



Business sentiment

Q1 2025

Key Findings

Business performance



- Forty percent of businesses reported that their overall performance over the past six months was either much better or slightly better compared to the previous six months. An additional 37% said performance remained the same, while 20% noted it was slightly worse and only 3% reported it was significantly worse.



- When businesses were asked how they expect the next six months to compare to the previous period, 43% anticipated their performance would be much better or slightly better. Another 34% expected it to remain the same, while 17% predicted it would be slightly worse. Only 3% expected a significant decline, and the remaining 3% were uncertain about what to expect.



- Forty-nine percent of businesses reported an increase in revenue compared to the same period last year, while 20% saw no change and 31% experienced a decline.
- To manage rising costs, 63% of businesses have increased their prices by up to 10%, while 51% have postponed investment, building projects, or maintenance work.



Key Findings

Guests & Visitors



- Fifty-four percent of businesses reported that visitor numbers were either stable or had increased. Meanwhile, 43% noted a decline, with 11% of those indicating a significant drop. The remaining 3% were unsure.



- Fifty-one percent of businesses reported that more than 75% of their guests or visitors pre-book.
- Booking lead times were reported to be generally short, with 37% of bookings made within seven days of the visit or stay, including 27% made within 48 hours. Twenty-nine percent of businesses cited a lead time of two to four weeks, while 17% reported bookings typically occurred two to three months in advance. The remaining 16% either indicated other lead times or were unsure.



- Older couples made up the largest visitor demographic, with 86% of businesses reporting guests from this group. This was closely followed by families with young children, cited by 67% of businesses.



Key Findings

Guests & Visitors



- The majority of visitors were reported to have travelled from within the UK, typically journeying one to three hours to reach their destination.



- Forty-three percent of businesses reported welcoming international visitors.



Key Findings

Business Sentiment Survey Summary (Q1 2025)

Businesses across the Peak District and Derbyshire reflected on their performance during Q1 2025 (January to March), with sentiment showing cautious optimism. Forty percent reported that their overall performance during this period was either much better or slightly better compared to the previous six months. An additional 37% noted no change, while 20% experienced a slight decline and 3% reported a significant drop.

Looking ahead, 43% of businesses anticipated improved performance over the next six months, while 34% expected conditions to remain the same. Seventeen percent foresaw a slight downturn, and 3% anticipated a significant decline. The remaining 3% were uncertain about future prospects.

Revenue comparisons to the same period last year were mixed: 49% of businesses reported an increase, 20% saw no change, and 31% experienced a decline. Visitor numbers followed a similar trend, with 54% reporting stable or increased figures, while 43% observed a decrease—including 11% who described it as considerable. Just 3% were unsure.

Visitor behaviour continued to reflect short-term planning, with 51% of businesses stating that over 75% of their guests pre-booked. Booking lead times were generally short: 37% of bookings were made within seven days of the visit, including 27% within 48 hours. Meanwhile, 29% reported bookings occurring two to four weeks in advance, and 17% said their typical lead time was two to three months. The remaining 16% indicated varying lead times or were unsure.

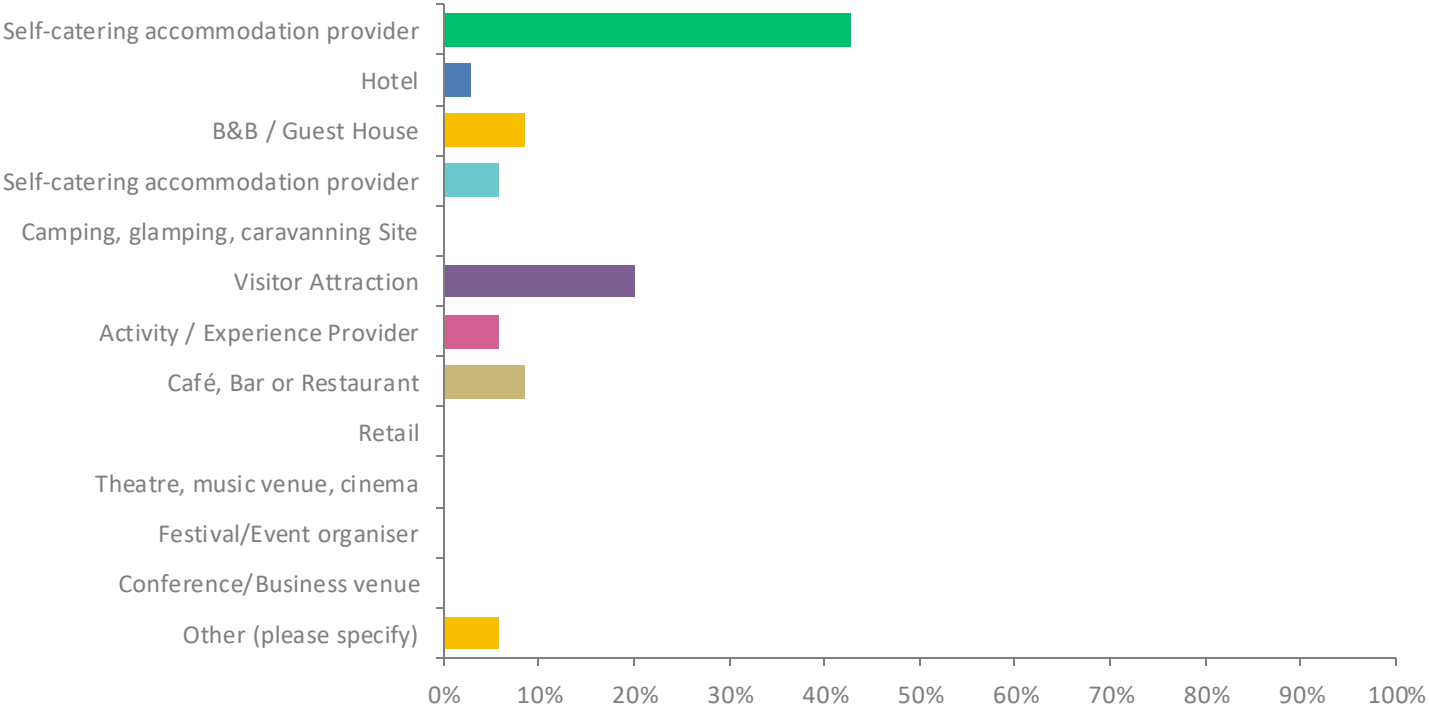
In terms of visitor demographics, older couples remained the most prevalent group, reported by 86% of businesses, followed by families with young children at 67%. Most visitors travelled domestically, typically journeying one to three hours to reach the area, though 43% of businesses also reported welcoming international guests.



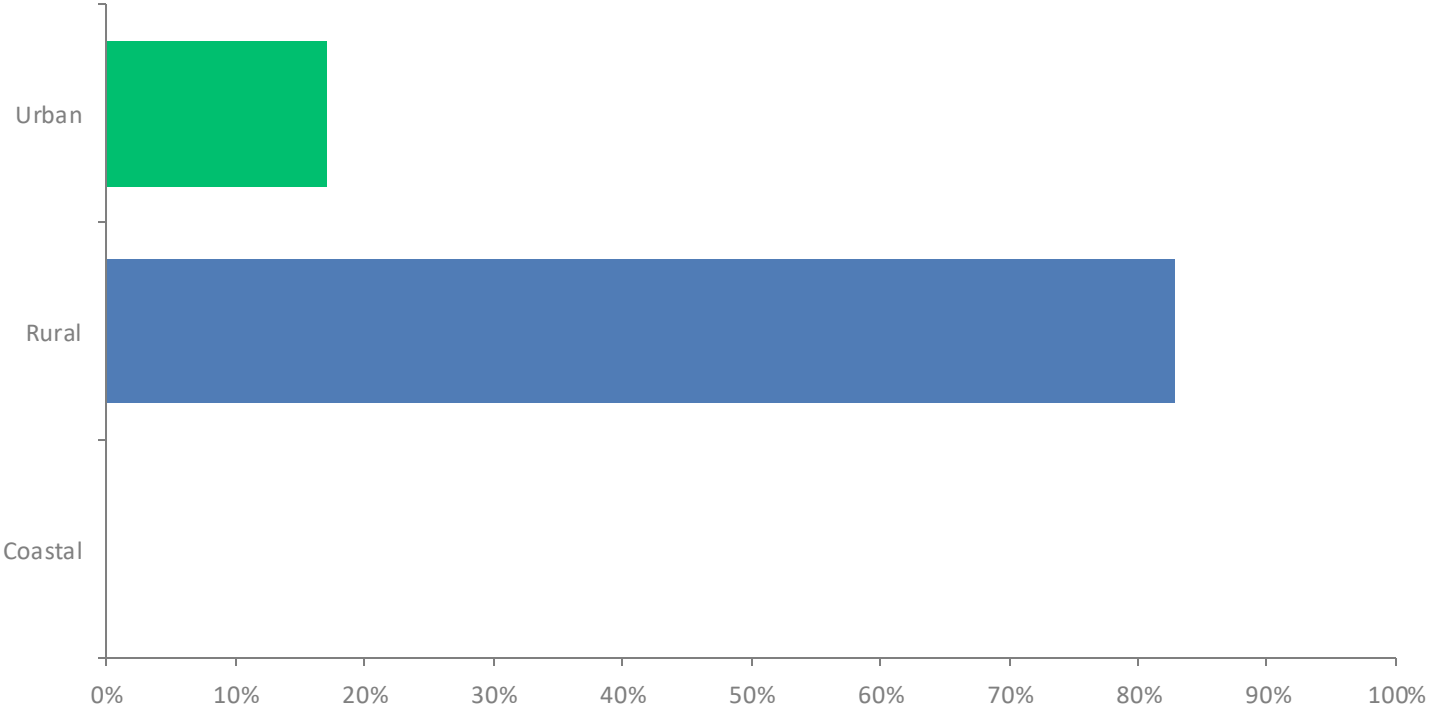


The Data

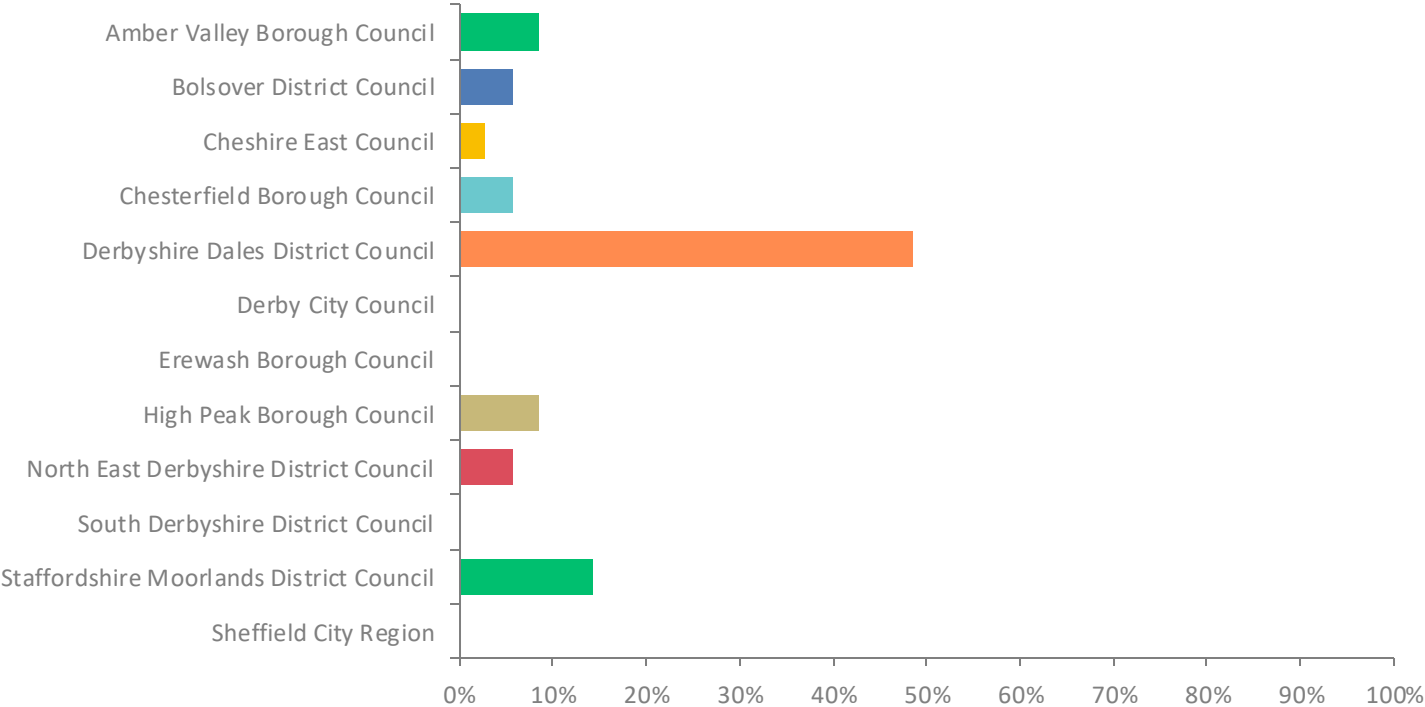
Q1: Which of the following best describes your business?



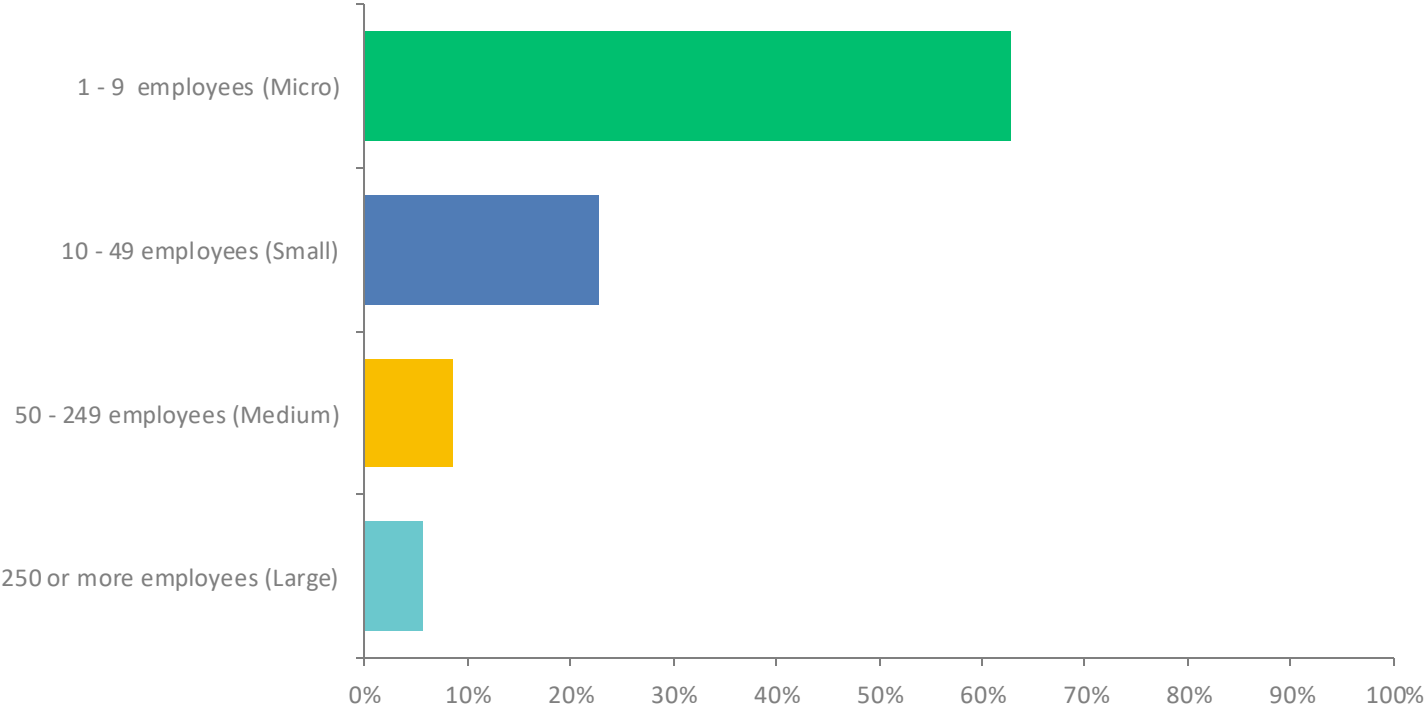
Q2: Where is your business located?



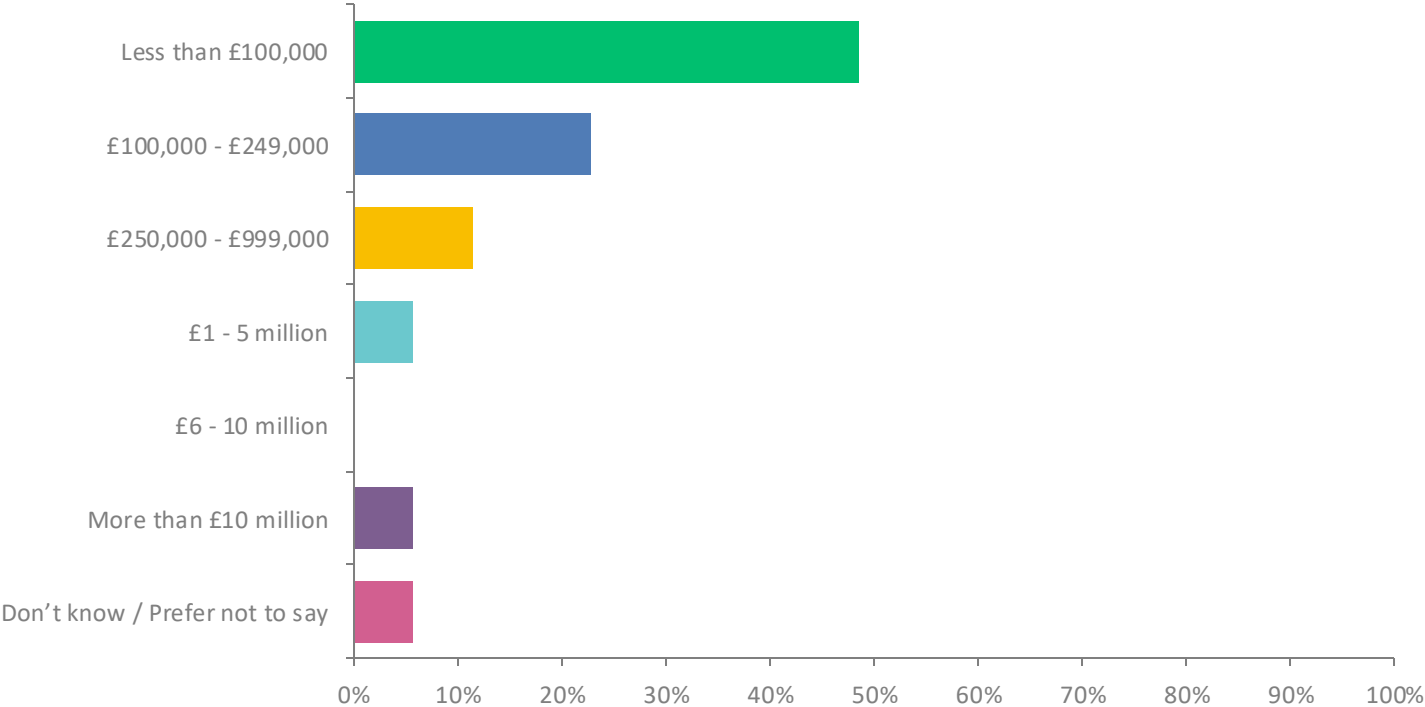
Q3: Which Local Authority is your business located in?



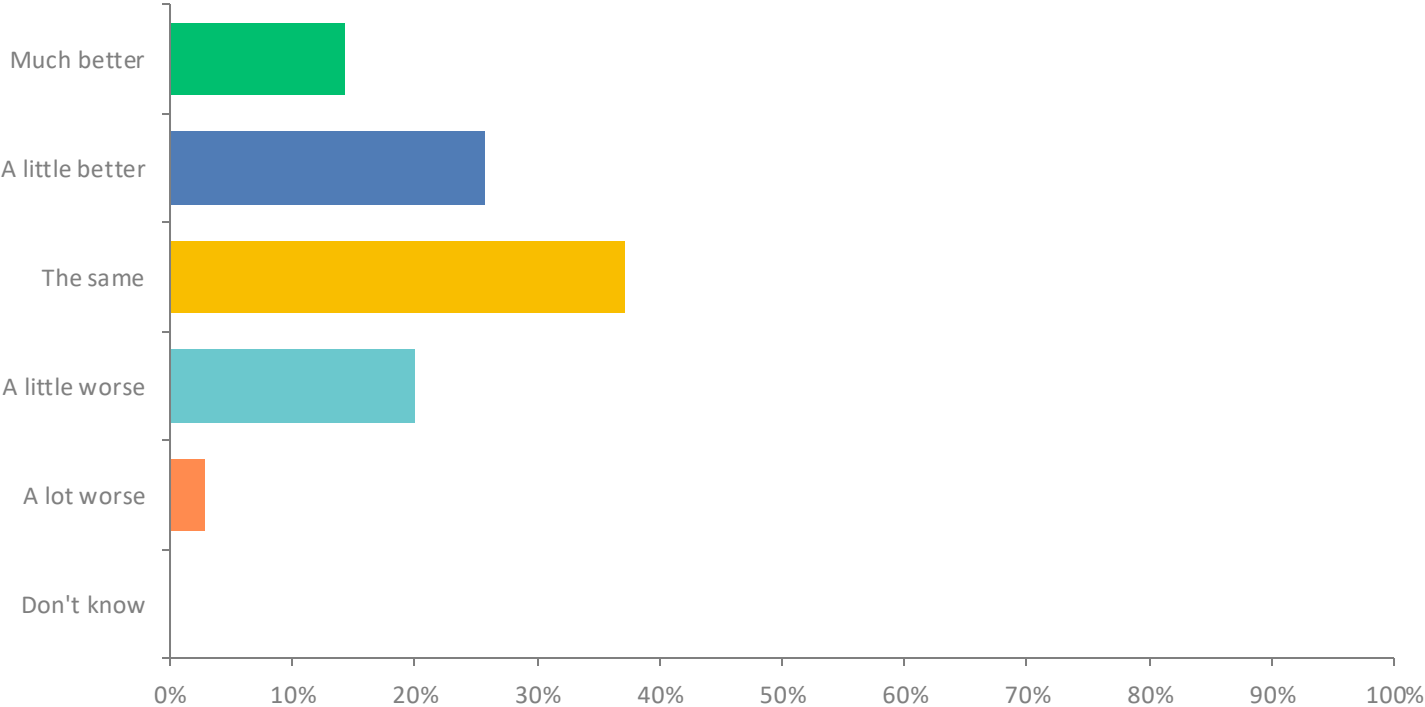
Q4: Including yourself, how many people are employed by your business (in this area)?



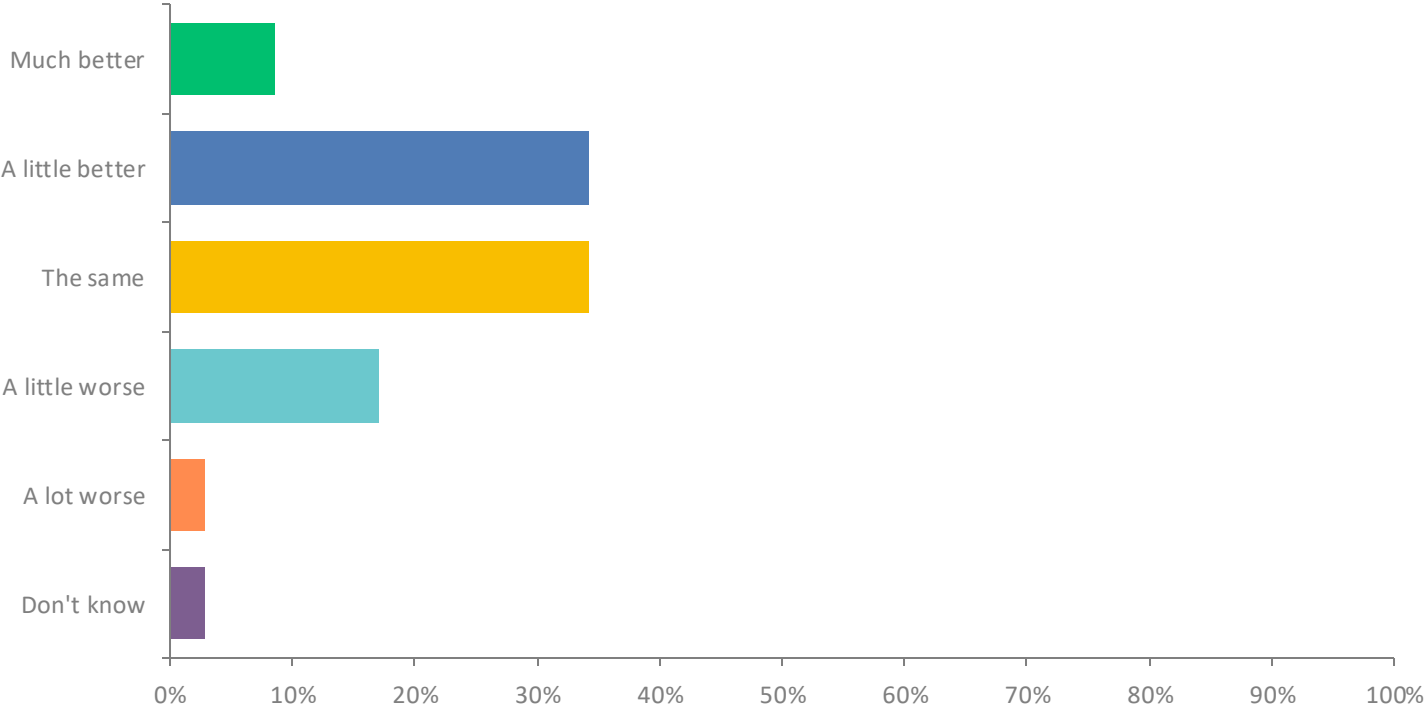
Q5: Which of these groups is your annual turnover in? [Please note the survey is anonymous and all information will remain confidential]



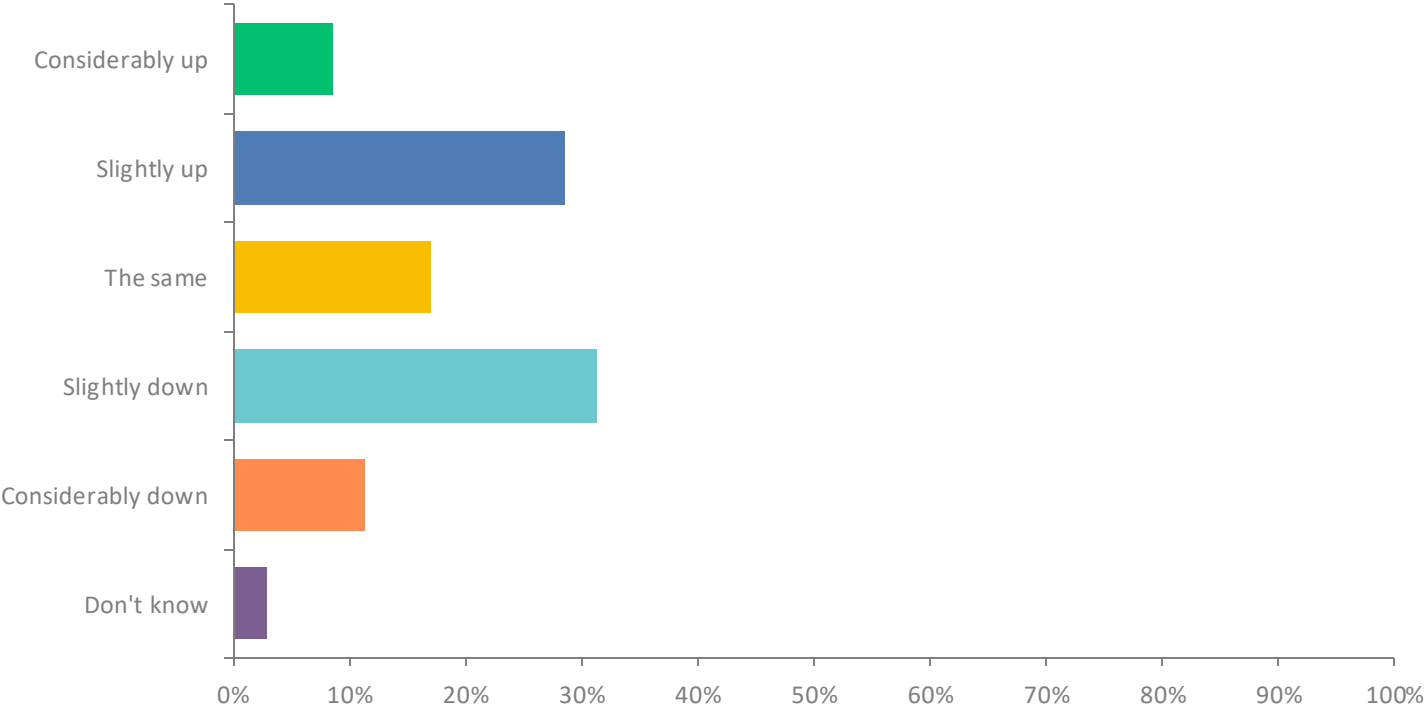
Q6: How has your business performance in the last 6 months compared to the previous 6 months?



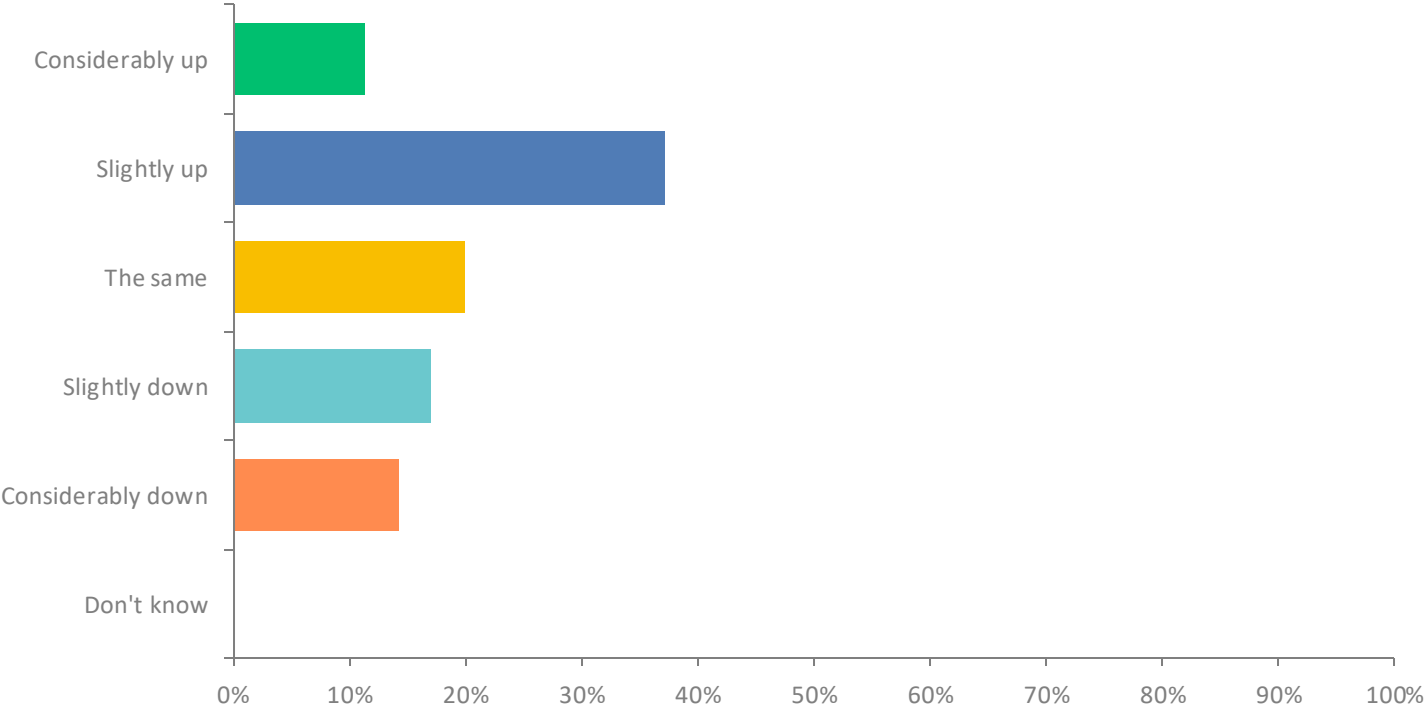
Q7: Looking forward to the next 6 months, how do you expect your business performance to compare with the last 6 months?



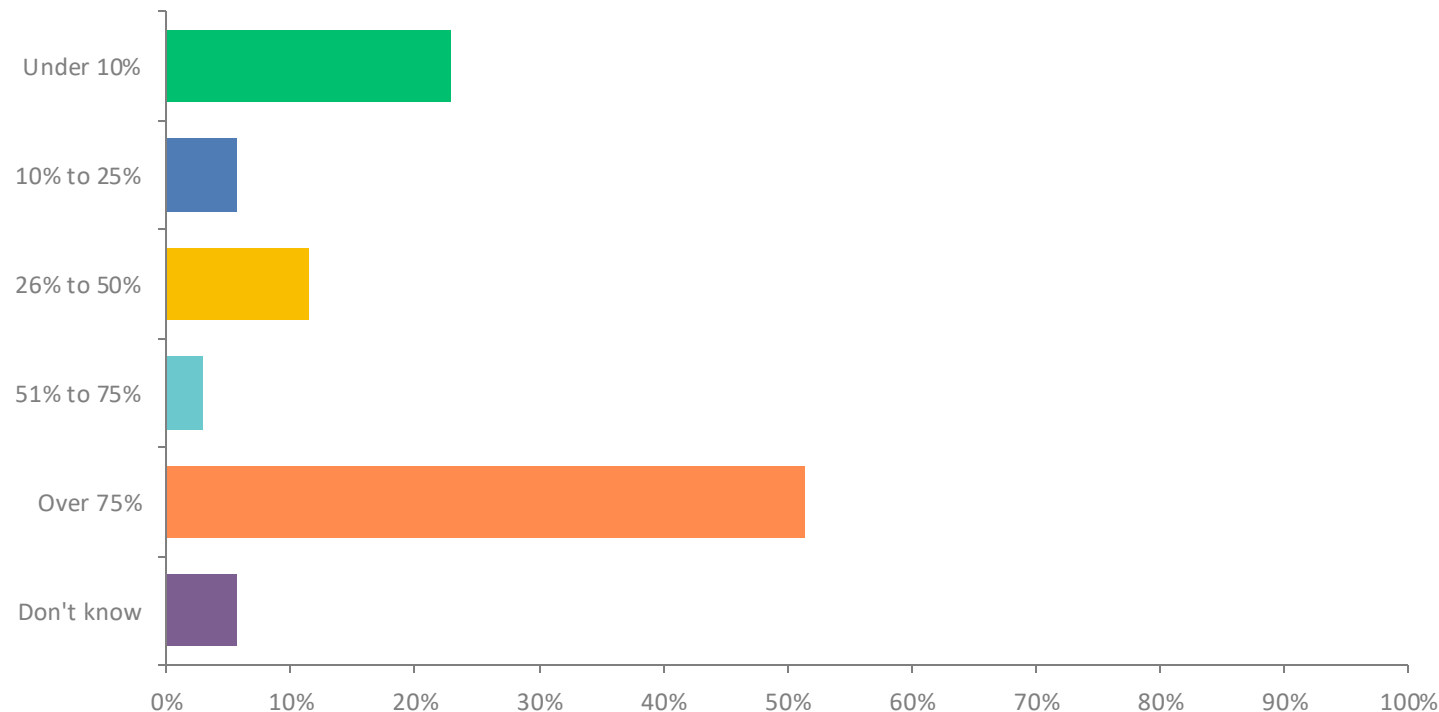
Q8: How have your visitor numbers been over the last quarter, compared to the same quarter last year?



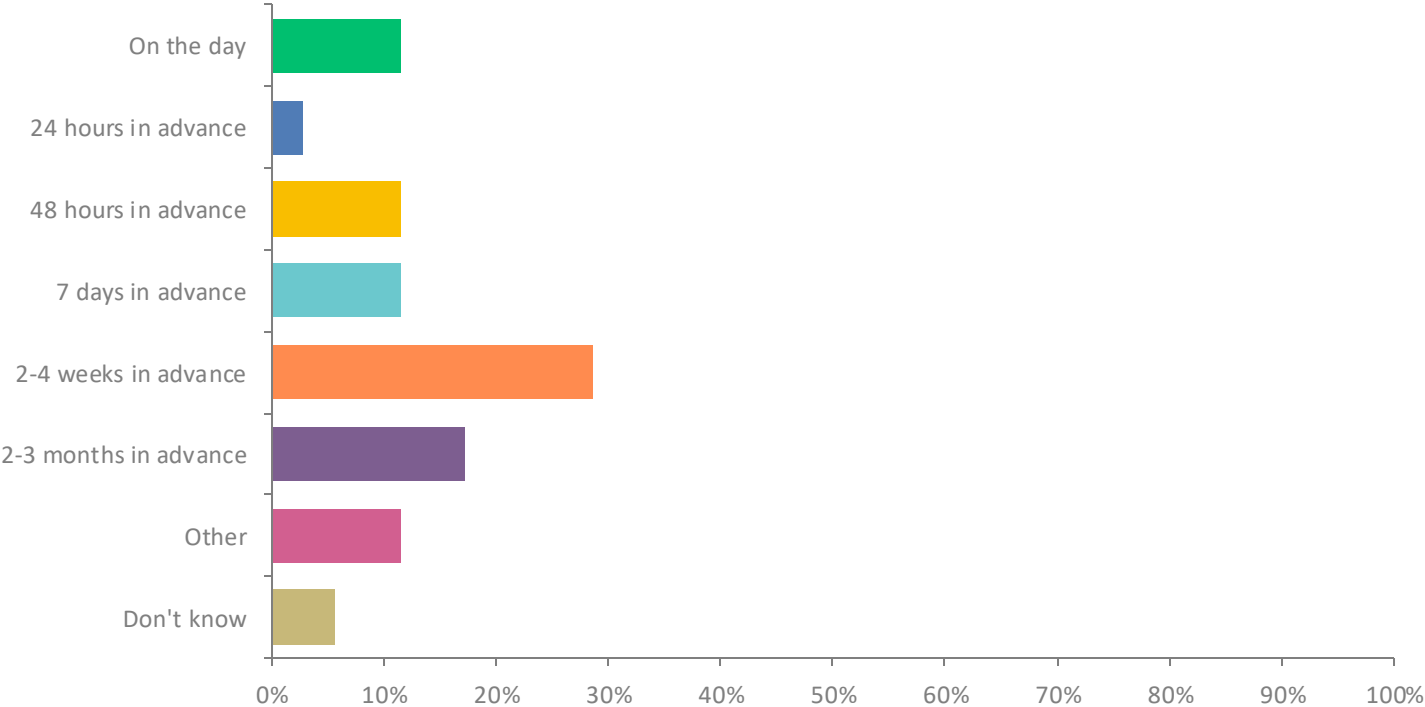
Q9: How has your revenue changed compared to last year?



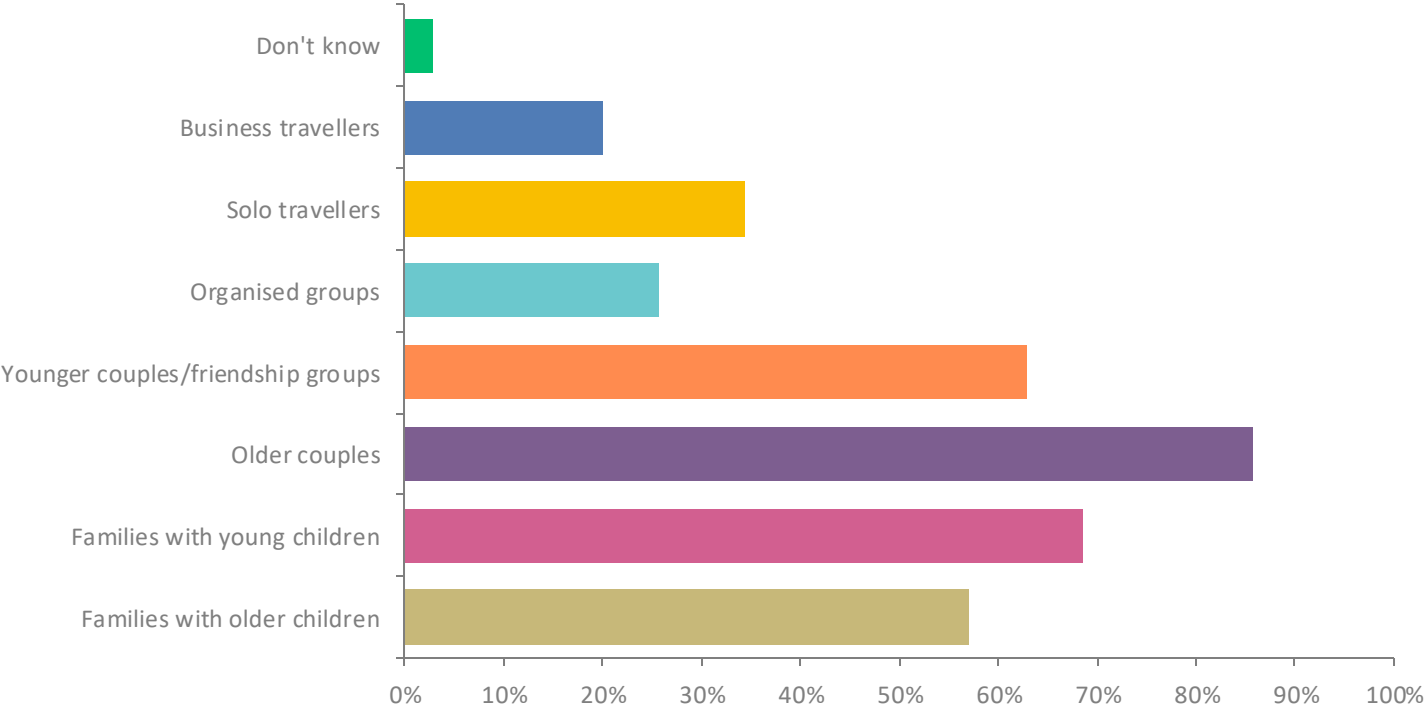
Q10: What proportion of your visitors pre-book?



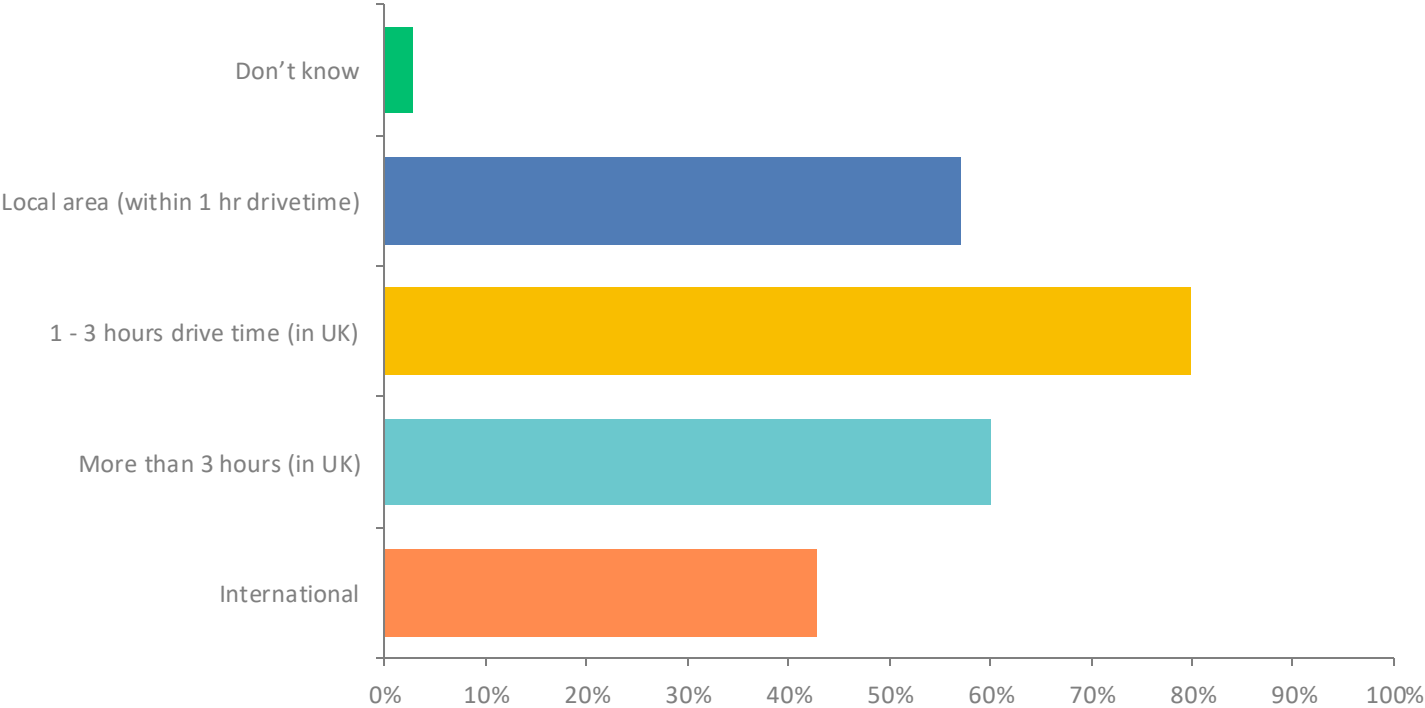
Q11: What is the current lead time on the majority of booking being made?



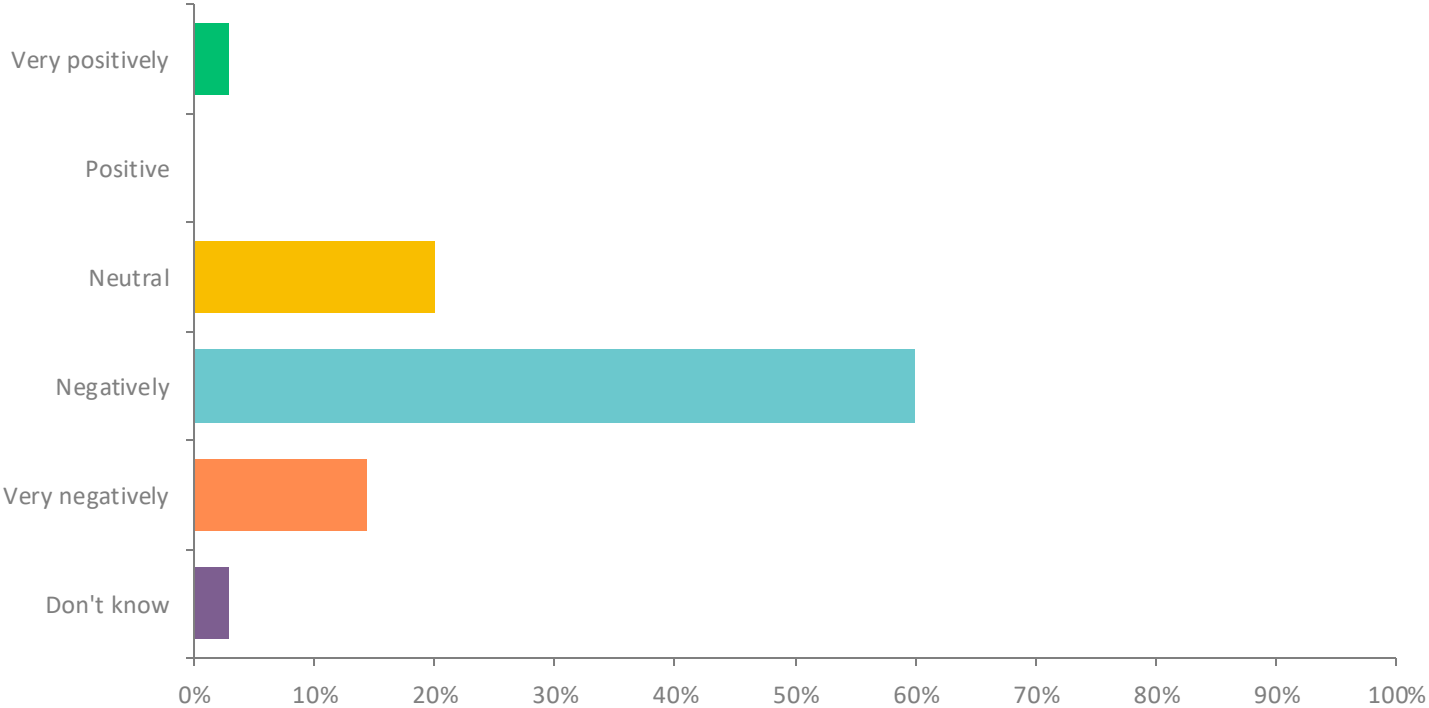
Q12: What type of people visit/stay with you? (Please tick all that apply)



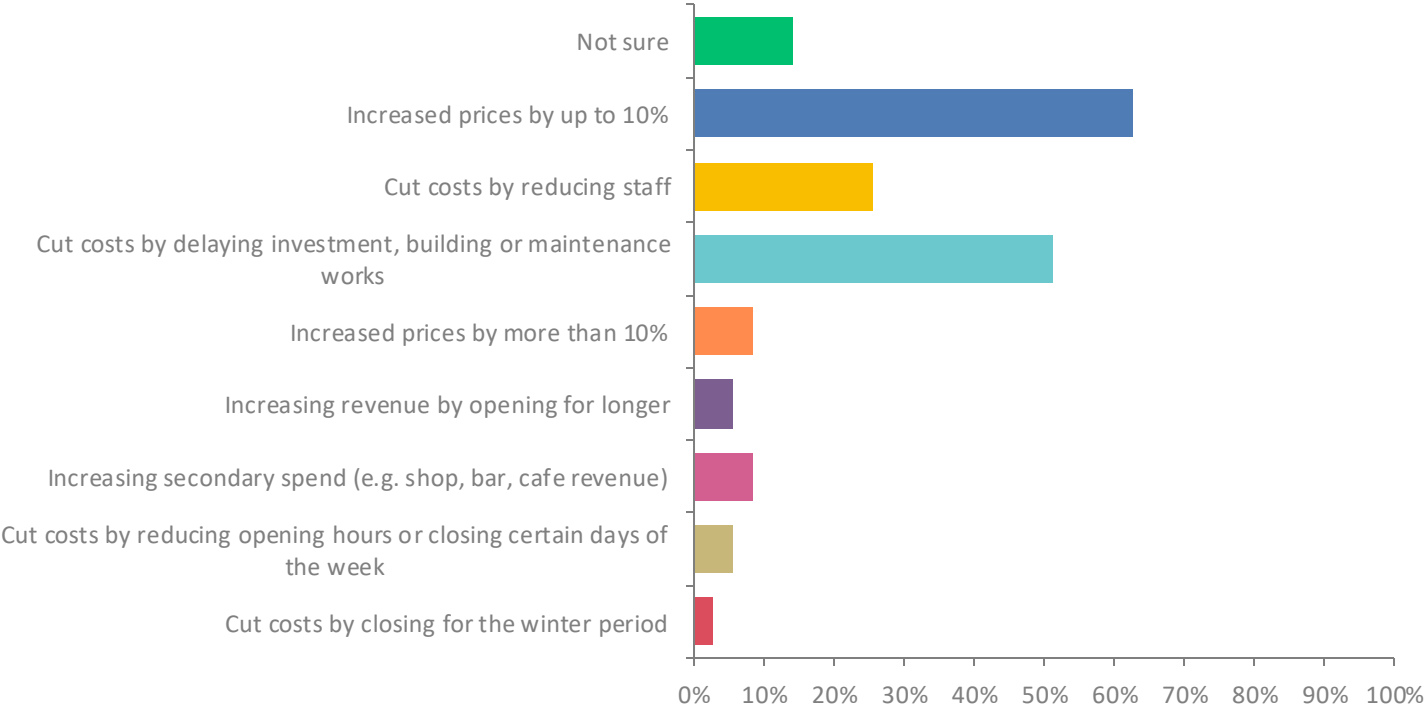
Q13: Where have your visitors have travelled from? (Please tick all that apply)



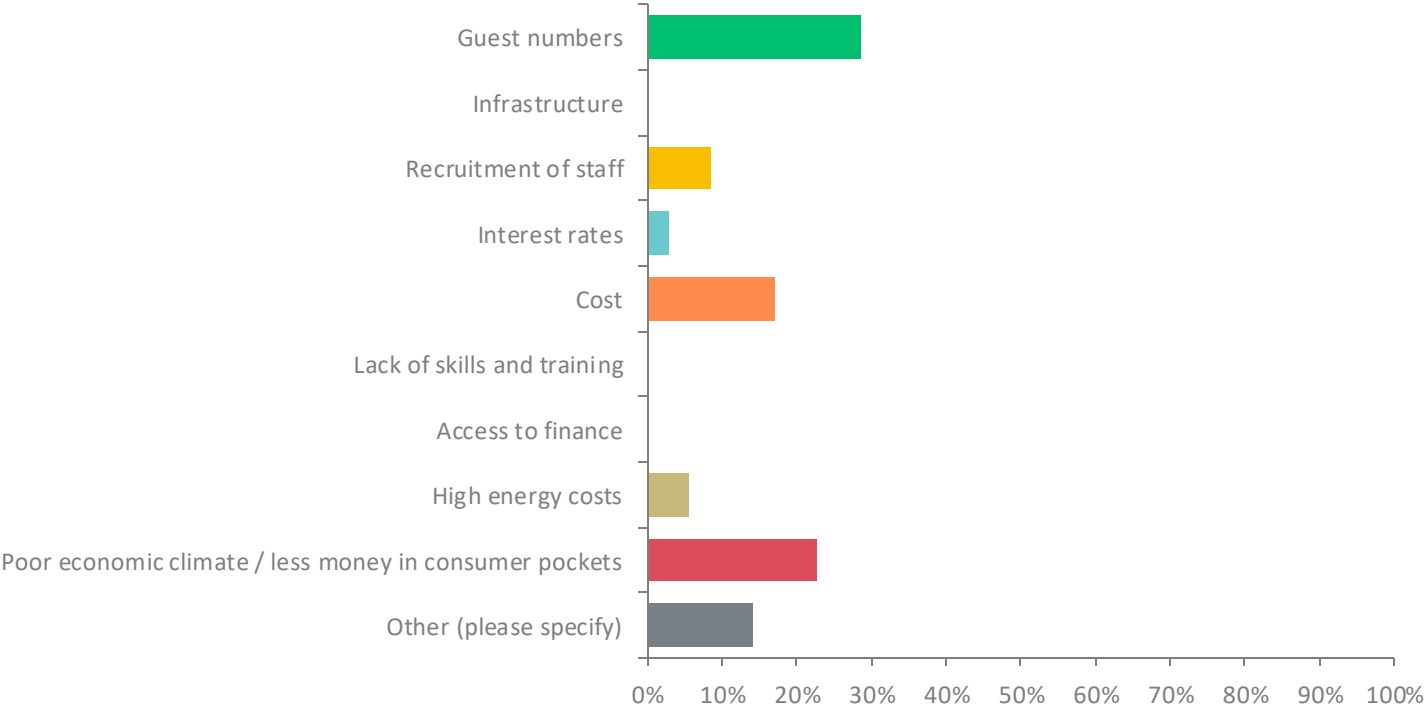
Q14: To what extent do you believe that the current state of the UK economy is impacting your business performance?



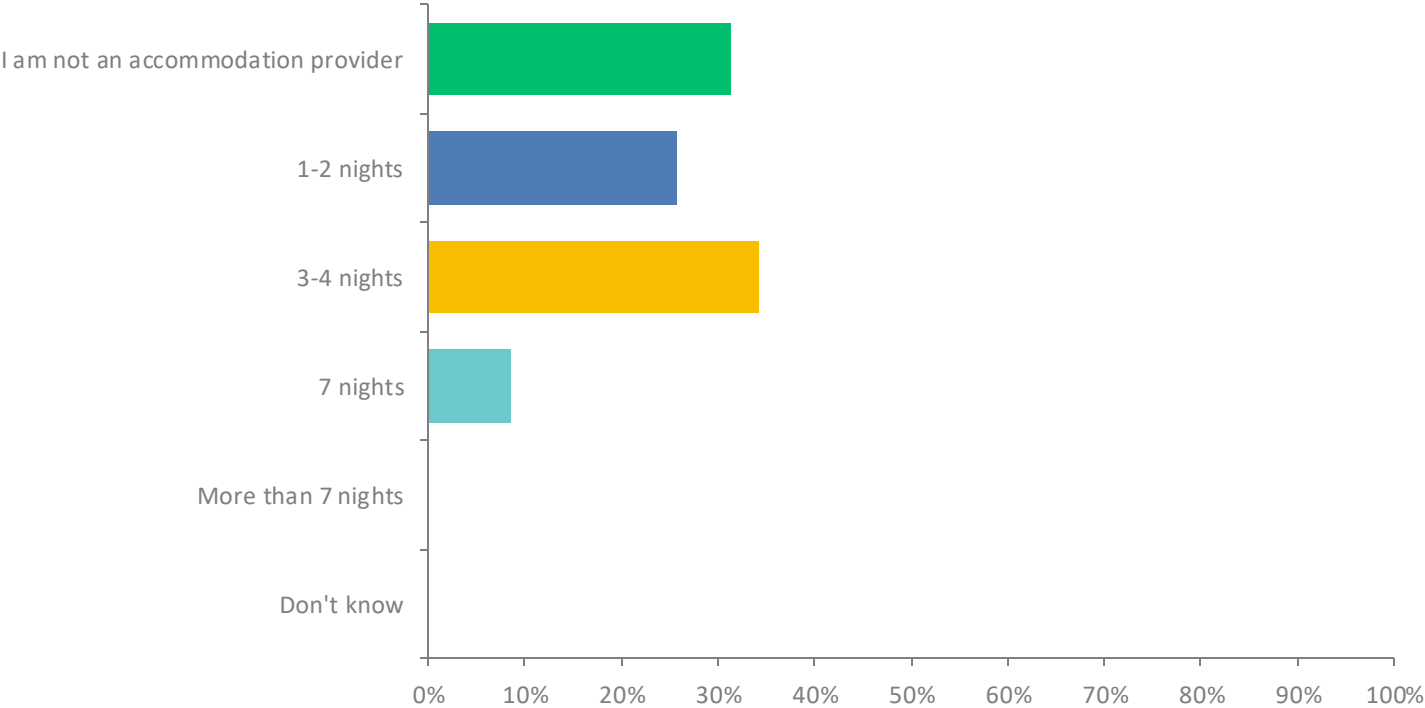
Q15: How is your business responding to increasing costs (if applicable)? (Please tick all that apply)



Q16: What is the biggest concern for your business over the next six months?



Q17: If you are an accommodation provider what is the average length of stay of your guests?



Q18: Are your visitor numbers/occupancy rates this year up, level with, or down compared to last year?

