

RESEARCH SUMMARY

Title	Coach Visitors Survey		
Objective	To understand visitors experiences and expectations on waiting / walking times and distances when visiting London by coach. The survey also measured interest in the Park and Glide concept		
Date	October 2015	Agency:	Future Thinking
Methodology	474 on-street intercept interviews with visitors who used organised (rather than scheduled) coach services to travel to London. Surveys were conducted across major London attractions.		

Abstract

Visitors who travel to London by coach are happy with the time they wait for their coach (up to 10 minutes) and the distance they need to walk to their destination (up to 10 minutes to a venue and 6 minutes to their accommodation). Nearly all felt their drop off point was safe and when they were problems these were related to traffic/congestion.

Key findings

Nearly all coach visitors are prepared to walk for up to 10 minutes to a venue. Although still high, compared to 2014, there is a drop in those willing to walk for up to 15 minutes.

In line with the pattern observed in 2014, the optimum time for visitors walking to their accommodation in up to six minutes. 2015, sees a significant decline in those willing to walk for up to 15 minutes to get to their accommodation.

Visitors continue to be satisfied with their experience in London, as was seen last year, nearly all are satisfied with the waiting time for the coach and the distance walked between the coach and the venue.

Only a small proportion of visitors experienced any problems with their drop off or pick up location, with many highlighting traffic or congestion as the problem. Although minor, a significant minority experienced a delay on their trip.

Visitors continue to indicate that drop off and pick up locations are safe, with virtually all saying it was very or fairly safe.

The Park and Glide concept has appeal to visitors, with only a quarter saying they would not be interested in the concept.

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