



Tourism Business Monitor

Prepared for: Visit Great Yarmouth

March 2023

Prepared by:



On behalf of:



Introduction and Methodology and approach

The Greater Yarmouth Business Confidence Monitor is a short, quarterly survey of tourism businesses designed to understand opinions about recent business performance, the outlook for the immediate future, trading conditions and levels of confidence.

Methodology

The results are based on a quarterly online survey to businesses in the Greater Yarmouth area. It uses a structured questionnaire, adapting some questions and adding / removing other questions as the season evolves. We are using a 'Have your say' online platform style survey, based on personalised email invitations to fill in a short online questionnaire. The survey is fully managed in-house by Destination Research using SNAP software package, which offers full online and mobile functionalities. The results of the survey are being used and distributed by Visit Great Yarmouth.

Outputs

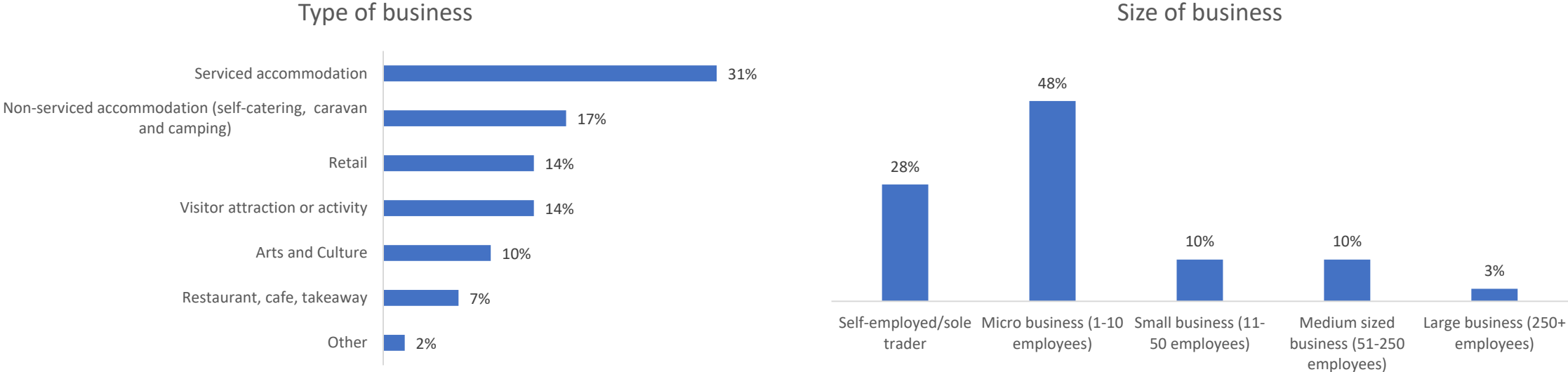
The bi-monthly report reflects on the very latest industry sentiment. This and subsequent reports will include a summary of immediate reactions, longer term recovery plan actions as well as general business performance. This edition is based on a sample of 37 responses.



Research Outputs – Business profile

Serviced accommodation providers, including hotels, guest houses and bed & breakfast made up the largest group of respondents (31% of the sample). Non-service accommodation providers, including self catering and caravan and camping sites, accounted for 14%.

Micro businesses (1-10 employees) made up 48% of the sample. Self-employed and sole traders came next (28%) before small (11 to 50 employees) and medium-sized businesses of up to 200 employees (10% of respondents each).

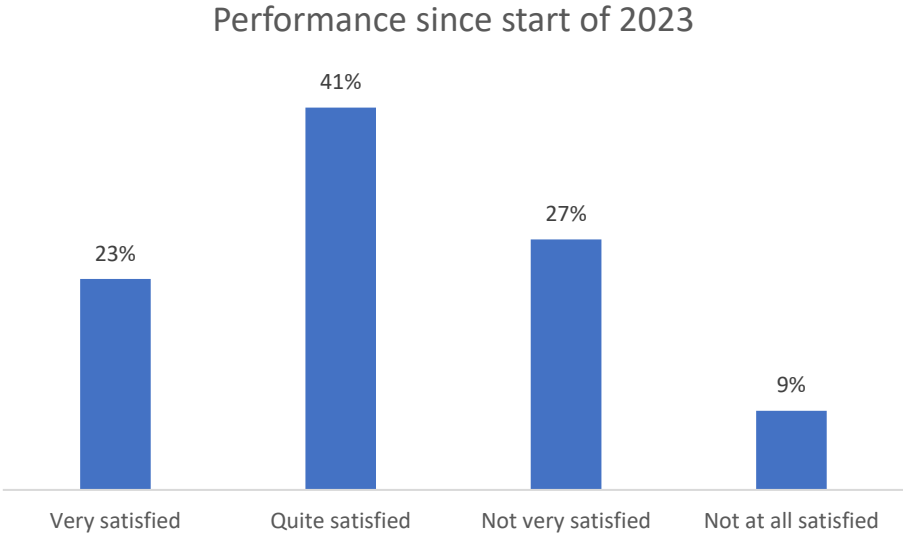


Q: Which Tourism and Hospitality sector does your main business principally operate in? (37) Q: And which of the following best describes your business? (37)



Research Outputs – Recent performance

The fact that two thirds (64%) of respondents were somewhat (41%) or extremely satisfied (23%) with their company's performance from the beginning of 2023 until the present is positive.



Q: How satisfied have you been with the performance of your business during the period from the start of 2023 until now? (37)

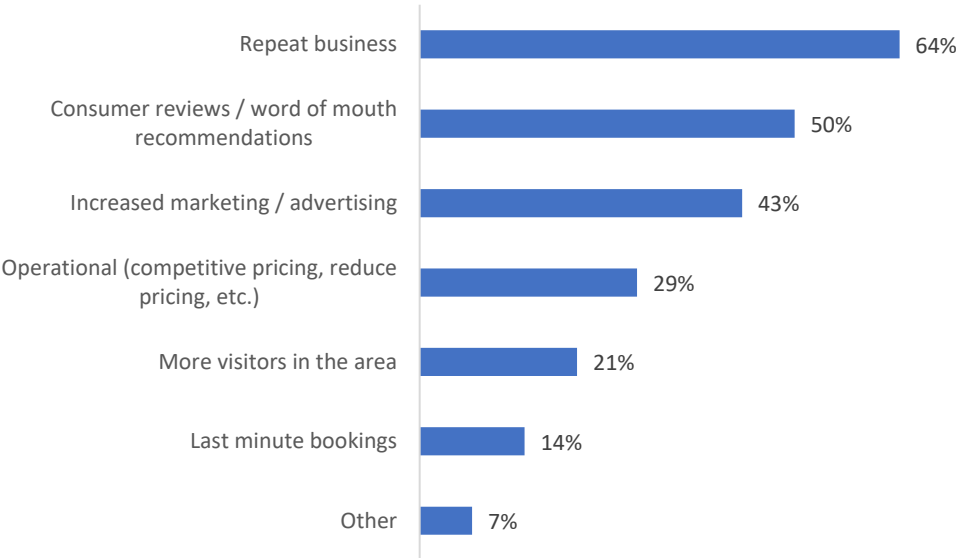


Research Outputs – Factors influencing performance

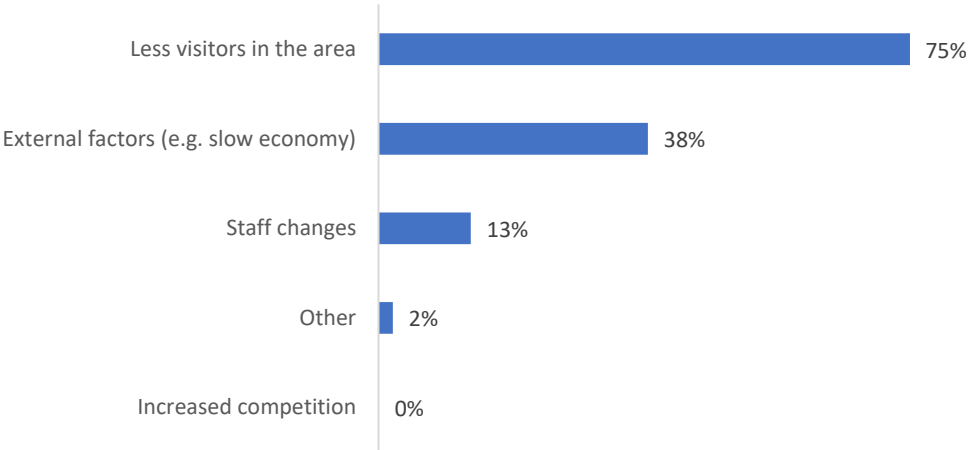
Repeat business (64%), consumer reviews (identified by half of respondents), and increased marketing and advertising budgets were the top factors influencing good performance.

Three-quarters of those who are dissatisfied with their current performance mention reduced visitor numbers as a major issue, with just under two-thirds (38%) blaming external factors such as a slowing economy.

Factors influencing recent performance (positive)



Factors influencing recent performance (negative)



Q: What factors have influenced the recent performance of your business? (24/20)



Research Outputs – Business forecast

Similar percentages of respondents reported that prospective bookings for the following six months are up (29%) or down (30%) from what they would typically anticipate. Two in five (41%) said booking levels were as expected for this time of the year.

Two in five were either somewhat confident (25%) or very confident (15%) about their business trading over the next weeks until Easter. A quarter (25%) were unsure and only 15% were not so confident.

	Up	The same	Down
Volume of Bookings	29%	41%	30%
Value of Bookings	34%	45%	21%

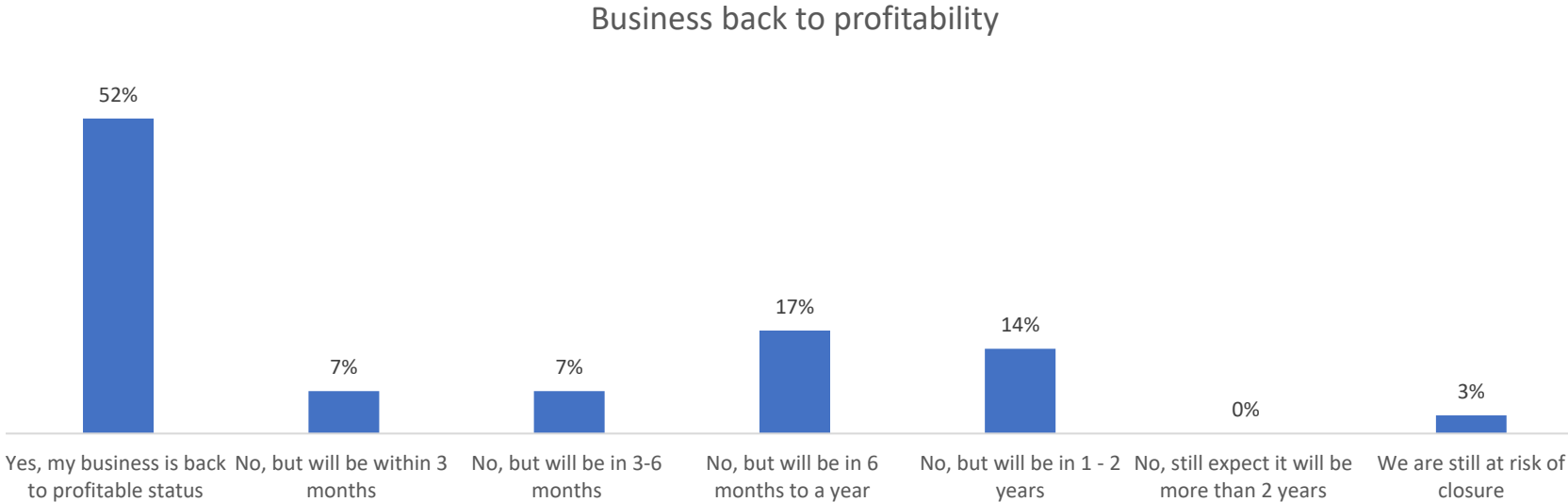


Q: How do your future bookings for the next six months compare to what you would normally expect at this time of year? (25) Q: How confident do you feel about your business trading over the next weeks until Easter? (32)



Research Outputs – Business recovery

A little over half (52%) reported their business is once again profitable. Three in ten (31%) anticipate returning to profitable trading in the following six months. This would imply that a successful summer season should lead to the return of profitable trading conditions for the large majority of businesses.



Q: Is your business back to profitable trading or how long do you estimate it will take to return your business to a profitable trading position? (35)



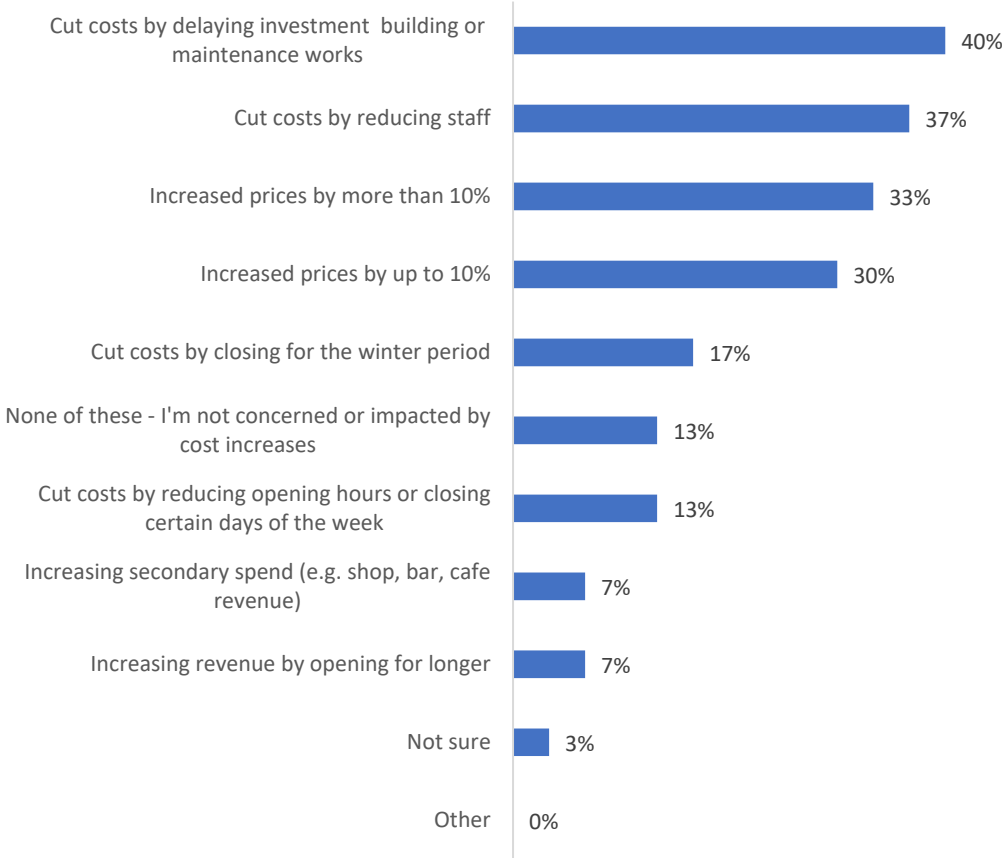
Research Outputs – Business operations

Two in five (40%) businesses opted to defer investment, construction, or maintenance projects in order to cut costs. Reducing staff a way to save on costs was a measure taken by 37% of respondents.

A third (33%) raised prices by more than 10%, and another 30% raised prices by up to 10%.

Businesses also tried to boost revenue by closing for the winter period (17%) and reducing opening hours or closing certain days of the week (13%).

Response to increasing costs



Q: How is your business responding to increasing costs? (35)



Research Outputs – Business operations

Increase costs are the key external factor affecting business trading. For example, a large majority (86%) identified increasing energy and fuel costs as a key factor, with three in five (61%) mentioning increasing supplier costs, while 36% blamed increased staffing costs.

Two thirds (64%) said that the poor UK economic climate, with less money in consumer's pockets was to blame for current business performance.

The destination's seasonality, the VAT threshold, and extra challenges with suppliers - such as delays, a shortage of supplies, and unreliability - were also important factors affecting business performance.

External factors affecting business	Percentage
Increasing energy and fuel costs	86%
Poor UK economic climate / less money in consumer's pockets	64%
Increasing supplier costs	61%
Increased staffing costs	36%
Seasonality of the destination	32%
Other supplier issues (delays, lack of stock, unreliability)	29%
VAT threshold	29%
Poor / unpredictable weather	21%
Attracting and retaining customers	18%
Competition from other parts of the UK	14%
Lack of applicants to fill staff vacancies	14%
Competition from other local businesses	11%
Competition from overseas holidays	11%
Cost and availability of finance	7%
Planning (Regulations and compliance)	7%
Staff absence / staff health	7%
High staff turnover	4%
Lack of training and business support	4%
None of these	4%
Other	0%



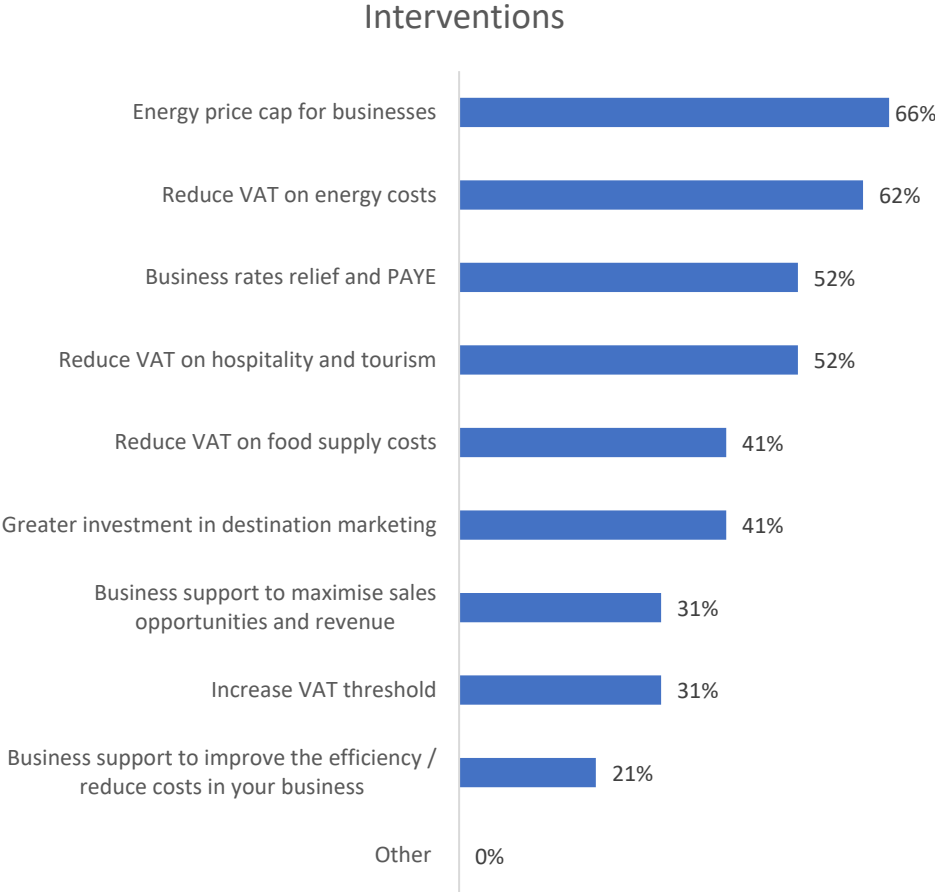
Q: Which of the following external factors, if any, are affecting your business (35)



Research Outputs – Business operations

The ideal government intervention, according to two-thirds (66%) of respondents, would be an energy cap for enterprises, while 62% indicated that lowering the VAT on energy expenditures would also be beneficial.

Also seen favourably as initiatives to support local businesses were the reduction of business rates and the VAT reductions on hospitality and tourism (52% each).

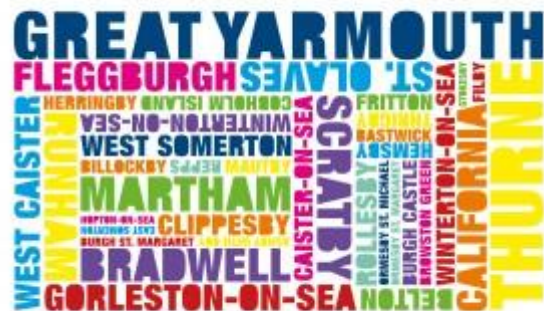


Q: And which of the following interventions would you most like to see to help your business? (35)





VISIT
**GREAT
YARMOUTH**



Produced by:



destinationresearch
delivering results : measuring what matters

Main contact:

Asa Morrison
Great Yarmouth Tourism &
Business Improvement Area / Visit
Great Yarmouth

asa@gyta.com
www.gyta.com

Research & methodology contact:

Sergi Jarques
Director
Destination Research Ltd

info@destinationresearch.co.uk
www.destinationresearch.co.uk