



Manchester destination report



VisitEngland Destination tracker:

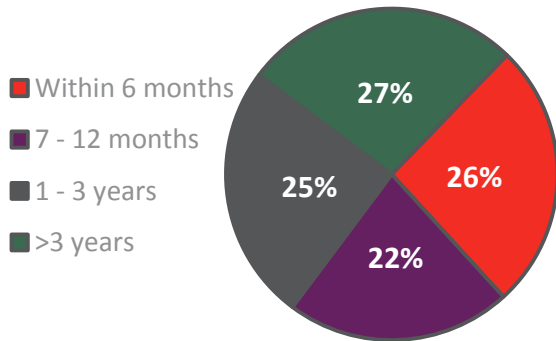
- Since April 2015, the national tourist boards of VisitEngland, VisitScotland and VisitWales have been tracking visitor perceptions of holiday destinations across GB in a single research vehicle.
- Data in this report is from April 2015 – September 2016
- This study explores **behavioural and experience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

50%

Time since last visit



Please note respondents can fit into more than one category

Visited destination in the last 3 years

Gender	Manchester	Cities	Great Britain
Male	45%	51%	49%
Female	55%	49%	51%

Age	Manchester	Cities	Great Britain
18-24	17%	16%	14%
25-34	26%↑↑	18%	16%
35-44	19%	17%	17%
45-54	13%	18%	18%
55-64	15%	15%	15%
65+	11%↓↓	16%	20%

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

HALF OF THE DOMESTIC HOLIDAY MAKERS HAVE BEEN TO MANCHESTER. THERE'S A FEMALE SKEW AMONGST VISITORS IN COMPARISON TO OTHER CITIES. THE PROPORTION OF 25-34 YRS OLD TRAVELLERS IS SIGNIFICANTLY HIGHER THAN THE REST OF THE COUNTRY.

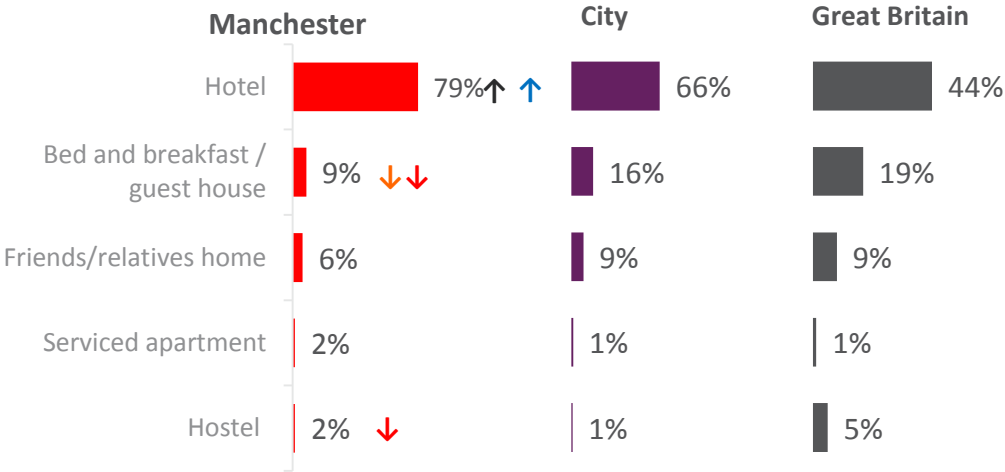
Base: Manchester reduced destination list n=682 Manchester last 3 years reduced destination list n=219 City destination n= 4115 total base n=12771

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

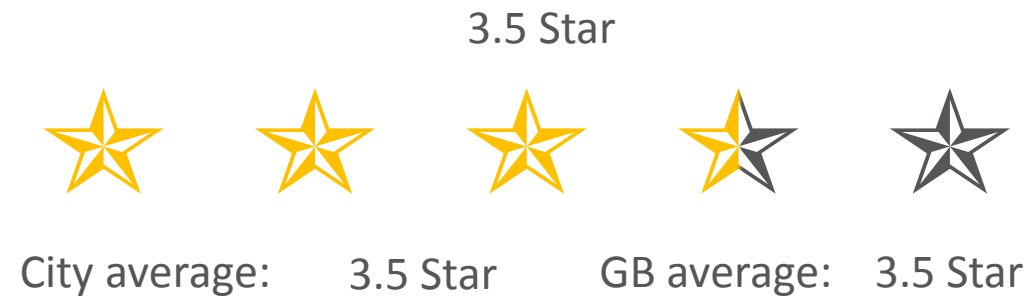


Where are they staying? – among most recent visitors

Accommodation type (top 5)



Accommodation Quality Average (claimed)



Accommodation Quality	Manchester	City	Great Britain
1 star	0%	1%	1%
2 star	4%	6%	6%
3 star	41%	36%	36%
4 star	33%	36%	33%
5 star	6%	8%	7%
Don't know/ Can't Remember	16%	13%	17%

HOTELS ARE BY FAR THE MOST COMMONLY USED ACCOMMODATION OPTION FOR VISITORS TO MANCHESTER. BED AND BREAKFAST USAGE IN MANCHESTER IS SIGNIFICANTLY LOWER THAN OTHER CITY 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	Manchester 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)	17%	17%	17%
Considerers (I have been/never been to this destination before but would like to in the future)	37%	49%	48%
Rejecters (I have been/never been to this destination before and am not likely to do so in the future)	40%	24%	26%
Satisfaction	46%	46%	48%
Likelihood to revisit (C88)	8.5	8.6	8.4
Base n=	682/129	4115	12179

THE LOYALTY, SATISFACTION LEVELS AND LIKELIHOOD TO REVISIT LEVELS FOR MANCHESTER ARE IN LINE WITH THE NATIONAL AVERAGE HOWEVER, THE LEVEL OF CONSIDERERS IS LOWER AND REJECTERS IS SUBSTANTIALLY HIGHER.

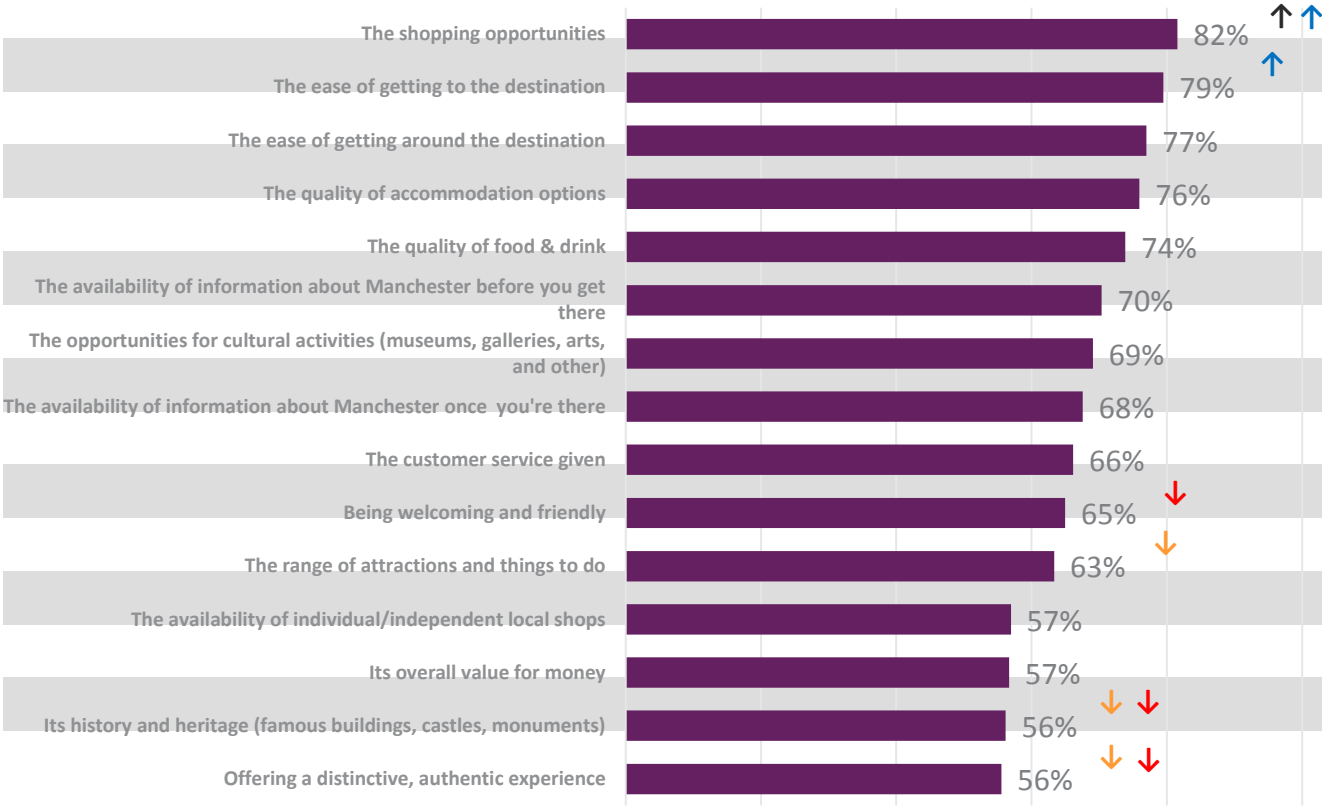
Base: In table Asked of all Manchester shown on rotation from reduced destination list / Most recently visited destination

Question name: In tables

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

Destination attribute satisfaction – among visitors to Manchester

Destination attributes difference analysis



Cities	GB
71%	71%
72%	66%
73%	69%
73%	71%
74%	72%
73%	69%
73%	73%
70%	68%
66%	68%
69%	74%
73%	67%
61%	61%
59%	63%
75%	71%
70%	68%

THE SHOPPING OPPORTUNITIES AND TRANSPORT LINKS ARE THE MOST HIGHLY RATED ATTRIBUTES BY VISITORS. SHOPPING IN MANCHESTER IS MORE HIGHLY RATED THAN OTHER CITIES ACROSS GB. BY CONTRAST MANCHESTER IS SIGNIFICANTLY LESS STRONGLY ENDORSED BY VISITORS FOR ATTRIBUTES "HISTORY AND HERITAGE" AND "DISTINCTIVE AUTHENTIC EXPERIENCE".

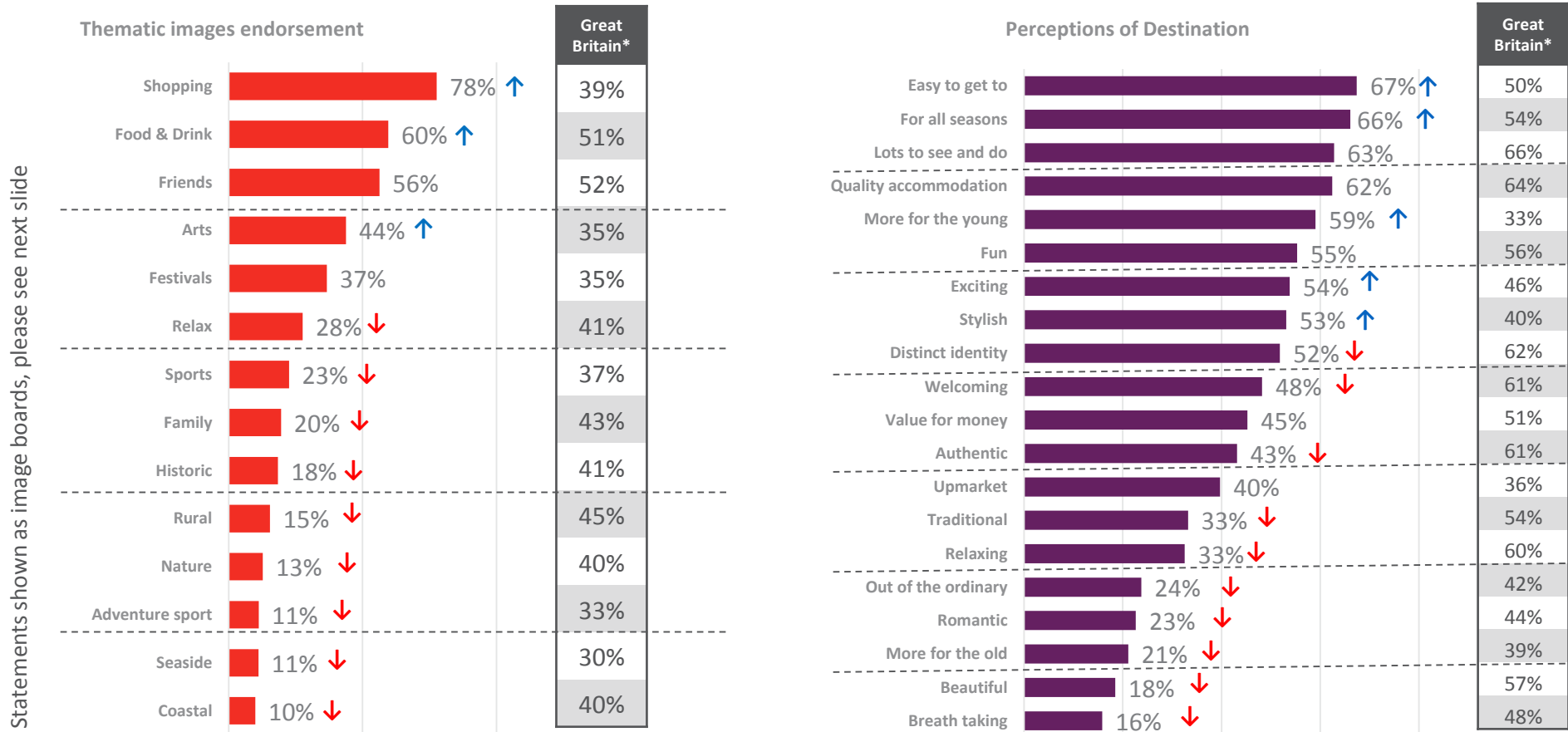
Base: Manchester n=129, Cities =4115 total n=12179
Question name: C90 Destination attributes

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.



GB HOLIDAY MAKERS SEE MANCHESTER AS AN EASY TO REACH DESTINATION WITH GREAT SHOPPING OPPORTUNITIES. HOWEVER, BEYOND THIS MANCHESTER IS SEEN AS SIGNIFICANTLY LESS DESIRABLE THAN OTHER GB DESTINATIONS ACROSS 20 ATTRIBUTES.

Base: Manchester n=288, Total n=12179

Question name: E35/E45

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

The theme boards

Image boards (E30/35)

Shopping



Seaside



Rural



Relax



Nature



Historic



Adventure



Friends



Food & drink



Festivals



Family



Coastal



Arts



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: Manchester

- Half of domestic holiday makers have been to Manchester. There is a slight female skew amongst visitors in comparison to other cities and the proportion of 25-34 year old travellers is significantly higher than the rest of the country.
- Hotels are by far the preferred option as holiday accommodation in Manchester, significantly more so than GB and other cities.
- The loyalty to Manchester, satisfaction with visits and subsequent likelihood to revisit the destination are at comparable levels with the average GB destination. However, in relation to other cities, there is a higher level of rejection and a lower consideration of Manchester.
- GB holiday makers believe Manchester to be an easy to reach destination with great shopping opportunities. However, other than shopping and transport links Manchester is perceived less positively than the average GB destination.
- Upon visiting, positive perceptions of Manchester are reinforced; visitors cite shopping opportunities and ease of reaching the destinations as the strongest perceptions of the destination. Quality shopping is endorsed significantly more often for Manchester than other cities.
- In addition to this, visitation reduces negative preconceptions of the destination. Among visitors Manchester does not score consistently lower across perceptive attributes when compared to other parts of the UK
- **A watch out:** Perceptions of Manchester are more positive among visitors than the general population. Emphasising the importance of encouraging visitor advocacy.