

Groups Research 2006

EXECUTIVE SUMMARY

PROJECT DETAILS

Funded by: Northwest Regional Development Agency (NWDA)
Commissioned to: QA Research

Methodology

Sample size: 100
Special conditions: none
Database: Group Travel Organisers
Research method: Telephone interviews
Dates: August - September 2006

Objectives

- To measure the impact of 'Manchester - A Group Travel Guide 2006'
- To inform future decision-making on the 2007 edition of the guide

KEY FINDINGS

- As a result of receiving the groups guide, 36% had either already booked a trip or were in the process of planning a trip to Greater Manchester.
- Overall, more than three quarters (77%) of respondents would either be 'likely' or 'very likely' to visit Greater Manchester after seeing the guide.
- Some of the suggestions for future editions were that they would like to see more information on the arts, historical places to visit, museums, and places to eat.
- Overnight package suggestions on 'stately homes and gardens' and 'historical themes' generated the most interest amongst the respondents.
- Respondents were asked to rate the guide under the following categories: suggested itineraries, the 'listings' section, 'attractiveness and layout' and 'overall level of information provided'. They rated out of 5; 0 being very poor and 5 being excellent. The average rating for each category was either 4.1 or 4.2.
- Group travel organisers who had previously visited Greater Manchester were asked about the average spend per group member during their visit. During an overnight stay this was £109 and £33 for a day visit.

- Respondents were asked what additional incentives would be influential when planning and booking a trip to Greater Manchester. The most popular responses were: group admission discounts, special offers/discounts on accommodation, good access to coach parking.

