



Report
V1

P1613 Events 2012
Visitor Research and Economic Impact
Assessments

For Liverpool City Council


Global Report

Prepared for
Liverpool City Council



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executive summary

	<p>The 2012 events programme ran from April 2012 to September 2012 and involved research at 4 different events. This report is based on data collected from 1,355 face-to-face interviews with attendees at the four events, with this representing estimates of spend for up to 3,943 individuals.</p>
<p>total visitor numbers and overseas numbers</p>	<ol style="list-style-type: none"> 1. Total attendance at the 4 events was 1,074,000 with this made up of: 800,000 at Sea Odyssey, 24,000 at Music on the Waterfront, 180,000 at Mathew Street and 70,000 at the Tall Ships Regatta. 2. Over seven in ten (71.5%) visitors said that the event was their reason for being in Liverpool on the day they were interviewed. 3. Nearly half (49.2%) of visitors to the event came from Merseyside. Other visitors came principally from adjacent North West counties (totalling 32.9%) - in particular 18.3 per cent came from Cheshire. 4. Over half (53.2%) of visitors across the events were residents outside Liverpool and on a day trip from home. Nearly three in ten (28.6%) were residents of Liverpool. 5. Nearly one in four (37.0%) respondents typically visited Liverpool either weekly or monthly. A further 15.7 per cent visit the city every few months - evidence of the effectiveness of the events in attracting less frequent visitors to the city. 6. Across all four events, nearly three in ten of those interviewed were attending with their family (29.4%) and/or partner/spouse (29.3%). A further 23.1 per cent attended the event with friends. There was little evidence of organised groups/clubs in attendance. 7. Looking at the composition of visiting parties, nearly four in ten (38.2%) were aged 55+.
<p>total visitor satisfaction</p>	<ol style="list-style-type: none"> 8. Customer satisfaction ratings saw respondents score the events highly. 'Suitability of the event venue' was the scored the highest, with over nine in ten (94.5%) rating it very good/good and only 1.4 per cent rating it very poor/poor. Over nine in ten rated 'overall enjoyment', 'event quality' and 'value for money' very good/good.

	<p>9. Lower satisfaction was evident for ‘parking facilities’ - where around four in ten (42.7%) rated it as very poor/poor.</p> <p>10. Nearly all (97.0%) of those attending the event would be very/quite likely to recommend the event to friends and family.</p> <p>11. Nearly all (98.4%) people attending the events said they would visit them again if they were held in the future</p> <p>12. Respondents were also asked if they had any suggestions for improvement and development for each events, the following were mentioned:</p> <ul style="list-style-type: none"> • More notice for cancellations (49 mentions) • Better/more facilities (e.g. eating/transport (32 mentions) • Better publicity/info/advertising (30 mentions) • Better signposting (25 mentions) • Better car parking and toilets (19 mentions each) • Better timings (15 mentions) • More seating/room (20 mentions) • Better visibility (9 mentions) • Too expensive i.e. food and drink (8 mentions) • Better facilities for disabled (7 mentions) • Better transport and too much rubbish (6 mentions each) • More informative staff (3 mentions) • Too much traffic, too noisy and more for children (1 mention each)
<p>total economic impact of events</p>	<p>13. The average spend by all visitors to the Liverpool Events was approximately £38.82 per person per night. Visitors staying overnight in the city spent on average £27.65 per person per night on accommodation.</p> <p>14. Gross visitor spend is calculated as £49,620,351 of which £49,212,582 was generated for Liverpool, £168,316 for the rest of Merseyside and £239,453 elsewhere in the North West.</p> <p>15. £32,053,002 of the visitor spend and £14,150,410 generated in local supply businesses is estimated to be additional or abstracted spend generated for Liverpool that would not have occurred had the event not been held.</p> <p>16. The net direct and indirect impact of the Liverpool Events to the Liverpool economy was £71,301,561. However, this is based on visitor spending only and would have been higher if the spending by businesses involved in the event had been included in the study.</p>
<p>overall marketing</p>	<p>17. The decision to visit the event was most likely to be made in the seven days before the event by over four in ten people</p>

	<p>(43.4%). Over a quarter (27.6%) decided to attend the event on the day the event took place.</p> <p>18. Recommendation by ‘word of mouth’ was the most frequently cited information source (mentioned by 32.0% of respondents) followed by TV (19.0%), radio (18.9%) and newspaper (18.7%)</p> <p>19. Again, recommendation by ‘word of mouth’ had the greatest influence (28.1%), followed by the newspaper (14.0%), radio (13.9%) and TV (11.1%) - reflecting the importance of a mixture of media channels.</p>
<p>summary by event</p>	<p>20. The Sea Odyssey had an estimated attendance of 800,000, of which 11.5 per cent were staying overnight in Liverpool. The location of residence for respondents shows that 2.8 per cent were from overseas, 5.2 per cent were from other parts of the North West and 12.5 per cent were other parts of the UK. 93.6 per cent rated their overall enjoyment as very good/good.</p> <p>21. Music on the Waterfront had an estimated attendance of 24,000, of which 19.8 per cent were staying overnight in Liverpool. The location of residence for respondents shows that 4.0 per cent were from overseas, 10.2 per cent were from other parts of the North West and 13.8 per cent were from other parts of the UK. 95.8 per cent rated their overall enjoyment as very good/good.</p> <p>22. The Mathew Street Festival had an estimated attendance of 180,000, of which 17.1 per cent were staying overnight in Liverpool. The location of residence for respondents indicates that 9.4 per cent were from overseas, 9.0 per cent were from other parts the North West and 12.7 per cent were from other parts of the UK. 84.6 per cent of respondents rated their overall enjoyment as very good/good.</p> <p>23. The Tall Ships Regatta had an estimated attendance of 70,000, of which 9.6 per cent were staying overnight in Liverpool. The location of residence for respondents shows that 1.7 per cent were from overseas, 5.8 per cent from other parts of the North West and 15.1 per cent were from other parts of the UK. 96.2 per cent of respondents rated their overall enjoyment as very good/good.</p>
<p>recommendations/ lessons learned</p>	<p>24. There is a clear need to benchmark the results with previous years and also, where possible, with events held in other cities to measure effectiveness.</p> <p>25. The two main areas for improvement (across all four events) was the need for more/better publicity and advertising to inform the public that the events are taking place and cheaper/more accesible car parking.</p>

section 1

background and introduction

1.1 introduction

Following the success of Liverpool's programme of events to celebrate its year as European Capital of Culture in 2008, an events programme has been developed to run throughout 2012. In order to monitor the impact of these events and to ensure that they can continue to be improved and developed in future years, Vector Research was commissioned to conduct a series of visitor and economic impact studies.

Event research was brought together by Liverpool City Council in both 2007 and 2008 to more fully understand the economic impacts of the City's 800th birthday year and 2008 Capital of Culture events programme. The 2012 programme of research builds on work carried out in previous years, allowing comparisons to be drawn between events.

1.2 research requirements

The research aims were:

- To identify and quantify the visitor element of economic impact of the 2012 events programme in Liverpool, Merseyside and North West England, including the number of jobs created and supported;
- To develop a profile of the audiences for each of the events included in the research, and;
- To obtain consumer perceptions of the events and suggestions for future improvements, from both local residents and visitors.

More specifically the research was designed to use fieldwork and multiplier analysis to gather:

1. Audience Profile;
2. Lifestyle characteristics;
3. Motivations, key drivers and triggers for attendance including the role of the city in deciding to visit;
4. Influence of marketing in the decision to attend;
5. Length of stay in Liverpool and NW England;
6. Modes of transport used to travel to, and within the City;
7. Quality of experience including satisfaction with and image of the events and Liverpool, and;
8. Visitor expenditure (direct, indirect and induced).

Appendix 1 shows a copy of the core questionnaire used for the 4 surveys.

1.3 the research approach

Vector Research / The Research Solution conducted 1,355 face-to-face interviews with visitors to the 2012 Events Programme.

The fieldwork was conducted using a method of random sampling and was spread by time of day and location in order to ensure a representative coverage.

It should be noted then that the survey sample should not be considered representative of visitors to Liverpool in general, because *event attendees* were specifically targeted in order to ensure that evaluative feedback data on the events was collected.

Surveys of this nature rely on inferring characteristics of the total attendance from a small sample of visitors. Only a survey which included each and every person at the event could hope to achieve total accuracy in its findings.

The table below describes the 4 events, estimated attendance and the number of visitors interviewed at each:

table 1

Estimated attendance and number of interviews by event

Date	Event	Venue	Details	Estimated Audience	Interviews achieved
20 th -22 nd April 2012	Sea Odyssey	Liverpool City Centre	City Centre Procession	800,000	384
22 nd -24 th July 2012	Music on the Waterfront	Pier Head, Liverpool	Music festival	24,000	283
26-27 th August 2012	Matthew Street Festival	Various location near Matthew Street	Music festival	180,000	304
31 st August-2 nd September 2012	Tall Ships Regatta	Albert Dock	Regatta	70,000	384
TOTAL				1,074,000	1,355

section 2

Findings (1) profile & origin of visitors

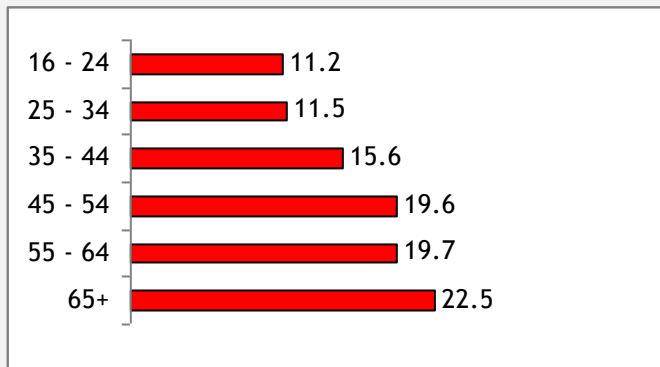
2.1 profile data of respondents

2.1.1 age profile

Figure 1 below shows the age profile of respondents¹. Over four in ten (42.2%) were aged 55+, indicating a bias towards an older audience. Table 2.1a in Appendix 2 shows the age profile for each event.

figure 1

age profile



Percentages, base = 1353

2.1.2 gender profile

There was a higher proportion of females, with 44.1 per cent male and 55.9 per cent female. Table 2.1b in Appendix 2 shows the gender split for each event.

2.1.3 disability

A small minority (7.8%) of those interviewed considered themselves to have a long standing illness, disability or infirmity. Table 2.1c in Appendix 2 shows the disability profile for each event.

2.1.4 employment status

Figure 2 below shows that over half (53.9%) were working full or part time. Just under three in ten (28.6%) were retired and 5.9 per cent in full time education.

figure 2

employment status



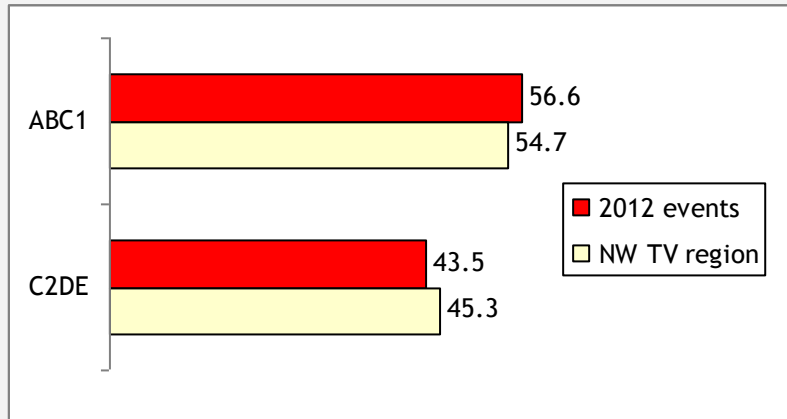
Percentages, base = 1349

¹ For a more accurate demography of visitors at the event rather than respondents, see section 2.2

Figure 2a shows that ABC1s were slightly over represented across the events and C2DEs were slightly under represented compared with the NW TV region profile.

figure 2a

social grade (All UK)

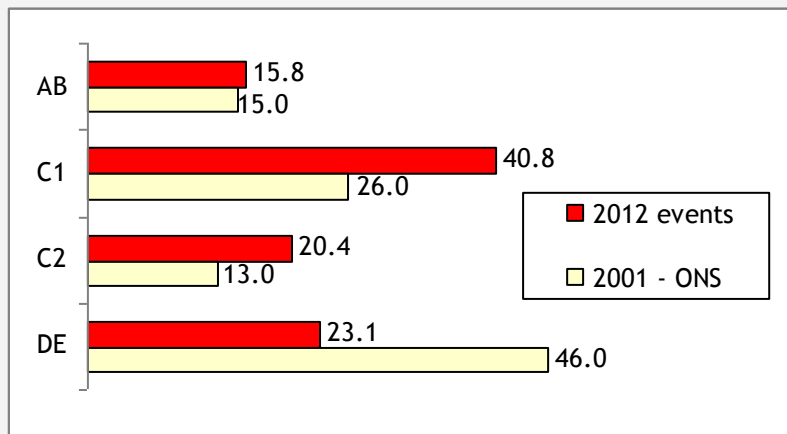


Percentages, base = 893

There is an over representation of C1s and an under representation of DEs amongst Liverpool residents, as shown in figure 2b below.

figure 2b

social grade (Liverpool residents)



Percentages, base = 893

2.1.6 location of residence

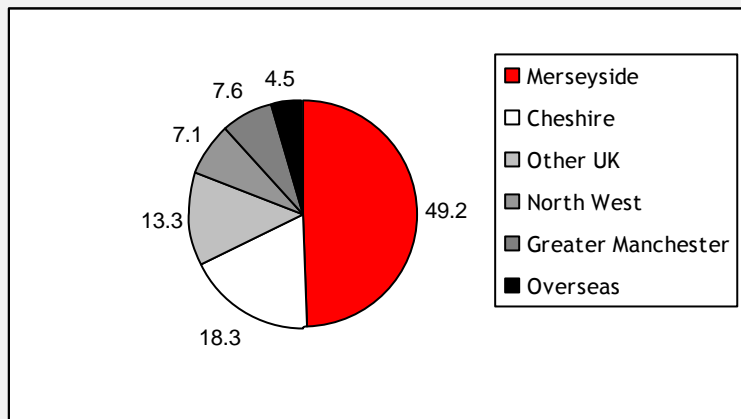
Analysis of respondent's place of residence identifies that nearly half (49.2%) of visitors to the event were from Merseyside. Other visitors came principally from adjacent North West counties (totalling 32.9%) - in particular 18.3% came from Cheshire.

Over one in ten (13.3%) came from elsewhere in the UK. A small minority (4.5%) came from overseas.

Table 2.1f in Appendix 2 shows location of residence for each event.

figure 3

location of residence



Percentages, base = 1010

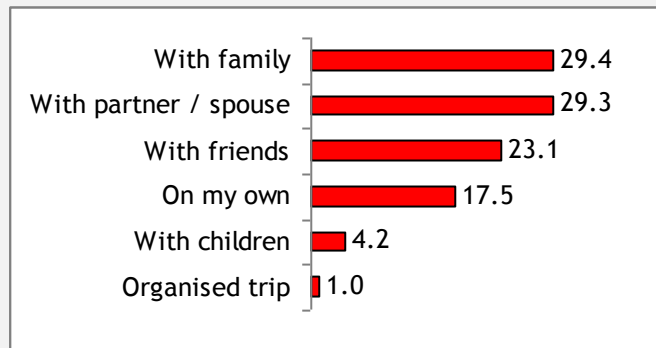
2.2 group composition

Respondents were asked whether they had attended the event alone or as part of an organised group. Three in ten (29.4%) either attended the event with their family or with a partner/spouse (29.3%). Just over two in ten (23.1%) attended the event with friends.

Table 2.2a in Appendix 2 shows group composition for each event.

figure 4

personal group

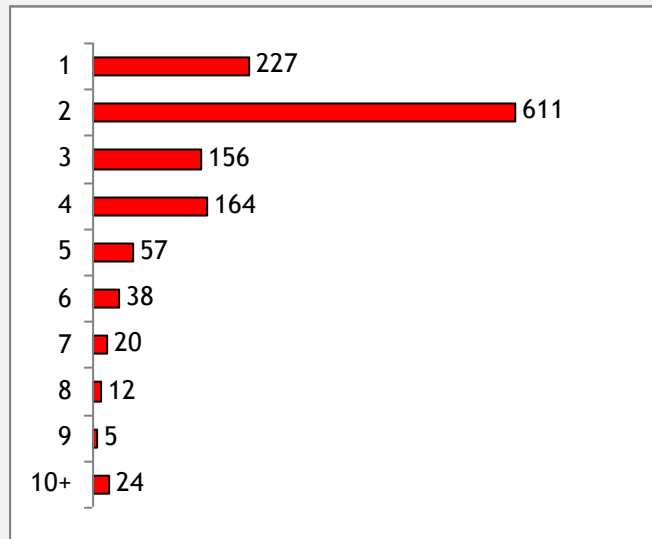


Percentages, base = 1328

Linked to the above data, figure 5 below records the size of groups at the events. The small number of large groups i.e. only 24 groups with 10 or more individuals, is an indication of fewer organised/club parties being present.

figure 5

personal group



Percentages, base = 1314

The average group size was 2.9. Table 2.2b in Appendix 2 shows the average group size for each event. Group size by type of party is detailed in table 3.

table 3

mean group size

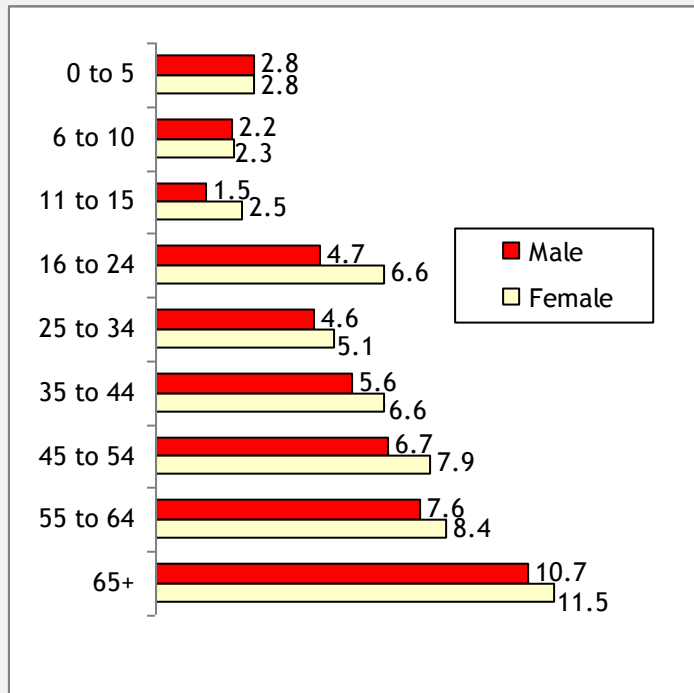
On my own	1.0
With partner / spouse	2.3
With family	3.8
With children	4.3
With friends	3.8
Organised trip	13.7

Our question on the gender and age make-up of respondent's whole visiting party gives us a broader picture of the age and gender of those present at the events. Figure 6 below shows that nearly four in ten were aged 55+.

The data in figure 6 also identifies a slight female majority i.e. 53.6 per cent compared to 46.4 per cent male.

figure 6

group demographic profile



Percentages, base = 3,974

section 3

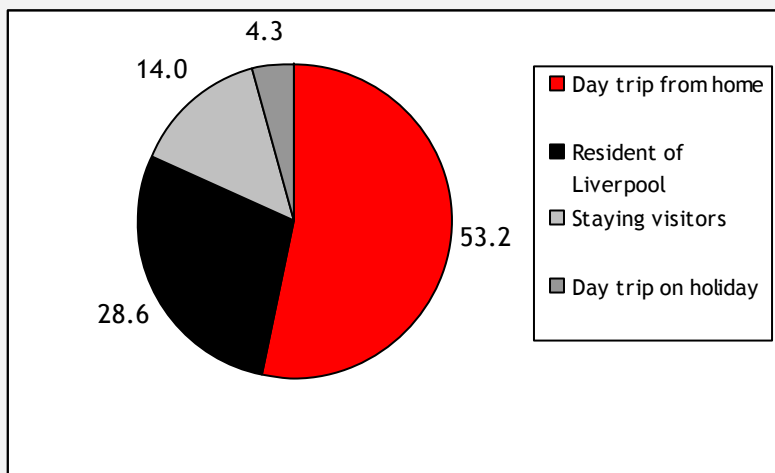
findings (2) residents, staying visitors & day visitors

3.1 type of visitor

Over half (53.2%) of visitors across the events were residents outside Liverpool and on a day trip from home. Nearly three in ten (28.6%) were residents of Liverpool. Table 3.1 in Appendix 2 shows the type of visitor for each event.

figure 7

type of visitor



Percentages, base = 1,354

3.2 accommodation details

3.2.1 length of stay

On average, those staying overnight in Liverpool in all types of accommodation were staying 3.42 nights. When excluding those staying with friends and relatives, this decreases marginally to 3.35 nights for those staying in commercial accommodation. This is based on 146 respondents staying away from home in Liverpool and hence has a much lower level of associated reliability.

3.2.2 accommodation type (Liverpool)

Only 110 respondents stated that they had used serviced accommodation - of which 104 of these had stayed in a hotel. All of the six respondents that stated 'other' were staying on boats.

Table 4

type of accommodation used

Hotel	104
Rented a house	6
Home of friend/relative	26
Hostel	4
Other	6

3.2.3 accommodation location

Of the respondents recorded as visiting as part of an overnight trip, 146 said they were staying in Liverpool, 25 elsewhere on Merseyside, 6 elsewhere in the North West and 4 further afield.

**3.2.4
accommodation
expenditure**

The total visitor spend generated by the Events is estimated as £49,620,351, of which £11,737,184 was on accommodation, and £37,883,167 on all other items. These estimates include all expenditure on accommodation for staying visitors over the duration of their visit.

section 4

findings (3) visitor behaviour

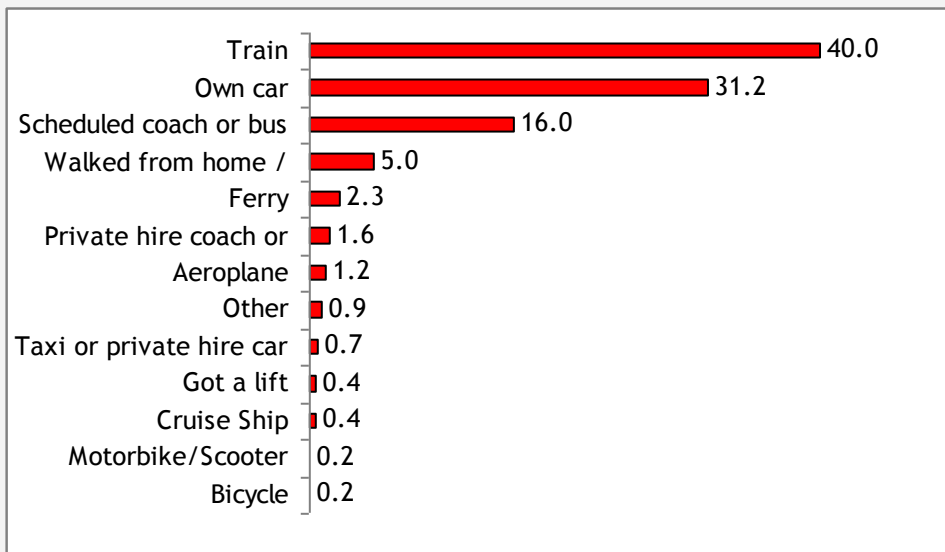
4.1 method of travel

Nearly six in ten (56.0%) reached Liverpool by public transport - 40.0 per cent by train and a further 16.0 per cent by scheduled bus/coach. Most of the remaining visitors travelled by car (31.2%).

Tables 4.1a in Appendix 2 shows the mode of transport used for each event.

figure 8

mode of transport



Percentages base =1130

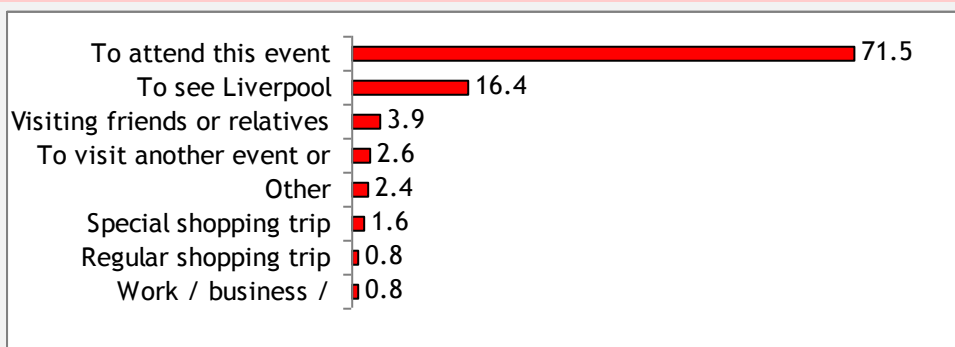
4.2 main reason for visiting Liverpool

Over seven in ten visitors to Liverpool (71.5%) were there predominately to attend the event they were interviewed at. 16.4 per cent were also visiting to see Liverpool.

Table 4.2a in Appendix 2 shows the main reason for each event.

figure 9a

main reason for visiting Liverpool



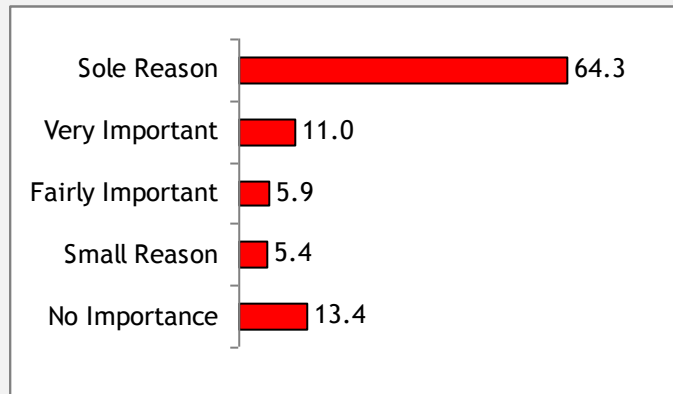
Percentages, base =961(Visitors to Liverpool)

Of the 1,347 visitors who responded to this question on how important the event was in their decision to be in Liverpool, over six in ten (64.3%) said it was their sole reason, with a further 11.0 per cent said it was very important.

Table 4.2b in Appendix 2 shows the importance for each event.

figure 10

importance of event in decision to visit Liverpool



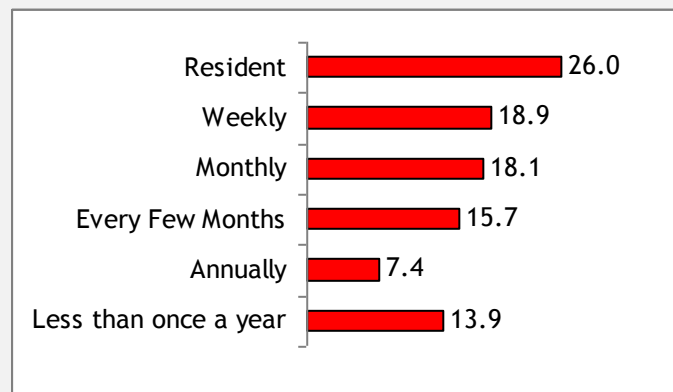
Percentages, base = 1,347

Figure 11 below shows that the majority of respondents were frequent visitors to Liverpool - 26.0 per cent were residents and nearly two in ten either visited the city on a weekly (18.9%) or monthly basis (18.1%).

Table 4.2c in Appendix 2 shows the frequency of visiting Liverpool for each event.

figure 11

frequency of visiting Liverpool

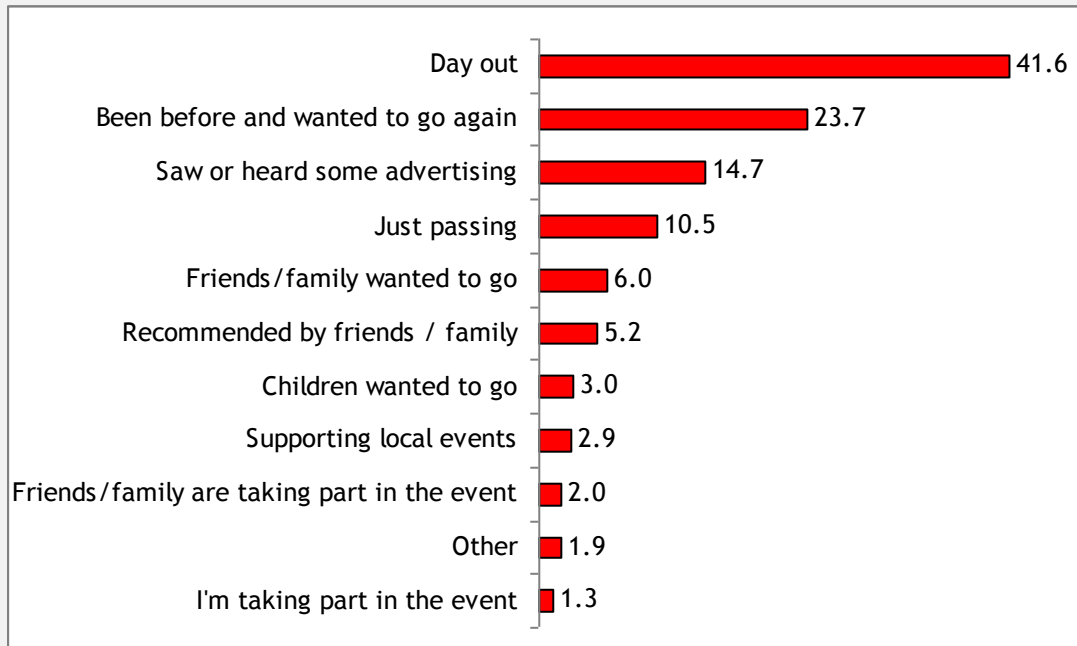


Percentages, base = 1343

4.3 reasons for visiting event

The main attracting factor cited by respondents was a day out (41.6%). Over two in ten (23.7%) had been to the event before and wanted to go again. A further 14.7% were responding to some advertising they had seen or heard (See section 5 on marketing influences). Table 4.3a in Appendix 2 shows reasons for visiting for each event.

figure 12 reasons for visiting event

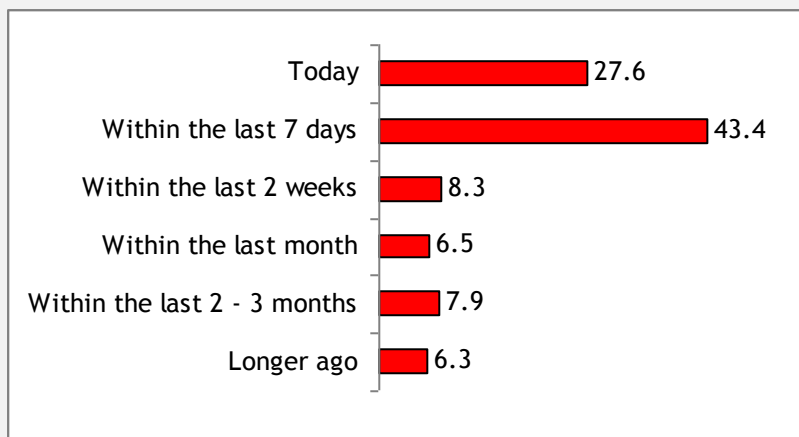


Percentages, base =1332

The decision to visit the event, at which they were interviewed, was made by over four in ten people (43.4%) in the 7 days before the event. Over a quarter (27.6%) decided to attend the event on the day it took place.

Table 4.3b in Appendix 2 shows how far in advance respondents planned their visit for each event.

figure 13 advance planning of visit



Percentages, base =1350

section 5

findings (4) marketing & promotion

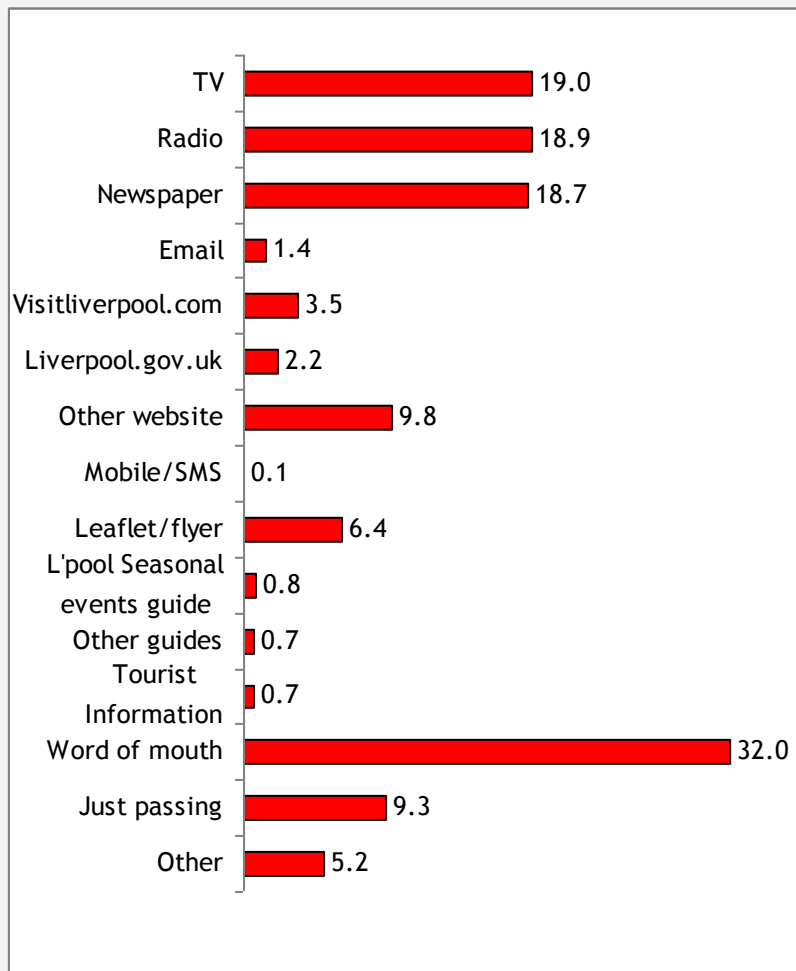
5.1 effectiveness of marketing activity

In an attempt to gain a measure of marketing channels used to promote the event, respondents were asked to detail how they found out about the event, as shown below. Recommendation by ‘word of mouth’ accounts for over three in ten of those attending (32.0%). This was followed by:

- TV (19.0%)
- Radio (18.9%)
- Newspaper (18.7%)
- Other web-site (9.8%)

figure 14

Information sources



Percentages, base =1335, percentages do not total 100 as respondents could select more than one answer

Table 5.1a in Appendix 2 shows information sources for each event.

Respondents were also asked what the main influence was on their decision to visit the event.

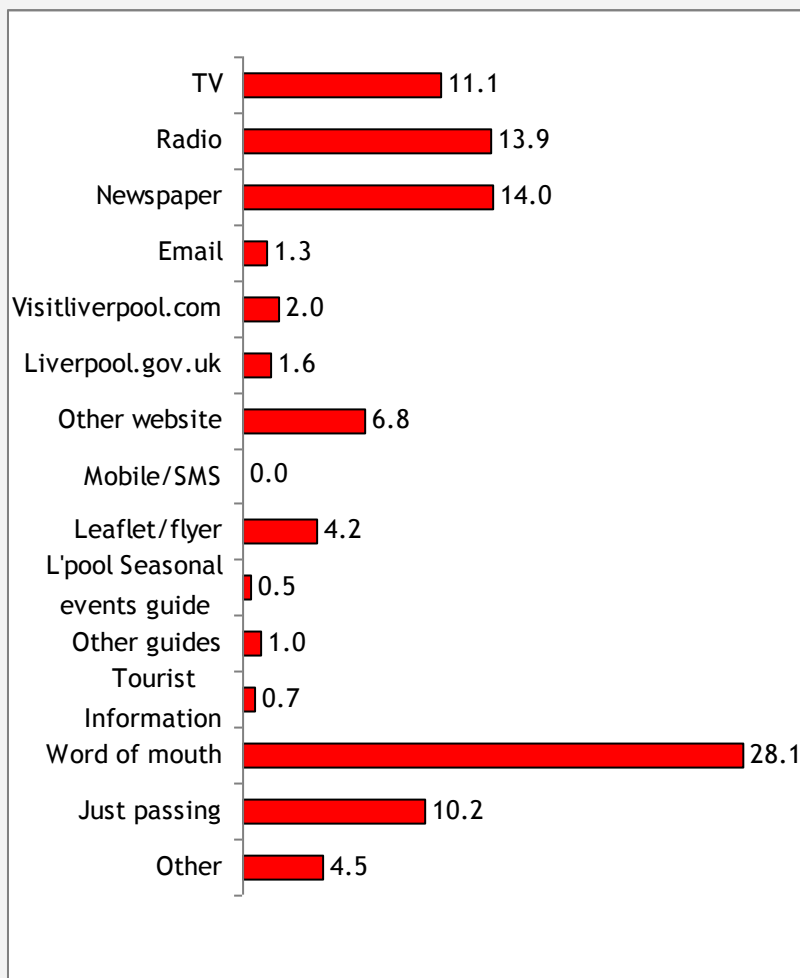
Table 5.1b in Appendix 2 shows how much of an influence each information source was for each event. Again, recommendation by ‘word of mouth’ had the greatest influence (28.1%) followed by the newspaper (14.0%), the radio (13.9%) and the TV (11.1%).

A further one in ten (10.2%) were influenced by ‘just passing’ the event.

Table 5.1b in Appendix 2 shows how much of an influence each information source was for each event.

figure 15

influence on visit



Percentages, base = 1198

section 6

findings (5) visitor satisfaction

6.1 satisfaction with event

Visitors were asked to rate their levels of satisfaction with various aspects of the event using the Likert scale (where 1=very poor and 5=very good), as shown in figure 16 below.

Suitability of the event venue received the highest satisfaction rating - with over nine in ten (94.5%) stating it was very good/good. Only 1.4 per cent stated that the venue was very poor/poor.

Overall enjoyment received the second highest satisfaction rating (92.7%) followed by event quality (92.1% very good/good).

Lower scores were awarded for parking facilities (42.7%) and event signposting (51.6%).

Tables 6.2a to 6.2i in Appendix 2 shows satisfaction ratings for each event.

figure 16

Satisfaction with all events



Percentages, bases=1175-1332

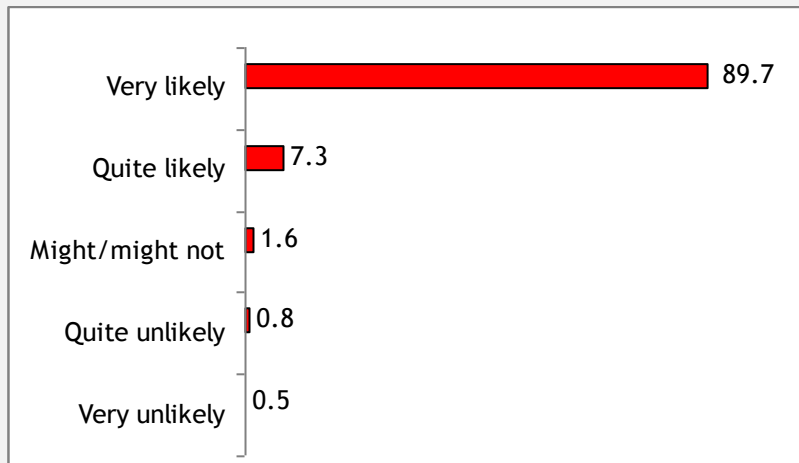
On this scale, a rating above 3.0 indicates a net satisfaction level, whilst any rating below 3.0 indicates a net level of dissatisfaction. Table 5 shows the mean scores awarded by respondents.

table 5	mean satisfaction scores
Publicity & promotion	3.64
Event signposting	3.43
Suitability of venue	4.64
Public transport	4.07
Parking facilities	3.61
Other facilities	4.02
Value for money	4.66
Event organisation	4.52
Event quality	4.63
Overall enjoyment	4.67

A good measure of customer satisfaction is to assess whether visitors would recommend the event to friends and family. Nearly nine in ten respondents (89.7%) said they were ‘very likely’ to recommend the event to friends and family. A further 7.3 per cent said that they were quite likely. Just 1.3 per cent gave a negative response (Very/quite unlikely).

Table 6.2k in Appendix 2 shows how likely respondents are to recommend each event to friends and family.

figure 18 likelihood to recommend to friends/family



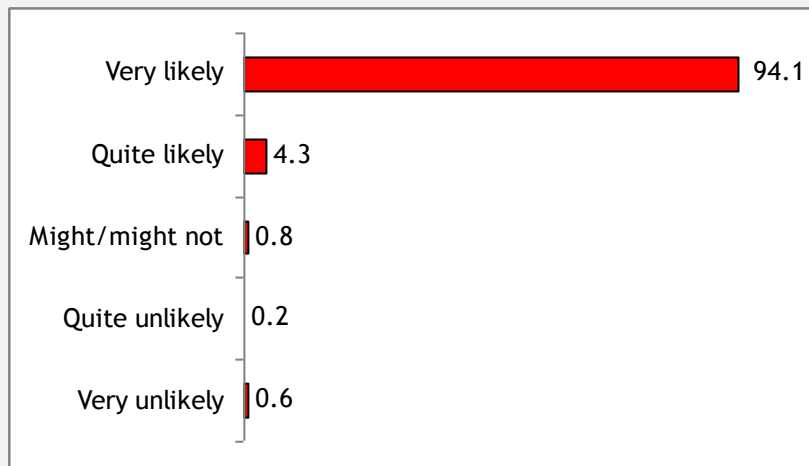
Percentages, base =1311

Respondents were also asked how likely they were to visit the event again if it was held in the future. Figure 19 shows that over nine in ten (94.1%) are very likely to visit the event again. Only a very small minority (0.8%) are very/quite unlikely to visit again.

Table 6.2l in Appendix 2 shows how likely respondents are to visit each event again.

figure 19

likelihood of visiting again



Percentages, base =1314

6.3 satisfaction with Liverpool

Visitors were also asked to rate their overall impression of Liverpool using the Likert scale (where 1=very poor and 5=very good), as shown in figure 20 overleaf.

Over eight in ten (85.7%) felt that Liverpool was very good and a further 12.2 per cent felt it was good.

The mean score awarded by respondents was 4.8 out of 5 across all types of visitor.

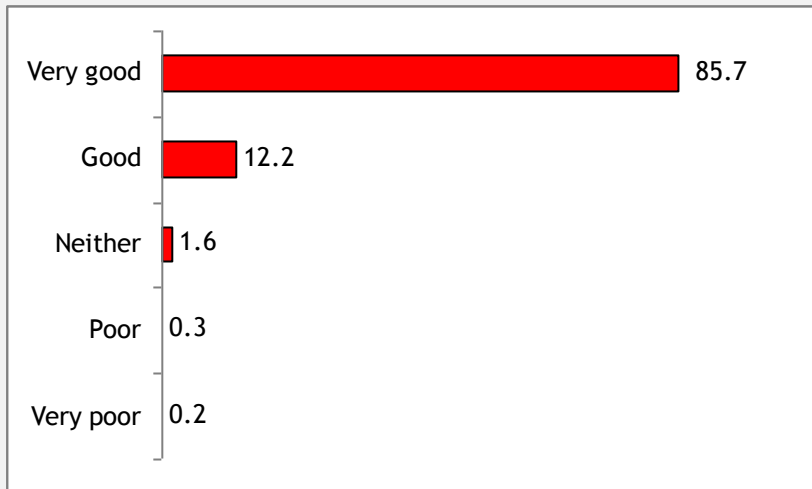
Table 6.1m in Appendix 2 shows respondents overall impression of Liverpool for each event (for all types of visitors).

Respondents were also asked if they had any suggestions for improvement and development for each events, the following were mentioned:

- More notice for cancellations (49 mentions)
- Better/more facilities (e.g. eating/transport (32 mentions)
- Better publicity/info/advertising (30 mentions)
- Better signposting (25 mentions)
- Better car parking and toilets (19 mentions each)
- Better timings (15 mentions)
- More seating/room (20 mentions)
- Better visibility (9 mentions)
- Too expensive i.e. food and drink (8 mentions)
- Better facilities for disabled (7 mentions)
- Better transport and too much rubbish (6 mentions each)
- More informative staff (3 mentions)
- Too much traffic, too noisy and more for children (1 mention each)

figure 20

overall impression of Liverpool



Percentages, base=1341

section 7

findings (6) economic impact

7.1 average visitor spend

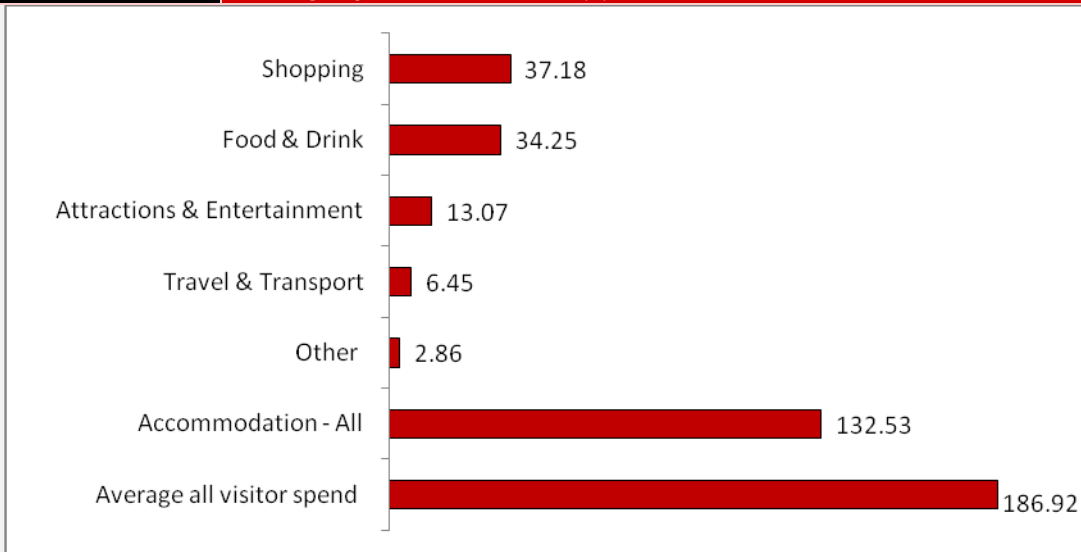
Visitors were asked to estimate how much they and their party were likely to spend during the whole period of their stay at the Liverpool events. Given that visitors were being asked to recollect their expenditures and to forecast future spending the following figures should be treated as estimates. Studies using the diary method of keeping account of spending have shown that visitors’ own estimates, as used in this survey, are usually on the conservative side.

The following results are based on the expenditure of visitors to all the Liverpool Events during 2012.

1,355 groups of people were interviewed during the period of the events, totalling 3943 individuals. Of the 1,355 interviews, 24 respondents were in groups of 10 or more and did not give expenditure for the whole group. Therefore, these groups and their associated spend have not been included.

figure 21

average spend - all visitors (£)



All bases=1331, Accommodation base=170

The average spend by all visitors to the Events was approximately £186.92 per person per trip. Visitors staying overnight in the city spent on average £132.53 per person per night on accommodation.

If you exclude the expenditure on accommodation, the highest levels of spend per person was on shopping (£37.18), food and drink (£34.25), and attractions and entertainment (£13.07). Travel and transport (£6.45). and “Other” (£2.86) accounted for the remaining expenditure.

When excluding residents, 71.4% of visitors’ main reason for visiting Liverpool was to attend one of the Events. When looking at the data

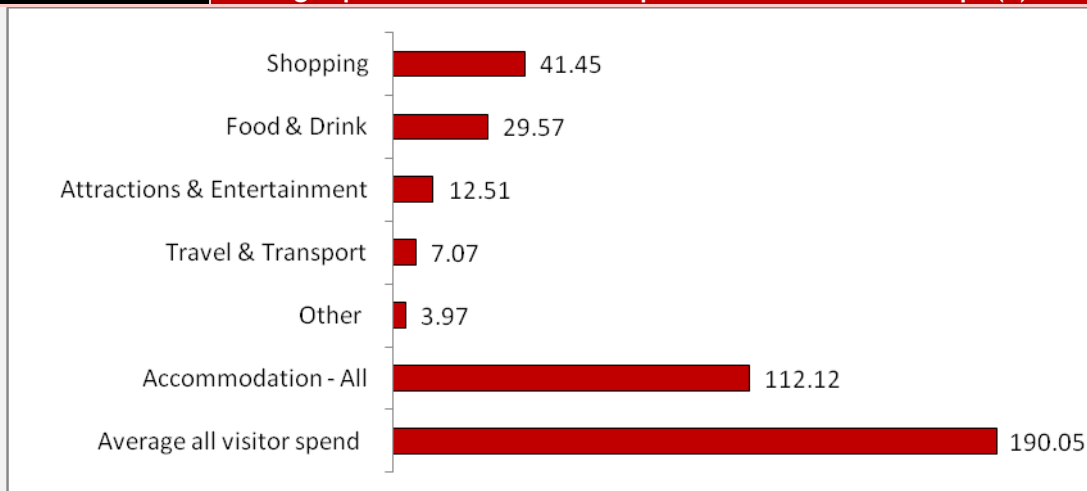
by reason for visit, figure 22 shows that the total average spend associated with those whose main reason for visiting the area was for the Events, is slightly higher with an average spend of £190.05 per person per visit.

Shopping saw the highest level of spend accounting for £41.45 of visitor expenditure per person.

7.2 spend of visitors in Liverpool - main reason attending the Liverpool Events

figure 22

average spend - all visitors -Liverpool Events associated trips (£)



Accommodation base: 85

7.3 summary of economic impact

- The total visitor spend generated by the Events is estimated as £49,620,351, of which £11,737,184 was on accommodation, and £37,883,167 on all other items. These estimates include all expenditure on accommodation for staying visitors over the duration of their visit.
- The survey responses indicated that 98% of this amount was spent in Liverpool itself, with 1% in the rest Merseyside and a further 1% elsewhere in the North West.
- It is estimated that 64.8% of the expenditure was additional expenditure related to the event - generating £31,788,767 for the city, £109,069 for the rest of Merseyside and £155,166 elsewhere in the North West.
- Total expenditure generated by the event, including multiplier effects, was £71,301,561, of which 64.8%, or £46,203,412 was additional.
- The event spend is estimated to have supported 1475.3 jobs - 1028.3 directly and 447.1 indirectly - on the basis of an average turnover required per job of £50,000 in the accommodation, catering and retail sectors, and £35,650 in the attractions sector. It should be noted that these are job years since they only occur in the year that the Events takes

place. Conventionally, full time permanent jobs are taken as 10 job years.

7.4 gross visitor spend

In calculating the gross visitor spend, a number of factors need to be taken into account. Firstly, there is the coarse total visitor spend, which is calculated by multiplying the mean spend per person per day with the estimated number of visitors to the event. Typically, to take into account the accommodation spend, this figure is divided between staying and non-staying visitors (as displayed in the table below).

The estimated total gross visitor spend for Liverpool Events is **£49,620,351**. This is based on allocating all of the staying visitors' expenditure on accommodation to the event. The estimated geographic allocation of this expenditure, based on survey returns, is shown in table 6 below.

table 6	allocation of visitor expenditure - Liverpool Events				
	Expenditure		Of which: spent in		
	£	%	Liverpool	Merseyside	Elsewhere in NW
Accommodation	£11,737,184	23.65%	£11,502,440	£117,372	£117,372
Shopping	£13,705,079	27.62%	£13,430,977	£137,051	£137,051
Food & drink	£16,091,454	32.43%	£15,769,625	£160,915	£160,915
Attractions	£4,531,927	9.13%	£4,441,288	£45,319	£45,319
Travel	£2,472,607	4.98%	£2,423,155	£24,726	£24,726
Other	£1,082,099	2.18%	£1,060,457	£10,821	£10,821
Total	£49,620,351	100.00%	£48,627,943	£496,204	£496,204
% of total	100.00%		98.0%	1.0%	1.00%

The figures indicate that 23.65% of total expenditure was on accommodation. The two largest forms of expenditure was on food and drink and shopping which accounted for 32.43% and 27.62% of total expenditure.

7.5 step 2: multiplied expenditure

The sum of £49,620,351 represents the immediate impact of visitor expenditure on the economy. Some of this expenditure was recycled within the City economy, in additional expenditure on bought-in services and supplies. We have used the estimates of local linkages derived from previous economic research in Liverpool to arrive at estimates for the amount of multiplied expenditure generated by the Liverpool Events, as set out in table 7.

table 7 multiplier effects of the expenditure of visitors to the Liverpool Events

	Round 1 Expenditure	Of which:		% multiplier	Multiplied Expenditure
	£	Staying visitors	Day visitors	(to nearest %)	£
Accommodation	£11,737,184	£11,737,184	£0	75%	£8,802,888
Shopping	£13,705,079	£1,438,709	£12,266,370	19%	£2,603,965
Food & drink	£16,091,454	£6,342,266	£9,749,188	50%	£8,045,727
Attractions	£4,531,927	£648,152	£3,883,775	37%	£1,676,813
Travel	£2,472,607	£762,486	£1,710,121	7%	£173,082
Other	£1,082,099	£6,008	£1,076,091	35%	£378,735
Total	£49,620,351	£20,934,805	£28,685,545		£21,681,211
	100.0%	42%	58%		

The total economic impact including the multiplier is shown in table 8 below.

table 8 total economic impact including the multiplier

	Round 1 Expenditure	Multiplied Expenditure	Total
Accommodation	£11,737,184	£8,802,888	£20,540,072
Shopping	£13,705,079	£2,603,965	£16,309,044
Food & drink	£16,091,454	£8,045,727	£24,137,182
Attractions	£4,531,927	£1,676,813	£6,208,740
Travel	£2,472,607	£173,082	£2,645,689
Other	£1,082,099	£378,735	£1,460,834
Total	£49,620,351	£21,681,211	£71,301,561

The geographic allocation of this expenditure is shown in table 9.

table 9	geographic allocation of Round 1 and multiplied expenditure			
	Total	Of which:		
	£	Liverpool	Merseyside	Elsewhere in NW
Accommodation	£20,540,072	£20,537,816	£2,257	£0
Shopping	£16,309,044	£16,136,137	£82,445	£90,462
Food & drink	£24,137,182	£23,890,847	£60,810	£185,525
Attractions	£6,208,740	£6,142,318	£34,662	£31,759
Travel	£2,645,689	£2,618,227	£12,963	£14,499
Other	£1,460,834	£1,445,145	£11,614	£4,076
Total	£71,301,561	£70,770,487	£204,753	£326,321

To estimate the employment effects of this expenditure, we applied estimates of turnover required per job derived from earlier economic research in Liverpool to calculate the number of jobs - full-time employee (FTE) equivalent - supported by the Liverpool Events. The turnover per job estimates by sector are as follows:

- Accommodation: £50,000;
- Shopping: £50,000;
- Food & drink: £50,000;
- Attractions: £35,650;
- Travel: £50,650.

Based on these estimates, the employment effects of the Liverpool Events expenditure are as shown in table 10a below.

table 10a	employment effects of Round 1 and multiplied expenditure		
	Round 1 Expenditure	Multiplied Expenditure	Total
Accommodation	234.7	176.1	410.8
Shopping	274.1	52.1	326.2
Food & drink	321.8	160.9	482.7
Attractions	127.1	47.0	174.1
Travel	48.8	3.4	52.2
Other	21.6	7.6	29.2
Total	1028.3	447.1	1475.2

The geographical allocation of these jobs is shown in table 10b overleaf.

table 10b	geographical location of jobs supported by Round 1 and multiplied expenditure		
	Round 1 Expenditure	Multiplied Expenditure	Total
Liverpool	1019.8	444.1	1463.9
Merseyside	3.5	1.3	4.8
Elsewhere in the North West	5.0	1.7	6.7
Total	1028.3	447.1	1475.4

7.6 step 3: additional expenditure related to the event

The next issue to be addressed is how much of the expenditure was new or additional, as opposed to having been displaced from expenditure which would have occurred anyway. In total, 63.4% of respondents stated that they would otherwise have stayed home or gone to work, while 1.4% stated that they would otherwise have gone somewhere outside the North West. The remaining 35.2% of respondents stated that they would have done something else in Liverpool, Merseyside or the North West or did not specify what they would have done.

Based on these survey responses, we can estimate that 64.8% of total expenditure - or approximately £32,153,987 of Round 1 expenditure and £14,049,424 of multiplied expenditure - **was additional spend related to the event** by people who would not otherwise have been spending *on the day of the event*, while 35.2% of total expenditure would have been spent doing “something else” in Liverpool or the North West, and so would have occurred anyway within the city and region, and was displaced from other activities. In summary, additional expenditure related to the Liverpool Events is as set out in the table 11 below.

table 11	additional expenditure related to the Liverpool Events
	£
Gross visitor spend	£49,620,351
Multiplied expenditure	<u>£21,681,211</u>
Total expenditure generated by the Liverpool Events	£71,301,561
Additional visitor expenditure related to the event	£32,153,987
Additional multiplied expenditure	<u>£14,049,424</u>
	£46,203,412
Geographic allocation:	
Liverpool	£45,884,618
Merseyside	£150,021
Elsewhere in NorthWest	£208,773
Outside the North West	£0.00
	£46,203,412

The allocation of additional visitor expenditure related to the event by sector, and the total jobs supported by this expenditure by sector, is shown in table 12a below.

table 12a	additional jobs related to the Liverpool Events	
	Additional Expenditure	Additional Jobs
Accommodation	£13,309,967	266.2
Shopping	£10,568,260	211.4
Food & drink	£15,640,894	312.8
Attractions	£4,023,264	112.9
Travel	£1,714,407	33.8
Other	£946,621	18.9
Total	£46,203,412	956.0

The geographic location of the additional expenditure and jobs related to the Liverpool Events is shown in table 12b below.

table 12b	geographic location of additional expenditure and jobs related to the Liverpool Events	
	Additional Expenditure	Additional Jobs
Liverpool	£45,844,618	948.6
Merseyside	£150,021	3.1
Elsewhere in the North West	£208,773	4.3
Outside the North West	£0	
Total	£46,203,412	956.0

7.7 total economic impact

Table 13 summarises the total economic impact of the Liverpool Events at the three levels.

table 13	total economic impact of the Liverpool Events			
	Total	Liverpool	Mersey-side	North West
1. Gross visitor spend	£49,620,351	£49,212,582	£168,316	£239,453
2. Multiplied expenditure	<u>£21,681,211</u>	<u>£21,458,804</u>	<u>£56,010</u>	<u>£166,397</u>
Sub-total:	£71,301,561	£70,658,529	£224,327	£405,851
Total jobs	1475.3	1460.1	4.8	10.4
3. Additional expenditure	£46,203,412	£45,844,618	£150,021	£208,773
Additional jobs	956.0	948.6	3.1	4.3

As shown in table 13:

- the total Round 1 economic impact of the event was £49,620,351 of which £49,056,739 was generated for Liverpool and £168,316 for the rest of Merseyside and £239,453 outside the North West.
- Round 2 or multiplied economic impact of the event was £21,681,211;
- In total, Round 1 and multiplied expenditure amounted to £71,301,561 of which £46,203,412 represented additional expenditure generated by the event (64.8%), while £25,098,149 (35.2%) would have been spent in Liverpool whether or not the event had taken place. Of the additional expenditure, the total amount of £45,844,618 was spent in Liverpool itself, £150,021 was spent in Merseyside and £208,773 in the rest of the North West.
- based on the Cambridge Econometrics' estimates of average turnover per full-time equivalent (FTE) job in each sector, the expenditure generated by the Liverpool Events was sufficient to support 1475.3 jobs - 1463.9 directly and 11.4 indirectly - of which 956.0 FTE jobs were additional, with 948.6 located within Liverpool, 3.1 in the rest of Merseyside and 4.3 elsewhere in the North West.

table 13	total economic impact of the Sea Odyssey Festival			
	Total	Liverpool	Mersey-side	North West
1. Gross visitor spend	£31,028,167	£30,821,640	£0.00	£206,527
2. Multiplied expenditure	<u>£15,520,638</u>	<u>£15,365,432</u>	<u>£0.00</u>	<u>155,206</u>
Sub-total:	£46,548,805	£46,187,072	£0.00	£361,733
Total jobs	949.2	939.7	0.0	94.9
3. Additional expenditure	£32,258,322	£32,061,568	£0.00	£196,754
Additional jobs	657.8	653.8	0.0	4.0

table 13	total economic impact of the Music on the Waterfront Festival			
	Total	Liverpool	Mersey-side	North West
1. Gross visitor spend	£1,760,535	£1,727,608	£0.00	£32,927
2. Multiplied expenditure	<u>£559,530</u>	<u>£548,339</u>	<u>£0.00</u>	<u>£11,191</u>
Sub-total:	£2,320,065	£2,277,660	£0.00	£44,118
Total jobs	49.9	48.9	0.0	1.0
3. Additional expenditure	£1,368,838	£1,343,820	£0.00	£25,018
Additional jobs	29.4	28.9	0.0	0.5

table 13	total economic impact of the Mathew Street Festival			
	Total	Liverpool	Mersey-side	North West
1. Gross visitor spend	£15,245,885	£14,952,152	£152,459	£0
2. Multiplied expenditure	<u>£5,037,512</u>	<u>£4,987,137</u>	<u>£50,375</u>	<u>£0</u>
Sub-total:	£20,283,396	£20,080,562	£202,834	£0
Total jobs	432	427.6	4.4	0
3. Additional expenditure	£13,427,608	£13,292,107	£135,502	£0
Additional jobs	286.0	283.1	2.9	0

table 13	total economic impact of the Tall Ships Regatta			
	Total	Liverpool	Mersey-side	North West
1. Gross visitor spend	£1,585,764	£1,569,906	£15,858	£0
2. Multiplied expenditure	<u>£563,531</u>	<u>£557,896</u>	<u>£5,635</u>	<u>£0</u>
Sub-total:	£2,149,295	£2,113,235	£21,493	£0
Total jobs	44.3	43.9	0.4	0
3. Additional expenditure	£1,341,160	£1,327,627	£13,533	£0
Additional jobs	27.6	27.4	0.3	0

APPENDIX 1

questionnaire

INTERVIEWER READ OUT:

Good afternoon/evening. My name is and today I am conducting a short survey on behalf of Liverpool City Council. Can you spare a few minutes to help with this survey?

S1	Which of the following age groups do you fall into? SHOWCARD A				Routing
	16 – 24	1	45 – 54	4	Continue
	25 – 34	2	55 – 64	5	
	35 - 44	3	65 +	6	

S2	INTERVIEWER RECORD GENDER:				Routing
	Male	1	Female	2	Continue

S3	Are you a resident of the City of Liverpool			Routing	
				Yes	Continue
				No	Continue

Q1	Which of these phrases describes the personal group you are travelling with on this visit? SHOWCARD B - INTERVIEWER CIRCLE ALL THAT APPLY				Routing
	On my own	1	With children	4	Continue
	With partner / spouse	2	With friends	5	
	With family	3	Organised trip	6	

Q2	Including yourself, how many people are there in your personal group on this trip? INTERVIEWER WRITE IN NUMBER i.e. your family/close friends and immediate travelling companions. IF ON coach trip/organised group do not refer to this as personal group			Routing
				Continue

Q3	Which age/gender groups do they fall into? SHOWCARD C - INTERVIEWER WRITE IN NUMBERS	Male	Female	Routing
	0 to 5			Continue
	6 to 10			
	11 to 15			
	16 to 24			
	25 to 34			
	35 to 44			
	45 to 54			
	55 to 64			
	65 +			
	Total Party			

Q4	Which of the following best describes this visit? SHOWCARD D - CIRCLE ONE ONLY			Routing
	Resident of Liverpool visiting event		1	Continue
	Resident outside Liverpool on a day trip from home today		2	
	Day trip whilst staying on holiday		3	
	A trip from outside with overnight stay in Liverpool		4	

How did you travel to this event today? <i>SHOWCARD E - INTERVIEWER CIRCLE ALL THAT APPLY</i>				Routing
Own car	1	Motorbike / Scooter	9	Continue
Train	2	Bicycle	10	
Scheduled coach or bus	3	Ferry	11	
Private hire coach or bus (including coach tour)	4	Cruise ship	12	
Taxi or private hire car	5	Aeroplane	13	
Self drive care hire	6	Walked from home / accommodation	14	
Park and Ride	7	Other (<i>please specify</i>)	15	
Got a lift	8			

ASK Q6 AND Q7 ONLY IF STAYING AWAY FROM HOME I.E. CODES 3 OR 4 AT Q4

Q6	Where are you staying?		Routing
	Liverpool	1	Continue
	Elsewhere on Merseyside	2	
	Elsewhere in the Northwest	3	
	Further afield	4	
	If not in Liverpool record the town/city	5	

Q7a	What type of accommodation are you staying in?		Routing
<i>SHOWCARD F - INTERVIEWER CIRCLE ALL THAT APPLY</i>			
	Hotel		Continue
	5 star	1	
	4 star	2	
	3 star	3	
	2 star	4	
	1 star	5	
	Unlicensed hotel (including guesthouse, B&B, farmhouse)	6	
	Rented house or flat	7	
	Home of friend / relative	8	
	Second home	9	
	Touring Caravan	10	
	Static caravan	11	
	Camping	12	
	Hostel	13	
	Other (<i>please specify</i>)	14	

Q7b	For how many nights? <i>INTERVIEWER WRITE IN NUMBER</i>		Continue
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Q7c	How much will your group have spent/will your group spend in total on accommodation...? <i>INTERVIEWER WRITE IN NUMBER IN £</i>	Routing
	a) In Liverpool	Continue
	b) Elsewhere	

INFLUENCES AND MOTIVATIONS ON THE VISIT

ASK Q8a & Q8b ONLY IF NOT A RESIDENT OF LIVERPOOL

Q8	(a) What is your main reason for visiting Liverpool today? <i>INTERVIEWER CIRCLE ONE ONLY IN COLUMN A</i>	(b) What else will you be doing? <i>PROBE: Anything else? INTERVIEWER CIRCLE ANY WHICH APPLY IN COLUMN B</i>	Routing	
		A	B	
	To see Liverpool	1	1	Continue
	To attend this event	2	2	
	To visit another event or attraction (<i>please specify</i>)	3	3	
	Visiting friends or relatives	4	4	
	Special shopping trip	5	5	
	Regular shopping trip	6	6	

	Work / business / conference	7	7	
	Other (please specify)	8	8	

Q8c	What are your reasons for visiting this event today? <i>SHOWCARD G - INTERVIEWER CIRCLE ALL THAT APPLY</i>				Routing
	Been before and wanted to go again	1	Children wanted to go	6	Continue
	I'm taking part in the event	2	Saw or heard some advertising	7	
	Friends / family are taking part in the event	3	Supporting local events	8	
	Day out	4	Just passing	9	
	Friends / family wanted to go	5	Recommended by friends / family	10	
			Other (please specify below)	11	

Q8d	a) How did you find out about this event? <i>SHOWCARD H - INTERVIEWER CIRCLE ALL THAT APPLY</i>			Routing
	b) Which of the following was the main influence on your decision to visit the event? <i>SHOWCARD H - INTERVIEWER CIRCLE ONE ONLY</i>			
		A Event	B Influence	
	TV	1	1	Continue
	Radio	2	2	
	Newspaper	3	3	
	Email	4	4	
	Visitliverpool.com	5	5	
	Liverpool.gov.uk	6	6	
	Other website	7	7	
	Mobile text message	8	8	
	Leaflet / flyer for the event	9	9	
	Liverpool Seasonal Events Guide	10	10	
	Other guides	11	11	
	Tourist Information Centre	12	12	
	Word of mouth / recommended	13	13	
	Just passing	14	14	
	Other (please specify below)	15	15	

Q8e	What would you probably be doing today if this event weren't being held? <i>INTERVIEWER CIRCLE ONE ONLY</i>			Routing
	I would have stayed home or gone to work	1		Continue
	I would have done something else in Liverpool / visited Liverpool	2		
	I would have visited another part of Merseyside	3		
	I would have visited another part of the North West	4		
	I would have gone somewhere outside of the North West	5		

Q9	How important was this event in your decision to visit Liverpool today? <i>INTERVIEWER CIRCLE ONE ONLY</i>				Routing
	Sole reason	1	Small reason	4	Continue
	Very important	2	No importance	5	
	Fairly important	3			

Q10	How often do you visit Liverpool? INTERVIEWER CIRCLE ONE ONLY				Routing
	Resident	1	Every few months	4	Continue

	Weekly	2	Annually	5
	Monthly	3	Less than once a year	6

Q11	How far in advance did you plan your visit to this event? <i>INTERVIEWER CIRCLE ONE ONLY</i>				Routing
	Today	1	Within the last month	4	Continue
	Within the last 7 days	2	Within the last 2 – 3 months	5	
	Within the last 2 weeks	3	Longer ago (<i>please specify</i>)	6	

EXPENDITURE

Q12	Approximately how much do you think you have/will be spending during this trip on the following...? <i>INTERVIEWER WRITE IN £ IF NONE PUT 0</i>				Routing
	a) Shopping				Continue
	b) Food and drink				
	c) Attractions and Entertainment				
	d) Travel and transport				
	e) Other (excluding accommodation)				
	Total				

Q13	Over how many days will you have spent this money? <i>INTERVIEWER WRITE IN</i>			Routing
				Continue

Q14	How many people does this amount cover? <i>INTERVIEWER WRITE IN</i>			Routing
	Children (under 16)		Adults	Continue

Q15	What proportion of this money was spent...? <i>INTERVIEWER WRITE IN %</i>				Routing
	a) In Liverpool				Continue
	b) Elsewhere in Merseyside				
	c) Elsewhere in Northwest				

SATISFACTION

Q16	How would you rate your satisfaction against a scale of 1 to 5, where 1 is very poor and 5 is very good, for each of the following...? <i>INTERVIEWER READ OUT AND CIRCLE ONE PER COLUMN</i>						
		Very poor	Poor	Neither	Good	Very good	Continue
	Event publicity and promotion	1	2	3	4	5	
	Event signposting	1	2	3	4	5	
	Suitability of the event venue	1	2	3	4	5	
	Public transport to/from the event	1	2	3	4	5	
	Parking facilities at the event	1	2	3	4	5	
	Other facilities at the event e.g. toilets	1	2	3	4	5	
	Value for money offered by even	1	2	3	4	5	
	Event organisation and staff/stewarding	1	2	3	4	5	
	Event quality	1	2	3	4	5	
	Overall enjoyment provided by the event	1	2	3	4	5	

	LIVERPOOL					
	Overall impression of Liverpool	1	2	3	4	5

Q17a	(a) How likely is it that you would recommend this event to your friends or family? <i>INTERVIEWER CIRCLE ONE ONLY IN COLUMN A</i>				Routing
	(b) How likely are you to visit Liverpool in the future? <i>INTERVIEWER CIRCLE ANY WHICH APPLY IN COLUMN B</i>				
			A	B	
		Very likely	1	1	
		Quite likely	2	2	
		Might/might not	3	3	
	Quite unlikely	4	4	Continue	
	Very unlikely	5	5		

Q18	Are there any comments you would like to make about this event? Is there anything that could improve it?	Routing
		Continue

Q19a	Do you have any longstanding illness, disability or infirmity? <i>INTERVIEWER CIRCLE ONE ONLY</i>		Routing
	Yes	1	Continue
	No	2	Go to Q20
Refused	3		

Q19b	Were there any access or communication barriers which restricted your full participation in this event? <i>INTERVIEWER CIRCLE ONE ONLY</i>		Routing
	Yes	1	Continue
	No	2	
Refused	3		

PROFILE

Q22	Which of the following activities best describes what you are doing at present? <i>SHOWCARD J - INTERVIEWER CIRCLE ONE ONLY</i>		Routing
	Employed full-time (30 or more hours per week)	1	Continue
	Employed part-time (less than 30 hours per week)	2	
	Self employed	3	
	Government supported training programme	4	
	Full-time education (school / college / university)	5	
	Unemployed and available for work	6	
	Long term sick / disabled	7	
	Wholly retired from work	8	
	Looking after the home	9	
	Doing something else	10	
Refused	11		

Q23a	STEP 1 - What is the occupation of the chief wage earner in your household? The 'chief wage earner' is the person with the largest income whether from employment pensions, state pensions, investments or any other sources. <i>INTERVIEWER WRITE IN FULL DESCRIPTION OF CURRENT OR LAST MAIN JOB, AND INDUSTRY, AND HOW MANY PEOPLE WORK AT THE PLACE OF WORK</i>						Routing		
	Job:						Continue		
	Industry/employment sector:								
	Position/grade/rank:								
Q23b	STEP 2 - IF CHIEF INCOME EARNER IS SUPERVISOR/MANAGER OR SELF-EMPLOYED						Routing		
	How many people is he/she responsible for? WRITE IN NO.		Total number of employees at place of work? WRITE IN NO.				Continue		
Q23c	STEP 3 – CODE SEG FROM JOB DICTIONARY						Routing		
	AB	1	C1	2	C2	3	DE	4	Continue

INTERVIEWER NOTE: IT IS VITAL WE GAIN THE ORIGIN OF VISITORS TO THIS EVENT

This data is collected for quality checks; as part of the Market Research Society Code of Conduct, your personal details will not be passed on to any third parties or used for sales purposes.

Q24	RECORD RESPONDENT DETAILS						Routing
	Name:						Continue
	Address:						
	County:						
	Postcode:						
	Telephone:						

THANK RESPONDENT AND CLOSE

APPENDIX 2**data by individual event**

Appendix 2 shows the findings broken down for each of the 4 events.

Section 2: Profile and origin of visitors**Table 2.1a Age profile**

	Base	Event Name			
		Giants	Matthew St	Music on the W'front	Tall Ships Regatta
	1353	384	303	283	383
16 - 24	11.2	6.5	22.1	9.5	8.6
25 - 34	11.5	12.8	17.5	8.8	7.3
35 - 44	15.6	21.9	16.5	14.5	9.4
45 - 54	19.6	21.6	21.5	24.0	12.8
55 - 64	19.7	20.3	12.9	26.5	19.3
65+	22.5	16.9	9.6	16.6	42.6

Table 2.1b Gender profile

	Base	Event Name			
		Giants	Matthew St	Music on the W'front	Tall Ships Regatta
	1323	379	304	278	362
Male	44.1	49.6	38.5	31.7	52.5
Female	55.9	50.4	61.5	68.3	47.5

Table 2.1c Disability profile

	Base	Event Name			
		Giants	Matthew St	Music on the W'front	Tall Ships Regatta
	1322	370	304	283	365
Yes	7.8	8.9	3.9	4.9	12.1
No	89.3	90.5	95.1	95.1	78.9
Refused	2.9	0.5	1.0	-	9.0

Table 2.1d Employment profile

	Base	Event Name			
		Giants	Matthew St	Music on the W'front	Tall Ships Regatta
	1349	382	304	283	380
Employed full-time	43.4	44.2	57.2	48.4	27.9
Employed part-time	10.5	11.3	11.2	11.0	8.9
Self-employed	2.5	5.8	1.3	1.8	0.8
Full-time education	5.9	3.7	9.2	7.4	4.2
Unemployed	4.4	5.0	4.6	2.8	5.0
Long term sick / disabled	1.3	2.1	1.6	1.8	-
Retired	28.6	25.9	10.5	23.0	50.0
Looking after the home	1.8	0.3	3.3	3.5	0.8
Doing something else	0.1	0.3	-	-	-
Refused	1.4	1.6	1.0	0.4	2.4

Table 2.1e Socio-economic grouping

	Base	Event Name			
		Giants	Matthew St	Music on the W'front	Tall Ships Regatta
	893	6	300	272	315
AB	15.8	33.3	10.0	17.3	19.7
C1	40.8	-	41.7	44.5	37.5
C2	20.4	-	26.0	15.4	19.7
DE	23.1	66.7	22.3	22.8	23.2

Table 2.1f Location of residence

	Base	Event Name			
		Giants	Matthew St	Music on the W'front	Tall Ships Regatta
	1010	327	244	275	164
Cheshire	18.3%	29.4%	8.6%	14.2%	17.4%
Merseyside	49.2%	42.2%	53.7%	52.7%	50.7%
Manchester	7.1%	8.0%	6.6%	5.1%	9.3%
North West	7.6%	5.2%	9.0%	10.2%	5.8%
Other UK	13.3%	12.5%	12.7%	13.8%	15.1%
Overseas	4.5%	2.8%	9.4%	4.0%	1.7%

Table 2.2a Group composition

	Base	Event Name			
		Giants	Mathew St	Music on the W'front	Tall Ships Regatta
	1328	366	304	280	378
On my own	17.5	16.7	11.8	19.3	21.7
With partner / spouse	29.3	26.0	26.0	37.9	28.8
With family	29.4	39.6	24.7	16.4	33.1
With children	4.2	7.4	2.3	5.0	2.1
With friends	23.1	14.2	40.1	27.1	15.1
Organised trip	1	1.6	-	0.4	1.6

Table 2.2b Average group size

	Base	Event Name			Music on the W'front	Tall Ships Regatta
		Giants	Mathew St			
How many people are there in your group?	2.92	3.31	2.88		2.77	2.66
	2.92	3.31	2.88		2.77	2.66

Section 3: Residents, staying visitors and day visitors**Table 3.1 Type of visitor**

	Base	Event Name			Music on the W'front	Tall Ships Regatta
		Giants	Mathew St			
Resident of Liverpool	1354	383	304		283	384
Resident outside Liverpool on a day trip	28.6	30.0	30.9		3.5	43.8
Day trip whilst staying on holiday	53.2	54.3	48.4		71.7	42.2
A trip from outside with overnight stay in L'pool	4.3	4.2	3.6		4.9	4.4
	14	11.5	17.1		19.8	9.6

Section 4: Visitor behaviour**Table 4.1a Mode of travel to Liverpool**

	Base	Event Name			Music on the W'front	Tall Ships Regatta
		Giants	Mathew St			
Own car	964	267	210		273	214
Train	30.2	32.6	20		33.3	33.2
Scheduled coach or bus	44.5	45.3	61.9		36.3	36.9
Private hire coach or bus	12.7	11.2	5.7		15.4	17.8
Taxi or private hire car	1.8	0.7	2.4		0.7	3.7
Got a lift	0.3	-	0.5		0.7	-
Motorbike/Scooter	0.5	-	-		1.8	-
Bicycle	0.2	0.7	-		-	-
Ferry	0.1	-	-		0.4	-
Cruise Ship	2.4	4.5	0.5		1.5	2.8
Aeroplane	0.4	-	-		1.5	-
Walked from home / accommodation	1.3	1.9	0.5		1.5	1.4
Other	4.8	1.9	8.6		5.1	4.2
	0.8	1.1	-		1.8	-

Table 4.2a Main reason for visiting Liverpool

	Base	Event Name				Tall Ships Regatta
		Giants	Mathew St	Music on the W'front		
To see Liverpool	961	264	210	272	215	
To attend this event	16.4	8.3	5.7	21.7	30.2	
To visit another event or attraction	71.5	81.4	88.1	61.4	55.8	
Visiting friends or relatives	2.6	1.5	0.5	1.5	7.4	
Special shopping trip	3.9	6.4	1.4	4.0	2.8	
Regular shopping trip	1.6	0.8	1.0	3.7	0.5	
Work / business / conference	0.8	-	1.0	2.2	-	
Other	0.8	0.8	-	1.1	1.4	
	2.4	0.8	2.4	4.4	1.9	

Table 4.2b Importance of event in decision to visit Liverpool

	Base	Event Name				Tall Ships Regatta
		Giants	Mathew St	Music on the W'front		
Sole Reason	1347	378	304	283	382	
Very Important	64.3	67.7	81.3	55.8	53.7	
Fairly Important	11	12.2	11.2	9.9	10.5	
Small Reason	5.9	4.5	3.9	5.3	9.2	
No Importance	5.4	3.7	2.3	7.4	8.1	
	13.4	11.9	1.3	21.6	18.6	

Table 4.2c Frequency of visiting Liverpool

	Base	Event Name				Tall Ships Regatta
		Giants	Mathew St	Music on the W'front		
Resident	1343	381	302	278	382	
Weekly	26	28.3	27.5	0.7	40.8	
Monthly	18.9	16.5	14.6	37.4	11.3	
Every Few Months	18.1	18.6	19.2	24.8	11.8	
Annually	15.7	14.4	16.9	17.6	14.7	
Less than once a year	7.4	6.6	12.3	2.9	7.6	
	13.9	15.5	9.6	16.5	13.9	

Table 4.3a Reasons for visiting event

	Base	Event Name			
		Giants	Mathew St	Music on the W'front	Tall Ships Regatta
	1332	373	301	282	376
Been before and wanted to go again	23.7	4.3	58.8	17.4	19.7
I'm taking part in the event	1.3	-	3.0	0.4	1.9
Friends/family are taking part in the event	2	1.1	2.0	3.2	1.9
Day out	41.6	63.8	23.6	30.5	42.3
Friends/family wanted to go	6	9.1	7.3	3.5	3.7
Children wanted to go	3	8.3	0.7	0.7	1.3
Saw or heard some advertising	14.7	19.3	1.7	18.1	18.1
Supporting local events	2.9	4.0	0.7	6.7	0.5
Just passing	10.5	6.7	1.7	19.5	14.6
Recommended by friends / family	5.2	1.6	8.6	9.2	2.9
Other	1.9	2.4	0.3	0.4	3.7

Table 4.3b Reasons for visiting event

	Base	Event Name			
		Giants	Mathew St	Music on the W'front	Tall Ships Regatta
	1350	382	304	283	381
Today	27.6	33.8	16.4	33.9	25.5
Within the last 7 days	43.4	40.6	36.2	48.4	48.3
Within the last 2 weeks	8.3	5.2	9.5	11	8.4
Within the last month	6.5	5.8	9.9	3.9	6.6
Within the last 2 - 3 months	7.9	11.3	11.2	1.8	6.6
Longer ago	6.3	3.4	16.8	1.1	4.7

Section 5: Marketing and promotion

Table 5.1a Information sources

	Base	Event Name				Tall Ships Regatta
		Giants	Mathew St	Music on the W'front		
	1335	380	304	283	368	
TV	19	49.2	3.3	1.1	14.4	
Radio	18.9	19.7	10.2	35	12.8	
Newspaper	18.7	26.6	6.6	12.4	25.5	
Email	1.4	1.6	-	2.1	1.9	
Visitliverpool.com	3.5	4.5	1.3	6.4	2.2	
Liverpool.gov.uk	2.2	3.7	1	1.1	2.7	
Other website	9.8	14.2	7.9	4.9	10.6	
Mobile / SMS	0.1	0.3	-	-	-	
Leaflet / flyer for the event	6.4	14.7	-	7.8	1.9	
Liverpool Seasonal events guide	0.8	1.3	1.6	0.4	-	
Other guides	0.7	0.8	0.3	1.1	0.8	
Tourist Information Centre	0.7	-	1.3	2.1	-	
Word of mouth / recommended	32	20	64.5	24	23.6	
Just passing	9.3	3.7	2.6	19.4	12.8	
Other	5.2	2.1	13.8	0.4	4.9	

Table 5.1b Main influences on decision to visit event

	Base	Event Name				Tall Ships Regatta
		Giants	Mathew St	Music on the W'front		
	1198	344	231	283	340	
TV	11.1	24.7	1.3	0.4	12.9	
Radio	13.9	10.5	9.5	30	7.1	
Newspaper	14	16.9	5.2	6	23.8	
Email	1.3	1.7	-	1.1	2.1	
Visitliverpool.com	2	2.3	-	4.2	1.2	
Liverpool.gov.uk	1.6	2.6	0.4	1.4	1.5	
Other website	6.8	7.8	5.2	4.9	8.5	
Mobile / SMS	-	-	-	-	-	
Leaflet / flyer for the event	4.2	8.7	-	4.9	1.8	
Liverpool Seasonal events guide	0.5	0.6	1.7	-	-	
Other guides	1	2	0.4	1.1	0.3	
Tourist Information Centre	0.7	-	0.9	1.8	0.3	
Word of mouth / recommended	28.1	16	64.9	21.2	21.2	
Just passing	10.2	4.4	4.3	17.7	13.8	
Other	4.5	1.7	6.1	5.3	5.6	

Section 6: Visitor satisfaction

Table 6.1a Satisfaction with event publicity and promotion

	Base	Event Name			
		Giants	Mathew St	Music on the W'front	Tall Ships Regatta
	1324	372	302	283	367
Very poor	11.9	0.5	12.6	21.6	15.3
Poor	13	4	9.6	21.2	18.5
Neither	11.7	7.3	14.6	14.5	11.7
Good	26.4	27.7	22.2	23.3	31.1
Very good	37	60.5	41.1	19.4	23.4

Table 6.1b Satisfaction with event signposting

	Base	Event Name			
		Giants	Mathew St	Music on the W'front	Tall Ships Regatta
	1312	370	301	282	359
Very poor	12	5.7	4.7	20.6	18.1
Poor	13.3	8.9	7	22.3	15.9
Neither	23.1	28.1	13.6	28	22
Good	22.8	28.1	22.9	15.6	22.8
Very good	28.8	29.2	51.8	13.5	21.2

Table 6.1c Suitability of event venue

	Base	Event Name			
		Giants	Mathew St	Music on the W'front	Tall Ships Regatta
	1332	372	302	283	375
Very poor	0.8	0.5	1	1.1	0.5
Poor	0.6	0.5	1	0.4	0.5
Neither	4.1	5.1	4.3	2.8	4
Good	22.7	26.1	19.5	17.3	26.1
Very good	71.8	67.7	74.2	78.4	68.8

Table 6.1d Public transport to/from the event

	Base	Event Name			
		Giants	Mathew St	Music on the W'front	Tall Ships Regatta
	1259	368	296	264	331
Very poor	1.8	1.9	3.4	-	1.8
Poor	1.9	4.1	2.7	0.4	-
Neither	31.1	37.2	27	29.2	29.3
Good	18.2	19	15.2	14	23.3
Very good	47	37.8	51.7	56.4	45.6

Table 6.1e Parking facilities at the event

	Base	Event Name			
		Giants	Mathew St	Music on the W'front	Tall Ships Regatta
	1175	370	289	229	287
Very poor	2.2	3	1.4	-	3.8
Poor	3.1	2.2	1.4	3.5	5.6
Neither	52	46.8	63.3	53.3	46.3
Good	16.7	17	6.2	16.2	27.2
Very good	26	31.1	27.7	27.1	17.1

Table 6.1f Other facilities

	Base	Event Name			
		Giants	Mathew St	Music on the W'front	Tall Ships Regatta
	1302	370	293	280	359
Very poor	1.8	0.5	3.1	3.2	1.1
Poor	4.6	5.4	5.8	4.6	2.8
Neither	23.7	36.2	31.1	14.6	12
Good	29.1	24.1	17.4	27.1	45.4
Very good	40.7	33.8	42.7	50.4	38.7

Table 6.1g Value for money offered by the event

	Base	Event Name			
		Giants	Mathew St	Music on the W'front	Tall Ships Regatta
	1297	366	296	281	354
Very poor	0.3	-	0.7	0.7	-
Poor	0.6	0.5	1.7	0.4	-
Neither	7.9	10.1	12.5	4.3	4.5
Good	14.7	9.8	14.9	11.4	22.3
Very good	76.5	79.5	70.3	83.3	73.2

Table 6.1h Event organisation

	Base	Event Name			
		Giants	Mathew St	Music on the W'front	Tall Ships Regatta
	1306	370	293	283	360
Very poor	0.8	0.5	2.0	0.7	-
Poor	1.5	1.9	1.7	0.7	1.4
Neither	8.7	8.1	12.6	7.4	7.2
Good	23.2	22.7	16.4	20.5	31.4
Very good	65.8	66.8	67.2	70.7	60.0

Table 6.1i Event quality

	Base	Event Name			
		Giants	Mathew St	Music on the W'front	Tall Ships Regatta
	1318	374	292	283	369
Very poor	0.4	-	1	0.7	-
Poor	0.4	-	1.4	-	0.3
Neither	7.2	6.4	14.4	4.9	4.1
Good	20.2	13.4	15.8	15.9	33.9
Very good	71.9	80.2	67.5	78.4	61.8

Table 6.1j Overall enjoyment

	Base	Event Name			
		Giants	Mathew St	Music on the W'front	Tall Ships Regatta
	1315	372	292	282	369
Very poor	0.7	-	2.4	0.7	-
Poor	0.6	0.5	1.7	-	0.3
Neither	5.9	5.9	11.3	3.5	3.5
Good	16.7	13.2	13.4	13.5	25.5
Very good	76	80.4	71.2	82.3	70.7

Table 6.1k Likelihood to recommend to friends/and/or family

	Base	Event Name			
		Giants	Mathew St	Music on the W'front	Tall Ships Regatta
	1311	370	288	280	373
Very likely	89.7	84.6	96.5	95	85.5
Quite likely	7.3	9.2	2.8	4.6	11
Might / Might not	1.6	5.7	-	-	-
Quite unlikely	0.8	0.5	0.3	-	2.1
Very unlikely	0.5	-	0.3	0.4	1.3

Table 6.1l Likelihood to visit event again in the future

	Base	Event Name			
		Giants	Mathew St	Music on the W'front	Tall Ships Regatta
	1314	370	297	274	373
Very likely	94.1	88.9	97	96.7	94.9
Quite likely	4.3	6.8	3	2.9	3.8
Might / Might not	0.8	3	-	-	-
Quite unlikely	0.2	0.5	-	-	0.3
Very unlikely	0.6	0.8	-	0.4	1.1

Table 6.1m Overall impression of Liverpool (all visitor types)

	Base	Event Name			
		Giants	Matthew St	Music on the W'front	Tall Ships Regatta
	1341	378	301	282	380
Very poor	0.2	-	0.7	-	0.3
Poor	0.3	0.8	0.3	-	-
Neither	1.6	1.3	3.3	0.7	1.1
Good	12.2	11.4	8.3	9.6	18.2
Very good	85.7	86.5	87.4	89.7	80.5