Covid-19 – Online Tourism Business Survey

Prepared for: Great Yarmouth Tourism and Business Improvement Area

Week 19: 27 July to 9 August

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 9, 76 in week 10, 74 in week 11, 76 in week 12, 60 in week 13, 57 in week 14, 57 in week 15, 39 in week 16 and 80 in week 19. (Note that there was a two week break since the last online survey).

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 20 July and 10 August 2020 - Key developments:

20 million fund announced to support the recovery small and medium-sized businesses in England. Businesses eligible to receive grants between £1,000 - £5,000.

Changes to the rules on Face Coverings - The official guidance on wearing face coverings in a range of additional indoor settings becomes mandatory from Saturday 8th August.

Meetings - The Visitor Economy guidance for England updated to reflect the changes to the current permissions. It assumes that social distancing can be maintained, and the venue can demonstrate it has followed the COVID-19 guidance.

1. Meetings of up to 30 people indoors are allowed in permitted venues. Separate meeting facilities can be hired out simultaneously.
2. Banqueting and private dining events should not currently take place in any venue.
3. Conference centres and exhibition halls remain closed.
4. Academic venues (Universities and Colleges) can use their lecture theatres and classrooms for external meetings of up to 30 people.
5. Basic catering can be provided at meetings and events.
6. Events should operate at a capacity allowing for compliance with social distancing of 2m, or 1m with mitigations.

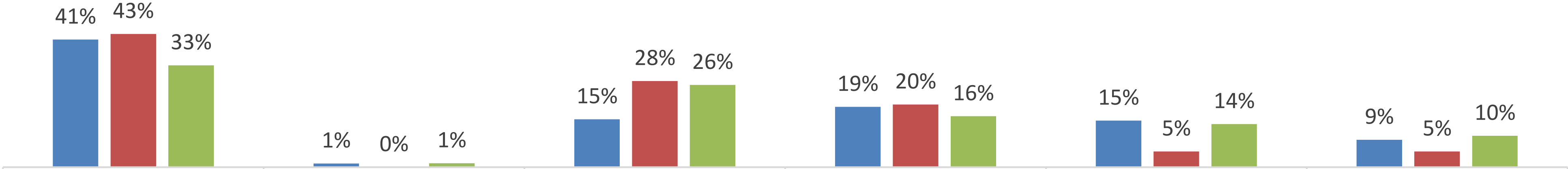
Reopening of casinos, bowling alleys and close contact services would be postponed by two weeks to 15 August.

Live performances and pilots of large gatherings in conference centres have also been postponed. Wedding receptions cannot take place, but weddings themselves still can.

Research Outputs – Business Profile

The latest sample includes larger proportions of retail and attractions, in line with the series averages. There was a drop in the proportion of accommodation providers taking part in the survey.

Type of business



	Accommodation provider	Event organiser	Other	Pub / bar / restaurant	Retail	Tourism attraction / experience provider
Grand Total	41%	1%	15%	19%	15%	9%
14 July to 20 July	43%	0%	28%	20%	5%	5%
27 July to 9 August	33%	1%	26%	16%	14%	10%

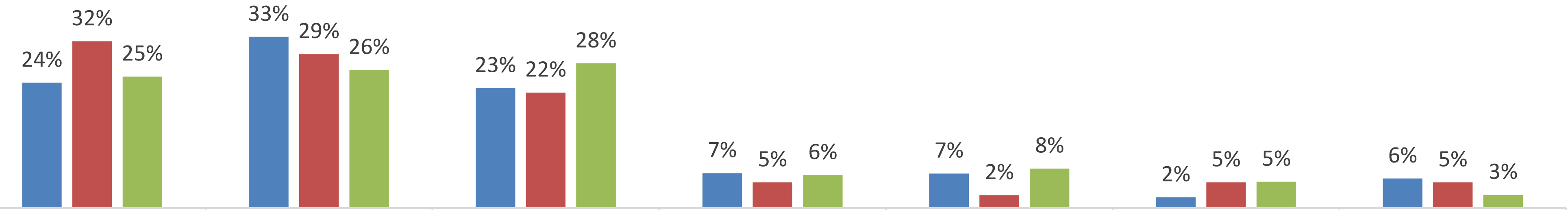
Grand Total 14 July to 20 July 27 July to 9 August

Q: What type of business do you run? (80)

Research Outputs – Business Profile

Businesses with turnover up to £100k account for about half of all businesses included in the sample (51% combined). This week we saw a 6% increase in the under £101k-£500k bracket. Overall, 79% of all responses have been from SMEs (turnover up to £500k).

Company's approximate turnover last year



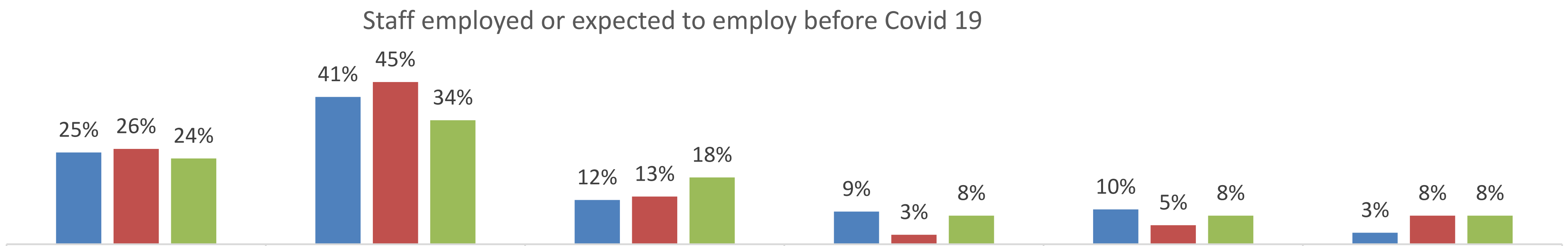
	Under £50k	£50 - £100k	£101 - £500k	£501 - £1m	£1m - £5m	Over £5m	Prefer not to say
Grand Total	24%	33%	23%	7%	7%	2%	6%
14 July to 20 July	32%	29%	22%	5%	2%	5%	5%
27 July to 9 August	25%	26%	28%	6%	8%	5%	3%

Grand Total 14 July to 20 July 27 July to 9 August

Q: What was your company's approximate turnover last year? (78)

Research Outputs – Staff and employment changes

There was a small reduction in the proportion of businesses that don't employ anyone – down two points to 24%. There we increases in the 6-10, 11-24 and 25-50 categories. The over 50 staff group accounted for 8%, whereas last week there were no businesses in that category.



	0	1-5	6-10	11-24	25-50	Over 50
Grand Total	25%	41%	12%	9%	10%	3%
14 July to 20 July	26%	45%	13%	3%	5%	8%
27 July to 9 August	24%	34%	18%	8%	8%	8%

Grand Total   14 July to 20 July   27 July to 9 August

Q: How many staff did you employ or expected to employ before the start of the Covid 19 crisis? (80)

Research Outputs – Staff and employment changes

Most businesses are operating at just over half of their usual capacity (55% of normal operations). However, in order to meet the from of house requirements they are employing 80% of their usual staff. Note that for accommodation providers only, the percentages are 57% and 85% respectively.

All respondents

Percentage of usual capacity operating at.

56%

Percentage of usual staffing levels expected to be reopening at.

80%

Accommodation providers only

Percentage of usual capacity expected to be reopening at.

57%

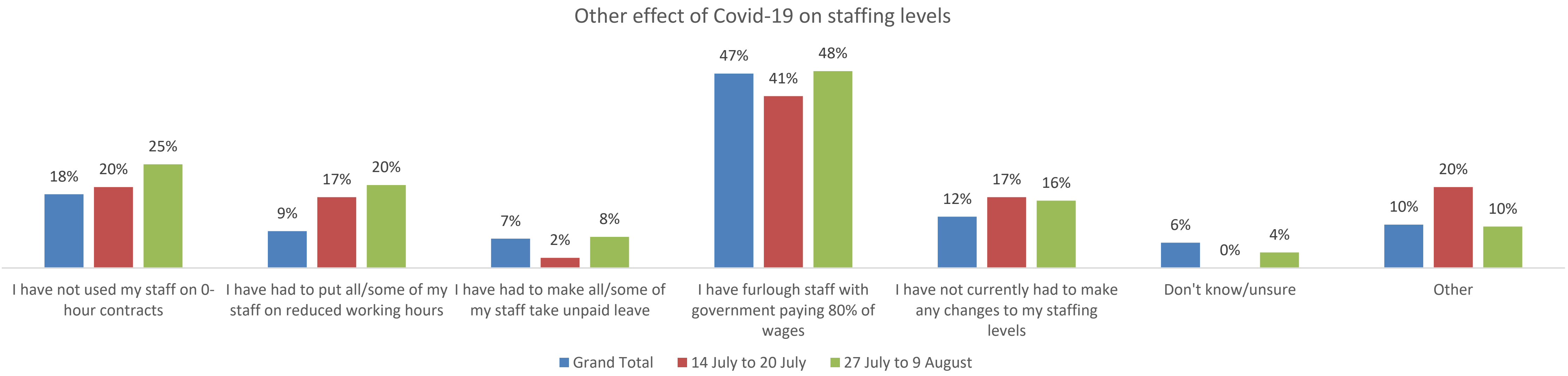
Percentage of usual staffing levels expected to be reopening at.

85%

Q: If you have reopened, approximately what percentage of your usual capacity are you operating at? Q: Approximately what percentage of your usual staffing levels are you operating at? (78,78)

Research Outputs – Staff and employment changes

This week there was a 5 percentage points increase in the proportion that had not used their staff of 0-hour contracts, up to 25% and 7% higher than the overall average. Also significant is the increase in the number of businesses that have put staff on reduced hours and those that made some staff take unpaid leave. Furthermore, almost half (48%) took advantage of the staff retention scheme and furloughed (some of) their staff.

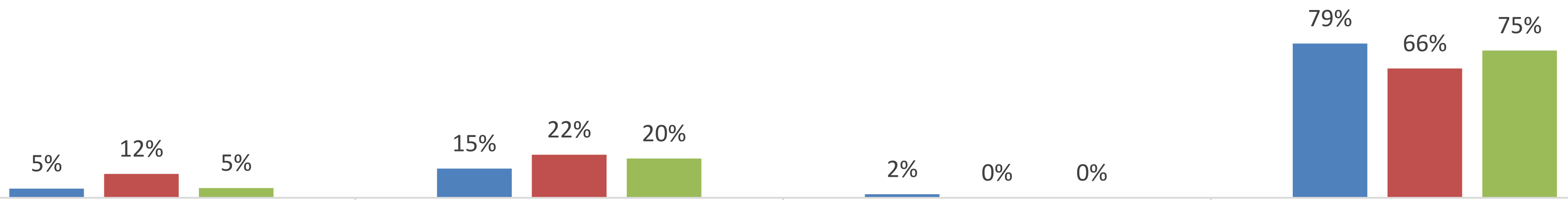


Q: What other effect has Covid-19 had on your staffing levels to date? (80)

Research Outputs – Impact on bookings and turnover

The proportion of businesses that reported changes to existing bookings/sales because of Covid 19 this week is 75%, four percentage points below all-time average. Note that there's a significant minority (20%) 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	5%	15%	2%	79%
14 July to 20 July	12%	22%	0%	66%
27 July to 9 August	5%	20%	0%	75%

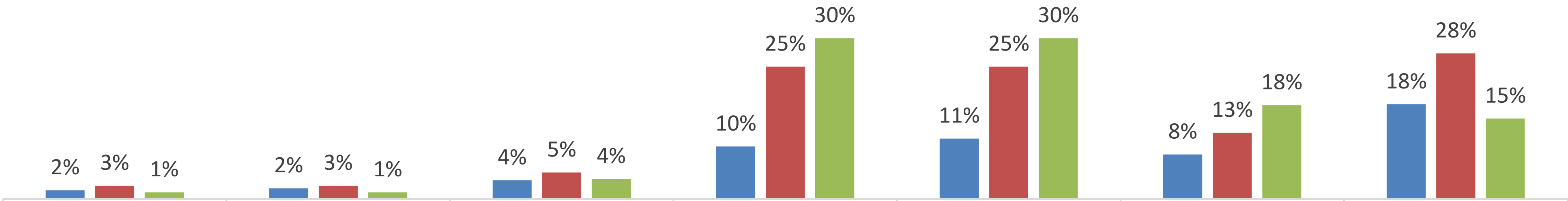
Grand Total   14 July to 20 July   27 July to 9 August

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 (78)

Research Outputs – Impact on bookings and turnover

This question was changed from assessing the percentage trade lost to date to the percentage of trade lost this year. The new question shows that Covid-19 has already had a severe impact on the local tourism industry. The majority have lost between 20% and 60% (split equally between those that lost between 20% and 40% and those down between 40% and 60% in usual trading levels.

Percentage of trade lost to date



	Up to 5%	5% -10%	10% -20%	20% - 40%	40% - 60%	60% - 80%	Over 80%
Grand Total	2%	2%	4%	10%	11%	8%	18%
14 July to 20 July	3%	3%	5%	25%	25%	13%	28%
27 July to 9 August	1%	1%	4%	30%	30%	18%	15%

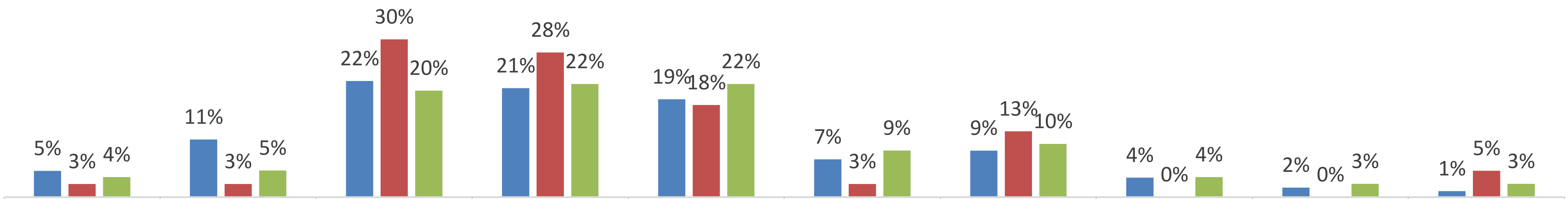
Grand Total 14 July to 20 July 27 July to 9 August

Q: If your trade has decreased what percentage of trade would you say you have lost this year? (80)

Research Outputs – Impact on bookings and turnover

In most cases, the lost trade identified in the previous chart amounts to between £10k and £100k, which combined account for 64% of all respondents. A further 19% report losses of between £100k and £500k.

How much could this mean in terms of lost turnover?



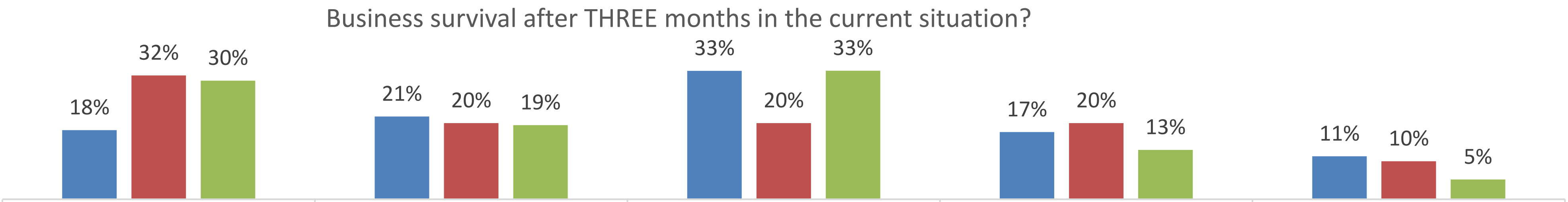
	Up to £5k	£5k - £10k	£10k - £25k	£25k - £50k	£50k - £100k	100k - £250k	£250k - £500k	£500k - £1m	£1m - £5m	Over £5m
Grand Total	5%	11%	22%	21%	19%	7%	9%	4%	2%	1%
14 July to 20 July	3%	3%	30%	28%	18%	3%	13%	0%	0%	5%
27 July to 9 August	4%	5%	20%	22%	22%	9%	10%	4%	3%	3%

Grand Total | 14 July to 20 July | 27 July to 9 August

Q: Approximately how much could this mean in terms of lost turnover? (79)

Research Outputs – Business Survival

About half (49%) have a positive outlook on their likelihood or surviving the next three months. A third (33%) are still not sure and 18% don't expect to survive longer than three months.



	Yes	Probably Yes	Not Sure	Probably Not	No
Grand Total	18%	21%	33%	17%	11%
14 July to 20 July	32%	20%	20%	20%	10%
27 July to 9 August	30%	19%	33%	13%	5%

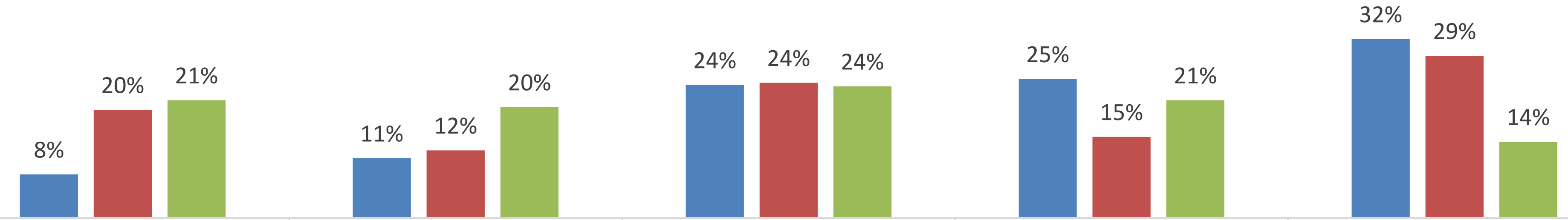
Grand Total 14 July to 20 July 27 July to 9 August

Q: Would your business survive for three months in the current situation? (80)

Research Outputs – Business Survival

Those ‘not sure’ about their survival after six months account for 24% of the sample and 41% are confident they will survive for six month in the current situation. More than a third (35%) think they probably won’t survive after six months.

Business survival after SIX months in the current situation?



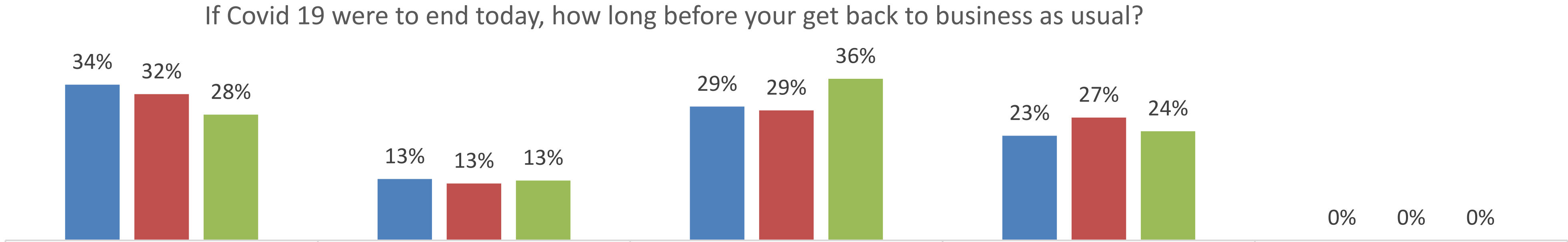
	Yes	Probably Yes	Not Sure	Probably Not	No
Grand Total	8%	11%	24%	25%	32%
14 July to 20 July	20%	12%	24%	15%	29%
27 July to 9 August	21%	20%	24%	21%	14%

Grand Total   14 July to 20 July   27 July to 9 August

Q: Would your business survive for six months in the current situation? (80)

Research Outputs – Business Recovery

Should trading restrictions linked to Covid-19 end today, the majority of businesses (36%) would expect to need between 6 and 12 months to get back to business as usual and a further quarter (24%) are likely to need between one and two years. Conversely, more than a quarter (28%) believe it would only take them between 1 and 3 months and a further 13% would expect to need between 3 and 6 months.



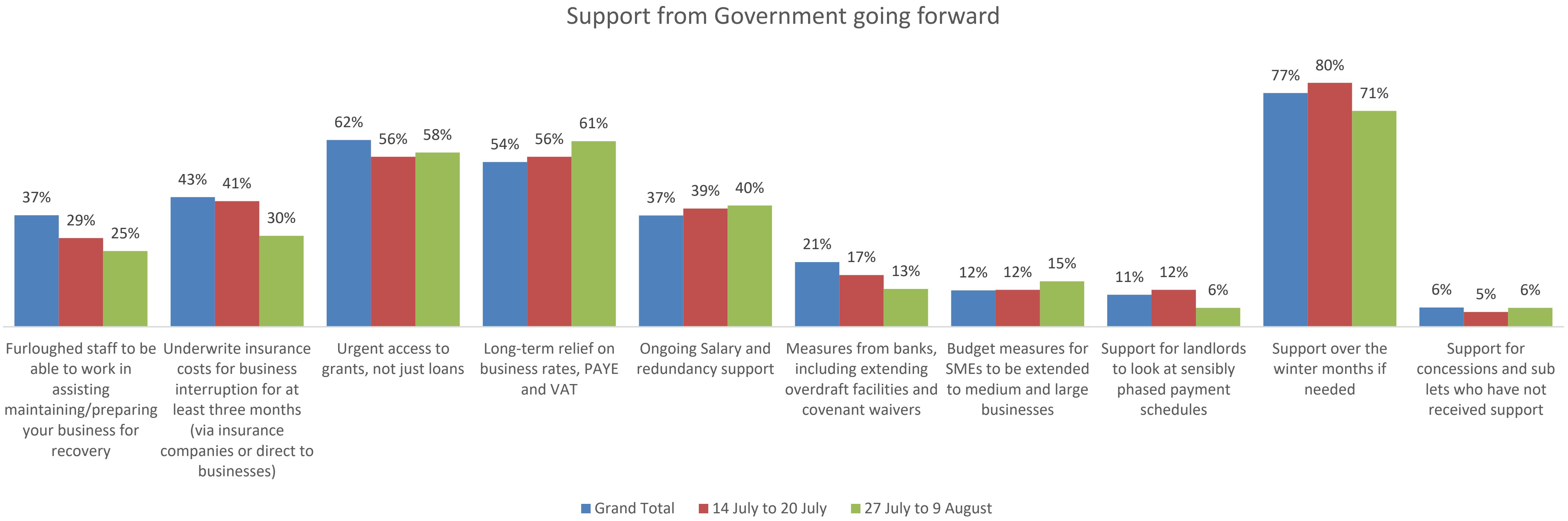
	1 to 3 months	3 to 6 months	6 to 12 months	Between one and two years	More than two years
Grand Total	34%	13%	29%	23%	0%
7 July to 13 July	32%	13%	29%	27%	0%
27 July to 9 August	28%	13%	36%	24%	0%

Grand Total | 7 July to 13 July | 27 July to 9 August

Q: If Covid 19 and all trading restrictions were to end today, how long would you estimate it would take for your company to get back to business as usual? (79)

Research Outputs – Business Support

Seven in ten businesses (71%) are saying they will need support from government over the winter months. The long term relief on business rates, PAYE and VAT and urgent access to grants, not just loans remain high at 61% and 58% respectively.



Q: What support from Government would crucial for your business going forward? (80)

Research Outputs – Further opinions

Respondents are currently operating at about half (48%) of their normal capacity for this time of the year. This is slightly below the 51% achieved during week 16.

Percentage of trade last week compared to the same week last year.

48%

Week 16

51%

Q: What was your percentage of trade last week compared to the same week last year? (76)

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

Some said their aim is to try to break even this year.

Visitor profile changes - Older guests have cancelled week long stays. Replaced with short stays which is not very cost effective.

More control over bookings – businesses would like to be able to trace postcodes to reject bookings from high risk areas. Some have stopped using OTAs in order to have better control over bookings.

Longer term

Help in winter months

Keep seasonal toilets open in winter months to allow extra trading time

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

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