

Visit Norfolk
Tourism Business Confidence Monitor

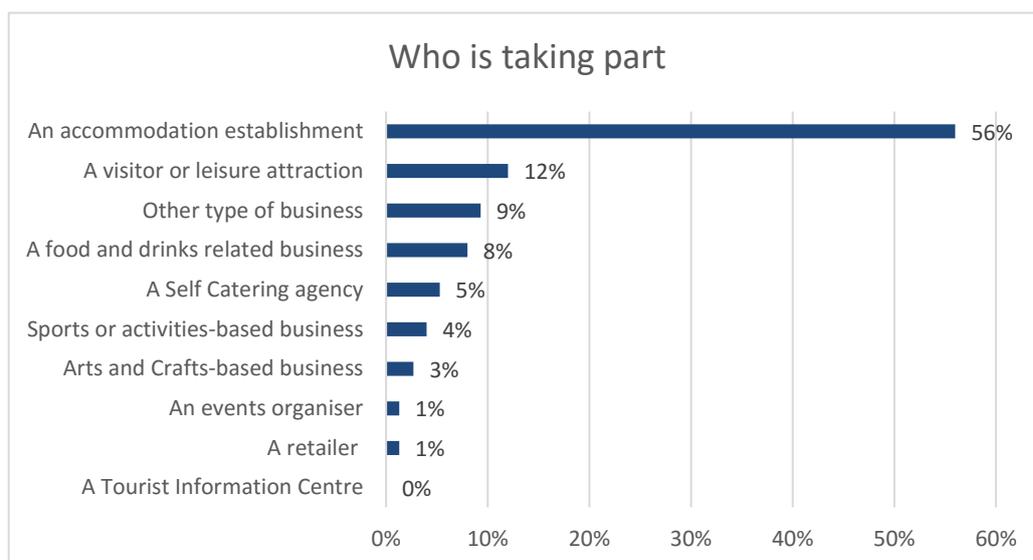


February 2016

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 129 businesses.

The results are based on an online survey conducted during January 2016. 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 340 businesses. Results for England are based on a sample of 1140 responses. This report covers Christmas and New Year period and measures confidence levels for the period up to the end of Easter.



Summary

This edition covers recent performance over the Christmas and New Year period and measures confidence levels for the period up to the end of Easter.

High levels of satisfaction with recent performance, with 83% saying they were satisfied with their business performance during the Christmas and New Year period.

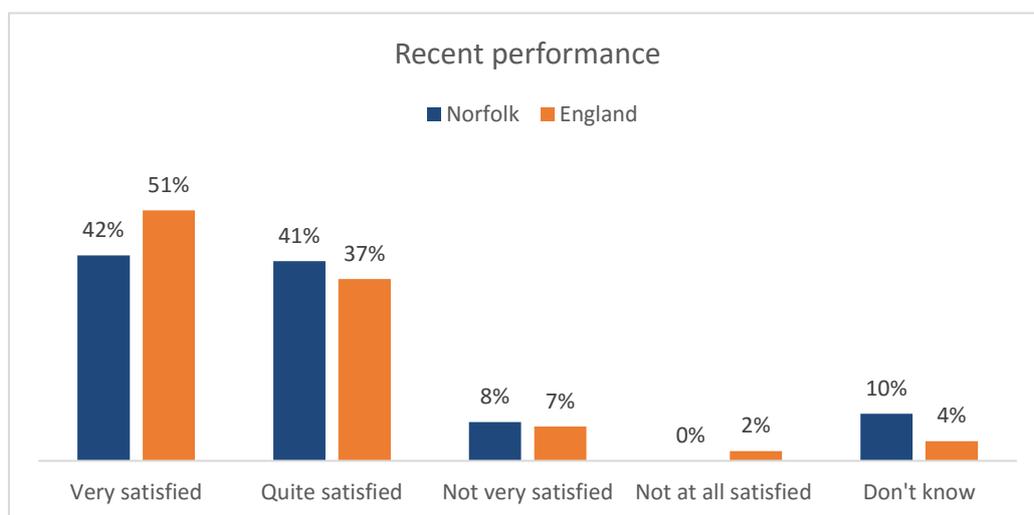
Almost two thirds (60%) report an increase in the volume of visitors / guests for 2015, compared to last year. Most were satisfied with their performance for 2015. Similar proportions of respondents were either 'very satisfied' (45%) or 'quite satisfied' (48%).

Looking ahead, up to the end of Easter confidence levels are strong, with 84% of all businesses feeling 'confident' although 'only' 46% of respondents are reporting 'good' or 'very good' levels of advanced bookings.

Over half (59%) are confident in their ability to generate growth throughout the rest of the year, with a further 36% expecting to achieve a similar level of performance to 2015.

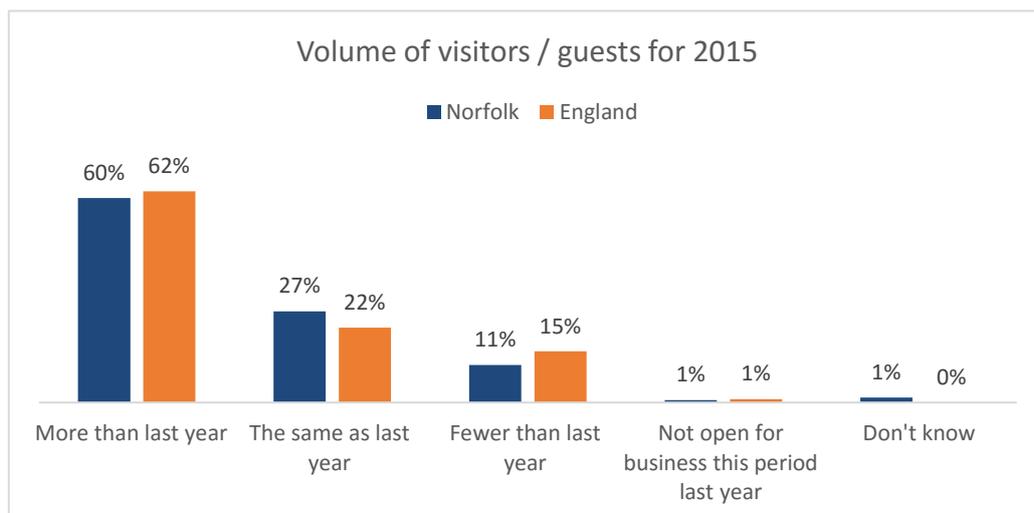
Business Performance

Participants were asked to assess their performance during the Christmas and New Year period. The large majority of respondents were 'quite' or 'very satisfied' with their recent performance (83%), although this is a bit below the national average (88%). However half (51%) of all respondents to the national survey were 'very satisfied', for only 42% in Norfolk.



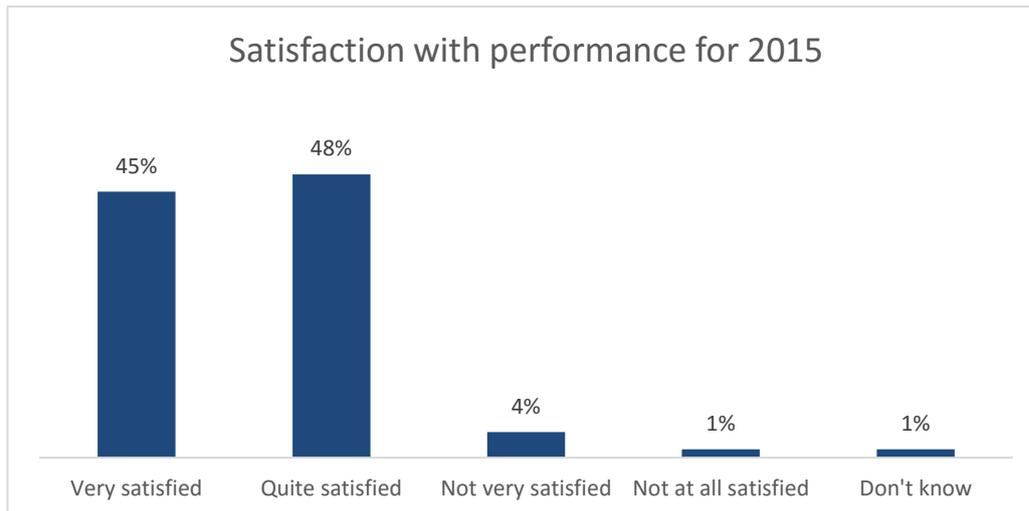
2015 overview

The majority of respondents (60%) reported an increase in the volume of visitors / guests for 2015, compared to the previous year. Only 11% indicated that the volume of visitors decreased compared to 2014.



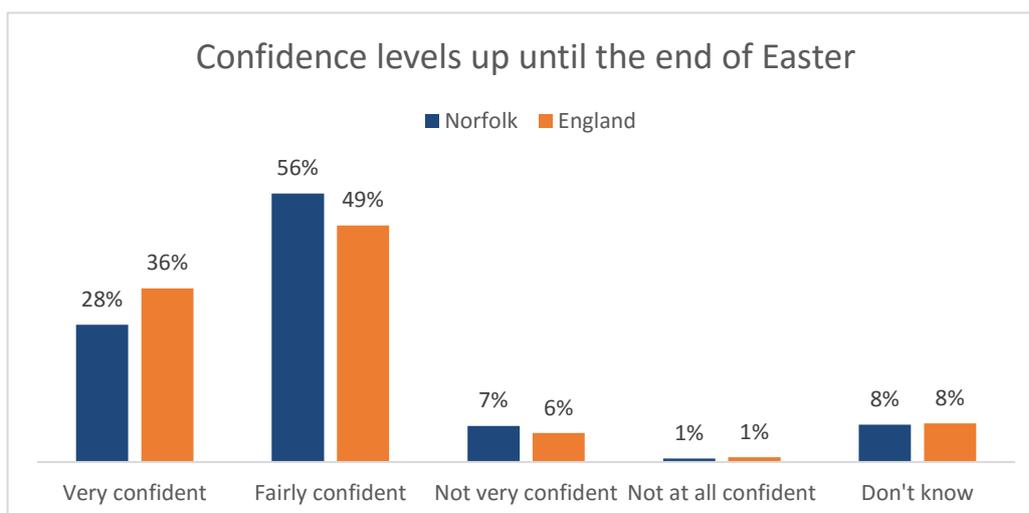
2015 overview

The vast majority of respondents were satisfied with their performance for 2015. Similar proportions of respondents were either 'very satisfied' (45%) or 'quite satisfied' (48%). The share of businesses reporting dissatisfaction with their performance in 2015 was relatively low, with 4% 'not very satisfied' and a small minority (1%) 'Not at all satisfied'.



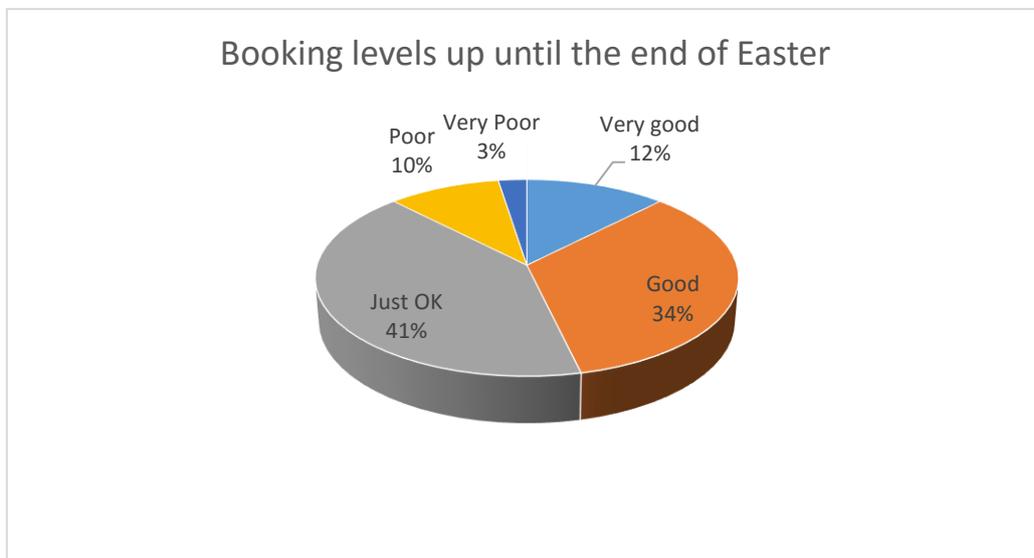
Confidence levels

A very large proportion of businesses (84%) feel confident about the period up to the end of Easter (vs. 85% across England), with 28% feeling 'very confident'. However, 7% don't feel confident, compared to only 6% for England as a whole.



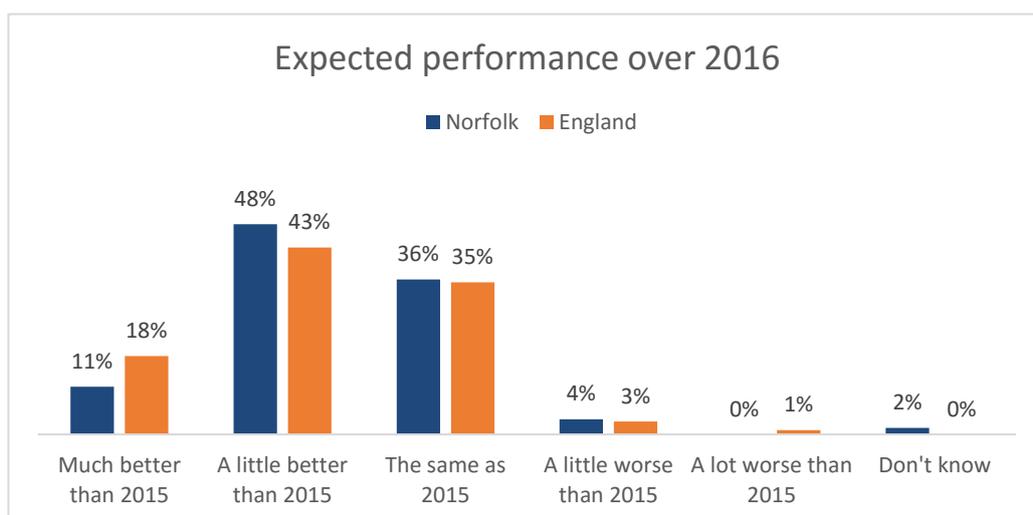
Confidence levels

From now until the end of Easter, almost half (46%) of respondents are reporting 'good' or 'very good' levels of advanced bookings. A further two fifths (41%) felt booking levels are 'just OK' for this time of the year.



2016 overall expected performance

Over half of businesses (59%) are confident in their ability to generate growth during 2016, with a further third (36%) expecting to achieve a similar level of performance to 2015.



Pete Waters
Executive Director
Visit East Anglia

M: 07568 560714
E: pete@visitnorfolk.com
W: www.visitnorfolk.com

Sergi Jarques
Director
Destination Research

M: 07867 474581
E: sergi@destinationresearch.co.uk
W: www.destinationresearch.co.uk