

## Creating visitor experiences: Developing a sustainable tourism strategy for Pen Llŷn, Wales

Thank you very much for taking the time to complete our visitor survey. We highly appreciate your contribution, and we hope that with the results, we will be able to improve the visitor experience here on the Llŷn Peninsula. The questionnaire is divided into 5 sections: (1) **Your trip**, (2) **Cultural interests**, (3) **Natural interests**, (4) **Sustainability**, (5) **About Your Party** (demographic questions). Please feel free to **skip** any question you do not wish to answer.



### (1) Your Trip

1. **Pen Llŷn** - which word(s) come(s) to your mind first when you think of a holiday on the Llŷn Peninsula?

2. Where (if anywhere) did you get information to help you **plan** your visit?  
*Please tick all that apply.*

- |  |                                    |  |  |
|--|------------------------------------|--|--|
| Website <input type="checkbox"/>   | Leaflet <input type="checkbox"/>   | Publication/ Magazine <input type="checkbox"/> | Friends/ relatives <input type="checkbox"/>  |
| Word of mouth <input type="checkbox"/>   | Guidebook <input type="checkbox"/> | Personal knowledge <input type="checkbox"/>    | Tourist Information <input type="checkbox"/> |
| Map/ Road sign/ Navigation tool, e.g., Google maps <input type="checkbox"/>        |                                    |  |  |
| Social Media (e.g., Instagram, Facebook, Twitter, TikTok) <input type="checkbox"/> |                                    |  |  |
| App (e.g., Strava, Komoot, AllTrails, Wikiloc) <input type="checkbox"/>            |                                    |  |  |

Other:

3. Which sources of information (if any) did you use **during** your visit?  
*Please tick all that apply.*

- |  |                                    |  |  |
|--|------------------------------------|--|--|
| Website <input type="checkbox"/>   | Leaflet <input type="checkbox"/>   | Publication/ Magazine <input type="checkbox"/> | Friends/ relatives <input type="checkbox"/>  |
| Word of mouth <input type="checkbox"/>   | Guidebook <input type="checkbox"/> | Personal knowledge <input type="checkbox"/>    | Tourist Information <input type="checkbox"/> |
| Map/ Road sign/ Navigation tool, e.g., Google maps <input type="checkbox"/>        |                                    |  |  |
| Social Media (e.g., Instagram, Facebook, Twitter, TikTok) <input type="checkbox"/> |                                    |  |  |
| App (e.g., Strava, Komoot, AllTrails, Wikiloc) <input type="checkbox"/>            |                                    |  |  |

Other:

4. Could you please specify the name(s) of the website/ publication/ magazine/ navigation tool/ social media channel or public account/ app/ guidebook?

5. Have you come...

alone       with a partner       with friends       with family and friends   
as part of a society/ club       as part of an organised tour group

with family, including **young** children (*Primary school age and younger*)   
with family, including **older** children (*Secondary school age and older*)   
with family, including **young** and **older** children   
with family **without** children

Other:

6. Including yourself, how many adults, young and older children, and dogs are in your party?

Adults:       Young children:       Older children:       Dogs:

7. a) How did you travel **to** the Llŷn Peninsula?

Private car or van       Hired car or van       Motorhome/ Campervan       Car + Caravan   
Motorbike       Public transport       Private bus or coach       Bicycle   
Electric bicycle       On foot       Taxi       Other: \_\_\_\_\_

b) Was the vehicle you used petrol, diesel, electric, or hybrid?

Petrol       Diesel       Electric       Hybrid       N/A

8. How long did it take you to get here from your place of residence?

0 – 29 min       30 – 59 min       60 – 89 min       90 – 119 min   
> 2h - < 3h       > 3h – < 4h       > 4h – < 5h       > 5h

9. a) Where did you travel from?

Wales\*       England\*       Scotland\*       Northern Ireland\*   
Republic of Ireland       France       Germany       Netherlands   
Belgium       Spain       Italy       Switzerland   
USA       Canada       Australia       Other: \_\_\_\_\_

9b) \*If your residence is in the United Kingdom, could you please provide the first four characters of your postcode? E.g., LL53

10. a) How did you travel **around** the Llŷn Peninsula?

- Private car or van     Hired car or van     Motorhome/ Campervan     Car + Caravan   
 Motorbike     Public transport     Private bus or coach     Bicycle   
 Electric bicycle     On foot     Taxi     Other: \_\_\_\_\_

b) Was the vehicle you used petrol, diesel, electric, or hybrid?

- Petrol     Diesel     Electric     Hybrid     N/A

11. How often have you visited the Llŷn Peninsula before?

- Never before     Once     Twice     3 times   
 4 times     5-7 times     8-10 times     10+ times

If you visit the Llŷn Peninsula regularly, please specify (e.g., once a year/ twice a year/ every 2<sup>nd</sup> year/...):

12. a) At what time of the year have you visited the Llŷn Peninsula before?

*Please tick all that apply.*

- Spring (March-May)     Summer (June-August)   
 Autumn (September-November)     Winter (December-February)

b) If you have only visited in summer, would you return at other times of the year? yes     no

If you selected *no*, could you please specify **why not**?

13. Which year did you visit the Llŷn Peninsula for the first time?

14. How often did you visit the Llŷn Peninsula between March 2020 and March 2022?

- Not at all     Once     Twice     3 times   
 4 times     5 times     5+ times

15. To what extent do you agree or disagree with the following statements?

**4** = Strongly agree, **3**= Agree, **2**= Disagree, **1**= Strongly disagree, **0**= Don't know

	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
The Covid-19 pandemic has encouraged me to visit the Llŷn Peninsula more than I would have previously.					
I am more appreciative of the countryside and green spaces since the Covid-19 pandemic.					
I am going on holiday to places closer to home more since the Covid-19 pandemic.					

16. How likely are you to visit the Llŷn Peninsula again?

Definitely will  Probably will  Probably won't  Definitely won't   
Don't know/ undecided

17. How many days are you staying on the Llŷn Peninsula this time?

18. How much per day will/ did you spend **as a group** on your holiday on the Llŷn Peninsula this time? *Please include the cost of accommodation, food and drinks, transport (e.g., fuel/ public transport/ car hire), any activities, and any purchases (e.g., equipment, souvenirs, etc.).*

£ 0-25 per day  £ 26-50 per day  £ 51-100 per day  £ 101-150 per day   
£ 151-200 per day  £ 201-250 per day  £ 251-300 per day  £ 301-350 per day   
£ 351-400 per day  £ 401-450 per day  £ 451-500 per day  £ 500+ per day

19. What did/ will you spend most of your money on? *Please include the following:*

*Food and drinks: local supermarkets, restaurants, cafés, markets, pubs, takeaways, etc.*

*Transport: fuel/ public transport/ car hire, etc.*

*Activities: surfing, golf, boat trips, fishing, guided walks, etc.*

Accommodation  Food and drinks  Transport  Activities   
New/ rental equipment  Souvenirs

Other:

20. What type of holiday accommodation are/were you staying in this time?

*\*Campsite, including: own Motorhome/Campervan/Caravan/Tent*

*\* Alternative accommodation, including: Yurt, Tee-Pee, Hut, Ecopod, etc.*

Hotel  Bed & Breakfast  Guesthouse   
Farmhouse  Hostel  Self-catering accommodation   
Serviced apartment  Static caravan (own/ rented)  Campsite   
Alternative accommodation  Friend's/ relative's home  Own 2<sup>nd</sup> home/ time share

21. How did you book your holiday accommodation?

*\*Directly with the provider, i.e., phone/ email/ the provider's website*

Directly with the provider\*  Through a travel agent or tour operator   
Through a Tourist Information Centre  Just turned up   
On Booking.com  On Cottages.com   
On Holidaycottages.co.uk  On AirBnB   
On Sykes  On Tripadvisor   
On Hometogo  On Vrbo

Other:

22. Which village or town is the closest to where you are/ were staying?

- |                                     |                                     |                                      |  |
|-------------------------------------|-------------------------------------|--------------------------------------|--|
| Aberdaron <input type="checkbox"/>  | Abersoch <input type="checkbox"/>   | Bryncroes <input type="checkbox"/>   | Llanbedrog <input type="checkbox"/>      |
| Llangwnadl <input type="checkbox"/> | Llithfaen <input type="checkbox"/>  | Nefyn <input type="checkbox"/>       | Mynytho <input type="checkbox"/>         |
| Pwllheli <input type="checkbox"/>   | Rhiw <input type="checkbox"/>       | Rhoshirwaun <input type="checkbox"/> | Sarn Meyllteyrn <input type="checkbox"/> |
| Trefor <input type="checkbox"/>     | Tudweiliog <input type="checkbox"/> | Other: _____                         |  |

23. Where on the Llŷn Peninsula will/ did you spend most of your time?

24. Which place was your highlight?

25. What is the main reason for your trip to the Llŷn Peninsula this time?

26. Which one of these best describes your visit to the Llŷn Peninsula this time?

- Visit to the Llŷn Peninsula from home – **Main holiday**
- Visit to the Llŷn Peninsula from home – **Weekend trip**
- Visit to the Llŷn Peninsula from/ **on your way to another holiday destination**
- Work

Other: \_\_\_\_\_

27. Which of the following influenced your decision to visit the Llŷn Peninsula?

*Please tick all that apply.*

- |   |  |
|---|--|
| Been before and wanted to return <input type="checkbox"/>                       | Have always wanted to visit <input type="checkbox"/>             |
| Recommended by friends / relatives / colleagues <input type="checkbox"/>        | It is easy/ quick to get to <input type="checkbox"/>             |
| To help you relax and escape from the stresses of life <input type="checkbox"/> | Fresh air / exercise <input type="checkbox"/>                    |
| To visit a particular attraction / place <input type="checkbox"/>               | Traveller review websites/ social media <input type="checkbox"/> |
| Price of accommodation <input type="checkbox"/>                                 | Found a good deal / special offer <input type="checkbox"/>       |

Other: \_\_\_\_\_

28. **YOUR ACTIVITIES:** What type of activities did you engage/ will you engage with **the most** during your visit?

Active/ Sporting activities

Beach activities

Wildlife-watching/ Enjoying the landscape and scenery

Sightseeing/ Visiting attractions and places

Attending an event/ concert/ performance/ sporting event

Eating and drinking

Other:

29. Which of the following activities will/did you do on the Llŷn Peninsula?

*Please tick all that apply.*

a) **Active/ Sporting activities:** Which of the following activities did/ will you do?

Short walks (0 – 4 miles)

Medium walks (5 – 9 miles)

Long walks (> 9 miles)

Running/ Trail-Running

Cycling/ Mountain-Biking

Horseback riding/ Pony trekking

Golf

Shore- / freshwater- fishing

Boat-fishing

Non-motorised water activities\*

Speed boating

Sailing

Other:

*\*Non-motorised water activities, e.g., surfing, kayaking, snorkelling, etc.*

b) **Beach activities:** Which of the following activities did/ will you do?

Beach walks

Relaxing

Family beach activities

Picnic

Swimming

Rock-pooling

Other:

c) **Wildlife-watching/ Enjoying the landscape and scenery:**

*Which of the following activities did/ will you do and/or which places did you visit?*

Nature reserves

(Country) Parks and Gardens

Birdwatching

Dolphin/ Whale-Watching

Viewing flora/ botany/ fungi

Viewing geology

Viewing the landscape/ scenery

Attending a guided walk

Other:

If you did **dolphin/ whale-watching**, was it: land-based

boat-based

**d) Sightseeing/ Visiting attractions and places:**

*Which of the following activities did/ will you do and/or which places did you visit?*

- Art gallery/ exhibition/ activities       Music exhibitions/ activities       Cultural exhibitions/ activities   
Museums       Historic and heritage sites       Archaeological sites\*   
Religious sites\*       Attending a guided walk

Other: \_\_\_\_\_

\* **Archaeological sites**, e.g., stone circle, hillfort, etc.

\* **Religious sites**, e.g., church, graveyard, etc.

**e) Attending an event/ concert/ performance/ sporting event:**

*Which of the following events did you visit?*

- Sporting event/ festival       Music concert       Cultural festival/ storytelling   
Art festival       Food & drink festival       Theatre/ cinema performance

Other: \_\_\_\_\_

\* **Sporting event/ festival**, e.g., sailing, cycle race, charity run, marathon, triathlon, etc.

**f) Eating and drinking:**

*Which of the following places did you visit?*

- Cafés       Restaurants       Fast Food & Takeaways   
Pubs & Bars       Farms/ Farmer markets       Markets & Delis

Other: \_\_\_\_\_

*What was your favourite food/drink place?*

**g) Other:**

- Visiting friends/relatives       Photography       Shopping   
Health & Spa

Other: \_\_\_\_\_

30. What would improve your holiday on the Llŷn Peninsula?



## (2) Your Interests: culture, history, and language

1. On a scale from **0** (= **no knowledge at all**) to **4** (= **fluent**), how would you rate your knowledge of the Welsh language? *Please encircle.*

**0**                      **1**                      **2**                      **3**                      **4**

2. On a scale from **0** (= **no interest at all**) to **5** (= **very interested**), how interested are you in the following? *Please tick the appropriate boxes.*

	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Learning/ Improving your <b>Welsh</b> language skills						
Learning more about <b>customs, traditional skills and practices</b> , and cultural <b>festivals and rituals</b> local to the Llŷn Peninsula						
Participating in hands-on workshops <b>learning traditional skills</b> , e.g., basketry, weaving, wood carving, cooking						
<b>Skill-sharing</b> (learning new skills and teaching skills in demand to local communities)						
<b>Homestays</b> giving you the opportunity to learn/ practice your Welsh language skills and learn about local customs						
Visiting cultural and/ or historic sites/ <b>attractions/ museums</b>						
Attending cultural and/ or historic <b>festivals/ events/ performances/ storytelling</b>						
Reading <b>on-site interpretation panels</b> with information about customs, traditions, and rituals local to the Llŷn Peninsula						
<b>Virtual reality (VR)</b> apps experiencing cultural traditions and historic environments						
Joining a cultural <b>guided tour/ talk</b>						
Doing a <b>self-guided cultural tour</b> around the peninsula with an audio-guide/ guidebook/ story-map						
<b>Socialising</b> with members of the local community						
Trying <b>local produce</b> (food and drink)						

Supporting cultural sites/ workshops/ events through a <b>monetary donation</b>						
<b>Volunteering</b> at cultural sites/ workshops/ events during your holiday						

3. a) Would you like to contribute to the **cultural preservation and regeneration** on the Llŷn Peninsula on a future visit?

Yes

No

Maybe

Don't know

b) If so, how?



### (3) Your Interests: landscape & wildlife

4. On a scale from **0** (= **no knowledge at all**) to **4** (= **expert**), how would you rate your knowledge of Welsh flora and fauna? *Please encircle.*

**0**

**1**

**2**

**3**

**4**

5. On a scale from **0** (= **no interest at all**) to **5** (= **very interested**), how interested are you in the following? *Please tick the appropriate boxes.*

	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Learning more about <b>wildlife</b> on the Llŷn Peninsula and its coast, e.g., dolphins, whales, seals, choughs, otter						
Learning more about <b>plants and fungi</b> on the Llŷn Peninsula						
Learning more about the <b>geology</b> on the Llŷn Peninsula						
Visiting natural history exhibitions/ <b>museums/ attractions</b>						
Reading <b>on-site interpretation panels</b> with information about wildlife/ plants/ fungi/ geology on the Llŷn Peninsula						

Virtual reality (VR) apps experiencing natural events						
Joining a <b>general guided tour</b> about wildlife, plants, botany, and geology						
Joining a <b>specialist guided tour</b> about wildlife/ plants/ botany/ and/or geology						
Doing a <b>self-guided tour</b> with an audio-guide/ guidebook/ story-map around the natural sights of the Llŷn Peninsula						
Attending <b>presentation/s</b> about wildlife/ plants/ botany/ geology on the Llŷn Peninsula						
Participating in a <b>beach clean / litter pick</b> on the Llŷn Peninsula						
Learning more about the <b>nature conservation work</b> on the Llŷn Peninsula						
Supporting the nature conservation work on the Llŷn Peninsula through a <b>monetary donation</b>						
Participating in <b>citizen science</b> (e.g., recording animal/plant species during your visit)						
<b>Volunteering</b> with a nature conservation organisation on the Llŷn Peninsula during your holiday						
<b>Supporting community-owned land</b> used for rewilding						

6. a) Would you like to contribute to the **nature conservation and recovery work** on the Llŷn Peninsula on a future visit?

Yes

No

Maybe

Don't know

b) If so, how?

## (4) Sustainability

1. What does sustainability mean to you?

2. On a scale from **0** (= **not at all**) to **5** (= **very much**), how much did these influence your decision to travel to the Llŷn Peninsula? *Please tick the appropriate boxes.*

	0	1	2	3	4	5
Low travel mileage from home						
Possibility to stay in accredited accommodation with a sustainability award						
Possibility to travel to and around the peninsula on public transport						
Llŷn Peninsula's efforts to protect natural resources, local communities, and heritage						
Possibility to learn/ improve your Welsh language skills						
It's less crowded than other places						

3. On a scale from **0** (= **not important at all**) to **5** (**very important**), how important do you consider the following when going on holiday? *Please tick the appropriate boxes.*

	0	1	2	3	4	5	Don't know
My money goes to local communities and organisations only							
Learning some words/ phrases of the local language							

A low carbon footprint							
I can contribute to the well-being of local communities							
Eating sustainably (local/ seasonal/ low-impact food)							
Good access to sights and attractions for people with disabilities							
Possibilities to recycle							
High biodiversity level in the area and areas protected for nature conservation							
Good number of available public transport routes							
Good pedestrian and cycling infrastructure							
Good number of electric car charging points							
Participating in the sharing-economy (e.g., car sharing, borrowing/ lending specialist equipment, etc.)							
Tourism and hospitality businesses that take actions to reduce energy and water consumption							
Tourism and hospitality businesses involved in climate change mitigation schemes							
Clean streets, paths, and countryside							
High percentage of tourism and hospitality businesses in local ownership							
Fair and sustainable salaries for employees in tourism and hospitality							
Possibility to participate in local activities that give back to residents							
Year-round opening hours of accommodation providers, restaurants, cafes, shops, activities, etc.							

4. a) Do you think you've helped to **improve** the area during/ as a result of your (last) visit?

Yes

No

Maybe

Don't know

b) If so, how?

### (5) Your Party

1. Which **age band** do you and the other people in your party fall into?

*Please specify the number of people in each age group.*

18 - 20	<i>Number of people:</i>
21 - 25	<i>Number of people:</i>
26 - 34	<i>Number of people:</i>
35 - 44	<i>Number of people:</i>
45 - 54	<i>Number of people:</i>
55 - 64	<i>Number of people:</i>
65 - 74	<i>Number of people:</i>
75+	<i>Number of people:</i>

2. What is the **gender** of you and the others in your party?

*Please specify the number of people that identify as female/ male/ other.*

Female	<i>Number of people:</i>
Male	<i>Number of people:</i>
Other	<i>Number of people:</i>

3. What is your **working status**?

*Please specify the number of people that fall into each category.*

Working full time (30+ hours per week)	<i>Number of people:</i>
Working part time (> 29 hrs per week)	<i>Number of people:</i>
Full time education	<i>Number of people:</i>
Retired	<i>Number of people:</i>
Looking after the home	<i>Number of people:</i>
Full time carer	<i>Number of people:</i>
In training	<i>Number of people:</i>
Looking for work	<i>Number of people:</i>
Other: [Free text]	<i>Number of people:</i>

4. Do you or does anyone else in your party have any **health problems** or **disability** which limit day-to-day activities?

No

Yes - me

Yes – someone else in my party

**Thank you so much again for your time. Your contribution is invaluable to us.**

At this point, we would like to remind you again that you maintain the right to withdraw from the study at any stage up to the point you click the 'submit' button. Once you click the 'submit' button, your responses will be assigned a participant number and be collated with that of other participants and can no longer be retracted. The anonymous data will be stored until the end of the LIVE project on the project's password-protected (invite only) Microsoft Teams folder. Afterwards, the digital anonymous data will be stored on a password protected drive for a minimum of 10 years, in accordance with Bangor University's Code of Research Conduct. Please refer to the project's privacy policy: <https://www.ecomuseumlive.eu/privacy-policy>

If you have any queries about this study, please feel free to contact me, Leonie Schulz (the researcher), at [lschulz@ucc.ie](mailto:lschulz@ucc.ie), or the project directly at: [live@ucc.ie](mailto:live@ucc.ie).

To find out more about our work, please follow the link below or find us on our socials:  
[@ecomuseumlive](https://www.ecomuseumlive.eu)

<https://www.ecomuseumlive.eu>

THANK YOU VERY MUCH! We hope to see you on the Llŷn Peninsula again soon.

DIOLCH YN FAWR IAWN!!



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## Participant Information Sheet

**Study title:** Creating visitor experiences: Developing a sustainable tourism strategy for Pen Llŷn, Wales.

This document contains all the information about this study and visitor survey, however, should you have any other questions or comments now or after completing the questionnaire, please do not hesitate to contact us. You will find contact details at the bottom of the document.

### Invitation and brief project summary

Thank you for considering participating in this survey. This document explains to you what the work is about and what your participation would involve.

The purpose of this study is to identify visitor interests, travel motivations, and preferences. We are inviting anyone who is or who has visited the *Llŷn Peninsula* to take part in this visitor survey. This survey is carried out as part of the [LIVE](#) (Llŷn IVeragh Eco-museums) project, which is a collaboration between Welsh and Irish community organisations, academic departments, and local governments. LIVE aims to enable coastal communities to promote their natural and cultural assets, creating opportunities for sustainable tourism, especially outside the traditional peak tourist seasons.

### What would taking part involve?

Should you choose to participate, you will be asked to complete a questionnaire about (1) Your trip characteristics, (2) Cultural interests, (3) Natural interests, (4) Sustainability, and (5) About Your Party (demographic questions). It should take you no longer than 15min to answer all the questions.

Participation in this study is completely voluntary, of course, and you can also refuse to answer specific questions and skip entire sections. All information you provide when submitting your responses (handing over your completed questionnaire) will be **confidential** and **your anonymity will be protected throughout the study**.

It goes without saying that you maintain the right to withdraw from the study at any stage up to the point you handover your questionnaire. At that point, your responses will be assigned a participant number and be collated with that of other participants and can no longer be retracted. You can, of course, decide not to handover your questionnaire after completing it.

If you do handover your questionnaire, the **anonymous** data will be stored until the end of the LIVE project (30/06/2021) on the project's password-protected (invite only) *Microsoft Teams* folder. Afterwards, the digital **anonymous** data will be stored on a



password protected drive for a minimum of 10 years, in accordance with Bangor University's Code of Research Conduct.

### **Where will the results be shared?**

The results will be shared at community events and public webinars. Please follow our social media channels (@ecomuseumsLIVE) for updates. The information you provide may also contribute to research publications and conference presentations. At the end of the study, the data will also be publicly available on an open science platform called Zenodo. It will **not** be possible for you to be identified in any reporting of the data. Please feel free to contact us for a written summary of the survey results.

### **What are the possible benefits and disadvantages of taking part?**

Us, from the LIVE project, and Bangor University, will highly appreciate your participation in this survey. You will contribute to a study that informs the sustainable tourism strategy that is currently being developed on the Llŷn Peninsula, as we are trying to find out what visitors appreciate during their holidays on the peninsula. We are hoping to improve the area for visitors, local communities, and the environment.

We do **not** anticipate any negative outcomes from your participation in this study and you will not incur any disadvantages by taking part in this survey. This study has obtained ethical approval from the Bangor University Research Ethics Committee.

### **Who can you contact?**

If you have any queries about this study, please feel free to contact me, Leonie Schulz (the researcher), at [lschulz@ucc.ie](mailto:lschulz@ucc.ie), or the [project](#) directly at: [live@ucc.ie](mailto:live@ucc.ie).

If you have read and understood this information sheet, have had all your questions answered and you would like to be a participant in the study, please complete the consent form overleaf.

## COLLEGE OF ARTS, HUMANITIES AND BUSINESS

# Participant Consent Form

**Researcher's name: Leonie Schulz**

The researcher named above has briefed me to my satisfaction on the research for which I have volunteered. I understand that I have the right to withdraw from the research at any point up until I handover my (completed) questionnaire. I also understand that my rights to anonymity and confidentiality will be respected.

Signature of participant .....

Date .....