



Business sentiment

Q3 2024

Key Findings

Business performance



- Only 17% of businesses surveyed viewed the current state of the visitor economy in the region negatively, while 36% had a positive outlook and 47% remained neutral.



- When asked about the impact of the UK economy on their business, the responses differed significantly. Only 3% indicated a positive impact, while 64% felt it was having a negative or very negative effect. A further 33% remained neutral.



- When businesses were asked to elaborate, the most common reasons cited were tax increases, the cost of living, and rising business expenses.



- 31% of businesses surveyed indicated that their overall performance was slightly or much better than the same period last year, while 39% reported it was worse, and the remaining 31% said it was the same. When focusing solely on accommodation, the outlook appeared less positive, with 47% stating their business performance was worse than last year, 23% reporting it was better, and 31% indicating it remained the same.



- 39% of businesses reported having increased prices over the past 6 months, while 67% indicated they planned to raise prices in the next 6 months. The average anticipated price increase was 6%.



Key Findings

Guests & Visitors



- In Q4 2024, 42% of businesses across the entire sector reported a slight or significant decrease in visitor numbers, while 33% observed a slight or significant increase. Additionally, 25% of businesses reported no change in their visitor numbers.



- When focusing on the accommodation sector alone, only 23% of businesses reported an increase in visitor numbers, 35% indicated that their numbers remained the same, and 43% experienced a slight or significant decline. This suggests a potential shift towards day visitors rather than overnight stays.



- While "weather" and the "state of the UK economy" remain the most cited reasons for decreased visitor numbers, businesses have also noted that changing trends are affecting their operations. This is especially true in the self-catering accommodation sector, where the rising demand for 1-night stays has made it financially unviable due to the high cleaning costs associated with such short stays.



Key Findings

Guests & visitors



- 17% of businesses across the sector reported that their domestic visitor or guest numbers were either higher or the same compared to the same period last year. However, when focusing solely on accommodation providers, this figure dropped to 4%, further indicating a shift towards day visitors. Among accommodation providers, 54% stated that their visitor numbers were the same as last year, 35% reported a decrease, and 8% were unsure. Across the sector, 47% said their numbers remained unchanged, 31% saw a decline, and 7% were unsure.



- 58% of businesses overall reported that the number of international visitors was either higher or the same as the same period last year. When focusing solely on accommodation providers, the findings were similar, with 54% indicating that their international visitor numbers were either up or unchanged.



- 85% of all businesses reported having visitors from the UK, 42% had visitors from Europe, and 23% welcomed visitors from the USA. Other countries mentioned included Australia, Canada, and Malaysia.



Key Findings

Guests & visitors



- 97% of visitors arrive to the destination in their own car, the remaining 3% arrived on bus.



- 56% of businesses reported that more than 75% of all bookings are made online.



- Confidence in advance bookings is low, reflecting the trend reported by businesses that bookings are increasingly being made closer to the last minute.

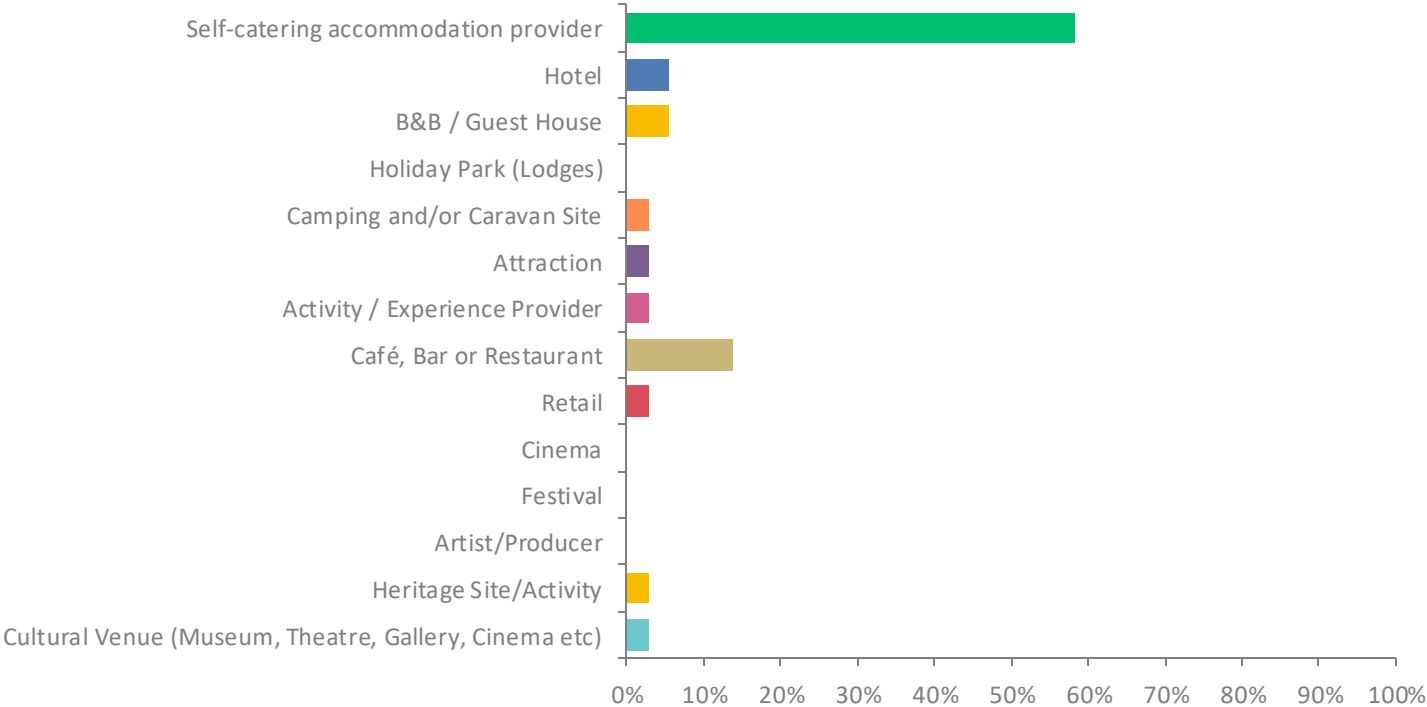
Advanced bookings/sales per month						
	Very good	Good	Just OK	Poor	Very poor	Don't know
December 2024	0%	11%	39%	25%	8%	17%
January 2025	0%	3%	22%	25%	25%	25%
February 2025	3%	0%	31%	17%	25%	25%
March 2025	0%	3%	42%	8%	19%	28%
April 2025	3%	17%	25%	17%	14%	25%



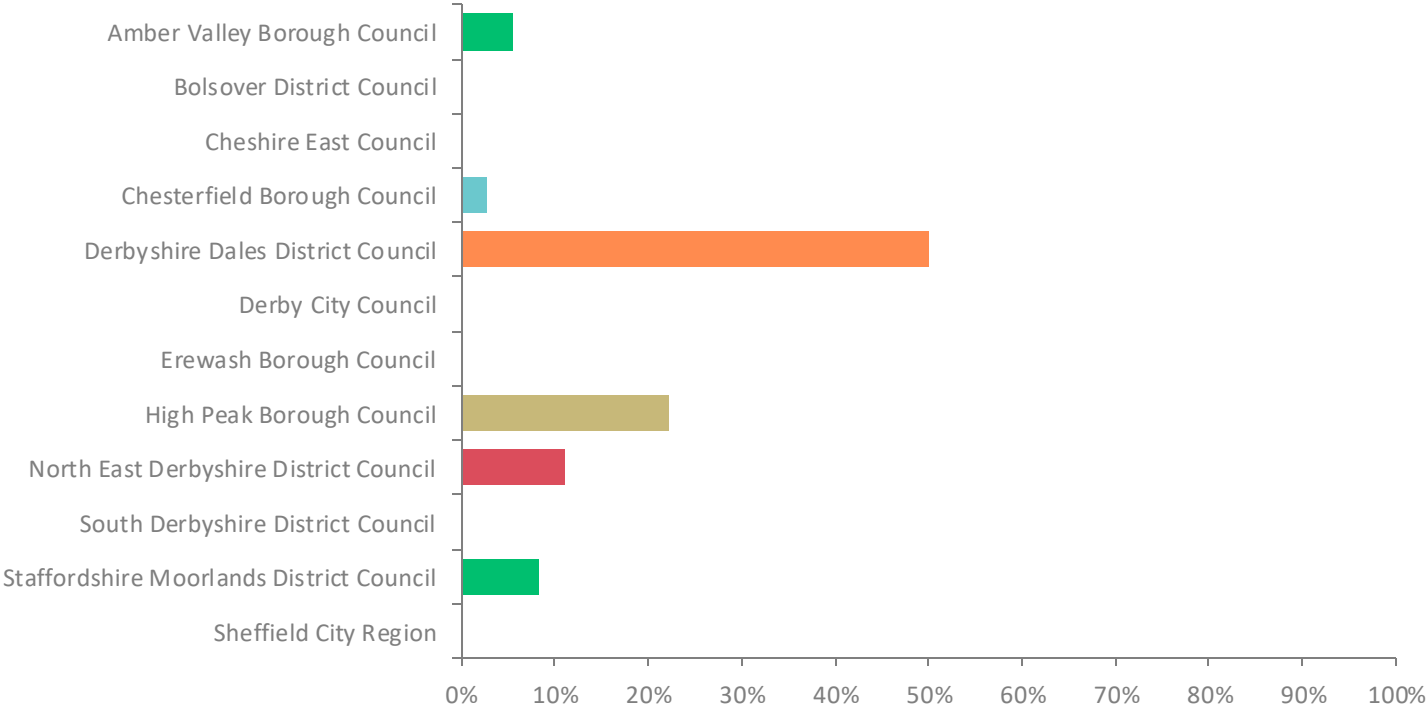


The Data

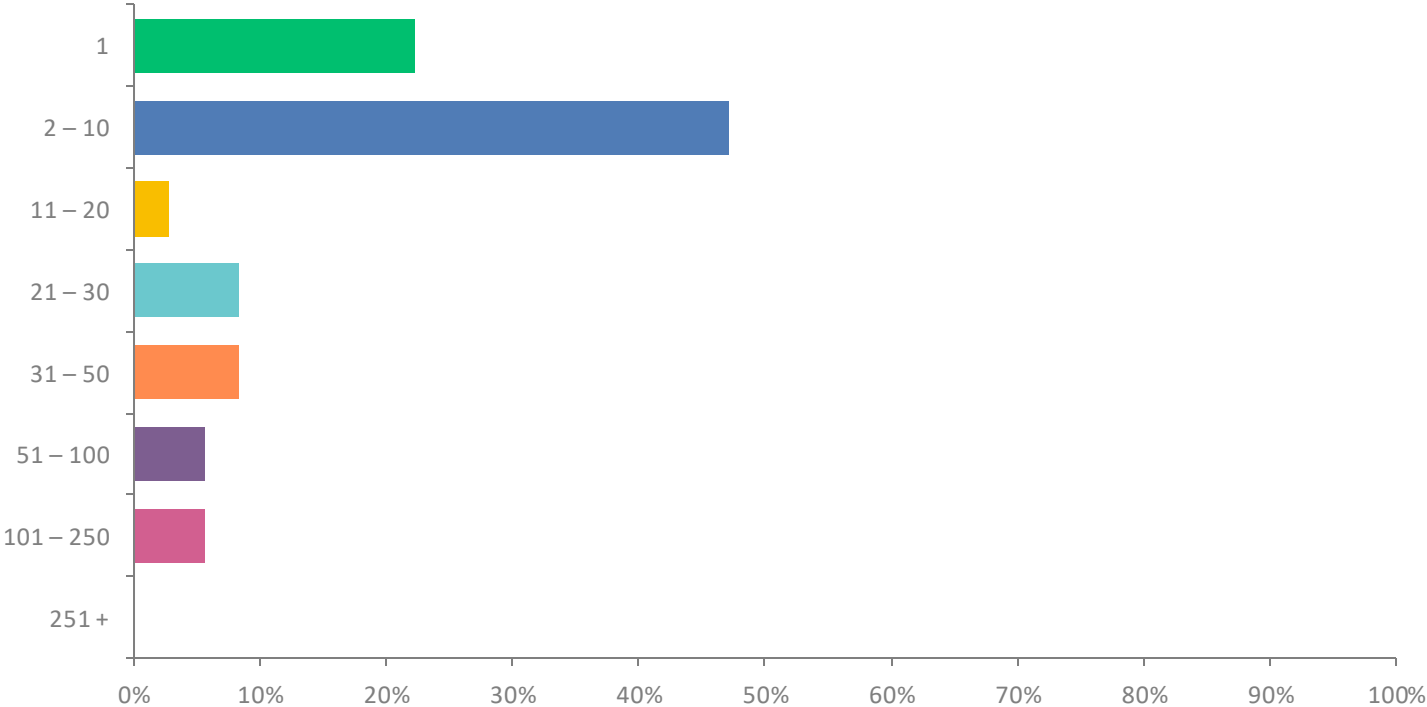
Q1: Which of the following best describes your business?



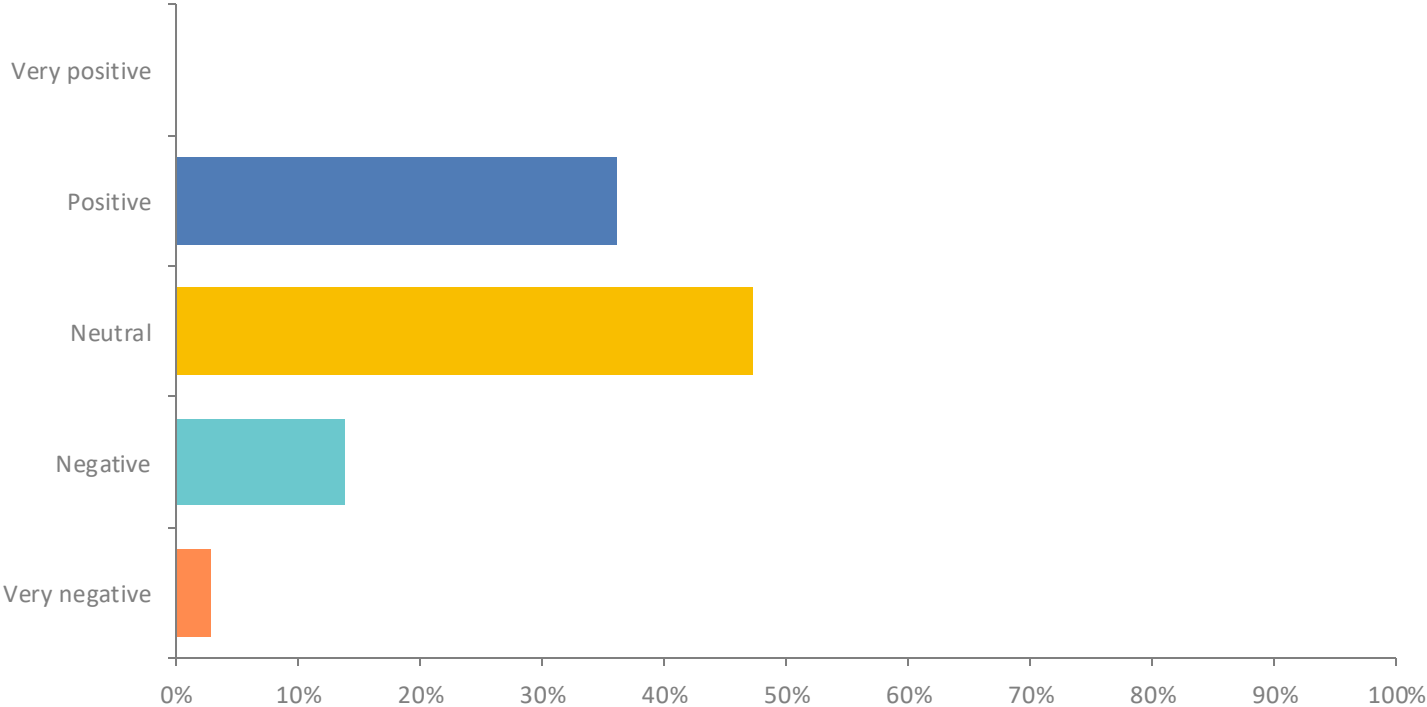
Q2: Please indicate which local authority area your business is located in.



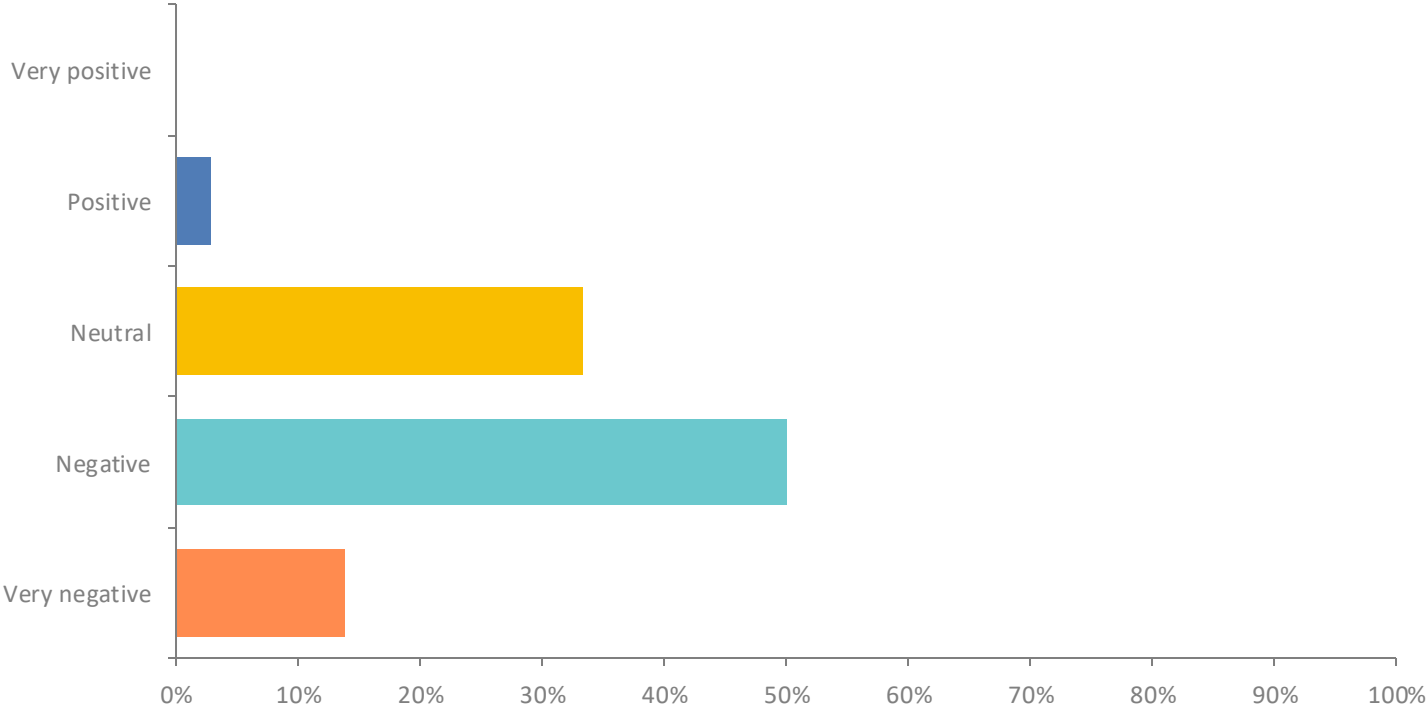
Q3: Including yourself, how many people are employed by your business?



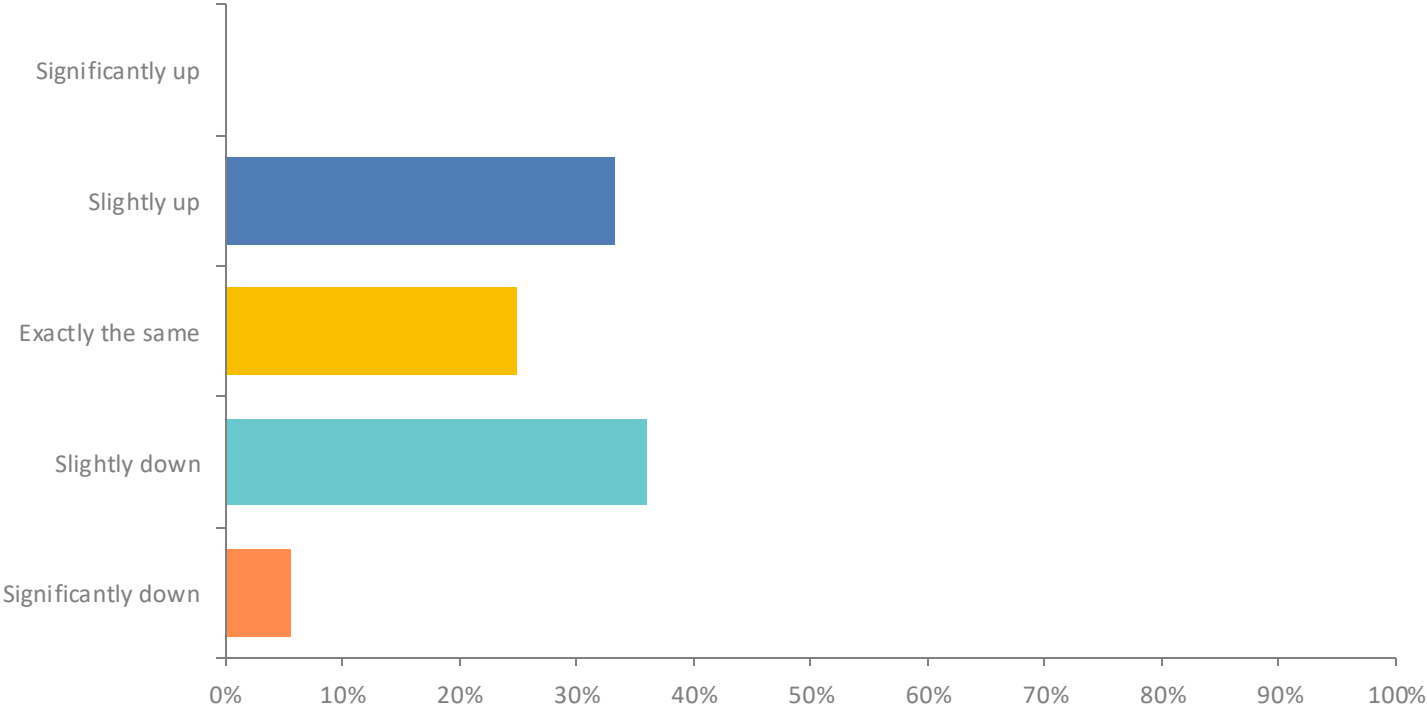
Q4: How do you perceive the current state of the visitor economy / tourism industry in our region?



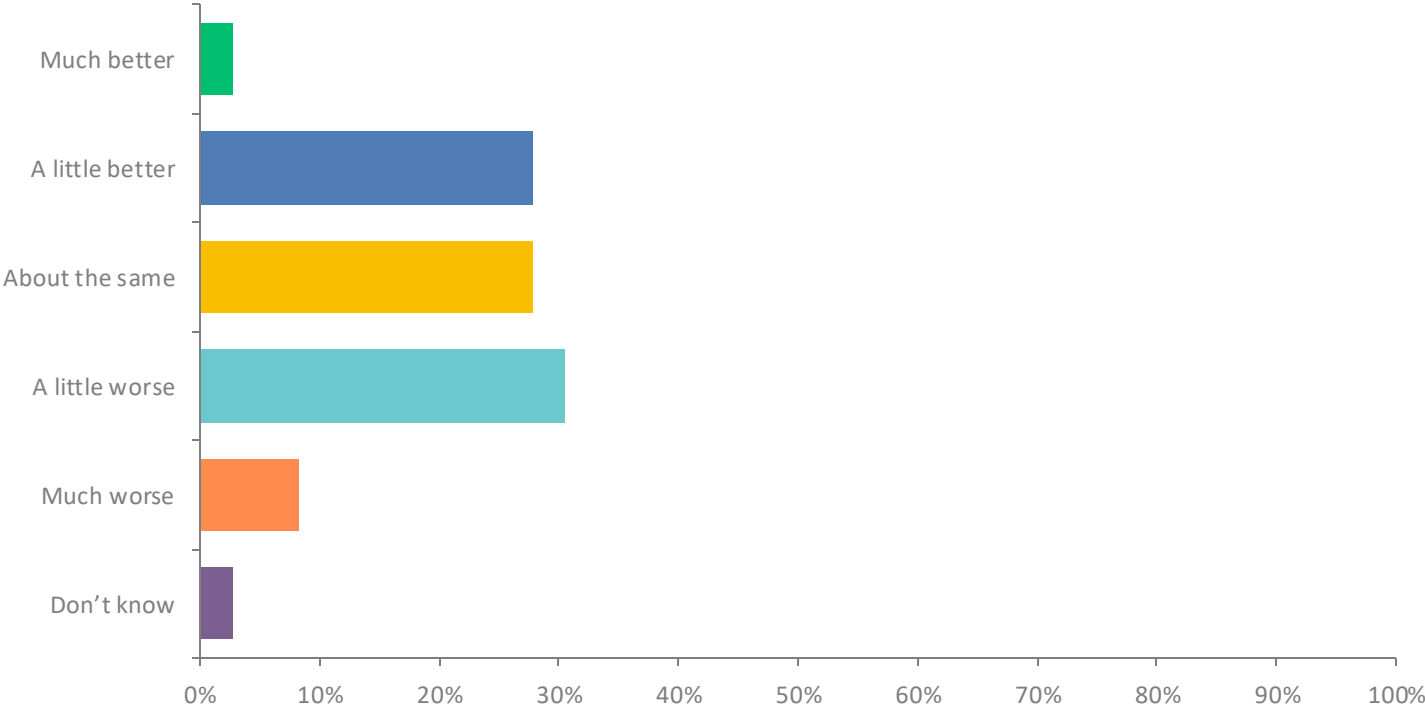
Q6: To what extent do you believe that the current state of the UK economy is impacting your businesses performance?



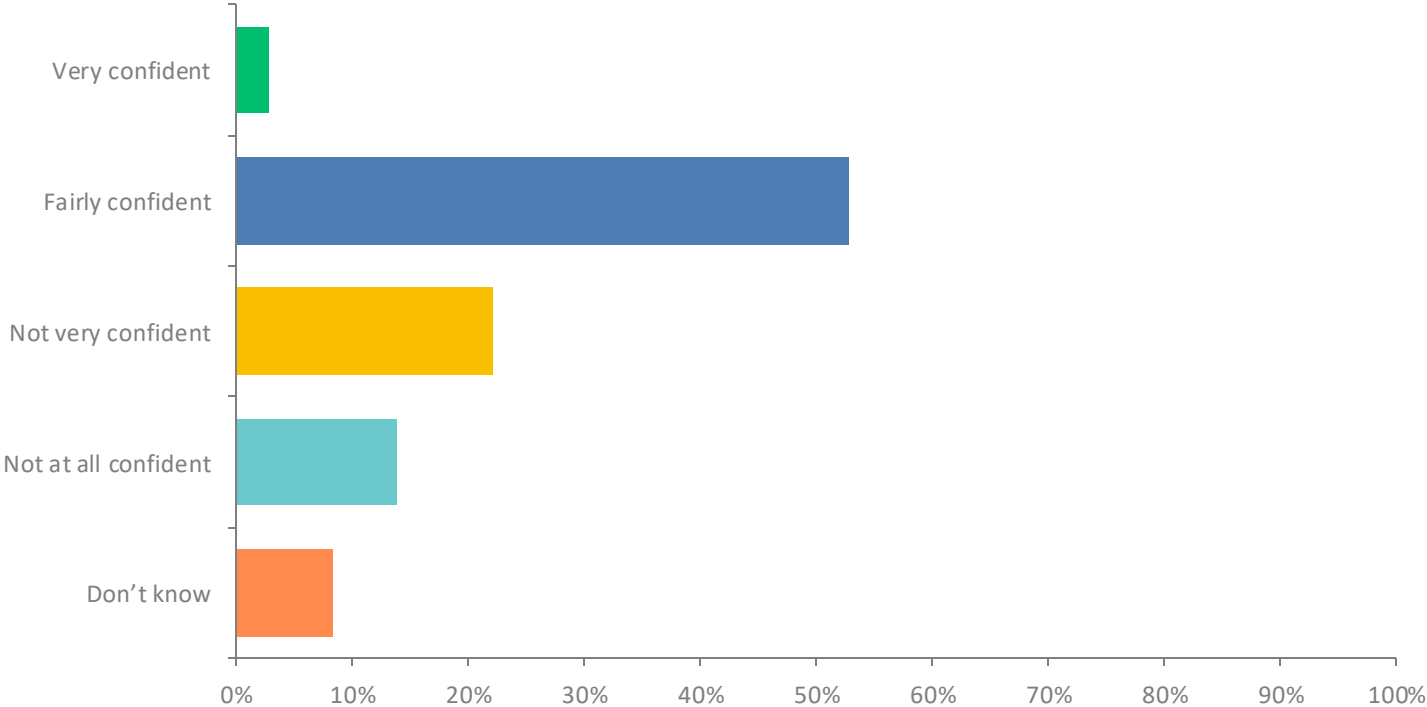
Q8: Compared to quarter 3 (July - Sept) last year, how are your visitor/guest numbers?



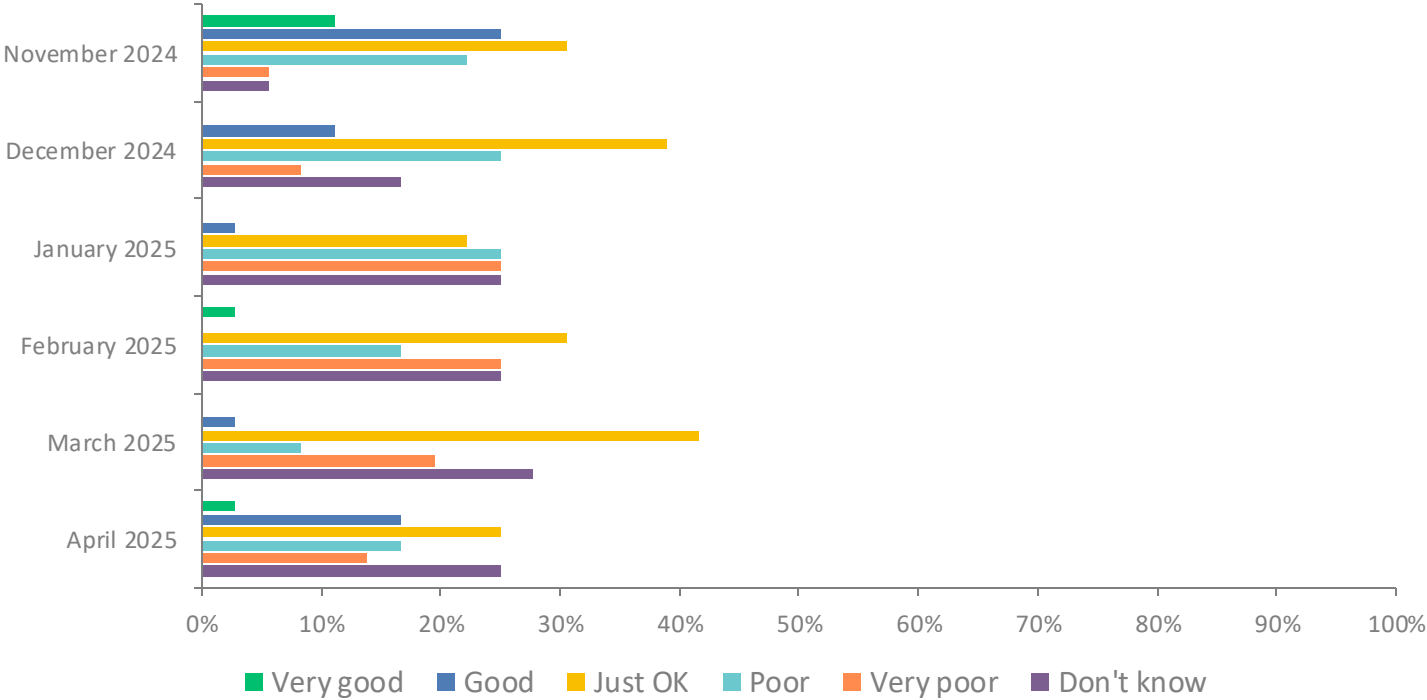
Q9: Compared to quarter 3 (July - Sept) last year, how is your overall business performance?



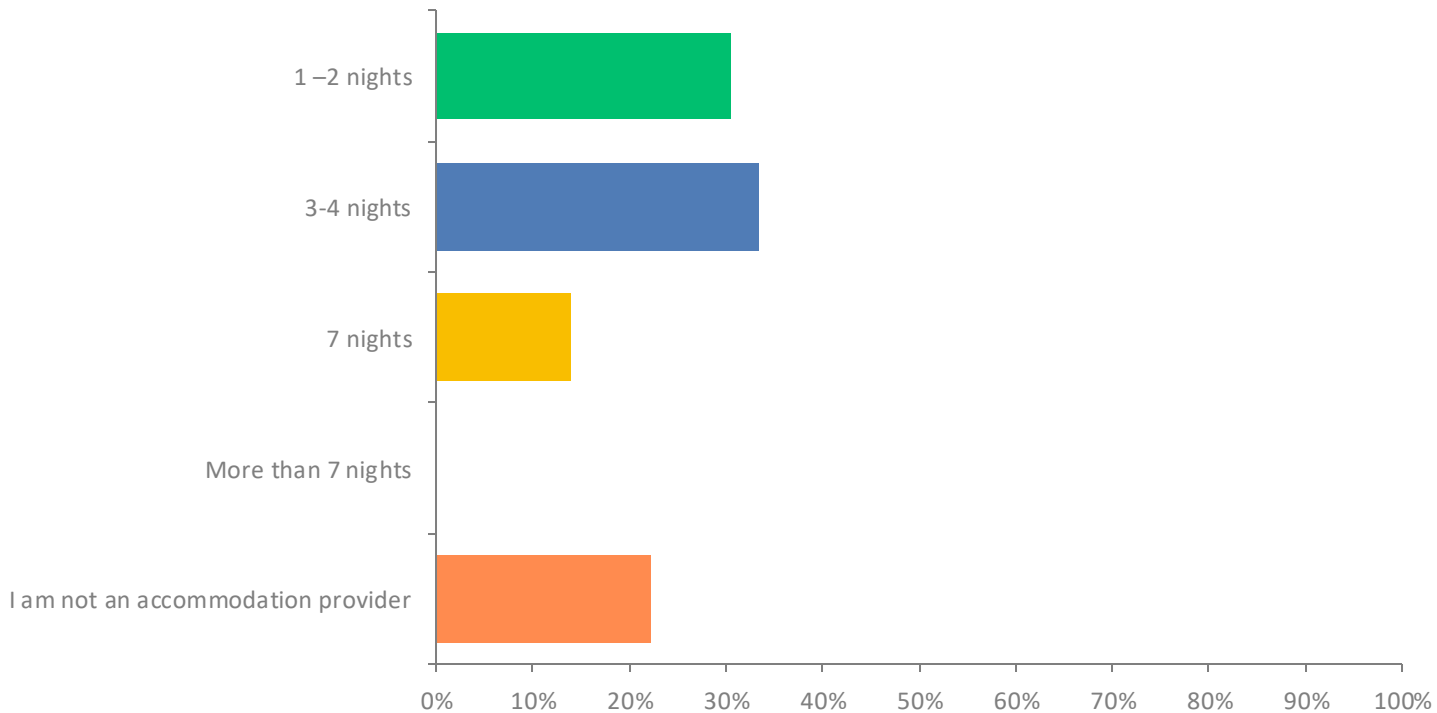
Q11: How confident are you in the performance of your business for the period for quarter 3 (July - September) 2024?



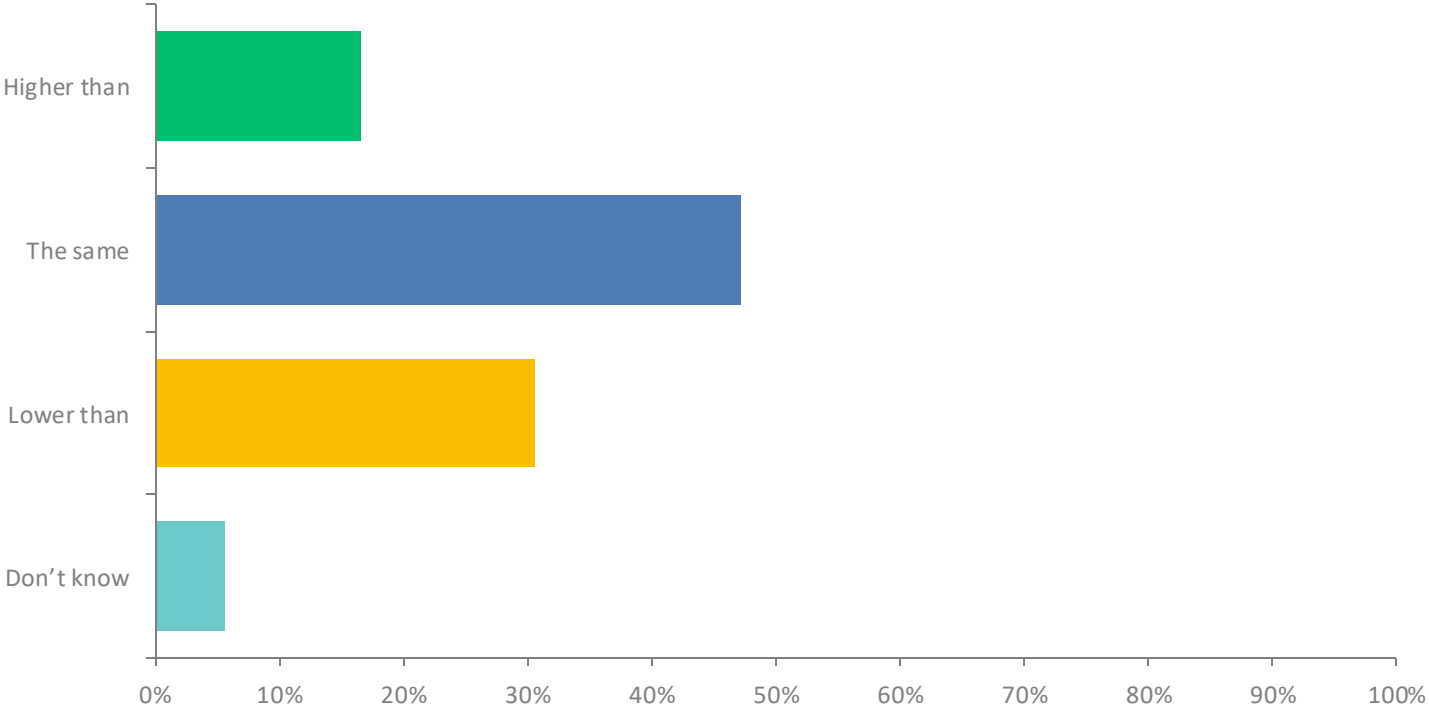
Q12: Please indicate how your advanced bookings/sales are looking for each of the following months:



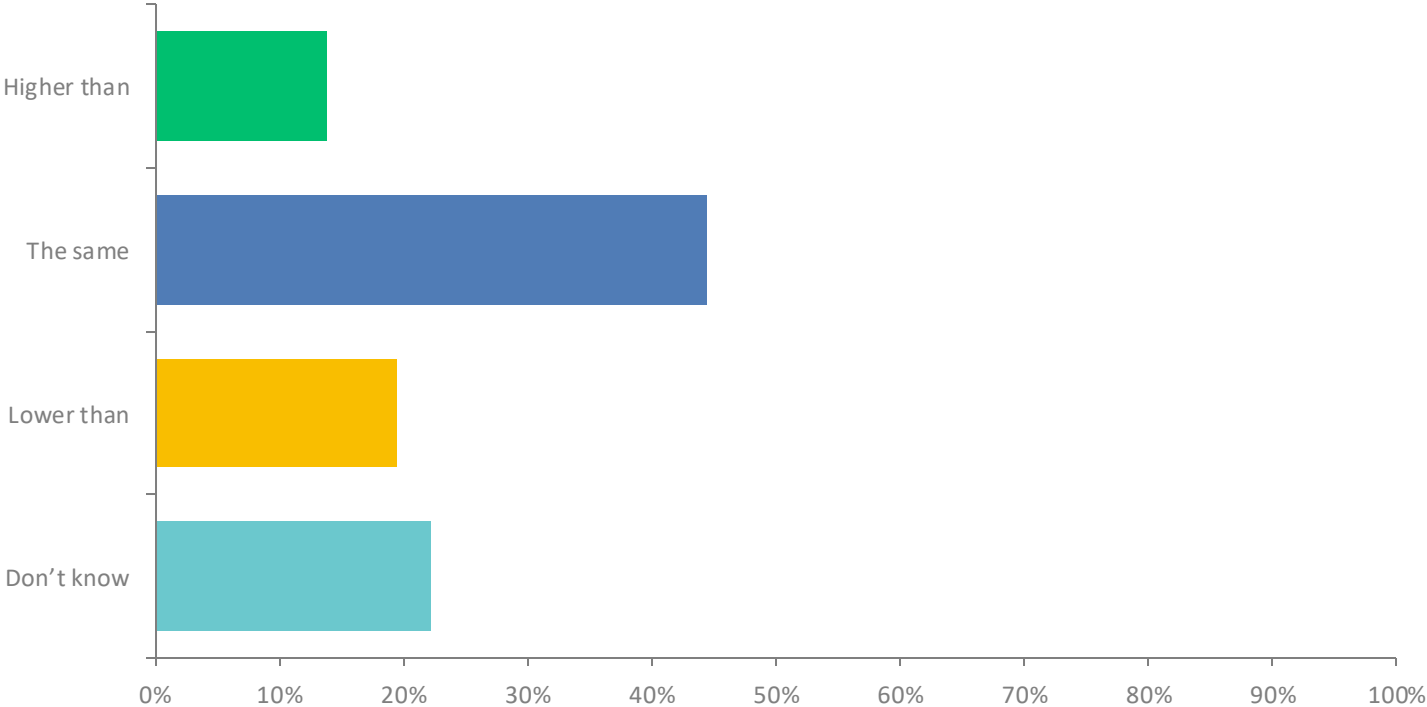
Q13: If you are an accommodation provider what is the average length of stay of your guests?



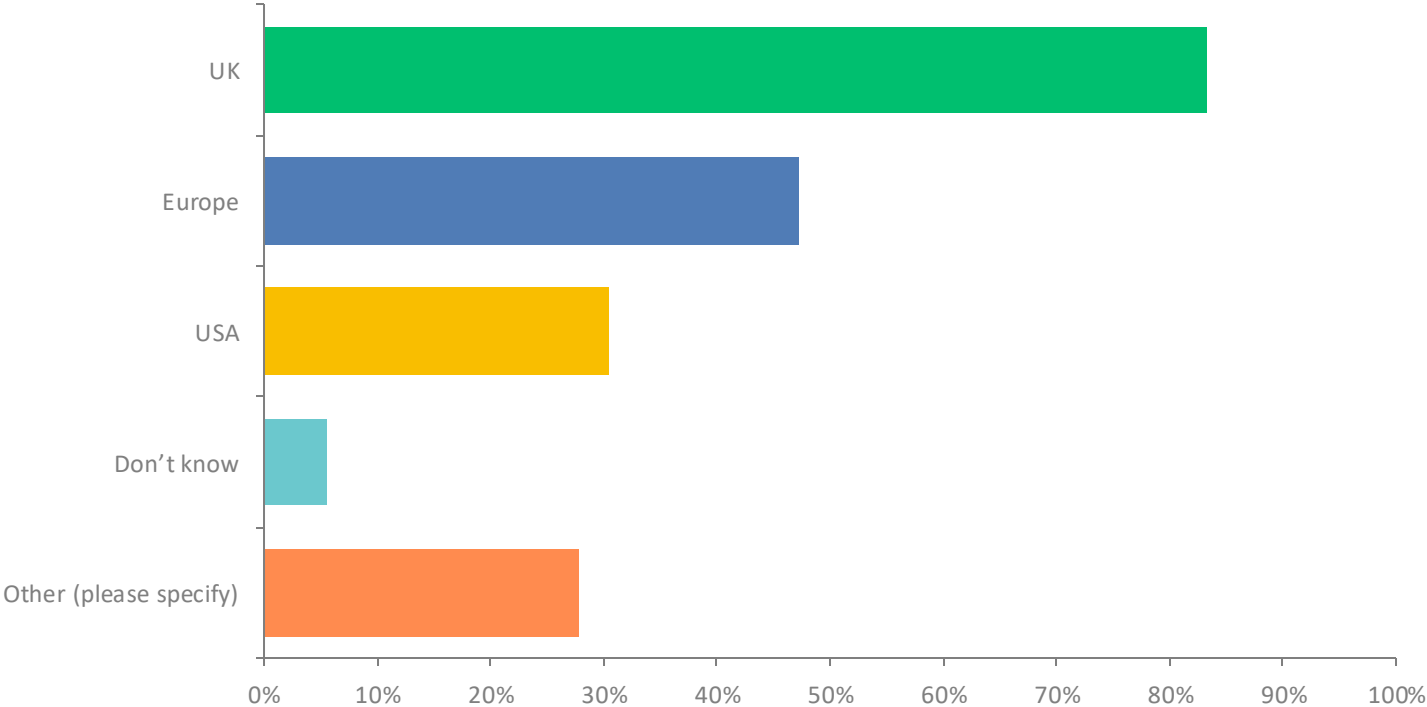
Q14: Please tell us how your levels of domestic (UK) guests/visitors in quarter 3 (July - Sept) 2024 as a whole compared with quarter 3 (July - Sept) 2023:



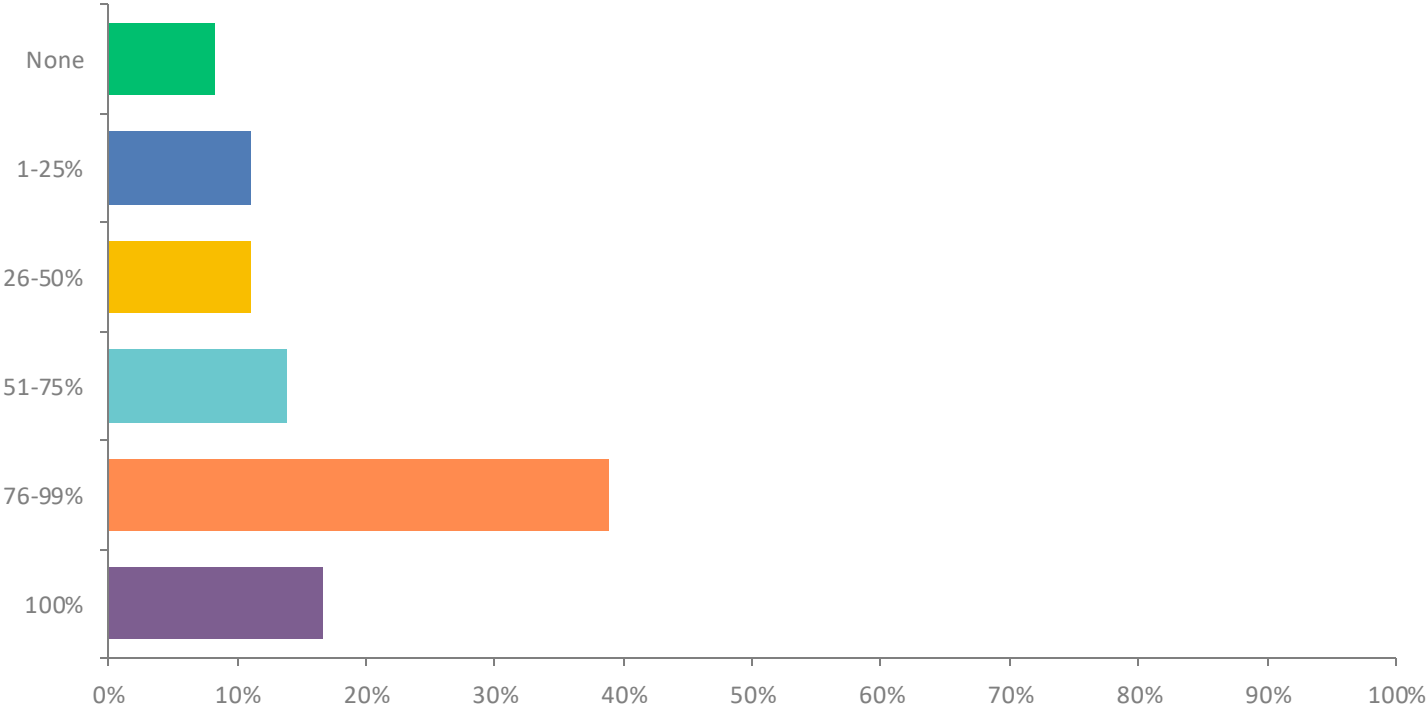
Q15: Please tell us how your levels of overseas guests/visitors in quarter 3 (July - Sept) 2024 as a whole compared with quarter 3 (July - Sept) 2023:



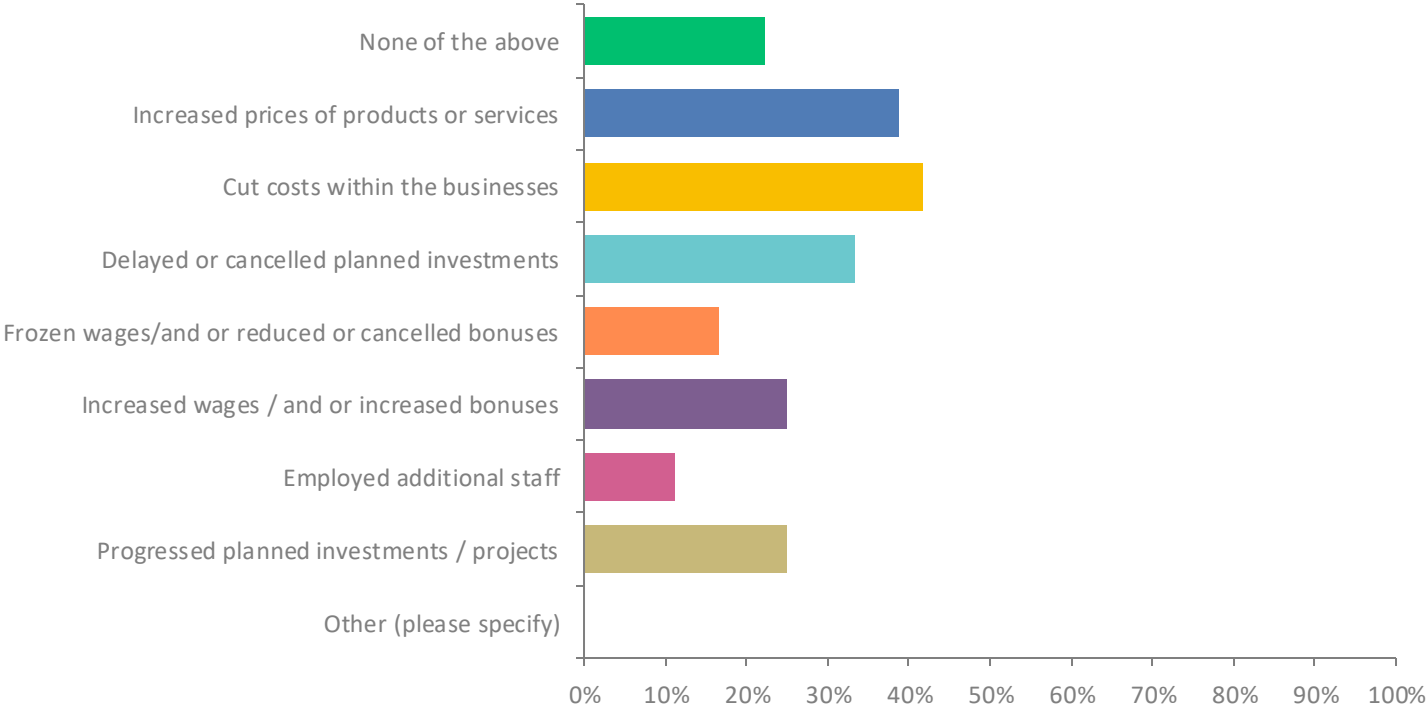
Q16: Please tell us where your visitors have travelled from in quarter 3 (July - Sept) 2024? (Please tick all that apply)



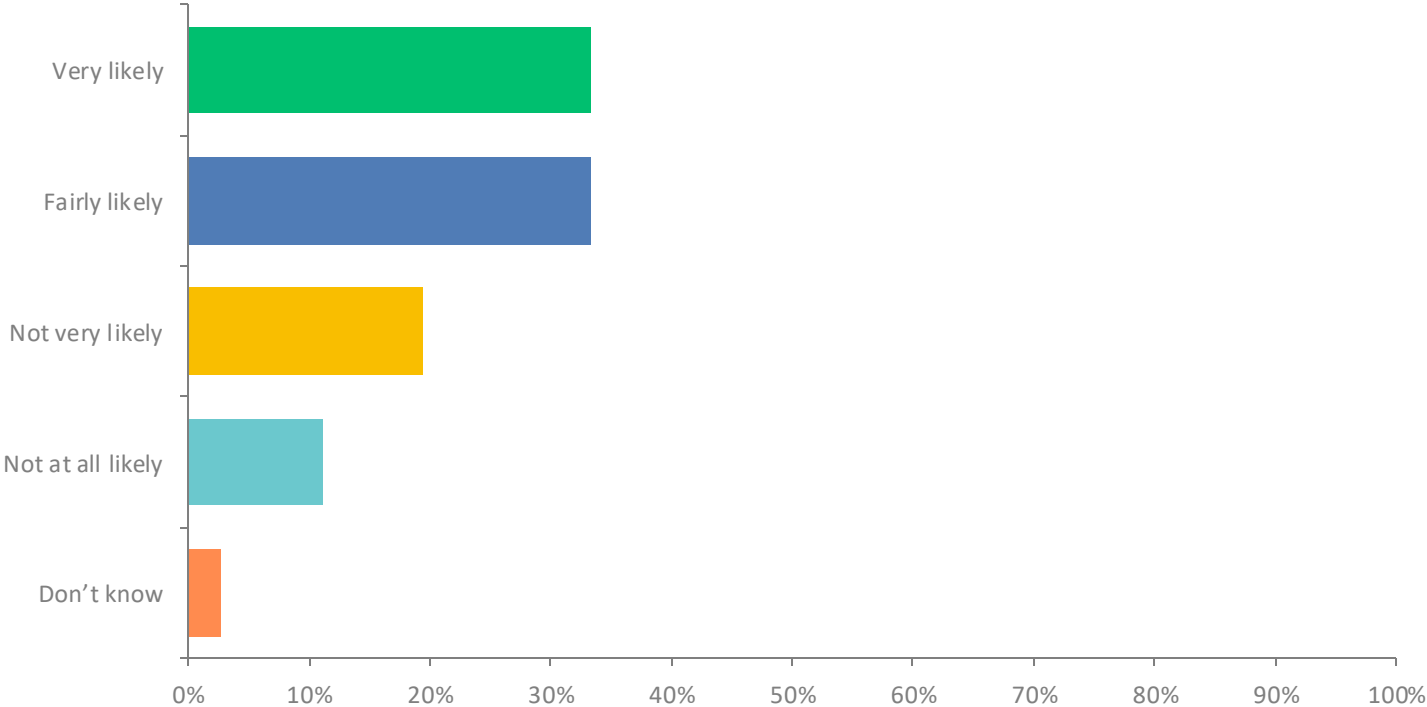
Q18: What proportion of your bookings/sales are currently made online?



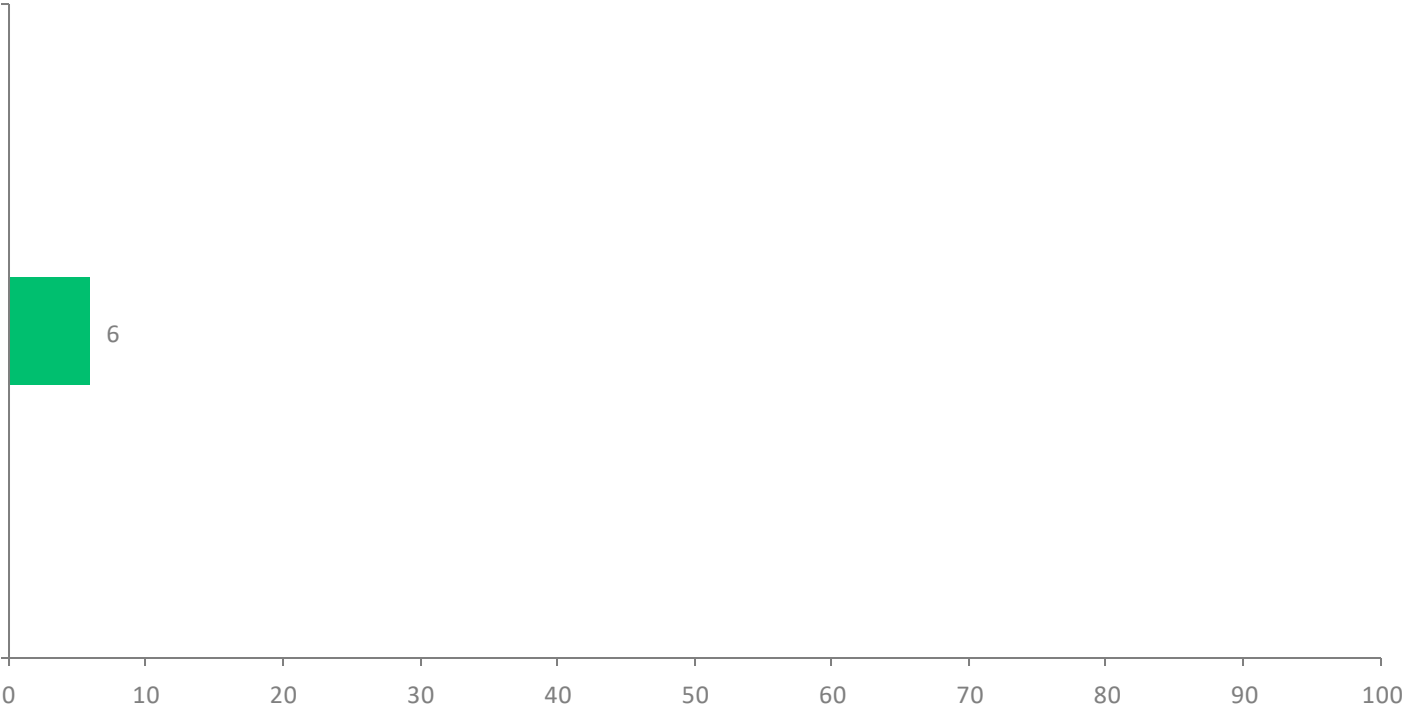
Q20: Which of the following has your business done in the last 6 months? (Please tick all that apply)



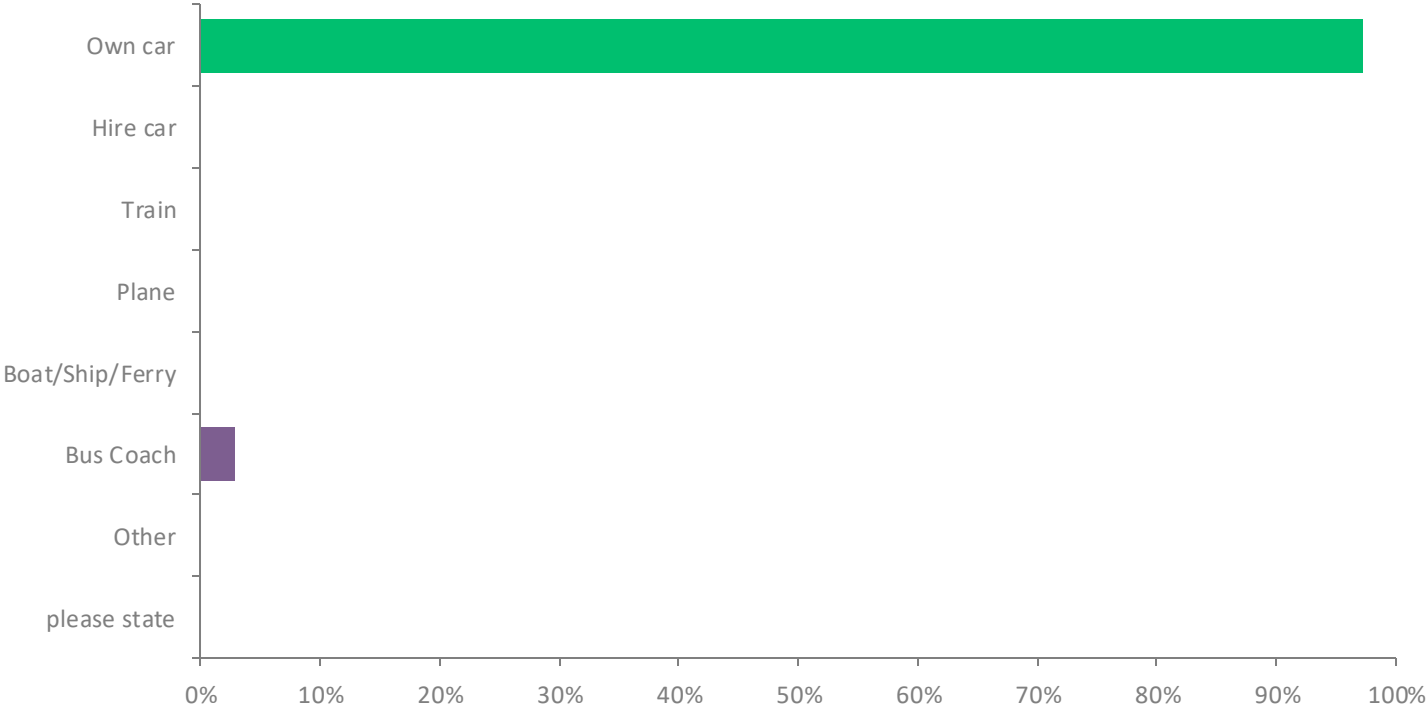
Q21: Over the next 6 months how likely is your business to raise its prices?



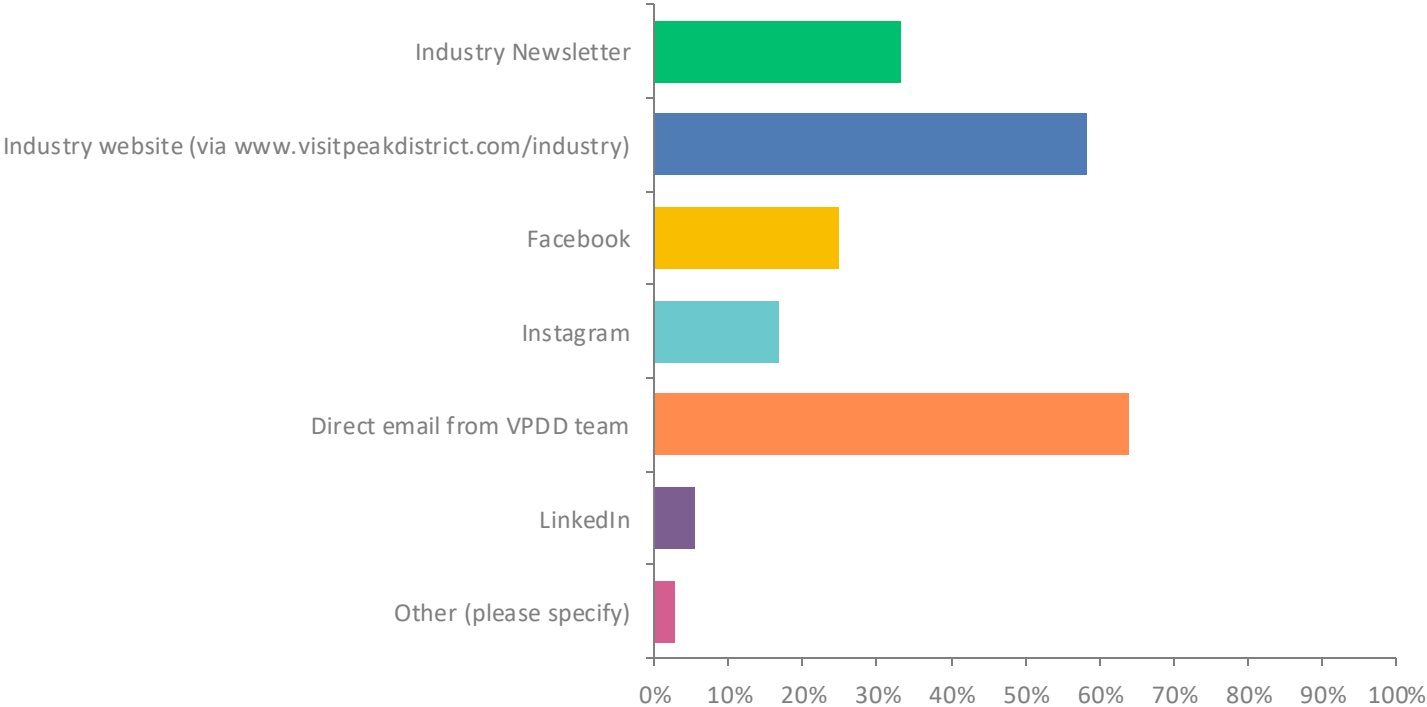
Q22: How much do you expect that your prices to increase by?



Q23: What is the main mode of transport for your visitors?



Q24: Which of the following methods do you use to access information from Visit Peak District & Derbyshire? (Please tick all that apply)



Q25: Are you currently a member of Visit Peak District & Derbyshire?

