

# 2022 Trade Survey

Swansea Council's Tourism Team is good at keeping businesses informed

**73%**  
very/fairly well informed

## Priorities for improvement

(rated high in importance but low on performance)



Cleanliness of the streets



Availability & cleanliness of public toilets



Road signs

Good overall industry performance in 2022

**67%** excellent/good

Industry performance compared to 2021

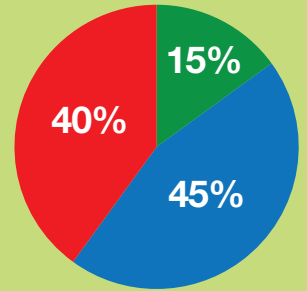
**48%** better

## Optimism and outlook for 2023

More advanced bookings

Same level

Fewer advanced bookings



Business recovery to pre-covid norms

**51%** fully recovered

**31%** nearly recovered

Accommodation operators

**88%** fully/nearly recovered

## Long-term business prospects

**62%**

very optimistic/optimistic



Opportunities to expand



**45%**

have plans to expand in the near future

Operators confidence in region's offer



**96%**

coast/beaches



**75%**

scenery/landscape

Issues faced / challenges

Welsh Government Policies

Rising cost of living

Planning approval/restrictions

Staff shortages

Access to finance

Seasonality

How the Tourism Team can help

**71%** Marketing support/  
Free marketing package

**42%** Grants / Funding

**32%** Business advice

**8%** Liaison with other  
Council departments