Tourism Business Monitor

Wave 4 – Post school summer holidays
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• Business performance - over the late May/early June period

• Business confidence
Background, objectives and research method

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

Amalgamation of two previous surveys discontinued at end of 2011:
- England Attractions Monitor
- Accommodation Business Confidence Monitor

Telephone survey conducted five 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.

**Sept 2012 Fieldwork:** 10\textsuperscript{th} to 17\textsuperscript{th} Sept 2012, reviewing the school summer holidays

**July 2012 fieldwork:** 16\textsuperscript{th} to 24\textsuperscript{th} July 2012, reviewing the period after the jubilee bank holiday weekend until mid July

**June 2012 fieldwork:** 11\textsuperscript{th} to 15\textsuperscript{th} June 2012, reviewing May and early June period, including the Jubilee Bank Holiday weekend.

**Easter 2012 fieldwork:** 16-23 April 2012, reviewing January to April period
Aside from businesses directly benefiting from the Olympics, the summer holidays has remained a difficult period for British tourism. However, we are starting to see some early signs of improvement in the market.

Attraction admissions have been bolstered by local visitors and this has helped to inspire more confidence for the Autumn. Despite a stagnation in business performance amongst Accommodation businesses overall, repeat business is up and confidence has improved.

The long awaited sunshine, alongside the close of the Olympics have also contributed to greater business confidence. The Games are thought to have had a negative impact on tourism in the short term, but there is some optimism for its potential to drive longer term business for UK accommodation and attractions.

So, has UK tourism turned a corner? We would like to think the worst is over, but there is a long way to go before the sector returns to health,

• **Accommodation**: 53% report a decline since 2011, with a 6% drop in guest numbers
• **Attractions**: 50% have seen a decline since 2011, with a 2% drop in visitor numbers

There is still the recession to battle against and many businesses are now entering their low season, but with the Olympics over and more seasonal weather, it may be easier to get back to ‘business as usual’. 


Business Dashboards
Period asked about for past business performance:
- Sept 2012: Over the school summer holidays
- Sept 2011: Over the school summer holidays (Accommodation)/ Q3 (Attractions)
Business Confidence Dashboard: confidence for next 1.5-2 months

<table>
<thead>
<tr>
<th>Survey date:</th>
<th>Accommodation</th>
<th>Attractions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easter 2012</td>
<td>% very confident: 41</td>
<td>% very confident: 29</td>
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<td>June 2012</td>
<td>% very confident: 32</td>
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<td>July 2012</td>
<td>% very confident: 28</td>
<td>% very confident: 16</td>
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<td>Sept 2012</td>
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<th>% fairly confident</th>
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<td>July 2012</td>
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<td>Easter 2012</td>
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<td>June 2012</td>
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<td>July 2012</td>
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<td>Sept 2012</td>
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</tbody>
</table>

Survey conducted:  
Period asked about:
- Easter 2012: Until after Jubilee bank hol
- June 2012: Until start of summer hols
- July 2012: Until end of summer hols
- Sept 2012: Until end of October

Have we turned a corner?
Visitor profile
Changing Visitor Profile (year-to-date vs. previous year): Accommodation

**Domestic visitors**

- Sep-11: 31 Up, 40 Same, 29 Down
- Sep-12: 18 Up, 45 Same, 38 Down
- **NET:** +2

**Overseas visitors**

- Sep-11: 23 Up, 54 Same, 23 Down
- Sep-12: 19 Up, 47 Same, 34 Down
- **NET:** -15

**Repeat visitors**

- Sep-12: 28 Up, 59 Same, 13 Down
- Sep-12: 32 Up, 32 Same, 31 Down
- **NET:** +15
Changing Visitor Profile (year-to-date vs. previous year): Attractions

- **Visitors from immediate locality**
  - Sept 2012: 23 Up, 59 Same, 18 Down
  - NET: +5

- **Other domestic visitors**
  - Sept 2012: 25 Up, 43 Same, 31 Down
  - NET: -6

- **Overseas visitors**
  - Sept 2012: 23 Up, 47 Same, 30 Down
  - NET: -7
Business performance
Visitor Numbers: Year-on-year changes (up /down)

Attractions have seen some improvement in visitor numbers, although the majority still report lower admissions figures than for the same period last year. The accommodation market remains stagnant.

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<tbody>
<tr>
<td>YTD 2012</td>
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<td>-38</td>
<td>-53</td>
<td>-53</td>
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<tr>
<td>Sept 2012</td>
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<td>YTD 2012</td>
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<td>Sept 2012</td>
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<td>40</td>
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PERIOD ASKED ABOUT FOR PAST BUSINESS PERFORMANCE
Sept 2012: School summer holidays
July 2012: Jubilee bank holiday weekend until mid July
June 2012: May and early June until after Jubilee Bank Holiday
Easter 2012: January to April period
Visitor Numbers: Year-on-year changes (%)

Overall visitor numbers are down 6% and 2% for accommodation and attractions respectively.

**Accommodation**

- YTD 2012: -7%
- Sept 2012: -6%

**Visitor Attractions**

- YTD 2012: -2%
- Sept 2012: -2%

Increase in visitors:
- Over 50%
- 31-50%
- 21-30%
- 11-20%
- 5-10%
- Less than 5%

Decrease in visitors:
- Less than 5%
- 5-10%
- 11-20%
- 21-30%
- 31-50%
- Over 50%

PERIOD ASKED ABOUT FOR PAST BUSINESS PERFORMANCE
Sept 2012 Over the school summer holidays
Changing business performance: By business type

Overall, tourism in England has continued to suffer across all accommodation and attraction types, with the caravan/camping industry faring worst, following low advance bookings during a wet May to July.

**ACCOMMODATION - BY TYPE**

- **Hotel**: 34% Down, 22% Same, 42% Up
- **Guest house/ B&B**: 24% Down, 19% Same, 53% Up
- **Self catering**: 16% Down, 36% Same, 47% Up
- **Caravan/ camping**: 17% Down, 16% Same, 65% Up

**ATTR ACTIONS – BY TYPE**

- **Less than 20k**: 34% Down, 13% Same, 53% Up
- **Over 20k**: 39% Down, 14% Same, 48% Up
- **Indoor**: 35% Down, 15% Same, 50% Up
- **Outdoor**: 33% Down, 13% Same, 54% Up
- **Mixed**: 40% Down, 11% Same, 49% Up

Versus same period previous year…

- **Down**
- **Same**
- **Up**
Changing business performance: By business type

Caravan/ campsite are satisfied with a slight revival of business, most likely associated with the shift in the weather, but other accommodation types are less likely to report an increase in business than before the summer. Attractions have seen an improvement in the health of their businesses, in particular those outdoors.

Accommodation – by type

Attractions – by type
Business confidence
Confidence in performance for forthcoming period: By business type

Despite performance over the summer, self catering businesses are the most optimistic about the forthcoming period, buoyed by good levels of advance bookings (25% claim ‘very good’ bookings vs. 18% of all accommodation businesses). Mixed indoor/ outdoor attractions are the most optimistic attractions.
Confidence in performance for forthcoming period: By business type

Business confidence remains fairly steady for all types of accommodation businesses, but recent improvements in visitor admissions seems to have bolstered confidence amongst attractions, in particular those mixed indoor/outdoors.

### Accommodation

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<thead>
<tr>
<th>% Very confident</th>
<th>Easter 2012</th>
<th>June 2012</th>
<th>July 2012</th>
<th>Sept 2012</th>
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<tbody>
<tr>
<td>Hotel</td>
<td>53</td>
<td>35</td>
<td>37</td>
<td>39</td>
</tr>
<tr>
<td>Guest house / B&amp;B</td>
<td>45</td>
<td>32</td>
<td>25</td>
<td>30</td>
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<tr>
<td>Self catering</td>
<td>35</td>
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<td>23</td>
<td>30</td>
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<tr>
<td>Caravan / camping</td>
<td>24</td>
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### Visitor Attractions

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<td>Over 20k</td>
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<td>18</td>
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<tr>
<td>Indoor</td>
<td>23</td>
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<td>16</td>
<td>25</td>
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<tr>
<td>Outdoor</td>
<td>18</td>
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<tr>
<td>Mixed</td>
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**Survey conducted:**
- Easter 2012
- June 2012
- July 2012
- Sept 2012

**Period asked about:**
- Until after Jubilee bank hol
- Until start of summer holidays
- Until end of summer holidays
- Until end of Oct
Advance booking levels remain consistent with prior to the Olympics.

Advance booking levels:

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Bookings are best at hotels – 61% report good/very good levels (vs. 51% average)
Our season ends in November and our bookings are looking quite buoyant. I think offering value for money and a consistent attraction is key to this (Attraction).

We are quite confident for business in the coming months. There will be a lot of promotion around our area that will be televised which we will benefit from. We also have school groups that are consistent for us and this should continue (Attraction).

I think it's going to be a hard winter financially for many people because disposable income is going to be stretched and the economy isn't going to improve dramatically in the next few months but we are a free attraction so will be attractive. (Attraction)

Quite positive because we have got a few events booked in and sales are on the increase. We are opening a pop up coffee shop and introducing a new pub menu (Accommodation).

Bookings, enquiry and trade numbers are looking better. I’d say it’s due to the weather, but people are also over Olympics and looking for other stuff to do (Accommodation).
I don't know quite how long the numbers have been down, but it's not just that. Big groups haven't been spending as much money - maybe because of the Olympics (Attraction)

We have six weeks to go before we close for the season so we do not expect numbers to go up for the rest of the season (Attraction)

We have seen a significant downfall in school groups, there is extra pressure on them, due to the insurance of health and safety. (Attraction)

... Revenue is declining but occupancy will stay the same. We've had to put on offers because of competition and to persuade people to book last minute (Accommodation)

Concerned - just knowing what the current climate is like at the moment. People have less to spend and we are not a Tourist destination. Something that is affecting us is the business rates constantly going up - it's gone up 7000 pounds this year (Accommodation)
Overall the Olympics is thought to have had a slightly negative impact on business in the short term, but could have a positive impact longer term.

<table>
<thead>
<tr>
<th>Impact of Olympics to date</th>
<th>Anticipated longer term impact</th>
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<tbody>
<tr>
<td><strong>Accommodation</strong></td>
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<td>Positive assessment</td>
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<td>11</td>
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<td>68</td>
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<td><strong>Visitor Attractions</strong></td>
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<td>81</td>
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Positive assessment is mostly from London based establishments, and large hotels.
Verbatim comments on: the impact of the Olympics to date

POSTIVE COMMENTS

A positive impact, due to the enthusiasm of both tourists and British people themselves (Attraction).

Our attraction is close by to the Olympic park so I think geographically we had an up turn and we extended our opening hours so we received more guests as a result of that and the general feel good factor was a good influence on people throughout this summer (Attraction)

We have merchandise in the shop which reflected the Olympics and did Olympic themed family activities. (Attraction)

Having people staying for the Olympics created a great atmosphere and we put our rates up and were able to get more income (Accommodation)

NEGATIVE COMMENTS

It was very negative during and then it bounced back afterwards. There are two reasons why: British people staying in to watch it and international visitors who didn't think that they would get into the country (Attraction)

We experience the same downturn during Wimbledon: whenever there's a big sporting event on the TV nobody comes out (Attraction)

Basically I think people assumed that everywhere in England would be expensive so all tourist stayed away (Accommodation)

There was so much talk about how many people were coming over for the Olympics, I think it stopped a lot of people from coming over (Accommodation)
Verbatim comments on: the Olympic legacy

I’d expect it to have a positive impact, because that's the experience of other host cities. (Attraction)

I think the feel good factor that's come from the Olympics will increase confidence so the people will spend more money (Attraction)

The Olympics has been a huge success, and showcased England to the world, so hopefully people will come back to explore (Attraction)

People visiting London for the Olympics might return and go further afield. Follow on sporting events could attract more visitors (Accommodation)

Because of the Olympics people have taken to doing more sports. We live near the seaside, so people are being inspired by water sports and other local business have cashed in on this (Accommodation)