



2008 Larking Gowen Tourism in Norfolk Business Survey Results



The information collated here gives valuable information to the tourism support agencies, who have been given a confidence boost by the feedback and gives a snapshot view of the "health" of Norfolk's biggest industry.

The headline results which, after a fairly dull summer weather-wise, have shown yet again that Norfolk's Tourism businesses are in a strong position and are investing for the future:

- 46% of businesses reported increased sales - excellent news on the back of increases in earlier years. This was lower than had been predicted a year ago when 59% had anticipated seeing increases
- 79% of businesses have invested in new facilities in the last 12 months, with 72% planning to invest in the coming 12 months
- 98% of business employing staff reported they were pleased with the reliability of their workforce
- 16% of businesses increased their workforce
- 94% of Norfolk's businesses now have a website and these have been updated in the last 2 years. 35% found this to be the most effective marketing method
- 59% of businesses participating in the survey had been operating for 10 or more years, emphasising the longevity of businesses of this type in Norfolk
- 63% of businesses handle recruitment in-house, while only 2% use recruitment agencies
- 37% increased their spend on marketing which is the 3rd successive year we have seen an increase in this form of expenditure
- 62% believed the Tourist Organisations understood and supported their businesses
- 80% believed TV and film had attracted tourists to the area
- 94% of businesses had adopted measures to improve the environmental impact of their business with 83% recycling or composting while 78% were improving energy efficiency and 76% using local suppliers.

However concern was raised in the following areas:

- 22% of businesses in the survey have reduced their workforce in the past year. A further 11% anticipated staff reductions in 2009
- With the current minimum wage at £5.73, 40% of business are worried about forthcoming increases with 40% of businesses seeing an increase of up to 77pence having a detrimental impact on their business
- Only 32% anticipated increases in sales in 2009, while 29% anticipated a decrease, this compares to 59% who last year anticipated increases while 6% anticipated a decrease in 2008
- 22% of businesses saw a reduction in tourist demand, compared to 14% in the 2007 survey, as being the main factor affecting their profitability which ties into a further 20%, this year, blaming the credit crunch
- The biggest forecast threat to businesses in the future was seen as being the risk of recession
- 15% of businesses had not invested in their facilities in the current year and 23% had no plans to do so in 2009
- 51% believe their business will benefit from the dualling of the A11

Conclusion

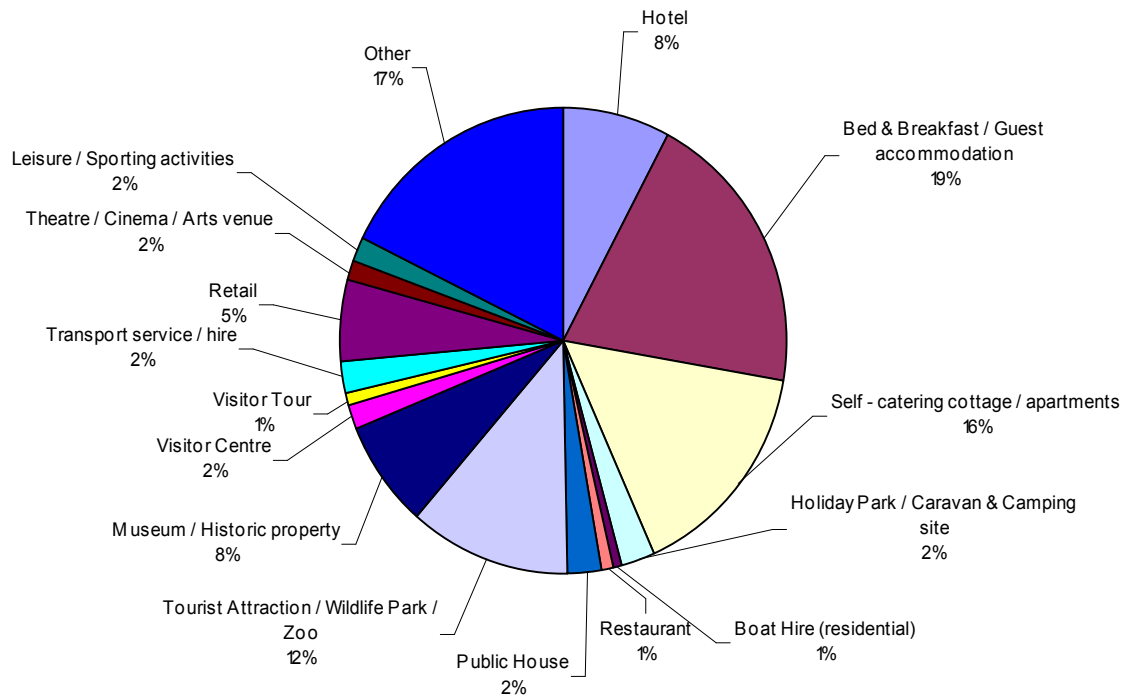
- Industry remains robust but concerns are visible regarding the risk of the "R" word
- The majority of businesses retained or increased their workforce
- Indirect publicity by TV and film had improved tourism business

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

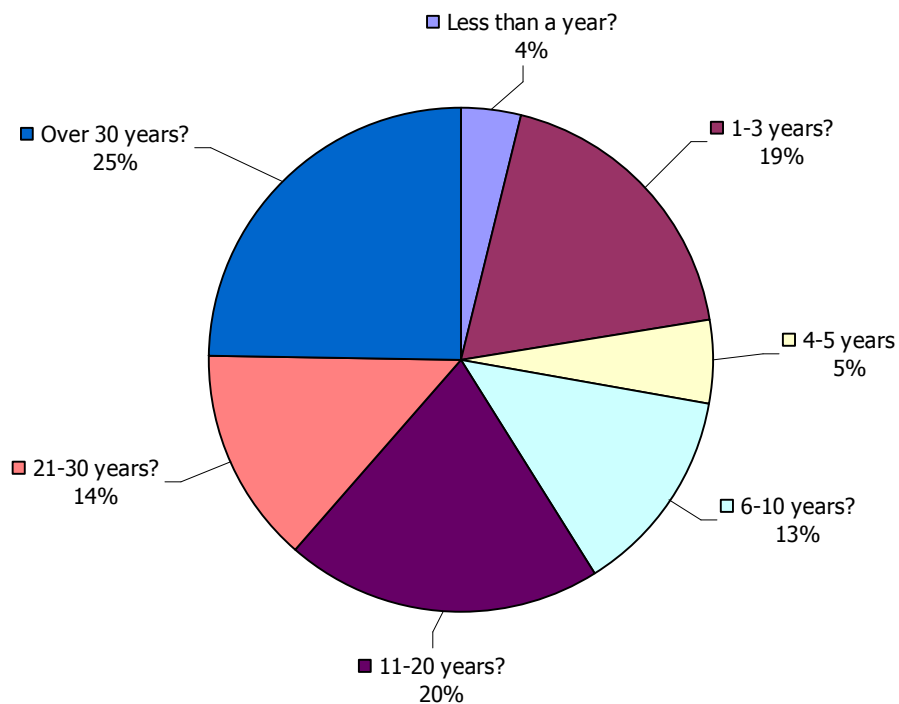
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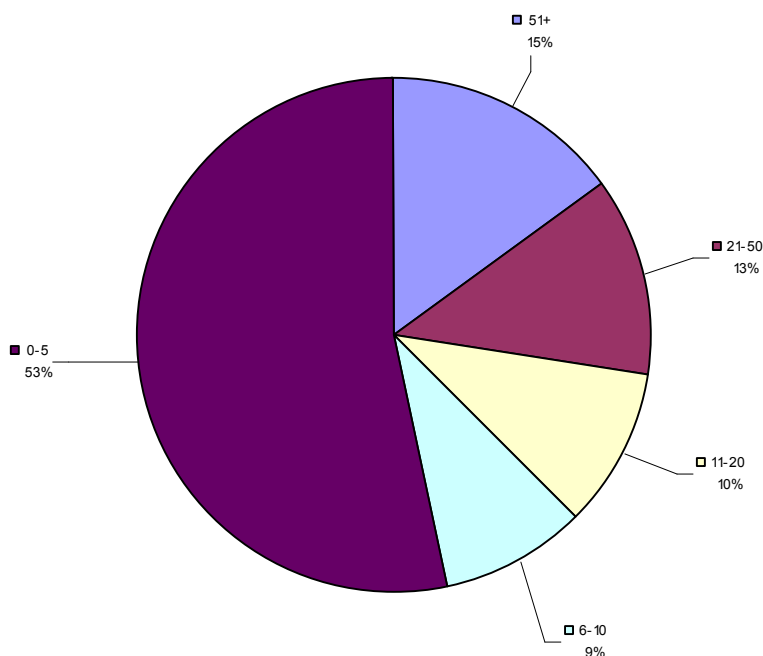
Type of Business



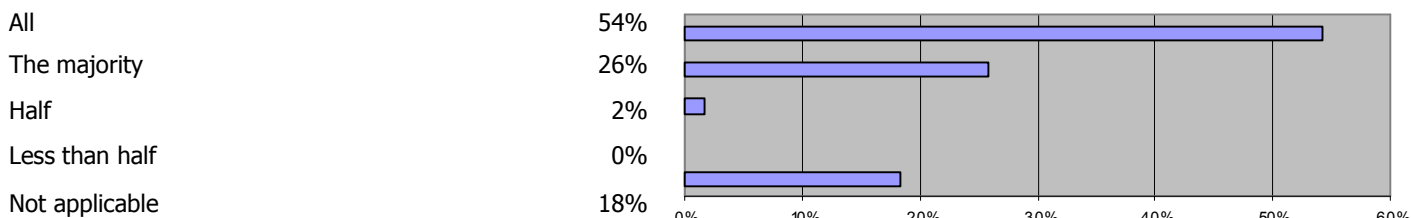
Number of years the business has been operating



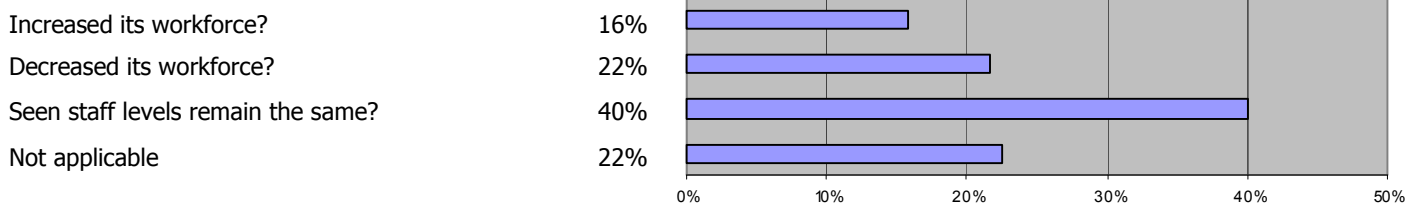
How many people do you currently employ, include both full-time and part-time?



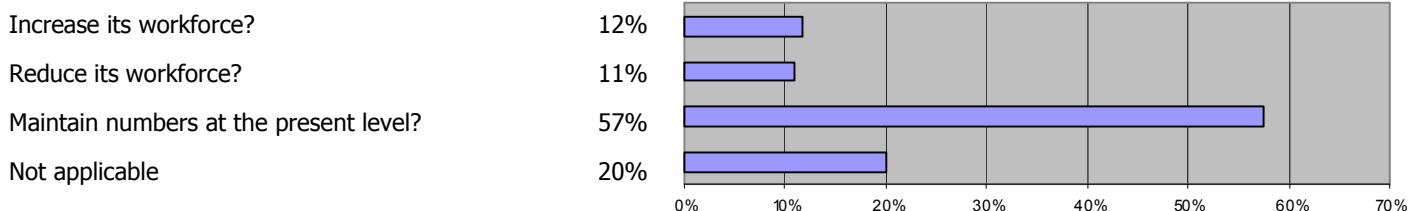
What proportion of the staff that you employ are reliable?



During the past 12 months, has your business:

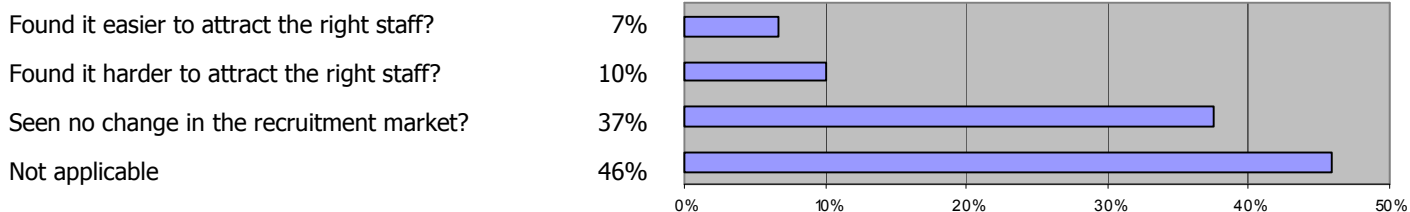


Over the coming 12 months, do you expect your business to:

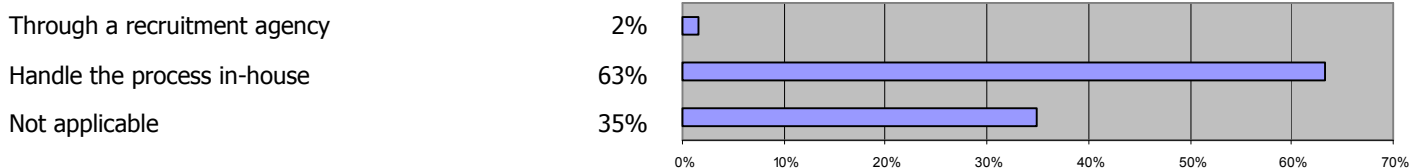


Recruitment and Training

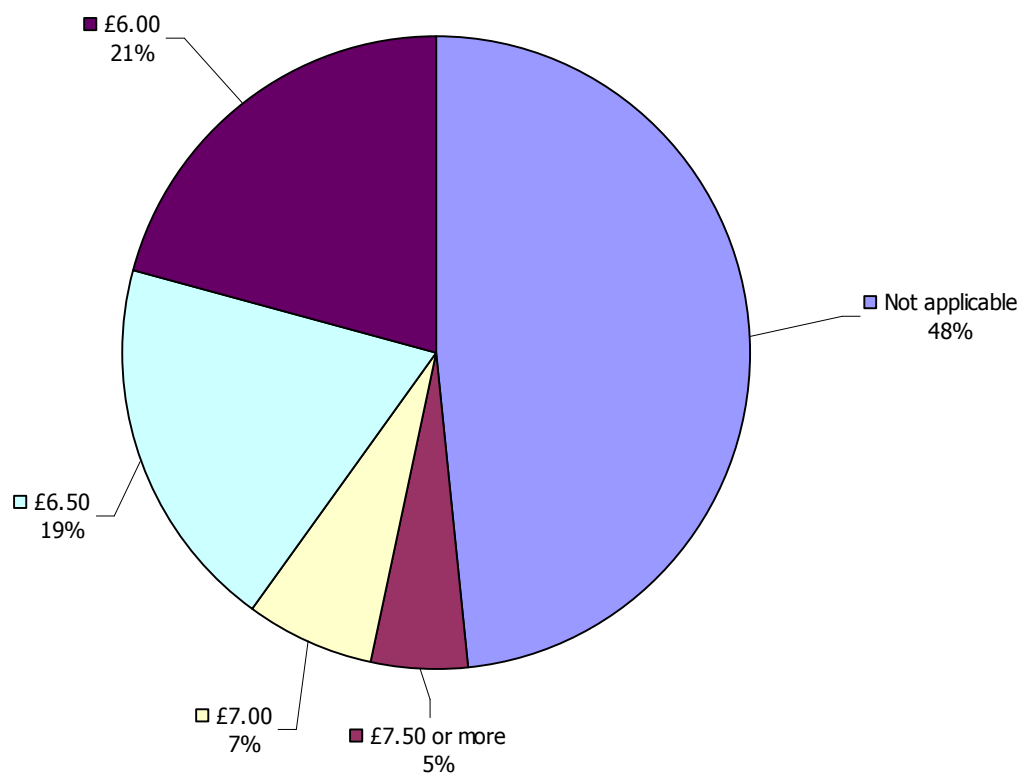
Compared with the same time a year ago, have you:



Which method do you use to recruit staff?:

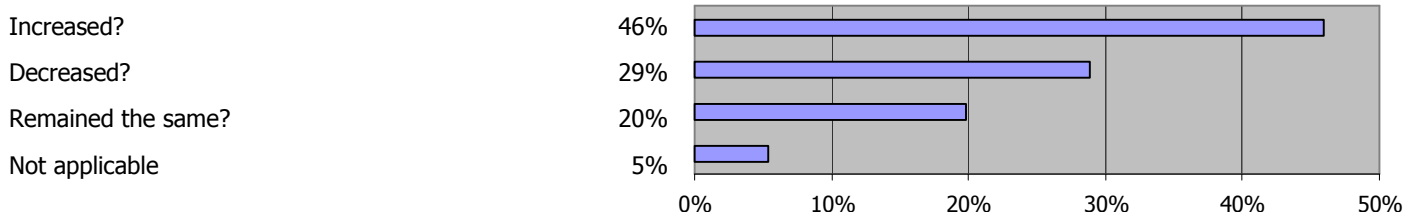


The National Minimum Wage for adults was recently increased to £5.73 per hour. To what level would the hourly minimum wage have to increase to have a detrimental impact on your business?

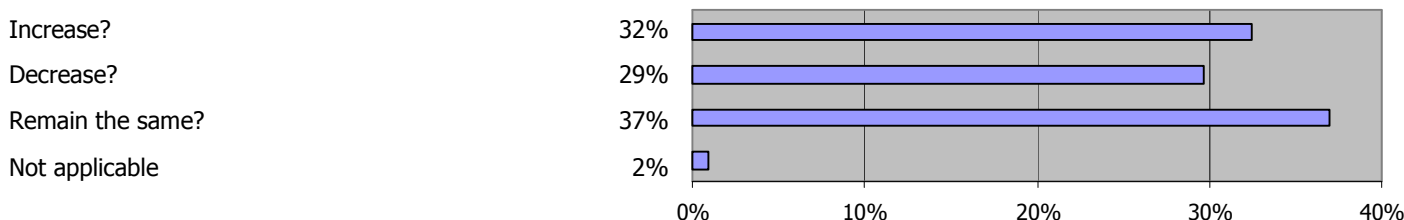


Trading

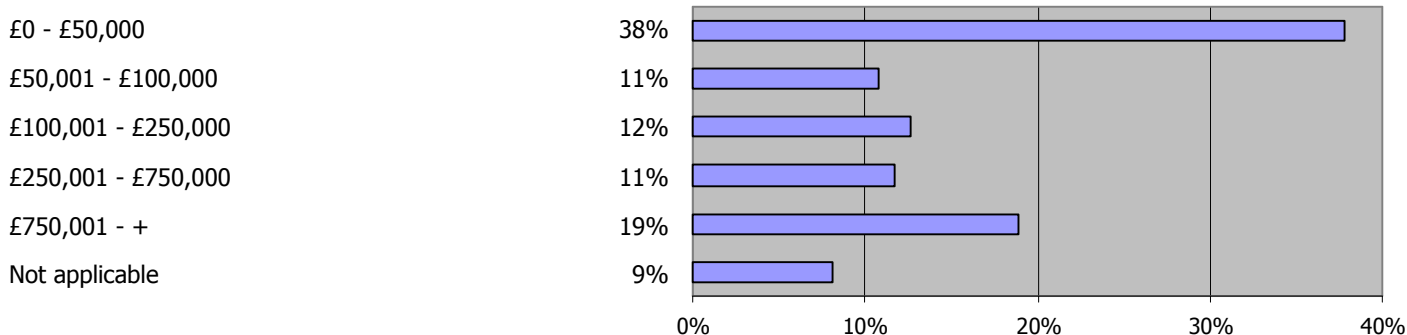
Over the last 12 months, have the sales/turnover within your business:



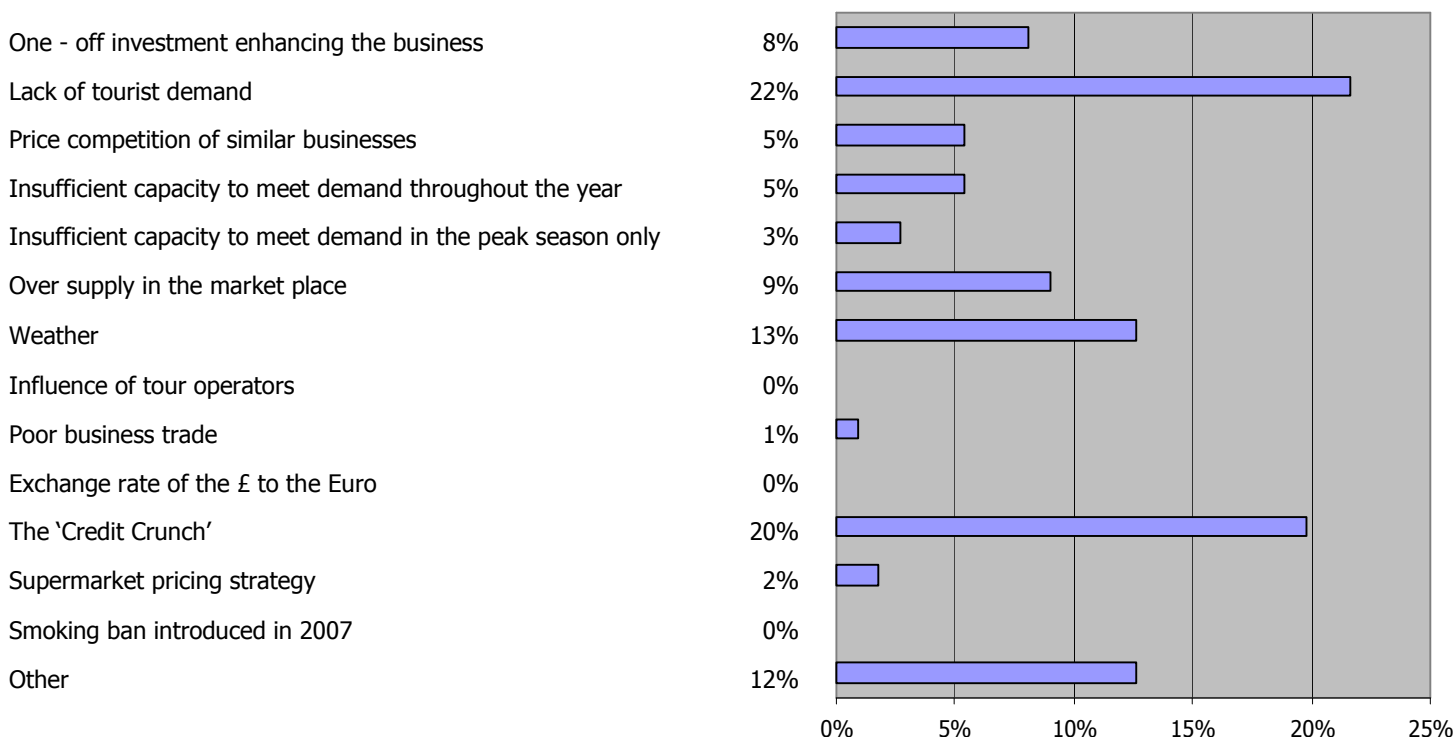
Over the coming 12 months, do you expect sales/turnover within your business to:



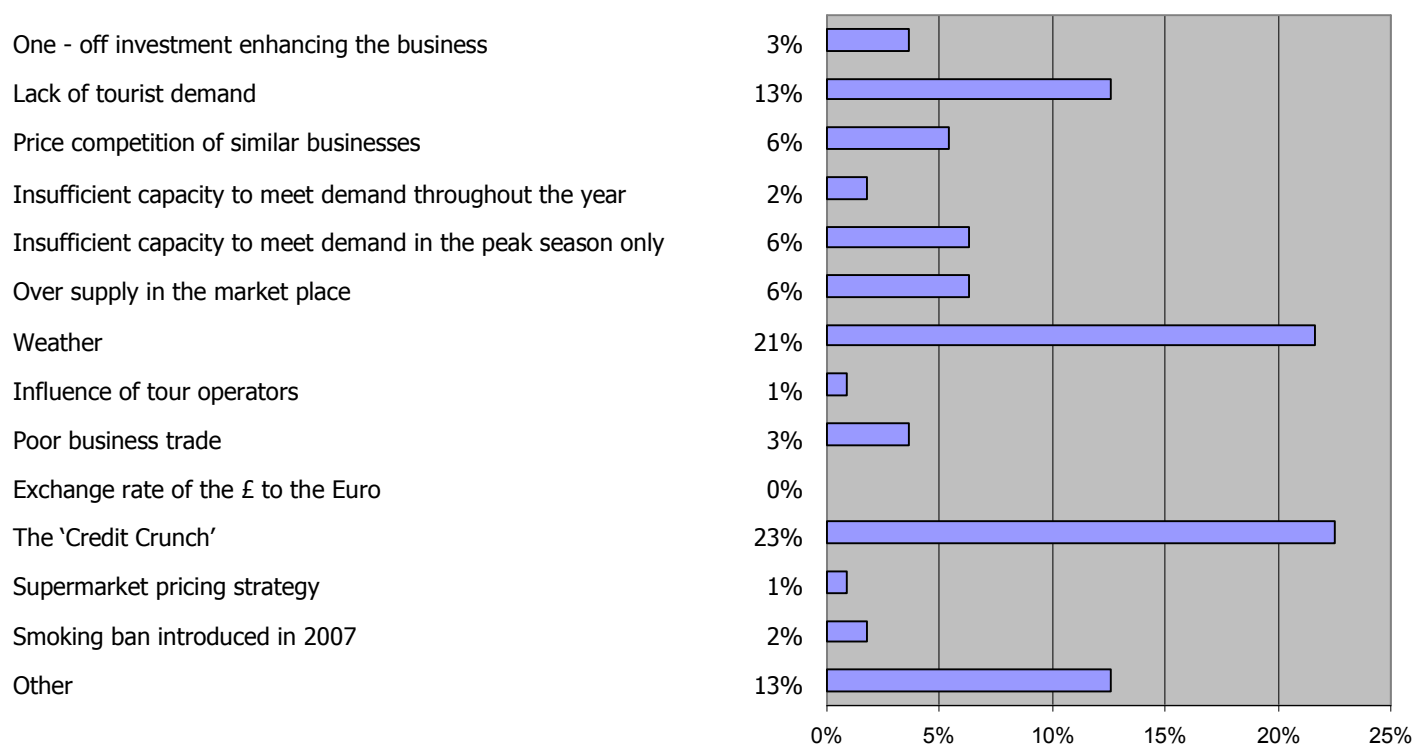
What is the current turnover / sales of your business?



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



Which of the following is the **SECOND** most significant factor affecting the profitability of your business at present:



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

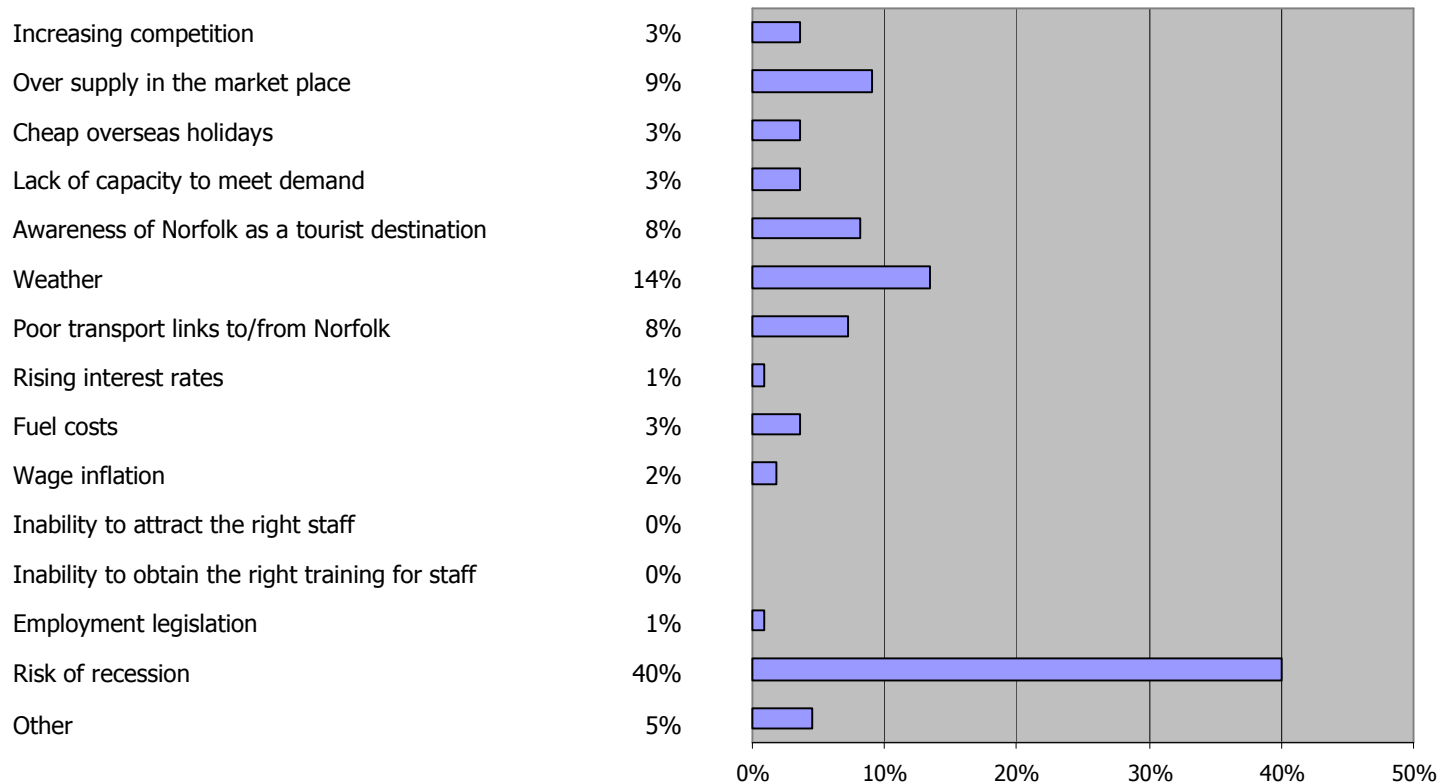
	Increased	Decreased	Same	Not Applicable
Total number of visitors/guests	48%	34%	13%	5%
Visitors/guests from East of England	34%	17%	38%	11%
Visitors/guests from rest of UK	36%	26%	31%	7%
Visitors/guests from abroad	30%	25%	27%	18%
Day visitors	16%	16%	17%	52%
Short breaks	38%	15%	16%	30%
Long holidays	19%	23%	21%	37%
Business travellers	14%	17%	15%	54%

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	40%	28%	26%	5%
Visitors/guests from East of England	43%	17%	29%	11%
Visitors/guests from rest of UK	39%	22%	30%	9%
Visitors/guests from abroad	19%	28%	33%	19%
Day visitors	21%	9%	17%	53%
Short breaks	43%	11%	16%	30%
Long holidays	17%	25%	22%	36%
Business travellers	18%	15%	20%	47%

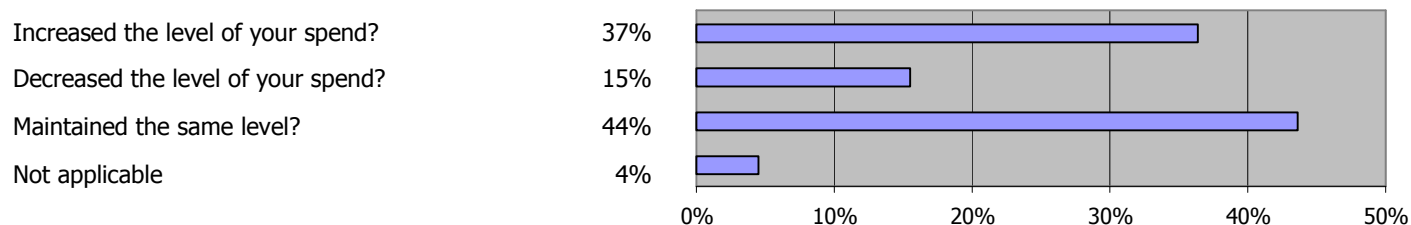
Trading

Which of the following is THE most significant threat to your business at present:

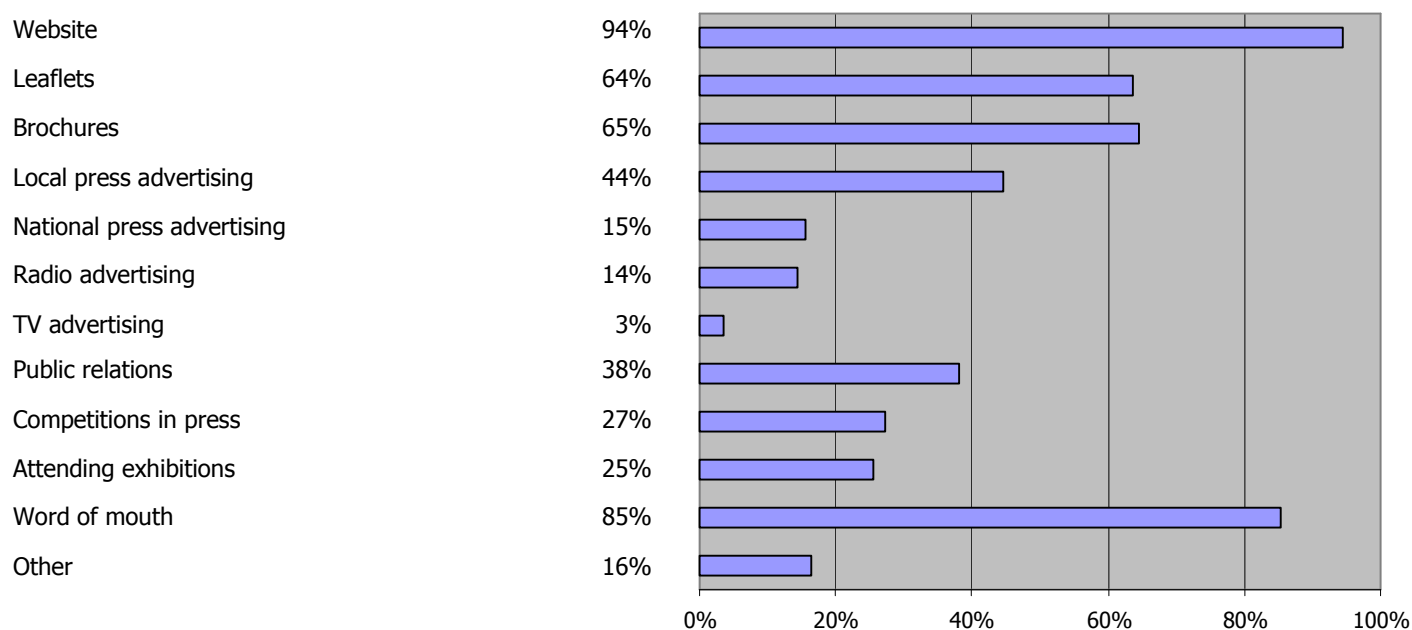


Marketing & Investment

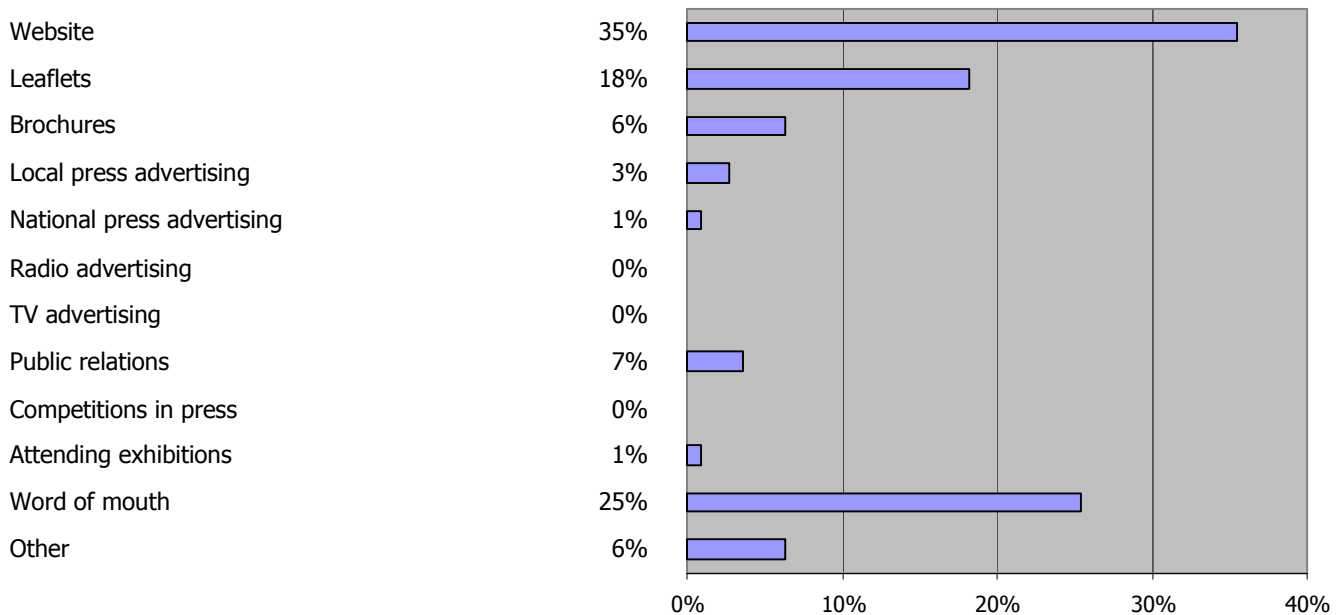
Over the last 12 months in terms of marketing have you:



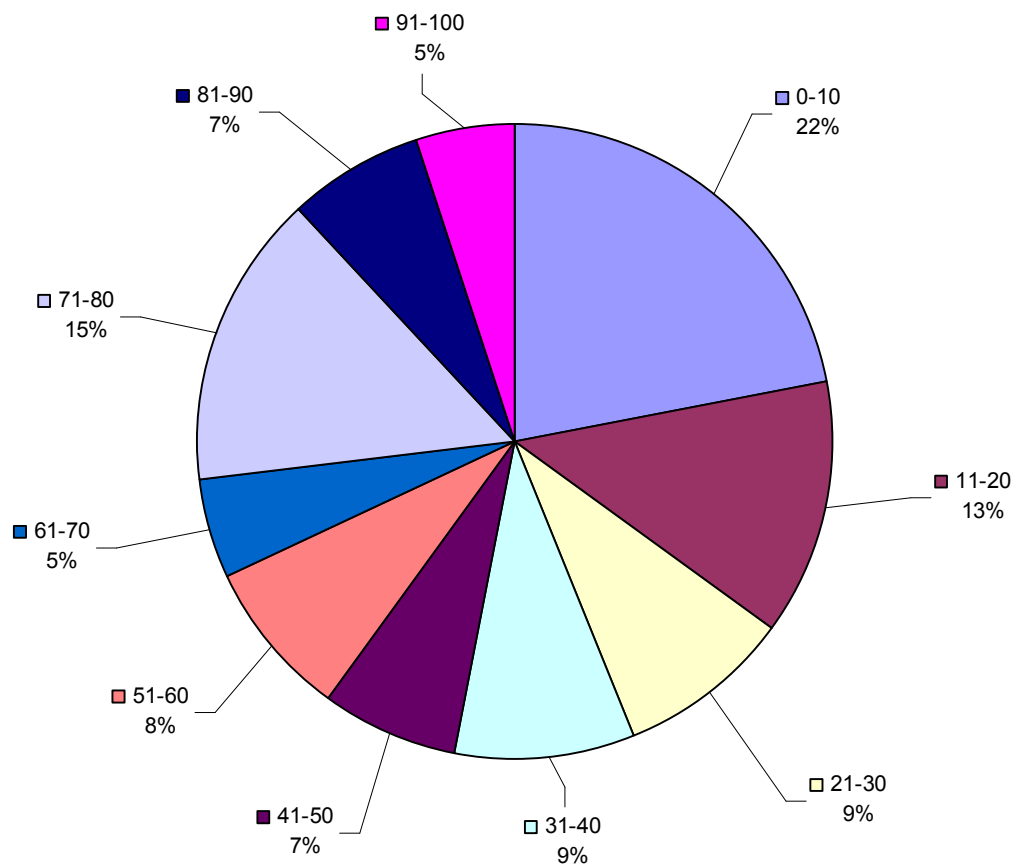
Which of these marketing methods do you use?



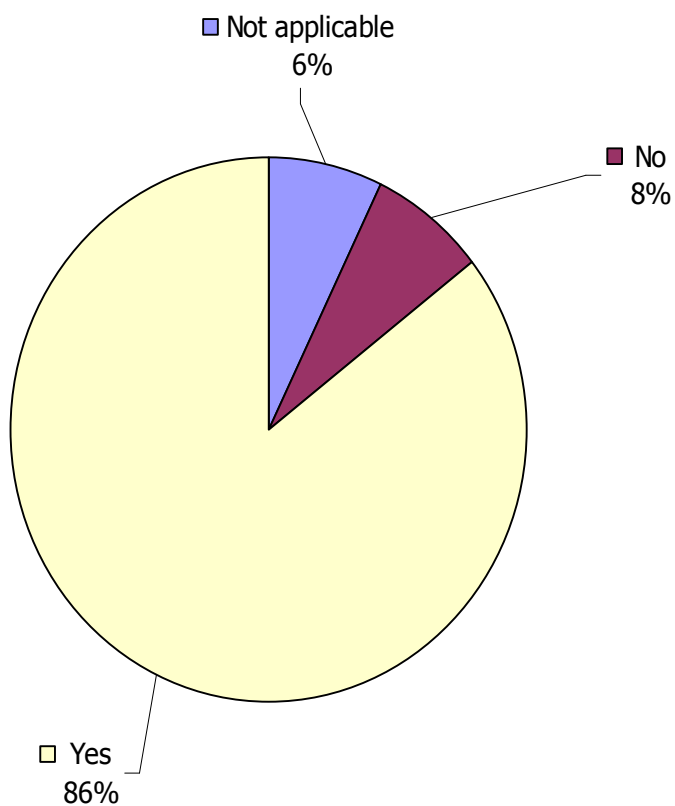
Which do you find to be THE most effective marketing method for your business?



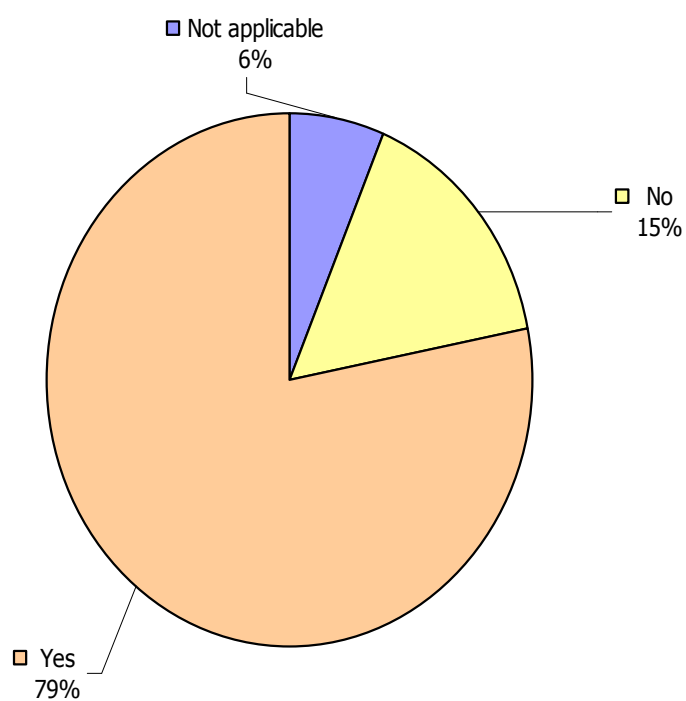
Approximately, what percentage of your business comes via your website?



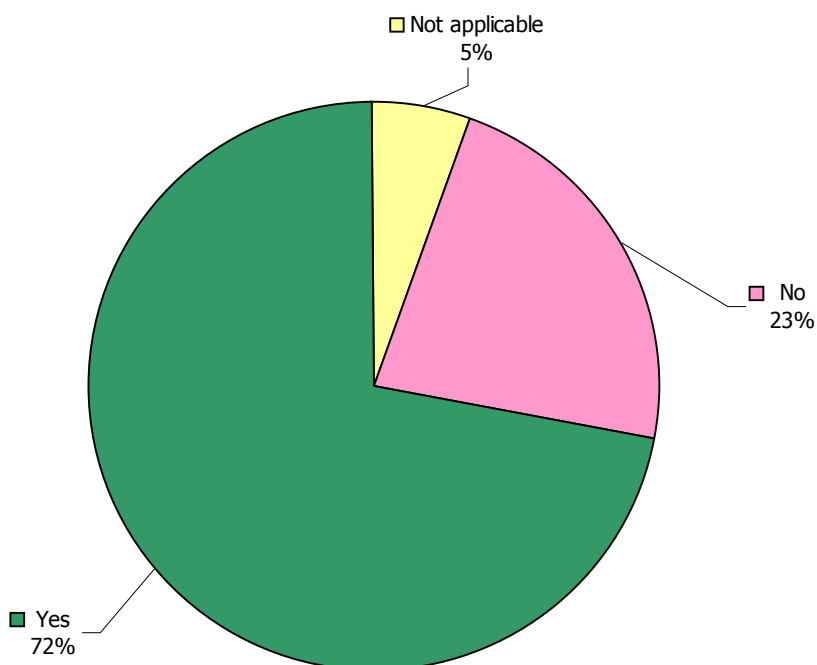
Have you revised / updated your website in the last two years?



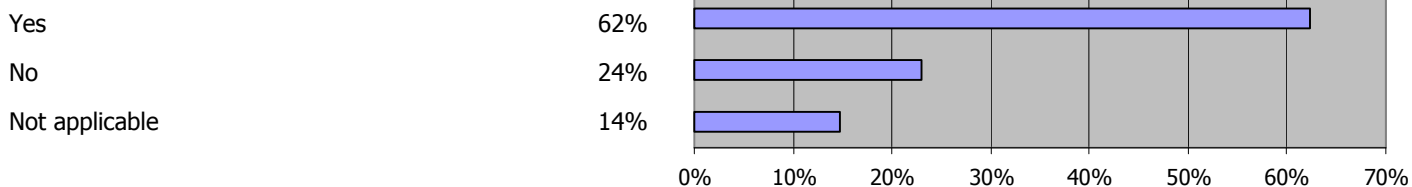
Over the last 12 months, have you invested in any new facilities for your visitors or guests to improve your business?



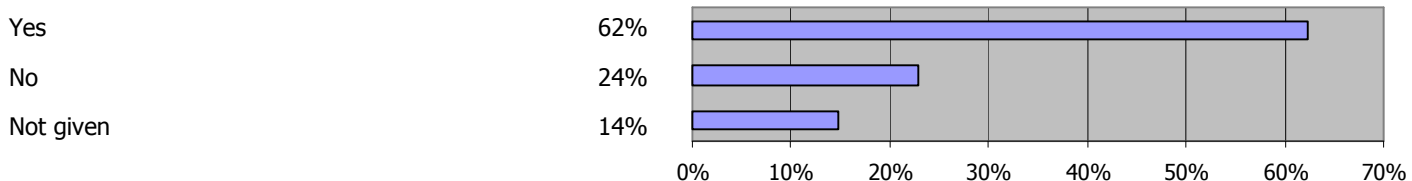
Do you plan to invest in new facilities for your visitors or guests over the next 12 months?



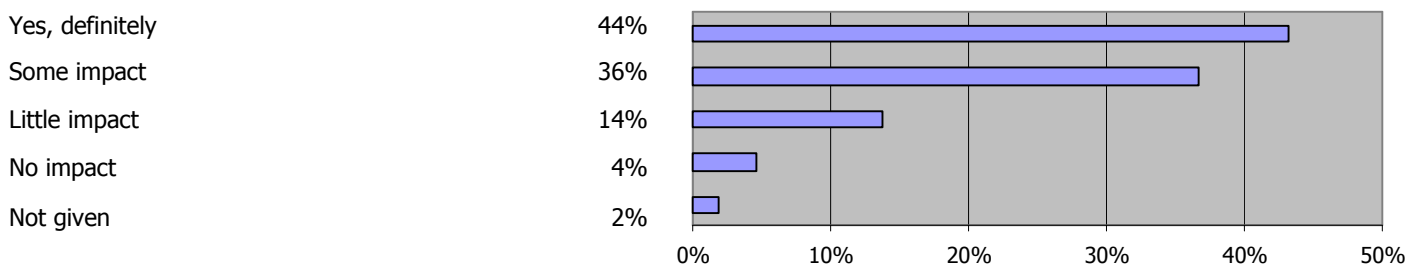
Do you feel that your local tourist organisation has a good understanding of your business and is supportive?



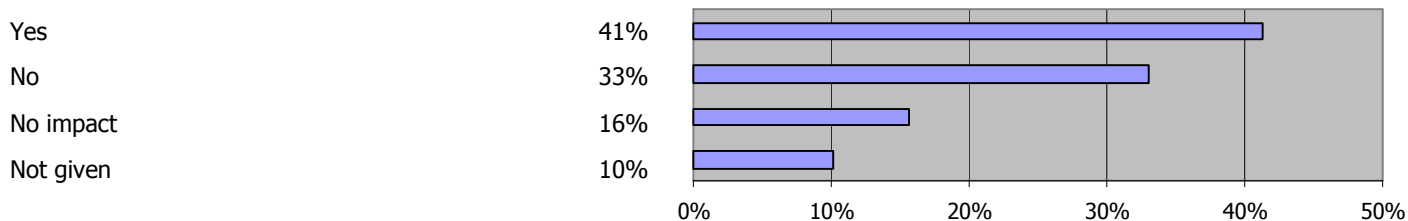
Do you feel the efforts to promote Norfolk as a tourist destination are successful?



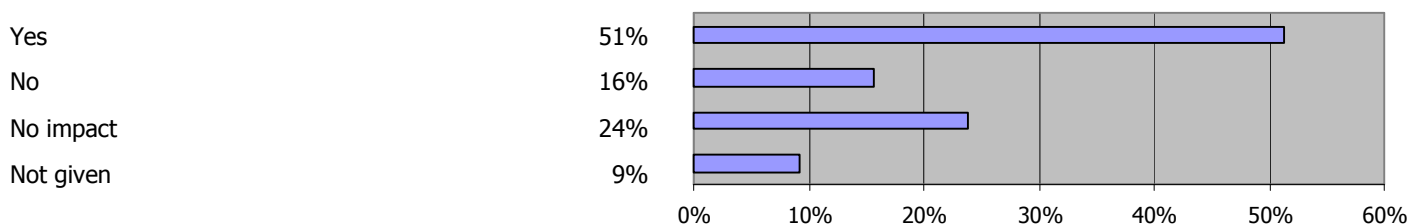
More TV and film companies are now using Norfolk for filming. Do you feel this helps to attract tourist to the area?



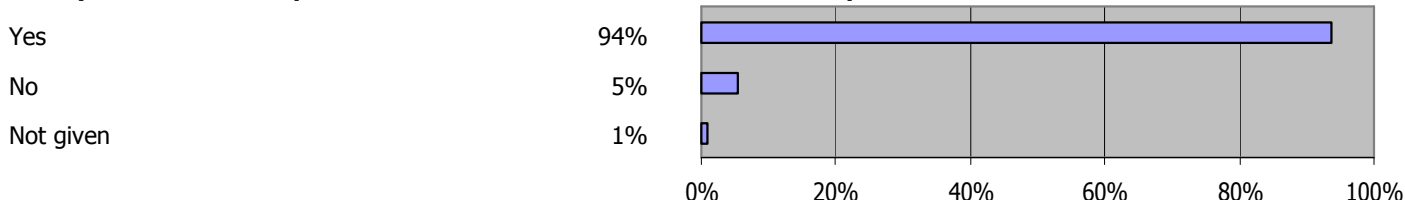
Have the transport links to and from Norfolk had a detrimental effect on your business?



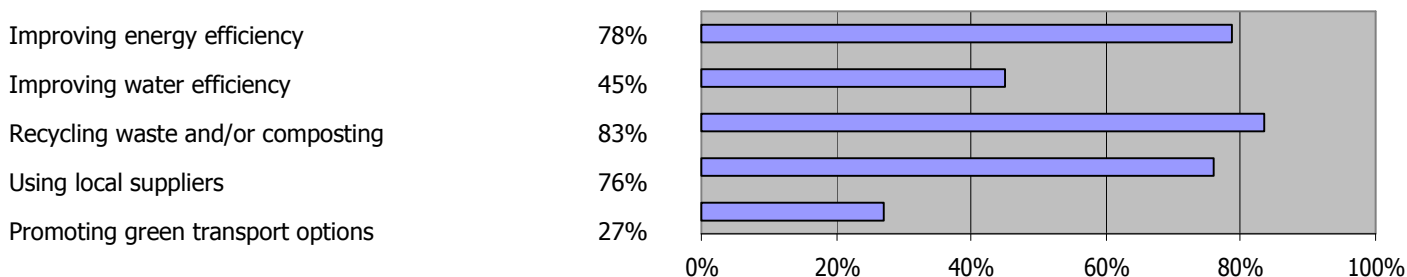
Will the dualling of the A11 improve your business success?



Does your business adopt measures to minimise its environmental impact?



If yes, which of the following apply?



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

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