VisitEngland

Tourism Business Monitor

Wave 4 – Post school summer holidays

Contents

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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: 10th to 17th Sept 2012, reviewing the school summer holidays

July 2012 fieldwork: 16th to 24th July 2012, reviewing the period after the jubilee bank holiday weekend until mid July

June 2012 fieldwork: 11th to 15th 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,,,

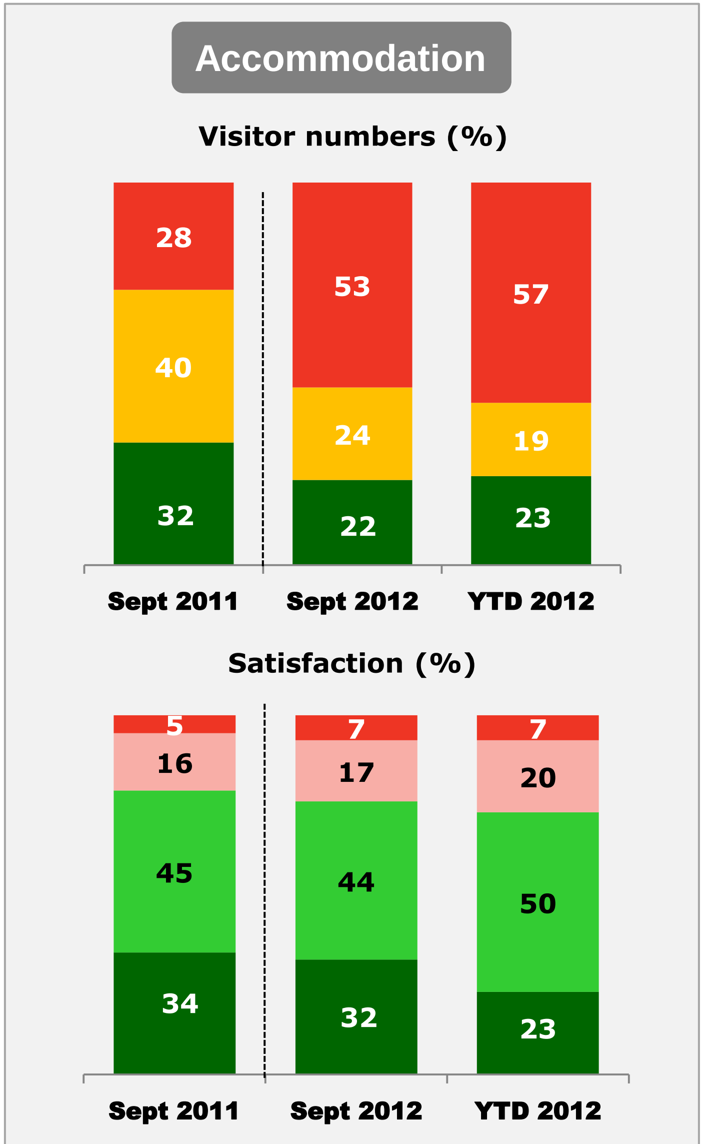
- **Accommodation:** 53% report a decline since 2011, with a 6% drop in guest numbers
- **Attractions:** 50% have seen a decline since 2011, with a 2% drop in visitor numbers

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

bdrc continental

Business Performance Dashboard

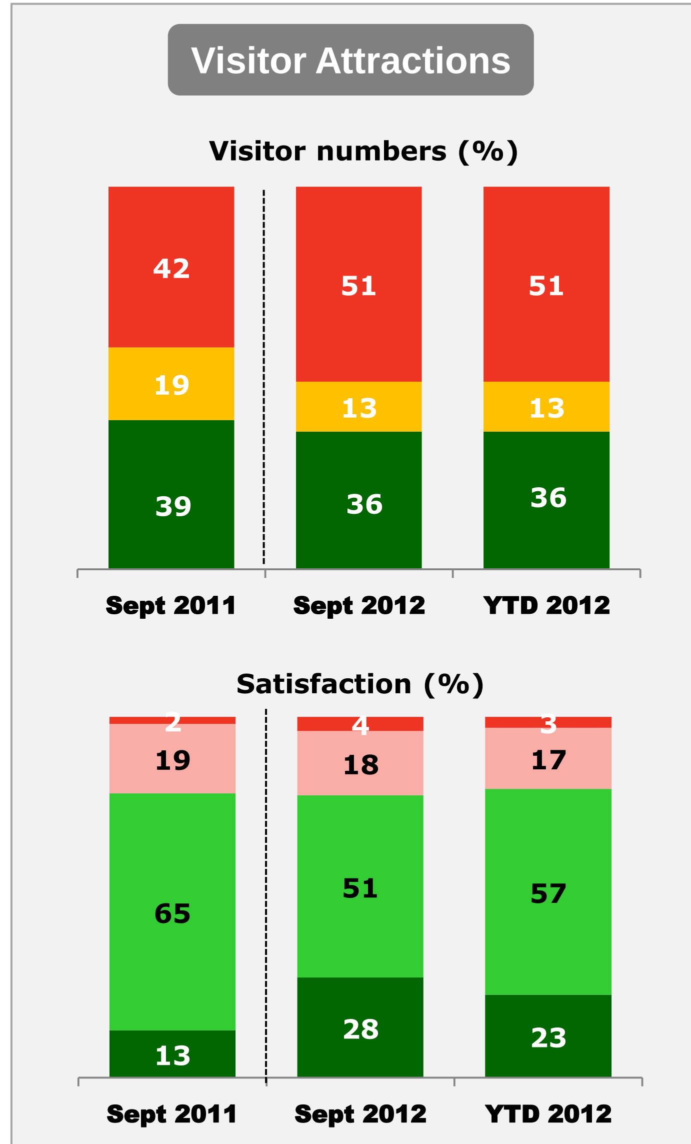


Versus same period previous year…

- Down
- Same
- Up

Satisfied with business performance…

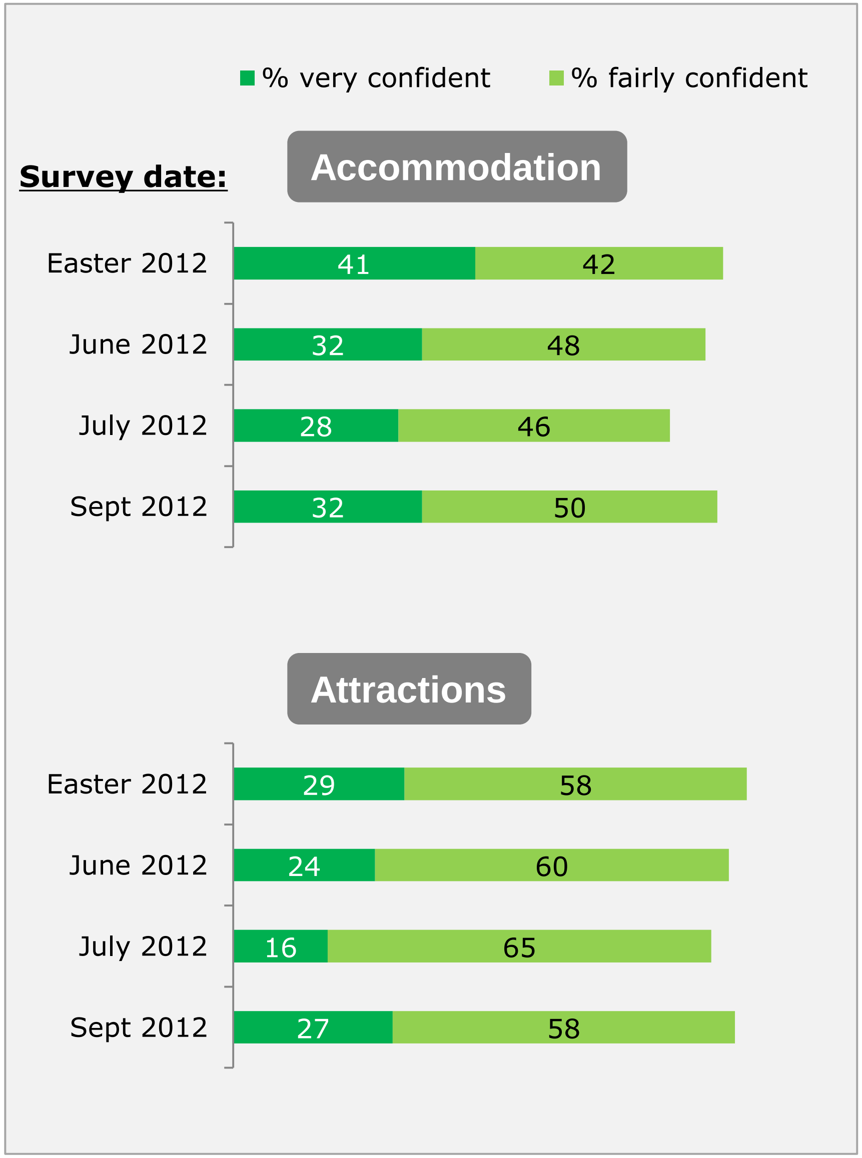
- Not at all
- Not very
- Quite
- Very



PERIOD ASKED ABOUT FOR PAST BUSINESS PERFORMANCE
Sept 2012: Over the school summer holidays
Sept 2011: Over the school summer holidays (Accommodation)/ Q3 (Attractions)

Q3/4. Q7/8, Q6 & Q10

Business Confidence Dashboard: confidence for next 1.5-2 months



Period asked about:

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

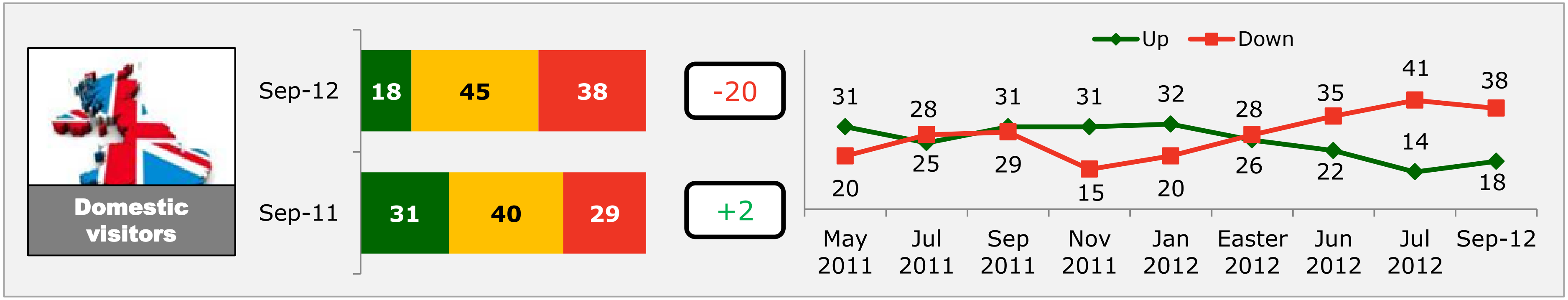
Visitor profile

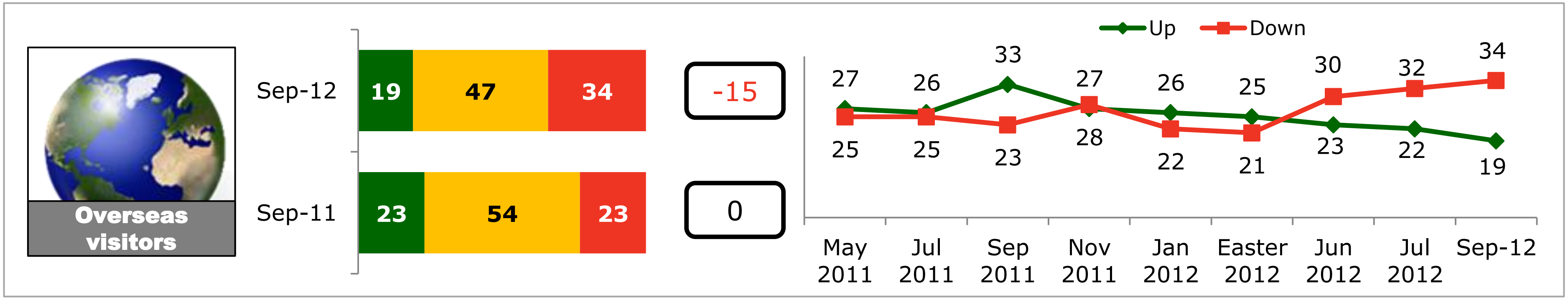
bdrc continental

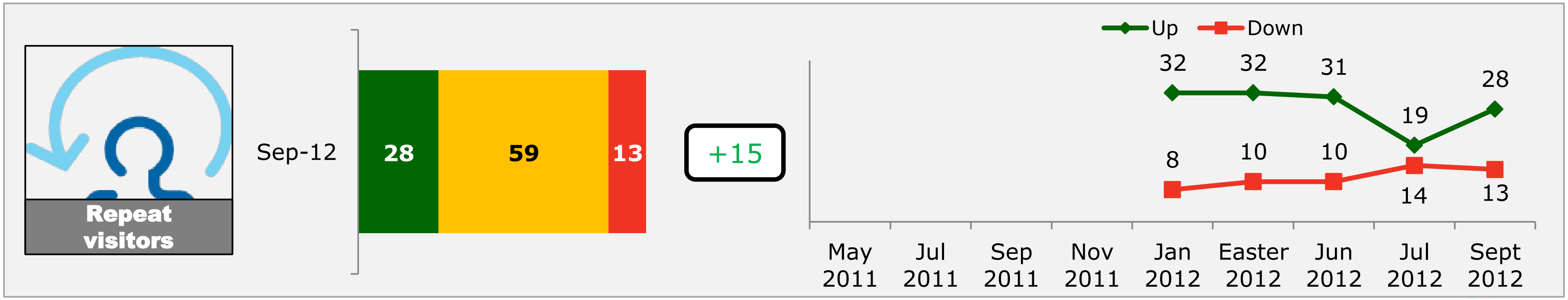
Changing Visitor Profile (year-to-date vs. previous year): **Accommodation**

Up | Same | Down

NET: Up - Down







Changing Visitor Profile (year-to-date vs. previous year): Attractions

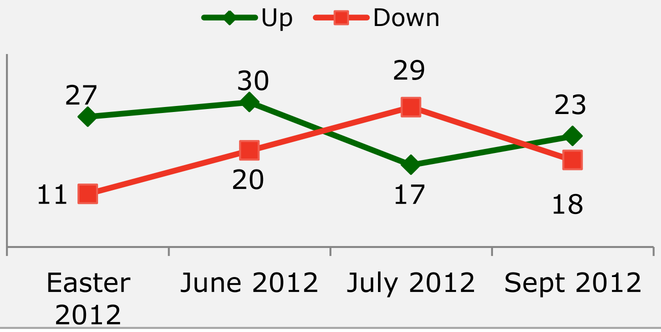
Up Same Down

NET: Up - Down

Visitors from immediate locality

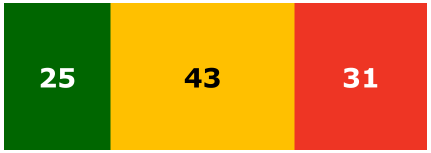
Sept 2012

+5

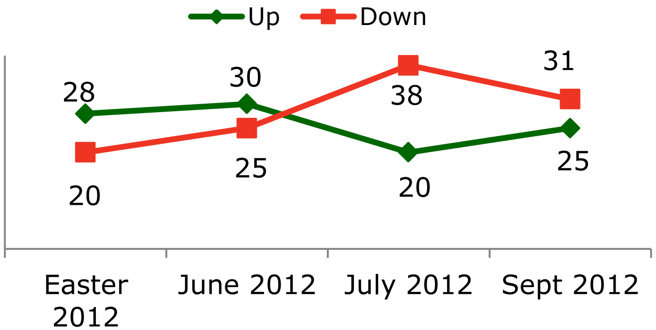


Other domestic visitors

Sept 2012



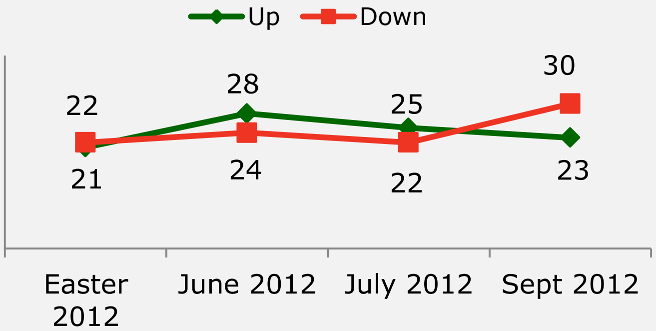
-6



Overseas visitors

Sept 2012

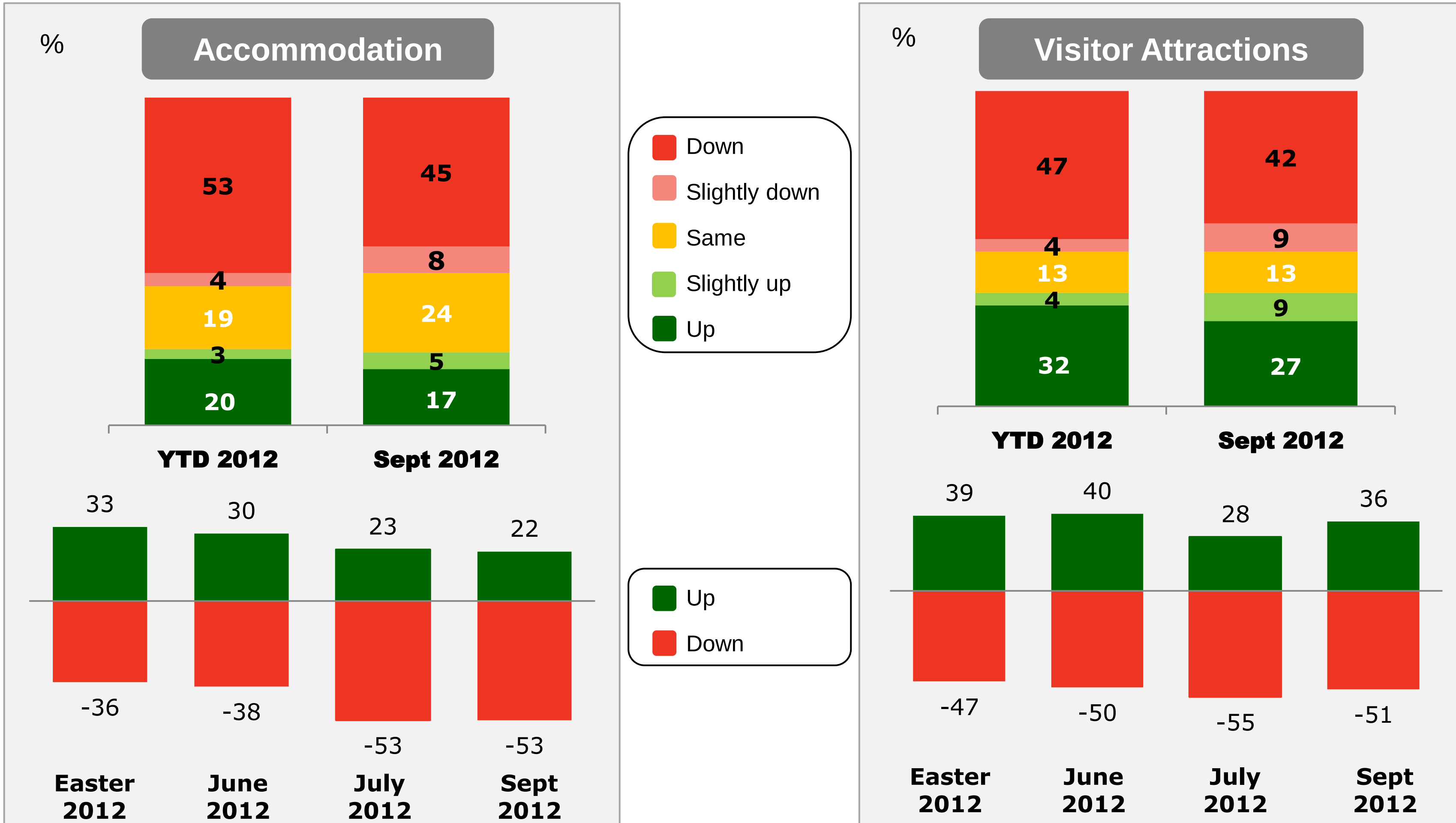
-7



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.



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

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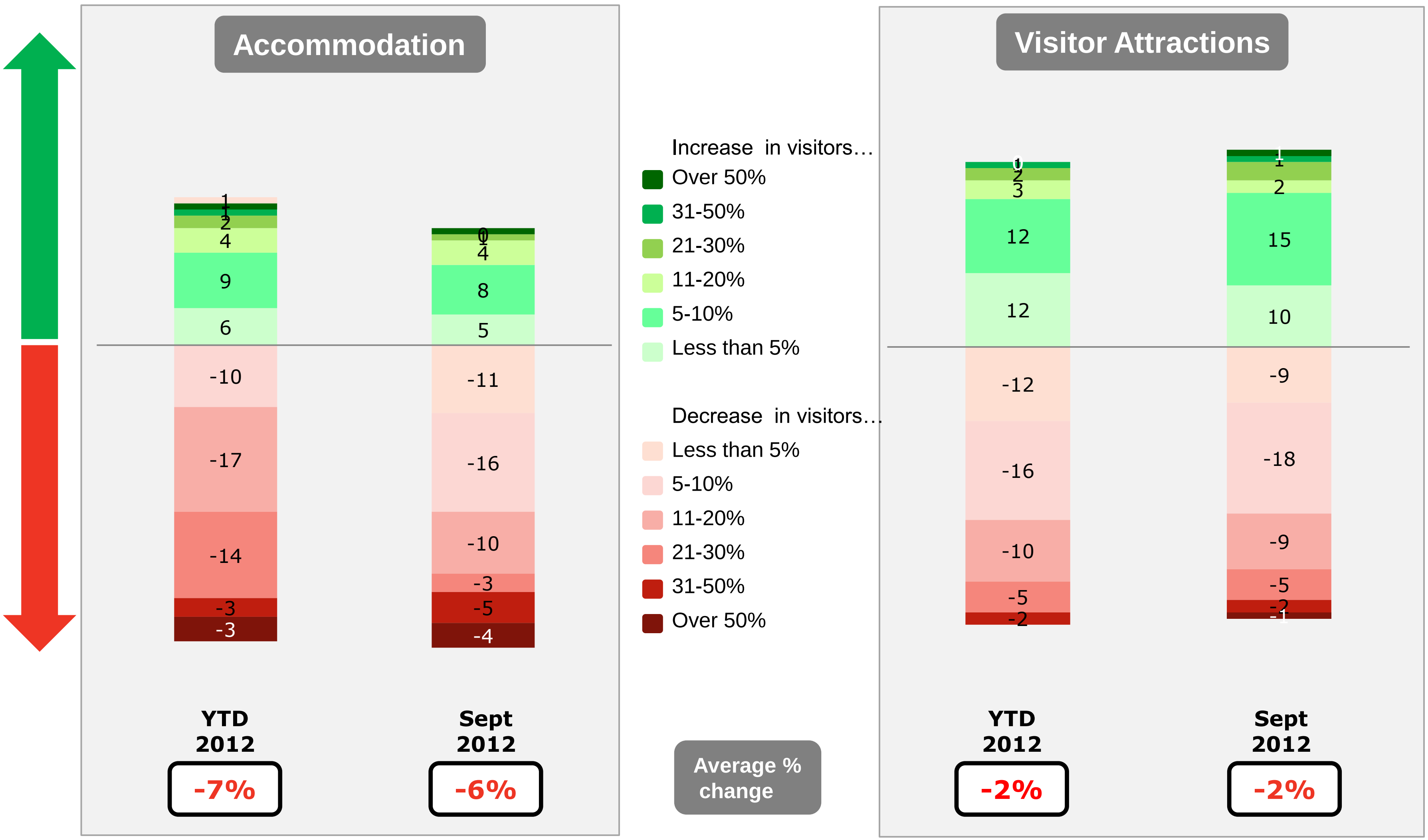
Q3/4 & Q7/8

bdrc continental

Visitor Numbers: Year-on-year changes (%)

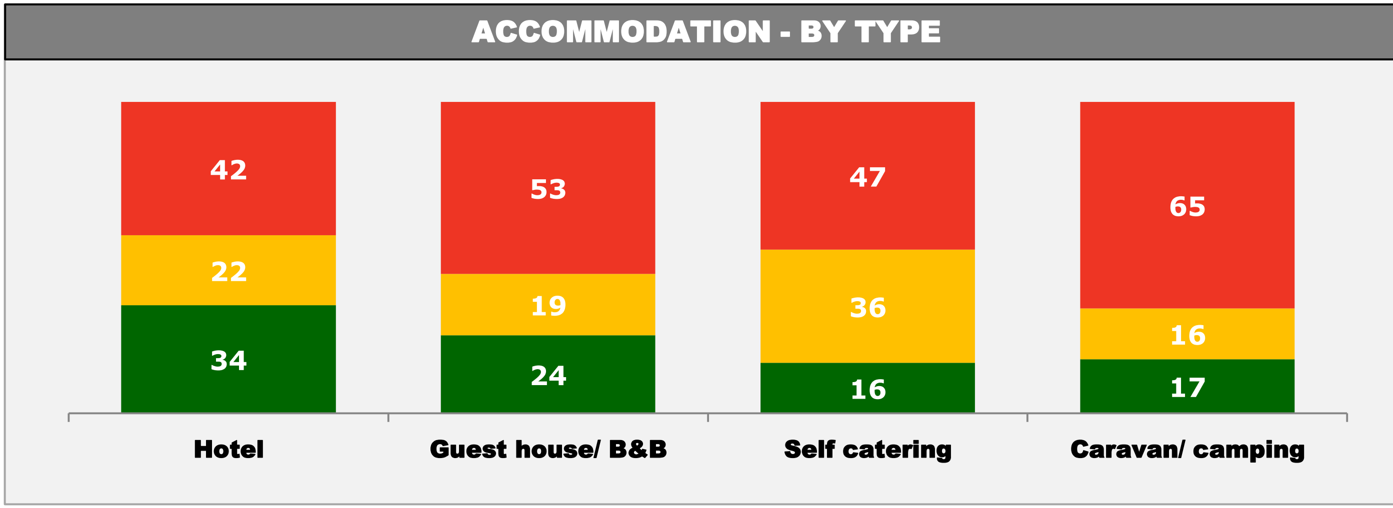
Overall visitor numbers are down 6% and 2% for accommodation and attractions respectively.



PERIOD ASKED ABOUT FOR PAST BUSINESS PERFORMANCE
Sept 2012 Over the school summer holidays

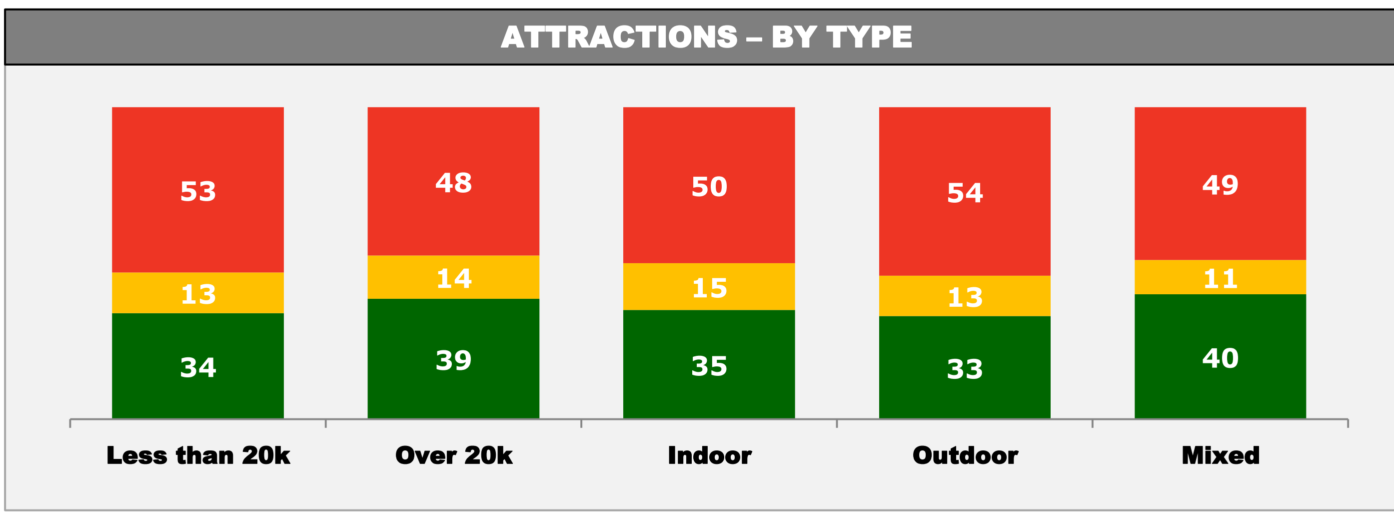
Changing business performance: By business type

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.



Versus same period previous year…

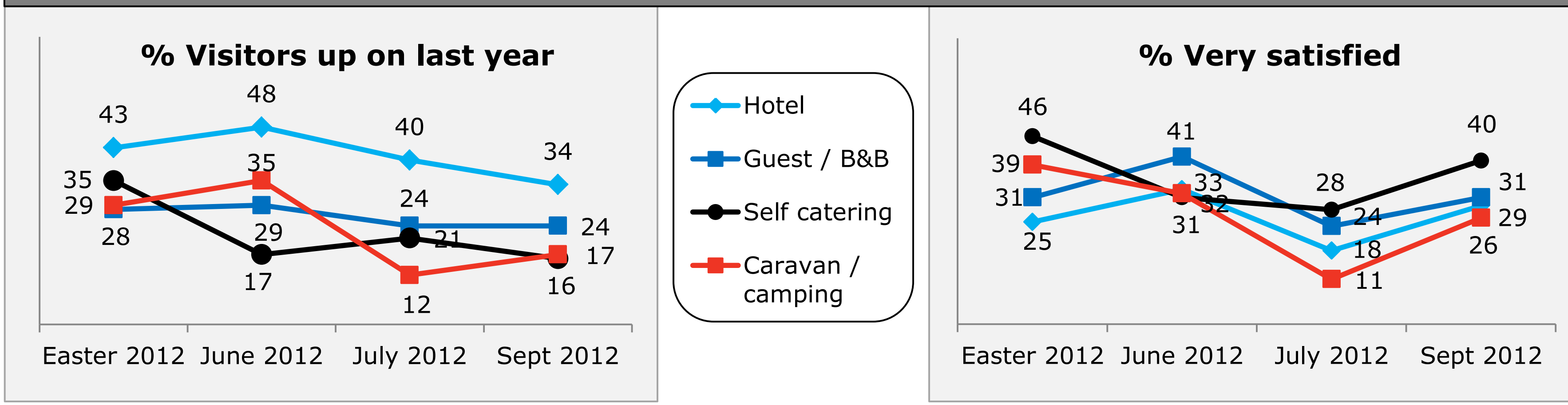
Down
Same
Up



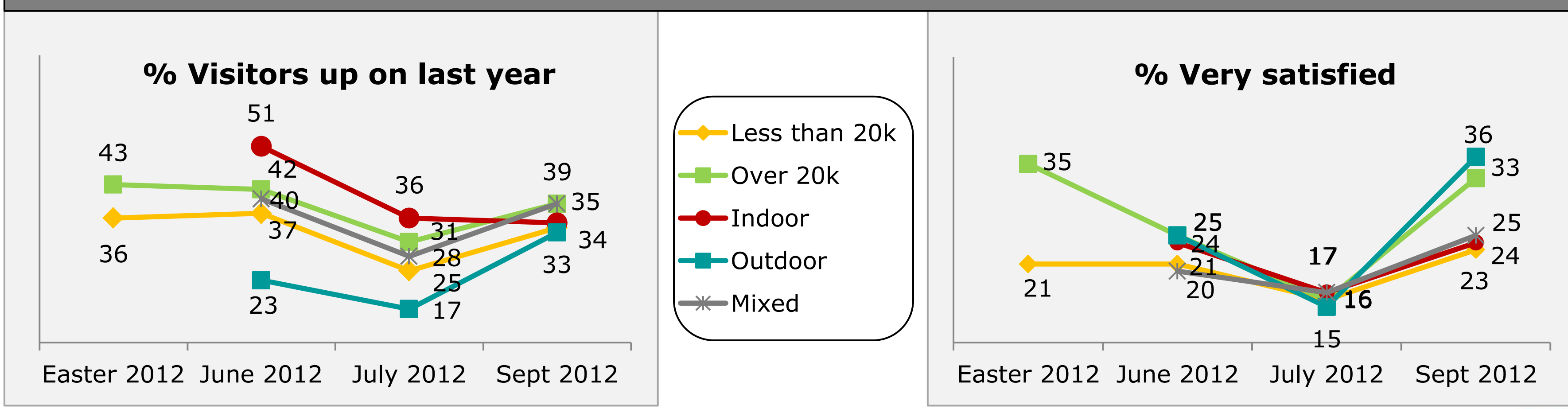
Changing business performance: By business type

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



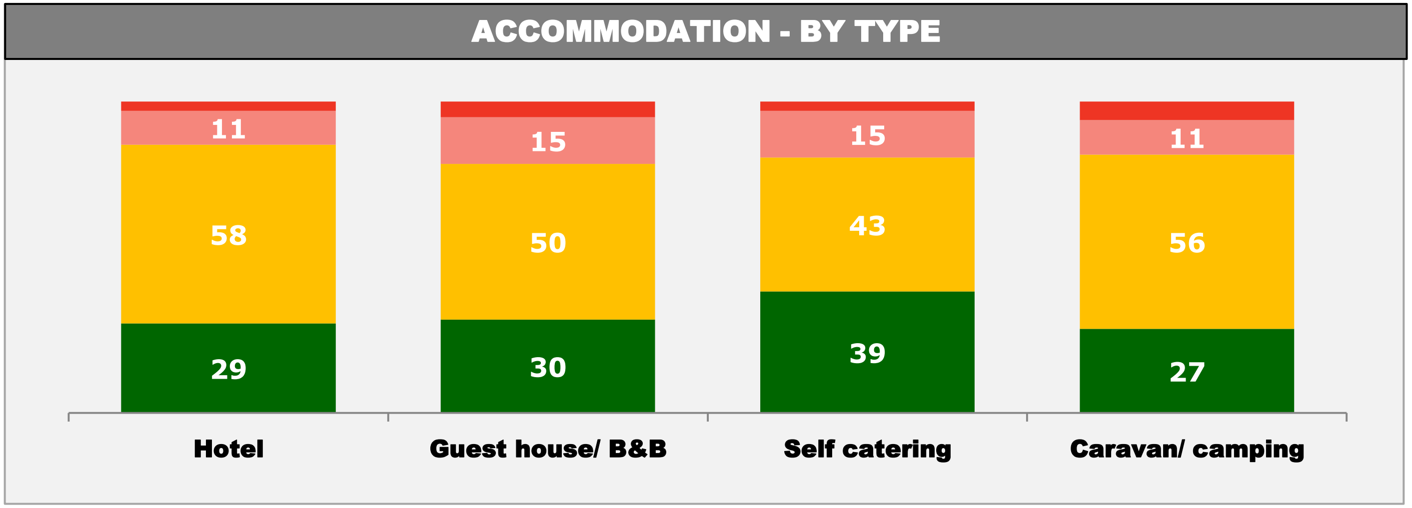
Business confidence

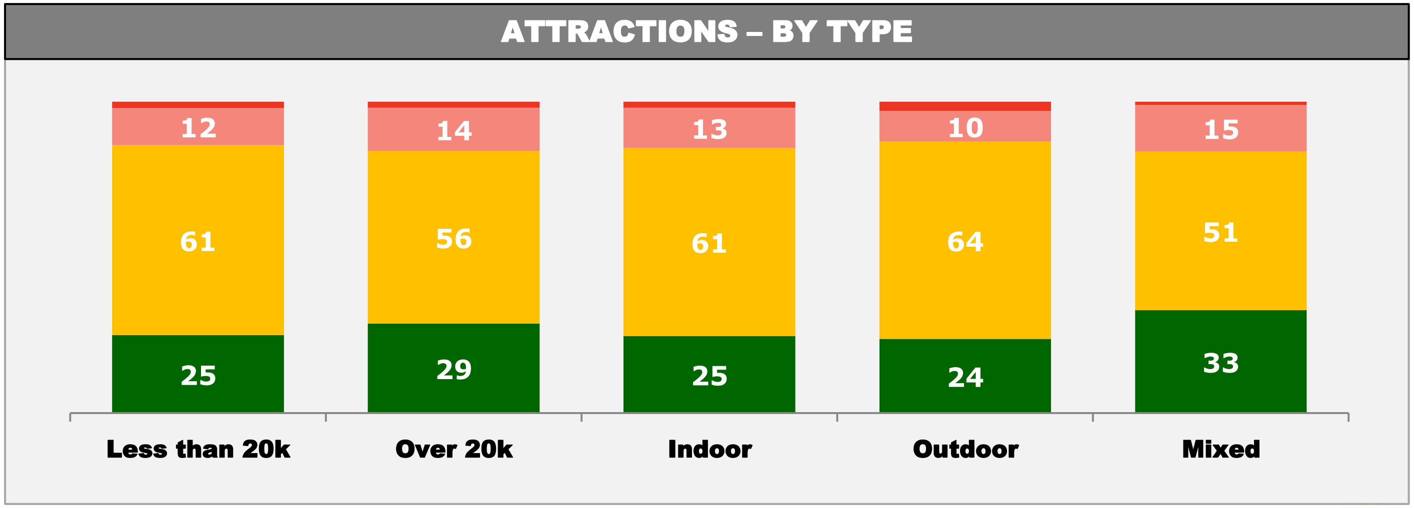
Confidence in performance for forthcoming period: By business type

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.

Versus same period previous year…

- Not at all confident
- Not very confident
- Fairly confident
- Very confident

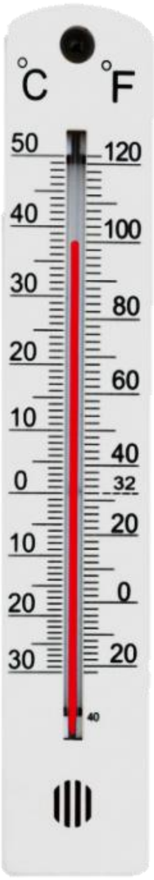


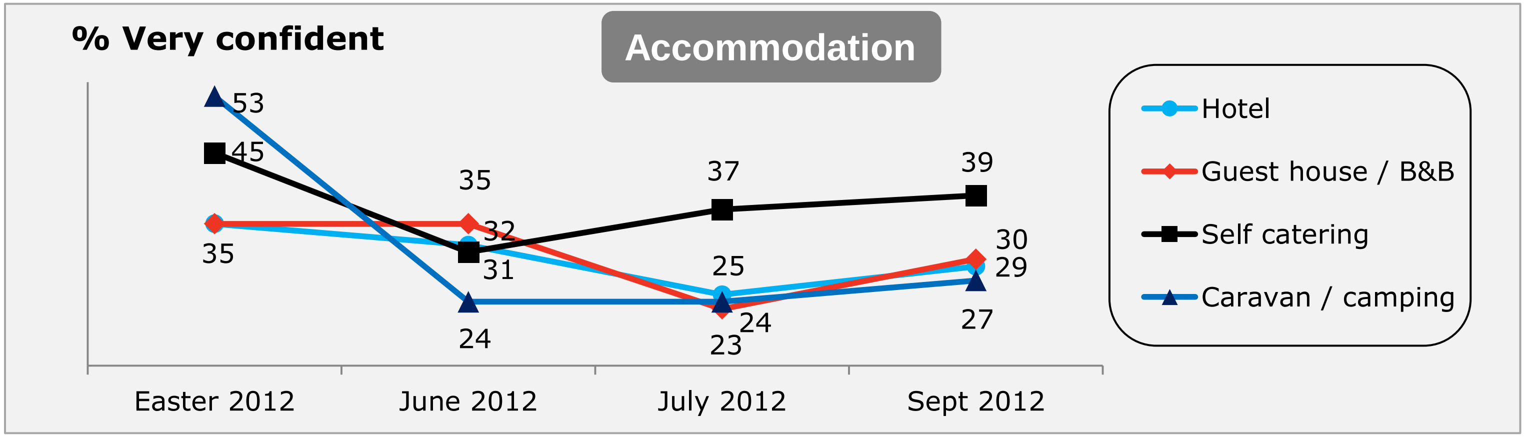


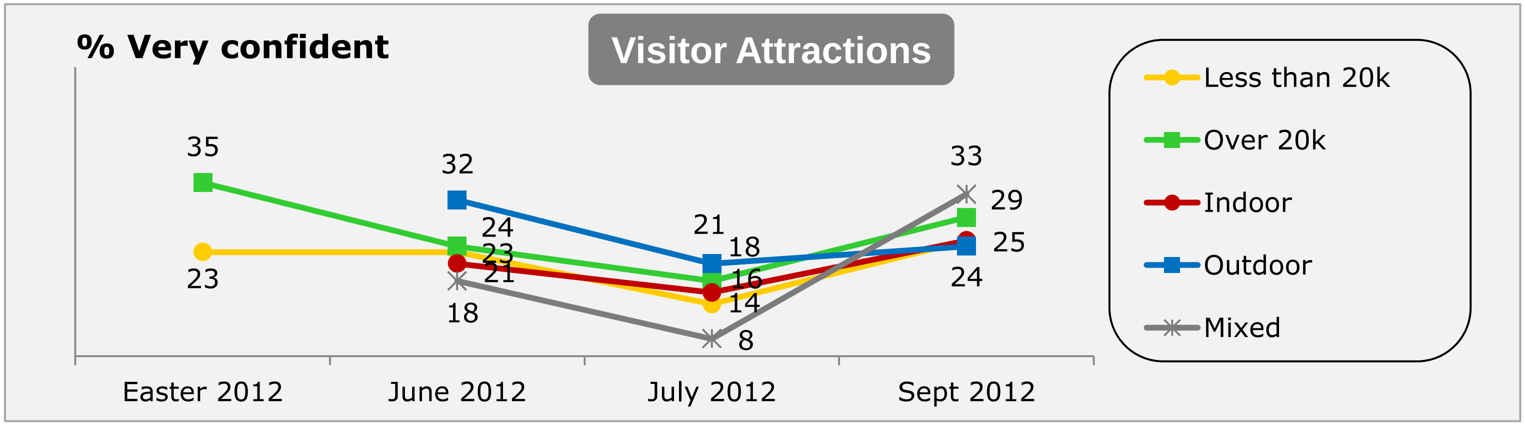
Q13

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.



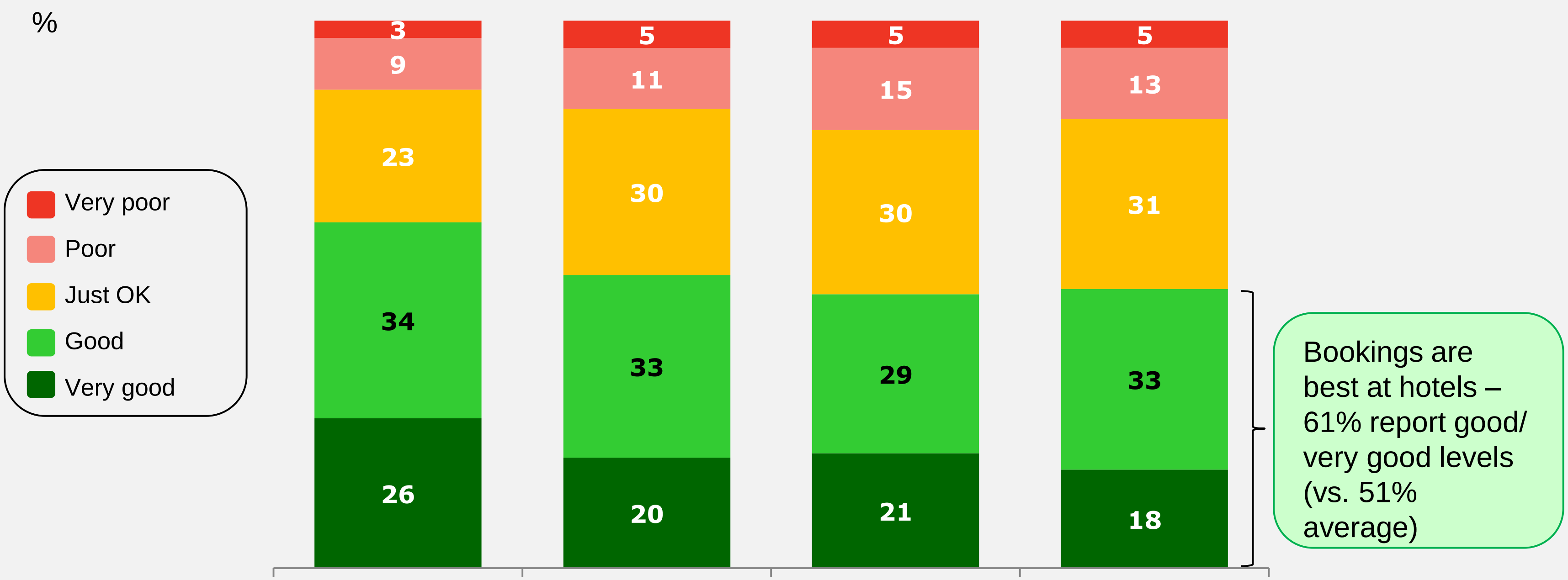




Survey conducted:	Easter 2012	June 2012	July 2012	Sept 2012
Period asked about:	Until after Jubilee bank hol	Until start of summer hols	Until end of summer hols	Until end of Oct

Advance booking levels: Accommodation

Advance booking levels remain consistent with prior to the Olympics.



Survey conducted:	Easter 2012	June 2012	July 2012	Sept 2012
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Q14

Positive verbatim comments on business confidence

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)

Q19

Negative verbatim comments on business confidence

"

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)

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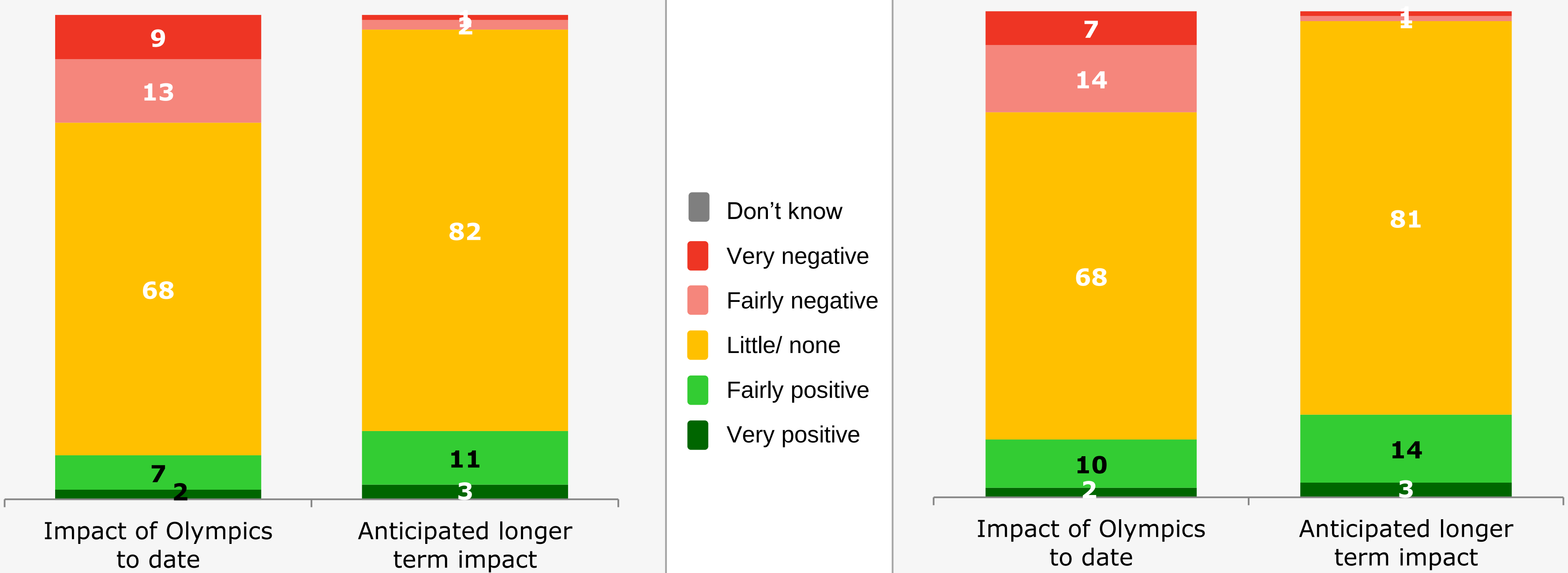
Impact of 2012 Olympics

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.

Accommodation

Visitor Attractions



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

“

POSTIVE COMMENTS

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)

”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