

Abingdon's Visitor Economy



Abingdon's Visitor Economy: The Choose Abingdon Partnership are awaiting the results of an important piece of market research that has been going on for the past 8 weeks, conducted by Hidden Britain, a charity who specialise in helping market towns and rural locations to make the most of their visitor assets.

The research will aim to find out what people who visit the town and river bank feel about the facilities, the environment, the customer service and the information available. This is being mainly done through face to face street surveys. There is also a separate business survey being carried out to try to establish how important the visitor economy is to the town. Also the surveyors have taken a good look at the town's web presence and will be giving us an honest and (hopefully not too) critical appraisal of how we could improve the way we use the internet to bring in visitors.

This work is an important start to the Partnership's focus on the river and tourism as outlined in the strategy document published late last year. Without a dispassionate, outsider view of how the town pleases (or doesn't please) its visitors, it is impossible to plan effectively for improvement.

If you are a business who would like to take part or a visitor who has recently visited Abingdon-on-Thames and would like to give us feedback, please email heather.brown@chooseabingdon.co.uk for a copy of the survey so that you add your opinion to our data collection.

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