Covid-19 – Online Tourism Business Survey

Prepared for: Great Yarmouth Tourism and Business Improvement Area

Report 20: 10 August to 24 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 continuous 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. The report includes a breakdown of responses by week as well as an average of all responses to date. The week 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 , 80 in week 18 and 73 in week 20. (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 10 August and 24 August 2020 - Key developments:

Eat Out To Help Out take-up - HM Treasury has published figures that show that there has been a very high take-up of the Eat Out to Help Out initiative. After the first week, 83,000 business premises had signed up, and 10.5 million covers claimed for with a value of £53.7 million**.**

Applications open for new grant funding - Tourism operators hoping to benefit from additional funding to aid small business recovery can apply from tomorrow, Wednesday 19 August. Businesses need to demonstrate a 40% loss of income due to COVID 19 between March and June, 2020 compared with the same period in 2019.

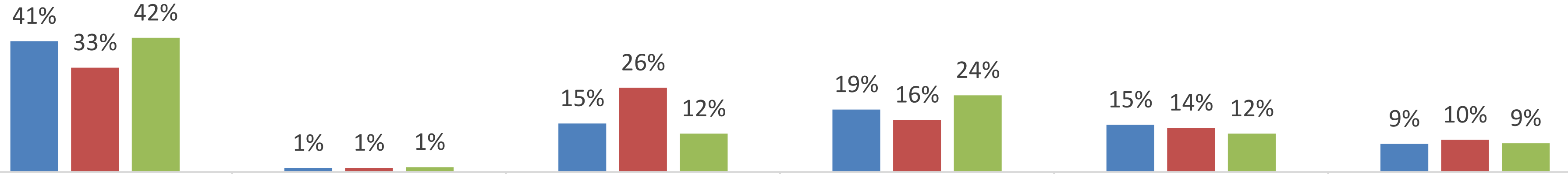
Lockdown - a series of restrictions are being removed. The full list includes:

- Indoor theatres, music and performance venues will be able to reopen with socially distanced audiences under updated performing arts guidance published by the Government.
- Wedding receptions in the form of a sit-down meal in a COVID-secure location for up to 30 guests will now be permitted.
- Beauty salons, spas and barbers will be able to offer all close contact services. However, saunas and steam rooms should remain closed until further notice.
- Indoor play and indoor soft play, bowling alleys, skating rinks and casinos will be permitted to reopen.
- A number of pilots will now take place at event venues across the country to help plan how best to restart indoor business events and implement social distancing practices.

Research Outputs – Business Profile

The latest sample show an increase in the proportion of accommodation providers taking part in the survey, up to 42%, followed by pubs / bar / restaurants, which account for about a quarter (24%) of all, respondents.

Type of business



	Accommodation provider	Event organiser	Other	Pub / bar / restaurant	Retail	Tourism attraction / experience provider
Grand Total	41%	1%	15%	19%	15%	9%
27 July to 9 August	33%	1%	26%	16%	14%	10%
10 August to 24 August	42%	1%	12%	24%	12%	9%

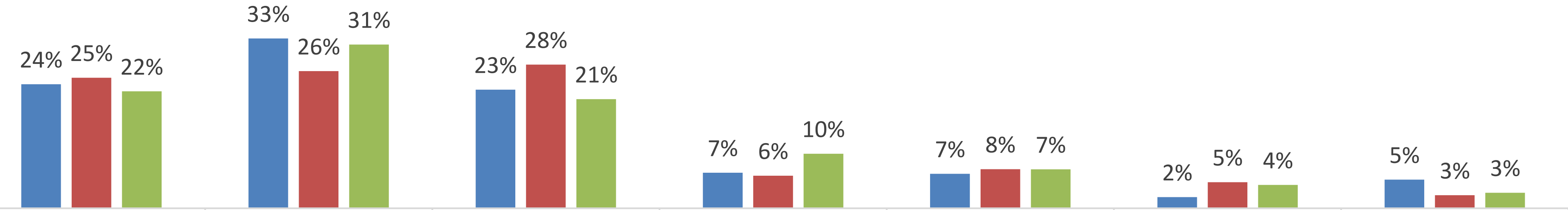
Grand Total 27 July to 9 August 10 August to 24 August

Q: What type of business do you run? (67)

Research Outputs – Business Profile

Businesses with turnover up to £100k account for about half of all businesses included in the sample (53% combined). This week we saw a 7% increase in the £101k-£500k bracket. Overall, 74% 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%	5%
27 July to 9 August	25%	26%	28%	6%	8%	5%	3%
10 August to 24 August	22%	31%	21%	10%	7%	4%	3%

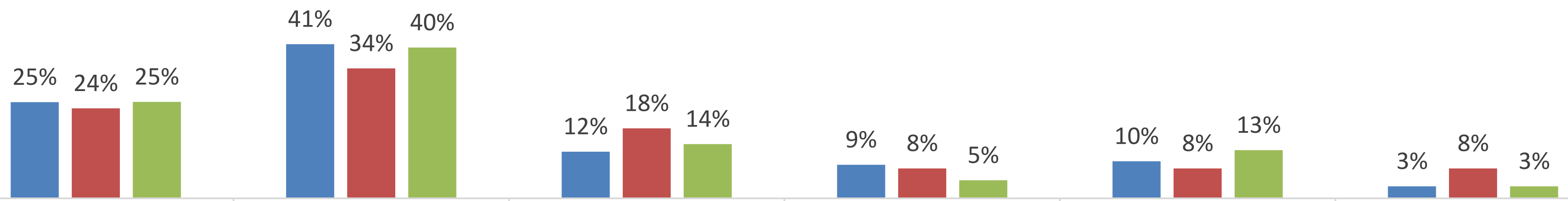
Grand Total ■ 27 July to 9 August ■ 10 August to 24 August

Q: What was your company's approximate turnover last year? (66)

Research Outputs – Staff and employment changes

There was a marginal increase in the proportion of businesses that don’t employ anyone – up one points to 25%. There we increases in the 1-5 and 25-50 categories. The over 50 staff group accounted for 3%, down from 8% the previous fortnight.

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%
27 July to 9 August	24%	34%	18%	8%	8%	8%
10 August to 24 August	25%	40%	14%	5%	13%	3%

Grand Total　27 July to 9 August　10 August to 24 August

Q: How many staff did you employ or expected to employ before the start of the Covid 19 crisis? (67)

Research Outputs – Staff and employment changes

Most businesses are operating at just under two thirds of their usual capacity (63% of normal operations). However, in order to meet the from of house requirements they are employing 73% of their usual staff. Note that for accommodation providers only, the percentages are 68% and 74% respectively.

All respondents

Percentage of usual capacity operating at.

63%

Percentage of usual staffing levels expected to be reopening at.

73%

Accommodation providers only

Percentage of usual capacity expected to be reopening at.

68%

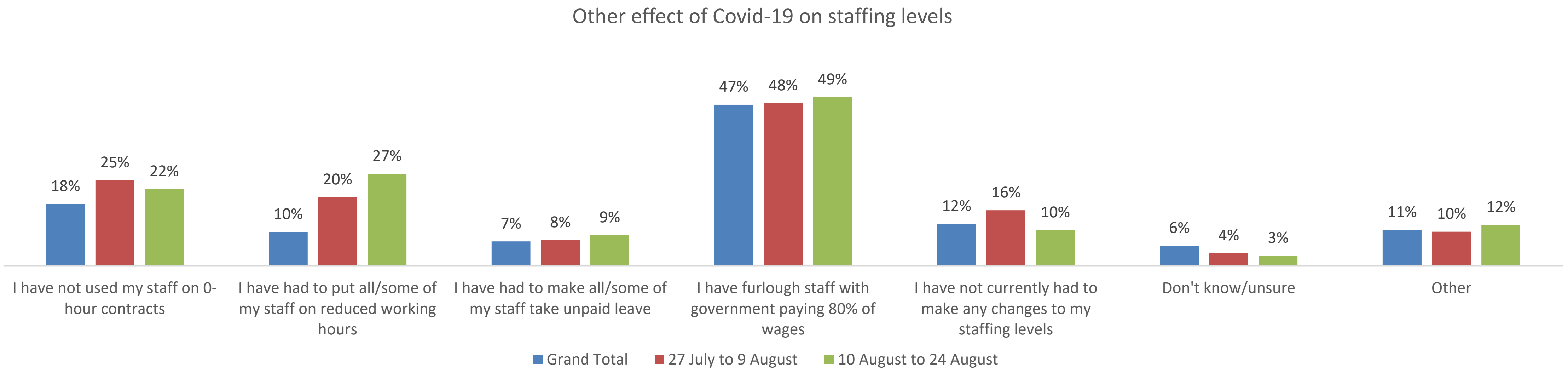
Percentage of usual staffing levels expected to be reopening at.

74%

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? (65,65)

Research Outputs – Staff and employment changes

This week there was a three percentage points decrease in the proportion that had not used their staff of 0-hour contracts, down to 22%. Also significant is the increase in the number of businesses that have put staff on reduced hours (up 7% in the last fortnight to 27%). Furthermore, almost half (49%) took advantage of the staff retention scheme and furloughed (some of) their staff.

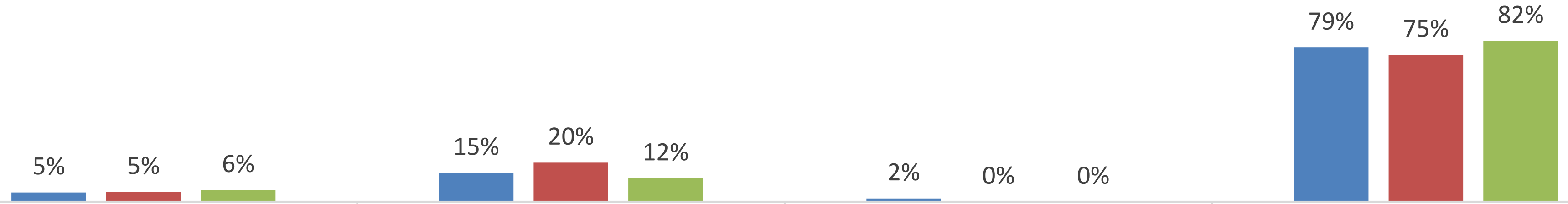


Q: What other effect has Covid-19 had on your staffing levels to date? (66)

Research Outputs – Impact on bookings and turnover

The proportion of businesses that reported changes to existing bookings/sales because of Covid 19 this fortnight is 82%, three percentage points above the all-time average. Note that there's been a significant reduction in the proportion of respondents that deem the question not applicable to their business model (12%, down from 20% two weeks ago).

Changes to existing bookings/sales because of Covid 19



	No	Not applicable	Too early to tell	Yes
Grand Total	5%	15%	2%	79%
27 July to 9 August	5%	20%	0%	75%
10 August to 24 August	6%	12%	0%	82%

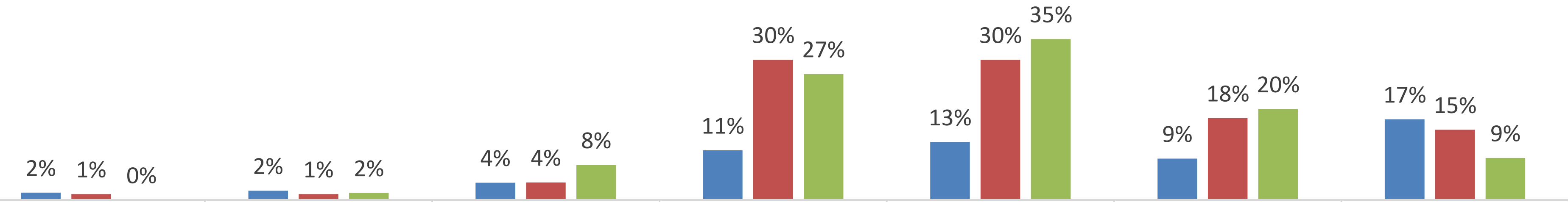
Grand Total   27 July to 9 August   10 August to 24 August

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 (67)

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. Over a third (35%) have lost between 40% and 60% of trade and a further 27% have lost between 20% and 40%.

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%	11%	13%	9%	17%
27 July to 9 August	1%	1%	4%	30%	30%	18%	15%
10 August to 24 August	0%	2%	8%	27%	35%	20%	9%

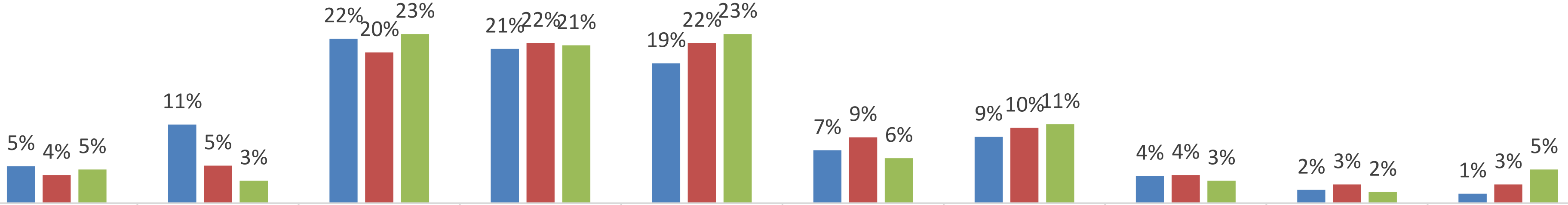
Grand Total 27 July to 9 August 10 August to 24 August

Q: If your trade has decreased what percentage of trade would you say you have lost this year? (67)

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 67% of all respondents. A further 17% 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%
27 July to 9 August	4%	5%	20%	22%	22%	9%	10%	4%	3%	3%
10 August to 24 August	5%	3%	23%	21%	23%	6%	11%	3%	2%	5%

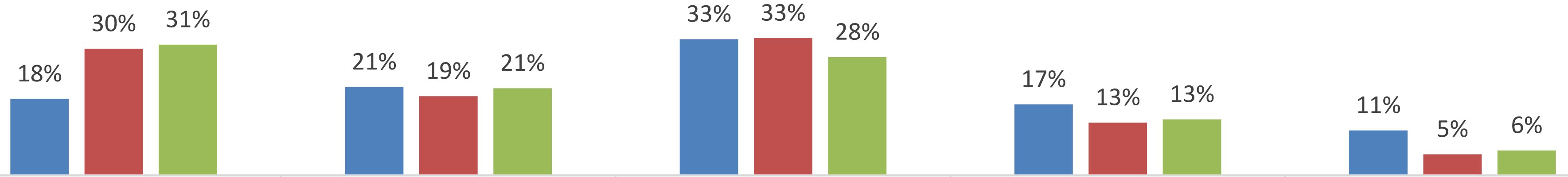
Grand Total   27 July to 9 August   10 August to 24 August

Q: Approximately how much could this mean in terms of lost turnover? (66)

Research Outputs – Business Survival

About half (52%) have a positive outlook on their likelihood or surviving the next three months. Just over a quarter (28%) are still not sure and 19% don't expect to survive longer than three months.

Business survival after THREE months in the current situation?



	Yes	Probably Yes	Not Sure	Probably Not	No
Grand Total	18%	21%	33%	17%	11%
27 July to 9 August	30%	19%	33%	13%	5%
10 August to 24 August	31%	21%	28%	13%	6%

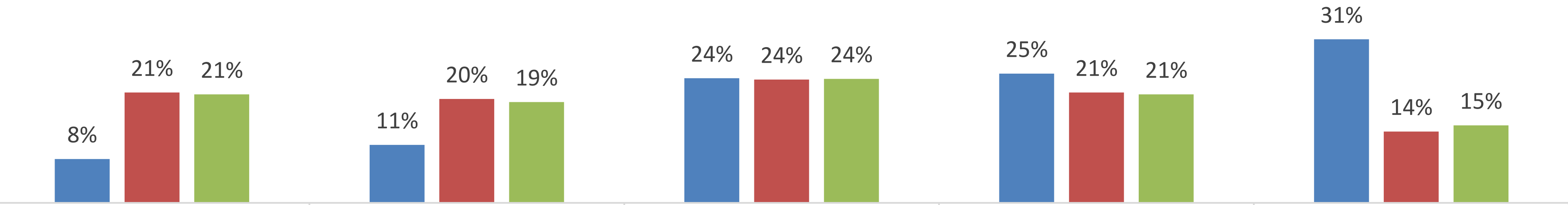
Grand Total 27 July to 9 August 10 August to 24 August

Q: Would your business survive for three months in the current situation? (67)

Research Outputs – Business Survival

Those 'not sure' about their survival after six months account for 24% of the sample and 40% are confident they will survive for six month in the current situation. More than a third (36%) think they probably won't survive after six months. These results are almost unchanged from those reported two weeks ago.

Business survival after SIX months in the current situation?



	Yes	Probably Yes	Not Sure	Probably Not	No
Grand Total	8%	11%	24%	25%	31%
27 July to 9 August	21%	20%	24%	21%	14%
10 August to 24 August	21%	19%	24%	21%	15%

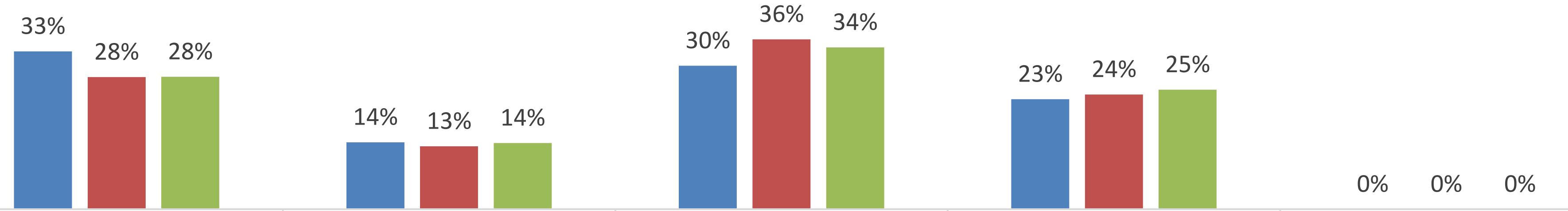
Grand Total 27 July to 9 August 10 August to 24 August

Q: Would your business survive for six months in the current situation? (67)

Research Outputs – Business Recovery

Should trading restrictions linked to Covid-19 end today, the majority of businesses (34%) would expect to need between 6 and 12 months to get back to business as usual and a further quarter (25%) 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 14% would expect to need between 3 and 6 months. Again, we report minimal changes from the reports published a fortnight ago.

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



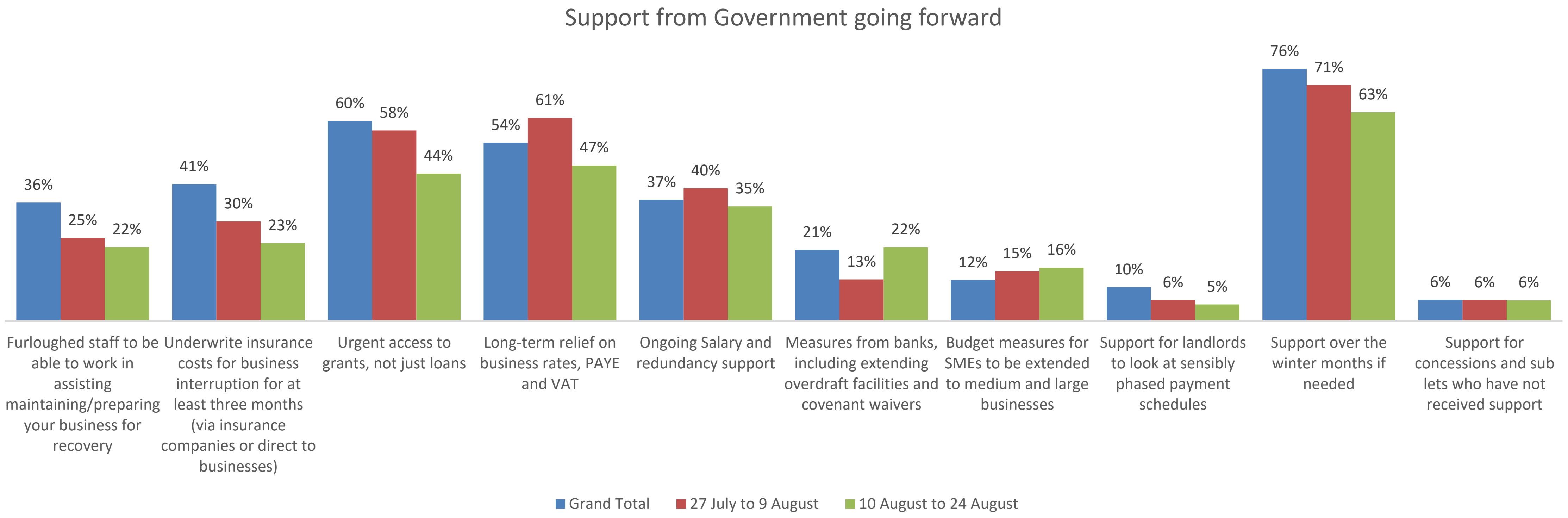
	1 to 3 months	3 to 6 months	6 to 12 months	Between one and two years	More than two years
Grand Total	33%	14%	30%	23%	0%
27 July to 9 August	28%	13%	36%	24%	0%
10 August to 24 August	28%	14%	34%	25%	0%

Grand Total 27 July to 9 August 10 August to 24 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? (67)

Research Outputs – Business Support

Overall, there has been a reduction in the proportion of businesses needed government support to ensure business continuity. Almost two thirds of businesses (63%) 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 are still important but at 47% and 44% respectively.



Q: What support from Government would be crucial for your business going forward? (67)

Research Outputs – Further opinions

Respondents are currently operating at almost two thirds (63%) of their normal capacity for this time of the year. This is above the 48% achieved two weeks ago.

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

63%

week 18

48%

Q: What was your percentage of trade last week compared to the same week last year? (65)

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

Problems controlling visitor origin – stopped using OTAs

Social distancing causes loss of impulse sales

Eat out to help out scheme was not needed in august, would have been more helpful in the autumn.

Longer term

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

No minimum wage increase in next budget – higher costs and expenses may result in more people made redundant

Uncertainty regarding restrictions at the start of next season as this affects the advance bookings capacity.

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

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