

**Visit Norfolk**  
**Tourism Business Confidence Monitor**

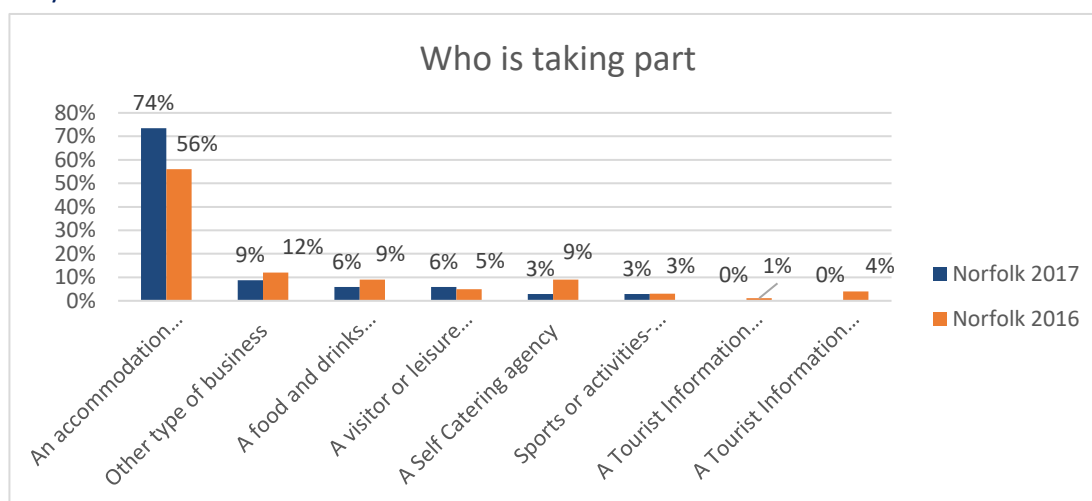


**June 2017**

## 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 152 businesses.

The results are based on an online survey conducted during June 2017. 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 351 businesses. This report covers performance from Easter 2017 and measures confidence levels up to the end of 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.

88%

Satisfied with performance during Easter and May Bank Holiday.

71%

Satisfied with their 2017 performance so far.

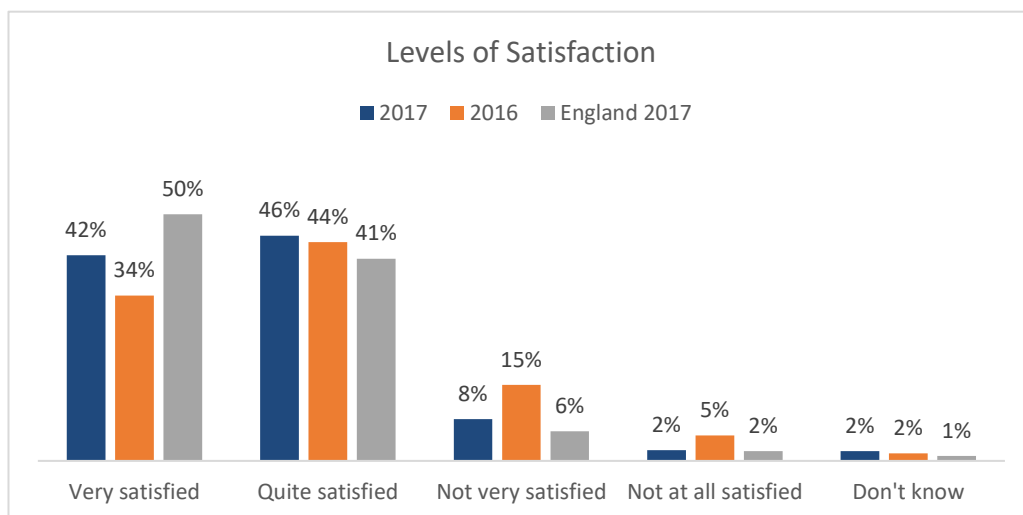
70% are confident about immediate future, 75% report good levels of advanced

52% expect to generate growth this year, 25% expect to perform at 2016 levels.



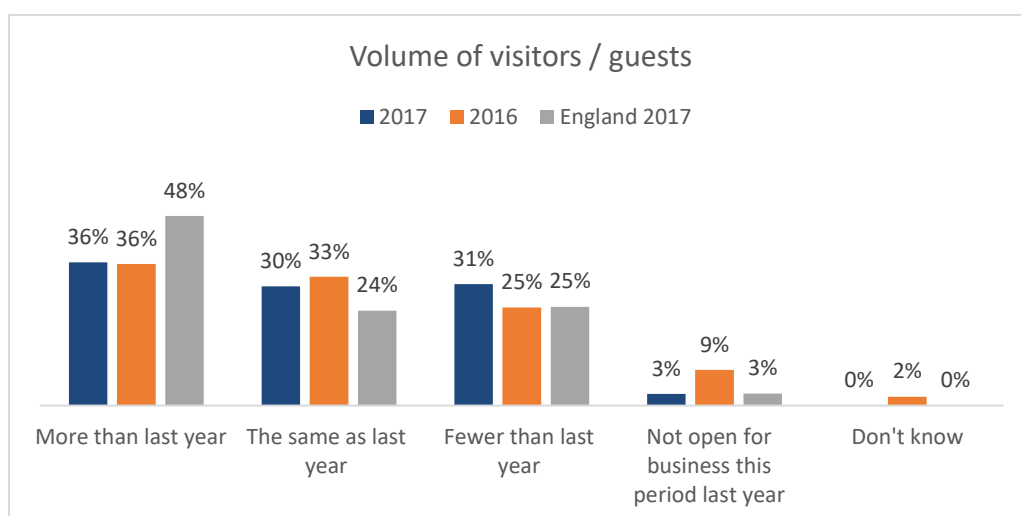
## Recent Performance

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, compared to 34% the previous year. The proportion of respondents 'Quite satisfied' with their performance was also higher than in 2016 (46% this year compared to 44% last year). Satisfaction levels are below the national average.



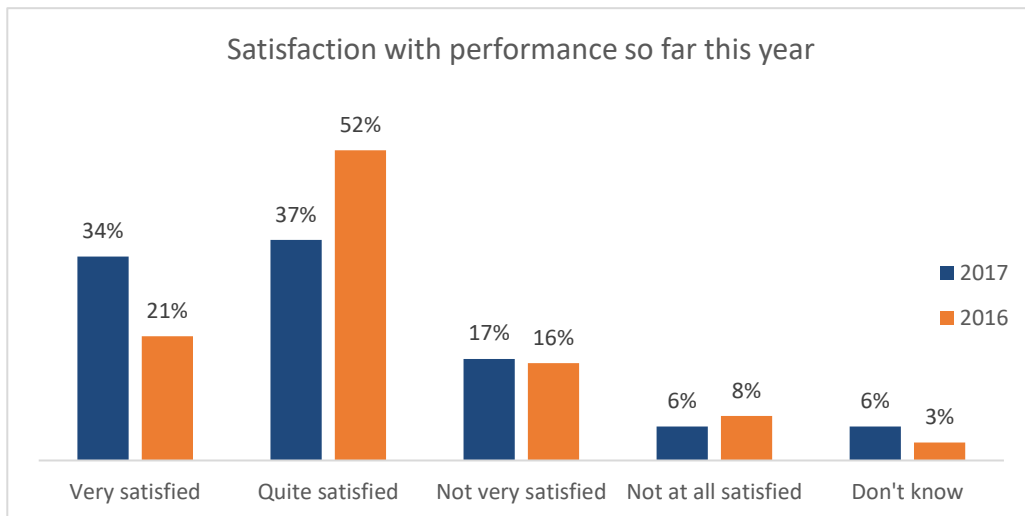
## 2017 So far

Participants were asked to assess their performance for 2017. Over a third (36%) reported an increase in the volume of visitors / guests compared to the previous year. A further 30% attracted 'the same volume of visitors' than in 2016. These results are in line with the volumes achieved in 2016 but below the national average.



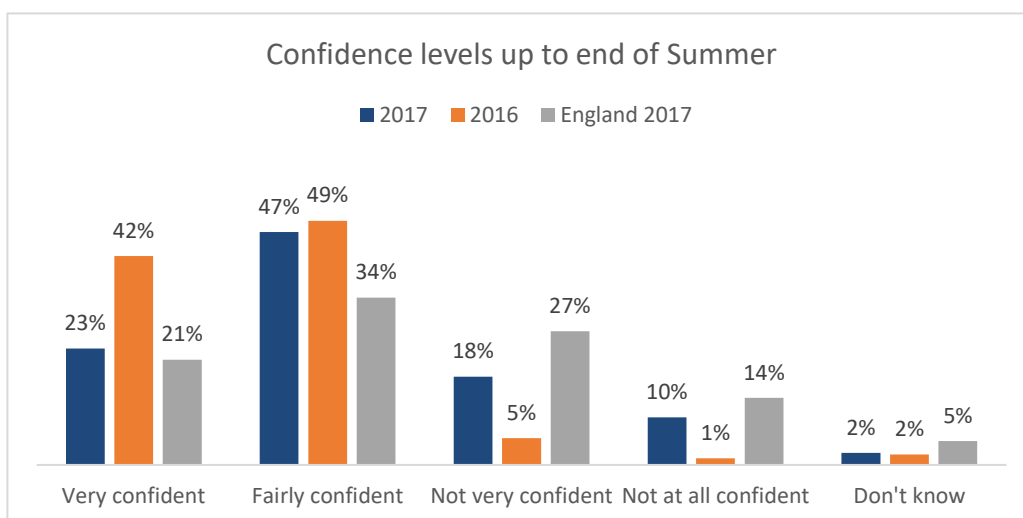
## 2017 So far

An assessment of the 2017 performance to-date shows that 71% of respondents were either 'very satisfied' (34%) or 'quite satisfied' (37%) with recent performance. This is above 2016 levels, when only 21% of businesses said they were 'very satisfied' and 52% 'quite satisfied' with their performance.



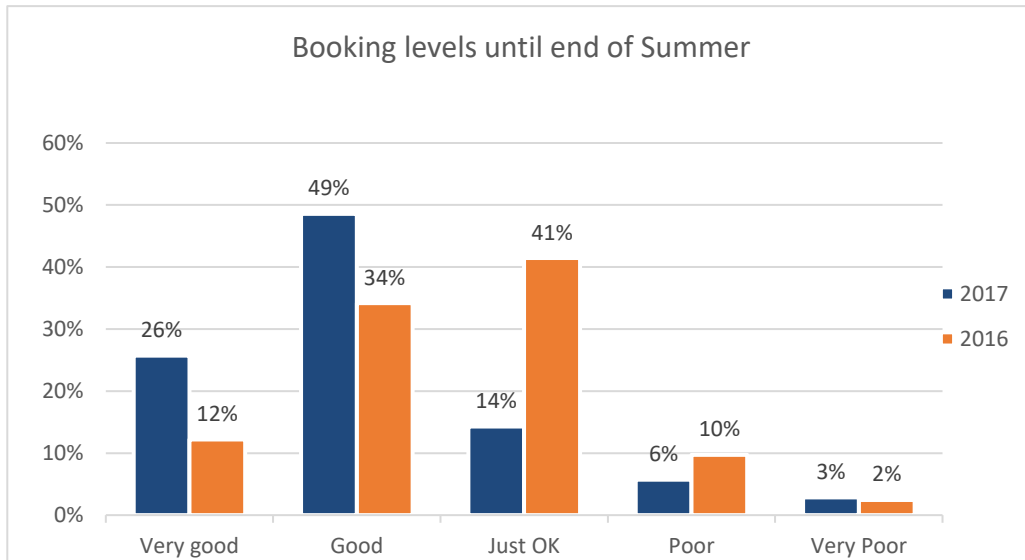
## Summer Period - Confidence levels

Optimism is strong but lower than the levels achieved last year. However, Norfolk is more optimistic about performance over the summer period when compared to the national average.



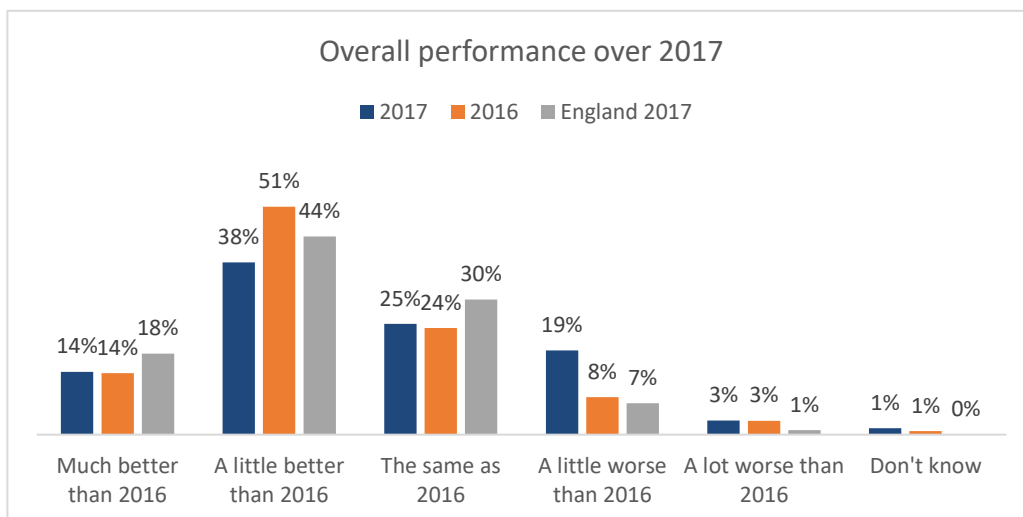
## Summer Period - Booking Levels

Advance booking levels among accommodation establishments are higher than they were this time last year. Three quarters reported booking levels for this year to be 'good' (49%) or 'very good' (26%). Only 14% felt that booking levels to be 'just OK' for the time of year. These results are significantly more positive than they were a year ago.



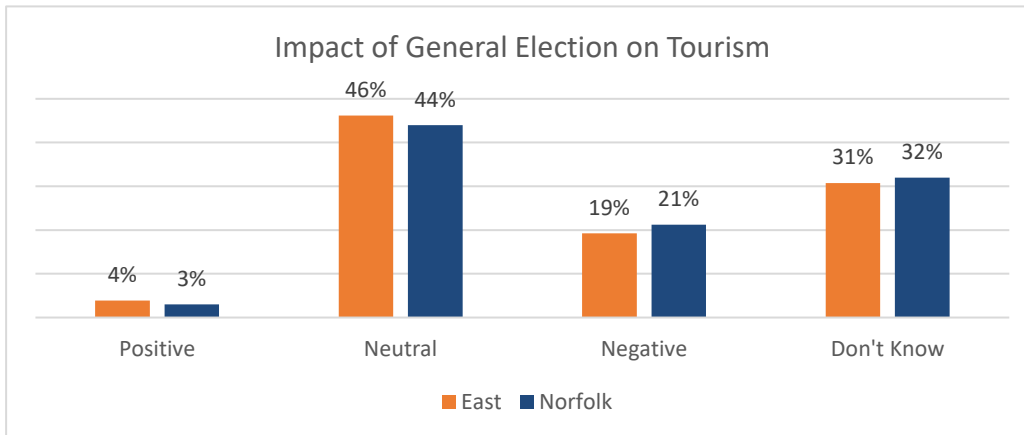
## 2017 - Overall Expectations

Participants were asked to assess their expected performance for 2017 as a whole. Just over half (52%) expect to perform as better than in 2016. A quarter expect to perform at the same level as in 2016. These results are slightly below the assessment made across England.



## General Election Results

Our topical question for this edition focused on the results of the recent general election. Respondents were asked to assess the likely impact that the results will have on the tourism industry. The majority (44%) believe the election results will not have a positive or negative impact, although about a third were unable to say at this stage.



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