Covid-19 – Online Tourism Business Survey

Prepared for: Great Yarmouth Tourism and Business Improvement Area

Week 13: 23 June to 29 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 weekly sample size is as follows: 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, 74 in week 11, 76 in week 12 and 60 in week 13.

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 23 June and 29 June 2020 - Key developments:

Sector-Specific Guidance

Government's announcement on 24 June that the industry can reopen from the 4th July, new sector-specific guidance for the visitor economy has been published alongside an update to the existing guidance for restaurants, pubs and takeaways.

<u>The visitor economy</u>

This new guidance is for those employed in hotels and guest accommodation, indoor and outdoor attractions, and business events and consumer shows. This includes hotels, self-catering accommodation, B&Bs, hostels, camping, holiday homes, caravan parks, boats and more as well as indoor and outdoor attractions.

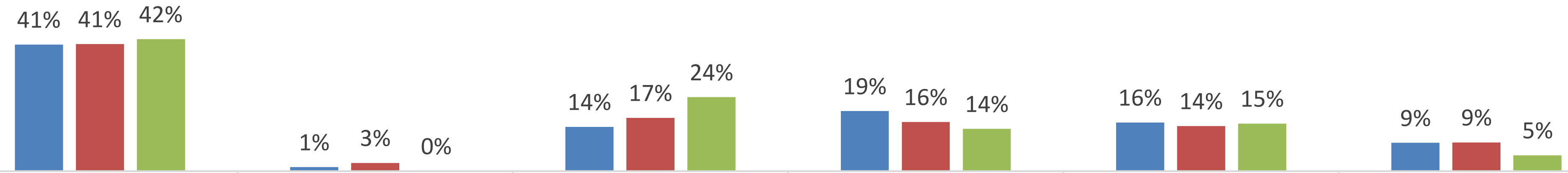
This guidance should be read in conjunction with the Working safely during coronavirus: Hotels and other guest accommodation guidance, which has also been updated.

New social distancing guidance, a list of businesses that can open from 4 July and updated guidance for restaurants, pubs and bars has also been made available.

Research Outputs – Business Profile

During week 13 there was an increase in the number of ‘other’ types of businesses taking part in the survey. Accommodation providers increased slightly but pubs / bar / restaurants and tourism attractions decreased.

Type of business



	Accommodation provider	Event organiser	Other	Pub / bar / restaurant	Retail	Tourism attraction / experience provider
Grand Total	41%	1%	14%	19%	16%	9%
16 June to 22 June	41%	3%	17%	16%	14%	9%
23 June to 29 June	42%	0%	24%	14%	15%	5%

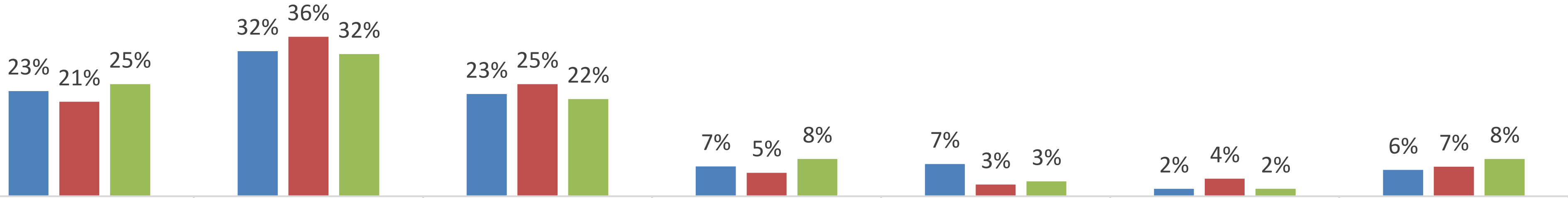
Grand Total | 16 June to 22 June | 23 June to 29 June

Q: What type of business do you run? (59)

Research Outputs – Business Profile

Businesses with turnover up to £100k account for almost three in five businesses included in the sample (57% combined). However, this week we saw an increase in smaller businesses (turnover up to £50k) combined with decreases in the £50k - £100k and £101k - £500k brackets compared to previous weeks. Larger businesses, with turnover over £500k account for the remaining 13%. Overall, 79% 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	23%	32%	23%	7%	7%	2%	6%
16 June to 22 June	21%	36%	25%	5%	3%	4%	7%
23 June to 29 June	25%	32%	22%	8%	3%	2%	8%

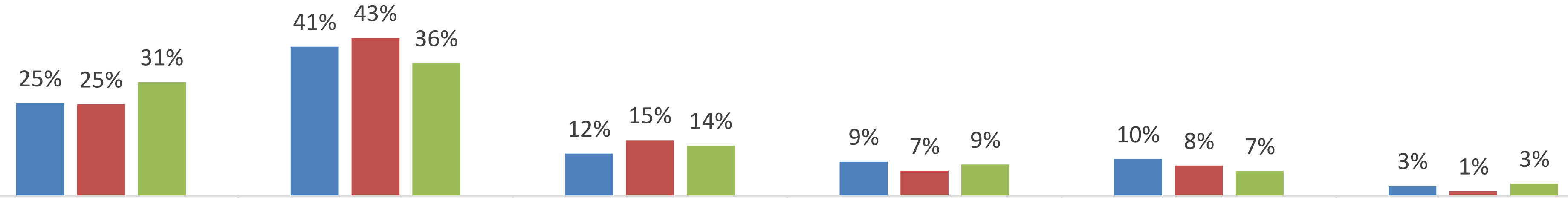
Grand Total   16 June to 22 June   23 June to 29 June

Q: What was your company's approximate turnover last year? (60)

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 25% last week) and a drop in respondents employing between 1 and 5 -down six points. All other groups employing at least 6 members of staff showed only minor changes on 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%	41%	12%	9%	10%	3%
16 June to 22 June	25%	43%	15%	7%	8%	1%
23 June to 29 June	31%	36%	14%	9%	7%	3%

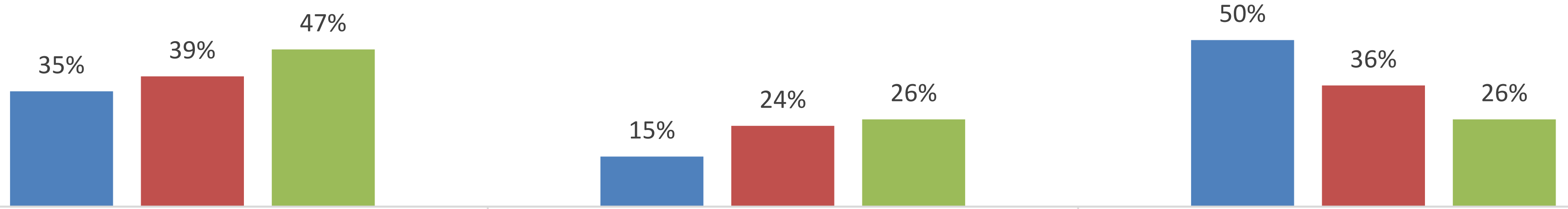
Grand Total 16 June to 22 June 23 June to 29 June

Q: How many staff did you employ or expected to employ before the start of the Covid 19 crisis? (58)

Research Outputs – Staff and employment changes

Almost half (47%) said they have not decreased their staff numbers due to Covid-19. About a quarter (26%) have reduced staff numbers and a quarter (26%) 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



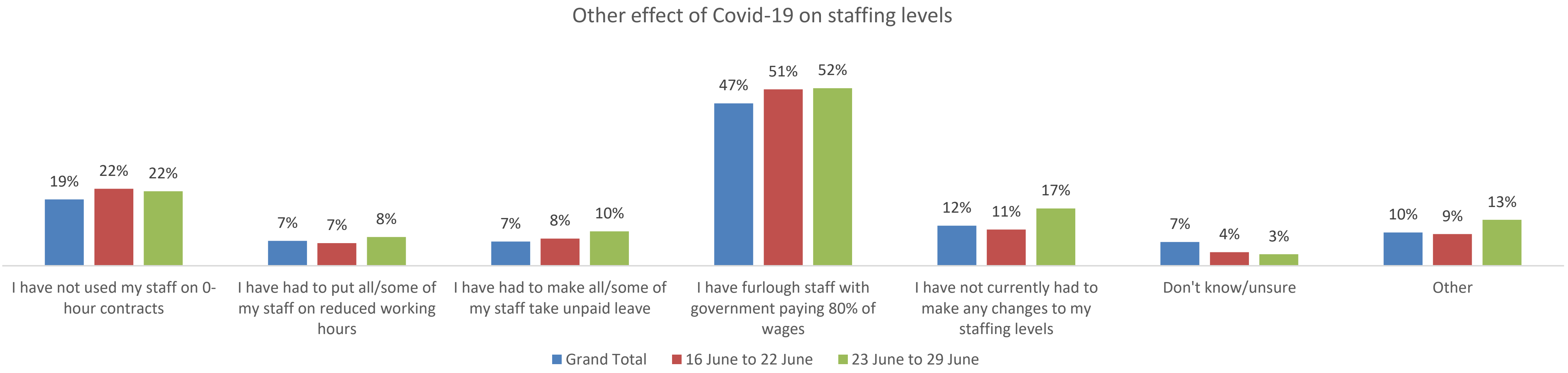
	No	Not yet	Yes
Grand Total	35%	15%	50%
16 June to 22 June	39%	24%	36%
23 June to 29 June	47%	26%	26%

Grand Total   16 June to 22 June   23 June to 29 June

Q: Have you had to decrease you staff because of Covid 19? (57)

Research Outputs – Staff and employment changes

Very small changes in terms of other staffing levels. Just over half (52%) said they had had to furlough staff with government paying 80% of wages, one point up on last week and five points compared to the series average.

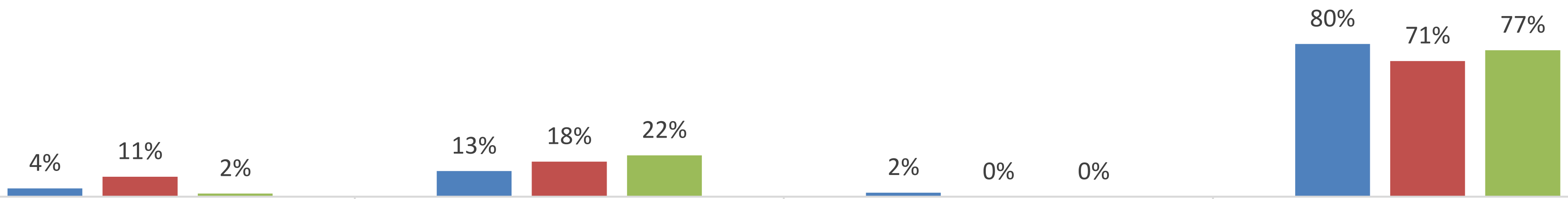


Q: What other effect has Covid-19 had on your staffing levels to date? (59)

Research Outputs – Impact on bookings and turnover

The proportion of businesses that reported changes to existing bookings/sales because of Covid 19 may be starting to increase, perhaps due to the recent announcements about opening up of the industry from 4 July. Note that there's a significant and growing group 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%	13%	2%	80%
16 June to 22 June	11%	18%	0%	71%
23 June to 29 June	2%	22%	0%	77%

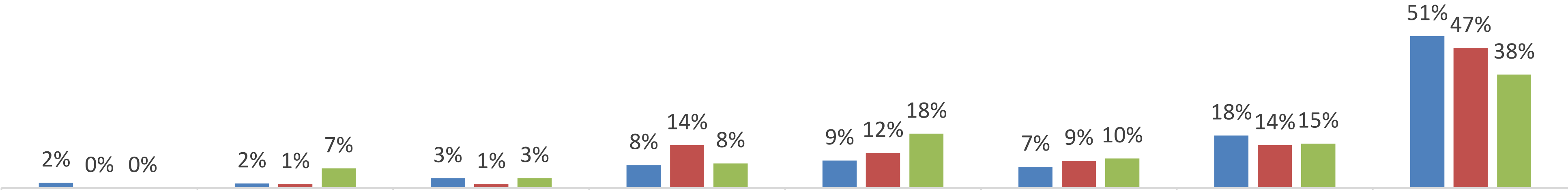
Grand Total · 16 June to 22 June · 23 June to 29 June

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 (60)

Research Outputs – Impact on bookings and turnover

Covid-19 is having significant impacts on the local tourism industry. Just under two in five (38%) are reporting temporary closures although the proportion is lower than in previous weeks (47% in week 12 and 53% average for the full series). 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 following the latest announcement and the publication of sector-specific guidance.

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%	2%	3%	8%	9%	7%	18%	51%
16 June to 22 June	0%	1%	1%	14%	12%	9%	14%	47%
23 June to 29 June	0%	7%	3%	8%	18%	10%	15%	38%

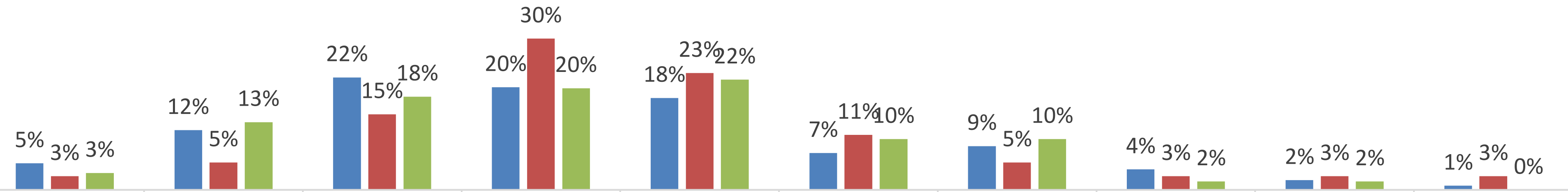
Grand Total 16 June to 22 June 23 June to 29 June

Q: If your trade has decreased what percentage of trade would you say you have lost to date? (60)

Research Outputs – Impact on bookings and turnover

Looking at the differences between this week's results and the 13-week period we notice an increase in the proportion of businesses reporting losses up to £25k. When comparing this week's results to the overall average we also notice a decrease in the proportion of businesses claiming turnover of between £25k and £50k.

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	5%	12%	22%	20%	18%	7%	9%	4%	2%	1%
16 June to 22 June	3%	5%	15%	30%	23%	11%	5%	3%	3%	3%
23 June to 29 June	3%	13%	18%	20%	22%	10%	10%	2%	2%	0%

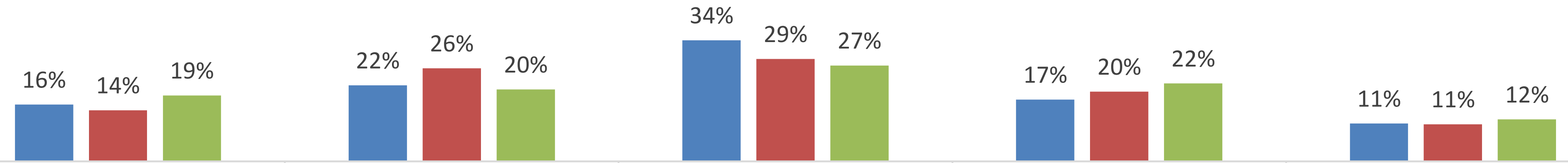
Grand Total 16 June to 22 June 23 June to 29 June

Q: Approximately how much could this mean in terms of lost turnover? (60)

Research Outputs – Business Survival

Two in five businesses have a positive outlook on their likelihood or surviving the next three months. However, a third don’t expect to survive longer than three months and 27% 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%	34%	17%	11%
16 June to 22 June	14%	26%	29%	20%	11%
23 June to 29 June	19%	20%	27%	22%	12%

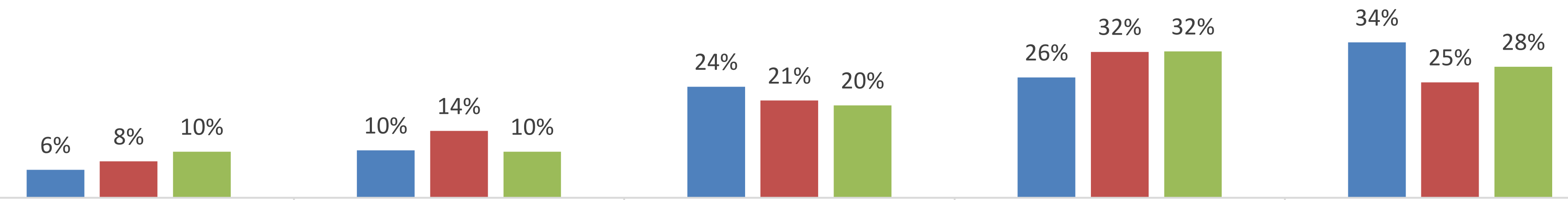
Grand Total 16 June to 22 June 23 June to 29 June

Q: Would your business survive for three months in the current situation? (59)

Research Outputs – Business Survival

Those ‘not sure’ about their survival after six months account for 20% of the sample and two in five (20%) are confident they will survive for six month in the current situation. Three in five (60%) think they probably won’t survive after six months, although only 28% said no with certainty, compared to 32% average for the twelve-week period.

Business survival after SIX months in the current situation?



	Yes	Probably Yes	Not Sure	Probably Not	No
Grand Total	6%	10%	24%	26%	34%
16 June to 22 June	8%	14%	21%	32%	25%
23 June to 29 June	10%	10%	20%	32%	28%

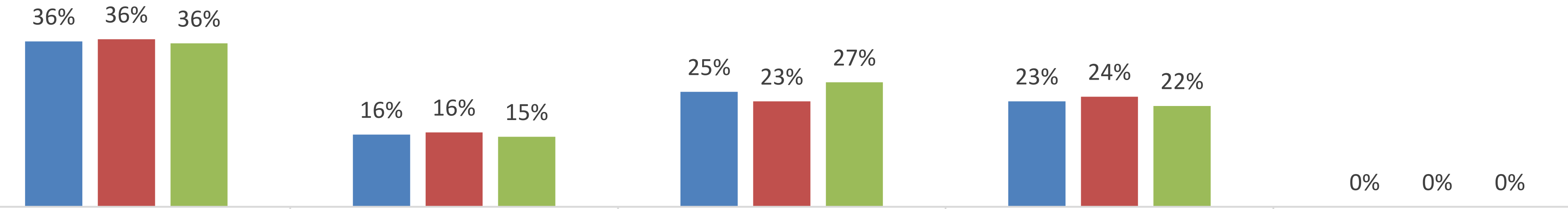
Grand Total 16 June to 22 June 23 June to 29 June

Q: Would your business survive for six months in the current situation? (76)

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 (36%) 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 publication of the sector-specific guidance and the confirmation that hospitality businesses will be able to open from early July.

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



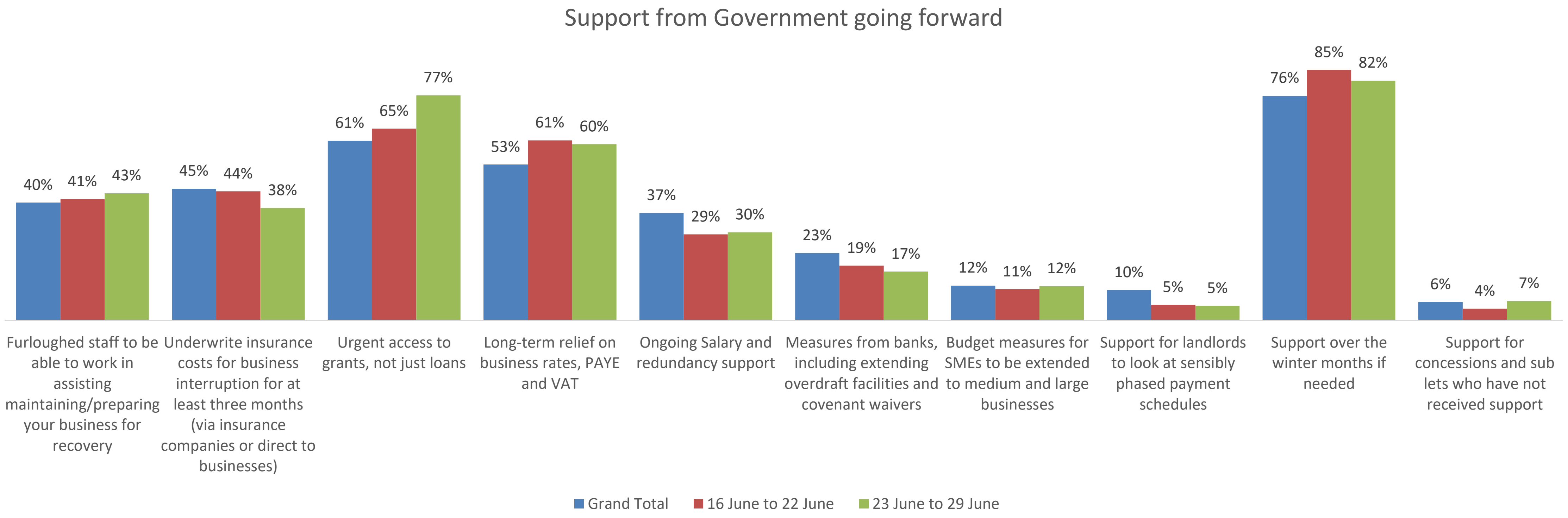
	1 to 3 months	3 to 6 months	6 to 12 months	Between one and two years	More than two years
Grand Total	36%	16%	25%	23%	0%
16 June to 22 June	36%	16%	23%	24%	0%
23 June to 29 June	36%	15%	27%	22%	0%

Grand Total 16 June to 22 June 23 June to 29 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? (56)

Research Outputs – Business Support

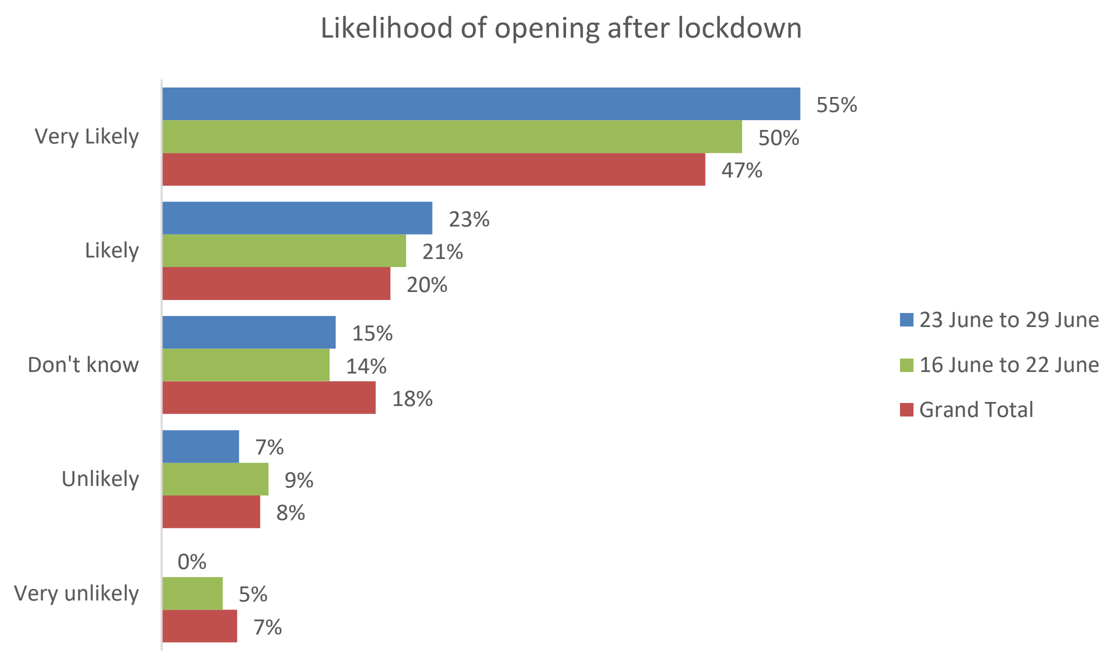
Four in five businesses (82%) are saying they will need support from government over the winter months. Also increasing this week are requests urgent access to grants, not just loans.



Q: What support from Government would be crucial for your business going forward? (75)

Research Outputs – Business after lockdown

Most businesses are making preparations to open as soon as possible. With the release of the sector specific guidance more than half (55%) are now very likely to open after lock down and a further 23% are 'likely' to open. Don't unsure account for 15% and only 7% are 'unlikely' to open.



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. (60)

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

The majority of comments relate to trading expectation once lock done is removed next week. In particular, businesses are cautious about the volume of trade / footfall.

Long term

Even with the imminent opening of businesses, respondents still have some longer terms concerns / needs:

Reduce VAT on accommodation

Permission to extend the season

Need for financial support, especially if trade over the next few weeks is not sufficient to cover costs.

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

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