


The inside track – real time insights to East Suffolk's visitor economy

Julian Evans – The Suffolk Coast DMO

I get 20 minutes to talk about data 😊

But Annie said don't bore people
with graphs Julian!!



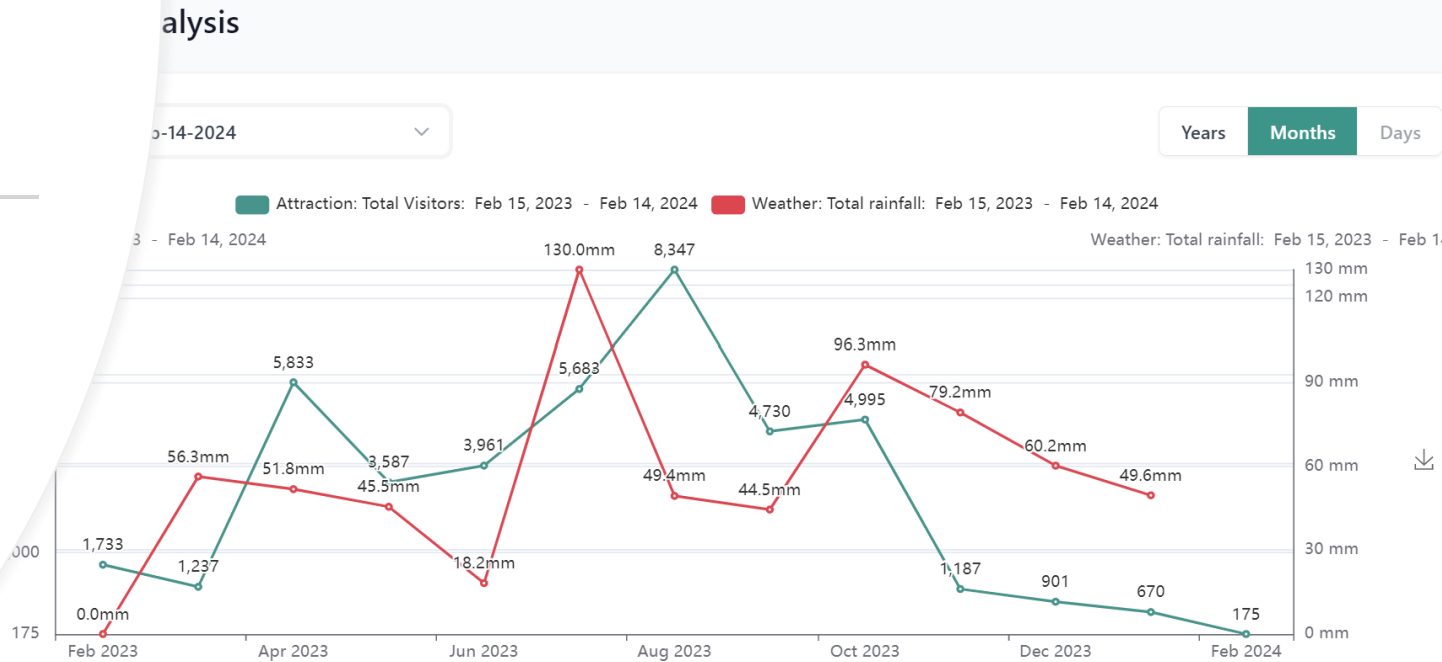
T-stats is a
powerful data
tool for your
business



How does
rain impact
on visitor
numbers?



How does rain impact on your visitor numbers



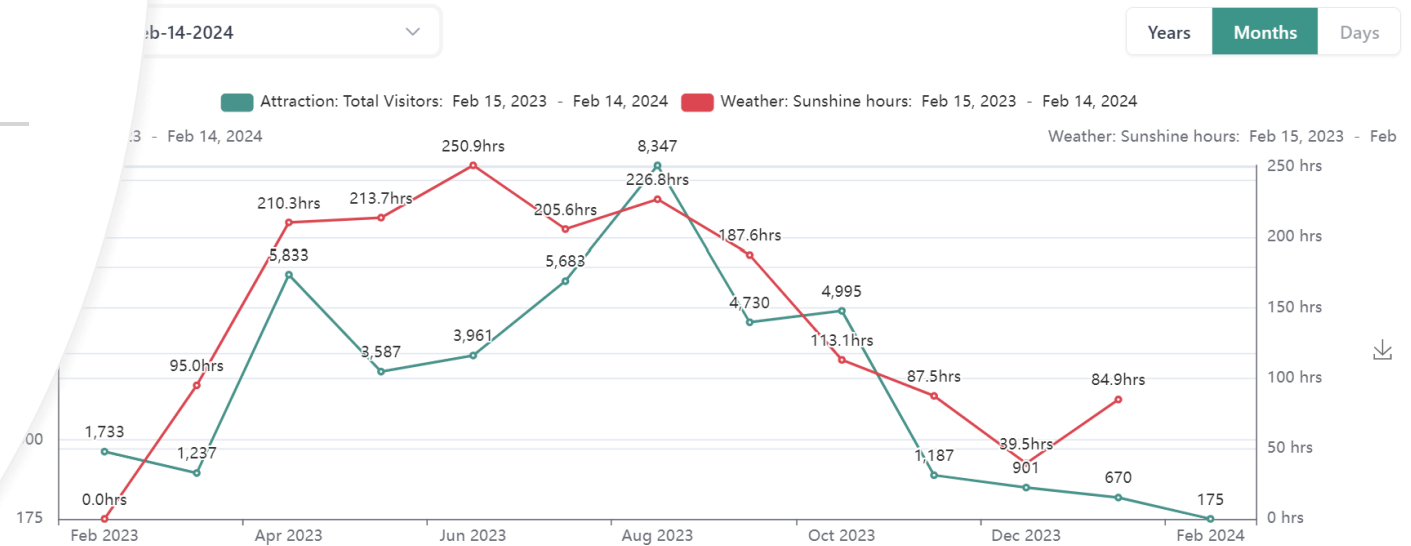
What about
sunshine?



What about sunshine?



Analysis



You can do
the same for
temperature!

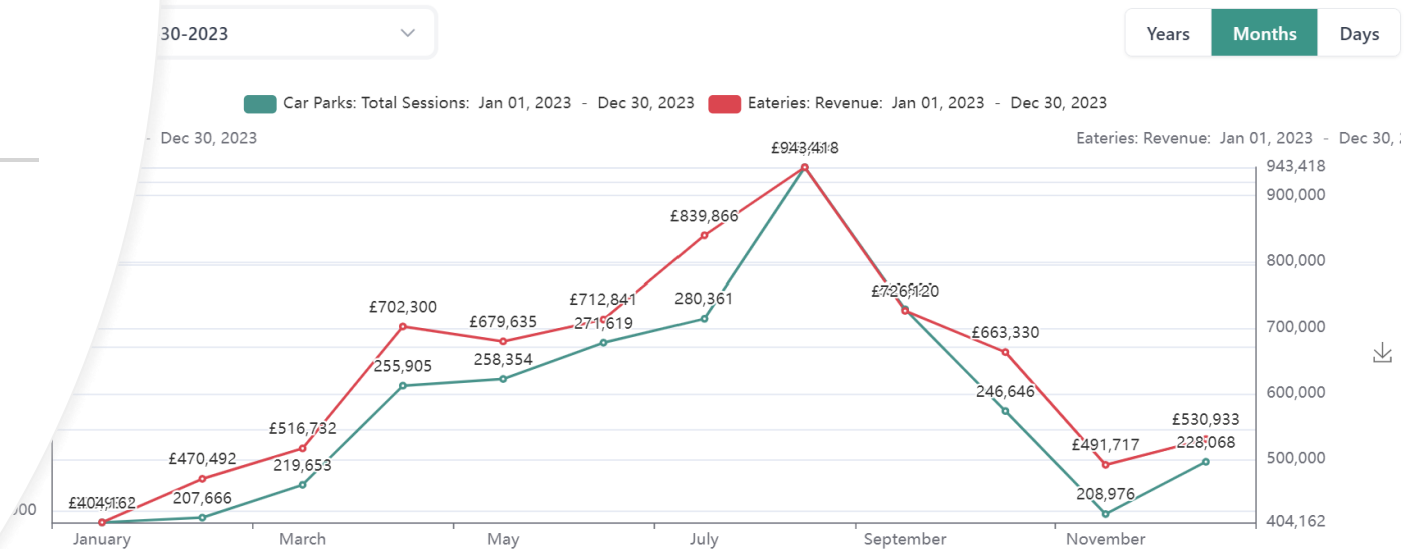


Does a busy
local car park
mean business
for you?



Does a busy local car park mean extra business for you?

It does for restaurants and cafes!

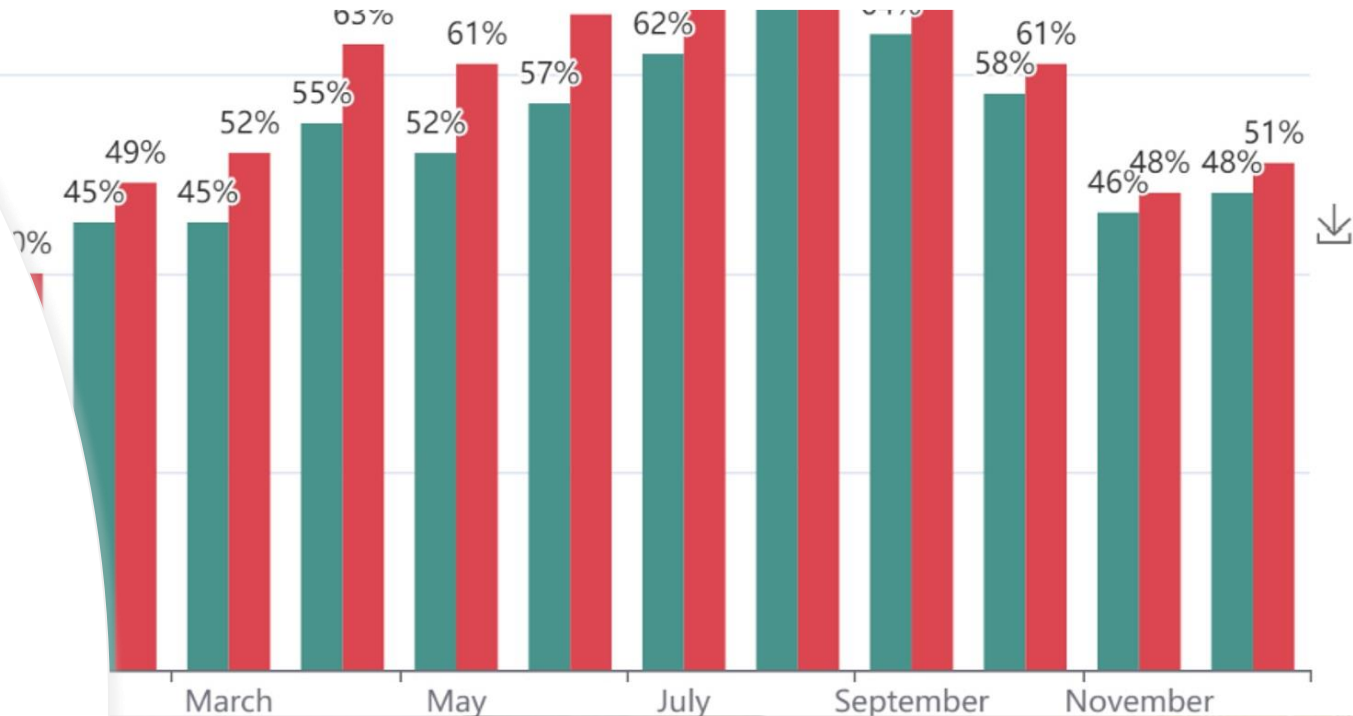


Is this year
busier than
last year for
Self-Catering?





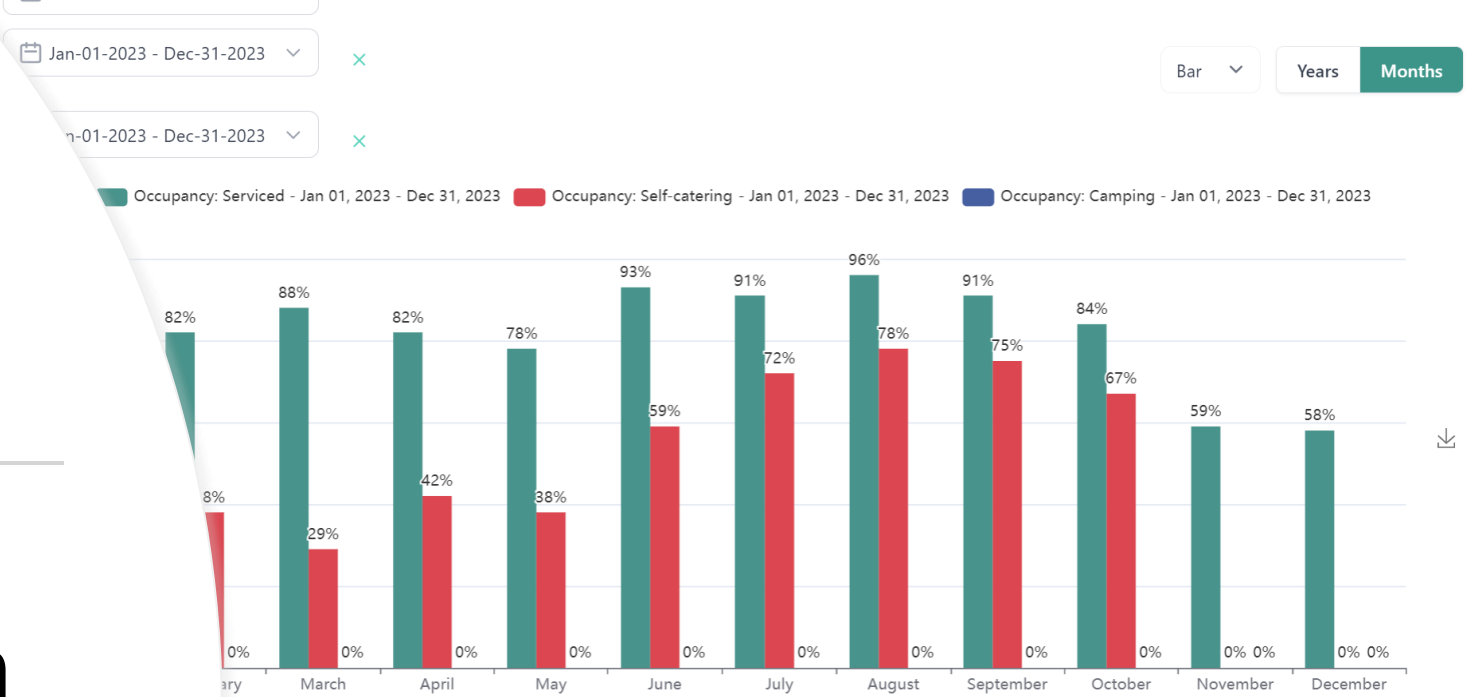
Is this year busier than last year for Self-Catering?



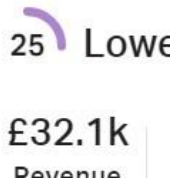
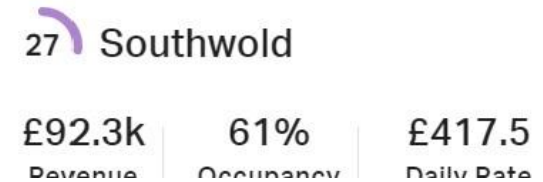
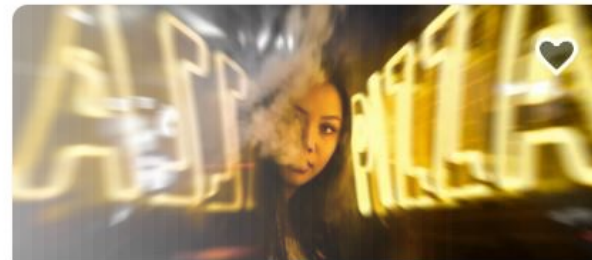
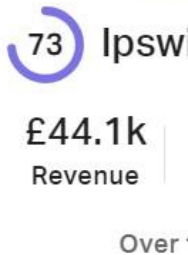
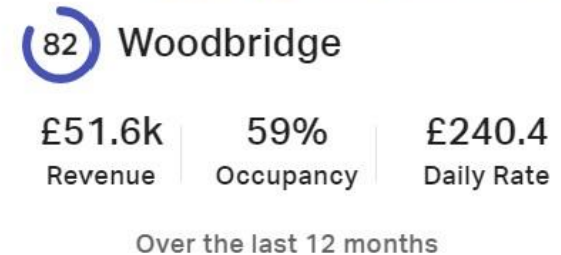
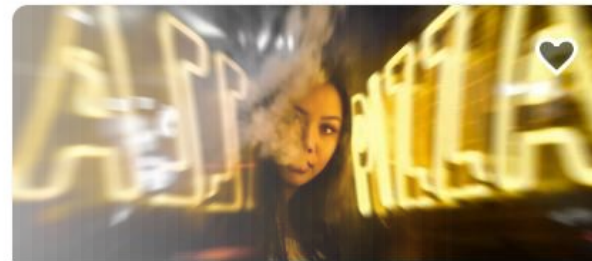
How did the service sector compare with self-catering and camping?



How did the service sector compare with self-catering and camping?

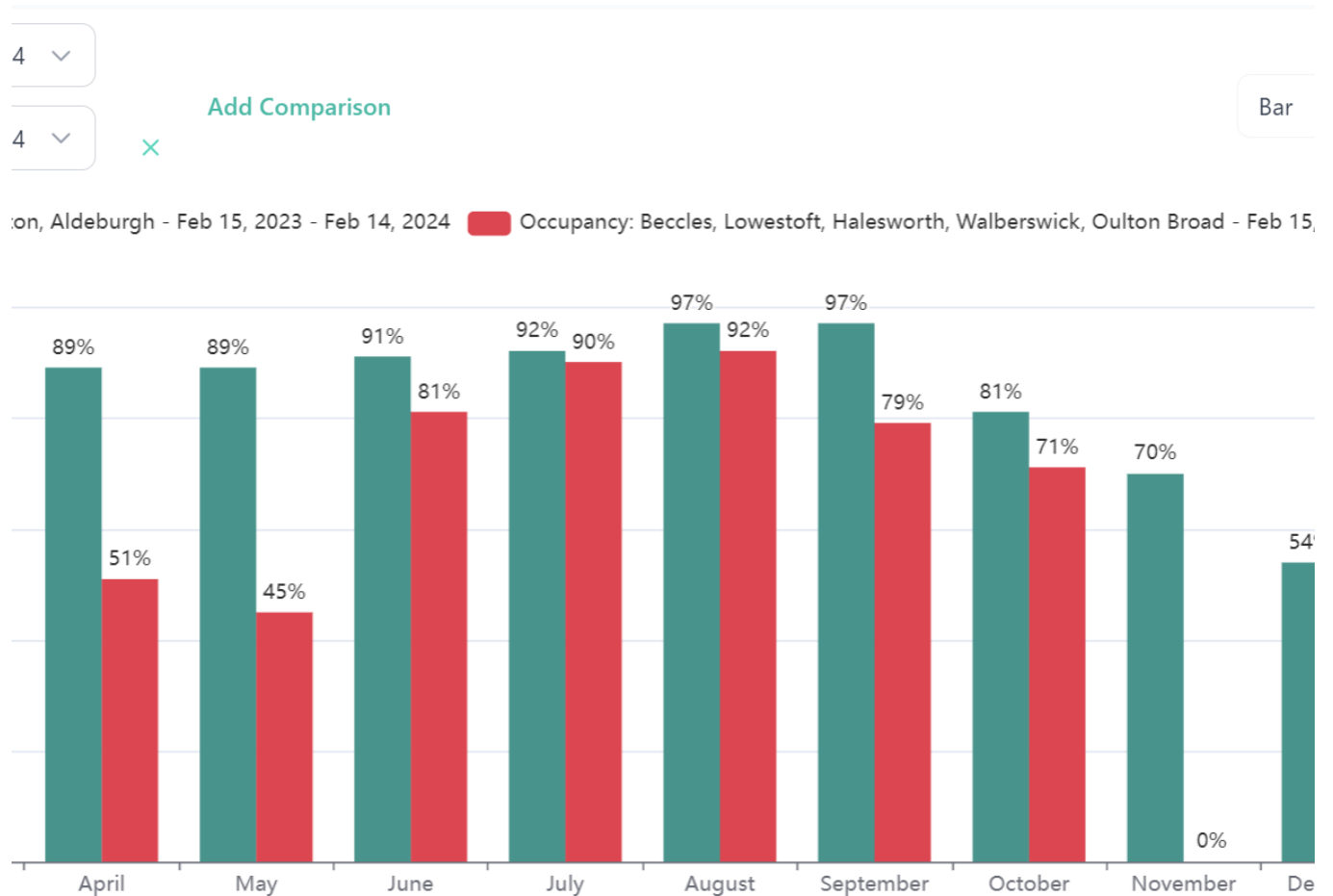


Quality data ensures that organisations are supporting the visitor economy where it needs it most.



T-Stats is a tool that enables us to compare localities and sectors, supporting the visitor economy in the most effective way possible.

The more members participating, the better the quality of the data we can work with.



Add Comparison

↓ -0.5

Forward Room Occupancy Rate

0%

RevPar

£49.54 from £57.78

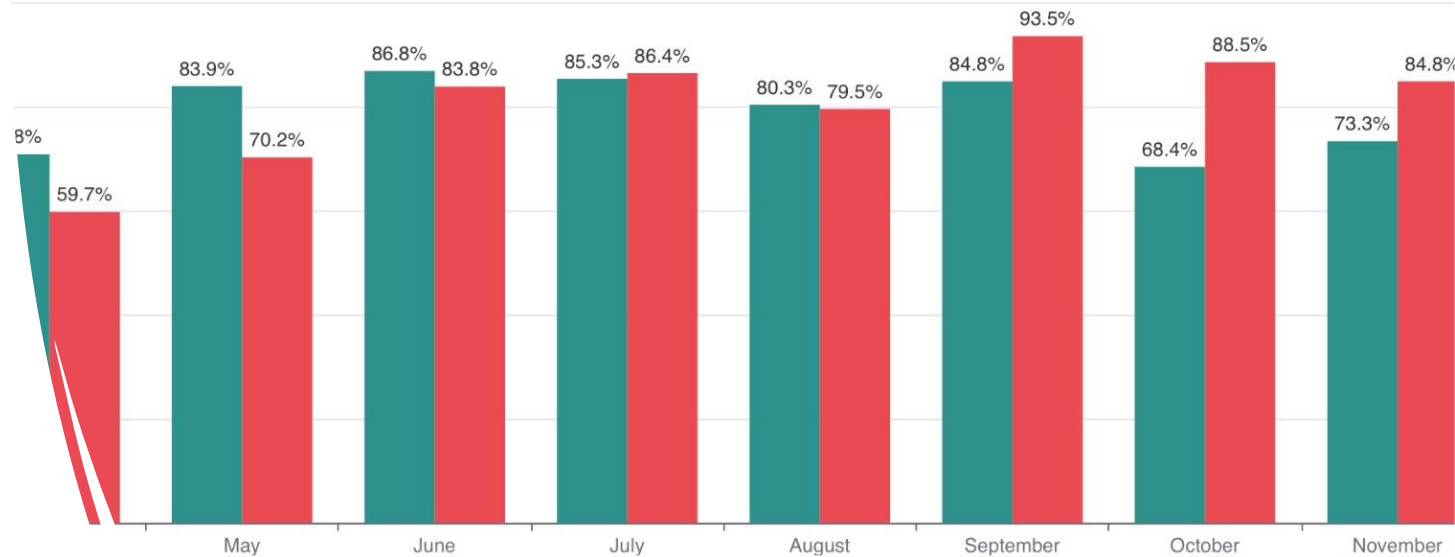
↓ -14.3

↓ -12

When you add your data, you can directly compare your information with what's available within T-Stats.



Room Occupancy Rate: - Mar 01, 2023 - Jan 31, 2024 Comparative Set : Mar 01, 2023 - Jan 31, 2024





Come and join the T-STATS community

Register your interest today at the East Suffolk Council stand

