

Gateway Marketing Campaign Evaluation 2010

Irish Campaign

EXECUTIVE SUMMARY

PROJECT DETAILS

Funded by: Northwest Regional Development Agency (NWDA)

Aims:

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: 569 (from the campaign database of 9219) - 6%
Date: Distributed via email on 16 February 2010
Campaign period: 2007 to 2010

KEY FINDINGS

Profile of Sample

- 263 participants (46% of the total sample) had visited Manchester during the campaign period.
- The majority of these (90%) were leisure visitors, with 63% reporting that the main purpose of their trip was a holiday or short break, 25% visiting friends or family, and 2% extending their business trip to include leisure time.

Visitor Profile

- 85% of leisure visitors (202 of 237) stayed 1-3 nights, with the largest proportion of 46% staying two nights.
- The average length of stay for all visitors was 2.6 nights
- The travelling party with the highest frequency was two adults travelling without children (49% of leisure visitors)
- 80% of leisure visitors staying in serviced accommodation (hotel, guest house, serviced apartment etc.) while in Manchester and 18% stayed with friends and relatives.

Motivations to Visit

- 30% of those whose main purpose was leisure (70 of the 233 participants) reported that they initially booked their visit to spectate or attend a sports match/event (significantly football), 26%

- All 237 leisure visitors (including those who extended their trip to include some leisure time) were asked which activities they had undertaken during their stay in Manchester, and the most frequently reported responses were shopping (86%), eating out (79%), spectating or attending a sports match/event (38%), enjoying the nightlife (36%) and visiting a specific attraction or exhibition (34%).
- The most influential offers for encouraging the leisure visitors on this visit were flights (61%) and accommodation offers (41%).

Marketing Conversion

- The greatest reach of the campaign was gained by the Irish short breaks webpage, viewed by 57% of respondents.
- 83% of those that had not visited during the campaign period (254 of the 306 participants) reported that the information they received from the campaign had influenced their planning for a future visit.
- A third of all leisure respondents (32%) had booked their trip to Manchester either “fully” or “partly” as a result of information received from the campaign.
- 18% of the sample of leisure visitors had not intended to visit Manchester before they received the campaign information so these visits were entirely generated as a result of the campaign.
- A further 27% of leisure respondents extended their stay in Manchester as a result of campaign communication. The average length of stay was 2.5 nights for those not influenced by the campaign but extended to 2.7 for those influenced by the campaign.

Dispersal from Manchester

- 82 of the 237 leisure respondents (35%) visited areas outside Manchester during their recent stay. 18% visited other districts of Greater Manchester, 35% visited destinations outside the Northwest and 67% visited other sub-regions of the Northwest.
- 35 of the 237 leisure respondents (15%) stayed overnight in areas outside Manchester during their recent visit. 9% stayed overnight in other districts of Greater Manchester, 57% stayed in other sub-regions of the Northwest and 47% stayed in destinations outside the Northwest.
- The average number of nights spent outside Manchester during a visit was 2.5.

Future Leisure Visits

- Three-quarters of the total sample (65%) were planning a leisure visit to Manchester in the next 12 months with 99% indicating a possible future visit.
- The activities rated as important to those planning a potential future visit were; shopping (79%), eating out (68%) and watching a sports match/event (47%).
- 468 participants (82%) would look for information about a future visit on the internet, while 61% would use information received by email.

Overall Performance Scores

- The highest average score gained from recent visitors for the destination’s offer and attributes was 8.6 out of 10 for both sporting events and shopping. This was followed by 8.1 out of 10 for both eating out experiences and easy access to other cities/areas.
- Those who had not visited Manchester during the campaign period generally gave lower scores than recent visitors to the destination, with an overall average performance score across all categories of 7.6 out of 10, compared with 7.8 out of 10 from recent visitors.

