

# How does your marketing compare?

## Attraction marketers survey results

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# Sir David still top of the polls ...

when choosing your dream celebrity to promote your attraction

32%



28%



12%



# Your main challenges ...



# Brexit & limited budgets ...

***“BREXIT & uncertainty over the economy”***

***“Lack of staff time & money”***

***“Brexit ... fall in consumer spend in a time of social unrest”***

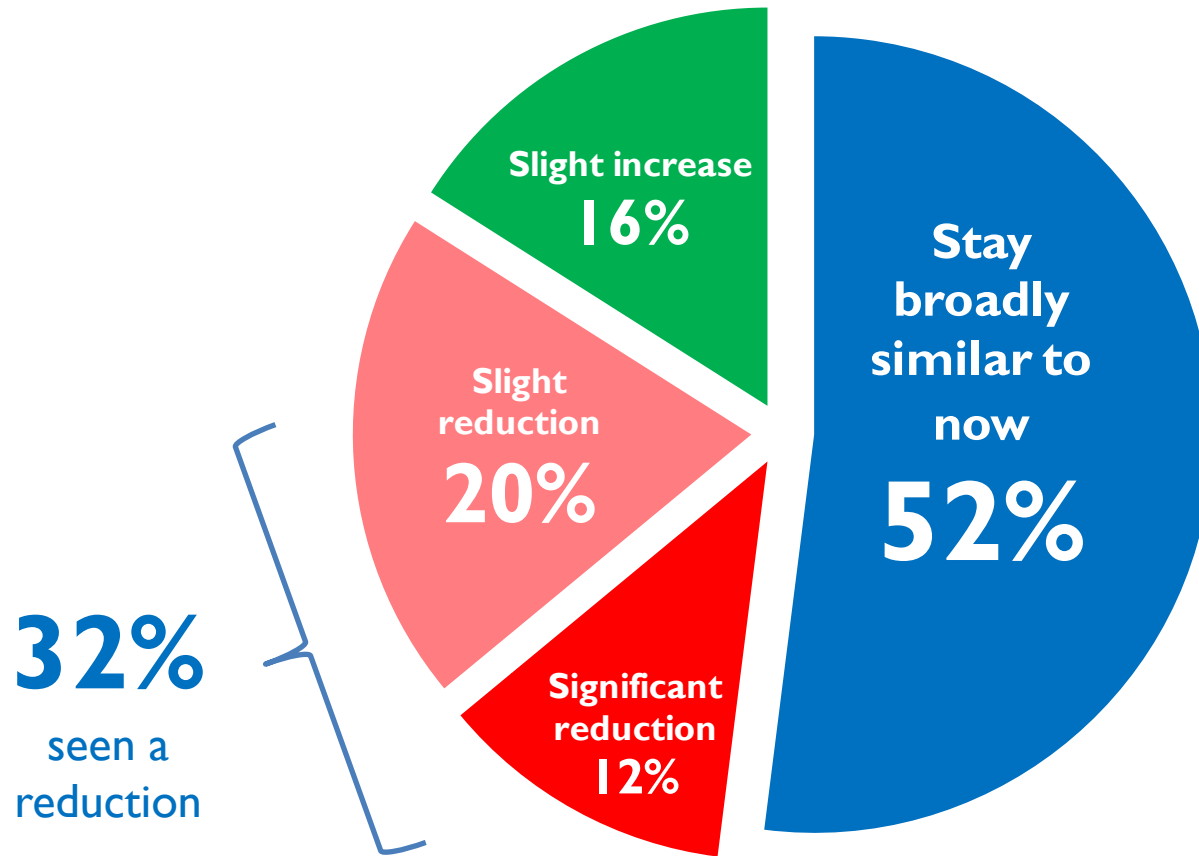
***“Always budget.”***

***“Reduced budget & resources”***

***“Global Economics & Brexit”***

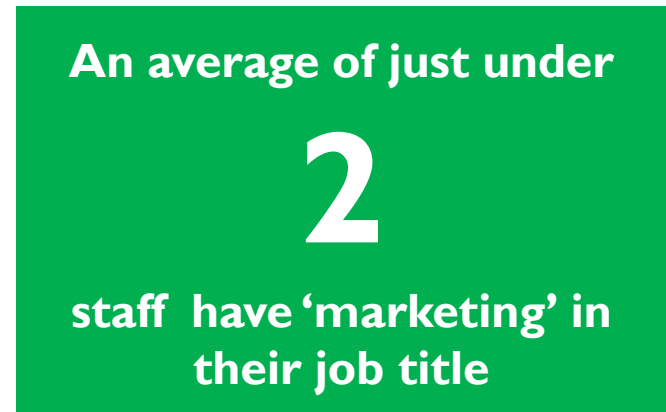


# Nearly 1/3 have experienced a reduction in marketing budgets



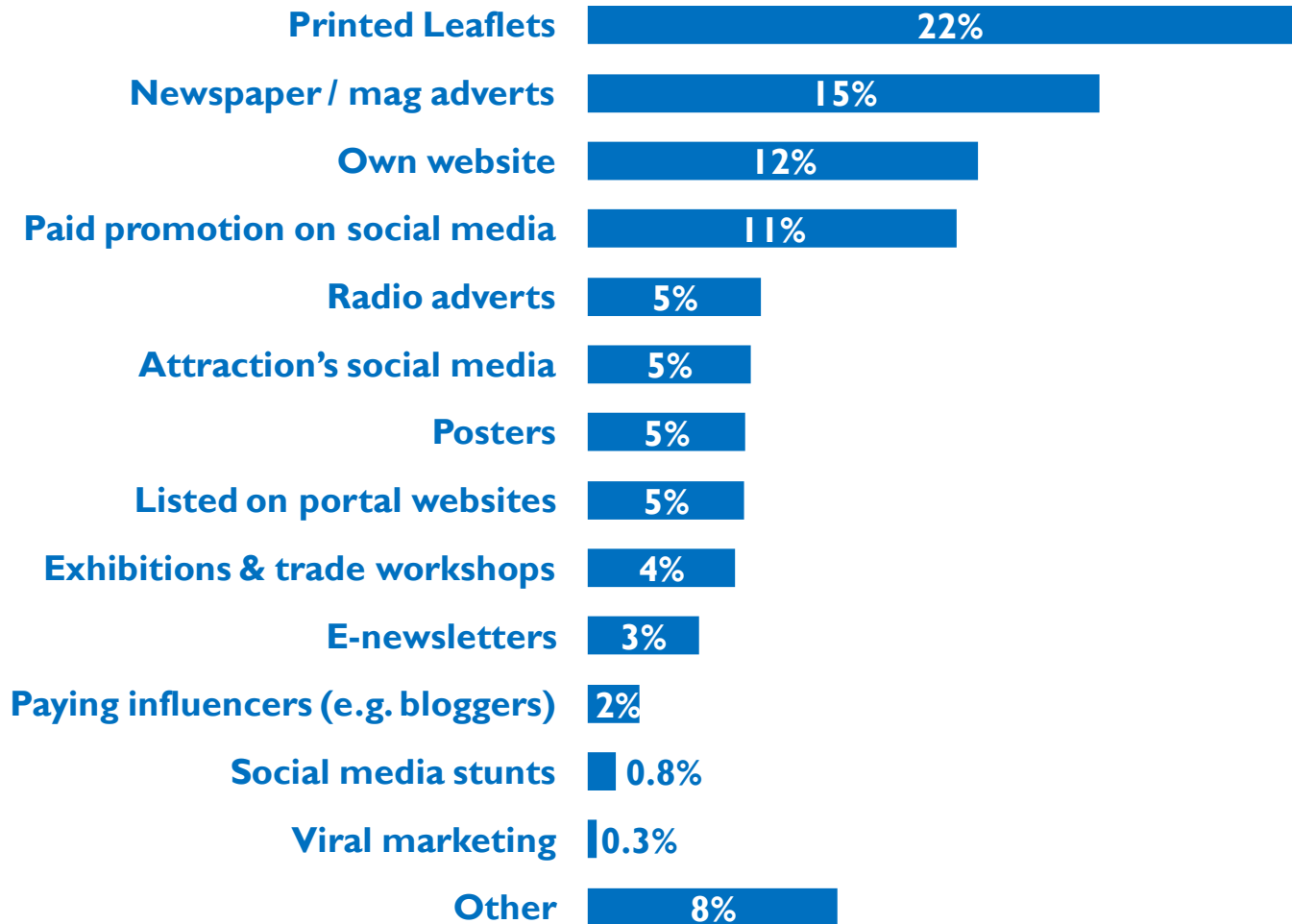


# Still a relatively small proportion of staff involved in marketing



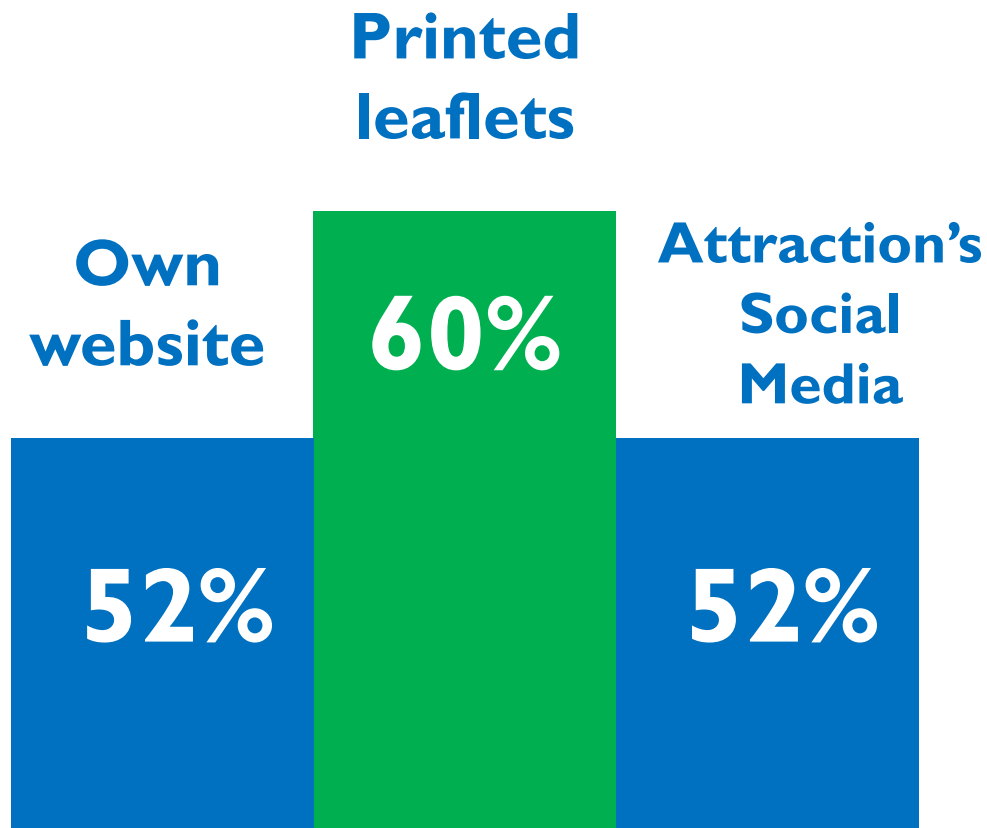
# Printed leaflets still most popular investment

## Percentage of marketing budget



# Printed leaflets also most effective single activity

Percentage in top 3 ranking for effectiveness  
(Percentage out of all respondents)





# But digital more effective overall

When adding all online / digital activities in the top 3 for effectiveness  
(Percentage out of all responses)

**57%**

All digital /  
online  
activities



**36%**

All offline  
activities



*“We carried out a direct response digital campaign on Facebook, Twitter, YouTube & Instagram. This campaign was seen by 14.7 million people, 58.4 million times & led to a 41% growth in visitor numbers across our sites.*

*This campaign has been judged to be substantially successful, so much so that we have had to revise upwards our visitor targets for 2018/19.*

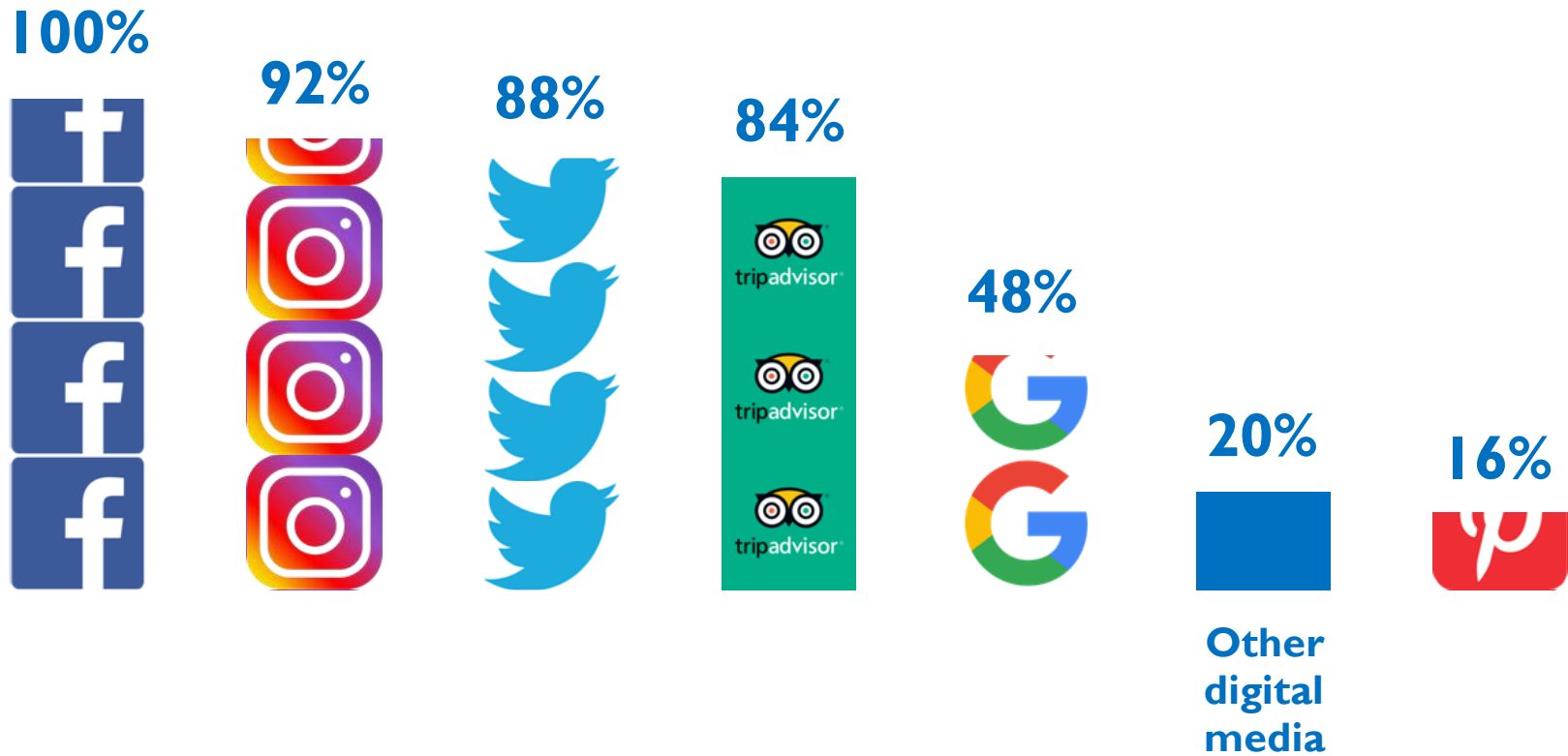
*The halo effect around this campaign was such that in Dec, even though we had no major campaigns running, visitor figures were up 87%.*

*We have therefore decided as an organisation to adopt digital marketing as our preferred channel for communication with our audiences.”*

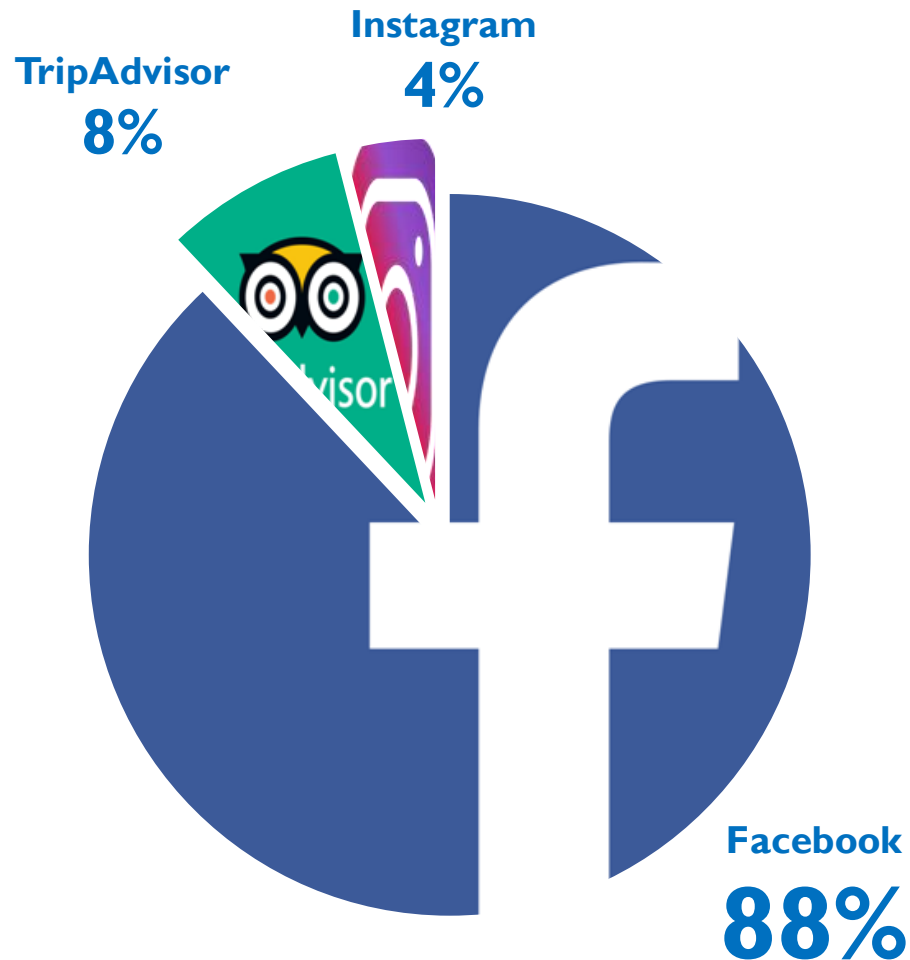


# Facebook top digital media for pro-active promotion

Social media pro-actively used on a regular basis



# Facebook also seen as most effective



*“Event promotion on Facebook has also been very successful.”*

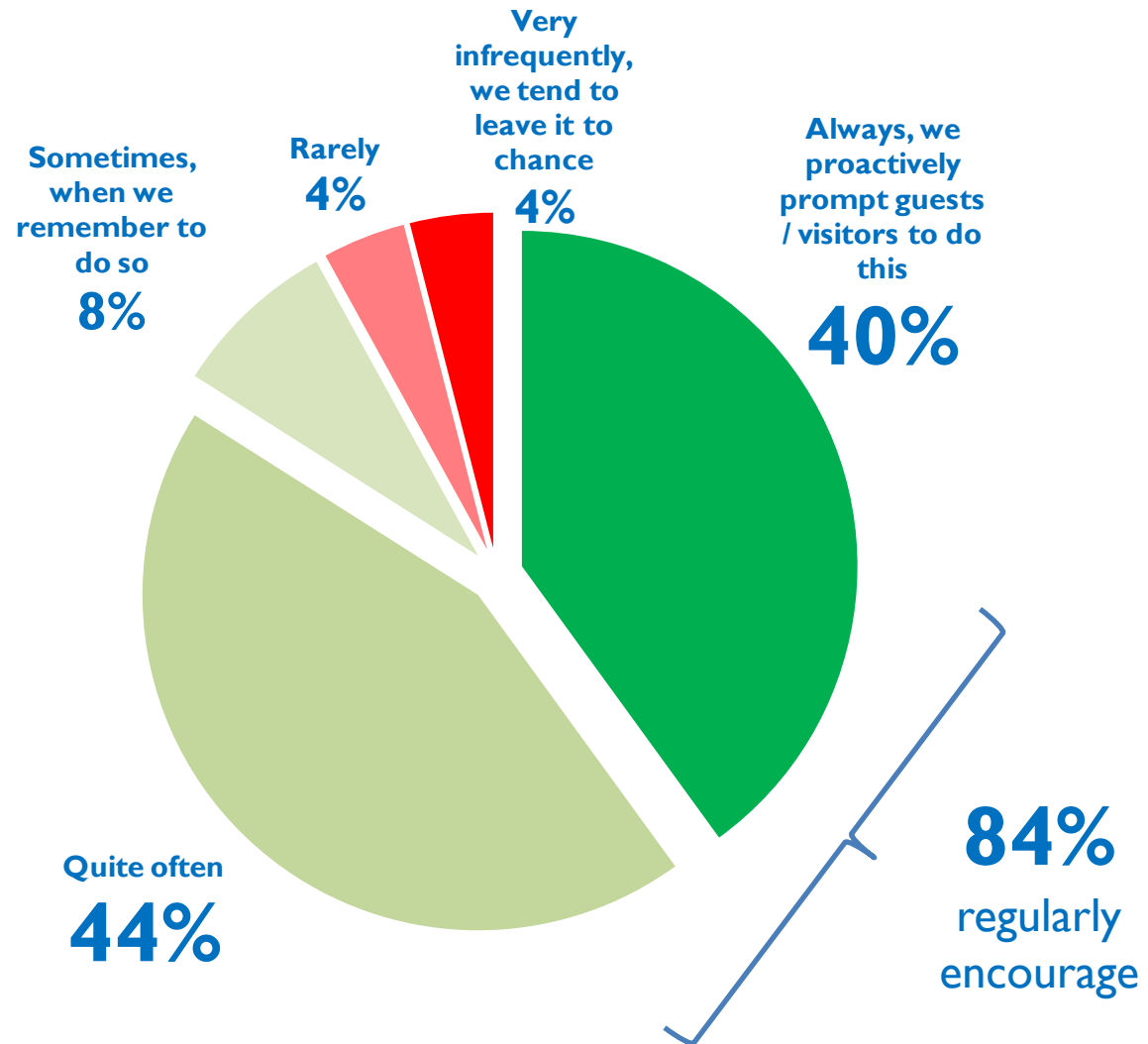
*“Paid for Facebook ... gave us a 1 million reach”*

*“Really pushed the use of Facebook (in particular) to hook into our potential audience. In previous years, the social media side of marketing the attraction has not been utilised to its full potential.*

*The increase in our social media activity has most certainly generated new visitors & new interest in the attraction as shown by an increase in visitors especially when the amount of print advertising has been significantly reduced over the same period.”*

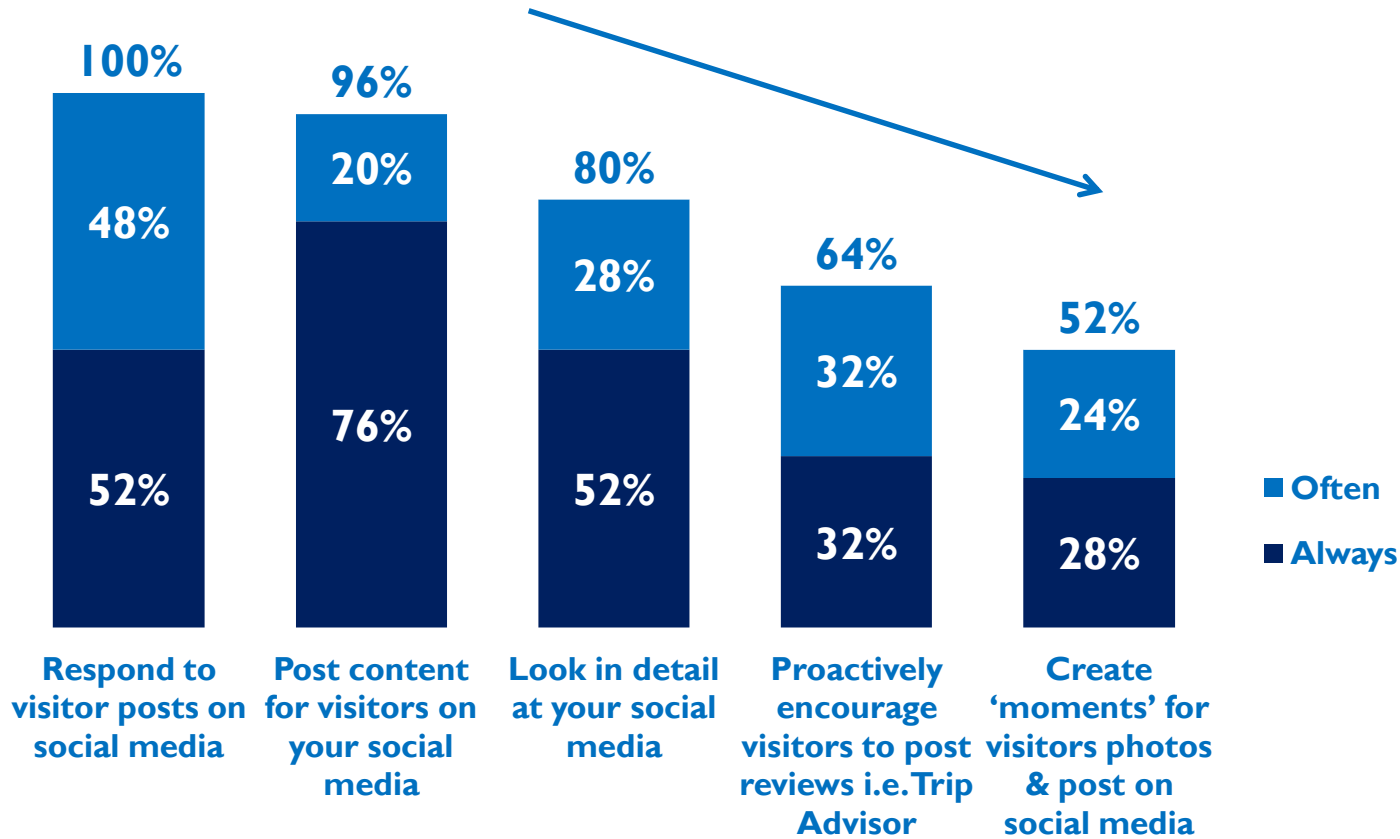


# 8 out of 10 claimed to regularly encourage visitors to share





# But only half regularly create 'moments' for visitors to share



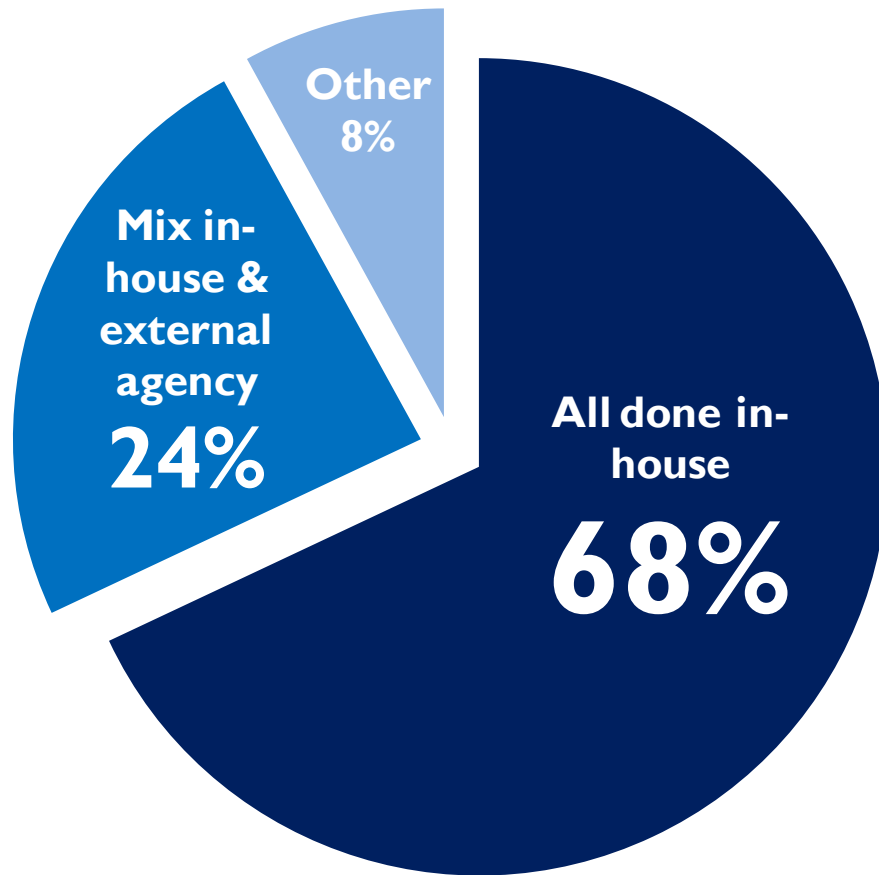


# Lack of time main barrier to more digital

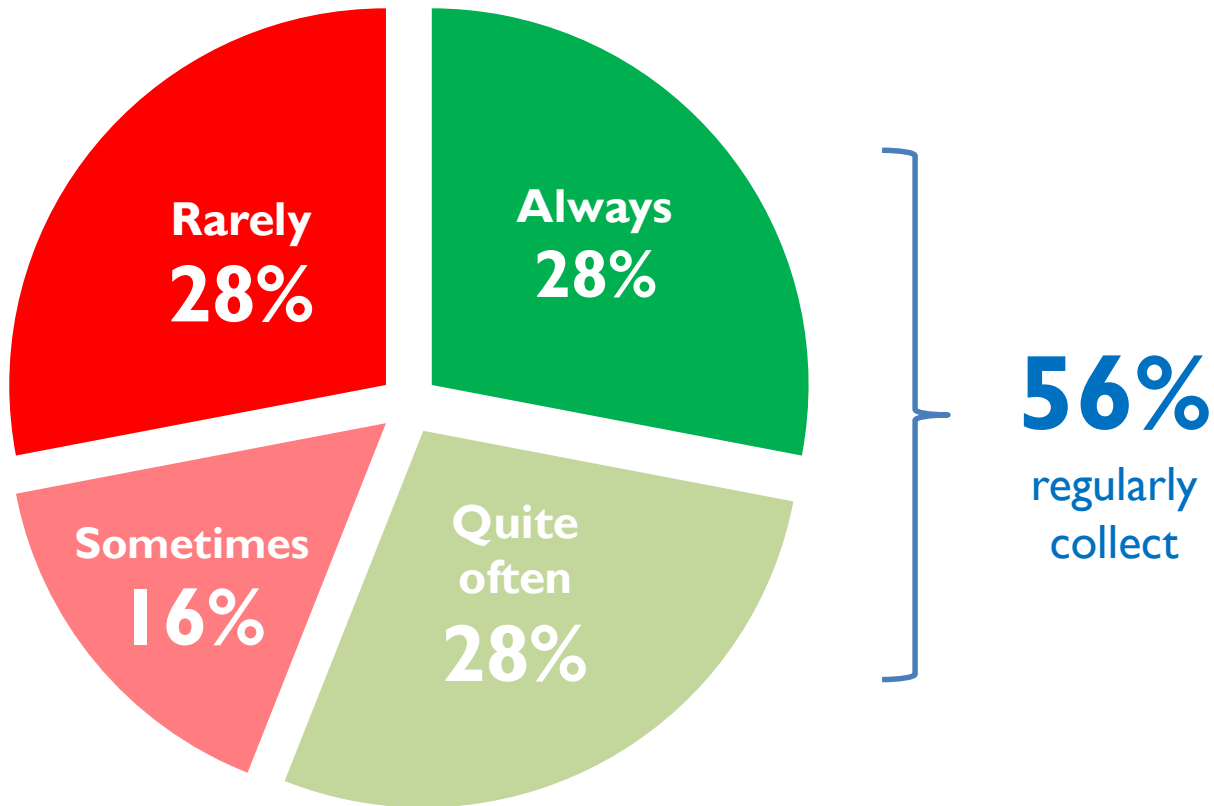




# Most manage social media in-house



# Only just over ¼ 'always' collect visitor details



# Website main collection point

**From our website when visitors buy tickets for our attraction**

**83%**

**Staff ask for contact details at the admission desk**

**50%**

**Via Gift Aid forms**

**22%**

**Box for visitors to post their details into**

**22%**

**Other**

**22%**

**Staff ask for contact details at the exit**

**0%**





# Only 1 in 5 ask for permission to pass on for research

## 20%

specifically ask permission to pass on contact details to third party for market research purposes

And nearly ½ of contacts have been 'lost' due to GDPR

## 46%

The average percentage reduced of e-mail contact databases estimated since the introduction of GDPR



# Other ideas that have worked ...

*“Integrated seasonal campaigns”*

*“Outdoor media always does well for us”*

*“stepped up our PR presence”*

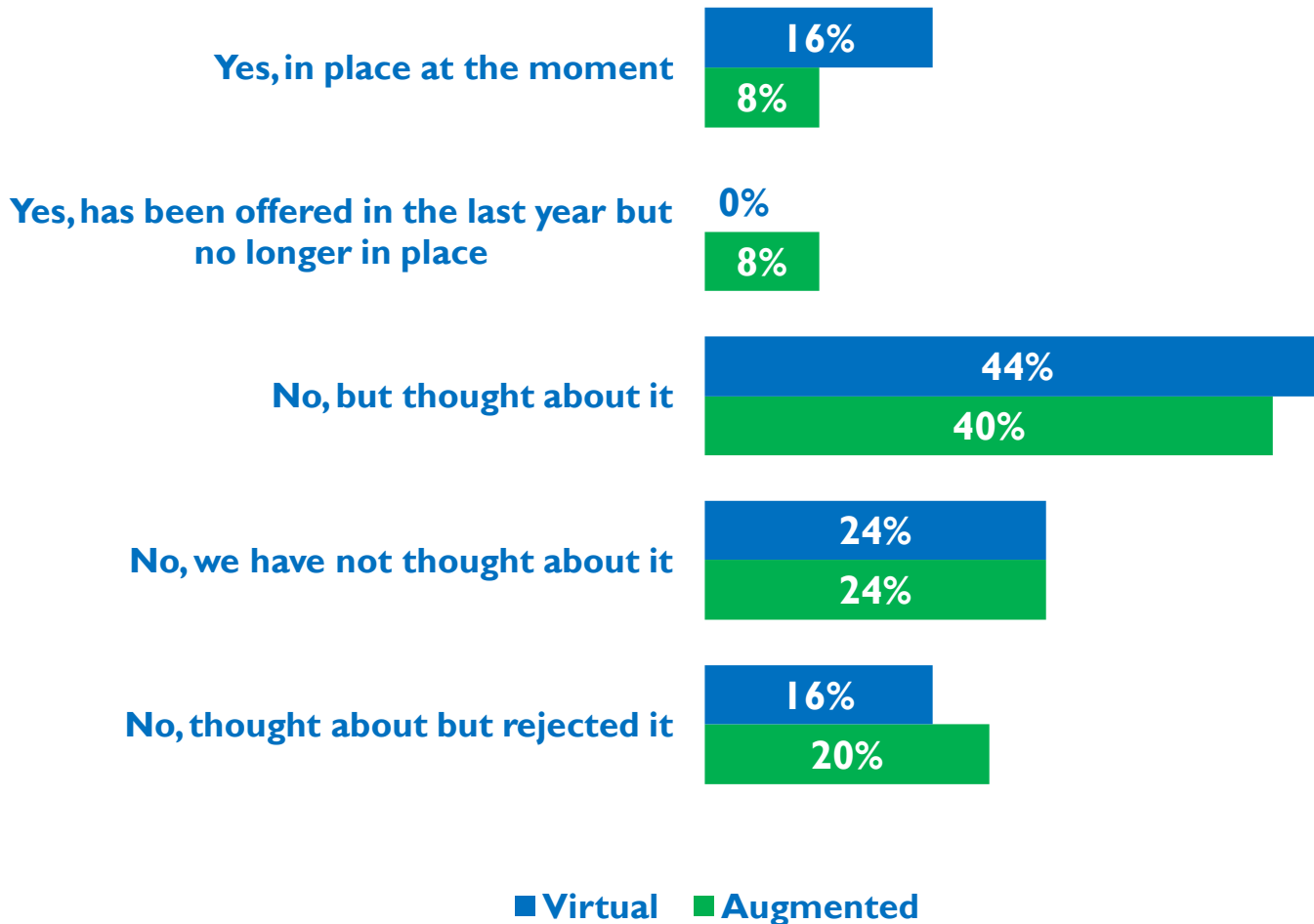
*“Analysed our ticket spend and adjusted our offering accordingly.”*

*“Partnership work, and investing in city-wide advocates has worked well”*

*“anecdotal evidence to suggest that lamppost banners in the town centre and AA event signs worked well.”*

# 6 out 10 either have or thought about Virtual Reality

Compared with slightly less popular Augmented Reality







This research was carried out in compliance with  
ISO 20252, (the International Standard for Market and Social research),  
The Market Research Society's Code of Conduct and UK Data Protection law



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