

## Marketing Evaluation 2009

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### Cultural Campaign 2007-09

#### EXECUTIVE SUMMARY

#### PROJECT DETAILS

Funded by: Northwest Regional Development Agency (NWDA)

#### Overview

This evaluation was undertaken to assess the impact of the Cultural Marketing Project 2007-2009 that was aimed to generate visitors to Manchester using the cultural brand and encourage and facilitate the development of relationships between the tourism and cultural sectors.

The evaluation objectives were to assess the impact through:

- Measure industry perceptions on Manchester's cultural contribution to the visitor economy.
- Measuring the effectiveness of the project in facilitating partnerships within the arts and tourism sectors and develop a legacy for the continuation of these partnerships.
- Measure change in perceptions within the tourism sector when compared to the initial 2007 industry study.
- Establish visits generated from the campaign communication and consequent spend to the visitor economy.

#### Methodology

Method: Snap 9 on-line survey  
Dates: Disseminated 01 December 2009 (industry) and 14 December (visitors)  
Samples: 7% for the enquirer contact database (253 participants) and 13% for the industry (26 participants)

#### KEY FINDINGS

##### Industry study

- 58% of participants were accommodation providers, 19% were tour or transport providers, 15% visitor attractions, 4% eating establishments and 4% retail operators.
- The overall importance of the cultural sector to the tourism industry increased from 8.5 (out of 10) to 8.7 during the two year project period. Attracting key events and festivals received the largest shift in importance from 8.4 to 9 (out of 10).
- 50% of industry contacts proactively seek visitor information on the cultural sector and a further 42% seek information when approached for it.
- 92% said that they would gain visitor information related to the cultural sector in the future from [www.visitmanchester.com](http://www.visitmanchester.com)

- 46% of tourism contacts attended the Visit Manchester members' meetings to increase their awareness of the cultural offer and 38% contributed to on-line editorial to raise awareness of Manchester's cultural offer with potential visitors.
- The most significant rise in awareness levels amongst the tourism industry contacts was for the events and festivals offer (by 69% of contacts) and 88% of contacts reported that their awareness of the cultural sector and offer had increased over the two years.
- 69% of contacts reported that having a dedicated cultural tourism resource directly contributed to increased awareness of the cultural sector within the tourism industry and 69% also reported greater efficiency between sectors. 61% reported that the resource had directly led to the development of partnerships between the two sectors.
- The most cited campaign over the two year period for significantly raising the cultural sector amongst the tourism industry was the Manchester International Festival.
- 31% of tourism contacts had formed a relationship with the cultural sector during the project.
- 80% of tourism contacts intended to continue to initiate new partnerships with the cultural sector.
- The benefits businesses reported of the tourism-cultural sector partnerships they had engaged in were; greater visibility, greater awareness, added value to the customer and increased business and PR opportunities.

#### Visitor survey

- 74% reported that they had been encouraged to visit Manchester by the communications (17% fully influenced to visit by them and 57% partly).
- 51% of generated visits were staying visits (with an average length of stay of 1.8 nights) and 49% day visits.
- The average travelling party was 2.2 people.
- The most cited visit activities were attending a museum or art gallery (56%), attend a theatre performance or show (26%), attend a specific event/festival (23%) attend a music concert/gig (23%).
- The most cited attraction visited was Manchester Art Gallery (20% of visiting sample), followed by MOSI (13%) and The Lowry Centre (9%)
- 27% reported that they visited a venue, exhibition or show as a direct result of having received the information about it. The most cited influenced visits were to attend an art exhibition followed by attending an event/festival.
- 35% of visitors visited areas outside Manchester on their visit. 58% visited other areas of Greater Manchester, 23% visited other sub-regions of the Northwest and 14% outside the Northwest (the remaining 5% include those who visited a number of areas and those who didn't specify).
- Participants who had visited in the last 2 years were asked to rate Manchester's visitor offer on a number of cultural strands. The average score for the cultural offer was 7.6 out of 10, with the highest being for the music venues on offer (7.9), the museums (7.8) and theatres (7.7).
- 81% of those receiving the communication reported an improvement of their awareness of Manchester's cultural offer.
- 93% of respondents found it useful to receive the latest information on a quarterly basis.
- The most cited suggestions for future communication were; on-line ticket booking options and sections specific to each art form.

