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Content: BDRC's 3 year contract with Visit Britain

VisitBritain, the national tourism agency responsible for marketing Britain worldwide and for developing England's visitor economy, has appointed **BDRC**, the full-service market research agency to run their serviced accommodation England Occupancy Survey for a minimum of three years. **BDRC**, who already manage the Survey of Visits to Visitor Attractions and the online England Attractions Monitor on behalf of VisitBritain, won the contract in a three way pitch.

The contract, which is worth in excess of £200k, is scheduled to commence fieldwork on 1 January 2007.

The key innovative element in this study is its move to online data collection and reporting. This will provide more rapid feedback to the industry and survey participants themselves as well as enhancing the process of benchmarking occupancy rates at a local level and by accommodation category.

The survey, which will collect data on bedroom and bedspace occupancy from serviced accommodation establishments on a monthly basis, has the support of the Regional Development Agencies who will provide assistance at a local level.

Angus James, Head of England Research, VisitBritain, added: "The England Occupancy Survey is an important indicator in monitoring the health of England's tourism accommodation sector that is of huge importance to the £57 billion visitor economy. **BDRC** was selected, among other criteria, for its expertise in online research within the tourism industry, and its online-only approach will simplify and streamline the survey and improve response rates."

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