Covid-19 – Online Tourism Business Survey

Prepared for: Great Yarmouth Tourism and Business Improvement Area

Report 22: 7 September to 21 September

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; 73 in week 20, 63 in week 22 and 47 in week 24. (Note that there was a two week break since the week 18 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 7 September to 21 September - Key developments:

General measures and rule of six

- Starting on 14 September, it is no longer be legal to meet socially in groups of more than 6, unless they are in a household (and support bubble) of more than 6 people. This applies indoors and outdoors, including in private homes and hospitality settings like the pub.
- This single measure replaces both the existing ban on gatherings of more than 30 and the current guidance on allowing two households to meet indoors.
- This new guidance provides more detail on the exemptions, which include: Weddings, wedding receptions and funerals; Education and training, Work or voluntary / charitable services, Some organised indoor and outdoor sports, and Youth groups or activities.
- The guidance also clarifies that COVID-19 secure venues can continue to host people up to their social distancing capacity but that no one can visit in a group of more than 6 (except for the exemptions and where the household (including bubble) is greater than 6).

Test and trace rules change

From Friday 18 September, it is mandatory for many tourism and hospitality businesses to collect customer information and store securely for 21 days. The new rules state that premises and venues across England must have a system in place to record contact details for their customers, visitors and staff.

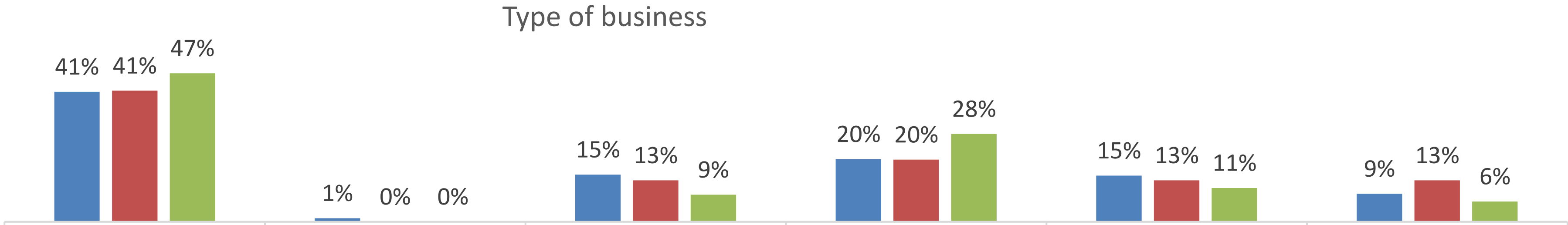
NHS COVID-19 app

New NHS COVID-19 app to be launched on 24th September to meet the new legal requirements to record contact details of customers, visitors and staff on the premises.

Via the new COVID-19 app, customers and visitors will be able to check in on arrival through their phone rather than filling in a book or tool specific to the business. This will allow NHS Test and Trace to contact customers with public health advice should there be a COVID-19 outbreak. Businesses who are already using their own QR system are being encouraged to switch to the NHS Test and Trace QR code.

Research Outputs – Business Profile

The latest sample shows an increase in the proportion of accommodation providers (up 6% on the last report to 47%) and an 8 percentage point increase in the proportion of pubs / bar / restaurants. There were some reductions for the other types of tourism businesses taking part in the survey.



	Accommodation provider	Event organiser	Other	Pub / bar / restaurant	Retail	Tourism attraction / experience provider
Grand Total	41%	1%	15%	20%	15%	9%
24 August to 6 September	41%	0%	13%	20%	13%	13%
7 September to 21 September	47%	0%	9%	28%	11%	6%

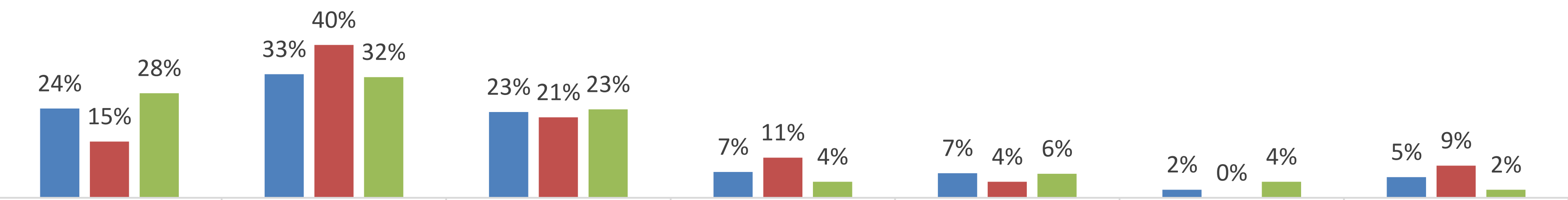
Grand Total   24 August to 6 September   7 September to 21 September

Q: What type of business do you run? (47)

Research Outputs – Business Profile

Businesses with turnover up to £100k account for three in five businesses (60%). In particular, we saw a significant increase in the proportion of businesses with turnovers under £50k. Overall, 83% 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%
24 August to 6 September	15%	40%	21%	11%	4%	0%	9%
7 September to 21 September	28%	32%	23%	4%	6%	4%	2%

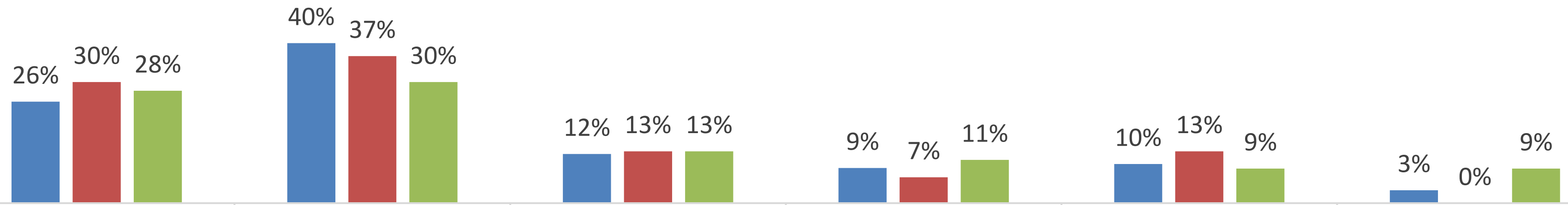
Grand Total   24 August to 6 September   7 September to 21 September

Q: What was your company's approximate turnover last year? (45)

Research Outputs – Staff and employment changes

There was a 2pc decrease in the proportion of businesses that don't employ anyone – down to 28%. There was a 7pc drop in the 1-5 categories (30% down from 37%).

Staff employed or expected to employ before Covid 19



	0	1-5	6-10	11-24	25-50	Over 50
Grand Total	26%	40%	12%	9%	10%	3%
24 August to 6 September	30%	37%	13%	7%	13%	0%
7 September to 21 September	28%	30%	13%	11%	9%	9%

Grand Total   24 August to 6 September   7 September to 21 September

Q: How many staff did you employ or expected to employ before the start of the Covid 19 crisis? (47)

Research Outputs – Staff and employment changes

Most businesses are operating at just under two thirds of their usual capacity (62% of normal operations). And they are employing 61% of their usual staff. Note that for accommodation providers only, the percentages are 64% and 58% respectively.

All respondents

Percentage of usual capacity operating at.

62%

Percentage of usual staffing levels expected to be reopening at.

61%

Accommodation providers only

Percentage of usual capacity operating at.

64%

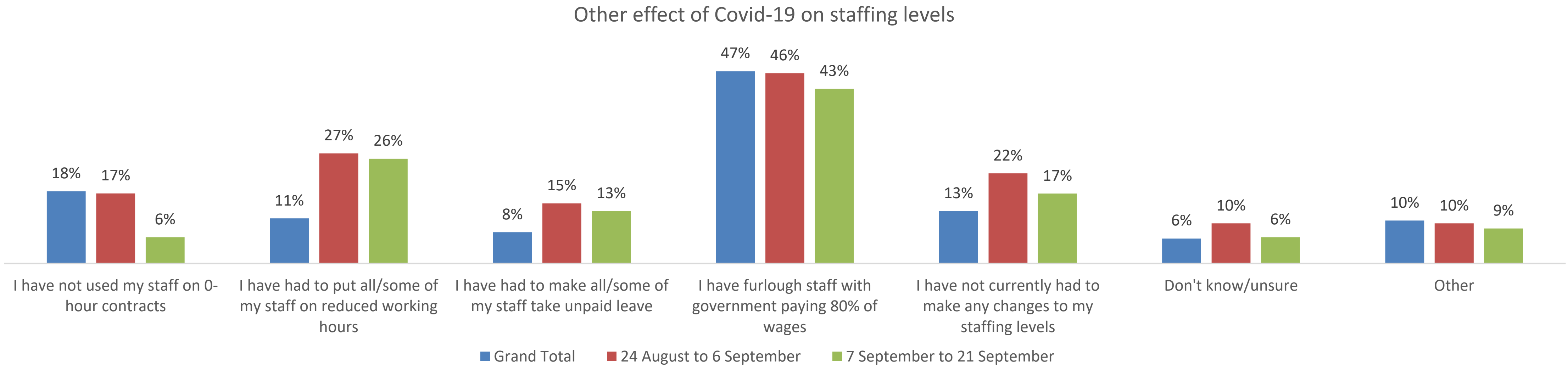
Percentage of usual staffing levels operating at.

58%

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? (46,46)

Research Outputs – Staff and employment changes

There was a marked decrease in the proportion of businesses that had not used their staff of 0-hour contracts, down to 6%. There is also a drop in the proportion of respondents that are still took advantage of the staff retention scheme and furloughed (some of) their staff (43%, down from 46%). There was a 5% drop in the number of businesses that have not had to make changes to their staff levels anymore, now accounting for almost a quarter of the sample (22%).

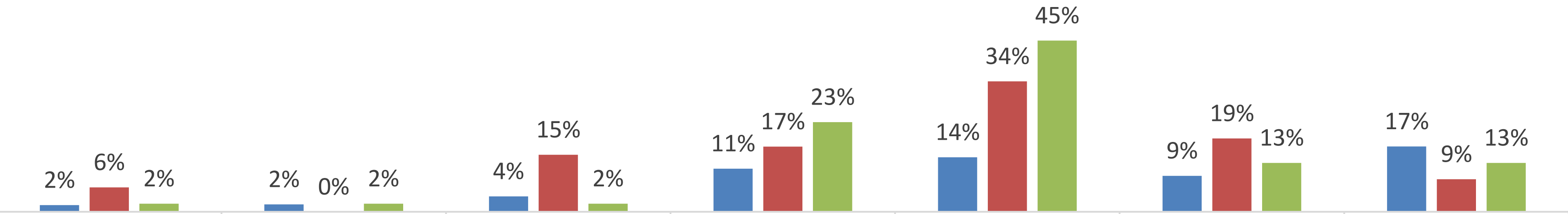


Q: What other effect has Covid-19 had on your staffing levels to date? (45)

Research Outputs – Impact on bookings and turnover

Overall, almost two thirds of respondents (71%) have lost over 40% of this year’s expected trade, with the majority (45%) reporting losses of between 40% and 60% of their trade forecasts.

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%	14%	9%	17%
24 August to 6 September	6%	0%	15%	17%	34%	19%	9%
7 September to 21 September	2%	2%	2%	23%	45%	13%	13%

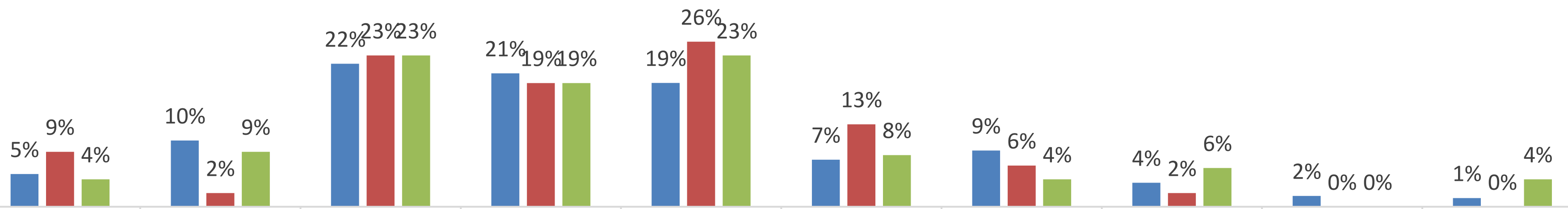
Grand Total 24 August to 6 September 7 September to 21 September

Q: If your trade has decreased what percentage of trade would you say you have lost this year? (46)

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 78% of all respondents. A further 22% 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%	10%	22%	21%	19%	7%	9%	4%	2%	1%
24 August to 6 September	9%	2%	23%	19%	26%	13%	6%	2%	0%	0%
7 September to 21 September	4%	9%	23%	19%	23%	8%	4%	6%	0%	4%

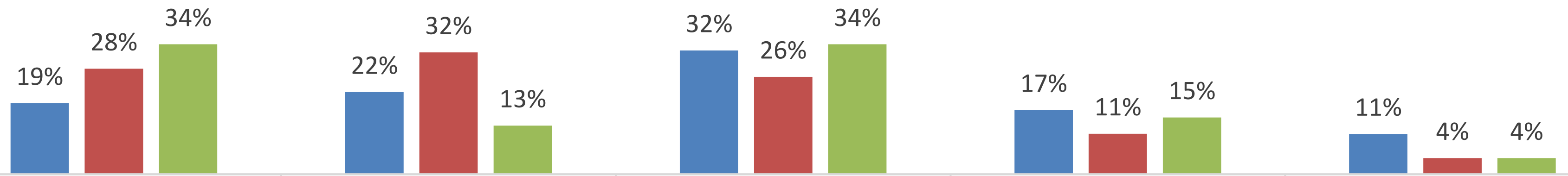
Grand Total ■ 24 August to 6 September ■ 7 September to 21 September

Q: Approximately how much could this mean in terms of lost turnover? (46)

Research Outputs – Business Survival

Almost half (47%) have a positive outlook on their likelihood or surviving the next three months, down from 60% in the previous report. Just over a third (34%) 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	19%	22%	32%	17%	11%
24 August to 6 September	28%	32%	26%	11%	4%
7 September to 21 September	34%	13%	34%	15%	4%

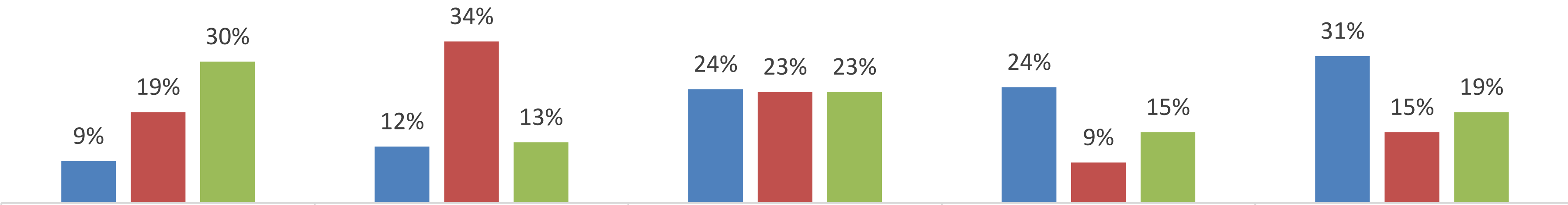
Grand Total   24 August to 6 September   7 September to 21 September

Q: Would your business survive for three months in the current situation? (47)

Research Outputs – Business Survival

Those ‘not sure’ about their survival after six months account for 23% of the sample and 43% are confident they will survive for six month in the current situation. Just over a third (34%) think they probably won’t survive after six months. These results are less optimistic than those reported two weeks ago.

Business survival after SIX months in the current situation?



	Yes	Probably Yes	Not Sure	Probably Not	No
Grand Total	9%	12%	24%	24%	31%
24 August to 6 September	19%	34%	23%	9%	15%
7 September to 21 September	30%	13%	23%	15%	19%

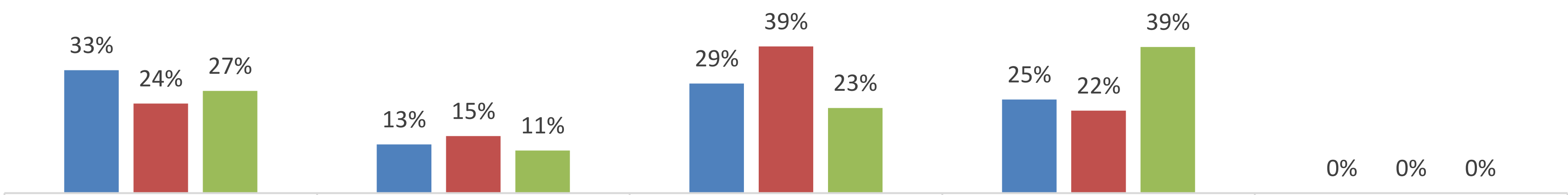
Grand Total   24 August to 6 September   7 September to 21 September

Q: Would your business survive for six months in the current situation? (47)

Research Outputs – Business Recovery

Should trading restrictions linked to Covid-19 end today, the majority of businesses (39%) would expect to need between one and two years to get back to business as usual and a under a quarter (23%) are likely to need between six and twelve months, a negative shift since the last report. Conversely, about a quarter (27%) believe it would only take them between 1 and 3 months and a further 11% would expect to need between 3 and 6 months.

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



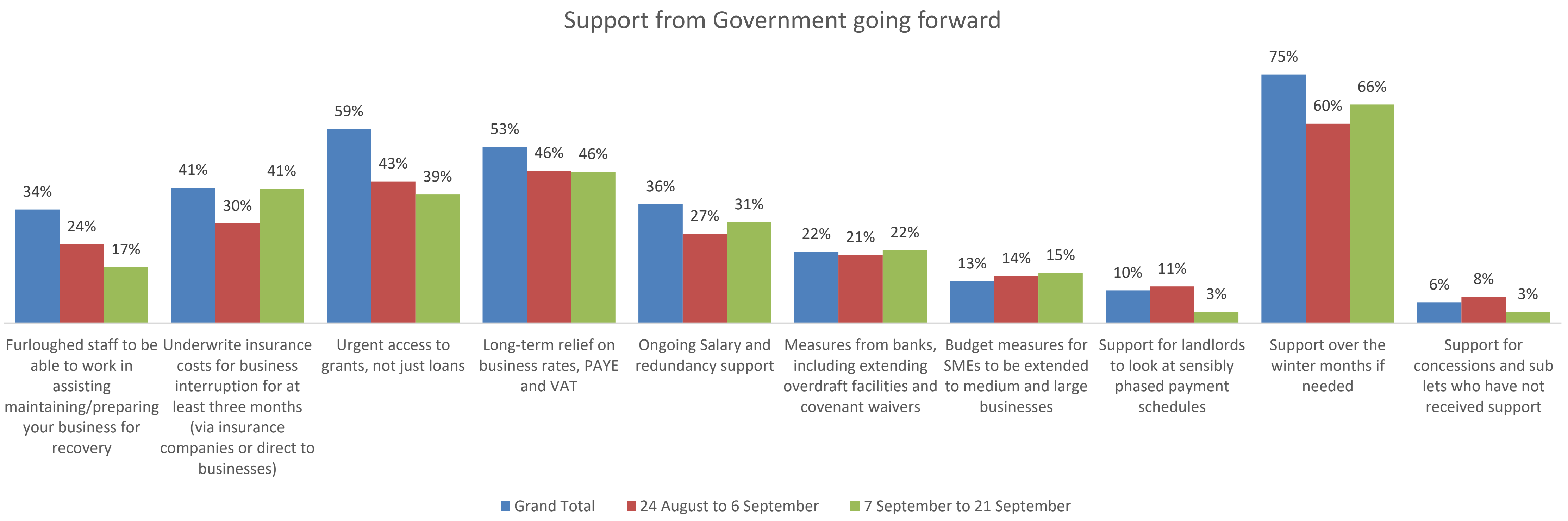
	1 to 3 months	3 to 6 months	6 to 12 months	Between one and two years	More than two years
Grand Total	33%	13%	29%	25%	0%
24 August to 6 September	24%	15%	39%	22%	0%
7 September to 21 September	27%	11%	23%	39%	0%

Grand Total   24 August to 6 September   7 September to 21 September

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? (47)

Research Outputs – Business Support

Two thirds (66%) are saying they will need support from government over the winter months. The long term relief on business rates, PAYE and VAT, underwrite insurance costs for business interruption for at least three months, and urgent access to grants, not just loans are still important for about a third of businesses (46%, 41% and 39% respectively).



Q: What support from Government would crucial for your business going forward? (46)

Research Outputs – Further opinions

Respondents are currently operating at just over two thirds (64%) of their normal capacity for this time of the year. This is a bit below the 67% achieved two weeks ago.

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

64%

Previous report

67%

Q: What was your percentage of trade last week compared to the same week last year? (46)

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 summarised below:

- More enforcement is needed – Need all businesses to comply with guidance to avoid damage to local industry's reputation.
- Expecting redundancies at the end of furlough scheme
- Further lockdown worries
- Worries about the lack of further grants
- Some doubt about the benefits of staying open over winter
- Difficult to implement social distancing indoors and still be profitable.

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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