

Short Breaks Research 2008

EXECUTIVE SUMMARY

PROJECT DETAILS

Funded by: Northwest Regional Development Agency (NWDA)
Commissioned to: Arkenford Ltd.

Methodology

Sample size: 1599 (16% response rate)
Special conditions: none
Database: Marketing Manchester's short breaks
Research method: Online survey
Date: January 2008

Objectives

- To establish the conversion rate of enquiries for information about short breaks to actual short breaks taken.
- To evaluate the value of visits from the short breaks market.
- To gain feedback on the market to inform future short breaks activity.

KEY FINDINGS

Visitor Profile

- 25% of participants were from overseas markets.
- 48% of participants had visited in the last 2 years, 29% had visited more than 2 years ago and 23% had never visited.
- 40% travelled with a partner and another 40% travelled with children.
- 97% use the internet when looking for information on their next holiday and 65% used www.visitmanchester.com to gain information on things to do in the area.

Visit Profile

- The average length of stay was 3 nights (2.6 for UK residents and 4.4 for overseas residents)
- 47% visited Manchester to attend a specific event (i.e. a concert, football match or family event'. Other popular reasons for visiting Manchester were 'Just to see Manchester' (40%), 'Shopping' (28%), 'General visit to friends and family' (24%).

- Most popular activities undertaken were eating out (85%), shopping (83%), visiting museums and galleries (53%) and going to pubs, bars and clubs (52%).
- 79% stayed in serviced accommodation. 28% in a budget hotel, 27% in a 2-3 star hotel and 24% 4-5 star hotel.
- 84% staying in 4-5 star hotels booked accommodation that was listed in the communication they received compared to 74% for 2-3 star and 66% for budget accommodation.
- Average spend per person per holiday : £568
- Average spend per group per holiday : £1154

Conversion Rates

- The Manchester Guide provided the highest conversion out of all forms of communication methods and was also the most effective communication method for first time visitors.
- The newsletters and Short Breaks Guide were the most effective communication method for people re-visiting the area.
- 6-13% (depending on communication method) booked their visit as a direct result of receiving the various types of communication (13% refers to the Short Breaks Guide). However 55% to 67% booked their holiday sometime after receiving the communication.

Non-Visitor Feedback

- Those who hadn't visited Manchester in the last two years were asked why they hadn't. 38% hadn't visited as they went on a short break elsewhere in the UK instead and 25% went on holiday or a short break overseas. 14% didn't go on holiday and 14% quoted lack of money as the reason for not visiting Manchester.

