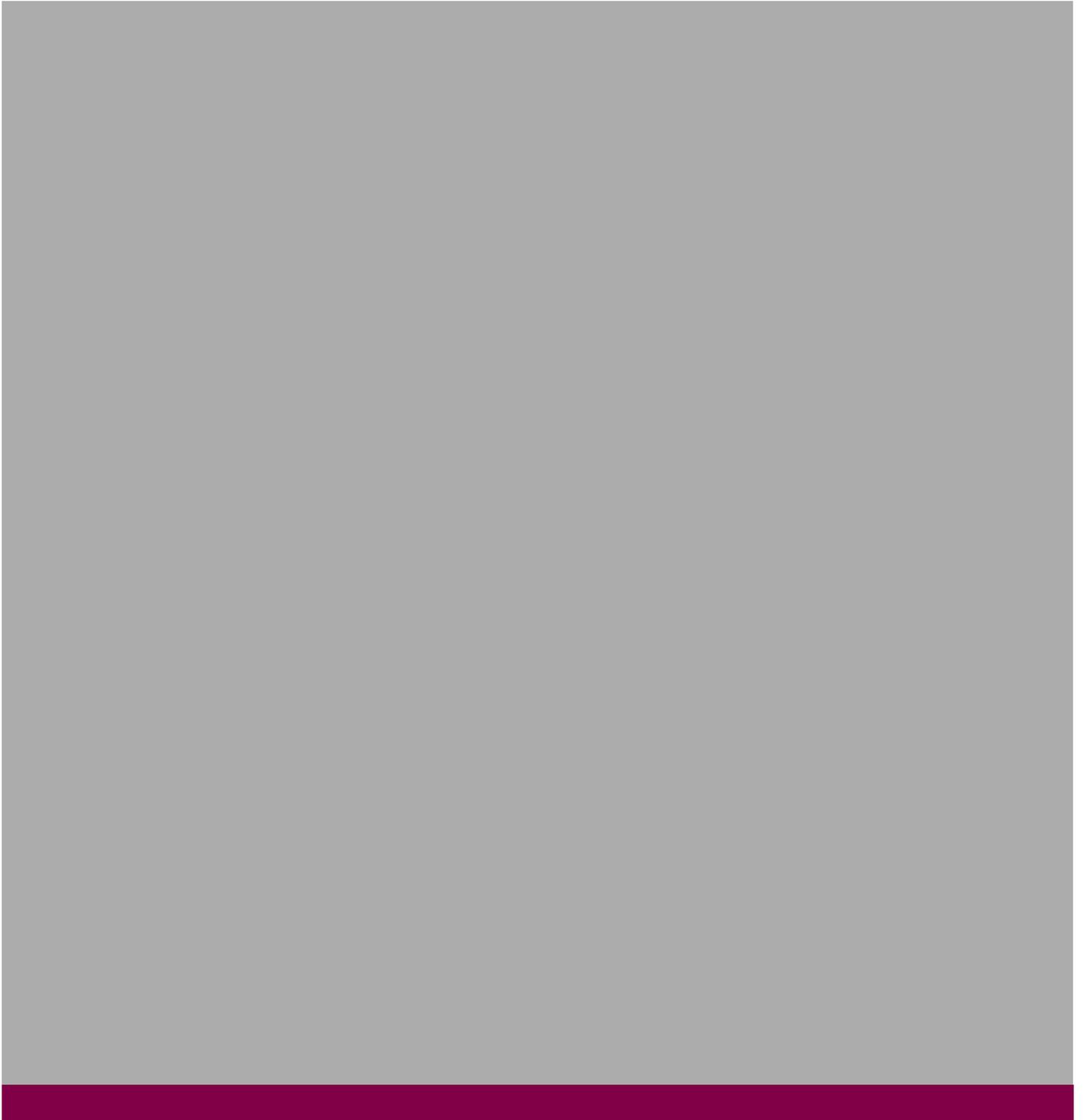


SOUTHPORT BID

SOUTHPORT DESTINATION SURVEY 2014



North West Research,
operated by:
The Liverpool City Region
Local Enterprise Partnership
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0151 237 3521



North West Research

This study has been produced by the in-house research team at the Liverpool City Region Local Enterprise Partnership. The team produces numerous key publications for the area, including the annual Digest of Tourism Statistics, in addition to collating key data and managing many regular research projects such as Hotel Occupancy and the Merseyside Visitor Survey.

Under the badge of North West Research (formerly known as England's Northwest Research Service) the team conducts numerous commercial research projects, with a particular specialism in the visitor economy and event evaluation. Over the last 10 years, North West Research has completed over 250 projects for both public and private sector clients.



NorthWestResearch.org

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INTRODUCTION

1.1: BACKGROUND

The Southport Destination Survey is a study focusing on exploring visitor patterns, establishing what motivates people to visit the town, identifying visitor spending patterns, and examining visitor perceptions and satisfaction ratings. Due to lack of data available for other resorts and destinations this is not a benchmarking exercise, however the results will enable the evaluation of patterns and trends which can be monitored on a regular basis in future studies. The study will provide the destination with information to help recognise the relative strengths and weaknesses of the tourism product, with results providing a valuable tool for informing development strategies and marketing plans.

1.2: RESEARCH AIMS

North West Research was commissioned by Southport Bid to conduct a visitor survey focusing on the following specific objectives:

- Identifying motivations for visit
- Examining visitor patterns for both staying and day visitors
- Evaluating marketing campaigns
- Measuring visitor satisfaction
- Measuring TIC usage and visitor attractions attendance
- Evaluating visitor spend

1.3: METHODOLOGY

In October 2014 a programme of face-to-face interviews was conducted in Southport Town Centre using North West Research field staff and a 5-7 minute questionnaire (included in the appendix). A filter question was used to ensure only visitors to Southport were interviewed.

The following locations were used:

- Chapel Street
- Wayfarers Arcade
- Nevill Street

In order to ensure that the research was as robust as possible, the following elements were built into the sampling:

- Surveying during term-time and school holidays (October)
- Weekends and weekdays covered
- Random sampling techniques employed.

2

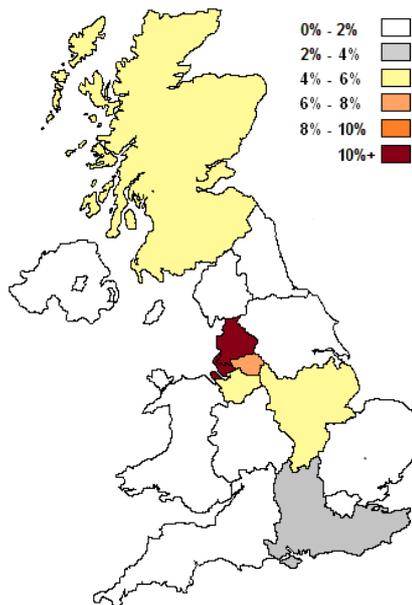
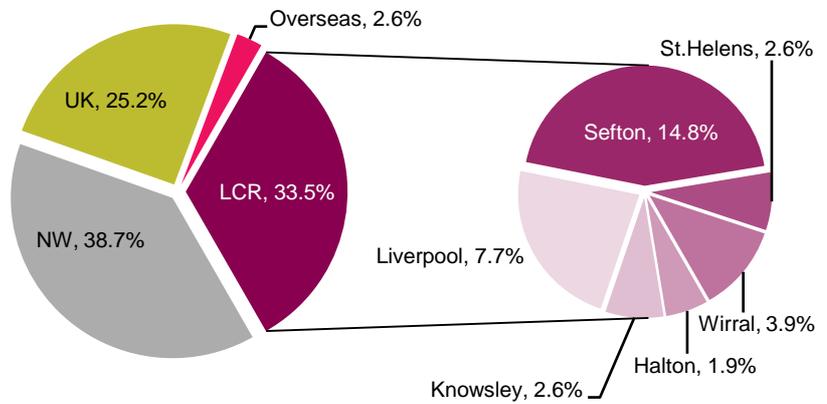
VISITOR PROFILE

2.1: VISITOR ORIGIN

All visitors were asked to indicate their origin; although this was initially pressed for in postcode, if they were unwilling to provide this, the interviewer probed for home town or county.

Over a third of respondents came from within the North West - outside of the Liverpool City Region (39%), whilst a quarter came from elsewhere in the UK (25%). A small proportion came from overseas (3%).

Within the North West, the majority came from Lancashire (25% of respondents), followed by Greater Manchester (8%), Cheshire (5%) and Cumbria (1%).

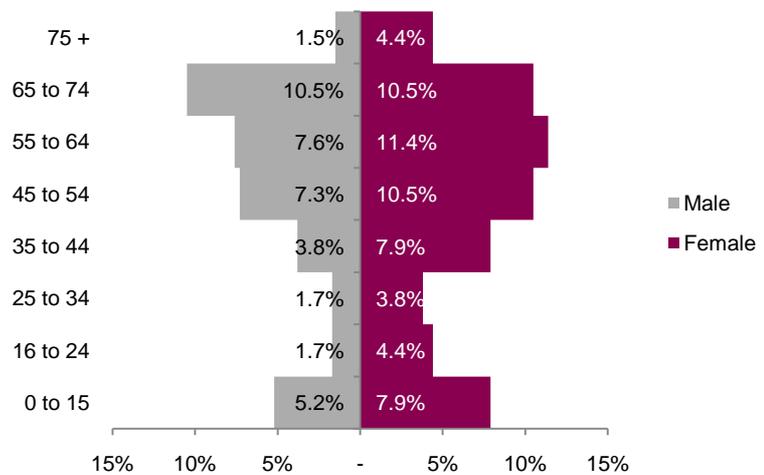


Based on this:

- 13% of visitors were children
- 12% were aged 16-34
- 27% were aged 65 or older
- 39% were Male / 61% Female

2.2.1: GROUP COMPOSITION – ALL RESPONDENTS

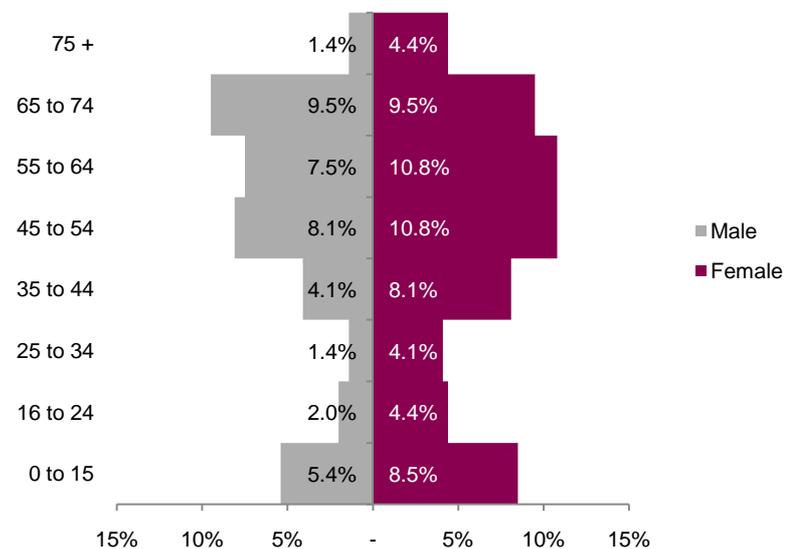
The pyramid-chart presents the age and gender profile of all group members:



2.2.2: GROUP COMPOSITION – EXCLUDING ORGANISED GROUPS

Based on this:

- 14% of visitors were children
- 12% were aged 16-34
- 25% were aged 65 or older
- 39% were Male / 61% Female

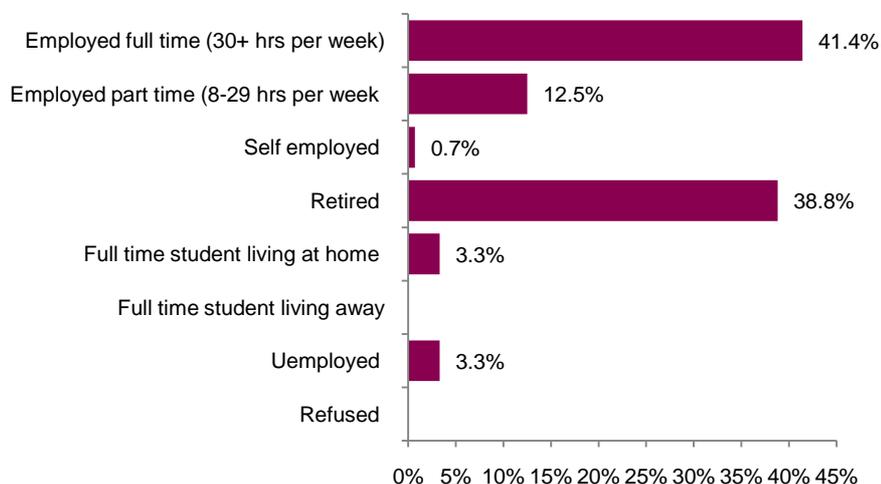


The average length of time spent in Southport town centre was 4.5 hours.

Most visitors were in some form of employment whilst a high proportion was retired (39%).

2.3: EMPLOYMENT STATUS

Respondents were asked which of the following best described their main activity:

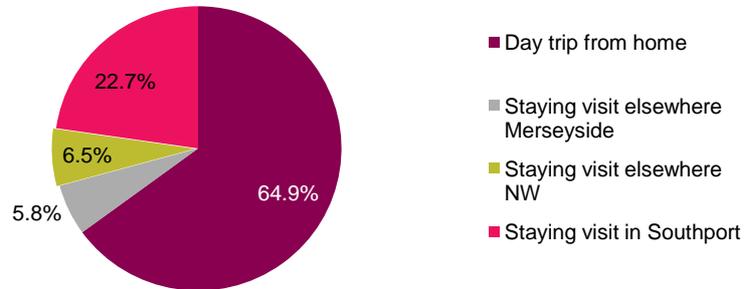


3

VISIT PROFILE

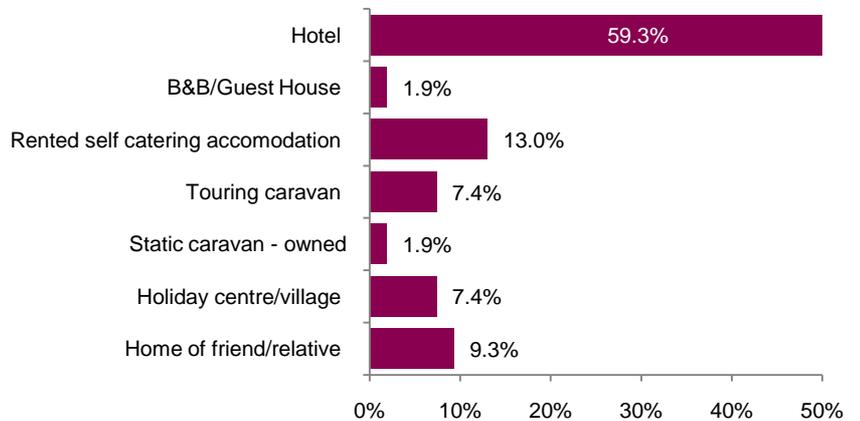
3.1: TYPE OF VISIT

The questionnaire included a number of additional questions on type of visit and, for staying visitors, where they were staying and accommodation used.



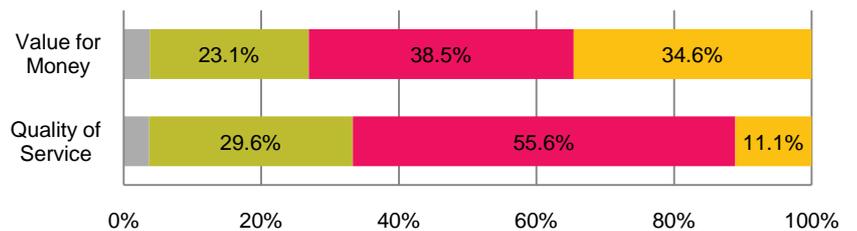
Although the majority of respondents were day visitors, over a third were staying visitors (35%), with almost a quarter staying somewhere in Southport (23%).

3.2: ACCOMMODATION



A high percentage of staying visitors chose to stay in a hotel (59%).

Staying visitors were also asked to rate the following aspects of their accommodation:



The average length of stay was 2.2 nights.

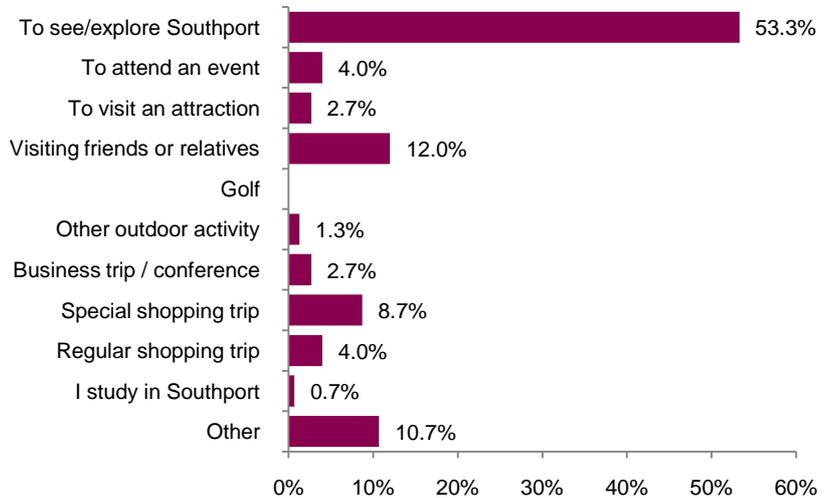
4

VISIT MOTIVATION

4.1: VISIT MOTIVATION

All visitors were asked to indicate what the main purpose of their visit was to Southport.

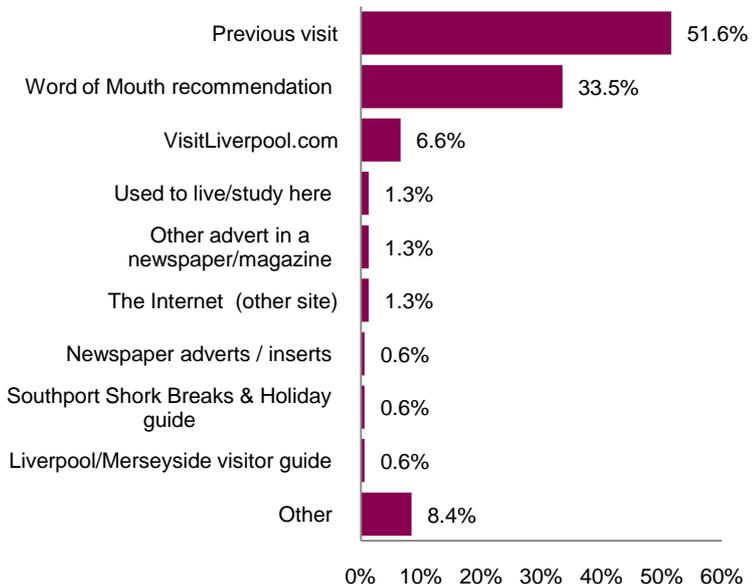
Over half of the respondents were there to explore Southport itself (53%), whilst the next most popular motivation was to visit friends or relatives (12%).



4.2: MARKETING INFLUENCES

Respondents were asked to indicate what had influenced their visit to Southport. The following answers were provided:

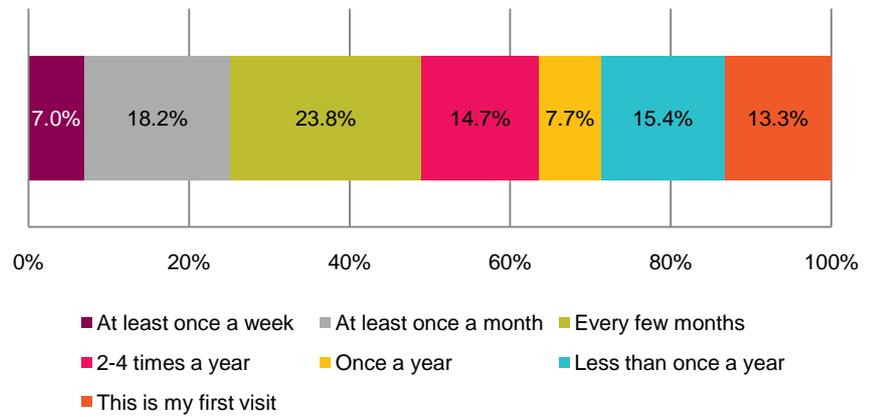
Slightly over half of the respondents said that they had been influenced by a previous visit (52%), whilst the most formal influence was the website VisitLiverpool.com (7%).



A quarter of respondents were regular visitors to Southport, visiting at least once a month (25%), whilst 13% were on their first trip to the destination.

4.3: FREQUENCY OF VISITS TO SOUTHPORT

Respondents were asked to indicate how regularly they visit Southport.



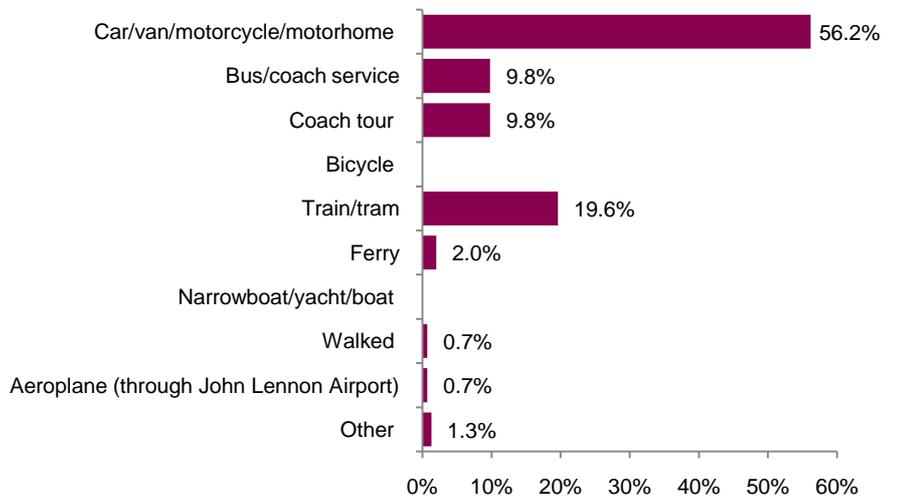
5

TRANSPORT

5.1: MODE OF TRANSPORT

Respondents were asked to indicate how they travelled to Southport.

Just over half of the respondents travelled to Southport by car/motor vehicle (56%), whilst the most popular form of public transport was train (20%).



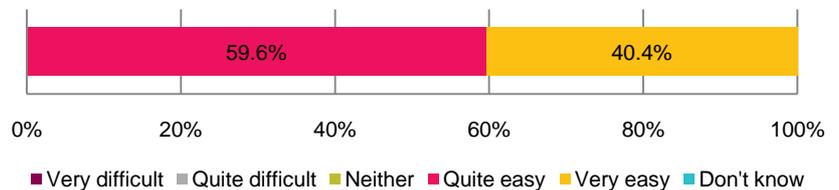
5.2: CAR PARK USAGE

Those who used their own transport to travel to Southport were then asked if they had used any of the seafront or town centre car parks.

59% of respondents who travelled using their own transport said that they had used a car park.

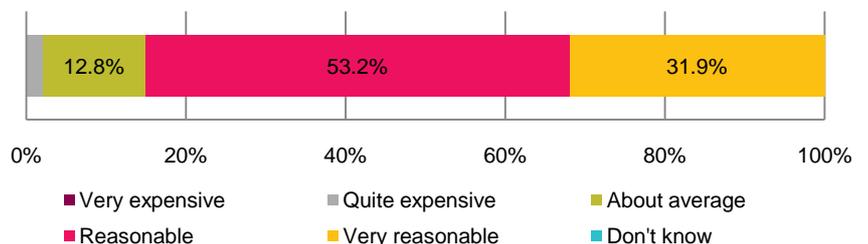
All respondents had found it easy to a park (either 'very' or 'quite'), whilst 85% of respondents found the cost of parking reasonable at some level.

HOW EASY DID YOU FIND IT TO PARK



Respondents who had used a car park where then asked to rate the following aspects of the car park:

HOW WOULD YOU RATE THE COST OF PARKING IN SOUTHPORT



6

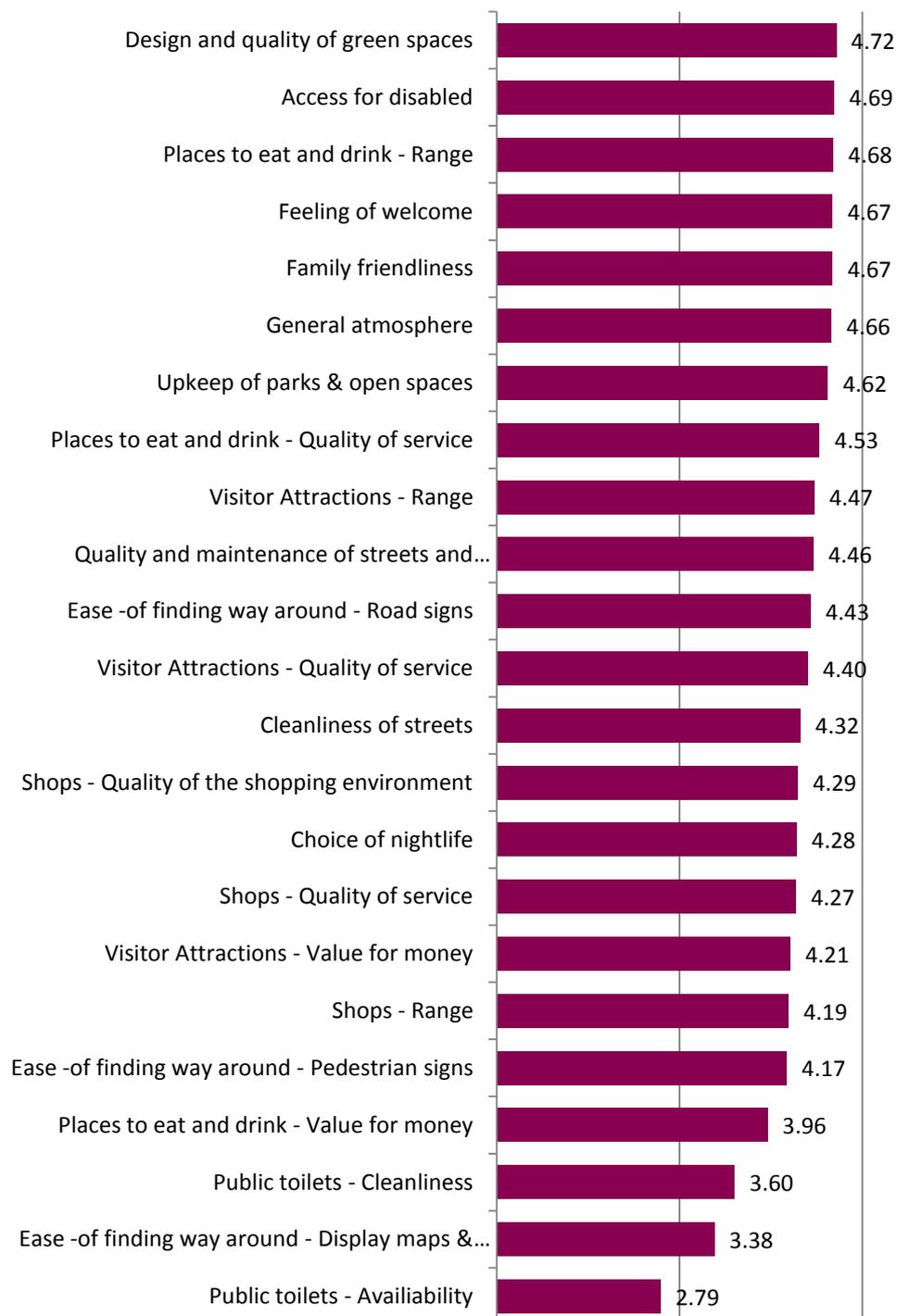
VISIT SATISFACTION

6.1: VISIT SATISFACTION RATINGS

Respondents were asked to rate their overall satisfaction with different aspects of Southport, using a scale of 1 to 5, where 1 = 'Very poor' and 5 = 'Very good'. The chart to the right shows the mean score for each aspect.

The 'Design and quality of green spaces' scored the highest in the satisfaction ratings, with 'Access for disabled' and 'the range of Places to eat and drink'.

Respondents were least satisfied with the 'availability of public toilets'.



Almost all respondents agreed that they felt safe from crime (92%), and safe from traffic (90%), with no respondents disagreeing to either.

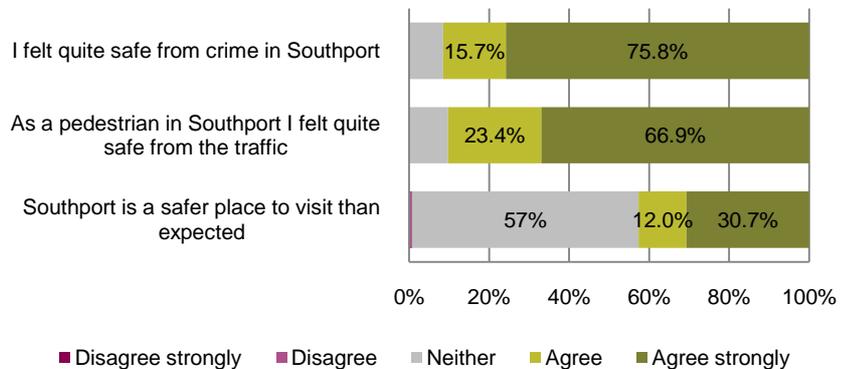
Almost all of the respondents felt that Southport is a safer place to visit than expected (43%), with the majority not having an opinion and only 1% disagreeing.

Almost all respondents were likely at some level to recommend visiting Southport (98%), with the majority 'very' likely.

This reflects the overall satisfaction score, with almost all respondents providing a positive response (83%), whilst 17% gave Southport an average score.

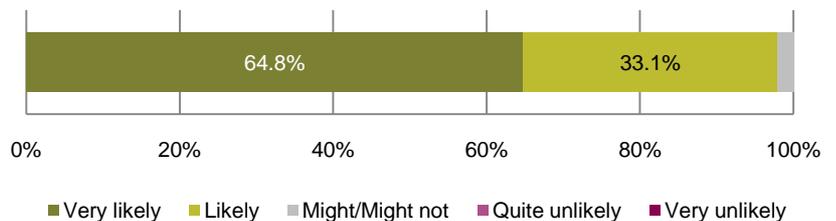
6.2: SAFETY

Respondents were also asked to rate the following aspects of safety during their visit.



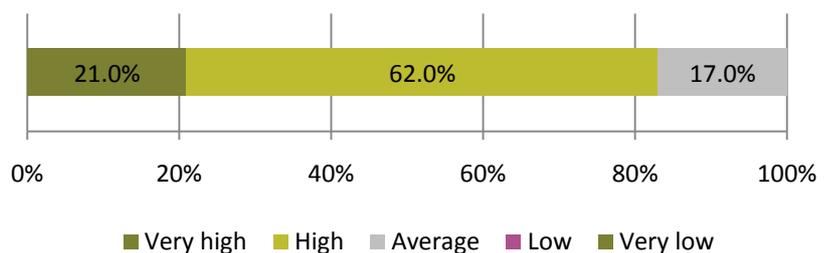
6.3: LIKELIHOOD OF RECOMMENDING

A further measure of satisfaction lies in the extent to which respondents would recommend an exhibition.



6.4: OVERALL SATISFACTION

Finally respondents were asked to rate their overall enjoyment of their visit to Southport.



7

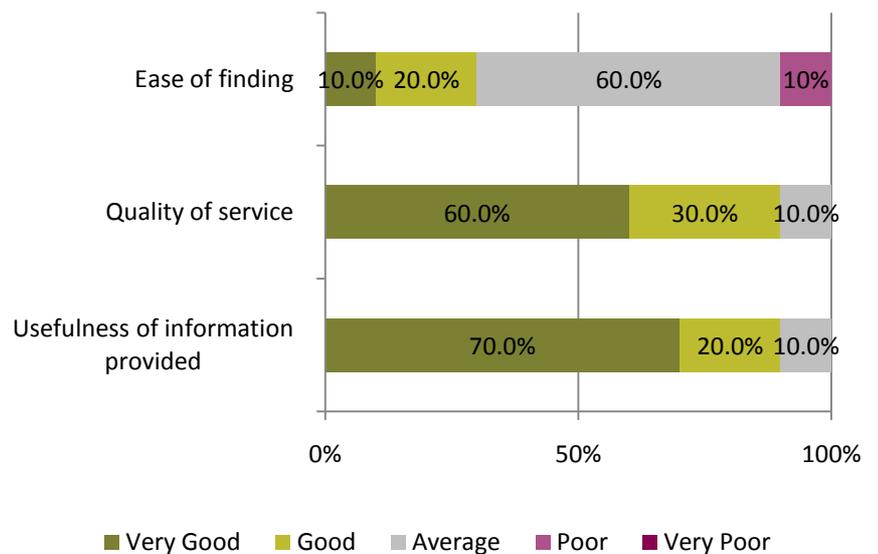
TOURIST INFORMATION CENTRES

The Tourist Information Centres scored highly for 'Quality of service' and 'Usefulness of information' with the majority providing positive responses, however only a third of respondents found the TIC easy to find (30%).

7.1: TIC AWARENESS

7% of respondents stated that they had been into a Tourist Information Centre as part of their trip. The majority of which had used the Tourist Information Centre in the Atkinson (82%), whilst the remainder had used the facility at the Albert Dock.

These respondents were then asked to rate the following aspects of the Tourist Information Centres:

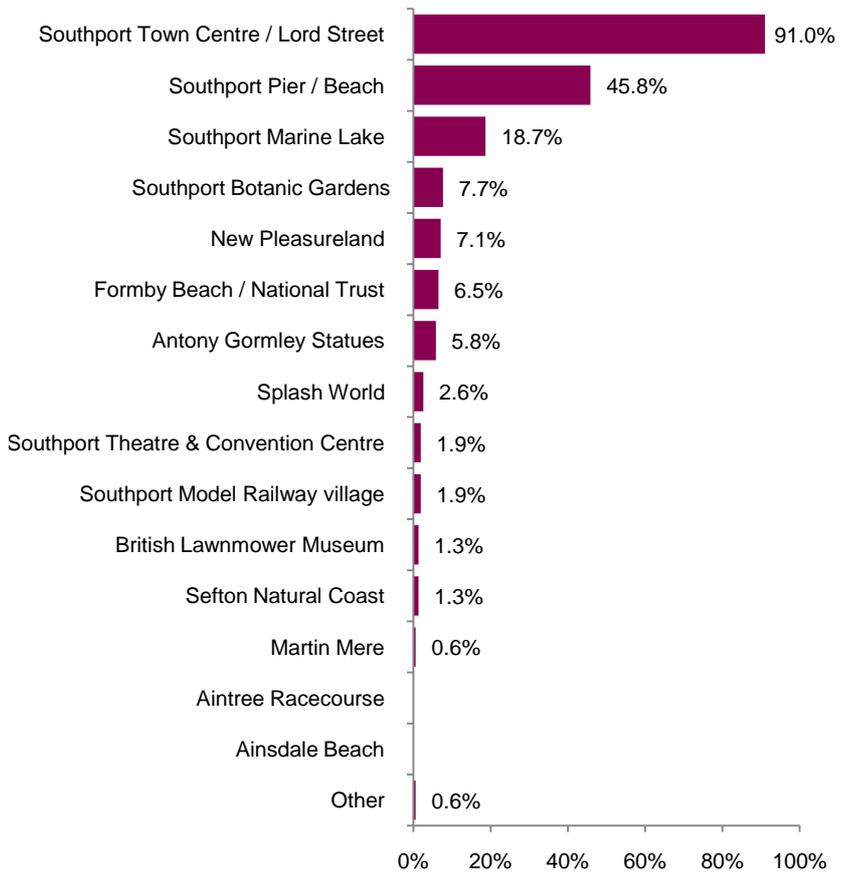


8

VISIT ACTIVITY

8.1: VISIT ACTIVITY

Respondents were given a list of Southport attractions and asked to indicate which they had visited or planned to visit during their trip:

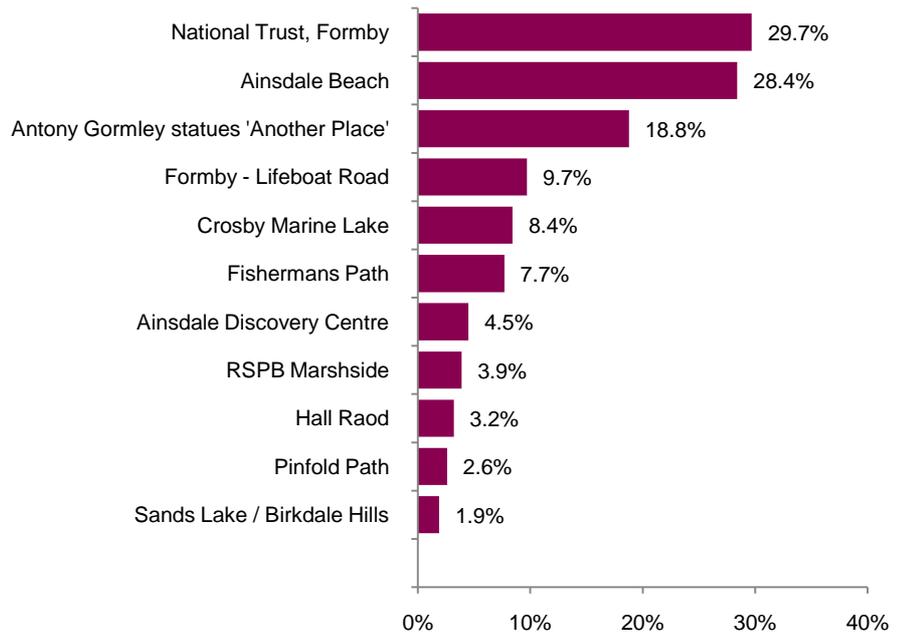


Almost all respondents visited Southport Town Centre as part of their trip (91%), whilst the Pier/Beach area was the next most visited site (46%). A fifth of respondents visited Southport Marine Lake (19%).

8.2: FUTURE VISITS TO SEFTON'S NATURAL COAST

Respondents were then asked how likely they were to make a future visit to a selection of locations on Sefton's Natural Coast:

The most popular location with almost a third likely to visit was Formby National Trust (30%), whilst Ainsdale Beach followed closely (28%).



9

VISITOR SPEND

This section breaks down the expenditure to give a mean spend per person over the course of their visit.

9.1: VISITORS STAYING IN SOUTHPORT

The total spend by visitors staying in Southport was £69.15 per day (excluding accommodation). Average accommodation spend was £45.04 per day.

Those visitors who were staying in Southport were asked for spend across a range of categories, including 'Eating and drinking', 'Shopping', 'Entertainment' and 'Travel'. Obviously, a certain amount of care needs to be taken viewing these figures as those on a staying visit represent a much lower sample base. It should also be remembered when viewing the figures that they may include respondents who did not spend anything as part of their visit.

Staying in Southport	
Accommodation	£45.04
Eating & drinking	£28.50
Shopping	£24.26
Entertainment	£4.50
Travel & Transport	£2.62
Other	£9.27
Total	£69.15

9.2: VISITORS STAYING OUTSIDE SOUTHPORT

The total spend by visitors staying outside Southport in the resort was £24.75 per person.

Those visitors who were staying outside Southport were asked the same questions about their spend across the same range of categories.

Staying in outside Southport	
Accommodation	-
Eating & drinking	£14.39
Shopping	£7.40
Entertainment	£0.92
Travel & Transport	£2.04
Other	-
Total	£24.75

9:3: DAY VISITORS

Those visitors who were on a day visit to Southport from home were also asked for spend across the same range of categories. Just as with staying visitors, it must be remembered that the figures may include those who were on a 'zero spend' visit.

The total spend by day visitors in Southport was £36.39 per person per day.

Day visitors	
Accommodation	-
Eating & drinking	£11.08
Shopping	£18.43
Entertainment	£1.44
Travel & Transport	£2.90
Other	£2.54
Total	£36.39

APPENDIX

SOUTHPORT DESTINATION SURVEY

ID No: (For office use)

Date:/...../2014 Interviewer:.....

Site: Chapel Street -1 Time: 1100-
 1300 -1 Weather: Wet
 Wayfarers arcade -2 1301-
 1500 -2 Cloudy
 (completely overcast) -2
 Nevill Street -3 1501-
 1700 -3 Sunny (or
 sunny intervals) -3 1701+

Interviewer please ensure above details are completed

Good morning/afternoon, I am from North West Research, we are conducting a survey of visitors to Southport on behalf of Southport BID. It should only take a few minutes. Would you be willing to take part?

Refusals: 1 2 3 4
 5 6 7 8 9 10

1. Do you live in Southport?
 Yes 1 - *Thank and close interview. Do not count to quota.*
 No 2 - *Go to Q2*

2. How close to the end of your visit are you?
READ LIST - Circle one response
 Just going -1
 Will probably stay a little longer -2
 About half way through -3

3. What is your main reason for visiting Southport today?
(Show card A – one response only)

To see/explore Southport -1
 To attend an event -2

Specify.....

To visit an attraction -3
Specify.....

Visiting friends or relatives -4
 Golf -5
 Other outdoor activity -6

Specify.....

Business trip / Conference -7
 Special shopping trip -8
 Regular shopping trip -9
 I work in Southport -10
 I study in Southport -11
 Other (specify) -12

Tick if any mention is made of Sefton's Natural Coast

If the respondent answers code 9, 10 or 11 circle the next number in the box below and re-use the questionnaire. Do not count towards quota.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

-4. Where do you live?
 Home town.....
 County/Country.....

5a. Have you come from there today?
 -4 Yes -1 No -2

5b. Are you returning there today?
 Yes -1 No -2

IF 'YES' TO BOTH Q5A AND Q5B GO TO Q7

STAYING VISITORS

6a What sort of accommodation are you staying in?
(Code answer)

Hotel -01
 B&B/Guest House -02
 Pub/Inn -03
 Serviced apartment -04
 Rented self catering accommodation -05
 Touring caravan -06
 Static caravan –owned -07
 Static caravan – rented -08
 Camping -09
 Youth hostel -10
 Narrowboat/boat/yacht -11
 Holiday centre/village -12
 Language school -13
 Home of friend/relative -14
 Second home -15
 Timeshare -16
 University accommodation -17
 Other (specify) -18

6b Where are you staying?
 Nearest town.....
 County.....

Code Q6c (below) based on this response and follow the instructions

6c Staying in Southport -1 *Go to Q6d*
 Staying elsewhere -2 *Go to Q7*

NORTH WEST RESEARCH

6d How many nights are you spending in total in Southport?

nights

6e How much have/will you and your party be spending on your accommodation for the duration of your stay in Southport (incl. breakfast if included in the price of your accommodation)?

£.....

*Put "0" if spent/expect to spend nothing
Put a line through for refusals*

6f On a scale of 1 to 5 how would you rate your accommodation in terms of the following:
SHOWCARD B – enter one response

Very poor	-1	Good	-4
Poor	-2	Very good	-5
Average	-3	Don't know	-6

-quality of service provided	
-value for money	

NOW PLEASE GO TO Q8

DAY VISITORS

7a. Approximately what time did you arrive in Southport today?

..... (24 hr clock – to the nearest hour)

7b. And approximately what time do you expect to leave Southport today?

..... (24 hr clock – to the nearest hour)

ASK ALL

8 How often do you visit Southport? (code answer)

At least once a week	-1
At least once a month	-2
Every few months	-3
2-4 times a year	-4
Once a year	-5
Less than once a year	-6
On my first visit	-7

8a. Which (if any) of these things influenced your decision to visit Sefton/Southport?
(Show card C - randomise)

Liverpool/Merseyside visitor guide	-1
Seasonal guide	-2
Southport Short Breaks & Holiday guide	-3
Newspaper adverts / inserts (like shown)	-4
Southport Pocket Guide	-5
Website banners	-6
Email from Southport / Sefton	-7
Other advertising from Southport/Sefton	-8
Other guidebooks	-9
VisitLiverpool.com	-10
VisitSouthport.com	-11
The Internet (other site)	-12
Feature in a newspaper / magazine	-15
<u>Other</u> advert in a newspaper/magazine	-16
Previous visit	-17
Used to live/study here	-18
Word of mouth recommendation	-19

Other (specify):

8b. Do you recall seeing these adverts before making your decision to visit Southport?

Yes	-1	Go to Q8c
No	-2	Go to Q9

8c. How important was this advertising in your decision to visit?

Would definitely not have visited	-1
Would probably not have visited	-2
Would have visited, but at a later date	-3
Would have visited, but not for as long	-4
Would probably have visited anyway	-5
Would definitely have visited anyway	-6

9. What was the MAIN form of transport you used to reach Southport?
(SHOWCARD D)

Car/van/motorcycle/motorhome	-1	Go to Q10a
Bus/coach service	-2	Go to Q11a
Coach tour	-3	Go to Q11a
Bicycle	-4	Go to Q11a
Train/tram	-5	Go to Q11a
Ferry	-7	Go to Q11a
Narrowboat/yacht/boat	-8	Go to Q11a
Walked	-9	Go to Q11a
Aeroplane (through Liverpool John Lennon airport)	-10	Go to Q11a
Other (please specify)	-11	Go to Q11a

.....

VISITORS WITH OWN TRANSPORT

10a Have you used any of the seafront or town centre car parks today?

Yes -1 *Go to Q10b*
 No -2 *Go to Q11*

VISITORS USING CAR PARKS

10b How easy did you find it to park?
READ LIST - Circle one response

Very difficult -1 Quite easy -4
 Quite difficult -2 Very easy -5
 Neither -3 Don't know -6

10c. How would you rate the cost of parking in Southport? *READ LIST- Circle one response*

Very expensive -1 Reasonable -4
 Quite expensive -2 Very reasonable -5
 About average -3 Don't know -6

ASK ALL

Read out: We are interested in your opinion of various aspects of Southport.

11a. On this scale of 1 to 5 how would you rate your overall satisfaction with the following aspects of Southport: *[SHOWCARD B]*

Very poor -1 Good -4
 Poor -2 Very good -5
 Average -3 Don't know -6
Write in -7 if did not use

i) Visitor attractions & other places to visit:	
-range	
-quality of service*	
-value for money	
ii) Places to eat & drink:	
-range	
-quality of service*	
-value for money	
iii) Shops:	
-range	
-quality of the shopping environment	
-quality of service*	
iv) Ease of finding way around:	
-road signs	
-pedestrian signs	
-display maps & info. boards	
v) Public toilets:	
-availability	
-cleanliness	
vi) Cleanliness of streets:	
vii) Quality and maintenance of streets & public spaces:	
viii) Design & quality of green spaces:	

ix) Upkeep of parks & open (green) spaces:	
x) Choice of nightlife/ evening entertainment:	
xi) Accessible for those with disabilities:	
xii) Family friendliness:	
xiv) Overall impression of Southport in terms of:	
-general atmosphere	
-feeling of welcome	

12. Thinking about your visit to Southport, how far would you agree or disagree with the following statements on this scale?

[SHOWCARD E – Enter one response]

Disagree strongly -1 Agree -4
 Disagree -2 Agree strongly -5
 Neither -3 Don't know -6

a) I felt quite safe from crime in Southport	
b) As a pedestrian in Southport I felt quite safe from the traffic	
c) Southport is a safer place to visit than I expected	

13a. Have you been into a Tourist Information Centre in Southport during your visit?

Yes -1 *Go to Q13b*
 No -2 *Go to Q14*

VISITORS USING A TIC

13b. And which TIC did you use?

Albert Dock -1
 Liverpool Airport -2
 TIC Atkinson -3

13c. How would you rate this Tourist Information Centre in terms of...? *[SHOWCARD B]*

-ease of finding	
-quality of service	
-usefulness of information received	

ASK ALL

14a. From the following list please could you read out all the places to visit that you have been to or will visit during this trip to Sefton/Southport?
(Show card F - Code all that apply.)

Sefton	
"Sefton's Natural Coast"	
Ainsdale Beach	
Aintree Racecourse	
Antony Gormley Statues	
British Lawnmower Museum	
Formby Beach / National Trust	
Martin Mere	
New Pleasureland	

NORTH WEST RESEARCH

Southport Botanic Gardens	
Southport Marine Lake	
Southport Model Railway Village	
Southport Pier / beach	
Southport Theatre & Convention Centre	
Southport Town Centre / Lord Street	
Splash World	
Other (please specify)	

14b. Have you already visited or plan to visit any special events during this trip?
(Please Write in)

14c. How likely are you to make a future visit to these locations on Sefton's Natural Coast?
INTERVIEWER SHOW MAP – CODE
LOCATION/S VISITED BELOW

RSPB Marshside	-1
Ainsdale Beach	-2
Sands Lake / Birkdale Hills	-3
Ainsdale Discovery Centre	-4
Pinfold Path	-5
Fishermans Path	-6
National Trust, Formby	-7
Formby - Lifeboat Road	-8
Hall Road	-9
Crosby Marine Lake	-10
Antony Gormley statues 'Another Place'	-11
Not Likely to make a visit	-12

17. How would you rate the overall enjoyment of your visit to Southport?
READ LIST- Circle one response

<i>Very low</i>	-1	<i>High</i>	-4
Low	-2	Very high	-5
Average	-3	Don't know	-6

18a. What did you like most about this visit to Southport?

18b. What, if anything, spoilt your visit to Southport?

19. And if you were not visiting this location today, what else would you be doing? (Show card G)

I would have visited somewhere else in Southport	1
I would have visited somewhere else in Merseyside	2
I would have visited somewhere else in NW England	3
I would have visited somewhere else outside NW England	4
I would have stayed at home or gone to work	5

20. How likely are you to recommend Southport to someone else? READ LIST- Circle one response

Very unlikely	-1	Unlikely	-2
Possibly	-3	Likely	-4
Very likely	-5	Don't know	-6

21. Thinking about today as a whole, how much do you and your immediate party expect to spend by the end of the day in Southport on the following:

a) Eating & drinking (in cafes, pubs, restaurants, hotels etc.)	£
b) Shopping (incl. clothes, souvenirs, guidebooks, sweets, drinks, other purchases)	£
c) Entertainment including admissions to attractions, theatre/cinema tickets, tours)	£
d) Travel & transport in Southport (including fuel, fares, car parking charges)	£
e) Other expenditure	£

e) How many people do these amounts cover?

<input type="text"/>	Adults
<input type="text"/>	Children

f) And over how many days will you have spent this money?

<input type="text"/>	Days
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NORTH WEST RESEARCH

22. Can you estimate what proportion of this money was spent: (*Interviewer, ensure %s add up to 100%*)

a. In Southport	%
b. Elsewhere in Merseyside	%
c. Elsewhere in Northwest	%
d. <i>Outside the Northwest</i> (<i>Calculate, do not ask</i>)	%

23. Including yourself, how many people in your immediate party are male and female, and which of these age groups do they fall into?
(*SHOWCARD H- write in numbers*)

	Age	Male	Female
a	0-15		
b	16-24		
c	25-34		
d	35-44		
e	45-54		
f	55-64		
g	65-74		
h	75+		

Refused -1

.....

24. Are you part of an organised group or coach party?

- Yes -1
- No -2

25. Which of the following categories applies to the chief income earner in your household?
(*SHOWCARD J - circle one response*)

- Employed full-time (30+ hrs per week) -01 Go to Q25
- Employed part-time (8-29 hrs per week) -02 Go to Q25
- Self-employed -03 Go to Q25
- Retired -04 Go to Q25
- Full-time student living at home -05 Go to Q25
- Full-time student living away -06 Go to Q26
- Unemployed -07 Go to Q26
- Refused -08

OCCUPATION / FORMER

26. What is/was the principal occupation of the chief income earner in your household in terms of:

Industry/type of company:
.....

Position/job title:
.....

ASK ALL

27. What is your postcode? (this information is used solely so that we can map responses to this survey)

.....

28. For the purpose of back-checking the questionnaire, could I have your name and home telephone number? I should emphasise that this will be treated in the strictest confidence.

Name of respondent:
.....

Home Tel No:
.....

THANK YOU FOR YOUR TIME. YOUR VIEWS AND RESPONSES ARE IMPORTANT TO US AND WILL BE TREATED IN THE STRICTEST CONFIDENCE.

