



Liverpool destination report



VisitEngland Destination tracker:

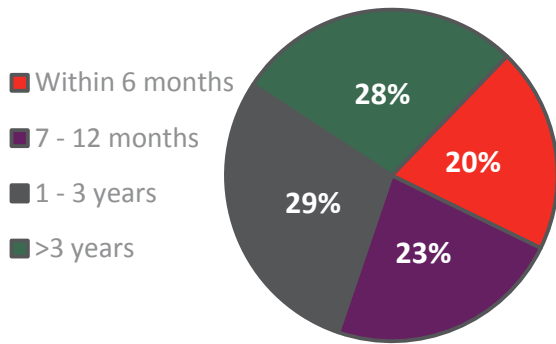
- Since April 2015, the national tourist boards of VisitEngland, VisitScotland and VisitWales have been tracking visitor perceptions of holiday destinations across GB in a single research vehicle.
- Data in this report is from April 2015 – September 2016
- This study explores **behavioural and experience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

48%

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	Liverpool	Cities	Great Britain
Male	52%	51%	49%
Female	48%	49%	51%

Age	Liverpool	Cities	Great Britain
18-24	22%↑↑	16%	14%
25-34	22%↑	18%	16%
35-44	13%	17%	17%
45-54	21%	18%	18%
55-64	12%	15%	15%
65+	9%↓↓	16%	20%

Region of origin	Liverpool	Cities	Great Britain
Wales	6%	5%	5%
Scotland	10%	10%	9%
North East	3%	5%	4%
North West	16%↑	12%	11%
Yorkshire/ Humberside	12%↑	8%	9%
East Midlands	6%	7%	7%
West Midlands	9%	8%	9%
East Anglia / East of England	6%	10%	10%
Greater London	11%	13%	13%
South East	15%	12%	14%
South West	7%	9%	9%

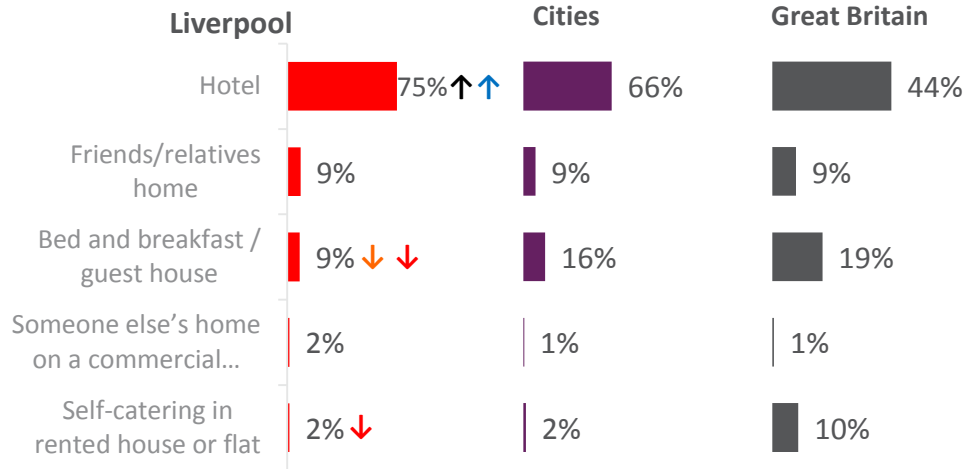
ALMOST HALF OF DOMESTIC HOLIDAY MAKERS HAVE VISITED LIVERPOOL. THE CITY ATTRACTS A YOUNGER AUDIENCE IN COMPARISON TO THE GB AVERAGE AND WHEN COMPARED TO OTHER DESTINATIONS, A SIGNIFICANTLY HIGHER PROPORTION OF VISITORS ARE BETWEEN THE AGES OF 18 AND 34.

Base: Liverpool reduced destination list n=699 Liverpool last 3 years reduced destination list n=204 City destination n= 4115 total base n=12771

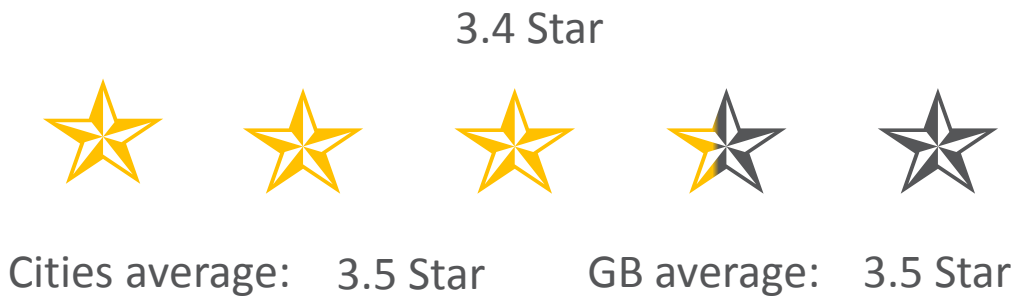
Significant differences will be indicated by a black↑/orange↓ arrow against city destinations and a blue↑/red↓ against GB

Where are they staying? – among most recent visitors

Accommodation type (Top 5)



Accommodation Quality Average (claimed)



Accommodation Quality	Liverpool	Cities	Great Britain
1 star	1%	1%	1%
2 star	8%	6%	6%
3 star	37%	36%	36%
4 star	39%	36%	33%
5 star	2% ↓↓	8%	7%
Don't know/ Can't Remember	13%	13%	17%

THREE-QUARTERS OF VISITORS TO LIVERPOOL STAY IN A HOTEL, SIGNIFICANTLY MORE THAN IN OTHER GB DESTINATIONS. MEANWHILE SIGNIFICANTLY FEWER STAY IN B&BS OR GUESTHOUSES. COMPARATIVELY FEW VISITORS TO LIVERPOOL CLAIM TO STAY IN 5 STAR ACCOMMODATION THAN IN OTHER GB DESTINATIONS

Base: Most recently visited destination n=129 City destination n= 4115 Total base n=12179
 Question name: In tables

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



Consideration, satisfaction & intention to visit

Loyalty Ladder	Liverpool destination average	Cities destination average*	Great Britain destination average*
Loyal (I often/sometimes take holidays there and intended to in the next year/couple of years)	14%	17%	17%
Considerers (I have been/never been to this destination before but would like to in the future)	43%	49%	48%
Rejecters (I have been/never been to this destination before and am not likely to do so in the future)	36%	24%	26%
Satisfaction	50%	46%	48%
Likelihood to revisit	8.5	8.6	8.4
Base n=	699/129	4115	12179

LIVERPOOL COMMANDS A SLIGHTLY LOWER LEVEL OF LOYALTY AND CONSIDERATION THAN OTHER CITIES, WHILST HAVING A LARGER GROUP OF DOMESTIC HOLIDAY MAKERS WHO REJECT THE DESTINATION. DESPITE THIS, AMONG THOSE WHO VISITED, SATISFACTION LEVELS ARE MARGINALLY HIGHER THAN OTHER CITIES.

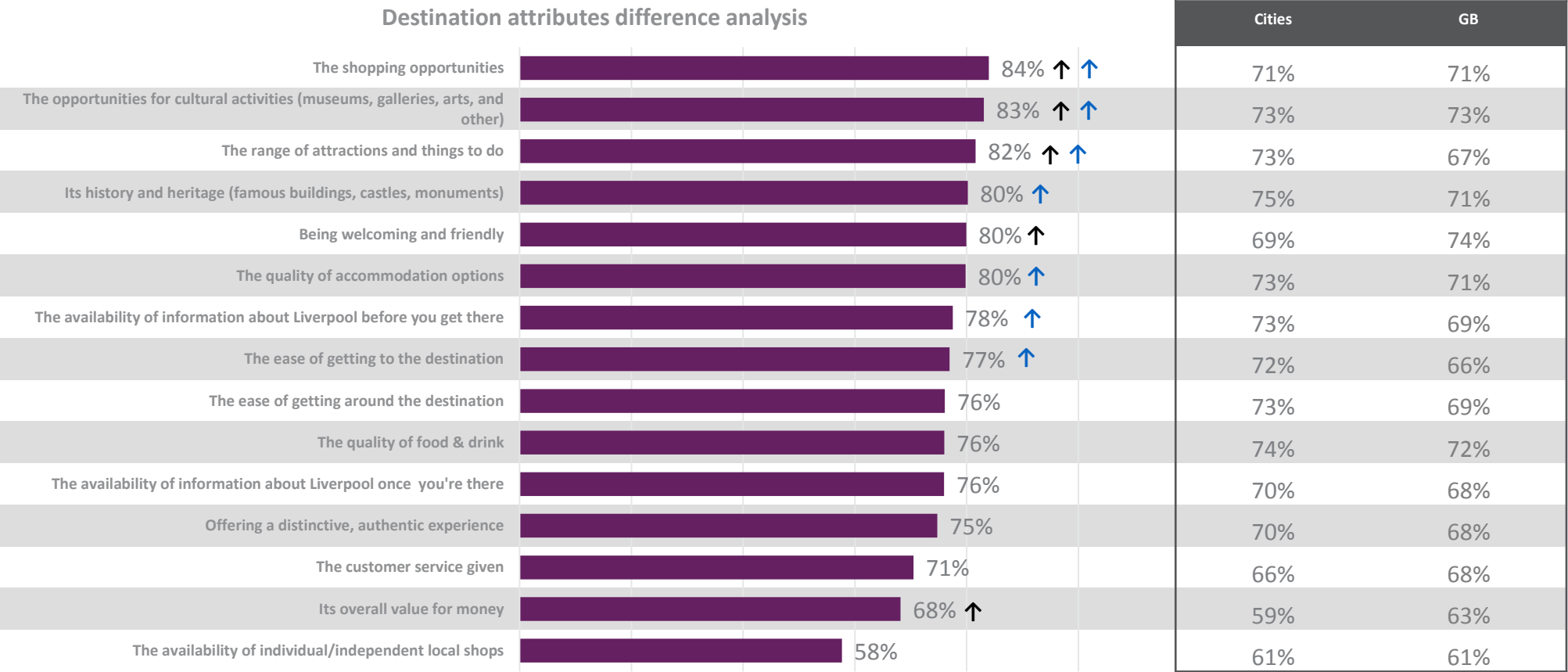
Base: In table Asked of all Liverpool shown on rotation from reduced destination list / Most recently visited destination

Question name: In tables

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

Destination attribute satisfaction – among visitors to Liverpool

Destination attributes difference analysis



FOR VISITORS, LIVERPOOL PERFORMS BETTER THAN THE AVERAGE OF OTHER CITIES FOR BEING WELCOMING, FRIENDLY AND PROVIDING GOOD VALUE FOR MONEY. THE CITY IS FURTHER DIFFERENTIATED AGAINST OTHERS BY EXCELLING IN THE RANGE OF ACTIVITIES AND THINGS FOR VISITORS TO DO - NOTABLY THE OPPORTUNITIES FOR CULTURAL ACTIVITIES AND SHOPPING.

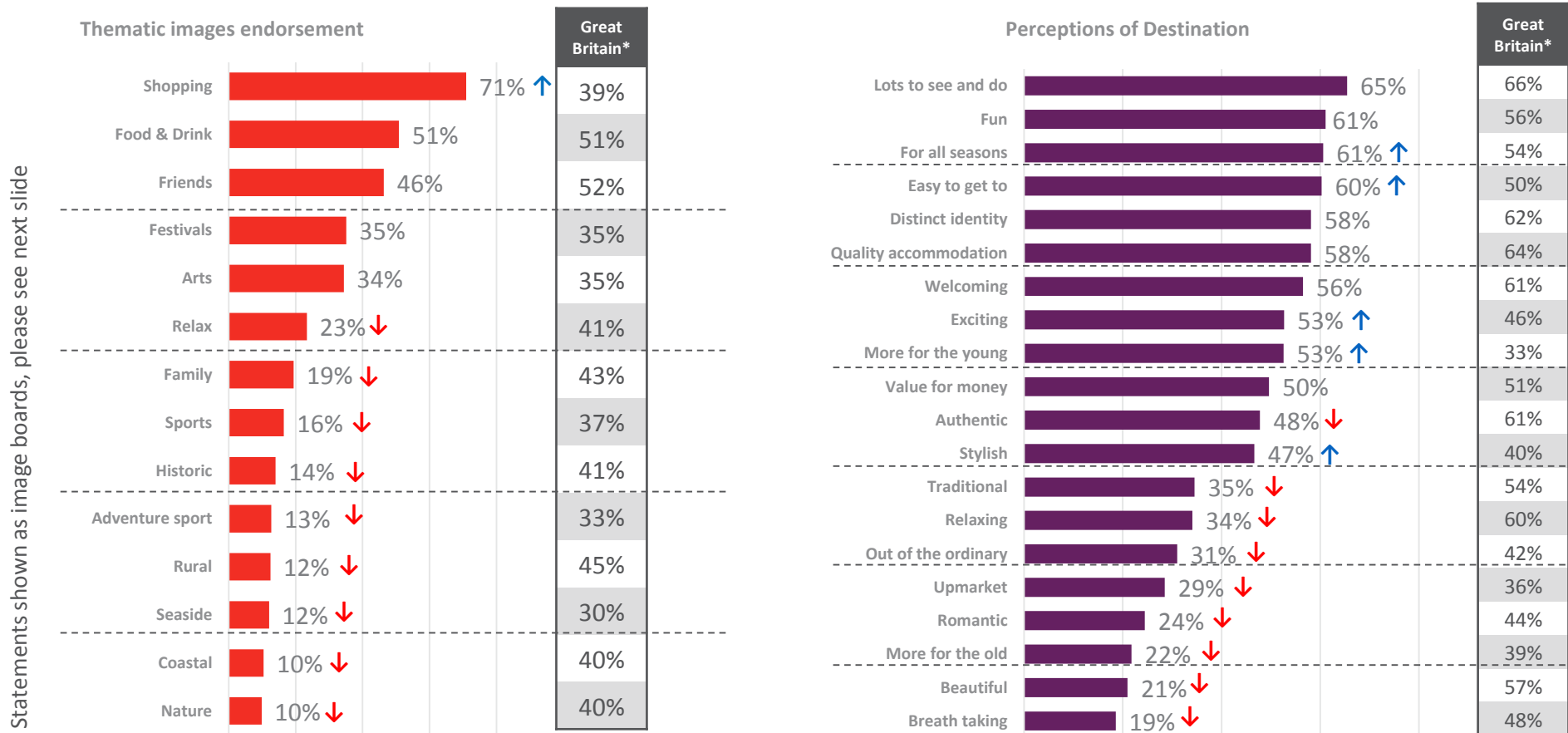
Base: Liverpool n=129, Cities =4115 total n=12179
Question name: C90 Destination attributes

Significant differences will be indicated by a black ↑/orange ↓ arrow against city 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.



LIVERPOOL IS PERCEIVED TO BE AN EXCITING AND YOUTHFUL DESTINATION WITH A GOOD RANGE OF THINGS TO DO. THE CITY IS SEEN AS STYLISH, WITH GOOD SHOPPING OPPORTUNITIES AND AS A DESTINATION THAT CAN BE VISITED ALL YEAR ROUND., LIVERPOOL IS SEEN AS LESS HISTORIC AND TRADITIONAL THAN OTHER GB DESTINATIONS.

Base: Liverpool n=295, Total n=12179

Question name: E35/E45

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

* 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: Liverpool

- Almost half of domestic holiday makers have visited Liverpool. The city attracts a younger demographic than other destinations across Great Britain.
 - Liverpool is also *perceived* as being a destination 'more for the young' among domestic holiday makers.
- Hotel stays make up the vast majority of overnight visits with significantly more visitors to Liverpool staying in hotels than visitors to other destinations.
- Perceptions on Liverpool are split, with relatively low levels of loyalty and consideration but strong levels of satisfaction among visitors.
 - For visitors, Liverpool is different to other cities as it appears to be more welcoming and provide better value for money. The variety of activities in Liverpool is also noted as a strength with the quality of shopping strongly recognised.
 - Among domestic holiday makers generally Liverpool is not viewed as positively as among visitors. Liverpool is seen as being good for style, quality of shopping and being accessible all year round; but the perceptions of the city are less differentiated against other destinations than the satisfaction profile would suggest.
- **A watch out:** Liverpool has a high level of rejecters but also had a relatively high level of satisfaction among visitors. This dynamic suggests that the positive experiences of visitors are not being communicated to non-visitors.