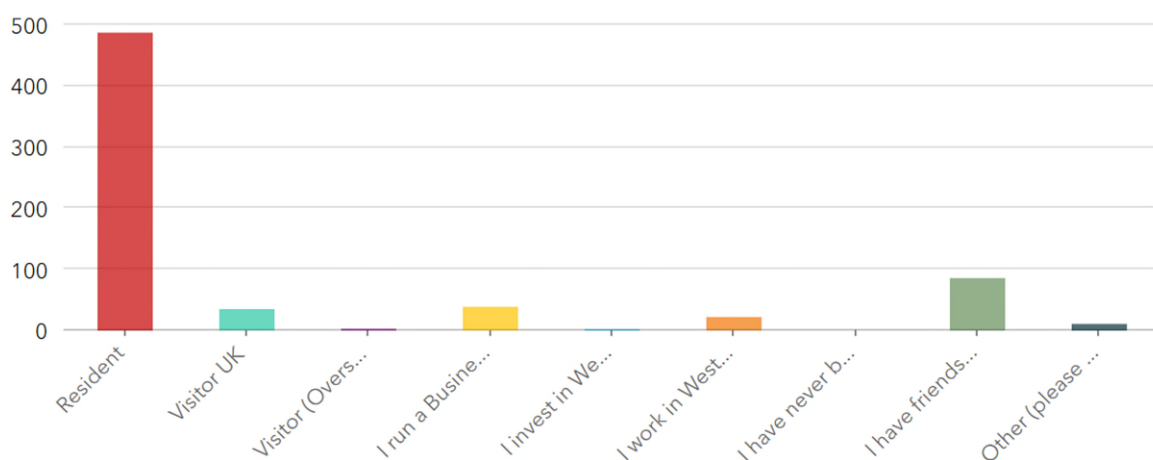


Visitor Levy – Stage 1 Survey Summary Results

Thank you to everyone that took the time to complete the stage 1 survey. This report provides a summary of the stage 1 survey results relating to the potential implementation of a Visitor Levy in West Dunbartonshire.

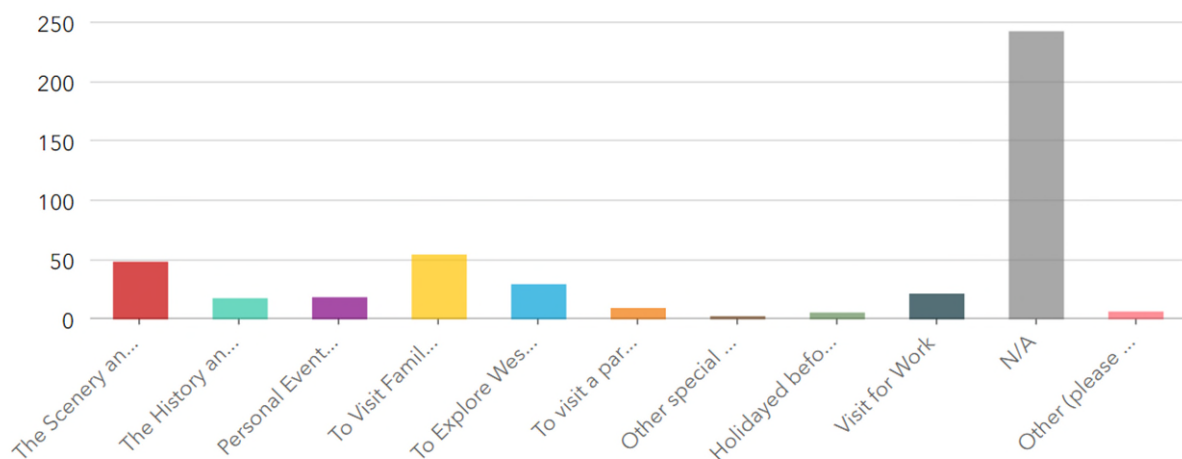
In total, there were **563** responses to the Stage 1 survey. The majority of the people that completed the survey were residents of West Dunbartonshire (86.5%). Only 6.7% of respondents identified as visitors to the area along with 15.3% of respondents having friends or relatives that live within the West Dunbartonshire area. Business owners equated to 6.9% of respondents.

What is your connection with West Dunbartonshire?



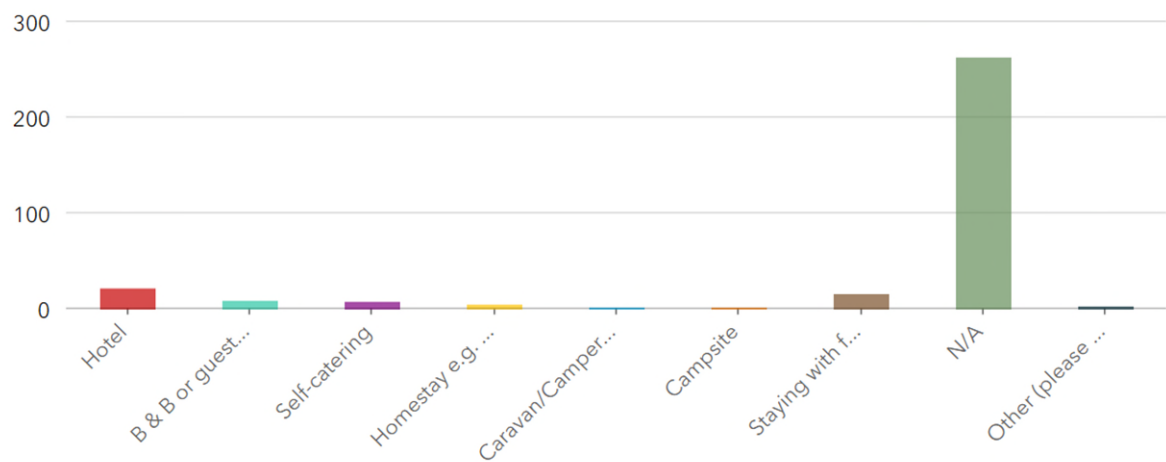
The survey asked visitors what attracted them to the local area, the top reasons for visiting West Dunbartonshire were to visit family and friends, the scenery & landscape, to explore West Dunbartonshire and its surrounding areas/rest of Scotland and to visit for work. Other reasons provided for visiting the area included visiting the National Park, shopping and watching Dumbarton Football Club.

If you are a visitor, what attracts you to West Dunbartonshire?



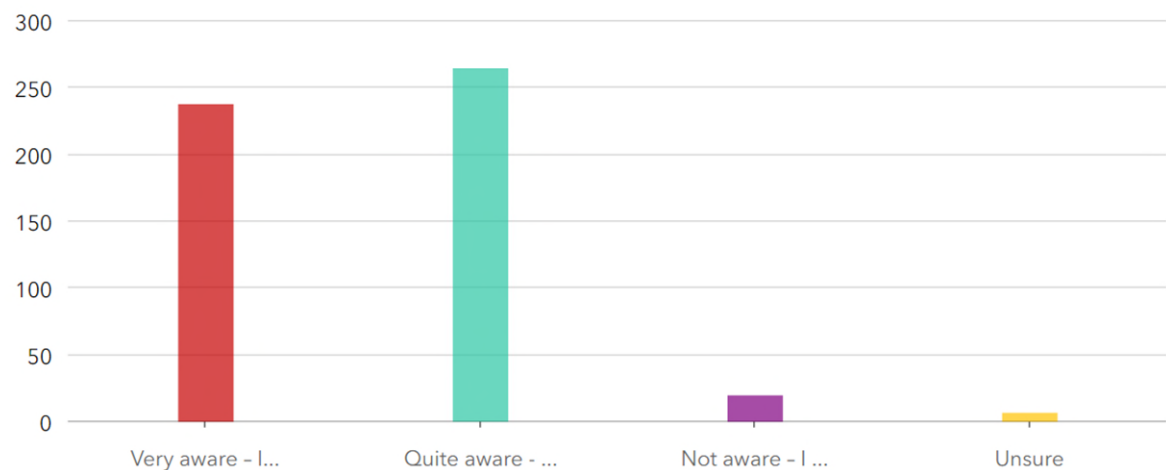
The visitors who completed the survey had stayed in various types of accommodation which included hotels, guest houses. B & B's, self-catering and staying with their family and friends. Most visitors indicated that they had stayed in mid-market or budget accommodation.

If you are a visitor to West Dunbartonshire, what type of accommodation do you usually stay in?



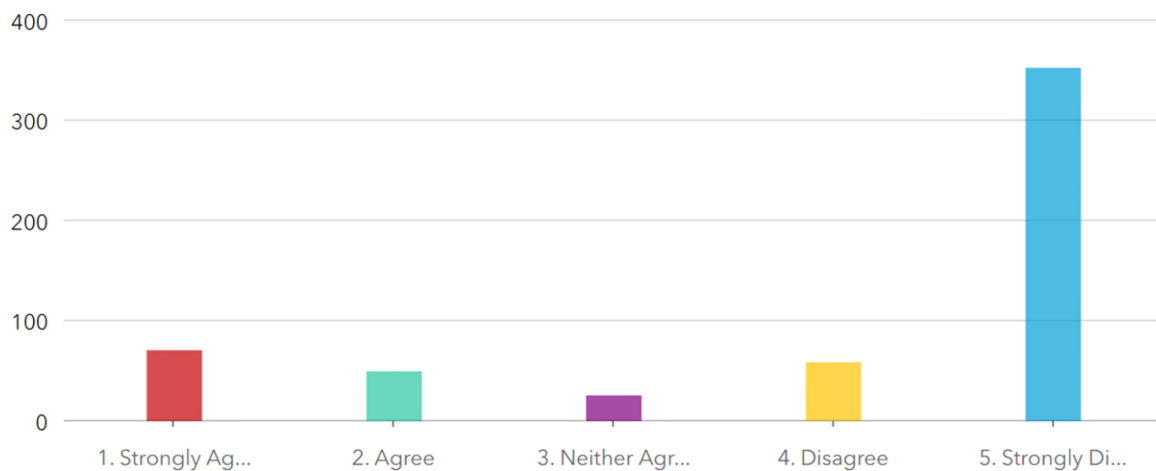
The survey results showed that respondents are aware of what a visitor levy is with 89.3% stating that they were either very aware or quite aware of what a visitor levy is, only 4.7% of respondents were either unsure or had not heard of a visitor levy.

How aware are you of what a visitor levy is?



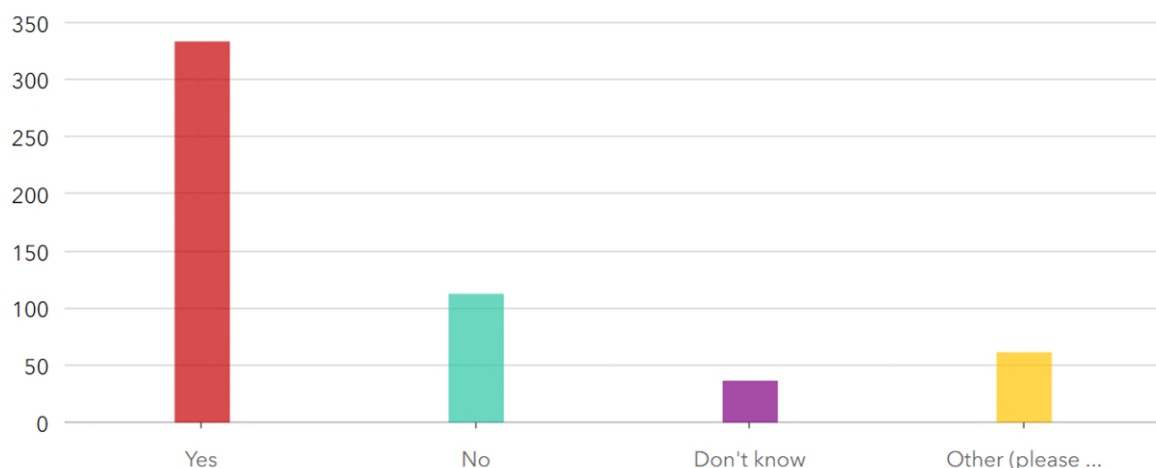
Overall, respondents were not supportive of introducing a visitor levy within West Dunbartonshire. In total, 73% of respondents strongly disagreed/disagreed with implementation of a visitor levy. Only 22% of respondents showed general support for introduction of a levy with 5% neither agreeing nor disagreeing.

Overall, on a scale of 1 to 5, where 1 is totally in favour and 5 is totally against, how would you rate your general support for introducing a Visitor Levy in West Dunbartonshire?



In general, respondents did think there should be a cap on the maximum number of nights that a visitor levy should be paid if implemented in the West Dunbartonshire area with 60% agreeing that a cap should be in place. However, 20% did think that there shouldn't be a maximum cap on number of nights.

If implemented, do you think there should be a cap on the maximum number of nights that a visitor should pay a levy in West Dunbartonshire?



If a visitor levy were to be implemented the income must be spent on developing supporting and sustaining facilities and services which are substantially for or used by persons visiting overnight for leisure or business purposes. Keeping the area clean and tidy came out top of the survey as what respondents would like to see the income spent on with 56% voting for that option closely followed by Transport services and infrastructure with 41%. Council parks and greenspace were also highly rated with 38% and Culture, Heritage & Events were also viewed as important with 25% of the result. (respondents could tick more than one box). Other responses to this question included suggestions such as using the income to improve leisure centres, improve the congestion on A82, fixing woodland paths and creating tourism attractions.

The Visitor Levy (Scotland) Act stipulates that the net proceeds of a visitor levy must be spent on developing supporting and sustaining facilities and services which are substantially for or used by persons visiting (overnight) for leisure or business purposes

and used by residents. If the Council was to introduce a levy, what would you like to see the levy income spent on?

