

TOURISM INTELLIGENCE IN THE NORTH WEST

Location: North West, United Kingdom

Client: North West Development Agency

Services: Tourism Statistics, Surveys



Management, review and reporting of tourism performance in the north west of England

Project Objectives:

- Review of the data collection and processing procedures in the north west (covering Cumbria, Cheshire, Lancashire, Manchester and Liverpool).
- Recommend and assist with the implementation of new surveys, boosting the response rate of existing surveys, and production of reports to better inform the sector of the tourism performance of the north west region.

Our Recommendations:

- The key surveys undertaken in the north west cover accommodation occupancy, visits to tourist attractions, and business performance. All three surveys needed to have their response rates boosted, and changes were required to make the business performance survey more useful.
- A family of reports were created to report on the latest figures (updated monthly) and annual figures, relating to international arrivals, domestic arrivals, accommodation occupancy, visits to attractions, and latest industry trends. These reports were published on the NWDA web site.