

Nordic Campaign Evaluation 2008

Executive Summary

Overview

The project was undertaken to assess the effectiveness of the Visit Manchester Nordic campaign across the Danish, Swedish and Norwegian markets.

Objectives

- To assess the number of people who have made a trip to Manchester since receiving the e-blasts for the 'Seven Deadly Sins' campaign and those who have visited as a direct result.
- To evaluate visitor spend and overall return on investment for the campaign.
- To evaluate how useful and influential the information in the campaign was.
- To assess their motivations for visiting Manchester and their experience (negative and positive) whilst here.
- To find out what proportion spent time outside Manchester during their trip and the destinations visited.
- To establish Manchester Airport usage for this market.
- To assess the potential for future visits and information that would be well-received to inform these potential visits.

Methodology

500 on-line survey completions from each market (Danish, Swedish & Norwegian) as invited from the respective enquiry databases held by Visit Manchester. The data collection period was April and May 2008 and the research undertaken internally by Visit Manchester using Snap Professional survey software.

Key Findings

The key findings are shown on the following pages in table format for comparative purposes for the three Nordic Markets.

	Danish	Swedish	Norwegian
% who had visited Manchester since Jan 2006	6%	14%	17%
% (of those visited) who had visited more than once since Jan 2006	41%	28%	35%
% who had visited as a direct result of the communication they received (out of those who actually visited)	19%	33%	26%
% who had been influenced to book at a particular time by the communication	17%	13%	10%
% of visitors who intend to re-visit in the future	93%	88%	95%
Most-cited reasons for being initially attracted to visit Manchester	'a good base to explore other areas' (25%) and 'been before and wanted to return' (22%)	'to attend a specific event, festival or show' (40%), 'to visit friends or relatives' (29%) and 'been before and wanted to return' (22%)	'to attend a specific event, festival, or show' (46%), 'been before and wanted to return' (37%) and 'to visit specific visitor attractions' (35%)
Purpose of visit	'holiday' (41%), 'visiting friends and relatives' (31%) and 'attending a specific event, festival or show' (6%)	'holiday' (36%), 'visiting friends or relatives' (23%) and 'attending a specific event, festival or show' (23%)	'attending a specific event, festival or show' (38%), 'general holiday' (28%) and 'to attend a specific visitor attraction' (10%)
Average length of stay (ALOS)	3 nights (3.2)	3 nights (3.3)	3 nights (3.2)
Average number in travelling party	3 people (3.6)	3 people (3.2)	5 people (including some larger groups)
% flying into Manchester on a direct flight	92%	60%	17%
% visiting outside Manchester (overall)	60%	55%	61%
% visiting outside Manchester (1 trip takers)	41%	47%	25%
% visiting outside Manchester (1+ trip takers)	67%	74%	66%
% of those who visited outside Manchester who stayed overnight outside Manchester	66%	69%	61%

Most-cited elements that impressed about Manchester	'the city itself' and 'the cultural offer'	'the atmosphere', 'the city itself' and 'shopping'	'watching the football team/seeing the football ground', 'shopping' and 'local people'
Elements requested to see in future communication	(various – all named by just one participant)	'events and how to book', 'shopping options' and 'restaurant recommendations'	'information on concerts', 'special offers on airline tickets' and 'information on football'
Not visited but information received will influence planning for a possible visit	63%	76%	46%

