



This report is for:

Argyll & The Isles ∨





Q2 2018 ∨

Report Sample Size





154

Performance summary for: Argyll & The Isles for: Q2 2018

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

-  **Up**
43.14%
-  **Similar**
37.25%
-  **Down**
19.61%
- 

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

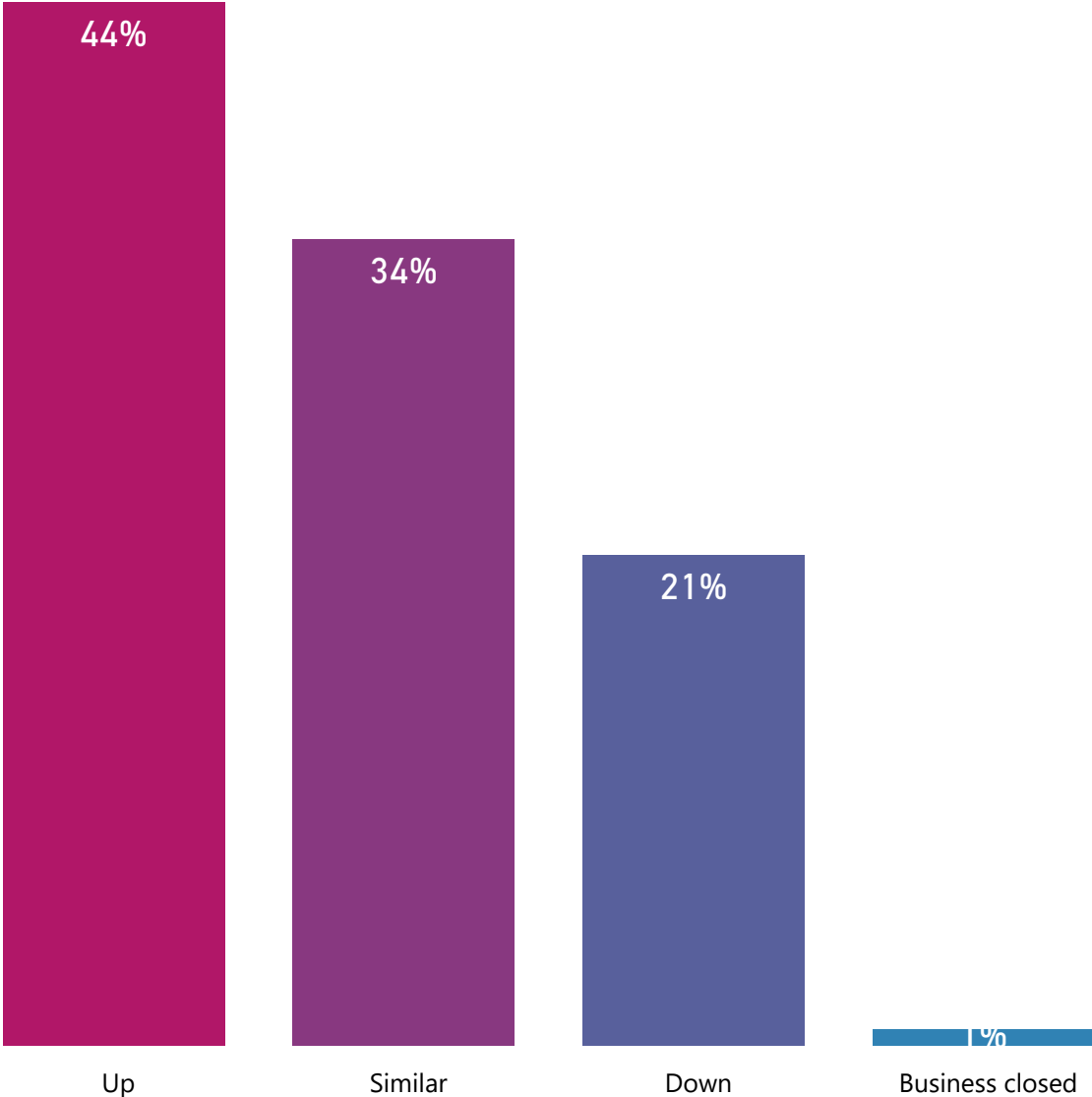
-  **Up**
44.30%
-  **Similar**
34.23%
-  **Down**
20.81%
-  **Business closed**
0.67%

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

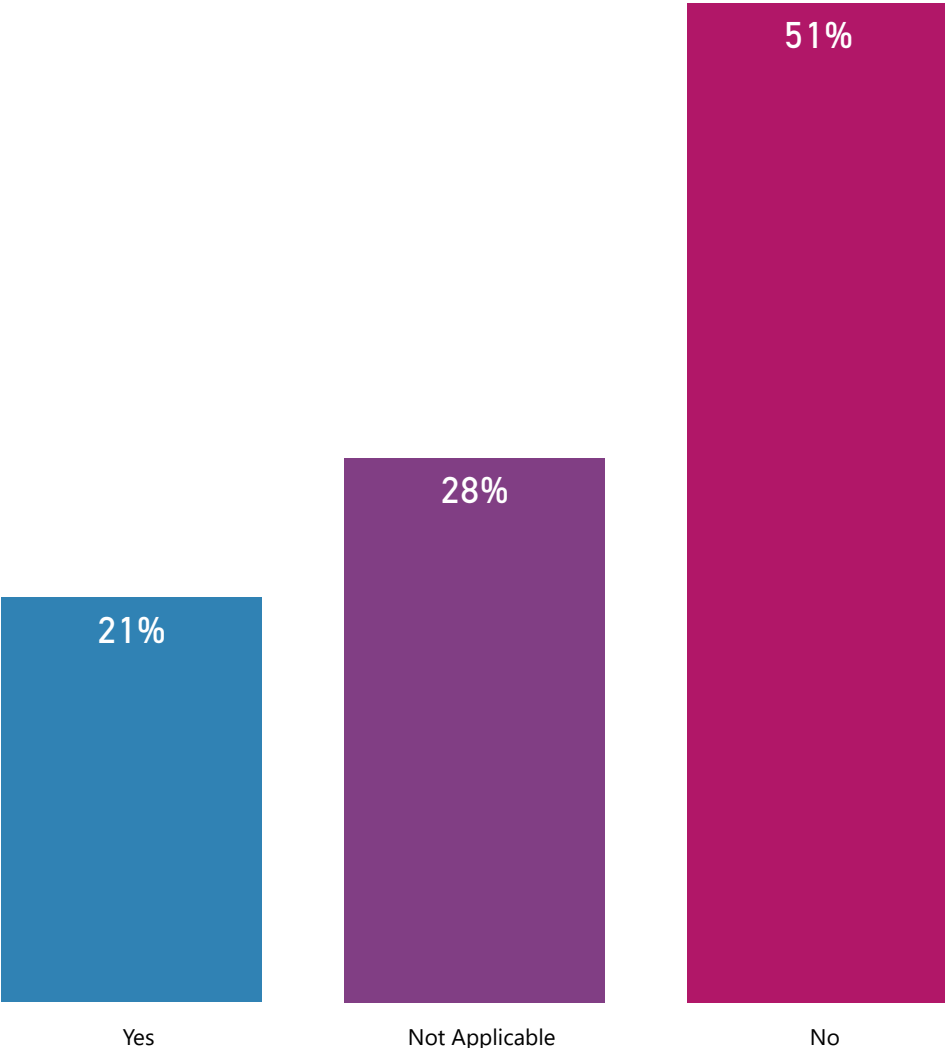
- 1. Very optimistic**
38.03%
- 2. Quite optimistic**
32.39%
- 3. Neutral**
24.65%
- 4. Not Very optimistic**
3.52%
- 5. Not at all optimistic**
1.41%

Financial Performance for: for:

Turnover compared to same quarter last year



Change in discretionary income?



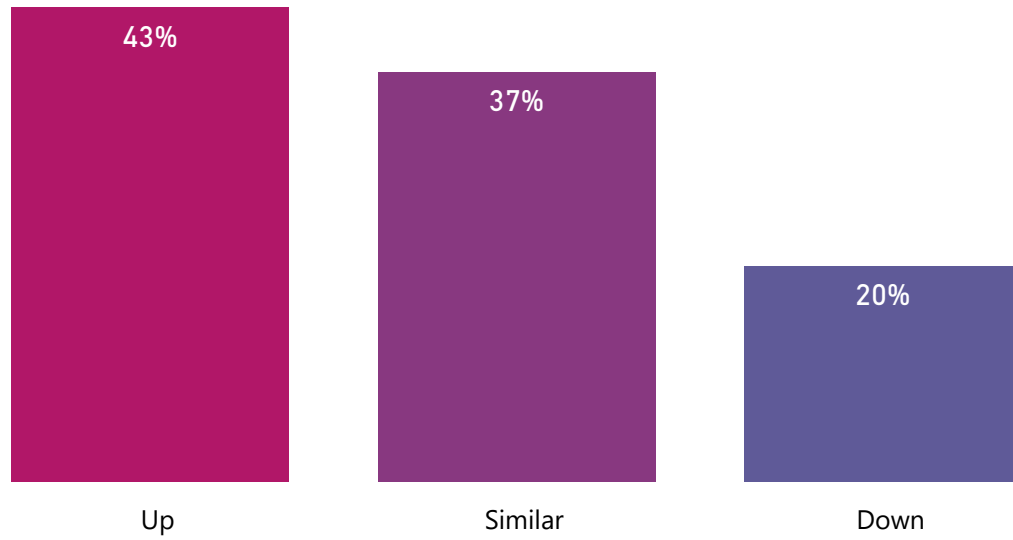
Visitor Performance for:

Argyll & The Isles

for: Q2 2018

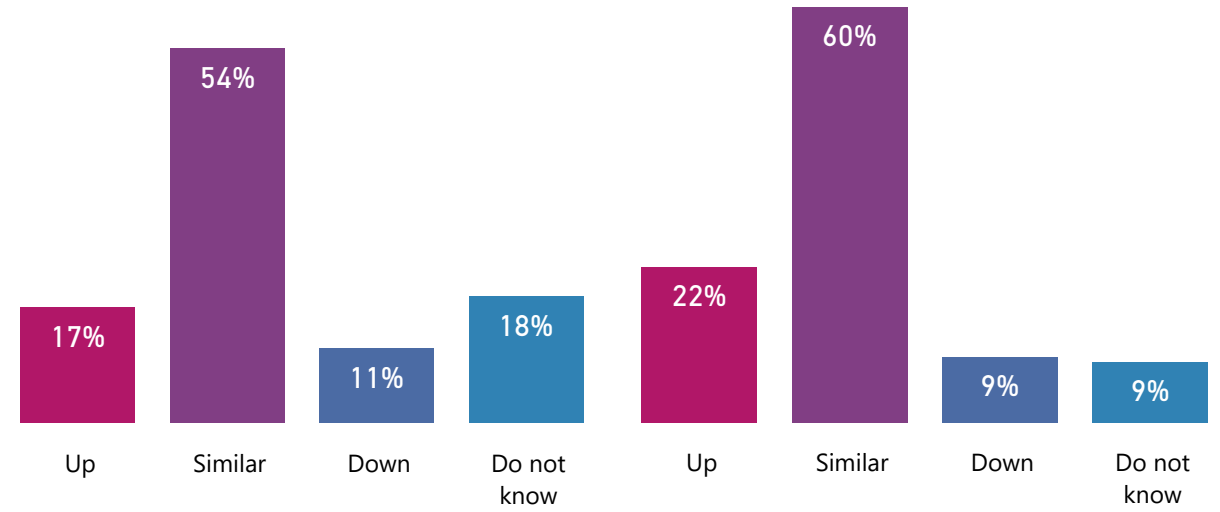
Have you seen a change in visitors from:

Visitor numbers compared to same quarter last year



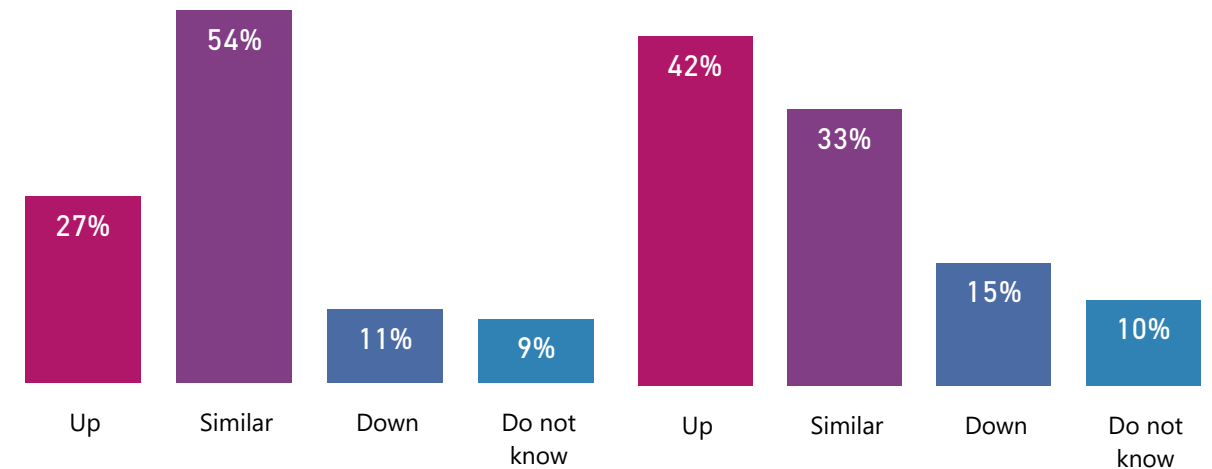
Your local area

Elsewhere in Scotland

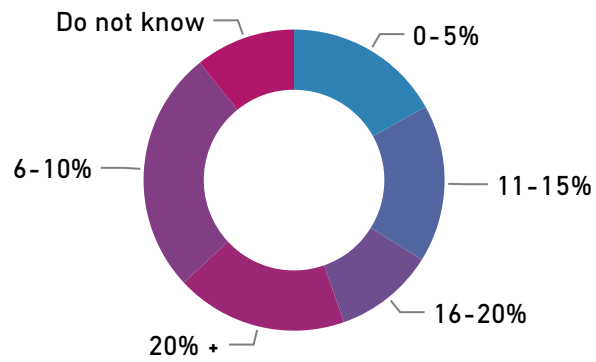


Rest of UK (England/Wales/NI)

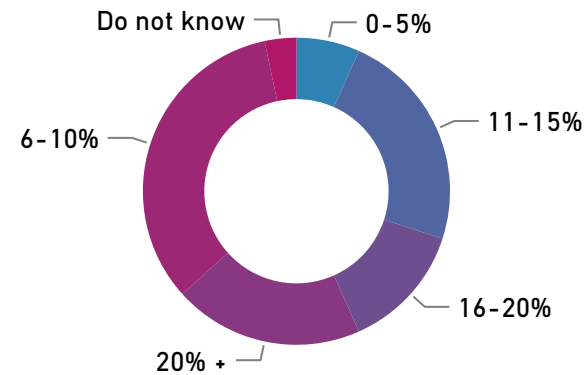
Overseas



Percentage increase in your visitor numbers



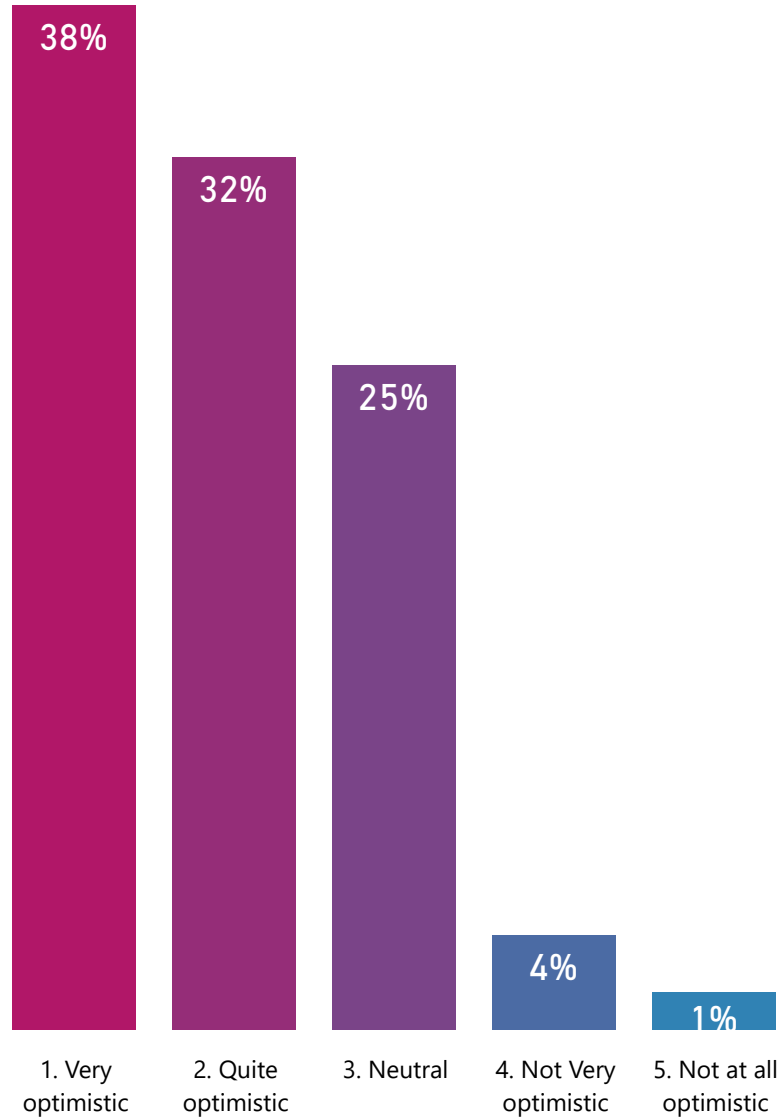
Percentage decrease in your visitor numbers



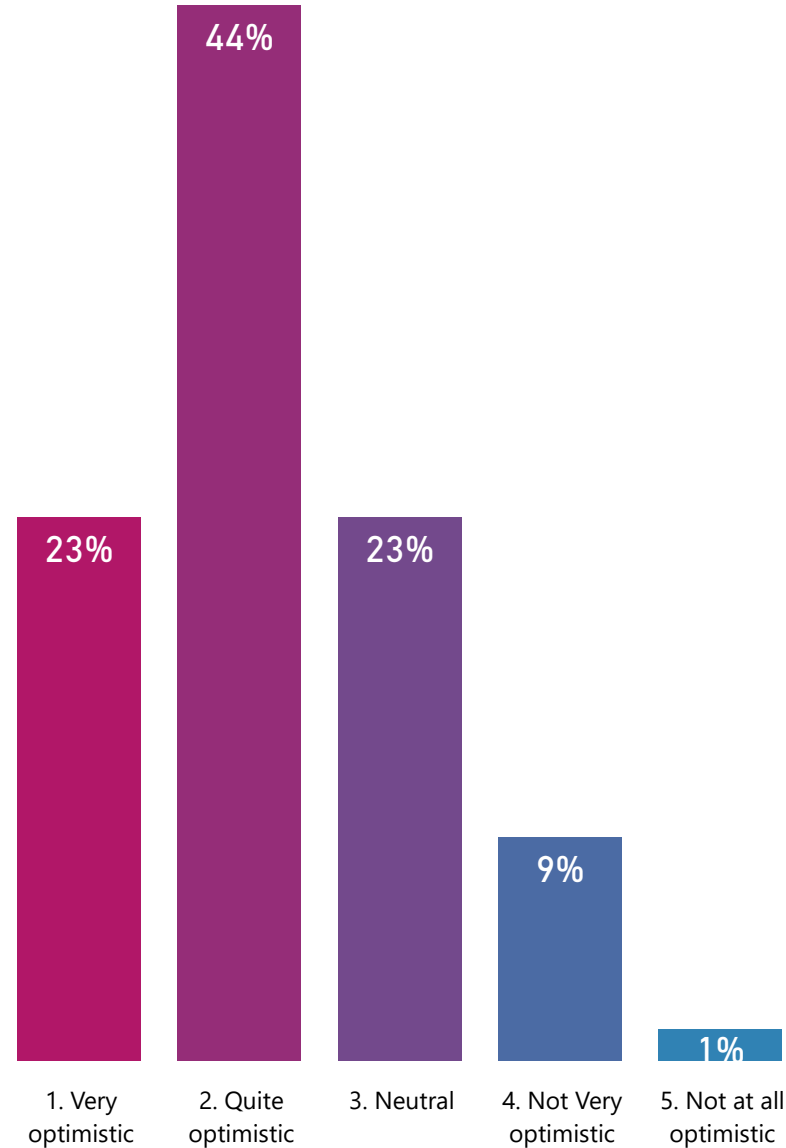
Optimism for:

for:

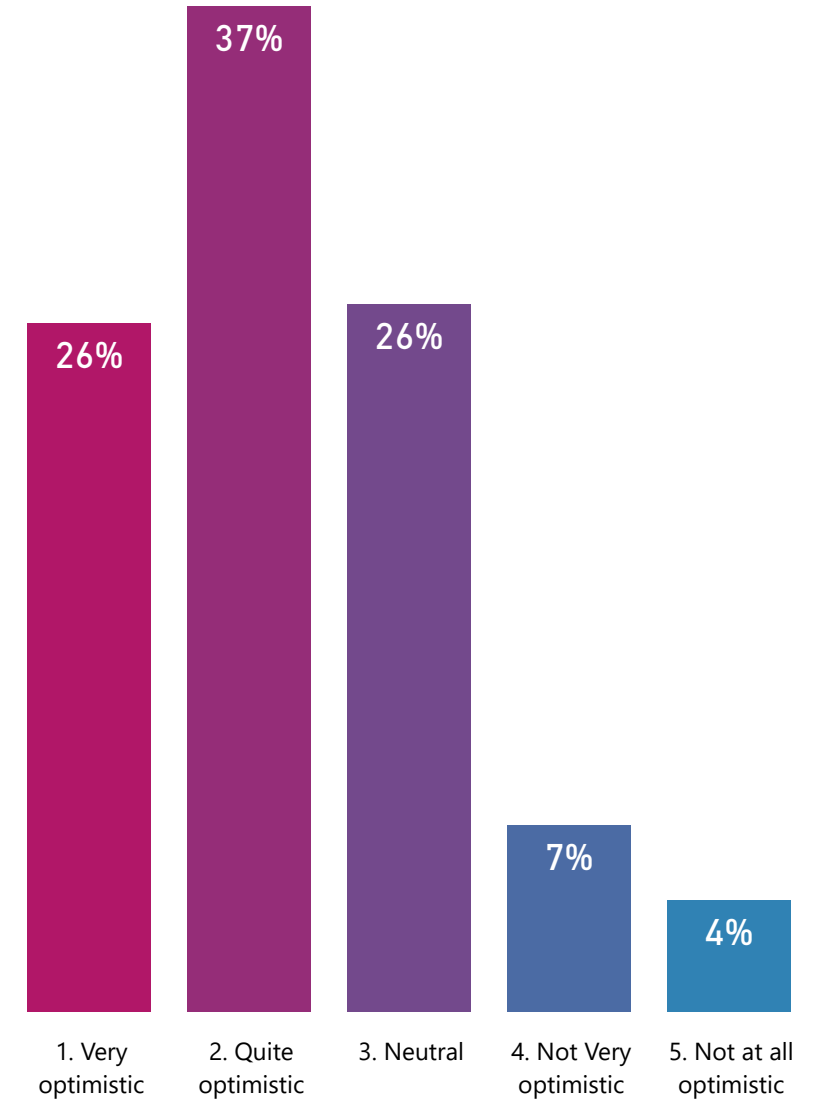
Optimism for the next 3 months



Optimism for the next 12 months



Optimism for the next 24 months

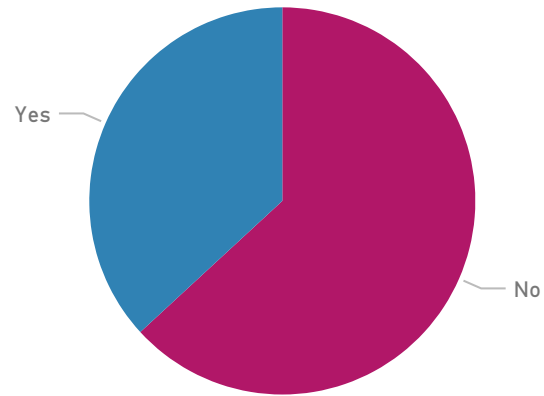


Investment & Barriers for:

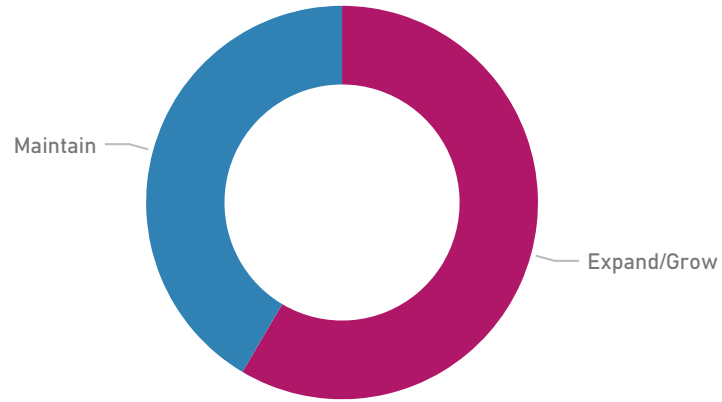
Argyll & The Isles

for: Q2 2018

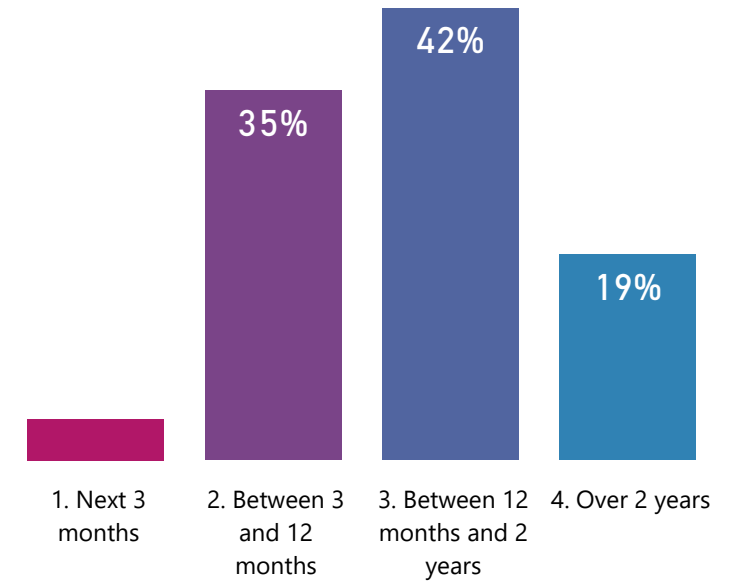
Do businesses have plans to invest?



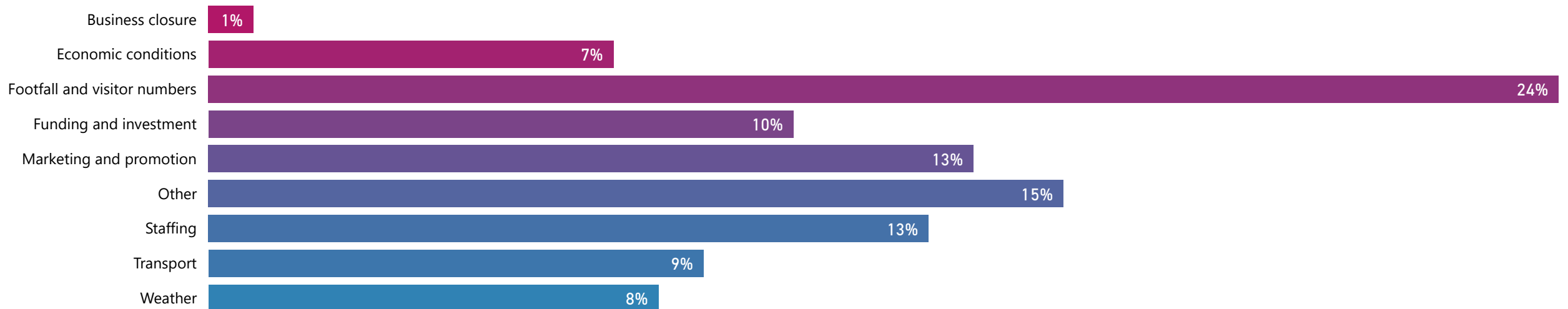
Is planned investment to maintain standards or to expand?



Period of planned investment



Main Barriers to Success



Business staffing profile for: Argyll & The Isles for: Q2 2018



1. Micro (<10 employees)

84.42%



2. Small (11-49 employees)

12.99%



3. Medium (50-249 employees)

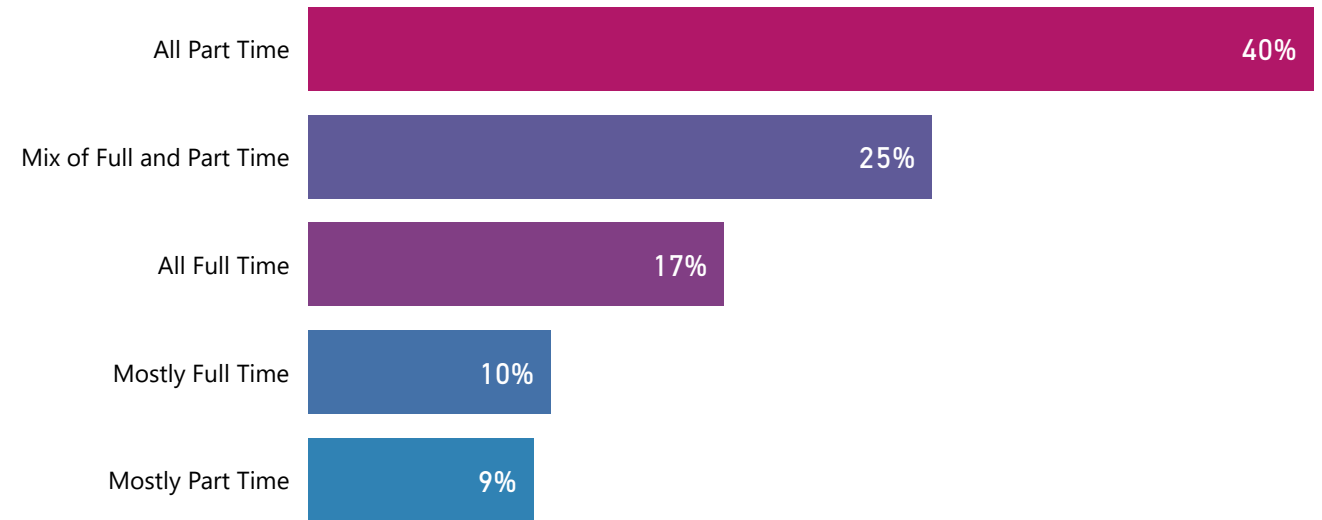
1.95%



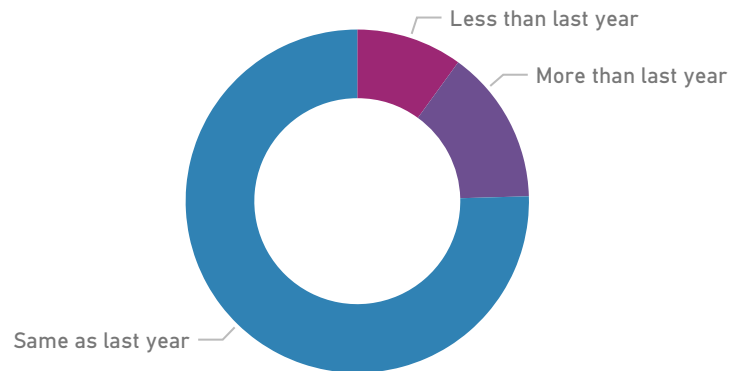
4. Large (>250 employees)

0.65%

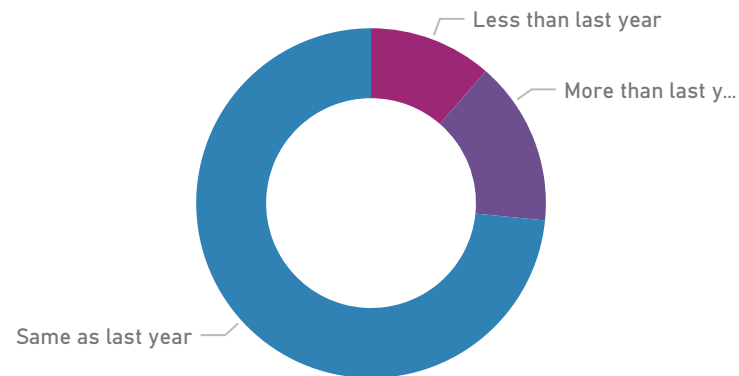
What is the composition of your staff?



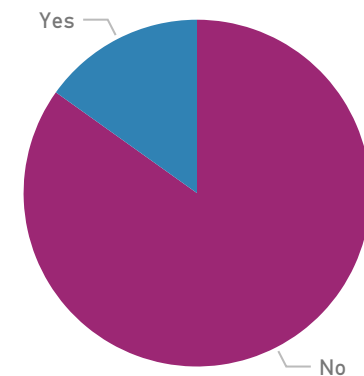
Level of part-time compared to same quarter last year



Level of full-time compared to same quarter last year



Do you have any voluntary staff?



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.

If your region or sub-regions does not appear in the drop down menus then unfortunately it did not receive enough responses to get its own report. A threshold is set in order to protect the anonymity of the businesses who kindly take the time to fill out the survey. Your responses will still contribute to sector performance at a North, South, East and West of Scotland level. Please contact either Hannah.Melville@visitscotland.com or Lesley.Whitehill@visitscotland.com if you don't see your region here and would like some information on it. We will endeavour to provide you with as much as possible whilst still protecting the anonymity of businesses in each 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.

Local Authorities included in North, South, East and West of Scotland;

North of Scotland—Highland, Western Isles, Orkney, Shetland, Aberdeen City, Aberdeenshire and Moray local authority areas

West of Scotland—Argyll & Bute, Clackmannanshire, West Dunbartonshire, Falkirk, Stirling, City of Glasgow, East Dunbartonshire, East Renfrewshire, Inverclyde, North Lanarkshire, Renfrewshire, South Lanarkshire, East Ayrshire, North Ayrshire and South Ayrshire local authority areas

East of Scotland—Perth & Kinross, Angus, City of Dundee, Fife, City of Edinburgh, East Lothian, Midlothian and West Lothian local authority areas

South of Scotland—Dumfries & Galloway and Scottish Borders local authority areas

Please keep an eye out on visitscotland.org for deep dive analysis and commentary on the barometer which will include analysis on the industry comments provided in the open ended questions within the barometer.

Below you will find a list of the questions that are asked in the survey. Not all questions are reported on in this dashboard so if you are requiring information or further analysis on any of the questions then please don't hesitate to get in touch with either Lesley.Whitehill@visitscotland.com or Hannah.Melville@visitscotland.com

Survey Questions

In which region is the majority of your business based?

How would you describe the main activity of your business?

What size is your business?

Please select the statement that best reflects staff composition of your business:

- All full time
- Mostly full time
- Mix of full and part time
- Mostly part time
- All part time

How do staffing levels compare to the same quarter last year?

Do you have any voluntary staff? (Regular voluntary unpaid staff)

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

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

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

Serviced Accommodation providers only - what was your average room occupancy for this quarter (%)?

Self-catering providers only - what was your average unit occupancy for this quarter (%)?

Has there been any difference in who your customers / visitors have been this quarter compared to last year ? Please tick as appropriate:

- People from your local area
- People from elsewhere in Scotland
- Rest of UK
- Overseas

Have you noticed any significant change in the discretionary spend of visitors during the last quarter?

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

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

What was the percentage increase in your turnover?

What was the percentage decrease in your turnover?

If you accessed external marketing, financial or business advice this quarter then please select the main agency who provided you with it from the list below:

Please tell us the main barrier to success for your business during this quarter:

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

Is this investment to maintain the current standard of your business or to expand and grow your business?

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

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

- The next 3 months
- The next 12 months
- The next 24 months

If you wish, please explain why you feel positive/negative regarding the upcoming business periods:

If you have any other comments regarding trends, challenges, or opportunities that you would like to share, please use this space.

Please provide details on any unexpected events that impacted on your business or tourism in your local area this quarter.

Please provide details on any change in type of visitor or purpose of trip, impacting your business or tourism in your local area this quarter.