

Narrative Summary

75 of the membership of 94 responded to the questionnaire - 80%. This provides high confidence that the conclusions are reliable.

47 of these 75 members (60%) were personally interested in participating in a short walking holiday in the future. These 47 members represent exactly half of the total membership of 94.

The detailed analysis was undertaken only on the stated preferences of the 47 members. Tables providing the full results are attached.

Travelling distance to the walking location does not seem to be an issue. Half of the members said they would travel up to 150mils and a third said they would go up to 200mils. For examples 150 mls would take us to anywhere in the Peak District or to South Devon. 200mils would put Cornwall or the Yorkshire Dales within reach.

One third said they would like a single room. This is not surprising and is known to be a challenge at some hotels.

The price that members were willing to pay for a hotel room shows a wide variety. This confirms that higher prices could deter some members.

Using the pricing from HF holidays as an example, members were asked if they were interested in holidays which provide local guides. Only one third were interested in this, possibly due mainly to the price. Clearly if something could be arranged at a lower cost, then this option should be reconsidered.

Autumn time is preferred for the holiday but the substantial numbers supporting a holiday in the Spring suggests that either could be considered.

There is a fairly even split between the preference for a holiday during week days or over a weekend. It seems that both should be considered.

There is a strong preference to continue having a walking holiday every year rather than every two years.

27 (59%) members said they would be interested in an overseas walking holiday.

It is clear that most members prefer walks lengths of around 7 or 8 miles. Only 2 members prefer walks of less than 5 miles.

69% of members prefer grade 3 walks and 22% are happy with grade 4 walks.

Members have suggested a wide range of UK locations for a walking holiday. The most popular are:

1. Wales. Suggested by 38% of respondents
2. Peak District Suggested by 16% of respondents
3. Devon Suggested by 13% of respondents
4. Lake District Suggested by 7% of respondents

Ross Walking Group - Report on Walking Holiday Questionnaire Results. September 2016

For the organisation of future walking holidays there were many offers to lead walks and some would assist with the arrangements for accommodation, but no one has offered to be the organiser for a UK based walking holiday.

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Members have kindly provided some other specific ideas for walking holidays, including:

- Warner Hotel areas
- Walks near Conde-Sur-Noireau- our French Twin Town. Staying in homes or hotel (The Swiss Normande)
- Arranging reciprocal holidays with other walking groups, with the host group leading the walks.

Note: The above results apply only to those 47 members who said they are interested in a walking holiday.

Conclusions

1. Of the current membership 47 members (50%) are interested in participating in our walking holidays. In reality it can be expected that not all would be available to participate and it is suggested that 75% would be a reasonable estimate - around 35 members. The last two holidays were each attended by around 40 members but the 2016 holiday is expected to be attended by only 28 members. It can therefore be concluded that, if the club is to proceed with the same type of arrangements for a holiday, an assumption should be made that the numbers would be up to 35. This lower number is important because it improves the range of hotels that can be considered and thereby increases the choice of locations. Naturally other factors have to be acceptable, such as the price and quality of the hotels.
2. The wealth of information provided by members in this report offers real guidance on the preferred locations, accommodation and types of walking and this should be used when planning the next walking holiday.
3. The work of the organising team should not be overlooked. A large amount of time and money is incurred in checking out walks and hotels. Through the generosity of members this process has worked very well in recent years but it is questionable whether the overall effort is justified for holidays attended by lower numbers. The effort can be minimised if walking guides are included in the holiday package. However only one third of the interested members said would favour holidays which include these extra costs. This was based on the example of HF Holidays prices. There may be options with lower prices.
4. An alternative arrangement for walking holidays would be to identify a similar walking group to ours who would be willing to lead walks in their locality. The arrangement would be reciprocated by ourselves in the Ross area. Our members would arrange their own accommodation to suit their own preferences (from a suggested list). The organisation and costs of such an arrangement would be minimal.
5. 27 members said they would be interested in walking holidays overseas and this might be pursued further.

Results

Total number of RWG Members 94
 Number of members responding 75 80%

1	In the future are you personally interested in participating in a short walking holiday in the UK?				Includes some members not responding but reasonably assumed not to be interested
	Yes	No	Assumed "No"	Total	
	47 63%	28 37%		75	

Analysis of Members who are interested in a walking holiday

2	Up to how far would you be willing to travel by car?			
	100	125	150	200
	2 4%	7 15%	23 49%	15 32%

3	Would you prefer a shared room or single room?	
	Shared Room	Single Room
	31 66%	16 34%

4	Up to how much would you consider spending for a standard room in a suitable hotel (per person per night, B&B and Dinner1)?			
	Shared Room			
	< £60	£60 to £70	£70 to £80	£80 to £90
	5	5	14	6
	Single Room			
	<£60	£60 to £70	£70 to £80	£80 to £90
0	6	10	1	

5	Some organisations can offer guided walks. Would you be willing to participate in such a holiday? The typical extra cost could be around £60 per person (£30 per day).	
	No	Yes
	32 68%	15 32%

6	What time of the year would you prefer?		Includes answers of "either" spring or autumn
	Spring	Autumn	
	23 38%	37 62%	

7	Which days of the week would you prefer?		Includes answers of "either" weekdays or weekend
	Weekdays	Weekend	
	34 58%	25 42%	

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8	How frequently should the club run a walking holiday?	
	Every year	Every two yrs
	37	11
	77%	23%

9	Would you be interested in walking holidays overseas?	
	Yes	No
	27	19
	59%	41%

10	What is your ideal length of walk in miles?										Lengths of 7 and 8 miles are preferred. Very little demand for shorter walks.
	2	3	4	5	6	7	8	9	10		
	1	1	0	1	4	15	16	7	3		

11	What is your preferred grade of walk? 2, 3 or 4?			Includes more than one grade where stated.
	2	3	4	
	6	45	14	
	9%	69%	22%	

12	Can you suggest locations/areas of the UK should be considered for future walking holidays?															
	Peak Dist	Pembs.	Gower	Cotswolds	Cornwall.	Dorset	Devon	Somerset	Wales - other	Lakes	South Downs	Mendips	Shropshire	IoM	Ireland	Scotland
	16	14	4	4	5	5	13	2	20	7	2	2	1	2	2	1
	16%	14%	4%	4%	5%	5%	13%	2%	20%	7%	2%	2%	1%	2%	2%	1%

13	Would you be willing to help in the organisation of future walking holidays? Please ensure you		
	Main Organiser	Arranging accommodation	Walk Leading
	1	6	12

14	Any other suggestions about walking holidays?
	Old Manor Hotel, Okehampton. See other comments on form.
	Would assist with accommodation. See other comments on form.
	IoM, Warner Hotel areas. Would go further for a longer period
Walks near Conde-Sur-Noireau- our French Twin Town. Staying in homes or hotel (The Swiss Normande)	