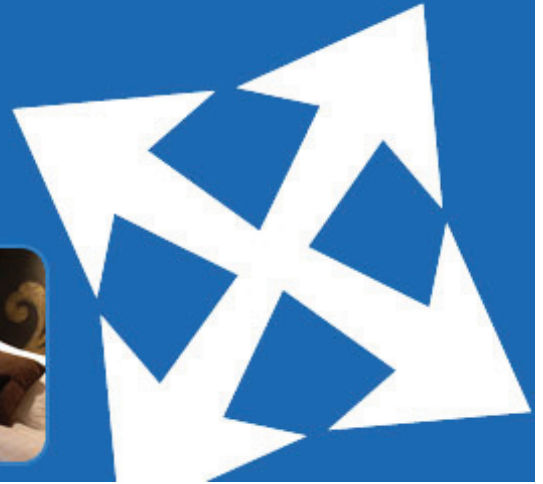




TourismMatters.co.uk

Doesn't it?



Survey Name: 2009 Tourism Survey

Response Status: Partial & Completed

Filter: None

Nov 18, 2009 8:11:33 AM

TextBlock:

Today, the 22nd of October saw yet another report from a national business body suggesting that tourism has had a strong summer and that the industry is set fair.

Yesterday we received an open email from a highly respected hotelier suggesting quite the contrary and his comments are certainly not isolated.

Anecdotally the position appears to have been good in some places, clearly not so good in others but the idea that it's been a good year for tourism needs further research. This survey is purposely simple and as inobtrusive as possible but has been designed to give a snapshot picture of how businesses have been performing and how they themselves view the future.

We do not believe there is enough current information out there and even a snapshot of the picture across sectors and geographical areas can help. This is a completely independent questionnaire put out to a couple of thousand businesses in the tourism industry in Scotland, it may not change thinking or revolutionise the industry but it may help inform.

We will publish the results fully next week with analysis and it is therefore a genuine plea for you to take two or three minutes to complete the questionnaire for your business.

This survey has been sent by Plan B, who publish the TourismMatters Blog and provide marketing and consultancy services to the tourism industry in Scotland. The responses will remain confidential and will not be used for any other purposes than collating a final report which will be made publicly available.



What is your primary business?

Answer	0%	100%	Number of Response(s)	Response Ratio
Hotel with less than 20 bedrooms			34	14.5 %
Hotel with more than 20 bedrooms			21	8.9 %
B&B or Guest House			89	38.0 %
Self Catering Business			48	20.5 %
Visitor Attraction			5	2.1 %
Golf Course			10	4.2 %
Restaurant			0	0.0 %
Tour Operator			7	2.9 %
Other			17	7.2 %
No Response(s)			3	1.2 %
Totals			234	100%

If you are VisitScotland graded could you indicate your rating?

Answer	0%	100%	Number of Response(s)	Response Ratio
One Star			0	0.0 %
Two Star			11	4.7 %
Three Star			81	34.6 %
Four Star			97	41.4 %
Five Star			15	6.4 %
Totals			234	100%



Where is your primary business located?

Answer	0%	100%	Number of Response(s)	Response Ratio
Edinburgh & Lothians			23	9.8 %
Glasgow & Clyde Valley			4	1.7 %
Stirling, Loch Lomond & The Trossachs			11	4.7 %
Angus & Dundee			10	4.2 %
Fife			9	3.8 %
Perthshire			11	4.7 %
Argyll & The Isles			27	11.5 %
Aviemore & The Cairngorms			15	6.4 %
Inverness, Loch Ness & Nairn			17	7.2 %
Northern Highlands			19	8.1 %
Shetland & Orkney			0	0.0 %
Skye & Lochaber			34	14.5 %
Western Isles			1	<1 %
Aberdeenshire			5	2.1 %
Moray Coast			3	1.2 %
Royal Deeside			2	<1 %
Arran			5	2.1 %
Ayrshire			22	9.4 %
Dumfries & Galloway			7	2.9 %
The Borders			6	2.5 %
No Response(s)			3	1.2 %
Totals			234	100%



How do your levels of business compare this year with the same period in 2008

1 = Down, 5 = No Change, 9 = Up

Answer	1	2	3	4	5	6	7	8	9	Number of Response(s)	Rating Score*
Sales Revenues										223	5.3
Business Costs										223	6.4
Occupancy levels/Admissions Numbers/Covers/Tee Times										223	5.3
Rates achieved										223	5.1

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.



How does your visitor profile for 2009 compare with the same period in 2008?

1 = Down, 5 = No Change, 9 = Up

Answer	1	2	3	4	5	6	7	8	9	Number of Response(s)	Rating Score*
Visitor Levels from Scotland										220	5.4
Visitor Levels from Rest of UK										220	5.6
Visitor Levels from Ireland										220	4.8
Visitor Levels from Scandinavia										220	4.8
Visitor Levels from US and Canada										220	4.3
Visitor Levels from Germany										220	5.3
Visitor Levels from France										220	4.9
Visitor Levels from Southern Europe - Italy, Spain, etc										220	5.1
Visitor Levels from Russia										220	4.7
Visitor Levels from Eastern Europe										220	4.8

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

With regards to business for 2010, how would you rate the following?

1 = Down, 5 = No Change, 9 = Up

Answer	1	2	3	4	5	6	7	8	9	Number of Response(s)	Rating Score*
General Enquiries compared to this time last year										228	4.6
Confirmed Bookings compared to this time last year										227	4.8

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.



In your own personal opinion how would do you view the following for 2010?

1 = Highly Pessimistic, 5 = No Change, 9 = Highly Optimistic

Answer	1	2	3	4	5	6	7	8	9	Number of Response(s)	Rating Score*
Prospects for the Overall Scottish Economy										312	4.5
Prospects for Scottish Business Related Tourism										312	4.7
Prospects for Scottish Leisure Tourism										312	5.1
Prospects for Your Own Business										312	5.4

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

If you wish to add any comment please do so here

91 Response(s)