

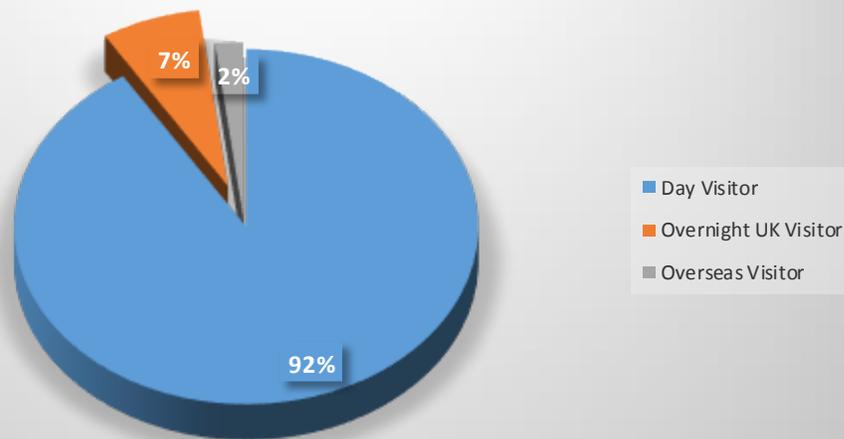
WOLVERHAMPTON VISITOR SURVEY 2016 SUMMARY REPORT

The Research Solution was commissioned by Wolverhampton City Council in 2016 to undertake a survey of visitors, both leisure and business, visiting Wolverhampton during July, August and September 2016. This survey aims to provide a snapshot of visitors to the City Centre increasing understanding of where they are coming from; what activities they undertake and to identify the importance of visitors in terms of levels of spend in the City by the different market segments. Interviewing was carried out at many locations across the City including Wolverhampton Art Gallery, The Wulfrun Centre, Molineux, Wightwick Manor, Moseley Old Hall as well as on-street locations such as Bilston High Street, Dudley Street and Queen Street. 27 days of surveying was carried out during a ten week period, during weekdays, weekends, term time and holidays.

Types of Visitor

The majority of visitors to Wolverhampton were on a day visit from home (92%). Domestic overnight visitors accounted for 7% of all visitors with only 2% of visitors from overseas.

Figure 1: Type of Visitor



Main Motivation to Visit Wolverhampton – Leisure and Business

When asked what the main motivation for leisure visitors to visit Wolverhampton was, almost a third (31%) gave “other” reasons which included; visiting family and friends, a visit to a tourist attraction and for a specific event. A quarter of all visitors had visited before and a further 16% were in Wolverhampton to attend a specific festival or event.

Around 10% of business visitors didn't organise/make the decision to visit Wolverhampton. 25% cited the attractions and easy to get round as their main motivation to visit Wolverhampton (25% respectively)

Origin of Visitor

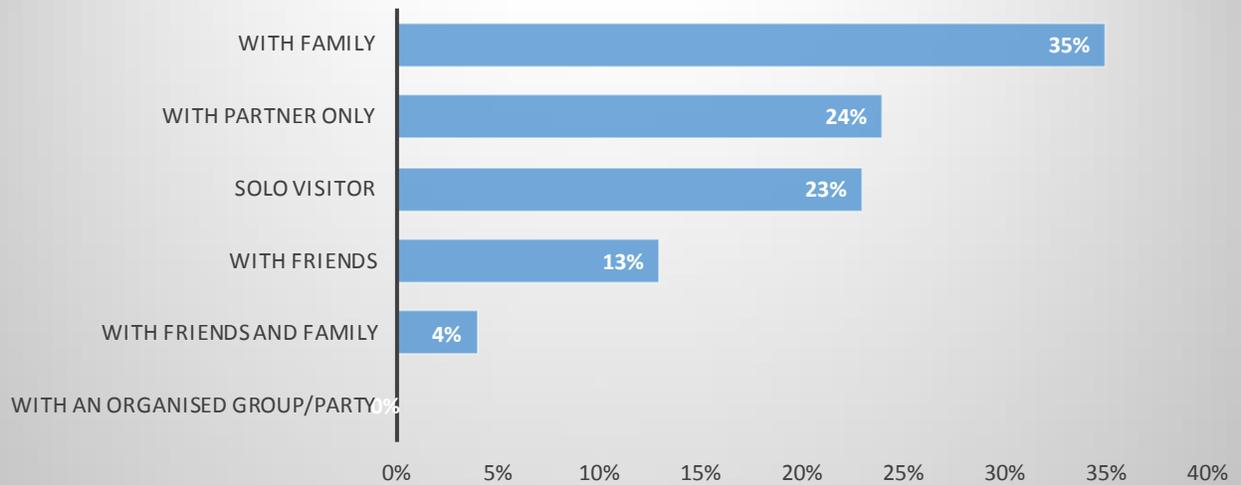
The Heart of England Region is the leading provider of day visitors to Wolverhampton. Over eight out of ten (85%) of all day visitors were from within the Region. The main overnight visitor market is predominantly drawn from a diverse base with the most popular single origin being Staffordshire (9%). The number of overseas visitors is too small for analysis purposes.

Table 1: Origin of Visitors (530)			
	Total	Day Visitor	Overnight UK
West Midlands Metropolitan Area	49%	52%	8%
Staffordshire	17%	18%	9%
Shropshire	8%	9%	-
Worcestershire	4%	4%	6%
Warwickshire	2%	2%	-
Cheshire	1%	1%	6%
Leicestershire	1%	1%	-
London/Middlesex	1%	1%	6%
Lancashire	1%	1%	-
Derbyshire	1%	1%	-
Essex	1%	1%	-
Berkshire	1%	1%	3%
Devon	1%	1%	3%
South Wales	1%	1%	-

Party composition

A total of 538 parties of visitors were surveyed. All respondents provided demographic data on their group. The average (mean) number of people per group was approximately 2.4 giving a total of at least 1,309 people included in the survey sample, including large party groups. Travelling with family (35%) was the highest recorded followed by just under a quarter (24%) were on a visit with their partner and 23% who were travelling on their own.

Figure 2: Party Composition



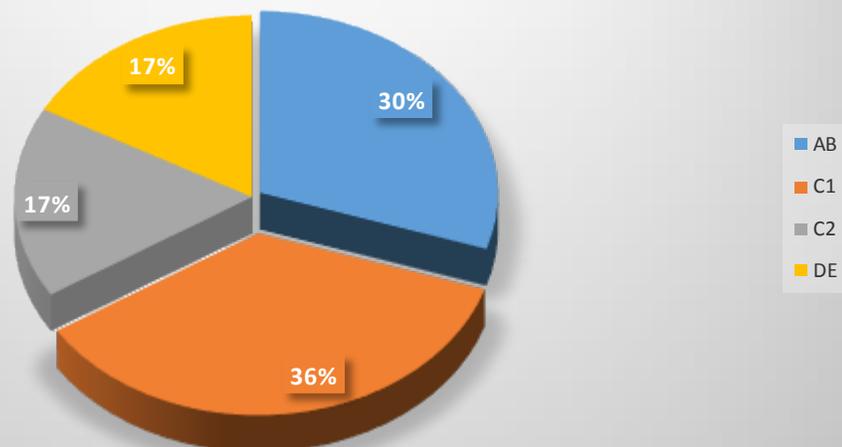
Age Profile of Visitors

Half (50%) of all visitors were over 45 years of age. The largest age groups recorded were the 65+ age group (22%), followed by 45-54 (15%) and 55-64, (13%).

Socio-economic groups

Across the whole of Wolverhampton City, two thirds (66%) of visitors are in the ABC1 groups. There was an even split between the C2 and DE categories (17% respectively). Business visitors had a higher percentage of AB groups (72%) compared with 66% of leisure visitors.

Figure 3: Social Grade



Chief Income Earner

Over half (54%) of all respondents were in full time employment (30+ hrs per week). A further 19% of respondents stated they were retired with a company/private pension.

New/Repeat Visitors

88% of visitors to Wolverhampton are repeat visitors. The remaining 12% were making their first trip to the city. Of those that had visited before, 91% had visited more than 3 times.

Length of Stay

Visitors were asked how long their whole trip was and how long they envisaged staying overnight in Wolverhampton. On average, overnight UK visitors spent 4.2 nights in Wolverhampton and overseas overnight visitors spent 11.0 nights in the City which included 2 visitors from Spain and South America who were staying with friends and relatives for a month.

The average length of stay for day visitors was approximately **3 hours 53 minutes**; this included all visitors at all locations and attractions.

Accommodation

Visitors staying with friends/relatives was the most popular form of accommodation used by overnight visitors (78%). Commercial accommodation accounted for only 22% of all accommodation used, with hotels (14%) the top response.

Staying outside of Wolverhampton

Visitors who were on an overnight trip but not staying within Wolverhampton were asked why they did not stay in the city. The majority were staying with family and friends who lived outside Wolverhampton and had come to the city on a day out. Cost and location were also mentioned by smaller numbers of visitors.

Booking of Accommodation

The majority of visitors who had booked their accommodation in Wolverhampton did this online (63%), 25% had pre-booked via the telephone and 13% booked in person on arrival in the city.

Mode of Transport

Two thirds of all visitors to Wolverhampton arrived by car (66%). Public transport accounted for 31% of all travel usage with 12% using a regular bus service, 11% arriving on a train and 8% by Tram. Use of public transport in Wolverhampton is above the England average of 22% (GBTS 2015).

Activities Undertaken

Shopping was the main activity undertaken by 23% of visitors, with heritage noted by 16% of visitors.

Attending an event/festival accounted for 13% of respondents followed by 11% visiting an attraction. The most popular other activity undertaken was having something to eat and drink at a restaurant/café (63%).

Ratings of Service/Facilities

Overall, the majority of services and facilities in Wolverhampton received scores of 3.5 and above, with the exception of shopping, 3.32 and street food, 3.48.

Satisfaction Scores							
	Base	Mean Score	Very Good	Good	Average	Poor	Very Poor
Shopping	376	3.32	6%	36%	43%	12%	9%
Restaurant/café	350	3.56	7%	50%	37%	5%	1%
Attractions	319	3.61	9%	51%	32%	8%	-
Music	165	3.61	12%	46%	36%	4%	2%
City Centre Canals	117	3.59	11%	50%	28%	9%	2%
Theatre	213	3.84	14%	62%	19%	5%	0%
Pubs & Bars	234	3.65	9%	56%	28%	6%	1%
Heritage	302	3.87	17%	55%	26%	2%	0%
Museums	274	3.92	18%	58%	21%	1%	1%
Arts & Culture	248	3.83	15%	57%	26%	1%	1%
Sports- Watching	192	3.81	14%	60%	22%	3%	2%
Sports – Participating	102	3.75	13%	58%	24%	4%	2%
Events / Festivals	172	3.60	12%	49%	28%	9%	2%
Cinema	143	3.62	9%	55%	27%	8%	1%
Street Food	116	3.48	4%	55%	29%	7%	4%
Religious Event/Festival	53	3.53	4%	53%	36%	8%	-
Business/Conference Facilities	49	3.55	10%	51%	29%	4%	6%
Other	16	4.06	19%	69%	13%	-	-
Ease of Finding Way Around City							
Road Signs	384	3.47	7%	49%	33%	9%	3%
On-Street Pedestrian Maps/Signs	358	3.55	5%	54%	34%	5%	2%

Overall enjoyment of visit to Wolverhampton

Visitors were asked to rate the overall enjoyment of their visit to Wolverhampton. There was a positive response from visitors with seven out of ten (70%) rating their visit as high/very high.

Sources of information used in Wolverhampton

Overall, 53% of visitors indicated that they had not used any sources of information before their trip and 36% did not intend to use any sources of information whilst on their trip. 16% of pre-trip visitors had used other sources of information for their trip whilst a further 16% had used other websites which included; National Trust properties, attraction websites and Google. Of the small numbers who intended to use information whilst on their trip, Facebook, tourism leaflets were noted by respondents.

Respondents were also asked to provide details of how they accessed information pre and during their trip. The majority had used either a mobile phone or tablet both before and during their visit to access information.

Influence on reason for Visit

Almost half of visitors (46%) cited a previous visit as the main influence on their decision to visit Wolverhampton, followed by almost a quarter (23%) who said there was nothing in particular that had influenced their reason for visiting. A personal recommendation was mentioned by 6% of visitors and 15% gave "other" reasons including; visit family/friends, an event/festival, National Trust member, use tram, passing through, poster on ring road and on business.

Advance Booking

Over a third of visitors (38%) had decided to visit Wolverhampton within the last 7 days. With the large number of day visitors to Wolverhampton, it is not surprising that 37% of day visitors made their decision to visit on the day they were interviewed.

Visits to Attractions in Wolverhampton

The Mander Centre was the top attraction for a visit across all markets, followed by the City of Wolverhampton Art Gallery (18%) and Wightwick Manor (17%). Although the Mander Centre was the top attraction, it received the lowest mean score of 3.49 for all attractions with only 44% rating it good/very good and 50% rating it as average.

Visitor Expenditure

Shopping has the highest expenditure for visitors (39%) followed closely by eating and drinking (35%) and accommodation (10%). Total spend by all visitors was £54.19 with an average party size of 2.4, equating to £22.24 per person per trip.

- On average, a party of day visitors in Wolverhampton spent £40.66. With an average day visiting party size of 2.5 people, the average expenditure rate per person is £16.55 during the day.
- An approximate level of spend can be seen amongst the overnight party sample, staying for less than 2 months, based on all visitors using either commercial accommodation or staying with friends and relatives. This equates to an average party size of 2.0 people. A total of £91.00 was spent per party or £44.86 per person per trip.
- With only a small number of overseas visitors staying overnight, all staying with friends and relatives and not using any form of commercial accommodation, spend estimated for all overnight overseas visitors is calculated to be £351.67 per party. With an average party size of 3 people, £117.22 was spent per head per trip by overseas visitors.