

**University of Strathclyde**

**Department of Hospitality and Tourism Management**

**Conceptualising  
Supply-side Seasonality in Tourism:  
A Study of the Temporal Trading  
Behaviours of Small Tourism Businesses  
in Scotland**

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**A thesis presented in fulfilment of the requirements for the degree of  
Doctor of Philosophy**

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# Volume 2

# Volume 2



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## APPENDIX 4.1 Scottish Tourism Performance Data

**Table 1: Time of Visit to Scotland: Total UK Visitor Trips**

| Year | Q1: Jan - Mar | Q2: Apr - Jun | Q3: Jul - Sep | Q4: Oct - Dec |
|------|---------------|---------------|---------------|---------------|
| 2003 | 21 %          | 24 %          | 30 %          | 25 %          |
| 2002 | 21 %          | 25 %          | 29 %          | 25 %          |
| 1999 | 18 %          | 23 %          | 28 %          | 30 %          |
| 1996 | 20 %          | 29 %          | 33 %          | 18 %          |
| 1993 | 18 %          | 27 %          | 34 %          | 22 %          |
| 1990 | 19 %          | 26 %          | 35 %          | 20 %          |

*Sources:* VisitScotland (2004) *Tourism in Scotland 2003*  
 VisitScotland (2003) *Tourism in Scotland 2002*  
 Scottish Tourist Board (2000) *Tourism in Scotland 1999*  
 Scottish Tourist Board (1997) *Tourism in Scotland 1996*  
 Scottish Tourist Board (1994) *Tourism in Scotland 1993*  
 Scottish Tourist Board (1991) *Tourism in Scotland 1990*

**Table 2: Time of Visit to Scotland: Total Overseas Visitor Trips**

| Year | Q1: Jan - Mar | Q2: Apr - Jun | Q3: Jul - Sep | Q4: Oct - Dec |
|------|---------------|---------------|---------------|---------------|
| 2003 | 13 %          | 20 %          | 52 %          | 15 %          |
| 2002 | 11 %          | 24 %          | 51 %          | 14 %          |
| 1996 | 10 %          | 24 %          | 50 %          | 17 %          |
| 1993 | 14 %          | 26 %          | 45 %          | 15 %          |
| 1990 | 11 %          | 22 %          | 50 %          | 17 %          |

\*(overseas visitor data was available 1 year behind UK visitor data)

*Sources:* VisitScotland (2004) *Tourism in Scotland 2003*  
 VisitScotland (2003) *Tourism in Scotland 2002*  
 Scottish Tourist Board (1998) *Tourism in Scotland 1997\**  
 Scottish Tourist Board (1995) *Tourism in Scotland 1994\**  
 Scottish Tourist Board (1992) *Tourism in Scotland 1991\**



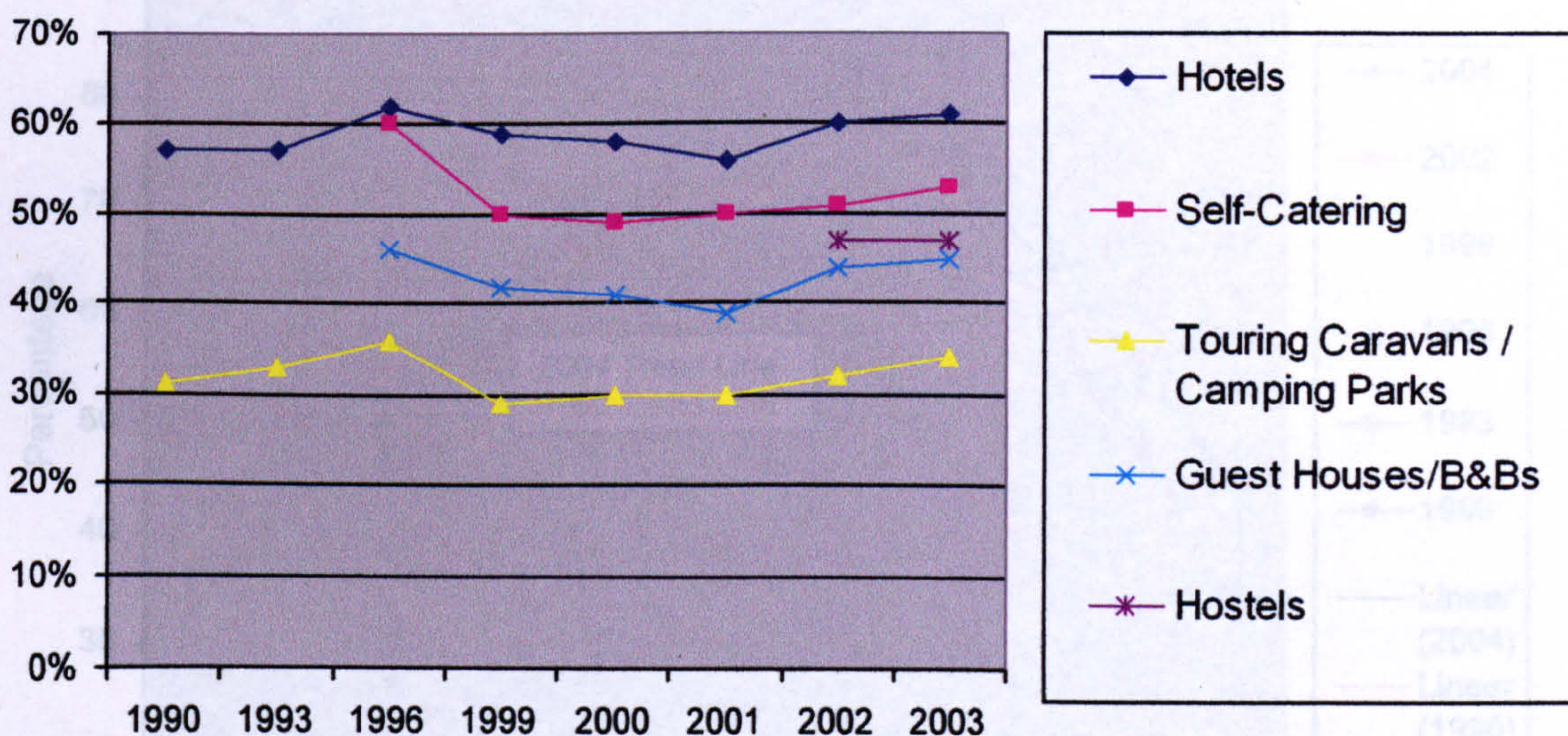
**Table 3: Annual Average Accommodation Occupancy by Type of Accommodation**

| Year | Hotels<br>(% Room<br>Occupancy) | Self-Catering<br>(% Unit<br>Occupancy) | Touring<br>Caravan &<br>Camping Park<br>(% Pitch<br>Occupancy) ** | Guest House<br>& B&B<br>(% Room<br>Occupancy) | Hostels<br>(% Bed<br>Occupancy) |
|------|---------------------------------|--|---|---|---------------------------------|
| 2003 | 61 %                            | 53 %                                   | 34 %  | 45 %  | 47 %                            |
| 2002 | 60                              | 51                                     | 32  | 44  | 47                              |
| 2001 | 58                              | 50                                     | 30  | 39  | n/a                             |
| 2000 | 58                              | 49                                     | 30  | 41  | n/a                             |
| 1999 | 59                              | 50                                     | 29  | 42  | n/a                             |
| 1996 | 62                              | 60                                     | 36  | 46  | n/a                             |
| 1993 | 57                              | 72 (*)                                 | 33  | n/a   | n/a                             |
| 1990 | 57                              | 72 (*)                                 | 31  | n/a   | n/a                             |

(\* based on 6 months data, Apr-Sep) ( \*\* based on 7 months data, Apr- Oct)

Sources: *VisitScotland (2004) Tourism in Scotland 2003*  
*VisitScotland (2003) Tourism in Scotland 2002*  
*Scottish Tourist Board (1998) Tourism in Scotland 1997*  
*Scottish Tourist Board (1991) Tourism in Scotland 1990*

**Figure 1: Annual Average Accommodation Occupancy by Type of Accommodation**



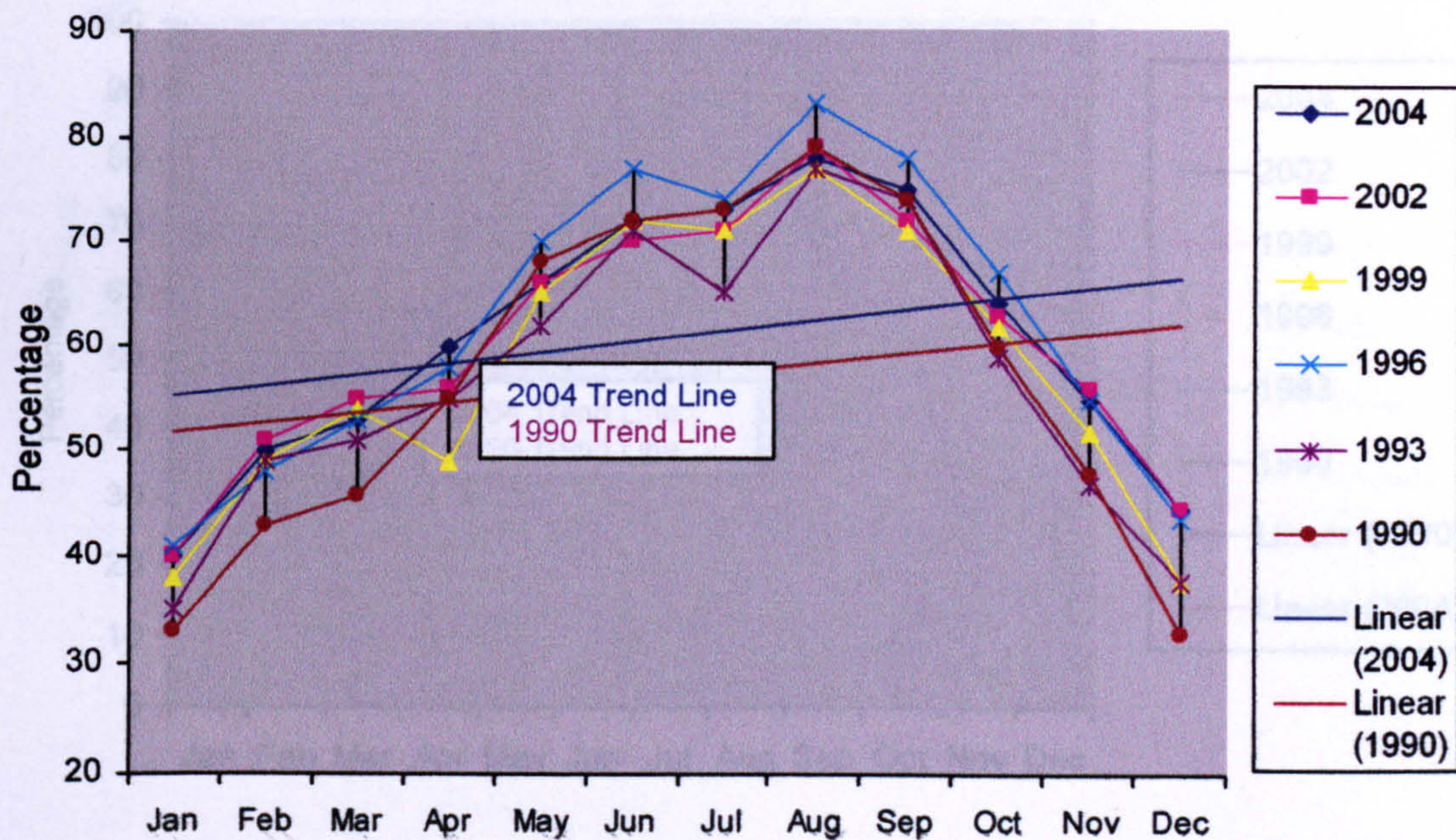


**Table 4: Monthly Hotel Occupancy (Percentage Room Occupancy) 1990 - 2004**

| Month          | 2004 | 2002 | 1999 | 1996 | 1993 | 1990 |
|----------------|------|------|------|------|------|------|
| January        | 40 % | 40 % | 38 % | 41 % | 35 % | 33 % |
| February       | 50   | 51   | 49   | 48   | 49   | 43   |
| March          | 53   | 55   | 54   | 53   | 51   | 46   |
| April          | 60   | 56   | 49   | 58   | 55   | 55   |
| May            | 66   | 66   | 65   | 70   | 62   | 68   |
| June           | 72   | 70   | 72   | 77   | 71   | 72   |
| July           | 73   | 71   | 71   | 74   | 65   | 73   |
| August         | 78   | 79   | 77   | 83   | 77   | 79   |
| September      | 75   | 72   | 71   | 78   | 74   | 74   |
| October        | 64   | 63   | 62   | 67   | 59   | 60   |
| November       | 55   | 56   | 52   | 55   | 47   | 48   |
| December       | 45   | 45   | 38   | 44   | 38   | 33   |
| Annual Average |      | 60 % | 59 % | 62 % | 57 % | 57 % |

Sources: VisitScotland (2004) *Tourism in Scotland 2003*  
 VisitScotland (2003) *Tourism in Scotland 2002*  
 Scottish Tourist Board (2000) *Tourism in Scotland 1999*  
 Ditto (1997); (1994); (1991) for preceding year's data

**Figure 2: Monthly Hotel Occupancy Trends (Percentage Room Occupancy)**





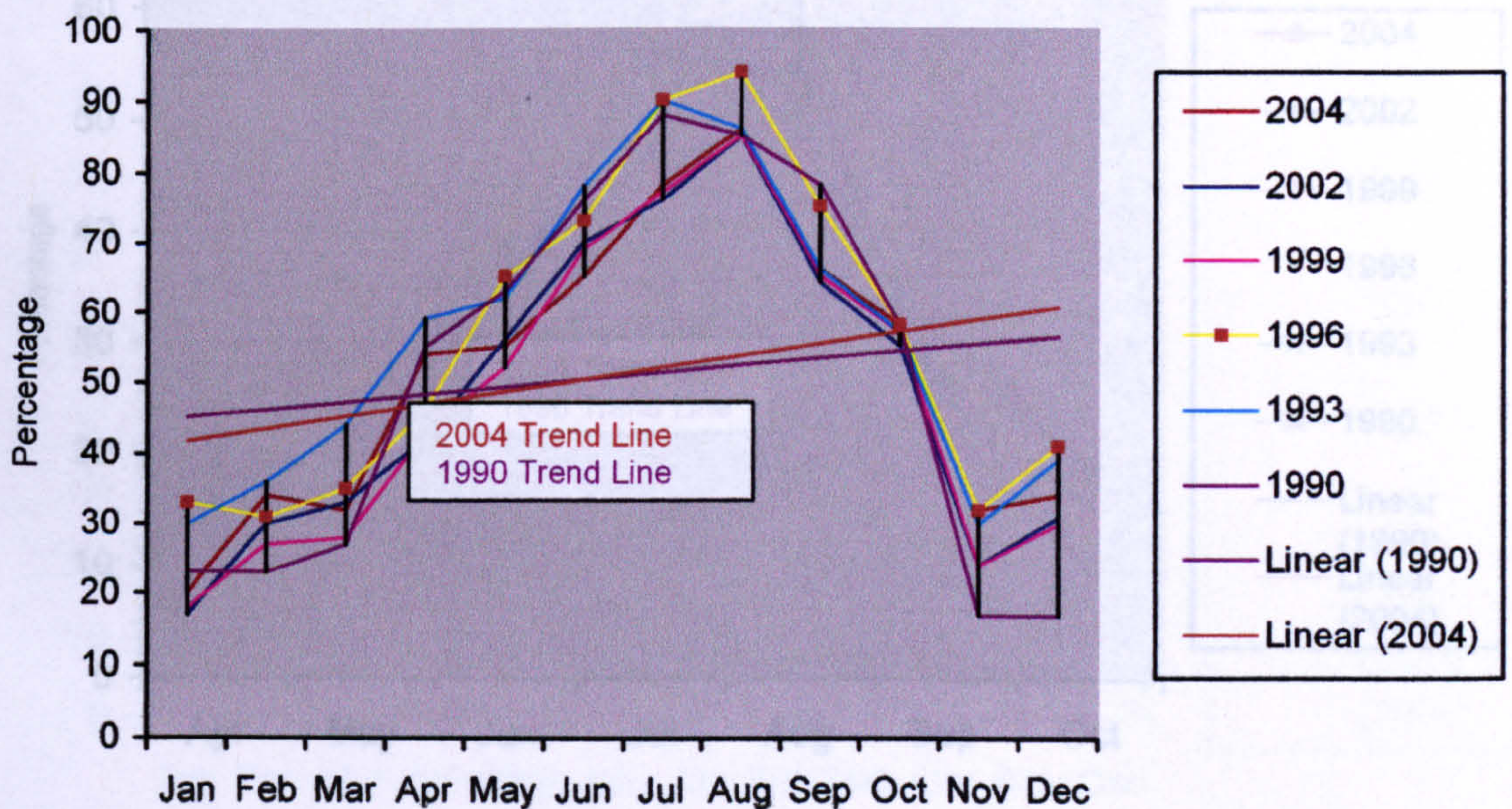
**Table 5: Monthly Self-Catering Establishment Occupancy 1990 - 2004 (Percentage Unit Occupancy)**

| Month          | 2004 | 2002 | 1999 | 1996 | 1993    | 1990    |
|----------------|------|------|------|------|---------|---------|
| January        | 20 % | 17 % | 18 % | 33 % | 30 %    | 23 %    |
| February       | 34   | 30   | 27   | 31   | 36      | 23      |
| March          | 32   | 33   | 28   | 35   | 44      | 27      |
| April          | 54   | 42   | 43   | 46   | 59      | 55      |
| May            | 55   | 56   | 52   | 65   | 62      | 63      |
| June           | 65   | 70   | 69   | 73   | 78      | 76      |
| July           | 78   | 76   | 77   | 90   | 90      | 88      |
| August         | 86   | 85   | 85   | 94   | 86      | 85      |
| September      | 66   | 64   | 65   | 75   | 66      | 78      |
| October        | 58   | 55   | 57   | 58   | 57      | 58      |
| November       | 32   | 25   | 24   | 32   | 30      | 17      |
| December       | 34   | 31   | 30   | 41   | 39      | 17      |
| Annual Average |      | 51 % | 50 % | 60 % | 61% (1) | 51% (1) |

(1) calculated on 12 months data. STB figure (72% in both 1990 and 1993) based on 6 months (Apr-Oct)

*Sources: VisitScotland (2004) Tourism in Scotland 2003  
 VisitScotland (2003) Tourism in Scotland 2002  
 Scottish Tourist Board (2000), Tourism in Scotland 1999  
 ditto (1997), (1994), (1991), for previous year's data*

**Figure 3: Monthly Self-Catering Occupancy Trend (Percentage Unit Occupancy)**



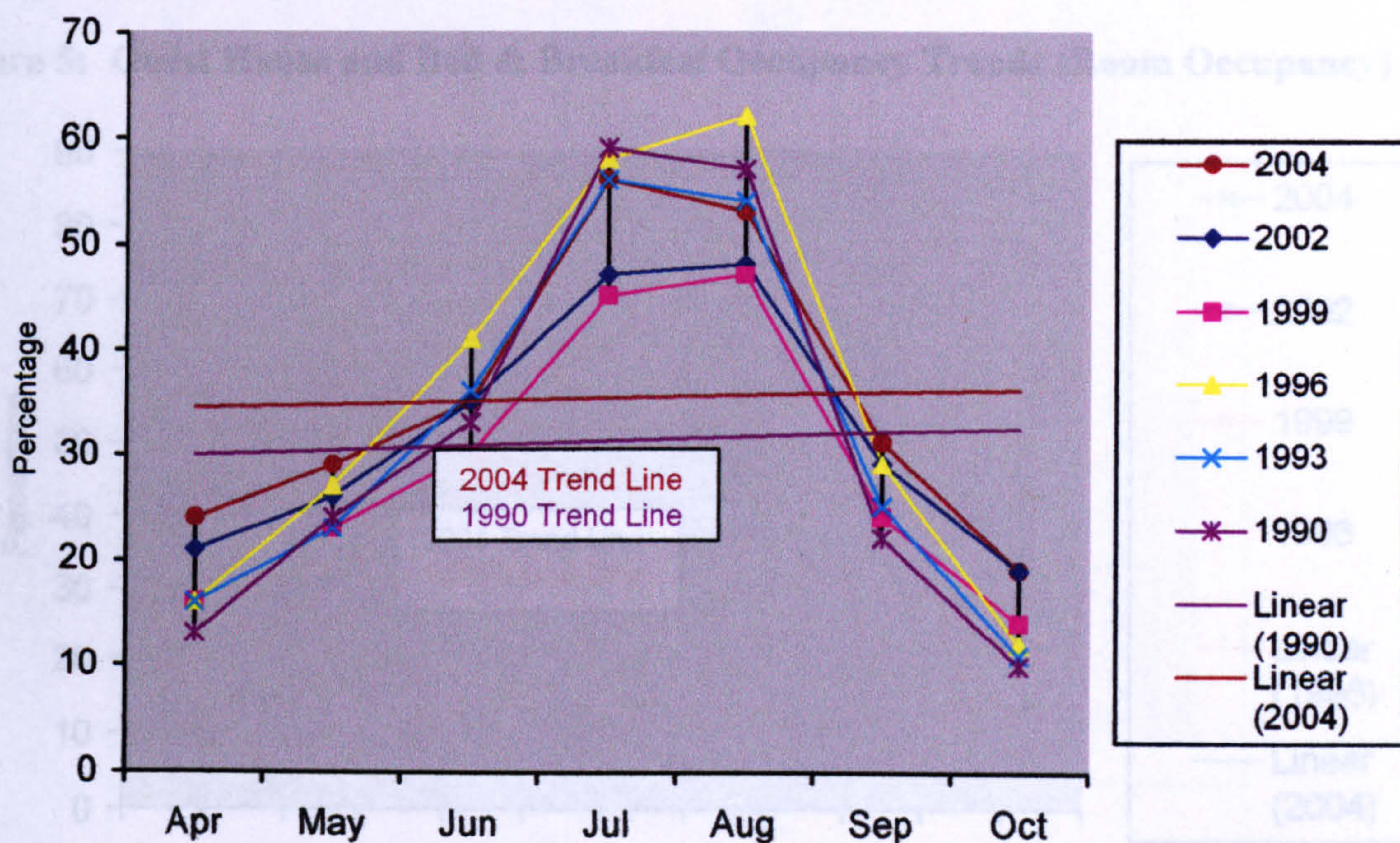


**Table 6: Touring Caravan and Camping Park (Percentage Pitch Occupancy) 1990 - 2004**

| Month          | 2004 | 2002 | 1999 | 1996 | 1993 | 1990 |
|----------------|------|------|------|------|------|------|
| April          | 24 % | 21 % | 16 % | 16 % | 16 % | 13 % |
| May            | 29   | 26   | 23   | 27   | 23   | 24   |
| June           | 35   | 35   | 30   | 41   | 36   | 33   |
| July           | 56   | 47   | 45   | 58   | 56   | 59   |
| August         | 53   | 48   | 47   | 62   | 54   | 57   |
| September      | 31   | 29   | 24   | 29   | 25   | 22   |
| October        | 19   | 19   | 14   | 12   | 11   | 10   |
| Annual Average |      | 32   | 29   | 36   | 33   | 31   |

Sources: VisitScotland (2004) *Tourism in Scotland 2003*  
 VisitScotland (2003) *Tourism in Scotland 2002*  
 Scottish Tourist Board (2000) *Tourism in Scotland 1999*  
 ditto (1997), (1994), (1991) for previous year's data

**Figure 4: Monthly Touring Caravan & Camping Park Occupancy Trends (Pitch Occupancy)**



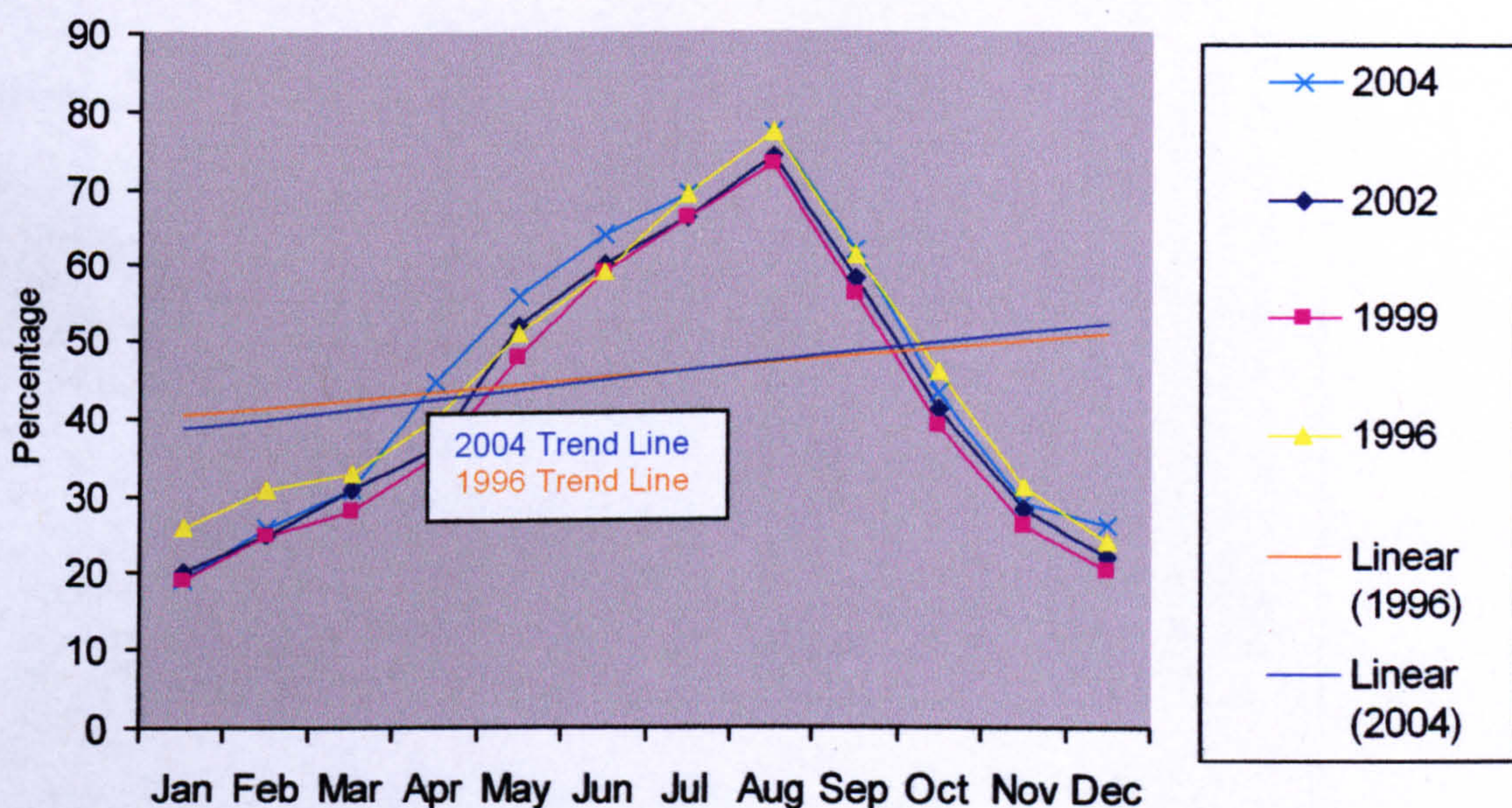


**Table 7: Guest House and Bed & Breakfast Occupancy 1996-2004 (Percentage Room Occupancy)**

| Month          | 2004 | 2002 | 1999 | 1996 |
|----------------|------|------|------|------|
| January        | 19 % | 20 % | 19 % | 26 % |
| February       | 26   | 25   | 25   | 31   |
| March          | 31   | 31   | 28   | 33   |
| April          | 45   | 36   | 35   | 40   |
| May            | 56   | 52   | 48   | 51   |
| June           | 64   | 60   | 59   | 59   |
| July           | 69   | 66   | 66   | 69   |
| August         | 77   | 74   | 73   | 77   |
| September      | 62   | 58   | 56   | 61   |
| October        | 43   | 41   | 39   | 46   |
| November       | 29   | 28   | 26   | 31   |
| December       | 26   | 22   | 20   | 24   |
| Annual Average |      | 44   | 42   | 46   |

Sources: VisitScotland (2004) *Tourism in Scotland 2003*  
 VisitScotland (2003) *Tourism in Scotland 2002*  
 Scottish Tourist Board (2000) *Tourism in Scotland 1999*  
 Scottish Tourist Board (1997) *Tourism in Scotland 1996*

**Figure 5: Guest House and Bed & Breakfast Occupancy Trends (Room Occupancy)**





## APPENDIX 4.2 Review of Seasonality References in Scottish Tourism Strategy & Action Plan Documents

| Agency, Document Reference & Notes   | Details of Seasonality Reference   |
|--|--|
| <p>Scottish Tourism Co-ordinating Group (STCG), 1994.</p> <p>Scottish Tourism Strategic Plan, Scottish Tourist Board: Edinburgh. ISBN 0 85419 419 3.</p> <p>Strategy objective</p> <p>Performance target</p> <p>STRBs and seasonality</p> <p>Seasonal employment.</p> <p>Seasonality problems: economic issues</p> <p>Seasonality and dispersal Performance</p> <p>Seasonality problems / STRBs / economic issues</p> <p>Benefits of longer season</p> | <p>Published following the Government's (SO Industry Dept) Review of tourism, 1992-93. Strategy Validity : 1994-1999.</p> <p><b>Contents:</b></p> <p>p3: <i>Seasonality</i> identified explicitly under '<i>Key Issues &amp; Priorities</i>'.</p> <p><b>Background.</b></p> <p><b>Objectives:</b> 8 aims articulated, one of which is:</p> <p>p5: <i>Increase tourism in the off-peak period.</i></p> <p>p6: <i>Seasonality</i> identified with Marketing as Key Issues &amp; Priorities under <b>Objective Two:</b> 'To promote tourism in a more effective and co-ordinated way'.</p> <p>Year 2000 Targets: 7 targets highlighted, including 1 seasonality specific target:</p> <ul style="list-style-type: none"> <li>• <i>"Increase the percentage of tourism expenditure from October through June from 56 per cent in 1993 to 60 per cent"</i>.</li> </ul> <p>p7: seasonality target repeated, exactly as per p6.</p> <p><b>The Industry in Scotland:</b></p> <p>p9: "...a very high proportion of small, family run businesses for which <i>seasonality and quality of service can be problematical</i>.....The majority of tourism businesses in Scotland are small and family-run".</p> <p>"...commitment to training and staff development is generally weak...compounded by the high level of <i>seasonal and part-time work</i>..."</p> <p>"Many businesses are themselves caught in a vicious circle of <i>under-utilisation, low profitability and lack of investment</i> in both facilities and people".</p> <p><b>Scotland's Tourism Markets:</b></p> <p>p14: "The <i>seasonal and geographical dispersal</i> of visits remains much as it has been".</p> <p>p18: <i>Seasonality &amp; Dispersal</i>. "<i>We have seen little change in the seasonal patterns of tourism in Scotland over the last decade. Around 60 per cent of trips by overseas visitors and about 40% of trips by UK visitors are in the period July through September. Many businesses in the industry close down over the winter months and achieve half their year's turnover within a 12 week summer period. A longer season would make it easier for operators to lower prices as returns would increase with little increase in overheads.</i>" (sic).</p> |



"In the UK, it is a major challenge to replace main holiday business with a higher number of more specialised shorter breaks...**Scotland must now become an all-year tourism destination**".

**Strengths and Weaknesses, Opportunities and Threats:**

p19: **Strengths:**

"...new **opportunities for extending the season** and offering different types of holiday are emerging all the time."

"The number of charter flights into Scotland in **the shoulder months of May and October** is increasing".

**Weaknesses:** "... what to do in **bad weather**."

"The weather is unpredictable and **the summer season is relatively short**... We need good quality all-weather visitor facilities... We need to make particular efforts to **attract people in the spring and autumn**."

p20: **Opportunities:**

"The main **opportunities in Scottish tourism are in extending the season** and building on our unique advantages. **Scotland is only crowded in a very few places at the very peak of the season, and an increase in tourists during a few weeks in August would soon necessitate extra capital expenditure – which in many cases would not be justified by receipts during the rest of the year. But from October to May our tourism industry operates well below capacity.**"

"All-weather holidays are clearly an attractive proposition, as, conversely, are holidays in **the shoulder months of April and May** which often have the best weather."

"...**the success of some visitor attractions, particularly in the distillery business, in operating all year, suggests that seasonality can be overcome.**"

p21: identifies strategic responses to the above, including "...a series of Working Groups which bring together the public and private sectors to develop strategy and tactics."

**Issues.**

**Key Issues and Priorities.**

p23: "**Programmes to tackle seasonality are a top priority and encompass all the above sectors**". [Marketing, Accommodation, Visitor Attractions, The Natural Environment, Things To Do, Training, Service and Transport].

p24: **Seasonality.** (A whole page devoted explicitly to seasonality).

"**Tourism in Scotland is heavily concentrated into a three-month period. It is one of our highest priorities to extend the season.**"

"Since weather is not an important factor in people's choice of a holiday in Scotland, (sic) there is every chance of encouraging visits in **the spring and autumn periods. This is particularly the case with visitors who are not bound by fixed annual holiday periods or school holidays. Table 8 shows the seasonal patterns of trips to Scotland\*\*.** If UK domestic expenditure in April, June, September and October could be increased to the level of May, the most popular off-peak month, our industry would benefit by an extra £120 million".

(\*\*Table 8 shows Hotel Bedroom % Occupancy Levels, January-December 1993 for England, Scotland and the Highlands.)

"**Much has been said over the years about addressing seasonality but to date there has been no concerted effort to tackle it. STB**

Strategic challenge

Market opportunities

Transport

Weather

Seasonality problems: economic issues

weather

overcoming seasonality

strategic importance

weather

market opportunities

performance indicator

strategy instrument



therefore intends to conduct a national campaign, starting in 1995/96 and continuing thereafter. It will aim mainly at those UK markets identified earlier in this document. We see this as an industry-wide initiative, involving the STB, the LECs, ATBs, accommodation providers, attraction operators, event organisers, transport operators, arts organisations, and the Scottish food and drink industry. It will look at how some or all of the following might encourage a greater uptake of off-season holidays:

- Special events, especially arts related
- Spring and autumn activities (sporting and non-sporting)
- Entertainment for adults and children
- Extending opening periods for TICs and visitor attractions
- Joint ticketing
- Transport and accommodation discount offers
- Business conferences.

Seasonality will be tackled by means of a major national initiative to promote Scotland, mainly within the UK, as an off-season destination. A Seasonality Working Group has been set up to prepare the ground for the initiative.”

p25: Marketing:

United Kingdom.

“UK holiday expenditure must be extended *beyond the third quarter* where so much of it is focused at present. Campaigns need to be developed with the accommodation and attraction operators to encourage the take up of *unused capacity in the shoulder months*.”

Four UK marketing programme objectives identified, including 1 seasonality explicit :

- *To increase tourist expenditure outside the main summer period, particularly in the 2<sup>nd</sup> and 4<sup>th</sup> quarter*”.

p26: Overseas.

[Overseas visitors]...” are not as critical of the weather as UK visitors” (sic).

“More attention should be devoted to European over-55s with their high surplus income, to encouraging *growth outwith the 3<sup>rd</sup> quarter*...”

Four overseas marketing aims articulated: 1 seasonality explicit:

- *“Increase the seasonal spread* of [overseas] visitor expenditure in Scotland”

p27: “...it is the independent traveller who offers the greatest potential for Scotland, ...since their...*seasonal travel patterns are more open to influence by marketing activities*....Joint marketing activities should also be encouraged to increase business in the *shoulder months and the off-season*”.

“In the USA, STB... will also develop niche and *off-season business* amongst affluent younger visitors....”

Business Tourism.

p28: “Business tourism has a key role to play in...*combating seasonality*..”

“Both the general conference sector and the professional association sector...offer *the chance to maximise* the spread of expenditure, *timing* and yield.”

Strategy

Strategy instruments

Strategy instrument

Strategic response: marketing

Performance target

Market opportunities

Performance target

Market opportunities



|  |  |
|--|--|
| <p>Seasonality problems:<br/>sectoral diagnosis / STRBs</p> <p>Market opportunity</p> <p>Strategy instrument</p> <p>Transport →</p> <p>Public sector provider<br/>responsibility</p>   | <p>p29: <b>Accommodation:</b> “Seasonality... [is an issue] critical to the future of our accommodation sector.”<br/>“...not all Scotland’s hotels are open all year round...”<br/>“Scottish guest houses and B&amp;Bs...many are closed in the off-peak period...”<br/>“Self-catering...units enjoy high levels of occupancy in summer...[but]...generally not enough midweek and weekend lets” .<br/>“Scotland’s camping and caravan parks, many of which are closed through the winter and spring, have relatively low levels of occupancy” .</p> <p>p30: <b>Visitor Attractions:</b> “Seasonality...continues to be a problem” .<br/><b>Things To Do</b></p> <p>p32: <b>Sports and Activities:</b> “...a revival of salmon fishing would be particularly helpful because of the off-season implications.”<br/>p33: <b>Entertainment, the Arts and Events:</b> “They help extend the season and encourage increased expenditure” .<br/>10 priorities articulated for events achieving greater potential in Scottish tourism. 2 seasonality explicit:</p> <ul style="list-style-type: none"> <li>• “Tackle the <b>problem of seasonality</b> by selectively introducing <b>new off-season events</b>.”</li> <li>• “Introduce new events or themes, possibly peripatetic, which could...<b>help combat the problems of seasonality</b>” .</li> </ul> <p>Ref to “...year-round English language courses” as potential for expansion.<br/>(pp31 The Natural Environment, p34 Training, p35-37 Services : no explicit ref to seasonality).<br/>p40: <b>Transport:</b> Ref to ferry services to the Hebrides, Orkney and Shetland and the role of government subsidies: “...fares...need to be structured in such a way as to encourage more tourist traffic, particularly <b>outwith the peak months</b>” .<br/>“Caledonian MacBrayne has conducted a major review of its fares policy...[which] will help to <b>spread excess demand into off-peak periods</b>.”</p> <p><b>Implementation.</b> (Review of the roles of key public sector organisations).<br/>p49: <b>Historic Scotland:</b> “The majority of Historic Scotland’s 330 properties, including a high proportion of those where an entry charge is made, are <b>open all year round</b>. <b>This policy addresses...the seasonality issue...</b>”</p> |
| <p>Scottish Tourism Co-ordinating<br/>Group (STCG), 1999.</p> <p><b>Scottish Tourism Strategic Plan<br/>Interim Review.</b><br/><b>ISBN 0 85419 555 6.</b></p> <p>on-going issue →</p> | <p>A review of the 1994-1999 plan, which:<br/>p1: “... will be used to inform a revised strategy which the STCG will publish later this year” [1999].<br/>p11: “...the first stage in the preparation of a new Strategic Plan for Scottish tourism (sic) for the period 2000-2005...”</p> <p><b>Contents:</b><br/>Section 2: ‘<b>Seasonality</b>’ one of 5 achievement headings reviewed in terms of 1994/1999 performance.<br/>Section 3: What issues will affect tourism in Scotland 2000/2005?<br/>“<b>Can we develop Year Round Tourism?</b>” as one of the issue areas highlighted.</p>   |



Performance targets & indicators

Marketing

Strategic instruments

Product development

Performance  
Seasonality problems: economic

Strategic instrument

Employment

**2. What have we achieved so far? – a review of the period 1994-99.**

p4: **Seasonality** : achieved by 1998: 58% expenditure *outwith July to September*. (60% target for 2000).

(Chart showing actual and target expenditures in Quarters 1,2,4 combined and in Quarter 3, for the period 1994-1998, measured in £millions). "... we are working steadily towards the year 2000 target, with *the period October through to June continuing to outperform the main summer months over the last two years*".

p5: **Marketing Achievements:**

- "High profile marketing campaigns such as *Autumn Gold and Spring into Summer*, and a wide range of *main season campaigns* by operators and marketing consortia".

p6: **Seasonality:** 7 bullet points, paraphrased below:

- Implementation of the *Seasonality Strategy* + ref to 12% growth rate in Oct-Jun expenditure
- Strong trade support of *Spring into Summer and Autumn Gold and winter initiatives*: direct advertising, new package development, short break programmes, longer opening periods, especially visitor attractions.
- The development and promotion of indoor sports facilities designed for *all year round use*
- Development of events and festivals *outwith the main season* (egs given)
- Development and promotion of cultural tourism...at *all times of the year*
- "work to develop Business tourism, a high proportion of which *benefits periods of low leisure use*" (sic)
- work to develop *out of season activity holidays* (partners listed)

**Sustainability:** among 11 bullet points:

- budget accommodation on the West Highland Way "...*helping to extend the season*".

**3. What issues will affect tourism in Scotland 2000/05?**

p9: **Can we develop Year Round Tourism?**

- "Despite recent progress Scottish tourism remains *highly seasonal with 39% of holiday trips taking place between July and September*". (Implications of this outlined – investment difficulties)
- Ref to the *Seasonality Working Group* of industry representatives report which endorsed the Spring into Summer, Autumn Gold and business tourism campaigns. "But we need to raise our sights." – more products, packages, brands and positioning in short break and business tourism.

p10: **How do we ensure high standards in our workforce?**

Recruitment and Retention: "*The seasonal nature of the industry* means that employers have difficulty in retaining staff from year to year".



Scottish Executive, 2000.

**A New Strategy for Scottish Tourism. ISBN 0 7480 9328 1.**

Market opportunity

Seasonal extension strategy

instrument

Overcoming seasonal causation

Market opportunities

Strategic goal

Implication of seasonality

'seasonal' mindset !!

strategy instrument

performance indicator

The first national tourism strategy in a devolved Scotland. Replaces the 1994 strategy.

**Executive Summary:**

p1: "The UK market...has remained mostly static in terms of visitor numbers and spend. For this market, short breaks are the growth area of the future and **this market also presents the greatest opportunity for off-season growth**".

p2: "...success will increasingly be determined by the marketing effectiveness of individual businesses....**More needs to be done to extend the season** and to increase the benefits of tourism in rural areas. The strategy recommends that this should be tackled through the development and marketing of niche products...focussing initially on golf, culture and genealogy."

**Section 2: Our vision for Scottish tourism:**

p5: The tourism industry...must learn, invest and modernise if it is to remain competitive. Getting the basics right, by providing a quality of service...is the best way to [ensure sustainable long-term growth and]...**minimise the impact of external factors like the weather**".

**Section 3: Where we are now:**

p9: Tourism from within the UK: "The Scots market presents a **particularly important off-season opportunity**".

p10: Business tourism: "Discretionary business tourism ...is particularly important because of its...**out of season potential**".

p12: What the industry wants: (10 main issues arising from strategy consultation process, including):

- **'The need to tackle regionality and seasonality'**.

p13: SWOT analysis:

- Weakness: "**Short season** and consequent problems with reinvesting in improving product quality"
- Threat: Impact of short breaks on remoter areas.

**Section 4: How the market is changing:**

p17: Cash rich-time poor: leisure time squeezed, growing pressures on time, value of free time increases.

**Section 5: Realising our vision:**

p22: Communicating with our customers: ref to new national centralised info and booking system "**for the 2001 season**".

p23: Marketing Scotland: highly segmented approach, recognising "**...the need to deliver benefits throughout Scotland throughout the year**".

p23: "The Scottish residents market ...presents opportunities, particularly...**out of season**".

p25: Spreading the Benefits: "**Scotland's tourism industry is...highly seasonal with around 40% of holiday trips taking place between July and September**. Generating business outwith this period remains a **major challenge**...research undertaken by STB shows that **UK residents are willing to visit Scotland at most times of the year** if they are offered the right product. Some progress has been made through



consumer behaviour →  
 seasonal extension initiatives →  
 consumer behaviour →  
 strategy instruments →

national marketing campaigns such as 'Autumn Gold' and 'Spring into Summer'. Many individual businesses and industry groups have also developed successful marketing campaigns and offers to attract visitors year round while *many businesses are staying open longer*.  
 "Research shows that *it is possible to influence* visitors choice of destination and *the time of year they visit...*" [through customer knowledge, niche product and marketing].  
 Ref to greater emphasis in niche products for rural areas.  
 p26: Niche Marketing:  
 "National and local events and festivals ...provide a significant opportunity to attract visitors to Scotland, in particular to less visited areas and *outwith the main season*"  
 p27: "We need specific action to lengthen the season. ...STB will develop a Toolkit of practical tips and ideas to *assist tourism businesses make the most of their off-season campaigns*."  
 p28: [ATBs + STF] "...will encourage tourism businesses to adopt greater flexibility in *servicing visitor needs throughout the season*, to recognise *opportunities for extended opening* created by marketing campaigns and to participate in them".

business responsibility  
 measurements / performance indicators

**Section 6: Measuring our Success: Targets-national and local:**  
 p42-43: Industry indicators: ... "are the collective responsibility of the industry and not of any one agency". 11 industry 'Headline indicators' specified. None relate specifically to temporal spread / seasonality. (6x value, 2x volume, 3x q.a./visitor satisfaction). Targets specified.  
 p44: Supplementary industry indicators. 13 specified, including 2 seasonality related indicators:  
 ➤ Number of tourism trips by quarter  
 ➤ Average number of weeks tourism businesses are open.

Local area indicators and targets for ATBs to be established from the national targets.

Scottish Executive, 2002.  
**Tourism Framework for Action 2002 – 2005. ISBN 7559 0422 2.**

Strategic challenge →  
 Performance  
 Employment  
 Seasonality problems: economic

A review of the New Strategy for Scottish Tourism, 2000, commissioned by the Scottish Executive in the wake of challenges to Scotland's tourism sector arising from intervening events (foot and mouth epidemic crisis and the September 2001 World Trade Centre bombing).

**The Opportunities & Challenges:**

p4: **How Our Visitors See Us:** "One of the challenges facing the tourism industry is to package [Scotland's] assets in a way that makes Scotland a desirable, affordable and accessible *year-round option*".  
 p5: "In many parts of the country, *tourism remains seasonal, with 50% of overseas and 30% of British visitors coming here during the third quarter of each year*. This means that *many tourism jobs are seasonal*, and comparatively low paid, as businesses attempt to cover each year's costs with six months or less of solid trading. These factors hinder investment and can also drive up costs to the customer".



|  |  |
|--|--|
| <p>STRBs</p> <p>Strategic seasonality objective</p>  | <p><b>The Vision &amp; The Priorities:</b></p> <p>p6: reference to “...<i>seasonal bed &amp; breakfast operators</i>”...among many other types of tourism related business to whom the ‘Framework for Action’ is relevant. Ie – responsibility on STRBs.</p> <p>p9: Market Position Target : Objective 2 : ‘Increased conversion from awareness to sales – in our target markets’</p> <p>“By having the right products to meet consumer needs we should address the <i>issues of extending the season</i> and <i>geographical spread</i>”.</p> <p>No further explicit reference to seasonality in the remainder of the document (Market Position / Consumer Focus / Enhanced Status / Next Steps / Progress Update / Support Agencies).</p>  |
| <p>Scottish Executive, 2006.</p> <p>Scottish Tourism: The Next Decade.<br/>ISBN: 0 7559 4940</p> <p>entrepreneurial attitudes</p> <p>product development/innovation</p> <p>access</p> <p>seasonal spread + capacity;<br/>short break markets</p> <p>seasonal spread + community benefit</p> <p>- enterprise</p> <p>- access</p> <p>- enterprise, innovation &amp; growth</p> | <p>Supersedes the 2002-2005 Framework for Action. It “<i>takes a fresh look at what’s happening in tourism markets... and how the tourism market might change over the next decade</i>” (p2). Referred to in the text as a ‘Framework for Change’.</p> <p>p2: mentions that hotel room occupancy is (currently) at record levels. No data to illustrate this claim.</p> <p>p3: The Framework for Change...’ emphasises the need for business leadership and <i>entrepreneurial attitudes</i>, for product development and innovation...”</p> <p><u>Part One: Our Market.</u> What’s Happening in Scotland?</p> <p>p6: ‘...better direct air access assisted by the government’s Route Development Fund’</p> <p>What might our markets look like in 2015?</p> <p>p11: The vast majority of visitors will live within a 3 hour travelling distance of their final destination in Scotland. Therefore good access will be crucial.</p> <p><u>Part Two: Our Ambition.</u> Is 50% growth sustainable?</p> <p>p15: 2% p.a. volume growth as basis for target - should not produce sudden capacity problems if some of it occurs outwith peak periods. Note that many city breaks occur in shoulder months.</p> <p>‘<i>If we are successful in extending our season beyond the peak months, this will benefit our smaller communities</i>’</p> <p>p16: An Action Plan for the Next Decade: ‘<i>there needs to be a culture of enterprise</i>’<br/>‘<i>access to and around Scotland will be critical</i>’</p> <p>p17: ‘<i>The central themes are business entrepreneurship and innovation...with the public sector strongly supporting business and industry bodies to grow the sector</i>’</p> |



pp18-43 articulate 14 targets forming the basis of the strategy

Target 5: direct refs to s'lity:  
- staff retention & career opportunities

regulations

planning system

Transport + access

Seasonality + sustainability:  
- markets  
- employment opportunities  
- local community support

Part Three: A Framework for Change for the Next Decade

p18: Target 1: Knowing your Market - establish a tourism research network. No direct or indirect references to seasonality.

p19: Target 2: collection of feedback - responsibility of all stakeholders. No direct / indirect references to seasonality.

p20: - every tourism related business strongly encouraged to become part of VS' quality assurance schemes

p21: Target 3: extension of QA schemes = participation

p22: Target 4: Pride & Passion scheme: increase no. of supporters + ref to customer feedback

p23: Target 5: Training Action Plan by People First.

p25: **"If tourism businesses are successful in extending their season...they will be better able to retain their staff year-round and more career opportunities will be developed".**

p26: Target 6: affordable homes - investment to address infrastructural shortages (labour issue).

p27: Target 7: Innovation and Product Development:: TIG collaborative working

p28: **"The Scottish Tourism Forum will consult the industry to identify any regulations which cause particular problems for tourism businesses, and these could be submitted to the Regulatory Sub-Group of the Small Business Consultative Group for consideration."**

p29: **"...improve the planning system to speed up the production of development plans....[and]...processing planning applications".**

p30: Target 8: Culture, Events & Sport: Set up local product development networks.

p31: Target 9: E-Business - all businesses online +/- using VS 'web-in-a-box' service.

p31: Target 10: National Box Office - online booking for all performance + sport events

p33: Target 11: Access and Transport: 2006 National Transport Strategy. Research into travel behaviours of visitors. Extend direct air routes through the Route Development Fund (RDF)

p37: Target 12: Marketing Your Product:: use of effective marketing.

p38: Being Sustainable: (promoting rural Scotland and cities): **"If we get this right, it means that we shouldn't have a huge number of additional visitors packing into our tourism hotspots at peak season".**

**"We know that business tourism has good growth potential, and that it takes place throughout the year. Likewise, cultural, sporting and other events, and particular types of activity such as wildlife tourism, often take place off-peak. If we can maximise the potential for off-peak events, more tourism businesses can stay open all year round. This has the benefit of providing year-round employment, so staff don't leave at the end of the season and need replaced again next year. It also helps to support local communities."**

p40: Target 13: Increase membership of the Green Tourism Business Scheme

p42: Target 14: sustainable tourism partnership, building on the Tsm Env Forum.

p45: Part Four: Taking It Forward

pp47-49: Annex: Targets and Measurements of Success - each of the 14 targets measured.



**APPENDIX 4.3 Distribution of Visits to Scottish Visitor Attractions by ATB Region, 2004 and 2003**

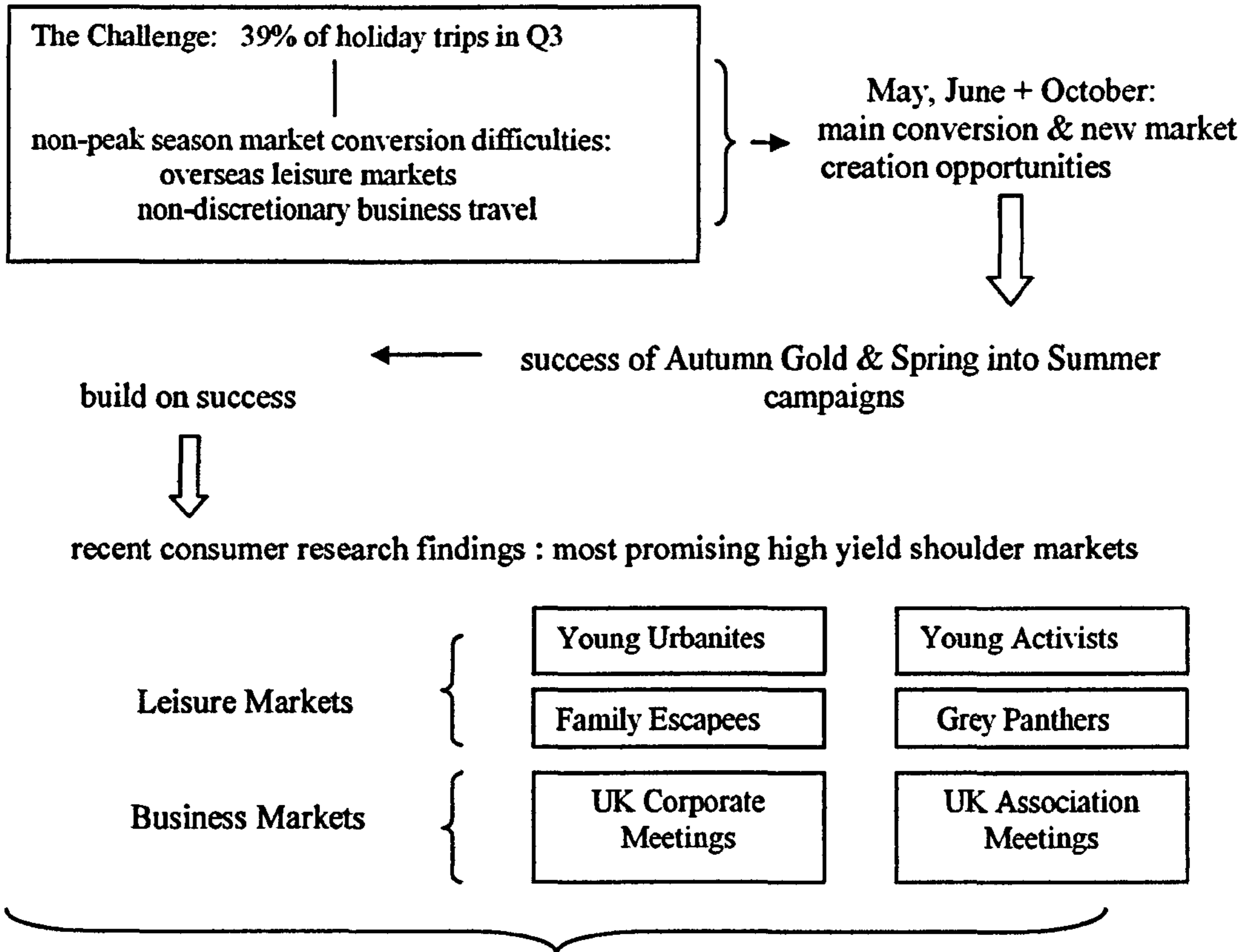
|                                   | AD  | AG    | AL    | AY    | DG  | EL    | FF  | GC     | HL    | OR  | PE    | SB  | SH | WE  | Scotland |
|-----------------------------------|-----|-------|-------|-------|-----|-------|-----|--------|-------|-----|-------|-----|----|-----|----------|
| Common Sample                     | 22  | 69    | 53    | 18    | 37  | 56    | 25  | 55     | 56    | 17  | 26    | 36  | 16 | 8   | 494      |
|                                   | %   | %     | %     | %     | %   | %     | %   | %      | %     | %   | %     | %   | %  | %   | %        |
| Jan - Mar 2004                    | 16  | 13    | 10    | 10    | 7   | 16    | 12  | 19     | 7     | 3   | 8     | 11  | 6  | 10  | 15       |
| Apr - Jun 2004                    | 28  | 29    | 31    | 34    | 35  | 28    | 31  | 30     | 30    | 33  | 33    | 31  | 33 | 33  | 30       |
| Jul - Sep 2004                    | 37  | 41    | 44    | 40    | 47  | 38    | 43  | 31     | 51    | 58  | 46    | 39  | 55 | 44  | 38       |
| Oct - Dec 2004                    | 18  | 17    | 14    | 16    | 11  | 18    | 14  | 20     | 12    | 5   | 13    | 19  | 5  | 13  | 17       |
| Sample Visits 2004<br>(thousands) | 887 | 2,095 | 2,612 | 1,153 | 738 | 7,504 | 638 | 10,611 | 2,152 | 395 | 1,103 | 867 | 89 | 110 | 30,954   |

|                                   | AD  | AG    | AL    | AY    | DG  | EL    | FF  | GC     | HL    | OR  | PE    | SB  | SH | WE  | Scotland |
|-----------------------------------|-----|-------|-------|-------|-----|-------|-----|--------|-------|-----|-------|-----|----|-----|----------|
| Common Sample                     | 22  | 69    | 53    | 18    | 37  | 56    | 25  | 55     | 56    | 17  | 26    | 36  | 16 | 8   | 494      |
|                                   | %   | %     | %     | %     | %   | %     | %   | %      | %     | %   | %     | %   | %  | %   | %        |
| Jan - Mar 2003                    | 17  | 11    | 11    | 12    | 7   | 16    | 12  | 19     | 8     | 2   | 7     | 10  | 8  | 10  | 15       |
| Apr - Jun 2003                    | 28  | 30    | 30    | 32    | 34  | 29    | 30  | 30     | 30    | 33  | 31    | 31  | 37 | 31  | 30       |
| Jul - Sep 2003                    | 37  | 42    | 45    | 40    | 49  | 37    | 43  | 31     | 51    | 60  | 49    | 40  | 46 | 47  | 39       |
| Oct - Dec 2003                    | 18  | 18    | 14    | 15    | 11  | 18    | 15  | 20     | 12    | 5   | 13    | 19  | 8  | 12  | 17       |
| Sample Visits 2003<br>(thousands) | 909 | 2,116 | 2,653 | 1,112 | 698 | 6,927 | 662 | 10,596 | 2,154 | 374 | 1,103 | 791 | 87 | 123 | 30,305   |

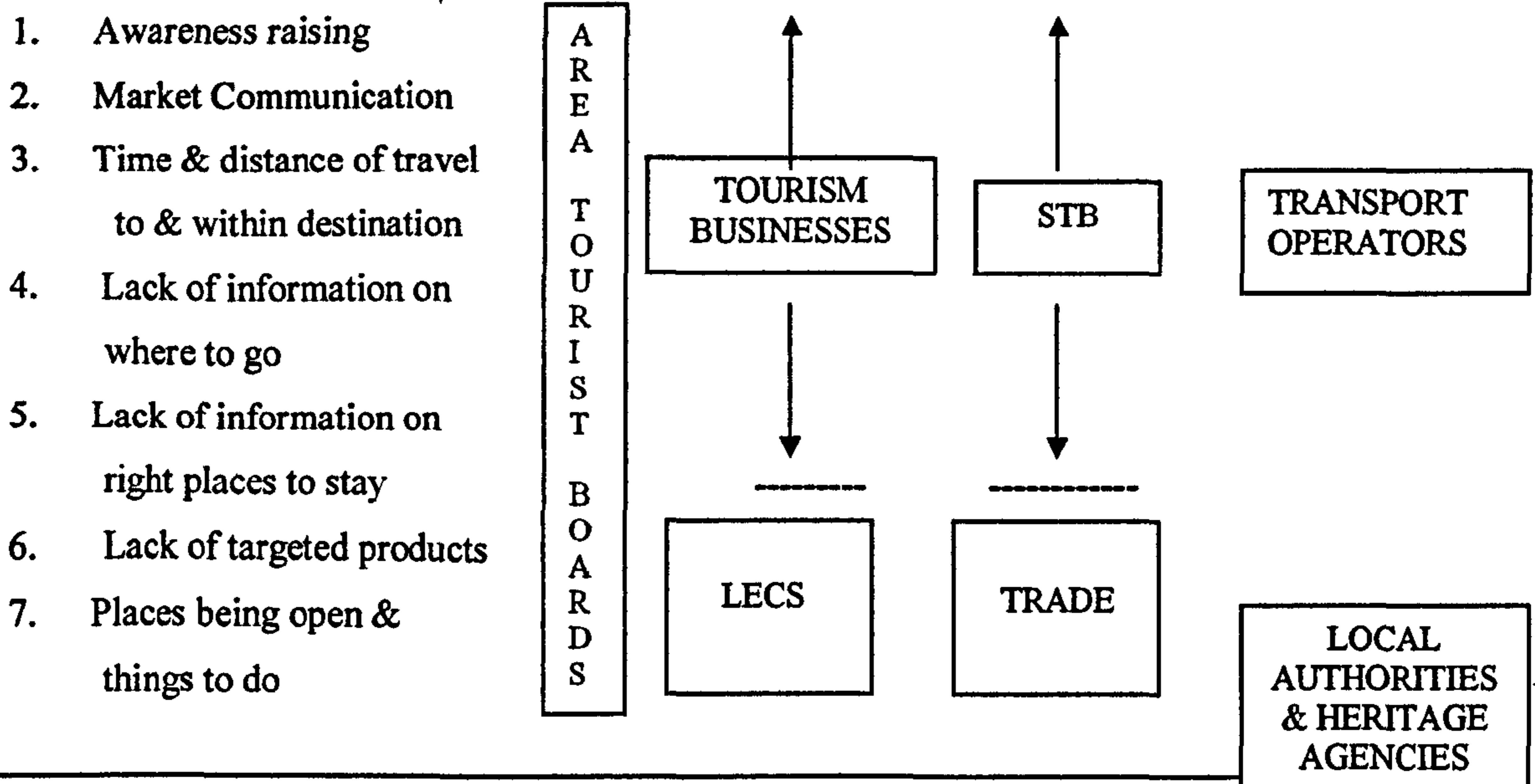
Source: Visitor Attraction Monitor 2004 (VisitScotland, 2005)



## APPENDIX 4.4 A Seasonality Strategy for Scottish Tourism, 1999 A Modelled Summary



### *Who Should Do What To Tackle Barriers / Grow Markets?*



**ACTIONS:** seasonality roadshow / toolkit for businesses / demonstration project area / participation targets / partnership with larger operators



**Scottish Borders Tourism Seasonality Questionnaire**

**Coding**

**Part 1 : About Your Business**

In the first part of this questionnaire, we would like to build up a picture of how the business operates at different times of the year. Please complete as many questions as you feel able to. If you operate more than one business, please use the business named on the envelope as the basis for your answers.

**1. How long have you been operating this business in the Borders ?**

- less than one trading year
- 1 to 3 trading years
- more than 3 trading years

**2. How seasonal is your business ?** Please indicate, by ticking the boxes beside each month, when your business was open to customers in 1998 and the same for 1999.

|           | 1998                     | 1999                     |
|-----------|--------------------------|--------------------------|
| January   | <input type="checkbox"/> | <input type="checkbox"/> |
| February  | <input type="checkbox"/> | <input type="checkbox"/> |
| March     | <input type="checkbox"/> | <input type="checkbox"/> |
| April     | <input type="checkbox"/> | <input type="checkbox"/> |
| May       | <input type="checkbox"/> | <input type="checkbox"/> |
| June      | <input type="checkbox"/> | <input type="checkbox"/> |
| July      | <input type="checkbox"/> | <input type="checkbox"/> |
| August    | <input type="checkbox"/> | <input type="checkbox"/> |
| September | <input type="checkbox"/> | <input type="checkbox"/> |
| October   | <input type="checkbox"/> | <input type="checkbox"/> |
| November  | <input type="checkbox"/> | <input type="checkbox"/> |
| December  | <input type="checkbox"/> | <input type="checkbox"/> |



3. *Does the business have well-defined peak and off-peak seasons ?*

Yes  No  Not sure

If Yes : When is your peak season ? \_\_\_\_\_

When is your off-peak season ? \_\_\_\_\_

4. *Do you vary the hours when your business opens and closes throughout the year ?*

Yes  No

If Yes, in what way(s) ? Please tick all that apply

- a) later opening times during off-peak months compared with the peak months
- b) earlier closing times during off-peak months compared with the peak months
- c) other (please specify - eg part of the business closes)

\_\_\_\_\_  
\_\_\_\_\_

5. *Do you vary the days of opening and closing throughout the year ?*

Yes  No

If Yes, in what way(s) ? Please tick all that apply

- a) the business closes on one or more weekdays during off-peak months
- b) the business opens at weekends during some months of the year
- c) the business closes down over the Christmas / New Year period
- d) other (please specify any other differences)

\_\_\_\_\_  
\_\_\_\_\_



6. *If you have operated this business for at least 3 trading years, which of the following best describes the trend in your seasonal trading patterns ?* Please tick all that apply

a) Over the three years, the length of our trading season has :

- increased
- remained the same
- reduced

b) Over the three years, our opening hours have :

- increased
- remained the same
- reduced

## Part 2 : Influences on your Trading Patterns

In this part of the questionnaire, we would like you to think about the types of factors that may influence the way your business operates. Again, please complete those questions that you feel you are able to.

7. *How important is the level of trade in determining when and for how long you operate the business during the year ?* Please tick the statement that most closely reflects your views.

- a) it is the most important factor
- b) it is quite important, but there are other reasons that also determine when and for how long the business operates
- c) it is of little importance in determining when and for how long the business operates
- d) it is not important. When and for how long the business operates is determined by other reasons



**8. How important are the following factors in influencing when and how long the business trades during the year ?**

Please look at the following list, decide which factors apply and place them in order of their importance to you under the Rank column (1 = most important). This list includes financial and market considerations.

|   | Rank                     |
|---|--------------------------|
| a) monthly cash flow                                  | <input type="checkbox"/> |
| b) monthly sales revenues                             | <input type="checkbox"/> |
| c) profit targets                                     | <input type="checkbox"/> |
| d) operating costs compared with revenues             | <input type="checkbox"/> |
| e) tax bands  | <input type="checkbox"/> |
| f) average revenue per visitor                        | <input type="checkbox"/> |
| g) number of tourists (ie non-local visitors)         | <input type="checkbox"/> |
| h) level of advanced bookings for a particular period | <input type="checkbox"/> |
| l) local trade  | <input type="checkbox"/> |
| j) availability of staff                              | <input type="checkbox"/> |

**9. Which, if any, of these factors influence when and / or how long the business trades during the year ?**

Again, please look through the following list, decide which factors apply and place them in order of their importance to you under the Rank column (1 = most important).

|   | Rank                     |
|---|--------------------------|
| a) the trading patterns of other tourism businesses in the area | <input type="checkbox"/> |
| b) our own holidays   | <input type="checkbox"/> |
| c) rest and relaxation  | <input type="checkbox"/> |
| d) maintenance and repair work                                  | <input type="checkbox"/> |
| e) other business(es) that we operate                           | <input type="checkbox"/> |
| f) business planning and development                            | <input type="checkbox"/> |
| g) staff training   | <input type="checkbox"/> |
| h) the weather  | <input type="checkbox"/> |
| i) other non-commercial interests (please specify)              | <input type="checkbox"/> |
| _____   |                          |
| j) any other factor (please specify)                            | <input type="checkbox"/> |
| _____   |                          |



### Part 3 : Your Views on Seasonality

In this part of the questionnaire, we are interested in your views on the subject of 'seasonality' of tourism in the Scottish Borders.

**10** Do you agree or disagree with the following statements ? Please tick the box that most closely reflects your opinion for each statement.

|   | Strongly<br>Agree        | Agree                    | Neutral                  | Disagree                 | Strongly<br>Disagree     |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a) there is scope to extend the tourist season in the Scottish Borders                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b) Borders tourism is seasonal mainly because of the lack of demand in off-peak periods | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c) if businesses operated over a longer period, off-peak demand would pick up           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d) tackling seasonality should be a priority area for the Borders' tourism agencies     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Please feel free to comment on your views on these issues

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**11** How would you rate your level of awareness of tourist board campaigns to promote tourism in the off-peak season in your area ?

- a) I feel I am very aware of such campaigns
- b) I feel I am somewhat aware of such campaigns
- c) I am not aware of any specific campaigns promoting off-peak tourism

**12** Have you participated in any tourist board initiatives to promote off-peak tourism within the last three years ?

Yes       No       Not Applicable

If yes : please specify which promotions : \_\_\_\_\_  
 \_\_\_\_\_



13 *How successful or otherwise do you feel the tourist board campaigns have been for your off-peak business ?*

very successful       moderately successful       no effect

Comments on your response ? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

14 *Any other comments you would like to make about seasonal tourism in the Scottish Borders ?*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*Would you be prepared to participate in a follow-up interview on the issue of seasonality  
(The interview would most likely take place in September or October )*

Yes       No

For any further information on this survey, you can contact

Philip Goulding,  
Hospitality and Tourism Management,  
Napier University,  
EDINBURGH

Tel : 0131 455 6231 or e-mail  
p.goulding@napier.ac.uk

***Please use the FREEPOST envelope to mail back your responses.***

***Many thanks for your time and trouble in completing and returning this questionnaire - your responses are valuable to the research project.***







## Part 2 - Influences on your trading patterns

a) How important is the level of trade ( i.e. demand) in determining when and how long the business operates?

b) In your opinion would there be a minimum viable trading season for your business ?  
If so, what would be the main criteria ?

c) This question is about the relationship between market factors ( i.e. demand, trade ) and other influences on when you operate the business.

What relative importance would you give to market demand considerations on one hand, against other factors ( i.e. non market demand factors). By market factors I mean those issues listed in question 8 of the questionnaire. By non market factors I mean those listed in question 9 of the questionnaire. Give them a figure so that they add up to 100%, e g equal importance would be 50% : 50%.

**Market Influences**

\_\_\_\_\_ %

**Non Market influences**

\_\_\_\_\_ %



d) In what ways , if any, do the following affect the trading of your business in any way: comment ?  
( show list of Q9)

Question 9 of the questionnaire

a) Trading patterns of other tourism businesses in the area ?

b) Our own holidays

c) Rest and relaxation ( your own)

d) Maintenance / repair work

e) Other businesses that you operate

f) Business Planning and development

g) Staff training

h) The weather

i) Other non commercial interests

j) Any other factor ( e.g. family commitments)

e) How important to your business are the operating times, days and seasons of Borders tourist information centres ?



### **Part 3 - Your views on seasonality**

a) What in your opinion are the main causes of seasonality in tourism within your area ?

b) Do you consider seasonality to be a problem ?

c) Any other comments you wish to make about seasonality in the Scottish Borders ?

This concludes our interview. Thank you for taking part.

**BEST COPY**

**AVAILABLE**

TEXT IN ORIGINAL IS  
CLOSE TO THE EDGE OF  
THE PAGE



# Tourism Seasonality Questionnaire

Code :

A web-based version of this questionnaire is available on <http://ace.caad.ed.ac.uk/seasonalQ>

## Part 1 : YOUR BUSINESS OPERATING PATTERNS

In this part of this questionnaire, we would like to build up a picture of how the business operates at different times of the year. Please complete as many questions as you feel able to. *If you operate more than one business, please use the business named on the envelope as the basis for your answers.*

1. **How seasonal is your business ?** Please indicate, by putting an x in the box beside each month when your business was **open** to customers during 2004 and in which months you plan to trade in 2005.

|          | 2004                     | 2005                     |           | 2004                     | 2005                     |
|----------|--------------------------|--------------------------|-----------|--------------------------|--------------------------|
| January  | <input type="checkbox"/> | <input type="checkbox"/> | July      | <input type="checkbox"/> | <input type="checkbox"/> |
| February | <input type="checkbox"/> | <input type="checkbox"/> | August    | <input type="checkbox"/> | <input type="checkbox"/> |
| March    | <input type="checkbox"/> | <input type="checkbox"/> | September | <input type="checkbox"/> | <input type="checkbox"/> |
| April    | <input type="checkbox"/> | <input type="checkbox"/> | October   | <input type="checkbox"/> | <input type="checkbox"/> |
| May      | <input type="checkbox"/> | <input type="checkbox"/> | November  | <input type="checkbox"/> | <input type="checkbox"/> |
| June     | <input type="checkbox"/> | <input type="checkbox"/> | December  | <input type="checkbox"/> | <input type="checkbox"/> |

2. **Do you vary the days in which you operate this business during different times of the year ?**

Yes  No

**If Yes, in what way(s) ?** Please mark all that apply

- a) the business closes on one or more weekdays during off-peak months
- b) the business opens at weekends during some, but not all, months of the year
- c) the business closes down over the Christmas and / or New Year period
- d) other variants (please specify other variants on your trading patterns)

---



---

3. **Do you vary the hours when your business opens and closes throughout the year ?**

Yes  No  Not Applicable

**Yes, in what way(s) ?** Please mark all that apply

- a) we have later opening times during off-peak months compared with the peak months
- b) we have earlier closing times during off-peak months compared with the peak months
- c) other variants (please specify : eg part of the business closes)

---



---



4. Which of the following best describes the trend in your trading pattern ? Please mark the box that most applies in a) and b).

a) Over the years, the number of months per year we have traded has :

increased

remained much the same

reduced

b) Over the years, our hours of opening have :

increased

remained much the same

reduced

5. Have you always operated this business on a seasonal (ie less than 12 months per year) basis ?

Yes  No

If No,

a) **when** did you decide to start trading on a seasonal basis ? (Enter the year \_\_\_\_\_ )

b) **why** did you decide to start trading on a seasonal basis

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6. Once you have determined your opening / closing periods, do you ever change them ?

Yes  No

If Yes, please indicate under which circumstances :

a) I sometimes extend the period of opening if there are enquiries or customers outside the published period of opening

b) I sometimes close or do not accept bookings during the normal operating season



Part 2

INFLUENCES ON YOUR DECISION TO TRADE SEASONALLY

The purpose of this section of the questionnaire is to explore the relative importance of various factors in your decision to operate your business on a seasonal basis. There are a number of statements listed below, which reflect different types of possible influences on your trading decisions.

**Consider each statement in turn**, and rate the degree to which it is important (or not) to your decision to trade seasonally. **Please place an x in one of the five boxes for each of the following statements.**

The ratings are from 1 to 5.

- 1 signifies an influence that is of **extreme importance** to my decision to trade seasonally
- 2 signifies a **very important** influence to my decision to operate seasonally
- 3 signifies an influence of **some importance** to my decision to trade seasonally
- 4 signifies an influence of **little importance** to my decision to trade seasonally
- 5 signifies this is of **no importance** to my decision to trade seasonally

|   | highest ←                | importance               |                          |                          | → lowest                 |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
|   | 1                        | 2                        | 3                        | 4                        | 5                        |
| a) the market(s) I serve determine the length of my trading season  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b) my trading period is determined by the wider state of the tourism market in my area                                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c) my trading period is determined by the wider state of the tourism market in Scotland                               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d) I operate seasonally because other operators in the area do so   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e) my trading season is determined by my suppliers (eg coach tour operators)  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f) my trading period is determined by the climate or weather  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g) health and safety requirements limit the season in which I trade   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| h) licensing regulations influence the period in which my business is able to stay open during the year               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| i) the business operates seasonally because it is uneconomic to stay open longer                                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| j) the business closes for part of the year because it is able to achieve its revenue targets during the season       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| k) I close for part of the year to enable repair or maintenance work to be carried out                                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| l) concern for the natural environment in this area influences my decision to trade seasonally as opposed to all year | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| m) I trade seasonally because staff are not available at certain times of the year                                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| n) I close the business for part of the year in order to have rest and relaxation                                     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| o) the needs of my family and friends influence the decision to operate seasonally                                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |



Part 3

YOUR BUSINESS AND YOU

Finally, in this part of the questionnaire, we would like to ask a few basic questions about your involvement with the business. The purpose of this is to help build up a picture of seasonal business operators. **If you feel some questions are not relevant, or would prefer not to answer them, please don't worry about leaving them blank.**

8. **How long have you been operating this business ?**

- a. less than one trading year
- b. one or two trading years
- c. three to five trading years
- d. six or more trading years

9. **On what basis do you own or operate this business ?** Please mark any relevant boxes

- a) alone
- b) with my spouse or partner
- c) within the family
- d) with non-family business partners
- e) I/we don't own it. It is leased or rented
- f) None of the above. Another arrangement applies   
(please specify) \_\_\_\_\_

10. **How did you come to be involved in the business ?**

- a) I/we started the business myself/ourselves from scratch
- b) It was bought from someone else as an existing business
- c) It was inherited
- d) None of the above (please specify) \_\_\_\_\_

11. **Before starting or taking over this business, did you have any previous experience of running your own business ?**

Yes  No

12. **If Yes to Question 11, was your previous business a seasonal or year round operation**

- a) my previous business was operated seasonally
- b) my previous business was operated on a year round basis



13. Was your previous business a similar or different type of business to your current tourism business? Similar  Different type   
(please specify \_\_\_\_\_)

14. Did you move to the area from another part of the country with the aim of starting this business? Yes  No

If Yes: from what type of area did you move? Please indicate all that apply

- a) I/we moved here from an urban area
- b) I/we moved here from a rural area
- c) I/we moved here from a coastal area
- d) I/we moved here from elsewhere in Scotland
- e) I/we moved here from outside Scotland

15. Do you own or operate any other business(es) now?

Yes  No

If Yes, in what sector(s)? Please tick any / all that apply from the following list:

- |                           |                          |                           |                          |
|---------------------------|--------------------------|---------------------------|--------------------------|
| a) agriculture / farming  | <input type="checkbox"/> | g) manufacturing          | <input type="checkbox"/> |
| b) arts / crafts          | <input type="checkbox"/> | h) retail                 | <input type="checkbox"/> |
| c) catering / hospitality | <input type="checkbox"/> | i) tourism                | <input type="checkbox"/> |
| d) construction           | <input type="checkbox"/> | j) other service          | <input type="checkbox"/> |
| e) education / training   | <input type="checkbox"/> | k) other (please specify) | <input type="checkbox"/> |
| f) forestry / fishing     | <input type="checkbox"/> | _____                     |                          |
|                           |                          | _____                     |                          |

If you answered Yes to Question 15, please answer questions 16 and 17.

If you answered No to Question 15, please skip Questions 16 and 17 and go to Question 18.

16. Does the other main business referred to in Question 15 trade seasonally as opposed to year round?

Yes  No

17. If Yes to Question 15, do the trading periods of your other main business coincide/overlap with the trading periods of your seasonal tourism business?

- a) They coincide completely
- b) There is some overlap between the operating periods of the two businesses
- c) There is a little, but not significant overlap
- d) There is no overlap at all



18. Do you employ paid staff outside of your immediate family on a seasonal basis ?

Yes  No

19. **How important is this business to you as a source of earned household income ?** Please mark the box which most closely reflects your situation.

*By earned household income, in this case we mean income derived from this or other businesses you may operate, and any salaried employment. We are **not** interested in any other forms of income you may have, such as investments, savings, annuities, earnings from rented property or land etc....*

- a) it is the only source of my/our earned household income
- b) it is the main, but not only, source of my/our earned household income
- c) it is a secondary source of earned household income
- d) it is a minor source of earned household income

20. **To what extent do the following statements reflect your situation ?** Please put an x in the box that you feel most closely reflects your feelings

- |  | AGREE                    | NEUTRAL                  | DISAGREE                 |
|--|--------------------------|--------------------------|--------------------------|
| a) I choose the length of my operating season to fit in with my lifestyle      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b) maximising revenue from my tourism business is <b>not</b> a priority for me | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c) I prefer to operate the business seasonally rather than year round          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d) I feel I could make the business operate profitably all year round          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

21. **If you wanted to operate on a 12 months basis, what do you feel would most help you to develop your business to an all year round operation ?**

Not applicable

22. **Are there any other factors not covered above that influence your decision to operate the business seasonally ?**

---

---

---

**Finally :** **Would you be prepared to be interviewed as a follow-up to this questionnaire, on the issue of tourism seasonality and seasonal trading ?** (The interview would most likely take place in early 2005, at your convenience).

Yes  No

**Many thanks for taking the time and trouble to complete and return this questionnaire. Your responses are valuable to the research project and are entirely confidential. The findings will help inform knowledge of the seasonal nature of Scottish tourism.**

**Please use the REPLY PAID ENVELOPE to mail back your questionnaire.**

For any further information on this survey, please feel free to contact me on [philip.goulding@strath.ac.uk](mailto:philip.goulding@strath.ac.uk)



Please enter your survey code here

Your postcode (optional)

Your email address (optional)

## APPENDIX 5.4 Web Based Questionnaire

### Tourism Seasonality Questionnaire

<http://ace.caad.ed.ac.uk/seasonalQ>

#### Part 1: YOUR BUSINESS OPERATING PATTERNS

In this part of this questionnaire, we would like to build up a picture of how the business operates at different times of the year. Please complete as many questions as you feel able to. If you operate more than one business, please use the business named on the envelope as the basis for your answers.

**1. How seasonal is your business?** Please indicate, by putting a tick in the box beside each month when your business was open to customers during 2004 and in which months you plan to trade in 2005.

#### 2004

- January
- February
- March
- April
- May
- June
  
- July
- August
- September
- October
- November
- December

#### 2005

- January
- February
- March
- April
- May
- June
  
- July
- August
- September



- October
- November
- December

**2. Do you vary the days in which you operate this business during different times of the year?**

yes

no

If **Yes**, in what way(s)? Please tick all that apply.

- a) the business closes on one or more weekdays during off-peak months
- b) the business opens at weekends during some, but not all, months of the year
- c) the business closes down over the Christmas and / or New Year period
- d) other variants (please specify other variants on your trading patterns)

**3. Do you vary the hours when your business opens and closes throughout the year?**

yes

no

If **Yes**, in what way(s)? Please tick all that apply

- a) we have later opening times during off-peak months compared with the peak months
- b) we have earlier closing times during off-peak months compared with the peak months
- c) other variants (please specify : eg part of the business closes)

**4. Which of the following best describes the trend in your trading pattern ? Please mark the description that most applies in a) and b).**

a) Over the years, the number of months per year we have traded has

increased

remained much the same

reduced

b) Over the years, our hours of opening have

increased

remained much the same

reduced

**5. Have you always operated the business on a seasonal (ie less than 12 months a year) basis?**

yes

no



If **No**,

a) when did you start trading on a seasonal basis? (enter the year)

b) why did you decide to start trading on a seasonal basis?

**6. Once you have determined your opening / closing periods, do you ever change them?**

yes

no

If **Yes**, please indicate under which circumstances

- a) I sometimes extend the period of opening if there are enquiries or customers outside the published period of opening
- b) I sometimes close or do not accept bookings during the normal operating season

**Part 2: INFLUENCES ON YOUR DECISION TO TRADE SEASONALLY**

The purpose of this section of the questionnaire is to explore the relative importance of various factors in your decision to operate your business on a seasonal basis. There are a number of statements listed below, which reflect different types of possible influences on your trading decisions.

**Consider each statement in turn**, and rate the degree to which it is important (or not) to your decision to trade seasonally. **Please click on one of the five choices for each of the following statements.** The ratings are from 1 to 5.

- 1** signifies an influence that is of **extreme importance** to my decision to trade seasonally
- 2** signifies a **very important** influence to my decision to operate seasonally
- 3** signifies an influence of **some importance** to my decision to trade seasonally
- 4** signifies an influence of **little importance** to my decision to trade seasonally
- 5** signifies this is of **no importance** to my decision to trade seasonally

a) the market(s) I serve determine the length of my trading season

[extreme importance] 1    2    3    4    5    [no importance]

b) my trading period is determined by the wider state of the tourism market in my area

[extreme importance] 1    2    3    4    5    [no importance]

c) my trading period is determined by the wider state of the tourism market in Scotland



[extreme importance] 1 2 3 4 5 [no importance]

d) I operate seasonally because other operators in the area do so

[extreme importance] 1 2 3 4 5 [no importance]

e) my trading season is determined by my suppliers (eg coach tour operators)

[extreme importance] 1 2 3 4 5 [no importance]

f) my trading period is determined by the climate or weather

[extreme importance] 1 2 3 4 5 [no importance]

g) health and safety requirements limit the season in which I trade

[extreme importance] 1 2 3 4 5 [no importance]

h) licensing regulations influence the period in which my business is able to stay open during the year

[extreme importance] 1 2 3 4 5 [no importance]

i) the business operates seasonally because it is uneconomic to stay open longer

[extreme importance] 1 2 3 4 5 [no importance]

j) the business closes for part of the year because it is able to achieve its revenue targets during the season

[extreme importance] 1 2 3 4 5 [no importance]

k) I close for part of the year to enable repair or maintenance work to be carried out

[extreme importance] 1 2 3 4 5 [no importance]

l) concern for the natural environment in this area influences my decision to trade seasonally as opposed to all year

[extreme importance] 1 2 3 4 5 [no importance]

m) I trade seasonally because staff are not available at certain times of the year

[extreme importance] 1 2 3 4 5 [no importance]

n) I close the business for part of the year in order to have rest and relaxation

[extreme importance] 1 2 3 4 5 [no importance]

o) the needs of my family and friends influence the decision to operate seasonally

[extreme importance] 1 2 3 4 5 [no importance]

---

**Part 3: YOUR BUSINESS AND YOU**



Finally, in this part of the questionnaire, we would like to ask a few basic questions about your involvement with the business. The purpose of this is to help build up a picture of seasonal business operators. **If you feel some questions are not relevant, or would prefer not to answer them, please don't worry about leaving them blank.**

**8. How long have you been operating this business?**

- a) less than one trading year
- b) one or two trading years
- c) three to five trading years
- d) six or more trading years

**9. On what basis do you own or operate this business? Please mark any relevant boxes**

- a) alone
- b) with my spouse or partner
- c) within the family
- d) with non-family business partners
- e) I/we don't own it. It is leased or rented
- f) None of the above. Another arrangement applies

**10. How did you come to be involved in the business?**

- a) I/we started the business myself/ourselves from scratch
- b) It was bought from someone else as an existing business
- c) It was inherited
- d) None of the above (please specify)

**11. Before starting or taking over this business, did you have any previous experience of running your own business?**

yes

no

**12. If Yes to Question 11, was your previous business a seasonal or year round operation?**

- a) my previous business was operated seasonally
- b) my previous business was operated on a year round basis

**13. Was your previous business a similar or different type of business to your current tourism business?**

Similar

Different type



Please specify

**14. Did you move to the area from another part of the country with the aim of starting this business?**

yes

no

If **Yes**, from what type of area did you move ? Please indicate all that apply

- a) I/we moved here from an urban area
- b) I/we moved here from a rural area
- c) I/we moved here from a coastal area
- d) I/we moved here from elsewhere in Scotland
- e) I/we moved here from outside Scotland

**15. Do you own or operate any other business(es) now?**

yes

no

If **Yes**, in what sector(s) ? Please tick any / all that apply from the following list

- a) agriculture / farming
- b) arts / crafts
- c) catering / hospitality
- d) construction
- e) education / training
- f) forestry / fishing
  
- g) manufacturing
- h) retail
- i) tourism
- j) other service
- k) other (please specify)

**If you answered Yes to Question 15, please answer questions 16 and 17. If you answered No to Question 15, please skip Questions 16 and 17 and go to Question 18.**

**16. Does the other main business referred to in Question 15 trade seasonally as opposed to year round?**

yes

no

**17. If Yes to Question 15, do the trading periods of your other main business coincide/overlap with the trading periods of your seasonal tourism business?**

- a) They coincide completely



- b) There is some overlap between the operating periods of the two businesses
- c) There is a little, but not significant overlap
- d) There is no overlap at all

**18. Do you employ paid staff outside of your immediate family on a seasonal basis?**

- yes
- no

**19. How important is this business to you as a source of earned household income? Please mark the box which most closely reflects your situation.**

By earned household income, in this case we mean income derived from this or other businesses you may operate, and any salaried employment. We are not interested in any other forms of income you may have, such as investments, savings, annuities, earnings from rented property or land etc.

- a) it is the only source of my/our earned household income
- b) it is the main, but not only, source of my/our earned household income
- c) it is a secondary source of earned household income
- d) it is a minor source of earned household income

**20. To what extent do the following statements reflect your situation? Please check the box that you feel most closely reflects your feelings**

a) I choose the length of my operating season to fit in with my lifestyle

- agree
- neutral
- disagree

b) maximising revenue from my tourism business is not a priority for me

- agree
- neutral
- disagree

c) I prefer to operate the business seasonally

- agree
- neutral
- disagree

d) I feel I could make the business operate profitably all year round

- agree
- neutral
- disagree



**21. What do you feel would most help you to develop your business to an all year round operation?**

**22. Are there any other factors not covered above that influence your decision to operate your business seasonally?**

**Finally : Would you be prepared to be interviewed as a follow-up to this questionnaire, on the issue of tourism seasonality and seasonal trading?**

(The interview would most likely take place in early 2005, at your convenience)

yes

no

---

**Please make sure you have entered your survey code at the top of this web page.**

After you press the Submit button below you should be able to see, but not edit, all your answers. In the unlikely event of a computer error, use the browser button to return to the questionnaire, print it out and post it to me. Email me at any time if there are any problems at [philip.goulding@strath.ac.uk](mailto:philip.goulding@strath.ac.uk).

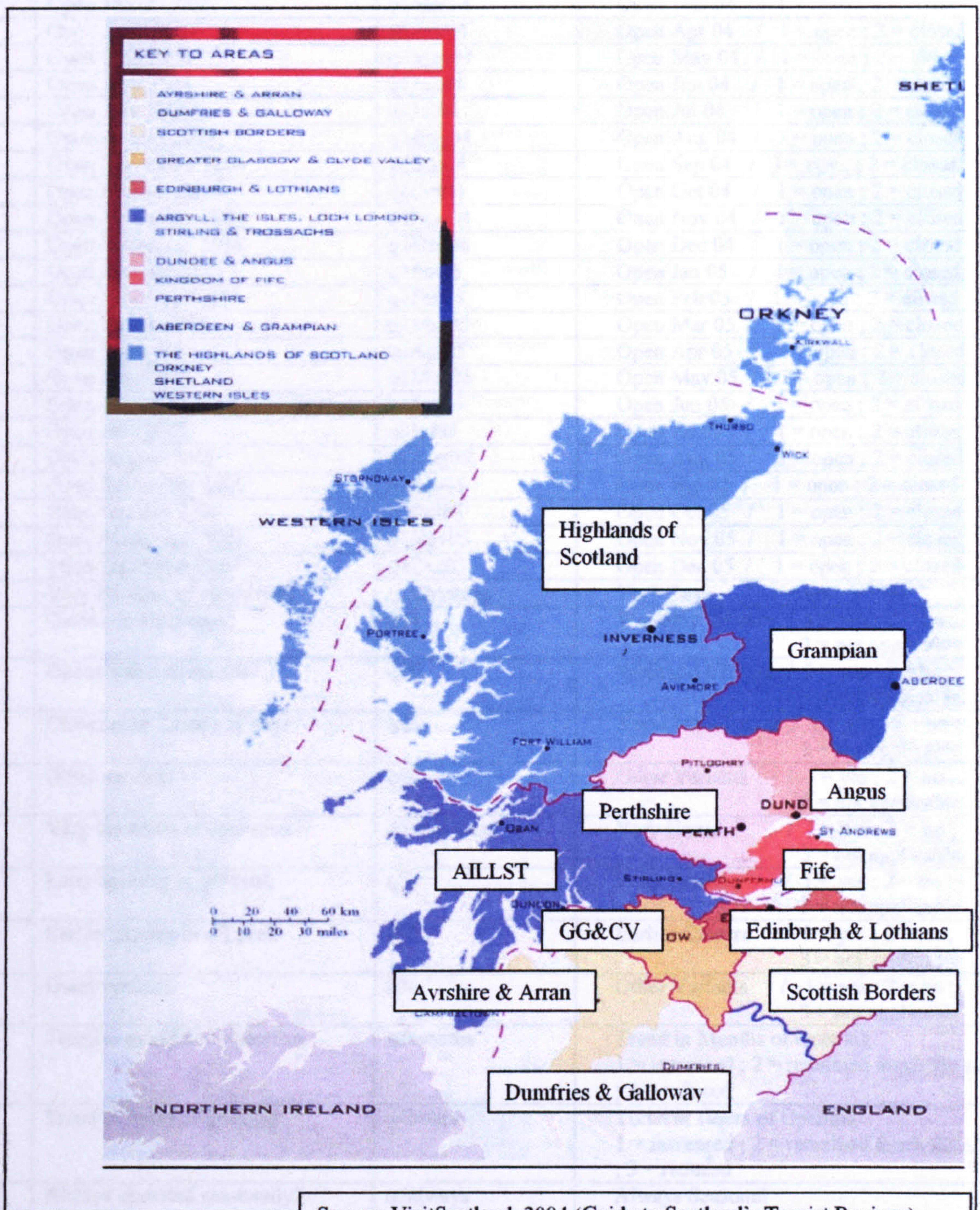
**Now press the Submit button below to send me your completed questionnaire. Thank you.**

Submit



## APPENDIX 5.5

### Sample Frame Construction: Scotland's Area Tourist Board Regions (The Geographical Basis of ATB 'Where to Stay' Guides)





**APPENDIX 5.6**

**SPSS Questionnaire Data Codebook**

| <b>Number</b> | <b>Full Variable Name</b>                              | <b>SPSS Variable Name</b> | <b>Coding Instructions (label / value)</b>   |
|---------------|--|---------------------------|--|
| 1             | Questionnaire ID code no.                              | ID Code                   | ID Code  |
| 2             | Open All Year (12 months)                              | q1allyear                 | Open All Year / 1 = yes ; 2 = seasonal   |
| 3             | Open January 2004                                      | q1Jan04                   | Open Jan 04 / 1 = open ; 2 = closed  |
| 4             | Open February 2004                                     | q1Feb04                   | Open Feb 04 / 1 = open ; 2 = closed  |
| 5             | Open March 2004  | q1Mar04                   | Open Mar 04 / 1 = open ; 2 = closed  |
| 6             | Open April 2004  | q1Apr04                   | Open Apr 04 / 1 = open ; 2 = closed  |
| 7             | Open May 2004  | q1May04                   | Open May 04 / 1 = open ; 2 = closed  |
| 8             | Open June 2004   | q1Jun04                   | Open Jun 04 / 1 = open ; 2 = closed  |
| 9             | Open July 2004   | q1Jul04                   | Open Jul 04 / 1 = open ; 2 = closed  |
| 10            | Open August 2004                                       | q1Aug04                   | Open Aug 04 / 1 = open ; 2 = closed  |
| 11            | Open September 2004                                    | q1Sep04                   | Open Sep 04 / 1 = open ; 2 = closed  |
| 12            | Open October 2004                                      | q1Oct04                   | Open Oct 04 / 1 = open ; 2 = closed  |
| 13            | Open November 2004                                     | q1Nov04                   | Open Nov 04 / 1 = open ; 2 = closed  |
| 14            | Open December 2004                                     | q1Dec04                   | Open Dec 04 / 1 = open ; 2 = closed  |
| 15            | Open January 2005                                      | q1Jan05                   | Open Jan 05 / 1 = open ; 2 = closed  |
| 16            | Open February 2005                                     | q1Feb05                   | Open Feb 05 / 1 = open ; 2 = closed  |
| 17            | Open March 2005  | q1Mar05                   | Open Mar 05 / 1 = open ; 2 = closed  |
| 18            | Open April 2005  | q1Apr05                   | Open Apr 05 / 1 = open ; 2 = closed  |
| 19            | Open May 2005  | q1May05                   | Open May 05 / 1 = open ; 2 = closed  |
| 20            | Open June 2005   | q1Jun05                   | Open Jun 05 / 1 = open ; 2 = closed  |
| 21            | Open July 2005   | q1Jul05                   | Open Jul 05 / 1 = open ; 2 = closed  |
| 22            | Open August 2005                                       | q1Aug05                   | Open Aug 05 / 1 = open ; 2 = closed  |
| 23            | Open September 2005                                    | q1Sep05                   | Open Sep 05 / 1 = open ; 2 = closed  |
| 24            | Open October 2005                                      | q1Oct05                   | Open Oct 05 / 1 = open ; 2 = closed  |
| 25            | Open November 2005                                     | q1Nov05                   | Open Nov 05 / 1 = open ; 2 = closed  |
| 26            | Open December 2005                                     | q1Dec05                   | Open Dec 05 / 1 = open ; 2 = closed  |
| 27            | Vary the days of operation?                            | q2varydays                | Vary Days / 1 = yes ; 2 = no   |
| 28            | Closes on weekdays?                                    | q2a                       | Weekday Closure / 1 = yes ; 2 = no ;<br>3 = not applicable   |
| 29            | Opens some weekends?                                   | q2b                       | Weekend Closure / 1 = yes ; 2 = no ;<br>3 = not applicable   |
| 30            | Closes over Xmas / N Year                              | q2c                       | Xmas NY Closure / 1 = yes ; 2 = no ;<br>3 = not applicable   |
| 31            | Other variants   | q2d                       | Other Variants / 1 = yes ; 2 = no ;<br>3 = not applicable  |
| 32            | Vary the hours of operation?                           | q3varyhours               | Vary Hours / 1 = yes ; 2 = no ;<br>3 = not applicable  |
| 33            | Later opening in off-peak                              | q3a                       | Later opening / 1 = yes ; 2 = no ;<br>3 = not applicable   |
| 34            | Earlier closing in off peak                            | q3b                       | Earlier Closure / 1 = yes ; 2 = no ;<br>3 = not applicable   |
| 35            | Other variants   | q3c                       | Other Variants / 1 = yes ; 2 = no ;<br>3 = not applicable  |
| 36            | Trend in months of operation                           | q4months                  | Trend in Months of Opening<br>1 = increased ; 2 = remained much the same<br>; 3 = reduced  |
| 37            | Trend in hours of opening                              | q4hours                   | Trend in Hours of Opening<br>1 = increased ; 2 = remained much the same<br>; 3 = reduced   |
| 38            | Always operated seasonally?                            | q5always                  | Always Seasonal<br>1 = yes ; 2 = no ; 3 = not applicable   |
| 39            | If no, <u>when</u> did you decide to trade seasonally? | q5when                    | Seasonal Trading Since<br>1 = 2004; 2 = 2002-2003; 3 = 1999-2001 ; 4<br>= 1994-1999 ; 5 = pre1994 ; 6 = not<br>applicable ; 7 = year round |
| 40            | If no, <u>why</u> did you decide?                      | q5why                     | Why Started Seasonal   |
| 41            | Do you ever change your opening/closing periods?       | q6change                  | Change Trading Periods / 1 = yes ;<br>2 = no   |
| 42            | Extend if customers                                    | q6aextend                 | Extend Period for Customers  |



|    |   |              | 1 = yes ; 2 = no ; 3 = not applicable   |
|----|---|--------------|---|
| 43 | Close during season                                     | q6bclose     | Close During Trading period<br>1 = yes ; 2 = no ; 3 = not applicable  |
| 44 | The market(s) I serve                                   | q7amymkts    | Influence of my Markets / 1 = extreme importance ; 2 = very important ; 3 = some importance ; 4 = little importance ; 5 = of no importance ; 6 = not applicable |
| 45 | The tourism market in my area                           | q7bareamkt   | Influence of Area markets<br>1-5 values as #44 above ; 6 = not applicable   |
| 46 | Wider state of the tourism market in Scotland           | q7cScotmkt   | Influence of Scottish Market<br>1-5 values as #44 above ; 6 = not applicable  |
| 47 | Because other operators do so                           | q7dotherops  | Influence of Other Operators<br>1-5 values as #44 above ; 6 = not applicable  |
| 48 | Determined by suppliers                                 | q7esuppliers | Influence of Suppliers<br>1-5 values as #44 above ; 6 = not applicable  |
| 49 | Determined by climate / weather                         | q7fclimate   | Influence of Climate<br>1-5 values as #44 above ; 6 = not applicable  |
| 50 | Health & safety requirements                            | q7gsafety    | Influence of Health & Safety<br>1-5 values as #44 above ; 6 = not applicable  |
| 51 | Licensing regulations                                   | q7hregs      | Influence of Licensing Regulations<br>1-5 values as #44 above ; 6 = not applicable  |
| 52 | Uneconomic to stay open longer                          | q7iunecon    | Uneconomic to Stay Open Longer<br>1-5 values as #44 above ; 6 = not applicable  |
| 53 | Able to achieve revenue targets during the season       | q7jachieve   | Achieves Targets in Season<br>1-5 values as #44 above ; 6 = not applicable  |
| 54 | Repair & maintenance work to be carried out             | q7krepairs   | Repairs & Maintenance<br>1-5 values as #44 above ; 6 = not applicable   |
| 55 | Concern for the natural environment                     | q7lenvment   | Concern for Environment<br>1-5 values as #44 above ; 6 = not applicable   |
| 56 | Staff are not available at certain times                | q7mstaff     | Influence of Staff Availability<br>1-5 values as #44 above ; 6 = not applicable   |
| 57 | Close for rest & relaxation                             | q7nrest      | Rest & Relaxation<br>1-5 values as #44 above ; 6 = not applicable   |
| 58 | Needs of my family & friends                            | q7ofamily    | Family & Friends /<br>1-5 values as #44 above ; 6 = not applicable  |
| 59 | How long have you been operating this business?         | q8howlong    | How Long Operating Business<br>1 = <1 trading year ; 2 = 1-2 trading years ;<br>3 = 3-5 trading years ; 4 = 6+ trading years                                    |
| 60 | Own or operate business alone?                          | q9aalone     | Operate Business Alone / 1 = yes ; 2 = no   |
| 61 | Own or operate with my spouse or partner                | q9bspouse    | Operate with Partner or Spouse / 1 = yes ;<br>2 = no  |
| 62 | Own or operate within the family                        | q9cfamily    | Operate within the Family / 1 = yes ; 2 = no  |
| 63 | ...with non-family business partners                    | q9dpartners  | Operate with Non-family Partners / 1 = yes ;<br>2 = no  |
| 64 | It is leased or rented                                  | q9eleased    | Leased or Rented / 1 = yes ; 2 = no   |
| 65 | None of the above. Another arrangement                  | q9fother     | Other Arrangement / 1 - 4 codes not used ;<br>5 = other ; 6 = not applicable  |
| 66 | How did you come to be involved in the business?        | q10howstart  | How Involved in the Business / 1 = started from scratch ; 2 = bought as existing business<br>3 = inherited ; 4 = other ; 5 = not applicable                     |
| 67 | Any previous experience of running your own business?   | q11prevexp   | Any Previous Experience / 1 = yes ;<br>2 = no   |
| 68 | Was your previous business seasonal or year round?      | q12prevbus   | Pattern of Previous Business / 1 = operated seasonally ; 2 = year round ; 3 = not applicable  |
| 69 | Was your previous business a similar or different type? | q13prevtype  | Type of Previous Business / 1 = similar ;<br>2 = different ; 3 = not applicable   |
| 70 | Did you move to the area?                               | q14moveto    | Moved to the Area / 1 = yes ; 2 = no  |
| 71 | Moved from an urban area                                | q14aurban    | From Urban Area / 1 = yes ; 2 = no ;<br>3 = not applicable  |
| 72 | Moved from a rural area                                 | q14brural    | From Rural Area / 1 = yes ; 2 = no ;<br>3 = not applicable  |
| 73 | Moved from a coastal area                               | q14ccoastal  | From Coastal Area / 1 = yes ; 2 = no ; 3 = n/a  |
| 74 | Moved from elsewhere in Scotland                        | q14dScotld   | From Elsewhere in Scotland / 1 = yes ;  |



|    |  |                 |  |
|----|--|-----------------|--|
|    |  |                 | 2 = no ; 3 = not applicable  |
| 75 | Moved from outside Scotland                                      | q14eoutside     | From Outside Scotland / 1 = yes ;<br>2 = no ; 3 = not applicable   |
| 76 | Own/operate other business?                                      | q15otherbus     | Other Business Now / 1 = yes ; 2 = no  |
| 77 | Agriculture / farming  | q15agric        | Agriculture / 1 = yes ; 2 = no ;<br>3 = not applicable   |
| 78 | Arts / crafts  | q15artcraft     | Arts & Crafts / 1 = yes ; 2 = no ;<br>3 = not applicable   |
| 79 | Catering / hospitality   | q15catering     | Catering / Hospitality / 1 = yes ; 2 = no ;<br>3 = not applicable  |
| 80 | construction   | q15constr       | Construction / 1 = yes ; 2 = no ;<br>3 = not applicable  |
| 81 | Education / training   | q15educ         | Education Training / 1 = yes ; 2 = no ;<br>3 = not applicable  |
| 82 | Forestry / fishing   | q15forefish     | Forestry Fishing / 1 = yes ; 2 = no ;<br>3 = not applicable  |
| 83 | manufacturing  | q15manuf        | Manufacturing / 1 = yes ; 2 = no ;<br>3 = not applicable   |
| 84 | retail   | q15retail       | Retail / 1 = yes ; 2 = no ; 3 = not applicable   |
| 85 | tourism  | q15tourism      | Tourism / 1 = yes ; 2 = no ;<br>3 = not applicable   |
| 86 | Other service  | q15otherservice | Other Service / 1 = yes ; 2 = no ;<br>3 = not applicable   |
| 87 | Other (specify)  | q15misc         | Other Type of Business / 1 = yes ;<br>2 = no ; 3 = not applicable  |
| 88 | Other main business seasonally operated?                         | q16othersnl     | Other Main Business Pattern / 1 = yes ; 2<br>= no ; 3 = not applicable   |
| 89 | Trading periods overlap / coincide?                              | q17coincide     | Degree of Seasonal Overlap<br>1 = coincide completely ;<br>2 = some overlap ; 3 = little overlap ;<br>4 = no overlap ; 5 = not applicable  |
| 90 | Paid staff outside the family?                                   | q18paidstaff    | Employ Paid Staff / 1 = yes ; 2 = no   |
| 91 | Source of earned household income                                | q19hholdinc     | Earned Household Income / 1 = only source ;<br>2 = main source ; 3 = secondary source ; 4<br>= minor source  |
| 92 | Fit in with my lifestyle   | q20alifestyle   | Fits my Lifestyle / 1 = agree ; 2 = neutral ; 3<br>= disagree  |
| 93 | Maximising revenue not a priority                                | q20brevenue     | Not Maximising Revenue / 1 = agree ;<br>2 = neutral ; 3 = disagree   |
| 94 | Prefer to operate seasonally                                     | q20cprefer      | Seasonal Preference / 1 = agree ;<br>2 = neutral ; 3 = disagree ; 4 = not applicable   |
| 95 | Could make the business operate profitably all year              | q20dprofit      | All Year Profit Potential / 1 = agree ;<br>2 = neutral ; 3 = disagree  |
| 96 | What would most help you develop the business to all year round? | q21busdevt      | Help to Develop to All Year / 1 = climate ; 2<br>= marketing ; 3 = other ; 4 = not applicable  |
| 97 | Prepared to be interviewed?                                      | q23iview        | Prepared to be Interviewed / 1 = yes ; 2 = no  |
| 98 | Business category  | buscategory     | Business category (Type) / 1 = B&B ;<br>2 = GH ; 3 = HO & IN ; 4 = SC & CV ;<br>5 = HP & TC ; 6 = other accommodation ;<br>7 = VA ; 8 = TO & AO ; 9 = Other Tourism<br>Service.  |
| 99 | ATB Area   | ATBarea         | 1 = Aberdeen + Grampian ; 2 = Angus +<br>Dundee ; 3 = AILLST ; 4 = Ayrshire + Arran<br>5 = Dumfries + Galloway ; 6 = Edinburgh +<br>Lothians ; 7 = Fife ; 8 = GGCV ; 9 = Highlands<br>10 = Orkney ; 11 = Perthshire ; 12 = Scottish<br>Borders ; 13 = Shetland ; 14 = Western Isles. |

#### MISSING VALUES

-9 = system missing value (omitted by respondent)

-18 = user missing value (erroneous data / error of completion / invalid value)





Professor Thomas G Baum PhD  
(Head of Department)

## APPENDIX 5.7

### PRE-SURVEY MAILOUT LETTER

UNIVERSITY OF  
STRATHCLYDE

29th September 2004

Dear Sir / Madam,

Can you help me with my research project on *'Seasonal Trading in Scottish Tourism'* ?

I am taking this opportunity to contact you regarding a doctoral research project I am undertaking in the University of Strathclyde's Scottish Hotel School and with the support of VisitScotland. I am investigating the **characteristics of tourism related businesses in Scotland that trade on a seasonal basis**. Studies carried out in some other countries have suggested that seasonal trading is not always determined by the tourism market alone. Other research has suggested that the factors influencing when and for how long tourism enterprises are open for business and why they close at certain times of the year might be complex and varied. I am seeking to see whether this is the case or not within Scotland.

I have taken your details from the 'where to stay' guide in one of Scotland's area tourist boards, hence this letter. The findings of my research should be of benefit to the wider tourism industry and in particular they should help the tourism authorities in their quest to better understand the nature of seasonality and how, with your help, they can respond to seasonality.

I am therefore requesting around 15-20 minutes of your time to complete a questionnaire which I would like to forward to you in the next couple of weeks. The questionnaire will be in hard copy format (with a reply paid envelope) and alternatively as a computer based questionnaire. If you are willing to participate, the choice is yours as to whether to complete it electronically or to fill in and return the paper version. Most of the questions are 'tick box' format : it shouldn't be hard work !

I will provide a summary report of the findings to all participants when I have completed the analysis. No person, business or organisation will be identified in any published findings without their permission : any information you choose to provide will remain completely confidential.

If you would prefer not to receive the questionnaire, you can e-mail me or leave a phone message at any of the contact numbers below and I will remove you from the database I have built up. I thank you in advance for taking the time to read this and hopefully for your co-operation. I trust 2004 has been a busy and profitable year for you so far.

Yours faithfully

**PHILIP J GOULDING**  
Research Student  
The Scottish Hotel School, Glasgow  
[philip.goulding@strath.ac.uk](mailto:philip.goulding@strath.ac.uk)  
Tel : 0131 551 1825 (home)  
or as below :

**Research Supervisors :**  
Professor Thomas.G.Baum  
Mr Rory MacLellan

THE PLACE OF USEFUL LEARNING



THE  
SCOTTISH  
HOTEL  
SCHOOL

60th  
Anniversary

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Direct Line: 0141-548 3941  
Fax: 0141-552 2870  
Email: [Hotelschool@strath.ac.uk](mailto:Hotelschool@strath.ac.uk)



INVESTOR IN PEOPLE

504

*Emeritus Professor:* Carson L Jenkins PhD  
*Visiting Professors:* Ashok Anantram  
The Hon Sir Rocco Forte  
Eddie Friel  
Ken McCulloch  
Dr Alastair M Morrison  
Anton Mossiman  
Dr Geoffrey Wall



LETTER  
ACCOMPANYING  
QUESTIONNAIREProfessor Thomas G Baum PhD  
(Head of Department)18<sup>th</sup> October 2004

Dear Sir / Madam,

**Tourism Seasonality Questionnaire**

You may remember a couple of weeks ago I sent you a letter of introduction to see if you would be able to help me in my fieldwork for my doctoral studies at the Scottish Hotel School. I now attach the questionnaire. May I also apologise if you receive this after having previously asked me to delete you from the data base.

Just to remind you, my research topic is about **the complexities of seasonal trading** for tourism businesses, which is still a very under-researched area. I am trying to determine the significance of various factors in the trading decisions of tourism businesses and to what extent seasonal trading is the preference of proprietors or imposed upon them.

My research covers all sectors of the tourism industry throughout Scotland and all sizes of business, from single letting self-catering units or one-bedroom B&Bs to hotels, visitor attractions, activity operators and holiday parks. I am including seasonal trading businesses as well as those that operate for nearly all the year but which may close for Christmas and the New Year.

I have tried to construct the questionnaire to be as user friendly as possible, but inevitably there is no such thing as the perfect questionnaire ! If there are questions you would prefer not to complete, please just fill in those that you can or wish to. I hope it won't take more than 20 minutes of your time.

There is no rush to complete this, as I will be inputting results over a few weeks. So in case you haven't got time just now, I am happy to receive replies **until early December**.

Please be assured that the information you provide is entirely confidential. To ensure anonymity I will apply a code number rather than identifying businesses by name. As I mentioned in my previous letter, I will provide a summary of the findings to anyone who completes the questionnaire.

Finally, there is a reply paid envelope for you to use. However, as an alternative, if you would prefer to complete the questionnaire electronically, you can find a **web-based version** of this on the following web-site :

<http://ace.caad.ed.ac.uk/seasonalQ> (note there is no 'www' in the address !).

If you do this, please make sure you **enter the code** that is shown in the box on the top of the paper questionnaire.

If you require any further information or clarification, please do not hesitate to e-mail me or leave a message for me at one of the numbers below. Irrespective of whether or not you choose to participate, I thank you for your time and wish you a successful 2004 and year ahead for your tourism enterprise.

Yours faithfully

PHILIP J GOULDING  
Research Student  
The Scottish Hotel School  
[philip.goulding@strath.ac.uk](mailto:philip.goulding@strath.ac.uk)  
Tel : 0131 551 1825 (home) or as below :

**Research Supervisors :**  
Professor T.G Baum  
Mr Rory Maclellan

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60<sup>th</sup>  
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INVESTOR IN PEOPLE

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*Emeritus Professor:* Carson L Jenkins PhD  
*Visiting Professors:* Ashok Anantram  
The Hon Sir Rocco Forte  
Eddie Friel  
Ken McCulloch  
Dr Alastair M Morrison  
Anton Mossiman  
Dr Geoffrey Wall



## Frequencies

### APPENDIX 5.9 Stage One: Summary of SPSS Frequency Tables

|   |         | Geographical Location | TYPE | Operating | Seasonal or all year round | Peak/Off Peak Season | Varying the hours of opening | Later Opening Times during off peak months compared with peak months |
|---|---------|-----------------------|------|-----------|----------------------------|----------------------|------------------------------|--|
| N | Valid   | 177                   | 177  | 174       | 176                        | 175                  | 171                          | 155  |
|   | Missing | 0                     | 0    | 3         | 1                          | 2                    | 6                            | 22   |

#### Statistics

|   |         | Earlier closing times during off peak months compared with peak months | Other | Vary the days of opening | The Business closes on one or more weekddays during off peak months | The Business opens at weekends during some months of the year | The business closes down over the christmas / new year period | Other |
|---|---------|--|-------|--------------------------|---|---|---|-------|
| N | Valid   | 156  | 155   | 168                      | 154   | 155   | 156   | 155   |
|   | Missing | 21   | 22    | 9                        | 23  | 22  | 21  | 22    |

#### Statistics

|   |         | trend in seasonal trading patterns - trading season | Opening Hours - Seasonal Trading Pattern | level of trades | Monthly Cash Flow | Monthly Sales Revenue | Profit Targets | Operating costs compared with revenues |
|---|---------|---|--|-----------------|-------------------|-----------------------|----------------|--|
| N | Valid   | 155   | 145                                      | 169             | 66                | 67                    | 67             | 89                                     |
|   | Missing | 22  | 32                                       | 8               | 111               | 110                   | 110            | 88                                     |

#### Statistics

|   |         | Tax bands | Average Revenue per visitor | Number of Tourists | Level of advanced bookings for a particular period | Local Trade | Availability of Staff | The trading patterns of other tourism businesses in the area |
|---|---------|-----------|-----------------------------|--------------------|--|-------------|-----------------------|--|
| N | Valid   | 53        | 69                          | 109                | 80   | 76          | 61                    | 75   |
|   | Missing | 124       | 108                         | 68                 | 97   | 101         | 116                   | 102  |



**Statistics**

|   |         | Our own holidays | Rest and Relaxation | Maintenance and repair work | Other Businesses that we own | Business Planning and Development | Staff Training |
|---|---------|------------------|---------------------|-----------------------------|------------------------------|-----------------------------------|----------------|
| N | Valid   | 57               | 47                  | 71                          | 37                           | 42                                | 32             |
|   | Missing | 120              | 130                 | 106                         | 140                          | 135                               | 145            |

**Statistics**

|   |         | The Weather | Other Non commercial interests | Any other factor | There is scope to extend the tourist season | Borders Tourism is seasonal mainly because of the lack of demand in off peak periods | If business operated over a longer period, off peak demand would pick up | Tackling seasonality should be a priority |
|---|---------|-------------|--------------------------------|------------------|---|--|--|---|
| N | Valid   | 78          | 22                             | 26               | 163   | 162  | 159  | 163                                       |
|   | Missing | 99          | 155                            | 151              | 14  | 15   | 18   | 14  |

**Statistics**

|   |         | Awareness of Tourist Board Campaigns to promote off peak tourism | Have you participated in any tb initiatives.... | How successful for your business | Would you be prepared to take part in a follow up interview |
|---|---------|--|---|----------------------------------|---|
| N | Valid   | 168  | 164   | 146                              | 162   |
|   | Missing | 9  | 13  | 31                               | 15  |

**Frequency Table**

**Geographical Location**

|       |            | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------|-----------|---------|---------------|--------------------|
| Valid | west of A7 | 37        | 20.9    | 20.9          | 20.9               |
|       | central    | 106       | 59.9    | 59.9          | 80.8               |
|       | east       | 34        | 19.2    | 19.2          | 100.0              |
|       | Total      | 177       | 100.0   | 100.0         |                    |



**TYPE**

|       |                       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------------------|-----------|---------|---------------|--------------------|
| Valid | serviced accomodation | 58        | 32.8    | 32.8          | 32.8               |
|       | self catering         | 45        | 25.4    | 25.4          | 58.2               |
|       | visitor attractions   | 41        | 23.2    | 23.2          | 81.4               |
|       | activity centres      | 14        | 7.9     | 7.9           | 89.3               |
|       | Shops/retail          | 19        | 10.7    | 10.7          | 100.0              |
|       | Total                 | 177       | 100.0   | 100.0         |                    |

**Operating**

|         |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-------------------|-----------|---------|---------------|--------------------|
| Valid   | Up to 3 years     | 38        | 21.5    | 21.8          | 21.8               |
|         | more than 3 years | 136       | 76.8    | 78.2          | 100.0              |
|         | Total             | 174       | 98.3    | 100.0         |                    |
| Missing | System            | 3         | 1.7     |               |                    |
| Total   |                   | 177       | 100.0   |               |                    |

Q1

**Seasonal or all year round**

|         |            | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|------------|-----------|---------|---------------|--------------------|
| Valid   | seasonal   | 109       | 61.6    | 61.9          | 61.9               |
|         | unseasonal | 67        | 37.9    | 38.1          | 100.0              |
|         | Total      | 176       | 99.4    | 100.0         |                    |
| Missing | System     | 1         | .6      |               |                    |
| Total   |            | 177       | 100.0   |               |                    |

Q2

**Peak/Off Peak Season**

|         |             | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-------------|-----------|---------|---------------|--------------------|
| Valid   | Yes         | 151       | 85.3    | 86.3          | 86.3               |
|         | No/not sure | 23        | 13.0    | 13.1          | 99.4               |
|         | 3           | 1         | .6      | .6            | 100.0              |
|         | Total       | 175       | 98.9    | 100.0         |                    |
| Missing | System      | 2         | 1.1     |               |                    |
| Total   |             | 177       | 100.0   |               |                    |

Q3

**Varying the hours of opening**

|         |        | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid   | Yes    | 46        | 26.0    | 26.9          | 26.9               |
|         | No     | 125       | 70.6    | 73.1          | 100.0              |
|         | Total  | 171       | 96.6    | 100.0         |                    |
| Missing | System | 6         | 3.4     |               |                    |
| Total   |        | 177       | 100.0   |               |                    |

Q4

**Later Opening Times during off peak months compared with peak months**

|         |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|--------------------|
| Valid   | not applicable | 141       | 79.7    | 91.0          | 91.0               |
|         | yes            | 14        | 7.9     | 9.0           | 100.0              |
|         | Total          | 155       | 87.6    | 100.0         |                    |
| Missing | System         | 22        | 12.4    |               |                    |
| Total   |                | 177       | 100.0   |               |                    |

Q4 a)



**Earlier closing times during off peak months compared with peak months**

|         |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|--------------------|
| Valid   | not applicable | 128       | 72.3    | 82.1          | 82.1               |
|         | yes            | 28        | 15.8    | 17.9          | 100.0              |
|         | Total          | 156       | 88.1    | 100.0         |                    |
| Missing | System         | 21        | 11.9    |               |                    |
| Total   |                | 177       | 100.0   |               |                    |

Q4 b)

**Other**

|         |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|--------------------|
| Valid   | not applicable | 142       | 80.2    | 91.6          | 91.6               |
|         | yes            | 13        | 7.3     | 8.4           | 100.0              |
|         | Total          | 155       | 87.6    | 100.0         |                    |
| Missing | System         | 22        | 12.4    |               |                    |
| Total   |                | 177       | 100.0   |               |                    |

Q4 c)

**Vary the days of opening**

|         |        | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid   | Yes    | 43        | 24.3    | 25.6          | 25.6               |
|         | no     | 125       | 70.6    | 74.4          | 100.0              |
|         | Total  | 168       | 94.9    | 100.0         |                    |
| Missing | System | 9         | 5.1     |               |                    |
| Total   |        | 177       | 100.0   |               |                    |

Q5

**The Business closes on one or more weekddays during off peak months**

|         |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|--------------------|
| Valid   | not applicable | 143       | 80.8    | 92.9          | 92.9               |
|         | yes            | 11        | 6.2     | 7.1           | 100.0              |
|         | Total          | 154       | 87.0    | 100.0         |                    |
| Missing | System         | 23        | 13.0    |               |                    |
| Total   |                | 177       | 100.0   |               |                    |

Q5 a)

**The Business opens at weekends during some months of the year**

|         |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|--------------------|
| Valid   | not applicable | 138       | 78.0    | 89.0          | 89.0               |
|         | yes            | 17        | 9.6     | 11.0          | 100.0              |
|         | Total          | 155       | 87.6    | 100.0         |                    |
| Missing | System         | 22        | 12.4    |               |                    |
| Total   |                | 177       | 100.0   |               |                    |

Q5 b)

**The business closes down over the christmas / new year period**

|         |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|--------------------|
| Valid   | not applicable | 131       | 74.0    | 84.0          | 84.0               |
|         | yes            | 25        | 14.1    | 16.0          | 100.0              |
|         | Total          | 156       | 88.1    | 100.0         |                    |
| Missing | System         | 21        | 11.9    |               |                    |
| Total   |                | 177       | 100.0   |               |                    |

Q5 c)



Other

Q5 a)

|         |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|--------------------|
| Valid   | not applicable | 137       | 77.4    | 88.4          | 88.4               |
|         | yes            | 18        | 10.2    | 11.6          | 100.0              |
|         | Total          | 155       | 87.6    | 100.0         |                    |
| Missing | System         | 22        | 12.4    |               |                    |
| Total   |                | 177       | 100.0   |               |                    |

trend in seasonal trading patterns - trading season

|         |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-------------------|-----------|---------|---------------|--------------------|
| Valid   | increased         | 41        | 23.2    | 26.5          | 26.5               |
|         | remained the same | 94        | 53.1    | 60.6          | 87.1               |
|         | reduced           | 20        | 11.3    | 12.9          | 100.0              |
|         | Total             | 155       | 87.6    | 100.0         |                    |
| Missing | System            | 22        | 12.4    |               |                    |
| Total   |                   | 177       | 100.0   |               |                    |

Q6 a)

Opening Hours - Seasonal Trading Pattern

|         |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-------------------|-----------|---------|---------------|--------------------|
| Valid   | increased         | 20        | 11.3    | 13.8          | 13.8               |
|         | remained the same | 119       | 67.2    | 82.1          | 95.9               |
|         | reduced           | 6         | 3.4     | 4.1           | 100.0              |
|         | Total             | 145       | 81.9    | 100.0         |                    |
| Missing | System            | 32        | 18.1    |               |                    |
| Total   |                   | 177       | 100.0   |               |                    |

Q6 b)

level of trades

|         |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-------------------|-----------|---------|---------------|--------------------|
| Valid   | most important    | 51        | 28.8    | 30.2          | 30.2               |
|         | quite important   | 54        | 30.5    | 32.0          | 62.1               |
|         | little importance | 25        | 14.1    | 14.8          | 76.9               |
|         | not important     | 39        | 22.0    | 23.1          | 100.0              |
|         | Total             | 169       | 95.5    | 100.0         |                    |
| Missing | System            | 8         | 4.5     |               |                    |
| Total   |                   | 177       | 100.0   |               |                    |

Q7

Monthly Cash Flow

|         |                  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|------------------|-----------|---------|---------------|--------------------|
| Valid   | other            | 53        | 29.9    | 80.3          | 80.3               |
|         | first importance | 13        | 7.3     | 19.7          | 100.0              |
|         | Total            | 66        | 37.3    | 100.0         |                    |
| Missing | System           | 111       | 62.7    |               |                    |
| Total   |                  | 177       | 100.0   |               |                    |



### Monthly Sales Revenue

|         |                  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|------------------|-----------|---------|---------------|--------------------|
| Valid   | other            | 61        | 34.5    | 91.0          | 91.0               |
|         | first importance | 6         | 3.4     | 9.0           | 100.0              |
|         | Total            | 67        | 37.9    | 100.0         |                    |
| Missing | System           | 110       | 62.1    |               |                    |
| Total   |                  | 177       | 100.0   |               |                    |

### Profit Targets

|         |                  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|------------------|-----------|---------|---------------|--------------------|
| Valid   | other            | 58        | 32.8    | 86.6          | 86.6               |
|         | first importance | 9         | 5.1     | 13.4          | 100.0              |
|         | Total            | 67        | 37.9    | 100.0         |                    |
| Missing | System           | 110       | 62.1    |               |                    |
| Total   |                  | 177       | 100.0   |               |                    |

### Operating costs compared with revenues

|         |                  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|------------------|-----------|---------|---------------|--------------------|
| Valid   | other            | 64        | 36.2    | 71.9          | 71.9               |
|         | first importance | 25        | 14.1    | 28.1          | 100.0              |
|         | Total            | 89        | 50.3    | 100.0         |                    |
| Missing | System           | 88        | 49.7    |               |                    |
| Total   |                  | 177       | 100.0   |               |                    |

### Tax bands

|         |                  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|------------------|-----------|---------|---------------|--------------------|
| Valid   | other            | 51        | 28.8    | 96.2          | 96.2               |
|         | first importance | 2         | 1.1     | 3.8           | 100.0              |
|         | Total            | 53        | 29.9    | 100.0         |                    |
| Missing | System           | 124       | 70.1    |               |                    |
| Total   |                  | 177       | 100.0   |               |                    |

### Average Revenue per visitor

|         |                  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|------------------|-----------|---------|---------------|--------------------|
| Valid   | other            | 67        | 37.9    | 97.1          | 97.1               |
|         | first importance | 2         | 1.1     | 2.9           | 100.0              |
|         | Total            | 69        | 39.0    | 100.0         |                    |
| Missing | System           | 108       | 61.0    |               |                    |
| Total   |                  | 177       | 100.0   |               |                    |

### Number of Tourists

|         |                  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|------------------|-----------|---------|---------------|--------------------|
| Valid   | other            | 62        | 35.0    | 56.9          | 56.9               |
|         | first importance | 47        | 26.6    | 43.1          | 100.0              |
|         | Total            | 109       | 61.6    | 100.0         |                    |
| Missing | System           | 68        | 38.4    |               |                    |
| Total   |                  | 177       | 100.0   |               |                    |



Level of advanced bookings for a particular period

|         |                  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|------------------|-----------|---------|---------------|--------------------|
| Valid   | other            | 70        | 39.5    | 87.5          | 87.5               |
|         | first importance | 10        | 5.6     | 12.5          | 100.0              |
|         | Total            | 80        | 45.2    | 100.0         |                    |
| Missing | System           | 97        | 54.8    |               |                    |
| Total   |                  | 177       | 100.0   |               |                    |

Local Trade

|         |                  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|------------------|-----------|---------|---------------|--------------------|
| Valid   | other            | 66        | 37.3    | 86.8          | 86.8               |
|         | first importance | 10        | 5.6     | 13.2          | 100.0              |
|         | Total            | 76        | 42.9    | 100.0         |                    |
| Missing | System           | 101       | 57.1    |               |                    |
| Total   |                  | 177       | 100.0   |               |                    |

Availability of Staff

|         |                  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|------------------|-----------|---------|---------------|--------------------|
| Valid   | other            | 58        | 32.8    | 95.1          | 95.1               |
|         | first importance | 3         | 1.7     | 4.9           | 100.0              |
|         | Total            | 61        | 34.5    | 100.0         |                    |
| Missing | System           | 116       | 65.5    |               |                    |
| Total   |                  | 177       | 100.0   |               |                    |

The trading patterns of other tourism businesses in the area

(29 c)

|         |                  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|------------------|-----------|---------|---------------|--------------------|
| Valid   | other            | 41        | 23.2    | 54.7          | 54.7               |
|         | first importance | 34        | 19.2    | 45.3          | 100.0              |
|         | Total            | 75        | 42.4    | 100.0         |                    |
| Missing | System           | 102       | 57.6    |               |                    |
| Total   |                  | 177       | 100.0   |               |                    |

Our own holidays

9b)

|         |                  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|------------------|-----------|---------|---------------|--------------------|
| Valid   | other            | 46        | 26.0    | 80.7          | 80.7               |
|         | first importance | 11        | 6.2     | 19.3          | 100.0              |
|         | Total            | 57        | 32.2    | 100.0         |                    |
| Missing | System           | 120       | 67.8    |               |                    |
| Total   |                  | 177       | 100.0   |               |                    |

Rest and Relaxation

9c)

|         |                  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|------------------|-----------|---------|---------------|--------------------|
| Valid   | other            | 45        | 25.4    | 95.7          | 95.7               |
|         | first importance | 2         | 1.1     | 4.3           | 100.0              |
|         | Total            | 47        | 26.6    | 100.0         |                    |
| Missing | System           | 130       | 73.4    |               |                    |
| Total   |                  | 177       | 100.0   |               |                    |



**Maintenance and repair work**

|         |                  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|------------------|-----------|---------|---------------|--------------------|
| Valid   | other            | 62        | 35.0    | 87.3          | 87.3               |
|         | first importance | 9         | 5.1     | 12.7          | 100.0              |
|         | Total            | 71        | 40.1    | 100.0         |                    |
| Missing | System           | 106       | 59.9    |               |                    |
| Total   |                  | 177       | 100.0   |               |                    |

9d)

**Other Businesses that we own**

|         |                  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|------------------|-----------|---------|---------------|--------------------|
| Valid   | other            | 28        | 15.8    | 75.7          | 75.7               |
|         | first importance | 9         | 5.1     | 24.3          | 100.0              |
|         | Total            | 37        | 20.9    | 100.0         |                    |
| Missing | System           | 140       | 79.1    |               |                    |
| Total   |                  | 177       | 100.0   |               |                    |

9e)

**Business Planning and Development**

|         |                  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|------------------|-----------|---------|---------------|--------------------|
| Valid   | other            | 38        | 21.5    | 90.5          | 90.5               |
|         | first importance | 4         | 2.3     | 9.5           | 100.0              |
|         | Total            | 42        | 23.7    | 100.0         |                    |
| Missing | System           | 135       | 76.3    |               |                    |
| Total   |                  | 177       | 100.0   |               |                    |

9f)

**Staff Training**

|         |                  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|------------------|-----------|---------|---------------|--------------------|
| Valid   | other            | 31        | 17.5    | 96.9          | 96.9               |
|         | first importance | 1         | .6      | 3.1           | 100.0              |
|         | Total            | 32        | 18.1    | 100.0         |                    |
| Missing | System           | 145       | 81.9    |               |                    |
| Total   |                  | 177       | 100.0   |               |                    |

9g)

**The Weather**

|         |                  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|------------------|-----------|---------|---------------|--------------------|
| Valid   | other            | 46        | 26.0    | 59.0          | 59.0               |
|         | first importance | 32        | 18.1    | 41.0          | 100.0              |
|         | Total            | 78        | 44.1    | 100.0         |                    |
| Missing | System           | 99        | 55.9    |               |                    |
| Total   |                  | 177       | 100.0   |               |                    |

9h)

**Other Non commercial interests**

|         |                  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|------------------|-----------|---------|---------------|--------------------|
| Valid   | other            | 17        | 9.6     | 77.3          | 77.3               |
|         | first importance | 5         | 2.8     | 22.7          | 100.0              |
|         | Total            | 22        | 12.4    | 100.0         |                    |
| Missing | System           | 155       | 87.6    |               |                    |
| Total   |                  | 177       | 100.0   |               |                    |

9i)



**Any other factor**

|         |                  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|------------------|-----------|---------|---------------|--------------------|
| Valid   | other            | 19        | 10.7    | 73.1          | 73.1               |
|         | first importance | 7         | 4.0     | 26.9          | 100.0              |
|         | Total            | 26        | 14.7    | 100.0         |                    |
| Missing | System           | 151       | 85.3    |               |                    |
| Total   |                  | 177       | 100.0   |               |                    |

**There is scope to extend the tourist season**

|         |                            | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------------------|-----------|---------|---------------|--------------------|
| Valid   | strongly agree/agree       | 130       | 73.4    | 79.8          | 79.8               |
|         | neutral                    | 24        | 13.6    | 14.7          | 94.5               |
|         | disagree/strongly disagree | 9         | 5.1     | 5.5           | 100.0              |
|         | Total                      | 163       | 92.1    | 100.0         |                    |
| Missing | System                     | 14        | 7.9     |               |                    |
| Total   |                            | 177       | 100.0   |               |                    |

**Borders Tourism is seasonal mainly because of the lack of demand in off peak periods**

|         |                            | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------------------|-----------|---------|---------------|--------------------|
| Valid   | strongly agree/agree       | 112       | 63.3    | 69.1          | 69.1               |
|         | neutral                    | 22        | 12.4    | 13.6          | 82.7               |
|         | disagree/strongly disagree | 28        | 15.8    | 17.3          | 100.0              |
|         | Total                      | 162       | 91.5    | 100.0         |                    |
| Missing | System                     | 15        | 8.5     |               |                    |
| Total   |                            | 177       | 100.0   |               |                    |

**If business operated over a longer period, off peak demand would pick up**

|         |                            | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------------------|-----------|---------|---------------|--------------------|
| Valid   | strongly agree/agree       | 77        | 43.5    | 48.4          | 48.4               |
|         | neutral                    | 44        | 24.9    | 27.7          | 76.1               |
|         | disagree/strongly disagree | 38        | 21.5    | 23.9          | 100.0              |
|         | Total                      | 159       | 89.8    | 100.0         |                    |
| Missing | System                     | 18        | 10.2    |               |                    |
| Total   |                            | 177       | 100.0   |               |                    |

**Tackling seasonality should be a priority**

|         |                            | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------------------|-----------|---------|---------------|--------------------|
| Valid   | strongly agree/agree       | 123       | 69.5    | 75.5          | 75.5               |
|         | neutral                    | 32        | 18.1    | 19.6          | 95.1               |
|         | disagree/strongly disagree | 8         | 4.5     | 4.9           | 100.0              |
|         | Total                      | 163       | 92.1    | 100.0         |                    |
| Missing | System                     | 14        | 7.9     |               |                    |
| Total   |                            | 177       | 100.0   |               |                    |



**Awareness of Tourist Board Campaigns to promote off peak tourism**

|         |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|--------------------|
| Valid   | very aware     | 71        | 40.1    | 42.3          | 42.3               |
|         | somewhat aware | 71        | 40.1    | 42.3          | 84.5               |
|         | not aware      | 26        | 14.7    | 15.5          | 100.0              |
|         | Total          | 168       | 94.9    | 100.0         |                    |
| Missing | System         | 9         | 5.1     |               |                    |
| Total   |                | 177       | 100.0   |               |                    |

**Have you participated in any tb initiatives....**

|         |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|--------------------|
| Valid   | yes            | 41        | 23.2    | 25.0          | 25.0               |
|         | no             | 89        | 50.3    | 54.3          | 79.3               |
|         | not applicable | 34        | 19.2    | 20.7          | 100.0              |
|         | Total          | 164       | 92.7    | 100.0         |                    |
| Missing | System         | 13        | 7.3     |               |                    |
| Total   |                | 177       | 100.0   |               |                    |

**How successful for your business**

|         |                       | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------------------|-----------|---------|---------------|--------------------|
| Valid   | very successful       | 8         | 4.5     | 5.5           | 5.5                |
|         | moderately successful | 43        | 24.3    | 29.5          | 34.9               |
|         | no effect             | 95        | 53.7    | 65.1          | 100.0              |
|         | Total                 | 146       | 82.5    | 100.0         |                    |
| Missing | System                | 31        | 17.5    |               |                    |
| Total   |                       | 177       | 100.0   |               |                    |

**Would you be prepared to take part in a follow up interview**

|         |        | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid   | Yes    | 72        | 40.7    | 44.4          | 44.4               |
|         | No     | 90        | 50.8    | 55.6          | 100.0              |
|         | Total  | 162       | 91.5    | 100.0         |                    |
| Missing | System | 15        | 8.5     |               |                    |
| Total   |        | 177       | 100.0   |               |                    |



**APPENDIX 6.1**

**Question 1 Year Round or Seasonal Trading: Breakdown by ATB Area**

| Count                | ATB Area            |                |  |                  |                     |                      |      |                                |           |              |            | Total |                  |                |
|----------------------|---------------------|----------------|--|------------------|---------------------|----------------------|------|--------------------------------|-----------|--------------|------------|-------|------------------|----------------|
|                      | Aberdeen & Grampian | Angus & Dundee | Argyll, Loch Lomond, Stirling, Trossachs & Isles | Ayrshire & Arran | Dumfries & Galloway | Edinburgh & Lothians | Fife | Greater Glasgow & Clyde Valley | Highlands | Orkney Isles | Perthshire |       | Scottish Borders | Shetland Isles |
| Open Yes Seasonal    | 7                   | 3              | 15   | 2                | 5                   | 6                    | 3    | 3                              | 16        | 1            | 7          | 4     | 1                | 2              |
| All Year Round Total | 39                  | 8              | 125  | 36               | 37                  | 33                   | 41   | 3                              | 196       | 9            | 47         | 43    | 4                | 25             |
|                      | 46                  | 11             | 140  | 38               | 42                  | 39                   | 44   | 6                              | 212       | 10           | 54         | 47    | 5                | 27             |



## APPENDIX 6.2

### Question 1: Frequency of Monthly Opening and Closure During 2004 and 2005

#### Months of Opening, January - June 2004

|        | Open Jan<br>04 | Open Feb<br>04 | Open Mar<br>04 | Open Apr<br>04 | Open May<br>04 | Open Jun<br>04 |
|--------|----------------|----------------|----------------|----------------|----------------|----------------|
|        | Count          | Count          | Count          | Count          | Count          | Count          |
| Open   | 112            | 149            | 356            | 634            | 687            | 707            |
| Closed | 603            | 566            | 359            | 81             | 28             | 9              |

#### Months of Opening, July - December 2004

|        | Open Jul 04 | Open Aug<br>04 | Open Sep<br>04 | Open Oct<br>04 | Open Nov<br>04 | Open Dec<br>04 |
|--------|-------------|----------------|----------------|----------------|----------------|----------------|
|        | Count       | Count          | Count          | Count          | Count          | Count          |
| Open   | 715         | 712            | 687            | 582            | 217            | 144            |
| Closed | 2           | 5              | 30             | 135            | 500            | 573            |

#### Months of Opening, January - June 2005

|        | Open Jan<br>05 | Open Feb<br>05 | Open Mar<br>05 | Open Apr<br>05 | Open May<br>05 | Open Jun<br>05 |
|--------|----------------|----------------|----------------|----------------|----------------|----------------|
|        | Count          | Count          | Count          | Count          | Count          | Count          |
| Open   | 114            | 164            | 396            | 620            | 674            | 690            |
| Closed | 583            | 533            | 301            | 76             | 22             | 6              |

#### Months of Opening, July - December 2005

|        | Open Jul 05 | Open Aug<br>05 | Open Sep<br>05 | Open Oct<br>05 | Open Nov<br>05 | Open Dec<br>05 |
|--------|-------------|----------------|----------------|----------------|----------------|----------------|
|        | Count       | Count          | Count          | Count          | Count          | Count          |
| Open   | 693         | 690            | 668            | 564            | 220            | 148            |
| Closed | 1           | 4              | 26             | 130            | 474            | 546            |



**APPENDIX 6.3**

**Question 2 Vary the Days of Operation by Type of Business**

| Count     | Business Category (Type) |             |             |                         |                             |                     |                    |                           |                       |  | Total |
|-----------|--------------------------|-------------|-------------|-------------------------|-----------------------------|---------------------|--------------------|---------------------------|-----------------------|--|-------|
|           | Bed & Breakfast          | Guest House | Hotel & Inn | Self Catering & Caravan | Holiday Park & Touring Park | Other Accommodation | Visitor Attraction | Tour or Activity Operator | Other Tourism Service |  |       |
| Vary Days | 42                       | 18          | 17          | 19                      | 8                           | 1                   | 6                  | 4                         | 7                     |  | 122   |
| No        | 190                      | 49          | 36          | 188                     | 63                          | 0                   | 20                 | 6                         | 10                    |  | 562   |
| Total     | 232                      | 67          | 53          | 207                     | 71                          | 1                   | 26                 | 10                        | 17                    |  | 684   |

**Question 2 Vary the Days of Operation by ATB Area**

| Count     | ATB Area |    |     |    |    |    |      |    |     |    |    |    |    | Total |     |
|-----------|----------|----|-----|----|----|----|------|----|-----|----|----|----|----|-------|-----|
|           | AG       | AD | AL  | AY | DG | EL | Fife | GC | HL  | OR | PE | SB | SH |       | WIs |
| Vary Days | 9        | 6  | 23  | 5  | 7  | 11 | 7    | 0  | 24  | 1  | 12 | 11 | 3  | 3     | 122 |
| No        | 35       | 5  | 110 | 29 | 35 | 25 | 37   | 4  | 176 | 9  | 40 | 34 | 1  | 22    | 562 |
| Total     | 44       | 11 | 133 | 34 | 42 | 36 | 44   | 4  | 200 | 10 | 52 | 45 | 4  | 25    | 684 |



## APPENDIX 6.4 Question 2 Temporal Variants in Operation during the Year

### 2a) Weekday Closure during Off-Peak Months

|         |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|--------------------|
| Valid   | Yes            | 41        | 5.7     | 5.7           | 5.7                |
|         | No             | 115       | 16.0    | 16.1          | 21.8               |
|         | Not applicable | 560       | 77.7    | 78.2          | 100.0              |
|         | Total          | 716       | 99.3    | 100.0         |                    |
| Missing | -9             | 5         | .7      |               |                    |
| Total   |                | 721       | 100.0   |               |                    |

### 2b) Weekend Opening during Some Months of the Year

|         |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|--------------------|
| Valid   | Yes            | 31        | 4.3     | 4.3           | 4.3                |
|         | No             | 125       | 17.3    | 17.5          | 21.8               |
|         | Not applicable | 560       | 77.7    | 78.2          | 100.0              |
|         | Total          | 716       | 99.3    | 100.0         |                    |
| Missing | -9             | 5         | .7      |               |                    |
| Total   |                | 721       | 100.0   |               |                    |

### 2c) Closure during Christmas and/or New Year Period

|         |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|--------------------|
| Valid   | Yes            | 75        | 10.4    | 10.9          | 10.9               |
|         | No             | 77        | 10.7    | 11.2          | 22.0               |
|         | Not applicable | 538       | 74.6    | 78.0          | 100.0              |
|         | Total          | 690       | 95.7    | 100.0         |                    |
| Missing | -18            | 26        | 3.6     |               |                    |
|         | -9             | 5         | .7      |               |                    |
|         | Total          | 31        | 4.3     |               |                    |
| Total   |                | 721       | 100.0   |               |                    |

### 2d) Other Opening / Closure Variants Specified

|         |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|--------------------|
| Valid   | Yes            | 81        | 11.2    | 11.3          | 11.3               |
|         | No             | 75        | 10.4    | 10.5          | 21.8               |
|         | Not applicable | 558       | 77.4    | 78.2          | 100.0              |
|         | Total          | 714       | 99.0    | 100.0         |                    |
| Missing | -18            | 2         | .3      |               |                    |
|         | -9             | 5         | .7      |               |                    |
|         | Total          | 7         | 1.0     |               |                    |
| Total   |                | 721       | 100.0   |               |                    |



**APPENDIX 6.5**

**Question 2a**

**Weekday Closure by Type of Business**

| Count               | Business Category (Type) |             |             |                         |                             |                     |                    |                           |                       |            | Total |
|---------------------|--------------------------|-------------|-------------|-------------------------|-----------------------------|---------------------|--------------------|---------------------------|-----------------------|------------|-------|
|                     | Bed & Breakfast          | Guest House | Hotel & Inn | Self Catering & Caravan | Holiday Park & Touring Park | Other Accommodation | Visitor Attraction | Tour or Activity Operator | Other Tourism Service |            |       |
| Weekday Closure Yes | 12                       | 6           | 10          | 1                       | 1                           | 0                   | 5                  | 2                         | 4                     | 41         |       |
| No                  | 44                       | 16          | 11          | 25                      | 8                           | 1                   | 2                  | 4                         | 4                     | 115        |       |
| N/A                 | 190                      | 49          | 36          | 186                     | 63                          | 0                   | 20                 | 6                         | 10                    | 560        |       |
| <b>Total</b>        | <b>246</b>               | <b>71</b>   | <b>57</b>   | <b>212</b>              | <b>72</b>                   | <b>1</b>            | <b>27</b>          | <b>12</b>                 | <b>18</b>             | <b>716</b> |       |



Question 3

Vary Hours of Opening and Closure by Type of Business

Count

|            |     | Business Category (Type) |             |             |                         |                             |                     |                    |                           |                       |       | Total |
|------------|-----|--------------------------|-------------|-------------|-------------------------|-----------------------------|---------------------|--------------------|---------------------------|-----------------------|-------|-------|
|            |     | Bed & Breakfast          | Guest House | Hotel & Inn | Self Catering & Caravan | Holiday Park & Touring Park | Other Accommodation | Visitor Attraction | Tour or Activity Operator | Other Tourism Service | Total |       |
| Vary Hours | Yes | 11                       | 3           | 11          | 7                       | 18                          | 0                   | 9                  | 5                         | 8                     | 72    |       |
|            | No  | 156                      | 46          | 39          | 94                      | 47                          | 1                   | 18                 | 5                         | 9                     | 415   |       |
|            | N/A | 79                       | 22          | 7           | 109                     | 6                           | 0                   | 0                  | 2                         | 0                     | 225   |       |
| Total      |     | 246                      | 71          | 57          | 210                     | 71                          | 1                   | 27                 | 12                        | 17                    | 712   |       |

Vary Hours Of Opening and Closure by ATB Area

Count

|            |     | ATB Area |    |     |    |    |    |    |    |     |    |    |    |    |    | Total |
|------------|-----|----------|----|-----|----|----|----|----|----|-----|----|----|----|----|----|-------|
|            |     | AG       | AD | AL  | AY | DG | EL | FF | GC | HL  | OR | PE | SB | SH | WE | Total |
| Vary Hours | Yes | 4        | 3  | 8   | 3  | 4  | 3  | 6  | 1  | 18  | 1  | 7  | 9  | 2  | 3  | 72    |
|            | No  | 21       | 4  | 88  | 22 | 20 | 23 | 20 | 4  | 129 | 8  | 31 | 30 | 1  | 14 | 415   |
|            | N/A | 21       | 4  | 44  | 12 | 18 | 11 | 17 | 1  | 63  | 1  | 14 | 8  | 1  | 10 | 225   |
| Total      |     | 46       | 11 | 140 | 37 | 42 | 37 | 43 | 6  | 210 | 10 | 52 | 47 | 4  | 27 | 712   |



## APPENDIX 6.7

### Question 3: Variants in the Hours of Opening and Closing

#### 3a) Later Opening Times during Off-Peak Months Compared with Peak Months

|         |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|--------------------|
| Valid   | Yes            | 22        | 3.1     | 3.1           | 3.1                |
|         | No             | 464       | 64.4    | 65.0          | 68.1               |
|         | Not applicable | 228       | 31.6    | 31.9          | 100.0              |
|         | Total          | 714       | 99.0    | 100.0         |                    |
| Missing | -9             | 7         | 1.0     |               |                    |
| Total   |                | 721       | 100.0   |               |                    |

#### 3b) Earlier Closing Times during Off-Peak Months Compared with Peak Months

|         |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|--------------------|
| Valid   | Yes            | 44        | 6.1     | 6.2           | 6.2                |
|         | No             | 442       | 61.3    | 61.9          | 68.1               |
|         | Not applicable | 228       | 31.6    | 31.9          | 100.0              |
|         | Total          | 714       | 99.0    | 100.0         |                    |
| Missing | -9             | 7         | 1.0     |               |                    |
| Total   |                | 721       | 100.0   |               |                    |

#### 3c) Other Variants

|         |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|--------------------|
| Valid   | Yes            | 31        | 4.3     | 4.3           | 4.3                |
|         | No             | 456       | 63.2    | 63.9          | 68.2               |
|         | Not applicable | 227       | 31.5    | 31.8          | 100.0              |
|         | Total          | 714       | 99.0    | 100.0         |                    |
| Missing | -9             | 7         | 1.0     |               |                    |
| Total   |                | 721       | 100.0   |               |                    |



Q4a Trend in Months of Opening by Type of Business

Count

|                            | Business Category (Type) |             |             |                         |                             |                     |                    |                           |                       |  | Total |
|----------------------------|--------------------------|-------------|-------------|-------------------------|-----------------------------|---------------------|--------------------|---------------------------|-----------------------|--|-------|
|                            | Bed & Breakfast          | Guest House | Hotel & Inn | Self Catering & Caravan | Holiday Park & Touring Park | Other Accommodation | Visitor Attraction | Tour or Activity Operator | Other Tourism Service |  |       |
| Trend in Months of Opening | 62                       | 14          | 16          | 43                      | 26                          | 0                   | 6                  | 2                         | 3                     |  | 172   |
| Increased                  |                          |             |             |                         |                             |                     |                    |                           |                       |  |       |
| Remained much the same     | 164                      | 47          | 33          | 153                     | 44                          | 1                   | 20                 | 8                         | 13                    |  | 483   |
| Reduced                    | 19                       | 7           | 7           | 12                      | 1                           | 0                   | 1                  | 2                         | 1                     |  | 50    |
| Total                      | 245                      | 68          | 56          | 208                     | 71                          | 1                   | 27                 | 12                        | 17                    |  | 705   |

Trend in Months of Opening by ATB Area

Count

|                            | ATB Area |    |     |    |    |    |    |    |     |    |    |    |    |    | Total |
|----------------------------|----------|----|-----|----|----|----|----|----|-----|----|----|----|----|----|-------|
|                            | AG       | AD | AL  | AY | DG | EL | FF | GC | HL  | OR | PE | SB | SH | WI |       |
| Trend in Months of Opening | 13       | 4  | 35  | 4  | 14 | 11 | 6  | 0  | 56  | 1  | 11 | 9  | 2  | 6  | 172   |
| Increased                  |          |    |     |    |    |    |    |    |     |    |    |    |    |    |       |
| Remained much the same     | 29       | 6  | 96  | 29 | 25 | 25 | 32 | 6  | 137 | 9  | 38 | 32 | 1  | 18 | 483   |
| Reduced                    | 3        | 0  | 7   | 2  | 2  | 3  | 3  | 0  | 19  | 0  | 5  | 3  | 2  | 1  | 50    |
| Total                      | 45       | 10 | 138 | 35 | 41 | 39 | 41 | 6  | 212 | 10 | 54 | 44 | 5  | 25 | 705   |



**APPENDIX 6.9**

**Trend in Hours of Opening by Type of Business**

**Q4b**

Count

| Count                  | Business Category (Type) |             |             |                         |                             |                     |                    |                           |                       |  | Total      |
|------------------------|--------------------------|-------------|-------------|-------------------------|-----------------------------|---------------------|--------------------|---------------------------|-----------------------|--|------------|
|                        | Bed & Breakfast          | Guest House | Hotel & Inn | Self Catering & Caravan | Holiday Park & Touring Park | Other Accommodation | Visitor Attraction | Tour or Activity Operator | Other Tourism Service |  |            |
| Increased              | 10                       | 3           | 3           | 6                       | 14                          | 0                   | 6                  | 4                         | 3                     |  | 49         |
| Remained much the same | 189                      | 49          | 48          | 112                     | 52                          | 1                   | 18                 | 7                         | 13                    |  | 489        |
| Reduced                | 3                        | 0           | 3           | 2                       | 0                           | 0                   | 3                  | 1                         | 1                     |  | 13         |
| <b>Total</b>           | <b>202</b>               | <b>52</b>   | <b>54</b>   | <b>120</b>              | <b>66</b>                   | <b>1</b>            | <b>27</b>          | <b>12</b>                 | <b>17</b>             |  | <b>551</b> |

**Trend in Hours of Opening by ATB Area**

Count

| Count                  | ATB Area  |          |            |           |           |           |           |          |            |          |           |           |          |           | Total      |
|------------------------|-----------|----------|------------|-----------|-----------|-----------|-----------|----------|------------|----------|-----------|-----------|----------|-----------|------------|
|                        | AG        | AD       | AL         | AY        | DG        | EL        | FF        | GC       | HL         | OR       | PE        | SB        | SH       | WE        |            |
| Increased              | 3         | 1        | 10         | 3         | 3         | 2         | 1         | 0        | 14         | 0        | 3         | 6         | 2        | 1         | 49         |
| Remained much the same | 27        | 7        | 100        | 24        | 28        | 27        | 29        | 6        | 144        | 7        | 38        | 29        | 0        | 23        | 489        |
| Reduced                | 0         | 0        | 1          | 0         | 1         | 0         | 1         | 0        | 5          | 0        | 2         | 1         | 2        | 0         | 13         |
| <b>Total</b>           | <b>30</b> | <b>8</b> | <b>111</b> | <b>27</b> | <b>32</b> | <b>29</b> | <b>31</b> | <b>6</b> | <b>163</b> | <b>7</b> | <b>43</b> | <b>36</b> | <b>4</b> | <b>24</b> | <b>551</b> |



# APPENDIX 6.10

## Question 6

### Change Trading Periods by Type of Business

| Count                      | Business Category (Type) |             |             |                         |                             |                     |                    |                           |                       |  | Total |
|----------------------------|--------------------------|-------------|-------------|-------------------------|-----------------------------|---------------------|--------------------|---------------------------|-----------------------|--|-------|
|                            | Bed & Breakfast          | Guest House | Hotel & Inn | Self Catering & Caravan | Holiday Park & Touring Park | Other Accommodation | Visitor Attraction | Tour or Activity Operator | Other Tourism Service |  |       |
| Change Trading Periods Yes | 129                      | 32          | 22          | 84                      | 18                          | 1                   | 12                 | 7                         | 8                     |  | 313   |
| Change Trading Periods No  | 113                      | 37          | 32          | 117                     | 51                          | 0                   | 15                 | 5                         | 8                     |  | 378   |
| Total                      | 242                      | 69          | 54          | 201                     | 69                          | 1                   | 27                 | 12                        | 16                    |  | 691   |

### Change Trading Periods by ATB Area

| Count                      | ATB Area |    |     |    |    |    |    |    |     |    |    |    |    | Total |     |
|----------------------------|----------|----|-----|----|----|----|----|----|-----|----|----|----|----|-------|-----|
|                            | AG       | AD | AL  | AY | DG | EL | FF | GC | HL  | OR | PE | SB | SH |       | WE  |
| Change Trading Periods Yes | 21       | 5  | 63  | 8  | 17 | 17 | 16 | 0  | 99  | 3  | 24 | 23 | 5  | 12    | 313 |
| Change Trading Periods No  | 25       | 5  | 71  | 28 | 23 | 20 | 27 | 4  | 108 | 4  | 28 | 21 | 0  | 14    | 378 |
| Total                      | 46       | 10 | 134 | 36 | 40 | 37 | 43 | 4  | 207 | 7  | 52 | 44 | 5  | 26    | 691 |



**APPENDIX 6.11**

**Q6a: Extend Period of Trading for Customers by Type of Business**

| Count | Extend Period for Customers | Business Category (Type) |             |             |                         |                             |                     |                    |                           |                       |     | Total |
|-------|-----------------------------|--------------------------|-------------|-------------|-------------------------|-----------------------------|---------------------|--------------------|---------------------------|-----------------------|-----|-------|
|       |                             | Bed & Breakfast          | Guest House | Hotel & Inn | Self Catering & Caravan | Holiday Park & Touring Park | Other Accommodation | Visitor Attraction | Tour or Activity Operator | Other Tourism Service |     |       |
|       | Yes                         | 103                      | 21          | 20          | 80                      | 15                          | 1                   | 12                 | 7                         | 9                     | 268 |       |
|       | No                          | 31                       | 12          | 3           | 6                       | 3                           | 0                   | 0                  | 0                         | 0                     | 55  |       |
|       | N/A                         | 113                      | 37          | 32          | 117                     | 51                          | 0                   | 15                 | 5                         | 8                     | 378 |       |
|       | Total                       | 247                      | 70          | 55          | 203                     | 69                          | 1                   | 27                 | 12                        | 17                    | 701 |       |

**Extend Period of Trading for Customers by ATB Area**

| Count | Extend Period for Customers | ATB Area |    |     |    |    |    |    |    |     |    |    |    |    |    | Total |
|-------|-----------------------------|----------|----|-----|----|----|----|----|----|-----|----|----|----|----|----|-------|
|       |                             | AG       | AD | AL  | AY | DG | EL | FF | GC | HL  | OR | PE | SB | SH | WE |       |
|       | Yes                         | 17       | 3  | 53  | 7  | 11 | 13 | 11 | 0  | 93  | 4  | 20 | 22 | 4  | 10 | 268   |
|       | No                          | 4        | 2  | 14  | 1  | 4  | 6  | 4  | 1  | 9   | 1  | 4  | 2  | 1  | 2  | 55    |
|       | Not applicable              | 25       | 5  | 71  | 28 | 23 | 20 | 27 | 4  | 108 | 4  | 28 | 21 | 0  | 14 | 378   |
|       | Total                       | 46       | 10 | 138 | 36 | 38 | 39 | 42 | 5  | 210 | 9  | 52 | 45 | 5  | 26 | 701   |



**APPENDIX 6.12**

**Q6b Close during Trading Period by Type of Business**

| Count                       | Business Category (Type) |             |             |                         |                             |                     |                    |                           |                       |       | Total |
|-----------------------------|--------------------------|-------------|-------------|-------------------------|-----------------------------|---------------------|--------------------|---------------------------|-----------------------|-------|-------|
|                             | Bed & Breakfast          | Guest House | Hotel & Inn | Self Catering & Caravan | Holiday Park & Touring Park | Other Accommodation | Visitor Attraction | Tour or Activity Operator | Other Tourism Service | Total |       |
| Close During Trading Period | 81                       | 25          | 8           | 15                      | 4                           | 0                   | 2                  | 0                         | 2                     | 137   |       |
| Yes                         | 81                       | 25          | 8           | 15                      | 4                           | 0                   | 2                  | 0                         | 2                     | 137   |       |
| No                          | 53                       | 8           | 15          | 71                      | 14                          | 1                   | 10                 | 7                         | 7                     | 186   |       |
| Not applicable              | 113                      | 37          | 32          | 117                     | 51                          | 0                   | 15                 | 5                         | 8                     | 378   |       |
| Total                       | 247                      | 70          | 55          | 203                     | 69                          | 1                   | 27                 | 12                        | 17                    | 701   |       |

**Close During Trading Period by ATB Area**

| Count                       | ATB Area            |                |  |                  |                     |                      |      |                                |           |              | Total |             |                  |                |               |
|-----------------------------|---------------------|----------------|--|------------------|---------------------|----------------------|------|--------------------------------|-----------|--------------|-------|-------------|------------------|----------------|---------------|
|                             | Aberdeen & Grampian | Angus & Dundee | Argyll, Loch Lomond, Stirling, Trossachs & Isles | Ayrshire & Arran | Dumfries & Galloway | Edinburgh & Lothians | Fife | Greater Glasgow & Clyde Valley | Highlands | Orkney Isles |       | Perth shire | Scottish Borders | Shetland Isles | Western Isles |
| Close During Trading Period | 7                   | 2              | 32   | 4                | 7                   | 15                   | 10   | 1                              | 32        | 1            | 12    | 7           | 2                | 5              | 137           |
| Yes                         | 7                   | 2              | 32   | 4                | 7                   | 15                   | 10   | 1                              | 32        | 1            | 12    | 7           | 2                | 5              | 137           |
| No                          | 14                  | 3              | 35   | 4                | 8                   | 4                    | 5    | 0                              | 70        | 4            | 12    | 17          | 3                | 7              | 186           |
| Not applicable              | 25                  | 5              | 71   | 28               | 23                  | 20                   | 27   | 4                              | 108       | 4            | 28    | 21          | 0                | 14             | 378           |
| Total                       | 46                  | 10             | 138  | 36               | 38                  | 39                   | 42   | 5                              | 210       | 9            | 52    | 45          | 5                | 26             | 701           |



## APPENDIX 6.13

### Question 7: Influences on Decision to Trade Seasonally: Descriptive Statistics

|                                 | Descriptive Statistics |           |           |           |           |           |            |           |            |           |            |
|---------------------------------|------------------------|-----------|-----------|-----------|-----------|-----------|------------|-----------|------------|-----------|------------|
|                                 | N                      | Minimum   | Maximum   | Mean      | Std.      | Skewness  |            | Kurtosis  |            |           |            |
|                                 | Statistic              | Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Std. Error | Statistic | Std. Error |
| Influence of My Markets         | 640                    | 1         | 5         | 2.01      | 1.188     | 1.094     | .097       | .309      | .097       | .193      | .193       |
| Influence of Area Markets       | 648                    | 1         | 5         | 2.60      | 1.353     | .457      | .096       | -.945     | .096       | .192      | .192       |
| Influence of Scottish Market    | 636                    | 1         | 5         | 3.07      | 1.375     | .017      | .097       | -1.215    | .097       | .194      | .194       |
| Influence of Other Operators    | 632                    | 1         | 5         | 4.37      | 1.012     | -1.648    | .097       | 1.993     | .097       | .194      | .194       |
| Influence of Suppliers          | 612                    | 1         | 5         | 4.62      | .928      | -2.651    | .099       | 6.344     | .099       | .197      | .197       |
| Influence of Climate            | 644                    | 1         | 5         | 3.41      | 1.503     | -.351     | .096       | -1.329    | .096       | .192      | .192       |
| Influence of Health & Safety    | 627                    | 1         | 5         | 4.77      | .677      | -3.433    | .098       | 12.678    | .098       | .195      | .195       |
| Influence of Licensing Regs     | 610                    | 1         | 5         | 4.64      | 1.059     | -2.857    | .099       | 6.640     | .099       | .198      | .198       |
| Uneconomic to Stay Open         | 643                    | 1         | 5         | 2.56      | 1.504     | .505      | .096       | -1.184    | .096       | .192      | .192       |
| Achieves Targets in Season      | 623                    | 1         | 5         | 3.82      | 1.349     | -.723     | .098       | -.843     | .098       | .195      | .195       |
| Repairs & Maintenance           | 641                    | 1         | 5         | 3.09      | 1.418     | -.018     | .097       | -1.250    | .097       | .193      | .193       |
| Concern for Environment         | 625                    | 1         | 5         | 4.63      | .784      | -2.376    | .098       | 5.566     | .098       | .195      | .195       |
| Influence of Staff Availability | 612                    | 1         | 5         | 4.76      | .685      | -3.429    | .099       | 12.534    | .099       | .197      | .197       |
| Rest & Relaxation               | 642                    | 1         | 5         | 2.90      | 1.624     | .137      | .096       | -1.565    | .096       | .193      | .193       |
| Family & Friends                | 636                    | 1         | 5         | 3.34      | 1.586     | -.281     | .097       | -1.488    | .097       | .194      | .194       |
| Valid N (listwise)              | 543                    |           |           |           |           |           |            |           |            |           |            |



## APPENDIX 6.14

### Question 7: Influence on Decision to Trade Seasonally: Frequency Data

#### 7a Influence of My Markets

|         |                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------------------|-----------|---------|---------------|--------------------|
| Valid   | Extreme importance | 288       | 39.9    | 45.0          | 45.0               |
|         | Very important     | 175       | 24.3    | 27.3          | 72.3               |
|         | Some importance    | 98        | 13.6    | 15.3          | 87.7               |
|         | Little importance  | 39        | 5.4     | 6.1           | 93.8               |
|         | Of no importance   | 40        | 5.5     | 6.3           | 100.0              |
|         | Total              | 640       | 88.8    | 100.0         |                    |
| Missing | -18                | 2         | .3      |               |                    |
|         | -9                 | 79        | 11.0    |               |                    |
|         | Total              | 81        | 11.2    |               |                    |
| Total   | 721                | 100.0     |         |               |                    |

#### 7b Influence of Area Markets

|         |                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------------------|-----------|---------|---------------|--------------------|
| Valid   | Extreme importance | 170       | 23.6    | 26.2          | 26.2               |
|         | Very Important     | 171       | 23.7    | 26.4          | 52.6               |
|         | Some importance    | 146       | 20.2    | 22.5          | 75.2               |
|         | Little importance  | 69        | 9.6     | 10.6          | 85.8               |
|         | Of no importance   | 92        | 12.8    | 14.2          | 100.0              |
|         | Total              | 648       | 89.9    | 100.0         |                    |
| Missing | -18                | 2         | .3      |               |                    |
|         | -9                 | 71        | 9.8     |               |                    |
|         | Total              | 73        | 10.1    |               |                    |
| Total   | 721                | 100.0     |         |               |                    |

#### 7c Influence of Scottish Market

|         |                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------------------|-----------|---------|---------------|--------------------|
| Valid   | Extreme importance | 101       | 14.0    | 15.9          | 15.9               |
|         | Very important     | 138       | 19.1    | 21.7          | 37.6               |
|         | Some importance    | 153       | 21.2    | 24.1          | 61.6               |
|         | Little importance  | 105       | 14.6    | 16.5          | 78.1               |
|         | Of no importance   | 139       | 19.3    | 21.9          | 100.0              |
|         | Total              | 636       | 88.2    | 100.0         |                    |
| Missing | -18                | 4         | .6      |               |                    |
|         | -9                 | 81        | 11.2    |               |                    |
|         | Total              | 85        | 11.8    |               |                    |
| Total   | 721                | 100.0     |         |               |                    |



**7d Influence of Other Operators**

|         |                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------------------|-----------|---------|---------------|--------------------|
| Valid   | Extreme importance | 16        | 2.2     | 2.5           | 2.5                |
|         | Very important     | 30        | 4.2     | 4.7           | 7.3                |
|         | Some importance    | 64        | 8.9     | 10.1          | 17.4               |
|         | Little importance  | 118       | 16.4    | 18.7          | 36.1               |
|         | Of no importance   | 404       | 56.0    | 63.9          | 100.0              |
|         | Total              | 632       | 87.7    | 100.0         |                    |
| Missing | -18                | 2         | .3      |               |                    |
|         | -9                 | 87        | 12.1    |               |                    |
|         | Total              | 89        | 12.3    |               |                    |
| Total   | 721                | 100.0     |         |               |                    |

**7e Influence of Suppliers**

|         |                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------------------|-----------|---------|---------------|--------------------|
| Valid   | Extreme Importance | 19        | 2.6     | 3.1           | 3.1                |
|         | Very important     | 14        | 1.9     | 2.3           | 5.4                |
|         | Some importance    | 35        | 4.9     | 5.7           | 11.1               |
|         | Little importance  | 43        | 6.0     | 7.0           | 18.1               |
|         | Of no importance   | 501       | 69.5    | 81.9          | 100.0              |
|         | Total              | 612       | 84.9    | 100.0         |                    |
| Missing | -18                | 2         | .3      |               |                    |
|         | -9                 | 107       | 14.8    |               |                    |
|         | Total              | 109       | 15.1    |               |                    |
| Total   | 721                | 100.0     |         |               |                    |

**7f Influence of Climate**

|         |                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------------------|-----------|---------|---------------|--------------------|
| Valid   | Extreme importance | 105       | 14.6    | 16.3          | 16.3               |
|         | Very important     | 91        | 12.6    | 14.1          | 30.4               |
|         | Some importance    | 122       | 16.9    | 18.9          | 49.4               |
|         | Little importance  | 84        | 11.7    | 13.0          | 62.4               |
|         | Of no importance   | 242       | 33.6    | 37.6          | 100.0              |
|         | Total              | 644       | 89.3    | 100.0         |                    |
| Missing | -18                | 1         | .1      |               |                    |
|         | -9                 | 76        | 10.5    |               |                    |
|         | Total              | 77        | 10.7    |               |                    |
| Total   | 721                | 100.0     |         |               |                    |



**7g Influence of Health & Safety**

|         |                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------------------|-----------|---------|---------------|--------------------|
| Valid   | Extreme importance | 7         | 1.0     | 1.1           | 1.1                |
|         | Very important     | 6         | .8      | 1.0           | 2.1                |
|         | Some importance    | 27        | 3.7     | 4.3           | 6.4                |
|         | Little importance  | 47        | 6.5     | 7.5           | 13.9               |
|         | Of no importance   | 540       | 74.9    | 86.1          | 100.0              |
|         | Total              | 627       | 87.0    | 100.0         |                    |
| Missing | -18                | 1         | .1      |               |                    |
|         | -9                 | 93        | 12.9    |               |                    |
|         | Total              | 94        | 13.0    |               |                    |
| Total   | 721                | 100.0     |         |               |                    |

**7h Influence of Licensing Regulations**

|         |                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------------------|-----------|---------|---------------|--------------------|
| Valid   | Extreme importance | 39        | 5.4     | 6.4           | 6.4                |
|         | Very important     | 8         | 1.1     | 1.3           | 7.7                |
|         | Some importance    | 13        | 1.8     | 2.1           | 9.8                |
|         | Little importance  | 15        | 2.1     | 2.5           | 12.3               |
|         | Of no importance   | 535       | 74.2    | 87.7          | 100.0              |
|         | Total              | 610       | 84.6    | 100.0         |                    |
| Missing | -18                | 3         | .4      |               |                    |
|         | -9                 | 108       | 15.0    |               |                    |
|         | Total              | 111       | 15.4    |               |                    |
| Total   | 721                | 100.0     |         |               |                    |

**7i Uneconomic to Stay Open**

|         |                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------------------|-----------|---------|---------------|--------------------|
| Valid   | Extreme importance | 220       | 30.5    | 34.2          | 34.2               |
|         | Very important     | 142       | 19.7    | 22.1          | 56.3               |
|         | Some importance    | 104       | 14.4    | 16.2          | 72.5               |
|         | Little importance  | 52        | 7.2     | 8.1           | 80.6               |
|         | Of no importance   | 125       | 17.3    | 19.4          | 100.0              |
|         | Total              | 643       | 89.2    | 100.0         |                    |
| Missing | -18                | 2         | .3      |               |                    |
|         | -9                 | 76        | 10.5    |               |                    |
|         | Total              | 78        | 10.8    |               |                    |
| Total   | 721                | 100.0     |         |               |                    |



**7j Achieves Revenue Targets In Season**

|         |                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------------------|-----------|---------|---------------|--------------------|
| Valid   | Extreme importance | 45        | 6.2     | 7.2           | 7.2                |
|         | Very important     | 86        | 11.9    | 13.8          | 21.0               |
|         | Some importance    | 103       | 14.3    | 16.5          | 37.6               |
|         | Little importance  | 90        | 12.5    | 14.4          | 52.0               |
|         | Of no importance   | 299       | 41.5    | 48.0          | 100.0              |
|         | Total              | 623       | 86.4    | 100.0         |                    |
| Missing | -18                | 2         | .3      |               |                    |
|         | -9                 | 96        | 13.3    |               |                    |
|         | Total              | 98        | 13.6    |               |                    |
| Total   |                    | 721       | 100.0   |               |                    |

**7k Repairs & Maintenance**

|         |                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------------------|-----------|---------|---------------|--------------------|
| Valid   | Extreme importance | 115       | 16.0    | 17.9          | 17.9               |
|         | Very important     | 113       | 15.7    | 17.6          | 35.6               |
|         | Some importance    | 170       | 23.6    | 26.5          | 62.1               |
|         | Little importance  | 84        | 11.7    | 13.1          | 75.2               |
|         | Of no importance   | 159       | 22.1    | 24.8          | 100.0              |
|         | Total              | 641       | 88.9    | 100.0         |                    |
| Missing | -18                | 1         | .1      |               |                    |
|         | -9                 | 79        | 11.0    |               |                    |
|         | Total              | 80        | 11.1    |               |                    |
| Total   |                    | 721       | 100.0   |               |                    |

**7l Concern for the Environment**

|         |                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------------------|-----------|---------|---------------|--------------------|
| Valid   | Extreme importance | 6         | .8      | 1.0           | 1.0                |
|         | Very important     | 13        | 1.8     | 2.1           | 3.0                |
|         | Some importance    | 44        | 6.1     | 7.0           | 10.1               |
|         | Little importance  | 79        | 11.0    | 12.6          | 22.7               |
|         | Of no importance   | 483       | 67.0    | 77.3          | 100.0              |
|         | Total              | 625       | 86.7    | 100.0         |                    |
| Missing | -18                | 1         | .1      |               |                    |
|         | -9                 | 95        | 13.2    |               |                    |
|         | Total              | 96        | 13.3    |               |                    |
| Total   |                    | 721       | 100.0   |               |                    |



**7m Influence of Staff Availability**

|         |                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------------------|-----------|---------|---------------|--------------------|
| Valid   | Extreme importance | 7         | 1.0     | 1.1           | 1.1                |
|         | Very important     | 7         | 1.0     | 1.1           | 2.3                |
|         | Some importance    | 25        | 3.5     | 4.1           | 6.4                |
|         | Little importance  | 46        | 6.4     | 7.5           | 13.9               |
|         | Of no importance   | 527       | 73.1    | 86.1          | 100.0              |
|         | Total              | 612       | 84.9    | 100.0         |                    |
| Missing | -18                | 1         | .1      |               |                    |
|         | -9                 | 108       | 15.0    |               |                    |
|         | Total              | 109       | 15.1    |               |                    |
| Total   |                    | 721       | 100.0   |               |                    |

**7n Rest & Relaxation**

|         |                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------------------|-----------|---------|---------------|--------------------|
| Valid   | Extreme importance | 199       | 27.6    | 31.0          | 31.0               |
|         | Very important     | 94        | 13.0    | 14.6          | 45.6               |
|         | Some importance    | 109       | 15.1    | 17.0          | 62.6               |
|         | Little importance  | 51        | 7.1     | 7.9           | 70.6               |
|         | Of no importance   | 189       | 26.2    | 29.4          | 100.0              |
|         | Total              | 642       | 89.0    | 100.0         |                    |
| Missing | -18                | 2         | .3      |               |                    |
|         | -9                 | 77        | 10.7    |               |                    |
|         | Total              | 79        | 11.0    |               |                    |
| Total   |                    | 721       | 100.0   |               |                    |

**7o Family & Friends**

|         |                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------------------|-----------|---------|---------------|--------------------|
| Valid   | Extreme importance | 130       | 18.0    | 20.4          | 20.4               |
|         | Very important     | 89        | 12.3    | 14.0          | 34.4               |
|         | Some importance    | 103       | 14.3    | 16.2          | 50.6               |
|         | Little importance  | 65        | 9.0     | 10.2          | 60.8               |
|         | Of no importance   | 249       | 34.5    | 39.2          | 100.0              |
|         | Total              | 636       | 88.2    | 100.0         |                    |
| Missing | -18                | 1         | .1      |               |                    |
|         | -9                 | 84        | 11.7    |               |                    |
|         | Total              | 85        | 11.8    |               |                    |
| Total   |                    | 721       | 100.0   |               |                    |



**APPENDIX 6.15**

**Seasonal Trading Influences by Type of Business**

**7a Influence of My Markets by Type of Business**

| Count | Influence of My Markets | Business Category (Type) |             |             |                         |                             |                     |                    |                           | Total     |                       |
|-------|-------------------------|--------------------------|-------------|-------------|-------------------------|-----------------------------|---------------------|--------------------|---------------------------|-----------|-----------------------|
|       |                         | Bed & Breakfast          | Guest House | Hotel & Inn | Self Catering & Caravan | Holiday Park & Touring Park | Other Accommodation | Visitor Attraction | Tour or Activity Operator |           | Other Tourism Service |
|       | Extreme importance      | 97                       | 18          | 31          | 74                      | 36                          | 1                   | 14                 | 7                         | 10        | 288                   |
|       | Very important          | 70                       | 25          | 15          | 39                      | 11                          | 0                   | 10                 | 2                         | 3         | 175                   |
|       | Some importance         | 34                       | 14          | 6           | 26                      | 13                          | 0                   | 3                  | 1                         | 1         | 98                    |
|       | Little importance       | 14                       | 3           | 0           | 19                      | 1                           | 0                   | 0                  | 1                         | 1         | 39                    |
|       | Of no importance        | 12                       | 4           | 1           | 16                      | 6                           | 0                   | 0                  | 0                         | 1         | 40                    |
|       | <b>Total</b>            | <b>227</b>               | <b>64</b>   | <b>53</b>   | <b>174</b>              | <b>67</b>                   | <b>1</b>            | <b>27</b>          | <b>11</b>                 | <b>16</b> | <b>640</b>            |

**7b Influence of Area Markets by Type of Business**

| Count | Influence of Area Markets | Business Category (Type) |             |             |                         |                             |                     |                    |                           | Total     |                       |
|-------|---------------------------|--------------------------|-------------|-------------|-------------------------|-----------------------------|---------------------|--------------------|---------------------------|-----------|-----------------------|
|       |                           | Bed & Breakfast          | Guest House | Hotel & Inn | Self Catering & Caravan | Holiday Park & Touring Park | Other Accommodation | Visitor Attraction | Tour or Activity Operator |           | Other Tourism Service |
|       | Extreme importance        | 67                       | 11          | 13          | 43                      | 18                          | 0                   | 9                  | 5                         | 4         | 170                   |
|       | Very important            | 66                       | 24          | 19          | 33                      | 17                          | 0                   | 5                  | 2                         | 5         | 171                   |
|       | Some importance           | 47                       | 16          | 14          | 43                      | 11                          | 1                   | 8                  | 1                         | 5         | 146                   |
|       | Little importance         | 18                       | 10          | 3           | 22                      | 10                          | 0                   | 3                  | 2                         | 1         | 69                    |
|       | Of no importance          | 31                       | 4           | 4           | 39                      | 11                          | 0                   | 1                  | 1                         | 1         | 92                    |
|       | <b>Total</b>              | <b>229</b>               | <b>65</b>   | <b>53</b>   | <b>180</b>              | <b>67</b>                   | <b>1</b>            | <b>26</b>          | <b>11</b>                 | <b>16</b> | <b>648</b>            |



**7c Influence of Scottish Market by Type of Business**

| Count                        | Business Category (Type) |             |             |                         |                             |                     |                    |                           | Total |                       |
|------------------------------|--------------------------|-------------|-------------|-------------------------|-----------------------------|---------------------|--------------------|---------------------------|-------|-----------------------|
|                              | Bed & Breakfast          | Guest House | Hotel & Inn | Self Catering & Caravan | Holiday Park & Touring Park | Other Accommodation | Visitor Attraction | Tour or Activity Operator |       | Other Tourism Service |
| Influence of Scottish Market | 39                       | 8           | 9           | 21                      | 15                          | 0                   | 4                  | 4                         | 1     | 101                   |
| Extreme importance           | 55                       | 12          | 13          | 34                      | 11                          | 1                   | 3                  | 3                         | 6     | 138                   |
| Very important               | 54                       | 19          | 14          | 41                      | 14                          | 0                   | 9                  | 1                         | 1     | 153                   |
| Some importance              | 31                       | 14          | 10          | 30                      | 11                          | 0                   | 4                  | 1                         | 4     | 105                   |
| Little importance            | 45                       | 12          | 7           | 50                      | 14                          | 0                   | 5                  | 2                         | 4     | 139                   |
| Of no importance             | 224                      | 65          | 53          | 176                     | 65                          | 1                   | 25                 | 11                        | 16    | 636                   |
| Total                        |                          |             |             |                         |                             |                     |                    |                           |       |                       |

**7d Influence of Other Operators by Type of Business**

| Count                        | Business Category (Type) |             |             |                         |                             |                     |                    |                           | Total |                       |
|------------------------------|--------------------------|-------------|-------------|-------------------------|-----------------------------|---------------------|--------------------|---------------------------|-------|-----------------------|
|                              | Bed & Breakfast          | Guest House | Hotel & Inn | Self Catering & Caravan | Holiday Park & Touring Park | Other Accommodation | Visitor Attraction | Tour or Activity Operator |       | Other Tourism Service |
| Influence of Other Operators | 7                        | 0           | 1           | 5                       | 2                           | 0                   | 0                  | 1                         | 0     | 16                    |
| Extreme importance           | 11                       | 1           | 2           | 7                       | 4                           | 0                   | 4                  | 0                         | 1     | 30                    |
| Very important               | 20                       | 4           | 10          | 16                      | 9                           | 0                   | 3                  | 1                         | 1     | 64                    |
| Some importance              | 38                       | 12          | 10          | 34                      | 16                          | 0                   | 5                  | 2                         | 1     | 118                   |
| Little importance            | 148                      | 46          | 29          | 112                     | 35                          | 1                   | 13                 | 7                         | 13    | 404                   |
| Of no importance             | 224                      | 63          | 52          | 174                     | 66                          | 1                   | 25                 | 11                        | 16    | 632                   |
| Total                        |                          |             |             |                         |                             |                     |                    |                           |       |                       |



**7e Influence of Suppliers by Type of Business**

| Count                  | Business Category (Type) |             |             |                         |                             |                     |                    |                           |                       |     | Total |
|------------------------|--------------------------|-------------|-------------|-------------------------|-----------------------------|---------------------|--------------------|---------------------------|-----------------------|-----|-------|
|                        | Bed & Breakfast          | Guest House | Hotel & Inn | Self Catering & Caravan | Holiday Park & Touring Park | Other Accommodation | Visitor Attraction | Tour or Activity Operator | Other Tourism Service |     |       |
| Influence of Suppliers | 3                        | 0           | 2           | 7                       | 3                           | 0                   | 0                  | 1                         | 3                     | 19  |       |
| Extreme importance     | 3                        | 0           | 3           | 2                       | 3                           | 0                   | 2                  | 0                         | 1                     | 14  |       |
| Very important         | 15                       | 4           | 3           | 5                       | 4                           | 0                   | 4                  | 0                         | 0                     | 35  |       |
| Some importance        | 11                       | 4           | 2           | 10                      | 8                           | 0                   | 7                  | 1                         | 0                     | 43  |       |
| Little importance      | 183                      | 55          | 43          | 141                     | 46                          | 1                   | 11                 | 9                         | 12                    | 501 |       |
| Of no importance       | 215                      | 63          | 53          | 165                     | 64                          | 1                   | 24                 | 11                        | 16                    | 612 |       |
| Total                  |                          |             |             |                         |                             |                     |                    |                           |                       |     |       |

**7f Influence of Climate by Type of Business**

| Count                | Business Category (Type) |             |             |                         |                             |                     |                    |                           |                       |     | Total |
|----------------------|--------------------------|-------------|-------------|-------------------------|-----------------------------|---------------------|--------------------|---------------------------|-----------------------|-----|-------|
|                      | Bed & Breakfast          | Guest House | Hotel & Inn | Self Catering & Caravan | Holiday Park & Touring Park | Other Accommodation | Visitor Attraction | Tour or Activity Operator | Other Tourism Service |     |       |
| Influence of Climate | 19                       | 3           | 3           | 39                      | 24                          | 0                   | 5                  | 7                         | 5                     | 105 |       |
| Extreme importance   | 22                       | 7           | 9           | 33                      | 12                          | 0                   | 4                  | 1                         | 3                     | 91  |       |
| Very important       | 49                       | 13          | 12          | 29                      | 10                          | 0                   | 7                  | 1                         | 1                     | 122 |       |
| Some importance      | 35                       | 14          | 8           | 18                      | 4                           | 0                   | 4                  | 1                         | 0                     | 84  |       |
| Little importance    | 101                      | 28          | 21          | 60                      | 17                          | 1                   | 6                  | 1                         | 7                     | 242 |       |
| Of no importance     | 226                      | 65          | 53          | 179                     | 67                          | 1                   | 26                 | 11                        | 16                    | 644 |       |
| Total                |                          |             |             |                         |                             |                     |                    |                           |                       |     |       |



7g Influence of Health & Safety by Type of Business

| Count                        | Business Category (Type) |             |             |                         |                             |                     |                    |                           | Total |                       |
|------------------------------|--------------------------|-------------|-------------|-------------------------|-----------------------------|---------------------|--------------------|---------------------------|-------|-----------------------|
|                              | Bed & Breakfast          | Guest House | Hotel & Inn | Self Catering & Caravan | Holiday Park & Touring Park | Other Accommodation | Visitor Attraction | Tour or Activity Operator |       | Other Tourism Service |
| Influence of Health & Safety | 0                        | 0           | 1           | 2                       | 2                           | 0                   | 0                  | 2                         | 0     | 7                     |
| Extreme importance           | 1                        | 0           | 0           | 1                       | 1                           | 0                   | 1                  | 2                         | 0     | 6                     |
| Very important               | 8                        | 1           | 1           | 9                       | 6                           | 0                   | 1                  | 1                         | 0     | 27                    |
| Some importance              | 14                       | 4           | 1           | 14                      | 11                          | 0                   | 3                  | 0                         | 0     | 47                    |
| Little importance            | 195                      | 59          | 50          | 147                     | 46                          | 1                   | 20                 | 6                         | 16    | 540                   |
| Of no importance             | 218                      | 64          | 53          | 173                     | 66                          | 1                   | 25                 | 11                        | 16    | 627                   |
| Total                        |                          |             |             |                         |                             |                     |                    |                           |       |                       |

7h Influence of Licensing Regulations by Type of Business

| Count                       | Business Category (Type) |             |             |                         |                             |                     |                    |                           | Total |                       |
|-----------------------------|--------------------------|-------------|-------------|-------------------------|-----------------------------|---------------------|--------------------|---------------------------|-------|-----------------------|
|                             | Bed & Breakfast          | Guest House | Hotel & Inn | Self Catering & Caravan | Holiday Park & Touring Park | Other Accommodation | Visitor Attraction | Tour or Activity Operator |       | Other Tourism Service |
| Influence of Licensing Regs | 0                        | 0           | 1           | 4                       | 32                          | 0                   | 0                  | 2                         | 0     | 39                    |
| Extreme importance          | 0                        | 0           | 0           | 1                       | 6                           | 0                   | 0                  | 1                         | 0     | 8                     |
| Very important              | 1                        | 1           | 0           | 2                       | 5                           | 0                   | 2                  | 2                         | 0     | 13                    |
| Some importance             | 0                        | 2           | 1           | 6                       | 5                           | 0                   | 1                  | 0                         | 0     | 15                    |
| Little importance           | 210                      | 55          | 51          | 156                     | 19                          | 1                   | 21                 | 6                         | 16    | 535                   |
| Of no importance            | 211                      | 58          | 53          | 169                     | 67                          | 1                   | 24                 | 11                        | 16    | 610                   |
| Total                       |                          |             |             |                         |                             |                     |                    |                           |       |                       |



7i Uneconomic to Stay Open by Type of Business

| Count                   | Business Category (Type) |             |             |                         |                             |                     |                    |                           | Total |                       |
|-------------------------|--------------------------|-------------|-------------|-------------------------|-----------------------------|---------------------|--------------------|---------------------------|-------|-----------------------|
|                         | Bed & Breakfast          | Guest House | Hotel & Inn | Self Catering & Caravan | Holiday Park & Touring Park | Other Accommodation | Visitor Attraction | Tour or Activity Operator |       | Other Tourism Service |
| Uneconomic to Stay Open | 81                       | 12          | 29          | 44                      | 28                          | 1                   | 11                 | 8                         | 6     | 220                   |
| Extreme importance      | 46                       | 13          | 12          | 43                      | 14                          | 0                   | 6                  | 2                         | 6     | 142                   |
| Very important          | 40                       | 18          | 5           | 23                      | 11                          | 0                   | 6                  | 0                         | 1     | 104                   |
| Some importance         | 14                       | 8           | 4           | 21                      | 3                           | 0                   | 2                  | 0                         | 0     | 52                    |
| Little importance       | 48                       | 9           | 3           | 50                      | 10                          | 0                   | 1                  | 1                         | 3     | 125                   |
| Of no importance        | 229                      | 60          | 53          | 181                     | 66                          | 1                   | 26                 | 11                        | 16    | 643                   |

7j Achieves Targets in Season by Type of Business

| Count                      | Business Category (Type) |             |             |                         |                             |                     |                    |                           | Total |                       |
|----------------------------|--------------------------|-------------|-------------|-------------------------|-----------------------------|---------------------|--------------------|---------------------------|-------|-----------------------|
|                            | Bed & Breakfast          | Guest House | Hotel & Inn | Self Catering & Caravan | Holiday Park & Touring Park | Other Accommodation | Visitor Attraction | Tour or Activity Operator |       | Other Tourism Service |
| Achieves Targets in Season | 11                       | 4           | 8           | 10                      | 8                           | 0                   | 1                  | 1                         | 2     | 45                    |
| Extreme importance         | 23                       | 21          | 11          | 22                      | 6                           | 0                   | 1                  | 0                         | 2     | 86                    |
| Very important             | 40                       | 16          | 7           | 19                      | 11                          | 0                   | 6                  | 1                         | 3     | 103                   |
| Some importance            | 27                       | 7           | 8           | 29                      | 12                          | 0                   | 5                  | 2                         | 0     | 90                    |
| Little importance          | 119                      | 15          | 17          | 92                      | 27                          | 1                   | 12                 | 7                         | 9     | 299                   |
| Of no importance           | 220                      | 63          | 51          | 172                     | 64                          | 1                   | 25                 | 11                        | 16    | 623                   |



7k Repairs & Maintenance by Type of Business

| Count                 | Business Category (Type) |             |             |                         |                             |                     |                    |                           |                       | Total |
|-----------------------|--------------------------|-------------|-------------|-------------------------|-----------------------------|---------------------|--------------------|---------------------------|-----------------------|-------|
|                       | Bed & Breakfast          | Guest House | Hotel & Inn | Self Catering & Caravan | Holiday Park & Touring Park | Other Accommodation | Visitor Attraction | Tour or Activity Operator | Other Tourism Service |       |
| Repairs & Maintenance | 36                       | 14          | 12          | 37                      | 9                           | 1                   | 3                  | 2                         | 1                     | 11    |
| Extreme importance    | 33                       | 22          | 11          | 34                      | 11                          | 0                   | 2                  | 0                         | 0                     | 11    |
| Very important        | 60                       | 21          | 13          | 42                      | 20                          | 0                   | 7                  | 3                         | 4                     | 17    |
| Some importance       | 30                       | 3           | 8           | 23                      | 10                          | 0                   | 4                  | 4                         | 2                     | 8     |
| Little importance     | 67                       | 4           | 8           | 45                      | 15                          | 0                   | 9                  | 2                         | 9                     | 15    |
| Of no importance      | 226                      | 64          | 52          | 181                     | 65                          | 1                   | 25                 | 11                        | 16                    | 64    |

7l Concern for Environment by Type of Business

| Count                   | Business Category (Type) |             |             |                         |                             |                     |                    |                           |                       | Total |
|-------------------------|--------------------------|-------------|-------------|-------------------------|-----------------------------|---------------------|--------------------|---------------------------|-----------------------|-------|
|                         | Bed & Breakfast          | Guest House | Hotel & Inn | Self Catering & Caravan | Holiday Park & Touring Park | Other Accommodation | Visitor Attraction | Tour or Activity Operator | Other Tourism Service |       |
| Concern for Environment | 0                        | 0           | 1           | 2                       | 1                           | 0                   | 0                  | 1                         | 1                     | 6     |
| Extreme importance      | 3                        | 0           | 1           | 5                       | 2                           | 0                   | 1                  | 1                         | 0                     | 13    |
| Very important          | 12                       | 4           | 3           | 11                      | 7                           | 0                   | 2                  | 3                         | 2                     | 44    |
| Some importance         | 29                       | 6           | 4           | 24                      | 13                          | 0                   | 3                  | 0                         | 0                     | 79    |
| Little importance       | 174                      | 53          | 43          | 133                     | 41                          | 1                   | 19                 | 6                         | 13                    | 483   |
| Of no importance        | 218                      | 63          | 52          | 175                     | 64                          | 1                   | 25                 | 11                        | 16                    | 625   |



7m Influence of Staff Availability by Type of Business

| Count                           | Business Category (Type) |             |             |                         |                             |                     |                    |                           | Total |                       |
|---------------------------------|--------------------------|-------------|-------------|-------------------------|-----------------------------|---------------------|--------------------|---------------------------|-------|-----------------------|
|                                 | Bed & Breakfast          | Guest House | Hotel & Inn | Self Catering & Caravan | Holiday Park & Touring Park | Other Accommodation | Visitor Attraction | Tour or Activity Operator |       | Other Tourism Service |
| Influence of Staff Availability | 1                        | 1           | 2           | 2                       | 0                           | 0                   | 1                  | 0                         | 0     | 7                     |
| Extreme importance              | 0                        | 1           | 2           | 2                       | 0                           | 0                   | 1                  | 0                         | 1     | 7                     |
| Very important                  | 7                        | 3           | 6           | 5                       | 2                           | 0                   | 2                  | 0                         | 0     | 25                    |
| Some importance                 | 7                        | 4           | 8           | 13                      | 9                           | 0                   | 5                  | 0                         | 0     | 46                    |
| Little importance               | 197                      | 52          | 34          | 147                     | 54                          | 1                   | 16                 | 11                        | 15    | 527                   |
| Of no importance                | 212                      | 61          | 52          | 169                     | 65                          | 1                   | 25                 | 11                        | 16    | 612                   |
| Total                           |                          |             |             |                         |                             |                     |                    |                           |       |                       |

7n Rest & Relaxation by Type of Business

| Count              | Business Category (Type) |             |             |                         |                             |                     |                    |                           | Total |                       |
|--------------------|--------------------------|-------------|-------------|-------------------------|-----------------------------|---------------------|--------------------|---------------------------|-------|-----------------------|
|                    | Bed & Breakfast          | Guest House | Hotel & Inn | Self Catering & Caravan | Holiday Park & Touring Park | Other Accommodation | Visitor Attraction | Tour or Activity Operator |       | Other Tourism Service |
| Rest & Relaxation  | 102                      | 35          | 16          | 32                      | 7                           | 0                   | 3                  | 0                         | 4     | 199                   |
| Extreme importance | 37                       | 12          | 7           | 24                      | 12                          | 0                   | 0                  | 1                         | 1     | 94                    |
| Very important     | 45                       | 10          | 12          | 24                      | 12                          | 0                   | 1                  | 2                         | 3     | 109                   |
| Some importance    | 14                       | 3           | 6           | 17                      | 6                           | 0                   | 3                  | 1                         | 1     | 51                    |
| Little importance  | 29                       | 5           | 12          | 81                      | 29                          | 1                   | 18                 | 7                         | 7     | 189                   |
| Of no importance   | 227                      | 65          | 53          | 178                     | 66                          | 1                   | 25                 | 11                        | 16    | 642                   |
| Total              |                          |             |             |                         |                             |                     |                    |                           |       |                       |



7o Family & Friends by Type of Business

| Count              | Business Category (Type) |             |             |                         |                             |                     |                    |                           |                       |     | Total |
|--------------------|--------------------------|-------------|-------------|-------------------------|-----------------------------|---------------------|--------------------|---------------------------|-----------------------|-----|-------|
|                    | Bed & Breakfast          | Guest House | Hotel & Inn | Self Catering & Caravan | Holiday Park & Touring Park | Other Accommodation | Visitor Attraction | Tour or Activity Operator | Other Tourism Service |     |       |
| Family & Friends   | 73                       | 17          | 6           | 27                      | 5                           | 0                   | 0                  | 0                         | 2                     | 130 |       |
| Extreme importance | 41                       | 13          | 10          | 18                      | 4                           | 0                   | 1                  | 1                         | 1                     | 89  |       |
| Very important     | 39                       | 10          | 7           | 29                      | 12                          | 0                   | 2                  | 2                         | 2                     | 103 |       |
| Some importance    | 21                       | 5           | 10          | 15                      | 10                          | 0                   | 1                  | 2                         | 1                     | 65  |       |
| Little importance  | 51                       | 20          | 20          | 88                      | 32                          | 1                   | 21                 | 6                         | 10                    | 249 |       |
| Of no importance   | 225                      | 65          | 53          | 177                     | 63                          | 1                   | 25                 | 11                        | 16                    | 636 |       |
| Total              |                          |             |             |                         |                             |                     |                    |                           |                       |     |       |



**APPENDIX 6.16**

**Length of Time Operating the Business**

**Q8: How Long Operating this business by Type of Business**

| Count | How Long Operating Business | Business Category (Type) |             |             |                         |                             |                     |                    |                           |                       |          | Total    |            |
|-------|-----------------------------|--------------------------|-------------|-------------|-------------------------|-----------------------------|---------------------|--------------------|---------------------------|-----------------------|----------|----------|------------|
|       |                             | Bed & Breakfast          | Guest House | Hotel & Inn | Self Catering & Caravan | Holiday Park & Touring Park | Other Accommodation | Visitor Attraction | Tour or Activity Operator | Other Tourism Service |          |          |            |
|       | < 1 trading year            | 3                        | 4           | 4           | 6                       | 5                           | 0                   | 0                  | 0                         | 0                     | 0        | 0        | 22         |
|       | 1 - 2 trading years         | 18                       | 11          | 3           | 10                      | 7                           | 0                   | 0                  | 3                         | 2                     | 0        | 0        | 54         |
|       | 3 - 5 trading years         | 49                       | 11          | 15          | 33                      | 5                           | 0                   | 0                  | 4                         | 3                     | 3        | 15       | 123        |
|       | 6+ trading years            | 180                      | 45          | 35          | 162                     | 54                          | 1                   | 20                 | 6                         | 11                    | 15       | 18       | 518        |
|       | <b>Total</b>                | <b>250</b>               | <b>71</b>   | <b>57</b>   | <b>211</b>              | <b>71</b>                   | <b>1</b>            | <b>27</b>          | <b>11</b>                 | <b>18</b>             | <b>0</b> | <b>0</b> | <b>717</b> |



**APPENDIX 6.17**

**Q9: Basis of Ownership – Operation According to Type of Business**

**9a: Operate Business Alone by Type of Business**

| Count | Operate Business<br>Yes<br>No<br>Total | Business Category (Type) |             |             |                         |                             |                     |                    | Total |                           |                       |
|-------|--|--------------------------|-------------|-------------|-------------------------|-----------------------------|---------------------|--------------------|-------|---------------------------|-----------------------|
|       |  | Bed & Breakfast          | Guest House | Hotel & Inn | Self Catering & Caravan | Holiday Park & Touring Park | Other Accommodation | Visitor Attraction |       | Tour or Activity Operator | Other Tourism Service |
|       | Yes                                    | 88                       | 9           | 6           | 52                      | 6                           | 0                   | 5                  | 3     | 4                         | 173                   |
|       | No                                     | 162                      | 62          | 51          | 159                     | 66                          | 1                   | 22                 | 9     | 14                        | 546                   |
|       | Total                                  | 250                      | 71          | 57          | 211                     | 72                          | 1                   | 27                 | 12    | 18                        | 719                   |

**9b: Operate with Partner/Spouse by Type of Business**

| Count | Operate with Partner/Spouse<br>Yes<br>No<br>Total | Business Category (Type) |             |             |                         |                             |                     |                    | Total |                           |                       |
|-------|---|--------------------------|-------------|-------------|-------------------------|-----------------------------|---------------------|--------------------|-------|---------------------------|-----------------------|
|       |   | Bed & Breakfast          | Guest House | Hotel & Inn | Self Catering & Caravan | Holiday Park & Touring Park | Other Accommodation | Visitor Attraction |       | Tour or Activity Operator | Other Tourism Service |
|       | Yes   | 154                      | 55          | 37          | 126                     | 38                          | 1                   | 10                 | 5     | 10                        | 436                   |
|       | No  | 96                       | 16          | 20          | 85                      | 34                          | 0                   | 17                 | 7     | 8                         | 283                   |
|       | Total   | 250                      | 71          | 57          | 211                     | 72                          | 1                   | 27                 | 12    | 18                        | 719                   |



**9c: Operate within the Family by Type of Business**

| Count |                           | Business Category (Type) |             |             |                         |                             |                     |                    |                           | Total |                       |
|-------|---------------------------|--------------------------|-------------|-------------|-------------------------|-----------------------------|---------------------|--------------------|---------------------------|-------|-----------------------|
|       |                           | Bed & Breakfast          | Guest House | Hotel & Inn | Self Catering & Caravan | Holiday Park & Touring Park | Other Accommodation | Visitor Attraction | Tour or Activity Operator |       | Other Tourism Service |
|       | Operate within the Family | 16                       | 6           | 8           | 32                      | 22                          | 0                   | 8                  | 2                         | 2     | 96                    |
|       | No                        | 234                      | 65          | 49          | 179                     | 50                          | 1                   | 19                 | 10                        | 16    | 623                   |
|       | Total                     | 250                      | 71          | 57          | 211                     | 72                          | 1                   | 27                 | 12                        | 18    | 719                   |

**9d: Operate with Non-family Partner by Type of Business**

| Count |                                 | Business Category (Type) |             |             |                         |                             |                     |                    |                           | Total |                       |
|-------|---------------------------------|--------------------------|-------------|-------------|-------------------------|-----------------------------|---------------------|--------------------|---------------------------|-------|-----------------------|
|       |                                 | Bed & Breakfast          | Guest House | Hotel & Inn | Self Catering & Caravan | Holiday Park & Touring Park | Other Accommodation | Visitor Attraction | Tour or Activity Operator |       | Other Tourism Service |
|       | Operate with Non-family Partner | 0                        | 0           | 1           | 3                       | 3                           | 0                   | 4                  | 2                         | 1     | 14                    |
|       | No                              | 250                      | 71          | 56          | 208                     | 69                          | 1                   | 23                 | 10                        | 17    | 705                   |
|       | Total                           | 250                      | 71          | 57          | 211                     | 72                          | 1                   | 27                 | 12                        | 18    | 719                   |



**9e: Leased or Rented by Type of Business**

| Count            | Business Category (Type) |             |             |                         |                             |                     |                    |                           |                       |    | Total |     |
|------------------|--------------------------|-------------|-------------|-------------------------|-----------------------------|---------------------|--------------------|---------------------------|-----------------------|----|-------|-----|
|                  | Bed & Breakfast          | Guest House | Hotel & Inn | Self Catering & Caravan | Holiday Park & Touring Park | Other Accommodation | Visitor Attraction | Tour or Activity Operator | Other Tourism Service |    |       |     |
| Leased or Rented | 2                        | 0           | 2           | 1                       | 3                           | 0                   | 1                  | 0                         | 1                     | 0  | 1     | 10  |
|                  | 248                      | 71          | 55          | 210                     | 69                          | 1                   | 26                 | 12                        | 17                    | 12 | 17    | 709 |
| Total            | 250                      | 71          | 57          | 211                     | 72                          | 1                   | 27                 | 12                        | 18                    | 12 | 18    | 719 |

**9f: Other Arrangement by Type of Business**

| Count             | Business Category (Type) |             |             |                         |                             |                     |                    |                           |                       |    | Total |     |
|-------------------|--------------------------|-------------|-------------|-------------------------|-----------------------------|---------------------|--------------------|---------------------------|-----------------------|----|-------|-----|
|                   | Bed & Breakfast          | Guest House | Hotel & Inn | Self Catering & Caravan | Holiday Park & Touring Park | Other Accommodation | Visitor Attraction | Tour or Activity Operator | Other Tourism Service |    |       |     |
| Other Arrangement | 1                        | 2           | 7           | 4                       | 9                           | 0                   | 4                  | 1                         | 1                     | 1  | 1     | 29  |
|                   | 249                      | 69          | 50          | 207                     | 63                          | 1                   | 23                 | 11                        | 17                    | 11 | 17    | 690 |
| Total             | 250                      | 71          | 57          | 211                     | 72                          | 1                   | 27                 | 12                        | 18                    | 12 | 18    | 719 |



**APPENDIX 6.18**

**Mode of Involvement in the Business by Type of Business**

**Q10 How did you become involved in the Business by Type of Business**

| Count | How Involved in the Business | Business Category (Type) |             |             |                         |                             |                     |                    |                           |                       | Total      |
|-------|------------------------------|--------------------------|-------------|-------------|-------------------------|-----------------------------|---------------------|--------------------|---------------------------|-----------------------|------------|
|       |                              | Bed & Breakfast          | Guest House | Hotel & Inn | Self Catering & Caravan | Holiday Park & Touring Park | Other Accommodation | Visitor Attraction | Tour or Activity Operator | Other Tourism Service |            |
|       | Started from scratch         | 216                      | 28          | 9           | 154                     | 20                          | 0                   | 13                 | 8                         | 14                    | 462        |
|       | Bought as existing business  | 24                       | 37          | 35          | 20                      | 29                          | 0                   | 2                  | 3                         | 2                     | 152        |
|       | Inherited                    | 4                        | 2           | 8           | 22                      | 14                          | 0                   | 8                  | 0                         | 0                     | 58         |
|       | Other                        | 5                        | 4           | 5           | 14                      | 7                           | 1                   | 4                  | 1                         | 2                     | 43         |
|       | <b>Total</b>                 | <b>249</b>               | <b>71</b>   | <b>57</b>   | <b>210</b>              | <b>70</b>                   | <b>1</b>            | <b>27</b>          | <b>12</b>                 | <b>18</b>             | <b>715</b> |



**APPENDIX 6.19**

**Q11 Previous Business Operating Experience by Type of Business**

**Any Previous Experience by Type of Business**

| Count                   | Business Category (Type) |             |             |                         |                             |                     |                    |                           |                       |  | Total |
|-------------------------|--------------------------|-------------|-------------|-------------------------|-----------------------------|---------------------|--------------------|---------------------------|-----------------------|--|-------|
|                         | Bed & Breakfast          | Guest House | Hotel & Inn | Self Catering & Caravan | Holiday Park & Touring Park | Other Accommodation | Visitor Attraction | Tour or Activity Operator | Other Tourism Service |  |       |
| Any Previous Experience | 88                       | 30          | 29          | 75                      | 33                          | 1                   | 12                 | 9                         | 10                    |  | 287   |
| No                      | 161                      | 41          | 26          | 135                     | 35                          | 0                   | 15                 | 3                         | 8                     |  | 424   |
| Total                   | 249                      | 71          | 55          | 210                     | 68                          | 1                   | 27                 | 12                        | 18                    |  | 711   |

**APPENDIX 6.20**

**Q13 Similarity or Difference of Previous and Current Tourism Business by Type of Business**

| Type of Previous Business | Business Category (Type) |             |             |                         |                             |                    |                           |                       |  |  | Total |
|---------------------------|--------------------------|-------------|-------------|-------------------------|-----------------------------|--------------------|---------------------------|-----------------------|--|--|-------|
|                           | Bed & Breakfast          | Guest House | Hotel & Inn | Self Catering & Caravan | Holiday Park & Touring Park | Visitor Attraction | Tour or Activity Operator | Other Tourism Service |  |  |       |
| Similar                   | 30                       | 20          | 18          | 24                      | 10                          | 2                  | 1                         | 4                     |  |  | 109   |
| Different                 | 58                       | 12          | 11          | 47                      | 23                          | 11                 | 8                         | 5                     |  |  | 175   |
| Not applicable            | 128                      | 30          | 25          | 124                     | 32                          | 12                 | 3                         | 7                     |  |  | 361   |
| Total                     | 216                      | 62          | 54          | 195                     | 65                          | 25                 | 12                        | 16                    |  |  | 645   |



## APPENDIX 6.21

## Type of Area Moved From

14a

From an Urban Area

|         |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|--------------------|
| Valid   | Yes            | 80        | 11.1    | 12.8          | 12.8               |
|         | No             | 73        | 10.1    | 11.7          | 24.5               |
|         | Not applicable | 471       | 65.3    | 75.5          | 100.0              |
|         | Total          | 624       | 86.5    | 100.0         |                    |
| Missing | -18            | 8         | 1.1     |               |                    |
|         | -9             | 89        | 12.3    |               |                    |
|         | Total          | 97        | 13.5    |               |                    |
| Total   |                | 721       | 100.0   |               |                    |

14b

From a Rural Area

|         |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|--------------------|
| Valid   | Yes            | 55        | 7.6     | 8.8           | 8.8                |
|         | No             | 98        | 13.6    | 15.7          | 24.5               |
|         | Not applicable | 471       | 65.3    | 75.5          | 100.0              |
|         | Total          | 624       | 86.5    | 100.0         |                    |
| Missing | -18            | 7         | 1.0     |               |                    |
|         | -9             | 90        | 12.5    |               |                    |
|         | Total          | 97        | 13.5    |               |                    |
| Total   |                | 721       | 100.0   |               |                    |

14c

From a Coastal Area

|         |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|--------------------|
| Valid   | Yes            | 34        | 4.7     | 5.4           | 5.4                |
|         | No             | 119       | 16.5    | 18.9          | 24.4               |
|         | Not applicable | 475       | 65.9    | 75.6          | 100.0              |
|         | Total          | 628       | 87.1    | 100.0         |                    |
| Missing | -18            | 5         | .7      |               |                    |
|         | -9             | 88        | 12.2    |               |                    |
|         | Total          | 93        | 12.9    |               |                    |
| Total   |                | 721       | 100.0   |               |                    |



14d

## From Elsewhere in Scotland

|         |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|--------------------|
| Valid   | Yes            | 74        | 10.3    | 11.4          | 11.4               |
|         | No             | 106       | 14.7    | 16.4          | 27.8               |
|         | Not applicable | 468       | 64.9    | 72.2          | 100.0              |
|         | Total          | 648       | 89.9    | 100.0         |                    |
| Missing | -18            | 11        | 1.5     |               |                    |
|         | -9             | 62        | 8.6     |               |                    |
|         | Total          | 73        | 10.1    |               |                    |
| Total   |                | 721       | 100.0   |               |                    |

14e

## From Outside Scotland

|         |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|--------------------|
| Valid   | Yes            | 106       | 14.7    | 16.4          | 16.4               |
|         | No             | 74        | 10.3    | 11.4          | 27.8               |
|         | Not applicable | 468       | 64.9    | 72.2          | 100.0              |
|         | Total          | 648       | 89.9    | 100.0         |                    |
| Missing | -18            | 12        | 1.7     |               |                    |
|         | -9             | 61        | 8.5     |               |                    |
|         | Total          | 73        | 10.1    |               |                    |
| Total   |                | 721       | 100.0   |               |                    |



## APPENDIX 6.22

### Geographical Distribution of In Migrant Business Start-up Proprietors Q14 Frequency Moved to the Area by ATB

| ATB Area  | Moved to the Area |      | No / NA | Total |
|---|-------------------|------|---------|-------|
|   | Yes               | %    |         |       |
| Aberdeen & Grampian                                 | 14                | 43.8 | 32      | 46    |
| Angus & Dundee                                      | 2                 | 18.2 | 9       | 11    |
| Argyll, Loch Lomond, Stirling,<br>Trossachs & Isles | 54                | 38.6 | 86      | 140   |
| Ayrshire & Arran                                    | 11                | 28.9 | 27      | 38    |
| Dumfries & Galloway                                 | 13                | 31.0 | 29      | 42    |
| Edinburgh & Lothians                                | 5                 | 12.8 | 34      | 39    |
| Fife  | 10                | 22.7 | 34      | 44    |
| Greater Glasgow & Clyde Valley                      | 1                 | 16.7 | 5       | 6     |
| Highlands   | 64                | 30.2 | 148     | 212   |
| Orkney Isles  | 1                 | 10.0 | 9       | 10    |
| Perthshire  | 21                | 38.9 | 33      | 54    |
| Scottish Borders                                    | 13                | 27.7 | 34      | 47    |
| Shetland Isles                                      | 1                 | 20.0 | 4       | 5     |
| Western Isles                                       | 6                 | 22.2 | 21      | 27    |
| Total   | 216               | 30.0 | 505     | 721   |

## APPENDIX 6.23

### Incidence of Owning or Operating another Business by Sector of Current Tourism Business Question 15

| Count                       |                                | Other Business(es)<br>Owned / Operated Now |      |      | Total |
|-----------------------------|--------------------------------|--|------|------|-------|
|                             |                                | Yes  | %    | No   |       |
| Business Category<br>(Type) | Bed & Breakfast                | 75   | 30.4 | 172  | 247   |
|                             | Guest House                    | 14   | 20.0 | 56   | 70    |
|                             | Hotel & Inn                    | 7  | 12.5 | 49   | 56    |
|                             | Self Catering & Caravan        | 84   | 40.6 | 123  | 207   |
|                             | Holiday Park &<br>Touring Park | 24   | 34.3 | 46   | 70    |
|                             | Other Accommodation            | 0  | -    | 1    | 1     |
|                             | Visitor Attraction             | 17   | 63.0 | 10   | 27    |
|                             | Tour or Activity<br>Operator   | 5  | 41.7 | 7    | 12    |
|                             | Other Tourism Service          | 5  | 27.8 | 13   | 18    |
|                             | Total                          |  | 231  | 32.6 | 477   |



## APPENDIX 6.24 Type(s) of Other Business(es) Owned or Operated

### 15a Agriculture / Farming

|         |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|--------------------|
| Valid   | Yes            | 100       | 13.9    | 14.1          | 14.1               |
|         | No             | 135       | 18.7    | 19.0          | 33.1               |
|         | Not applicable | 476       | 66.0    | 66.9          | 100.0              |
|         | Total          | 711       | 98.6    | 100.0         |                    |
| Missing | -9             | 10        | 1.4     |               |                    |
| Total   |                | 721       | 100.0   |               |                    |

### 15b Arts / Crafts

|         |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|--------------------|
| Valid   | Yes            | 11        | 1.5     | 1.5           | 1.5                |
|         | No             | 224       | 31.1    | 31.5          | 33.1               |
|         | not applicable | 476       | 66.0    | 66.9          | 100.0              |
|         | Total          | 711       | 98.6    | 100.0         |                    |
| Missing | -9             | 10        | 1.4     |               |                    |
| Total   |                | 721       | 100.0   |               |                    |

### 15c Catering / Hospitality

|         |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|--------------------|
| Valid   | Yes            | 31        | 4.3     | 4.4           | 4.4                |
|         | No             | 204       | 28.3    | 28.7          | 33.1               |
|         | Not applicable | 476       | 66.0    | 66.9          | 100.0              |
|         | Total          | 711       | 98.6    | 100.0         |                    |
| Missing | -9             | 10        | 1.4     |               |                    |
| Total   |                | 721       | 100.0   |               |                    |

### 15d Construction

|         |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|--------------------|
| Valid   | Yes            | 8         | 1.1     | 1.1           | 1.1                |
|         | No             | 227       | 31.5    | 31.9          | 33.1               |
|         | Not applicable | 476       | 66.0    | 66.9          | 100.0              |
|         | Total          | 711       | 98.6    | 100.0         |                    |
| Missing | -9             | 10        | 1.4     |               |                    |
| Total   |                | 721       | 100.0   |               |                    |



15e

**Education / Training**

|         |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|--------------------|
| Valid   | Yes            | 15        | 2.1     | 2.1           | 2.1                |
|         | No             | 220       | 30.5    | 30.9          | 33.1               |
|         | Not applicable | 476       | 66.0    | 66.9          | 100.0              |
|         | Total          | 711       | 98.6    | 100.0         |                    |
| Missing | -9             | 10        | 1.4     |               |                    |
| Total   |                | 721       | 100.0   |               |                    |

15f

**Forestry / Fishing**

|         |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|--------------------|
| Valid   | Yes            | 17        | 2.4     | 2.4           | 2.4                |
|         | No             | 218       | 30.2    | 30.7          | 33.1               |
|         | Not applicable | 476       | 66.0    | 66.9          | 100.0              |
|         | Total          | 711       | 98.6    | 100.0         |                    |
| Missing | -9             | 10        | 1.4     |               |                    |
| Total   |                | 721       | 100.0   |               |                    |

15g

**Manufacturing**

|         |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|--------------------|
| Valid   | Yes            | 7         | 1.0     | 1.0           | 1.0                |
|         | No             | 228       | 31.6    | 32.1          | 33.1               |
|         | Not applicable | 476       | 66.0    | 66.9          | 100.0              |
|         | Total          | 711       | 98.6    | 100.0         |                    |
| Missing | -9             | 10        | 1.4     |               |                    |
| Total   |                | 721       | 100.0   |               |                    |

15h

**Retail**

|         |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|--------------------|
| Valid   | Yes            | 19        | 2.6     | 2.7           | 2.7                |
|         | No             | 216       | 30.0    | 30.4          | 33.1               |
|         | Not applicable | 476       | 66.0    | 66.9          | 100.0              |
|         | Total          | 711       | 98.6    | 100.0         |                    |
| Missing | -9             | 10        | 1.4     |               |                    |
| Total   |                | 721       | 100.0   |               |                    |



**15i****Tourism**

|         |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|--------------------|
| Valid   | Yes            | 63        | 8.7     | 8.9           | 8.9                |
|         | No             | 172       | 23.9    | 24.2          | 33.1               |
|         | Not applicable | 476       | 66.0    | 66.9          | 100.0              |
|         | Total          | 711       | 98.6    | 100.0         |                    |
| Missing | -9             | 10        | 1.4     |               |                    |
| Total   |                | 721       | 100.0   |               |                    |

**15j****Other Service**

|         |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|--------------------|
| Valid   | Yes            | 17        | 2.4     | 2.4           | 2.4                |
|         | No             | 218       | 30.2    | 30.7          | 33.1               |
|         | Not applicable | 476       | 66.0    | 66.9          | 100.0              |
|         | Total          | 711       | 98.6    | 100.0         |                    |
| Missing | -9             | 10        | 1.4     |               |                    |
| Total   |                | 721       | 100.0   |               |                    |

**15k****Other Type of Business**

|         |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|--------------------|
| Valid   | Yes            | 48        | 6.7     | 6.8           | 6.8                |
|         | No             | 187       | 25.9    | 26.3          | 33.1               |
|         | Not applicable | 476       | 66.0    | 66.9          | 100.0              |
|         | Total          | 711       | 98.6    | 100.0         |                    |
| Missing | -9             | 10        | 1.4     |               |                    |
| Total   |                | 721       | 100.0   |               |                    |



## APPENDIX 6.25

### Frequency of Dual-Seasonal Operations by Sector of Main Business

#### Q16 Other Main Business Pattern by Type of Business

Count

|                             |                                | Other Main Business Pattern |            |                | Total      |
|-----------------------------|--------------------------------|-----------------------------|------------|----------------|------------|
|                             |                                | Yes                         | No         | Not applicable |            |
| Business Category<br>(Type) | Bed & Breakfast                | 17                          | 53         | 172            | 242        |
|                             | Guest House                    | 4                           | 9          | 56             | 69         |
|                             | Hotel & Inn                    | 1                           | 6          | 48             | 55         |
|                             | Self Catering &<br>Caravan     | 10                          | 73         | 123            | 206        |
|                             | Holiday Park &<br>Touring Park | 11                          | 13         | 45             | 69         |
|                             | Other<br>Accommodation         | 0                           | 0          | 1              | 1          |
|                             | Visitor Attraction             | 3                           | 13         | 10             | 26         |
|                             | Tour or Activity<br>Operator   | 1                           | 4          | 7              | 12         |
|                             | Other Tourism<br>Service       | 0                           | 5          | 13             | 18         |
|                             | <b>Total</b>                   | <b>47</b>                   | <b>178</b> | <b>473</b>     | <b>698</b> |



## APPENDIX 6.26

### Degree of Temporal Trading Coincidence/Overlap between Businesses

Q17

Degree of Seasonal Overlap by Type of Business

| Count                    |                             | Degree of Seasonal Overlap |              |                |            |                | Total |
|--------------------------|-----------------------------|----------------------------|--------------|----------------|------------|----------------|-------|
|                          |                             | Coincide completely        | Some overlap | Little overlap | No overlap | Not applicable |       |
| Business Category (Type) | Bed & Breakfast             | 27                         | 18           | 6              | 7          | 173            | 231   |
|                          | Guest House                 | 3                          | 2            | 4              | 0          | 56             | 65    |
|                          | Hotel & Inn                 | 3                          | 2            | 0              | 0          | 48             | 53    |
|                          | Self Catering & Caravan     | 24                         | 16           | 3              | 11         | 124            | 178   |
|                          | Holiday Park & Touring Park | 9                          | 6            | 4              | 1          | 44             | 64    |
|                          | Other Accommodation         | 0                          | 0            | 0              | 0          | 1              | 1     |
|                          | Visitor Attraction          | 7                          | 4            | 0              | 1          | 10             | 22    |
|                          | Tour or Activity Operator   | 3                          | 0            | 0              | 0          | 7              | 10    |
|                          | Other Tourism Service       | 1                          | 1            | 0              | 1          | 12             | 15    |
|                          | Total                       | 77                         | 49           | 17             | 21         | 475            | 639   |

## APPENDIX 6.27 Employment of Seasonal Paid Staff outside the Family

Q18 Business Category (Type) \* Employ Paid Staff Crosstabulation

| Count                    |                             | Employ Paid Staff |     | Total |
|--------------------------|-----------------------------|-------------------|-----|-------|
|                          |                             | Yes               | No  |       |
| Business Category (Type) | Bed & Breakfast             | 44                | 204 | 248   |
|                          | Guest House                 | 39                | 32  | 71    |
|                          | Hotel & Inn                 | 53                | 3   | 56    |
|                          | Self Catering & Caravan     | 80                | 130 | 210   |
|                          | Holiday Park & Touring Park | 39                | 32  | 71    |
|                          | Visitor Attraction          | 16                | 11  | 27    |
|                          | Tour or Activity Operator   | 7                 | 5   | 12    |
|                          | Other Tourism Service       | 11                | 7   | 18    |
|                          | Total                       | 289               | 424 | 713   |



**APPENDIX 6.28 Relative Source of Earnings of the Business, by Sector**

Q19 Type of Business by Earned Household Income

| Count                    |                             | Earned Household Income |             |                  |              | Total      |
|--------------------------|-----------------------------|-------------------------|-------------|------------------|--------------|------------|
|                          |                             | Only source             | Main source | Secondary source | Minor source |            |
| Business Category (Type) | Bed & Breakfast             | 52                      | 37          | 106              | 51           | 246        |
|                          | Guest House                 | 39                      | 19          | 11               | 2            | 71         |
|                          | Hotel & Inn                 | 35                      | 13          | 6                | 1            | 55         |
|                          | Self Catering & Caravan     | 15                      | 25          | 70               | 96           | 206        |
|                          | Holiday Park & Touring Park | 27                      | 26          | 7                | 5            | 65         |
|                          | Other Accommodation         | 1                       | 0           | 0                | 0            | 1          |
|                          | Visitor Attraction          | 3                       | 7           | 5                | 10           | 25         |
|                          | Tour or Activity Operator   | 1                       | 4           | 4                | 3            | 12         |
|                          | Other Tourism Service       | 4                       | 6           | 5                | 2            | 17         |
| <b>Total</b>             |                             | <b>177</b>              | <b>137</b>  | <b>214</b>       | <b>170</b>   | <b>698</b> |



**APPENDIX 6.29 Breakdown of Motivational Statements by Type of Business**

**Q20 Statement a) *I choose the length of my operating season to fit in with my lifestyle***

Count

|                             |                                | Fits my Lifestyle |            |            | Total |
|-----------------------------|--------------------------------|-------------------|------------|------------|-------|
|                             |                                | Agree             | Neutral    | Disagree   |       |
| Business Category<br>(Type) | Bed & Breakfast                | 153               | 54         | 30         | 237   |
|                             | Guest House                    | 46                | 8          | 11         | 65    |
|                             | Hotel & Inn                    | 19                | 12         | 22         | 53    |
|                             | Self Catering &<br>Caravan     | 80                | 44         | 63         | 187   |
|                             | Holiday Park &<br>Touring Park | 11                | 16         | 38         | 65    |
|                             | Visitor Attraction             | 3                 | 4          | 17         | 24    |
|                             | Tour or Activity<br>Operator   | 3                 | 0          | 9          | 12    |
|                             | Other Tourism Service          | 6                 | 2          | 8          | 16    |
| <b>Total</b>                | <b>321</b>                     | <b>140</b>        | <b>198</b> | <b>659</b> |       |

**Q20 Statement b) *Maximising revenue from my tourism business is not a priority for me***

Count

|                                |                                | Not Maximising Revenue |            |            | Total |
|--------------------------------|--------------------------------|------------------------|------------|------------|-------|
|                                |                                | Agree                  | Neutral    | Disagree   |       |
| Business<br>Category<br>(Type) | Bed & Breakfast                | 69                     | 71         | 86         | 226   |
|                                | Guest House                    | 11                     | 21         | 33         | 65    |
|                                | Hotel & Inn                    | 6                      | 9          | 39         | 54    |
|                                | Self Catering & Caravan        | 64                     | 51         | 70         | 185   |
|                                | Holiday Park & Touring<br>Park | 10                     | 11         | 42         | 63    |
|                                | Visitor Attraction             | 4                      | 4          | 15         | 23    |
|                                | Tour or Activity Operator      | 2                      | 0          | 10         | 12    |
|                                | Other Tourism Service          | 2                      | 4          | 11         | 17    |
| <b>Total</b>                   | <b>168</b>                     | <b>171</b>             | <b>306</b> | <b>645</b> |       |



**Q20 Statement c) *I prefer to operate the business seasonally rather than year round***

Count

|                          |                             | Seasonal Preference |            |            |                | Total      |
|--------------------------|-----------------------------|---------------------|------------|------------|----------------|------------|
|                          |                             | Agree               | Neutral    | Disagree   | Not applicable |            |
| Business Category (Type) | Bed & Breakfast             | 178                 | 33         | 29         | 2              | 242        |
|                          | Guest House                 | 45                  | 8          | 10         | 2              | 65         |
|                          | Hotel & Inn                 | 25                  | 15         | 15         | 1              | 56         |
|                          | Self Catering & Caravan     | 140                 | 23         | 29         | 4              | 196        |
|                          | Holiday Park & Touring Park | 35                  | 19         | 12         | 1              | 67         |
|                          | Visitor Attraction          | 14                  | 4          | 7          | 0              | 25         |
|                          | Tour or Activity Operator   | 6                   | 2          | 4          | 0              | 12         |
|                          | Other Tourism Service       | 9                   | 5          | 3          | 0              | 17         |
|                          | <b>Total</b>                | <b>452</b>          | <b>109</b> | <b>109</b> | <b>10</b>      | <b>680</b> |

**Q20 Statement d) *I feel I could make the business operate profitably all year round***

Count

|                          |                             | All Year Profit Potential |            |            | Total      |
|--------------------------|-----------------------------|---------------------------|------------|------------|------------|
|                          |                             | Agree                     | Neutral    | Disagree   |            |
| Business Category (Type) | Bed & Breakfast             | 41                        | 52         | 133        | 226        |
|                          | Guest House                 | 23                        | 18         | 25         | 66         |
|                          | Hotel & Inn                 | 15                        | 11         | 28         | 54         |
|                          | Self Catering & Caravan     | 33                        | 49         | 103        | 185        |
|                          | Holiday Park & Touring Park | 14                        | 10         | 39         | 63         |
|                          | Visitor Attraction          | 3                         | 2          | 18         | 23         |
|                          | Tour or Activity Operator   | 0                         | 1          | 11         | 12         |
|                          | Other Tourism Service       | 3                         | 2          | 11         | 16         |
|                          | <b>Total</b>                | <b>132</b>                | <b>145</b> | <b>368</b> | <b>645</b> |



**APPENDIX 7.1 QUESTION 2d Other variants in the days in which you operate this business during different times of the year  
NARRATIVE QUESTIONNAIRE RESPONSES**

| ID NO. | QUESTION NO. | TEXT NARRATIVES  | BUSINESS TYPE | ANALYSIS CODE(S) |
|--------|--------------|--|---------------|------------------|
| AD012  | 2d           | Holiday  | BB            | HOL              |
| AD024  | 2d           | I open outwith the normal May/Sept months if I am specifically asked   | SC            | OTR              |
| AG001  | 2d           | ...but only when we have no prior bookings and not every week, nor the same day every week.  | HO            | VDO              |
| AG018  | 2d           | It was my intention to close from end Oct. to beginning of April, but the fishermen have other ideas ! As soon as the fishing season opens, they want to come.   | BB            | SSR, FSH         |
| AG034  | 2d           | My holiday time away – usually 2-3 weeks p.a.  | BB            | HOL              |
| AG046  | 2d           | Sometimes take a holiday or weekend off, but no specified period   | BB            | HOL, VDO         |
| AG055  | 2d           | Weekly lets only July – August. Weekends available other months.   | SC            |                  |
| AG058  | 2d           | Holiday cottages are normally let from Saturday to Saturday, however in April, May and June we offer Sunday to Sunday booking to accommodate customers who come for the fishing and fish from Monday - Saturday. | SC            | SSR, FSH         |
| AG073  | 2d           | Depends on holiday arrangements.   | SC            | HOL              |
| AG076  | 2d           | Not applicable to self-catering cottage  | SC            |                  |
| AG087  | 2d           | Limited availability of accommodation 1 <sup>st</sup> November – end March.  | SC / CV       |                  |
| AG104  | 2d           | We close on 27 <sup>th</sup> Oct to April  | HP            |                  |
| AG118  | 2d           | Note : Business open 365v days : no official closed period   | HP            | AYT              |
| AL003  | 2d           | My business is a sailing school and operates in the summer on a part time basis.   | AO            |                  |
| AL006  | 2d           | If the phone rings and someone wants our service, we operate.  | TO            | OTR              |
| AL007  | 2d           | Only open Tuesday – Thursday in high season  | GU            | VDO              |
| AL008  | 2d           | We accept booking all year and close when no bookings are taken  | IN            | VDO, OTR         |
| AL009  | 2d           | November we only open over F/S/S/M   | HO            | VDO              |
| AL028  | 2d           | If I take an extended winter break, I close.<br>I take days off erratically in high season according to how busy I have been.  | BB            | HOL<br>VDO       |
| AL034  | 2d           | Close when we go away or not suitable.   | BB            | HOL, SUT         |
| AL071  | 2d           | We open last Saturday in March each year + close last Saturday in October, or 1 <sup>st</sup> in November. If we are here, we occasionally open 2 or 3 lodges for Hogmanay.                                      | SC            | OTR              |
| AL106  | 2d           | Business closed end Oct – March. Open for New Year.  | SC            |                  |
| AL123  | 2d           | Open Palm Sunday to last Friday in October. Closed Mondays & Tuesdays throughout season.   | SC            | CAE              |
| AL181  | 2d           | 7 day + holidays during peak months ; 2/3 day holidays during May, Sept, Oct.  | SC / CV       | VDO              |
| AL193  | 2d           | No set pattern   | BB            | VDO              |
| AL205  | 2d           | Business closes winter months  | HO            |                  |
| AL210  | 2d           | Week 2 week or weekends only   | SC / CV       | VDO              |
| AL246  | 2d           | Ours is a 'lifestyle' business, so we trade if and when it suits   | BB            | LIF, SUT         |
| AL255  | 2d           | Nov – March will take short breaks as weekend lets, otherwise Sat to Sat.  | SC            | VDO              |
| AL284  | 2d           | Occasionally close for family holiday. Also close/open different times in March/April depending on Easter dates.   | GH            | HOL, TWF.<br>CAE |
| AL285  | 2d           | We close for holidays & for other personal reasons at various times throughout the year.   | BB            | HOL, PER,<br>VDO |



|       |    |   |         |                  |
|-------|----|---|---------|------------------|
| AL286 | 2d | We close from November to usually one or two weeks before Easter, depending on when Easter falls.   | GH      | CAE              |
| AL311 | 2d | We will take short lets of 3 days or more during early or late season   | SC      |                  |
| AL343 | 2d | Sometimes close at weekends if away   | BB      | HOL              |
| AL353 | 2d | I close winter months   | BB      |                  |
| AY002 | 2d | In the winter months, many facilities are closed, but café/restaurant is open on weekends in winter   | VA / HH | MSO              |
| AY040 | 2d | Open on a weekly basis from Saturday to Saturday.   | SC      |                  |
| AY042 | 2d | I will occasionally open for 2/3 days for someone out of my open season, only close to the start and finish dates.  | SC      | OTR              |
| AY051 | 2d | Should a customer require a few days let as opposed to a complete week or two week period, provided the unit has not been previously booked, the booking will be accepted                                   | SC / CV | OTR              |
| AY075 | 2d | Close in November and February for annual holidays  | GH      | HOL              |
| AY095 | 2d | Weekly lets from Easter - Oct., weekends in the off-season  | SC      |                  |
| DG006 | 2d | The business closes at end of October and opens 1 <sup>st</sup> weekend in March or last in February each year.   | GH      |                  |
| DG049 | 2d | Does not close between May + end of October   | BB      |                  |
| DG050 | 2d | Note re [Q]1 above : I advertise open April to October so as to allow possibility of a 6 month winter let. But in reality I've not let over winter for a few years & have accepted holiday lets (very few). | SC      | LOB              |
| DG054 | 2d | We are open for touring caravans and tents & during the winter months Nov – March we have a heated toilet block   | HP      |                  |
| DG077 | 2d | Open to suit guests. Preferably Sat to Sat.   | SC      | OTR              |
| EL003 | 2d | Closes after 2 January for 1 week   | HO      |                  |
| EL005 | 2d | Personal holidays   | GH      | HOL              |
| EL012 | 2d | We open at Hogmanay only, in December / January   | GH      |                  |
| EL019 | 2d | We only open from April / Easter to Sept each year  | BB      | CAE              |
| EL021 | 2d | Was closed for winter but will now open all year in future  | BB      | AYT              |
| EL032 | 2d | I close if I feel like it – when on holiday or when friends visit   | BB      | SUT, HOL,<br>TWF |
| EL051 | 2d | Do not take arrivals on either Saturday or Sunday. Close some days to do other activities.  | BB      | VDO<br>PER       |
| EL057 | 2d | Have occasional holidays during this time   | BB      | HOL              |
| EL064 | 2d | Closed when necessary for family commitments & short breaks / holidays  | BB      | TWF, FAC<br>HOL  |
| EL094 | 2d | Open April to Oct only  | HP / TP |                  |
| FF013 | 2d | Property let to students from Sep to May inclusive  | SC      | STU              |
| FF029 | 2d | Student lets – August – June  | SC      | STU              |
| FF057 | 2d | Winter season we take short breaks Nov - March (self-catering)  | SC      |                  |
| FF080 | 2d | We close when family members / close friends come to stay with us   | BB      | TWF              |
| FF087 | 2d | Close 1 <sup>st</sup> 2 weeks of January  | HO      |                  |
| FF089 | 2d | Close periodically for 1-4 days per month for time off  | BB      | VDO, RRX         |
| FF091 | 2d | B&B is only part time. Weekends only apart from school holidays   | BB      | SCY              |
| HL051 | 2d | We take the odd day off – but not on a regular basis  | HP      | VDO              |
| HL053 | 2d | Closed Nov - Feb exc. Xmas + NY   | HP      |                  |
| HL061 | 2d | We close from the middle of Nov to mid Dec for maintenance each year  | VA      | MAE              |
| HL085 | 2d | Closed all winter and open all summer   | GH      |                  |
| HL104 | 2d | Seasonal – 7 day week when open   | BB      |                  |
| HL151 | 2d | Weather / tides   | SO      | CLI TID          |
| HL184 | 2d | Closed Sat & Sunday each week   | BB      |                  |
| HL186 | 2d | Close for 3-4 days each month from April to September, and for 1-2 weeks during October   | BB      |                  |



|            |    |  |         |          |
|------------|----|--|---------|----------|
| HL194      | 2d | Depends on family demands  | BB      | FAC      |
| HL274      | 2d | Certain dates during the season  | BB      | VDO      |
| HL300      | 2d | Closed out of season   | BB      |          |
| HL306      | 2d | Will do special Christmas and New Year breaks in 2005/6.   | GH      | PRD      |
| HL311      | 2d | Closed Mondays   | SH      |          |
| HL411<br>e | 2d | Only to a minor degree – we will agree a short let if a lodge is not let for a full week. As to the trading months, its more accurate to say that we open for Christmas and New Year – two weeks only – than to say we are open in December and Jan – I suspect we are typical of other self-catering units in this respect. | SC      | OTR      |
| HL412      | 2d | We used to close between Oct – Mar but due to demand we are now available throughout the year.   | SC      | AYT      |
| HL452      | 2d | B&B closes over Christmas & New Year. SC open all year.  | BB      | MSO      |
| HL454      | 2d | Closed 9 <sup>th</sup> Jan 2005 – 31 <sup>st</sup> Jan for redecoration  | HO      | RFD      |
| HL475      | 2d | we take 2-3 days off for a break from time to time   | BB      | HOL      |
| HL479      | 2d | Closed Saturday and Sunday   | BB      |          |
| HL496      | 2d | We take bookings any day to any day, not just Sat to Sat.  | SC      | OTR      |
| HL507      | 2d | We close for two or three days from time to time if we have no advance bookings.   | SC      | VDO      |
| HL531      | 2d | Open weekends only in Oct 2004   | GH      |          |
| HL542      | 2d | The business closes mid November – 5 or 6 Feb – beginning of half term week.   | SC      | SCY      |
| OR004      | 2d | Closed from Oct – Mar  | VA / HH |          |
| OR021      | 2d | Usually bookings are Sat - Sat. But during April & October mid-week & part week bookings are accepted.   | SC      | OTR      |
| PE005      | 2d | I teach part time so will regularly not be open for business on different days – no set pattern.   | BB      | OWC, VDO |
| PE018      | 2d | Closed mid Dec - mid Jan   | BB      |          |
| PE026      | 2d | I take time out to catch up with farm duties ie (I run the farm office)  | BB      | OWC      |
| PE033      | 2d | Every 5 or 6 weeks we take 3 or 4 days off   | GH      | VDO      |
| PE034      | 2d | Business is always closed during winter. It might be open over X-mas and New Year  | GH      |          |
| PE036      | 2d | weekend trading during Nov / Dec / March (except over Christmas & N Year)  | HO      | VDO      |
| PE046      | 2d | Open for Easter, which of course differs   | HO      | CAE      |
| PE093      | 2d | when the business is your home place – you are never closed !  | SC      | HAW      |
| PE141      | 2d | The gallery can be open by appointment at any time of the year.  | VA / RT | OTR      |
| SB025      | 2d | Two or three weeks taken for holidays  | BB      | HOL      |
| SB041      | 2d | Am retired so go way a lot   | BB      | RTD, HOL |
| SB042      | 2d | March – October usually  | BB      | MGH      |
| SB043      | 2d | During off-season premises can be hired for exclusive sole use by groups   | HS      |          |
| SB087      | 2d | Open at weekends during opening months only  | VA / RT | VDO      |
| SB092      | 2d | If the weather is really bad, the business closes early or does not open at all (only 1 day this season).  | RE / CF | CLI      |
| SH013      | 2d | Unspecified weeks for family holidays  | HP / CP | HOL, TWF |
| WE011      | 2d | Depends on our own holidays  | BB      | HOL      |
| WE020      | 2d | Closed on Sundays off-peak.  | HO      | MGH      |
| WE051      | 2  | 7 days   | HP      |          |
| WE073      | 2d | Business open afternoons during summer season (Apr - end Sept) but I trade all year round.   | VA / RT | AYT      |



**APPENDIX 7.2**

**QUESTION 3c Other variants in the hours in which your business opens and closes throughout the year  
NARRATIVE QUESTIONNAIRE RESPONSES**

| ID NO. | QUESTION NO. | TEXT NARRATIVES  | BUSINESS TYPE | ANALYSIS CODE(S) |
|--------|--------------|--|---------------|------------------|
| AD014  | 3c           | Holidays   | BB            | HOL              |
| AG046  | 3c           | If I need a rest during quiet periods, then I take time off.   | BB            | HOL, VDO         |
| AG076  | 3c           | As above [ <i>Not applicable to self-catering cottage</i> ]  | SC            |                  |
| AG118  | 3c           | Shop / reception closed Nov – March inclusive. Amenity block (showers/toilets etc) mens' / ladies 'closed as above. Disabled washroom / laundry open all year. | HP            | MSO              |
| AL003  | 3c           | See above [ <i>My business is a sailing school and operates in the summer on a part time basis</i> ].  | AO            |                  |
| AL008  | 3c           | I may close bar early at off peak times  | IN            | VDO, OTR         |
| AL028  | 3c           | I close most days between midday and 4pm., ie not taking telephone calls, otherwise open from early morning to late at night.                                  | BB            | RRX              |
| AL210  | 3c           | End of October   | SC / CV       | VDO              |
| AL246  | 3c           | Again a 'lifestyle' Bed & Breakfast business   | BB            | LIF              |
| AL319  | 3c           | Reception open more at peak times  | HP            | SED              |
| AY082  | 3c           | I always book 1 week at a time Sat – Sat., or occasional off peak weekends Sat – Mon.  | SC            |                  |
| DG054  | 3c           | We have a warden who attends to people booking in months Nov – Mar.  | HP            |                  |
| EL001  | 3c           | Hotel trade increases during June/July/Aug/Sept but most of our business comes from local industries ie visiting business people.                              | HO            |                  |
| EL003  | 3c           | Restaurant [ <i>re earlier closing times</i> ]   | HO            | RES              |
| EL019  | 3c           | We are open for our visitors from 4pm each day but allow people to arrive earlier - usually to enable them to leave luggage!                                   | BB            | CAE              |
| FF019  | 3c           | Self-catering accommodation  | SC            |                  |
| FF020  | 3c           | Business changes from weekly lets to long term (8 month) let from October – May.   | SC            |                  |
| FF060  | 3c           | Opening hours restricted to 9am to 4pm during off-season to limit access as gate is locked   | HP            | AXP, SCL         |
| FF089  | 3c           | Close at 6pm during open periods   | BB            |                  |
| GC012  | 3c           | Close over Christmas & New Year and when I go on holiday   | BB            | HOL              |
| HL042  | 3c           | Shop open 15 May to 30 Sept.<br>Some toilets closed from opening time (1 April) to mid-May then from mid Sept to 20 Oct.                                       | HP            |                  |
| HL085  | 3c           | We work all hours when open  | GH            | HRW              |
| HL151  | 3c           | Weather / tides  | SO            | CLI, TID         |
| HL172  | 3c           | 2004 : meal times different from 1 <sup>st</sup> October<br>2005 : meal times different March & October  | GH            |                  |
| HL289  | 3c           | Open 6 days p.w. April – June, 7 days p.w. July end August, 6 days per week September.   | BB            |                  |
| HL306  | 3c           | Do not offer dinner 1 evening per week.  | GH            | PRD              |
| HL411e | 3c           | Self-catering – question does not really apply   | SC            | OTR              |
| HL428  | 3c           | Closed Sundays from October - March  | VA / RT       |                  |
| HL451  | 3c           | Most customers have gone out for the day by 10am & arrival times are usually between 5 & 6pm.  | BB            |                  |
| HL481  | 3c           | Our tavern opens 3 days per week in winter   | HO            | VDO, MSO         |
| HL483  | 3c           | We don't do lunches unless they are pre-booked   | HO            | CSO              |
| OR021  | 3c           | April & May 2005 :- 2004 winter let so not available April & May   | SC            |                  |



|       |    |   |         |                    |
|-------|----|---|---------|--------------------|
| PE130 | 3c | Easter weekend  | VA / MU | CAE                |
| PE141 | 3c | Depending on when I am working in the studio I am open at anytime if I am present   | VA / RT | OTR                |
| SB017 | 3c | Being a small B&B we put our lives first. If we are doing something special etc., we close whatever the time of year it is. | BB      | FTV, PER, SUT, VDO |
| SB041 | 3c | As above. [Retired] Put up No Vacancies and go away if weather good.  | BB      | RTD, HOL CLI       |
| SB065 | 3c | Part of the business close midweek during off peak times  | HP / TP | MSO                |
| SB116 | 3c | Open later + close earlier in April, May, June, Sept, 12pm-5pm ; October 11am – 4pm. (Main season 10.30-5pm)                | VA / HH |                    |
| WE020 | 3c | Closed mornings off peak.   | HO      |                    |
| WE021 | 3c | As above (restaurant + hotel closes – bar 12 months open).  | IN      | MSO                |
| WE073 | 3c | Not open regularly Oct – Mar  | VA / RT |                    |



**APPENDIX 7.3 QUESTION 5 Have you always operated this business on a seasonal basis? NARRATIVE QUESTIONNAIRE RESPONSES**

| ID NO. | QUESTION NO. | TEXT NARRATIVES  | BUSINESS TYPE | ANALYSIS CODE(S)                                       |
|--------|--------------|--|---------------|--|
| AD007  | 5b           | We trade all year round  | HO            | AYT  |
| AD014  | 5b           | Holidays   | BB            | HOL  |
| AG001  | 5b           | 1) it was easier and acceptable to staff to have 4 weeks off in one block rather than throughout the year – we are a very small team and covering holiday leave was difficult<br>2) small house, so refurbishment and redecoration was difficult with guests present<br>3) it cost more to stay open; insufficient cash flow to merit opening  | HO            | STA, HOL<br>RFD<br>CSO, CFW<br>MSO, PUB,<br>RES<br>CLI |
| AG022  | 5a           | Always have  | BB            | ATS  |
| AG029  | 5b           | We need a holiday too !  | GH            | HOL  |
| AG032  | 5b           | Demand. I am open 11 months or whenever required. I would not turn old customers away.   | BB            | OTR  |
| AG034  | 5a<br>5b     | 1990<br>Increased number of tourists / enquiries   | BB            | MGH  |
| AG037  | 5b           | To enjoy time with grandchildren at Christmas.   | GH            | TWF  |
| AG044  | 5a<br>5b     | '99<br>lack of business Nov – Jan  | BB            | LOB  |
| AG072  | 5a<br>5b     | 1998<br>Interest in self-catering is 90% summer months. A 6 month lease is sought for winter.  | SC            |  |
| AG073  | 5a<br>5b     | 1986<br>needed time for refurbishment ; holidays ; a rest  | SC            | RFD, HOL,  |
| AG084  | 5a           | 2002   | SC / CV       |  |
| AG093  | 5a           | 1999   | SC / CV       |  |
| AG118  | 5a<br>5b     | Other way around; were seasonal (April – Oct inclusive) as most caravan / holiday park still are. CHANGED TO ALL YEAR 2001.<br>1) Demand from existing holiday caravan owners to be able to use holiday homes through winter months.<br>2) Hoped for improvements by National / Local Tourist Boards to market area properly during “shoulder months” leading to increased demand from touring / motorhome customers (but this has not developed). | HP            | AYT<br>TRD, MGH<br>TBD, MRA                            |
| AL006  | 5b           | We are in the tourist industry. Tourists come during the summer months.  | TO            | OTR  |
| AL009  | 5a<br>5b     | 1997<br>1) It gives us some time to relax + recuperate<br>2) We have time + opportunity to decorate + do vital maintenance etc<br>3) We're only human, not robots !!   | HO            | RRX<br>RFD<br>MAE                                      |
| AL016  | 5b           | We always operated round the year  | IN            | AYT  |
| AL028  | 5a<br>5b     | 1999<br>Because in the winter months it is not financially viable to stay open.  | BB            | CSO  |
| AL034  | 5a<br>5b     | 1973<br>only seasonal trade for B&B  | BB            | HOL, SUT   |
| AL050  | 5a<br>5b     | 2003<br>Oban is busy for B.B mainly from Easter – Sept.  | BB            |  |
| AL071  | 5a<br>5b     | 1999<br>We inherited the position [ <i>seasonal trading</i> ] and because water supplies (ie freezing) is a hazard, we would find it difficult to open all year.   | SC            | WTS, CLI<br>FRZ  |



|       |          |  |         |                             |
|-------|----------|--|---------|-----------------------------|
| AL079 | 5b       | No customer response for Nov – March   | SC      | LOB                         |
| AL082 | 5a<br>5b | 2002<br>Fewer visitors in winter. I use the time to refurbish, redecorate etc...Also I include heating, gas & electric so would have higher bills in winter but would have to charge less for the property.  | SC      | LOB, RFD<br>HTG, UTL<br>PRI |
| AL100 | 5a<br>5b | 2001<br>Virtually no trade in winter. High costs, low revenue, long hours, low pay off.  | HO      | LOB, CSO,<br>TUR, HRW       |
| AL116 | 5a<br>5b | 1993<br>because of nature of tourism on this island and reliance on ferries  | BB      | TTS, FER,<br>PTR            |
| AL126 | 5a<br>5b | 1994<br>Since 1994 we have let our house for winter lets x 3 (ie Nov – March) to one tenant, returning holiday lets in March. We do not holiday let during winter because of the risk of frozen pipes with intermittent letting (big flood in 1993). | SC      | CLI, WTS,<br>FRZ, FLD       |
| AL130 | 5b       | The trend now on Mull is not 'seasonal' in the strict sense. Visitors are still prevalent during the early and later months of the year. It is the 'get away' syndrome.  | SC      | TRD<br>MGH                  |
| AL139 | 5b       | We are open all year, but there are few bookings in Nov, Dec, Jan + Feb, except for New Year and Feb ½ term.   | SC / CV | AYT, LOB,<br>SCY.           |
| AL140 | 5a<br>5b | c1986<br>bought a second hand caravan mainly for extra cash. Bought a new 1990 [caravan?] + continued since then for cash + interest.  | SC / CV | INC                         |
| AL156 | 5b       | All our buisniss is related to the golf course. Seasonal because poor weather, dark days.  | GH      | SSR, GLF,<br>CLI, DYT       |
| AL158 | 5b       | No trade   | BB      | LOB                         |
| AL170 | 5a<br>5b | 1980<br>market requirement   | SC      | LOB                         |
| AL193 | 5a<br>5b | 1998<br>suited my other commitments  | BB      | VDO<br>SUT                  |
| AL203 | 5        | Always year round  | SC      | AYT                         |
| AL205 | 5a<br>5b | 1996<br>being on an island tourist trade in winter months is limited.  | HO      | LOC, LOB.                   |
| AL208 | 5a<br>5b | 1999<br>viability  | BB      | CSO,                        |
| AL243 | 5a<br>5b | 1996<br>we are not getting any younger !!  | GH      | AGE                         |
| AL254 | 5a       | 2002   | BB      |                             |
| AL275 | 5a<br>5b | 1998<br>needed a holiday for ourselves, because the business was busier from when it commenced   | HO      | HOL, MGH                    |
| AL282 | 5a<br>5b | 2003<br>We stayed open through winter 2002/2003. No interest in B&B after middle of November until following Easter. Also Tourist Office closes through winter.  | BB      | LOB, OAC,<br>TBD            |
| AL297 | 5a<br>5b | 2001<br>Insufficient trade to justify opening.   | BB      | LOB                         |
| AL303 | 5b       | Lack of custom   | BB      | LOB                         |
| AL305 | 5a<br>5b | 1979<br>No tourists in the winter, or very few   | BB      | LOB                         |
| AL311 | 5a<br>5b | Always. 1998.<br>Not sufficient business to support winter opening and we need to drain down the water supply to the cabins.   | SC      | ATS<br>LOB<br>WTS           |
| AL329 | 5b       | We have only licensed for March to October [sic]   | HP      | LIC                         |
| AL333 | 5a<br>5b | 2000<br>B&B is mainly summer time buisness   | BB      |                             |



|       |          |  |         |                 |
|-------|----------|--|---------|-----------------|
| AL343 | 5b       | Quiet in winter, also enough is enough !   | BB      | LOB, MWB        |
| AL347 | 5b       | Since operating it has never been seasonal, ie all the year round  | SC      | AYT             |
| AL352 | 5        | Always 12 months   | SC / CV | AYT             |
| AY002 | 5        | [Yes] : but we never close completely, except on Christmas, Boxing Day and New Year's Day  | VA / HH |                 |
| AY026 | 5a<br>5b | 2002<br>Family holiday Xmas New Year period  | GH      | HOL, TWF        |
| AY041 | 5a<br>5b | 1982<br>The East Wing has some interesting architectural details which would be balanced if insulation were to be introduced in the main room – so it's rather chilly & difficult to heat in winter !                              | SC      | HTG             |
| AY053 | 5b       | We are not allowed to open more than shown, due to local authority rules. Holiday park licence is for eight months only – this should be changed to meet todays demand on winter holidays.   | HP      | LAR<br>LIC      |
| AY061 | 5a<br>5b | 2003<br>lack of demand outside of opening months   | BB      | LOB             |
| AY074 | 5a       | 1996   | HO      |                 |
| AY095 | 5a<br>5b | 1999<br>to give us time and allow for improvements to the property – for 2004 the property was available through the winter.   | SC      | FTV, UPI        |
| AY099 | 5b       | Our decision to open March – Oct is to enable maintenance work to be carried out.  | SC / CV | MAE             |
| DG004 | 5b       | The tourists are few and far between during the winter   | BB      | LOB             |
| DG006 | 5a<br>5b | 2002<br>This decision was taken prior to opening (our first season was 2003) due in part to lifestyle choice – but also heavily influenced by seasonal pattern of area, ie tourist attractions in the main open Easter to October. | GH      | LIF<br>OAC, DST |
| DG031 | 5a<br>5b | 2001<br>historic pattern for hotel   | HO      | TRD             |
| DG049 | 5a<br>5b | 2003<br>because there is no winter trade   | BB      | LOB             |
| DG054 | 5a<br>5b | 2001<br>(Because there is lack) of demand from our customers   | HP      | LOB             |
| DG109 | 5a       | [Yes] : to the caravan park. We are currently trying to encourage all year round trade for our cottages.   | HP      | MSO<br>MGH      |
| DG138 | 5a<br>5b | 1998<br>As a specialist nursery we have no option. The plants cannot be sold over winter.  | VA / VO | FAF             |
| EL004 | 5a<br>5b | 1997<br>Not enough business during the winter months, January, February.   | HO      | LOB             |
| EL005 | 5a<br>5b | 1996<br>we get pissed off and need a rest [sic]  | GH      | MWB,<br>RRX     |
| EL011 | 5a<br>5b | 2000<br>To incorporate a longer holiday, carry out refurbishment and because we thought trade would be minimal   | GH      | HOL, RFD        |
| EL021 | 5a<br>5b | 1998<br>personal preference and demand   | BB      | SUT, LOB        |
| EL028 | 5a       | 1999   | BB      |                 |
| EL032 | 5b       | Due to extra charges being imposed we decided to trade March / Oct. However, this is only on paper. I am operating 12 months of the year.  | BB      | TWF, FSC<br>AYT |



|       |          |   |         |                         |
|-------|----------|---|---------|-------------------------|
| EL056 | 5a<br>5b | 2002<br>business growth   | BB      | MGH                     |
| EL064 | 5b       | Purely for personal & family reasons  | BB      | PER, TWF                |
| EL066 | 5b       | Trade all year – always have  | BB      | AYT                     |
| EL094 | 5a<br>5b | 2000<br>Not many people camp out over winter  | HP / TP | LOB                     |
| EL095 | 5b       | We are a holiday caravan park & licence is for 10 months of year  | HP      | LIC                     |
| EL096 | 5a<br>5b | 1992<br>type of business weather dictated   | HP      | TTM, CLI                |
| EL098 | 5a<br>5b | 1994<br>1994 start up   | HP / TP |                         |
| FF001 | 5a<br>5b | 2002<br>because tourist board would inspect in low season then take marks off because the garden wasn't looking at its best ! It suited them to spread their inspections but it did not suit me !   | SC      | TBD<br>STD,<br>BUR      |
| FF019 | 5a<br>5b | 1977<br>suits me  | SC      | SUT                     |
| FF030 | 5a<br>5b | 2002<br>property let to students in other times   | SC      | STU                     |
| FF050 | 5a<br>5b | 2002<br>Let to students 10 months of year   | SC      | STU                     |
| FF076 | 5a<br>5b | 1996<br>Because working 7 days a week for 8 months is enough & I need time to decorate and have a social life.  | BB      | HRW<br>RFD, SOL         |
| FF079 | 5a<br>5b | 1996<br>Tourism dramatically reduces from Nov – March. Allows some holiday time for owners. Allows re-decoration of guest rooms   | BB      | LOB<br>HOL RFD          |
| FF091 | 5a<br>5b | 1990<br>Most business available during summer months. Need quiet months to redecorate etc.  | BB      | SCY                     |
| FF109 | 5a<br>5b | 2000<br>My business is only partly seasonal. Sale of paintings is seasonal, but I also do picture framing, which is not particularly seasonal. Thus I stay open at times when the sales of paintings would not justify opening. This is an important point in relation to a lot of the questions. | VA / RT | OWC                     |
| GC012 | 5b       | I do not open on a seasonal basis   | BB      | AYT                     |
| GC016 | 5b       | I don't trade on a seasonal basis   | BB      | AYT                     |
| HL039 | 1<br>5a  | [March 2005] Easter<br>1958   | HP      | CAE                     |
| HL073 | 5a<br>5b | 2001<br>to give us time to do decorating, essential maintenance etc   | BB      | RFD, MAE                |
| HL079 | 5a<br>5b | 1994<br>labour costs / overheads  | HO      | STA, OHD,<br>CSO        |
| HL097 | 5a<br>5b | 2002<br>As we are well off a main road almost all our guests are pro-booked. We have found people don't pre-book so often in the off-season and just arrive on spec. therefore few people find us.  | BB      | AXP<br>LOC              |
| HL109 | 5a<br>5b | 2000<br>The business is very sporadic in the winter months, also we wanted to have the house for ourselves for part of the year.  | BB      | LOB<br>SOY              |
| HL113 | 5b       | Little winter demand  | GH      | LOB                     |
| HL124 | 5a<br>5b | 2004<br>hardly any customers in winter and busier than ever throughout rest of year. Need time to catch up – decoration, garden etc.  | BB      | LOB<br>MGH,<br>RFD, MAE |



|       |          |   |         |                  |
|-------|----------|---|---------|------------------|
| HL127 | 5a<br>5b | 2001<br>to maximise potential visitors coming to stay (filling rooms)<br>also give a break during closed season.  | BB      | MGH<br>HOL, FTV  |
| HL152 | 5a       | Not applicable – always open  | VA / RT | AYT              |
| HL158 | 5b       | There are no tourists in winter   | BB      | LOB              |
| HL183 | 5a<br>5b | 1900 [!!!!]<br>because there is little or no business in winter   | BB      | LOB              |
| HL211 | 5a<br>5b | 1984<br>for economic reason   | BB      | CSO              |
| HL220 | 5a<br>5b | 1980<br>The holiday season in the Highlands falls away sharply by the<br>end of October   | SC      | LOB              |
| HL228 | 5a<br>5b | 1995<br>demand  | SC      | LOB              |
| HL233 | 5a<br>5b | 1990<br>Isle of Skye is seasonal (summer) for tourists  | SC      |                  |
| HL254 | 5a<br>5b | 1976<br>not feasible to be open all year round; reliant on volunteer when<br>open   | VA / MU | CSO, VOL         |
| HL265 | 5a<br>5b | 1989<br>lack of resources (people) & few visitors – little demand.  | VA / MU | STA, LOB         |
| HL273 | 5b       | Not enough visitors to the area to warrant staying open longer<br>than I do at present.   | BB      | LOB              |
| HL277 | 5a<br>5b | 1998<br>when we started 1998 we found there was no call for B&B in<br>our rural location during winter months + we take our holidays<br>during months we are closed.      | BB      | LOB<br>HOL       |
| HL300 | 5b       | Very few tourists reach this area except during summer months.  | BB      | LOB              |
| HL306 | 5a<br>5b | Predecessor ran it for 20 years...<br>...so don't know  | GH      | PRD              |
| HL315 | 5a<br>5b | 1956<br>because we [build ?] a Guest House  | BB      |                  |
| HL318 | 5a<br>5b | 2000<br>costs exceed marginal revenue   | HO      | CSO              |
| HL323 | 5b       | Because of the area in which we live which is very remote with<br>quite harsh weather in the winter   | HO      | LOC<br>CLI       |
| HL346 | 5b       | Lack of customers / tourists  | SC      | LOB              |
| HL362 | 5a<br>5b | 1991<br>to have time availability for maintenance   | SC      | MAE              |
| HL364 | 5b       | The caravan which is let on a seasonal basis is not particularly<br>suitable for winter lets.   | SC / CV |                  |
| HL366 | 5a<br>5b | 2003/4<br>weather conditions  | SC      | CLI              |
| HL368 | 5a<br>5b | 1994<br>self-catering holiday cottage – no demand for winter – not<br>feasible to operate out of Apr – Oct season.  | SC      | LOB<br>CSO       |
| HL386 | 5a<br>5b | 1999<br>1. seasonal demand<br>2. refurbishment requirements   | SC      | LOB<br>RFD       |
| HL408 | 5a<br>5b | 1980<br>No demand off-season & overheads make it uneconomic   | SC      | LOB, OHD,<br>CSO |
| HL439 | 5a<br>5b | 1993<br>no tourism during winter months   | BB      | LOB              |
| HL452 | 5b       | We do not trade on a seasonal basis   | BB      | AYT              |
| HL454 | 5a<br>5b | 1994<br>due to lack of trade and expense of retaining 50 bedroomed<br>hotel to remain open. Now planning to reintroduce all year<br>round trade with good success so far. | HO      | LOB, CSO         |



|       |          |  |         |                   |
|-------|----------|--|---------|-------------------|
| HL455 | 5a<br>5b | 1997<br>High cost of fuel, lighting etc., during quiet months – only take people who ‘book’ rather than ‘chance’ people.   | BB      | OHD, UTL,<br>CSO  |
| HL460 | 5a<br>5b | 1998<br>subject to demand – lack of in winter months   | BB      | LOB               |
| HL469 | 5a<br>5b | 2003<br>MAINTENANCE – this can only be done when the house is closed to guests. Rest period (for ourselves). Usually a quiet time of year not many tourists around               | GH      | MAE<br>RRX<br>LOB |
| HL471 | 5a<br>5b | 1992<br>got to have some time off!   | GH      | FTV               |
| HL473 | 5a<br>5b | 1999<br>1) keep below VAT level<br>2) low number of guests in winter   | GH      | VAT, FSC<br>LOB   |
| HL483 | 5b       | The business is not viable during the winter months  | HO      | CSO               |
| HL488 | 5a<br>5b | 1999<br>pointless opening Nov & Dec  | BB      | (LOB)             |
| HL492 | 5a<br>5b | 1988<br>see answer question 22<br><i>[the extreme cold winter weather means we have to drain all water therefore not practicable to open for odd weeks like Xmas / New Year]</i> | SC      | CLI, FRZ<br>WTS   |
| HL500 | 5a<br>5b | 1999<br>There was very little demand during the months of November, December (except Christmas and New year) January and February.   | SC      | LOB               |
| HL501 | 5a<br>5b | '96 ?<br>No winter demand  | SC      | LOB               |
| HL507 | 5a<br>5b | 2002<br>for 2 reasons :<br>1. to give us time to ourselves<br>2. lack of tourists out of peak season   | SC      | VDO               |
| HL529 | 5a<br>5b | 1999<br>March is very quiet & do not work with passing trade   | GH      | LOB               |
| HL542 | 5a<br>5b | 2001<br>to cut down on work load & after 10 years of trading - need time for winter maintenance programme.   | SC      | SCY               |
| OR004 | 5a<br>5b | 1997<br>not enough visitors in Orkney over the winter to fund keeping the house open   | VA / HH | LOB<br>CSO        |
| OR005 | 5b       | To have time to work as well as time for my family   | VA / RT | OWC, TWF          |
| OR011 | 5a<br>5b | 1998<br>convenient [convenient?] for tourists and myself   | BB      | SUT               |
| OR021 | 5b       | 1984   | SC      | OTR               |
| OR024 | 5a<br>5b | 95.<br>Heating costs are far too high in winter months as this is included in price, profit margin would not exist.  | SC / CV | HTG, PRI,<br>CSO  |
| PE012 | 5a<br>5b | 2003<br>B&B is seasonal, generally April or Easter if earlier to end October   | BB      | CAE               |
| PE013 | 5b       | We operate our business (B&B) from an old manse (1854) which requires annual refurbishment during the winter months  | BB      | RFD               |
| PE024 | 5a<br>5b | 1990<br>lack of business / bad weather after festive season  | IN      | LOB, CLI          |
| PE026 | 5        | I work outside on the farm [during] months I am closed   | BB      | OWC               |
| PE063 | 5a<br>5b | 1998<br>Tourist season   | BB      | LOB               |
| PE064 | 5a<br>5b | 1996<br>no trade – or less trade in December & January, also used 2  | BB      | LOB TWF           |



|       |          |   |         |                       |
|-------|----------|---|---------|-----------------------|
|       |          | months for family time  |         |                       |
| PE086 | 5a<br>5b | 1999<br>because of the inclement weather and guests were too cold and it was prohibiting to charge extra for heat (plus guests would then steal coal and wood !)  | SC      | CLI<br>PRI, HTG       |
| PE093 | 5b       | 1 unit only seasonal due to building construction – chalet  | SC      | HAW                   |
| PE120 | 5b       | Do not know – it was this way when we took over – probably too cold in the winter !   | VA / HH | CLI                   |
| PE130 | 5a<br>5b | 1982<br>Not many tourists about in winter etc.  | VA / MU | LOB                   |
| PE154 | 5a<br>5b | 1976<br>boat hiring – so weather dependant  | AO      | CLI                   |
| SB009 | 5a<br>5b | 1994<br>need for refurbishment / holidays etc & limited demand in mid winter months   | GH      | RFD, HOL<br>LOB       |
| SB014 | 5a<br>5b | 2003<br>I work as a private chef in the summer / autumn / Easter / Christmas NEW YEAR – ie classic holiday period. I rent out my HOME as self-catering – initially as an experiment. Out of season there has NOT SO FAR been a demand for such a large property. I hope to build another to increase trade. | BB      | OWC<br>HAW<br>LOB     |
| SB016 | 5a<br>5b | 1995<br>insufficient demand for accommodation in winter months  | BB      | LOB                   |
| SB017 | 5a       | 2004  | BB      |                       |
| SB032 | 5a<br>5b | 1987<br>when the business started   | BB      | ATS                   |
| SB041 | 5a<br>5b | 1971<br>Don't want people at family times, ie Xmas & New Year.  | BB      | TWF, FAC              |
| SB045 | 5a<br>5b | 1983<br>No central heating  | SC      | HTG                   |
| SB047 | 5a<br>5b | 1987<br>a) not enough business to warrant opening in winter months<br>b) keep some time for family and renovations  | SC      | LOB<br>TWF, RFD       |
| SB059 | 5a<br>5b | 1993<br>unfeasibility of long term lets eg non-payment of rent, anti-social behaviour of tenants.   | SC      | SUT                   |
| SB071 | 5a       | 1950  | HP      |                       |
| SB091 | 5b       | This is our first year as a fuchsia centre (which by its nature has to be seasonal, March – October) + tea room. We have found the tea room is patronized throughout, & therefore is open "out of season".  | VA / GD | FAF<br>MSO            |
| SB100 | 5a<br>5b | 1999<br>new Head Gardener – new ideas   | VA / GD | STA                   |
| SB106 | 5a<br>5b | Always<br>Dictated by the opening hours of Abbotsford House (home of Sir Walter Scott).   | RE / CF | ATS<br>OAC, SCL       |
| SH030 | 5a<br>5b | 03<br>due to weather conditions   | TO / SO | CLI                   |
| WE005 | 5b       | B&B in country does not attract enough visitors to remain open in winter. Not sufficient daylight hours.  | BB      | LOB<br>DYT            |
| WE026 | 5a<br>5b | 2001<br>That's when I started and was open except for Christmas & New Year, but I had very few enquiries – so now I've entered Tourist Book [Where to Stay Guide] for just summer months.   | BB      | LOB<br>TBD            |
| WE046 | 5a<br>5b | 1997<br>usually cater for tourists in summer months   | SC      |                       |
| WE049 | 5a<br>5b | 1986<br>The decision is made by not having people looking for accommodation, days are short & less ferries operating.   | BB      | LOB, DYT,<br>FER, PTR |



|       |          |   |         |          |
|-------|----------|---|---------|----------|
| WE051 | 5a<br>5b | 1986<br>season trade 6am -- 11pm daily  | HP      |          |
| WE067 | 5a<br>5b | 2001<br>based on peak tourist season  | TO / SO |          |
| WE073 | 5b       | No visitors during winter. Also, weather gets bad in winter so I can't work so regularly. | VA / RT | LOB, CLI |



**APPENDIX 7.4 QUESTION 9: On what basis do you own or operate this business? (Q9f: None of the above. Another arrangement applies)  
NARRATIVE QUESTIONNAIRE RESPONSES**

| ID NO. | QUESTION NO. | TEXT NARRATIVES  | BUSINESS TYPE | ANALYSIS CODE(S) |
|--------|--------------|--|---------------|------------------|
| AG046  | 9            | Have help x 3 during summer.   | BB            | STA              |
| AG062  | 9a<br>9b     | 12 years<br>3 years  | BB            |                  |
| AG076  | 9            | Local caretaker assists  | SC            | STA              |
| AG077  | 9a<br>9b     | Since 2003<br>Until 2002   | SC            |                  |
| AG099  | 9f           | Council site   | HP            | LAS              |
| AL013  | 9f           | Manager for owner  | HO            |                  |
| AL064  | 9f           | Employed labour + as part of a larger business.  | SC            | STA              |
| AL114  | 9b<br>9e     | Occasionally<br>House leased   | BB            |                  |
| AL124  | 9f           | I am a widower otherwise it would be 'B' [ <i>with my spouse or partner</i> ]                        | SC            |                  |
| AL327  | 9f           | Belongs to Forest Holidays   | HP            |                  |
| AL334  | 9b           | Weekends [ <i>with my spouse or partner</i> ]  | BB            |                  |
| AL344  | 9a<br>9b     | until 2 years ago [ <i>alone</i> ]<br>now [ <i>with my spouse or partner</i> ]                       | BB            |                  |
| AY045  | 9f           | Caravan Club network   | HP            | CCC              |
| AY067  | 9f           | We own it but I operate it.  | HO            |                  |
| DG049  | 9f           | I am alone. I own the house. There is a mortgage. I have to work away from home during winter months | BB            | INC, OWC         |
| DG050  | 9f           | I do it but husband help maintain and sons help with phone calls.                                    | SC            |                  |
| DG063  | 9f           | Head office  | HP            |                  |
| DG067  | 9f           | I caretake and do the letting, adverts etc.  | SC            | ADV              |
| EL002  | 9f           | Family owned but run by a manager  | HO            |                  |
| FF060  | 9f           | Part of a larger business  | HP            | MSO              |
| FF087  | 9f [d]       | With manager & staff   | HO            |                  |
| GC002  | 9f           | Employed to run business   | GH            |                  |
| HL041  | 9f           | Managers run business  | HP            |                  |
| HL061  | 9f           | This is a PLC company + I had various managerial positions before becoming MD.                       | VA            |                  |
| HL080  | 9f           | Part of group  | HO            |                  |
| HL150  | 9f           | Mostly alone but occasional volunteer help   | VA / VC       | VOL              |
| HL181  | 9f           | Manager  | HO            |                  |
| HL247  | 9a<br>9c     | Yes until he died now<br>Some help   | VA / MU       | CAE              |
| HL254  | 9f           | employee   | VA / MU       | EMP              |
| HL265  | 9f           | Independent museum / p-t employee + 30 volunteers  | VA / MU       | STA, VOL         |
| HL281  | 9f           | Manager  | HO            |                  |
| HL344  | 9f           | I manage it for the owner  | HO            | EMP              |
| HL451  | 9f {a+b}     | I run my B&B with some help when needed from my spouse   | BB            |                  |
| HL512  | 9f           | Owned by my employers  | VA / NR       | FAF              |
| PE042  | 9f [c]       | Family and part time help  | BB            |                  |
| PE127  | 9f           | Family owned but run by employed staff   | VA / HH       | STA              |
| SB070  | 9f           | Manage   | HP            | EMP              |
| WE067  | 9f           | business partnership   | TO / SO       |                  |



**APPENDIX 7.5**

**QUESTION 10: How did you come to be involved in the business?  
NARRATIVE QUESTIONNAIRE RESPONSES**

| ID NO. | QUESTION NO. | TEXT NARRATIVES  | BUSINESS TYPE | ANALYSIS CODE(S) |
|--------|--------------|--|---------------|------------------|
| AG087  | 10d          | Maternity cover  | SC / CV       |                  |
| AG099  | 10d          | Applied for seasonal warden post   | HP            | EMP              |
| AG104  | 10d          | Council business   | HP            | LAS              |
| AG118  | 10d          | It was an existing business with a licence to operate on a seasonal basis from the council, but was so neglected and run down that virtually no income was generated. We have doubled the size of the park since purchase. | HP            | LIC,<br><br>UPI  |
| AL002  | 10d          | As part of a farm diversification scheme.  | AO            |                  |
| AL013  | 10d          | Managed for owner  | HO            |                  |
| AL064  | 10d          | Taken over when property was purchased   | SC            | STA              |
| AL117  | 10d          | Dragged into it by the tourist board, but would have later because of building suitability and cash flow.  | BB            | TBD, CFW         |
| AL123  | 10d          | until 1984 it was a similar business then sold 1985 cleared out leased & I started from scratch 1986 !   | SC            |                  |
| AL129  | 10d          | Holiday home development   | SC            |                  |
| AL180  | 10d          | A bit of both. My parents rented out caravans and when I inherited the house I began renting it out. Some of their caravan customers came to the house.  | SC            |                  |
| AL327  | 10d          | Tendered for position  | HP            |                  |
| AL347  | 10d          | To make use of an empty cottage  | SC            |                  |
| AL353  | 10d          | Had upstairs renovated & had rooms extra so could do B&B to pay for work done, also meet people I otherwise would never have chance to meet.   | BB            | RFD<br>PMP       |
| AY045  | 10b          | Leased from Ayrshire Council   | HP            | LAS              |
| AY091  | 10d          | This is our holiday cottage  | SC            | SOY              |
| AY094  | 10d          | Unable to obtain employment on island so had to let to pay mortgage & upkeep of property.  | SC            | EMP<br>INC, MAE  |
| DG001  | 10d          | Early retirement of husband and needed income  | BB            | RTD, INC         |
| DG049  | 10d          | It was a run down part derelict building, had been used as B&B in the past and needs to be built up.   | BB            | UPI              |
| DG055  | 10d          | Less staff on the farm – re empty cottage  | SC            | STA              |
| EL036  | 10d          | I started the business to give me interest after I retired   | BB            | RTD              |
| EL073  | 10d          | Availability of a “granny” flat within our own home  | SC            |                  |
| FF008  | 10d          | Our house had an annexe when we bought it, and we decided to use it as a holiday let.  | SC            |                  |
| FF015  | 10a          | Started with late wife – now I trade alone   | SC            |                  |
| FF094  | 10d          | My husband joined in on his retirement (aged 60 years).  | BB            | RTD              |
| GC002  | 10d          | Recruited to operate business  | GH            |                  |
| HL039  | 10b          | since 1958   | HP            | CAE              |
| HL061  | 10d          | Recruited  | VA            | MAE              |
|        |              |  |               |                  |
| HL074  | 10d          | No employment available. Better to be self-employed  | BB            | EMP              |
| HL080  | 10d          | General manager  | HO            |                  |



|        |     |  |         |          |
|--------|-----|--|---------|----------|
| HL086  | 10d | Take over from parents   | GH      |          |
| HL150  | 10d | Started as an employee of the charity, became director, then Chairman when lack of funds prevented anyone being employed | VA / VC |          |
| HL181  | 10d | Working for company who own it   | HO      |          |
| HL194  | 10d | It's not much of a business – just a little extra income   | BB      | INC      |
| HL254  | 10d | employed last April  | VA / MU | EMP      |
| HL265  | 10d | I applied for an advertised post   | VA / MU | EMP      |
| HL299  | 10d | (Became redundant. No other job prospects)   | BB      | EMP      |
| HL306  | 10d | Already a B&B but bought as a house not as a business but with intention to run as B&B.                                  | GH      |          |
| HL359  | 10d | Owned by hotel company   | HO      |          |
| HL373  | 10d | Started self-catering when work required us to live in another house   | SC      | POD      |
| HL390  | 10d | Gifted from parent (to whom it was inherited)  | SC      |          |
| HL421e | 10d | Bought the house for our retirement but unfortunately my husband died at the very early age of 59.                       | SC      | RTD      |
| HL450  | 10d | When children were small could work from home  | BB      | HAW      |
| HL451  | 10d | It was a way of earning a little bit while the children were growing up  | BB      | INC      |
| HL471  | 10d | bought business from parents   | GH      |          |
| HL486  | 10d | After the loss of my mother to give me an interest at home as I have four children                                       | GH      | HAW, TWF |
| HL512  | 10d | Business belongs to the organisation I work for  | VA / NR | FAF      |
| OR021  | 10d | To make use of the house on the property rather than see it neglected & to diversify farming related business.           | SC      | INC      |
| OR023  | 10d | Bought the cottage as an investment then decided to do self-catering   | SC      |          |
| PE093  | 10d | purchased as hotel - changed to self-catering  | SC      |          |
| PE120  | 10d | We started to work for Invercauld Estates but now lease the business   | VA / HH |          |
| SB041  | 10d | Husband was ill & had to earn money somehow (1970).  | BB      | HLT, INC |
| SB043  | 10d | Employed as manager  | HS      |          |
| SB070  | 10d | Seasonal employment  | HP      | EMP      |
| SB106  | 10d | Asked by the owner of Abbotsford House to take over the business in March 1998.  | RE / CF |          |



**APPENDIX 7.6 QUESTION 13: *Was your previous business a similar or different type of business to your current tourism business? (please specify)***  
**NARRATIVE QUESTIONNAIRE RESPONSES**

| ID NO.  | QUESTION NO. | TEXT NARRATIVES   | BUSINESS TYPE | ANALYSIS CODE(S) |
|---|--------------|---|---------------|------------------|
| <b>CATEGORY 1 VALID CASES: (previous experience of running business /current business = different type)</b> |              |   |               |                  |
| AD012   | 13           | Speech & drama teacher, self-employed   | BB            |                  |
| AD014   | 13           | Gift shop   | BB            |                  |
| AD026   | 13           | Deli  | HP            |                  |
| AG001   | 13           | Hotel with busy public bar as well as rooms + restaurant. Current business has no main public bar | HO            |                  |
| AG021   | 13           | Post Office and general merchant  | BB            |                  |
| AG030   | 13           | Farming   | BB            |                  |
| AG032   | 13           | Horticulture  | BB            |                  |
| AG039   | 13           | IT consultancy  | BB            |                  |
| AG050   | 13           | Hairdressing business   | BB            |                  |
| AG052   | 13           | Farming, processing, retail, visitor attraction.  | BB            |                  |
| AG058   | 13           | Managing a country estate +farming. Now handed over to my son.                                    | SC            |                  |
| AG069   | 13           | Farming   | SC            |                  |
| AG072   | 13           | Farming   | SC            |                  |
| AG080   | 13           | Farmer  | SC            |                  |
| AG087   | 13           | Crafts  | SC / CV       |                  |
| AG093   | 13           | retail shops  | SC / CV       |                  |
| AG098   | 13           | Electrician   | HP            |                  |
| AL002   | 13           | Equestrian, agricultural & tourism  | AO            |                  |
| AL003   | 13           | Accountant  | AO            |                  |
| AL006   | 13           | We were farmers   | TO            |                  |
| AL021   | 13           | H+S Consultancy   | BB            |                  |
| AL028   | 13           | Dental laboratory   | BB            |                  |
| AL071   | 13           | Solicitor   | SC            |                  |
| AL110   | 13           | Fishing   | BB            |                  |
| AL124   | 13           | Professional practice   | SC            |                  |
| AL140   | 13           | Teaching  | SC / CV       |                  |
| AL156   | 13           | Newsagents / gen. store   | GH            |                  |
| AL158   | 13           | pub   | BB            |                  |
| AL159   | 13           | Heating   | BB            |                  |
| AL161   | 13           | Building restoration  | BB            |                  |
| AL162   | 13           | Fish vessel owner / skipper   | BB            |                  |
| AL170   | 13           | I.T.  | SC            |                  |
| AL181   | 13           | each runs side by side.   | SC / CV       |                  |
| AL203   | 13           | Farm  | SC            |                  |
| AL210   | 13           | Glazing contractors   | SC / CV       |                  |
| AL249   | 13           | Work for family business  | BB            |                  |
| AL282   | 13           | Sandwich bar + outside catering   | BB            |                  |
| AL292   | 13           | Farming   | BB            |                  |
| AL297   | 13           | Beauty therapy  | BB            |                  |
| AL303   | 13           | farming   | BB            |                  |
| AL311   | 13           | Hotel   | SC            |                  |
| AL327   | 13           | Fabrication / welder  | HP            |                  |
| AL328   | 13           | Forestry  | HP            |                  |
| AL329   | 13           | Newsagent   | HP            |                  |
| AL342   | 13           | floristry   | BB            |                  |



|       |    |  |         |
|-------|----|--|---------|
| AL354 | 13 | Farming  | BB      |
| AY008 | 13 | Coffee shop  | BB      |
| AY015 | 13 | Farming : now farming & Bed & Breakfast            | BB      |
| AY017 | 13 | Furniture manufacture                              | BB      |
| AY019 | 13 | Farming  | BB      |
| AY042 | 13 | Farming  | SC      |
| AY074 | 13 | management training and consultancy                | HO      |
| AY099 | 13 | Air freight  | SC / CV |
| DG009 | 13 | Farmer.  | BB      |
| DG036 | 13 | consultancy  | BB      |
| DG050 | 13 | A legal firm (in partnership)                      | SC      |
| DG054 | 13 | farming  | HP      |
| DG059 | 13 | Husband is garage proprietor.                      | SC      |
| DG061 | 13 | Farmer   | HP      |
| DG077 | 13 | Office supplies co.                                | SC      |
| DG080 | 13 | farming  | SC / CV |
| DG082 | 13 | Village shop / petrol / post office                | HP      |
| DG138 | 13 | Road haulage                                       | VA / VO |
| DG140 | 13 | Ongoing business management                        | VA / GD |
| EL001 | 13 | Clothing retail                                    | HO      |
| EL005 | 13 | woollen tweed manufacturer                         | GH      |
| EL012 | 13 | computing  | GH      |
| EL021 | 13 | rental of apartments                               | BB      |
| EL039 | 13 | Architect / pharmacist                             | BB      |
| EL044 | 13 | Typing service                                     | BB      |
| EL056 | 13 | designer   | BB      |
| EL058 | 13 | Poultry farmer                                     | BB      |
| EL064 | 13 | Catering / restaurant                              | BB      |
| EL073 | 13 | Private practice                                   | SC      |
| EL090 | 13 | wholesaler   | HP / TP |
| EL091 | 13 | Farming  | HP      |
| EL098 | 13 | farming  | HP / TP |
| FF001 | 13 | food tourism consultancy – on-going, still active. | SC      |
| FF004 | 13 | Antique & pictures                                 | SC      |
| FF013 | 13 | Engineering  | SC      |
| FF029 | 13 | Farm   | SC      |
| FF030 | 13 | manufacturing                                      | SC      |
| FF076 | 13 | Plumbing & heating                                 | BB      |
| FF089 | 13 | High tech marketing + gift / retail products       | BB      |
| FF094 | 13 | We worked in NHS as Dr & nurse                     | BB      |
| FF097 | 13 | Nursing home                                       | BB      |
| GC016 | 13 | Misleading. This isn't a tourism business          | BB      |
| HL036 | 13 | Joiner contractor                                  | HP / TP |
| HL039 | 13 | ice cream van                                      | HP      |
| HL042 | 13 | Farming  | HP      |
| HL053 | 13 | carpentry / joinery                                | HP      |
| HL086 | 13 | Sub-aqua   | GH      |
| HL095 | 13 | Restaurant   | BB      |
| HL097 | 13 | Restaurant   | BB      |
| HL147 | 13 | Shellfish farming / estate work                    | TO      |
| HL151 | 13 | Previous business – builders / decorators          | SO      |
| HL228 | 13 | film and video production                          | SC      |
| HL236 | 13 | Investment management                              | SC      |
| HL237 | 13 | Consulting   | VA / HC |
| HL247 | 13 | Husband – driving instructor                       | VA / MU |
| HL254 | 13 | design   | VA / MU |
| HL276 | 13 | Dairy farming                                      | BB      |



|   |    |   |         |  |
|---|----|---|---------|--|
| HL289   | 13 | Consultancy   | BB      |  |
| HL300   | 13 | Shops   | BB      |  |
| HL304   | 13 | Corporate hospitality   | SH      |  |
| HL319   | 13 | Building company  | GH      |  |
| HL365   | 13 | Crofting / fishing  | SC      |  |
| HL367   | 13 | Bed & Breakfast   | SC / CV |  |
| HL373   | 13 | Furniture maker   | SC      |  |
| HL410   | 13 | decorators  | SC      |  |
| HL411e  | 13 | Industrial consumables – filters for air/dust/chemical usage                  | SC      |  |
| HL417   | 13 | Investment management   | VA / GD |  |
| HL418   | 13 | Sub-post office & shop  | SC / CV |  |
| HL460   | 13 | restaurant  | BB      |  |
| HL489   | 13 | Farming   | SC      |  |
| HL495   | 13 | Design company  | SC      |  |
| HL501   | 13 | Professional  | SC      |  |
| HL506   | 13 | Farming   | SC      |  |
| HL510   | 13 | Hotel   | VA / GD |  |
| HL520   | 13 | Agent in toy business   | GH      |  |
| HL540   | 13 | Land surveying  | SC      |  |
| HL542   | 13 | restaurant  | SC      |  |
| OR004   | 13 | farm  | VA / HH |  |
| OR012   | 13 | Selling machine knitted garments  | BB      |  |
| OR020   | 13 | Farming, private tours with a people carrier. Year round tenant in a cottage. | SC      |  |
| PE004   | 13 | Many different  | BB      |  |
| PE015   | 13 | Transport. B&B  | GH      |  |
| PE023   | 13 | Coach & taxi business   | BB      |  |
| PE026   | 13 | farming   | BB      |  |
| PE032   | 13 | Boat yard / skipper   | HO      |  |
| PE045   | 13 | Interior designer   | HO      |  |
| PE058   | 13 | Outside business catering and sandwich bar                                    | BB      |  |
| PE079   | 13 | Farming   | SC      |  |
| PE086   | 13 | hairdressing  | SC      |  |
| PE089e  | 13 | Computer consultancy  | SC      |  |
| PE109   | 13 | Toy retailer  | HP      |  |
| PE122   | 13 | Farming   | VA / HH |  |
| PE130   | 13 | Hill farm   | VA / MU |  |
| SB009   | 13 | contact lens manufacture  | GH      |  |
| SB014   | 13 | Organic food manufacturer   | BB      |  |
| SB022   | 13 | Matron residential home for the aged.   | BB      |  |
| SB030   | 13 | a) post office b) designer knitwear   | BB      |  |
| SB064   | 13 | Bakery  | HP      |  |
| SB071   | 13 | farming   | HP      |  |
| SB076   | 13 | Country inn   | HP      |  |
| SB124   | 13 | farming   | VA / VO |  |
| SH030   | 13 | salmon farming  | TO / SO |  |
| WE051   | 13 | shop trade  | HP      |  |
| WE067   | 13 | farming   | TO / SO |  |
| <b>CATEGORY 2 VALID CASES: (previous experience of running business / current business = same type)</b> |    |   |         |  |
| AG062   | 13 | wine merchant + retail outlet   | BB      |  |
| AL009   | 13 | Restaurant / Craft shop   | HO      |  |
| AL307   | 13 | Marketing in computer industry.   | GH      |  |
| AL343   | 13 | Restaurant  | BB      |  |
| AL355e  | 13 | Hotel as opposed to a Guest House   | GH      |  |



|   |    |   |         |  |
|---|----|---|---------|--|
| AY026   | 13 | licensed trade  | GH      |  |
| DG001   | 13 | Renting property  | BB      |  |
| DG006   | 13 | MD of a private contract catering company (me).<br>Spouse : Director of Sales, multinational hotel group. | GH      |  |
| DG049   | 13 | B&B   | BB      |  |
| DG067   | 13 | Riding school and riding holidays   | SC      |  |
| EL027   | 13 | Hotel   | BB      |  |
| FF055e  | 13 | St Andrews Guest House  | SC      |  |
| HL124   | 13 | bed & breakfast   | BB      |  |
| HL315   | 13 | hotel work  | BB      |  |
| HL421e  | 13 | Bed and Breakfast Establishment   | SC      |  |
| HL461   | 13 | Hotels owned & run by my family   | BB      |  |
| HL539   | 13 | Ski holiday tour operator   | SC      |  |
| PE038   | 13 | B&B   | HO      |  |
| PE102   | 13 | Hotels in Edinburgh   | SC      |  |
| SB017   | 13 | Guest House   | BB      |  |
| SB021   | 13 | catering  | BB      |  |
| SB042   | 13 | Highland Hotel  | BB      |  |
| <b>CATEGORY 3: NON-VALID CASES (no previous experience of running business)</b> |    |   |         |  |
| AD031   | 13 | Catering  | HP      |  |
| AG017   | 13 | I worked for the NHS  | BB      |  |
| AG029   | 13 | Accountant / car designer   | GH      |  |
| AG101   | 13 | Local authority   | HP      |  |
| AL026   | 13 | Architects  | GH      |  |
| AL104   | 13 | Education   | BB      |  |
| AL106   | 13 | Farmer's wife !   | SC      |  |
| AL114   | 13 | if you mean employment...social work  | BB      |  |
| AL117   | 13 | Employed by a company – electronics   | BB      |  |
| AL132   | 13 | Farmer's wife   | BB      |  |
| AL160   | 13 | Nurse / electrician   | BB      |  |
| AL243   | 13 | international marketing expatriot   | GH      |  |
| AL306   | 13 | secretary   | BB      |  |
| AL332   | 13 | nursing   | BB      |  |
| AL339   | 13 | Office supervisory position   | BB      |  |
| AY075   | 13 | Armed forces  | GH      |  |
| AY098   | 13 | First time in business  | SC      |  |
| DG025   | 13 | B&B for 34 years  | BB      |  |
| DG026   | 13 | secretary   | BB      |  |
| DG031   | 13 | tobacco   | HO      |  |
| EL019   | 13 | Myself : teacher ; wife : nurse   | BB      |  |
| EL052   | 13 | Retail management   | BB      |  |
| EL066   | 13 | Housing sales   | BB      |  |
| EL094   | 13 | Factory worker  | HP / TP |  |
| HL061   | 13 | Employed in the ski industry  | VA      |  |
| HL074   | 13 | Nursing sister  | BB      |  |
| HL113   | 13 | education   | GH      |  |
| HL127   | 13 | firefighter   | BB      |  |
| HL158   | 13 | professional  | BB      |  |
| HL183   | 13 | no previous business  | BB      |  |
| HL187   | 13 | Insurance industry  | SC      |  |
| HL206   | 13 | Information & advice / education  | BB      |  |
| HL220   | 13 | Education / management  | SC      |  |
| HL229   | 13 | Insurance industry  | BB      |  |
| HL246   | 13 | University lecturer   | VA / GD |  |
| HL265   | 13 | photographer  | VA / MU |  |
| HL320   | 13 | Secretary & P.A. work   | BB      |  |



|       |    |  |         |  |
|-------|----|--|---------|--|
| HL329 | 13 | Office employee  | SC      |  |
| HL339 | 13 | none   | BB      |  |
| HL342 | 13 | Nursing  | BB      |  |
| HL360 | 13 | See attached note : (Note précis : pre-1975 as a self-catering cottage ; belongs to son ; live 90 miles from property & not able to look after it in winter) | SC      |  |
| HL362 | 13 | B&B  | SC      |  |
| HL388 | 13 | Administration   | SC      |  |
| HL404 | 13 | engineering  | SC      |  |
| HL443 | 13 | Design engineer  | BB      |  |
| HL451 | 13 | Teacher  | BB      |  |
| HL463 | 13 | Engineering sales  | BB      |  |
| HL473 | 13 | ship's captain   | GH      |  |
| HL496 | 13 | Both ex-RAF  | SC      |  |
| HL535 | 13 | transport  | SC      |  |
| OR024 | 13 | Care sector  | SC / CV |  |
| PE006 | 13 | Sales + teacher  | BB      |  |
| PE012 | 13 | Teaching / civil engineering   | BB      |  |
| PE063 | 13 | banking  | BB      |  |
| PE064 | 13 | nursing  | BB      |  |
| PE075 | 13 | Owned an hotel   | SC      |  |
| PE098 | 13 | Both teachers  | SC      |  |
| PE100 | 13 | Doctor in General Practice   | SC      |  |
| PE141 | 13 | Freelance artist / illustrator   | VA / RT |  |
| SB040 | 13 | manufacturing  | BB      |  |
| SB041 | 13 | Didn't have one.   | BB      |  |
| SB054 | 13 | We were not in business  | SC      |  |
| SB078 | 13 | Farmers wife   | HP      |  |
| WE026 | 13 | Community nursing sister   | BB      |  |
| WE038 | 13 | Crofting   | SC      |  |
| WE060 | 13 | education  | BB      |  |



**APPENDIX 7.7**

**QUESTION 15: Do you own or operate any other business(es) now?  
(k) other (please specify)  
NARRATIVE QUESTIONNAIRE RESPONSES**

| ID NO. | QUESTION NO. | TEXT NARRATIVES  | BUSINESS TYPE | ANALYSIS CODE(S) |
|--------|--------------|--|---------------|------------------|
| AG039  | 15k          | IT consultancy   | BB            |                  |
| AG044  | 15k          | British Sign Language / English interpreting                   | BB            |                  |
| AG050  | 15k          | Hairdressing   | BB            |                  |
| AG073  | 15k          | contract engineering ; Scottish tourist guide                  | SC            |                  |
| AL002  | 15k          | Shell fish farming   | AO            |                  |
| AL003  | 15k          | Accountant   | AO            |                  |
| AL006  | 15k [i]      | Self-catering cottages (= i)                                   | TO            |                  |
| AL007  | 15k          | Storyteller  | GU            |                  |
| AL106  | 15i          | B&B  | SC            |                  |
| AL110  | 15k          | Aquaculture  | BB            |                  |
| AL123  | 15k          | My husband from the Electricity Board. Me from a printers      | SC            |                  |
| AL124  | 15k          | Tourist railway  | SC            |                  |
| AL129  | 15k          | Student rental   | SC            |                  |
| AL170  | 15k          | I.T.   | SC            |                  |
| AL255  | 15i          | B&B  | SC            |                  |
| AL285  | 15k          | Waste water treatment  | BB            |                  |
| AL316  | 15i          | Caravan site   | SC / CV       |                  |
| AL319  | 15k          | Property letting   | HP            |                  |
| AL328  | 15           | Caravan park is part of a larger landowning/forestry business. | HP            |                  |
| AL343  | 15k          | reflexology  | BB            |                  |
| AY002  | 15k          | managing an estate   | VA / HH       |                  |
| AY041  | 15k          | Estate management  | SC            |                  |
| AY086  | 15k          | Photography ; cabinet making                                   | SC            |                  |
| DG057  | 15k          | Chartered surveyor   | SC            |                  |
| DG067  | 15k          | Carriage driving tuition                                       | SC            |                  |
| DG117  | 15k          | Tenanted property.   | HP            |                  |
| DG138  | 15k          | landscaping  | VA / VO       |                  |
| DG140  | 15k          | As above [ <i>Ongoing business management</i> ]                | VA / GD       |                  |
| EL032  | 15k          | Market research  | BB            |                  |
| EL073  | 15k          | rehabilitation   | SC            |                  |
| EL086  | 15k [i]      | Holiday cottages on farm                                       | HP / TP       |                  |
| EL095  | 15k [i]      | Tour boat charter  | HP            |                  |
| FF013  | 15k          | Airline ; NHS  | SC            |                  |
| FF034  | 15k          | Dentist  | SC            |                  |
| FF050  | 15k [j]      | Insurance  | SC            |                  |
| FF079  | 15k          | Voluntary sector – elderly group lunch club                    | BB            |                  |
| FF080  | 15k          | Let property (one flat)  | BB            |                  |
| GC025  | 15i          | Self-catering  | BB            |                  |
| HL095  | 15k [i]      | Chalets  | BB            |                  |
| HL124  | 15k          | canoe hire / coaching  | BB            |                  |
| HL152  | 15k          | Whisky proprietors ; property managers / developers            | VA / RT       |                  |
| HL184  | 15i          | Holiday cottages   | BB            |                  |
| HL208  | 15i          | Self-catering  | BB            |                  |
| HL228  | 15j          | film and video production                                      | SC            |                  |
| HL236  | 15k          | See answer Q13   | SC            |                  |
| HL237  | 15[i]<br>15k | Marine tourism<br>Fishing                                      | VA / HC       |                  |



|        |           |   |         |
|--------|-----------|---|---------|
| HL296  | 15k       | childminding  | BB      |
| HL329  | 15j       | Calor gas, firewood   | SC      |
| HL377  | 15k       | Student accommodation   | SC      |
| HL390  | 15k       | Solicitor   | SC      |
| HL411e | 15k       | See above [Q13= Industrial consumables – filters for air/dust/chemical usage] | SC      |
| HL412  | 15        | Worm farming  | SC      |
| HL417  | 15        | see above {q}13   | VA / GD |
| HL451  | 15i       | Tour guide – very intermittent  | BB      |
| HL475  | 15<br>15k | [Yes] my husband [No] me<br>architecture                                      | BB      |
| HL489  | 15k       | Golf course   | SC      |
| HL506  | 15k [j]   | accountancy   | SC      |
| HL520  | 15k       | property  | GH      |
| HL538  | 15        | Have another job  | SC      |
| PE012  | 15i       | We are both self employed Scottish Tourist Guides (STGA members)              | BB      |
| PE064  | 15k       | counselling   | BB      |
| PE086  | 15k [j]   | hairdressing  | SC      |
| PE093  | 15k       | Accountancy / curling rink  | SC      |
| PE152  | 15k       | IT web  | VA / VO |
| SB014  | 15k       | Carriage drives   | BB      |
| SB019  | 15k[i]    | self-catering   | BB      |
| SB030  | 15k [j]   | management consultancy  | BB      |
| SB052  | 15k       | Purchase and renovation of 'buy to let' properties.                           | SC      |
| SB065  | 15i       | Private caravan holiday home parks  | HP / TP |
| SH013  | 15h+k     | Post office   | HP / CP |
| WE046  | 15k       | crafting  | SC      |
| WE067  | 15i       | plant hire  | TO / SO |



**APPENDIX 7.8 QUESTION 21: If you wanted to operate on a 12 month basis, what do you feel would most help you to develop your business to an all year round operation?**

**NARRATIVE QUESTIONNAIRE RESPONSES**

| ID NO. | QUESTION NO. | TEXT NARRATIVES   | BUSINESS TYPE | ANALYSIS CODE(S)                 |
|--------|--------------|---|---------------|----------------------------------|
| AD014  | 21           | Sunshine !!! Advertising locally. Expensive, but the public would know we are here.   | BB            | SUN, CLI, ADV, MRA               |
| AD031  | 21           | Develop into holiday homes with year round access   | HP            | PRD, UPI                         |
| AG001  | 21           | Improved climate !  | HO            | CLI                              |
| AG018  | 21           | Just accepting requests for the rest of the year.   | BB            | OTR                              |
| AG022  | 21           | Measures to extend tourist season, ie winter opening of visitor attractions   | BB            | OAC DST                          |
| AG023  | 21           | More major attractions being open all year round and better public transport infrastructure   | GH            | OAC, DST PTR                     |
| AG029  | 21           | Winter breaks advertising ?   | GH            | ADV, MRA                         |
| AG032  | 21           | Additional heating  | BB            | HTG                              |
| AG044  | 21           | Cheap staffing – less admin to employ occasional staff. Increased turnover - better advertising for Northern Scotland - ie operators who know our area  | BB            | CSO, STA BUR, MGH, ADV, TUR      |
| AG046  | 21           | Become more widely known amongst businesses + companies   | BB            | PRF                              |
| AG050  | 21           | Tourism attractions would have to open all year   | BB            | OAC, DST                         |
| AG055  | 21           | I have decided to operate on a 12 months basis from 2005. Having central heating has enabled me to leave the water on in winter.  | SC            | AYT HTG, WTS                     |
| AG072  | 21           | Better winter weather. Proximity to winter sports areas. More winter tourists.  | SC            | CLI, LOC, SSR, MGH               |
| AG073  | 21           | A good website  | SC            | WEB, MRA.                        |
| AG084  | 21           | more tourists   | SC / CV       | MGH                              |
| AG095  | 21           | Council restrictions, frost and customers   | HP            | LAR, FRT, CLI, LOB               |
| AG101  | 21           | Information regarding quantitised flow of customers in and around the area  | HP            | DAT                              |
| AG106  | 21           | I could and have operated 11 months of the year, but it is my customers that determine the length of the season. November to February are not viable.   | HP            | LOB CSO                          |
| AG107  | 21           | The weather   | HP            | CLI                              |
| AG118  | 21           | Only when the importance of tourism to the local economy is recognised by the tourist board(s) and local authority – and visitors are successfully drawn to this area, will it be viable to operate touring parks on an all year basis. I feel very strongly about this : caravan parks are very much the forgotten sector yet <u>could</u> do so much to bring visitors in during the off season months. | HP            | LOR, TBD, LEI, GOV               |
| AL002  | 21           | Longer tourist season – better marketing of area by VisitScotland. All-weather facilities & drier weather ; reduction in “red tape”, particularly those conditions & costs due to public liability insurance, etc !   | AO            | MRA, STB PRD, CLI, WET, BUR, INS |
| AL006  | 21           | As we take out tourist we can only operate when they are here.  | TO            | OTR                              |
| AL007  | 21           | Scotland’s tourism industry demonstrating to visitors that Scotland is a year round destination.  | GU            | PRF                              |
| AL016  | 21 + 22      | I already operate 12 months a year  | IN            | AYT                              |
| AL024  | 21           | Decent weather – local restaurants & attractions staying open too   | GH            | CLI, OAC                         |



|        |    |  |         |                           |
|--------|----|--|---------|---------------------------|
| AL026  | 21 | We would either need to employ staff or take more days off during high season. Neither option appeals to us.   | GH      | STA                       |
| AL028  | 21 | A larger potential market in off-season  | BB      | MGH                       |
| AL038  | 21 | staffing   | GH      | STA                       |
| AL045  | 21 | An increase in the VAT registration threshold (currently £8,000).  | GH      | VAT, FSC                  |
| AL054  | 21 | VAT threshold too low to operate all year  | GH      | VAT, FSC                  |
| AL056  | 21 | Abolish VAT or raise threshold   | GH      | FSC, VAT                  |
| AL064  | 21 | Operate on an 11 month basis for repairs   | SC      | MAE                       |
| AL 068 | 21 | No gales to blow the caravans !  | HP      | WND                       |
| AL074  | 21 | Wish of tourists to enjoy Argyll in winter   | SC      | TPC                       |
| AL079  | 21 | Better climate + longer daylight   | SC      | CLI, DYT                  |
| AL092  | 21 | Full year accommodation for staff outside the hotel  | HO      | STA                       |
| AL100  | 21 | Cheaper, more frequent ferries   | HO      | FER, PTR                  |
| AL110  | 21 | Get rid of Caledonian MacBraynes and hopefully we would get a good ferry service for the winter months   | BB      | PTR, FER                  |
| AL117  | 21 | Winter tourists and less operators to take them. There are visitors in winter (Balamory) but not enough for all operators.   | BB      | MGH, CPT, MED, LOB        |
| AL118  | 21 | More promotion of islands in Scotland by tourist board, later ferries on weekends by Calmac.   | BB      | MRA, PRF, TBD, FER, PTR   |
| AL126  | 21 | We could extend our season probably to include Xmas/New Year, but not interested because of risk. All year means committed caretaking staff & considerable upgrading of house.   | SC      | STA, UPI                  |
| AL129  | 21 | Not practical  | SC      | LOB                       |
| AL137  | 21 | I would open all year if I could successfully attract the right people to come during winter months that would involve targeting a more active tourist with different needs.   | SC      | MGH, MRA, PRD, TTM.       |
| AL139  | 21 | More advertising + marketing of short breaks, for example.   | SC / CV | ADV, MRA                  |
| AL159  | 21 | More tourists ! This is a tourist area therefore by the nature of people's holidays this determines the trading period.  | BB      | LOB                       |
| AL181  | 21 | Impossible – weather will always dictate operating season.   | SC / CV | CLI                       |
| AL194  | 21 | Improved climate. Better developed outdoor pursuits for winter months.<br>Improved B&B facilities, ie all en suite   | BB      | CLI, PRD, DST<br>SED      |
| AL203  | 21 | Better weather !   | SC      | CLI                       |
| AL205  | 21 | Opening dining room to non-residents. Offering special winter breaks.  | HO      | SED PRD                   |
| AL208  | 21 | lower overheads, eg rates, water.  | BB      | CSO, OHD, FSC, WTS        |
| AL210  | 21 | The weather  | SC / CV | CLI                       |
| AL254  | 21 | Lots more tourists – so need to market Scotland as an all year tourist destination (lots more advert coverage).  | BB      | MGH, MRA, ADV             |
| AL282  | 21 | Market Aberfoyle as an outdoor pursuit area (eg Glentress in the Borders) making use of surrounding countryside.   | BB      | MRA, FAF                  |
| AL284  | 21 | Good staff   | GH      | STA                       |
| AL296  | 21 | Extra advertising but expensive in relation to returns   | GH      | ADV, ROC                  |
| AL307  | 21 | A marketing strategy from VisitScotland to get visitors to want to come to a rural area in both the shoulder months and out of season months. This would need to include visitor attractions, food outlets & shops to be | GH      | MRA, STB, TPC<br>OAC, DST |



|        |    |   |         |  |
|--------|----|---|---------|--|
|        |    | open.   |         |  |
| AL313  | 21 | Nothing   | SC      |  |
| AL319  | 21 | We are putting in log cabins. More availability of staff would help.  | HP      | PRD, STA                                 |
| AL323  | 21 | Better weather - pipes freezing is an enormous worry !  | SC      | CLI FRZ, WTS                             |
| AL328  | 21 | We would need major investment in hard (not grass) pitches and heating & insulation to toilet block.  | HP      | PRD, SED                                 |
| AL353  | 21 | I would require to have en-suite rooms, now I have 2 rooms - they share a bathroom - also provide an evening meal, which I stopped several years ago (& do not intend starting up again).         | BB      | UPI, PRD<br>SED<br>SUT                   |
| AL355e | 21 | Raising of the VAT threshold  | GH      | VAT, FSC                                 |
| AY002  | 21 | some activity or attraction that would attract visitors in the winter   | VA / HH | PRD                                      |
| AY019  | 21 | Something in area guests would want to come to all the year round.<br>Good weather !!!  | BB      | DST<br>CLI                               |
| AY021  | 21 | Level of trade to justify my decision   | BB      | LOB                                      |
| AY046  | 21 | Better weather  | HP      | CLI                                      |
| AY048  | 21 | Change in licensing arrangements within Council   | HP      | LIC, LAR                                 |
| AY053  | 21 | The demand to open 12 months or at least 10 or 11 months is very strong. But holiday park licence forbids opening to meet this demand.  | HP      | MGH<br>LAR, LIC                          |
| AY056  | 21 | Change of licencing   | HP      | LIC                                      |
| AY067  | 21 | Proper marketing of the tourist industry not left to bureaucrats / local authorities.   | HO      | MRA, GOV                                 |
| AY069  | 21 | Some sort of 'help' as in financial help to a business that has been established for over 40 years instead of to so many new "start up" businesses which appear to "disappear" after a few years. | GH      | FAS                                      |
| AY074  | 21 | Adequate flow of customers.<br>Availability of visitor attractions (other than golf and great outdoors).<br>Cheaper fares on ferry (applies all year round).                                      | HO      | MGH, DST<br>FER, PTR                     |
| AY075  | 21 | More awareness in Scotland that tourism is the major industry   | GH      | PRF                                      |
| AY082  | 21 | The advertising provided by Visit Scotland could and should be improved. Very often they fail to pass on info to potential customers.   | SC      | ADV, STB,<br>MRA                         |
| AY095  | 21 | Better weather  | SC      | CLI                                      |
| DG006  | 21 | Fuel cost reduction incentives during winter season.<br>Reduction in business tax levies<br>More knowledge from VisitScotland.com of Dumfries & Galloway area !                                   | GH      | FSC, HTG<br>FSC, BTX<br>STB, DAT,<br>PRF |
| DG009  | 21 | Advertising re discount deals. Themed winter breaks working in conjunction with other businesses  | BB      | ADV, MRA,<br>PRD                         |
| DG013  | 21 | Development of shooting / sport   | HO      | STG, PRD                                 |
| DG049  | 21 | There would obviously have to be more travellers in the winter. But the weather is against that and people have holidays in summer.   | BB      | MGH<br>CLI                               |
| DG050  | 21 | Someone else taking the calls & organising the bookings while preserving the "family run" approach.   | SC      | STA                                      |
| DG054  | 21 | Getting planning consent to replace some of the (... ..?) with chalets  | HP      | BUR                                      |
| DG067  | 21 | Opening a cottage next to the home – because of heating & weather conditions  | SC      | PRD, HTG,<br>CLI                         |



|        |              |  |         |                             |
|--------|--------------|--|---------|-----------------------------|
| EL005  | 21           | support staff  | GH      | STA                         |
| EL021  | 21           | improved promotion of city and improved facilities in city. Better transport / air links   | BB      | MRA, DST<br>PTR, AIR        |
| EL028  | 21           | change in marketing : own website, other advertising   | BB      | MRA, WEB,<br>ADV,           |
| EL032  | 21           | No idea – I operate when I like anyway.  | BB      | SUT                         |
| EL091  | 21           | Better climate ; more tourist (sic)  | HP      | CLI, MGH                    |
| EL094  | 21           | Sign posts on A1 from Newcastle but not allowed also from Glasgow.   | HP / TP | SGN, BUR                    |
| FF013  | 21           | Better weather in winter !   | SC      | CLI                         |
| FF032  | 21           | I have students during term time and tourists in the summer. The other properties are open to tourists all year.   | SC      | STU MSO                     |
| FF034  | 21           | Self catering properties let to students 9 months a year. 3 months of letting to holiday makers.   | SC      | STU                         |
| FF050  | 21           | Better weather !   | SC      | CLI                         |
| FF055e | 21           | St Andrews global attractions (like the Old Course) that are not dependent on the weather.   | SC      | DST, CLI                    |
| FF057  | 21           | Promote / advertise our local area outwith the busy summer season from short breaks onwards etc.   | SC      | ADV, MRA                    |
| FF063  | 21           | local planning having some sense   | HP / TP | BUR                         |
| FF064  | 21           | Climate change   | HP      | STA                         |
| FF074  | 21           | Large cash inflow  | HP / TP | CFW                         |
| FF080  | 21           | Would require to advertise much more + give up many social activities in winter months.  | BB      | ADV, SOL,<br>FTV            |
| FF082  | 21           | Increased marketing<br>Increased marketing from tourist board  | GH      | MRA TBD                     |
| FF089  | 21           | Internet links plus broader advertisement in various B&B, guest house, tourist books   | BB      | WEB, ADV                    |
| FF094  | 21           | Off season business from guests first.<br>Perhaps better marketing.<br>Businesses/visitor centres/attractions would also need to be open for tourists.   | BB      | MGH<br>MRA<br>OAC, DST      |
| FF097  | 21           | 12 months of summer !  | BB      | CLI                         |
| FF109  | 21           | Promotion of my area (East Neuk of Fife) & village (Pittenweem) as a week-end / day out destination.   | VA / RT | MRA                         |
| GC016  | 21<br>(note) | Probably by advertising – more use of the internet<br>I think my response may not be very helpful as I run a <u>small</u> B&B, only slightly affected by seasonality.<br>Although B&Bs often operate on a non-seasonal basis, we benefit from being registered with the tourist board nationally & locally (internationally by having occasional calls from overseas visitors picking up information on the internet). Business people & construction trade workers make use of tourist board brochures to find accommodation - the overlap of tourism and all-the-year-round work makes it difficult to answer some of the questions. | BB      | ADV, WEB,<br>MRA<br><br>TBD |
| GC025  | 21           | Better weather   | BB      | CLI                         |
| HL036  | 21           | sunshine   | HP / TP | SUN, CLI                    |
| HL041  | 21           | Large increase in tourism  | HP      | MGH                         |
| HL046  | 21           | Do away with licensing hours   | HP / TP | LIC, LAR                    |
| HL053  | 21           | licence change. Climate change !   | HP      | LIC, CLI                    |
| HL079  | 21           | reduced direct costs. ie incentives from local authorities   | HO      | FSC, GOV                    |
| HL080  | 21           | More visitor attraction open all year round  | HO      | OAC, DST                    |
| HL085  | 21           | Heating costs reduced !  | GH      | HTG, OHD                    |
| HL097  | 21           | Signage allowed at main road   | BB      | SGN                         |



|       |    |  |         |                       |
|-------|----|--|---------|-----------------------|
| HL103 | 21 | Visitor attractions /places of interest, shops, restaurants etc. need to be open if visitors are to be able to occupy themselves at a time of year when the weather is poor. | GH      | OAC, DST<br>CLI       |
| HL109 | 21 | we also operate self-catering cottages which we make available for all the year  | BB      | MSO                   |
| HL116 | 21 | Visitor attractions open   | HO      | OAC                   |
| HL117 | 21 | more daylight and sunshine   | HO      | DYT, SUN              |
| HL124 | 21 | more advertising, special deals, evening meals   | BB      | ADV, SED,<br>MRA      |
| HL126 | 21 | Although [profitable ?] in low season, only because owners are operators. Level of business too low to employ more staff.  | GH      | LOB OHC<br>STA        |
| HL144 | 21 | Not possible in short term   | EN      |                       |
| HL145 | 21 | Change in climate to attract visitors in February !!   | VA / VO | CLI                   |
| HL147 | 21 | More active marketing of Scotland as an all year destination.<br>Develop winter attractions to encourage visitors  | TO      | MRA<br>DST, PRD       |
| HL151 | 21 | Better weather ; longer hours of daylight  | SO      | CLI, DYT              |
| HL175 | 21 | 1. a local airport<br>2. better public transport   | BB      | AIR<br>PTR            |
| HL179 | 21 | Business naturally dries up after October – no-one wants holidays on Skye in the winter unless climbing the mountains.   | GH      | LOB<br>TTM            |
| HL180 | 21 | Better weather !   | BB      | CLI                   |
| HL181 | 21 | Revamp to hotel  | HO      | RFD, UPI              |
| HL186 | 21 | Publicity / marketing that highlights Scotland is not a frozen wasteland in winter !   | BB      | MRA, TPC<br>FRZ       |
| HL187 | 21 | Summer weather all year round which would bring the tourists back to this area. Nov – March is not suitable for our clients.   | SC      | CLI                   |
| HL188 | 21 | Better marketing strategy from Scottish Tourist Board  | HO      | MRA, STB              |
| HL189 | 21 | Free bridge crossings ; better public transport  | HO      | CAX, PTR              |
| HL191 | 21 | already operating on a 12 month basis  | GH      | AYT                   |
| HL201 | 21 | Being able to put B&B signs on roadside, so people could find us.  | BB      | SGN<br>LOC            |
| HL206 | 21 | More customers in winter / early spring & autumn   | BB      | MGH                   |
| HL208 | 21 | To consider, we would require customer bookings in low season to increase significantly. Would consider extending up to 2 further months only.                               | BB      | MGH<br>SUT            |
| HL220 | 21 | I would need to move nearer my business – at present I live 250 miles away and depend on staff for work I could do myself.   | SC      | POD<br>STA            |
| HL221 | 21 | Change of Scottish climate ! Year round summer weather !   | SC      | CLI                   |
| HL224 | 21 | Foreign tourists would need to visit Scotland all the year round.  | SC / CV | MGH                   |
| HL228 | 21 | more effective advertising and promotion   | SC      | ADV, MRA              |
| HL229 | 21 | Summer weather all year round which would bring the tourists back to this area. Nov – March is NOT suitable for our clients.   | BB      | CLI                   |
| HL233 | 21 | Better weather – more tourists. Skye Bridge crossing free or reasonably tolled ie 60p not £5.40.   | SC      | CLI, CAX              |
| HL271 | 21 | Winter months would need to be marketed better for this area.  | GH      | MRA                   |
| HL273 | 21 | More visitors to the area. Tourist Board does not promote our area at all.   | BB      | MGH, TBD,<br>PRF, MRA |
| HL276 | 21 | Other tourism businesses eg National Trust, open their properties all year.  | BB      | OAC, DST              |
| HL288 | 21 | Cheap travel / free “honest” brochures & websites from   |         | CAX, MRA,             |



|        |    |   |         |                                       |
|--------|----|---|---------|---------------------------------------|
|        |    | VisitScotland to start ball rolling then charge on letting success.<br>Cheap fuel   | BB      | WEB, STB<br>FSC, UTL                  |
| HL289  | 21 | Aggressive marketing of Caithness by VisitScotland  | BB      | MRA, STB                              |
| HL298  | 21 | More visitors for B&B   | BB      | MGH                                   |
| HL304  | 21 | Reduction in rates during winter months   | SH      | FSC, CCH                              |
| HL306  | 21 | Don't Know – being open when most around are closed, perhaps.   | GH      |                                       |
| HL311  | 21 | Completion of on-going development program. I am the builder  | SH      | PRD, UPI                              |
| HL319  | 21 | Corporate businesses  | GH      | MGH                                   |
| HL320  | 21 | Have visitor attractions and hotels open all year round, at least some local options for evening meals.   | BB      | OAC<br>RES, DST                       |
| HL329  | 21 | Already operate 12 months   | SC      | AYT                                   |
| HL350  | 21 | More advertising from STB – in winter   | GH      | ADV, STB                              |
| HL353  | 21 | Guests  | BB      | MGH                                   |
| HL365  | 21 | Lots more publicity from STB  | SC      | MRA, STB                              |
| HL367  | 21 | Would have to find a “frost proof” system to insulate the caravan   | SC / CV | HTG, FRT,<br>DPC                      |
| HL388  | 21 | Would be too tired  | SC      | EGY                                   |
| HL390  | 21 | To upgrade the heating system in the house. Current heating inadequate for non-seasonal weather.  | SC      | UPI, HTG<br>CLI                       |
| HL397  | 21 | Weather / daylight hours / clients  | SC      | CLI, DYT,<br>MGH,                     |
| HL411e | 21 | Nothing really! – our lodges generate most income at the traditional peak periods but at the shoulder months, the net return as a percentage is much less. Overheads such as cleaning and consumables do not vary as a monetary value but they do as a % of renting income. Electricity charges are much higher in the shoulder months (we include electricity in our rental charges – not all self-caterers do and this may influence their view towards all [year ?] round trading. You may wish to consider that we – and possibly many other self-caterers trade to the threshold of 58k t/o and would suffer a considerable loss of net profit if the threshold was exceeded – there are few set-offs against VAT charges. ASSC may have a view on this ?? | SC      | ROC<br>OHD<br><br>UTL<br><br>VAT, FSC |
| HL428  | 21 | Other businesses would have to be open  | VA / RT | OAC                                   |
| HL443  | 21 | Visitors to the area  | BB      | MGH                                   |
| HL446  | 21 | Good weather in the Highlands over winter.<br>Local tourist attractions staying open over winter – ie Oct - March   | BB      | CLI<br>OAC                            |
| HL451  | 21 | Outside town there is insufficient demand for year round business though there was an increased demand in 2004.   | BB      | LOB<br>TRD                            |
| HL452  | 21 | More energy and reliable staff  | BB      | EGY, STA                              |
| HL455  | 21 | 12 month[s] good weather !!   | BB      | CLI                                   |
| HL460  | 21 | consistency in demand from November to March  | BB      | MGH                                   |
| HL463  | 21 | If we had a guaranteed water supply that did not freeze at the slightest frost  | BB      | WTS, CLI<br>FRZ, FRT                  |
| HL489  | 21 | all year demand for self-catering accommodation   | SC      | MGH                                   |
| HL496  | 21 | Better weather  | SC      | CLI                                   |
| HL501  | 21 | Thousands of tourists visiting the Highlands all winter !   | SC      | MGH                                   |
| HL510  | 21 | Winter mentality – as soon as the clock goes back – everything psychologically goes back. We should get reduced rates to encourage winter trading. Helping the unemployed.  | VA / GD | CAE<br>FSC, LEI                       |



|       |    |   |         |                             |
|-------|----|---|---------|-----------------------------|
| HL512 | 21 | We'd need another alternative attraction to seasonally replace our temporarily absent ospreys.  | VA / NR | PRD                         |
| HL531 | 21 | Lower tourist board costs. Bigger talent pool locally for staffing, [to?] prevent constant 24/7 working patterns.   | GH      | TBD, OHD<br>STA, HRW        |
| OR004 | 21 | more tourists during winter months  | VA / HH | MGH                         |
| OR011 | 21 | to be open all winter for contract workers providing evening meals.   | BB      | MGH, SED                    |
| OR021 | 21 | Better weather & amenities to attract customers to come during winter time.   | SC      | CLI, DST                    |
| OR024 | 21 | The price of gas & electricity would have to drop.  | SC / CV | UTL, OHD,<br>CSO            |
| PE006 | 21 | Move to a warmer country  | BB      | CLI                         |
| PE018 | 21 | Visitor attractions open longer period. More low season activities / festivals  | BB      | OAC DST                     |
| PE024 | 21 | local tourist attractions open all year round   | IN      | OAC, DST                    |
| PE032 | 21 | Not feasible to do so   | HO      | CSO                         |
| PE033 | 21 | Tourism in this area would never make this financially viable. You would always trade at a loss during the winter months.   | GH      | CSO, TTM                    |
| PE034 | 21 | If there would be a road going right through to Fort William. Or there would be a service by Scot Rail to transport cars on a train from Rannoch to Fort William or Spean Bridge. | GH      | LOC<br>RLY, PTR             |
| PE056 | 21 | Tourist trade during winter months  | GH      | MGH                         |
| PE065 | 21 | Would have to employ staff – could not work at summer level all year round.   | BB      | STA, WKL                    |
| PE068 | 21 | More people   | IN      | MGH BUR                     |
| PE078 | 21 | Perfect weather   | SC      | CLI                         |
| PE079 | 21 | tourists  | SC      | MGH                         |
| PE093 | 21 | More winter tourists. More tourist attractions, visitor centres etc staying open in winter  | SC      | MGH, OAC                    |
| PE102 | 21 | sunshine  | SC      | CLI, SUN                    |
| PE108 | 21 | Considerable investment would be required to modernise toilet blocks to prevent water freezing & more expensive caravans with full central heating.                               | HP      | UPI<br>WTS, CLI<br>PRD      |
| PE130 | 21 | More tourists   | VA / MU | MGH                         |
| PE152 | 21 | Better weather in the winter  | VA / VO | CLI                         |
| PE154 | 21 | global warming !  | AO      | CLI                         |
| SB014 | 21 | The addition of a studio apartment s-c let for two persons  | BB      | PRD                         |
| SB016 | 21 | more forceful advertising between autumn and spring perhaps   | BB      | ADV                         |
| SB017 | 21 | Taxation level lower, less interference from the State. Put professional people in charge of national tourism, not well meaning amateurs without responsibility.                  | BB      | FSC, GOV<br>TBD             |
| SB019 | 21 | Not possible. Live in country - not town or city. Dark days/nights - poor weather - no one wants holidays in country in winter – no entertainment available                       | BB      | LOC, DYT<br>CLI<br>LOB, OAC |
| SB022 | 21 | PS – you cannot change the Scottish climate !   | BB      | CLI                         |
| SB041 | 21 | Business in this area would not be viable in winter months – since foot and mouth it has been sparse anyway.  | BB      | FMD, LOB                    |
| SB042 | 21 | Increase in tourism in this area  | BB      | MGH                         |
| SB045 | 21 | Putting in central heating which is in the business plan for 11/05. This 'off season' we are putting in a new kitchen + Charnwood log burning stove.                              | SC      | HTG PRD                     |
| SB046 | 21 | Better weather ! Central heating.   | SC      | CLI, HTG                    |
| SB048 | 21 | More tourist attractions which would be open to the   | SC      | DST, OAC                    |



|       |    |   |         |                        |
|-------|----|---|---------|------------------------|
|       |    | public for the whole year   |         |                        |
| SB052 | 21 | Better weather ?  | SC      | CLI                    |
| SB053 | 21 | Weather !!  | SC      | CLI                    |
| SB059 | 21 | Better advertising<br>Present on-going renovation work should make this possible. Will have better facilities and will be more photogenic.        | SC      | ADV<br>RFD, UPI<br>PRD |
| SB064 | 21 | Planning agreement  | HP      | LAR, BUR               |
| SB065 | 21 | Other local tourism operations staying open to the public for longer – ie early and late season.  | HP / TP | OAC, DST               |
| SB113 | 21 | A change of climate !   | VA / RT | CLI                    |
| SB116 | 21 | More developed tourism industry operating year round. At present there are not the numbers of visitors in the area to make winter opening viable. | VA / HH | DST LOB<br>CSO MGH     |
| WE011 | 21 | Cheaper travel out of season. Development / support of year round opening for visitor attractions.  | BB      | CAX<br>OAC, DST        |
| WE020 | 21 | An increase in visitors to the area in winter   | HO      | MGH                    |
| WE021 | 21 | Move the Outer Hebrides closer to the equator.  | IN      | CLI, LOC               |
| WE038 | 21 | Tourism grants to upgrade the business to a higher category, ie sauna, jacuzzi, games room etc.   | SC      | FAS, UPI<br>PRD        |
| WE043 | 21 | More activities in area for visitors to undertake from October to March when weather can be inclement.  | BB      | DST<br>CLI             |
| WE046 | 21 | strong marketing  | SC      | MRA                    |
| WE049 | 21 | Good weather, plenty of sunshine.   | BB      | CLI, SUN               |
| WE051 | 21 | weather   | HP      | CLI                    |



**APPENDIX 7.9**

**Question 22: Are there any other factors not covered above that influence your decision to operate the business seasonally?  
NARRATIVE QUESTIONNAIRE RESPONSES**

| ID NO. | QUESTION NO. | TEXT NARRATIVES   | BUSINESS TYPE | ANALYSIS CODE(S)  |
|--------|--------------|---|---------------|---|
| AD006  | 22           | Located beside Carnoustie Championship Golf Course the business is operated for visiting golfers (mostly overseas) during golf season.  | HO            | LOC, GLF<br>SSR   |
| AD024  | 22           | There is a reduction in community charges but this may change in future   | SC            | FSC, CCH  |
| AG018  | 22           | The fishing season on Deeside.  | BB            | FSH, LOC  |
| AG050  | 22           | Winter weather conditions.  | BB            | CLI   |
| AG052  | 22           | Access to our B&B is impossible from Dec to Feb at times of snow  | BB            | AXP, SNO,<br>CLI  |
| AG055  | 22           | My main reason was the necessity to turn off water in the winter months – it was uneconomic to get in a plumber every time I had a booking.   | SC            | WTS, CLI,<br>CSO  |
| AG058  | 22           | As stated above, people do not want to come to a holiday cottage in the winter, except for Christmas and New Year, which we offered last year, but after suffering burst pipes and huge heating bills, would not do so again !  | SC            | WTS, HTG,<br>CLI, CSO   |
| AG069  | 22           | Not near to winter sports areas. Road blocks easily if there is snow.<br>Not prepared to give up all free time.   | SC            | LOC, AXP,<br>SNO, CLI<br>FTV                                      |
| AG073  | 22           | Health  | SC            | HLT   |
| AG076  | 22           | Risk of frost damage in winter if water supply is not shut off and drained down   | SC            | FRT, WTS,<br>CLI  |
| AG080  | 22           | The self-catering house is very remote and the weather can be very stormy   | SC            | AXP, LOC,<br>CLI, WND   |
| AG085  | 22           | Caravan site closes at the end of October   | SC / CV       | SCL, AXP  |
| AG101  | 22           | Part of a parent company situated in Coventry   | HP            | CCC   |
| AG104  | 22           | Weather   | HP            | CLI   |
| AG106  | 22           | The winter. During winter is not conducive to caravans. Towing a caravan in windy or slippery roads deters customers from travelling.   | HP            | CLI, WND,<br>WET, SAF   |
| AG118  | 22           | There is absolutely no point in our spending considerable amounts eg advertising, for the period outside the recognised season if there is nothing for visitors to see or do when they are here. It is not viable for us, for example, to keep our central facilities centrally heated 24 hours per day for the number of visitors passing through (at low season prices). We may receive say £10pn for 2 adults – providing 5 star facilities! The local hotel / shop will probably receive far far more....but the potential revenue which could be generated Nov-March is simply not recognised (and we have 60 pitches). But then – I do not believe it's recognised during the main season either. | HP            | ADV, MRA<br>OAC<br><br>CSO, HTG<br><br>PRI, LOB<br>STD<br><br>LOR |
| AL002  | 22           | conditions & costs due to public liability insurance, etc !<br>Requirements of farm business.   | AO            | BUR, INS<br>OWC   |
| AL008  | 22           | The weather   | IN            | CLI   |
| AL009  | 22           | Health is a huge factor. We work 16 hours a day, 7 days a week whilst we are open – our mental + physical wellbeing would deteriorate without the break. We would also be unable to do such a good job.   | HO            | HLT, HRW,<br>MWB<br>STD   |
| AL016  | 22           | I already operate 12 months a year  | IN            | AYT   |
| AL024  | 22           | Not enough winter tourists to justify heating the whole   | GH            | LOB, HTG  |



|        |    |   |         |                              |
|--------|----|---|---------|------------------------------|
|        |    | house.  |         |                              |
| AL026  | 22 | We choose to operate seasonally as we want long holidays to enable us to travel off the beaten track around the world.  | GH      | HOL, TRV                     |
| AL030  | 22 | VAT threshold   | GH      | FSC, VAT                     |
| AL045  | 22 | See above. [ <i>An increase in the VAT registration threshold</i> ]   | GH      | VAT, FSC                     |
| AL 068 | 22 | Mainly weather – caravans in winter get bad condensation; also guests use ALOT of gas for heating therefore not profitable, as they expect to pay a lot less in the winter.               | HP      | CLI, DPC, HTG<br>CSO         |
| AL071  | 22 | Existing planning consents require we close in November and February each year. We could probably circumvent this if we wished – we don't !   | SC      | BUR, LAR<br>SUT              |
| AL074  | 22 | Lack of winter bookings in 25 year operating self-catering. Simpler to shut in November, drain the water & put heating on low.  | SC      | LOB<br>WTS, HTG              |
| AL082  | 22 | I include all heating & if I were to open during the winter my costs would be higher. But visitors expect to pay much less in the winter.   | SC      | HTG, CSO<br>PRI              |
| AL092  | 22 | Calmac ferry timetable – the winter times greatly restrict access to the island.  | HO      | FER, PTR,<br>LOC             |
| AL116  | 22 | reduced ferry service   | BB      | FER, PTR                     |
| AL117  | 22 | Availability of wildlife  | BB      | FAF                          |
| AL123  | 22 | No customers – simply not viable.   | SC      | LOB, CSO                     |
| AL124  | 22 | No demand + need to have time for re-furbishment  | SC      | LOB, RFD                     |
| AL129  | 22 | minimal bookings in winter ; freezing pipes + heating system monitoring   | SC      | LOB FRZ,<br>CLI, WTS,<br>HTG |
| AL137  | 22 | Unfortunately most of the restaurants etc. close down for the winter therefore eating out is difficult. Also other attractions eg castles, boat trips etc are off limits.                 | SC      | OAC                          |
| AL140  | 22 | Caravan pipes freeze November + therefore have to be drained before then. We have had people in over New Year, but no water !   | SC / CV | FRZ, CLI,<br>WTS             |
| AL167  | 22 | I am a dairy farmer. I work with my husband on the farm. I do not have time to be open all year round because of work commitments on farm. Also the tourists 'dry up' by the end of Sept. | BB      | OWC<br>LOB                   |
| AL172  | 22 | We are not in a mainstream tourism area and therefore it would not be viable to operate all the year round. It also suits us this way.  | SC      | LOC, CSO,<br>SUT             |
| AL181  | 22 | The school year.  | SC / CV | SCY                          |
| AL263  | 22 | The self-catering cottage is part of our house which we use the rest of the year.   | SC      | SOY                          |
| AL291  | 22 | The VAT threshold limit   | GH      | VAT, FSC                     |
| AL311  | 22 | We have just 2 self-catering log cabins – we are retired and wish to have some freedom to visit family etc.   | SC      | RTD, AGE,<br>FTV, TWF        |
| AL319  | 22 | We are required to shut for a period as the caravan park is non-residential.  | HP      | LAR, LIC                     |
| AL329  | 22 | From October to February weather closes in and the caravan park is liable to floodings.   | HP      | CLI, FLD,<br>AXP             |
| AL351  | 22 | Weather and lack of customers   | HP      | CLI, LOB                     |
| AL353  | 22 | Weather was the main factor : years ago we had lots of snow in winter, but not now.   | BB      | CLI, SNO                     |
| AL355e | 22 | We trade to keep our annual turnover under the VAT threshold. We could trade profitably all year, but we would then be trading purely to pay VAT on our current seasonal turnover.        | GH      | VAT, FSC                     |
| AY002  | 22 | Most of our spring and summer business come from tourists or people living in the Glasgow conurbation. They will not drive down to the coast in the dark winter months.                   | VA / HH | TTM, LOB<br>DYT              |



|       |    |   |         |  |
|-------|----|---|---------|--|
| AY036 | 22 | Because dairy farming is our main business we close during the winter months due to pressure of work  | SC      | OWC<br>WKL                                   |
| AY037 | 22 | My self-catering cottage is in a remote area & there is no public transport   | SC      | LOC, AXP,<br>PTR                             |
| AY038 | 22 | No demand for holiday accommodation during winter months  | SC      | LOB  |
| AY040 | 22 | To help with repairs to building  | SC      | MAE  |
| AY051 | 22 | This is only a single caravan situated within our property, operated for pocket money   | SC / CV | INC  |
| AY067 | 22 | The cost of operating a small business – I think the government demands too much money – commercial charges for rates / utilities / licences. I could write a paper on the subject and prefer to do so.   | HO      | GOV, FSC,<br>UTL, LIC,<br>BUR, CSO           |
| AY069 | 22 | The high cost of heating in winter to accommodate the 'odd' person on the 'odd' night is not viable.  | GH      | HTG, LOB<br>CSO                              |
| AY074 | 22 | We are both in our 62 <sup>nd</sup> year and do not plan to work 15-17 hours a day for more than 6/7 months. If we had been able to find younger staff on the island in the early days of this business, we might have established a longer trading year.   | HO      | AGE, HRW<br><br>STA                          |
| AY075 | 22 | In the Scottish Parliament a dedicated Minister for Tourism would help all tourism businesses in Scotland   | GH      | GOV, PRF                                     |
| AY079 | 22 | We like to spend some time in our holiday flat but most of all we need time to maintain and decorate every year   | SC      | SOY<br>MAE, RFD                              |
| AY091 | 22 | This is a holiday cottage. I am not allowed to open for more than 4 months of the year.<br>There is not enough interest to justify longer opening   | SC      | LAR<br>LOB                                   |
| AY095 | 22 | The property can be let for the winter months locally, eg people who might stay in a rented caravan but need somewhere warmer/dryer in the winter.  | SC      | CLI  |
| DG001 | 22 | Running cost outway profits in winter months, eg heating  | BB      | CSO, HTG                                     |
| DG004 | 22 | We do not live here during the winter, we are retired.  | BB      | POD, RTD                                     |
| DG031 | 22 | sufficient customers ; staff to back-up / cover during vacation   | HO      | LOB, STA                                     |
| DG049 | 22 | No, only that there is nothing going on between October and June.<br>I work in the south of England until May   | BB      | OAC<br><br>OWC, POD                          |
| DG050 | 22 | See notes elsewhere on form. I don't like my "second home" lying empty – it should be occupied in the interests of neighbourliness & local economy  | SC      | LCM<br>LEI                                   |
| DG054 | 22 | My customers ( <i>who have..... Also, Loch is famous for fishing pike, perch &amp;.....?</i> )  | HP      | SSR, FSH                                     |
| DG055 | 22 | Lack of tourists in winter  | SC      | LOB  |
| DG059 | 22 | Heating and cleaning throughout winter months for short breaks. Am able to have longer term let during winter which is not tourists.  | SC      | HTG, MAE<br>MMO                              |
| DG061 | 22 | Weather, – spring-autumn = holidays   | HP      | CLI  |
| DG109 | 22 | It is not practical to have a caravan park operating through the winter ; grass is messed with traffic, wet conditions, pipes burst due to frosts etc., We also work 7 days a week for 7 months of the year – winter is our time. However, our holiday cottages & chalets can operate efficiently all year round. We are trying to encourage winter trade in these. | HP      | CLI,<br>WTS, WET<br>HRW, FTV<br><br>MGH, MMO |
| DG140 | 22 | No. 20 part c) [ <i>I prefer .. seasonally</i> ] Lifestyle in this sense means that the estate is a shooting estate and parts become out of bounds to the general public thus making it less interesting to visit.  | VA / GD | LIF<br>STG, SSR,<br>MMO                      |
| EL002 | 22 | The family like to use "the big house" sometimes.   | HO      | SOY  |
| EL005 | 22 | TIC's close in October  | GH      | OAC  |
| EL019 | 22 | We run our very successful BandB as we enjoy meeting  | BB      | PMP  |



|        |    |   |         |   |
|--------|----|---|---------|---|
|        |    | people from all over the world. It keeps us active and it helps to finance our own travels – out of season !  |         | HLT, INC<br>HOL, TRV                        |
| EL028  | 22 | No days off for period we are open. Get away from Scottish winter   | BB      | WKL, TRV<br>ESC, CLI                        |
| EL032  | 22 | When friends visit I stop trading.  | BB      | TWF   |
| EL039  | 22 | Not economic to open in winter as few tourists, large heating bills, laundry, etc.  | BB      | CSO, LOB,<br>HTG, OHD                       |
| EL044  | 22 | I am a primary school teacher – working on a supply/temporary basis & tend to get more teaching work during the winter.   | BB      | OWC   |
| EL052  | 22 | We have found a significant decrease in B&B business over the last 4 years (in complete contrast to the STB media reports) so much so that this will be our last year of trading.   | BB      | TRD, LOB<br>STB<br>END                      |
| EL076  | 22 | We operated seasonally because we have students Oct-June, tourists July - Sept. Not doing tourist board in 2005. Membership of Tourist Board - £600 pa. Must have House of Multiple Occupancy Licence : cost £600 per annum. Giving up tourists & letting long term all year. Too much expense !!!                            | SC      | STU, MMO<br>TBD<br>OHD<br>LIC<br>CSO        |
| EL078  | 22 | Only available at festival times  | SC      |   |
| EL086  | 22 | Customer demand<br>Adverse weather conditions during the winter months  | HP / TP | LOB<br>CLI                                  |
| EL091  | 22 | Site license  | HP      | LIC   |
| FF001  | 22 | I would need to deliver fuel during stays – wood burning stove. Higher heating bills. Heavier use as people would be indoors more. Fabric wear & tear.  | SC      | HTG<br>OHD, CSO<br>MAE                      |
| FF010  | 22 | I operate seasonally because our cottage is a family ‘second home’. We let it so that we can afford to keep it rather than for profit. Because I work full time and we do all maintenance ourselves, it would be impossible to operate all year. <u>ALSO</u> to qualify for council tax rebate I only advertise for 5 months. | SC      | SOY<br>INC<br>OWC<br>MAE<br>FSC, CCH<br>ADV |
| FF013  | 22 | Yes - maintaining condition of properties at high level   | SC      | MAE, STD                                    |
| FF015  | 22 | Out of season I have six months let   | SC      | MMO   |
| FF022  | 22 | See comments in part 2 [q7. <i>Winter demand for student accommodation</i> ]  | SC      | STU, MMO                                    |
| FF029  | 22 | Student letting is far more secure than seasonal holiday lets   | SC      | STU, MMO                                    |
| FF030  | 22 | student rentals for 10 months   | SC      | STU, MMO                                    |
| FF037  | 22 | use the property as a student let for 9 months & self-catering holiday accommodation for 3 months each year.  | SC      | STU, MMO                                    |
| FF043  | 22 | Flat is rented by students Sep – May inclusive and I have excluded this from my responses because not regarded by me as tourism – if you do, then business is not seasonal but more or less continuous.   | SC      | STU, MMO                                    |
| FF052  | 22 | Properties let from September to May to University students. June to August weekly lets for summer.   | SC      | STU, MMO                                    |
| FF054  | 22 | Student let Sept - May  | SC      | STU, MMO                                    |
| FF055e | 22 | No. You have got a good handle on the factors   | SC      |   |
| FF056  | 22 | All five self-catering properties are let for academic sessions (Sept-May) hence tourism only June, July & Aug.   | SC      | STU, MMO                                    |
| FF057  | 22 | Demand !  | SC      | LOB   |
| FF064  | 22 | Longer season now because caravans are now built for winter months ie – double glazing & central heating  | HP      | PRD, MGH<br>HTG                             |
| FF074  | 22 | Local council licence   | HP / TP | LIC   |
| FF076  | 22 | Dark mornings, dark evenings, wind & rain, increased heating, can't get washing dry outside, need to get some privacy for a while, dirty muddy feet.  | BB      | DYT, CLI,<br>WND, WET<br>PRI, OHD           |
| FF079  | 22 | General acceptance of “Scotland” as seasonal from owners, customers, media & tourist marketing operators.   | BB      | TPC, TBD,<br>MRA                            |



|       |    |  |         |                               |
|-------|----|--|---------|-------------------------------|
| FF083 | 22 | I also care for my husband's 92 yrs mother. We are so busy in the season we have to close in the winter to recover.  | GH      | FAC, WKL, RRX                 |
| FF089 | 22 | Basic philosophy is being retired from primary vocation of international marketing   | BB      | RTD                           |
| FF094 | 22 | We are approaching our mid – late 60s now.<br>If there are no people around then there's no business to have. It would not be economically sensible to heat your home – which is now very expensive to do – and no-one turn up or request accommodation. | BB      | AGE<br>LOB<br>HTG<br>CSO      |
| FF097 | 22 | purely supply and demand   | BB      | LOB                           |
| GC025 | 22 | Not enough tourists in area and consequently not enough guests to make it worthwhile to keep my B&B open during November to March.   | BB      | LOB                           |
| HL027 | 22 | Run a small farm rearing beef cattle. Only spring and summer suitable for tourism.   | HP / TP | OWC                           |
| HL034 | 22 | Length of daylight + holiday periods   | HP / TP | DYT, SCY                      |
| HL039 | 22 | The number of visitors to the Highlands for caravan holidays in Nov, Dec, Jan. Feb, March would not cover the operating costs  | HP      | LOB, CSO                      |
| HL074 | 22 | Insufficient tourist numbers in this area to remain open in winter   | BB      | LOB                           |
| HL095 | 22 | Mainly family eg we work all summer so need other months for the children  | BB      | TWF                           |
| HL097 | 22 | Would help if VAT registration level was higher.   | BB      | FSC, VAT                      |
| HL098 | 22 | Not many tourist in Highlands of Scotland in winter time   | BB      | LOB                           |
| HL103 | 22 | We do not employ staff and therefore <u>need</u> to take a break ! we do so at the time of year when we believe business levels are at their lowest.   | GH      | STA, HRW<br>RRX, HOL,<br>LOB  |
| HL109 | 22 | being a B&B in our home, we like to have the house for ourselves for part of the year.   | BB      | HAW<br>SOY                    |
| HL117 | 22 | lack of tourists November to February  | HO      | LOB                           |
| HL124 | 22 | weather, cost of heating empty rooms, live in remote situation – no street lights.   | BB      | CLI, HTG,<br>CSO, LOC,<br>SLI |
| HL126 | 22 | Recruitment of staff a great issue in this area, particularly for small businesses.  | GH      | STA                           |
| HL132 | 22 | Weather too cold in winter for caravans  | SC / CV | CLI                           |
| HL144 | 22 | No ! Provides relative poor returns on capital but provides a quality life style.  | EN      | LIF                           |
| HL147 | 22 | Few people come here after Oct ! Those that do come find everything closed - so go away possibly feeling disappointed.   | TO      | LOB<br>OAC<br>TPC             |
| HL157 | 22 | We do most of our mail order out of season – out of season is when I am able to do most of the dyeing & felting & designing.   | VA / RT | OWC                           |
| HL172 | 22 | most people take holidays in spring / summer / early autumn  | GH      | LOB                           |
| HL175 | 22 | one very important factor is the difficulty in finding domestic staff* in this area for a business that is too small to offer more than 2-3 hrs work per day (*at any time of the year) – ie too much work for me alone.                                 | BB      | STA<br>WKL                    |
| HL187 | 22 | Cold damp weather is bad for doing damage to self-catering properties.   | SC      | CLI, DPC,                     |
| HL208 | 22 | Would have to consider providing laundry / clothes / boot & coat drying facilities during winter months - costly output for little return at present enquiry levels.   | BB      | SED<br>OHD<br>CSO, LOB        |
| HL220 | 22 | The sporadic nature of late autumn / winter bookings would lead to expense in interim heating and preparation - not worth the expense.   | SC      | HTG, OHD                      |
| HL221 | 22 | Distance from larger populations - / cities make short   | SC      | LOC                           |



|       |    |   |         |  |
|-------|----|---|---------|--|
|       |    | weekend / holiday visits difficult.   |         |  |
| HL228 | 22 | demand for self-catering accommodation in an area like Plockton tends to diminish or disappear in February, March & November.   | SC      | MRA<br>LOB                               |
| HL229 | 22 | Long dark nights in a remote small hamlet's B&B is not attractive. Tourists are better in an area which has a bit of ongoings & street lighting !!  | BB      | DYT, LOC<br>DST, SLI                     |
| HL233 | 22 | Rates on property double if over 20 weeks let.  | SC      | FSC, CCH                                 |
| HL237 | 22 | Availability of tourists.   | VA / HC | LOB                                      |
| HL247 | 22 | This area is too far from the Central Belt / England for winter weekend visitors, and few continentals come this far in the winter.   | VA / MU | LOC LOB                                  |
| HL274 | 22 | The number of tourists about in the shoulder months   | BB      | LOB                                      |
| HL279 | 22 | More tourist venues stay open longer – ie do not close as early as September.   | BB      | OAC, DST                                 |
| HL287 | 22 | There are no tourists during the rest of the year   | BB      | LOB                                      |
| HL288 | 22 | Any income is better than none. If we stay open & get 2 people / week that's fine. Our business is diverse in accomm sector therefore usually somebody is in one type   | BB      | INC, MMO                                 |
| HL290 | 22 | With a small family run hotel you work 7-11 days a week. Days off are a mere dream – being seasonal allows you to keep this up – maintain standards & sanity ☺  | SH      | HRW, WKL<br>STD, MWB                     |
| HL298 | 22 | The season begins to wind down by mid-September   | BB      | LOB                                      |
| HL299 | 22 | Local attractions and visitor centres close for the season. Not enough visitors to the area in winter.  | BB      | OAC LOB                                  |
| HL304 | 22 | The main factor is profitability. One would need to run the business ourselves for the 4 winter months and as we are both near to retirement we do not want to do this. We are selling hotel in Jan 2005 so you need to contact new owners. | SH      | CSO<br>AGE RTD<br>END                    |
| HL305 | 22 | We would prefer to be open all year but in October through to May there is absolutely no demand as it is too far north for people to travel and we depend 100% on tourist trade.  | SH      | LOB<br>LOC                               |
| HL320 | 22 | Working for the taxman if small + off season opportunities too poor to gain other than pushing up your tax bill.  | BB      | FSC<br>LOB                               |
| HL321 | 22 | The obvious, of course, ie (lambing ; winter feeding of breeding sheep and hogs !).   | BB      | OWC                                      |
| HL342 | 22 | Business started mainly as a reaction to retirement   | BB      | RTD                                      |
| HL344 | 22 | Overall lack of visitors to the area outwith the season   | HO      | LOB                                      |
| HL353 | 22 | There is not the demand for B&B accommodation outwith the months I operate  | BB      | LOB                                      |
| HL360 | 22 | the weather in the Western Highlands  | SC      | CLI                                      |
| HL361 | 22 | I live a 4 hr drive away from the property so am reliant on paid local help. The responsibility is too great for them – frozen pipes, access in bad weather, own family commitments over Christmas & N Year.                                | SC      | POD STA,<br>CLI WTS,<br>FRZ, AXP,<br>FAC |
| HL364 | 22 | Majority of people who hire caravans would not do so in cold winter months. Quite a few are elderly.  | SC / CV | CLI, TTM                                 |
| HL367 | 22 | The type of accommodation we offer does not suit visitors over the winter months.   | SC / CV | TTM                                      |
| HL388 | 22 | Need a break and family time  | SC      | RRX, TWF                                 |
| HL390 | 22 | Lack of demand : poor out of season weather ; poor out of season amenities in the area for average customers ; somewhat remote.   | SC      | CLI LOB,<br>OAC, DST<br>LOC              |
| HL396 | 22 | I have not decided ; the regional council decided that caravans should only open April – October.   | SC / CV | LAR                                      |
| HL397 | 22 | Very few people come this far north in winter   | SC      | LOC, LOB                                 |
| HL415 | 22 | This is an inherited family home, but the only way we can   | SC      | HAW, INC                                 |



|       |    |   |         |                                |
|-------|----|---|---------|--------------------------------|
|       |    | keep it is to make it pay for its own upkeep.   |         |                                |
| HL424 | 22 | Distance I have to travel   | SC      | POD                            |
| HL428 | 22 | Bad weather in January + February   | VA / RT | CLI                            |
| HL433 | 22 | People do not wish to visit country gardens at this time of the year or buy sufficient of the plants which we produce to justify remaining open. It is also a period when work is done in the gardens and plants reproduced for the coming season.              | VA / GD | LOB<br>OWC<br>FAF              |
| HL448 | 22 | Local drawcards are also seasonal   | BB      | OAC                            |
| HL450 | 22 | B&B is in the countryside - no street lighting - could be difficult to find   | BB      | SLI, LOC,<br>AXP               |
| HL451 | 22 | I prefer to have a period in which I can catch up on other aspects of my life eg completing this form !   | BB      | FTV                            |
| HL455 | 22 | more assistance from outside bodies   | BB      | FAS                            |
| HL457 | 22 | No – it suits me as it is   | BB      | SUT                            |
| HL481 | 22 | Life is too short to continually work the long hours required when running a very hands on hotel business without taking a break.   | HO      | HRW FTV                        |
| HL492 | 22 | the extreme cold winter weather means we have to drain all water therefore not practicable to open for odd weeks like Xmas / New Year   | SC      | CLI, FRZ<br>WTS                |
| HL508 | 22 | There is little or no market for holiday lets in Nov – March winter months.   | SC      | LOB                            |
| HL510 | 22 | We need the time off – to go around the UK to see how other people operate – to get new fresh ideas + menus – plus attend buying trade fairs for the shop.  | VA / GD | FTV, SED,<br>TRV, PRD,<br>MRA  |
| HL531 | 22 | My partner works seasonally   | GH      | OWC                            |
| HL538 | 22 | Weather ! – It is too cold to have a house lying empty even for a few days as pipes, tanks freeze. Water & system [cistern?] is completely drained out over the winter.   | SC      | CLI<br>WTS, FRZ                |
| HL540 | 22 | Personal use of house for skiing in winter  | SC      | SOY                            |
| OR011 | 22 | Time to myself to do other jobs.  | BB      | FTV, OWC                       |
| OR016 | 22 | No demand   | SC      | LOB                            |
| PE006 | 22 | Weather was covered I think   | BB      | CLI                            |
| PE012 | 22 | Need time to relax and to do internal decoration. Also costs of heating and laundry etc rise in winter eg can't hang laundry out to dry !   | BB      | RRX, RFD,<br>CSO, HTG,<br>OHD  |
| PE023 | 22 | We took early retirement after selling our previous business and want some time of our own. (Also having friends & family to stay).   | BB      | RTD FTV<br>TWF                 |
| PE032 | 22 | During the closed winter months we carry out the refurbishment of the hotel – we do not employ tradesmen unless absolutely necessary.   | HO      | RFD                            |
| PE033 | 22 | Uneconomical to heat building etc during winter whilst you wait for one or two people to turn up for one night.   | GH      | HTG LOB                        |
| PE039 | 22 | Age ! As we are semi-retired.   | BB      | AGE, RTD                       |
| PE065 | 22 | Family commitments – grandchildren & elderly parents  | BB      | FAC, TWF                       |
| PE068 | 22 | Too many regulations  | IN      | MGH BUR                        |
| PE082 | 22 | During unlet weeks during winter we would have to drain off water. Also heating would not be adequate in coldest months without use of open fires which we would rather avoid.  | SC      | WTS<br>HTG<br>CLI              |
| PE093 | 22 | Although open all year, I have very few bookings during the winter – Christmas / New Year, half terms etc. This suits me fine as it allows for a break & for maintenance. Greatest number of advanced bookings are taken during winter so have to be “on call”. | SC      | LOB, SUT,<br>RRX<br>MAE<br>OTR |
| PE098 | 22 | Too expensive to heat property for short term let over the winter months. No market.  | SC      | CSO, HTG<br>LOB                |
| PE100 | 22 | Possible difficulty with access due to snow & ice.  | SC      | AXP, SNO                       |



|       |    |  |         |                   |
|-------|----|--|---------|-------------------|
|       |    | Cost of heating is so much greater (logs, peat & electricity consumed in □ quantity)   |         | CLI, CSO, HTG     |
| PE109 | 22 | Long dark nights – units not suitable for occupation from Nov 1 to 28 Feb  | HP      | DYT               |
| PE127 | 22 | Weather, other establishments' opening times, general impression tourists have of Scotland being 'closed' for the winter, maintenance requirements when closed etc.  | VA / HH | CLI, OAC, TPC MAE |
| PE150 | 22 | The questionnaire is all somewhat misdirected. Our business is cycling holidays which is <u>very</u> seasonal but we are available for business all year. Answering the questions does not convey the nature of the business. Is the questionnaire correctly constructed ? | TO / AO | AYT, OTR          |
| SB014 | 22 | I (work) have worked till now as a private chef. Now 59 wish to have an alternative all year round income and develop other hobbies, art expos, carriage driving as add on.  | BB      | AGE, FTV, INC SED |
| SB019 | 22 | Not many guests – big house to heat. Not viable.   | BB      | LOB, HTG, CSO     |
| SB041 | 22 | Since retirement of my husband I play it by ear.   | BB      | RTD               |
| SB045 | 22 | No, for self-catering cottage the biggest influence is weather + school holidays   | SC      | CLI SCY           |
| SB048 | 22 | If there are a few blank weeks in the winter months, the cottage gets cold and it costs quite a lot to put the heating on between lets to warm it up again.  | SC      | HTG CSO           |
| SB059 | 22 | Situation of cottage + access. This is being altered.  | SC      | AXP, LOC          |
| SB065 | 22 | licensing  | HP / TP | LIC               |
| SB078 | 22 | Heating all winter   | HP      | HTG               |
| SB085 | 22 | requirement to open a minimum no. of days per year – tax rules.  | VA / HH | FSC               |
| SB087 | 22 | St Abbs is a small fishing village on the south east coast of Scotland and depends entirely on tourism. All the small businesses close during the off-peak months as it is not viable to remain open.  | VA / RT | OAC, CSO          |
| SB092 | 22 | My business is on a nature reserve – if the weather is bad customers are almost non-existent !   | RE / CF | LOC, CLI, LOB     |
| SB116 | 22 | Lack of heating in house and conservation reasons.   | VA / HH | HTG CSV           |
| SH035 | 22 | There would be a very small demand for my services during certain months. Our weather makes it impossible to operate at times & my operation is governed by my license which runs from April – late September.   | TO / SO | LOB<br>CLI<br>LIC |
| WE008 | 22 | No business in other months  | BB      | LOB               |
| WE011 | 22 | We have children with schooling considerations / arrangements outwith summer periods which make running tourism business, holding down f/t jobs + parenting a difficult balancing act.   | BB      | FAC OWC           |
| WE015 | 22 | I live 40 miles away from the cottage so in the winter months it is not practical to be back and fore.   | SC      | POD               |
| WE021 | 22 | I think everyone enjoys break from relentless summer season.   | IN      | RRX, FTV          |
| WE026 | 22 | So far this season, I have not had one enquiry for next year.  | BB      | LOB               |
| WE038 | 22 | Advancing years  | SC      | AGE               |
| WE046 | 22 | Property is a first floor flat above my home – gives more privacy to operate summer only.  | SC      | PRV               |
| WE058 | 22 | The weather, ferry timetable & reliability   | HO      | CLI, FER, PTR     |



**Appendix 7.10 Extraneous Data Generated from Survey Subjects**

| <i>Respondent ID Number</i> | <i>Business Type</i> | <i>Data Medium / Format</i> | <i>Narrative / Communication Record of Non-participants</i>   | <i>Thematic Analysis Code(s) of Data Generated</i> |
|-----------------------------|----------------------|-----------------------------|---|--|
| AG004                       | HO                   | telephone message           | <i>No longer a hotel</i>  | END  |
| AG010                       | HO                   | telephone message           | <i>Not running the business any more. Please delete from data base.</i>   | END  |
| AG020                       | BB                   | note                        | <i>"have received questionnaire regarding tourism. We are going on holiday. Please delete me from the DATA BASE."</i>   | HOL  |
| AG040                       | BB                   | telephone message           | <i>Unable to do B&amp;B any more due to health reasons. Plans for 2005 season unknown.</i>  | HLT  |
| AG051                       | BB                   | telephone message           | <i>Hasn't run as a B&amp;B for the past year - 100 old</i>  | END, AGE   |
| AG064                       | SC                   | letter                      | <i>"I am returning your questionnaire which I have not completed. Your first letter arrived as I was about to go on holiday and I never got round to writing you. I am no longer in the seasonal letting business although my name still appears in the Grampian Highland and Island Tourist Magazine. I hope you get a good response to your Questionnaire and I am sorry I cannot help you. I return herewith your papers".</i> | HOL, END   |
| AL047                       | BB                   | e-mail                      | <i>"Just to let you know that I no longer do Bed and Breakfast and wish to be removed from your mailing list. Good luck with the research."</i>   | END  |
| AL077                       | SC                   | telephone message           | <i>Can't take part - going away for a couple of months (Oct + Nov 2004)</i>   | TRV  |
| AL080                       | SC                   | e-mail                      | <i>"Apologies for the lateness of this e-mail but have only just returned from holiday and slowly getting round to answering all the mail. I would prefer not to take part in your project, mainly for the reason that I am considering making this coming season my last and have already shortened the length of my 'open' season."</i>   | HOL, END   |
| AL113                       | BB                   | e-mail                      | <i>"Please delete my name from your database as I am winding down my business."</i>   | END  |
| AL165                       | BB                   | tel. message                | <i>Prefer not to complete the questionnaire. Don't have time to follow it up.</i>   | WKL  |



|       |       |                    |  |               |
|-------|-------|--------------------|--|---------------|
| AL174 | SC    | envelope unopened  | "DECEASED. Return to sender"   | DCD           |
| AL197 | SC/CV | telephone message  | <i>Going away and prefer not to complete questionnaire</i>   | TRV           |
| AL198 | SC    | note               | "Apologies for the delay in responding but I have been away. Since my cottage is our family home and only let for 6 weeks a year, I feel I am an unsuitable candidate for your research project. However, I wish you good luck with it."                         | TRV, SOY      |
| AL217 | BB    | e-mail             | "Thank you for your letter. I regret that we have scaled down our B&B and would prefer not to receive your questionnaire. Too busy on other things."   | OWC           |
| AL220 | BB    | note               | "Sorry, I am now retired & do not wish to receive your questionnaire".   | RTD           |
| AL225 | SC    | telephone message  | <i>Farmers. Too busy.</i>  | OWC, WKL      |
| AL242 | BB    | e-mail             | "I am no longer a member of the tourist board and do not do Bed and Breakfast. So I can not help you with your research project. Sorry about this, but good luck with it anyway."  | TBD, END      |
| AL257 | BB    | note               | "I am enclosing this note. I am a widow and I open from March to October. No self-catering just B&B. I let 2 rooms"  | FLC + scale   |
| AY031 | BB    | phone message      | <i>Proprietor deceased.</i>  | DCD           |
| AY043 | SC    | e-mail             | "I apologise for taking rather a long time to respond to your correspondence. I am so sorry but I feel at the moment I am rather involved with family and other matters and would prefer not to take part. I do hope others are able to help with your request." | FAC           |
| AY088 | OS    | e-mail             | "...Just to let you know, we do not have any influence on the seasonal opening of the hostel, but the SYHA has a scheme where groups can book the hostel during closed periods at a flat rate per night (Rent-a-Hostel). Hope this helps."                       |               |
| AY093 | SC    | note               | "Sorry not to have replied, we moved from [.....] May 2004 and are now no longer dealing with tourists."   | END           |
| DG032 | BB    | note               | "Sorry - not rejoined STB - only doing a little B&B."  | VSC + scale   |
| DG038 | BB    | Solicitor's letter | "We return papers sent by you to the late [.....]. We would advise that [.....2004] and in the circumstances we would be obliged if you could delete her name from your records."  | DCD           |
| DG046 | BB    | note               | "Please don't send any more Questionnaire as we have moved and no longer do B/B"   | (moved) + END |
| DG070 | SC    | tel. message       | <i>Does not want follow up. Lives in S of England</i>  | (live away)   |
| DG092 | SC    | note               | "Sorry we do not owe [sic] this house now"   | END           |
| EL018 | BB    | e-mail             | "I refer to your letter dated 29 <sup>th</sup> September 2004. Unfortunately we no longer run a bed and breakfast business here in Dunbar and would appreciate it therefore if you did not send us a copy of your questionnaire. Many thanks."                   | END           |



|       |    |                   |   |                   |
|-------|----|-------------------|---|-------------------|
| EL038 | BB | note              | "Sorry - but I chosen not to complete the questionnaire. We are retired and doing limited bookings."  | RTD, AGE          |
| EL042 | BB | letter            | "I am sorry you must not have received the message I left on your answer phone to say I did not feel it worthwhile my taking part in your research. I am <u>very</u> small time private B&B with only 1 room to let for a few months of the year - and have been doing this for some 18 years (with little change). I hope you can use your form with another establishment". | micro-scale       |
| EL049 | BB | e-mail            | "Thanks for your letter requesting help in your research project. Unfortunately, we have ceased business as a B&B recently and so regret that we cannot assist you. Sorry!"   | END               |
| EL077 | SC | note              | "I am so sorry - I am no longer in this business."  | END               |
| EL087 | TP | note              | "Site .....presently closed"  |                   |
| FF002 | SC | e-mail            | "Sorry I stopped tourist lets 2004, can't participate in on going research."  | END               |
| FF014 | SC | telephone message | <i>No. Live in England.</i>   | (live away)       |
| FF017 | SC | telephone message | <i>Don't do B&amp;B. Have a self-catering apartment but let to students, therefore year round.</i>  | MMO, STU          |
| FF028 | SC | telephone message | <i>Very busy at the moment (Resident in English Midlands)</i>   | WKL + (live away) |
| FF053 | SC | telephone message | <i>Proprietor passed away. She looked after the B&amp;B part of the business.</i>   | DCD               |
| FF072 | TP | note              | "[.....] is now closed until next season and I am sorry to say that the wardens there will be unable to complete this questionnaire for you. "  |                   |
| GC005 | OS | note              | "We don't operate during vacation months. Please remove our details from your database."  | HOL               |
| GC010 | HO | letter            | "We are open 52 weeks of the year and find, as we have become more established (trading for 12 years now) the peaks and troughs of seasonality are less noticeable as we feed off of a Glasgow commuter base.<br>Hope you have a successful project."   | AYT, TRD,<br>MGH  |
| GC015 | SC | note              | "Can't remember whether I responded to your initial letter - however we have sold our properties and moved from the farmhouse."   | END + (moved)     |
| GC021 | BB | telephone message | <i>Will be on holiday and is too busy</i>   | HOL, WKL          |
| HL069 | VA | note              | "[.....] closing down next year. Archive (not trader) tourist attraction"   | END               |
| HL092 | GH | note              | "Do not wish to take part due to a broken leg. In Jan I had a very restricted season."  | HLT               |
| HL110 | BB | letter            | "Please delete [.....] from your data base. [.....] the proprietor was killed [.....] last month and the business is therefore no longer operating"   | DCD               |
| HL168 | BB | letter            | "I'm sorry I gave up doing Bed & Breakfast last winter so I cannot help you."   | END               |



|               |         |                   |   |               |
|---------------|---------|-------------------|---|---------------|
| HL203         | BB      | note              | "Sorry don't do B&B any more"   | END           |
| HL246         | VA      | e-mail            | "Been away for a few days so only just received your questionnaire. At a quick glance we can't really fill in very much or add greatly to my previous email."   | HOL           |
| HL251         | VA      | note              | "On re-reading, I do not think we meet your requirements. Many times [.....] does not trade as a business. It is a charity tourist attraction manned by volunteers with a nominal entrance fee. It is definitely <u>NOT</u> run as a business!"   | STA, VOL      |
| HL286         | BB      | letter            | "As I way away [sic] from home when your letter arrived asking me to answer your questions, I could not reply then. But now you have sent me the Questionnaire which I do <u>not</u> wish to participate in. I am sending it you back. Thank you for trying."   | TRV           |
| HL294         | GH      | e-mail            | "...I'm sorry I cannot help with your study. I only recently bought [.....] and it is no longer trading as a bed and breakfast."  | END           |
| HL302 & HL395 | BB & SC | letter            | "I am referring to your letter and questionnaire received yesterday as regarding tourism. Unfortunately we do not work as a business any longer and I do very little in the way of self catering and BB. As a result I do not wish to take part in your survey and am returning all information you have sent. I wish you every success in your study. Thanks again." | END           |
| HL310         | BB      | telephone message | 'Things are a bit upset'  | MWB (?)       |
| HL331         | HO      | note              | "Looking at questionnaire it appears to be relevant to self owned/run business making it difficult to answer many of the questions as we are a large company hotel. Sorry for any inconvenience."   | (bus. size)   |
| HL335         | BB      | note              | "Thank you for your correspondence. I have now retired."  | RTD           |
| HL372         | SC      | tel. message      | <i>Will be away</i>   | TRV           |
| HL449         | BB      | letter            | "I would prefer not to receive the questionnaire as I have been winding down my small B/B. Thank you and good wishes with your research."   | END           |
| HL453         | BB      | letter            | "I no longer do B&B. I am approaching 79 years and I haven't done B&B for the last year. I am sorry for the delay in replying."   | AGE, END      |
| HL541         | SC      | telephone message | <i>Registered blind - does not want to pester anyone else for help with form</i>  | HLT           |
| PE027         | BB      | letter            | "Sorry that I did not get round to replying to your original letter but things are a bit difficult now, my husband has been diagnosed with cancer and most of my time is being spent at hospitals so I don't feel I can cope with your project but I wish you every success with it."   | HLT, FAC      |
| PE029         | BB      | note              | "Would you please note that we do not now operate any business, seasonal or not"  | END           |
| PE040         | BB      | e-mail            | "I am sorry but I shall be away on holiday from Sunday for the next six weeks and will be unable to assist you with your research. Good luck."  | HOL           |
| PE059         | BB      | note              | "Moved away from [.....]. Please delete from your mailing list."  | END           |
| PE080         | SC      | note              | "I am a member of VisitScotland but in a very small way, I small self catering flat - which has   | (micro-scale) |



|                |    |                   |  |             |
|----------------|----|-------------------|--|-------------|
| PE143          | VA | letter            | <p>been operating 20 years mostly by regular summer visitors. I will not have much input to your studies - &amp; you can cross me off your list, if you've not done so already."</p> <p>"You wrote to me back on 18<sup>th</sup> October 2004 together with an attached Tourism Seasonality Questionnaire.</p> <p>I have had a look over this and have decided that it doesn't really apply to my situation. To explain; I am a volunteer 'carer' of the [...<i>establishment</i>....]. I look after it on behalf of the [...<i>name of owning institution</i>....] based in Edinburgh.</p> <p>My duties involve [...<i>specific detail here</i>....] and generally keep an eye on the building to make sure everything is OK and that the equipment is working.</p> <p>Whilst the [...<i>establishment</i>...] is signed as a visitor attraction, the building itself is not open to the public and we do not 'trade' as such. The building is very small and is kept locked. Visitors are able to look through the glazed door and rear window to view the [...<i>.....</i>] and there are interpretation boards fixed to the building which tell its history..... Access to the building is via a public footpath and across a field. There is no way of recording the numbers of visitors.</p> <p>There is no closed season as basically the building is there to see and walk out to 365 days per year.</p> <p>I trust this is of some help and I wish you every success with your wider research project."</p> | LOC, AXP    |
| PE144          | VA | note              | "Not a tourist business - not applicable"  |             |
| SB003          | GH | note              | "No questionnaire wanted. We do not trade on a seasonal business [sic] therefore unable to assist."  | AYT         |
| SB005          | HO | telephone message | <i>Ceasing trading</i>   | END         |
| SB011          | BB | e-mail            | "I do not wish to take part in your research as I am currently winding down to retirement."  | RTD         |
| SB028          | BB | telephone message | <i>Too busy. Part time teacher.</i>  | OWC         |
| SB104          | VA | note              | "The questionnaire is somewhat irrelevant as the [... <i>attraction</i> ...] is in effect a ruin open from April to end of October during which it is visited by approx 1000 visitors - entry is free of charge. About 60 visitation [sic] are from overseas. [... <i>name</i> ....] is its guardian, The Scottish Home Office its owner. Any further particulars too..... With best wishes"   |             |
| SH025          | VA | telephone message | <i>Small scale, remote area</i>  | LOC + scale |
| Not identified | TO | e-mail            | "[.....] is a tour operator and although we are affected by seasonality I do not think the questionnaire is suited to us.<br>We are open all year, same days/hours all year, being busiest taking bookings from December - June for people travelling April - October."  | AYT         |



| <i>Respondent ID Number</i> | <i>Business Type</i> | <i>Data Medium / Format</i> | <i>Narrative / Communication Record of Participants</i>   | <i>Thematic Analysis Code(s) of Data Generated</i>  |
|-----------------------------|----------------------|-----------------------------|---|---|
| AG062                       | BB                   | letter                      | <p>“First let me apologise for taking so long to answer your letter and return your questionnaire. I no longer live at [.....], having sold my house and business in July of this year. However, I hope that some of this information might be of assistance to you with your studies.</p> <p>How seasonal was my business?<br/> Not at all. I was open all the year round. There were fewer customer[s] during the winter months, but I was usually able to find a longer let for my self-catering part of the house when people were either working in the area, or looking to buy some property of their own. The demand for accommodation during the summer greatly exceeded the supply, so I was able to accept more bookings in the winter time. The summer was booked up early, both self-catering and Bed &amp; Breakfast, so when I was asked for accommodation later in the year, the chances were that I could say ‘Yes’.</p> <p>Did I vary the days during the year?<br/> No.</p> <p>Did I vary the hours?<br/> No</p> <p>Trends in trading pattern?<br/> The Bed and Breakfast business, from my own experience, doesn’t have much in the way of trends. People need accommodation, usually with some kind of meal, and I found that the business was very much customer lead [sic]. In other words, I gave my customers what they needed when they needed it. For example; travelling company representatives usually arrived in time for an evening meal, and hoped to be on the road before 8.30am. the following morning. I offered the option of either an evening meal or a breakfast for a single price, and the bedrooms were set out so that customers could bring food for themselves. We provided a ‘fridge’ suitable for this purpose.</p> <p>However there were times when I accommodated night shift workers, and their mealtimes varied from the usual breakfast or evening meal routine. I fed those people as and when they</p> | <p>END</p> <p>AYT</p> <p>TRD<br/>MMO</p> <p>TRD</p> |



|                   |    |      |   |  |
|-------------------|----|------|---|--|
| AG062<br>(cont'd) |    |      | <p>required their meals, and the sleeping time was mostly during the day. Some workers travelled to and from our house considerable distances as not many hotels or other businesses were happy about attempting to keep the house quiet through out the day. Being small, I did not have to worry about staff working times, so could be flexible about when my guests came in and went out.</p> <p>Have I changed the seasonal basis?<br/>No</p> <p>Have I changed the opening and closing times?<br/>No</p> <p>Part three<br/>I had the business for 15 years before I sold. The buyers did not continue the business but reverted back to a private house. In the beginning my husband and I ran the business together, but his failing health meant that I ran the business myself for the last 12 years.</p> <p>We were obliged to sell our previous business, an independent [...specialist type...] retail outlet because of my husband's poor health. It seemed sensible to have a business we could run from home, and so we bought a house which had a long reputation for taking in self-catering guests and 'added on' the Bed and Breakfast section.</p> <p>We moved to [...location....] from [...location in Essex....]. I do not have a business at the moment, as am a full time carer for my mother. I hope to organise a new business in the future, but it will be within the Care sector, not the Tourism sector.</p> <p>The sale of my business was influenced by the death of my husband in [...2003]. I believe that I would have sold when free to do so as the Tourism business, from the point of an accommodation supplier, is extremely stressful. It has taken me several months to adjust to not having my husband, but not being involved with the Tourism Administration is a great relief. As a carer, I still have lots of contact with people, and that I really enjoy."</p> | <p>HLT</p> <p>HLT, SOY</p> <p>(live away)<br/>TWF</p> <p>DCD</p> <p>MWB, HLT</p> |
| AG077             | SC | note | <p>"Since my husband died in 2002 I have run my self catering cottage on my own. I have decided that it is not worthwhile to continue and will not be advertising it for let in future. My family and friends will continue to use the property for holidays."</p>  | DCD<br>END, SOY  |



|       |    |  |                        |  |  |                            |
|-------|----|--|------------------------|--|--|----------------------------|
|       |    |  | letter                 |  | “Yes I am prepared to fill in your questionnaire....This is the last year that I am letting my holiday cottage as a business. In future it will be used only by my family and friends.”  |                            |
| AL082 | SC |  | e-mail                 |  | “I’d be happy to complete your questionnaire. I am away for a week but will fill it out on my return.....”   | TRV                        |
| AL095 | HO |  | e-mail                 |  | “As we shall be away quite a bit over the next few weeks, I suggest that you send me a copy of your paper questionnaire which I can complete...”   | TRV                        |
| AL123 | VA |  | e-mail                 |  | “Yes, I am happy to have it as a computer based questionnaire - but I am going through a very intense time at the moment & as soon as we close & do the Stock-taking, I [go] off on 4 <sup>th</sup> November & return to Mull 20 <sup>th</sup> November, so would be unable to complete it during that time”<br><br>“I have to-day sent off your paper questionnaire, as ever they never ask questions which enable you to present the true facts, but it is on its way to you. Good luck. When you live in a remote or Seasonal area, you just make your living come to you & work your guts out during the Season & hope you manage to survive until the following Season, there is no decision about it!! I have always worked very hard, but I have never adjusted to working flat out for 7 months, then still no routine in Winter, when it is no work or incentive. It is certainly not something you choose to do, but you just get on with it.” | WKL, TRV<br><br>LOC<br>WKL |
| AL168 | BB |  | e-mail                 |  | “I will be pleased to help in whatever way you think that I can. However after this year I am seriously thinking of withdrawing my membership form the tourist board as they are basically costing more for a service that is increasingly more and more slipshod. This is also the belief of many of my patrons recently, most especially those from abroad.”   | TBD                        |
| AL202 | SC |  | e-mail                 |  | “I would be pleased to complete your qu. ...I will be away for two weeks but will answer it on my return.”   | OHD<br>TRV                 |
| AL255 | BB |  | e-mail                 |  | “...I would be pleased to complete the Questionnaire - I have both Bed and Breakfast and Self Catering businesses”   | MMO                        |
| FF023 | SC |  | letter                 |  | “Having read through your survey I feel that most of the questions do not apply to me. The reason for the seasonal opening is due to the fact that for the majority of the year the flat is occupied by students attending St Andrews University which leaves only three and a half months for the tourist trade.”   | STU, MMO                   |
| FF070 | HP |  | telephone conversation |  | <ul style="list-style-type: none"> <li>• <i>most caravan parks have no choice in opening periods as regulated by their local authority and subject to the terms of the license.</i></li> <li>• <i>it is an extremely large sector, largely ignored</i></li> <li>• <i>10½ months trading period license p.a.</i></li> <li>• <i>the previous owned applied for an extended season license to the local council</i></li> </ul>  | BUR, LAR                   |



|       |    |        |  |   |
|-------|----|--------|--|---|
|       |    |        | <ul style="list-style-type: none"> <li>the terms of the licensing regulations are local authority controlled and each area differs: eg in Aberdeenshire a caravan park must have more static caravans than provision for touring caravans</li> <li>in some places, there is all year round custom and so the operators apply for a year round license</li> <li>formerly licenses were granted for the Easter-October period</li> <li>higher rates are paid where longer seasonal licenses are granted</li> <li>application to the local authority for a shorter season license can mean a reduction in rates.</li> </ul>   | DST                                     |
| HL085 | GH | e-mail | <p>"hello, just back from my holiday and going through my e-mails and thought I should let you know that I haven't filled out your survey yet, it'd in a pile of mail waiting to be sorted. Will get it done as soon as I can."</p> <p>"...I am puzzled however as to where you got my name! We have not advertised in the "Where to Stay" guide in many years and have this year, after 32 years of membership, withdrawn from Visitscotland.com [sic]..."</p>  | HOL<br>TBD, VSC                         |
| HL150 | VA | e-mail | <p>"Would be willing to complete a questionnaire for you but as it is now end of season, may take a few days as not here every day now."</p> <p>"Please find enclosed the questionnaire you recently sent us. I have filled it in as best I can, but thought I ought to explain what may seem to be a few anomalies."</p> <p>Part 1. Q1: we are available for business all year round, but that does not mean business comes to us all year round! From mid November to early February we receive very few guests. Sometimes none!</p> <p>Part 2: This section was a little difficult to complete as we do not 'choose' to operate on a seasonal basis. The nature of tourism habits and assumptions dictates almost entirely how we operate. For example, the misconception that the Scottish Highlands are buried under a snow drift for the winter months. This is very gradually changing, and some people head north in winter.</p> <p>The advent of cheap flights is making a difference to extend our 'season'. More and more people are coming over to Scotland from the Continent during the winter months for a long-weekend.</p> <p>Part 2 [sic] Q20a: I've put 'agree' because the only time we officially close and are unavailable is for 3 weeks of the year when we take our holidays. That is a question of choice. But the rest of the wintertime we are 'open' but that does not mean we get any trade, because it is 'off-season'. Good luck with the survey".</p> | AYT<br>TPC, CLI<br>PTR, AIR<br>MGH, TRD |
| HL236 | VA | note   | <p>"I would be happy to fill in your questionnaire - but shall be away this November - 1<sup>st</sup> December and again in February".</p>   | HOL, SUT<br>TRV                         |
| HL240 | VA | e-mail | <p>"Sorry I've not responded to your request earlier, I've just returned from the USA"</p>   | TRV                                     |



|                |    |                        |  |  |
|----------------|----|------------------------|--|--|
| HL246          | VA | e-mail                 | <p>“We’ll be happy to complete your questionnaire but it’s quite easy to define why our season is the length it is (mid-May to mid-September):</p> <ol style="list-style-type: none"> <li>1) These are the months when there are significant numbers of visitors in the area</li> <li>2) These are the months when a boat trip is likely to be pleasurable rather than cold and uncomfortable</li> <li>3) This is the period over which the garden is full of interest”.</li> </ol> <p>“...As our little place accrues accolades and creeps up the footie ladder in Scottish terms [...<i>Good Food Guide score</i>...] our staff quality needs are creeping up, and while we have always found staff locally, some of the best are moving on next year so it may prove difficult to rely on that. With this in mind, I am building self contained accommodation with a view to ‘importing’ people.”</p> <p>“I am delighted at the above research possibilities as indeed many factors impact upon the shoulder months of the season which we have built up so assiduously yet it is difficult to press volunteer led attractions to remain open to support our efforts. As [...<i>.....local network positions specified</i>.....] I will have a great interest in the outcome of your research and look forward to participating...”</p> <p>“Sorry I didn’t reply to your first letter. It arrived just as I was leaving for [...<i>.....</i>] and I only returned last night. I don’t know if I have been any help. Our house is a bit different from most self-catering accom. as it has been in my late husband’s family for several generations and my two daughters have grown up visiting Granny there and feeling that they have two houses, both very important to them, and now want their children to grow up with those same feelings &amp; benefits.</p> <p>We are just renting the house out to be able to pay for the upkeep and running expenses and use it a lot ourselves.</p> <p>My mother-in-law did B&amp;B in the house for over 50 years!!</p> <p>We know everyone in the village &amp; everyone knows us and accepts us as a part of it.”</p> <ul style="list-style-type: none"> <li>• <i>tourism needs full backing from the political establishment</i></li> <li>• <i>establishments are often worth more as private residences than as businesses</i></li> <li>• <i>as an example, paying domestic rates in winter rather than business rates in low season would be financially more beneficial</i></li> <li>• <i>rates relief for second houses where both are domestic dwellings gives an unfair advantage over businesses based in a domestic dwelling</i></li> <li>• <i>servicing an over-winter overdraft can be very difficult</i></li> </ul> <p><i>Going on holiday to [...in Mediterranean....] for 4 weeks. Back early November. Will complete questionnaire on return.</i></p> <p>“I would be happy to complete your research project questionnaire, and suggest you send this before mid-November after which I will be unavailable to assist for some weeks.”</p> | PTR, CLL,<br><br>STA, SER<br>DST<br>PRD<br><br>MGH, VOL<br>OAC, DST<br><br>TRV<br><br>TWF<br>INC, OHD SOY<br>LCM<br>GOV<br><br>FSC<br>BUR<br>CSO<br>HOL<br><br>(unspecified) |
| HL311          | HO | e-mail                 |  |  |
| HL320          | BB | e-mail                 |  |  |
| HL415          | SC | note                   |  |  |
| PE068          | IN | telephone conversation |  |  |
| PE130          | VA | telephone message      |  |  |
| Not identified | ?  | e-mail                 |  |  |



|   |    |        |  |           |
|---|----|--------|--|-----------|
| Not identified  | ?  | e-mail | "I have received your letter of 29 <sup>th</sup> 09 to which I am replying late as we have been away for a month...."  | TRV       |
| Not identified  | SC | e-mail | "...I no longer do B&B and am only registered with Country Hols to let my entire house, due to the fact that it is on 3 floors, very old and did not conform with fire regs, unless major destruction of its 300 year history! I have done this for 2 years now and it has been successful." | BUR, LAR  |
| Total non-participant respondents (self de-selectors) providing narrative or verbal data:     |    |        |  | 75        |
| Total participating respondents (confirming respondents) providing narrative or verbal data : |    |        |  | 24        |
| Total respondents providing extraneous data :   |    |        |  | <u>99</u> |



**APPENDIX 7.11 Codification and Variable Group Classification Derived from Qualitative Data from Questionnaire Responses**

| <i>Codes</i> | <i>Variable Descriptors</i> | <i>Emerging Variable Categories and Descriptions</i>   |
|--------------|-----------------------------|--|
| ADV          | Advertising                 | <i>market / economic variable</i><br>Cross refer with Marketing related activity   |
| AGE          | Age                         | <i>intrinsic personal variable</i><br>..of proprietor(s) where specified as an issue in temporal trading   |
| AIR          | Air service(s)              | <i>exogenous variable</i><br>- availability / provision of<br>- cost of flying to Scotland or destination area<br>Cross refer with Public transport infrastructures  |
| ATS          | Always traded seasonally    | (non-grouped)  |
| AXP          | Access to property          | <i>exogenous / natural variable</i><br>- difficult access at certain times of year<br>- difficult access in certain weather conditions   |
| AYT          | All year trading            | (non-grouped)<br>ie specified not seasonal   |
| BTX          | Business Tax                | <i>economic / exogenous variable - institutional</i><br>Cross refer with Fiscal  |
| BUR          | Bureaucracy                 | <i>exogenous variable - institutional</i><br>cross refer with local authority restrictions   |
| CAE          | Calendar effects            | <i>exogenous - institutional / market variable</i><br>- timing of Easter as length of seasonal trading determinant<br>- ref to seasonal clock change   |
| CAX          | Cost of access              | <i>exogenous variable – local trading environment</i><br>ie to destination area<br>Cross refer with Air ; Ferries  |
| CCC          | Camping & Caravan Club      | <i>market / exogenous variable</i><br>ie member of, leased from...   |
| CCH          | Community charge            | <i>economic / exogenous variable - institutional</i><br>Cross refer with Fiscal  |
| CFW          | Cash flow                   | <i>economic variable</i>   |
| CLI          | Climate or weather          | <i>natural variable</i><br>- ref to climate in general<br>- ref to weather and individual elements of .....<br>Cross refer with Flooding, Snow, Sunshine, Wind<br>Cross refer with Daylight (hours), Tides |
| CPT          | Competition                 | <i>market / exogenous variable</i>   |
| CSO          | Cost of staying open        | <i>economic variable</i><br>- ref to viability, winter viability, feasibility  |
| CSV          | Conservation                | <i>intrinsic personal variable</i><br>Cross refer with Flora, fauna and wildlife<br>Cross refer with Maintenance   |
| DAT          | Market data / information   | <i>market variable</i><br>Cross refer with Tourist Board(s)  |
| DPC          | Dampness / condensation     | <i>natural / economic variable</i><br>Cross refer with Climate / weather ; Heating   |



|     |                          |  |
|-----|--------------------------|--|
| DST | Destination facilities   | <i>exogenous variable</i><br>- denotes facilities / amenities in the area in general<br>- denotes ref to seasonal closure of facilities in the area<br>- denotes ref to need for improvement / investment in...<br>- denotes ref to 'nothing to do....[in off-season]<br>Cross refer with Other amenities closed |
| DYT | Daylight (hours)         | <i>natural variable</i><br>ref to limited daylight / darkness in winter  |
| EGY | Energy                   | <i>intrinsic personal variable</i><br>- denotes ref to proprietor's energy in general (either physical or mental)<br>Cross refer with Health<br>Cross refer with Mental Wellbeing  |
| EMP | Employment               | <i>economic variable</i><br>- denotes ref to non-availability of employment<br>- denotes reason for starting business<br>Cross refer with Income requirement   |
| END | Ceased / ceasing trading | (non-grouped)<br>terminating or already terminated the business  |
| ESC | Escape / get away from   | <i>intrinsic personal variable</i><br>ie the business, place, Scottish winter<br>Cross refer with Travel<br>Cross refer with Holiday / break   |
| FAC | Family commitments       | <i>intrinsic personal variable</i><br>Cross refer with Time with Family / Friends  |
| FAF | Flora, fauna, wildlife   | <i>market / natural variable</i><br>- denotes ref to wildlife in general<br>- denotes specific ref to animals or plants on which amenity is based (eg birds of prey, botanic garden)   |
| FAS | Financial assistance     | <i>exogenous variable – institutional / economic variable</i><br>denotes from public agencies  |
| FER | Ferry service            | <i>exogenous variable – local trading environment</i><br>- ref to ferries in general or specific service / operator<br>- ferry service charges / pricing<br>Cross refer with Public transport infrastructure   |
| FLD | Flooding                 | <i>natural variable</i><br>Cross refer with Climate / weather  |
| FMD | Foot and Mouth (disease) | <i>exogenous variable</i>  |
| FRT | Frost                    | <i>natural variable</i><br>- as condition or damage to water pipes, insulation<br>Cross refer with Climate / weather   |
| FRZ | Freezing                 | <i>natural variable</i><br>- as condition / extreme cold<br>- denotes ref to damage to water pipes / supply<br>Cross refer with Climate / weather  |
| FSC | Fiscal issue             | <i>exogenous variable – institutional / economic variable</i><br>denotes ref to tax related variables<br>Cross refer with Business tax ; Community charge ; VAT<br>Cross refer with Insurance (costs)  |
| FSH | Fishing                  | <i>market variable</i>   |



|     |                                |  |
|-----|--------------------------------|--|
| FTV | Free time                      | <i>intrinsic personal variable</i><br>ie free time valued / free time protected  |
| GLF | Golf                           | <i>market variable</i>   |
| GOV | Government                     | <i>exogenous variable</i><br>in general  |
| HAW | Home as workplace              | <i>economic / intrinsic personal variable</i><br>eg. historic house  |
| HLT | Health                         | <i>intrinsic personal variable</i><br>Cross refer with Mental Wellbeing  |
| HOL | Holiday or break               | <i>intrinsic personal variable</i><br>closure for proprietor's own holiday or break  |
| HRW | Hours of work                  | <i>economic / intrinsic personal variable</i><br>- denotes ref to long working hours<br>- denotes ref to continuous working over time/no breaks                            |
| HTG | Heating                        | <i>economic variable</i><br>- heating <i>per se</i> ; central heating<br>- availability of fuel  |
| INC | Income requirement             | <i>economic variable</i><br>- denotes reason for starting business<br>Cross refer with Employment  |
| INS | Insurance                      | <i>economic variable</i><br>ie cost of<br>Cross refer with Fiscal  |
| ITN | Intrusion                      | <i>exogenous variable</i><br>eg visual   |
| LAR | Local authority restriction(s) | <i>exogenous variable - institutional</i><br>Cross refer to Bureaucracy<br>Cross refer to License  |
| LAS | Local authority site           | <i>exogenous / market variable</i><br>ie business leased from / located on<br>Cross refer with Location ; Site closure   |
| LCM | Local community                | <i>intrinsic personal variable</i><br>- ref to impact on local community as reason for trading behavior<br>Cross refer with Local economy                                  |
| LEI | Local economy                  | <i>intrinsic personal / economic variable</i><br>- ref to economic impact of business on local economy as reason for trading behaviour<br>Cross refer with Local community |
| LIC | License                        | <i>exogenous institutional variable</i><br>Cross refer with Local authority restriction(s)<br>Cross refer with Bureaucracy   |
| LIF | Lifestyle                      | <i>intrinsic personal / economic variable</i><br>...of proprietor(s) where specified : eg 'mine is a lifestyle business'   |
| LOB | Lack of business               | <i>market variable</i><br>denotes lack of business / demand :<br>- in general, business specific or in area  |
| LOC | Location                       | <i>exogenous variable – local trading environment</i><br>- location in general<br>- location specific factor   |
| LOR | Lack of recognition            | <i>exogenous variable</i><br>ie. from public authorities   |



|     |                               |  |
|-----|-------------------------------|--|
| MAE | Maintenance                   | <i>economic variable</i><br>Cross refer with Refurbishment / decoration  |
| MED | Media                         | <i>market / exogenous variable</i><br>denotes ref to specific medium (eg television / press)<br>Cross refer with Market related activity   |
| MGH | Market growth                 | <i>market variable</i><br>denotes :<br>- demand potential of business or destination area<br>- demand growth experienced (business/destination area)   |
| MIG | Migration                     | <i>intrinsic personal / economic variable</i><br>- denotes in-migration to start or purchase business  |
| MRA | Marketing related activity    | <i>market / economic variable</i><br>- ref to individual marketing mix elements<br>Cross refer with Advertising, Internet  |
| MSO | Multi-service operation       | <i>market / economic variable</i><br>denotes multi hospitality / tourism service operation<br>Cross refer with bar / restaurant  |
| MWB | Mental wellbeing              | <i>intrinsic personal variable</i><br>Cross refer with Health  |
| OAC | Other amenities closed        | <i>exogenous variable - local trading environment</i><br>- at the destination / in the locality.<br>- in general or specified amenities / attractions  |
| OHD | Overheads                     | <i>economic variable</i><br>- denotes in general<br>- denotes specific utilities or services where specified (eg electricity, gas, water, fuel, laundry)<br>Cross refer with Heating<br>Cross refer with Maintenance |
| OTR | Open to request               | <i>market / economic / intrinsic personal variable</i><br>denotes temporal trading flexibility   |
| OWC | Other work commitment         | <i>economic / intrinsic personal variable</i><br>ie multiple occupations or time commitments in other unspecified or specified business interests<br>- ref to 'demands of farming'                                   |
| PER | Personal reasons for closure  | <i>intrinsic personal variable</i><br>- denotes unspecified 'personal reasons' for closure   |
| PMP | Meet people                   | <i>intrinsic personal variable</i>   |
| POD | Distance of place of domicile | <i>economic / intrinsic personal variable</i><br>ie distance of proprietor's place of domicile from the business / property  |
| PRD | Product development           | <i>market / economic variable</i><br>denotes investment in / expansion / upgrading of physical amenities of the business<br>Cross refer with Service development ; Upgrading / investment                            |
| PRF | Profile                       | <i>market variable</i><br>denotes 'need to raise profile of.....' : individual business or area or Scotland<br>Cross refer to Marketing related activity   |
| PRI | Pricing                       | <i>economic / market variable</i><br>denotes propensity or constraints to charge market rate or economic cost in winter / off-season   |



|     |                                |   |
|-----|--------------------------------|---|
| PRV | Privacy                        | <i>intrinsic personal variable</i><br>ie desire for privacy   |
| PTR | Public transport               | <i>exogenous variable</i><br>- in general ; infrastructure ; service provision ; frequency<br>- ref to specific transport mode (ferry ; air ; rail)   |
| PUB | Public bar                     | <i>market variable</i><br>eg. accommodation unit with public bar operating as separate service entity<br>Cross refer with Multi-service operation   |
| RES | Restaurant                     | <i>market variable</i><br>eg. accommodation unit / visitor attraction with public restaurant operating as separate service entity<br>Cross refer with Multi-service operation                 |
| RFD | Refurbishment / (re)decoration | <i>economic / market variable</i><br>Cross refer with Maintenance   |
| RLY | Rail services                  | <i>exogenous variable</i><br>- ref to availability or frequency of rail services<br>- ref to cost of rail service   |
| ROC | Return on capital              | <i>economic variable</i>  |
| RRX | Rest / relaxation              | <i>intrinsic personal variable</i>  |
| RTD | Retired                        | <i>intrinsic personal variable</i><br>- respondent or partner/spouse (where specified)<br>Cross refer with Age where appropriate  |
| SAF | Safety                         | <i>natural / exogenous variable</i><br>- denotes ref to weather conditions / customer safety  |
| SCL | Site closure                   | <i>exogenous variable</i><br>- ref to caravan within a holiday park / caravan site<br>- ref to private amenity in a historic house / garden   |
| SCY | The school year                | <i>exogenous variable</i>   |
| SED | Service development            | <i>market / economic variable</i><br>denotes extension / upgrading of service attributes<br>Cross refer with Product development  |
| SGN | Signage                        | <i>exogenous variable</i><br>- ref to inadequate public signposting as constraint to passing trade<br>Cross refer with Local authority restrictions<br>Cross refer with Bureaucracy           |
| SLI | Street lighting                | <i>exogenous variable</i><br>- denotes ref to lack of<br>Cross refer with Daylight hours  |
| SNO | Snow                           | <i>natural variable</i><br>Cross refer to Climate   |
| SOL | Social life                    | <i>intrinsic personal variable</i><br>ie expressed need for a social life   |
| SOY | Self-occupancy                 | <i>intrinsic personal variable</i><br>- ref to temporal closure due to owner / proprietor occupancy of amenity for part of year<br>- ref to desire expressed to 'have the place to ourselves' |
| SSR | Season specific recreation     | <i>market variable</i><br>ref to '.....season'  |



|     |   |  |
|-----|---|--|
|     |   | Cross refer with : fishing ; golf ; hunting ; shooting   |
| STA | Staff / staffing / labour               | <i>economic variable</i><br>ie. staffing related issue :<br>- ref to availability / coverage ; shortage / lack of  |
| STB | Visit Scotland / Scottish Tourist Board | <i>exogenous variable - institutional</i><br>denotes specific ref to VisitScotland or Scottish T'st Board<br>Cross refer with Tourist Board(s)                             |
| STD | Standards / quality                     | <i>intrinsic personal / market variable</i><br>eg. of service, of facilities   |
| STG | Shooting                                | <i>market variable</i><br>Cross refer with Season specific recreation  |
| STU | Student lets                            | <i>market variable</i><br>ie self-catering accommodation let to students during the academic year  |
| SUN | Sunshine                                | <i>natural variable</i><br>Cross refer with Climate / weather  |
| SUT | Suitability / Preference                | <i>intrinsic personal variable</i><br>- ref to preference for closure / opening / trading pattern<br>- ref to ".it suits me / us to close / open ....."                    |
| TBD | Tourist Board(s)                        | <i>exogenous institutional variable</i><br>denotes ref to<br>- local / area / national tourist board in general<br>- Visit Scotland / Scottish Tourist Board (cross refer) |
| TID | Tides                                   | <i>natural variable</i><br>Cross refer with Climate / weather<br>Cross refer with Daylight hours<br>Cross refer with Calendar effects<br>Cross refer with Ferries          |
| TPC | Tourists' perceptions                   | <i>market variable</i><br>ie perception of area as 'closed for winter'   |
| TRD | Trend                                   | <i>market variable</i><br>- in trading period<br>- in business / customer demand   |
| TRV | Travel                                  | <i>intrinsic personal variable</i><br>- denotes closure in order to travel<br>Cross refer with Holiday or break  |
| TTM | Type / nature of tourism                | <i>market variable</i><br>ie in the area ; in the general sense<br>Cross refer with Lack of business   |
| TUR | Turnover / revenue                      | <i>economic variable</i>   |
| TWF | Time with family / friends              | <i>intrinsic personal variable</i><br>either family or friends or both specified<br>Cross refer with Family commitments  |
| UPI | Upgrading / Investment                  | <i>economic variable</i><br>ie within the business<br>Cross refer with Product Development   |
| UTL | Utilities                               | <i>economic variable</i><br>- denotes specific ref to gas, electricity, fuel<br>Cross refer with Overheads ; Heating ; Water (supply)                                      |
| VAT | VAT threshold                           | <i>economic / exogenous institutional variable</i><br>- denotes threshold too low  |



|     |                          |   |
|-----|--------------------------|---|
|     |                          | - denotes determinant of 'ceiling' to turnover / revenue<br>Cross refer with Fiscal : Turnover / revenue                    |
| VDO | Vary days of operation   | (non-grouped)<br>ie periodic changes in opening or closure<br>- denotes temporal trading flexibility                        |
| VOL | Volunteer staff          | <i>economic variable</i><br>ie availability of<br>Cross refer with Staffing   |
| WEB | Website / Internet       | <i>market variable</i><br>Cross refer to Marketing related activity   |
| WET | Rainfall, wet conditions | <i>natural variable</i><br>Cross refer with Climate / weather   |
| WKL | Workload                 | <i>economic / intrinsic personal variable</i><br>denotes desire for reduction in .....<br>Cross refer with Hours of work    |
| WND | Wind                     | <i>natural variable</i><br>Cross refer with Climate / weather   |
| WTS | Water                    | <i>economic variable</i><br>- water supply in general<br>- water pipes burst / frozen<br>Cross refer with Climate / weather |

#### NON-GROUPED DESCRIPTORS

| Codes | Data Descriptors         | Notes   |
|-------|--------------------------|---|
| ATS   | Always traded seasonally |   |
| AYT   | All year trading         | ie respondent specified not a seasonal trader   |
| END   | Ceased /ceasing trading  | - terminating or already terminated the business<br>- changed from tourism to non-tourism use |
| VDO   | Vary days of operation   | ie periodic changes in opening or closure<br>- denotes temporal trading flexibility           |



**APPENDIX 7.12 Data Variables and Clusters from Questionnaire Narratives**

| VARIABLE GROUP                               | RANKING WITHIN GROUP | FREQUENCY | VARIABLE CLUSTERS                        | VARIABLE CLUSTER FREQUENCY & PERCENTAGE |
|--|----------------------|-----------|--|---|
| <b><u>ECONOMIC VARIABLES :</u></b><br>(n=25) |                      |           | <b>ECONOMIC VARIABLE CLUSTERS</b>        |   |
| Cost of staying open / viability             |                      |           | Cost of Staying Open (generic viability) | <u>43 = 13.6%</u>                       |
| Heating                                      | 1                    | 43        | <b>Operational Cost Variables</b>        |   |
| Staff / labour                               | 2                    | 39        | Overheads                                |   |
| Refurbishment / redecoration                 | 3                    | 33        | Heating                                  |   |
| Maintenance                                  | 4                    | 22        | Water                                    |   |
| Other work commitment                        | 5                    | 21        | Utilities                                |   |
| Water (supply)                               | =6                   | 18        | Insurance                                | <u>80 = 25.2%</u>                       |
| Overheads                                    | =6                   | 18        | Maintenance                              |   |
| Income requirement                           | 8                    | 16        | Refurbishment / Redecoration             | <u>43 = 13.6%</u>                       |
| Upgrading / investment                       | =9                   | 14        | Upgrading / investment                   | <u>14 = 4.4%</u>                        |
| Hours of work                                | =9                   | 14        | <b>Taxes</b>                             |   |
| Distance of place of domicile                | =11                  | 10        | Business tax                             |   |
| Employment                                   | =11                  | 10        | Community charge                         |   |
| VAT threshold                                | =13                  | 9         | VAT threshold                            | <u>14 = 4.4%</u>                        |
| Workload                                     | =13                  | 9         | <b>Staffing</b>                          |   |
| Home as workplace                            | 15                   | 8         | Staff / labour                           |   |
| Utilities                                    | =16                  | 6         | Volunteer staff                          | <u>36 = 11.4%</u>                       |
| Community charge                             | =16                  | 6         | <b>Yield Related Variables</b>           |   |
| Pricing                                      | =18                  | 4         | Turnover / revenue                       |   |
| Cash flow                                    | =18                  | 4         | Return on capital                        |   |
| Return on capital                            | =20                  | 3         | Pricing (propensity)                     |   |
| Volunteer staff                              | =20                  | 3         | Cash flow                                | <u>12 = 3.8%</u>                        |
| Turnover / revenue                           | =20                  | 3         | Income requirement                       | <u>14 = 4.4%</u>                        |
| Business tax                                 | 23                   | 2         | <b>Work Related Variables</b>            |   |
| Insurance                                    | =24                  | 1         | Employment (for proprietor)              |   |
|  | =24                  | 1         | Home as workplace                        |   |
| <i>Incidence Total</i>                       |                      |           | Hours of work                            |   |
|  |                      |           | Workload                                 |   |
|  |                      |           | Other work commitments                   | <u>51 = 16.1%</u>                       |
|  |                      |           | Distance of place of Domicile            | <u>10 = 3.1%</u>                        |
|  |                      | 317       | <i>Total</i>                             | <u>317 = 100%</u>                       |



| <b>EXOGENOUS VARIABLES</b><br>(n=26)       | <b>RANKING</b> | <b>FREQUENCY</b> | <b>EXOGENOUS VARIABLE CLUSTERS</b>  |
|--|----------------|------------------|---|
| Other amenities closed                     | 1              | 34               | <b>Institutional Factors</b><br>Calendar effects<br>(esp. Easter)<br>The school year <u>19 = 7.6%</u>   |
| Destination facilities                     | 2              | 27               |   |
| Location                                   | 3              | 25               |   |
| Fiscal issue                               | 4              | 23               | <b>The Role of Public Agencies</b><br>Bureaucracy<br>Fiscal Issues<br>Government<br>Financial assistance<br>Local authority restrictions<br>License(s)<br>Local authority site<br>Visit Scotland / STB<br>Lack of recognition <u>80 = 31.9%</u> |
| License                                    | 5              | 16               |   |
| Public transport                           | 6              | 14               |   |
| Tourist Board(s)                           | =7             | 13               |   |
| Calendar effects                           | =7             | 13               |   |
| Access to property                         | 9              | 11               |   |
| Bureaucracy                                | =10            | 10               |   |
| Visit Scotland / Scottish<br>Tourist Board | =10            | 10               | <b>Location Related Issues</b><br>Location<br>Site closure<br>Cost of access to destination<br>area<br>Intrusion <u>34 = 13.5%</u>  |
| Local authority restrictions               | 12             | 9                |   |
| Ferry service                              | 13             | 8                |   |
| The school year                            | 14             | 6                |   |
| Government                                 | 15             | 5                |   |
| Cost of access                             | =16            | 4                | <b>Access Related Issues</b><br>Access to property<br>Street lighting<br>Signage <u>17 = 6.8%</u>   |
| Site closure                               | =16            | 4                |   |
| Air services                               | =18            | 3                |   |
| Financial assistance                       | =18            | 3                |   |
| Local authority site                       | =18            | 3                | <b>Transport Related Variables</b><br>Public transport<br>(infrastructure/frequency)<br>Ferry services<br>Air services<br>Rail services <u>26 = 10.3%</u>   |
| Signage                                    | =18            | 3                |   |
| Street lighting                            | =18            | 3                |   |
| Foot & Mouth disease                       | =23            | 1                |   |
| Intrusion                                  | =23            | 1                |   |
| Lack of recognition                        | =23            | 1                | <b>Local Destination Related Issues</b><br>Destination facilities<br>Other amenities closed<br>Tourist Board(s) <u>74 = 29.5%</u>   |
| Rail services                              | =23            | 1                |   |
|  |                |                  | <b>Other Factors</b><br>Foot and Mouth Disease <u>1 = 0.4%</u>  |
| <i>Incidence Total</i>                     |                | <i>251</i>       | <i>Total</i> <u>251 = 100%</u>  |



| <b><u>INTRINSIC PERSONAL VARIABLES</u></b><br>(n=24) | <b>RANKING</b> | <b>FREQUENCY</b> | <b>INTRINSIC PERSONAL VARIABLE CLUSTERS</b>  |                                 |
|--|----------------|------------------|--|---------------------------------|
| Holiday / break                                      | 1              | 38               | <b>Work-Life Balance Related Variables</b><br><br>'Lifestyle' specified<br>Free time (valued)<br>Holiday /break<br>Escape / get away<br>Travel<br>Suitability / preference <u>79 = 41.6 %</u>  |                                 |
| Suitability / preference                             | =2             | 18               |  |                                 |
| Time with family / friends                           | =2             | 18               |  |                                 |
| Free time (valued)                                   | 4              | 16               |  |                                 |
| Retired  | 5              | 15               |  |                                 |
| Rest / relaxation                                    | 6              | 12               |  |                                 |
| Self-occupancy                                       | 7              | 11               |  |                                 |
| Age  | =8             | 9                |  |                                 |
| Family commitments                                   | =8             | 9                |  |                                 |
| Migration  | 10             | 6                |  |                                 |
| Standards / quality                                  | 11             | 5                | <b>Social Priority Variables</b><br><br>Time with family / friends<br>Family Commitments<br>Social life<br>Meet People <u>31 = 16.3 %</u>  |                                 |
| Health   | =12            | 4                |  |                                 |
| Lifestyle  | =12            | 4                |  |                                 |
| Mental wellbeing                                     | =12            | 4                | <b>Internalised Variables</b><br><br>Personal reasons<br>Privacy<br>Self-occupancy <u>17 = 8.9 %</u>   |                                 |
| Personal reasons for closure                         | =12            | 4                |  |                                 |
| Local economic impact                                | 16             | 3                |  |                                 |
| Energy   | =17            | 2                | <b>Lifecycle and Health Variables</b><br><br>Age<br>Retired / retirement<br>Energy<br>Health<br>Mental Wellbeing <u>34 = 17.9 %</u><br><br><b>Rest and Relaxation</b> <u>12 = 6.3 %</u><br><br><b>Migration</b> <u>6 = 3.2 %</u><br><br><b>Altruism Related Variables</b><br><br>Conservation<br>Local community benefits<br>Local economic impacts <u>6 = 3.2 %</u><br><br><b>Performance Variables</b><br><br>Standards / quality <u>5 = 2.6 %</u> |                                 |
| Local community                                      | =17            | 2                |  |                                 |
| Meet people  | =17            | 2                |  |                                 |
| Privacy  | =17            | 2                |  |                                 |
| Social life  | =17            | 2                |  |                                 |
| Travel   | =17            | 2                |  |                                 |
| Conservation   | =23            | 1                |  |                                 |
| Escape / get away                                    | =23            | 1                |  |                                 |
| <i>Incidence Total</i>                               |                | <i>190</i>       |  | <i>Total</i> <i>190 = 100 %</i> |



| <b>MARKET VARIABLES</b><br>(n=25) | <b>RANKING</b> | <b>FREQUENCY</b> | <b>MARKET VARIABLE CLUSTERS</b>                    |
|-----------------------------------|----------------|------------------|--|
| Lack of business                  | 1              | 113              | <b>Factors Relating to the State of the Market</b> |
| Market growth                     | 2              | 48               | Lack of business /<br>no / few visitors            |
| Marketing related activity        | 3              | 34               | Type / nature of tourism                           |
| Product development               | 4              | 23               | Tourists' perceptions                              |
| Advertising                       | 5              | 21               | Profile of the area                                |
| Open to request                   | 6              | 20               | 'Trend'  |
| Multi-service operation           | 7              | 18               | Competition <u>143 = 38.4 %</u>                    |
| Student lets                      | 8              | 16               | <b>Product Related Tourism Variables</b>           |
| Service development               | 9              | 11               | Season specific recreations                        |
| Type / nature of tourism          | 10             | 9                | Golf   |
| Flora, fauna, wildlife            | =11            | 7                | Fishing  |
| Season specific recreation        | =11            | 7                | Shooting   |
| Tourists perceptions              | =11            | 7                | Flora & fauna / wildlife                           |
| Trend                             | =11            | 7                | Camping & Caravan Club <u>24 = 6.5 %</u>           |
| Profile                           | 15             | 6                | <b>Business Configuration</b>                      |
| Restaurant                        | =16            | 5                | Multi-service operation                            |
| Website                           | =16            | 5                | Restaurant   |
| Camping & Caravan Club            | =18            | 3                | Pub <u>24 = 6.5 %</u>                              |
| Fishing                           | =18            | 3                | <b>Student Lets</b> <u>16 = 4.3 %</u>              |
| Golf                              | =20            | 2                | <b>Marketing Response Variables</b>                |
| Market data / information         | =20            | 2                | Market related activity                            |
| Shooting                          | =20            | 2                | Advertising  |
| Competition                       | =23            | 1                | Web / internet                                     |
| Media                             | =23            | 1                | Market data / information                          |
| Pub                               | =23            | 1                | Media <u>63 = 16.9 %</u>                           |
|                                   |                |                  | <b>Business Response Variables</b>                 |
|                                   |                |                  | Open to request                                    |
|                                   |                |                  | Product development                                |
|                                   |                |                  | Service development                                |
|                                   |                |                  | Market growth <u>102 = 27.4 %</u>                  |
| <b>Incidence Total</b>            |                | <b>372</b>       | <b>Total</b> <u>372 = 100 %</u>                    |



| <u>NATURAL VARIABLES</u><br>(n=12) | RANKING | FREQUENCY  | NATURAL VARIABLE CLUSTERS  |
|------------------------------------|---------|------------|--|
| Climate / weather                  | 1       | 111        | <b>Climate / Weather</b><br>(generic reference) <u>111 = 68.5%</u>                                 |
| Daylight (hours)                   | 2       | 13         | <b>Intrinsic Natural Seasonal Variables</b>  |
| Freezing / extreme cold            | 3       | 10         |  |
| Sunshine                           | 4       | 5          | Daylight hours / darkness<br>Tides <u>14 = 8.7%</u>  |
| Frost                              | =5      | 4          |  |
| Rainfall / wet conditions          | =5      | 4          | <b>Individual Climatic Variables</b>   |
| Snow                               | =5      | 4          |  |
| Wind                               | =5      | 4          |  |
| Dampness / condensation            | 9       | 3          |  |
| Flooding                           | 10      | 2          |  |
| Safety                             | =11     | 1          | Frost<br>Freezing / extreme cold<br>Rainfall / wet conditions<br>Snow<br>Sunshine                  |
| Tides                              | =11     | 1          | Wind <u>31 = 19.1%</u>   |
|                                    |         |            | <b>Climatic / Weather Consequences</b>   |
|                                    |         |            | Dampness / condensation<br>Flooding<br>Safety (arising from weather<br>Conditions) <u>6 = 3.7%</u> |
| <i>Incidence Total</i>             |         | <i>162</i> | <i>Total</i> <u>162 = 100%</u>   |



**APPENDIX 7.13 Variable Group and Cluster Distributions by ATB Regions**

| Regional Breakdown of Variable Group Data Frequencies  | Main Variable Group Clusters in each Region |             |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
|--|---|-------------|----------|----------|-----------|------|--------------------|----|----------------|--------------------|---------|------|----------------|-----------|--|---------|------|---------------------------------|--------------|-----------------------------|-------------|--|---|-----------------------------------|-----|-------------------------------------|--|-------------------------------------|------------------------------------|----|--------|----------------------------|---|-------|-----------------------------|----|-------|-------------------------------------|----|-------|---|---|-------|-------------------------------------|----|-------|-------------------------------------|--|--|---------------------------------------|----|--------|---------------------------------|----|-------|------------------------------|----|-------|-----------------------------|---|-------|---------------------------------------|----|-------|-----------------------------------|---|-------|--------------------------|--|--|------------------------------|----|--------|-------------------------------|---|-------|
| <p><b>ANGUS and DUNDEE</b></p> <table border="0"> <tr> <td></td> <td style="text-align: right;">n</td> </tr> <tr> <td>Economic</td> <td style="text-align: right;">2</td> </tr> <tr> <td>Exogenous</td> <td style="text-align: right;">2</td> </tr> <tr> <td>Intrinsic Personal</td> <td style="text-align: right;">2</td> </tr> <tr> <td>Market Related</td> <td style="text-align: right;">6</td> </tr> <tr> <td>Natural</td> <td style="text-align: right;">2</td> </tr> <tr> <td><b>Total</b></td> <td style="text-align: right;"><b>14</b></td> </tr> </table>  |   | n           | Economic | 2        | Exogenous | 2    | Intrinsic Personal | 2  | Market Related | 6                  | Natural | 2    | <b>Total</b>   | <b>14</b> | <table border="0"> <tr> <td></td> <td style="text-align: right;">n/14</td> </tr> <tr> <td colspan="2"><u>Market Related Variables</u></td> </tr> <tr> <td>Business Response Variables</td> <td style="text-align: right;">2</td> </tr> <tr> <td>Marketing Response Variables</td> <td style="text-align: right;">2</td> </tr> <tr> <td>Product Related Tourism Variables</td> <td style="text-align: right;">2</td> </tr> <tr> <td colspan="2"><u>Intrinsic Personal Variables</u></td> </tr> <tr> <td>Work-Life Balance Related Variables</td> <td style="text-align: right;">2</td> </tr> </table> |         | n/14 | <u>Market Related Variables</u> |              | Business Response Variables | 2           | Marketing Response Variables   | 2 | Product Related Tourism Variables | 2   | <u>Intrinsic Personal Variables</u> |  | Work-Life Balance Related Variables | 2                                  |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
|  | n   |             |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| Economic   | 2   |             |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| Exogenous  | 2   |             |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| Intrinsic Personal   | 2   |             |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| Market Related   | 6   |             |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| Natural  | 2   |             |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| <b>Total</b>   | <b>14</b>                                   |             |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
|  | n/14  |             |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| <u>Market Related Variables</u>  |   |             |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| Business Response Variables  | 2   |             |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| Marketing Response Variables   | 2   |             |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| Product Related Tourism Variables  | 2   |             |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| <u>Intrinsic Personal Variables</u>  |   |             |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| Work-Life Balance Related Variables  | 2   |             |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| <p><b>ABERDEEN and GRAMPIAN</b></p> <table border="0"> <tr> <td></td> <td style="text-align: right;">n</td> <td style="text-align: right;">%</td> </tr> <tr> <td>Economic</td> <td style="text-align: right;">24</td> <td style="text-align: right;">20.5</td> </tr> <tr> <td>Exogenous</td> <td style="text-align: right;">25</td> <td style="text-align: right;">21.4</td> </tr> <tr> <td>Intrinsic Personal</td> <td style="text-align: right;">14</td> <td style="text-align: right;">12.0</td> </tr> <tr> <td>Market Related</td> <td style="text-align: right;">33</td> <td style="text-align: right;">28.2</td> </tr> <tr> <td>Natural</td> <td style="text-align: right;">21</td> <td style="text-align: right;">17.9</td> </tr> <tr> <td><b>Total</b></td> <td style="text-align: right;"><b>117</b></td> <td style="text-align: right;"><b>100%</b></td> </tr> </table>                                      |   | n           | %        | Economic | 24        | 20.5 | Exogenous          | 25 | 21.4           | Intrinsic Personal | 14      | 12.0 | Market Related | 33        | 28.2   | Natural | 21   | 17.9                            | <b>Total</b> | <b>117</b>                  | <b>100%</b> | <table border="0"> <tr> <td></td> <td style="text-align: right;">n/117</td> <td style="text-align: right;">(%)</td> </tr> <tr> <td colspan="3"><u>Economic Variables</u></td> </tr> <tr> <td>Operational Cost Related Variables</td> <td style="text-align: right;">10</td> <td style="text-align: right;">(8.5)</td> </tr> <tr> <td>Cost of Staying Open</td> <td style="text-align: right;">6</td> <td style="text-align: right;">(5.1)</td> </tr> <tr> <td colspan="3"><u>Exogenous Variables</u></td> </tr> <tr> <td>Local Destination Related Variables</td> <td style="text-align: right;">8</td> <td style="text-align: right;">(6.8)</td> </tr> <tr> <td>Location Related Variables</td> <td style="text-align: right;">7</td> <td style="text-align: right;">(6.0)</td> </tr> <tr> <td>The Role of Public Agencies</td> <td style="text-align: right;">6</td> <td style="text-align: right;">(5.1)</td> </tr> <tr> <td colspan="3"><u>Intrinsic Personal Variables</u></td> </tr> <tr> <td>Work-Life Balance Related Variables</td> <td style="text-align: right;">8</td> <td style="text-align: right;">(6.8)</td> </tr> <tr> <td colspan="3"><u>Market Related Variables</u></td> </tr> <tr> <td>Marketing Response Variables</td> <td style="text-align: right;">8</td> <td style="text-align: right;">(6.8)</td> </tr> <tr> <td>Business Response Variables</td> <td style="text-align: right;">8</td> <td style="text-align: right;">(6.8)</td> </tr> <tr> <td>'State of the Market' Related Factors</td> <td style="text-align: right;">7</td> <td style="text-align: right;">(6.0)</td> </tr> <tr> <td>Product Related Tourism Variables</td> <td style="text-align: right;">6</td> <td style="text-align: right;">(5.1)</td> </tr> <tr> <td colspan="3"><u>Natural Variables</u></td> </tr> <tr> <td>Climate / Weather in general</td> <td style="text-align: right;">13</td> <td style="text-align: right;">(11.1)</td> </tr> <tr> <td>Individual Climatic Variables</td> <td style="text-align: right;">7</td> <td style="text-align: right;">(6.0)</td> </tr> </table> |   | n/117                             | (%) | <u>Economic Variables</u>           |  |                                     | Operational Cost Related Variables | 10 | (8.5)  | Cost of Staying Open       | 6 | (5.1) | <u>Exogenous Variables</u>  |    |       | Local Destination Related Variables | 8  | (6.8) | Location Related Variables                  | 7 | (6.0) | The Role of Public Agencies         | 6  | (5.1) | <u>Intrinsic Personal Variables</u> |  |  | Work-Life Balance Related Variables   | 8  | (6.8)  | <u>Market Related Variables</u> |    |       | Marketing Response Variables | 8  | (6.8) | Business Response Variables | 8 | (6.8) | 'State of the Market' Related Factors | 7  | (6.0) | Product Related Tourism Variables | 6 | (5.1) | <u>Natural Variables</u> |  |  | Climate / Weather in general | 13 | (11.1) | Individual Climatic Variables | 7 | (6.0) |
|  | n   | %           |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| Economic   | 24  | 20.5        |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| Exogenous  | 25  | 21.4        |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| Intrinsic Personal   | 14  | 12.0        |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| Market Related   | 33  | 28.2        |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| Natural  | 21  | 17.9        |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| <b>Total</b>   | <b>117</b>                                  | <b>100%</b> |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
|  | n/117                                       | (%)         |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| <u>Economic Variables</u>  |   |             |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| Operational Cost Related Variables   | 10  | (8.5)       |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| Cost of Staying Open   | 6   | (5.1)       |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| <u>Exogenous Variables</u>   |   |             |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| Local Destination Related Variables  | 8   | (6.8)       |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| Location Related Variables   | 7   | (6.0)       |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| The Role of Public Agencies  | 6   | (5.1)       |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| <u>Intrinsic Personal Variables</u>  |   |             |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| Work-Life Balance Related Variables  | 8   | (6.8)       |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| <u>Market Related Variables</u>  |   |             |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| Marketing Response Variables   | 8   | (6.8)       |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| Business Response Variables  | 8   | (6.8)       |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| 'State of the Market' Related Factors  | 7   | (6.0)       |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| Product Related Tourism Variables  | 6   | (5.1)       |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| <u>Natural Variables</u>   |   |             |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| Climate / Weather in general   | 13  | (11.1)      |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| Individual Climatic Variables  | 7   | (6.0)       |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| <p><b>ARGYLL, THE ISLES, LOCH LOMOND, STIRLING and THE TROSSACHS</b></p> <table border="0"> <tr> <td></td> <td style="text-align: right;">n</td> <td style="text-align: right;">%</td> </tr> <tr> <td>Economic</td> <td style="text-align: right;">57</td> <td style="text-align: right;">23.6</td> </tr> <tr> <td>Exogenous</td> <td style="text-align: right;">46</td> <td style="text-align: right;">19.0</td> </tr> <tr> <td>Intrinsic Personal</td> <td style="text-align: right;">37</td> <td style="text-align: right;">15.3</td> </tr> <tr> <td>Market Related</td> <td style="text-align: right;">70</td> <td style="text-align: right;">28.9</td> </tr> <tr> <td>Natural</td> <td style="text-align: right;">32</td> <td style="text-align: right;">13.2</td> </tr> <tr> <td><b>Total</b></td> <td style="text-align: right;"><b>242</b></td> <td style="text-align: right;"><b>100%</b></td> </tr> </table> |   | n           | %        | Economic | 57        | 23.6 | Exogenous          | 46 | 19.0           | Intrinsic Personal | 37      | 15.3 | Market Related | 70        | 28.9   | Natural | 32   | 13.2                            | <b>Total</b> | <b>242</b>                  | <b>100%</b> | <table border="0"> <tr> <td></td> <td style="text-align: right;">n / 242</td> <td style="text-align: right;">(%)</td> </tr> <tr> <td colspan="3"><u>Economic Variables</u></td> </tr> <tr> <td>Operational Cost Related Variables</td> <td style="text-align: right;">27</td> <td style="text-align: right;">(11.2)</td> </tr> <tr> <td colspan="3"><u>Exogenous Variables</u></td> </tr> <tr> <td>The Role of Public Agencies</td> <td style="text-align: right;">16</td> <td style="text-align: right;">(6.6)</td> </tr> <tr> <td>Transport Related Variables</td> <td style="text-align: right;">10</td> <td style="text-align: right;">(4.1)</td> </tr> <tr> <td colspan="3"><u>Intrinsic Personal Related Variables</u></td> </tr> <tr> <td>Work-Life Balance Related Variables</td> <td style="text-align: right;">21</td> <td style="text-align: right;">(8.7)</td> </tr> <tr> <td colspan="3"><u>Market Related Variables</u></td> </tr> <tr> <td>'State of the Market' Related Factors</td> <td style="text-align: right;">30</td> <td style="text-align: right;">(12.4)</td> </tr> <tr> <td>Business Response Variables</td> <td style="text-align: right;">21</td> <td style="text-align: right;">(8.7)</td> </tr> <tr> <td>Marketing Response Variables</td> <td style="text-align: right;">11</td> <td style="text-align: right;">(4.5)</td> </tr> <tr> <td colspan="3"><u>Natural Variables</u></td> </tr> <tr> <td>Climate / Weather in general</td> <td style="text-align: right;">19</td> <td style="text-align: right;">(7.9)</td> </tr> </table>  |   | n / 242                           | (%) | <u>Economic Variables</u>           |  |                                     | Operational Cost Related Variables | 27 | (11.2) | <u>Exogenous Variables</u> |   |       | The Role of Public Agencies | 16 | (6.6) | Transport Related Variables         | 10 | (4.1) | <u>Intrinsic Personal Related Variables</u> |   |       | Work-Life Balance Related Variables | 21 | (8.7) | <u>Market Related Variables</u>     |  |  | 'State of the Market' Related Factors | 30 | (12.4) | Business Response Variables     | 21 | (8.7) | Marketing Response Variables | 11 | (4.5) | <u>Natural Variables</u>    |   |       | Climate / Weather in general          | 19 | (7.9) |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
|  | n   | %           |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| Economic   | 57  | 23.6        |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| Exogenous  | 46  | 19.0        |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| Intrinsic Personal   | 37  | 15.3        |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| Market Related   | 70  | 28.9        |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| Natural  | 32  | 13.2        |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| <b>Total</b>   | <b>242</b>                                  | <b>100%</b> |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
|  | n / 242                                     | (%)         |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| <u>Economic Variables</u>  |   |             |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| Operational Cost Related Variables   | 27  | (11.2)      |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| <u>Exogenous Variables</u>   |   |             |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| The Role of Public Agencies  | 16  | (6.6)       |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| Transport Related Variables  | 10  | (4.1)       |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| <u>Intrinsic Personal Related Variables</u>  |   |             |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| Work-Life Balance Related Variables  | 21  | (8.7)       |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| <u>Market Related Variables</u>  |   |             |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| 'State of the Market' Related Factors  | 30  | (12.4)      |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| Business Response Variables  | 21  | (8.7)       |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| Marketing Response Variables   | 11  | (4.5)       |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| <u>Natural Variables</u>   |   |             |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |
| Climate / Weather in general   | 19  | (7.9)       |          |          |           |      |                    |    |                |                    |         |      |                |           |  |         |      |                                 |              |                             |             |  |   |                                   |     |                                     |  |                                     |                                    |    |        |                            |   |       |                             |    |       |                                     |    |       |   |   |       |                                     |    |       |                                     |  |  |                                       |    |        |                                 |    |       |                              |    |       |                             |   |       |                                       |    |       |                                   |   |       |                          |  |  |                              |    |        |                               |   |       |



| <table border="0"> <thead> <tr> <th><b>AYRSHIRE and ARRAN</b></th> <th><b>n</b></th> <th><b>%</b></th> </tr> </thead> <tbody> <tr> <td>Economic</td> <td>19</td> <td>26.0</td> </tr> <tr> <td>Exogenous</td> <td>21</td> <td>28.8</td> </tr> <tr> <td>Intrinsic Personal</td> <td>8</td> <td>11.0</td> </tr> <tr> <td>Market Related</td> <td>19</td> <td>26.0</td> </tr> <tr> <td>Natural</td> <td>6</td> <td>8.2</td> </tr> <tr> <td><b>Total</b></td> <td><b>73</b></td> <td><b>100%</b></td> </tr> </tbody> </table>     | <b>AYRSHIRE and ARRAN</b>    | <b>n</b>    | <b>%</b> | Economic | 19 | 26.0 | Exogenous | 21 | 28.8 | Intrinsic Personal | 8  | 11.0 | Market Related | 19 | 26.0 | Natural | 6 | 8.2 | <b>Total</b> | <b>73</b> | <b>100%</b> | <table border="0"> <thead> <tr> <th></th> <th><b>n/73</b></th> <th><b>(%)</b></th> </tr> </thead> <tbody> <tr> <td colspan="3"><u>Economic Variables</u></td> </tr> <tr> <td>Operational Cost Related Variables</td> <td>10</td> <td>(13.7)</td> </tr> <tr> <td>Work Related Variables</td> <td>4</td> <td>(5.5)</td> </tr> <tr> <td colspan="3"><u>Exogenous Clusters</u></td> </tr> <tr> <td>The Role of Public Agencies</td> <td>14</td> <td>(19.2)</td> </tr> <tr> <td colspan="3"><u>Intrinsic Personal Variables</u></td> </tr> <tr> <td>Work-Life Balance Related Variables</td> <td>4</td> <td>(5.5)</td> </tr> <tr> <td colspan="3"><u>Market Related Variables</u></td> </tr> <tr> <td>'State of the Market' Related Variables</td> <td>8</td> <td>(11.0)</td> </tr> <tr> <td>Business Response Variables</td> <td>5</td> <td>(6.9)</td> </tr> <tr> <td colspan="3"><u>Natural Variables</u></td> </tr> <tr> <td>Climate / Weather in general</td> <td>5</td> <td>(6.9)</td> </tr> </tbody> </table>   |  | <b>n/73</b>   | <b>(%)</b> | <u>Economic Variables</u> |  |  | Operational Cost Related Variables | 10 | (13.7) | Work Related Variables     | 4 | (5.5) | <u>Exogenous Clusters</u>   |   |       | The Role of Public Agencies         | 14 | (19.2) | <u>Intrinsic Personal Variables</u> |    |        | Work-Life Balance Related Variables     | 4 | (5.5)  | <u>Market Related Variables</u>      |   |       | 'State of the Market' Related Variables | 8 | (11.0) | Business Response Variables             | 5 | (6.9)  | <u>Natural Variables</u>     |   |       | Climate / Weather in general | 5 | (6.9) |                              |   |       |
|--|------------------------------|-------------|----------|----------|----|------|-----------|----|------|--------------------|----|------|----------------|----|------|---------|---|-----|--------------|-----------|-------------|--|--|---------------|------------|---------------------------|--|--|------------------------------------|----|--------|----------------------------|---|-------|-----------------------------|---|-------|-------------------------------------|----|--------|-------------------------------------|----|--------|---|---|--------|--------------------------------------|---|-------|---|---|--------|---|---|--------|------------------------------|---|-------|------------------------------|---|-------|------------------------------|---|-------|
| <b>AYRSHIRE and ARRAN</b>  | <b>n</b>                     | <b>%</b>    |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| Economic   | 19                           | 26.0        |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| Exogenous  | 21                           | 28.8        |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| Intrinsic Personal   | 8                            | 11.0        |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| Market Related   | 19                           | 26.0        |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| Natural  | 6                            | 8.2         |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| <b>Total</b>   | <b>73</b>                    | <b>100%</b> |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
|  | <b>n/73</b>                  | <b>(%)</b>  |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| <u>Economic Variables</u>  |                              |             |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| Operational Cost Related Variables   | 10                           | (13.7)      |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| Work Related Variables   | 4                            | (5.5)       |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| <u>Exogenous Clusters</u>  |                              |             |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| The Role of Public Agencies  | 14                           | (19.2)      |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| <u>Intrinsic Personal Variables</u>  |                              |             |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| Work-Life Balance Related Variables  | 4                            | (5.5)       |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| <u>Market Related Variables</u>  |                              |             |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| 'State of the Market' Related Variables  | 8                            | (11.0)      |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| Business Response Variables  | 5                            | (6.9)       |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| <u>Natural Variables</u>   |                              |             |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| Climate / Weather in general   | 5                            | (6.9)       |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| <table border="0"> <thead> <tr> <th><b>DUMFRIES and GALLOWAY</b></th> <th><b>n</b></th> <th><b>%</b></th> </tr> </thead> <tbody> <tr> <td>Economic</td> <td>21</td> <td>30.9</td> </tr> <tr> <td>Exogenous</td> <td>7</td> <td>10.3</td> </tr> <tr> <td>Intrinsic Personal</td> <td>9</td> <td>13.2</td> </tr> <tr> <td>Market Related</td> <td>26</td> <td>38.2</td> </tr> <tr> <td>Natural</td> <td>5</td> <td>7.4</td> </tr> <tr> <td><b>Total</b></td> <td><b>68</b></td> <td><b>100%</b></td> </tr> </tbody> </table>   | <b>DUMFRIES and GALLOWAY</b> | <b>n</b>    | <b>%</b> | Economic | 21 | 30.9 | Exogenous | 7  | 10.3 | Intrinsic Personal | 9  | 13.2 | Market Related | 26 | 38.2 | Natural | 5 | 7.4 | <b>Total</b> | <b>68</b> | <b>100%</b> | <table border="0"> <thead> <tr> <th></th> <th><b>n / 68</b></th> <th><b>(%)</b></th> </tr> </thead> <tbody> <tr> <td colspan="3"><u>Economic Variables</u></td> </tr> <tr> <td>Operational Cost Related Variables</td> <td>8</td> <td>(11.8)</td> </tr> <tr> <td>Work Related Variables</td> <td>5</td> <td>(7.4)</td> </tr> <tr> <td>Staffing</td> <td>4</td> <td>(5.9)</td> </tr> <tr> <td colspan="3"><u>Market Related Variables</u></td> </tr> <tr> <td>Business Response Variables</td> <td>8</td> <td>(11.8)</td> </tr> <tr> <td>'State of the Market' Related Variables</td> <td>7</td> <td>(10.3)</td> </tr> <tr> <td>Product Related Tourism Variables</td> <td>6</td> <td>(8.8)</td> </tr> <tr> <td>Market Response Variables</td> <td>4</td> <td>(5.9)</td> </tr> <tr> <td colspan="3"><u>Natural Variables</u></td> </tr> <tr> <td>Climate / Weather in general</td> <td>4</td> <td>(5.9)</td> </tr> </tbody> </table>  |  | <b>n / 68</b> | <b>(%)</b> | <u>Economic Variables</u> |  |  | Operational Cost Related Variables | 8  | (11.8) | Work Related Variables     | 5 | (7.4) | Staffing                    | 4 | (5.9) | <u>Market Related Variables</u>     |    |        | Business Response Variables         | 8  | (11.8) | 'State of the Market' Related Variables | 7 | (10.3) | Product Related Tourism Variables    | 6 | (8.8) | Market Response Variables               | 4 | (5.9)  | <u>Natural Variables</u>                |   |        | Climate / Weather in general | 4 | (5.9) |                              |   |       |                              |   |       |
| <b>DUMFRIES and GALLOWAY</b>   | <b>n</b>                     | <b>%</b>    |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| Economic   | 21                           | 30.9        |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| Exogenous  | 7                            | 10.3        |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| Intrinsic Personal   | 9                            | 13.2        |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| Market Related   | 26                           | 38.2        |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| Natural  | 5                            | 7.4         |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| <b>Total</b>   | <b>68</b>                    | <b>100%</b> |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
|  | <b>n / 68</b>                | <b>(%)</b>  |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| <u>Economic Variables</u>  |                              |             |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| Operational Cost Related Variables   | 8                            | (11.8)      |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| Work Related Variables   | 5                            | (7.4)       |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| Staffing   | 4                            | (5.9)       |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| <u>Market Related Variables</u>  |                              |             |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| Business Response Variables  | 8                            | (11.8)      |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| 'State of the Market' Related Variables  | 7                            | (10.3)      |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| Product Related Tourism Variables  | 6                            | (8.8)       |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| Market Response Variables  | 4                            | (5.9)       |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| <u>Natural Variables</u>   |                              |             |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| Climate / Weather in general   | 4                            | (5.9)       |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| <table border="0"> <thead> <tr> <th><b>EDINBURGH and LOTHIAN</b></th> <th><b>n</b></th> <th><b>%</b></th> </tr> </thead> <tbody> <tr> <td>Economic</td> <td>10</td> <td>14.9</td> </tr> <tr> <td>Exogenous</td> <td>13</td> <td>19.4</td> </tr> <tr> <td>Intrinsic Personal</td> <td>23</td> <td>34.3</td> </tr> <tr> <td>Market Related</td> <td>17</td> <td>25.4</td> </tr> <tr> <td>Natural</td> <td>4</td> <td>6.0</td> </tr> <tr> <td><b>Total</b></td> <td><b>67</b></td> <td><b>100%</b></td> </tr> </tbody> </table> | <b>EDINBURGH and LOTHIAN</b> | <b>n</b>    | <b>%</b> | Economic | 10 | 14.9 | Exogenous | 13 | 19.4 | Intrinsic Personal | 23 | 34.3 | Market Related | 17 | 25.4 | Natural | 4 | 6.0 | <b>Total</b> | <b>67</b> | <b>100%</b> | <table border="0"> <thead> <tr> <th></th> <th><b>n / 67</b></th> <th><b>(%)</b></th> </tr> </thead> <tbody> <tr> <td colspan="3"><u>Economic Variables</u></td> </tr> <tr> <td>Operational Cost Variables</td> <td>4</td> <td>(6.0)</td> </tr> <tr> <td colspan="3"><u>Exogenous Variables</u></td> </tr> <tr> <td>The Role of Public Agencies</td> <td>6</td> <td>(9.0)</td> </tr> <tr> <td colspan="3"><u>Intrinsic Personal Variables</u></td> </tr> <tr> <td>Work-Life Balance Related Variables</td> <td>11</td> <td>(16.4)</td> </tr> <tr> <td>Social Priority Variables</td> <td>5</td> <td>(7.5)</td> </tr> <tr> <td>Lifecycle &amp; Health Related Variables</td> <td>4</td> <td>(6.0)</td> </tr> <tr> <td colspan="3"><u>Market Related Variables</u></td> </tr> <tr> <td>'State of the Market' Related Variables</td> <td>7</td> <td>(10.4)</td> </tr> <tr> <td>Marketing Response Variables</td> <td>4</td> <td>(6.0)</td> </tr> <tr> <td colspan="3"><u>Natural Variables</u></td> </tr> <tr> <td>Climate / Weather in general</td> <td>4</td> <td>(6.0)</td> </tr> </tbody> </table> |  | <b>n / 67</b> | <b>(%)</b> | <u>Economic Variables</u> |  |  | Operational Cost Variables         | 4  | (6.0)  | <u>Exogenous Variables</u> |   |       | The Role of Public Agencies | 6 | (9.0) | <u>Intrinsic Personal Variables</u> |    |        | Work-Life Balance Related Variables | 11 | (16.4) | Social Priority Variables               | 5 | (7.5)  | Lifecycle & Health Related Variables | 4 | (6.0) | <u>Market Related Variables</u>         |   |        | 'State of the Market' Related Variables | 7 | (10.4) | Marketing Response Variables | 4 | (6.0) | <u>Natural Variables</u>     |   |       | Climate / Weather in general | 4 | (6.0) |
| <b>EDINBURGH and LOTHIAN</b>   | <b>n</b>                     | <b>%</b>    |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| Economic   | 10                           | 14.9        |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| Exogenous  | 13                           | 19.4        |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| Intrinsic Personal   | 23                           | 34.3        |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| Market Related   | 17                           | 25.4        |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| Natural  | 4                            | 6.0         |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| <b>Total</b>   | <b>67</b>                    | <b>100%</b> |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
|  | <b>n / 67</b>                | <b>(%)</b>  |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| <u>Economic Variables</u>  |                              |             |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| Operational Cost Variables   | 4                            | (6.0)       |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| <u>Exogenous Variables</u>   |                              |             |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| The Role of Public Agencies  | 6                            | (9.0)       |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| <u>Intrinsic Personal Variables</u>  |                              |             |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| Work-Life Balance Related Variables  | 11                           | (16.4)      |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| Social Priority Variables  | 5                            | (7.5)       |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| Lifecycle & Health Related Variables   | 4                            | (6.0)       |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| <u>Market Related Variables</u>  |                              |             |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| 'State of the Market' Related Variables  | 7                            | (10.4)      |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| Marketing Response Variables   | 4                            | (6.0)       |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| <u>Natural Variables</u>   |                              |             |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |
| Climate / Weather in general   | 4                            | (6.0)       |          |          |    |      |           |    |      |                    |    |      |                |    |      |         |   |     |              |           |             |  |  |               |            |                           |  |  |                                    |    |        |                            |   |       |                             |   |       |                                     |    |        |                                     |    |        |   |   |        |                                      |   |       |   |   |        |   |   |        |                              |   |       |                              |   |       |                              |   |       |



| <p><b>GREATER GLASGOW and the CLYDE VALLEY</b></p> <table> <thead> <tr> <th></th> <th>n</th> </tr> </thead> <tbody> <tr> <td>Economic</td> <td>-</td> </tr> <tr> <td>Exogenous</td> <td>1</td> </tr> <tr> <td>Intrinsic Personal</td> <td>1</td> </tr> <tr> <td>Market Related</td> <td>4</td> </tr> <tr> <td>Natural</td> <td>1</td> </tr> <tr> <td><b>Total</b></td> <td><b>7</b></td> </tr> </tbody> </table>  |            | n           | Economic | -        | Exogenous | 1    | Intrinsic Personal | 1  | Market Related | 4                  | Natural | 1    | <b>Total</b>   | <b>7</b> | <p>n / 9</p> <p><u>Market Related Variables</u></p> <p>Market Response Variables 3</p> |         |    |      |              |            |             |  |
|---|------------|-------------|----------|----------|-----------|------|--------------------|----|----------------|--------------------|---------|------|----------------|----------|--|---------|----|------|--------------|------------|-------------|--|
|   | n          |             |          |          |           |      |                    |    |                |                    |         |      |                |          |  |         |    |      |              |            |             |  |
| Economic  | -          |             |          |          |           |      |                    |    |                |                    |         |      |                |          |  |         |    |      |              |            |             |  |
| Exogenous   | 1          |             |          |          |           |      |                    |    |                |                    |         |      |                |          |  |         |    |      |              |            |             |  |
| Intrinsic Personal  | 1          |             |          |          |           |      |                    |    |                |                    |         |      |                |          |  |         |    |      |              |            |             |  |
| Market Related  | 4          |             |          |          |           |      |                    |    |                |                    |         |      |                |          |  |         |    |      |              |            |             |  |
| Natural   | 1          |             |          |          |           |      |                    |    |                |                    |         |      |                |          |  |         |    |      |              |            |             |  |
| <b>Total</b>  | <b>7</b>   |             |          |          |           |      |                    |    |                |                    |         |      |                |          |  |         |    |      |              |            |             |  |
| <p><b>FIFE</b></p> <table> <thead> <tr> <th></th> <th>n</th> <th>%</th> </tr> </thead> <tbody> <tr> <td>Economic</td> <td>22</td> <td>23.2</td> </tr> <tr> <td>Exogenous</td> <td>14</td> <td>14.7</td> </tr> <tr> <td>Intrinsic Personal</td> <td>16</td> <td>16.8</td> </tr> <tr> <td>Market Related</td> <td>34</td> <td>35.8</td> </tr> <tr> <td>Natural</td> <td>9</td> <td>9.5</td> </tr> <tr> <td><b>Total</b></td> <td><b>95</b></td> <td><b>100%</b></td> </tr> </tbody> </table>                      |            | n           | %        | Economic | 22        | 23.2 | Exogenous          | 14 | 14.7           | Intrinsic Personal | 16      | 16.8 | Market Related | 34       | 35.8   | Natural | 9  | 9.5  | <b>Total</b> | <b>95</b>  | <b>100%</b> | <p>n / 95 (%)</p> <p><u>Economic Variables</u></p> <p>Operational Cost Related Variables 12 (12.6)</p> <p>Work Related Variables 4 (4.2)</p> <p><u>Exogenous Variables</u></p> <p>Local Destination Related Variables 6 (6.3)</p> <p>The Role of Public Agencies 4 (4.2)</p> <p><u>Intrinsic Personal Variables</u></p> <p>Work-Life Balance Related Variables 5 (5.3)</p> <p>Social Priority Variables 4 (4.2)</p> <p><u>Market Related Variables</u></p> <p>Student Lets 13 (13.7)</p> <p>Marketing Response Variables 10 (10.5)</p> <p>'State of the Market' Related Variables 4 (4.2)</p> <p>Business Response Variables 4 (4.2)</p> <p><u>Natural Variables</u></p> <p>Climate / Weather in general 6 (6.3)</p> |
|   | n          | %           |          |          |           |      |                    |    |                |                    |         |      |                |          |  |         |    |      |              |            |             |  |
| Economic  | 22         | 23.2        |          |          |           |      |                    |    |                |                    |         |      |                |          |  |         |    |      |              |            |             |  |
| Exogenous   | 14         | 14.7        |          |          |           |      |                    |    |                |                    |         |      |                |          |  |         |    |      |              |            |             |  |
| Intrinsic Personal  | 16         | 16.8        |          |          |           |      |                    |    |                |                    |         |      |                |          |  |         |    |      |              |            |             |  |
| Market Related  | 34         | 35.8        |          |          |           |      |                    |    |                |                    |         |      |                |          |  |         |    |      |              |            |             |  |
| Natural   | 9          | 9.5         |          |          |           |      |                    |    |                |                    |         |      |                |          |  |         |    |      |              |            |             |  |
| <b>Total</b>  | <b>95</b>  | <b>100%</b> |          |          |           |      |                    |    |                |                    |         |      |                |          |  |         |    |      |              |            |             |  |
| <p><b>HIGHLANDS OF SCOTLAND</b></p> <table> <thead> <tr> <th></th> <th>n</th> <th>%</th> </tr> </thead> <tbody> <tr> <td>Economic</td> <td>99</td> <td>27.0</td> </tr> <tr> <td>Exogenous</td> <td>71</td> <td>19.4</td> </tr> <tr> <td>Intrinsic Personal</td> <td>42</td> <td>11.4</td> </tr> <tr> <td>Market Related</td> <td>111</td> <td>30.2</td> </tr> <tr> <td>Natural</td> <td>44</td> <td>12.0</td> </tr> <tr> <td><b>Total</b></td> <td><b>367</b></td> <td><b>100%</b></td> </tr> </tbody> </table> |            | n           | %        | Economic | 99        | 27.0 | Exogenous          | 71 | 19.4           | Intrinsic Personal | 42      | 11.4 | Market Related | 111      | 30.2   | Natural | 44 | 12.0 | <b>Total</b> | <b>367</b> | <b>100%</b> | <p>n / 367 (%)</p> <p><u>Economic Variables</u></p> <p>Operational Cost Related Variables 36 (9.8)</p> <p>Work Related Variables 27 (7.4)</p> <p><u>Exogenous Variables</u></p> <p>Local Destination Related Variables 22 (6.0)</p> <p>The Role of Public Agencies 20 (5.4)</p> <p><u>Intrinsic Personal Variables</u></p> <p>Work-Life Balance Related Variables 21 (5.7)</p> <p><u>Market Related Variables</u></p> <p>'State of the Market' Related Variables 57 (15.5)</p> <p>Business Response Variables 30 (8.2)</p> <p>Marketing Response Variables 15 (4.1)</p> <p><u>Natural Variables</u></p> <p>Climate / Weather in general 27 (7.4)</p>   |
|   | n          | %           |          |          |           |      |                    |    |                |                    |         |      |                |          |  |         |    |      |              |            |             |  |
| Economic  | 99         | 27.0        |          |          |           |      |                    |    |                |                    |         |      |                |          |  |         |    |      |              |            |             |  |
| Exogenous   | 71         | 19.4        |          |          |           |      |                    |    |                |                    |         |      |                |          |  |         |    |      |              |            |             |  |
| Intrinsic Personal  | 42         | 11.4        |          |          |           |      |                    |    |                |                    |         |      |                |          |  |         |    |      |              |            |             |  |
| Market Related  | 111        | 30.2        |          |          |           |      |                    |    |                |                    |         |      |                |          |  |         |    |      |              |            |             |  |
| Natural   | 44         | 12.0        |          |          |           |      |                    |    |                |                    |         |      |                |          |  |         |    |      |              |            |             |  |
| <b>Total</b>  | <b>367</b> | <b>100%</b> |          |          |           |      |                    |    |                |                    |         |      |                |          |  |         |    |      |              |            |             |  |



|  |  |
|--|--|
| <p><b>ORKNEY &amp; SHETLAND ISLES</b> n</p> <p>Economic 10<br/> Exogenous 2<br/> Intrinsic Personal 6<br/> Market Related 7<br/> Natural 3</p> <p><b>Total</b> 28</p>                          | <p style="text-align: right;">n / 28</p> <p><u>Economic Variables</u><br/> Operational Cost Related Variables 3</p> <p><u>Intrinsic Personal Variables</u><br/> Work-Life Balance Related Variables 3</p> <p><u>Market Related Variables</u><br/> 'State of the Market' Related Variables 3<br/> Business Response Variables 4</p> <p><u>Natural Variables</u><br/> Climate / Weather in general 3</p>   |
| <p><b>PERTSHIRE</b> n %</p> <p>Economic 30 34.5<br/> Exogenous 14 16.1<br/> Intrinsic Personal 11 12.7<br/> Market Related 17 19.5<br/> Natural 15 17.2</p> <p><b>Total</b> 87 100%</p>        | <p style="text-align: right;">n / 87 (%)</p> <p><u>Economic Variables</u><br/> Operating Cost Related Variables 15 (17.2)<br/> Work Related Variables 6 (6.9)<br/> Cost of Staying Open 5 (5.7)</p> <p><u>Exogenous Variables</u><br/> Local Destination Related Variables 6 (6.9)</p> <p><u>Intrinsic Personal Variables</u><br/> Work-Life Balance Related Variables 4 (4.6)</p> <p><u>Market Related Variables</u><br/> Business Response Variables 9 (10.3)<br/> 'State of the Market' Related Variables 8 (9.2)</p> <p><u>Natural Variables</u><br/> Climate / Weather in general 12 (13.8)</p> |
| <p><b>SCOTTISH BORDERS</b> n %</p> <p>Economic 20 22.5<br/> Exogenous 21 23.6<br/> Intrinsic Personal 16 18.0<br/> Market Related 21 23.6<br/> Natural 11 12.3</p> <p><b>Total</b> 89 100%</p> | <p style="text-align: right;">n / 89 (%)</p> <p><u>Economic Variables</u><br/> Operational Cost Related Variables 10 (11.2)</p> <p><u>Exogenous Variables</u><br/> Local Destination Related variables 9 (10.1)<br/> The Role of Public Agencies 6 (6.7)</p> <p><u>Intrinsic Personal Variables</u><br/> Work-Life Balance Related Variables 6 (6.7)</p> <p><u>Market Related Variables</u><br/> 'State of the Market' Related Variables 8 (9.0)<br/> Business Response Variables 6 (6.7)</p> <p><u>Natural Variables</u><br/> Climate / Weather in general 10 (11.2)</p>                            |



| <b>WESTERN ISLES</b>             |              | <b>n</b>    |  | <b>n / 38</b>                                 |                     |
|----------------------------------|--------------|-------------|--|---|---------------------|
| Economic                         | 3            |             |  | <u>Exogenous Variables</u>                    |                     |
| Exogenous                        | 11           |             |  | Transport Related Variables                   | 4 (10.5)            |
| Intrinsic Personal               | 6            |             |  | Local Destination Related Variables           | 4 (10.5)            |
| Market Related                   | 9            |             |  | <u>Intrinsic Personal Variables</u>           |                     |
| Natural                          | 9            |             |  | Work-Life Balance Related Variables           | 3 (7.9)             |
| <b>Total</b>                     | <b>38</b>    |             |  | <u>Market Related Variables</u>               |                     |
|                                  |              |             |  | 'State of the Market' Related Variables       | 5 (13.2)            |
|                                  |              |             |  | <u>Natural Variables</u>                      |                     |
|                                  |              |             |  | Climate / Weather in general                  | 6 (15.8)            |
| <b>AGGREGATED SCOTTISH TOTAL</b> |              |             |  | <b>MAIN VARIABLE CLUSTERS ACROSS SCOTLAND</b> |                     |
|                                  | <b>n</b>     | <b>%</b>    |  |   | <b>n / 1292 (%)</b> |
| Economic                         | 317          | 24.5        |  | 1. State of the Market Related Variables      | 143 (11.1)          |
| Exogenous                        | 248          | 19.2        |  | 2. Climate / Weather in general               | 111 (8.6)           |
| Intrinsic Personal               | 191          | 14.8        |  | 3. Business Response Variables                | 102 (7.9)           |
| Market Related                   | 374          | 28.9        |  | = 4. Operational Cost Variables               | 80 (6.2)            |
| Natural                          | 162          | 12.5        |  | = 4. The Role of Public Agencies              | 80 (6.2)            |
| <b>Total</b>                     | <b>1,292</b> | <b>100%</b> |  | 6. Work-Life Balance Related Variables        | 79 (6.1)            |
|                                  |              |             |  | 7. Local Destination Related Variables        | 74 (5.7)            |
|                                  |              |             |  | 8. Marketing Response Variables               | 63 (4.9)            |
|                                  |              |             |  | 9. Work Related Variables                     | 51 (3.9)            |
|                                  |              |             |  | = 10. Cost of Staying Open                    | 43 (3.3)            |



## APPENDIX 7.14 Variable group and Cluster Distributions by Type of Business

### 7.14.1 Bed & Breakfast Proprietors

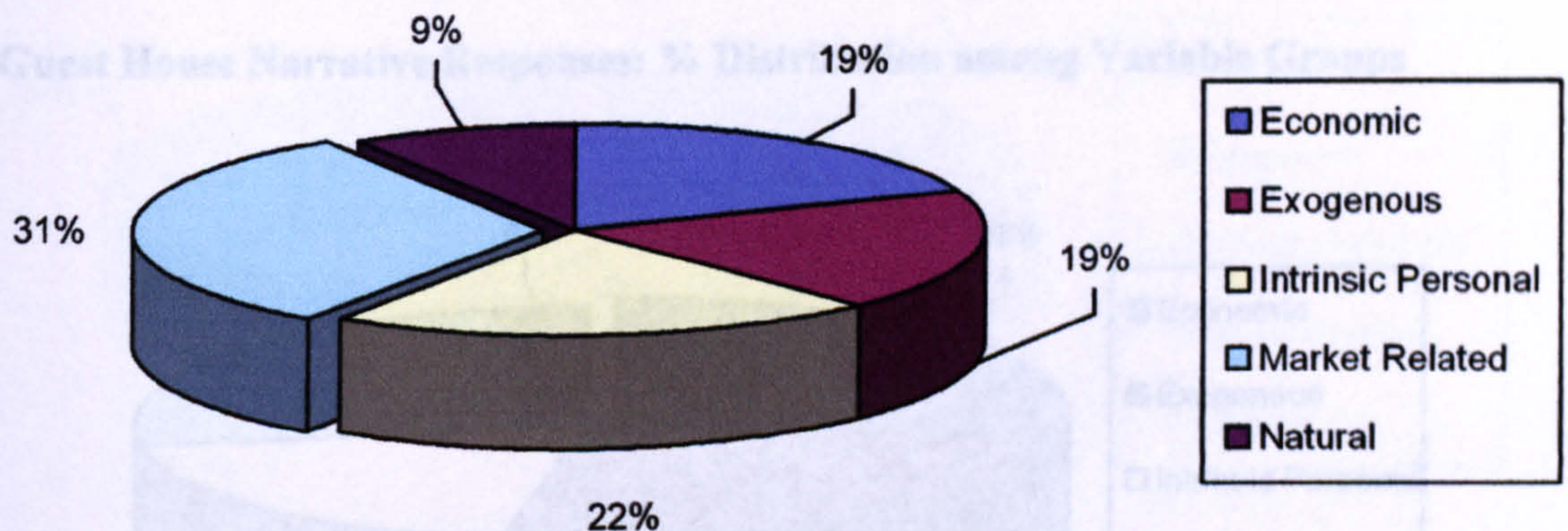
Number of businesses providing narrative responses : 140

Number of variables identified 428

Distribution of responses by Variable Group:

|                    |     |
|--------------------|-----|
| Economic           | 82  |
| Exogenous          | 80  |
| Intrinsic Personal | 94  |
| Market Related     | 134 |
| Natural / Climatic | 38  |
|                    | 428 |

**Bed & Breakfast Narrative Responses: % Distribution among Variable Groups**



### Predominant Variable Clusters

| Variable Cluster                            | Variable Group     | Frequency | Percentage of Total (N = 428) |
|---|--------------------|-----------|-------------------------------|
| Factors Relating to the State of the Market | Market Related     | 60        | 14.0                          |
| Work-Life Balance Related Variables         | Intrinsic Personal | 49        | 11.4                          |
| Local Destination Related Factors           | Exogenous          | 35        | 8.2                           |
| Business Response Variables                 | Market Related     | 35        | 8.2                           |
| Operational Cost Variables                  | Economic           | 30        | 7.0                           |
| Marketing Response Variables                | Market Related     | 30        | 7.0                           |
| Climate / Weather (generally)               | Natural            | 24        | 5.6                           |
| Work Related Variables                      | Economic           | 22        | 5.1                           |
| Social Priority Related Variables           | Intrinsic Personal | 19        | 4.4                           |
| Lifecycle & Health Related Variables        | Intrinsic Personal | 19        | 4.4                           |



7.14.2

**Guest House Proprietors**

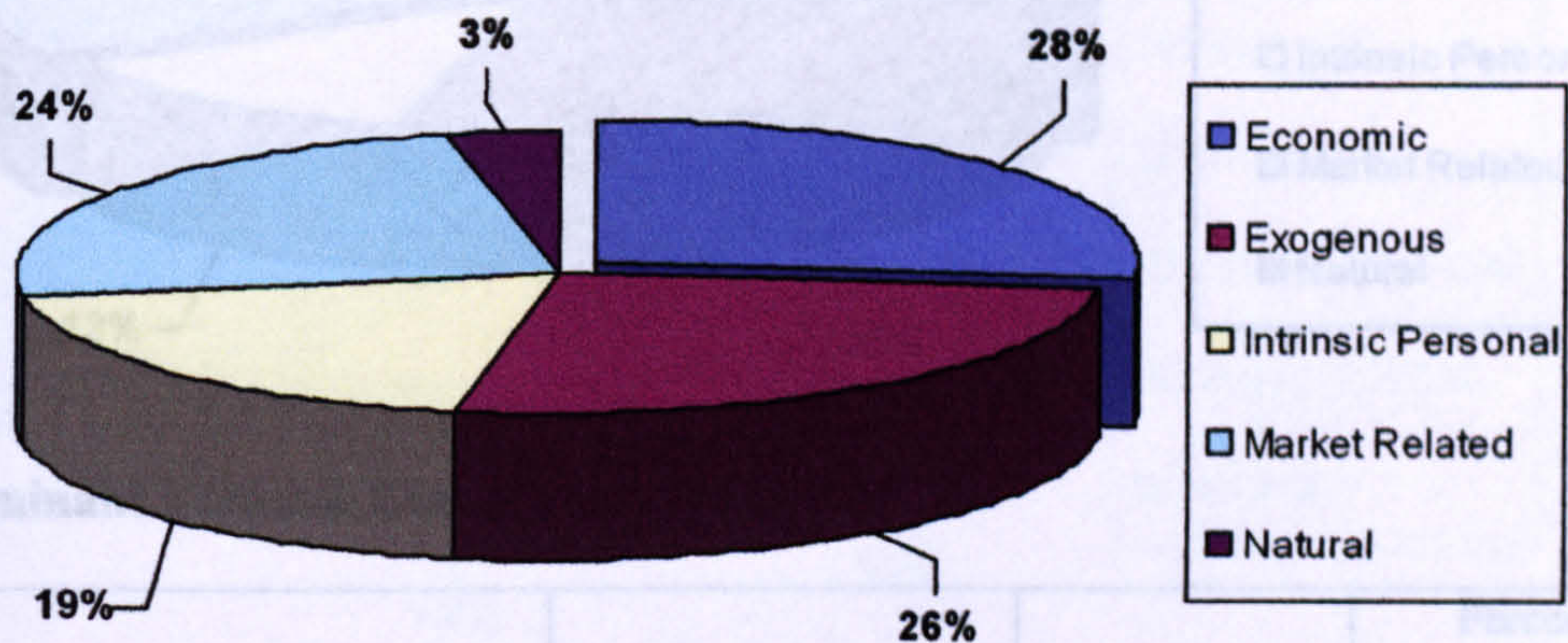
Number of businesses providing narrative responses : 49

Number of variables identified 119

Distribution of responses by Variable Group:

|                    |     |
|--------------------|-----|
| Economic           | 32  |
| Exogenous          | 31  |
| Intrinsic Personal | 23  |
| Market Related     | 29  |
| Natural / Climatic | 4   |
|                    | 119 |

**Guest House Narrative Responses: % Distribution among Variable Groups**



**Predominant Variable Clusters**

| Variable Cluster   | Variable Group     | Frequency | Percentage of Total (N = 119) |
|--|--------------------|-----------|-------------------------------|
| Work-Life Balance Related Vs Factors Relating to the State of the Market | Intrinsic Personal | 16        | 13.4                          |
|  | Market Related     | 15        | 12.6                          |
| The Role of Public Agencies  | Exogenous          | 13        | 10.9                          |
| Local Destination Related Factors  | Exogenous          | 11        | 9.2                           |
| Operational Cost Variables   | Economic           | 8         | 6.7                           |
| Taxes  | Economic           | 8         | 6.7                           |
| Marketing Response Variables   | Market Related     | 8         | 6.7                           |
| Staffing Issues  | Economic           | 6         | 5.0                           |



### 7.14.3 Hotel and Inn Proprietors

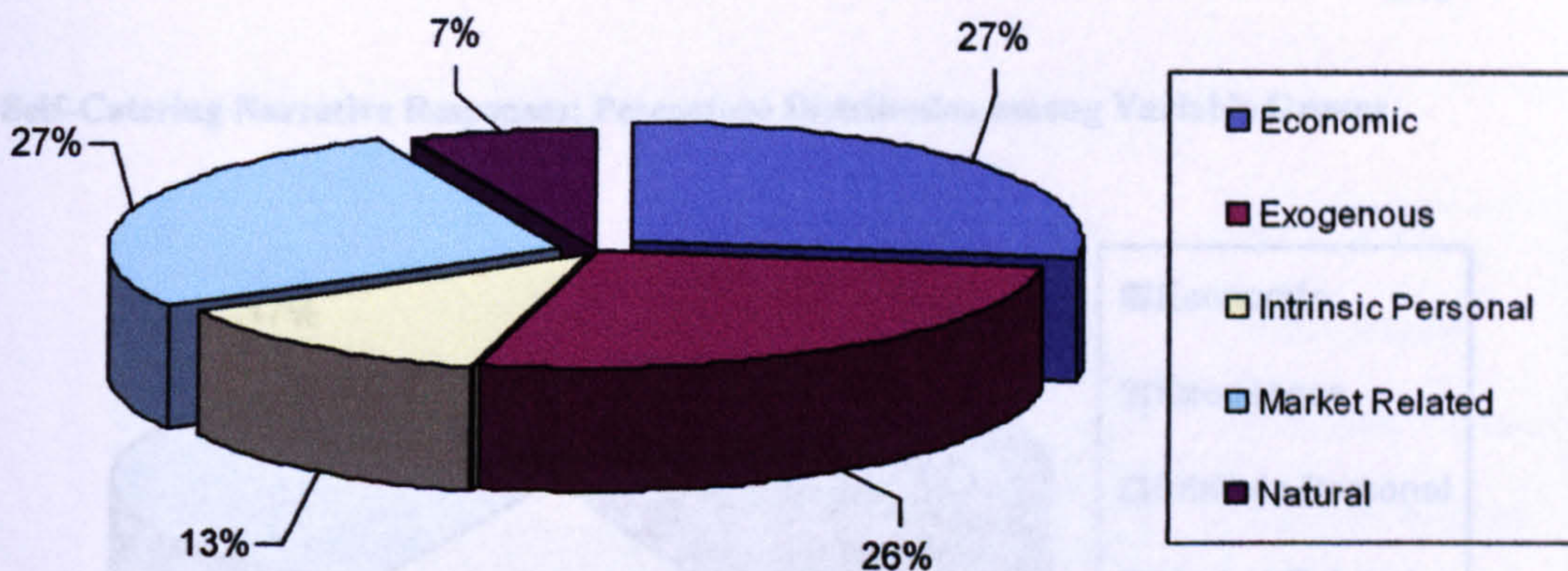
Number of businesses providing narrative responses : 42

Number of variables identified 120

Distribution of responses by Variable Group:

|                    |     |
|--------------------|-----|
| Economic:          | 33  |
| Exogenous          | 32  |
| Intrinsic Personal | 15  |
| Market Related     | 32  |
| Natural / Climatic | 8   |
|                    | 120 |

**Hotel & Inn Narrative Responses: Percentage Distribution among Variable Groups**



#### **Predominant Variable Clusters**

| Variable Cluster                            | Variable Group     | Frequency | Percentage of Total (N = 120) |
|---|--------------------|-----------|-------------------------------|
| Business Response Variables                 | Market Related     | 11        | 9.2                           |
| Operational Cost Variables                  | Economic           | 10        | 8.3                           |
| Factors Relating to the State of the Market | Market Related     | 10        | 8.3                           |
| The Role of Public Agencies                 | Exogenous          | 9         | 7.5                           |
| Transport Related Variables                 | Exogenous          | 9         | 7.5                           |
| Cost of Staying Open / Viability            | Economic           | 8         | 6.7                           |
| Work Related Variables                      | Economic           | 7         | 5.8                           |
| Location related Variables                  | Exogenous          | 7         | 5.8                           |
| Local Destination Related Issues            | Exogenous          | 6         | 5.0                           |
| Work-Life Balance Related Variables         | Intrinsic Personal | 6         | 5.0                           |
| Lifecycle & Health Related Variables        | Intrinsic Personal | 6         | 5.0                           |
| Climate / Weather (generally)               | Natural            | 6         | 5.0                           |

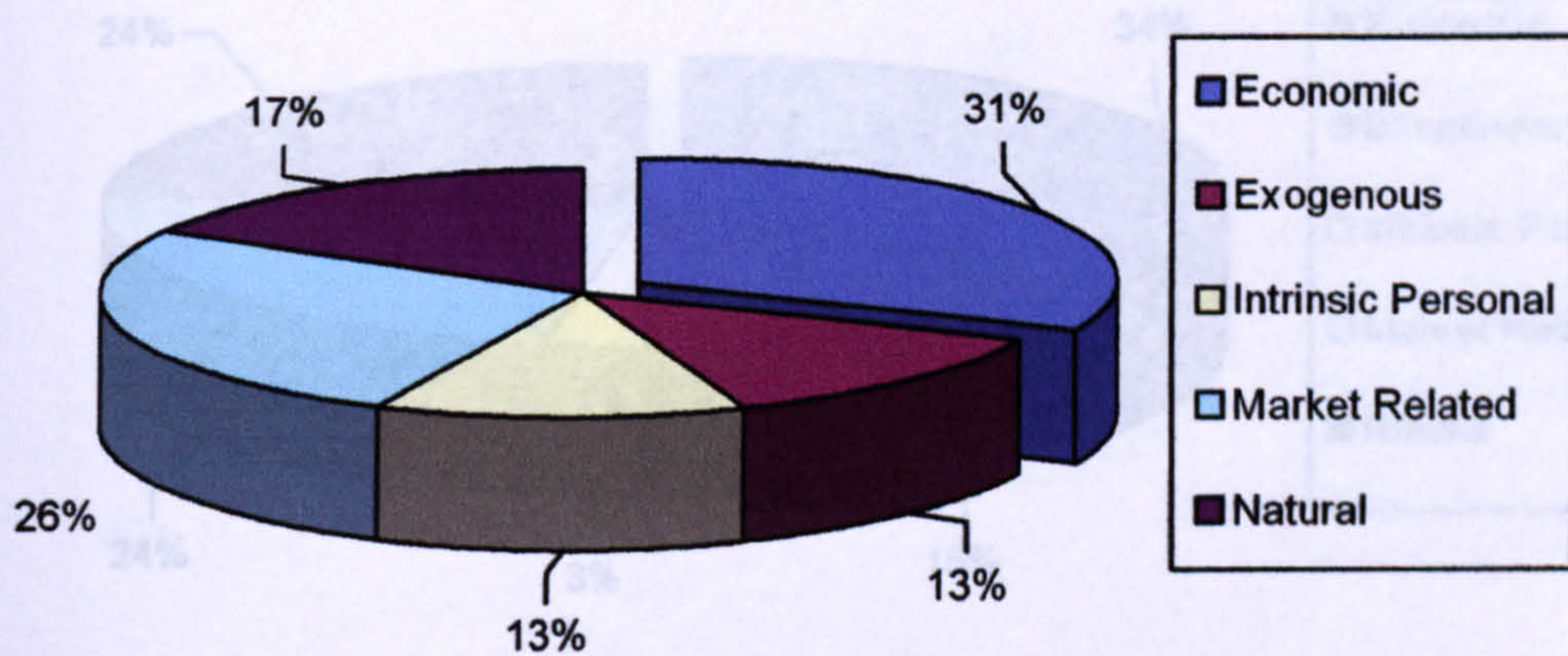


**7.14.4**

**Self-Catering Establishment Proprietors**

|  |   |           |
|--|---|-----------|
| Number of businesses providing narrative responses | : | 123       |
| Number of variables identified                     |   | 343       |
| Distribution of responses by Variable Group:       |   |           |
| Economic   |   | 109       |
| Exogenous  |   | 43        |
| Intrinsic Personal                                 |   | 43        |
| Market Related                                     |   | 91        |
| Natural / Climatic                                 |   | <u>57</u> |
|  |   | 343       |

**Self-Catering Narrative Responses: Percentage Distribution among Variable Groups**



**Predominant Variable Clusters**

**Predominant Variable Clusters**

| Variable Cluster                            | Variable       | Frequency | Percentage of Total (N = 343) |
|---|----------------|-----------|-------------------------------|
| Operational Cost Variables                  | Economic       | 65        | 19.0                          |
| Climate / Weather (generally)               | Natural        | 41        | 12.0                          |
| Factors Relating to the State of the Market | Market Related | 31        | 9.0                           |
| Business Response Variables                 | Market Related | 23        | 6.7                           |
| Student Lets                                | Market Related | 16        | 4.7                           |
| Work Related Variables                      | Economic       | 15        | 4.4                           |



**7.14.5 Self-Catering Caravan Proprietors**

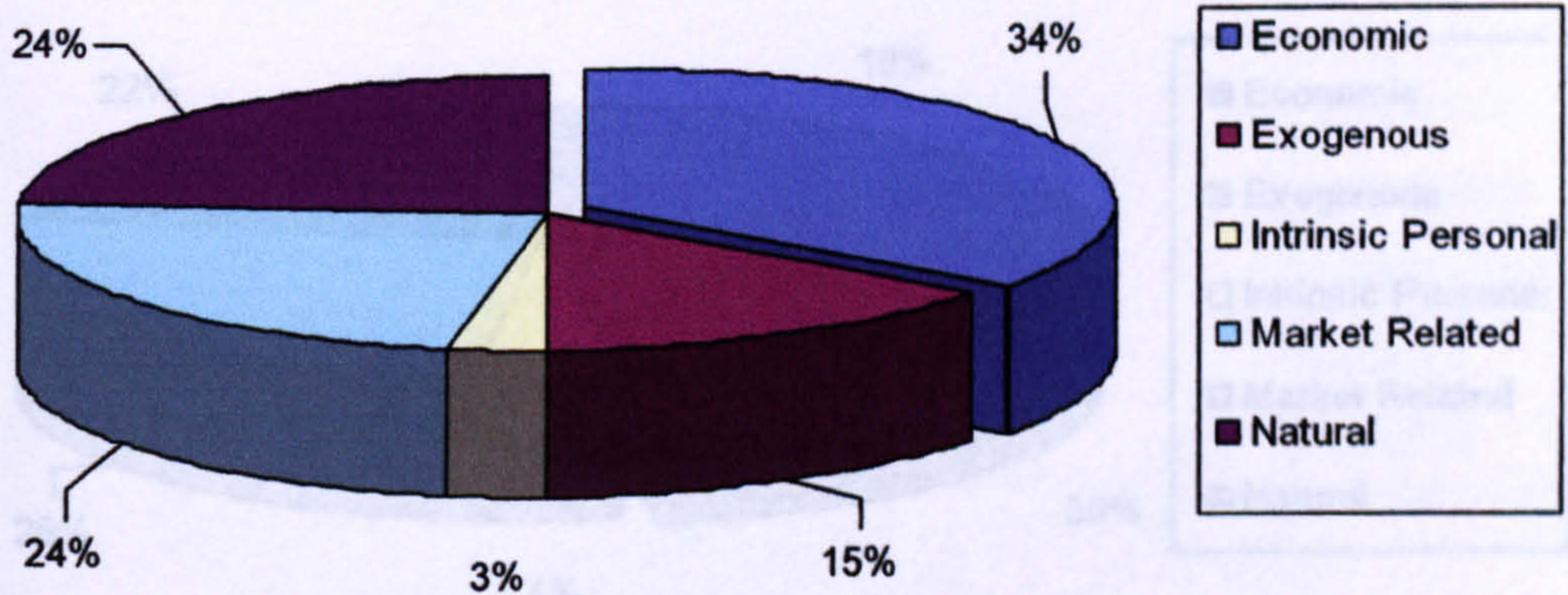
Number of businesses providing narrative responses : 15

Number of variables identified 34

Distribution of responses by Variable Group:

|                    |           |
|--------------------|-----------|
| Economic:          | 12        |
| Exogenous          | 5         |
| Intrinsic Personal | 1         |
| Market Related     | 8         |
| Natural / Climatic | 8         |
|                    | <u>34</u> |

**Caravan Narrative Responses: Percentage Distribution among Variable Groups**



**Predominant Variable Clusters**

| Variable Cluster                            | Variable Group | Frequency | Percentage of Total (N = 34) |
|---|----------------|-----------|------------------------------|
| Operational Cost Variables                  | Economic       | 7         | 20.6                         |
| Climate / Weather (generally)               | Natural        | 5         | 14.7                         |
| Yield Related Variables                     | Economic       | 3         | 8.8                          |
| Factors Relating to the State of the Market | Market Related | 3         | 8.8                          |
| Business Response Variables                 | Market Related | 3         | 8.8                          |



**7.14.6 Holiday Park / Touring Park Proprietors**

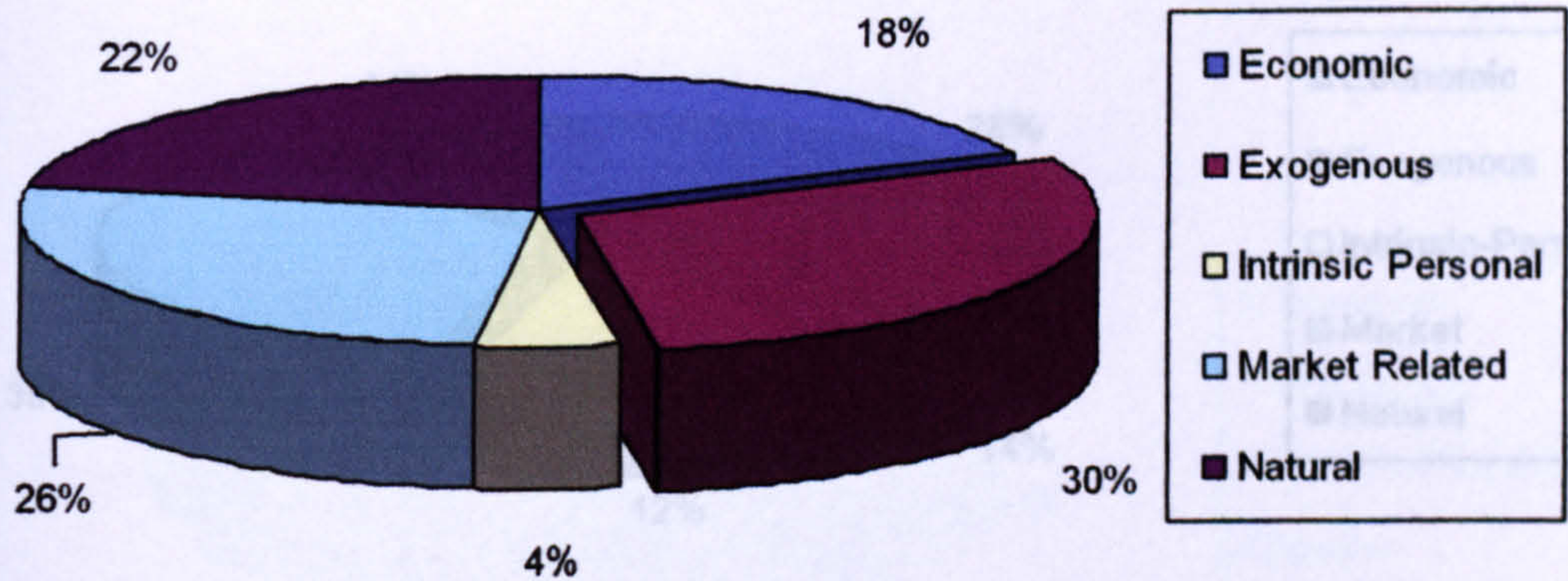
Number of businesses providing narrative responses : 47

Number of variables identified 137

Distribution of responses by Variable Group:

|                    |            |
|--------------------|------------|
| Economic           | 25         |
| Exogenous          | 40         |
| Intrinsic Personal | 6          |
| Market Related     | 36         |
| Natural / Climatic | 30         |
|                    | <u>137</u> |

**Holiday/Touring Park Narrative Responses: Percentage Distribution among Variable Groups**



**Predominant Variable Clusters**

| Variable Cluster                            | Variable Group | Frequency | Percentage of Total (N = 137) |
|---|----------------|-----------|-------------------------------|
| The Role of Public Agencies                 | Exogenous      | 28        | 20.4                          |
| Climate / Weather (generally)               | Natural        | 19        | 13.9                          |
| Business Response Variables                 | Market Related | 14        | 10.2                          |
| Operational Cost Variables                  | Economic       | 12        | 8.8                           |
| Factors Relating to the State of the Market | Market Related | 9         | 6.6                           |
| Individual Climatic Variables               | Natural        | 6         | 4.4                           |



**7.14.7 Visitor Attraction Proprietors**

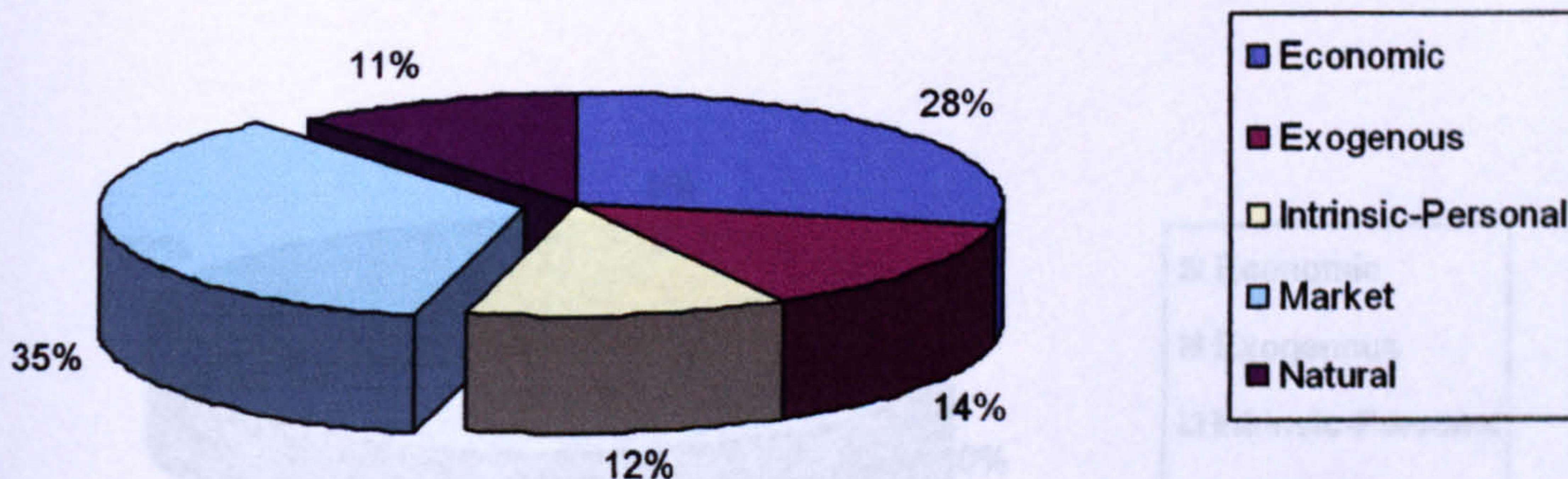
Number of businesses providing narrative responses : 31

Number of variables identified 74

Distribution of responses by Variable Group:

|                    |           |
|--------------------|-----------|
| Economic           | 21        |
| Exogenous          | 10        |
| Intrinsic Personal | 9         |
| Market Related     | 26        |
| Natural / Climatic | 8         |
| <b>Total</b>       | <b>74</b> |

**Visitor Attraction Narrative Responses: Percentage Distribution among Variable Groups**



**Predominant Variable Clusters**

| Variable Cluster                            | Variable Group | Frequency | Percentage of Total (N = 74) |
|---|----------------|-----------|------------------------------|
| Factors Relating to the State of the Market | Market Related | 10        | 13.5                         |
| Business Response Variables                 | Market Related | 9         | 12.2                         |
| Staffing                                    | Economic       | 7         | 9.5                          |
| Work Related Variables                      | Economic       | 7         | 9.5                          |
| Climate / Weather (generally)               | Natural        | 7         | 9.5                          |



**7.14.8**

**Tour/Sightseeing/Activity/Guide Operators**

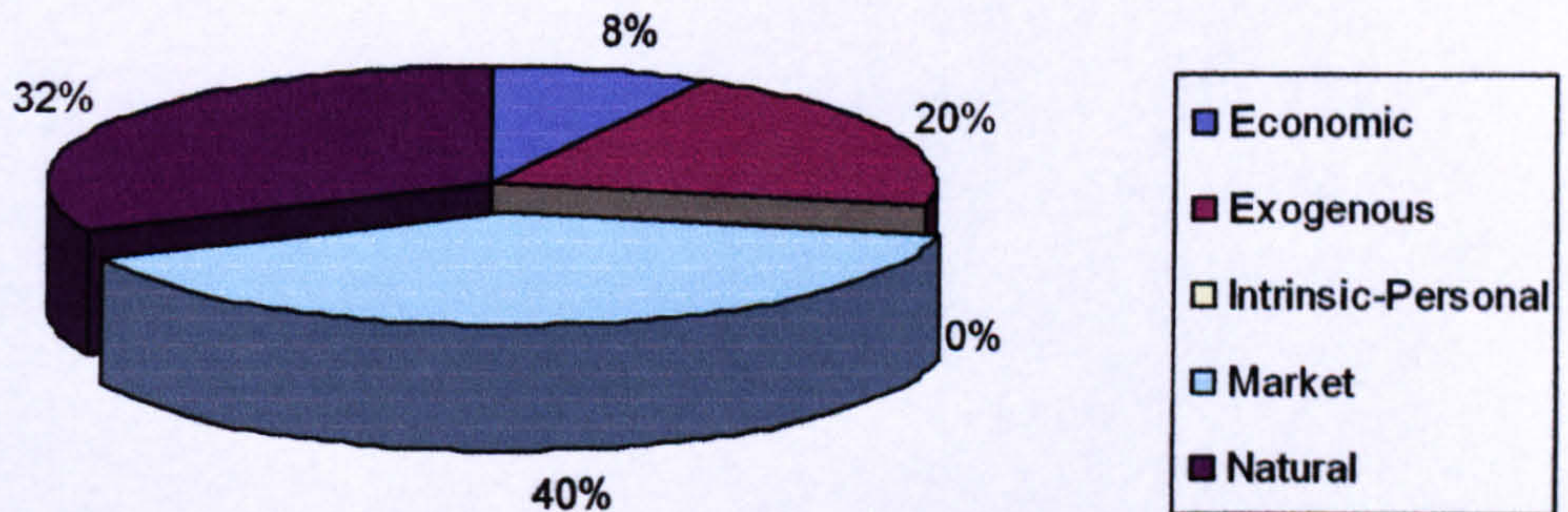
Number of businesses providing narrative responses : 9

Number of variables identified 25

Distribution of responses by Variable Group:

|                    |           |
|--------------------|-----------|
| Economic           | 2         |
| Exogenous          | 5         |
| Intrinsic Personal | -         |
| Market Related     | 10        |
| Natural / Climatic | 8         |
|                    | <u>25</u> |

**Tour- and related Service Operators Narrative Responses: Percentage Distribution among Variable Groups**



**Predominant Variable Clusters**

| Variable Cluster                            | Variable Group | Frequency | Percentage of Total (N = 25) |
|---|----------------|-----------|------------------------------|
| Business Response Variables                 | Market         | 5         | 20.0                         |
| Climate / Weather (generally)               | Natural        | 5         | 20.0                         |
| Factors Relating to the State of the Market | Market Related | 4         | 16.0                         |
| The Role of Public Agencies                 | Exogenous      | 3         | 12.0                         |