Covid-19 – Online Tourism Business Survey

Prepared for: Great Yarmouth Tourism

February 2022

Prepared by:

destinationresearch
delivering results : measuring what matters

On behalf of:

VISIT GREAT YARMOUTH

Introduction and Methodology and approach

The Greater Yarmouth Business Confidence Monitor is a short monthly survey of tourism businesses designed to understand opinion of your recent business performance and your outlook for the immediate future and your level of confidence.

Methodology

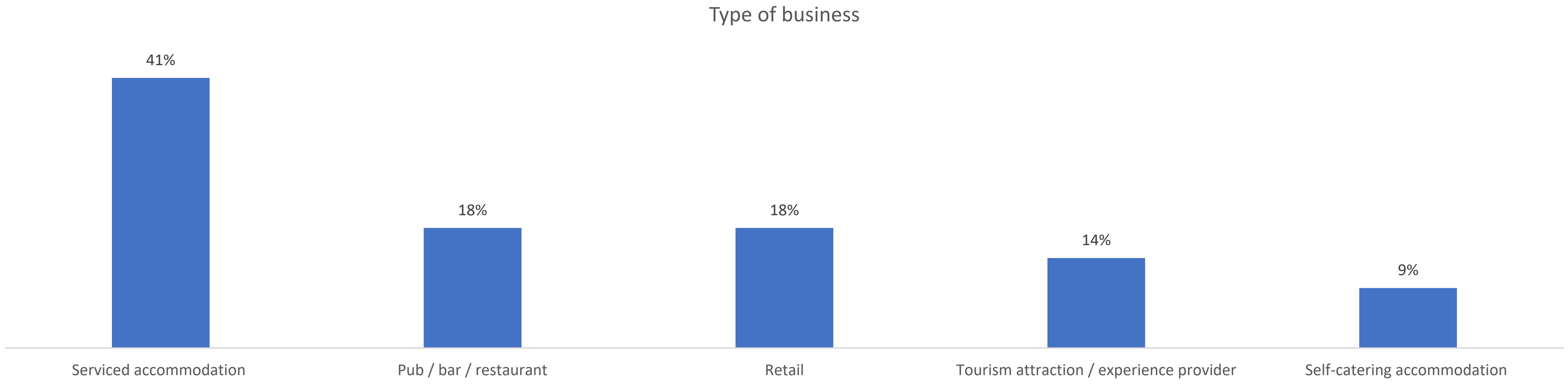
The results are based on a bi-monthly online survey to businesses in the Greater Yarmouth area. It uses a structured questionnaire, adapting some questions and adding / removing other questions as the season evolves. We are using a 'Have your say' online platform style survey, based on personalised email invitations to fill in a short online questionnaire. The survey 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 Great Yarmouth Tourism.

Outputs

The bi-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 37 responses. 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.

Research Outputs – Business Profile

Half (50%) were accommodation providers. Of these, serviced accommodation businesses accounted for 41%. Non-service including campsites and cottages accounted for 9%. Retail and catering (pubs, bars and restaurants) accounted for 18% each, with tourist attractions accounting for 14% each.

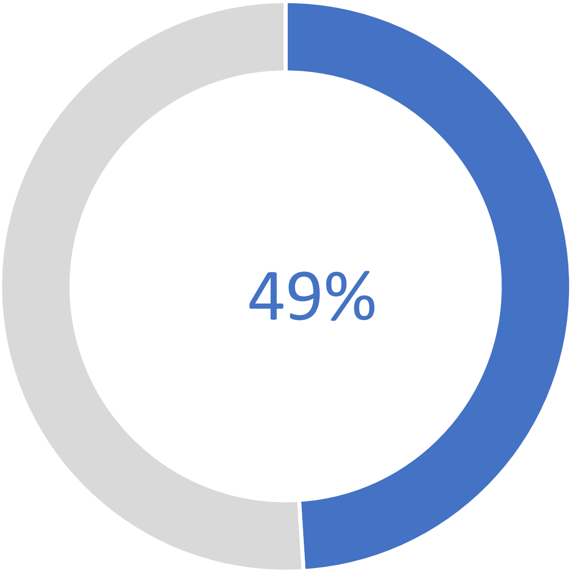


Q: What type of business do you run? *(37)*

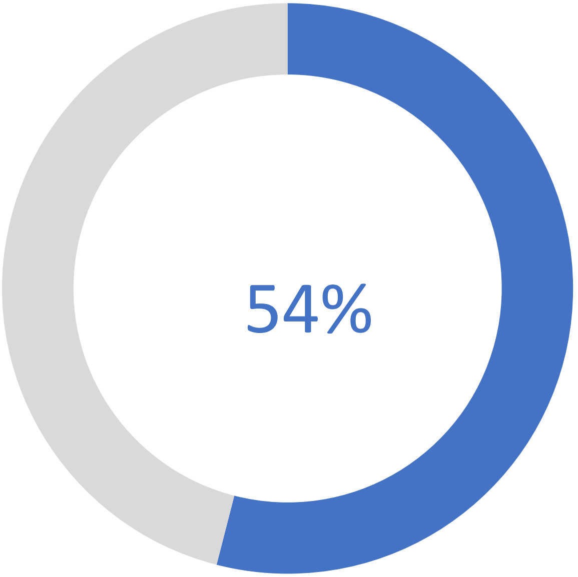
Research Outputs – Current Status

Businesses were operating at half (49%) of their usual capacity. Current staff levels accounted for 54% of the usual number of staff employed before the start of the pandemic and due to seasonality factors.

Percentage of usual capacity operating at



Percentage of usual staffing levels operating at

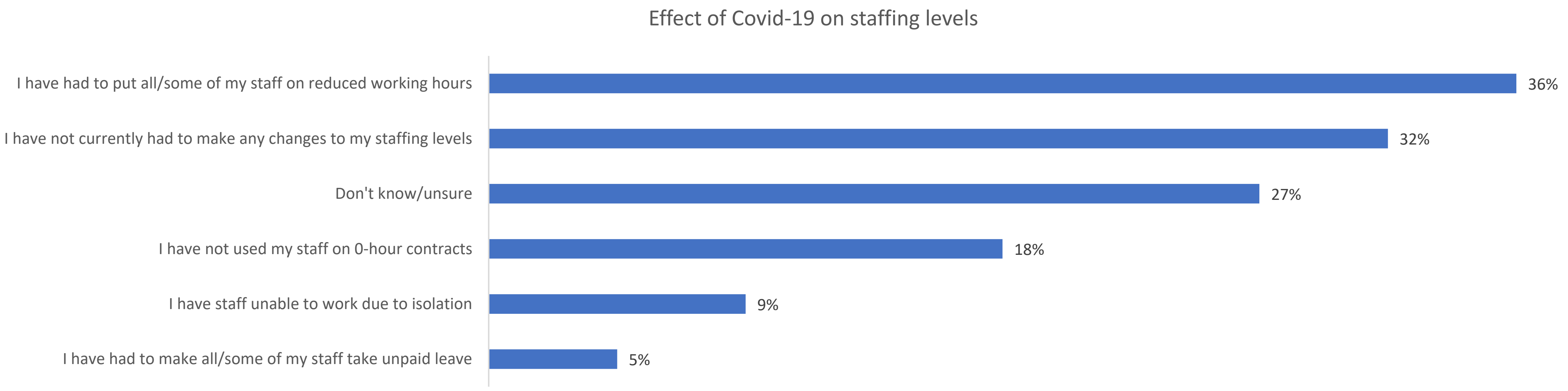


Q: If you are open, approximately what percentage of your usual capacity are you operating at? *(36)*
Q: Approximately what percentage of your usual staffing levels are you operating at? *(36)*

Research Outputs – Staff and employment changes

Just over a third (36%) of respondents said they had to put some of their staff on reduced working hours and 32% did not have to make any changes to staff levels.

About one in five (18%) said they had not used staff on 0-hour contracts, 9% had some staff unable to work due to isolation and 5% had to make staff take unpaid leave.



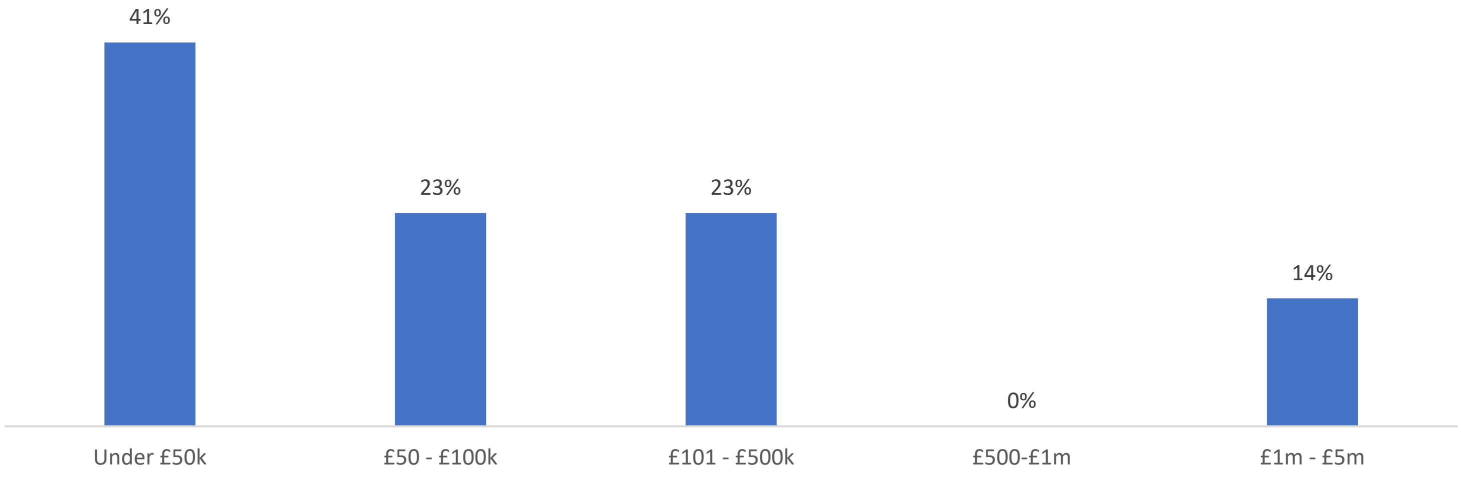
Q: What other effect has Covid-19 had on your staffing levels to date? *(37)*

Research Outputs – Impact on business turnover

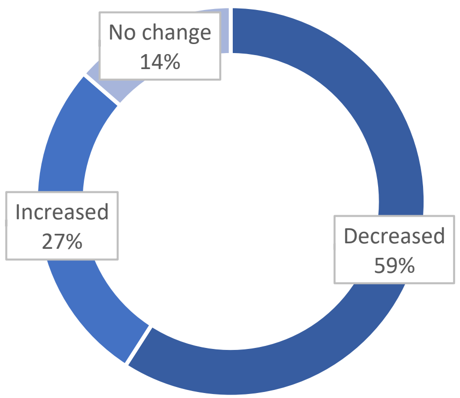
Two in five (341%) achieved a turnover of under £50k and for a further 23% it was between £50k and £100k. Just under two in five (37%) achieved a turnover or over £100k. Of these, 23% made between £101k and £500k and the rest accounts for businesses with turnovers above £500k.

Three in five (59%) respondents said their turnover in 2021 decreased compared to 2019. Conversely, 27% said their 2021 turnover increase compared to 2019.

Company's approximate turnover in 2021



Trade level change in 2021, compared to 2019?



Q: What was your company's approximate turnover? (37)
Q: Did your trade change in 2021, compared to 2019? (35)

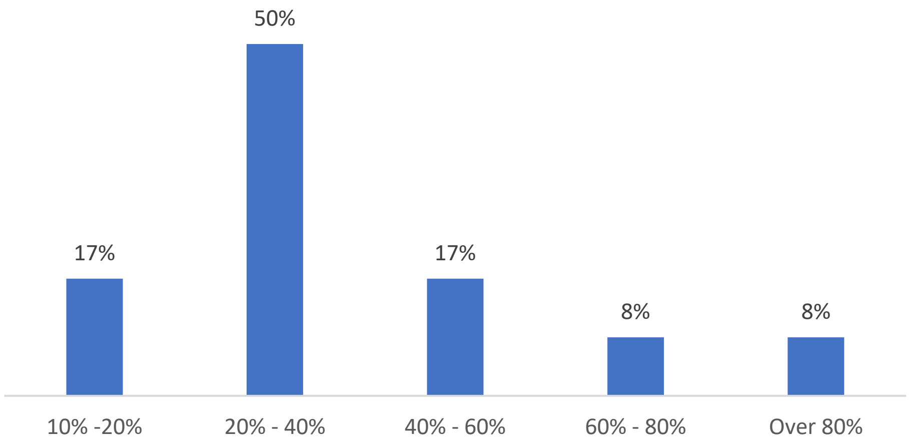
Research Outputs – Impact on business turnover

Looking at the percentage of trade lost in 2021 compared 2019, the results of the survey show that 17% lost up to 20% of trade and half (50%) lost between 20% and 40% of trade. A third (33%) lost over 40% of trade compared to 2019 levels.

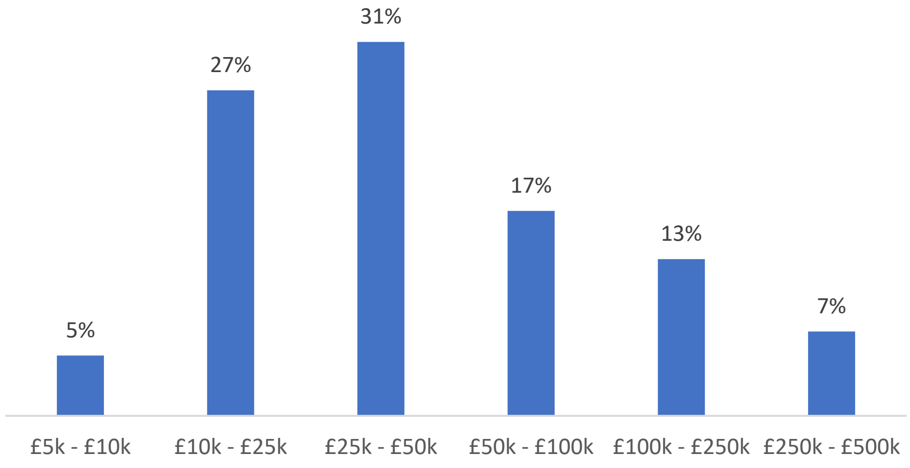
On average, businesses taking part in the survey saw a 39% loss in trade during 2021, compared 2019, equating to £98k loss in trade. Decreases in trade were felt particularly by serviced accommodation providers (hotel, B&B, guest house, etc.) and pub, bars and restaurants.

-£98k

Percentage of trade - Decrease



Percentage of trade decrease - Value



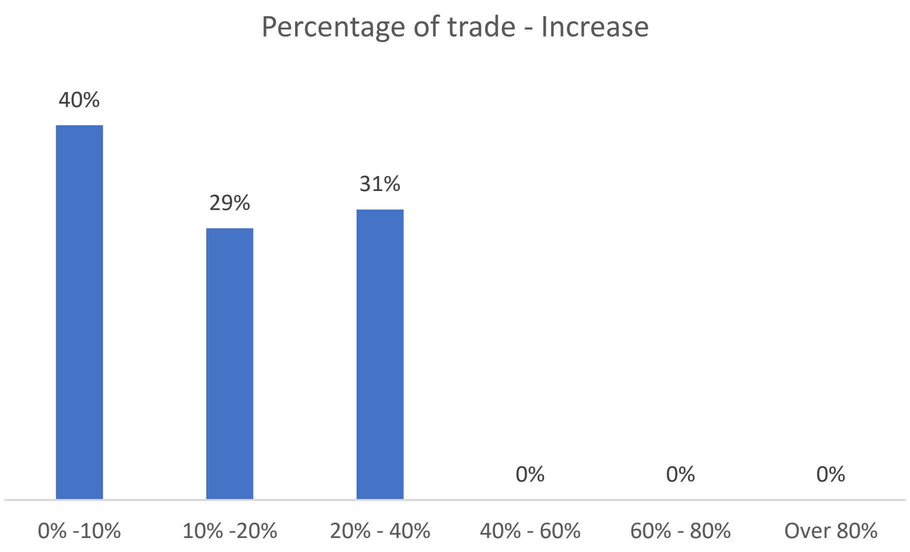
Q: If your trade has decreased what percentage of trade would you say you have lost in 2021 compared 2019? (22)
Q: Approximately how much could this mean in terms of changed turnover in 2021 compared to 2019? (22)

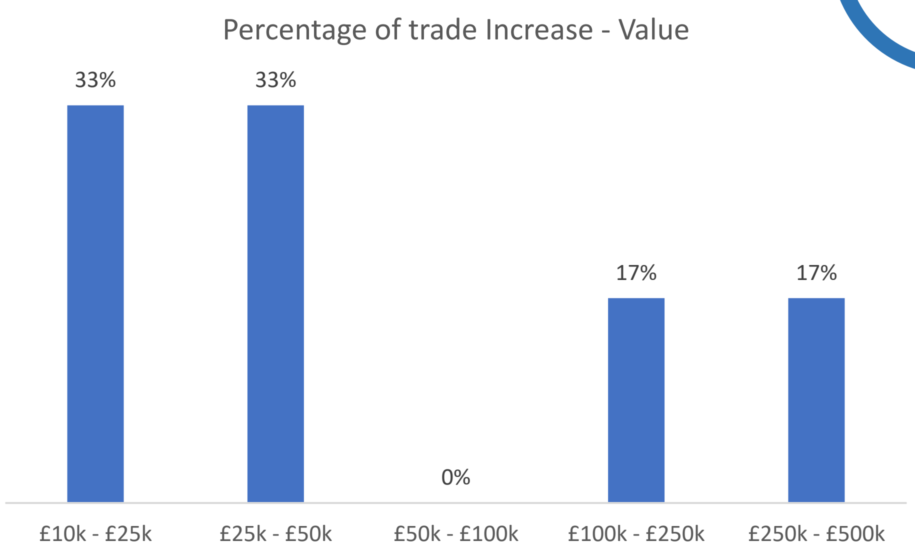
Research Outputs – Impact on business turnover

Looking at the percentage of trade gained in 2021 compared 2019, the results of the survey show that two in five (40%) gained up to 10% in trade compared to 2019, with the rest gaining between 10% -20% and 20% - 40% (split equally).

On average, businesses taking part in the survey saw a 18% gain in trade during 2021, compared 2019, equating to £110K increase in trade. Increases in trade were felt particularly by retailers, tourism attractions and experience providers.

£110k

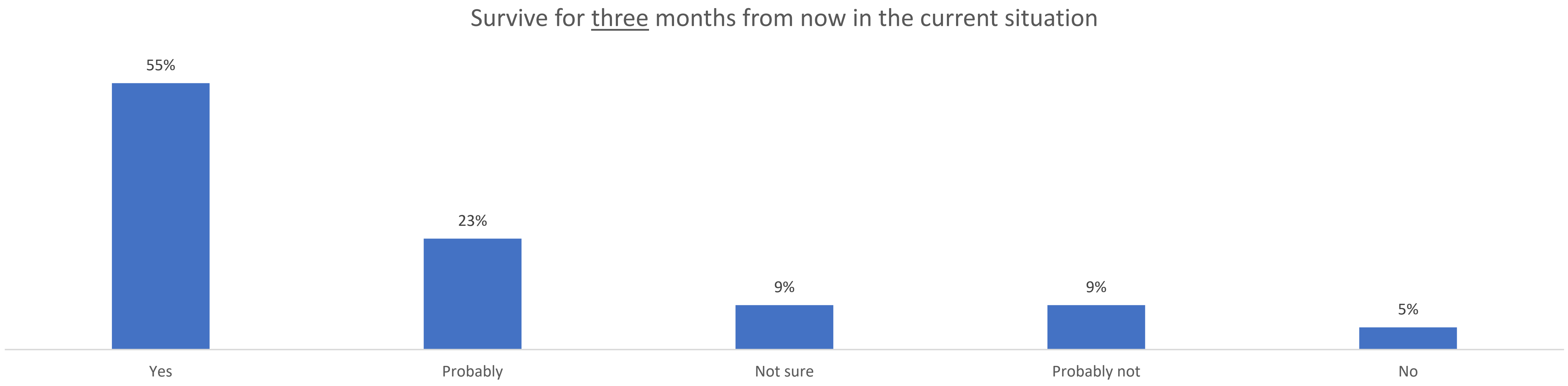




Q: If your trade has increased what percentage of trade would you say you have lost in 2021 compared 2019? (10)
Q: Approximately how much could this mean in terms of changed turnover in 2021 compared to 2019? (10)

Research Outputs – Business Survival

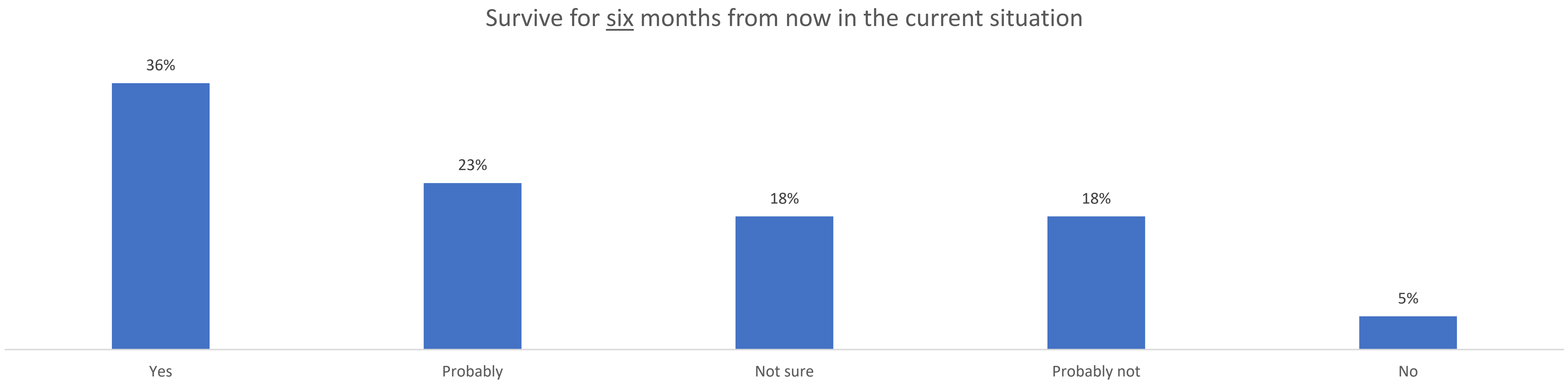
The majority respondents are expecting to survive the next three months. Four in five businesses (78%) have a positive outlook on their likelihood or surviving the next three months and 9% are still not sure. However, 14% are not sure their business will survive until the start of the main season.



Q: Would your business survive for **three months** from now in the current situation? *(37)*

Research Outputs – Business Survival

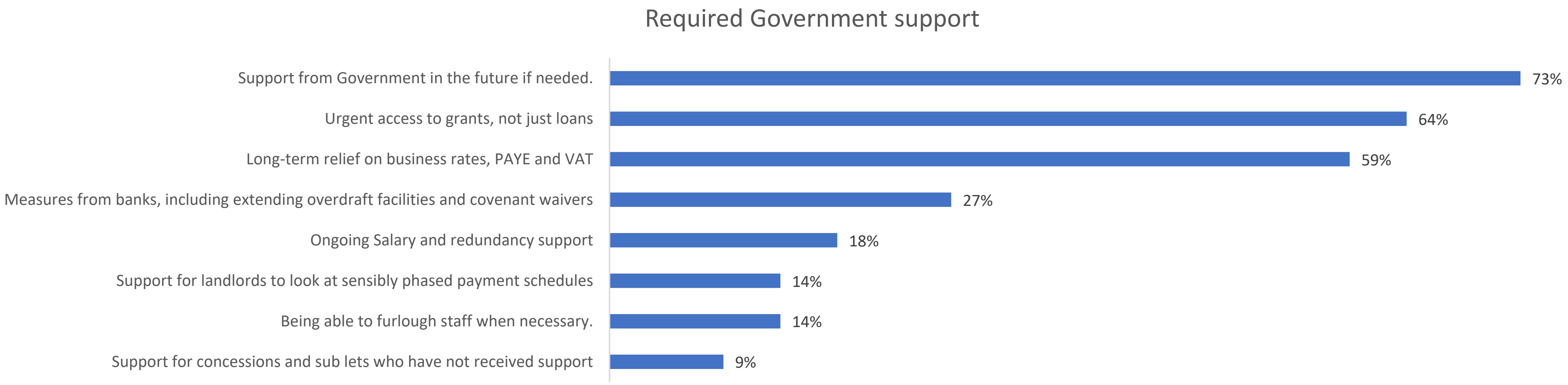
Just under three in five (59%) are confident they will survive for six month in the current situation. Those ‘not sure’ about their survival after six months account for 18% of the sample. Unfortunately, 23% think they probably won’t survive after six months.



Q: Would your business survive for **six months** from now in the current situation? *(37)*

Research Outputs – Business Support

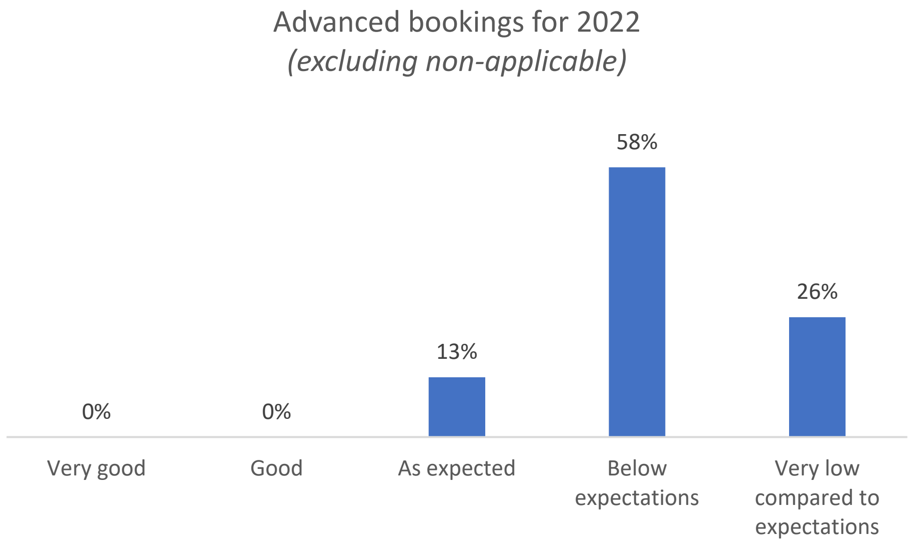
Large proportions of businesses are asking support from Government in the future, if needed (73%) and urgent access to grants, not just loans (64%).. Three in five (59%) long term relief on business rates, PAYE and VAT.

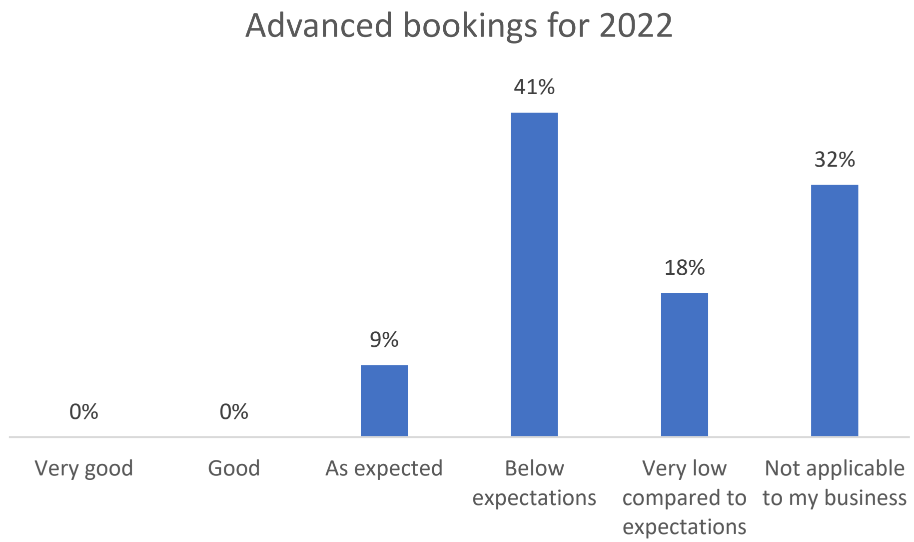


Q: What support from Government would be crucial for your business going forward? *(36)*

Research Outputs – Advanced bookings for 2022

A third (32%) of respondents didn't report on advanced bookings for 2022 (not applicable to their business). When these businesses are removed from the calculations, the results show that 13% report advanced booking to be 'as expected'. However, the vast majority said their level of advance bookings are lower than expected for this time of the year, with 58% saying levels are 'below expectations' and 26% are reporting 'very low levels compared to expectations'.





Q: What are your advanced bookings for 2022 (if applicable) *(37/22)*

Produced by:

Main contact:

Asa Morrison
Great Yarmouth Tourism & Business Improvement Area / Visit Great Yarmouth

asa@gyta.com
www.gyta.com

Research & methodology contact:

Sergi Jarques
Director
Destination Research Ltd

info@destinationresearch.co.uk
www.destinationresearch.co.uk