

Visit Norfolk
Tourism Business Confidence Monitor

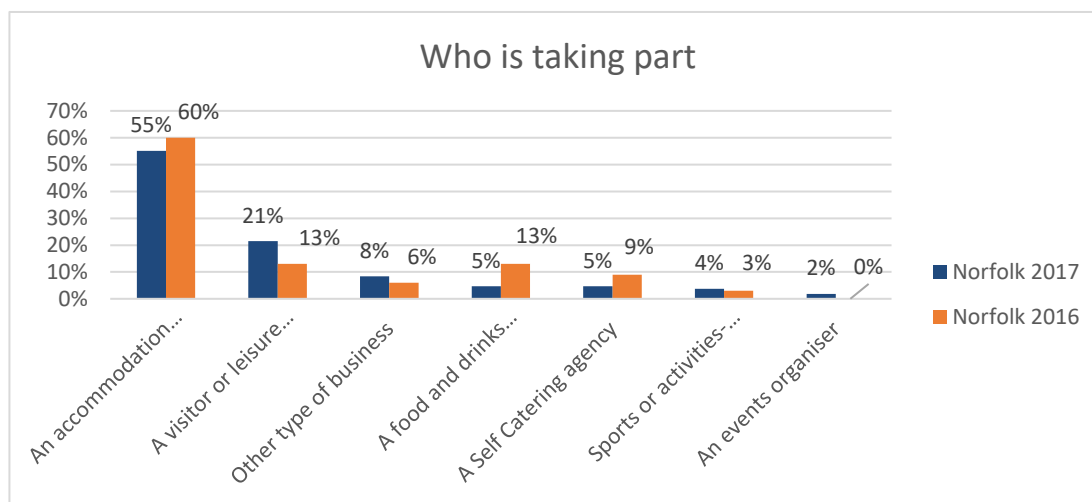


September 2017

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 148 businesses.

The results are based on an online survey conducted during August 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 338 businesses. This report covers performance from the Summer months and measures confidence levels up to October Half Term.



Summary

84%

are satisfied with their performance during the summer months

58%

report an increase in the volume of visitors compared to previous year

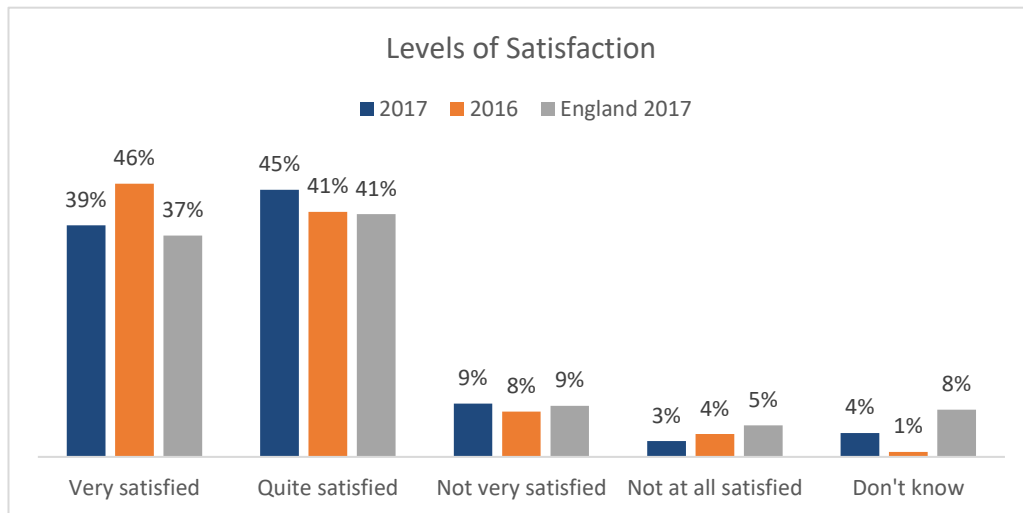
71% are positive about the immediate future, 77% report good levels of advanced

67% expect to generate growth this year and a further 16% expect to perform at



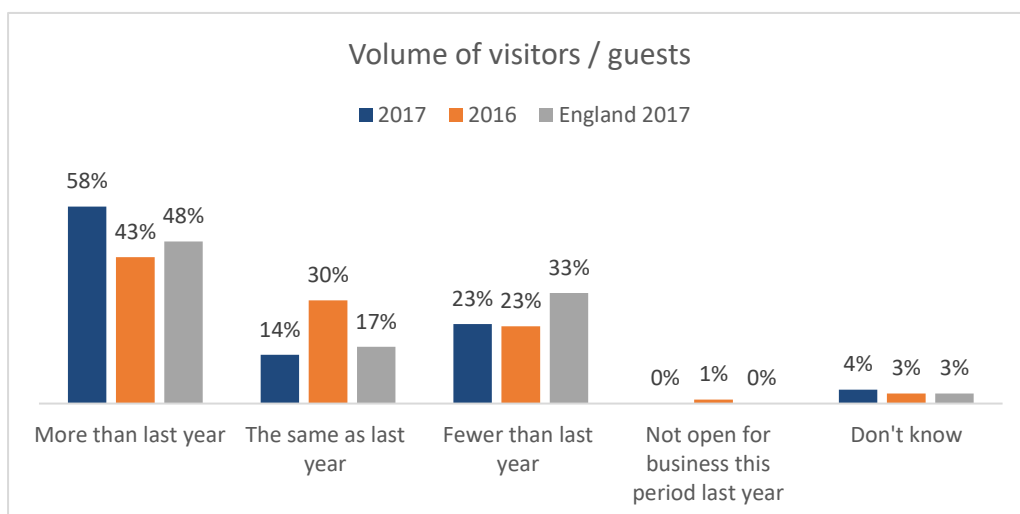
Recent Performance

Participants were asked to assess their performance during the summer months. Almost two in every five respondents (39%) were 'very satisfied' with their performance, compared to 46% the previous year. The proportion of respondents 'Quite satisfied' with their performance was higher than in 2016 (45% this year compared to 41% last year). Satisfaction levels are above the national average.



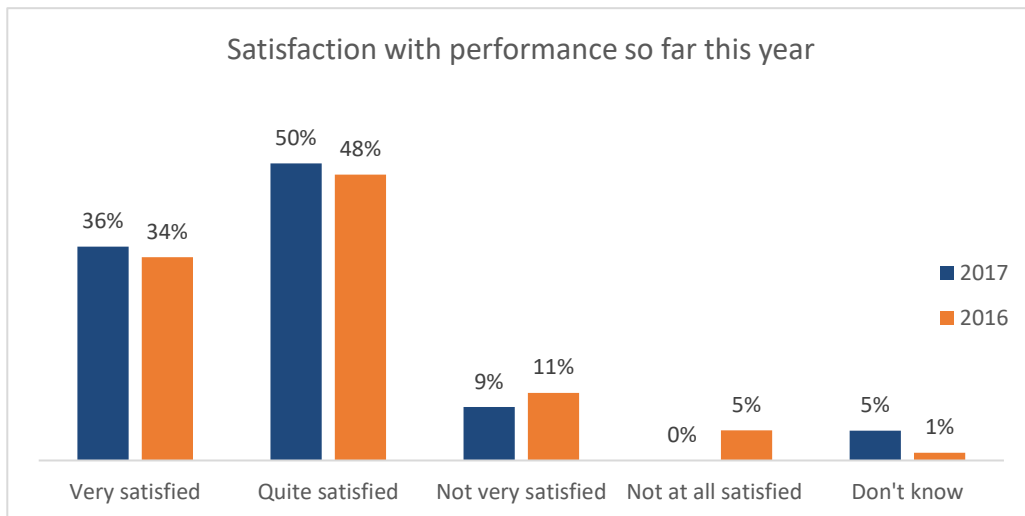
2017 So far

Participants were asked to assess their performance for 2017 so far. More than half (58%) reported an increase in the volume of visitors / guests compared to the previous year. A further 14% attracted 'the same volume of visitors' than in 2016. These results are better than the volumes achieved in 2016 and also more positive than the national average.



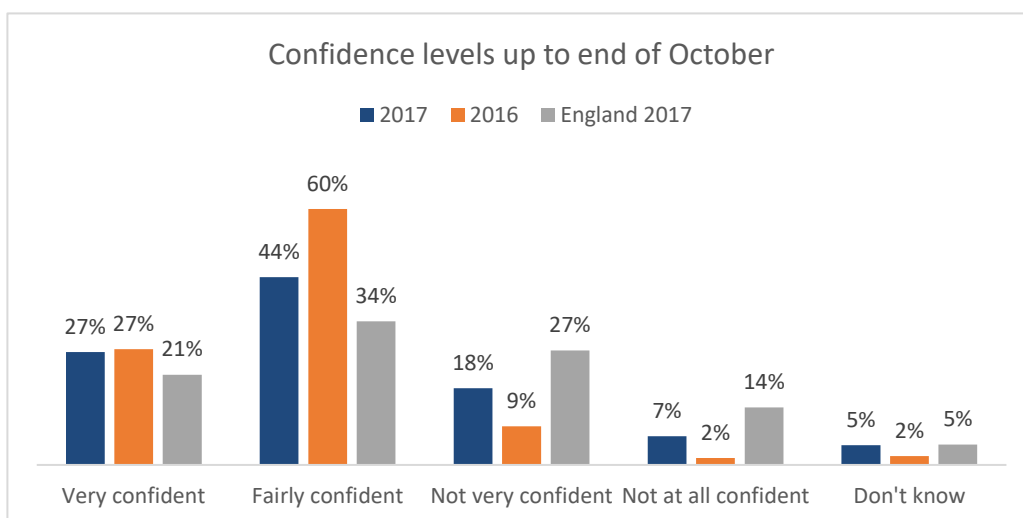
2017 So far

An assessment of the 2017 performance to-date shows that 86% of respondents were either 'very satisfied' (36%) or 'quite satisfied' (50%) with recent performance. This is above 2016, when 34% of businesses said they were 'very satisfied' and 48% 'quite satisfied'.



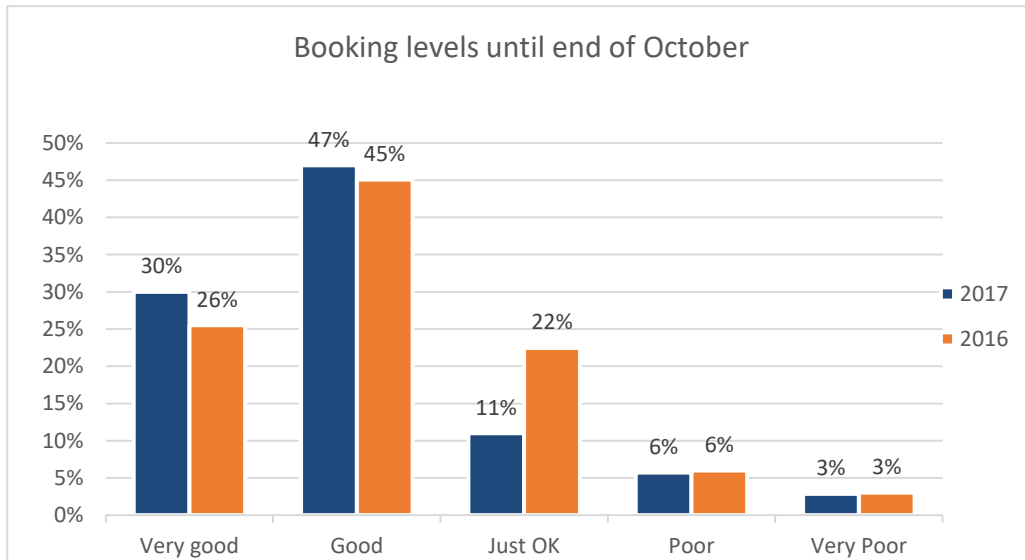
Summer to October Half Term Period - Confidence levels

Optimism is strong but lower than the levels achieved last year. Norfolk is so far more optimistic about performance over the next few months than the national average.



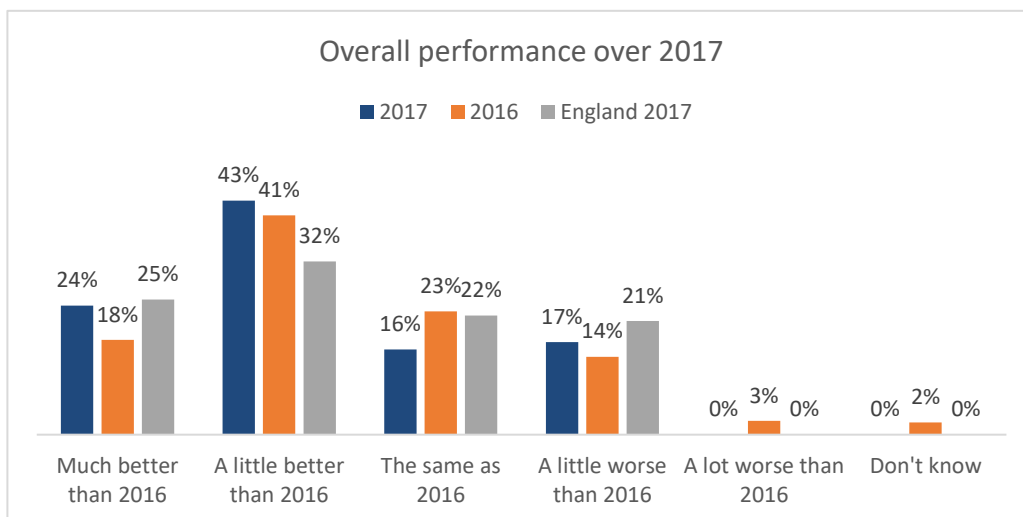
Summer to October Half Term Period - Booking Levels

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' (47%) or 'very good' (30%). Only 11% felt that booking levels to be 'just OK' for the time of year. These results are slightly 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 two thirds (67%) expect to perform as better than in 2016. A further 16% expect to perform at the same level as in 2016. This assessment is more positive than the one made a year ago and when compared to the national average.



August Bank Holiday

Our topical question for this edition focussed on the performance over the August Bank Holiday weekend, based on a score of 0-10 where 0 means a very negative performance and 10 means an excellent performance.



East = Essex + Norfolk + Suffolk

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