

Appendix 2B - Copy of Stage 2 Survey

Name.....	
Position / Title	
Company Name	Who in your business would make the decision on how your company would vote in the Tourism BID ballot?
Nature of Business (i.e. accommodation, attraction)	<input type="checkbox"/> Self <input type="checkbox"/> Someone else <input type="checkbox"/> Don't know
Company address	If Someone else will decide, please provide their contact details:
.....	Name
.....	Address
Postcode
Email
Phone
Head Office
.....	Postcode
.....	Email
.....	Phone
** MST WILL COMPLETE THIS SECTION Rateable Value of Property / Business	** MST WILL COMPLETE THIS SECTION Assessor / Local Authority Reference Number
Name of Eligible Person (if different from above	Details Confirmed on Assessors Website <input type="checkbox"/>
	Details confirmed on Tourism BID Database <input type="checkbox"/>

PRIORITIES FOR THE TOURISM BUSINESS IMPROVEMENT DISTRICT

Marketing				
<i>Marketing the visitor offer was identified as the key priority for a Moray Speyside TBID</i>				
Please tick the box that reflects your opinion	Very Important	Quite Important	Neutral	Not Important
Marketing to potential visitors from other areas of Scotland				
Marketing to potential visitors from other areas of the UK				
Marketing to potential visitors from Europe				
Marketing to potential visitors from China				
Marketing to potential visitors from the rest of the world				
Promoting Moray Speyside as a destination for Business Events and Conferences				
Which of these is most important?				

Speaking with One Voice				
<i>A collective tourism voice and advocacy were deemed important by tourism businesses</i>				
Please tick the box that reflects your opinion	Very Important	Quite Important	Neutral	Not Important
Responding to external changes (i.e. Tourist Tax)				
Fighting for you and your business interests (i.e. business rates, and VAT)				
Lobbying for infrastructure improvements (i.e. visitor signage, transport, cashpoints etc)				
Industry leadership (i.e. campaigning and advocacy)				
Collaboration and partnership with neighbouring regions				
Which of these is most important?				

Improving the Visitor Experience				
<i>Tourism businesses told us they wanted the TBID to help deliver a better visitor experience</i>				
Please tick the box that reflects your opinion	Very Important	Quite Important	Neutral	Not Important
Producing an annual Moray Speyside Visitor Guide				
Improving visitor orientation and interpretation facilities				
Improving online provision (i.e. website + planning tools)				
Creation of a Moray Speyside Visitor 'APP'				
Establishing a Moray Speyside Customer Service standard				
Which of these is most important?				

Supporting Your Business				
<i>Tourism businesses told us they wanted help and advice on extending the visitor season, improving the night-time economy and supporting events and festivals</i>				
Please tick the box that reflects your opinion	Very Important	Quite Important	Neutral	Not Important
Working with businesses to establish demand for longer opening hours				
Supporting new and emerging events and festivals				
Supporting voluntary and community organisations				
Access to regional and national funding (i.e. VisitScotland Growth Fund)				
Training and Support (i.e. digital skills, working with travel trade)				
Annual Conference and Networking Events				
Which of these is most important?				

SUPPORT FOR THE TOURISM BUSINESS IMPROVEMENT DISTRICT

Based on information available to you, do you support the establishment of the proposed Moray Speyside Tourism Business Improvement District?		
<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> UNSURE
Please detail below the reason(s) for the answer above		
.....		
.....		
.....		
.....		
If you indicated NO or UNSURE, what could we do change your mind?		
.....		
.....		
.....		
How likely are you to vote (i.e. will you fill in the ballot paper)?		
<input type="checkbox"/> I WILL VOTE	<input type="checkbox"/> I WILL NOT VOTE	<input type="checkbox"/> I AM UNSURE IF I WILL VOTE
SIGNED		DATE

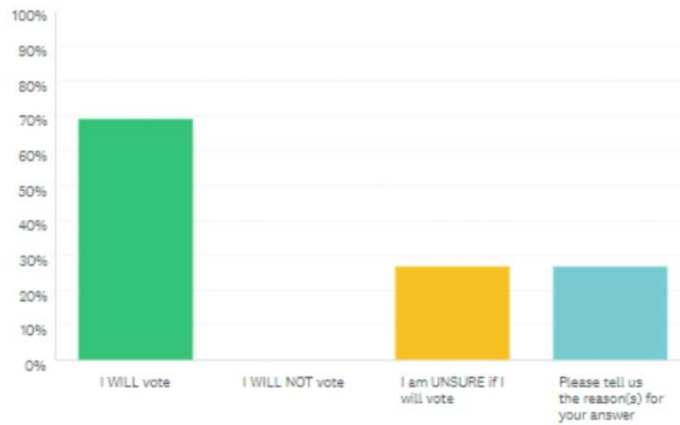
Please complete your questionnaire and return in the supplied addressed envelope no later than 31st August 2019, complete online at www.morayspeysidetbid.com/survey or drop it in to the office at Unit 1, Elgin Business Centre, Maisondieu Road, IV30 1QP

Details collected through this survey will remain confidential and will not be passed on to a third party. Your answers will be entered anonymously into a database which will be used only by Moray Speyside Tourism to contact you about the TBID.

Should you wish to clarify anything further please do not hesitate to contact tbid@morayspeyside.com or telephone 01343 610 383

Please tell us how likely you are to vote.

Answered: 26 Skipped: 10

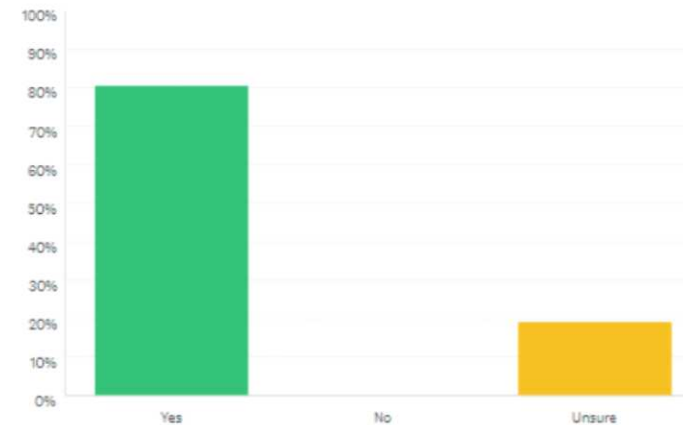


Tourism Business Improvement District Online Consultation

🗳️ (0)

Based on information available to you, do you support the establishm...

Answered: 26 Skipped: 10

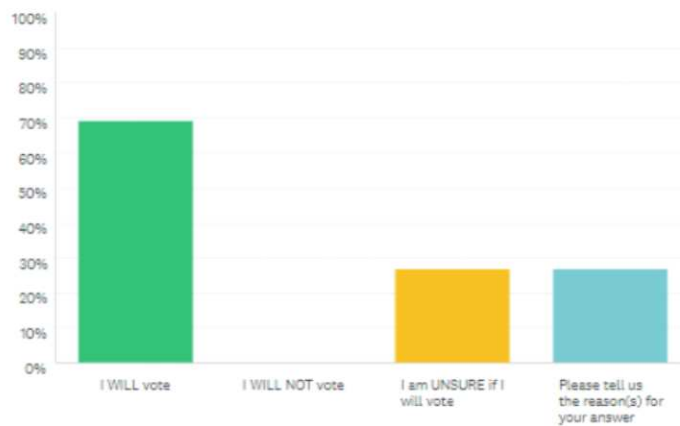


Tourism Business Improvement District Online Consultation

🗳️ (0)

Please tell us how likely you are to vote.

Answered: 26 Skipped: 10



Tourism Business Improvement District Online Consultation

🗳️ (0)

If there is 'ONE BIG THING' that the Tourism BID organisation could do...

Answered: 26 Skipped: 10

A much stronger one-stop-shop online for everything you can do, where you can eat and where you can stay. Visit Scotland is useless and has driven zero clients to me.

I'M AFRAID IT HAS TO BE TWO, ASSIST IN EXTENDING THE TOURIST SEASON AND IMPROVING THE QUALITY OF THE VISITOR EXPERIENCE

Continue with the support they offer us, guidance, and ways to tap into alternative groups of visitors.

Get more people to the area

Improve awareness of Moray as a destination and encourage visitors to stay for longer.

Get everyone involved in Moray/ Speyside tourism to see the benefit of working together to create a world class tourism destination

More networking opportunities for people who are new to the tourism business

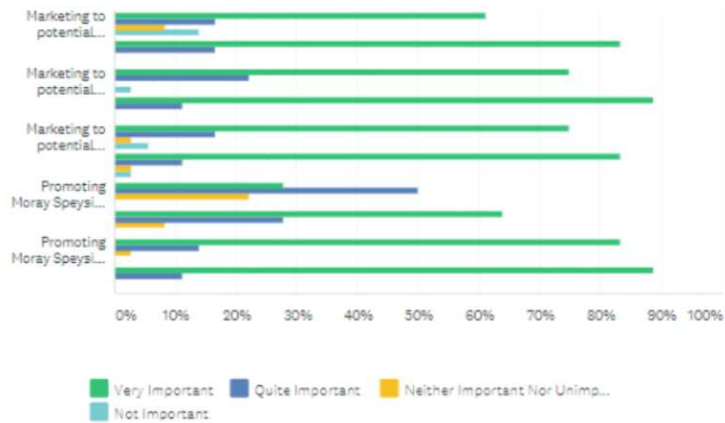
Promote joined up thinking between Visit Scotland and The Moray Council.

Tourism Business Improvement District Online Consultation

🗳️ (0)

Marketing Marketing the area was identified as the key priority for a M...

Answered: 36 Skipped: 0

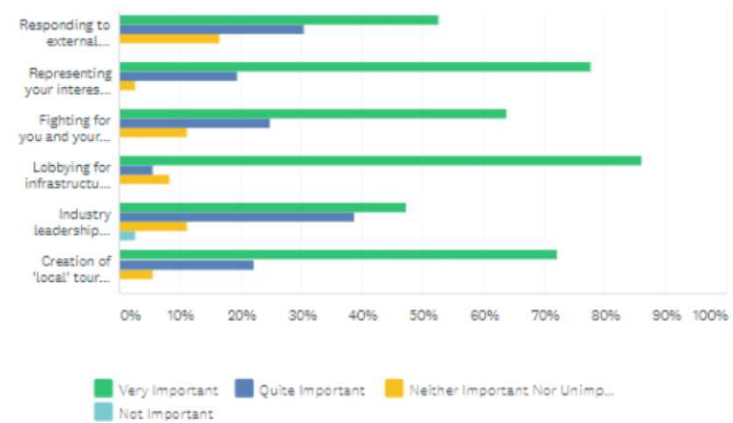


Tourism Business Improvement District Online Consultation

0

Speaking with One Voice Tourism businesses said that they wanted le...

Answered: 36 Skipped: 0

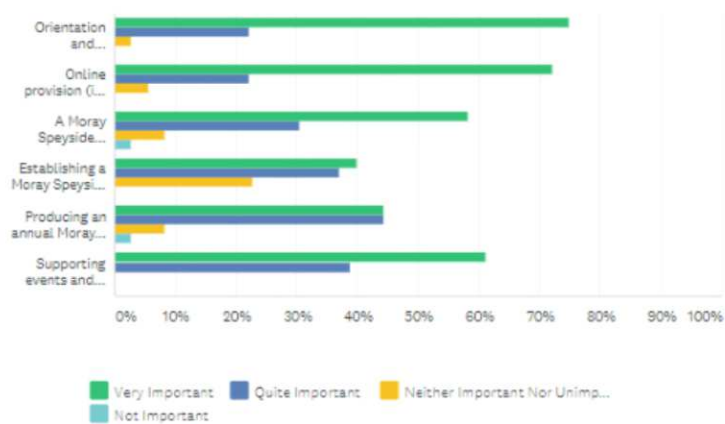


Tourism Business Improvement District Online Consultation

0

Improving the Visitor Experience

Answered: 36 Skipped: 0

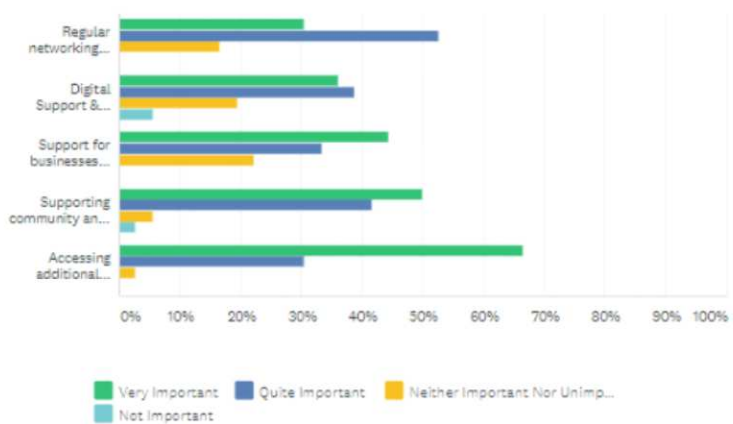


Tourism Business Improvement District Online Consultation

0

A Stronger Industry Tourism businesses told us they wanted advice o...

Answered: 36 Skipped: 0



Tourism Business Improvement District Online Consultation

0

If there is 'ONE BIG THING' that the Tourism BID organisation could do...

Answered: 26 Skipped: 10

“A much stronger one-stop-shop online for everything you can do, where you can eat and where you can stay. Visit Scotland is useless and has driven zero clients to me.”

← PREV

1 of 26

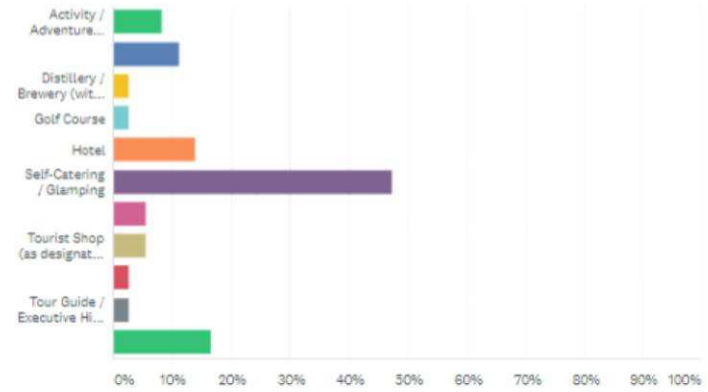
NEXT →

Tourism Business Improvement District Online Consultation

🗑️ (0)

Nature of Business

Answered: 36 Skipped: 0

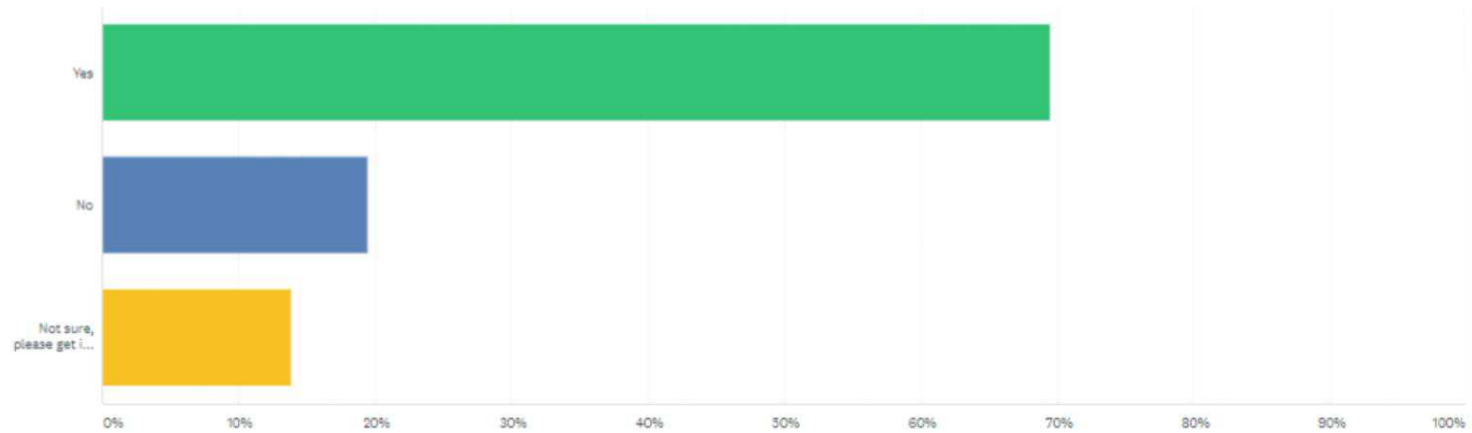


Tourism Business Improvement District Online Consultation

🗑️ (0)

Does your business or organisation meet the criteria detailed above

Answered: 36 Skipped: 0

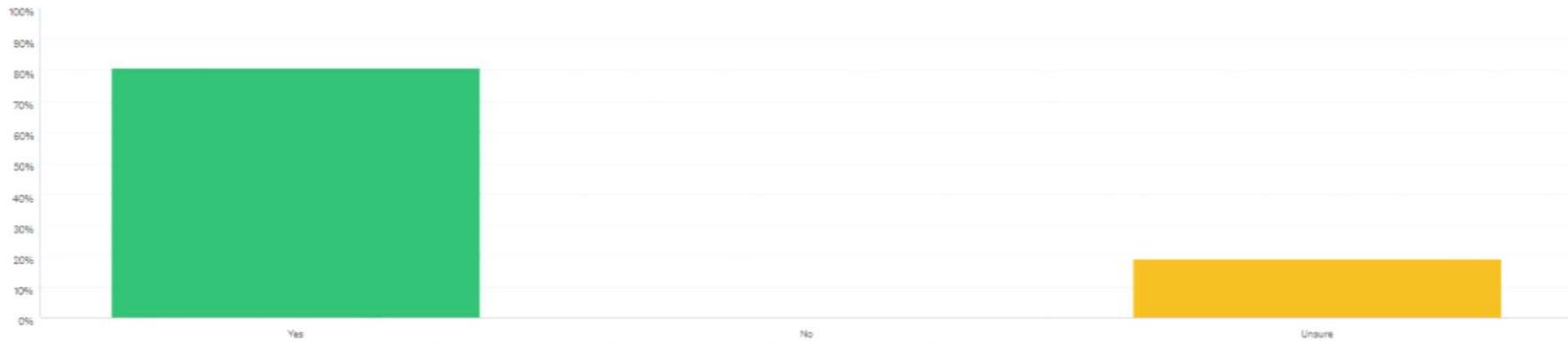


Tourism Business Improvement District Online Consultation

🗑️ (0)

Based on information available to you, do you support the establishment of the proposed Moray Speyside Tourism Business Improvement District?

Answered: 26 Skipped: 10



Tourism Business Improvement District Online Consultation

▼ (0)