

Visit Norfolk
Tourism Business Confidence Monitor

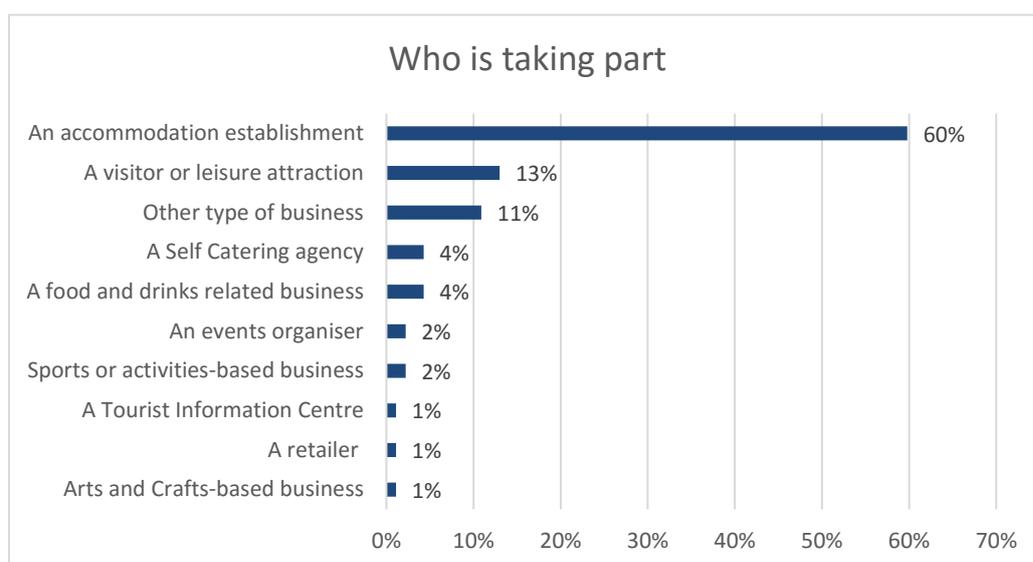


December 2015

Welcome

This business confidence monitor aims to provide the Norfolk tourism sector with an indication of recent business performance and the level of confidence amongst businesses. Destination Research is commissioned by Visit Norfolk to conduct the survey, collate the results and publish this report. The sample size for this report is 138 businesses.

The results are based on an online survey conducted during November 2015. The survey was run concurrently with a survey for Visit Suffolk and Visit Essex and nation-wide survey conducted by Visit England. The combined regional (East Anglia) sample for the three surveys is 346 businesses. Results for England are based on a sample of 1146 responses. This report covers the period from mid-September until the end of the year.



Summary

This edition covers recent performance, between September and the end of November and measures confidence levels for the period up to the end of the year.

High levels of satisfaction with recent performance, with 88% saying they were satisfied with their business performance from September until the end of November.

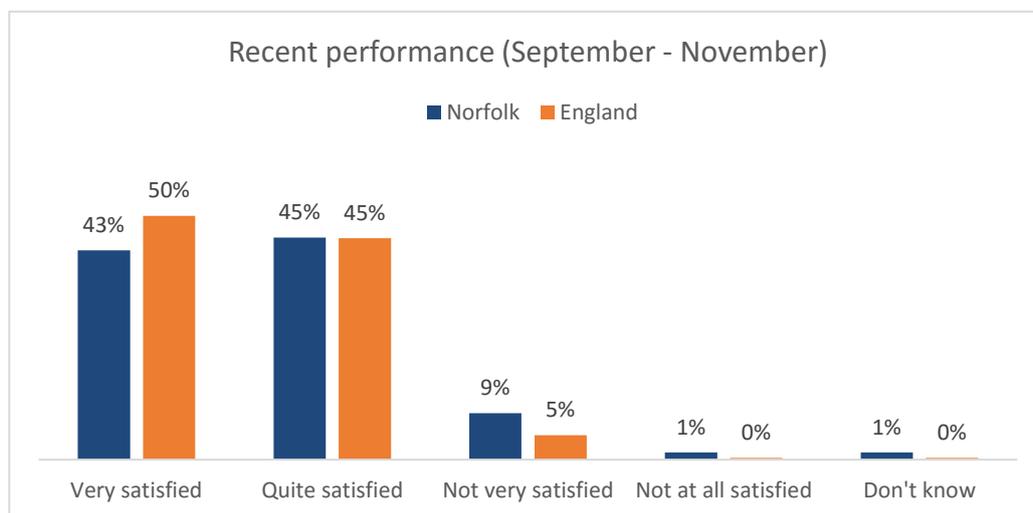
Over two fifths (46%) report an increase in the volume of visitors / guests for 2015, compared to last year. A slightly lower percentage (41%) are 'quite satisfied' with their performance so far over 2015, with a further 44% claiming to be 'very satisfied'.

Looking ahead, up to the end of the year, confidence levels are strong, with 88% of all businesses feeling 'confident' and almost two thirds (63%) reporting 'good' or 'very good' levels of advanced bookings.

Over half (56%) are confident in their ability to generate growth throughout the rest of the year, with a further 32% expecting to achieve a similar level of performance to 2014.

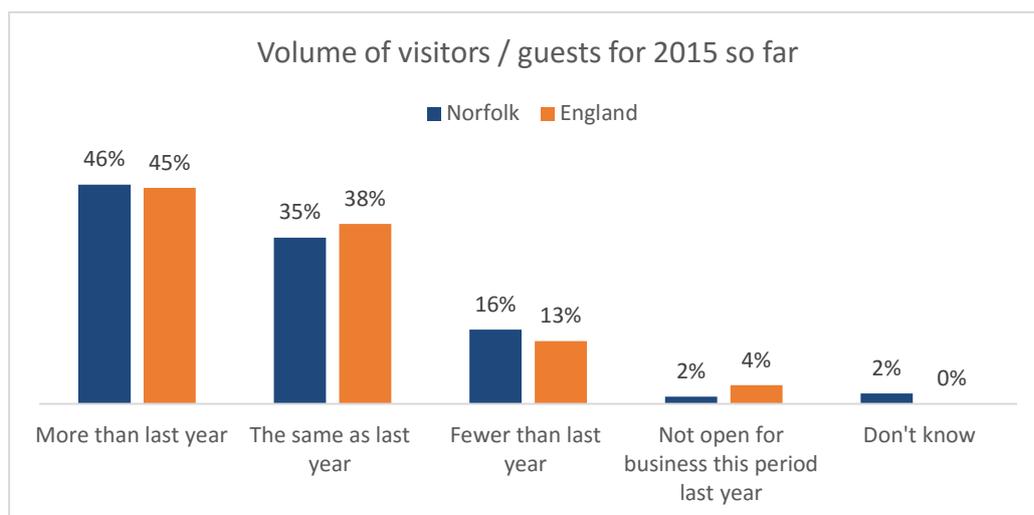
Business Performance

Participants were asked to assess their performance from the end of September until the end of November. The large majority of respondents are 'quite' or 'very satisfied' with their recent performance (88%), although this is a bit below the national average (95%).



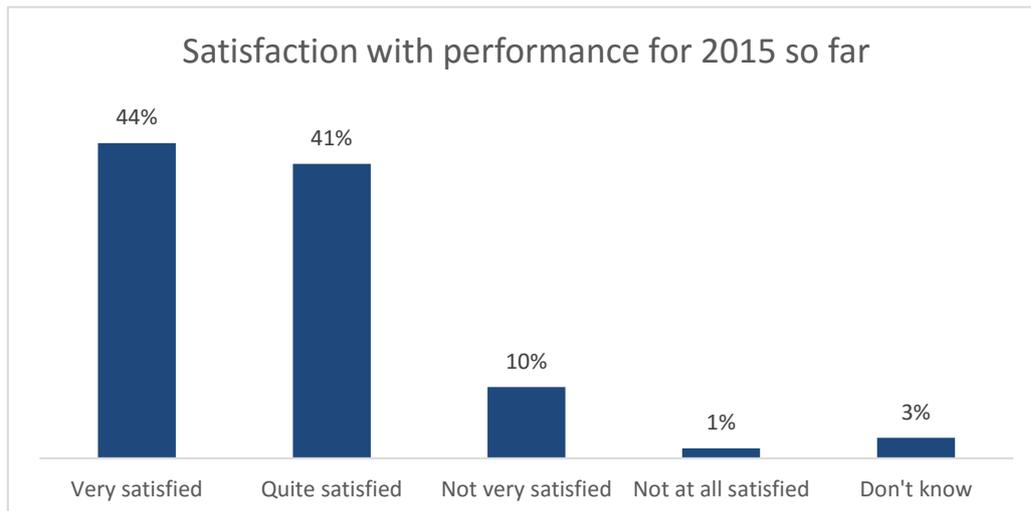
2015 so far

The majority of respondents (46%) report an increase in the volume of visitors / guests for 2015, compared to last year. Only 16% indicated that the volume of visitors decreased compared to the same period last year.



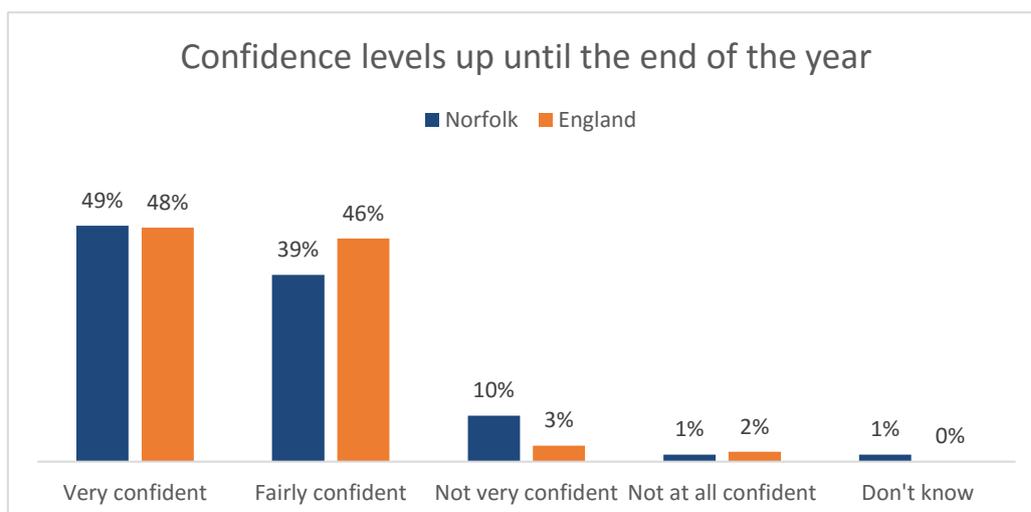
2015 so far

The vast majority of respondents are satisfied with their performance so far over 2015. Similar proportions of respondents are either 'very satisfied' (44%) or 'quite satisfied' (41%). The share of businesses reporting dissatisfaction with their performance to date is relatively low, with 10% 'not very satisfied' and a small minority (1%) 'Not at all satisfied'.



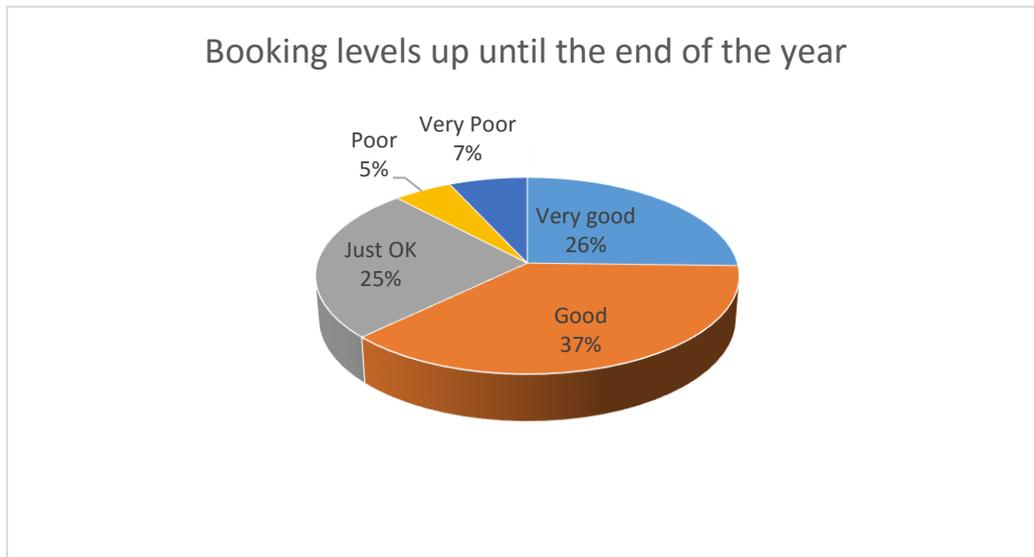
Confidence levels

A very large proportion of businesses (88%) feel confident about the period up to the end of the year (vs. 94% across England), with 49% feeling 'very confident'. However, 11% don't feel confident, compared to only 5% for England as a whole.



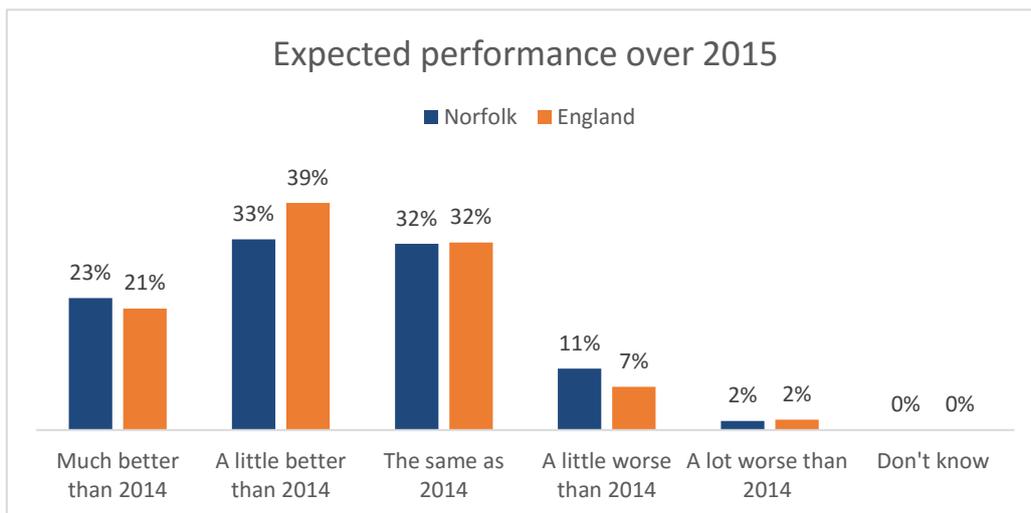
Confidence levels

From now until the end of the year, almost two thirds (63%) of respondents are reporting 'good' or 'very good' levels of advanced bookings. A further quarter (25%) felt booking levels are 'just OK' for this time of the year.



2015 overall expected performance

Just over half of businesses (56%) are confident in their ability to generate growth throughout the rest of the year, with a further third (32%) expecting to achieve a similar level of performance to 2014. The results for Norfolk are only slightly below the national average.



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