


















Visitors were invited to respond to a feedback survey after the event. The information below shows some of the responses to demonstrate the fantastic feedback from the event.




1. What was your overall impression of Lancaster Dino Fest 2023?				
Answer Choices			Response Percent	Response Total
1	1 (poor)		0.00%	0
2	2		0.98%	1
3	3		0.00%	0
4	4		0.00%	0
5	5		0.98%	1
6	6		3.92%	4
7	7		12.75%	13
8	8		22.55%	23
9	9		21.57%	22
10	10 (outstanding)		37.25%	38
			answered	102
			skipped	0

Selection of comments for why the score was given:




- Great to have a mainly free event like this in Lancaster. Good fun and exciting for kids.
- It is really fun and entertaining and lots of thing to do around town.
- Excellent day out for Dino-loving two children (aged 6 and 4.5)
- Loved the interactions with the dinosaur actors and their handlers. Love the stalls providing activities for the children. This is the second year coming and it's already stepped up from last year.
- Good entertainment for all the family, had us in town all weekend. Loved every minute of it. Moments we'll keep for ever.
- A great day out for the whole family with lots of different activities packed in over the weekend.
- The children were so excited and thought the paraded dinosaurs were real, lol. The rides, painting, balloons were all fantastic. It was an opportunity for children to see their friends and meet new friends too.
- We are always looking forward to this event since my family moved in here in 2021 as my little boy is a Dino fan. I would like to say this is the best so far as kids have interacted with the dinosaur.
- My son and niece and nephews were enamoured by the dinos and loved learning new and interesting facts.
- Amazed at the amount of hard work behind the scenes to pull off such an amazing event, looked forward to this after last years! So nice to see free events like these especially for low-income families who are unable to provide these opportunities for their children due to lack of funds. Keep up the great work!

5. Where did you travel from for the event?				
Answer Choices			Response Percent	Response Total
1	Lancaster		57.84%	59
2	Morecambe		4.90%	5
3	Heysham		4.90%	5
4	Carnforth		4.90%	5
5	Garstang		1.96%	2
6	Preston		3.92%	4
7	Blackpool		1.96%	2
8	Barrow		0.00%	0
9	Lake District		1.96%	2
10	Lune Valley		0.00%	0
11	Arnside & Silverdale		0.00%	0
12	Poulton-le-Fylde		0.98%	1
13	Other (please specify):		16.67%	17
			answered	102
			skipped	0




Responses above show around 27% of visitors came from outside the Lancaster District proving the effectiveness of the event at drawing visitors into the city. Visitors who ticked 'other' came from as far afield as Chester, Bolton, North Yorkshire, and Doncaster specifically for the event.

8. How much money did you spend in Lancaster during your visit?				
Answer Choices			Response Percent	Response Total
1	None		2.94%	3
2	Less than £10		14.71%	15
3	£10 to £20		24.51%	25
4	£20 to £35		21.57%	22
5	£35 to £50		16.67%	17
6	Over £50		19.61%	20
			answered	102
			skipped	0



Responses above highlight the significant positive economic impact the event brings to Lancaster city centre. 64% reported spend at Lancaster's many hospitality venues, 45% with independent retailers and 30% with national retailers.

12. Would you recommend Dino Fest to your friends?				
Answer Choices			Response Percent	Response Total
1	Definitely		83.33%	85
2	Probably		11.76%	12
3	Maybe		4.90%	5
4	Unlikely		0.00%	0
5	Definitely not		0.00%	0
			answered	102

Not one person said they would not recommend the event to their friends!!

15. Do you feel the event was an overall positive experience?				
Answer Choices			Response Percent	Response Total
1	Very Positive		73.53%	75
2	Positive		23.53%	24
3	Satisfactory		2.94%	3
4	Negative		0.00%	0
5	Very Negative		0.00%	0

Visitors reported feeling overwhelmingly positive about the event.

19. Complete this sentence: After participation in the event, I now...				
Answer Choices			Response Percent	Response Total
1	Feel more pride in my local area and/or community		68.32%	69
2	Feel the same about my local area and/or community		31.68%	32
3	Feel less confident in my local area and/or community		0.00%	0
			answered	101
			skipped	1

The event helped visitors feel more pride in their local area demonstrating the wider benefits of a better perception of the city.