VisitEngland

Tourism Business Monitor 2013

Wave 2 – January until the end of the Easter 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.

Fieldwork dates:

Apr 2013: 15-21 Apr 2013, reviewing period from January until the end of the Easter holidays

Jan 2013: 7-13 Jan 2013, reviewing Christmas and New Year period 2012

Nov 2012: 5-12 Nov 2012, reviewing mid-September until the end of the October

Sept 2012: 10-17 Sept 2012, reviewing the school summer holidays

July 2012: 16-24 July 2012, reviewing the period after the Jubilee bank holiday weekend until mid July

June 2012: 11-15 June 2012, reviewing May/ early June period, including Jubilee Bank Holiday weekend.

Easter 2012: 16-23 April 2012, reviewing January to April period

Key Findings: Accommodation

The recovery that we saw that the end of 2012 has been halted with a sharp decline in business performance for the first term of 2013. Both domestic and overseas visitor markets are significantly down.

Actual visitor numbers are down 9% on the same period last year (compared with only 2% down for the Christmas & new year period). Hotels (down 2%) and self-catering accommodation (down 4%) have remained relatively stable, but the guesthouse and campsite markets have had a disastrous term (with actual visitor numbers down by 12% and 23% respectively).

The cold, wet weather has had a substantial impact on visitor numbers, with 36% more businesses saying that it has had a negative impact than those saying it has benefited them.

On a positive note, advance booking levels are up, as we would expect for the time of year. However, bookings have not kept up with the same period last year.

Optimism for business in 2013 as a whole is consistent with January. Despite a slightly rocky start to the year, expectations are for a slightly better year than last year.

A third of accommodation businesses are increasing their prices, typically by 5% or less.

Key Findings: Attractions

Overall we have seen a halt to the recovery that we saw at the end of 2012 with an overall decline in business performance for the first term of 2013. However, the market appears to be split, with attractions either having a good or a bad start to the year – only 19% of attractions report the same level of business as for the same period last year.

Although almost half of attractions are reporting that visitor numbers are down, actual visitor numbers have only declined by 5% (although this is a decline since the 2% year on year drop reported for the Christmas period).

It will be no surprise that the poor weather has had a significant impact, with half of the attractions surveyed reporting a deterioration in performance at the hands of the weather.

Outdoor sites have suffered most, with a 12% fall in visitor numbers compared with the first quarter of 2012. Indoor sites may have picked up some of the lost business (with visitor numbers only down by 1%).

Overall attractions remain cautiously optimistic for 2013, with the anticipated outlook remaining consistent with the start of the year.

For the period up until the summer holidays, indoor attractions are the most confident, while Outdoor attractions approach this period with more trepidation, reflecting recent business performance.

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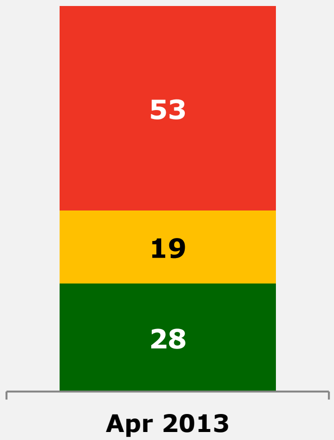
Business Dashboards

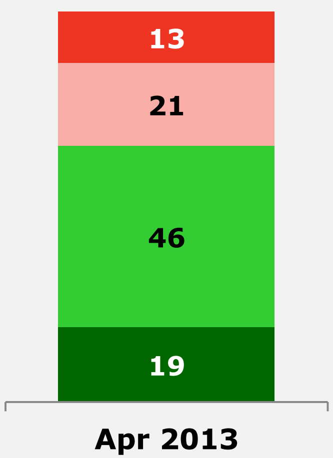
Business Performance Dashboard

Accommodation

Visitor numbers (%)



Satisfaction (%)



Versus same period previous year…

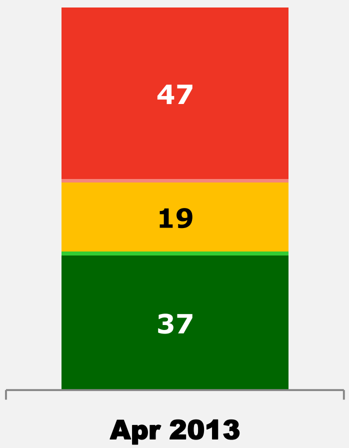
- Down
- Same
- Up

Satisfied with business performance…

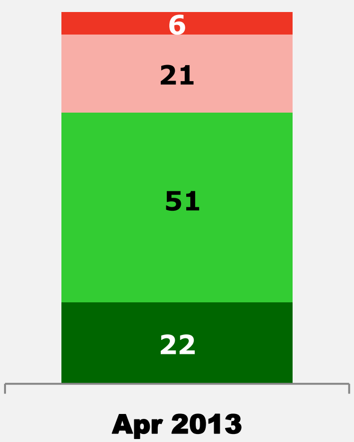
- Not at all
- Not very
- Quite
- Very

Visitor Attractions

Visitor numbers (%)



Satisfaction (%)



PERIOD ASKED ABOUT FOR PAST BUSINESS PERFORMANCE
Apr 2013: January until the end of the Easter holidays

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Q3/4. Q7/8, Q6 & Q10

bdrc continental

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
Nov 2012	Until the end of the year
Jan 2013	Until the end of Easter
Apr 2013	Until end of Spring / early Summer

Visitor Profile

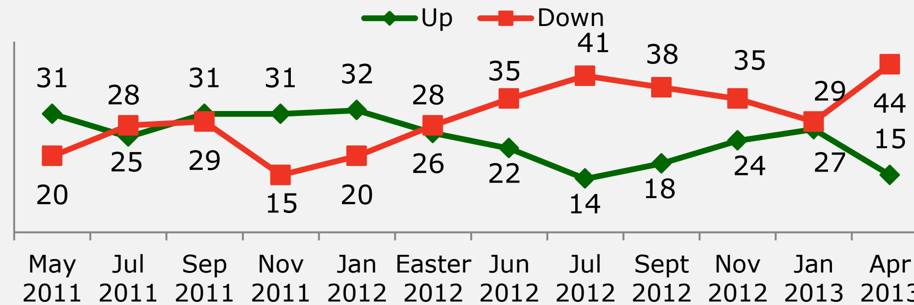
Changing Visitor Profile (year-to-date vs. previous year): **Accommodation**

Up | Same | Down

NET: Up - Down

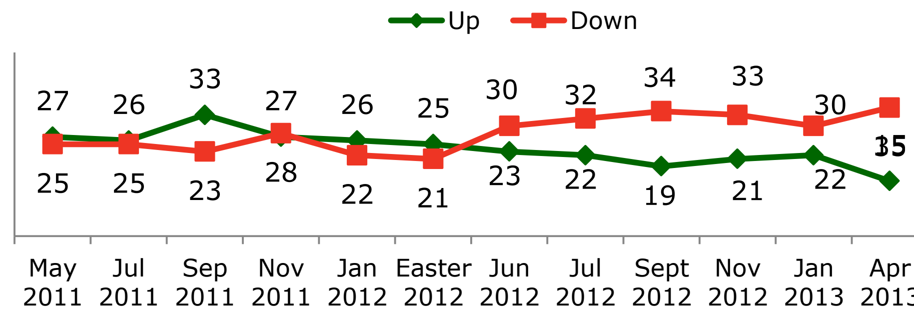
Domestic visitors

	Up	Same	Down	NET: Up - Down
Apr 13	15	41	44	-29



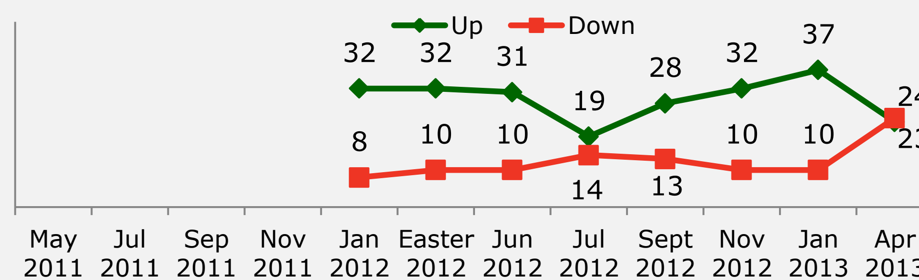
Overseas visitors

	Up	Same	Down	NET: Up - Down
Apr 13	15	51	35	-20



Repeat visitors

	Up	Same	Down	NET: Up - Down
Apr 13	23	53	24	-1



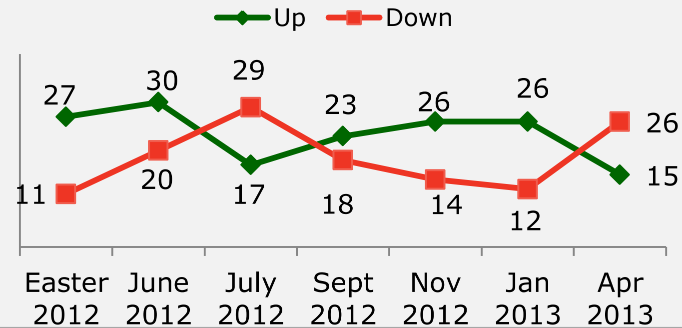
Changing Visitor Profile (year-to-date vs. previous year): **Attractions**

Up | Same | Down

NET: Up - Down

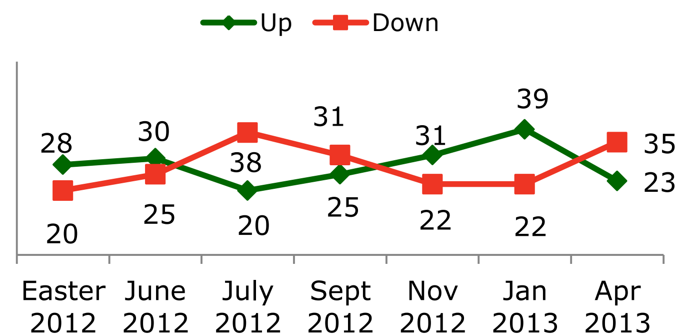
Visitors from immediate locality

	Up	Same	Down	NET: Up - Down
Apr 13	15	59	26	-11



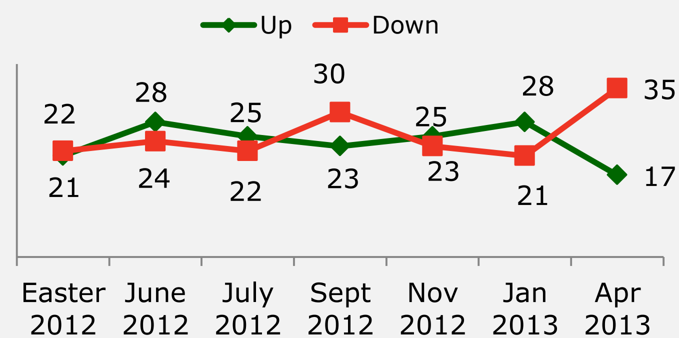
Other domestic visitors

	Up	Same	Down	NET: Up - Down
Apr 13	23	41	35	-12



Overseas visitors

	Up	Same	Down	NET: Up - Down
Apr 13	17	48	35	-18

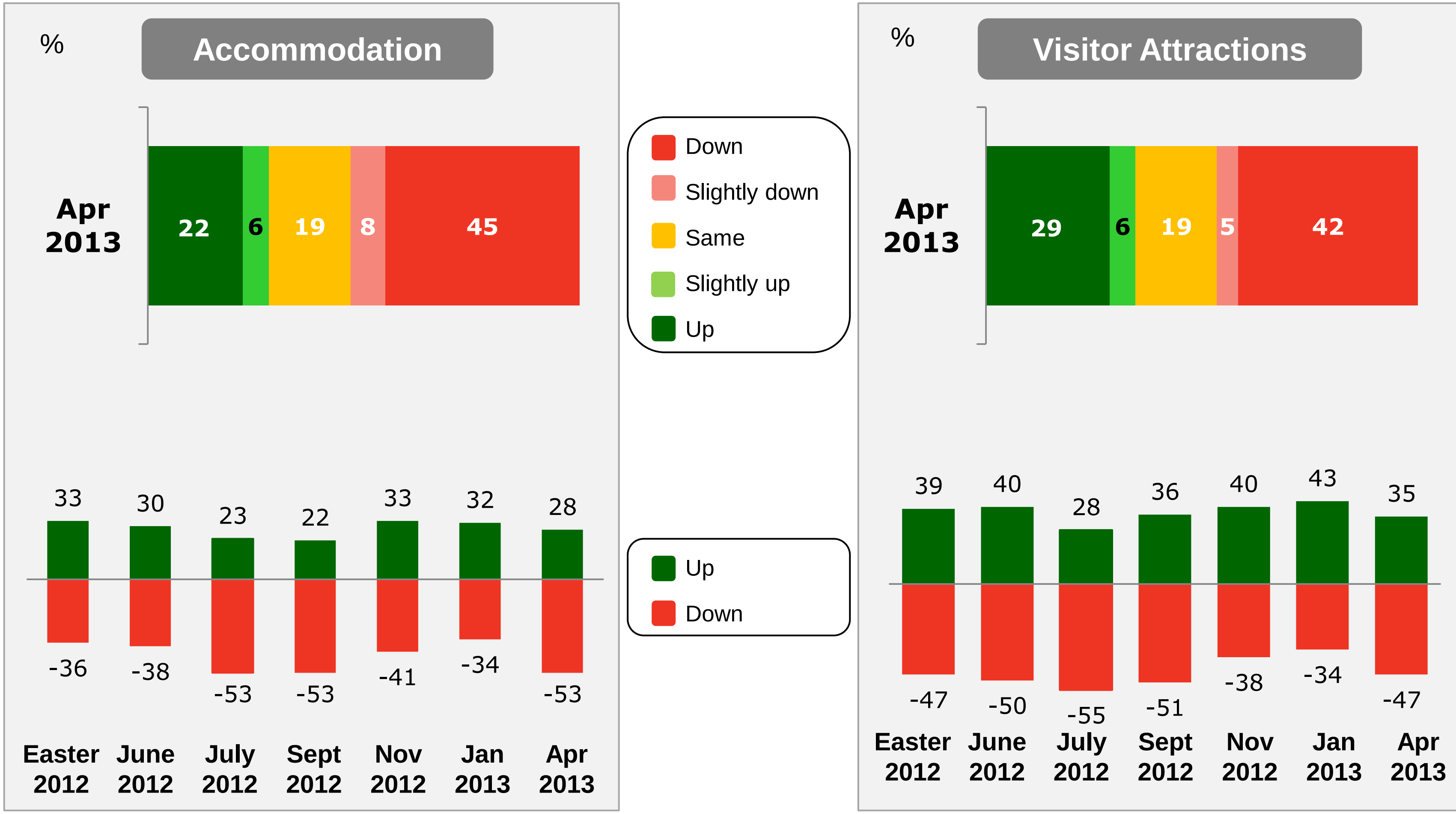


PERIOD ASKED ABOUT FOR PAST BUSINESS PERFORMANCE
Apr 2013: January until the end of the Easter holidays

Business Performance

Visitor Numbers: Year-on-year changes (up /down)

The recovery that we saw that the end of 2012 has been halted with a sharp decline in business performance for the first term of 2013.

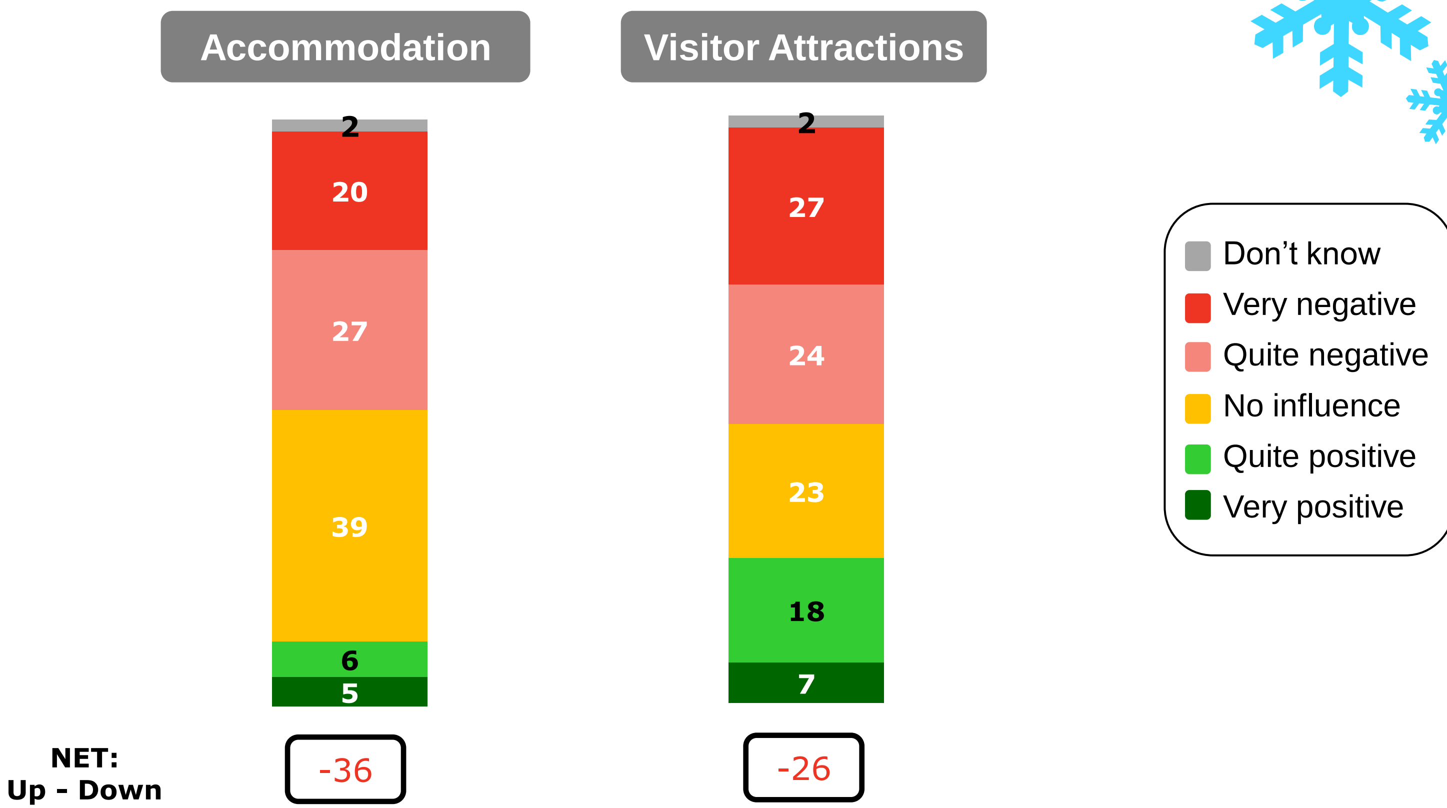


PERIOD ASKED ABOUT FOR PAST BUSINESS PERFORMANCE

Apr 13: January until the end of the Easter holidays**. Jan 2013:** Christmas and NY period 2012/ **Nov 2012:** Mid-Sept until end of October/ **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

Influence of the weather on visitor numbers

The weather has adversely affected around half of attractions and accommodation businesses. Although a few believe they have benefited from the cold and wet, substantially more attractions were negatively impacted.

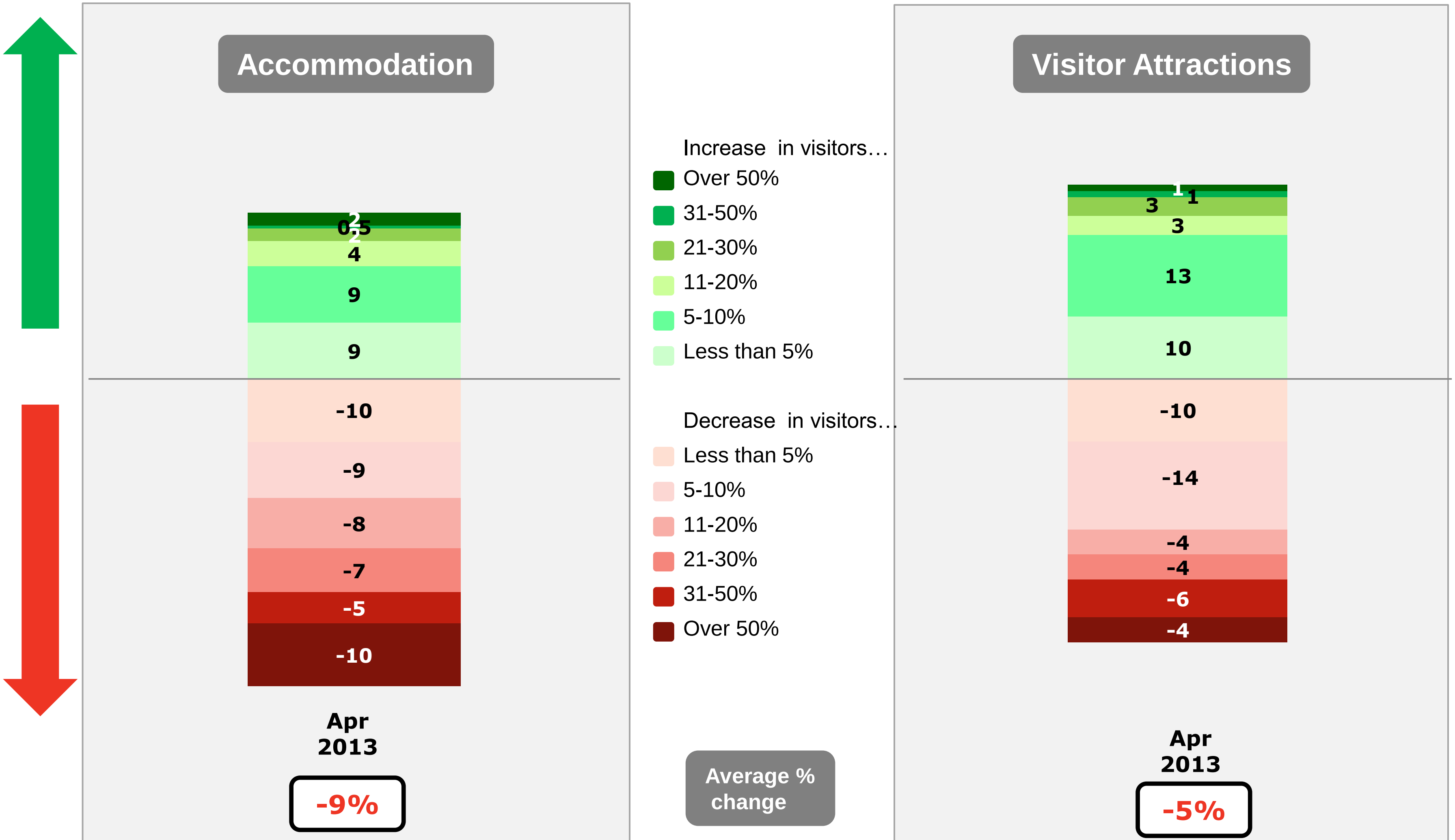


Q6a – All who were open from January until end of Easter holidays

PERIOD ASKED ABOUT FOR PAST BUSINESS PERFORMANCE
Apr 2013 January until the end of the Easter holidays

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

Compared with the same period last year, actual visitor numbers are down 9% for accommodation businesses and 5% for attractions



PERIOD ASKED ABOUT FOR PAST BUSINESS PERFORMANCE
Apr 2013 January until the end of the Easter holidays

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Q9, Q5

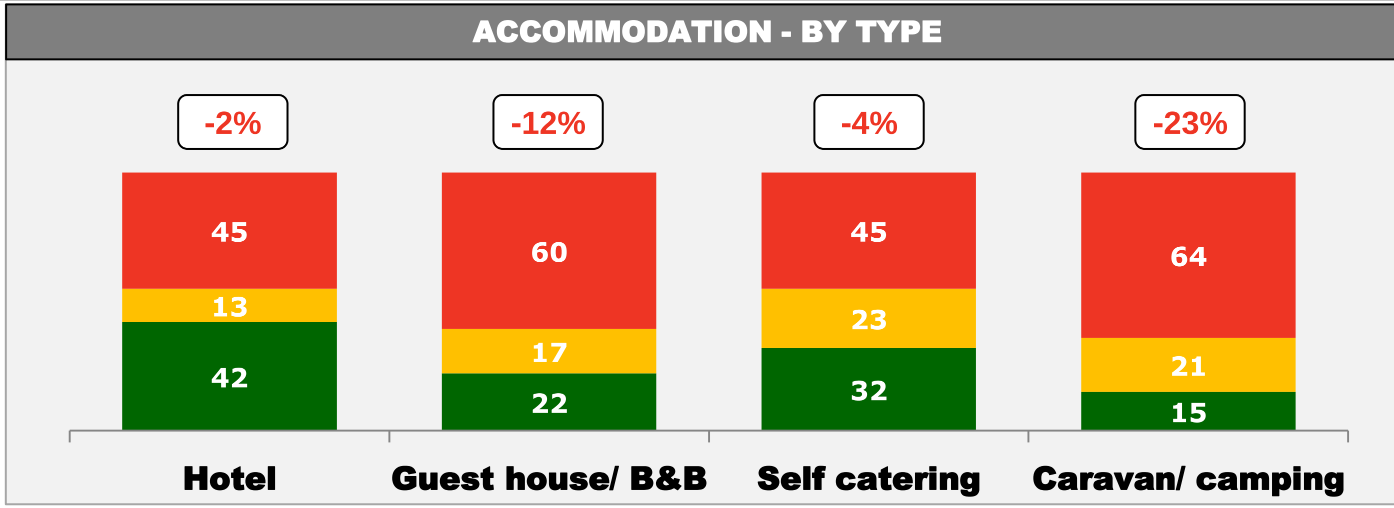
Changing business performance: By business type

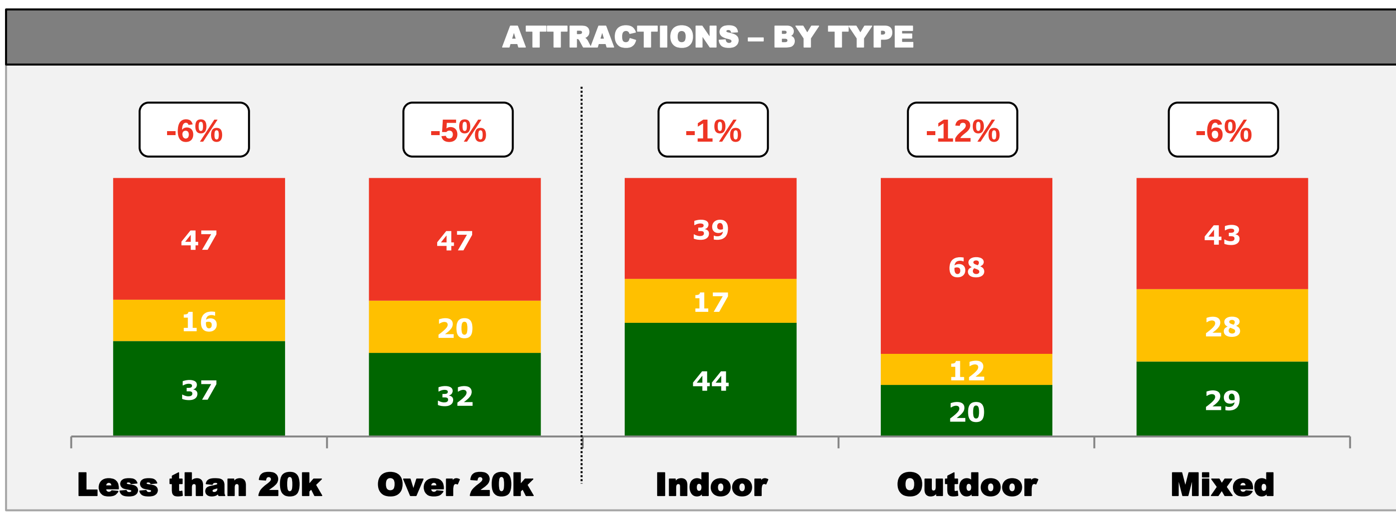
Caravan/ campsites and Outdoor attractions have suffered the worst, no doubt at the hands of the cold/ wet weather. We see a more balanced picture for Hotels and Indoor attractions, which may have picked up visitors avoiding Outdoor attractions.

Versus same period previous year…

% of businesses:
- Down
- Same
- Up

% change in visitor numbers:

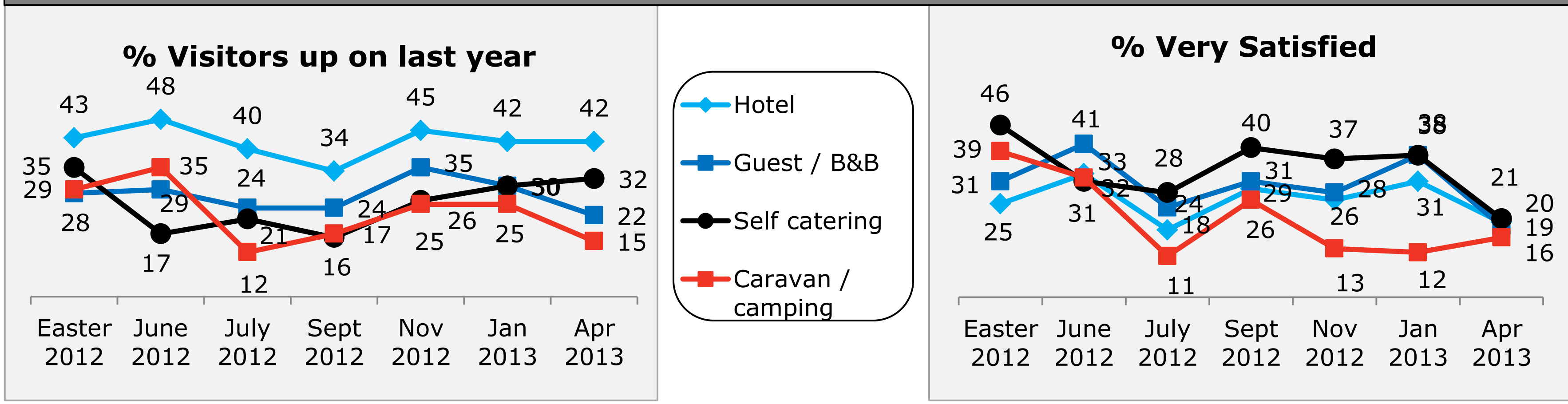




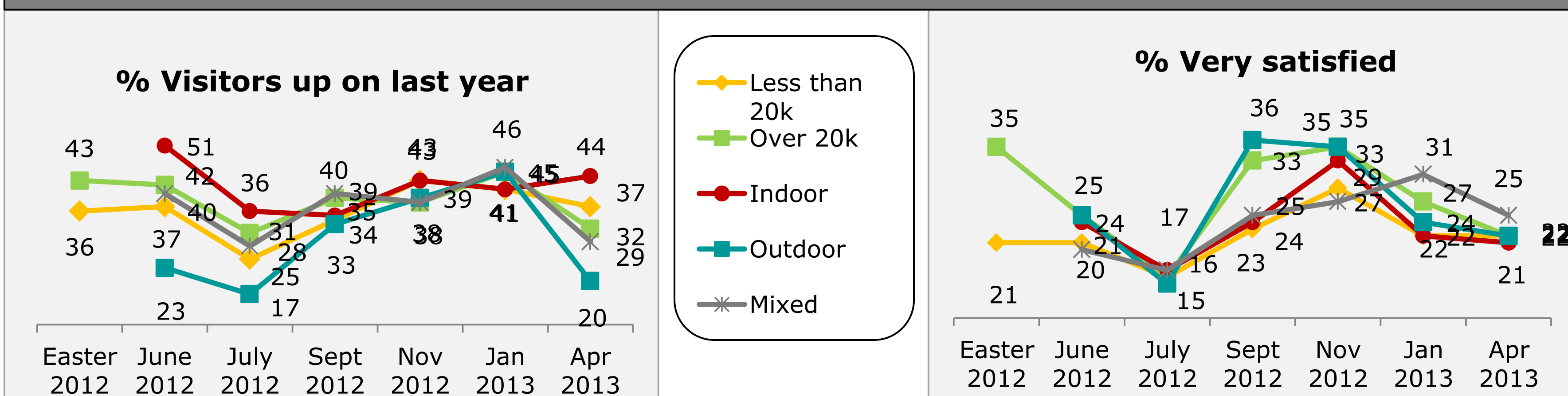
Changing business performance: By business type

Current performance shows a deterioration for guest houses and campsites, although most accommodation types report being less satisfied than at the end of 2012. Outdoor attractions had seen a steady improvement in business performance from July last year, but the period up until Easter 2013 saw a steep decline.

ACCOMMODATION - BY TYPE



ATTRACTIONS – BY TYPE



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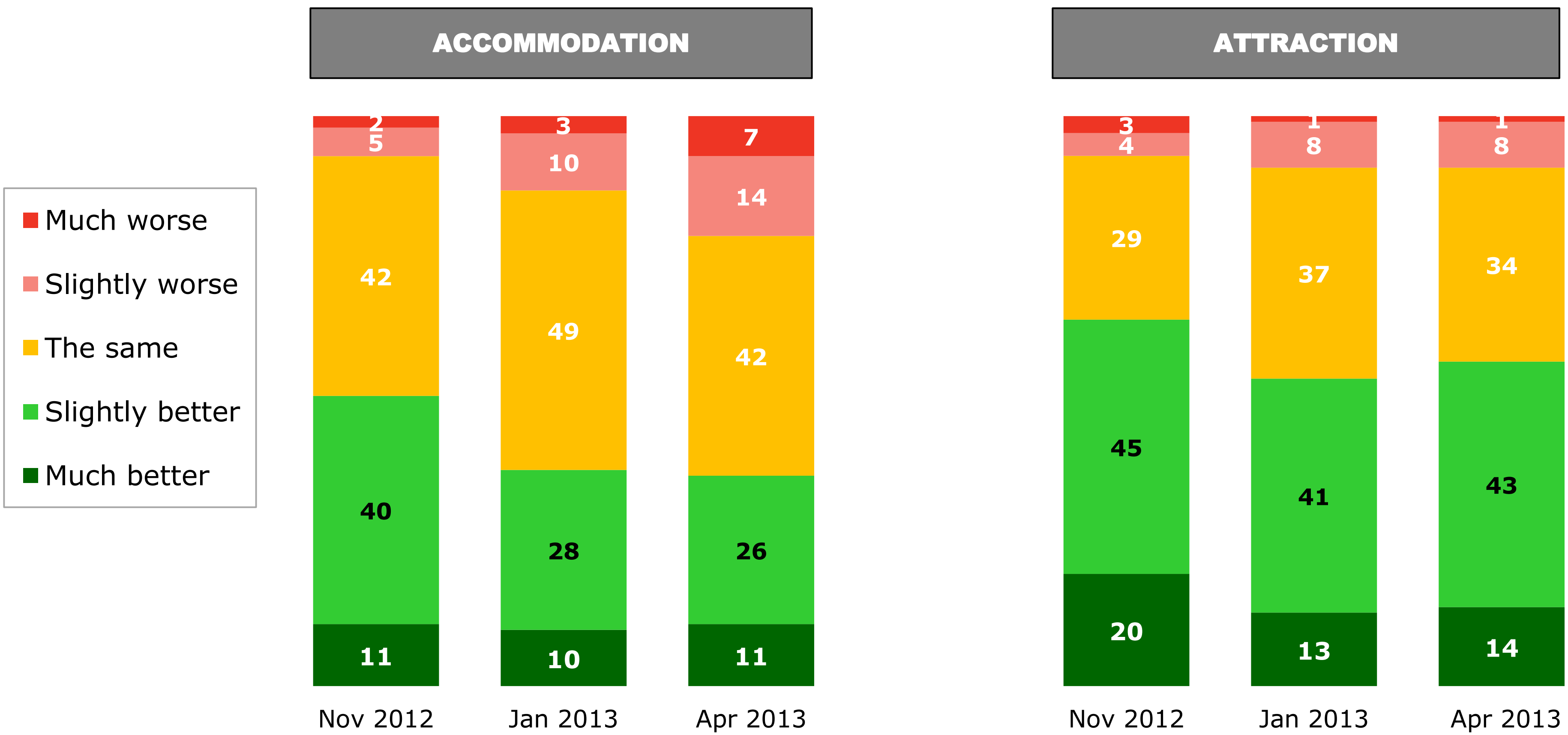
Business Confidence

Business optimism for 2013

Optimism for business in 2013 as a whole is fairly consistent with January. Despite a slightly rocky start to the year, expectations are for a slightly better year than last year.



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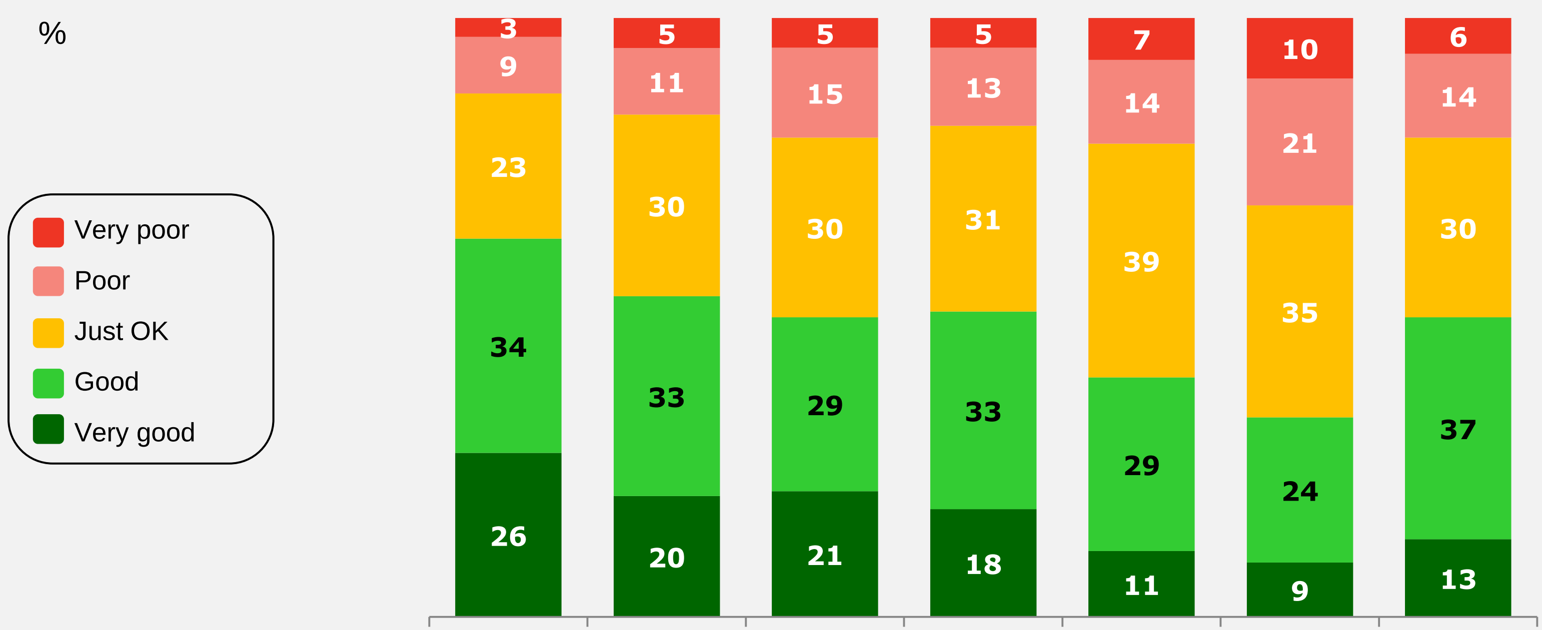
Q15

Advance booking levels: Accommodation

Advance booking levels are up, as we would expect for the time of year. However, bookings have not kept up with the same period last year.



Survey conducted:	Easter 2012	June 2012	July 2012	Sept 2012	Nov 2012	Jan 2013	Apr 2013
Period asked about:	Until after Jubilee bank hol	Until start of summer hols	Until end of summer hols	Until end of October	Until end of the year	Until the end of Easter	Until late Spring/ early Summer

Q14

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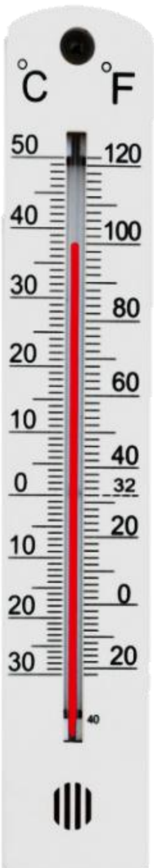
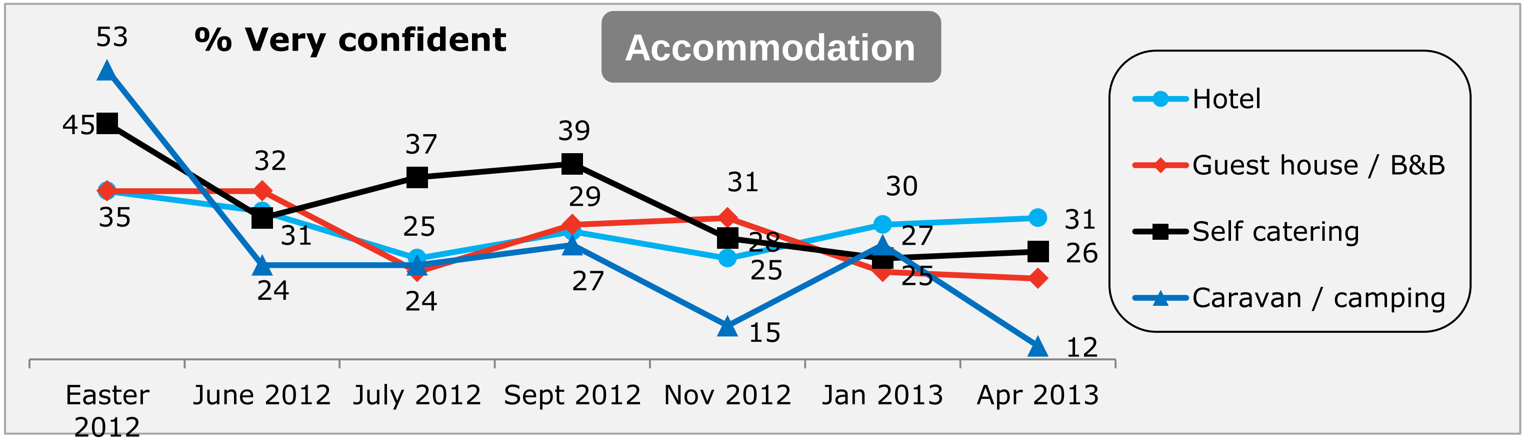
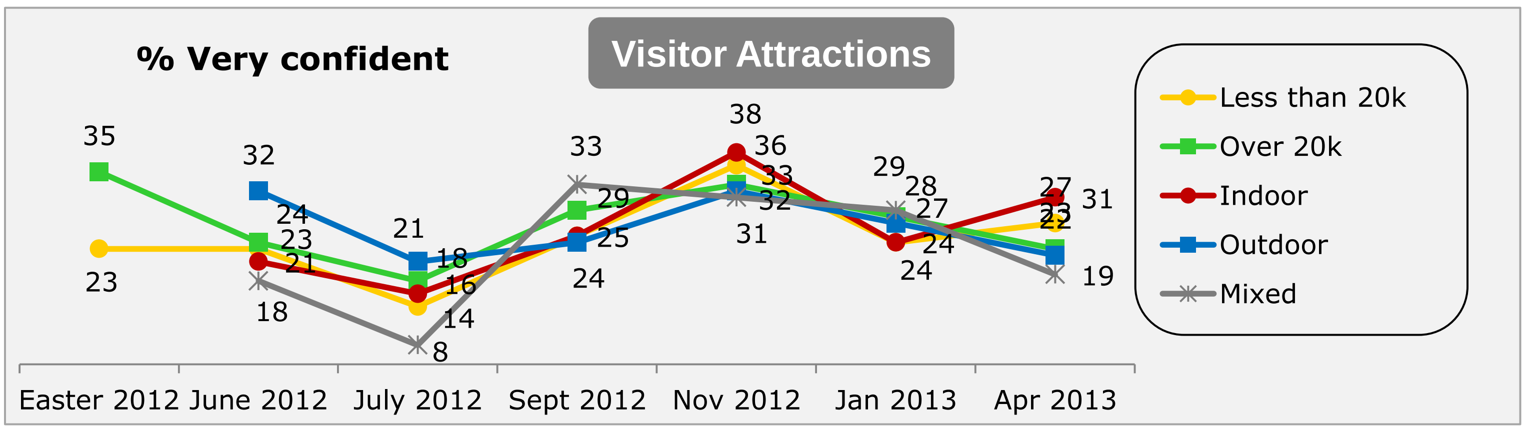
Confidence in performance for forthcoming period: By business type

Reflecting recent performance, indoor attractions are reasonably confident for the pre summer holiday period, while Outdoor attractions and campsites approach it with more trepidation.







Survey conducted:	Easter 2012	June 2012	July 2012	Sept 2012	Nov 2012	Jan 2013	Apr 2013
Period asked about:	Until after Jubilee	Until start of summer hols	Until end of summer hols	Until end of Oct	Until the end of the year	Until the end of Easter	Until late Spring/ early Summer

Positive verbatim comments on business confidence

We think good publicity from last years Jubilee could encourage more overseas visitors this year (Accommodation)

I think we're optimistic about the rest of year. We get a lot more last minute stuff coming in now. (Accommodation)

Got confidence in my business and I know people can't afford abroad holidays like they used to (Accommodation)

Early bookings are strong and the trends are looking good for good weather days (Attraction)

Hopefully with all the improvements we are making and the work we are pulling together this year it will help with attracting visitors. (Attraction)

Negative verbatim comments on business confidence

Things don't look very good, two wet summers we will see more people going abroad, you don't get a lot of families going with B&B. (Accommodation)

I'm not very confident as the weather is a huge influence and our bookings are way down at the moment (Accommodation)

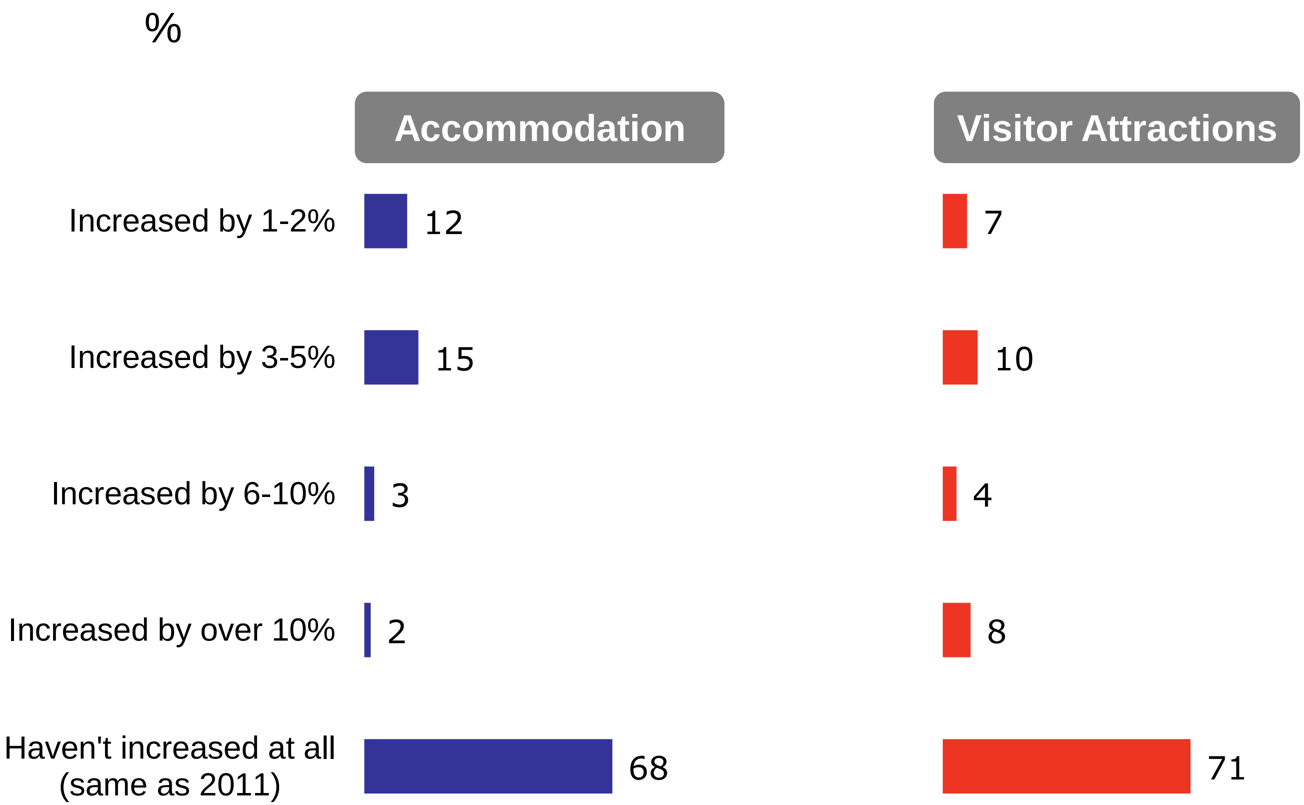
People are less likely to come out if it rains. Also the price of petrol will affect our visitor numbers: if you're travelling for more than an hour to get here etc., then that is a lot of money for people. (Attraction)

The recession is a factor. It's not just the money, also people are just not in the habit of spending money. (Attraction)

My confidence has been dented from last year mainly because of the many major events they had within the country drawing people away from the South East (Attraction)

Increase in standard tariff, compared with 2012

Around a third of businesses are increasing their prices in 2013, typically by 5% or less.



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Q12a – All Excluding "Would rather not say"


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