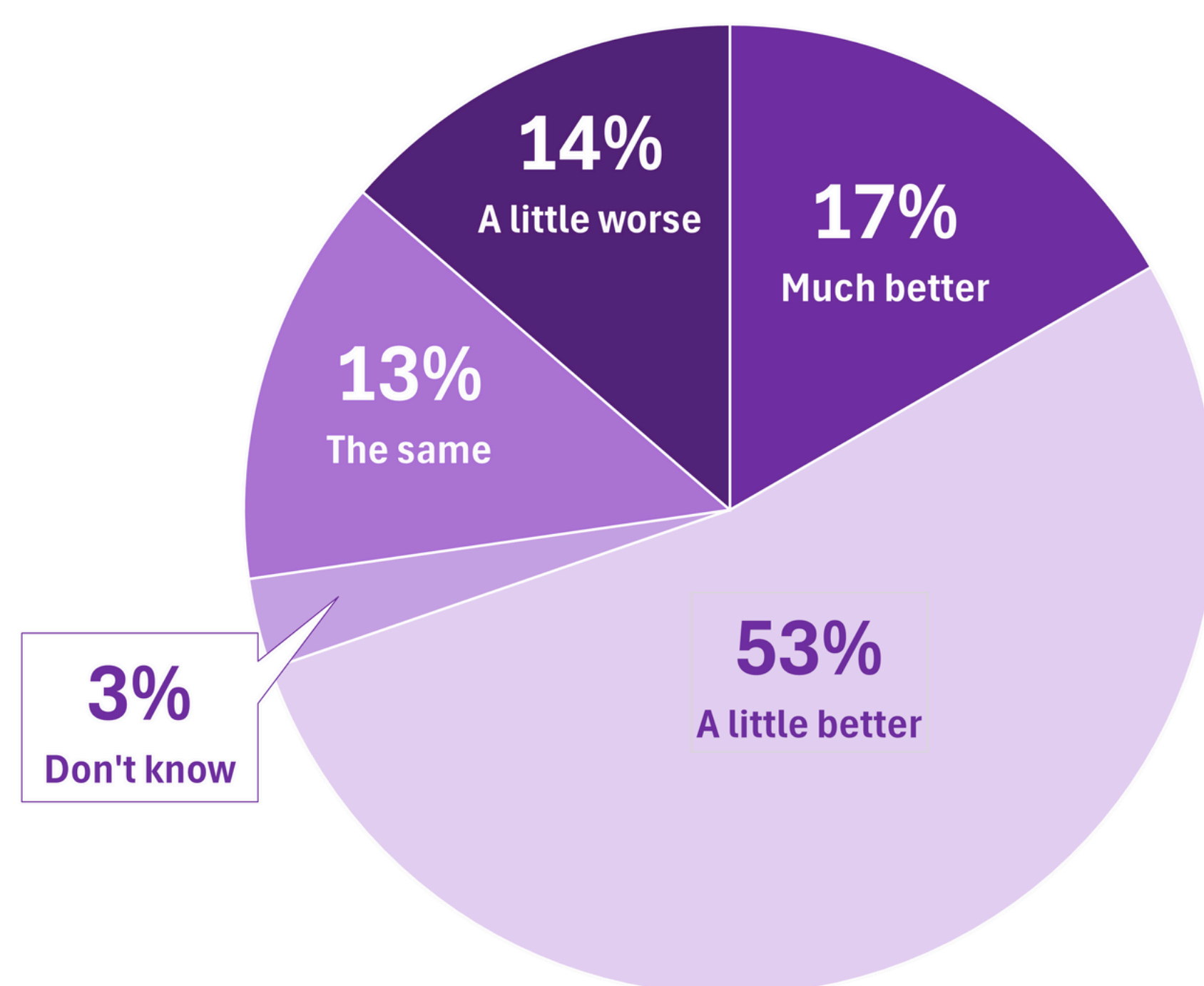


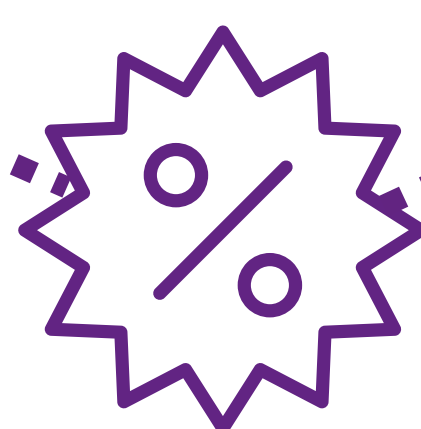
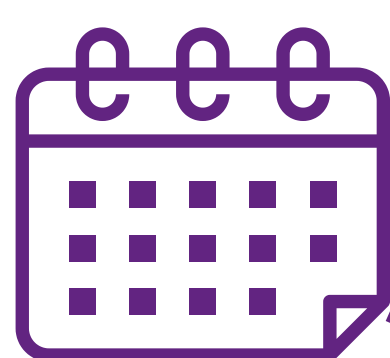
# Visitor Economy Business Survey 2025

**70%** expressed confidence in 2025 trading



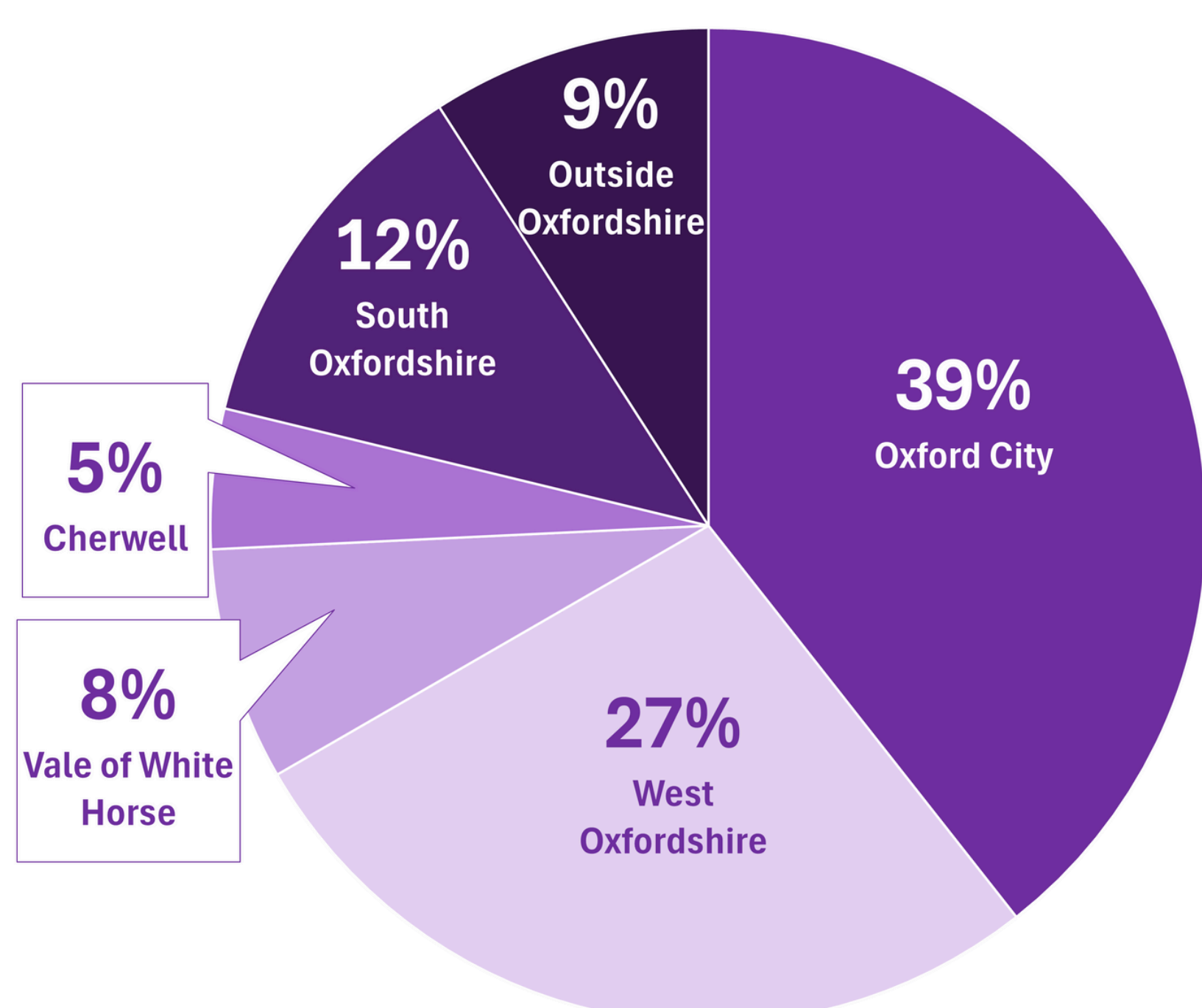
**64%** stated current booking lead time was under 4 weeks

**65%** concerned UK economy is impacting negatively on business performance

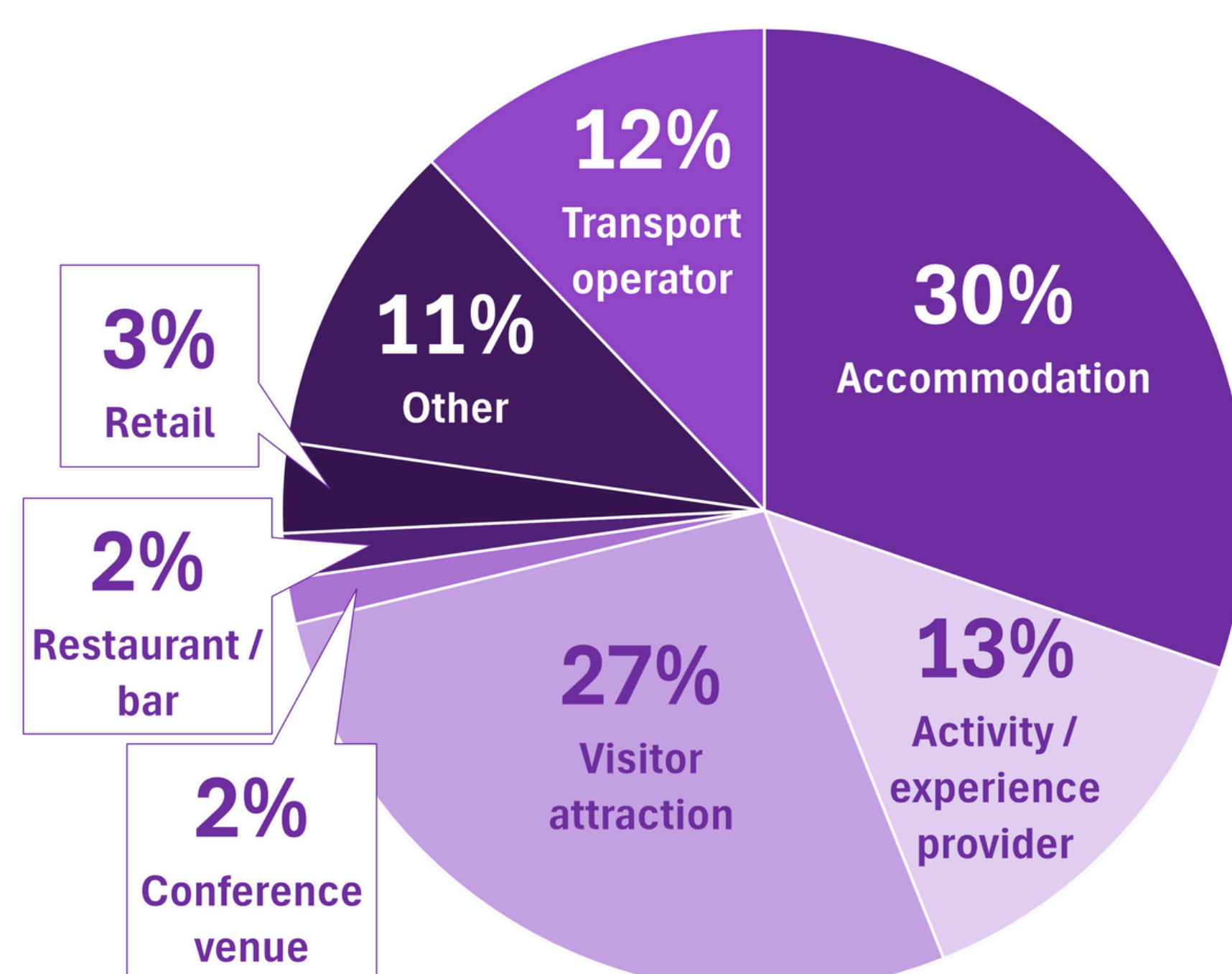


**55%** support a reduction of vat on hospitality and tourism

**59%** voiced support for investment in destination marketing



Business location



Type of business