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CRICKHOWELL VISITOR SURVEY 2008

Results
(Dec 2008)

Survey supported by



CONTENTS

CONTENTS	1
INTRODUCTION	2
Objectives	2
Methodology	2
RESULTS	3
Characteristics of visitors	3
Transport used.....	4
Group composition.....	4
Accommodation & booking method.....	6
Reason for visit	7
Origin of visitors	9
Frequency of visit.....	10
Levels of knowledge	10
Length of stay	11
Information sources	11
Satisfaction	13
Visitors' expectations of Crickhowell	16
Suggestions for improvements	17
Willingness to recommend	17
Visitor interests	17
APPENDIX 1 – RESULTS FOR INDIVIDUAL TRIP TYPES	20
APPENDIX 2 – RESPONDENTS' COMMENTS	31

INTRODUCTION

This report presents the findings of a programme of research carried out by the Brecon Beacons National Park Authority (BBNPA) Tourism Growth Area in partnership with Promote Crickhowell and also with the assistance of Tourism Partnership Mid Wales. The project has also received European Regional Development funding through INTERREG IV 8.

The research aimed to investigate the characteristics of visits and visitors to the Crickhowell area. The findings of a previous survey conducted in 2005 were published in a separate report. Separate reports are also available for two similar surveys carried out in Talgarth and Brecon in 2005 and in 2008.

Objectives

The objectives for the survey were threefold:

- To gain insights into the characteristics of current visitors to Crickhowell.
- To examine the characteristics of different types of visitors.
- To inform future tourism planning for Crickhowell as part of wider promotion of the Brecon Beacons National Park Authority Tourism Growth Area.

Methodology

The research took the form of a survey. Responses to the survey were gained in two ways:

- **Self-completion questionnaires:** Between the beginning of March and end of October 2008, several hundred self-completion questionnaires were distributed by volunteers and BBNPA staff to a number of locations around Crickhowell. Visitors could choose either to complete the questionnaire there and then, handing it back to an appropriate member of staff, or to use a freepost envelope to post it back.
- **Face-to-face interviewing:** In order to supplement responses gathered via the self-completion forms, fieldworkers from market research company Interviewing Services Limited (ISL) used the questionnaire to interview a sample of visitors face-to-face. The interviews were conducted across 2 days during August 2008.

A total of 138 questionnaires were returned using the methods listed above.

RESULTS

This section presents the main findings of the 2008 research¹. Figures from the 2005 survey have been included within brackets in many of the tables. Commentaries also make reference to 2005 figures where relevant.

One of the objectives for this study was to examine the characteristics and views of the different types of visitors. Specific segments that were investigated included:

- **Day trippers from home** – those travelling from and back to home in the same day for leisure purposes.
- **Holiday day trippers**– those taking a day trip to Crickhowell whilst on holiday elsewhere in the area.
- **Short break takers** – those staying 3 nights or less in Crickhowell.
- **Longer break takers** – those staying 4 nights or more in Crickhowell.

Holiday-takers of one sort or another made up over three quarters (76%) of the sample. 36% of the holidaying respondents were on a short break, with 28% on longer breaks. Holiday day trippers accounted for 12%% of the sample.

Day trippers travelling from home accounted for 22% of respondents. The remainder of the sample (2%) were on other types of trips such as business.

In the main body of the report we focus on presenting the overall results from the total sample of 138 respondents. Due to the small sample sizes achieved for the individual categories of trip takers listed above and the consequent dangers of placing too much emphasis on the reliability of these results, they are included as Appendix 1.

Characteristics of visitors

- ▶ **Roughly equal numbers of males and females responded to the survey**
 - The sample was pretty evenly split, with 48% male respondents and 52% female.
- ▶ **There was an overall spread of ages amongst respondents but there was a skew towards older visitors**
 - Over half of respondents (59%) were aged 45 years or over. This contrasted with the much smaller percentage (16%) of the sample that was aged 16-34 years. The table below provides more detail.

¹ The results of two open-ended questions included in the questionnaire are given in Appendix 2.

Table 1 Age profile of respondents

Age	% of all respondents (2005 figs in brackets)
16-24	7% (5%)
25-34	9% (10%)
35-44	17% (17%)
45-54	13% (23%)
55-64	33% (17%)
65+	17% (19%)
No answer	5% (7%)
Total	101% (98%)

Note: Percentages are rounded to the nearest whole number so totals may not add up to 100%. Sample size =138.

Transport used

Table 2 Main mode of transport used by respondents to reach Crickhowell

Transport mode	% of all respondents (2005 figs in brackets)
Car/van	87% (91%)
Regular bus/coach	1% (2%)
Motor-home/camper-van	4% (0%)
Bus/coach excursion	1% (1%)
Motorcycle	0% (1%)
Bicycle	2% (1%)
Walk	4% (2%)
Train	1% (2%)
Other	0% (0%)
No answer	1% (0%)
Total	101% (100%)

Note: Percentages are rounded to the nearest whole number so totals may not add up to 100%. Sample size =138.

► Cars or vans were used by nearly nine out of ten respondents

- 87% of respondents used a car/van to reach Crickhowell. This was slightly down on the proportion of the 2005 sample using a car (91%).
- Only 1 in 50 visitors (2%) used any form of public transport. 1% used the train with another 1% using regular bus/coaches. Public transport usage was down on the 4% recorded in the 2005 survey.
- Walking rates doubled from the 2005 survey, albeit from a very low base (from 2% to 4%).

Group composition

This section looks at the characteristics of the groups in which the respondents visited. It looks first at the overall size of group and then at the presence or otherwise of children within the groups.

Table 3 Total group size

Group size	% of all respondents (2005 figs in brackets)
1	9% (22%)
2	50% (50%)
3	9% (8%)
4	20% (10%)
5	1% (1%)
6-10	4% (4%)
11-20	4% (2%)
21 and over	0% (0%)
Don't know / no answer	2% (2%)
Total	99% (99%)
Average (mean)	3.21(2.57)

Note: Percentages are rounded to the nearest whole number so totals may not add up to 100%. Sample size =138

► **Half of respondents (50%) visited in groups consisting of two people**

- The next most common group size was four persons (20%). 9% visited in groups of four people, the same percentage as visited solo.

► **Average group size has increased**

- In the 2005 survey, the average group size was 2.57, however in the 2008 survey the figure rose to 3.21. Fewer solo visitors (down from 22% to 9%) and an increase in parties of 4 persons (up from 10% to 20%) contributed to the average increase in group size.

Presence and age profile of children

Table 4 Presence of children within groups visiting Crickhowell

	% of all respondents (2005 figs in brackets)
With children	16% (11%)
Without children	84% (89%)
Total	100% (100%)

Sample size=138

Table 5 Age profile of children within groups visiting Crickhowell

Age profile of children	% of respondents with children
0-5 years	18% (27%)
6-10 years	50% (64%)
11-15 years	68% (36%)

Note: Percentages for the age profile of children totals more than 100%. This is because a respondent can have children in more than one age category. Sample size =138

► **The vast majority of respondents to the survey were visiting in groups that did not include children**

- Over 8 out of 10 respondents (84%) of the sample fell into this category, 5% less than the 89% who were in childless groups in the 2005 survey.

► **Those with children were likely to have older, rather than younger children, with them**

- Of the 11% of respondents that did have children with them, over two thirds (68%) had children aged between 11– 15 years old, 50% were accompanied by children aged 6 – 10 years old, whilst 18% had 0 – 5 year olds with them.
- The proportion of groups who had children aged 11- 15 years with them increased considerably. In the 2005 survey just over one third (36%) had children of this age whilst in the 2008 survey 68% did.

Accommodation & booking method

Staying visitors were asked to provide details of the main type of accommodation used during their visit and also to say through what method they booked their accommodation.

Table 6 Main accommodation used during visit (all staying visitors)

Type of accommodation	% all staying visitors (2005 figs in brackets)
Guest House/B&B/Farm	36% (11%)
Rented Self Catering/ Serviced Apartment	14% (20%)
Bunkhouse	14% (2%)
Camping	13% (5%)
Touring/motorised caravan	11% (0%)
Hotel/motel/ inn/lodge	6% (38%)
Home of friends and relatives	5% (15%)
Caravan – static, owned	2% (0%)
Caravan – static, rented	0% (0%)
Hostel	0% (0%)
Boat	0% (5%)
Don't know / NA	0% (4%)
Total	101% (100%)

Sample size = 84. Percentages are rounded to the nearest whole number so totals may not add up to 100%.

► **Guest houses/B&B were the single most popular choice of accommodation but the majority of respondents stayed in non- serviced accommodation**

- Over one third of respondents (36%) were staying in a guesthouse/B&B/farm. However, 58% of respondents were staying in

non-serviced accommodation. Rented self-catering was the most popular choice of non serviced accommodation (14%).

► **Bunkhouses were popular**

- Over 1 in 7 respondents (14%) in our sample chose a bunkhouse as their main form of accommodation.

Table 7 Booking method for accommodation (all staying visitors)

Booking method	% all staying visitors (2005 figs in brackets)
Directly with accommodation establishment	70% (71%)
Didn't book in advance	15% (11%)
Internet	5% (4%)
Tourist Information Centre	5% (4%)
Through Central Reservation services	2% (2%)
Through Travel Agency/Tour Operator	1% (2%)
Other	4% (0%)
Don't know/No answer	0% (11%)
Total	102% (105%)

Sample size = 82. Percentages are rounded to the nearest whole number so totals may not add up to 100%.

► **Over 8 out of 10 respondents booked their accommodation in advance, with direct booking with the accommodation establishment the most popular method**

- 85% of staying visitor respondents booked in advance. Booking direct via accommodation providers accounted for the lion's share of advance bookings (70% of the sample used this method).
- The internet was used to book by 1 in 20 respondents (5%), a similar proportion to that seen in the 2005 survey (4%).
- The Tourist Information Centre was similarly used by 1 in 20 respondents (5%).

► **Advance booking appears to have become slightly less common amongst our respondents**

- In the 2005 survey, 11% of respondents did not book in advance. In the 2008 survey, this figure rose to 15%.

Reason for visit

Respondents were asked to indicate from a list which was the main reason for their visit. They were also asked to indicate all those reasons that influenced their visit. The table below provides the results.

Table 8 Reasons for visit (all respondents)

Reasons	All respondents (2005 figs in brackets)	
	Main reason*	Influence*
Scenery/landscape/countryside	30% (16%)	30% (35%)
Activities	25% (16%)	17% (10%)
Event / festival	12% (4%)	0% (2%)
Just passing through	12% (6%)	0% (3%)
Previous visit	10% (10%)	0% (10%)
Peace and quiet	7% (4%)	16% (27%)
Shopping	7% (10%)	11% (7%)
Historic interest	7% (3%)	7% (5%)
Visiting friends & relatives	8% (7%)	8% (6%)
Easy to get to	3% (0%)	13% (16%)
Buying local arts and crafts	2% (0%)	4% (9%)
Buying local produce	1% (0%)	8% (7%)
Recommendation	1% (17%)	5% (8%)
To visit a visitor attraction	1% (2%)	2% (4%)
To attend a sporting event	0% (1%)	0% (0%)
Other	12% (2%)	0% (8%)
Don't know / none	7% (0%)	36% (35%)

Note: *Percentages exceed 100% due to multiple answers.

► **‘Scenery and landscape’ were most likely to be cited as the main reason for a visit and it also topped the influences on visits**

- Just under one third of respondents (30%) cited scenery and landscape as the main reason for their visit. The same proportion (30%) also cited it as an influence on their visit.

► **More respondents were coming for activities and events than simply for peace and quiet**

- A quarter of respondents (25%) said that activities were the main reason for their visit whilst 12% highlighted events/festivals as their main reason. Both of these factors were given as reasons by a higher proportion of respondents than indicated that peace and quiet was their main reason for visit (7%).

► **Serendipity was the main reason behind over 1 in 8 visits**

- 12% of respondents said that the main reason they had visited Crickhowell was that they were just passing through.

► **Destination attributes, rather than recommendations, appear to be drawing more people to Crickhowell**

- In the 2005 survey, 17% of respondents gave recommendation as their main reason for visit, in the 2008 survey this had dropped to 1%. By way of contrast, destination attributes such as scenery and landscape

were given as the main reason by 16% in 2005 and 30% in the 2008 survey.

Origin of visitors

Table 9 Origin of visitors

Where are you from?	All respondents (2005 figs in brackets)
London & SE England	24% (25%)
SW England	22% (15%)
Wales	21% (15%)
Midlands	12% (16%)
Yorks and Humberside	7% (1%)
NW England	4% (5%)
East of England	4% (6%)
Overseas	1% (3%)
Scotland	0% (0%)
North East	0% (0%)
Ireland	0% (0%)
Don't know / no answer	6% (12%)
Total	101% (98%)

Sample size = 138.

► The majority of visitors were from outside of Wales

- London and the South East was the largest single source of visitors (24%) with the South West of England not far behind (22%). Welsh visitors accounted for just over a fifth of visitors (21%).

► There have been considerable increases in the proportion of visitors coming from the South West of England, Yorkshire & the Humber and Wales

- In the 2005 survey the South West of England generated 15% of visits. In the 2008 survey this had increased to 22%. Yorkshire and Humberside was the source of 1% of visitors in 2005, compared with 7% in 2008. Visitors by Welsh residents increased from 15% in 2005 to 21% in 2008.

Frequency of visit

Table 10 Frequency of visit

How often do visitors come?	All respondents (2005 figs in brackets)
This is my first visit	47% (55%)
Once a year, or less	27% (19%)
2-4 times a year	18% (15%)
More than 4 times a year	9% (8%)
Don't Know/NA	0% (3%)
Total	101% (100%)

Percentages are rounded to the nearest whole number so totals may not add up to 100%.

► The vast majority of respondents to Crickhowell were new or infrequent visitors

- Almost half (47%) were visiting for the first time, with just over a quarter (27%) visiting once a year or less often.
- The proportion of new and infrequent visitors to Crickhowell (i.e. those visiting for the first time or who have visited once a year or less often) has remained the same since the last survey in 2005 (74%).

► Just over one quarter of respondents were regular visitors

- Looking at those who said that had been to Crickhowell two or more times, we can see that 27% of respondents fell into this category in the 2008 survey (18% said they had been 2 – 4 times and 9% more than 4 times). This was not much more than the 23% seen in the 2005 survey.

Levels of knowledge

Table 11 Level of knowledge of Crickhowell prior to visit

Level of knowledge	All respondents (2005 figs in brackets)
Knew most things	9% (14%)
Quite a lot	20% (22%)
A little	23% (19%)
Not very much	23% (21%)
Nothing at all	22% (20%)
Don't know / no answer	2% (2%)
Total	99% (98%)

Percentages are rounded to the nearest whole number so totals may not add up to 100%.

► Overall levels of knowledge of Crickhowell prior to visit remain low

- In the 2005 survey, over 4 in 10 respondents (41%) said that they knew nothing or not very much about Crickhowell prior to this visit. In the

2008 survey, the proportion stating this increased to almost 1 in 6 respondents (59%).

- At the other end of the scale, the percentage stating that they knew most things or quite a lot has decreased down from the 2005 survey level of 36% to 29%.

Length of stay

Respondents were asked to say how long they intended to stay in Crickhowell on that particular day. The table below presents the results. (It should be noted that the results include staying visitors and hence are likely to be higher than if just day visitor results were presented).

Table 12 Length of stay in Crickhowell

Length of stay (hrs)	All respondents	
	(2005 figs in brackets)	
Less than 2	2%	0%
2 to 4	25%	12%
5 to 7	9%	9%
8 to 10	4%	10%
11 to 14	6%	5%
More than 14	54%	65%
Don't know / NA	0%	0%
Average (mean) number of hrs*	3.45 hrs (4.74hrs)	

Note: In order to provide results which more accurately describe the actual length of visits, the 2005 figs have been recalculated to take account only those respondents who gave an answer (i.e. the percentages now don't include those who gave no answer). In addition the average number of hours figures for 2008 and 2005 excludes those staying more than 14 hours. It is felt that respondents who fell into this category were in fact staying visitors indicating their overall length of stay rather than the time spent in Crickhowell on this particular occasion. .

► The average length of time spent in Crickhowell was just under 3 ½ hours

- The length of time spent was lower than the 4.74 hours recorded in the 2005 survey.

► A great many respondents indicated that they were staying for more than 14 hours but this may be down to respondents staying overnight in the area

- Caution should be exercised when interpreting the individual length of stay results (as opposed to the mean average number of hours). This is because it appears as if many of those who were staying in the area indicated that they were staying in Crickhowell for more than 24 hours.

Information sources

The questionnaire looked at the information sources consulted by visitors both prior to, and during, their visit.

Prior to visit

Table 13 Information sources used by visitors prior to arrival

Information sources	All respondents (2005 figs in brackets)
Internet	39% (40%)
None obtained	21% (10%)
Guidebook	12% (11%)
Advice/Word of mouth	11% (17%)
Crickhowell Tourist Information Centre	9% (3%)
Other holiday brochure	7% (11%)
Other info outlet	6% (9%)
Mid Wales and Brecon Beacons Brochure	5% (10%)
Brecon Beacons National Park Visitor Guide	4% (6%)
Adverts in newspapers/magazines	1% (2%)
Articles in newspapers/magazines	1% (2%)
Information at hotel/attraction	1% (5%)
Visit to holiday exhibition	0% (0%)
TV programme	0% (1%)
Other	1% (1%)
Don't know / No answer	21% (23%)

Note: Percentages exceed 100% due to multiple answers. Caution: when interpreting these results it should be borne in mind that the nature of the locations from which questionnaires were distributed may have skewed the results.

► **The internet was the single most used source of information but almost a quarter of visitors did not use any source of advance information**

- Over one third of respondents (39%) said that they used the internet to gain information prior to their visit. However, 21% of respondents said that they did not obtain any information in advance of their visit. This was much higher than the 10% who did not obtain prior information in the 2005 survey, although it is unclear why this should be so.

► **With the exception of guidebooks, use of printed information prior to visit appears to have reduced over time**

- Guidebook usage in the 2008 survey was 12%, one percentage higher than the 11% recorded in the 2005 survey. However, other printed information saw lower usage. For instance, the National Park Visitor guide was used by 4% of respondents prior to visit (as compared with 6% in the 2005 survey). Similarly, use of the Mid Wales and Brecon Beacon brochure dropped from 10% in 2005 to 5% usage in 2008.

► **Use of the TIC for information prior to visit has increased**

- The proportion using Crickhowell's TIC for information prior to arrival increased to 9% (from the 2005 survey level of 2%).

During visit

Turning to information sources used during a visit, the table below presents the main findings.

Table 14 Information sources used by visitors during visit

Information sources	All respondents (2005 figs in brackets)
Crickhowell Tourist Information Centre	36% (28%)
None obtained	18% (7%)
Advice / Word of mouth	4% (6%)
Other Info outlet	9% (10%)
Guidebook	9% (13%)
Other holiday leaflet/brochure	9% (12%)
Brecon Beacons National Park Visitor Guide	7% (7%)
Internet	7% (2%)
Information at hotel/attraction	5% (5%)
Mid Wales and Brecon Beacons Brochure	3% (6%)
Adverts in newspapers/magazines	1% (4%)
Articles in newspapers/magazines	0% (2%)
TV programme	0% (0%)
Visit to Holiday Exhibition	0% (0%)
Other	0% (2%)
Don't know / No answer	24% (36%)

Note: Percentages exceed 100% due to multiple answers.

► Crickhowell Tourist Information Centre was the most used information source during visits

- Over a third of respondents (36%) said that they had made use of the TIC during their visit, higher than the 28% who said the same during the 2005 survey. It should be noted that use of the TIC may well have been over-represented in these results because of the fact that questionnaires were distributed at the TIC.

► Almost a fifth of visitors did not use any source of information during their visit

- As was seen with information used prior to visit, a significant minority of visitors (18%) did not use any source of information during their visit. In the 2005 survey, 7% indicated that they had not used any source of information.

Satisfaction

Respondents to the survey were asked to rate their overall satisfaction with their visit according to five categories, ranging from excellent to very poor.

Table 15 Overall quality of visit to Crickhowell

Overall rating	All respondents (2005 figs in brackets)
Excellent	45% (47%)
Good	49% (38%)
Average	0% (6%)
Poor	0% (1%)
Very poor	0% (0%)
Don't know / N.A	6% (8%)
Total	100%

Percentages are rounded to the nearest whole number so totals may not add up to 100%.

► **Nearly all visitors gave high satisfaction ratings for their visit**

- 94% of respondents rated their visit as either excellent or good. Encouragingly, there were no negative ratings.

► **Satisfaction with visits appears to have improved since 2005**

- As we have seen above, 94% of respondents in the 2008 survey rated their visit as excellent or good. This was higher than the 85% who gave these ratings in the 2005 survey.
- At the other end of the scale, there were fewer negative ratings (i.e. average, poor or very poor) with no respondents giving them in the latest survey, compared with 7% in 2005.

In addition to the overall rating, respondents were asked to rate 17 elements of the visitor experience in Crickhowell. The same five category rating system was used, ranging from excellent to very poor. The table below summarises the results and compares these ratings with the average ratings given for all three towns included in the 2008 research programme (Crickhowell, Talgarth, Brecon).

Table 16 Ratings of facilities, services and customer service(all respondents)

Rating of services	% excellent / good (2005 figs in brackets)	Up/ Down?	Average for all 3 towns	Above or below average?
General atmosphere	93% (84%)	↑	86%	Above
Scenery/countryside	92% (90%)	↑	94%	Below
Feeling of welcome	90% (79%)	↑	87%	Above
Friendliness of local people	89% (80%)	↑	88%	Above
Quality of accommodation	89% (71%)	↑	86%	Above
Cleanliness of streets	84% (79%)	↑	80%	Above
Value for money	74% (67%)	↑	71%	Above
Standard of signposting (road)	73% (50%)	↑	72%	Above
Amount of info available about Crickhowell	72% (59%)	↑	74%	Below
Quality of information available about Crickhowell	72% (52%)	↑	72%	Average
Range of eating places available	71% (72%)	↓	63%	Above
Standard of signposting (pedestrian)	67% (43%)	↑	69%	Above
Range of shops	61% (51%)	↑	48%	Above
Availability of public toilets	60% (35%)	↑	62%	Below
Range of visitor attractions / places to visit	59% (45%)	↑	66%	Below
Cleanliness of public toilets	59% (20%)	↑	52%	Above
Availability of parking	58% (55%)	↑	62%	Below

► **The general atmosphere of Crickhowell received the highest rating**

- Nearly all respondents (93%) rated Crickhowell's general atmosphere as excellent or good. This was considerably up on the 84% who gave this attribute excellent or good ratings in the 2005 survey. Crickhowell's rating on this factor was also well above the 86% average recorded for the three towns taking part in the 2008 research programme (Crickhowell, Brecon and Talgarth).

► **The availability of parking received the lowest ratings**

- The availability of parking was rated as excellent or good by just less than 6 in 10 respondents (58%), making it the lowest of all 17 factors rated. However, the rating was not that much lower than the 62% average recorded for all three towns surveyed during 2008. It is also worth noting that the rating of 58% was an improvement on the 55% given in 2005.

► **Visitor ratings for Crickhowell have generally improved since the last survey was undertaken**

- Comparing the ratings given in 2005 with those achieved in the 2008 survey, 16 out of the 17 factors saw an improvement.

- In some cases, improvement was dramatic with increases of 10% or more in the ratings given to 10 of the 17 factors.
- The cleanliness of the public toilets saw the largest percentage increase in ratings, rising from 20% in 2005 to 59% in the latest survey. Ratings for the availability of public toilets also rose sharply – up from 35% in the 2005 survey to 60% in 2008.
- Signposting was another area where visitor perceptions have improved. For instance, ratings for the standard of pedestrian signposting rose from 43% in 2005 to 67% in 2008. Road signage ratings rose from 50% in 2005 to 73% in 2008.

► **Visitor ratings for Crickhowell compared well when set against other towns**

- Crickhowell was one of three towns included in research during 2008 (the others were Talgarth and Brecon). Comparing the ratings given for Crickhowell with those for the three towns as a whole, Crickhowell had above average ratings for 11 out of 17 factors.

Visitors' expectations of Crickhowell

Table 17 How did your visit to Crickhowell compare with expectations?

	All respondents (2005 figs in brackets)
Much better than expected	29% (35%)
Bit better than expected	16% (21%)
As expected	44% (36%)
A bit disappointed	1% (2%)
Very disappointed	0% (1%)
Didn't know what to expect	4% (2%)
Don't know / NA	5% (3%)

Percentages are rounded to the nearest whole number so totals may not add up to 100%.

► **A visit to Crickhowell exceeded the expectations of approaching half of respondents whilst for almost all others it met expectations**

- 45% said that their visit had either been much or a bit better than expected. Over one quarter fell into the first category (29% rated their visit as much better than expected) with 16% rating it a bit better than expected.
- Most of the remainder (44%) rated their visit as expected. This is somewhat higher than the 36% who found their visit as expected in the 2005 survey.

► **Levels of disappointment were very low**

- Only 1% of respondents indicated that they were in anyway disappointed with their visit. This was slightly down on the 3% who indicated this during the 2005 survey.

Reasons for expectation rating

If a respondent indicated that their visit was better or worse than expected, they were additionally asked to say why this was so. The answers to this question are included in the first part of Appendix 2.

Suggestions for improvements

Respondents were asked “If we could improve just one thing about Crickhowell, what should that be?” The answers given appear in the second half of Appendix 2.

Willingness to recommend

Respondents were asked whether or not they would be willing to recommend a visit to Crickhowell. The table below provides the response.

Table 18 *Would you recommend?*

	All respondents
	(2005 figs in brackets)
Yes	93% (82%)
Possibly	1% (10%)
No	0% (0%)
No reply	6% (8%)

▶ **A very high proportion of visitors would recommend a visit**

- 74% respondents said that they would be happy to recommend with a further 1% saying they would possibly recommend a visit

▶ **Visitors appear to be getting more comfortable with recommending a visit**

- In 2005, 82% were certain that they would recommend a visit with 10% stating that they would possibly recommend. In the latest survey, the proportion certain of their recommendation rose 11% to reach 93%.

Visitor interests

Visitors were asked to indicate whether they had taken part, or intended to take part, in a number of leisure activities. The tables below present the results.

Table 19 Participation in leisure activities

	All respondents (2005 figs in brackets)
Go to pub/restaurant	66% (69%)
Sightseeing	43% (59%)
Shopping	37% (55%)
Visit attractions	34% (38%)
Attend festival/cultural/agricultural event	8% (8%)
None	5% (1%)
Going to the theatre/show/concert	3% (4%)
Going to the cinema	1% (3%)
Attend sporting event as a spectator	0% (4%)
Other	1% (7%)
Don't know / NA	3% (3%)

► **As was the case in the 2005 survey, leisure activities undertaken by visitors fell into two main groups – those that were engaged in by large numbers of visitors and those that were more of a minority interest**

- Amongst the first group, going to pubs/restaurants emerged as the most popular leisure activity (66%) with sightseeing (43%), shopping (37%) and visiting attractions (34%) also frequently cited. Aside from these four most popular leisure activities, the remaining leisure activities were each undertaken by less than one in ten visitors.

► **With the exception of shopping and sightseeing, the incidence of leisure activities undertaken has remained broadly similar between 2005 and 2008**

- The top leisure activities have remained broadly the same as in 2005 but shopping has decreased in popularity, from 55% in the 2005 survey to 37% in the 2008 survey. Also seeing a considerable decrease was sightseeing, down from 59% to 43%.

In addition to these general activities detailed above, respondents were also asked to indicate their involvement in a number of specific indoor and outdoor activities. Table 20 (below) provides the detail.

Table 20 Participation in activities

	All respondents (2005 figs in brackets)
Walking	74% (65%)
Cycling	9% (1%)
Water sports	4% (1%)
Swimming	3% (1%)
Fishing	2% (1%)
Creative arts	2% (4%)
Riding and pony trekking	1% (7%)
Golf	1% (3%)
Tennis	1% (3%)
Mountain boarding	1% (1%)
Gliding	0% (1%)
Climbing/abseiling	0% (2%)
Motor sports	0% (2%)
Bird watching	0% (1%)
Other	1% (3%)
Don't know/ None/ NA	8% (32%)

► **Walking dominated the list of outdoor activities undertaken**

- Almost three quarters of respondents (74%) had done some walking (or planned to) during their visit. This proportion was even higher than the 65% who included the activity in their itineraries in the 2005 survey.

► **A number of activities have seen increases in participation rates between 2005 and 2008**

- Cycling saw the largest increase, up from 1% in 2005 to 9% in the 2008 survey. Water sports also saw more visitors, with 4% including it in their itineraries, compared with 1% in the 2005 survey. Swimming and fishing were two other sports that saw increased participation.

► **Riding and pony trekking were amongst the activities seeing reduced participation**

- Riding and pony trekking was engaged in by 1% of respondents in the latest survey. This was considerably less than the 7% who did the activity in the 2005 survey. Other activities seeing falls between 2005 and 2008 were golf, tennis, gliding and mountain boarding.

APPENDIX 1 – RESULTS FOR INDIVIDUAL TRIP TYPES

This appendix includes results for the four types of visitor surveyed. These are listed below, along with the sample size achieved for each type of visitor.

- Short break holiday takers (sample size = 48)
- Long stay holiday takers (sample size = 37)
- Holiday day trippers - i.e. on a day trip whilst on holiday elsewhere (sample size = 16)
- Day trippers (sample size = 29)

In addition, 2 respondents were other types of trips and 6 respondents did not indicate the type of trip that they were on

The small samples sizes means that great caution should be exercised when interpreting the results for these individual groups.

Age

Table 21 Age profile of respondents

Age	% respondents			
	Long stay	Short stay	Holiday day trip	Day trip
16-24	8%	8%	6%	0%
25-34	8%	17%	0%	0%
35-44	19%	8%	38%	10%
45-54	8%	17%	13%	17%
55-64	27%	33%	25%	48%
65+	27%	10%	13%	17%
No answer	3%	6%	6%	7%
Total	100%	99%	101%	99%

Percentages are rounded to the nearest whole number so totals may not add up to 100%.

Transport used

Table 22 Main mode of transport used by respondents to reach Crickhowell

Transport mode	% of respondents			
	Long stay	Short stay	Holiday day trip	Day trip
Car/van	76%	94%	100%	86%
Regular bus/coach	3%	0%	0%	0%
Bus/coach excursion	3%	0%	0%	3%
Motorhome/camper-van	11%	0%	0%	3%
Motorcycle	0%	0%	0%	0%
Bicycle	0%	2%	0%	3%
Walk	8%	2%	0%	7%
Train	0%	2%	0%	0%
Other	0%	0%	0%	0%
No answer	0%	0%	0%	0%
Total	101%	100%	100%	102%

Group composition

Table 23 Number in visit group

Total number in group	% of respondents			
	Long stay	Short stay	Holiday day trip	Day trip
1	11%	6%	0%	14%
2	49%	56%	38%	59%
3	8%	6%	25%	7%
4	11%	17%	25%	21%
5	5%	0%	0%	0%
6-10	11%	4%	0%	0%
11-20	5%	6%	6%	0%
21 and over	0%	0%	0%	0%
Don't know / no answer	0%	4%	6%	0%
Total	100%	99%	100%	101%

Accommodation type

Table 24 Main accommodation used during visit

Type of accommodation	% of respondents			
	Long stay	Short stay	Holiday day trip	Day trip
Guest House / B&B/ Farm	19%	51%	31%	n/a
Rented Self Catering / Serviced Apartment	22%	6%	15%	n/a
Touring / motorised caravan	23%	0%	8%	n/a
Camping	23%	6%	8%	n/a
Hotel / motel/ inn/ lodge	3%	9%	8%	n/a
Home of friends and relatives	3%	3%	15%	n/a
Bunkhouse	6%	26%	8%	n/a
Caravan – static, owned	3%	0%	0%	n/a
Caravan – static, rented	0%	0%	8%	n/a
Hostel	0%	0%	0%	n/a
Boat	0%	0%	0%	n/a
Total	102%	101%	101%	n/a

Results exclude where no reply was given. Sample sizes: long stay= 35, short stay=35, holiday day trip =13. Percentages are rounded to the nearest whole number so totals may not add up to 100%.

Booking method

Booking method	% of respondents			
	Long stay	Short stay	Holiday day trip	Day trip
Directly with accommodation establishment	55	89	54	n/a
Didn't book in advance	21	6	23	n/a
Internet	12	0	0	n/a
Through Travel Agency / Tour Operator	0	0	8	n/a
Through Central Reservation services	3	0	0	n/a
Tourist Information Centre	6	3	8	n/a
Other	6	6	8	n/a
Total	103	104	101	n/a

Results exclude where no reply was given. Sample sizes: long stay=33 short stay=35 holiday day trip =13. Percentages are rounded to the nearest whole number so totals may not add up to 100%.

Reasons for visit

Table 25 Reasons for visit

Reasons	Influenced				Main reason			
	Long Stay	Short Stay	Holiday day trips	Day trips	Long Stay	Short Stay	Holiday day trips	Day trips
Scenery/landscape/ countryside	30%	42%	25%	17%	30%	31%	25%	38%
Peace and quiet	22%	23%	13%	3%	16%	4%	6%	3%
Activities	22%	25%	13%	3%	27%	42%	13%	17%
Previous visit	0%	15%	6%	0%	14%	15%	6%	6%
Historic interest	8%	10%	0%	3%	5%	4%	13%	0%
Easy to get to	11%	25%	13%	0%	3%	0%	0%	7%
Recommendation	14%	4%	0%	0%	0%	2%	0%	0%
Shopping	8%	4%	19%	21%	5%	0%	19%	17%
Event/festival	0%	0%	6%	0%	17%	18%	0%	3%
Visiting friends & relatives	11%	10%	0%	7%	13%	14%	0%	14%
Just passing through	3%	4%	13%	10%	5%	2%	38%	14%
Buying local arts and crafts	3%	2%	0%	10%	0%	0%	0%	3%
To visit a visitor attraction	0%	4%	0%	3%	0%	8%	0%	0%
Buying local produce	5%	6%	6%	14%	0%	0%	0%	3%
To attend a sporting event	0%	0%	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	11%	4%	6%	0%
Don't know / none/ n.a.	41%	33%	38%	28%	11%	4%	13%	0%

Percentages are rounded to the nearest whole number so totals may not add up to 100%.

Origin of visitors

Table 26 Origin of visitors

Where are you from?	Long stay	% of respondents		
		Short stay	Holiday day trip	Day trip
Wales	19%	4%	0%	66%
London & SE England	16%	37%	31%	6%
SW England	27%	27%	6%	10%
West Midlands	5%	15%	6%	3%
East of England	8%	0%	13%	0%
East Midlands	0%	6%	19%	0%
NW England	5%	2%	0%	3%
Yorkshire & Humberside	11%	2%	13%	10%
North East	0%	0%	0%	0%
Overseas	3%	0%	0%	0%
Scotland	0%	0%	0%	0%
Ireland	0%	0%	0%	0%
Don't know / no answer	5%	6%	13%	0%
Total	99%	99%	101%	98%

Percentages are rounded to the nearest whole number so totals may not add up to 100%.

Frequency of visit

Table 27 Frequency of visit

No of visits	Long stay	% of respondents		
		Short stay	Holiday day trip	Day trip
This is my first visit	49%	54%	73%	19%
Once a year, or less	22%	27%	27%	22%
2-4 times a year	16%	19%	0%	33%
More than 4 times a year	14%	0%	0%	26%
Don't Know/ NA	0%	0%	0%	0%
Total	101%	100%	100%	100%

Levels of knowledge

Table 28 Levels of knowledge

Levels of knowledge	Long stay	% of respondents		
		Short stay	Holiday day trip	Day trip
Knew most things	11%	6%	0%	17%
Quite a lot	16%	21%	6%	34%
A little	22%	25%	19%	31%
Not very much	22%	31%	31%	7%
Nothing at all	30%	17%	44%	10%
Don't know / no answer	0%	0%	0%	0%
Total	101%	100%	100%	99%

Length of stay

Table 29 Length of stay

Length of stay (hrs)	Long stay	% of respondents		
		Short stay	Holiday day trip	Day trip
Less than 2	2%	0%	5%	4%
2 to 4	15%	11%	95%	75%
5 to 7	8%	7%	0%	21%
8 to 10	9%	2%	0%	0%
11 to 14	11%	6%	0%	0%
More than 14	55%	73%	0%	0%
Don't know / NA	0%	0%	0%	0%
Average (mean) number of hrs*	4.5hrs	4.1hrs	2.5hrs	2.9hrs

Note: The percentages exclude those who gave no response. Average mean number of hours excludes those staying more than 14 hours.

Information sources

The questionnaire looked at the information sources consulted by visitors both prior to and during their visit.

Prior to visit

Table 30 Information sources used by visitors prior to arrival

Information sources	Long stay	% of respondents		
		Short stay	Holiday day trip	Day trip
Internet	54%	56%	19%	10%
Guidebook	17%	8%	25%	3%
Advice / Word of mouth	19%	13%	0%	7%
Crickhowell Tourist Information Centre	8%	13%	0%	7%
Mid Wales and Brecon Beacons Brochure	11%	2%	0%	7%
Other holiday brochure	8%	6%	19%	0%
Brecon Beacons National Park Visitor Guide	8%	4%	0%	3%
None obtained	11%	4%	19%	55%
Other info outlet	5%	4%	19%	3%
Articles in Newspaper / Magazines	0%	0%	0%	3%
Adverts in Newspapers / Magazines	3%	0%	0%	0%
Information at hotel /attraction	3%	0%	0%	0%
Visit to holiday exhibition	0%	0%	0%	0%
TV programme	0%	0%	0%	0%
Other	3%	0%	0%	0%
Don't know / No answer	16%	25%	31%	17%

Note: Percentages exceed 100% due to multiple answers. Caution: when interpreting these results it should be borne in mind that the nature of the locations from which questionnaires were distributed may have skewed the results.

During visit

Table 31 Information sources used by visitors whilst in Crickhowell

Information sources	% of respondents			
	Long stay	Short stay	Holiday day trip	Day trip
Internet	14%	2%	13%	3%
Guidebook	11%	10%	6%	0%
Advice / Word of mouth	3%	4%	6%	3%
Crickhowell Tourist information centre	35%	35%	50%	38%
Mid Wales and Brecon Beacons Brochure	8%	2%	0%	0%
Other holiday brochure	11%	17%	0%	0%
Brecon Beacons National Park Visitor Guide	14%	4%	6%	3%
None obtained	5%	2%	25%	48%
Other Info outlet	16%	6%	6%	7%
Articles in Newspaper / Magazines	0%	0%	0%	0%
Adverts in Newspapers / Magazines	0%	2%	0%	3%
Information at hotel /attraction	5%	10%	0%	0%
Visit to holiday exhibition	0%	0%	0%	0%
TV programme	0%	0%	0%	0%
Other	0%	0%	0%	0%
Don't know / No answer	30%	33%	19%	7%

Note: Percentages exceed 100% due to multiple answers. Caution: when interpreting these results it should be borne in mind that the nature of the locations from which questionnaires were distributed may have skewed the results.

Satisfaction

Table 32 Overall quality of visit to Crickhowell

Overall rating	% of respondents			
	Long stay	Short stay	Holiday day trip	Day trip
Excellent	51%	52%	31%	34%
Good	43%	44%	63%	59%
Average	0%	0%	0%	0%
Poor	0%	0%	0%	0%
Very poor	0%	0%	0%	0%
Don't know / N.A	3%	2%	6%	7%

Table 33 Ratings of facilities, services and customer service

Factor	% excellent/good			
	Long stay	Short stay	Holiday day trip	Day trip
Scenery / countryside	92%	96%	88%	94%
General atmosphere	86%	96%	100%	96%
Feeling of welcome	89%	96%	100%	86%
Friendliness of local people	97%	90%	94%	86%
Quality of accommodation	80%	96%	83%	n/a
Value for money	70%	81%	69%	76%
Range of visitor attractions / places to visit	62%	63%	57%	59%
Cleanliness of streets	78%	87%	88%	83%
Amount of info available about the area	81%	75%	62%	73%
Quality of information available about the area	81%	75%	63%	69%
Standard of signposting (road)	65%	77%	50%	76%
Availability of parking	38%	59%	81%	76%
Standard of signposting (pedestrian)	81%	67%	38%	66%
Range of eating places available	84%	64%	56%	76%
Range of shops	73%	56%	63%	58%
Availability of public toilets	59%	44%	69%	75%
Cleanliness of public toilets	57%	44%	69%	75%

Visitor expectations

Table 34 How did your visit to Crickhowell compare with expectations?

	% of respondents			
	Long stay	Short stay	Holiday day trip	Day trip
Much better than expected	35%	29%	38%	17%
Bit better than expected	5%	29%	13%	10%
As expected	46%	35%	31%	69%
A bit disappointed	3%	0%	0%	0%
Very disappointed	0%	0%	0%	0%
Didn't know what to expect	5%	2%	13%	3%
Don't know / NA	3%	2%	0%	0%

Percentages are rounded to the nearest whole number so totals may not add up to 100%.

Visitor interests

Visitors were asked to indicate whether they had taken part, or intended to take part, in a number of leisure activities. The tables below present the results.

Table 35 Participation in leisure activities

	% of respondents			
	Long stay	Short stay	Holiday day trip	Day trip
Go to pub/restaurant	73%	71%	56%	55%
Shopping	46%	27%	31%	48%
Sightseeing	68%	31%	63%	24%
Visit Attractions	41%	42%	31%	24%
Attend festival/ cultural/ agricultural event	20%	4%	13%	3%
Going to the theatre/show/concert	3%	4%	6%	0%
Going to the cinema	3%	2%	0%	0%
Attend sporting event as a spectator	0%	0%	0%	0%
None	5%	2%	0%	7%
Other	5%	0%	0%	0%
Don't know / NA	0%	6%	0%	3%

Table 36 Participation in activities

	% of respondents			
	Long stay	Short stay	Holiday day trip	Day trip
Walking	84%	90%	75%	48%
Riding and pony trekking	3%	0%	0%	0%
Cycling	11%	4%	13%	7%
Swimming	0%	2%	13%	3%
Creative Arts	5%	0%	6%	0%
Tennis	0%	0%	0%	3%
Water sports	5%	0%	19%	3%
Motor Sports	0%	0%	0%	0%
Fishing	3%	2%	0%	3%
Golf	3%	0%	0%	0%
Gliding	0%	0%	0%	0%
Bird watching	0%	0%	0%	0%
Mountain boarding	0%	0%	0%	0%
Other	0%	5%	0%	0%
Don't know/ None/ NA	3%	0%	19%	28%

Percentages add up to more than 100% due to multiple choices

APPENDIX 2 – RESPONDENTS' COMMENTS

Please note: these comments are taken verbatim from respondents' questionnaires and so may include spelling and grammatical errors.

If your visit was better or worse than expected can you tell us the reasons?

Positive comments

- The quality of the shops, it's a pleasure to be here
- Cleaner and tidier than 20 years ago
- Atmosphere, pubs shops
- Had no particular expectations, very nice place good shops
- Great accommodation, stunning scenery yummy food
- Tourist office-well equipped friendly, computers tea/coffee available, Art gallery
- Better weather forecast not good but the sun did shine, worse-old bed in B&B springs going
- The volunteers and the visitor centre were really friendly and helpful. I bought a unique gift at the centre, the icing on the cake was a demonstration of Morris dancing in the village centre
- The area was better for walking than I expected
- Resource centre & TIC not visited before- very impressed by it wonderful facility for locals and visitors alike
- Opportunity to visit new places
- I loved the local shops, the town is unspoilt by chain stores/supermarkets. Please stay this way, the scenery is stunning
- Central to the hills
- Beautiful scenery, good food, excellent little town
- Better than expected, friendliness and tranquillity, v pleasantly surprised to see coffee shop in Tourist info office
- very well kept town with good pubs, castle, river, bridge easy to walk around, friendly people with stunning backdrop of mountains
- We were recommended the canal walk- which we enjoyed(despite the lack of water and boats) otherwise we wouldn't have known if its existence(saw no leaflets)also good to visit a friendly family dept store (when it rained) Staff at Crik (30.4.08/pm) were all knowledgeable, helpful and friendly and we enjoyed visiting the Gallery
- Just passing through for second time having driven through at Christmas both days Sunday so difficult to judge
- Excellent accommodation, excellent weather, we stayed at Tg Gwyn Guest House which we would highly recommend

- Even more beautiful than we remembered, my brother and his family haven't been before and were blown away by the place
- Accommodation was excellent and surroundings were beautiful
- Very good scenery
- The weather was much worse than expected, but that's no one's fault
- Appreciation shown by my partner who I was introducing to the area made my enjoyment so much better. We will return
- better but the signposting for walking around sugar loaf is very poor indeed, simply not good enough. Conveniently below standard in the area
- Contacted family tree through internet, wife fathers brothers tracing family through internet who we have met
- Its heaven there's flowers everywhere
- There were not many descriptions of Crickhowell in our guide of Wales (Rough Guide) once we had B&B we explored the areas and over met our expectations
- Excellent, friendly and knowledgeable service provided by staff at Information centre who work there voluntarily and who were extremely generous and helpful in the time given to us providing information and ideas as to where we could visit with our mother who uses a wheelchair, also the delicious Sunday lunch we enjoyed at The Dragon
- B&B excellent Ty Gwyn
- Ease of parking, friendliness of people, excellent facilities at CRIC and very helpful staff, lovely food at No 18
- People very different to home
- Very pretty well maintained buildings
- Friendly people free attractions
- Helpful volunteers in the information office, very friendly staff in shops and café
- First class area to stay and visit
- This is my first visit to Crickhowell despite the rain (lots of it) the scenery was wonderful the walking excellent and the accommodation excellent, oh and no Tesco's anywhere to be seen - marvellous
- Enjoyable very helpful people staying longer than expected
- Good scenery, pretty village
- Excellent welcome at Crickhowell centre with lots of info, scenery even better than remembered
- A pretty market town
- Its always a pleasure to visit
- It's a beautiful town
- Although small its really buzzing with people

- Always look forward to visiting Riverside c/site
- Crickhowell is a town we drove through to get somewhere else, but now after our visit we could stay using Crickhowell as a base
- On way home after disastrous holiday
- Excellent toilet facilities
- Accommodation and view were amazing
- We appreciate the local shops being privately owned and the wonderful service we are given, we also appreciate the Information Bureau very helpful also the gallery upstairs
- The information is very good, church also it was open Castle also interesting
- A really nice place no too busy everything we needed
- Didn't know before about the castle, Id never crossed the bridge from Llangattock before but was very pleased to enjoy the atmospheres and local shops and enjoy both the castle and the bridge
- Please provide an envelope that actually sticks down that fits this questionnaire or vice versa
- Much prettier
- great TI office to which we have expressed our comments
- If it rained could have been worse but visit was very good

If we could improve just one thing about Crickhowell what should that be?

- Less traffic
- Cheaper park, less traffic through town
- Better food, pub on corner
- Shops opening later
- TIC
- Perhaps some parking nearer to the river
- Festival (e.g. annual e.g. music) more choice good eating places
- More locally produced foods/farmers market
- As a centre for walking it is ideal an little needs changing
- Parking
- The place is charming as it is , I shall return
- Don't know but very helpful staff in information office
- Can't think of anything- possibly a Saturday market
- Put up a list of B&B & hotels with phone numbers in the centre for visitors arriving who need accommodation

- Better market
- As above, the walking signposting is the worst we have experienced in eight years of walking around the UK even worse Gloucestershire/..... Border
- The traffic is a lot, poor thing for this peaceful town
- We are at a loss to suggest anything the only slight disappointment was the weather and even with all the best intentions you probably cannot change that
- Can't think of anything fine as it is
- One of your greatest tourist attraction was sadly neglected the Canal at Gilwern and lost to your tourist and Guest for 2008. Now under repair with some loss of revenue to your business community, don't let go again
- Ask me again after a few more visits perhaps the Bear Hotel bar could open before 6pm on very rainy days
- The area need better signposting e.g. very poor to Sugar Loaf mountain and the walk to the top
- I cannot think of any improvements other than I would like to live here
- maybe a couple more shops
- Road signage car parking for walking festival
- its too busy
- Food shop open late, found it difficult to find provisions past 8pm
- Since our visit last year 2 cafes have closed down- would like to see more open to provide morning coffee's and lunches
- Happy as it is
- No traffic through town
- Late eating takeaway
- Perhaps the range of shops
- Weather
- if a by pass is not practical option then slower speed limits needed in town, HGV's thunder past inches away from pedestrians
- Cinema
- 20 mph speed restriction signs at all roads leading into town
- too much dog fouling on streets and park area
- Non fee car park
- Another restaurant open in the evening
- Encourage visitors to use the car parks rather than obstruct main routes through centre of village
- Cash machines
- Range of shops

- Better signs to Llangattock Bunkhouse, trim some rights of way-nettles
- Public toilets remain open, closed when you want to use them
- The Bear Pub food was not good as expected, bit overpriced and poor service for the price
- More outdoor seats/tables for café along the streets
- Some public seating to admire views and activities
- Wider range of eating establishments catering for vegetarian/gluten free diets
- No idea it is nice as it is
- Parking
- Traffic going through, parking both sides of road, difficulty crossing road
- car parking
- More road signs on the way here from Abergavenny area
- We came here specifically to walk Sugar Loaf but we did not see any signs on A40 nor on side roads subsequently, also once walking up the hills we were misled by poor and inadequate signage leading to a much longer walk than expected
- The public toilets, they are an utter disgrace, not only are they very dirty but everything in them is not working e.g. hand drier flush, I mentioned it to tourist board opp. toilets they told me they've mentioned it many times to council already
- Atmosphere and quality pubs
- Buses coming more often
- sandwich shop on Sunday morning
- Fewer tourists
- Could stop the traffic going through fast, bus timetable available also more often
- No, we love it
- Introduce £2 coin meter into parking space
- Free beer and hot pies
- Weather
- Promote the amazing Crickhowell embroidery panels far more widely and display it more openly, not in your obscure upstairs gallery, take the coffee bar computers upstairs instead
- Too early to say
- Weatherspoons, availability of ...the wall cash points
- Absolutely, the signage is absolutely crap
- Little activities in hills maybe