

# Covid-19 – Online Tourism Business Survey

Prepared for: Visit Great Yarmouth

April 2022

Prepared by:



On behalf of:



## 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 Visit Great Yarmouth.

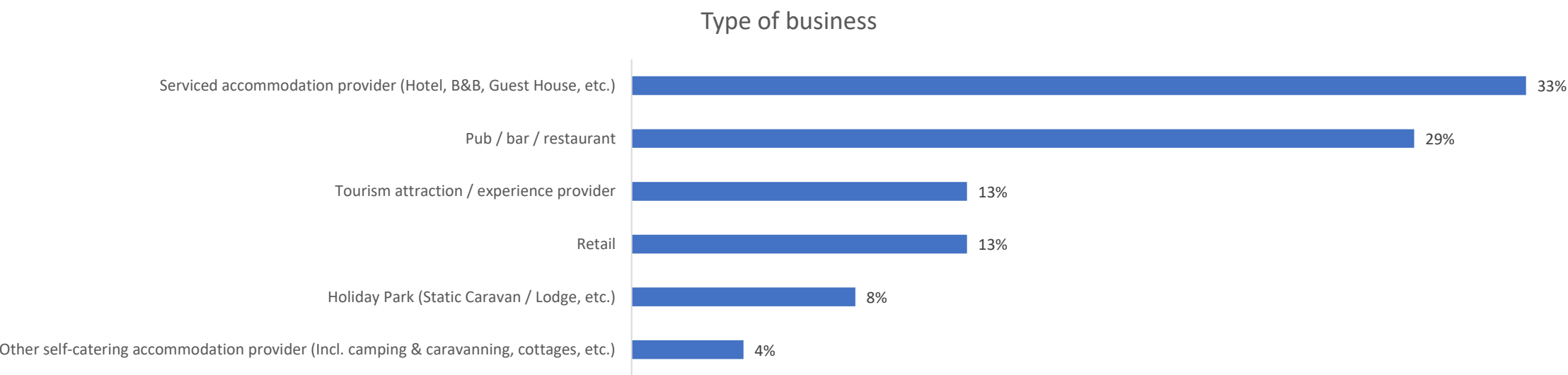
### **Outputs**

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 35 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

Accommodation providers accounted for 45% of all respondents. Of these, serviced accommodation businesses accounted for 33%. Non-service including campsites and cottages accounted for 12%. Catering businesses (pubs, bars and restaurants) accounted for 29% each, with tourist attractions and retail accounting for 13% each.



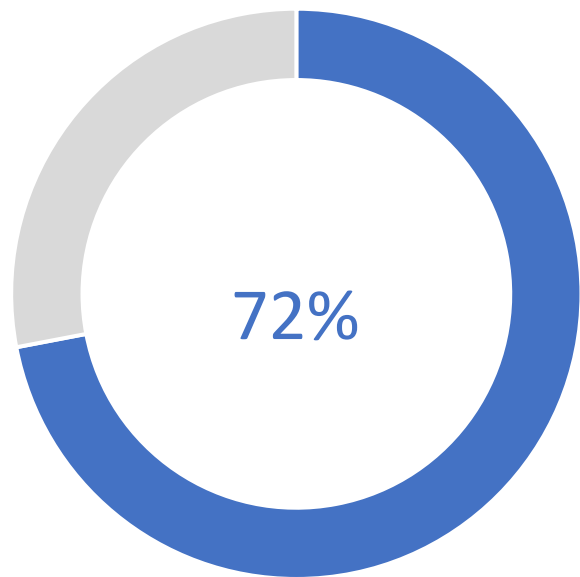
Q: What type of business do you run? (37)



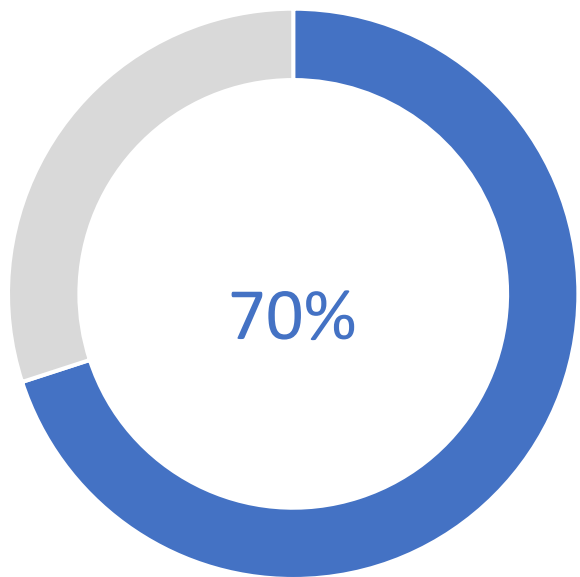
Research Outputs – Current Status

Businesses were operating at almost three quarters (72%) of their usual capacity. Current staff levels accounted for 70% 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

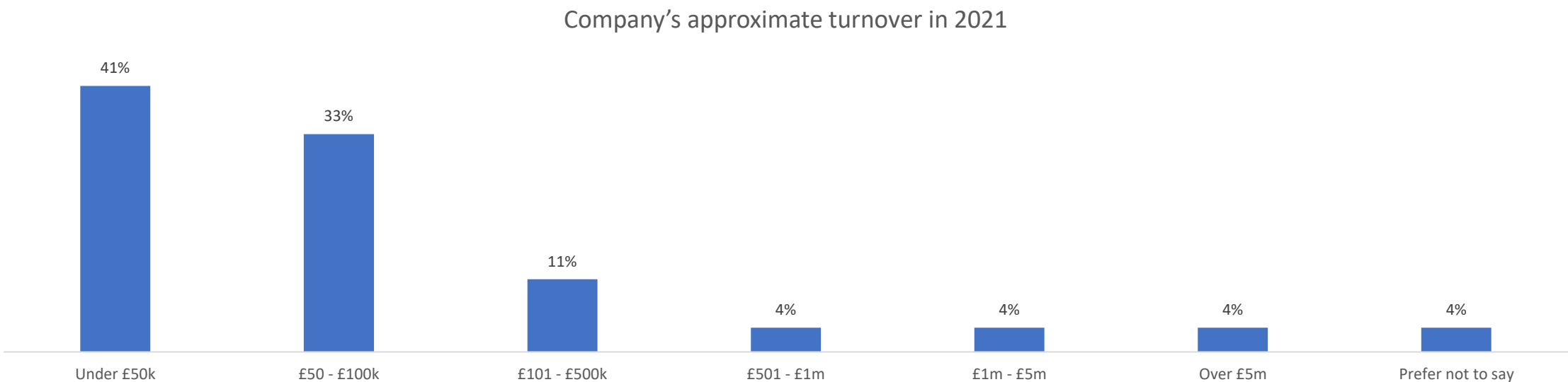


Q: If you are open, approximately what percentage of your usual capacity are you operating at for this time of the year? (35)  
Q: Approximately what percentage of your usual staffing levels are you operating at? (35)



Research Outputs – Impact on business turnover

Two in five (41%) achieved a turnover of under £50k and for a further 33% it was between £50k and £100k. Just over a quarter (27%) achieved a turnover or over £100k. Of these, 11% made between £101k and £500k and the rest accounts for businesses with turnovers above £500k.

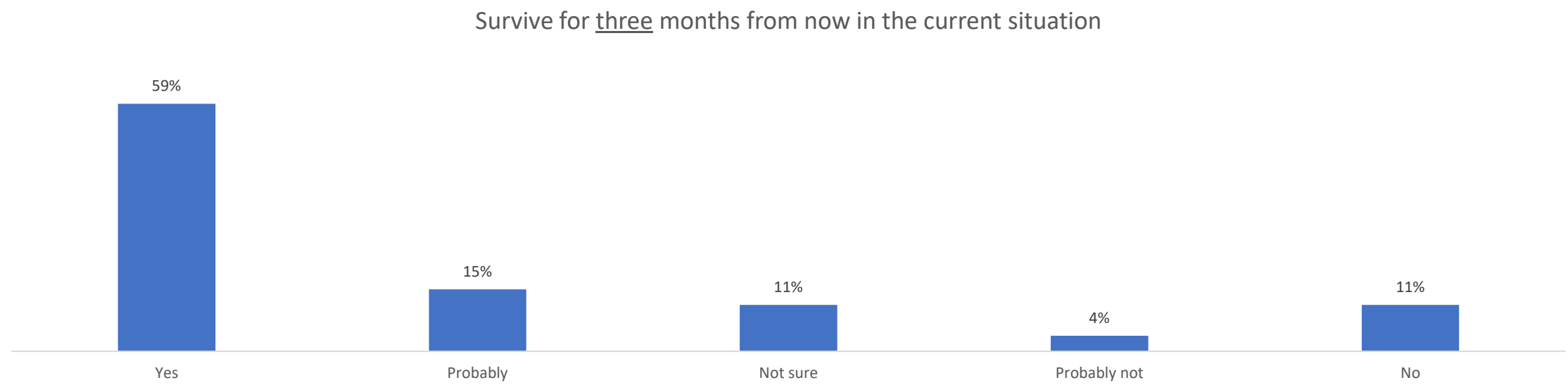


Q: What was your company's approximate turnover for 2021? (35)



## Research Outputs – Business Survival

The majority respondents are expecting to survive the next three months. Three quarters of businesses (74%) have a positive outlook on their likelihood or surviving the next three months and 11% are still not sure. However, 15% are not sure their business will survive until the start of the main season.

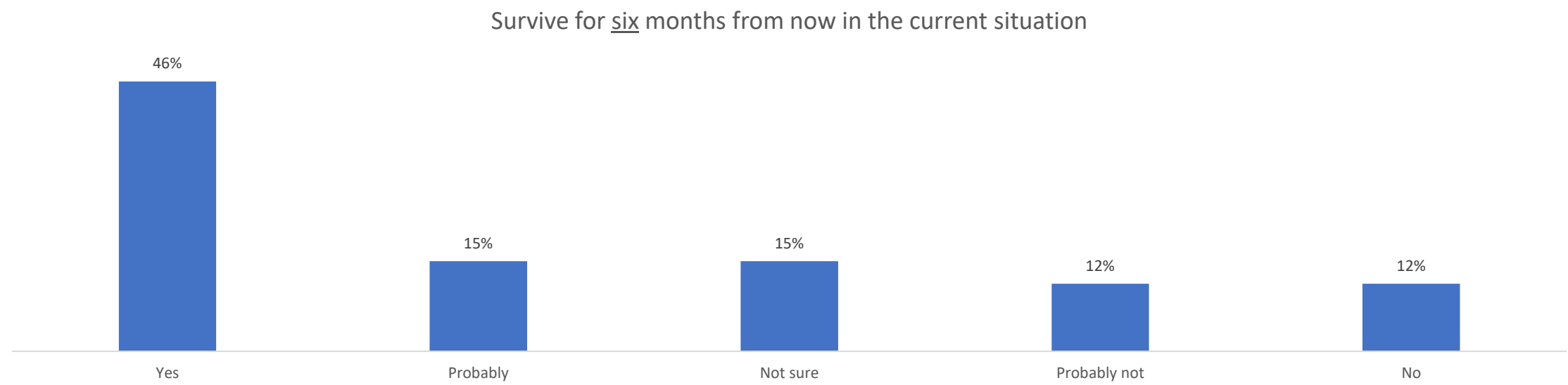


Q: Would your business survive for **three months** from now in the current situation? (35)



## Research Outputs – Business Survival

Just over three in five (61%) are confident they will survive for six month in the current situation. Those ‘not sure’ about their survival after six months account for 15% of the sample. Unfortunately, 24% think they probably won’t survive after six months.

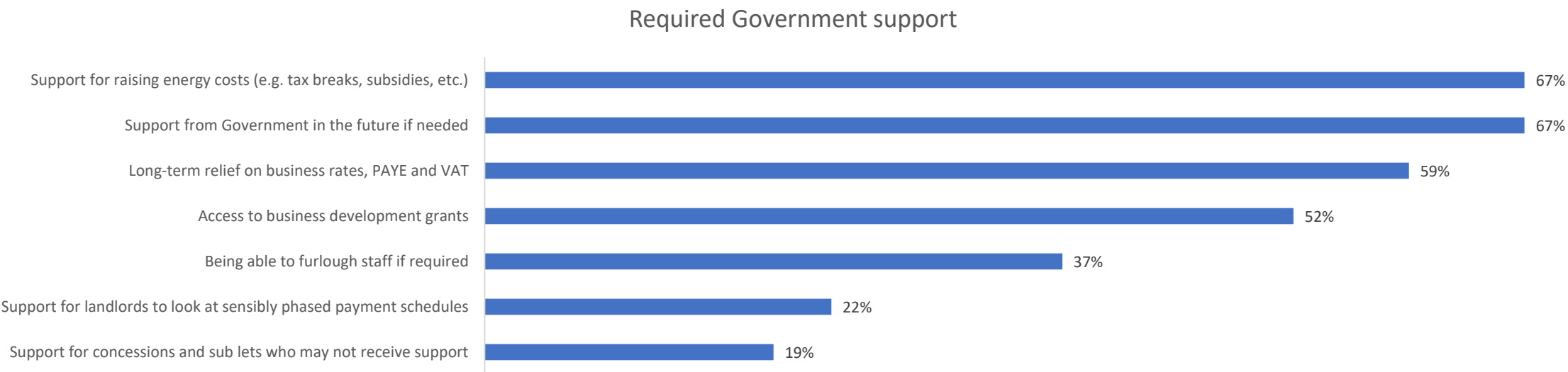


Q: Would your business survive for **six months** from now in the current situation? (35)



## Research Outputs – Business Support

Large proportions of businesses are asking for help with raising energy costs and support from Government in the future, if needed (67% each). Three in five (59%) would like long term relief on business rates, PAYE and VAT and just over half selected access to business development grants.



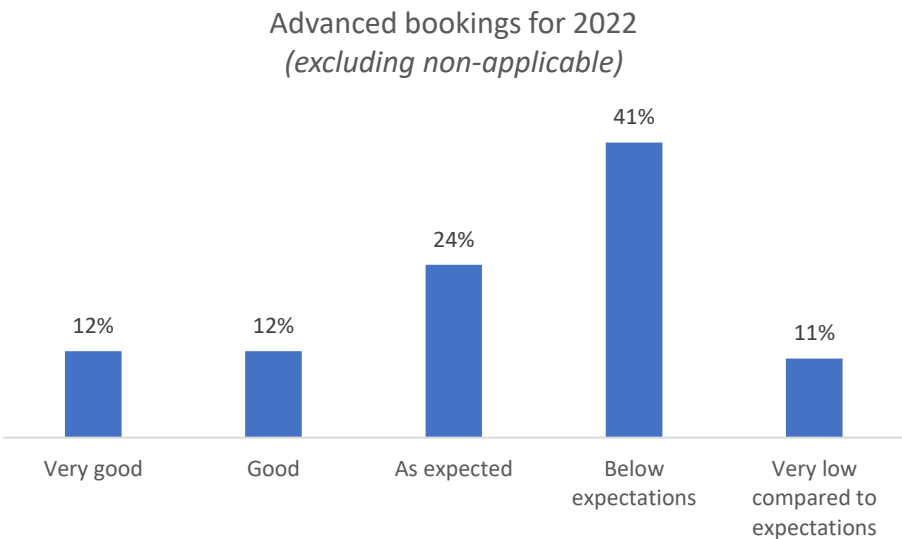
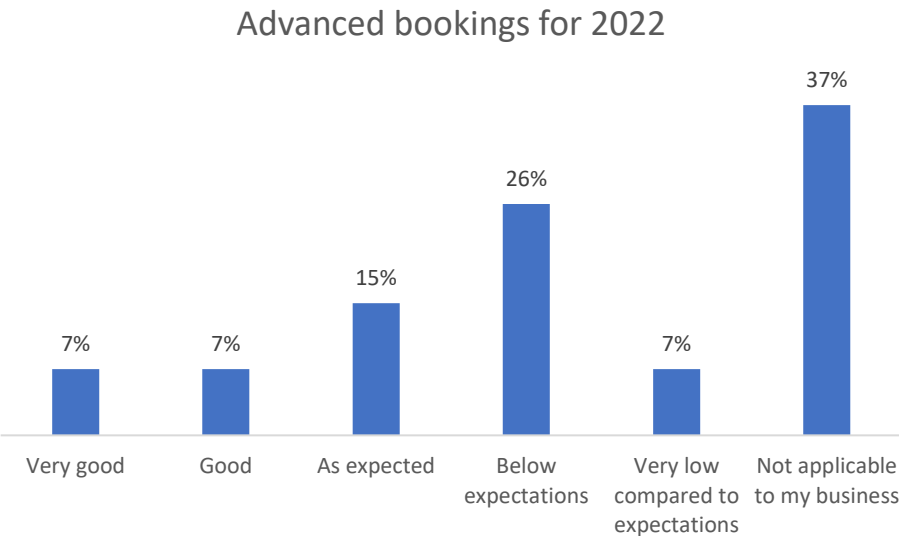
Q: What support from Government would be crucial for your business going forward? (35)





Research Outputs – Advanced bookings for 2022

Almost two in five (37%) 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 24% 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 41% saying levels are 'below expectations' and 11% are reporting 'very low levels compared to expectations'.

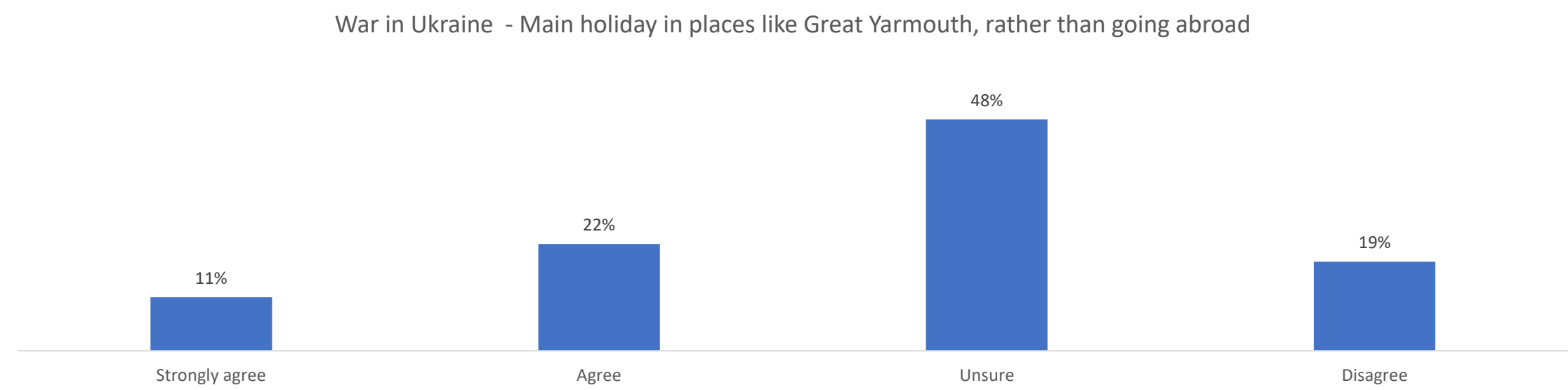


Q: What are your advanced bookings for 2022 (if applicable) (35/22)



Research Outputs – Advanced bookings for 2022

Respondents were asked to assess extent to which they agree with the statement that the conflict will encourage more people to have their main holiday in places like Great Yarmouth, rather than going abroad to explain the reason for their answer. The majority of respondents were unsure about the statement. This is mainly due to respondents also mentioning other factors being equally important, particularly fuel and other living costs and the continued concerns about Covid and related health issues. However, 19% disagreed with the statement, citing the fact that the traditional Mediterranean destinations would be affected by the Ukrainian war and people will want to travel abroad after two years of not being able to do so.

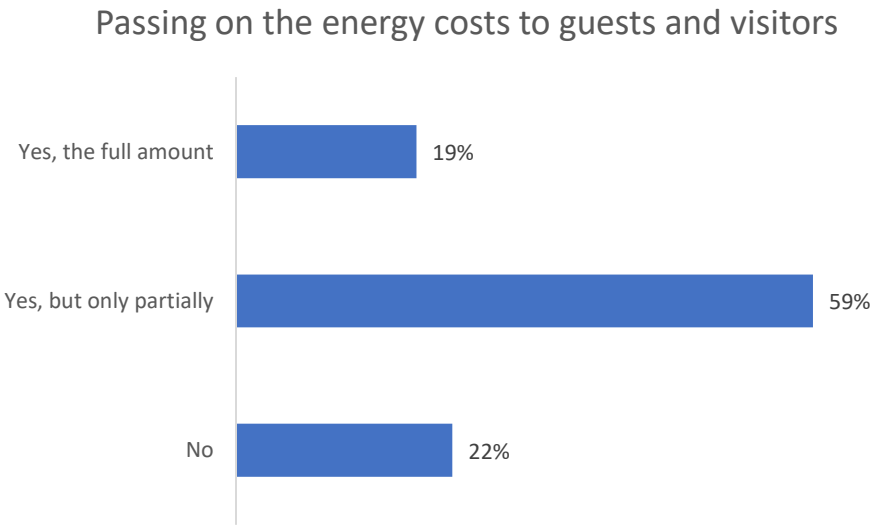
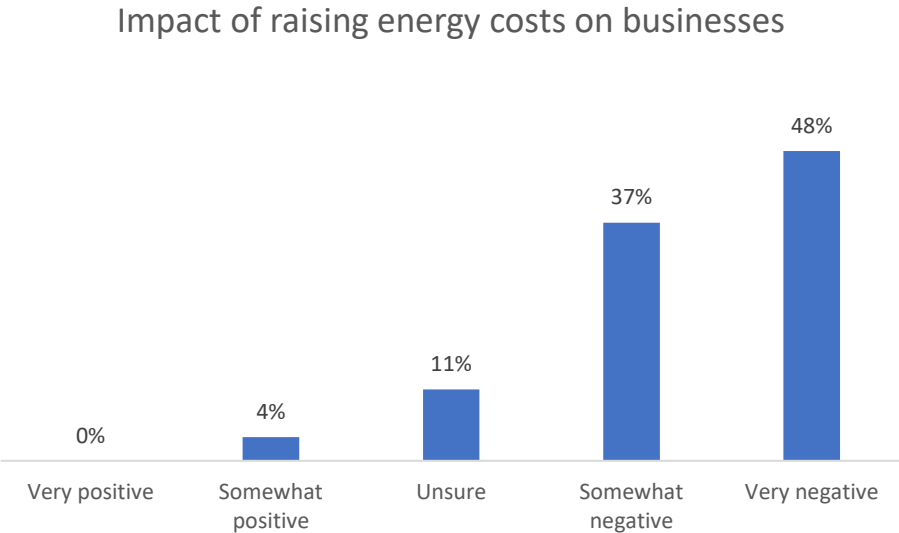


Q: The war in Ukraine is likely to have an impact on local tourism. To what extent do you agree with the statement that the conflict will encourage more people to have their main holiday in places like Great Yarmouth, rather than going abroad? (34) What makes you say that? (25)

Research Outputs – Advanced bookings for 2022

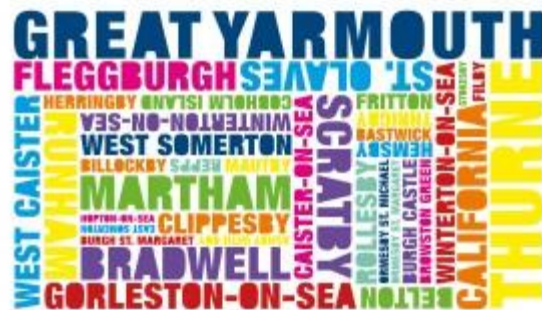
It is apparent that the raising energy costs are having a negative impact on businesses, with 37% claiming the impact to be ‘somewhat negative’ and a further 48% saying that raising energy costs are having a very negative impact on their business.

Three in five (59%) will be passing on some of the energy costs to their guests and visitors.



Q: What impact will the raising energy costs have on your business? (34)  
Q: Will you pass on the energy costs to your guests and visitors? (34)





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