



AN ANALYSIS OF VISITOR EXPERIENCES IN MANCHESTER

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- ❖ The research took place in January 2017
- ❖ 50 respondents were asked to complete a questionnaire in Manchester city centre
 - ❖ The results were analysed using SPSS with 2 main focuses:
 - What influenced the respondents' decision to visit?
 - What was the respondents' overall satisfaction with their visit?



PROFILE OF RESPONDENTS

Gender	Frequency (N)	Percentage (%)
Female	27	54
Male	23	46
Total	50	100

Travelling From	Frequency (N)	Percentage (%)
UK	31	62
Europe	10	20
Rest of World	9	18
Total	50	100

Age	Frequency (N)	Percentage (%)
18-28	27	54
29-39	8	16
40-50	8	16
51+	5	10
Total	48	96
<i>Note: 2 respondents did not complete their age.</i>		

Previously visited Manchester	Frequency (N)	Percentage (%)
Yes	31	62
No	19	38
Total	50	100

PROFILE OF RESPONDENTS

The UK is highly represented in this study, with Europe and the rest of the world being less represented.

Travelling From	Frequency (N)	Percentage (%)
UK	31	62
Europe	10	20
Rest of World	9	18
Total	50	100

A low percentage of respondents were on their first visit to Manchester.

Previously visited Manchester	Frequency (N)	Percentage (%)
Yes	31	62
No	19	38
Total	50	100

PROFILE OF RESPONDENTS

Based on this particular sample size, it could be suggested that there is a lack of promotion of Manchester.

Therefore, to attract more overseas and new visitors, more promotional material could be created.

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Previously visited Manchester	Frequency (N)	Percentage (%)
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No	19	38
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PROFILE OF RESPONDENTS

Booking type	Frequency (N)	Percentage (%)
Independently online	46	92
High street travel agents	2	4

Note: 2 respondents did not complete this question.

It could be suggested from this study that promotional materials such as brochures in high street travel agents would be wasted.

Instead, it could be recommended that social media platforms be kept up-to-date with innovative content as this will reach potential visitors worldwide.

DECISION TO VISIT

Influence of decision to visit	Gender	N	Mean
Shopping	Male	2	3.17
	Female	27	4.14

Influence of decision to visit	Gender	N	Mean
Food	Male	23	3.47
	Female	27	4.22

Females overall agreed that shopping and food were influencing factors in their decision to visit Manchester, whereas males neither agreed nor disagreed that these were influencing factors.

Mean based on scale 1=Strongly Disagree to 5=Strongly Agree

DECISION TO VISIT

Influence of decision to visit	Country From	N	Mean
Museums	UK	31	3.03
	Rest of World	19	3.84

Mean based on scale 1=Strongly Disagree to 5=Strongly Agree

Respondents from overseas were more influenced to visit Manchester for the museums than the respondents from the UK were.

SATISFACTION

Statement	Min	Max	Mean
I am satisfied with the attractions I have visited	3	5	4.16
I feel welcomed to Manchester	1	5	4.14
I have not encountered any problems during my stay	1	5	4.10
I feel safe in Manchester	1	5	4.06
I am satisfied with the accommodation I have chosen	1	5	4.00
I find the public transport reliable	2	5	3.70

Mean based on scale 1=Strongly Disagree to 5=Strongly Agree

Overall, the respondents agreed with each statement with public transport being an exception where they neither agreed nor disagreed.

OVERALL SATISFACTION

Statement	Min	Max	Mean
Overall, I am satisfied with my visit to Manchester	3	5	4.46

Would you visit Manchester again?	Frequency (N)	Percent (%)
Yes	47	94
No	3	6
Total	50	100

These findings show that the respondents that took part in the study were overall satisfied to highly satisfied with their visit, supported by the finding that they would return.

ANY QUESTIONS?