

# Covid-19 – Online Tourism Business Survey

Prepared for: Great Yarmouth Tourism and  
Business Improvement Area

July 2021

Prepared by:



On behalf of:



## Introduction and Methodology and approach

This report evaluates the immediate and ongoing impacts of Covid- 19 to Tourism Business in Greater Yarmouth, as well as assessing the long-term economic impact.

### **Methodology**

The results are based on a monthly online survey to businesses in the Greater Yarmouth area. It uses a structured questionnaire, adapting some questions and adding / removing other questions as the situation evolves. We are using a 'Have your say' online platform style survey, based on personalised email invitations to fill in a short online questionnaire. The survey allows to closely monitor the immediate impact of COVID - 19 on an ongoing basis. The survey is fully managed in-house by Destination Research using Typeform software package, which offers full online and mobile functionalities. The results of the survey are being used and distributed by GYT BIA.

### **Outputs**

The monthly report reflects on the very latest industry sentiment. This and subsequent reports will include a summary of immediate reactions, longer term recovery plan actions as well as general business performance. This edition is based on a sample of 35 responses. This and subsequent reports will include a breakdown of responses for the current and past months as well as an average of all responses for the year to date.

### **Outcomes**

Ultimately, the research should allow Greater Yarmouth Tourism and Business Improvement Area (GYTBIA) to:

- Provide a forum for consistent and comprehensive analysis of the implications of the Coronavirus (COVID-19) pandemic on the local tourism industry.
- Act as the one-stop-shop communications channel for the local tourism industry in relation to Coronavirus (COVID-19).



## Key developments:

### **Latest updates for businesses affected by COVID-19**

The Move to Step 4 - The country moves to Step 4 of the Roadmap on 19th July. The main points in the top line guidance are:

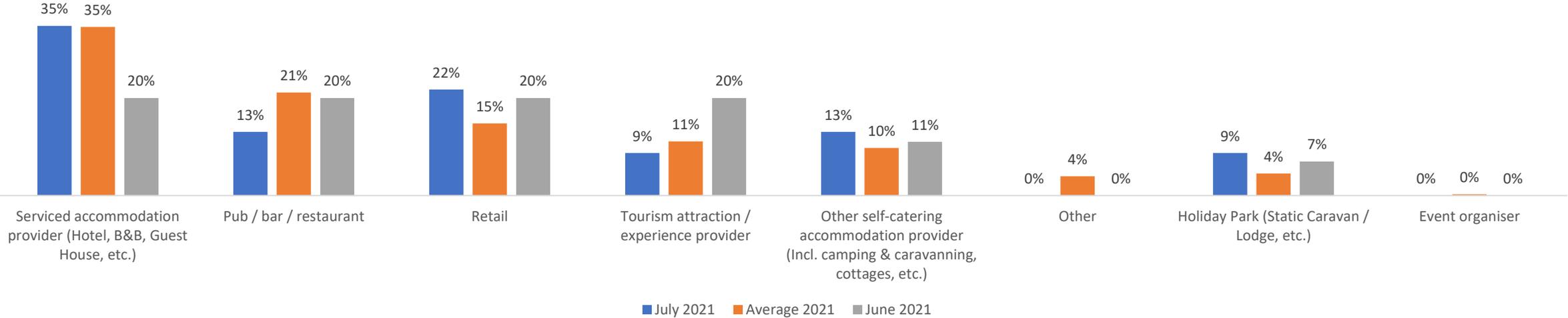
- All remaining limits on social contact will be removed and all setting, indoors or outdoors will be able to open.
- Large events, such as music concerts and sporting events can resume without any limits on attendance or social distancing requirements.
- COVID-status certification will not be required in law as a condition of entry for visitors to any setting.
- The legal requirements to wear a face covering will be lifted in all settings.
- Social distancing rules will be lifted.
- It is no longer necessary for Government to instruct people to work from home.
- Regulations that place COVID-secure requirements on businesses, including table service, and distancing between tables, will be lifted.
- Businesses must not require a self-isolating worker to come to work, and should make sure that workers and customers who feel unwell do not attend the setting.
- The Government also intends to exempt under 18s who are close contacts of a positive case from the requirement to self-isolate, in line with the approach for those who are fully vaccinated.



## Research Outputs – Business Profile

Just under three in five (57%) of respondents were accommodation providers. Of these, serviced accommodation businesses account for one third (35%). Non-service include campsites, cottages (13% combined) and holiday parks (9%).

Type of Business



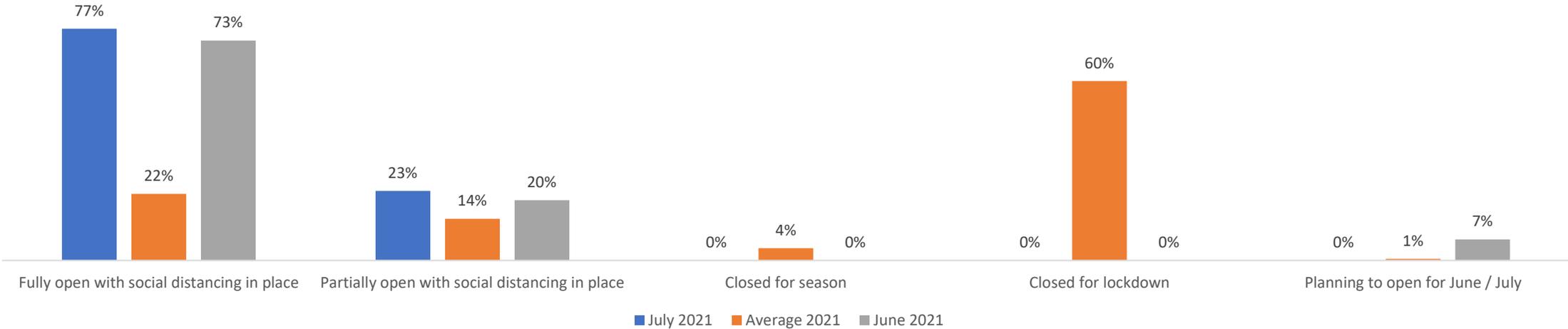
Q: What type of business do you run? (35)



## Research Outputs – Current Status

The vast majority of respondents were open for business. Just over three quarters (77%) were fully open with social distancing measures in place and the remaining 23% were partially open.

Current Status of Business



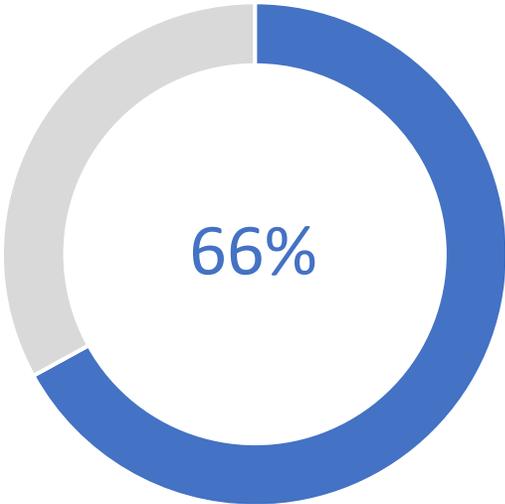
Q: What is the current status of your business? (35)



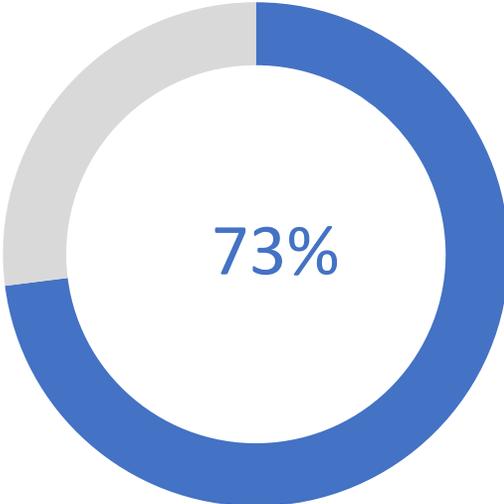
## Research Outputs – Current Status

We noticed some continued increases in trading levels since last month. Businesses were operating at 66% of their usual capacity (virtually unchanged since June). As a result, their volume of trade during the week prior to completing the survey was 73% of the level achieved the same week the previous year (68% in June). Current staff levels accounted for 97% of the usual number of staff employed before the start of the pandemic (up from 80% in June).

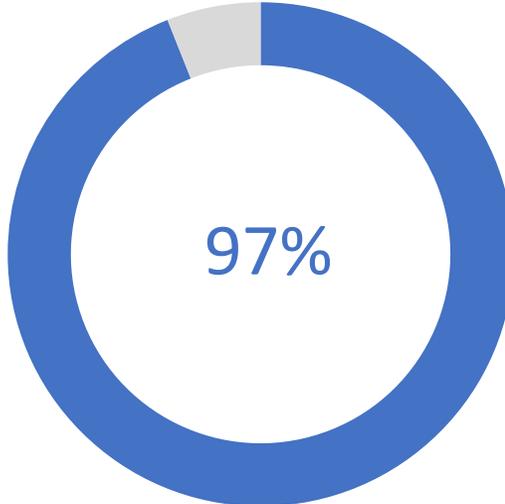
Percentage of usual capacity operating at



Percentage of trade last week compared to the same week last year



Percentage of usual staffing levels operating at



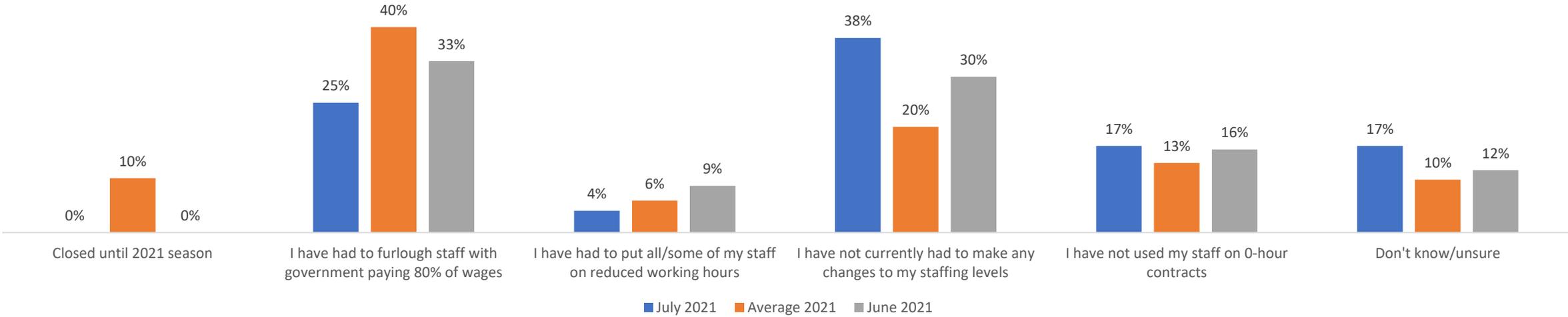
Q: If you are open, approximately what percentage of your usual capacity are you operating at? (35)  
Q: What was your percentage of trade last week compared to the same week last year? (35)  
Q: Approximately what percentage of your usual staffing levels are you operating at? (35)



## Research Outputs – Staff and employment changes

The most significant effect of the pandemic was having to furlough staff with government paying 80% of wages. However, this is now only affecting a quarter (25%) of respondents. Almost two in five (38%) say they did not have to make any changes to their staff and a further 17% were unsure or unable to answer.

Effect of Covid-19 on staffing levels to date



Q: What other effect has Covid-19 had on your staffing levels to date? (35)

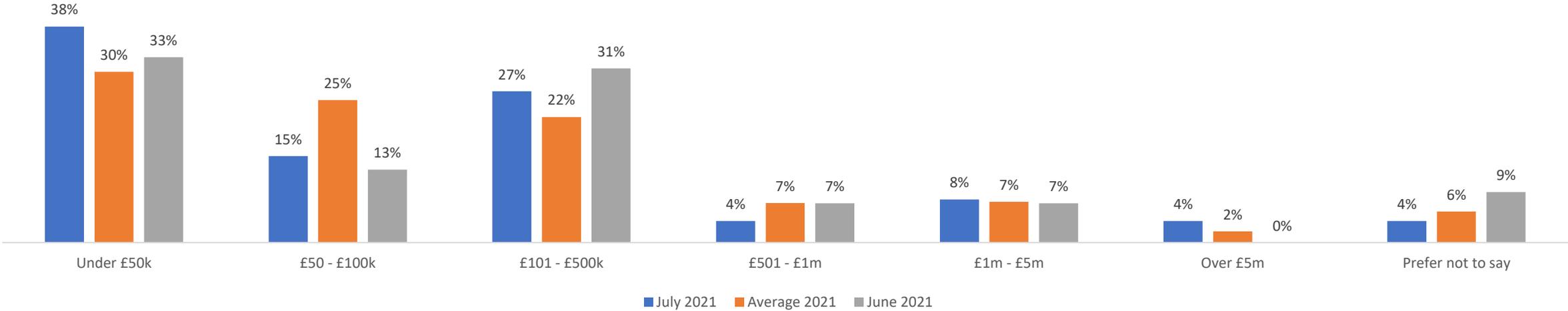


## Research Outputs – Impact on business turnover

About two in five (38%) achieved a turnover of under £50k. A further 27% made between £101k and £500k and 15% achieved a turnover of between £50k and £100k.

The remaining 16% achieved a turnover above half a million pounds (4% up to one million and a further 7% between one and five million and 4% achieved a turnover over £5 million). A small minority (4%) preferred not to disclose their performance information.

Company's approximate turnover in 2019



Q: What was your company's approximate turnover 2019? (34)

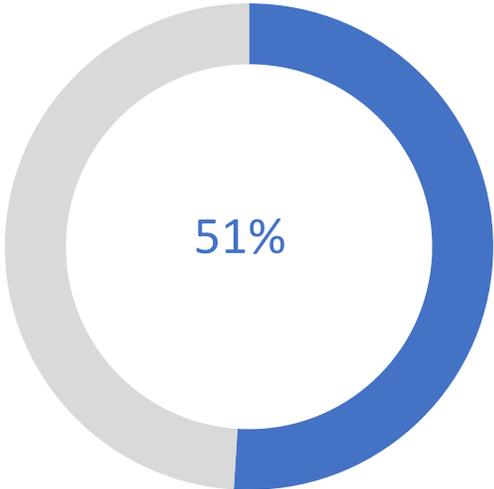


## Research Outputs – Impact on business turnover

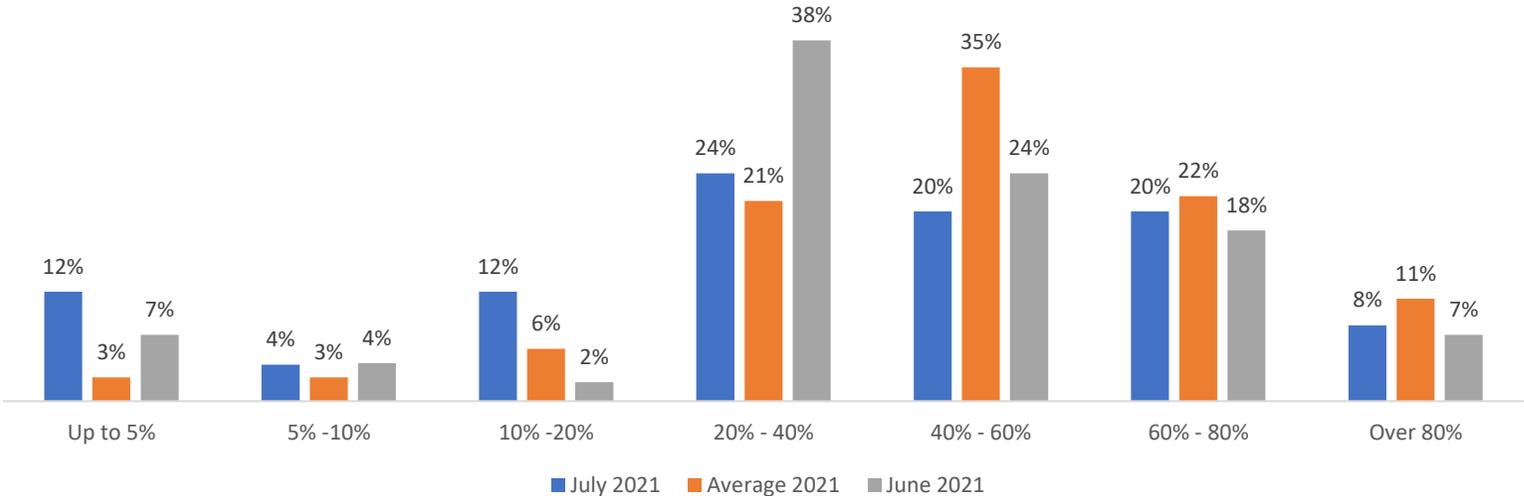
Looking at the percentage of trade lost in 2020 compared 2019, the results of the survey show that a quarter (24%) lost between 20% and 40% of turnover and a further fifth lost between 40% and 60% of their 2020 turnover, when compared to 2019, with 28% losing less than 20% of trade.

A bit over a quarter (28%) lost over 60%, of which 8% suffered trade losses of more than 80%, compared to 2019.

On average, businesses taking part in the survey saw a 51% loss in trade during 2020, compared 2019



Percentage of trade lost in 2020 compared 2019



Q: If your trade has decreased what percentage of trade would you say you have lost in 2020 compared 2019? (35)

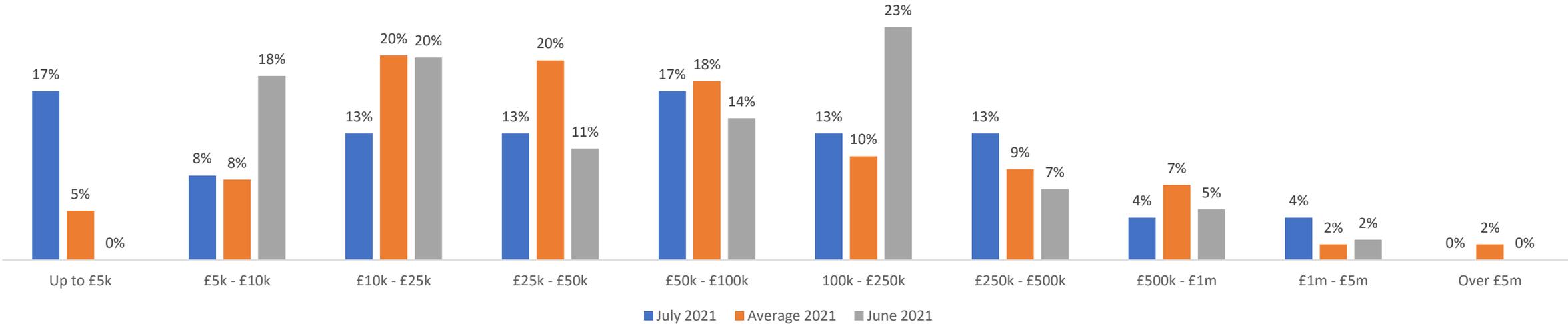


## Research Outputs – Impact on business turnover

In most cases (69%), the loss of turnover in 2020 compared to 2019 was up to £100k. Of these, 38% lost up to £25k, with 17% loosing up to £5k. Businesses reporting losses of between £100k and £250k accounted for 13% each.

The remaining 21% of respondents reported losses above £250k.

Lost turnover in 2020 compared to 2019



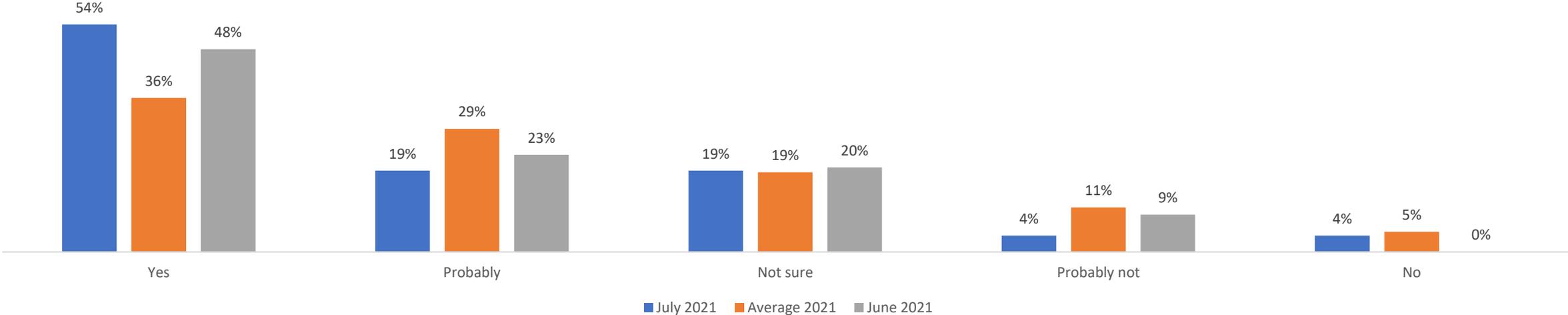
Q: Approximately how much could this mean in terms of lost turnover in 2020 compared to 2019? (35)



## Research Outputs – Business Survival

Just over seven in ten businesses (73%) have a positive outlook on their likelihood or surviving the next three months. A further 19% are still not sure and 8% don't expect to survive longer than three months.

Survive for three months from now in the current situation



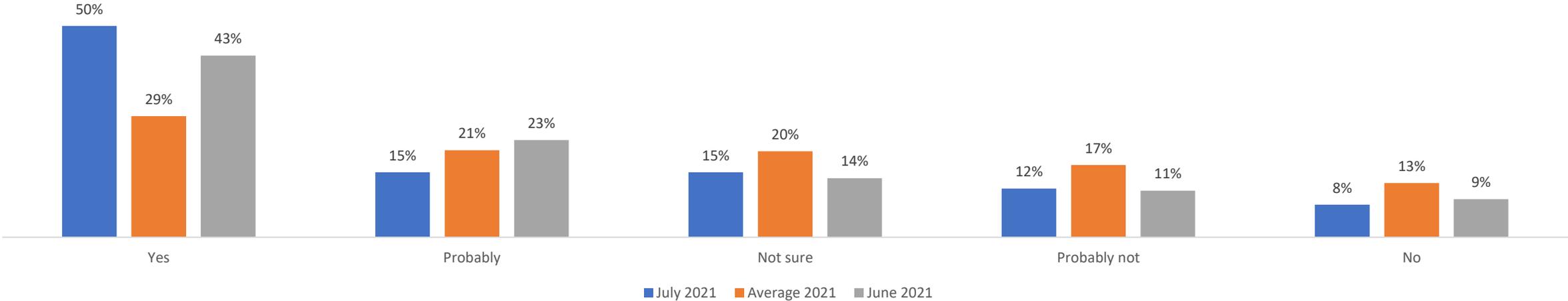
Q: Would your business survive for **three months** from now in the current situation? (35)



## Research Outputs – Business Survival

Two thirds of businesses (65%) are confident they will survive for six months in the current situation. Those ‘not sure’ about their survival after six months account for 15% of the sample. Importantly, one in five (20%) think they probably won’t survive after six months, unchanged from last month.

Survive for six months from now in the current situation



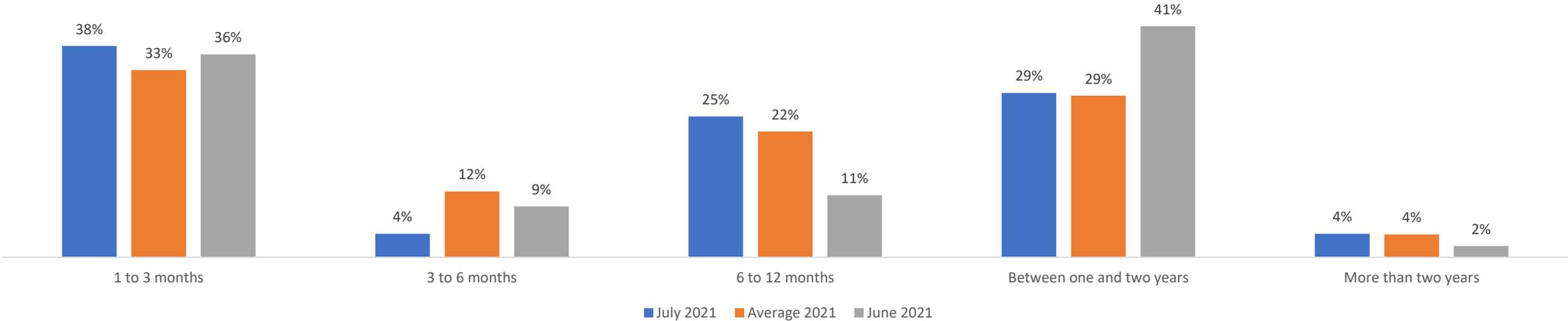
Q: Would your business survive for **six months** from now in the current situation? (35)



## Research Outputs – Business Recovery

Should trading restrictions linked to Covid-19 end today, just over two in five respondents (42%) are expecting to need up to 6 months (with 38% needing only up to 3 months only). Just under a third (29%) estimate that all trading restrictions were to end today, it would take their company between one and two years. Finally, 25% expect to need between 6 months and a year to recover and a small minority (4%) will need at least two years to get back to normal.

Time required to get back to business as usual if Covid 19 and all trading restrictions were to end today

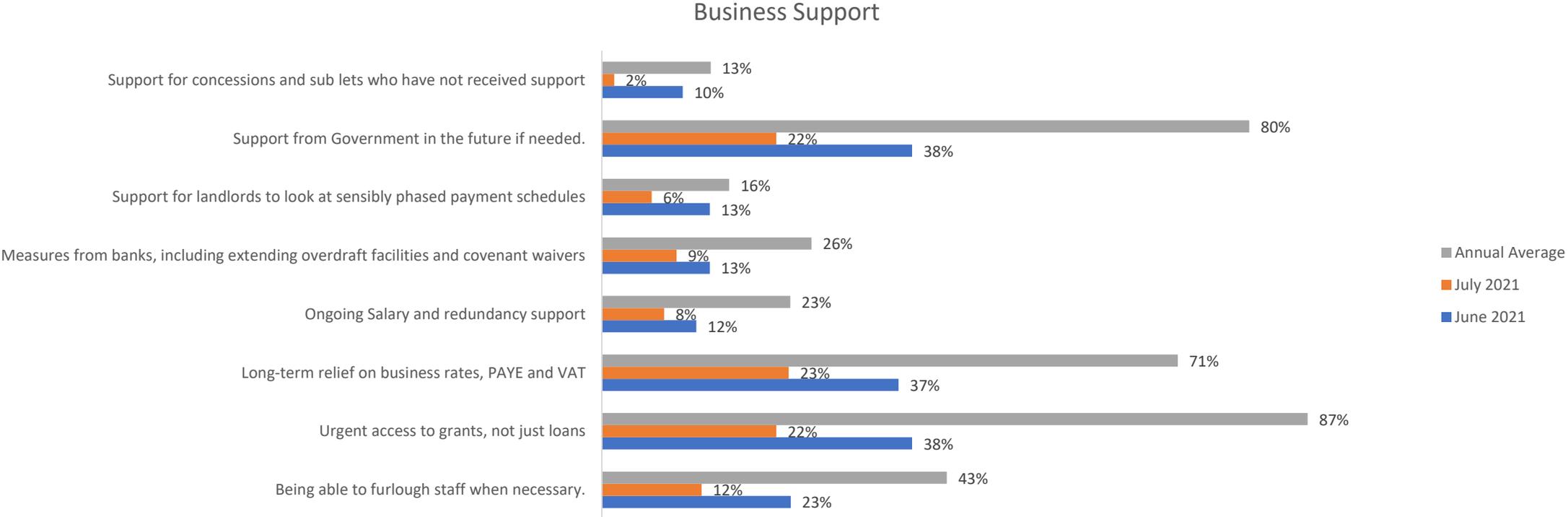


Q: If Covid 19 and all trading restrictions were to end today, how long would you estimate it would take for your company to get back to business as usual? (35)



## Research Outputs – Business Support

Overall, there's less the dependency on Government support to secure business continuity compared to previous months. About a quarter (23%) are requesting long term relief on business rates, PAYE and VAT and 22% are requesting urgent access to grants, not just loans and support from Government in the future, if needed.



Q: What support from Government would be crucial for your business going forward? (35)



