Local Visitor Reasearch Results

Marketing Liverpool, the City Region's Destination Marketing Organisation (DMO) has undertaken extensive research into local residents' thoughts and feelings on reopening of the city's visitor economy after lockdown.

Marketing Liverpool's research - on behalf of Liverpool Visitor Economy Network (LVEN) – analysed how local residents feel about returning to restaurants, retail, cultural venues and visitor attractions once lockdown is lifted. The research took place between 21 – 31 May and consisted of:

- online questionnaire - 2322 responses
- two focus groups – 16 people from across Liverpool City Region

The findings of this research will be shared widely with local and national partners. It will be used primarily to inform visitor economy businesses about the expectations of local audiences and to strategically plan and deliver the city's recovery marketing plan.

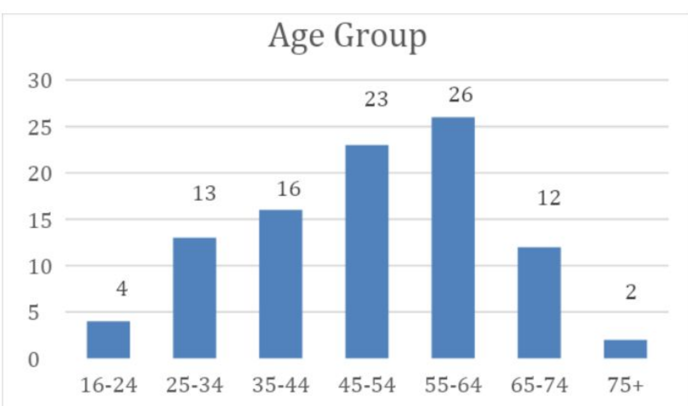
DEMOGRAPHICS

Gender

- Female - 65%
- Males - 34%
- Other/ Prefer not to say - 1%

Age

- 16-34 – 17%
- 35-44 – 14%
- 45+ - 63%
- Prefer not to say – 4%

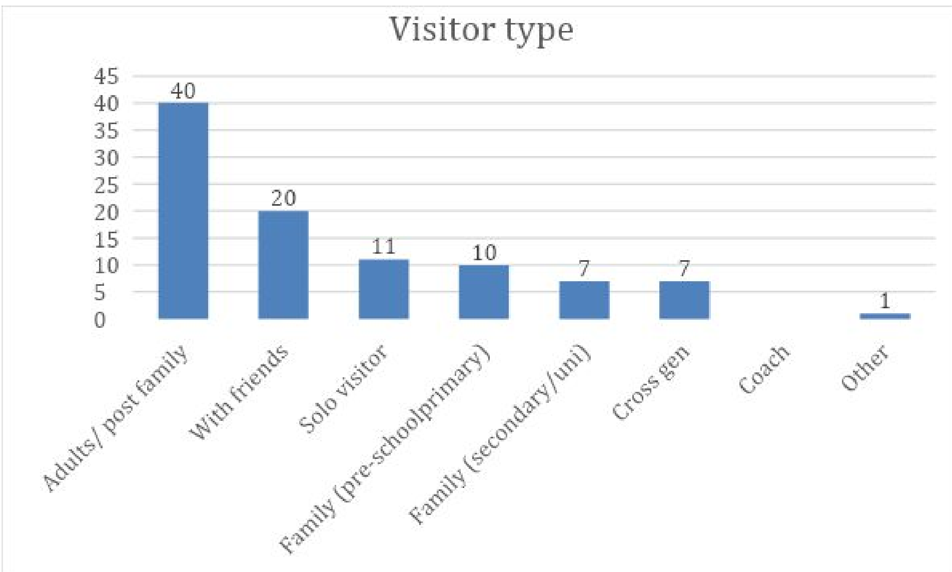


Location

- 75% of respondents live in Liverpool City Region
- 21% of respondents from UK (outside LCR)
- 4% of respondents were international

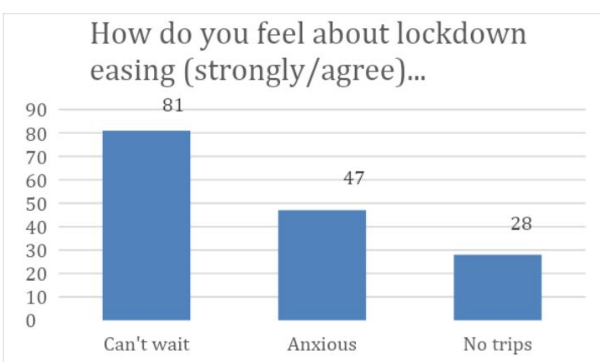
TYPE OF VISITOR

We asked which type of visitor represented their usual visits to Liverpool's hospitality, leisure and tourism businesses.



Q1. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR FEELINGS?

- I can't wait to start visiting Liverpool's cultural venues, shops, attractions and restaurants
- I feel anxious about taking any non-essential trips even when restrictions allow
- I definitely won't be taking any trips in the near future



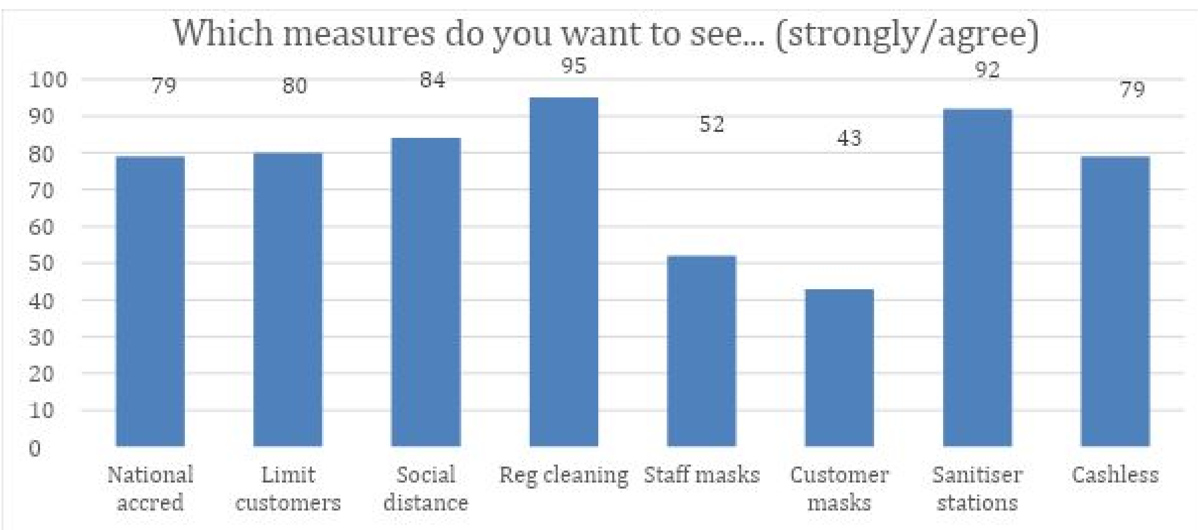
Paradoxically, there was a strong desire to enjoy the visitor economy (4 out 5 responses) while still feeling anxious about non-essential trips (47%).

Q2. WHICH MEASURES DO YOU WANT TO SEE IN PLACE?

To feel confident and reassured about using hospitality and leisure businesses, respondents placed high importance on hygiene and cleanliness. Regular cleaning and sanitiser stations ranked highest, but there was strong endorsement for almost all measures being in place.

80% of people said they would be reassured by a national accreditation scheme to prove a venue is following official procedures and think limits on customer numbers, regular cleaning, social distancing rules and hand sanitiser stations are all crucial for when venues open for customers.

There was some softening of opinion on face masks (customer and staff) and interestingly in the focus groups, people broadly supported the idea of a small charge to cover extra hygiene/ cleaning costs, particularly for independent businesses.

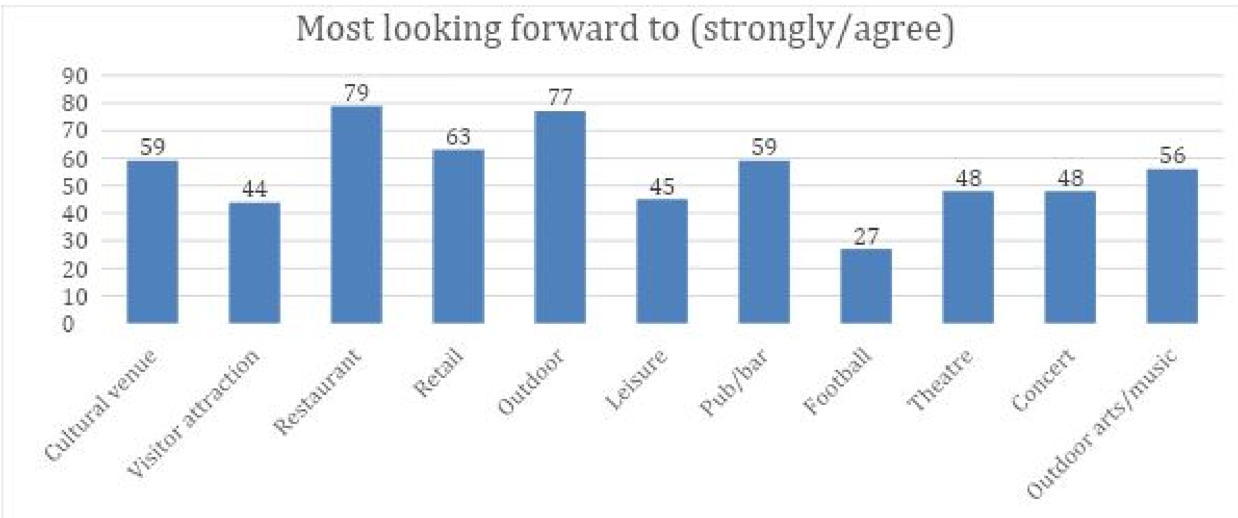


Q3. THINKING ABOUT WHEN LOCKDOWN EASES, WHAT ARE YOU MOST LOOKING FORWARD TO VISITING?

Unsurprisingly, outdoors (parks, beaches etc) scored highly with 79% (3 out 4 people) most looking forward to enjoying open spaces again. Some encouraging news for restauranteurs as dining out was the most popular response with 79% (almost 4 out 5) respondents ranking this as their priority.

Retail performed strongly with almost 2 out 3 people (63%) looking forward to shopping trips. During the focus group, one person advocated the idea that Liverpool's open air shopping experiences gave us a competitive advantage over rival cities.

Experiences with high densities were understandably less popular – theatre, concert and football being the least popular options.



Q4. WHEN OUR SHOPS, RESTAURANTS, ATTRACTIONS AND CULTURAL VENUES REOPEN, HOW SOON ARE YOU LIKELY TO VISIT? OPTIONS: 1 WEEK, 2-3 WEEKS, 4-6 WEEKS, 2-3 MONTHS, LONGER.

To compare with national research being undertaken by BVA on a weekly basis, we wanted to establish how quickly people are planning to use hospitality and tourism businesses. It's interesting that lead times are much shorter than national averages e.g.

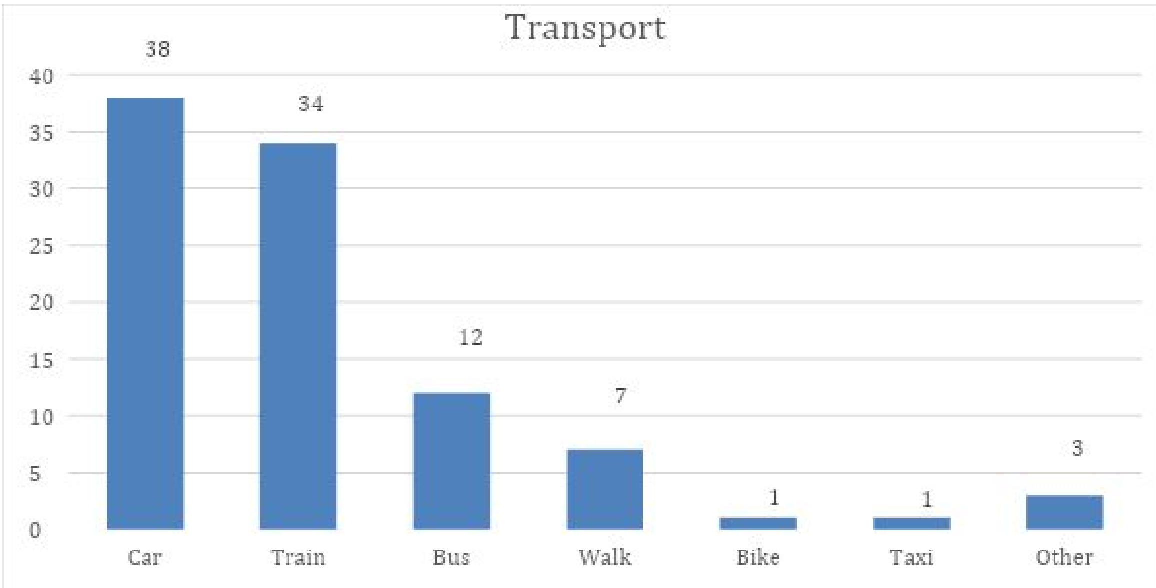
- 68% of people saying they would visit restaurants within 6 weeks of reopening, a timeframe considerably shorter than national research (4 months).

- It is a similar story with retail where 68% were expecting to enjoy shopping experience in the first 6 weeks of opening. This compares favourably to national lead times of 4.2 months.

Of those surveyed, around half are looking forward to visiting the city's visitor attractions with the same number hoping to return to the theatre soon. Again the data shows less enthusiasm for higher density, confined spaces in the short term – theatres, concerts, and football.

Q5. HOW WILL YOU TRAVEL TO LIVERPOOL?

Almost half of the respondents who took part in the survey said they would be using public transport (train or bus) to travel to and from the city centre. It is, however, worth noting that sentiment within focus groups was for use of the car – even where the person had previously used public transport. This was articulated as the best way to control personal environments.



You can view our press release on the survey results **by clicking here.**

You can download an infographic with the main findings **by clicking here.**

Please get in touch with us via email, **info@marketingliverpool.co.uk**, if you have any questions in regards to this data.