

## Key Findings

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**74%** of businesses reported that levels of business activity for Spring 2006 were up or about the same when compared to Spring 2005.

**83%** reported that they expect business activity for Summer 2006 to be up on or about the same as levels in Summer 2005.

Factors having a positive impact on business during spring 2006 (March, April & May):

- ➔ **74%** highlighted publicity/ PR/ media coverage
- ➔ **57%** stated the quality of their business facilities
- ➔ **22%** mentioned the destination's image

Factors having a negative impact on business during spring 2006:

- ➔ **57%** blamed the weather
- ➔ **30%** highlighted operational costs
- ➔ **26%** mentioned the destination's image

Main areas of investments for the period June 2005 - May 2006:

- ➔ **83%** invested in marketing
- ➔ **70%** invested in refurbishments/ renovations

Intended Investments for June 2006 - May 2007:

- ➔ **83%** intend to invest in refurbishments/ renovations
- ➔ **78%** intend to invest in further marketing activity
- ➔ **61%** intend to invest in training

Factors having a positive effect on business outlook for summer 2006:

- ➔ **65%** mentioned publicity/PR/ media coverage
- ➔ **39%** stated the quality of their business's facilities
- ➔ **30%** highlighted discounts/ promotions

Factors having a negative effect on business outlook for summer 2006:

- ➔ **39%** mentioned the economic climate
- ➔ **30%** stated the weather
- ➔ **30%** highlighted operational costs