

Customer Experience Research

London Development Agency

The South and East regions of the Mayor of London's London Development Agency (LDA) recently published their Tourism Strategy and Action Plans to maintain and develop London as a top international destination and the principal UK gateway for tourism.

MSB was invited by the LDA to design and deliver a major quantitative visitor experience study covering the South and East Regions of London.

The aim was to provide reliable data and intelligence to inform and refine each region's Strategy and Action Plans. The research enabled the LDA to better understand existing visitors' experiences, motivations and movements.

1,500 face to face interviews were carried out by MSB at 18 different venues covering a wide range of visitor attractions, including museums, sports facilities, entertainment, shopping attractions, theme parks, and cultural & heritage sites.

During each interview, visitors were invited to provide their motivational reasons for choosing

the location, and to evaluate how satisfied they were in the light of their experience. Visitor feedback on accommodation, length of stay, modes of transport, and demographics were also explored in order to provide a better understanding of a 'London Visitor'.

At the conclusion of each reporting period, MSB submitted to the LDA sub-regions a detailed analysis of respondents' feedback, including a clear indication of areas of strength and areas for improvement, together with recommendations for action.