

Covid-19 – Online Tourism Business Survey

Prepared for: Visit Great Yarmouth

June 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.

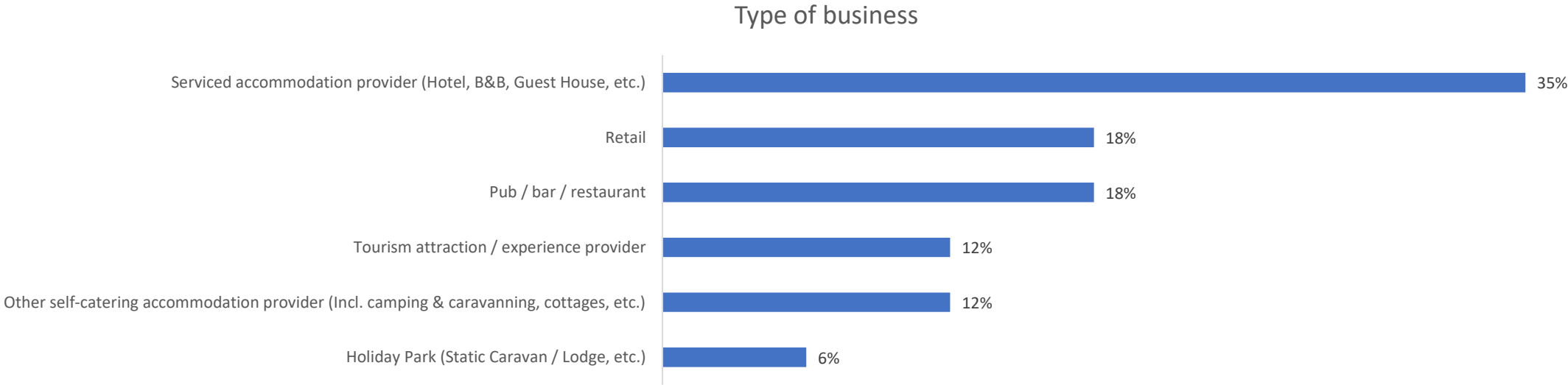
Outputs

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 32 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 53% of all respondents. Of these, serviced accommodation businesses accounted for 35%. Non-service including campsites and cottages accounted for 12% and holiday parks for a further 6%. Catering businesses (pubs, bars and restaurants) and retail accounted for 18% each, with tourist attractions making up the remaining 12% of the sample.



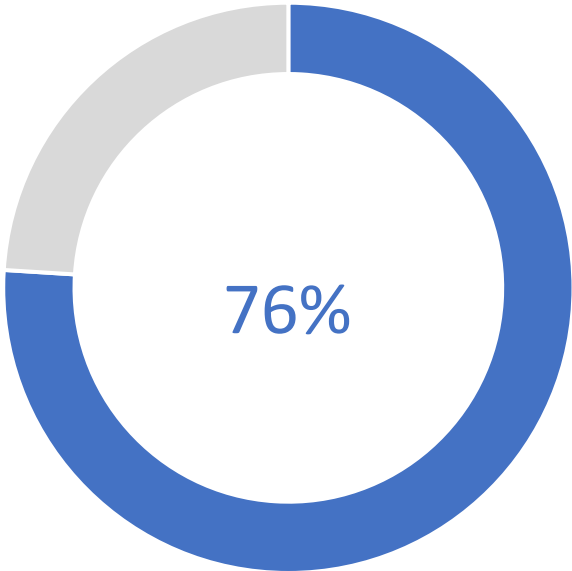
Q: What type of business do you run? (32)



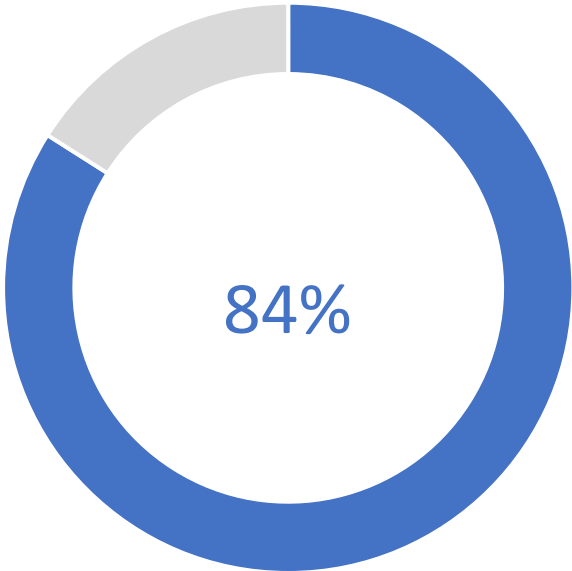
Research Outputs – Current Status

Businesses were operating at just over three quarters (76%) of their usual capacity. Current staff levels accounted for 84% 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

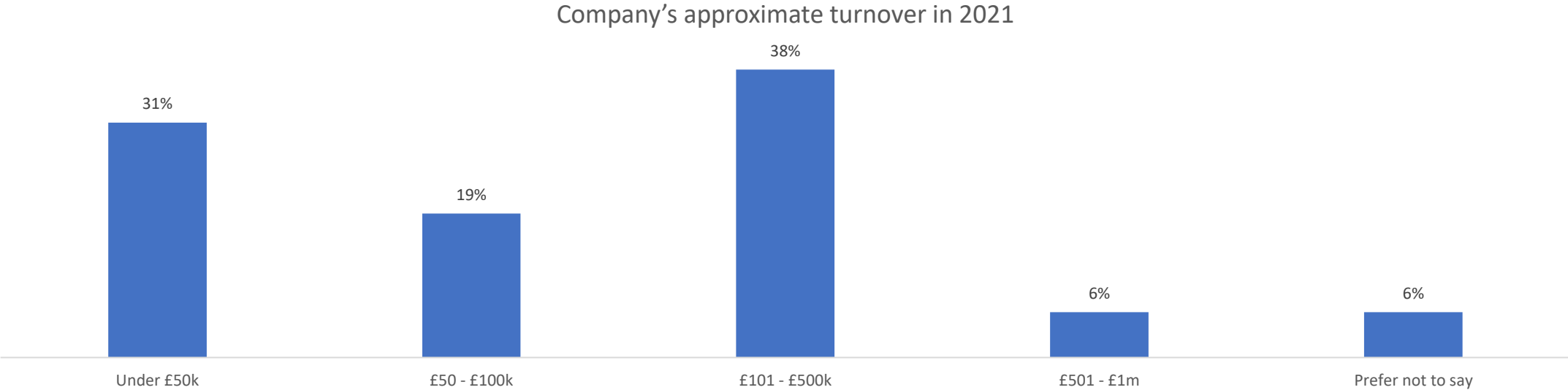


Q: If you are open, approximately what percentage of your usual capacity are you operating at for this time of the year? (32)
Q: Approximately what percentage of your usual staffing levels are you operating at? (32)



Research Outputs – Impact on business turnover

Three in ten (31%) achieved a turnover of under £50k and for a further 19% it was between £50k and £100k. Half (50%) achieved a turnover of over £100k. Of these, 38% made between £101k and £500k and the rest accounts for businesses with turnovers above £500k.



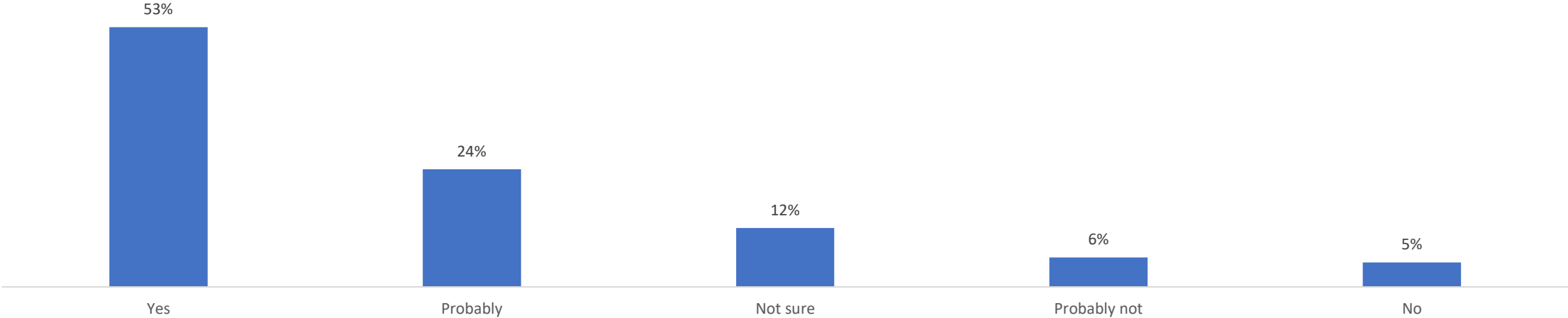
Q: What was your company's approximate turnover for 2021? (30)



Research Outputs – Business Survival

The majority respondents are expecting to survive the next three months. Just over three quarters of businesses (77%) have a positive outlook on their likelihood or surviving the next three months and 12% are still not sure. However, 12% are not sure their business will survive until the start of the main season.

Survive for three months from now in the current situation

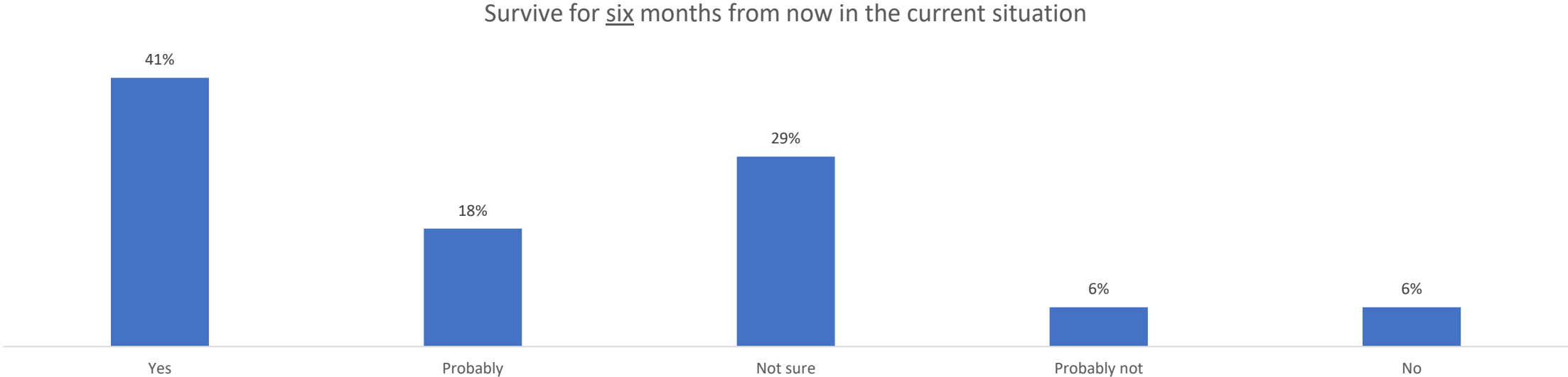


Q: Would your business survive for **three months** from now in the current situation? (31)



Research Outputs – Business Survival

Just under three in five (59%) are confident they will survive for six months in the current situation. Those 'not sure' about their survival after six months account for 29% of the sample. Unfortunately, 12% think they probably won't survive after six months.

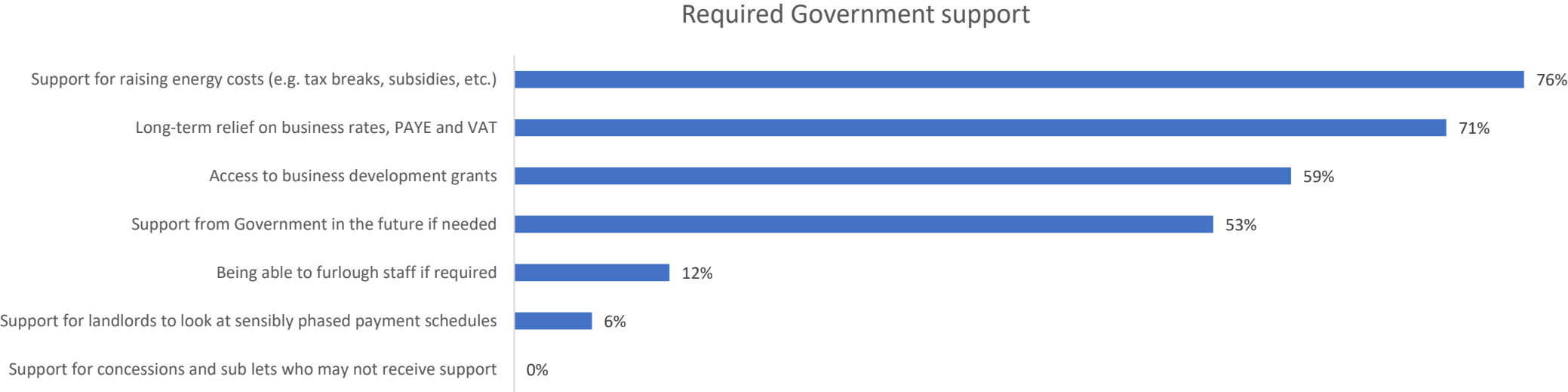


Q: Would your business survive for **six months** from now in the current situation? (31)



Research Outputs – Business Support

Large proportions of businesses are asking for help with raising energy costs (76%) and long-term relief on business rates, PAYE and VAT (71% each). Three in five (59%) would like access to business development grants and just over half (53%) would ask for support from Government in future if needed.

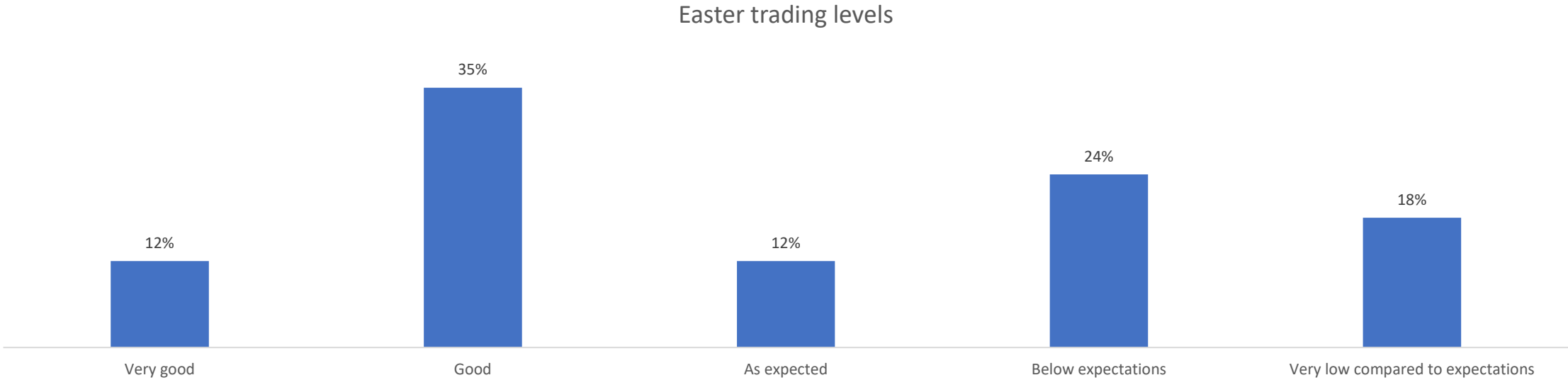


Q: What support from Government would be crucial for your business going forward? (31)



Research Outputs – Advanced bookings for 2022

Almost half of respondents said Easter trading was either good (35%) or very good (12%) and 12% said it was as expected. However, 24% said performance was below expectations and for a further 18%, trading was very low compared to expectations.

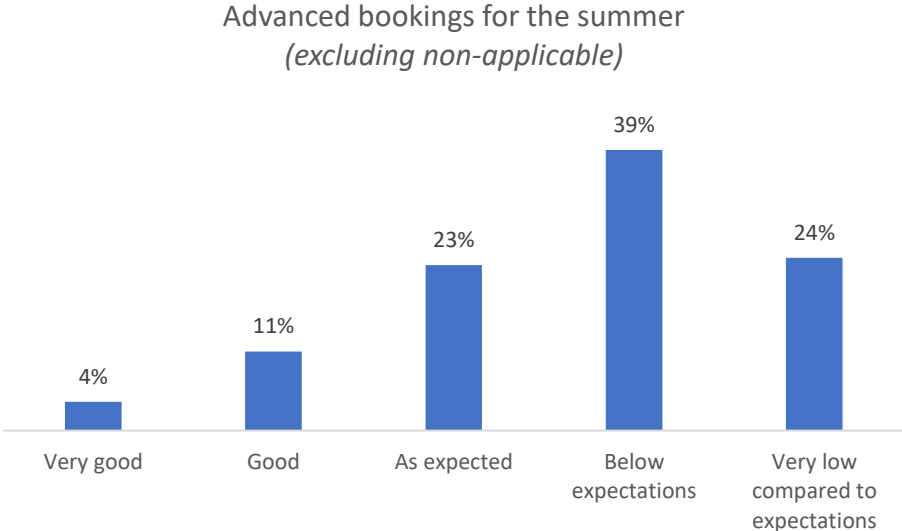
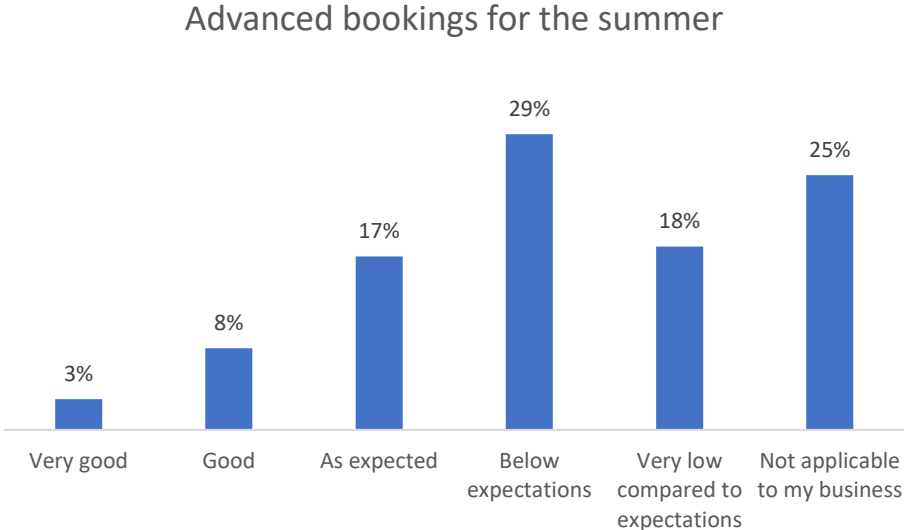


Q: How was Easter trading for your business? (32)



Research Outputs – Advanced bookings for 2022

A quarter (25%) of respondents didn't report on advanced bookings for the summer months (not applicable to their business). When these businesses are removed from the calculations, the results show that 23% 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 39% saying levels are 'below expectations' and 24% are reporting 'very low levels compared to expectations'.



Q: What are your advanced bookings for the summer (if applicable) (32/24)

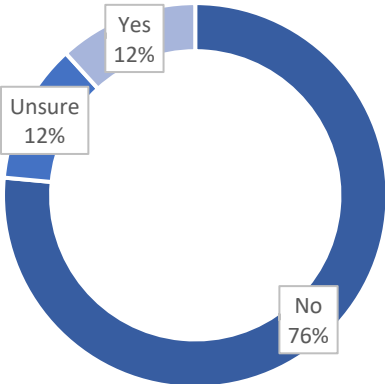


Research Outputs – Advanced bookings for 2022

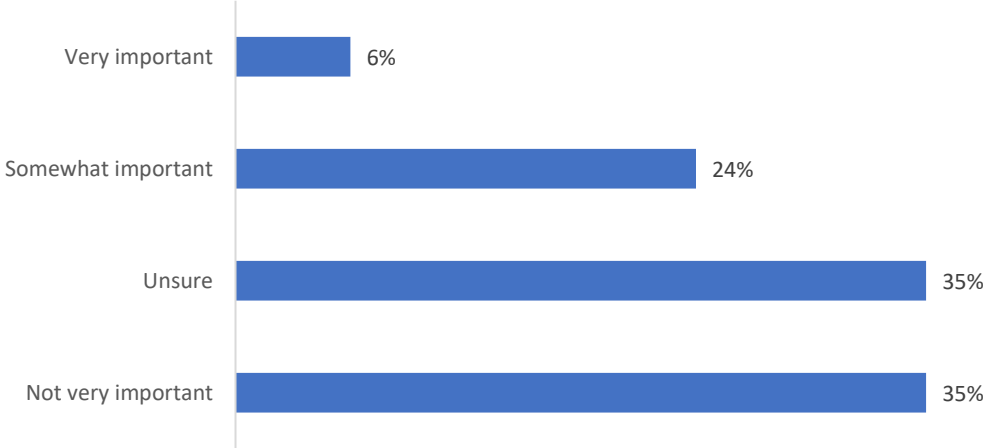
Three quarters of respondents (76%) said they do not have access to Electric Vehicle Charging parking spaces near their premises. The remaining quarter said either they have access to them (12%) or they are unsure about it (12%).

Just under a third thought it is either very important (6%) or somewhat important (24%) to have access to electric charging points near to their business. Just over a third (35%) were unsure about it and a further 35% felt it is not very important to their business performance.

Access to Electric Vehicle Charging parking spaces



Importance of having access to electric charging points

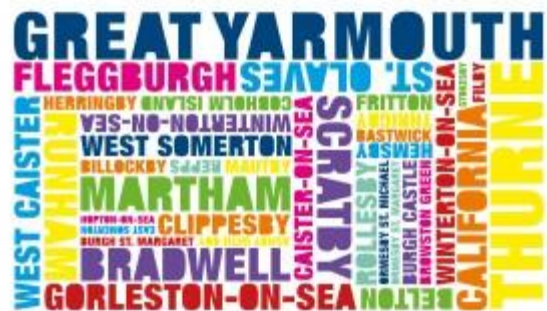


Q: Do you have Electric Vehicle Charging parking spaces available near your business? (30)
Q: How important is, do you think, having electric charging points to your business? (30)





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Produced by:



destinationresearch
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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