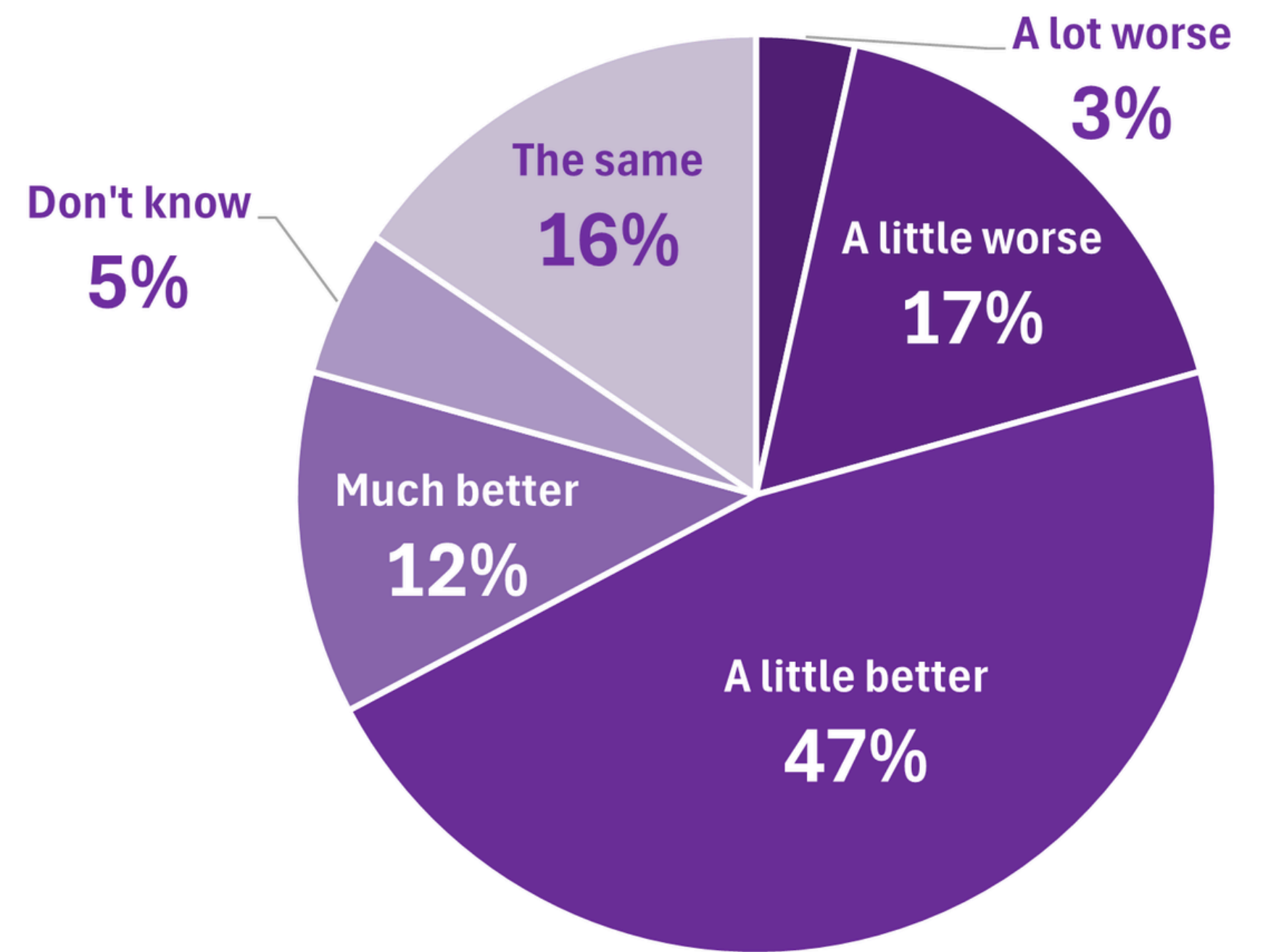


VISITOR ECONOMY BUSINESS SURVEY 2026

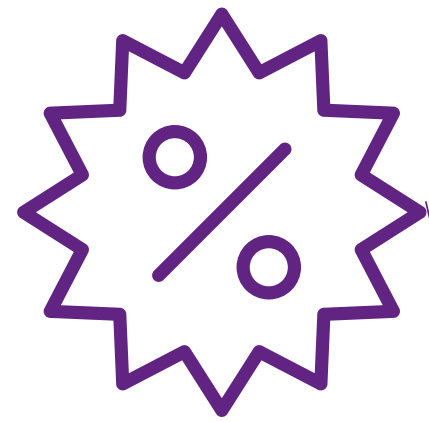
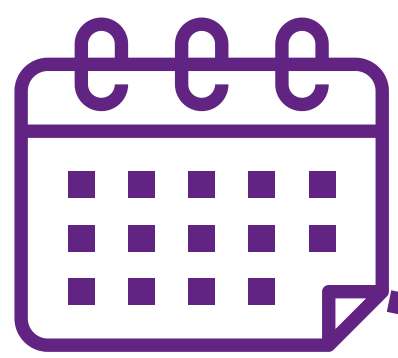
59% expressed confidence for 2026 trading

Expectations for 2026



50% stated current booking lead time was under 4 weeks

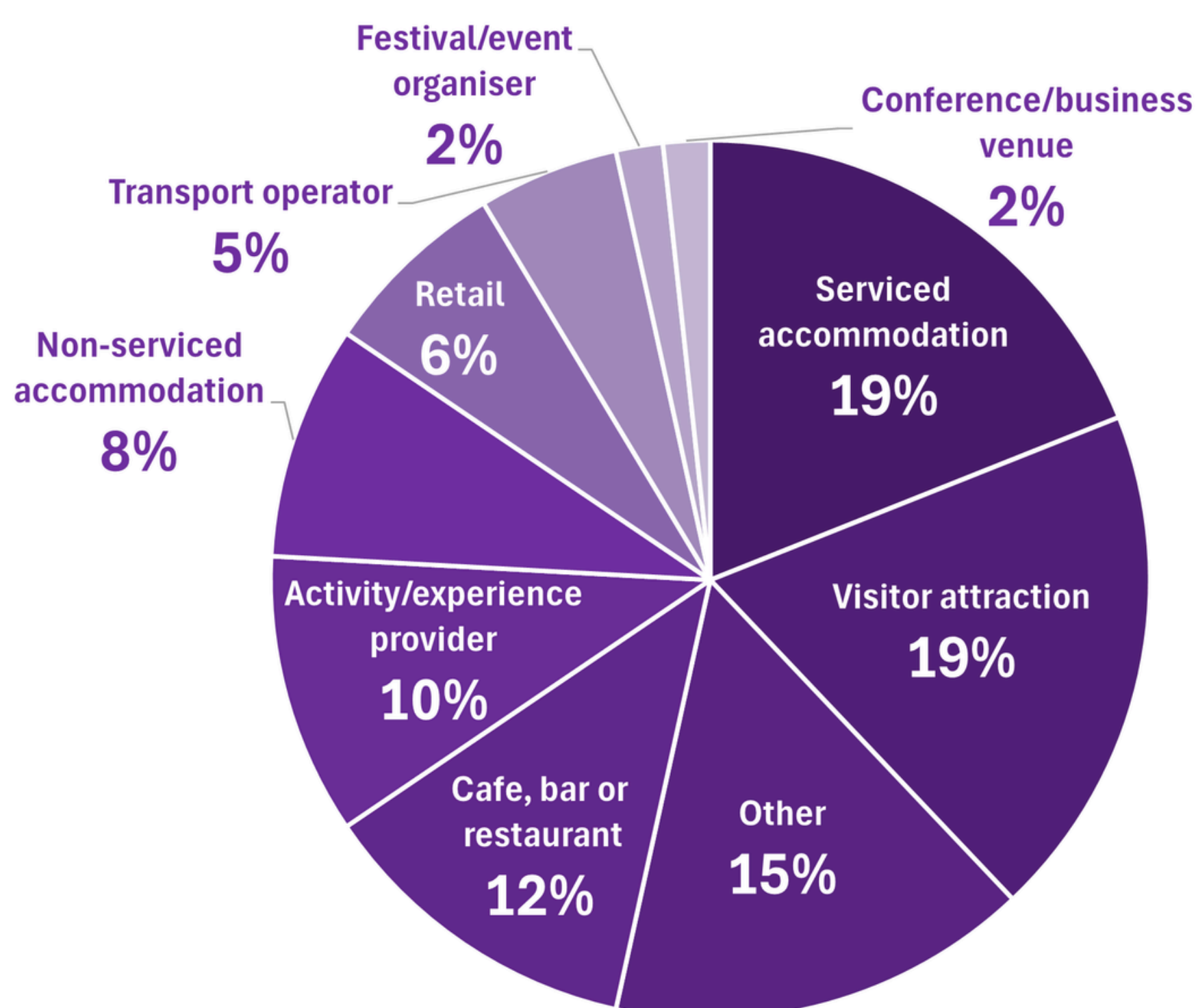
28% said majority of bookings made within 7 days



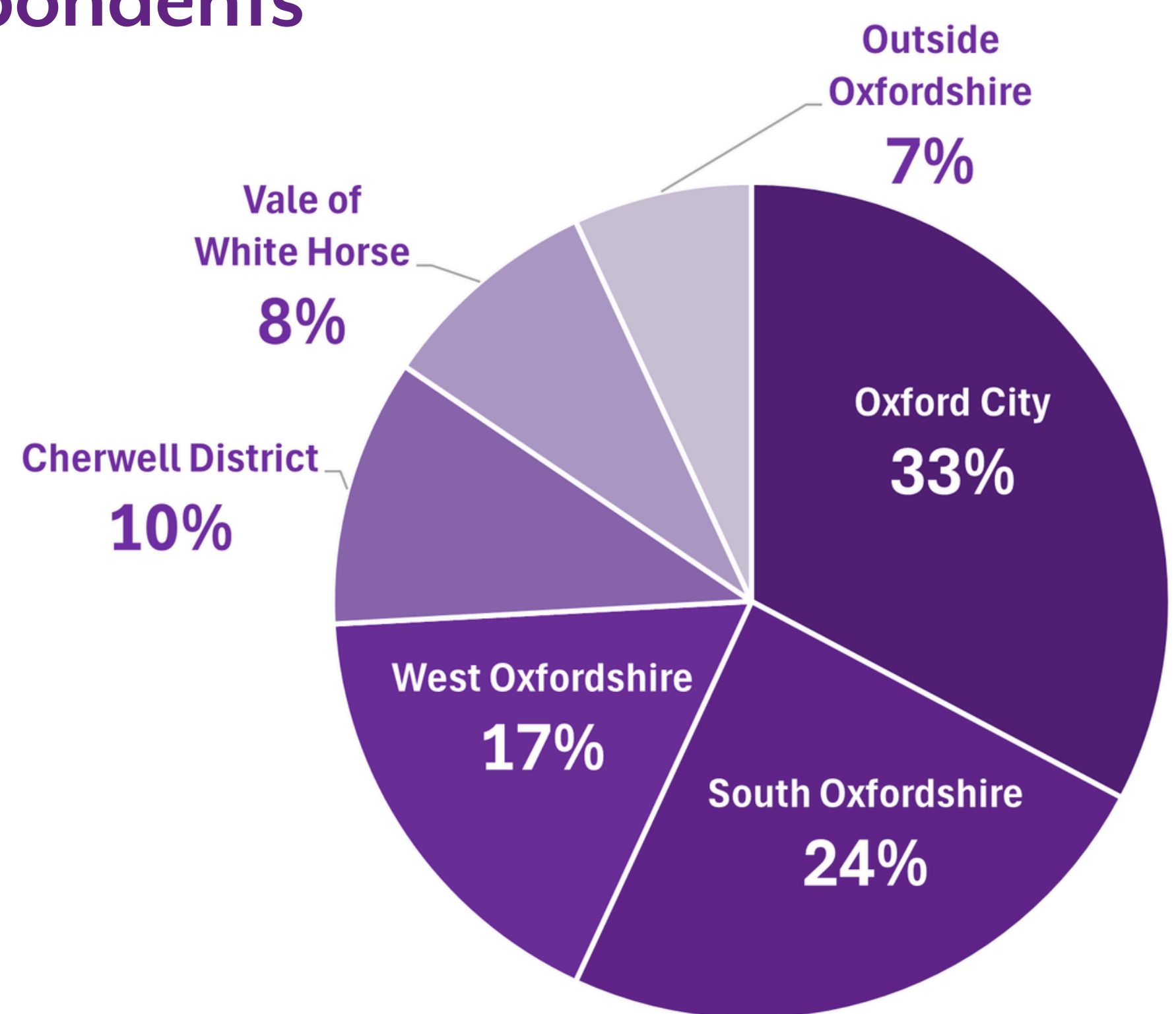
66% concerned UK economy is impacting negatively on business performance

53% support a reduction of vat on hospitality and tourism

Survey respondents



Type of business



Location of business