

# Covid-19 – Online Tourism Business Survey

Prepared for: Visit Great Yarmouth

August 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.

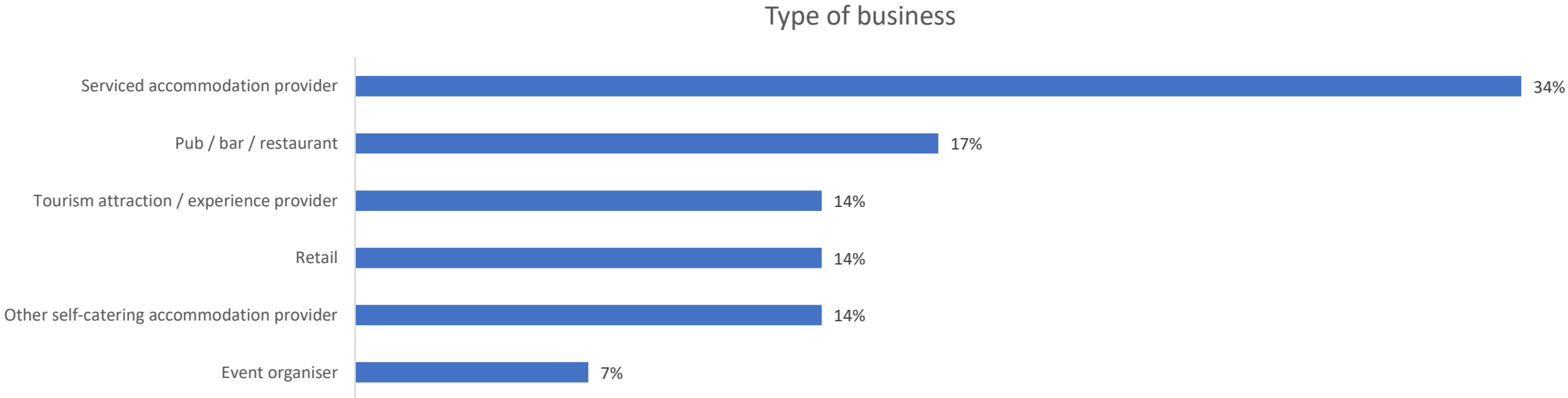
### **Outputs**

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 31 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 48% of all respondents. Of these, serviced accommodation businesses accounted for 34%. Non-service including campsites and cottages accounted for 14%. Catering businesses (pubs, bars and restaurants) accounted for 17% each, tourist attractions and retail 14% each, with event organisers making up the remaining 7% of the sample.



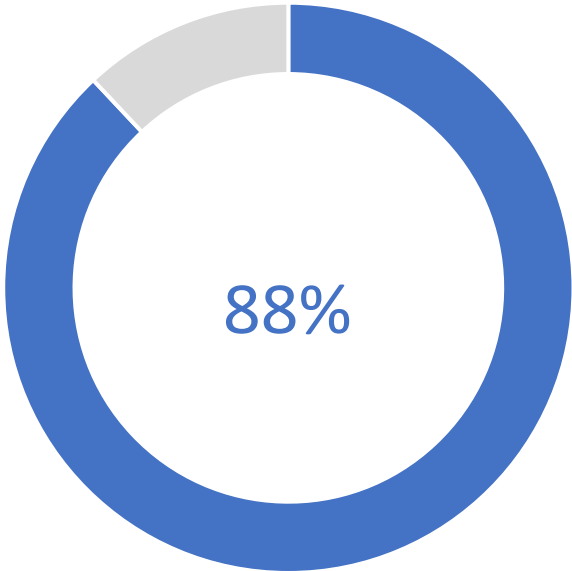
Q: What type of business do you run? (31)



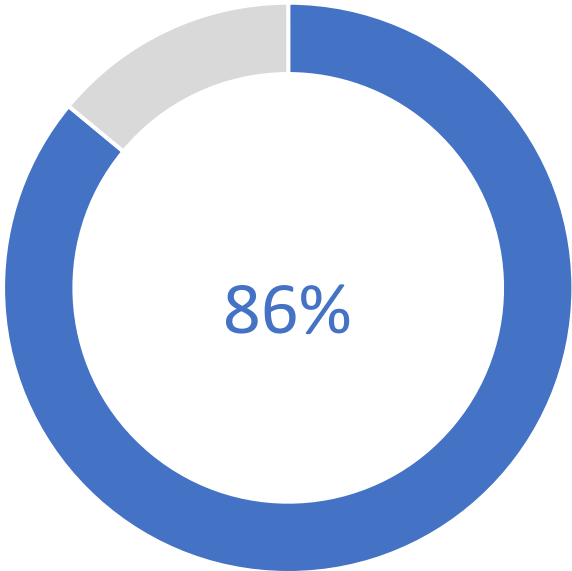
## Research Outputs – Current Status

Businesses were operating at 88% of their usual capacity. Current staff levels accounted for 86% 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

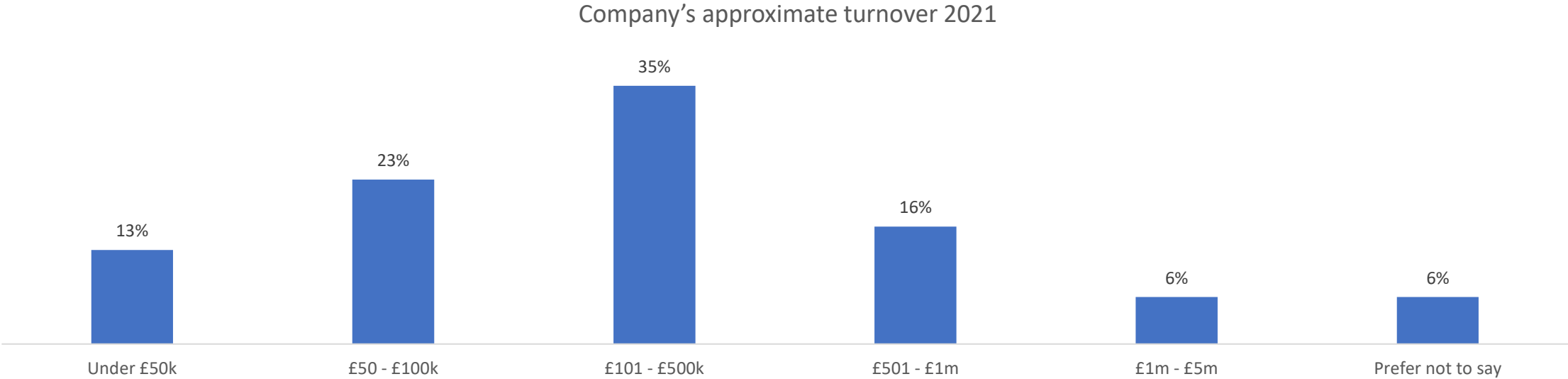


Q: If you are open, approximately what percentage of your usual capacity are you operating at for this time of the year? (31)  
Q: Approximately what percentage of your usual staffing levels are you operating at? (31)



## Research Outputs – Impact on business turnover

Just over a third (36%) achieved a turnover of up to £100k (13% under £50k and for a further 23% it was between £50k and £100k). Almost three in five (57%) achieved a turnover of over £100k. Of these, 35% made between £101k and £500k and the rest accounts for businesses with turnovers above £500k.

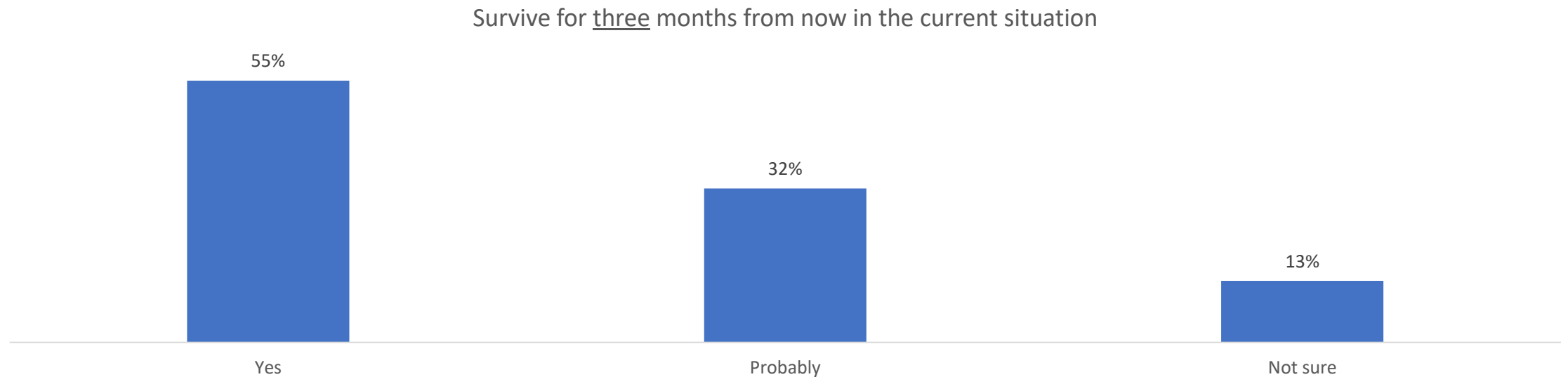


Q: What was your company's approximate turnover for 2021? (30)



## Research Outputs – Business Survival

The majority respondents are expecting to survive the next three months, with 87% having a positive outlook on their likelihood or surviving the next three months and 13% are still not sure.

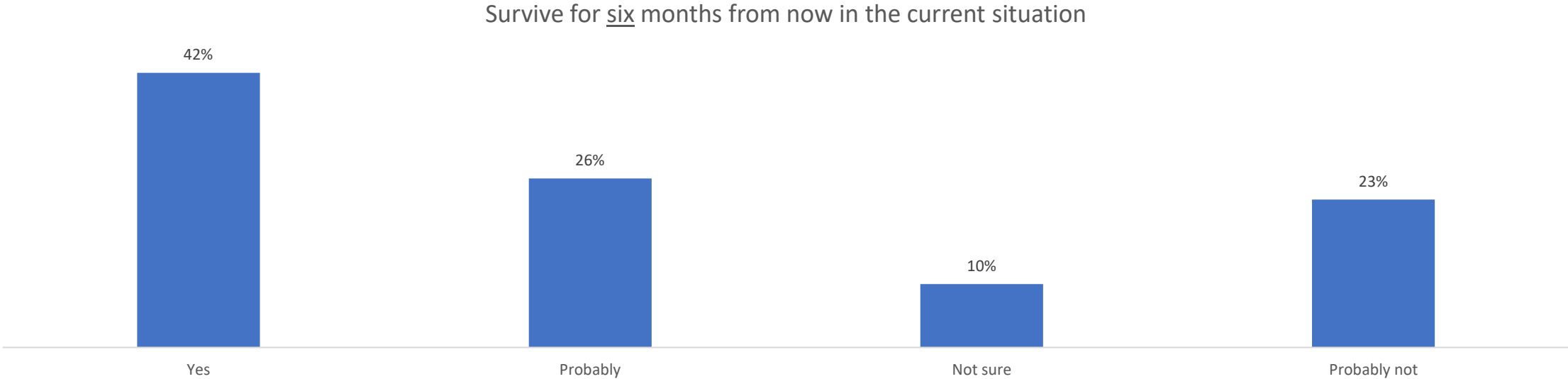


Q: Would your business survive for **three months** from now in the current situation? (30)



## Research Outputs – Business Survival

Just under two thirds (68%) are confident they will survive for six months in the current situation. Those 'not sure' about their survival after six months account for 10% of the sample. Unfortunately, 23% think they probably won't survive after six months.

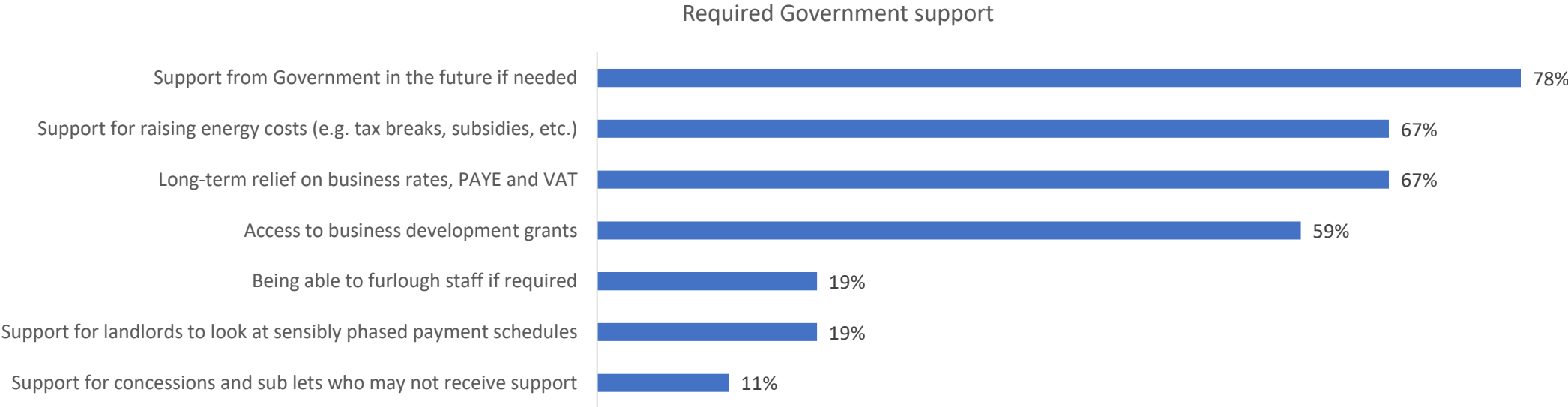


Q: Would your business survive for **six months** from now in the current situation? (30)



## Research Outputs – Business Support

Above all, most respondents (78%) would ask for support from Government in future if needed. Large proportions of businesses are asking for help with raising energy costs (67%) and long-term relief on business rates, PAYE and VAT (71% each). Three in five (59%) would like access to business development grants.



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





## Research Outputs – Advanced bookings for 2022

Just over half of respondents said Easter trading was either good (39%) or very good (13%) and 13% said it was as expected. However, 35% said performance was below expectations.

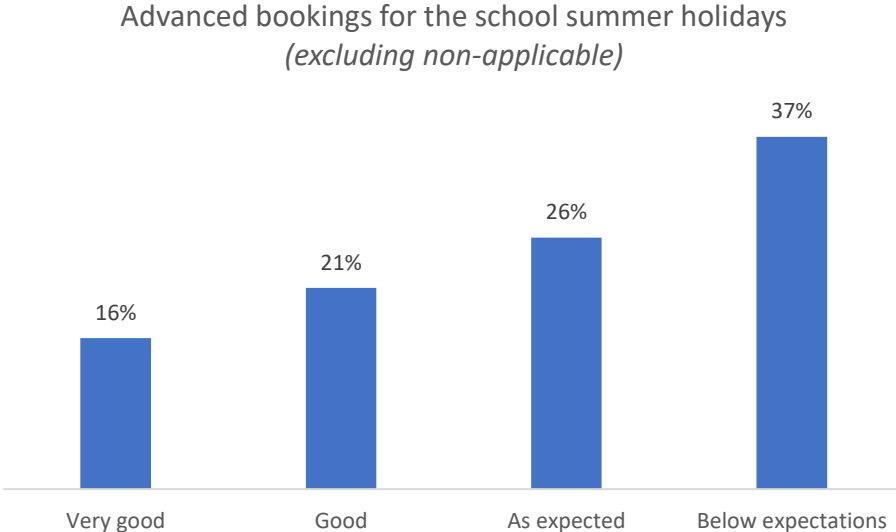
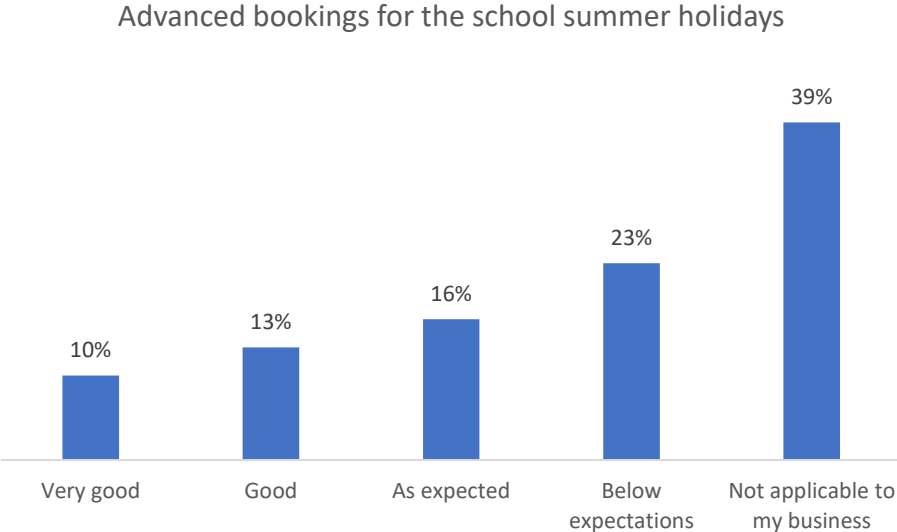


Q: How has trading been so far this year? (31)



## Research Outputs – Advanced bookings for 2022

Two in five (39%) of respondents didn't report on advanced bookings for the summer holidays (not applicable to their business). When these businesses are removed from the calculations, the results show that 26% report advanced booking to be 'as expected'. Almost two in five said advance bookings were good (16%) or very good (21%). However, the vast majority said their level of advance bookings are lower than expected for this time of the year, with 37% saying levels are 'below expectations'.

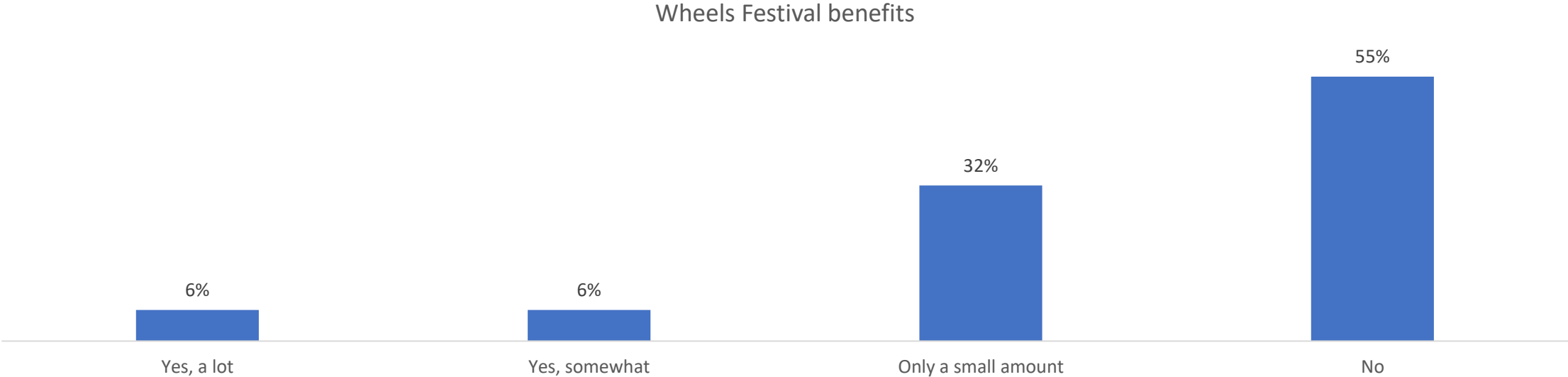


Q: What are your advanced bookings for the summer (if applicable) (30/30)



## Research Outputs – Advanced bookings for 2022

Almost half of respondents benefited from the celebration of the Wheels Festival, even if 'only a small amount' (32%). Small proportions of respondents said they benefited either a lot (6%) or somewhat (6%).



Q: Did the Wheels Festival held on 2nd and 3rd July benefit your business? (28)





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