

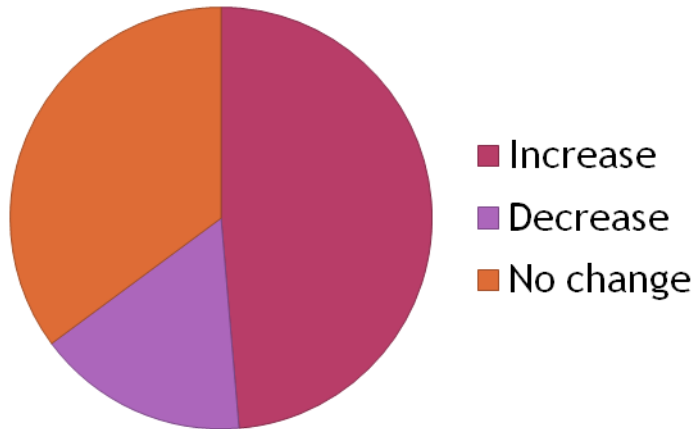
# Orkney Tourism Group

“PROMOTING GROWTH AND SUSTAINABILITY IN ORKNEY’S TOURISM INDUSTRY”

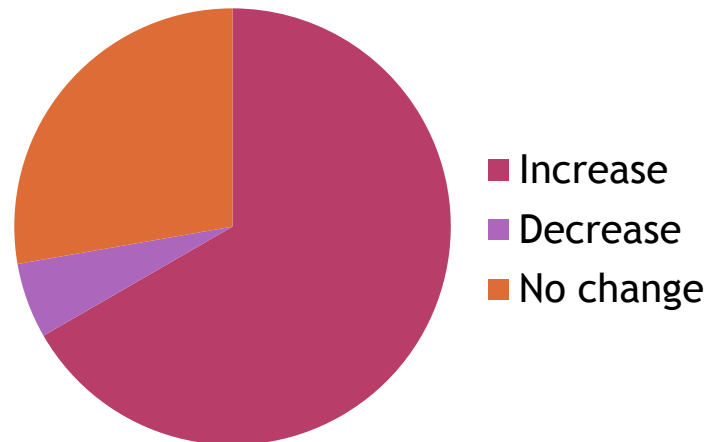
## Seasonal Review

# LOOKING AT SALES / TURNOVER, WHAT HAS BEEN YOUR EXPERIENCE COMPARED TO THAT OF THE PREVIOUS YEAR?

2008 compared to 2007

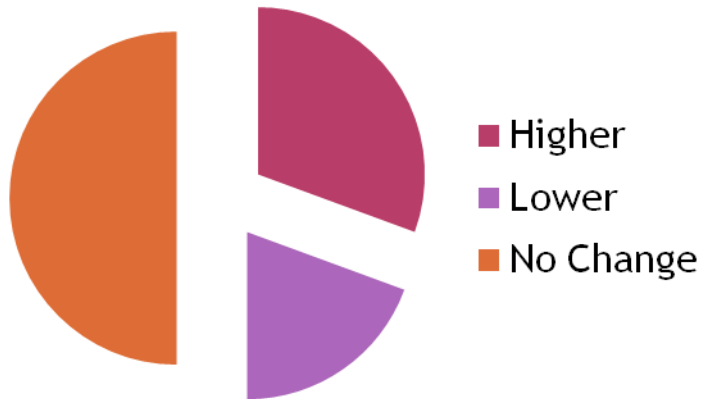


2009 compared to 2008

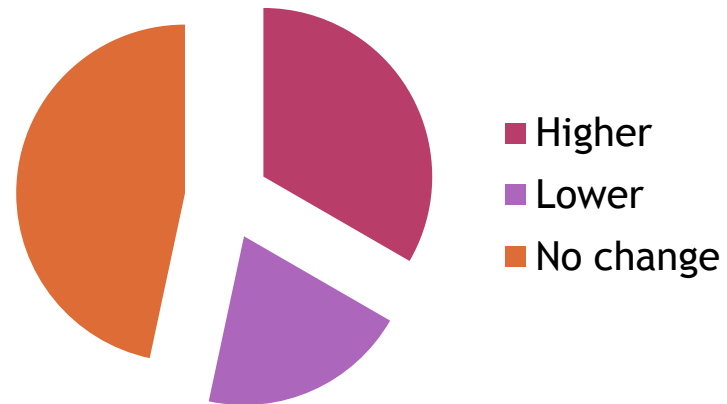


# IN COMPARISON TO THE PREVIOUS YEAR WAS YOUR AVERAGE SPEND PER VISITOR HIGHER - LOWER - NO CHANGE?

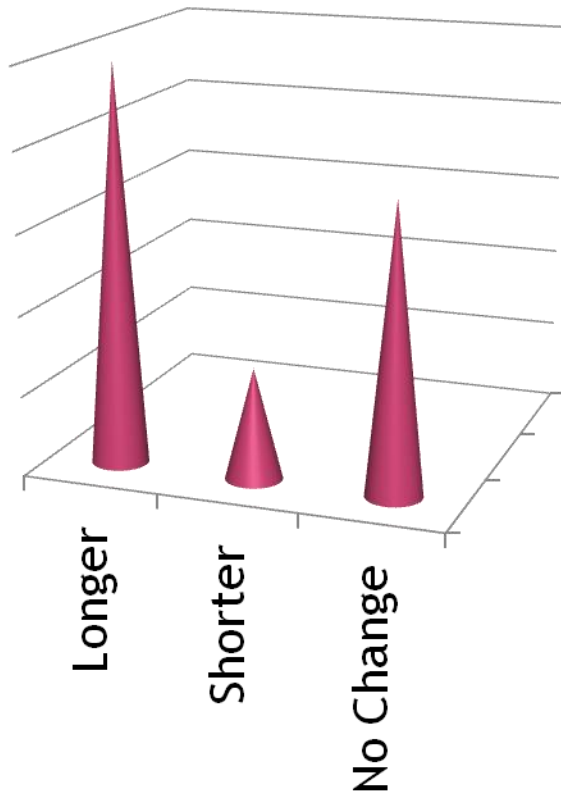
In comparison to 2007



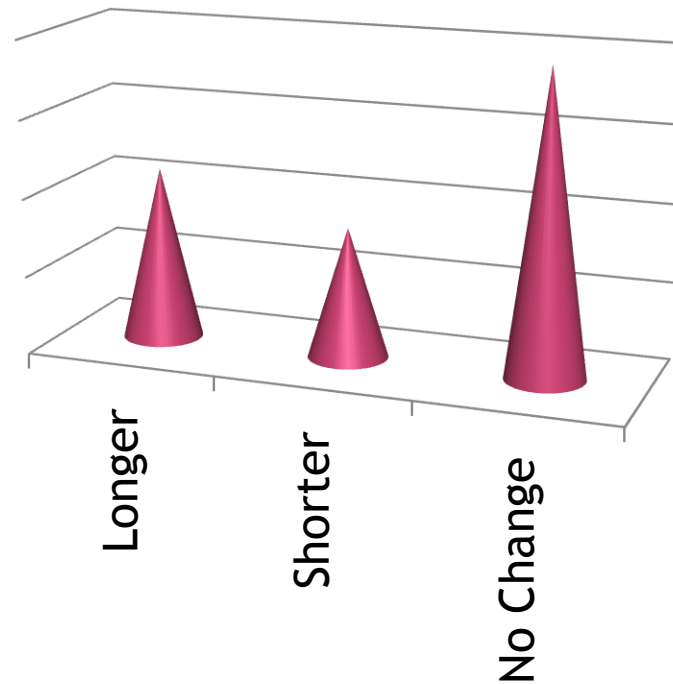
In comparison to 2008



# COMPARED WITH THE PREVIOUS YEAR WOULD YOU SAY YOUR SEASON HAS BEEN LONGER - SHORTER - NO CHANGE?



Comparing 2008 with 2007



Comparing 2009 with 2008

# WHEN DOES THE TOURIST SEASON BEGIN FOR YOU?

**MAY**

**APRIL**

2008

2009

# WHEN WOULD YOU SAY THE SEASON FINISHED?

**OCTOBER**

**SEPTEMBER  
/OCTOBER**

2008

2009

# WHAT WAS YOUR PEAK MONTH?

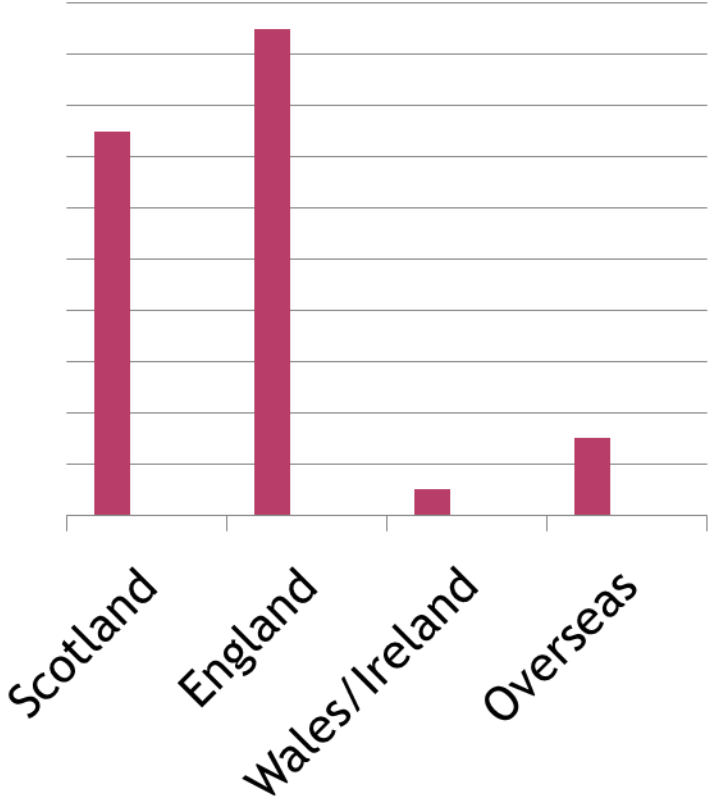
**AUGUST**

**AUGUST**

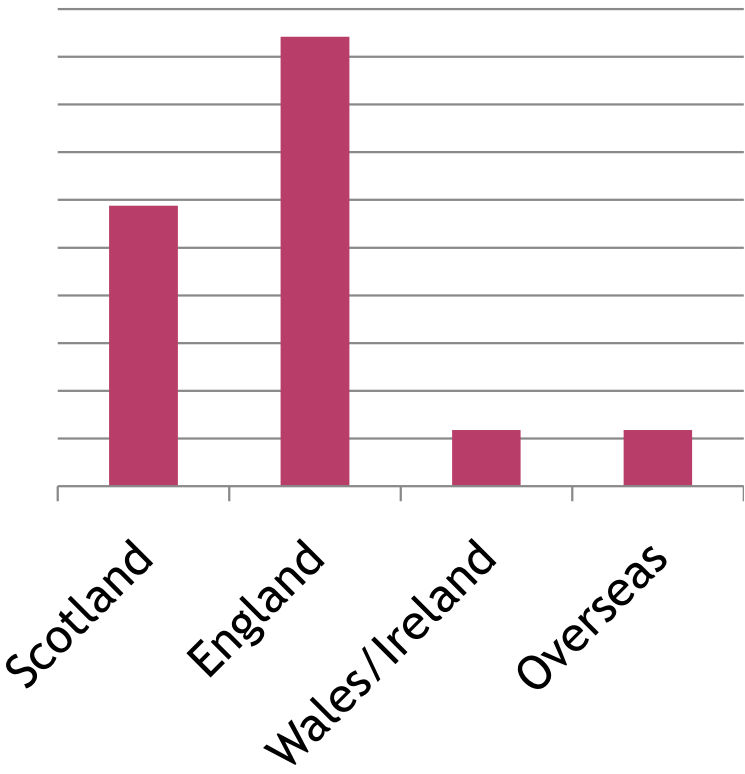
2008

2009

# WHERE DID THE MAJORITY OF YOUR VISITORS COME FROM?



2008



2009

# HOW MANY NIGHTS ON AVERAGE DID YOUR VISITORS STAY?

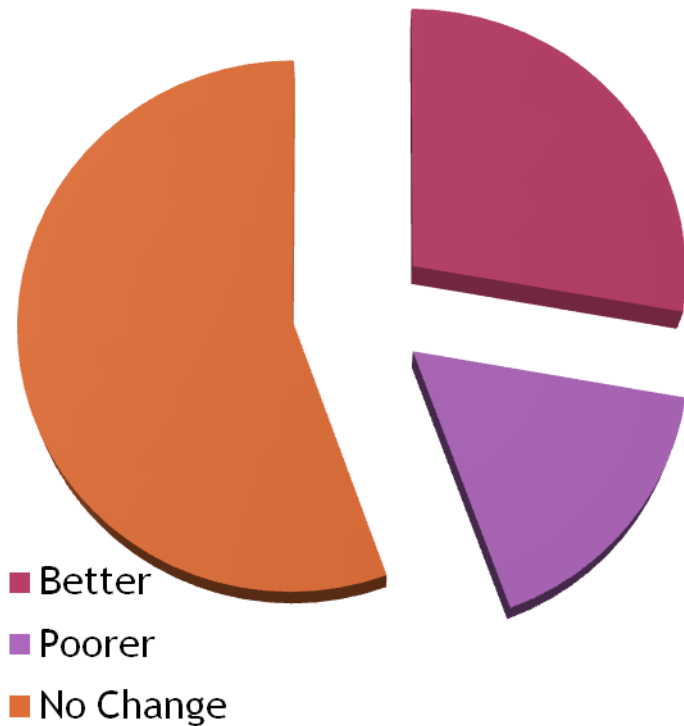
4 - 7 nights

7 + nights

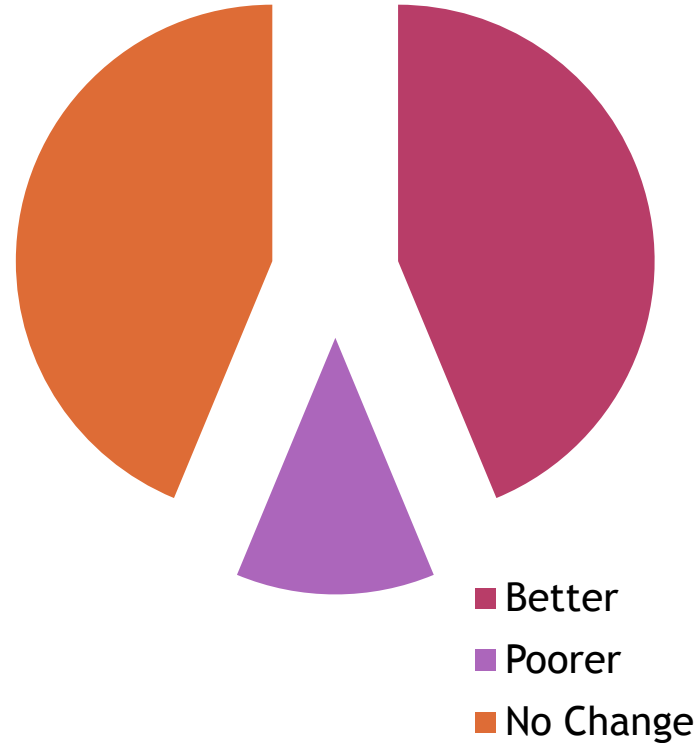
2008

2009

# LOOKING AHEAD TO THE NEXT YEAR ARE YOU BUDGETING FOR IT TO BE BETTER - POORER - NO CHANGE?



Budget in 2008 for 2009



Budget in 2009 for 2010