

Turister - 1

MIMIR

Rådgivere for reiselivet i 20 år

Vedlegg til rapport «Forstudie Rauland»
Februar 2018
v/ Marie Bergsli og Torill Olsson, Mimir as



Vinje kommune

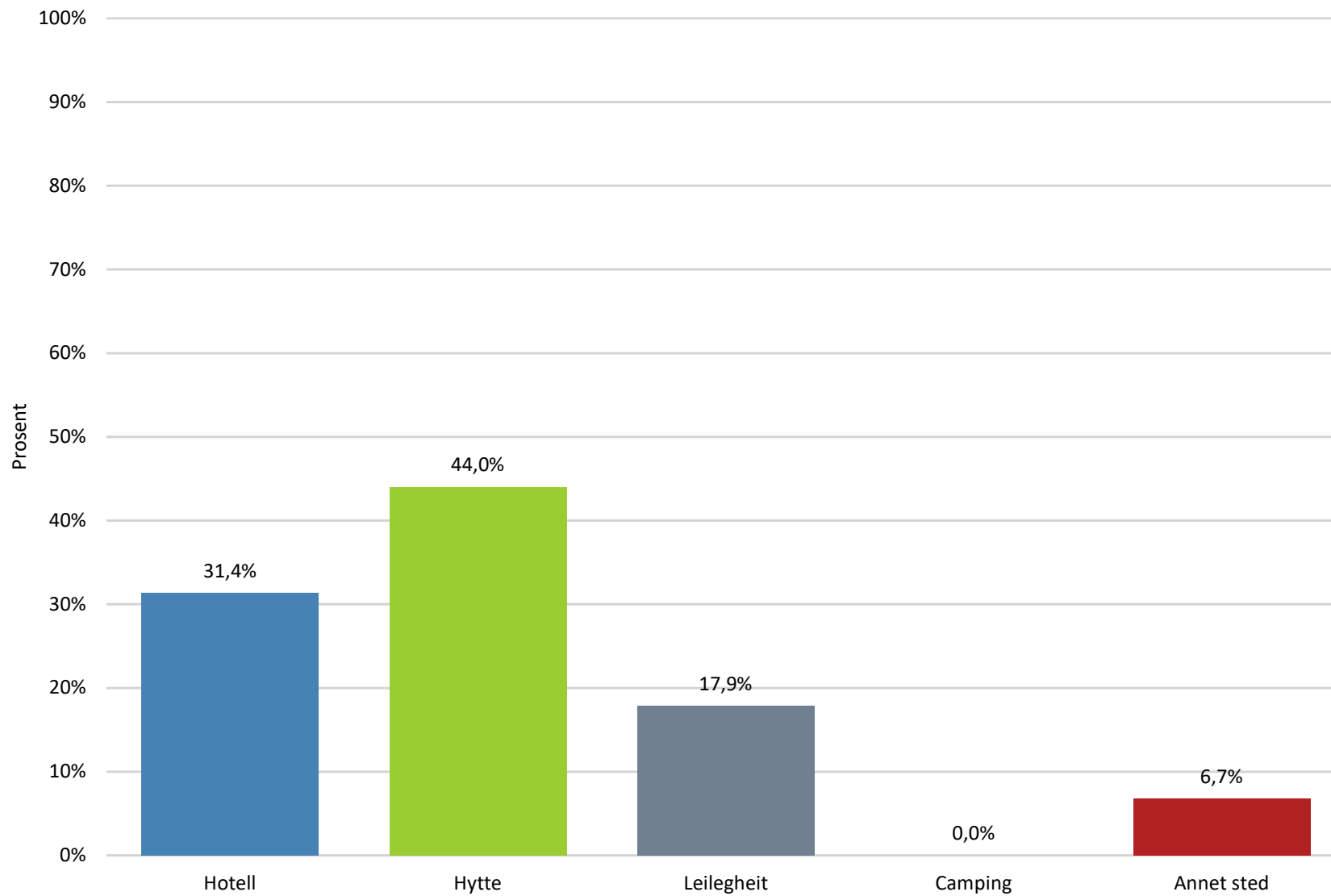
TURISTER -1

Det ble gjennomført en gjesteundersøkelse blant turister i kommersielle overnattingsanlegg. Denne undersøkelse ble sendt til 1501 personer i databasen til Rauland Skisenter. Undersøkelsen fikk 476 svar, dvs svarprosent på 32%. Denne rapporten omfatter disse 476 svarene.

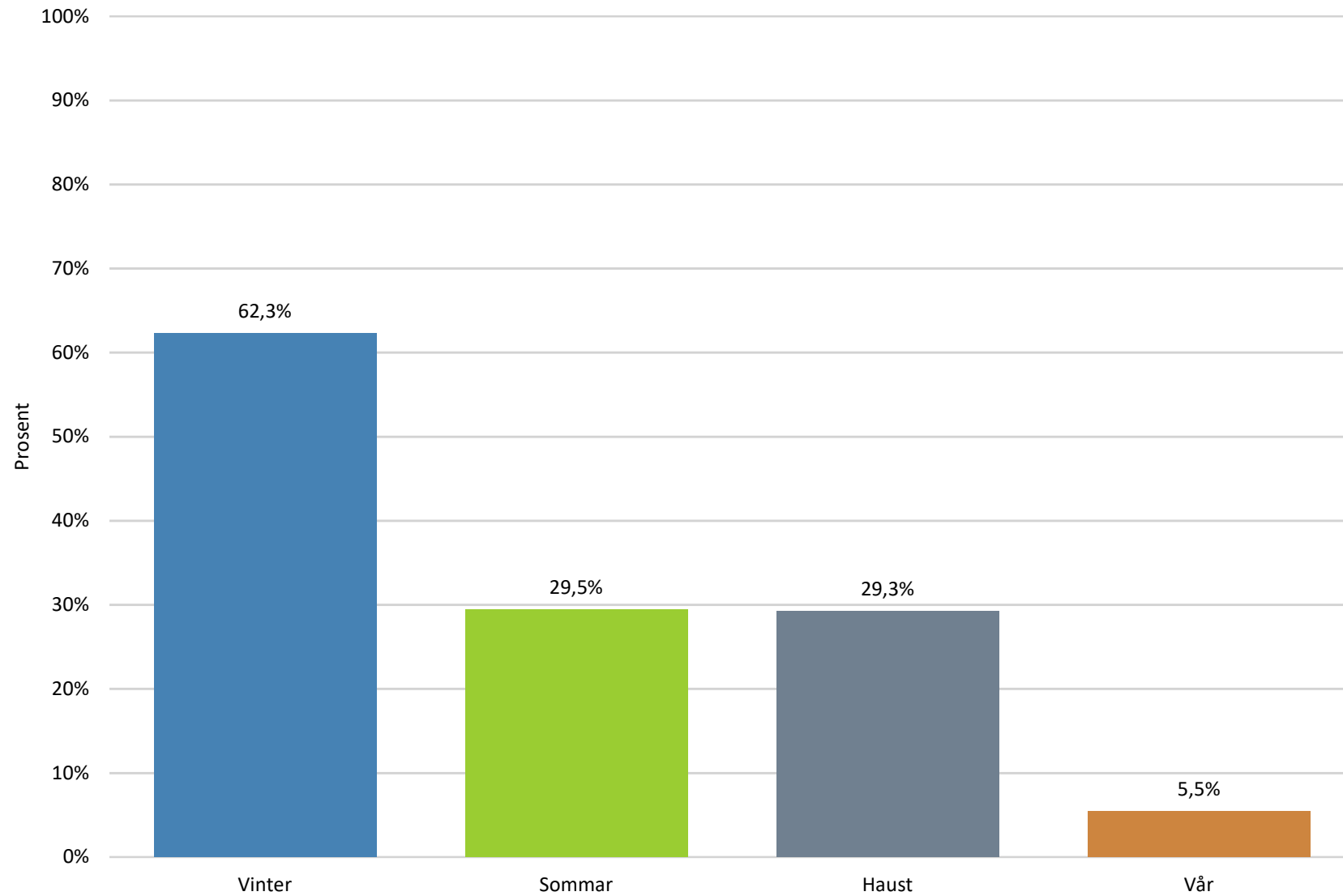
I tillegg var det 257 respondenter som deltok i den store undersøkelsen som også omfattet hytteeiere og lokalbefolkningen. Resultatet av denne er presentert i egen rapport.

I hovedrapporten «Forstudie Rauland» er noen av hovedelementene fra begge undersøkelsene summert og presentert.

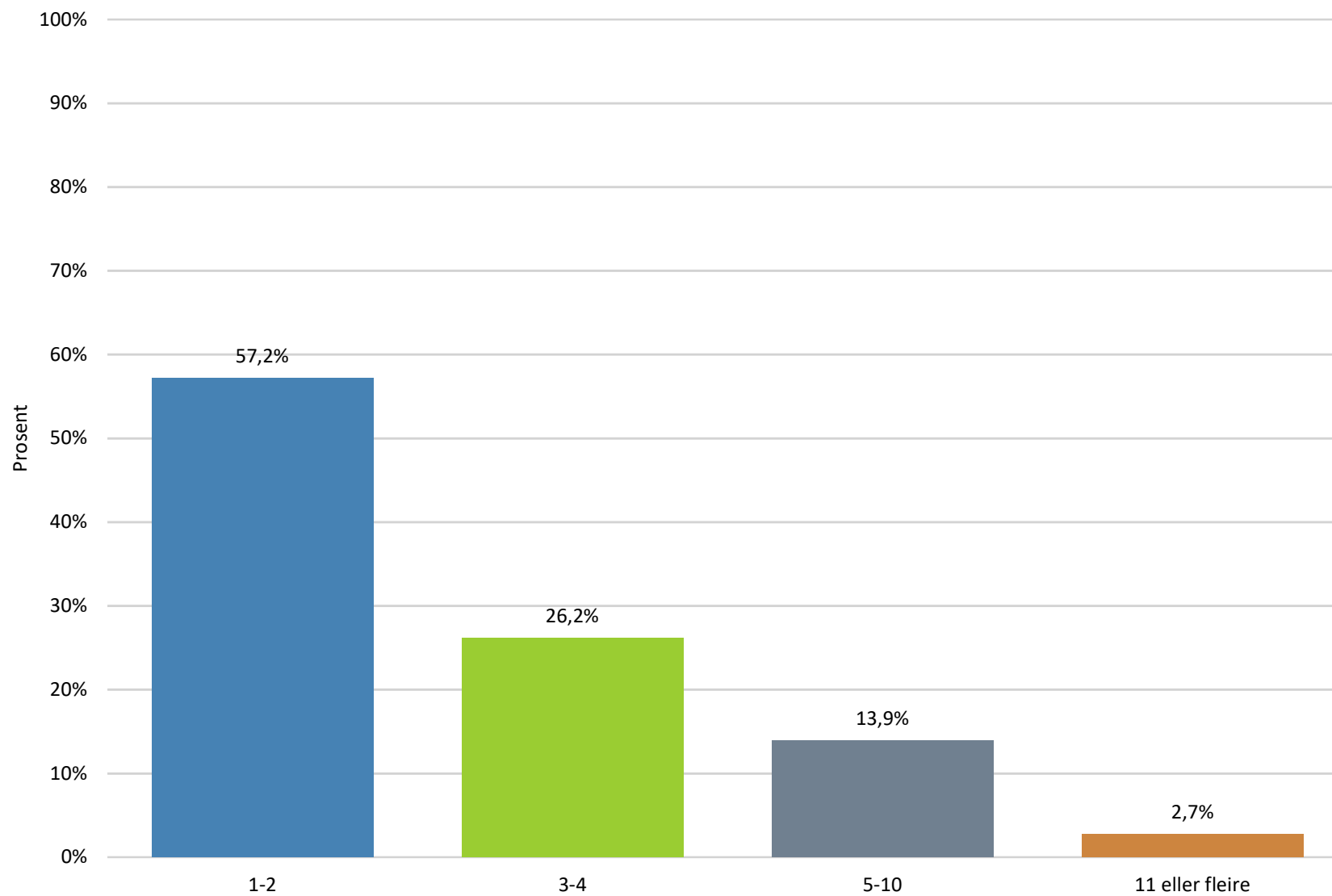
1. Kva overnattingsform nytta du deg av?



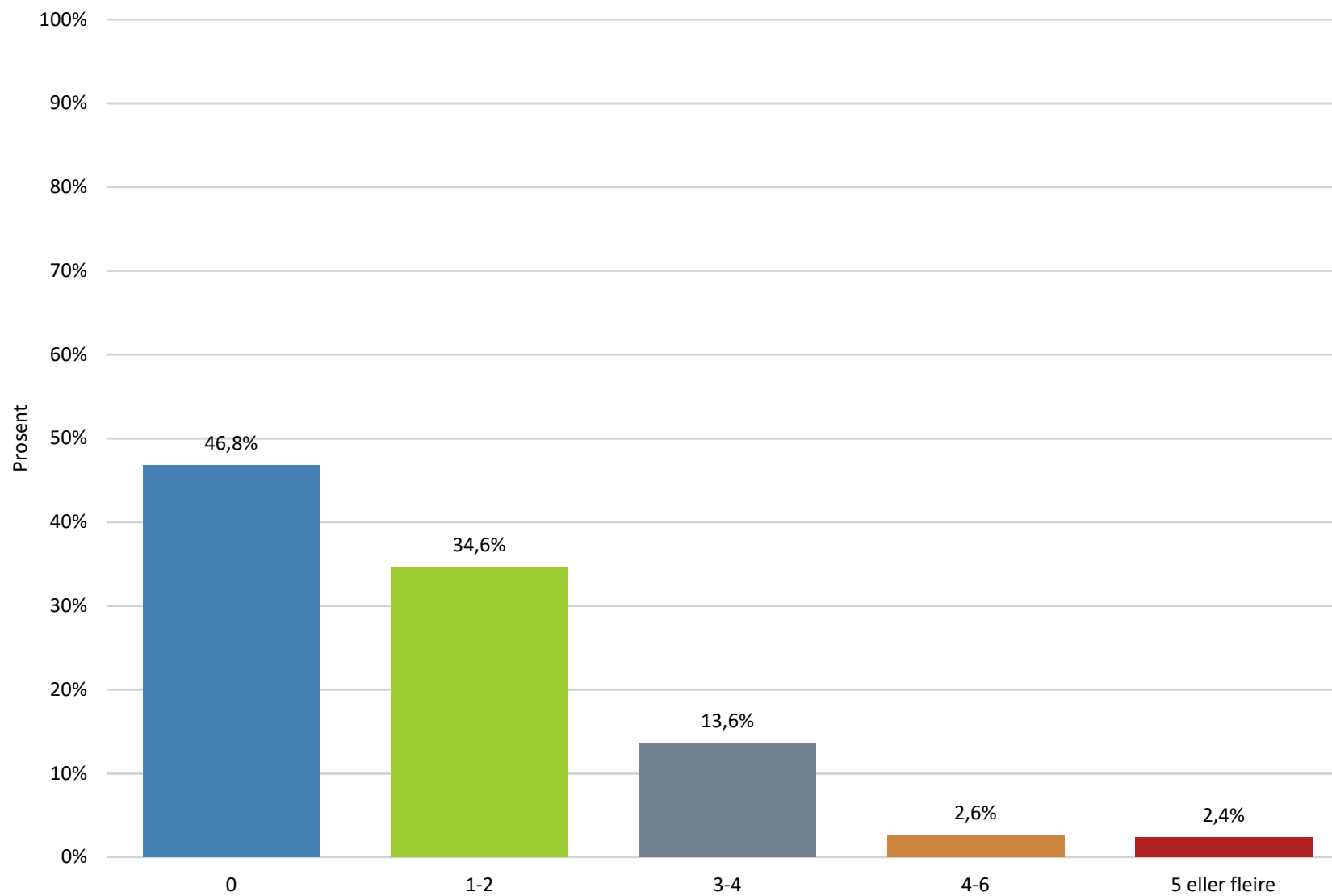
2. Kva årstid ferierte du på Rauland? (Fleire svar er moglege)



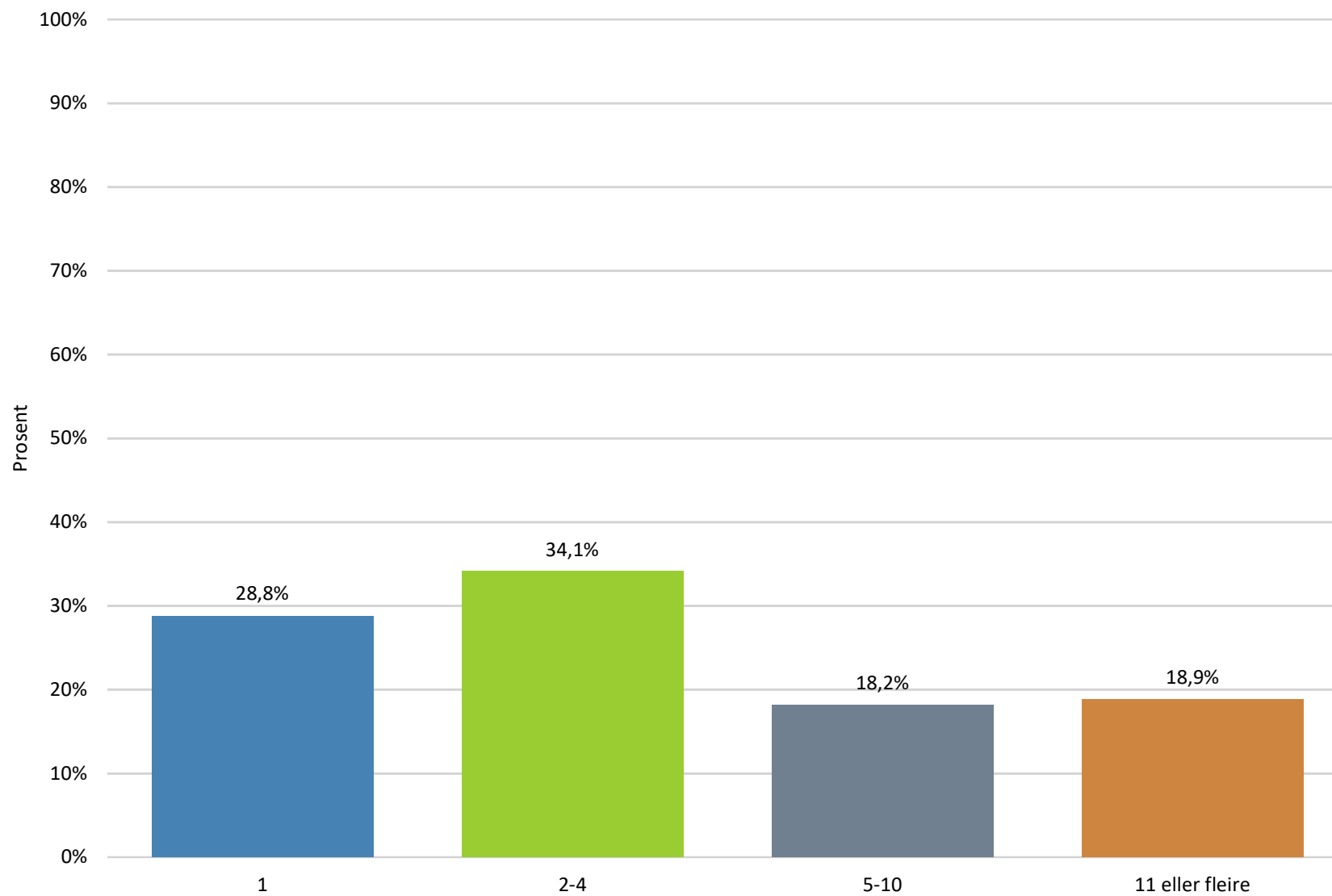
3. Kor mange vaksne var det i reisefølget



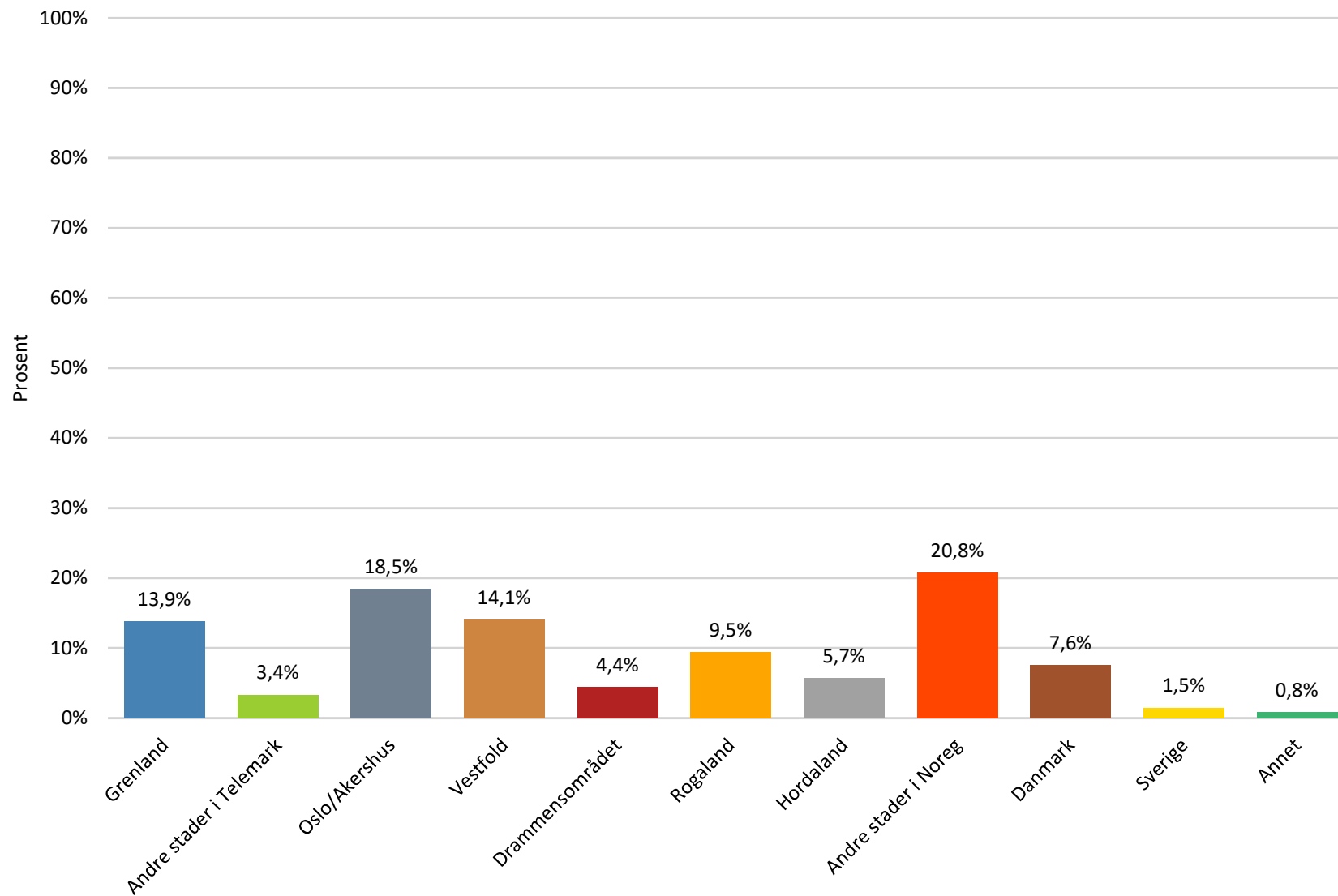
4. Kor mange barn (0 - 16 år) var det i reisefølget



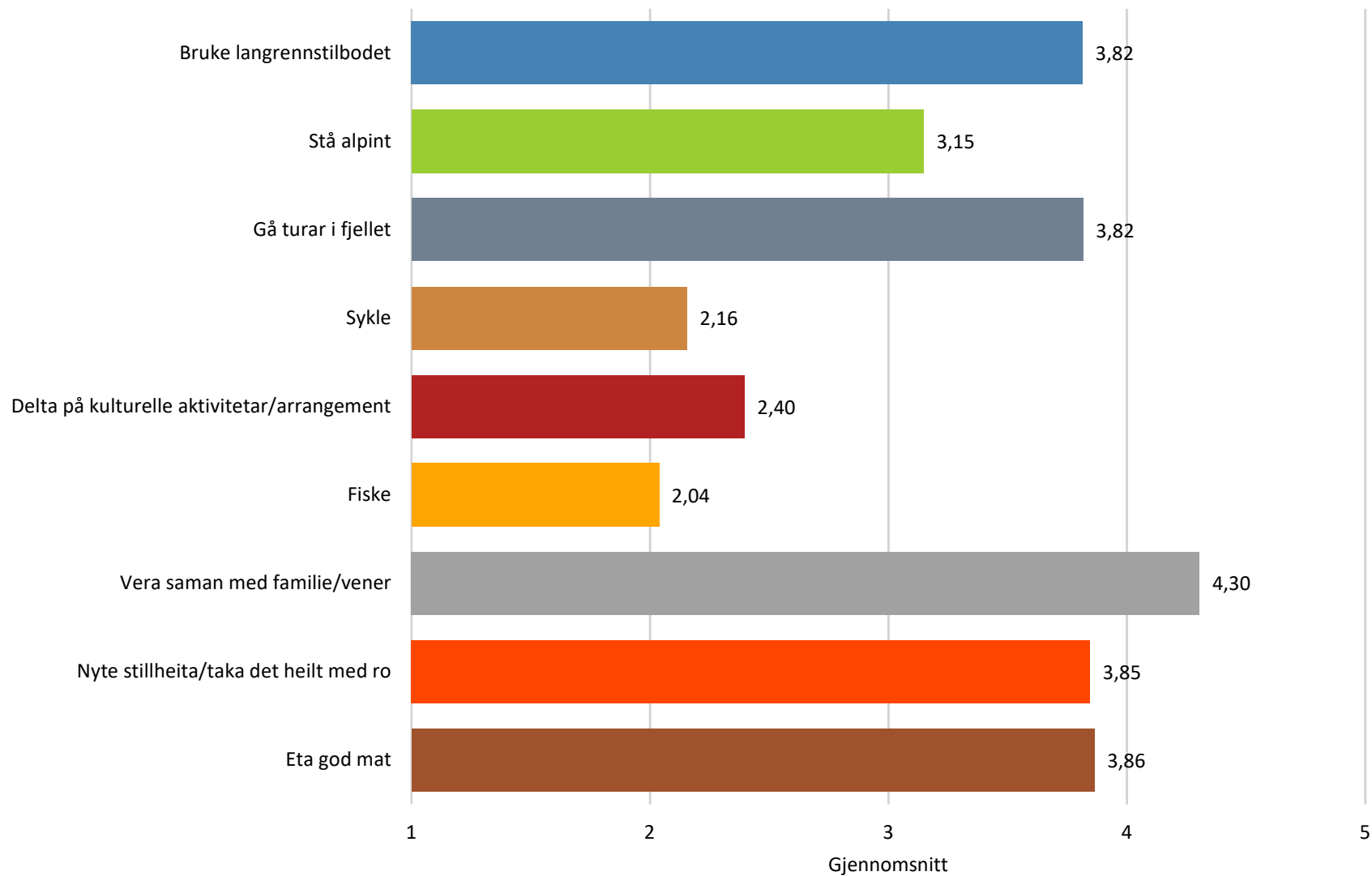
5. Kor mange ganger har du feriera i Rauland



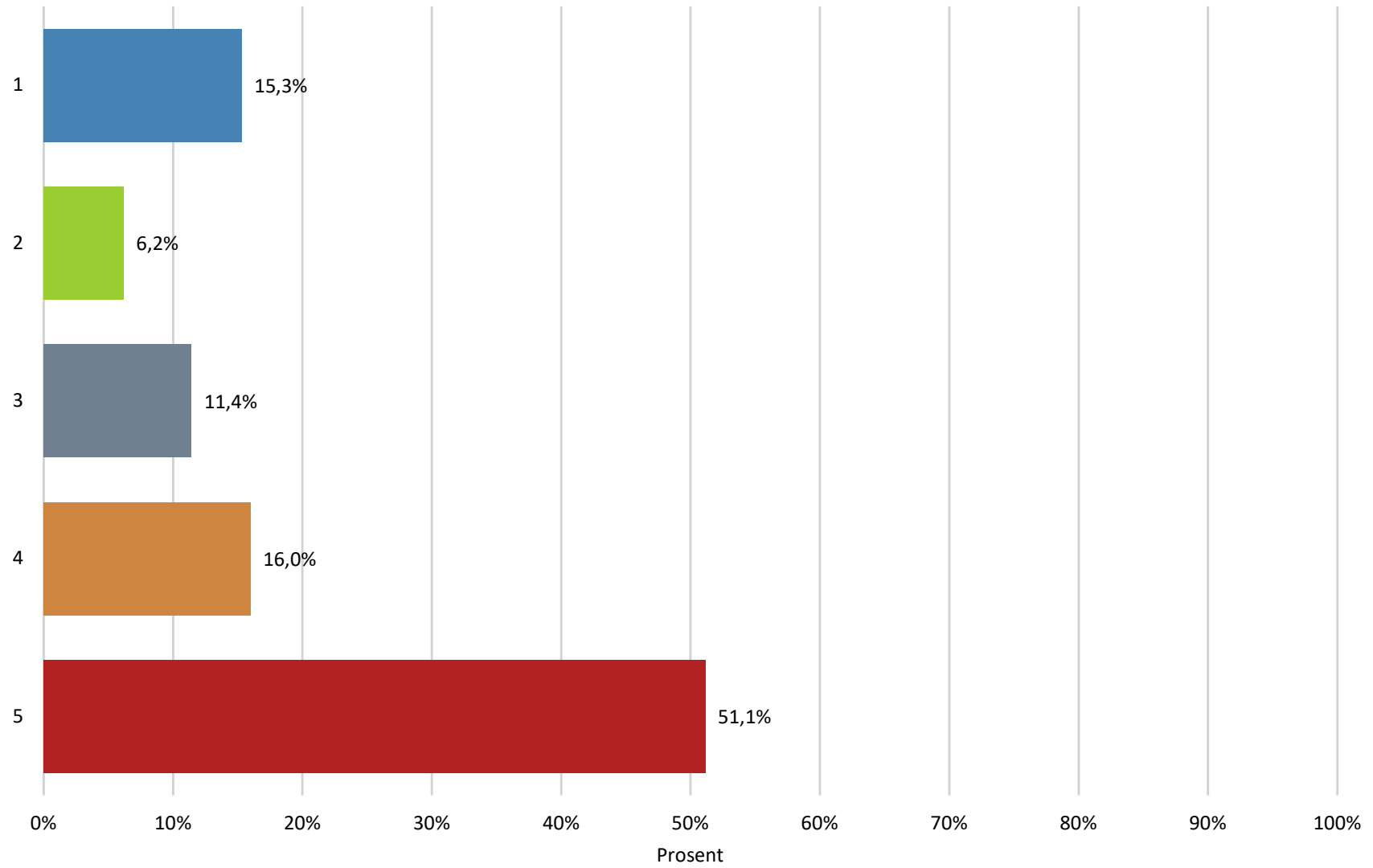
6. Kvar bur du?



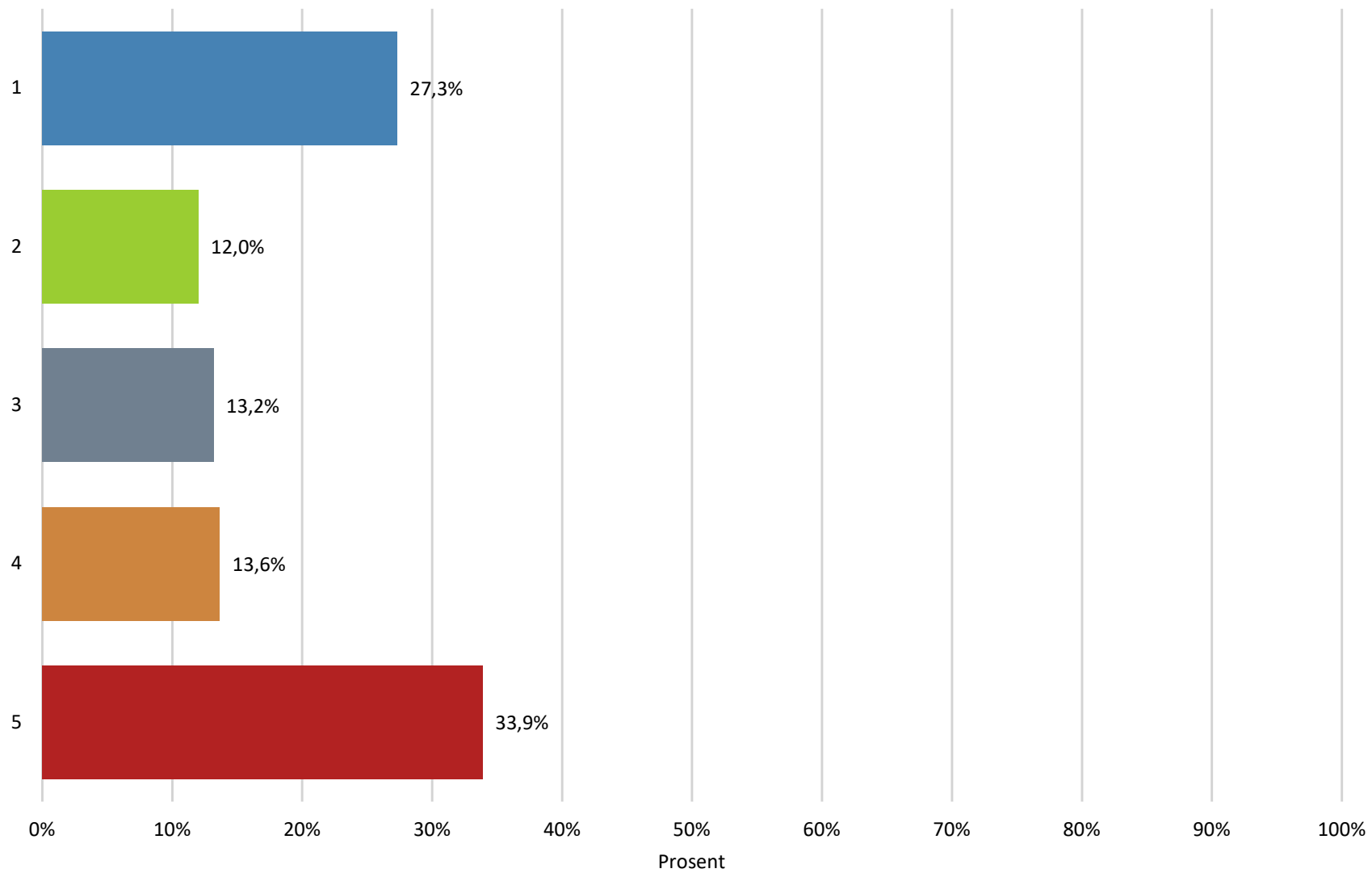
7. I kva grad vil du velje fylgjande aktivitetar når du er på ferie på Rauland? Bruk ein skala frå 1 til 5 der 1 er i svært liten grad og 5 er i svært høg grad



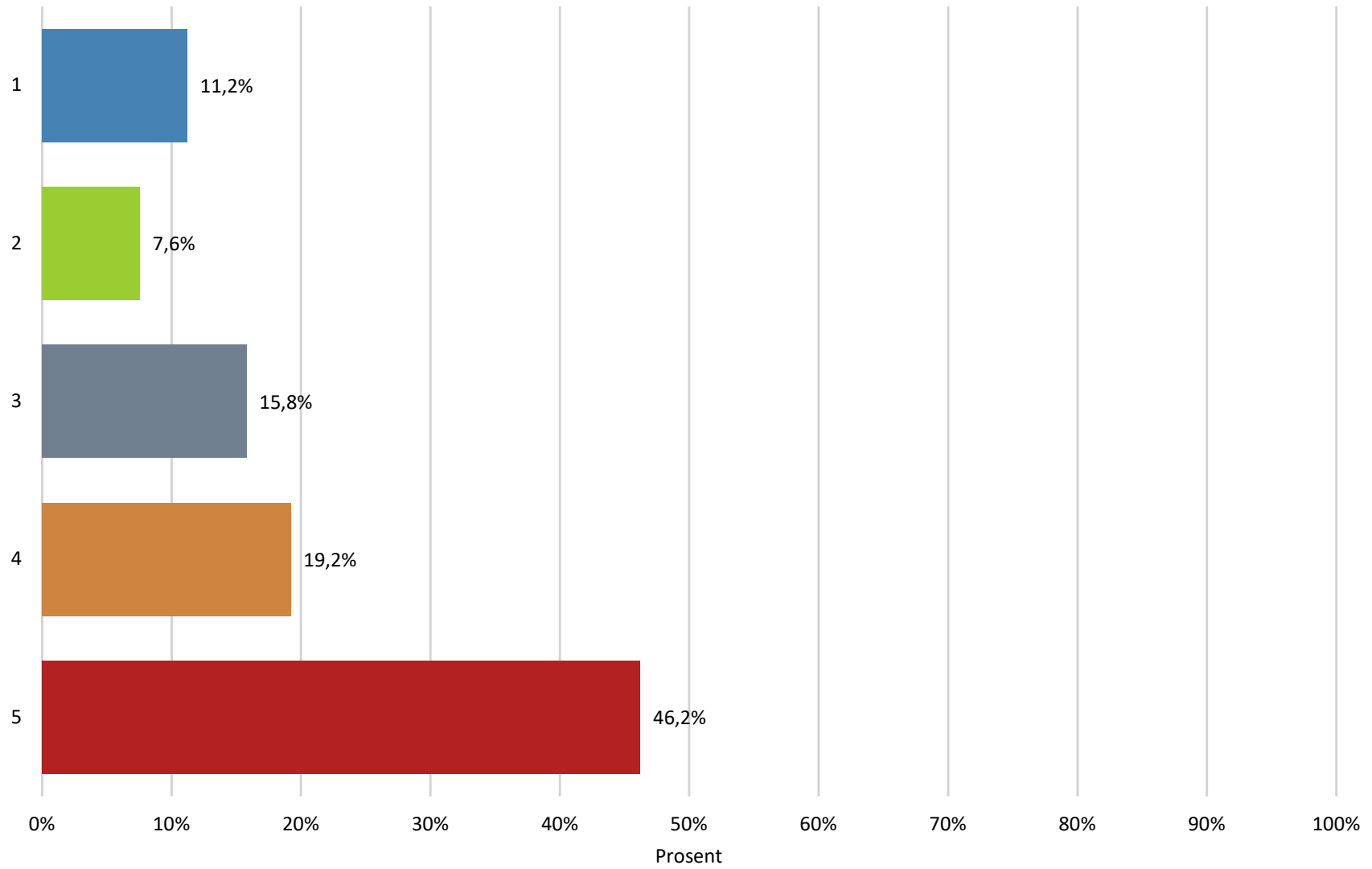
8. Bruke langrennstilbudet



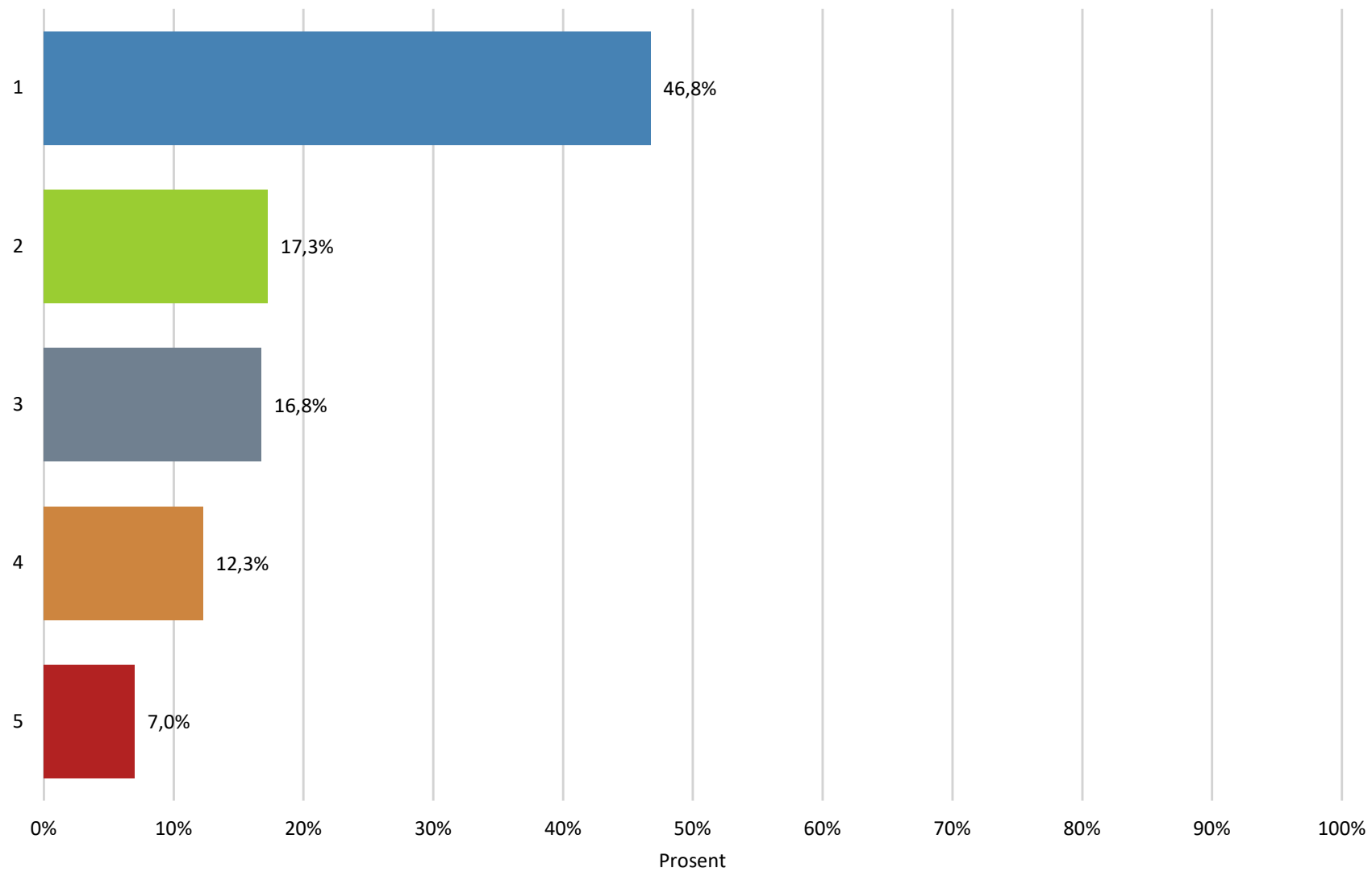
9. Stå alpint



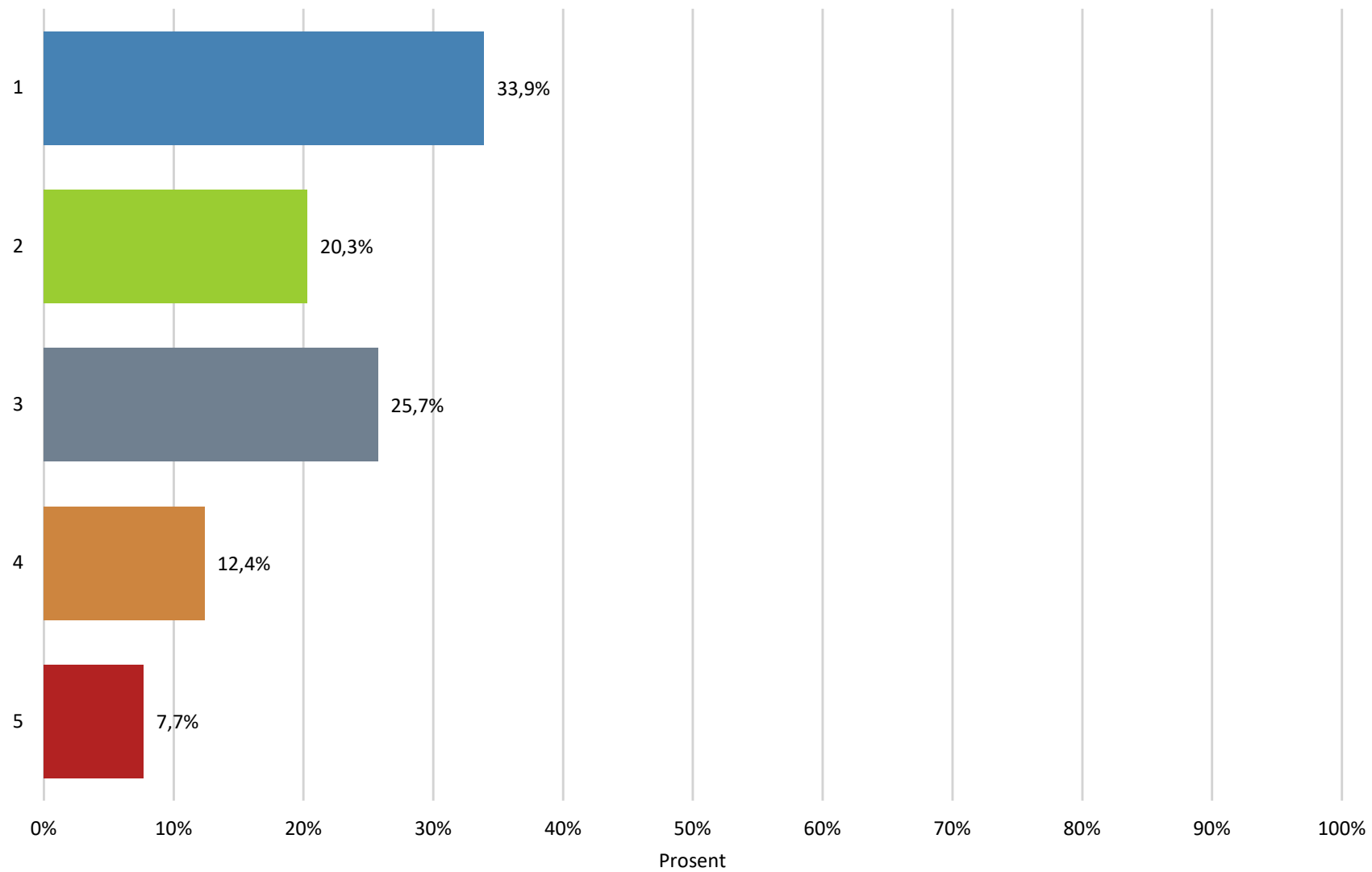
10. Gå turar i fjellet



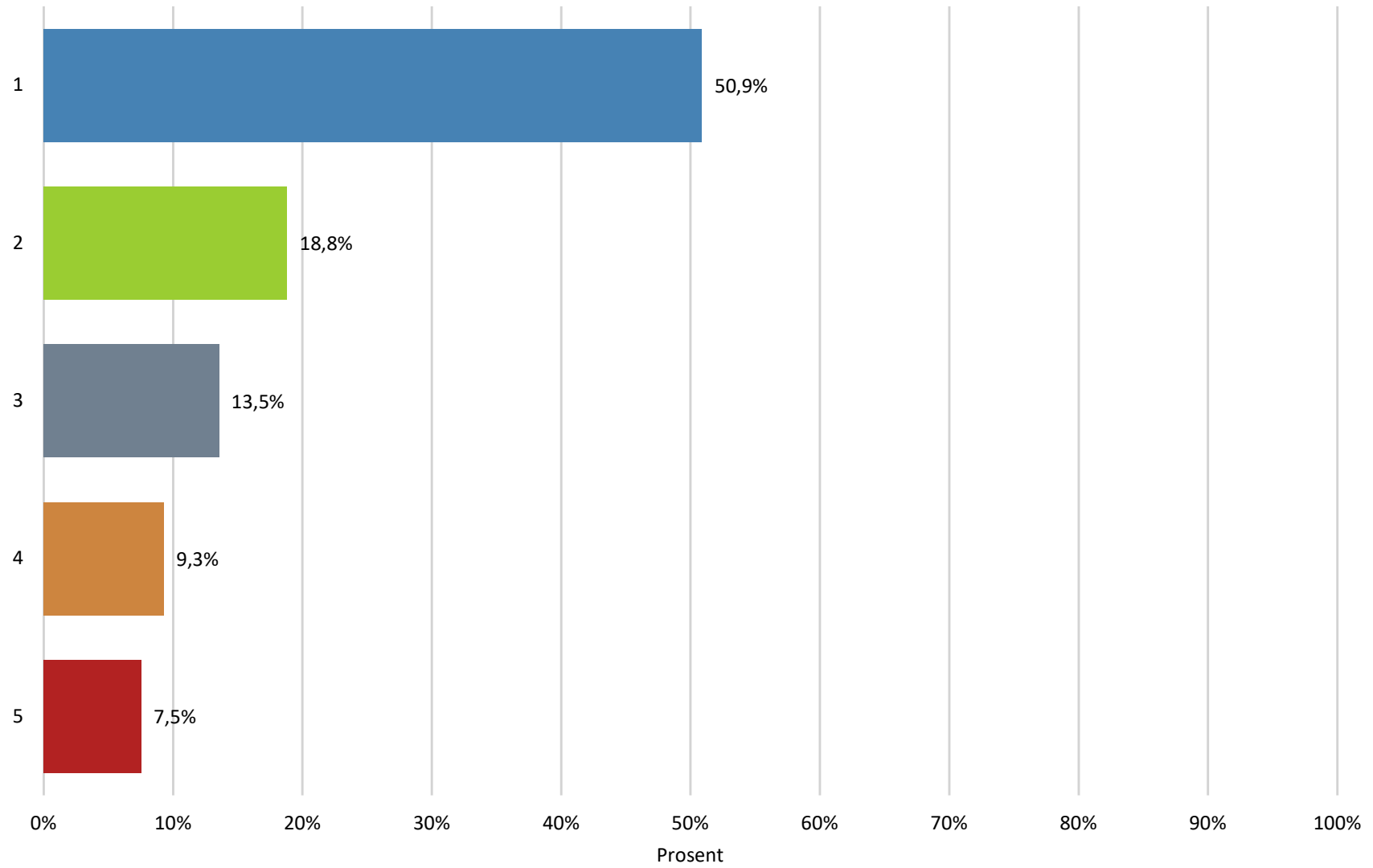
11. Sykle



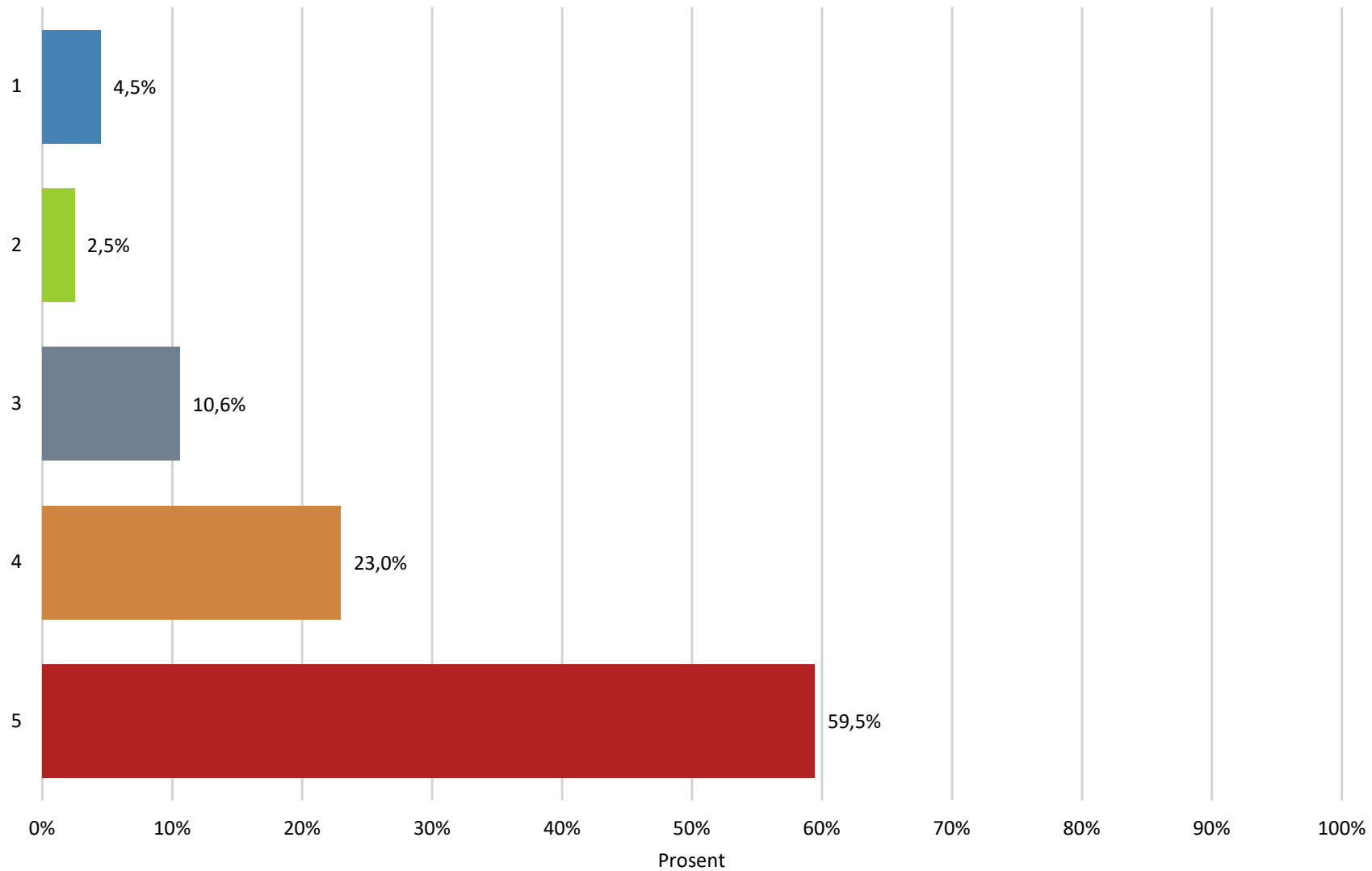
12. Delta på kulturelle aktiviteter/arrangement



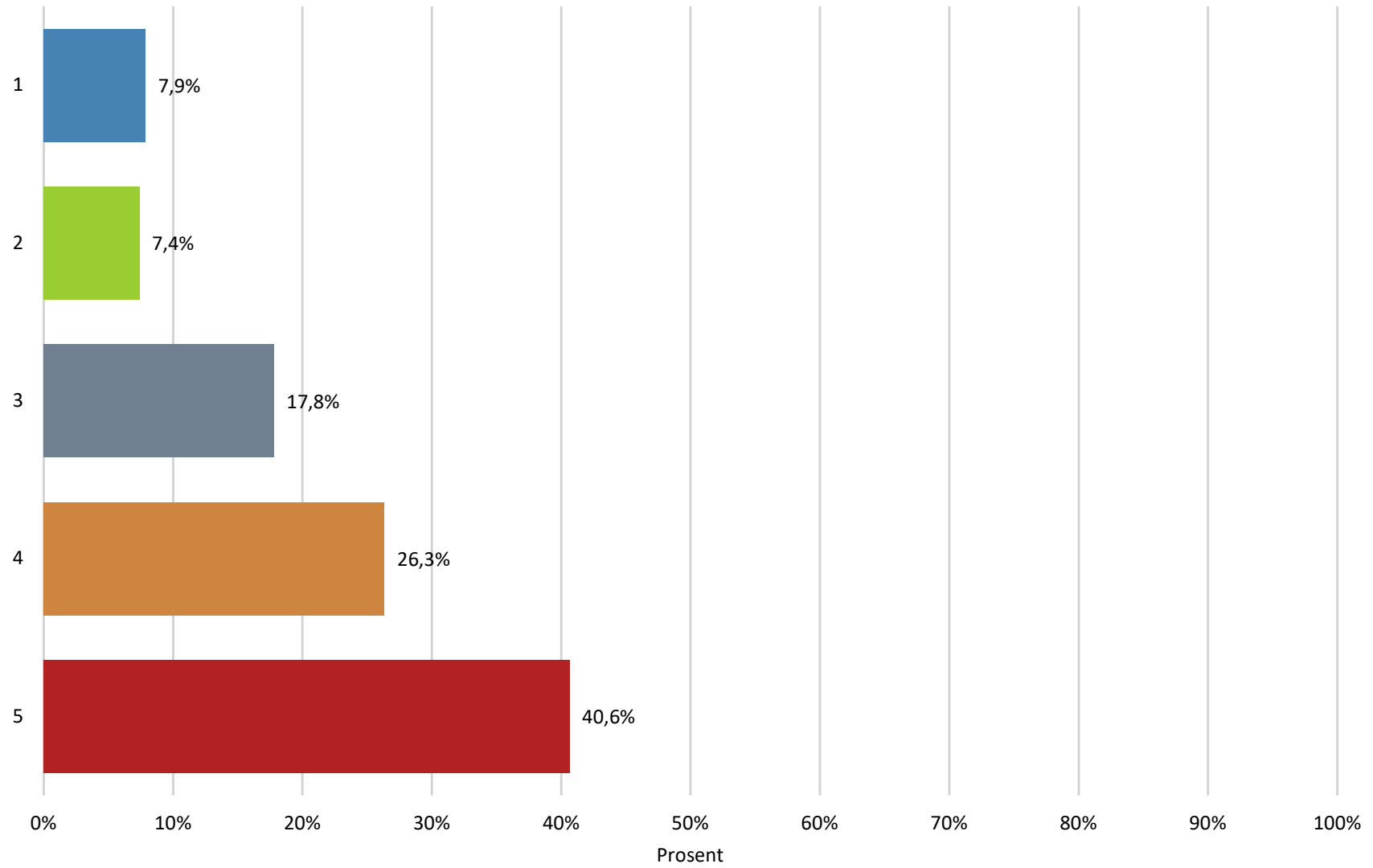
13. Fiske



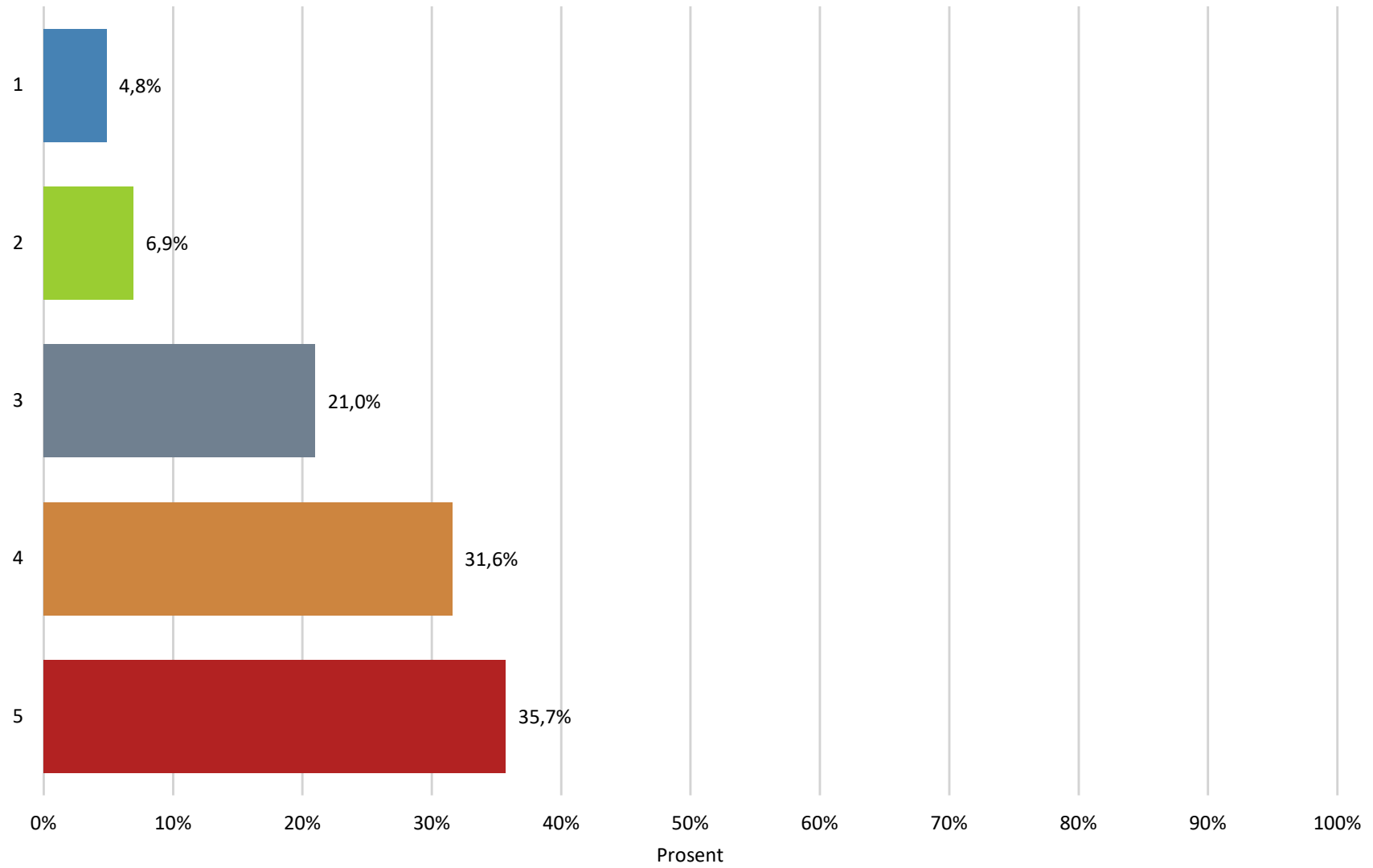
14. Vera saman med familie/vener



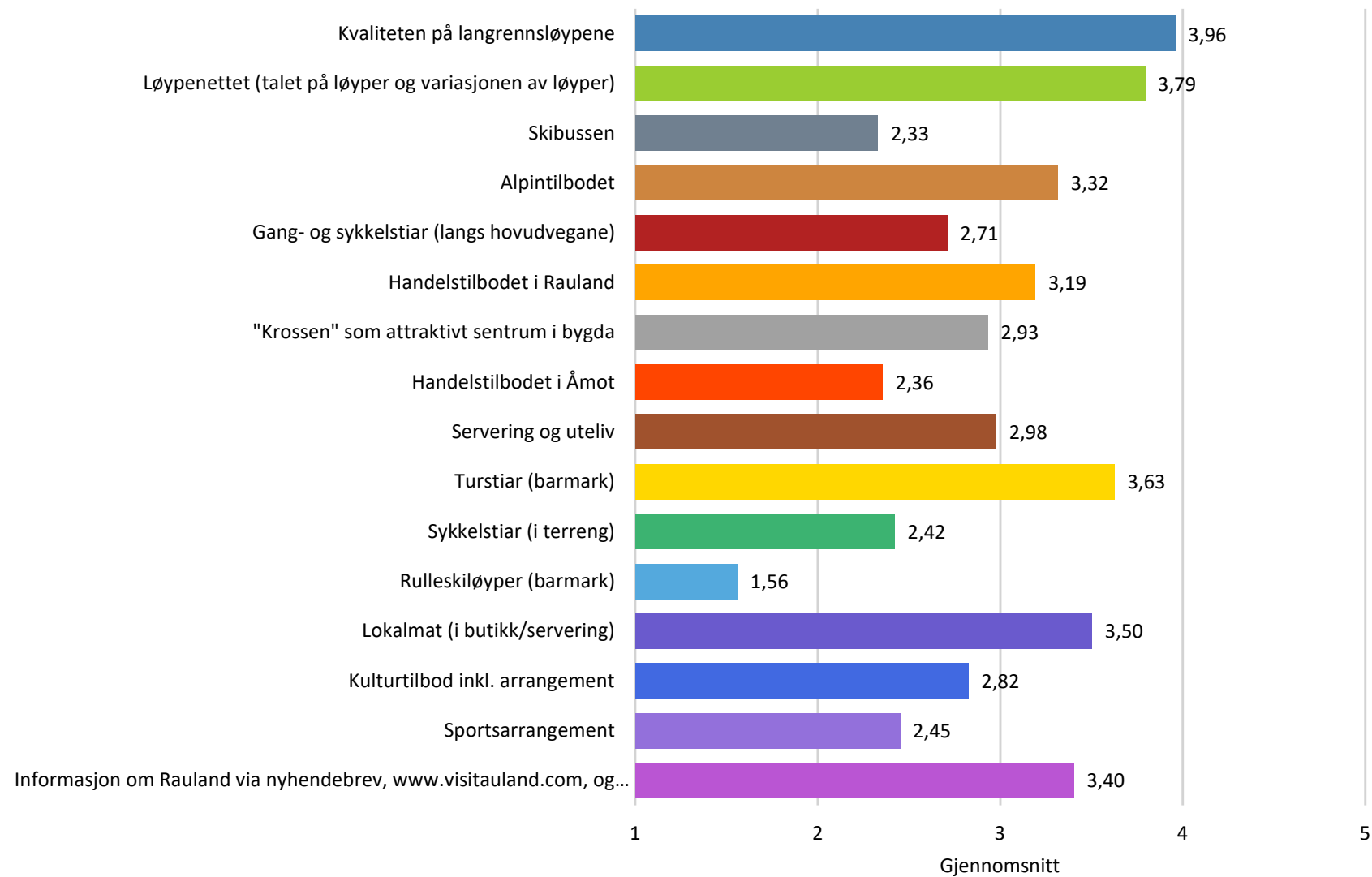
15. Nyte stillheita/taka det heilt med ro



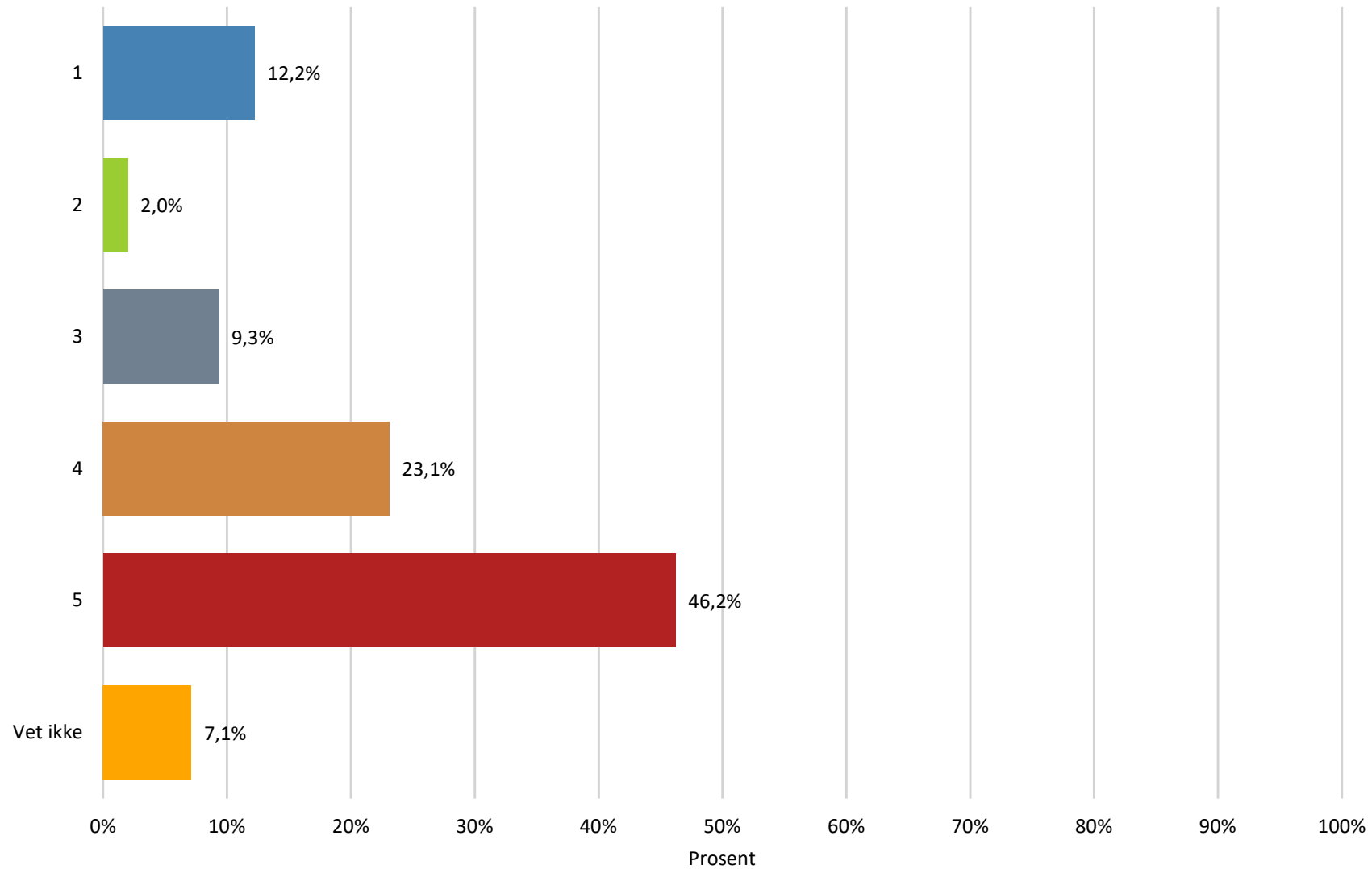
16. Eta god mat



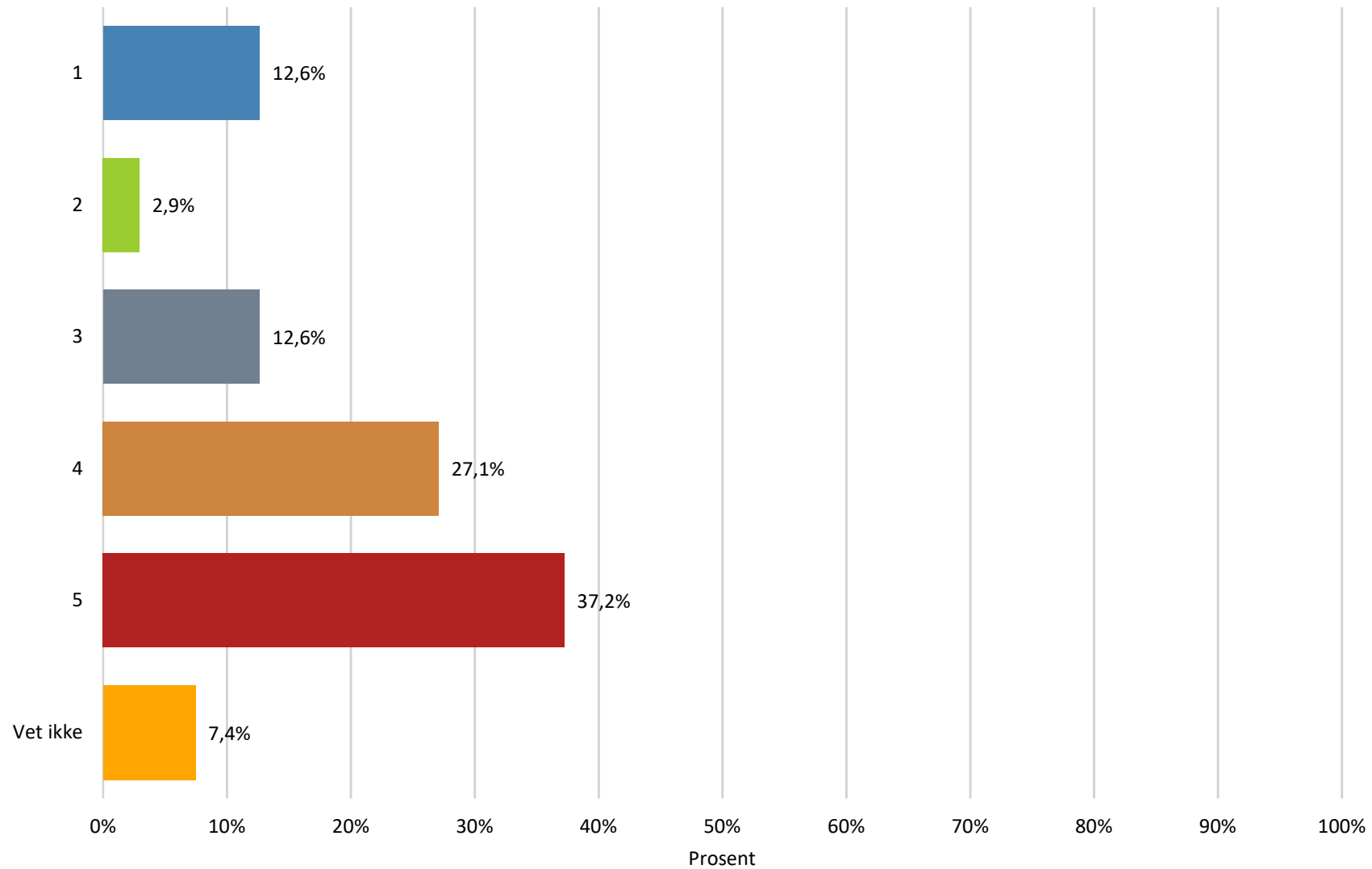
17. Kor viktige er desse tilboda for deg? Bruk ein skala frå 1 til 5 der 1 er svært lite viktig og 5 er svært viktig



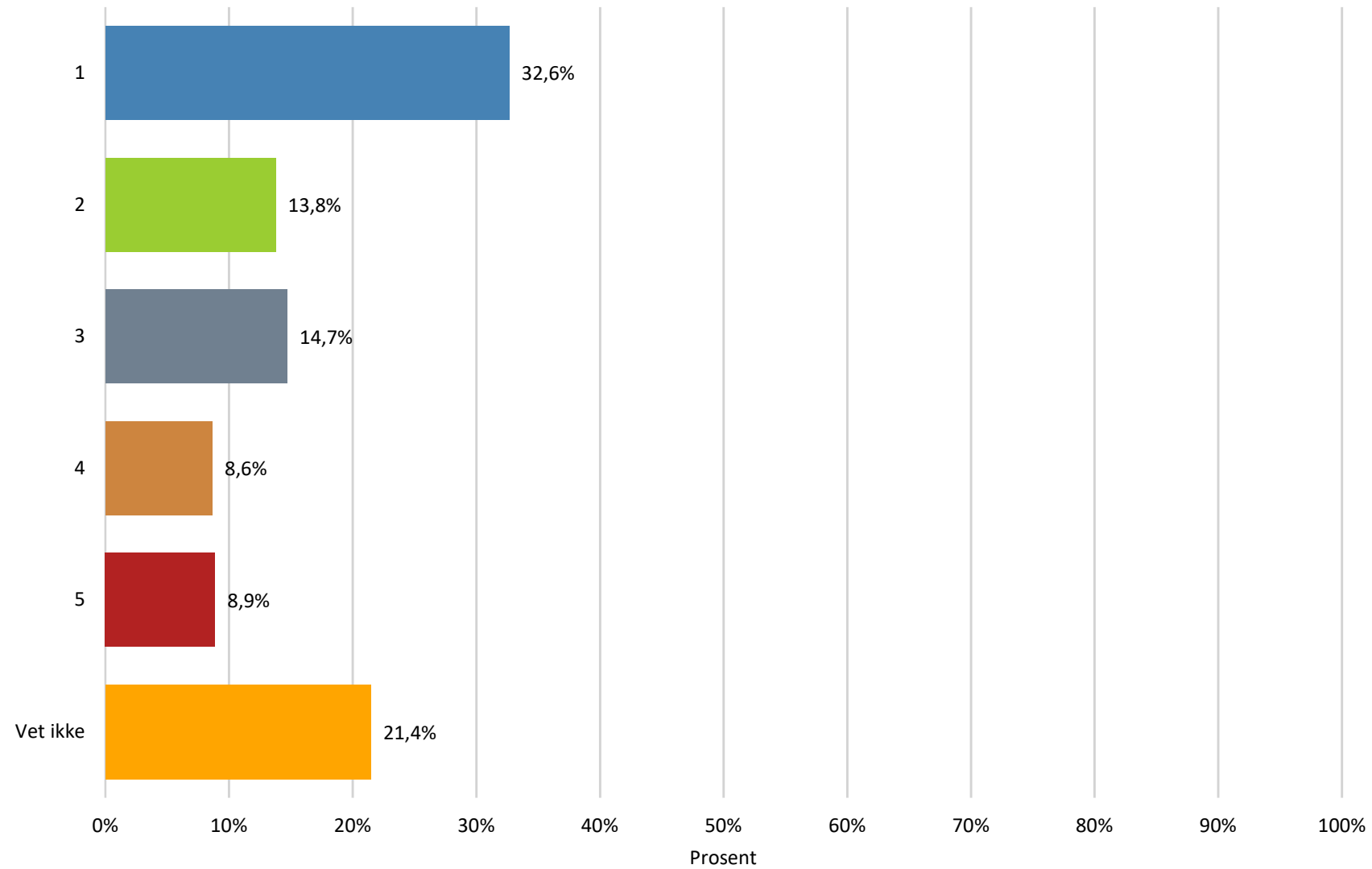
18. Kvaliteten på langrennsløypene



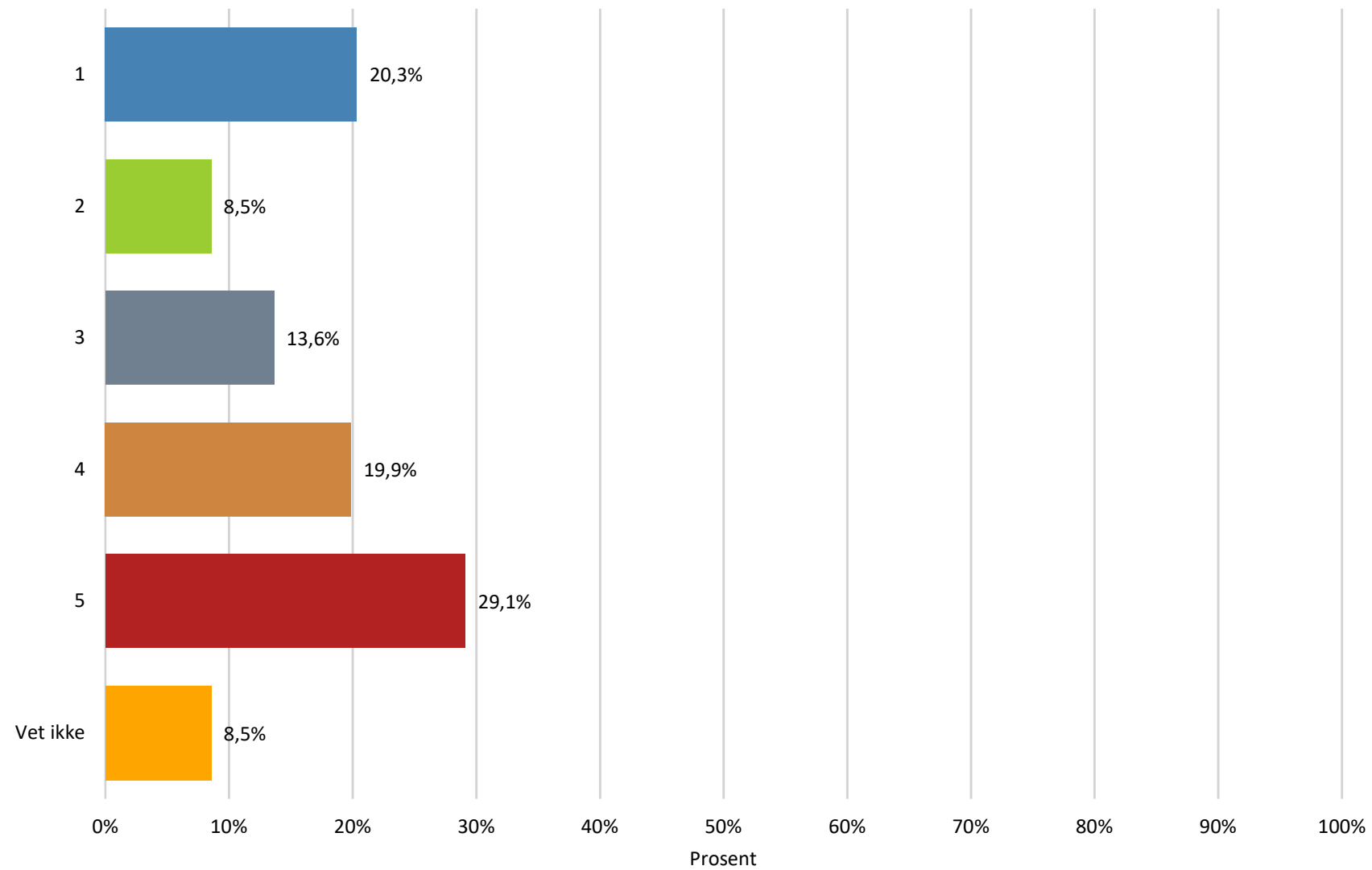
19. Løypenettet (talet på løyper og variasjonen av løyper)



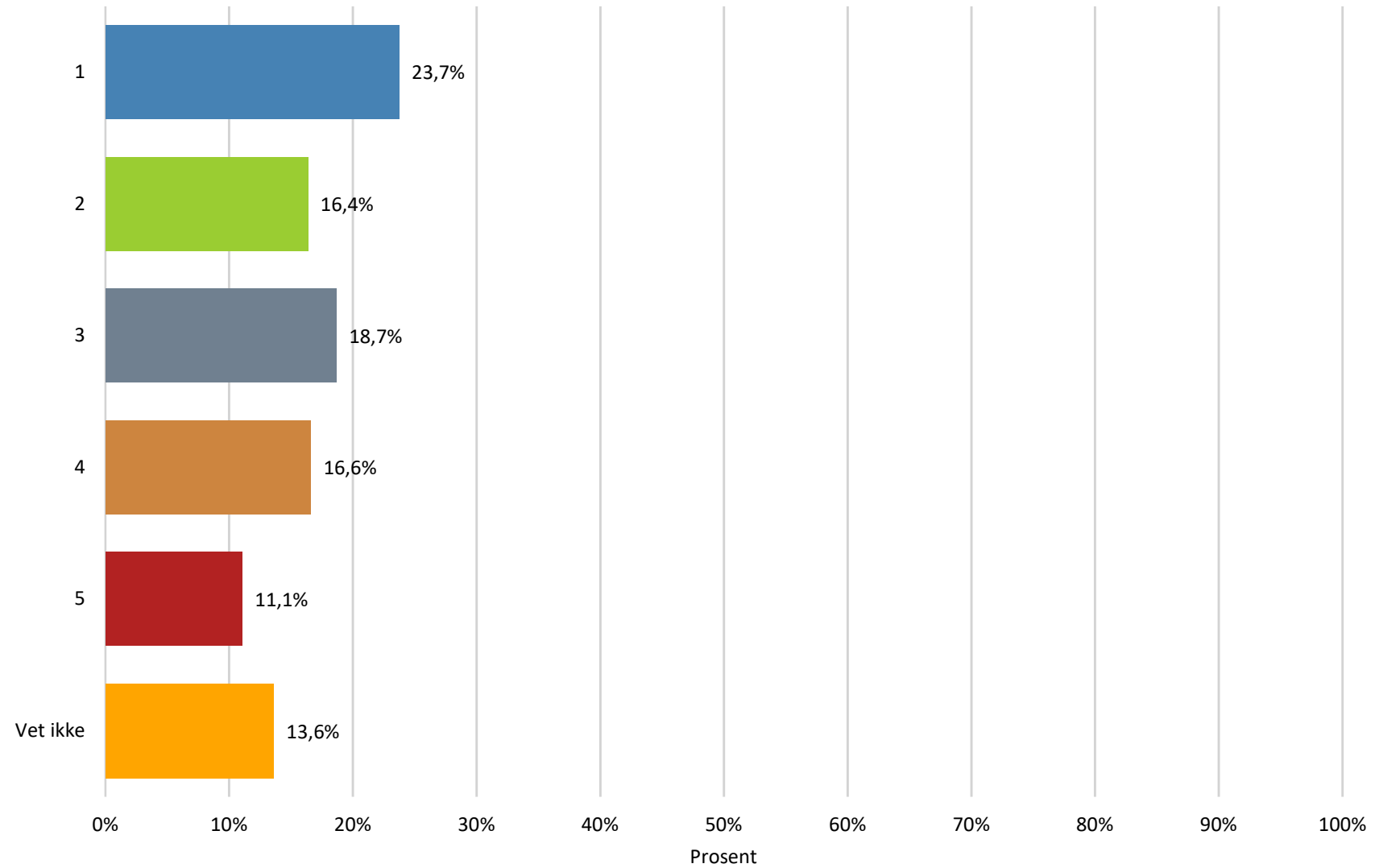
20. Skibussen



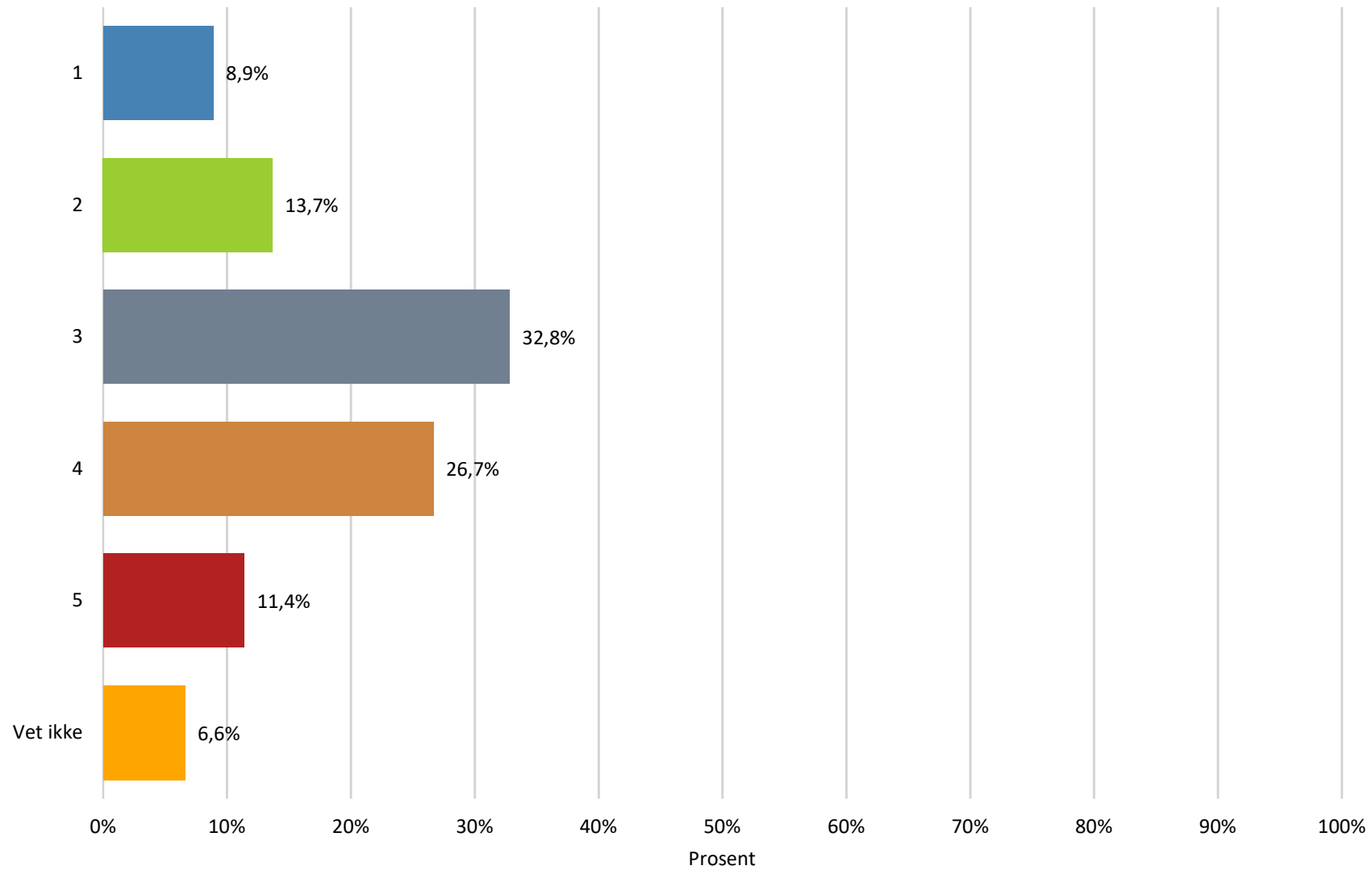
21. Alpintilbodet



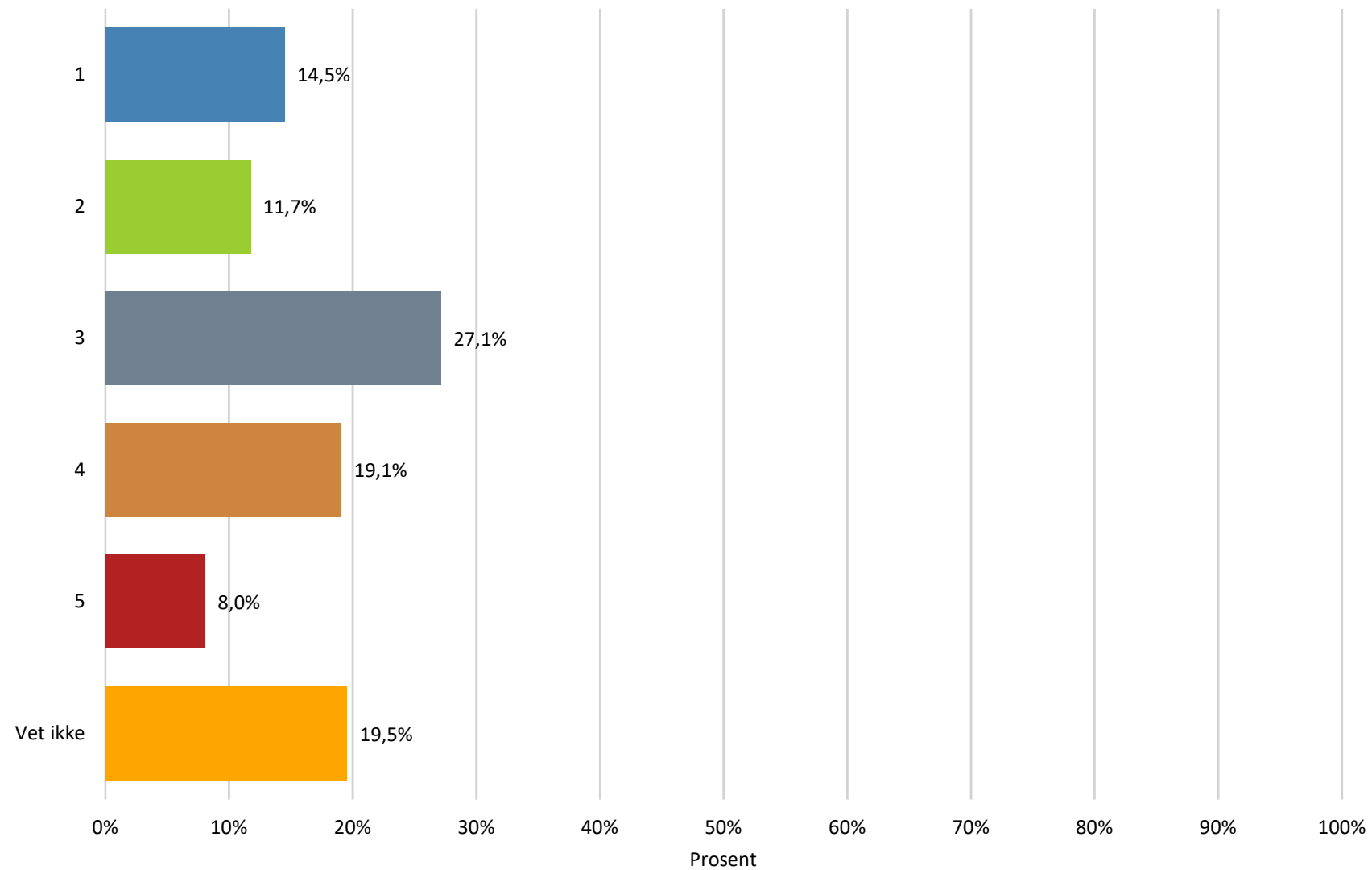
22. Gang- og sykkelstiar (langs hovudvegane)



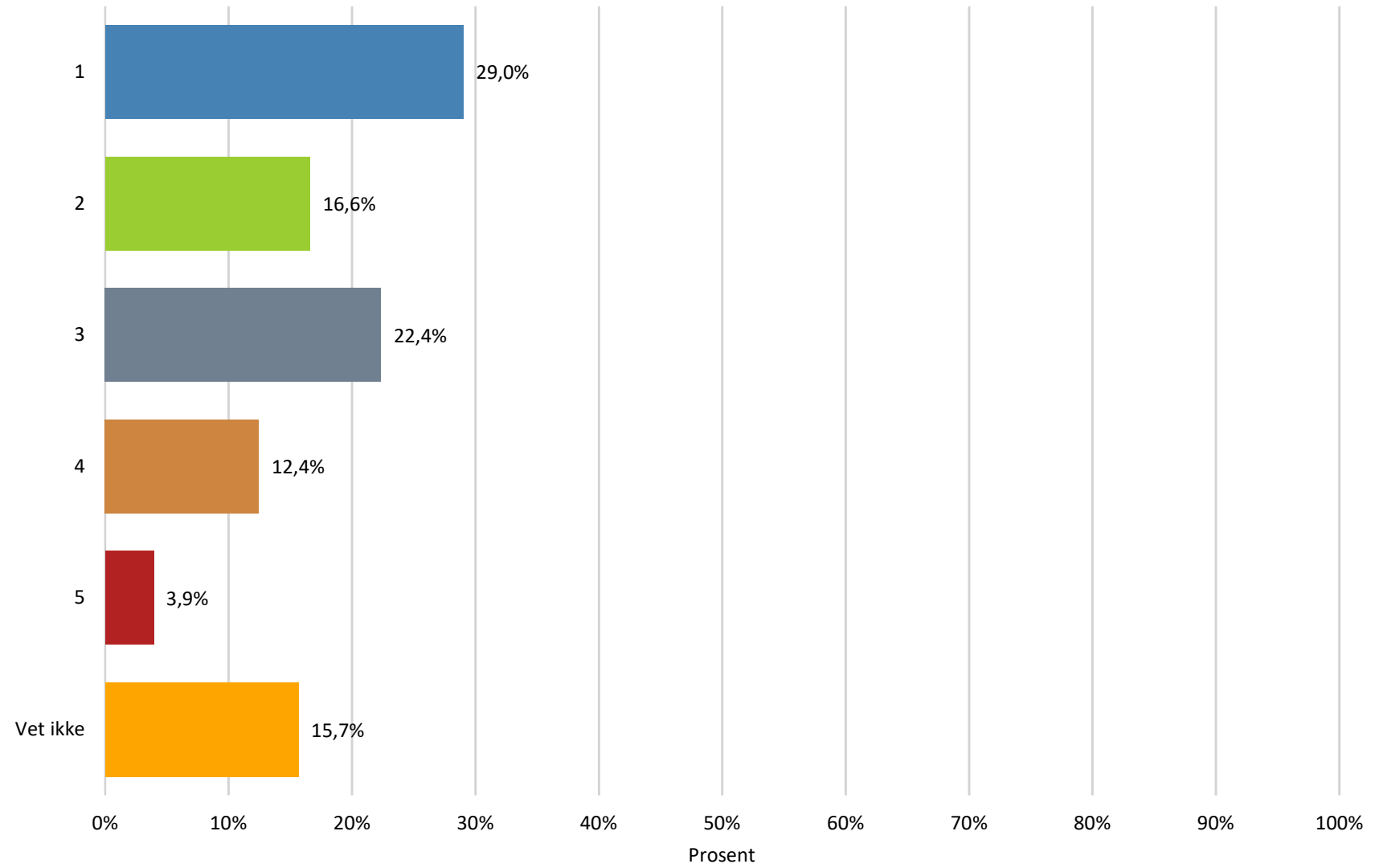
23. Handelstilbudet i Rauland



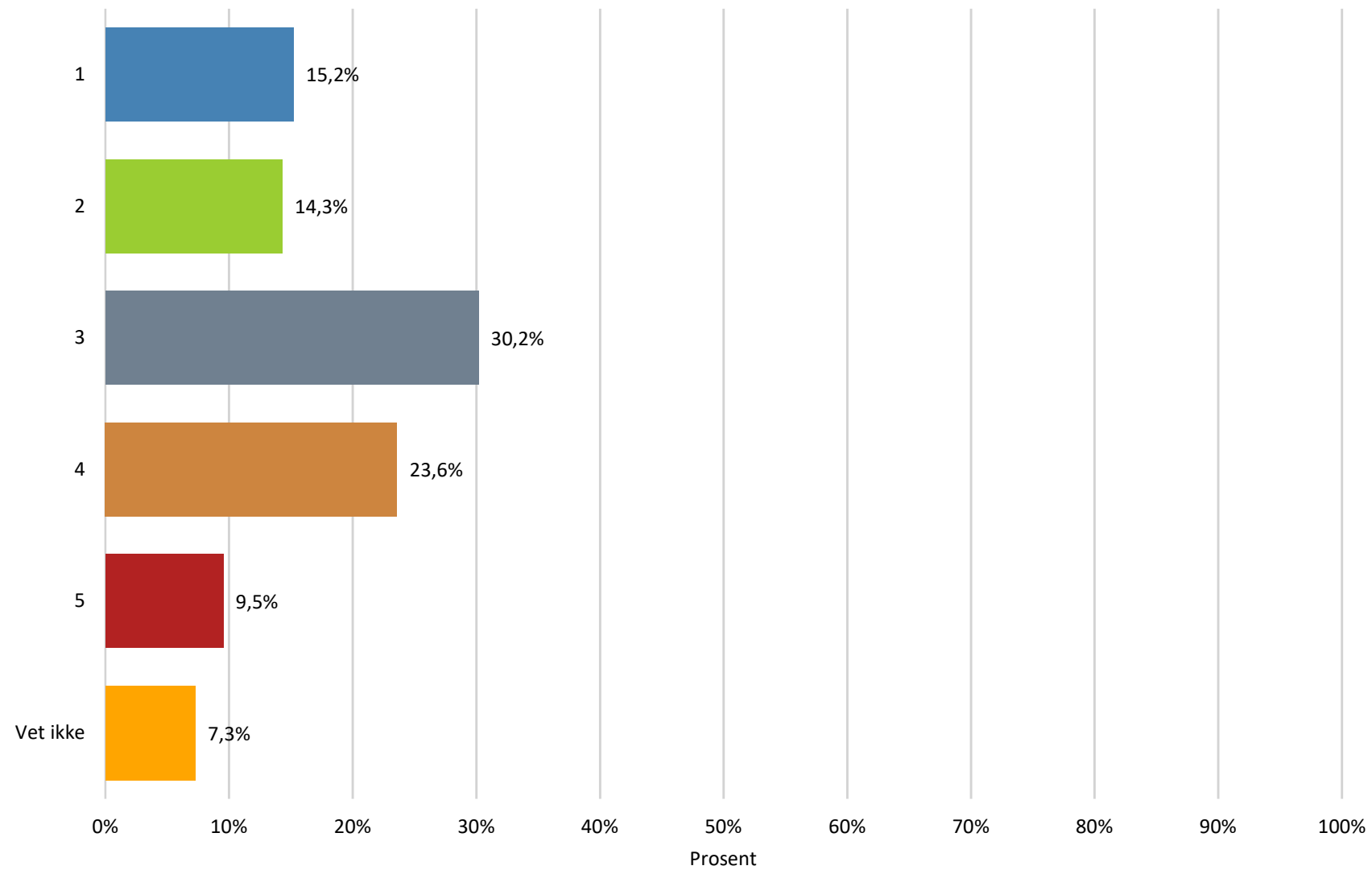
24. "Krossen" som attraktivt sentrum i bygda



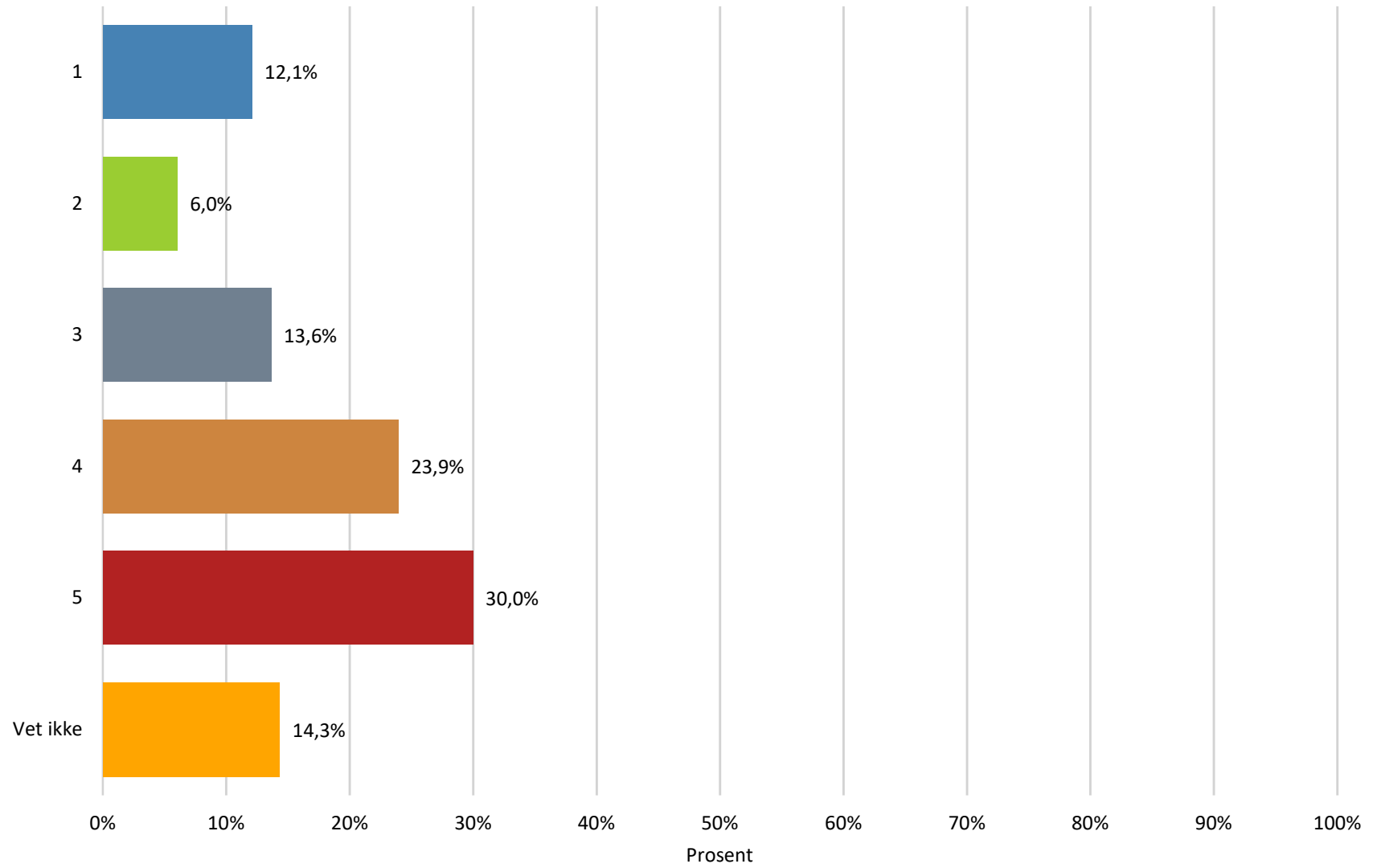
25. Handelstilbudet i Åmot



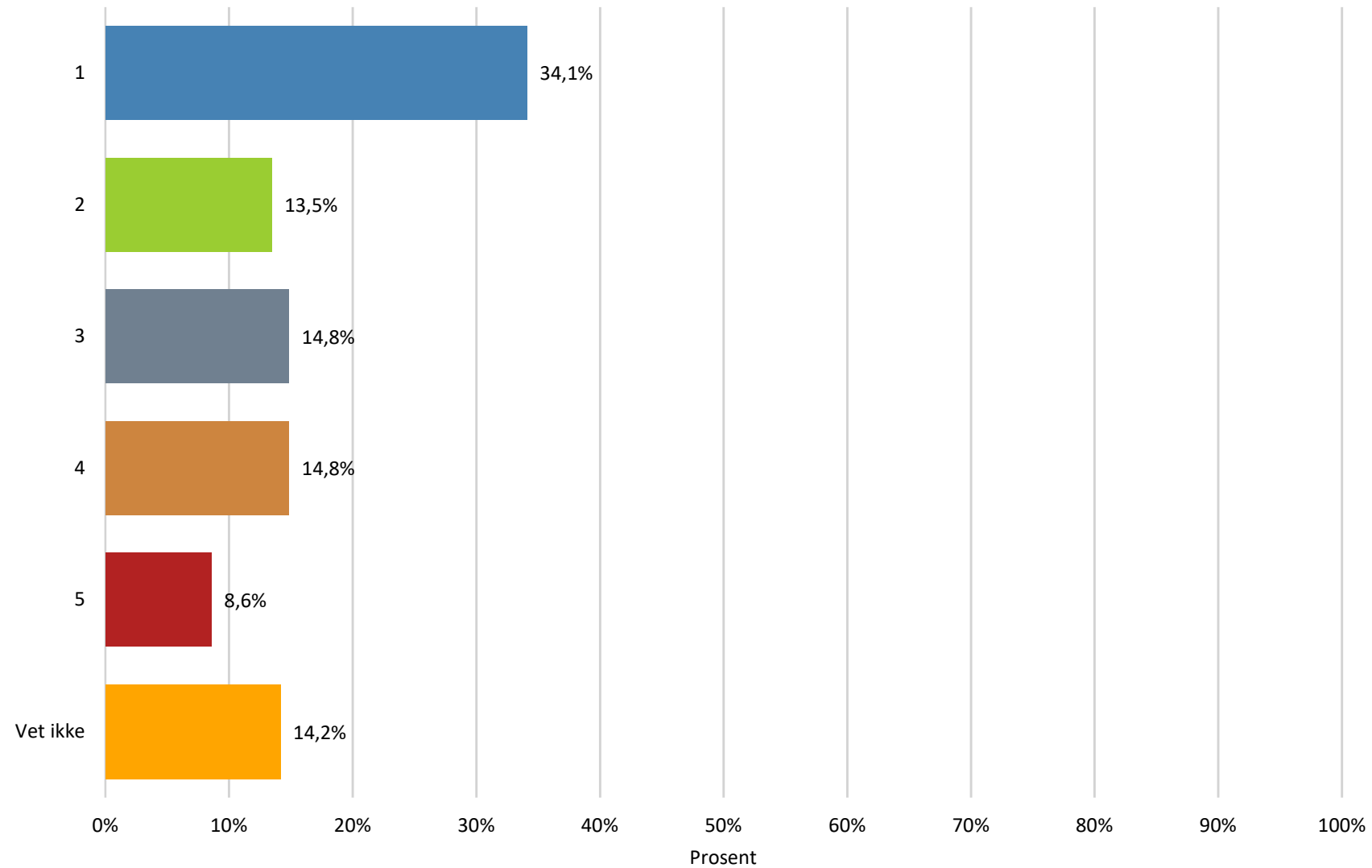
26. Servering og uteliv



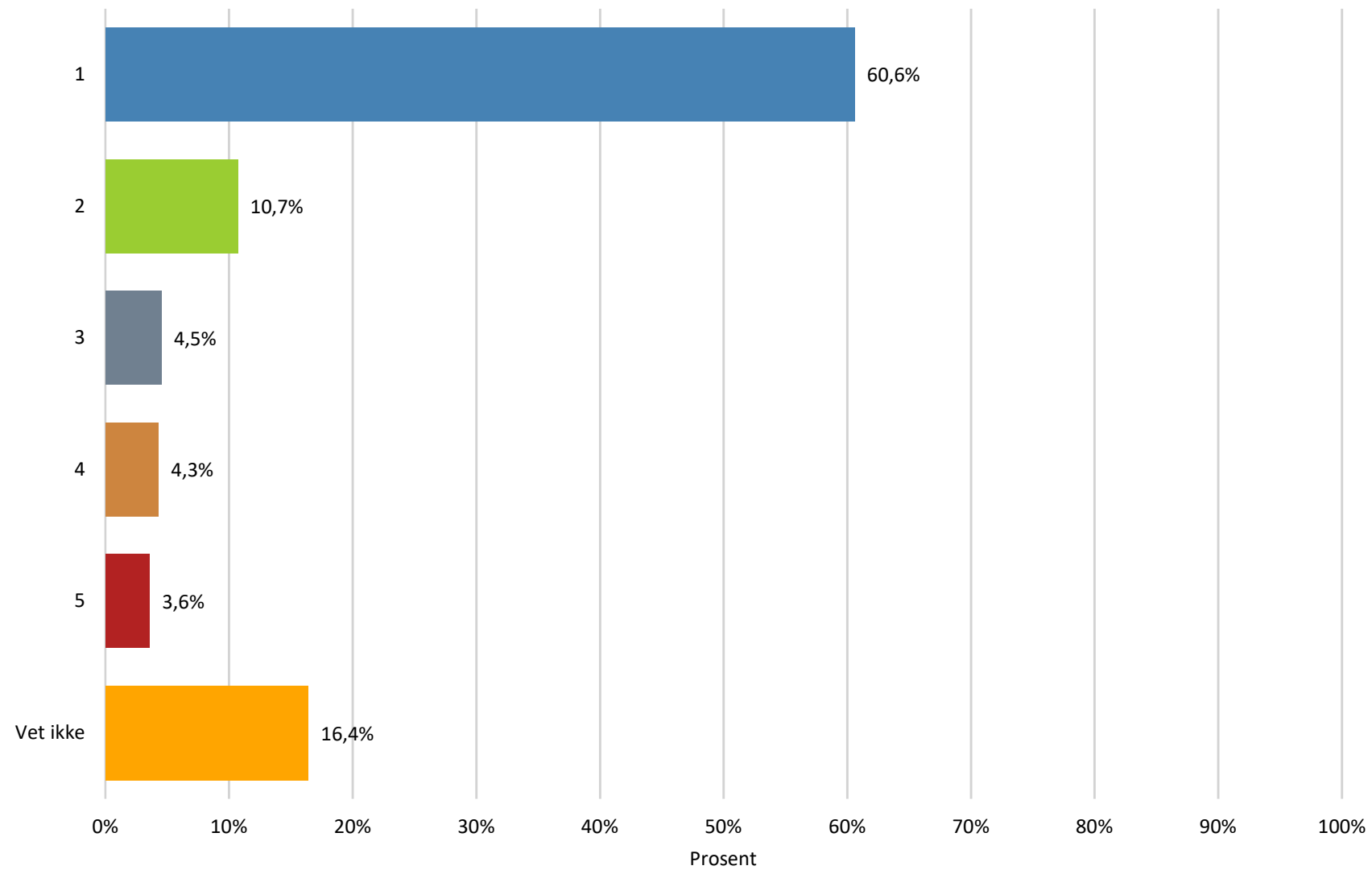
27. Turstiar (barmark)



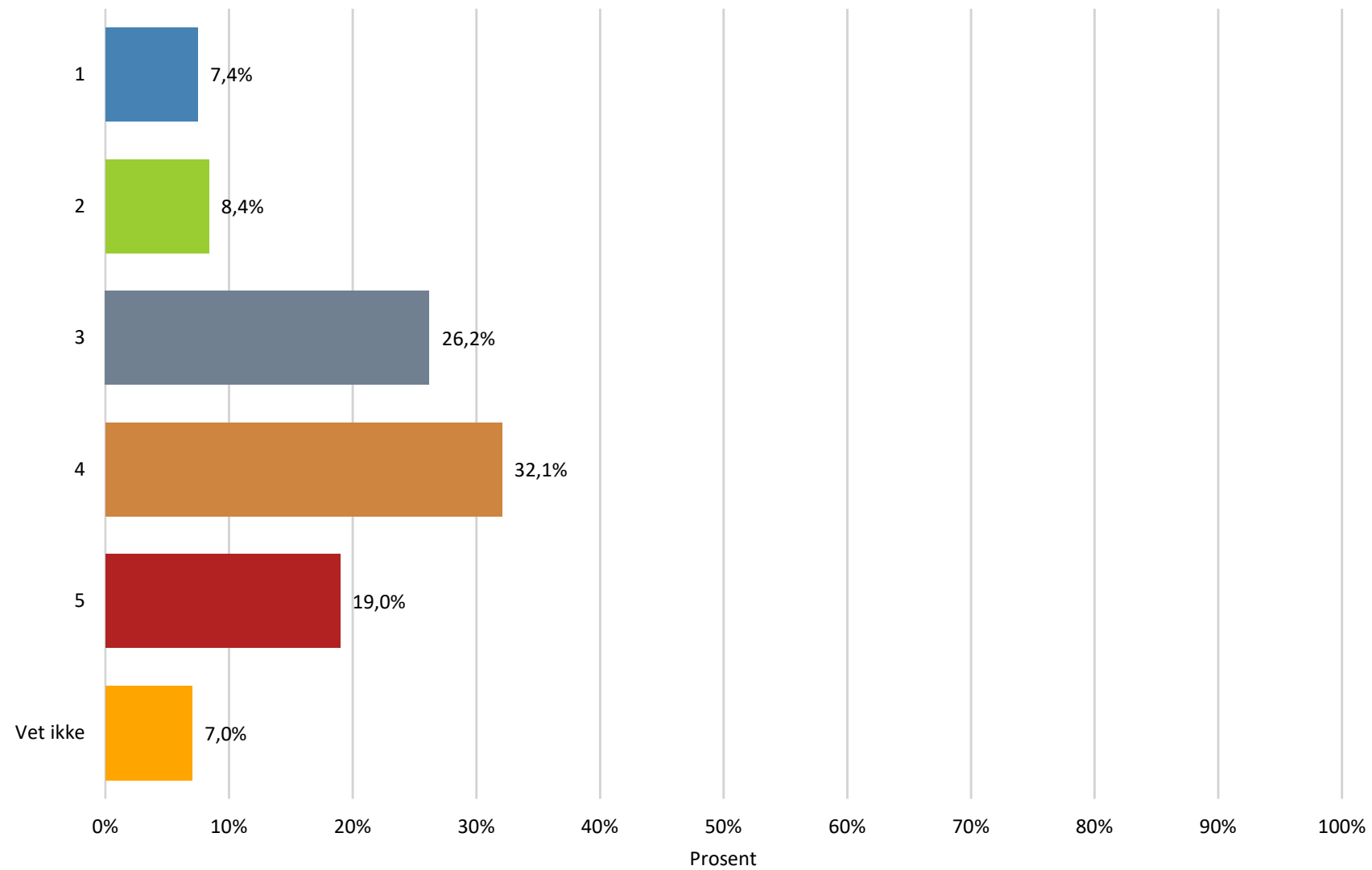
28. Sykkelstiar (i terreng)



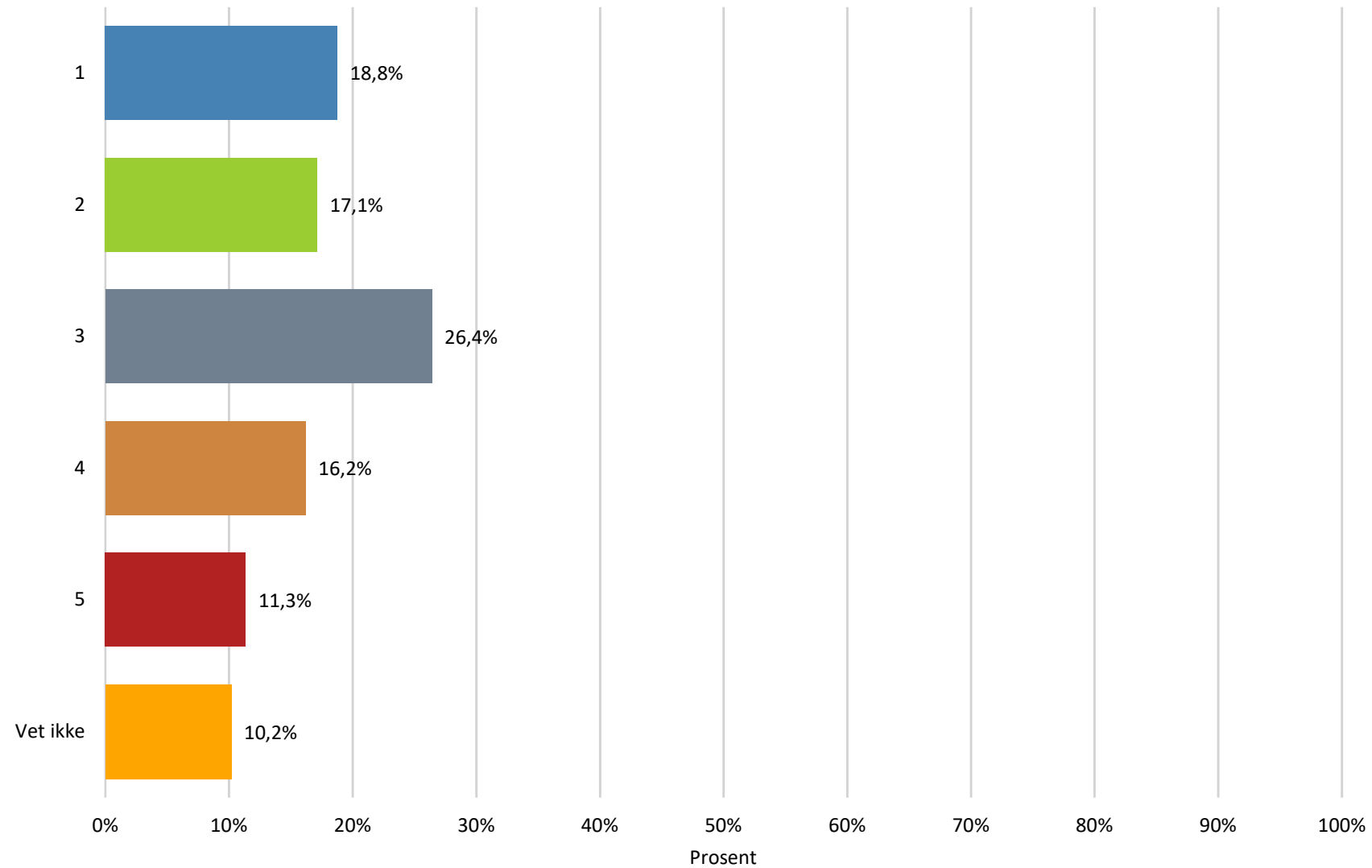
29. Rulleskiløyper (barmark)



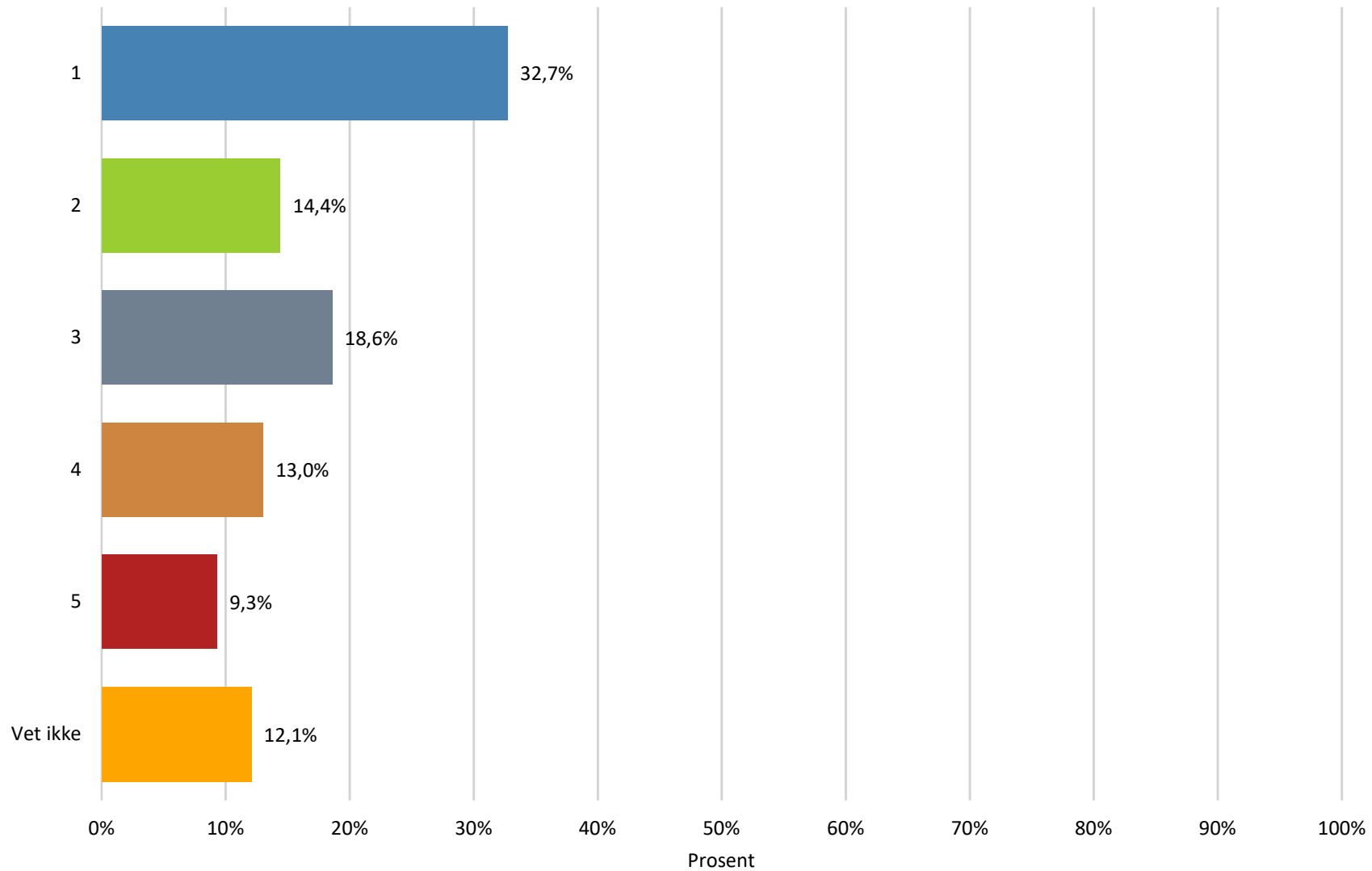
30. Lokalmat (i butikk/servering)



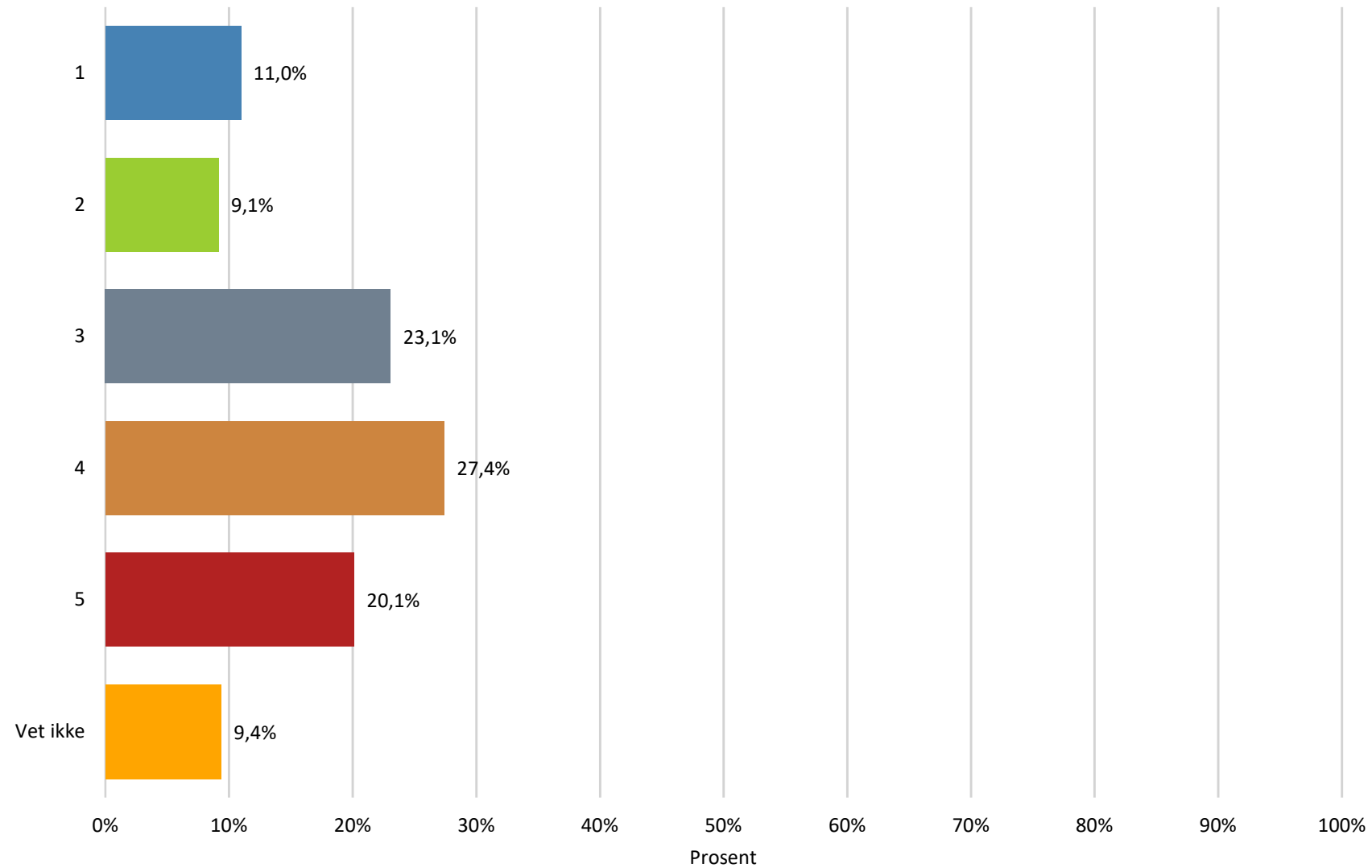
31. Kulturtilbud inkl. arrangement



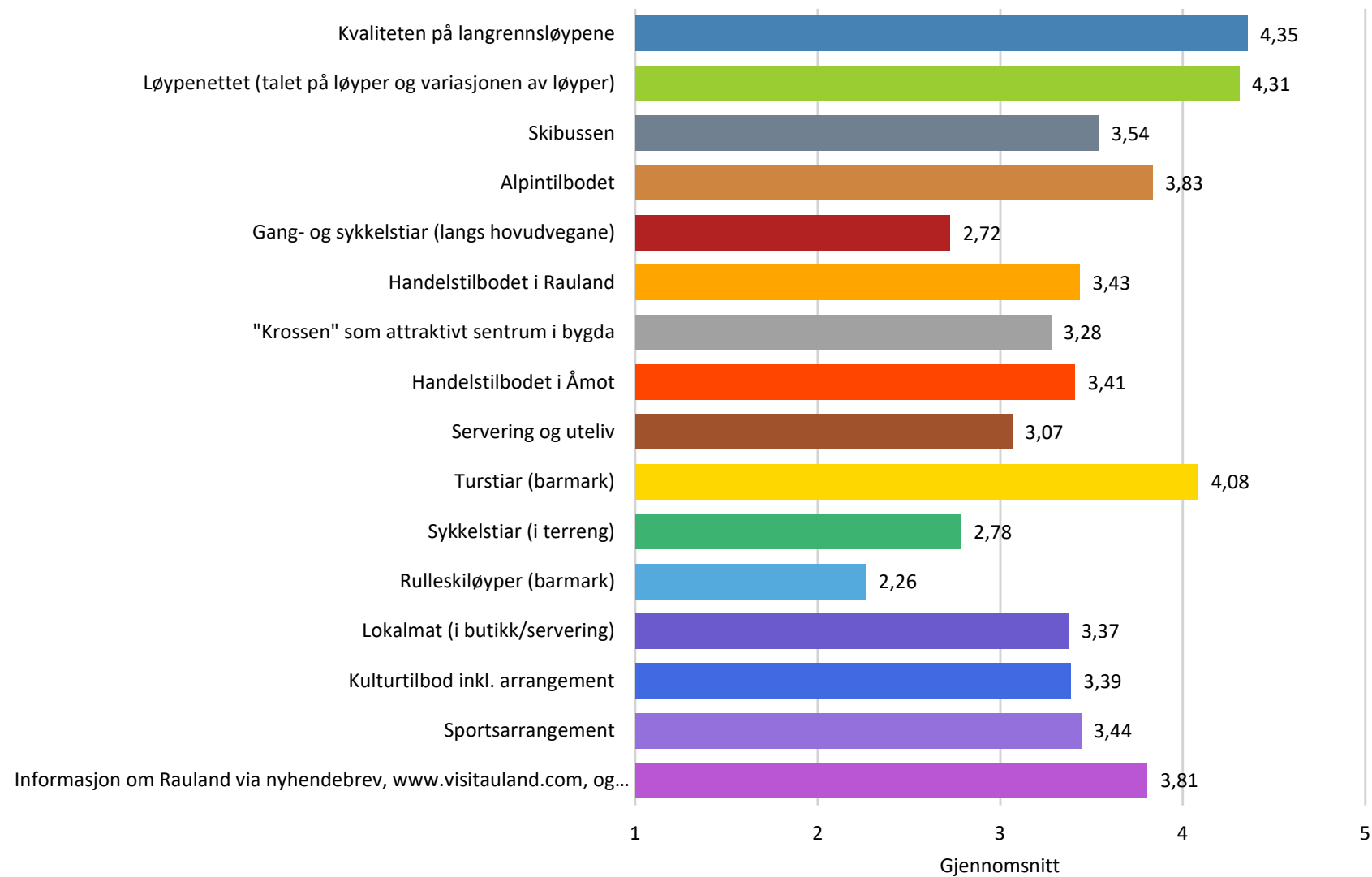
32. Sportsarrangement



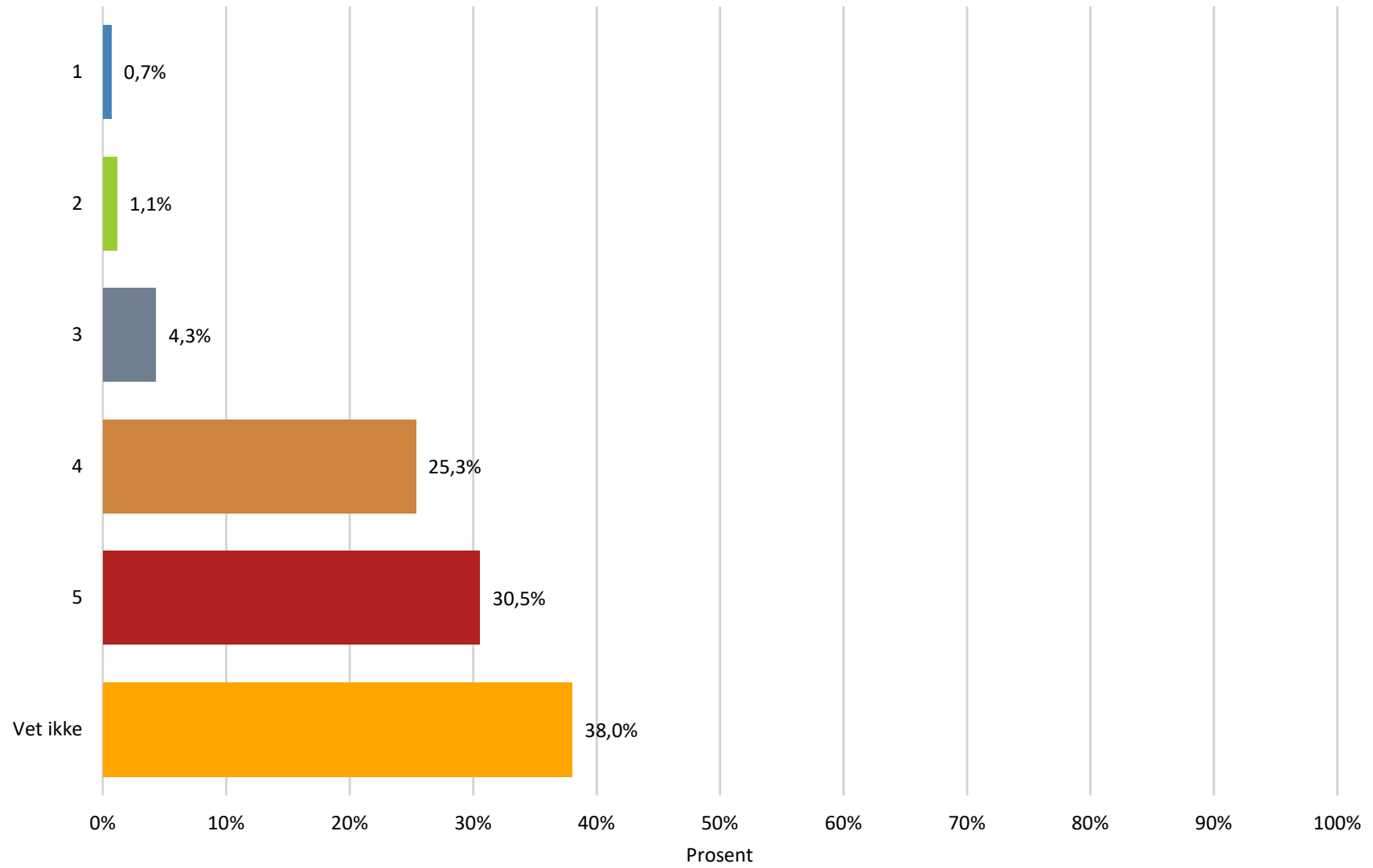
33. Informasjon om Rauland via nyhendebrev, www.visitauland.com, og andre kanalar



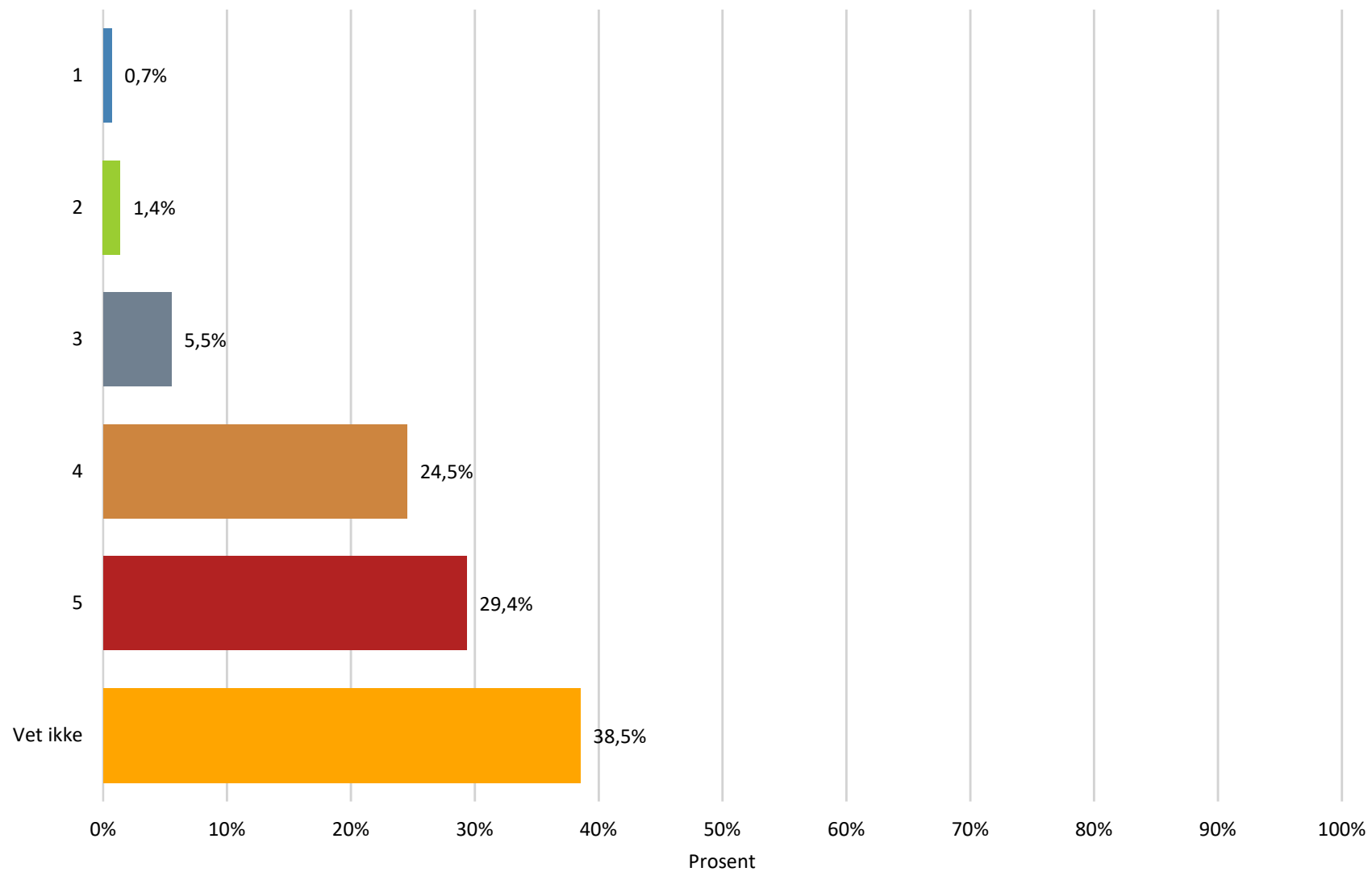
34. Kor nøgd er du med fylgjande tilbod på Rauland? Bruk ein skala frå 1 til 5 der 1 er svært lite nøgd og 5 er svært nøgd



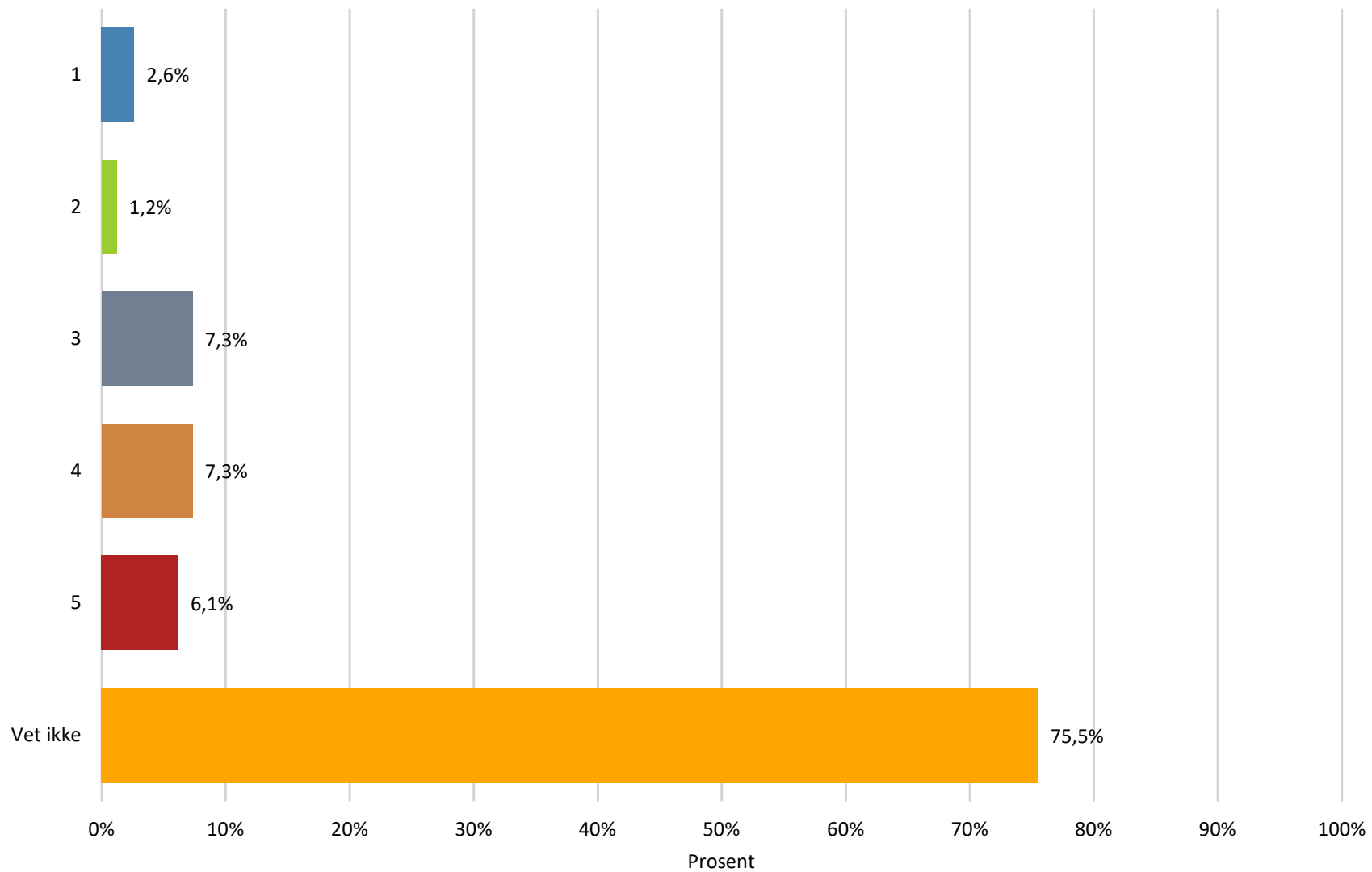
35. Kvaliteten på langrennsløypene



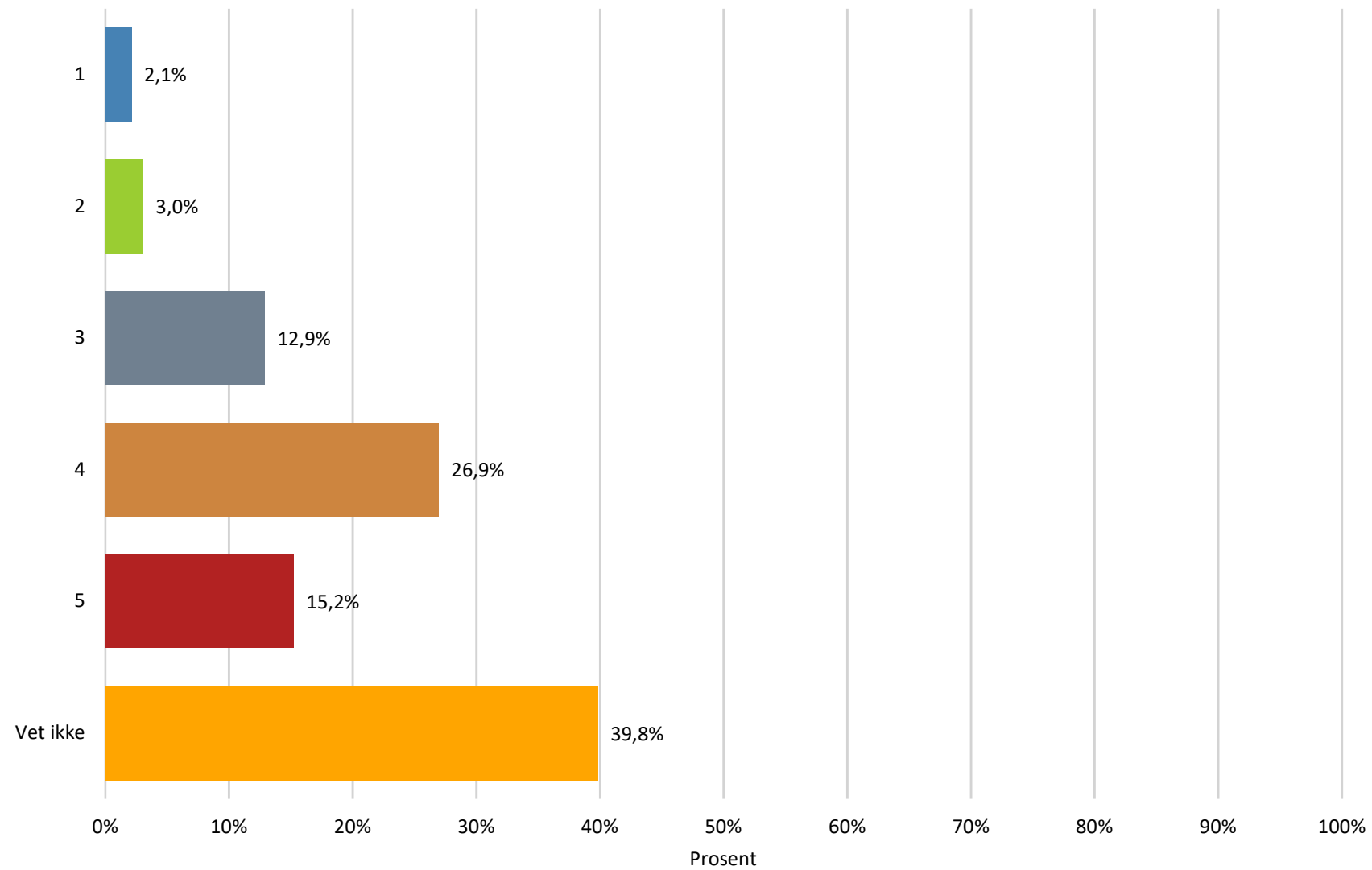
36. Løypenettet (talet på løyper og variasjonen av løyper)



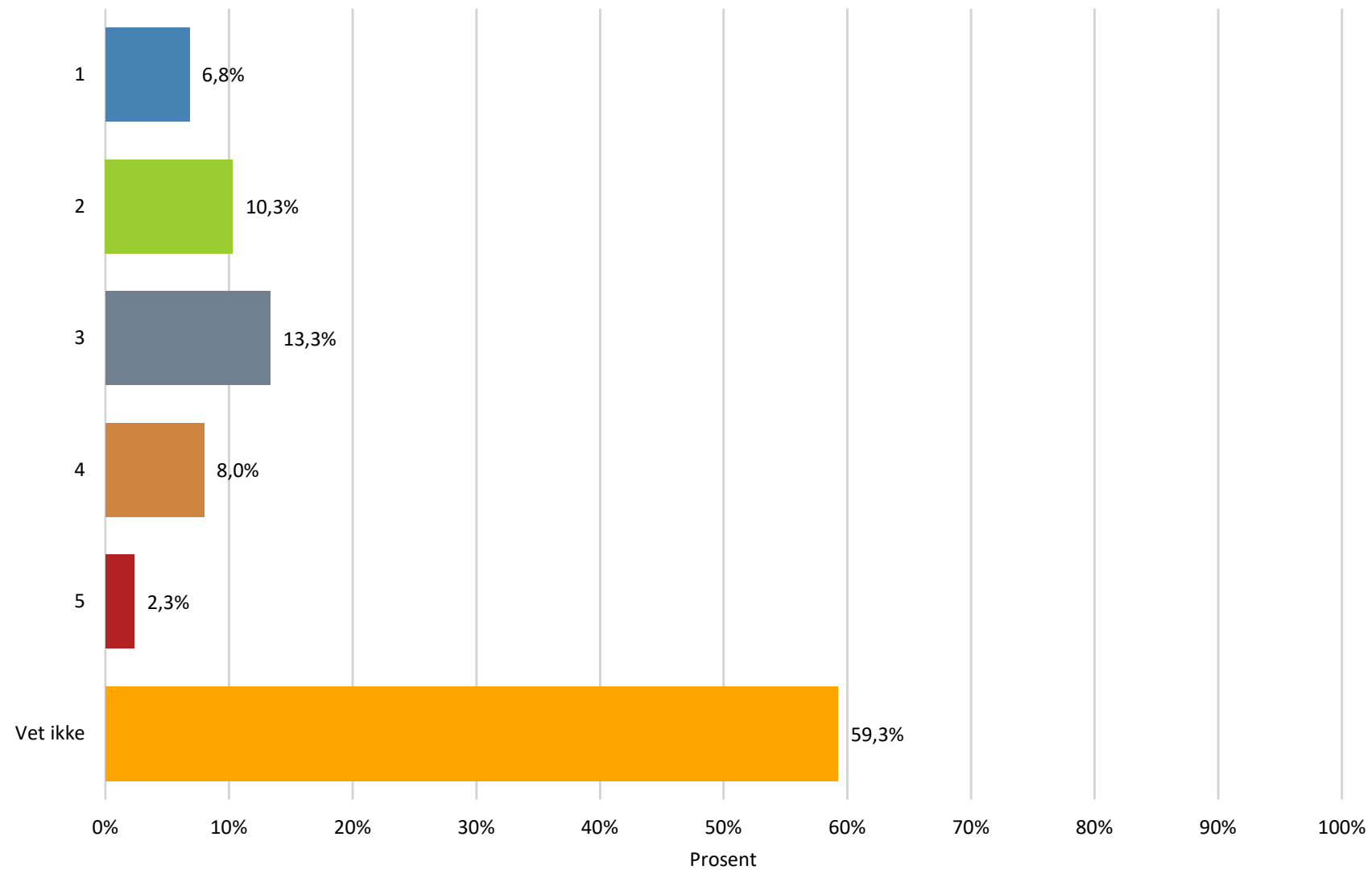
37. Skibussen



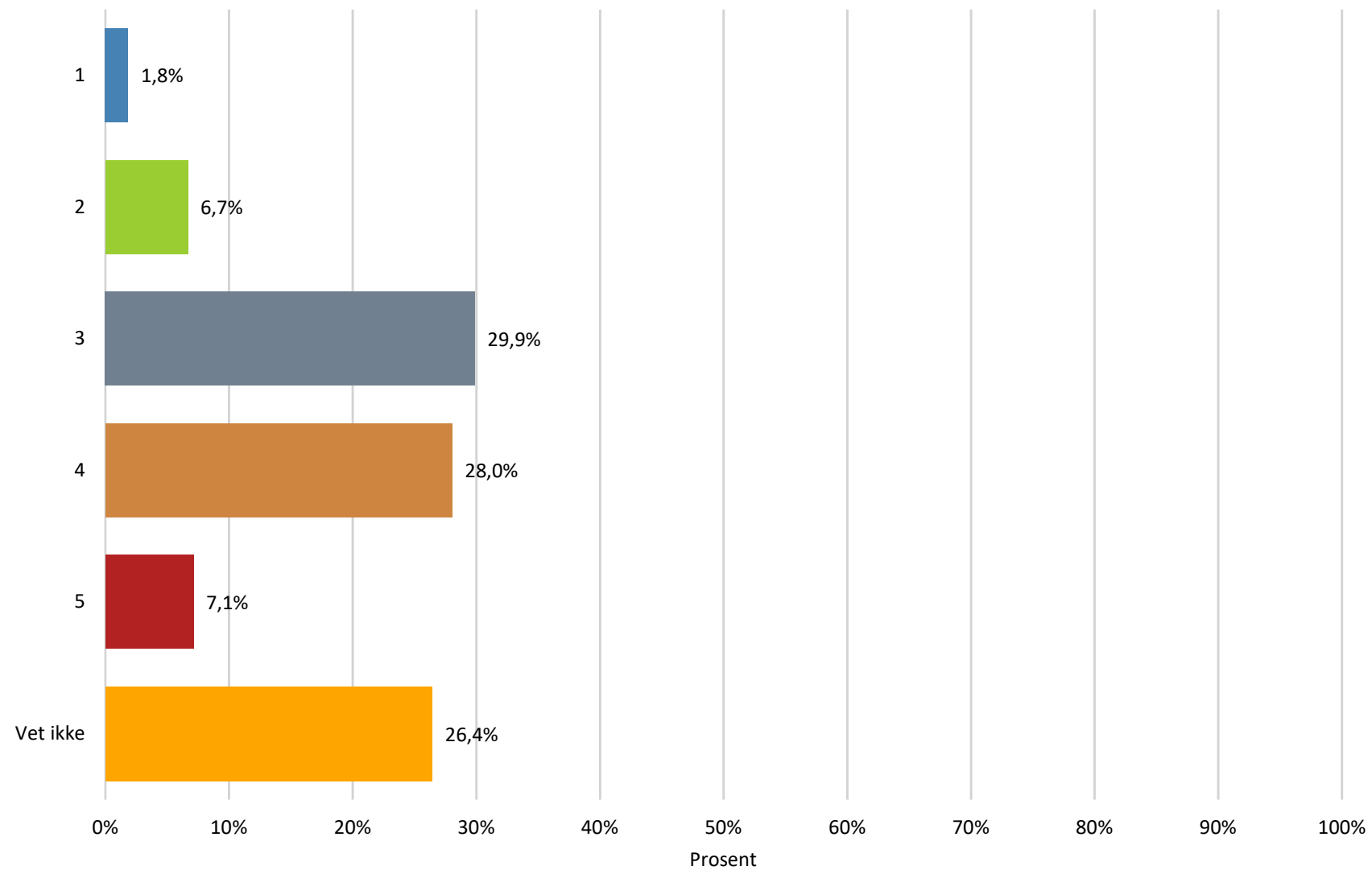
38. Alpintilbudet



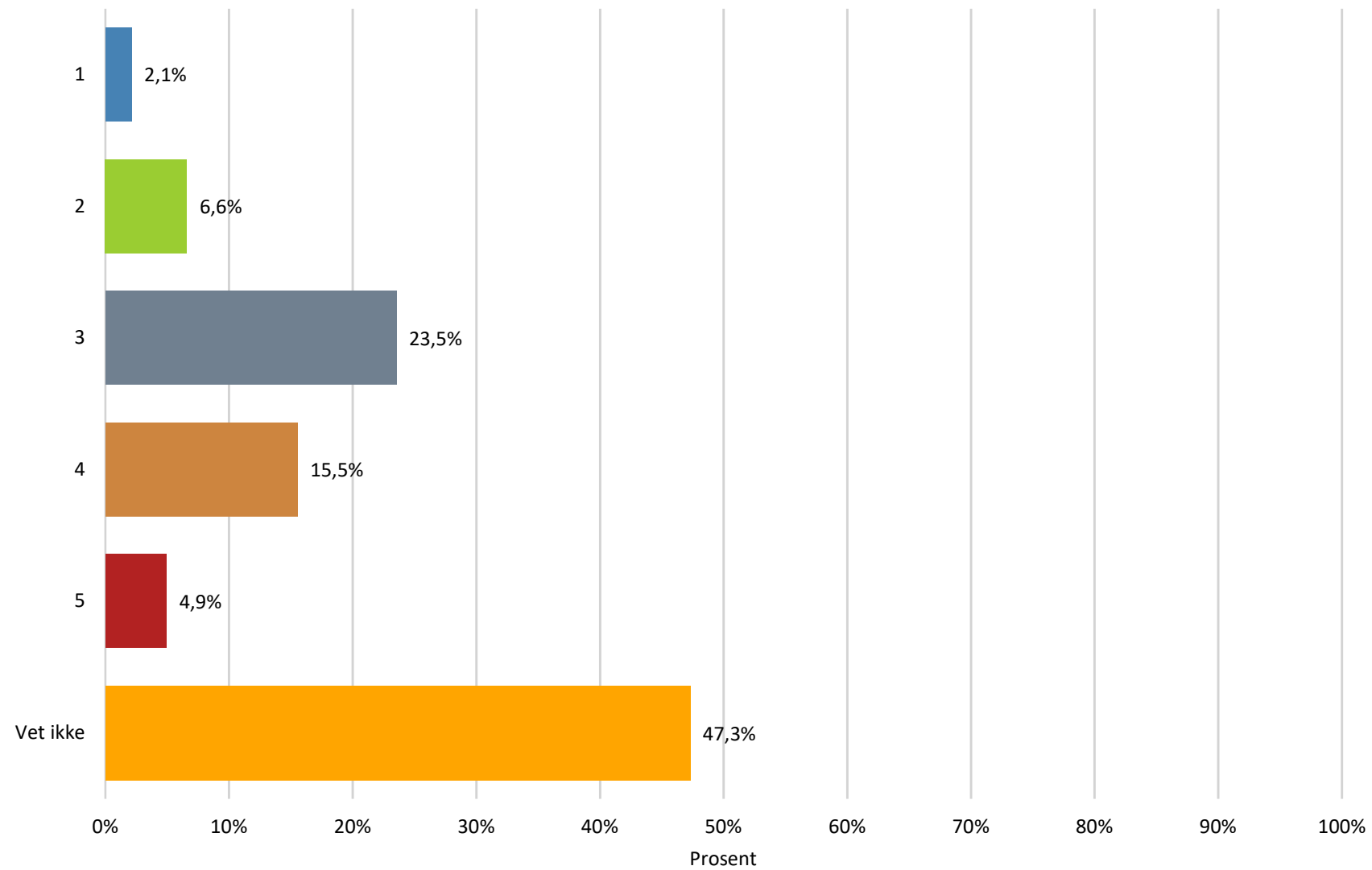
39. Gang- og sykkelstiar (langs hovudvegane)



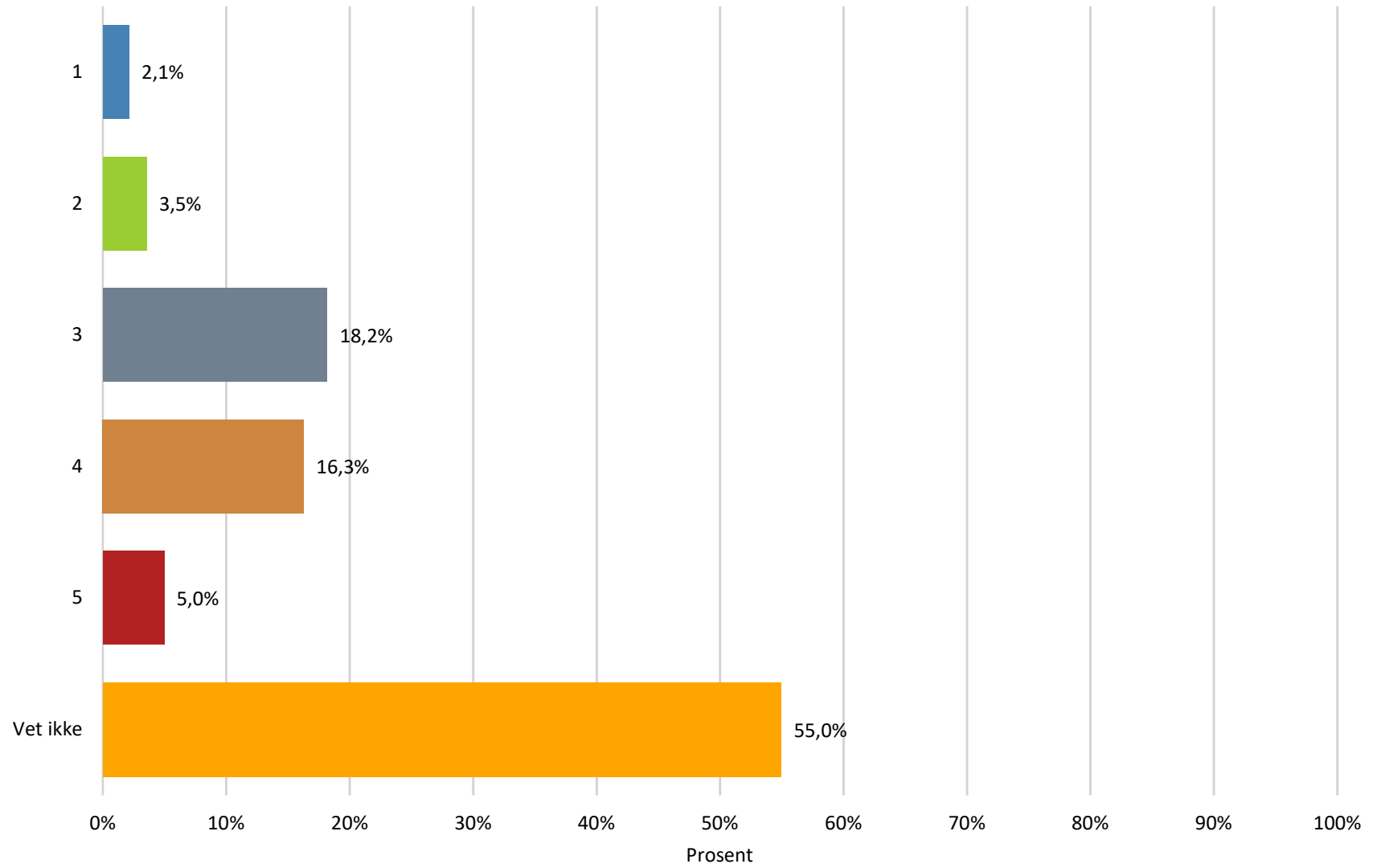
40. Handelstilbudet i Rauland



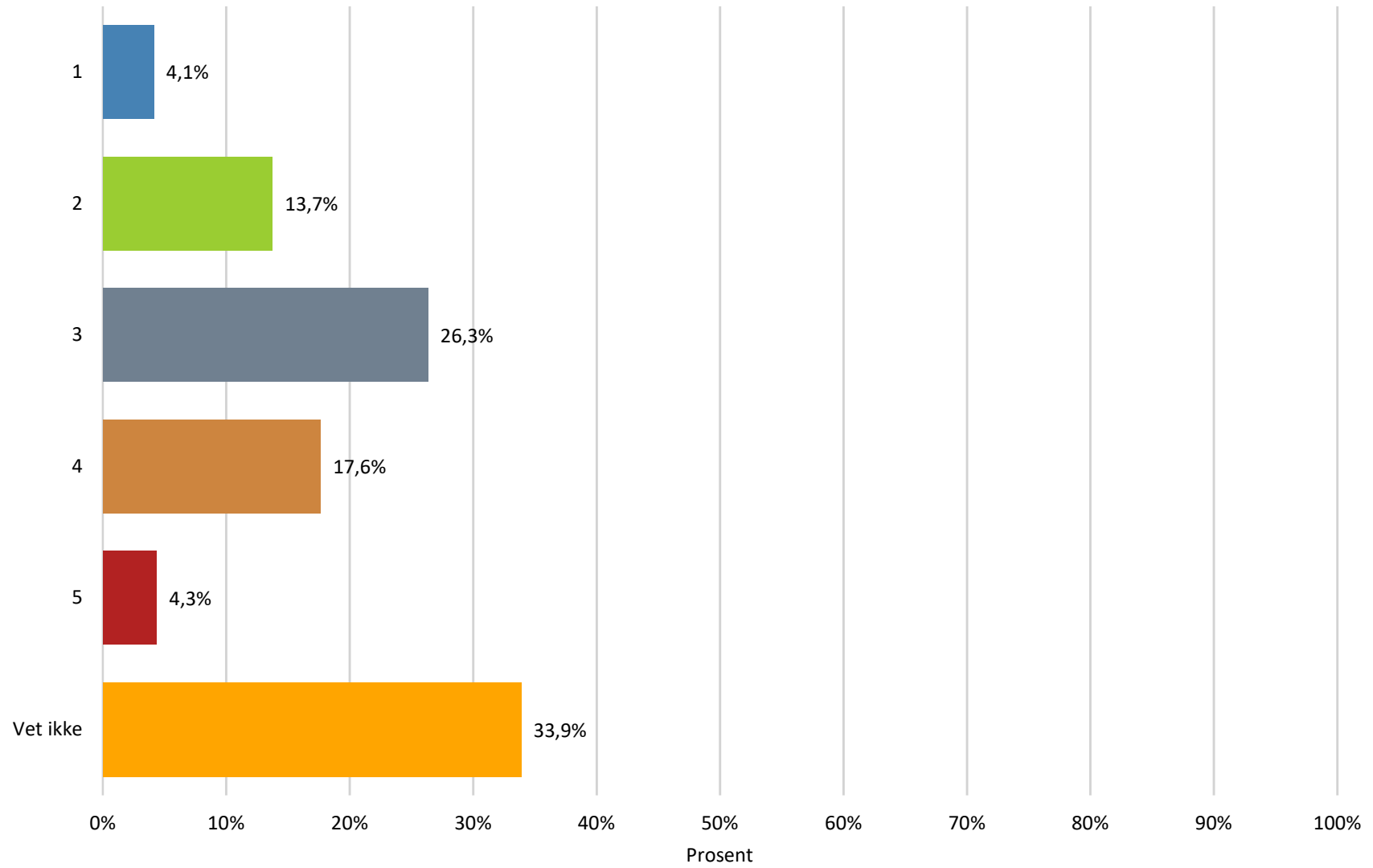
41. "Krossen" som attraktivt sentrum i bygda



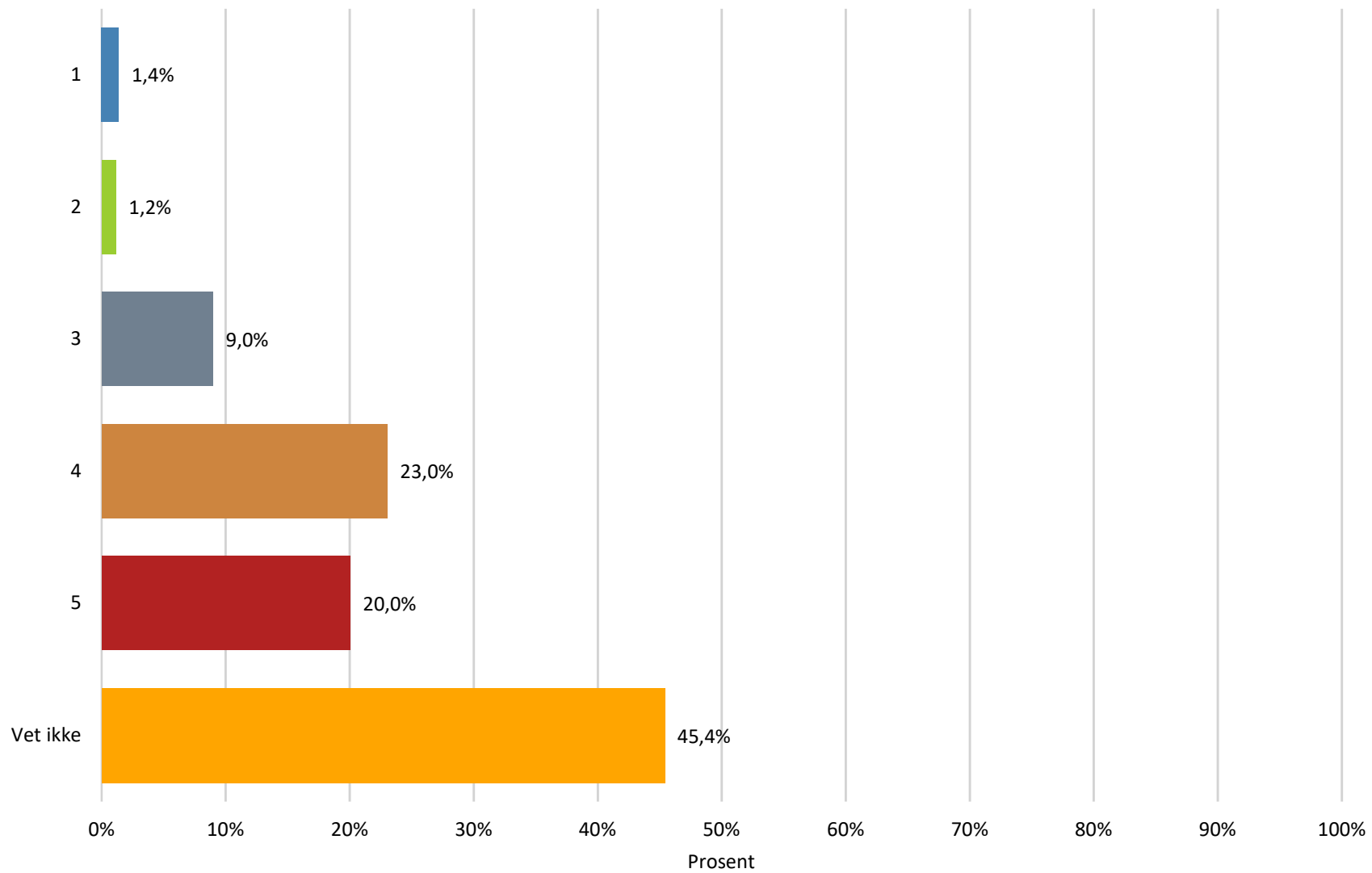
42. Handelstilbudet i Åmot



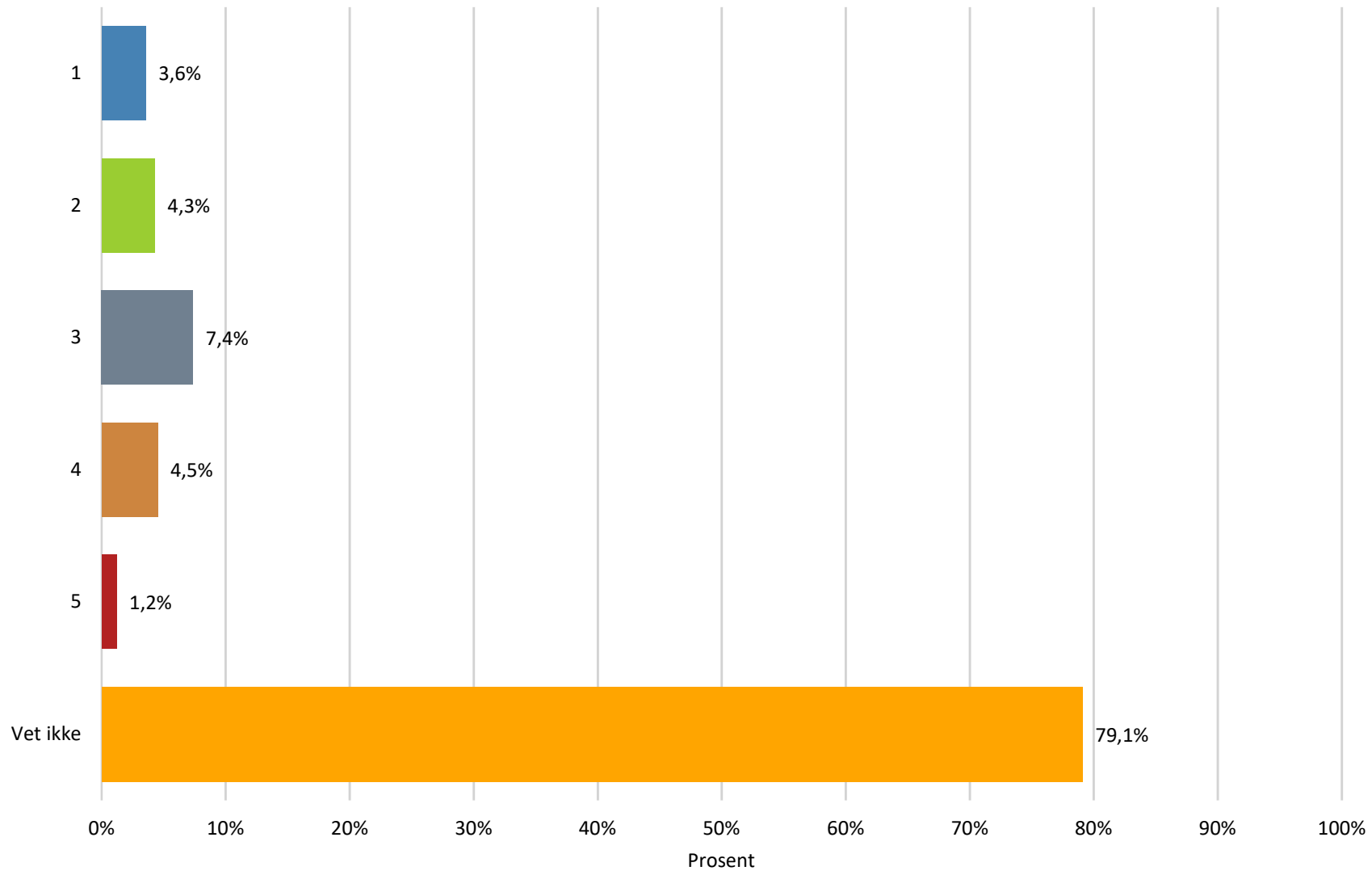
43. Servering og uteliv



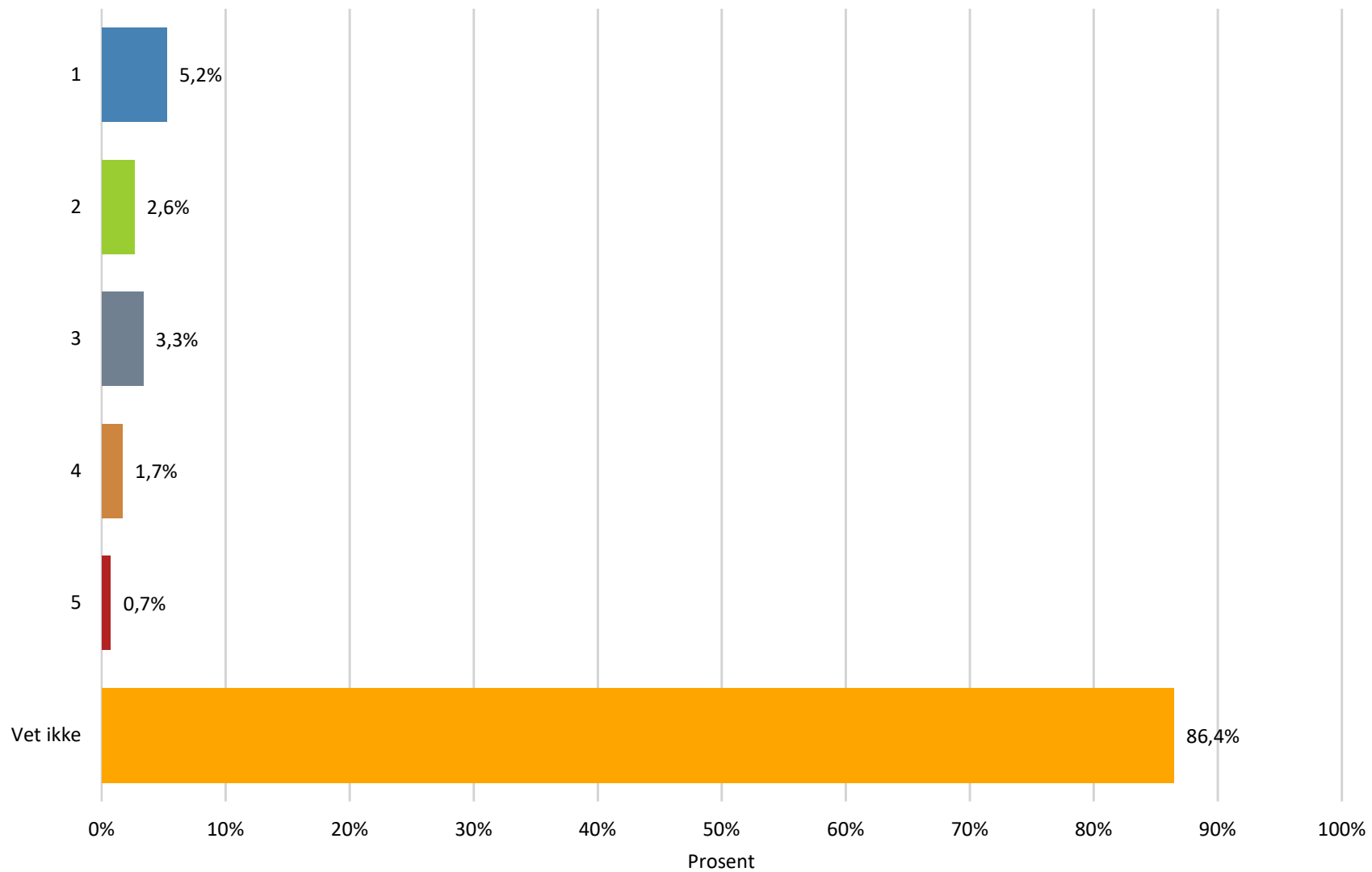
44. Turstiar (barmark)



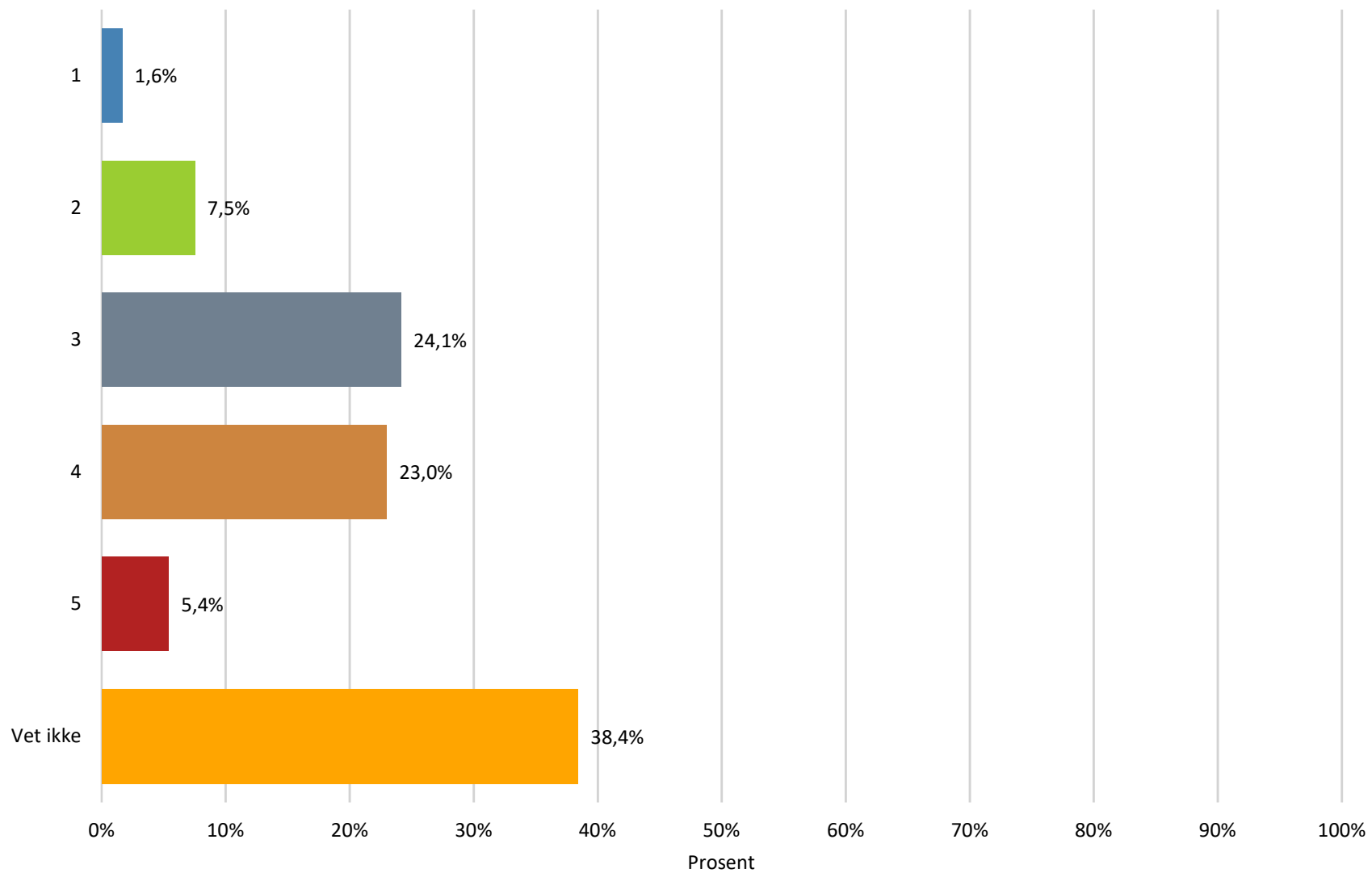
45. Sykkelstiar (i terreng)



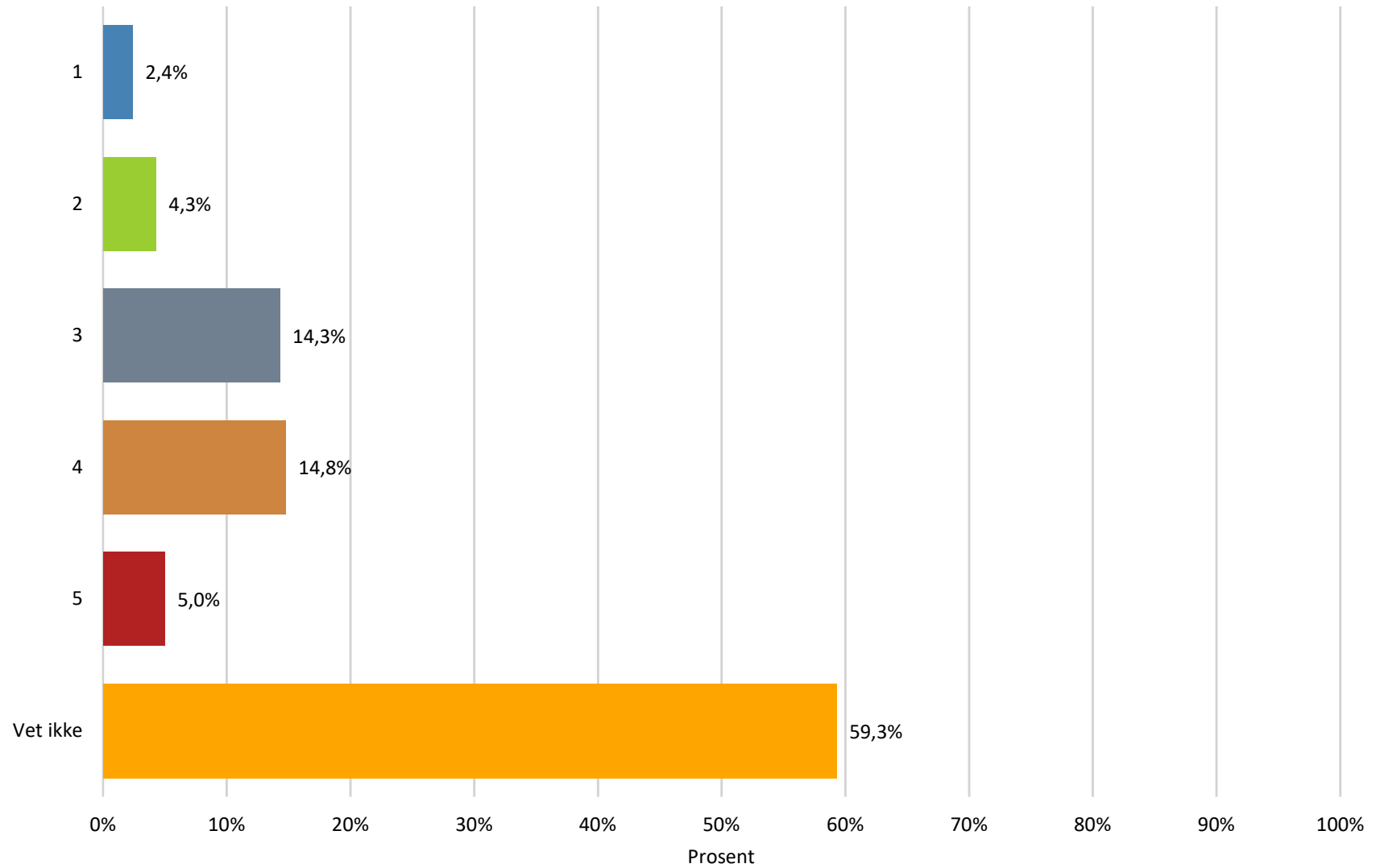
46. Rulleskiløyper (barmark)



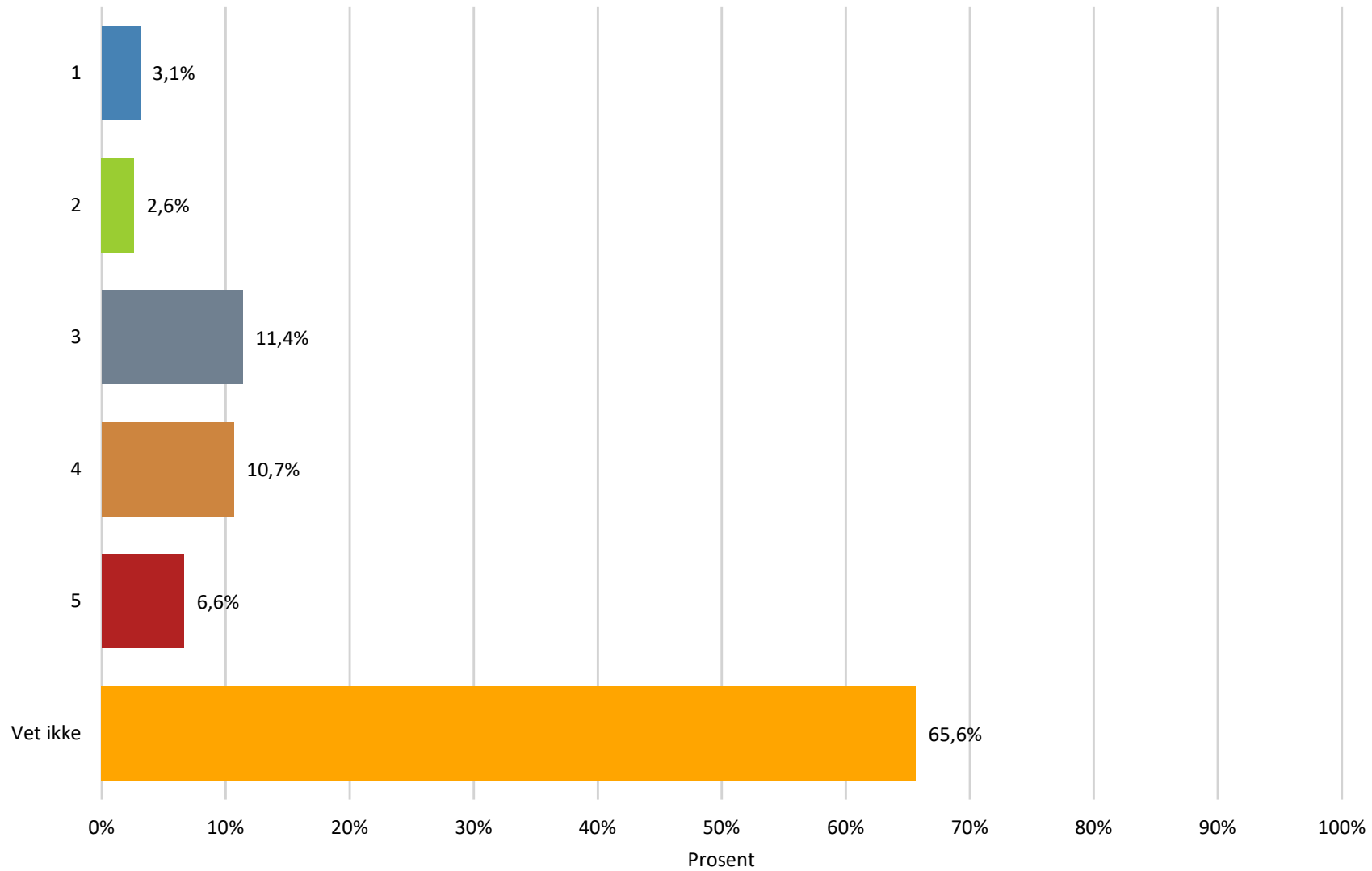
47. Lokalmat (i butikk/servering)

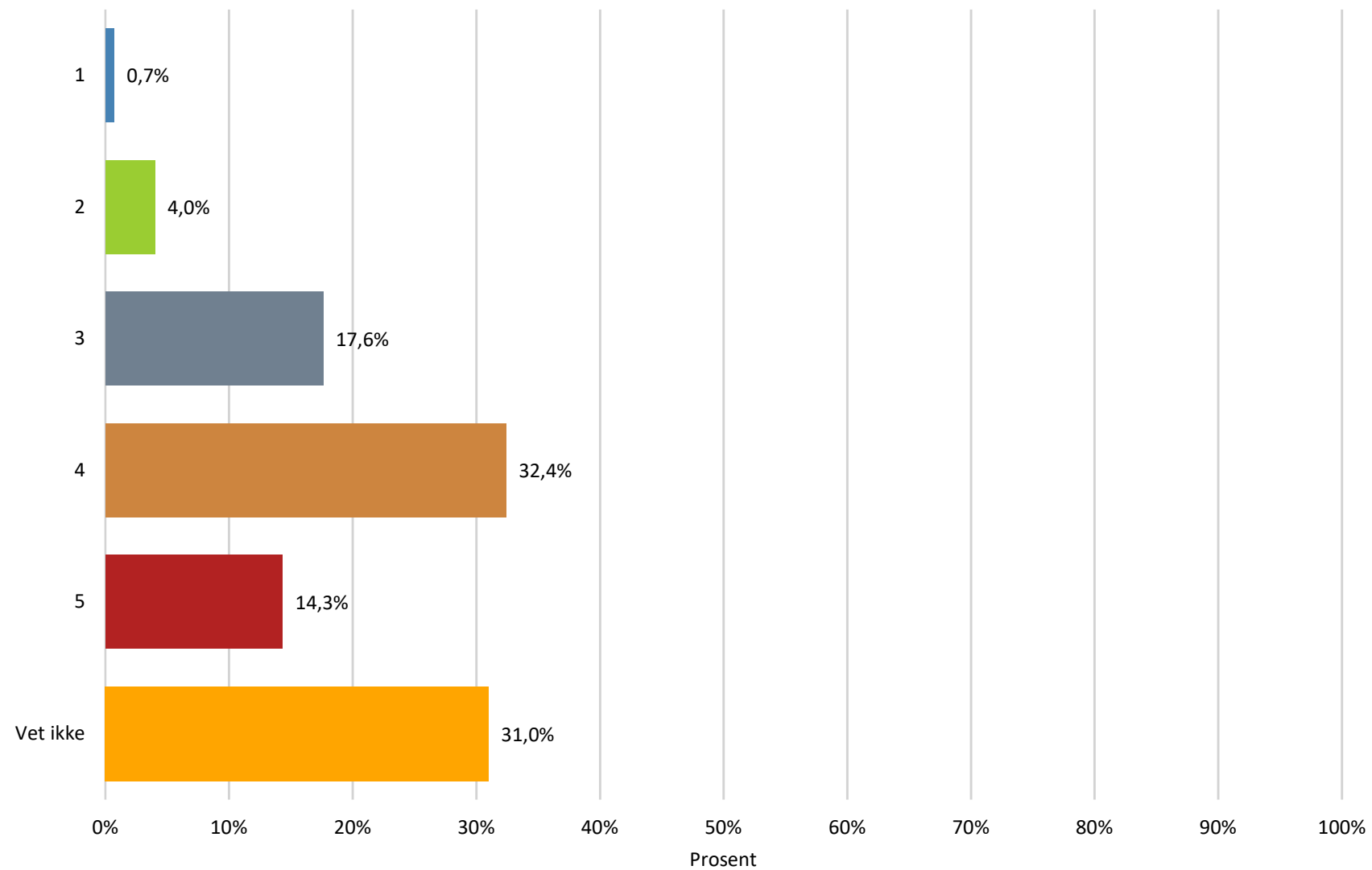


48. Kulturtilbud inkl. arrangement

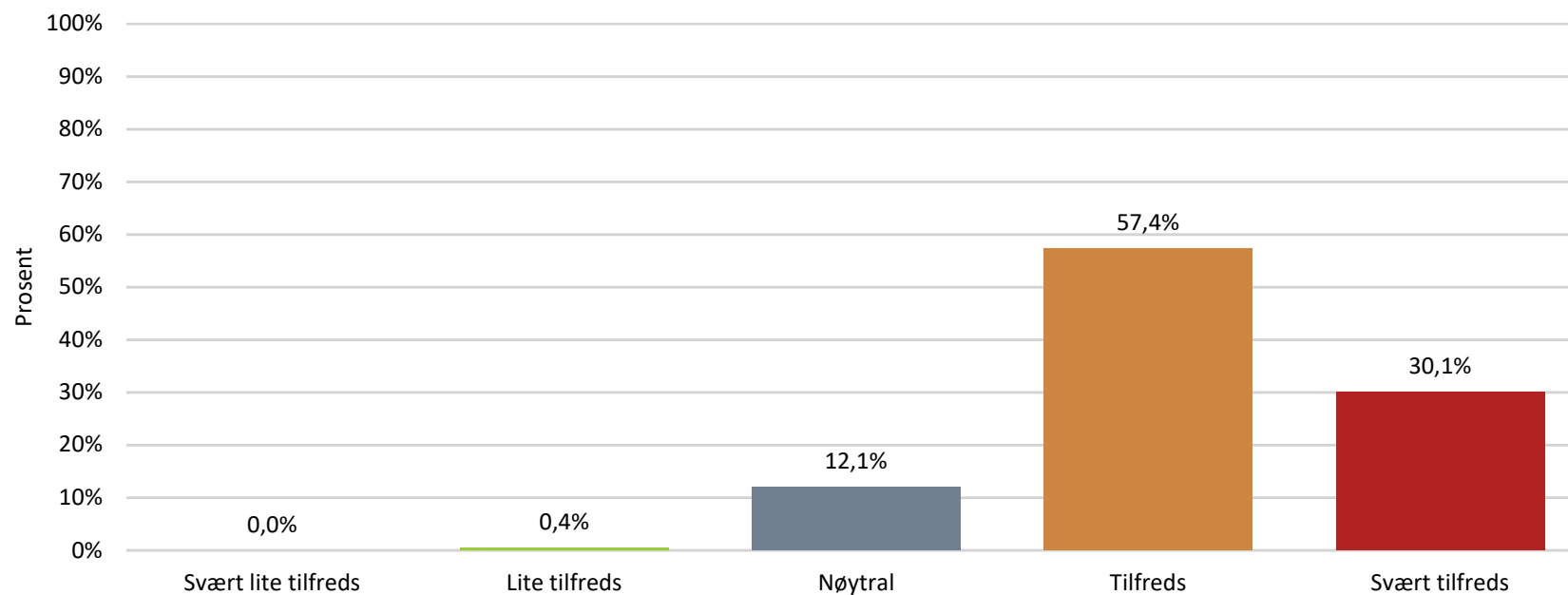


49. Sportsarrangement



50. Informasjon om Rauland via nyhendebrev, www.visitauland.com, og andre kanalar

51. Kor nøgd er du, total sett, med Rauland som feriestad dag?



Spørsmål	N	Gjennomsnitt	Standardavvik	Median
Kor nøgd er du, total sett, med Rauland som feriestad dag?	472	4,17	0,64	4,00