

**ALL ABOUT THE**

# **HOLIDAYS**

## **West Lothian 50+ Network - Holiday Survey 2017**

Thank you to all our members who took part in the Network's Holiday Survey, which was undertaken in August 2017.

The Committee was delighted that so many members (25.65%) took the time to take part as the survey gave some useful insights and a much better understanding of the type and nature of holidays that would have broad appeal to 50+ Network members.

### **Survey format**

All 386 members were consulted. Those who are on email were sent a link to an online version of the survey. Members who are not on email were sent a paper copy of the survey, distributed with the newsletter so that no extra postage was incurred.

### **Respondents**

In total 99 surveys were returned, some 77 of which were completed online (62 within the first day!)

Of those respondents, 60% had been on a 50+ holiday, whilst 40% had not. Of this 40%, 26% said that the destinations had not been of interest.

12 members stated that they hadn't been on holiday with us because they were new members, 6 said that they prefer to go holidays with their friends and family, 3 felt that it was too long/far on the coach and 2 members felt that there weren't enough single rooms available.

The majority of respondents (49%) were aged between 61-70, with some 36% aged between 71-80. 7.5% were in the 50-60 age range; similarly 7.5% were 80+.



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## Preferred destinations

We wanted to know what members' preferences were for future holiday destinations:

Of the choices that were suggested, Scotland was the top choice (48%) followed by the Cotswolds (36%) and Ireland (32%). Cumbria and York came in joint fourth (27%), then Wales (15%).

A very wide range of other destinations were suggested, from city breaks to mainland Europe and beyond!

## Key Criteria

We asked which 3 things were important to members when choosing a holiday:

Location came out top (74%) followed by hotel quality (70%). Price ranked third (52%) with length of coach journey being a key factor for 45%. 39% mentioned the importance of included activities or trips, with 17% highlighting length of stay.

Other factors listed included the suitability of the accommodation for anyone with a disability or health issues, the availability of single rooms, the company, evening entertainment and the standard of food.

## Length of Holiday

We asked members what length of holiday they preferred to go on with the 50+ Network.

The majority by far (69.5%) said 4/5 nights, with the rest split between 2/3 nights (10.5%) and 7 nights (20%)

## Preferred Activities

Visiting historic attractions is very popular, cited by some 70% of respondents, followed by walking (58%).

Nightlife such as shows, dancing etc and theatre visits were favoured equally by 53% of respondents, closely followed by visiting gardens (51%) and eating out (47%).

36% enjoy shopping, 33% like to attend festivals and fairs, and 32% like to relax in the hotel.

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### Member's Suggestions

Members were invited to conclude the survey by adding any comments that would help the 50+ Network to offer holidays that members would enjoy.

There were suggestions for holidays travelling by train rather than coach, especially for long distances. Some members who have yet to try a 50+ holiday suggested shorter holidays - 2/3 nights - before committing to a longer stay. There were suggestions for something different to the current coach trip format and for hotel locations that are close to public transport links to enable independent trips during the holiday.

A couple of negative comments in this section, including coach seat allocation, have been addressed by the 50+ Network Committee.

A number of members chose to recognise here the work that Helen Orr puts into organising the holidays.

**Survey and Report by :**

**Sue Bedford-Visser**

**Committee Member**

**West Lothian 50+ Network**

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