



## **TOURISM INDUSTRY PERFORMANCE MONITOR**

**JANUARY TO MARCH 2009**

**'DESTINATION WORCESTERSHIRE'**

PREPARED BY THE  
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## Executive Summary & Results

Welcome to the latest edition of the Worcestershire Tourism Industry Performance Monitor.

The industry performance monitor is a quarterly survey designed to take a snapshot of the local tourism industry's performance in very general terms, and to monitor how tourism businesses are feeling about current and future business.

Since Destination Worcestershire has been collecting this information for some time it is possible to compare data with previous surveys and previous years and therefore to identify trends in local tourism business.

Input to the Industry Performance Monitor is by an on-line survey sent to members of 'Destination Worcestershire'.

This report covers the period January to March 2009.

If you find the following information useful, but you have not participated in providing it, and are a Worcestershire based tourism business, please do take part in future surveys as the larger the number of contributors the more reliable the results will be.

The survey was sent to 379 Destination Member Businesses. 33 businesses completed the survey at a response rate of 8%.

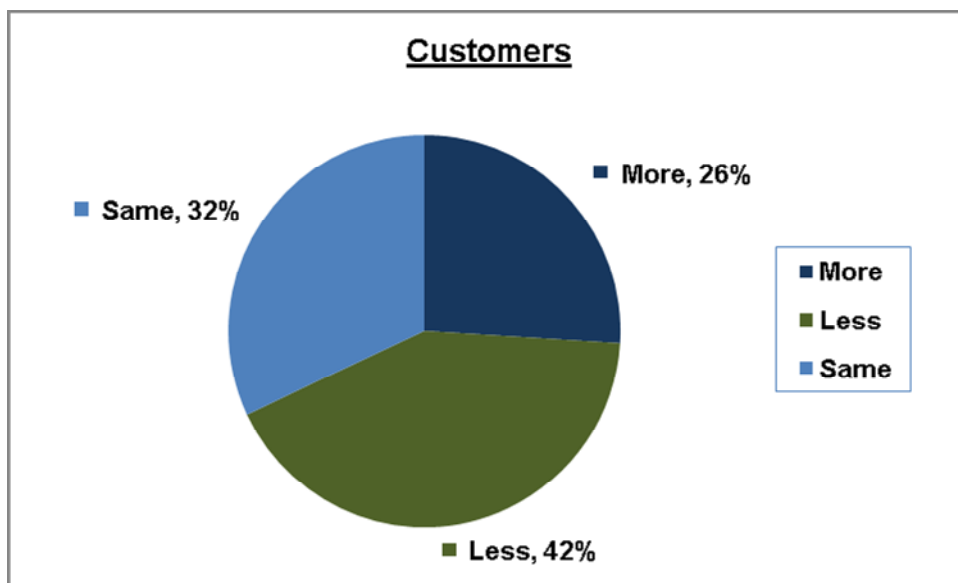
There were 8 questions in total and the results *which are based on the 8% of respondents* who took part are below:

- ❖ From the period January to March 2009 –

26% of the businesses surveyed have had *more* customers as in the same period in 2008. (This percentage is higher than the previous survey of 23%).

42% have had *less* customers as in the same period in 2008. (This figure has decreased compared to the last survey which was 55%).

32% have had the *same* numbers of customers as in the same period in 2008.



- ❖ The table below gives the results for the number of customers by the 'Type of Business' for the period January to March 2009 compared with the same period in 2008.

*The data is based on those who replied to the survey. Hence it is based on the 8% of members who replied.*

The 'Attractions' industry type have had 55% *more* customers which in the previous report was 29%.

Hotels have had 100% *less* customers and Self-catering 75% *less* customers.

<b>CUSTOMERS - MORE, LESS OR ABOUT THE SAME NUMBER OF CUSTOMERS AS IN THE SAME PERIOD 2008.</b>			
<b>TYPE OF BUSINESS</b>	<b>MORE</b>	<b>LESS</b>	<b>THE SAME</b>
<b>Attractions</b>	<b>55%</b>	<b>18%</b>	<b>27%</b>
<b>Guest House/B&amp;B</b>	<b>20%</b>	<b>20%</b>	<b>60%</b>
<b>Hotels</b>	<b>0%</b>	<b>100%</b>	<b>0%</b>
<b>Self-Catering</b>	<b>0%</b>	<b>75%</b>	<b>25%</b>
<b>Camping &amp; Caravanning</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
<b>Food &amp; Drink</b>	<b>33%</b>	<b>33%</b>	<b>33%</b>
<b>Other</b>	<b>0%</b>	<b>50%</b>	<b>50%</b>

- ❖ Comparing the period January to March 2009 with January to March 2008 *the respondents who replied to the survey* were asked how each of the following had changed - leisure customers, business customers, UK customers, overseas customers, marketing spend, discounting, turnover, costs, staffing levels.

The table of results can be viewed below:

<b>CHANGES COMPARING JANUARY TO MARCH 2009 TO WITH JANUARY TO MARCH 2008</b>				
	<b>INCREASED</b>	<b>NO CHANGE</b>	<b>DECREASED</b>	<b>N/A</b>
<b>Leisure Customers</b>	<b>28%</b>	<b>35%</b>	<b>31%</b>	<b>6%</b>
<b>Business Customers</b>	<b>6%</b>	<b>41%</b>	<b>34%</b>	<b>19%</b>
<b>UK Customers</b>	<b>25%</b>	<b>41%</b>	<b>22%</b>	<b>12%</b>
<b>Overseas Customers</b>	<b>16%</b>	<b>62%</b>	<b>6%</b>	<b>16%</b>
<b>Marketing Spend</b>	<b>25%</b>	<b>53%</b>	<b>16%</b>	<b>6%</b>
<b>Discounting</b>	<b>27%</b>	<b>50%</b>	<b>0%</b>	<b>23%</b>
<b>Turnover</b>	<b>26%</b>	<b>16%</b>	<b>48%</b>	<b>10%</b>
<b>Costs</b>	<b>51%</b>	<b>29%</b>	<b>10%</b>	<b>10%</b>
<b>Staffing Levels</b>	<b>6%</b>	<b>59%</b>	<b>16%</b>	<b>19%</b>

- ❖ There is a 51% *increase* in costs. This is a lower percentage than the last quarter. There is a 28% increase in 'Leisure customers' with a 31% decrease and just a 6% increase in 'Business customers' with a 34% decrease. 48% have had a *decrease* in turnover which is the same percentage as the last quarter and 26% have had an *increase* in turnover. Staffing levels are 59% *no change* and 16% *decrease*.
- ❖ The next table gives the results for the changes in 'UK Customers' and the change in 'Costs', for the different 'Industry Types', comparing the period January to March 2009 with January to March 2008.

'Destination Worcestershire' Tourism Industry Performance Monitor Survey  
January to March 2009

<b><u>CHANGES COMPARING JANUARY TO MARCH 2009 TO JANUARY TO MARCH 2008</u></b>				
	<b>INCREASED</b>	<b>NO CHANGE</b>	<b>DECREASED</b>	<b>N/A</b>
<b>ATTRACTION</b>				
UK Customers	46%	27%	9%	18%
Costs	18%	55%	9%	18%
<b>GUEST HOUSE/B&amp;B</b>				
UK Customers	20%	80%	0%	0%
Costs	40%	40%	20%	0%
<b>HOTEL</b>				
UK Customers	33%	33%	33%	0%
Costs	67%	0%	33%	0%
<b>SELF CATERING</b>				
UK Customers	0%	25%	63%	12%
Costs	75%	0%	0%	25%
<b>CAMPING &amp; CARAVANNING</b>				
UK Customers	0%	0%	0%	0%
Costs	0%	0%	0%	0%
<b>FOOD &amp; DRINK ESTABLISHMENT</b>				
UK Customers	33%	67%	0%	0%
Costs	100%	0%	0%	0%
<b>OTHER</b>				
UK Customers	0%	50%	0%	50%
Costs	50%	50%	0%	0%

‘Destination Worcestershire’ Tourism Industry Performance Monitor Survey  
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There is a trend for ‘Increases in Costs’.

There was a high trend for a ‘decrease’ in the number of UK customers in the last report but looks more positive in the table above.

- ❖ The next Table gives the results of ‘expected trends’ regarding turnover, costs and volume for the next three months compared with the same period in 2008.

Expected ‘Turnover’ is 42% *increase*, 23% *no change* and 35% *decrease*. These results are more positive than the previous report.

Expected ‘costs’ are an *increase* at 52%.

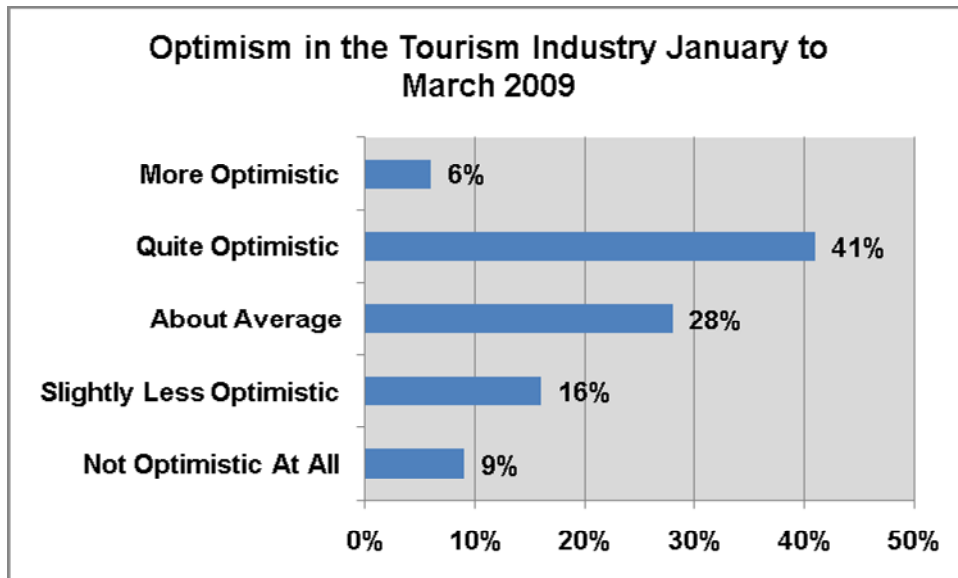
Expected ‘Volume’ at 45% *increase*, 23% *no change* and 32% *decrease*. Again these results are more positive than the previous report.

<u>EXPECTED TRENDS FOR THE NEXT THREE MONTHS COMPARED WITH SAME PERIOD IN 2008</u>			
	INCREASE	NO CHANGE	DECREASE
Turnover	42%	23%	35%
Costs	52%	32%	16%
Volume	45%	23%	32%

- ❖ The main external factors affecting demand for tourism are the ‘*weather*’, ‘*credit crunch/economic downturn*’, ‘*strength of the Euro*’ and ‘*lack of money*’. (31 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 main

response was - ‘economy/recession’ and ‘weather’. (25 people responded to this question).

- ❖ 6% of the businesses who responded to the survey are *more optimistic* about the tourism industry in general compared with the same time last year, 41% *quite optimistic*, 28% *about average*, 16% *slightly less optimistic* and 9% *not optimistic at all*.

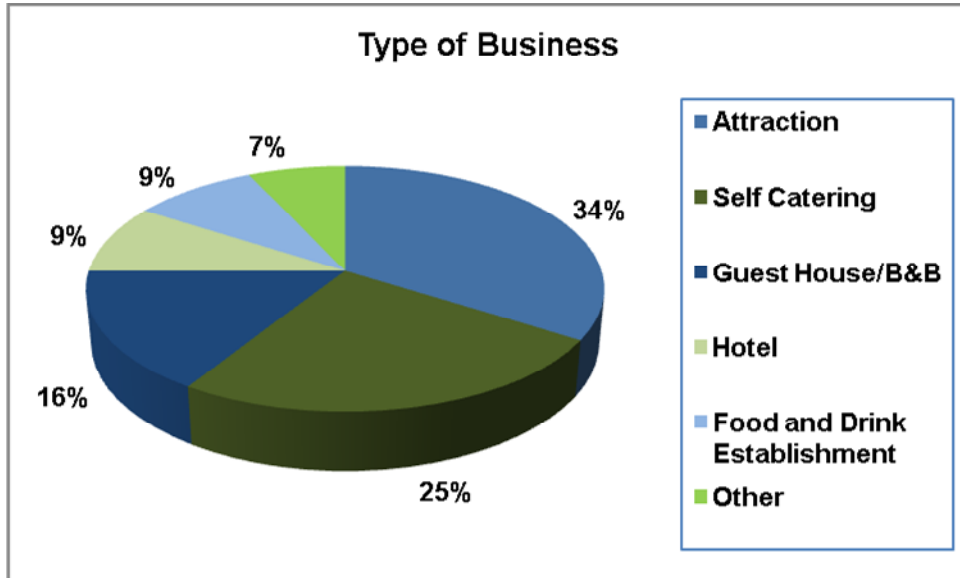


- ❖ The below table gives business performance (turnover, costs, volume) over the period January to March 2009 compared to the same period in 2008.

<u>BUSINESS PERFORMANCE JANUARY TO MARCH 2009 COMPARED TO THE SAME PERIOD IN 2008</u>			
	INCREASE	NO CHANGE	DECREASE
Turnover	31%	25%	44%
Costs	61%	26%	13%
Volume	26%	39%	35%

‘Destination Worcestershire’ Tourism Industry Performance Monitor Survey  
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- ❖ The type of businesses who responded to this survey are – 34% Attraction , 25% Self Catering, 16% Guest House/B&B, 9% Food and Drink Establishment, 9% Hotel, 7% Other.



Compared to the last quarter the results have a more positive feel. Optimism is higher than the last results. The economic downturn and weather is still a major concern for businesses but the overall results are certainly more encouraging.