



Tourism Business Monitor

Prepared for: Visit Great Yarmouth

April 2024

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 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 26 responses.

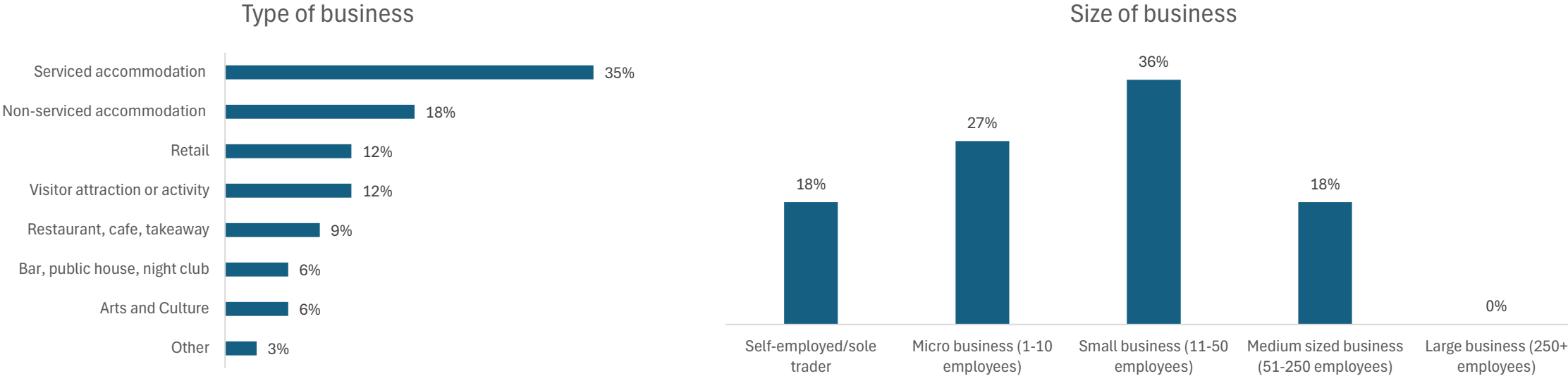


Covid-19 – Online Business Survey – Research Results

Research Outputs – Business profile

Serviced accommodation providers, including hotels, guest houses and bed & breakfast made up the largest group of respondents (35% of the sample). Non-service accommodation providers, including self-catering and caravan and camping sites, accounted for 18%.

Small businesses (11-50 employees) made up 36% of the sample. Micro businesses (1-10 employees) and self-employed and sole traders came next (27% and 18% respectively). Medium-sized businesses of up to 200 employees accounted for 18% of respondents.



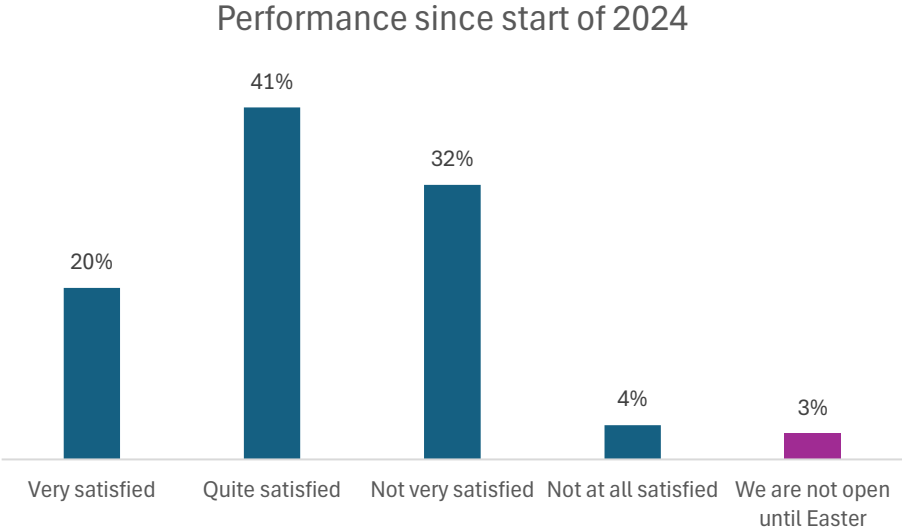
Q: Which Tourism and Hospitality sector does your main business principally operate in? (26) Q: And which of the following best describes your business? (26)



Research Outputs – Recent performance

The fact that three in five (61%) respondents were somewhat (41%) or extremely satisfied (20%) with their company's performance from the beginning of 2024 until the present is positive.

Trading confidence over the Easter period was high, with 28% being 'somewhat confident' and 18% very confident. However, a third (32%) were unsure and 18% had low expectations.



Q: How satisfied have you been with the performance of your business during the period from the start of 2023 until now? (26) Q: How confident do you feel about your business trading over Easter? (25)

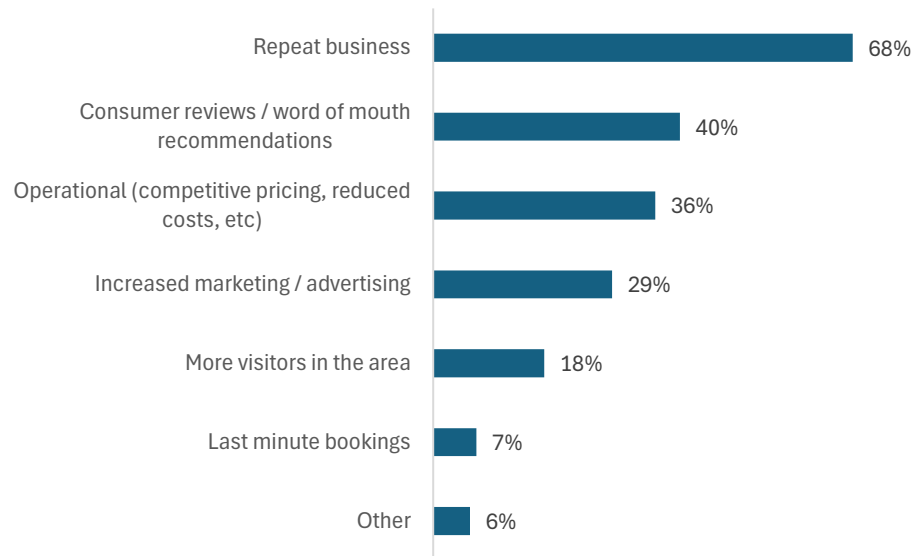


Research Outputs – Factors influencing performance

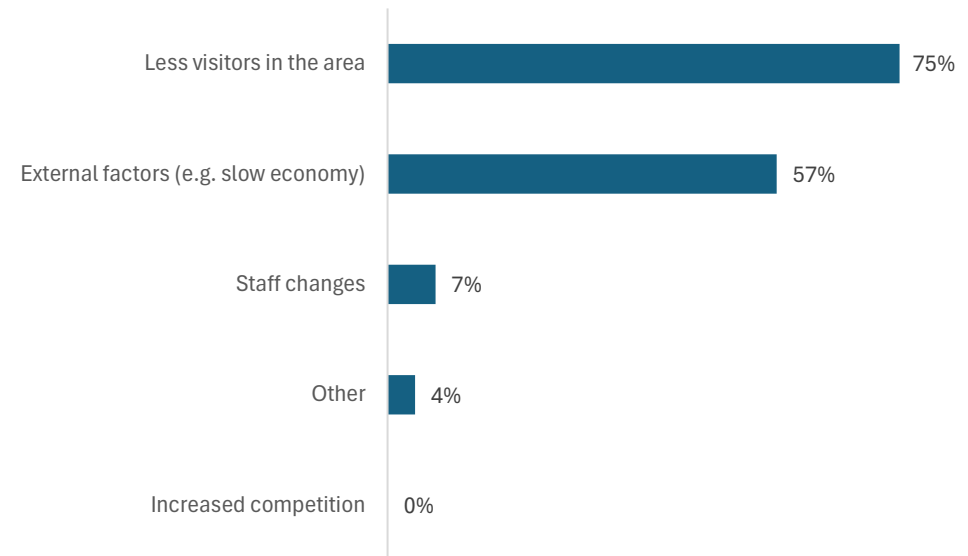
Repeat business (68%), consumer reviews (identified by two in five respondents), and operational changes (pricing, reduced costs, etc.) were the top factors influencing good performance.

Three-quarters (75%) of those who are dissatisfied with their current performance mention reduced visitor numbers as a major issue, with 57% 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? (16/9)



Research Outputs – Business forecast

Similar percentages of respondents reported that prospective bookings for the following six months are up (19%) or down (20%) from what they would typically anticipate. Three in ten (29%) said booking levels were as expected for this time of the year.

	Up	The same	Down	Not applicable
Volume of Bookings	19%	29%	20%	32%
Value of Bookings	26%	25%	16%	33%

Q: How do your future bookings for the next six months compare to what you would normally expect at this time of year? (25)



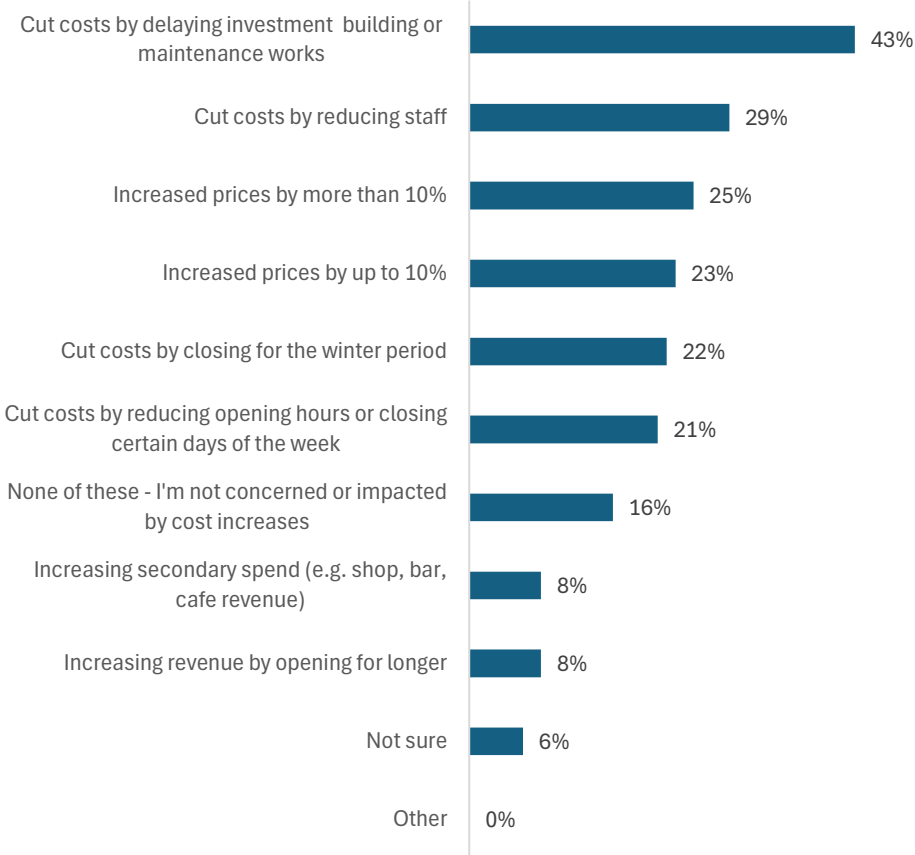
Research Outputs – Business operations

Just over two in five (43%) 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 29% of respondents.

A quarter (25%) raised prices by more than 10%, and another 23% raised prices by up to 10%.

Businesses also tried to boost revenue by closing for the winter period (22%) and reducing opening hours or closing certain days of the week (21%).

Response to increasing costs



Q: How is your business responding to increasing costs? (25)



Research Outputs – Business operations

Increase costs are the key external factor affecting business trading. For example, a large majority (71%) identified increasing energy and fuel costs as a key factor, with three in five (58%) mentioning increasing supplier costs, while 41% blamed increased staffing costs.

Three in five (60%) 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	71%
Poor UK economic climate / less money in consumer's pockets	60%
Increasing supplier costs	58%
Increased staffing costs	41%
Seasonality of the destination	39%
VAT threshold	33%
Poor / unpredictable weather	29%
Other supplier issues (delays, lack of stock, unreliability)	28%
Lack of applicants to fill staff vacancies	25%
Attracting and retaining customers	18%
Planning, Regulations and compliance	13%
Competition from other parts of the UK	12%
Competition from other local businesses	10%
Competition from overseas holidays	10%
Staff absence / staff health	8%
High staff turnover	7%
Lack of training and business support	7%
Other	5%
Cost and availability of finance	4%
None of these	2%



Q: Which of the following external factors, if any, are affecting your business (25)

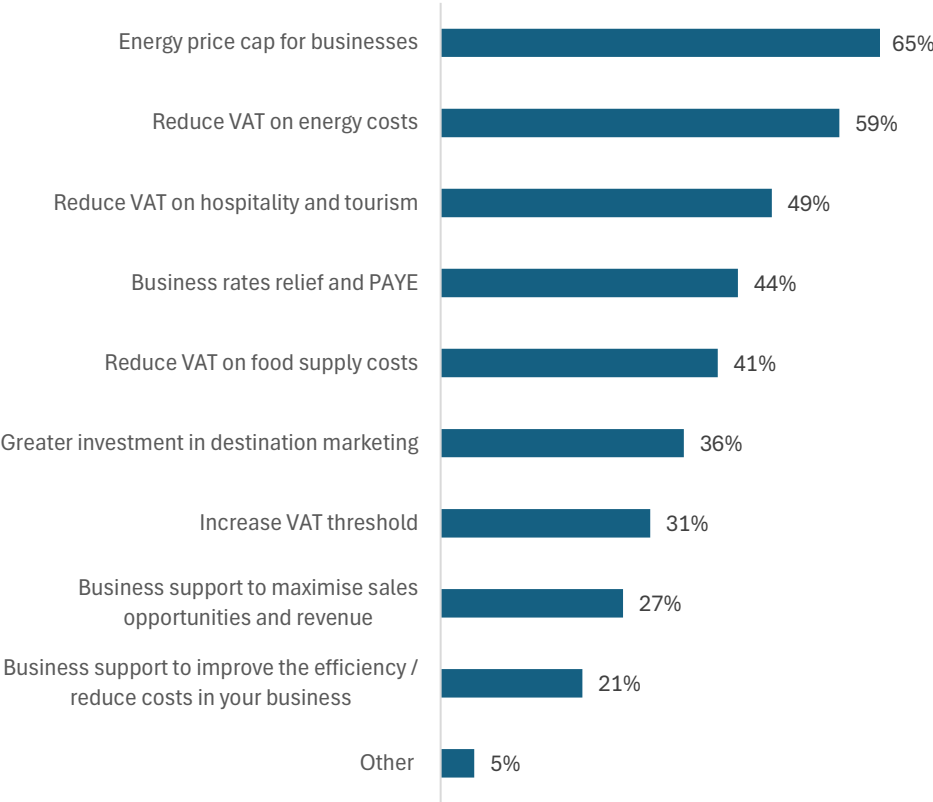


Research Outputs – Business operations

The ideal government intervention, according to two-thirds (65%) of respondents, would be an energy cap for enterprises, while 59% indicated that lowering the VAT on energy expenditures would also be beneficial.

Also seen favourably as initiatives to support local businesses were VAT reductions on hospitality and tourism (49%) and the reduction of business rates (44%).

Interventions



Q: And which of the following interventions would you most like to see to help your business? (25)



