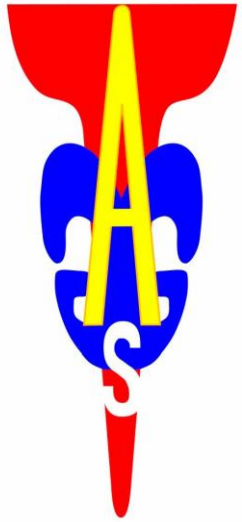
TAGGS Weekend Away
Questionnaire Results



Costs – what would you be willing to pay for WEA
Distance – how far were you willing to travel
Regional – Which region of the UK was viewed more favourable
Setting – Coast/Town/Village/City
Type of course – What would be your favourite style of golf course
Hotel – Complex/Private/Chain/City Break hotel
Nights – how many nights do you think you want
Extras – T-Shirt/Trophies/Single Room
Conclusion – Blueprint for a TAGGS WEA.

All questions were answered 1-4 (1 least & 4 most desirable)
Then I have found the average for each answer
The most desirable answer will have the highest average
This is then locked into the WEA blueprint for the package
If, however, we have a close-run average between two answers then we can look at how we place the blueprint
Ie – If £450-600 wins but £350-450 is a close 2nd… then the cost should be around the lower half of the winning section…
or if West wins and South a close 2nd… maybe we can look at somewhere on the border of the regions as an alternative

What is your maximum spending for a WEA



<£350 including Golf & Hotel




£350-450 including Golf & Hotel





£450-600 including Golf & Hotel






>£600 including Golf & Hotel

What is your maximum spending for a WEA



1.4

<£350 including Golf & Hotel




2.5

£350-450 including Golf & Hotel





3.5

£450-600 including Golf & Hotel






2.6

>£600 including Golf & Hotel

150-mile radius from J20 M6

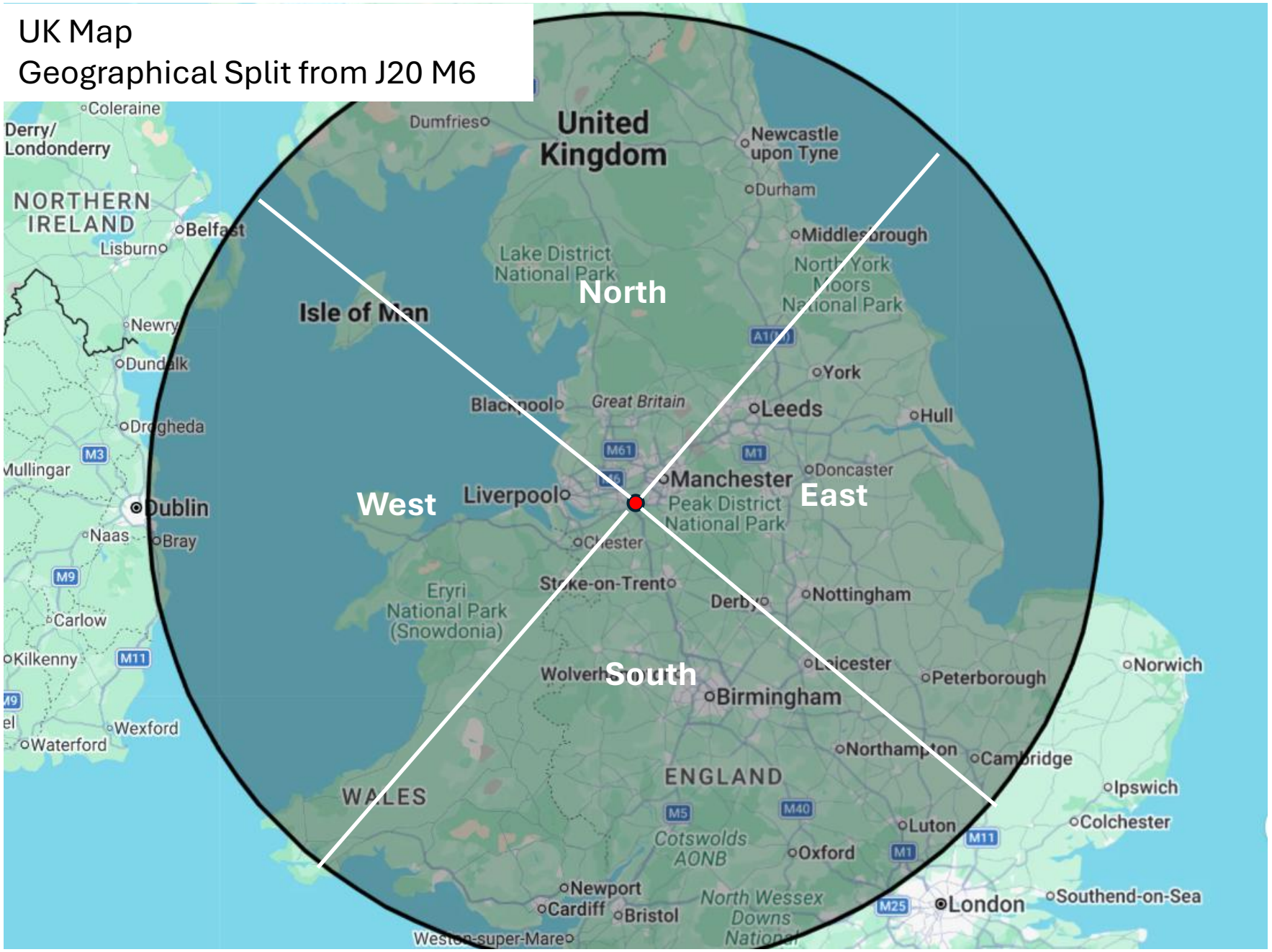


What is the maximum distance you wish to travel...?

Results

1 hour (50 miles max)	1.5
1-2 hours (100 miles max)	2.6
2-3 hours (150 miles max)	3.4
+3 hours (>150 miles)	2.4

UK Map
Geographical Split from J20 M6

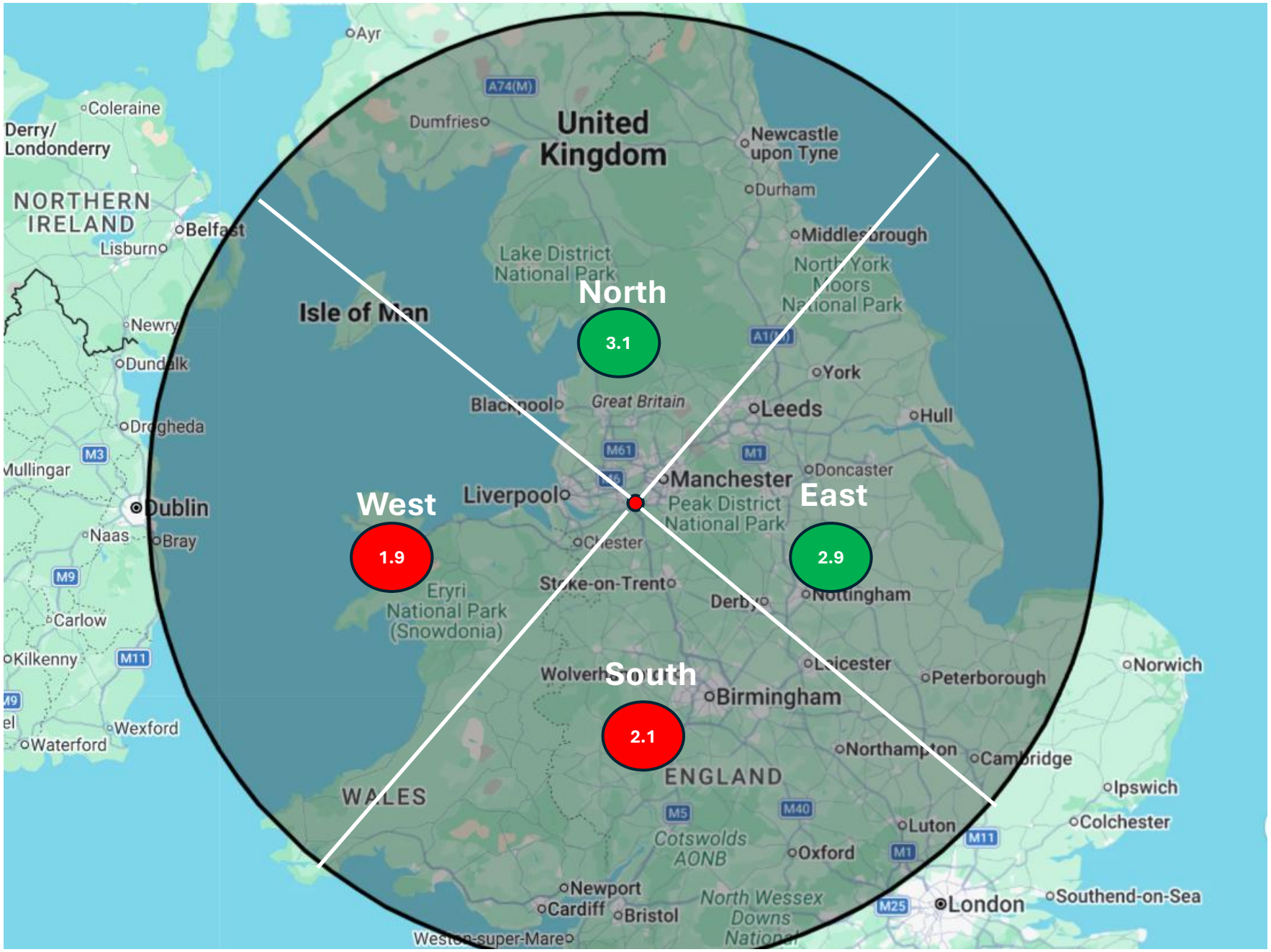


North
(Nth Eng/Sth Scot)

East
(Yorks/Lincs/East Mid)

South
(W Mid/Glos/Avon/Sth Wales)

West
(Shropshire/Nth & Mid Wales)



Results

North (Nth Eng/Sth Scot)	3.1
East (Yorks/Lincs/East Mid)	2.9
South W Mid/Glos/Avon/Sth Wales	2.1
West Shropshire/Nth & Mid Wales	1.9



UK Coastal Town or Village



UK Rural Town



UK Rural Village



UK Major City


4.0
UK Coastal Town or Village

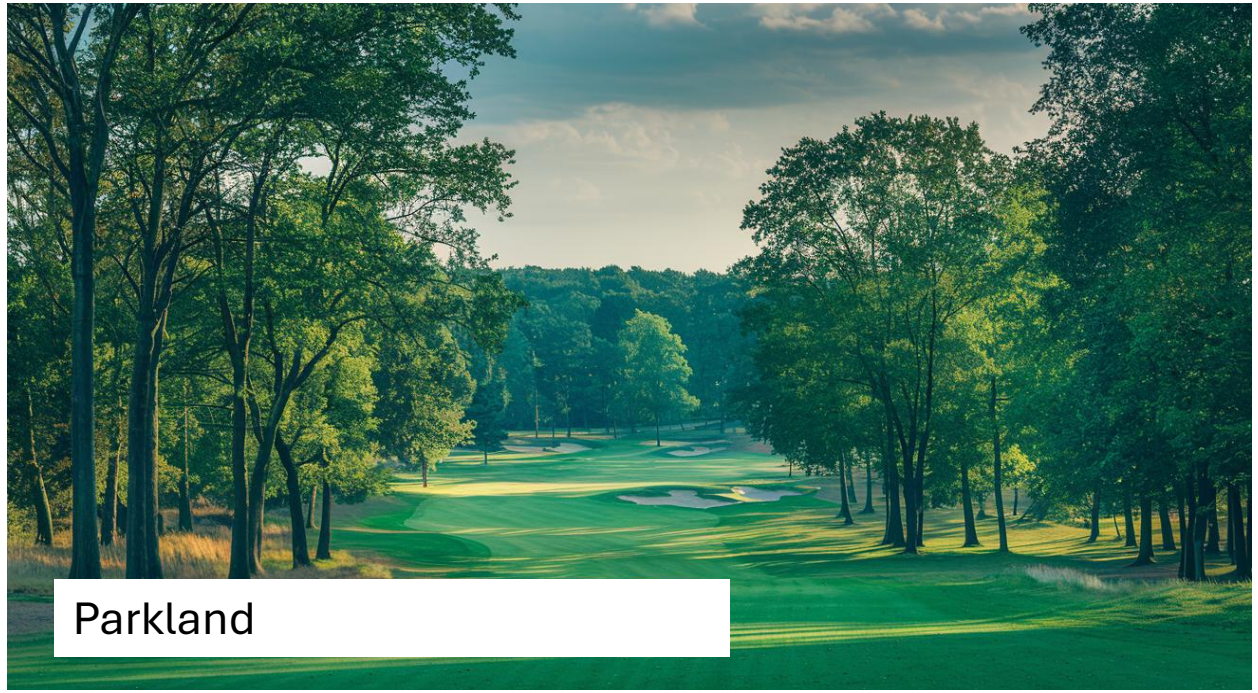

2.5
UK Rural Town


2.5
UK Rural Village


1.0
UK Major City


Links

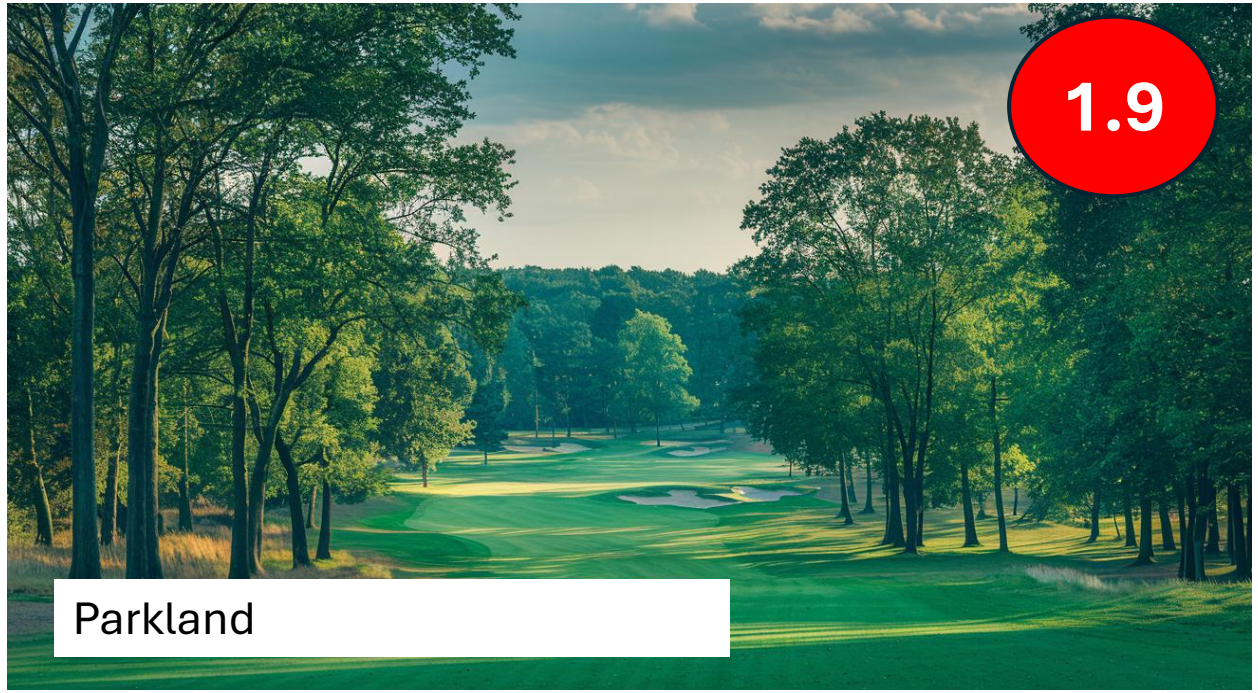

Heathland


Parkland


PEACE
Little Mix of all three


3.3
Links


1.8
Heathland


1.9
Parkland


3.2
Little Mix of all three



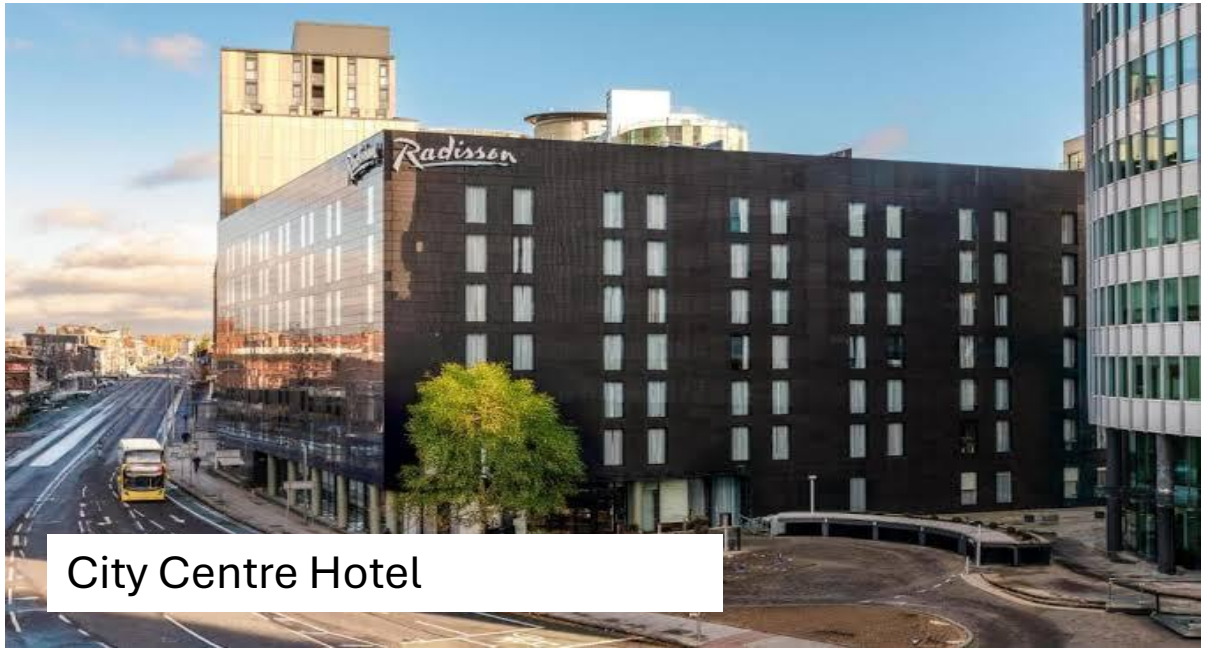
Golf Hotel Complex



Private Hotel



Hotel Chain

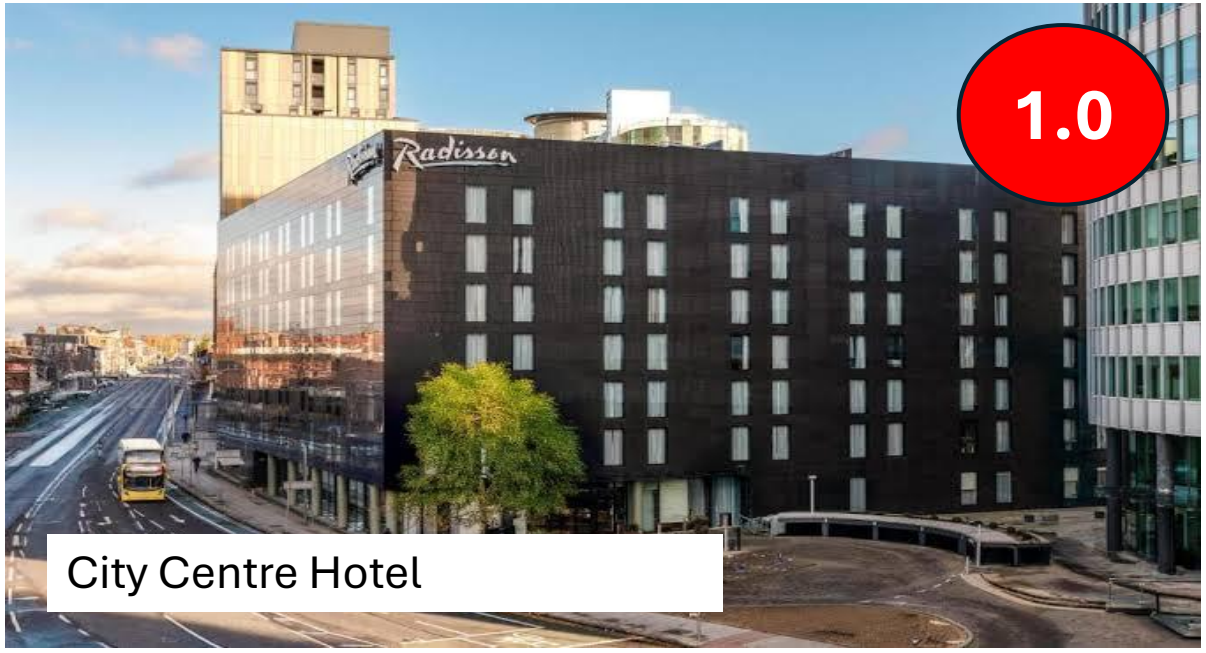


City Centre Hotel


2.8
Golf Hotel Complex


3.7
ROOMS
DINING
KINGSCLIFF
Private Hotel


2.5
Holiday Inn
Hotel Chain


1.0
Radisson
City Centre Hotel



3 Quality Courses – Hotel OK

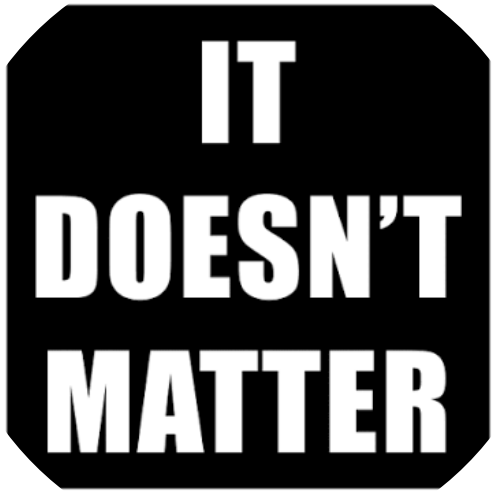




Min 1 Quality Course – Hotel Good



Quality Hotel – Courses OK



Not too bothered



1.9

3 Quality Courses – Hotel OK





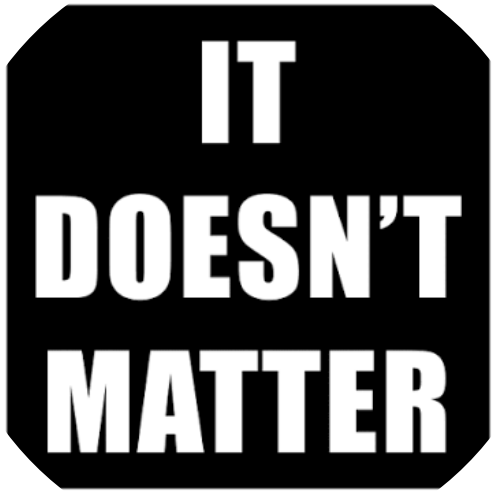
3.1

Min 1 Quality Course – Hotel Good



2.9

Quality Hotel – Courses OK



2.1

Not too bothered



1 Night



2-Nights



3-Nights



4-Nights



1.3

1 Night



2.7

2-Nights





3.7

3-Nights

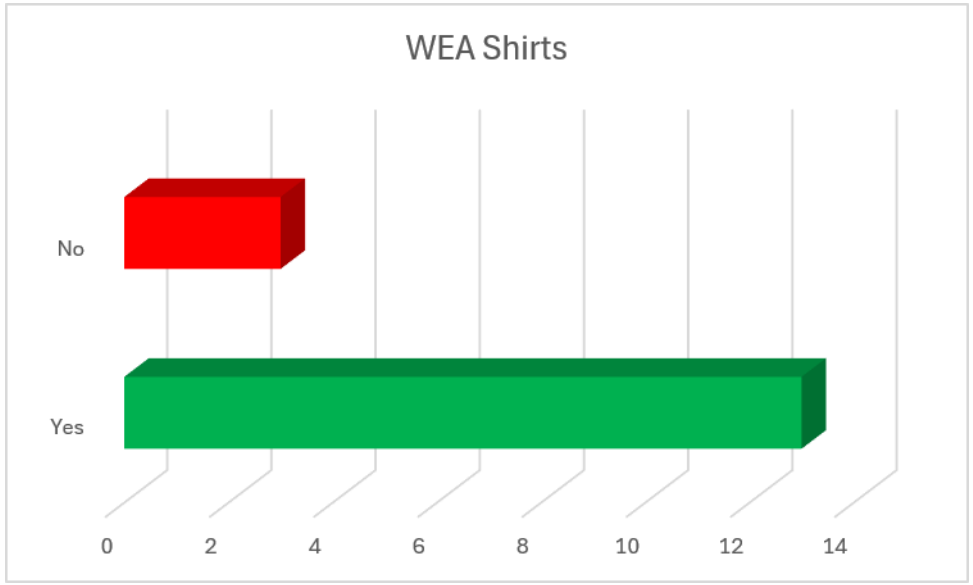


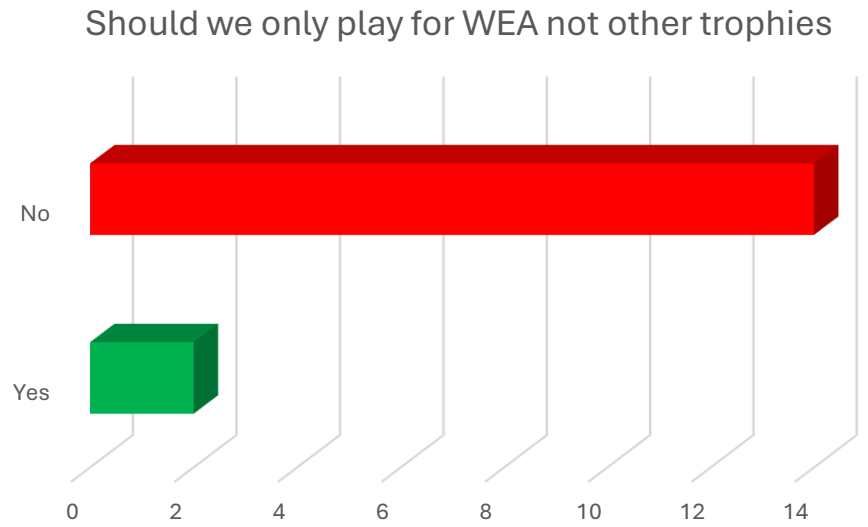


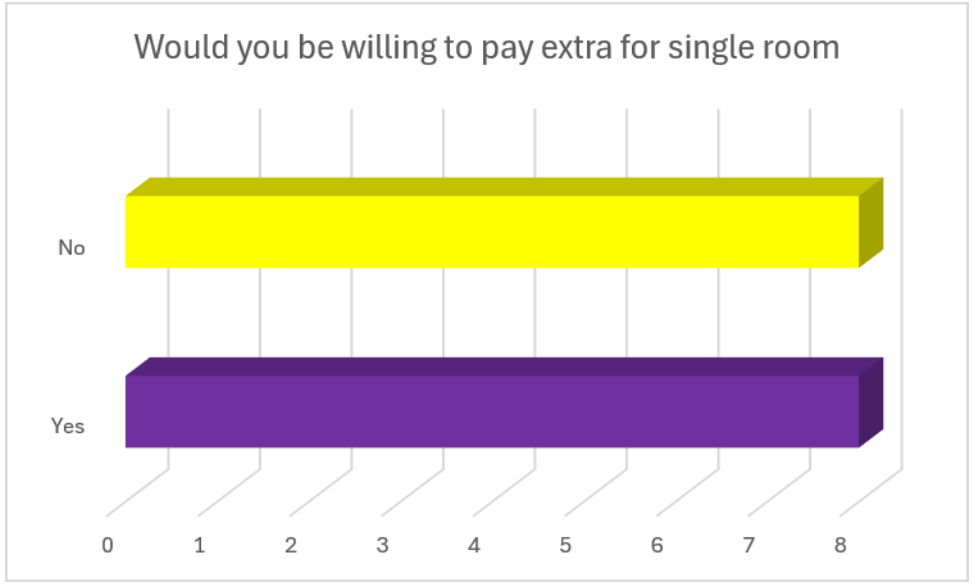


1.3

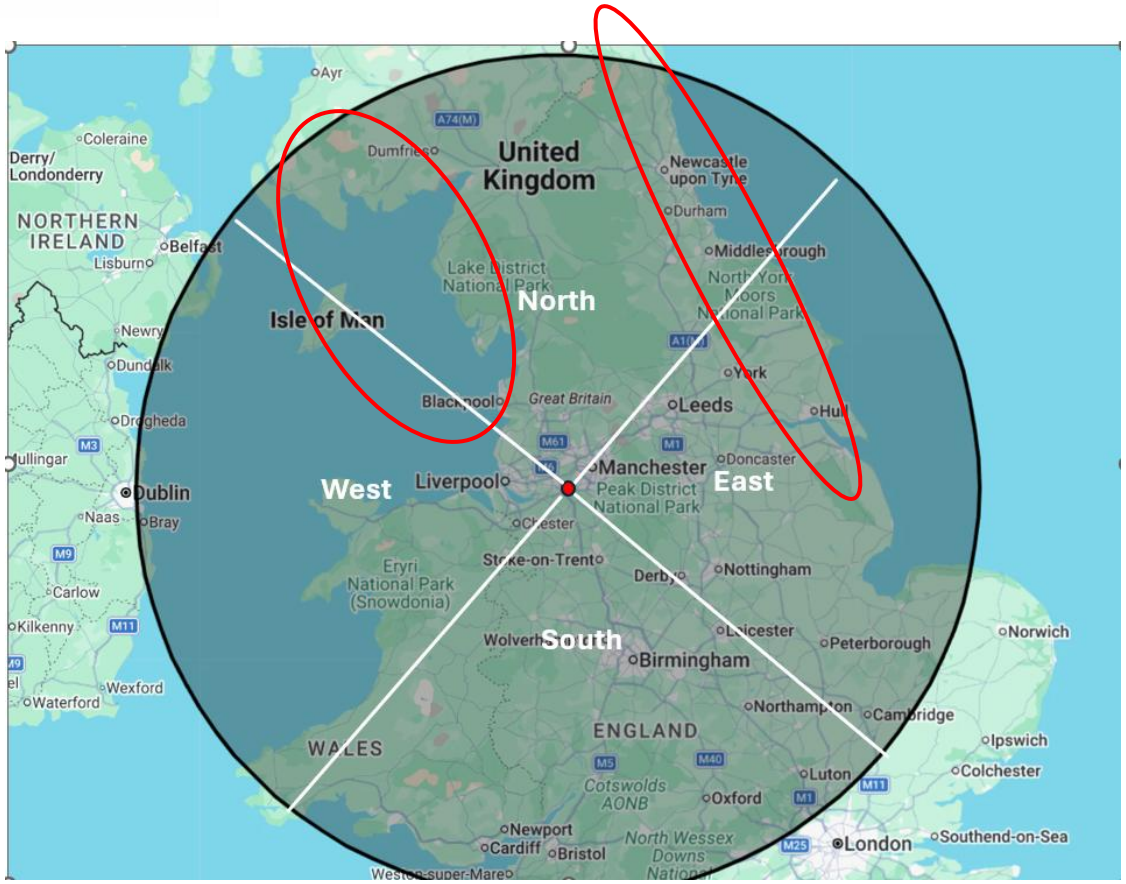
4-Nights


WEA Shirts
No
Yes
0
2
4
6
8
10
12
14


Should we only play for WEA not other trophies
No
Yes
0
2
4
6
8
10
12
14


Would you be willing to pay extra for single room
No
Yes
0
1
2
3
4
5
6
7
8

Conclusion – Blueprint for a TAGGS WEA…



- Cost £450-600 all in
- 3hrs Drive (150 miles) - maximum
- North or Northeast Location (East at a push)
- Coastal Location (town or village)
- Links preferable, but maybe a mix of courses is good
- Private Hotel will be great, but a good complex may be OK
- Hotel as important as the golf – preferable to play at least 1 super course, but not at expense of hotel.
- Hotel to all courses 20/30 mins max drive.
- 3-Night stay (with planning for 2-night stay if required/wanted)
- WEA T-shirts ✓
- Play for non-WEA Trophies ✓
- Accommodation = 50/50 single and twin

Conclusion – Potential Destinations



1	SE Scotland	Berwick/Dunbar
2	Northumberland	Duntstanburgh/Slaley Hall
3	SW Scotland	Kirkudbright/Borders
4	Newcastle/Middlesboro	Alnwick etc..
5	Cumbria	Seascale/Workington
6	East Yorks	Riding/Scarboro
7	Nth Lincs	Cleethorpes
8	Lancashire Coast	Fylde/South Lakes

Potentials need to be priced and ensure they fill the blueprint criteria – just FYI presently…