

# Bath Christmas Market Survey 2024

## Draft Report



Produced for and on behalf of Bath and North East Somerset Council  
by  
The South West Research Company Ltd.

February 2025



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## Appendix



# Bath Christmas Market Survey 2024

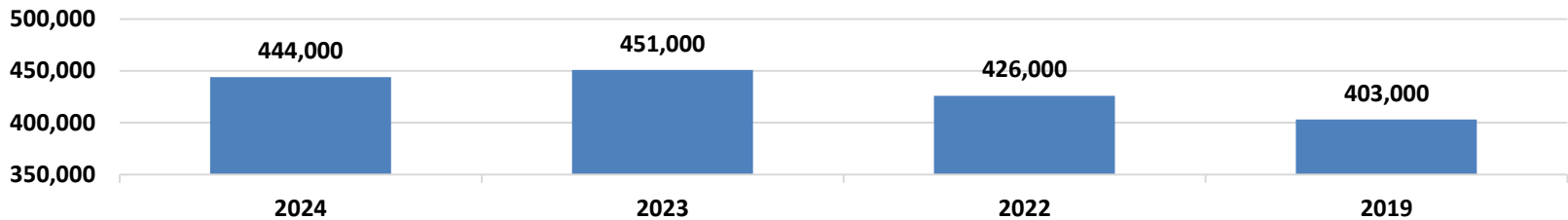
## 2024 Snapshot



# 2024 Snapshot

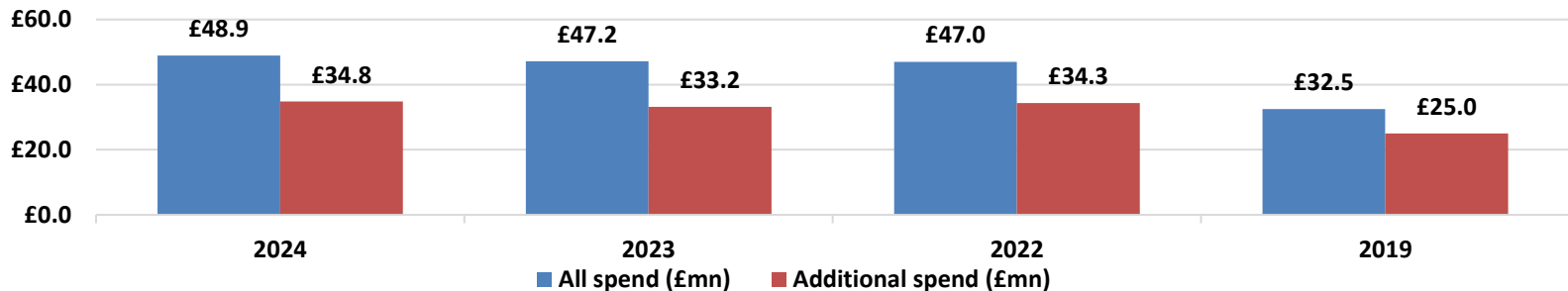
- This report presents the combined findings of a face to face survey of visitors to Bath Christmas Market conducted between the 28<sup>th</sup> November and 15<sup>th</sup> December 2024 and an additional online survey conducted between the 17<sup>th</sup> December 2024 and 6<sup>th</sup> January 2025. It was commissioned by Bath and North East Somerset Council and undertaken by The South West Research Company Ltd.
- Overall, approximately 444,000 people are estimated to have attended the Christmas Market in Bath over the 17-day period between Thursday 28<sup>th</sup> November and Sunday 15<sup>th</sup> December 2024.

### Bath Christmas Market attendance



- All associated spend in Bath for those attending the market was estimated at approximately £49 million. **This figure relates to all spend connected to those attending the market.** So, spend at and away from the market for all visitor types and including the full length of stay in the city for staying visitors (**All spend**).
- All additional associated spend was estimated at approximately £34.8 million This is all spend connected to those attending the market for whom it was the main reason for their staying trip to Bath or the main reason for their day visit to the city – these are classed as influenced visitors and **this is spend that would not have occurred had the market not taken place (Additional spend).**

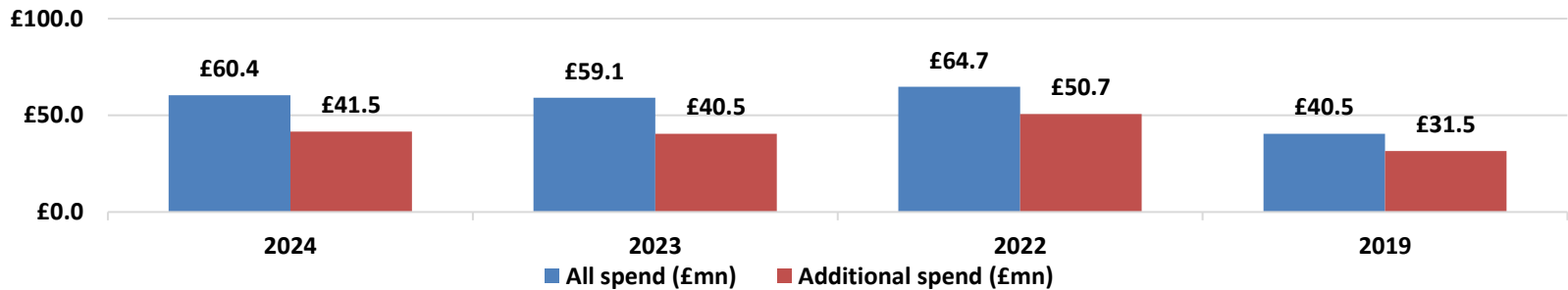
### Bath Christmas Market spend in Bath City



# 2024 Snapshot

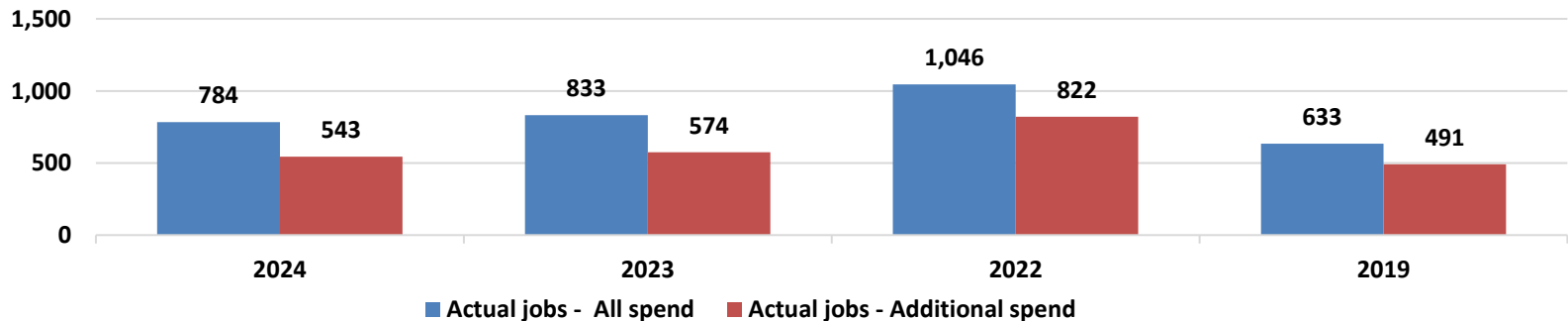
- Business turnover arises as a result of the above market visitor spending, from the purchase of supplies and services locally by businesses in receipt of market visitor spending and as a result of the spending of wages in businesses by employees whose jobs are directly or indirectly supported by market visitor spending.
- The total business turnover derived from all associated spend was estimated at approximately £60.4m (All spend). Total business turnover derived from all additional associated spend was estimated at approximately £41.5m (Additional spend).

### Bath Christmas Market business turnover in Bath City



- The number of FTE's supported as a result of all associated spend was 572 or 784 actual jobs (All spend). The number of FTE's supported as a result of all additional associated spend was 397 or 543 actual jobs (Additional spend).

### Bath Christmas Market actual employment supported in Bath City



# 2024 Snapshot

- At 22%, the proportion of staying visitors to the market decreased by 5% and 6% compared with 2023 and 2022 respectively whilst, at 57%, day visitors remained relatively stable compared with 2023 (59%) and 2022 (58%). The proportion of residents visiting the market, at 21%, increased by 6% compared with 2023 and 2022 (15% each).
- At 9% the proportion of adults with children groups visiting the market decreased by 1% compared with 2023 but remained 1% higher than during 2022.
- The average group size at 2.37 people (0.14 children and 2.24 adults) has also decreased compared with 2.45 people during 2023 but increased compared with 2.10 people during 2022.
- The key changes in age profile compared to 2023 were: a 5% increase in visitors aged 65+ years (17% 2024 & 12% in 2023); a 4% increase in visitors aged 16-24 years (15% 2024 & 11% 2023); a 5% decrease in visitors aged 55-64 years (14% 2024 & 19% 2023) and a 4% decrease in visitors aged 25-34 years (17% 2024 & 21% 2023).
- 96% of all visitors were from the UK, compared with 94% during 2023 and 97% during 2022. 4% were from overseas (6% and 3% during 2023 and 2022 respectively). 58% of all visitors lived in the South West of England (54% 2023 and 56% 2022) including 23% within the BA postcode area (18% and 19% during 2023 and 2022 respectively). 37% lived elsewhere in the UK (41% in each case during 2023 and 2022)..
- At 2.11 nights, the average length of stay amongst those visitors staying overnight in Bath during their visit to the market was higher than during the 2023 survey (1.91) but remained lower than during 2022 (2.24 nights).
- As in previous years, attendance at the market (amongst online survey respondents) was highest during the Friday to Sunday periods. In contrast to previous years (when the peak weekend has always been the second weekend of the market) and due to the market having to close on Saturday 7<sup>th</sup> December for safety reasons due to the high storms expected because of Storm Darragh, the peak weekend in 2024 was the first weekend Friday 29<sup>th</sup> November – Sunday 1<sup>st</sup> December.
- 21% of day visitors who were on holiday staying outside of the city were staying in nearby Bristol, compared with 20% in each case during the 2023 and 2022 surveys.

# 2024 Snapshot

- 91% of staying visitors said they would consider returning to Bath for a short break at another time of the year compared with 92% in 2023 and 95% in 2022.
- On average visitors had spent 3.80 hours or 3 hours 48 minutes at the Christmas Market during 2024 – just 13 minutes shorter than during 2023 (4.01 hours or 4 hours 1 minute) and just 8 minutes shorter than during 2022 (3.96 hours or 3 hours 56 minutes).
- At 33%, the proportion of first time visitors to the Christmas market remained at a similar level to 2023 (34%) but remained 4% lower than during 2022 (37%).
- 45% of all visitors made the decision to visit the market in the two months leading up to the event compared with 49% in 2023 and 52% in 2022. A combined total of 36% said they either visited every year (32%) or decided to visit at last years' market (4%), compared with 31% and 30% during 2023 and 2022 respectively.
- Car/van etc. (50%) was once again the most popular form of transport used to travel to Bath, although there was a slight decrease in the proportion of visitors travelling to the city via this method compared with both the 2023 and 2022 surveys (54% and 53% respectively). 10% of visitors had travelled to the market on a scheduled bus serviced – and increase of 2% and 3% respectively compared with 2023 and 2022 and most likely the result of the increased number of residents to the market in 2024.
- 51% of respondents who had arrived in the city by car/van etc. had used a city centre car park compared with 55% in 2023 and 54% in 2022. 26% had used the city's park & ride facility – an increase of 2% compared with 2023 (24%) but remaining 9% lower than the proportion doing so during 2022 (35%).
- 73% of visitors indicated that the Christmas Market was their main reason for visiting the city, a similar proportion to both 2023 and 2022 (72% and 75% respectively).
- 20% of respondents whose main reason for visiting Bath was not because of market said they worked or studied in the city (18% during 2023 and 12% during 2022). 18% were visiting friends or relatives who lived in the city (22% and 21% respectively during 2023 and 2022).

# 2024 Snapshot

- 71% of respondents in each case indicated that they had/or were planning to have a meal out in Bath (74% in each case during 2023 and 2022) and had/or were planning to do other shopping in Bath outside of the market (70% in 2023 and 79% in 2022). 17% had/or were planning to visit a tourist attraction in the city (18% and 23% respectively during 2023 and 2022).
- 45% of visitors were prompted to visit the market from a previous visit (49% in 2023 and 48% in 2022), whilst a further 22% had been recommended to visit it (compared with 25% in each case during 2023 and 2022).
- 12% were prompted to visit via a social media site such as Facebook, Twitter or Instagram etc. (12% in 2023 and 14% in 2022) and 6% via the internet (7% in each case during 2023 and 2022). 3% were prompted to visit via online advertising (2% and 3% respectively in 2023 and 2022) and 1% by a coach operator (same proportion as both 2023 and 2022).
- There was a significant increase during 2024 in the proportion of visitors using the internet to search for information about Bath Christmas Market (61%) compared with 36% in 2023 and 50% in 2022. 25% in each case had used it to source information and to book their accommodation etc. online (36% and 38% respectively in 2023 and 2022) and/or to search for Christmas shopping ideas generally, an 11% decrease compared with 2023 (36%) and compared with 26% during 2022.
- 70% were following the market on Instagram, a significant increase compared with 2023 (48%) and 2022 (43%). In contrast, 49% said they had been following the market on Facebook, a significant decrease compared with the 85% doing so in 2023 and 71% doing so in 2022. Just 1% were following the market on Twitter, a decrease of 5% in each case compared with 2023 and 2022 (6% each).
- 34% said they had been influenced to visit by the marketing/promotional materials they had seen, a 15% increase compared with 19% during 2023 and a 14% increase compared with 20% during 2022.
- Average visitor spend per person per day at the Bath Christmas Market 2024 was £31.31, compared with £26.83 during 2023 and £30.15 during 2022.
- In addition, visitors spent an average of £29.73 on shopping elsewhere in the city, £31.60 on eating and drinking, £4.90 on entertainment and £11.83 on travel and transport, all increases compared with 2023 spend.



# 2024 Snapshot

- Visitor satisfaction levels with their Bath Christmas Market experience, whilst remaining at a good level across the board, did decrease for all aspects compared with 2023 and 2022 satisfaction levels. The highest average scores were for the quality of the stalls (4.31), the site decoration, lighting etc. (4.30) and the overall atmosphere (4.27) and 5 of the 11 indicators explored by the survey received an average score of 4.12 or more. The number of new traders (3.73), range of catering facilities (3.95), ease of finding way around/signage (3.92), visitor information available on site (3.81), ease of getting around the site/accessing the stalls (3.98) and quality of entertainment (3.95) all received average scores of less than 4.00.
- At 4.17 out of 5.00, visitors' overall rating of Bath Christmas Market remained high but at a lower level than during the 2023 and 2022 markets (4.37 each).
- The 2024 Bath Christmas Market achieved a good recommendation score of +19% but it did decrease by -14% compared with the 2023 market score and by -20% compared with the 2022 market score
- 8% of visitors attending the market said they had accessibility needs (7% 2023). The majority of these visitors (78%) said they had not visited the accessibility section on the Bath Christmas Market website prior to and/or during their visit (78%), an increase of 8% compared with the 2023 survey (70%). Just 5% said they had visited it prior to their visit (15% 2023) and 9% had done so during their visit (same proportion as 2023).
- Satisfaction levels (amongst those visitors with accessibility needs) with the accessibility information available on the market website at 3.33 decreased compared with the 2023 survey (3.53), whilst the satisfaction score for the market overall in terms of accessibility at 3.40 received a higher average score than during 2023 (3.27). Nonetheless, as was the case during 2023, both scores were considerably lower than the scores for all other indicators explored about the market. 25% of respondents rated the information available about the accessibility of the market as 'poor' (11% 2023) whilst 18% rated the market overall in terms of accessibility as 'poor' (same proportion as during 2023) suggesting room for improvement in these areas in the future.
- 65% of online survey respondents who had not visited the Christmas Market during 2024 said they had visited it previously (73% in 2023 and 71% in 2022), whilst 30% said they had never visited it (23% and 29% respectively during 2023 and 2022).
- 61% of online survey respondents who had not visited the 2024 market said had visited another Christmas market instead and 36% of these respondents said they chose to do so in direct preference to visiting Bath Christmas Market (50% each in 2023 and 2022).

# Bath Christmas Market Survey 2024



## Key Findings & Recommendations



# Key Findings & Recommendations

- Another successful year in 2024 for Bath Christmas Market which was, once again, hugely influential in attracting visitors and bringing new money into Bath in the run up to Christmas. With 444,000 visitors generating £41.5 million business turnover in the city that wouldn't have occurred without the market taking place (supporting over 500 jobs), the economic importance of the event should not be understated.
- The positive images of the city displayed in the media as a result of the event, along with the free word of mouth advertising from satisfied Christmas Market visitors will undoubtedly also go on to generate further visits to the city in the future.
- Whilst attendance was slightly lower in 2024 compared to 2023, it should be noted that a peak days trading was lost on December 7<sup>th</sup> December due to Storm Darragh which led to the market being closed for safety reasons. Under normal circumstances its highly likely that 2024 attendance would have exceeded the previous years' record numbers. The attendance is also likely to be influenced by the slightly later timing of the market in 2024 and all of this should be considered against national reports of declining footfall on the UK highstreets in November and December 2024.
- In terms of marketing, over a third of visitors (34%) were influenced to visit the Christmas Market as a result of advertising promotional materials that they had seen which is by far the largest proportion influenced in recent years and should be viewed as a success. There are some changes to internet and social media usage reported amongst visitors in 2024, in particular a large increase in people following the market on Instagram, which could lead to greater influence in future years.
- Those attending clearly enjoy the event and, for many, it is seen as integral part of their plans in the build up to the Christmas period each year and visitor satisfaction remains high. However, satisfaction levels decreased across the board in 2024 compared to 2022 and 2023 highlighting the need to strive for continuous improvement on the offering for Christmas Market users to retain their custom.
- The importance of continuing to research and monitor the market is clear to help with highlighting and addressing any issues which are identified by the survey findings. This continues to be even more important moving forward in an ever increasingly competitive market place and will allow for informed local initiatives to be developed to offer an ever improving product for visitors along with marketing guidance for the event organisers.

# Bath Christmas Market Survey 2024

## Introduction



# Background

This report presents the combined findings of a face to face survey of visitors to Bath Christmas Market conducted between the 28<sup>th</sup> November and 15<sup>th</sup> December 2024 and an additional online survey conducted between the 17<sup>th</sup> December 2024 and 6<sup>th</sup> January 2025. It was commissioned by Bath and North East Somerset Council and undertaken by The South West Research Company Ltd. Research into Bath Christmas Market has been undertaken since 2003 (please note that there was no Christmas Market held in Bath during 2020 and 2021 due to the Covid-19 pandemic).

As in previous years, the 2024 research was designed to provide up-to-date information on the profile, origin and opinions of visitors to Bath Christmas Market. In addition, it was designed to enable comparisons to be made with the previous visitor surveys conducted from 2014 onwards (when there was a change in the survey methodology\*) in order to monitor improvements made to the Christmas Market product through local initiatives.

## Research objectives

- To collect up-to-date information on the origin, profile, behaviour and opinions of visitors to the market to help improve understanding of the impact of it and provide the basis for tourism policies.
- Where possible, make comparisons with the previous studies undertaken since 2014 to identify any emerging trends and monitor any improvements made in order that informed decisions can continue to be made in relation to marketing initiatives and facility provision.
- To provide information on the average level and composition of visitor expenditure in the area.

\* From 2014 onwards the survey has included both a face to face and online survey, prior to 2014 it was a face to face survey only.

# Methodology

- A face to face survey was conducted between the 28<sup>th</sup> November and 15<sup>th</sup> December 2024, with the exception of Saturday 7<sup>th</sup> December when the market had to close for safety reasons due to the high storms expected because of Storm Darragh.
- Adults (aged 16+ yrs) were sampled on a random basis in and around the area occupied by Bath Christmas Market.
- 15 interviewing sessions, each lasting approximately 6 hours (typically between 10am and 4pm), were undertaken over the survey period.
- A total of 405 questionnaires were completed.
- In addition to the face to face survey, a link to an online version of the survey was also emailed out by Bath & North East Somerset Council to their Christmas Market consumer dataset a couple of days after the market had finished on Tuesday 17<sup>th</sup> December 2025, as well as promoting the survey on their social media channels.
- A total of 670 useable online survey responses were submitted by the closing date on Monday 6<sup>th</sup> January 2025, including 647 respondents who had visited the 2024 market and 23 non/lapsed visitors who were included in this research.
- The two approaches above resulted in a combined survey sample of 1,052 respondents who had visited the 2024 Bath Christmas Market and 23 non/lapsed visitors for analysis purposes.

# Analysis segments

Throughout this report results are presented for all visitors as well as a breakdown by visitor type. A number of additional analysis segments have also been derived from the survey data to aid with the interpretation of findings and the understanding gained through this research where useful and appropriate within the report.

The survey analysis segments and their associated sample sizes are shown below. The abbreviations used for each segment type throughout this report are also shown in brackets.

## Survey method:

- Face to face survey (sample 405) **(F2F)**
- Online survey (sample 647) **(ONLINE)**

## Visitor type:

- Local resident (Sample 216) **(LOCAL)**
- Day visitor (Sample 600) **(DAY)**
- Staying visitor in Bath (Sample 236) **(STAYING)**

## Group composition:

- Adults visiting with children (Sample 37) **(ADULTS WITH CHILDREN)**
- Adults visiting without children (Sample 362) **(ADULTS ONLY)**

## Previous visitors to Bath Christmas Market:

- First time visitor to Bath Christmas Market (Sample 350) **(FIRST TIME BCM)**
- Repeat visitor to Bath Christmas Market (Sample 702) **(REPEAT BCM)**

## Bath Christmas Market main reason for visiting Bath:

- Market main reason for visiting Bath (Sample 768) **(MAIN REASON)**
- Market not main reason for visiting Bath (Sample 284) **(OTHER REASON)**

# Statistical reliability

- All sample surveys are subject to statistical error. The size of this error varies with the sample size and also with the order of magnitude of the research findings being considered.
- The survey results in this report are presented for ‘all visitors’ and separately for Bath ‘residents’, ‘day visitors’ and ‘staying visitors’ (as well as a number of additional sub-groups identified previously overleaf where applicable to do so). The table below shows the samples achieved in each of these categories and gives the margins within which one can be 95% certain that the true figures will fall (assuming the sample is random).
- The figures shown are at the 95% confidence limits. Thus, for example, we can be 95% certain that, for all visitors, with a result of 50%, the true percentage is the range 47% to 53%. For the ‘Bath residents’ sample the confidence limits are much wider 43.3% to 56.7%.
- The margins of error shown below should be borne in mind when interpreting the results contained in this report.

	All Visitors	Bath residents	Day visitors	Staying visitors
Research findings	Sample: 1,052	Sample: 216	Sample: 600	Sample: 236
10% or 90%	+/- 1.8%	+/- 4.0%	+/- 2.4%	+/- 3.8%
20% or 80%	+/- 2.4%	+/- 5.3%	+/- 3.2%	+/- 5.1%
30% or 70%	+/- 2.8%	+/- 6.1%	+/- 3.7%	+/- 5.8%
40% or 60%	+/- 3.0%	+/- 6.5%	+/- 3.9%	+/- 6.3%
50%	+/- 3.0%	+/- 6.7%	+/- 4.0%	+/- 6.4%



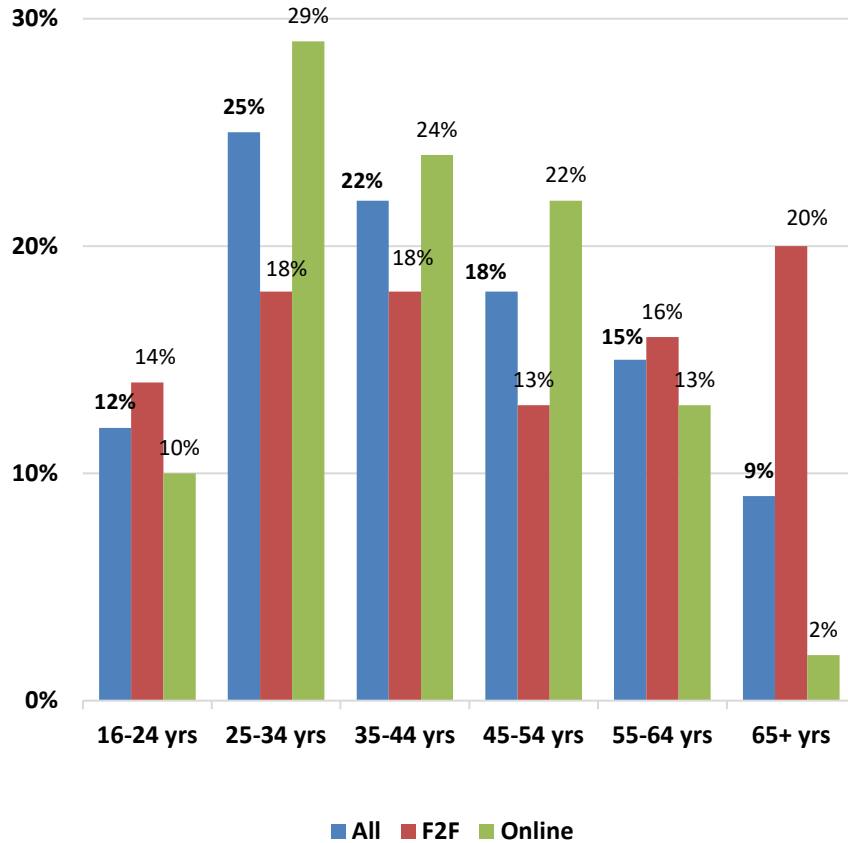
# Trend data

- Due to the number of years that the survey has been undertaken it is becoming increasingly difficult to include a full breakdown of all the survey results by all the survey years in the main report. The change in methodology from the 2014 survey onwards also means that the data prior to this is not strictly comparable.
- The results in the slides to follow therefore concentrate on the 2024 survey data, along with a breakdown of this data by the analysis segments identified on the previous page. Also provided is a comparison with the last three years' data results 2021 – 2023 for all visitors only. For the economic impact section 2019 data is also displayed to demonstrate the post Covid recovery.
- For a full breakdown of the results by survey year from 2014 onwards, please refer to the Trend Data 2014 – 2024 chapter at the back of this report.

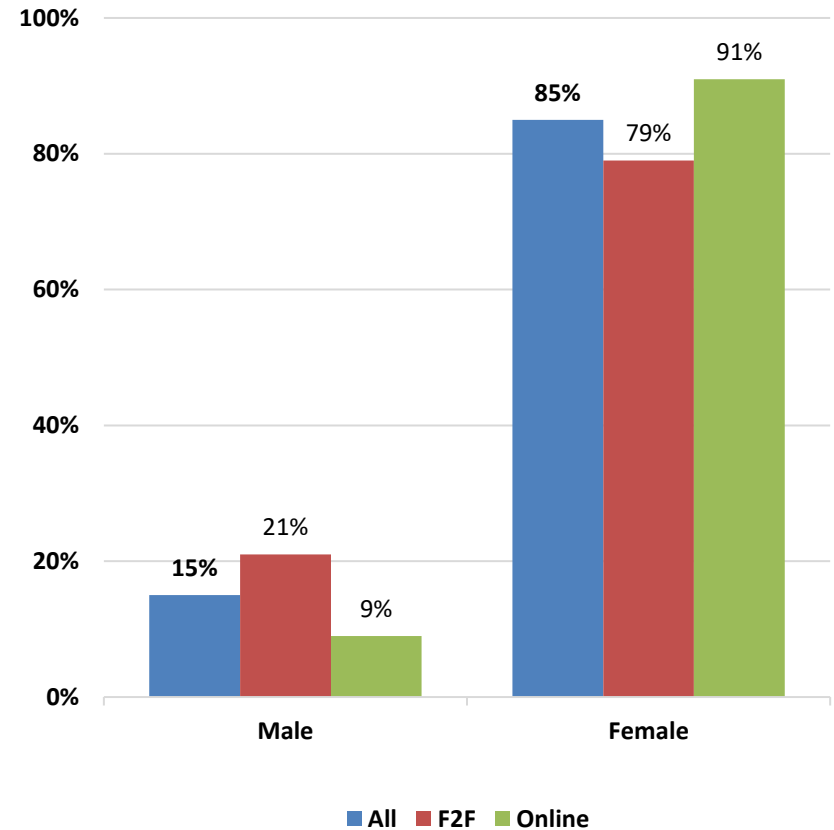
59% of respondents taking part in the survey were aged 44 years or under.

85% of all respondents were female.

Survey respondent age group



Survey respondent gender



- The largest proportions of respondents taking part in the survey were aged 25-44 years (47%). 33% were aged 45-64 years, 12% were aged 16-24 years and 9% were aged 65+ years.

- 85% of all respondents participating in the survey were female and 15% were male.

# Bath Christmas Market Survey 2024

## Estimating the Economic Value of the 2024 Market



# The 2024 Bath Christmas Market attracted approximately 327,000 unique visitors.

- Overall, approximately 444,000 people are estimated to have attended the Christmas Market in Bath over the 18-day period between Thursday 28<sup>th</sup> November and Sunday 15<sup>th</sup> December 2024. This figure is estimated from local data provided for transportation usage in the city alongside Bath seasonality data and survey data and compares with 451,000 people attending the market in 2023, 426,000 in 2022 and 403,000 in 2019 (pre-Covid).
- Of the total 444,000 people visiting the market over the 18 days approximately 327,000 are estimated to have been unique visitors to the event. When this figure was further analysed by those who said that the market was their *main* reason for visiting Bath, an estimate of approximately 227,000 unique visitors was calculated.
- The unique visitor counts below shows the total number of individuals attending over the market period by visitor type. Whilst total attendance for the market is actually higher than this (444,000) it is assumed that residents visited the market only once during the course of the day but that day and staying visitors may have made more than one visit during their trip. Therefore, an average of 1.5 visits has been assumed for these visitors i.e., for every two people visiting the market one will have visited the market twice during the course of the day and hence why the unique visitors figure is smaller.

Attendee counts by type	All visitors	Average no. visits	All unique visitors	Main reason for visit to Bath	Main reason for visit to Bath Unique visitors
On staying trip (STAYING IN BATH CITY)	98,000	1.5	65,000	77%	50,000
On staying trip (STAYING OUTSIDE BATH CITY)	31,000	1.5	21,000	85%	18,000
On a day trip from home	222,000	1.5	148,000	85%	126,000
A local resident /work in Bath	93,000	1	93,000	35%	33,000
<b>Total 2024</b>	<b>444,000</b>		<b>327,000</b>		<b>227,000</b>
Total 2023	451,000		323,000		224,000
Total 2022	426,000		306,000		220,000
Total 2019	403,000		284,000		221,000

Please note that figures may not sum due to rounding

# Estimating the economic impact of the market.

- To establish the additional monies brought into the local economy through the Christmas Market, the face to face and online visitor surveys asked respondents if the Bath Christmas Market was the main reason for their choosing to visit Bath on this occasion.
- This report looks at visitor expenditure on two levels as shown below;
- **All associated spend** – This is all spend connected to those attending the market. So, spend at the market and away from the market for all visitor types and including the full length of stay in the city for staying visitors.
- **All additional associated spend** – This is all spend connected to those attending the market for whom the Christmas Market was the main reason for their staying trip to Bath or the main reason for their day visit to the city – these are classed as influenced visitors. This covers all spend at and away from the market for all influenced visitor types.
- Further economic outputs contained within this chapter for business turnover and employment supported by visitor spend have been estimated using multipliers from the Cambridge Model.
- The Cambridge Model is a computer-based model developed to calculate estimates of the volume, value and economic impact of tourism on a County or District basis. It draws on the combined experience of PA Cambridge Economic Consultants Ltd, Geoff Broom Associates and the Regional Tourist Boards and utilises a standard methodology capable of application throughout the UK. It therefore offers the potential for direct comparisons with similar destinations throughout the country. The approach was the subject of independent validation (R.Vaughan, Bournemouth University) in December 1994. The Model was judged robust and the margins of error acceptable and in line with other modelling techniques.
- The multipliers used for this economic evaluation are the same as those used to calculate Bath & North East Somerset data for their Value of Tourism report in 2023 which was the last year that the area took part in the annual study undertaken by The South West Research Company (for further details of the Cambridge Model see Appendix 3).

# Estimating the economic impact of the market.

- Further economic outputs contained within this chapter for business turnover and employment supported by visitor spend refer to the following terms which are explained below;

<b>Total business turnover</b>	Business turnover arises as a result of tourist spending, from the purchase of supplies and services locally by businesses in receipt of visitor spending and as a result of the spending of wages in businesses by employees whose jobs are directly or indirectly supported by tourism spending
<b>Direct employment</b>	Employment arising as a direct result of visitor expenditure
<b>Indirect employment</b>	Employment arising from the purchase of supplies and services by those in receipt of direct visitor expenditure
<b>Induced Employment</b>	Income induced employment arises from expenditure by employees whose jobs are supported by tourism spend
<b>FTE's</b>	Full time equivalent jobs

# All associated spend was estimated at approximately £48.9 million, an increase of 4% compared to 2023.

## All associated spend

- The spend figures contained within this section relate to the total number of attendees at the Bath Christmas Market, whether influenced to visit by the presence of the market or not. This is all spend connected to those attending the event. So, spend at the market and outside the market for all visitor types and including the full length of stay in the city for staying visitors.

ALL ASSOCIATED SPEND	Bath Christmas Market	Other shopping	Food & Drink	Entertainment	Travel & Transport	Total Excl. accommodation	Accommodation	TOTAL INCL. ACCOMM.
On staying trip (STAYING IN BATH CITY)	£2,999,000	£2,884,000	£4,716,000	£1,110,000	£1,091,000	£12,799,000	£9,658,000	£22,457,000
Day visitors	£5,204,000	£4,308,000	£4,132,000	£425,000	£2,517,000	£16,586,000	-	£16,586,000
A local resident /work in Bath	£2,044,000	£2,538,000	£1,493,000	£69,000	£264,000	£6,408,000	-	£6,408,000
<b>ALL SPEND</b>	<b>£10,247,000</b>	<b>£9,730,000</b>	<b>£10,342,000</b>	<b>£1,604,000</b>	<b>£3,872,000</b>	<b>£35,793,000</b>	<b>£9,658,000</b>	<b>£45,451,000</b>
Other staying visitor spend in Bath	£0	£1,089,000	£1,087,000	£495,000	£769,000	£3,440,000	£0	£3,440,000
<b>TOTAL SPEND 2024</b>	<b>£10,247,000</b>	<b>£10,818,000</b>	<b>£11,429,000</b>	<b>£2,098,000</b>	<b>£4,641,000</b>	<b>£39,232,000</b>	<b>£9,658,000</b>	<b>£48,890,000</b>
<b>TOTAL SPEND 2023</b>	<b>£8,863,000</b>	<b>£10,161,000</b>	<b>£9,821,000</b>	<b>£2,125,000</b>	<b>£4,234,000</b>	<b>£35,205,000</b>	<b>£11,970,000</b>	<b>£47,175,000</b>
<b>TOTAL SPEND 2022</b>	<b>£9,220,000</b>	<b>£10,554,000</b>	<b>£9,108,000</b>	<b>£3,367,000</b>	<b>£2,862,000</b>	<b>£35,111,000</b>	<b>£11,875,000</b>	<b>£46,986,000</b>
<b>TOTAL SPEND 2019</b>	<b>£6,770,000</b>	<b>£7,268,000</b>	<b>£6,151,000</b>	<b>£1,070,000</b>	<b>£1,151,000</b>	<b>£22,411,000</b>	<b>£10,125,000</b>	<b>£32,536,000</b>

# All associated additional spend was estimated at approximately £34.8 million, an increase of 5% compared with 2023.

## All additional associated spend

- The spend figures contained within this section relate to the total number of visitors that were influenced to visit Bath by the presence of the Christmas Market in the city. This is all spend connected to those attending the market for whom it was the main reason for their staying trip to Bath or the main reason for their day visit to the city – these are classed as influenced visitors. This covers all spend at and outside the market for all influenced visitor types.

<b>ALL ASSOCIATED ADDITIONAL SPEND</b>	<b>Bath Christmas Market</b>	<b>Other shopping</b>	<b>Food &amp; Drink</b>	<b>Entertainment</b>	<b>Travel &amp; Transport</b>	<b>Total Excl. accommodation</b>	<b>Accommodation</b>	<b>TOTAL INCL. ACCOMM.</b>
<b>On staying trip (STAYING IN BATH CITY)</b>	£2,197,000	£2,207,000	£3,387,000	£764,000	£732,000	£9,287,000	£7,437,000	£16,724,000
<b>Day visitors</b>	£4,209,000	£3,639,000	£3,276,000	£323,000	£1,865,000	£13,312,000	-	£13,312,000
<b>A local resident /work in Bath</b>	£681,000	£883,000	£488,000	£22,000	£80,000	£2,153,000	-	£2,153,000
<b>ALL SPEND</b>	<b>£7,086,000</b>	<b>£6,728,000</b>	<b>£7,152,000</b>	<b>£1,109,000</b>	<b>£2,677,000</b>	<b>£24,752,000</b>	<b>£7,437,000</b>	<b>£32,189,000</b>
<b>Other staying visitor spend in Bath</b>	£0	£838,000	£837,000	£381,000	£592,000	£2,648,000	£0	£2,648,000
<b>TOTAL SPEND 2024</b>	<b>£7,086,000</b>	<b>£7,567,000</b>	<b>£7,989,000</b>	<b>£1,490,000</b>	<b>£3,270,000</b>	<b>£27,401,000</b>	<b>£7,437,000</b>	<b>£34,838,000</b>
<b>TOTAL SPEND 2023</b>	£6,170,000	£7,100,000	£6,862,000	£1,491,000	£2,969,000	£24,591,000	£8,619,000	£33,210,000
<b>TOTAL SPEND 2022</b>	£6,595,000	£7,596,000	£6,588,000	£2,431,000	£2,086,000	£25,295,000	£9,025,000	£34,320,000
<b>TOTAL SPEND 2019</b>	£5,242,000	£5,611,000	£4,744,000	£820,000	£879,000	£17,296,000	£7,695,000	£24,991,000



# Estimating business turnover & employment.

In order to estimate the total business turnover and employment generated as a result of the Bath Christmas Market taking place in the city it was necessary to re-align the previous spend categories with those used within The Cambridge Model as shown in the tables on the following page. A number of adjustments and assumptions were made including:

- The re-aligned Retail category includes 'Other shopping' spend plus 66% of the Christmas Market spend which is assumed to have been spent on goods.
- The re-aligned 'Catering' category includes 'Food & Drink' spend plus 34% of the Christmas Market spend which is assumed to have been spent on food and drink.
- The calculations also assume that staying visitors only visit the market on one day.
- The day visitor spend category consists of all day visitor spending plus 33% of residents spend which is assumed to be additional with the remainder likely to have been displaced from elsewhere in the city.
- Based upon previous research it is assumed that 40% of travel and transport spend will take place at the origin of the trip rather than at the destination

## Re-aligned spend input categories.

<b>ALL ASSOCIATED SPEND – CAMBRIDGE MODEL GROUPINGS</b>	<b>ACCOMMODATION</b>	<b>RETAIL</b>	<b>CATERING</b>	<b>ATTRACTIONS</b>	<b>TRANSPORT</b>	<b>TOTAL</b>
Staying	£9,657,969	£5,951,348	£6,822,504	£1,604,223	£1,860,192	£25,896,235
Day	£0	£11,629,493	£8,089,895	£493,956	£2,780,695	£22,994,040
<b>TOTAL ASSOCIATED SPEND 2024</b>	<b>£9,657,969</b>	<b>£17,580,841</b>	<b>£14,912,399</b>	<b>£2,098,179</b>	<b>£4,640,887</b>	<b>£48,890,274</b>
<b>TOTAL ASSOCIATED SPEND 2023</b>	£11,970,343	£16,010,918	£12,834,241	£2,125,340	£4,234,361	£47,175,203
<b>TOTAL ASSOCIATED SPEND 2022</b>	£11,875,119	£15,185,385	£11,196,270	£3,270,517	£2,668,724	£44,196,014
<b>TOTAL ASSOCIATED SPEND 2019</b>	£10,125,344	£10,876,087	£8,039,099	£1,070,323	£1,144,332	£31,255,185

<b>ALL ADDITIONAL ASSOCIATED SPEND - CAMBRIDGE MODEL GROUPINGS</b>	<b>ACCOMMODATION</b>	<b>RETAIL</b>	<b>CATERING</b>	<b>ATTRACTIONS</b>	<b>TRANSPORT</b>	<b>TOTAL</b>
Staying	£7,436,636	£4,494,696	£4,971,360	£1,145,138	£1,324,524	£19,372,354
Day	£0	£6,856,130	£4,944,713	£330,129	£1,891,268	£14,022,239
<b>TOTAL ADDITIONAL ASSOCIATED SPEND 2024</b>	<b>£7,436,636</b>	<b>£11,350,826</b>	<b>£9,916,072</b>	<b>£1,475,267</b>	<b>£3,215,792</b>	<b>£33,394,593</b>
<b>TOTAL ADDITIONAL ASSOCIATED SPEND 2023</b>	£8,618,647	£10,515,223	£8,686,739	£1,472,195	£2,905,692	£32,198,496
<b>TOTAL ADDITIONAL ASSOCIATED SPEND 2022</b>	£9,025,090	£11,434,795	£8,421,496	£2,396,122	£2,014,918	£33,292,421
<b>TOTAL ADDITIONAL ASSOCIATED SPEND 2019</b>	£7,695,262	£8,657,183	£6,310,478	£820,021	£875,536	£24,358,480

Local business turnover as a result of the total additional associated spending at the market was estimated at approximately £41.5 million.

<b>LOCAL BUSINESS TURNOVER SUPPORTED BY VISITOR SPENDING</b>		
	<b>ALL ASSOCIATED SPEND</b>	<b>ALL ADDITIONAL ASSOCIATED SPEND</b>
<b>Direct</b>	£47,033,000	£32,109,000
<b>Supplier &amp; income induced</b>	£13,355,000	£9,388,000
<b>Total 2024</b>	<b>£60,388,000</b>	<b>£41,497,000</b>
<b>Total 2023</b>	£59,119,000	£40,502,000
<b>Total 2022</b>	£64,737,000	£50,728,000
<b>Total 2019</b>	£40,507,000	£31,505,000

Approximately 400 FTEs were supported as a result of the total additional associated spending at the market.

<b>EMPLOYMENT SUPPORTED BY VISITOR SPENDING</b>		
<b>Full time equivalent</b>	<b>ALL ASSOCIATED SPEND</b>	<b>ALL ADDITIONAL ASSOCIATED SPEND</b>
<b>Direct</b>	384	265
<b>Indirect</b>	136	96
<b>Induced</b>	52	36
<b>Total 2024</b>	<b>572</b>	<b>397</b>
<b>Total 2023</b>	609	420
<b>Total 2022</b>	781	618
<b>Total 2019</b>	463	359

543 actual jobs were supported as a result of the total additional associated spending at the market.

<b>EMPLOYMENT SUPPORTED BY VISITOR SPENDING</b>		
<b>Estimated actual</b>	<b>ALL ASSOCIATED SPEND</b>	<b>ALL ADDITIONAL ASSOCIATED SPEND</b>
<b>Direct</b>	569	392
<b>Indirect</b>	155	110
<b>Induced</b>	59	41
<b>Total 2024</b>	<b>784</b>	<b>543</b>
<b>Total 2023</b>	833	574
<b>Total 2022</b>	1,046	822
<b>Total 2019</b>	633	491

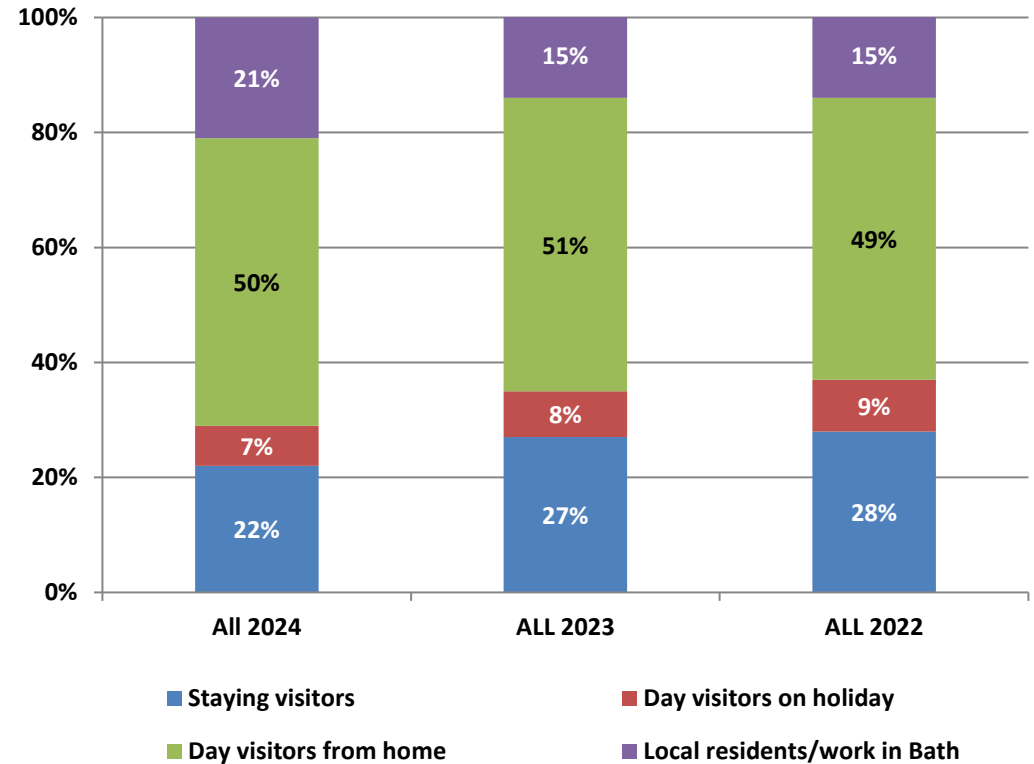
# Bath Christmas Market Survey 2024

## Visitor Profile



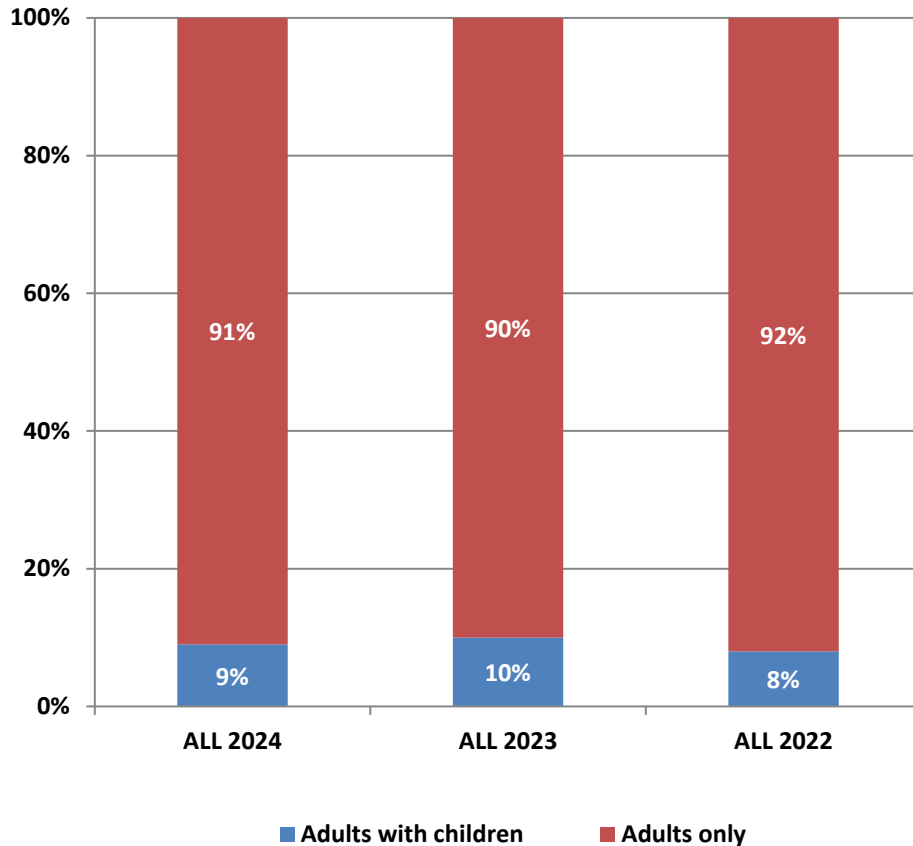
## Decrease in staying visitors and an increase in residents.

- At 22%, the proportion of staying visitors to the market decreased by 5% and 6% compared with 2023 and 2022 respectively whilst, at 57%, day visitors remained relatively stable compared with 2023 (59%) and 2022 (58%). The proportion of residents visiting the market, at 21%, increased by 6% compared with 2023 and 2022 (15% each).
- Looking at the analysis segments a higher proportion of first time visitors to the Christmas market were either staying overnight in the city or visiting the city from a nearby holiday base. A higher proportion of adults visiting with children were on a day visit from home and a higher proportion of respondents visiting the city for an other reason were local residents/worked in Bath.



Visitor type	ALL 2024	F2F	ONLINE	ADULTS WITH CHILDREN	ADULTS ONLY	FIRST TIME BCM	REPEAT BCM	MAIN REASON	OTHER REASON
Staying visitors	22%	22%	23%	3%	25%	34%	17%	24%	19%
Day visitors on holiday	7%	6%	7%	5%	7%	13%	4%	8%	4%
Day visitors from home	50%	51%	50%	62%	49%	47%	52%	58%	27%
Local residents / work in Bath	21%	21%	20%	30%	20%	6%	28%	10%	49%

## Average group size has decreased slightly.



- At 9% the proportion of adults with children groups visiting the market decreased by 1% compared with 2023 but remained 1% higher than during 2022.
- The average group size at 2.37 people (0.14 children and 2.24 adults) has also decreased compared with 2.45 people during 2023 but increased compared with 2.10 people during 2022.

	2024	2023	2022
Ave. children	0.14	0.15	0.09
Ave. adults	2.24	2.30	2.01
Total ave. people	2.37	2.45	2.10

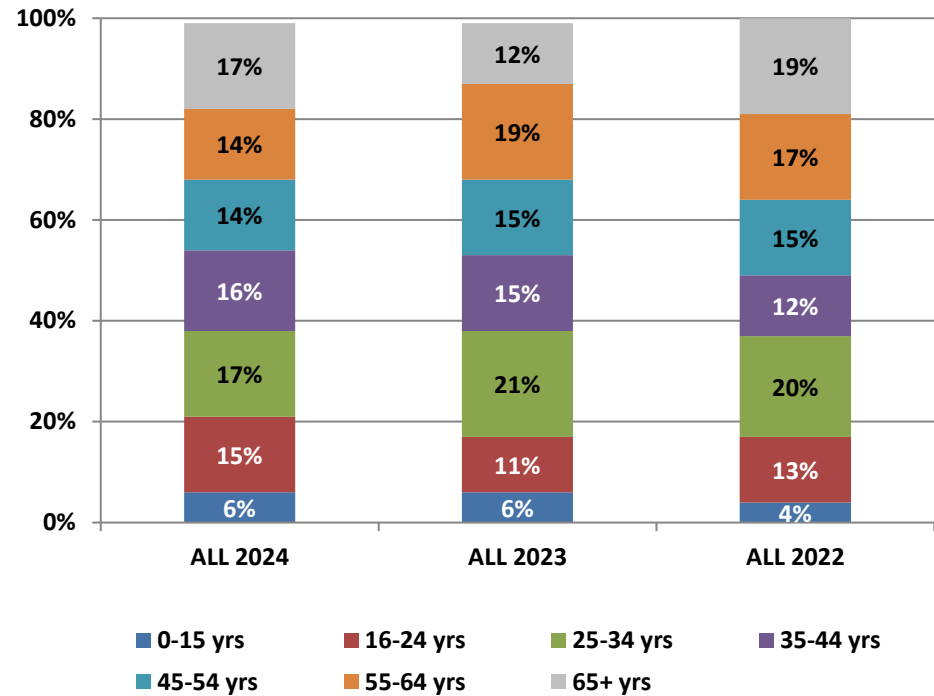
- Looking at the analysis segments only 1% of staying visitors were visiting with children.

Group composition	ALL 2024	LOCAL	DAY	STAYING	FIRST TIME BCM	REPEAT BCM	MAIN REASON	OTHER REASON
Adults with children	9%	13%	11%	1%	7%	11%	9%	9%
Adults only	91%	87%	89%	99%	93%	89%	91%	91%



# Increase in visitors aged 65+years and 16-24 years.

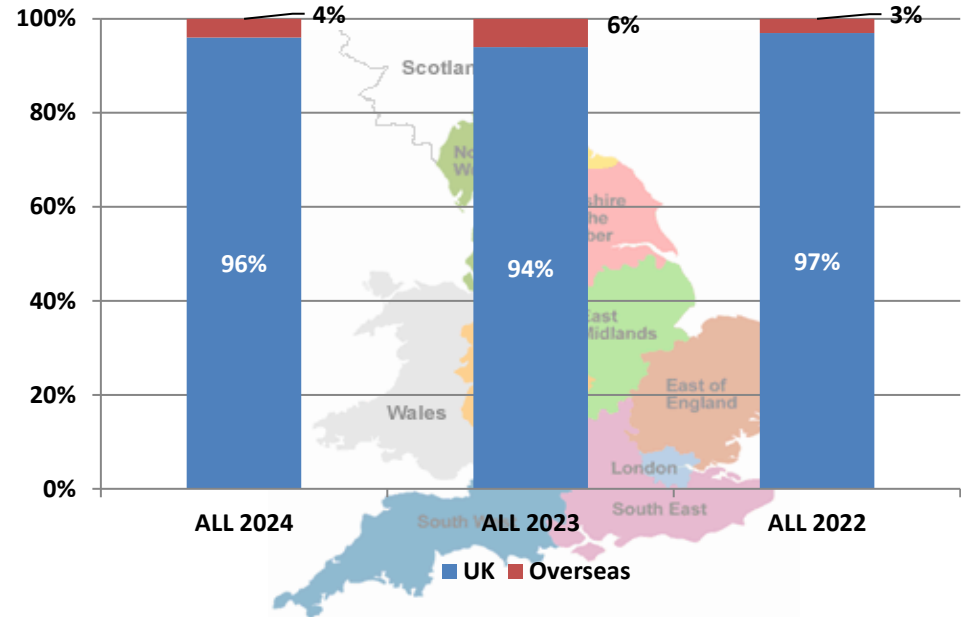
- The key changes in age profile compared to 2023 were:
  - a 5% increase in visitors aged 65+ years (17% 2024 & 12% in 2023)
  - a 4% increase in visitors aged 16-24 years (15% 2024 & 11% 2023)
  - a 5% decrease in visitors aged 55-64 years (14% 2024 & 19% 2023)
  - a 4% decrease in visitors aged 25-34 years (17% 2024 & 21% 2023)
- The 0-15 years, 35-44 years and 45-54 years age groups were similar to 2023 proportions.
- Day and staying visitors showed a similar profile in terms of age and were typically older than local residents.



Age group of people in party / gender	ALL 2023	LOCAL	DAY	STAYING
0-15 years	6%	11%	7%	0%
16-24 years	15%	20%	15%	14%
25-34 years	17%	16%	20%	10%
35-44 years	16%	18%	15%	18%
45-54 years	14%	8%	15%	17%
55-64 years	14%	10%	12%	22%
65+ years	17%	17%	17%	20%
<b>Male</b>	<b>30%</b>	<b>31%</b>	<b>30%</b>	<b>28%</b>
<b>Female</b>	<b>70%</b>	<b>69%</b>	<b>70%</b>	<b>72%</b>

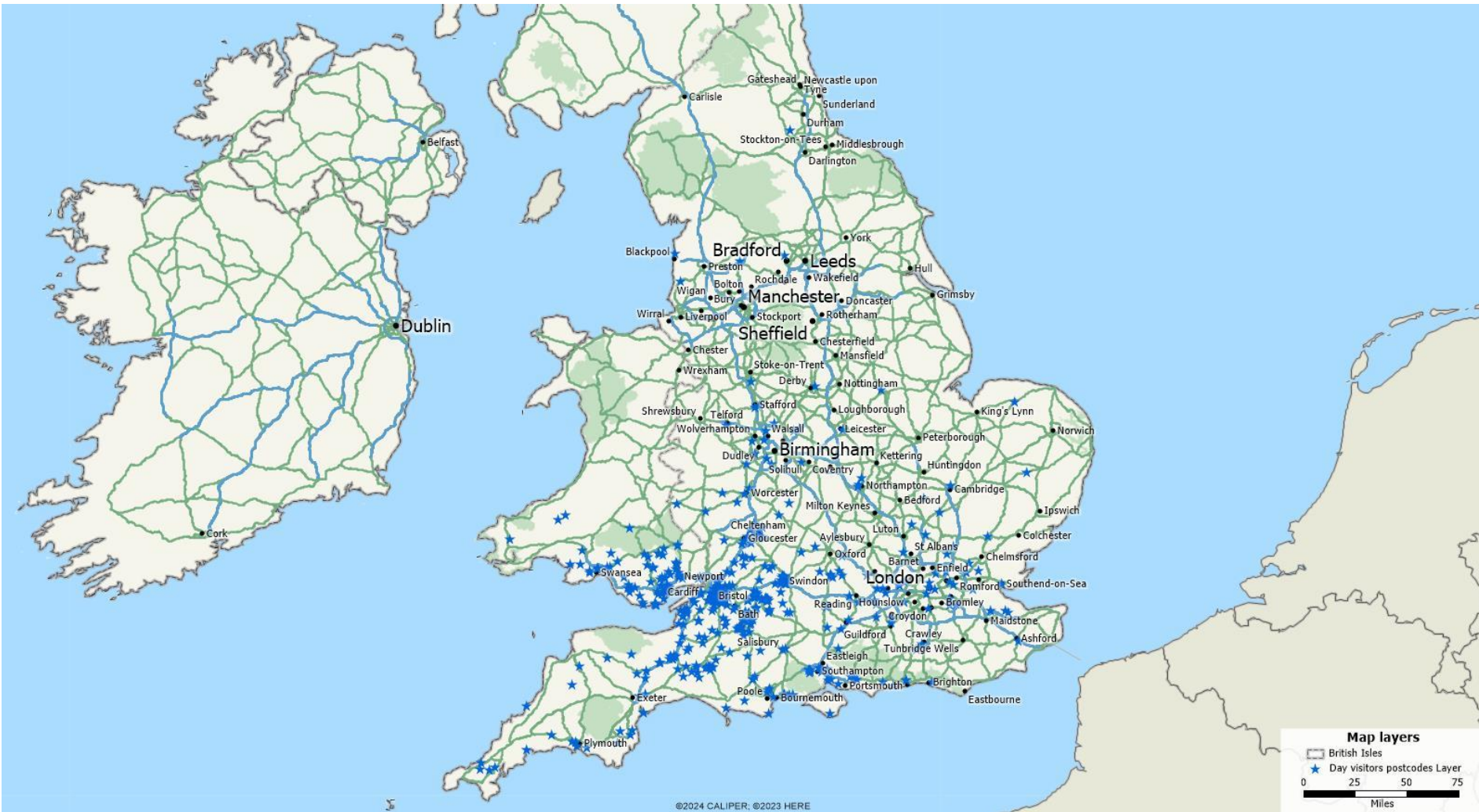
# The proportion of overseas visitors to the market decreased slightly compared with 2023.

- 96% of all visitors were from the UK, compared with 94% during 2023 and 97% during 2022. 4% were from overseas (6% and 3% during 2023 and 2022 respectively).
- 58% of all visitors lived in the South West of England (54% 2023 and 56% 2022) including 23% within the BA postcode area (18% and 19% during 2023 and 2022 respectively). 37% lived elsewhere in the UK (41% in each case during 2023 and 2022).
- The postcodes of both UK day and staying visitors during 2024 have been mapped in the slides to follows.



Postcode area		% of all visitors	Postcode area		% of all visitors	Postcode area		% of all visitors	Postcode area		% of all visitors
BA	Bath	23%	SO	Southampton	2%	RH	Redhill	1%	HR	Hereford	1%
BS	Bristol	13%	EX	Exeter	2%	SP	Salisbury	1%	PE	Peterborough	1%
SN	Swindon	8%	OX	Oxford	2%	TR	Truro	1%	SL	Slough	1%
CF	Cardiff	5%	RG	Reading	2%	SG	Stevenage	1%	WR	Worcester	1%
GL	Gloucester	3%	PO	Portsmouth	2%	HP	Hemel Hempstead	1%	HR	Hereford	1%
TA	Taunton	3%	GU	Guildford	1%	LE	Leicester	1%	<b>Other UK (less than 1% each)</b>		10%
NP	Newport	3%	TQ	Torquay	1%	MK	Milton Keynes	1%	<b>Overseas</b>		4%
BH	Bournemouth	2%	CM	Chelmsford	1%	B	Birmingham	1%			
SA	Swansea	2%	BN	Brighton	1%	DE	Derby	1%			
PL	Plymouth	2%	ME	Medway	1%	DT	Dorchester	1%			

# Day visitors' postcode map.



# Staying visitors' postcode map.





# Bath Christmas Market Survey 2024



## Characteristics of Visits



# The duration of stay in Bath was higher than during 2023.

## The Friday to Sunday periods remained the peak days for visiting the market.

- At 2.11 nights, the average length of stay amongst those visitors staying overnight in Bath during their visit to the market was higher than during the 2023 survey (1.91) but remained lower than during 2022 (2.24 nights).
- As in previous years, attendance at the market (amongst online survey respondents) was highest during the Friday to Sunday periods. In contrast to previous years (when the peak weekend has always been the second weekend of the market) and due to the market having to close on Saturday 7<sup>th</sup> December for safety reasons due to the high storms expected because of Storm Darragh, the peak weekend in 2024 was the first weekend Friday 29<sup>th</sup> November – Sunday 1<sup>st</sup> December.
- Attendance (amongst online survey respondents) was lowest on Tuesday 3<sup>rd</sup> December, Thursday 5<sup>th</sup> December (7%) and Thursday 12<sup>th</sup> December (7% each).

### Days when visited the market (online respondents only)

<b>Thursday 28<sup>th</sup> Nov</b>	10%	<b>Tuesday 3<sup>rd</sup> Dec</b>	7%	<b>Monday 9<sup>th</sup> Dec</b>	9%	<b>Saturday 14<sup>th</sup> Dec</b>	15%
<b>Friday 29<sup>th</sup> Nov</b>	14%	<b>Wednesday 4<sup>th</sup> Dec</b>	9%	<b>Tuesday 10<sup>th</sup> Dec</b>	8%	<b>Sunday 15<sup>th</sup> Dec</b>	11%
<b>Saturday 30<sup>th</sup> Nov</b>	16%	<b>Thursday 5<sup>th</sup> Dec</b>	7%	<b>Wednesday 11<sup>th</sup> Dec</b>	8%	<b>Don't know/can't remember</b>	3%
<b>Sunday 1<sup>st</sup> Dec</b>	9%	<b>Friday 6<sup>th</sup> Dec</b>	10%	<b>Thursday 12<sup>th</sup> Dec</b>	7%		
<b>Monday 2<sup>nd</sup> Dec</b>	9%	<b>Sunday 8<sup>th</sup> Dec</b>	10%	<b>Friday 13<sup>th</sup> Dec</b>	10%		

## 21% of day visitors who were on holiday staying outside of the city were staying in nearby Bristol.

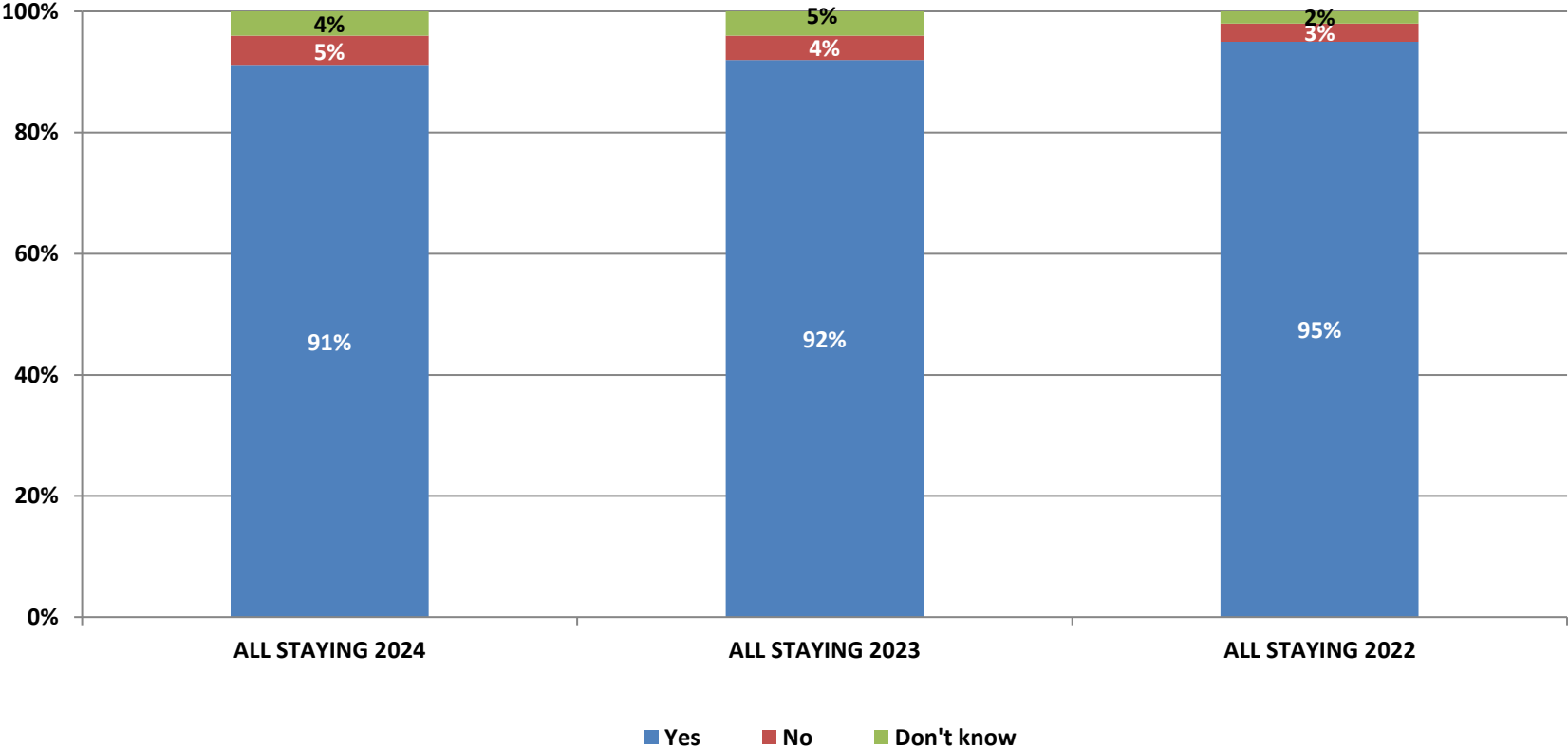
21% of day visitors who were on holiday staying outside of the city were staying in nearby Bristol, compared with 20% in each case during the 2023 and 2022 surveys. A further 10% of day visitors on holiday were staying in Chippenham and 6% in each case in Frome and Swindon. 4% in each case were staying in Bradford on Avon and Wells and 3% in each case in Bathford, Keynsham, London, Midsomer Norton, Trowbridge and Weston-super-Mare.

Location	% of all day visitors on holiday	Location	% of all day visitors on holiday	Location	% of all day visitors on holiday
Bristol	21%	Brinkworth	1%	Monkton Combe	1%
Chippenham	10%	Cardiff	1%	Newbury	1%
Frome	6%	Charlecombe	1%	Oxford	1%
Swindon	6%	Corsham	1%	Reading	1%
Bradford on Avon	4%	Cullompton	1%	Salisbury	1%
Wells	4%	Devizes	1%	Street	1%
Bathford	3%	Freshford	1%	Tortworth	1%
Keynsham	3%	Glastonbury	1%	Warminster	1%
London	3%	Heathfield	1%	Westbury	1%
Midsomer Norton	3%	Holton	1%		
Trowbridge	3%	Larkham	1%		
Weston-super-Mare	3%	Limpley Stoke	1%		
Batheaston	1%	Melksham	1%		

# 91% of staying visitors said they would consider returning to Bath for a short break at another time of the year.

Visitors staying overnight in the city and visiting the market were asked if they would consider returning to Bath for a short break at any other time of the year.

91% said they would, compared with 92% in 2023 and 95% in 2022. 5% said they wouldn't (4% and 3% in 2023 and 2022 respectively) and 4% didn't know (5% in 2023 and 2% in 2022).



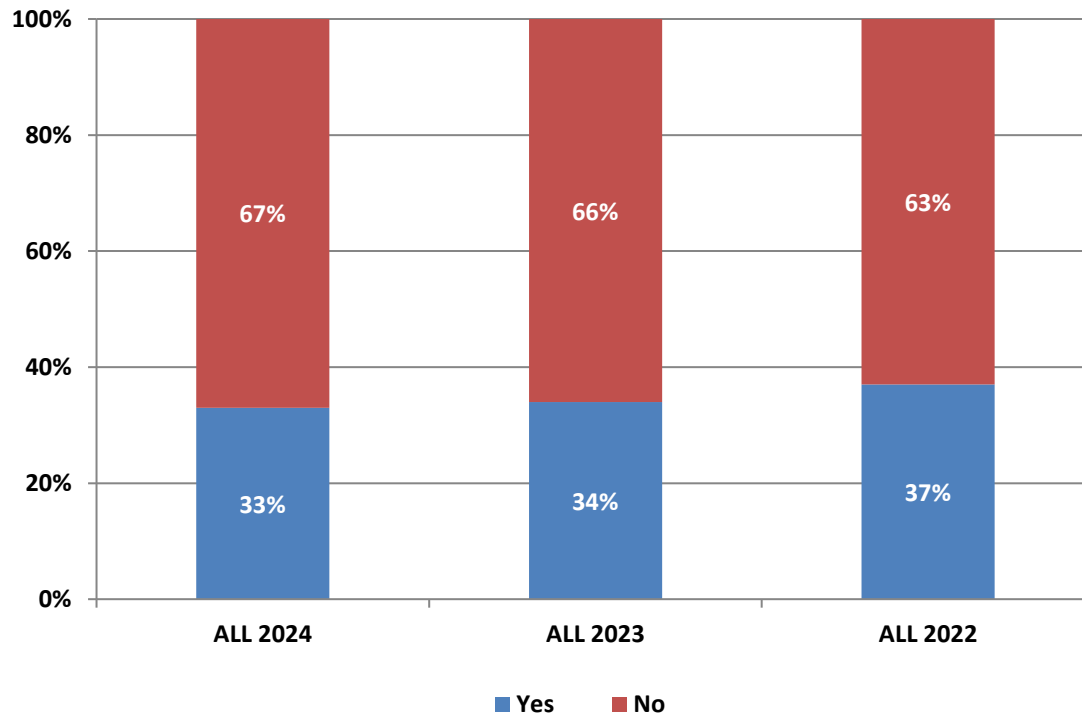


## Dwell time at the market was slightly lower than during 2023 and 2022.

- On average visitors had spent 3.80 hours or 3 hours 48 minutes at the Christmas Market during 2024 – just 13 minutes shorter than during 2023 (4.01 hours or 4 hours 1 minute) and just 8 minutes shorter than during 2022 (3.96 hours or 3 hours 56 minutes).
- Staying visitors had typically spent the longest amount of time at the Christmas Market – 4.40 hours or 4 hours and 24 minutes compared with 3.96 hours for day visitors (3 hours and 58 minutes) and 2.67 hours for local residents/workers (2 hours and 40 minutes). First time visitors to the market and those who said the market was the main reason for them visiting Bath had spent more than 4 hours on site.

Average duration of stay at the market (hours)			Average duration of stay at the market (hours)		
ALL 2024	3.80	3 hours 48 minutes	ADULTS WITH CHILDREN	3.11	3 hours 7 minutes
ALL 2023	4.01	4 hours 1 minute	ADULTS ONLY	3.69	3 hours 41 minutes
ALL 2022	3.93	3 hours 56 minutes	FIRST TIME BCM	4.23	4 hours 14 minutes
F2F	3.64	3 hours 38 minutes	REPEAT BCM	3.58	3 hours 35 minutes
ONLINE	3.91	3 hours 55 minutes	MAIN REASON	4.11	4 hours 7 minutes
LOCAL	2.67	2 hours 40 minutes	OTHER REASON	2.95	2 hours 57 minutes
DAY	3.96	3 hours 58 minutes			
STAYING	4.40	4 hours 24 minutes			

## The proportion of first time visitors to the Bath Christmas Market remained similar to 2023 but slightly lower than during 2022.

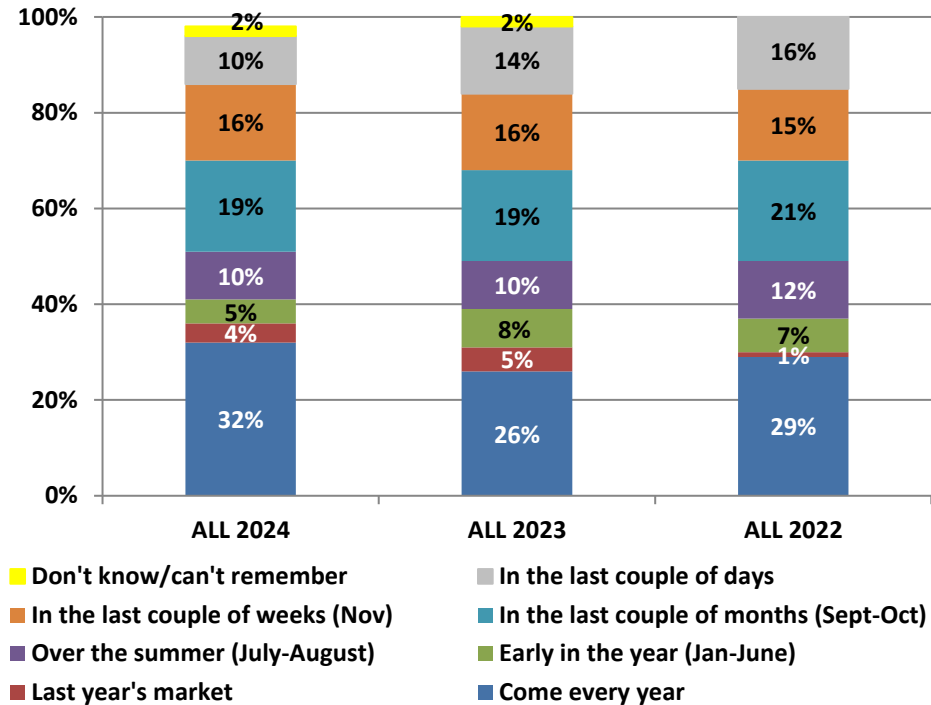


- Survey respondents were asked whether it was the first time they had visited the Bath Christmas Market.
- At 33%, the proportion of first time visitors to the Christmas market remained at a similar level to 2023 (34%) but remained 4% lower than during 2022 (37%).
- 51% of staying visitors, 44% of adult only groups and 43% of face to face survey respondents were visiting the Christmas Market for the first time.

Whether first ever visit to Bath Christmas Market (repeat visitors to Bath only)	ALL 2024	F2F	ONLINE	LOCAL	DAY	STAYING	ADULTS WITH CHILDREN	ADULTS ONLY	MAIN REASON	OTHER REASON
Yes	33%	43%	27%	9%	35%	51%	32%	44%	35%	28%
No	67%	57%	73%	91%	65%	49%	68%	56%	65%	72%

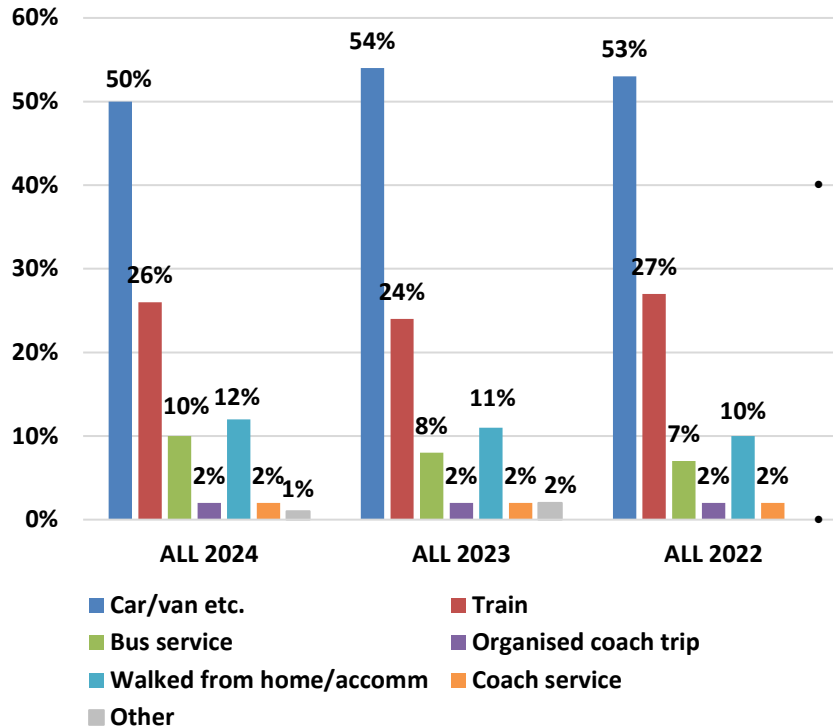
# 45% of all visitors make the decision to visit the market in the two months leading up to the event.

- 45% of all visitors made the decision to visit the market in the two months leading up to the event compared with 49% in 2023 and 52% in 2022. A combined total of 36% said they either visited every year (32%) or decided to visit at last years' market (4%), compared with 31% and 30% during 2023 and 2022 respectively.
- 66% of face to face survey respondents had made the decision to visit the market within two months of it taking place, along with 60% of day visitors, 39% of staying visitors, 77% of adults visiting with children, 64% of adult only groups, 64% of first time visitors to the market and 50% of those for whom the market was the main reason for visiting Bath.
- Staying visitors (36%), first time visitors to the market (30%) and those for whom the market was their main reason for visiting Bath (16%) were the most likely to have planned their visit to the market further in advance (either over the summer or earlier in 2024).



When decided to visit the market	ALL 2024	F2F	ONLINE	LOCAL	DAY	STAYING	ADULTS WITH CHILDREN	ADULTS ONLY	FIRST TIME BCM	REPEAT BCM	MAIN REASON	OTHER REASON
Come every year	32%	19%	39%	49%	30%	20%	27%	18%	1%	47%	31%	32%
In the last couple of months (Sept-Oct)	19%	23%	17%	4%	22%	27%	11%	24%	33%	12%	22%	13%
In the last couple of weeks (Nov)	16%	26%	11%	13%	21%	8%	24%	26%	23%	13%	16%	17%
In the last couple of days	10%	16%	7%	19%	10%	3%	35%	14%	11%	10%	8%	16%
Over the summer (July-August)	10%	10%	9%	1%	8%	22%	-	11%	21%	4%	11%	5%
Early in the year (Jan-June)	5%	4%	5%	0%	3%	14%	3%	4%	9%	3%	5%	5%
Last year's market	4%	2%	4%	2%	3%	6%	-	2%	1%	5%	4%	2%
None of the above	2%	-	4%	8%	1%	-	-	-	1%	3%	1%	6%
Don't know/can't remember	2%	-	4%	4%	2%	1%	-	-	1%	3%	2%	4%

# Road transport (car, van, bus or coach) accounted for 64% of visits.



- Car/van etc. (50%) was once again the most popular form of transport used to travel to Bath, although there was a slight decrease in the proportion of visitors travelling to the city via this method compared with both the 2023 and 2022 surveys (54% and 53% respectively).

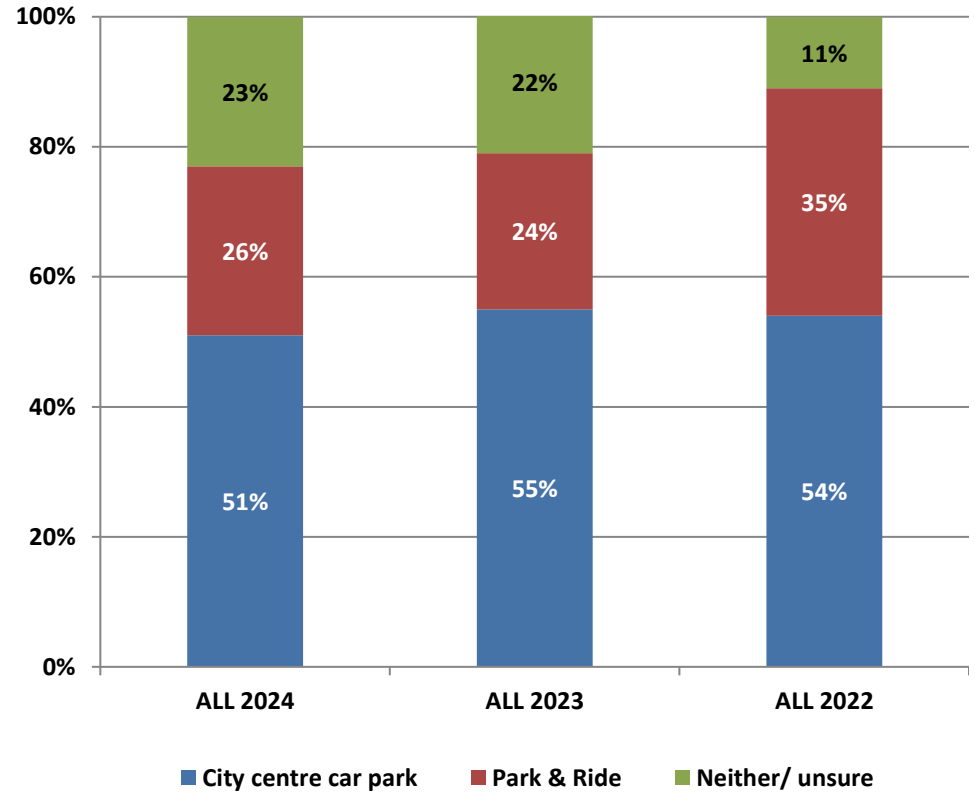
- 10% of visitors had travelled to the market on a scheduled bus serviced – and increase of 2% and 3% respectively compared with 2023 and 2022 and most likely the result of the increased number of residents to the market in 2024. 2% in each case had travelled to the market as part of an organised coach tour or on a coach service (the same proportions as during both 2023 and 2022). Around a quarter of visitors had travelled to Bath on the train (26%), compared with 24% during 2023 and 27% during 2022.

- A higher proportion of staying visitors (67%), adults with children (70%) and those for whom the market was the main reason for their visit (56%) had travelled to the city by car, van etc. 34% of day visitors, 36% of adult only groups, 32% of first time visitors to the market and 29% of those for whom the market was the main reason for their visit had arrived in the city by train whilst half of all local residents had walked from their own homes.

How travelled to Bath	ALL 2024	F2F	ONLINE	LOCAL	DAY	STAYING	ADULTS WITH CHILDREN	ADULTS ONLY	FIRST TIME BCM	REPEAT BCM	MAIN REASON	OTHER REASON
Car/van etc.	50%	41%	56%	28%	52%	67%	70%	38%	50%	50%	56%	35%
Train	26%	34%	22%	3%	34%	27%	14%	36%	32%	23%	29%	18%
Walked from accomm / home	12%	11%	12%	50%	0%	6%	5%	12%	6%	14%	3%	34%
Bus service	10%	8%	10%	20%	9%	2%	11%	8%	5%	12%	9%	12%
Coach service	2%	4%	1%	-	4%	2%	-	4%	5%	1%	2%	2%
Organised coach trip	2%	2%	2%	-	4%	-	-	2%	3%	2%	2%	2%
Other (Specify below)	1%	0%	2%	1%	2%	0%	-	0%	2%	1%	1%	1%
Bicycle	0%	0%	-	1%	-	-	-	1%	-	0%	0%	0%
Don't know/can't remember	0%	-	0%	1%	-	-	-	-	-	0%	-	1%

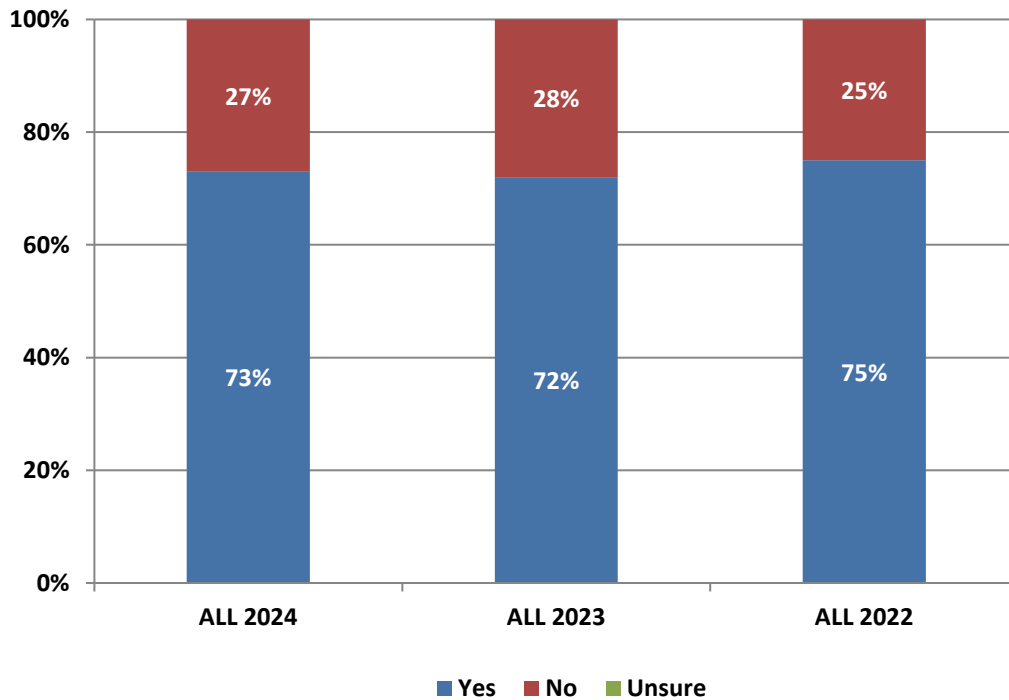
# Slight increase in park and ride usage amongst market visitors in 2024 but remains lower than during 2022.

- 51% of respondents who had arrived in the city by car/van etc. had used a city centre car park compared with 55% in 2023 and 54% in 2022. 26% had used the city's park & ride facility – an increase of 2% compared with 2023 (24%) but remaining 9% lower than the proportion doing so during 2022 (35%).
- 23% of 2024 visitors said they hadn't used either a city centre car park or the park and ride or were unsure where they had parked compared with 22% during 2023 and just 11% during 2022.
- 59% of local residents and 58% of adults with children had used a city centre car park. Only 16% of local residents and 9% of staying visitors had used the park and ride facility. 42% of staying visitors said they hadn't used either a city centre car park or the park and ride or were unsure where they had parked.



Car/van users etc. Which of the following was used....	ALL 2024	F2F	ONLINE	LOCAL	DAY	STAYING	ADULTS WITH CHILDREN	ADULTS ONLY	FIRST TIME BCM	REPEAT BCM	MAIN REASON	OTHER REASON
City centre car park	51%	45%	54%	59%	51%	49%	58%	43%	47%	53%	52%	49%
Park & Ride	26%	33%	23%	16%	37%	9%	27%	33%	26%	26%	27%	23%
Neither/ unsure	23%	22%	23%	25%	12%	42%	15%	24%	26%	21%	21%	28%

# The market continues to be the main draw for around three quarters of visitors.

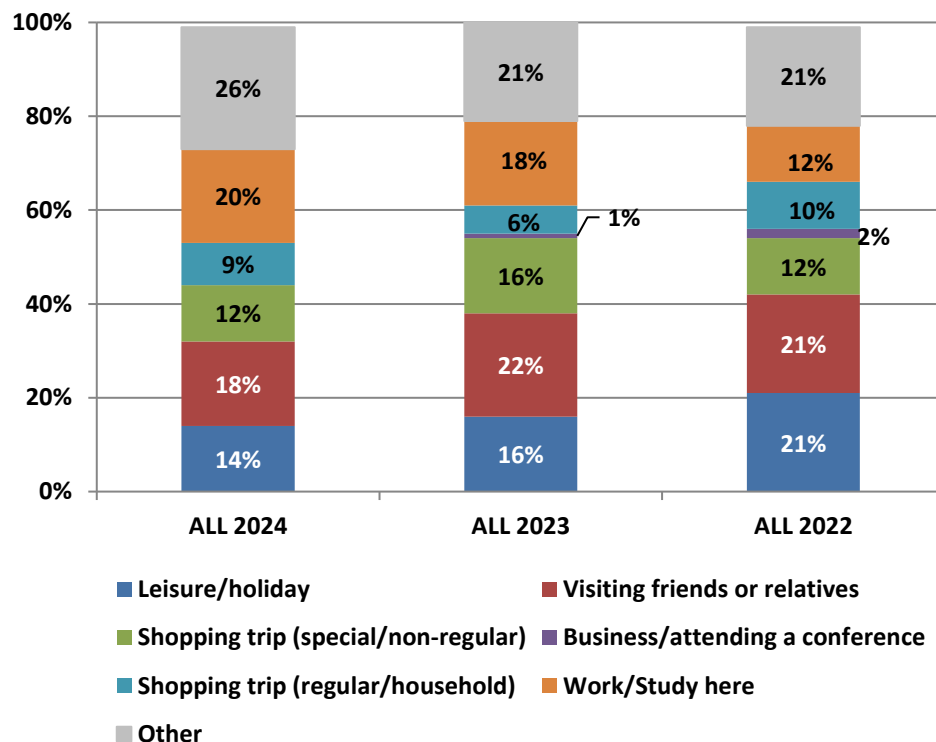


- 73% of visitors indicated that the Christmas Market was their main reason for visiting the city, a similar proportion to both 2023 and 2022 (72% and 75% respectively).
- 85% of day visitors to the city, 70% of adults with children and 77% of first time visitors to the market said it was their main reason for choosing to visit.
- 35% of local residents said the market was their main reason for choosing to visit Bath.

Whether market was main reason for visiting Bath	ALL 2024	F2F	ONLINE	LOCAL	DAY	STAYING	ADULTS WITH CHILDREN	ADULTS ONLY	FIRST TIME BCM	REPEAT BCM
Yes	73%	69%	76%	35%	85%	77%	70%	69%	77%	71%
No	27%	31%	24%	65%	15%	23%	30%	31%	23%	29%

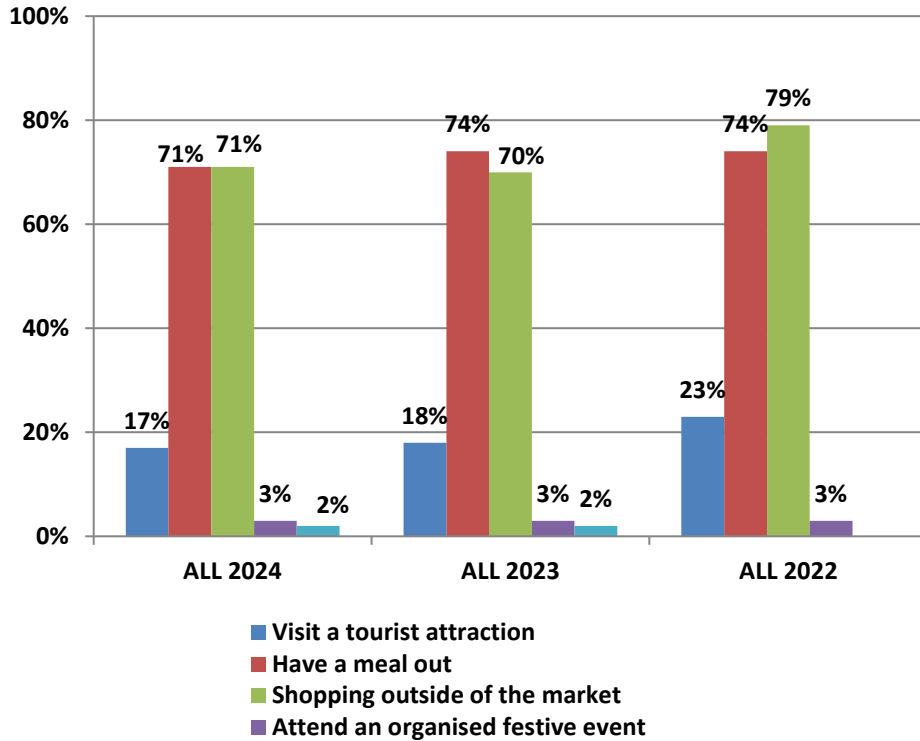
# Working/studying in the city was the main motivator for those not visiting because of the market, followed by visiting friends or relatives.

- 20% of respondents whose main reason for visiting Bath was not because of market said they worked or studied in the city (18% during 2023 and 12% during 2022). 18% were visiting friends or relatives who lived in the city (22% and 21% respectively during 2023 and 2022).
- 14% of all respondents said they were on a leisure/holiday trip (16% and 21% respectively during 2023 and 2022) whilst 12% said that they were on a special shopping trip (16% and 12% respectively during 2023 and 2022). 9% were on a regular/household shopping trip (6% during 2023 and 10% during 2022).
- A further breakdown of all respondents answering this question by analysis segment is shown in the table below and to see the list of 'other' reasons for visiting Bath (26% of all respondents) please refer to the appendix which accompanies this report.



Main reason for visiting Bath (those for whom the market was not the main reason for visit)	ALL 2024	F2F	ONLINE	LOCAL	DAY	STAYING	ADULTS WITH CHILDREN	ADULTS ONLY	FIRST TIME BCM	REPEAT BCM
Other	26%	17%	33%	30%	26%	15%	36%	14%	18%	29%
Work/Study here	20%	10%	29%	41%	-	-	-	11%	16%	22%
Visiting friends or relatives	18%	33%	6%	6%	27%	35%	27%	34%	24%	16%
Leisure/holiday	14%	24%	7%	1%	19%	42%	9%	26%	33%	7%
Shopping trip (Special/Non-regular)	12%	10%	13%	9%	18%	7%	9%	10%	8%	13%
Shopping trip (regular/ household)	9%	6%	12%	12%	10%	-	18%	4%	-	13%
Business/attending a conference	0%	-	1%	-	-	2%	-	-	1%	-
Language student	0%	1%	-	1%	-	-	-	1%	-	0%

# 71% of market visitors in each case had/or were planning to have a meal out in Bath and had/or were planning to do other shopping outside of the market.



- 71% of respondents in each case indicated that they had/or were planning to have a meal out in Bath (74% in each case during 2023 and 2022) and had/or were planning to do other shopping in Bath outside of the market (70% in 2023 and 79% in 2022).
- 17% had/or were planning to visit a tourist attraction in the city (18% and 23% respectively during 2023 and 2022).
- 3% had/or were planning to attend an organised festive event in the city (same proportion as during 2023 and 2022) including a carol service/service in the Abbey, going to the theatre and ice skating. 2% had/or were planning to go to Bath Visitor Information Centre (same proportion as during 2023 and no respondents during 2022).
- The results by segment are shown below.

Whether likely to do any of the following during visit....	ALL 2024	F2F	ONLINE	LOCAL	DAY	STAYING	ADULTS WITH CHILDREN	ADULTS ONLY	FIRST TIME BCM	REPEAT BCM	MAIN REASON	OTHER REASON
Shopping outside of the market	71%	74%	70%	67%	70%	80%	65%	75%	71%	72%	73%	68%
Have a meal out	71%	84%	63%	53%	70%	92%	86%	85%	82%	66%	73%	65%
Visit a tourist attraction	17%	18%	16%	7%	11%	41%	11%	19%	33%	9%	16%	20%
None of these	9%	-	14%	17%	9%	2%	-	-	5%	11%	8%	12%
Attend an organised festive event	3%	1%	3%	3%	3%	2%	5%	1%	1%	3%	2%	5%
Go to the Bath Visitor Information Centre	2%	1%	2%	1%	1%	4%	-	1%	2%	1%	1%	2%



# Bath Christmas Market Survey 2024

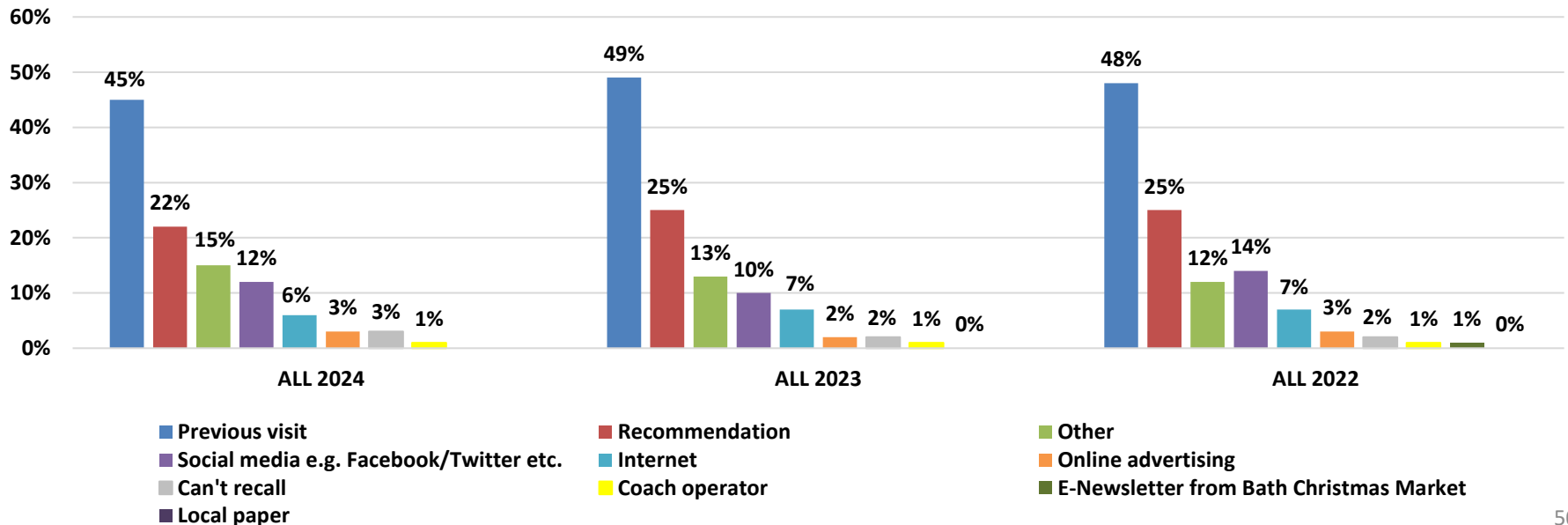
## Advertising & Marketing



# Little change in what prompted people to visit the market in 2024 compared with 2023 and 2022.

For 45% it was as the result of a previous visit.

- 45% of visitors were prompted to visit the market from a previous visit (49% in 2023 and 48% in 2022), whilst a further 22% had been recommended to visit it (compared with 25% in each case during 2023 and 2022).
- 12% were prompted to visit via a social media site such as Facebook, Twitter or Instagram etc. (12% in 2023 and 14% in 2022) and 6% via the internet (7% in each case during 2023 and 2022). 3% were prompted to visit via online advertising (2% and 3% respectively in 2023 and 2022) and 1% by a coach operator (same proportion as both 2023 and 2022).
- 15% of visitors mentioned another way in which they had been prompted to visit and for a full list of these responses please see the appendices which accompany this report. A breakdown of the 2024 results by analysis segment is shown in the table overleaf.

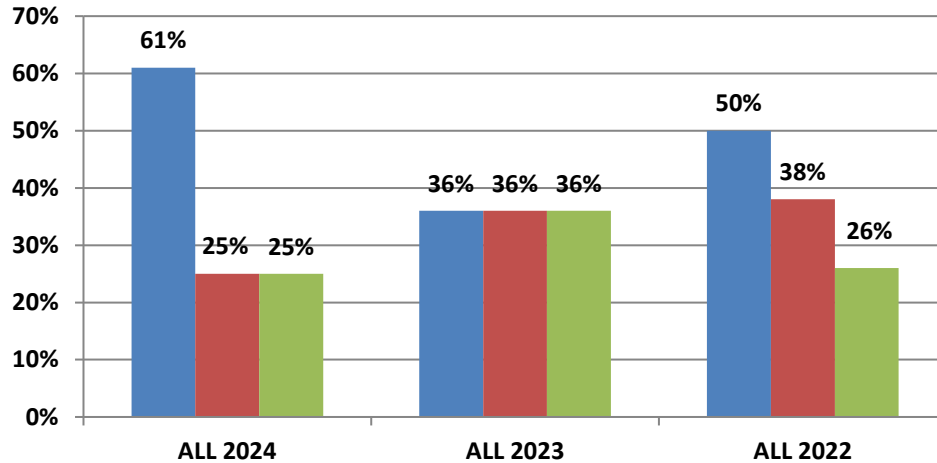


# 19% of all first time visitors to the market were prompted to visit the market as the result of seeing it advertised on social media and 12% on the internet.

- With the exception of F2F survey respondents, adult only groups and first time visitors to the Christmas market, the largest proportion of respondents across all other analysis segments had been prompted to visit the market in 2024 as the result of a previous visit. The largest proportion of F2F survey respondents, adult only groups and first time visitors to the Christmas market had been recommended to visit it (37%, 38% and 47% respectively).
- 18% of online survey respondents and 19% of first time visitors to the market had been prompted to visit as the result of a social media site such as Facebook, Twitter, Instagram etc. 12% of first time visitors to the market had been prompted to visit as the result of the internet.

What prompted you to visit Bath Christmas Market?	ALL 2024	F2F	ONLINE	LOCAL	DAY	STAYING	ADULTS WITH CHILDREN	ADULTS ONLY	FIRST TIME BCM	REPEAT BCM	MAIN REASON	OTHER REASON
Previous visit	45%	36%	51%	52%	46%	38%	43%	35%	3%	66%	49%	37%
Recommendation	22%	37%	12%	10%	23%	29%	30%	38%	47%	9%	23%	17%
Other	15%	25%	9%	19%	15%	13%	22%	25%	18%	14%	12%	23%
Social media e.g. Facebook/ Twitter/ Instagram etc.	12%	1%	18%	13%	11%	13%	3%	1%	19%	8%	12%	11%
None of these	7%	-	11%	15%	5%	3%	-	-	5%	8%	4%	15%
Internet	6%	4%	7%	4%	6%	9%	3%	4%	12%	3%	7%	4%
Online advertising	3%	1%	4%	2%	2%	5%	-	1%	4%	2%	3%	3%
Can't recall	3%	2%	3%	2%	3%	3%	5%	2%	4%	2%	3%	1%
Coach operator	1%	2%	1%	-	2%	-	-	3%	3%	1%	2%	1%
E-Newsletter	0%	-	0%	-	0%	0%	-	-	-	0%	0%	0%
Local paper	0%	0%	-	-	0%	-	-	0%	-	0%	0%	-
Radio or podcast promotion	0%	0%	-	-	0%	-	3%	-	-	0%	0%	-

# The primary usage of the internet was information sourcing.



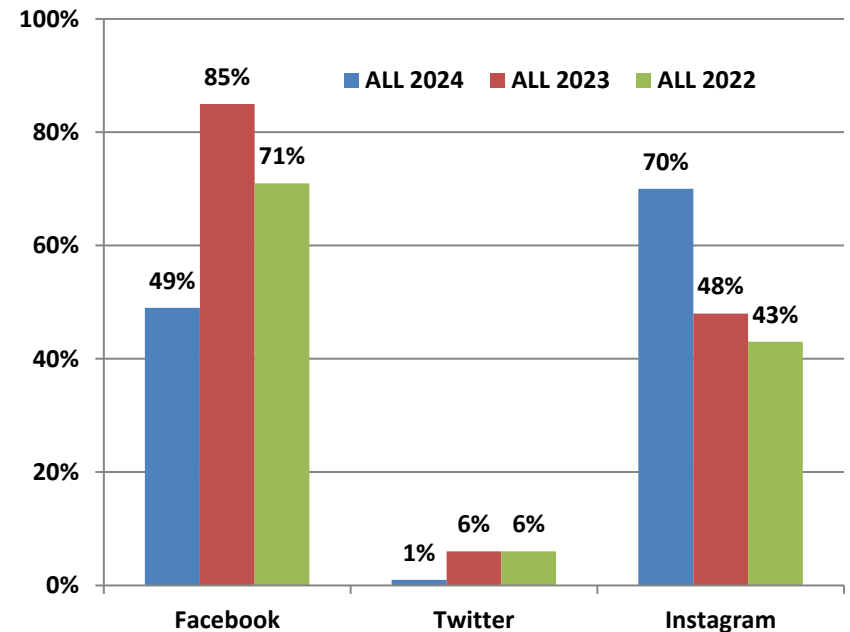
- Information sourcing about Bath Christmas Market ONLY
- Information sourcing about Bath Christmas Market AND to book accommodation/car hire/flights/attraction tickets etc.
- Searching for Christmas shopping ideas generally

- There was a significant increase during 2024 in the proportion of visitors using the internet to search for information about Bath Christmas Market (61%) compared with 36% in 2023 and 50% in 2022.
- 25% in each case had used it to source information and to book their accommodation etc. online (36% and 38% respectively in 2023 and 2022) and/or to search for Christmas shopping ideas generally, an 11% decrease compared with 2023 (36%) and compared with 26% during 2022.
- Staying visitors who were prompted to visit the market via the internet were the most likely to be using it to source information and to book their accommodation etc. (57%), along with adult only groups (21%), first time visitors to the market (33%) and those for whom visiting the market was the main reason for their visit (29%).

What did you use the internet for?	ALL 2024	F2F	ONLINE	LOCAL	DAY	STAYING	ADULTS WITH CHILDREN	ADULTS ONLY	FIRST TIME BCM	REPEAT BCM	MAIN REASON	OTHER REASON
Information sourcing about Bath Christmas Market ONLY	61%	88%	52%	67%	68%	48%	100%	86%	63%	58%	60%	67%
Information sourcing about Bath Christmas Market AND to book accommodation/car hire/flights/attraction tickets etc.	25%	19%	27%	-	12%	57%	-	21%	33%	13%	29%	8%
Searching for Christmas shopping ideas generally	25%	13%	29%	33%	21%	29%	-	14%	20%	33%	23%	33%

# Significant increase in visitors following the market on Instagram compared with 2023 and 2022, along with a significant decrease in Facebook followers.

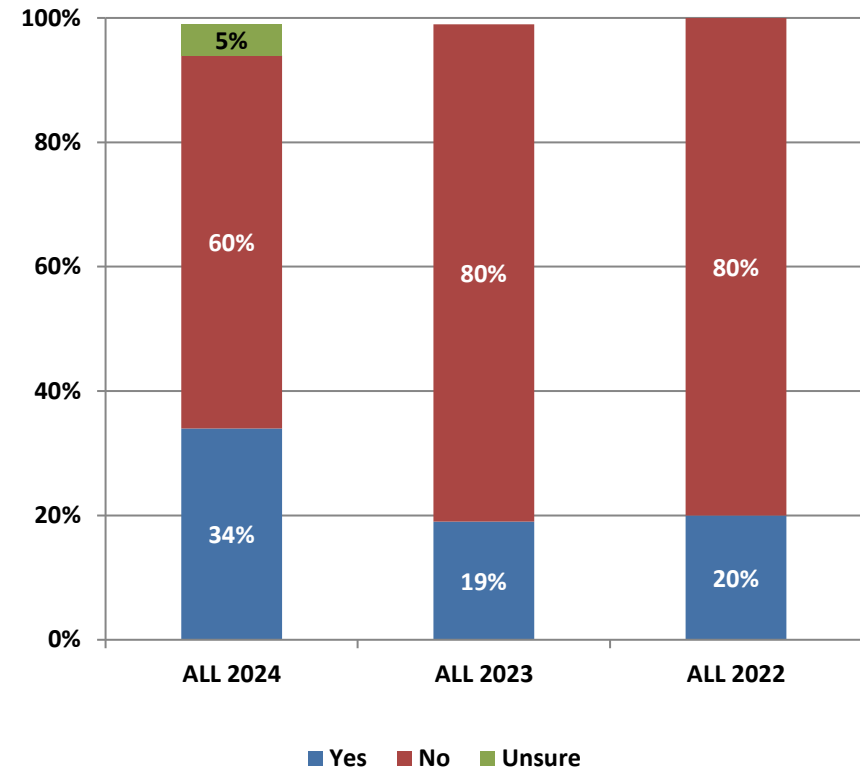
- Respondents were asked whether they were following the Bath Christmas Market on social media sites Facebook, Twitter and Instagram.
- 70% were following the market on Instagram, a significant increase compared with 2023 (48%) and 2022 (43%). In contrast, 49% said they had been following the market on Facebook, a significant decrease compared with the 85% doing so in 2023 and 71% doing so in 2022. Just 1% were following the market on Twitter, a decrease of 5% in each case compared with 2023 and 2022 (6% each).
- With the exception of F2F survey respondents, adults visiting with children and adults only, more than 65% of all other analysis groups were following the Christmas Market on Instagram including 85% of local residents and 72% of online survey respondents.



Whether following Bath Christmas Market on any of the following social media sites....	ALL 2024	F2F	ONLINE	LOCAL	DAY	STAYING	ADULTS WITH CHILDREN	ADULTS ONLY	FIRST TIME BCM	REPEAT BCM	MAIN REASON	OTHER REASON
Facebook	49%	60%	48%	27%	54%	54%	83%	57%	40%	52%	53%	33%
Twitter	1%	2%	1%	2%	1%	1%	-	2%	-	2%	2%	1%
Instagram	70%	44%	72%	85%	66%	65%	33%	45%	73%	69%	66%	83%

# Increase in the influence of the marketing/promotion seen on visits compared with 2023 and 2022.

- Respondents were asked whether they had made their decision to visit Bath Christmas Market after seeing the marketing/promotional materials for it.
- 34% said they had been influenced to visit by the marketing/promotional materials they had seen, a 15% increase compared with 19% during 2023 and a 14% increase compared with 20% during 2022.
- 46% of online survey respondents, 42% of staying visitors, 37% of first time visitors and 39% of respondents for whom the market was the main reason for their visit said they had made their decision to visit the Christmas market after seeing some form of marketing/ promotional materials for it.



Whether made the decision to visit Bath Christmas Market after seeing the marketing/promotional materials for it	ALL 2024	F2F	ONLINE	LOCAL	DAY	STAYING	ADULTS WITH CHILDREN	ADULTS ONLY	FIRST TIME BCM	REPEAT BCM	MAIN REASON	OTHER REASON
<b>Yes</b>	<b>34%</b>	16%	46%	29%	33%	42%	15%	16%	37%	32%	39%	24%
<b>No</b>	<b>60%</b>	84%	45%	66%	62%	51%	85%	84%	58%	63%	56%	72%
<b>Don't know</b>	<b>5%</b>	-	9%	5%	5%	7%	-	-	5%	5%	6%	5%

# Bath Christmas Market Survey 2024

## Visitor Expenditure



## Average visitor spending at the market increased slightly during 2024 to £31.31.

- Average visitor spend per person per day at the Bath Christmas Market 2024 was £31.31, compared with £26.83 during 2023 and £30.15 during 2022.
- In addition, visitors spent an average of £29.73 on shopping elsewhere in the city, £31.60 on eating and drinking, £4.90 on entertainment and £11.83 on travel and transport, all increases compared with 2023 spend.
- Staying visitors spent an average of £70.25 per person per night on accommodation in Bath, compared with £70.90 during 2023 and £69.23 during 2022.

### VISITOR SPEND BY CATEGORY 2022-2024 (£/per person/per day) F2F SURVEY ONLY

	All spend at Bath Christmas Market	Shopping elsewhere in Bath	Eating & drinking elsewhere in Bath	Attractions/ Entertainment	Travel & transport in Bath	Accommodation in Bath (STAYING VISITORS ONLY)
<b>ALL 2024</b>	<b>£31.31</b>	<b>£29.73</b>	<b>£31.60</b>	<b>£4.90</b>	<b>£11.83</b>	<b>£70.25</b>
<b>LOCAL</b>	£20.62	£26.42	£14.29	£0.61	£2.50	
<b>DAY</b>	£29.02	£24.78	£21.85	£2.07	£13.18	
<b>STAYING</b>	£43.32	£42.98	£64.61	£14.01	£14.80	£70.25
<b>ALL 2023</b>	£26.83	£26.16	£23.82	£3.86	£9.36	£70.90
<b>ALL 2022</b>	£30.15	£31.04	£24.42	£9.35	£6.53	£67.23



# Bath Christmas Market Survey 2024

## Visitors' Opinions, Likes & Dislikes



# Introduction

The 2024 Bath Christmas Market Survey once again obtained visitors' satisfaction levels with a wide range of factors or indicators which together comprise the 'visitor experience'. Each factor, or indicator, was rated on a range of one to five where '1' = 'very poor' (or the most negative response), '2' = 'poor', '3' = 'neutral', '4' = 'good' and '5' = 'very good' (or the most positive response), allowing a satisfaction 'score' (out of a maximum of five) to be calculated.

The areas explored in terms of satisfaction were:

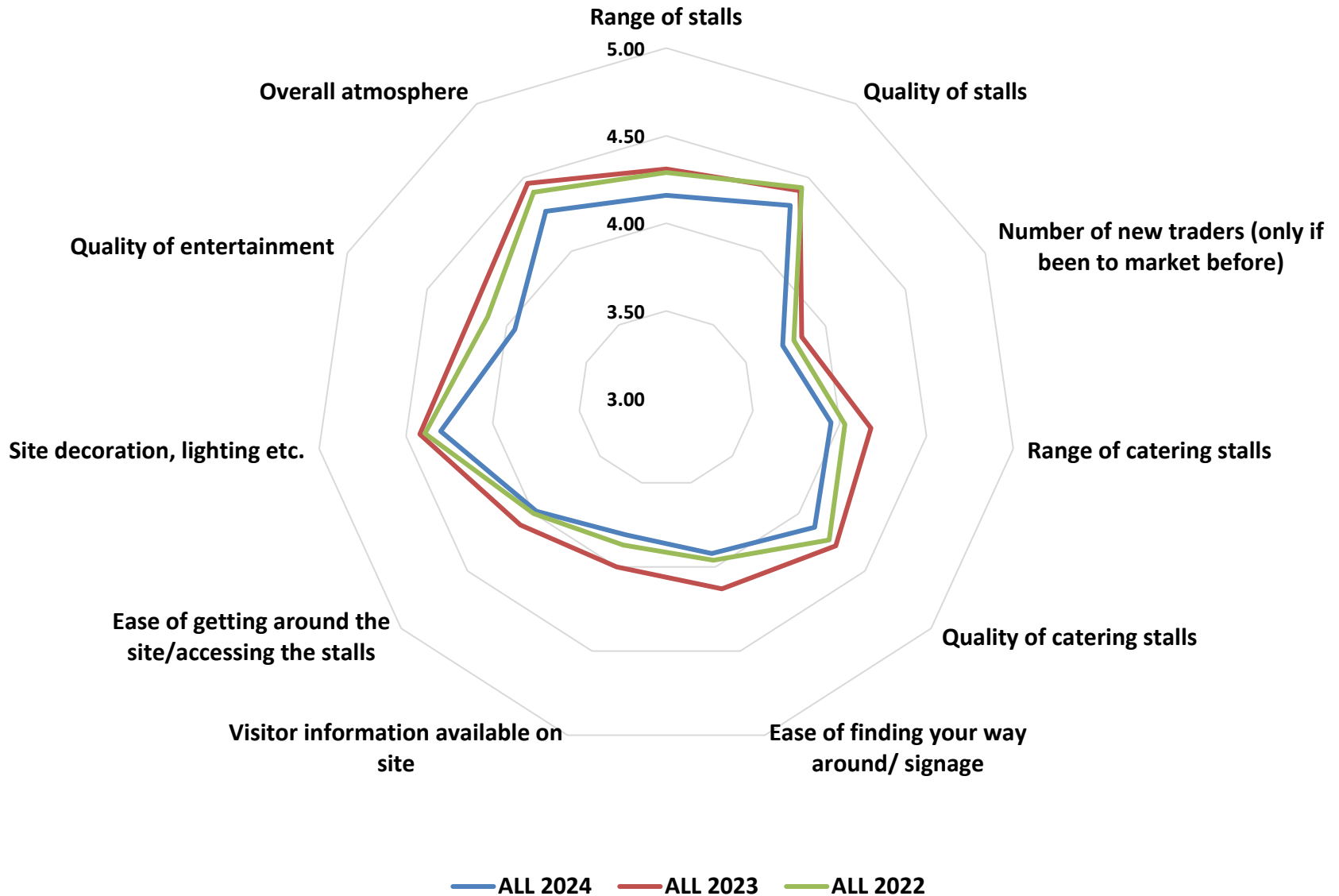
- ✓ **Range of stalls**
- ✓ **Quality of stalls**
- ✓ **Number of new traders (if been to market before)**
- ✓ **Range of catering facilities**
- ✓ **Quality of catering facilities**
- ✓ **Ease of finding your way around/signage**
- ✓ **Visitor information available on site**
- ✓ **Ease of getting around the site/accessing the stalls**
- ✓ **Site decoration, lighting etc.**
- ✓ **Quality of entertainment**
- ✓ **Overall atmosphere**

## Whilst satisfaction levels still remained at a good level across the board, they did decrease slightly for all aspects compared with 2023 and 2022 levels.

- Visitor satisfaction levels with their Bath Christmas Market experience, whilst remaining at a good level across the board, did decrease for all aspects compared with 2023 and 2022 satisfaction levels.
- The highest average scores were for the quality of the stalls (4.31), the site decoration, lighting etc. (4.30) and the overall atmosphere (4.27) and 5 of the 11 indicators explored by the survey received an average score of 4.12 or more.
- The number of new traders (3.73), range of catering facilities (3.95), ease of finding way around/signage (3.92), visitor information available on site (3.81), ease of getting around the site/accessing the stalls (3.98) and quality of entertainment (3.95) all received average scores of less than 4.00.

Visitor Satisfaction levels 2022 - 2024		2024	2023	2022
1	Range of stalls	4.16	4.31	4.29
2	Quality of stalls	4.31	4.41	4.43
3	Number of new traders (if been before)	3.73	3.85	3.80
4	Range of catering facilities	3.95	4.18	4.03
5	Quality of catering facilities	4.12	4.28	4.23
6	Ease of finding your way around/signage	3.92	4.13	3.96
7	Visitor information available on site	3.81	4.00	3.87
8	Ease of getting around the site/accessing the stalls	3.98	4.10	4.00
9	Site decoration, lighting etc.	4.30	4.42	4.39
10	Quality of entertainment	3.95	4.21	4.12
11	Overall atmosphere	4.27	4.46	4.40

The highest average score was for the quality of stalls and the lowest score was for the number of new traders.



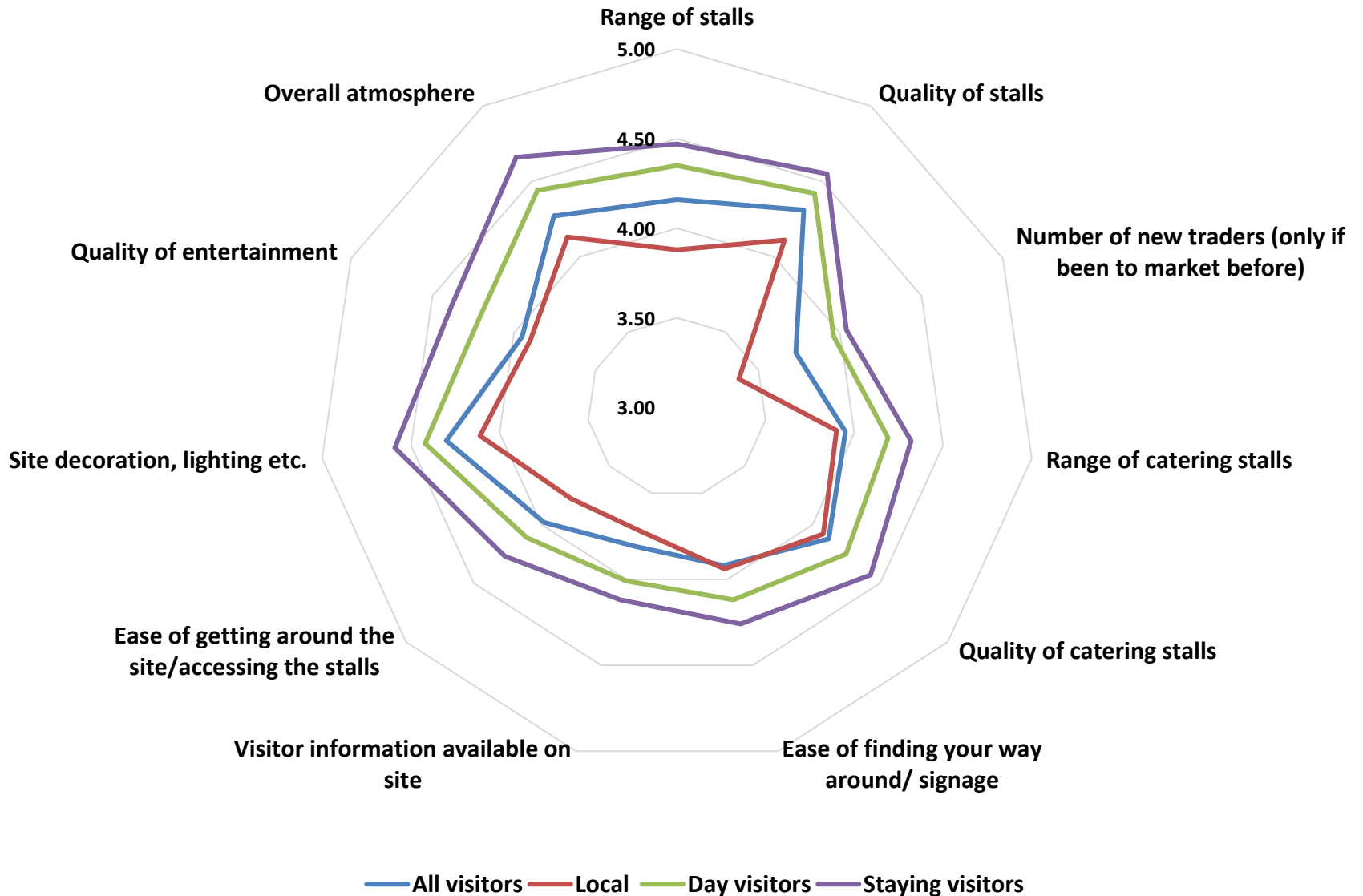
5 of the 11 indicators received an average score of 4.12 or more.

<b>Visitor Satisfaction levels 2023</b>	<b>Mean Score</b>	<b>Very poor</b>	<b>Poor</b>	<b>Average</b>	<b>Good</b>	<b>Very good</b>	<b>Don't know</b>
Quality of stalls	4.31	1%	2%	13%	32%	52%	1%
Site decoration, lighting etc.	4.30	2%	3%	11%	31%	52%	1%
Overall atmosphere	4.27	2%	5%	10%	31%	52%	1%
Range of stalls	4.16	2%	4%	15%	33%	45%	0%
Quality of catering stalls	4.12	1%	4%	15%	31%	37%	12%
Ease of getting around the site/accessing the stalls	3.98	4%	8%	14%	32%	41%	1%
Range of catering stalls	3.95	2%	8%	19%	34%	35%	3%
Quality of entertainment	3.95	3%	7%	15%	29%	34%	12%
Ease of finding your way around/ signage	3.92	3%	9%	18%	31%	37%	3%
Visitor information available on site	3.81	2%	9%	17%	25%	27%	20%
Number of new traders (only if been to market before)	3.73	3%	7%	15%	22%	20%	33%

Satisfaction levels were highest across the board amongst staying visitors.

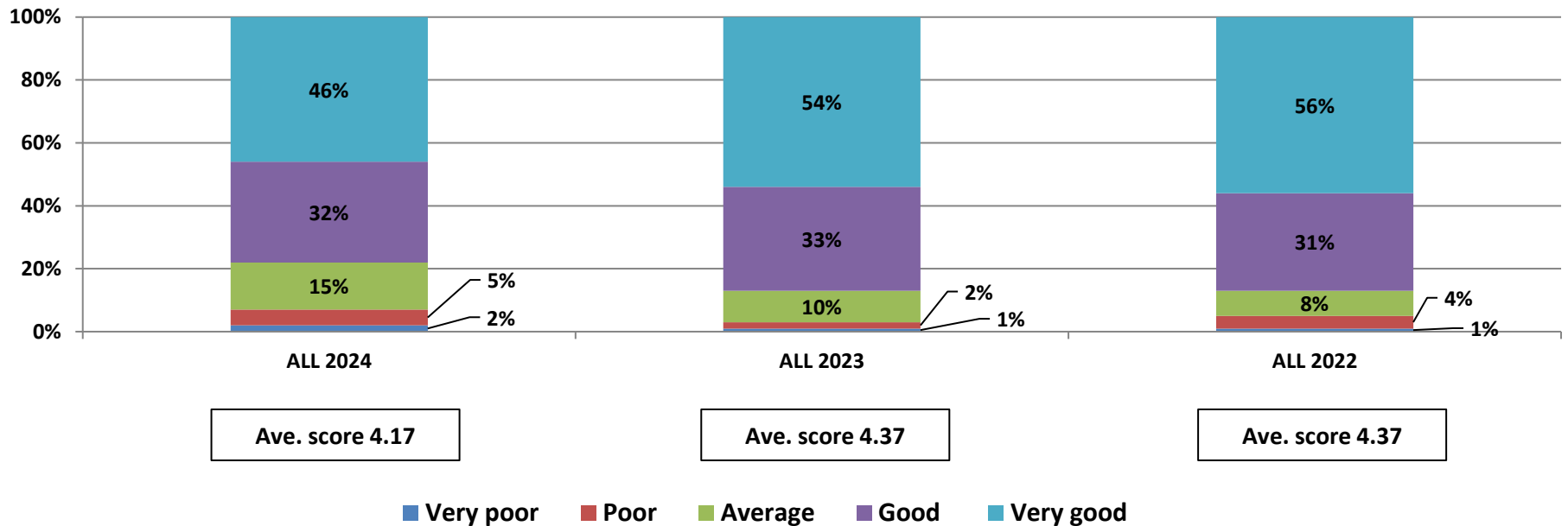
Satisfaction indicator		ALL	LOCAL	DAY	STAYING
1	Range of stalls	4.16	3.95	4.15	4.38
2	Quality of stalls	4.31	4.14	4.31	4.49
3	Number of new traders (if been before)	3.73	3.47	3.78	4.00
4	Range of catering facilities	3.95	3.68	3.97	4.14
5	Quality of catering facilities	4.12	3.90	4.16	4.23
6	Ease of finding your way around/signage	3.92	3.99	3.84	4.10
7	Visitor information available on site	3.81	3.76	3.73	4.05
8	Ease of getting around the site/accessing the stalls	3.98	3.82	3.94	4.24
9	Site decoration, lighting etc.	4.30	4.11	4.32	4.40
10	Quality of entertainment	3.95	3.88	3.90	4.15
11	Overall atmosphere	4.27	4.10	4.24	4.49

Residents' satisfaction levels were lower than day or staying visitors for all indicators.



# At 4.17 out of 5.00, the overall rating of the 2024 market was slightly lower than the 2023 and 2022 markets.

- At 4.17 out of 5.00, visitors' overall rating of Bath Christmas Market remained high but at a lower level than during the 2023 and 2022 markets (4.37 each).
- Staying visitors had the highest overall opinion of the market (4.41) and local residents the lowest (4.00).
- 46% of visitors rated the market overall as 'very good' and a further 32% as 'good' (54% and 33% respectively during 2023). 7% of visitors rated the market as 'poor' (5%) or 'very poor' (2%), a 4% increase compared with 2023 (3%).



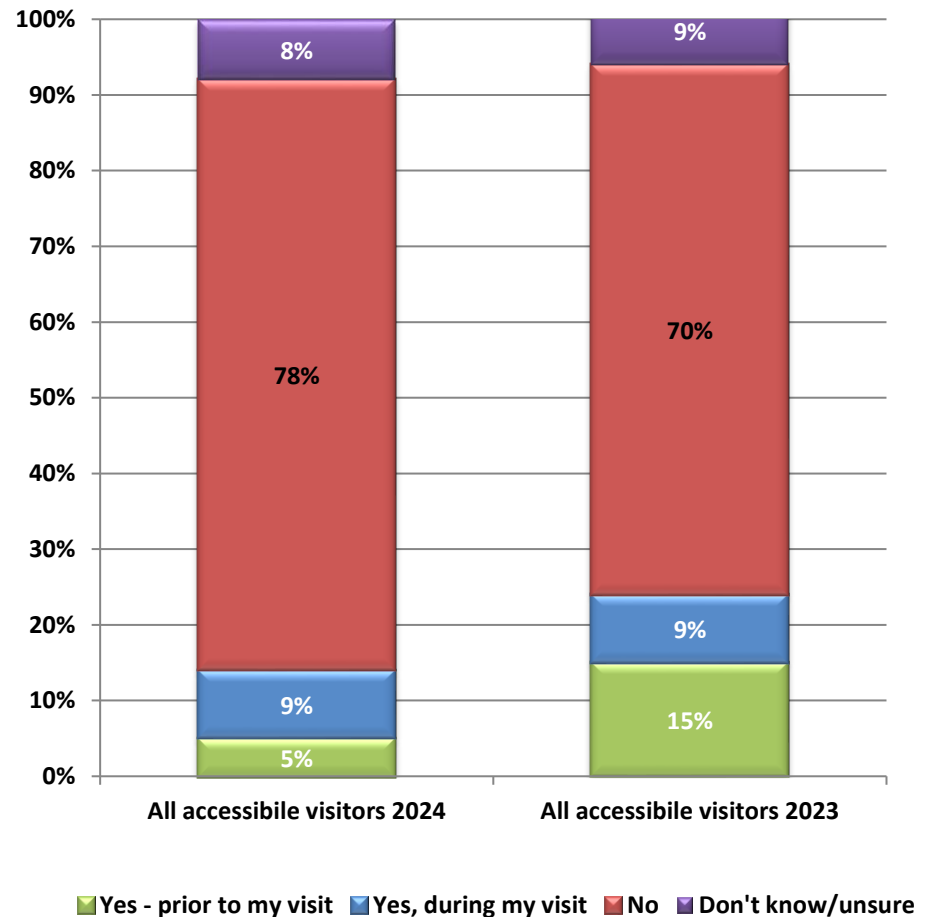
Overall opinion of Bath Christmas Market	ALL 2024	LOCAL	DAY	STAYING
Satisfaction score	4.17	4.00	4.14	4.41



## 8% of 2024 market visitors had accessibility needs.

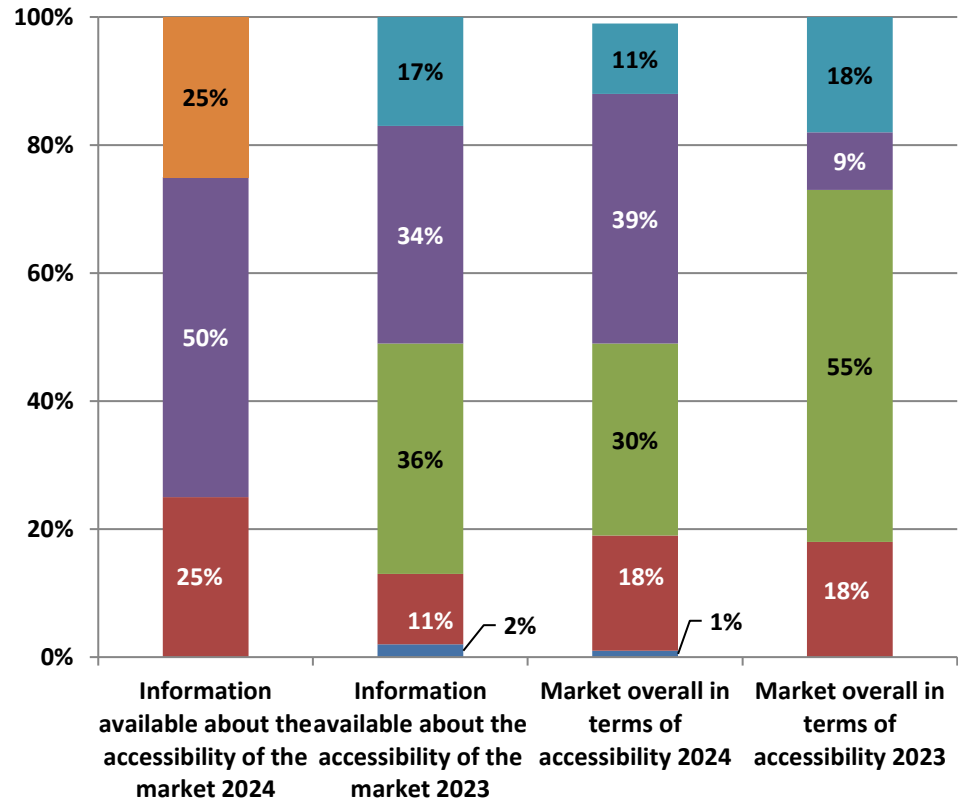
78% of these visitors had not visited the accessibility section on the Bath Christmas Market website prior to and/or during their visit.

- For the second time during the 2024 market, visitors were asked if they, or anyone in their party, had any accessibility needs. 8% of visitors said they did (7% 2023).
- These respondents were asked if they had visited the accessibility section on the Bath Christmas Market website prior to and/or during their visit.
- The majority of visitors to the market with accessibility needs said they had not visited the accessibility section on the Bath Christmas Market website prior to and/or during their visit (78%), an increase of 8% compared with the 2023 survey (70%). Just 5% said they had visited it prior to their visit (15% 2023) and 9% had done so during their visit (same proportion as 2023). 8% didn't know/were unsure (9% 2023).



# Visitors' satisfaction levels with both of the accessibility indicators were, once again, considerably lower than the other satisfaction scores explored by the survey.

- These respondents were also to rate their satisfaction with the information available about the accessibility of the market (those visiting the accessibility section on the website only) and the market overall in terms of accessibility (all those with accessibility needs).
- Satisfaction levels with the information available about the accessibility of the market (3.33) decreased compared with the 2023 survey (3.53), whilst the market overall in terms of accessibility (3.40) received a higher average score than during 2023 (3.27). Nonetheless, as was the case during 2023, both scores were considerably lower than the satisfaction scores for all other indicators explored about the market.
- 25% of respondents rated the information available about the accessibility of the market as 'poor' (11% 2023) whilst 18% rated the market overall in terms of accessibility as 'poor' (same proportion as during 2023) suggesting room for improvement in this area in the future.
- These respondents were also asked if there was anything which could have been done to make the market more accessible for them. Some respondents mentioned the need for better signage, more toilets and seating and fewer crowds and to see the full list of responses please refer to the appendix which accompanies this report.



Ave. score 3.33	Ave. score 3.53	Ave. score 3.40	Ave. score 3.27
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■ Very poor ■ Poor ■ Average ■ Good ■ Very good ■ Don't know

# Likelihood of recommending Bath Christmas Market.

Recommendation scores are a simple but effective new method for measuring customer loyalty invented by Bain consultant Fred Reicheld who discovered that a single question provides the ultimate measure of just how loyal customers are and that this method could then be used to accurately predict future revenue growth.

Recommendation scores are calculated by asking a sample of customers a single question “How likely is it that you would recommend xyz to a friend or colleague?”. The respondent is asked to respond on an 11 point scale from ‘0’ (not at all likely) to ‘10’ (extremely likely) depending on how positive they feel about the product/event/location. The proportion of those who think it unlikely they would recommend it (Detractors) subtracted from the proportion that are likely to recommend it (Promoters) produces a single number known as a Recommendation Score.

Based on their response to this question respondents are then divided into three distinct groups:

**0-6 score are Detractors** *These are customers that have generated sales but are actually bad for the company over the long haul. They are less likely to buy anything/visit the event/location again and more likely to spread bad word of mouth and more costly to serve because of their dissatisfaction.*

**7-8 are Passives** *These customers are generally more positive about the product/event/location but are significantly less valuable than Promoters. Many companies over estimate their success by assuming relatively high customer satisfaction will lead to future growth. In reality Passives may be satisfied but that may not be enough in the longer term.*

**9-10 are Promoters** *These customers drive business growth. The product/event/location has gone beyond satisfying their needs and truly delights them. As a result they will buy more from this company or visit an event or location again in the future, will recommend it to many others and therefore the company/product/event/location will not need to undertake costly ad campaigns or sales promotions to retain their business.*

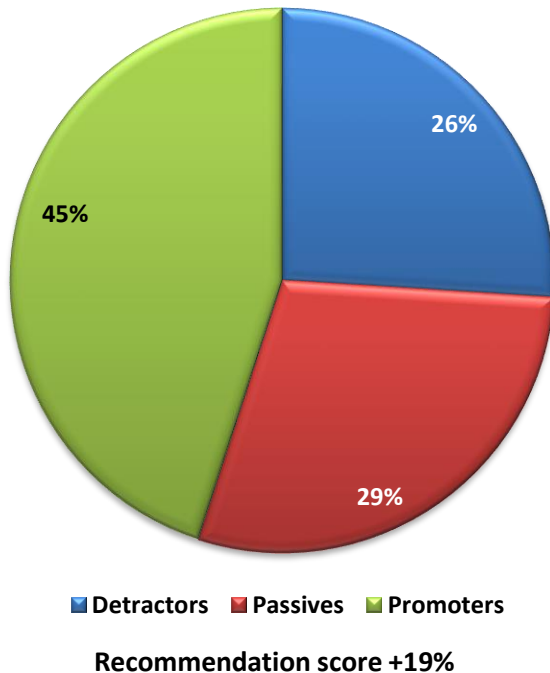
The Recommendation Score is created by calculating what percentage of the customer base are Promoters and then subtracting the percentage who are Detractors.

$$\% \text{ Promoters} - \% \text{ Detractors} = \text{RECOMMENDATION SCORE}$$

The higher or more positive the score the more satisfied the customer base.

# The Bath Christmas Market achieved a good recommendation score of +19%, although it decreased compared with 2023.

- The 2024 Bath Christmas Market achieved a good recommendation score of +19% but it did decrease by -14% compared with the 2023 market score and by -20% compared with the 2022 market.
- Staying visitors gave the highest recommendation score at +46% and local visitors the lowest at +6% (although they recorded a negative score for the first time during the 2023 market).
- 45% of Christmas Market visitors were categorised as ‘Promoters’ giving a score of 9 or 10 out of 10 for their likelihood of recommending the market to their friends or family, a decrease of 10% compared with 2023 (54%). 29% gave a score of 7 or 8 and were categorised as ‘Passives’ (31% 2023), whilst 26% gave a score of 0-6 for their likelihood of recommending the market and were therefore categorised as ‘Detractors’ – an increase of 11% compared with 2023 (15%) and which, combined with the decrease in the proportion of ‘promoters’ will have contributed to the reduction in the recommendation score.



Likelihood of recommending Bath Christmas Market	Recommendation score
ALL 2024	+19%
ALL 2023	+33%
ALL 2022	+39%
LOCAL	+6%
DAY	+14%
STAYING	+46%



The wide range and variety of stalls is one of the key things mentioned by respondents as something which sets Bath Christmas Market apart from other Christmas markets.

- The 39% of respondents who said they had visited/considered visiting other Christmas Markets in 2024 were asked what, if anything, sets Bath apart from other Christmas Markets for them.
- A wide range of comments were provided, and these are summarised in the word cloud below with the wide range and variety of stalls being one of the key things mentioned, along with the atmosphere, location, beauty and architecture of the city. To see the full list please refer to the appendix which accompanies this report.





# Bath Christmas Market Survey 2024



## Non-Visitors/Lapsed Visitors\*



*\* Please interpret the results in the slide to follow with caution due to the very low sample size for non/lapsed visitors of only 23.*



# 65% of online survey respondents who said they had not visited the market during 2023 had visited the market previously. 61% had visited another market.

- 65% of online survey respondents who said they had not visited the market during 2024 had visited the market previously (73% in 2023 and 71% in 2022), 30% had never visited (23% and 29% respectively during 2023 and 2022) and 4% didn't know if they had previously visited the market or not (5% 2023).

Whether ever visited Bath Christmas Market (Online survey respondents only)	2024	2023	2022
Yes	65%	73%	71%
No	30%	23%	29%
Don't know	4%	5%	-

- 61% (14 online respondents) of online survey respondents who had not visited the 2024 market said had visited another Christmas market instead in 2024 and these are listed in the table below.

## Other markets visited? (those who went to another Christmas Market in 2024)

Manchester / Belfast
Bristol. I didn't have the chance to go Bath as I didn't realise it was closed so early. Was planning to go with family that come visit yearly.
The Hague
Downend, Oldland
Bristol
Salisbury
Bournemouth
Cardiff Castle (Wales) / Munich (Germany)
Cardiff
Prague / Aldwick Estate
London winter wonderland / Brussels
Bristol
Edinburgh

- 36% (5 online respondents) who had visited another Christmas market instead of Bath said they chose the other market in direct preference to Bath (50% each in 2023 and 2022). The reasons given for this were:

- *"I find Bath Xmas Market very busy and mostly shopping over food stalls, live music, somewhere central with atmosphere in terms of live music, food and drink. It's different to other markets, if you are interested in shopping. I find it good but not if looking for something festive".*
- *"Because the Bath market is overpriced rubbish".*
- *"Bath is too busy nowadays, can't move".*
- *"Because Bath Christmas Market is closed midway through December. What kind of Christmas market isn't open at Christmas?".*
- *"They were later".*



# Bath Christmas Market Survey 2024

## Trend Data 2014 - 2024



Visitor type 2014-2024	Staying visitors	Day visitors	Local residents/work in Bath
2024	22%	57%	21%
2023	27%	59%	15%
2022	28%	58%	15%
2019	24%	63%	12%
2018	27%	63%	10%
2017	23%	67%	10%
2016	20%	70%	10%
2015	23%	69%	9%
2014	19%	70%	11%

Group composition & average group size 2014-2024	Adults with children	Adults only	Ave. group size
2024	9%	91%	2.37
2023	10%	90%	2.45
2022	8%	92%	2.10
2019	8%	92%	2.15
2018	11%	89%	3.42
2017	16%	84%	3.17
2016	20%	80%	3.65
2015	14%	86%	3.15
2014	6%	94%	2.33

Age group 2014-2024	0-15 years	16-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years
2024	6%	15%	17%	16%	14%	14%	17%
2023	6%	11%	21%	15%	15%	19%	12%
2022	4%	13%	20%	12%	15%	17%	19%
2019	5%	12%	20%	13%	20%	18%	13%
2018	5%	10%	17%	10%	14%	23%	21%
2017	13%	8%	13%	12%	18%	20%	16%
2016	14%	11%	14%	13%	20%	16%	11%
2015	8%	8%	17%	13%	19%	21%	14%
2014	3%	11%	16%	13%	24%	18%	16%

<b>Nationality 2014-2024</b>	<b>UK</b>	<b>Overseas</b>
2024	96%	4%
2023	94%	6%
2022	97%	3%
2019	94%	6%
2018	96%	4%
2017	97%	3%
2016	98%	2%
2015	97%	3%
2014	98%	2%

<b>Ave. duration of stay (nights) 2014-2024 (staying visitors in Bath only)</b>	
2024	2.11
2023	1.91
2022	2.24
2019	2.27
2018	2.01
2017	1.79
2016	1.89
2015	1.97
2014	2.17

<b>Whether would consider returning to Bath for a short break at any other time of the year 2019-2024 (staying visitors in Bath only)</b>	<b>Yes</b>	<b>No</b>	<b>Don't know</b>
2024	91%	5%	4%
2023	92%	4%	5%
2022	95%	3%	2%
2019	91%	3%	6%

Whether first ever visit to Bath Christmas Market 2014-2024	Yes	No
2024	33%	67%
2023	34%	66%
2022	37%	63%
2019	31%	69%
2018	29%	71%
2017	28%	72%
2016	27%	73%
2015	30%	70%
2014	32%	68%

Ave. dwell time at the market (hours) 2014-2024		
2024	3.80	3 hours 48 minutes
2023	4.01	4 hours 1 minute
2022	3.93	3 hours 56 minutes
2019	4.28	4 hours 17 minutes
2018	4.33	4 hours 20 minutes
2017	4.42	4 hours 25 minutes
2016	4.15	4 hours 9 minutes
2015	4.11	4 hours 7 minutes
2014	3.92	3 hours 55 minutes

When decided to visit Bath Christmas Market 2014-2024	Come every year	Last year's market	Early in the year (Jan-June)	Over the summer (July-August)	In the last couple of months (Sept-Oct)	In the last couple of weeks (Nov)	In the last couple of days
2024	32%	4%	5%	10%	19%	16%	10%
2023	26%	5%	8%	10%	19%	16%	14%
2022	29%	1%	7%	12%	21%	15%	16%
2019	28%	5%	8%	10%	23%	16%	10%
2018	26%	6%	8%	10%	24%	16%	11%
2017	27%	6%	6%	9%	28%	15%	9%
2016	27%	6%	8%	9%	27%	15%	8%
2015	26%	6%	5%	9%	27%	18%	9%
2014	24%	7%	4%	9%	20%	19%	18%

Whether Bath Christmas Market is main reason for visiting Bath 2014-2024	Yes	No	Unsure
2024	73%	27%	-
2023	72%	28%	-
2022	75%	25%	-
2019	79%	21%	-
2018	78%	22%	-
2017	77%	23%	-
2016	76%	24%	-
2015	74%	25%	2%
2014	75%	23%	2%

What is main reason for visiting Bath on this occasion (market not main reason for visit) 2014-2024	Leisure/holiday	Visiting friends or relatives	Shopping trip (special/non-regular)	Business/attending a conference	Shopping trip (regular/household)	Work/Study here	Other
2024	14%	18%	12%	0%	9%	20%	26%
2023	16%	22%	16%	1%	6%	18%	21%
2022	21%	21%	12%	2%	10%	12%	21%
2019	32%	28%	7%	-	2%	14%	15%
2018	28%	23%	19%	1%	-	11%	19%
2017	17%	26%	15%	-	8%	11%	23%
2016	10%	19%	24%	-	8%	14%	24%
2015	27%	15%	24%	3%	6%	1%	25%
2014	22%	19%	26%	1%	2%	13%	15%

How travelled to Bath 2014-2024	Car/van etc.	Train	Bus service	Organised coach trip	Walked from home/accomm	Coach service	Other
2024	50%	26%	10%	2%	12%	2%	1%
2023	54%	24%	8%	2%	11%	2%	2%
2022	53%	27%	7%	2%	10%	2%	-
2019	54%	26%	7%	6%	5%	2%	2%
2018	55%	27%	8%	5%	4%	2%	2%
2017	54%	28%	8%	5%	6%	2%	2%
2016	56%	26%	5%	4%	5%	2%	1%
2015	59%	25%	4%	6%	4%	2%	1%
2014	57%	24%	10%	3%	4%	-	-

<b>Car parking used 2014-2024</b>	<b>City centre car park</b>	<b>Park &amp; Ride</b>	<b>Neither/ unsure</b>
<b>2024</b>	<b>51%</b>	<b>26%</b>	<b>23%</b>
<b>2023</b>	<b>55%</b>	<b>24%</b>	<b>22%</b>
<b>2022</b>	<b>54%</b>	<b>35%</b>	<b>11%</b>
<b>2019</b>	<b>41%</b>	<b>42%</b>	<b>17%</b>
<b>2018</b>	<b>41%</b>	<b>27%</b>	<b>32%</b>
<b>2017</b>	<b>37%</b>	<b>33%</b>	<b>31%</b>
<b>2016</b>	<b>39%</b>	<b>34%</b>	<b>27%</b>
<b>2015</b>	<b>44%</b>	<b>30%</b>	<b>26%</b>
<b>2014</b>	<b>46%</b>	<b>30%</b>	<b>25%</b>

<b>Other activities taken part in during visit to Bath 2014-2024</b>	<b>Visit a tourist attraction</b>	<b>Have a meal out</b>	<b>Shopping outside of the market</b>	<b>Attend an organised festive event</b>	<b>Go to the Bath Visitor Information Centre</b>
<b>2024</b>	<b>17%</b>	<b>71%</b>	<b>71%</b>	<b>3%</b>	<b>2%</b>
<b>2023</b>	<b>18%</b>	<b>74%</b>	<b>70%</b>	<b>3%</b>	<b>2%</b>
<b>2022</b>	<b>23%</b>	<b>74%</b>	<b>79%</b>	<b>3%</b>	<b>-</b>
<b>2019</b>	<b>24%</b>	<b>77%</b>	<b>75%</b>	<b>7%</b>	<b>6%</b>
<b>2018</b>	<b>24%</b>	<b>77%</b>	<b>84%</b>	<b>6%</b>	<b>-</b>
<b>2017</b>	<b>24%</b>	<b>76%</b>	<b>85%</b>	<b>-</b>	<b>-</b>
<b>2016</b>	<b>21%</b>	<b>80%</b>	<b>87%</b>	<b>-</b>	<b>-</b>
<b>2015</b>	<b>26%</b>	<b>77%</b>	<b>85%</b>	<b>-</b>	<b>-</b>
<b>2014</b>	<b>20%</b>	<b>74%</b>	<b>84%</b>	<b>-</b>	<b>-</b>

<b>What prompted visit to Bath Christmas Market 2014-2024</b>	<b>2024</b>	<b>2023</b>	<b>2022</b>	<b>2019</b>	<b>2018</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>	<b>2014</b>
Previous visit	45%	49%	48%	54%	52%	46%	49%	52%	48%
Recommendation	22%	25%	25%	25%	24%	21%	19%	22%	26%
Social media e.g. Facebook/Twitter etc.	12%	10%	14%	4%	7%	11%	12%	7%	11%
Other	15%	13%	12%	6%	12%	16%	13%	12%	10%
Internet	6%	7%	7%	13%	14%	12%	14%	20%	23%
Online advertising	3%	2%	3%	3%	2%	3%	4%	n/a	n/a
Can't recall	3%	2%	2%	3%	-	2%	3%	2%	3%
Coach operator	1%	1%	1%	3%	2%	2%	2%	3%	2%
E-Newsletter from Bath Christmas Market	0%	-	1%	7%	7%	11%	3%	3%	5%
Local paper	0%	-	-	2%	1%	1%	1%	1%	2%
Radio or podcast promotion	0%	-	-	-	1%	-	-	-	1%

<b>What used the internet for 2014 – 2024</b>	<b>Information sourcing about Bath Christmas Market ONLY</b>	<b>Information sourcing about Bath Christmas Market AND to book accommodation/car hire/flights/attraction tickets etc.</b>	<b>Searching for Christmas shopping ideas generally</b>
<b>2024</b>	<b>61%</b>	<b>25%</b>	<b>25%</b>
<b>2023</b>	<b>36%</b>	<b>36%</b>	<b>36%</b>
<b>2022</b>	<b>50%</b>	<b>38%</b>	<b>26%</b>
<b>2019</b>	<b>50%</b>	<b>38%</b>	<b>32%</b>
<b>2018</b>	<b>53%</b>	<b>32%</b>	<b>21%</b>
<b>2017</b>	<b>60%</b>	<b>32%</b>	<b>17%</b>
<b>2016</b>	<b>70%</b>	<b>17%</b>	<b>13%</b>
<b>2015</b>	<b>57%</b>	<b>36%</b>	<b>7%</b>
<b>2014</b>	<b>59%</b>	<b>32%</b>	<b>9%</b>

Whether follow Bath Christmas Market on any of the following social media sites 2014-2024	Facebook	Twitter	Instagram
2024	49%	1%	70%
2023	85%	6%	48%
2022	71%	6%	43%
2019	82%	10%	22%
2018	25%	3%	7%
2017	32%	5%	5%

Whether made decision to visit after seeing the marketing/promotion for the Bath Christmas Market 2014-2024	Yes	No	Unsure
2024	34%	60%	5%
2023	19%	80%	-
2022	20%	80%	-
2019	18%	80%	2%
2018	17%	82%	1%
2017	15%	82%	3%
2016	18%	79%	3%
2015	34%	63%	2%
2014	16%	82%	2%



**VISITOR SPEND BY CATEGORY 2014-2024**  
**(£/per person/per day) F2F SURVEY ONLY**

	All spend at Bath Christmas Market	Shopping elsewhere in Bath	Eating & drinking elsewhere in Bath	Attractions/ Entertainment	Travel & transport in Bath	Accommodation in Bath (STAYING VISITORS ONLY)
<b>2024</b>	<b>£31.31</b>	<b>£29.73</b>	<b>£31.60</b>	<b>£4.90</b>	<b>£11.83</b>	<b>£70.25</b>
<b>2023</b>	£26.83	£26.16	£23.82	£3.86	£9.36	£70.90
<b>2022</b>	£30.15	£31.04	£24.42	£9.35	£6.53	£67.23
<b>2019</b>	£23.77	£21.42	£16.79	£1.61	£0.96	£69.17
<b>2018</b>	£26.84	£18.37	£16.98	£2.04	£1.95	£51.65
<b>2017</b>	£37.54	£41.54	£22.09	£2.83	£0.96	£50.51
<b>2016</b>	£23.44	£22.07	£16.14	£1.96	£3.48	£45.91
<b>2015</b>	£31.75	£30.54	£19.51	£1.83	£1.33	£42.71
<b>2014</b>	£25.92	£29.84	£14.69	£1.89	£3.47	£31.79

Visitor Satisfaction levels 2014 - 2024	2024	2023	2022	2019	2018	2017	2016	2015	2014
Range of stalls	4.16	4.31	4.29	4.40	4.38	4.52	4.34	4.40	4.57
Quality of stalls	4.31	4.41	4.43	4.50	4.46	4.57	4.41	4.48	4.65
Number of new traders (if been before)	3.73	3.85	3.80	3.70	3.73	3.90	3.56	3.60	3.86
Range of catering facilities	3.95	4.18	4.03	4.27	4.11	4.09	3.83	3.98	4.10
Quality of catering facilities	4.12	4.28	4.23	4.36	4.25	4.22	4.03	4.14	4.28
Ease of finding your way around/signage	3.92	4.13	3.96	3.96	3.77	3.92	3.79	3.84	4.21
Visitor information available on site	3.81	4.00	3.87	3.71	3.67	3.73	3.72	3.70	3.87
Ease of getting around the site/accessing the stalls	3.98	4.10	4.00	3.97	3.93	3.83	3.37	3.59	3.96
Site decoration, lighting etc.	4.30	4.42	4.39	4.42	4.40	4.48	4.36	4.36	4.47
Quality of entertainment	3.95	4.21	4.12	4.21	4.00	4.03	3.76	3.76	4.03
Overall atmosphere	4.27	4.46	4.40	4.46	4.37	4.51	4.29	4.36	4.53
Bath Christmas Market overall	4.17	4.37	4.37	4.43	4.41	4.49	4.30	4.36	4.57

Likelihood of recommending Bath Christmas Market 2014-2024	Recommendation score
2024	+19%
2023	+33%
2022	+39%
2019	+46%
2018	+51%
2017	+53%
2016	+33%
2015	+46%
2014	+66%



## Bath Christmas Market Survey 2024

The South West Research Company Ltd

[www.tswrc.co.uk](http://www.tswrc.co.uk)

