

ERBID & Devon Cryptosporidium Impact Survey 2024

Key Findings - Summary



Key Findings

Background

- On the 14th of May 2024 many media outlets, both regional and national reported on an outbreak of cryptosporidium in the Brixham area. After receiving feedback from local businesses of cancelled bookings etc. as a result of the news of the outbreak, the ERBID board and VisitDevon wished to better understand the impact that this outbreak of illnesses and the contamination of the water supply has had, and will have in the future, on the tourism industry in Torbay and the wider Devon county and commissioned The South West Research Company (TSWRC) to evaluate the impact of the outbreak on the tourism and hospitality industry during this period.
- The survey was live from Tuesday 18th June until Monday 8th July 2024 and a total of 427 business took part in the survey by the time the survey was closed down on Monday 8th July (representing approximately 667 businesses when self catering agencies are taken into account). 209 businesses were based in Torbay (49% of the total sample) and 216 businesses were based elsewhere in Devon county (51% of the total sample).

Sample profile

- 49% of all businesses were located in Torbay including 48% of these who were based in Brixham. The remaining 51% of businesses were based elsewhere in the county including 21% in the South Hams.
- 65% of all businesses were accommodation providers. 13% were a food and drinks related business, 6% in each case were a visitor or leisure attraction or another type of business and 4% were a retail business (excl. food and drinks). 3% were a sports or activities-based business and 2% were a self catering agency.

Key Findings

Impacts of Cryptosporidium outbreak

- **50% of Devon businesses said their business levels had been impacted since the 15th May 2024 as a direct result of the Cryptosporidium outbreak. 20% said they had not been impacted and 30% didn't know/were unsure of any impact at the time of completing the survey.**
- The impacted proportion increased to 67% of all businesses located in Torbay and decreased to 33% of businesses based elsewhere in the rest of Devon.
- The impacted proportion increased to 86% of all businesses located in Brixham. 57% of Paignton businesses were impacted, 46% of Torquay businesses and 54% of businesses based elsewhere in Torbay.
- Of the 50% of all businesses who said the outbreak had affected their business levels, 100% of these businesses said their turnover had been impacted negatively as a result of the outbreak (no change by area).

Key Findings

- Shown below and overleaf are the impacts calculated through survey data. These are the total impacts of the loss of direct visitor spend in the named areas in May 2024 and June 2024, covering both staying and day visitors lost and their spend in the key tourism related sectors of accommodation, retail, food & drink, attractions/entertainment and travel and transport.
- The total lost visitor spend in Devon estimated for May & June 2024 combined as a result of the outbreak was £34m including £10m in Torbay and £24m elsewhere in the rest of the county. £3.7m of the lost visitor spend in Torbay was in Brixham and £3.5m in Torquay.

May & June impacts 2024	Devon County	Torbay	Rest of Devon		Brixham	Paignton	Torquay	Other Torbay
Total lost visitor spend	£34m	£10m	£24m		£3.7m	£2.0m	£3.5m	£0.7m
Total lost visitor spend on accommodation	£5.3m	£2.0m	£3.3m		£0.6m	£0.6m	£0.7m	£0.1m
Total lost visitor spend on non- accommodation	£28.7m	£8.0m	£20.7m		£3.1m	£1.5m	£2.9m	£0.6m

Key Findings

- 21% of Devon businesses said they had bookings cancelled for future months in 2024 as a direct result of the Cryptosporidium outbreak. 49% said they had not had any bookings cancelled for future months in 2024 and 30% didn't know/were unsure of any booking cancellations at the time of completing the survey.
- 29% of all Torbay businesses said they had bookings cancelled for future months in 2024 as a direct result of the Cryptosporidium outbreak with this proportion increasing to 34% of Brixham businesses (26% Paignton, 26% Torquay and 17% in the rest of Torbay). 42% said they had not had any bookings cancelled for future months in 2024 and 29% didn't know/were unsure of any booking cancellations at the time of completing the survey.
- Shown below are the impacts calculated through survey data. These are the total impacts of the loss of direct visitor spend in the named areas looking ahead in 2024 due to cancellations of bookings from staying visitors and includes their likely spend in the key tourism related sectors of accommodation, retail, food & drink, attractions/entertainment and travel and transport.
- **The additional total lost visitor spend in Devon estimated for forward booking cancellations as a result of the outbreak was £6.4m including £1.9m in Torbay and £4.5m elsewhere in the rest of the county.**

Forward booking cancellations impacts 2024	Devon County	Torbay	Rest of Devon		Brixham	Paignton	Torquay	Other Torbay
Total lost visitor spend	£6.4m	£1.9m	£4.5m		£0.5m	£0.7m	£0.6m	£0.1m
Total lost visitor spend on accommodation	£3.1m	£0.9m	£2.2m		£0.3m	£0.3m	£0.3m	£0.05m
Total lost visitor spend on non- accommodation	£3.3m	£1.0m	£2.3m		£0.3m	£0.3m	£0.3m	£0.05m

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July 2024

