

Visit Norfolk
Tourism Business Confidence Monitor

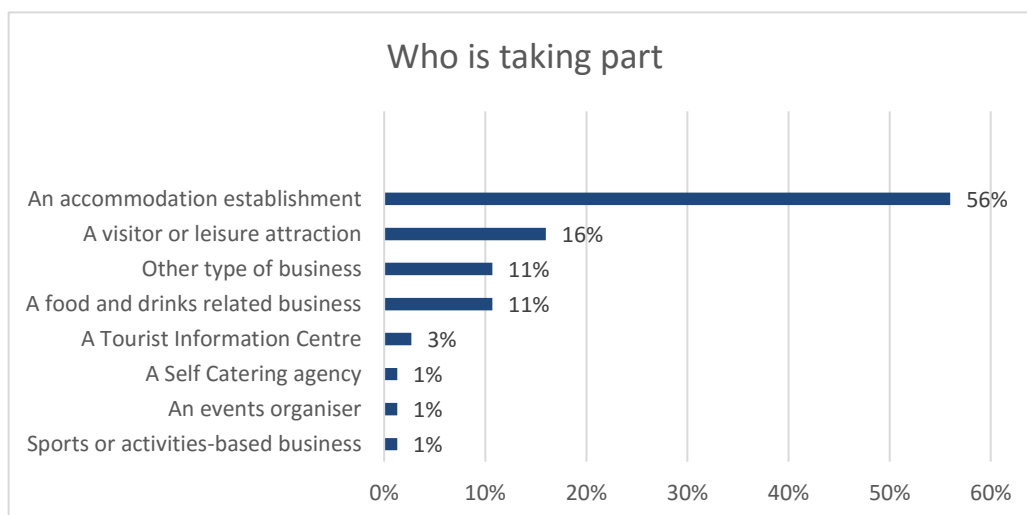


June 2016

Welcome

This business confidence monitor aims to provide the Norfolk tourism sector with an indication of recent business performance and the levels of confidence for the year. 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 178 businesses.

The results are based on an online survey conducted during May 2016. 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 396 businesses. Results for England are based on a sample of 1196 responses. This report covers performance over Easter and the May Bank Holidays period and measures confidence levels for the period up to the summer holidays.



Summary

This edition covers recent performance over the Easter and May Bank Holidays period and measures confidence levels for the period up to the summer holidays. Whenever possible, year-on-year comparisons are provided.

Just over a third of respondents (36%) reported an increase in the volume of visitors / guests, compared to the same period in 2015. These results are very slightly below the volumes achieved in the June 2015 edition.

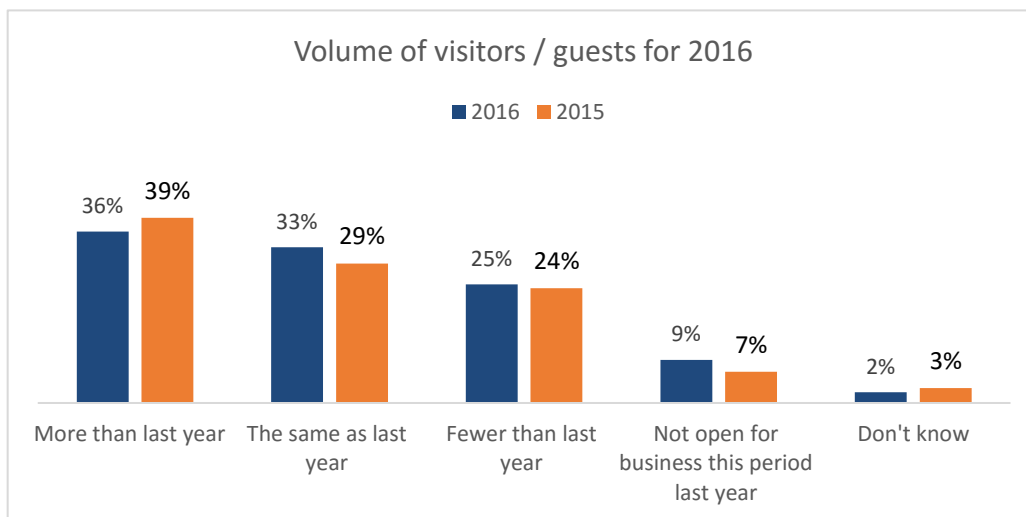
Year on year comparisons show a similar proportion of respondents being 'very satisfied' with their performance (34% in 2016 compared to 33% in 2015). However, the proportion of respondents 'not very satisfied' with performance so far in 2016 was higher than in 2015.

Advance booking levels among accommodation establishments are relatively low and lower than they were this time last year. Almost half (46%) indicated that booking levels for this year are 'good' (34%) or 'very good' (12%). Forty-one percent feel booking levels are 'just OK' for the time of year.

Expectations for 2016 as a whole are high and slightly better than last year's. Just over half (51%) expect to perform 'a little better than last year' and a further 14% believe business will be 'much better' than in 2015.

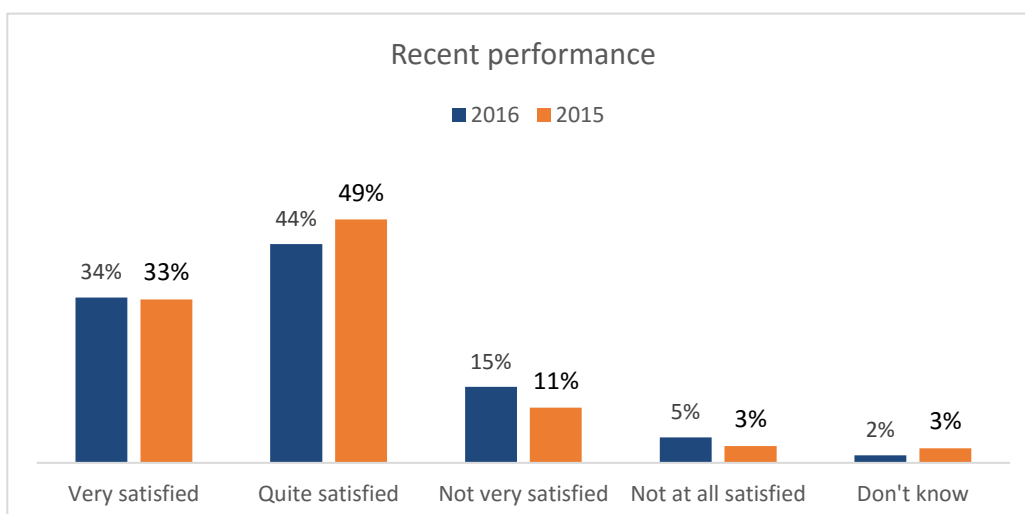
Business Performance

Participants were asked to assess their performance over Easter and the two May Bank holidays. Just over a third (36%) reported an increase in the volume of visitors / guests compared to the same period the previous year. A further 33% attracted 'the same volume of visitors' than in 2015. These results are very slightly below the volumes achieved in 2015, when 39% saw an increase in visitor numbers compared to the previous year.



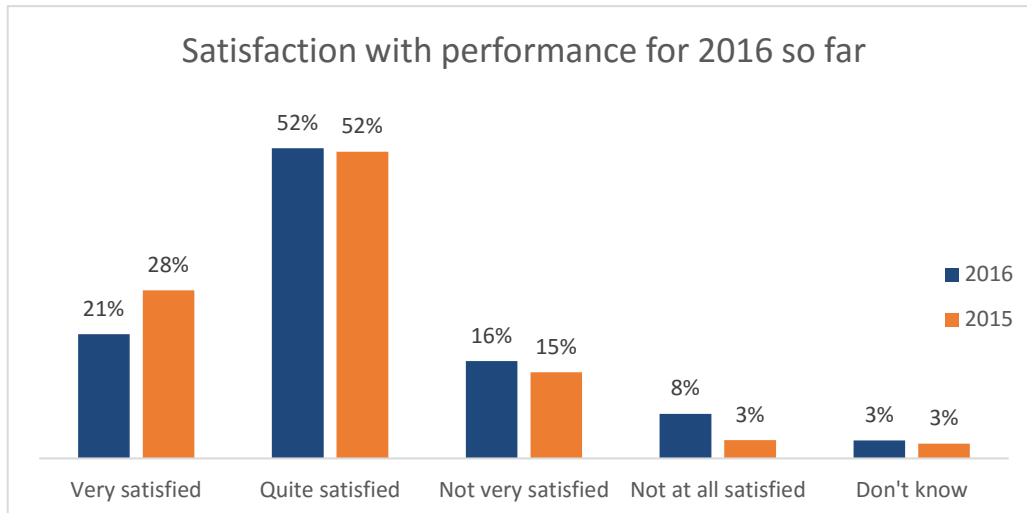
2016 overview

Visitor volumes dipped a bit during Easter and May 2016 and satisfaction levels followed a similar trend. Looking at year on year comparisons, similar proportions of respondents were 'very satisfied' (34% in 2016 compared to 33% in 2015) with their performance. The proportion of respondents 'not very satisfied' with their performance over Easter 2016 was higher than in 2015 (15% this year compared to 11% last year).



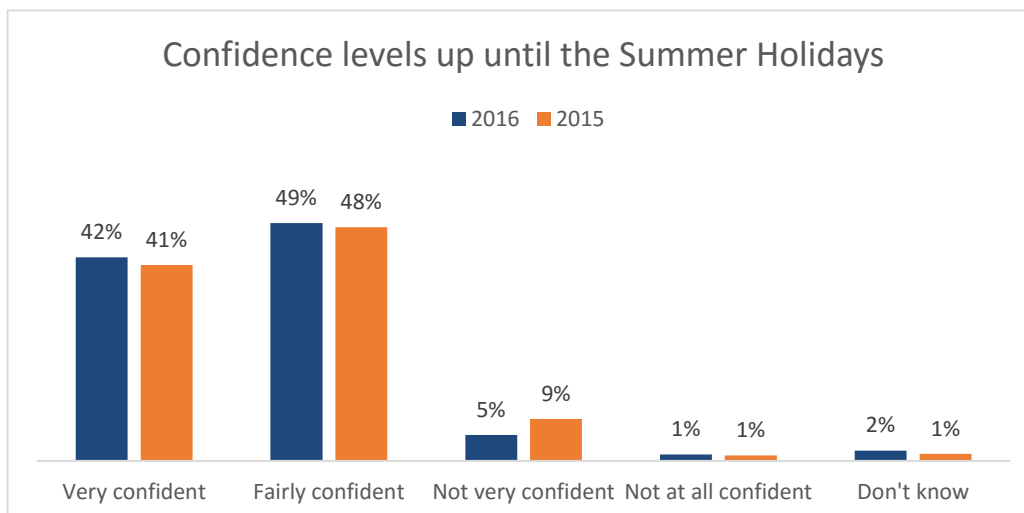
2016 overview

Looking at 2016 so far (January to May), about three quarters (73%) were either 'very satisfied' (21%) or 'quite satisfied' (52%) with performance to date. However, this is lower than in 2015 when 80% of businesses said they were either 'very satisfied' (28%) or 'quite satisfied' (52%). Almost a fifth (16%) were 'not very satisfied' with their performance this year.



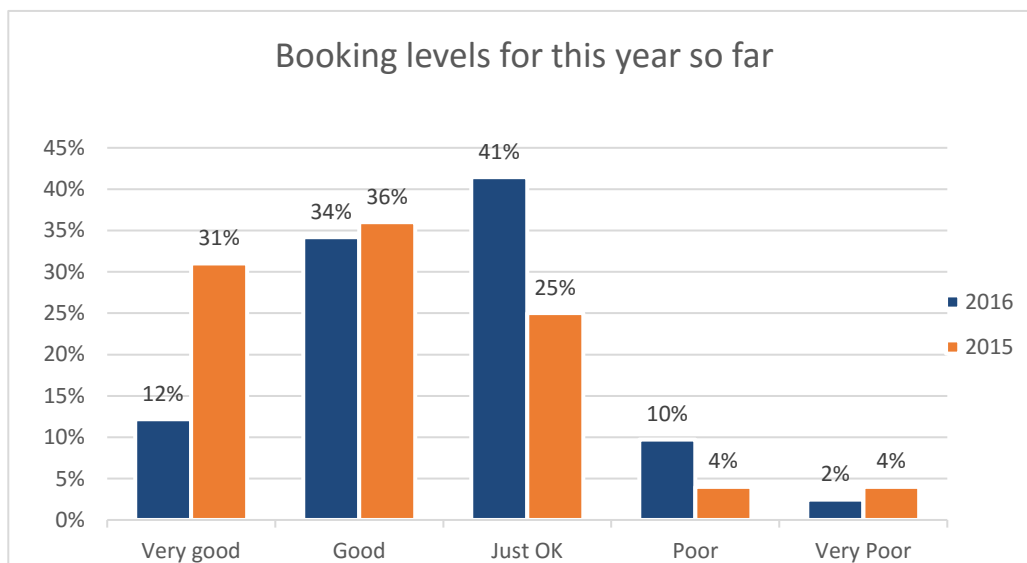
Confidence levels

Despite a challenging Easter, optimism is strong and similar to the levels achieved last year. Only 5% of businesses feel that their business performance will be worse than last year.



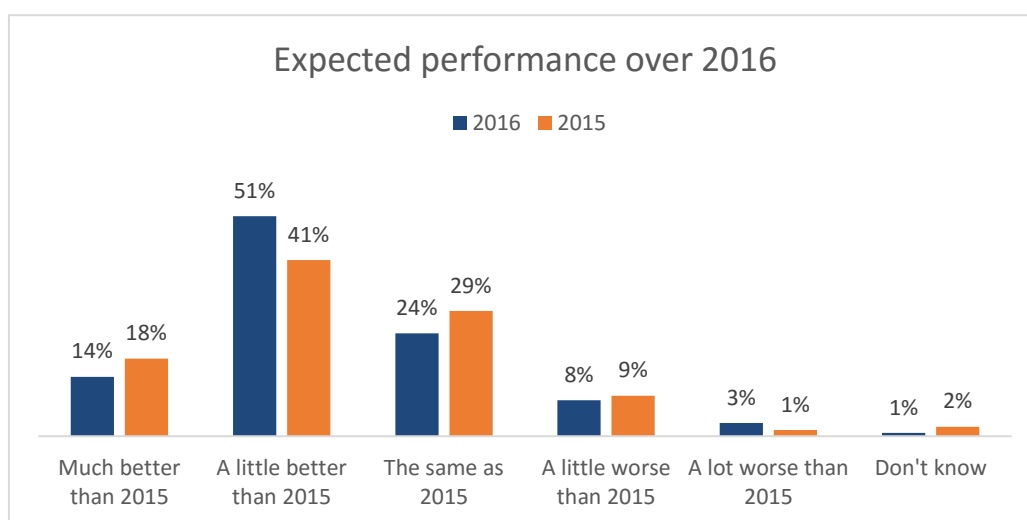
Confidence levels

Advance booking levels among accommodation establishments are relatively low and lower than they were this time last year. Almost half (46%) indicated that booking levels for this year are 'good' (34%) or 'very good' (12%). Forty-one percent feel booking levels are 'just OK' for the time of year. It remains to be seen if the recent business performance experienced over Easter and May Bank Holidays will be indicative of a longer term decline.



2016 overall expected performance

Despite the challenging start of the year and the early Easter, expectations for 2016 as a whole are high. Just over half (51%) expect to perform 'a little better than last year' and a further 14% believe business will be 'much better' than in 2015. These results are slightly better than the confidence levels experienced in 2015 although at the time a higher proportion (18%) expected to perform 'much better than the previous year' compared to 14% this year.



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