

Information needs of visitors at the Utrechtse Heuvelrug



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Executive summary

This study focuses on the local information needs of visitors of the Utrechtse Heuvelrug. As a DMO it is crucial to understand the behaviour of the visitors at your destination, especially in the dynamic industry with the continuous developments. Therefore the objectives of this research are to create an insight into the local information needs of the visitors of the Utrechtse Heuvelrug and to advise VVV Nederland and RBT Heuvelrug & Vallei about those local information needs. The topics covered to create an insight into the local information needs are: the visitors' profile, the information searched for, the information sources used and the factors visitors find important during the information search. This research was carried out for the organization VVV Nederland. VVV Nederland is an organization within the tourism, hospitality and leisure industry. VVV Nederland is a company that executes the VVV License, of which the knowledge network Kennisnetwerk Destinatie Nederland is a part, and that executes the VVV gift cards.

To outline a broader background, a literature review was written. Literature was consulted on the visitors of the Utrechtse Heuvelrug, in which the type of visitor is outlined, as well as the image of the region. Moreover, the customer journey and its phases are described, as well as the information search in tourism and the information search of visitors while being at the destination. The information search in tourism addresses the type of information searched for, but also which sources are used. Besides, there are some factors that can influence such as the length of stay, which are also addressed in the literature review. Finally, the needs of visitors in information search are explained and the literature review was discussed.

This study used a quantitative data collection method, namely via questionnaire surveys. The sample were the visitors of the Utrechtse Heuvelrug, covering tourists and day visitors. The questionnaires were distributed online via social media (Facebook, LinkedIn) and via the DMO's newsletter. In addition, data collection was done at touristic hotspots at the Utrechtse Heuvelrug, as online data collection only was not sufficient. The collected data (148 questionnaires) was analysed with the program SPSS, where descriptive statistics, crosstabs, and the chi-square test were used.

The study resulted in a description of the visitors' profile, insights in the information search, information sources used and what visitors consider as important. The visitors of the Utrechtse Heuvelrug are mainly day-visitors. The majority came to the Utrechtse Heuvelrug by car and leisure was the most common reason to visit. The activities undertaken by visitors the most were walking, biking and visiting a nature reserve. The information searched for can be connected to the activities undertaken, geographical information, information about sportive activities and attractions was consulted the most. The top three information sources to search for the desired, new information were Google, a VVV and flyers and brochures. Visitors of the Utrechtse Heuvelrug ideally search information (partly) only. However, with regard to the information source, the factual information did not come in first place in what visitors find important. Visitors find clear and topical information the most important.

Derived from this research, recommendations came forward. As this study confirmed that it is very important to research visitors, executing a (continuous) visitor research was suggested. Moreover, a recommendation was to set up a marketing campaign focused on for example age categories and activities undertaken. As insights in the sources used by each age group are generated, the marketing campaign can be targeted at those information sources. Moreover, a recommendation was to review the communication channels with a workgroup and adjust the communication channels where necessary.

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1.Introduction

Background

Nowadays, visitors are having high demands (O'Cass & Sok, 2015). According to Patrick Polie, CEO of VVV Zeeland, visitors have seen and undertaken a lot and they continuously would like to gain new experiences and desire to be informed in other ways. Information needs to be available anytime, anywhere and in any language. The need to experience 'things' is bigger than ever and visitors would like to gain an experience which is personal, accessible, special and local (Visit Veluwe 2017; VVV Zeeland & Kenniscentrum Kusttoerisme & NV Economische Impuls Zeeland, 2017; Gerlings, 2017).

Those trends, high demands of visitors, gaining new (personal, local, special) experiences, affect various organizations within the tourism and hospitality industry, such as VVV Nederland. The old franchise formula with regard to the VVV brand and location was outdated and therefore in 2017, the VVV License was introduced with new regulations, that were less strict. Moreover, the trends mentioned earlier, also affect DMOs. DMOs play a vital role in the marketing and promotion of the destination, therefore the key to successful destination management is to understand tourist behaviour in the various stages of the customer journey (Loncaric, Basan & Markovic, 2018). When visitors have reached the destination, there are a lot of options on how to be informed and inspired, namely websites, social media, applications and so on. Plenty information is available online, as well as offline. Offline information is often available at places where visitors tend to go a lot: visitor information centres (VVVs), museums, hotels, and stores. Due to the changing needs of tourists, several DMOs had to reformulate their vision on hospitality and thus how needs of tourists could be met in order to provide excellent hospitality. This resulted in a transition in Dutch visitor centres, where it changed from a regular visitor centre into an experience centre/brand store, where the story of the destination is told and the marketing strategy of the DMO is visible. This is done in order to meet the needs of visitors and to become future-proof (Oud, Abbach & Kruijver, 2017).

Within the VVV License that was introduced in 2017, a knowledge network was set up. Knowledge network Destination Netherlands is a knowledge network, where 80 Destination Marketing Organizations (DMOs) and thus the VVV Licensees share knowledge and help each other on certain topics such as hospitality, domestic marketing, human resources, research, and social media. As hospitality is viewed by VVV Nederland as the main task of their VVV Licensees and thus DMOs, it is crucial, especially with the knowledge network, to understand tourist behaviour in the various stages of the customer journey. Hospitality within VVV tourist information offices is related to giving information and service delivery. In order to give the right information, insights are needed in the information needs of visitors.

Problem statement and research question

So, with the knowledge network that was just released, the goal is to cooperate by sharing knowledge and expertise within the network to improve skills and qualities. This is also done within the expert groups of hospitality, digital innovation, domestic marketing, and research. The two main pillars of the knowledge network destination Netherlands are city hospitality and visitor management. Within those pillars, insights in the customer journey is very important. Different customer journey models within the travel industry are used. However, in every model, there is a pre-trip phase, during the trip phase and a post-trip phase. Considering the pre-trip information search of visitors, a lot of insights are gained. Regarding the post-trip phase, visitors, in general, share their experiences. However, when visitors are at the destination, there are not as much insights in the information search. In some bigger cities and urban areas, a continuous visitor survey is done, in

order to gain insights in the visitor at the destination. This is corresponding with the observations of VVV Nederland. From the observations, it can be concluded that in general cities and urban areas are more developed when it comes to hospitality and the visitor experience. This is opposed to observations in more regional areas, where DMOs tend to struggle to keep up with trends and developments, as well as with getting an insight into the visitors and their needs. However, this is not applicable for every regional area in the Netherlands, there are also regional areas that apply trends and developments very well.

It can be stated that when being at the destination, a lot of insights on the information needs of visitors can still be gathered, especially in regional areas. As the insights in the during-phase are very limited. In order to gain this information, research must be done.

Arising from this problem, this brings forward the following research question:

“What are the information needs of visitors when being at the Utrechtse Heuvelrug in The Netherlands?”

In order to answer this question, the following sub-questions were formulated:

- Who are the visitors of the Utrechtse Heuvelrug?
- What information are visitors of the Utrechtse Heuvelrug searching at the destination?
- Which information sources were used at the destination to find the information?
- What do visitors of the Utrechtse Heuvelrug consider as important in the information search?

Objectives

The objective of this research is to help VVV Nederland, as well as RBT Heuvelrug & Vallei, to create an insight in the information needs of visitors when they are at the Utrechtse Heuvelrug, located in the Netherlands. The goal of the research is to find out what the information needs are and what VVV Nederland and/or the RBT Heuvelrug & Vallei (and all the other License-takers) could do to meet the needs of visitors. The results of this research will be used to advise VVV Nederland and the Utrechtse Heuvelrug about the information needs of tourists. In the future, this could eventually lead to serving the visitors better and to improve hospitality. What will not be researched specifically is the satisfaction with the DMO's services or the satisfaction with the information sources.

Readers' guide

In short, this subchapter will state what information can be found in which chapter. As seen, chapter 1 is the introduction. In the introduction, the background of the problem, the problem statement and research question, as well as the objectives of the research were stated. In chapter 2, the organization profile of VVV Nederland is described, in which the different departments such as the gift card and the VVV License are addressed, as well as the external environment in which the organization operates. In chapter 3, the theoretical framework is portrayed. The topics in the theoretical framework are the visitors of the Utrechtse Heuvelrug, the customer journey, information search, information search at the destination and the needs of tourists in information search. In chapter 4, the method used to carry out this research is described. In more detail, the methodology chapter describes the research design, data collection and respondents, research ethics and the data analysis. In chapter 5, the results of the research are described per subquestion, from where the discussion in chapter 6 is set up. In the discussion, the literature reviewed in the theoretical

framework is compared with the outcomes of the research. In chapter 7, the conclusion of the research is described, as well as recommendations.

2. Company profile

In this chapter, the organization for whom the research was executed is described, which is VVV Nederland. VVV Nederland is an organization within the tourism, hospitality and leisure industry. VVV Nederland started in Limburg in 1885, where different accommodation organizations started to cooperate to boost tourism in the area by creating information flyers, creating innovative promotional campaigns and by organizing tours. Within a short period of time, a lot of VVV tourist information centres emerged and cooperated. Besides being just a tourist information centre, the organization started to expand, which was done by doing more marketing activities and by selling more products (VVV Nederland, n.d.). Nowadays, there are 139 VVV visitor information centres and 185 VVV information points in the Netherlands (VVV Nederland, n.d.)

Today, VVV Nederland is a network organisation of the DMOs/CMOs/VVVs in the Netherlands and the creator and owner of several gift cards. The vision of VVV Nederland is to connect people and places with the VVV brand because the VVVs know which tourist and leisure activities there are in a destination. Besides, in general, the VVVs have insight in the needs and wishes of their target group. VVV Nederland connects people with people and/or companies through her sophisticated assortment of gift cards and loyalty products. Within this vision, VVVs and DMOs are essential partners. VVV Nederland's strategy is: VVV Nederland wants to realize contact moments, together with VVV Licensees and with consumers in as many ways as possible on relevant moments and places. During this contact, the actual demand regarding tourism, recreation, going out and shopping is met (VVV Nederland, 2014).

The company VVV Nederland can be split into two different departments, namely, the VVV Gift cards and VVV License. In the *Appendices in Appendix 1*, the juridical structure of VVV Nederland can be found.

VVV Gift cards

The origin of the gift card was to offer a product to attach organizations to VVV Nederland, but also to attach local and regional entrepreneurs to the local VVV, to generate (local/regional) income and create economic value. Since the first VVV present voucher, different kinds of gift cards were introduced. These are listed below:

- VVV Gift voucher, which became the VVV giftcard in November: which can be spent online and offline
- VVV Gift card, online gift card: can be spent in 350 webshops
- VVV Diner cheque, dining gift card: can be spent at 2000 restaurants
- VVV Holiday gift card, getaway gift card: can be spent at 2000 accommodations

Behind the VVV gift cards there are different departments, such as customer service, e-business, (online) marketing, administration, and logistics.

VVV License

In December 2016, the franchise formula for the VVV tourist information centres of VVV Nederland ended. Instead of a franchise formula with restrictions on how VVV tourist information centres should look, what VVVs should sell and what VVVs can and cannot do, the VVV License got introduced. The VVV License is more flexible and there are fewer restrictions. The motivation behind this change in policy is ongoing trends in the tourism and hospitality industry, such as place branding and the importance of sharing the DNA and storytelling, as well as feedback from the franchise formula takers. This results in the VVV brand being a mean or a tool to show that visitors can get tourist information there, instead of the brand that regulates the look, what tourist information centres can and cannot do in the light of the VVV brand.

The VVV License consists of three components and it supports VVV Licensees, (DMOs/CMOs) in the Netherlands. Firstly, one of the components of the VVV License is that VVV Nederland let DMOs and CMOs use the brand of VVV and by collectively promoting the VVV brand. This can be done because the VVV is a well-known brand with 98% of the Dutch knowing the brand.

Secondly, the VVV License ensures product and service exchange. VVV Nederland exchanges the NDTRC (National Database for Tourism, Recreation, and Culture), which is the biggest digital database of the Netherlands with an import-, storage- and export module. With this database, applications, websites and digital information points can be managed. VVVs can send their data, so it will be published on the website, application and digital information point. When a VVV license-taker already owns a website, then the VVV License ensures that they have VVV API. The VVV API gives the opportunity to collect data from the NDTRC that is needed for a specific website or application from the NDTRC license-taker. Another exchange of products and services by VVV Nederland and their VVV License is to provide digital touchscreen: VVV information points. Those points can be found in malls, museums, hotels, public transport areas and for example in restaurants (VVV Nederland, n.d.). Thirdly, the VVV License initiates a knowledge network: Knowledge network Destination Netherlands (KDN) for DMOs and CMOs. Through this network, all the tourist offices, DMOs and CMOs can use each other's expertise and can help each other reaching their goals. The network initiates different expert groups, each expert group focuses on a different topic, such as hospitality, research, domestic marketing, digital innovation, human resources and social media. The vision of this knowledge network is: 'Destination Netherlands is the knowledge network from, to and by destination and city marketing organizations in the Netherlands'. The mission of the knowledge network is: to improve (skills/qualities) with each other. Through sharing knowledge, as well as cooperating with each other, the knowledge network contributes to the development, cooperation, and reinforcement within the field and activities.



Image 1: Visualization VVV License

External environment

VVV Nederland belongs to the tourism, hospitality and leisure industry. This industry is a dynamic industry, due to ongoing trends and developments within the industry. Those trends and developments influence activities and choices of VVV Nederland and determines its opportunities and risks. Currently, some important trends and developments in the tourism, leisure and hospitality industry are for DMOs and CMOs to exude their DNA, their uniqueness, their typical aspects and

their theme in their marketing and promoting activities. This is a consequence of the changing needs of tourists, as tourists would like to gain a local, authentic, personal experience. This influenced VVV Nederland in the decision-making when coming up with the new VVV License, where the old more strict franchise formula ended. It also influences the visions on hospitality, which in some cases, needed to be reformulated in order to provide excellent hospitality. Besides, another development is to cooperate with different stakeholders within the industry. This is visible in the destination network, where different DMOs, CMOs, and Licensees are cooperating in order to improve skills and qualities.

Over the past years, municipalities and governments favour online above offline tourist information and therefore they are putting more money into online tourism websites (Davies, 2011). This results in receiving less funding to operate such tourist information offices. This also happened in the Netherlands, where some VVVs in smaller cities and villages had to close over the past years (Smit, 2012). However, instead, a substantial amount of new or renewed VVVs opened over the past years. As visitors are looking for authentic, personal, and local experiences, which can be provided in the local VVVs and tourist information offices, a change in those VVVs/tourist information offices is noticed. Traditional VVVs are transformed to brand stores, stores where the local DNA is exhibited and where interaction is key. Those renewed VVVs meet the needs of visitors better than older, traditional VVVs.

So, the trends and developments are very important for the industry. It can either be an opportunity to grow for an organization or a risk when organizations do not adapt trends. In observations of VVV Nederland, it can be concluded that DMOs and CMOs in urban areas are more developed when it comes to the hospitality and visitor experience. In urban areas, trends seem to be adapted better, in contrast to regional areas. Tourist information offices in regional areas tend to lack innovation and struggle with keeping up with the trends.

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3.Theoretical framework

In the theoretical framework, concepts related to the research are discussed. Those concepts are the visitors of the Utrechtse Heuvelrug, the customer journey, information search in tourism, information search at the destination, information needs of tourists. To conclude the theoretical framework, there is a discussion of all the concepts and especially information relevant to this research.

Visitors of the Utrechtse Heuvelrug

This research is focusing on the visitors of the Utrechtse Heuvelrug, located in The Netherlands. However, visitors is a broad term that can be divided into more specific type of visitors. The World Tourism Organization, UNWTO, defined those types. Firstly, a tourist is a visitor, but a visitor whose trip includes at least one overnight stay. This is in contrast to a same-day visitor (or a so-called excursionist), who comes and leaves on the same day and is less than 24 hours at the destination (UNWTO, 2015). In more detail, KennisAs (2009) formulated holiday as a visit with a minimum of one night in an accommodation that is not the main accommodation. Moreover, a day out is defined as a recreational activity for at least two hours from home without an overnight stay somewhere else. Those definitions are maintained in this research.

According to Sanne van Tuijl, the online marketer at RBT Heuvelrug & Vallei, the regional marketing organization mainly focuses on Dutch visitors. According to Briene, Meurs, and Schellekens (2016), there were 18.9 million people in 2015 that went for a day out at the Utrechtse Heuvelrug and there were over two million overnight stays. According to an earlier research on the image of the National Park (Utrechtse) Heuvelrug in October 2017, the Utrechtse Heuvelrug is mainly visited by couples (41%), then by families (31%) and nine out of ten visitors are older than 35. In this research, it has been stated that the Utrechtse Heuvelrug is an attractive region for a day out. The Utrechtse Heuvelrug is viewed by visitors as an attractive walking area (82%), biking area (72%) and also as an attractive cultural area (53%). The top five reasons for a visit to the Utrechtse Heuvelrug are walking, relaxing, biking, spending time with family/friends and because it is close (OpdeHeuvelrug, 2017).

Customer journey

The concept of customer journey was introduced by Voss and Zomerdijs (2010). Voss and Zomerdijs (2010) described the service delivery as a journey. The journey starts before experiencing the service delivery and it does not necessarily end when a product or service is purchased. During that journey, there are different moments in which interaction between consumer and the company takes place. Those moments can be named touch points. Such a journey is often recurring because the evaluation of a service can lead to a repeat purchase. The customer journey can be used in different industries, but it fits in really well within the tourism and hospitality industry. Often, the customer journey can be divided into three phases: before, during and after. Different models on the customer journey within the travel industry exist. Capgemini (2015) initiates a customer journey for travel in 9 phases: becoming aware, orientating, booking and paying, preparing, travelling, the stay, doing, getting help, returning and evaluating. However, another similar model is presented by Buijtenendijk and van de Mosselaer (2014), through Google. The model is the holiday experience model in which five phases exist, which are: dreaming, planning, booking, experiencing and finally sharing. Whereas Kenniscentrum Kusttoerisme (2015) created a customer journey in travel, which consists of six phases: dreaming, orientation, booking, preparing, experiencing and sharing. In *table 1* the different models are shown.

	CAPGEMINI (2015)	BUIJTENDIJK & VAN DE MOSSELAER (2014)	KENNISCENTRUM KUSTTOERISME
PRE	Becoming aware Orientating Booking and paying Preparing	Dreaming Planning Booking	Dreaming Orientation Booking Preparation
DURING	Travelling The stay Doing Getting help	Experiencing	Experiencing
POST	Returning and evaluating	Sharing	Sharing

Table 1: Visualization different customer journey models in travel

As shown above, the different models have been portrayed in a table next to each other. With this table, it is easy to note differences between the models. It can be concluded, that Capgemini's model is more detailed and therefore has more phases than the other two models. Capgemini's model is especially more detailed regarding going to the destination and being at the destination, since travelling to the destination and returning home is included in the model, as well as the stay itself, doing (activities) while being at the destination and getting help. This is in contrast to KCKT and Buijtendijk & van de Mosselaer's models, where there is one phase of being at the destination, which is: experiencing. In the pre-trip phases, the models are quite similar since they all state either the dreaming or becoming aware phase and then the orientation/planning which is followed by booking (and paying). Each customer journey model should be viewed as a tool to get insights into the experience of the different touchpoints between the customer and the sector. Within those touch points, the needs of the customers must be met or must meet their expectations (Kenniscentrum Kusttoerisme, 2015).

Information search in tourism

Consumer behaviour in tourism begins with gaining and selecting information, just as in many industries. Gaining and selecting information is an important player in the customer journey, it is done extensively before going on a trip, but also when being on the trip itself.

As cited in Fodness & Murray (1997), Moutinho (1987) defined information search as an expressed need to consult various sources prior to making a purchase decision. Especially in the tourism industry, the tourist is highly involved in information search, because the risk factor of purchasing a tourism product is viewed as high. Besides, if a tourist is unfamiliar with a new destination and as destinations are intangible, the risk factor can be influenced and thus the involvement of information search. Information search is a dynamic and unmissable process, where individuals tend to use different types of information sources, as a response to their information needs, to facilitate travel planning (Coromina & Camprubí, 2016; Lya & Hwang, 2015).

Information can be divided into internal and external information. Whereas internal information is the information acquired from previous searches and past experiences, external information focuses on new information from the environment and is often consulted when the internal information from the long-time memory is not enough. (Coromina & Camprubí, 2016; Lya & Hwang, 2015). Nowadays, information search is done mainly through the internet. It is nothing new that the internet changed a lot in the world and how people live and especially how people search for

information. Especially with the arrival of social media, which has introduced the Travel 2.0 phenomenon and is characterised by social interaction and the exchange of travel-related content between tourists on the internet (Mak, 2017). This was noticed in a recent study of Amsterdam Marketing (2016), where the metropolitan researched the visitors' characteristics, such as the length of stay, travel companionship, activities done and the information search. First of all, the information search was depending on if the visitor had visited Amsterdam before. In total 79% stated to have consulted information. There are different kinds of information sources, such as the traditional sources: travel agency, VVV (tourist information office) or brochures/flyers from. In the study of Amsterdam Marketing, the use of traditional sources has declined significantly: travel agency -40%, VVV -38%, and brochures/flyers with approximately 35%. Instead, visitors used online sources a lot more, such as user-generated websites 13%, social media 6%, blogs 4% and applications 4%. Besides, friends, family, and relatives are still an important source of information. Almost 29% uses the advice of a friend, relative or family member, in particular in the orientation phase (Amsterdam Marketing, 2016). Moreover, travellers tend to use social media a lot to search for a potential holiday destination, as well as to search for accommodation and leisure activities offered at the destination (Usakli, 2017). The most used social media websites for searching information about a destination are Wikipedia, Facebook, and YouTube. Especially younger travellers tend to trust social media more when making decisions regarding travelling (Yang & Wang, 2015). With regard to information search in the holiday travel planning or when buying a tourism product, the information search can be divided into three phases, just as in the customer journey. These phases are information search before, during and after the trip.

Influences on the information search

As mentioned earlier, the research of Amsterdam Marketing showed that repeat visitors have a different information search pattern, compared to first-time visitors. Besides visiting a destination for the first or for example second time, there are other factors that can influence the information search of visitors.

For instance, demographic characteristics can influence the kind of information sources used. Whereas young adults with the ages varying from 18-29 are the most likely to use social media (approximately 90%), in the group of 65+, only 35% is using social media (Perrin, 2015). Other studies also state that education and income may influence the information search. In the study of Fodness and Murray (1997), the traveling party did not influence the extent in which information was searched for or the extent of how much sources were used. However, the reason for the trip did influence the information search. If the reason was to vacation (leisure), more information was consulted. This is in contrast to when friends, family or relatives were visited, less information was consulted. Even the mode of travelling could influence the information search: when travelling by car, fewer sources were used to find information, whereas travelling by recreational vehicle (RV), truck or van was associated with more time searching for the information and more sources used. Besides, the length of stay, number of destinations visited, number of attractions visited and type of lodging was found to influence the information search. An increase in the length of stay, increased the time spent on consulting sources and the number of sources used. This is the same for the number of destinations and attractions visited, when visiting numbers of destinations and/or attractions, more sources were used for the information search. Another factor that can be linked to involvement in information search is expenditure patterns. A higher spending in tourism expenditures is linked to greater effort and time spend in information search (Fodness & Murray, 1997).

Information search at the destination

As mentioned earlier, the information search can be divided into three phases. As this research focuses on the information search at the destination and thus in the 'during' phase, it is important to research literature in this specific phase.

As described in '*Information search in tourism*' there are different types of information sources, namely traditional information sources (travel agency, tourist information centre, newspaper, flyers and brochures), online information sources (user-generated websites, social media, blogs, and applications) and friends, family and relatives (Amsterdam Marketing, 2016). When travellers have reached the destination, they tend to engage less in information search than in the pre-trip planning phase. Especially the use of social media declines (Usakli, 2017). Social media has been defined as 'a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content' (Zeng & Gerritsen, 2014). Social media channels can be divided into different types of how they look and what their function is: micro-blogs (Twitter), social networking sites (Facebook, LinkedIn), virtual world, collaborative projects, content communications and websites that are dedicated for feedback (Tripadvisor, Google Reviews) (Yang & Wang, 2015).

As Fotis, Buhalis & Rossides (2012) researched in their study on social media use during the holiday planning phase, they stated that during the holiday trip, respondents primarily used social media for a non-holiday related reason: to stay connected with their friends (50%), besides to find holiday related information, such as finding out specific information about attractions and leisure activities and looking for possible excursions (30%). Providing comments and reviews about the holiday experience, while at the destination, matched with only 17% of respondents. Besides, information search is done at the destination through reading reviews posted by others. This is done in order to compare different accommodations, activities and events and the opinions of others. Moreover, Buijendijk and van de Mosselaer (2014) state that visitors mostly use official destination websites when looking for information at the destination.

In addition, Lya, and Hwang (2015) stated that although the likelihood of visitors to visit a Visitor Information Centre (VIC) declined, it is still seen as a credible source. In general, visitors head to VICs to obtain appropriate travel information during the travel planning stage and to make adequate onsite decisions about attractions, accommodations, activities, and restaurants (Lya & Hwang, 2015). In the Netherlands, the most frequent asked questions at VVVs are: 'What can we do here?' and 'Where are the public toilets?'. However, a shift is noticed to questions such as: 'Where would you dine?' and 'What would you recommend?' which is pointing at the trend of the desire to live the local life (Schreuder, 2016). Moreover, visitors tend to visit a VIC when they are not able to find the desired information elsewhere. Although there is a lot of information on travel available, it can be confusing with different sources stating different information. Different studies state this dissatisfaction of visitors with regard to the confusion with information sources. In order to obtain credible travel information, tourists head to VICs, because the information given there is viewed as realistic and destination-based. Moreover a research conducted by Tourism Research Australia, it was found that even though the tourism and hospitality industry has changed rapidly due to digitalization, the visitor information centres (VICs) continue to be a reliable, as well as an important source when it comes to informing and teaching visitors about the destination, local areas, practices, tourism products in Australia. In addition, VICs were mostly used for maps, information on attractions, information on local activities and events in the area. Besides, information given in the VICs by staff members influenced the activities and the travel plans of visitors. After visiting a VICs, more attractions and events were visited than planned and more visitors made a day trip in the

surrounding area (Simpson, 2016). This was confirmed by Blauw's research (2011) on the value of VVVs. The process of making trip-related decisions, such as which activities to do, was influenced by a visit to the VVV. Moreover, a visit to the VVV influenced the visitors' expenditures. It has been stated that after visiting a VVV, the visitors spend more money during the stay.

Within visitor information centers, a lot of questions are asked of the personnel. Those questions can be categorized according to their function. A categorization is done by Tsui (1992), as was cited in De Ascanis, Gretzel, and Mistilis (2012), who categorized the questions in: giving information (inform), asking information (confirm), soliciting action (commit), asking agreement (agree), requesting repetition (repeat) or requesting clarification (clarify). Since not everything is necessarily applicable to questions in visitor centres, De Ascanis, Gretzel, and Mistilis (2012) stated that informing and confirming are appropriate in VICs. Other categories may appear as well, but De Ascanis, Gretzel, and Mistilis (2012) bear in mind the goal of a VIC visit. Of course, questions of repetition, clarification, and agreement are asked, but it is not the goal to go to a VIC to agree with the VIC staff. Besides informing and confirming, an often occurring question in a VIC is a question of recommendations. In the study of De Ascanis, Gretzel and Mistilis (2012), it appeared to be that most of the questions asked in VICs, were requests for information (83%). Next, requests for recommendations were asked 9% of the times, in contrast to requests for confirmation (8%). This division can also be applied for online information search: looking for information, looking for confirmation and looking for recommendations. Of all the questions asked, questions mentioning a specific type of a tourism product occurred 33% of the time of which 46% even named the name of the activity/organization/facility. Almost half of the time, 46%, questions about the place or destination were asked. The questions asked in VICs, as well as their functions can be transferred to variables of the online information search, which is done in this research.

Needs of tourists in information search

People have several needs, of which the basic needs are documented in the pyramid of Maslow. Also in the travel industry, travellers develop certain needs in specific areas. Needs can be developed by trends and developments, moments in life, moments when products or services are used, advertisements and highlighted products or services (van der Kooi, 2016). However, it is stated that a person does not have a specific need for a product or service, because the person is not aware of the need. At one point the awareness of the need will change and it will turn into a specific need (van der Kooi, 2016).

Also in the information search of tourists, certain needs are developed. Firstly, in the information search, tourists like to compare the offer in destinations, holidays, packages and prices on different travel related websites. Moreover, tourists find reviews and thus experiences of others important which can be reasoned with the trend that user-generated content is found to be more credible and real than content created by organizations (Mak, 2017). In addition, information should be available and accessible anywhere and anytime (Seeley, 2012). If tourists are searching contact with an organization online, a quick reply is hoped-for and needed (Hay, 2010). The content that is considered as important is information about events, attractions, and specific activities at the destination, as well as hotel and restaurant information and instructions on how to reach the destination and the hotspots. Textual and visual images of the destination have been stated to be very important in tourist information search. Overall it is concluded that marketing and basic destination information are the most important to tourists. Furthermore, DMO websites should be functional, simple and aesthetically pleasing (Loncaric, Basan & Markovic, 2018). Regarding the functioning of a website, it is preferred to have a well-functioning and quick website. Indeed, studies

confirm that a quicker loading time of a website can lead to an improvement of the conversion rate of the organization (Lindeboom & de Loor, 2015).

Finally, for online as well as offline information/service, it is also important to make the visitor/tourist feel at ease and to take care of the visitor. Fears and risks need to be minimized by visiting the website or for example a tourist information office. Fears and high risks refrain visitors from buying/doing something and therefore it is important to be transparent and clear about procedures or for example spaces available for an event. (Lindeboom & de Loor, 2015).

Discussion theoretical framework

This subchapter of the theoretical framework illustrates the discussion of the concepts described in previous subchapters that will be used to carry out this research.

Visitors is a broad definition that can be divided into tourists and same-day visitors. A tourist is a visitor whose trip includes an overnight stay and a same-day visitor is a visitor that comes and leaves on the same day. Those definitions will be maintained in this research. As for the visitors of the Utrechtse Heuvelrug, not a lot of information is collected yet. However, a recent study on the image of the Utrechtse Heuvelrug stated that the region is mostly visited by couples and it is mainly seen as a sportive area (walking and biking) (OpdeHeuvelrug, 2017). RBT Heuvelrug & Vallei mainly focuses on Dutch visitors and therefore this research is aimed at Dutch visitors. To map who the visitors are, there are some factors that are important to research in relation to the information search, such as: age, education, income, reason of the trip, mode of transportation, length of stay, previous visitation of the destination and how often the visitor goes on a holiday or on a day out.

This research takes place in the 'during' phase of the customer journey. Different models were described in the theoretical framework to portrait the customer journey in travel. The most relevant model for this research is Capgemini's (2015) customer journey with nine phases: becoming aware, orientating, booking and paying, preparing, travelling, the stay, doing, getting help, returning and evaluating. As this model includes the getting help phase and this research is focused on that topic in the 'during' phase, this model matches the most. During this phase, information has been searched for. Information search is a need to consult various sources before making a (purchasing) decision. Important information that is searched for by visitors is reviews, user-generated content, information on attractions/accommodations/events/ (leisure) activities/maps to make adequate decisions. (Usakli, 2017; Fotis, Buhalis & Rossides, 2012; Lya & Hwang, 2015).

To find the desired information, several information sources are consulted. Information sources can be divided into traditional sources (visitor information centers, flyers, newspapers, travel agencies), online sources (social media, (user-generated) websites, blogs, applications) and family/friends/relatives. Nowadays, information search is mainly done through the internet (Mak, 2017). The use of traditional sources declined significantly and the use of online sources inclined (Amsterdam Marketing, 2016). However, visitor information centers are still used widely to gather appropriate travel information, as the information given in a VIC is seen as credible, real and destination-based (Simpson, 2016). According to Ascanis, Gretzel & Mistilis (2012) questions asked in VICs can be categorized into a request for information, request for confirmation and request for a recommendation. In this research, those functions of questions will be transferred to functions of information sources to see which source is used to find what information. Moreover, when being at the destination, social media is generally used to stay connected, find travel related information and to share experiences.

To portray an example of what information needs of visitors could be, some needs of visitors are discussed in the theoretical framework. Some needs that came forward was the need to compare different topics, such as accommodations/prices/offers, as well as reviews of others. Moreover, the information needs to be accessible and available anytime and anywhere (Seeley, 2012). The websites need to be visually attractive, with textual and visual images. Moreover, the website needs to be quick, which means a quick loading time (Lindeboom & de Loo, 2015). Most importantly in online or offline communication with the visitors, there is a need to make the visitors feel at ease to eliminate risk factors that belong with buying or doing a travel-related product (Lindeboom & de Loo, 2015). To conclude, convenience is very important in which the faster the information searched for has been gathered, the better (Hay, 2010).

To conclude, the theoretical framework brought forward indicators that will be used in this research. A visual overview is presented below. However, the theoretical framework also shows that there are gaps of information, mainly in information search at the destination and needs of tourists.

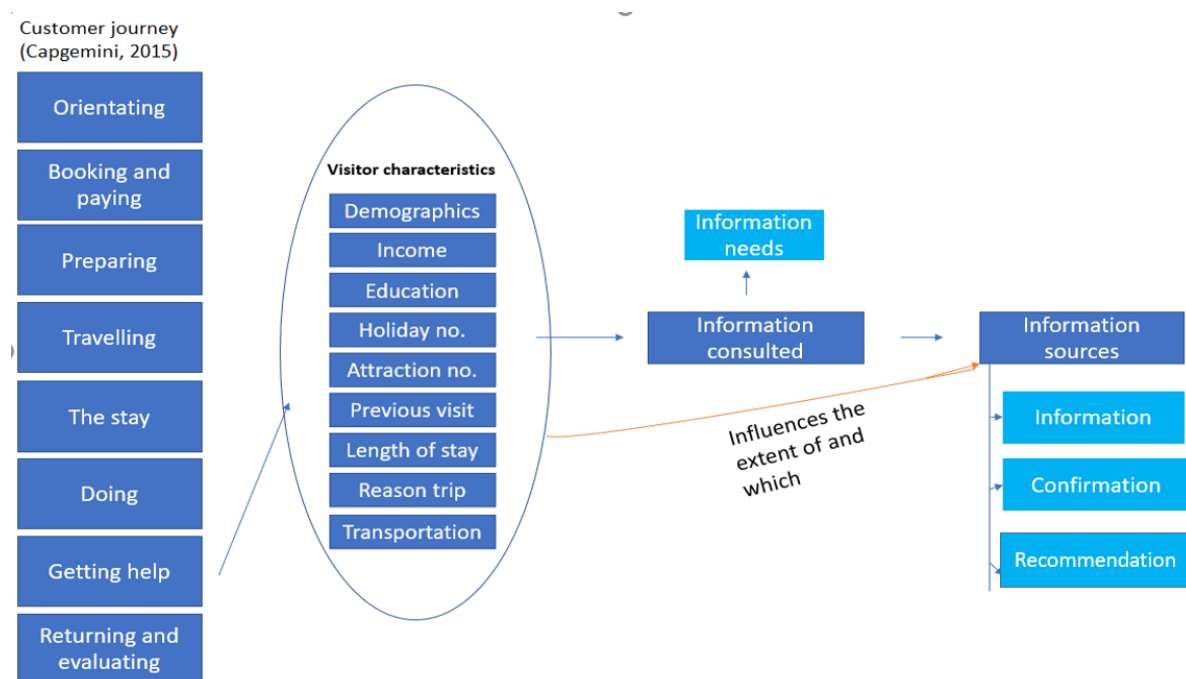


Image 2: Visual overview relationships theoretic concepts

4. Methodology

In this chapter, the methodology is described. In other means, the methodology described the way how the research was executed. Firstly, the research design is described, as well as the respondents and the data collections. Besides, research ethics and the data analysis are described.

Research design and method

The research on the local information needs of visitors of the Utrechtse Heuvelrug is a descriptive research, as there is a need on the local information needs. Descriptive research can also be described as exploratory research, which means that the research seeks to discover and point out relations and behaviour (Veal, 2006). The design of this research is survey research, therefore this research made use of a quantitative data collection method. The main reason that quantitative research was chosen, is because theory suggests certain relations between for instance demographic characteristics of visitors and the information search. With quantitative research, the researcher would like to see if those relations are applicable in this research and would like to point out differences and relationships between multiple topics. Besides, the constructs were feasible for numerical data and the data therefore could be transferred into numerable statistics. With the quantitative research, a questionnaire survey has been chosen, because it is a quick and efficient way of researching and collecting data.

Operationalization

In order to get to measurable questions, the abstract constructs needed to be operationalized. Firstly, by defining how to set up a visitor profile, then what information search is and what belongs to which dimension. Moreover, possible factors that influence the information search were stated. Thirdly, the information search at the destination will be defined and finally the needs regarding information search of tourists.

The operationalization of the constructs can be found in the *Appendices* in *Appendix 2*.

Questionnaire

From the operationalization of the constructs, the questionnaire survey was set up. The questionnaire survey is in Dutch, as the majority of the visitors of the Utrechtse Heuvelrug is Dutch and, as mentioned earlier, RBT Heuvelrug & Vallei mainly focuses on the Dutch visitor. As the sample of analysis were Dutch visitors that are spending their holiday or a day out at the Utrechtse Heuvelrug, located in the Netherlands, a questionnaire with two routes was set up. Overall the questionnaire survey is the same, however, in the questionnaire survey for tourists, two more questions were added about their accommodation and the location of the accommodation. The questionnaire survey is semi-structured, which means that the questionnaire survey contains open-ended questions, as well as closed-ended questions. For instance, for demographic characteristics, closed-ended questions were chosen. Closed-ended questions were also chosen for activities the visitors had done, which destinations they had visited and where an overnight visitor had stayed. For other questions, for example, how the visitor ideally would like to find their information it was the best to have open-ended questions, to let the respondents write a small narrative that will provide more insights in a specific topic. Important is to bear in mind that people are less likely to write long narratives within questionnaire surveys. The questionnaire survey is an important tool for the researcher to collect the desired data. However, with quantitative research, the researcher needs a decent number of respondents to make conclusions.

The questionnaire survey can be found in *Appendices* in *Appendix 3*.

Sample and sample size

After setting up the questionnaire, the data collection could begin. The sample of the research was visitors that are spending their holiday (tourists) or a day out (day visitors) at the Utrechtse Heuvelrug in the Netherlands. Among the visitors, it can either be a tourist who is staying for a longer period of time or a day visitor. Those terms have been defined earlier, in the theoretical framework. Dutch visitors were chosen due to the fact that they can provide the most relevant data regarding the research topic arising from their experiences and needs. The respondents were selected randomly, but as discussed in the theoretical framework the factors that can influence the information search were taken into consideration. These factors are the reason for the trip, length of stay, tourism expenditures, travelling mode, previous visitation to the destination and demographic factors.

The sample size was not calculated specifically, as there were no concrete insights into the number of visitors that visit the Utrechtse Heuvelrug either for a day or to vacation during the months February and March. However, based on Veal's (2006) approach, a population size from 500,000 up to an infinite number needs to have a minimum sample size of 384, with the confidence interval of 5% on a sample finding of 50%. For a population size of 1000, a sample size of 322 was calculated with the confidence interval of 5% on a sample finding of 50%. Therefore, with the commissioners (HZ University of Applied Sciences and VVV Nederland), a sample size of 300-400 was agreed upon. However, this number only applies if every person of the sample size had an equal chance to participate in the research.

Data collection

The researcher started off with online data collection, as this is less time consuming and it is easier to distribute. In cooperation with RBT Heuvelrug & Vallei, the questionnaire was included in their newsletter of February, which was sent to almost 4000 persons. Moreover, RBT Heuvelrug & Vallei posted it on their Facebook account. Besides, the VVV idea Facebook page shared the post and link to the questionnaire. Besides, Utrechts Landschap (organization for maintaining the (recreative) landscape in the province of Utrecht) also dedicated a Facebook post to this research. The researcher also posted the questionnaire on her social media accounts: Facebook and LinkedIn. However, as the online data collection did not meet the desired response, offline data collection was done as well. The forms of questionnaire survey used were e-surveys, questionnaires sent by mail (Veal, 2006), but also questionnaires that were distributed by posting the link of SurveyMonkey.

Therefore the researcher visited touristic hotspots in the area of the Utrechtse Heuvelrug and site surveys were executed. With site surveys, users of the site/facility (in this case: attraction) were asked to fill in the survey. This type of survey is also referred to as visitor survey (Veal, 2006). At the hotspots, visitors were asked to either fill in the questionnaire on paper or the visitors were asked for their e-mail address so the link to the questionnaire could be fast-forwarded. Sampling on-site was done by checking after each questionnaire survey if it was complete and legible. When the questionnaire was ready, a new person was asked to fill in the questionnaire (Veal, 2006). The following hotspots were visited: Landal Amerongse Berg (bungalow park, Amerongen), Piramide of Austerlitz (attraction, Austerlitz: Driebergen/Zeist), Grebbelinie bezoekerscentrum (visitor centre, Renswoude) and the National Militair Museum (museum, Soest/Soesterberg). Some locations were

visited multiple times. Those hotspots were visited during the Spring break in the Netherlands, to make sure there were more visitors at the hotspots. Before visiting the hotspots, the researcher asked and looked into peak times and visited the hotspots during peak times. For the bungalowpark, the researcher was present during the arrival and departure of the guests, as this is a peak moment for the reception. The chosen touristic hotspots can influence the villages visited by the visitors, as not every village was included in the on-site research. Besides, family, friends, and relatives were asked to fill in the questionnaire survey and to fast-forward it to persons that had visited the Utrechtse Heuvelrug before. This influenced the origin of the visitors, as the province of Zeeland occurred often and the researcher's network is mainly based in Zeeland.

In the online, as well as the offline distribution of the questionnaire surveys, the form of the questionnaire survey was respondent-completed, where the respondent read and filled out the questions themselves (online or offline), as this was quicker and relatively anonymous (Veal, 2006). The respondent-completed questionnaire surveys sometimes resulted in incomplete responses, especially in the online data collection, and questions that were not understood the way as the questions were intended.

Reliability

As mentioned in the subchapter '*Sample and sample size*', 300-400 respondents were needed to make it a representative research. However, the number only applies if every person has an equal chance to participate in the research. In this research, not every person had an equal chance to participate in the research, because only the people that saw the post on social media, people that were present at the hotspots while the researcher was there, people that are subscribed to the newsletter of the DMO, or people that are friends, relatives, or family from the researcher were able to participate in the research. Moreover, in practice, collecting data from 300-400 persons was too ambitious for the amount of time in which the research could be executed. In total, a number of 148 respondents filled in the questionnaire. With this number of respondents and the data collection method used, it means that the outcome of the research is not representative. So, this research is an indicator of the local information needs of the visitors of the Utrechtse Heuvelrug. The desired number was not met due to several reasons, of which one major reason is the timing of the research. When the research was executed, it was low season. This resulted in day attractions having limited opening times and it resulted in holiday parks such as campings or bungalow parks being closed. Moreover, during the execution of the research, the Netherlands faced extreme cold weather, which made visitors less willing to fill in the questionnaire when being at a touristic hotspot.

Research ethics

The respondents were invited to fill in the questionnaire voluntarily. This means that no one was forced to participate. Besides, an introduction was stated before at the beginning of the questionnaire, this was done in order to inform the participants about the research goal. Moreover, this research is anonymous and confidential. Anonymity was chosen because then respondents are free to be open and honest about everything. Personal information was asked for, however, the name was never asked, and the personal information was not a required aspect of the questionnaire. In addition, by letting the respondents fill in the questionnaire surveys themselves, anonymity was secured. Anonymity of personal information is secured by using the data only for this research. Therefore, no negative consequences arose from participating in this research.

Data analysis

As research design, the quantitative data collection method was chosen and questionnaire surveys were used. The data derived from the questionnaire surveys were analysed by SPSS- Statistical Package for the Social Sciences- which is specifically designed to deal with data and the program generates statistics. This program was chosen because all the data that was collected through the questionnaire surveys contain a mix of various different questions related to different topics. Moreover, data needed to be compared and relationships needed to be pointed out between the different topics. Thus, SPSS is a feasible option as it is difficult to analyse the data in less sophisticated data analysis programs.

When analysing data, at first the researcher made descriptive statistics of all the collected data. With descriptive statistics, the results of each question are shown. However, for the open questions, SPSS was not useful. Therefore, the narratives given at the open questions, such as which information visitors were searching, how they ideally like to gather information, what they find important in online/offline information search, were coded. Firstly the answers were labelled and a list of all the labels was made. Then the labels were counted and some similar labels were merged into one label. Based on the quantity of the labels, the results were written. To map relationships between different subjects, SPSS crosstabs were used. Via SPSS crosstabs, two subjects can be crossed and conclusions can be made. Subjects that were crossed in this research are information source and function of the source, the reason of the trip and information searched beforehand, the reason of the trip and information search at the destination, length of stay and information searched beforehand, length of stay and information search at the destination, and age and information source. On those topics, chi-square tests were executed as well. However, the only valid chi-square tests that were valid were with the crosstable: the length of stay and information searched for beforehand and the length of stay and information search at the destination. Other chi-square tests were left out, as the tests were not valid. Moreover, the function 'Select cases' in SPSS was used to analyse the results of the tourist and day visitor separately. When describing the results, in the chapter 'Results', percentages were favoured above numbers, because it generates a more clear overview of the results. However, percentages were only used if the N was bigger than 100 ($N > 100$). Numbers were chosen for results involving a N smaller than 100 ($N < 100$), as the respondents are limited and a percentage would give a distorted image of the outcomes.

When composing the results, two questions were left out. The first question that was left out of the results, is the question: 'When was the last time you visited the Utrechtse Heuvelrug?'. It is not taken into consideration because the researcher noticed the question got interpreted differently. This resulted in most answers being 'February 2018' and 'March 2018', which does not say much about if the longer the person did not visit the Utrechtse Heuvelrug, the more information was searched for during the current visit. The second question that was not taken into consideration was 'How did you come to this questionnaire survey?'. This question was left out of the results, as it does not help to answer the research question nor sub-questions. Initially, this question was inserted in the questionnaire survey, because when a lot of people would have filled in the questionnaire survey via the newsletter of RBT Heuvelrug & Vallei, this could have influenced the information search. People that subscribe to a newsletter can be fans of the region, but can also be repeat visitors and therefore it could have been interesting. However, there was not a lot of response via the newsletter and therefore the data was not used in the results.

5. Results

In this chapter, the outcomes of the research are described. This chapter answers the sub-questions which are: ‘Who are the visitors of the Utrechtse Heuvelrug?’, ‘What information are visitors of the Utrechtse Heuvelrug searching at the destination?’, ‘Which information sources were used at the destination to find the information?’, and finally ‘What do visitors of the Utrechtse Heuvelrug consider as important in the information search?’.

Visitors’ profile

In order to answer the question of who the visitors are, the visitors’ profile is portrayed. The visitors’ profile focuses on the current or last visit at the Utrechtse Heuvelrug and demographic characteristics of the visitors.

Visit Utrechtse Heuvelrug

As this research is focused on visitors, meaning tourists and day visitors, it first is important to state what the ratio is between the two. In *Image 3* below, the ratio between day visitors and tourists is showed. Moreover, the amount of days tourists stayed is also displayed.

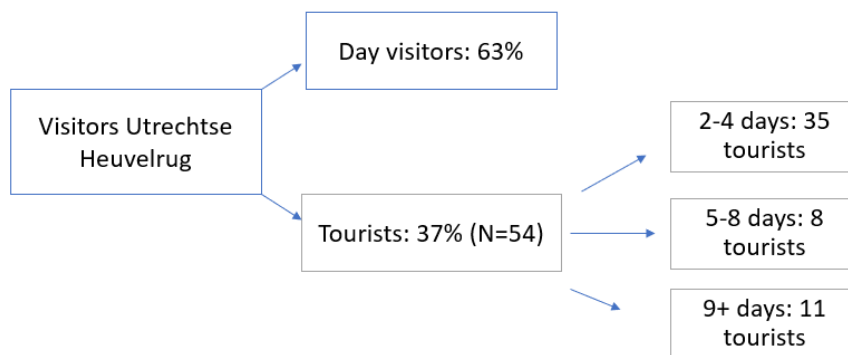


Image 3: Visualization ratio day visitors/tourists Utrechtse Heuvelrug

General questions were asked about the last/current trip to the Utrechtse Heuvelrug. One of the questions was about the mode of transport to the Utrechtse Heuvelrug. The mass came to the Utrechtse Heuvelrug by car, namely 86% of the visitors. Other modes of transport used were: train, bus, bike, camper or by foot. The most common reason to visit the Utrechtse Heuvelrug was for a leisure purpose: 88% of the visitors chose leisure as the main reason. Secondly came visiting family, relatives or friends, which was the main purpose of 11% of the visitors. Only 1% of the visitors visited the Utrechtse Heuvelrug with a business purpose (N=146).

Moreover, general travel information about having a day trip (N=145) and going on holiday (N=146) was asked. Of all visitors, 46% declared to go on holiday one or two times per year. This was followed by 42% visitors declaring to go on holiday three or four times a year. In addition, most visitors, 42%, goes on a day trip 1-10 times a year. Only 15% of the visitors go on 30+ day trips a year.

Demographic characteristics visitors

Of all visitors, 51% of the respondents were men and 49% of the respondents were women (N=121). Besides, in *Figure 1* below, the age categories of the visitors of the Utrechtse Heuvelrug are showed. The age category that occurred the most was between the ages 46-55 with 27%, in contrast to the age category that occurred the least: below 25 years old (11%). It can be stated that the majority of the visitors of the Utrechtse Heuvelrug are older than 46 years old, namely 63%.

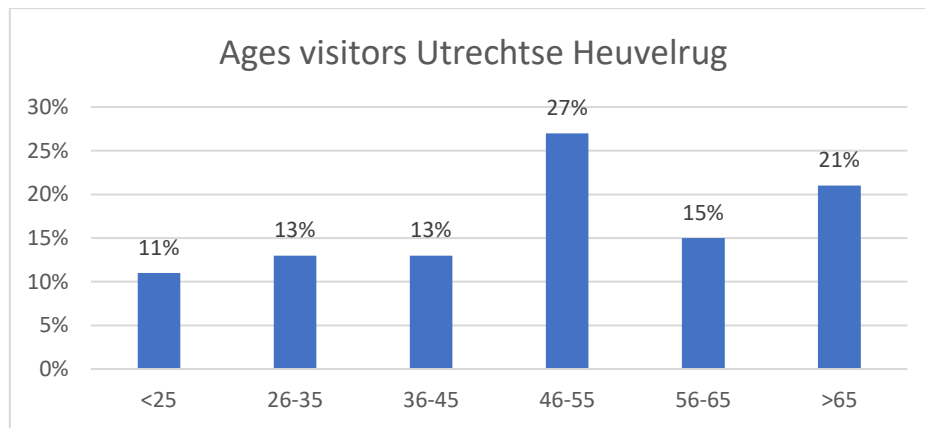


Figure 1: Age categories visitors Utrechtse Heuvelrug (N=121).

Of all the visitors, 36% did not want to share their income. However, of the visitors that shared their income, 32% stated to have an income between €35.000-€70.000, which makes it the income category that occurred the most. Secondly, with 14%, came the income category €25.000-35.000. Besides, 9% of the visitors have an income below €24.000, as well as 9% that has an income above €70.000 (N=122).

The majority of the visitors shared to have completed HBO/WO education, namely 38% of the visitors. Moreover, 28% of the visitors shared to have completed high school at either level MAVO/VMBO and 11% shared to have completed high school at level HAVO/VWO (N=120).

An overview of the trip and demographic characteristics can be found below, *Table 2*.

Topic	Occurred the most
Gender	50/50
Age	46 years or older
Income	€35.000-€70.000
Education	HBO/WO education
Length of stay	A day
Reason of the trip	Leisure
Mode of transport	Car
Holidays	1-2 times a year
Day trips	1-10 times a year

Table 2: Overview trip and demographic characteristics

Underneath, a map of the Netherlands with the origin of the visitors that participated in the research is showed. As visible in *Image 4*, the majority of the visitors is from the regions around the Utrechtse Heuvelrug and thus from the middle of the Netherlands. Also in the province of Zeeland, a lot of visitors have their origin (N=117).



Image 4: Origin visitors Utrechtse Heuvelrug

Day visitor and tourist

As described in the methodology, one questionnaire survey was set up. However, there were two routes: one route for the day visitor and another route for the tourist. The questions in the questionnaire surveys were the same in general, however, the tourist got asked two additional questions: which accommodation the tourist was staying at and where (city/village).

In this subchapter, the results of the day visitor and tourist trip characteristics are shared. As mentioned earlier, 63% of the respondents were day visitors and 37% were tourists (N=146). All the visitors got asked which cities/villages they had visited during their stay. In *Table 3*, the top five villages/cities visited are shown. Most cities/villages are the same, but the order is different. Moreover, the extent of places visited is different, overall the 54 tourists visited 183 places, whereas the 92 day visitors visited 163 places. This means the tourist visited 3,4 places during their stay and the day visitor visited 1,8 places during their stay. This is logical, as the tourist spend more time at the Utrechtse Heuvelrug.

#	Day visitor (N=92)	Tourist (N=54)
1	Soest (27 times)	Zeist (25 times)
2	Zeist (24 times)	Rhenen (22 times)
3	Rhenen (19 times)	Veenendaal (22 times)
4	Veenendaal (17 times)	Doorn (20 times)
5	Amerongen (16 times)	Soest (19 times)

Table 3: Top five villages/cities visited by day visitors and tourists.

Moreover, the undertaken activities of the visitors were researched. The outcomes are visible in *Figure 2*. Walking is the most undertaken activity by day visitors and by tourists. For day visitors visiting a nature reserve came on the second place, while for tourists it was visiting cities/villages. Thirdly for day visitors came biking and for tourists having dinner in a restaurant. Overall outdoor activities are done a lot during both stays (day visitor/tourist), however during a holiday visiting a city and/or village is done a lot more, as well as having dinner in a restaurant. Overall the 54 tourists have undertaken 244 activities, which is 4,5 activities per tourist, and the 92 day visitors have undertaken 206 activities, which is 2,2 activities per day visitor.

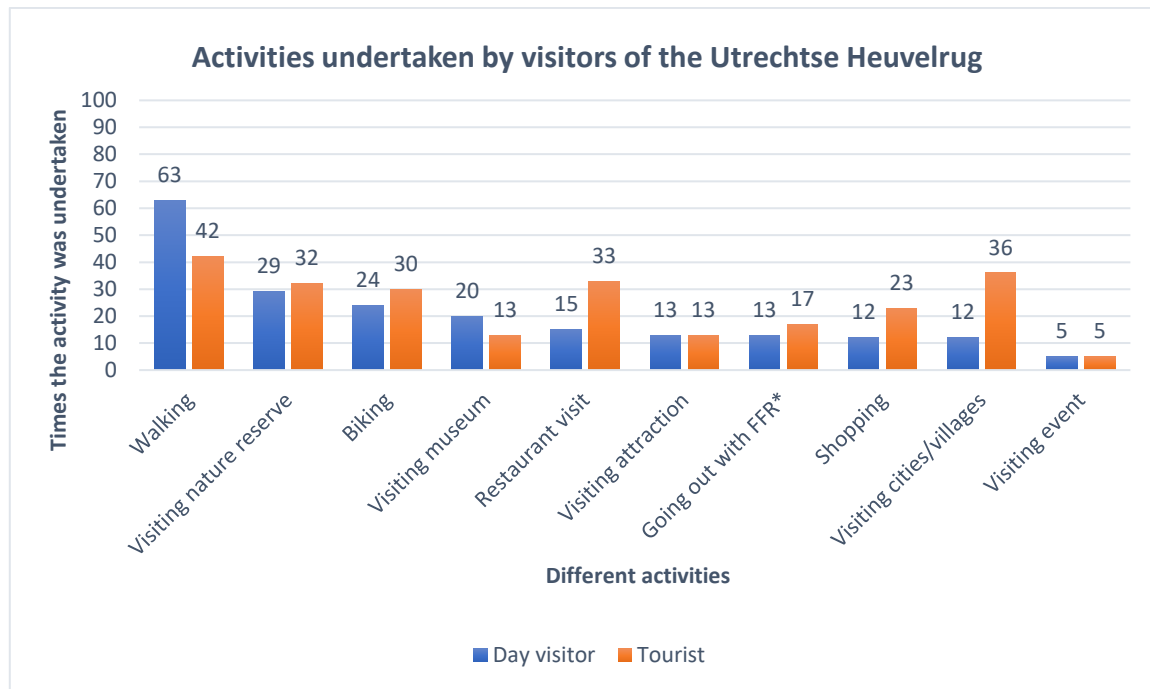


Figure 2: Activities day visitors (N=92) and tourists (N=54). *FFR means friends, family, relatives.

As the tourist has at least one overnight stay, the type of accommodation was asked (N=53). Most tourists stayed in a hotel/pension/youth accommodation, namely 21 tourists. Moreover, fifteen visitors stayed at a bungalow park and thirteen tourists stayed at a camping. As well as the accommodation, the destination of the accommodation was asked. Rhenen was the most common destination to accommodate (10), on a joint second place came Zeist and Soest (6) and in third place came Veenendaal, Woudenberg, and Doorn (5) (N=51).

Information search

Information search before the trip

As mentioned in the theoretical framework, information that is searched before the trip can be a big influence on the information search during the day trip/holiday. Therefore, a question on the pre-trip information search was included. A total of 62% of the visitors stated to not have consulted any information before the day trip/holiday and 38% of the visitors stated to have consulted information before the day trip/holiday (N=142). Of the 89 visitors that did not consult any information prior to the trip, 28 did not search for information during the trip too.

Information search during the trip

Of the 144 visitors that answered the question on what information they consulted during their day trip/holiday, 19% of the visitors declared to not have consulted any information at all. All results on the information search are visible in *Figure 3*. Of the visitors that consulted information (n=116), geographical information was consulted 57% of the time. Geographical information includes maps, locations, and routes. Besides geographical information, 42% of the visitors consulted information on sportive activities, such as walking- and biking routes/areas. Another 41% stated to have searched for information on attractions, for example, museums and touristic hotspots. Information about the weather (34%) and activities, such as markets and events (31%) were consulted regularly as well.

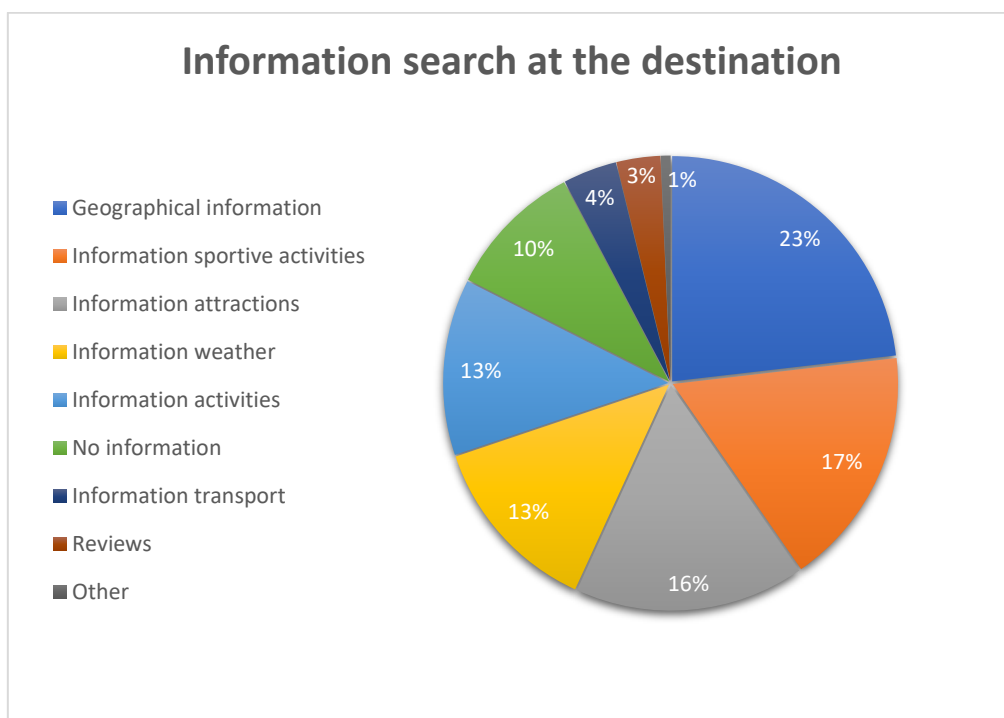


Figure 3: Pie chart information search at the destination (N=144).

Next to what information visitors were searching for given in a closed question, an open question was added to get into more detail on the information search. The open question resulted in 48% of the visitors searching information on things they could see and do in the area. Visitors were specifically looking for the attractions, events, markets and (children's) activities. In addition, 41% of the visitors were looking for a sporty route. Of all sporty routes, most visitors were looking for walking routes or biking routes. Routes for horse-riding and mountain biking were also searched. Moreover, 18% of the visitors were looking for the weather forecast during their day trip/holiday, as well as 18% of the visitors who were searching information on opening times of stores and attractions. Another 9% were looking for information on (public) transport, routes, and parking. Moreover, 6% of the visitors were looking for a map of the area.

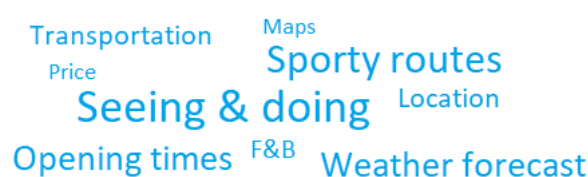


Image 5: Wordle information searched for specifically

Information missed during the information search

The majority of the visitors, namely 89% of the visitors, disclosed to not have missed any kind of information during their information search. However, 11% of the visitors stated to have missed information during their information search. Of the 11%, which resembles thirteen visitors, three visitors have missed information about parking spots and the parking policy. In addition, three persons declared to have missed information on opening times of attractions. One person stated: 'I have missed an application in which all the information is shared about the destination'.

The information search of day visitors and tourists

It is found that the length of stay can influence the information search. In this subchapter, the information search prior to the trip and the information search during the trip are examined amongst day visitor and tourists.

The information search prior to the trip did not differ between tourists and day visitors. Of the tourists, 23 searched for information beforehand and 29 did not (N=52). Among day visitors, 30 searched information before the trip and 60 did not (N=90). In both cases, more people did not search beforehand than people who did. However, tourists searched slightly more than day visitors. This is confirmed by a chi-square test that was executed on the relationship of the length of stay and the information search beforehand. The test was found valid as 0 cells (0,0%) have an expected count less than five and the minimum expected count is 19,41. The significance of the test is: 0,196, which means that there is no relationship between the information search beforehand and the length of stay.

The information search differed between tourists and day visitors. In general, tourists searched for more information than day visitors. Moreover, more day visitors did not search any information at all during the day out. However, both searched for geographic information the most: tourists and day visitors. Secondly, tourists searched the most for activities, whilst day visitors searched the most for attractions and sporty activities. Thirdly, day visitors searched for weather and tourists searched for attractions (tourists N=54, day visitors N=91). In *Figure 4* below, all the differences are showed.

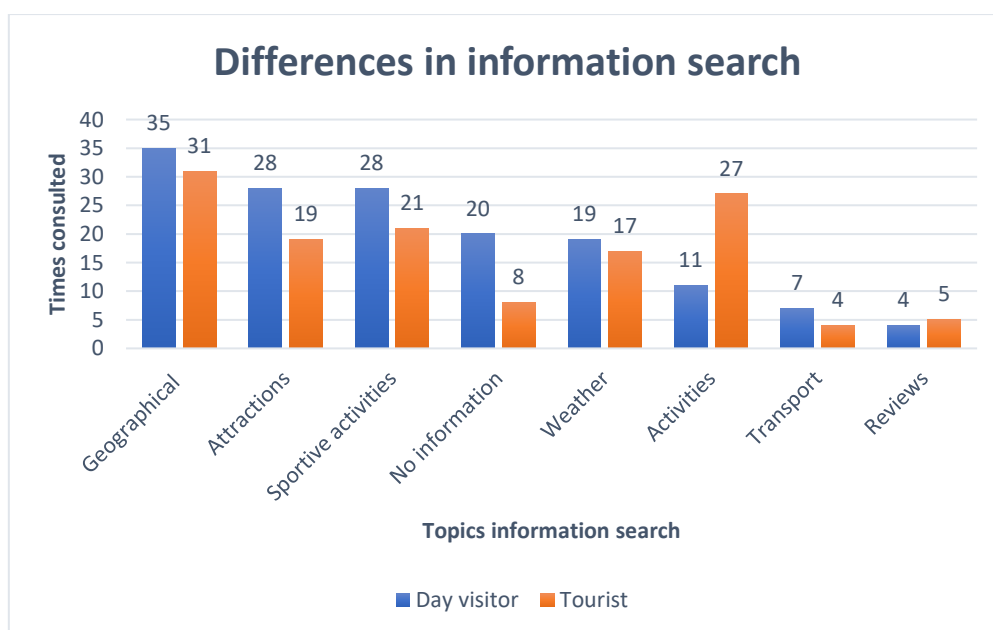


Figure 4: Differences information search day visitor/tourist

A chi-square test was executed on the differences between the information search of day visitors and tourists. All possible topics were examined on whether there was a relationship between the length of stay and the topics in information search. Except for transportation and reviews, all tests were found to be valid as 0 cells (0.0%) had an expected count less than five. The topics that were found to have a relationship with the length of stay were on geographical information (0,015) and information on activities (0,000). As the numbers were below 0,05, it was found that there is a relationship. Furthermore, other topics were found to not have a relation with the length of stay, as the number was higher than 0,05.

The reason for the trip and information search

According to literature on information search in travel, some factors were found to potentially influence the information search. One factor is the reason for the trip. The reason for the trip of the visitors of the Utrechtse Heuvelrug was mainly leisure, followed by visiting friends family and relatives. Most people who visiting family/friends/relatives did not search information before the trip (10) and some visitors did (6) (N=16). Between the reason for the trip and the information searched beforehand is no relation, as confirmed by the chi-square test executed on those topics. The significance of the chi-square test was found to be 0,932, which means there is no relationship between the reason for the trip and the information searched beforehand, as the significance is above 0,05. However, this chi-square test was found to not be valid, as two cells (33.3%) have an expected count of less than five.

During the trip, all visitors who visited family/friends/relatives searched for information. The most searched topics were: geographic information, activities, and attractions. The most people who came to the Utrechtse Heuvelrug for leisure purposes also did not search information beforehand, namely 63%. In addition, 37% of the people searched for information beforehand (N=124). The most relevant topics for leisure visitors were geographic information, sporty activities, and attractions. Only two people came to the Utrechtse Heuvelrug for a business purpose and therefore it is not taken into account in this potential relationship.

Other factors that can influence the information search are the mode of transportation, income, and education. However the mode of transportation is so one-sided that relations cannot be pointed out: 88% used the car as the mode of transportation. Income wise, over 30% did not want to share their income, so it will not give a lot of information. Moreover, income could influence the information search, but it was not stated how it could influence the information search. This was the same for education.

Information sources

Information sources used the most amongst visitors

As it is important to know what information visitors were looking for, it is also important to know which sources they use for their information search. The overall top three information sources used were:



Google came first in the overall use. As it is a search engine, the use of other websites mentioned as a source is not disclosed. Google can be used to find an official website of a DMO, attraction or to find reviews. However, visitors might not remember the website consulted, yet, the visitors remember Google as a source. VVVs came in the second place in the overall use and thirdly came flyers and brochures. These flyers and brochures can also be from a DMO, but the flyers and brochures can also belong to an attraction or activity.

So, the top three information sources used was researched. However, not every visitor used three sources. In more detail, the information sources used the most (ranked as number one in the top three) were: Google (25%), VVV (17%), flyers and brochures (10%), official website of an attraction (8%), recreation paper (8%) and family, friends and/or relatives (8%) (N=105). Moreover, 73 visitors shared have used more than one information source. The secondly preferred sources were: Google, VVV, flyers and brochures, recreation paper, reception accommodation, and friends, family and/or relatives. Only 55 visitors consulted a third information source. Popular sources of the third choice were: friends, family and/or relatives, flyers and brochures, VVV, recreation paper, and Facebook. Looking at all the sources used, not only the top three, it can be concluded that offline information sources were used the most (N=55).

Information sources used by day visitors and tourists

The overall top five sources used the most by day visitors is: Google (21), VVV (14), friends, family and relatives (12), website attraction (10) and flyers and brochures. Moreover, the overall top five sources used the most by tourists is: Google (20), VVV (17), flyers and brochures (15), friends, family and relatives (10) and in joint fifth place recreation paper (9) and the reception of the accommodation (9). The overall outcome of day visitors and tourists is similar to the outcome of all visitors, however, for day visitors, friends, family, and relatives were used more by day visitors, as well as the use of the website of the attraction that will be visited. Often day visitors decide where to go or where to visit before or during the day out. Once this is decided, it is a logical step to directly go to the website of the attraction that will be visited, as the desired information can be found there. For tourists, the reception of the accommodation made it to the top five and it did not make it to the top five of day visitors or all visitors. This is logical, as the majority of the visitors does not have an accommodation, as 63% of the visitors were day visitors. Recreation papers were also more used by tourists, which can be explained by the information that is often provided in recreation papers: information about the destination, upcoming activities and events for a certain time period. As tourists are staying longer, a recreation paper is a good information source for orientating broadly while vacationing. Recreation papers are also often available at the accommodation.

Age and information sources

The age category of visitors can influence the information sources used. Overall online information sources were mostly consulted by the age category 36-45 (25), then 46-55 (22) and then the age category with visitors younger than 25 (18). Moreover, the age category that consulted offline information sources the most is 46-55 (31) and 65+ (30), followed by 26-35 (14). Social media (Tripadvisor, Google Reviews, Facebook, Youtube, Instagram, Pinterest) was used the most in the age categories from <25 to 45 years old. However only in the age categories <25 and 26-35 it was the main information source. In *Table 3* the most used sources (without grouping them online/offline/social media) per age category are showed.

<25	26-35	36-45	46-55	56-65	65+
Facebook, Google Maps (3)	Google (6) Friends, family, and relatives (5) Facebook, VVV, flyers (4)	Google (9) Reception accommodation, weather website/application (4)	VVV, Google (11) Flyers (7)	Google (6) VVV (4) Website attraction (3)	Recreation paper (11) Google (7) VVV, flyers (6)

Table 3: Age categories and information sources

Functions of information sources

Each source can have a function. As described in the theoretical framework, there are multiple functions for questions which are translated into functions for sources. Those functions are: confirming of information, searching for new/extern information and finally showing reviews. Overall most sources were used to find external, new information and inspiration. As mentioned, Google is the information source that was used the most. Google was used primarily to find new information, namely by 36 visitors. Another five visitors used Google to confirm information they already know (N=41). Moreover, the main function of VVVs was also to gather new information for 26 visitors. Five visitors went to a VVV for recommendations (N=31). Flyers and brochures were also primarily used to find new information and to get inspired (22), however, flyers and brochures were also used to find recommendations thirteen times. Information sources where recommendations were the main function are Google Reviews, Tripadvisor, Facebook and family, relatives and/or friends. The main function of Google Maps, the website of an attraction, newspaper and the magazine of Utrechts Landschap was to confirm information visitors already knew.

Important factors information search

To map the information needs of visitors of the Utrechtse Heuvelrug, the visitors were asked how they ideally would like to find their information. As the internet plays a big role in the information search, it is not a surprise that the majority of the visitors have admitted to ideally search their information online or partly online (thus in combination with offline sources). Different online sources were mentioned such as various websites, applications on phones, social media and google. Of the eighteen people that use a website, seven people mentioned that they ideally use the website of an attraction that they will visit/are visiting. However, a significant amount of visitors (31%) stated to ideally use offline sources to find their desired information. Namely paper information sources such as magazines, newspapers, recreation papers, regional papers and visitor centres (so-called VVVs) are used. Besides finding information online or offline, for some people, the source does not matter, as long as the information is up-to-date, clear and relevant. What is also found to be ideal, is

to compare and combine different sources, which can be done online and/or offline. Below two quotes from visitors with regards to how they ideally would like to search information (N=109).

‘Through different online channels, so you can compare and you see recommendations of others, as well as inspiration and new information’ and ‘A combination of online and people you know’.

In the questionnaire, visitors also were asked what the visitors find important when searching for information online. The information visitors find important when searching for information online is mainly what there is to see and to do in the area, such as activities, attractions, and events. Secondly, visitors find opening times essential, as well as price. Some visitors (10%) did not mention a specific factual topic, but instead, those visitors mentioned that the information should be factual. Besides factual information about the destination, 21% of the visitors thinks the information needs to be topical. Which means the information needs to be up to date and checked regularly on outdated items. Besides, the information needs to be clear and targeted. In addition, regarding user-friendliness and readability, 13% of the visitors would like the information to be easy to find and easy to navigate, for example with different headings. As for the website, a structured (12%), fast (18%) and easy (7%) website is preferred. Next to an easy, structured, fast working website, 5% of the visitors mention finding compatibleness important. This means that the website gets adjusted per device. However, 4% of the visitors state to not search information online (N=112).



Image 6: Wordle important factors online information search

Next to important factors in online information, visitors were asked what they find important when they use offline information. When it comes to the content of offline information, 8% of the visitors state to find opening times important. Another 7% of the visitors find price important. Besides, information needs to be clear (14%) and topical (9%). A clear overview of the information is preferred by 9% of the visitors. The imagery was found essential for 9% of the visitors as well. Finally, 12% of the visitors declared to not search information offline and therefore did not have any things they find important (N=108).

All SPSS/coded results can be found in *Appendix 5,6 and 7*.

6. Discussion

In this chapter, the results of the research on the information needs of visitors of the Utrechtse Heuvelrug are compared to the existing theory, as described in the theoretical framework.

Visitor characteristics Utrechtse Heuvelrug

The results of this research state that most activities undertaken by visitors of the Utrechtse Heuvelrug are outdoor activities, such as visiting a nature reserve, walking and biking. This confirms the image that came out of the research of Op de Heuvelrug (2017), namely that the area is a sportive area and popular for walking, and biking. In the same research of Op de Heuvelrug (2017), it was also stated that the Utrechtse Heuvelrug was mainly visited by couples. However, this research did not focus on travel companions. Moreover, most visitors of the Utrechtse Heuvelrug in this research were found to be 46 years or older. This resembles the outcome of the research of Op de Heuvelrug (2017), where most visitors were above the age of 35.

Information search

Of all the visitors, approximately 80% of the visitors had consulted information. Overall visitors of the Utrechtse Heuvelrug searched for new and thus external information. As Coromina & Camprubí (2016), as well as Lya & Hwang (2015), stated: information can be divided into internal and external information. External information focuses on gaining new information from the environment, whereas internal information is the information acquired from previous searches. Visitors of the Utrechtse Heuvelrug were mainly searching for geographical information, secondly, information on sportive activities and in third place came information on attractions. Indeed, Lya & Hwang (2015) state that visitors are looking for information on attractions, activities, accommodation, and restaurants. In this research, information on accommodation and/or restaurants was not specifically searched for. Moreover, as Simpson (2016) stated, visitors are looking for maps, information on attractions, local activities and events in the area. This is confirmed in this study, as all categories are present in the information search at the destination. With regard to dissatisfaction or confusion towards the information search and/or sources, the majority of the visitors of the Utrechtse Heuvelrug had not missed any information during the information search and therefore it can be stated that the visitors were satisfied with the information consulted. In this research, 20% of the visitors did not consult any information before the trip as well as during the trip, which is similar to the visitors' study in Amsterdam, where 20% also did not consult information (Amsterdam Marking, 2016).

Some factors were stated to influence the information search, such as the previous visitation, the reason of the trip, mode of transportation, income, education, type of lodging, length of stay, expenditure patterns (Fodness & Murray, 1997; Coromina & Camprubí, 2016; Lya & Hwang, 2015). Of those topics, a few were examined in this research. The length of stay, for instance, did influence the information search and the extent to which information was searched for. Tourists searched for information on more aspects than day visitors and there were barely tourists that did not search for information at all. The reason for the trip was also found to influence the information search, as Fodness and Murray (1997) stated: when visiting friends family and relatives, less information was consulted. This was also the case in this research.

Of all the information consulted, it can be said that overall most visitors were looking for information, then recommendations and, finally, confirmation. This is the same as in the study of De Ascanis, Gretzel & Mistilis (2012).

Information sources

Regarding the information sources, in the study of Amsterdam Marketing (2016), the use of traditional sources had declined among visitors. Per traditional information source (travel agency, VVV, flyers/brochures) the decline was around 35-40%. It is striking that in the top three most used information sources in this study on the visitors of the Utrechtse Heuvelrug, that there are two traditional sources: VVV (2nd) and flyers/brochures (3rd). However, this study cannot be compared to previous years so it cannot be said that there is a decline or incline of traditional sources, but the traditional information sources are still very important for the visitors. Moreover, Usakli (2017), as well as Amsterdam Marketing (2016), Fotis, Buhalis & Rossides (2012) and Yang & Hwang (2015) saw an increase in the use of social media as a travel information source, for instance, Facebook and YouTube. That does not resemble in this study, where social media is not widely used, except for Facebook, which was consulted a few times. Instead, in this study more traditional sources were preferred, next to VVVs and flyers/brochures, visitors also used recreation papers and the reception of the accommodation. Family, friends and or relatives also played a role in the information search, which is the same as in the study of Amsterdam Marketing (2016). Perrin (2015) stated that young adults were most likely to use social media as an information source for travel planning and 65+ are the least likely to use it as a source. This is confirmed in this research: social media was used the most by visitors under the age of 30 and the least by the age category 65+.

Important factors information search

During the information search and the consultation of information sources, certain needs come forward. In this research, that topic was translated into how visitors ideally find their information, what visitors consider as important during the online and offline information search. A need of visitors according to Mak (2017) was to compare different offers, as well as different reviews. Comparing information was mentioned by a few visitors of the Utrechtse Heuvelrug, but it was not a need that came forward by the majority in this research. Moreover, visitors of the Utrechtse Heuvelrug did not necessarily express the need that information should be available and accessible anywhere and anytime, as Seeley (2012) suggested. However, Hay (2010) stated that a quick reply is hoped-for and needed in interaction with tourism-related companies. The need for a quick reply was not expressed in this research, but a need that came forward that was that the information search needs to be quick, so the information needs to be accessible quickly and the website needs to work quickly. This resembles the study of Lindeboom & de Loor (2015) where quick working websites were an expressed need of the visitors. Overall a need that was found in this research was that some basic information such as opening times, price, what visitors can see and do in the region is presented offline or online. This was also noticed in the study of Loncaric, Basan & Markovic (2018). Making the visitor feel at ease (Lindeboom & de Loor, 2015) did not come forward as an expressed need of the visitors of the Utrechtse Heuvelrug. Their needs are more about the type of information: topical, factual, clear with an overview and short.

7. Conclusion and recommendations

In this chapter, the conclusion of the research is described. Moreover, recommendations arising from the outcome of the research are stated. Finally, limitations of the research are portrayed which are turned into suggestions for future research.

Conclusion

The aim of the research was to create an insight into the information needs of visitors of the Utrechtse Heuvelrug. The topics 'the customer journey', 'information search', 'information search at the destination' and 'information needs' were discussed in the theoretical framework. A total of 148 questionnaires were filled in, in order to find an answer to the main question: 'What are the information needs of the visitors of the Utrechtse Heuvelrug in the Netherlands?'.

Since the number of respondents is limited, the research gave a limited insight in the information needs of the visitors: who the visitors are, what kind of information the visitors were looking for, how the visitors found this information and what the visitors consider as important when it comes to the information search.

First of all, the majority of the visitors of the Utrechtse Heuvelrug is a day visitor. Moreover, the purpose of the trip was leisure for the majority of the visitors. The mass of the visitors came to the Utrechtse Heuvelrug by car. The gender of the visitors was almost evenly divided, there were slightly more men than women. The ages occurring the most at the Utrechtse Heuvelrug are 46-55, 65+ and 56-65, so it can be concluded that the greater part is older than 46 years old. The origin of the visitors was mainly in the middle of the Netherlands or Zeeland. Most visitors go on holiday 1-2 times a year, followed by 3-4 times. The visitors generally go on a day out 1-10 times a year. It can be concluded that the visitors are active outdoor persons: biking and walking were the most popular activities to undertake at the Utrechtse Heuvelrug, as well as visiting a nature reserve. Overall, tourists have undertaken more different activities than day visitors, which is logical as tourists spend more time at the Utrechtse Heuvelrug. The most popular cities and villages visited were: Zeist, Soest and Rhenen. Tourists were accommodating the most in a hotel/pension/youth accommodation and the most common place to accommodate was Rhenen.

Secondly, 80% of the visitors were mainly seeking for basic information of the destination, such as geographical information about locations, information on attractions in the area, information on activities in the area, and information about the weather. However, 20% of the visitors did not search for any information at all, not before the trip and not during the trip. Those visitors might not have been aware of the need or might have used internal information, derived from past information searches. The information search differed slightly from day visitors and tourists, tourists search for information on more different topics. The information searched differed in particular on geographical information and information on activities. The information searched for matches with the activities undertaken in the area: outdoor activities. Tourists searched for information on more topics than day visitors. Also, day visitors tend to not search any information at all during the trip more than tourists. The reason for the trip did not influence the information searched for during or prior to the trip. To find the desired information, Google, VVV's, and flyers and brochures were consulted the most to find external, new information and inspiration. It can be concluded that offline sources play an important role in the information search at the destination of visitors of the Utrechtse Heuvelrug.

Ideally, visitors of the Utrechtse Heuvelrug search for information online or partly online. This is opposed to the sources that were used the most, as two out of three sources were offline

information sources. For some visitors, the source does not matter, as long as the information is topical, factual, clear, and relevant. This is also what came forward when asking for important factors in online and offline information search. It is not necessarily about the facts of the destination, more about the functioning of the website and the presentation of the text. Visitors find it important that it is easy, quick, targeted, presents an overview, and that it is user-friendly.

Taking everything into account, it can be concluded that the information needs of 80% of the visitors of the Utrechtse Heuvelrug are related to the activities undertaken, namely sport- and outdoor activities and the geographical location. As the information searched for was mainly for outdoor activities, the weather is also important. For the activities undertaken, information was searched for, which is logical. However, 20% of the visitors did not search for any information at all, so it can be concluded that those 20% did not have information needs while being at the Utrechtse Heuvelrug. Regarding the important factors in the information search, the factual information of the destination, activity, or attraction is not considered as the most important in the information search. Visitors find the functioning of the information source essential, as well as clear and up-to-date information. Overall, day visitors and tourists do not differ significantly in their trip behaviour and information search behaviour.

Recommendations

Derived from this research, some recommendations with regard to the information search at the destination came forward. According to this research in this regional area, not all trends and developments apply and therefore as a DMO it is important to have those insights in the visitors that are visiting your area. In this research specifically, the trends with regard to information sources did not apply, whereas in general the use of traditional information sources declines, in the Utrechtse Heuvelrug the traditional information sources are still used widely. Thus a recommendation towards RBT Heuvelrug & Vallei is to invest in a continuous visitor survey, to map the behaviour of the visitors and to continue getting insights into the needs of the visitors. As it is proved that what happens in some destinations, is not necessarily happening in every destination. Besides, if an organization would like to improve the visitor experience and/or services, a visitor survey is helpful as it can give insight in the satisfaction of visitors. This recommendation is mainly focused on the visitor that is already visiting the destination. Another option could be to research potential visitors and focus on the online information search in the pre-trip phase. For this recommendation, a guide on how to execute visitor research could be composed. With this guide, it should be easier for (smaller) organizations to set up a visitor research, as the guide provides handles. In the guide, the ideal situation would be that a step-by-step plan is described, as well as an infographic in which all the steps are mentioned in short and a format visitor survey. For this recommendation, existing literature on visitor surveys need to be consulted, as well as existing visitor surveys. It would also be interesting to interview DMOs/CMOs that already execute a visitor research, but also DMOs/CMOs that do not execute such a research just yet.

Moreover, another recommendation for the DMO is to set up a marketing campaign based on the existing segmentation model of NBTC, however, with insights derived from this results added to target the marketing campaign more. The segmentation model of NBTC suggests five persona's, based on their norms and values and their holiday behaviour. The recommendation is to set up a marketing campaign based on NBTC's segmentation model. However, as this research was focused on the Utrechtse Heuvelrug, a recommendation is to use the results derived from the research to target the campaign even more. With the insights on which age categories use which information sources the most, the marketing campaign can be communicated through the information sources

that a specific persona uses the most. In the segmentation model, the age of the persona, as well as characteristics can be looked up, then in this research, the information sources connected to the age can be found. Also the activities undertaken by the visitors of the Utrechtse Heuvelrug can supply the segmentation model. Afterwards, the marketing campaign can be evaluated whether the marketing campaign is more successful with the targeting than previous marketing campaigns. It is recommended to start with a small marketing campaign, without a very big investment, as this research is not representative and just an indicator as supplement for the segmentation model. So, the overall idea of this recommendation is to target the marketing campaign more by using the results of the research and the segmentation model. When setting up a campaign, choices on which persona to choose and which results to connect must be made. Also the questions 'What do we want to communicate?' and 'How do we communicate the message?' need to be answered.

In addition, the communication of the DMO that is done via online or offline information sources can be reviewed and adjusted. Based on the outcomes of this research, a review could be done in order to check if the existing communication matches with the information needs. Thus, the results of the research can be used, but as it is not a representative research, it is good to think of more options to make it more reliable. In addition, it can be executed by setting up a workgroup of visitors, that will review and evaluation the communication channels and thus the information sources of the DMO. The workgroup can provide opinions on the communication channels, however, opinions can vary. To receive factual information about the information sources, eye-tracking tests can be used to see what catches the most attention of the visitors and how the visitors assess the information source.

Another recommendation is to focus on the communication of the DMO on the most used sources as they came forward on this research. Google is the most widely used source, however, it is a search engine and therefore it is still very broad. As a DMO, a possibility is to invest in search engine optimization and/or search engine advertisements with the website of the DMO. Often DMO's goals are to see the official website used widely. With search engine optimization on the official website and possibly search engine advertisement, the visits of the official website should boost as it is easier to find through Google. With this recommendation, desk research on search engine optimization needs to be done and the website needs to be adjusted according to the literature on how to be found better. Moreover, as a DMO, you could also invest in search engine advertisements. This means that a DMO pays for an advertisement and with the advertisement, the target group can be reached easily. Another option is to research what visitors are exactly looking for when using Google as information source.

Limitations

Each research has its limitations, which can be caused by several circumstances. As mentioned in chapter 4. *Methodology*, there are limitations in this research that influences the representability of this research and this has to do with the number of respondents. The research was carried out in the months of February and March, which is the low season at the Utrechtse Heuvelrug. Therefore there are fewer visitors and it is harder to get a representative number of respondents. Moreover, during the execution of the research, the Netherlands faced extreme cold weather, which resulted in visitors being less willing to fill in the questionnaire in an outdoor place. Another factor that played a significant role in this research is the time limitation. Even though the research was executed during the spring break, the desired number was not reached. Therefore a suggestion for future research is to execute the research for a longer period of time during the high season, which is summer. The suggestion would be to start in April, as the kick-off of the season takes place until the end of September.

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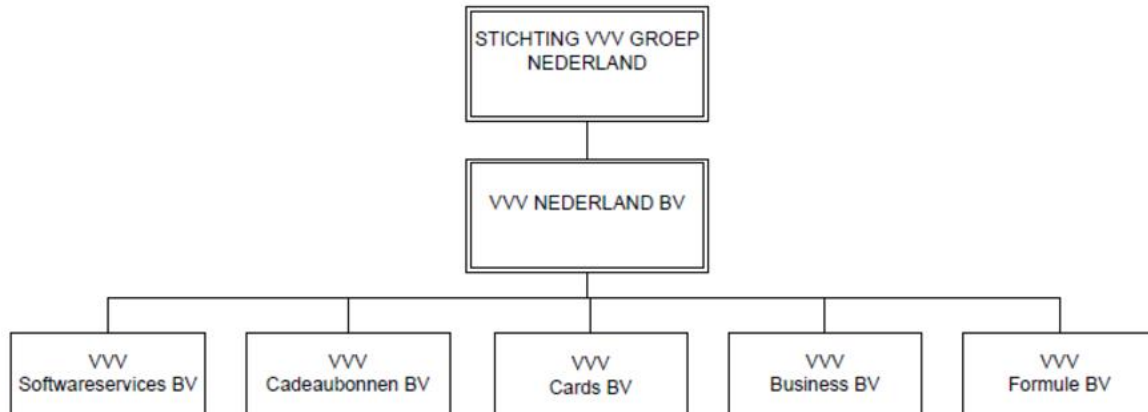
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Appendices

Appendix 1: Juridical structure of VVV Nederland

Juridische structuur



Appendix 2: Operationalization constructs

Construct	Dimensions	Sub-dimensions	Indicators
Visitors of the Utrechtse Heuvelrug	Characteristics of the visitor	Demographic characteristics	Age Income Education Gender
		Holiday/day-out related characteristics	Times per year on a day out Times per year on holiday
		Characteristics of the trip	Reason for the trip Mode of transportation Accommodation Activities undertaken Destinations visited
Information search	Types of information sources based on search behaviour	Internal	Previous searches
		External	Actively searching for new information
Information search	Basic division of information sources	Traditional	Travel agency Tourist information office (VVV) Brochures

		Online	Flyers Social media: Facebook, Twitter, Instagram, Snapchat, Pinterest, YouTube Wikipedia Tripadvisor Official tourist board websites
		Friends, family relatives	
Information search	Influencing factors on information search	Risk factor	Unknown product
		Previous visitation	(not) visited the destination before
		Demographics	Age
		Type of lodging	Hotel, camping, lodge etc.
		Length of stay	Few days- few weeks
		Reason of the trip	Business, leisure, visiting friends/family
		Education	HBO/MBO/PHD/MASTER
		Income	
		Number of destinations visited	Multiple-none
		Number of attractions visited	Multiple-none
Information search at the destination	Communication channels	Traditional sources	Newspaper, recreation paper, flyers and brochures, Travel agency
		Online information sources	Social media: Facebook, twitter, Instagram, tripadvisor etc. (official) websites, DMO websites
		Friends, family, relatives	
Information search at the destination	Type of information searched for	Information	Asking for new information

Information needs		Confirmation	Asking for confirmation on what they already know
		Recommendation	Asking for personal opinions
	Type of information	Destination based information	Information from locals Information from VICs
		Real information	User-generated content
		Comparing	Compare websites Possibility to compare activities, accommodations etc.
	Content information	Reviews	Comparing others' opinions
		Basic information of the destination	Events, activities, restaurants, hotels, attractions
	Convenience	User-friendliness	Functional website, simple, quick

Appendix 3: Questionnaire day visitors

Welkom bij de enquête over de informatiebehoefte van bezoekers van de Utrechtse Heuvelrug.

Mijn naam is Daniëlle van Eenennaam en ik ben vierdejaars studente Vitality & Tourism Management aan de HZ University of Applied Sciences te Vlisningen. Momenteel ben ik bezig met mijn afstudeeronderzoek bij VVV Nederland. Dit is een bedrijf wat de VVV Licentie uitgeeft en Kennisnetwerk Destinatie Nederland initieert. Daarnaast levert het nog verschillende producten en diensten met betrekking tot het VVV merk en destinatie marketing.

Mijn afstudeeronderzoek gaat over de informatiebehoefte van de bezoekers van de Utrechtse Heuvelrug, op het moment dat bezoekers op locatie zijn. Hiervoor werk ik samen met het Regionaal Toeristisch Bureau (RBT) Heuvelrug & Vallei.

Met behulp van deze enquête verzamel ik de benodigde informatie voor mijn onderzoek. Deze enquête duurt 5-10 minuten en uw gegevens zullen anoniem verwerkt worden.

Alvast bedankt.

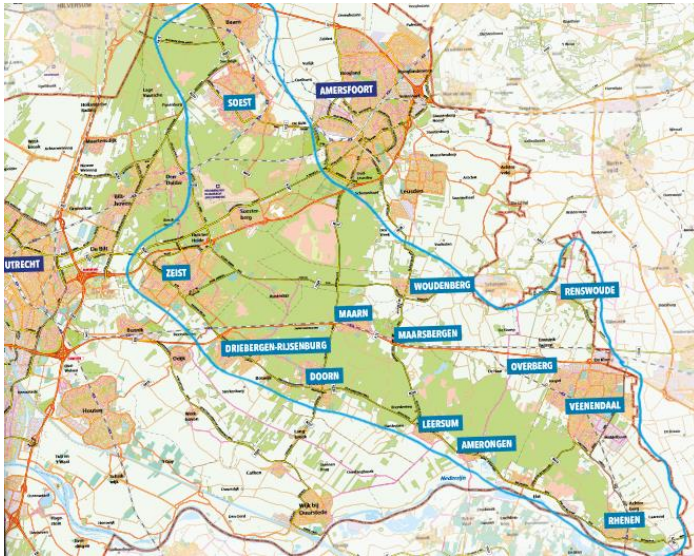
Daniëlle van Eenennaam
 Studente Vitality & Tourism Management
 HZ University of Applied Sciences | VVV Nederland

Enquête dagrecreat

1. Heeft u de Utrechtse Heuvelrug al eens (eerder) bezocht?*

De regio Utrechtse Heuvelrug is het gemarkeerde gebied op de afbeelding hierboven.

- Ja (1)
- Nee (2) > einde enquête



2. Wanneer bent u voor het laatst in de Utrechtse Heuvelrug geweest?* (MMM/JJJJ)

De volgende vragen gaan over uw algemene vakantie- en vrijetijdsgedrag.

3. Hoe vaak gaat u op vakantie per jaar?

Vakantie is een bezoek met minimaal één overnachting in een accommodatie die niet uw hoofdverblijf is

- 1-2 keer (1)
- 3-4 keer (2)
- 5-6 keer (3)
- 7 keer of meer (4)

4. Hoe vaak per jaar maakt u een uitstapje?

Een uitstapje is een recreatieve activiteit waarvoor men ten minste twee uur van huis is zonder dat daarbij een overnachting elders plaatsvindt. Bezoeken aan familie of kennissen zijn geen uitstapjes.

- 1-10 keer (1)
- 11-20 keer (2)
- 21-30 keer (3)
- 31-40 keer (4)
- 40 keer of meer (5)

De volgende vragen gaan over uw huidige of laatste bezoek aan de Utrechtse Heuvelrug.

5. Wat is de hoofdreden voor uw bezoek aan de Utrechtse Heuvelrug?

- Vrije tijd (1)
- Zakelijk (2)
- Bezoeken van vrienden/familie/kennissen (3)

6. Hoe bent u naar de Utrechtse Heuvelrug gereisd?*

- ☐ Auto (1)
- ☐ Trein (2)
- ☐ Bus (3)
- ☐ Fiets (4)
- ☐ Lopend (5)
- ☐ Camper (6)

7. Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug?*

- ☐ Een dagdeel of een dag (1) > deze enquête voor dagrecreant
- ☐ 2-4 dagen (2)
- ☐ 5-8 dagen (3)
- ☐ 9 dagen of meer (4)

8. Wat heeft u gedaan/gaat u doen tijdens dit uitstapje?* (Meerdere antwoorden mogelijk)

- ☐ Wandelen (0=niet, 1=wel)
- ☐ Fietsen (0=niet, 1=wel)
- ☐ Winkelen (0=niet, 1=wel)
- ☐ Bezoeken van stadje(s) en/of dorp(jes) (0=niet, 1=wel)
- ☐ Uit eten in een restaurant (0=niet, 1=wel)
- ☐ Bezoek aan een attractie (0=niet, 1=wel)
- ☐ Bezoek aan een evenement (0=niet, 1=wel)
- ☐ Bezoek aan een museum of bezienswaardig gebouw (0=niet, 1=wel)
- ☐ Bezoek aan een natuurgebied (0=niet, 1=wel)
- ☐ Op pad/vakantie met familie, vrienden of collega's (0=niet, 1=wel)
- ☐ Anders, namelijk: (tekstvak)

9. In welke plaats(en) bent u geweest voor dit uitstapje?* (Meerdere antwoorden mogelijk)

- ☐ Soest (0=niet, 1=wel)
- ☐ Zeist (0=niet, 1=wel)
- ☐ Maarn (0=niet, 1=wel)
- ☐ Woudenberg (0=niet, 1=wel)
- ☐ Maarsbergen (0=niet, 1=wel)
- ☐ Driebergen-Rijsenburg (0=niet, 1=wel)
- ☐ Doorn (0=niet, 1=wel)
- ☐ Amerongen (0=niet, 1=wel)
- ☐ Overberg (0=niet, 1=wel)
- ☐ Renswoude (0=niet, 1=wel)
- ☐ Veenendaal (0=niet, 1=wel)
- ☐ Rhenen (0=niet, 1=wel)
- ☐ Leersum (0=niet, 1=wel)

De volgende vragen gaan over uw gedrag met betrekking tot het zoeken van informatie en de informatiebehoefte tijdens het uitstapje of de vakantie in de Utrechtse Heuvelrug.

10. Heeft u vooraf aan dit uitstapje/deze vakantie informatie ingewonnen over de regio?*

- ☐ Ja (1)
- ☐ Nee (2)

11. Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Bij deze vraag kunt u meerdere vakjes aankruisen. *

- ☐ Geografische informatie (plattegrond, waar iets ligt) (0=niet, 1=wel)
- ☐ Informatie over attracties (musea, hotspots) (0=niet, 1=wel)
- ☐ Informatie over activiteiten (evenementen, markten) (0=niet, 1=wel)
- ☐ Informatie over sportieve activiteiten (wandeling maken, fietstocht maken) (0=niet, 1=wel)
- ☐ Informatie over vervoer (0=niet, 1=wel)
- ☐ Informatie over het weer (0=niet, 1=wel)
- ☐ Aanbevelingen (0=niet, 1=wel)
- ☐ Anders, namelijk: (tekstvak)

- ☐ Ik heb tijdens deze vakantie/dit uitstapje geen informatie geraadpleegd (0=niet, 1=wel)

12. U heeft zojuist aangegeven naar welke informatie u zoekt tijdens uw vakantie of uitstapje. Kunt u aangeven wat voor informatie u precies zocht?*

Traditionele media:	Online media:
<i>Papieren informatiebronnen:</i> folders/brochures, (recreatie) krant, reisgids	<i>Social media:</i> Twitter, Facebook, Instagram, YouTube, Pinterest
<i>Informatiebalies:</i> VVV/Toeristisch Informatiepunt, reisbureau, balie van de accommodatie	<i>Websites met vergelijkingsfunctie:</i> TripAdvisor, Google Reviews
Via vrienden, familie, kennissen	<i>Officiële websites van toeristische instellingen:</i> VVV, RBT Heuvelrug & Vallei

13. Kunt u in onderstaand veld aangeven welke drie bronnen uit de hierboven weergegeven tabel u het meest heeft gebruikt tijdens uw uitstapje/vakantie op de Utrechtse Heuvelrug?*

Voorbeeld:

1. Facebook
2. VVV
3. Recreatiekrant

1.

2.

3.

14. Hieronder staan een paar functies van informatiebronnen. Kunt u aangeven wat de voornaamste functie was van de drie meest gebruikte bronnen zoals aangegeven in de vorige vraag?*

	Bevestigen van informatie die u al wist (1)	Zoeken naar externe, nieuwe informatie: inspiratie (2)	Aanbevelingen van anderen weergeven (3)
Bron 1			
Bron 2			
Bron 3			

Miste u bepaalde informatie tijdens uw zoektocht?*

15. Hoe zou u idealiter informatie verkrijgen?*

16. Wat vindt u belangrijk als u online informatie zoekt?*

17. Wat vindt u belangrijk als u offline informatie zoekt?*

De laatste vragen gaan over uw persoonlijke gegevens.

18. Hoe bent u bij deze enquête gekomen?*

- ☐ Nieuwsbrief RBT Heuvelrug & Vallei (1)
- ☐ Social media van RBT Heuvelrug & Vallei: Facebook/Twitter (2)
- ☐ Social media: Facebook/Twitter (3)
- ☐ E-mail (4)
- ☐ Nationaal Militair museum (5)

- Piramide van Austerlitz (6)
- Grebbelinie bezoekerscentrum (7)
- Via familie/vrienden/kennissen (8)

19. Wat is uw geslacht?

- Man (1)
- Vrouw (2)

20. Wat is uw leeftijd?

- Jonger dan 25 jaar (1)
- 25-35 jaar (2)
- 36-45 jaar (3)
- 46-55 jaar (4)
- 56- 65 jaar (5)
- 65 jaar of ouder (6)

21. Wat is uw postcode?

22. Wat is uw hoogst genoten opleiding?

- Geen onderwijs/basisonderwijs (1)
- LBO/VBO/VMBO (basis- en kadergerichte leerweg) (2)
- MAVO/VMBO (gemengde- en theoretische leerweg)/eerste drie jaar HAVO/VWO (3)
- HAVO/VWO (bovenbouw) (4)
- HBO/WO bachelor, kandidaat (5)
- WO-doctoraal/master (6)

23. Kunt u invullen wat het bruto jaarinkomen van uw huishouden is?

- Beneden modaal (minder dan €24.000,-) (1)
- Modaal (€24.000,- tot €35.000,-) (2)
- Tussen 1 keer en 2 keer modaal (€35.000,- tot €70.000,-) (3)
- 2 keer modaal of meer (€70.000,- of meer) (4)
- Zeg ik liever niet (5)

Bedankt voor het meedoen aan deze enquête!

Appendix 4: Questionnaire tourists

Welkom bij de enquête over de informatiebehoefte van bezoekers van de Utrechtse Heuvelrug.

Mijn naam is Daniëlle van Eenennaam en ik ben vierdejaars studente Vitality & Tourism Management aan de HZ University of Applied Sciences te Vlissingen. Momenteel ben ik bezig met mijn afstudeeronderzoek bij VVV Nederland. Dit is een bedrijf wat de VVV Licentie uitgeeft en Kennisnetwerk Destinatie Nederland initieert. Daarnaast levert het nog verschillende producten en diensten met betrekking tot het VVV merk en destinatie marketing.

Mijn afstudeeronderzoek gaat over de informatiebehoefte van de bezoekers van de Utrechtse

Heuvelrug, op het moment dat bezoekers op locatie zijn. Hiervoor werk ik samen met het Regionaal Toeristisch Bureau (RBT) Heuvelrug & Vallei.

Met behulp van deze enquête verzamel ik de benodigde informatie voor mijn onderzoek. Deze enquête duurt 5-10 minuten en uw gegevens zullen anoniem verwerkt worden.

Alvast bedankt.

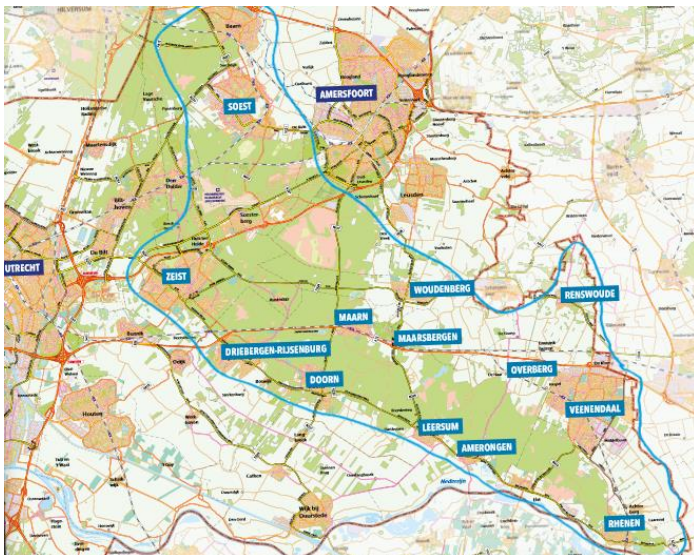
Daniëlle van Eenennaam
Studente Vitality & Tourism Management
HZ University of Applied Sciences | VVV Nederland

Enquête dagrecreant

1. Heeft u de Utrechtse Heuvelrug al eens (eerder) bezocht?*

De regio Utrechtse Heuvelrug is het gemarkeerde gebied op de afbeelding hierboven.

- ☐ Ja (1)
- ☐ Nee (2) > einde enquête



2. Wanneer bent u voor het laatst in de Utrechtse Heuvelrug geweest?* (MMM/JJJJ)

De volgende vragen gaan over uw algemene vakantie- en vrijetijdsgedrag.

3. Hoe vaak gaat u op vakantie per jaar?

Vakantie is een bezoek met minimaal één overnachting in een accommodatie die niet uw hoofdverblijf is

- ☐ 1-2 keer (1)
- ☐ 3-4 keer (2)
- ☐ 5-6 keer (3)

- 7 keer of meer (4)

4. Hoe vaak per jaar maakt u een uitstapje?

Een uitstapje is een recreatieve activiteit waarvoor men ten minste twee uur van huis is zonder dat daarbij een overnachting elders plaatsvindt. Bezoeken aan familie of kennissen zijn geen uitstapjes.

- 1-10 keer (1)
- 11-20 keer (2)
- 21- 30 keer (3)
- 31-40 keer (4)
- 40 keer of meer (5)

De volgende vragen gaan over uw huidige of laatste bezoek aan de Utrechtse Heuvelrug.

5. Wat is de hoofdreden voor uw bezoek aan de Utrechtse Heuvelrug?

- Vrije tijd (1)
- Zakelijk (2)
- Bezoeken van vrienden/familie/kennissen (3)

6. Hoe bent u naar de Utrechtse Heuvelrug gereisd?*

- Auto (1)
- Trein (2)
- Bus (3)
- Fiets (4)
- Lopend (5)
- Camper (6)

7. Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug?*

- Een dagdeel of een dag (1) > deze enquête voor dagrecreant
- 2-4 dagen (2)
- 5-8 dagen (3)
- 9 dagen of meer (4)

8. Waar verbleef/verblijft u op de Utrechtse Heuvelrug?

- Hotel/pension/jeugdaccommodatie (1)
- Bungalowpark (2)
- Camping (3)
- Groepsaccommodatie (4)
- Anders, namelijk: (5) + tekstvak

9. In welke plaats verbleef/verblijft u op de Utrechtse Heuvelrug? (1 antwoord aankruisen)

- Soest (1)
- Zeist (2)
- Maarn (3)
- Woudenberg (4)
- Maarsbergen (5)
- Driebergen-Rijsenburg (6)
- Doorn (7)

- Amerongen (8)
- Overberg (9)
- Renswoude (10)
- Veenendaal (11)
- Rhenen (12)
- Leersum (13)

Wat heeft u gedaan/gaat u doen tijdens deze vakantie? (Meerdere antwoorden mogelijk)*

- Wandelen (0=niet, 1=wel)
- Fietsen (0=niet, 1=wel)
- Winkelen (0=niet, 1=wel)
- Bezoeken van stadje(s) en of dorp(jes) (0=niet, 1=wel)
- Uit eten in een restaurant (0=niet, 1=wel)
- Bezoek aan een attractie (0=niet, 1=wel)
- Bezoek aan een evenement (0=niet, 1=wel)
- Bezoek aan een museum of bezienswaardig gebouw (0=niet, 1=wel)
- Bezoek aan een natuurgebied (0=niet, 1=wel)
- Op pad/vakantie met familie, vrienden of collega's (0=niet, 1=wel)
- Anders, namelijk: (tekstvak)

In welke plaatsen bent u geweest tijdens deze vakantie? (Meerdere antwoorden mogelijk)*

- Soest (0=niet, 1=wel)
- Zeist (0=niet, 1=wel)
- Maarn (0=niet, 1=wel)
- Woudenberg (0=niet, 1=wel)
- Maarsbergen (0=niet, 1=wel)
- Driebergen-Rijsenburg (0=niet, 1=wel)
- Doorn (0=niet, 1=wel)
- Amerongen (0=niet, 1=wel)
- Overberg (0=niet, 1=wel)
- Renswoude (0=niet, 1=wel)
- Veenendaal (0=niet, 1=wel)
- Rhenen (0=niet, 1=wel)
- Leersum (0=niet, 1=wel)

De volgende vragen gaan over uw gedrag met betrekking tot het zoeken van informatie en de informatiebehoefte tijdens het uitstapje of de vakantie in de Utrechtse Heuvelrug.

10. Heeft u vooraf aan dit uitstapje/deze vakantie informatie ingewonnen over de regio?*

- Ja (1)
- Nee (2)

11. Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Bij deze vraag kunt u meerdere vakjes aankruisen. *

- Geografische informatie (plattegrond, waar iets ligt) (0=niet, 1=wel)
- Informatie over attracties (musea, hotspots) (0=niet, 1=wel)
- Informatie over activiteiten (evenementen, markten) (0=niet, 1=wel)
- Informatie over sportieve activiteiten (wandeling maken, fietstocht maken) (0=niet, 1=wel)
- Informatie over vervoer (0=niet, 1=wel)

- Informatie over het weer (0=niet, 1=wel)
- Aanbevelingen (0=niet, 1=wel)
- Anders, namelijk: (tekstvak)

- Ik heb tijdens deze vakantie/dit uitstapje geen informatie geraadpleegd (0=niet, 1=wel)

12. U heeft zojuist aangegeven naar welke informatie u zoekt tijdens uw vakantie of uitstapje. Kunt u aangeven wat voor informatie u precies zocht?*

Traditionele media:	Online media:
<i>Papieren informatiebronnen:</i> folders/brochures, (recreatie) krant, reisgids	<i>Social media:</i> Twitter, Facebook, Instagram, YouTube, Pinterest
<i>Informatiebalies:</i> VVV/Toeristisch Informatiepunt, reisbureau, balie van de accommodatie	<i>Websites met vergelijkingsfunctie:</i> TripAdvisor, Google Reviews
Via vrienden, familie, kennissen	<i>Officiële websites van toeristische instellingen:</i> VVV, RBT Heuvelrug & Vallei

13. Kunt u in onderstaand veld aangeven welke drie bronnen uit de hierboven weergegeven tabel u het meest heeft gebruikt tijdens uw uitstapje/vakantie op de Utrechtse Heuvelrug?*

Voorbeeld:

1. Facebook
2. VVV
3. Recreatiekrant

1.

2.

3.

14. Hieronder staan een paar functies van informatiebronnen. Kunt u aangeven wat de voornaamste functie was van de drie meest gebruikte bronnen zoals aangegeven in de vorige vraag?*

	Bevestigen van informatie die u al wist (1)	Zoeken naar externe, nieuwe informatie: inspiratie (2)	Aanbevelingen van anderen weergeven (3)
Bron 1			

Bron 2			
Bron 3			

Miste u bepaalde informatie tijdens uw zoektocht?*

15.Hoe zou u idealiter informatie verkrijgen?*

16.Wat vindt u belangrijk als u online informatie zoekt?*

17.Wat vindt u belangrijk als u offline informatie zoekt?*

De laatste vragen gaan over uw persoonlijke gegevens.

18.Hoe bent u bij deze enquête gekomen?*

- ☐ Nieuwsbrief RBT Heuvelrug & Vallei (1)
- ☐ Social media van RBT Heuvelrug & Vallei: Facebook/Twitter (2)
- ☐ Social media: Facebook/Twitter (3)
- ☐ E-mail (4)
- ☐ Nationaal Militair museum (5)
- ☐ Piramide van Austerlitz (6)
- ☐ Grebbelinie bezoekerscentrum (7)
- ☐ Via familie/vrienden/kennissen (8)

19.Wat is uw geslacht?

- ☐ Man (1)
- ☐ Vrouw (2)

20.Wat is uw leeftijd?

- ☐ Jonger dan 25 jaar (1)
- ☐ 25-35 jaar (2)
- ☐ 36-45 jaar (3)
- ☐ 46-55 jaar (4)

- 56- 65 jaar (5)
- 65 jaar of ouder (6)

21. Wat is uw postcode?

22. Wat is uw hoogst genoten opleiding?

- Geen onderwijs/basisonderwijs (1)
- LBO/VBO/VMBO (basis- en kadergerichte leerweg) (2)
- MAVO/VMBO (gemengde- en theoretische leerweg)/eerste drie jaar HAVO/VWO (3)
- HAVO/VWO (bovenbouw) (4)
- HBO/WO bachelor, kandidaat (5)
- WO-doctoraal/master (6)

23. Kunt u invullen wat het bruto jaarinkomen van uw huishouden is?

- Beneden modaal (minder dan €24.000,-) (1)
- Modaal (€24.000,- tot €35.000,-) (2)
- Tussen 1 keer en 2 keer modaal (€35.000,- tot €70.000,-) (3)
- 2 keer modaal of meer (€70.000,- of meer) (4)
- Zeg ik liever niet (5)

Bedankt voor het meedoen aan deze enquête!

Appendix 5: Results SPSS

Appendix 5.1 Descriptive statistics

Wanneer bent u voor het laatst in de Utrechtse Heuvelrug geweest?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	JUN 1990	2	1,4	1,4	1,4
	JUL 1994	1	,7	,7	2,1
	JUL 1996	1	,7	,7	2,8
	AUG 1998	1	,7	,7	3,4
	JUN 2001	1	,7	,7	4,1
	JUL 2001	1	,7	,7	4,8
	NOV 2002	1	,7	,7	5,5
	JUN 2003	1	,7	,7	6,2
	MAY 2004	2	1,4	1,4	7,6
	JUL 2004	1	,7	,7	8,3
	AUG 2008	1	,7	,7	9,0
	MAY 2009	2	1,4	1,4	10,3
	JUN 2009	1	,7	,7	11,0
	APR 2010	1	,7	,7	11,7

	OCT 2012	1	,7	,7	12,4
	MAR 2013	1	,7	,7	13,1
	APR 2013	1	,7	,7	13,8
	JUN 2014	3	2,1	2,1	15,9
	JUL 2014	2	1,4	1,4	17,2
	AUG 2014	1	,7	,7	17,9
	JAN 2015	1	,7	,7	18,6
	MAY 2015	1	,7	,7	19,3
	JUN 2015	1	,7	,7	20,0
	AUG 2015	1	,7	,7	20,7
	OCT 2015	2	1,4	1,4	22,1
	APR 2016	1	,7	,7	22,8
	MAY 2016	1	,7	,7	23,4
	JUN 2016	2	1,4	1,4	24,8
	JUL 2016	1	,7	,7	25,5
	OCT 2016	1	,7	,7	26,2
	FEB 2017	1	,7	,7	26,9
	MAR 2017	1	,7	,7	27,6
	MAY 2017	5	3,4	3,4	31,0
	JUN 2017	3	2,1	2,1	33,1
	JUL 2017	1	,7	,7	33,8
	AUG 2017	3	2,1	2,1	35,9
	SEP 2017	3	2,1	2,1	37,9
	OCT 2017	11	7,5	7,6	45,5
	NOV 2017	4	2,7	2,8	48,3
	DEC 2017	5	3,4	3,4	51,7
	JAN 2018	6	4,1	4,1	55,9
	FEB 2018	23	15,8	15,9	71,7
	MAR 2018	40	27,4	27,6	99,3
	AUG 2018	1	,7	,7	100,0
	Total	145	99,3	100,0	
Missing	System	1	,7		
Total		146	100,0		

Hoe vaak gaat u op vakantie per jaar?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2	67	45,9	45,9	45,9
	3-4	61	41,8	41,8	87,7
	5-6	7	4,8	4,8	92,5

7 of meer	11	7,5	7,5	100,0
Total	146	100,0	100,0	

Hoe vaak per jaar maakt u een uitstapje?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-10	61	41,8	42,1	42,1
	11-20	35	24,0	24,1	66,2
	21-30	26	17,8	17,9	84,1
	31-40	8	5,5	5,5	89,7
	40 of meer	15	10,3	10,3	100,0
	Total	145	99,3	100,0	
Missing	System	1	,7		
Total		146	100,0		

Wat is de hoofdreden voor uw bezoek aan de Utrechtse Heuvelrug?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Vrije tijd	127	87,0	87,0	87,0
	Zakelijk	2	1,4	1,4	88,4
	Bezoeken van vrienden/familie/kennissen	17	11,6	11,6	100,0
	Total	146	100,0	100,0	

Hoe bent u naar de Utrechtse Heuvelrug gereisd?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Auto	122	83,6	83,6	83,6
	Trein	4	2,7	2,7	86,3
	Bus	2	1,4	1,4	87,7
	Fiets	10	6,8	6,8	94,5
	Lopend	6	4,1	4,1	98,6
	Camper	2	1,4	1,4	100,0
	Total	146	100,0	100,0	

Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dag(deel)	92	63,0	63,0	63,0
	2-4 dagen	35	24,0	24,0	87,0
	5-8 dagen	8	5,5	5,5	92,5
	9 of meer dagen	11	7,5	7,5	100,0
	Total	146	100,0	100,0	

Waar verbleef/verblijft u op de Utrechtse Heuvelrug?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hotel/pension/jeugdaccommodatie	21	14,4	39,6	39,6
	Bungalowpark	15	10,3	28,3	67,9
	Camping	13	8,9	24,5	92,5
	Groepsaccommodatie	1	,7	1,9	94,3
	Anders, namelijk:	3	2,1	5,7	100,0
	Total	53	36,3	100,0	
Missing	System	93	63,7		
Total		146	100,0		

Waar verbleef/verblijft u op de Utrechtse Heuvelrug? Anders, namelijk:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		143	97,9	97,9	97,9
	Bij familie	1	,7	,7	98,6
	kazemat	1	,7	,7	99,3
	Liniehut	1	,7	,7	100,0
	Total	146	100,0	100,0	

In welke plaats verbleef/verblijft u op de Utrechtse Heuvelrug?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Soest	6	4,1	11,8	11,8
	Zeist	6	4,1	11,8	23,5
	Maarn	2	1,4	3,9	27,5
	Woudenberg	5	3,4	9,8	37,3

	Driebergen-Rijsenburg	4	2,7	7,8	45,1
	Doorn	5	3,4	9,8	54,9
	Amerongen	4	2,7	7,8	62,7
	Overberg	1	,7	2,0	64,7
	Renswoude	3	2,1	5,9	70,6
	Veenendaal	5	3,4	9,8	80,4
	Rhenen	10	6,8	19,6	100,0
	Total	51	34,9	100,0	
Missing	System	95	65,1		
Total		146	100,0		

Wat heeft u gedaan/gaat u doen tijdens deze vakantie? Wandelen

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	13	8,9	23,6	23,6
	Wel	42	28,8	76,4	100,0
	Total	55	37,7	100,0	
Missing	System	91	62,3		
Total		146	100,0		

Wat heeft u gedaan/gaat u doen tijdens deze vakantie? Fietsen

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	25	17,1	45,5	45,5
	Wel	30	20,5	54,5	100,0
	Total	55	37,7	100,0	
Missing	System	91	62,3		
Total		146	100,0		

Wat heeft u gedaan/gaat u doen tijdens deze vakantie? Winkelen

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	32	21,9	58,2	58,2
	Wel	23	15,8	41,8	100,0
	Total	55	37,7	100,0	
Missing	System	91	62,3		
Total		146	100,0		

Wat heeft u gedaan/gaat u doen tijdens deze vakantie? Bezoek staddorp

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	19	13,0	34,5	34,5
	Wel	36	24,7	65,5	100,0
	Total	55	37,7	100,0	
Missing	System	91	62,3		
Total		146	100,0		

Wat heeft u gedaan/gaat u doen tijdens deze vakantie? Uit eten

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	22	15,1	40,0	40,0
	Wel	33	22,6	60,0	100,0
	Total	55	37,7	100,0	
Missing	System	91	62,3		
Total		146	100,0		

Wat heeft u gedaan/gaat u doen tijdens deze vakantie? Bezoek attractie

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	42	28,8	76,4	76,4
	Wel	13	8,9	23,6	100,0
	Total	55	37,7	100,0	
Missing	System	91	62,3		
Total		146	100,0		

Wat heeft u gedaan/gaat u doen tijdens deze vakantie? Event bezoek

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	50	34,2	90,9	90,9
	Wel	5	3,4	9,1	100,0
	Total	55	37,7	100,0	
Missing	System	91	62,3		
Total		146	100,0		

**Wat heeft u gedaan/gaat u doen tijdens deze vakantie? Museum
bezoek**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	42	28,8	76,4	76,4
	Wel	13	8,9	23,6	100,0
	Total	55	37,7	100,0	
Missing	System	91	62,3		
Total		146	100,0		

**Wat heeft u gedaan/gaat u doen tijdens deze vakantie? Natuur
bezoek**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	23	15,8	41,8	41,8
	Wel	32	21,9	58,2	100,0
	Total	55	37,7	100,0	
Missing	System	91	62,3		
Total		146	100,0		

**Wat heeft u gedaan/gaat u doen tijdens deze vakantie? Met
familie vrienden**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	38	26,0	69,1	69,1
	Wel	17	11,6	30,9	100,0
	Total	55	37,7	100,0	
Missing	System	91	62,3		
Total		146	100,0		

**Wat heeft u gedaan/gaat u doen tijdens deze vakantie? Anders,
namelijk:**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		145	99,3	99,3	99,3
	Conferentie werk	1	,7	,7	100,0

Total	146	100,0	100,0
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In welke plaatsen bent u geweest tijdens deze vakantie? Soest

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	36	24,7	65,5	65,5
	Wel	19	13,0	34,5	100,0
	Total	55	37,7	100,0	
Missing	System	91	62,3		
Total		146	100,0		

In welke plaatsen bent u geweest tijdens deze vakantie? Zeist

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	30	20,5	54,5	54,5
	Wel	25	17,1	45,5	100,0
	Total	55	37,7	100,0	
Missing	System	91	62,3		
Total		146	100,0		

In welke plaatsen bent u geweest tijdens deze vakantie? Maarn

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	50	34,2	90,9	90,9
	Wel	5	3,4	9,1	100,0
	Total	55	37,7	100,0	
Missing	System	91	62,3		
Total		146	100,0		

In welke plaatsen bent u geweest tijdens deze vakantie?

Woudenberg

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	38	26,0	69,1	69,1
	Wel	17	11,6	30,9	100,0
	Total	55	37,7	100,0	
Missing	System	91	62,3		

Total	146	100,0		
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In welke plaatsen bent u geweest tijdens deze vakantie?

Maarsbergen

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	45	30,8	81,8	81,8
	Wel	10	6,8	18,2	100,0
	Total	55	37,7	100,0	
Missing	System	91	62,3		
Total		146	100,0		

In welke plaatsen bent u geweest tijdens deze vakantie?

DriebergenRijs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	43	29,5	78,2	78,2
	Wel	12	8,2	21,8	100,0
	Total	55	37,7	100,0	
Missing	System	91	62,3		
Total		146	100,0		

In welke plaatsen bent u geweest tijdens deze vakantie? Doorn

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	35	24,0	63,6	63,6
	Wel	20	13,7	36,4	100,0
	Total	55	37,7	100,0	
Missing	System	91	62,3		
Total		146	100,0		

In welke plaatsen bent u geweest tijdens deze vakantie?

Amerongen

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	47	32,2	85,5	85,5
	Wel	8	5,5	14,5	100,0

	Total	55	37,7	100,0	
Missing	System	91	62,3		
Total		146	100,0		

In welke plaatsen bent u geweest tijdens deze vakantie?

Overberg

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	53	36,3	96,4	96,4
	Wel	2	1,4	3,6	100,0
	Total	55	37,7	100,0	
Missing	System	91	62,3		
Total		146	100,0		

In welke plaatsen bent u geweest tijdens deze vakantie?

Renswoude

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	43	29,5	78,2	78,2
	Wel	12	8,2	21,8	100,0
	Total	55	37,7	100,0	
Missing	System	91	62,3		
Total		146	100,0		

In welke plaatsen bent u geweest tijdens deze vakantie?

Veenendaal

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	33	22,6	60,0	60,0
	Wel	22	15,1	40,0	100,0
	Total	55	37,7	100,0	
Missing	System	91	62,3		
Total		146	100,0		

In welke plaatsen bent u geweest tijdens deze vakantie? Rhenen

		Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Niet	33	22,6	60,0	60,0
	Wel	22	15,1	40,0	100,0
	Total	55	37,7	100,0	
Missing	System	91	62,3		
Total		146	100,0		

In welke plaatsen bent u geweest tijdens deze vakantie?

Leersum

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	46	31,5	83,6	83,6
	Wel	9	6,2	16,4	100,0
	Total	55	37,7	100,0	
Missing	System	91	62,3		
Total		146	100,0		

Wat heeft u gedaan/gaat u doen tijdens dit uitstapje? Fietsen

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	68	46,6	73,9	73,9
	Wel	24	16,4	26,1	100,0
	Total	92	63,0	100,0	
Missing	System	54	37,0		
Total		146	100,0		

Wat heeft u gedaan/gaat u doen tijdens dit uitstapje? Wandelen

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	29	19,9	31,5	31,5
	Wel	63	43,2	68,5	100,0
	Total	92	63,0	100,0	
Missing	System	54	37,0		
Total		146	100,0		

Wat heeft u gedaan/gaat u doen tijdens dit uitstapje? Winkelen

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	80	54,8	87,0	87,0
	Wel	12	8,2	13,0	100,0
	Total	92	63,0	100,0	
Missing	System	54	37,0		
Total		146	100,0		

Wat heeft u gedaan/gaat u doen tijdens dit uitstapje? Bezoeken Stad Dorp

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	80	54,8	87,0	87,0
	Wel	12	8,2	13,0	100,0
	Total	92	63,0	100,0	
Missing	System	54	37,0		
Total		146	100,0		

Wat heeft u gedaan/gaat u doen tijdens dit uitstapje? Uiteten

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	77	52,7	83,7	83,7
	Wel	15	10,3	16,3	100,0
	Total	92	63,0	100,0	
Missing	System	54	37,0		
Total		146	100,0		

Wat heeft u gedaan/gaat u doen tijdens dit uitstapje? Attractie bezoek

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	79	54,1	85,9	85,9
	Wel	13	8,9	14,1	100,0
	Total	92	63,0	100,0	
Missing	System	54	37,0		
Total		146	100,0		

**Wat heeft u gedaan/gaat u doen tijdens dit uitstapje? Event
bezoek**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	87	59,6	94,6	94,6
	Wel	5	3,4	5,4	100,0
	Total	92	63,0	100,0	
Missing	System	54	37,0		
Total		146	100,0		

**Wat heeft u gedaan/gaat u doen tijdens dit uitstapje? Musea
bezoek**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	72	49,3	78,3	78,3
	Wel	20	13,7	21,7	100,0
	Total	92	63,0	100,0	
Missing	System	54	37,0		
Total		146	100,0		

**Wat heeft u gedaan/gaat u doen tijdens dit uitstapje? Natuur
bezoek**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	63	43,2	68,5	68,5
	Wel	29	19,9	31,5	100,0
	Total	92	63,0	100,0	
Missing	System	54	37,0		
Total		146	100,0		

**Wat heeft u gedaan/gaat u doen tijdens dit uitstapje? Op pad met
vrienden familie**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	79	54,1	85,9	85,9
	Wel	13	8,9	14,1	100,0

	Total	92	63,0	100,0	
Missing	System	54	37,0		
Total		146	100,0		

In welke plaatsen bent u geweest tijdens dit uitstapje? Soest

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	65	44,5	70,7	70,7
	Wel	27	18,5	29,3	100,0
	Total	92	63,0	100,0	
Missing	System	54	37,0		
Total		146	100,0		

In welke plaatsen bent u geweest tijdens dit uitstapje? Zeist

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	68	46,6	73,9	73,9
	Wel	24	16,4	26,1	100,0
	Total	92	63,0	100,0	
Missing	System	54	37,0		
Total		146	100,0		

In welke plaatsen bent u geweest tijdens dit uitstapje? Maarn

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	82	56,2	89,1	89,1
	Wel	10	6,8	10,9	100,0
	Total	92	63,0	100,0	
Missing	System	54	37,0		
Total		146	100,0		

In welke plaatsen bent u geweest tijdens dit uitstapje? Woudenberg

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	84	57,5	91,3	91,3
	Wel	8	5,5	8,7	100,0
	Total	92	63,0	100,0	
Missing	System	54	37,0		
Total		146	100,0		

In welke plaatsen bent u geweest tijdens dit uitstapje?

Maarsbergen

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	91	62,3	98,9	98,9
	Wel	1	,7	1,1	100,0
	Total	92	63,0	100,0	
Missing	System	54	37,0		
Total		146	100,0		

In welke plaatsen bent u geweest tijdens dit uitstapje?

Driebergen-Rijsenburg

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	79	54,1	85,9	85,9
	Wel	13	8,9	14,1	100,0
	Total	92	63,0	100,0	
Missing	System	54	37,0		
Total		146	100,0		

In welke plaatsen bent u geweest tijdens dit uitstapje? Doorn

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	77	52,7	83,7	83,7
	Wel	15	10,3	16,3	100,0
	Total	92	63,0	100,0	
Missing	System	54	37,0		
Total		146	100,0		

In welke plaatsen bent u geweest tijdens dit uitstapje?

Amerongen

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	76	52,1	82,6	82,6
	Wel	16	11,0	17,4	100,0
	Total	92	63,0	100,0	
Missing	System	54	37,0		
Total		146	100,0		

In welke plaatsen bent u geweest tijdens dit uitstapje?

Renswoude

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	87	59,6	94,6	94,6
	Wel	5	3,4	5,4	100,0
	Total	92	63,0	100,0	
Missing	System	54	37,0		
Total		146	100,0		

In welke plaatsen bent u geweest tijdens dit uitstapje?

Veenendaal

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	75	51,4	81,5	81,5
	Wel	17	11,6	18,5	100,0
	Total	92	63,0	100,0	
Missing	System	54	37,0		
Total		146	100,0		

In welke plaatsen bent u geweest tijdens dit uitstapje? Rhenen

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	73	50,0	79,3	79,3
	Wel	19	13,0	20,7	100,0
	Total	92	63,0	100,0	
Missing	System	54	37,0		
Total		146	100,0		

In welke plaatsen bent u geweest tijdens dit uitstapje? Leersum

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	80	54,8	87,0	87,0
	Wel	12	8,2	13,0	100,0
	Total	92	63,0	100,0	
Missing	System	54	37,0		
Total		146	100,0		

Heeft u vooraf aan dit uitstapje/deze vakantie informatie ingewonnen over de regio?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ja	53	36,3	37,3	37,3
	Nee	89	61,0	62,7	100,0
	Total	142	97,3	100,0	
Missing	System	4	2,7		
Total		146	100,0		

Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Geografisch

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	78	53,4	53,8	53,8
	Wel	66	45,2	45,5	99,3
	2	1	,7	,7	100,0
	Total	145	99,3	100,0	
Missing	System	1	,7		
Total		146	100,0		

Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Attracties

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	98	67,1	67,6	67,6
	Wel	47	32,2	32,4	100,0

	Total	145	99,3	100,0	
Missing	System	1	,7		
Total		146	100,0		

Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Activiteiten

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	109	74,7	75,2	75,2
	Wel	36	24,7	24,8	100,0
	Total	145	99,3	100,0	
Missing	System	1	,7		
Total		146	100,0		

Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Sportactiviteiten

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	96	65,8	66,2	66,2
	Wel	49	33,6	33,8	100,0
	Total	145	99,3	100,0	
Missing	System	1	,7		
Total		146	100,0		

Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Vervoer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	134	91,8	92,4	92,4
	Wel	11	7,5	7,6	100,0
	Total	145	99,3	100,0	
Missing	System	1	,7		
Total		146	100,0		

Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Aanbevelingen

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	136	93,2	93,8	93,8
	Wel	9	6,2	6,2	100,0
	Total	145	99,3	100,0	
Missing	System	1	,7		
Total		146	100,0		

Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Weer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	107	73,3	73,8	73,8
	Wel	37	25,3	25,5	99,3
	2	1	,7	,7	100,0
	Total	145	99,3	100,0	
Missing	System	1	,7		
Total		146	100,0		

Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Geen info

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Niet	117	80,1	80,7	80,7
	Wel	28	19,2	19,3	100,0
	Total	145	99,3	100,0	
Missing	System	1	,7		
Total		146	100,0		

Hoe bent u bij deze enquête gekomen?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nieuwsbrief RBT Heuvelrug&Vallei	2	1,4	1,6	1,6
	Social Media RBT Heuvelrug&Vallei	3	2,1	2,5	4,1
	Social Media anders	40	27,4	32,8	36,9
	E-mail	3	2,1	2,5	39,3

	Nationaal militair museum	14	9,6	11,5	50,8
	Piramide van Austerlitz	15	10,3	12,3	63,1
	Grebbelinie bezoekerscentrum	5	3,4	4,1	67,2
	Via kennissen/familie/vrienden	40	27,4	32,8	100,0
	Total	122	83,6	100,0	
Missing	System	24	16,4		
Total		146	100,0		

Wat is uw leeftijd?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Jonger dan 25	13	8,9	10,7	10,7
	25-35 jaar	16	11,0	13,2	24,0
	36-45 jaar	16	11,0	13,2	37,2
	46-55 jaar	33	22,6	27,3	64,5
	56-65 jaar	18	12,3	14,9	79,3
	65 jaar of ouder	25	17,1	20,7	100,0
	Total	121	82,9	100,0	
Missing	System	25	17,1		
Total		146	100,0		

Wat is uw postcode?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		28	19,2	19,2	19,2
	-	1	,7	,7	19,9
	1091RZ	1	,7	,7	20,5
	1122AA	1	,7	,7	21,2
	1336GH	1	,7	,7	21,9
	1648KE	1	,7	,7	22,6
	1671 RP	1	,7	,7	23,3
	2151 ds	1	,7	,7	24,0
	2225LW	1	,7	,7	24,7
	2381AN	1	,7	,7	25,3
	2636JC	1	,7	,7	26,0
	2711PT	1	,7	,7	26,7
	2761	1	,7	,7	27,4

2761LM	1	,7	,7	28,1
2811GS	2	1,4	1,4	29,5
2871HD	1	,7	,7	30,1
2951BR	2	1,4	1,4	31,5
3134HD	1	,7	,7	32,2
3328 AC	1	,7	,7	32,9
3471ED	1	,7	,7	33,6
3515VC	1	,7	,7	34,2
3524AN	1	,7	,7	34,9
3524EM	1	,7	,7	35,6
3532TL	1	,7	,7	36,3
3561XL	1	,7	,7	37,0
3563	1	,7	,7	37,7
3572ND	1	,7	,7	38,4
3572XV	1	,7	,7	39,0
3581	1	,7	,7	39,7
3711BJ	1	,7	,7	40,4
3721XK	1	,7	,7	41,1
3722	1	,7	,7	41,8
3752	1	,7	,7	42,5
3811PC	1	,7	,7	43,2
3814VH	1	,7	,7	43,8
3825BG	2	1,4	1,4	45,2
3831EJ	1	,7	,7	45,9
3851ZH	1	,7	,7	46,6
3901GA	1	,7	,7	47,3
3904SN	1	,7	,7	47,9
3904ZW	1	,7	,7	48,6
3904ZZ	1	,7	,7	49,3
3905GS	2	1,4	1,4	50,7
3906	1	,7	,7	51,4
3921	1	,7	,7	52,1
3931SR	1	,7	,7	52,7
3972	1	,7	,7	53,4
3993DS	1	,7	,7	54,1
3997	1	,7	,7	54,8
4043 NR	1	,7	,7	55,5
4043NR	1	,7	,7	56,2
4126RX	1	,7	,7	56,8
4333	2	1,4	1,4	58,2
4333 EM	1	,7	,7	58,9

4333 TG	1	,7	,7	59,6
4333EA	1	,7	,7	60,3
4333EM	8	5,5	5,5	65,8
4333KN	1	,7	,7	66,4
4333LP	1	,7	,7	67,1
4334CG	1	,7	,7	67,8
4335EN	1	,7	,7	68,5
4335TG	1	,7	,7	69,2
4335XT	2	1,4	1,4	70,5
4336DG	1	,7	,7	71,2
4337	1	,7	,7	71,9
4337WD	1	,7	,7	72,6
4339BT	2	1,4	1,4	74,0
4339ND	2	1,4	1,4	75,3
4353 BW	1	,7	,7	76,0
4371GK	1	,7	,7	76,7
4381VD	1	,7	,7	77,4
4383 WJ	2	1,4	1,4	78,8
4384LC	1	,7	,7	79,5
4388 nh	1	,7	,7	80,1
4417 AZ	1	,7	,7	80,8
4417AZ	1	,7	,7	81,5
4421	1	,7	,7	82,2
4421MV	1	,7	,7	82,9
4431 NO	1	,7	,7	83,6
4462 AA	1	,7	,7	84,2
4521 PV	1	,7	,7	84,9
4696	1	,7	,7	85,6
4834	1	,7	,7	86,3
5371	1	,7	,7	87,0
5462SV	1	,7	,7	87,7
5624HR	1	,7	,7	88,4
6365BC	1	,7	,7	89,0
6542	1	,7	,7	89,7
6675 AR	1	,7	,7	90,4
6715GS	1	,7	,7	91,1
7772EB	1	,7	,7	91,8
8071	1	,7	,7	92,5
8308PB	2	1,4	1,4	93,8
8501GX	1	,7	,7	94,5
8925gh	1	,7	,7	95,2

8939	1	,7	,7	95,9
8939AZ	2	1,4	1,4	97,3
9402BT	1	,7	,7	97,9
9774PH	1	,7	,7	98,6
9883SM	1	,7	,7	99,3
9977RS	1	,7	,7	100,0
Total	146	100,0	100,0	

Wat is uw hoogst genoten opleiding?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Geen onderwijs/basisonderwijs	6	4,1	5,0	5,0
	LBO/VBO/VMBO	8	5,5	6,7	11,7
	MAVO/VMBO	33	22,6	27,5	39,2
	HAVO/VWO	14	9,6	11,7	50,8
	HBOWO bachelor, kandidaat	46	31,5	38,3	89,2
	WO-doctoraal/master	13	8,9	10,8	100,0
	Total	120	82,2	100,0	
Missing	System	26	17,8		
Total		146	100,0		

Kunt u invullen wat het bruto jaarinkomen van uw huishouden is?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Beneden modaal (minder dan 24.000)	11	7,5	9,0	9,0
	Modaal (24.000-35.000)	17	11,6	13,9	23,0
	Tussen 1 en 2 keer modaal (35.000-70.000)	39	26,7	32,0	54,9
	2 keer modaal of meer (70.000 of meer)	11	7,5	9,0	63,9
	Zeg ik liever niet	44	30,1	36,1	100,0
	Total	122	83,6	100,0	
Missing	System	24	16,4		
Total		146	100,0		

Day visitor

Kunt u in onderstaand veld aangeven welke drie bronnen uit de hierboven weergegeven tabel u het meest heeft gebruikt tijdens uw uitstapje/vakantie op de Utrechtse Heuvelrug? Bron 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Recreationpaper	4	4,3	6,6	6,6
	VVV	10	10,9	16,4	23,0
	Google	15	16,3	24,6	47,5
	Website attraction	7	7,6	11,5	59,0
	Family, friends and relatives	6	6,5	9,8	68,9
	Flyers and brochures	2	2,2	3,3	72,1
	Pinterest	1	1,1	1,6	73,8
	Facebook	4	4,3	6,6	80,3
	Visitor centre	2	2,2	3,3	83,6
	Website RBT	1	1,1	1,6	85,2
	Heuvelrug&Vallei				
	Social media	1	1,1	1,6	86,9
	Website accommodation	1	1,1	1,6	88,5
	Face to face	1	1,1	1,6	90,2
	Google Maps	1	1,1	1,6	91,8
	Signs	1	1,1	1,6	93,4
	Website Utrechts Landschap	1	1,1	1,6	95,1
	Instagram	1	1,1	1,6	96,7
	Book Utrechts Landschap	1	1,1	1,6	98,4
	Wandelsites	1	1,1	1,6	100,0
	Total	61	66,3	100,0	
Missing	System	31	33,7		
Total		92	100,0		

Kunt u in onderstaand veld aangeven welke drie bronnen uit de hierboven weergegeven tabel u het meest heeft gebruikt tijdens uw uitstapje/vakantie op de Utrechtse Heuvelrug? Bron 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Recreationpaper	1	1,1	2,6	2,6
	VVV	2	2,2	5,3	7,9
	Google	4	4,3	10,5	18,4
	Website attraction	3	3,3	7,9	26,3
	Family, friends and relatives	4	4,3	10,5	36,8
	Flyers and brochures	3	3,3	7,9	44,7

	Pinterest	1	1,1	2,6	47,4
	Weather website/application	1	1,1	2,6	50,0
	Google reviews	3	3,3	7,9	57,9
	Tripadvisor	1	1,1	2,6	60,5
	Facebook	3	3,3	7,9	68,4
	Website VVV	1	1,1	2,6	71,1
	Social media	3	3,3	7,9	78,9
	Website AXA	1	1,1	2,6	81,6
	Google Maps	1	1,1	2,6	84,2
	Signs	1	1,1	2,6	86,8
	Website Utrechts Landschap	2	2,2	5,3	92,1
	Website Staatsbosbeheer	1	1,1	2,6	94,7
	Newspaper	1	1,1	2,6	97,4
	Magazine Utrechts Landschap	1	1,1	2,6	100,0
	Total	38	41,3	100,0	
Missing	System	54	58,7		
Total		92	100,0		

Kunt u in onderstaand veld aangeven welke drie bronnen uit de hierboven weergegeven tabel u het meest heeft gebruikt tijdens uw uitstapje/vakantie op de Utrechtse Heuvelrug? Bron 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Recreationpaper	4	4,3	14,3	14,3
	VVV	2	2,2	7,1	21,4
	Google	2	2,2	7,1	28,6
	Family, friends and relatives	2	2,2	7,1	35,7
	Flyers and brochures	4	4,3	14,3	50,0
	Weather website/application	2	2,2	7,1	57,1
	Google reviews	2	2,2	7,1	64,3
	Tripadvisor	2	2,2	7,1	71,4
	Facebook	2	2,2	7,1	78,6
	Website VVV	3	3,3	10,7	89,3
	Google Maps	1	1,1	3,6	92,9
	Website Staatsbosbeheer	2	2,2	7,1	100,0
	Total	28	30,4	100,0	
Missing	System	64	69,6		
Total		92	100,0		

Tourist

Kunt u in onderstaand veld aangeven welke drie bronnen uit de hierboven weergegeven tabel u het meest heeft gebruikt tijdens uw uitstapje/vakantie op de Utrechtse Heuvelrug? Bron 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Recreationpaper	4	7,4	9,1	9,1
	VVV	8	14,8	18,2	27,3
	Google	11	20,4	25,0	52,3
	Website attraction	2	3,7	4,5	56,8
	Reception accommodation	1	1,9	2,3	59,1
	Family, friends and relatives	2	3,7	4,5	63,6
	Flyers and brochures	9	16,7	20,5	84,1
	Weather website/application	1	1,9	2,3	86,4
	Facebook	1	1,9	2,3	88,6
	Website VVV	1	1,9	2,3	90,9
	Visitor centre	1	1,9	2,3	93,2
	Website RBT	2	3,7	4,5	97,7
	Heuvelrug&Vallei				
	Social media	1	1,9	2,3	100,0
	Total	44	81,5	100,0	
Missing	System	10	18,5		
Total		54	100,0		

Kunt u in onderstaand veld aangeven welke drie bronnen uit de hierboven weergegeven tabel u het meest heeft gebruikt tijdens uw uitstapje/vakantie op de Utrechtse Heuvelrug? Bron 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Recreationpaper	4	7,4	11,4	11,4
	VVV	5	9,3	14,3	25,7
	Google	8	14,8	22,9	48,6
	Website attraction	1	1,9	2,9	51,4
	Reception accommodation	5	9,3	14,3	65,7
	Family, friends and relatives	1	1,9	2,9	68,6
	Flyers and brochures	3	5,6	8,6	77,1
	Weather website/application	1	1,9	2,9	80,0
	Facebook	1	1,9	2,9	82,9

	Social media	1	1,9	2,9	85,7
	VVV Touchscreen	2	3,7	5,7	91,4
	Newspaper	3	5,6	8,6	100,0
	Total	35	64,8	100,0	
Missing	System	19	35,2		
Total		54	100,0		

Kunt u in onderstaand veld aangeven welke drie bronnen uit de hierboven weergegeven tabel u het meest heeft gebruikt tijdens uw uitstapje/vakantie op de Utrechtse Heuvelrug? Bron 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Recreationpaper	1	1,9	3,7	3,7
	VVV	4	7,4	14,8	18,5
	Google	1	1,9	3,7	22,2
	Website attraction	1	1,9	3,7	25,9
	Reception accommodation	3	5,6	11,1	37,0
	Family, friends and relatives	7	13,0	25,9	63,0
	Flyers and brochures	3	5,6	11,1	74,1
	Tripadvisor	2	3,7	7,4	81,5
	Facebook	3	5,6	11,1	92,6
	Website accommodation	1	1,9	3,7	96,3
	YouTube	1	1,9	3,7	100,0
	Total	27	50,0	100,0	
Missing	System	27	50,0		
Total		54	100,0		

Appendix 5.2 Crosstabs SPSS

Kunt u in onderstaand veld aangeven welke drie bronnen uit de hierboven weergegeven tabel u het meest heeft gebruikt tijdens uw uitstapje/vakantie op de Utrechtse Heuvelrug? Bron 1 * Wat is uw leeftijd? Crosstabulation

Count

		Wat is uw leeftijd?						Total
		Jonger dan 25	25-35 jaar	36-45 jaar	46-55 jaar	56-65 jaar	65 jaar of ouder	
Kunt u in onderstaand veld aangeven welke drie bronnen uit de	Recreationpaper	0	0	0	3	0	5	8
	VVV	1	2	1	6	3	3	16
	Google	1	5	2	7	3	5	23
	Website attraction	1	0	1	3	1	2	8

hierboven weergeven tabel u het meest heeft gebruikt tijdens uw uitstapje/vakantie op de Utrechtse Heuvelrug? Bron 1	Reception	0	0	0	0	0	1	1
	accommodation							
	Family, friends and	1	1	1	2	2	0	7
	relatives							
	Flyers and	1	2	1	2	1	4	11
	brochures							
	Pinterest	0	0	1	0	0	0	1
	Weather	0	0	1	0	0	0	1
	website/application							
	Facebook	2	1	2	0	0	0	5
	Website VVV	0	0	0	0	1	0	1
	Visitor centre	0	0	0	0	1	2	3
	Website RBT	2	0	0	1	0	0	3
	Heuvelrug&Vallei							
	Social media	0	1	0	0	0	0	1
	Website	1	0	0	0	0	0	1
	accommodation							
	Google Maps	1	0	0	0	0	0	1
	Signs	0	0	0	0	0	1	1
	Website Utrechts	0	1	0	0	0	0	1
	Landschap							
	Instagram	1	0	0	0	0	0	1
	Book Utrechts	0	0	1	0	0	0	1
	Landschap							
	Wandelsites	0	0	0	1	0	0	1
Total		12	13	11	25	12	23	96

Kunt u in onderstaand veld aangeven welke drie bronnen uit de hierboven weergeven tabel u het meest heeft gebruikt tijdens uw uitstapje/vakantie op de Utrechtse Heuvelrug? Bron 2
*** Wat is uw leeftijd? Crosstabulation**

Count

		Wat is uw leeftijd?						Total
		Jonger dan 25	25-35 jaar	36-45 jaar	46-55 jaar	56-65 jaar	65 jaar of ouder	
Kunt u in onderstaand veld aangeven welke drie bronnen uit de	Recreationpaper	0	0	0	1	1	3	5
	VVV	1	1	0	2	1	2	7
	Google	1	1	2	4	3	1	12
	Website attraction	0	2	0	0	2	0	4

hierboven weergeven tabel u het meest heeft gebruikt tijdens uw uitstapje/vakantie op de Utrechtse Heuvelrug? Bron 2	Reception accommodation	0	0	1	1	0	3	5
	Family, friends and relatives	0	2	0	2	0	0	4
	Flyers and brochures	0	2	0	2	0	2	6
	Pinterest	0	0	1	0	0	0	1
	Weather website/application	0	0	2	0	0	0	2
	Google reviews	1	1	0	0	0	1	3
	Tripadvisor	0	1	0	0	0	0	1
	Facebook	1	2	0	0	0	0	3
	Website VVV	0	0	0	1	0	0	1
	Social media	2	0	0	1	0	0	3
	Website AXA	0	0	1	0	0	0	1
	Google Maps	1	0	0	0	0	0	1
	VVV Touchscreen	2	0	0	0	0	0	2
	Website Utrechts Landschap	0	0	1	1	0	0	2
	Website Staatsbosbeheer	0	0	0	1	0	0	1
	Newspaper	0	0	0	1	1	0	2
	Magazine Utrechts Landschap	0	0	1	0	0	0	1
Total		9	12	9	17	8	12	67

Kunt u in onderstaand veld aangeven welke drie bronnen uit de hierboven weergegeven tabel u het meest heeft gebruikt tijdens uw uitstapje/vakantie op de Utrechtse Heuvelrug? Bron 3 * Wat is uw leeftijd? Crosstabulation

Count

		Wat is uw leeftijd?						Total
		Jonger dan 25	25-35 jaar	36-45 jaar	46-55 jaar	56-65 jaar	65 jaar of ouder	
Kunt u in onderstaand veld aangeven welke drie bronnen uit de hierboven weergegeven tabel u het meest heeft	Recreationpaper	1	1	0	1	0	2	5
	VVV	0	1	0	3	0	1	5
	Google	0	0	1	0	0	1	2
	Reception accommodation	0	3	0	0	0	0	3
	Family, friends and relatives	1	2	0	2	0	4	9

gebruikt tijdens uw uitstapje/vakantie op de Utrechtse Heuvelrug? Bron 3	Flyers and brochures	1	0	1	3	1	0	6
	Weather website/application	0	0	1	0	1	0	2
	Google reviews	1	0	1	0	0	0	2
	Tripadvisor	2	0	0	1	0	1	4
	Facebook	0	1	1	2	0	1	5
	Website VVV	1	0	0	0	1	0	2
	Website accommodation	0	1	0	0	0	0	1
	Google Maps	1	0	0	0	0	0	1
	YouTube	0	0	1	0	0	0	1
	Website Staatsbosbeheer	0	0	1	1	0	0	2
Total		8	9	7	13	3	10	50

Wat is de hoofdreden voor uw bezoek aan de Utrechtse Heuvelrug? * Heeft u vooraf aan dit uitstapje/deze vakantie informatie ingewonnen over de regio?

Crosstabulation

Count

		Heeft u vooraf aan dit uitstapje/deze vakantie informatie ingewonnen over de regio?		Total
		Ja	Nee	
Wat is de hoofdreden voor uw bezoek aan de Utrechtse Heuvelrug?	Vrije tijd	46	78	124
	Zakelijk	1	1	2
	Bezoeken van vrienden/familie/kennissen	6	10	16
	Total	53	89	142

Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug? * Heeft u vooraf aan dit uitstapje/deze vakantie informatie ingewonnen over de regio? Crosstabulation

Count

	Heeft u vooraf aan dit uitstapje/deze vakantie informatie ingewonnen over de regio?		Total
	Ja	Nee	
Dag(deel)	30	60	90

Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug?	2-4 dagen	14	20	34
	5-8 dagen	3	5	8
	9 of meer dagen	6	4	10
Total		53	89	142

Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug? * Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Geografisch Crosstabulation

Count

		Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Geografisch		Total
		Niet	Wel	
Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug?	Dag(deel)	56	35	91
	2-4 dagen	14	21	35
	5-8 dagen	4	4	8
	9 of meer dagen	4	7	11
Total		78	67	145

Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug? * Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Attracties Crosstabulation

Count

		Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Attracties		Total
		Niet	Wel	
Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug?	Dag(deel)	63	28	91
	2-4 dagen	25	10	35
	5-8 dagen	4	4	8
	9 of meer dagen	6	5	11
Total		98	47	145

Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug? * Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Activiteiten Crosstabulation

Count

		Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Activiteiten		
		Niet	Wel	Total
Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug?	Dag(deel)	80	11	91
	2-4 dagen	23	12	35
	5-8 dagen	4	4	8
	9 of meer dagen	2	9	11
Total		109	36	145

Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug? * Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Sportactiviteiten Crosstabulation

Count

		Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Sportactiviteiten		
		Niet	Wel	Total
Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug?	Dag(deel)	63	28	91
	2-4 dagen	25	10	35
	5-8 dagen	4	4	8
	9 of meer dagen	4	7	11
Total		96	49	145

Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug? * Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Vervoer Crosstabulation

Count

		Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Vervoer		
		Niet	Wel	Total
Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug?	Dag(deel)	84	7	91
	2-4 dagen	32	3	35
	5-8 dagen	7	1	8
	9 of meer dagen	11	0	11
Total		134	11	145

Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug? * Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Weer Crosstabulation

Count

		Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Weer		
		Niet	Wel	Total
Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug?	Dag(deel)	71	20	91
	2-4 dagen	23	12	35
	5-8 dagen	5	3	8
	9 of meer dagen	8	3	11
Total		107	38	145

Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug? * Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Aanbevelingen Crosstabulation

Count

		Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Aanbevelingen		
		Niet	Wel	Total
Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug?	Dag(deel)	87	4	91
	2-4 dagen	33	2	35
	5-8 dagen	7	1	8
	9 of meer dagen	9	2	11
Total		136	9	145

Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug? * Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Geen info Crosstabulation

Count

		Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Geen info		
		Niet	Wel	Total
Dag(deel)		71	20	91

Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug?	2-4 dagen	29	6	35
	5-8 dagen	6	2	8
	9 of meer dagen	11	0	11
Total		117	28	145

Wat is de hoofdrede voor uw bezoek aan de Utrechtse Heuvelrug? * Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug?

Geografisch Crosstabulation

Count

		Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Geografisch		Total
		Niet	Wel	
Wat is de hoofdrede voor uw bezoek aan de Utrechtse Heuvelrug?	Vrije tijd	72	54	126
	Zakelijk	1	1	2
	Bezoeken van vrienden/familie/kennissen	5	12	17
	Total	78	67	145

Wat is de hoofdrede voor uw bezoek aan de Utrechtse Heuvelrug? * Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug?

Attracties Crosstabulation

Count

		Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Attracties		Total
		Niet	Wel	
Wat is de hoofdrede voor uw bezoek aan de Utrechtse Heuvelrug?	Vrije tijd	85	41	126
	Zakelijk	2	0	2
	Bezoeken van vrienden/familie/kennissen	11	6	17
	Total	98	47	145

Wat is de hoofdrede voor uw bezoek aan de Utrechtse Heuvelrug? * Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug?

Activiteiten Crosstabulation

Count

		Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Activiteiten		Total
		Niet	Wel	
Wat is de hoofdreden voor uw bezoek aan de Utrechtse Heuvelrug?	Vrije tijd	97	29	126
	Zakelijk	2	0	2
	Bezoeken van vrienden/familie/kennissen	10	7	17
Total		109	36	145

Wat is de hoofdreden voor uw bezoek aan de Utrechtse Heuvelrug? * Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Sportactiviteiten Crosstabulation

Count

		Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Sportactiviteiten		Total
		Niet	Wel	
Wat is de hoofdreden voor uw bezoek aan de Utrechtse Heuvelrug?	Vrije tijd	82	44	126
	Zakelijk	2	0	2
	Bezoeken van vrienden/familie/kennissen	12	5	17
Total		96	49	145

Wat is de hoofdreden voor uw bezoek aan de Utrechtse Heuvelrug? * Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Vervoer Crosstabulation

Count

		Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Vervoer		Total
		Niet	Wel	
Wat is de hoofdreden voor uw bezoek aan de Utrechtse Heuvelrug?	Vrije tijd	118	8	126
	Zakelijk	2	0	2
	Bezoeken van vrienden/familie/kennissen	14	3	17
Total		134	11	145

Wat is de hoofdreden voor uw bezoek aan de Utrechtse Heuvelrug? * Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Weer

Crosstabulation

Count

		Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Weer		Total
		Niet	Wel	
Wat is de hoofdreden voor uw bezoek aan de Utrechtse Heuvelrug?	Vrije tijd	97	29	126
	Zakelijk	1	1	2
	Bezoeken van vrienden/familie/kennissen	9	8	17
Total		107	38	145

Wat is de hoofdreden voor uw bezoek aan de Utrechtse Heuvelrug? * Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug?

Aanbevelingen Crosstabulation

Count

		Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Aanbevelingen		Total
		Niet	Wel	
Wat is de hoofdreden voor uw bezoek aan de Utrechtse Heuvelrug?	Vrije tijd	118	8	126
	Zakelijk	2	0	2
	Bezoeken van vrienden/familie/kennissen	16	1	17
Total		136	9	145

Wat is de hoofdreden voor uw bezoek aan de Utrechtse Heuvelrug? * Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Geen

info Crosstabulation

Count

		Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Geen info		Total
		Niet	Wel	
Vrije tijd		99	27	126

Wat is de hoofdreden voor uw bezoek aan de Utrechtse Heuvelrug?	Zakelijk	1	1	2
	Bezoeken van vrienden/familie/kennissen	17	0	17
Total		117	28	145

Kunt u in onderstaand veld aangeven welke drie bronnen uit de hierboven weergegeven tabel u het meest heeft gebruikt tijdens uw uitstapje/vakantie op de Utrechtse Heuvelrug? Bron 1 *
Kunt u aangeven wat de voornaamste functie was van de drie meest gebruikte bronnen zoals aangegeven in de vorige vraag? bron 1 Crosstabulation

Count

		Kunt u aangeven wat de voornaamste functie was van de drie meest gebruikte bronnen zoals aangegeven in de vorige vraag? bron 1			
		Bevestigen	Nieuwe, externe informatie en inspiratie	Aanbevelingen van andern	Total
Kunt u in onderstaand veld aangeven welke drie bronnen uit de hierboven weergegeven tabel u het meest heeft gebruikt tijdens uw uitstapje/vakantie op de Utrechtse Heuvelrug? Bron 1	Recreationpaper	4	4	0	8
	VVV	0	15	3	18
	Google	4	22	0	26
	Website attraction	5	4	0	9
	Reception accommodation	0	1	0	1
	Family, friends and relatives	1	2	5	8
	Flyers and brochures	0	11	0	11
	Pinterest	0	1	0	1
	Weather website/application	0	1	0	1
	Facebook	0	1	4	5
	Website VVV	0	0	1	1
	Visitor centre	0	3	0	3
	Website RBT Heuvelrug&Vallei	0	3	0	3
	Social media	0	2	0	2
	Website accommodation	0	1	0	1
	Face to face	0	1	0	1
	Google Maps	0	1	0	1
	Signs	0	1	0	1

	Website Utrechts Landschap	0	1	0	1
	Instagram	0	1	0	1
	Book Utrechts Landschap	0	1	0	1
	Wandelsites	0	1	0	1
Total		14	78	13	105

Kunt u in onderstaand veld aangeven welke drie bronnen uit de hierboven weergeven tabel u het meest heeft gebruikt tijdens uw uitstapje/vakantie op de Utrechtse Heuvelrug?
Bron 2 * Kunt u aangeven wat de voornaamste functie was van de drie meest gebruikte bronnen zoals aangegeven in de vorige vraag? bron 2 Crosstabulation

Count

		Kunt u aangeven wat de voornaamste functie was van de drie meest gebruikte bronnen zoals aangegeven in de vorige vraag? bron 2			
		Bevestigen	Nieuwe, externe informatie en inspiratie	Aanbevelingen van andern	Total
Kunt u in onderstaand veld aangeven welke drie bronnen uit de hierboven weergeven tabel u het meest heeft gebruikt tijdens uw uitstapje/vakantie op de Utrechtse Heuvelrug? Bron 2	Recreationpaper	0	4	1	5
	VVV	0	7	0	7
	Google	1	11	0	12
	Website attraction	1	3	0	4
	Reception accommodation	2	1	2	5
	Family, friends and relatives	2	1	2	5
	Flyers and brochures	0	5	1	6
	Pinterest	0	1	0	1
	Weather website/application	1	1	0	2
	Google reviews	0	1	2	3
	Tripadvisor	0	0	1	1
	Facebook	1	2	1	4
	Website VVV	0	1	0	1
	Social media	0	2	2	4

Website AXA	0	1	0	1
Google Maps	1	0	0	1
VVV Touchscreen	0	2	0	2
Signs	0	1	0	1
Website Utrechts Landschap	0	2	0	2
Website Staatsbosbeheer	0	1	0	1
Newspaper	2	1	1	4
Magazine Utrechts Landschap	1	0	0	1
Total	12	48	13	73

Kunt u in onderstaand veld aangeven welke drie bronnen uit de hierboven weergegeven tabel u het meest heeft gebruikt tijdens uw uitstapje/vakantie op de Utrechtse Heuvelrug? Bron 3 *
Kunt u aangeven wat de voornaamste functie was van de drie meest gebruikte bronnen zoals aangegeven in de vorige vraag? bron 3 Crosstabulation

Count

		Kunt u aangeven wat de voornaamste functie was van de drie meest gebruikte bronnen zoals aangegeven in de vorige vraag? bron 3			
		Bevestigen	Nieuwe, externe informatie en inspiratie	Aanbevelingen van andern	Total
Kunt u in onderstaand veld aangeven welke drie bronnen uit de hierboven weergegeven tabel u het meest heeft gebruikt tijdens uw uitstapje/vakantie op de Utrechtse Heuvelrug? Bron 3	Recreationpaper	1	4	0	5
	VVV	0	4	2	6
	Google	0	3	0	3
	Website attraction	1	0	0	1
	Reception accommodation	0	1	2	3
	Family, friends and relatives	2	1	6	9
	Flyers and brochures	1	6	0	7
	Weather website/application	1	1	0	2
	Google reviews	0	0	2	2
	Tripadvisor	0	1	3	4
	Facebook	2	0	3	5

	Website VVV	0	3	0	3
	Website accommodation	0	1	0	1
	Google Maps	1	0	0	1
	YouTube	0	1	0	1
	Website Staatsbosbeheer	1	1	0	2
Total		10	27	18	55

Appendix 6: Overview crosstabs tables

SOURCE	CONFIRMATION	INFORMATION	RECOMMENDATION
RECREATION PAPER	5	12	1
VVV	0	26	5
GOOGLE	5	36	0
WEBSITE ATTRACTION	7	7	0
RECEPTION ACCOMMODATION	2	7	0
FAMILY, FRIENDS, RELATIVES	5	4	13
FLYERS AND BROCHURES	1	22	13
PINTEREST	0	2	0
WEATHER APP/WEBSITE	2	3	0
FACEBOOK	3	3	8
WEBSITE RBT	0	3	0
SOCIAL MEDIA	0	4	2
WEBSITE ACCOMMODATION	0	2	0
FACE TO FACE	0	1	0

GOOGLE MAPS	2	1	0
SIGNS	0	2	0
WEBSITE UTRECHTS LANDSCHAP	0	3	0
INSTAGRAM	0	1	0
BOOK UTRECHTS LANDSCHAP	0	1	0
WALKING SITES	0	1	0
WEBSITE VVV	0	4	1
VISITOR CENTER	0	3	0
GOOGLE REVIEWS	0	1	4
TRIPADVISOR	0	1	4
WEBSITE AXA	0	1	0
VVV TOUCHSCREEN	0	2	0
WEBSITE STAATSBOSBEHEER	0	1	0
NEWSPAPER	2	1	1
MAGAZINE UTRECHTS LANDSCHAP	1	0	0
	35	155	52

SOURCE	<25	26-35	36-45	46-55	56-65	65+
RECREATION PAPER	1	1	0	5	1	10
VVV	2	4	1	11	4	6
GOOGLE	2	6	9	11	6	7

WEBSITE ATTRACTION	1	2	1	3	3	2
RECEPTION ACCOMMODATION	0	0	4	1	0	1
FAMILY, FRIENDS, RELATIVES	2	5	1	6	2	4
FLYERS AND BROCHURES	2	4	2	7	2	6
PINTEREST	0	0	2	0	0	0
WEATHER APP/WEBSITE	0	0	4	0	1	0
GOOGLE REVIEWS	2	1	1	0	0	0
FACEBOOK	3	4	3	2	0	1
WEBSITE RBT	0	0	0	0	1	0
SOCIAL MEDIA	2	1	0	1	0	0
WEBSITE ACCOMMODATION	1	0	0	0	0	0
GOOGLE MAPS	3	0	0	0	0	0
SIGNS	0	0	0	0	0	1
WEBSITE UTRECHTS LANDSCHAP	0	1	1	1	0	0
INSTAGRAM	1	0	0	0	0	0
BOOK UTRECHS LANDSCHAP	0	0	1	0	0	0
WALKING SITES	0	0	0	1	0	0
WEBSITE VVV	1	0	0	1	1	0

VISITOR CENTER	0	0	0	0	1	2
TRIPADVISOR	0	1	0	0	0	0
WEBSITE AXA	0	0	1	0	0	0
VVV TOUCHSCREEN	2	0	0	0	0	0
WEBSITE STAATSBOSBEHEER	0	0	2	2	0	0
NEWSPAPER	0	0	0	1	1	0
MAGAZINE UTRECHTS LANDSCHAP	0	0	1	0	0	0
Youtube	0	0	1	0	0	0

Source 1= offline 2=online	<25	26-35	36-45	46-55	56-65	65+
1	1	1	0	5	1	10
1	2	4	1	11	4	6
2	2	6	9	11	6	7
2	1	2	1	3	3	2
1	0	0	4	1	0	1
1	2	5	1	6	2	4
1	2	4	2	7	2	6
2	0	0	2	0	0	0
2	0	0	4	0	1	0
2	2	1	1	0	0	0
2	3	4	3	2	0	1
2	0	0	0	0	1	0
2	2	1	0	1	0	0
2	1	0	0	0	0	0
2	3	0	0	0	0	0
1	0	0	0	0	0	1
2	0	1	1	1	0	0
2	1	0	0	0	0	0
1	0	0	1	0	0	0
2	0	0	0	1	0	0

2	1	0	0	1	1	0
1	0	0	0	0	1	2
2	0	1	0	0	0	0
2	0	0	1	0	0	0
2	2	0	0	0	0	0
2	0	0	2	2	0	0
1	0	0	0	1	1	0
1	0	0	1	0	0	0
2	0	0	1	0	0	0

Appendix 7: Chi-square tests

Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug? * Heeft u vooraf aan dit uitstapje/deze vakantie informatie ingewonnen over de regio?

Crosstabulation

			Heeft u vooraf aan dit uitstapje/deze vakantie informatie ingewonnen over de regio?		Total
			Ja	Nee	
Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug?		Count	30	60	90
		Expected Count	33,6	56,4	90,0
		% within Heeft u vooraf aan dit uitstapje/deze vakantie informatie ingewonnen over de regio?	56,6%	67,4%	63,4%
	2-9+ dagen	Count	23	29	52
		Expected Count	19,4	32,6	52,0
		% within Heeft u vooraf aan dit uitstapje/deze vakantie informatie ingewonnen over de regio?	43,4%	32,6%	36,6%
	Total	Count	53	89	142
		Expected Count	53,0	89,0	142,0
		% within Heeft u vooraf aan dit uitstapje/deze vakantie informatie ingewonnen over de regio?	100,0%	100,0%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	1,673 ^a	1	,196		
Continuity Correction ^b	1,240	1	,266		
Likelihood Ratio	1,661	1	,198		
Fisher's Exact Test				,212	,133
Linear-by-Linear Association	1,661	1	,197		
N of Valid Cases	142				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 19,41.

b. Computed only for a 2x2 table

Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug? * Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Geografisch

Crosstab

			Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Geografisch		Total
			Niet	Wel	
Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug?	Dag(deel)	Count	56	35	91
		Expected Count	49,0	42,0	91,0
		% within Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Geografisch	71,8%	52,2%	62,8%
	2-9+ dagen	Count	22	32	54
		Expected Count	29,0	25,0	54,0
		% within Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Geografisch	28,2%	47,8%	37,2%

Total	Count	78	67	145
	Expected Count	78,0	67,0	145,0
	% within Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Geografisch	100,0%	100,0%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5,897 ^a	1	,015		
Continuity Correction ^b	5,090	1	,024		
Likelihood Ratio	5,917	1	,015		
Fisher's Exact Test				,017	,012
Linear-by-Linear Association	5,857	1	,016		
N of Valid Cases	145				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 24,95.

b. Computed only for a 2x2 table

Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug? * Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Attracties

Crosstab

		Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Attracties		Total
		Niet	Wel	
Hoelang duurde/duurt uw laatste/huidige	Dag(deel)	Count		
		63	28	91
		Expected Count		
		61,5	29,5	91,0

bezoek aan de Utrechtse Heuvelrug?	% within Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Attracties	64,3%	59,6%	62,8%
2-9+ dagen	Count	35	19	54
	Expected Count	36,5	17,5	54,0
	% within Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Attracties	35,7%	40,4%	37,2%
Total	Count	98	47	145
	Expected Count	98,0	47,0	145,0
	% within Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Attracties	100,0%	100,0%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,302 ^a	1	,583		
Continuity Correction ^b	,134	1	,715		
Likelihood Ratio	,300	1	,584		
Fisher's Exact Test				,588	,356
Linear-by-Linear Association	,300	1	,584		
N of Valid Cases	145				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 17,50.

b. Computed only for a 2x2 table

Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug? * Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Activiteiten

Crosstab

			Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Activiteiten		Total
			Niet	Wel	
Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug?	Dag(deel)	Count	80	11	91
		Expected Count	68,4	22,6	91,0
		% within Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Activiteiten	73,4%	30,6%	62,8%
	2-9+ dagen	Count	29	25	54
		Expected Count	40,6	13,4	54,0
		% within Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Activiteiten	26,6%	69,4%	37,2%
	Total	Count	109	36	145
		Expected Count	109,0	36,0	145,0
		% within Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Activiteiten	100,0%	100,0%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	21,249 ^a	1	,000		
Continuity Correction ^b	19,456	1	,000		
Likelihood Ratio	20,864	1	,000		
Fisher's Exact Test				,000	,000
Linear-by-Linear Association	21,102	1	,000		
N of Valid Cases	145				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 13,41.

b. Computed only for a 2x2 table

Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug? * Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Sportactiviteiten

Crosstab

			Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Sportactiviteiten		
			Niet	Wel	Total
Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug?	Dag(deel)	Count	63	28	91
		Expected Count	60,2	30,8	91,0
		% within Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Sportactiviteiten	65,6%	57,1%	62,8%
2-9+ dagen		Count	33	21	54
		Expected Count	35,8	18,2	54,0
		% within Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Sportactiviteiten	34,4%	42,9%	37,2%

Total	Count	96	49	145
	Expected Count	96,0	49,0	145,0
	% within Naar wat voor informatie zoekt u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Sportactiviteiten	100,0%	100,0%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,999 ^a	1	,318		
Continuity Correction ^b	,669	1	,414		
Likelihood Ratio	,991	1	,320		
Fisher's Exact Test				,365	,206
Linear-by-Linear Association	,992	1	,319		
N of Valid Cases	145				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 18,25.

b. Computed only for a 2x2 table

Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug? * Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Vervoer

Crosstab

			Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug?		
			Vervoer		
			Niet	Wel	Total
Hoelang duurde/duurt uw laatste/huidige bezoek	Dag(deel)	Count	84	7	91
		Expected Count	84,1	6,9	91,0

aan de Utrechtse Heuvelrug?	% within Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Vervoer		62,7%	63,6%	62,8%
	2-9+ dagen	Count	50	4	54
		Expected Count	49,9	4,1	54,0
		% within Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Vervoer	37,3%	36,4%	37,2%
Total	Count		134	11	145
	Expected Count		134,0	11,0	145,0
	% within Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Vervoer		100,0%	100,0%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	,004 ^a	1	,950		
Continuity Correction ^b	,000	1	1,000		
Likelihood Ratio	,004	1	,950		
Fisher's Exact Test				1,000	,611
Linear-by-Linear Association	,004	1	,950		
N of Valid Cases	145				

a. 1 cells (25,0%) have expected count less than 5. The minimum expected count is 4,10.

b. Computed only for a 2x2 table

Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug? * Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Weer

Crosstab

			Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug?		
			Weer		
			Niet	Wel	Total
Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug?	Dag(deel)	Count	71	20	91
		Expected Count	67,2	23,8	91,0
		% within Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Weer	66,4%	52,6%	62,8%
	2-9+ dagen	Count	36	18	54
		Expected Count	39,8	14,2	54,0
		% within Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Weer	33,6%	47,4%	37,2%
Total	Count	107	38	145	
	Expected Count	107,0	38,0	145,0	
	% within Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Weer	100,0%	100,0%	100,0%	

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	2,260 ^a	1	,133		
Continuity Correction ^b	1,711	1	,191		
Likelihood Ratio	2,221	1	,136		

Fisher's Exact Test				,172	,096
Linear-by-Linear Association	2,244	1	,134		
N of Valid Cases	145				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 14,15.

b. Computed only for a 2x2 table

Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug? * Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Aanbevelingen

Crosstab

			Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Aanbevelingen		Total
			Niet	Wel	
Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug?	Dag(deel)	Count	87	4	91
		Expected Count	85,4	5,6	91,0
		% within Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Aanbevelingen	64,0%	44,4%	62,8%
	2-9+ dagen	Count	49	5	54
		Expected Count	50,6	3,4	54,0
		% within Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Aanbevelingen	36,0%	55,6%	37,2%
	Total	Count	136	9	145
		Expected Count	136,0	9,0	145,0

% within Naar wat voor informatie zoekt u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Aanbevelingen	100,0%	100,0%	100,0%
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Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	1,377 ^a	1	,241		
Continuity Correction ^b	,668	1	,414		
Likelihood Ratio	1,325	1	,250		
Fisher's Exact Test				,293	,205
Linear-by-Linear Association	1,368	1	,242		
N of Valid Cases	145				

a. 1 cells (25,0%) have expected count less than 5. The minimum expected count is 3,35.

b. Computed only for a 2x2 table

Crosstab

			Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Geen info		Total
			Niet	Wel	
Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug?	Dag(deel)	Count	71	20	91
		Expected Count	73,4	17,6	91,0
		% within Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Geen info	60,7%	71,4%	62,8%
	2-9+ dagen	Count	46	8	54
		Expected Count	43,6	10,4	54,0
		% within Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Geen info	39,3%	28,6%	37,2%
	Total	Count	117	28	145
		Expected Count	117,0	28,0	145,0
		% within Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Geen info	100,0%	100,0%	100,0%

Hoelang duurde/duurt uw laatste/huidige bezoek aan de Utrechtse Heuvelrug? * Naar wat voor informatie zocht u tijdens uw vakantie/uitstapje in de Utrechtse Heuvelrug? Geen info

Wat is de hoofdreden voor uw bezoek aan de Utrechtse Heuvelrug? * Heeft u vooraf aan dit uitstapje/deze vakantie informatie ingewonnen over de regio? Crosstabulation

			Heeft u vooraf aan dit uitstapje/deze vakantie informatie ingewonnen over de regio?		Total
			Ja	Nee	
Wat is de hoofdreden voor uw bezoek aan de Utrechtse Heuvelrug?	Vrije tijd	Count	46	78	124
		Expected Count	46,3	77,7	124,0
		% within Heeft u vooraf aan dit uitstapje/deze vakantie informatie ingewonnen over de regio?	86,8%	87,6%	87,3%
	Zakelijk	Count	1	1	2
		Expected Count	,7	1,3	2,0
		% within Heeft u vooraf aan dit uitstapje/deze vakantie informatie ingewonnen over de regio?	1,9%	1,1%	1,4%
	Bezoeken van vrienden/familie/kenissen	Count	6	10	16
		Expected Count	6,0	10,0	16,0
		% within Heeft u vooraf aan dit uitstapje/deze vakantie informatie ingewonnen over de regio?	11,3%	11,2%	11,3%
	Total	Count	53	89	142
		Expected Count	53,0	89,0	142,0
		% within Heeft u vooraf aan dit uitstapje/deze vakantie informatie ingewonnen over de regio?	100,0%	100,0%	100,0%
				%	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,116 ^a	1	,291		
Continuity Correction ^b	,704	1	,402		

Likelihood Ratio	1,150	1	,284		
Fisher's Exact Test				,385	,202
Linear-by-Linear Association	1,108	1	,292		
N of Valid Cases	145				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 10,43.

b. Computed only for a 2x2 table

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	,140 ^a	2	,932
Likelihood Ratio	,136	2	,934
Linear-by-Linear Association	,007	1	,933
N of Valid Cases	142		

a. 2 cells (33,3%) have expected count less than 5. The minimum expected count is ,75.

Appendix 8: Coding open questions

Appendix 8.1 'Kunt u aangeven naar welke informatie u specifiek zocht?'

NR	Tekst	Code
1	De historie van de piramide van austerlitz, het ontstaan	Historie attractie
3	Waar het precies ligt en wat ik kan verwachten	Locatie Verwachting
4	Openingstijden, wat er voor de kleinkinderen te doen was	Openingstijden Kinderactiviteiten
5	Wanneer het markt is, leuke fiets en wandelroutes	Markt Sportieve routes
6	Wanneer er waar markt is en leuke fietsroutes	Markt Sportieve routes
7	Waar iets ligt, de route ernaar toe en de weersvoorspelling	Locatie Routes Weersvoorspelling
8	waar markt wanneer openingstijden	Markt Openingstijden
9	wanneer is de markt waar plattegrond omgeving openingstijden winkels/musea weersvoorspelling	Markt Locatie

		Openingstijden Weersvoorspelling
10	Info betreft museum: prijs, wat is er te zien, openingstijden	Prijs attractie Zien en doen Openingstijden
11	Prijs, wat is er te zien en doen, wat zijn de openingstijden, onderweg de route er naar toe	Prijs Zien en doen
12	Toegangsprijs museum	Prijs attractie
13	Historische informatie musea, fiets-en wandelroutes en welk weer het zou worden	Historie attractie Sportieve routes Weersvoorspelling
15	Openingstijden van het museum	Openingstijden
16	Algehele informatie over het museum en activiteiten in de buurt, inclusief wat anderen mensen aanbevelen	Algemene informatie attractie Activiteiten Aanbevelingen
17	Info met betrekking tot wandelen	Sportieve routes
18	Openingstijden museum, fiets en wandelroutes en eventuele mogelijkheden tot koffie en/of lunch	Openingstijden Sportieve routes Restaurants
19	Over welke musea er zijn en wat er te zien is	Attracties
21	Openingstijden van het nationaal militair museum	Openingstijden
22	Wat er te doen is, openingstijden	Zien en doen Openingstijden
23	Wat er te doen is	Zien en doen
24	Geschiedenis grebbelinie	Historie omgeving
25	Over wat er te zien is in de musea	Zien en doen
26	Rondwandelingen, klompenpad, informatie expositie grebbelinie	Sportieve routes Expositie attractie
27	Wandel/fietsroutes, bezienswaardigheden en informatie over exposities	Sportieve routes Bezienswaardigheden Expositie attractie
28	Openingstijden bezoekerscentra, ligging. Informatie over de expositie in het bezoekerscentrum	Openingstijden Locatie Expositie attractie
30	Waar je lekker lang kunt wandelen	Locatie Sportieve routes
32	inspiratie opdoen	Inspiratie
33	Welke dagactiviteiten er zijn, welke restaurants er zijn	Activiteiten Restaurants
34	Natuurgebieden, fiets routes, wandel routes, dierentuin	Natuurgebieden Sportieve routes Attracties
35	Kaartmateriaal omgeving, routes	Kaartmateriaal Sportieve routes
36	Route om te wandelen, wat er te zien is in het museum	Sportieve routes Expositie attractie
37	Weersvoorspelling, openingstijden	Weersvoorspelling Openingstijden
39	informatie over wandelen	Sportieve routes
40	informatie over mountainbiketochten	Sportieve routes
41	Via buienradar het weer ivm de fietstocht	Weersvoorspelling

42	data evenementen kosten uitstapjes	Evenementen Prijs
44	Over de beurs/markten	Markt
48	Openingstijden musea	Openingstijden
49	Openingstijden musea	Openingstijden
50	Fietsroutes. Welke musea.	Sportieve routes Attracties
51	Knooppuntennetwerk fiets	Sportieve routes
52	Leuk wandel routes	Sportieve routes
53	Kaart en bereikbaarheid	Locatie
54	Fietsroutes	Sportieve routes
55	Wandelroutes, bereikbaarheid, cafés, plattegrond van park	Sportieve routes Restaurants Kaartmateriaal
56	Routes bezienswaardigheden	Sportieve routes Attracties
58	openingstijden, adres, weer.	Openingstijden Locatie Weersvoorspelling
60	wanneer het markt was welk weer het zou worden	Markt Weersvoorspelling
61	waar het ouwehands dierenpark ligt	Locatie
62	Dierentuin, route openingstijden	Attracties Openingstijden Routes
63	Openingstijden, soorten museums,	Openingstijden Attracties
64	Openingstijden	Openingstijden
65	Wandelroutes en plattegrond van het gebied	Sportieve routes Kaartmateriaal
66	Parkeergelegenheid en wanneer de markt was.	Parkeergelegenheid Markt
67	Mooie wandelroute, bereikbaarheid met ov	Sportieve routes Openbaar vervoer
69	Wat er te dien was met 3 kinderen	Kinderactiviteiten
70	Of er nog toeristen markten in de buurt waren en welk weer het werd.	Markt Weersvoorspelling
72	Mooiste routes	Sportieve routes
73	Toeristische informatie	Toeristische informatie
74	Plattegrond	Kaartmateriaal
75	Over activiteiten in de omgeving. Wat er zoal te doen is.	Activiteiten
76	Iets leuks voor de kinderen	Kinderactiviteiten
77	Plattegrond	Kaartmateriaal
79	routes, weersvoorspelling, informatie over dorp/stad: wat is er te zien en te doen	Sportieve routes Zien en doen Weersvoorspelling
80	parkeergelegenheid openingstijden winkels	Parkeergelegenheid Openingstijden

81	Leuke restaurants vergelijken, route naar locaties, temperatuur van de dag, parkeren	Restaurants Routes Weersvoorspelling Parkeergelegenheid
82	openingstijden, leuke restaurants vergelijken, temperatuur, route erheen	Openingstijden Restaurants Weersvoorspelling Routes
84	Openingstijden en de prijs van wat het kost	Openingstijden Prijs
86	De ligging van de locatie	Locatie
87	Exacte locatie en historische informatie over de attractie	Locatie Historie attractie
88	Wandelroute	Sportieve routes
90	Kinderactiviteiten, theater	Kinderactiviteiten
91	Of er iets te doen is voor mijn kinderen	Kinderactiviteiten
92	Data van evenementen, welke evenementen er plaats vonden	Evenementen
93	Leuke weetjes over het gebied	Feiten gebied
94	markten, evenementen en fietstochten	Markt Evenement Sportieve routes
97	fietroutes	Sportieve routes
98	Een fietsroute.	Sportieve routes
99	Tijd en plaats van evenementen. Het weer ivm wandelingen. Geografische info. Natuurgebied.	Evenementen Weersvoorspelling Locatie Natuurgebied
100	Recreatietips	Recreatietips
101	Ik wilde weten waar het VVV was, wat voor een weer het zou worden en hoe laat ik aan zou komen met de trein. Verder wilde ik ook weten wat er te doen was in Veenendaal	VVV locatie Weersvoorspelling Openbaar vervoer Zien en doen
102	Wandelroutes en treinstations	Sportieve routes Openbaar vervoer
104	Beginpunt wandelroute en. horeca en bezienswaardigheden onderweg	Sportieve routes Horeca Bezienswaardigheden
105	Hoelang de mtb route is, de licentie om te mogen rijden, waar starten	Sportieve routes Licentie MTB
108	Wandelgebieden en fietroutes	Sportieve routes
109	Bustijden, buslijnen, restaurants, winkels, wandelgebieden, hotel	Openbaar vervoer Horeca Winkels Hotels Sportieve routes
111	Evenementen	Evenementen
112	Of het droog bleef om te wandelen	Weersvoorspelling
114	Fietsroute	Sportieve routes
115	openbaar vervoer tijden, het weerbericht	Openbaar vervoer Weersvoorspelling

116	iets om binnen of buiten te doen, hield verband met het weer	Activiteiten Weersvoorspelling
118	Hoe we ons best verplaatsten met de fiets of openbaar vervoer voorrichting Utrecht van uit ons hotel	Vervoer
121	Wandeltocht gps route leuke musea	Sportieve routes Attracties
126	Wandelroutes	Sportieve routes
127	Of het droog blijft ivm wandelen in het bos	Weersvoorspelling
128	Routes en routebeschrijvingen	Sportieve routes
129	Waar de wandelroute was / hoe lang / weersvoorspelling / wat is dat voor fietsroute waar we langs wandelden	Sportieve routes Weersvoorspelling
131	Een bergachtige fietsroute richting Rhenen.	Sportieve routes
132	Buienradar	Weersvoorspelling
133	De Route van een wandeling	Sportieve routes
134	Activiteiten Utrechts landschap	Activiteiten
135	Mijn locatie tijdens de wandeling	Locatie
136	Gemarkeerde wandelroutes	Sportieve routes
140	Waar een natuurgebied ligt, hoe ver het van huis is en welke wandelroutes er zijn en hoeveel km deze zijn	Natuurgebied Sportieve routes
141	Plattegrond om nieuwe routes te ontwikkelen voor onze Nordic Walking groep Woudenberg genoeg om uitstapje te doen slagen - Overigens gaan we ook graag naar Wijk bij Duurstede.	Kaartmateriaal Sportieve routes
144	Ruiterpaden en ruiterroutes	Sportieve routes

Aantal	Welke informatie specifiek?
51	Zien & doen: (Kinder)attracties, evenementen, markten, bezienswaardigheden
43	Sportieve routes: mountainbike, fiets, wandel, ruiter
19	Weersvoorspelling
19	Openingstijden
13	Vervoer: routes, parkeergelegenheid OV
12	Locatie: locatie attractie, waar is men
7	Horeca
6	Kaartmateriaal
5	Prijs

Turven:

Historie: 4

Historie attractie: 3

Historie omgeving: 1

Locatie: 12

Openingstijden: 19

Zien en doen (hergegroepeerd): 51

Verwachting: 1

Kinderactiviteiten: 5

Zien en doen: 7
 Algemene informatie attractie: 1
 Activiteiten: 6
 Markt: 9
 Attracties: 7
 Expositie attractie:4
 Bezienswaardigheden:2
 Inspiratie:1
 Toeristische informatie:1
 Evenementen:5
 Winkels: 1
 Recreatietips:1
Sportieve routes (wandelen, fiets, mountainbike, ruiter): 43
Weersvoorspelling: 19
Vervoer, routes en parkeren: (hergegroepeerd): 13
 Routes: 4
 Parkeergelegenheid:3
 Openbaar vervoer:5
 Vervoer:1
=oreca (hergegroepeerd):7
 Horeca:2
 Restaurants: 5

Kaartmateriaal:6
 Natuurgebieden:3
 Prijs: 5

 Overig: aanbevelingen, feiten omgeving, VVV, licentie MTB, hotels: 13
 Natuurgebieden:3
 Prijs: 5
 Aanbevelingen: 1
 Feiten gebied:1
 VVV locatie:1
 Licentie MTB:1
 Hotels: 1

Appendix 8.2'Hoe zou u idealiter informatie verkrijgen?'

NR	Antwoord	Codes
1	Encyclopedie	Encyclopedia
2	Via internet: verschillende websites	Internet Different websites
3	Via een VVV: persoonlijke, lokale informatie	VVV Personal Local
4	Via de websites van attracties of accommodaties	Websites attractions Websites accommodations
5	Op papier	On paper
6	Via papieren bronnen	On paper

7	Een combinatie van verschillende websites en apps, om informatie met elkaar te vergelijken	Combination Websites Applications Compare
8	Via papieren bronnen: folder/krant	On paper Flyer Newspaper
9	Op papier, recreatiekrant of streekkrant	On paper Recreation paper Region paper
10	Combinatie online en van mensen die je kent	Combination Online Relatives
11	Via google terecht komen op goede websites, maar ook aanbevelingen van anderen meenemen middels VVV/Tripadvisor. Ook vind ik folders van de VVV handig	Through google Websites Recommendations VVV Tripadvisor Flyers VVV
12	Internet en VVV	Internet VVV
13	Via de VVV, al is deze vaak slecht te vinden	VVV
14	Internet of via via (familie/kennissen)	Internet Relatives
15	Via website attractie	Website attraction
16	Via internet: websites van attracties	Internet Website attractions
17	Het internet: verschillende websites vergelijken	Internet Compare
18	Via een VVV, echter is informatie rondom een VVV vaak vaag: wanneer zijn ze open, waar is de locatie en daarom gebruik ik het niet vaak. Echter zou ik alle info graag bij elkaar zien, door bijvoorbeeld een nieuwsbrief vanuit de regio over de regio en de uitjes binnen deze regio	VVV Regional newsletter
19	Internet	Internet
20	Alles bij elkaar op 1 website, wat up to date is of bijvoorbeeld met een app. Waarbij je informatie vindt, maar ook meteen aanbevelingen van anderen	All-in-one website All- in- oneapp Recommendations Local information
21	Via internet of de website van een attractie	Internet Website attractions
22	Combinatie van online en offline informatie	Combination Offline Online
23	Via website van de te bezoeken attractie	Website attractions
24	Via een bezoekerscentrum en via internet	Visitor centre

		Internet
25	Via een bezoekerscentrum	Visitor centre
26	Op de manieren hoe ik het doe: via papieren bronnen of kennissen	On paper Relatives
27	Via een krant of brochure	Newspaper Flyer
28	Via een bezoekerscentrum of online	Online Visitor centre
29	Online	Online
30	Online	Online
31	Via internet	Internet
32	Via internet	Internet
33	Internet	Internet
34	internet	Internet
35	Online of via een app	Online Application
36	Link met gegevens	Internet
37	Online of via vrienden	Online Relatives
38	Via het internet: tripadvisor, facebook of via folders/brochures	Internet Tripadvisor Facebook Flyers
40	online	Online
41	internet	Internet
42	via internet	Internet
43	online door opzoeken van website	Online
44	Google	Google
45	online	Online
46	online	Online
50	Via internet.	Internet
51	Internet	Internet
52	Via websitebezoek	Websites
53	Kort en krachtig. Plaatjes	Compact information Images
54	Internet	Internet
55	Via Google of officiële website	Google Website attraction
56	Internet	Internet
57	Internet	Internet
58	via internet	Internet
59	via internet	Internet
60	via google, gewoon zoeken online	Google
61	Via een website, facebook of mail	Website Facebook Mail
63	Sociale media	Social media
64	Online	Online
66	Goolebetrouwbaar	Google
67	Online	Online

68	Via internet	Internet
69	Via de receptie op vakantiepark/camping	Reception accommodation
70	Ik hou nog steeds van foldertjes, vooral ook om de kinderen dat zelf te laten lezen, er in te laten bladeren en om te bewaren.	Flyers
72	Via speciale app?	Application
73	Websites	Websites
74	Online	Online
75	Gewoon met folders zoals nu in het hotel. Is altijd prima.	Flyers
76	Internet	Internet
77	Internet	Internet
78	Internet	Internet
79	internet	Internet
80	via internet	Internet
81	snel op mijn telefoon	Fast Telephone
82	Alles bij elkaar: actueel en relevant	All-in-one Topical Relevant
83	Online informatie zoeken en borden op de plek	Online Signs destination
84	Makkelijk verkrijgbaar	Easy
85	via internet	Internet
86	Het maakt mij niet uit hoe, als het maar duidelijk is	Clear
87	Maakt niet uit, als het maar up to date is	Up to date
89	Alles makkelijk bij elkaar, op een snelle manier	All-in-one Fast
90	Via verschillende online kanalen, zodat je kunt vergelijken en je aanbevelingen van anderen ziet, inspiratie en nieuwe informatie opdoet	Online Compare Recommendations Inspiration New
91	Duidelijke informatie, om een keuze te maken om wel of niet ergens heen te gaan	Clear
94	internet	Internet
95	Via pc	Internet
98	Tegenwoordig online.	Online
99	Online	Online
100	Geen	No favour
101	Alles, actueel, op 1 en dezelfde plek	All-in-one Topical
102	Digitaal	Digital
104	ACTUELE recreatiekrant.	Recreation paper Topical
108	Google	Google
109	Via app of internet	Internet Application
111	Actuele informatie via website	Topical

		Website
112	Via internet	Internet
114	Internet	Internet
115	Via mijn telefoon	Telephone
117	Zelf zoeken	DIY
121	Beter bijgewerkte info op VVV sites	VVV website
122	website of magazine van Utrechts Landschap.	Website Utrechts Landschap Magazine Utrechts Kandschap
125	Infoborden.	Signs
126	Online	Online
128	Bij toegang tot natuurgebied	Entrance nature reserve
129	Gericht; via abonnement gebaseerd op mijn behoeften en interesses	Targeted Subscription needs and interests
134	Web sites, als deze zijn bijgewerkt.Goede communicatie.	Websites Up to date Clear
140	Via een website	Website
141	Face Book	Facebook
143	websites	Website
145	Facebook	Facebook

Aantal	Code
97	Online source:website, application, google, social media
34	Offline source: paper, visitor centre. signs
24 (+52)	Website: attraction, different websites
7	Social media
17	On paper
3	signs
10	Visitor centre
6	Topical

Turven:

Offline: 34

Visitor centre: 10 (vvv of niet vvv)

Personal:2

On paper: 17(encyclopedia, flyers, newspaper, region paper, recreation paper, magazine)

Offline:1

Signs: 3

Reception accommodation:1

Online:97

Website attractions: 7

Websites accommodations:1

Websites:11

Applications:5

Online: 52

Social media: 7 (fb, tripadvisor)

Regional newsletter:1

Google:5

Mail:1

Telephone:2

All-in-one:2

VVV website:1

Digital: 1

Overig:

Type information:

Local:2

Recommendations:3

Compact:1

Combination:3

Compare:3

Relatives:3

Images:1

Fast:1

Topical:6

Easy:1

Clear:3

No favour:1

DIY:1

Targeted:1

Relevant: 1

Inspiration: 1

New: 1

Appendix 8.3'Wat vindt u belangrijk als u online informatie zoekt?'

NR	Antwoord	Code
1	Juiste trefwoord vinden, geen of weinig reclame op websites	Trefwoord Weinig reclame
2	Snelle informatieve websites	Snel Informatief
3	Dat de locatie goed aangeduid is en kopjes met wat er te doen is	Te doen (kopjes) Locatie
4	Goed en snel te vinden en feitelijke, actuele gegevens	Snel Feitelijk Actueel
5	Zoek niet online	Doe ik niet
6	Wij zoeken niet op internet	Doe ik niet
7	Overzichtelijkheid en actualiteit	Overzicht Actueel
8	Ik zoek niet online	Doe ik niet
9	Ik zoek niet online	Doe ik niet
10	Dat de informatie die men wilt weten makkelijk zichtbaar is zoals openingstijden en kosten	Makkelijk (zichtbaar) Openingstijden Prijs

11	Overzichtelijk, niet te hoeven zoeken om alles te vinden	Overzichtelijk Niet zoeken
12	Duidelijk, overzichtelijk, mobiel toegankelijk	Duidelijk Overzichtelijk Compatibel
13	Date het duidelijk is, korte tekst dat je niet te veel moet oeken	Duidelijk Weinig tekst Niet zoeken
14	Snel bij de volledige site, weinig/geen reclame	Snel Weinig reclame
15	Snel de informatie die ik nodig heb	Snel
16	Het doel waar ik heen wil, wat ik zoek: dat ik daar snel kom	Snel
17	Actualiteit	Actueel
18	Overzichtelijke vormgeving van de informatie	Overzichtelijk
19	Dat de openingstijden makkelijk te vinden zijn	Makkelijk Openingstijden
20	Actualiteit	Actueel
21	Dat ik de juiste en volledige informatie krijg. Dat de website regelmatig wordt bijgewerkt met nieuwe informatie	Juist Volledig Bijwerken website Nieuw
22	Korte en krachtige beschrijving met foto's	Kort Beeldmateriaal
23	De volledige informatie van het te bezoeken attractie	Volledig
24	Ervaringen van de bezoekers	Ervaringen
25	Wat is er aan interessante dingen te vinden, bijvoorbeeld musea	Attracties
26	Duidelijke informatie	Duidelijk
27	Zoek ik eigenlijk niet	Doe ik niet
28	Duidelijkheid	Duidelijkheid
29	Makkelijk vindbaar	Vindbaar
30	Makkelijk vinden	Vindbaar
31	Dat de prijs gecommuniceerd wordt	Prijs
32	Goede omschrijving van de omgeving	Omschrijving omgeving
33	Juiste info, openingstijden, prijzen weergeven	Juist Openingstijden Prijs
34	overzicht	Overzichtelijk
35	Info moet makkelijk te vinden zijn en overzichtelijk zijn	Vindbaar Overzichtelijk
36	Info moet up to date zijn	Actueel
37	Snel en makkelijk te vinden	Snel Vindbaar
38	Kort en bondige informatie	Kort
40	Dat de gevonden routes online, ook zijn aangeduid	Kloppend met offline informatie
41	gemak en duidelijkheid	Gemak Duidelijkheid
42	snel en makkelijk zoeken	Snel

		Makkelijk
43	makkelijk te vinden, helder en duidelijk/overzichtelijk	Vindbaar Duidelijk Overzichtelijk
44	Dat wat geweest is, voorbij is, van de site wordt gehaald	(Enkel) actueel
45	makkelijk te vinden	Vindbaar
46	snel de juiste informatie vinden	Snel Juist
50	Volledigheid en duidelijkheid.	Volledig Duidelijk
51	Ik moet het gemakkelijk kunnen vinden	Vindbaar
52	Up to date informatie mbt bv openingstijden	Actueel Openingstijden
53	Doelmatigheid	Doelmatig
54	Juiste info	Juist
55	Gebruiksvriendelijkheid van website bij bezoek via mobiel.	Gebruiksvriendelijk Compatibel
56	Kaarten. Bezienswaardigheden. Voorzieningen als winkels en restaurants	Kaarten Bezienswaardigheden Voorzieningen
57	Snelle bereikbaarheid van sites	Vindbaarheid
58	openingstijden, prijs, juiste adres. helaas niet altijd up to date	Openingstijden Prijs Locatie Actueel
59	snel informatie kunnen vinden duidelijkheid	Snel Duidelijk
60	duidelijk en snel	Duidelijk Snel
61	up to date informatie	Actueel
63	Duidelijkheid van de sites en overzicht van alle vergelijkbare activiteiten	Duidelijk Overzicht Vergelijken
64	Duidelijkheid en makkelijk kunnen vinden.	Duidelijk Vindbaar
66	Betrouwbaar. Kort met steekwoorden	Betrouwbaar Kort
67	Duidelijkheid	Duidelijk
68	Makkelijk leesbaar	Leesbaar
69	Reviews anderen	Reviews
70	Dat het overzichtelijk is en een reeel beeld geeft van de werkelijkheid.	Overzichtelijk Werkelijke informatie
72	Via kernwoorden actuele uitgebreide info in beknopte termen	Actueel Kort Uitgebreid
73	Uitgebreide informatie	Uitgebreid
74	Dat het klopt	Juist
75	Dat het correct is en actueel.	Juist Actueel

76	Snel en makkelijk te vinden informatie	Snel Vindbaar
77	Plattegrond	Plattegrond
78	Makkelijke sitesmoe	Makkelijk (in omgang)
79	up to date informatie	Up to date
80	actuele informatie	Actueel
81	snelle website, op telefoon ook goed, up to date	Snel Compatibel Actueel
82	Snelle site, actueel, goed op telefoon	Snel Actueel Compatibel
83	op telefoon leesbaar, snel, gericht, wat voor accommodatie er is	Compatibel Snel Gericht Accommodatie
84	Makkelijk te vinden	Vindbaar
85	betrouwbaar, goede tips: aanbevelingen van anderen	Betrouwbaar Aanbevelingen
86	Duidelijkheid in de informatie	Duidelijkheid
87	Recente en kloppende informatie	Actueel Juist
89	Dat ik snel de informatie vind, die ik zoek	Snel
90	duidelijkheid over activiteiten, prijzen, tijden etc.	Duidelijkheid Activiteiten Prijzen Tijden
91	Vergelijkingsmogelijkheden	Vergelijken
92	Informatie over hotels: prijzen en beschikbaarheid	Hotels Prijzen Beschikbaarheid
94	soms openingstijden of toegangsprijzen	Openingstijden Prijs
95	Makkelijk vindbaar	Vindbaar
96	Specifieke info	Specifiek
97	Genoeg informatie	Genoeg
98	Leuke bezienswaardigheden en activiteiten in de omgeving.	Bezienswaardigheden Activiteiten
99	Beelden naast objectieve info	Beeldmateriaal Objectief
100	Dat het betrouwbaar is en overzichtelijk	Betrouwbaar Overzichtelijk
101	Actuele informatie, foto's, meningen van anderen, helderheid, makkelijk werkende websites, snelle websites	Actueel Beeldmateriaal Reviews Makkelijk (werkend) Snel
102	Wandelingen gpx	Wandelingen

104	Direct bij lokale informatie uitkomen. En echte kennis gebied. Opdeheuvelrug.nl mist of is vaak te laat met publiceren evenementen.	Lokaal Kennis Op tijd Actueel
108	Dat de info up to date is	Actueel
109	Snel, makkelijk en overzichtelijk	Snel Makkelijk Overzichtelijk
111	Up to date zijn	Actueel
112	Dat de site overzichtelijk en gebruiksvriendelijk is	Overzichtelijk Gebruiksvriendelijk
114	Duidelijke omschrijving van de fietsroute met fietspunten	Duidelijk Fietsroute
115	De informatie moet duidelijk zijn, niet langdradig of moeilijk leesbaar / vindbaar. Pagina's moeten aanpasbaar zijn aan het beeldscherm.	Duidelijk Kort Leesbaar Vindbaar Compatibel
121	Dat het bijgewerkt is	Actueel
122	de w-vragen: waar, wanneer, waarom, (met/door) wie en wanneer.	Waar Wanneer Waarom Wie Wanneer
125	Eenvoudig, snel.	Snel Gemakkelijk
126	Gebruiksgemak	Gemakkelijk
128	Trefwoorden vinden.	Trefwoord
129	Snel, overzichtelijk, contactgegevens	Snel Overzichtelijk Contactgegevens
134	Veel en dat deze duidelijk overkomt.	Uitgebreid Duidelijk
140	Dat het duidelijk is en snel te vinden	Duidelijk Snel
141	Hot Info	Actueel
142	Gerichte info	Gericht
143	zoeken op plaatsnaam moet altijd leveren	Plaatsnaam
145	Van alles bijelkaar	Vanalles

Turven:

Welke informatie:

Zien en doen: 8

Locatie: 2

Openingstijden: 7

Prijs: 7

Contactgegevens: 1

Beeldmateriaal: 3

Plaatsnaam: 1

Sportieve routes: 4
 Kaartmateriaal: 2
 Accommodatie: 2
 Beschikbaarheid: 1

Soort informatie:
 Feitelijk: 11
 Actueel: 24
 Specifiek: 1
 Genoeg: 1
 Kennis: 1
 Volledig: 6
 Gericht: 3
 Kort: 6
 Duidelijk: 18
 Betrouwbaar: 3
 Makkelijk vindbaar: 14

Werking website:
 Weinig reclame: 2
 Snel: 20
 Overzichtelijk: 13
 Makkelijk zichtbaar: 2
 Niet zoeken: 2
 Compatibel: 6
 Leesbaar: 2
 Makkelijk in omgang: 8

Trefwoord: 2
 Doe ik niet: 5
 Kloppend met offline informatie: 1
 Aanbeveling: 1
 Ervaringen: 3
 Vergelijken: 2

Appendix 8.4 'Wat vindt u belangrijk als u offline informatie zoekt?'

NR	Antwoord	Code
1	Leesbare teksten, foto's en in de VVV persoonlijk advies nav mijn wensen	Leesbaar Beeldmateriaal Persoonlijk (VVV)
2	Duidelijke folder met belangrijke informatie: prijs tijden wat te doen	Duidelijk Belangrijke informatie Prijs Openingstijden Zien en doen

3	Dat ze bij de VVV veel folders hebben die duidelijk zijn en dat ze persoonlijke tips geven	Folders (veel) Duidelijk Persoonlijk
4	Doe ik niet	Doe ik niet
5	Belangrijke informatie over tijden, prijzen en wat er te doen is kort benoemd, geen lappen tekst en af en toe een foto	Belangrijke informatie Openingstijden Prijs Zien en doen Kort Beeldmateriaal
6	Duidelijk, actuele informatie	Duidelijk Actueel
7	Doe ik niet meer	Doe ik niet
8	Goed leesbaar, informatie over prijs en openingstijden	Leesbaar Prijs Openingstijden
9	Duidelijke informatie, nieuw	Duidelijk Nieuw
10	Dat de informatie die men wilt weten makkelijk zichtbaar is zoals openingstijden en kosten	Belangrijke info Zichtbaar Openingstijden Prijs
11	Kort maar krachtige en duidelijke info, geen persfoto's of reclame	Kort Duidelijk Geen reclame
12	Duidelijk en overzichtelijk	Duidelijk Overzichtelijk
13	Dat het niet verouderd is	Actueel
14	Eerlijk verhaal, geen PR	Eerlijk Geen PR
16	Zo kort mogelijk en zakelijk	Kort Zakelijk
17	Doe ik niet veel	Doe ik niet
18	Niet te grote lappen tekst	Kort
19	Dat de openingstijden makkelijk te vinden zijn	Openingstijden Vindbaar
20	Op een manier geschreven dat het actueel blijft	Actueel
21	Inspiratie en foto's bekijken. Vaak van anderen, zodat ik een idee krijg om er heen te gaan.	Inspiratie Beeldmateriaal Reviews
22	Aantrekkelijk uitzien	Aantrekkelijk
23	Zoek alleen online informatie	Doe ik niet
24	Geschiedenis, vriendelijkheid	Geschiedenis Vriendelijkheid
25	Folderinformatie	Folder
26	Ervaringen van anderen	Ervaringen
27	Waar iets te vinden is, dus de locatie en dat de prijs erbij staat	Locatie Prijs
28	Folderinformatie vind ik fijn	Folder
29	Duidelijkheid	Duidelijkheid

30	Duidelijkheid	Duidelijkheid
32	Een overzicht van evenementen en musea op de plaats van waar we ons bevinden of in de buurt	Overzicht zien en doen
33	Actuele informatie	Actueel
34	als we het over brochures hebben, overzichtelijk	Overzichtelijk
35	overzichtelijk	Overzichtelijk
36	Wat er te doen is en openingstijden	Zien en doen Openingstijden
37	Actueel	Actueel
38	Beschikbaarheid: ik wil niet te lang hoeven zoeken	Beschikbaarheid Snel
40	Lokale informatie: openingstijden	Lokaal Openingstijden
41	vriendelijkheid	Vriendelijkheid
42	adequate informatie en relevante informatie	Adequaat Relevant
43	duidelijke informatie en ook persoonlijke informatie	Duidelijk Persoonlijk
44	Wat iets kost	Prijs
45	duidelijke informatie	Duidelijkheid
46	overzichtelijk	Overzichtelijkheid
50	Volledigheid en duidelijkheid.	Volledig Duidelijkheid
51	Duidelijk	Duidelijkheid
52	N.v.t.	Doe ik niet
53	Enthousiasme	Enthousiast
54	Mooie plaatjes	Beeldmateriaal
56	Wandel en fietsroutes	Sportieve routes
57	Bereikbaarheid	Bereikbaarheid
58	openingstijden, prijs, adres.	Openingstijden Prijs Contactgegevens
59	gerichte informatie	Gericht
62	Antwoord op de vragen die je hebt om een planning te maken	Antwoord
63	N.v.t. tegenwoordig	Doe ik niet
64	Duidelijkheid. Aanvullende informatie	Duidelijk Aanvullend
67	Nvt	Doe ik niet
68	Gratis informatie	Gratis
69	Tips van mensen die er zijn geweest	Tips
70	Idem als vraag 19	Overzichtelijk
71	NVT	Doe ik niet
72	Geüpdate info. Geen info van haren geleden	Actueel
73	Doe ik eigenlijk niet offline zoeken	Doe ik niet
74	Duidelijkheid	Duidelijkheid
75	Dat er voldoende informatie is.	Voldoende informatie
76	Duidelijk weergegeven	Duidelijk

77	Duidelijke verhalen	Duidelijk
78	Moet snel te vinden zijn	Snel
79	tekst met goede illustraties	Beeldmateriaal Tekst
80	aantrekkelijkheid, de hoeveelheid tekst (niet te veel), relevante tekst	Aantrekkelijkheid Kort Relevant
81	overzichtelijk, afbeeldingen	Overzichtelijk Beeldmateriaal
82	overzichtelijk	Overzichtelijk
83	duidelijke beschrijvingen	Duidelijk
84	Ik zoek eigenlijk nooit offline informatie	Doe ik niet
85	ervaringen van vrienden	Ervaringen vrienden
86	Goede informatie	Juist
87	Recente en kloppende informatie	Actueel Juist
90	duidelijkheid over activiteiten, prijzen, tijden etc.	Duidelijkheid Activiteiten Prijzen Openingstijden
91	Vergelijkingsmogelijkheden	Vergelijkingsmogelijkheid
92	Alles bij elkaar	Alles bij elkaar
94	vvv krant	VVV Krant
95	Compleet	Compleet
96	Actuele info	Actueel
97	Duidelijkheid	Duidelijk
98	Aanbevelingen van anderen.	Aanbevelingen
99	Toegankelijkheid	Toegankelijk
100	Aantrekkelijk geschreven om te lezen	Aantrekkelijk (geschreven)
101	Informatie en tips van locals, overzichtelijke folders met beeldmateriaal	Lokaal Tips Overzichtelijk Beeldmateriaal
102	Nvt	Doe ik niet
104	Dat het overal in het gebied verkrijgbaar is of (tegen betaling) toegestuurd kan worden.	Toegankelijk
108	Nvt	Doe ik niet
109	Handzaam, up-to-date	Handzaam Actueel
111	Mooie foto's en makkelijke tekst	Beeldmateriaal Makkelijk (tekst)
112	Dat ik weet waar ik naar toe moet	Locatie Route
114	Duidelijkheid	Duidelijk
115	Bij mondelinge informatie wil ik graag dat het kort en krachtig is, niet meer informatie vertellen dan nodig is. Bij geschreven informatie wil ik graag dat het duidelijk is, wellicht met afbeeldingen erbij.	Kort mo Snel mo Duidelijk Beeldmateriaal

121	Dat er juiste vvv punten zijn	VVVpunten
122	inspirerend verhaal in magazine of krant.	Inspirerend Magazine Krant
125	Kort en bondig.	Kort
126	Dan zoek ik voornamelijk inspiratie uit boeken	Inspiratie Boeken
128	Overzicht:aparte ruimte in de krant.	Overzichtelijk Aparte ruimte krant
129	Inhoudelijk. Verdiepend. Richtinggevend.	Inhoud Richtinggevend Verdiepend
134	Goede communicatie.	Goede communicatie
137	Recreatiekrant	Recreatiekrant
140	Duidelijke informatie	Duidelijk
141	Info over langere termijn	Niet tijdelijk
142	Gericht	Gericht
143	kort en bondig - duidelijke tekeningen en kaartjes	Kort Beeldmateriaal
145	doe ik niet	Doe ik niet

Turven:

Type informatie:

Prijs: 8

Openingstijden 9:

Zien en doen: 5

Sportieve routes: 1

Locatie: 2

Beschikbaarheid: 1

Bereikbaarheid: 1

Contactgegevens: 1

Route: 1

Geschiedenis: 1

Soort informatie:

Leesbaar: 4

Persoonlijk: 5

Duidelijk: 15

Relevant: 1

Informatief: 4

Kort: 7

Zakelijk: 1

Nieuw: 1

Actueel: 10

Eerlijk: 1

Adequaar: 1

Vindbaar:1

Inspiratie: 4
Lokaal: 2
Aantrekkelijk: 3
Inhoud: 1
Volledig: 1
Aanvullend: 2
Snel: 3
Gericht: 2

Gepresenteerd:
Geen reclame: 2
Toegankelijk: 3
Overzichtelijk: 10
Handzaam: 1
Beeldmateriaal: 10

Overig:
Doe ik niet: 13
Reviews: 3
Vriendelijk: 2
Gratis: 1
Aanbeveling: 3
Vergelijken: 1
Papieren bron: 9
VVV punt: 1