

Visit Norfolk
Tourism Business Confidence Monitor

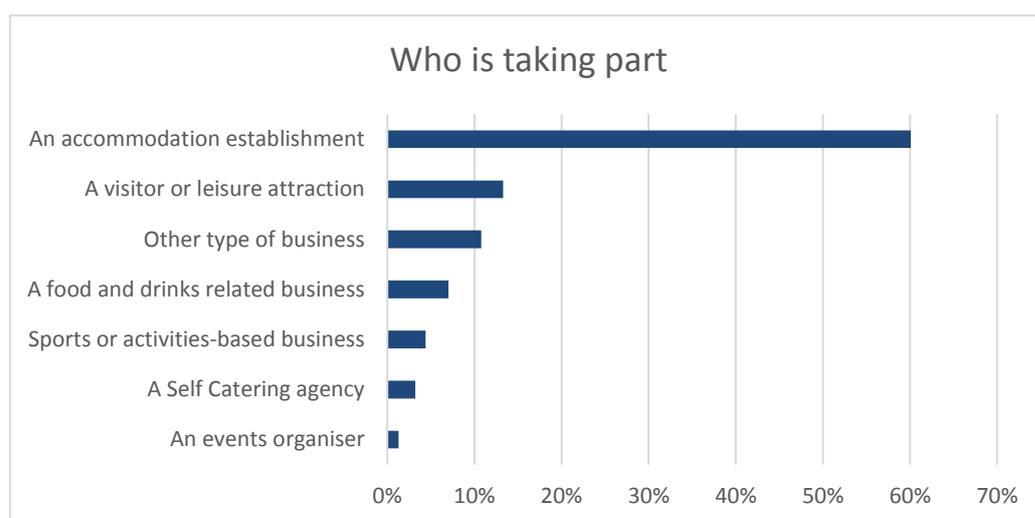


July 2015

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 196 businesses.

The results are based on an online survey conducted during June 2015. The survey was run concurrently with a survey for Visit Suffolk and nation-wide survey conducted by Visit England. The combined regional (East Anglia) sample for the three surveys is 312 businesses. This report covers the period from Easter until the end of August (including the school summer holiday period).



Summary

High levels of satisfaction with recent performance, with 82% saying they were satisfied with their business performance during Easter up until June.

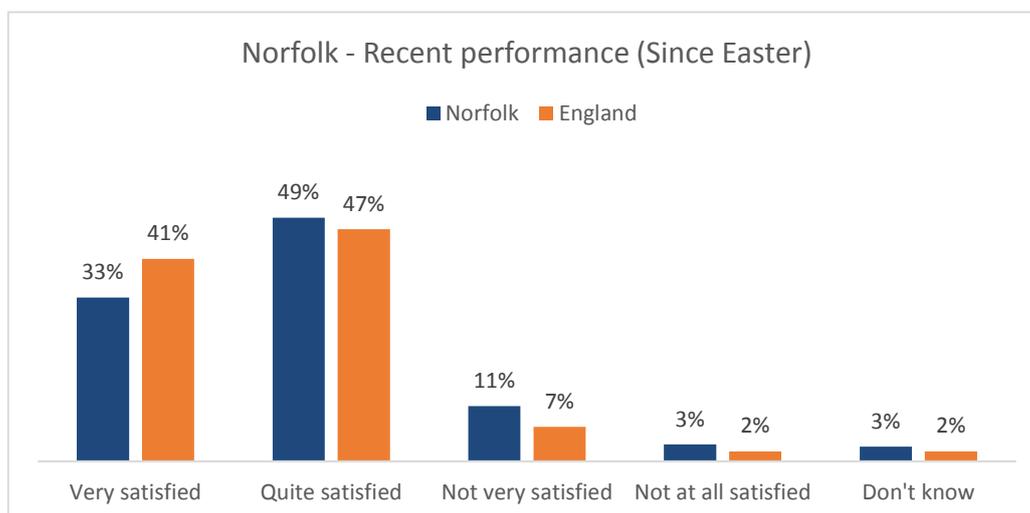
Two fifths (39%) report an increase in the volume of visitors / guests for 2015, compared to last year. Over half (52%) are 'quite satisfied', with a further 28% claiming to be 'very satisfied' with their performance so far over 2015.

Looking ahead until the end of the school summer holidays, confidence levels are strong, with almost all businesses feeling 'confident' and two thirds reporting 'good' or 'very good' levels of advanced bookings.

Over half of businesses (59%) are confident in their ability to generate growth throughout the rest of the year, with a further 29% expecting to achieve a similar level of performance to 2014.

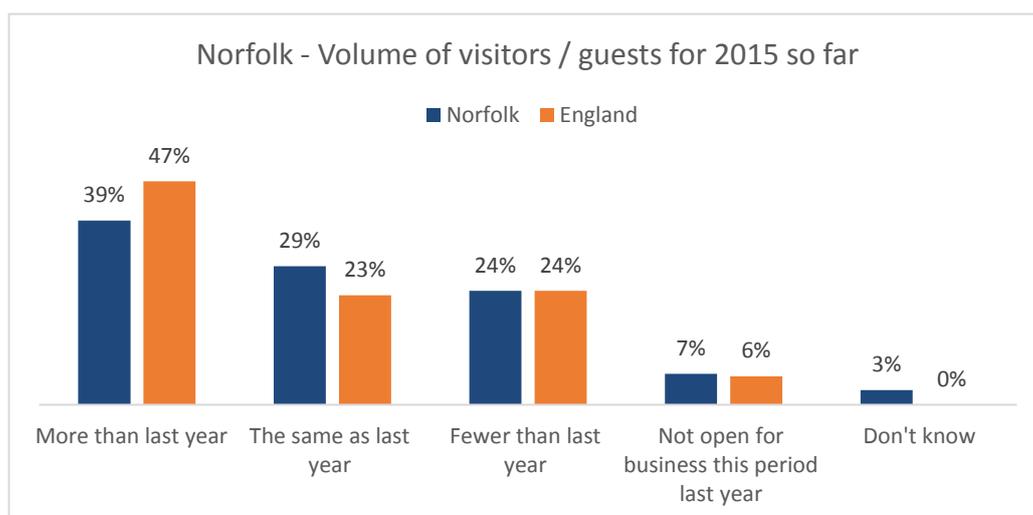
Business Performance

Participants were asked to assess their performance from the Easter period until now. The large majority of respondents are 'quite' or 'very satisfied' with their recent performance (82%), although this is a bit below the national average (88%).



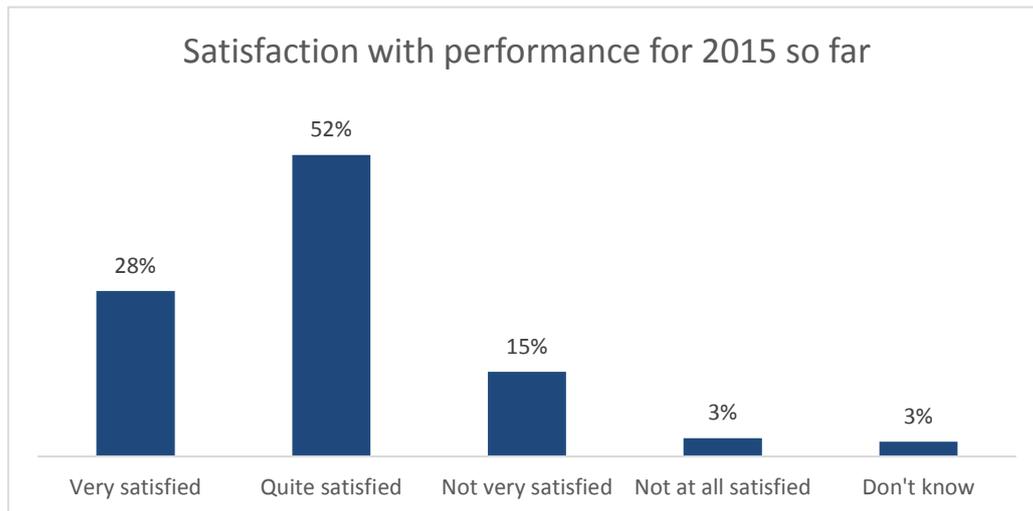
2015 so far

The majority of respondents (39%) report an increase in the volume of visitors / guests for 2015, compared to last year. About a quarter (24%) indicated that the volume of visitors decreased compared to the same period last year.



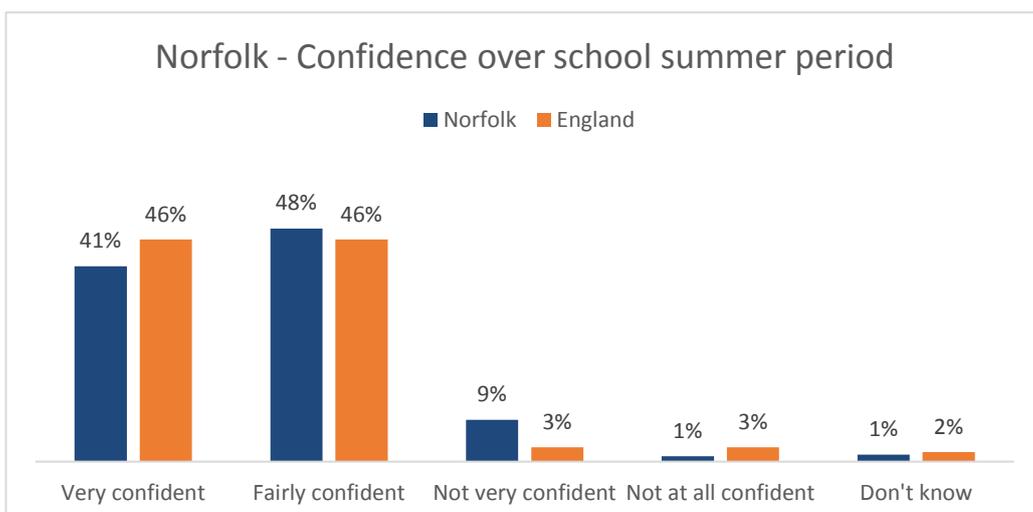
2015 so far

The vast majority of respondents are satisfied with their performance so far over 2015. Just over half (52%) are 'quite satisfied', with a further 28% claiming to be 'very satisfied'. The proportion of businesses reporting dissatisfaction with their performance to date is relatively low, with 15% 'not very satisfied' and a small minority (3%) 'Not at all satisfied'.



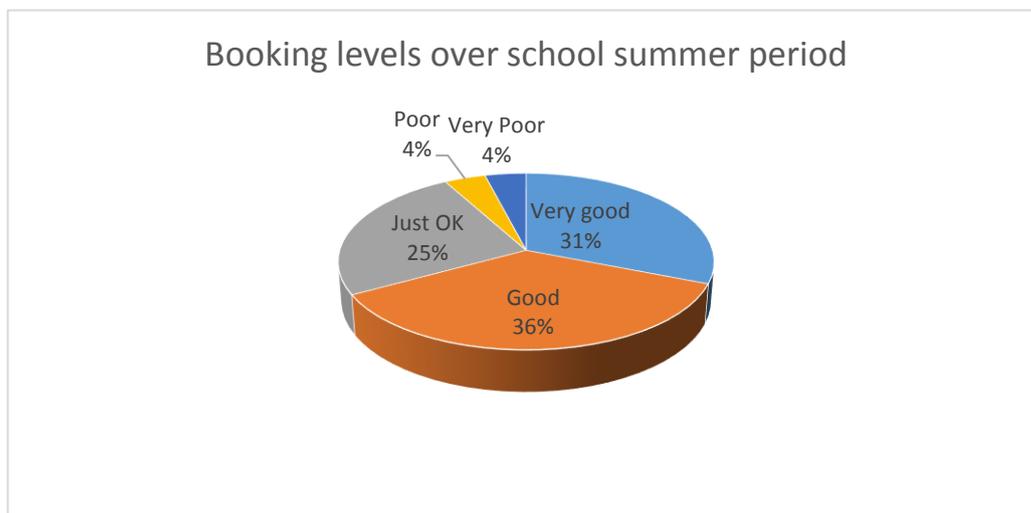
Confidence levels

A very large proportion of businesses (89%) feel confident about the summer period (vs. 92% across England), with 41% feeling 'very confident'. However, 10% don't feel confident, compared to only 6% for England as a whole.



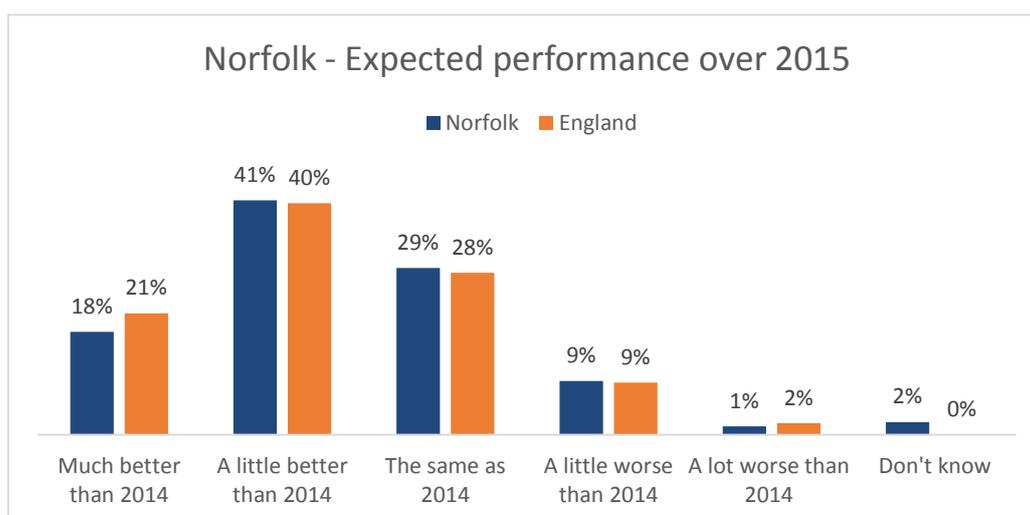
Confidence levels

From now until the end of August (including the school summer holiday period), over two thirds (67%) of respondents are reporting 'good' or 'very good' levels of advanced bookings.



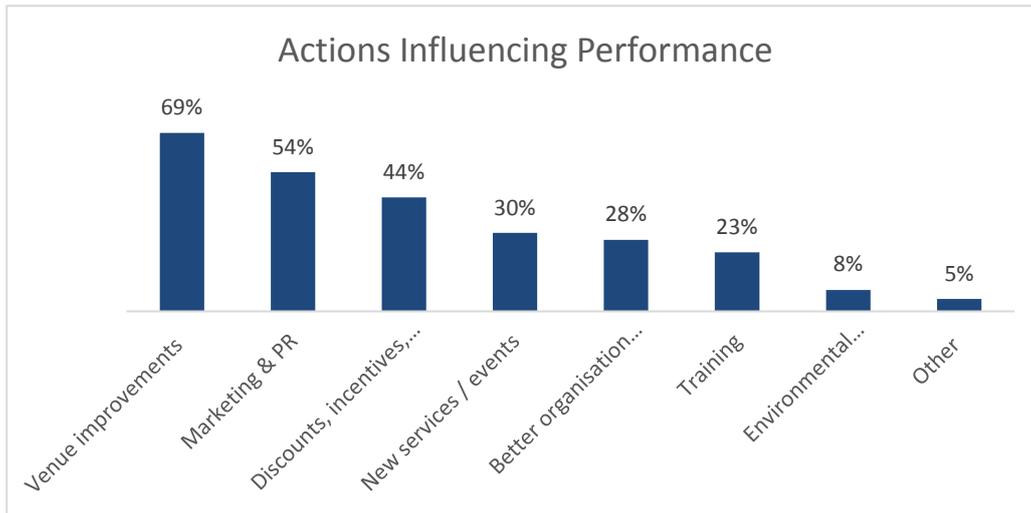
2015 overall expected performance

Over half of businesses (59%) are confident in their ability to generate growth throughout the rest of the year, with a further 29% expecting to achieve a similar level of performance to 2014. The results for Norfolk are similar to the national average.



Actions Influencing Performance

Refurbishments and site improvements have been key to good performance. Businesses have also invested in marketing and introduced new services and incentives that have resulted in improved business performance.



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