

## Irish Visitors Survey 2006

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### PROJECT DETAILS

**Funded by:** Northwest Regional Development Agency (NWDA) & VisitBritain  
**Commissioned to:** KGS Ltd

#### Methodology

Sample size: 1641 profiled; 351 respondents

Special conditions: Residents of the Republic of Ireland

Research method: The research was carried out in two stages:

1. Visitors departing Manchester Airport for the Republic of Ireland were profiled and invited to participate in further research. 1641 visitors were involved in this stage during September and October 2005.
2. Questionnaires that looked at their experience in Manchester in more depth were sent by email or post, depending on the personal details provided. 351 visitors participated in this stage during March 2006.

Dates: September 2005 - March 2006

#### Objectives

- To profile visitors of Greater Manchester from the Republic of Ireland to inform both an acquisition strategy and retention strategy for future marketing activity.
- To identify the value of the visit to Greater Manchester.
- To gain an understanding of the behaviour of visitors (both leisure and business) to Greater Manchester from the Republic of Ireland.
- To use the data to identify a specific product compatible to each market segment

### KEY FINDINGS

#### Visitor Profile

- Greater Manchester attracted 72% of Irish visitors to the North West.
- There are three key reasons for Irish Residents to visit the North West: to “watch a football match” (30% of respondents), “visit friends or relatives” (25%) and “holiday” (14%).
- The Irish visitor profile is relatively young and is dominated by male visitors, due to the soccer link. Low levels of children visit the region.

- Whilst the internet is a strong travel booking tool - used by 70% of respondents - it is not widely used for research prior to a visit. Visits are mostly stimulated by personal experience or recommendation so encouraging first-time visitors is crucial to increasing visitor numbers.

### Visit Profile

- The average length of stay is 2.7 nights, with over half staying 2-3 nights in the region.
- There is a strong tendency towards repeat visits to the region - with three-quarters having visited previously and almost nine out of ten expecting to re-visit.
- Whilst in the region, Irish visitors primarily occupy their visit with shopping, watching sports events, urban sightseeing and visiting bars and nightclubs. Cultural and rural attractions only appeal to a minority of the Irish market who visited Manchester.
- There is high satisfaction amongst visitors to Manchester with all aspects of the city but with particular praise being given to the strong transport infrastructure.
- The average spend per person by Irish visitors to the North West is £290: soccer spectators spend on average £306 per person whilst in the region, whereas VFR travellers account for an average spend of £225 per person.

