

Bournemouth Visitor Survey 2014





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What we did

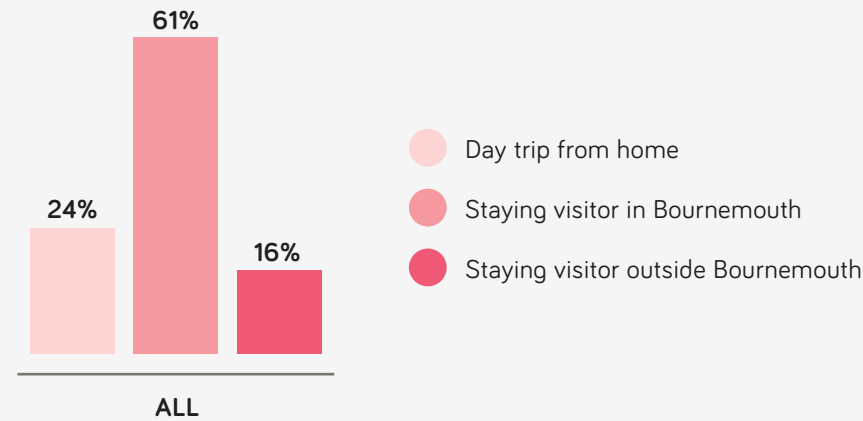
In 2014, NCTA commissioned research with visitors to Bournemouth. The objective was to find out about their origins, visit patterns, motivations for visiting, activities while in Bournemouth and perceptions of their visit. A total of **990** visitors were interviewed at a number of locations across the destination in August and October, although most were at Pier Approach and Bournemouth Gardens.



IN GENERAL

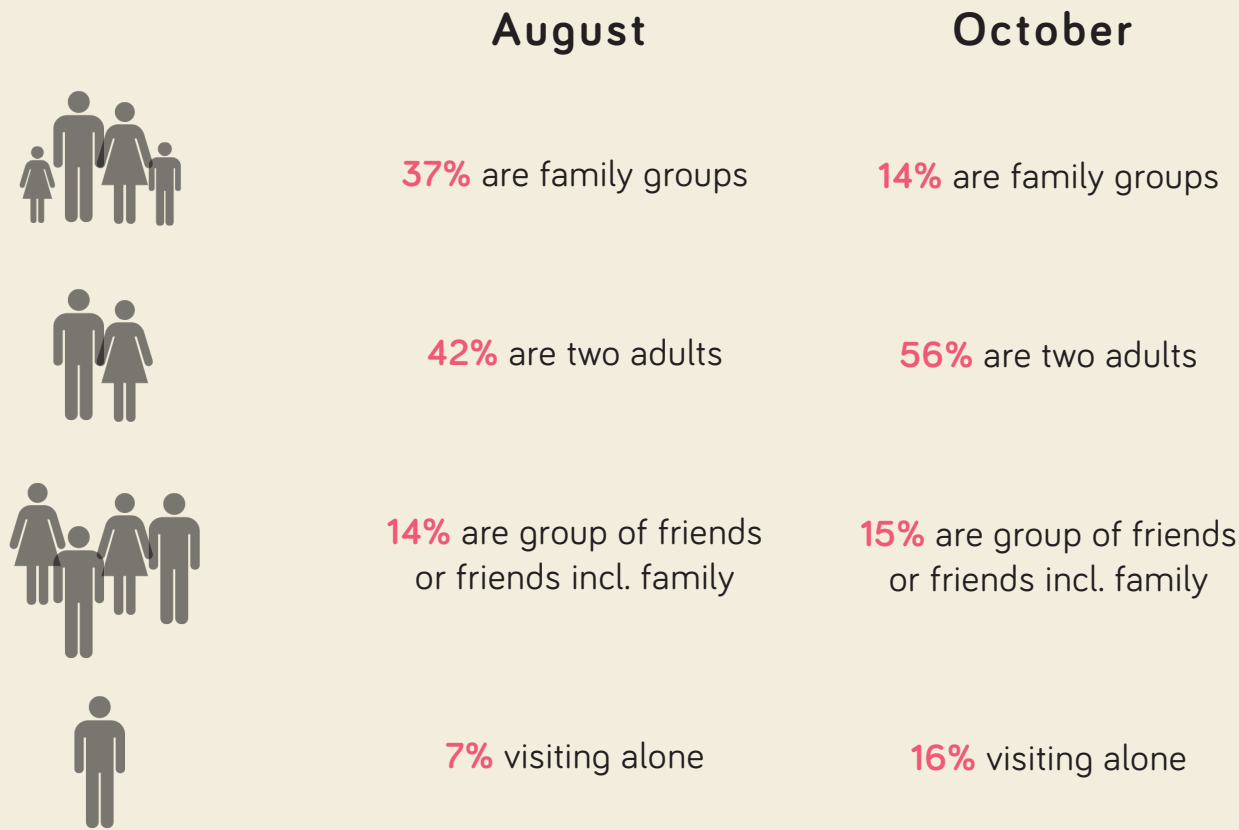
The majority (61%) were staying overnight in Bournemouth, 16% were staying outside Bournemouth and 24% were on a day trip from home.

Figure 1 : Distribution of visitors by type



Family groups made up 30% of all visitors and 46% were adult couples. There was significant variation in group type depending on when the visit was.

Figure 2 : Group Composition over each month

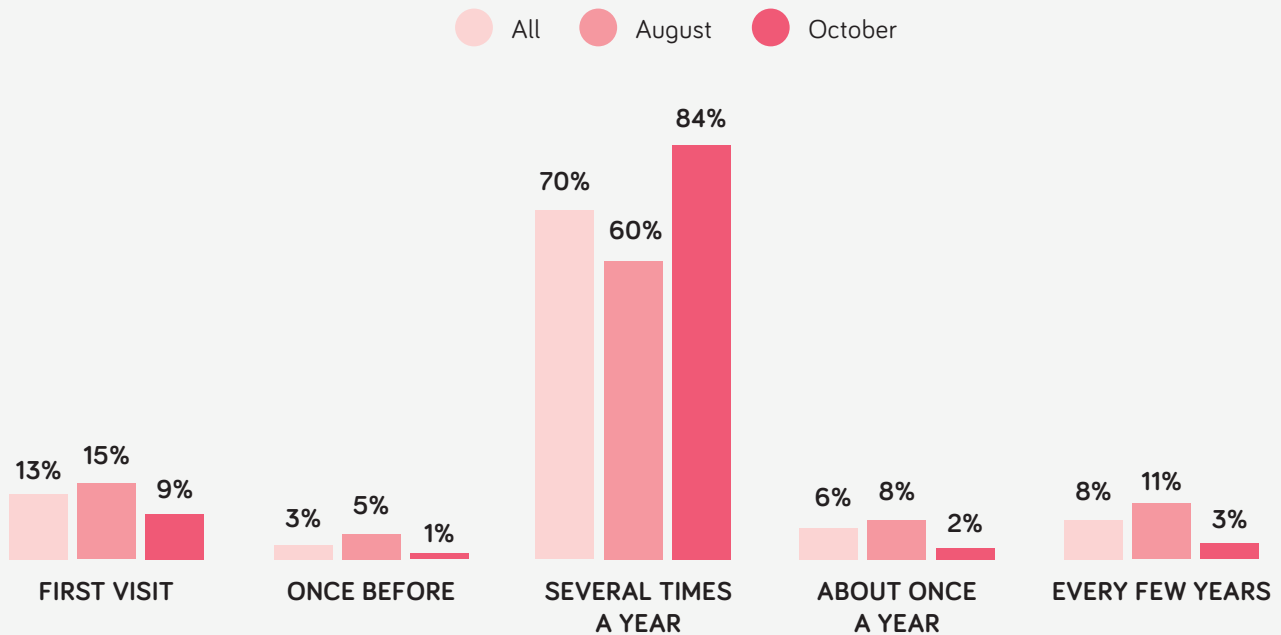




DAY VISITORS

Most day visitors were from Dorset or Hampshire (64%) but significant number travelled from London and the Home Counties. The majority (70%) are regular visitors to Bournemouth with only 13% visiting for the first time.

Figure 3 : Previous day visits among day visitors from home



Most day visitors (68%) made the decision to come to Bournemouth on the day or within the week before, so last minute promotions can be worthwhile. Most were on a leisure trip (70%) but a significant 20% had come specifically to shop.

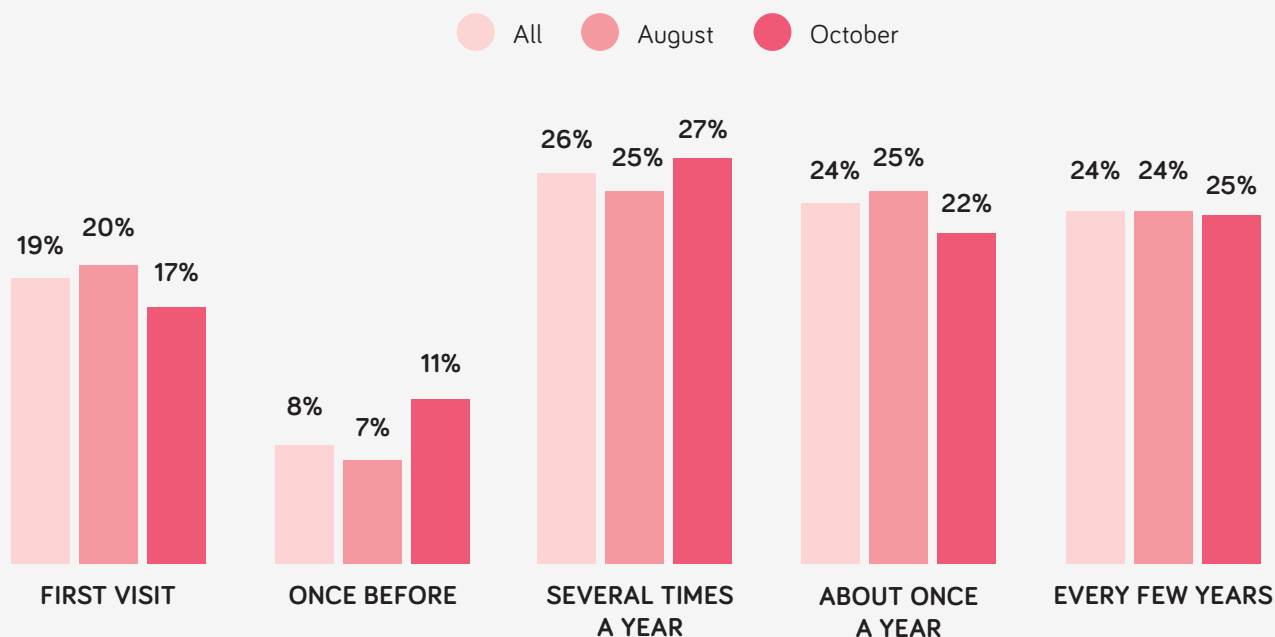


STAYING VISITORS

Most tourists live elsewhere in the UK particularly London, the Home Counties and West Midlands. **10%** were from overseas with Germany, USA and Northern Ireland, France and Spain being the most common origins.

Most tourists had been to Bournemouth before with about half visiting at least once a year. **19%** of those staying in Bournemouth and **21%** of those staying outside Bournemouth were visiting for the first time.

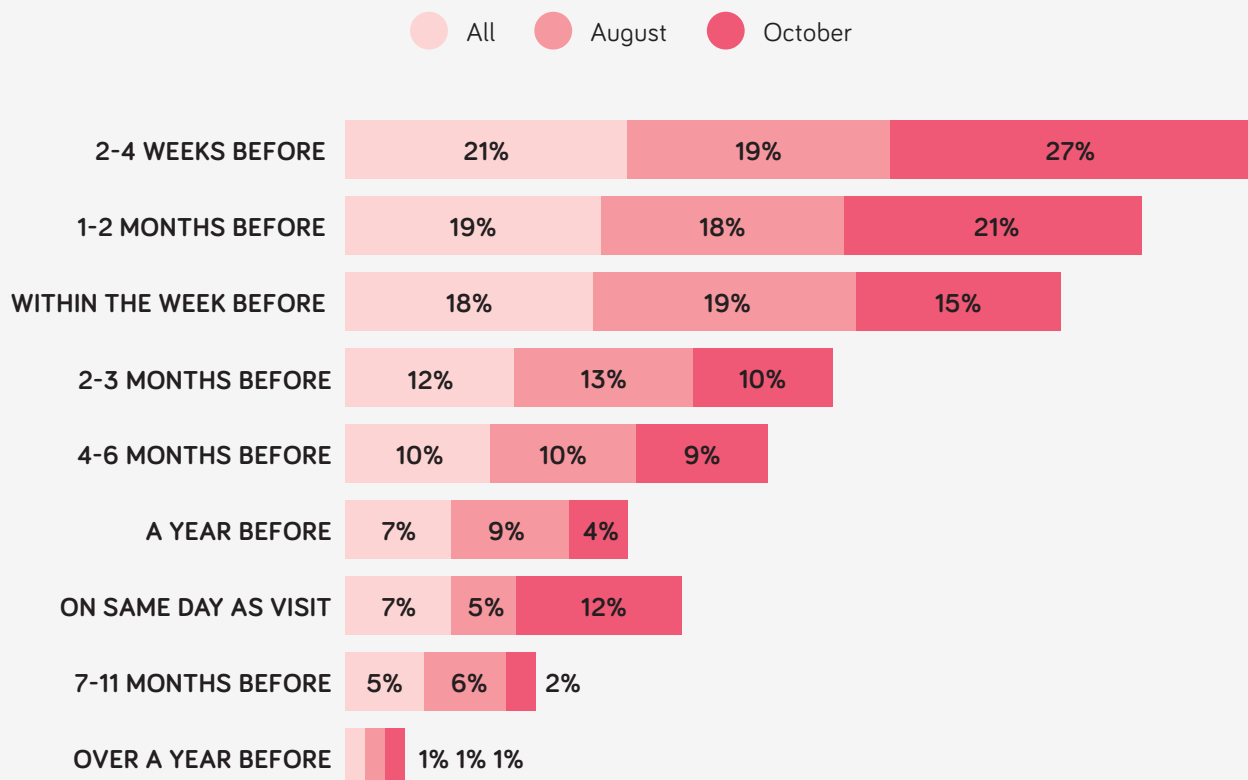
Figure 4 : Previous overnight trips among visitors staying overnight in Bournemouth





34% of Bournemouth staying visitors made the decision to visit within 4 weeks of their visit but this figure was significantly lower than in 2013 (**66%**). This could be related to the excellent weather in 2013 prompting last minute decisions.

Figure 5 : When decision to visit was made

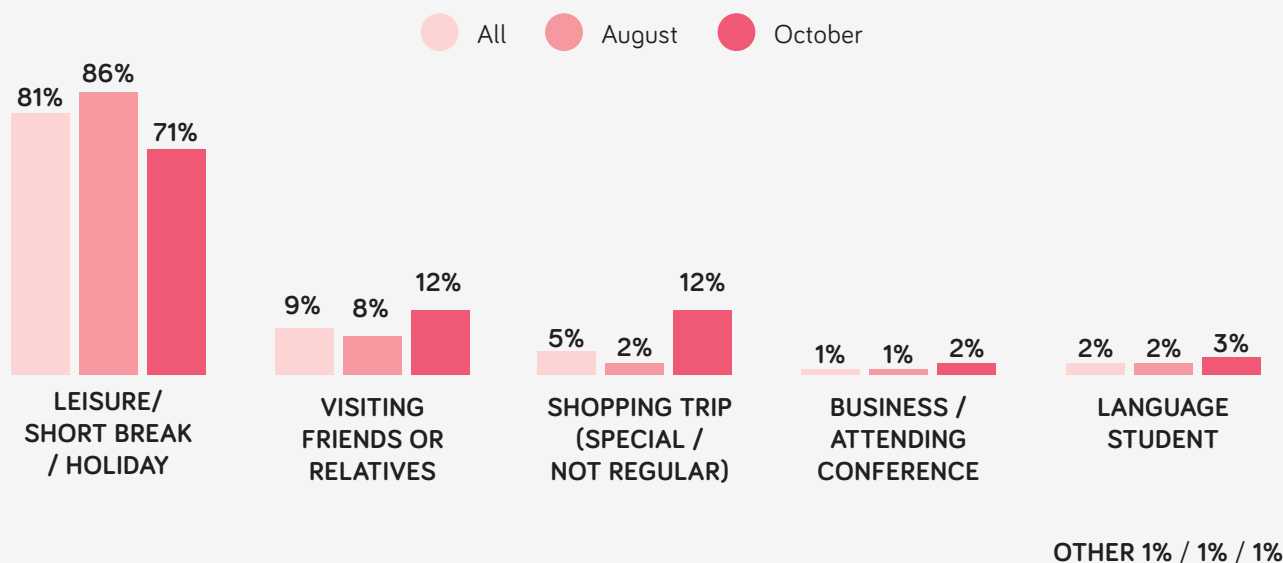




VISIT MOTIVATIONS

The vast majority of visitors were on a leisure holiday although in October a significant **24%** were visiting friends and relatives or shopping.

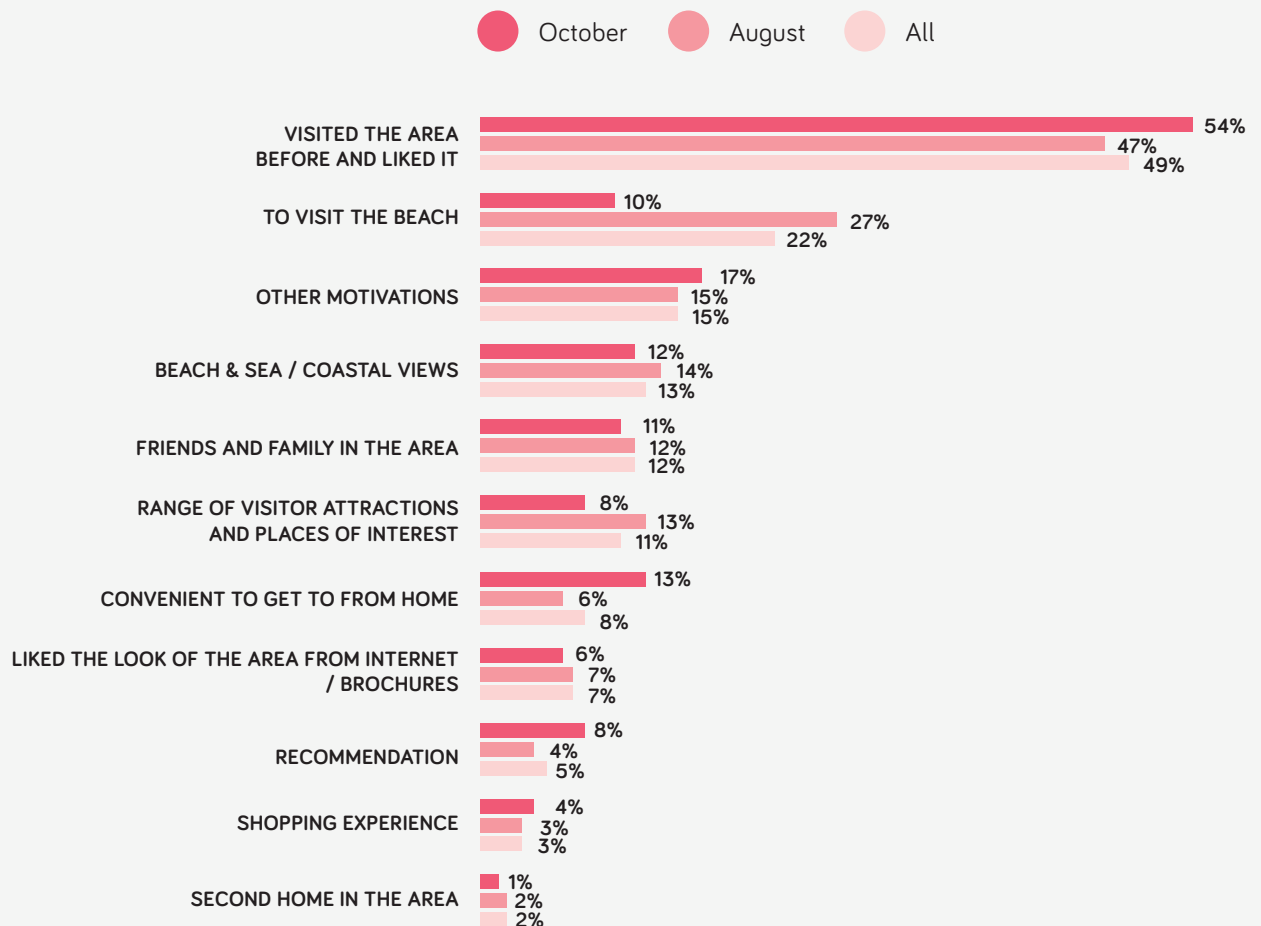
Figure 6 : Main reason for visiting





The figure below shows that rather than being motivated by something specific, most visitors came because they had visited the area before and liked it. Only **22%** (but **34%** of day visitors) came specifically for the beach.

Figure 7 : Main motivations underlying reasons to visit

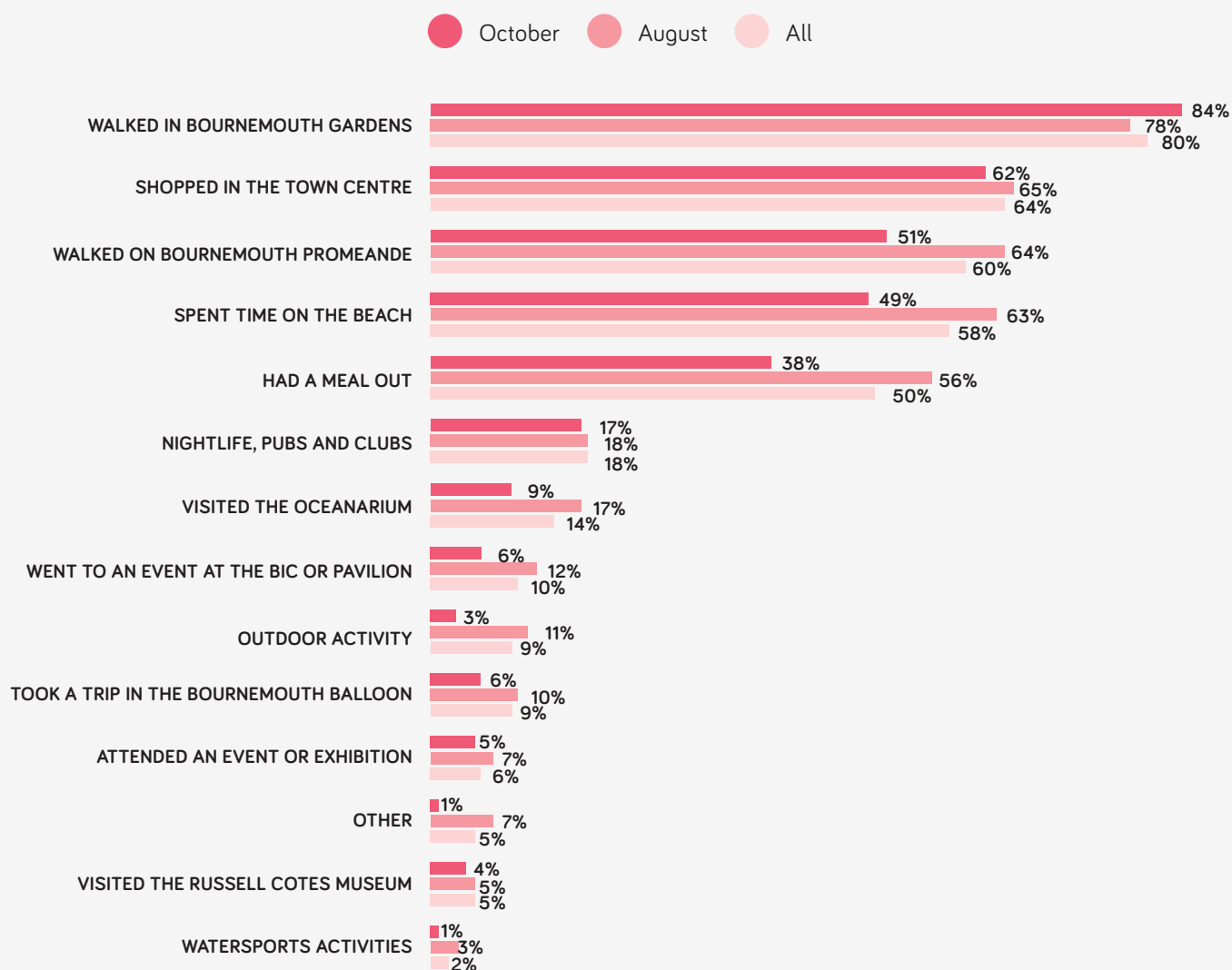




ACTIVITIES

The most popular leisure activities are 'Walk in Bournemouth' Gardens (80%), 'shop in the town centre' (64%), walk on Bournemouth promenade' (60%) 'spend time on the beach' (58%) and 'have a meal out (50%).

Figure 8 : Leisure activities carried out/plan to carry out



PERCEPTIONS

Those staying in Bournemouth were most likely to find their visit enjoyable – **55%** said it was very enjoyable compared to **49%** overall. This group are also most likely to say their visit was better than expected and to recommend to others.

Both enjoyment and recommendation ratings are higher overall in August than in October.

Figure 9 : Overall enjoyment

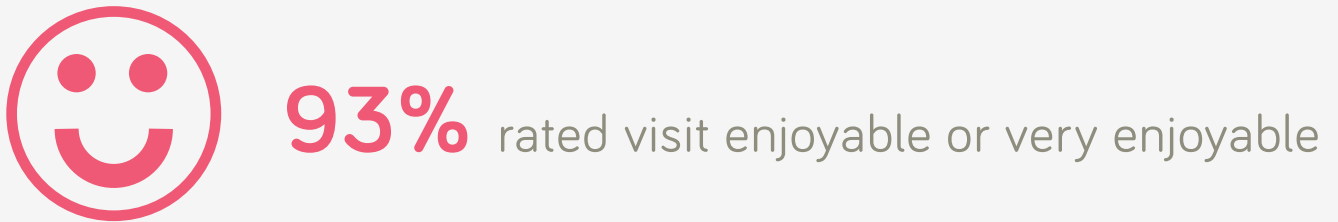


Figure 10 : Meeting of expectations



Figure 11 : Likelihood of recommending



Figure 12 : Likelihood of returning





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