Covid-19 – Online Tourism Business Survey

Prepared for: Great Yarmouth Tourism and Business Improvement Area

September 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 25 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 Coronavirus Job-Retention Scheme ended on 30 September 2021.

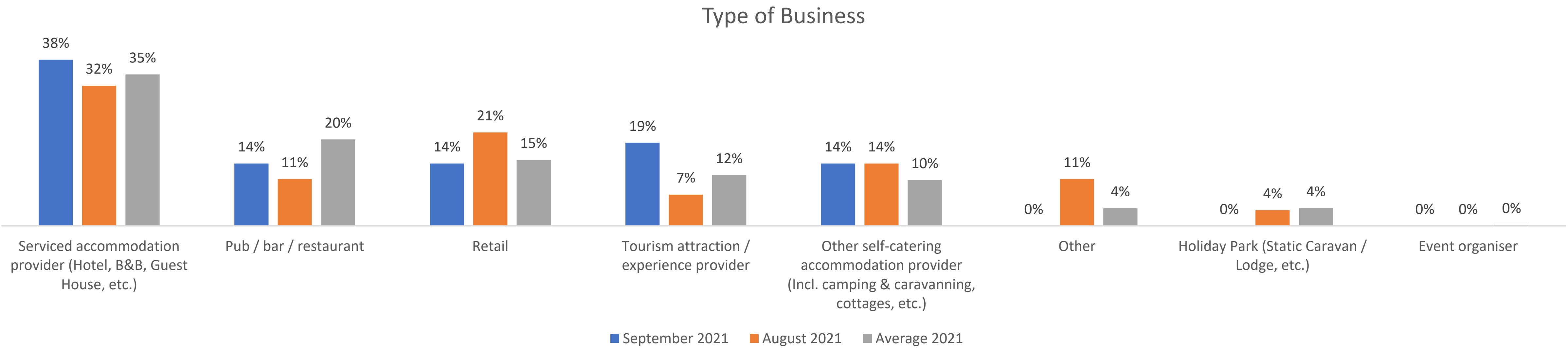
International travel

The Government announced the replacement of the traffic light system by a single red list of countries and territories from Monday 4 October at 4am. Testing requirements will also be reduced for eligible fully vaccinated travellers, who will no longer need to take a PDT when travelling to England.

From the end of October, eligible fully vaccinated passengers and those with an approved vaccine from a select group of non-red countries will be able to replace their day 2 test with a cheaper lateral flow test, reducing the cost of tests on arrival into England.

Research Outputs – Business Profile

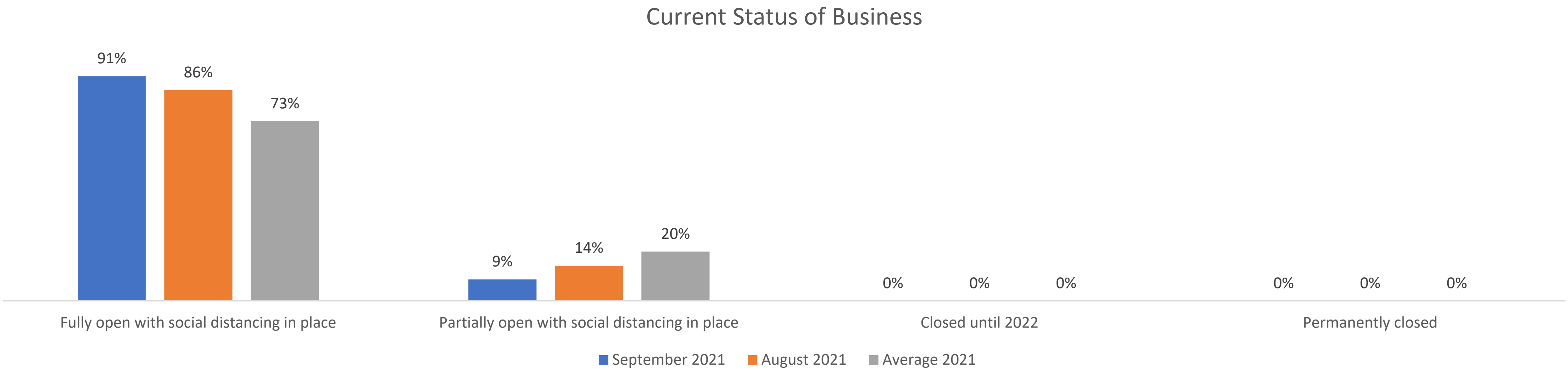
Half (52%) of respondents were accommodation providers. Of these, serviced accommodation businesses accounted for 38%. Non-service including campsites and cottages accounted for 14%. Tourist attractions accounted for 19%, with retail and catering (pubs, bars and restaurants) accounting for 14% each.



Q: What type of business do you run? *(25)*

Research Outputs – Current Status

All respondents were open for business. Of these, 91% were fully open with social distancing measures in place and the remaining 9% were partially open.

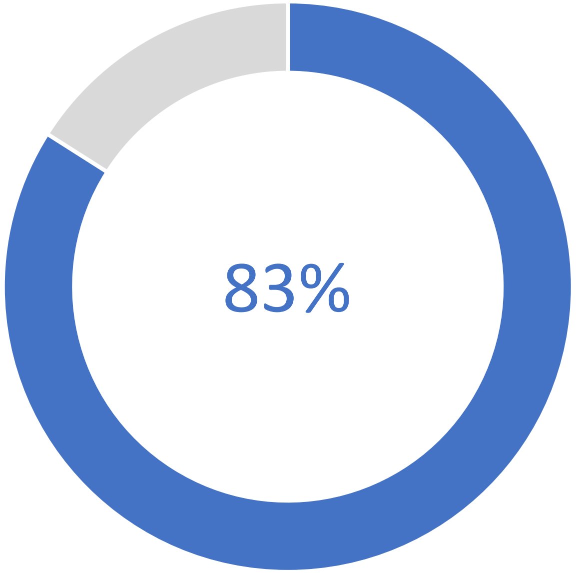


Q: What is the current status of your business? *(25)*

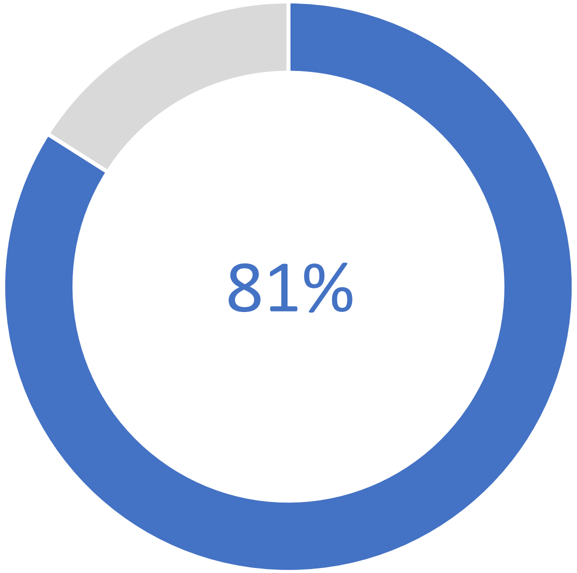
Research Outputs – Current Status

We noticed slight variations in trading levels since last month. Businesses were operating at 83% of their usual capacity (from 84% in August). As a result, their volume of trade during the week prior to completing the survey was 81% of the level achieved the same week the previous year (86% in August). Current staff levels accounted for 92% of the usual number of staff employed before the start of the pandemic (down from 91% in August).

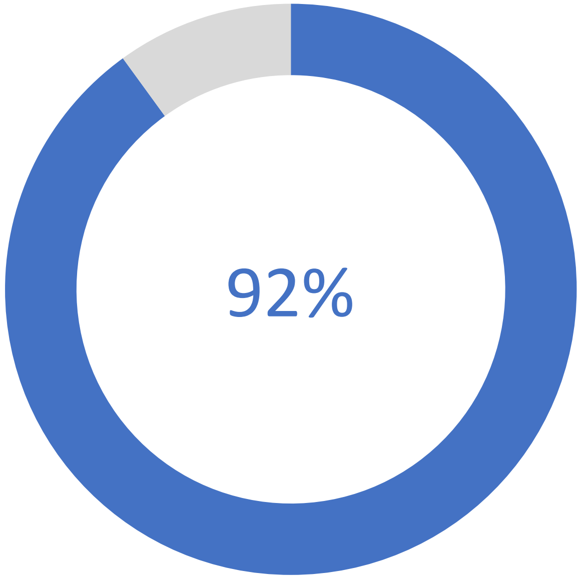
Percentage of usual capacity operating at



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



Percentage of usual staffing levels operating at

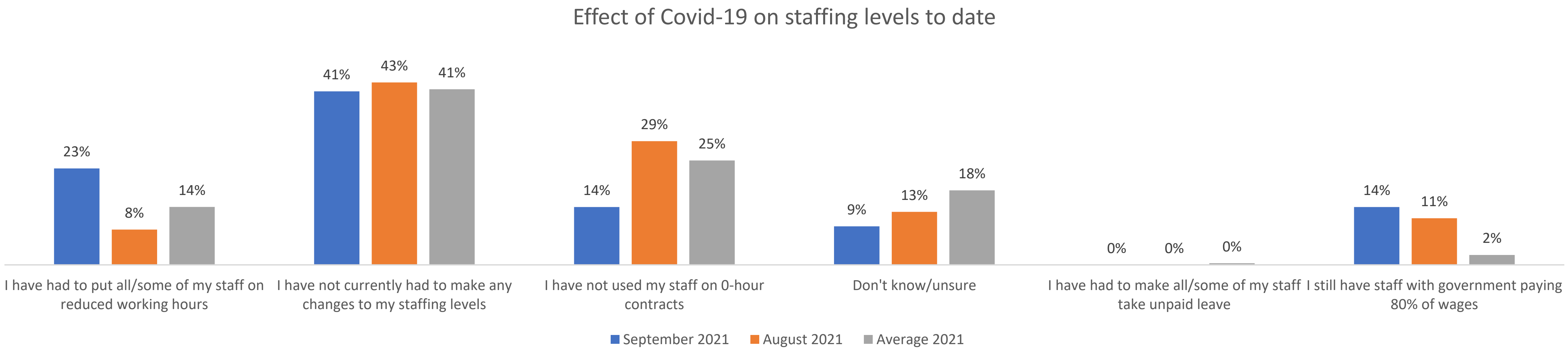


Q: If you are open, approximately what percentage of your usual capacity are you operating at? *(25)*
Q: What was your percentage of trade last week compared to the same week last year? *(25)*
Q: Approximately what percentage of your usual staffing levels are you operating at? *(25)*

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 14% of respondents. Just over two in five (41%) say they did not have to make any changes to their staff.

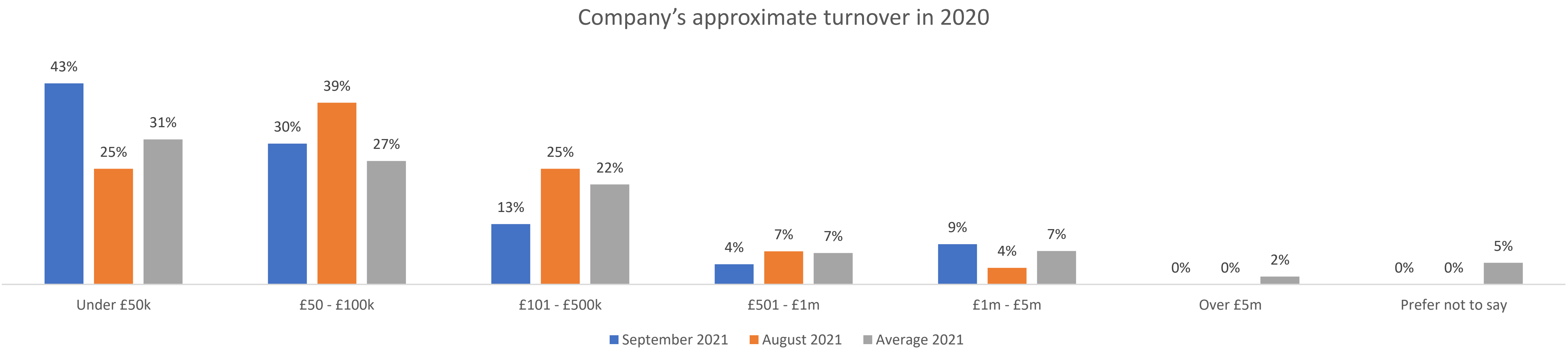
There was a reduction in the proportion of respondents saying they had not used their 0-hour contracts (14% down from 29% in August). However, there was an increase in the proportion that had to put all/some of their staff on reduced working hours (23% up from 8% the previous month).



Q: What other effect has Covid-19 had on your staffing levels to date? *(25)*

Research Outputs – Impact on business turnover

About two in five (43%) achieved a turnover of under £50k and for a further 30% it was between £50k and £100k. A quarter (27%) achieved a turnover or over £100k. Of these, 13% made between £101k and £500k and the rest accounts for businesses with turnovers above £500k.

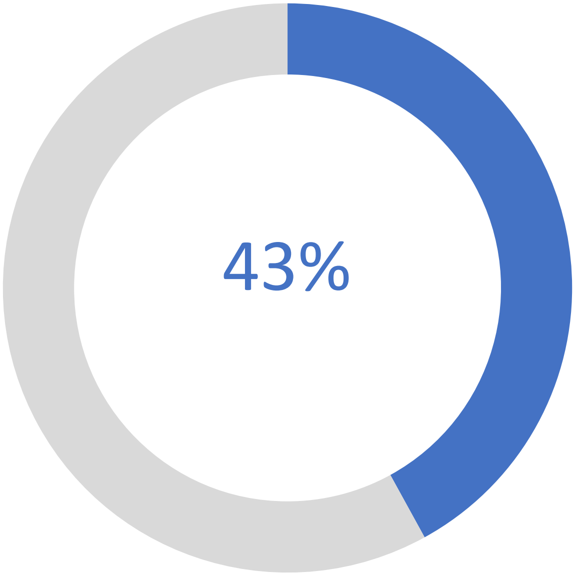


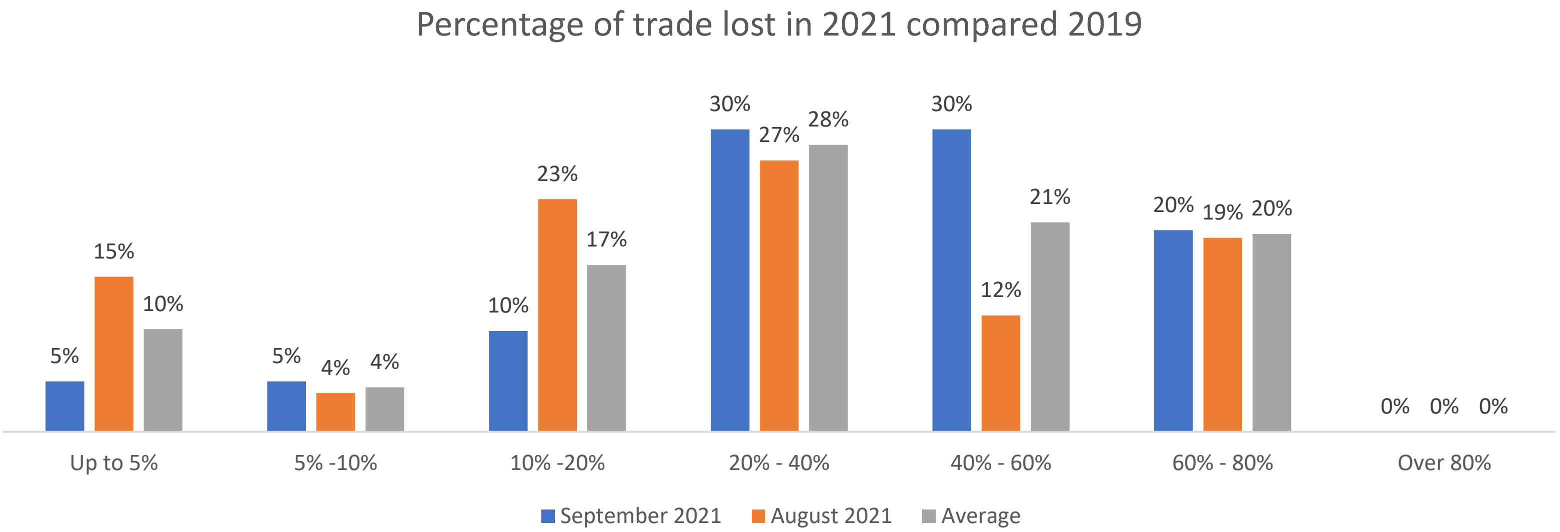
Q: What was your company's approximate turnover 2020? *(25)*

Research Outputs – Impact on business turnover

Looking at the percentage of trade lost in 2021 compared 2019, the results of the survey show that one in five (20%) lost less than 20% of trade. Three in ten (30%) lost between 20% and 40% of turnover. A further 30% lost between 40% and 60% and one in five (20%) lost between 60% and 80% of their turnover, when compared to 2019.

On average, businesses taking part in the survey saw a 43% loss in trade during 2021, compared 2019

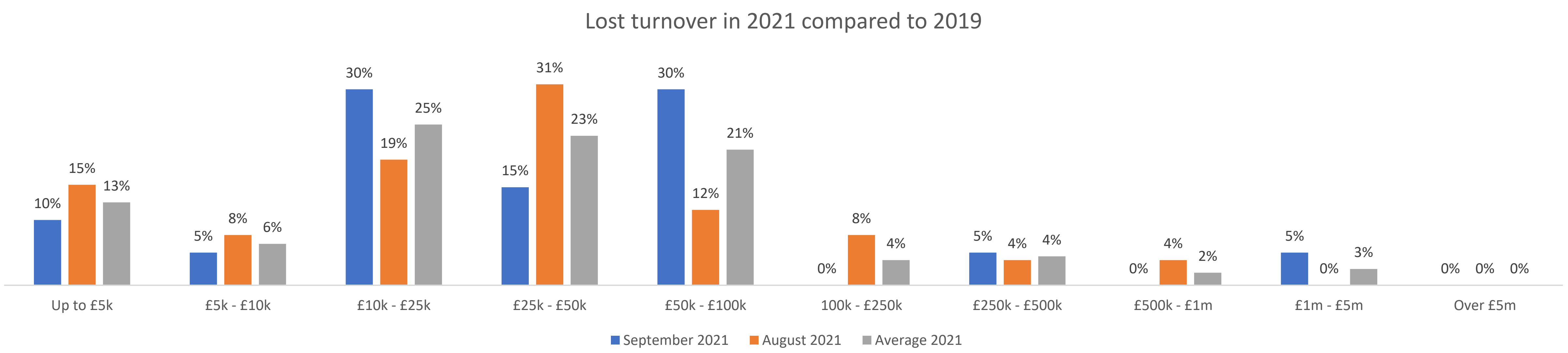




Q: If your trade has decreased what percentage of trade would you say you have lost in 2021 compared 2019? *(25)*

Research Outputs – Impact on business turnover

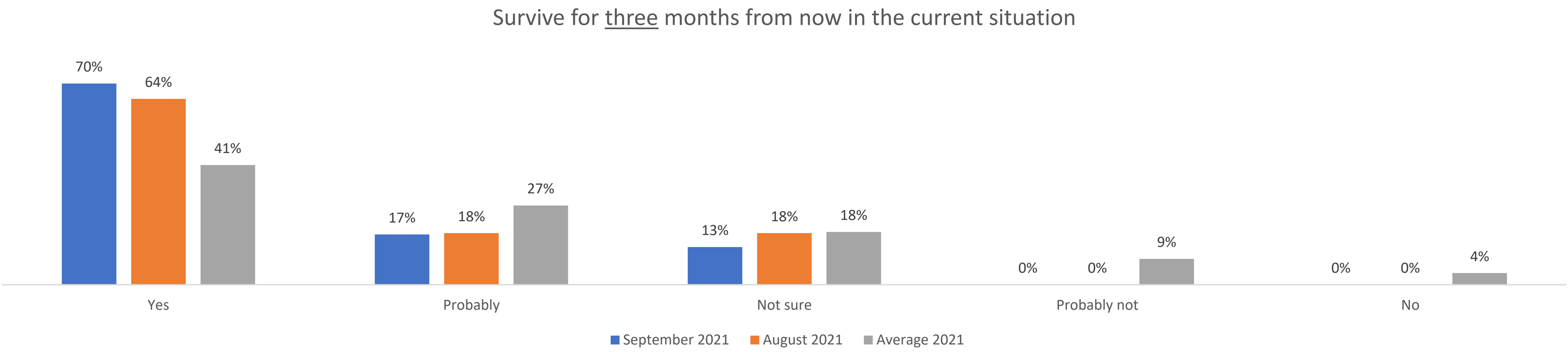
In most cases (60%), the loss of turnover in 2021 compared to 2019 was up to £50k. Of these, 45% lost up to £25k, with 10% losing up to £5k. Businesses reporting losses of between £50k and £100k accounted for 30% and a further 5% reported losses of between £100k and £250k. The remaining 5% of respondents reported losses above £250k.



Q: Approximately how much could this mean in terms of lost turnover in 2021 compared to 2019? *(24)*

Research Outputs – Business Survival

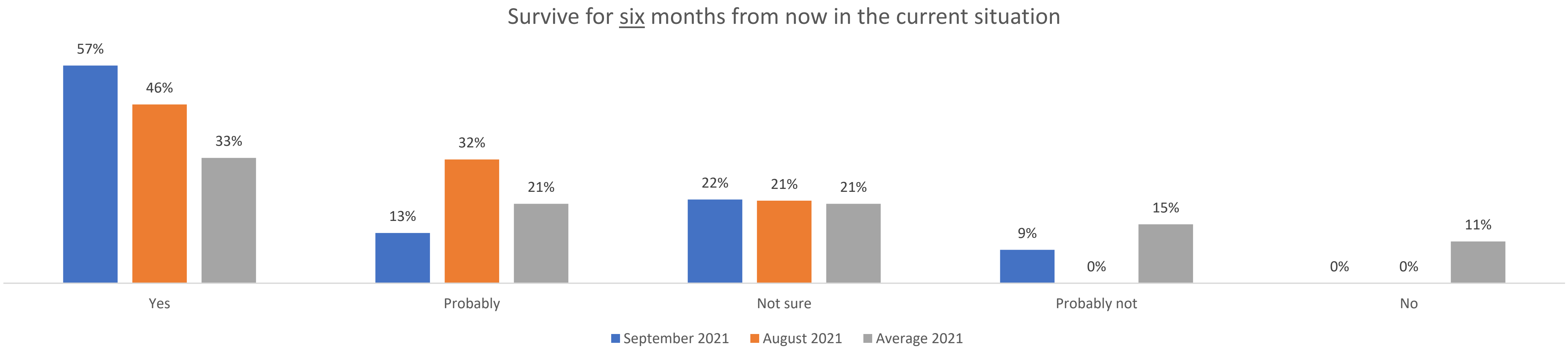
It is encouraging to see that almost all respondents are expecting to survive the next three months. Just under nine in ten businesses (87%) have a positive outlook on their likelihood or surviving the next three months. A further 13% are still not sure.



Q: Would your business survive for **three months** from now in the current situation? *(25)*

Research Outputs – Business Survival

Seven out of ten (70%) are confident they will survive for six month in the current situation. Those 'not sure' about their survival after six months account for 22% of the sample. Unfortunately, 9% think they probably won't survive after six months.

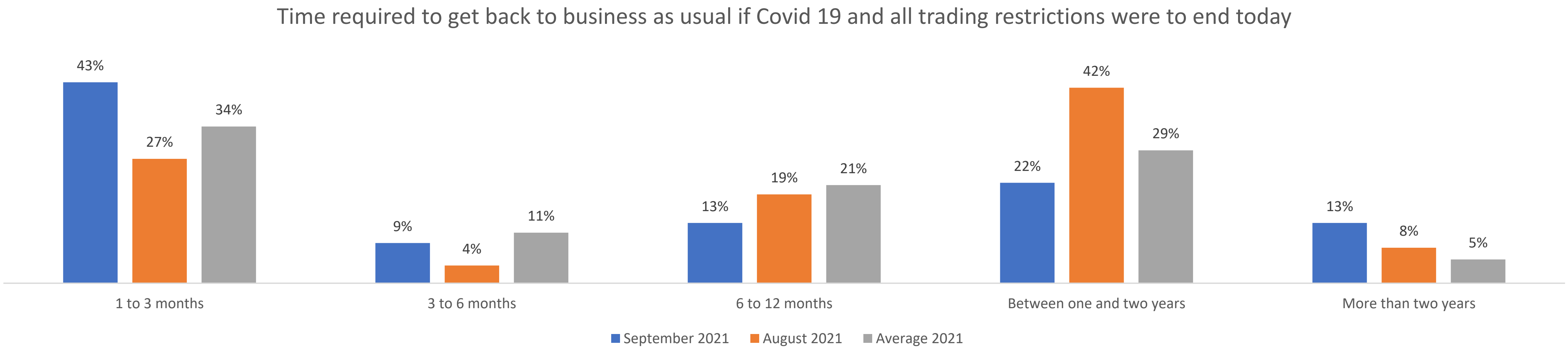


Q: Would your business survive for **six months** from now in the current situation? *(25)*

Research Outputs – Business Recovery

Should trading restrictions linked to Covid-19 end today, just over two in five (43%) estimate that it would take their company up to 3 months to get back to business as usual and a further 9% will need up to 6 month.

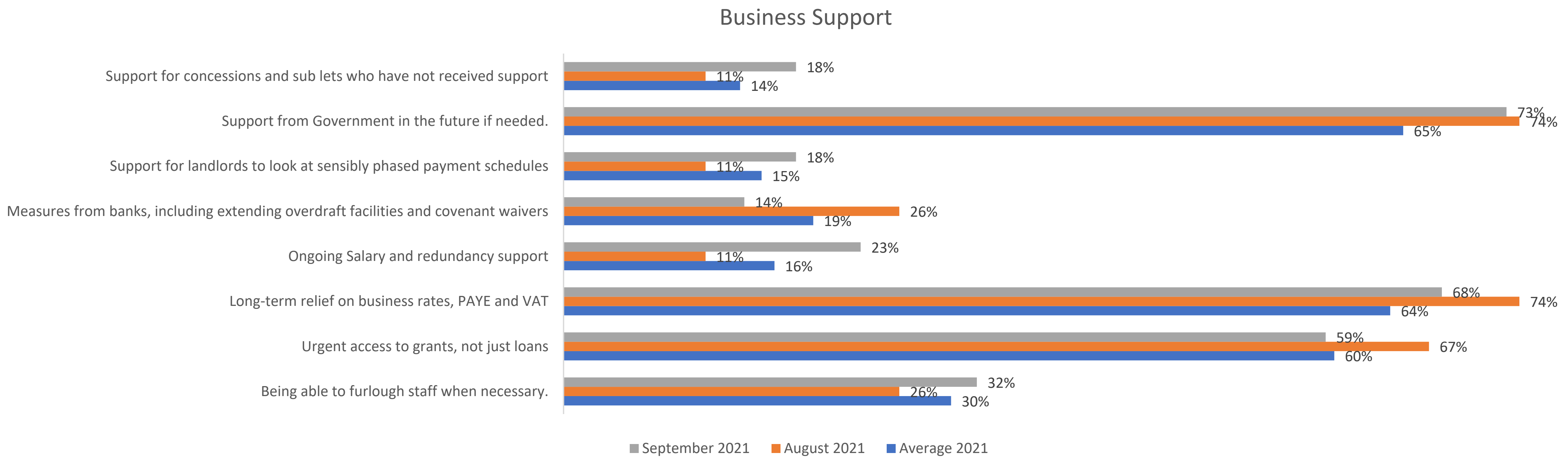
One in five (22%) are likely to need between one and two years to recover. On either side of that period, 13% expect to need between 6 moths and a year to recover and a further 13% will need at least two years to get back to normal.



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? *(25)*

Research Outputs – Business Support

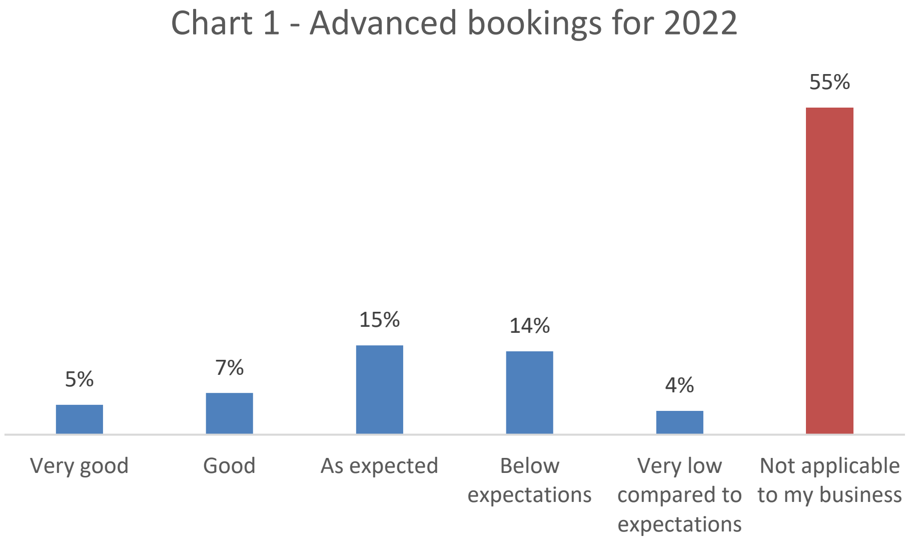
Overall, there's less the dependency on Government support to secure business continuity compared to the earlier months of the pandemic. However, large proportions of businesses are continuing to ask for support from Government in the future, if needed (73%). About two thirds (68%) are requesting long term relief on business rates, PAYE and VAT. And three in five (59%) are requesting urgent access to grants, not just loans.

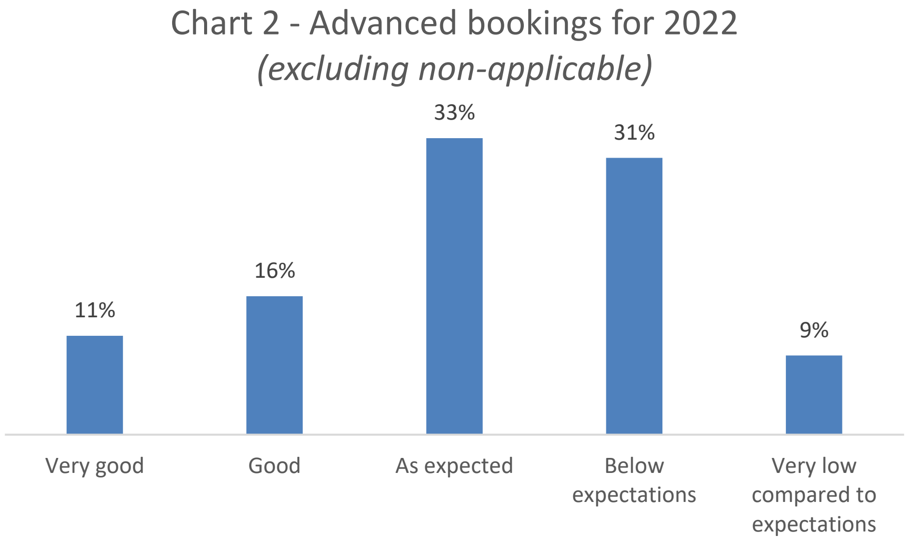


Q: What support from Government would be crucial for your business going forward? *(25)*

Research Outputs – Advanced bookings for 2022

Just under half of respondents (45%) were able to report on advanced bookings for 2022. When these businesses are removed from the calculations (chart 2), the results show that just over a quarter (27%) report good (16%) or very good (11%) levels of advanced bookings. However, the majority report levels to be 'as expected' (33%) or 'below expectations' (31%). Those reporting 'very low levels compared to expectations' account for 9% of the sample.





Q: What are your advanced bookings for 2022 (if applicable) *(25)*

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