

Britain's promised influx of visitors this July and August is not expected to have the bumper effect on UK accommodation businesses that many owners were hoping for, according to results from the latest TripAdvisor Industry Index.

When asked if Britain's time on the world stage this summer would have any lasting effect on business, over half of respondents (58%) of the 2,500 surveyed stated it would have no effect. A third of respondents (35%) were more positive, saying there would be either a short-term or long-term positive effect.

One disillusioned hotelier cited "the negative impact of the Olympic games" as this year's worst surprise for business. "The Olympics has made Summer Trading difficult - overseas custom is down significantly on last year" said another frustrated respondent, while a third owner said, "Olympics has been a non event for occupancy!"

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