



## Visit Herts Business Barometer May 2017

This report is a snapshot of attractions' performance in Hertfordshire in May 2017, looking at visitor footfall, and any factors that may have contributed to their performance. The Visit Herts research team are also currently working to increase the sample of businesses that contribute, and will soon be reporting on serviced accommodation providers. In May 2017, attractions in Hertfordshire experienced an increase in visitor footfall of 32% compared to May 2016.

### News

- Visitor/Heritage centres fared the best this month, being 82.1% up, compared to the same month the previous year.
- Increased advertising and promotion, good weather and approved attendance at events, were reported as positive factors that helped boost visitor numbers in May 2017.
- Visitors from France and the USA were the most prevalent overseas markets, both reported by 43% of attractions. This was followed by guests from other countries which included visitors from Italy.

## Visit Herts News

**Visit Herts Website** [www.visitherts.co.uk](http://www.visitherts.co.uk)

The average dwell time in May 2017 was 2.12 minutes, with an average number of 3.08 pages viewed during a session\*.

May 2017  
visits  
23,294

\*Page views – Pageviews is the total number of pages viewed. Repeated views of a single page are counted. \*\*Visits - Total number of Sessions within the date range. A session is the period time a user is actively engaged with the website, app, etc.



## Visit Herts Marketing update



The website visits to [www.visitherts.co.uk](http://www.visitherts.co.uk) in May were really positive. Throughout the month the website had 7,570 unique website visits (a 4.5% increase on the month previous), and 23,294 total page views (another increase of 6.3%). On par with April, around 80% of visits to the website in May were new visitors.

We added one additional blog post in May to the website. This followed the same theme as our newsletter, in that it was a round-up of the top bank holiday and half term activities and events in Herts. Our Facebook content reached 2,476 people throughout the month, the Visit Herts Twitter had 64.4K impressions over this 31 day period. We ended May with 959 followers on this channel. We posted a number of times on Instagram throughout the month, and reached 250 followers on this channel.

In May we sent out 1 press release – ‘International tour operators Discover Herts’ which detailed the activity and success of Visit Herts and UKinbound’s Discover Herts event. Our press coverage for May 2017 reached 1,162 people. Some of our generated coverage that was picked up in May 2017 was our press release regarding Visit Herts winning a further contract to run the Destination Management of Hertfordshire.



The new travel trade strategy for Herts for 2017-2018 was reviewed and finalised in May. This brand new document plans out the projects and activities that the travel trade team will deliver, working in partnership with our members, to encourage tour and coach business into the county by communicating the county’s great offers to the trade.



# Attractions

## Herts visitor numbers in May

Visitor numbers	2016	2017	% change
	<b>70,513</b>	<b>93,089</b>	<b>Up 32%</b>

## Visitor numbers for the year to date (YTD)

	2016	2017	% change for month	YTD Totals 2016	YTD Totals 2017	% change for YTD
<b>May</b>	70,513	93,089	Up 32%	70,513	93,089	Up 32%

*\*NOTE: The figures above are the baseline for all the calculations found on the next pages. The data reported here is strictly compared 'like for like' to ensure consistent comparison and reporting.*

	2016	2017	% change for month	YTD Totals 2016	YTD Totals 2017	% change for YTD
<b>May</b>	70,513	93,089	Up 32%	70,513	93,089	Up 32%

## Range of performance

62.5% of the attractions were up this month, ranging from 27.4% to 214.3% up. 25% of attractions recorded reduced footfall in May 2017 compared to May 2016, ranging from 6.1% to 21.8% down.

Attractions up	Attractions the same	Attractions down
<b>62.5%</b>	<b>12.5%</b>	<b>25%</b>



**Performance according to cost, % change  
May 16/17**

Charging	Free
<b>Up 32.5%</b>	<b>Down 9.4%</b>

**Performance according to attraction type, % change May 16/17**

Visitor/Heritage centres	Other
<b>Up 81.2%</b>	<b>Up 31.1%</b>

**Performance according to attraction location, % change  
May 16/17**

Rural	Urban
<b>Up 32.8%</b>	<b>Up 7.1%</b>

**Performance according to attraction size, % change  
May 16/17**

20,000 or less	50,001 -200,000	Over 200,000
<b>Up 35.8%</b>	<b>Up 84.2%</b>	<b>Up 26.3%</b>

**Factors affecting visitor attraction results**

Positive

Increased adverting and promotion
Good weather
Increased awareness and publicity
Approved attendance at events

**Overseas visitors to attractions in May**

During May, 95% of visitors to attractions were domestic, 1.8% long haul and 3.3% European. Out of the overseas visitors, 43% of attractions reported guests from France and 43% of visitors from the USA. This was then followed by visitors from other countires (14.3%), which included visitors from Italy.



### Most prevalent overseas visitor groups in May 2017 (%)

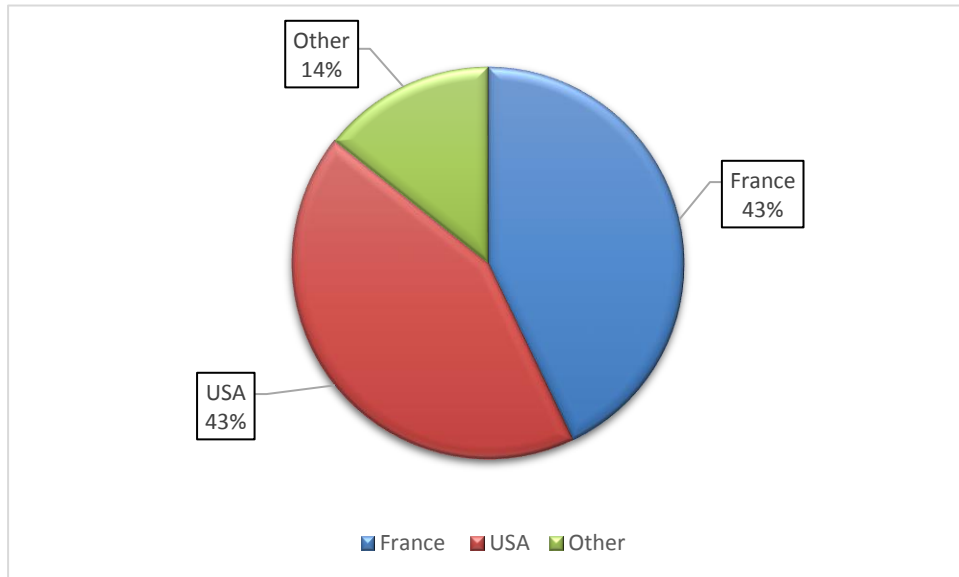


Figure 1: Graph showing the percentage of overseas visitors to attractions in May 2017.



## Other News

### VisitBritain Monthly inbound update May 2017

#### Visits

- The UK received 3.5 million overseas visits in May, not quite enough to match the record levels seen in May 2016.
- However, with record breaking results set in the first four months of this year, there were 10.2 million visits between March and May – a new three months to May record.
- Likewise, over the longer term rolling 12 months to May 2017 there were a record setting 38.9 million visits to the UK, 6% higher than the previous 12 months.

#### Spending

- May spending rose 5% compared to May 2016 to reach a record of £2.1 billion. So far this year, visitors have spent £8.4 billion, a record and the first time spending has reached more than £8 billion in the first five months of a year.
- Spending over the last 12 months is up 7%, at £23.6 billion and setting a new record for the highest spend in any 12 month period.
- Spend per visit: On average for the last 12 months, spend per visit was £606, which has gradually increased since the beginning of 2017 as spending growth has continued to outpace visit growth this year.

#### Journey purpose

- Holiday visits were up 2% in May to 1.5 million. Building on recent strong results there have been 6 million holiday visits in the first five months of 2017, up 20% on the start of 2016 and the first time nearly 6 million holiday visits have arrived in the UK before June. Over the longer term rolling 12 months to May 2017, the UK welcomed a record 14.9 million holiday visits – a record and 9% higher than the previous 12 month period.
- Visits to friends and relatives (VFR) were the only journey purpose to report a decline in May this year – down 17% compared to the record May 2016. After particularly positive results in March and April, VFR visits are 7% up in the three months to May and 4% higher than at the same time last year. With 4.6 million visits in the first five months of 2017, this is the best start to the year seen for VFR visitors. Visits for the latest 12 months are up 8% to 11.8 million, a new record.



- Business visits have fluctuated so far in 2017, with only January and May registering growth. There were a record 870,000 visits in May (8% more than May 2016) but a slower pace is notable over the medium and long term. Due to a strong end in 2016, business results for the 12 months to May 2017 were just enough to match the previous record of 9.1 million.
- Miscellaneous journey purpose visits are a combination of a wide range of different journey purposes, including (but not limited to) short term study, looking for work, shopping, attending a sports event and many more. In May 2017 visits to the UK were 2% higher than the previous year at 260,000. With new monthly records set in three out of the last five months, visits are up 15% so far this year. Visits during the last 12 months are currently up 2% at 3.1 million.

To view the full report click [here](#)

## VisitEngland GB Day visits May 2017

### Tourism Day Visits Summary

- The volume of day visits in Great Britain in the three months to May 2017 decreased by -1% when compared with the same period last year, to 464 million.
- The value of those visits increased by +9% during the same period to £16.2 billion.
- Year to date at the GB level volume also decreased but by -2% to 703 million but the value of visits increased by +3% to £24.2 billion.
- Looking at England, volume decreased by -2% in the three months to May 2017 at 391 million visits, while value increased by +3% to £12.9 billion compared to the same period in 2016.
- Year to date the volume of day visits in England decreased by -4% relative to the same period in 2016 and the value decreased by -1% to £19.7 billion.

### 3+ Hour Day Visits Summary

- 3+ hour day visits in Great Britain for the three months to May 2017 decreased by -6% to 760 million visits, versus the same period in 2016.
- The value of these visits increased by +6% for the three months against the same period last year to £22.1 billion.
- Year to date, volume is down by -6% to 1.2 billion 3+ hour visits while value stayed at similar levels at £33.2 billion.
- In England, volume declined by -6% in the three months to May 2017 to 640 million. However, the value of these visits stayed the same at £17.7 billion.



- Year to date the volume of day visits in England decreased relative to the same period in 2016 by -6%, to 993 million and the value decreased by -5% to £26.9 billion.

To view the full report click [here](#)

## VisitEngland England Occupancy Survey May 2017

- Room occupancy in May 2017 increased +1% to 73%.
- Bedspace occupancy also increased +1% to 54%.
- Weekday room occupancy remained stable at 72% whilst weekend room occupancy increased slightly, up +1% (72%). For bedspace occupancy, both weekday and weekend occupancy increased +1% to 50% and 59% respectively.
- Seaside room occupancy increased by +2% (63%) but decreased -2% (46%) for bedspace. City/large town room occupancy remained unchanged (78%), whilst bedspace increased +1% (57%). Small town room occupancy increased +2% (72%) and also increased +2% (52%) for bedspace occupancy. Countryside room occupancy saw the biggest change, +4% (66%) and bedspace occupancy +1% (51%).
- Looking at occupancy by establishment type, hotel occupancy increased +1% (75%) and also increased +1% for bedspace (55%). Guesthouses showed a -2% decrease for room (56%) and remained unchanged for bedspace occupancy (46%). B&Bs saw occupancy fall -1% for room (57%) and -1% for bedspace (47%).
- Looking at room occupancy rates by number of rooms, establishments with 4-10 rooms (-3%), and 51-100 rooms (-3%) saw the biggest changes, showing a decrease on May last year. Establishments with 51-100 rooms saw the biggest change in bedspace (+4%).
- Looking at occupancy by region, the largest shifts for room occupancy came from the West Midlands (+4%) and the South East (+4%). For bedspace occupancy, East Midlands saw the biggest movements (+4%).

To view the full report click [here](#)

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### Business Barometer Contacts

If you would like to be part of the Business Barometer process, or have any comments on its content, please contact Ruby Berkeley-Corner at [ruby.berkeley-cornner@visitherts.co.uk](mailto:ruby.berkeley-cornner@visitherts.co.uk)

### Acknowledgements

If you wish to use any information contained within this Barometer, please can you acknowledge the source as Visit Herts Business Barometer. Thank you.





**VISIT HERTS**