



# Tourism Business Monitor

Prepared for: Visit Great Yarmouth

October 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 survey took place during September 2023 and the results are being used and distributed by Visit Great Yarmouth.

### **Outputs**

The 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 36 responses.

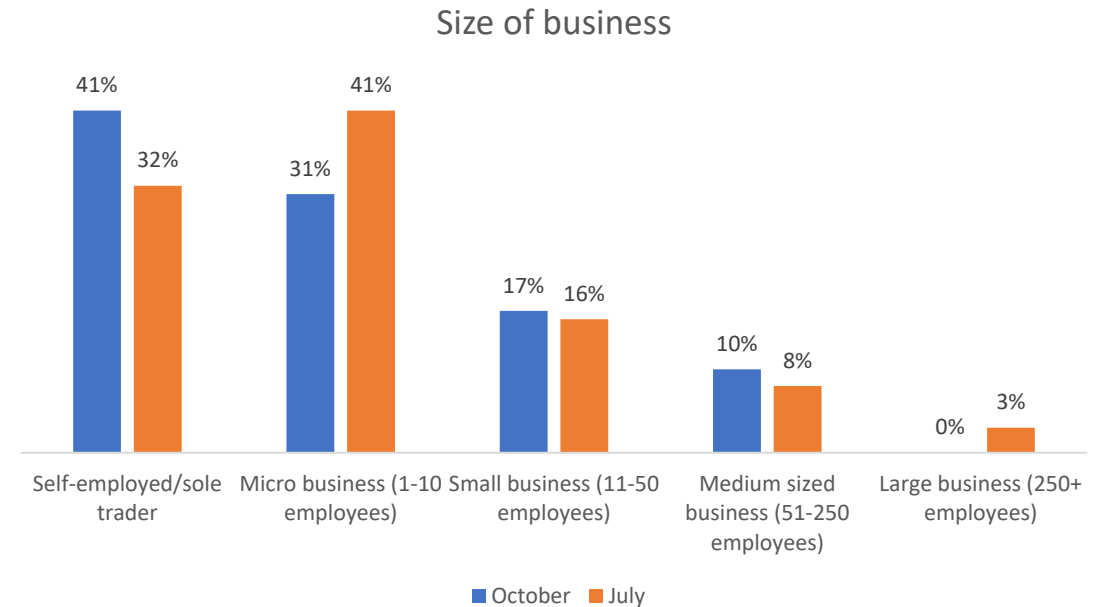
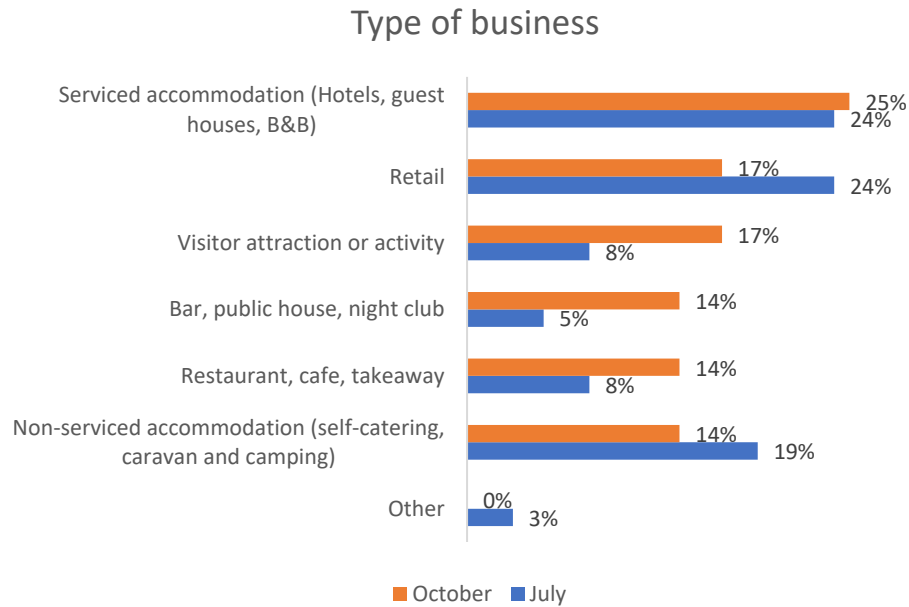


# Tourism Business Monitor – Research Results

## Research Outputs – Business profile

Serviced accommodation providers, including hotels, guest houses and bed & breakfast made up the largest group of respondents (25% of the sample each). Retailers and visitor attractions, accounted for 17% each. Bars, restaurants and non-serviced accommodation providers followed.

Self-employed and sole traders (41%) and micro businesses, with up to 10 employees (31%) accounted for almost three quarters (72%) of the sample. This is a change from the previous edition of this survey, when micro businesses topped the ranking.

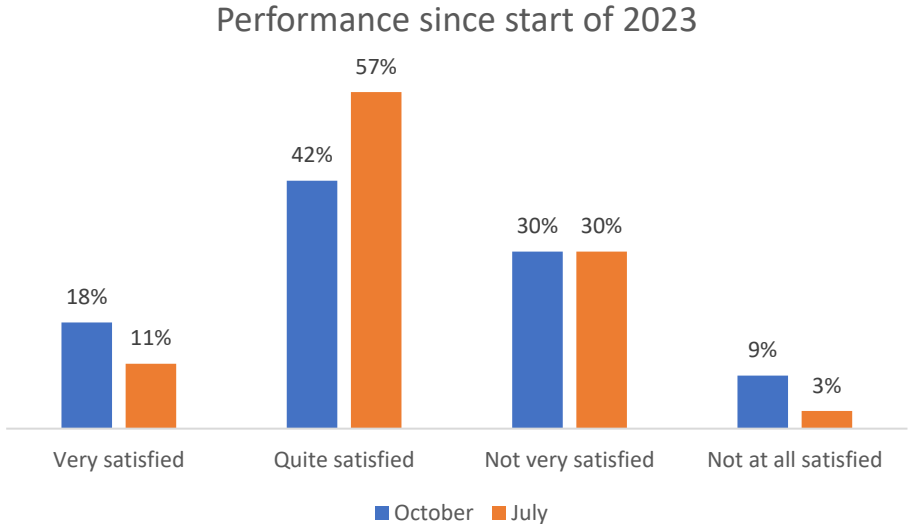


Q: Which Tourism and Hospitality sector does your main business principally operate in? (36) Q: And which of the following best describes your business? (36)



## Research Outputs – Recent performance

Three in five were quite (42%) or very satisfied (18%) with their company's performance from the beginning of 2023 until now. Overall, these results are less positive than in quarter 3. However, more businesses said they were 'very satisfied' with their performance so far (18% compared to 11% in July).



Q: How satisfied have you been with the performance of your business during the period from the start of 2023 until now? (36)

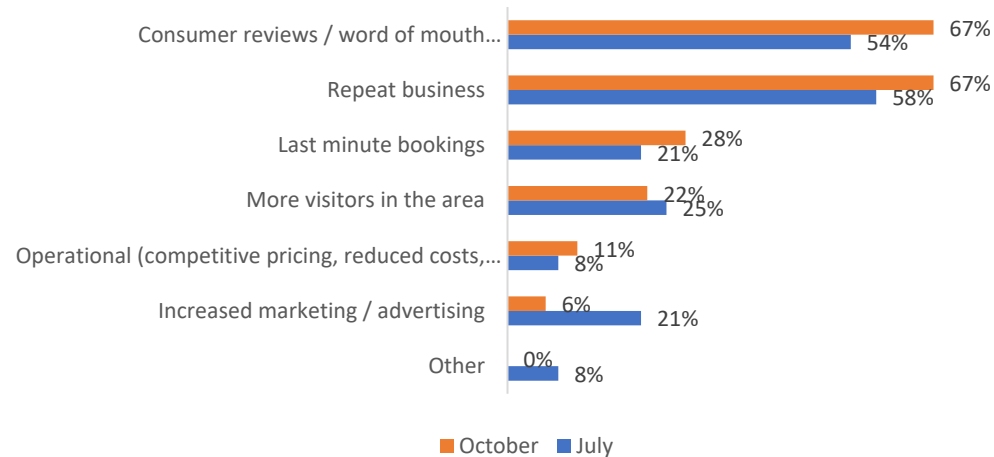


## Research Outputs – Factors influencing performance

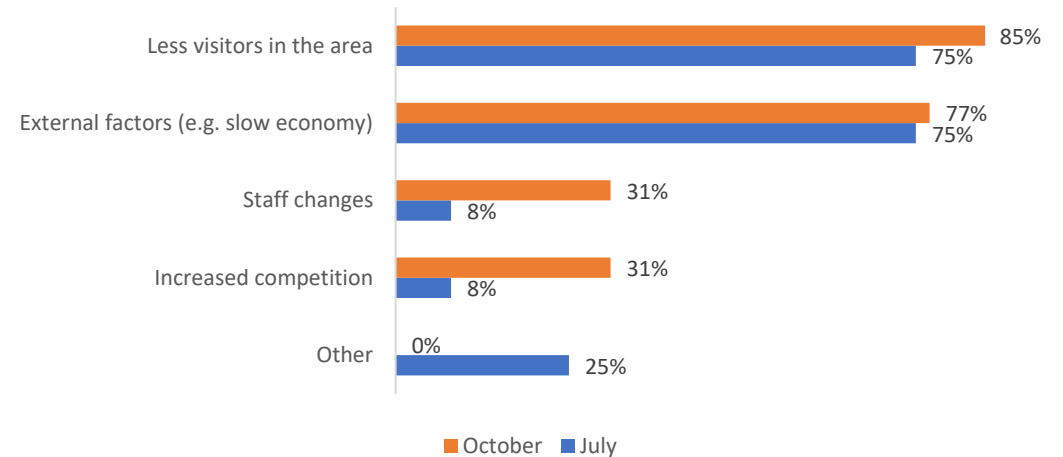
Consumer reviews (657%) and repeat business (67%) and continue to be the top factors influencing good performance. Last minute bookings followed. Increased marketing / advertising have experienced the largest reductions since the last edition of the survey.

85% of those who are dissatisfied with their current performance mentioned reduced visitor numbers in the area and external factors, such as the slow economy as the key factors affecting trade.

Factors influencing recent performance (positive)



Factors influencing recent performance (negative)



Q: What factors have influenced the recent performance of your business? (21/15)



## Research Outputs – Business forecast

Half of respondents (50%) reported that prospective bookings for the following six months are at the level they would typically anticipate. And 39% said booking levels were down for this time of the year.

Two in five were either somewhat confident (31%) or very confident (10%) about their business trading over the next few months. A quarter (24%) were unsure and only 10% were not so confident. These results are slightly less positive than those reported in the July edition.

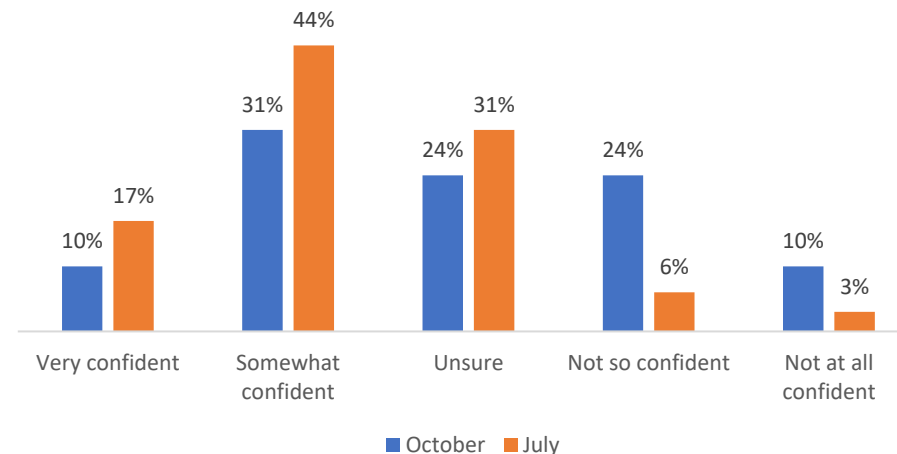
October 2023	Up	The same	Down
Volume of Bookings	11%	50%	39%
Value of Bookings	18%	47%	35%

July 2023	Up	The same	Down
Volume of Bookings	27%	42%	31%
Value of Bookings	35%	45%	20%

May 2023	Up	The same	Down
Volume of Bookings	14%	53%	33%
Value of Bookings	24%	45%	31%

March 2023	Up	The same	Down
Volume of Bookings	29%	41%	30%
Value of Bookings	34%	45%	21%

Confidence trading over the next few months

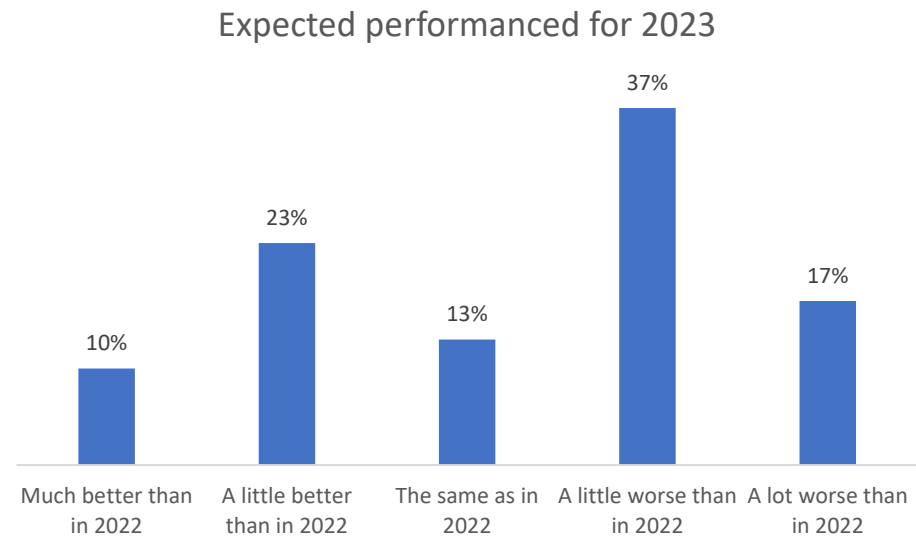


Q: How do your future bookings for the next six months compare to what you would normally expect at this time of year? (25) Q: How confident do you feel about your business trading over the next few months? (36)



## Research Outputs – Business forecast

A third expect to perform either ‘much better’ (10%) or ‘a little better’ (23%) than in 2023. However, 37% expected their performance over 2023 to be ‘a little worse than in 2022. And for 17% their expectation is that their performance will be ‘much worse’ than in 2022.



Q: And thinking about 2023 overall, do you expect your business performance to be... (35)

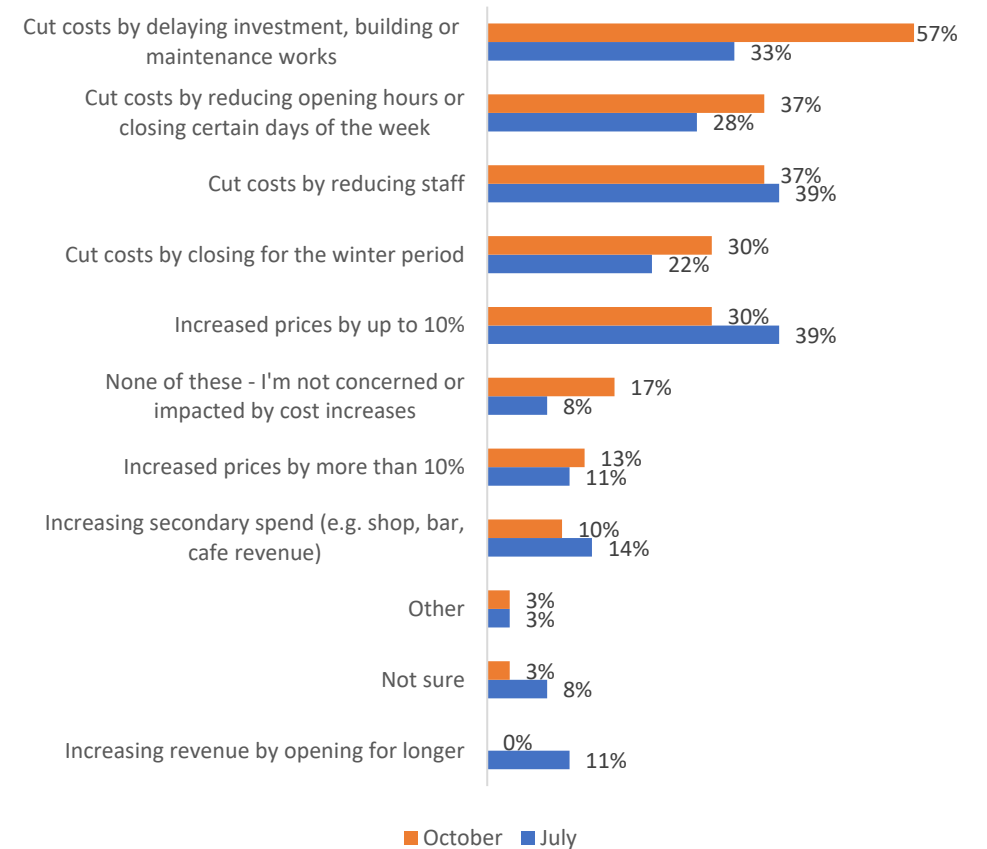


## Research Outputs – Business operations

The key response to increase costs is reducing operating costs across most business areas. This includes deferring investment, construction, or maintenance projects in order to cut costs (57%), reducing opening hours (37%) reducing staff (37%) and closing for the winter period (30%).

About three in ten (30%) raised prices by up to 10%, and a further 13% raised prices by more than 10%. Prices continue to go up but at a lower rate than reported in the March and May editions of the survey.

### Response to increasing costs



Q: How is your business responding to increasing costs? (36)





## Research Outputs – Business operations

Three quarters (77%) identified the poor UK economic climate, resulting in less money in consumer's pockets as the top external factors affecting business

Increase costs also continue to be the key external factor affecting business trading. For example, 70% identified increasing energy and fuel costs as a key factor, with two thirds (67%) mentioning increasing supplier costs, while 40% blamed increased staffing costs.

Poor or unpredictable weather was identified by 50% of respondents as a key external factor affecting performance, lower than the 67% achieved in the July edition of the survey.

External factors affecting business	October	July
Poor UK economic climate / less money in consumer's pockets	77%	75%
Increasing energy and fuel costs	70%	75%
Increasing supplier costs	67%	58%
Poor / unpredictable weather	50%	64%
Seasonality of the destination	47%	22%
Increased staffing costs	40%	56%
Competition from other local businesses	33%	14%
Lack of applicants to fill staff vacancies	27%	19%
Other supplier issues (delays, lack of stock, unreliability)	27%	17%
Competition from overseas holidays	23%	28%
Staff absence / staff health	23%	6%
Attracting and retaining customers	20%	8%
VAT threshold	17%	25%
Competition from other parts of the UK	17%	11%
High staff turnover	13%	3%
Planning (Regulations and compliance)	10%	11%
Cost and availability of finance	10%	6%
None of these	3%	3%
Other	0%	3%
Lack of training and business support	0%	0%



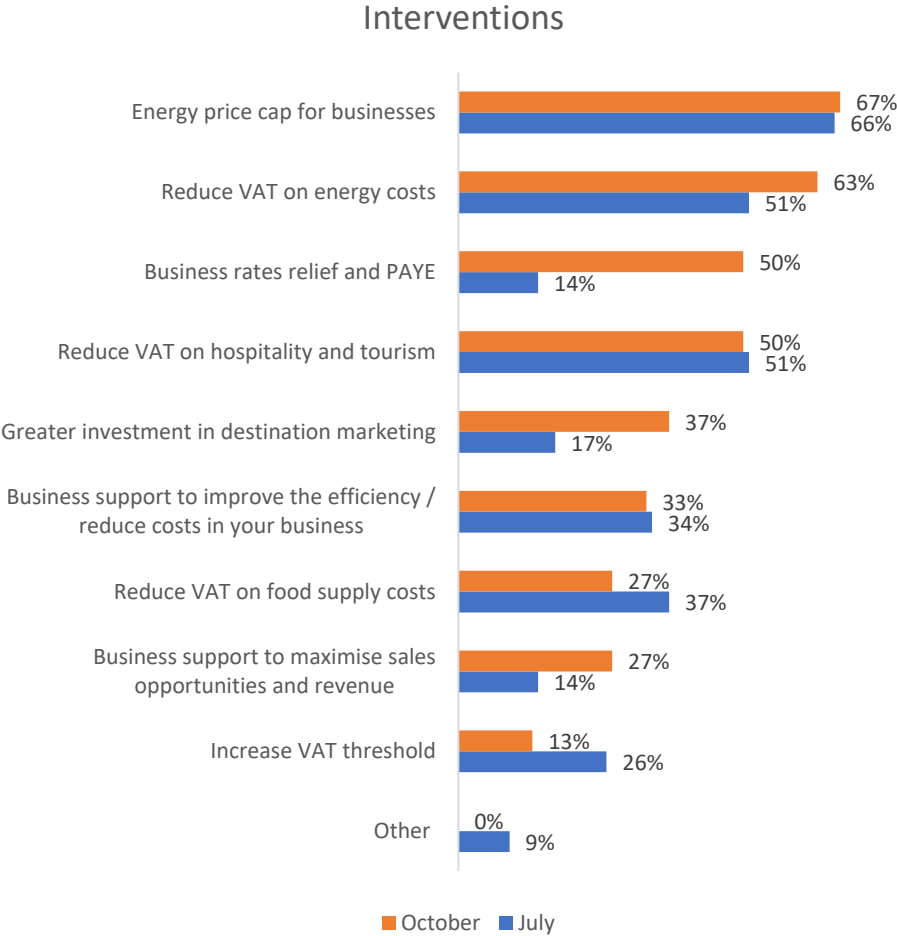
Q: Which of the following external factors, if any, are affecting your business (35)



## Research Outputs – Business operations

The ideal government interventions would be an energy cap for enterprises (67%), and VAT reductions on energy costs (63% each).

Half (50%) would welcome business rate relief and PAYE (showing a big jump since July) and a VAT reduction for hospitality and tourism businesses.



Q: And which of the following interventions would you most like to see to help your business? (3)



