



Tourism Business Monitor

Prepared for: Visit Great Yarmouth

July 2025

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

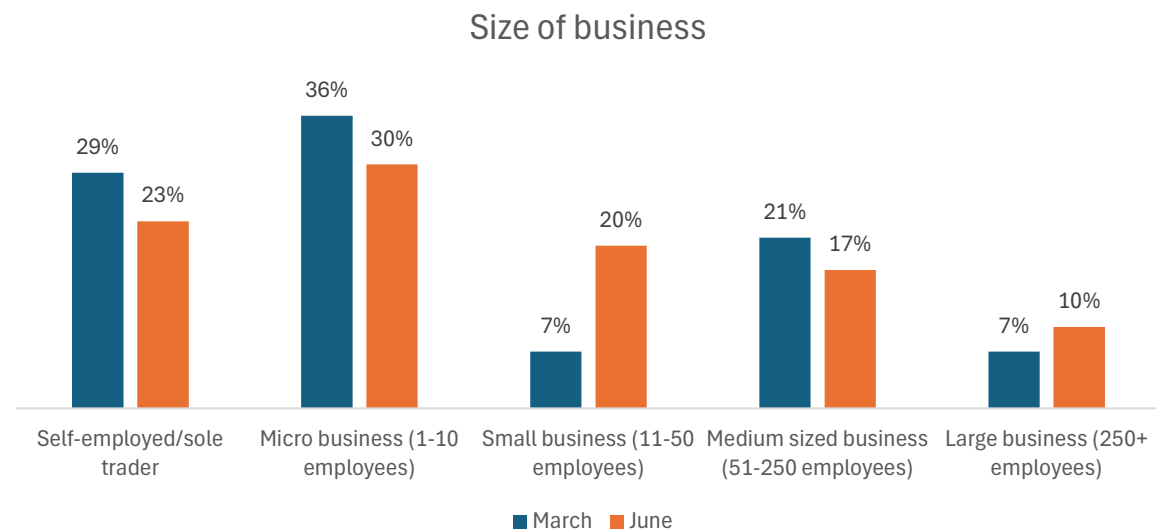
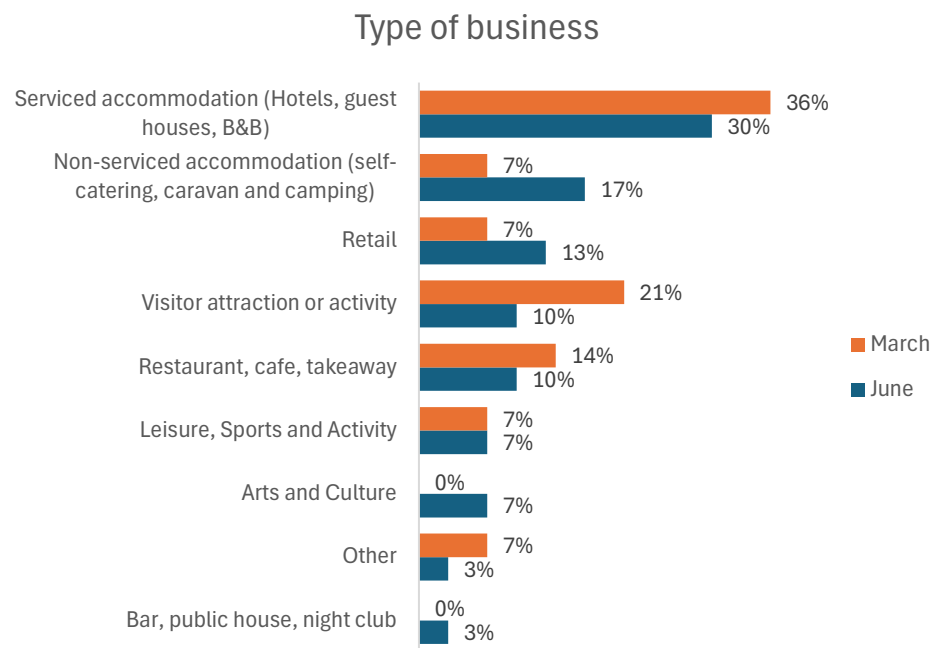
The report reflects on the very latest industry sentiment. This and subsequent reports will include a summary of immediate reactions, longer term recovery plan actions as well as general business performance. This edition is based on a sample of 42 responses.



Research Outputs – Business profile

Serviced accommodation providers, including hotels, guest houses and bed & breakfast made up the largest group of respondents (30% of the sample). Non-serviced accommodation (self catering, caravan and camping) accounted for 17% and retail for a further 13%.

Micro businesses (1-10 employees) and self-employed and sole traders accounted for 30% and 23%, respectively. Small businesses (11-50 employees) showed the biggest increase, up to 20% from 7% the previous quarter. Medium-sized businesses of up to 200 employees accounted for 17% of respondents and large businesses made up the remaining 10% the sample.



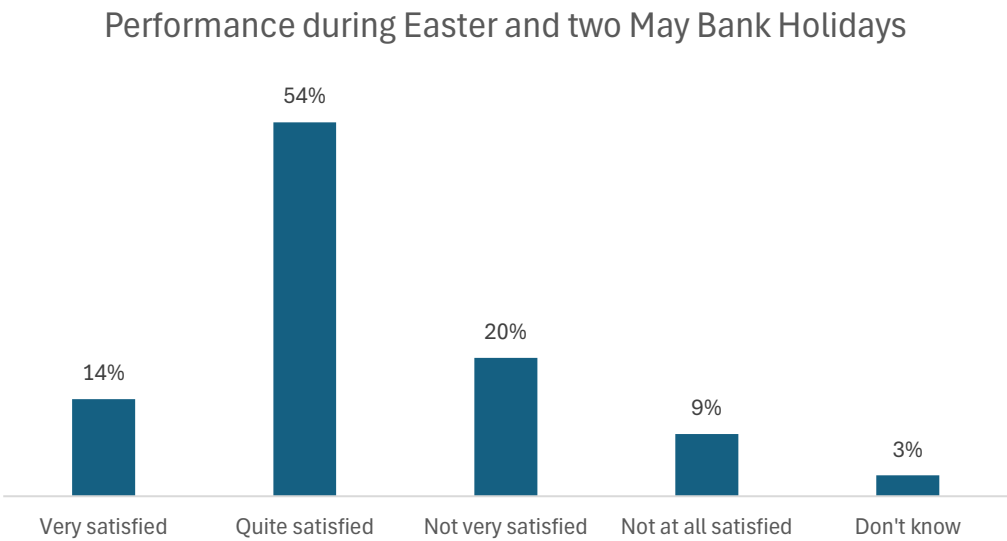
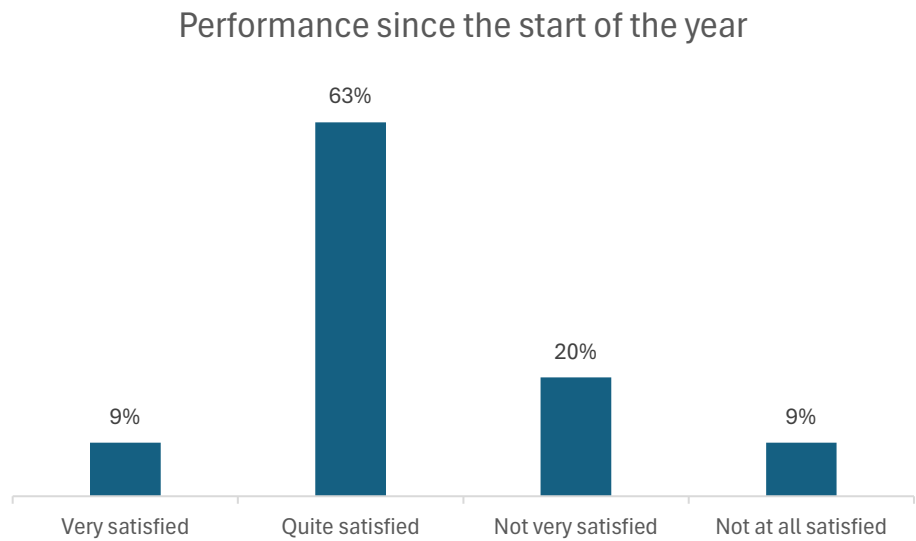
Q: Which Tourism and Hospitality sector does your main business principally operate in? (42) Q: And which of the following best describes your business? (42)



Research Outputs – Recent performance

Looking at overall performance since the start of 2025, 9% of businesses were very satisfied, while 63% were quite satisfied, suggesting that most businesses have had a moderately positive experience. However, 20% were not very satisfied, and 9% were not at all satisfied, showing that a notable portion of businesses faced challenges during the first part of the year.

For Easter, the May Bank Holidays, and the Spring Half Term, 14% of respondents reported being very satisfied, while 54% were quite satisfied. However, 20% were not very satisfied, and 9% were not at all satisfied, showing that a notable portion of businesses faced challenges during these periods and mirroring the level of dissatisfaction seen since the start of the year.



Q: How satisfied have you been with the performance of your business during Easter, the May Bank Holidays and the Spring Half Term? (42) Q: And, overall, how satisfied are you with the performance of your business since the start of 2025 until now? (42)

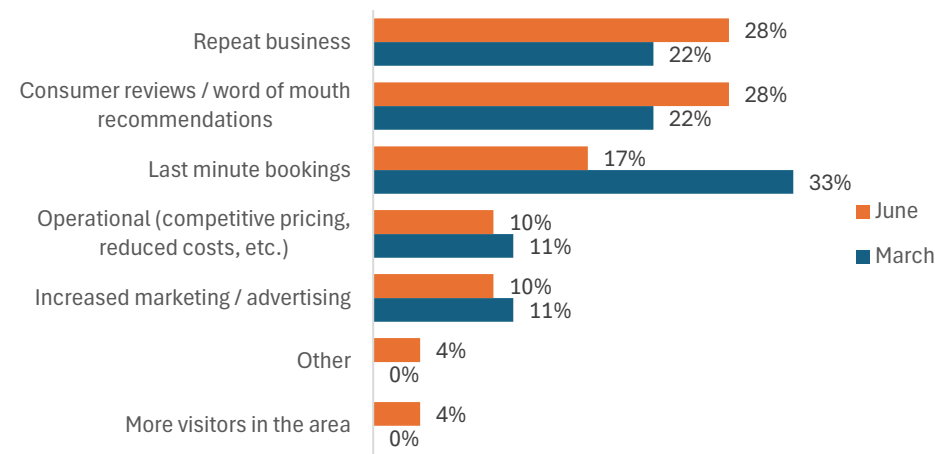


Research Outputs – Factors influencing performance

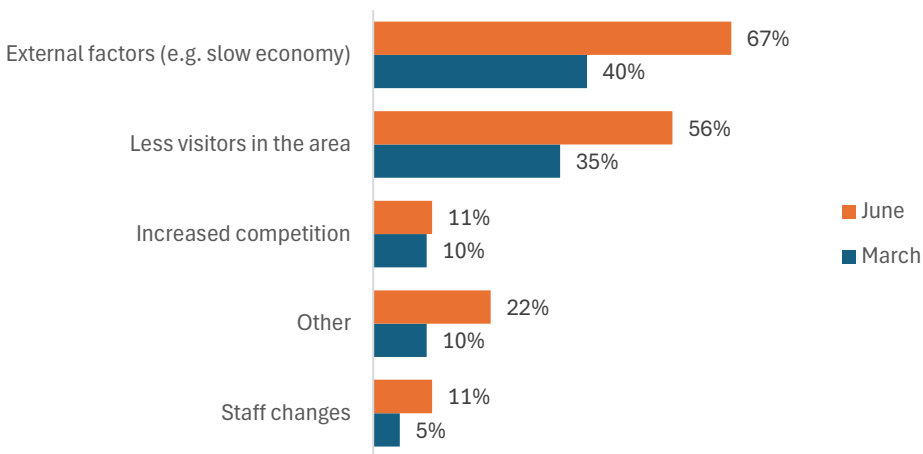
In June, 28% of businesses reported that consumer reviews and word-of-mouth recommendations positively impacted their performance, alongside 28% benefiting from repeat business. 17% of businesses saw a boost from last-minute bookings, while 10% attributed their success to increased marketing and advertising efforts and operational adjustments like competitive pricing and cost reductions.

In June, 67% of businesses reported being affected by external factors such as a slow economy, while 56% cited fewer visitors in the area as a major concern. Operational difficulties also played a role, with 22% pointing to other unspecified issues, Businesses also cited disruptions due to staff changes and increased competition (11% each).

Factors influencing recent performance (Positive)



Factors affecting performance (Negative)



Q: What factors have influenced the recent performance of your business? (30/12)



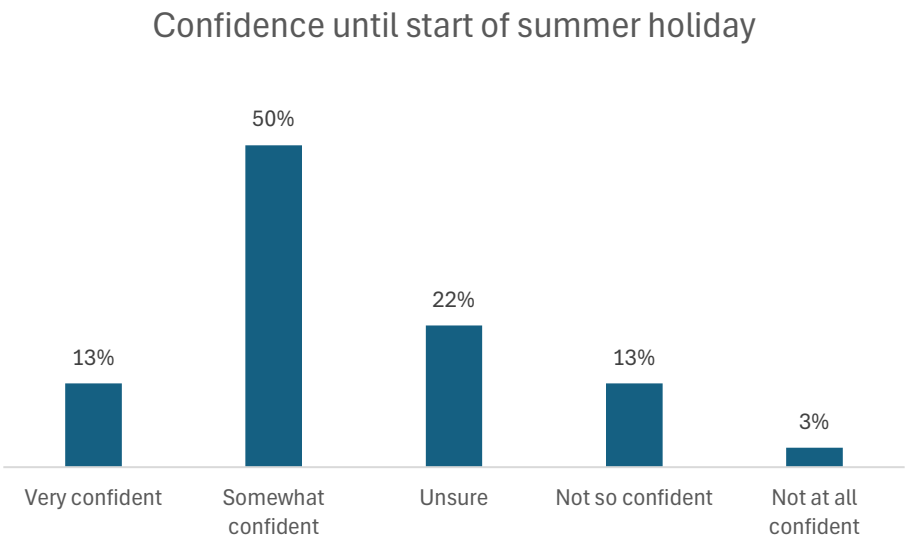
Research Outputs – Business forecast

In June, 10% of businesses reported an increase in the volume of bookings, 34% stated that bookings remained the same, while 28% observed a decline, reflecting ongoing challenges in attracting customers. This represents an improvement from March, where only 7% of businesses reported an increase, and a higher 43% experienced a decline in bookings. In June, 25% of businesses reported an increase in the value of bookings. Additionally, 25% stated that the value of bookings remained the same, while 21% experienced a decline. This marks an improvement from March, where only 17% of businesses reported an increase.

Business confidence heading into the summer holiday period is relatively high. In June, 13% of respondents feel very confident, while 50% are somewhat confident. However, 22% are unsure, and 16% are not so confident (13%) or not at all confident (3%).

Volume of bookings	Up	The same	Down	Not applicable
June 2025	10%	34%	28%	28%
March 2025	7%	21%	43%	29%

Value of bookings	Up	The same	Down	Not applicable
June 2025	25%	25%	21%	29%
March 2025	17%	8%	42%	33%



Q: How do your future bookings for the next six months compare to what you would normally expect at this time of year? (39) Q: How confident do you feel about your business trading over the next weeks, heading towards the start of the summer holiday (39)?



Research Outputs – Business operations

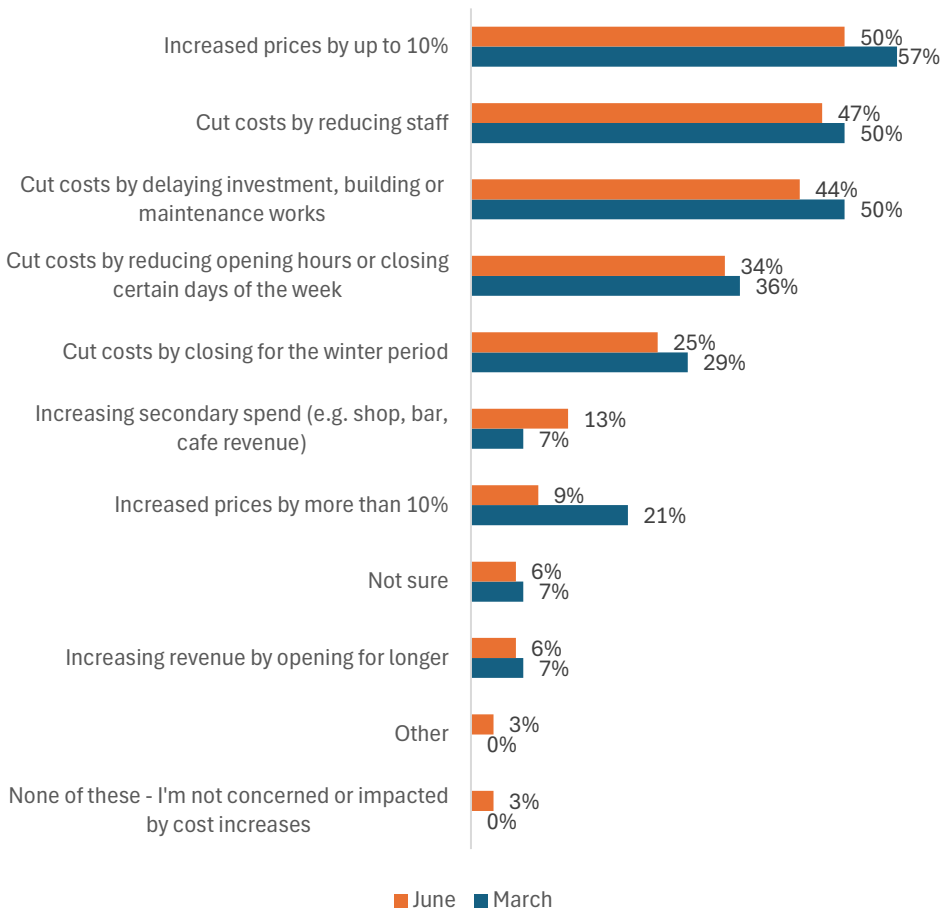
Businesses are adopting various strategies to manage increasing costs. Many are raising prices, with half opting for modest increases of up to 10%.

Others are cutting costs by reducing staff, delaying investments or maintenance, and shortening operating hours or closing on certain days.

Some businesses are closing during the winter period to save expenses. Efforts to boost revenue include increasing secondary spend through shops, bars, or cafes, and extending operating hours.

A small number of businesses report not being significantly impacted by cost increases.

Response to increasing costs



Q: How is your business responding to increasing costs? (39)



Research Outputs – Business operations

The external factors affecting businesses have shifted between March and June. The most significant challenges in June include the poor UK economic climate (81%), increasing energy and fuel costs (77%), and rising staffing costs (74%). Supplier costs also remain a notable issue, affecting 68% of businesses.

Seasonality of the destination has decreased in impact, affecting 45% in June compared to 64% in March. Other factors like competition from overseas holidays (23%), lack of applicants to fill staff vacancies (23%), and VAT threshold (23%) are moderately impactful. Poor or unpredictable weather, which affected 50% in March, has dropped to 23% in June.

Less impactful factors include attracting and retaining customers (16%), competition from local businesses (13%), and planning, regulations, and compliance (13%). A small percentage of businesses (3%) report no external factors affecting them in June.

External factors affecting business	March	June
Poor UK economic climate / less money in consumer's pockets	93%	81%
Increasing energy and fuel costs	93%	77%
Increased staffing costs	50%	74%
Increasing supplier costs	50%	68%
Seasonality of the destination	64%	45%
Competition from overseas holidays	21%	23%
Lack of applicants to fill staff vacancies	7%	23%
VAT threshold	43%	23%
Poor / unpredictable weather	50%	23%
Attracting and retaining customers	21%	16%
Competition from other local businesses	7%	13%
Planning, Regulations and compliance	7%	13%
Staff absence / staff health	14%	10%
Competition from other parts of the UK	7%	6%
Other supplier issues (delays, lack of stock, unreliability)	21%	6%
Cost and availability of finance	21%	3%
High staff turnover	14%	3%
Lack of training and business support	7%	3%
None of these	0%	3%
Other	0%	0%



Q: Which of the following external factors, if any, are affecting your business? (38)

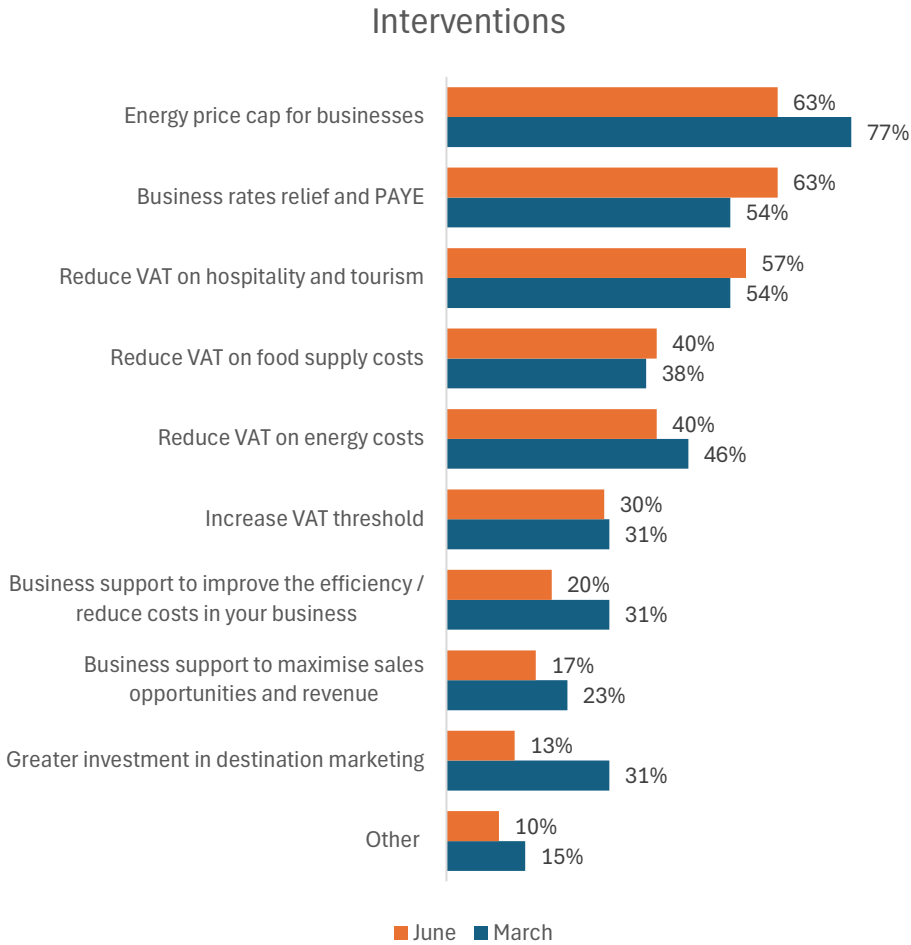


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Research Outputs – Business operations

Businesses are increasingly prioritizing tax relief and cost reduction measures (like business rates relief and VAT reductions) over broader support strategies such as marketing or operational efficiency improvements.

There's a noticeable decline in demand for an energy price cap, though it remains a top concern.

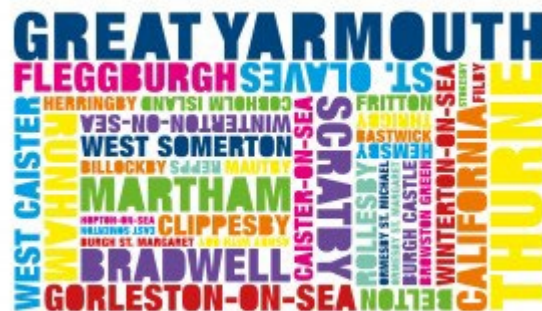


Q: And which of the following interventions would you most like to see to help your business? (37)





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