



# Blackpool destination report



# VisitEngland Destination tracker:

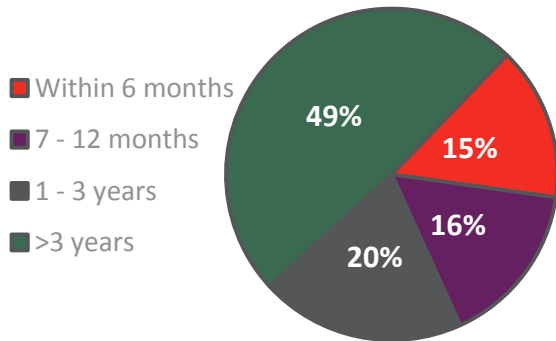
- Since April 2015, the national tourist boards of VisitEngland, VisitScotland and VisitWales have been tracking visitor perceptions of holiday destinations across GB in a single research vehicle.
- Data in this report is from April 2015 – September 2016
- This study explores **behavioural and experience measures** such as, visitation, spend, stay length, satisfaction and advocacy within individual destinations. As well as the **imagery perceptions** of each destination.
- In the report there are 3 samples for comparison; those from whom this destination was the most recently visited, those who claim to visit a seaside destination at C52 and finally a GB average.
- All respondents are GB holiday takers, having taken a GB break in the past 12 months or are expecting to in the next 12 months. This accounts for approx. 49% of the population.
- Significant differences will be indicated by a **black↑/orange↓** arrow against seaside destinations and a **blue↑/red↓** against GB.
- This report provides a snapshot of:
  1. A demographic split of destination visitors
  2. The behaviours exhibited at the destination: How loyal are they to the destination and how satisfied were they with their trip?
  3. How GB holiday makers perceive this destination and how does it compare with others?
- Finally there is a summary of findings.

# Who is visiting?

## Ever Visited Blackpool :

65%

## Time since last visit



\*Please note respondents can have visited more than one destination in the last 3 years

## Visited destination in the last 3 years

Gender	Blackpool	Seaside	Great Britain
Male	51%	47%	49%
Female	49%	53%	51%

Age	Blackpool	Seaside	Great Britain
18-24	21%↑↑	10%	14%
25-34	21%↑↑	12%	16%
35-44	16%	19%	17%
45-54	16%	18%	18%
55-64	12%↓	17%	15%
65+	14%↓↓↓	24%	20%

Region of origin	Blackpool	Seaside	Great Britain
Wales	4%	6%	5%
Scotland	10%↑	5%	9%
North East	6%↑	3%	4%
North West	16%↑↑	11%	11%
Yorkshire/ Humberside	9%	10%	9%
East Midlands	8%	8%	7%
West Midlands	8%↓	13%	9%
East Anglia / East of England	8%	9%	10%
Greater London	16%↑	11%	13%
South East	9%↓↓↓	15%	14%
South West	7%	9%	9%

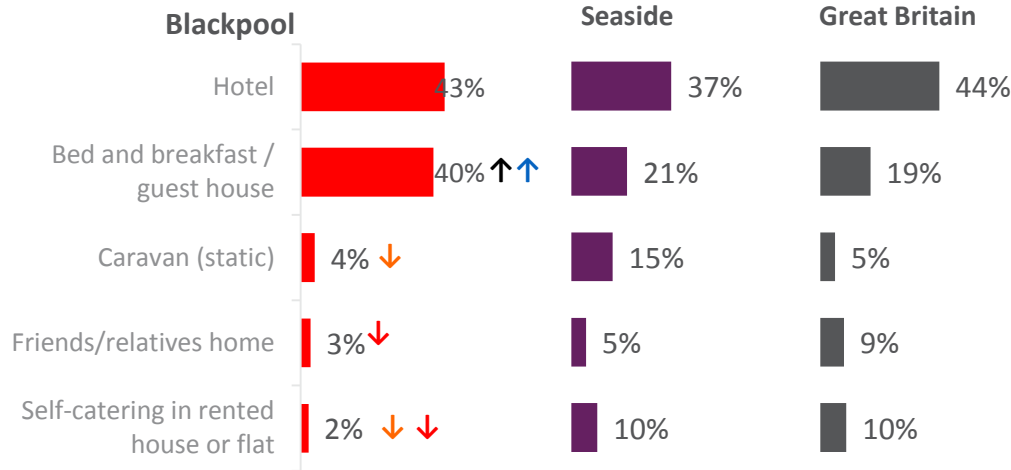
TWO-THIRDS OF DOMESTIC HOLIDAY MAKERS HAVE VISITED BLACKPOOL. THE DESTINATION ATTRACTS A YOUNGER AUDIENCE IN COMPARISON TO OTHER SEASIDE AND GB DESTINATIONS, WITH A SIGNIFICANTLY HIGHER PROPORTION OF VISITORS BEING WITHIN THE 18-34 AGE RANGE.

Base: Blackpool reduced destination list n=683 Blackpool last 3 years reduced destination list n=203 Seaside destination n= 1782 total base n=12771

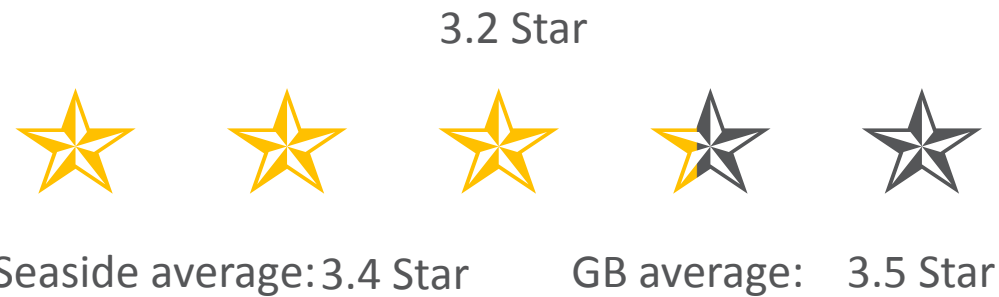
Significant differences will be indicated by a black↑/orange↓ arrow against seaside destinations and a blue↑/red↓ against GB

# Where are they staying? – among most recent visitors

## Accommodation type (Top 5)



## Accommodation Quality Average (claimed)



Accommodation Quality	Blackpool	Seaside	Great Britain
1 star	1%	1%	1%
2 star	11% ↑	7%	6%
3 star	51% ↑↑	39%	36%
4 star	17%	30%	33%
5 star	5%	5%	7%
Don't know/ Can't Remember	14%	18%	17%

**A LARGE PROPORTION OF VISITORS TO BLACKPOOL STAY IN A HOTEL OR IN B&BS/GUEST HOUSES. BLACKPOOL HAS THE HIGHEST LEVEL OF B&B USE OF ANY DESTINATION IN GB, TWICE THAT OF OTHER SEASIDE DESTINATIONS. HALF OF THOSE WHO VISIT BLACKPOOL CLAIM TO STAY IN 3 STAR ACCOMMODATION.**

Base: Most recently visited destination n=182 Seaside destination n= 1782 Total Base n=12179 Question name: In tables

Significant differences will be indicated by a black↑/orange↓ arrow against seaside destinations and a blue↑/red↓ against GB



# Consideration, satisfaction & intention to visit

<b>Loyalty Ladder</b>	<b>Blackpool destination average</b>	<b>Seaside destination average*</b>	<b>Great Britain destination average*</b>
<b>Loyal</b> (I often/sometimes take holidays there and intended to in the next year/couple of years)	<b>18%</b>	<b>14%</b>	<b>17%</b>
<b>Considerers</b> (I have been/never been to this destination before but would like to in the future)	<b>34%</b>	<b>48%</b>	<b>48%</b>
<b>Rejecters</b> (I have been/never been to this destination before and am not likely to do so in the future)	<b>42%</b>	<b>28%</b>	<b>26%</b>
<b>Satisfaction</b>	<b>43%</b>	<b>50%</b>	<b>48%</b>
<b>Likelihood to revisit</b>	<b>8.7</b>	<b>8.6</b>	<b>8.4</b>
Base n=	683/182	1782	12179

**BLACKPOOL BOASTS A HIGHER LEVEL OF LOYALTY THAN OTHER SEASIDE DESTINATIONS AND HIGHER LIKELIHOOD TO REVISIT THAN THE NATIONAL AVERAGE. DESPITE THIS, A LOWER PROPORTION OF HOLIDAY MAKERS WOULD CONSIDER VISITING BLACKPOOL COMPARED TO OTHER SEASIDE DESTINATIONS AND A LARGER NUMBER REJECT BLACKPOOL OUTRIGHT. SATISFACTION LEVELS ARE ALSO LOWER THAN THE REST OF THE COUNTRY.**

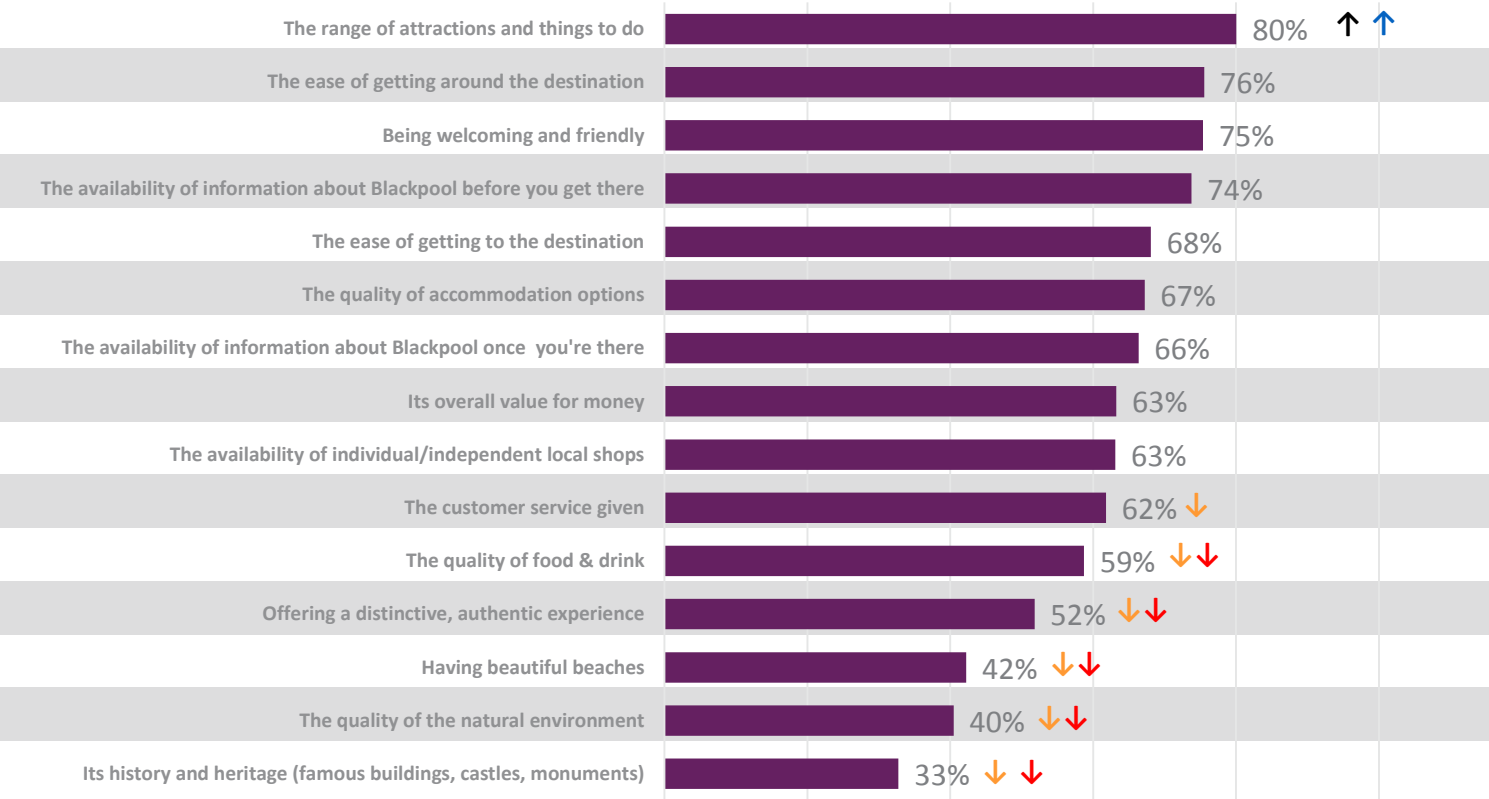
Base: In table Asked of all Blackpool shown on rotation from reduced destination list / Most recently visited destination

Question name: In tables

\* Averages taken manually from averaging each destination, not via nett.

# Destination attribute satisfaction – among visitors to Blackpool

Destination attributes difference analysis



	Seaside	GB*
The range of attractions and things to do	66%	66%
The ease of getting around the destination	70%	69%
Being welcoming and friendly	77%	74%
The availability of information about Blackpool before you get there	69%	68%
The ease of getting to the destination	65%	66%
The quality of accommodation options	71%	71%
The availability of information about Blackpool once you're there	69%	68%
Its overall value for money	66%	63%
The availability of individual/independent local shops	64%	61%
The customer service given	69%	68%
The quality of food & drink	70%	72%
Offering a distinctive, authentic experience	61%	68%
Having beautiful beaches	66%	66%
The quality of the natural environment	74%	81%
Its history and heritage (famous buildings, castles, monuments)	59%	71%

**BLACKPOOL IS DIFFERENTIATED AGAINST OTHER DESTINATIONS IN GB BY THE WIDE RANGE OF ATTRACTIONS AND THINGS TO DO. HOWEVER, WHEN COMPARED WITH OTHER SEASIDE DESTINATIONS THE SERVICE, FOOD AND DRINK SCORE LOWER THAN THE AVERAGE.**

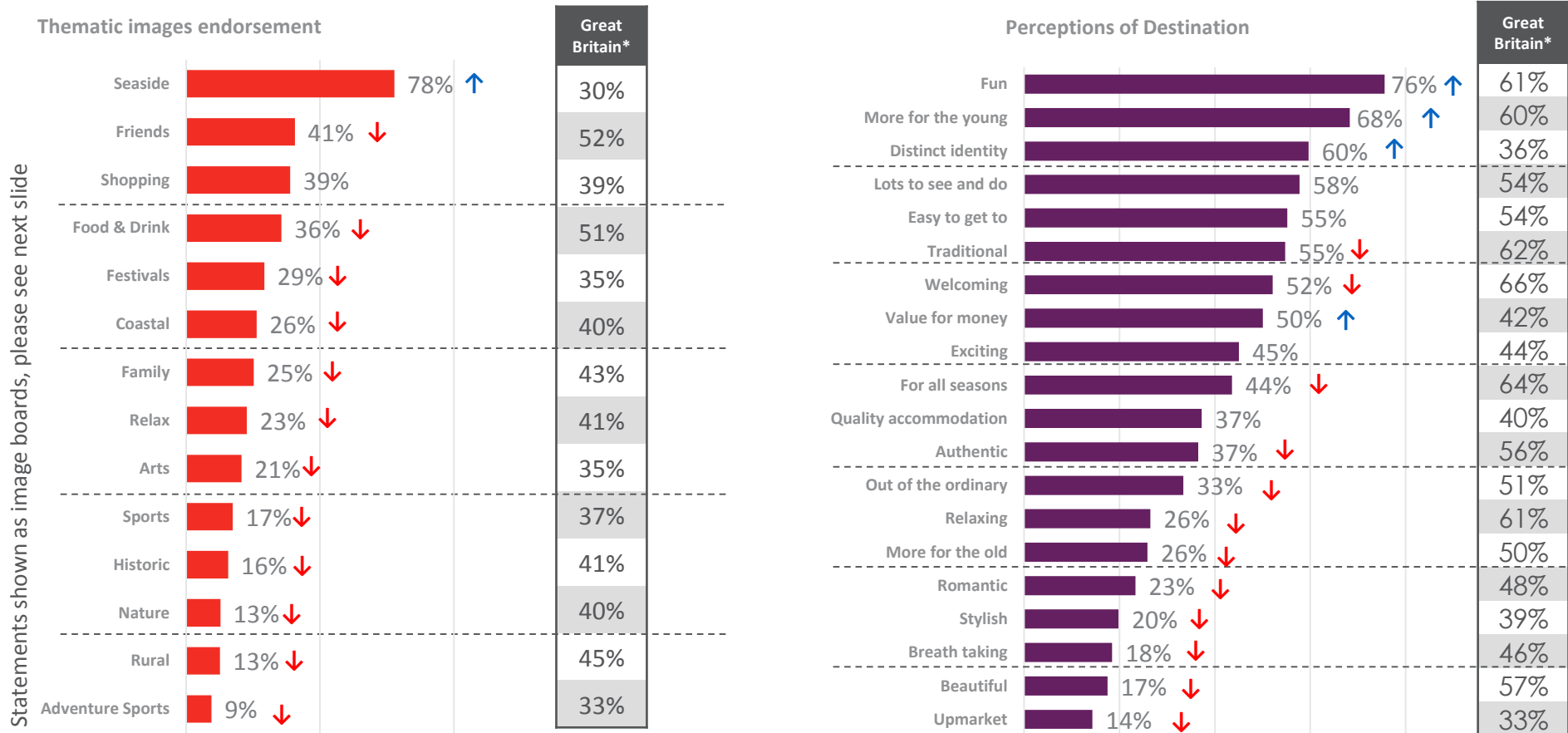
Base: Blackpool n=182 Seaside n= 1782 Total n=12179  
Question name: C90 Destination attributes

Significant differences will be indicated by a black ↑ / orange ↓ arrow against seaside destinations and a blue ↑ / red ↓ against GB



# Destination attribute perception - among GB holiday makers

These questions ask how destinations are perceived generally, not how each was rated on a recent trip. The question is asked of visitors and non-visitors.



AMONG DOMESTIC HOLIDAY MAKERS, BLACKPOOL IS PERCEIVED TO BE A GOOD VALUES SEASIDE DESTINATION THAT IS FUN AND YOUTHFUL WITH A DISTINCT IDENTITY AND A GOOD VARIETY OF THINGS TO DO. YET, FOR THE MAJORITY OF PERCEPTIVE TRAITS, BLACKPOOL IS ENDORSED SIGNIFICANTLY LESS OFTEN THAN OTHER GB DESTINATIONS.

Base: Blackpool n=306, Total n=12179  
Question name: C90 Destination attributes

\* Averages taken manually from summing each destination, not via nett.

Significant differences will be indicated by a black ↑/orange ↓ arrow against seaside destinations and a blue ↑/red ↓ against GB

# The theme boards

## Image boards (E30/35)

Shopping



Friends



Seaside



Food & drink



Rural



Festivals



Relax



Family



Nature



Coastal



Historic



Arts



Adventure



Sports



## Word associations (E40/45)

- Beautiful
- Breath-taking
- Distinct culture
- Traditional
- Authentic
- Relaxing
- Quality accommodation
- Fun
- Friendly
- Romantic
- Surprising
- Exciting
- Out of the ordinary
- Value for money
- For all seasons
- Stylish
- More for the old
- Easy to get to
- Upmarket
- More for the young



# Summary: Blackpool

- Two-thirds of domestic holiday makers have visited Blackpool.
- Visitors to Blackpool tend to be younger, 2-in-5 are under 35 years old and this proportion is significantly greater than found in other seaside destinations.
- Visitors are more likely to stay in either Hotels or B&Bs and Guest houses. B&B usage is significantly higher in Blackpool than the rest of the country and more than twice as many visitors to Blackpool opt for B&Bs than in other seaside destinations.
- Blackpool has an albeit small but loyal following with a high re-visitation rate among visitors, but a high rate of rejection among domestic holiday makers.
- Among GB holiday makers, Blackpool is perceived as a fun seaside destination for the young and the destination is recognised as having a good mix of activities and a distinctive identity.
- According to its visitors the variety of attractions and things to do is the greatest strength for Blackpool. The level of satisfaction with the destination is low among visitors, as is recognition of the quality of the food and drink, customer service and quality beaches. Despite this, intended re-visitation remains high.
- **A watch out:** Blackpool is a young, fun destination offering a wide range of activities. Their younger than average visitors are very likely to revisit, but do not score Blackpool well for quality of food, service or environment.