



Fireworks Event Evaluation

Research findings for Greater Yarmouth Tourism

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Prepared by Insight Track Ltd.
T: 01603 626800
E: intouch@insighttrack.co.uk

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- ➔ Greater Yarmouth Tourism (Great Yarmouth Borough Council tourism team and Greater Yarmouth Tourism and Business Improvement area Ltd) organise and run a selection of annual events throughout the Borough of Great Yarmouth in order to attract more visitors and promote the area
- ➔ Two particularly high priority events are the Summer Fireworks displays in Hemsby and Great Yarmouth and the Great Yarmouth Maritime Festival
- ➔ In order to quantify the value of their events programme, Greater Yarmouth Tourism wish to evaluate aspects of the events such as:
 - ⇒ Profile of event visitors (specifically whether they are local or tourists)
 - ⇒ Impact of marketing activities upon event awareness
 - ⇒ Whether visitors are there intentionally or incidentally
 - ⇒ Wider economic impact of the events

Research Objectives

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The scope of the research covered the following in brief on-site, face-to-face, interviews:

- ➔ Basic profiling of visitor (gender, age, where travelled from, who visited with)
- ➔ Role of firework events in prompting visit to Great Yarmouth or Hemsby
- ➔ Awareness of Great Yarmouth and Hemsby firework events prior to the day
- ➔ How respondents heard of the firework events
- ➔ Visiting behaviours of respondents including:
 - ⇒ (If tourists) Length of stay and type of accommodation
 - ⇒ Intention to visit
 - ⇒ Impact of marketing
 - ⇒ Impact on economic spend
- ➔ Rating and impressions of the firework events
- ➔ Suggested improvements to the firework events

Methodology

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- Overall, 288 completed questionnaires were achieved
 - Interviews achieved were deliberately not demographically quota'd, to ensure that respondents were likely to reflect the natural fallout of those attending the event
- Fieldwork was conducted by Insight Track researchers during 8 out of the 14 Firework events (4 in Great Yarmouth and 4 in Hemsby)
 - A brief, fully structured questionnaire was used
 - A face to face interviewing approach was adopted, with researchers selecting people attending the event in situ
 - Interviewer shifts lasted an hour and a half, from 8:15pm to 9:45pm
 - Interviewers worked in groups of three to ensure safety and to achieve the desired sample



Findings:

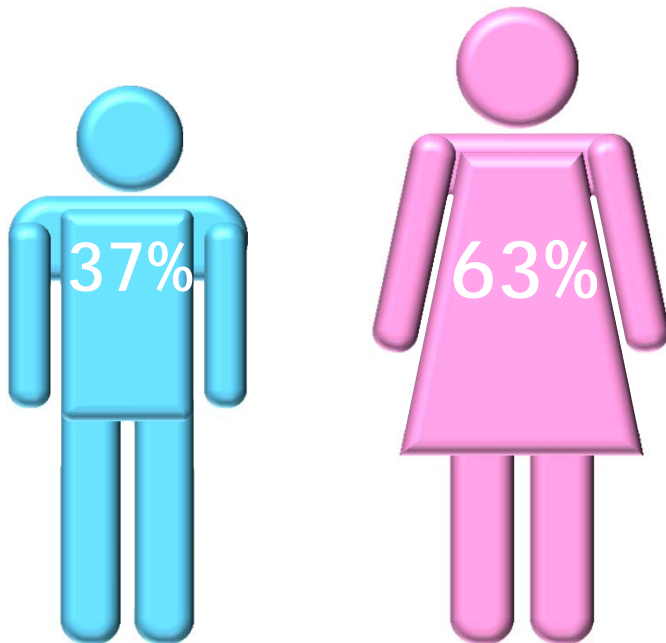
Respondent profile

Respondent profile: gender, age and social grade

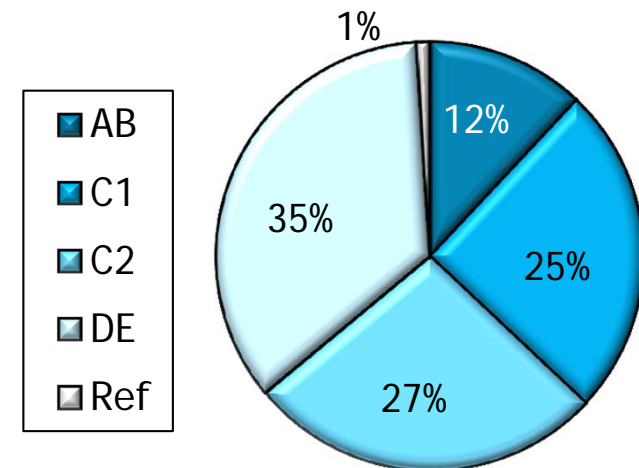
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- Around two thirds of the respondents were female (63%)
- A good spread of social grade was achieved with the majority of respondents falling into C2, D or E (62%)
- The majority of respondents were aged between 25 and 54 years (71%)

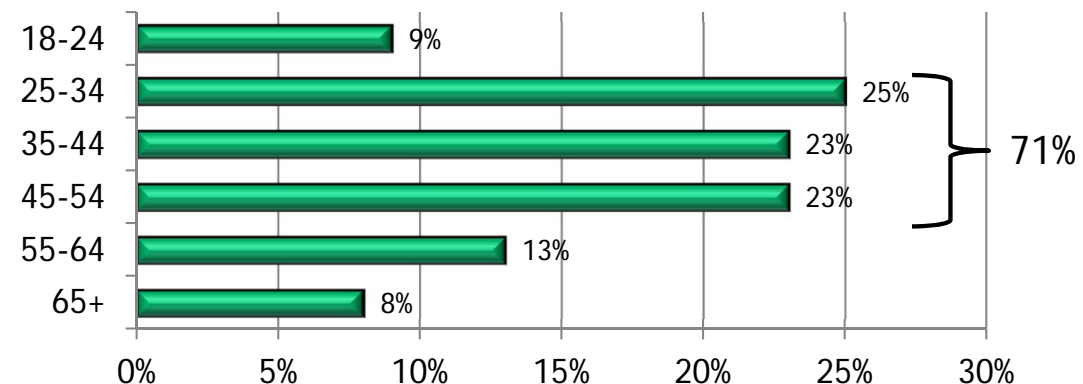
Respondent Gender



Respondent Social Grade



Respondent Age

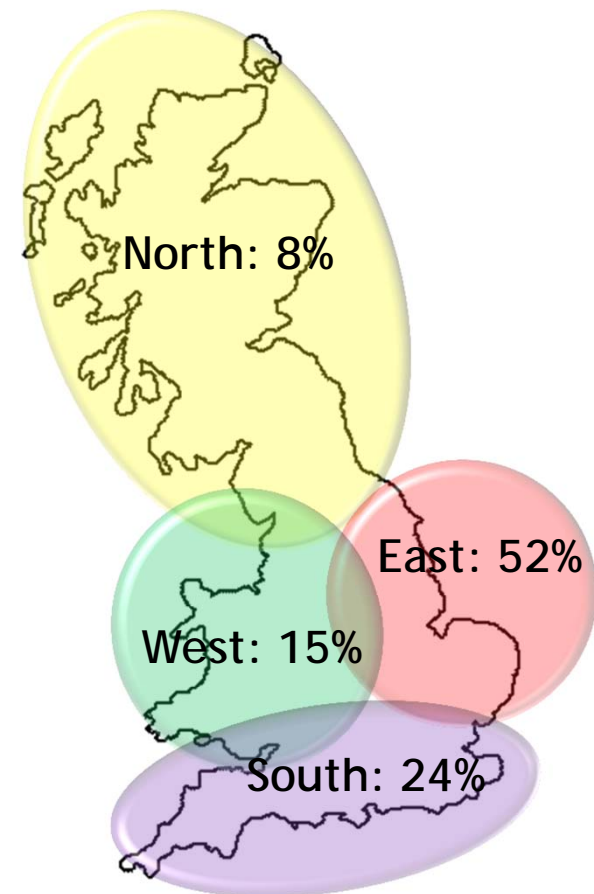


Respondent profile: where did they come from?

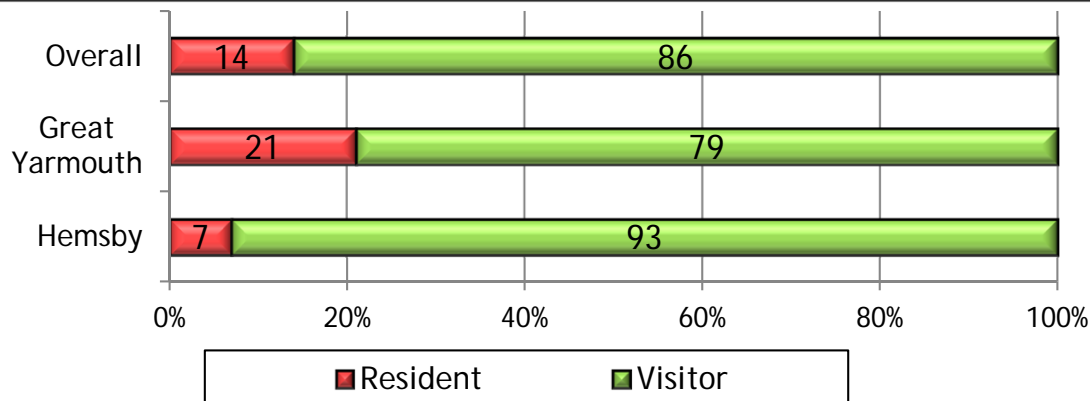
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- ➔ Overall, 86% of respondents were visitors to Great Yarmouth or Hemsby (as opposed to residents)
- ➔ The proportion of visitors was slightly higher in Hemsby than in Great Yarmouth (93% and 79% respectively)
- ➔ Over half of those visiting Great Yarmouth or Hemsby, had travelled from the East of England (52%)
 - ⇒ 40% of those from the East of England had travelled from wider Norfolk

Distribution of postcodes of those visiting from wider Norfolk and outside Norfolk



Proportion of residents and visitors interviewed in each location



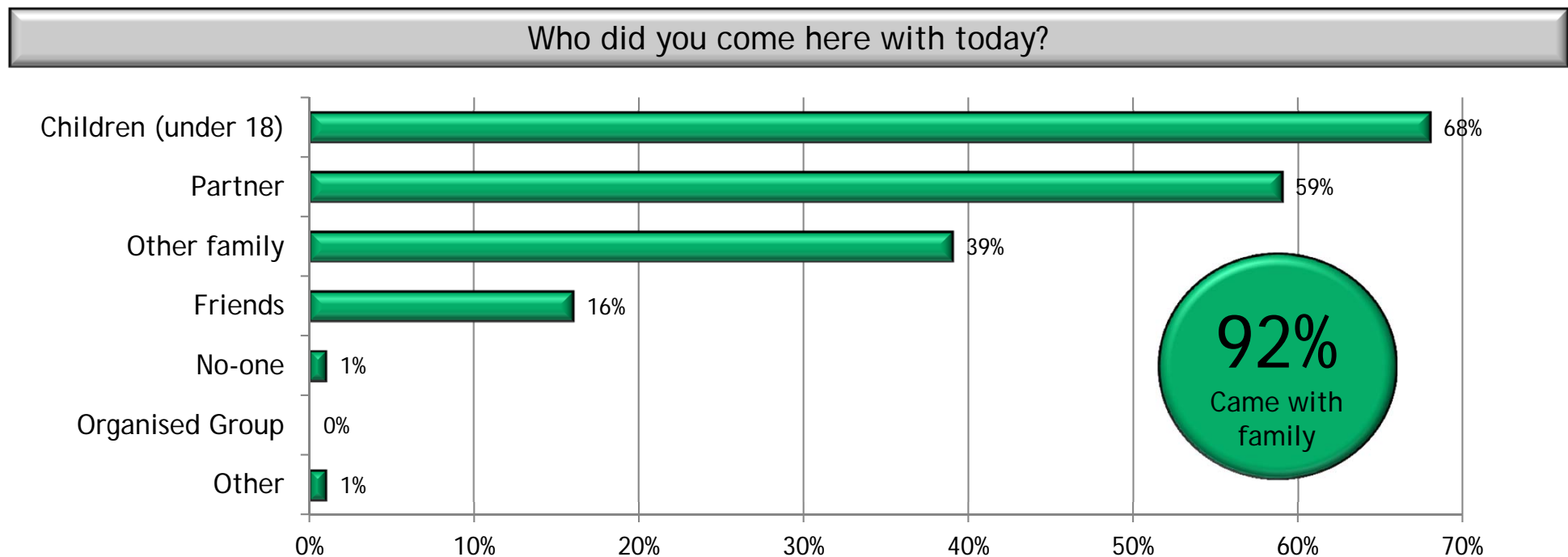
Resident - defined as respondents who live within the postcodes NR29, NR30 or NR31
Visitor - defined as respondents who live outside of the postcodes NR29, NR30 or NR31

Base: 288 - all respondents giving an answer; single code,
Q: Just so we can understand where people have travelled from, can I please ask what the first part of your postcode is?
Residents were those classified as living in NR29, NR30 or NR31

Respondent profile: who did they come with?

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- Overall the vast majority of respondents attended the event with at least one family member (92%)
 - ⇒ Respondents were most likely to be attending the Firework event with children (68%), and / or their partner (59%)
- Residents were more likely than visitors to attend the event with friends (33% and 14% respectively) although partners and children make up a larger proportion overall

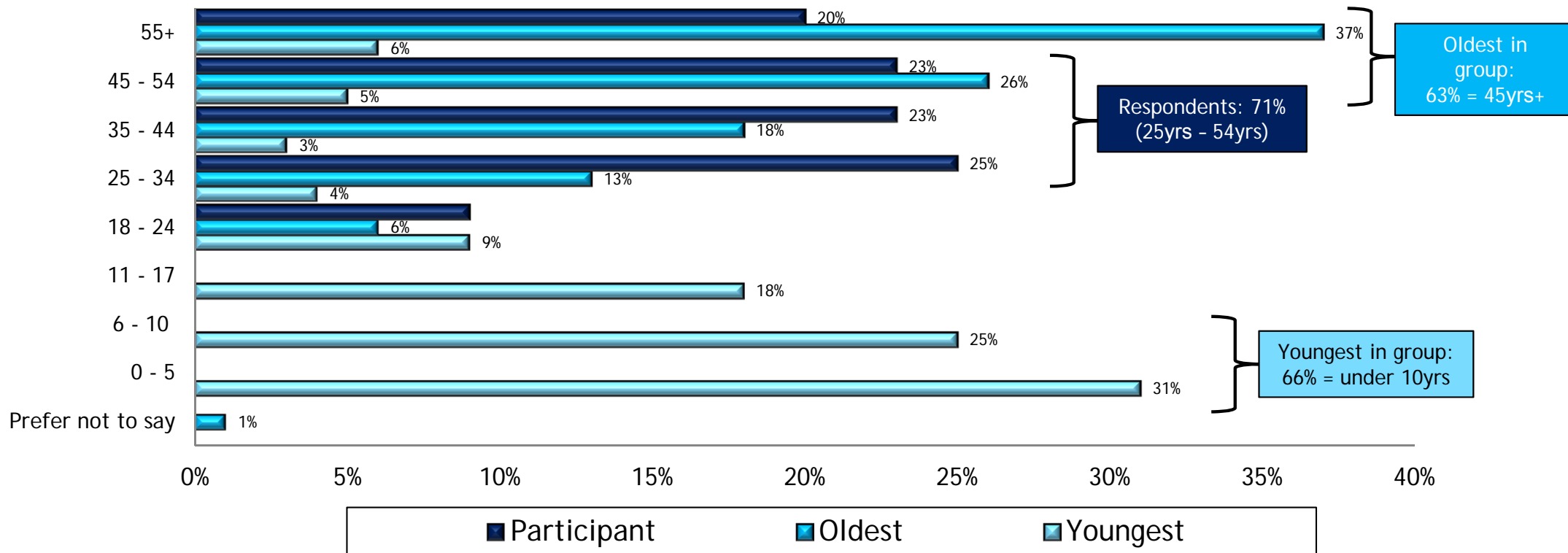


Respondent profile: who did they come with?

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- ➔ As previously shown, the majority of the respondents were aged between 25 and 54 years (71%)
- ➔ Two thirds (66%) of respondent groups contained at least one child 10 years or younger
- ➔ Two thirds (63%) of respondent groups contained someone over 45-years

Ages of respondent, the eldest and the youngest member of their group



Findings:

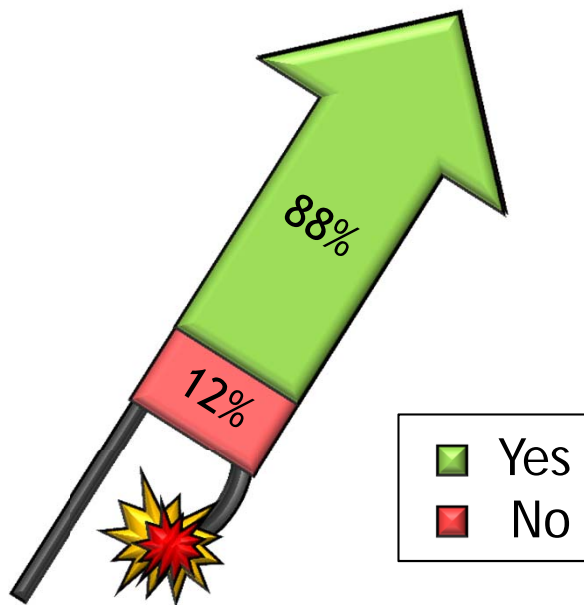
Event awareness

Event awareness: Intention to attend event

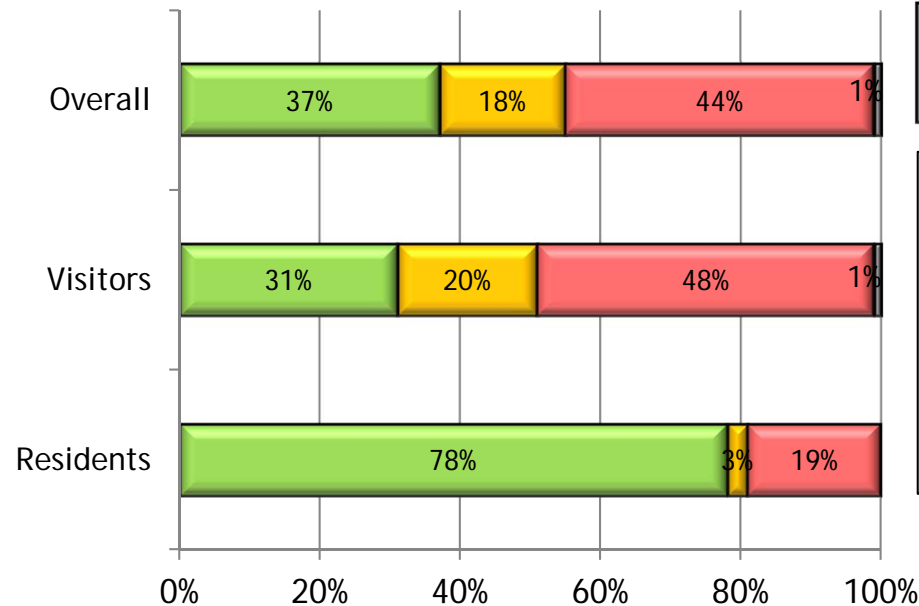
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- Overall the vast majority of respondents were aware of the Firework events before the day they were interviewed (88%)
 - ⇒ Visitors were slightly less likely to be aware of the Firework event before the day, with 13% unaware compared to only 3% of residents
- Great Yarmouth and Hemsby residents were more likely to be at there specifically for the Firework event (78% and 31% respectively), whilst visitors were more likely to be there anyway

Had you heard about the firework event before coming here today?



Which of the following best applies to you?



I came to Hemsby / Great Yarmouth...

- ...specifically for the event
- ...for other reasons, but I'm staying for the event
- ...regardless of the event
- ...none of the above

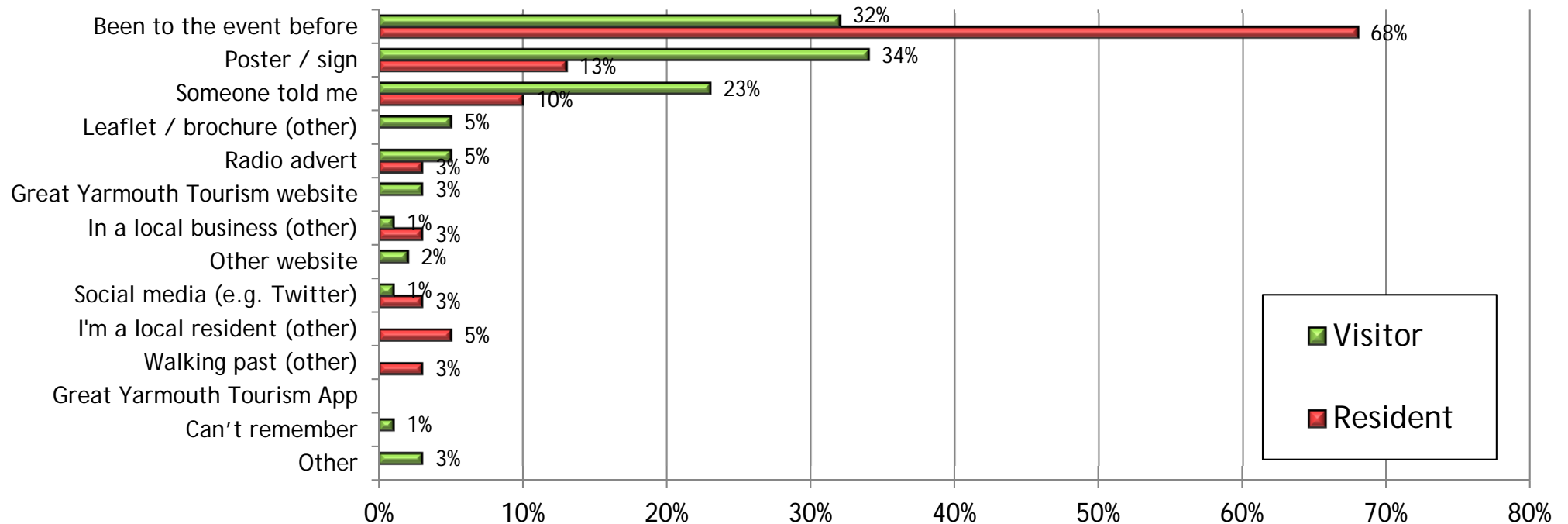
Event awareness: How did they find out?

By respondent type

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- ➔ Over two thirds of residents and a third of visitors had been to a previous Firework event (i.e. repeat)
- ➔ Overall the most commonly mentioned ways of finding out about the event were via posters/signs or word of mouth, with visitors more likely to mention them than residents
- ➔ Although the percentages are small, a number of other methods of finding out about the fireworks were also mentioned

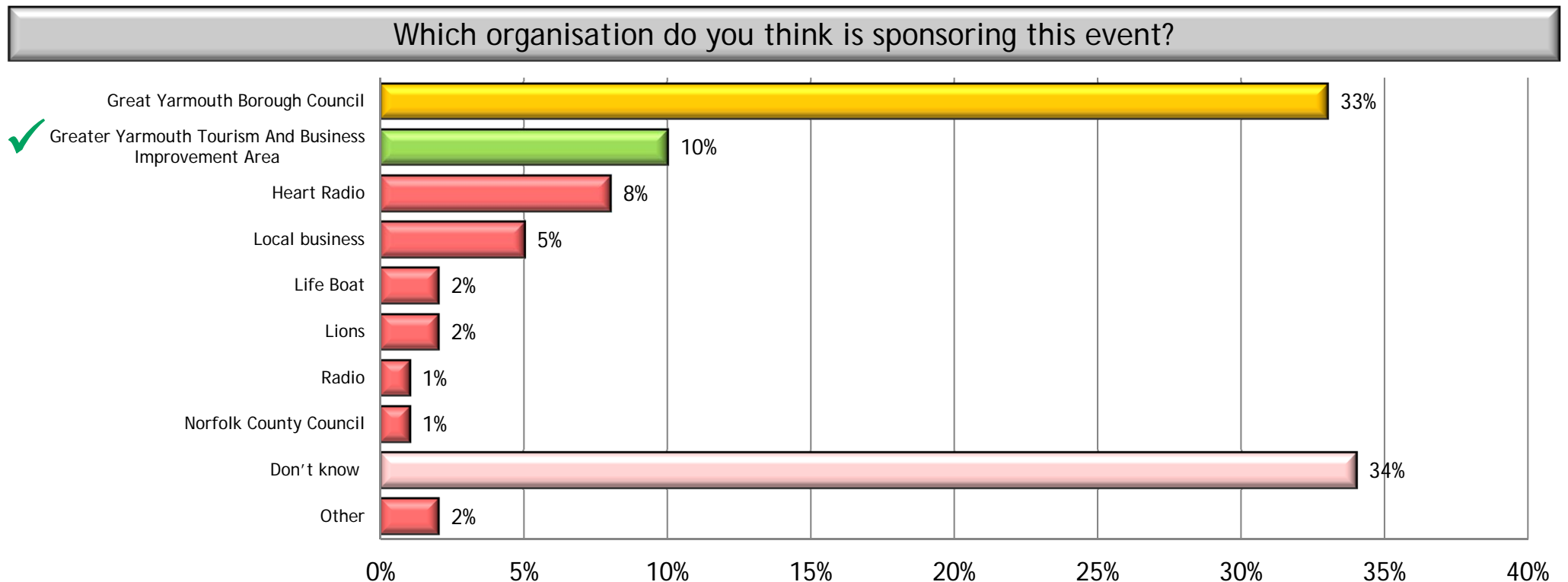
How did you find out about this evening's fireworks event?



Event awareness: Event sponsor

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- Overall there was some uncertainty regarding who was sponsoring the Firework events
- The largest proportion of respondents gave the response 'I don't know' (34%)
 - ⇒ The majority of those who gave an answer said the Great Yarmouth Borough Council was sponsoring the event (33%)
- Only 10% gave the correct answer!



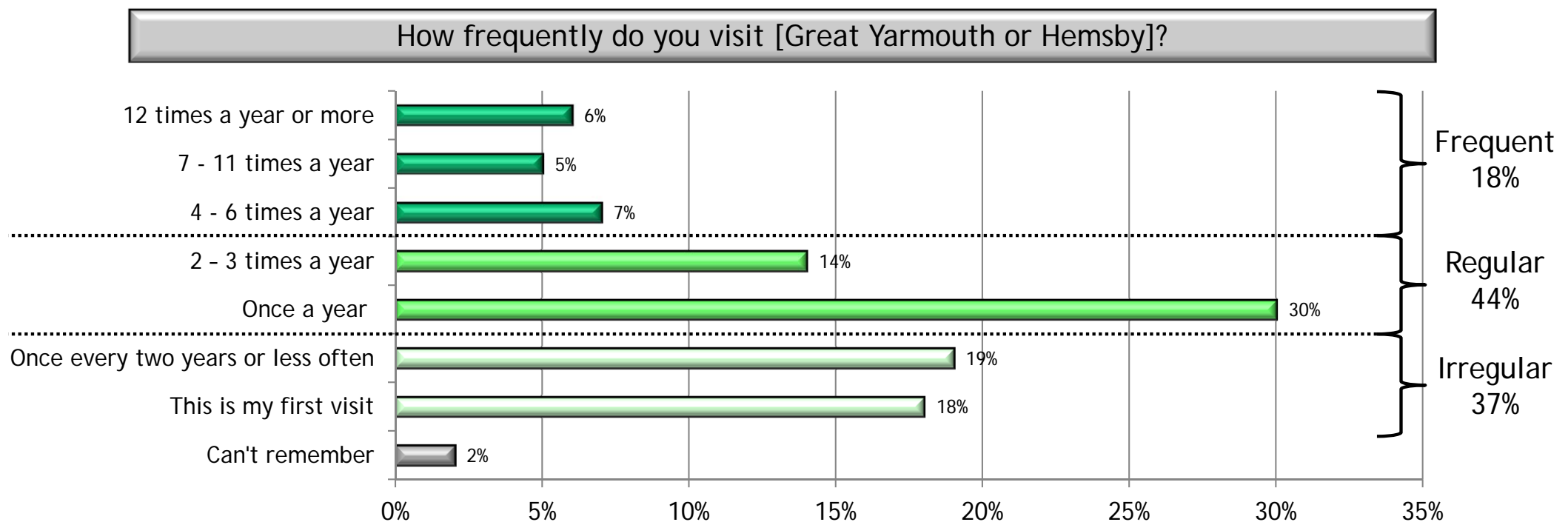
Findings:

Respondent behaviour

Respondent behaviour: How often do they visit?

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- ➔ The majority of visitors travel to Great Yarmouth or Hemsby regularly (one to three times a year) (44%)
- ➔ Over a third were irregular visitors (37%), travelling to Great Yarmouth or Hemsby once every two years or less often
- ➔ Nearly a fifth (18%) visit Great Yarmouth or Hemsby frequently, four times a year or more

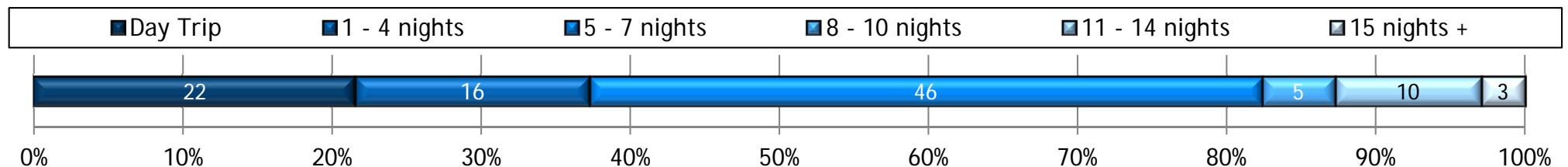


Respondent behaviour: Visit details

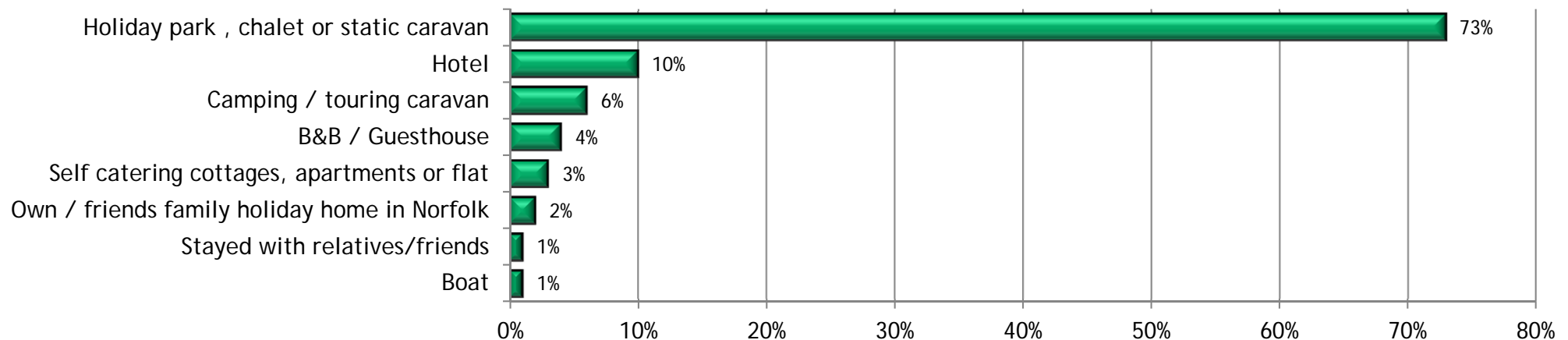
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- ➔ The largest proportion of visitors were staying for 5-7 nights (46%)
- ➔ Of the 78% who stayed for one night or more, 73% were staying in a Holiday park
- ➔ 98% of day trippers had travelled from the East of England, of these 78% came specifically for the Firework event

How many nights are you staying for on this visit?



What type of accommodation are you staying in?



Base: 248 - all respondents giving an answer

Q: How many nights are you staying for on this visit? Unprompted, single code

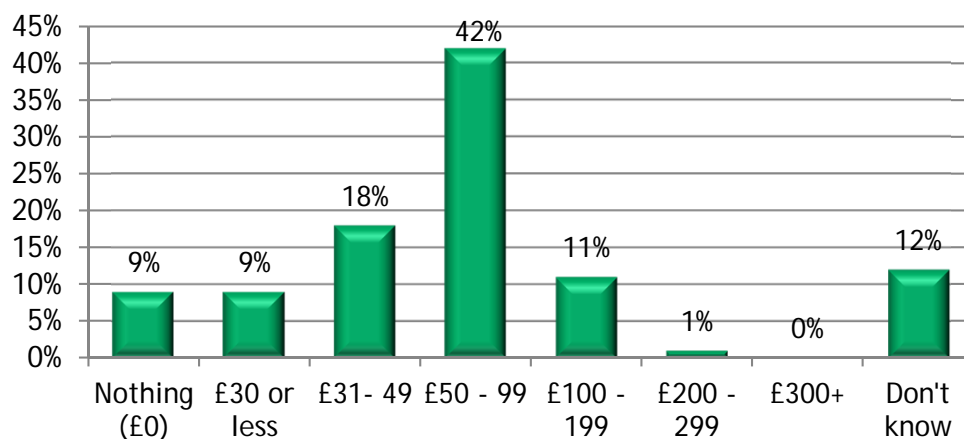
Q: What type of accommodation are you staying in? Unprompted, single code

Respondent behaviour: Visitor spending details

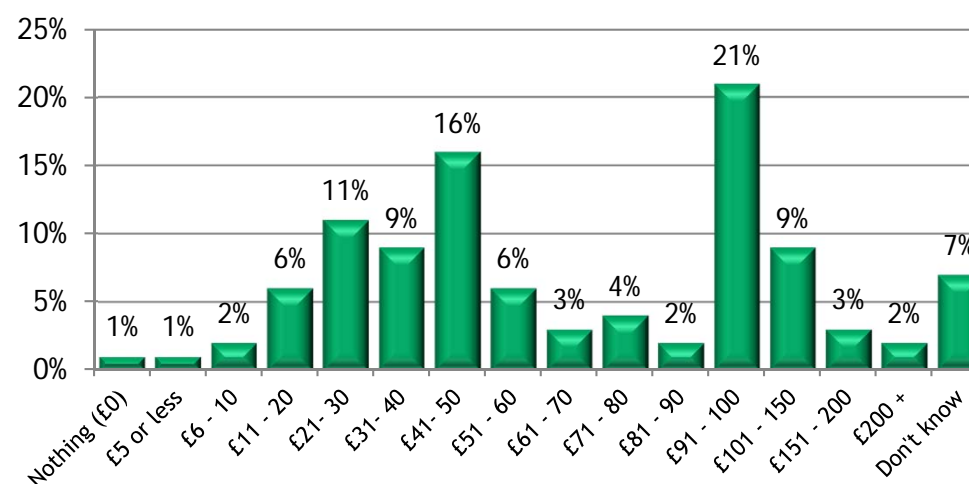
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- The mean accommodation spend per night was £56, with 42% reporting spending between £50 and £99
- Reported spending money per day varied considerably with the largest proportions being £91 to £100 (21%) and £41 to £50 (16%), mean spending money was calculated at £72 per day

Accommodation spend per night	
	Visitors
Mean	£56
Min	£0
Max	£200



Spending money per day	
	Visitors
Mean	£72
Min	£0
Max	£200

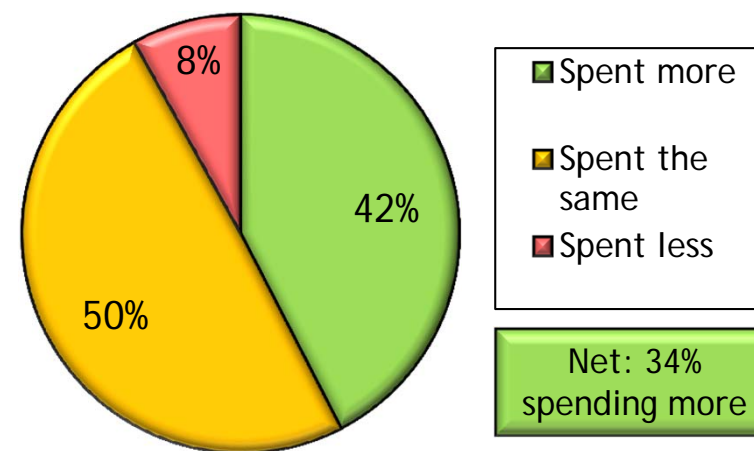


Respondent behaviour: Event spending details

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- Overall the mean spend at the Fireworks event was £29, however the mean spend of visitors was over double that of residents (£32 and £14 respectively)
- Within the visitors, there was no difference in event spending between day trippers and overnight stayers
- Over two fifths of respondents said they had spent more that evening than they would have done without the Firework event (42%)
- The mean spend difference of those who spent more than they would have done was + £27
- A minority (8%) said they had spent less than they would have done, and their mean spend difference was - £19

How much more or less have you spent here this evening than you would have done had the Fireworks event not been on?



How much will you have spent this evening at this Firework event?

Spend at Fireworks event			
	Overall	Residents	Visitors
Mean	£29	£14	£32
Min	£0	£0	£0
Max	£120	£60	£120

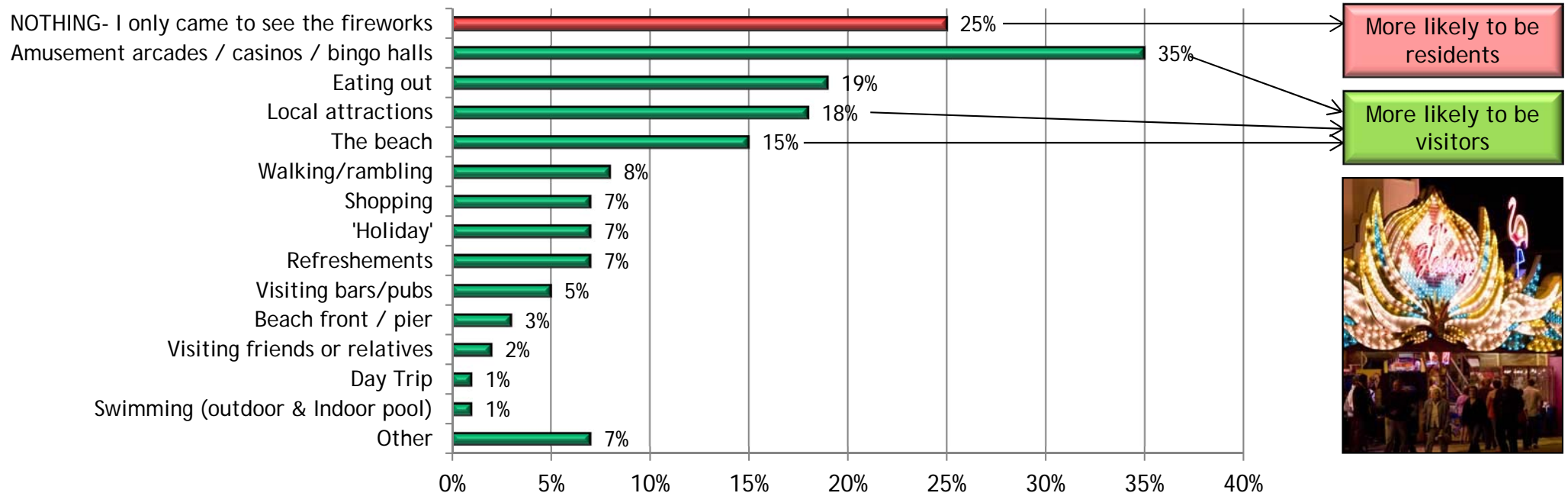
Spending differences		
	More spent	Less spent
Mean	£27	£19
Min	£5	£8
Max	£120	£50

Respondent behaviour: What else were they doing?

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- ➔ Overall 25% of respondents had only come to Great Yarmouth or Hemsby for the firework event
 - ⇒ This rises to 68% amongst residents
- ➔ Other planned activities were most likely to be visiting amusement arcades (35%) or eating out (19%)
- ➔ Visitors were more likely to be planning a visit to the amusement arcades, local attractions and the beach than residents
- ➔ 46% of those who travelled to Great Yarmouth or Hemsby specifically for the fireworks said they had also visited other attractions or planned to do so, the most common being visiting the amusement arcades (26%)

Other than this event, what else did you come to do, or visit, in [Great Yarmouth or Hemsby] today?



Base: 288 - all respondents giving an answer; single code, open response
Q: Other than this event, what else did you come to do, or visit, in [Great Yarmouth or Hemsby] today?

Findings:

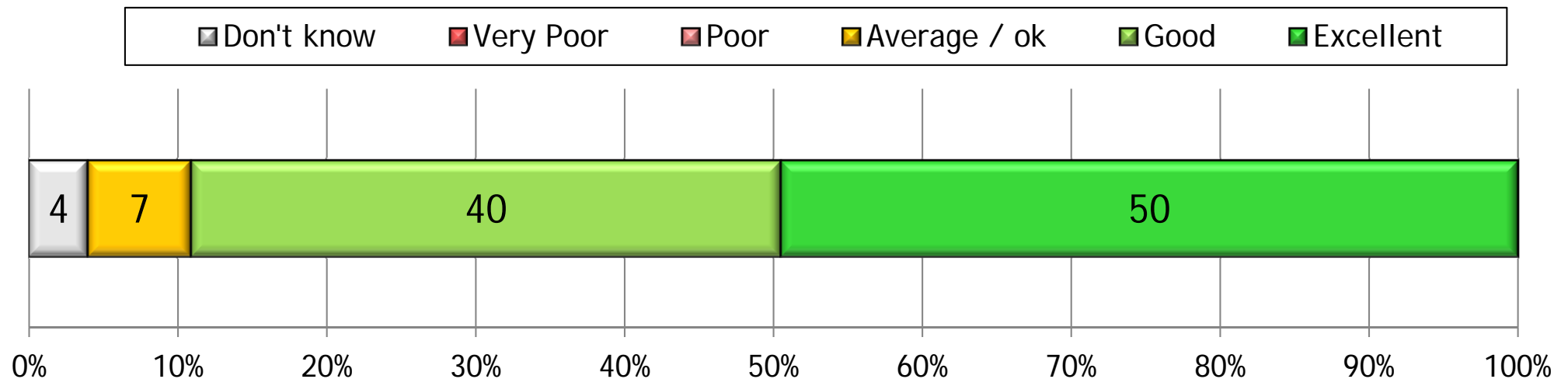
Event feedback

Event feedback: Event rating

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- ➔ Overall experience of the Fireworks events was overwhelmingly positive, with 90% giving them a 'good' or 'excellent' rating.
- ➔ No one rated their experience negatively
- ➔ There was little difference in the experience ratings between those who came for the event specifically and those who were there regardless

How would you rate your experience of the firework event?



Event feedback: Key positives

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- ➔ As per the previous slide, the feedback was very positive
- ➔ The most commonly mentioned positives included the fact the event was free, and that people simply enjoy fireworks
- ➔ Interestingly the third most commonly mentioned positive was the economical benefit to the local businesses



Event feedback: Areas to improve

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- ➔ Positively, 36% of respondents said the Firework event had no areas needing improvement, a further 20% said they 'don't know'
- ➔ The most frequent improvement suggested was to have the event start earlier, particularly so younger children can enjoy them

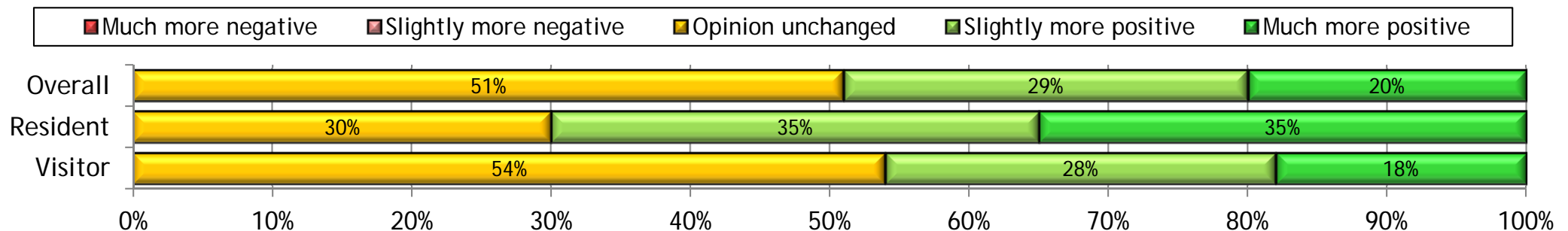


Event feedback: Opinion changes?

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- ➔ Overall, around half of the respondents said the event changed their opinion of Great Yarmouth or Hemsby for the better (49%)
- ➔ A larger proportion residents stated they had experienced a positive change of opinion (70%)
- ➔ The visitors were more unchanged, with 54% reporting no change of opinion (whether positive or negative)

Has the firework event changed your opinion of [Great Yarmouth or Hemsby] for the better, the worse, or stayed the same?



"General changes seen along the front, more effort being made in that area"

"The fact that they are doing something to bring people together and create a good free atmosphere"

"You come for a weeks holiday, you are guaranteed one event that doesn't cost a fortune"

"Nice to have something for the local people to do"

"Good thing to have for people - helps attract visitors. Encourages people to return to the area"

"Because they're spending money to help businesses"

Summary

Summary (1)

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→ Background and objectives

- ⇒ Greater Yarmouth Tourism organise and run Firework events in Great Yarmouth and Hemsby throughout the summer period in order to attract more visitors to the area
- ⇒ Research was carried out by Insight Track Ltd in order to evaluate and quantify the value of these Firework events

→ Methodology

- ⇒ 288 interviews were achieved using a short, fully structured questionnaire
- ⇒ Interviews were carried out in situ across 8 of the 14 Firework events
- ⇒ No demographic quotas were put in place in order to reflect the natural fallout of those attending the event

→ Respondent profile

- ⇒ Respondents were more likely to be female, and/or social grade C2,D or E, and/or aged between 25 and 54 years
- ⇒ 86% were visitors (not residents) to Great Yarmouth or Hemsby and 52% of visitors travelled from the East of England
- ⇒ 92% of respondents came with at least one member of their family, with children making up the largest proportion (68%)

→ Event awareness

- ⇒ 88% of respondents were aware of the Firework events prior to the day of their interview
- ⇒ Residents were more likely to have come to Great Yarmouth or Hemsby specifically for the event (78%), whilst visitors were more likely to be there regardless (48%)
- ⇒ A large proportion of both residents (68%) and visitors (32%) had been to the event before, those who only found out this year were most likely to have found out via posters and signs or word of mouth
- ⇒ 33% of respondents said they thought Great Yarmouth Borough Council were sponsoring the Firework events and 10% gave the correct response of Greater Yarmouth Tourism and Business Improvement Area

Summary (2)

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→ Respondent behaviour

- ⇒ The majority of visitors travel to Great Yarmouth either regularly (44%) or frequently (18%)
- ⇒ 78% of visitors were staying for one night or more and 73% of those stayed in a Holiday park
- ⇒ 22% of visitors were day trippers, who were likely to be travelling from the East of England specifically for the Fireworks event
- ⇒ The visitors mean accommodation spend per night was £56 and mean spending money per day was £72
- ⇒ The mean spend on the Fireworks event for visitors was £32 whilst residents spent £14 on average
- ⇒ 42% of respondents said they are spending more that evening than they would have done had the event not been on
 - The mean spend difference of those who spent more was + £27
 - The mean spend difference of the 8% who said they spent less was - £19
- ⇒ A quarter of respondents came only to watch the Fireworks event, and they were most likely to be residents
- ⇒ Other planned activities were most likely to be visiting amusement arcades or eating out
- ⇒ 46% of those who came specifically for the fireworks also visited other attractions

→ Event feedback

- ⇒ The vast majority of respondents (90%) said they had a 'good' or 'excellent' experience
- ⇒ The most commonly mentioned positives of the event included the fact it is free, people enjoy fireworks, and the benefits to local businesses
- ⇒ 36% of respondents said the event could not be improved
 - The most commonly suggested improvement was to have the event start earlier, particularly for small children
- ⇒ Nearly half of respondents said the event had changed their opinion of Great Yarmouth or Hemsby for the better, and they were more likely to be residents
 - Visitors were more likely to maintain their original opinion (whether positive or negative)