Covid-19 – Online Tourism Business Survey

Prepared for: Great Yarmouth Tourism and Business Improvement Area

Week 11: 9 June to 15 June

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 933 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; 96 in week 99, 76 in week 10 and 74 in week 11.

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 1 June and 8 June 2020 - Key developments:

Tuesday 9 June
The PM announced that from Monday 15 June, attractions that people can visit in their car, such as safari parks and drive-in cinemas, can open to the public. Similarly, zoos can open to visitors (outdoor areas only) if they follow Government guidance on social distancing.

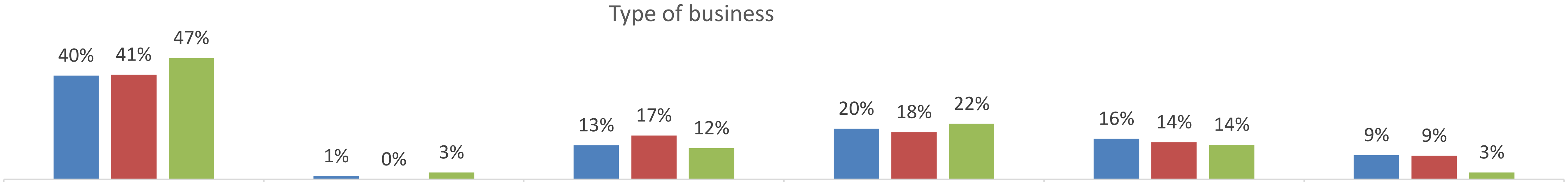
Wednesday 10 June
From 15 June, all non-essential retail shops can open for business, as long as COVID-19 safety rules are adhered to.

The Government is working towards 4 July 2020 as a target date to reopen the hospitality and service sectors including pubs and restaurants. As we edge closer to 4 July we are expecting guidance and protocols for the hospitality sector next week.

We are also expecting further information on VisitBritain's self-certification scheme to coincide with the guidance.

Research Outputs – Business Profile

During week 11 there was an increase in the number of accommodation providers and pubs / bar / restaurants and a drop in the proportion of tourism attractions taking part in the survey. The proportion of businesses under 'other' category dropped back to 12% of the sample, in line with the overall average for the 11 week period.



	Accommodation provider	Event organiser	Other	Pub / bar / restaurant	Retail	Tourism attraction / experience provider
Grand Total	40%	1%	13%	20%	16%	9%
2 June to 8 June	41%	0%	17%	18%	14%	9%
9 June to 15 June	47%	3%	12%	22%	14%	3%

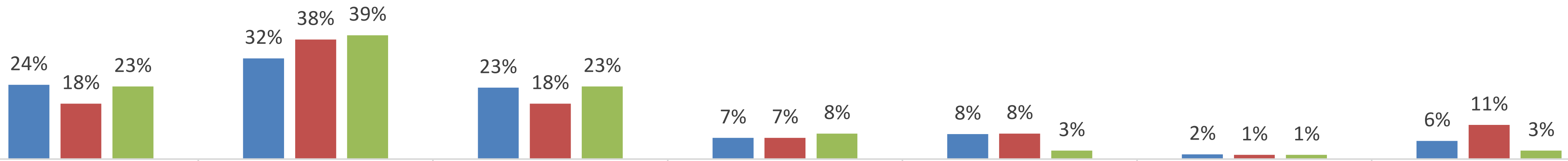
Grand Total 2 June to 8 June 9 June to 15 June

Q: What type of business do you run? (74)

Research Outputs – Business Profile

Businesses with turnover up to £100k make up almost three quarters of the sample (62% combined), with a continued increase on the £50-£100k bracket compared to previous weeks. A further 23% are businesses with turnover of between £101k and £500k. Larger businesses, with turnover over £500k account for the remaining 12%. Overall, 85%of all responses have been from SMEs (turnover up to £500k).

Company's approximate turnover last year



	Under £50k	£50 - £100k	£101 - £500k	£501 - £1m	£1m - £5m	Over £5m	Prefer not to say
Grand Total	24%	32%	23%	7%	8%	2%	6%
2 June to 8 June	18%	38%	18%	7%	8%	1%	11%
9 June to 15 June	23%	39%	23%	8%	3%	1%	3%

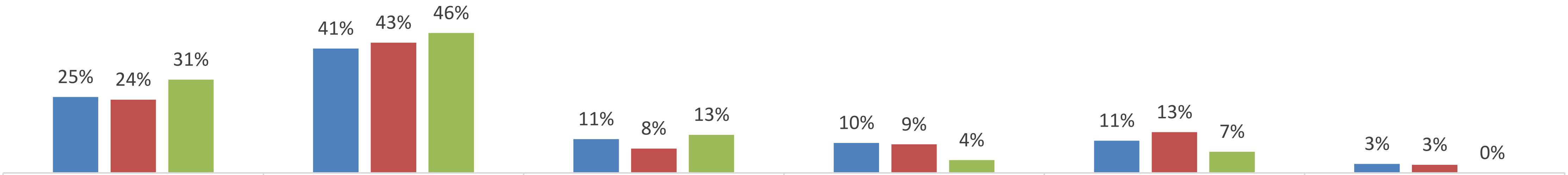
Grand Total   2 June to 8 June   9 June to 15 June

Q: What was your company's approximate turnover last year? (74)

Research Outputs – Staff and employment changes

A few changes is the size of businesses taking part in the survey. There was an increase in the proportion of businesses with zero staff (31% up from 24% last week). The number of respondents employing between 1 and 5 and 6 to 10 members of staff were also up (three points to 46% and five points to 13% respectively). All the other groups showed marginal reductions week-on-week.

Staff employed or expected to employ before Covid 19



	0	1-5	6-10	11-24	25-50	Over 50
Grand Total	25%	41%	11%	10%	11%	3%
2 June to 8 June	24%	43%	8%	9%	13%	3%
9 June to 15 June	31%	46%	13%	4%	7%	0%

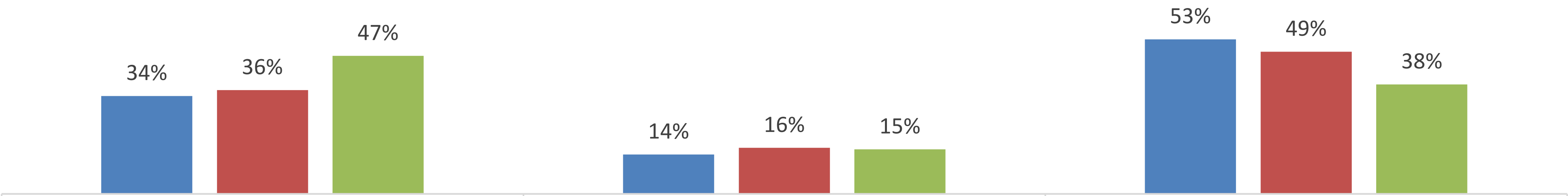
Grand Total   2 June to 8 June   9 June to 15 June

Q: How many staff did you employ or expected to employ before the start of the Covid 19 crisis? (72)

Research Outputs – Staff and employment changes

Almost half (47%) said they have not decreased their staff numbers due to Covid-19 – a record high for the series. Almost two in five (38%) have reduced staff numbers and 15% said ‘not yet’. This could be interpreted as implying that they have not done so but might reduce numbers in the future.

Decrease in staff numbers because of Covid 19



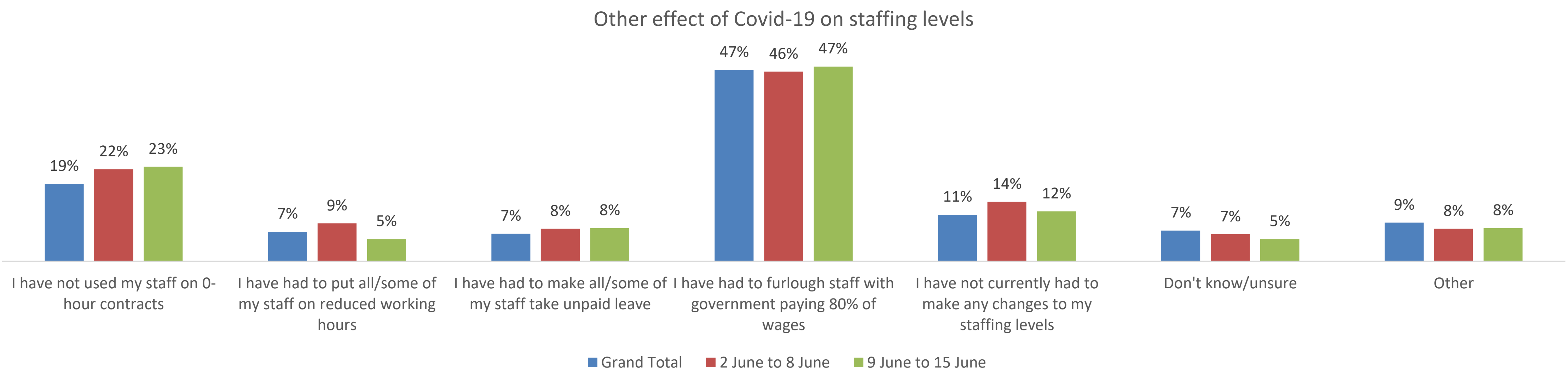
	No	Not yet	Yes
Grand Total	34%	14%	53%
2 June to 8 June	36%	16%	49%
9 June to 15 June	47%	15%	38%

Grand Total　2 June to 8 June　9 June to 15 June

Q: Have you had to decrease you staff because of Covid 19? (72)

Research Outputs – Staff and employment changes

Very small changes in terms of other staffing levels. Under half (47%) said they had had to furlough staff with government paying 80% of wages, in line with the 11-week series average. There was a 4 percent drop in the proportion who said they had to put all / some of their staff on reduced working hours (to 5%).

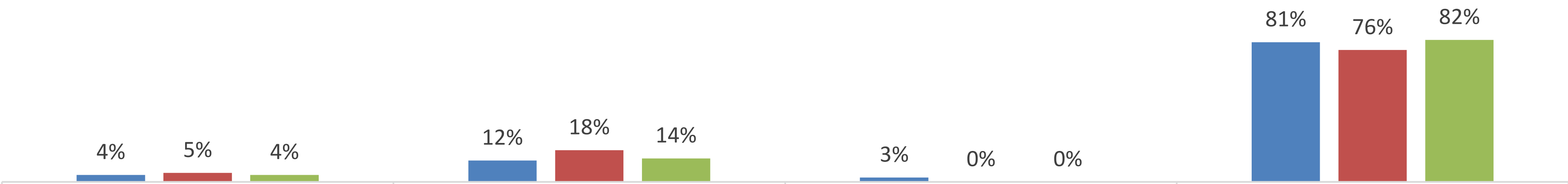


Q: What other effect has Covid-19 had on your staffing levels to date? (74)

Research Outputs – Impact on bookings and turnover

The proportion of businesses that reported changes to existing bookings/sales because of Covid 19 was up to 82%, slightly above the overall average. Note that there's a significant minority that deem the question not applicable to their business model.

Changes to existing bookings/sales because of Covid 19



	No	Not applicable	Too early to tell	Yes
Grand Total	4%	12%	3%	81%
2 June to 8 June	5%	18%	0%	76%
9 June to 15 June	4%	14%	0%	82%

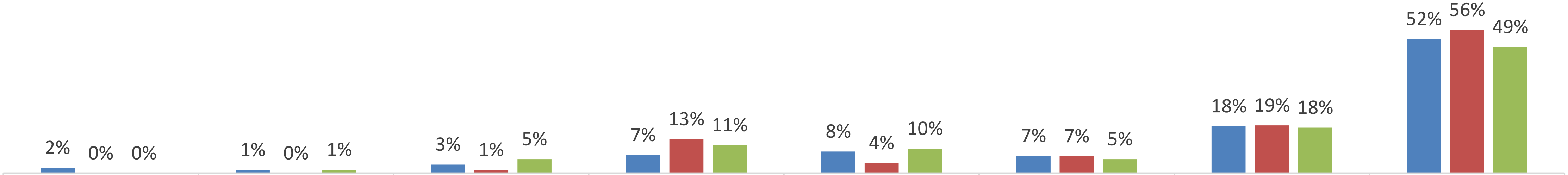
Grand Total 2 June to 8 June 9 June to 15 June

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 (73)

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 temporary closures although the proportion is lower than in previous weeks (49% this week compared to 56% in week 10 52% for the 11-week average). 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 but many are now starting to open – again following Government policy.

Percentage of trade lost to date



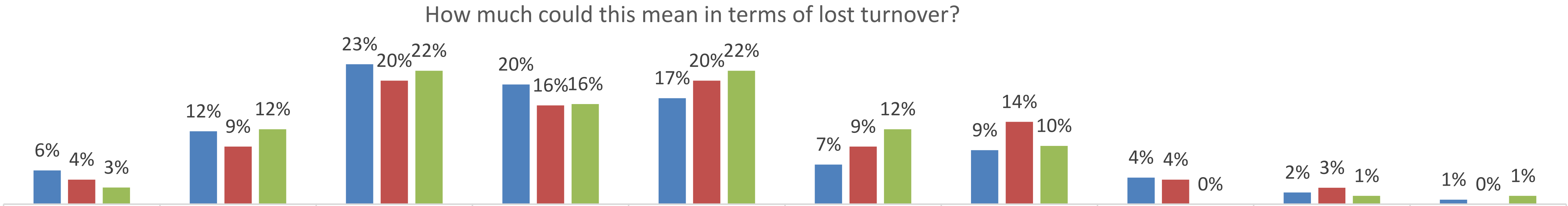
	Up to 5%	5% -10%	10% -20%	20% - 40%	40% - 60%	60% - 80%	Over 80%	We have closed
Grand Total	2%	1%	3%	7%	8%	7%	18%	52%
2 June to 8 June	0%	0%	1%	13%	4%	7%	19%	56%
9 June to 15 June	0%	1%	5%	11%	10%	5%	18%	49%

Grand Total 2 June to 8 June 9 June to 15 June

Q: If your trade has decreased what percentage of trade would you say you have lost to date? (73)

Research Outputs – Impact on bookings and turnover

Looking at the differences between this week's results and the 9-week period we notice an increase in the proportion of businesses reporting losses up to £10k, although still below the 10-week average. When comparing this week's results to the overall average we notice that businesses claiming of between £50k and £500k this week account for 44% of all responses, compared to only 33% for the combined 11-week period.



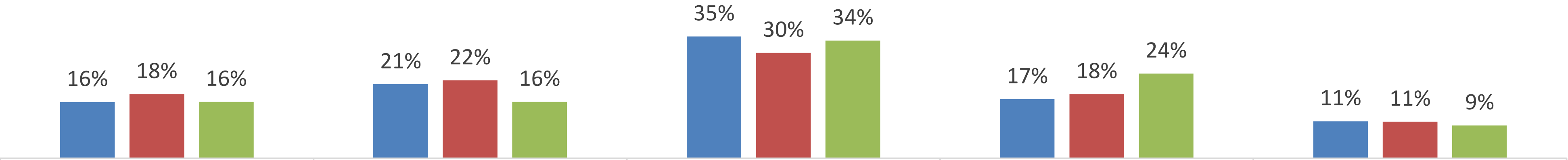
	Up to £5k	£5k - £10k	£10k - £25k	£25k - £50k	£50k - £100k	100k - £250k	£250k - £500k	£500k - £1m	£1m - £5m	Over £5m
Grand Total	6%	12%	23%	20%	17%	7%	9%	4%	2%	1%
2 June to 8 June	4%	9%	20%	16%	20%	9%	14%	4%	3%	0%
9 June to 15 June	3%	12%	22%	16%	22%	12%	10%	0%	1%	1%

Grand Total · 2 June to 8 June · 9 June to 15 June

Q: Approximately how much could this mean in terms of lost turnover? (73)

Research Outputs – Business Survival

Businesses are evenly split as to whether they think they will still be in business three months from now or not. A third (32%) have a positive outlook but 33% not expecting to survive longer than three months. A further 34% are still not sure.



	Yes	Probably Yes	Not Sure	Probably Not	No
Grand Total	16%	21%	35%	17%	11%
2 June to 8 June	18%	22%	30%	18%	11%
9 June to 15 June	16%	16%	34%	24%	9%

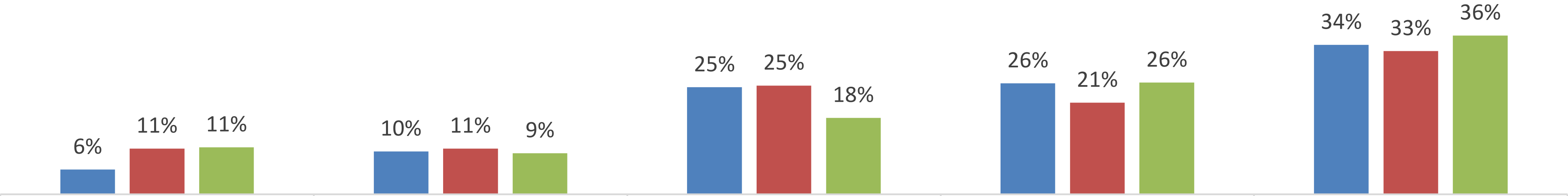
Grand Total 2 June to 8 June 9 June to 15 June

Q: Would your business survive for three months in the current situation? (74)

Research Outputs – Business Survival

Those ‘not sure’ about their survival after six months account for only 18% of the sample and two in five (20%) are confident they will survive for six month in the current situation but almost two thirds (62%) think they probably won’t survive – just over the 60% average for the eleven-week period.

Business survival after SIX months in the current situation?



	Yes	Probably Yes	Not Sure	Probably Not	No
Grand Total	6%	10%	25%	26%	34%
2 June to 8 June	11%	11%	25%	21%	33%
9 June to 15 June	11%	9%	18%	26%	36%

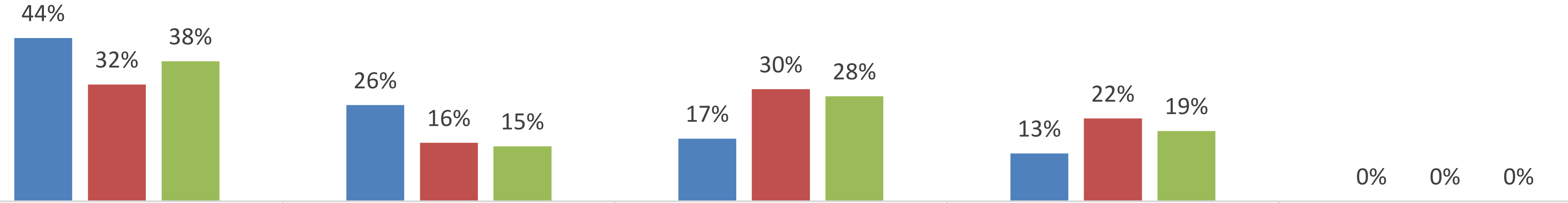
Grand Total 2 June to 8 June 9 June to 15 June

Q: Would your business survive for six months in the current situation? (74)

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. Almost two in five (38%) believe that if Covid 19 were to end today, it would take them up to three months to get back to business as usual. This may be partly due to the announcement that retail businesses will be able to open from Monday 15 June and the target date to reopen the hospitality and service sectors including pubs and restaurants (4 July 2020) is now fast approaching.

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



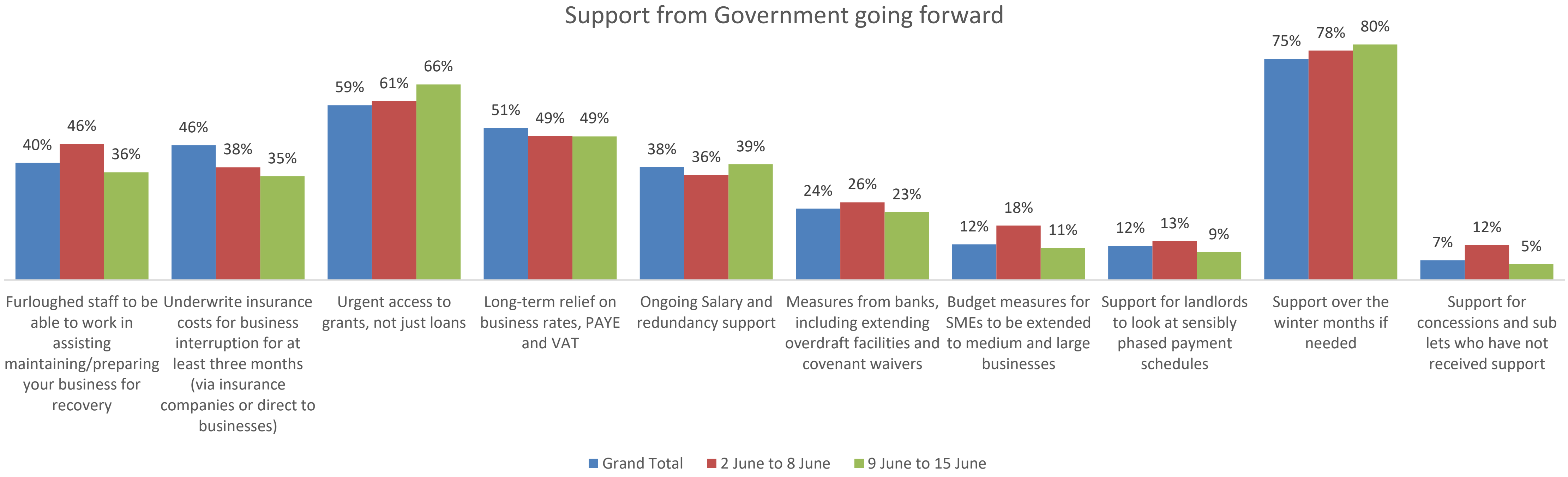
	1 to 3 months	3 to 6 months	6 to 12 months	Between one and two years	More than two years
Grand Total	44%	26%	17%	13%	0%
2 June to 8 June	32%	16%	30%	22%	0%
9 June to 15 June	38%	15%	28%	19%	0%

Grand Total   2 June to 8 June   9 June to 15 June

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? (76)

Research Outputs – Business Support

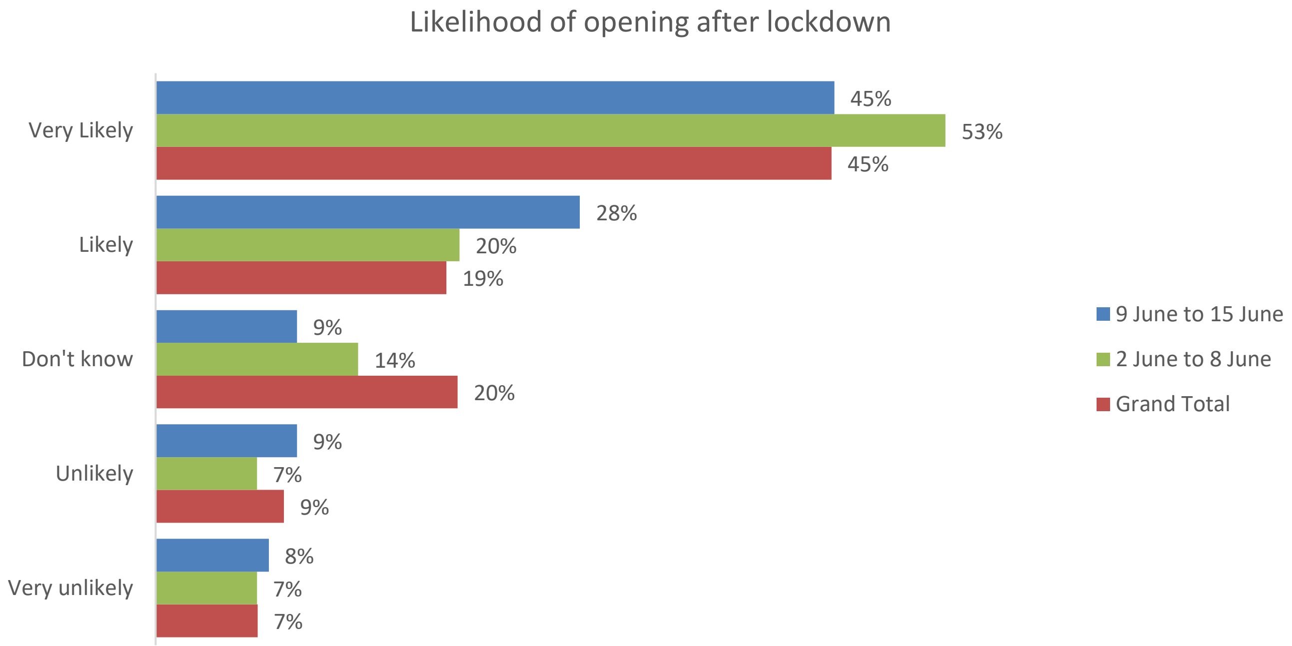
Increasing numbers of businesses (80%) are saying they will need support from government over the winter months. Also increasing this week are requests for urgent access to grant, not just loans, up five points to 66%.



Q: What support from Government would be crucial for your business going forward? (73)

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. About three quarters are likely (28%) or very likely (45%) to open after lock down. Under two in five (17%) are unlikely (9%) or very unlikely (8%) to open their business after lockdown and under the current plans and 9% are still uncertain about their plans.



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

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: staying closed until next season and laying off staff

Sort term

Attracting enough customers to Great Yarmouth / to individual businesses

Clear guidance on social distancing rules *(mentioned multiple times)*

Regulations and protocol if a customer shows Covid-19 symptoms (contact NHS, contact GP, send them home, allow them to self-isolate in their room (relevant to accommodation providers)

Reduced takings due to social distancing makes business not viable

Help with rent costs - if business closed or operating at a reduced capacity

Long term

Surviving until Easter 2021

Reduced takings due to social distancing makes business not viable. This may lead to some businesses staying closed until next season and laying off staff

"2020 holiday season will be written off as there is very little customer confidence to make bookings.

Even if Covid-19 ended today it will take a long time, possibly into next year before business resumes as usual."

"Unfortunately without any financial help from the government I think Great Yarmouth tourist trade will just collapse, so therefore there will be mass closure of any businesses to do with the holiday trade and beyond. This really has to be treated as a very serious issue by the government other wise we are looking at a ghost town with mass unemployment."

"If we cannot do the numbers our business is not viable , we will not have earned enough money to make it through next winter , we will probably be better not to open till next summer but this will mean laying off staff if we do not get any further help through the winter , this is the challenge of a seasonal business."

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? (34 excluding 'no', 'd/k', n/a, etc.)

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