

1999 Record of print

Issue	Week	Pre-visit/During-visit	Area	Date of Issue	Net Press Run Received	Voucher Copies	Gross Bulk Distribution
1	20	Pre-visit	North West England	W/E 22/5	25,000	500	24,500
2	20	Pre-visit	Midlands	W/E 22/5	25,000	500	24,500
3	27	Pre-visit	South West England	W/E 17/7	25,000	500	24,500
4	27	Pre-visit	South West England	W/E 17/7	25,000	500	24,500
5	28	During-visit	North Wales	W/E 24/7	25,000	500	24,500
6	28	During-visit	Mid Wales	W/E 24/7	25,000	250	24,750
7	28	During-visit	South East Wales	W/E 31/7	25,000	500	24,500
8	28	During-visit	Wales; Welsh language edition	W/E 31/7	25,000	500	24,500
9	32	During-visit	North Wales	W/E 28/8	25,000	250	24,750
10	32	During-visit	South West Wales	W/E 28/8	25,000	500	24,500
11	34	Pre-visit	North West England	W/E 11/9	25,000	100	24,900
12	34	Pre-visit	Midlands	W/E 11/9	25,000	500	24,500
13	34	Pre-visit	South West England	W/E 11/9	25,000	500	24,500
14	34	Pre-visit	South West England	W/E 11/9	25,000	100	24,900
15	40	During-visit	Mid Wales	W/E 23/10	25,000	500	24,500
16	40	During-visit	South West Wales	W/E 23/10	25,000	500	24,500
17	40	During-visit	South East Wales	W/E 23/10	25,000	50	24,950
18	41	Pre-visit	North West England	W/E 30/10	25,000	50	24,950
19	41	Pre-visit	Midlands	W/E 30/10	25,000	500	24,500
20	41	Pre-visit	South West England	W/E 30/10	25,000	500	24,500
21	41	Pre-visit	South West England	W/E 30/10	25,000	500	24,500
TOTAL ISSUES:		TOTALS			525,000	8,300	516,700
Copies disallowed, returned or damaged							34,931
Net bulk distribution							487,139
Number of distribution points							1,939

Publication Dates:

- Editions -	Distribution	- Issues -							Totals	
		March	May	July	August	September	November	December	No.	Copies
Pre-visit	A55 Expressway Corridor	25,000		25,000		25,000			3	75,000
Pre-visit	Midlands & Mid Wales	25,000		25,000		25,000			3	75,000
Pre-visit	M4/M50 Motorway Corridor	25,000	25,000	25,000	25,000	25,000		25,000	6	150,000
Total pre-visit:		75,000	25,000	75,000	25,000	75,000	-	25,000	12	300,000
During-visit	North Wales		25,000	25,000					2	50,000
During-visit	Mid Wales		25,000	25,000					2	50,000
During-visit	South West Wales		25,000	25,000					2	50,000
During-visit	South East Wales		25,000	25,000					2	50,000
During-visit (Welsh language)	Wales		25,000						1	25,000
During-visit (Welsh language)	Wales			25,000					1	25,000
Total during-visit:		-	125,000	125,000	-	-	-	-	10	250,000
Overall total:		75,000	150,000	200,000	25,000	75,000	-	25,000	22	550,000

Copy Dates:

- Editions -	Distribution	- Issues -						
		(March)	(May)	(July)	(August)	(September)	(November)	(December)
Pre-visit	A55 Expressway Corridor	Feb 18th		Jun 16th		Aug 18th		
Pre-visit	Midlands & Mid Wales	Feb 18th		Jun 16th		Aug 18th		
Pre-visit	M4/M50 Motorway Corridor	Feb 18th	Apr 21st	Jun 16th	Jul 21st	Aug 18th		Nov 17th
During-visit	North Wales		Apr 21st	Jun 16th				
During-visit	Mid Wales		Apr 21st	Jun 16th				
During-visit	South West Wales		Apr 21st	Jun 16th				
During-visit	South East Wales		Apr 21st	Jun 16th				
Pre-visit (Welsh language)	Wales		Apr 21st					
Pre-visit (Welsh language)	Wales			Jun 16th				

2000 Publishing programme

2001 Publishing programme (provisional)

Publication Dates:

- Editions -	Distribution	- Issues -							Totals	
		March	May	July	August	September	November	December	No.	Copies
Pre-visit	A55 Expressway Corridor	150,000		100,000		150,000	75,000		19	475,000
Pre-visit	Midlands & Mid Wales	150,000		100,000		150,000	75,000		19	475,000
Pre-visit	M4/M50 Motorway Corridor	150,000	150,000	100,000	100,000	150,000	75,000	75,000	32	800,000
Total pre-visit:		450,000	150,000	300,000	100,000	450,000	225,000	75,000	70	1,750,000
During-visit	North Wales		25,000	25,000					2	50,000
During-visit	Mid Wales		25,000	25,000					2	50,000
During-visit	South West Wales		25,000	25,000					2	50,000
During-visit	South East Wales		25,000	25,000					2	50,000
During-visit (Welsh language)	Wales		25,000						1	25,000
During-visit (Welsh language)	Wales			25,000					1	25,000
Total during-visit:		-	125,000	125,000	-	-	-	-	10	250,000
Overall total:		450,000	275,000	425,000	100,000	450,000	225,000	75,000	80	2,000,000

Copy Dates:

- Editions -	Distribution	- Issues -						
		(March)	(May)	(July)	(August)	(September)	(November)	(December)
Pre-visit	A55 Expressway Corridor	Feb 16th		Jun 15th		Aug 17th	Oct 19th	
Pre-visit	Midlands & Mid Wales	Feb 16th		Jun 15th		Aug 17th	Oct 19th	
Pre-visit	M4/M50 Motorway Corridor	Feb 16th	Apr 20th	Jun 15th	Jul 20th	Aug 17th	Oct 19th	Nov 16th
During-visit	North Wales		Apr 20th	Jun 15th				
During-visit	Mid Wales		Apr 20th	Jun 15th				
During-visit	South West Wales		Apr 20th	Jun 15th				
During-visit	South East Wales		Apr 20th	Jun 15th				
Pre-visit (Welsh language)	Wales		Apr 20th					

Publication Dates:

– Editions –	Distribution	– Issues –							Totals	
		March	May	July	August	September	November	December	No.	Copies
Pre-visit	A55 Expressway Corridor	50,000		50,000		50,000			6	150,000
Pre-visit	Midlands & Mid Wales	50,000		50,000		50,000			6	150,000
Pre-visit	M4/M50 Motorway Corridor	50,000	50,000	50,000	50,000	50,000		25,000	11	275,000
Total pre-visit:		150,000	50,000	150,000	50,000	150,000	-	25,000	23	575,000
During-visit	North Wales		25,000	25,000					2	50,000
During-visit	Mid Wales		25,000	25,000					2	50,000
During-visit	South West Wales		25,000	25,000					2	50,000
During-visit	South East Wales		25,000	25,000					2	50,000
During-visit (Welsh language)	Wales		25,000						1	25,000
During-visit (Welsh language)	Wales			25,000					1	25,000
Total during-visit:		-	125,000	125,000	-	-	-	-	10	250,000
Overall total:		300,000	225,000	425,000	100,000	300,000	-	50,000	33	825,000

Copy Dates:

– Editions –	Distribution	– Issues –						
		(March)	(May)	(July)	(August)	(September)	(November)	(December)
Pre-visit	A55 Expressway Corridor	Feb 18th		Jun 14th		Aug 16th		
Pre-visit	Midlands & Mid Wales	Feb 18th		Jun 14th		Aug 16th		
Pre-visit	M4/M50 Motorway Corridor	Feb 18th	Apr 19th	Jun 14th	Jul 19th	Aug 16th		Nov 15th
During-visit	North Wales		Apr 19th	Jun 14th				
During-visit	Mid Wales		Apr 19th	Jun 14th				
During-visit	South West Wales		Apr 19th	Jun 14th				
During-visit	South East Wales		Apr 19th	Jun 14th				
Pre-visit (Welsh language)	Wales		Apr 19th					

2002 Publishing programme (provisional)



1999/2000 Reader Survey Questionnaire; Pre-visit

1. When did you first visit Wales?
(If you have never visited, leave blank)

Month.....Year.....

2. When did you last visit Wales?
(If you have never visited Wales leave blank)

Month.....Year.....

3. During your last visit how many members in your party and how many nights did you stay in Wales?

Adults.....Children.....Nights.....

4. What accommodation did you stay in?
(If you were only here for a day, leave blank)

- Farmhouse
- Guesthouse
- Hotel
- Staying with friends/relatives
- Self-catering (cottage/cabin/flat)
- Caravan Site
- Camp Site
- Other

5a. Where did you pick up your copy of *This Week Metro*?

- Delivered to home address
- Tescos (in England)
- Tescos (in Wales)
- Asda (in England)
- Asda (in Wales)
- Safeways (in England)
- Safeways (in Wales)
- Manchester Trafford Centre
- Shell filling station
- Little Chef
- Tourist Information Centre
- Railway station
- Other (please say).....

6. How helpful have you found your copy of *This Week Metro*?

- Very helpful
- Helpful
- Not very helpful

7. Has *This Week Metro* influenced the likelihood of me/us coming to Wales?

- It has made me/us more likely to come
- It has made me/us less likely to come
- It has made little or no effect on the likelihood of me/us coming

8. Is this the first time you have seen a copy of *This Week Metro*?
(If 'No' go to Question 10)

- Yes
- No

9. Would you have visit Wales next time if you had never seen *This Week Metro*?

- Yes
- No
- Don't know

10. How would you travel?

- Car
- Public transport
- Other

11. Which of the following are you more likely to do in Wales as a result of reading *This Week Metro*?

- Make a scenic rail trip
- Take a ride on a bus
- Visit an attraction by bus or train
- Hire a bicycle

12. How likely are you to visit Wales in the next twelve months?

- Very likely
- Likely
- Unlikely
- Very unlikely
- Don't know

13. How many short breaks/holidays do you take in a year?

.....(No in years)

14. What changes (if any) would you like to see made to *This Week Metro*?

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15. Which of the following leisure interests do you participate in on a regular basis?regularly do?

- Visiting attractions
- Walking/Hiking
- Golf
- Cycling
- Water sports
- Angling
- Other (please say).....

16. Have you visited the thisweek.co.uk website?

- Yes
- No

Readers comments

1.	A bit more care with the production i.e. Plas-yn-Rhiw location on maps. Cover Photo (Issue 4, 1999) wrong way round. Consider adding map refs (OS) to locations. Is the new title 'Metro' really necessary? Wales is not a metropolitan city.
2.	Approx 4 whole pages are taken up with food and drink related subjects. This is far too much. One page on these would be ample. What's on takes up too much space. This could be condensed into one page. Almost the whole front page taken up with one building again a waste of space. Savings made on space could be used for more articles on Welsh culture, history, architecture, language, geology, archaeology etc.
3.	More info on pub food, restaurants local to Llandudno area i.e. cinema theater – is Llandudno excluded for any reason? What about river cruises, boot sales, antique shops/centres etc.
4.	More information about hotels that offer special rate weekend breaks.
5.	More information in "What's On" We visited 2nd July - 4th Aug and there appeared to be only one event advertised. We found out about; 1. Free concerts and fireworks Tenby Harbour, Sat.2. Local children's???? Wed. 3. Guided walks. 4. Darwin – light show. Please more in listings.
6.	More information on disabled access toilets etc.
7.	More information on places for day trips. I am involved in arranging outings for children & elderly ladies and need help in these areas.
8.	More local adverts for small events. I missed the fair at Bodelwyddan Castle through lack of local events news.
9.	More mention of beaches – bathing areas etc. Attractions at beaches. Highlight sporting events. Dates when Glamorgan CCC visit Rhos-on-Sea etc. Bowling club facilities.
10.	More news etc, for Abersoch/Pwllheli area.
11.	More pages & more locations for the copies 5a. Please send me another copy & do not put the reader survey on the back of the information I have lost part of page 4 through this.
12.	More private advertising e.g. Guesthouses. Please avoid placing entry/survey forms on reverse of valuable maps/info which may be needed for future reference.
13.	As far as I can see there is no mention anywhere of wildlife in Wales, in spite of the fact that there has been a lot of news about the re-introduction of the Red Kite.
14.	More publicity for Midlands people.
15.	More shops & supermarkets.
16.	More transport information.
17.	More written details about places, where one can catch the trains not just on the maps. You mention Greater Manchester but Manchester itself is not shown. We need to know where you can start your journey from. It is also regrettable that this survey form is on the back of a map which means it has been spoiled.
18.	My edition on Aug 14th was edition 2 but what dates does this encompass?
19.	Next visit Sept-Oct Visit West Wales Regularly.
20.	Nil.
21.	No.
22.	No change – it is very helpful & interesting
23.	No changes but additions like features on sea fishing like what area are known to be the best place and the best times during the year to catch a specific fish, i.e. July, Colwyn pier for mackerel etc.
24.	As I am a mature 1st year student at Presteigne School learning Welsh. I would like more items. (Simple articles to translate?) Learning Welsh has brought Wales alive for me! So more "Yr Iaith Gymraeg" please.
25.	No changes just extra! Maybe local sight seeing walks.
26.	None.
27.	None.
28.	None.
29.	None.
30.	None.
31.	None.
32.	None.
33.	None.
34.	None.
35.	As this is my first reading of "Freedom of Wales" I'm not sure if any changes needed. I just love to read of anything to do with Wales. My father was a Welshman born in Wrexham, he died quite a few years ago and I still regret him never teaching us his native language. I always feel I'm "coming home" whenever I visit Wales.
36.	None.
37.	None.
38.	None. (Excellent) but I wrote to the tourist info at The Station, Machynlleth, Ceredigion to advise on what a wonderful short break I had – A) Aberystwyth Very good, B) B&B, Very good, C) Wonderful stay – and am still waiting for a reply. (Not very professional.)
39.	None a very good publication
40.	None I find it just fine as it is. Thank you very much for it.
41.	None I have enjoyed looking at it. Some places to visit have caught my eye and I have noted some of the dates in the 'What's On' section.
42.	None I love it I would like one sent to me please. Put an ad on the back of the comp page so we don't lose the information (or a picture).
43.	None it is a good paper. I am visiting Newport next year using Youth Hostels. Could you please send me details of Youth Hostels nearest to Newport.
44.	None it is quite a handy size for reference well printed well set out.
45.	None particularly.
46.	Available in holiday cottage – this copy was seen on day before going home
47.	None that comes to mind at the moment. As I said previously my husband and I plus our family have always liked Wales. Plus I have been a member of CADW since 1976.
48.	None, it was a very good read.
49.	None, very informative.

50.	None, very interesting & as I lost my husband very suddenly in 1991 this has brought back happy memories of all the yearly holidays we had in Wales since 1951! Many thanks S M Watson.
51.	Not a lot it is very well as it is.
52.	Not a lot! Calendar of events very useful.
53.	Nothing – It is very readable.
54.	Nothing I am quite happy with it thanks.
55.	OAP suitable attractions & off peak.
56.	Perhaps a list of antiques, fairs, markets and carboot sales would be of general interest. Feature an interview each issue with a tourist picked at random giving impressions, experiences and places visited. Just a short feature each time.
57.	Better circulation in South Wales.
58.	Perhaps a photography competition.
59.	Perhaps money off vouchers to attractions. Featured walks etc.
60.	Perhaps more on sport, especially rugby.
61.	Please ask printers to leave map of Wales intact not on back of survey. Sorry a map is on page 13.
62.	Please indicate events & places of interests suitable for wheelchairs. Information on market days & sites. Congratulations on a good guide to permanent & current attractions.
63.	Please would you put me on your mailing list. More offers and competitions.
64.	Possibly details of camp/caravan sites.
65.	Public Transport should be improved with the Cheshire seven day adventure ticket valid to Holywell & Greenfield, It could bring readers to Wales and equally allow Welsh travellers to visit Wales. Negotiations should take place with Cheshire county council. All former rail lines should become paths/cycleways where possible.
66.	Quite good.
67.	Quite happy with the format and contents. Perhaps an occasional Welsh recipe would be popular. Delighted to find this paper in Asda in Birmingham - hope this continues.
68.	Better description of Self Catering accommodation. Have had really good accommodation but have had disappointments mostly with damp property. We always recommend Satisfactory property.
69.	Recommended hotels in Wales by **** stars.
70.	Regional guide coupons. More pages. Contact addresses. Email addresses. Internet access addresses to all major sites in Wales by region.
71.	Representations of OS Maps so that every point is clearly illustrated.
72.	Section On walking routes, mountain side routes, day trips, historic Wales, children's page.
73.	Self catering holiday sites.
74.	Short mat bowls tournaments held in Wales.
75.	Show the beauty of Wales, stress there are busy places nightlife but also the peace, quiet and slower pace of life. Tell people it isn't always wet don't believe weather forecasts "Wales will be wet" – it's a large country what happens in Cardiff isn't the same for Mid & North Wales. Publicise beaches, lakes, mountains, valleys, towns, villages, market towns – Wales has so much.
76.	Sir Anthony Who? Oldbury Power Station! Not terribly appropriate advertising seems to dominate. i.e. half page on meat, one third page Stena Line + 2/3 page on that great Welsh honour a caravan site. If I did not know & love Wales so much these would put me off.
77.	Some colour, more pictures, photos.
78.	Some families have holidays on a shoestring, point out the best deals. B&Bs, Restaurants, Caf�e's, Excursions etc.
79.	Better info on theatre and music.
80.	Some of the pictures of beauty spots could do with being larger and not blurred.
81.	Special offers, discounts.
82.	Suggestion: Some money off vouchers for attractions. Delivered on regular basis this is the first copy we have seen.
83.	The only way to improve is to make it larger (the newspapers not Wales) after reading it shall definitely return after a long break. Have visited Llyn Peninsula, Barmouth, Newquay, Towy, Talybont, Llandudno all were great.
84.	There is a serious need to pinpoint parking places. We could find nowhere to park in Abersoch and would have gone elsewhere until friends put us on a hotel car park. The flexi-pass tickets seem in the exclusive category. Holidays are now very expensive. Many people do not live in the city (or work there!).
85.	There is rather a lot of it. All interesting but time consuming which might lead to it being cast aside. A lot of form filling.
86.	This is the first time I have read "THIS WEEK" and I have found it interesting and informative especially the Welsh language column
87.	This Week is a very useful paper & interesting
88.	This Week is very little different from other tourist publications- what does it offer? It seems very lightweight
89.	This Week Metro is very good for a broad view of Wales. But it does not cover specific areas in depth i.e.; Pembrokeshire, Gower. But is still a very informative paper.
90.	Bigger with even more info.
91.	To have this Magazine on a regular quarterly basis. To be posted for regular readers to their home. Cost would include and cover the postage.
92.	To highlight a Taste of Wales restaurant as a feature.
93.	To include Walking Specials like A) Glyndwr's Way B) Offa's Dyke, C) Snowdon Rambles D) Other walking specials. All to include attractions B & Bs tea stops and literary points of interest (I am willing to contribute to walkers' articles).
94.	Useful facts as it is. Good introduction to Wales – especially for people who maybe are not familiar. We love Wales anyway.
95.	Very good indication of events, shows etc. Possibly include a list of major market days – always make village more interesting etc
96.	Very good magazine. Enjoyed looking at it. Events section interesting. Would hope to be able to get copies in future but had never seen one before.

Readers comments (continued)

97.	Very informative as it is.
98.	Very informative. Being an ex commercial traveller I have stopped mainly in West Wales but seen a large amount of Wales on the whole. Now retired I have never had a holiday in Wales but friends & I take great pleasure in Day trips for the scenery – the unique little towns and peacefulness of the roads. More info on the angling please.
99.	Visited Botanic Garden of Wales. Very good!
100.	We are quite satisfied it is a comprehensive guide for a holidaymaker visiting your lovely Wales. We love the beaches and the surrounding areas. The small restaurants are great at Talybont Harlech + Barmouth. Thanks to all.
101.	Cannot really comment but maybe suggestions from visitors to Wales may give more ideas & recommendations than I am qualified to (***) or advice.
102.	We would like a section on accommodation available in all the different areas of Wales. Especially that which is suitable for short Breaks of 1, 2 & 3 nights B&Bs priced up to about £25 per night or less.
103.	What can you do with children on wet days that doesn't cost an arm & leg, also places that say welcome children.
104.	What's on Walks for the months ahead.
105.	When Rover tickets by public transport are featured a map would be welcome. The map on the back pages is difficult to read. South Wales area too confusing.
106.	Why is the wordsearch prize (at a Cardigan farm for 2 nights) to be taken in the winter months. Possibly snowed in blown away etc. It's a long time to wait for a competition to be drawn.
107.	Why no mention of Fairbourne & Devil's Bridge Railways?
108.	A Children's Page.
109.	Children's activities, child friendly pubs.
110.	Coach companies could advertise their tours and perhaps special offers.
111.	Competitions, enjoyed the Welsh language section.
112.	Confusing where are details no 12 page 4.
113.	Cost of entry to events.
114.	Craft Page, Children's Page.
115.	Deliver to house.
116.	Details regarding walking, free walks leaflets.
117.	Do a better job, Get it right. Represent Wales well. The addresses of your Taste of Wales numbered map (pp 6-7) all wrong. Gareth John is not now at the Red Lion – we stayed there last week (p8).
118.	Do any of the cheese & wine makers do mail order. A list of Tourist Information Centres phone Numbers for main areas would be useful. I was brought up by Welsh speaking grandparents and I am interested in Wales Homecoming 2000 but we do not have a computer, email etc.
119.	A good useful guide. No changes to what' s already here (that is not to say more material should be added or not added).
120.	Earlier distribution
121.	Enjoyed the articles especially Good rest Guide - will see this Diary - useful to have before visit. News of Travel Centre mode very useful. Ireland hopping more details please. News of New Botanic Garden Dome Nr Carmarthen pity it wasn't in the copy I picked up I was unable to take advantage of this years guided tours issue 4.
122.	Excellent as it is at present. Very informative.
123.	Excellent paper. No changes necessary
124.	Feature cycle trails, one edition
125.	Full day walks with maps- circular from car park.
126.	Get the days/dates/months correct. I tried to make sense of info on page 2 and gave up in frustration. This is just silly.
127.	Get the locals to be less insular & more welcoming to spending tourists (Take a lesson from Northumbria or Scotland!)
128.	Hard to say on the evidence of one issue
129.	Have a static caravan at Llysfaen, Colwyn Bay. Welsh origin. Parents Welsh went to school. Llansawel South Wales till 7.
130.	A little more history.
131.	How about an in-depth report of a town or city in each area of Wales Conwy, Gwynedd Llandrindod Wells, Mid Wales etc. Showing the good and bad points of each place out of ten. Availability of this publication is sketchy to say the least how about a postal service for a subscription fee.
132.	I am disabled it would be nice to know about disabled facility's such as entrances & toilets. We always camp. We go to Medieval attractions. We do attend quite a lot of these events. Quite a few are in Wales. I use an electric wheelchair.
133.	I am registered disabled and would like some more information on access and general layout. i.e. how easy to push chair round attractions how flat or hilly how accessible hotel, S/C apartments.
134.	I cant think of anything in particular, your presentation is good, Where to get bus time tables would be helpful.
135.	I found my magazine very useful & interesting. Perhaps some good rustic/rural/countryside/sea/mountain poetry?
136.	I like it reminds me of where I used to live. Keep food & drink info going. Why not some tourist inf office addresses & tel no's. Don't put bits to cutout on top of articles put them over adverts.
137.	I spend a lot of time in North Wales (I have a caravan in Prestatyn but I have never seen This Week before.
139.	I think it is extremely informative just as it is thankyou.
140.	I think that the numbers of items on your maps should be coloured to stand out more. (But not of course if it would cost you more to do so).
141.	I use a motor home to try & see as much as possible. I never "wild camp" always stay on established sites. I am frustrated by the lack of sites open in the winter. I am infuriated by the large number of places who prevent me from visiting by height barriers on car parks. I usually just move on.
142.	A small map next to the events as Welsh names sometimes look the same. It would help to have local events together for example around Dolgellau, Tywyn, Machynlleth. Maybe a local issue as North Wales is so large. A THIS WEEK for each area?
143.	I was disappointed to find only one advertiser "Tweedmill" referred to disabled facilities. No other article or advertisement offered information on wheel chair access into grounds buildings or toilets. As a resident of Penrhyn Bay and wheelchair bound person would have thought it an important and necessary point now.

144.	I would like admission charges shown for events and opening times for exhibitions would be helpful.
145.	I would like it made bigger. Also I suggest it could be photographed in colour. Also more info for people in Wheelchairs.
146.	I would like to see more colour photographs and also larger prints on road maps i.e. larger prints for A roads etc, etc, etc.
147.	I would use number 15 for the following question, instead of using number 14 again.
148.	I would like to see a list of campsites for us campers plus a heart to hearts column for singles who like the welsh and more pages on how to learn welsh and also more historical places to visit like castles.
149.	Include more information about accommodation (or where to find out).
150.	In addition to the small maps of each area a map of the whole of Wales. Also a specific map of Wales highlighting all the train journeys available together with more details of train services and prices. Please could you send future copies of This Week Wales to me.
151.	Include some vouchers for attractions e.g., Buy 1 adult ticket get a child free.
152.	Inclusion of entrance fees in all listings or advertisements, even if only a guide range.
153.	Accuracy in Months (Page 3). List of craft fairs. List of local shows. (When is Berriew show). List of exhibitions. List of gardens open. Market days for each TOW village. Early closing days. Locations of children's play areas.
154.	Increased details of attractions – Swallow Falls, Snowdonia Railway, National Trust properties etc. Otherwise an excellent publication.
155.	Input of disabled facilities. More colour print.
156.	Interesting.
157.	Interesting short visits to Central Wales.
158.	Interviews with famous Welsh celebrities with insight into their roots and birth places.
159.	Introduction to familiar every day phrases from English into Welsh language. Very informative paper. Local maps for various locations - excellent. Taste of Wales restaurants to the first time tourist & especially overseas visitors very welcome.
160.	It appears both well laid out and comprehensive I cannot think of any changes at this time.
161.	It would be very acceptable to include discount vouchers for visiting places of interest especially for senior citizens.
162.	Its all fine and splendid to me. I've got a Welsh language translation book – a relative in Fairbourne sent it to me as I love your language.
163.	It's OK but lacks energy. Needs a younger approach to attract families. Too conservative a view. Ambiguous and not direct in approach.
164.	All quite informative.
165.	Its okay as it is. More competitions would be nice.
166.	Just keep this paper going. I will look for it again when we visit Wales next year.
167.	Just more pages with more places to visit. Thank you very much.
168.	Just to say 1st time we've had paper, did not know it existed, enjoyed it will keep our eyes open when going to Asda's.
169.	Less rain, warmer days.
170.	Little maps how to get there would be useful. An idea of mileage from centres.
171.	Local recipes, wines, breweries, foods
172.	Map and road plan to the new Garden dome.
173.	Maybe a children's section.
174.	Maybe more pages like pages re. Caernarfon of different place in North Wales and events and places of interest there. However it is a very good and informative tourist paper, which we found very helpful.
175.	Although I am English my husband speaks Welsh it would be nice to be able to read Welsh in your paper. Please can we have an article on farming. Thank you for your Freedom of Wales it is most interesting.
176.	Maybe some money off vouchers.
177.	Money off vouchers. Sites of millshops & shopping centres listed.
178.	Money off vouchers. Sites of millshops & shopping centres listed.
179.	More about rail services. Your map still shows the Conwy Valley Railway ending at Llan Ffestiniog. It does not. How about a section on real ale pubs.
180.	More angling information please.
181.	More availability of the paper. Even when in Wales I had never seen a copy before.
182.	More colour & better paper. Cycling routes & trails.
183.	More colour printing.
184.	More competitions.
185.	More competitions.
186.	Any chance of translating Welsh into English or vice versa.
187.	More competitions should be included.
188.	More competitions. Prize incentive for returned copies.
189.	More competitions. Coupons with cash off places of interest.
190.	More competitions. Free prize draws.
191.	More competitions. I liked the Taste of Wales wordsearch competition.
192.	More competitions. More readily available. First we've seen (Indoor Swimming pools listed).
193.	More crosswords. All attractions priced.
194.	More descriptions of places of interest.
195.	More detailed information on a few of the sites.
196.	More info about what's on with opening times cost etc. What about a what's on in winter edition. A list of good places to eat with opening times required.

Tabulated data

Question	Response	%
1. When did you first visit Wales	1910s	0
	1920s	2
	1930s	7
	1940s	15
	1950s	20
	1960s	16
	1970s	15
	1980s	6
	1990s	9
	2000	1
	Not stated	9
2. When did you last visit Wales?	-	-
3.1 During this visit, how many members in your party?	1	8
	2	48
	3	13
	4	12
	5+	12
	Not stated	7
3.2 During this visit, how many nights are you staying in Wales?	0 (Day visitors)	33
	1	4
	2	9
	3	9
	4	9
	5	4
	6	4
	7	16
	8+	12
4. During this visit, what accommodation are you staying in?	Caravan site	21
	Hotel	20
	Self-catering	14
	Farmhouse	3
	Guesthouse	9
	Staying with friends/relatives	8
	Camp site	5
	Other	7
Not stated	13	
5. Where did you pick up your copy of Freedom of Wales?	Asda (in England)	38
	Tescos (in England)	27
	Delivered to home address	15
	Manchester Trafford Centre	5
	Tourist Information Centre	3
	Tescos (in Wales)	2
	Asda (in Wales)	1
	Safeways (in England)	1
	Safeways (in Wales)	0
	Shell filling station	0
	Little Chef	0
	Railway Station	0
	Other	7
Not stated	1	

Question	Response	%
5.1 When did you pick up your copy of This Week?	Before arrival	2
	Day of arrival	19
	Day after arrival	40
	Some other time	39
5.2 Where did you pick up your copy of This Week?	Tourist Information Centre	49
	Holiday Accommodation	21
	Supermarket	7
	Roadside restaurant	6
	Railway Station	2
6. How helpful did you find your copy of This Week/Freedom of Wales?	Other	15
	Very helpful	59
	Helpful	36
	Not very helpful	3
7. Has This Week/Freedom of Wales (this issue or a previous issue) influenced the likelihood of me/us returning?	Not stated	2
	More likely	64
	Less likely	1
	Little or no effect	32
8. Is this the first time you have seen a copy of This Week/Freedom of Wales?	Not stated	3
	Yes	83
	No	16
9. Would you have visited Wales this time if you had never seen This Week/Freedom of Wales?	Not stated	1
	Yes	72
	No	2
	Don't know	12
10. How are you travelling?	Not stated	14
	Car	81
	Public transport	13
	Other	5
11. Which of the following are you more likely to do in Wales as a result of reading This Week/Freedom of Wales?	Not stated	1
	Make a scenic rail trip	43
	Visit an attraction by bus or train	24
	Take a ride on a bus	12
	Hire a bicycle	4
12. How likely are you to visit Wales in the next twelve months?	Not stated	17
	Very likely	70
	Likely	19
	Unlikely	2
	Very unlikely	2
	Don't know	6
13. How many short breaks/holidays do you take in a year?	Not stated	1
	1	5
	2	26
	3	15
	4	13
	5+	19
	Not stated	8
14. What changes (if any) would you like to see made to This Week/Freedom of Wales?	Other	14
	Comment	196
	No comment	120
	Total sample	316