

Insight Department

Falkirk Tourism Industry Barometer – Q2 2017

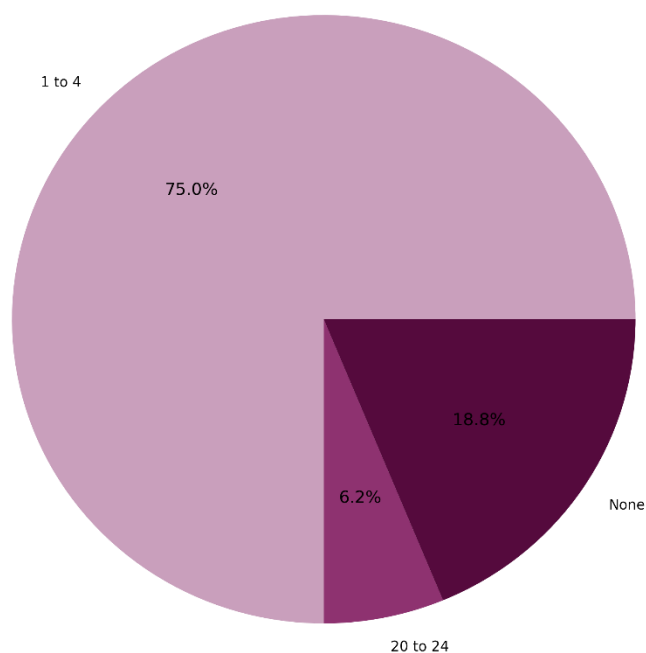
The Scottish Tourism Industry Barometer is a collaborative initiative with VisitScotland, Local Authorities, DMO's, and businesses within Scotland, designed to inform and provide stakeholders with an overview of tourism performance at a regional and local level on a quarterly basis.

Where is your business based?

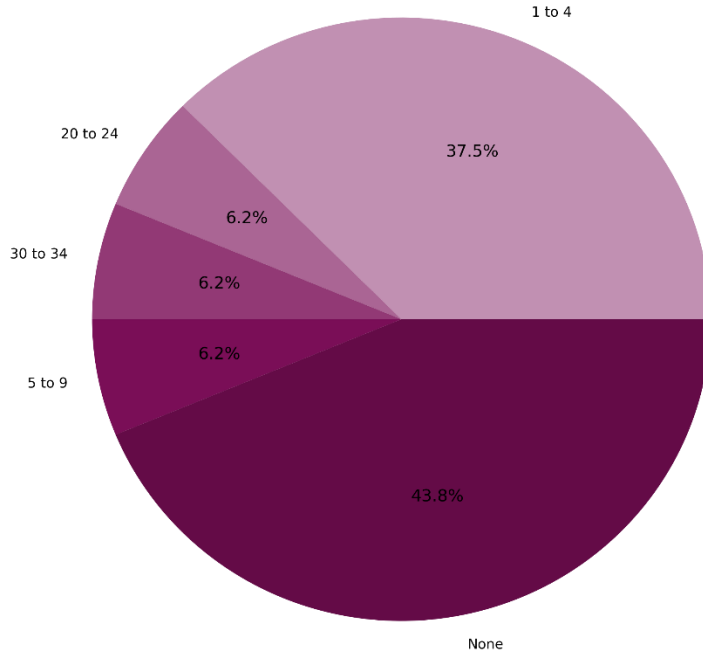
Area	% of Responses
Airth	6%
Bo'ness & Blackness	13%
Bonnybridge	6%
Denny	6%
Falkirk	56%
Other	13%

How would you describe the main activity of your business?

Type of Business	% of Responses
Caravan/Camping	13%
Hotel/B&B/Guesthouse	13%
Other	25%
Outdoor Activity Operator	6%
Restaurant/Cafe/Pub	6%
Retail Operator	6%
Self-catering	6%
Tour Operator	6%
Transport & Tours	6%
Visitor Attraction	13%



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	25%	38%
Same as last year	69%	63%
Less than last year	6%	0%

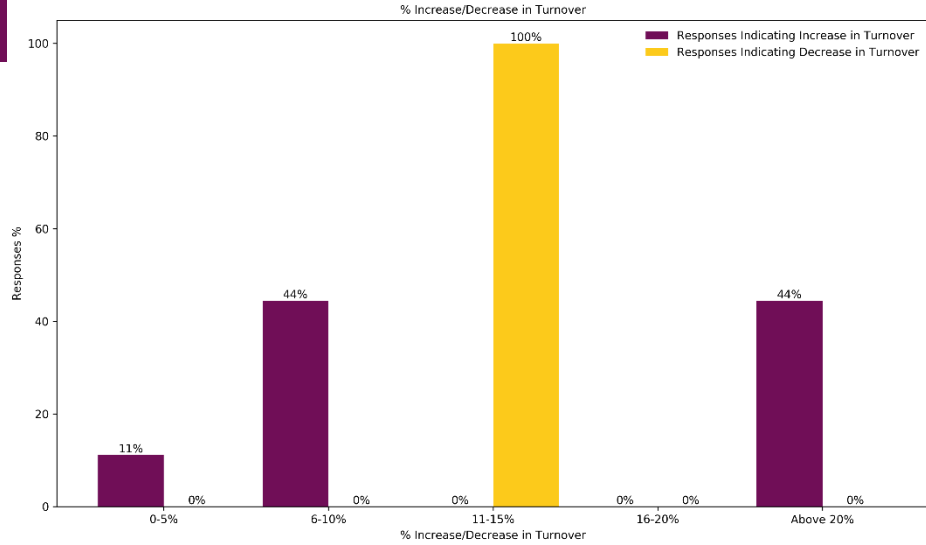
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How did your turnover compare in this quarter compared to the same quarter last year?

Turnover Comparison	% of Responses
Up	56%
Similar	31%
Down	13%
Business closed	0%

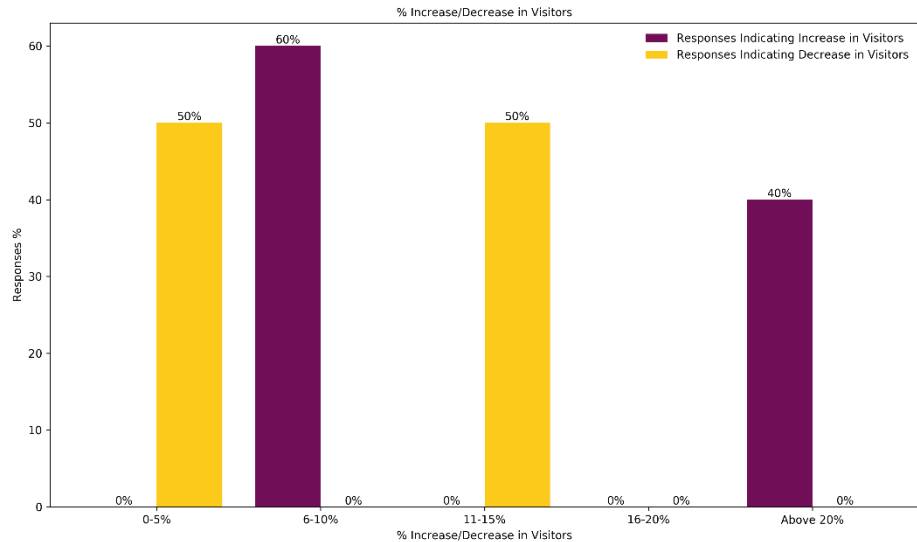
What was the percentage increase/decrease in your turnover?



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

Visitor Numbers	% of Responses
Up	63%
Similar	19%
Down	19%
Business closed	0%

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



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

Business Investment	% of Responses
No	69%
Yes	31%

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

Period of Investment	% of Responses
Next 12 months	20%
Between 12 and 18 months	20%
Between 18 months and 2 years	0%
Over 2 years	60%
Dont know	0%

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

Discretionary Spend	% of Responses
No	75%
Yes	25%

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%	0%
A small increase - up to 15%	50%
No change	0%
A small decrease - up to 15%	25%
A large decrease - over 15%	25%

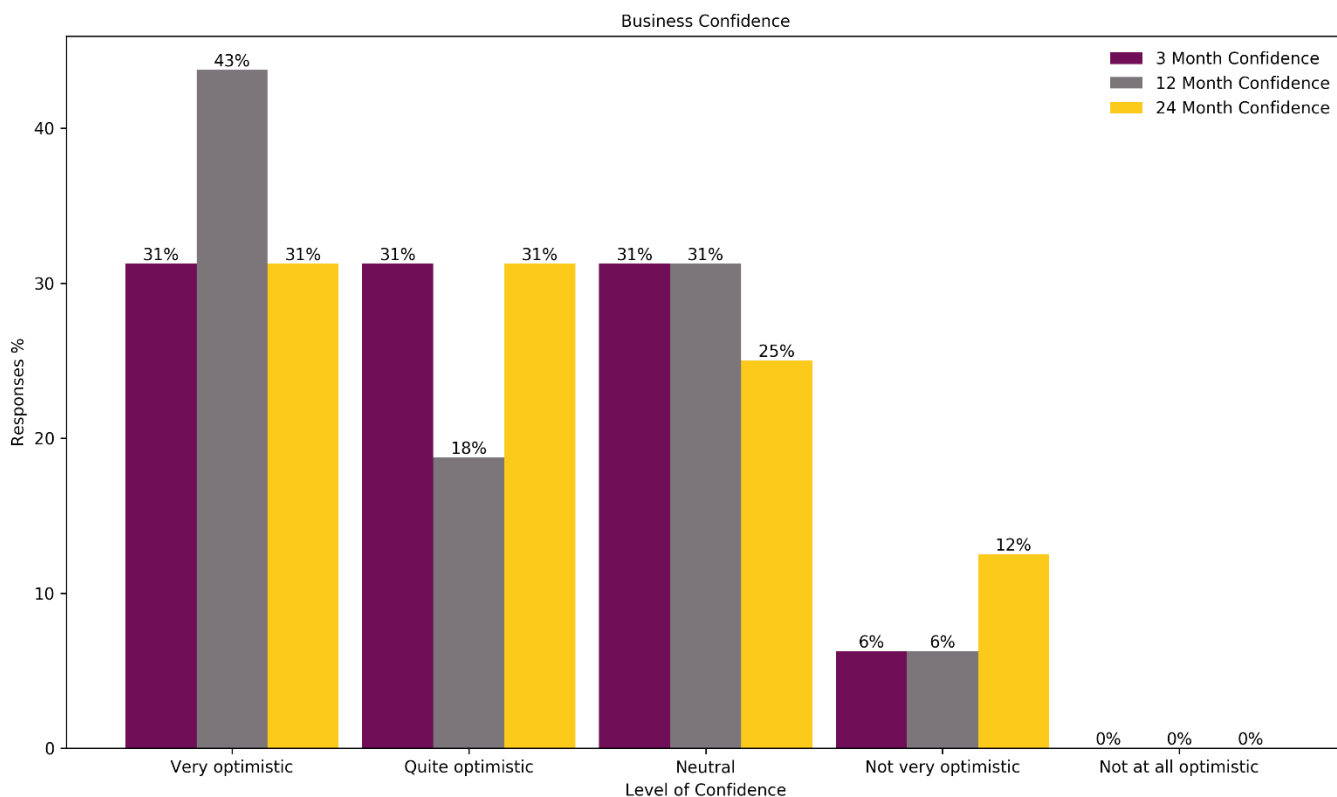
Has there been any difference in who your customers / visitors have been this Spring season compared to Spring last year?

Change	Local (%)	Rest of Scotland (%)	Rest of UK (%)	Overseas (%)
More of these	27%	20%	47%	53%
Same/similar numbers	53%	73%	33%	40%
Less of these	20%	7%	20%	7%
Dont know	0%	0%	0%	0%



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



The majority of businesses in the Falkirk area are optimistic, particularly over the 12 months.

This confidence has been attributed to a number of developments within the local authority. The increased interest in the canal system in Falkirk is attracting a lot of visitor activity. Repeat custom is also prevalent for some businesses within the Falkirk area, and some even recording forward bookings for 2018. An increase in North American visitors to the area has also been recorded recently, which is boosted by the favourable exchange rates for the Dollar against the Pound. These rates are widely acknowledged to be stimulating the tourism industry in a positive manner, increasing overseas travel to Scotland.

Some businesses did acknowledge that rising operating costs are a concern, and are impacting performance, and a need for Falkirk Council to address attracting visitors to Falkirk town centre, as many of the local attractions are on the outskirts of the local authority.

Disclaimer:

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