

2007 Larking Gowen Tourism in Norfolk Business Survey Results



The following graphs and schedules summarise the results of the second annual 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, after what has been a fairly challenging year from the weather perspective, indicate the industry is in a remarkably buoyant frame of mind.

- For the second year running over 20% of businesses increased their workforce with 20% predicting further increases next year. 10% though had reduced staff numbers which is a 4% increase on last years results.
- More businesses (33%) found it harder to attract the right staff, compared to 27% last year.
- In 2006, many businesses predicted 2007 being a successful year. This proved correct with 54% of businesses seeing an increase in turnover. 59% of the businesses surveyed predicted further increases next year.
- Unsurprisingly 27% of businesses identified the weather as having the biggest impact on profitability.
- 55% of business owners say they are working longer hours than they did five years ago.
- 42% of businesses increased their marketing spend. However 10% did reduce their spend which is up from the 7% recorded last year.
- 41% of businesses consider that a £1 increase in the National Minimum Wage (NMW) will have a detrimental impact on their business.
- 40% of business owners took less than 2 weeks holiday in the last 12 months.
- 29% of businesses have seen modern technology increase their work load, however, 33% say they reduced their work load.
- Websites are increasing their effectiveness as a marketing medium. 92% of businesses surveyed had a website with 38% saying it was their most effective marketing tool.

What conclusions should we draw from these results?

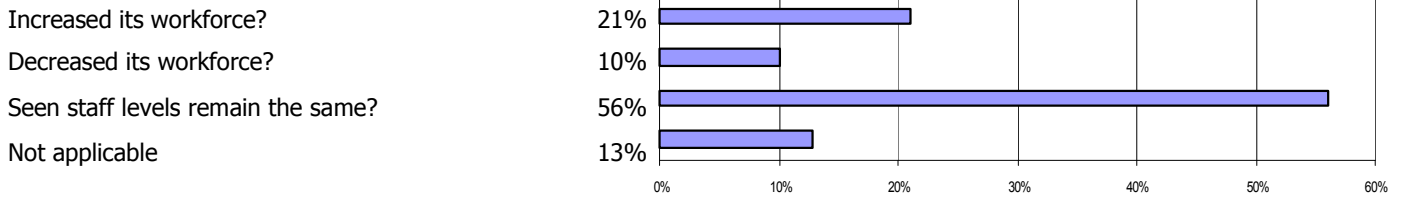
- ◆ The industry remains strong and businesses continue to be optimistic about the future.
- ◆ Work pressures are mounting with significant time being required to manage red tape.
- ◆ The industry is directly affected by the NMW legislation and there are genuine concerns over future increases.

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

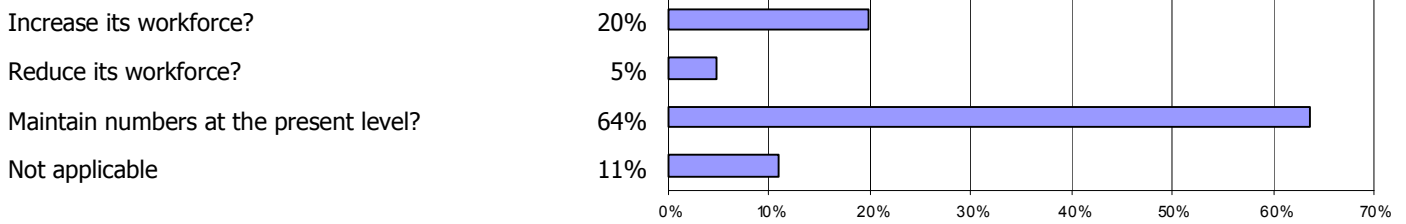
Larking Gowen Chartered Accountants	Chris Scargill	0845 408 1732
Norfolk Tourism	Cris Emberson	01603 222 742
Norfolk Tourist Attractions Association	Robert Simmons	01263 862 122
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1. Recruitment and Training

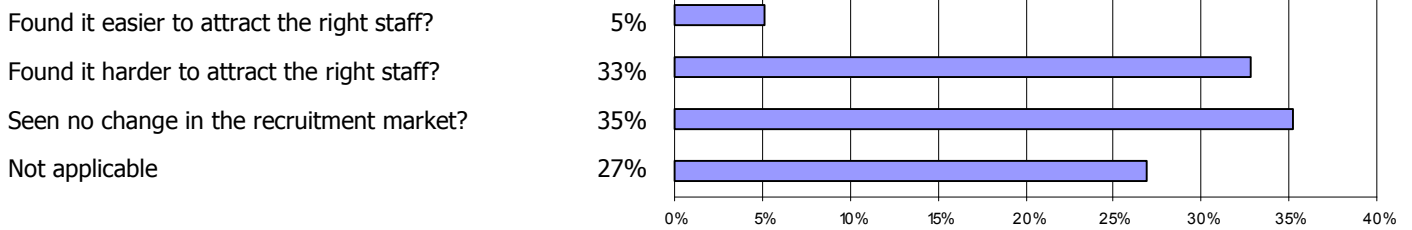
During the past 12 months, has your business:



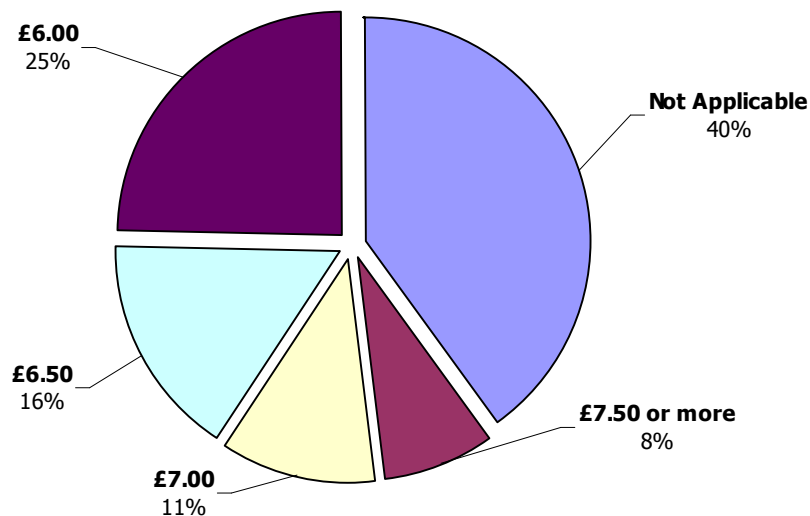
Over the coming 12 months, do you expect your business to:



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



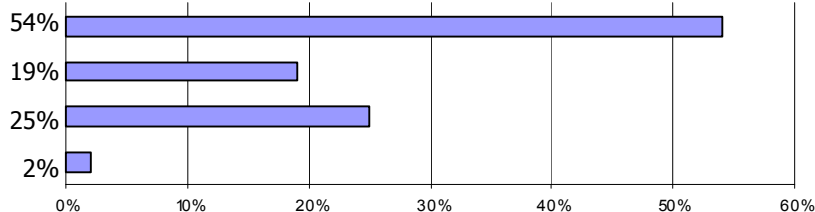
The National Minimum Wage for adults was recently increased to £5.35 per hour, with a further increase to £5.52 per hour this Autumn. To what level would the hourly minimum wage have to increase to have a detrimental impact on your business :



2. Trading

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

Increased?



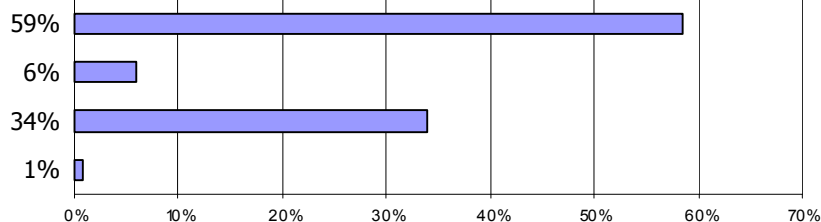
Decreased?

Remained the same?

Not applicable

Over the coming 12 months, do you expect sales/turnover within your business to:

Increase?



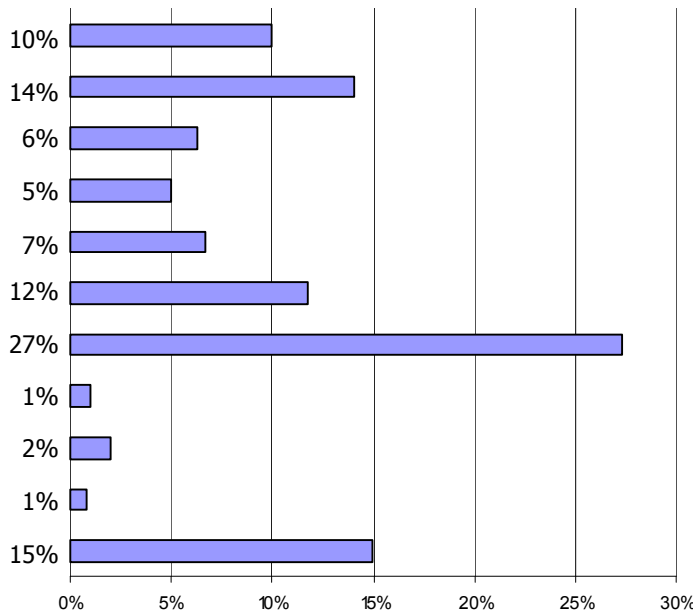
Decrease?

Remain the same?

Not applicable

Which of the following is THE most significant factor affecting the profitability of your business:

One-off investment in enhancing the business



Lack of tourist demand

Price competition

Insufficient capacity to meet demand throughout the year

Insufficient capacity to meet demand in the peak season only

Over supply in the market place

Weather

Influence of tour operators

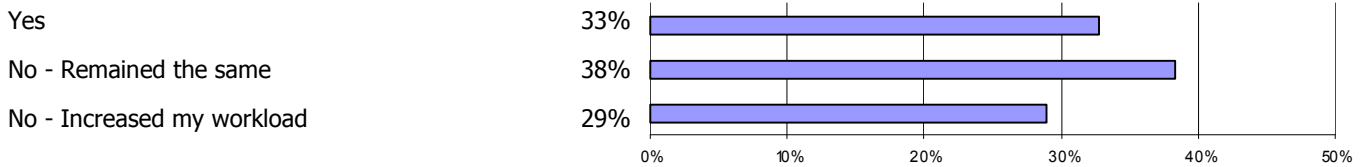
Poor business trade

High exchange rate

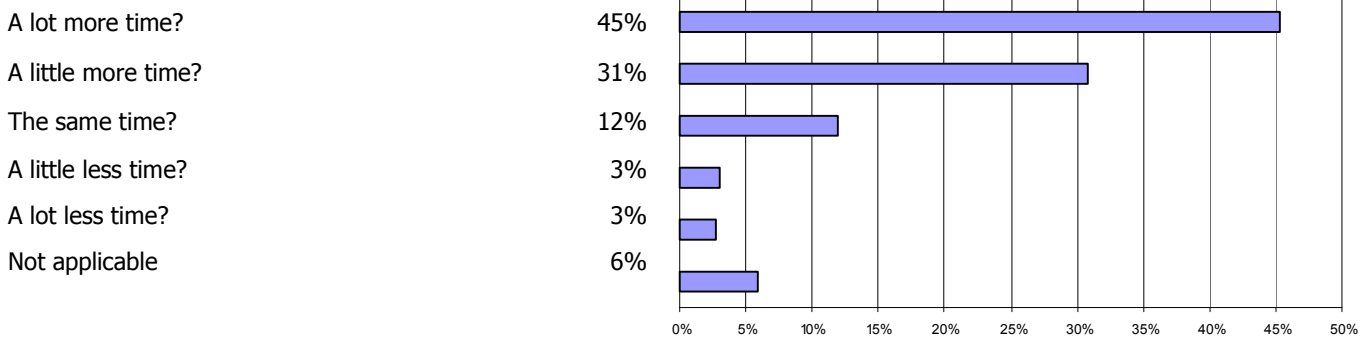
Other

3. Technology, Red Tape and Threats

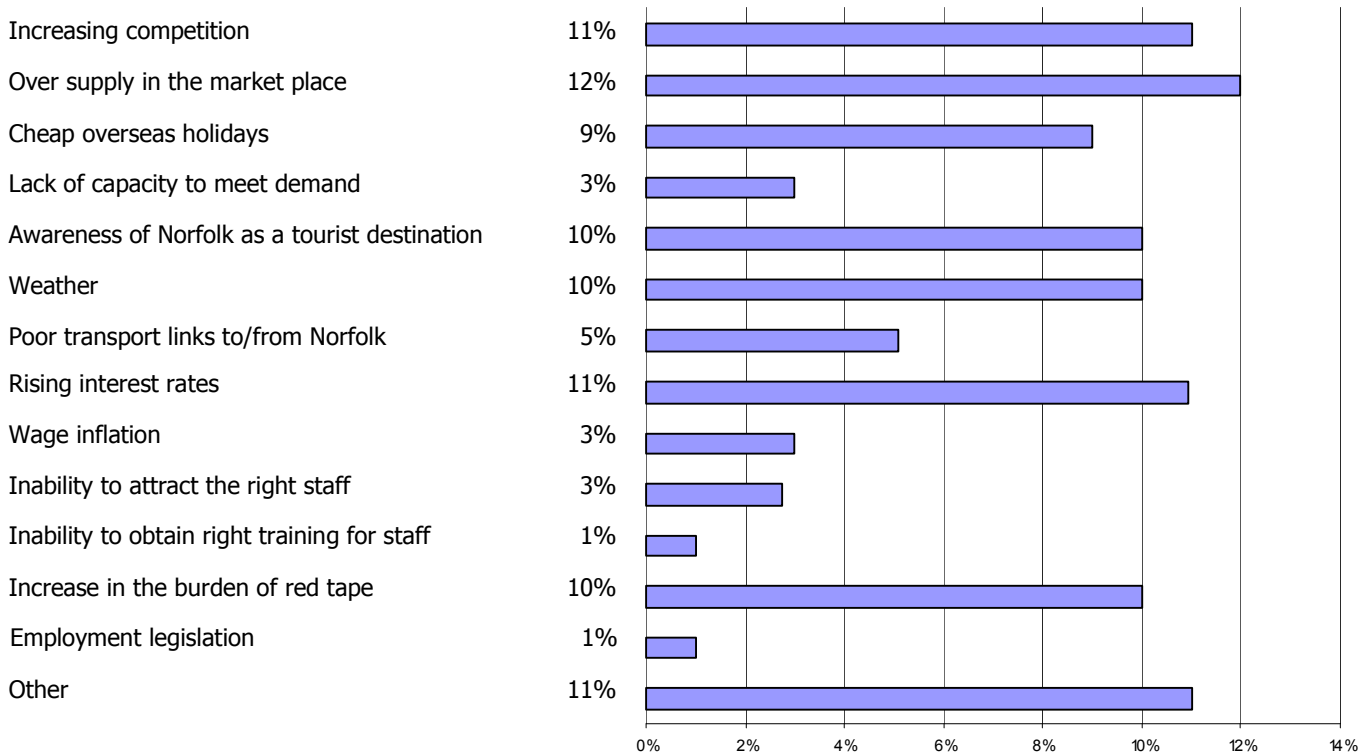
Has new technology, mobile phones, internet, email etc, helped you lessen your workload?



Compared to five years ago how much more time is your business spending on red tape:



Which of the following is THE most significant threat to your business?



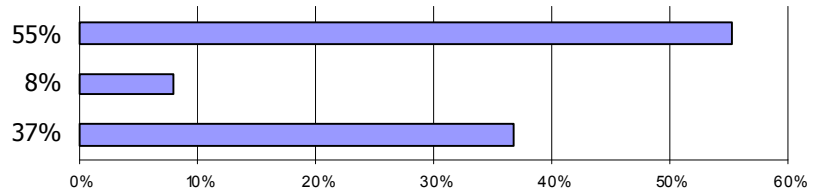
4. Working Hours and Pressure

Are you:

Working longer hours than you did five years ago?

Working fewer hours than you did five years ago?

Working about the same hours as five years ago?

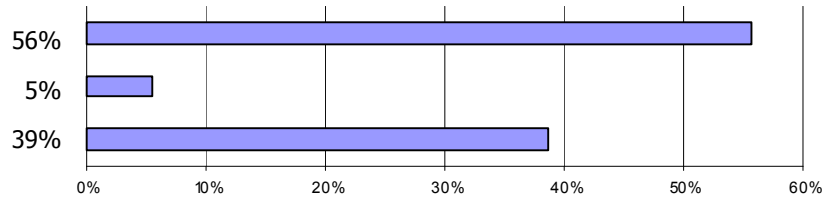


Do you feel:

Your work is more pressured than five years ago?

Your work is less pressured than five years ago?

There is about the same level of pressure?



How much holiday have you taken in the last 12 months:

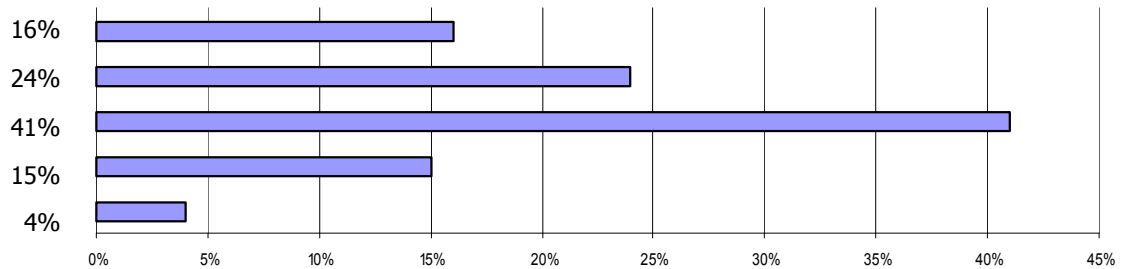
None?

Less than 2 weeks?

2-4 weeks?

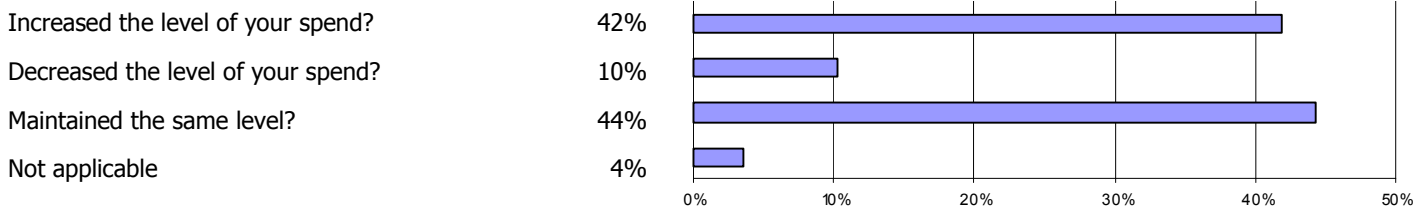
4-6 Weeks?

More than 6 weeks?

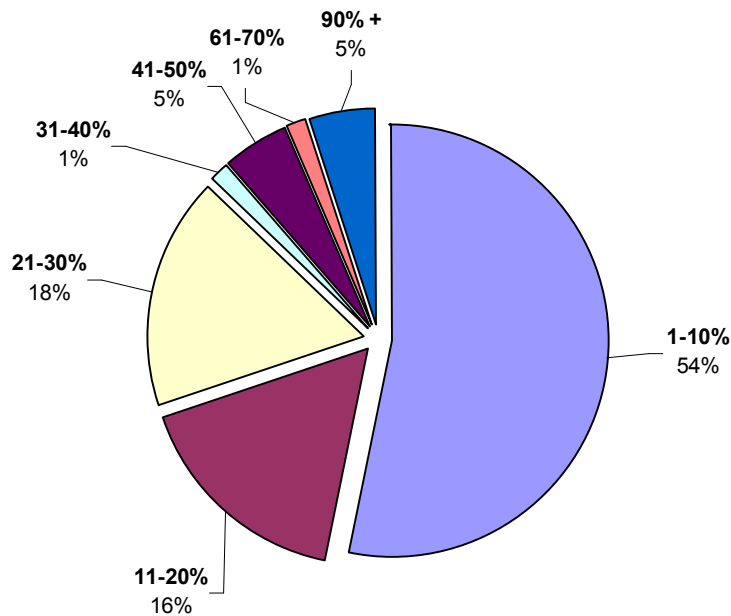


5. Marketing

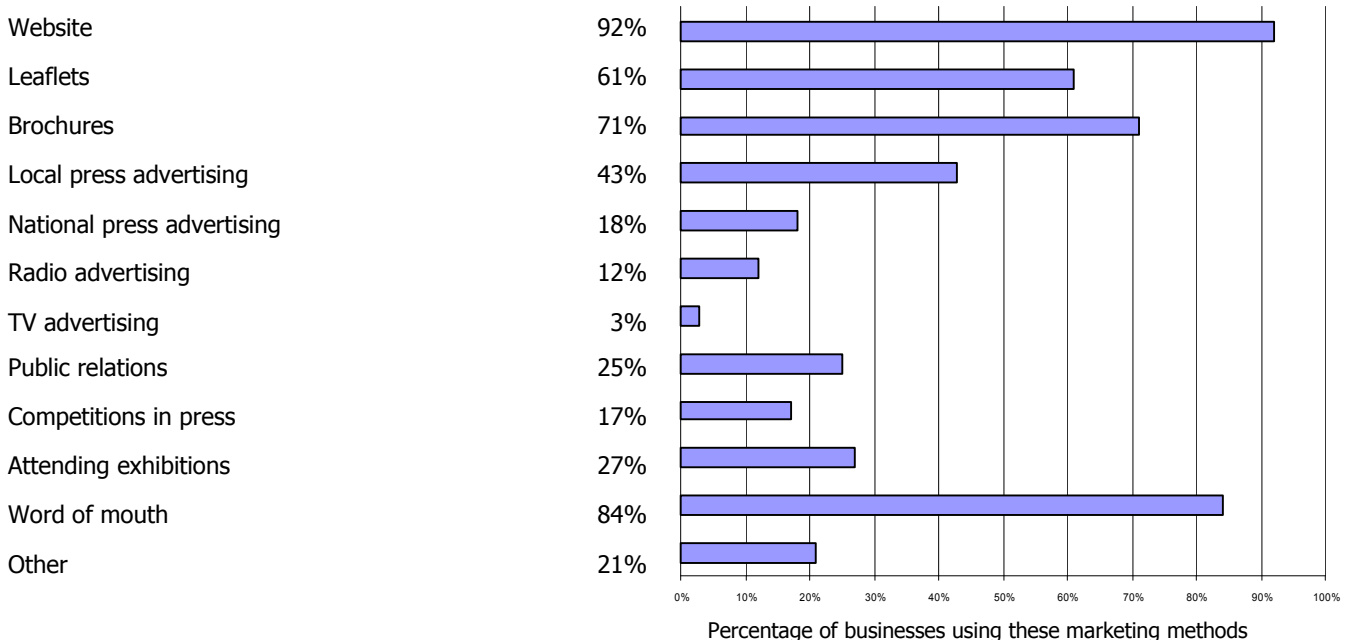
Over the last 12 months in terms of marketing have you:



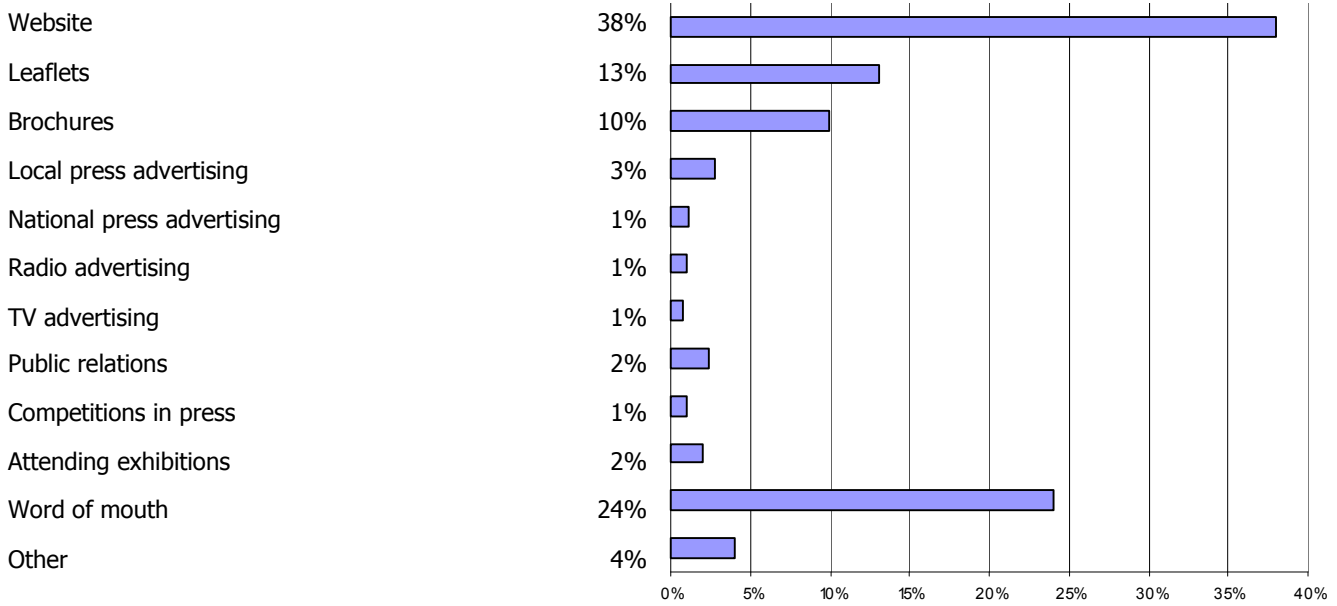
Of the respondents who increased their level of spend, the % increase was as follows:



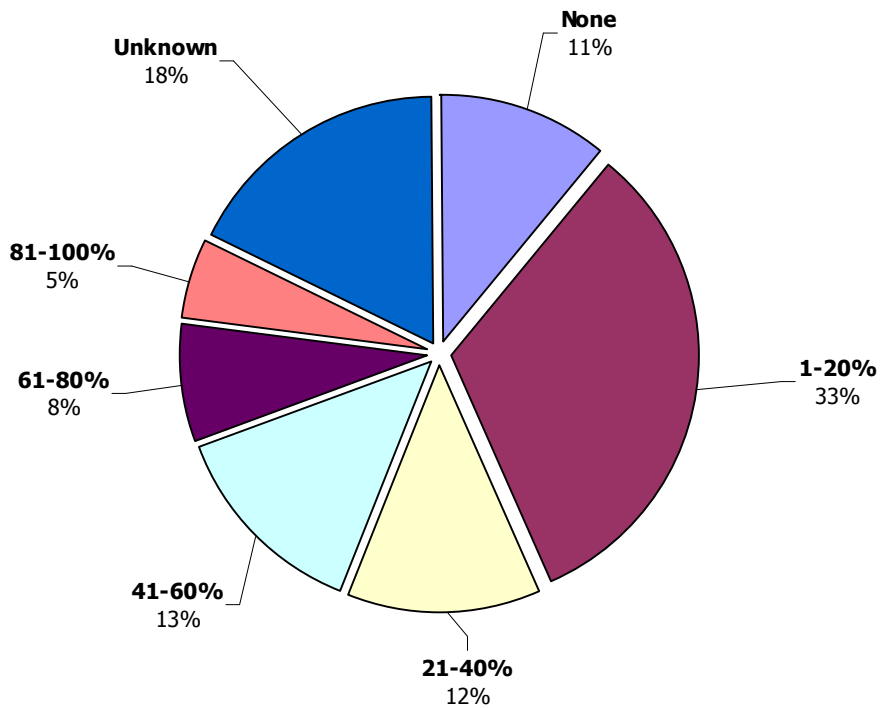
Which of these marketing methods do you use?



Which do you find to be THE most effective marketing methods for your business?

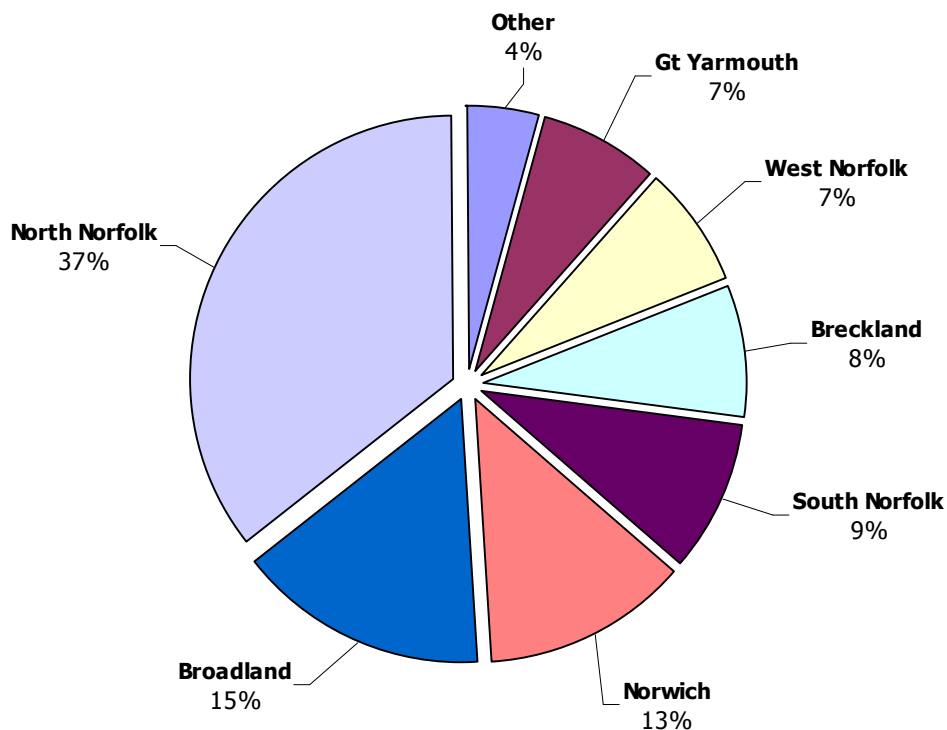


Approximately what percentage of your business comes via your website?



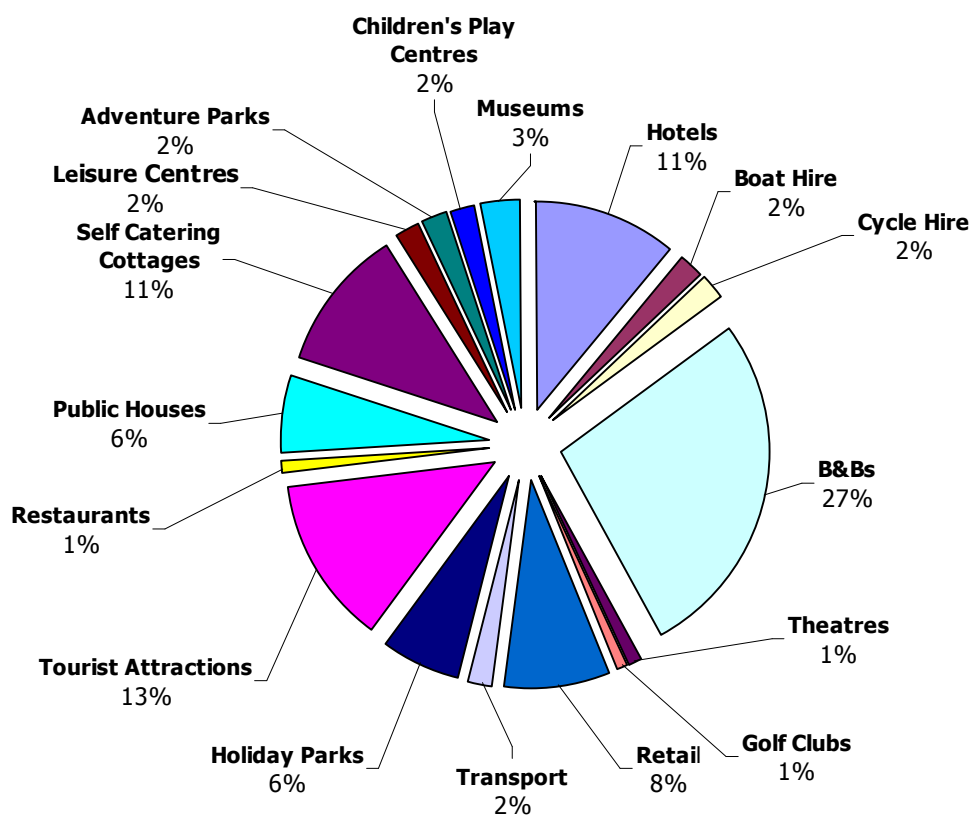
6. Local Authority District

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



7. Type of business

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



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