

## Business monitors

Quarterly business monitors amongst accommodation and/or attraction providers provide good, real time data into business levels within a given area. Whilst relatively short in length to aid participation, surveys can be used to gather feedback on emerging trends and local issues affecting business. The surveys can provide information on business levels by month (compared to the previous year), capacity usage, key visitor markets, as well as anecdotal evidence to support business performance. Utilise your email and postal contacts to conduct a survey that gathers real time information and allows you to address local issues and monitor performance over time.

