



Business Barometer Survey 2018

Key Findings

April 2018



Mill House
North Street
York, YO1 6JD
Tel: 01904 632039



Aims & method

- **Business barometer survey of members**
- **The aims of the barometer are to:**
 - Understand how different sectors of the membership are performing
 - Determine the level of business being generated by our membership
 - Inform lobbying and PR activity
 - Allow UKinbound to react to industry developments more quickly, by gathering feedback on current issues impacting the tourism industry
- **Online survey sent to members March 2018**
- **48 completed surveys – 12% of membership base**
- **Many thanks for taking part!**

Q1 Which of the following factors are likely to impact future bookings / visitor retention in either a positive or negative way over the next 12 months?

	Very positive	Positive	Mixed (or unsure)	Negative	Very negative
Air Passenger Duty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exchange rate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
UK competitiveness with other destinations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VAT	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Welfare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Awareness of UK tourism products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of routes into the UK from overseas destinations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Airport capacity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
GREAT campaign	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of accommodation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Awareness of retail tourism services to UK visitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
UK infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

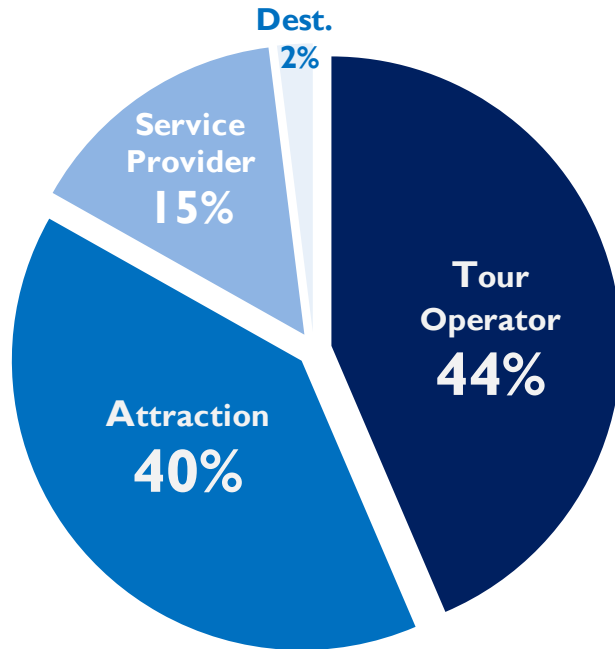
Go to question

Next

Qa RESEARCH

Varied mix of sectors took part

Sample broadly reflective of membership breakdown although there were no responses from the accommodation sector.



Q1. Which membership category do you fall into? Base: 48

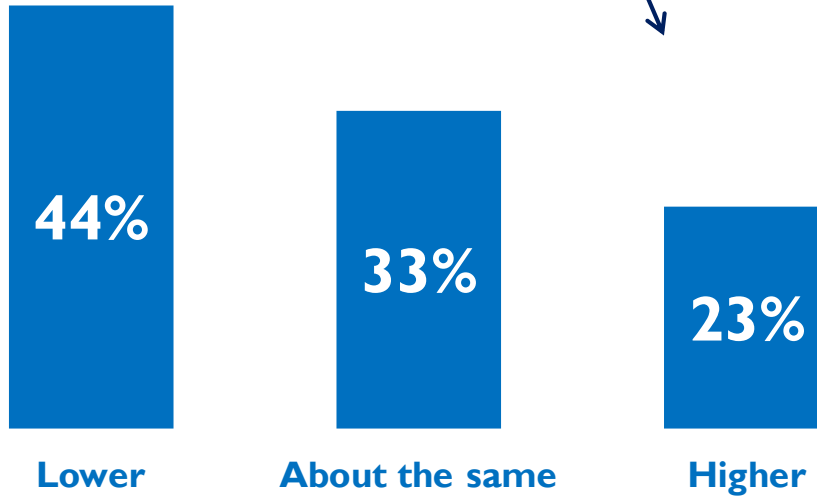


RESULTS

Bookings / visitor numbers / customer orders in Jan & Feb 18 higher for 23% of members compared to 2017

For those who selected higher, on average, bookings/visitor numbers/customer orders increased by

34%



Lower

About the same

Higher

For those who selected lower, on average, bookings/visitor numbers/customer orders decreased by

16%

Tough time for attractions:
63% reported a decline in visits.

TOs reported mixed picture:
Only 19% saw an increase in bookings, 52% about the same, 29% saw a decrease.



Why did your bookings/visitor numbers/customer orders *increase*?

“The economic situation is much better and people are less afraid to travel after the terror attacks, most know it can happen everywhere.”

Service Provider

“Combination of factors: increased flight links; low pound; perceived security; TV/Film exposure and social media.”

Attraction



“Better cut through of a regular campaign vs previous year due to increased visibility and awareness.”

Attraction

“Increase in bookings from European markets.”

Tour Operator

Why did your bookings/visitor numbers/customer orders *decrease*?

“Less UK visitors weekends and school holiday period / weather / softer pre theatre market.”

Service Provider

“Prices set in advance by hotels are too high and then all the special offers come out far too late to be able to react and create business”

Tour Operator

“Weather and impact on travel stifled short term bookings.”

Attraction



“Continual decline in domestic market and really cold weather.”

Attraction

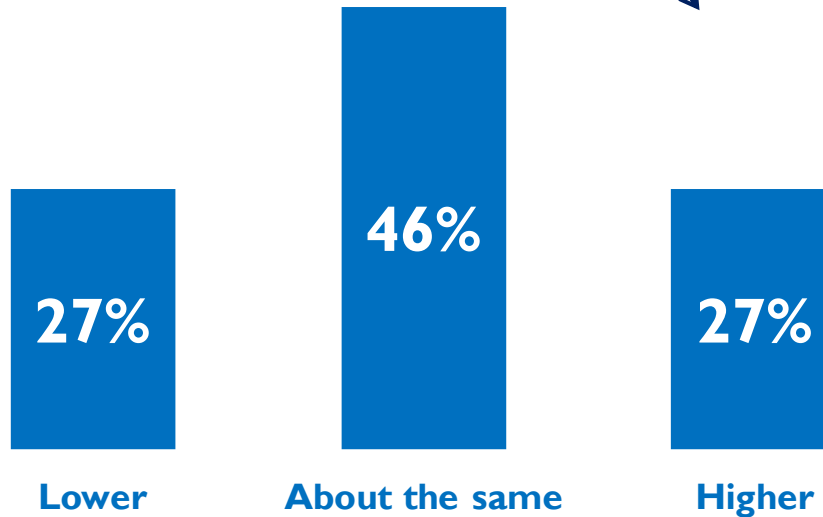
“Shortage of European speaking staff in London and south east”

Service Provider

Revenue yield in Jan & Feb 18 increased for 27% of members compared to 2017

For those who selected higher, on average, revenue yield increased by

21%



Lower

About the same

Higher

For those who selected lower, on average, revenue yield decreased by

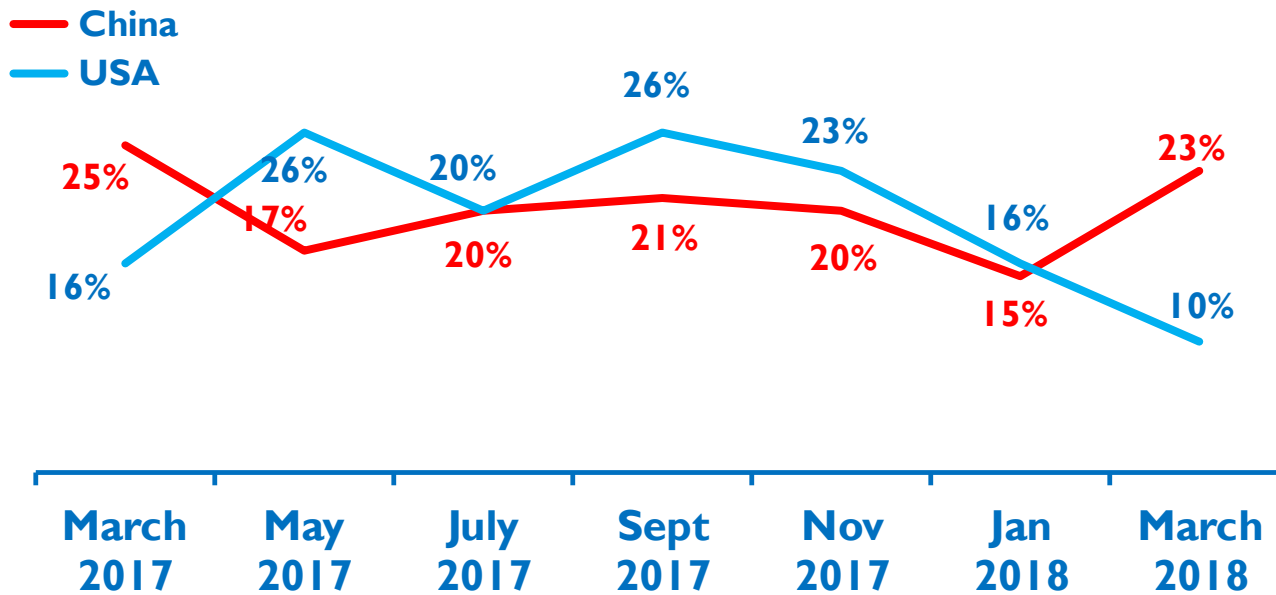
15%

Attractions revealed a mixed picture on revenue: 37% experienced an increase in revenue, 32% about the same & 32% saw a decrease.

Many TO revenues static: 67% said revenues were about the same.



China & USA still leading growth markets but revealing stark differences in performance with the USA at its lowest for some time



27%
Not experiencing growth from any overseas markets.



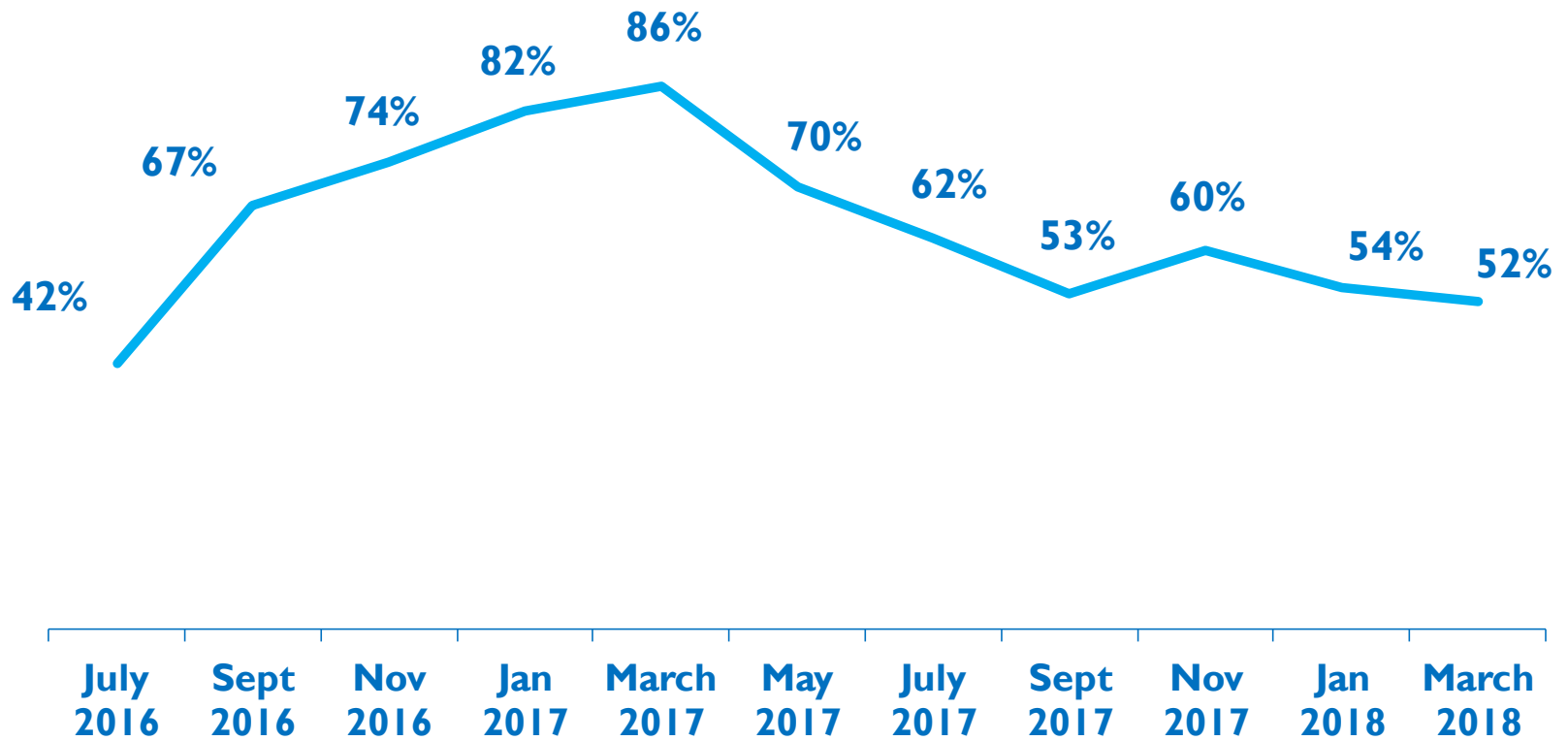
France still remains as main declining market



46%

Not experiencing
decline from any
overseas markets.

Confidence in future business levels dips slightly



Reasons for feeling *confident* about the next 12 months...

“We definitely benefit from overall popularity of Scotland at the moment..”
Service Provider



“Confidence building back from last years terrible events. But not helped by the continuing surge of hotel rates.”
Accom. Provider

“New museum opened within the existing attraction. Strong group bookings for year-ahead..”
Attraction

“Bookings are holding steady but margins are getting squeezed. Currency depreciation has worked its way through and low £ is the new norm.”
Tour Operator

Reasons for feeling *less confident* about the next 12 months...

“Threat of terrorism and French school ban to churches in 2017 have affected our numbers badly.”

Service Provider

“Things feel very uncertain and change month on month (but) increase in Chinese visitors is a constant.”

Destination



“Locations outside of London appearing to be more popular.”

Attraction

“I feel 'London' is a pariah at the moment. Visitors are going to Scotland, Lake District, Bath...anywhere but London. I hope this trend ends soon but I am not too optimistic for this year .”

Tour Operator

81%

Giving no or low level of priority to targeting visitors from GCC countries

Iraq

Kuwait

Bahrain

Qatar

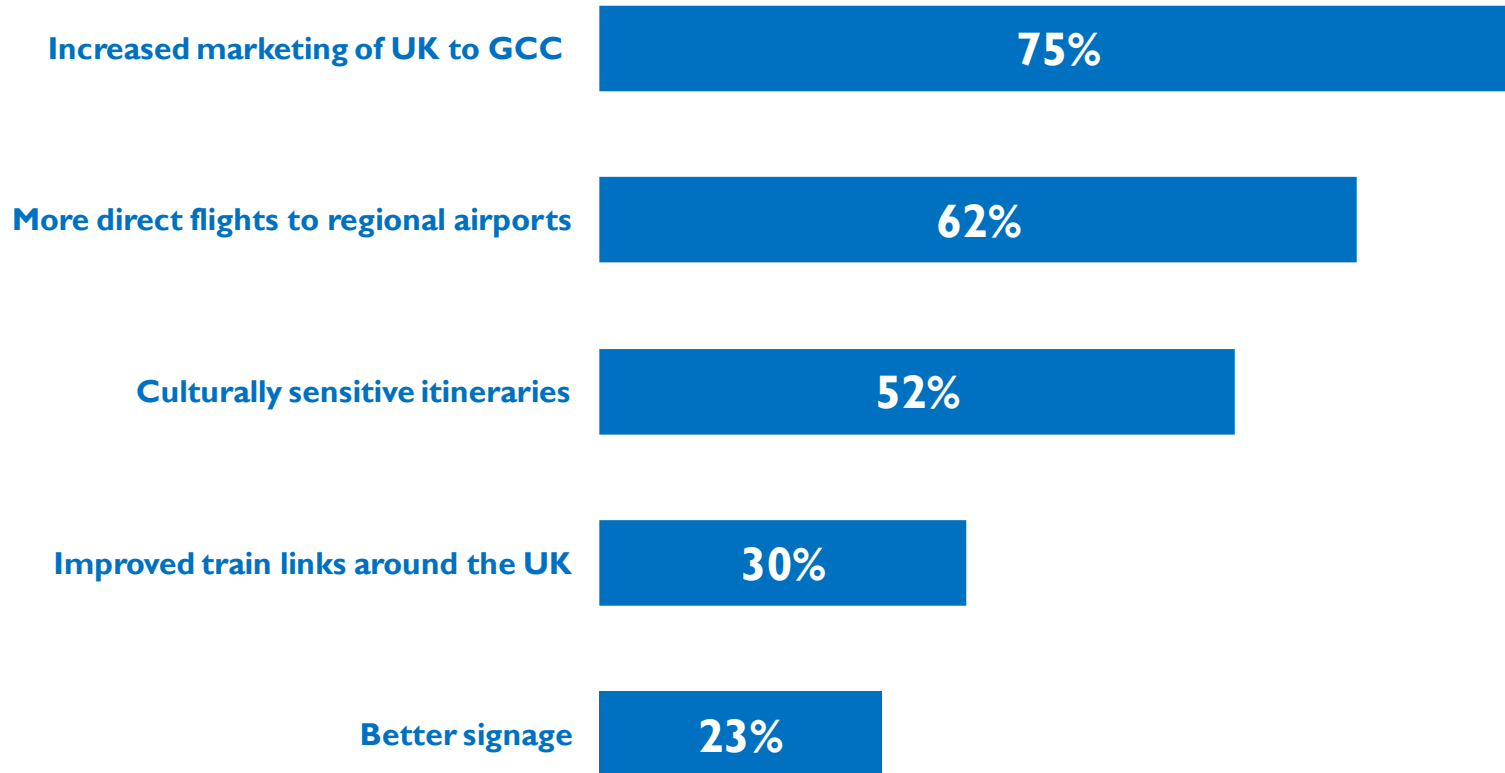
Saudi Arabia

UAE

Oman

Q7. What level of priority is your organisation giving to targeting visitors from GCC countries? Base: 48 (score given on a scale of 1 to 5 with 1 being very low/no priority and 5 being very high priority)

Marketing & more direct flights to the regions seen as key to encouraging GCC visitors to explore more of the UK





Contact ...

Richard Bryan

richard.bryan@qaresearch.co.uk

01904 632039

www.qaresearch.co.uk

