



## Gateway Marketing Campaign Evaluation 2010

### Spanish Campaign

#### EXECUTIVE SUMMARY

#### PROJECT DETAILS

Funded by: Northwest Regional Development Agency (NWDA)

##### Overview

This evaluation was undertaken to:

- analyse the impact of marketing activity of the campaign on generating and influencing visits
- assess the motivations and profile of this key visitor market
- identify activities undertaken during their visit to Manchester
- measure the perceptions of Manchester as a leisure destination

##### Methodology

Method: On-line survey through SNAP 10 software  
Sample size: 638 (from the campaign database of 13,357) 5%  
Date: Distributed via email on 08 April 2010  
Campaign period: June 2008 - March 2010

#### KEY FINDINGS

##### Profile of Sample

- 59 participants (9% of the total sample) had visited Manchester during the campaign period, with 8% of the sample making a leisure visit.
- For the 87% of visitors who were leisure visitors, 53% reported that the main purpose of their trip was a holiday or short break, 32% visiting friends or family, and 2% that they extended their business trip to include leisure time.
- Of the 359 participants that had not visited Manchester during the campaign period, there was a potential conversion rate of 95%; with 62% either “very likely” or “likely” to visit Manchester on a future leisure visit to Britain, and a further third undecided.
- 20% of leisure visitors (10 of the 50 participants) reported that the key reason they initially booked their trip was to visit friends or family; 16% had initially booked because of the image of the city; 14% wanted somewhere new to experience; and another 14% booked because they were previous visitors that wanted to return.
- All 51 leisure visitors were asked what leisure activities they had undertaken during their stay in Manchester, and the most popular responses were eating out (69%), shopping (67%), visiting a specific attraction or exhibition (47%), and enjoying the nightlife (45%).

### Visit Profile

- The average length of stay for the Spanish leisure market was 3.0 nights.
- The average travelling party was 2.8.
- 46% of leisure visitors stayed in serviced accommodation (hotel, guesthouse, serviced apartment etc.) while in Manchester, 33% stayed with friends or relatives, 10% stayed in group accommodation (e.g. hostels), and the remaining 10% stayed in other types of accommodation including camping/caravanning sites, self-catering apartments, and university lodgings.

### Dispersal from Manchester

- 29 of the 51 leisure respondents (57%) visited places outside Manchester during their recent stay. 24% visited other districts of Greater Manchester, 69% visited other sub-regions of the North and 24% visited destinations outside the North West.
- Of the 20 respondents that visited other sub-regions of the North West, 75% visited Merseyside, and 30% visited Chester & Cheshire.
- 12 of the 51 leisure respondents (24% of the leisure sample) stayed overnight in areas outside Manchester. 11 of these (92%) stayed in other sub-regions of the Northwest.
- 42% of those staying overnight outside Manchester stayed with friends or relatives, 33% stayed in serviced accommodation (hotel, guesthouse, serviced apartment etc.), 8% stayed in group accommodation (e.g. hostels), 8% stayed in self-catering accommodation (e.g. apartments, cottages etc.) and 8% stayed in camping/caravanning sites.

### Marketing Conversion

- Almost half of leisure respondents (47%) had booked their trip to Manchester either “fully” or “partly” as a result of information received from the campaign.
- E-bulletins were the most effective aspect of the campaign, influencing three-quarters of visitors to book their trip.
- The greatest reach of the campaign was the Visit Manchester website, which was viewed by 92% of leisure visitors and had influenced two-thirds (67%) to book their trip to Manchester.
- The average spend by all visitors was £331 per person per visit which increased to £419 for those who were influenced to visit due to the communications received.

### Future Leisure Visits

- 80% of the total sample (511 of 638 participants) were planning a leisure visit to Manchester in the next 12 months and 550 in the next three years.
- The most important leisure activity for those considering a visit to Manchester in the next three years was visitor attractions/exhibitions (rated important by 54%), followed by spectate a sports match or event (12%) and attend a music concert (12%)

### Overall Performance Scores

- When asked to rate Manchester’s performance against a range of categories of the visitor offer the average score for recent visitors during the campaign period was 7.1 out of 10 compared to 6.4 perceptions of the current visitor offer from non-recent visitors.
- The visitor offer categories that received the highest performance scores by recent visitors were shopping (7.8 out of 10), nightlife (7.7), easy access to cities/areas (7.6), festivals and events (7.4) and sporting events (7.3)

