



## Site Development Assessment



**Site Development Assessment** is an objective appraisal of a proposed tourism development based on current planning policy, personalized views of local tourism experts and market intelligence held by *Destination Research*. The assessments are often used in planning applications to help support the business case for tourism development.

### **Typical Examples of Site Development Assessments undertaken by *Destination Research*:**

- 📍 Evaluate the supply and demand for accommodation in a given area to assess the feasibility of **diversification** of redundant farm buildings.
- 📍 Existing accommodation providers aiming to evaluate the need for additional capacity based on existing supply and demand for similar accommodation type in the area.
- 📍 Existing accommodation providers planning to extend or develop their core business offer with onsite leisure activities.

### **What does a Site Development Assessment include?**

Site Development Assessment is an analysis of market supply, need and demand of a proposed tourism development. The assessment looks at the following market factors:

- 📍 **Supply** - based on current registered stock of a similar type within a reasonable radius of the proposed site
- 📍 **Need** - (*the inability of present supply to meet demand*) indicated using occupancy figures
- 📍 **Demand** - an appraisal of the market trends, economic factors views from experts
- 📍 **Volume and Value** of tourism to the district based on industry-recognised economic modelling
- 📍 **Policy and Economic Impact** - compliance with main local and regional planning policies.

All for **£425** + VAT and completed within **two weeks!**

**Need help appraising the viability of a business investment?**

**Need help in supporting the 'business case' for a tourism development?**

*Read on to find out how this assessment can help you...*

## Key Benefits of the Assessment:

- ◉ Customized analysis
- ◉ Exclusive regional and national facts and figures
- ◉ Latest sector trends
- ◉ Realistic and practical recommendations

## Who has benefited from this service? Some of the clients we have worked with in the past:

Bidwells, Brown & Co, John James Associates, Landmark Associates, Lovewell Blake & Co, Paul Robinson Partnership, Smart Planning, The Planning & Design Bureau, Wheatman Planning, etc.

## Next Step...

If you wish to proceed with the assessment *Destination Research* will require some background information, in particular:

- ◉ The exact location of the tourism proposal including postcode and district
- ◉ Number of units / bedrooms proposed and total number of bedspaces
- ◉ Details of leisure facilities on site (proposed or existing)
- ◉ Target audience i.e. families, couples, business travellers
- ◉ Marketing and promotion strategy, i.e. use of a marketing agency, own website, local accommodation guides
- ◉ For self catering projects, will the property be available for weekend and short breaks as well as longer lets?
- ◉ Considerations for disable access and/or facilities

**Price:** All for **£425** + VAT and completed within two weeks!

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**Visit:** <http://www.destinationresearch.co.uk/site-development-assessment>

## About Us:

**Destination Research** has its origins in the regional tourist boards. It has 17 years' commercial research experience from general tourism statistics to complex sector shortage studies.

We have a detailed knowledge of and preferential access to tourism data. We are constantly gathering, analysing and disseminating data from national, regional and sub-regional sources. Our clients know that, and we are proud to be their first port of call for insights, market intelligence.

We follow the ongoing changes in the tourism landscape very closely and are able to use this knowledge in our *sector shortage studies and analysis of market supply need and demand*.