Covid-19 – Online Tourism Business Survey

Prepared for: Great Yarmouth Tourism and Business Improvement Area

Week 9: 25 May to 31 May

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 11 April to 18 April, 2020. The report includes a breakdown of responses by week as well as an average of all responses to date. The sample size is 858 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; 95 responses in week 6; 103 responses in week 7, 73 responses in week 8 and 96 in week 9.

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 11 May and 18 May 2020 - Key developments:

Friday 29 May

Self-Employment Income Support Scheme - The Self-Employment Income Support Scheme will be extended, with eligible individuals able to claim a second and final grant in August.

Thursday 28 May

Coronavirus Job Retention Scheme - From 1 July 2020, businesses will be given the flexibility to bring previously furloughed employees back part time.

Wednesday 27 May

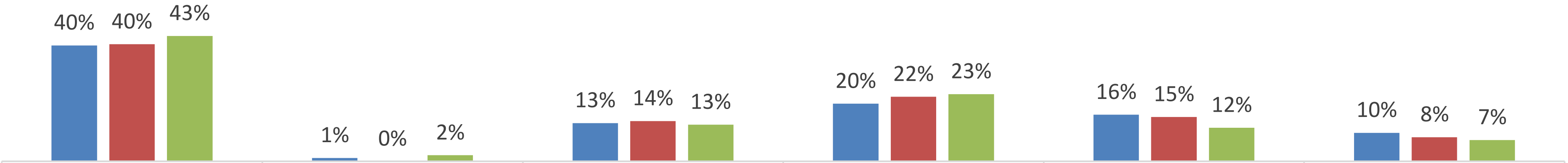
Guidance on the NHS test and trace service for employers, businesses and workers has been published. The test and trace service launched across England

Research Outputs – Business Profile

During week 9 there was a marginal increase in the number of accommodation providers taking part in the survey. The proportion of pubs / bars / restaurants increased by one percentage point, whereas retail outlets decreased by three points to 12%.

'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



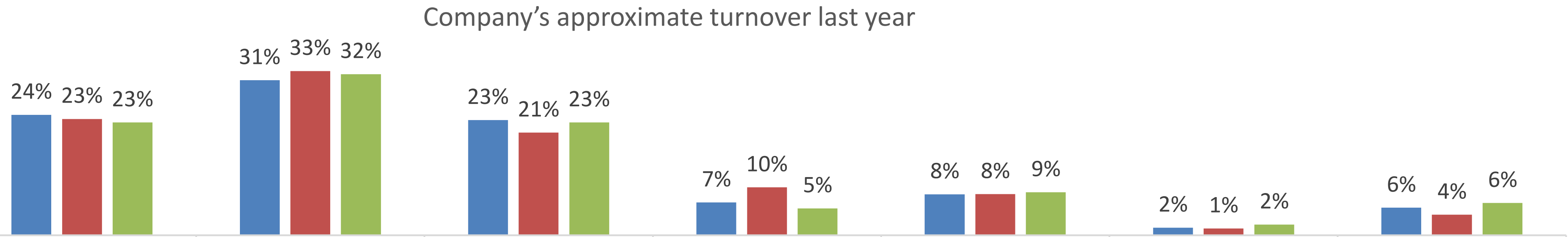
	Accommodation provider	Event organiser	Other	Pub / bar / restaurant	Retail	Tourism attraction / experience provider
Grand Total	40%	1%	13%	20%	16%	10%
11 May 18 May	40%	0%	14%	22%	15%	8%
25 May 31 May	43%	2%	13%	23%	12%	7%

Grand Total ■ 11 May 18 May ■ 25 May 31 May

Q: What type of business do you run? (96)

Research Outputs – Business Profile

Businesses with turnover up to £100k make up just over half of the sample (55% combined). A further 23% are businesses with turnover of between £101k and £500k. Larger businesses, with turnover over £500k account for the remaining 16%, similar to last week. Overall, just over three quarters of all responses have been from SMEs, a consistent trend sine the start of the survey 9 weeks ago.



	Under £50k	£50 - £100k	£101 - £500k	£501 - £1m	£1m - £5m	Over £5m	Prefer not to say
Grand Total	24%	31%	23%	7%	8%	2%	6%
11 May 18 May	23%	33%	21%	10%	8%	1%	4%
25 May 31 May	23%	32%	23%	5%	9%	2%	6%

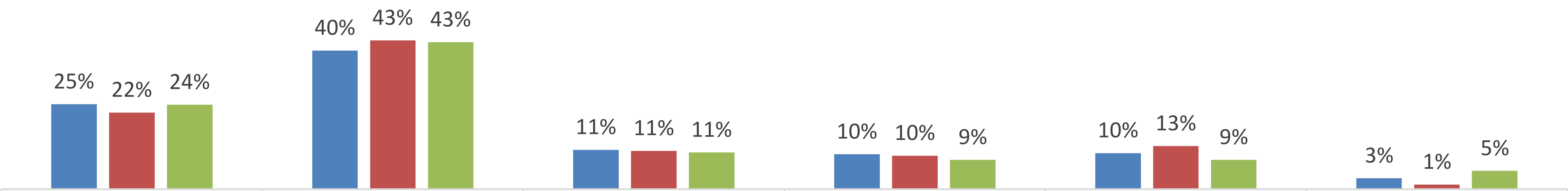
Grand Total 11 May 18 May 25 May 31 May

Q: What was your company's approximate turnover last year? (96)

Research Outputs – Staff and employment changes

This week there has been a very limited change is the size of businesses taking part in the survey. The number of respondents employing between 1 and 5 members of staff was unchanged on week 8 (43%) with all the other groups showing marginal changes week-on-week, except for larger businesses (those employing over 50 staff), showing a 4pc increase to 5% of the total sample.

Staff employed or expected to employ before Covid 19



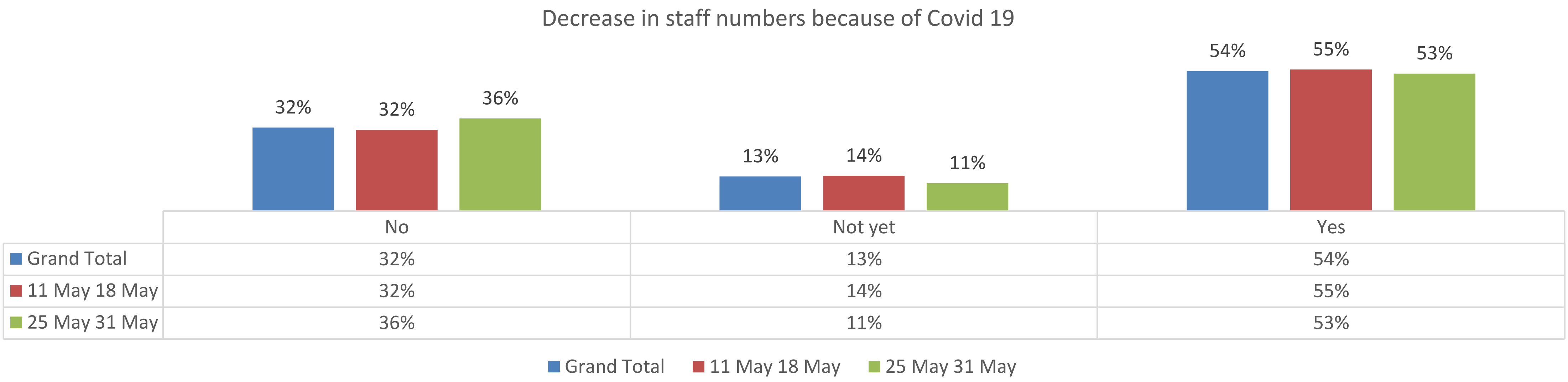
	0	1-5	6-10	11-24	25-50	Over 50
Grand Total	25%	40%	11%	10%	10%	3%
11 May 18 May	22%	43%	11%	10%	13%	1%
25 May 31 May	24%	43%	11%	9%	9%	5%

Grand Total   11 May 18 May   25 May 31 May

Q: How many staff did you employ or expected to employ before the start of the Covid 19 crisis? (96)

Research Outputs – Staff and employment changes

There was little week-on-week variation in the proportion of businesses decreasing their staff numbers. This week there was a one point decrease since week 8 (53% form 55%). The proportion that are planning to do it soon has decreased, with 11% saying they have not decreased their staff ‘yet’ (compared to 14% in week 8).



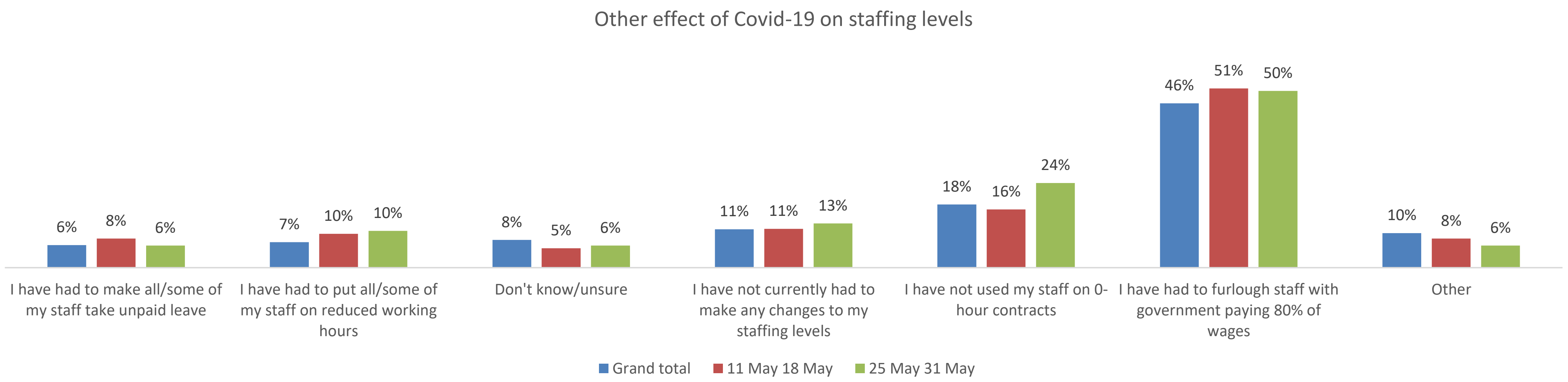
	No	Not yet	Yes
Grand Total	32%	13%	54%
11 May 18 May	32%	14%	55%
25 May 31 May	36%	11%	53%

Q: Have you had to decrease you staff because of Covid 19? (96)

Research Outputs – Staff and employment changes

Half (50%) said they had had to furlough staff with government paying 80% of wages, down from 51% since this question was asked last week. There was an increase in the proportion that said they had not used their staff on 0-hour contracts (24% up from 16% in week 8).

Businesses that have not currently had to make any changes to their staffing levels remains relatively unchanged at 13%, two percentage points up on last week but in line with the overall average.

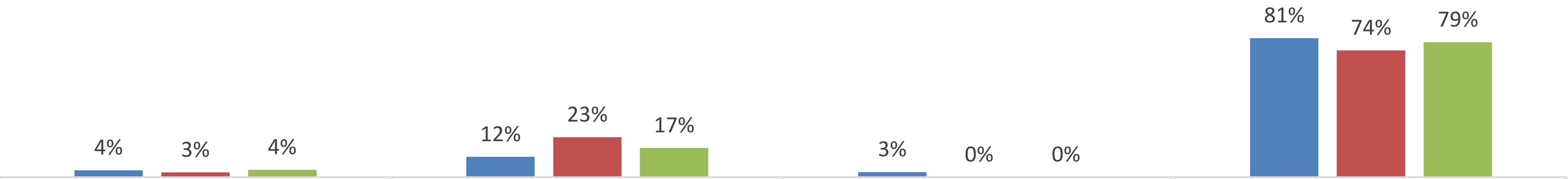


Q: What other effect has Covid-19 had on your staffing levels to date? (96)

Research Outputs – Impact on bookings and turnover

The proportion of businesses that reported changes to existing bookings/sales because of Covid 19 was up five points since week 8 to 79%. Note that there's a significant increase in the proportion who deem the question not applicable to their business model. This may be due partly to the increase in the proportion of retailers making up the weekly sample.

Changes to existing bookings/sales because of Covid 19



	No	Not applicable	Too early to tell	Yes
Grand Total	4%	12%	3%	81%
11 May 18 May	3%	23%	0%	74%
25 May 31 May	4%	17%	0%	79%

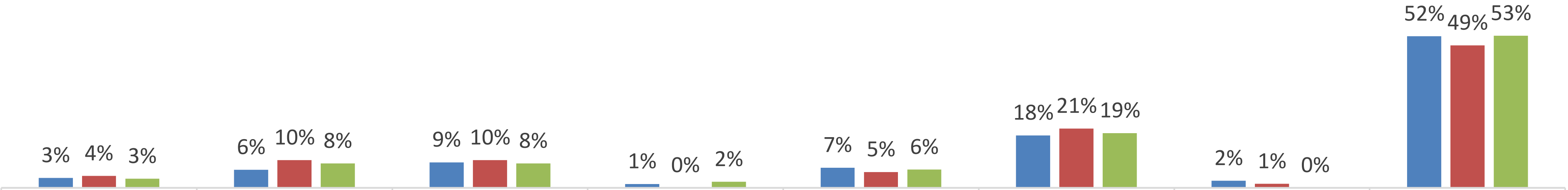
Grand Total 11 May 18 May 25 May 31 May

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 (95)

Research Outputs – Impact on bookings and turnover

Covid-19 is having significant impacts on the local tourism industry. Just over half of businesses are reporting closures (53% this week compared 49% in week 8). 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



	10% -20%	20% - 40%	40% - 60%	5% -10%	60% - 80%	Over 80%	Up to 5%	We have closed
Grand Total	3%	6%	9%	1%	7%	18%	2%	52%
11 May 18 May	4%	10%	10%	0%	5%	21%	1%	49%
25 May 31 May	3%	8%	8%	2%	6%	19%	0%	53%

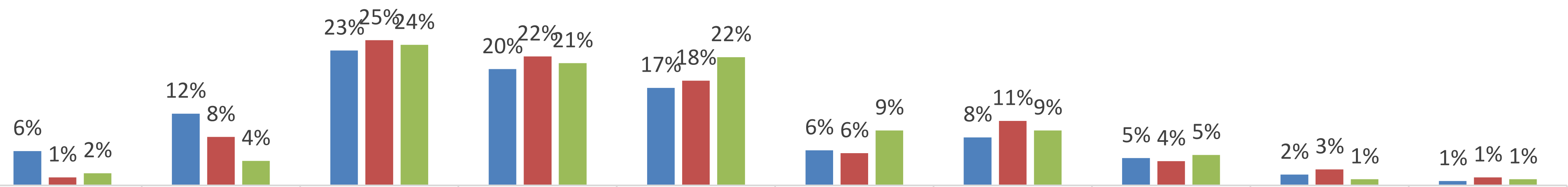
Grand Total | 11 May 18 May | 25 May 31 May

Q: If your trade has decreased what percentage of trade would you say you have lost to date? (95)

Research Outputs – Impact on bookings and turnover

Looking at the differences between this week's results and the 9-week period we notice a significant decrease in the proportion of businesses reporting losses up to £10k, from 18% for the 8-week period to only 6% this week. Conversely, the bracket £10k to £100k in lost turnover accounts for 60% for the 9-week period but 67% this week. This would demonstrate that businesses are suffering increased losses, probably due to ongoing fixed costs not covered in the Government aid schemes.

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	6%	12%	23%	20%	17%	6%	8%	5%	2%	1%
11 May 18 May	1%	8%	25%	22%	18%	6%	11%	4%	3%	1%
25 May 31 May	2%	4%	24%	21%	22%	9%	9%	5%	1%	1%

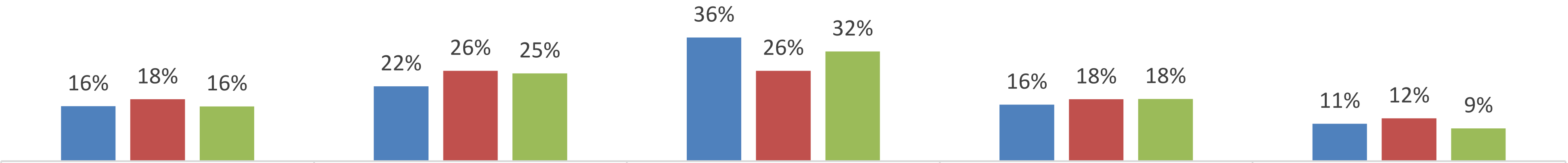
Grand Total   11 May 18 May   25 May 31 May

Q: Approximately how much could this mean in terms of lost turnover? (96)

Research Outputs – Business Survival

Businesses are showing more clarity as to whether they think they will still be in business three months from now. Results are slightly better than last week, with 41% having a positive outlook and 27% not expecting to survive longer than three months. However about a third are still not sure.

Business survival after THREE months in the current situation?



	Yes	Probably Yes	Not Sure	Probably Not	No
Grand Total	16%	22%	36%	16%	11%
11 May 18 May	18%	26%	26%	18%	12%
25 May 31 May	16%	25%	32%	18%	9%

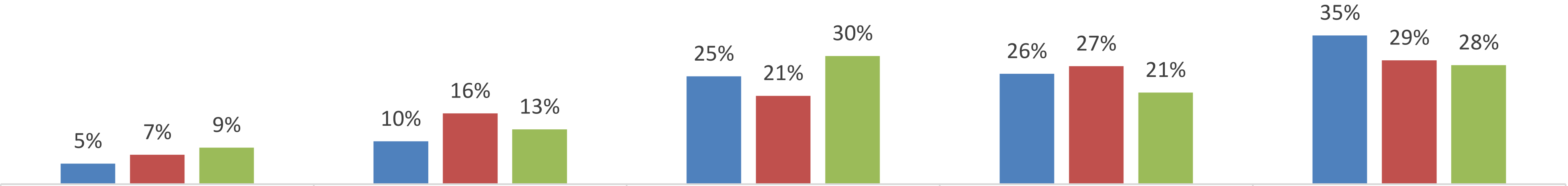
Grand Total   11 May 18 May   25 May 31 May

Q: Would your business survive for three months in the current situation? (95)

Research Outputs – Business Survival

Similarly, those uncertain about their survival after six months account for only 21% of the sample. About a quarter (22%) are confident they will survive for six month in the current situation but over half (49%) think they probably won’t survive – below the 61% average for the eight-week period.

Business survival after SIX months in the current situation?



	Yes	Probably Yes	Not Sure	Probably Not	No
Grand Total	5%	10%	25%	26%	35%
11 May 18 May	7%	16%	21%	27%	29%
25 May 31 May	9%	13%	30%	21%	28%

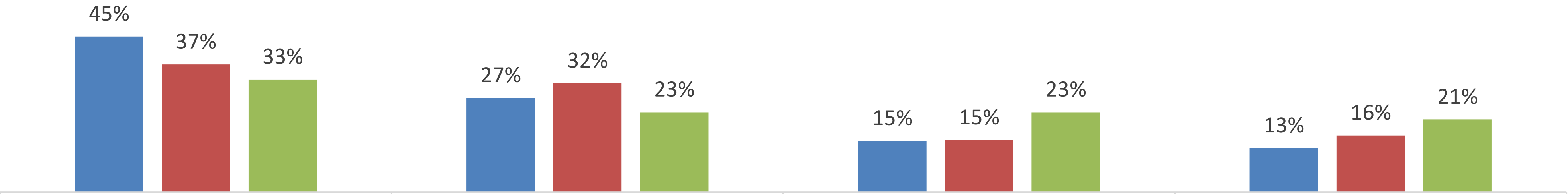
Grand Total 11 May 18 May 25 May 31 May

Q: Would your business survive for six months in the current situation? (96)

Research Outputs – Business Recovery

This weeks results build on the marked change in the perception as to how long it will take to get back to business as usual. Over half (56%) believe that if Covid 19 were to end today, it would take them up to six months to get back to business as usual. However, about a quarter (23%) expect recovery to take up to 12 months and a further 21% believe it will take more than 12 months to fully recover.

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



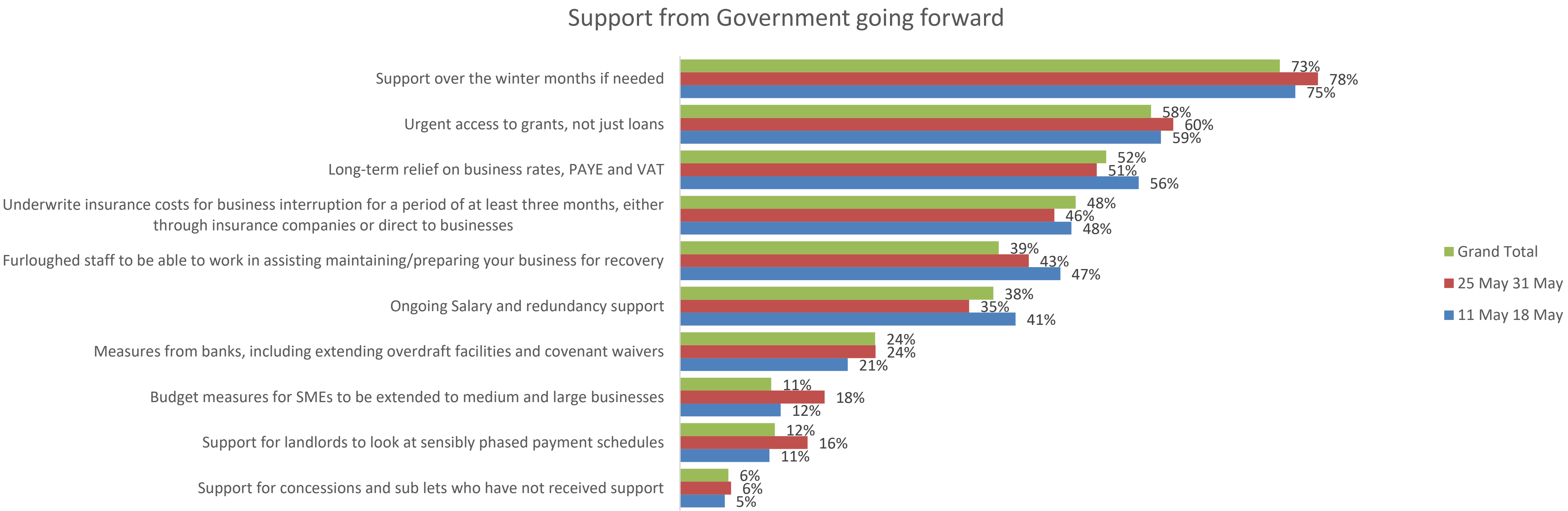
	1 to 3 months	3 to 6 months	6 to 12 months	More than 12 months
Grand Total	45%	27%	15%	13%
11 May 18 May	37%	32%	15%	16%
25 May 31 May	33%	23%	23%	21%

Grand Total · 11 May 18 May · 25 May 31 May

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? (96)

Research Outputs – Business Support

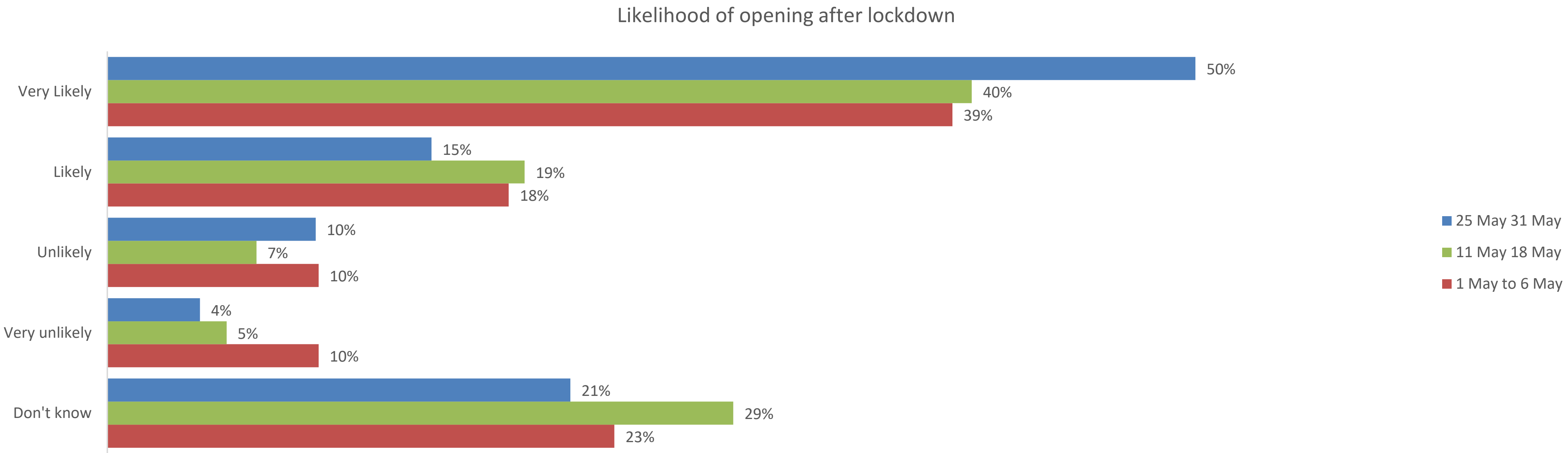
Following on from the previous chart, increasing numbers of businesses (78%) are starting to think about needing support from government over the winter months. There was also a marginal decrease of two percentage points in the proportion needing urgent access to grants, not just loans (60% from the 59% overall average) .



Q: What support from Government would be crucial for your business going forward?(93)

Research Outputs – Business after lockdown

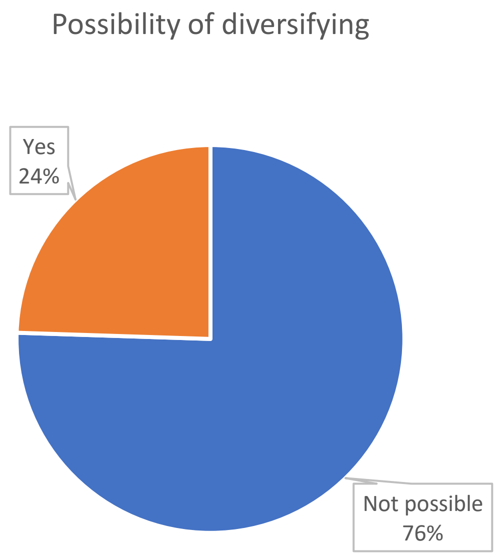
Most businesses have now made up their mind as to whether they will open their business, if the Government removes the lockdown, but keeps social distancing and safety measures still in place. Overall, the results are polarised. Just under half (57%) are likely or very likely, down from 59% last week. Two in five (20%) are unlikely or very unlikely to open their business, if the Government removes the lockdown, but keeps social distancing and safety measures still in place. Note that this is significantly higher than in previous weeks.



Q: How likely are you to open your business, if the Government removes the lockdown, but keeps social distancing and safety measures still in place. (96) Q: Please could you explain the reasons as to why you would or would not open? (86)

Research Outputs – Further opinions

Three quarters believe it would not be possible for them to diversify. Those who could diversifying their offer was an option and some are considering their options, such as offering takeaway food at least in the short term.



Type of support needed

- Grant support
- IT support
- Information and advice
- Not to have to pay rent
- Perhaps having a longer season

Q: Is it possible for your business to diversify to create trade this year? (94) Q: What support do you need to be able to diversify (part of) your business activity? (54)

Research Outputs – Further opinions

A new question for this week asked respondents to give their opinion as to whether the opening of some of Greater Yarmouth tourism businesses is going to create a problem long term. Many feel that there is no other option but to open at least partially in order to survive as a businesses. However, there general consensus is that more guidance should be available to make the area as safe as possible.

Our major concern is how we are going to survive the winter as we now only have less than 3 months to recoup monies

The major challenge is getting the public to realise social distancing will be with us for at least the next few months and the guidelines must be adhered to.

This also applies to businesses who must send out a consistent message and must put public safety before commercial reasons.

what happens if we are open and someone can claim they caught Covid from our site - are we liable?

We would like to know specific procedures we need to put in place ready for reopening so that we can start to get prepared now. There are general guidelines available but these can be interpreted differently.

Q: Is the opening of some of Greater Yarmouth tourism businesses going to create a problem long term? (44)

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:

Sort term

Businesses are expecting urgent guidance about opening after lock down as well as additional / ongoing support

Clear advice on how to accept guests

Short term staying solvent whilst closed is the main struggle as we still have outgoings.

Long term

Staying afloat if there is another major peak necessitating further lockdowns.

Increase consumer confidence. Lengthen the peak season for families into Sept/Oct.

Long term, getting the business up and running as it was.

Q: Do you have any other comments you would like to raise? We are particularly interested in your major challenges short term and longer term? (54)

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