



Business sentiment

Q4 2024

Key Findings

Business performance



- Among the businesses surveyed, 56% had a positive perception of the current state of the visitor economy in the region, while 20% remained neutral, and 24% viewed it negatively.



- When questioned about the impact of the UK economy on their business, responses varied significantly. Just 4% reported a positive impact, while 48% perceived it as negative or very negative. Another 48% remained neutral.



- When asked to provide further details, businesses most commonly cited tax increases, the rising cost of living, higher business expenses, and cautious booking behaviour from guests.



- Regarding overall business performance, businesses responded positively, with 64% indicating that their performance remained the same or improved compared to the same quarter last year, while 36% reported a decline.



- Some businesses that reported positive overall performance attributed their success to introducing new shoulder season products and the destination's appeal for winter and Christmas cozy breaks. In contrast, those experiencing a decline cited the cost-of-living crisis, economic uncertainty, and weather conditions as key factors.



Key Findings

Business performance



- Confidence for Q1 2025 is divided, with 48% expressing optimism for the upcoming quarter, another 48% lacking confidence, and the remaining 4% uncertain.



- When asked about the measures taken over the past year, 52% of businesses reported raising their prices, while 44% had postponed or cancelled planned investments. Additionally, 52% expect to increase prices within the next six months, with an average anticipated rise of 9%.



Key Findings

Guests & Visitors



- 60% of respondents indicated that their domestic visitor levels were either the same or higher compared to the same quarter last year, while 28% reported a decline, and 12% were uncertain.



- Regarding international visitor numbers, 40% of businesses reported levels that were either the same or higher than last year, 28% noted a decline, and 32% were uncertain.



- The largest source of international visitors is Europe, with 56% of surveyed businesses reporting guests from the region.



- The business reported that 92% of visitors/guests travelled by car.



Key Findings

Guests & visitors



- Confidence in advance bookings is low, reflecting the trend reported by businesses that bookings are increasingly being made closer to the last minute.
- The later Easter this year has positively influenced advanced bookings during that time.

Confidence in future bookings by month:

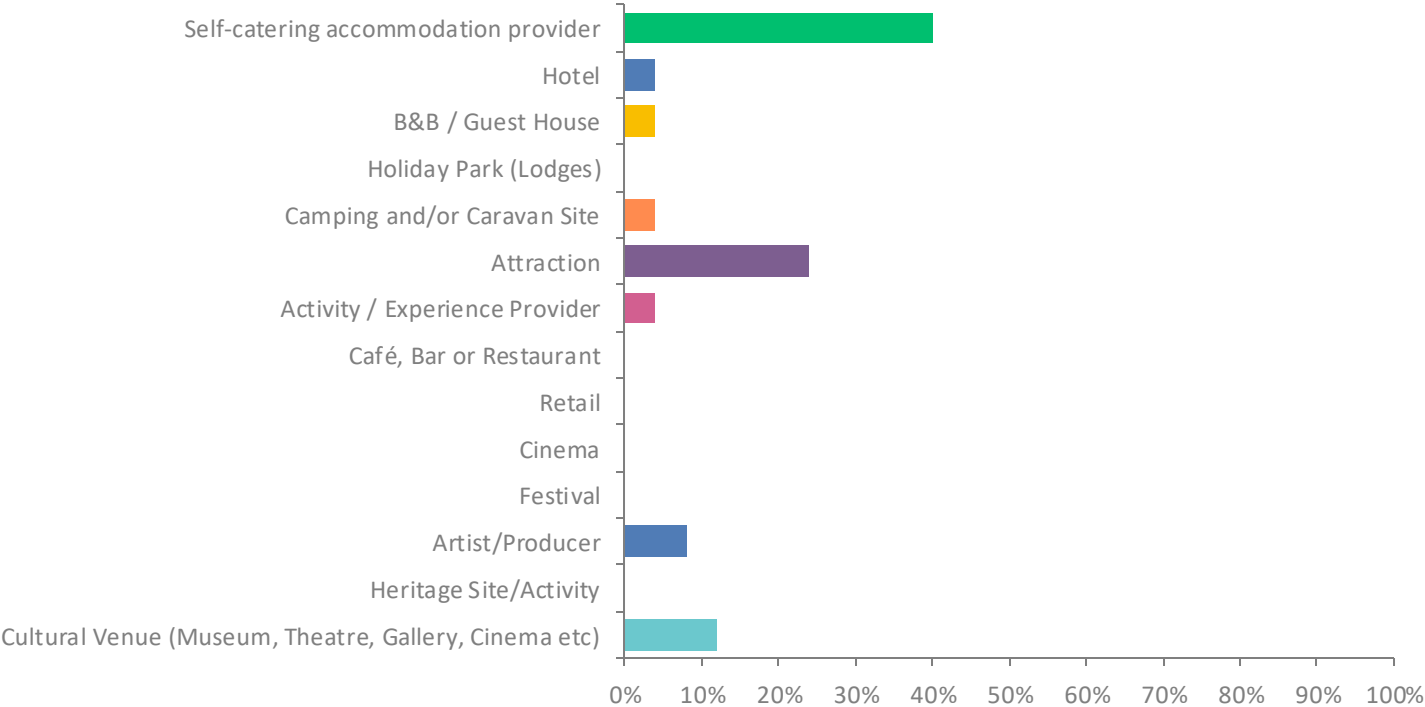
	Very good	Good	Just OK	Poor	Very poor	Don't know
January 2025	4%	4%	40%	16%	24%	12%
February 2025	4%	4%	28%	28%	12%	24%
March 2025	4%	8%	40%	24%	4%	20%
April 2025	0%	24%	44%	4%	4%	24%
May 2025	4%	28%	40%	0%	4%	24%
June 2025	8%	16%	40%	4%	4%	28%



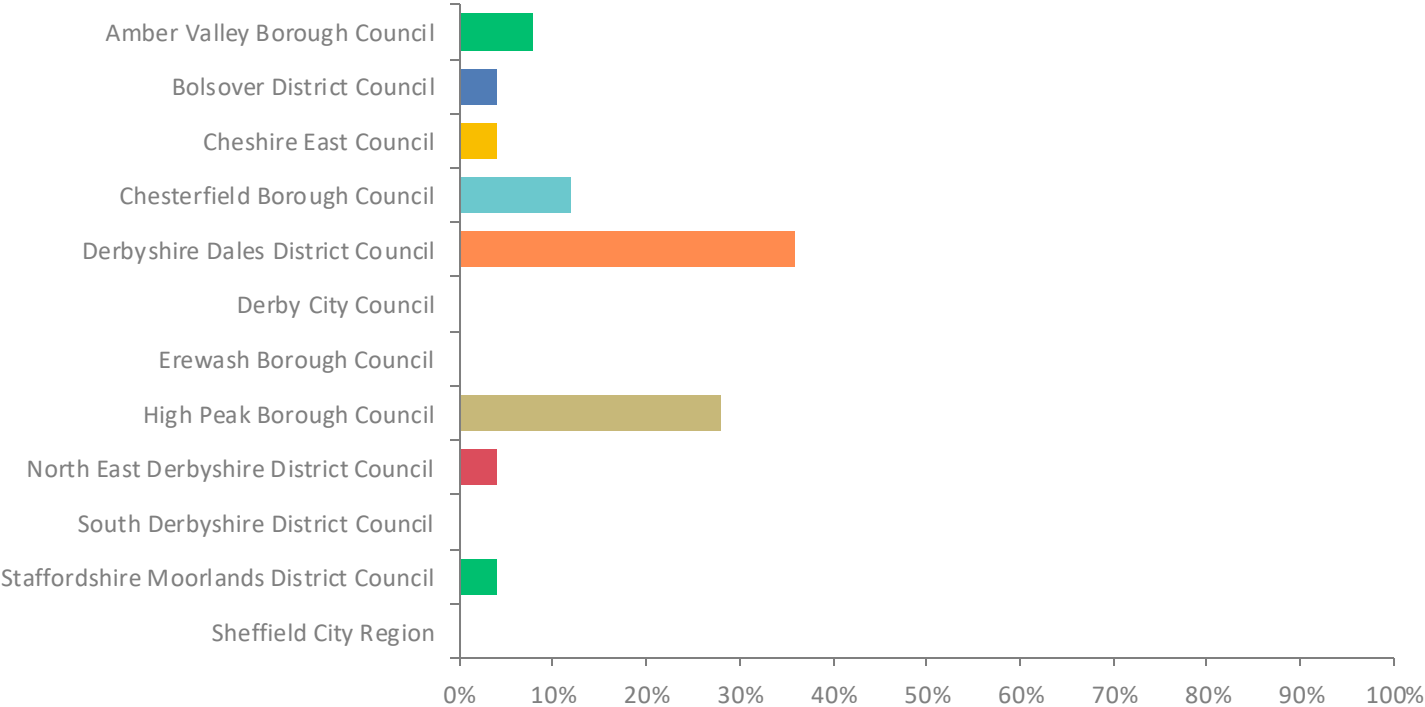


The Data

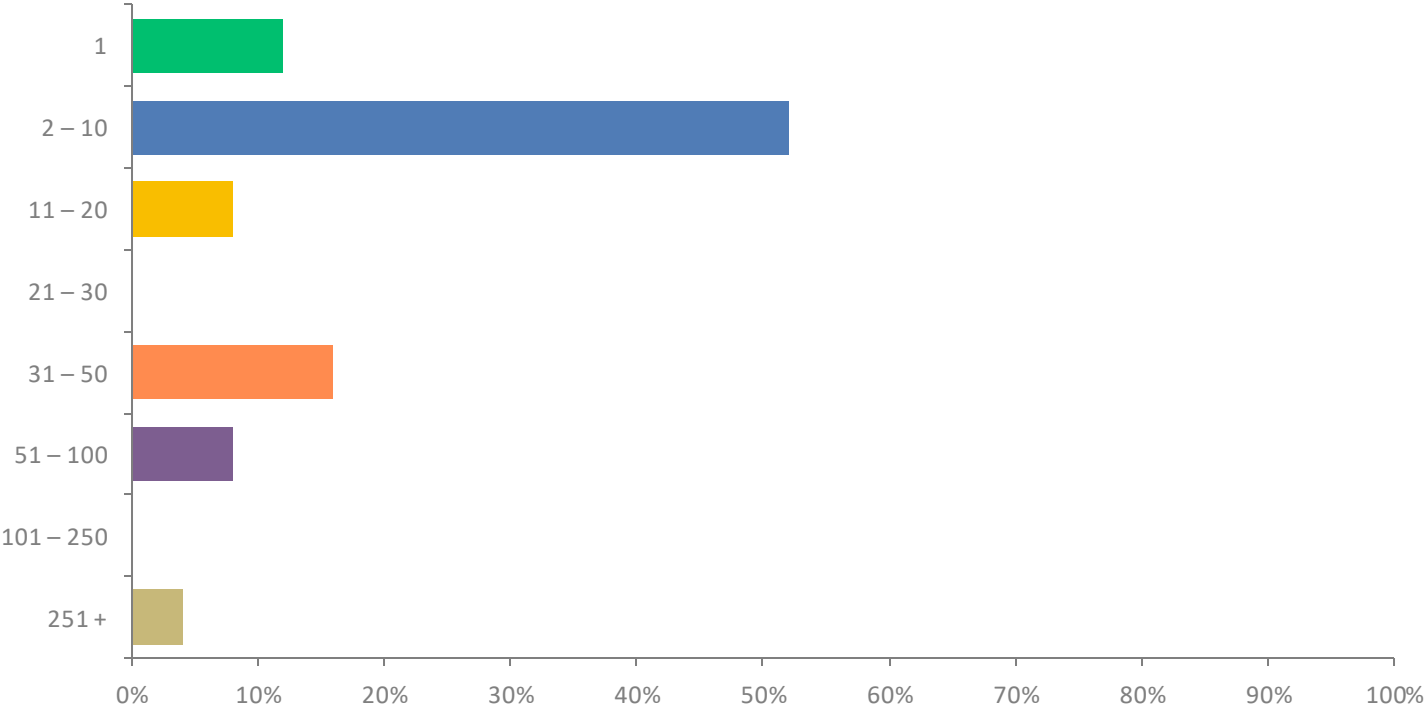
Q1: Which of the following best describes your business?



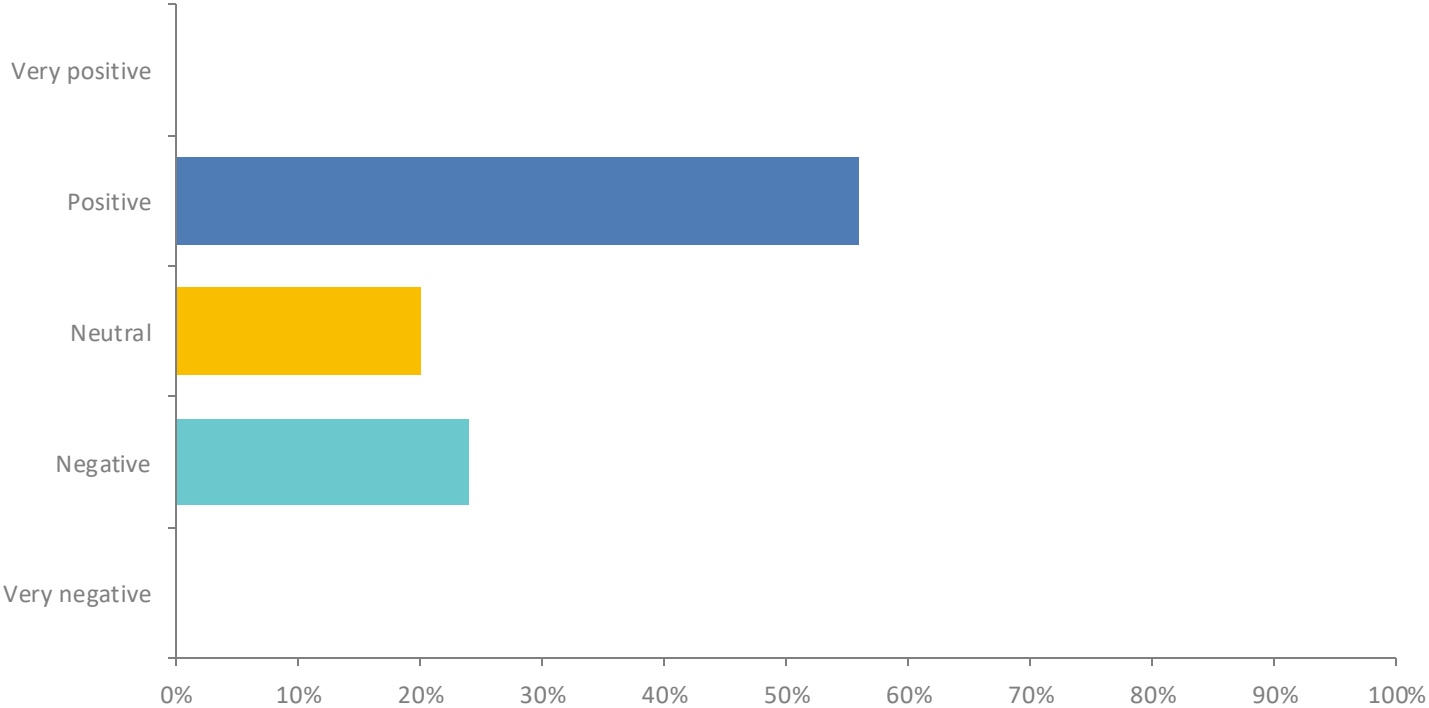
Q2: Please indicate which local authority area your business is located in.



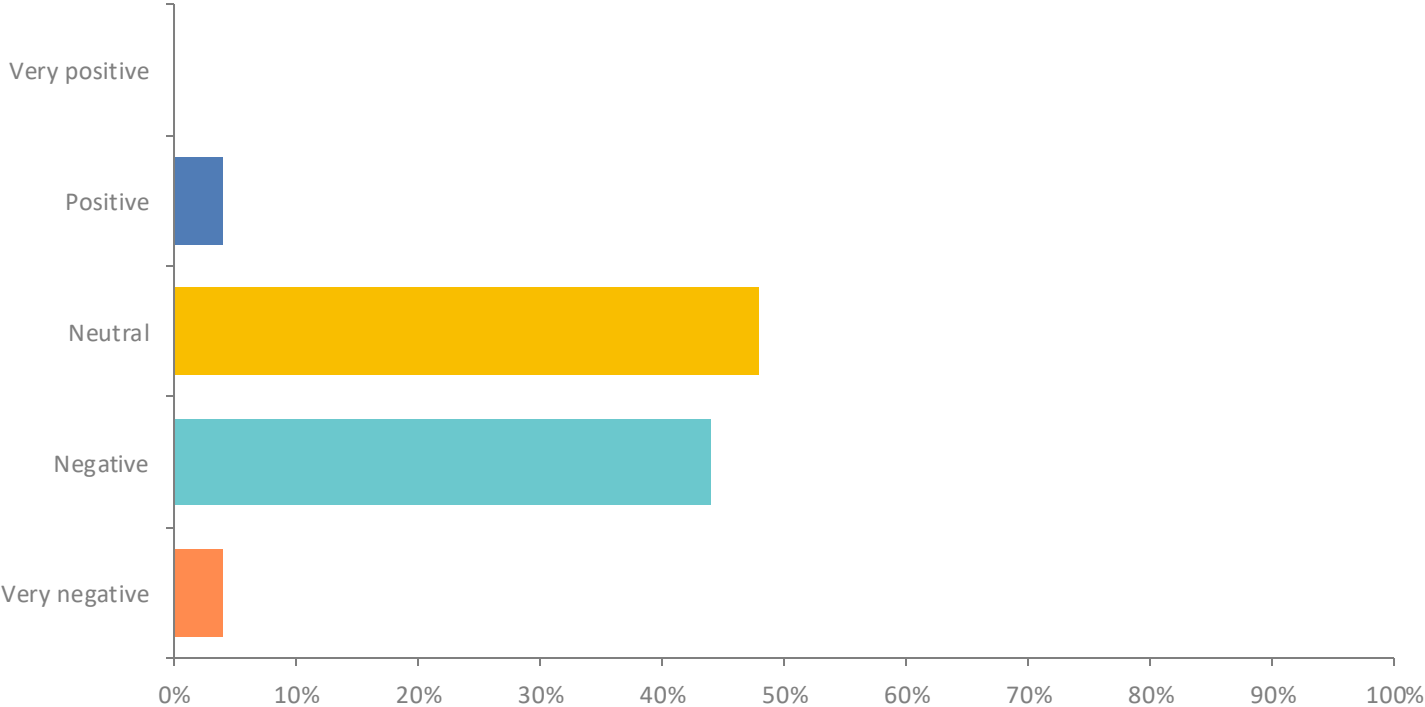
Q3: Including yourself, how many people are employed by your business?



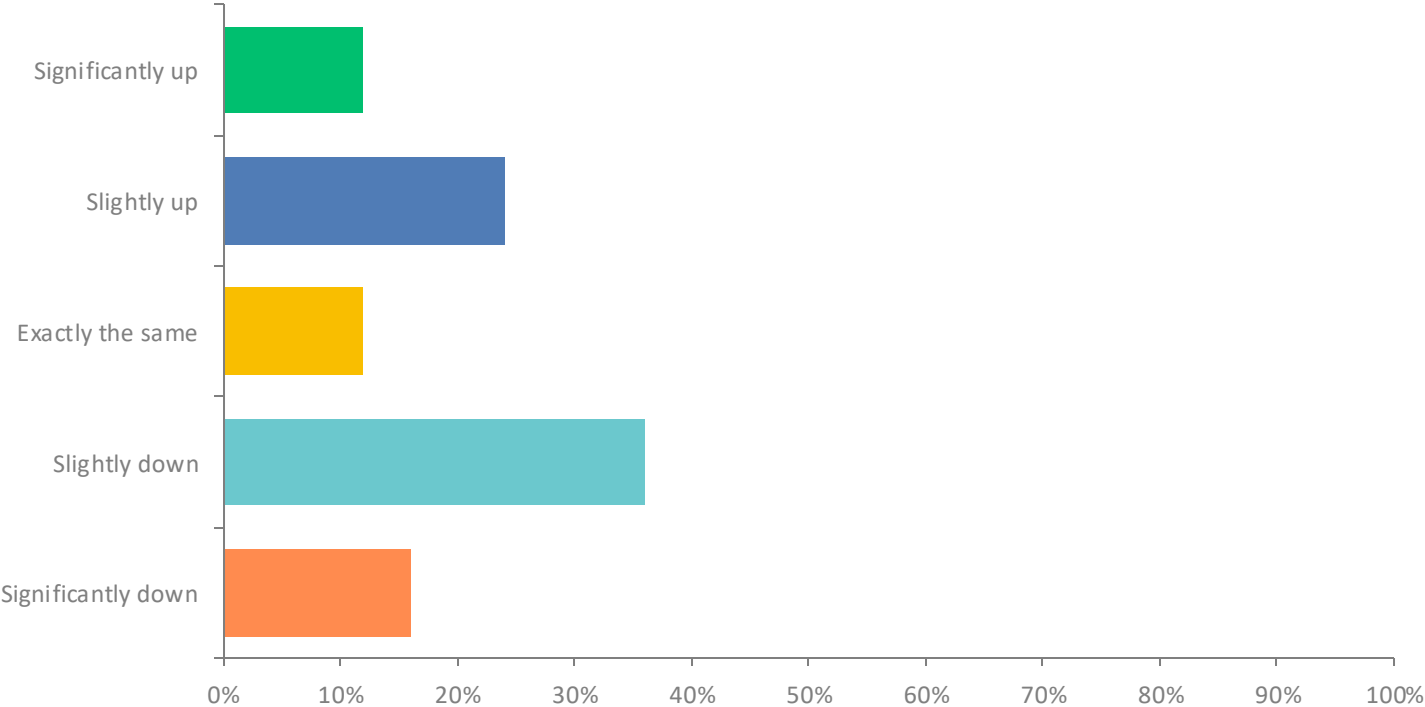
Q4: How do you perceive the current state of the visitor economy / tourism industry in our region?



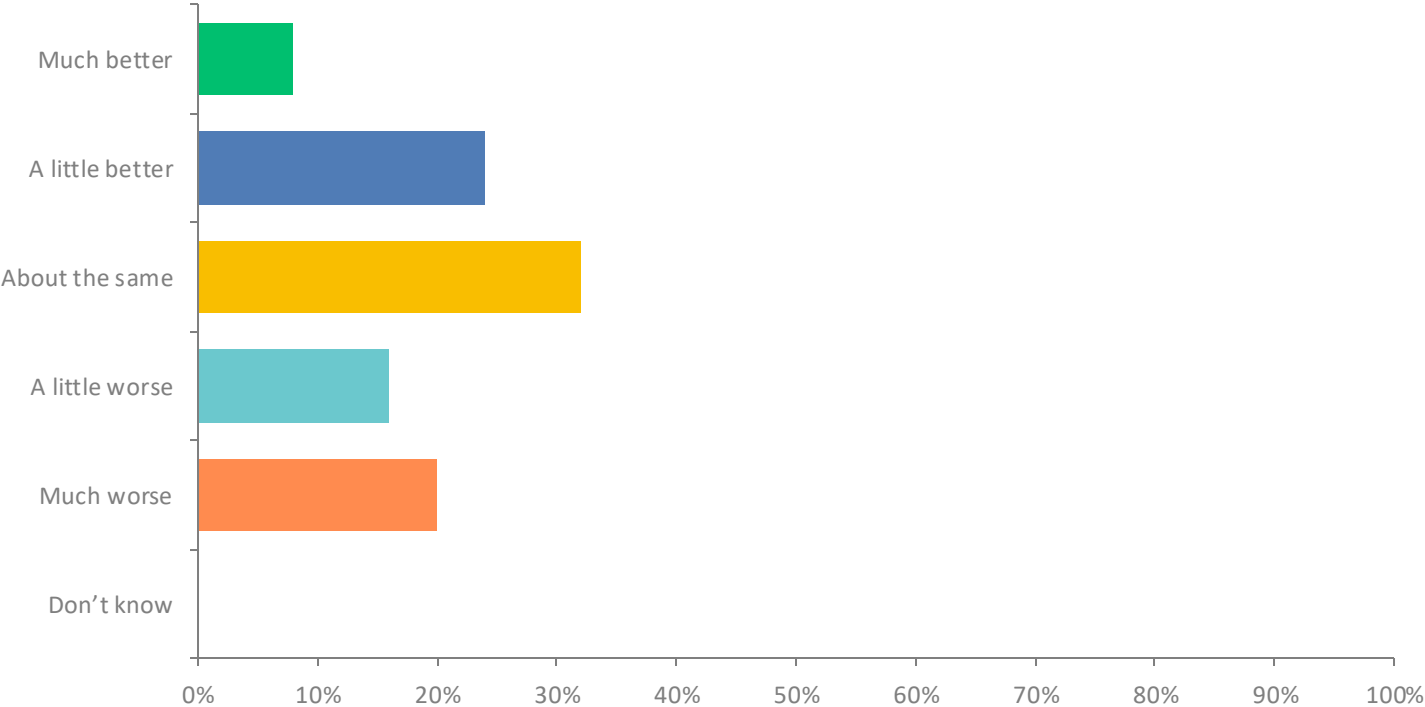
Q6: To what extent do you believe that the current state of the UK economy is impacting your businesses performance?



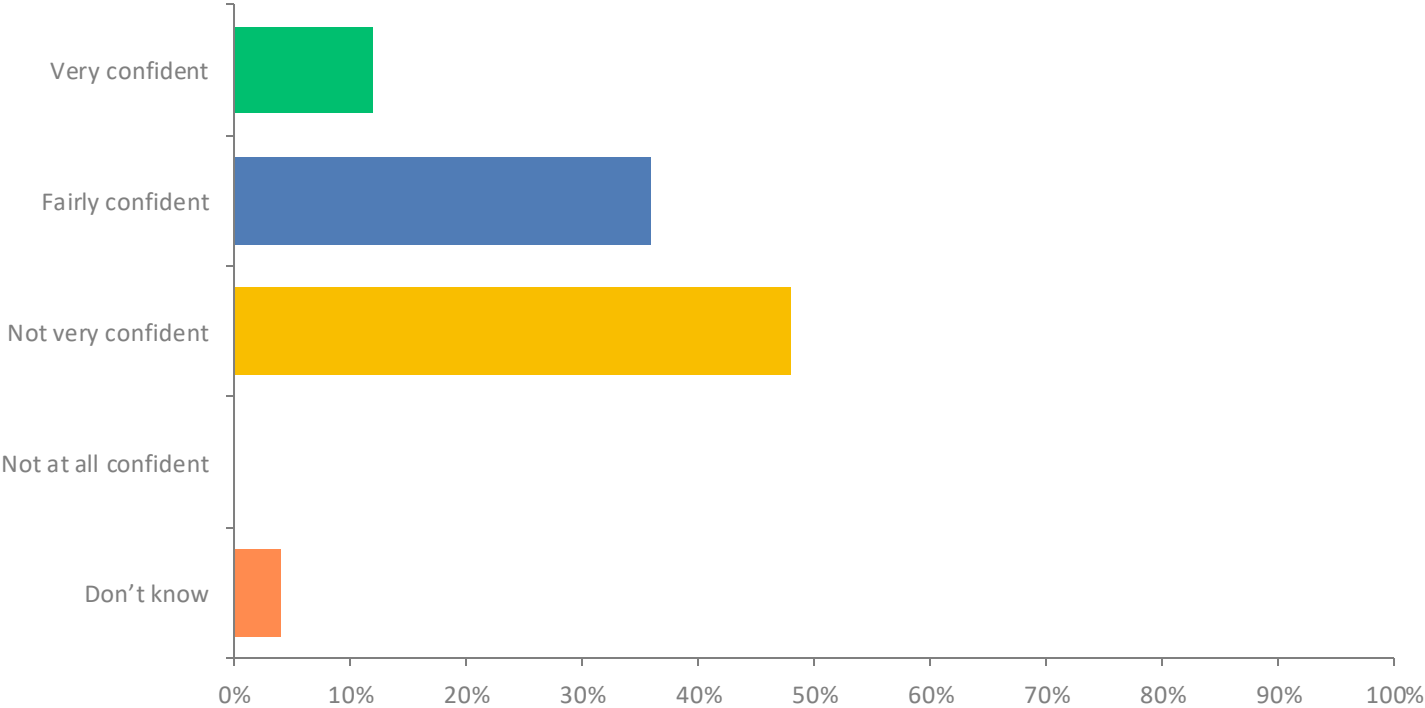
Q8: Compared to quarter 4 (Oct - Dec) last year, how are your visitor/guest numbers?



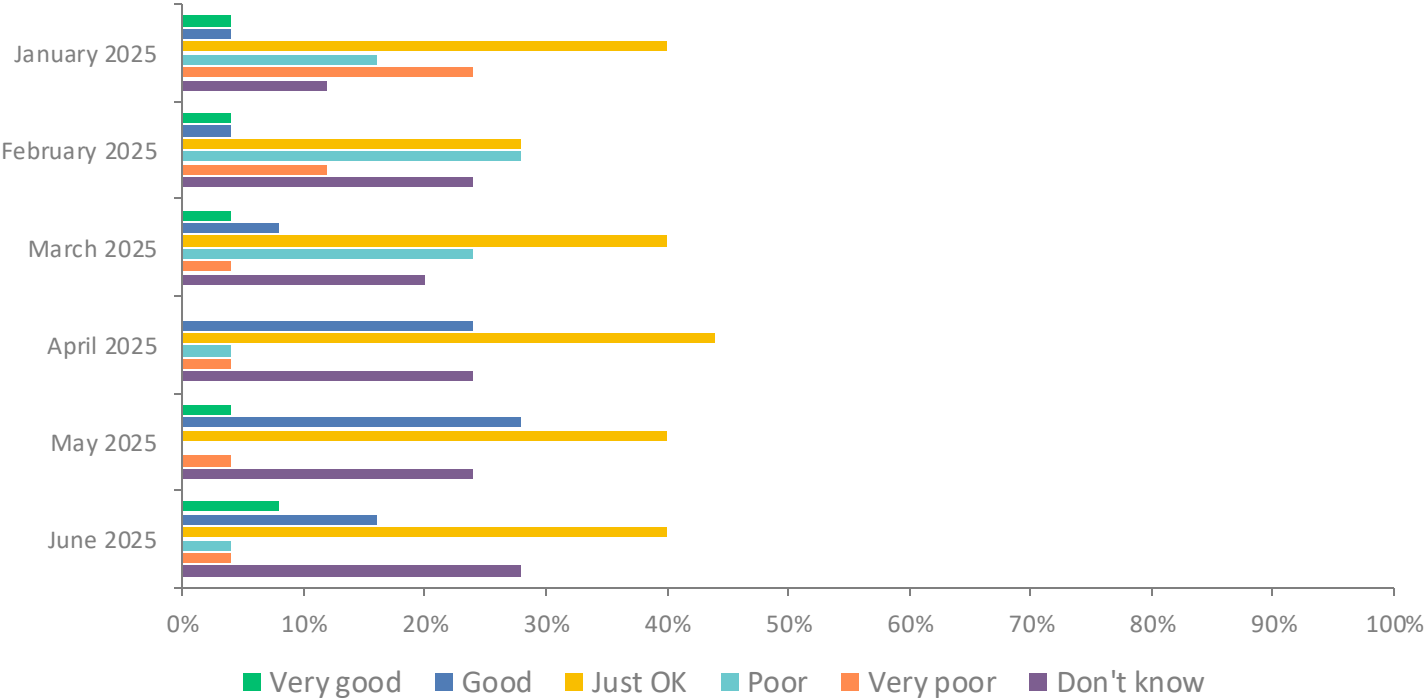
Q9: Compared to quarter 4 (Oct - Dec) last year, how is your overall business performance?



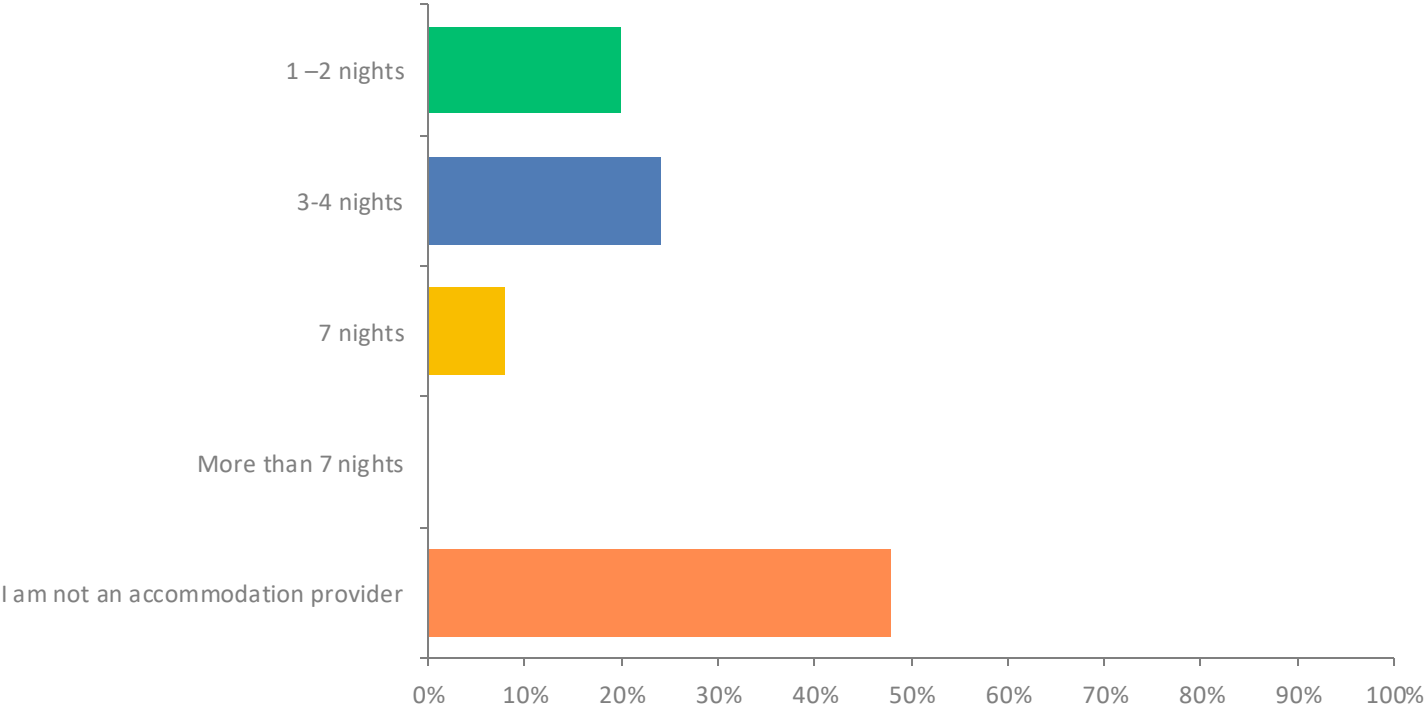
Q11: How confident are you in the performance of your business for the period for quarter 1 (Jan - March) 2025?



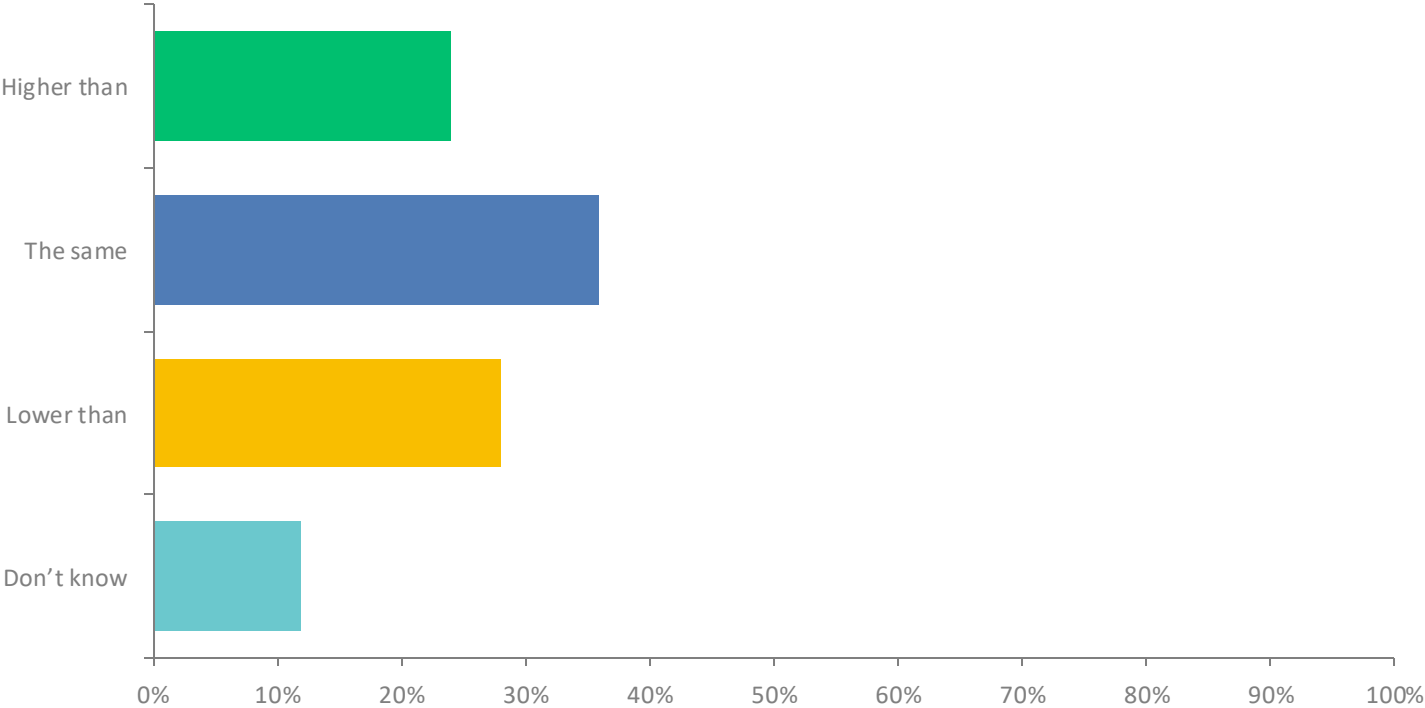
Q12: Please indicate how your bookings/sales are looking for each of the following months:



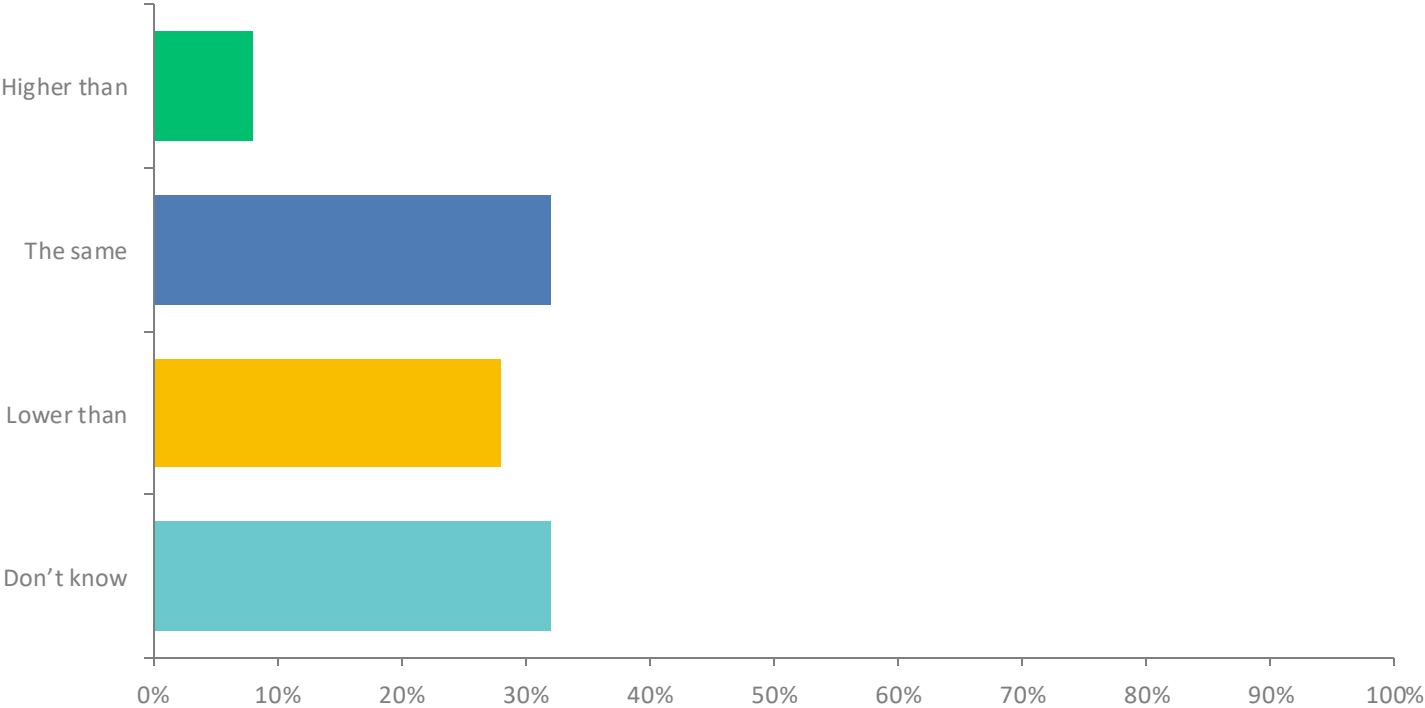
Q13: If you are an accommodation provider what is the average length of stay of your guests?



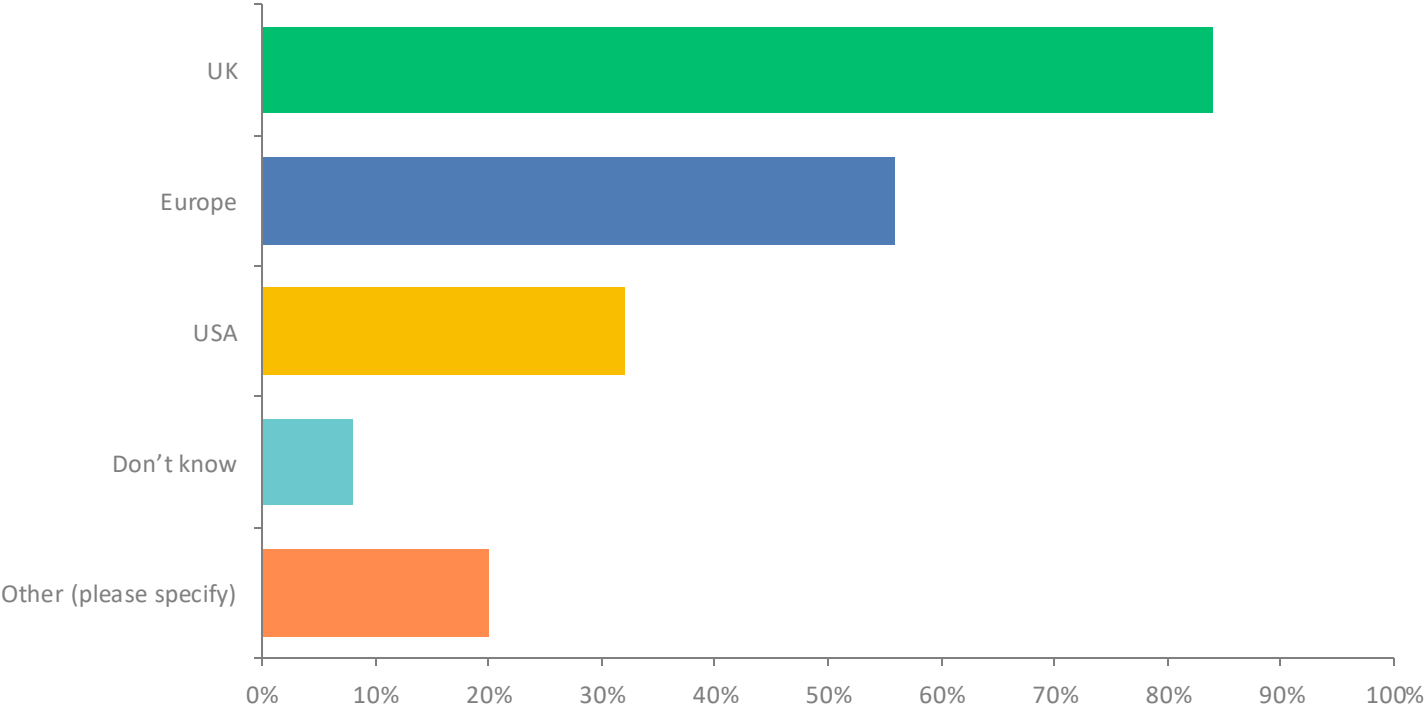
Q14: Please tell us how your levels of domestic (UK) guests/visitors in quarter 4 (Oct - Dec) 2024 as a whole compared with quarter 4 (Oct - Dec) 2023:



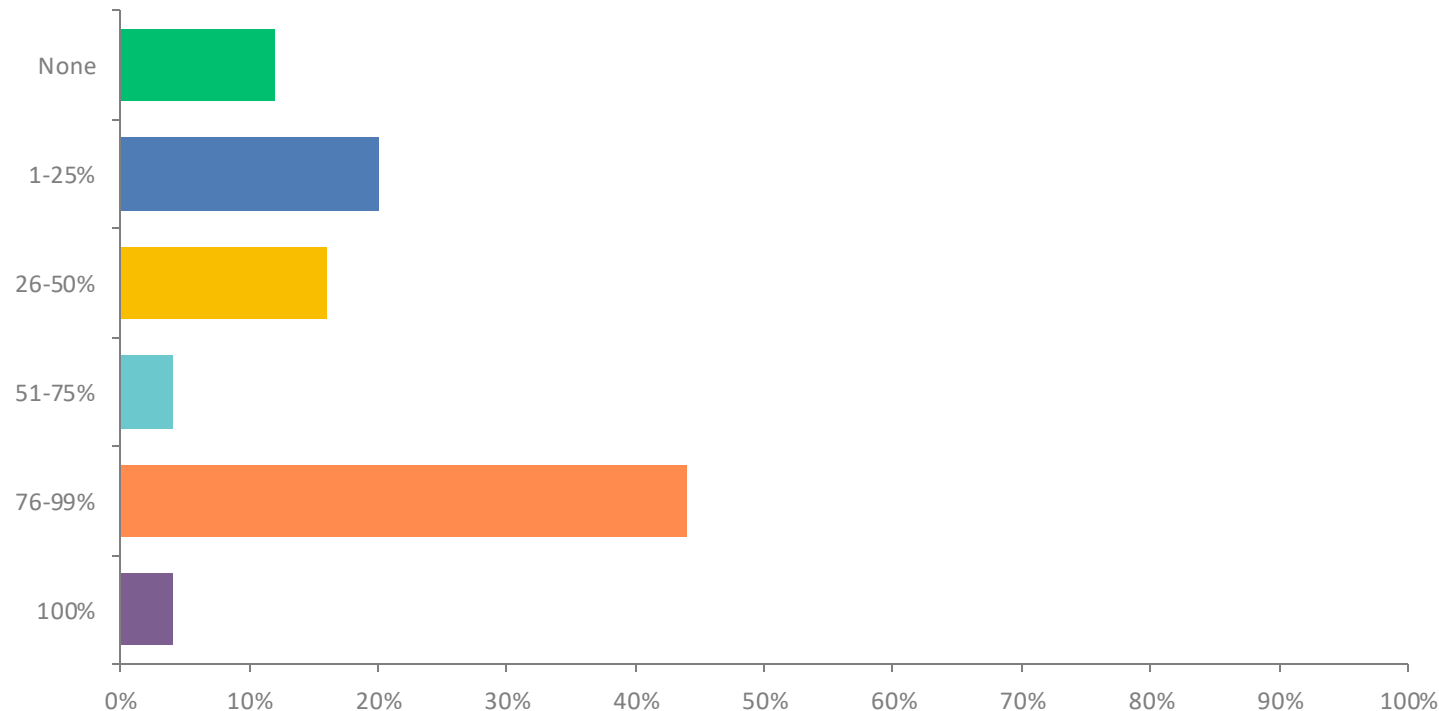
Q15: Please tell us how your levels of overseas guests/visitors in quarter 4 (Oct - Dec) 2024 as a whole compared with quarter 4 (Oct - Dec) 2023:



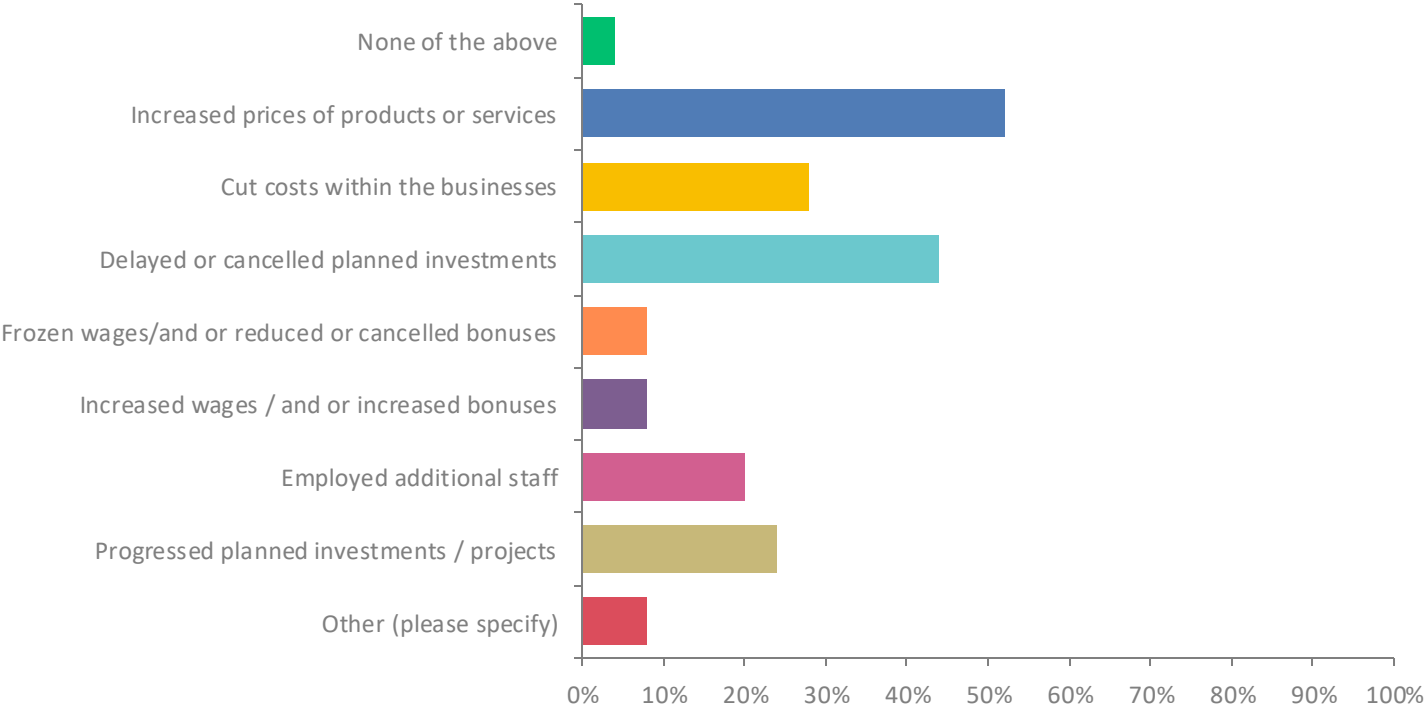
Q16: Please tell us where your visitors have travelled from in quarter 4 (Oct - Dec) 2024? (Please tick all that apply)



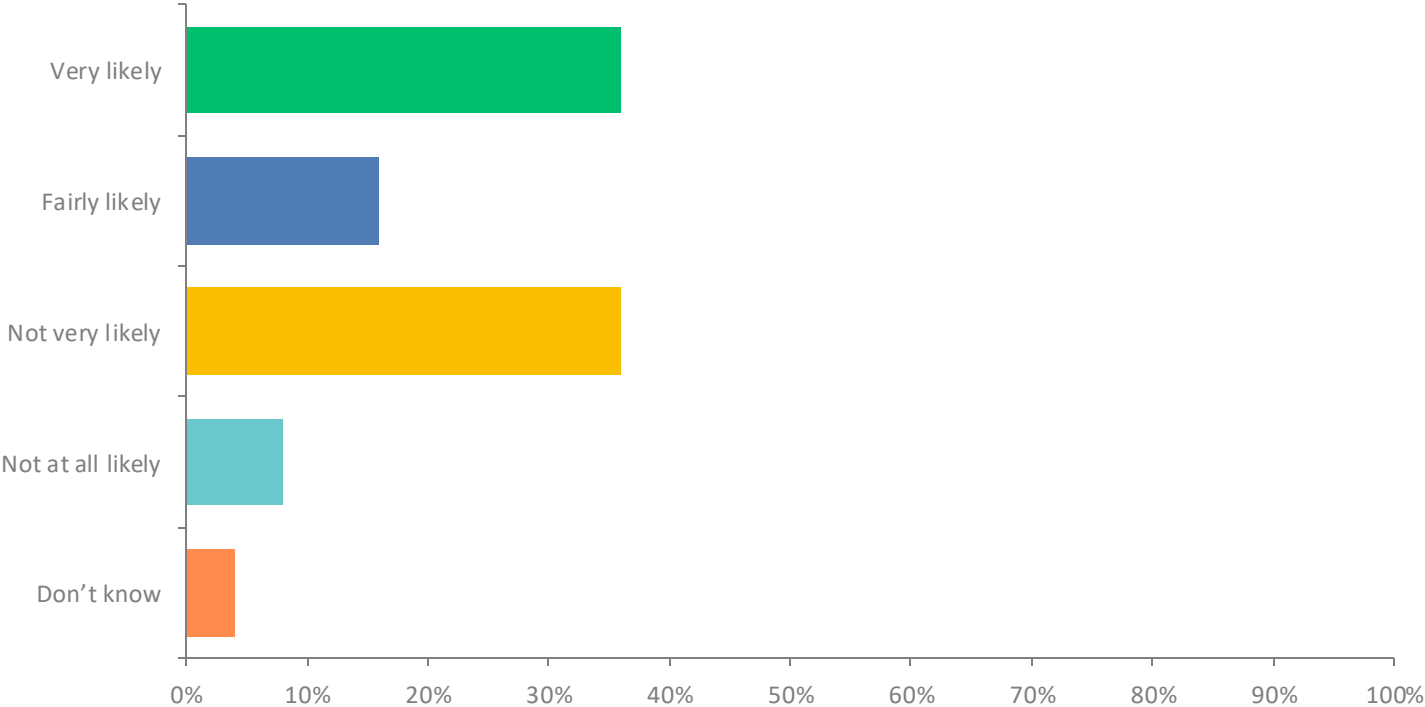
Q18: What proportion of your bookings/sales are currently made online?



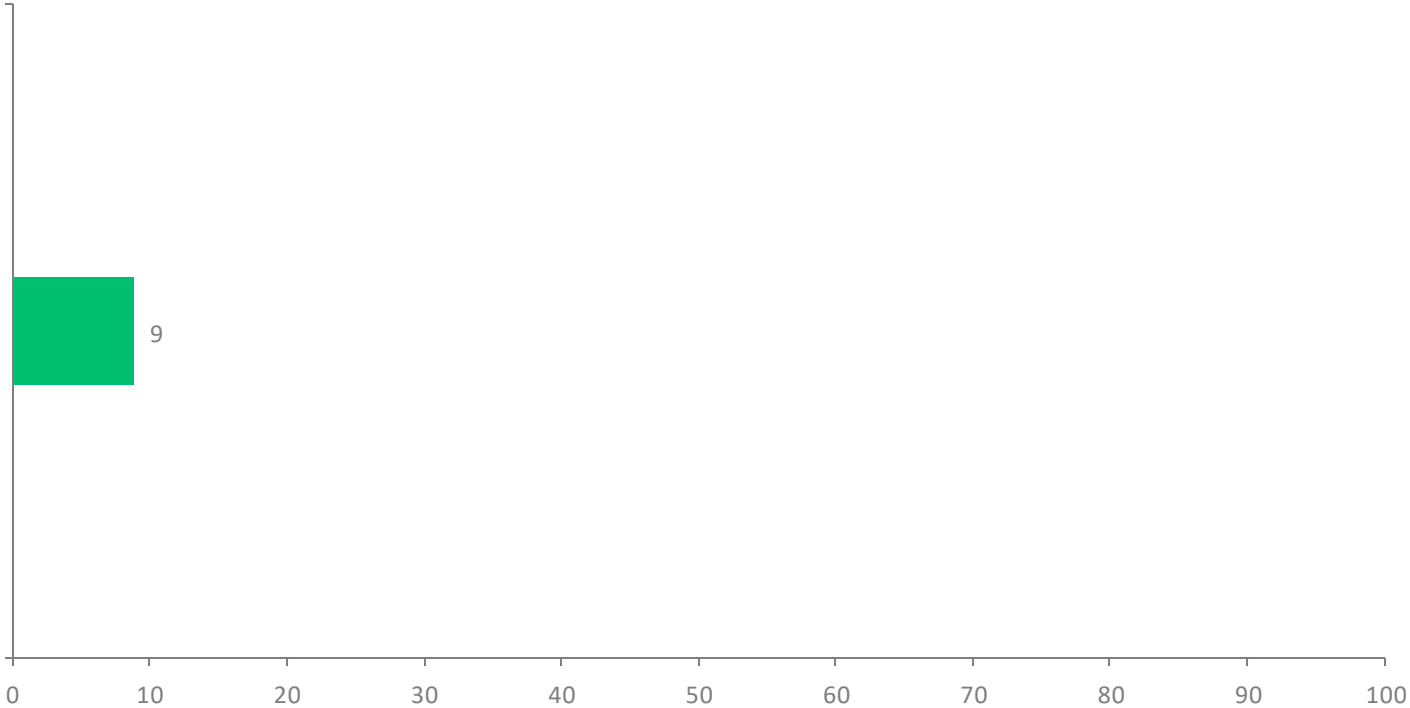
Q20: Which of the following has your business done in the last 6 months? (Please tick all that apply)



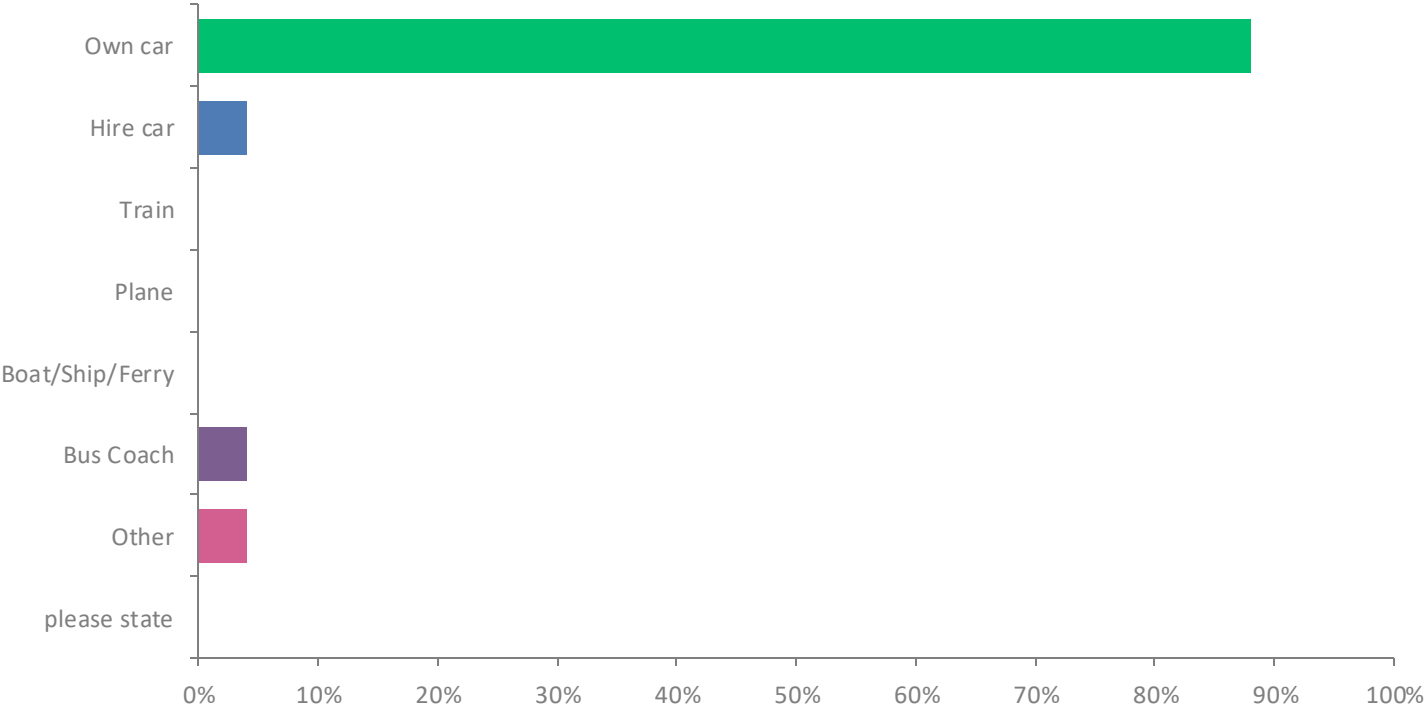
Q21: Over the next 6 months how likely is your business to raise its prices?



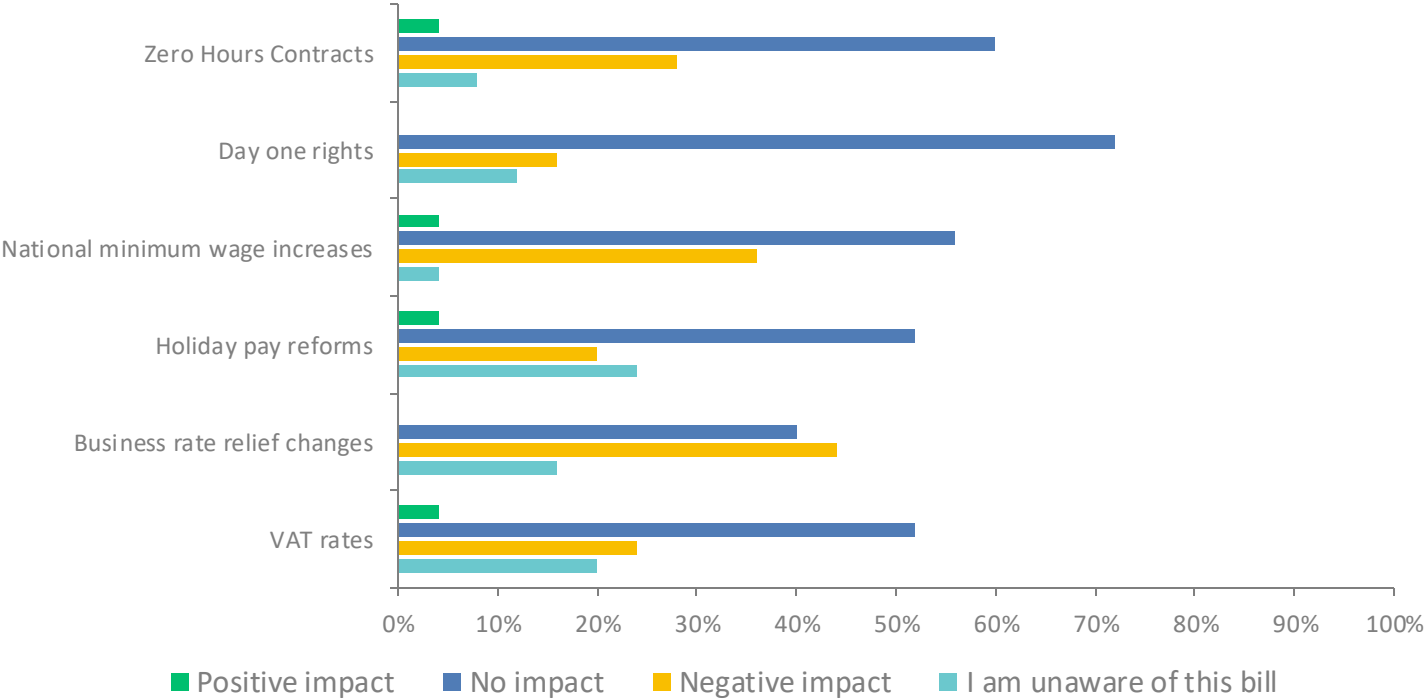
Q22: How much do you expect that your prices to increase by?



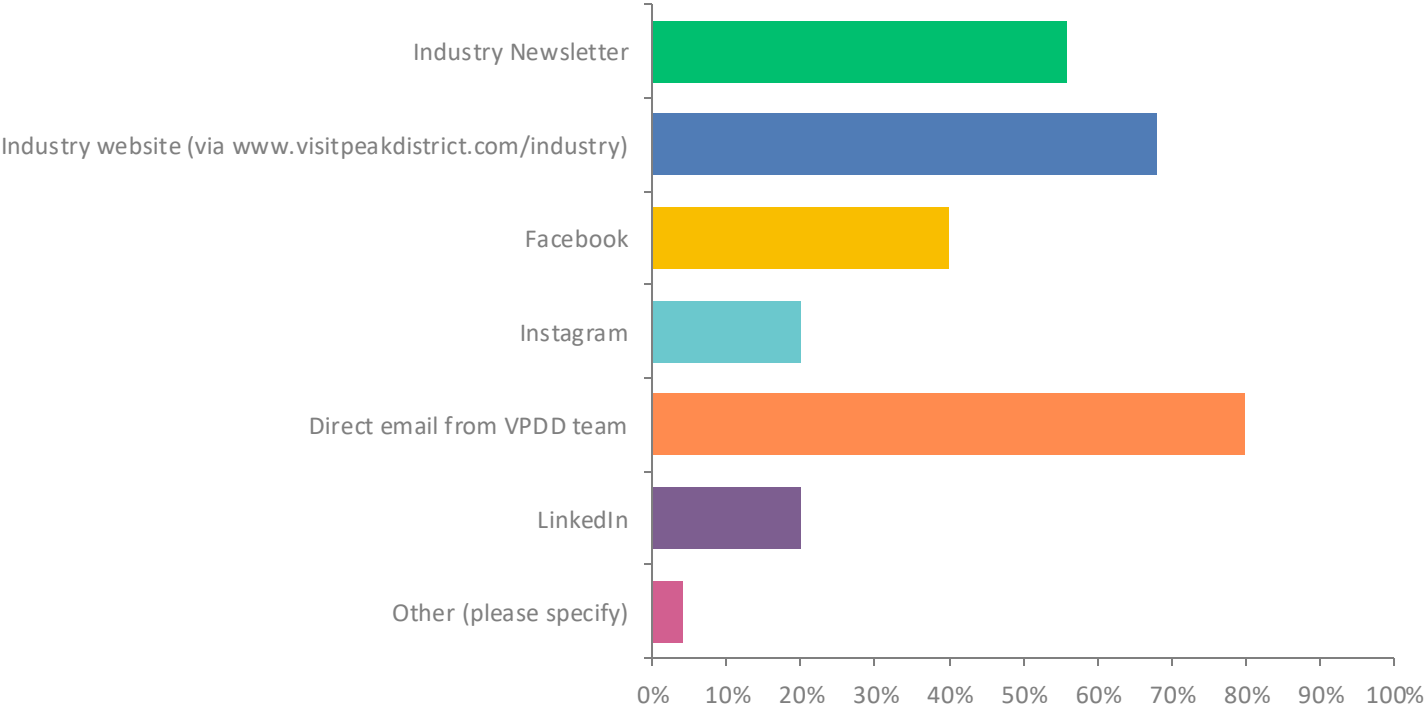
Q23: What is the main mode of transport for your visitors?



Q24: Please tell us how each of the following from the employment rights bill 2024-25 will have impact on your business



Q25: Which of the following methods do you use to access information from Visit Peak District & Derbyshire? (Please tick all that apply)



Q26: Are you currently a member of Visit Peak District & Derbyshire?

