

Visit Norfolk
Tourism Business Confidence Monitor

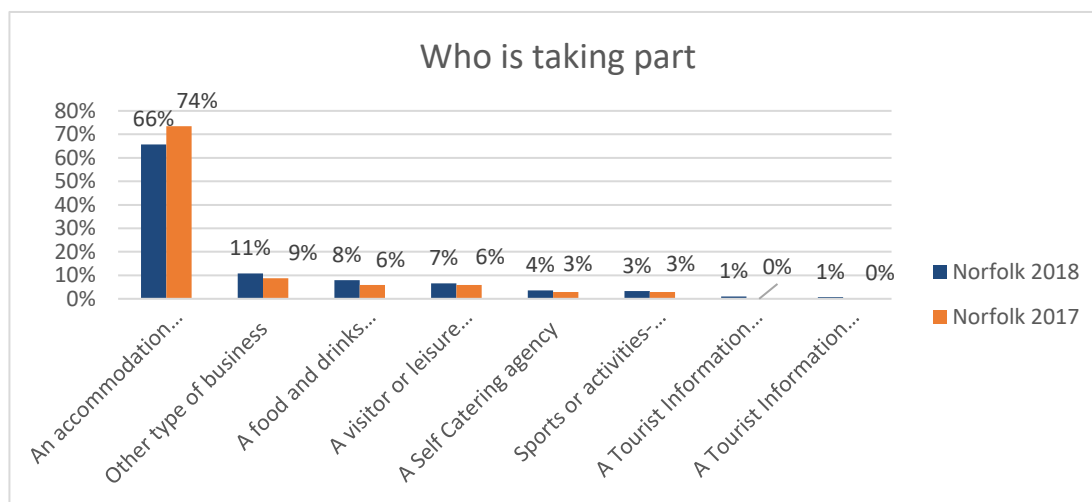


June 2018

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 123 businesses.

The results are based on an online survey conducted during June 2018. The survey was run concurrently with surveys for Visit Suffolk and Visit Essex as well as a nation-wide survey conducted by Visit England. The combined regional sample for the three surveys is 312 businesses. This report covers performance since Easter 2018 and measures confidence levels up to the Summer holidays.



Summary

This edition covers recent performance over Easter and the May Bank Holidays and measures confidence levels for the period up to the end of the Summer Holiday.

80%

Satisfied with performance during Easter and May Bank Holiday

73%

Satisfied with their 2018 performance so far

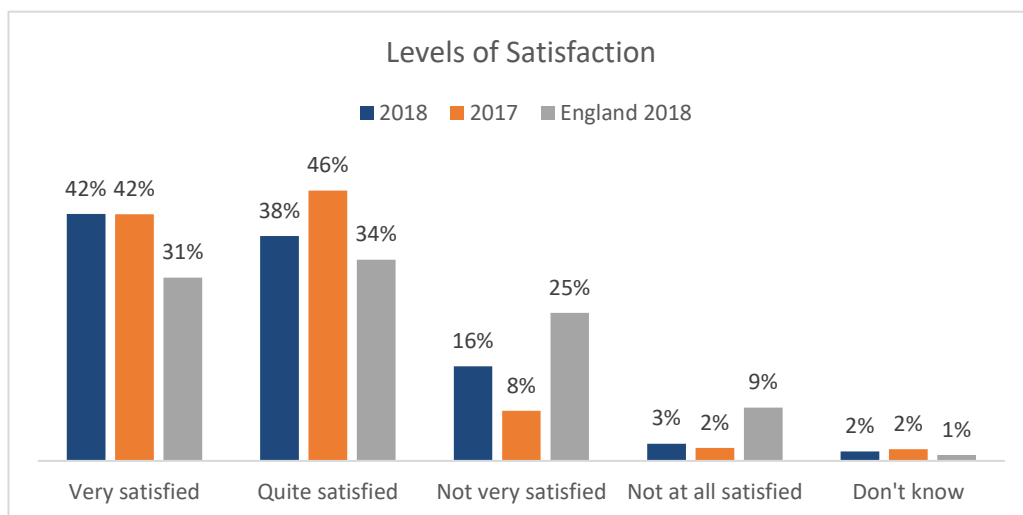
72% are positive about immediate future, 64% report good levels of advanced bookings.

58% expect to generate growth this year, 26% expect to perform at 2017 levels.



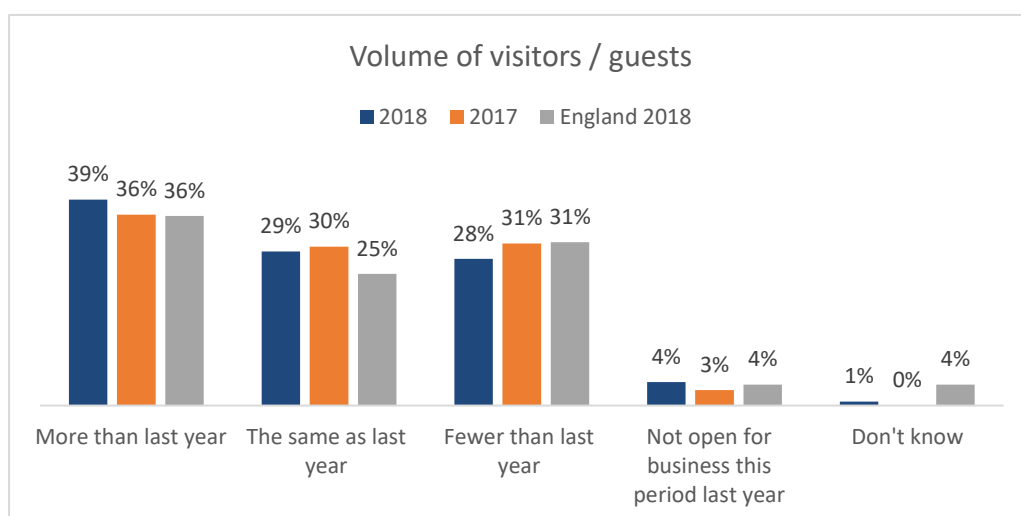
Recent Performance

Participants were asked to assess their performance during the period between Easter and the two May Bank Holidays. Two out of every five respondents (42%) were 'very satisfied' with their performance, in line with 2017. The proportion of respondents 'Quite satisfied' with their performance was lower than in 2017 (38% this year compared to 46% last year). Satisfaction levels are above the national average.



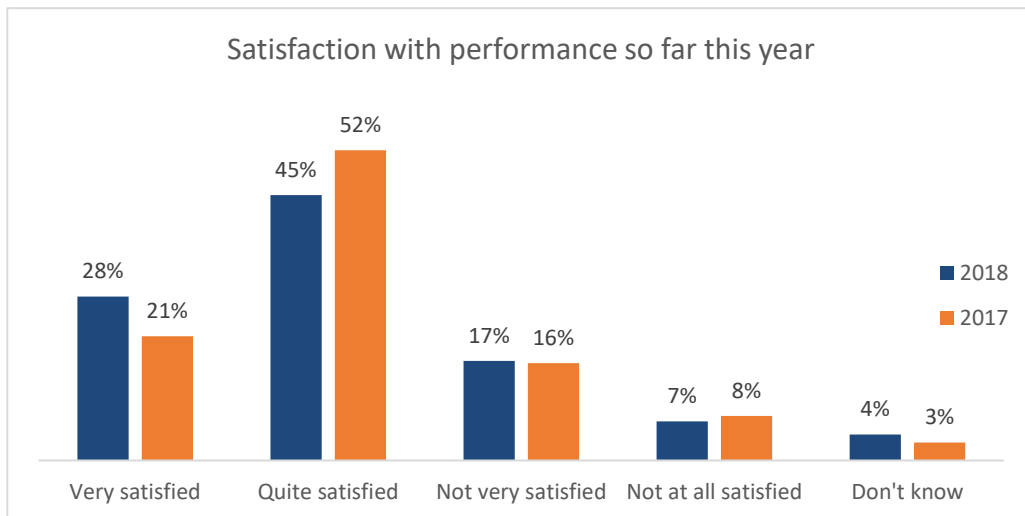
2018 So far

Participants were asked to assess their performance for 2018 to date. Almost two in five (39%) reported an increase in the volume of visitors / guests compared to the previous year. A further 29% attracted 'the same volume of visitors' as in 2017. These results are in line with the volumes achieved in 2017 and slightly more positive than the national average.



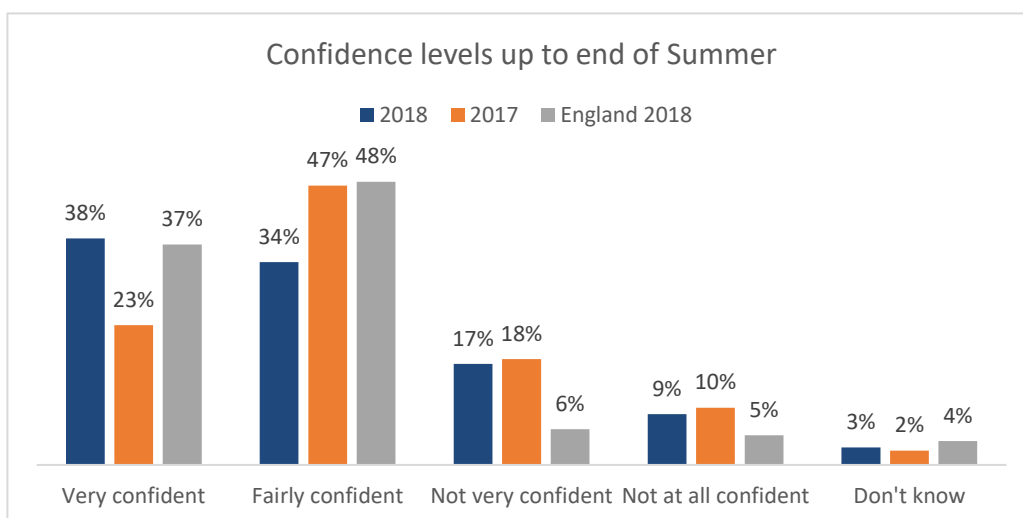
2018 So far

An assessment of the 2018 performance to-date shows that 73% of respondents were either 'very satisfied' (28%) or 'quite satisfied' (45%) with how 2018 is going so far. This is above 2017 when only 21% of businesses said they were 'very satisfied' and 52% 'quite satisfied'.



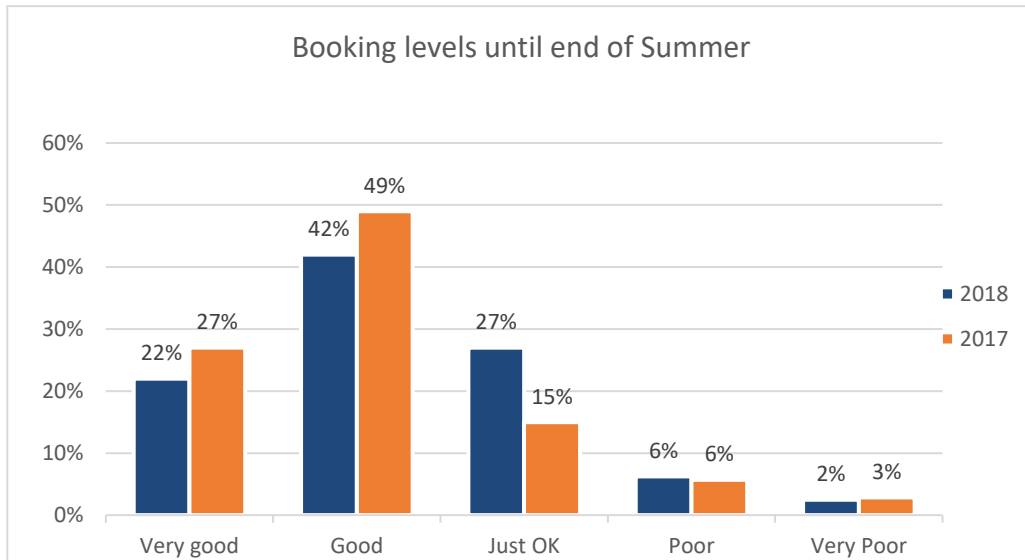
Summer Period - Confidence levels

Optimism is strong and above the levels achieved in 2017, although below the national average.



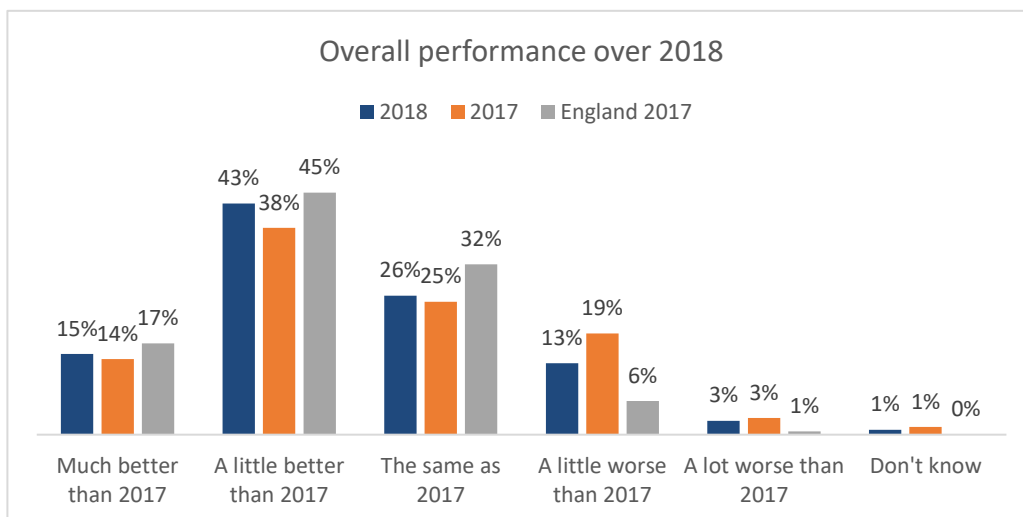
Summer Period - Booking Levels

Advance booking levels among accommodation establishments are lower than they were this time last year. About two thirds of respondents reported booking levels for this year to be 'good' (42%) or 'very good' (22%). A quarter (27%) felt that booking levels to be 'just OK' for the time of year. These results are less positive than they were a year ago.



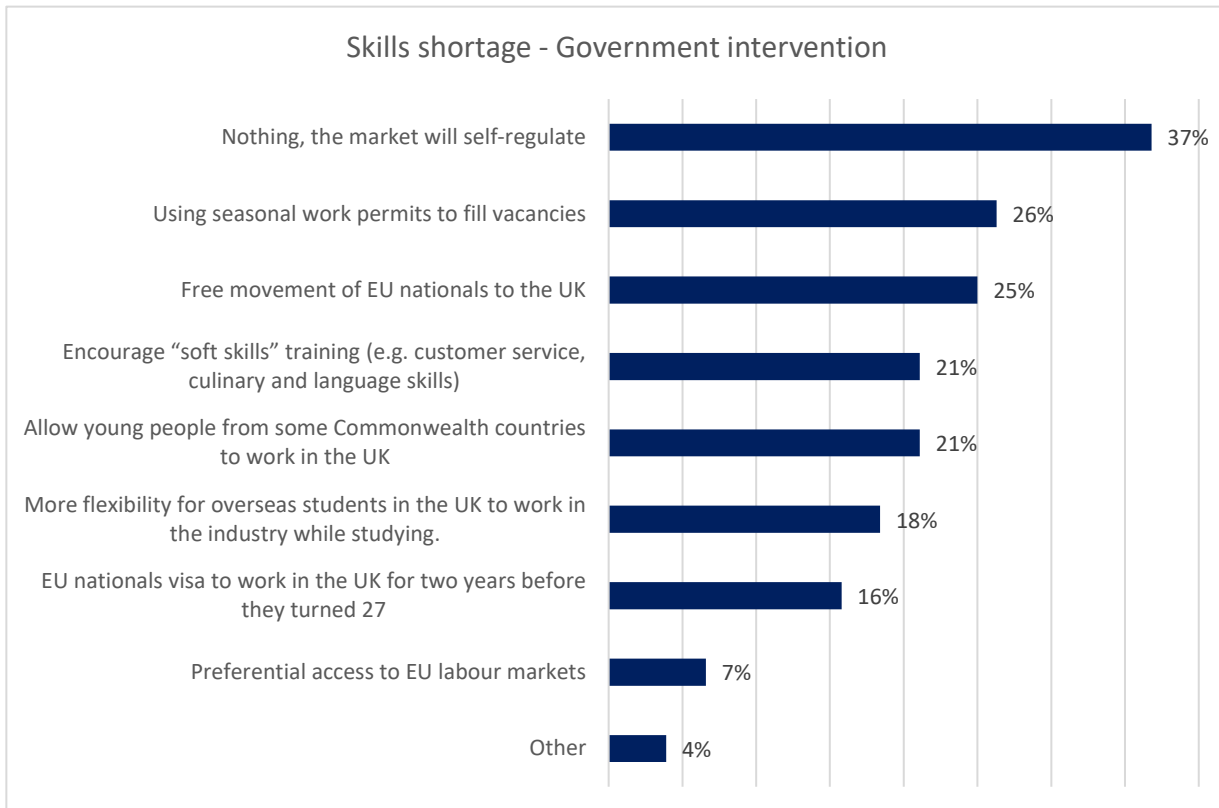
2018 - Overall Expectations

Participants were asked to assess their expected performance for 2018 as a whole. Over half (58%) expect to perform as better than in 2017 (compared to 52% in 2017). A quarter (26%) expect to perform at the same level as in 2017. These results are slightly below the assessment made across England.



Topical Question - Skill Shortages

Our topical question for this edition focussed on skills shortages. We asked respondents what kind of measures and policies should the Government put in place to resolve the likely shortfall in skilled employees once the UK leaves the EU? The majority of respondents (37%) felt that the best option is to do 'Nothing, the market will self-regulate itself'. A quarter (26%) would prefer 'Using seasonal work permits to fill vacancies' and a similar proportion (25%) would favour 'Free movement of EU national from the UK'.



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