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• Visitor profile

• Business performance

• Impact of EU referendum

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Tourism Business Monitor designed to measure, monitor and understand tourism business performance and confidence and the factors which influence them.

Telephone survey conducted 4-5 times per year immediately following key tourism periods among:
- c. 500 accommodation establishments (c. 250 serviced / c. 250 non-serviced), including mix by region, establishment size and hotels / guest houses / B&B / self-catering / caravan and campsites.
- c. 300 visitor attractions including mix by region, attraction type, size (measured by annual visitor admissions) and free / paid admission.

Questions on ‘hot topics’ included on a periodic basis.

Fieldwork dates:
**Jul 2016**: 18-25 Jul 2016, reviewing period after the Easter holidays up until mid-July
**Apr 2016**: 18-24 Apr 2016, reviewing the Easter period 2016
**Jan 2016**: 5-11 Jan 2016, reviewing the Christmas and New Year period 2015
**Nov 2015**: 2-8 Nov 2015, reviewing mid-September until the end of the October
**Sept 2015**: 3-10 Sept 2015, reviewing the period from end of May until the end of the school summer holidays
**June 2015**: 1-5 June 2015, reviewing the period from Easter up until the end of May
**Jan 2015**: 5-9 Jan 2015, reviewing the Christmas and New Year period 2014
**Nov 2014**: 3-9 Nov 2014, reviewing mid-September until the end of the October
**Sept 2014**: 8-14 Sept 2014, reviewing the period from mid-July up until the end of the summer holidays
**Apr 2014**: 24 Apr-1 May 2014, reviewing the Easter period 2014
**Jan 2014**: 6-12 January 2014, reviewing the Christmas and New Year period 2013
**Nov 2013**: 4-10 Nov 2013, reviewing mid-September until the end of October
**Sept 2013**: 9-14 Sept 2013, reviewing the period from mid-July up until the end of the summer holidays
**Jul 2013**: 11-19 Jul 2013, reviewing period after the Easter holidays up until mid-July
Summary – General Performance

• After a somewhat mixed performance over Easter, both accommodation and attractions businesses have reported a net increase in visitors for the period up to mid July
  − Hotels, and larger and outdoor attractions were most likely to report an increase in visitor numbers

• Business confidence about the summer holiday period was strong.
  − In the accommodation sector, the number reporting forward bookings to be “very good” was at a record high for the survey, as was the proportion claiming to feel “very confident” about the summer.

• Expectations of overall 2016 performance remain positive on balance, but optimism is more muted than in recent survey periods.
Summary – Brexit Impacts and Expectations

• Only a minority of businesses have so far seen any referendum impacts (and these are mainly confined to accommodation rather than attractions businesses). Impacts experienced to date are on balance positive for domestic visitors but slightly negative for overseas visitors
  – Only 1-2% have seen any actual cancellations

• Looking forward
  – Almost half of accommodation businesses believe that the referendum will have a positive impact on domestic visitor numbers
  – Most accommodation businesses don’t expect any impact on overseas visitor numbers – but among those who do, the balance of expectations is positive (though sentiment is far more mixed than for the domestic market)
  – Attractions are even less likely to expect any impacts, but where they do, they expect a positive impact for domestic and (to a lesser degree) for US / long haul markets, with opinions divided about the impact for European visitors.

• 86% of businesses strongly or slightly agree that it is too early to say what Brexit impacts will be.
**Business Performance Dashboard**

The attractions market enjoyed a positive recent period, with 49% reporting increases in visitor numbers, stronger than the year to date performance. For accommodation sites, business performance for the period after the Easter holidays until mid-July has been on a similar level to the rest of the year to date, on balance showing visitor growth.

**ACCOMMODATION**

Visitor numbers (%)

- **Jul 2016**: 24%
- **YTD 2016**: 26%
- **Jul 2016**: 34%
- **YTD 2016**: 31%
- **Jul 2016**: 41%
- **YTD 2016**: 43%

**ATTRACTIONS**

Visitor numbers (%)

- **Jul 2016**: 25%
- **YTD 2016**: 21%
- **Jul 2016**: 26%
- **YTD 2016**: 30%
- **Jul 2016**: 49%
- **YTD 2016**: 37%

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Versus same period previous year…
- **Down**
- **Same**
- **Up**

Satisfaction (%)

- **Jul 2016**: 11%
- **YTD 2016**: 39%
- **Jul 2016**: 48%

Satisfied with business performance…
- **Not at all**
- **Not very**
- **Quite**
- **Very**

- **Jul 2016**: 7%
- **YTD 2016**: 62%
- **Jul 2016**: 31%

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**PERIOD ASKED ABOUT FOR PAST BUSINESS PERFORMANCE**

**July 2016**: period after Easter Holidays up until mid-July
Business Confidence Dashboard: confidence for next period

With the summer holidays looming, business confidence levels, particularly amongst accommodation businesses, are at record highs.

### ACCOMMODATION

<table>
<thead>
<tr>
<th>Month</th>
<th>Very confident (%)</th>
<th>Fairly confident (%)</th>
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<tbody>
<tr>
<td>July 13</td>
<td>46</td>
<td>38</td>
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<td>Sept 13</td>
<td>48</td>
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<td>Apr 14</td>
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<td>Jul 14</td>
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<td>54</td>
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<td>Nov 14</td>
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<td>Sept 15</td>
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<td>Apr 16</td>
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<td>61</td>
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<tr>
<td>Jul 16</td>
<td>89</td>
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### ATTR ACTIONS

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<thead>
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<th>Month</th>
<th>Very confident (%)</th>
<th>Fairly confident (%)</th>
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</thead>
<tbody>
<tr>
<td>July 13</td>
<td>32</td>
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<tr>
<td>Sept 13</td>
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<td>Apr 14</td>
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<td>50</td>
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<tr>
<td>Apr 16</td>
<td>46</td>
<td>51</td>
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<tr>
<td>Jul 16</td>
<td>94</td>
<td>98</td>
</tr>
</tbody>
</table>

- Until end of school summer holidays
- Until end of October
- Until the year
- Until early Summer
- Until end of school summer holidays
- Until end of October
- Until the year
- Until end of school summer holidays
- Until end of October
- Until the year
- Until early Summer
- Until end of school summer holidays
Changing Visitor Profile (year-to-date vs. previous year): Accommodation

The period following the Easter holidays until mid-July saw a greater proportion of accommodation businesses report an increase than a decrease in visitors from the UK, while overseas trends returned to marginal growth.
Changing Visitor Profile (year-to-date vs. previous year): Attractions

Attractions continue to report more increases than decreases in terms of both domestic and overseas visitors, although the gap between those reporting an increase and those reporting a decrease has narrowed.

PERIOD ASKED ABOUT FOR PAST BUSINESS PERFORMANCE
July 2016: period after Easter Holidays up until mid-July
**Visitor Numbers: Year-on-year changes (up /down)**

Performance in the most recent period has improved since the Easter wave.

**PERIODS ASKED ABOUT FOR PAST BUSINESS PERFORMANCE**

- **Jan:** Christmas and New Year period
- **Apr:** Easter period
- **June:** Easter up until the end of May
- **Jul:** After Easter holidays up until mid-July
- **Sept:** Mid-July/End of May (Sept 2015) up until the end of the summer holidays
- **Nov:** Mid-September until the end of October

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**ACCOMMODATION**

<table>
<thead>
<tr>
<th>Year</th>
<th>Jul 16</th>
<th>YTD 2016</th>
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<tbody>
<tr>
<td>%</td>
<td>44</td>
<td>35</td>
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<td>ACCOMMODATION</td>
<td>52</td>
<td>8</td>
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<tr>
<td>Up</td>
<td>34</td>
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</tr>
<tr>
<td>Slightly up</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>Exactly same</td>
<td>34</td>
<td>23</td>
</tr>
<tr>
<td>Slightly down</td>
<td>5</td>
<td>20</td>
</tr>
<tr>
<td>Down</td>
<td>20</td>
<td>23</td>
</tr>
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</table>

**ATTR ACTIONS**

<table>
<thead>
<tr>
<th>Year</th>
<th>Jul 16</th>
<th>YTD 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>49</td>
<td>37</td>
</tr>
<tr>
<td>Up</td>
<td>66</td>
<td>37</td>
</tr>
<tr>
<td>Slightly up</td>
<td>55</td>
<td>12</td>
</tr>
<tr>
<td>Exactly same</td>
<td>41</td>
<td>26</td>
</tr>
<tr>
<td>Slightly down</td>
<td>30</td>
<td>4</td>
</tr>
<tr>
<td>Down</td>
<td>23</td>
<td>17</td>
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Jul 13 | Sep 13 | Nov 13 | Jan 14 | Apr 14 | Jul 14 | Sep 14 | Nov 14 | Jan 15 | Apr 15 | Jul 15 | Sep 15 | Nov 15 | Jan 16 | Apr 16 | Jul 16


Changing business performance: By business type

Hotels continue to perform well, with the majority reporting growth and very few reporting a decline, whereas self-catering businesses report a far more mixed picture. Attractions of all types experienced a net uplift in visitor numbers, with larger sites and outdoor attractions reporting the strongest performance.

**ACCOMMODATION - BY TYPE**

<table>
<thead>
<tr>
<th></th>
<th>Hotels</th>
<th>Guest house / B&amp;B</th>
<th>Self catering</th>
<th>Caravan / camping</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up</td>
<td>11</td>
<td>21</td>
<td>27</td>
<td>15</td>
</tr>
<tr>
<td>Slightly up</td>
<td>32</td>
<td>5</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Exactly same</td>
<td>9</td>
<td>35</td>
<td>35</td>
<td>34</td>
</tr>
<tr>
<td>Slightly down</td>
<td>45</td>
<td>6</td>
<td>7</td>
<td>8</td>
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<tr>
<td>Down</td>
<td>3</td>
<td>32</td>
<td>28</td>
<td>36</td>
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**ATTR ACTIONS - BY TYPE**

<table>
<thead>
<tr>
<th></th>
<th>Less than 20k</th>
<th>Over 20k</th>
<th>Indoor</th>
<th>Outdoor</th>
<th>Mixed</th>
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</thead>
<tbody>
<tr>
<td>Up</td>
<td>20</td>
<td>22</td>
<td>15</td>
<td>24</td>
<td>25</td>
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<tr>
<td>Slightly up</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
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<tr>
<td>Slightly down</td>
<td>14</td>
<td>9</td>
<td>11</td>
<td>14</td>
<td>10</td>
</tr>
<tr>
<td>Down</td>
<td>33</td>
<td>41</td>
<td>36</td>
<td>42</td>
<td>33</td>
</tr>
</tbody>
</table>

PERIOD ASKED ABOUT FOR PAST BUSINESS PERFORMANCE
July 2016: period after Easter Holidays up until mid-July
Changing business performance: By business type (trends)

The proportion of accommodation sites reporting an increase in visits and satisfaction has increased across all business types. The picture is more mixed among attractions businesses, and this is reflected in a drop in satisfaction levels compared to the previous period.

**ACCOMMODATION – BY TYPE**

% Visitors up on last year

- Hotels
- Guest house/B&B
- Self catering
- Caravan/camping

% Very Satisfied

**ATTRACTIONS – BY TYPE**

% Visitors up on last year

- Less than 20k
- Over 20k
- Indoor
- Outdoor
- Mixed

% Very Satisfied

**PERIOD ASKED ABOUT FOR PAST BUSINESS PERFORMANCE**

July 2016: period after Easter Holidays up until mid-July
Impact of EU referendum
Ways in which the EU referendum has already affected businesses: all businesses

Most businesses are so far unaffected by the referendum (and where there are impacts, these are primarily in the accommodation sector). On balance, impacts are positive for the domestic market, where 16% of accommodation providers report an increase in enquiries or bookings, but slightly negative for overseas markets. Very few businesses have so far experienced actual cancellations.
Other ways in which the EU referendum has already affected businesses:

**Accommodation**

“I’ve actually had more interest since the drop in value of the pound. There are definitely more visitors from the UK. Exchange rate is a big factor.”

“Visitors have called to see whether they would still be welcome. We’ve had a few cancellations.”
Ways in which the EU referendum will affect businesses in future: all businesses

Looking further ahead, the predicted impact is on balance positive, particularly in regards to the domestic market. Accommodation sites are particularly optimistic, with 45% expecting more domestic visitors. Although sentiment is more mixed with regard to the overseas market, here too businesses feel that the impact will be if anything positive.
Other ways in which the EU referendum will affect businesses in future:

Accommodation

"Only positively

I don't think it will effect us in any way"

"Yes, our staff predominantly come from overseas"
Other ways in which the EU referendum will affect businesses **in future:**

**Attractions**

“The falling pound to the dollar and euro means that the UK could be becoming more attractive as a tourist destination.”

*I do not think it will affect us too much, but it’s early days*

*We might get more visitors if the value of the pound drops*

**Potential funding issues**

*Possibly fewer European visitors*

*The funding we receive from the EU will eventually be cut off completely*
“It’s too early to say what impact the EU referendum will have on my business”: agreement

Future expectations of Brexit impacts should be seen in the light of uncertainty about what the referendum will bring, with 86% of businesses agreeing that it’s actually too early to say what impacts will be.

### ACCOMMODATION

<table>
<thead>
<tr>
<th>Opinion</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree strongly</td>
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</tr>
<tr>
<td>Agree slightly</td>
<td>21</td>
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<tr>
<td>Neither agree nor disagree</td>
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<tr>
<td>Disagree slightly</td>
<td>2</td>
</tr>
<tr>
<td>Disagree strongly</td>
<td>3</td>
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</tbody>
</table>

### ATTR ACTIONS

<table>
<thead>
<tr>
<th>Opinion</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree strongly</td>
<td>47</td>
</tr>
<tr>
<td>Agree slightly</td>
<td>39</td>
</tr>
<tr>
<td>Neither agree nor disagree</td>
<td>7</td>
</tr>
<tr>
<td>Disagree slightly</td>
<td>5</td>
</tr>
<tr>
<td>Disagree strongly</td>
<td>2</td>
</tr>
</tbody>
</table>
Business Confidence
### Advance booking levels: Accommodation

The number of accommodation businesses claiming “very good” advance booking levels is at a record high for this survey.

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Period asked about:</td>
<td>Until end of school summer holidays</td>
<td>Until end of October</td>
<td>Until end of the year</td>
<td>Until late Spring/early Summer</td>
<td>Until end of school summer holidays</td>
<td>Until end of October</td>
<td>Until end of the year</td>
<td>Until end of Easter</td>
<td>Until the end of the school summer holidays</td>
<td>Until end of October</td>
<td>Until end of the year</td>
<td>Until end of Easter</td>
<td>Until late Spring/early Summer</td>
<td>Until end of the school summer holidays</td>
<td></td>
</tr>
</tbody>
</table>
Confidence in performance for forthcoming period: By business type

Camping and caravanning businesses are most optimistic of all accommodation types. In the attractions sector, sentiment is more variable, with indoor/mixed attractions more confident than outdoor ones, and larger attractions more confident than smaller businesses.

ACCOMMODATION – BY TYPE
% ‘very confident’

ATTRACTIONS – BY TYPE
% ‘very confident’
Business optimism for 2016

Despite positive sentiment about the summer period, business confidence about 2016 as a whole is more muted than it was earlier in the year, which may reflect post-referendum headlines about the potential impacts of Brexit on the wider economy.
Positive verbatim comments on business optimism for 2016: Accommodation

"Already up to now, we have had more bookings than last year

Exchange rate/ the euro against the pound

The change in the marketing strategy and the change in target audience has definitely boosted booking levels

Because of the unknown consequences of Brexit

Because the exchange rate has bought a lot of international visitors

I think a lot more people are not going abroad because they are too frightened
Positive verbatim comments on business optimism for 2016: Attractions

“There seems to be a surge of people wanting to see what is on their doorstep. Our first 6 months have already been better than last year because we get busier every year and I think people do not want to go abroad as much, with all the problems going on. Now bookings are taken in advance, and we are doing better than last year on visitor numbers. We have a good reputation and are getting good feedback from customers.”
BDRC Continental comply with ISO 20252, the recognised international quality standards for market research, thus the project has been carried out in accordance with these standards.

- Adherence to the standard is independently audited once per year.
- Where subcontractors are used by BDRC Continental, they are briefed to ensure any outsourced parts of the research are conducted in adherence to ISO 20252.

Full methodological details relevant to the project, are available upon request.