Covid-19 – Online Tourism Business Survey

Prepared for: Great Yarmouth Tourism and Business Improvement Area

Report 25: 19 October – 2 November

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 ; 47 in week 24; 55 in week 26; 59 in week 28 and 62 in week 30. (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 19 October to 2 November - Key developments:

Second national lockdown

The Prime Minister announced a second national lockdown for England to come into effect on Thursday 5 November, for an initial period of 4 weeks, until 2 December.

- Hospitality venues like restaurants, bars and pubs must close, but can still provide takeaway and delivery services. However, takeaway of alcohol will not be allowed.
- Hotels, hostels and other accommodation should only open for those who have to travel for work purposes and for a limited number of other exemptions which will be set out in law.
- Indoor and outdoor leisure facilities, Entertainment venues must also close.

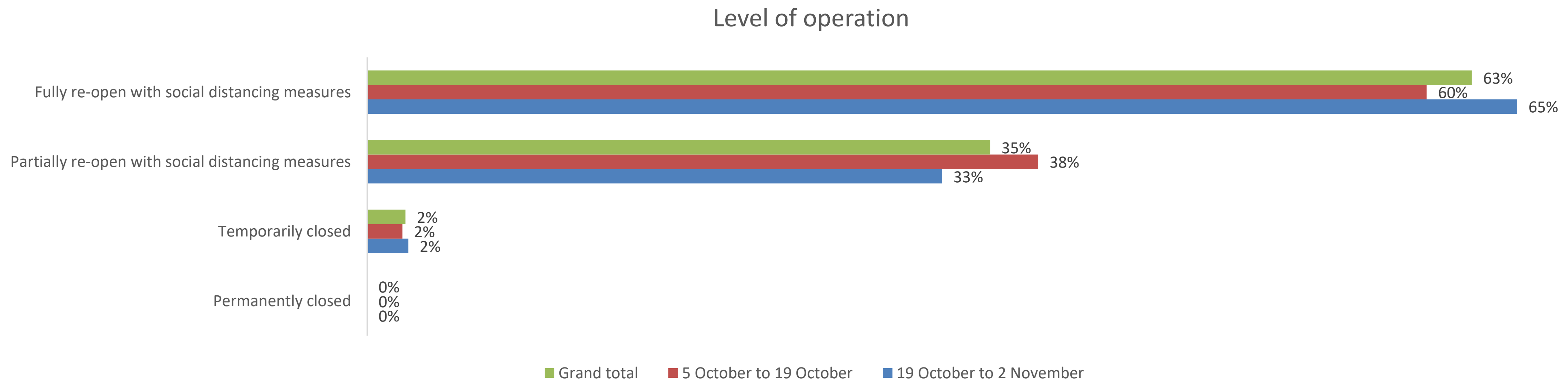
Overnight stays and holidays away from primary residences will not be allowed- including holidays in the UK and abroad. This includes staying in a second home, for those who own one, or staying with anyone you do not live with or are in a support bubble with. There are specific exceptions, for example if a person needs to stay away from home (including in a second home) for work purposes.

Financial support

The Coronavirus Job Retention Scheme will be extended through November.

Research Outputs – Business Profile

There was a slight increase in the proportion of participant businesses fully open and with social distance measures in place (65% up from 60% two weeks ago). A third (33%) said they were only partially open and with social distance measures in place (down from 38%). A small proportion of the sample (2%) had temporarily closed (unchanged since the last report). It should be noted that businesses that have closed, temporarily or permanently, may have decided not to take part in the survey and therefore may be under-represented.

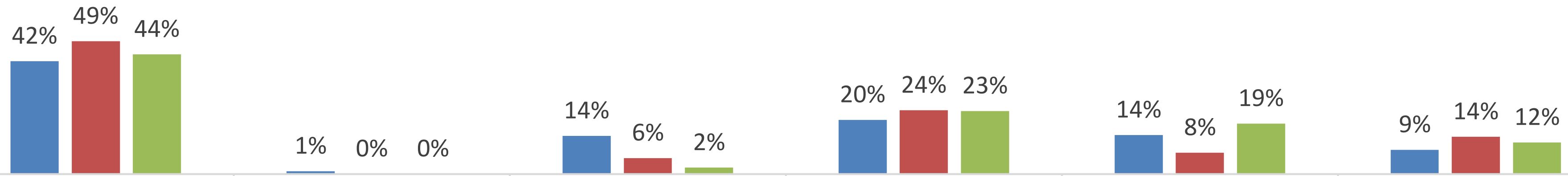


Q: What is the current status of your business? *(62)*

Research Outputs – Business Profile

The latest sample shows a slight reduction in the proportion of accommodation providers (down 5% on the last report, to 44%) and a 11% increase in the proportion of retail outlets. There was a small decrease in the proportion of tourism attractions (down to 12%, from 14% in the previous wave) and only small variations in the other types of tourism businesses taking part in the survey.

Type of business



	Accommodation provider	Event organiser	Other	Pub / bar / restaurant	Retail	Tourism attraction / experience provider
Grand Total	42%	1%	14%	20%	14%	9%
5 October to 19 October	49%	0%	6%	24%	8%	14%
19 October to 2 November	44%	0%	2%	23%	19%	12%

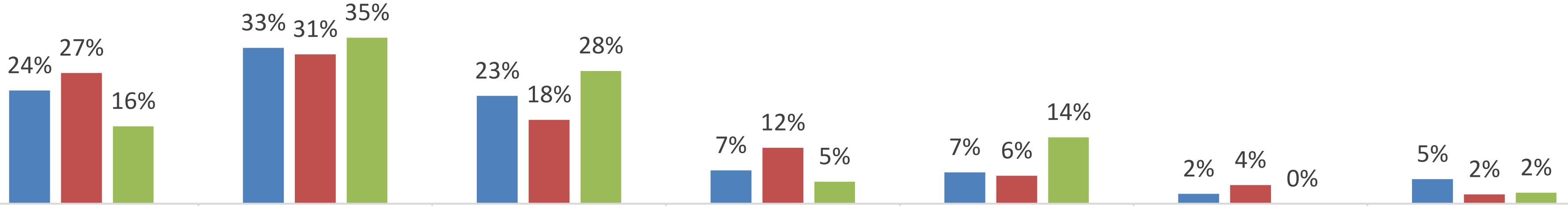
Grand Total   5 October to 19 October   19 October to 2 November

Q: What type of business do you run? (62)

Research Outputs – Business Profile

Businesses with turnover up to £100k accounted for two in five businesses (41%). There was a 10% increase in the proportion of businesses with turnovers between £100k and £500k, up to 28%. Similarly, those reporting turnovers of £1m to £5m accounted for 14% (up from 6% in the previous wave). Overall, four in five (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%	5%
5 October to 19 October	27%	31%	18%	12%	6%	4%	2%
19 October to 2 November	16%	35%	28%	5%	14%	0%	2%

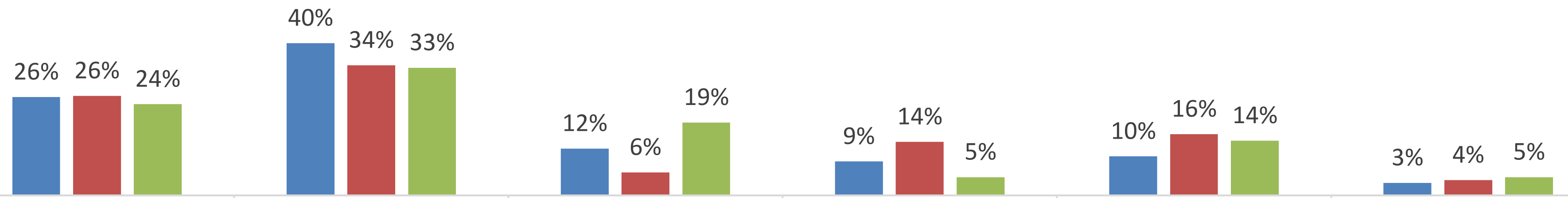
Grand Total 5 October to 19 October 19 October to 2 November

Q: What was your company's approximate turnover last year? (61)

Research Outputs – Staff and employment changes

There was a 2% drop in the proportion of businesses that don't employ anyone – from 26% down to 24%. Similarly, there was a 1% decrease in the 1-5 categories (33%, down from 34% in the previous report). More significantly, those employing between 6 and 10 people accounted for 9%, up from only 6% during the previous wave. Medium and larger establishments showed some decreases – those employing 11-24 people accounted for 5% (down from 14% in the previous wave), the 25-50 group was also down by 2 point to 14% of the total sample and the 'over 50 employees' group increase marginally from 4% to 5%.

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%
5 October to 19 October	26%	34%	6%	14%	16%	4%
19 October to 2 November	24%	33%	19%	5%	14%	5%

Grand Total | 5 October to 19 October | 19 October to 2 November

Q: How many staff did you employ or expected to employ before the start of the Covid 19 crisis? (61)

Research Outputs – Staff and employment changes

On average, businesses are operating at 59% of normal capacity. They are necessitating 78% of their usual staff. When looking at accommodation providers only, the percentages are 55% and 56% respectively. Note that accommodation providers were operating at 66% two weeks ago. This change would suggest that accommodation providers are starting to close for the winter.

All respondents

Percentage of usual capacity operating at.

59%

Percentage of usual staffing levels expected to be reopening at.

78%

Accommodation providers only

Percentage of usual capacity operating at.

55%

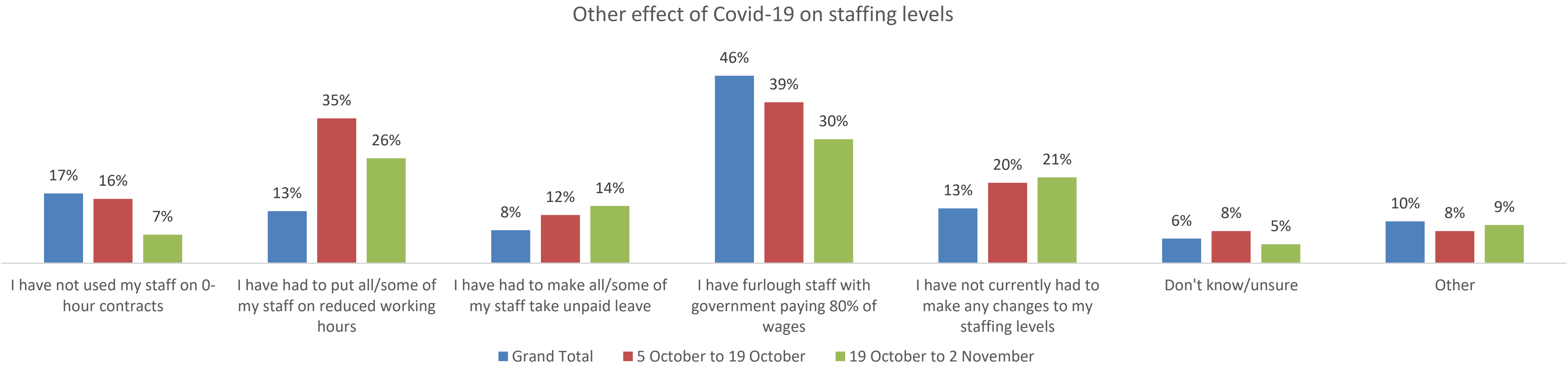
Percentage of usual staffing levels operating at.

56%

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? (61,61)

Research Outputs – Staff and employment changes

Overall, there has been a reduction in the proportion of businesses making staff and employment changes since the last wave. On e in five (21%) have not made any changes to staff levels. A quarter (26%) of businesses had to put some or all of their staff on reduced working hours (down from 35% in the previous wave). There was a small increase in the proportion of respondents that had to make all or some of their staff take unpaid leave.

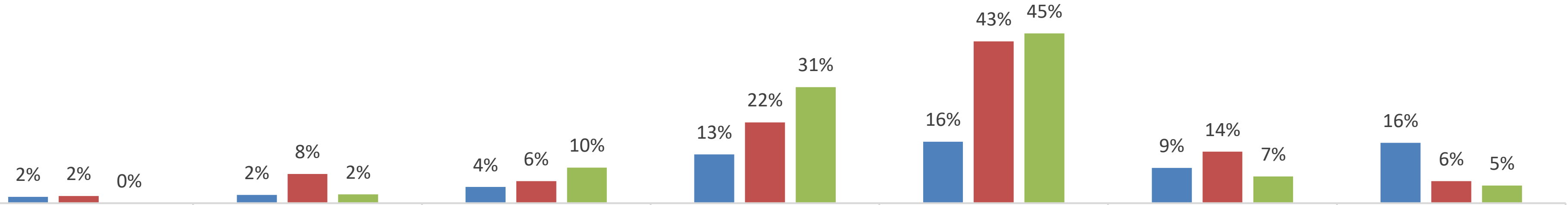


Q: What other effect has Covid-19 had on your staffing levels to date? (62)

Research Outputs – Impact on bookings and turnover

Overall, almost three in five (57%) of respondents have lost over 40% of this year's expected trade, with the majority (45%) reporting losses of between 40% and 60% of their forecasted trade.

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%	13%	16%	9%	16%
5 October to 19 October	2%	8%	6%	22%	43%	14%	6%
19 October to 2 November	0%	2%	10%	31%	45%	7%	5%

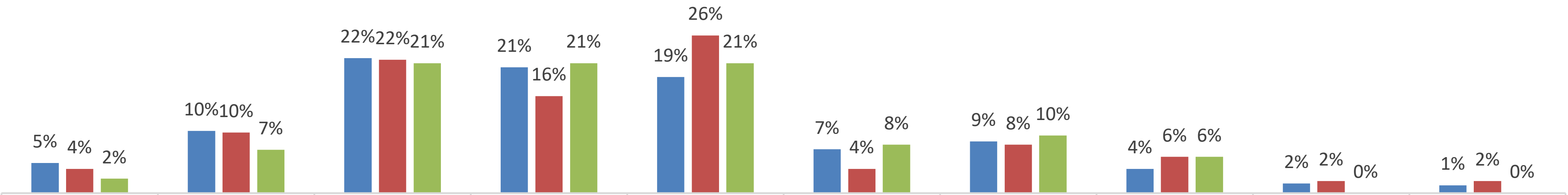
Grand Total   5 October to 19 October   19 October to 2 November

Q: If your trade has decreased what percentage of trade would you say you have lost this year? (62)

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 63% of all respondents. A further 18% 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%
5 October to 19 October	4%	10%	22%	16%	26%	4%	8%	6%	2%	2%
19 October to 2 November	2%	7%	21%	21%	21%	8%	10%	6%	0%	0%

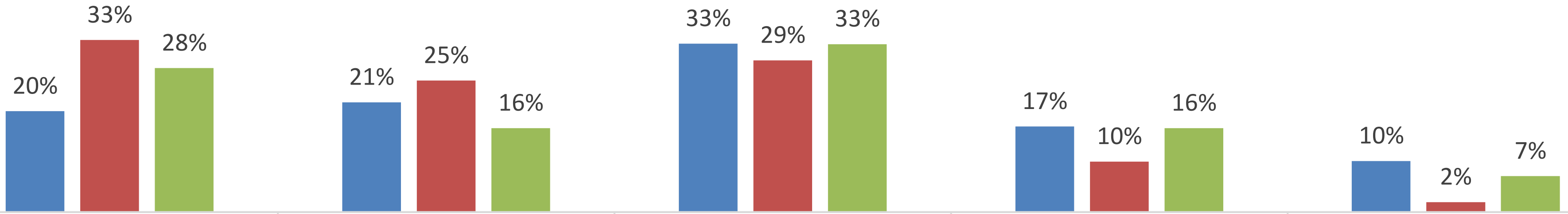
Grand Total　5 October to 19 October　19 October to 2 November

Q: Approximately how much could this mean in terms of lost turnover? (62)

Research Outputs – Business Survival

Just over two in five (44%) have a positive outlook on their likelihood or surviving the next three months, down from 58% in the previous report. A third (33%) are still not sure and 23% 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	20%	21%	33%	17%	10%
5 October to 19 October	33%	25%	29%	10%	2%
19 October to 2 November	28%	16%	33%	16%	7%

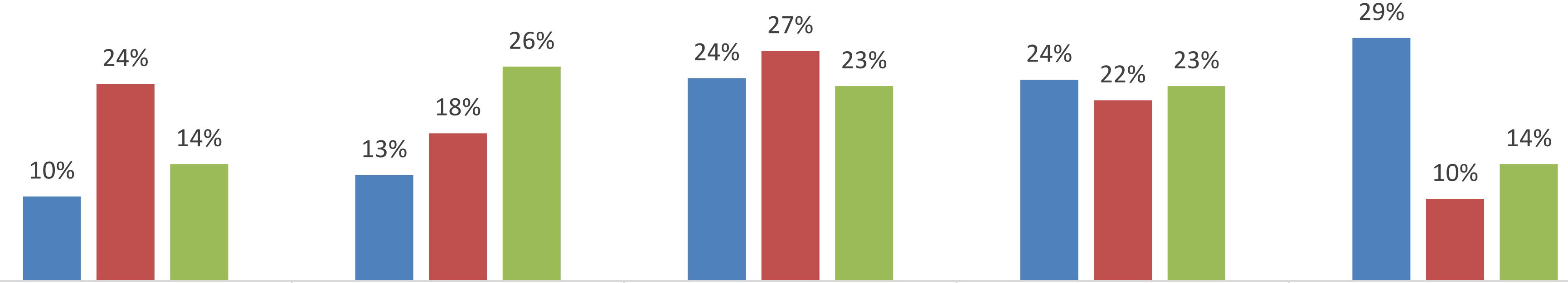
Grand Total   5 October to 19 October   19 October to 2 November

Q: Would your business survive for three months in the current situation? (62)

Research Outputs – Business Survival

Two in five (40%) are confident they will survive for six month in the current situation (down from 42%). Those ‘not sure’ about their survival after six months account for 23% of the sample. Almost two in five (37%) 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	10%	13%	24%	24%	29%
5 October to 19 October	24%	18%	27%	22%	10%
19 October to 2 November	14%	26%	23%	23%	14%

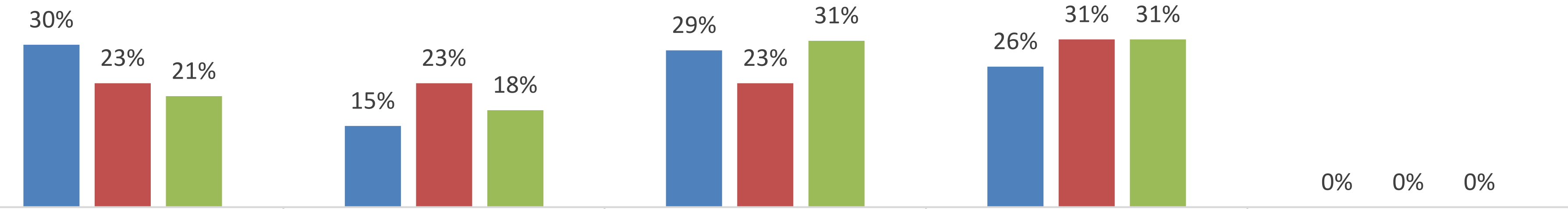
Grand Total 5 October to 19 October 19 October to 2 November

Q: Would your business survive for six months in the current situation? (62)

Research Outputs – Business Recovery

Should trading restrictions linked to Covid-19 end today, the majority of businesses (31%) would expect to need between one and to years to recover – unchanged since the previous wave. Those expecting to need up to 6 months account for 39% (of these, 21% think they will only need between 1 and 3 months) About a third (31%) will need between 6 months and a year to recover.

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



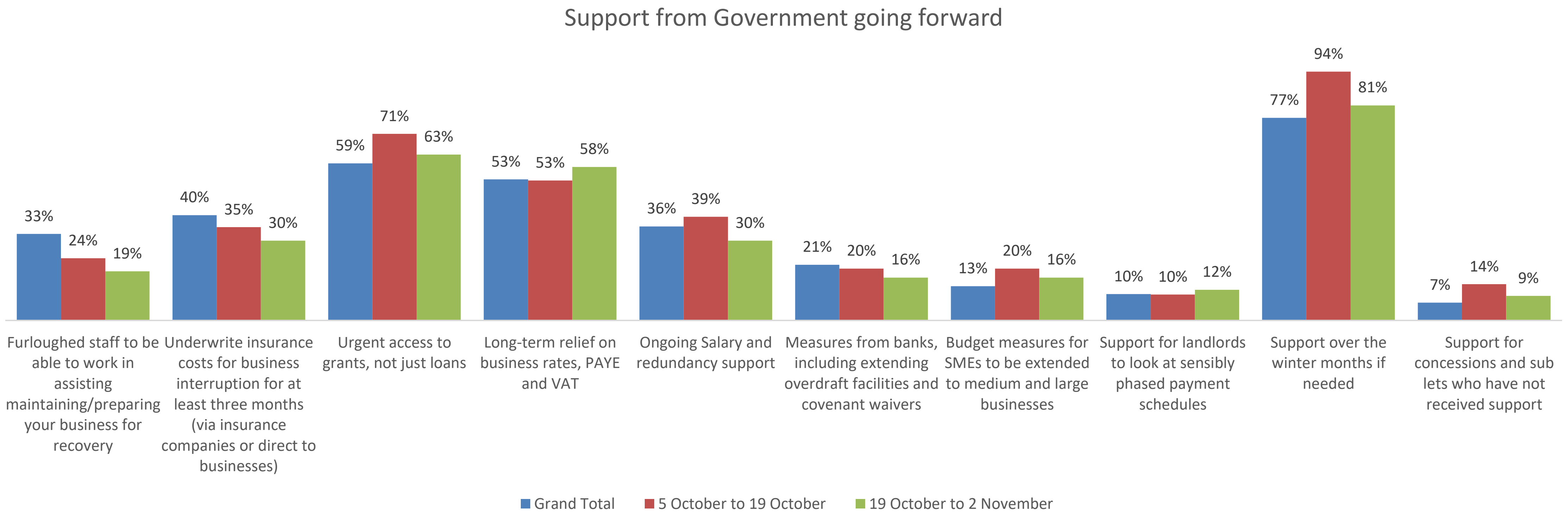
	1 to 3 months	3 to 6 months	6 to 12 months	Between one and two years	More than two years
Grand Total	30%	15%	29%	26%	0%
5 October to 19 October	23%	23%	23%	31%	0%
19 October to 2 November	21%	18%	31%	31%	0%

Grand Total   5 October to 19 October   19 October to 2 November

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? (61)

Research Outputs – Business Support

The large majority (81%) are saying they will need support from government over the winter months. The urgent access to grants, not just loans and the long term relief on business rates, PAYE and VAT still important to businesses (63% and 58% respectively).



Q: What support from Government would be crucial for your business going forward? (61)

Research Outputs – Further opinions

Respondents are currently operating at just under half (48%) of their normal capacity for this time of the year. This is below the 51% achieved two weeks ago.

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

48%

Previous report

51%

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

- There are some concerns about the Tier system and the varying levels of restrictions. Some accommodation providers feel that if the are was to be put under Tier 2, this would result in little support for business at this level but many restrictions on trade.
- Businesses continue to ask for clarification – for example, should they accept booking from residents in Tier three areas?
- Half term week has been relatively quiet due to these restrictions and local lock downs.

Note that these comments were captured before the latest Government announcement of the planned four-week lockdown across England.

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

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