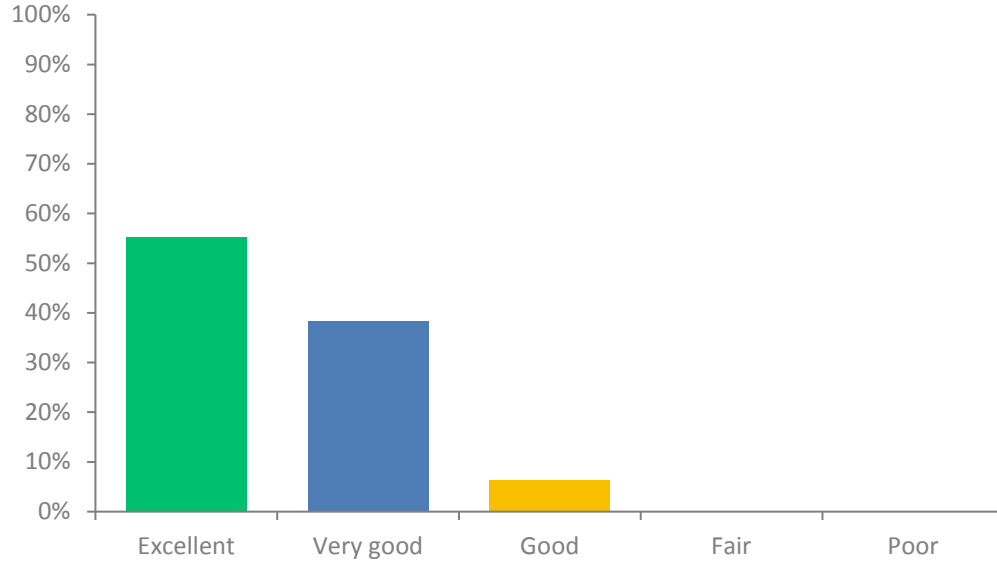


# The Suffolk Coast Tourism Conference Feedback 2022

Tuesday, 29 December 2022

# Q1: Overall, how would you rate the event?

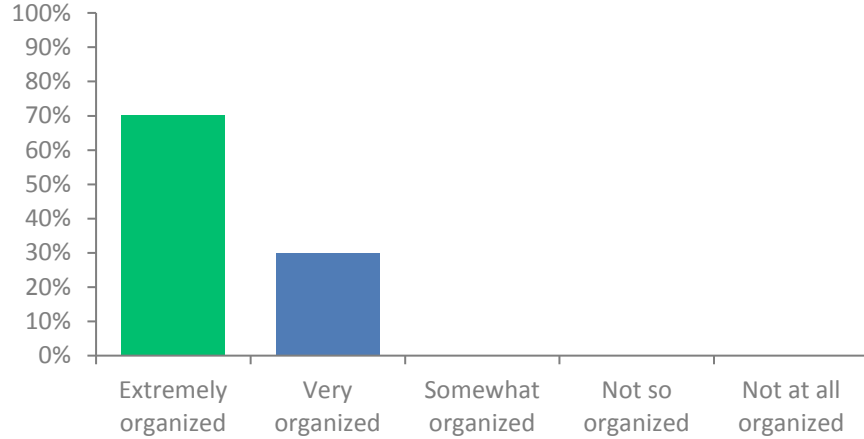
Answered: 47 Skipped: 0



ANSWER CHOICES	RESPONSES	
Excellent	55.32%	26
Very good	38.30%	18
Good	6.38%	3
Fair	0%	0
Poor	0%	0
<b>TOTAL</b>		<b>47</b>

## Q2: How organized was the event?

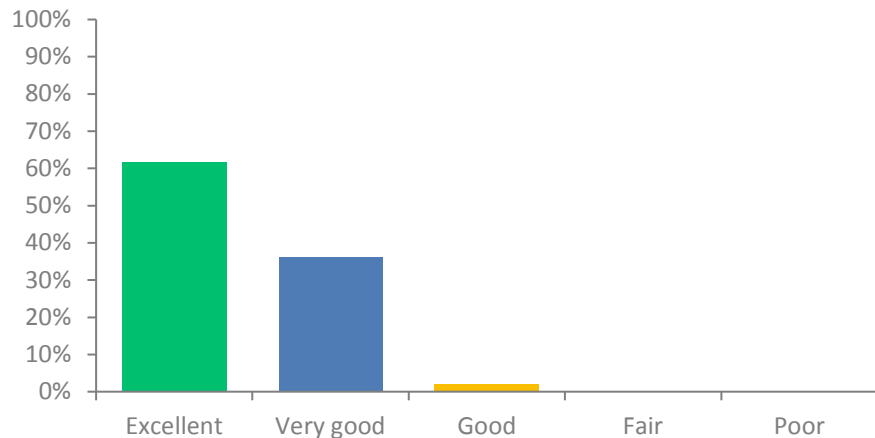
Answered: 47 Skipped: 0



ANSWER CHOICES	RESPONSE S	
Extremely organized	70.21%	33
Very organized	29.79%	14
Somewhat organized	0%	0
Not so organized	0%	0
Not at all organized	0%	0
<b>TOTAL</b>		<b>47</b>

### Q3: How would you rate the facilities at the conference venue, for example, car parking, the room, audio visual equipment, staff etc.

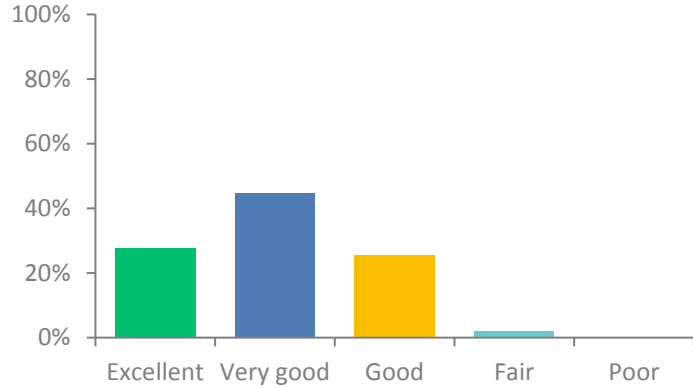
Answered: 47 Skipped: 0



ANSWER CHOICES	RESPONSES	
Excellent	61.70%	29
Very good	36.17%	17
Good	2.13%	1
Fair	0%	0
Poor	0%	0
<b>TOTAL</b>		<b>47</b>

## Q4: How would you rate the catering provided at the conference?

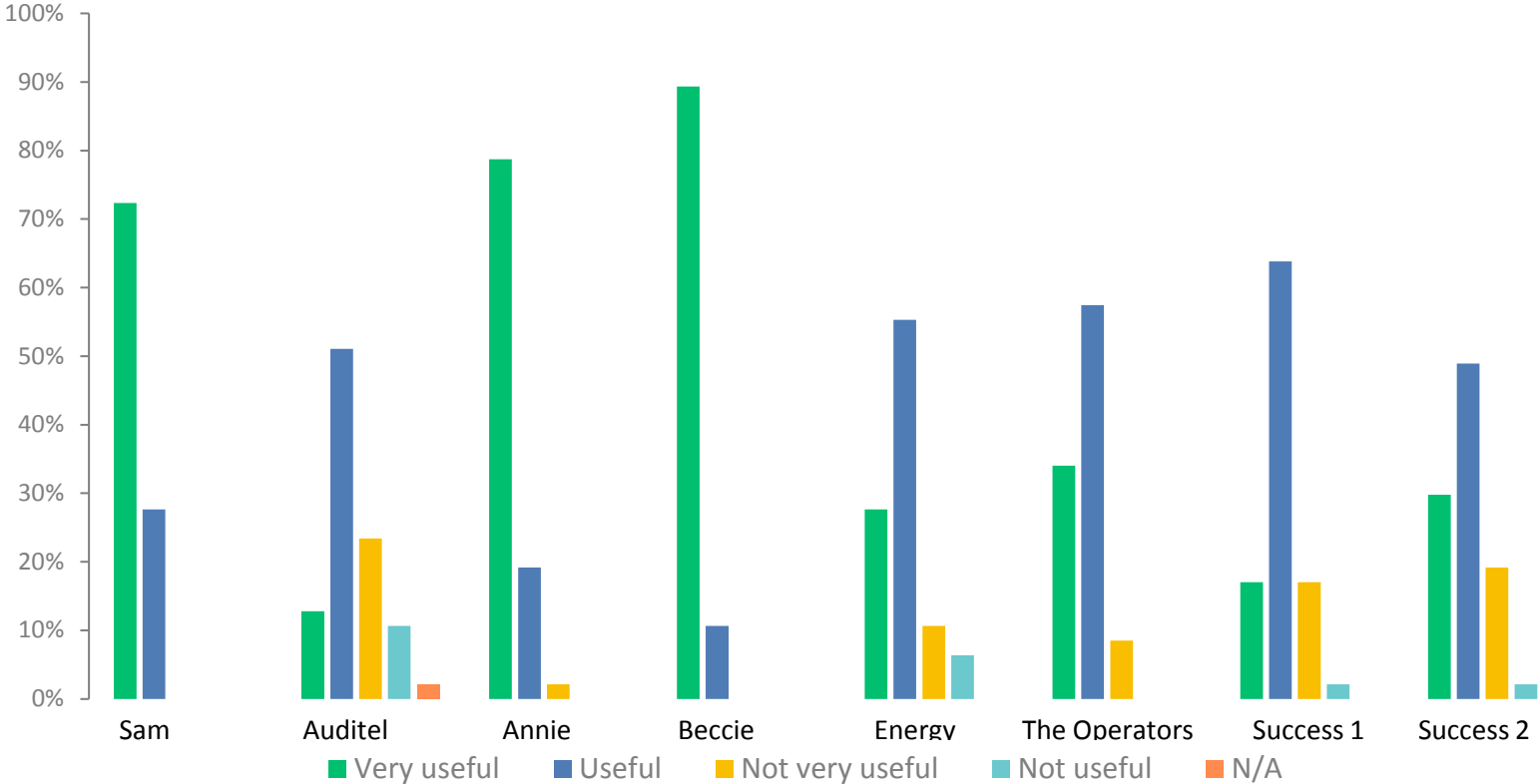
Answered: 47 Skipped: 0



ANSWER CHOICES	RESPONSES	
Excellent	27.66%	13
Very good	44.68%	21
Good	25.53%	12
Fair	2.13%	1
Poor	0%	0
<b>TOTAL</b>		<b>47</b>

# Q5: How useful was the session content, please give an answer for each session:

Answered: 47 Skipped: 0



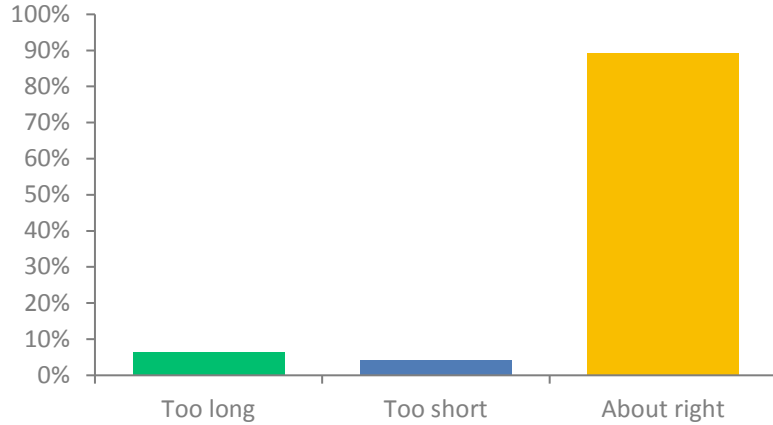
## Q5: How useful was the session content, please give an answer for each session:

Answered: 47 Skipped: 0

	VERY USEFUL	USEFUL	NOT VERY USEFUL	NOT USEFUL	N/A	TOTAL
Sam – Year of the coast	72.34% 34	27.66% 13	0% 0	0% 0	0% 0	47
Auditel – lowering costs	12.77% 6	51.06% 24	23.40% 11	10.64% 5	2.13% 1	47
Annie – DMO update	78.72% 37	19.15% 9	2.13% 1	0% 0	0% 0	47
Beccie – Cost effective social media tools	89.36% 42	10.64% 5	0% 0	0% 0	0% 0	47
Harry & Paul - Updates on Sizewell C and other energy projects	27.66% 13	55.32% 26	10.64% 5	6.38% 3	0% 0	47
The Operators – Nick, Tim, David Scott	34.04% 16	57.45% 27	8.51% 4	0% 0	0% 0	47
Paul - Success Part 1 - Felixstowe & Lowestoft	17.02% 8	63.83% 30	17.02% 8	2.13% 1	0% 0	47
Genevieve - Success Part 2 - First Light Festival	29.79% 14	48.94% 23	19.15% 9	2.13% 1	0% 0	47

## Q6: Was the event length too long, too short or about right?

Answered: 47 Skipped: 0

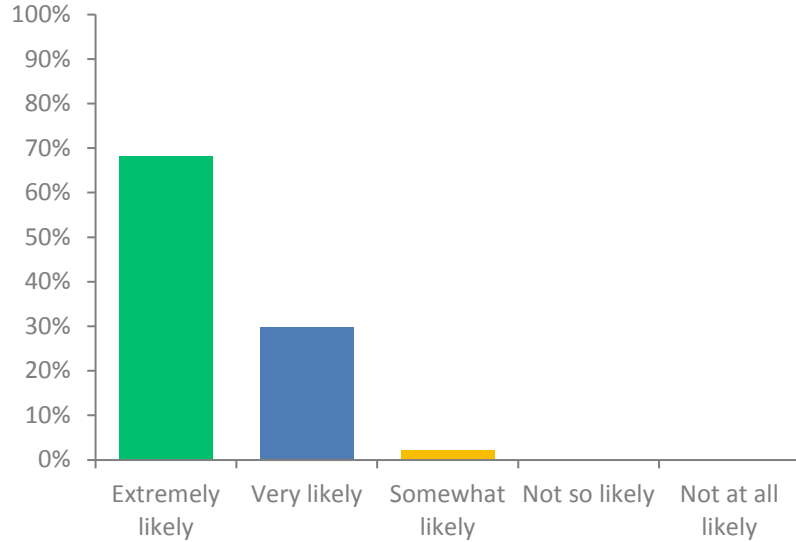


ANSWER CHOICES	RESPONSES
Too long	6.38% 3
Too short	4.26% 2
About right	89.36% 42
TOTAL	47



# Q7: How likely are you to attend a similar event again in the future?

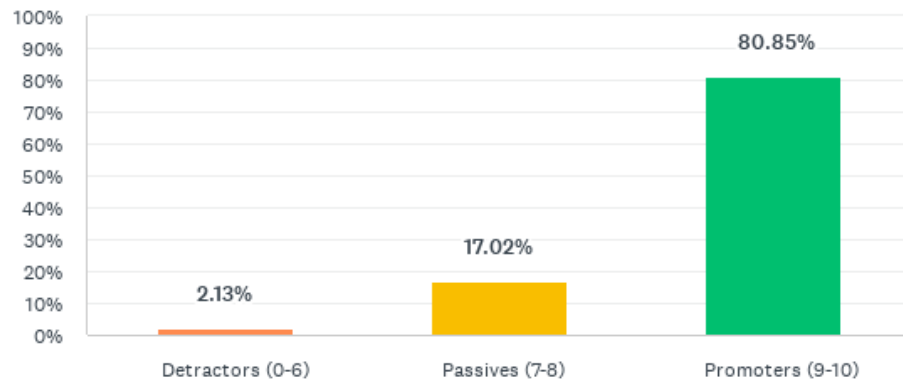
Answered: 47 Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremely likely	68.09%	32
Very likely	29.79%	14
Somewhat likely	2.13%	1
Not so likely	0%	0
Not at all likely	0%	0
<b>TOTAL</b>		<b>47</b>

# Q9: How likely is it that you would recommend this company to a friend or colleague?

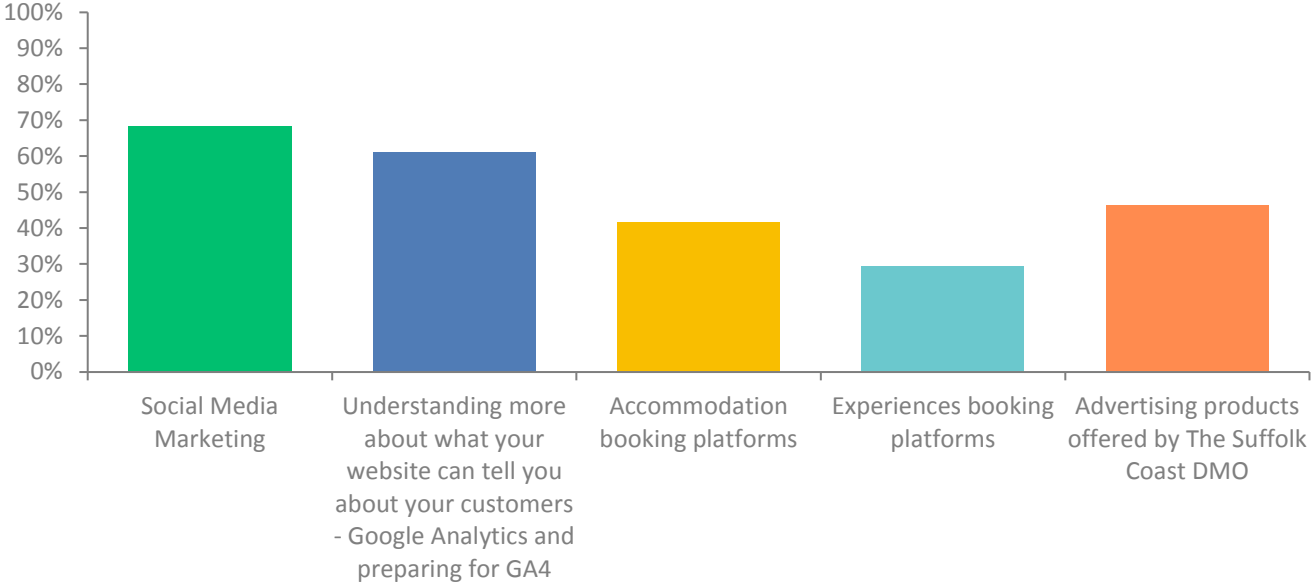
Answered: 47 Skipped: 0



DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER® SCORE
2.13%	17.02%	80.85%	79
1	8	38	

**Q11: The Suffolk Coast DMO would like to be able to offer workshops at a reduced cost for members in the future. Please let us know the topics that would be useful for you and your business by ticking the boxes below and using the comment box to tell us more.**

Answered: 41 Skipped: 6



**Q11: The Suffolk Coast DMO would like to be able to offer workshops at a reduced cost for members in the future. Please let us know the topics that would be useful for you and your business by ticking the boxes below and using the comment box to tell us more.**

Answered: 41 Skipped: 6

ANSWER CHOICES	RESPONSES	
Social Media Marketing	68.29%	28
Understanding more about what your website can tell you about your customers - Google Analytics and preparing for GA4	60.98%	25
Accommodation booking platforms	41.46%	17
Experiences booking platforms	29.27%	12
Advertising products offered by The Suffolk Coast DMO	46.34%	19
TOTAL		101