



Tourism in Norfolk - Business Survey Results 2006

The following graphs and schedules give feedback on the results of the first Tourism in Norfolk Business Survey.

The information collated here gives valuable information to tourism's support agencies and gives a snapshot view of the "health" of Norfolk's biggest industry.

Here are some of the headline results, which overall, give an indication that tourism is in a very good state with reasonable optimism about the future.

- 57% of respondents have increased turnover over the past 12 months
- 54% of respondents have had an increase in visitors over the last 12 months
- 77% of respondents expect the same or increased visitor numbers over the next 12 months
- Over 90% of respondents reported that they have spent the same on marketing or have increased their marketing spend over the past 12 months
- 80% of respondents have either increased or have the same number of staff over the past twelve months

At a detailed level, there are some interesting snippets:

- 35% of respondents stated that the web was their most effective marketing method, with 12% of respondents stating that they gain between 80-100% of their business from their website.
- 22% of respondents said that leaflets were the most effective marketing media
- 39% of respondents spent between 0% and 3% of their turnover on marketing
- 26% of respondents spent between 8% to 19% of their turnover on marketing
- Only 2% of respondents felt the weather was a significant factor in their profitability
- Business Overhead costs were felt by 34% of respondents as being a significant factor affecting profitability

What conclusions should we draw from these results?

1. The industry is reasonably healthy and is optimistic about the future.
2. The web is the most important marketing tool.
3. There are some very minimal spends on marketing and this might imply that many businesses are not operating at an optimum level of occupancy/profitability.

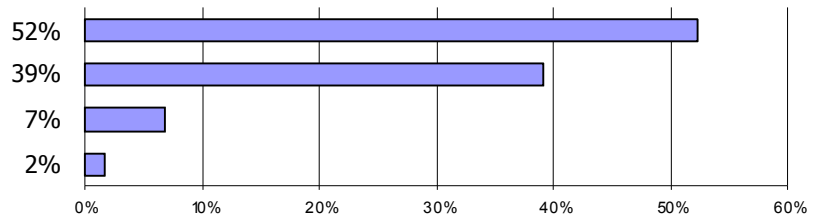
If you have any queries or for additional information, please contact:

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1. Marketing

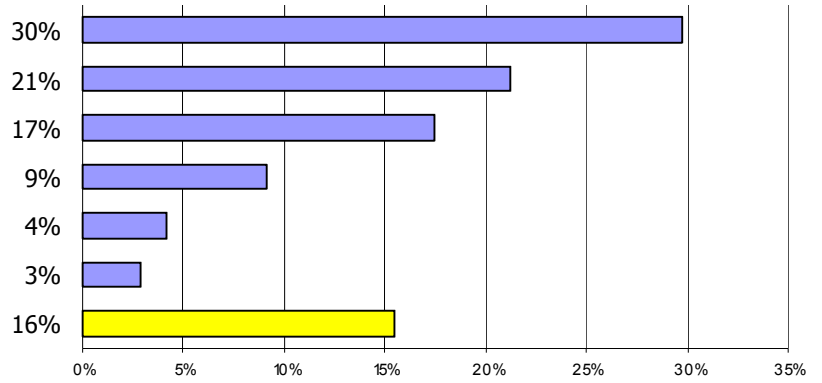
Over the past 12 months have you:

- Increased the level of your spend?
- Maintained the same level?
- Decreased the level of your spend?
- Not applicable

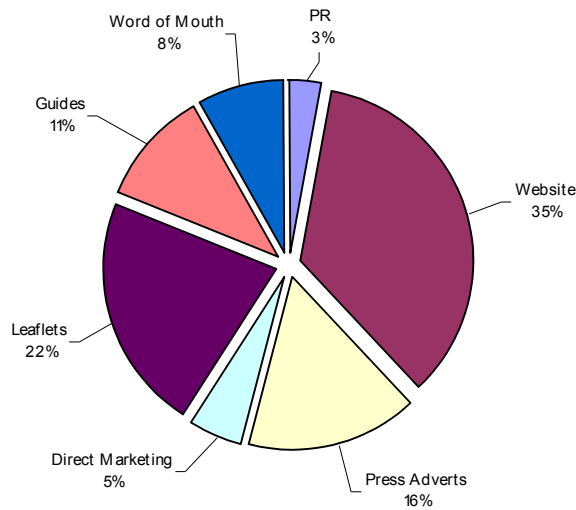


Which of these marketing methods do you use?

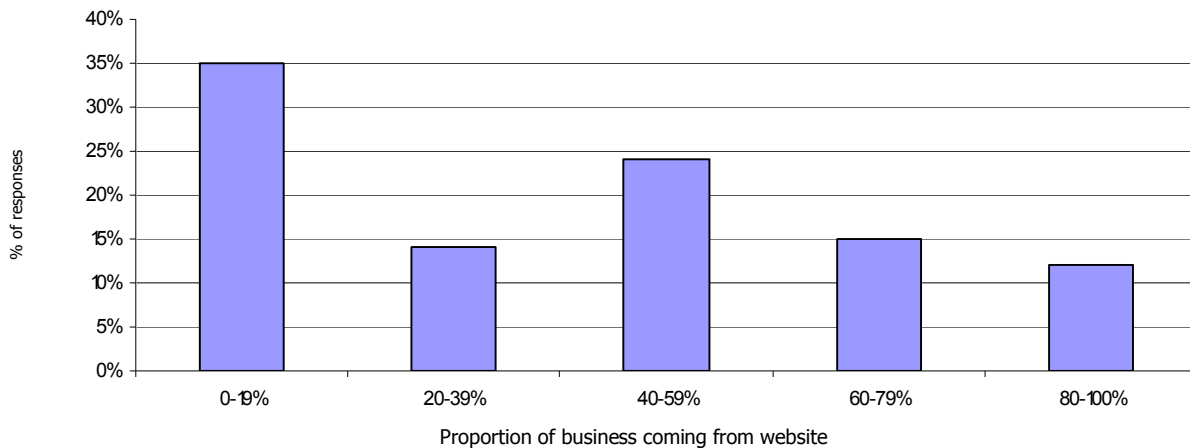
- Website
- Leaflets
- Local Press Adverts
- PR Campaigns
- National Press Adverts
- Radio Adverts
- Other (See appendix 1)



Which of the marketing methods do you find most effective?

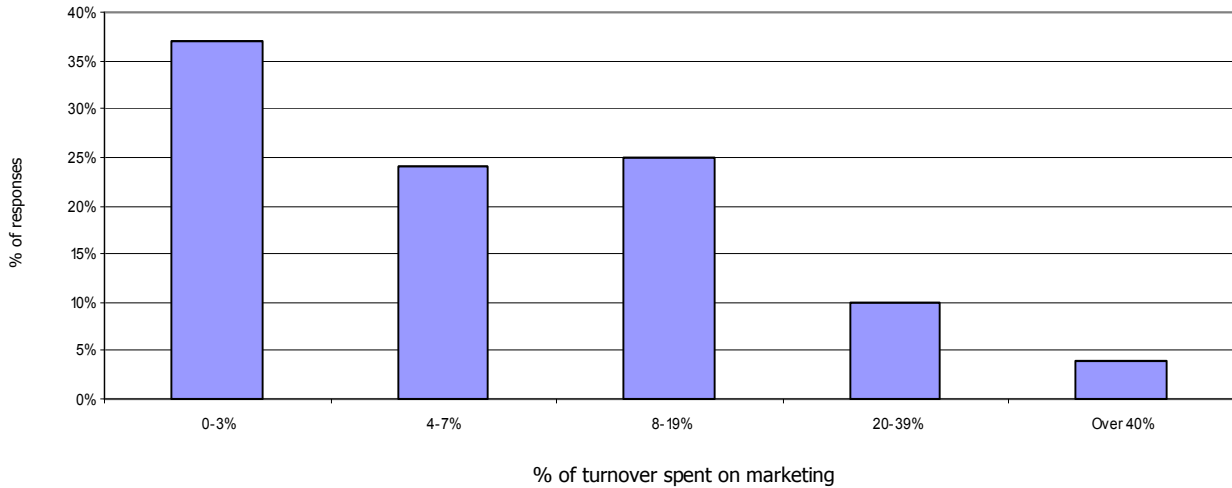


Approximately what proportion of your business comes via your website?



1. Marketing continued

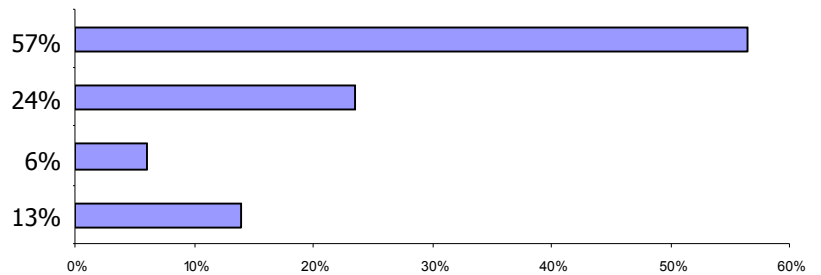
What percentage of your turnover do you spend on marketing activities?



2. Recruitment

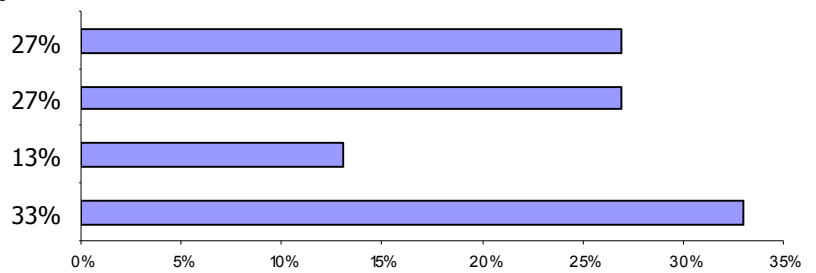
Over the past 12 months, has your business:

- Seen staff levels remain the same?
- Increased its workforce?
- Decreased its workforce?
- Not applicable



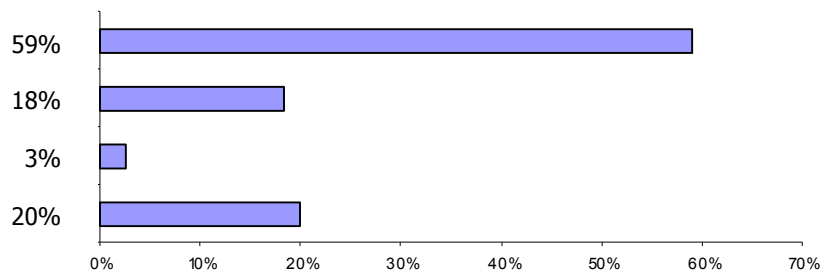
Compared with the same time a year ago, have you:

- Found it harder to attract the right staff?
- Seen no change in the recruitment market?
- Found it easier to attract the right staff?
- Not applicable



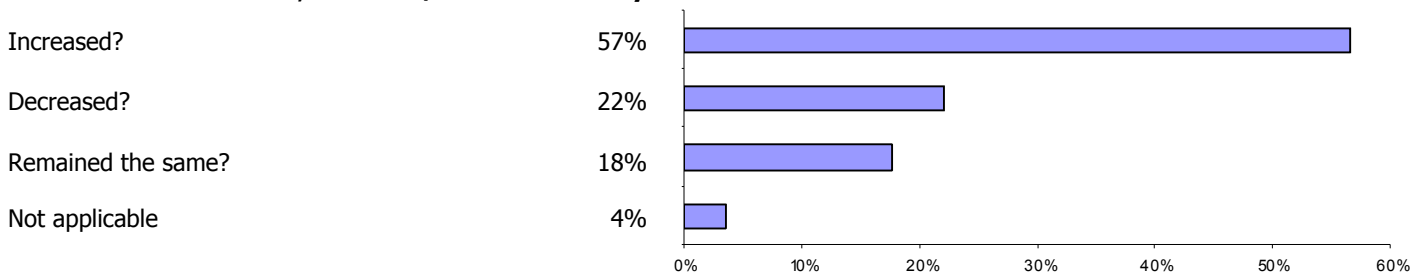
Over the coming year, do you expect your business to:

- Maintain the numbers at the present level?
- Increase its workforce?
- Reduce its workforce?
- Not applicable

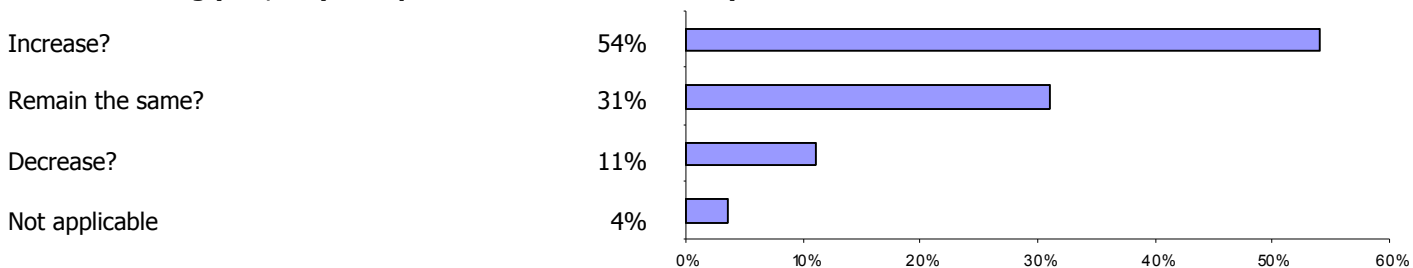


3. Trading

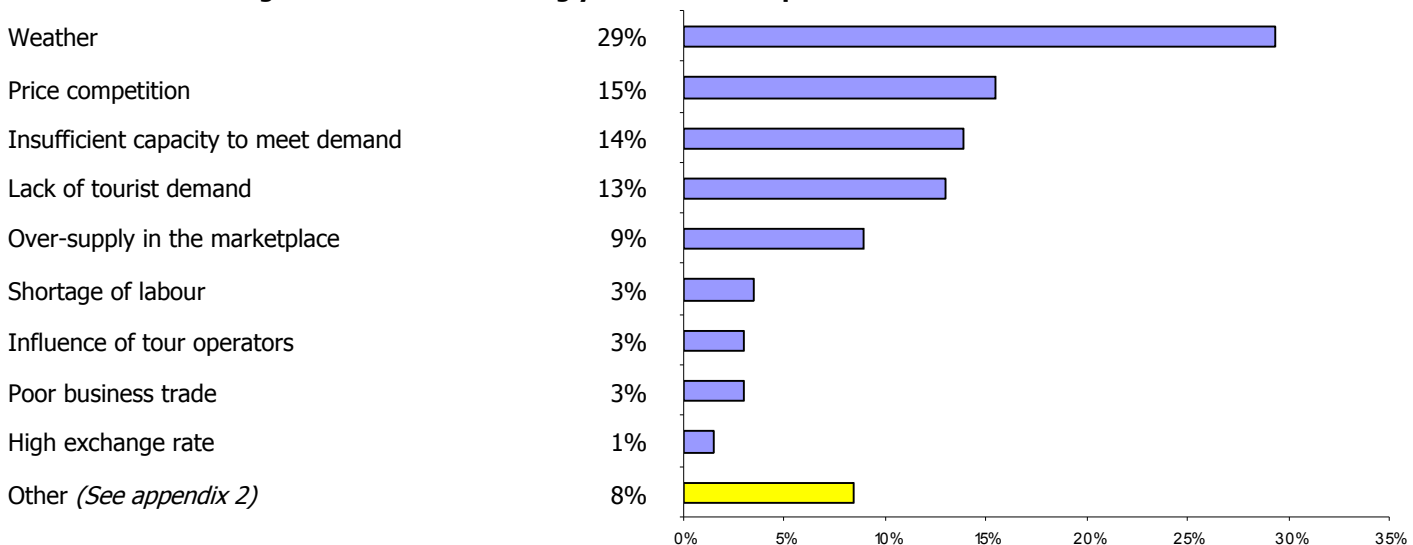
Over the last 12 months, has sales/turnover within your business:



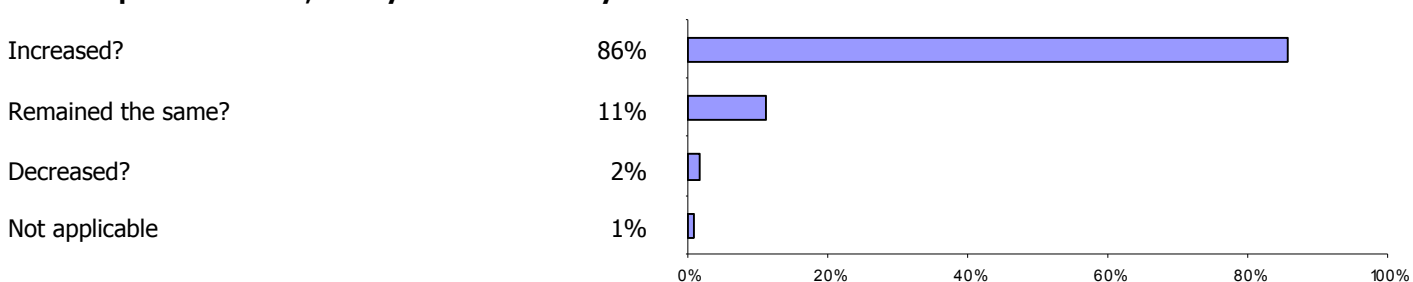
Over the coming year, do you expect sales/turnover within your business to:



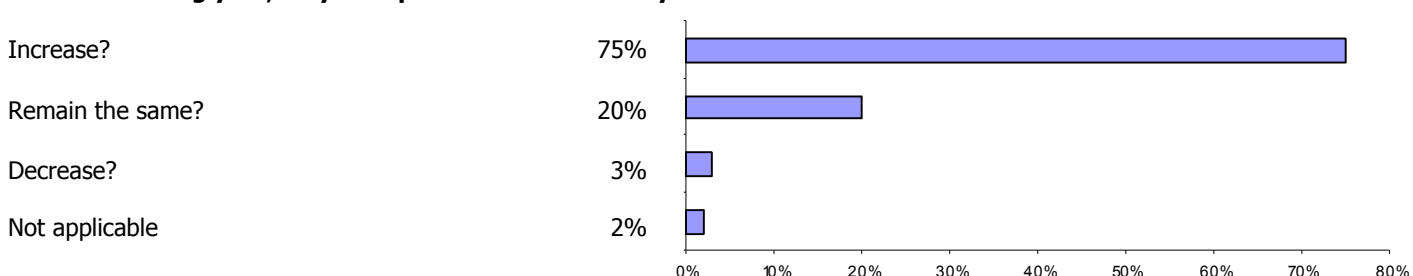
What are the most significant factors affecting your business at present?



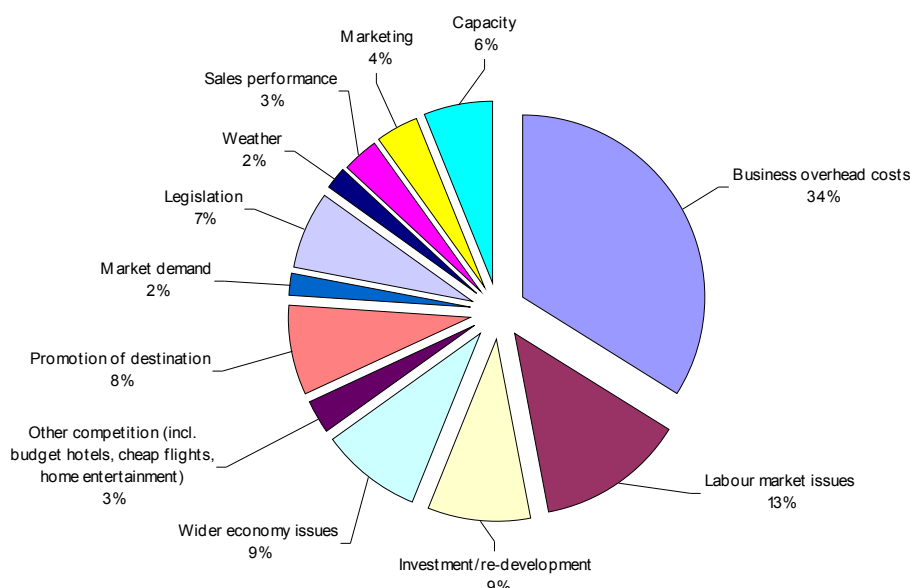
Over the past 12 months, have your costs within your business:



Over the coming year, do you expect the costs within your business to:



What are the most significant factors affecting the profitability of your business at present?



4. Trends

What is the trend in your visitor/guest numbers over the last 12 months?

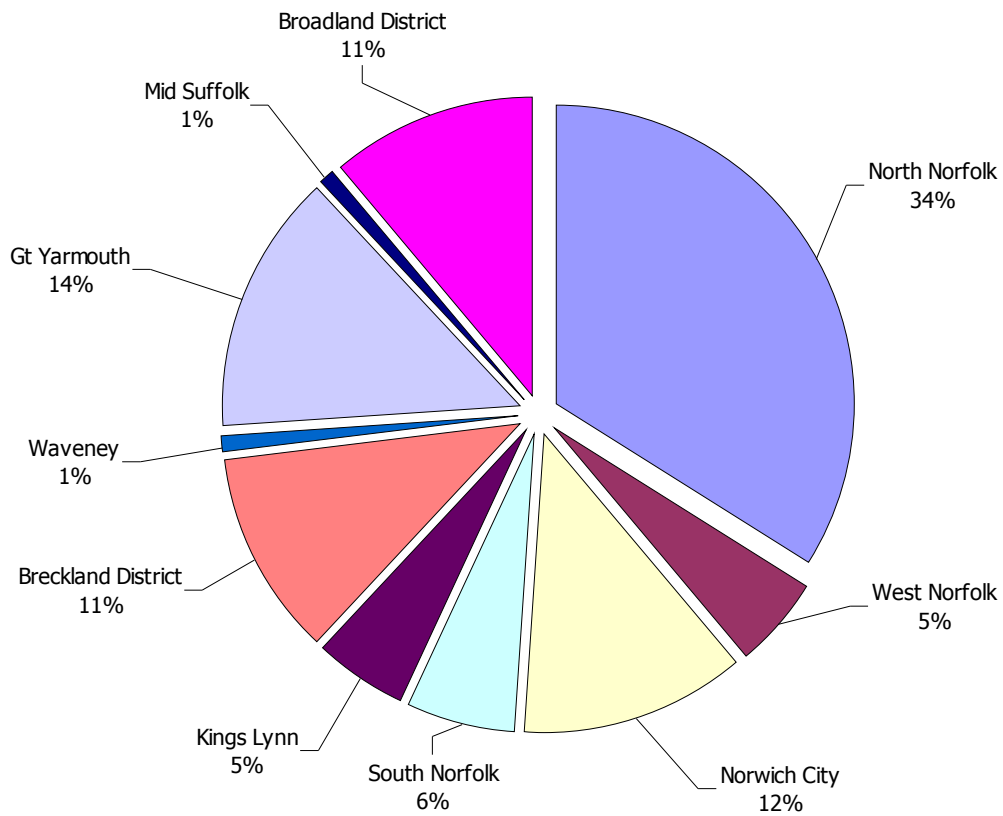
	Increased	Decreased	Same	Not Applicable
Total number of visitors/guests	54%	25%	17%	4%
Visitors/guests from East of England	31%	11%	39%	19%
Visitors/guests from rest of UK	42%	19%	27%	12%
Visitors/guests from abroad	30%	19%	29%	22%
Day trippers	18%	10%	22%	50%
Short breaks	38%	16%	19%	27%
Holiday makers	35%	16%	27%	22%
Business tourists	12%	16%	30%	42%

What are the expected trends in your visitor/guest numbers over the next 12 months?

	Increased	Decreased	Same	Not Applicable
Total number of visitors/guests	50%	12%	27%	11%
Visitors/guests from East of England	30%	8%	37%	25%
Visitors/guests from rest of UK	40%	9%	32%	19%
Visitors/guests from abroad	27%	8%	35%	30%
Day trippers	23%	2%	24%	51%
Short breaks	39%	5%	21%	35%
Holiday makers	31%	9%	32%	28%
Business tourists	16%	10%	27%	47%

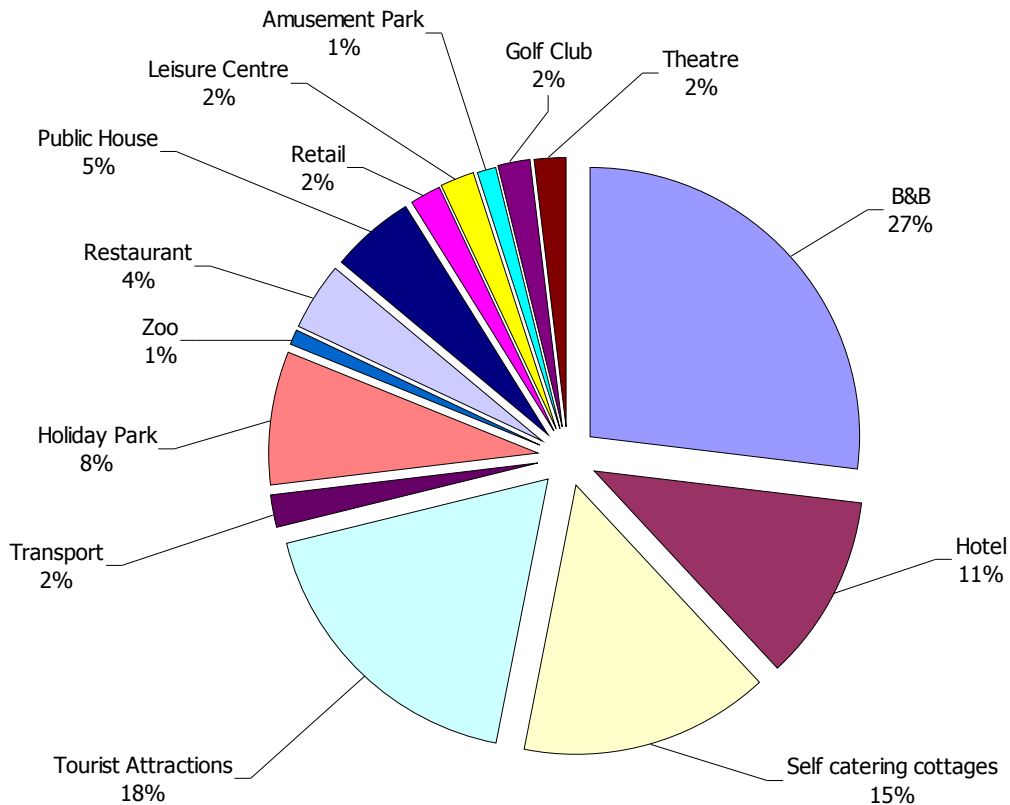
5. Local Authority District

The local authority districts covered in this survey are shown below:



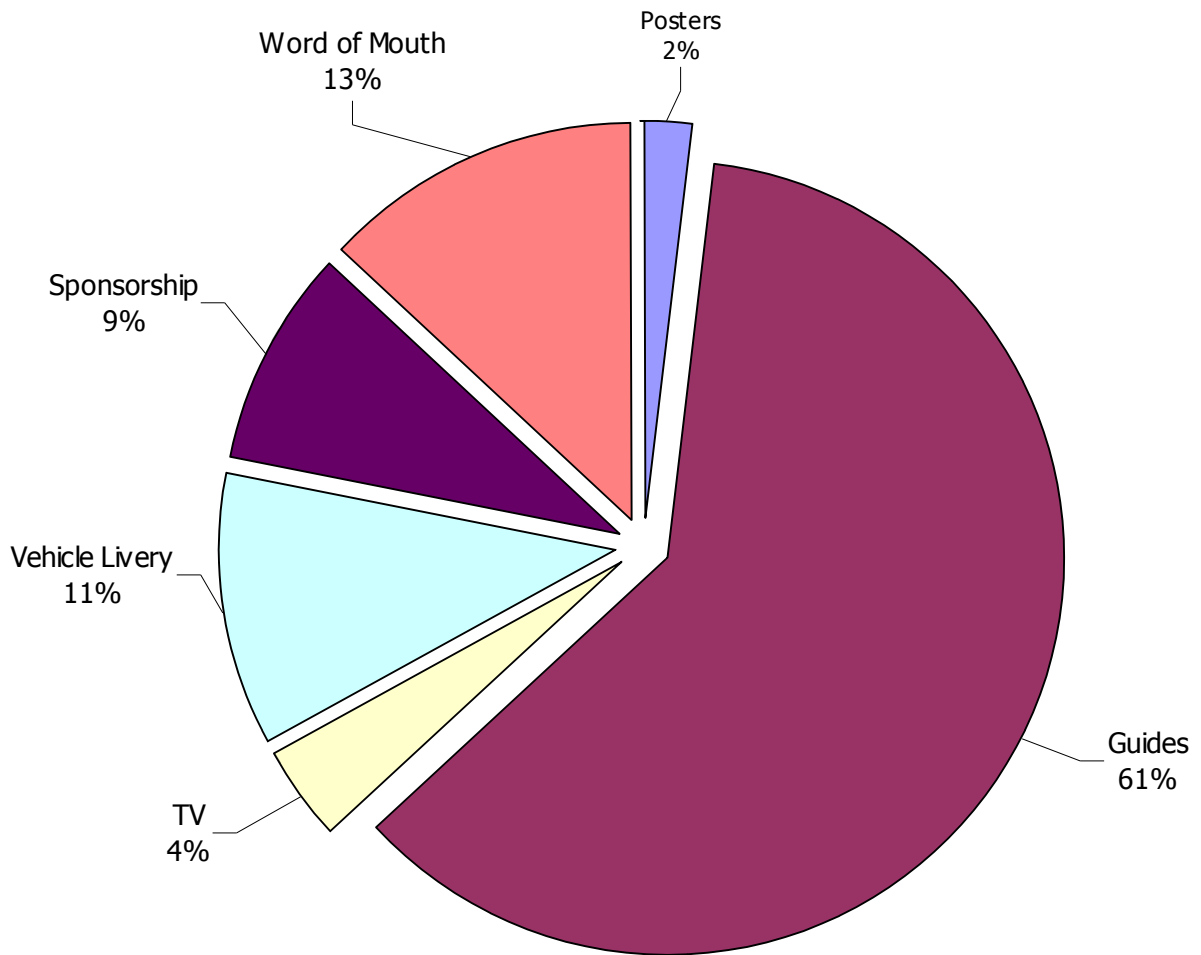
6. Type of business

A variety of business types responded to this survey and these are analysed below:



Appendix 1

16% of business stated they used other marketing methods. These are analysed below



Appendix 2

8% of businesses stated that other significant factors had affected their sales/turnover within their business. These are analysed below

