

MARINA PROJECTS LTD: FILE NOTE

Pool Marina, Guernsey

Visitor Survey Summary

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1. INTRODUCTION

Guernsey Ports conducted a survey of visitors to St Peter Port to obtain feedback on existing marine services and facilities, the overall visitor experience to Guernsey and provide evidence to support an assessment of the wider economic benefits.

Furthermore, the survey serves to turn anecdotal observations into firmer evidence and can inform the scale & nature of future demand. The views & responses received will aid in shaping the future development of marina services and Port facilities in St Peter Port both on the water and on the land.

2. METHODOLOGY

The survey commenced on 7th April 2022 and closed on 30th September 2022. Guernsey Ports requested the visitor survey to remain open for the duration of the busy summer season to maximise levels of participation.

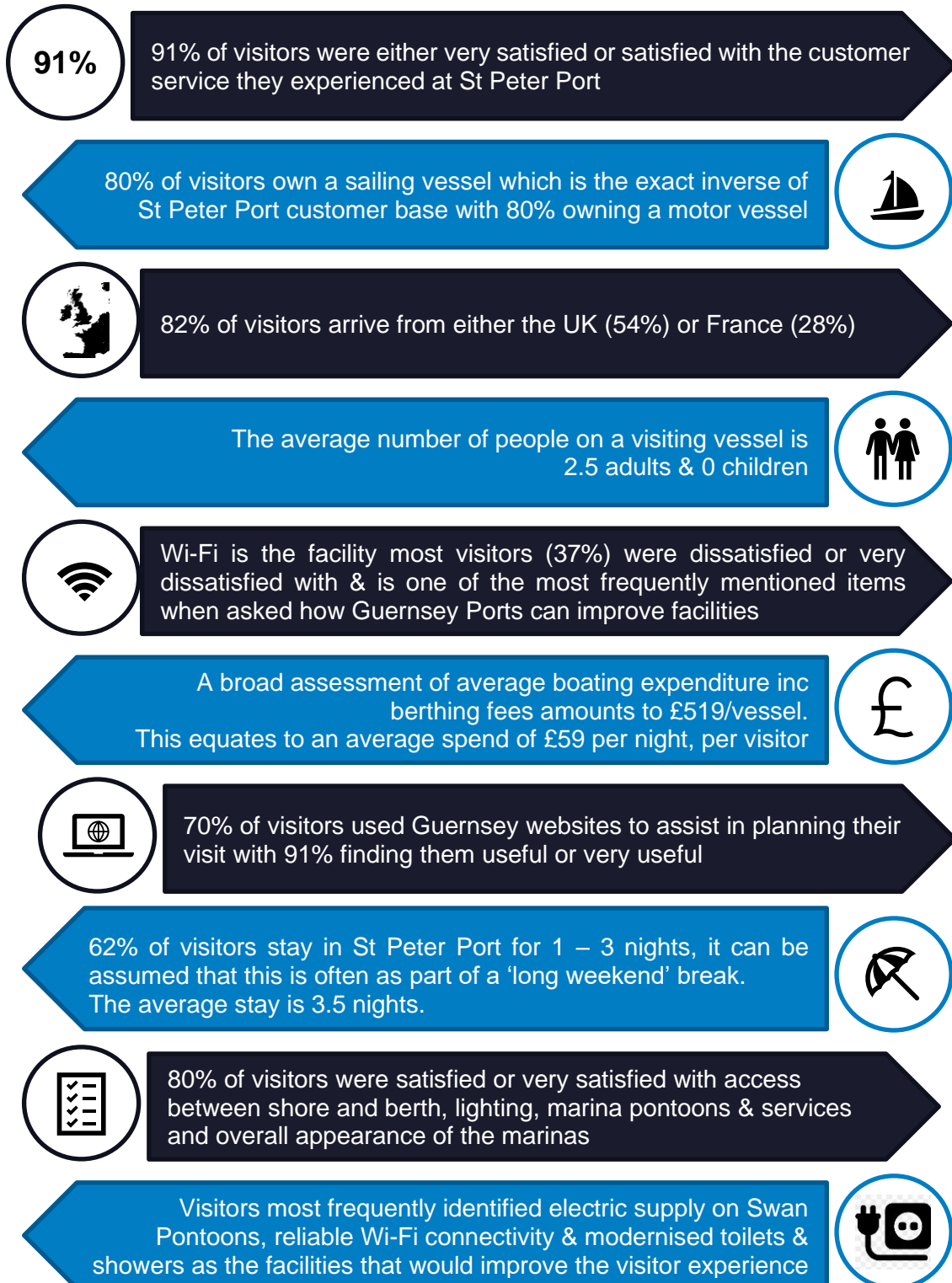
As Guernsey is in a prime location for visitors from the south coast of England and northern France coastline, the survey was issued in English and French to ensure all visitors were given the opportunity to provide feedback. The survey was promoted via Guernsey Ports social media channels, website news story, paper advertisements and signage in heavy foot traffic locations (marine servicing centre, notice boards, marina bridge heads, ablution facilities, etc) and direct discussions between visitors and Port staff. The survey could be accessed via an online form or paper version with copies included in the Yachtsman's Guide provided to visitors upon arrival and placed in strategic locations around the Port.

To encourage visitors to complete the survey a prize draw was conducted each month to win a voucher for 3 free nights visitor berthing on the winner's next visit to St Peter Port.

There were a total of 5,700 visitors to St Peter Port between April & September, of which a total of 578 (10%) responses were received. At face value the response rate was lower than hoped but the rate of response still provides representative responses which can be relied upon to provide robust evidence in support of the survey aspirations.

3. KEY FINDINGS

A summary of key findings from the analysis is as follows:



4. RESULTS

4.1 QUESTION 1

Question	Boat Name (required for entry into prize draw)
Number of responses	560
Ratio	97%

Customers were invited to provide their vessel name in order to be entered into the monthly prize draw with 97% answering this question.

4.2 QUESTION 2

Question	What is the length of your vessel? (Please provide answer in metres)
Number of responses	568
Ratio	98%

Table 4-1 Visitor Vessel Mix

LOA (m)	Vessel No.	Ratio
≤8.00	29	5%
8.01-10.00	157	28%
10.01-12.00	227	40%
12.01-13.50	69	12%
13.51-15.00	58	10%
15.01-18.00	22	4%
18.01-20.00	3	1%
20.01-25.00	2	0.4%
25.01-30.00	1	0.2%
Total	568	100%

A short assessment has been conducted to establish any similarities or differences between visitor vessel activity & the vessel mix of St Peter Port's customer base. The vessel mix for the two groups is presented in Figure 4-1.

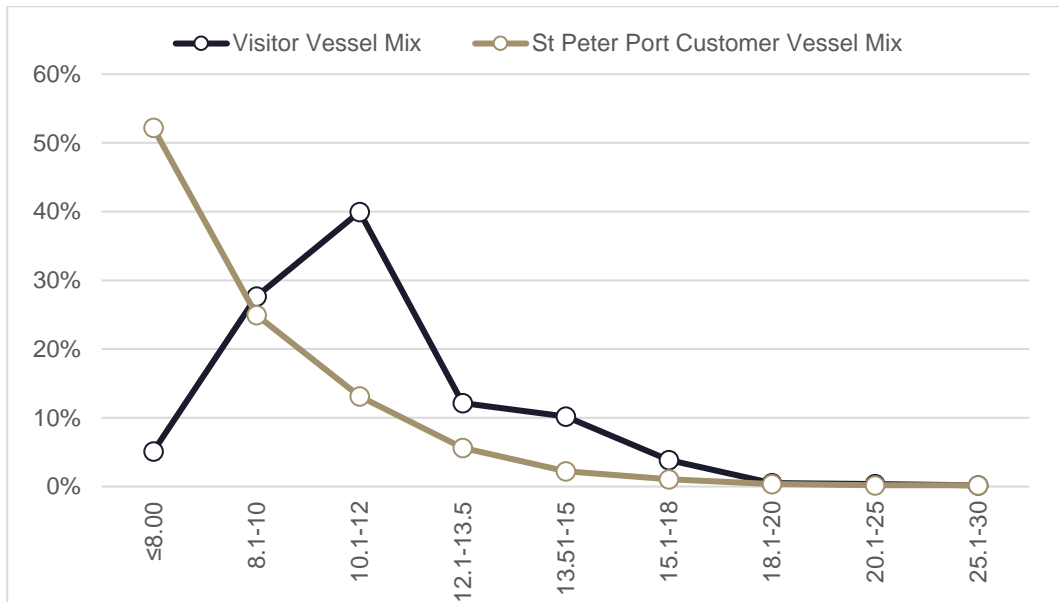


Figure 4-1 Visitor Vessel Mix

- The two vessel mix profiles of visitor & customer activity are markedly different with a greater proportion of visitor vessels larger in size aligning with typical cruising activity (10.01m – 15.00m). It is noteworthy that larger vessels are better suited to deal with the transit and passage to Guernsey than smaller day boating vessels that make up a large part of the resident boating population
- Customers that responded to the survey own vessels between 3.50m & 28.00m in length overall (LOA) with an average vessel length of 11.30m
- A total of 73% of respondents (413) arrived on a vessel 12.00m & below
- Larger cruising vessels 12.01m – 18.00m accounted for some 25% of all visitor activity
- Only 6 customers who responded to the survey arrived on a vessel 18.01m and above

4.3 QUESTION 3

Question	What is the draft of your vessel? (Please provide answer in metres)
Number of responses	567
Ratio	98%
<p>The diagram shows a top-down view of a vessel's hull. Labels include: 'beam' (width), 'freeboard' (height from waterline to deck), 'draft' (depth from waterline to keel), and 'keel' (bottom of the hull).</p>	<p>Vessel draft refers to the vertical distance between the waterline and the bottom of the boats hull (keel).</p> <p>As vessel length increases so does the draft & beam (width) of the vessel. Motor boats have a lower draft than the equivalent length sailing yacht.</p>

Table 4-2 Visitor Draft

Draft (m)	Vessel No.	Ratio
≤1.00	72	13%
1.01-2.00	392	69%
2.01-3.00	94	17%
3.01-4.00	8	1%
4.01-5.00	1	0%
Total	567	100%

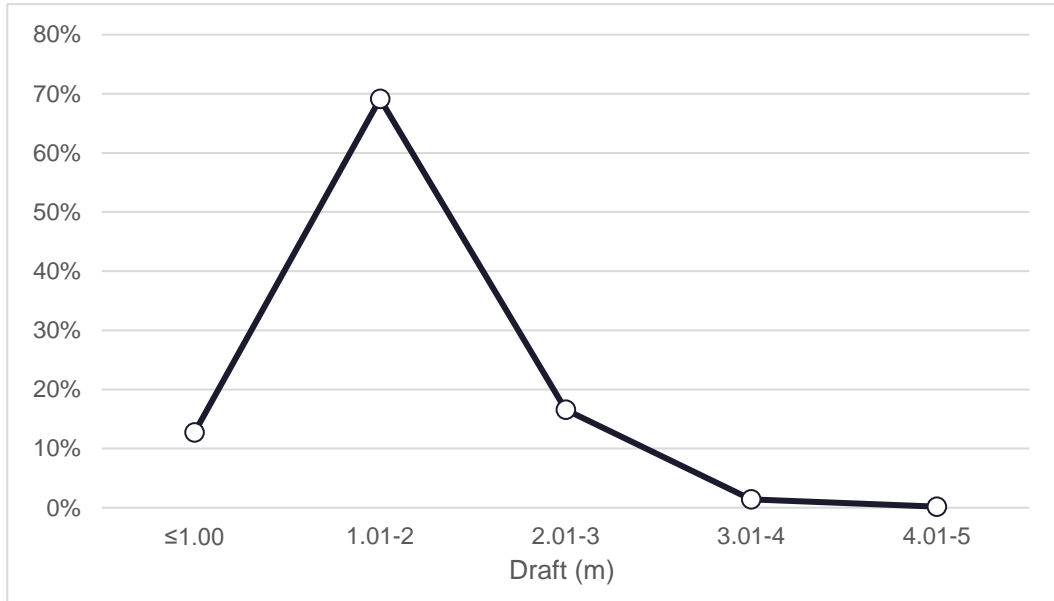


Figure 4-2 Visitor Vessel Draft Profile

- 98% of all respondents have a vessel draft 3.00m & below, notably 70% of all visitor vessels have a draft between 1.00m & 2.00m
- Only 9 vessels have a draft greater than 3.01m

4.4 QUESTION 4

Question	What is the beam of your vessel (if known)? (Please provide answer in
Number of responses	466
Ratio	81%
	<p>The beam of a boat is its width at its widest point.</p> <p>As vessel length increases so does the beam & draft of the vessel. Motor boats have a wider beam than the equivalent length sailing yacht.</p>

Table 4-3 - Visitor Vessel Beam

Beam (m)	Vessel No.	Ratio
≤1.00	1	0%
1.01-2.00	9	2%
2.01-3.00	78	17%
3.01-4.00	278	60%
4.01-5.00	86	18%
5.01-6.00	4	1%
6.01-7.00	6	1%
7.01-8.00	3	1%
8.01-9.00	1	0.2%
Total	466	100%

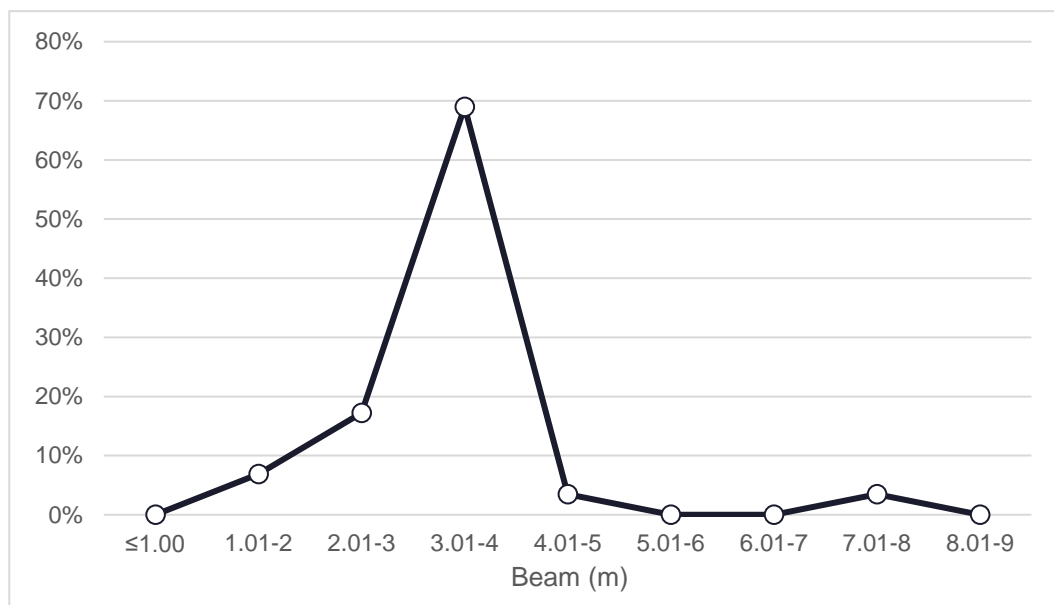


Figure 4-3 Visitor Vessel Beam Profile

- 77% of all visitor vessels have a beam between 2.01m & 4.00m this aligns with typical vessel beam for vessels 10.01m – 12.00m in length which are the most frequent lengths observed visiting Guernsey
- A modest number of vessels have large beams 5.01m & above, these are typically noted to be catamarans which are 'beamier' vessels than single hull vessels of an equivalent length
- This data provides useful information to optimise the design of dredge depths in the proposed Pool Marina.

4.5 QUESTION 5

Question	What is the type of vessel?
Number of responses	563
Ratio	97%

Table 4-4 - Vessel Type

Vessel Type	Number	Ratio
Power boat	61	11%
Day cruiser (less than 12m)	24	4%
Motor yacht (12m or above)	37	7%
Sailing Yacht	441	78%
Total	563	100%

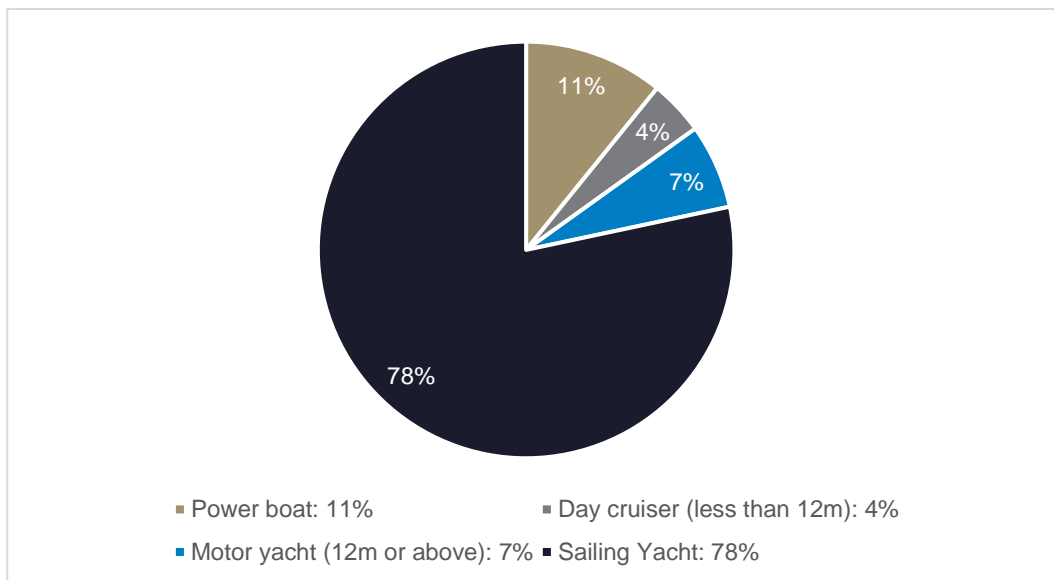


Figure 4-4 Vessel Type

- Of those visitors who responded to the survey, 78% arrived via a sailing vessel with some noting use of a catamaran
- The remaining 22% of customers arrived on a motor vessel
- It is notable the 'split' of visitor vessel type (80% sailing / 20% motor) is the exact inverse of vessel type observed across the total Guernsey Ports customer base which is 80% motor / 20% sailing. This illustrates the distinct different types of user groups and indicates the differing services and facilities required i.e. greater water depths for visiting vessels

4.6 QUESTION 6

Question	Do you own the boat you arrived on?
Number of responses	563
Ratio	97%

Table 4-5 Boat Ownership

Vessel Type	Number	Ratio
Yes, owned boat	549	98%
No, chartered boat	14	2%
Total	563	100%

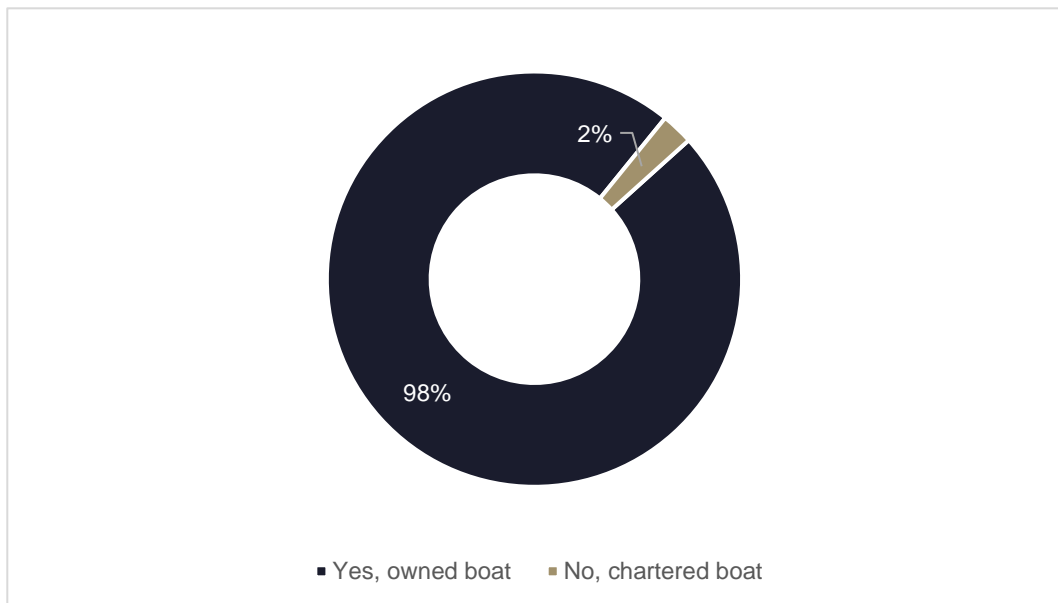


Figure 4-5 Vessel Ownership

- Of those visitors who responded to the survey 98% of respondents arriving in Guernsey own their vessel
- A modest 2% selected 'chartered boat'. Respondents were able to provide additional information with some noting the trip was undertaken as part of a training excursion, they were part of a larger crew and in some instances the vessel was being delivered to Guernsey.

Only respondents who selected 'Yes, owned boat' to this question were directed onwards to Questions 7 & 8. Those who selected 'No, chartered boat' were directed to Question 9.

4.7 QUESTION 7

Question	How long have you owned your boat for?
Number of responses	549
Ratio	100% (Of those who viewed question) 95% (Of total respondents)

Table 4-6 Length of Ownership

Response	Number	Ratio
Less than 5 years	225	41%
Between 5 and 10 years	146	26%
More than 10 years	178	32%
Total	549	100%

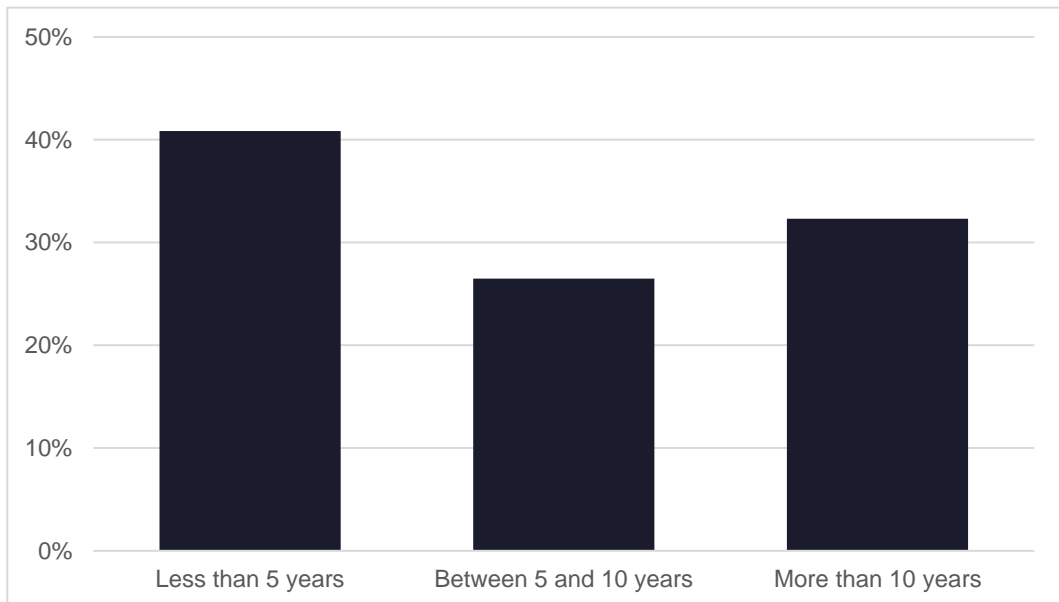


Figure 4-6 Length of Ownership

- The greatest proportion of respondents (41%) stated they had owned their vessel for less than 5 years. Notwithstanding this, there is a relatively equitable split between the 3 categories.

4.8 QUESTION 8

Question	Where is your boat typically moored?
Number of responses	547
Ratio	99% (Of those who viewed question) 95% (Of total respondents)

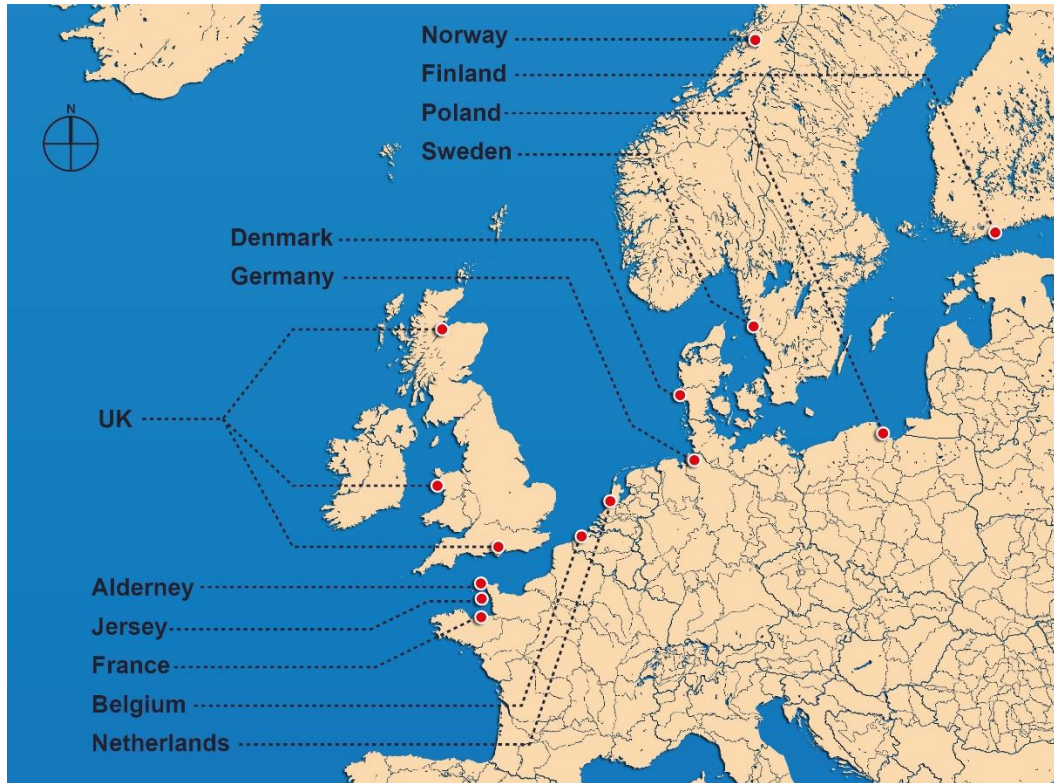


Figure 4-7 Visitor Berth / Mooring Location Plan (Exc. USA)

Table 4-7 Berthing / Mooring Location

Location	Number	Ratio
Alderney	3	1%
Belgium	2	0.4%
Denmark	3	1%
Finland	1	0.2%
France	152	28%
Germany	10	2%
Jersey	44	8%
Netherlands	32	6%
Norway	1	0.2%
Poland	2	0.4%
Sweden	2	0.4%
UK	294	53%
USA	1	0.2%
Total	547	100%

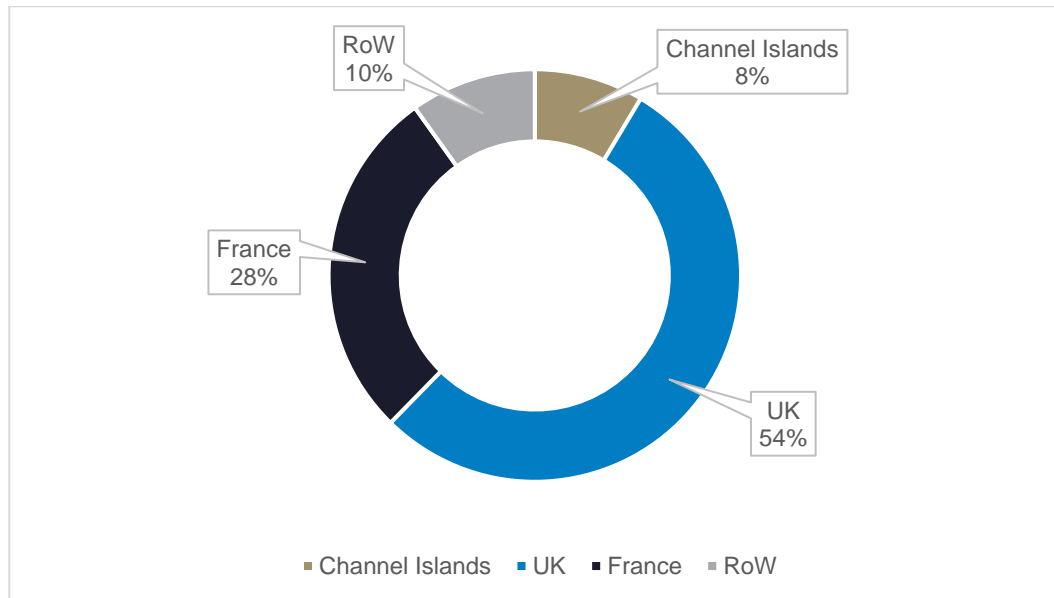


Figure 4-8 Distribution of Berthing Location

- 82% of all visitors to St Peter Port arrive from the UK or France with the remaining 18% equitably split between Alderney & Jersey and northern Europe with 1 respondent from the USA
- It is of note that of the 446 visitors from the UK & France, 426 also provided the region they are from:
 - 93% of all French visitors reside either in Brittany & Normandy
 - 82% of all UK visitors are from Devon, Dorset & Hampshire with 44% all visitors arriving from Hampshire

4.9 QUESTION 9

Question	Where did you charter this boat from? (If you don't know, please write 'don't know' in the last box)
Number of responses	9
Ratio	64% (Of those who viewed question) 2% (Of total respondents)

As discussed in relation to Question 6, only those who selected 'No, charter vessel' were directed to this question hence the modest number of respondents to this question.

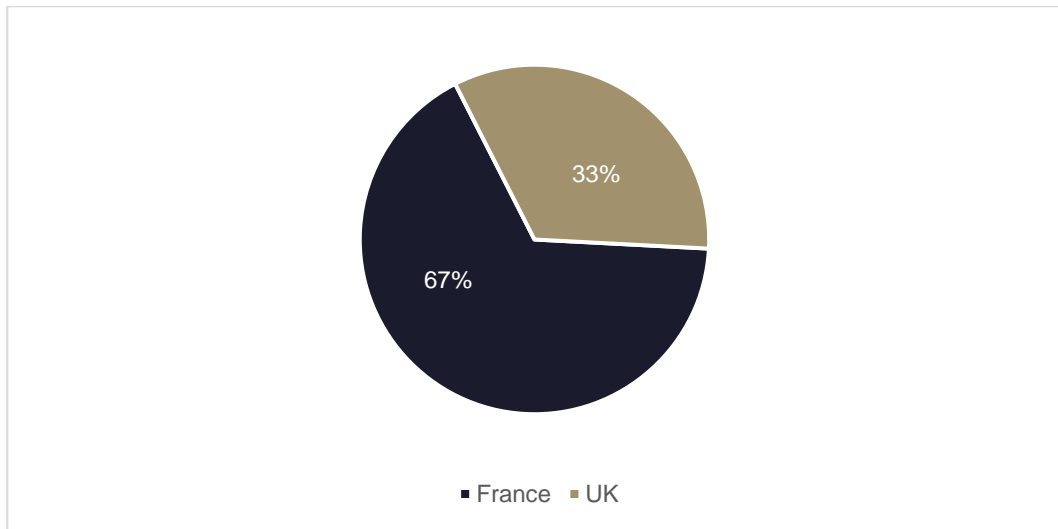


Figure 4-9 Distribution of Charter Location

- 67% of those who chartered a vessel arrived from France, notably they all commenced their journeys in St Malo
- The remaining 33% arrived from either Hamble or Lymington (Hampshire) in the UK
- 3 charter companies were used: Naviloc, Lymington Yacht Charters & Fairview Sailing Ltd

4.10 QUESTION 10

Question	How many nights will you be staying in Guernsey during this visit?
Number of responses	553
Ratio	96%

Table 4-8 Visitor Nights

Nights	Number	Ratio
None (day trip)	4	1%
1 Night	90	16%
2 – 3 Nights	251	45%
4 – 5 Nights	123	22%
6 – 7 Nights	50	9%
Other	35	6%
Total	553	100%

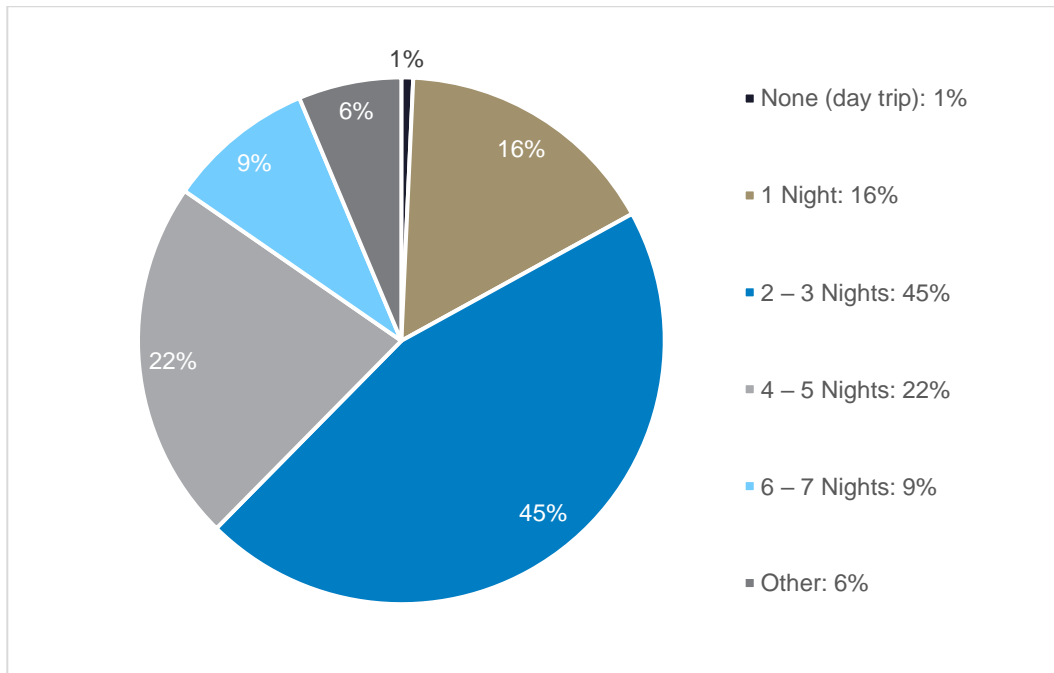


Figure 4-10 Distribution of Visitor Nights

- 62% of visitors stay in St Peter Port for 1 – 3 nights, it can be assumed as part of a ‘long weekend’
- A third of all visitors stayed as part of an extended visit for a partial / full week long trip (4 – 7 nights)
- Those that selected ‘other’ all noted extended duration of stay with most stating their visit was between 2-4 weeks
- It is noteworthy only 4 visitors visited for a day trip (3 from Alderney/Jersey & 1 visiting on their way back from France to the UK) indicating that Guernsey is considered a desirable destination
- The weighted average of the number of nights stayed (total nights divided by number of responses) amounts to approximately 3.5nights/visit.

4.11 QUESTION 11

Question	How many crew members, including yourself are aboard the vessel?
Number of responses	555
Ratio	96%

- A total of 1,365 adults & 125 children (1,490 total visitors) were on board vessels of those who responded to the survey
- This equates to an average of 2.5 adults per vessel & 0 children
- Of the 1,490 total visitors, 1,482 provided which country they are from. 77% (1,148 people) are either based in the UK or France (51% & 27% respectively) which aligns with the assessment of Question 8

4.12 QUESTION 12

Question	How many times have you previously visited St Peter Port by boat?
Number of responses	556
Ratio	96%

Table 4-9 Previous St Peter Port Visits

Visits	Number	Ratio
None (If first visit with a boat)	84	15%
Once	31	6%
Twice	34	6%
3 – 5 Visits	80	14%
6 – 10 Visits	86	15%
More than 10 Visits	226	41%
Don't know	4	1%
Other	11	2%
Total	556	100%

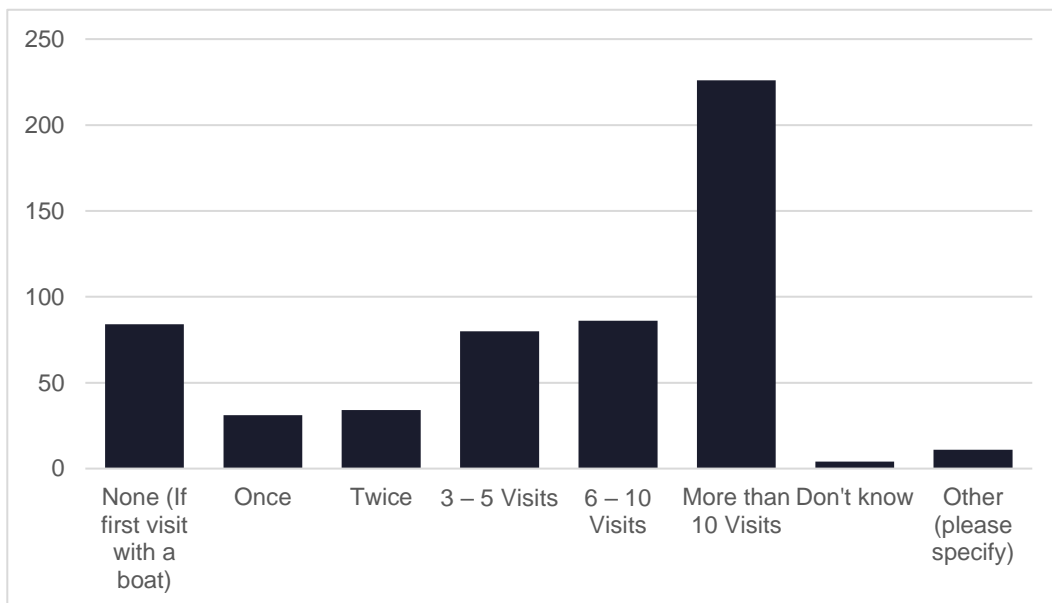


Figure 4-11 Previous Visits to Guernsey

- 79% of all respondents are repeat visitors to St Peter Port, with 41% having previously visited more than 10 times. This heavy preponderance of multiple visits reinforces the strength of the location and natural assets/appeal of St. Peter Port as a boating destination.
- For 15% of visitors, it was their visit to Guernsey
- Those that selected 'Other' unanimously stated they have been visiting Guernsey on a regular basis for years and often decades

4.13 QUESTION 13

Question	How long is it since you last visited Guernsey by boat?
Number of responses	469
Ratio	81%

Table 4-10 Length of Time Since Last Visit

Last Visit	Number	Ratio
Less than 6 Months	81	17%
6 Months - 1 Year	74	16%
Between 1 and 2 Years	46	10%
Between 2 and 3 Years	138	29%
Between 3 and 5 Years	74	16%
Between 5 and 10 Years	31	7%
10 years or more	19	4%
Don't know	1	0%
Other (Please Specify)	5	1%
Total	469	100%

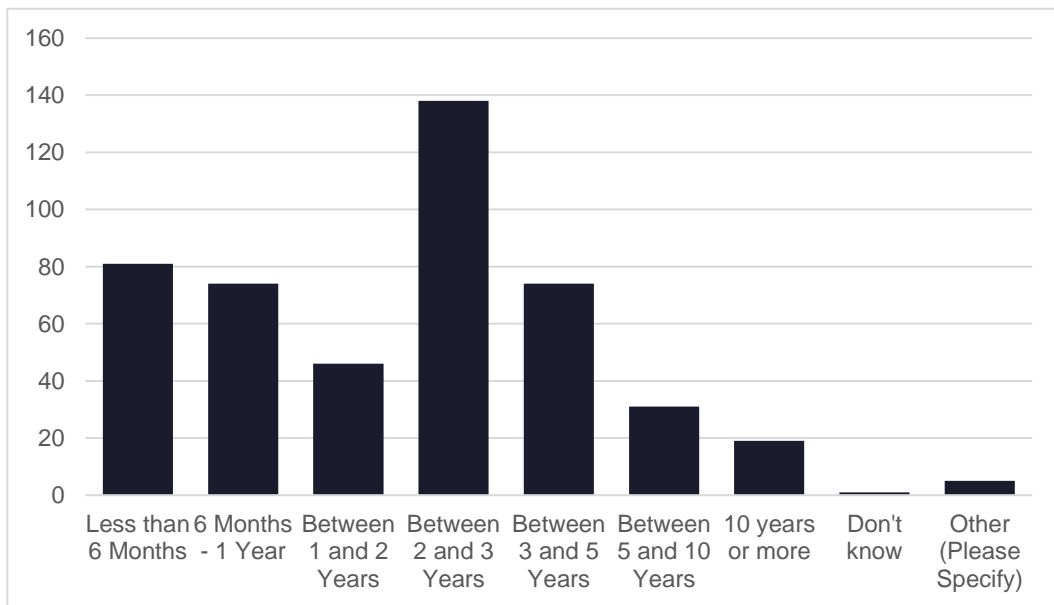


Figure 4-12 Length of Time Since Last Visit

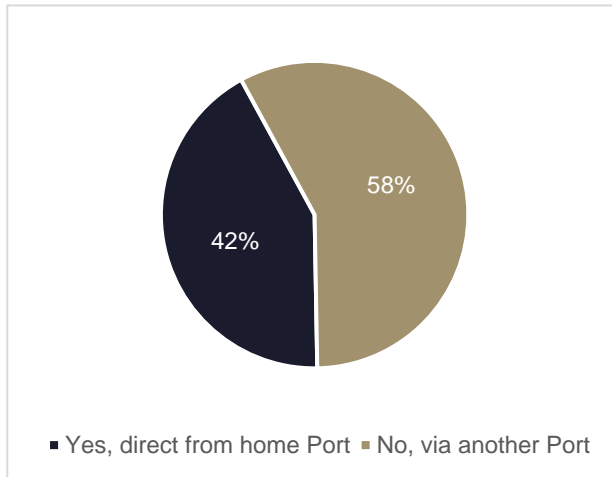
- 72% of visitors have all previously visited Guernsey in the last 3 years with 29% of visitors visiting between 2 & 3 years ago. It is assumed this is a direct result of the Covid-19 pandemic & associated travel restrictions
- Only 11% of visitors visited more than 5 years ago

4.14 QUESTION 14

Question	Did you sail directly to Guernsey for this visit?
Number of responses	555
Ratio	96%

Table 4-11 Visitor Itinerary

Response	Number	Ratio
Yes, direct from home Port	235	42%
No, via another Port	320	58%
Total	553	100%



- 58% of respondents visited Guernsey via another Port indicating Guernsey is a popular cruising destination within the region with the remainder arriving directly from their place of residence

Figure 4-13 Visitor Itinerary

4.15 QUESTION 15

Question	What was your last port/country of call before Guernsey?
Number of responses	316
Ratio	98% (Of those who viewed question) 55% (Of total respondents)

Only those who selected 'No, via another Port' in response to Question 14 were directed to this question.

Table 4-12 Last Country of Call

Country	Number	Ratio
Alderney	65	21%
France	133	42%
Herm	1	0.3%
Jersey	42	13%
Netherlands	1	0.3%
Sark	7	2%
Spain	1	0.3%
UK	66	21%
Total	316	100%

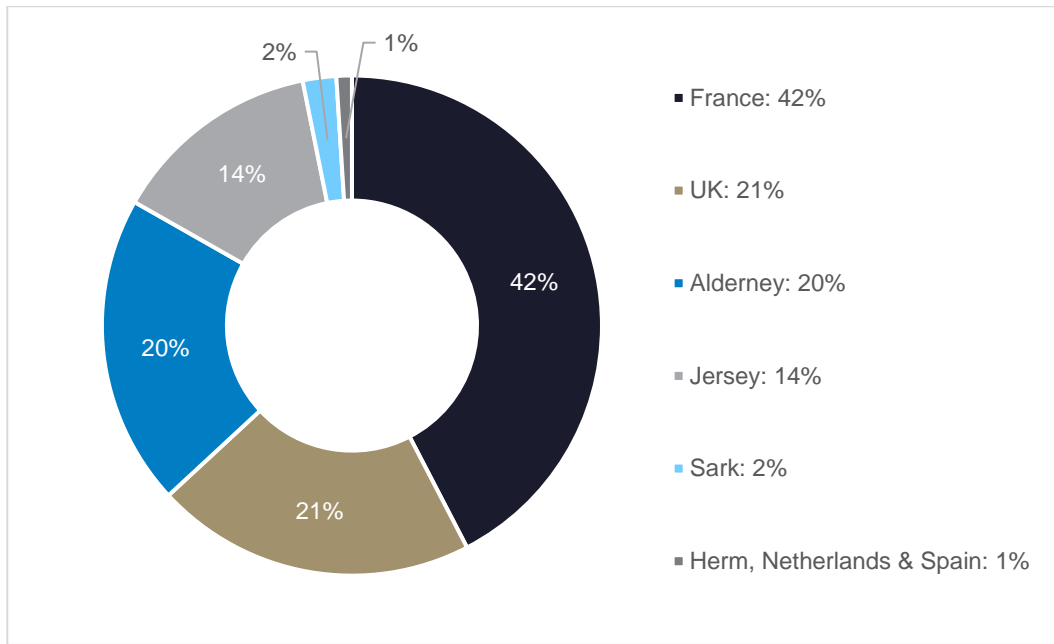


Figure 4-14 Last Country of Call

- Of those visitors whose last country / port of call was not their home port, 42% arrived from France. The remainder of respondents were relatively equally split between the UK & Channel Islands
- There is no correlation or pattern of activity that indicates a visitors home port dictates their cruising itinerary

4.16 QUESTION 16

Question	What will be your next port of call/country upon leaving Guernsey? (If you don't know, please write
Number of responses	508
Ratio	88%

Table 4-13 Next Port of Call

Country	Number	Ratio
Alderney	31	6%
France	163	32%
Herm	2	0%
Jersey	83	16%
Sark	10	2%
Spain	1	0%
UK	155	31%
Don't Know	63	12%
Total	508	100%

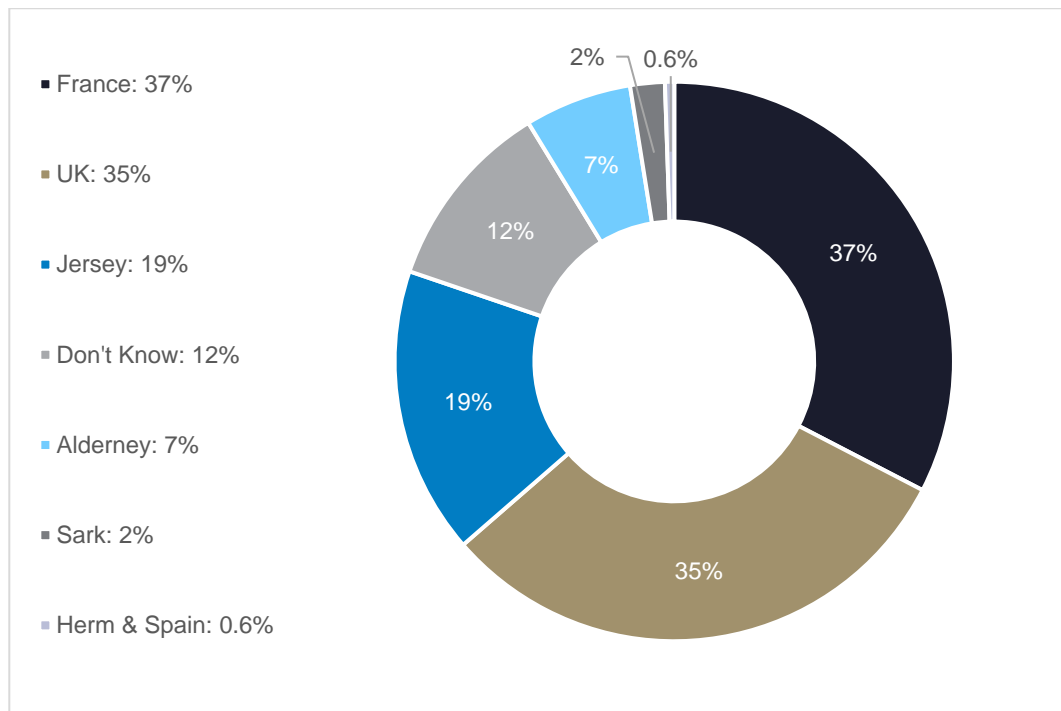


Figure 4-15 Next Port of Call

- 71% of respondents next port of call was evenly split between the UK & France (35% & 37% respectively)
- 12% of respondents stated they were unsure of their next destination
- As with the above question 15, there is no correlation between respondents home port and cruising activity with regards to their next destination

4.17 QUESTION 17

Question	Excluding mooring fees, what has been the total expenditure for all passengers on this visit? Please include any spending on accommodation, boat maintenance/chandlery, fuel for boat, eating/drinking out, food and groceries, entertainment and leisure, duty free to take home, transport.
Number of responses	548
Ratio	95%

Table 4-14 Total Visit Expenditure (per vessel)

Response	Number	Ratio
£0, No spend	10	2%
£1 - £25	5	1%
£26 - £50	20	4%
£51 - £100	51	9%
£101 - £200	92	17%
£201 - £400	159	29%
£401 - 700	91	17%
Greater than £700	86	16%
Don't Know	34	6%
Total	548	100%

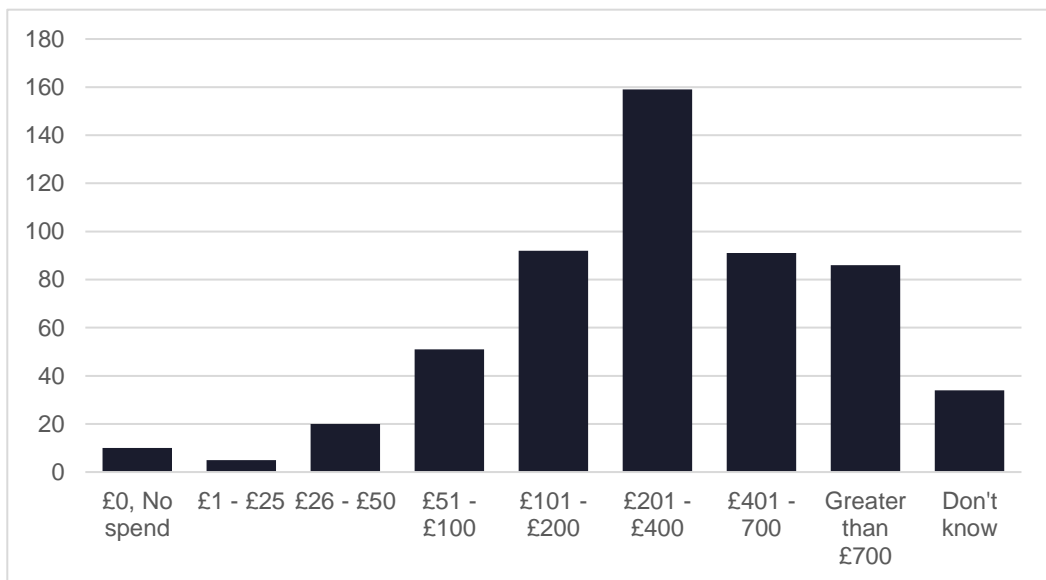


Figure 4-16 Total Visit Expenditure (Per Vessel)

It is important to note respondents were asked to provide the total expenditure of all passengers on board for the duration of their visit.

- Some 30% of all respondents spent between £201 - £400 on their visit with this response being the typical range of expenditure
- 32% spent more than £401 during their visit with 14% spending £100 or less
- Only 2% of all visitors did not spend at all during their trip
- A broad assessment of average visitor spend, (mid-range of response by number of responses in each category) amounts to an average of £393/vessel - excluding visitor berthing fees.
- Adding the berthing fees for the average vessel length of 11.30m (from Q.2) of £36/night against a typical stay of 3.5 nights (from Q.10) the average spend amounts to £519/vessel.
- The assessment of average spend per night, per visitor amounts to £59.

4.18 QUESTION 18

Question	What have been your predominant areas of expenditure? (select all that apply)
Number of responses	503
Ratio	87%

Question 18 was a multiple choice question whereby respondents could select as many of the factors that were applicable to themselves.

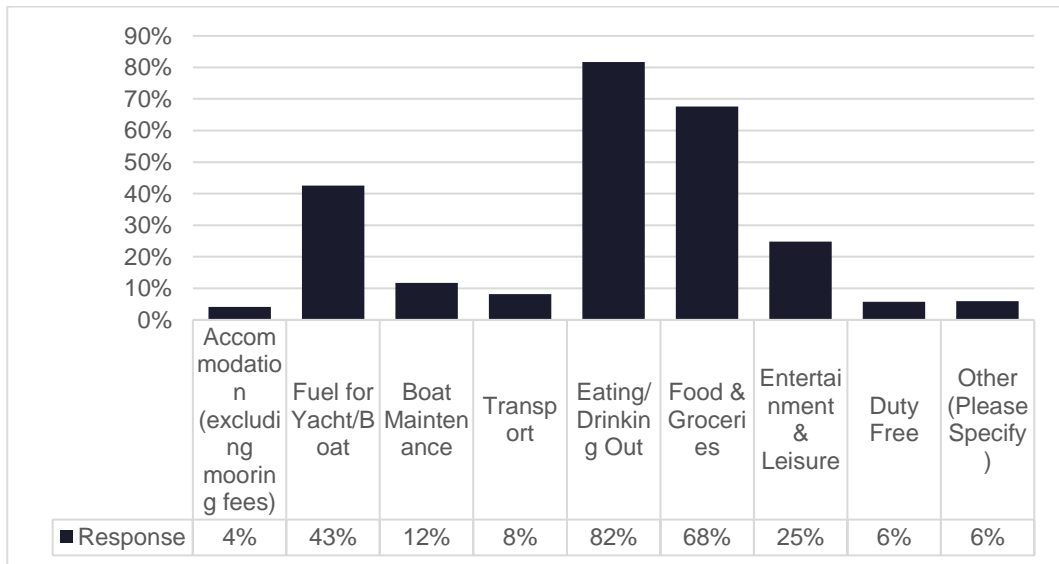


Figure 4-17 Areas of Expenditure

- 82% of all respondents identified eating / drinking out as their predominant area of expenditure
- Groceries & fuel were also selected as key areas of outlay during their visit
- Other comments typically referenced retail items such as clothing, souvenirs, art & jewellery

4.19 QUESTION 19

Question	Please rate your satisfaction with each of the following services provided by Guernsey Ports
Number of responses	527
Ratio	91%

Visitors were invited to provide feedback (very satisfied to very dissatisfied) for a number of services and facilities at St Peter Port.

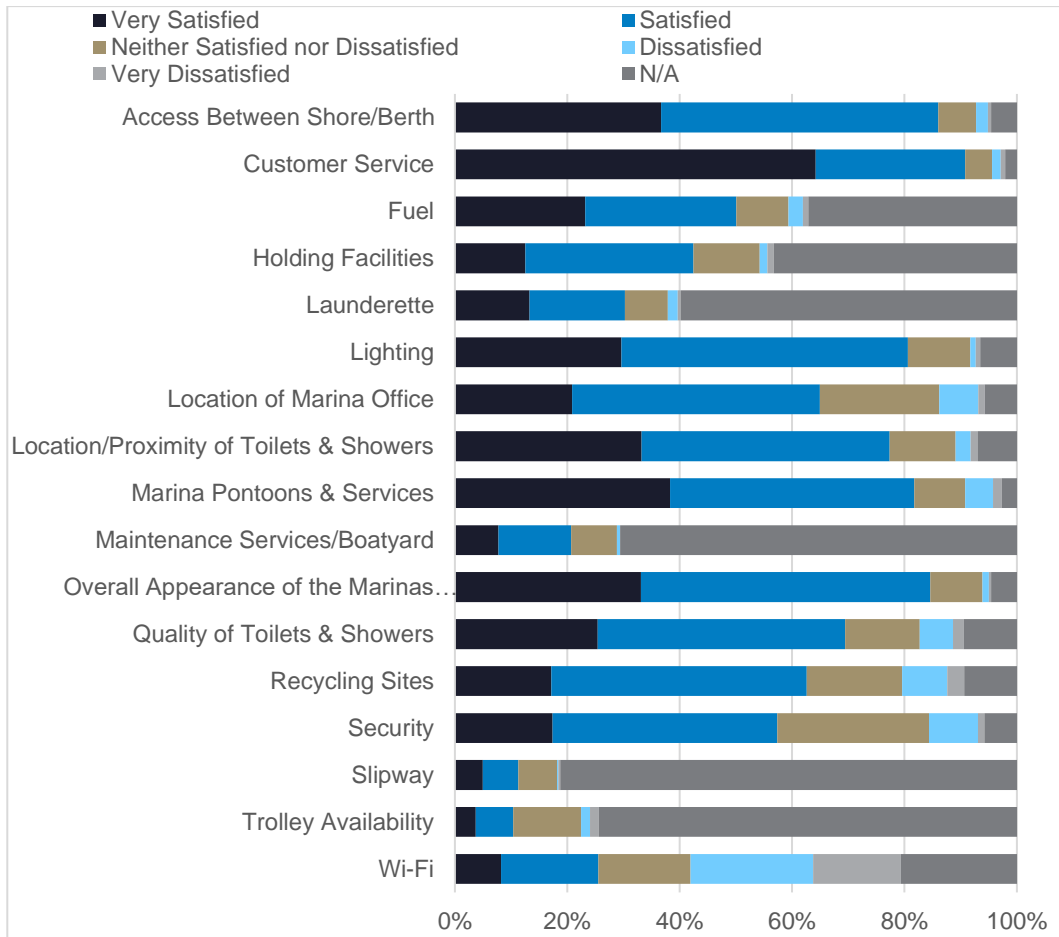


Figure 4-18 Visitor Satisfaction of Services & Facilities

- 91% of visitors were either very satisfied or satisfied with the customer service they experienced at St Peter Port
- Other facilities and services that were rated highly by boat owners includes: access between shore and berth, lighting, marina pontoons & services and overall appearance of the marinas all of which were selected by over 80% of visitors
- Wi-Fi is the facility most visitors were either dissatisfied or very dissatisfied with the service, with 37% selecting these options
- Visitors did not appear to frequently use trolleys, the slipways or boatyard services with at least 70% of visitors selecting the not applicable option

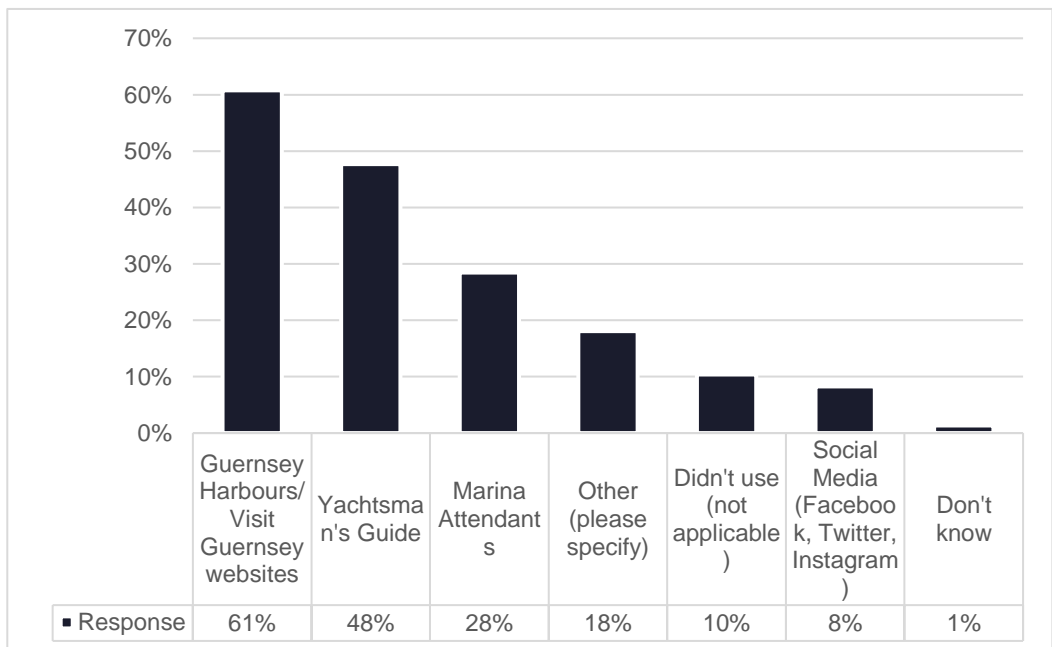
4.20 QUESTION 20

Question	Which information sources did you use to assist in your visit to Guernsey? (select all that apply)
Number of responses	520
Ratio	90%

Question 20 was a multiple choice question whereby respondents could select as many information sources that were applicable to themselves.

Table 4-15 Use of Information Sources

Response	Number	Ratio
Guernsey Harbours/Visit Guernsey websites	316	61%
Yachtsman's Guide	248	48%
Marina Attendants	148	28%
Other (please specify)	94	18%
Didn't use (not applicable)	54	10%
Social Media (Facebook, Twitter, Instagram)	43	8%
Don't know	7	1%
Total	520	100%



- 69% of all respondents used online sources to assist their visit to Guernsey, it is notable that a large proportion of visitors (61%) utilise tourism/port websites as opposed to social media

- Some 50% of all visitors used the Yachtsman Guide which is provided upon arrival to the Port
- 10% of visitors did not use any information sources
- Those that selected 'Other' frequently cited previous experience/local friends & family, almanacs & pilot books and the tourist office as information sources they accessed to assist the organisation of their visit

4.21 QUESTION 21

Question	How useful were the information sources that you used to assist in your visit to Guernsey?
Number of responses	464
Ratio	89% (Of those who viewed question) 80% (Of total respondents)

Only those respondents who selected various information sources in response to question 20 were directed to this question.

Table 4-16 Quality of Information Sources

Response	Number	Ratio
Very useful	191	41%
Useful	221	48%
Somewhat useful	34	7%
Not at all useful	2	0.4%
Don't know	16	3%
Total	464	100%

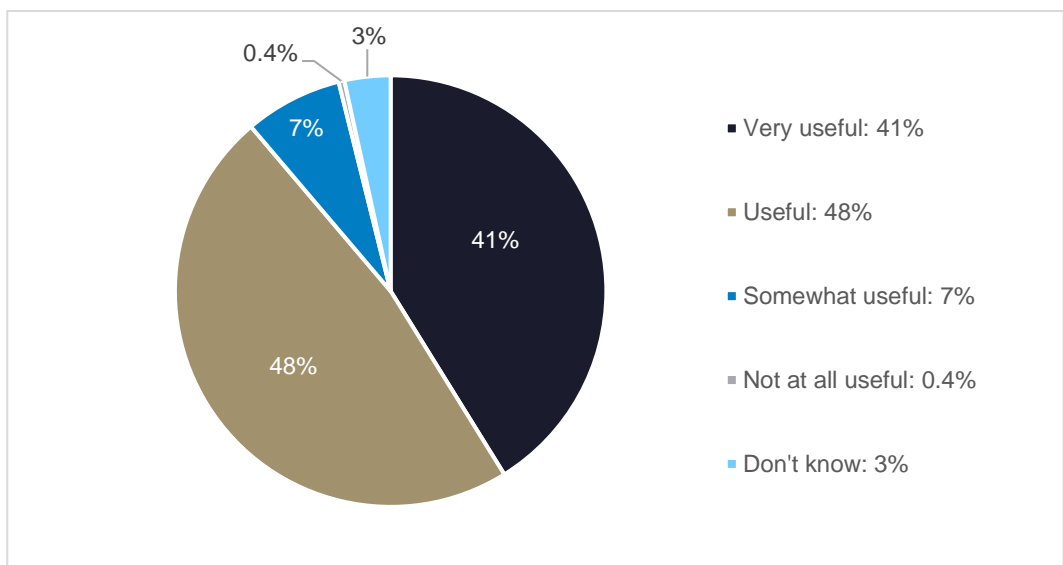


Figure 4-19 Quality of Information Sources

- 89% of all respondents who utilised information sources found them to be either useful or very useful.
- Only 2 respondents found the sources to be not at all useful with both respondents selecting the websites as information sources
- Respondents were invited to provide details on additional information that would prove useful either in the planning of their visit or during their visit, the following observations are of note:
 - A number of comments were in relation to arrival information e.g. berth availability/pricing, codes for facilities, customs procedures, port control lights, VHF channels, payment processes
 - Respondents noted information with regards to Guernsey more generally would be helpful e.g. Port & Island maps, weather forecasts & bus timetables
 - A modest number of people stated they found it difficult to contact the harbour office and information on the website was either out of date or hard to find

4.22 QUESTION 22

Question	Please feel free to provide any other comments, for example how could we improve the facilities and services for visiting yachts.
Number of responses	324
Ratio	56%

This was an open-ended question where customers were invited to provide any additional comments not captured within the preceding survey questions.

The five most frequently mentioned topics are listed in Table 4-17.

Table 4-17 - Frequent Comments

Topic	Number	Ratio
Positive comments about St Peter Port / Guernsey	64	20%
Introduce electric supply on Swan Pontoons	56	17%
Negative experience / improve Wi-Fi	55	17%
Improve toilets and showers	47	15%
Good customer service	42	13%

Responses to this question are wide ranging and cover a variety of topics, in order to quantify the responses and identify those items most commonly referenced by visitors each response was assessed and categorised according to overarching thematic groups. To provide an example of the assessment i.e., one visitor comments on customer service & toilet and shower facilities, these were grouped into 2 separate categories ('customer service' & 'facilities') as they relate to different topics of discussion. Another customer provides feedback in relation to the Wi-Fi, electric on Swan pontoons and depths in Victoria Marina. The first two items are coded to 'facilities' as they both refer to marina facilities the final comment is assigned to 'marina infrastructure' as this relates to maintenance/capital works. The categories identified can be described as follows:

Item	Description
Costs	Feedback in terms of berthing & utility costs
Customer Service	All comments in relation to customer service experienced by respondents and the overall experience of their visit
Environmental Concerns	References to environmental concerns predominantly in relation to motor boats & use of generators
Facilities & Services	All comments in relation to facilities and services at St Peter Port including such items as Wi-Fi, security, lighting, utilities, toilets, etc
Fuel	Remarks relating to fuel services and provisioning
Marina Infrastructure	Any comments with reference to the marina infrastructure either in terms of maintenance or would require capital investment i.e., increase no. of berths, optimise marinas, dredging activities, replacement of cleats
Marina Management / Operations	Observations regarding the operation/management of the marinas i.e., berth allocation, payment structures, operational maintenance, harbour speeds, etc
Non-Port Related Items	Items raised that are outside of Port operational control & relate to Guernsey more generally

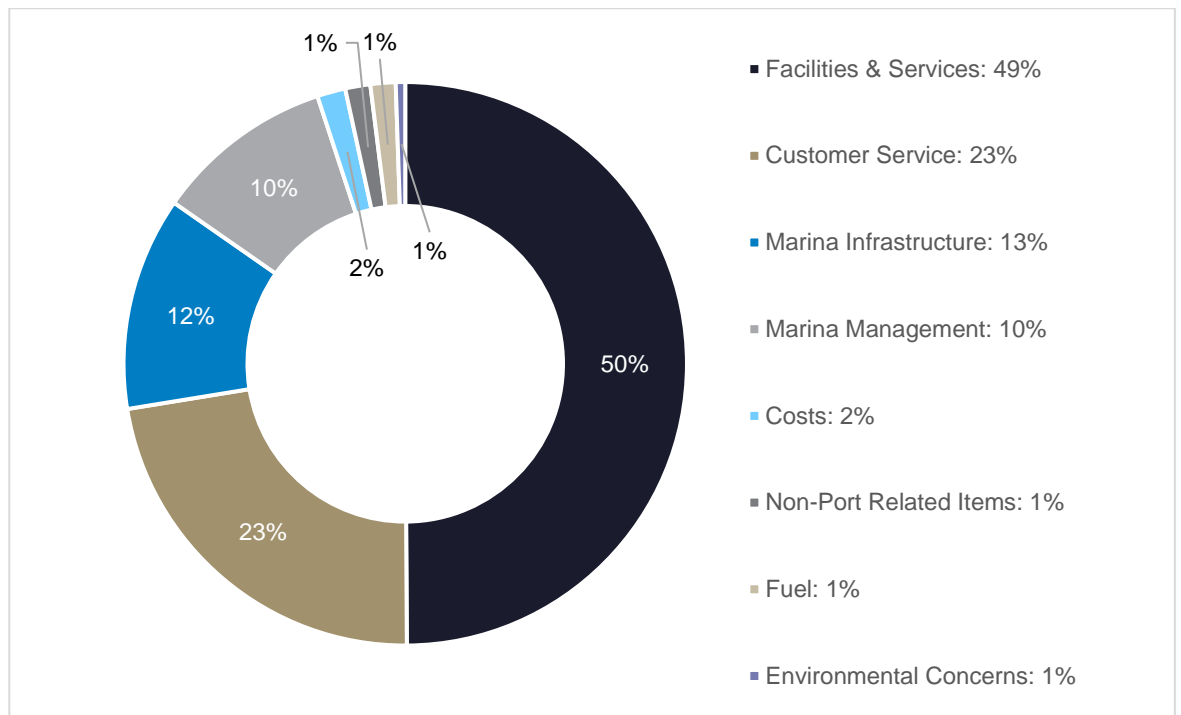


Figure 4-20 Categorized Additional Comments

To provide further context to these categories, a summary of common responses is provided:

Facilities & Services: The greatest proportion of all comments were in relation to facilities at St Peter Port. Notably 3 of the most frequent items discussed are in relation to facilities: provision of electric supply on Swan Pontoons, poor Wi-Fi connectivity / request to improve Wi-Fi & improvements to / increase quantity of toilets & showers. These items account for some 60% of all comments in this category. A number of comments also highlighted general modernisation / improvements to facilities more generally & increase in provision of bins / recycling.

An interesting point to note with feedback in relation to Wi-Fi is the requirement to access the internet for route planning, weather forecasts, customs processes & communication with family & friends (i.e. WhatsApp) as opposed to use for entertainment purposes (i.e. Netflix). It was often noted that in such a heavily connected world, lack of a reliable Wi-Fi connection is frustrating and indicates the Port is not 'keeping up' with other regional marinas.

Customer Service: Of those customers who discussed customer service 85% stated they experienced good customer service or made general positive comments about the Port & Guernsey. A modest number noted room for improvement or they had experienced poor customer service.

Marina Infrastructure: Comments largely fall into 2 categories, optimising the existing infrastructure i.e. increasing the size & number of berths both in Victoria & Swan Pontoons, increased waterspace, address incline of access bridges, etc and increase number of deep draft berths. It was noted some visitors did not have walk ashore access due to removal of pontoons during adverse weather conditions.

Marina Operations: Comments in relation to marina management & operations are varied with no unifying topics observed. Feedback covers a range of items which include improvement to berth allocation, better management of harbour speeds, implement different charging structures for Victoria & Swan Pontoon customers due to lack of electric on the latter & general maintenance (repair of signs, clean pontoons / water)

Costs: Visitors who commented on costs typically felt St Peter Port was expensive in comparison to regional marinas. Some raised concerns with regards to potential increase in costs, particularly in the current economic climate.

Non-Port Related Items: A modest number of visitors provided feedback on excessive noise levels from local traffic & the town. With others requesting improved chandlery opening hours & the legalisation of electric scooters.

Fuel: A modest number of comments were provided in relation to fuel and include increase opening hours, maintain attractive prices, introduction of self-service payment option and fuel pontoons are low which creates difficulties when operating.

Environmental Concerns: Boatowners raised concerns over the environmental impact of motor boats, with visitors requesting electric on Swan Pontoons so that they do not need to run generators which in turn causes more pollution.