



# Business sentiment

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## Q2 2023

94 Total respondents

# Q2 Update April - June 2023



Local Visitor Economy Partnership status awarded for Peak District Derbyshire & Derby

## VISIT PEAK DISTRICT & DERBYSHIRE

### UK Shared Prosperity Fund

Awarded contract to deliver marketing and business support on behalf of High Peak Borough Council

Delivered multimedia "Take a Peak" marketing campaign on behalf of Derby City/Visit Derby

£200k

£50k

### Business Support

- 2 Members Fam Visits
- 2 Webinars
- 51 Businesses Supported

Chatsworth Country Fair Derbyshire Makers marquee applications opened

- 64 Businesses Applied
- 51 Businesses Accepted



### B2C Digital Channels

33.5% Newsletter Open Rate

6% Newsletter Click Through Rate

Page views: 753,000

Website users: 375,000

Instagram Engagements: 375,000

Instagram Followers: 97,800

Instagram Reach: 145,000



Facebook Followers: 76,500

Facebook Followers: 3.4 million

Facebook Engagements: 100,000

Twitter/X Followers: 40,900

### B2B Digital Channels

4% Newsletter Click Through Rate

33.5% Newsletter Open Rate

LinkedIn Followers: 1,130

Facebook Followers: 1,900

Twitter/X Followers: 2,800



### PR

Number of visits

4

Reach

700,000

1 international press trip from Germany



### Business Performance

↓13%

Visitor/guest numbers v Q2 2022

↓6%

Overall business performance v Q2 2022

↓15%

Business confidence for the next quarter v Q1 2023

# Key Findings

## Business performance Q2 2023 confidence compared with Q1 2023



- **73%** of businesses surveyed in Q2 2023 said visitor/guest numbers were down compared to Q2 last year.
- Compared with Q1 figures, this is a 13% difference. 60% of surveyed business in Q1 2023 reported their visitor numbers to down compared to the same quarter in 2022.



- 62% of businesses surveyed in Q2 are reporting that their overall business performance is worse than the same quarter in 2022, compared to 56% of businesses in Q1



- Confidence for the coming quarter has dropped by 15% between Q1 and Q2. When asked in Q1 how confident they were for the next quarter 63% stated they were either very or fairly confident, when asked again in quarter 2 dropped to 48% of businesses.



# Key Findings

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## Business performance



- **62%** stated that their overall business performance for Q2 2023 was worse than Q2 last year, with **24%** suggesting it was much worse. Reduced bookings, increased costs and the weather are the main reasons stated for this.



- Accommodation providers were reporting the biggest dip in performance with **66%** reporting that their overall performance was either worse or much worse than the same quarter last year.



- Confidence in the performance of their business for Q3 2023 was mixed with **48%** stating that they were either “very confident” or “fairly confident” compared to **47%** of businesses stating that they were “not very confident” or “not at all confident”.



# Key Findings

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## Business performance



- **53%** of businesses have increased their prices in the last 6 months. The average price increase of businesses surveyed was **6%**.



- **48%** of business surveyed suggested that they will be increasing their prices further over the next 6 months.



- Cost of living crisis, increased costs and the weather were also noted by the businesses surveyed when asked what other factors were having an impact on their overall performance.



- **50%** of businesses stated that had cut costs within the business, with a further **34%** suggesting that investments had been delayed or cancelled.



# Key Findings

## Advanced bookings

Advanced bookings look most promising for late summer and autumn 2023, with confidence declining towards the end of the year and into early 2024.

Please indicate how your advanced bookings/sales are looking for each of the following months:

	Very good	Good	Just OK	Poor	Very poor	Don't know
July 2023	17%	21%	31%	14%	7%	10%
August 2023	11%	22%	23%	17%	15%	12%
September 2023	7%	23%	15%	26%	14%	15%
October 2023	1%	17%	21%	23%	18%	19%
November 2023	2%	9%	13%	18%	29%	30%
December 2023	2%	4%	15%	18%	27%	34%
January 2024	0%	1%	10%	15%	26%	49%
February 2024	0%	1%	7%	14%	28%	50%
March 2024	1%	1%	12%	10%	27%	50%



# Key Findings

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## Guests & visitors



- **73%** of businesses surveyed said visitor/guest numbers were down compared to Q2 last year.



- The Cultural and Heritage attractions were worst affected with **100%** of businesses from this sector stating that they were either slightly down or down on visitor numbers compared to the same quarter last year.



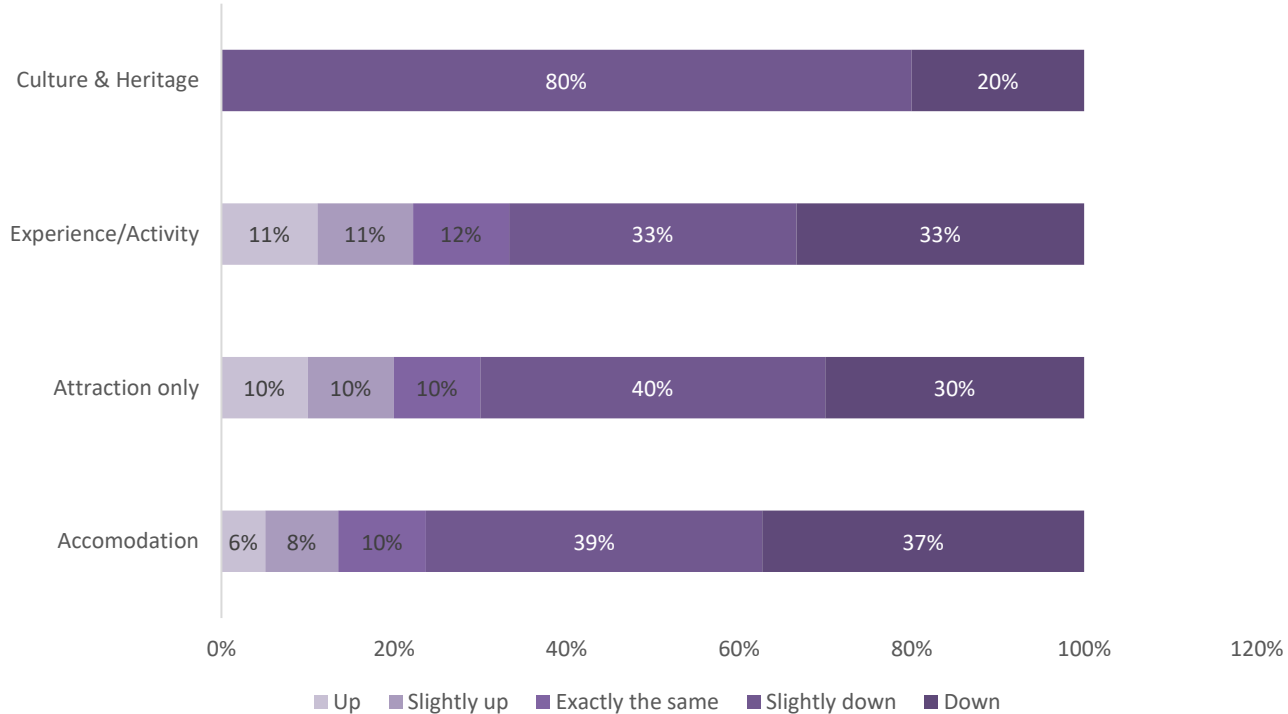
- The activity and experience provider sector reported the most positive results with **33%** stating that they were either up or the same on their visitor numbers as last year.



# Key Findings

## Guests & visitors

Compared to quarter 2 (April - June) last year, how are your visitor/guest numbers? (By Sector)





# Key Findings

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## Guests & visitors



- Business surveyed stated that **79%** of their visitors/guests were from the UK



- Domestic visitor numbers however were reported to be down with **80%** of the businesses surveyed stating that they were lower than the same quarter last year. Only **5%** of businesses reported that their domestic visitor levels were higher than the same period last year. Businesses are suggesting that the weather and cost of living crisis is a major factor in this.



- Confidence in international visitors was slightly improved. **25%** of the businesses surveyed stated that the level of international visitors was down compared to the same period last year, compared with **26%** saying numbers were the same and **15%** suggesting international visitors were up. **34%** were unsure.



- **52%** of business said between **75%** and **26%** of all bookings were taken online.



# Key Findings

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## Travel & Sustainability



- **98%** of visitors/guests travelled to the area in their own car.



- Businesses stated that they were well served by a local bus service. **84%** of businesses were aware of the route that was nearest to their business with **71%** of respondents stating that the bus stop was in walking distance.



- **58%** of the businesses surveyed said that they would recommend public transport in the area to visitors or guests.



- **59%** of the businesses surveyed stated that they had a “getting here” page on their own website detailing public transport information.



- Businesses suggested that they would suggest public transport for visitors or guests once in destination rather than a means of getting here.



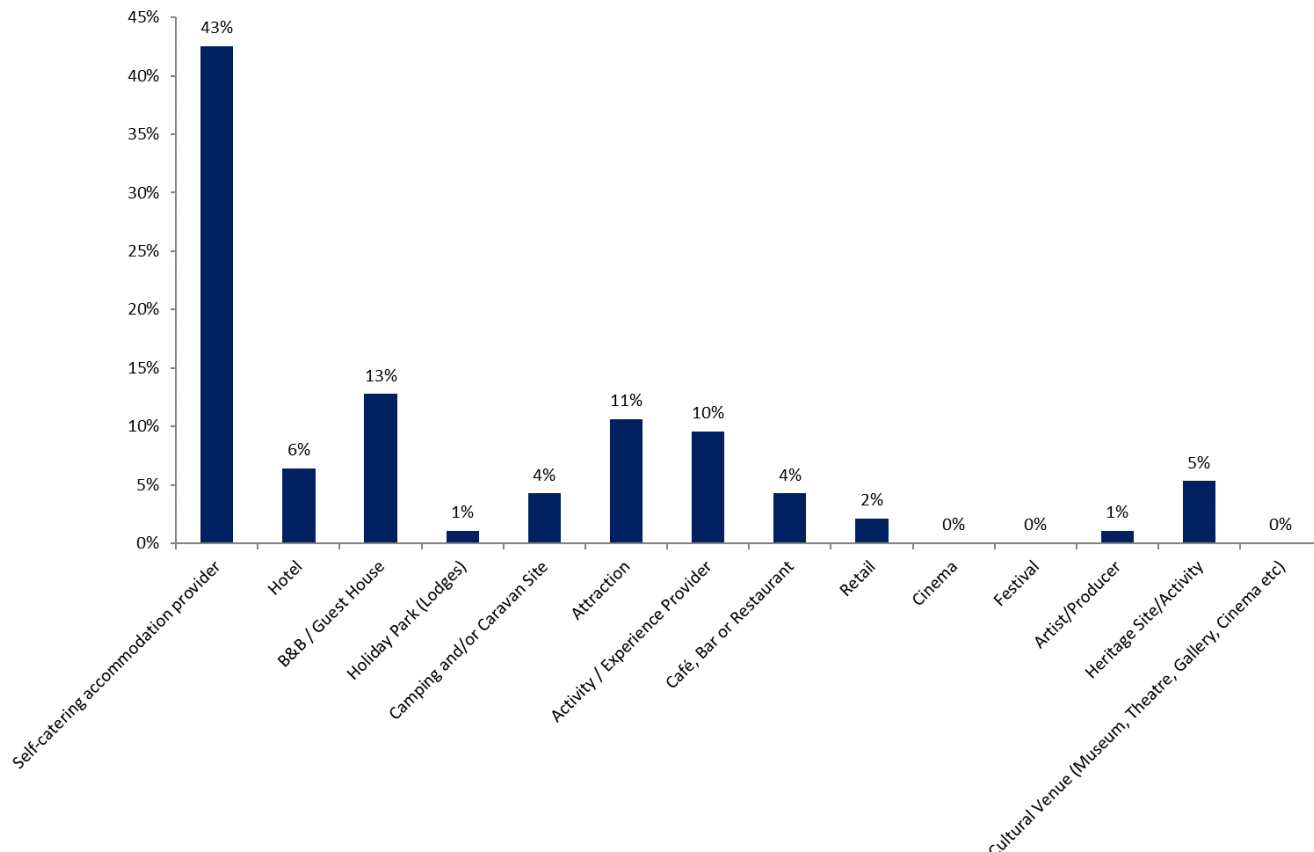


# The Data

94 Total respondents

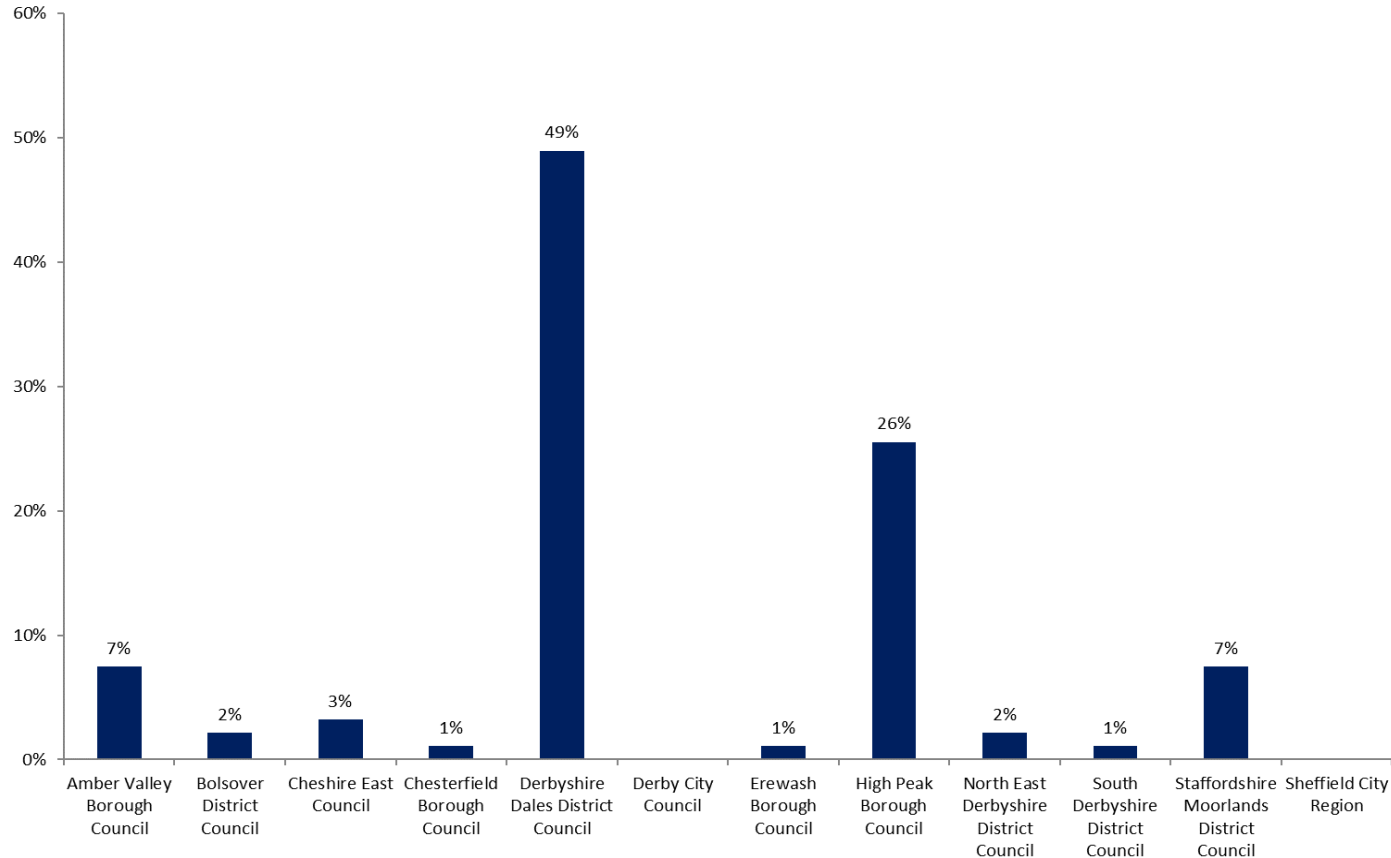
# The respondents:

Which of the following best describes your business?



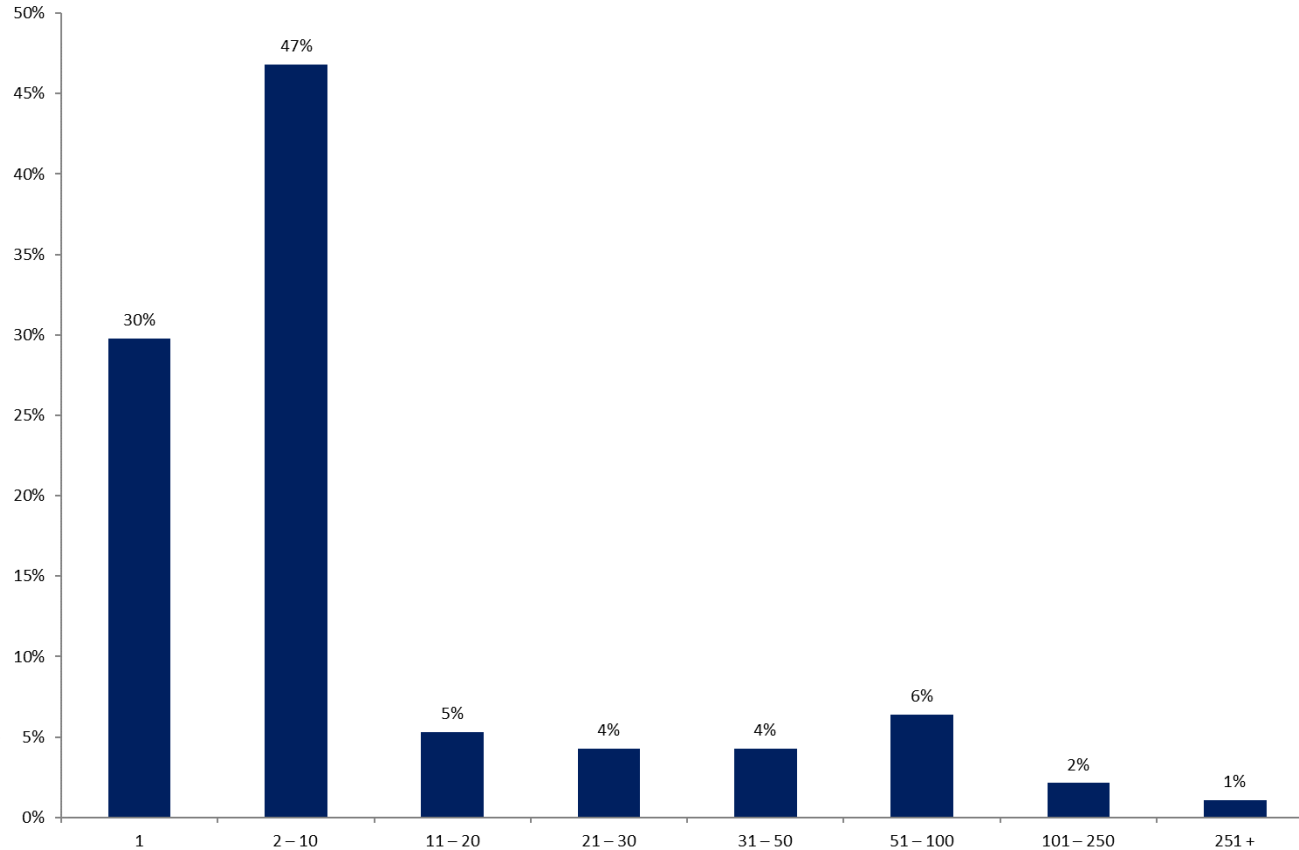
# The respondents:

Please indicate which local authority area your business is located in.



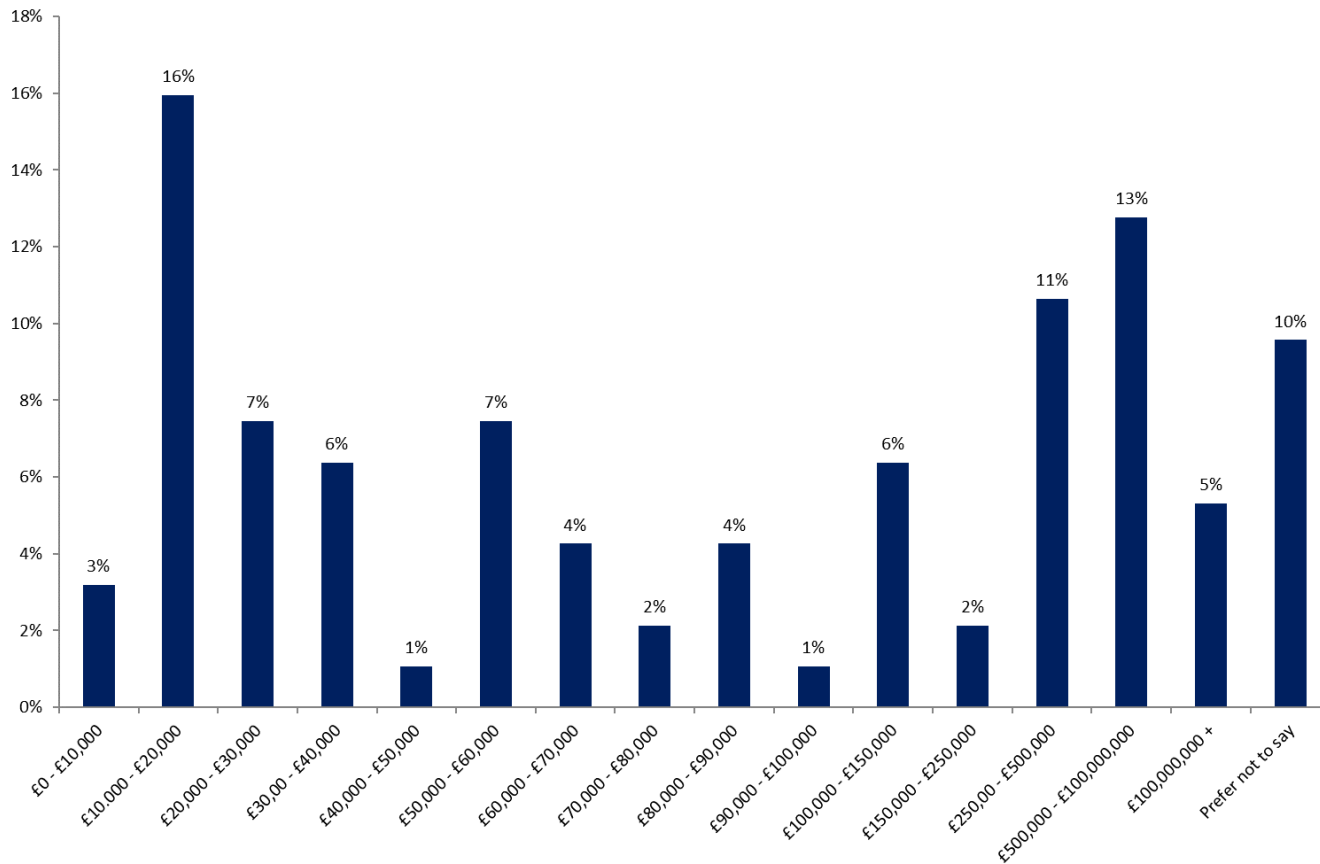
# The respondents:

Including yourself, how many people are employed by your business?



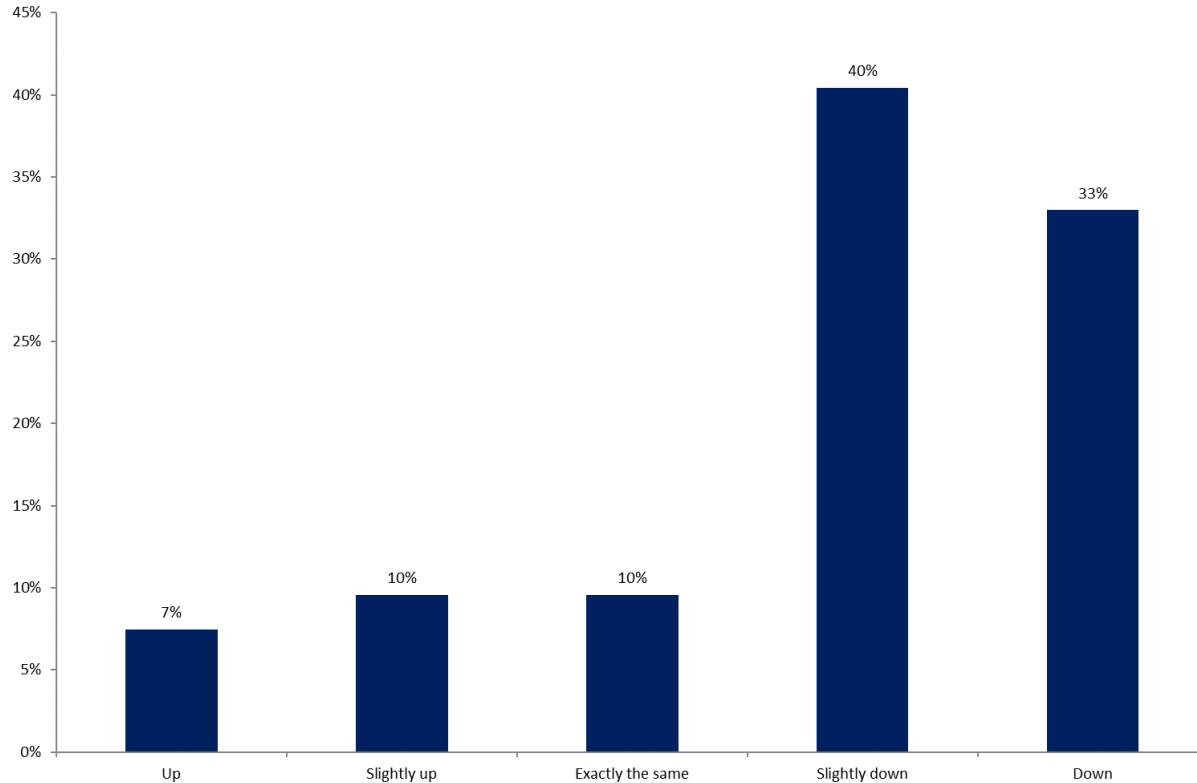
# The respondents:

## What is your annual turnover?



# The respondents:

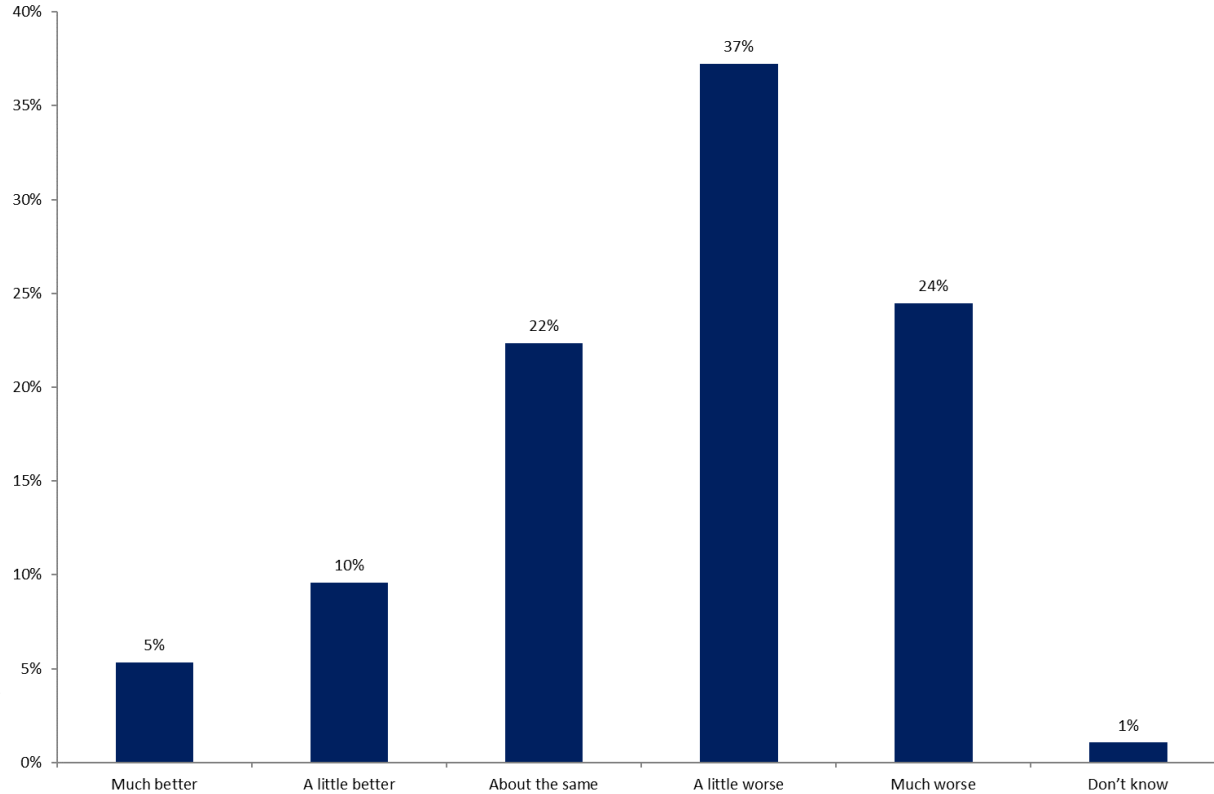
Compared to quarter 2 (April - June) last year, how are your visitor/guest numbers?





# The respondents:

Compared to quarter 2 (April - June) last year, how is your overall business performance?



## The respondents:

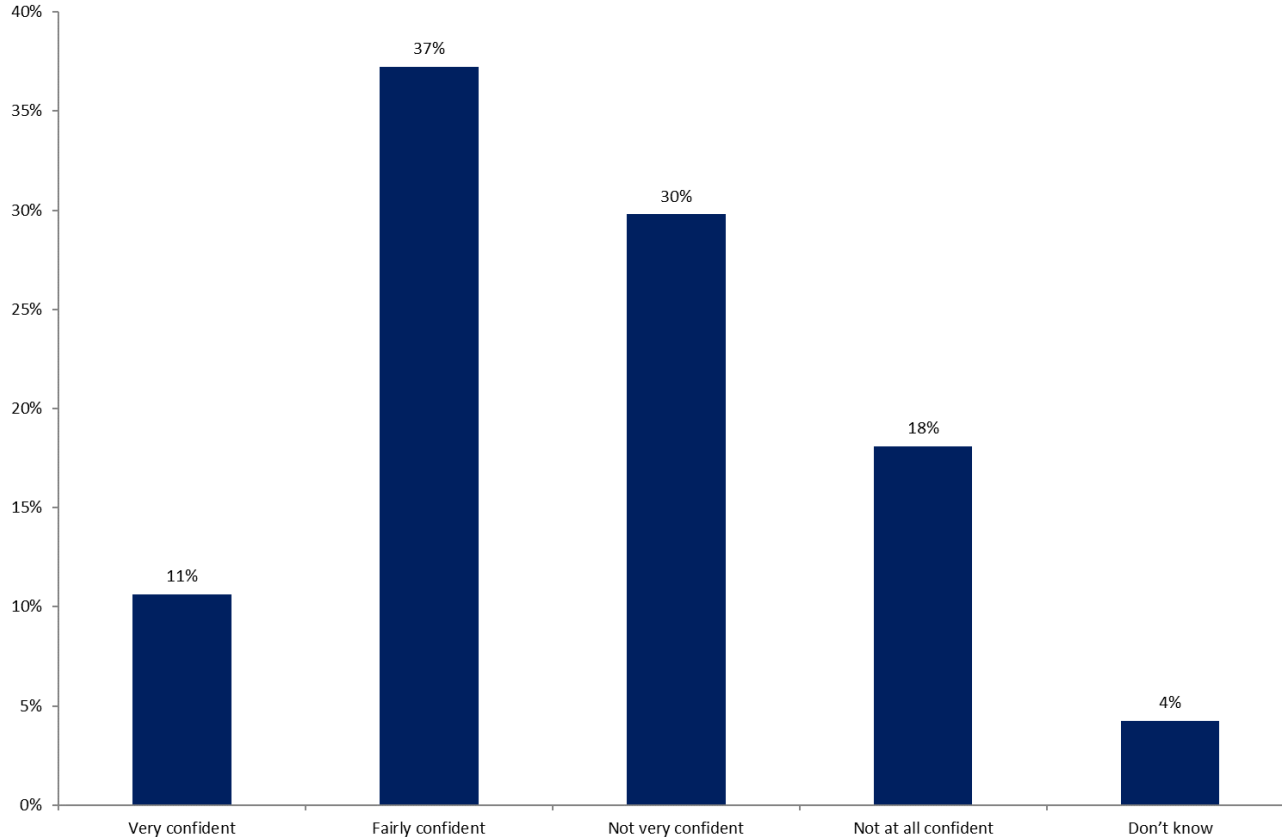
Please indicate how your advanced bookings/sales are looking for each of the following months:

	Very good	Good	Just OK	Poor	Very poor	Don't know
July 2023	17%	21%	31%	14%	7%	10%
August 2023	11%	22%	23%	17%	15%	12%
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February 2024	0%	1%	7%	14%	28%	50%
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# The respondents:

How confident are you in the performance of your business for the period for quarter 3 (July - September) 2023?



## The respondents:

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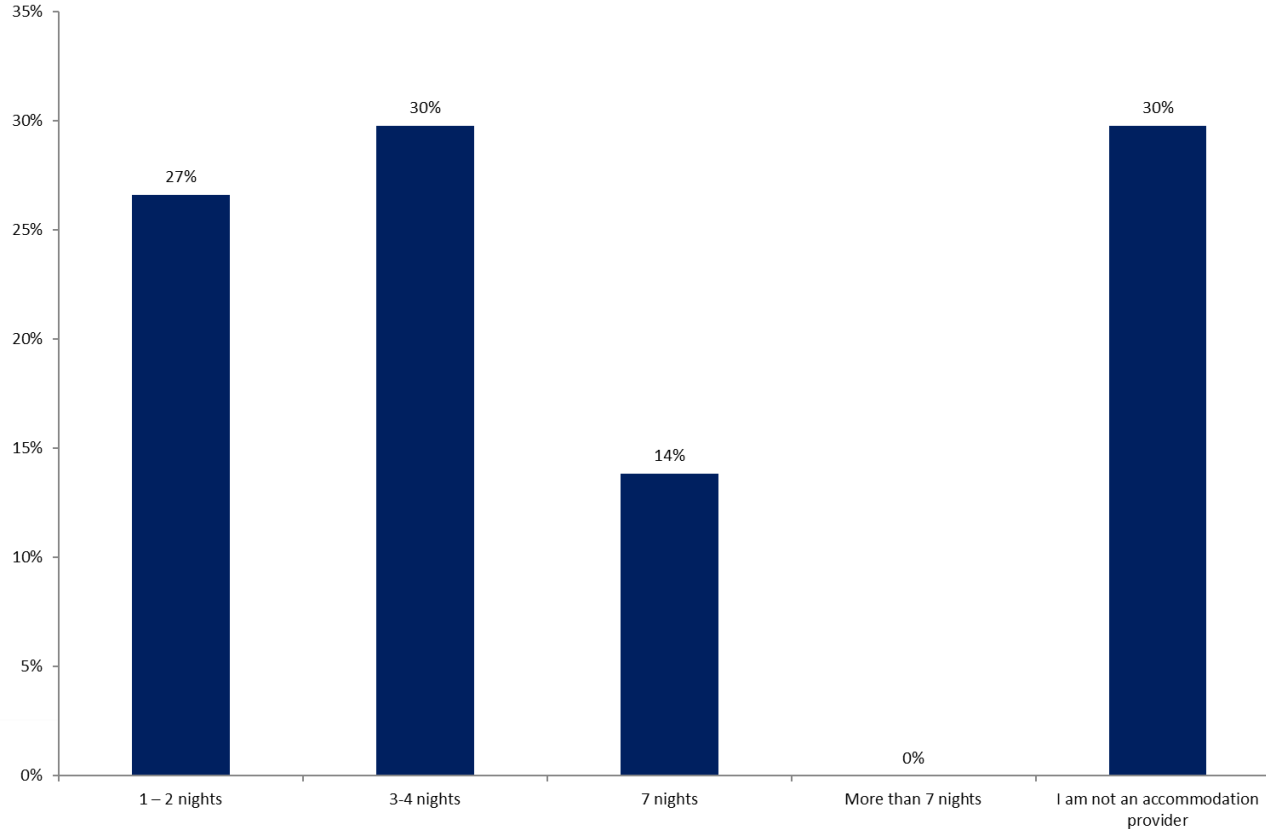
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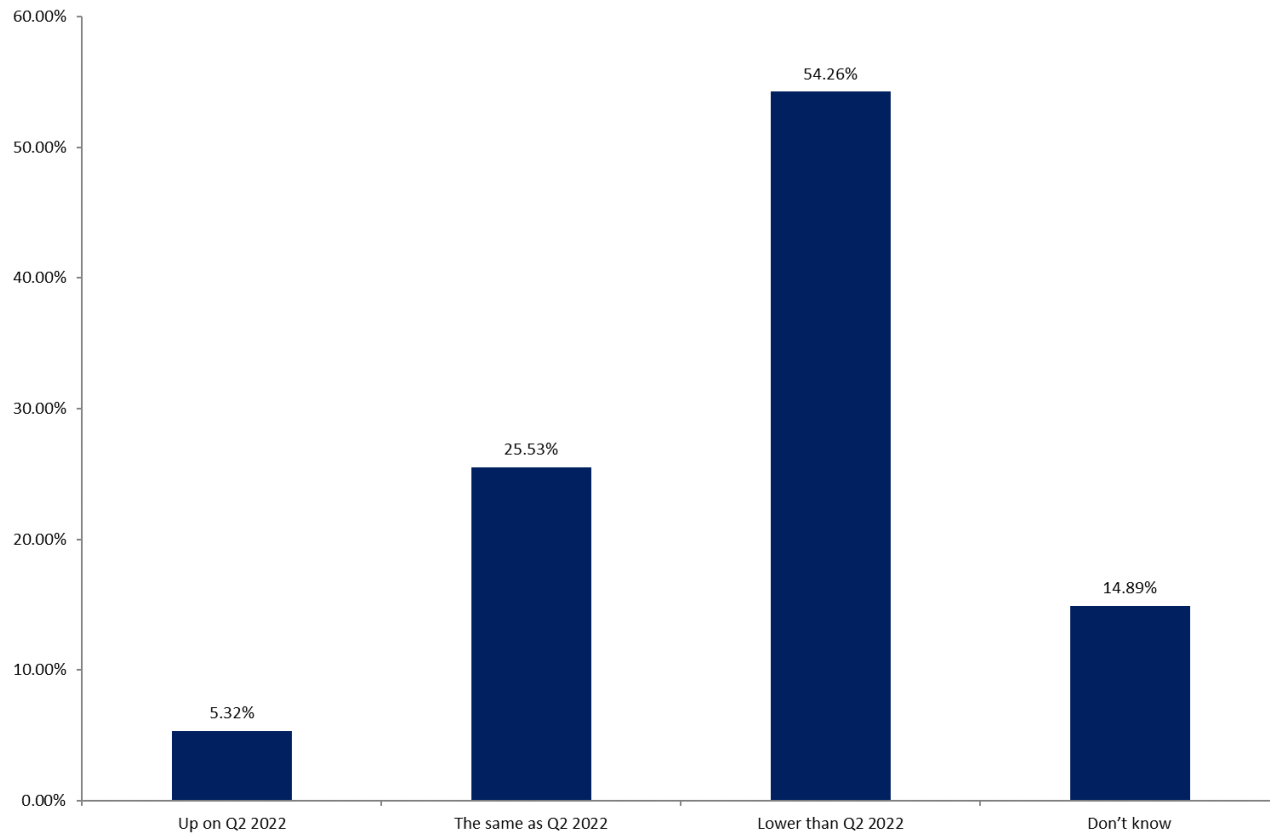
# The respondents:

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



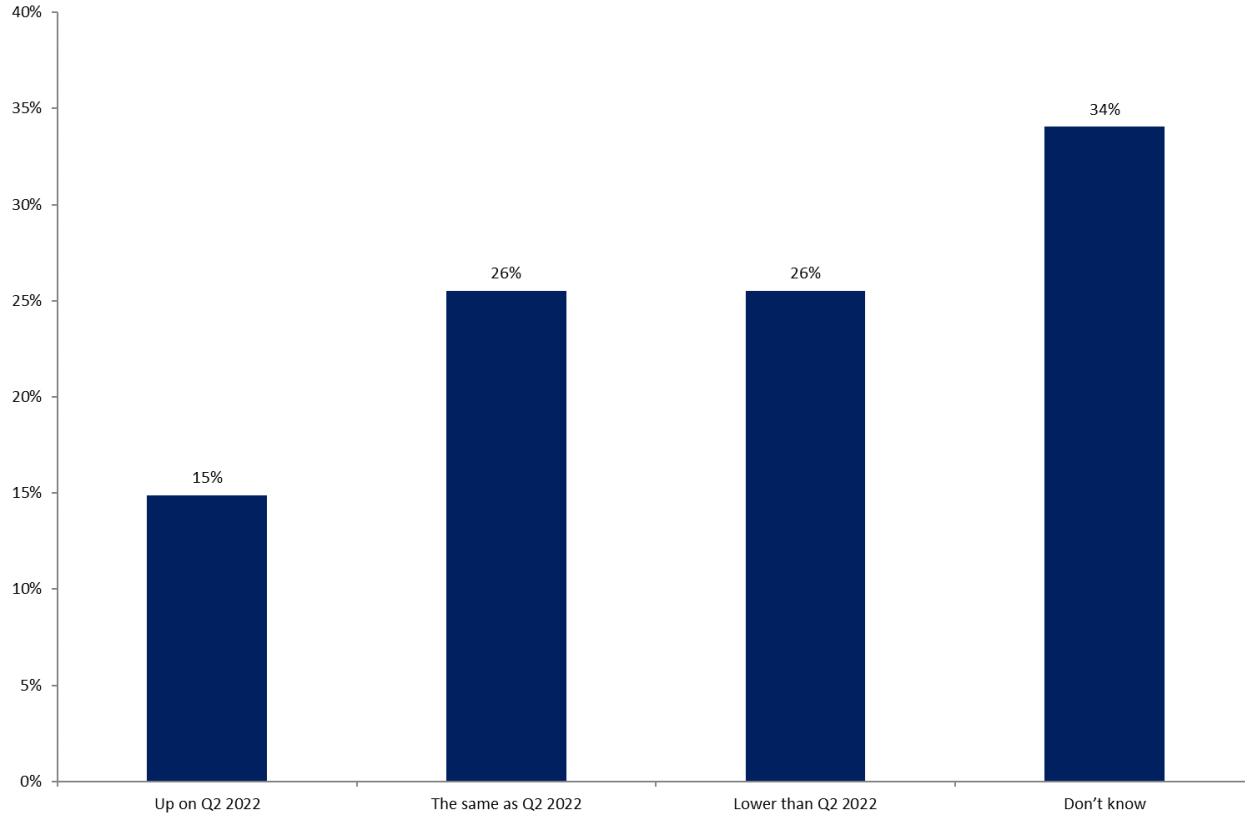
## The respondents:

Please tell us how your levels of domestic (UK) guests/visitors in quarter 2 (Q2) (April - June) 2023 as a whole compared with quarter 2 (Q2) (April - June) 2022:



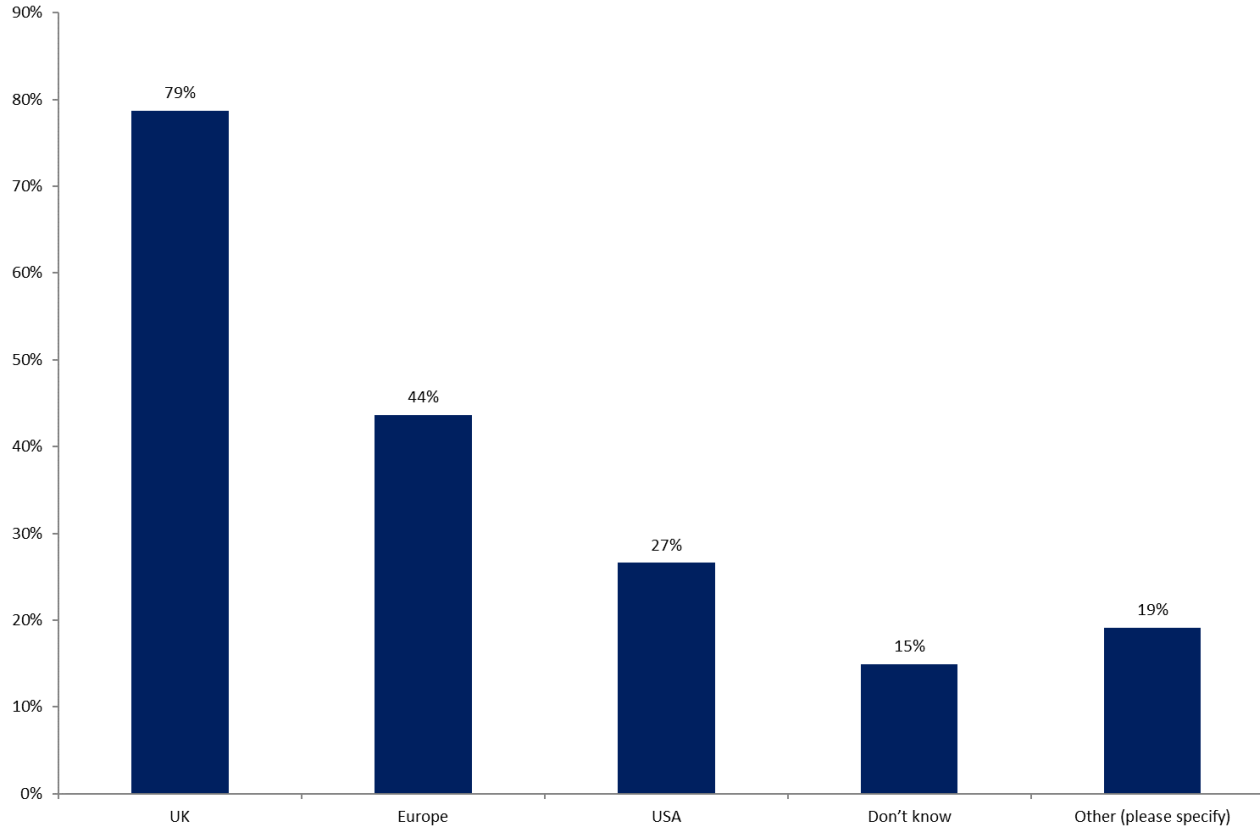
# The respondents:

Please tell us how your levels of overseas guests/visitors in quarter 2 (Q2)(April - June) 2023 as a whole compared with quarter 2 (Q2) (April - June) 2022:



# The respondents:

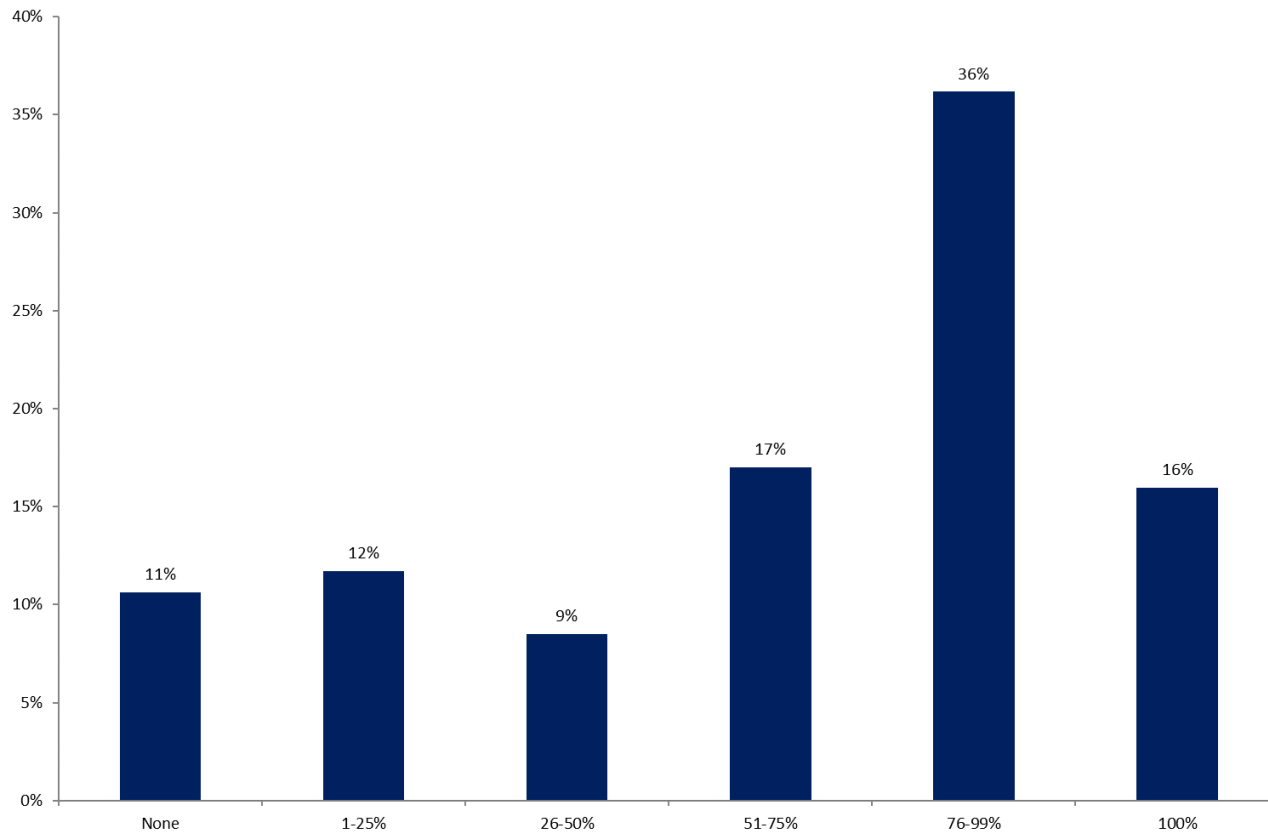
Please tell us where your visitors have travelled from in quarter 2 (April – June) 2023? (Please tick all that apply)





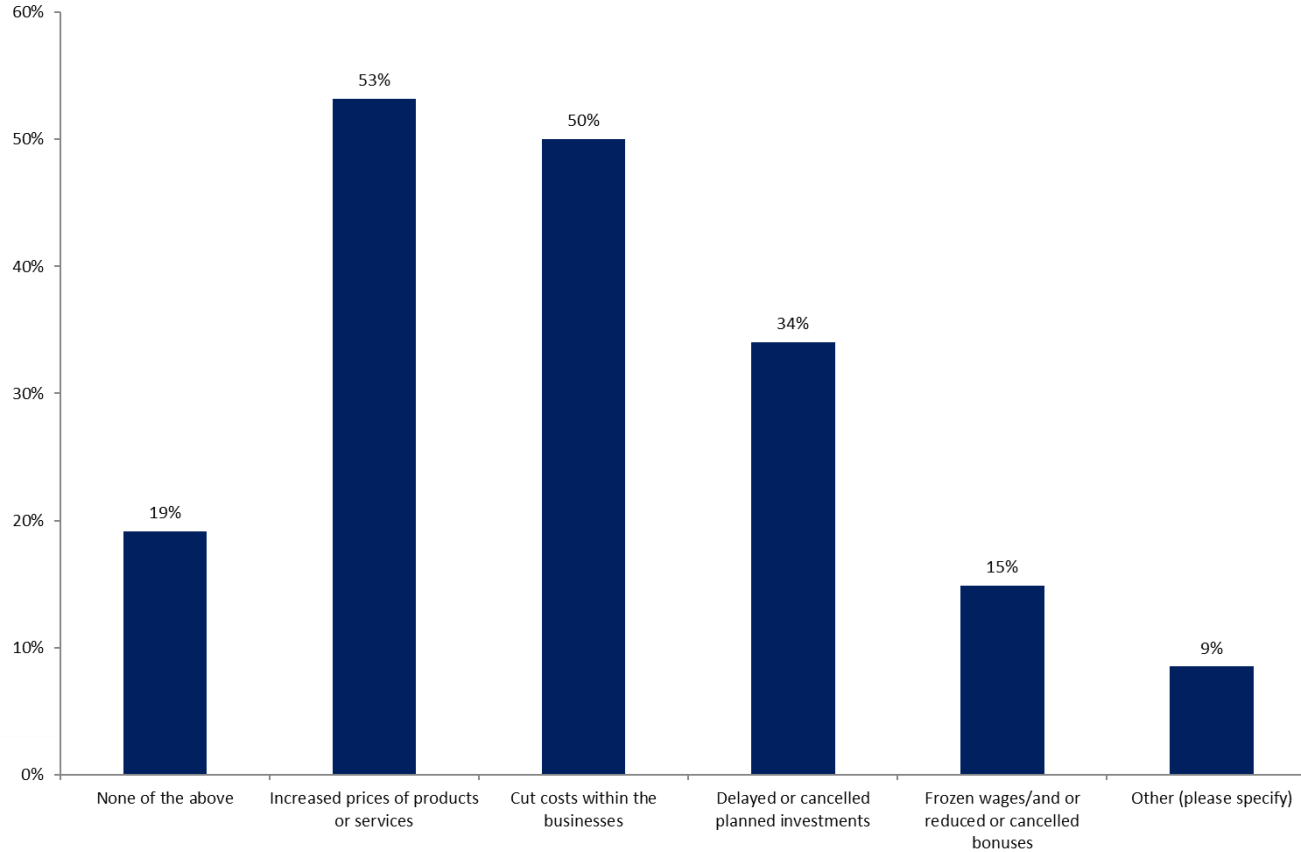
# The respondents:

What proportion of your bookings are currently made online?



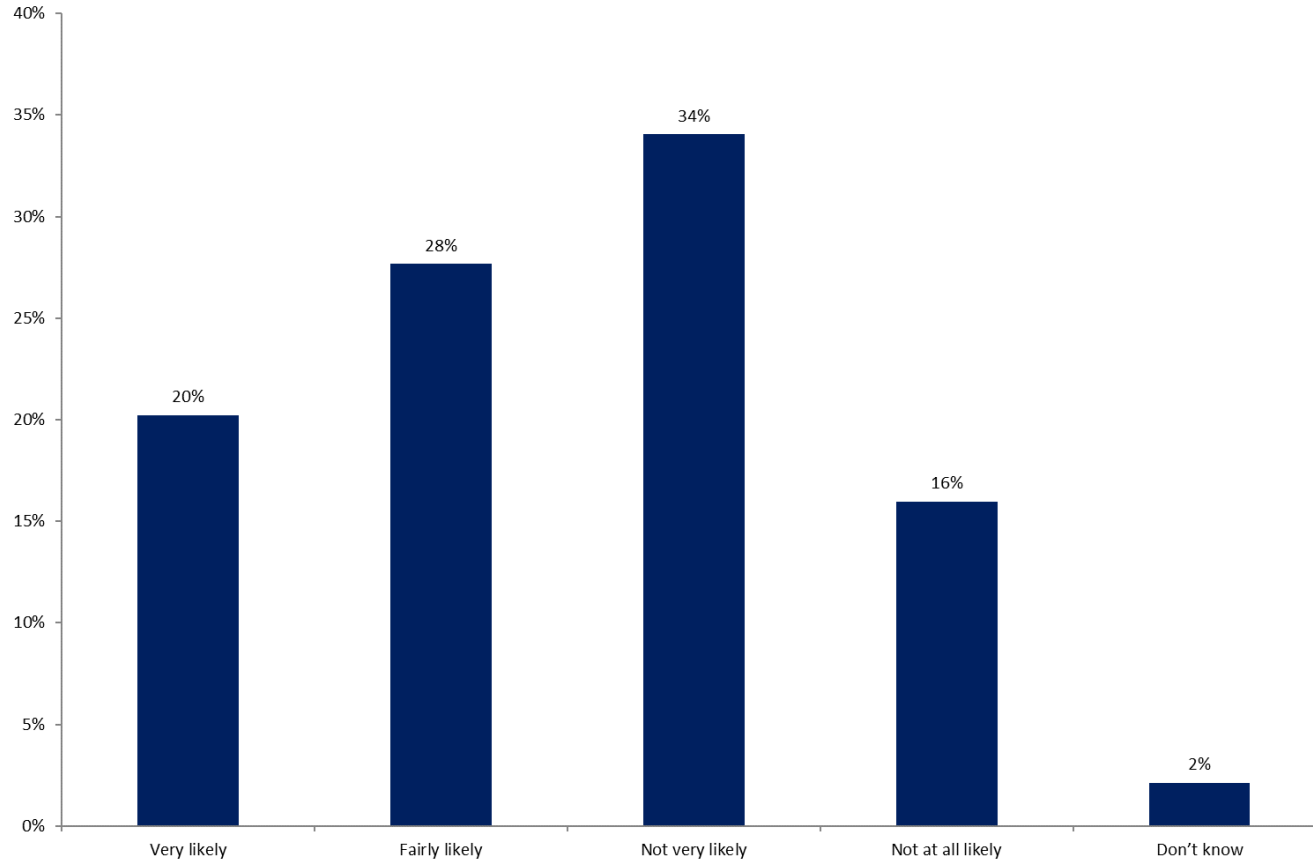
# The respondents:

Which of the following has your business done in the last 6 months? (Please tick all that apply)



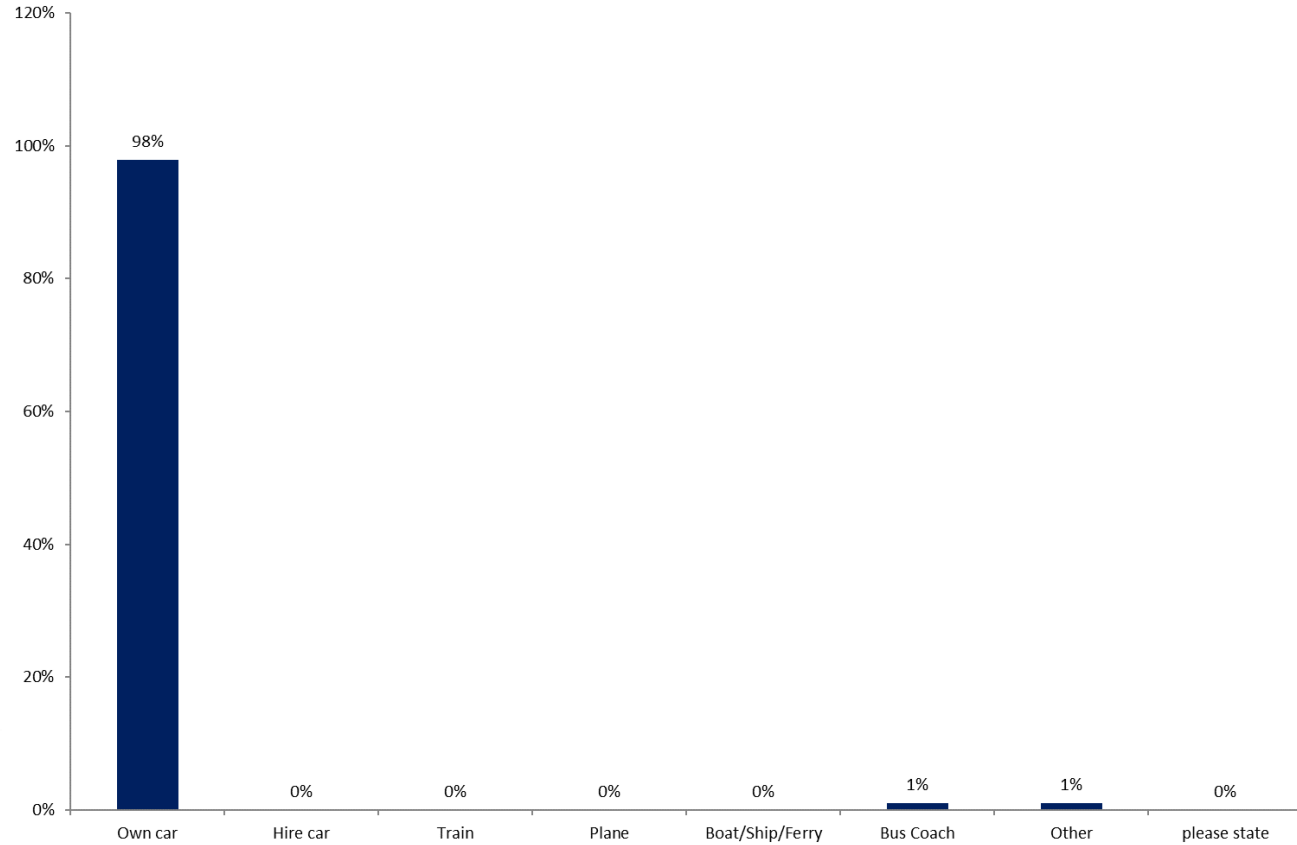
# The respondents:

Over the next 6 months how likely is your business to raise its prices?



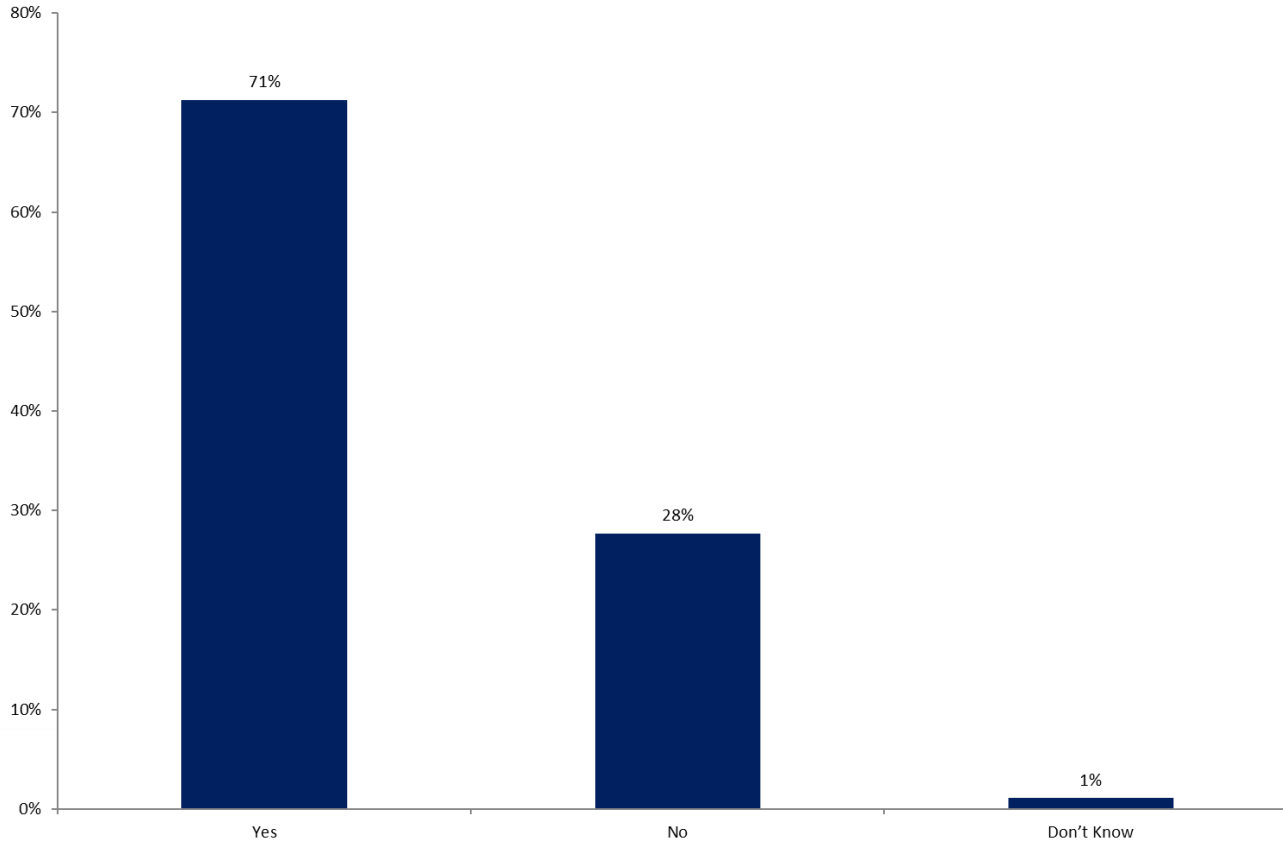
# The respondents:

## What is the main mode of transport for your visitors?



# The respondents:

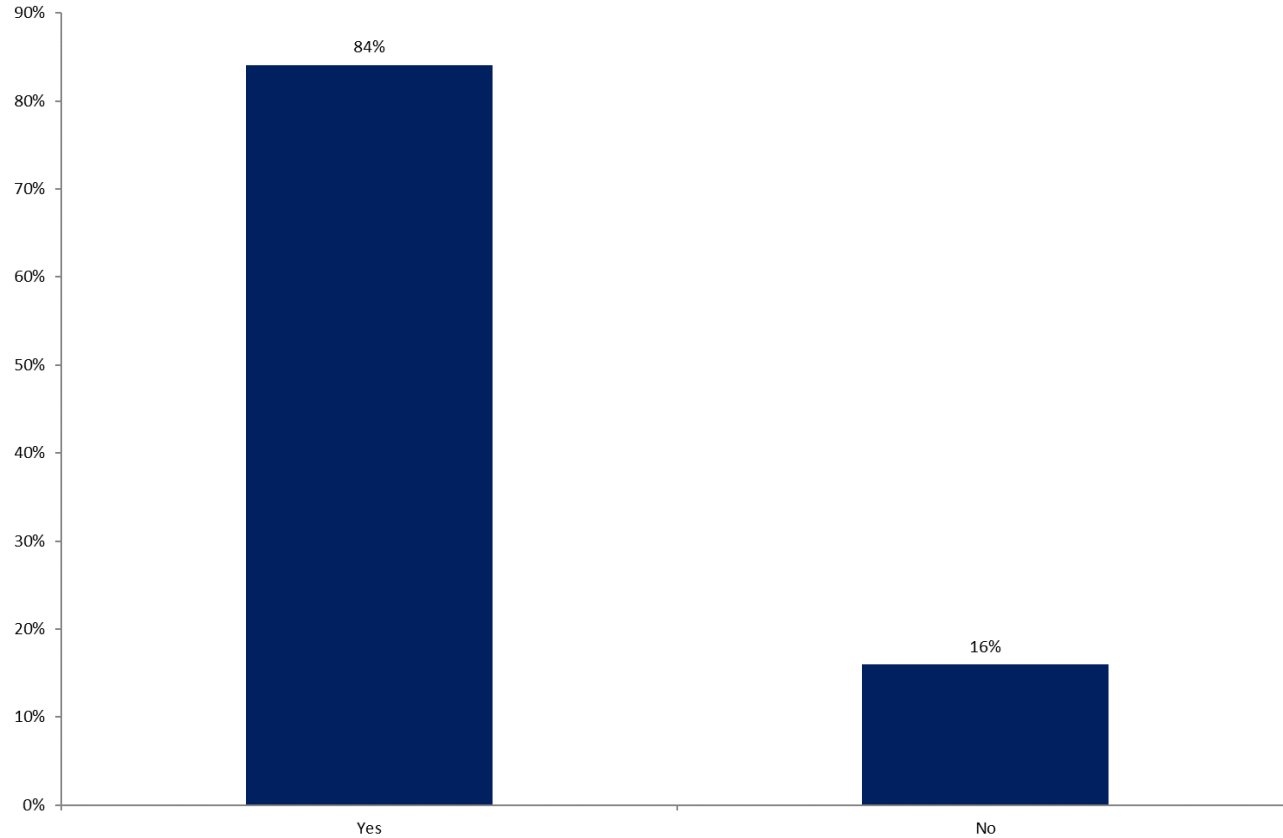
Is there a bus stop within walking distance to your business?



# The respondents:

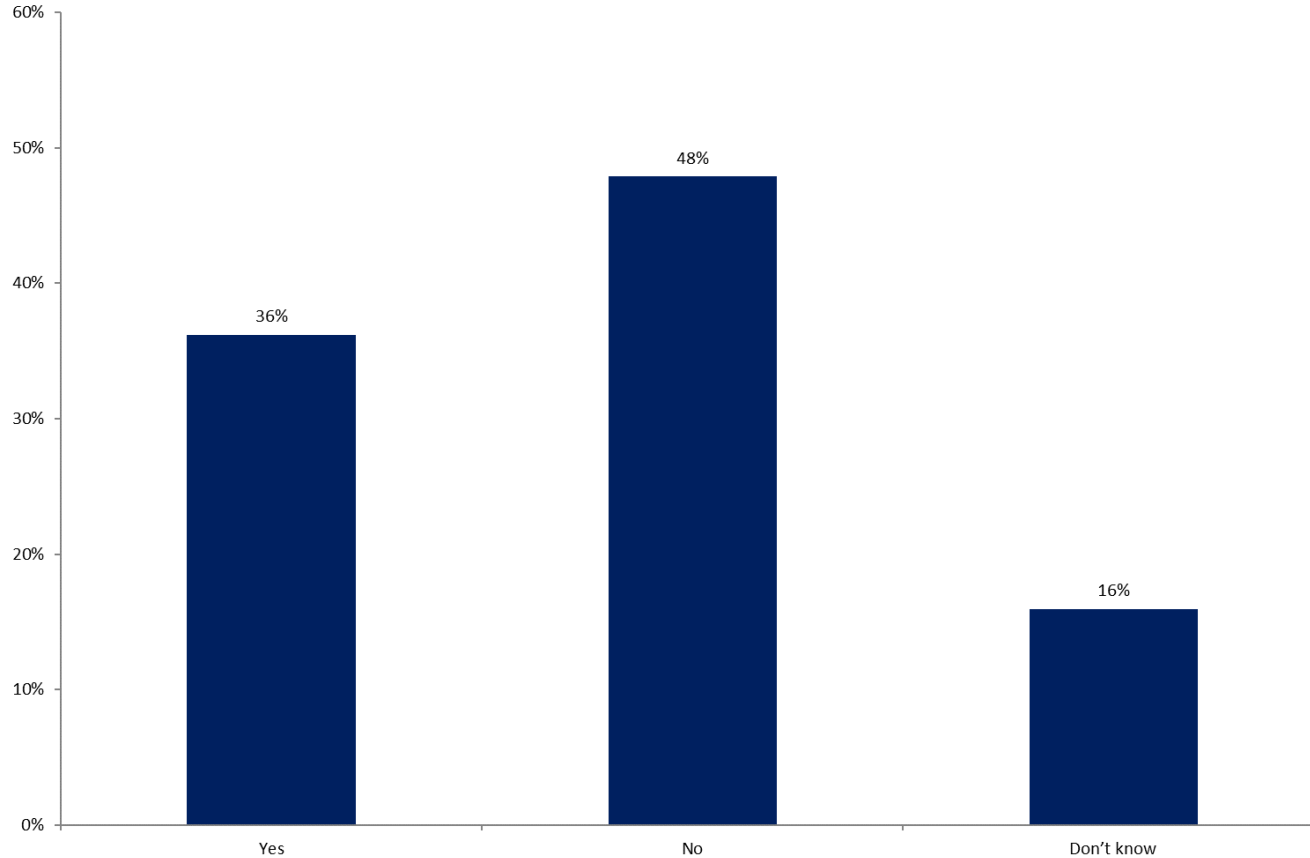
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Are you aware of which routes service the bus stop nearest to your business?



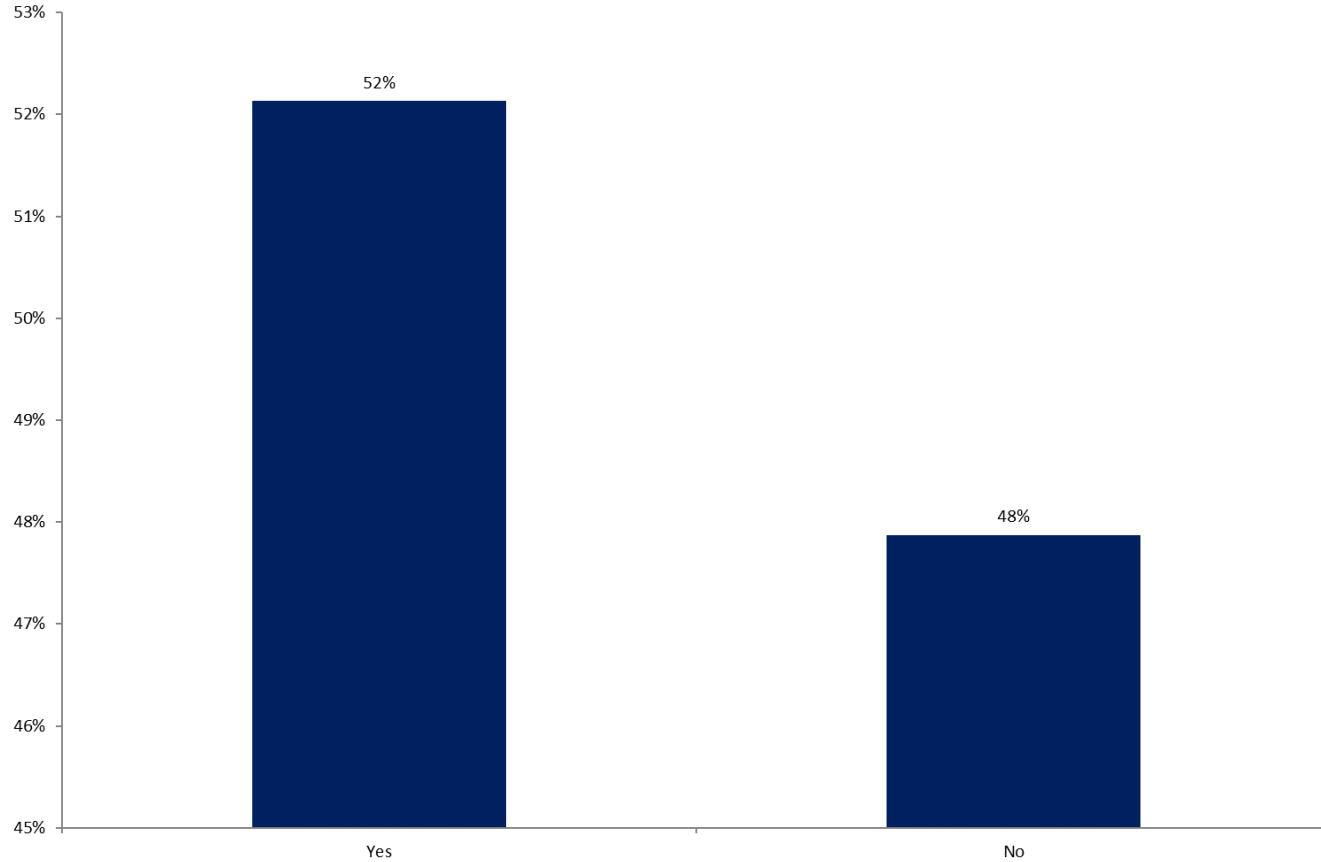
# The respondents:

If there were discounted bus tickets to travel around the area, do you think this would be of use to your visitors / customers?



# The respondents:

Are you aware of the wayfarer bus and train ticket scheme?

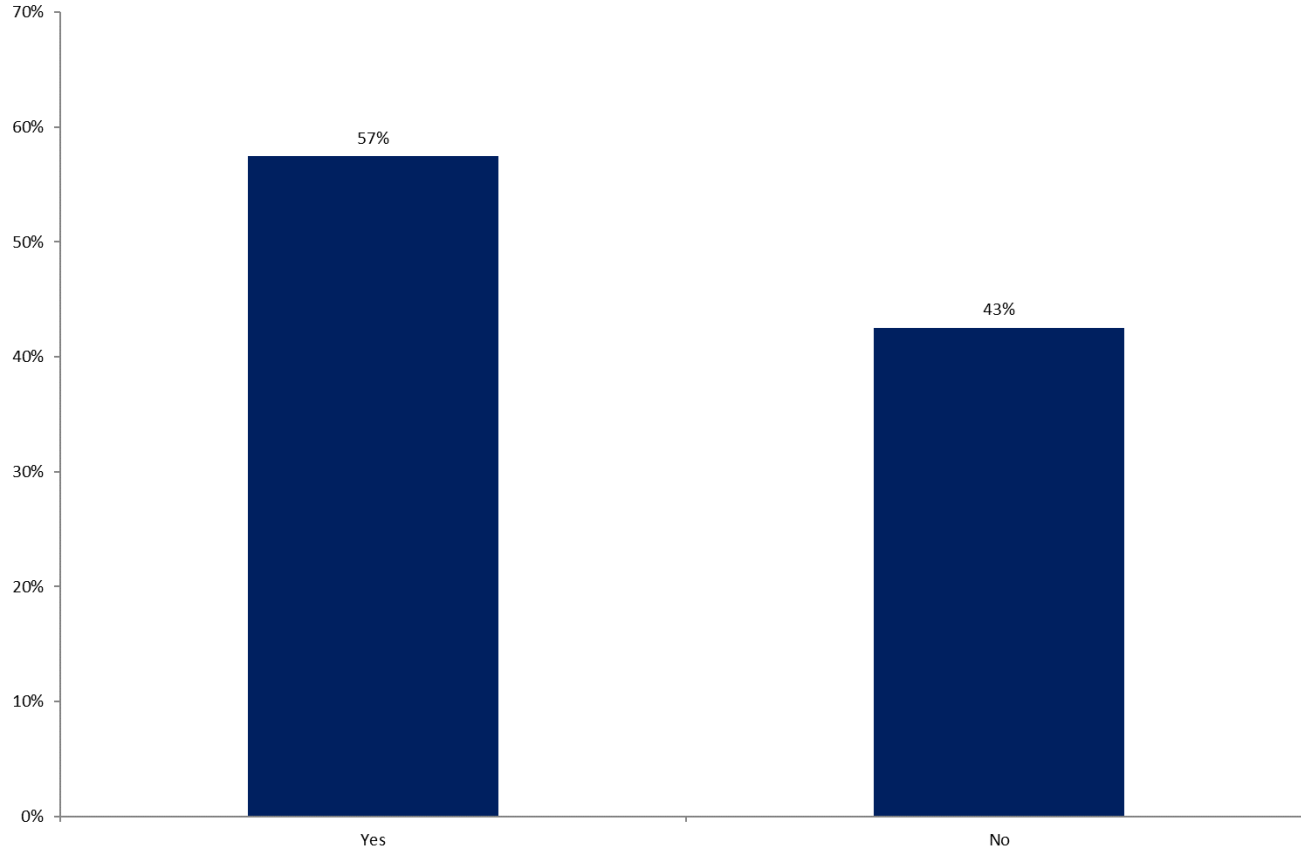




# The respondents:

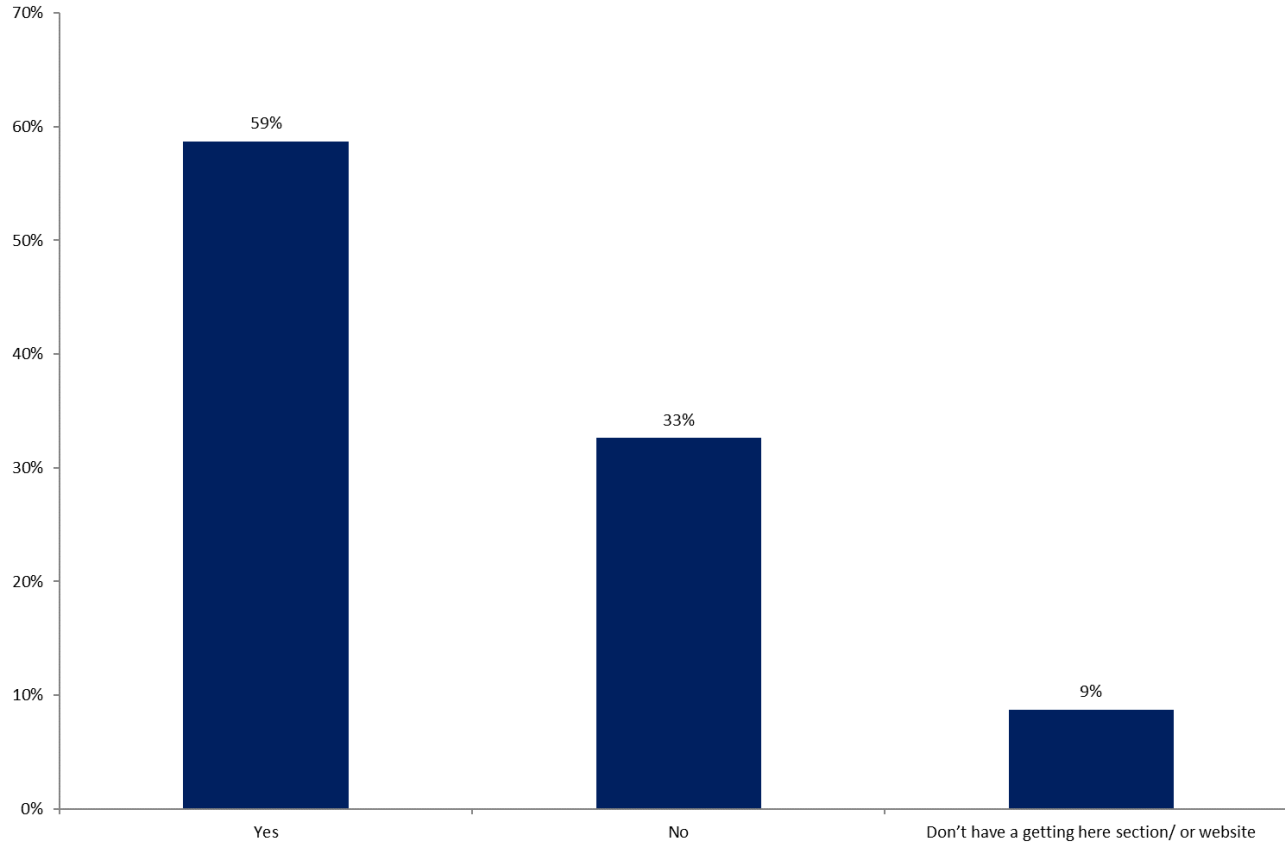
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Would you recommend public transport in the area to your guests/visitors?



# The respondents:

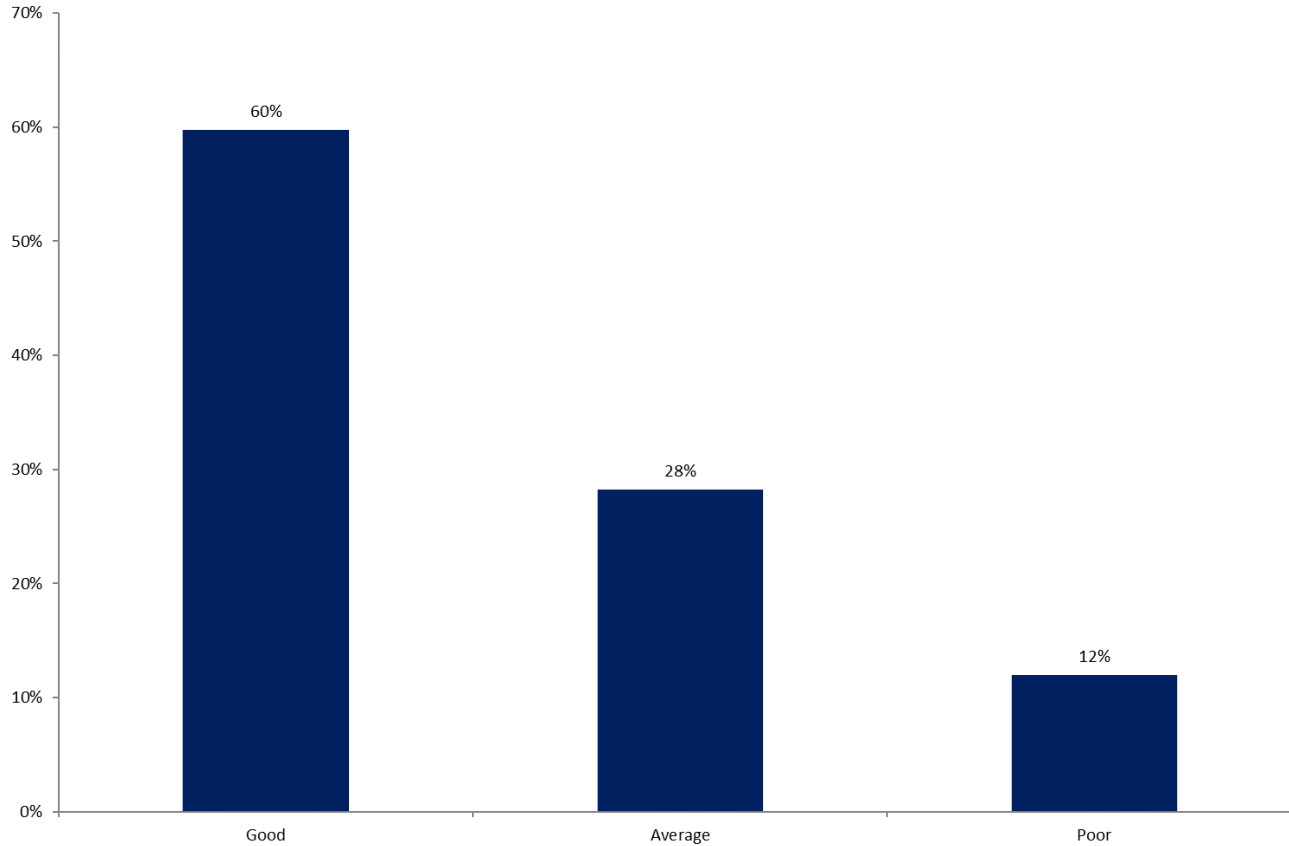
Do you include public transport information on the “getting here” section of your website if you have one?



# The respondents:

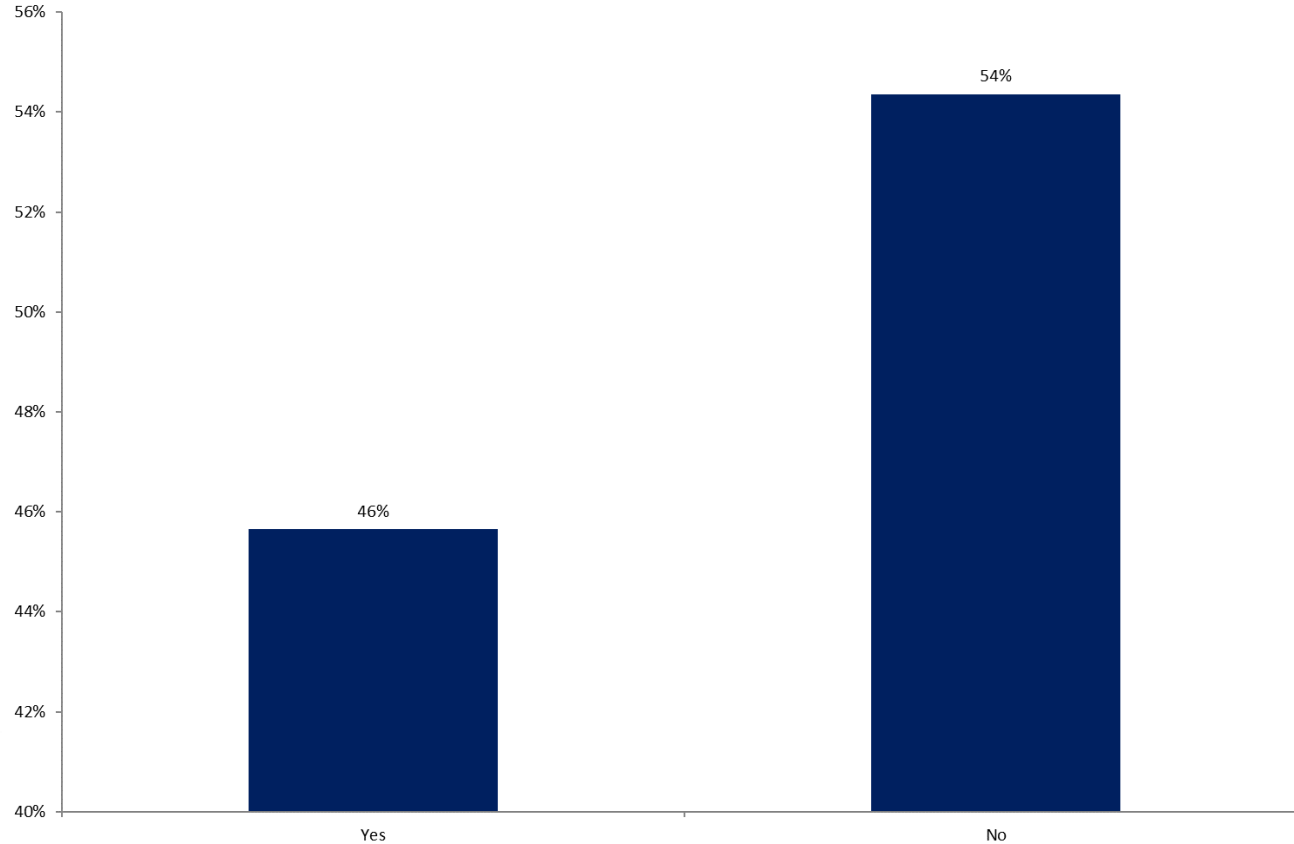
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Would you describe your Wi-Fi coverage as



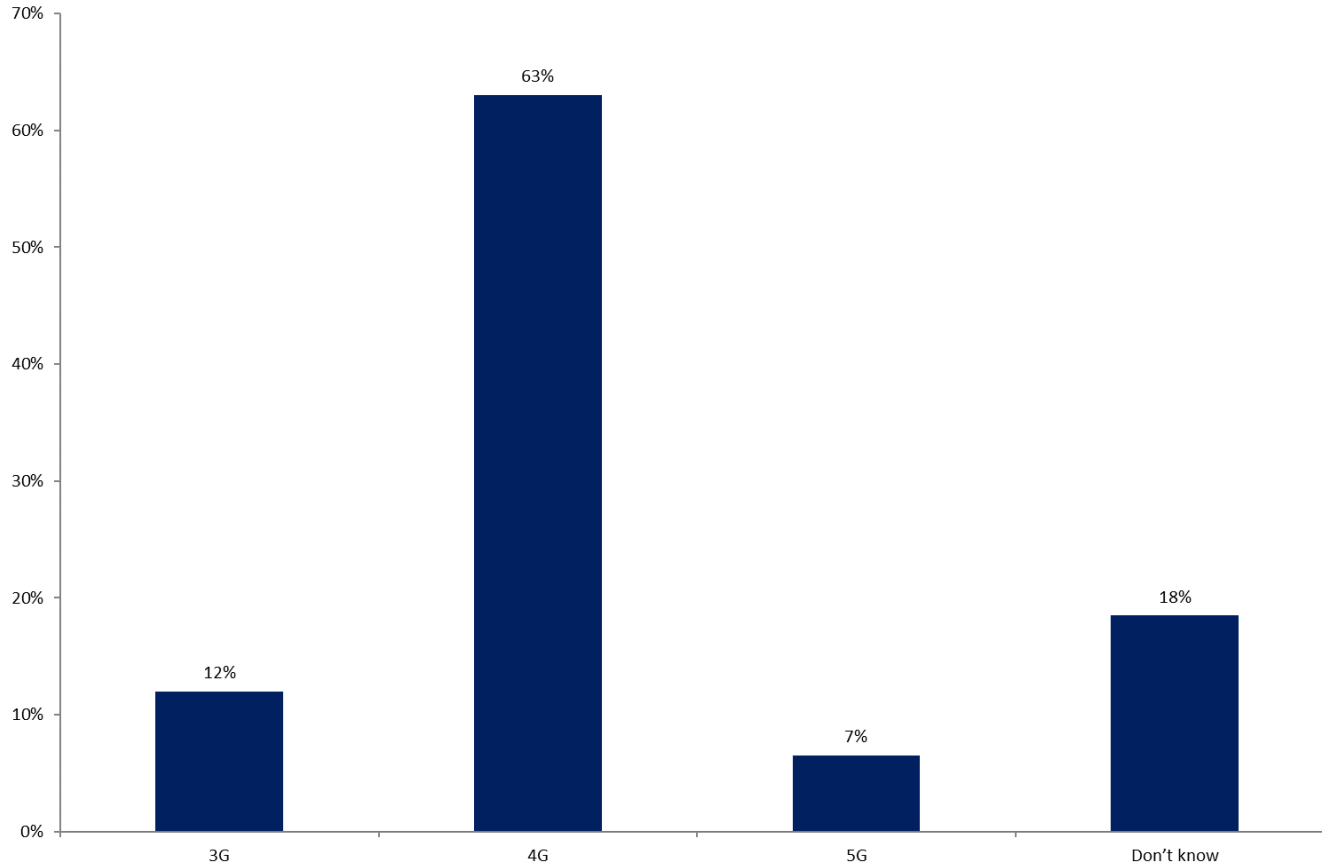
# The respondents:

Do you know your broadband speed?



# The respondents:

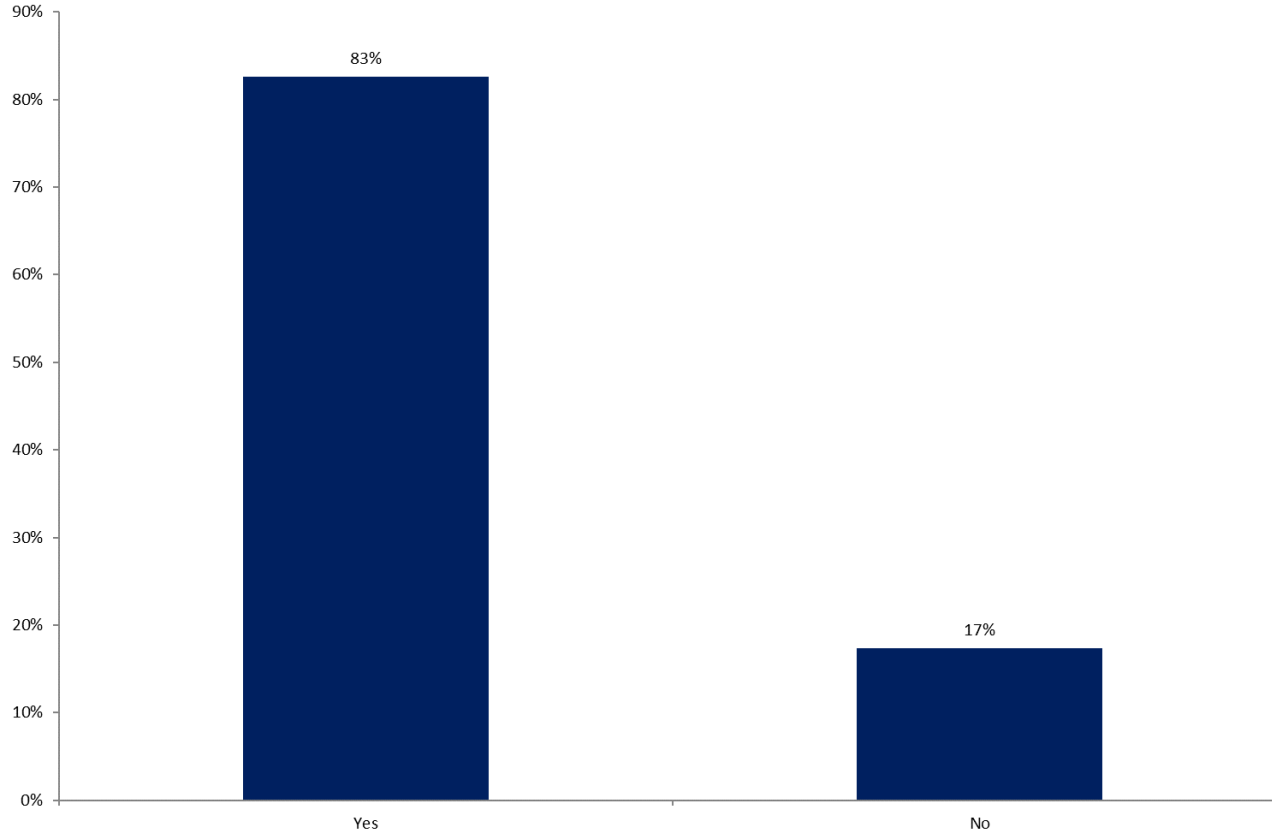
What type of cellular network coverage does your business have?



# The respondents:

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Is your Wi-Fi available to use for your guests/visitors?



# The respondents:

Is the Wi-Fi service free for your guests/visitors to use?

