

# Brighton destination report



# VisitEngland Destination tracker:

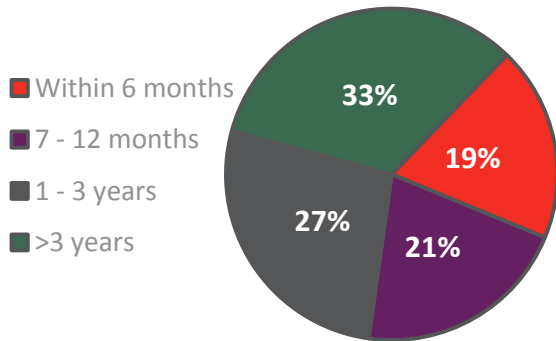
- Since April 2015, the national tourist boards of VisitEngland, VisitScotland and VisitWales have been tracking visitor perceptions of holiday destinations across GB in a single research vehicle.
- Data in this report is from April 2015 – September 2016
- This study explores **behavioural and experience 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 Brighton :

55%

Time since last visit



\*Please note respondents can fit into more than one category\*

Visited destination in the last 3 years

Gender	Brighton	Seaside	Great Britain
Male	50%	47%	49%
Female	50%	53%	51%

Age	Brighton	Seaside	Great Britain
18-24	15%↑	10%	14%
25-34	23%↑↑	12%	16%
35-44	22%↑	19%	17%
45-54	14%	18%	18%
55-64	10%↓↓	17%	15%
65+	16%↓	24%	20%

Region of origin	Brighton	Seaside	Great Britain
Wales	5%	6%	5%
Scotland	2%↓↓	5%	9%
North East	1%↓	3%	4%
North West	9%	11%	11%
Yorkshire/ Humberside	5%↓	10%	9%
East Midlands	11%↑	8%	7%
West Midlands	8%↓	13%	9%
East Anglia / East of England	11%	9%	10%
Greater London	23%↑↑	11%	13%
South East	18%	15%	14%
South West	8%	9%	9%

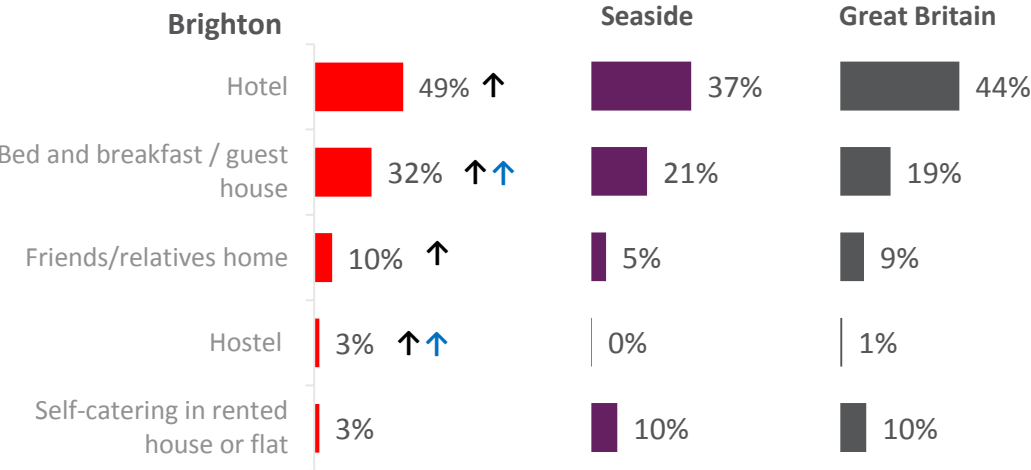
ACROSS GREAT BRITAIN AROUND HALF OF DOMESTIC HOLIDAY MAKERS HAVE VISITED BRIGHTON. THE DESTINATION ATTRACTS A YOUNGER AUDIENCE THAN OTHER GB DESTINATIONS WITH SIGNIFICANTLY MORE 18-24, 25-34 AND 35-44 YEAR OLDS VISITING BRIGHTON, WHILE THE OLDER AGE GROUPS (55 +) ARE SIGNIFICANTLY LESS LIKELY TO VISIT.

Base: Brighton reduced destination list n=337 Brighton last 3 years reduced destination list n=227 Seaside destination n= 1782 total base n=12771

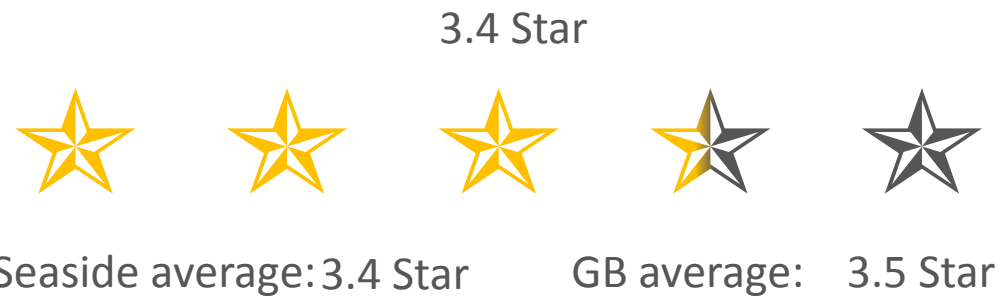
Significant differences will be indicated by a black↑/orange↓ arrow against seaside destinations and a blue↑/red↓ against GB

# Where are they staying? – among most recent visitors

## Accommodation type (top 5)



## Accommodation Quality Average (claimed)



Accommodation Quality	Brighton	Seaside	Great Britain
1 star	1%	1%	1%
2 star	6%	7%	6%
3 star	44% ↑	39%	36%
4 star	29%	30%	33%
5 star	6%	5%	7%
Don't know/ Can't Remember	14%	18%	17%

COMPARED TO THE REST OF THE COUNTRY AND OTHER SEASIDE DESTINATIONS BRIGHTON HAS A HIGHER RATE OF PEOPLE STAYING IN HOTELS AND BED AND BREAKFAST/GUEST HOUSE. VISITORS TO BRIGHTON ARE MORE LIKELY THAN VISITORS TO OTHER DESTINATIONS TO CLAIM THEY HAVE STAYED IN 3\* ACCOMMODATION.

Base: Most recently visited destination n=226 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>Brighton 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>49%</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>27%</b>	<b>28%</b>	<b>26%</b>
<b>Satisfaction</b>	<b>35%</b>	<b>50%</b>	<b>48%</b>
<b>Likelihood to revisit (C88)</b>	<b>8.3</b>	<b>8.6</b>	<b>8.4</b>
Base n=	337/226	1782	12179

**BRIGHTON HAS MARGINALLY HIGHER LOYALTY THAN OTHER SEASIDE DESTINATIONS, YET HAS LOWER SATISFACTION RATE AND LIKELIHOOD TO REVISIT.**

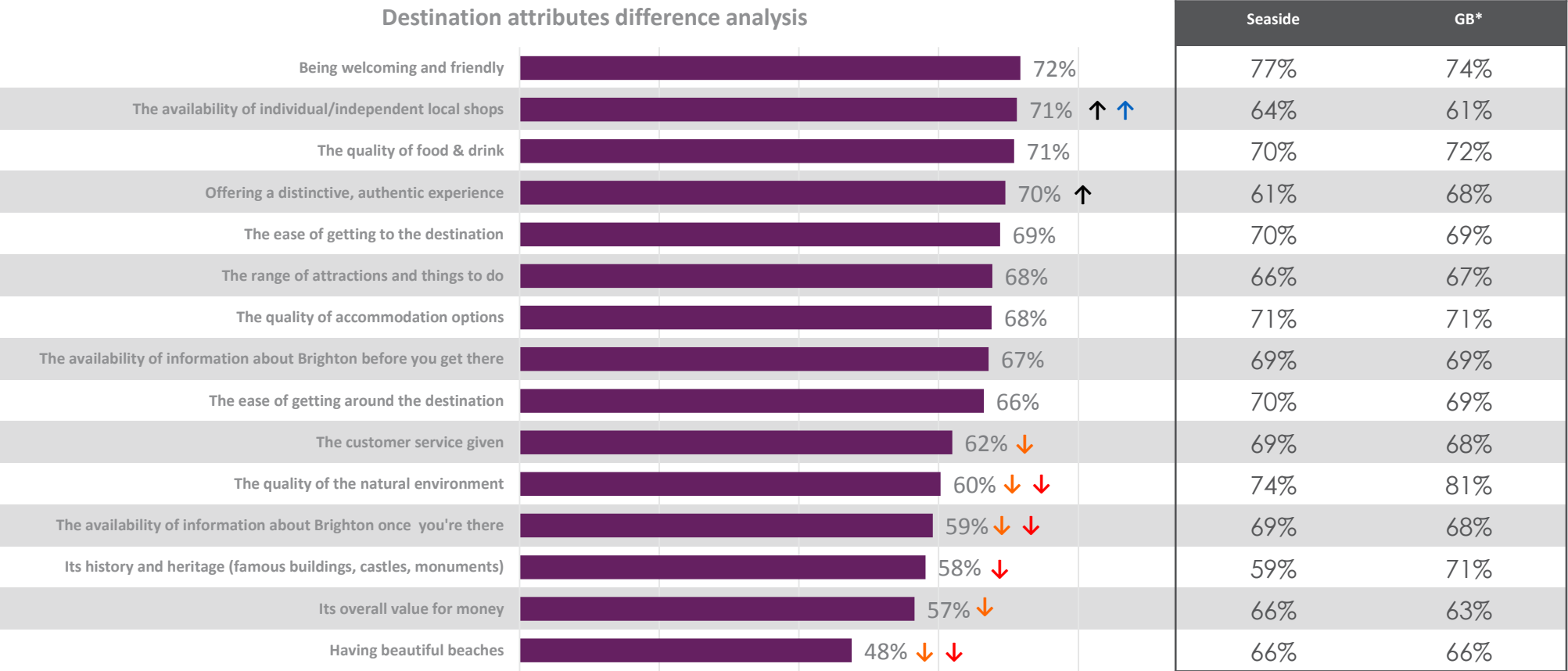
Base: In table Asked of all Brighton shown on rotation from reduced destination list / Most recently visited destination

Question name: In tables

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

# Destination attribute satisfaction – among visitors to Brighton

Destination attributes difference analysis



**BRIGHTON HAS A DISTINCTIVE PERSONALITY OFFERING INDEPENDENT LOCAL SHOPS. HOWEVER, THE PERCEIVED BEAUTY OF THE BEACHES IS A WATCH OUT, ESPECIALLY FOR A SEASIDE DESTINATION.**

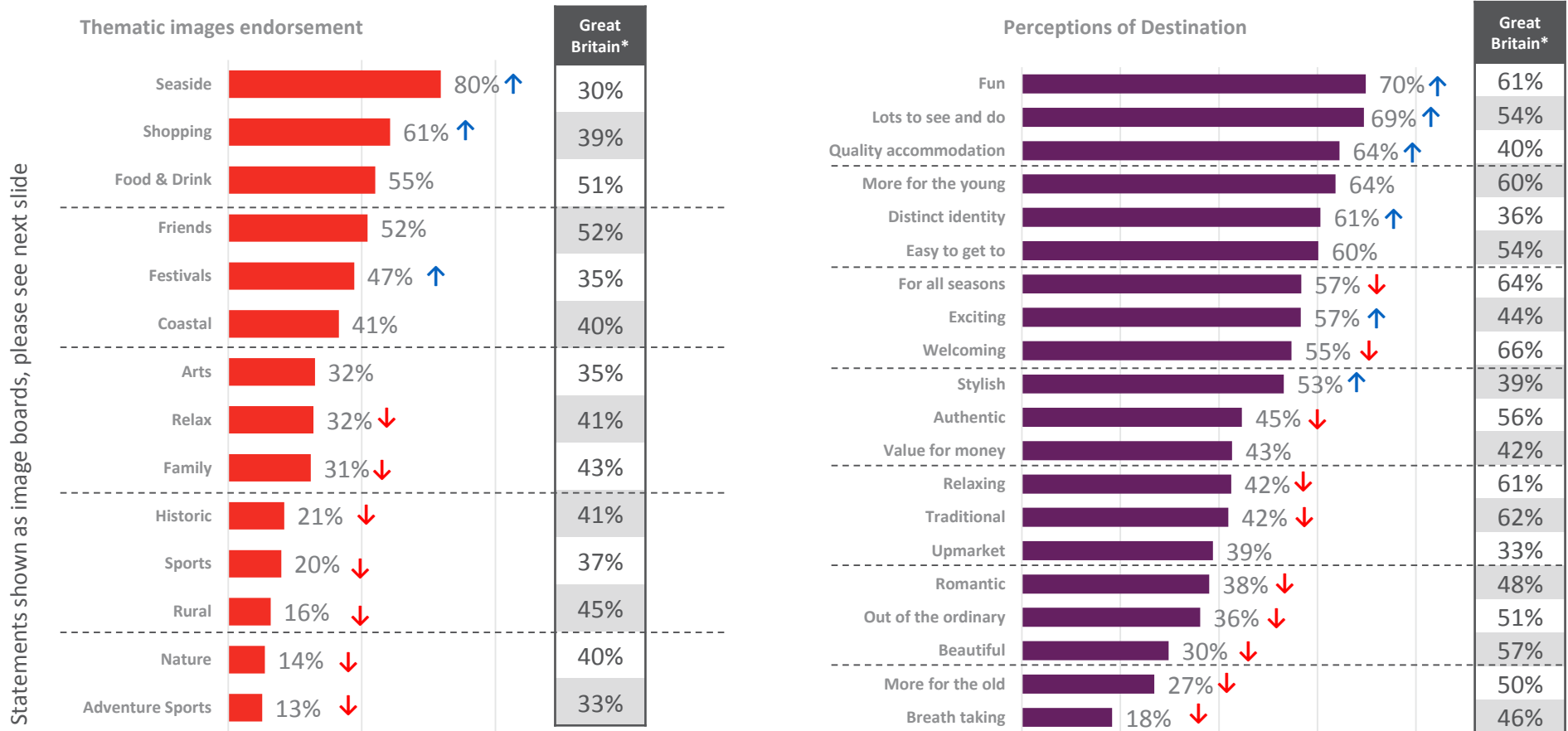
Base: Brighton n=226, Seaside =1782 total n=12179  
Question name: C90 Destination attributes

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.



THE OVERALL PERCEPTION OF BRIGHTON IS A DESTINATION WHICH IS FUN, UNIQUE AND FULL OF ACTIVITIES. THERE IS LOTS OF ENTERTAINMENT FOR THE YOUNG BUT INTERESTINGLY THE DESTINATION IS NOT ASSOCIATED WITH FAMILIES – IMPLYING THAT THE ASSOCIATION IS WITH YOUNG ADULTS.

Base: Brighton n=301, Total n=12179  
Question name: C90 Destination attributes

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

# 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: Brighton

- About half of domestic holiday makers have visited Brighton, the majority of visits happened in the last 3 years (60%) but relatively few have visited in the last 6 months (19%).
- Visitors to Brighton are most likely to come from the London area or the south east (41%) but it also attracts a significantly higher proportion of visitors from the East Midlands when compared to Great Britain average.
- Loyalty and consideration are on the same level as Great Britain average however visitors leave with relatively low satisfaction which hampers likelihood to revisit.
- Visitors to Brighton are also significantly more likely to stay in a bed and breakfast
- Among domestic holiday makers Brighton is known for its unique, fun and entertaining offering of activities and shopping opportunities.
- Visitors recognise it as a fairly easy destination to get to which can provide an exciting and distinctive experience.
- **A watch out:** Among visitors “having beautiful beaches” scores lower than other seaside destinations.