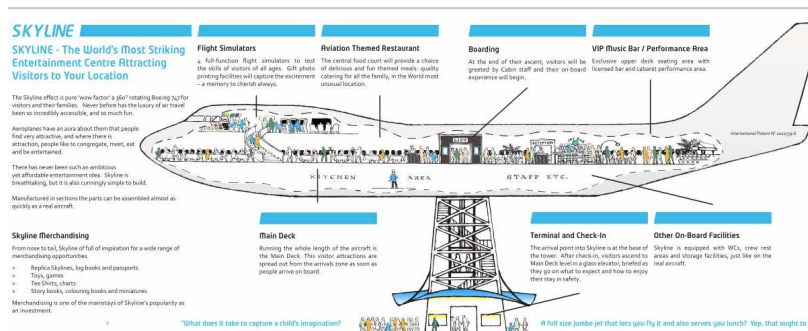


SKYLINE
can fly

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Skyline Conceptual Test Survey



Short Summary

Dates of Survey

3 – 13 September 2011

Date of Report

21 September 2011

SKYLINE

**RICHARD
HUNT
GROUP**

**Coventry
University**
London Campus

Skyline Conceptual Test Survey

Short Summary

Legal Notice and Acknowledgements

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The authors would like to thank the following for their assistance in completing this survey:

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London and Partners	Transport for London
AEG Limited	EDF Energy London Eye
The National Gallery	County Hall
The Southbank Centre	Westminster City Council

... and the 226 Londoners and visitors to London who completed the survey.

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1. An Introduction to the Research

The research was commissioned to test the Skyline concept on the buying public in the city of London, a global tourist centre. The study aimed to determine the target market, examine consumer decision-making variables and determine entertainment preferences with specific details as to customer preferences for the type of attraction and particular activities and also the optimum price structure and revenues for each activity. The core research questions were:

What are the internal and external factors which will make visitors travel to Skyline and experience Skyline entertainment activities?

How do these factors affect people's decision to visit Skyline and experience Skyline entertainment activities?

Factors considered in the research included destination 'attractiveness' and other motivating factors in the tourist decision making process:

Attractiveness

- Quantity of attributes
- Significant attributes unique characteristics,
- Largest 'factor of influence' in each distinct group.

Internal and external factors.

- Internal factors include personal motivators, personality, disposable income, past experiences, etc.
- External factors comprise factors such as a product's adequacy and availability, trip agents' advice, the mode of transport that consumers use from their home to destination, recommendations by word of mouth, etc.

Push and pull factors

- examples of push factors are; they I have not visited before, to experience new and different lifestyles,

- Pull factors include beautiful beaches, safe destination, convenience of visa, heritage sites, affordability, etc.

Other Motivating Factors- Intention-Behaviour Theories

Theory of reasoned action (TRA)

- Describes that individuals are often rational and think about implications of their actions before making a decision

The theory of planned behaviour (TPB)

- Describes how a decision itself may affect other decisions, for example, people who travel to Skyline may not visit the Skyline restaurant, not because they are not attracted by it, but because they only 'intended' to try a flight simulator.

The conceptual test survey at **Appendix 1** was designed to answer the research questions and carried out in West and Central London and Greenwich between 3rd and 13th September. The survey involved interviews lasting 5 – 7 minutes with members of the public. 226 surveys were completed including 70 without an interviewer present. 210 surveys were analysed. 16 incomplete / spoiled surveys were discounted.



The Skyline Survey Team

2. Pre-Survey Target Market, Segmentation and Proposition

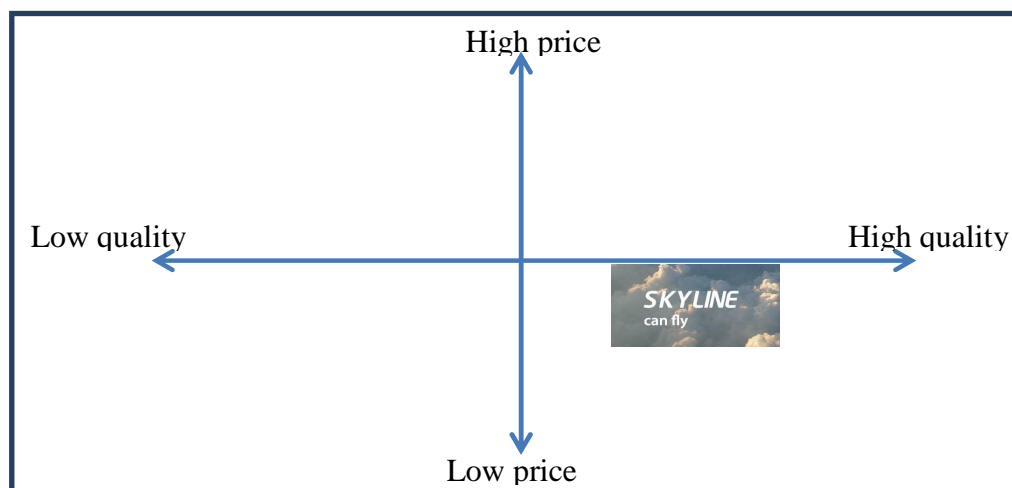
The survey was designed to investigate the following possible target markets:

- 1) Medium to high income individual or families, including local residents and UK and overseas tourists;
- 2) People who may wish to experience new innovative corporate entertainment;
- 3) People who might be attracted by the aviation theme.

We segmented the target market as follows:

- 1) Segmentation through demographics.
- 2) Segmentation through Middle and High income groups
- 3) Segmentation through entertainment preferences (people who like to go to restaurants, watch sport on TV, play video games, go to bars, etc.

Positioning is categorised by quality and price as shown below. Skyline is categorised as high quality entertainment venue at a medium price.



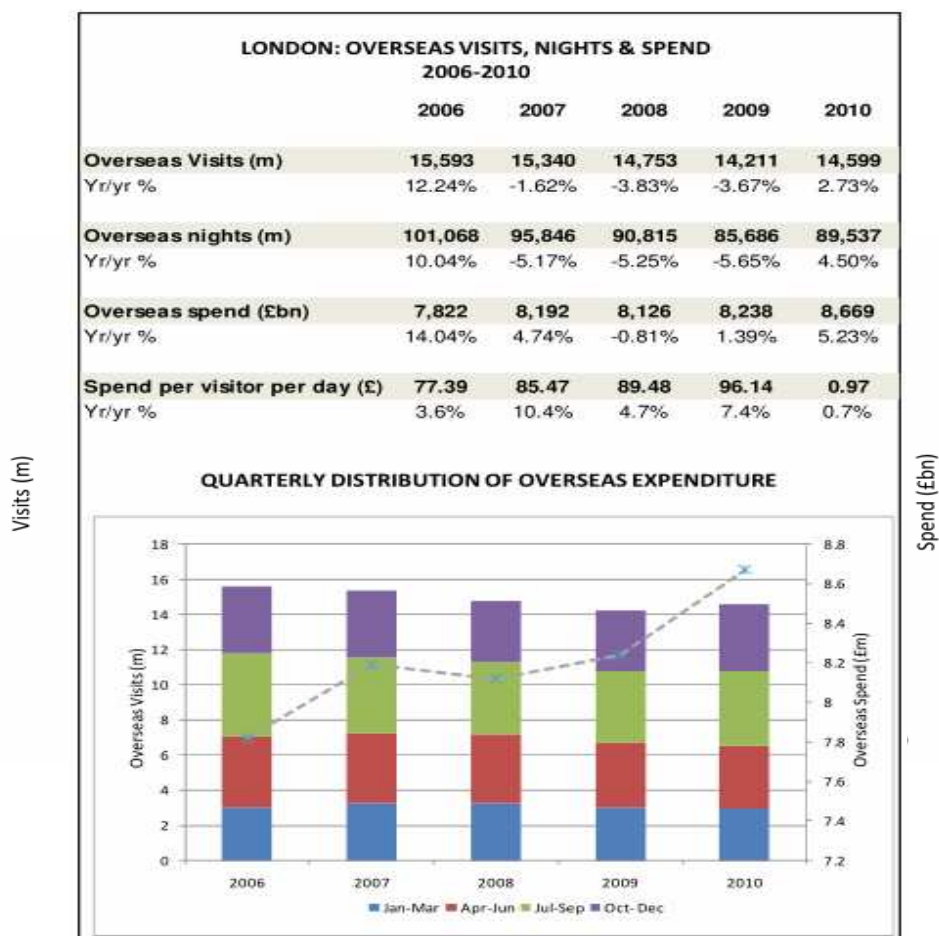
3. Economic Background - London Tourism Market Facts and Figures

LONDON: VISITS, NIGHTS & SPEND (excl day visits) 2006 - 2010

	2006	2007	2008	2009	2010
Visits (m)					
Domestic*	10.96	10.1	11.3	10.8	11.6
Overseas	15.6	15.3	14.8	14.1	14.6
TOTAL VISITS	26.6	25.4	26.1	24.9	26.2
Nights (m)					
Domestic*	24.6	23.4	27.4	23.8	24.9
Overseas	101.1	95.8	90.9	84.8	89.5
TOTAL NIGHTS	125.7	119.2	118.3	108.6	114.4
Spend (£bn)					
Domestic*	2.3	2.2	2.4	2.2	2.5
Overseas	7.8	8.2	8.1	8.3	8.7
TOTAL SPEND	10.1	10.4	10.5	10.5	11.2

Source: London & Partners 2011

- In 2010 London attracted 26.2 million staying visits, a growth of 5% against the previous year (Source: London & Partners 2011).
- In spite of the recession that has impacted global tourism since 2007, London remains the world number one city destination for international tourists (Source: London & Partners 2011).
- London's overseas market generates the major part of tourist income, £8.7 billion in 2010 (78 % of the total) from 14.6 million visits (Source: London & Partners 2011).
- Overseas visitors spent an average of £593 per trip in London in 2010, with an average of 6.1 days stay in the capital (Source: London & Partners 2011).
- After the 2009 economic situation, London's domestic market revived in 2010, to 11.6 million visits (a 7.4% increase on 2009), yielding £2.5 billion in receipts, up by 13% (Source: London & Partners 2011).
- Despite some difficulty in 2010 (poor weather; volcanic ash clouds; industrial disputes), international visits to London increased 2.7%, while receipts were boosted to the tune of 5.2% (Source: London & Partners 2011).



Source: London & Partners 2011

4. Survey Findings

The analysis is divided into two parts; quantitative and qualitative data analysis. The further qualitative analysis helped us to understand reasons why interviewees respond to questions differently and furnished us with additional individual ideas, preferences and requirements.

SPSS was used to analyse, compare, and check the quantitative data, chart the variables, and report on reliability and credibility.

Based on our findings, the *external* factors which most attract visitors to Skyline include the location and the specific characteristics of the entertainments on offer such as Skyline flight simulator, restaurant, and bar. Given the overwhelming popularity of and approval for Skyline, there seems to be much less variation according to *internal* factors such as personal interest, attitude, lifestyle, etc.

Tourist motivations also depended upon *push* and *pull* factors. The survey results show that people desire to go if Skyline provides interesting entertainment activities, is located near interesting locations, and is fun and exciting and offers something 'special'.

The **quantitative analysis** and findings showed the following:

- Skyline is most popular with 'Professionals' and 'Students'
- All age groups over 20 years old were interested in the flight simulators, with the target market overall being 20-30 years
- Most attractive for the target group was (in order)
 - o Flight simulators (1)
 - o Performance area/music bar (2)
 - o Restaurant (3)

Every age group was found to be attracted to the flight simulators: (age 20-30) 41 out of 89 (46%) or 19.5% of the total, (age 30-40) 21 out of 47 (44%) or 10% of the total, and (age 40-50) 16 out of 25 (64%) or 7.5% of the total. It is planned that visitors to a flight simulator will have a 5 minute orientation and choose from different

lengths of session time (10 minutes for £22, 20 minutes for £36, and 30 minutes for £48). Visitors can also choose which airport they wish to experience in their session (London Heathrow, Hong Kong International Airport, or Los Angeles International Airport, other).

People in the 40-50 year age group thought that the flight simulator was the most attractive.

People in the 30-40 year age range thought that the music bar and performance area was the most attractive.

People aged 60 or over thought found the aviation themed restaurant is the most attractive.

The following pricing structure / selection of entertainments was preferred by the interviewees:

- Flight simulators
 - £2 per minute for 10 minutes (£20)
 - £1.5 per minute for 20 mins (£30) (most popular, and is recommended pricing)
 - £1.2 per minute for 30 mins (£36)
- Performance area/music bar
 - Live performance, seating should resemble a first class lounge, a variety of music (more pop for younger, more jazz-smooth for older), and dance. Sport on TV was a popular but less so than dance, Karaoke was not popular at all.
 - Average Music Bar spend can be expected to be in the region of £11-£20.
- Restaurant,
 - Should be an aviation themed environment but much better than in-flight food. Menu should include both options for 'fine dining' (preferred by 20-30 year group) and 'bistro' (preferred by 30-40 year group)

- Average restaurant spend can be expected to be in the region of £11-£20 per person.
- Level of interest in Skyline is relatively strong for visiting Skyline and probably more than once. An internal motivating factor is personal interest in aviation and the aviation theme. The strong interest in aviation has supported approval for the concept.

The **qualitative analysis** and findings show that:

- Most people show strong approval for the Skyline concept because it is new and looks fun and exciting.
- Respondent interest in Skyline is heavily motivated and influenced by transportation. People expect Skyline to be located in Central London where they can easily travel.
- Potential visitors are more interested if Skyline is located near river, park, and other attractions.
- Potential visitors expect a good view when they are onboard the attraction.

Ideas from interviewees for improvements included the following:

- First class/Executive jet style lounge in the bar.
- Themed events.
- Skyline photo service on the upper deck/flight simulators be extended to include a cockpit photo opportunity, perhaps with an original cockpit installation reclaimed from a real aircraft.
- A ground level event / overspill / exhibition space.

Full details of the findings are presented in the appendices.

Appendices

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Appendix 1 - Survey Questions

Please ✓ the appropriate box and fill in the blanks.

General information

- | | | | | | | |
|-----------|---|--------------------------|---------------------|---|--------------------------|------------|
| 1. Gender | 1 | <input type="checkbox"/> | Male | 2 | <input type="checkbox"/> | Female |
| 2. Age | 1 | <input type="checkbox"/> | Under 20 | 2 | <input type="checkbox"/> | 20 to 30 |
| | 3 | <input type="checkbox"/> | 30 to 40 | 4 | <input type="checkbox"/> | 40 to 50 |
| | 5 | <input type="checkbox"/> | 50 to 60 | 6 | <input type="checkbox"/> | 60 or over |
| | | <input type="checkbox"/> | Not prepared to say | | | |

List questions

Please ✓ all that apply.

Residency

- 3) My permanent home is in
- | | |
|-----------------------------|--------------------------|
| Greater London | <input type="checkbox"/> |
| UK (outside greater London) | <input type="checkbox"/> |
| Overseas | <input type="checkbox"/> |

List questions

4) Occupation

- | | |
|--|--------------------------|
| Managers, Directors and Senior Officials | <input type="checkbox"/> |
| Professional Occupations | <input type="checkbox"/> |
| Associate Professional and Technical Occupations | <input type="checkbox"/> |
| Administrative and Secretarial Occupations | <input type="checkbox"/> |
| Skilled Trades Occupations | <input type="checkbox"/> |
| Caring, Leisure and Other Service | <input type="checkbox"/> |
| Sales and Customer Service Occupations | <input type="checkbox"/> |
| Full-time student | <input type="checkbox"/> |
| Other, please specify _____ | |

List questions

5) Reason for your trip to London (tick all that apply)

- Business
- Leisure / tourism
- Visiting friends and/or relatives
- Educational or research trip
- Exploring new places
- None of these

Open questions

Please state reason _____

6). Nationality (Country) _____ Residency (Country) _____

Visiting Habits

7). How often do you visit London leisure attractions, for example, The London Eye, Museums, Royal Palaces, etc?

- Frequently (more than once a month)
- Infrequently (less than once a month)

Category questions

8). When visiting Central London, how do you normally travel?

- Car Coach tour Overground train
- Underground train Bus Fast ferry service
- Cycle Walk other, please specify

List questions

.....

Open question

9). Where would you like to see Skyline located?

.....

Please examine the diagram of Skyline and the aviation themed restaurant and music bar and then answer these questions.

10). Please rank each of Skyline’s entertainments listed below in order 1, 2 or 3 based on their attractiveness to you. 1 is the most attractive and 3 is the least.

Skyline activity	Attractiveness
Flight simulators	[]
Music Bar / Performance Area	[]
Aviation themed restaurant	[]

Ranking questions

11). Are you afraid of flying?

- Yes, I am (please go to question 12) No, I am not (please go to question 13)

12). If Skyline had activities to help you to overcome your fear of flying, would you be interested in coming to them?

- Yes, I would No, I would not

Category questions

13). Which world famous airport runways would you like to ‘visit’ in a Skyline flight simulator session? You may choose more than one choice.

- London Heathrow (World’s busiest airport)
- Hong Kong International Airport (World’s best airport at 2011 awarded by Skytrax)
- Los Angeles International Airport
- Other, please specify
- I’m not sure.

14). How much would you expect to spend on the Skyline flight simulator session?

- £2 per minutes for 10 minutes (total £ 20) (plus 5 minutes orientation)
- £1.8 per minutes for 20 minutes (total £ 36) (plus 5 minutes orientation)
- £1.6 per minutes for 30 minutes (total £ 48) (plus 5 minutes orientation)
- Other, please specify.....

Please examine the Skyline diagram and ✓ the appropriate box

Rating questions

Strongly agree Partly agree Not sure Partly disagree Strongly disagree

21). Do the activities sound:

- | | | | | | |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a) fun and exciting? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b) a new experience for me? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c) very innovative? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d) suitable for corporate entertainment? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Strongly agree Partly agree Not sure Partly disagree Strongly disagree

Rating questions

22). What is your opinion now that you have been introduced to Skyline?

- | | | | | | |
|---|--------------------------|-------------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | a) I like the Skyline concept | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b) I would like to visit Skyline | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c) I would probably visit Skyline more than once. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d) I would recommend Skyline to my friends. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e) I would take my family to visit Skyline | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

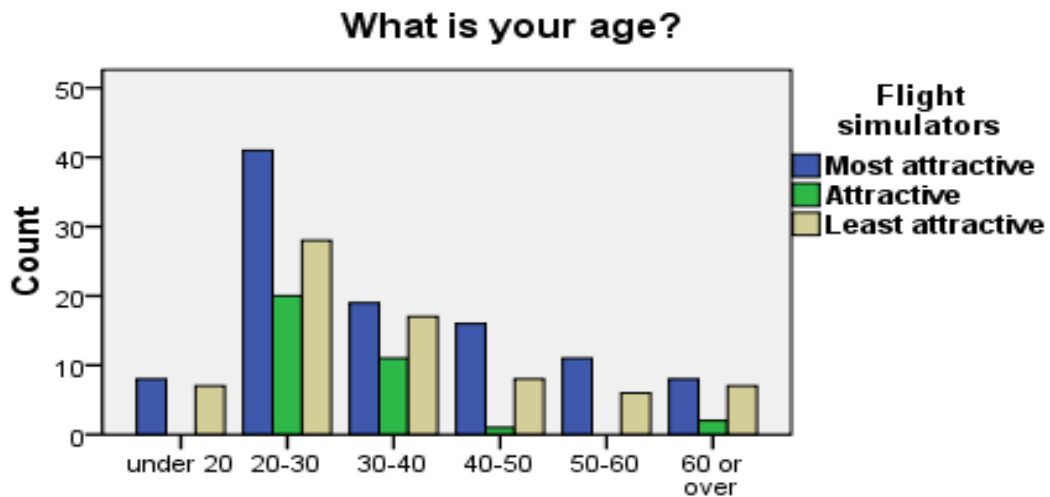
23). Please list any additional entertainment options that you would like to see aboard Skyline

.....

Thank you for helping us to complete this survey!

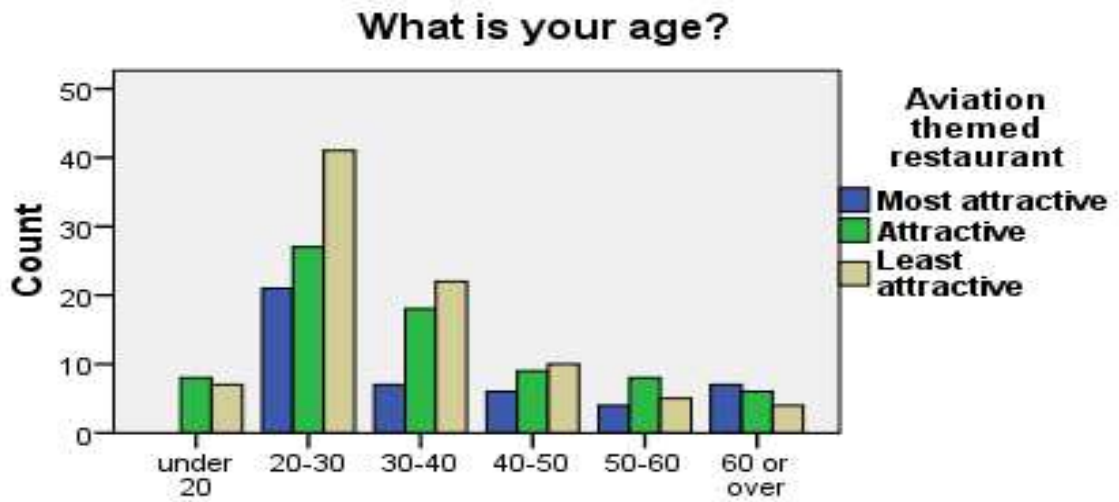
Appendix 2 - Comparing age with the proposed options for Skyline entertainment to establish preferences

The figures below show how the different age groups rank the relative attractiveness of the onboard Skyline entertainment options. Number 1 in each table represents the 'most attractive', 2 shows 'attractive', and 3 is the 'least attractive'.



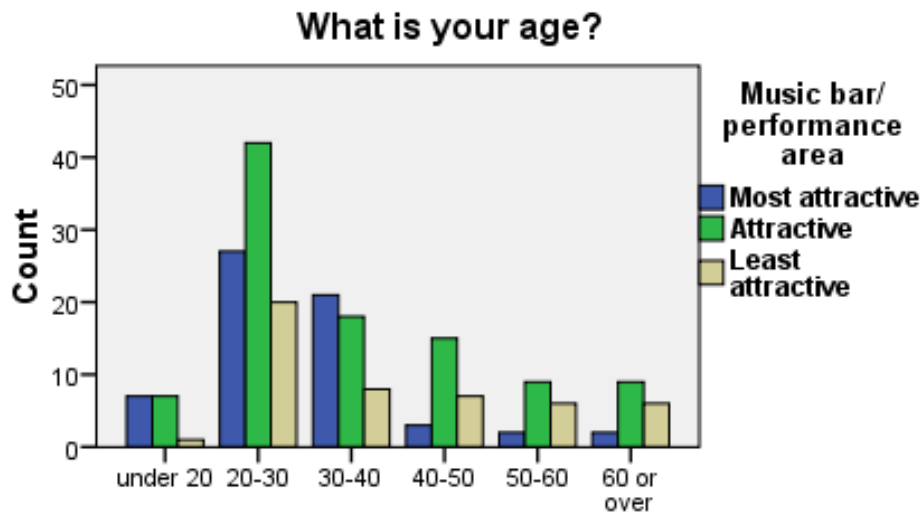
What is your age * Flight simulators Crosstabulation

		Flight simulators			Total	
		1	2	3		
What is your age	under 20	Count	8	0	7	15
		% of Total	3.8%	.0%	3.3%	7.1%
	20-30	Count	41	20	28	89
		% of Total	19.5%	9.5%	13.3%	42.4%
	30-40	Count	19	11	17	47
		% of Total	9.0%	5.2%	8.1%	22.4%
	40-50	Count	16	1	8	25
		% of Total	7.6%	.5%	3.8%	11.9%
	50-60	Count	11	0	6	17
		% of Total	5.2%	.0%	2.9%	8.1%
	60 or over	Count	8	2	7	17
		% of Total	3.8%	1.0%	3.3%	8.1%
Total		Count	103	34	73	210
		% of Total	49.0%	16.2%	34.8%	100.0%



What is your age * Aviation themed restaurant Cross tabulation

		Aviation themed restaurant			Total	
		1	2	3		
What is your age	under 20	Count	0	8	7	15
		% of Total	.0%	3.8%	3.3%	7.1%
	20-30	Count	21	27	41	89
		% of Total	10.0%	12.9%	19.5%	42.4%
	30-40	Count	7	18	22	47
		% of Total	3.3%	8.6%	10.5%	22.4%
	40-50	Count	6	9	10	25
		% of Total	2.9%	4.3%	4.8%	11.9%
	50-60	Count	4	8	5	17
		% of Total	1.9%	3.8%	2.4%	8.1%
	60 or over	Count	7	6	4	17
		% of Total	3.3%	2.9%	1.9%	8.1%
Total	Count	45	76	89	210	
	% of Total	21.4%	36.2%	42.4%	100.0%	



What is your age * Music bar/performance area Cross tabulation

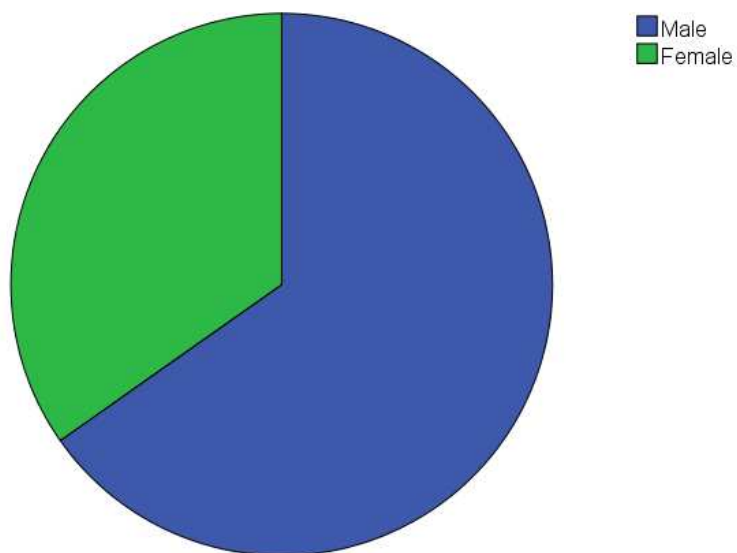
		Music bar/ performance area			Total	
		1	2	3		
What is your age	under 20	Count	7	7	1	15
		% of Total	3.3%	3.3%	.5%	7.1%
	20-30	Count	27	42	20	89
		% of Total	12.9%	20.0%	9.5%	42.4%
	30-40	Count	21	18	8	47
		% of Total	10.0%	8.6%	3.8%	22.4%
	40-50	Count	3	15	7	25
		% of Total	1.4%	7.1%	3.3%	11.9%
	50-60	Count	2	9	6	17
		% of Total	1.0%	4.3%	2.9%	8.1%
	60 or over	Count	2	9	6	17
		% of Total	1.0%	4.3%	2.9%	8.1%
	Total	Count	62	100	48	210
		% of Total	29.5%	47.6%	22.9%	100.0%

Appendix 3 - Gender

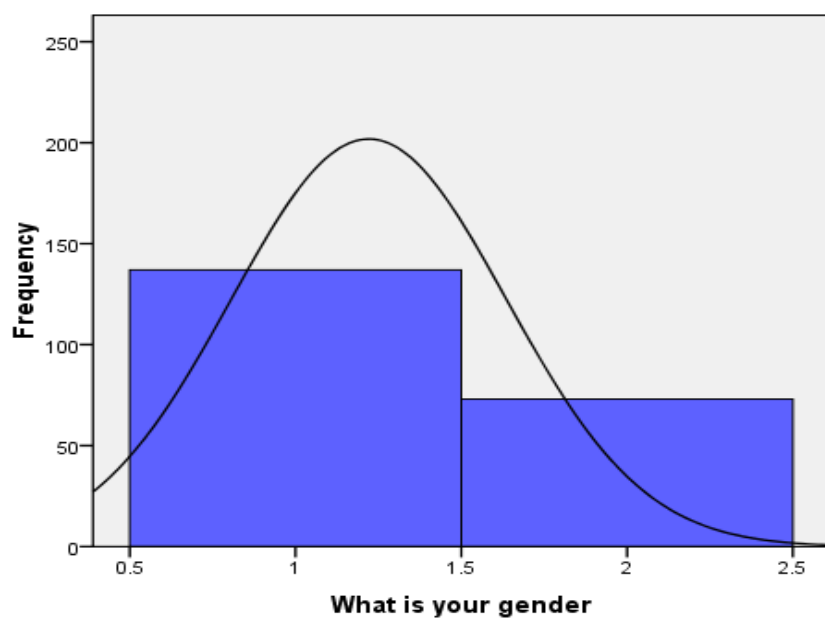
What is your gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	137	65.2	65.2	65.2
	Female	73	34.8	34.8	100.0
	Total	210	100.0	100.0	

What is your gender



Histogram



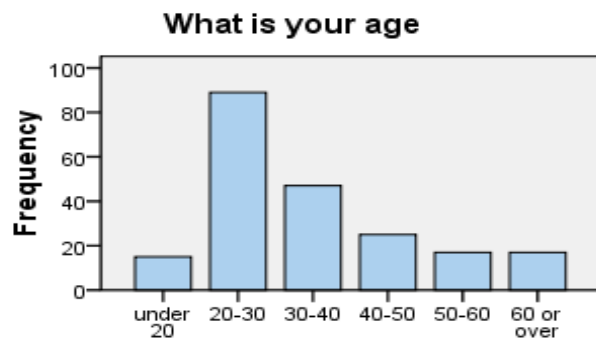
Appendix 4 - Age Ranges

What is your age

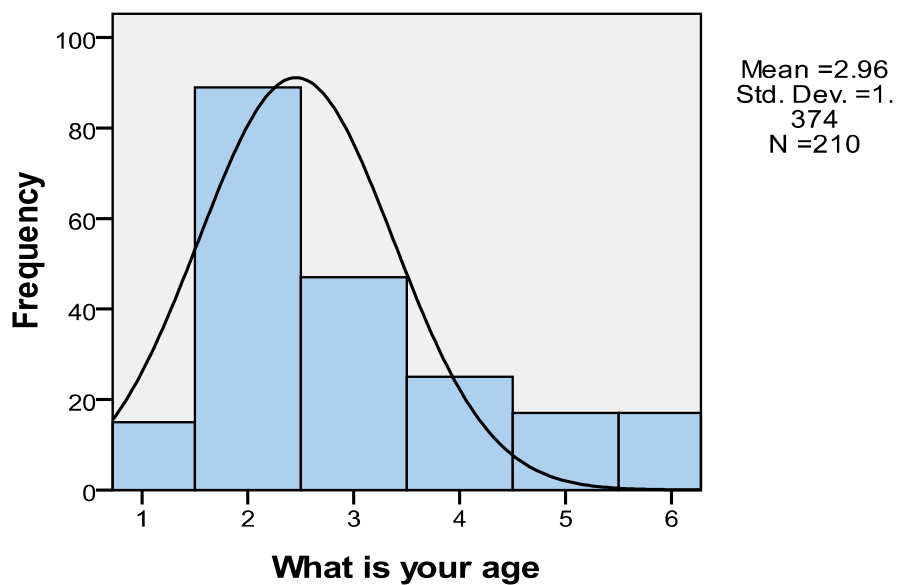
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid under 20	15	7.1	7.1	7.1
20-30	89	42.4	42.4	49.5
30-40	47	22.4	22.4	71.9
40-50	25	11.9	11.9	83.8
50-60	17	8.1	8.1	91.9
60 or over	17	8.1	8.1	100.0
Total	210	100.0	100.0	

Statistics

What is your age		
N	Valid	210
	Missing	0
Mean		2.96
Std. Error of Mean		.095
Median		3.00
Mode		2
Std. Deviation		1.374
Variance		1.888
Range		5
Minimum		1
Maximum		6



Histogram



Appendix 5 - Residency

Where is your permanent home

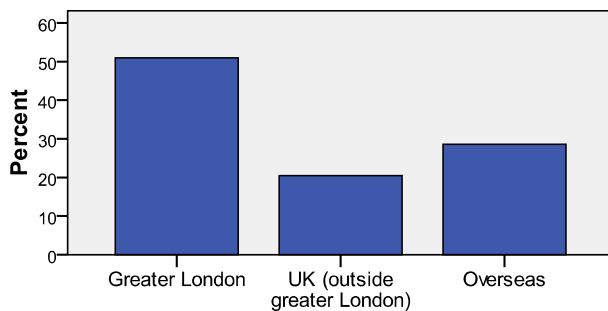
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Greater London	107	51.0	51.0	51.0
UK (outside greater London)	43	20.5	20.5	71.4
Overseas	60	28.6	28.6	100.0
Total	210	100.0	100.0	

Statistics

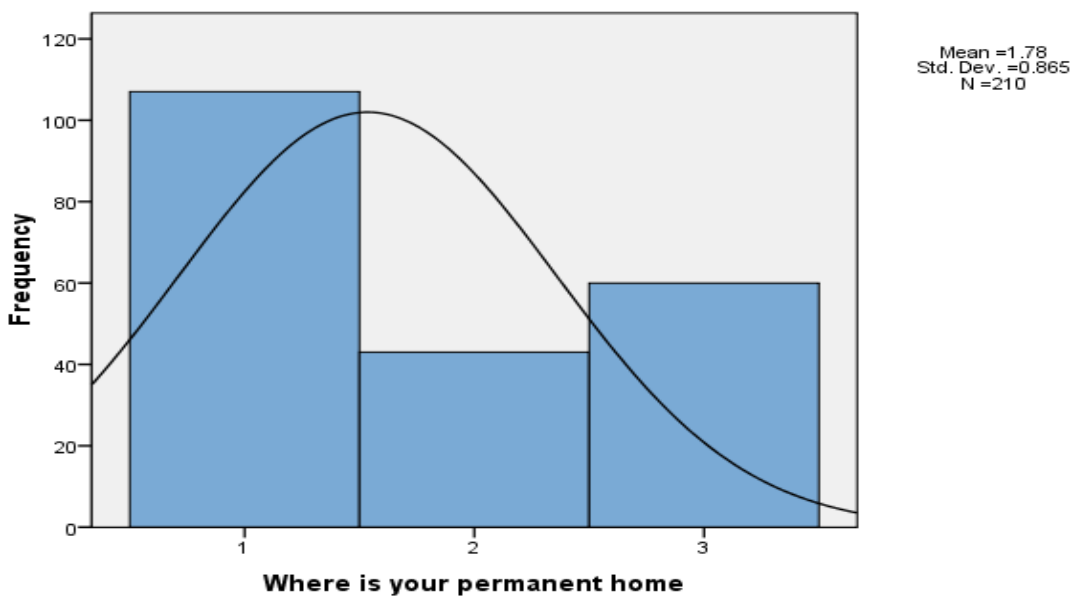
Where is your permanent home

N	Valid	210
	Missing	0
Mean		1.78
Std. Error of Mean		.060
Median		1.00
Mode		1
Std. Deviation		.865
Variance		.749
Range		2
Minimum		1
Maximum		3
Sum		373

Where is your permanent home



Histogram



Appendix 6 - Occupation

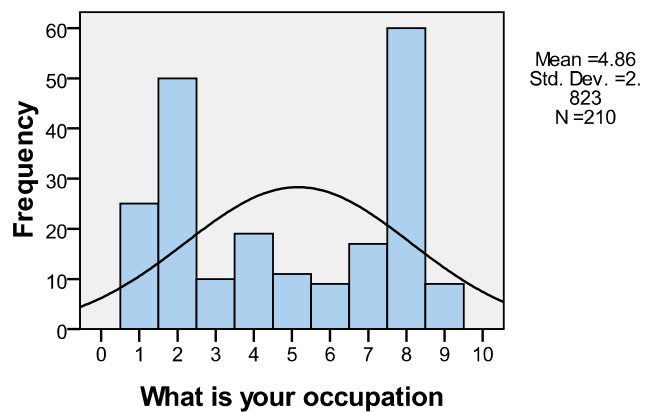
What is your occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Managers, Directors, and Senior Officials	25	11.9	11.9	11.9
	Professional Occupations	50	23.8	23.8	35.7
	Associate Professional and Technical Occupations	10	4.8	4.8	40.5
	Administrative and Secretarial Occupation	19	9.0	9.0	49.5
	Skill Trades Occupations	11	5.2	5.2	54.8
	Caring, Leisure and Other Service	9	4.3	4.3	59.0
	Sales and Customer Service Occupations	17	8.1	8.1	67.1
	Full-time student	60	28.6	28.6	95.7
	Retire and unemployed	9	4.3	4.3	100.0
	Total	210	100.0	100.0	

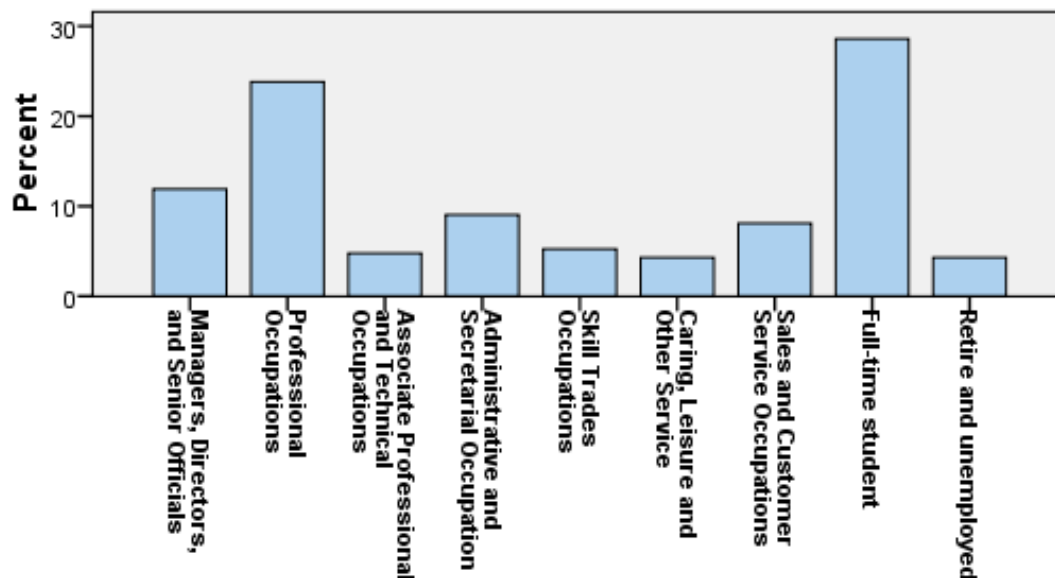
Statistics

What is your occupation		
N	Valid	210
	Missing	0
Mean		4.86
Std. Error of Mean		.195
Median		5.00
Mode		8
Std. Deviation		2.823
Variance		7.970
Range		8
Minimum		1
Maximum		9

Histogram



What is your occupation



Appendix 7 - Reasons for trip to London

What are your reasons for a trip in London

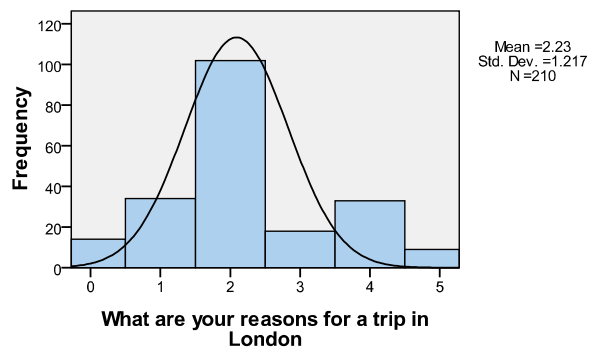
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid None	14	6.7	6.7	6.7
Business	34	16.2	16.2	22.9
Leisure/ tourism	102	48.6	48.6	71.4
Visiting friends and/or relatives	18	8.6	8.6	80.0
Educational or research trip	33	15.7	15.7	95.7
Exploring new places	9	4.3	4.3	100.0
Total	210	100.0	100.0	

Statistics

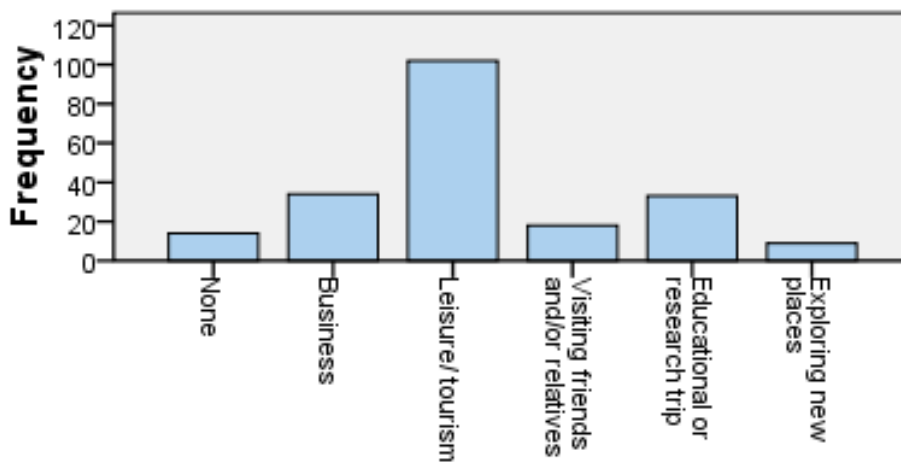
What are your reasons for a trip in London

N	Valid	210
	Missing	0
Mean		2.23
Std. Error of Mean		.084
Median		2.00
Mode		2
Std. Deviation		1.217
Variance		1.481
Range		5
Minimum		0
Maximum		5

Histogram



What are your reasons for a trip in London



Appendix 8 - Nationality

What is your Nationality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	African	1	.5	.5	.5
	American	7	3.3	3.3	3.8
	Argentina	1	.5	.5	4.3
	Australian	3	1.4	1.4	5.7
	Bangladesh	1	.5	.5	6.2
	Bangladeshi	3	1.4	1.4	7.6
	British	98	46.7	46.7	54.3
	Burmese	1	.5	.5	54.8
	Canadian	2	1.0	1.0	55.7
	caribbean	1	.5	.5	56.2
	Chinese	4	1.9	1.9	58.1
	Cyprus	1	.5	.5	58.6
	Dutch	1	.5	.5	59.0
	English	1	.5	.5	59.5
	Filipino	1	.5	.5	60.0
	French	1	.5	.5	60.5
	Gambia	1	.5	.5	61.0
	German	7	3.3	3.3	64.3
	Ghana	1	.5	.5	64.8
	Indian	17	8.1	8.1	72.9
	Irish	5	2.4	2.4	75.2
	Italian	2	1.0	1.0	76.2
	Jamaica	1	.5	.5	76.7
	Jordan	1	.5	.5	77.1
	Kenyan	1	.5	.5	77.6
	Latvia	1	.5	.5	78.1
	Lith	2	1.0	1.0	79.0
	Malian	1	.5	.5	79.5
	Mauntius	1	.5	.5	80.0
	Nepalese	4	1.9	1.9	81.9
	New Zealand	2	1.0	1.0	82.9
	Nigerian	4	1.9	1.9	84.8
	Pakistani	4	1.9	1.9	86.7
	Polish	2	1.0	1.0	87.6
	Russia	1	.5	.5	88.1
	Saudi	1	.5	.5	88.6
	Scotland	1	.5	.5	89.0
	Sierra Leonean	5	2.4	2.4	91.4
	South African	5	2.4	2.4	93.8
	South American	1	.5	.5	94.3
	Spanish	6	2.9	2.9	97.1
	Srilankan	2	1.0	1.0	98.1
	Sumali	1	.5	.5	98.6
	Thai	2	1.0	1.0	99.5
	Vietnam	1	.5	.5	100.0
	Total	210	100.0	100.0	

Appendix 9 - Visiting habits

How often do you visit London leisure attractions

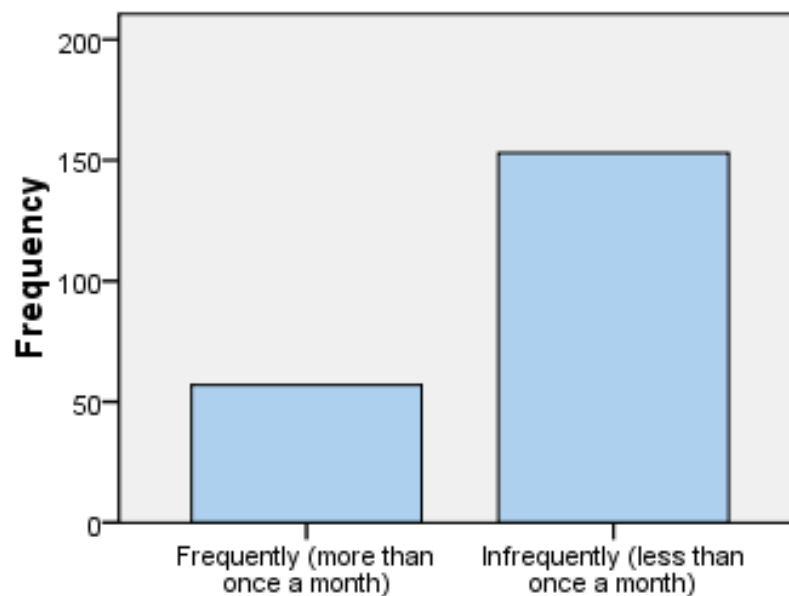
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Frequently (more than once a month)	57	27.1	27.1	27.1
Infrequently (less than once a month)	153	72.9	72.9	100.0
Total	210	100.0	100.0	

Statistics

How often do you visit London leisure attractions

N	Valid	210
	Missing	0
Mean		1.73
Std. Error of Mean		.031
Median		2.00
Mode		2
Std. Deviation		.446
Variance		.199
Range		1
Minimum		1
Maximum		2

How often do you visit London leisure attractions



Appendix 10 - Comparing occupation with spending on the flight simulators

What is your occupation * How much would you expect to spend on the Skyline flight simulator session Crosstabulation

			How much would you expect to spend on the Skyline flight simulator session			Total
			£2 per minutes for 10 minutes (total £ 20) (plus 5 minutes orientation)	£1.8 per minutes for 20 minutes (total £ 36) (plus 5 minutes orientation)	£1.6 per minutes for 30 minutes (total £ 48) (plus 5 minutes orientation)	
What is your occupation	Managers, Directors, and Senior Officials	Count	8	9	8	25
		% within What is your occupation	32.0%	36.0%	32.0%	100.0%
	Professional Occupations	Count	24	18	8	50
		% within What is your occupation	48.0%	36.0%	16.0%	100.0%
	Associate Professional and Technical Occupations	Count	3	5	2	10
		% within What is your occupation	30.0%	50.0%	20.0%	100.0%
	Administrative and Secretarial Occupation	Count	12	4	3	19
		% within What is your occupation	63.2%	21.1%	15.8%	100.0%
	Skill Trades Occupations	Count	4	3	4	11
		% within What is your occupation	36.4%	27.3%	36.4%	100.0%
Caring, Leisure and Other Service	Count	6	3	0	9	
	% within What is your occupation	66.7%	33.3%	.0%	100.0%	
Sales and Customer Service Occupations	Count	12	4	1	17	
	% within What is your occupation	70.6%	23.5%	5.9%	100.0%	
Full-time student	Count	24	24	12	60	
	% within What is your occupation	40.0%	40.0%	20.0%	100.0%	
Retire and unemployed	Count	8	1	0	9	
	% within What is your occupation	88.9%	11.1%	.0%	100.0%	
Total	Count	101	71	38	210	
	% within What is your occupation	48.1%	33.8%	18.1%	100.0%	

Appendix 11 - Comparing age ranges with spending on the flight simulators

What is your age * How much would you expect to spend on the Skyline flight simulator session Crosstabulation

			How much would you expect to spend on the Skyline flight simulator session			Total
			£2 per minutes for 10 minutes (total £ 20) (plus 5 minutes orientation)	£1.8 per minutes for 20 minutes (total £ 36) (plus 5 minutes orientation)	£1.6 per minutes for 30 minutes (total £ 48) (plus 5 minutes orientation)	
What is your age	under 20	Count	6	7	2	15
		% within What is your age	40.0%	46.7%	13.3%	100.0%
	20-30	Count	43	30	16	89
		% within What is your age	48.3%	33.7%	18.0%	100.0%
	30-40	Count	27	15	5	47
		% within What is your age	57.4%	31.9%	10.6%	100.0%
	40-50	Count	11	8	6	25
		% within What is your age	44.0%	32.0%	24.0%	100.0%
	50-60	Count	7	6	4	17
		% within What is your age	41.2%	35.3%	23.5%	100.0%
	60 or over	Count	7	5	5	17
		% within What is your age	41.2%	29.4%	29.4%	100.0%
Total		Count	101	71	38	210
		% within What is your age	48.1%	33.8%	18.1%	100.0%

Appendix 12 - Comparing age ranges with types of restaurant

What is your age * What type(s) of restaurant would you like to see on board? Crosstabulation

			What type(s) of restaurant would you like to see on board?				Total
			None of these	Fine dining restaurant	Bistro	Coffee house	
What is your age	under 20	Count	0	7	7	1	15
		% within What is your age	.0%	46.7%	46.7%	6.7%	100.0%
	20-30	Count	3	55	21	10	89
		% within What is your age	3.4%	61.8%	23.6%	11.2%	100.0%
	30-40	Count	0	15	28	4	47
		% within What is your age	.0%	31.9%	59.6%	8.5%	100.0%
	40-50	Count	0	12	11	2	25
		% within What is your age	.0%	48.0%	44.0%	8.0%	100.0%
	50-60	Count	0	2	12	3	17
		% within What is your age	.0%	11.8%	70.6%	17.6%	100.0%
	60 or over	Count	0	5	10	2	17
		% within What is your age	.0%	29.4%	58.8%	11.8%	100.0%
Total		Count	3	96	89	22	210
		% within What is your age	1.4%	45.7%	42.4%	10.5%	100.0%

Appendix 13 - Comparing age ranges with amount of spending in restaurant per person for a meal

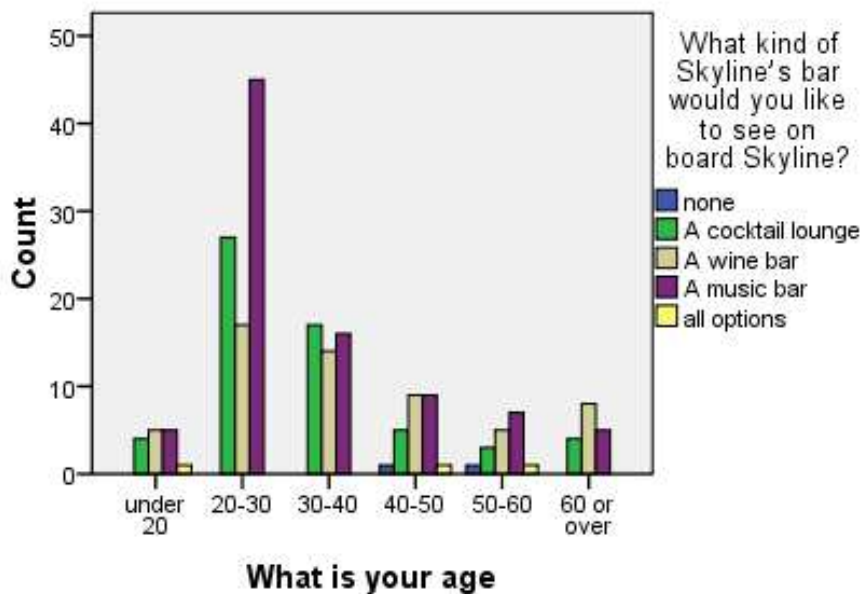
What is your age * How much would you expect to spend in the restaurant per person for a meal Crosstabulation

			How much would you expect to spend in the restaurant per person for a meal						Total
			Less than £10	£11 to £15	£16 to £20	£21 to £30	£31 to £40	more than £40	
What is your age	under 20	Count	1	6	2	4	1	1	15
		% within What is your age	6.7%	40.0%	13.3%	26.7%	6.7%	6.7%	100.0%
	20-30	Count	11	24	27	14	11	2	89
		% within What is your age	12.4%	27.0%	30.3%	15.7%	12.4%	2.2%	100.0%
	30-40	Count	7	8	14	12	3	3	47
		% within What is your age	14.9%	17.0%	29.8%	25.5%	6.4%	6.4%	100.0%
	40-50	Count	0	6	3	4	8	4	25
		% within What is your age	.0%	24.0%	12.0%	16.0%	32.0%	16.0%	100.0%
	50-60	Count	1	8	2	5	0	1	17
		% within What is your age	5.9%	47.1%	11.8%	29.4%	.0%	5.9%	100.0%
	60 or over	Count	1	5	4	4	2	1	17
		% within What is your age	5.9%	29.4%	23.5%	23.5%	11.8%	5.9%	100.0%
Total		Count	21	57	52	43	25	12	210
		% within What is your age	10.0%	27.1%	24.8%	20.5%	11.9%	5.7%	100.0%

Appendix 14 - Comparing age ranges with types of bar

What is your age * What kind of Skyline's bar would you like to see on board Skyline? Crosstabulation

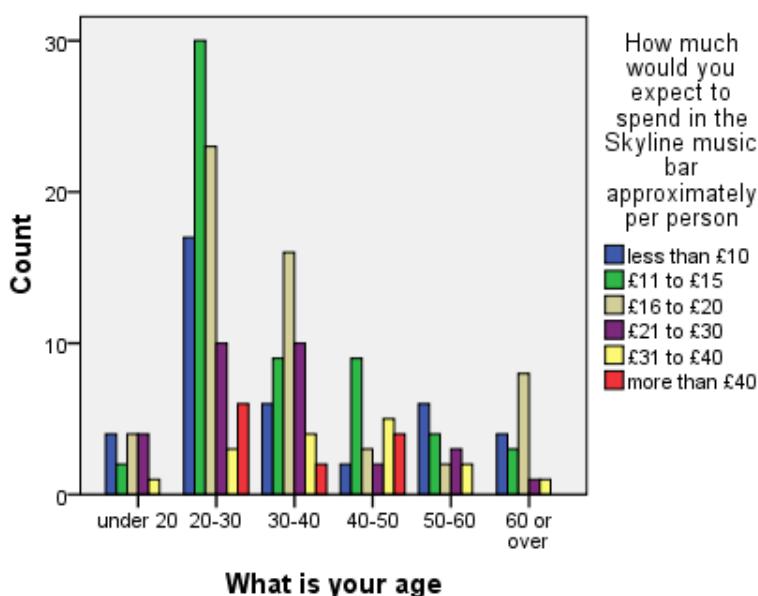
		What kind of Skyline's bar would you like to see on board Skyline?					Total	
		none	A cocktail lounge	A wine bar	A music bar	all options		
What is your age	under 20	Count	0	4	5	5	1	15
	% within What is your age		.0%	26.7%	33.3%	33.3%	6.7%	100.0%
20-30	Count		0	27	17	45	0	89
	% within What is your age		.0%	30.3%	19.1%	50.6%	.0%	100.0%
30-40	Count		0	17	14	16	0	47
	% within What is your age		.0%	36.2%	29.8%	34.0%	.0%	100.0%
40-50	Count		1	5	9	9	1	25
	% within What is your age		4.0%	20.0%	36.0%	36.0%	4.0%	100.0%
50-60	Count		1	3	5	7	1	17
	% within What is your age		5.9%	17.6%	29.4%	41.2%	5.9%	100.0%
60 or over	Count		0	4	8	5	0	17
	% within What is your age		.0%	23.5%	47.1%	29.4%	.0%	100.0%
Total	Count		2	60	58	87	3	210
	% within What is your age		1.0%	28.6%	27.6%	41.4%	1.4%	100.0%



Appendix 15 - Comparing age ranges with amount of spending in bar

What is your age * How much would you expect to spend in the Skyline music bar approximately per person Crosstabulation

			How much would you expect to spend in the Skyline music bar approximately per person					Total	
			less than £10	£11 to £15	£16 to £20	£21 to £30	£31 to £40		more than £40
What is your age	under 20	Count	4	2	4	4	1	0	15
		% within What is your age	26.7%	13.3%	26.7%	26.7%	6.7%	.0%	100.0%
20-30	Count	17	30	23	10	3	6	89	
		% within What is your age	19.1%	33.7%	25.8%	11.2%	3.4%	6.7%	100.0%
30-40	Count	6	9	16	10	4	2	47	
		% within What is your age	12.8%	19.1%	34.0%	21.3%	8.5%	4.3%	100.0%
40-50	Count	2	9	3	2	5	4	25	
		% within What is your age	8.0%	36.0%	12.0%	8.0%	20.0%	16.0%	100.0%
50-60	Count	6	4	2	3	2	0	17	
		% within What is your age	35.3%	23.5%	11.8%	17.6%	11.8%	.0%	100.0%
60 or over	Count	4	3	8	1	1	0	17	
		% within What is your age	23.5%	17.6%	47.1%	5.9%	5.9%	.0%	100.0%
Total	Count	39	57	56	30	16	12	210	
		% within What is your age	18.6%	27.1%	26.7%	14.3%	7.6%	5.7%	100.0%



Appendix 16 - Comparing age ranges with people who 'like the Skyline concept'

What is your age * I like the Skyline concept Crosstabulation

			I like the Skyline concept					Total
			Strongly agree	Partly agree	Not sure	Partly disagree	Strongly disagree	
What is your age	under 20	Count	12	3	0	0	0	15
		% within What is your age	80.0%	20.0%	.0%	.0%	.0%	100.0%
	20-30	Count	67	18	4	0	0	89
		% within What is your age	75.3%	20.2%	4.5%	.0%	.0%	100.0%
	30-40	Count	39	6	1	1	0	47
		% within What is your age	83.0%	12.8%	2.1%	2.1%	.0%	100.0%
	40-50	Count	18	5	1	1	0	25
		% within What is your age	72.0%	20.0%	4.0%	4.0%	.0%	100.0%
	50-60	Count	12	3	1	1	0	17
		% within What is your age	70.6%	17.6%	5.9%	5.9%	.0%	100.0%
	60 or over	Count	13	0	1	1	2	17
		% within What is your age	76.5%	.0%	5.9%	5.9%	11.8%	100.0%
Total		Count	161	35	8	4	2	210
		% within What is your age	76.7%	16.7%	3.8%	1.9%	1.0%	100.0%

Appendix 17 - Comparing people who 'would like to visit Skyline' with people who 'would probably visit more than once'

I would like to visit Skyline * I would probably visit Skyline more than once Crosstabulation

			I would probably visit Skyline more than once					Total
			Strongly agree	Partly agree	Not sure	Partly disagree	Strongly disagree	
I would like to visit Skyline	Strongly agree	Count	78	34	34	6	8	160
		% within I would like to visit Skyline	48.8%	21.3%	21.3%	3.8%	5.0%	100.0%
	Partly agree	Count	2	13	16	3	2	36
		% within I would like to visit Skyline	5.6%	36.1%	44.4%	8.3%	5.6%	100.0%
	Not sure	Count	0	1	5	0	2	8
		% within I would like to visit Skyline	.0%	12.5%	62.5%	.0%	25.0%	100.0%
	Partly disagree	Count	0	0	1	3	0	4
		% within I would like to visit Skyline	.0%	.0%	25.0%	75.0%	.0%	100.0%
	Strongly disagree	Count	0	0	0	0	2	2
		% within I would like to visit Skyline	.0%	.0%	.0%	.0%	100.0%	100.0%
Total	Count	80	48	56	12	14	210	
	% within I would like to visit Skyline	38.1%	22.9%	26.7%	5.7%	6.7%	100.0%	

Appendix 18 - Comparing people who 'would like to visit Skyline' with people who 'would take their family to visit Skyline'

I would like to visit Skyline * I would take my family to visit Skyline Crosstabulation

			I would take my family to visit Skyline					Total
			Strongly agree	Partly agree	Not sure	Partly disagree	Strongly disagree	
I would like to visit Skyline	Strongly agree	Count	120	18	13	5	4	160
		% within I would like to visit Skyline	75.0%	11.3%	8.1%	3.1%	2.5%	100.0%
	Partly agree	Count	11	16	8	1	0	36
		% within I would like to visit Skyline	30.6%	44.4%	22.2%	2.8%	.0%	100.0%
	Not sure	Count	1	3	4	0	0	8
		% within I would like to visit Skyline	12.5%	37.5%	50.0%	.0%	.0%	100.0%
	Partly disagree	Count	0	0	1	3	0	4
		% within I would like to visit Skyline	.0%	.0%	25.0%	75.0%	.0%	100.0%
	Strongly disagree	Count	0	0	0	0	2	2
		% within I would like to visit Skyline	.0%	.0%	.0%	.0%	100.0%	100.0%
Total	Count	132	37	26	9	6	210	
	% within I would like to visit Skyline	62.9%	17.6%	12.4%	4.3%	2.9%	100.0%	

Appendix 19 - Location selected by respondents

Where would you like to see Skyline be located

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Airport	3	1.4	1.4	1.4
Aldgate	1	.5	.5	1.9
Battersea	2	1.0	1.0	2.9
Blackheath	1	.5	.5	3.3
Brighton	1	.5	.5	3.8
Canary Wharf	5	2.4	2.4	6.2
Central London	27	12.9	12.9	19.0
Countryside	1	.5	.5	19.5
Dockland	3	1.4	1.4	21.0
downtown	1	.5	.5	21.4
East end	2	1.0	1.0	22.4
East London	2	1.0	1.0	23.3
Embankment	1	.5	.5	23.8
Good view	1	.5	.5	24.3
Greenwich	7	3.3	3.3	27.6
Hyde Park	18	8.6	8.6	36.2
Island Garden	1	.5	.5	36.7
Leicester square	2	1.0	1.0	37.6
London Bridge	2	1.0	1.0	38.6
London City Airport	1	.5	.5	39.0
London dungeon	1	.5	.5	39.5
London Eye	11	5.2	5.2	44.8
Near olympic stadium	4	1.9	1.9	46.7
Near river	13	6.2	6.2	52.9
None	35	16.7	16.7	69.5
North Greenwich	1	.5	.5	70.0
North London	1	.5	.5	70.5
Not sure	2	1.0	1.0	71.4
O2 Arena	15	7.1	7.1	78.6
on a building roof top high	1	.5	.5	79.0
Open Space	1	.5	.5	79.5
Outside London	2	1.0	1.0	80.5
Oxford Street	1	.5	.5	81.0
Paddington	1	.5	.5	81.4
Park	7	3.3	3.3	84.8
Regent park	1	.5	.5	85.2
Richmond	2	1.0	1.0	86.2
Southbank	13	6.2	6.2	92.4
Thames	4	1.9	1.9	94.3
Tower Hill	1	.5	.5	94.8
Waterloo	7	3.3	3.3	98.1
Wembly	1	.5	.5	98.6
West End	1	.5	.5	99.0
Westminster	1	.5	.5	99.5
Windsor	1	.5	.5	100.0
Total	210	100.0	100.0	