Covid-19 – Online Tourism Business Survey

Prepared for: Great Yarmouth Tourism and Business Improvement Area

Week 6: 24 April to 30 April

Prepared by:

destinationresearch
delivering results : measuring what matters

On behalf of:

GREATER Yarmouth TOURISM & BUSINESS IMPROVEMENT AREA

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 weekly 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

A weekly report will be produced reflecting 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 economic impact assessment of the COVID-19 on the local economy in the context of the latest Cambridge Model results. This report includes responses from 20 March to 9 April, 2020. The report includes a breakdown of responses by week (week 1: 20 to 26 March, week 2: 27 March – 2 April, week 3: 3 April – 9 April, week 4: 10 April – 16 April and week 5: 17). The sample size is 491 responses (163 responses in week 1; 81 responses in week 2, 71 responses in week 3, 88 responses in week 4; 88 responses in week 5; and 95 responses in week 6).

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).

Report for period between 24 April and 30 April 2020 - Key developments:

Wednesday 29 April

Further information on the Bounce Back Loan scheme - The Bounce Back Loan scheme will help small and medium-sized businesses to borrow between £2,000 and £50,000. The government will guarantee 100% of the loan and there won't be any fees or interest to pay for the first 12 months.

Monday 27 April

New Bounce Back Loans scheme for small businesses announced.

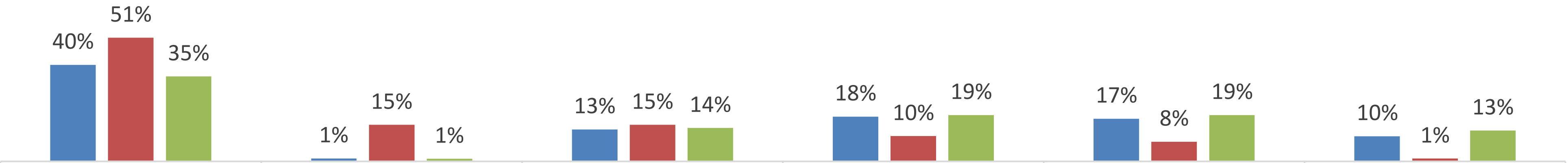
Financial Conduct Authority (FCA) guidance on insurance - The FCA has set up the Financial Ombudsman Service (FOS) - an independent body to provide arbitration for insurance claims of smaller businesses

Research Outputs – Business Profile

During week 6 (24 - 30 April) there was an decrease in the number of accommodation providers taking part in the survey. The proportion of pubs / bars / restaurants, retail outlets and attractions increased slightly. The proportion of event organisers decreased to levels in line with the overall sample since the survey started.

‘Other’ businesses include laundry services, estate agents, barbers / hair dressers and other types of food provision (fish and chip shop, Ice-cream parlours and food takeaways)

Type of business



	Accommodation provider	Event organiser	Other	Pub / bar / restaurant	Retail	Tourism attraction / experience provider
Grand Total	40%	1%	13%	18%	17%	10%
17 April to 23 April	51%	15%	15%	10%	8%	1%
24 April to 30 April	35%	1%	14%	19%	19%	13%

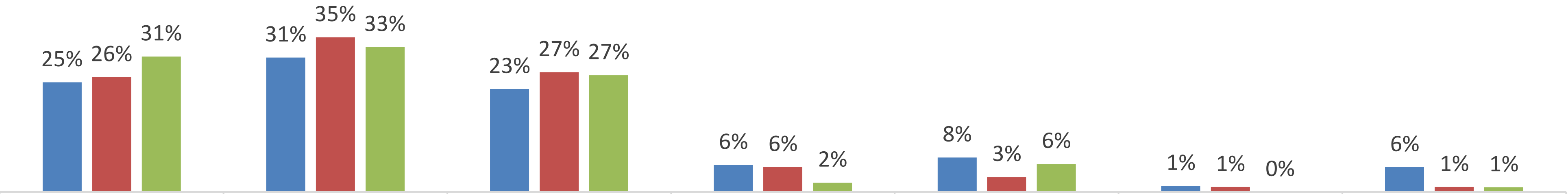
Grand Total ■ 17 April to 23 April ■ 24 April to 30 April

Q: What type of business do you run?

Research Outputs – Business Profile

Businesses with turnover up to £100k make up about two thirds of the sample (64% combined). A further 27% are businesses with turnover of between £101k and £500k. Larger businesses, with turnover over £500k account for the remaining 9%. These results show an increase in the level of participation by SMEs since the start of the tracker survey six weeks ago.

Company's approximate turnover last year



	Under £50k	£50 - £100k	£101 - £500k	£501 - £1m	£1m - £5m	Over £5m	Prefer not to say
Grand Total	25%	31%	23%	6%	8%	1%	6%
17 April to 23 April	26%	35%	27%	6%	3%	1%	1%
24 April to 30 April	31%	33%	27%	2%	6%	0%	1%

Grand Total | 17 April to 23 April | 24 April to 30 April

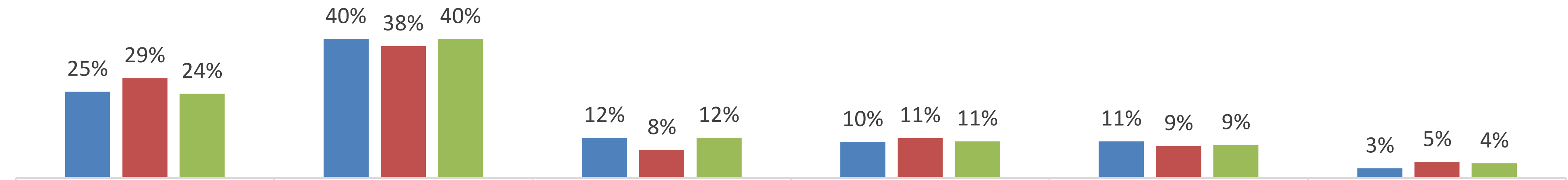
Q: What was your company's approximate turnover last year?

Research Outputs – Staff and employment changes

We report very little week-on-week changes in the number of staff employed prior to Covid-19. During week 6 there has been a slight increase in the proportion of businesses employing between 1 and 5 members of staff (40% from 38% in week 5) and those employing between 6-10 (12% from 8% in week 5) .

There has been an decrease in the proportion of businesses that did not employ anyone before the start of the Covid 19 crisis (24% up from 29% in week 5 with the remaining groups unchanged since last week.

Staff employed or expected to employ before Covid 19



	0	1-5	6-10	11-24	25-50	Over 50
Grand Total	25%	40%	12%	10%	11%	3%
17 April to 23 April	29%	38%	8%	11%	9%	5%
24 April to 30 April	24%	40%	12%	11%	9%	4%

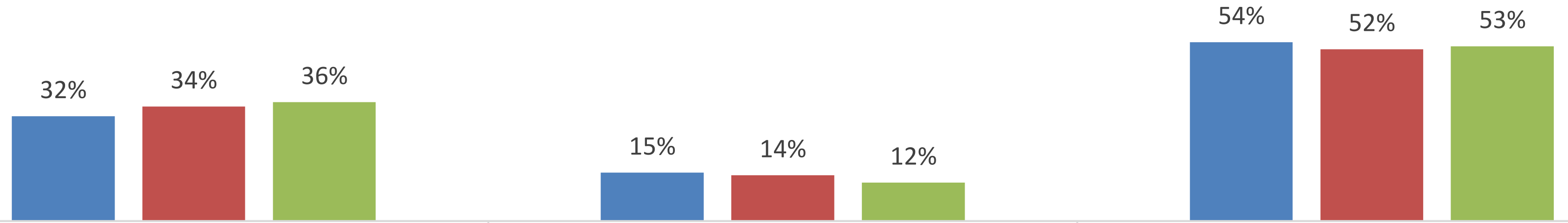
Grand Total   17 April to 23 April   24 April to 30 April

Q: How many staff did you employ or expected to employ before the start of the Covid 19 crisis?

Research Outputs – Staff and employment changes

Again, very little week-on-week changes in the proportion of businesses decreasing their staff numbers. This week there was a one point increase since week 5 (53% form 54%). Similarly, the proportion that are planning to do it soon has also decreased, with 12% saying they have not decreased their staff 'yet' (compared to 14% in week 5).

Decrease in staff numbers because of Covid 19



	No	Not yet	Yes
Grand Total	32%	15%	54%
17 April to 23 April	34%	14%	52%
24 April to 30 April	36%	12%	53%

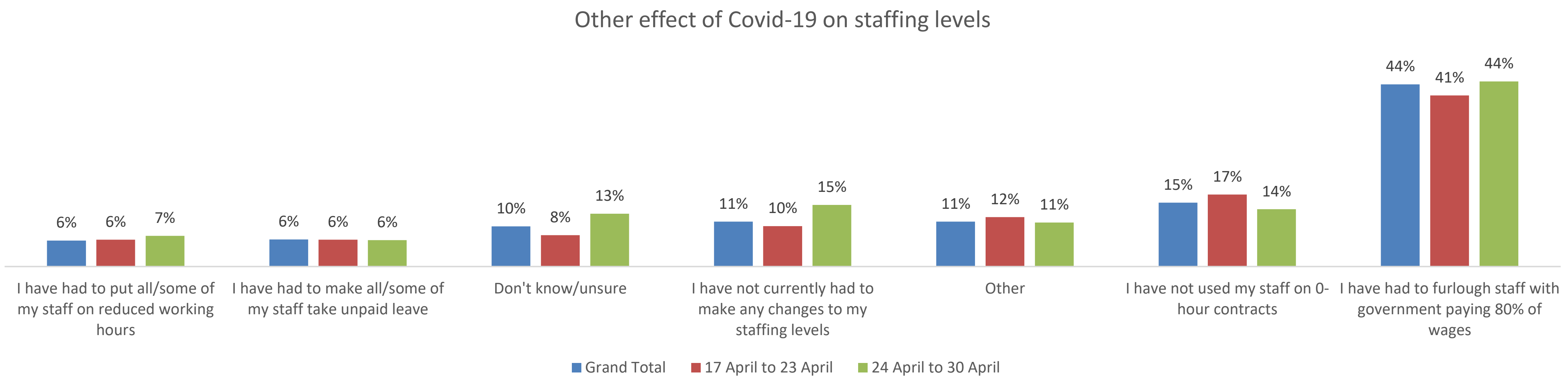
Grand Total 17 April to 23 April 24 April to 30 April

Q: Have you had to decrease you staff because of Covid 19?

Research Outputs – Staff and employment changes

Just over two in five (44%) said they had had to furlough staff with government paying 80% of wages, up from 41% in week 5. There was a slight decrease in the proportion that said they had not used their staff on 0-hour contracts (14% up from 17% in week 5).

Businesses that have not currently had to make any changes to their staffing levels has increased to 15% from 10% in week 5.

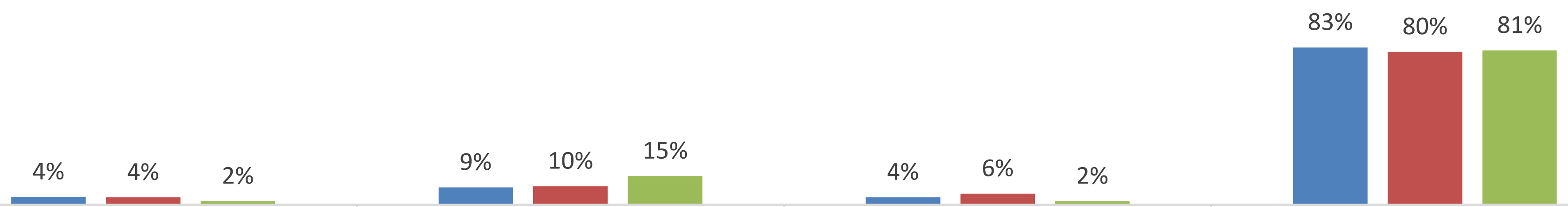


Q: What other effect has Covid-19 had on your staffing levels to date?

Research Outputs – Impact on bookings and turnover

There was a slight change (upwards) in proportion of businesses that reported changes to existing bookings/sales because of Covid 19 such as changes to dates or other details but not outright cancellations of bookings. The results show that this proportion was 81% in week 6, up one percentage point since last week.

Changes to existing bookings/sales because of Covid 19



	No	Not applicable	Too early to tell	Yes
Grand Total	4%	9%	4%	83%
17 April to 23 April	4%	10%	6%	80%
24 April to 30 April	2%	15%	2%	81%

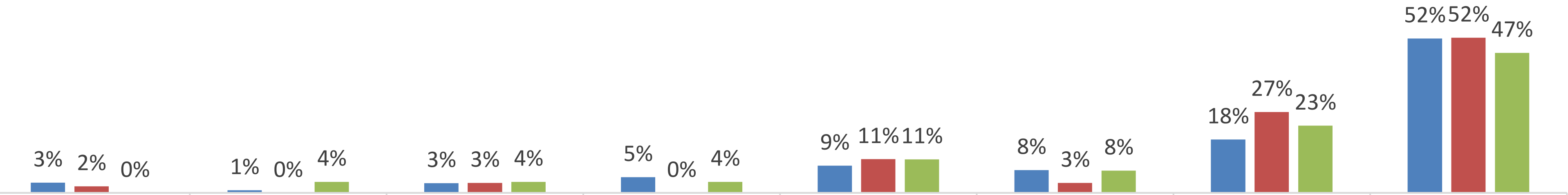
Grand Total   17 April to 23 April   24 April to 30 April

Q: Have there been any changes to existing bookings/sales because of Covid 19?
Changes to dates or other details but not outright cancellations of bookings

Research Outputs – Impact on bookings and turnover

Covid-19 is having significant impacts on the local tourism industry. Just under half of businesses are reporting closures (47% this week compared 52% in week 5). It should be taken into account that the UK Government forced accommodation providers and other tourism and leisure related businesses to temporarily close their doors. The continued drop in the proportion of businesses that report closures may be influenced by the fact that some businesses have been closed for a number of weeks now and may have decided not to take part in the tracker survey anymore.

Percentage of trade lost to date



	Up to 5%	5% -10%	10% -20%	20% - 40%	40% - 60%	60% - 80%	Over 80%	We have closed
Grand Total	3%	1%	3%	5%	9%	8%	18%	52%
17 April to 23 April	2%	0%	3%	0%	11%	3%	27%	52%
24 April to 30 April	0%	4%	4%	4%	11%	8%	23%	47%

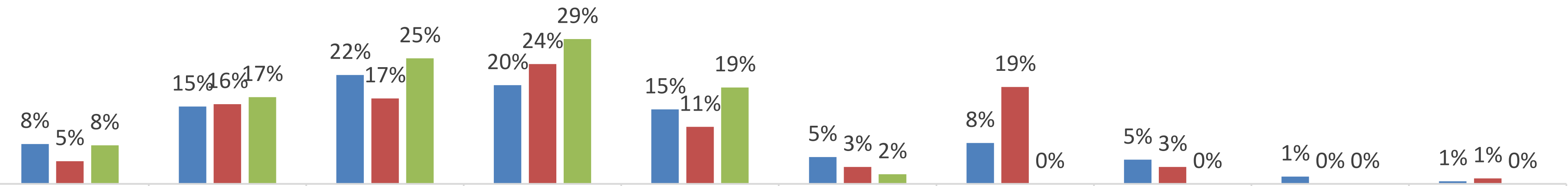
Grand Total 17 April to 23 April 24 April to 30 April

Q: If your trade has decreased what percentage of trade would you say you have lost to date?

Research Outputs – Impact on bookings and turnover

The proportion of participants reporting losses of up to £25k has increase to 50% of the sample. Furthermore, those reporting losses of between £25k and £50k account for a further 29% of all businesses talking part in the survey. Again, these results highlight the significant impacts that Covid-19 is having on the local tourism industry.

How much could this mean in terms of lost turnover?



	Up to £5k	£5k - £10k	£10k - £25k	£25k - £50k	£50k - £100k	100k - £250k	£250k - £500k	£500k - £1m	£1m - £5m	Over £5m
Grand Total	8%	15%	22%	20%	15%	5%	8%	5%	1%	1%
17 April to 23 April	5%	16%	17%	24%	11%	3%	19%	3%	0%	1%
24 April to 30 April	8%	17%	25%	29%	19%	2%	0%	0%	0%	0%

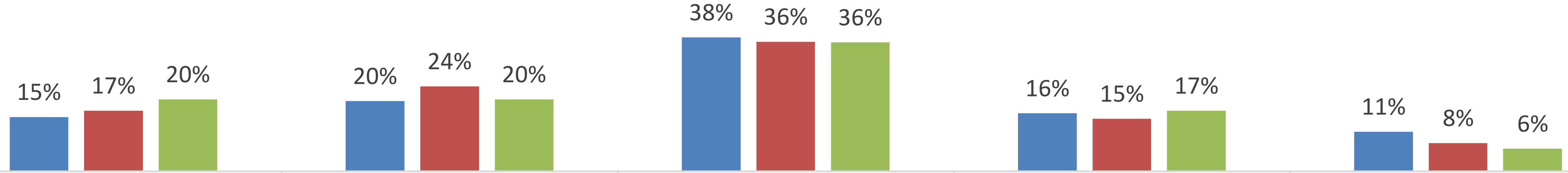
Grand Total 17 April to 23 April 24 April to 30 April

Q: Approximately how much could this mean in terms of lost turnover?

Research Outputs – Business Survival

There continues to be an increase in those who believe their business will survive the next three months (40% said ‘yes’ or ‘probably yes’, compared to 35% since the start of the tracker survey six weeks ago). Levels of uncertainty were relatively unchanged week-on-week. The proportion of those that said ‘No’ or ‘probably no’ remain unchanged although there’s a slight increase in the proportion who say ‘probably not’.

Business survival after THREE months in the current situation?



	Yes	Probably yes	Not sure	Probably not	No
Grand Total	15%	20%	38%	16%	11%
17 April to 23 April	17%	24%	36%	15%	8%
24 April to 30 April	20%	20%	36%	17%	6%

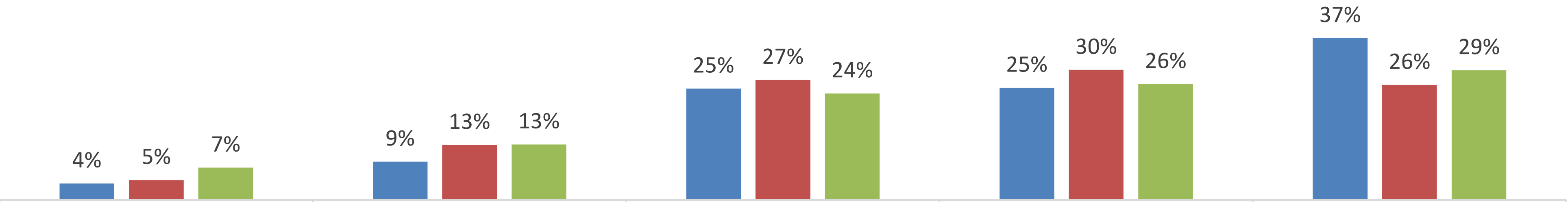
Grand Total   17 April to 23 April   24 April to 30 April

Q: Would your business survive for three months in the current situation?

Research Outputs – Business Survival

Similarly, there's a slight decrease in the proportion predicting that their business probably won't survive for SIX months in the current situation (55% said 'no' or 'probably not' in week 6, compared to 56% in week 5) albeit with more weighting given to the outright 'no' (29% compared to 26% in week 5). Overall, this week's results are more positive than the average for the six weeks since the start of the tracker. This could imply that although there continues to be a lot of uncertainty about longer term business continuity, the Government support may be generating some degree of optimism about mid-term business survival.

Business survival after SIX months in the current situation?



	Yes	Probably yes	Not sure	Probably not	No
Grand Total	4%	9%	25%	25%	37%
17 April to 23 April	5%	13%	27%	30%	26%
24 April to 30 April	7%	13%	24%	26%	29%

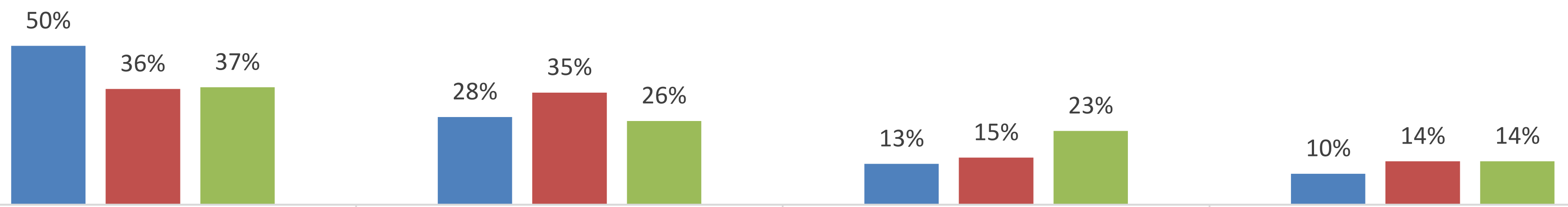
Grand Total 17 April to 23 April 24 April to 30 April

Q: Would your business survive for six months in the current situation?

Research Outputs – Business Recovery

This weeks results show a marked change in the perception as to how long it will take to get back to business as usual. Just over a third (37%) believe that if Covid 19 were to end today, it would take them between 1 and 3 months to get back to business as usual. However, 23% expect recovery to take up to 12 months and a further 14% believe it will take more than 12 months to fully recover. Overall, there appears to be an increasing feeling that recovery will not take place until the 2021 season.

If Covid 19 were to end today, how long before your get back to business as usual?



	1 to 3 months	3 to 6 months	6 to 12 months	More than 12 months
Grand Total	50%	28%	13%	10%
17 April to 23 April	36%	35%	15%	14%
24 April to 30 April	37%	26%	23%	14%

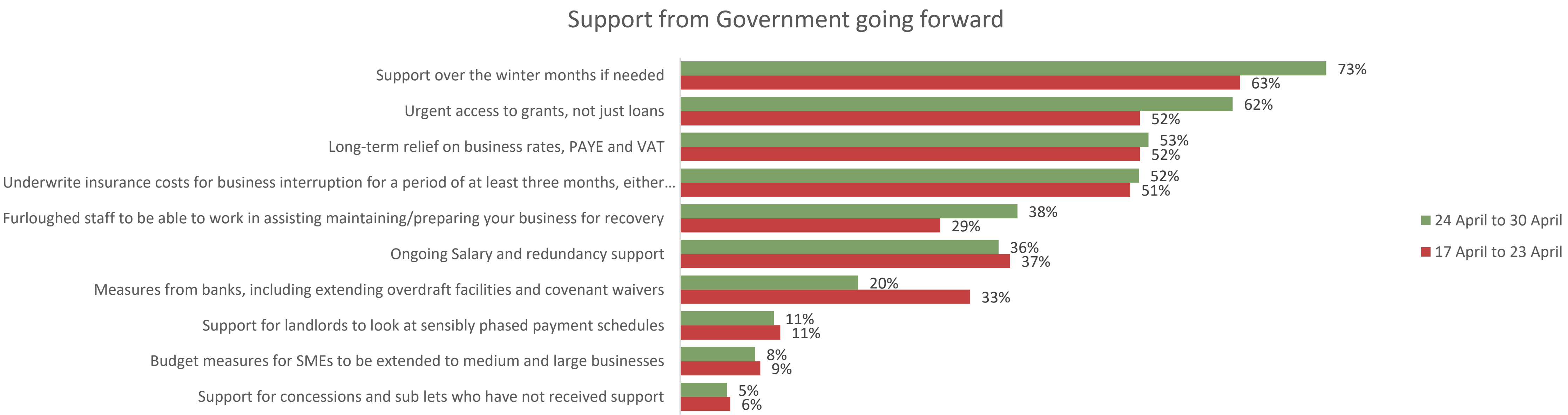
Grand Total   17 April to 23 April   24 April to 30 April

Q: Finally, If Covid 19 were to end today, how long would you estimate it would take for your company to get back to business as usual?

Research Outputs – Business Support

Following on from the previous chart, increasing numbers of businesses (73%) are starting to think about needing support from government over the winter months. There was also in increase of ten percentage points (62% from 52% in week 5) in the proportion needing urgent access to grants, not just loans.

The other significant change since week 5 is the increase in the proportion asking for more flexibility with furloughed staff by allowing them to work in assisting with business recovery tasks.



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

Research Outputs – Further opinions

At the end of the survey businesses were asked if they had any other comments they would like to raise. This week the survey asked businesses to specify about major challenges short term and long term. A summary of comments / key themes is below:

Shorter term

Easier access to loans

Insurance payments

Business rent holidays

Employees being allowed to carry out some work during furlough

Longer term

Financial help over winter months

End of confinement and some positive news and outlook – some references to Sweden's approach to (lack of) lock down.

Logistics over social distancing

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