

LOCAL TOURISM INDUSTRY BAROMETER

Q3 (July – September) 2019

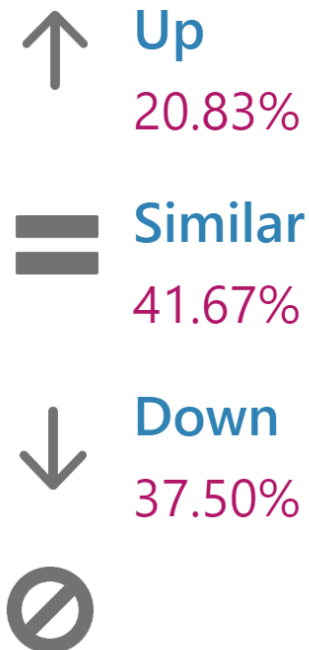


Forth Valley

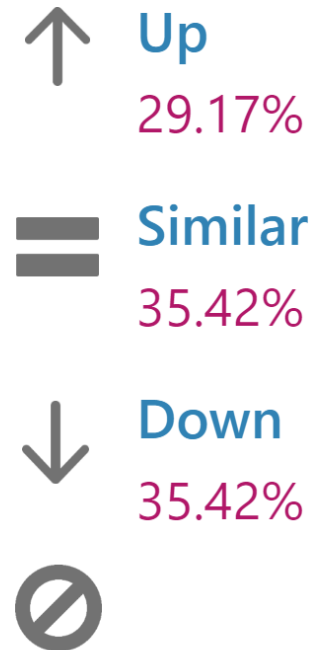
Report Sample Size: 48



How are your **visitor numbers** compared to same quarter last year?



How does your **turnover** compared to same quarter last year?

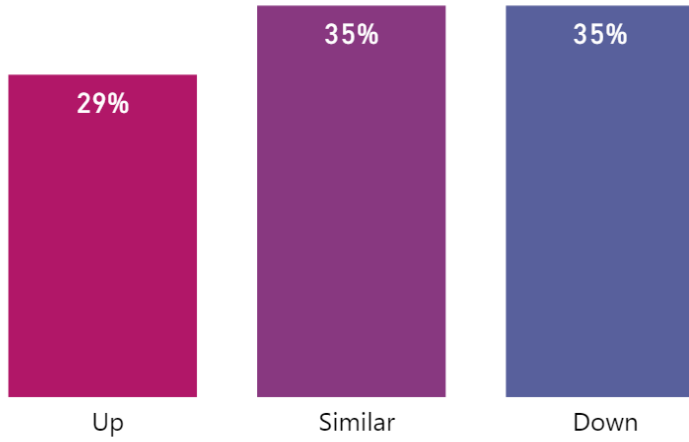


How **optimistic** are you for the next 3 months?

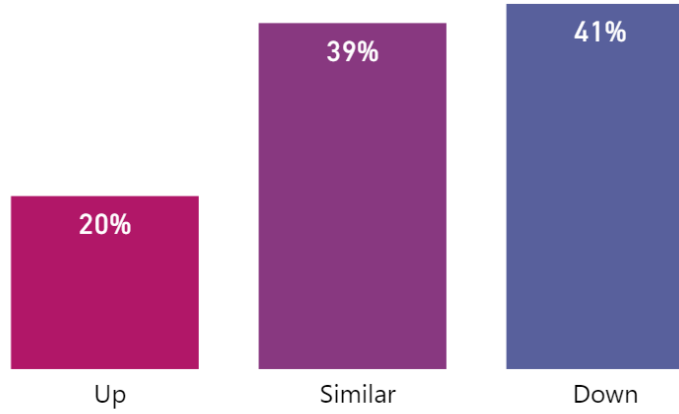
- 1. Very optimistic
8.33%
- 2. Quite optimistic
35.42%
- 3. Neutral
29.17%
- 4. Not very optimistic
18.75%
- 5. Not at all optimistic
8.33%

Financial Performance for: Forth Valley for: 2019 Q3

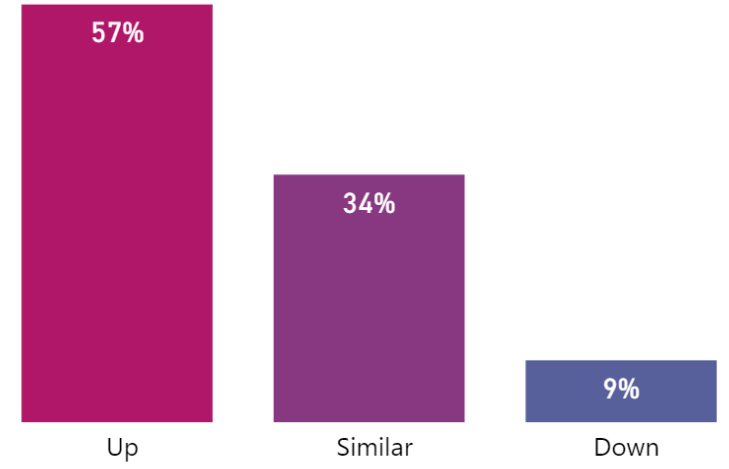
Turnover compared to same quarter last year



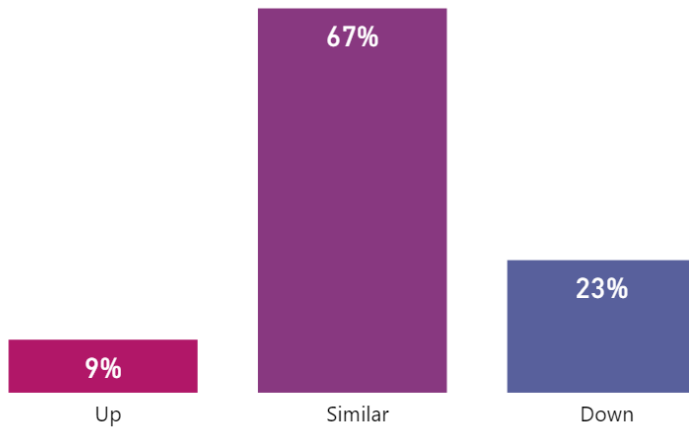
Profit compared to same quarter last year



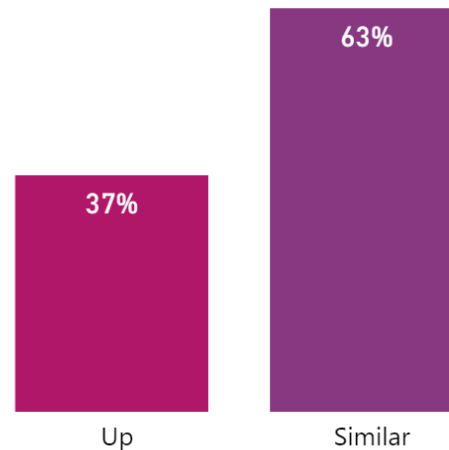
Staff costs compared to same quarter last year



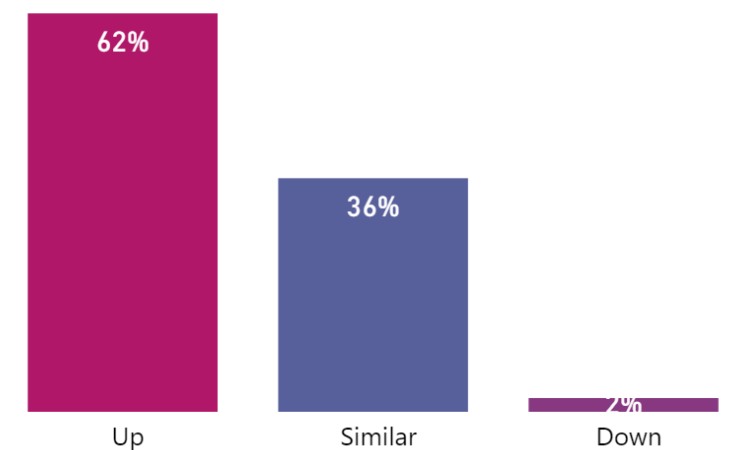
Change in discretionary income?



Prices charged compared to same quarter last year



Input costs compared to same quarter last year



Visitor Performance for:

Forth Valley

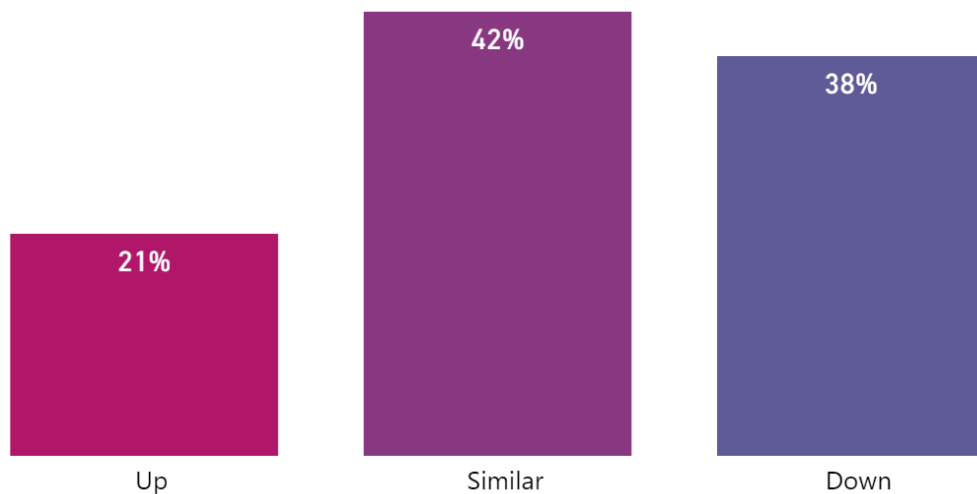


for: 2019 Q3

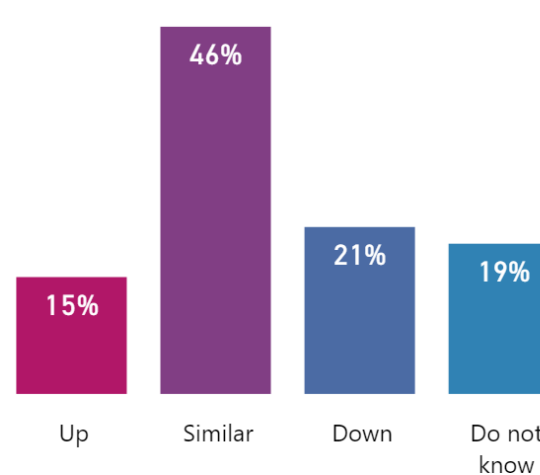


Have you seen a change in visitors from:

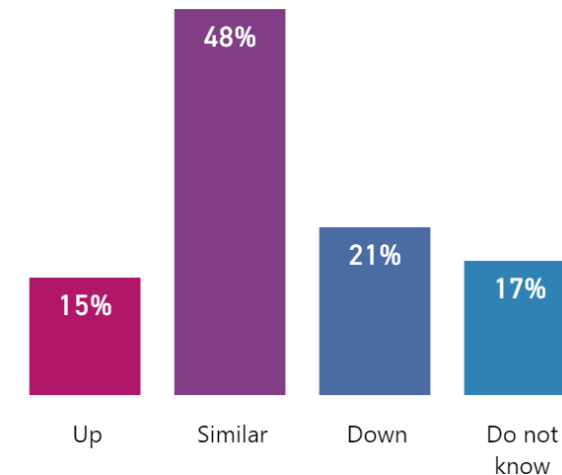
Visitor numbers compared to same quarter last year



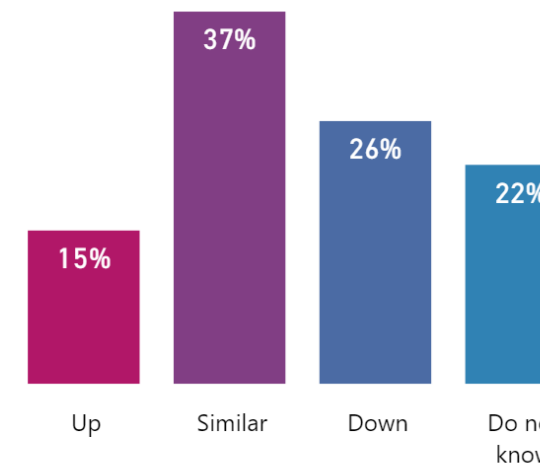
Your local area



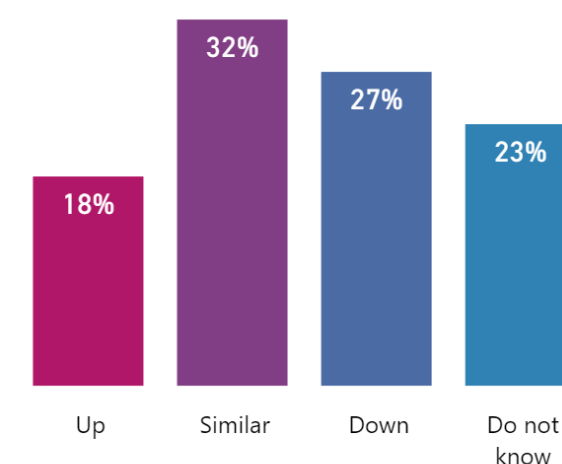
Elsewhere in Scotland



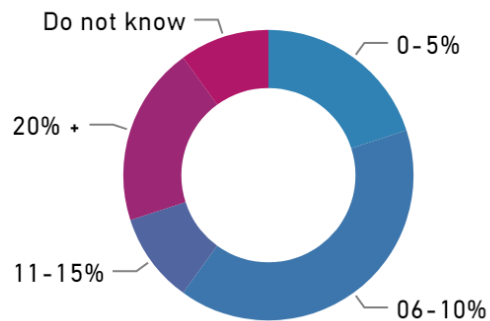
Rest of UK (England/Wales/NI)



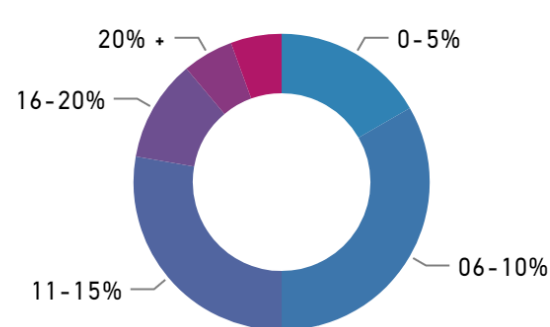
Overseas



Percentage increase in your visitor numbers



Percentage decrease in your visitor numbers



Optimism for: Forth Valley



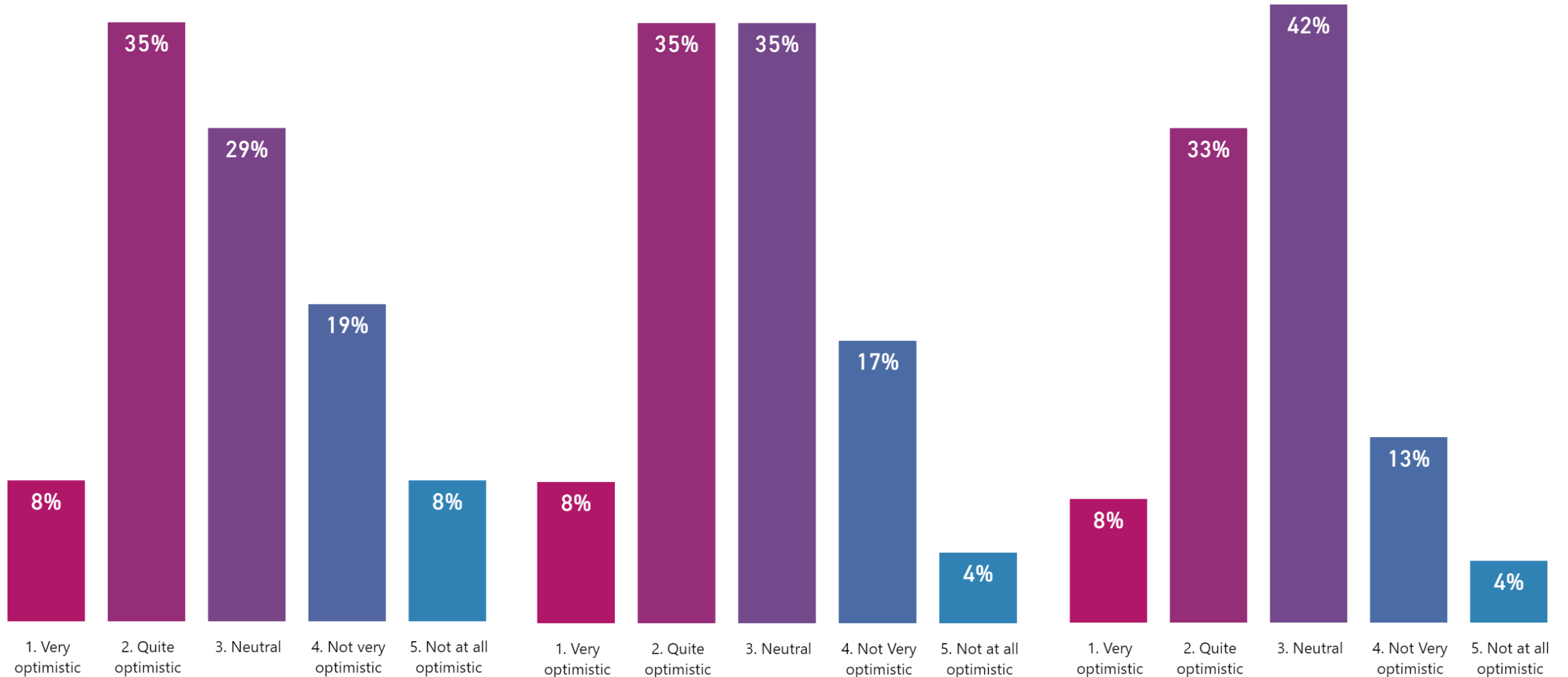
for: 2019 Q3



Optimism for the next 3 months

Optimism for the next 12 months

Optimism for the next 24 months



Investment & Barriers for:

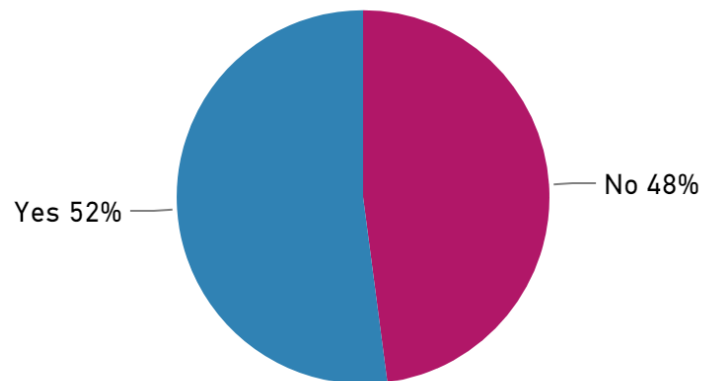
Forth Valley



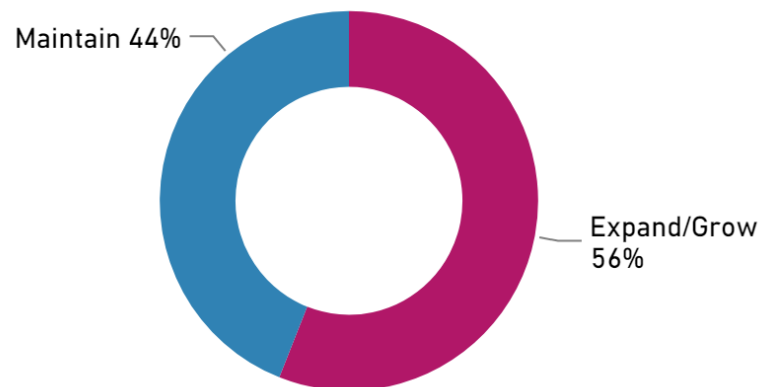
for: 2019 Q3



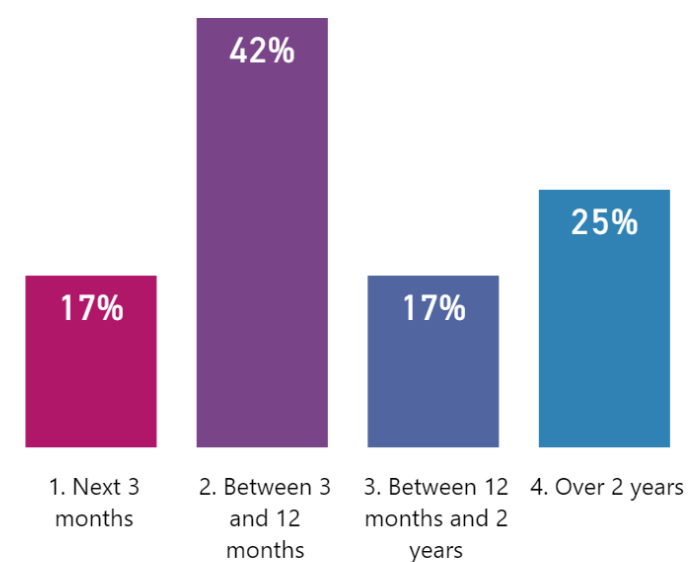
Do businesses have plans to invest?



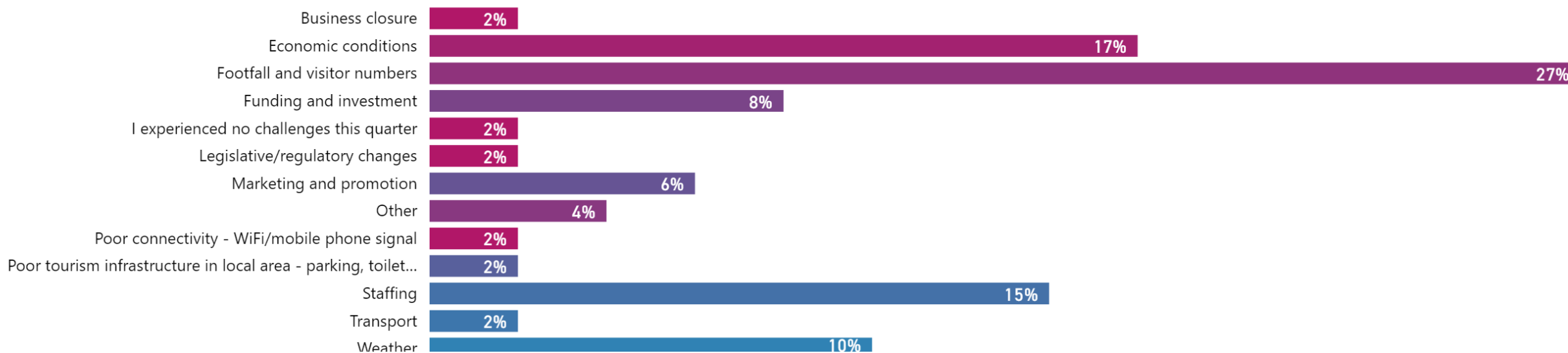
Is planned investment to maintain standards or to expand?

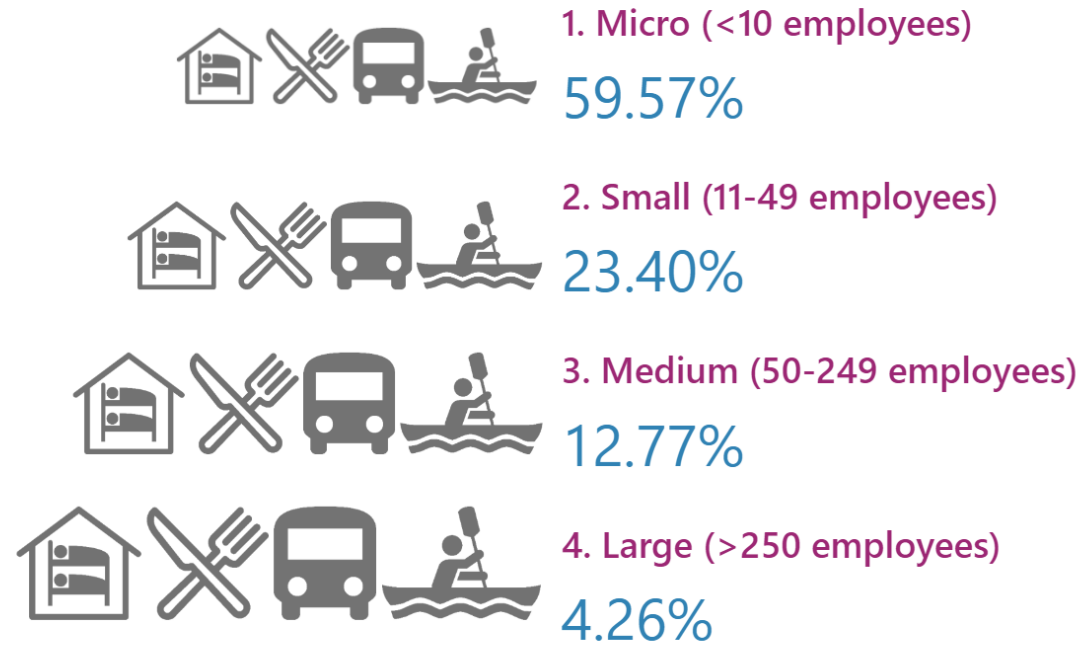


Period of planned investment

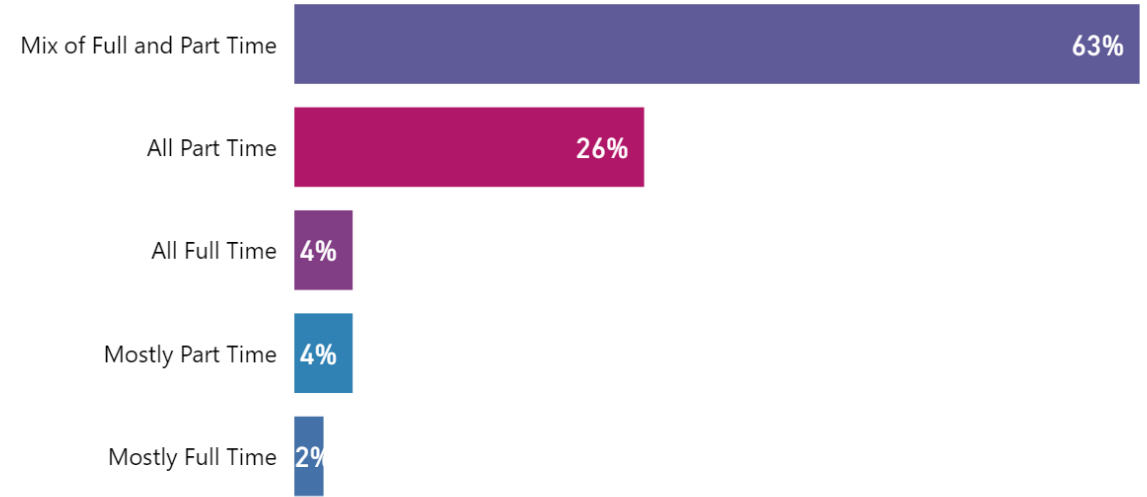


Main Barriers to Success

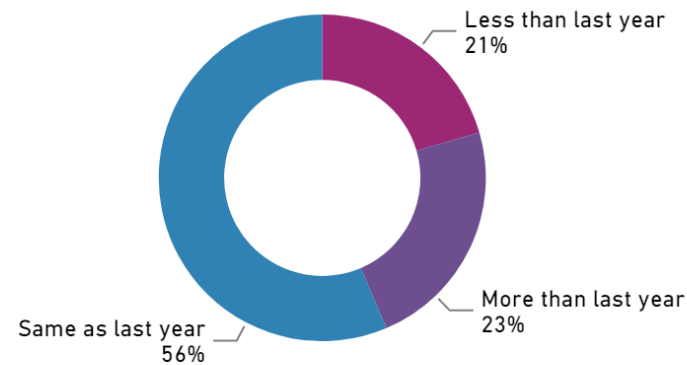




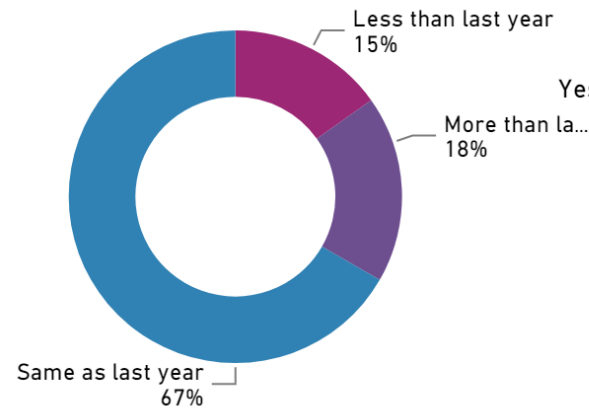
What is the composition of your staff?



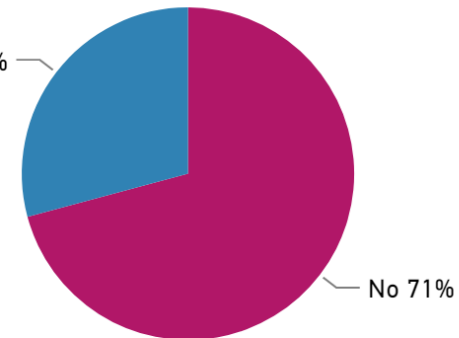
Level of part-time compared to same quarter last year



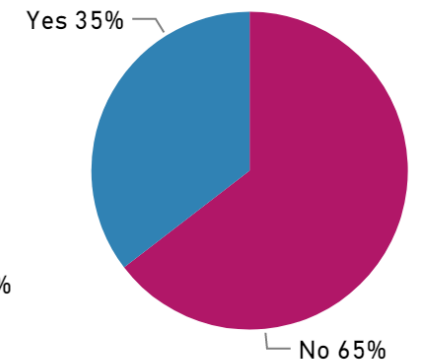
Level of full-time compared to same quarter last year



Do you have any voluntary staff?



Did your business employ seasonal staff?



Online channel use for:

Forth Valley

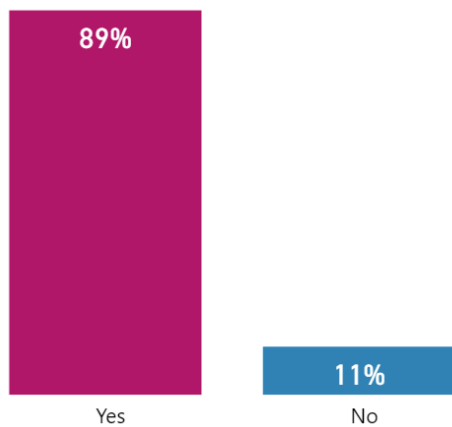


for: 2019 Q3

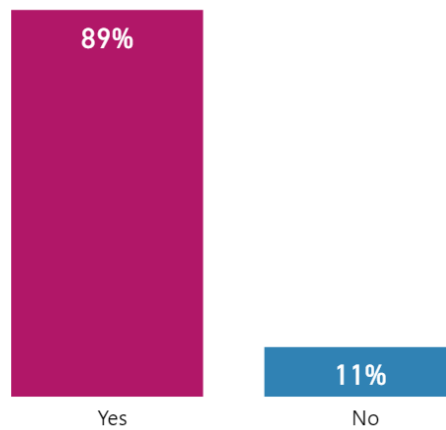


Do you have a presence on any of the following online channels?

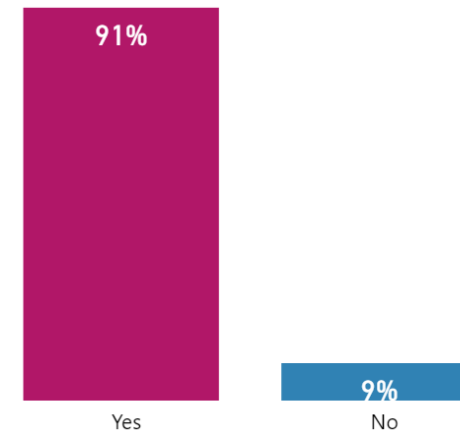
Businesses own website (with booking functionality)



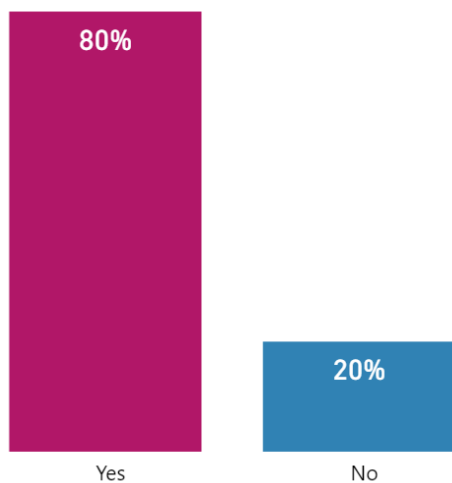
Social media



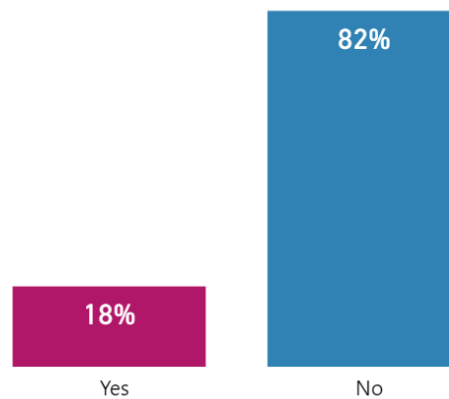
VisitScotland web listing



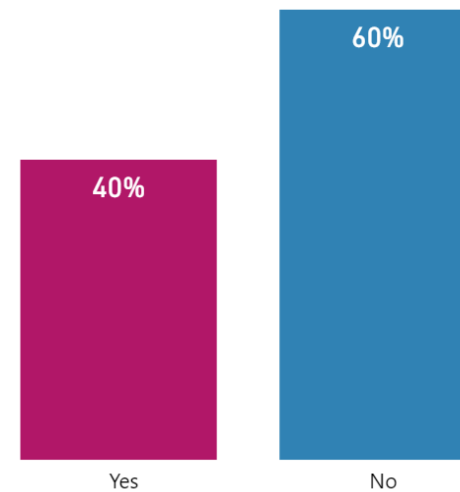
TripAdvisor



Peer-to-peer booking sites



Online travel agent



Brexit Readiness for:

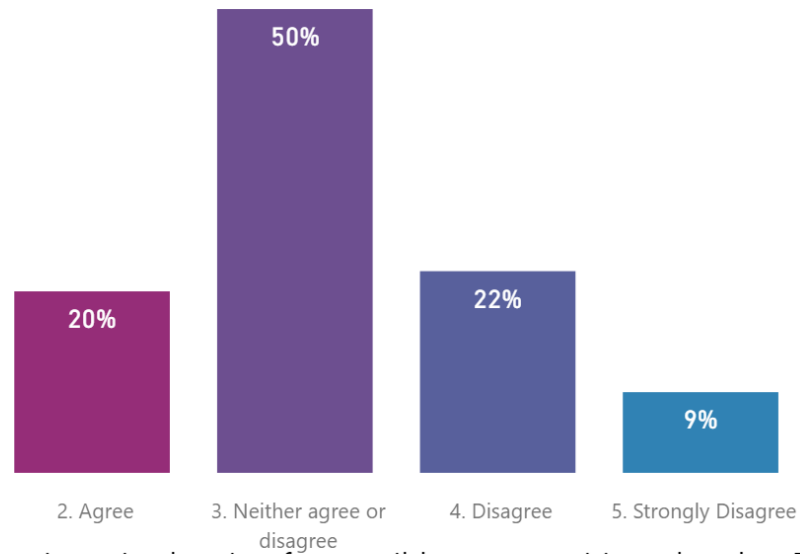
Forth Valley



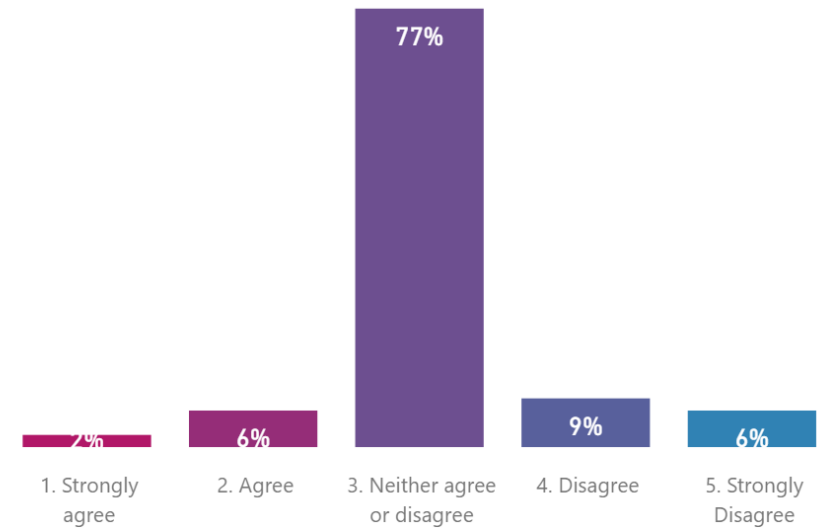
for: 2019 Q3



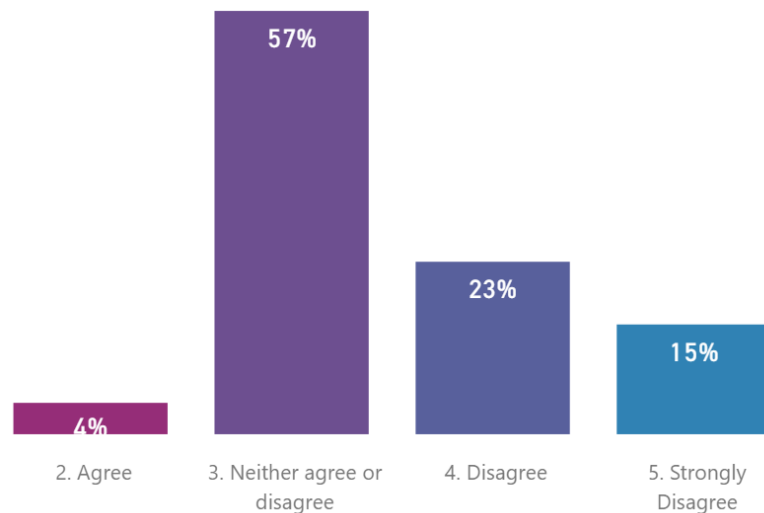
My business is planning for possible challenges related to Brexit



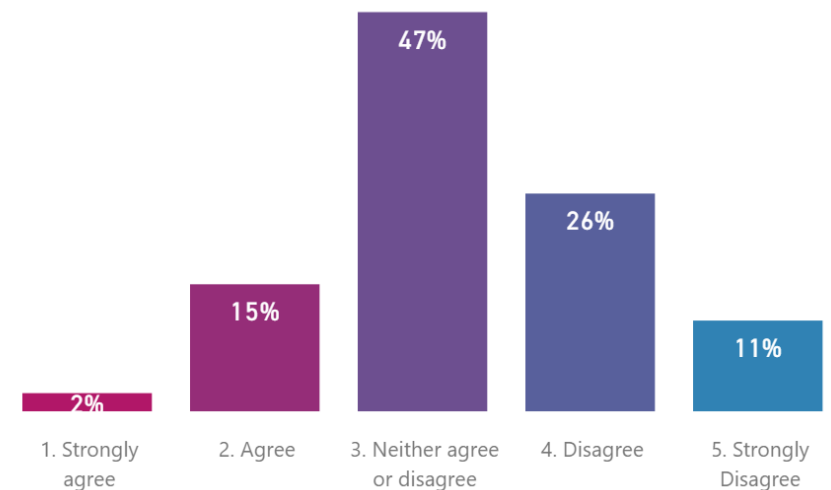
My business is prepared for Brexit



My business is planning for possible opportunities related to Brexit



My business is undertaking activity to prepare for Brexit



Important information

Information here is provided on a voluntary basis from businesses in each local authority. We'd like to thank all those that take the time to complete the survey and provide vital information to help all those interested to understand the business conditions in their local area.

This survey collates views from businesses on a wide range of topics affecting tourism in local destinations. This data supplements data on tourism in Scotland which is gathered by the annual statistical surveys undertaken at a national level.



THANK YOU

A huge thank you to our partners who supported, and businesses who completed the Local Tourism Industry Barometer.

In-depth results can be viewed at a regional, sub-regional and sectoral level at visitscotland.org.

Disclaimer: VisitScotland has published this report in good faith to update stakeholders on its activity. VisitScotland has taken all reasonable steps to confirm the information contained in the publication is correct. However, VisitScotland does not warrant or assume any legal liability for the accuracy of any information disclosed and accepts no responsibility for any error or omissions. Images © VisitScotland

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