

ŽEMAITIJA NATIONAL PARK SURVEY

Quantitative survey
2017 08 28

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SURVEY PRESENTATION

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Survey object:

- to determine the level of awareness of tourists visiting the park about the services and products provided by the Park;
- to find out what information tourists know about the Park and what information is not enough for them;
- to determine what information arriving tourists wish to receive;
- to find out, through which information channels Lithuanian residents and foreigners receive information and which information channels they would like to receive more information.;
- to find out how visitors of the park appreciate the services and products provided by the park;
- to find out which tourist destinations tourists plan to visit or have already visited in the park;
- to find out which services or products are missing in the Park.

Target group: tourists visiting and leaving the park

Survey method: quantitative survey conducted in the Park

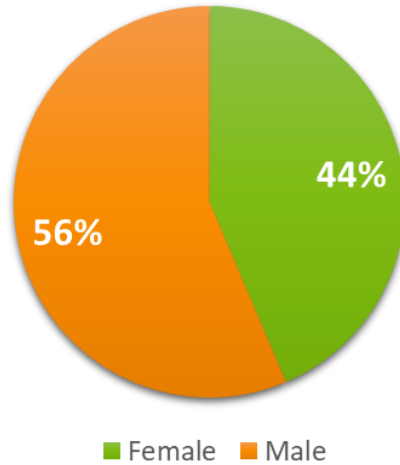
Survey volume: 500 respondents

Survey period: 2017 08 04–20

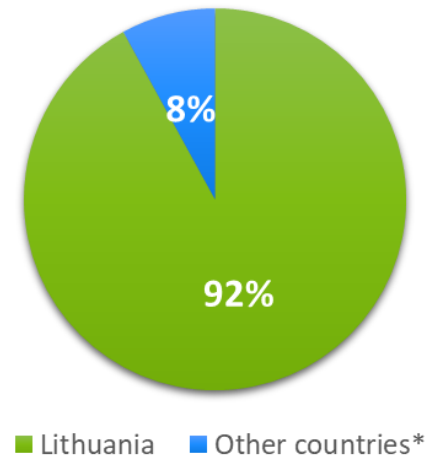
SOCIO-DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

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Gender:



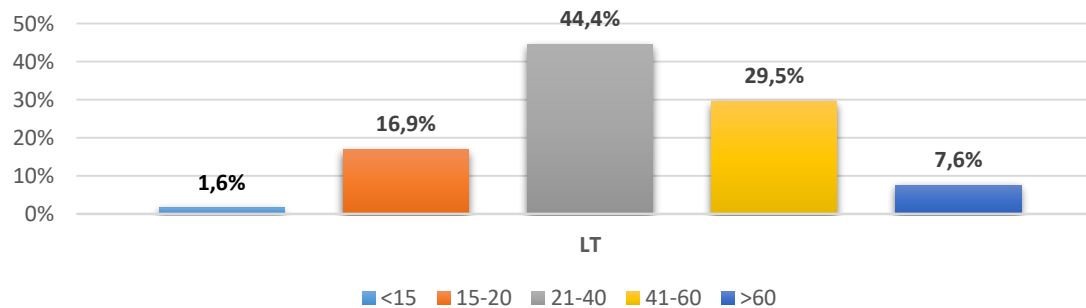
Country:



***Other countries:**

Latvia (2,4%)
United Kingdom (1,0%)
Estonia (1,0%)
Netherlands (1,0%)
Norway (0,8%)
France (0,6%)
Ukraine (0,4%)
Czech Republic (0,2%)
Denmark (0,2%)
Lebanon (0,2%)
Russia 0,2%)

Age:

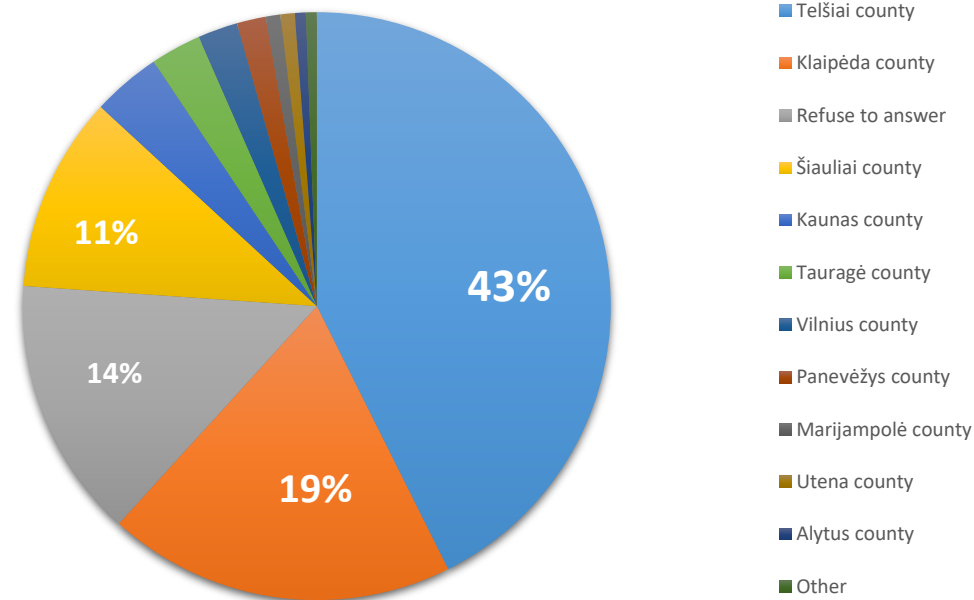


The majority, about **92%**, of the park visitors are Lithuanians.

SOCIO-DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

About **73%** of the park visitors are locals or residents of nearby counties.

Place of residence:



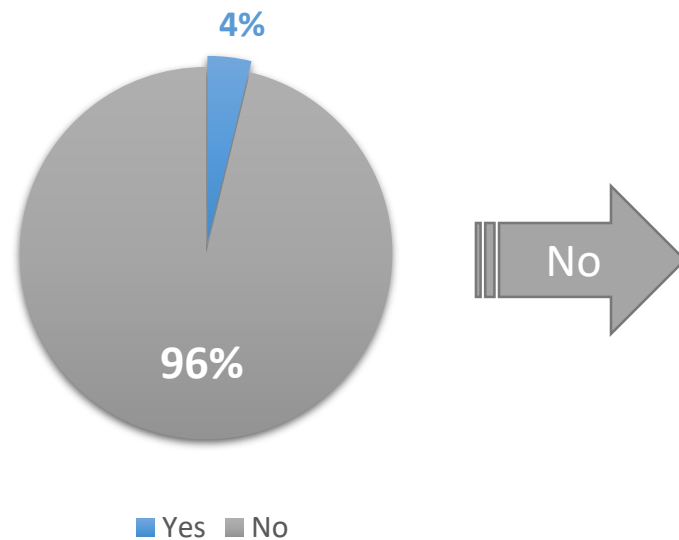
SURVEY RESULTS

Q4: Do you travel alone?

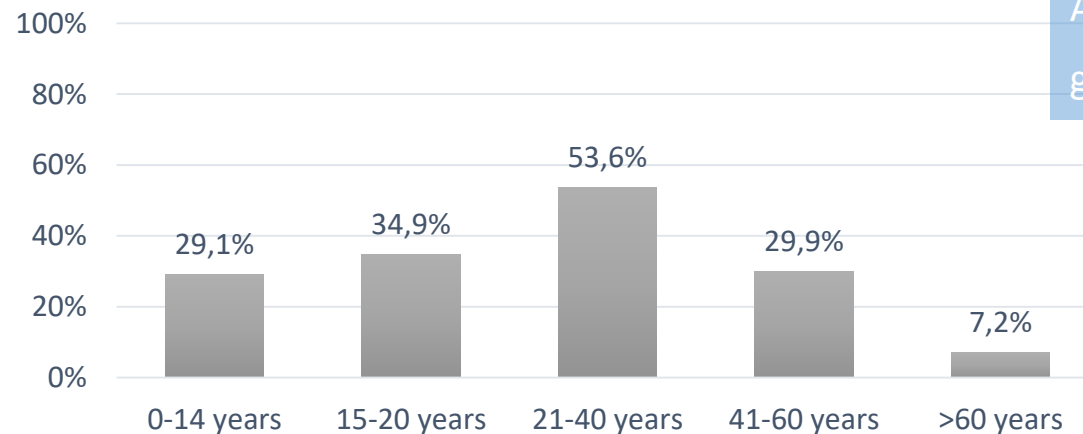
If NO, please write the number of persons with whom you are traveling, relating to their age in the table below

About **96 %** of park visitors come to the park with fellow travelers.

The average size of the visitor group is **3** persons. Most visitors come with friends or family members.



What is the age of your fellow travelers you travel with?



Average size of the visitors group is **3** people *

* including the person who answers the questionnaire

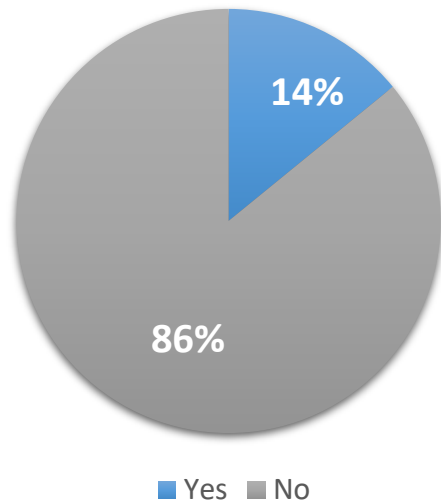
Q5: Are you visiting this protected area for the first time?

Q6: Which means of transport did you choose to travel to the region?

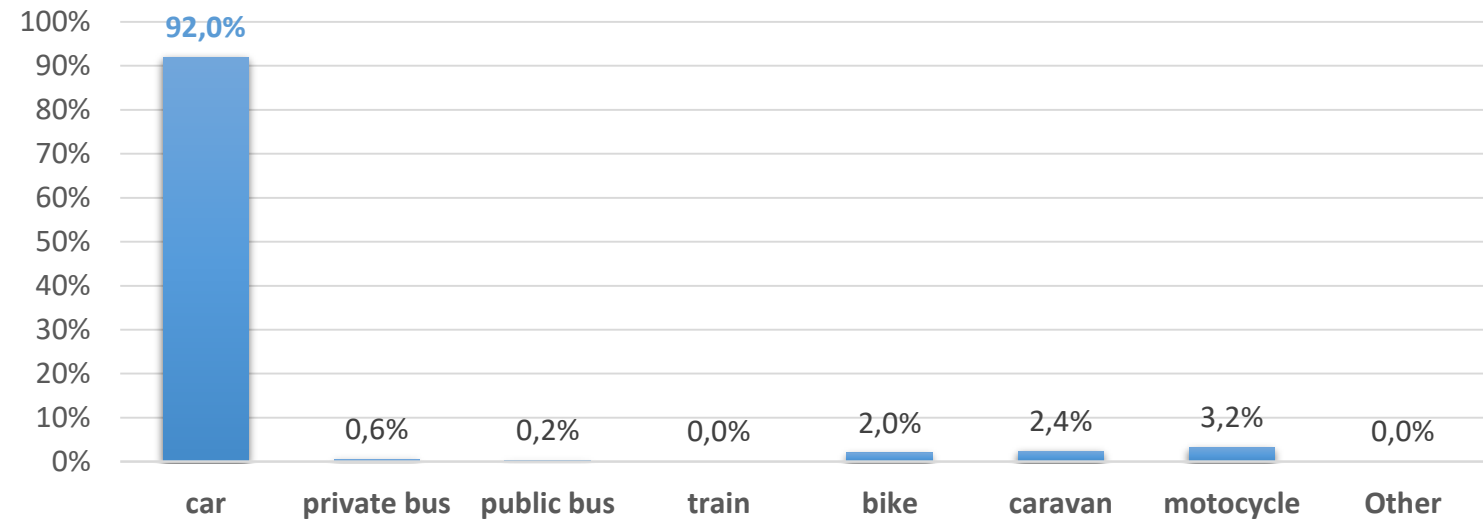
About **86 %** visitors of the park visited the park before.

92 % of the visitors come to the park by **car**.

First visit

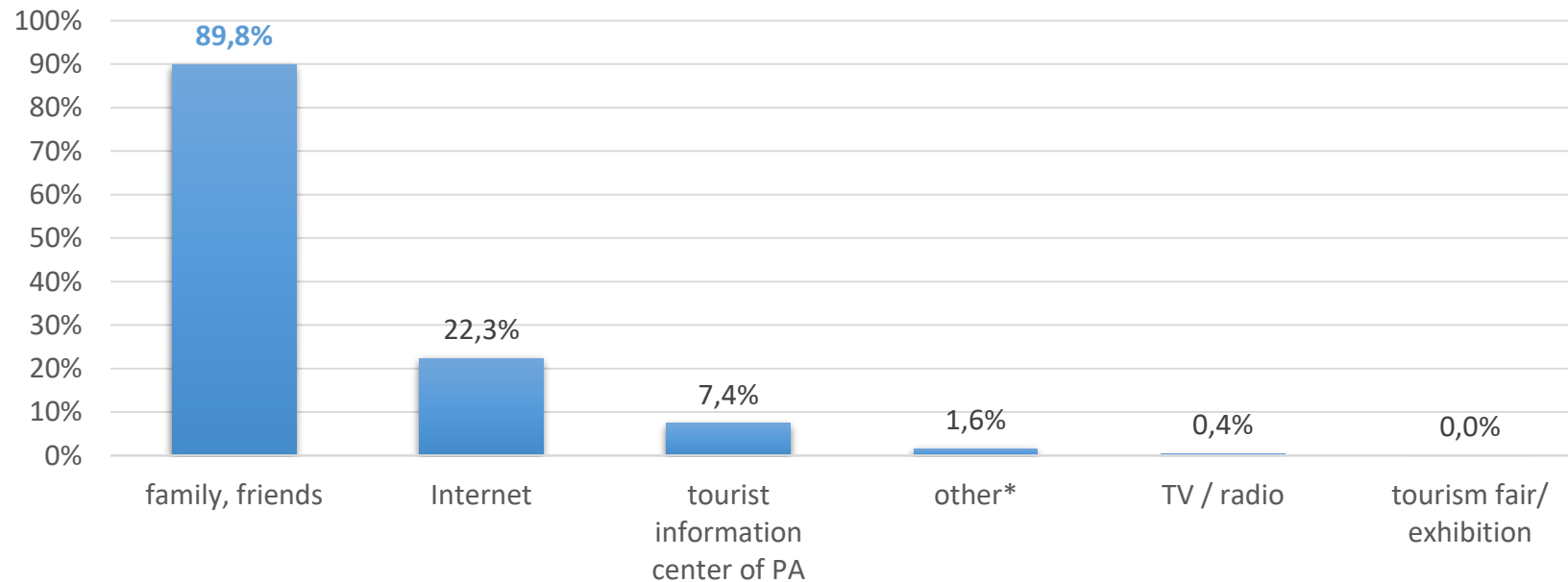


Transport



Q7: Where did you find out the information about this protected area (PA)?

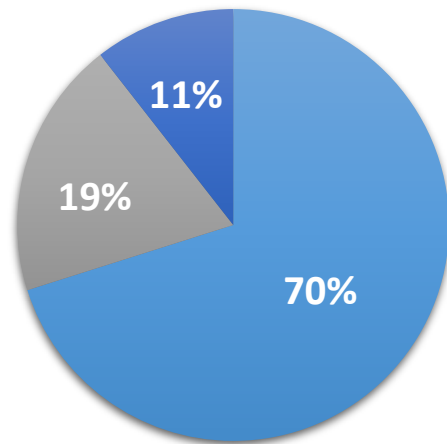
The majority of park visitors, about **90 %**, found the information from **friends or family members**. Another popular source of information is the **Internet**. About **22 %** of the visitors found information about the park there.



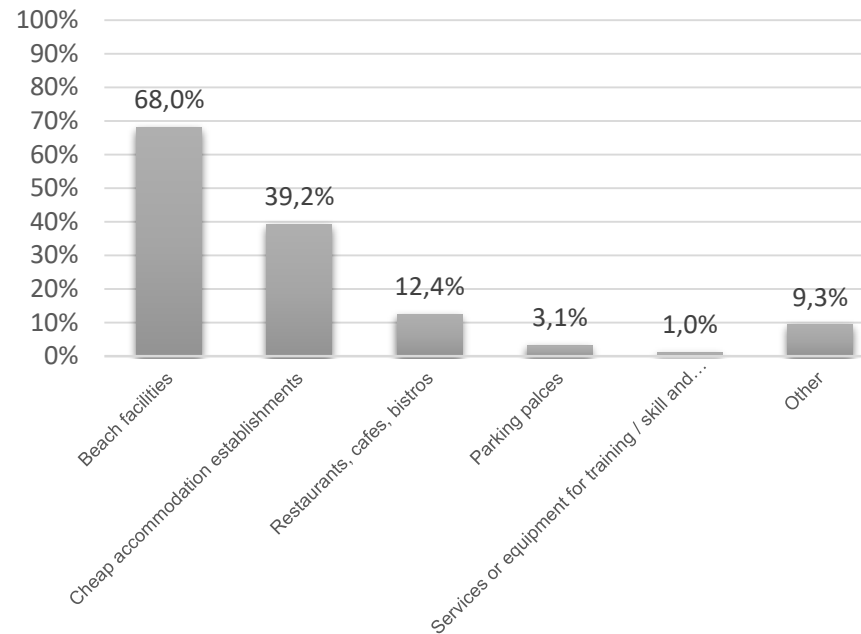
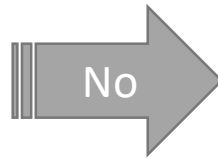
* Other: visitors noticed an informational board on their way and came to visit the park.

Q8: Is the variety of services or equipment sufficient in Žemaitija National Park?
Q9: Which services or equipment, in your opinion, are missing?

Most of the park visitors, about **70 %**, believe that the park has a **sufficient** variety of services and equipment. About **19 %** of visitors were **dissatisfied** with the variety of services and equipment; most of them missed the facilities of the beach and cheaper accommodation establishments.



■ Yes ■ No ■ I have no opinion

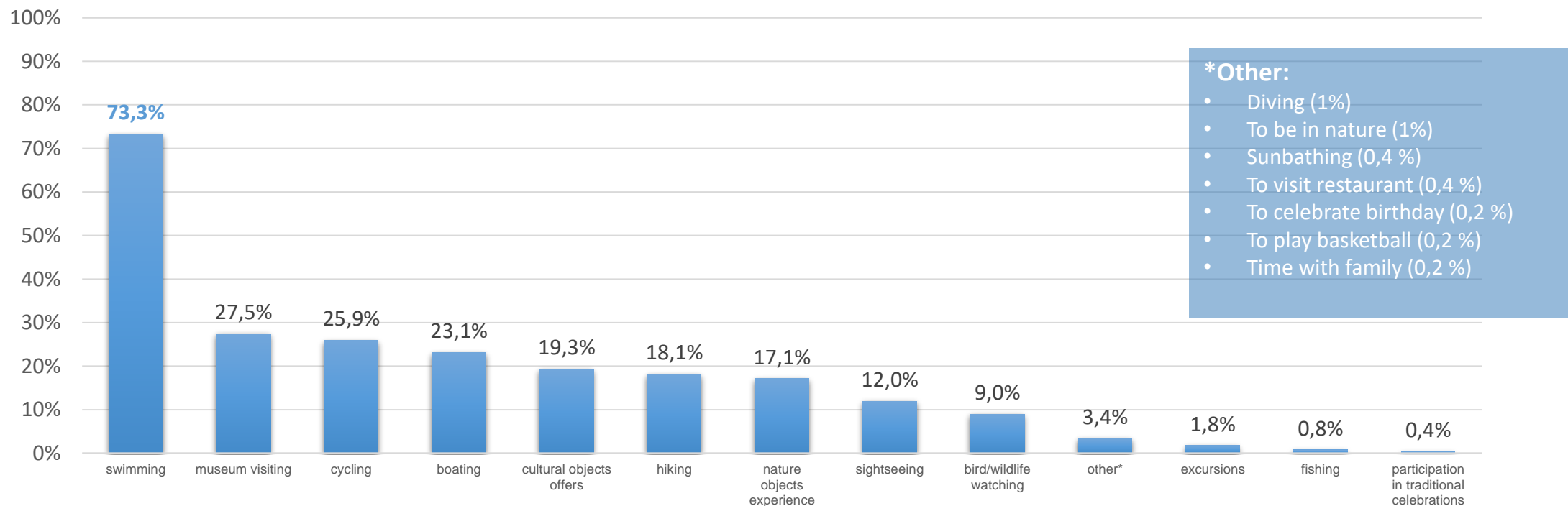


Other:

- Rent of motorized water vehicles (1 %)
- Cheaper cafes / healthy food bistros (2 %)
- More places for swimming (1 %)
- Shops (1 %)
- Playgrounds (1 %)
- There are too many services in the park (1 %)
- Accommodation establishments (2 %)

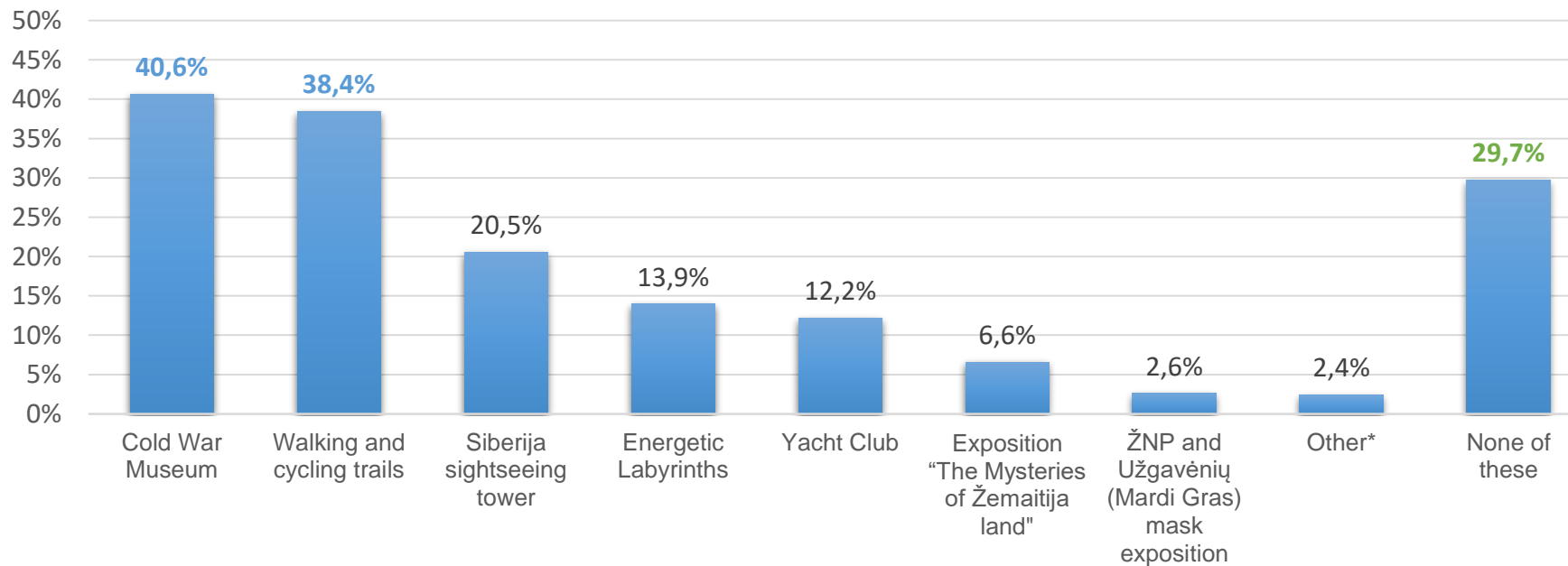
Q10: Which are the activities you have already done/are you going to do in the region?

The **most popular** activity in the park is **swimming**. **73 %** of visitors intended to do this activity. Other popular activities are **visiting the museums** and **cycling**; in those activities, about a **quarter** of the respondents intended to participate.



Q11: Which tourism attractions of this region have you already visited / are you planning to visit during your stay?

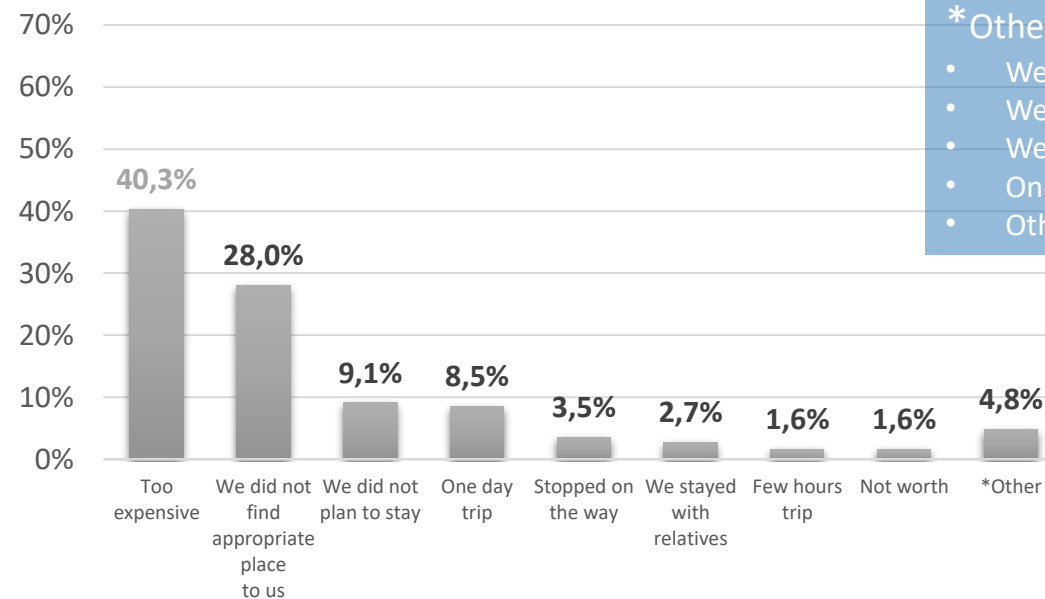
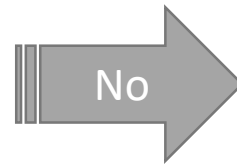
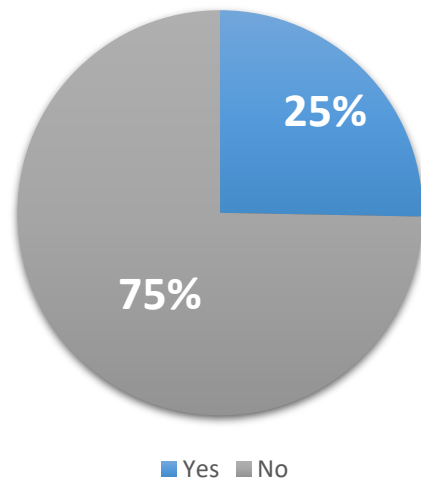
The **most visited** attractions in the park are the **Cold War Museum**, which was planned to visit about **40 %** of visitors, as well as **walking and cycling trails**, which were planned to visit about **38 %** of visitors. A significant part of the visitors, about **30 %**, did **not have the intention to visit any of the attractions**.



Q12: Are you planning to spend a couple of days in ZNP or it is just a one-day trip?

Q13: If you choose not to stay, then what is the reason?

The majority of visitors, about **75 %**, did not intend to stay in the park. The main reason: it is **too expensive**; this is the opinion of about **40 %** visitors who did not intend to stay in the park.



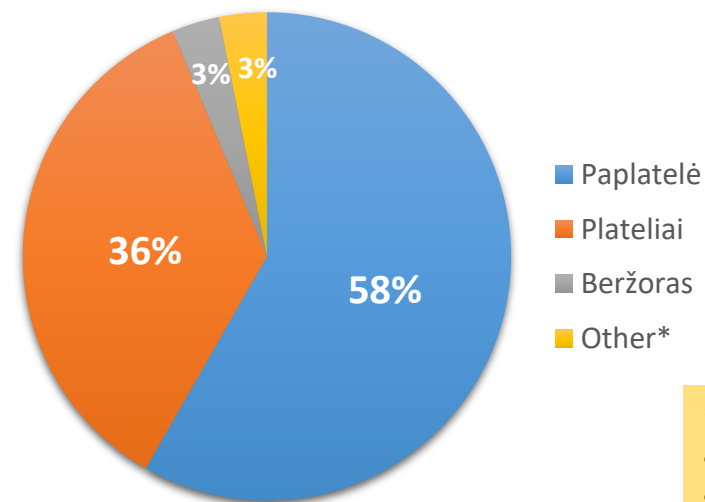
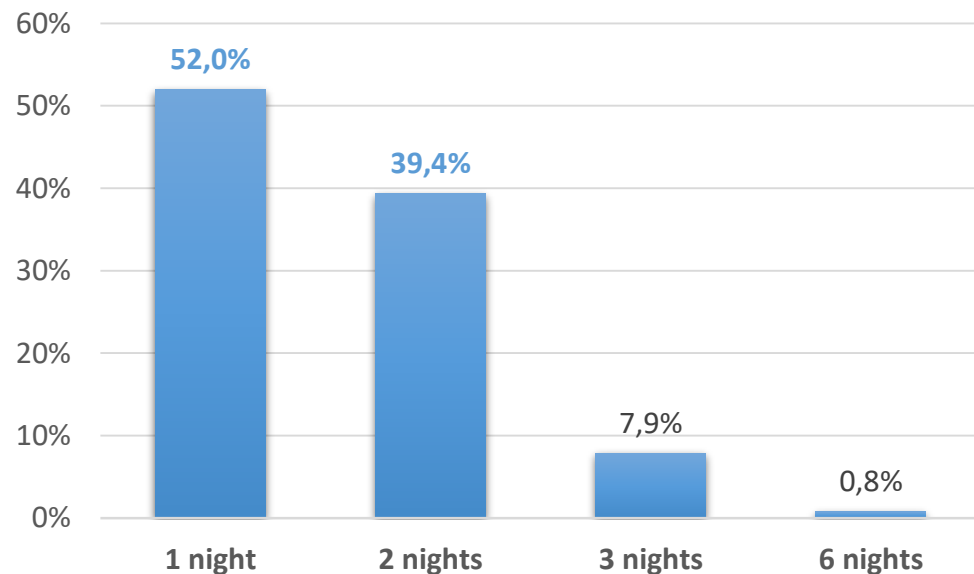
*Other:

- We live nearby (1,3 %)
- We just came to swim (1,3 %)
- We will stay in another city (1,1 %)
- One day trip with bike (0,8 %)
- Other (0,3 %)

Q14: Please name the town / village where you are staying overnight during your holidays. How many nights you will stay in the park?

The visitors of the park tend to stay for a shorter period in the territory of the ŽNP, **52 %** of those who decided to stay overnight stayed for 1 night, and **39 %** for 2 nights.

The most popular villages among visitors are **Paplatelė** and **Plateliai**; **94 %** of the respondents stayed in these villages.



*Other:

- Caravan (0,8%)
- Energetic labyrinths (0,8%)
- I do not know yet (1,6%)

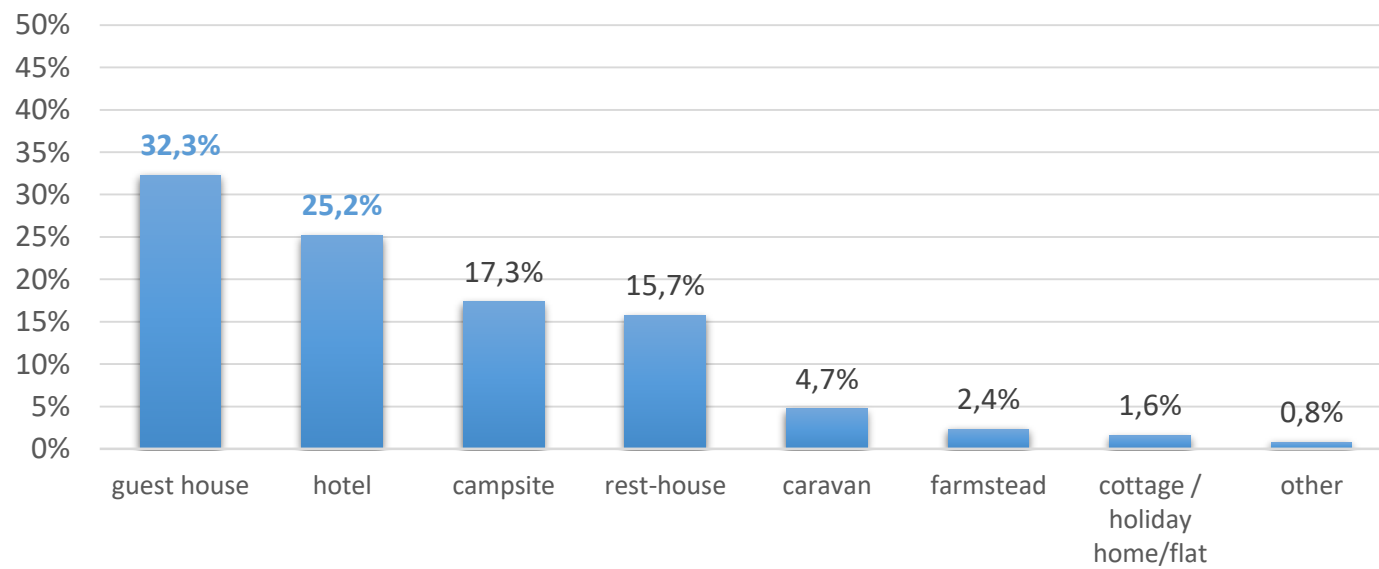
Q15: Type of accommodation

Q16: Are you satisfied with accommodating service quality and price ratio?

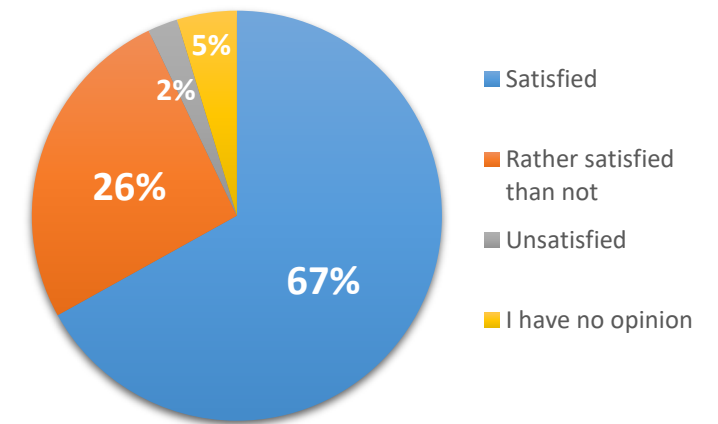
Those, who decided to stay overnight in the ŽNP, are **satisfied** with accommodating service quality and price ratio; about **93 %** of the respondents think so.

The most popular types of accommodations are **guest houses** and **hotels**; **58 %** of the respondents stayed there.

Type of accommodation



Service quality and price ratio



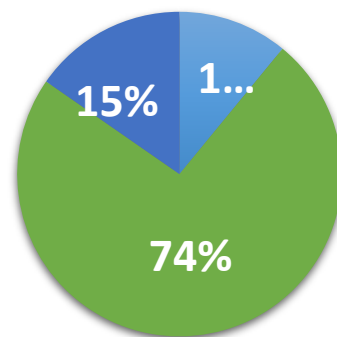
Q17: Have you heard about Žemaitija National Park (ZNP) product label?

Q18: Do you prefer a specific brand when choosing tourism products and services?

Most of the respondents, about **89 %**, did not hear anything about the ŽNP product label or they are not interested in this topic at all.

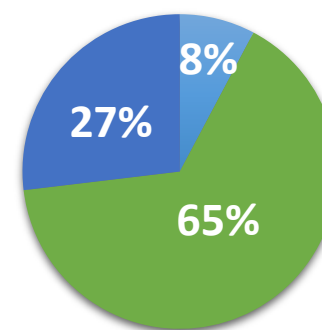
Most of the respondents, about **92 %**, pay little attention to a specific brand when choosing tourism products and services.

**Have you heard about ZNP
product label?**



■ Yes ■ No ■ Not interested

**Do you prefer a specific brand when
choosing tourism products and services?**

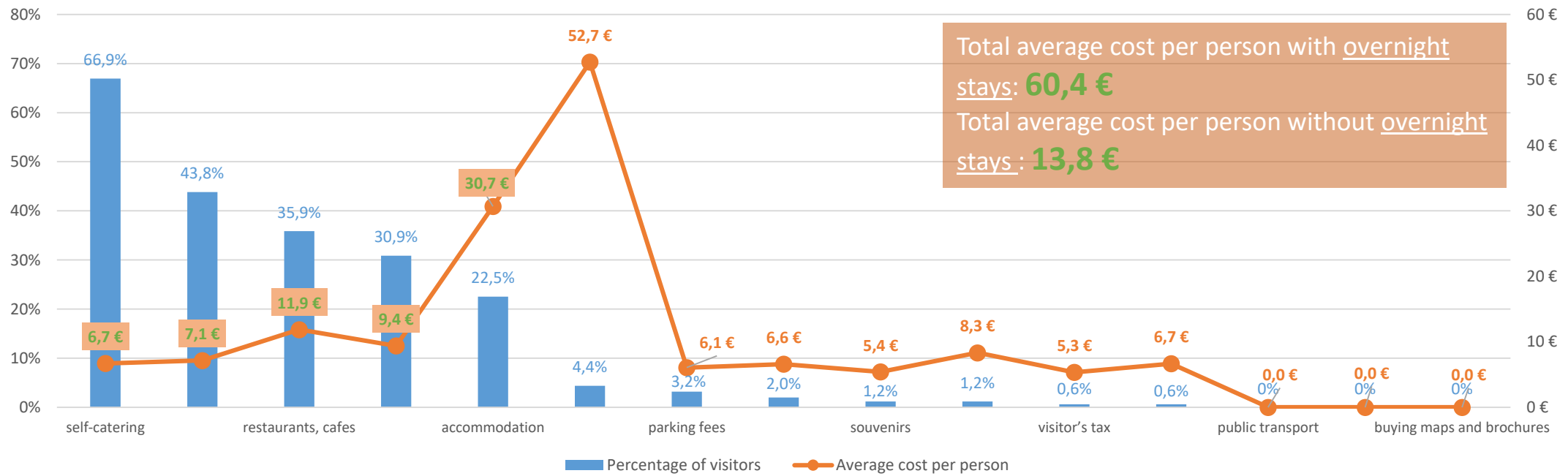


■ Yes ■ No ■ Not interested

Q19: How much money did you spend or are you planning to spend (per day and per person) in the region and in this PA for the following points (in EUR)?

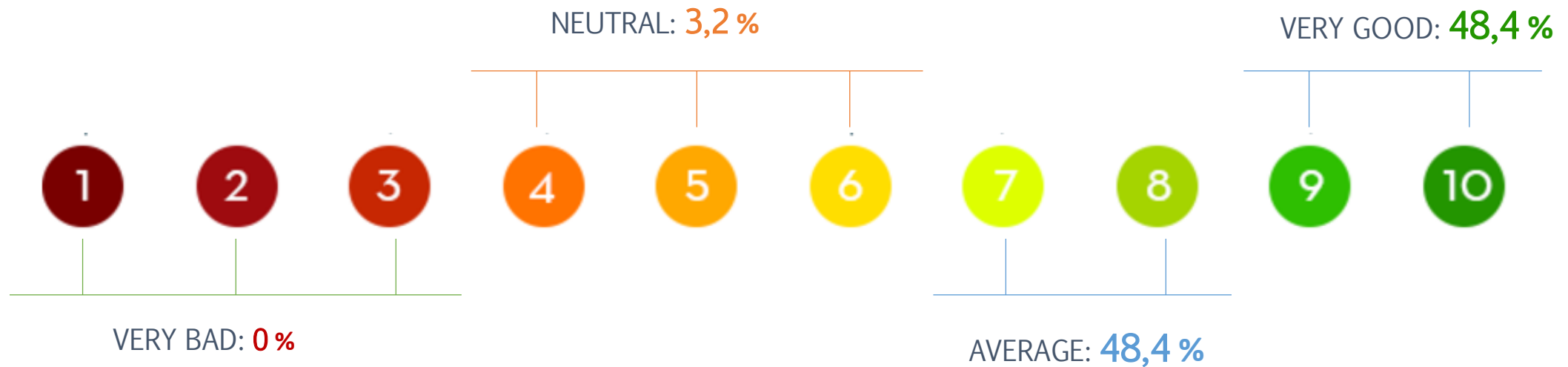
Usually, visitors spend their money on **self-catering**; so do **67 %** of the respondents. About **44 %** of visitors spend their money on **museums** and other places of interest.

The most money was spent on **diving services** and **accommodation**.



Q19: Please let us know how much did you like this PA on the scale from 1 to 10.

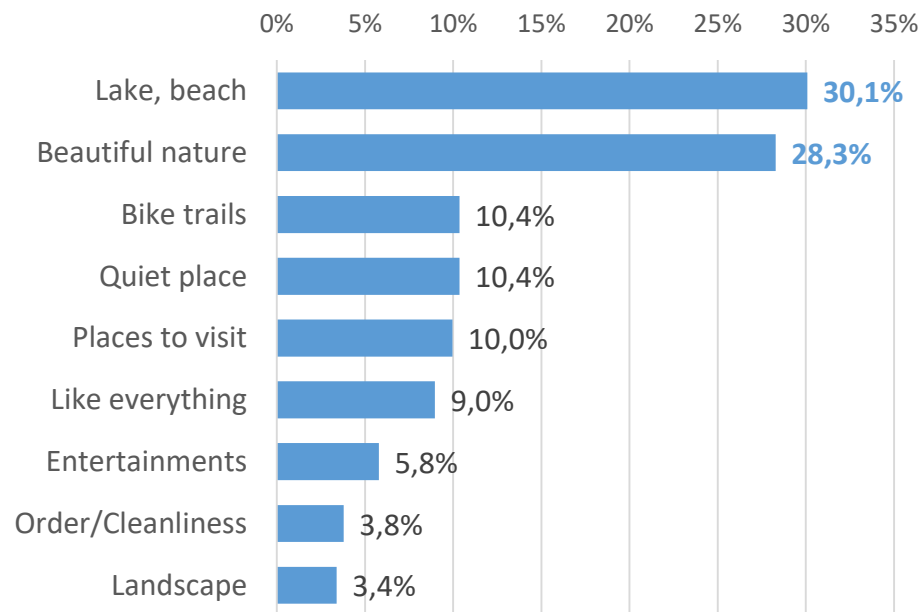
97 % of the park visitors value the ŽNP positively. Among the respondents, there was **no visitor** who was unsatisfied with the protected area.



Q20: Please mention your general opinion about this protected area. Positive aspects

One third of the visitors of the park mentioned that most of them enjoyed the **beauty of the lake and natural beauty** of Žemaitija National Park. Other benefits of the park include are **bike trails, quietness, and places to visit**.

TOP 9 positive aspects



„One of the most beautiful places I had visited this summer.“

„A good place to stay, quiet, beautiful beach, lots of activities.“

„ Very lovely nature and sightseeing.“

„Beautiful bicycle trails, high quality bike trails.“

„ We often come here to swim because of clean water and fresh air.“

„ Many different attractions, a great place for family vacations.“

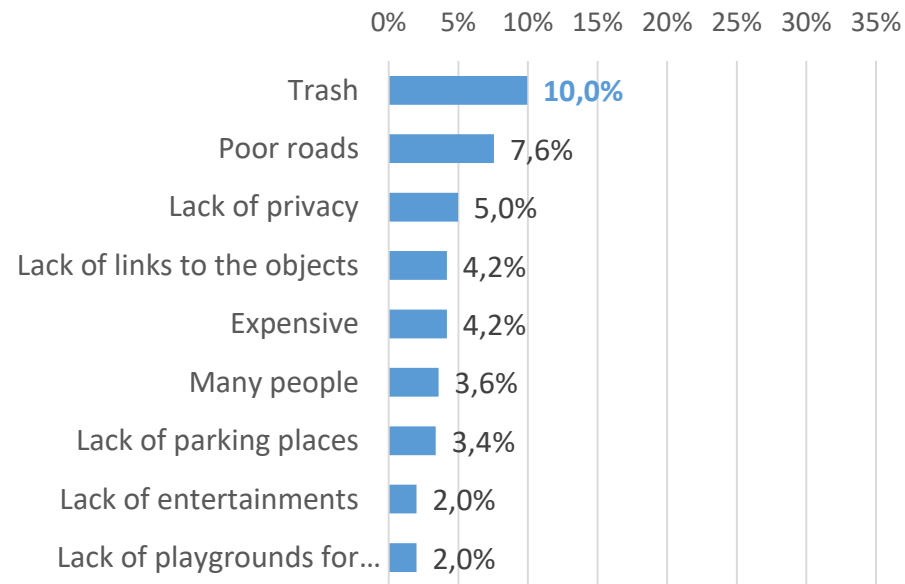
„ Impressed by labyrinth park, we have not seen such a place before.“

„ A good first impression, a lot of things to visit in this park, we hope that other objects of this park will be also interesting.“

Q21: Please mention your general opinion about this protected area. Negative aspects

There were little complaints about the park; Only **10 %** of the respondents mentioned that the park **lacks trash bins and cleanliness**. The park **roads were criticized**, about **8 %** of the respondents complained about their quality.

TOP 9 negative aspects



„Lack of better roads, because in some places, they are very narrow and it is difficult for two cars to pass.“

„There are a lot of garbage on the road, but little trash bins.“

„ The lack of links to places of interest.“

„ Should be new attractions, more entertainment for children.“

„The campsite could be less open, with a higher fence, the recycle bin was full.“

„ Lack of cleanliness, many people, we were hoping for a quieter place.“

„ We expected for a better access to the museum.“

Q22: Would you recommend this protected area to other persons?

The vast majority of park visitors would recommend to spend time in Žemaitija national park to their friends, relatives, and acquaintances .



99,4 % respondents would recommended to visit the park!

CONCLUSIONS AND RECOMMENDATIONS

CONCLUSIONS

- Most of the park's visitors, about 73%, are locals or residents of neighboring counties.
- In the park usually arrive a small groups of 3 travelers.
- The most popular means of transport with which visitors go to the park, is a car; With car approaching 92% of the park's visitors.
- Most visitors, about 90%, learned about the park from family members or acquaintances. The Internet, although it is one of the most important means of communication in modern society, is not very popular among visitors - only 22% of visitors were seeking information online.
- The vast majority of the respondents, even 73%, visited the park because they wanted to rest near the lake. Other attractions offered by the park are not so popular among the park visitors; only about 25% of visitors intended to visit museums or ride bike paths.

CONCLUSIONS

- Most of the Park's visitors, about 70%, believe that the Park has a sufficient variety of services and equipment. However, about 19% of visitors were dissatisfied with the variety of services and equipment. Most of them lacked beach equipment; This is easily explained, because the most popular entertainment in the Park is the lake.
- The most visited sites in the park are the Cold War Museum, which was visited / planned to visit about 41% of visitors, pedestrian and bicycle paths visited / planned to visit about 38% of visitors.
- Most of the visitors, about 75%, did not intend to stay in the park and were on an one-day trip. The main reason is too expensive. This was the reason for 40% of visitors who did not intend to stay overnight.
- Those who stayed in the Park for overnight about 25%, took short-term nights, usually staying for 1 or 2 nights in the park. The most popular villages among visitors are Paplatelė and Plateliai, which accommodated 94% of the surveyed visitors.

CONCLUSIONS

- Almost all visitors, about 93%, were satisfied with the quality of accommodation services and the price ratio.
- The most popular type of accommodation is guest houses and hotels with 58% of the surveyed guests staying in the Park.
- The majority of respondents, about 74% have never heard about the park the product label. 65% of respondents give little attention to the brand when choosing tourism goods and services.
- A typical park visitor, who arrives for one day trip, spends on average about EUR 14 in the park. And the visitor who decides to stay in the park for overnight spend EUR 60.
- Mostly visitors pay money for food they produce by themselves; so doing 67% of visitors. On average, about 7 EUR per person is spend for such food.

CONCLUSIONS

- Other popular services for which money is spent include visiting museums (44% of the visitors spent money on them), restaurants / cafes (36% of visitors), and leisure equipment rental (31% of visitors).
- The Park is very positively appreciated by visitors. Even 48% of visitors value the park very good and almost 100% would recommend their friends, relatives and acquaintances to spend a vacation in Žemaitija National Park.
- Most of the Park visitors are attracted by the clear lake and the beautiful nature of the Park. These positive aspects of the park were mentioned by 30% of visitors.
- Complaints about the Park were few. About 10% of the respondents mentioned that the Park lacks trash bins and cleanliness. The park's roads were criticized, about 8% of the respondents complained about their quality.

RECOMMENDATIONS

- For greater attraction of visitors from further districts or abroad, it is necessary to disseminate information about the park on diverse media channels such as radio, Internet, etc., especially in order to reach a young audience of up to 25 years.
- More attention should be paid to optimizing the web site for search engines with targeted keywords in the most popular search engine queries for the highest rating in their ranking.
- Publish more information about the Žemaitija National Park on sites designed for travelers such as Trip Adviser, Traveler's blogs, Facebook groups for travelers, etc.
- Pay more attention to outdoor advertising or informational stands. At present, only a very small part, about 1.5%, mentioned that they had come to the park, noticing a roadside information stand.

RECOMMENDATIONS

- More focus on the improvement of infrastructure around the lake, as the main center of attraction of the Park is Lake.
- Create tourist route plans that show attractions, where to eat, how long it takes to travel, and so on. We suggest co-operating with other national parks and creating similar routes in all Parks.
- To encourage visitors to stay in the park for a longer period, increase the number of cheaper accommodation establishments. Currently, the main obstacle to staying in the park is too expensive overnight stay.
- Most visitors arrive at the park carrying their own food. Žemaitija National Park will be more attractive to visitors by increasing the number of campsites with tables and fireplaces.

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