

Lincoln Christmas Market Visitor Profile

Visitors to Lincoln Christmas Market were asked a number of questions about their personal characteristics and the reasons for their visit. The table opposite presents the visitor profile that has been generated from the combined results of the 2013 and 2014 surveys.

More than half (56%) of respondents were visitors to Lincoln, and the majority (72%) had made the trip to Lincoln specifically to visit the Christmas Market. The profile has a strong female representation, with women accounting for almost two thirds (63%) of visitors. All age groups are represented in the profile. Around 60% of visitors to the market had an annual household income that fell between £15,000-44,999; this is similar to the UK as a whole where the median household income is £23,200 (ONS, 2013).

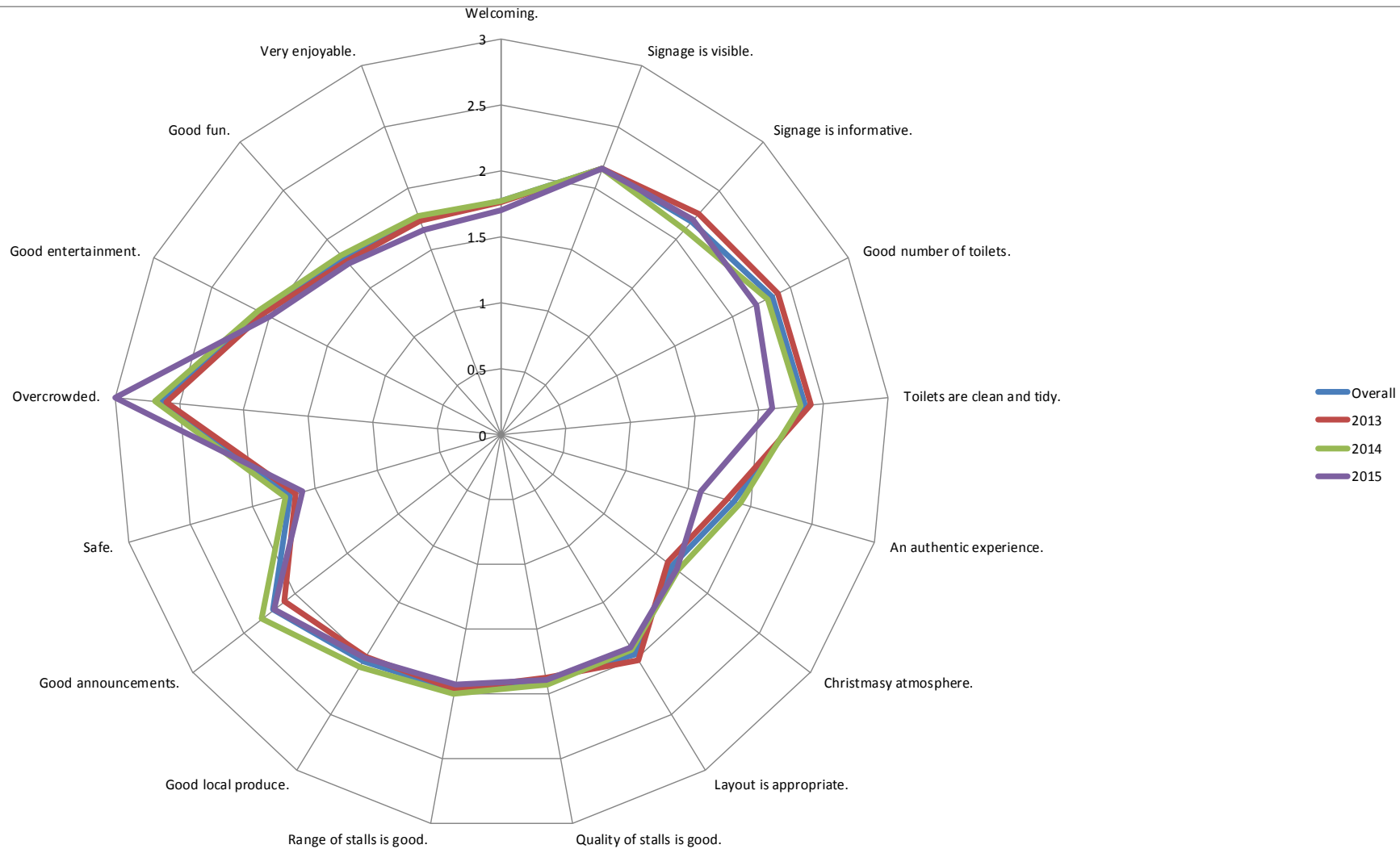
		Percent
Resident or Visitor	Resident	41.4
	Visitor	56.2
Purpose of Visit	To visit Christmas Market	75.0
	To visit Christmas market amongst other things	25.7
	Other	2.0
Gender	Male	37.2
	Female	62.8
Age	22 years or less	9.9
	23-35 years	23.2
	36-50 years	26.3
	51-64 years	26.3
	65 years and over	14.2
Household income	£0-£14,999	9.3
	£15,000-£25,999	28.7
	£26,000-£44,999	30.0
	£45,000-£59,999	17.0
	£60,000-£79,999	9.3
	£80,000 plus	5.7
N=2112		

Lincoln Christmas Market Satisfaction: Trends

Visitor attitudes were measured on a scale of 1 to 5: for all indicators apart from crowding a score of 1 is the most positive. Generally visitors are positive. The table includes both years separately, an indicator of change and combined score. The table is ordered from most to least positive. Although change is represented we should not over interpret as the survey carries a potential +/-3% accuracy. Grey shading represents indicators with below average performance. Average overall satisfaction scores 1.66; increasing from 1.68 in 2013 to 1.64 in 2014.

KPI	Overall	2013	2014	2015
Christmassy atmosphere.	1.66	1.61	1.71	1.7
Safety	1.7	1.65	1.74	2.16
Enjoyable.	1.75	1.74	1.77	2.2
Welcome.	1.77	1.76	1.77	2.2
Fun.	1.81	1.78	1.84	2.1
Authentic experience.	1.87	1.81	1.92	1.6
Quality of stalls	1.9	1.88	1.93	1.7
Appropriate Layout	1.97	2.02	1.92	1.9
Range of stalls	1.98	1.97	2	1.9
Local produce.	2.03	1.99	2.08	1.93
Entertainment.	2.08	2.05	2.1	2
Signage visibility	2.16	2.16	2.16	2.2
Signage information	2.18	2.26	2.1	1.6
Announcements.	2.21	2.1	2.32	3
Toilet facilities: Number	2.34	2.39	2.3	2
Toilets: Clean & Tidy	2.36	2.4	2.32	1.75
Crowding	2.65	2.6	2.69	1.66
		N=708	N=707	N=610

Lincoln Christmas Market: Visitor Satisfaction Graphic The graphic indicate visitor attitudes to the market - as a combined average and for each year separately. The closer to the centre the better the rating: with the exception of overcrowding where a score



to the outer edge is preferable. Although the previous table indicated fluctuations between 2013 and 2014, the diagram indicates some stability.

Expenditure Analysis: Lincoln Christmas Market

Average expenditure per visitor has increased to around £53 per visitor. For every pound spent by visitors to the market only 11 pence can be regarded as additional income to the Lincolnshire Economy. The additional income accruing to the city will be less given the origin of both visitors and stallholders. Whilst, it may seem sensible to compare the net economic benefit (£6.00 per visitor) to the losses reported in the outturn report for the market, strictly speaking we would also need to conduct a wider cost benefit analysis.

		Visitor Scenarios		
		160000	200000	250000
Average Expenditure per capita	£53.00	£8,480,000	£10,600,000	£13,250,000
of which				
Food & Drink	£16.00	£2,560,000	£3,200,000	£4,000,000
Shopping	£23.00	£3,680,000	£4,600,000	£5,750,000
Entertainment	£6.00	£960,000	£1,200,000	£1,500,000
Accommodation	£8.00	£1,280,000	£1,600,000	£2,000,000
% Change in Average Expenditure 2013-14	17.00%			
Additional Average Expenditure per capita Resulting from Market (removing residents & casual visitors and allowing for family groups)	£27.00	£4,320,000	£5,400,000	£6,750,000
Direct Expenditure per capita Retained in Local Economy - allowing for origin of stall holders, accommodation and 10% spend outside market	£14.00	£2,240,000	£2,800,000	£3,500,000
Gross Retained Expenditure inc. multiplier (direct, induced and indirect)	£18.00	£2,880,000	£3,600,000	£4,500,000
Net Income per visitor accruing to local economy after leakage	£6.00	£960,000	£1,200,000	£1,500,000

Notes and caveats

1. Overall visitor expenditure must be treated with extreme caution due to the absence of reliable footfall data. We are of the view that numbers are less than 200,000 but this requires further modeling.

2. In calculating economic impact we have assumed that 10% of visitor spend takes place outside the market; this is based on best estimates from a 2009 survey but the sample size then was less than 150.. This increases the local benefit over and above that from assuming all expenditure is at the market.
3. Multipliers and Leakages are consistent with those used in STEAM models used for the County.