ERBID How's Business Survey

August 2022

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October 2022

Executive Summary

Compared to August 2019 businesses reported that:

August 2022 Visitor levels:
Increased 22% / Stayed the same 40% / Decreased 37%
Estimated actual change in visitors -5%

August 2022 Turnover levels:
Increased 45% / Stayed the same 21% / Decreased 35%
Estimated actual change in turnover 0%

September 2022 Outlook is:
Better than 2019 25% / Same as 2019 39% / Not as good as 2019 36%

October 2022 Outlook is:
Better than 2019 13% / Same as 2019 23% / Not as good as 2019 64%

November 2022 Outlook is:
Better than 2019 10% / Same as 2019 27% / Not as good as 2019 63%

Optimism
Optimism score is 5.89 out of a possible 10

August 2022 – Our comment

Whilst 37% of all businesses reported experiencing a decrease in visitors/customers and a change of -5% compared with 2019 (pre-pandemic), 45% of businesses reported an increase in their turnover with no change compared with the same time during 2019 – the first time this has happened this year with regards to turnover.

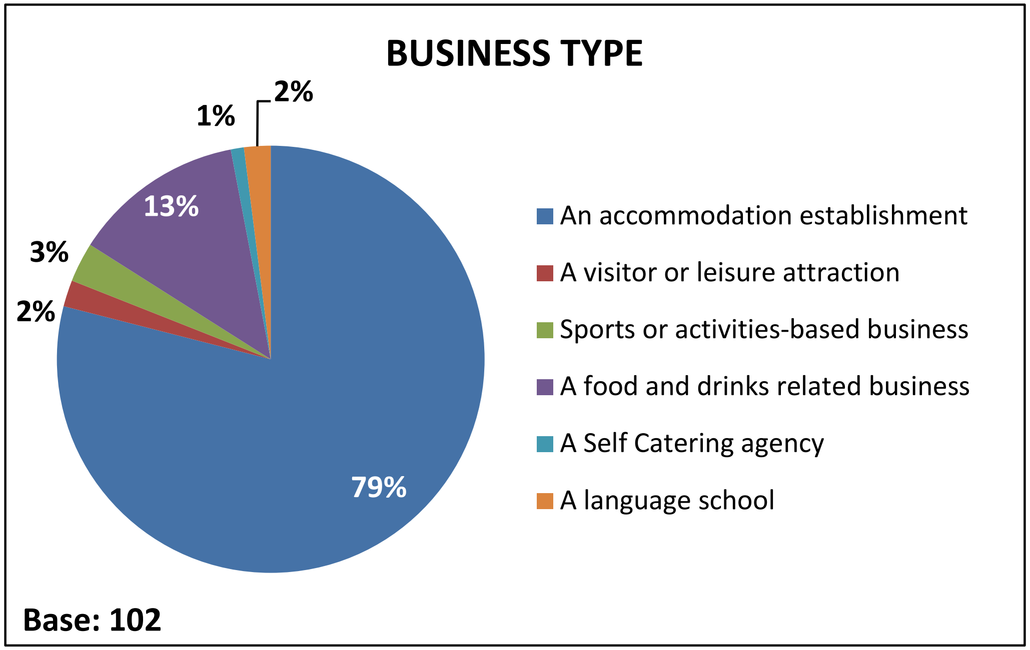
36% of businesses anticipated decreased bookings for September compared with 2019 levels, whilst 64% and 63% of businesses respectively anticipated the same for October and November. However, this may change as we collect data for these months.

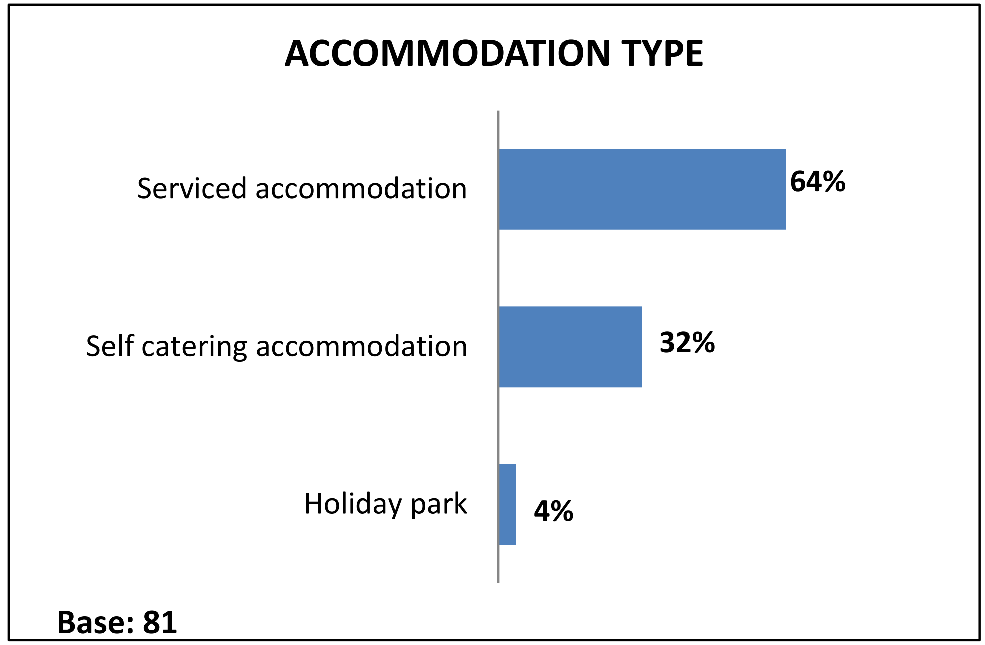
Businesses continued to be most concerned about rising energy costs (91%) and about the increase in the cost of living generally (71%) along with 64% most concerned about increases in other business costs e.g. food and other supplies etc.

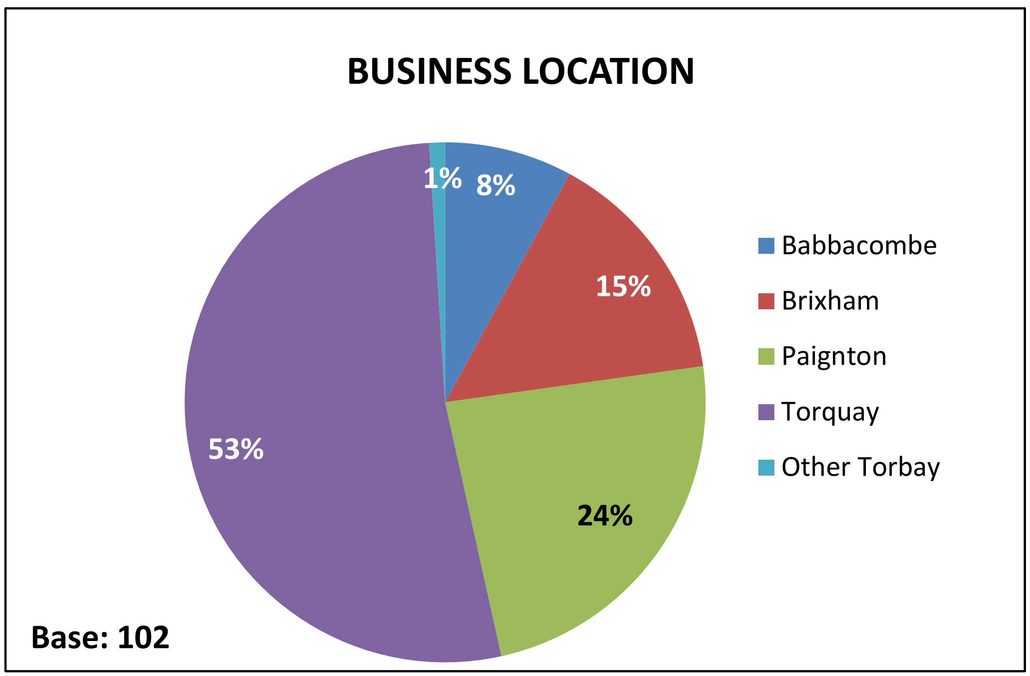
This month's survey has a sample of 102 businesses, representing a minimum sample of approximately 113 businesses when self-catering agency properties are also considered.

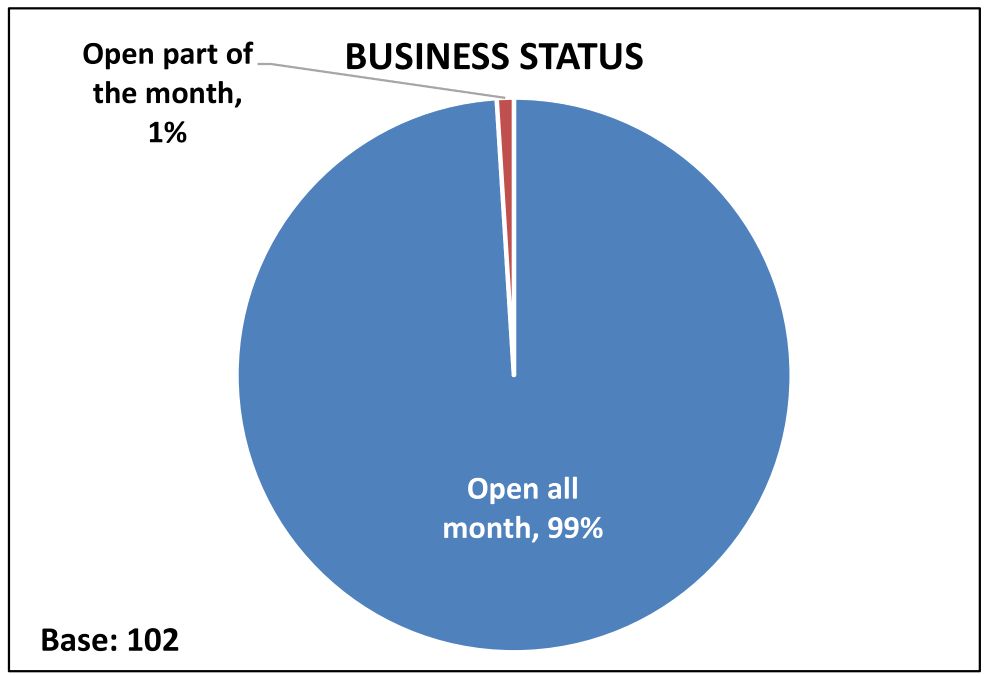
Our thanks go to all businesses that have taken part in the survey this month and to those organisations that have assisted us with the promotion of the survey. It’s very much appreciated.

Sample profile, business location and status

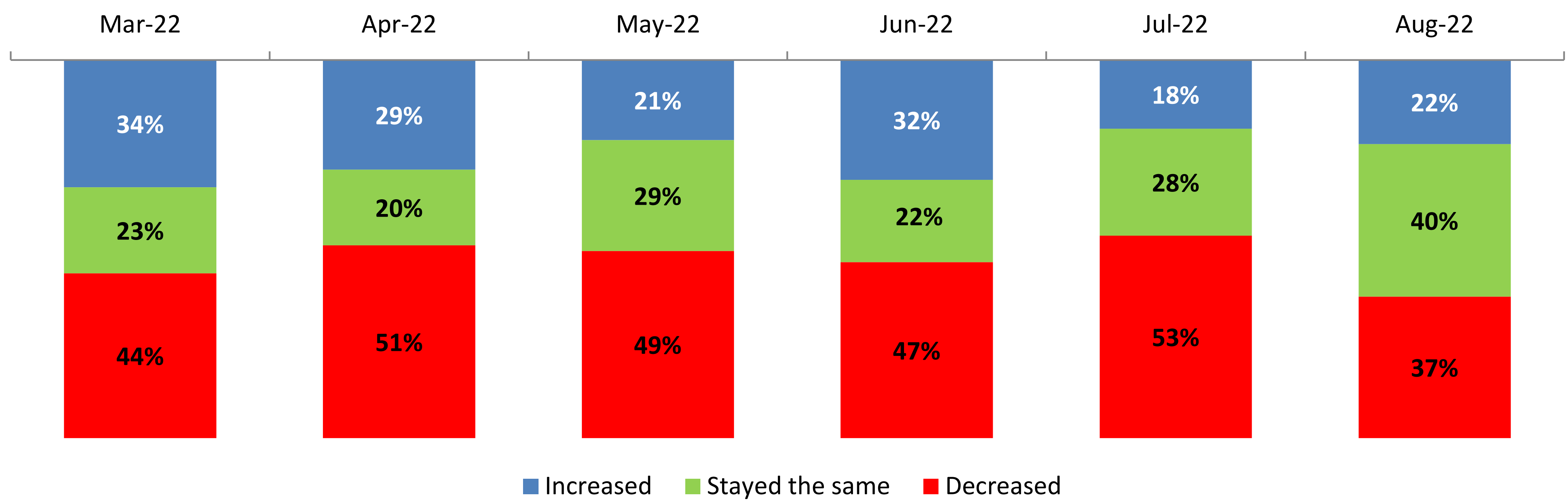


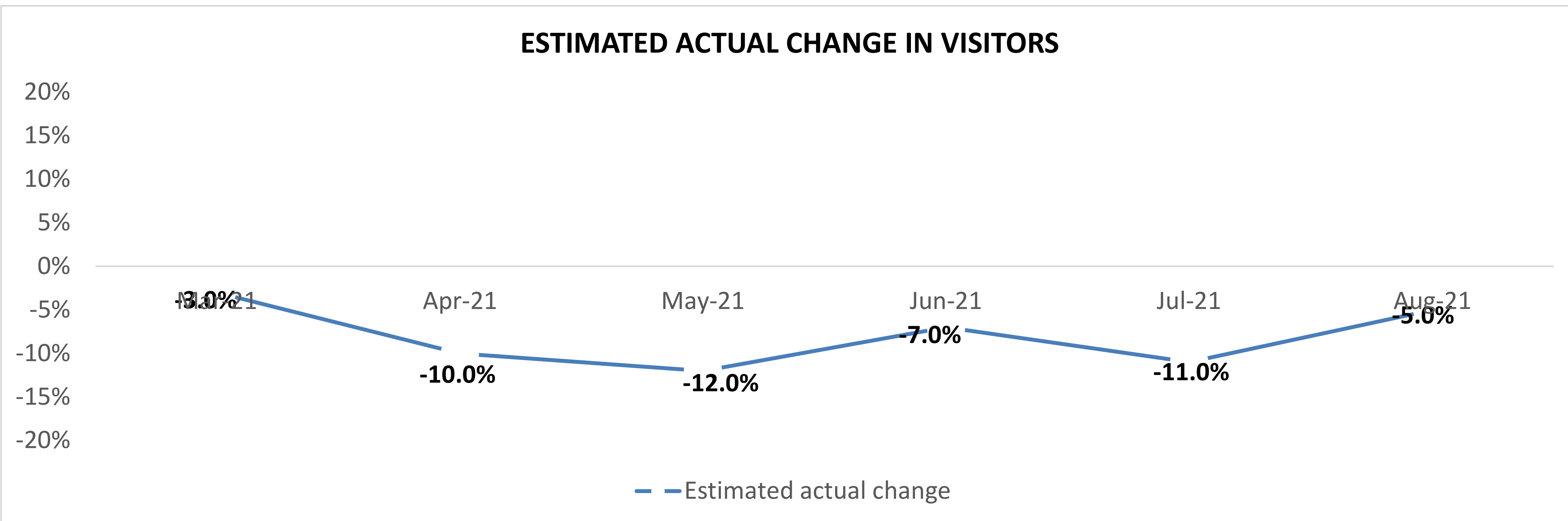




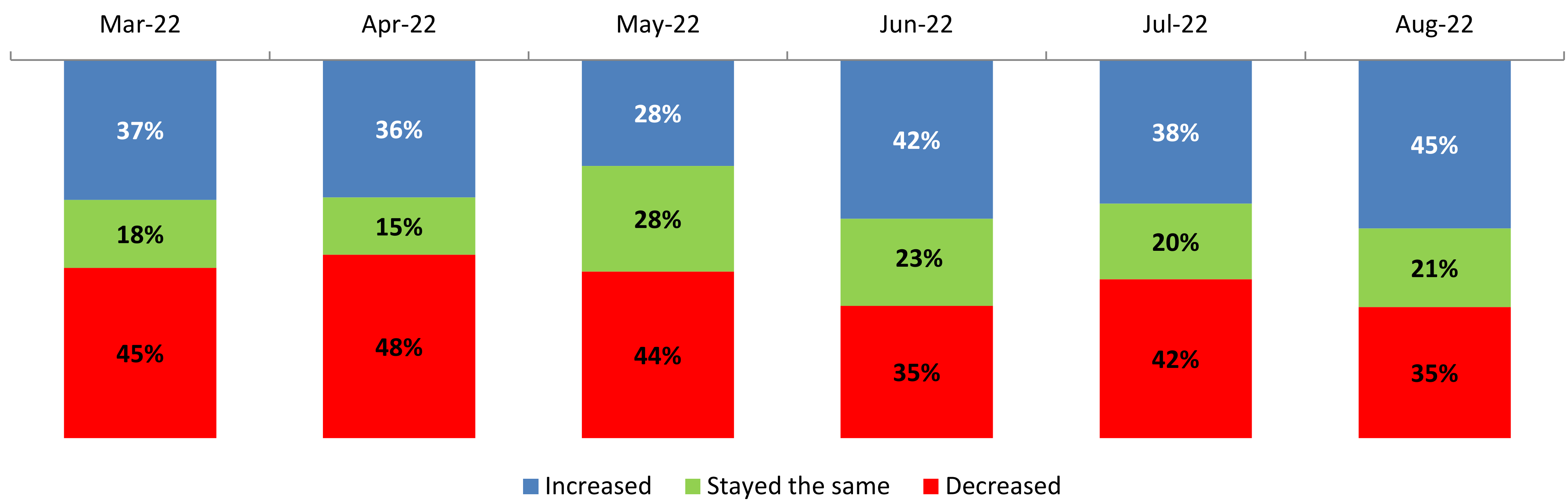


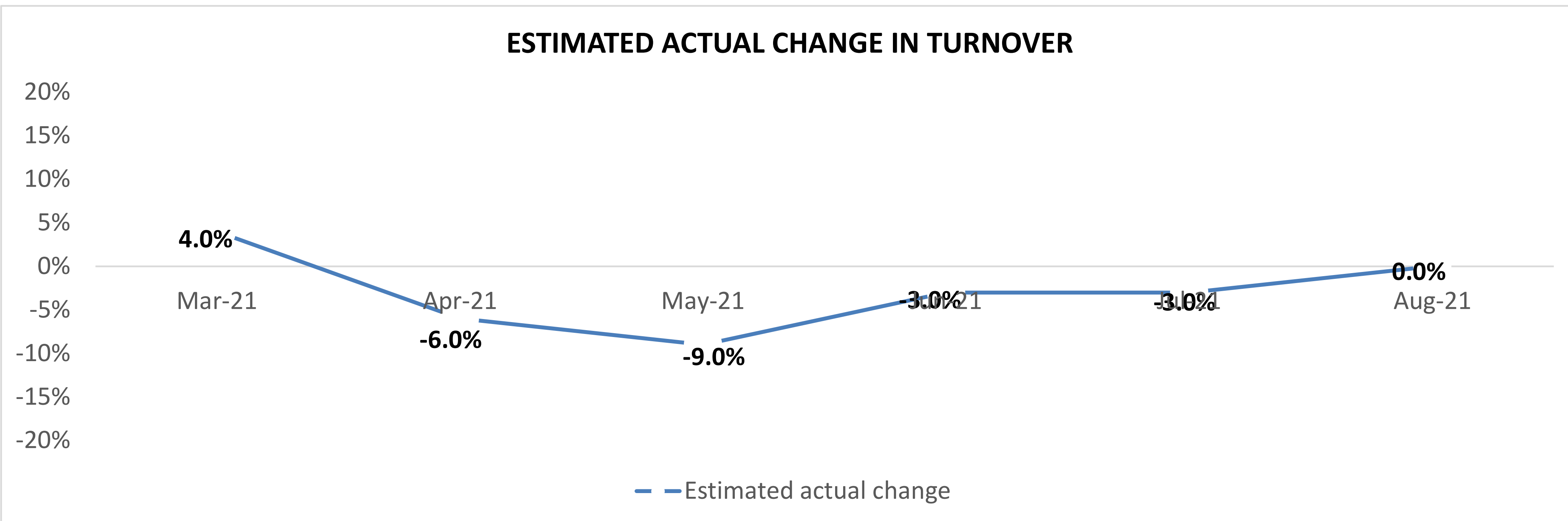
Performance – Number of visitors compared to 2019



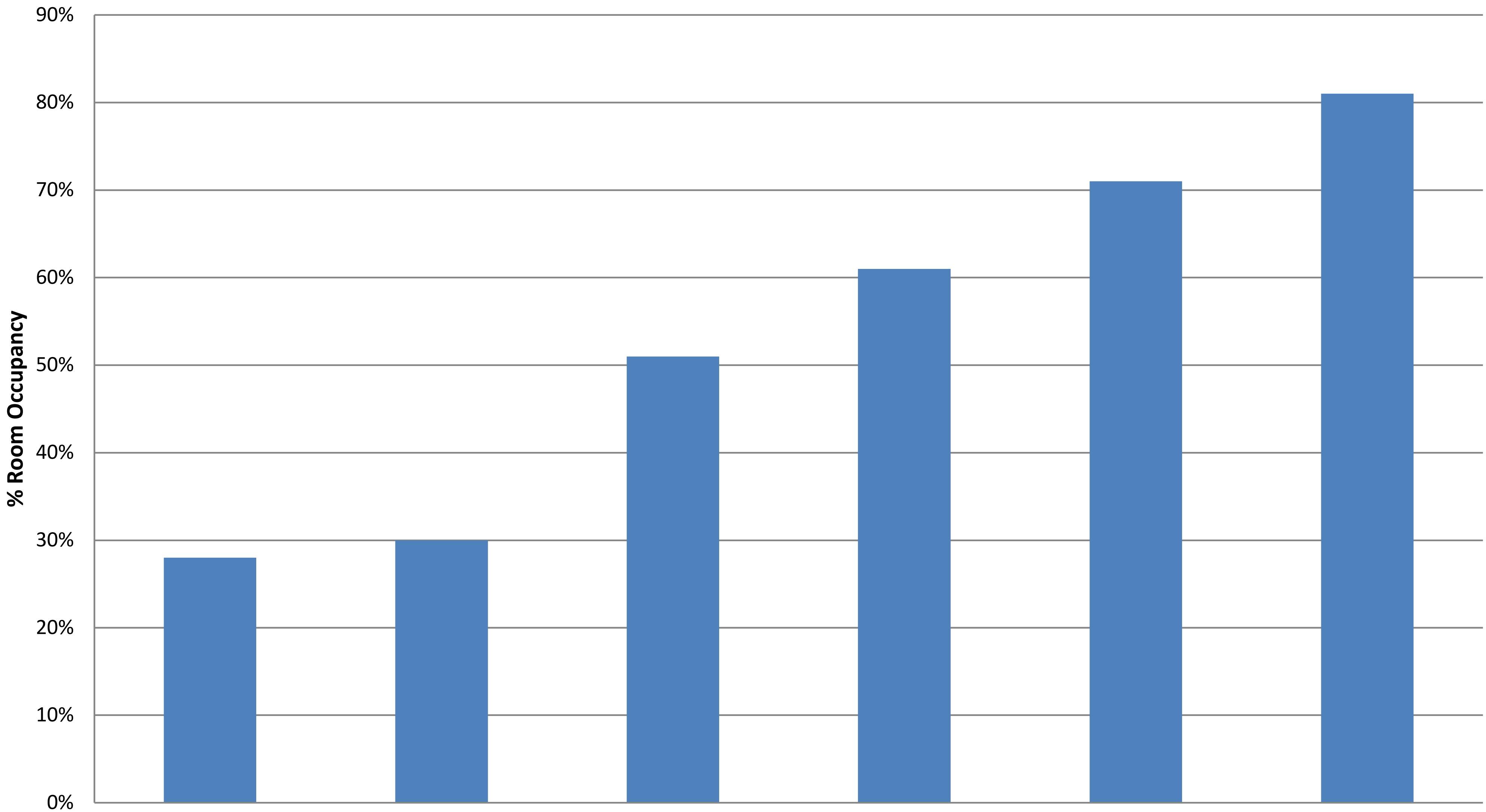


Performance – Turnover compared to 2019





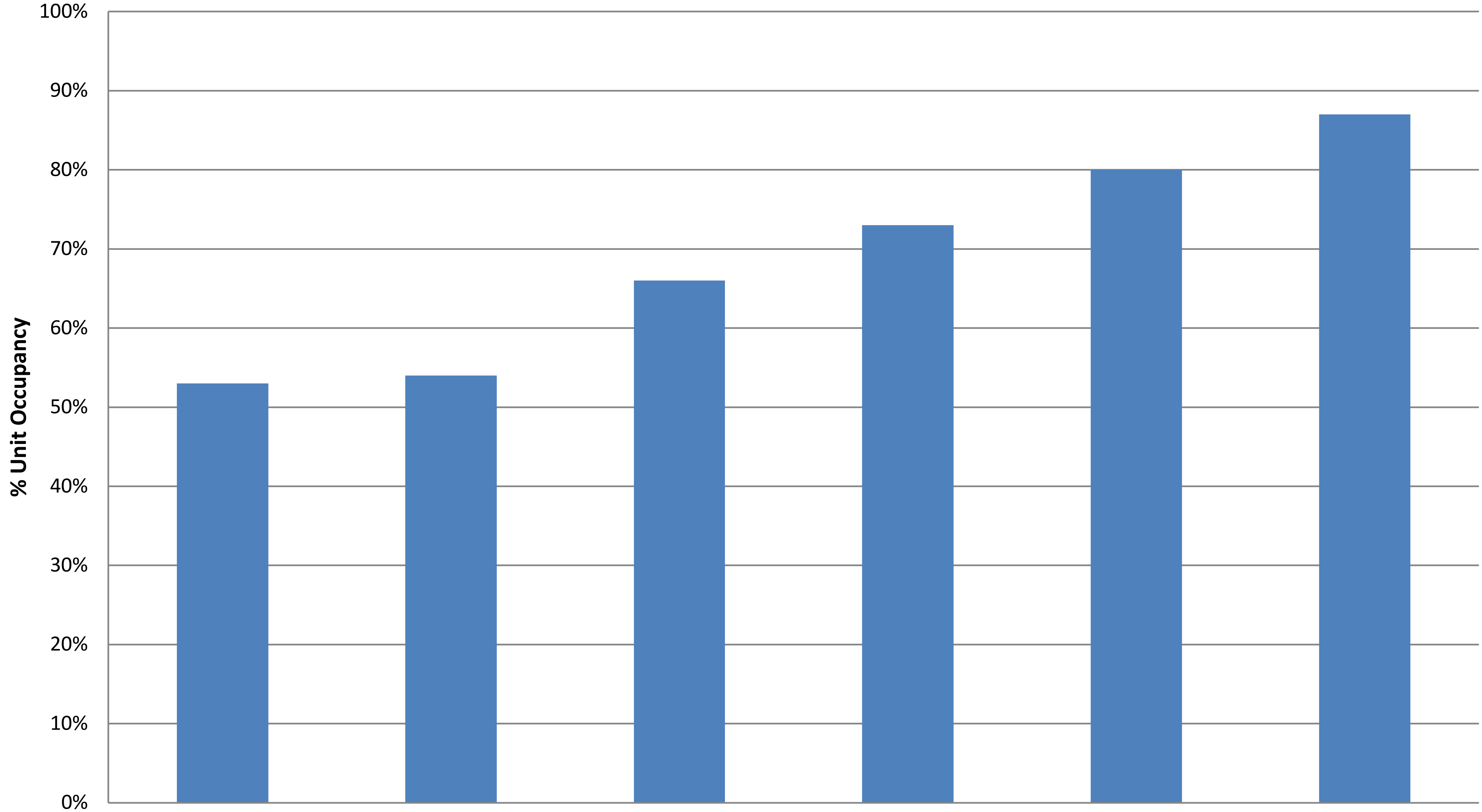
Performance – Serviced Room Occupancy



	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22
ER	28%	30%	51%	61%	71%	81%

It should be noted that the figures provided represent the occupancy rates for those responding to this survey and the results are not weighted to represent regional and county accommodation stocks.

Performance – Self Catering Unit Occupancy



	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22
ER	53%	54%	66%	73%	80%	87%

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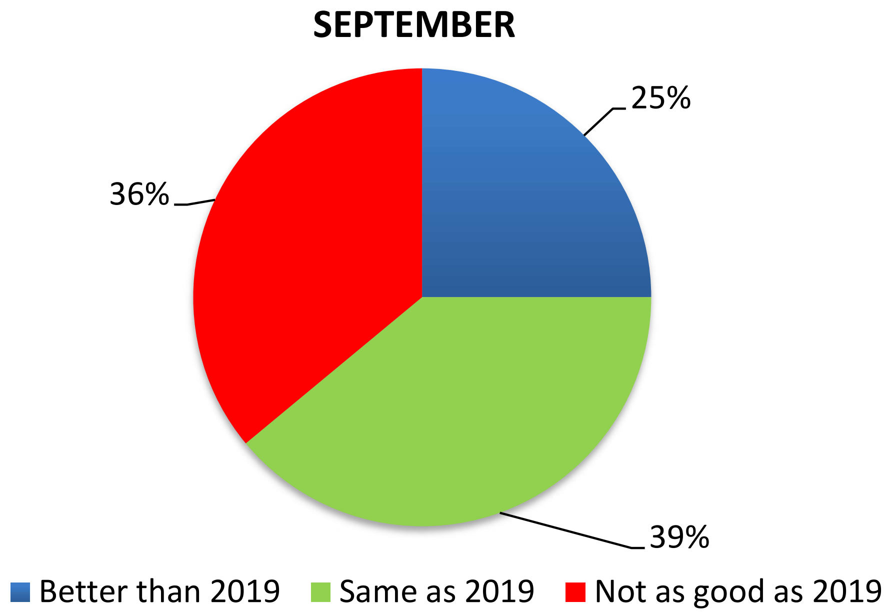
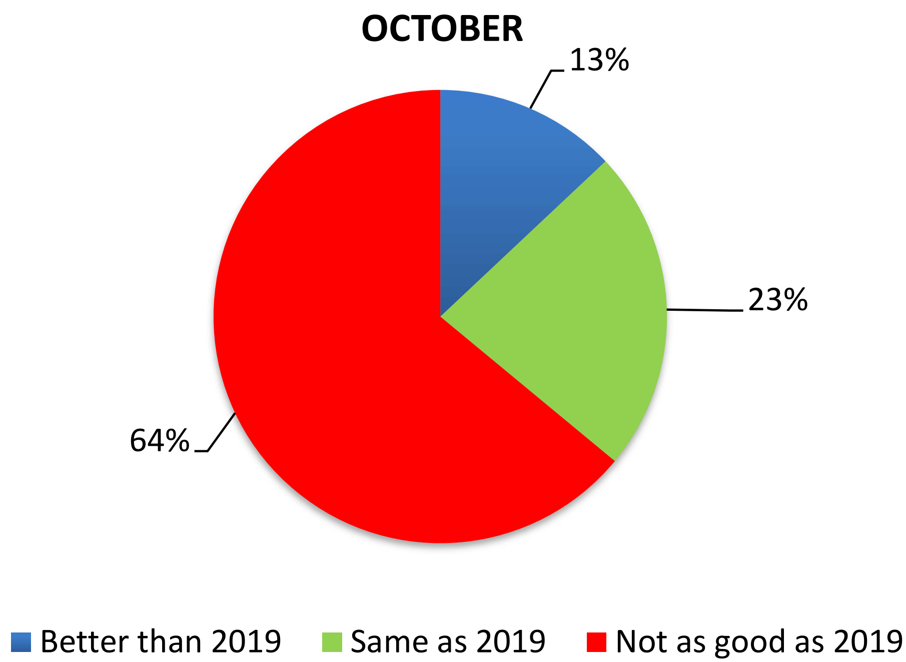
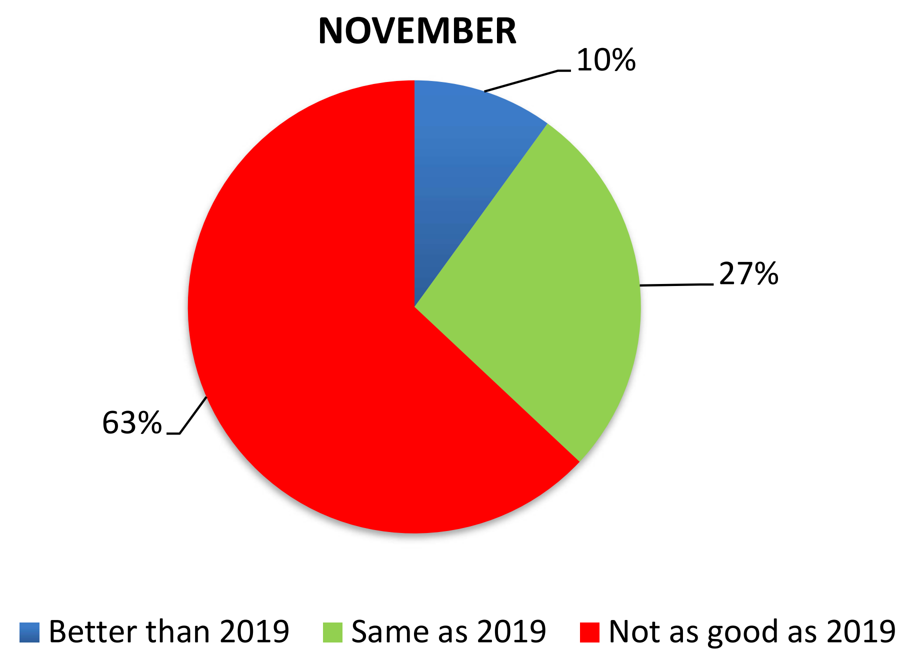
Outlook – Based upon forward booking levels



Base: 77

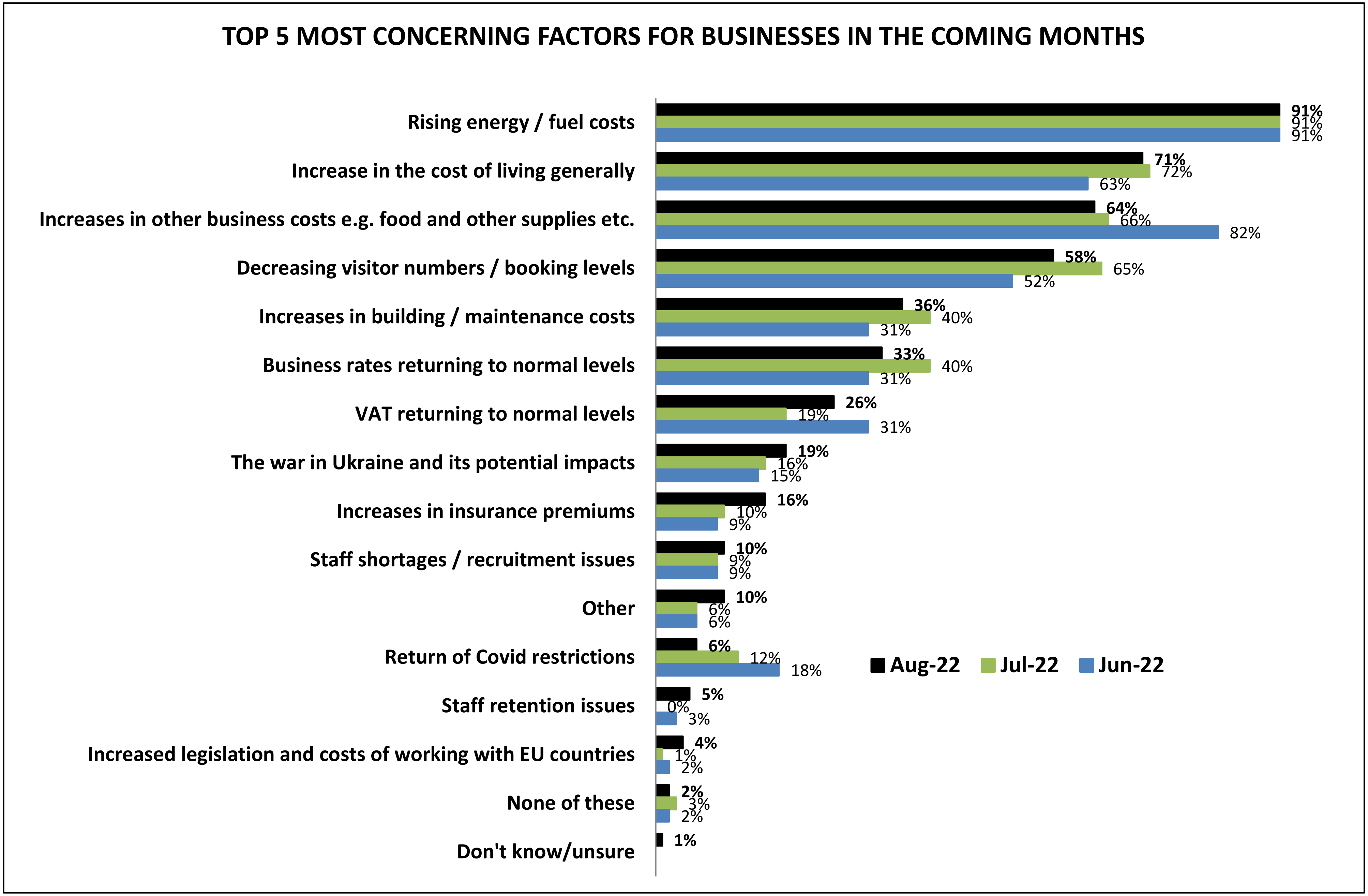


Base: 70

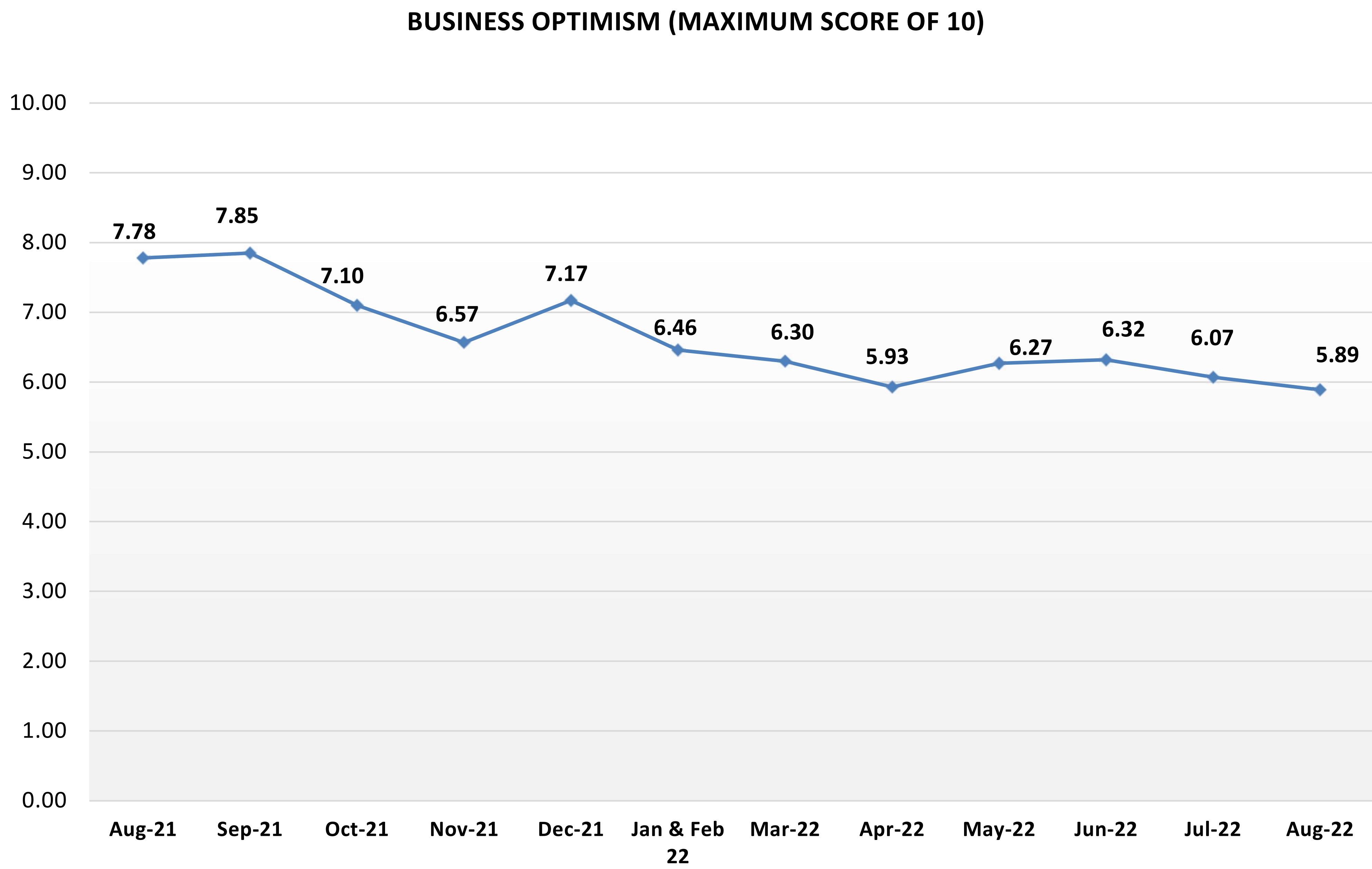


Base: 59

Top 5 business concerns (pre-defined list)



Business optimism



Key results – Sample of other comments on impacts

We are seeing an increase in late / last minute booking cancellations - especially through online booking sites (Expedia; Hotels.com etc.)
We will not be opening in January (for the first time in 9 years) and may just stay shut longer this winter until we see how the economy does and what the interest for next season is likely to be.
We may also close / sell the business at the end of next season.

Generally, it's been a lot quieter in 2022 than in 2021 and pre-2020. School holidays are still full but otherwise less bookings in May, June and early July and also in mid/late Sept and October. I would normally expect the bookings in 2023 to improve (as families will have tried overseas holidays in 2022), but the cost-of-living issues will, I fear, suppress bookings until there's some clarity on costs and family budgets.

The costs of fuel/energy is scary and the major concern to everyone in the industry. We need a long-term plan from Govt, the 6 months energy cap is welcomed but a short term solution.

We are doing OK. But it seems the powers that be are against us at every turn. Every day brings bad news both locally and nationally. Never any positive turns.

Biggest single issue facing us is the rise in energy costs. Our 3 year deal ends in February and based on August prices (and prices are still expected to keep rising) our energy bills will go from just over £3,000 to in excess of £16,000. That is not an outgoing we can absorb and may just drive us out of what is currently a successful and viable business.

Spectacular drop off in bookings in October. We have not one booking after that date. Since we began holiday lets in 2008, I have never known such low numbers of enquiries.

Pleased overall considering the concerns everyone has right now but preparing for a tough winter and tricky 2023.

After a good summer of trade, forward bookings for the next few months are very poor.

The true cost of ruinous lockdowns and furlough are coming home to roost as is the stupid net zero targets now on top of which the war in Ukraine has added further difficulties with utility rates. In our main building the contract has been renewed - the broker told me he got me an "exceptional deal". He was right when I checked out alternatives. BUT this exceptional deal still means my annual energy costs have risen from between £8-£10k to over £25k. It now calls into question whether we will bother opening over winter. If other businesses are reaching the same conclusion our seaside resorts will resemble ghost towns in winter with everything shut down and stepping back to the World of the late forties and fifties.

Our costs are going through the roof and people have less money so we think times will be tough going forward.

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