Covid-19 – Online Tourism Business Survey

Prepared for: Great Yarmouth Tourism and Business Improvement Area

August 2021

Prepared by:

destinationresearch
delivering results : measuring what matters

On behalf of:

GREATER Yarmouth
TOURISM & BUSINESS IMPROVEMENT AREA

VISIT GREAT YARMOUTH

Introduction and Methodology and approach

This report evaluates the immediate and ongoing impacts of Covid- 19 to Tourism Business in Greater Yarmouth, as we 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 GYTBIA.

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 28 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

International travel: country listings update

From 4am Sunday 8 August the following changes apply for entry into the UK

•Austria, Germany, Latvia, Norway, Romania, Slovakia and Slovenia will move to green list.

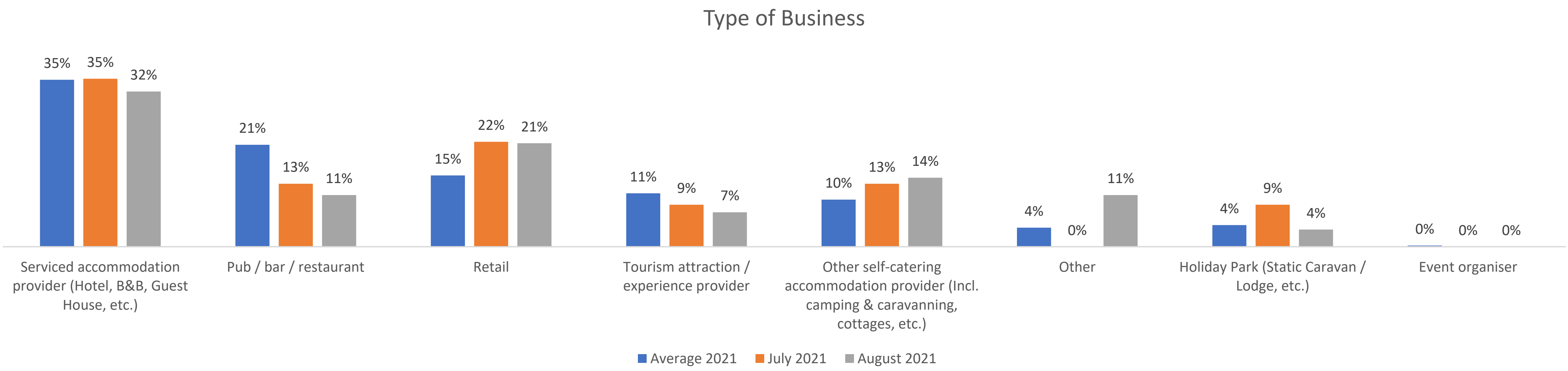
•Bahrain, India, Qatar and UAE will move to amber list. Arrivals from France will no longer need to quarantine if they are fully vaccinated, aligning France with the rest of the amber list.

•Georgia, Mayotte, Mexico and Reunion will move to red list.

Arrivals from Spain and all its islands are advised to use a PCR test as their **pre-departure test** wherever possible, as a precaution against the increased prevalence of the virus and variants in the country.

Research Outputs – Business Profile

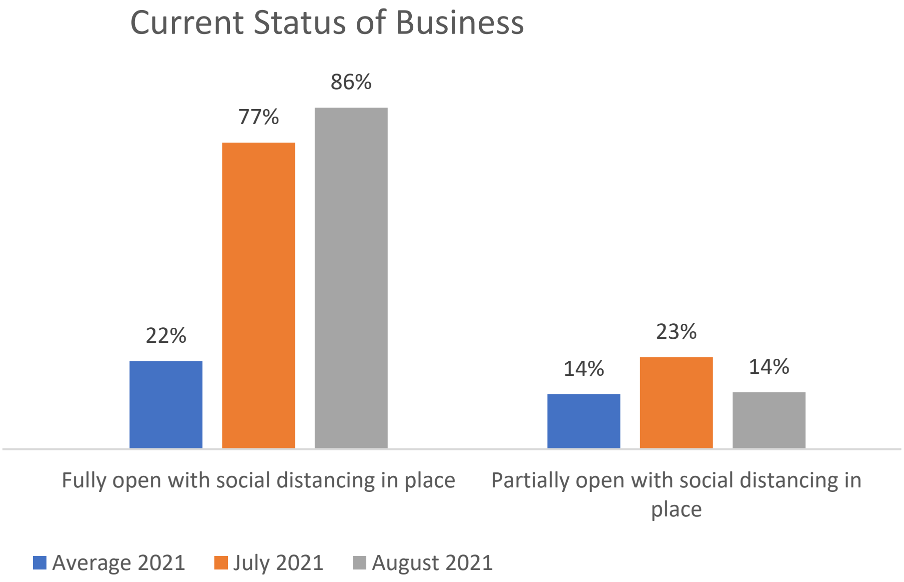
Half (50%) of respondents were accommodation providers. Of these, serviced accommodation businesses account for one third (32%). Non-service include campsites, cottages (14% combined) and holiday parks (4%).



Q: What type of business do you run? (28)

Research Outputs – Current Status

All respondents were open for business. Of these, 86% were fully open with social distancing measures in place and the remaining 14% were partially open.

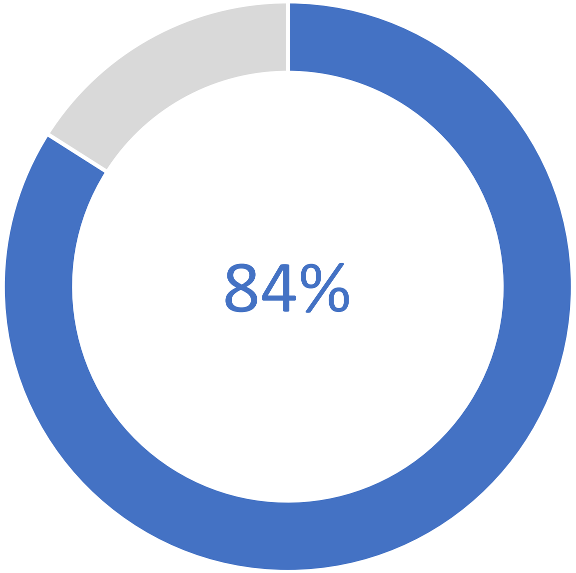


Q: What is the current status of your business? *(28)*

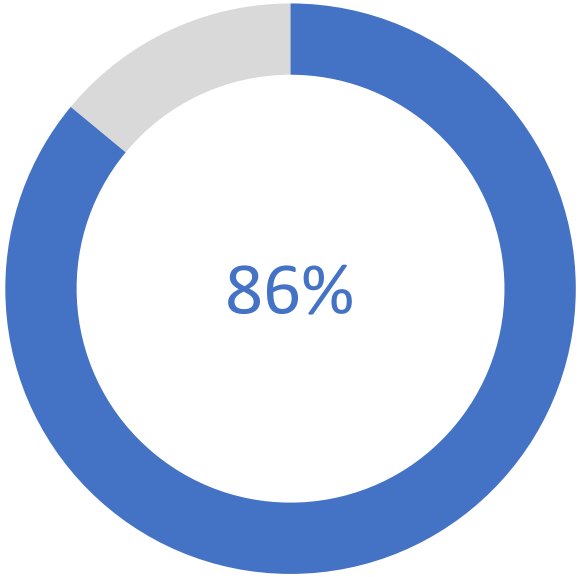
Research Outputs – Current Status

We noticed some continued increases in trading levels since last month. Businesses were operating at 84% of their usual capacity (up from 66% since June). As a result, their volume of trade during the week prior to completing the survey was 86% of the level achieved the same week the previous year (73% in July). Current staff levels accounted for 90% of the usual number of staff employed before the start of the pandemic (down from 97% in June).

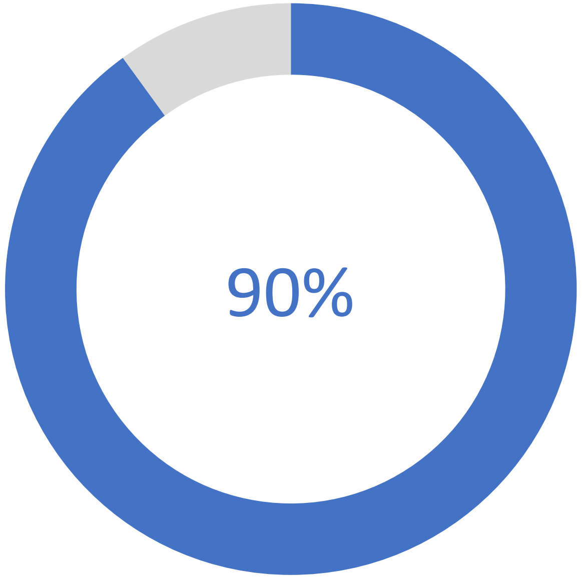
Percentage of usual capacity operating at



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



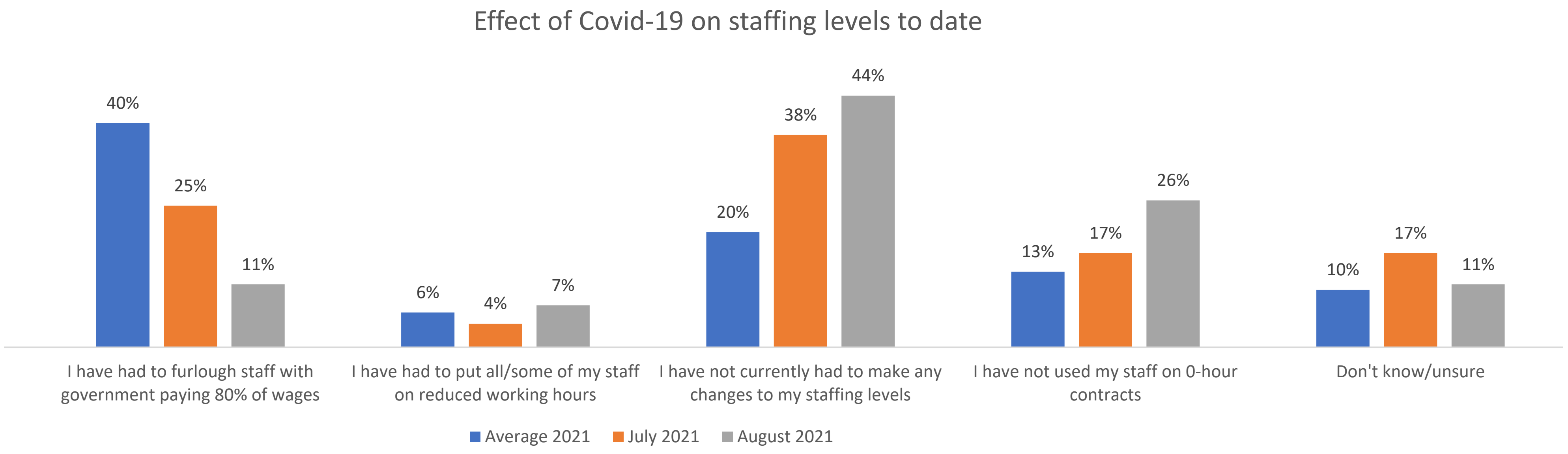
Percentage of usual staffing levels operating at



Q: If you are open, approximately what percentage of your usual capacity are you operating at? *(28)*
Q: What was your percentage of trade last week compared to the same week last year? *(28)*
Q: Approximately what percentage of your usual staffing levels are you operating at? *(28)*

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 11% of respondents. Just over two in five (44%) say they did not have to make any changes to their staff. A quarter have not used their 0-hour contracts. This group is growing to become the main casualty in terms of impact on employment.

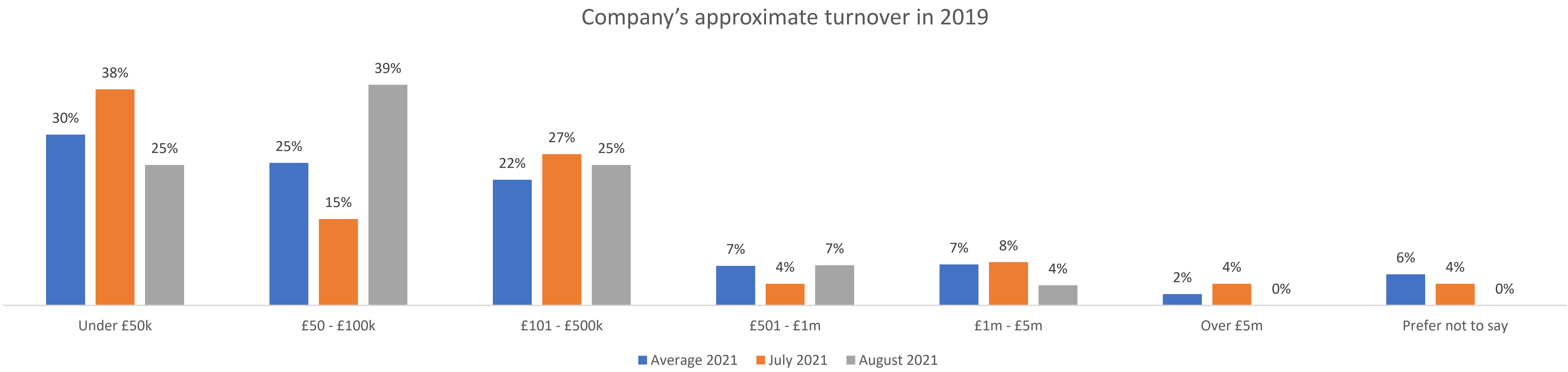


Q: What other effect has Covid-19 had on your staffing levels to date? *(28)*

Research Outputs – Impact on business turnover

About two in five (39%) achieved a turnover of between £50k and £100k. A quarter (25%) achieved a turnover of under £50k and a further 25% made between £101k and £500k.

The remaining 11% achieved a turnover above half a million pounds (7% up to one million and a further 4% between one and five million).

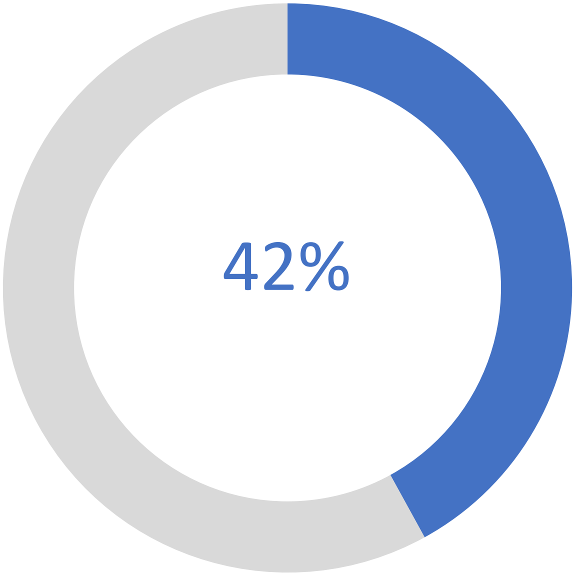


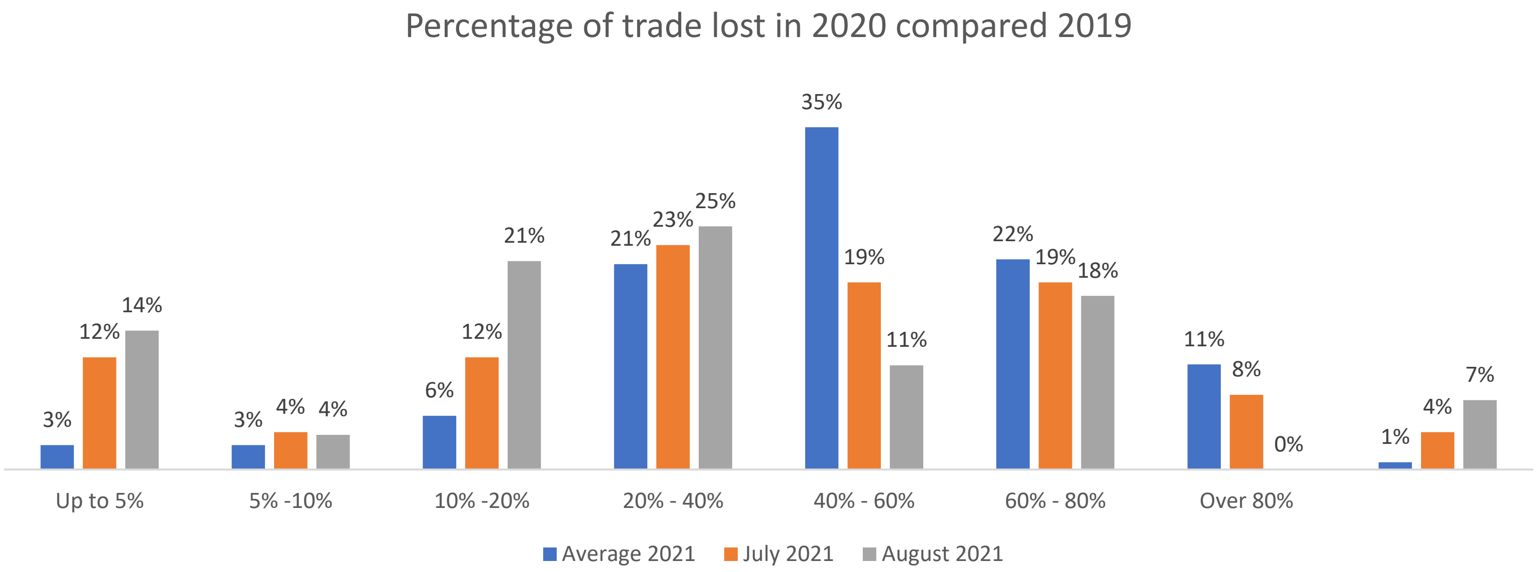
Q: What was your company's approximate turnover 2019? *(28)*

Research Outputs – Impact on business turnover

Looking at the percentage of trade lost in 2021 compared 2019, the results of the survey show that two in five (39%) lost less than 20% of trade. A quarter (25%) lost between 20% and 40% of turnover and a further 18% lost between 60% and 80% of their 2020 turnover, when compared to 2019.

On average, businesses taking part in the survey saw a 42% loss in trade during 2021, compared 2019



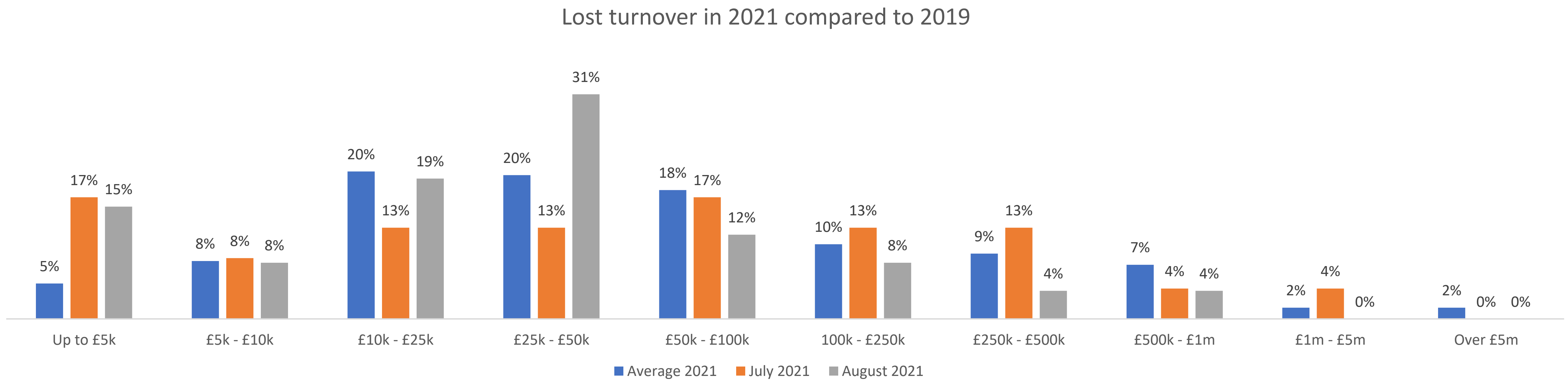


Q: If your trade has decreased what percentage of trade would you say you have lost in 2021 compared 2019? *(27)*

Research Outputs – Impact on business turnover

In most cases (73%), the loss of turnover in 2021 compared to 2019 was up to £50k. Of these, 42% lost up to £25k, with 15% loosing up to £5k. Businesses reporting losses of between £50k and £100k accounted for 12% and a further 8% reported losses of between £100k and £250k.

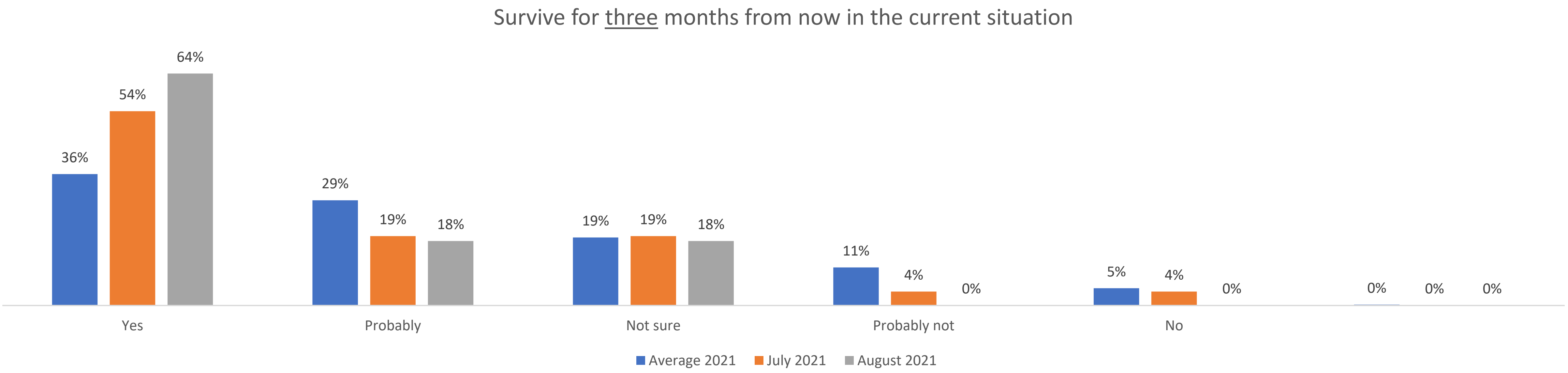
The remaining 8% of respondents reported losses above £250k.



Q: Approximately how much could this mean in terms of lost turnover in 2021 compared to 2019? *(28)*

Research Outputs – Business Survival

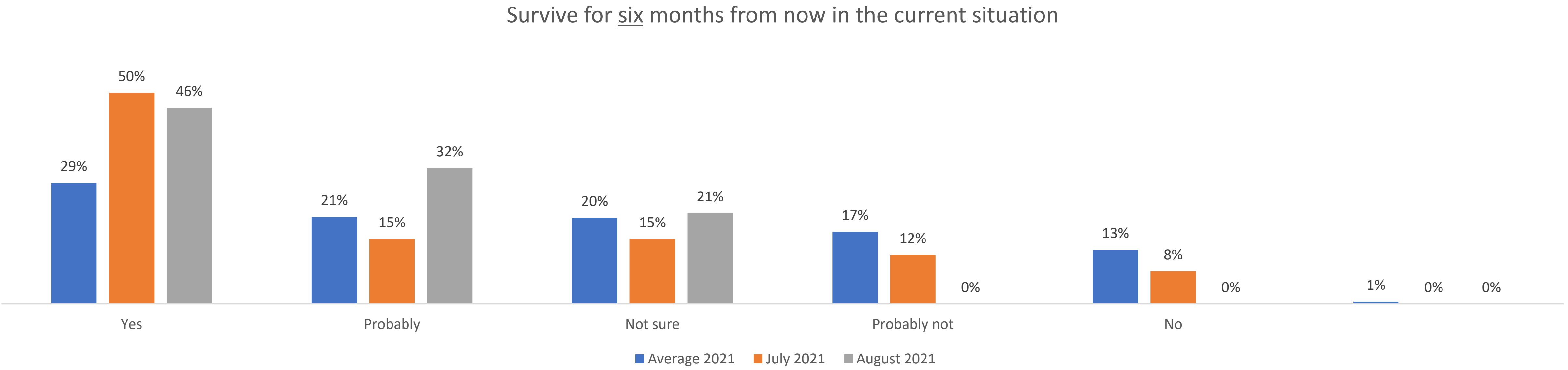
It is encouraging to see that all respondents are expecting to survive the next three months. Just over eight in ten businesses (82%) have a positive outlook on their likelihood or surviving the next three months. A further 18% are still not sure.



Q: Would your business survive for **three months** from now in the current situation? *(28)*

Research Outputs – Business Survival

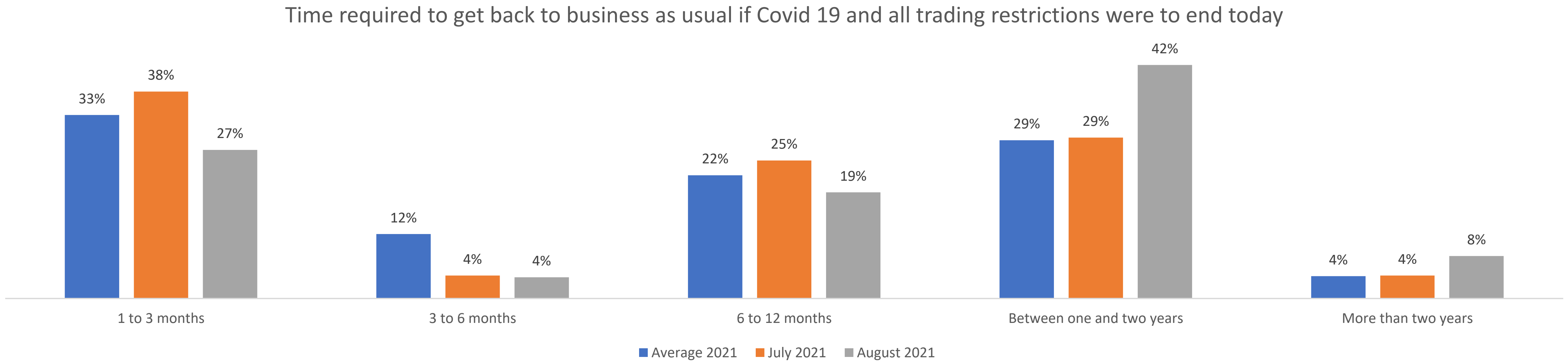
Over three quarters (78%) are confident they will survive for six month in the current situation. Those 'not sure' about their survival after six months account for 21% of the sample. Importantly, one in five (20%) think they probably won't survive after six months, unchanged in the last two month.



Q: Would your business survive for **six months** from now in the current situation? *(28)*

Research Outputs – Business Recovery

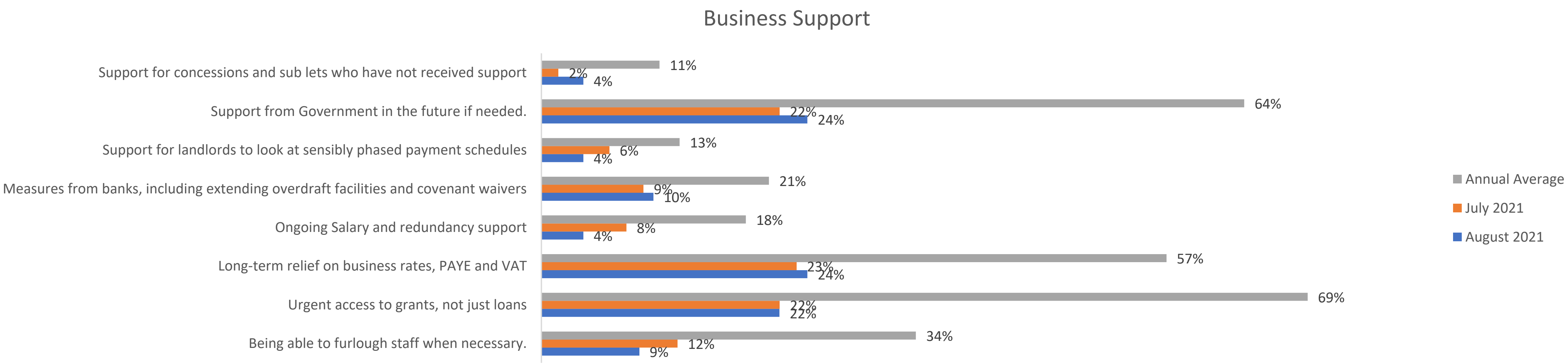
Should trading restrictions linked to Covid-19 end today, just over two in five (42%) estimate that all trading restrictions were to end today, it would take their company between one and two years. About a quarter (27%) of respondents are expecting to need up to 3 months to get back to business as usual and 4% would need between 3 and 6 month. Finally, 19% expect to need between 6 moths and a year to recover and a sizable minority (8%) will need at least two years to get back to normal.



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? *(28)*

Research Outputs – Business Support

Overall, there's less the dependency on Government support to secure business continuity compared to the earlier months of the pandemic. However, most results for August are slightly above those of July. About a quarter (24%) are requesting long term relief on business rates, PAYE and VAT . About one in five are requesting urgent access to grants, not just loans (22%) and 24% are asking for support from Government in the future, if needed.



Q: What support from Government would be crucial for your business going forward? *(28)*

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