

Insight Department

Falkirk Tourism Industry Barometer – Q3 2017

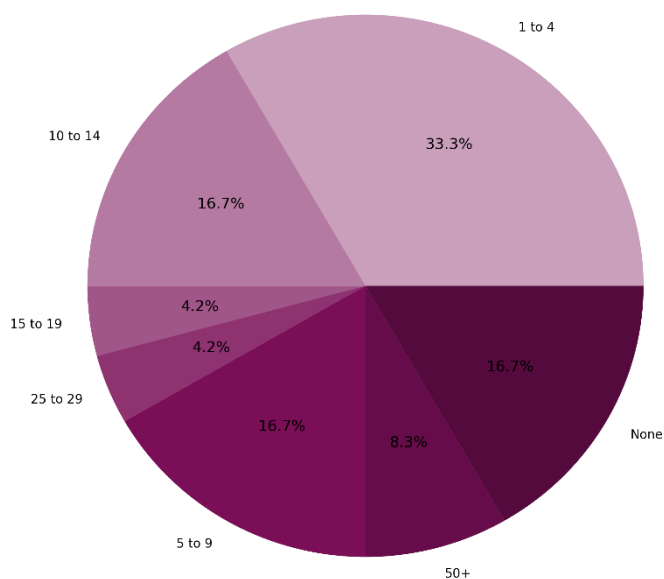
The Scottish Tourism Industry Barometer is a collaborative initiative with VisitScotland, Local Authorities, DMO's, and businesses within Scotland, designed to inform and provide stakeholders with an overview of tourism performance at a regional and local level on a quarterly basis.

Where is your business based?

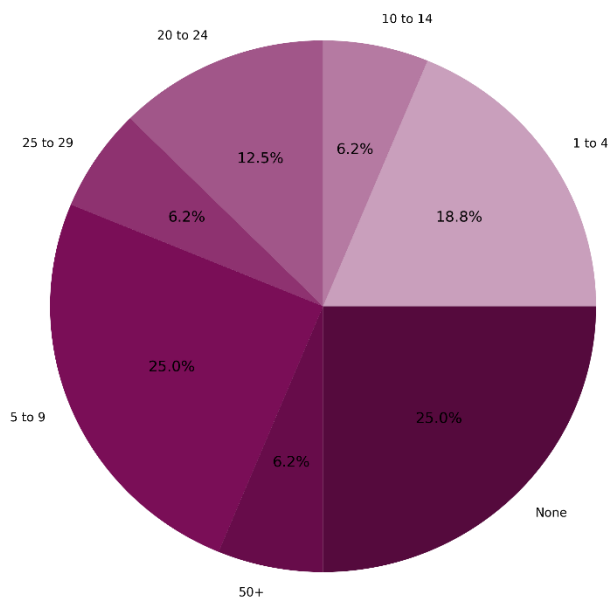
Area	% of Responses
Bo'ness & Blackness	12%
Bonnybridge	4%
Denny	4%
Falkirk	44%
Other	36%

How would you describe the main activity of your business?

Type of Business	% of Responses
Caravan/Camping	8%
Hotel/B&B/Guesthouse	12%
Other	20%
Outdoor Activity Operator	4%
Restaurant/Cafe/Pub	16%
Retail Operator	8%
Self-catering	4%
Tour Operator	4%
Transport & Tours	4%
Visitor Attraction	20%



Full Time



Part Time

Please select the number of full-time and part-time employees (including yourself) you have employed during the last 3 months

How does this compare to the same quarter last year?

Variation	Full Time Staff	Part Time Staff
More than last year	22%	28%
Same as last year	74%	56%
Less than last year	4%	17%

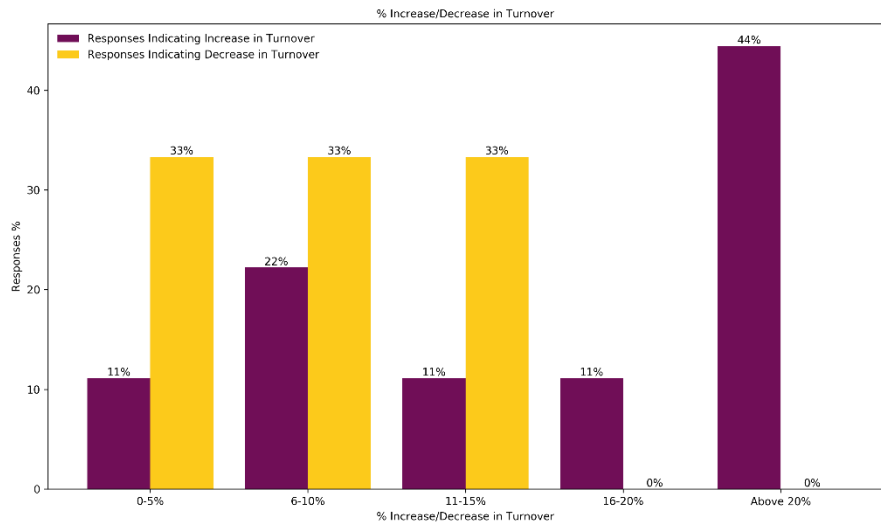
Insight Department

Falkirk Tourism Industry Barometer – Q3 2017

How did your turnover compare in this quarter compared to the same quarter last year?

Turnover Comparison	% of Responses
Up	42%
Similar	46%
Down	13%
Business closed	0%

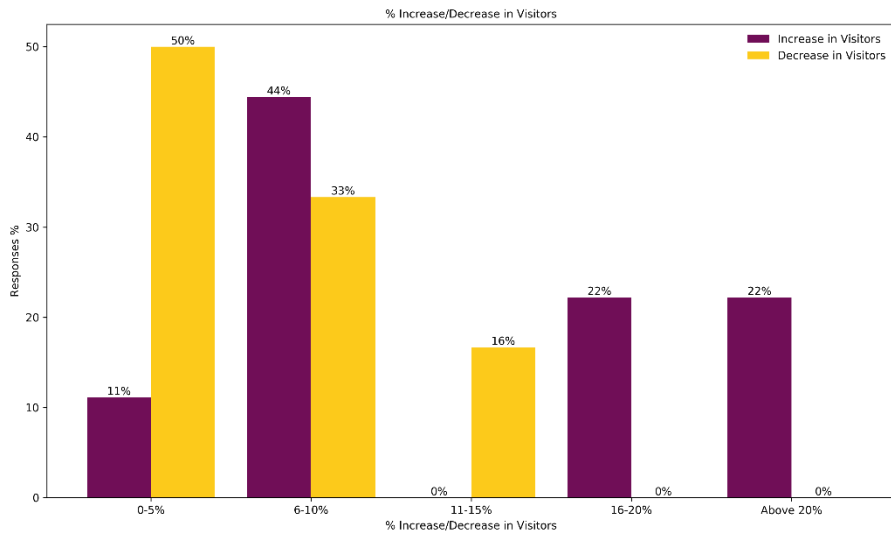
What was the percentage increase/decrease in your turnover?



How were your customer/visitor/guest numbers in this quarter compared to the same quarter last year?

Visitor Numbers	% of Responses
Up	38%
Similar	38%
Down	25%
Business closed	0%

What was the percentage increase/ decrease in your customer/visitor/guest numbers?



Insight Department

Falkirk Tourism Industry Barometer – Q3 2017

Do you have any plans to significantly invest in your business in the near future?

Business Investment	% of Responses
No	40%
Yes	60%

If yes, over what period is your investment planned for?

Period of Investment	% of Responses
Next 12 months	67%
Between 12 and 18 months	13%
Between 18 months and 2 years	7%
Over 2 years	13%
Dont know	0%

Have you noticed any significant change in the discretionary spend of visitors during this period?

Discretionary Spend	% of Responses
No	58%
Yes	42%

If yes, please indicate how much of a percentage change this has been, against the same period last year

Change in Spend	% of Responses
A large increase - over 15%	20%
A small increase - up to 15%	40%
No change	0%
A small decrease - up to 15%	30%
A large decrease - over 15%	10%

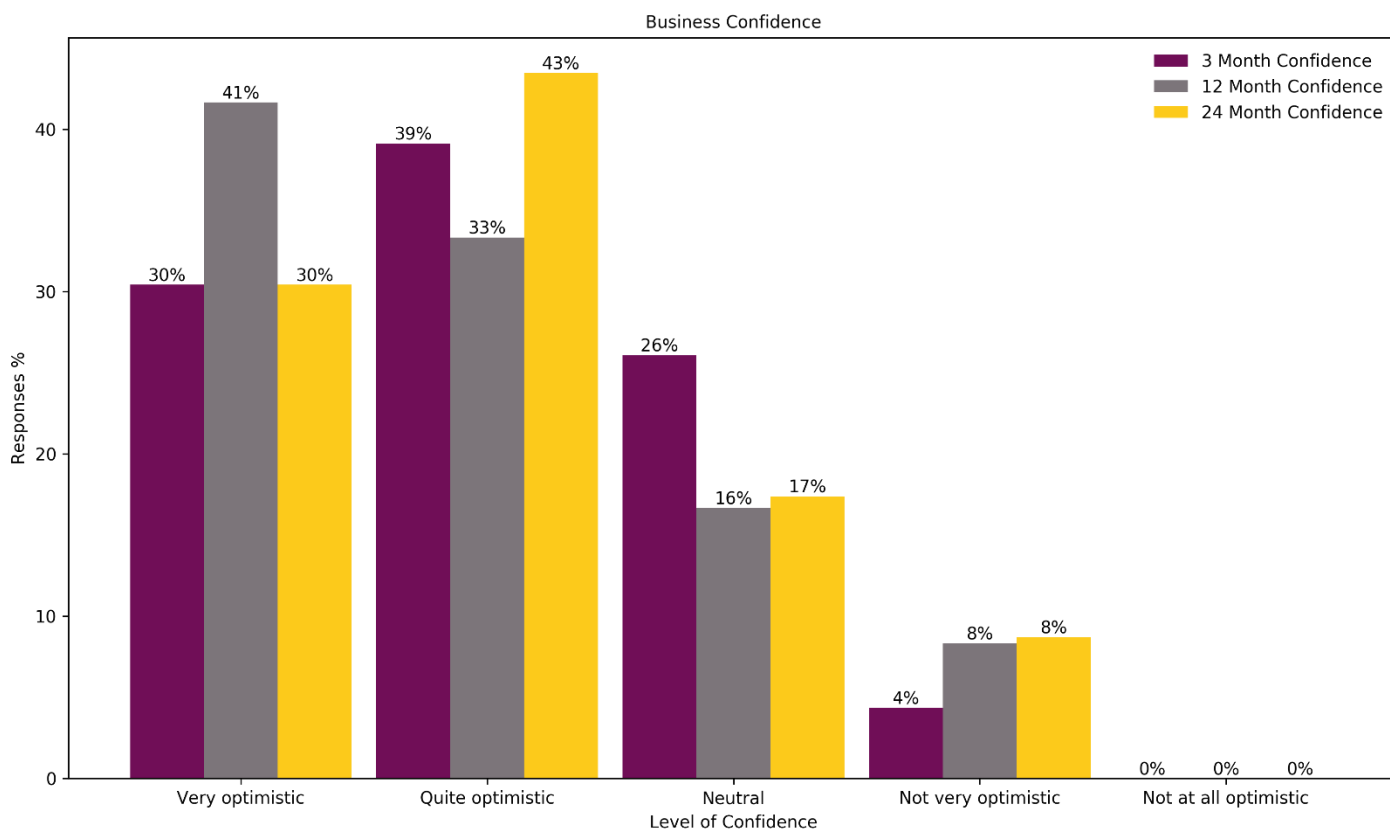
Has there been any difference in who your customers / visitors have been this Spring season compared to Spring last year?

Change	Local (%)	Rest of Scotland (%)	Rest of UK (%)	Overseas (%)
More of these	33%	29%	30%	48%
Same/similar numbers	38%	42%	35%	22%
Less of these	14%	8%	13%	13%
Dont know	14%	21%	22%	17%



Insight Department Falkirk Tourism Industry Barometer – Q3 2017

Please indicate how confident you feel about the performance of your business over the following periods



42% of businesses in Falkirk reported an increase in turnover in Q3 2017 compared to Q3 of 2016 and a further 46% of businesses have reported turnover holding constant. This has led to 60% of businesses planning significant investment for the near future. Whilst turnover has mainly been steady or positive, 25% of businesses in Falkirk, like the other Forth Valley local authority areas, noticed a decreased in visitor numbers. Lower footfall has been noted throughout Falkirk by respondents.

Businesses however are positive about the future, with no businesses reporting being ‘Not at all optimistic’ over a 3, 12 and 24 month period.

Opportunities in the walking market in Falkirk have been cited as a potential market with room for growth as well as acknowledgement that individual businesses marketing needs to be better in order to stand out from the competition.

Some caution should be used when looking at these results given the small sample size.

Sample: 25

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

2017

Version 1.0

Contact Us

Insight Department
VisitScotland
Ocean Point One
94 Ocean Drive
Edinburgh
EH6 6JH
T: 0131 472 2222
research@visitscotland.com
www.visitscotland.org