

7. Business visitors on farms

'The business traveller enjoys the family atmosphere found on the farm as long as he has a quiet place to work.'

Mrs Gill Hill, Bulmer Farm, Holmbury St Mary, Dorking, Surrey

Bulmer Farm offers ETB 2 Crown accommodation close to London. It is an attractive stop-over for business and overseas travellers, as well as domestic holidaymakers.

0. The majority of business visitors to farms are single men, though farms attract quite a few women on business and a number of business visitors come with their partners.

Most business visitors are in the area doing business with a local firm.

Business users of farms tend to stay longer than holidaymakers. They often become regular users of farms while on business – 42 per cent were repeat visitors.

1.

- Good value for money is the main appeal for business visitors
- Peace and quiet is very important, but the general setting of the farm is less so
- A good farmhouse breakfast is a popular draw
- Good atmosphere and interaction with the host, which makes farms different from hotels.

2. With regard to facilities, compared with holidaymakers

Business visitors are:

- More concerned about the quality of bedrooms
- Less about living rooms
- Like TVs in bedrooms (important to two-thirds of visitors)
- Less are interested in rooms with bathrooms
- Little concerned about the availability of an evening meal
- Very important there being a telephone in a quiet area.

3. Testing the reaction to some specific facilities which business visitors may look for revealed some interesting things. Two key words in meeting the needs of business visitors are location and flexibility. Business visitors want farms which are easy to reach. They want to come and go when they want and they like early breakfast and provision of secure parking. A quiet place to work is important to business visitors, but a good bedroom is perfectly sufficient for this.

4. Repeat visits and recommendations are a particularly important for getting information for business visitors. Guidebooks are much used. Even business visitors use Tourist Information Centres.

A good map, precisely locating the farm, and good directional signing, are particularly important.

5. Business visitors tend to pay slightly more than holidaymakers, mainly because some farms charge a premium for single occupancy. The average price paid on farms in the survey was £16.70 for B&B. Nevertheless, 87 per cent felt they received good or excellent service.

Business visitors indicated that they would be prepared to pay as much as £4 more for good accommodation. Farmers receiving a high proportion of business visitors should provide value, which is the main reason for choosing farms over hotels.

Első feladat

Olvassa el a „Business visitors on farms” című szöveget és állapítsa meg, hogy melyik alcím (A-G-ig) fejezi ki legjobban az egyes bekezdések (1-5) értelmét, a példa (0) szerint. Vigyázat! Eggyel több alcím szerepel a megadott címek között.

Alcímek:

- A. About this market
- B. Value for money
- C. Results of the questionnaire
- D. Comparing business people with holidaymakers
- E. Information sources
- F. Features affecting choice
- G. Business Partners

0	1	2	3	4	5
A					

Második feladat

Olvassa el újra a szöveget és döntse el, hogy az állítások igazak vagy hamisak, a megadott példa (0) szerint.

	Statements	True	False
0.	All farms attract business visitors	X	
6.	Most business visitors are men		
7.	Business visitors go to farms only once		
8.	Quietness is the most important for business people		
9.	Good sleeping conditions are very important for business people		
10.	Good communication facilities are advantageous		
11.	Business visitors are against TVs in their rooms		
12.	Offering evening meals is not the most important things for business visitors		
13.	Farms with good location are the most wanted		
14.	Business people can get information on farms only from guidebooks		
15.	Business visitors do not mind paying more if they get value for their money		