



INDUSTRY PERFORMANCE MONITOR SURVEY

JANUARY TO MARCH 2008

'DESTINATION WORCESTERSHIRE'

PREPARED BY THE
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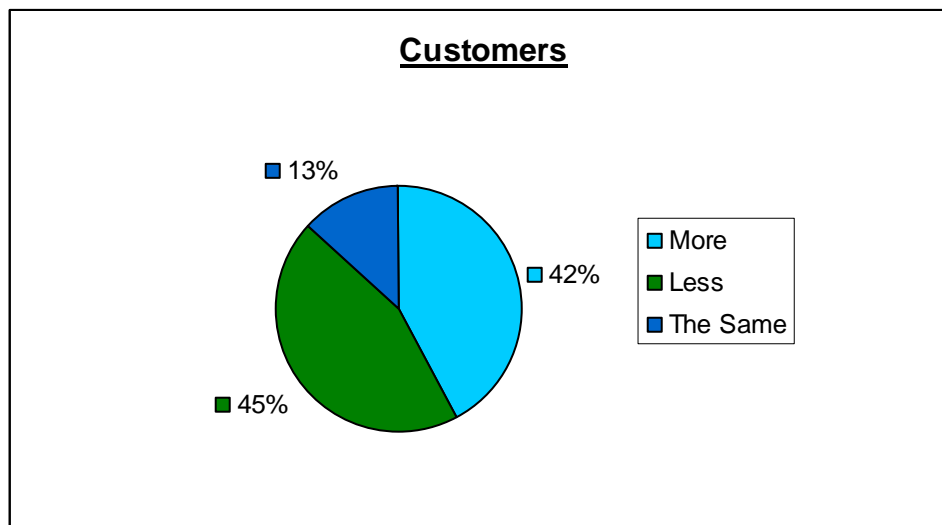
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Executive Summary & Results

The Industry Performance Monitor Survey is an on-line survey sent to members of 'Destination Worcestershire' to understand more about how their business is doing. It is invaluable in helping the direction of 'Destination Worcestershire'. This is the first quarterly survey for 2008, covering the period January to March 2008.

The survey was sent to 361 Destination Member Businesses. 30 businesses completed the survey at a response rate of 8%. There were 8 questions in total and the results are below.

- ❖ From the period January to March 2008, 42% of the businesses surveyed have had *more* customers as in the same period in 2007, 45% have had *less* customers as in the same period in 2007 and 13% have had the *same* numbers of customers as in the same period in 2007.



- ❖ The table below gives the results by 'Type of Business' for the number of customers in the period January to March 2008 compared with the same period in 2007. Attractions have had 75% *more* customers. Guest houses have had 57% *less* customers and self-catering 67% *less* customers.

CUSTOMERS - MORE, LESS OR ABOUT THE SAME NUMBER OF CUSTOMERS AS IN THE SAME PERIOD 2007.			
TYPE OF BUSINESS	MORE	LESS	THE SAME
Attractions	75%	12.5%	12.5%
Guest House/B&B	29%	57%	14%
Hotels	50%	0%	50%
Self-Catering	17%	67%	16%
Camping & Caravanning	0%	0%	0%
Food & Drink	50%	50%	0%
Other	0%	100%	0%

- ❖ Comparing the period January to March 2008 with January to March 2007 the respondents were asked how each of the following had changed - leisure customers, business customers, UK customers, overseas customers, marketing spend, discounting, turnover, costs, staffing levels.

- ❖ A high percentage have had a 'decrease' in customers (leisure and UK customers) and there is a high 'increase' in costs at 68%.

<u>CHANGES COMPARING JANUARY TO MARCH 2008 WITH JANUARY TO MARCH 2007</u>				
	INCREASED	NO CHANGE	DECREASED	N/A
Leisure Customers	31%	14%	55%	0%
Business Customers	31%	24%	21%	24%
UK Customers	31%	31%	38%	0%
Overseas Customers	17%	42%	24%	17%
Marketing Spend	24%	55%	21%	0%
Discounting	25%	50%	7%	18%
Turnover	46%	11%	43%	0%
Costs	68%	18%	14%	0%
Staffing Levels	28%	48%	10%	14%

- ❖ The next table gives the results for the changes in 'UK Customers' and also change in 'Costs', for the different 'Industry Types', comparing the period January to March 2008 with January to March 2007.

There is a definite trend for 'Increases in Costs' for all different business types who responded. Guest houses and self-catering have had a *decrease* in UK customers but attractions have had an *increase*.

CHANGES COMPARING JANUARY TO MARCH 2008 WITH JANUARY TO MARCH 2007

	INCREASED	NO CHANGE	DECREASED	N/A
ATTRACTION				
UK Customers	62.5%	25%	12.5%	0%
Costs	50%	37.5%	12.5%	0%
GUEST HOUSE/B&B				
UK Customers	0%	57%	43%	0%
Costs	57%	29%	14%	0%
HOTEL				
UK Customers	50%	50%	0%	0%
Costs	100%	0%	0%	0%
SELF CATERING				
UK Customers	17%	0%	83%	0%
Costs	67%	0%	33%	0%
CAMPING & CARAVANNING				
UK Customers	0%	0%	0%	0%
Costs	0%	0%	0%	0%
FOOD & DRINK ESTABLISHMENT				
UK Customers	50%	25%	25%	0%
Costs	100%	0%	0%	0%
OTHER				
UK Customers	0%	50%	50%	0%
Costs	100%	0%	0%	0%

‘Destination Worcestershire’ Industry Performance Monitor Survey
January to March 2008

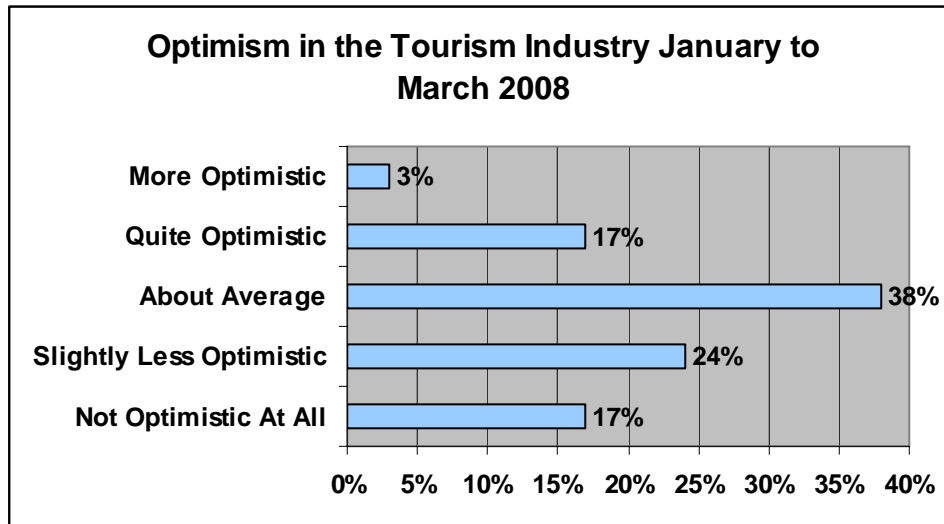
- ❖ The next Table gives the results of ‘expected trends’ regarding turnover, volume and costs for the next three months compared with the same period in 2007.

There is a high increase in ‘costs’ at 66%. Turnover is at a 38% increase and 31% at ‘no change’. Volume is at a 36% increase and 36% no change.

<u>EXPECTED TRENDS FOR THE NEXT THREE MONTHS COMPARED WITH SAME PERIOD IN 2007</u>			
	INCREASE	NO CHANGE	DECREASE
Turnover	38%	31%	31%
Costs	66%	31%	3%
Volume	36%	36%	28%

- ❖ There are two main external factors affecting demand for tourism which are the ‘*weather*’ and the ‘*credit crunch/economy*’. (27 people responded to this question).
- ❖ When asked if there is anything in their specific area that is likely to affect business over the next quarter, the majority of the respondents replied that the ‘*weather*’ and the ‘*economy*’ would be a major issue.

- ❖ Only 3% of the businesses surveyed are *more optimistic* about the tourism industry in general compared with the same time last year, 17% *quite optimistic*, 38% *about average*, 24% *slightly less optimistic* and 17% *not optimistic at all*.



- ❖ The below table gives business performance (turnover, costs, volume) over the period January to March 2008 compared to the same period in 2007.

<u>BUSINESS PERFORMANCE JANUARY TO MARCH 2008 COMPARED TO THE SAME PERIOD IN 2007</u>			
	INCREASE	NO CHANGE	DECREASE
Turnover	48%	7%	45%
Costs	68%	21%	11%
Volume	43%	18%	39%

- ❖ The type of businesses who responded to this survey are – 27% Attraction, 24% Guest House/B&B, 21% Self Catering, 14% Food and Drink Establishment, 7% Hotel, 7% Other.

