

Online Information Survey Attraction

Please use this survey to give us as much up to date information about your business and what you have to offer visitors to Lincolnshire.

This information also feeds through to visitbritain.co.uk and enjoyengland.com websites.

PLEASE NOTE: The information marked with a * is essential for the details to feed through to Visit Britain and Enjoy England correctly.

ESTABLISHMENT INFORMATION

* Establishment Name			
Business Trading Name (If different from above)			
* Address 1			
Address 2			
Address 3			
* Town			
County		* Postcode	
* Establishment email address for enquiries			
* Establishment web site address			
* Business Phone Number	Area Code		Number
Business Fax Number	Area Code		Number
Area Code		Number	

* Business Postal Address - for written correspondence and invoicing (If different from above)	
* Address 1	
Address 2	
* Town	

County		* Postcode	
Which is your Local Authority Area or District Council?			
Would you like your business details available for mailing?	Yes	No	

What is your attraction type? Please tick below up to 4 other sub categories below which may also apply to your product.		*Please write your PRIMARY CATEGORY here.							
Animal Collection		Aquarium		Farm		Nature Reserve		Cinema	
Conference/Exhibition Centre		Dance Hall/Ballroom		Event Venue		Funfair		Jazz/Folk Club	
Music Hall		Night Club		Picnic Site		Public Hall		Theatre	
Brewery		Distillery		Vineyard		Garden		Maze	
Garden Centre		Parkland/Woodland Garden		Abbey/Priory		Castle/Fort		Cathedral/Minister	
Cemetery/Mausoleum		Church/Chapel		Historic House/Palace		Historic Ship		Historic Site	
Industrial Archaeology		Lighthouse		Pier		Tower		Water Mill	
Windmill		Arts Centre		Brass Rubbing Centre		Craft Centre		Gallery	
Heritage/Visitor Centre		Museum		Beach		Forest/Woods		Country/Royal Park	
Lake/Reservoir		National Park		Natural Feature		Nature Trail		Viewpoint	
Waymarked Trail		Environmental Attraction		Laserium/Audio Visual/Virtual Reality		Observatory		Science Centre	
Airport		Boat Trip		Bus/Coach Tour		Marina		Miniature Railway	
Railway		Sightseeing		Steam Railway		Walking Tour		Fishing	
Spa		Golf Course		Leisure/Swimming Pool		Sports Ground		Adventure Park/Playground	
Model/Miniature Village		Model Railway		Theme Park		Themed Ride/Waxworks		Day Spa	
Destination Spa		Hotel Spa		Natural Spa		Resort Spa		Salon Spa	
Sport & Fitness Spa		Arts Centre							

*Do you have any other products?– A completed product survey will be required for each type of product you have. Let us know if you require another form. Email: online@visitlincolnshire.com	Retail	Caravan & Camping	Self Catering Accommodation
	Sport & Leisure	Hostel	Serviced Accommodation
	Events	Place to Eat	Wedding/Conference

CONTACTS				
* PRIMARY CONTACT				Job Title & Responsibilities e.g. Owner – Marketing & Administration
Title	First Name	Last Name		
*Telephone Number	Area Code		Number	
Fax Number	Area Code		Number	
Mobile phone number				
*Email				
SECONDARY CONTACT				Job Title & Responsibilities e.g. Owner – Marketing & Administration
Title	First Name	Last Name		
Telephone Number	Area Code		Number	
Fax Number	Area Code		Number	
Mobile phone number				
Email				
ADDITIONAL CONTACT				Job Title & Responsibilities e.g. Owner – Marketing & Administration
Title	First Name	Last Name		
Telephone Number	Area Code		Number	
Fax Number	Area Code		Number	
Mobile phone number				
Email				

You are entitled to **TWO** images on your entry. Send them by email to images@visitlincolnshire.com. If you would like us to use the existing images on your web site entry please tick the box.

Please note: Members of Visit Lincolnshire can choose up to **SEVEN** images

Top Tip: This is your chance to shine against your competition. Send us a clear, strong exterior or interior image. Your image(s) should be landscape if possible and as high resolution as possible. Poor quality images do not encourage web visitors to look further. Please try to avoid people and cars as they date the image.



This image is effective because

- Immediately illustrates the type of attraction
- Captures the excitement of the ride



This image is effective because

- The racing horses are a focal point
- The jockeys silks are colourful and the image is vibrant

DESCRIPTIONS

Do you require any changes to your visitlincolnshire.com description?	Yes		No		Would you like us to use the details from your current Visit Lincolnshire Guide advert?	Yes		No	
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***SHORT DESCRIPTION - Use up to 40 words.**

This is important as it is the first information seen on visitbritain.co.uk. It will also be the first paragraph of your long description

Top Tip: For maximum impact try and cover these 5 fundamental areas in your description.

Type: Pleasure Park **Location:** Coast **Experience:** Pleasure rides, roller coasters, stalls, candy floss

Unique Selling Point: Brand new roller coaster **Clients:** Families, couples, individuals, groups

Could translate into- *"Exciting Pleasure Park located next to the beach, try out our roller coasters, waltzers, hoopla, candy floss and finish your day with a stroll along the sea front. Experience our brand new thrilling rollercoaster ride! A fun day out for all pleasure seekers!"*

LONG DESCRIPTION - Use up to 200 words.

Top Tip:

- Entice your customers
- Expand your short description
- Describe more fully the experience you can offer your customers.
- Try to keep your description to 3 or 4 paragraphs of essential information

Do you have comments from your guests? You will get an opportunity later to say what amenities you have.

This description will be seen on both visitlincolnshire.com, visitbritain.co.uk and enjoyengland.com

ROAD DIRECTIONS – Use up to 200 words

Top Tip:

- Which is your nearest main road?
- Use short, easy to use directions

PUBLIC TRANSPORT DIRECTIONS – Use up to 200 words

Top Tip:

- Which is your nearest train/bus station?
- Use short, easy to use directions

FACILITIES

Please tick and tell us which of the following you can provide for your visitors. Additional notes or comments can also be added at the side. You must choose at least 2 facilities

Provider Preferences	Tick	Additional notes
In countryside		
In town/city centre		
Accessibility		
Facility for service dogs		
Parking & transport		
On site parking		
Payment methods		
Maestro		
Mastercard		
Solo		

Special group rates		
Visa		
Establishment Features		
Conference Facilities		
Staff fluent in other languages		
Languages spoken		
Please specify		
Other		
All areas accessible to disabled visitors		
Audio commentary in foreign languages		
Facilities for visually impaired visitors		
Facilities for hearing impaired visitors		
Dogs accepted		
Booking essential		
Braille printed material		
Educational visits accepted		
Family fun		
Forest location		
Groups accepted		
Guide dogs permitted		
Indoor attraction		
Outdoor attraction		
Marketed towards children		
Marketed towards families		
Marketed towards senior citizens		
Marketed towards students/youth		
On site café/restaurant		
Open by appointment only		
Open by appointment outside normal times		
Free parking		
Parking for disabled visitors		
Picnic site		
Some smoking areas		
Toilets for disabled visitors		

TICKETS

PRICES	Adult Price Minimum		Adult Price Maximum	
	Child Price Minimum		Child Price Maximum	
	Family Price Minimum		Family Price Maximum	
Group visits accepted?				
Maximum Group size				

OPENING

Days of Operation									
All Days	<input type="checkbox"/>	Sunday	<input type="checkbox"/>	Monday	<input type="checkbox"/>	Tuesday	<input type="checkbox"/>	Wednesday	<input type="checkbox"/>
Thursday	<input type="checkbox"/>	Friday	<input type="checkbox"/>	Saturday	<input type="checkbox"/>	Week Days	<input type="checkbox"/>	Weekends	<input type="checkbox"/>
Opening Times									
Closed Christmas		<input type="checkbox"/>	Closed New Year			<input type="checkbox"/>			

ACCESSIBILITY – Please tick which of the following apply to your business

Parking	
Designated parking within about 50 metres of the entrance	
Steps but no ramp on route from parking area to entrance	
Ramp on route from parking area to entrance	
Flat route with no steps from parking area to entrance	
Parking provided for visitors	
Parking on site	
Designated parking for visitors with disabilities	
Route from parking area to the nearest public entrance is:	
Transport provided to take visitors from the car park to the attraction	
Attraction entrance	
Ramp to main entrance	
Drop-off point for guests immediately outside the entrance	
Emergency evacuation procedures for guests with disabilities	
Handrail by ramp	
Handrail by steps	
Number of steps to main entrance	
Steps to main entrance	
Level access, ramp or lift from entrance to reception	
Ticket/information/gift shop (where applicable)	
Information available in audio format	
Information available in braille	
Information available in large print	

Other please specify	
Lift	
Verbal announcement as lift stops on each floor	
Lift	
Lift buttons have raised numbers or letters	
Staff	
Disability awareness training for all personnel	
Some staff have specialised disability knowledge or skills	
Ticket/information/gift shop	
Braille	
Access to public areas	
Level access (i.e no steps or thresholds) or access to a ramp or lift to:	
Public toilet	
Public toilet suitable for visitors who use a wheelchair	
Ticket issuing point	
Information point	
Gift shop	
Cafeteria/Restaurant	
Level access (i.e no steps or thresholds) or access to a ramp or lift to:	
Cafeteria	
Restaurant	
Meals for guests with special dietary requirements can be provided	
Menus available in large print	
Dining area	
Bar	
General	
Facilities for service dogs	
Service dogs are NOT allowed in attraction. If not why .	
Hearing loop system	
Information screens have visual/audible subtitles	
Seating available for visitors with limited mobility	
Clear signage	
Effective lighting for visually impaired visitors	
Good colour/tonal contrast	
Contrast markings on all glass doors and full height windows	

I agree to:

Be contacted by

Visit Lincolnshire	Yes		No		Visit Britain	Yes		No	
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Allow Visit Britain to advertise my business in publications and other partner organisations.

Yes		No	
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Pass on my data to and / or be contacted by other carefully selected organisations

Yes		No	
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DECLARATION

I hereby agree to the information contained within this survey to be held and used by Visit Lincolnshire and other Local Government Authorities staff and for it to be published through visitlincolnshire.com and other associated web sites and other media as part of the Lincolnshire Tourism Destination Management System.

The information I have provided within this survey is true and accurate to the best of my knowledge. I have read the 'Terms and Conditions for Use of Information' associated with this survey and hereby confirm that I understand and accept all these terms and conditions.

Visit Lincolnshire's Terms & Conditions can be found by clicking on the following link
<http://www.visitlincolnshire.com/corporate/marketing/advertising-and-opportunities/online>

SIGNED _____

NAME (block capitals) _____

POSITION _____

DATE _____