



How's business

Business Performance of the Tourism Industry in the Southwest – May 2010

Index

1. Sample Profile
2. Business Performance
 - a. Number of Visitors
 - b. Turnover and Profitability
 - c. Visitor Characteristics
3. Booking Levels
4. Future Prospects
5. Your Comments

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South West Tourism

TNS Travel & Tourism

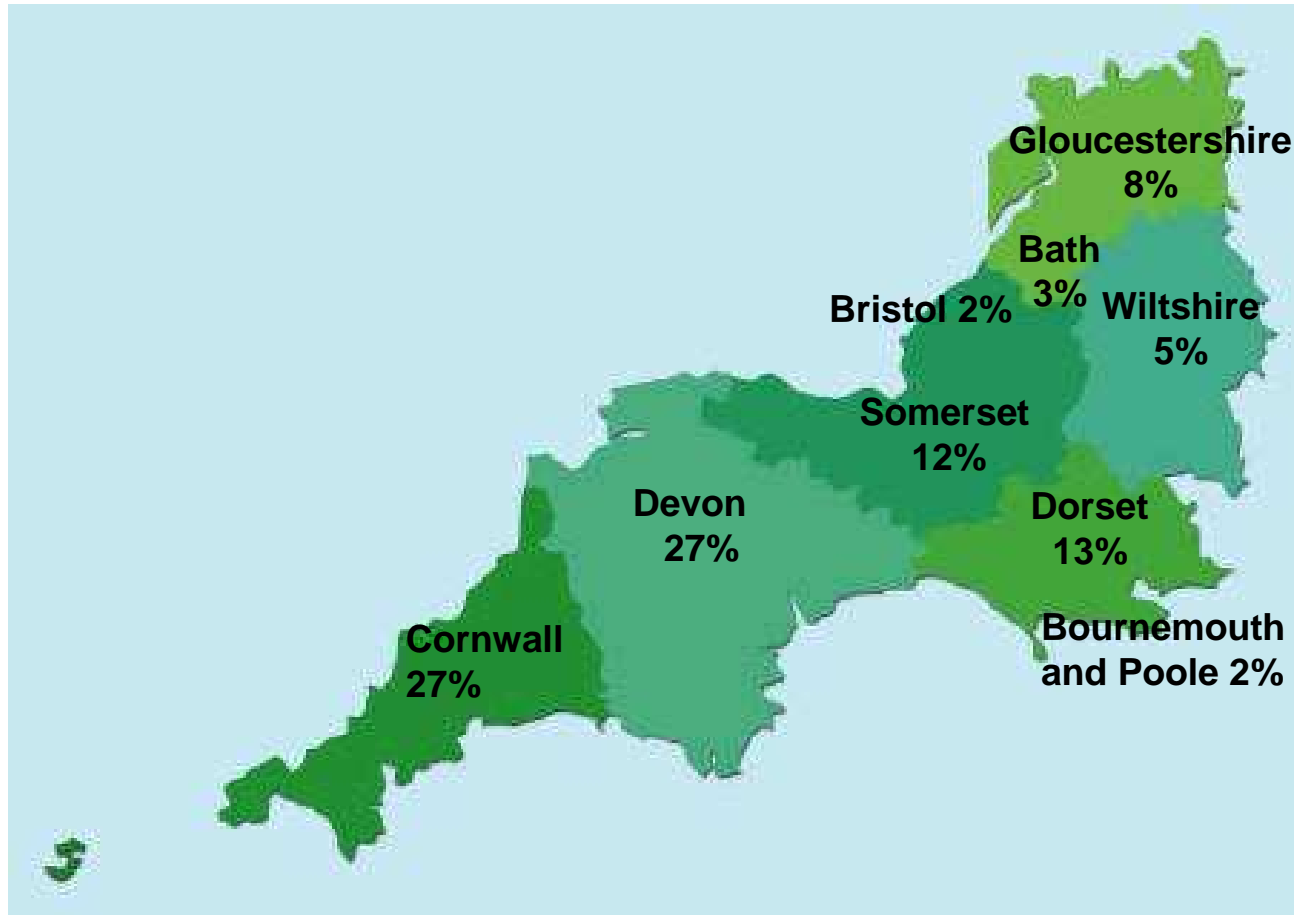
Created
17 June 2010

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Summary of Key Findings

- The number of respondents reporting an increase in visitor numbers (31%) continued to rise this month, while numbers of respondents estimating a decrease in visitor numbers (40%) compared to the same month last year continued to decline. The fact that the school half term was in early June should be taken into account when comparing results with 2009 when half-term was in May.
- A similar picture applies to turnover: 34% of businesses reported an increase in turnover compared to May 2009. This figure has been on the increase for five months. The levels of profit again are reported to be marginally lower than those for turnover.
- Respondents continue to become less polarised in their opinions on the extent to which visitor numbers and turnover have changed from the corresponding month one year ago. The figures this month are similar to estimates reported in September / October 09.
- More businesses have reported an increase in all types of visitors this month.
- The number of respondents reporting an increase in visitor spending is on the rise (from 5% in Feb to 9% in May). Respondents stating that visitors are spending 'about the same as last year' also is on the increase (from 35% in Feb to 44% in May).
- Less than half of the respondents (42%) reported that bookings for the early Summer period are down, which is slightly more optimistic than previously reported . 46% of respondents reported that bookings for the main summer holiday period are lower than expected.
- Optimism ratings about prospects for the tourism industry within the South West rose this month for the first time since December . On a 10 point scale, where 10 is very optimistic and 1 is very pessimistic, the average rating was 6.01 compared to 5.66 in April.

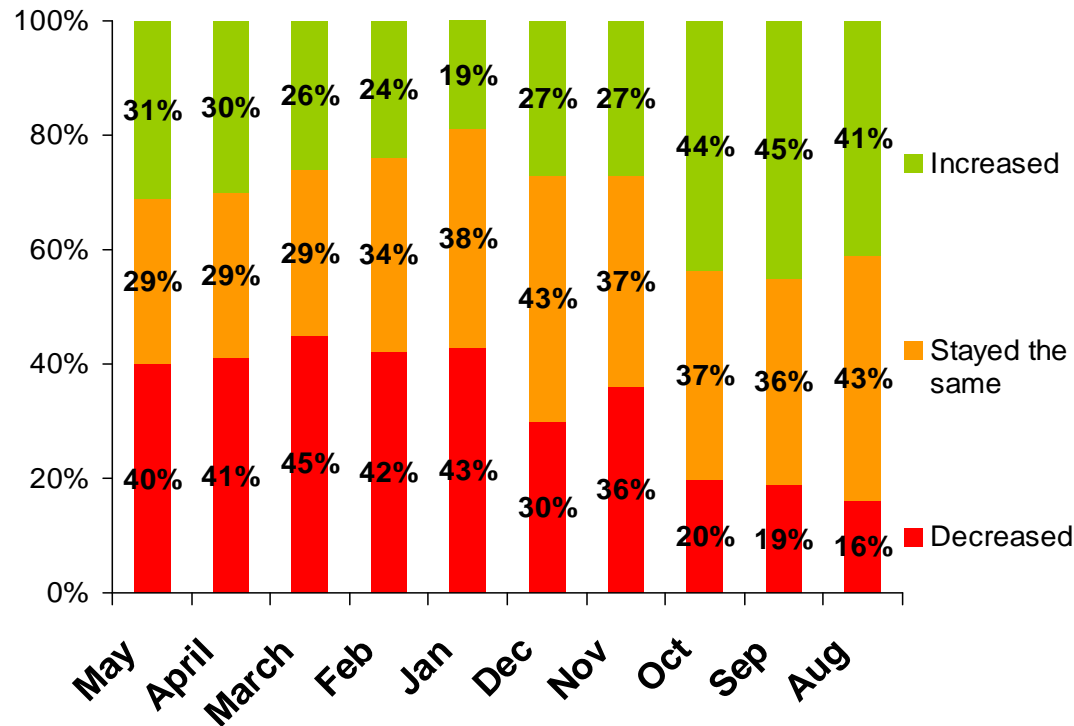
Respondents by Area – May 2010



Base: All respondents May (496)

Change in number of visitors 2010 vs. 2009

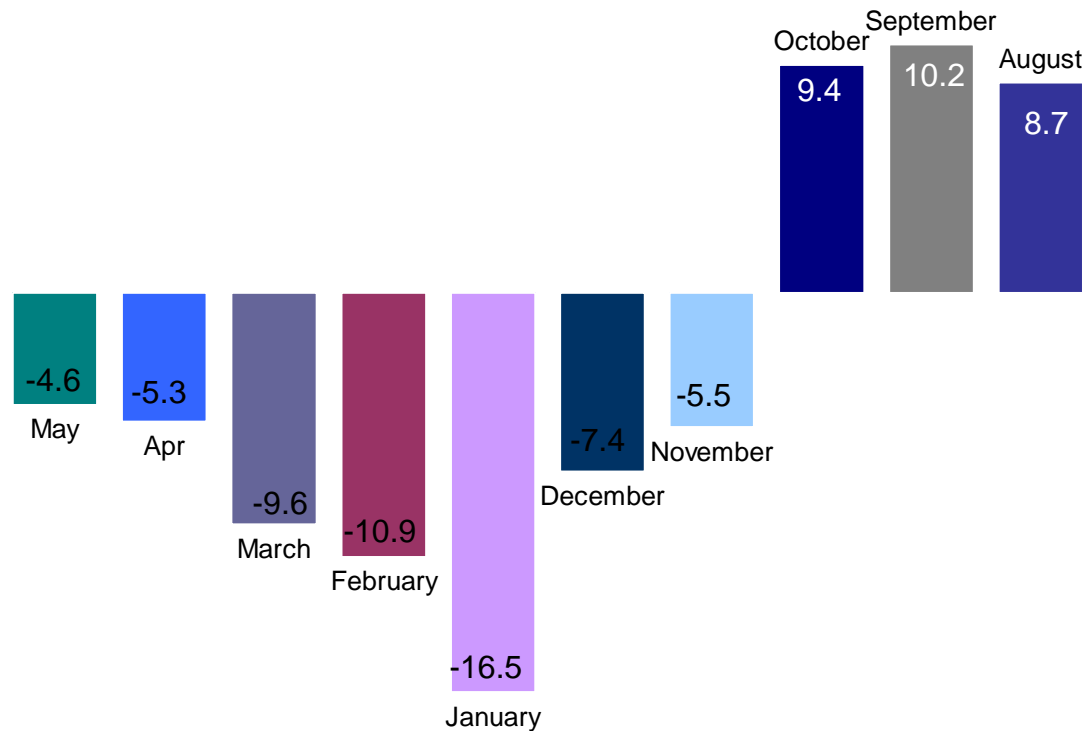
There has been a steady rise for the past five months in the number of respondents reporting an increase in visitor numbers. Meanwhile numbers reporting a decrease in visitor numbers (compared to the same time last year) have declined a little from the relatively high proportion in March (45%).



Base: All respondents May (496), April (483), March (524), February (574), January (404), December (434), November (580), October (689), September (852), August (831)

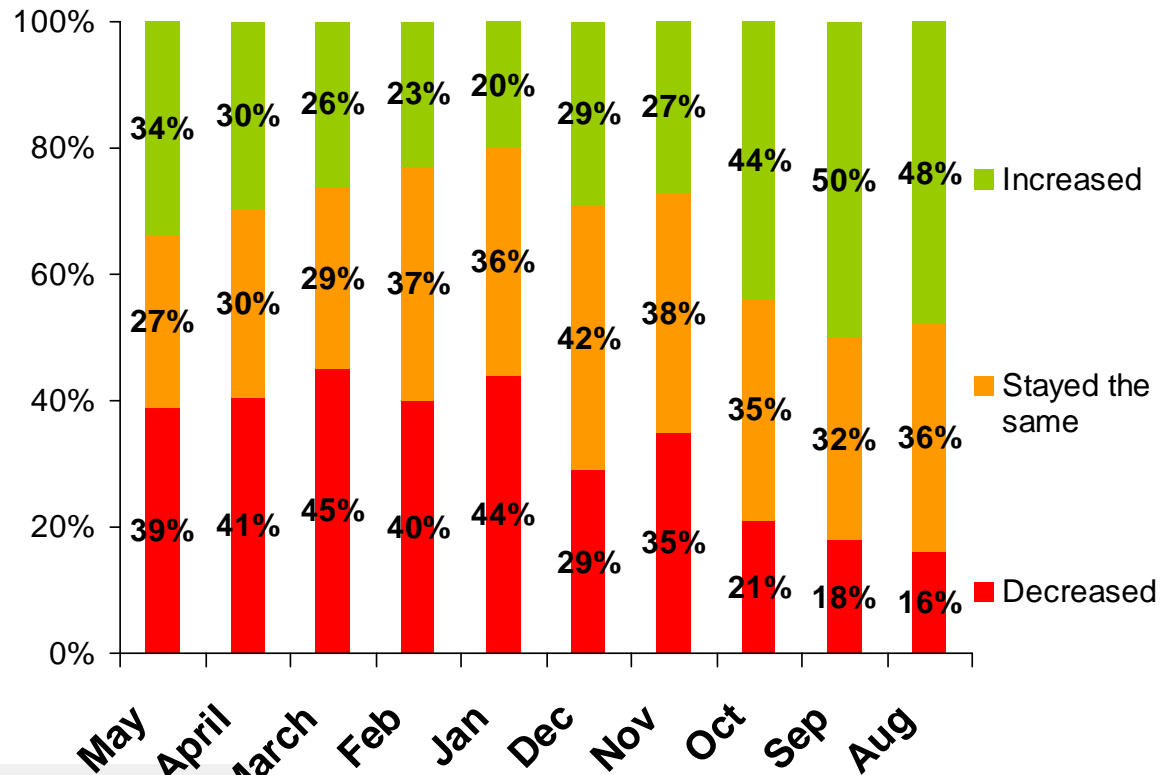
Overall change in number of visitors 2010 vs. 2009

- For the past 7 months there has been a decrease in the estimated number of visitors (compared to a year ago).
- However, the percentage decrease in visitor numbers was smaller this month, maintaining the improvement which has been evident throughout 2010.



Change in turnover 2010 vs. 2009

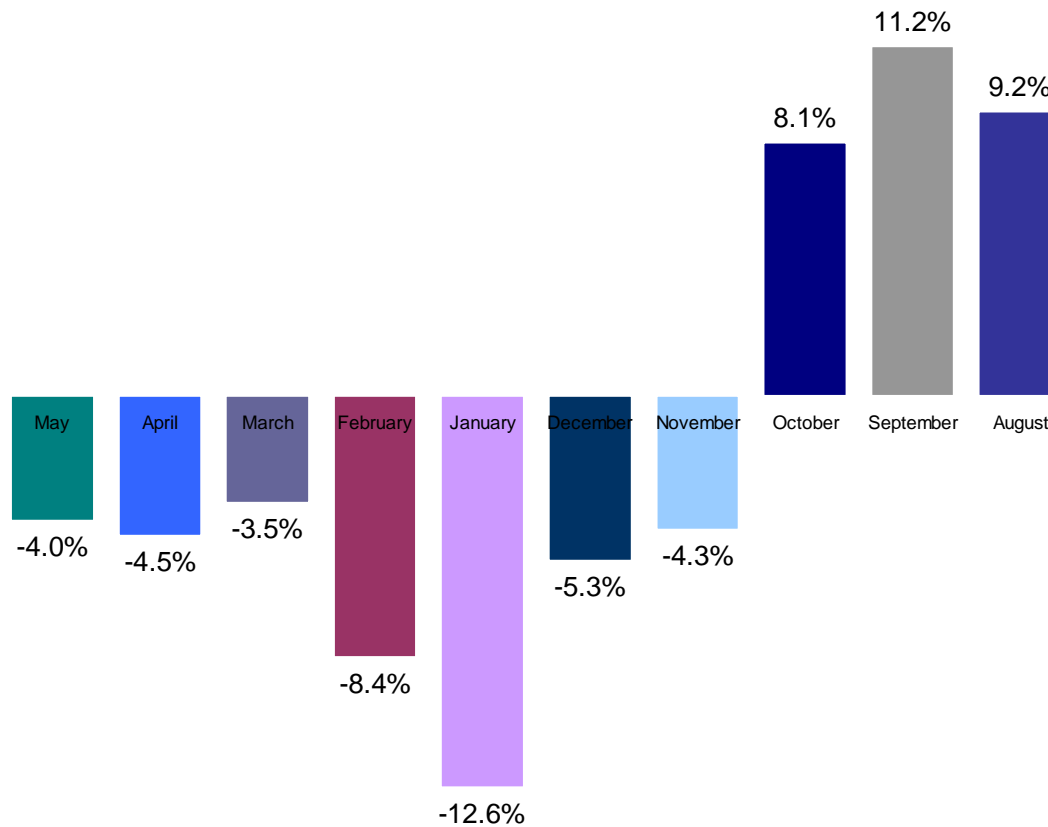
The levels of change in turnover slightly exceed those reported for visitor numbers, with a 4% rise in the number of respondents reporting an increase in turnover, and a 2% decrease in businesses reporting lower turnover (compared to May 2009). The overall pattern however mirrors the changes reported in visitor numbers; the number of respondents estimating an increase in turnover has been rising for five months and the numbers estimating a decrease have been declining in the last couple of months.



Base: All respondents May (496)

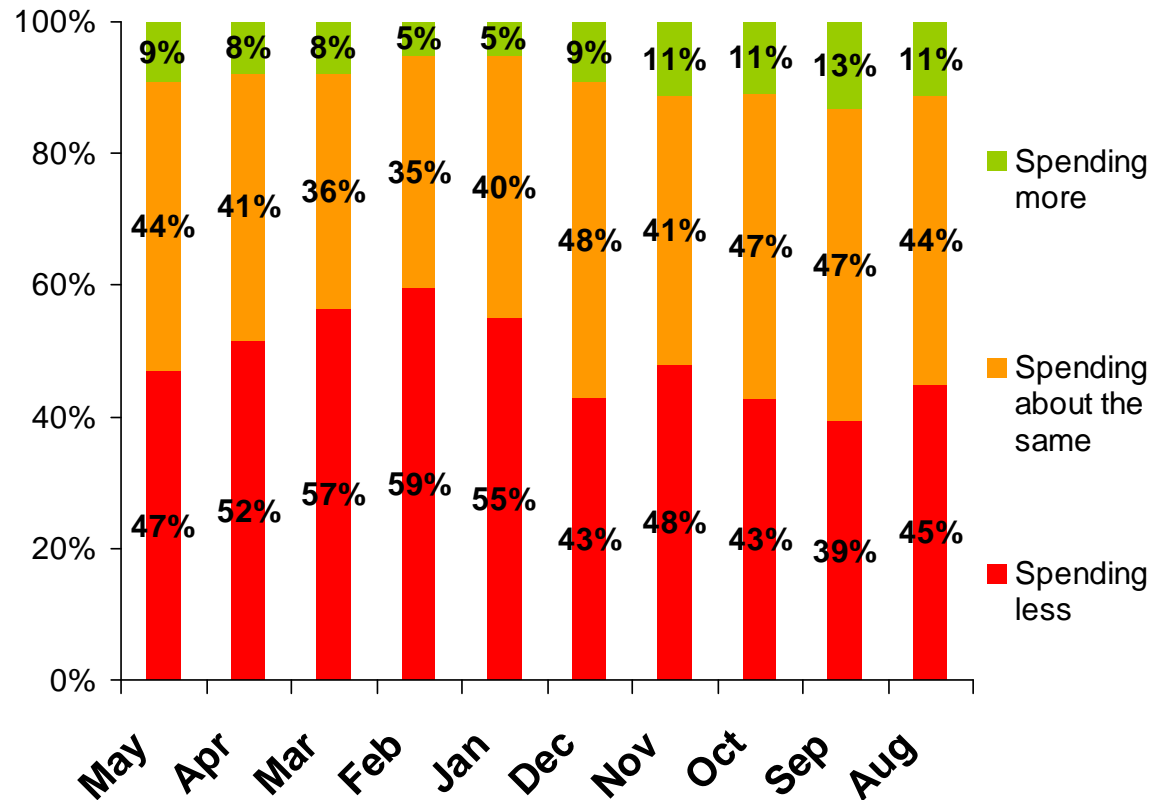
Overall change in turnover 2010 vs. 2009

- In May, there has been a reported decrease in turnover compared to May 09.
- The percentage decrease in turnover was slightly smaller than the percentage decrease reported last month.



Spending of visitors 2010 vs. 2009

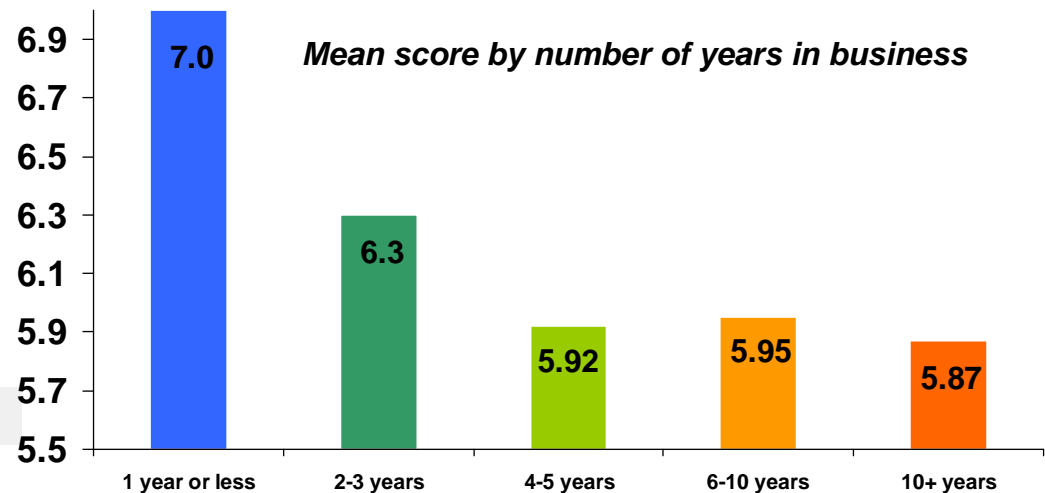
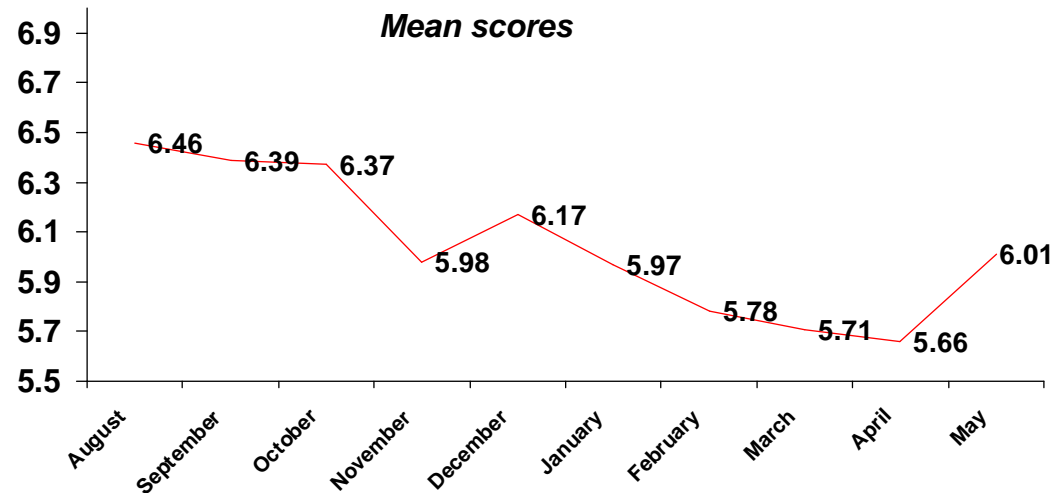
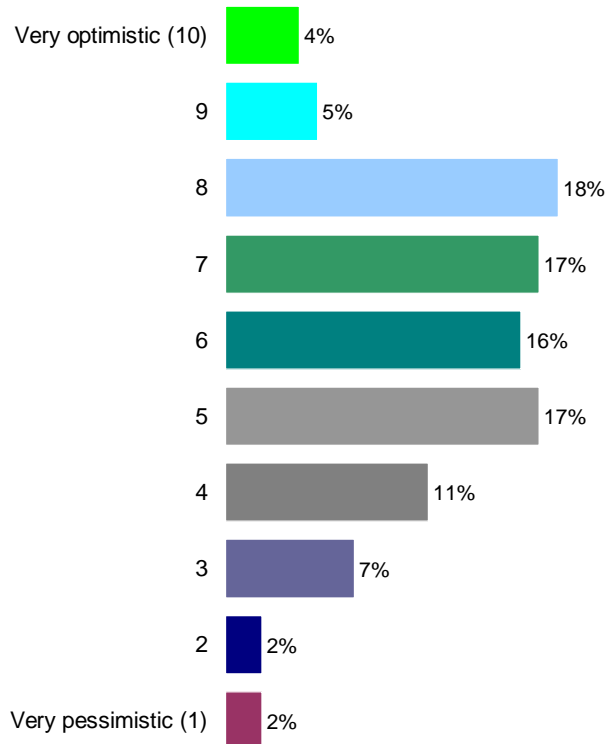
The number of respondents reporting an increase in visitor spending continued to increase (from 5% in Feb to 9% in May). Respondents stating that visitors are spending 'about the same as last year' also continued to increase (from 35% in Feb to 44% in May). There was a further decrease this month in the proportion of businesses reporting a drop in visitor spending.



Base: All respondents May (496)

Optimism towards prospects for the tourism industry within the South West

The optimism rating has risen this month by one-third of a point. Optimism scores are lower in those businesses which have been in operation for a longer time (4+ years).



Base: All respondents May (496)



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