



Maritime Festival Evaluation

Research findings for Greater Yarmouth Tourism

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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 the Maritime Festival in prompting visit to Great Yarmouth
- ➔ Awareness of the Maritime Festival prior to the day
- ➔ How respondents heard of the Maritime Festival
- ➔ 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 Maritime Festival
- ➔ Suggested improvements to the Maritime Festival

Methodology

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- Overall, 200 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 the festival on the 5th and 6th of September
 - 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 7 hours (from 10am to 5pm)
 - Interviewers worked in groups of three to ensure safety and to achieve the desired sample



Findings:

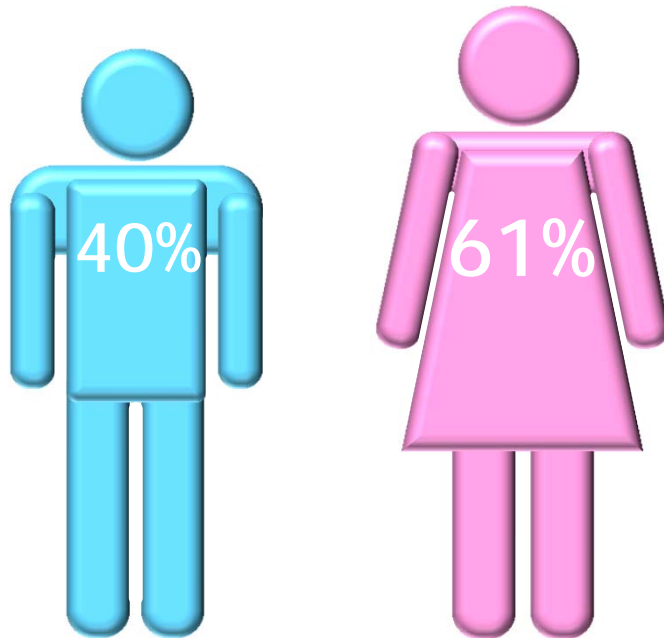
Respondent profile

Respondent profile: gender, age and social grade

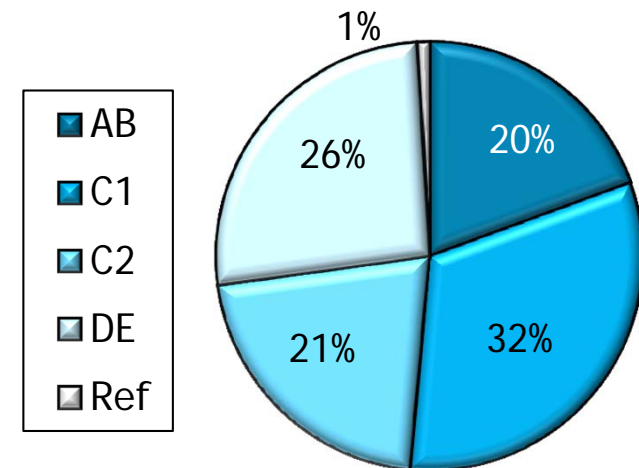
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- 61% of the respondents were female
- A spread of social grade was represented with a roughly even split of ABC1 and C2DE
- Just over half of respondents were aged over 55 (53%) showing a mature skew to the audience

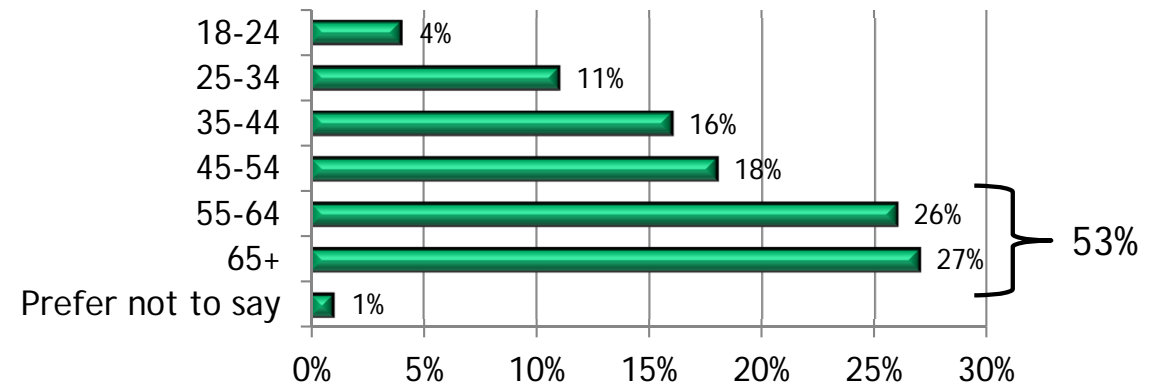
Respondent Gender



Respondent Social Grade



Respondent Age

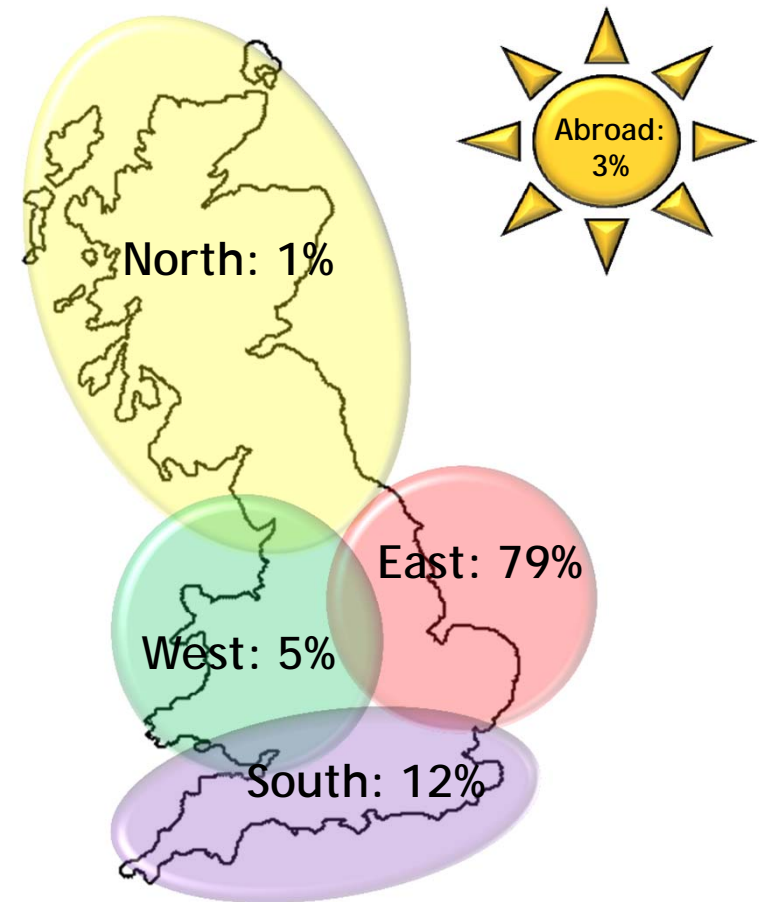


Respondent profile: where did they come from?

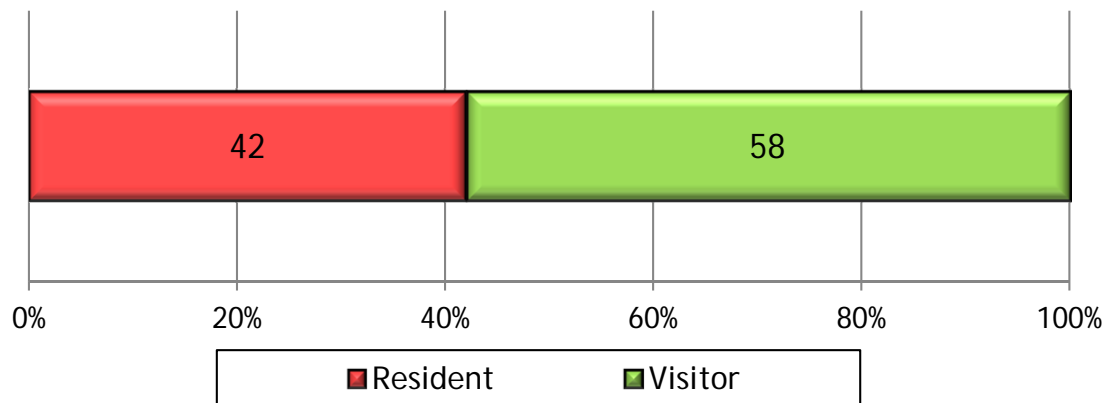
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- ➔ Overall the proportion of residents and visitors was fairly even, with visitors making up 58%, and 42% being residents
- ➔ The majority of visitors had travelled from within the East of England (79%)
 - ➔ 63% of those from the East of England had travelled from wider Norfolk

Postcode distribution of those visiting



Proportion of residents and visitors interviewed

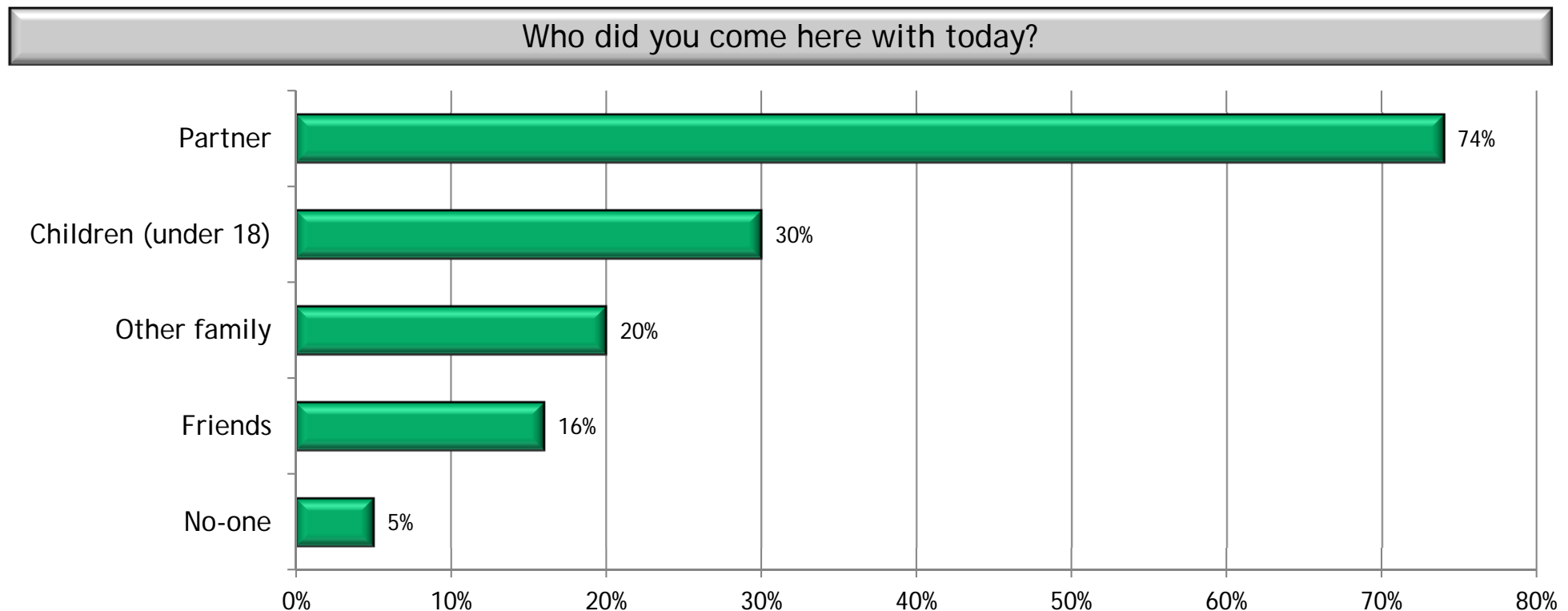


Resident - defined as respondents who live within the postcodes NR29, NR30 or NR31
Visitor - defined as respondents who live outside of the postcodes NR29, NR30 or NR31

Respondent profile: who did they come with?

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- ➔ Respondents were most likely to attend the Maritime Festival with their partner (74%)
 - ⇒ This rises to 79% amongst visitors
- ➔ Just under a third of respondents attended the event with children (30%)
- ➔ Residents were more likely to attend with children than visitors (43% and 21% respectively) although those attending with their partners made up a larger proportion overall

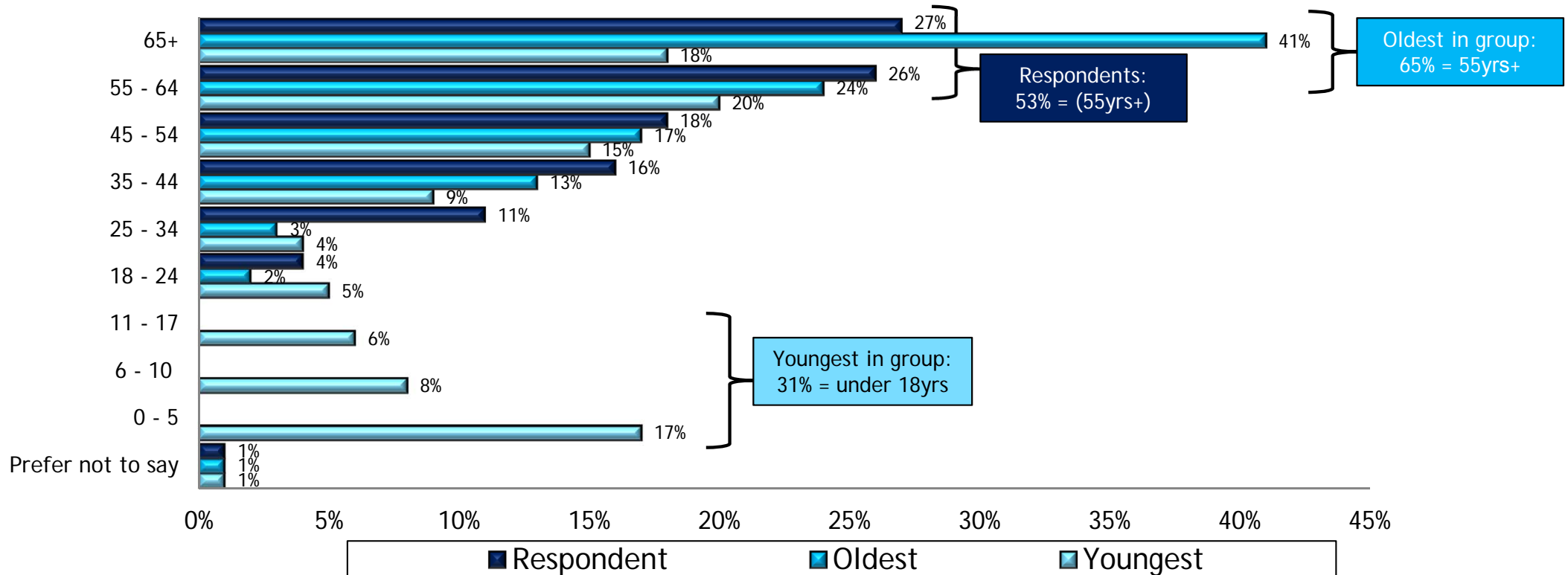


Respondent profile: who did they come with?

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- ➔ As previously shown, a large proportion of the respondents were aged 55 years or over (53%)
- ➔ Two thirds (65%) of respondent groups contained someone aged 55 years or over
- ➔ Around a third (31%) of respondent groups contained at least one child aged under 18
- ➔ Across all three categories the proportion of people aged 18 - 25 is relatively low

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



Findings:

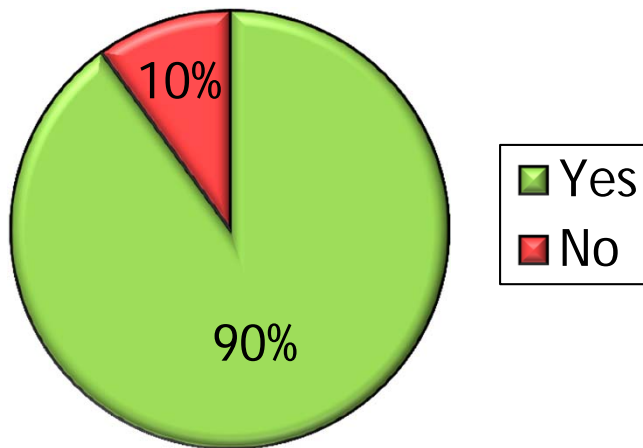
Event awareness

Event awareness: Intention to attend event

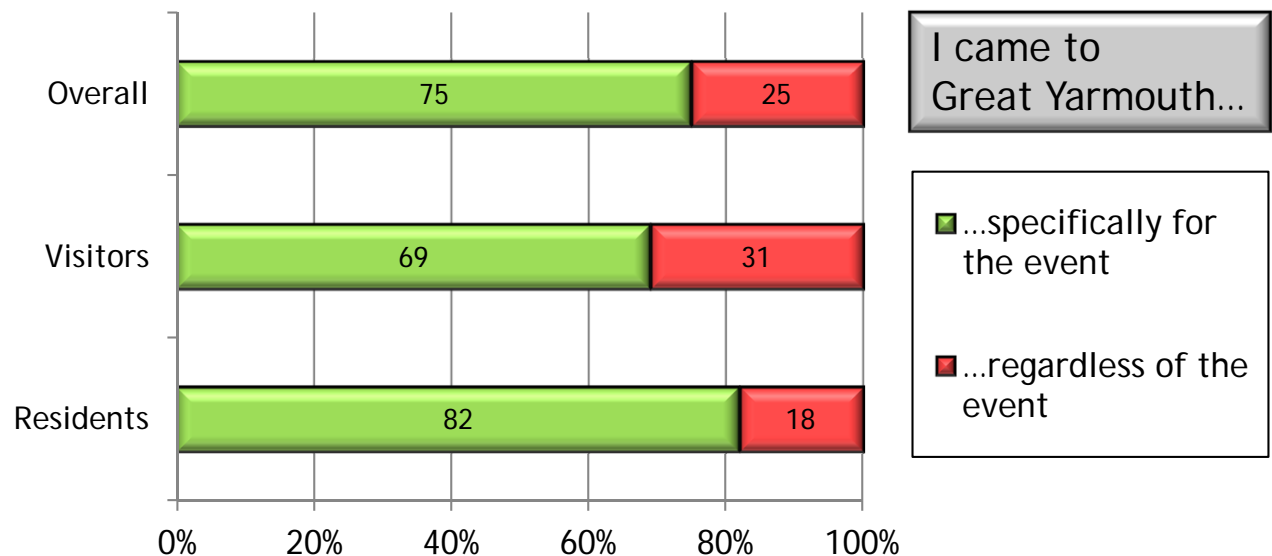
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- ➔ Overall the vast majority of respondents were aware of the Maritime Festival before the day they were interviewed (90%)
 - ⇒ Visitors were slightly less likely to be aware of the Maritime Festival before the day, with 16% unaware compared to only 2% of residents
- ➔ Residents were slightly more likely than visitors to be in Great Yarmouth specifically for the festival
- ➔ Visitors travelling from the East of England were more likely to be in Great Yarmouth specifically for the festival than visitors from other areas of the UK (as might be expected)

Had you heard about the Great Yarmouth Maritime Festival before coming here today?



Which of the following best applies to you?

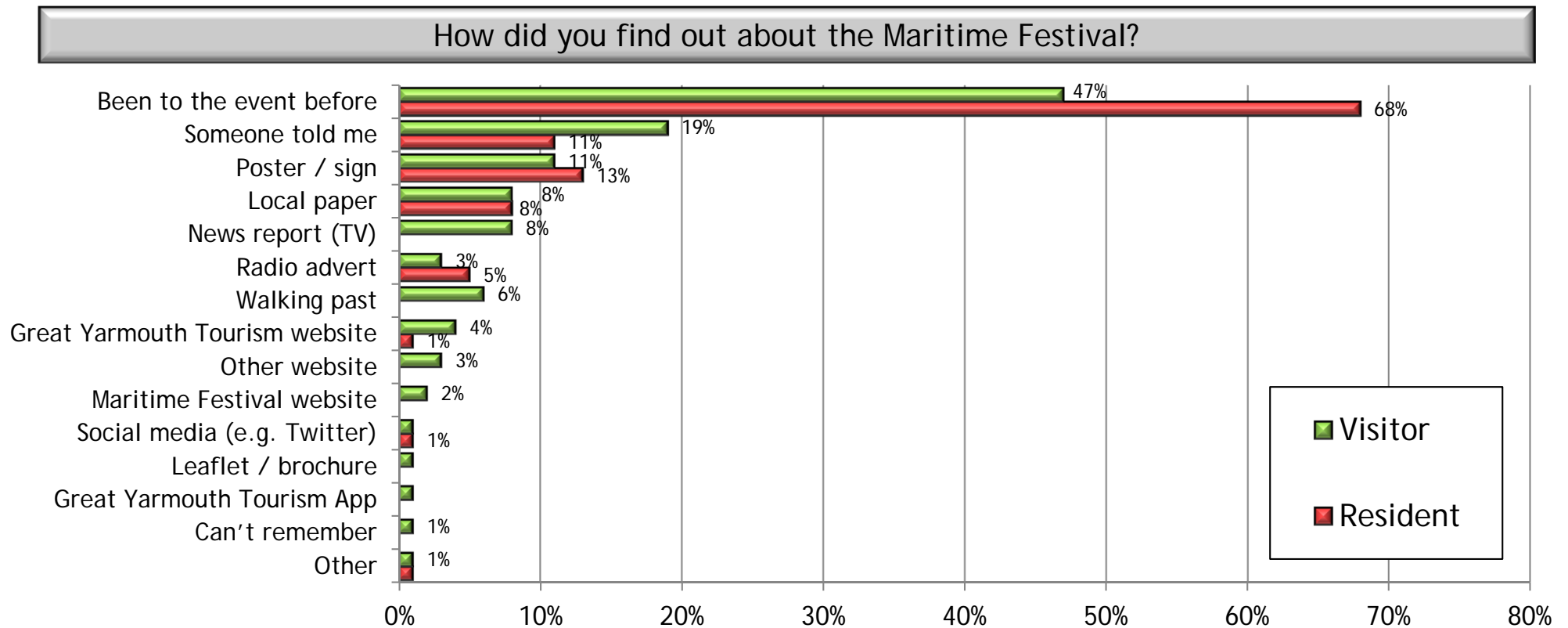


Event awareness: How did they find out?

By respondent type

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- ➔ Over two thirds of residents and nearly half of visitors had been to a previous Maritime Festival (i.e. repeat)
- ➔ Overall, the most commonly mentioned ways of finding out about the event were via word of mouth or posters / signs
- ➔ Notably, local newspapers and television news reports were also mentioned as ways of finding out about the Maritime Festival

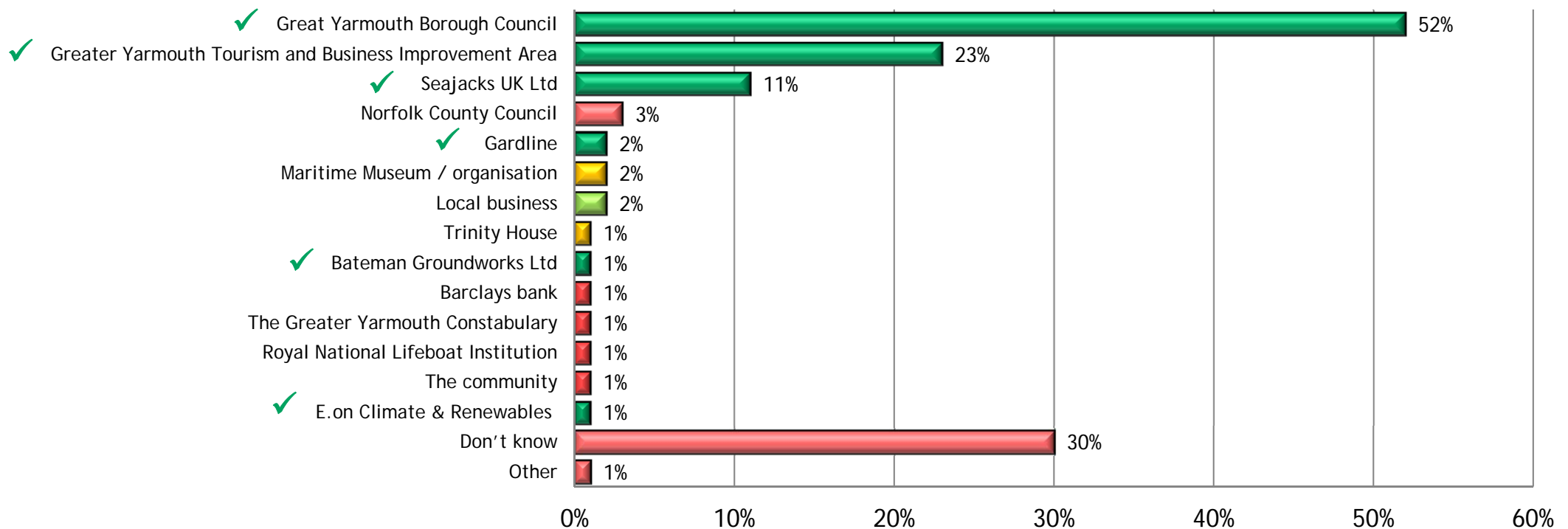


Event awareness: Event sponsor

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- ➔ Although there was some uncertainty regarding the event sponsors, two thirds of those asked gave at least one correct answer (64%)
- ➔ Of those who gave a correct answer, the majority (80%) stated Great Yarmouth Borough Council were sponsoring the event, whilst 45% mentioned one of the other sponsors

Which organisation do you think is sponsoring this event?



Findings:

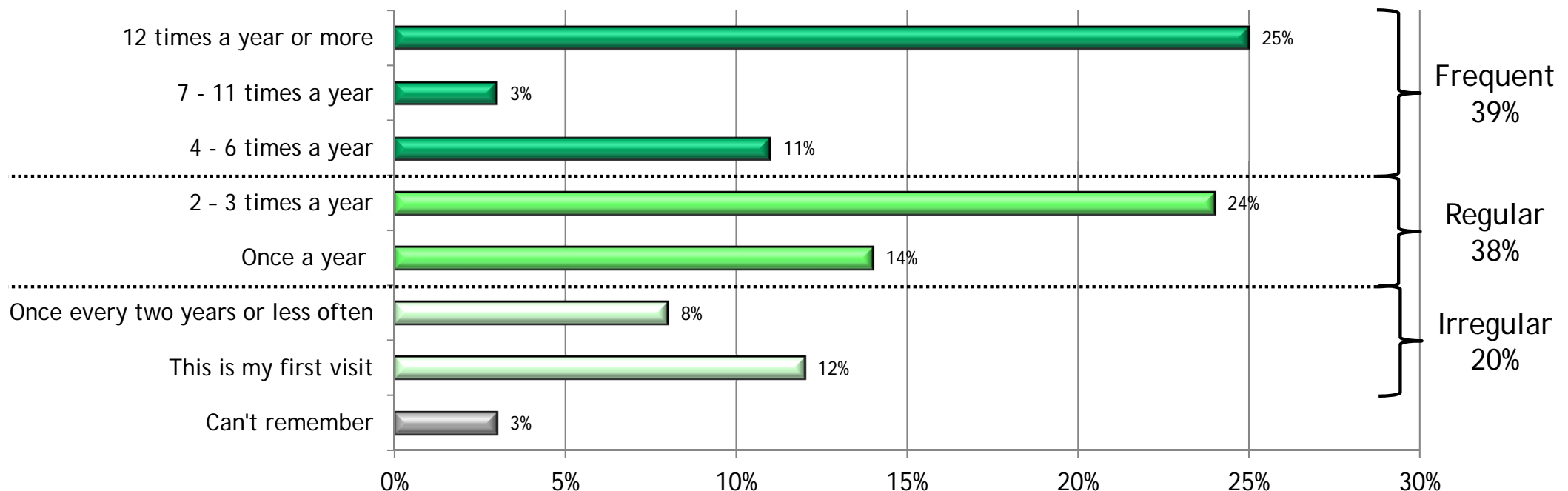
Respondent behaviour

Respondent behaviour: How often do they visit?

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- ➔ The majority of visitors travel to Great Yarmouth either regularly (one to three times a year) (38%) or frequently (four times a year or more)(39%)
- ➔ A fifth of respondents were irregular visitors (20%), travelling to Great Yarmouth once every two years or less often

How frequently do you visit Great Yarmouth?

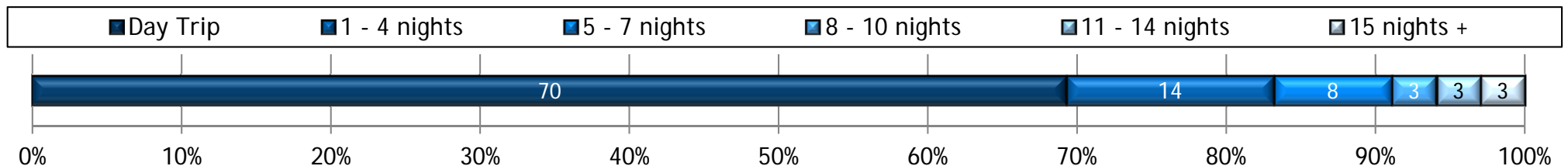


Respondent behaviour: Visit details

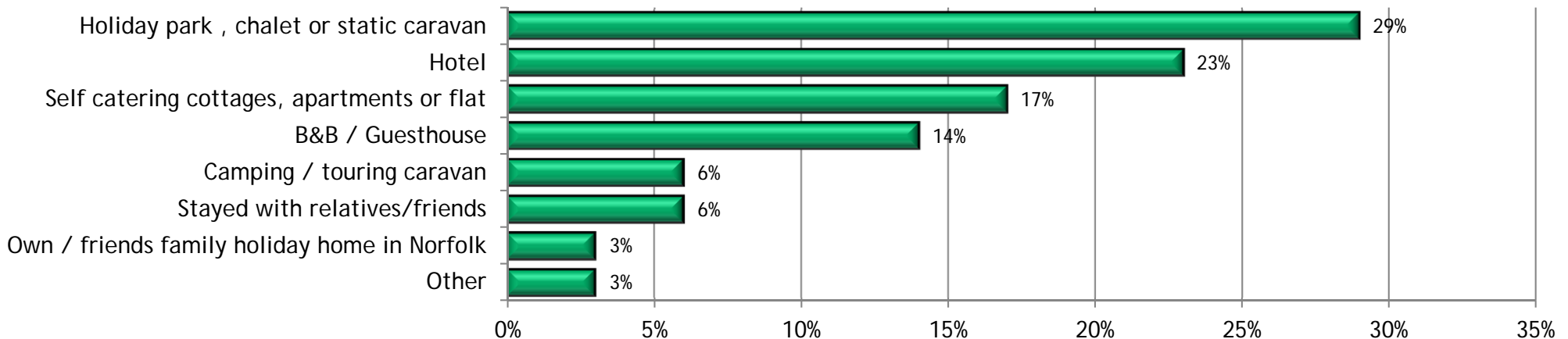
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- ➔ The largest proportion of visitors were only in Great Yarmouth for a day trip (70%)
 - ⇒ The vast majority of day trippers had travelled from the East of England (98%), of these 84% came specifically for the Maritime Festival
- ➔ Those staying at least one night were most likely to stay in a Holiday park or hotel

How many nights are you staying for on this visit?



What type of accommodation are you staying in?

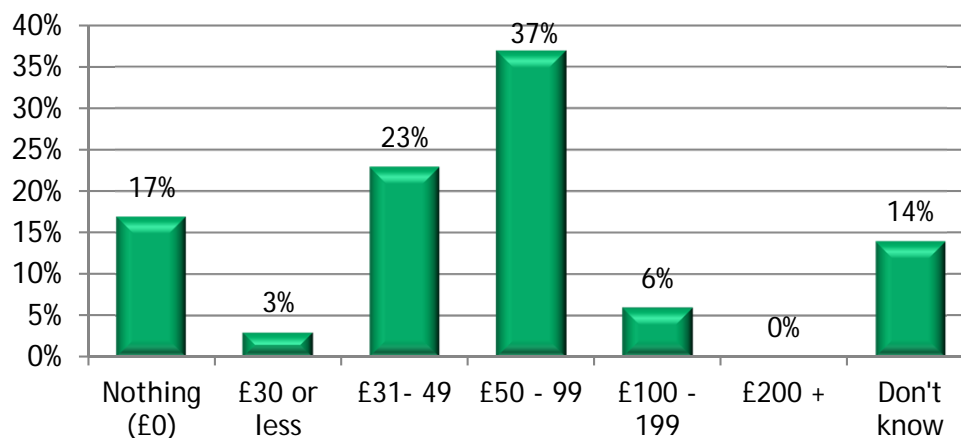


Respondent behaviour: Visitor spending details

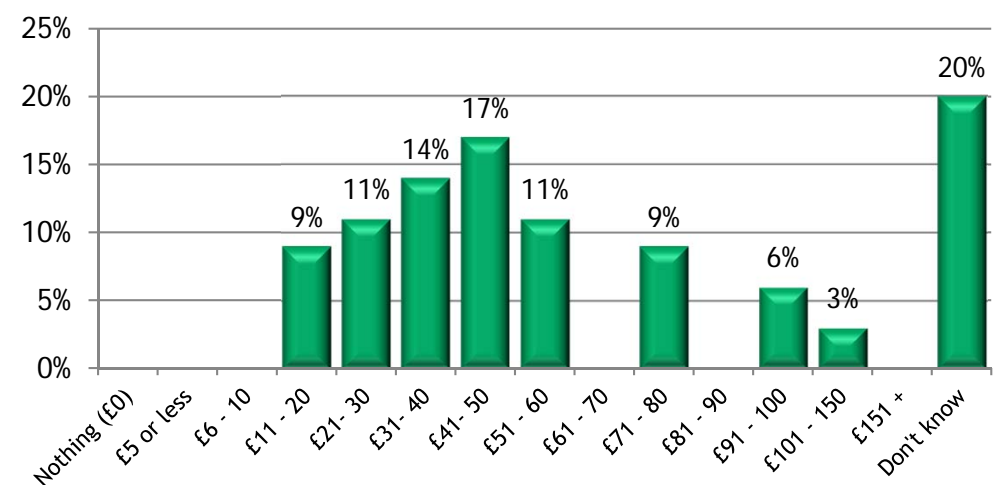
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- The mean accommodation spend per night was £45, with 37% reporting spending between £50 and £99
- Reported spending money per day varied from £20 to £130, with a mean spend of £53
- (N.B. Base is small)

Accommodation spend per night	
	Visitors
Mean	£45
Min	£0
Max	£100



Spending money per day	
	Visitors
Mean	£53
Min	£20
Max	£130

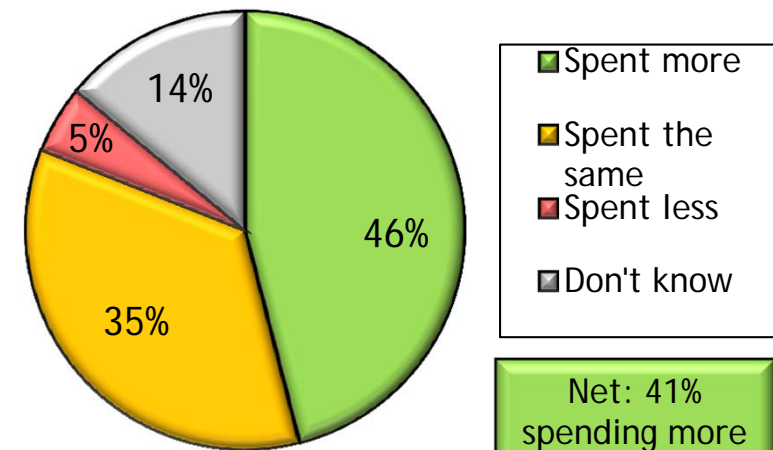


Respondent behaviour: Event spending details

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- Overall the reported mean spend at the Maritime Festival was £21, with the visitors spending slightly more than residents on average (£23 and £18 respectively)
- Nearly half of respondents said they had spent more that day than they would have done without the Maritime Festival (46%)
- The mean spend difference of those who spent more than they would have done was + £20
- A minority (5%) said they had spent less than they would have done, and their mean spend difference was - £15

How much more or less have you spent here today than you would have done had the Maritime Festival not been on?



How much will you have spent today, at the Maritime Festival?

Spend at Maritime Festival			
	Overall	Residents	Visitors
Mean	£21	£18	£23
Min	£0	£0	£0
Max	£100	£100	£60

Spending differences		
	More spent	Less spent
Mean	£20	£15
Min	£2	£5
Max	£70	£30

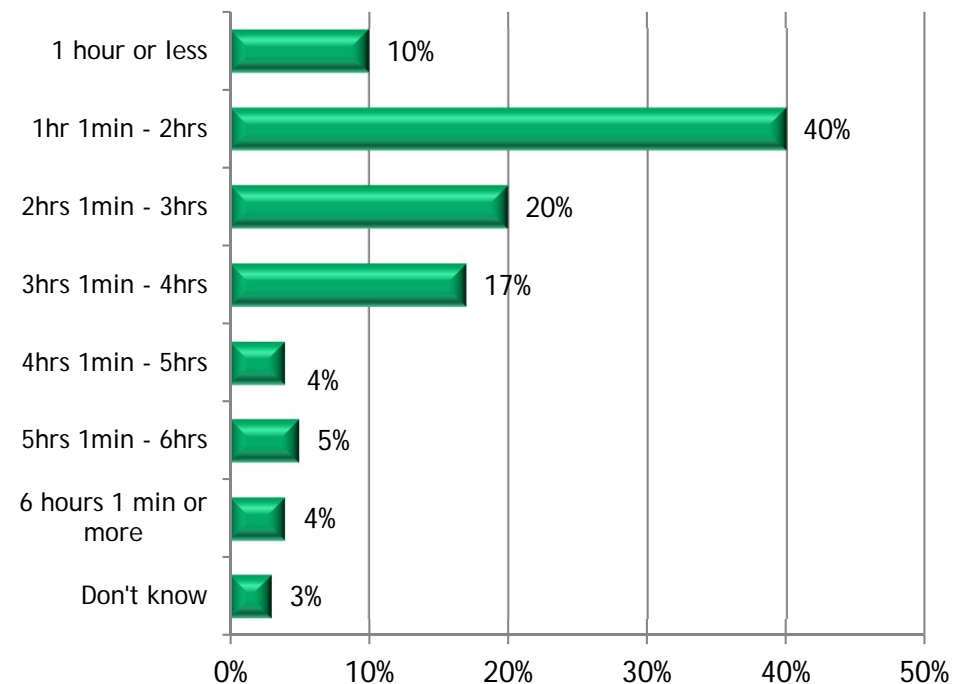
Respondent behaviour: Time spent at event

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- ➔ Overall the average time spent at the Maritime Festival was nearly three hours, although the largest proportion of respondents spent one to two hours at the festival (40%)
- ➔ On average, visitors spent slightly longer at the festival than residents
- ➔ Those who spent 2 hours or under were more likely to spend £20 or less at the event, whilst those staying over 2 hours were more likely to spend £21 or more

How much time in total will you be spending at the Maritime Festival

Total time spent			
	Overall	Residents	Visitors
Mean	2hrs 53mins	2hrs 25mins	3hrs 13min
Min	30mins	30mins	1hr
Max	10hrs	7hrs	10hrs

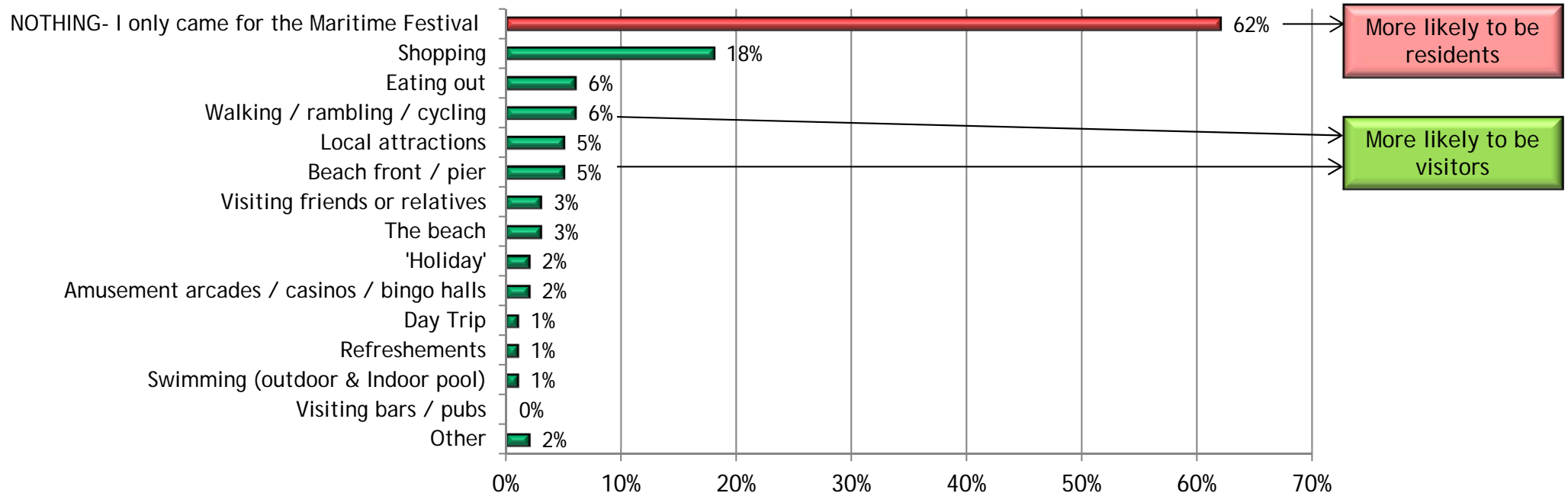


Respondent behaviour: What else were they doing?

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- ➔ Overall, the majority of respondents had only come to Great Yarmouth for the Maritime Festival (62%)
 - ⇒ This majority rises to 74% amongst residents, and falls to 53% amongst visitors
- ➔ Of those who were planning additional activities, shopping was the most commonly mentioned (18%)
 - ⇒ Small percentages of respondents had other additional plans
- ➔ Of those who came to Great Yarmouth specifically for the festival, 20% planned additional activities for their visit

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



Findings:

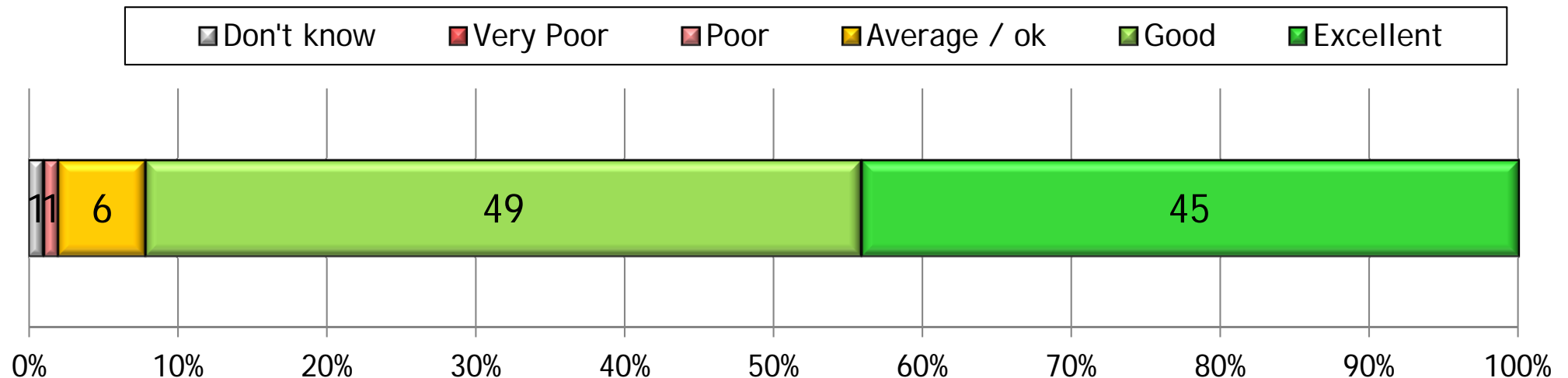
Event feedback

Event feedback: Event rating

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- ➔ The vast majority of respondents reported their experience of the Maritime Festival as positive, with 94% giving it a 'good' or 'excellent' rating
- ➔ 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 Maritime Festival?



Event feedback: Key positives

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- ➔ As previously shown, the feedback was overwhelmingly positive
- ➔ The most commonly mentioned positive was the boats and ships themselves
- ➔ However, the other activities and entertainment provided also feature highly, including the variety available



Event feedback: Areas to improve

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- ➔ A quarter of respondents said the Maritime Festival had no areas needing improvement, a further 16% said they 'don't know'
- ➔ Suggested improvements tended to involve the accessibility of the festival, particularly parking, increasing the area available to walk through the festival and additional entrances

Improved parking
More boats / Greater variety
Larger walk way (i.e. close the road)
Cheaper ship admission
Earlier in the year
More entrances
More music
More disabled parking
More WCs / clearer WC signs

25%
Nothing

"The parking as I have a blue badge, need more disabled parking - I've seen a lot of disabled people here"

"Shut down the road and make it wider, possibly go on some of the merchant ships"

"Parking - didn't know where to park but did find a space. The fencing - feel a bit hemmed in and difficult to find entrance - a few more access points needed"

"Make the boats cheaper to families also more entrances"

"Make the boats cheaper to families also more entrances"

"Not so many boats now - need more, need an exit in the middle of fencing - a long way from one end to the other"

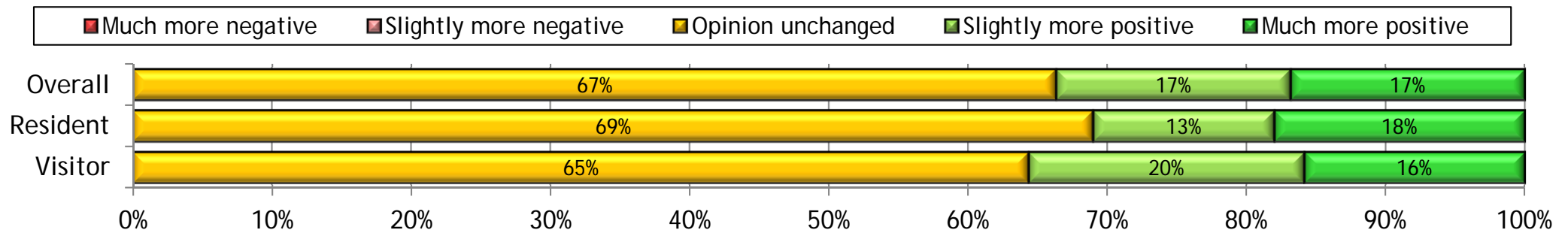
"Encouraging more of a multicultural reflection of the town's population, encourage more stall holders from the community"

Event feedback: Opinion changes?

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- ➔ Overall, a third of the respondents said the event changed their opinion of Great Yarmouth for the better (34%)
 - ⇒ This remained similar for both residents and visitors
- ➔ The majority of respondents reported no change of opinion (whether positive or negative)

Has the Maritime Festival changed your opinion of Great Yarmouth for the better, the worse, or stayed the same?



"Because it attracts people from everywhere and is good for business as well"

"Organisations are active. The area is improving, cleaner and making more effort"

"The fact we can manage to put it on, something to be proud of"

"It's nice they have done this sort of project for people to enjoy"

"it brings people together and make use of the quay"

"They are making an effort to provide entertainment and to attract visitors"

"It brings everyone together, good for the community"

"Things going on, shows what it has to offer. Getting people involved"

Summary

Summary (1)

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→ Background and objectives

- ⇒ Greater Yarmouth Tourism organise and run the Maritime Festival in Great Yarmouth every year in order to celebrate the towns maritime heritage and attract more visitors to the area
- ⇒ Research was carried out by Insight Track Ltd in order to evaluate and quantify the value of this annual event

→ Methodology

- ⇒ 200 face to face on-site interviews were achieved using a short, fully structured questionnaire
- ⇒ Interviews were carried out during both days of the festival
- ⇒ No demographic quotas were put in place in order to reflect the natural fallout of those attending the event

→ Respondent profile

- ⇒ Just over half of the respondents were aged over 55, whilst gender and social grade were more evenly split
- ⇒ The proportion of residents and visitors was relatively even and the majority of visitors were from the East of England
- ⇒ Three quarters of respondents attended the event with their partner whilst around a third came with children

→ Event awareness

- ⇒ The vast majority of respondents were aware of the Maritime Festival prior to the day they were interviewed (90%)
- ⇒ Overall, three quarters of respondents travelled to Great Yarmouth specifically for the event
- ⇒ The majority of both residents and visitors had been to a previous Maritime Festival however, word of mouth and posters / signs were the most common ways of finding out
 - Notably, local papers and television news reports were also mentioned
- ⇒ Two thirds of respondents recalled at least one correct Maritime Festival sponsor, with the majority of those mentioning Great Yarmouth Council

→ Respondent behaviour

- ⇒ Over three quarters of visitors travel to Great Yarmouth regularly (at least once a year or more frequently)
- ⇒ The majority of visitors were only in Great Yarmouth for the day (70%), and the vast majority of those had travelled from the East of England (98%)
- ⇒ Of those staying for one night or more they were most likely to stay in holiday parks and hotels, and their average spend per night was £45, whilst average spending money per day was £53
- ⇒ Overall the mean spend at the Maritime Festival was £21, with visitors spending slightly more (£23) and residents slightly less (£18)
- ⇒ 46% of respondents said they will spend more than they would have done had the event not been on, and the average spend difference was + £20
- ⇒ A small proportion of respondents said they would be spending less (5%), with an average spend difference of - £15
- ⇒ The average time spent at the festival was nearly three hours, however the largest proportion of respondents spent one to two hours at the event
 - Those who spent over 2 hours at the festival were more likely to spend £21 or more
- ⇒ Two thirds of respondents only visited Great Yarmouth that day for the Maritime Festival and made no other plans
- ⇒ Shopping was the most likely to be planned by those who did complete other activities that day

→ Event feedback

- ⇒ Reported experience of the event was strongly positive with 94% giving it a good or excellent rating
- ⇒ The most commonly mentioned positives were the boats themselves, and the other forms of entertainment available
- ⇒ A quarter of respondents said the event could not improve
- ⇒ Of those who gave an answer, the accessibility of the festival was most commonly suggested, for example improved parking, a larger area to walk and more entrances