ERBID How's Business Survey

June 2025

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July 2025





Sample and supporting information

This month's survey has a sample of 63 businesses, representing a minimum sample of approximately 73 businesses when respondents representing a self catering agency, multiple businesses, outlets or sites (10) are also considered.

This latest report also includes data produced by Lighthouse (formerly Transparent Intelligence) for Visit Britain looking at the short term rental* market. This provides useful data across the English Riviera and provides a good comparison to the data produced through the How's Business survey moving forward. Our thanks go to Lighthouse and Visit Britain for making this data freely available for the tourism industry.

Lighthouse tracks over 35 million vacation rental listings worldwide and maintains a proprietary database of hundreds of thousands of reservations tracked by month. Listings on the four major short-term rental platforms are tracked: Airbnb, Booking.com, Vrbo and Tripadvisor. Listings data is deduplicated when the same property is advertised on more than one platform.

** The UK Government defines a short-term rental property as 'a dwelling, or part of a dwelling, provided by a host to a guest, for use as accommodation other than the guest's only or principal residence, in return for payment, in the course of a trade or business carried on by the host'.*

At a glance – June 2025

Compared to June 2024 businesses reported that:

June 2025 Visitor levels:

Increased 30% / Stayed the same 26% / Decreased 44%

Estimated actual change in visitors -1%

June 2025 Turnover levels:

Increased 34% / Stayed the same 25% / Decreased 41%

Estimated actual change in turnover -1%

School summer holidays 2025 Outlook is:

Better than last year 4% / Same as last year 22% / Not as good as last year 74%

August 2025 Outlook is:

Better than last year 15% / Same as last year 9% / Not as good as last year 76%

September 2025 Outlook is:

Better than last year 13% / Same as last year 24% / Not as good as last year 62%

Optimism:

Optimism score is 5.17 out of a possible 10

June 2025 Key results

Compared to June 2024, reported visitor and turnover levels for June 2025 saw modest declines. Although 30% of businesses experienced an increase in visitors and 34% reported higher turnover, the estimated net change for both visitors and turnover was -1%.

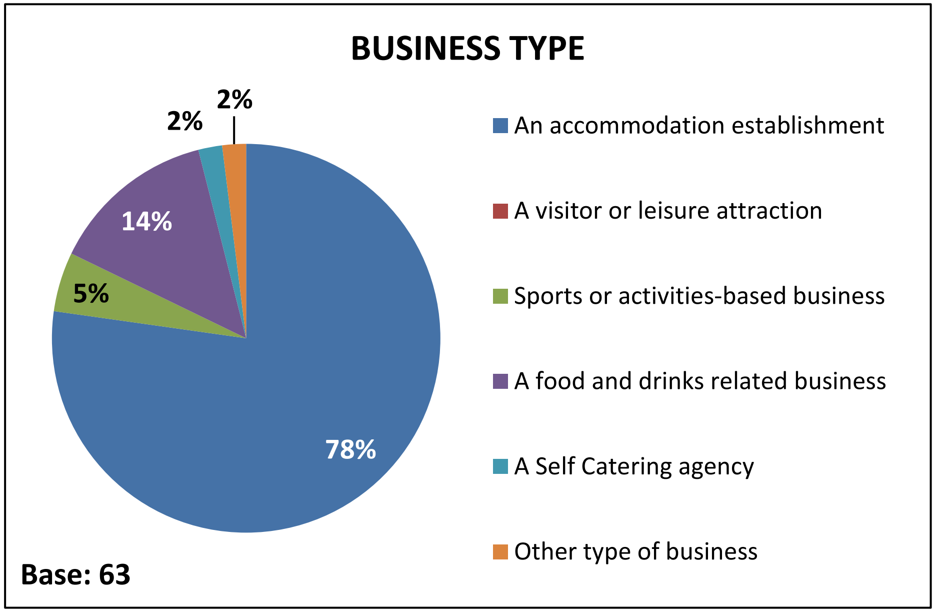
The outlook for the upcoming peak season appears subdued. For the school summer holidays, only 18% of businesses expect performance to improve over last year, while 69% anticipate a weaker season. Expectations for August and September 2025 follow a similar tone, with 76% and 62% respectively forecasting worse trading conditions than the previous year. Optimism has risen marginally to 5.17 (out of 10) in June 2025, the highest score recorded since November 2023.

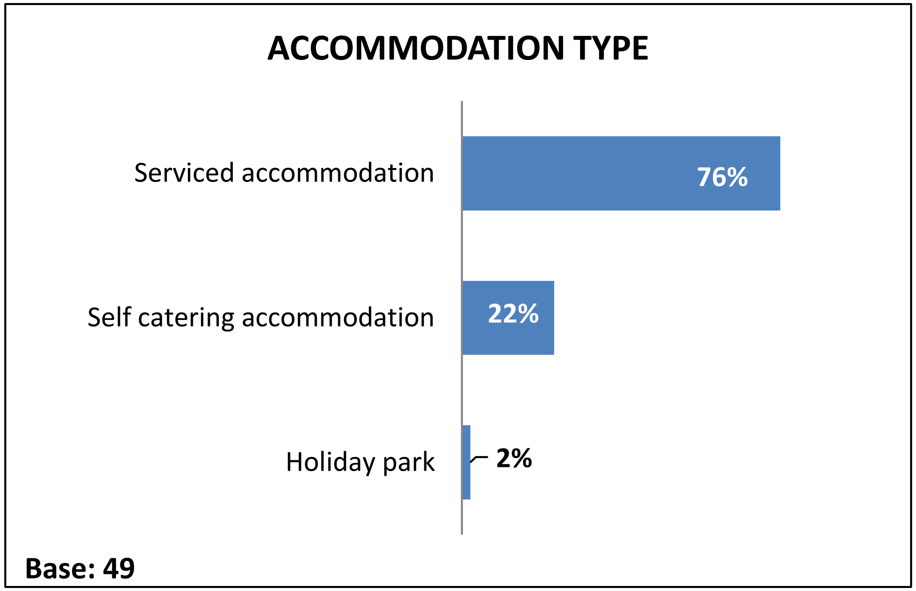
The top concerns in June 2025 are rooted in financial pressure. The leading worries include the cost of living (81%), increasing business costs such as food and other supplies (68%) and declining visitor numbers and booking levels (67%). Rising energy and fuel costs (59%) and higher building/maintenance expenses (35%) compound the strain. Businesses appear increasingly stretched, navigating tough decisions in an attempt to remain competitive without compromising customer experience.

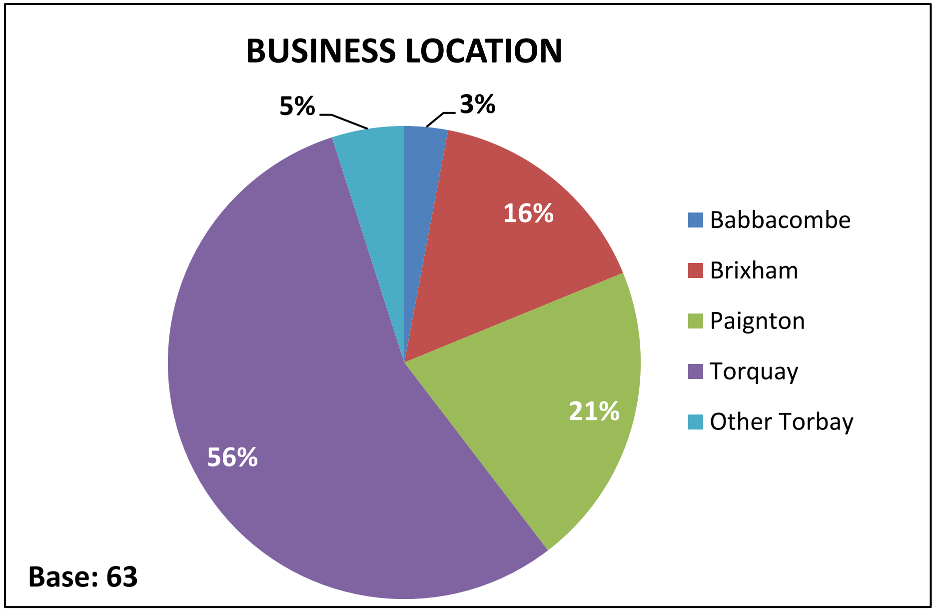
Some businesses reported encouraging signs in June, attributing success to the fine weather, strong last-minute demand and making changes to their offering based on the market conditions. Diversification of services and promotional offers played a key role in maintaining bookings, even where advance reservations were weak. National advertising campaigns and changes in booking platforms have delivered results for a few operators, attracting visitors from farther afield and driving repeat business.

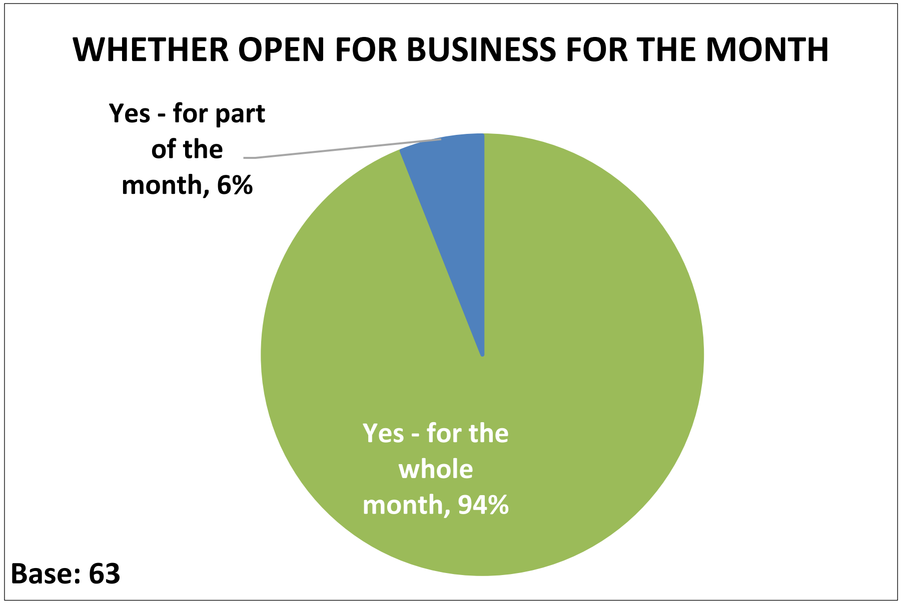
Despite this, the overall tone amongst most businesses reflects deep concern. Forward bookings remain soft, especially for late summer and autumn, with businesses relying heavily on last-minute reservations. The cost of living, wage pressures and increased operating costs continue to squeeze margins, while discounting to attract guests has further affected revenue. Critically, there is growing unease about antisocial behaviour, safety and the declining perception of Torquay, particularly among overseas guests. Comments highlight fears around council strategies, lack of policing, and the rise of large hotels potentially marginalising smaller operators.

Sample profile, business location and status

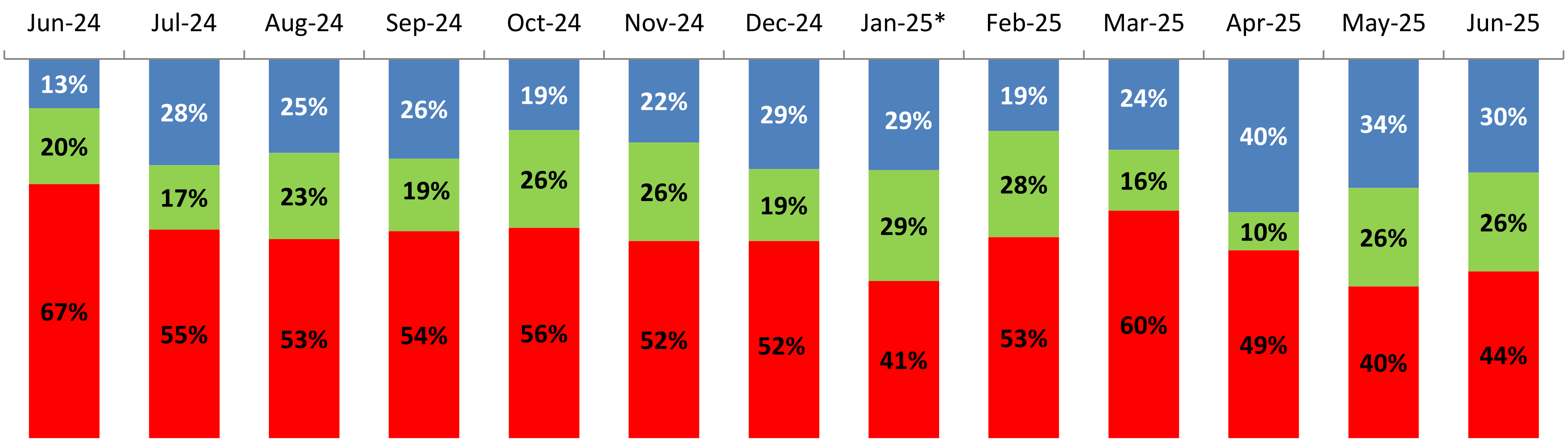




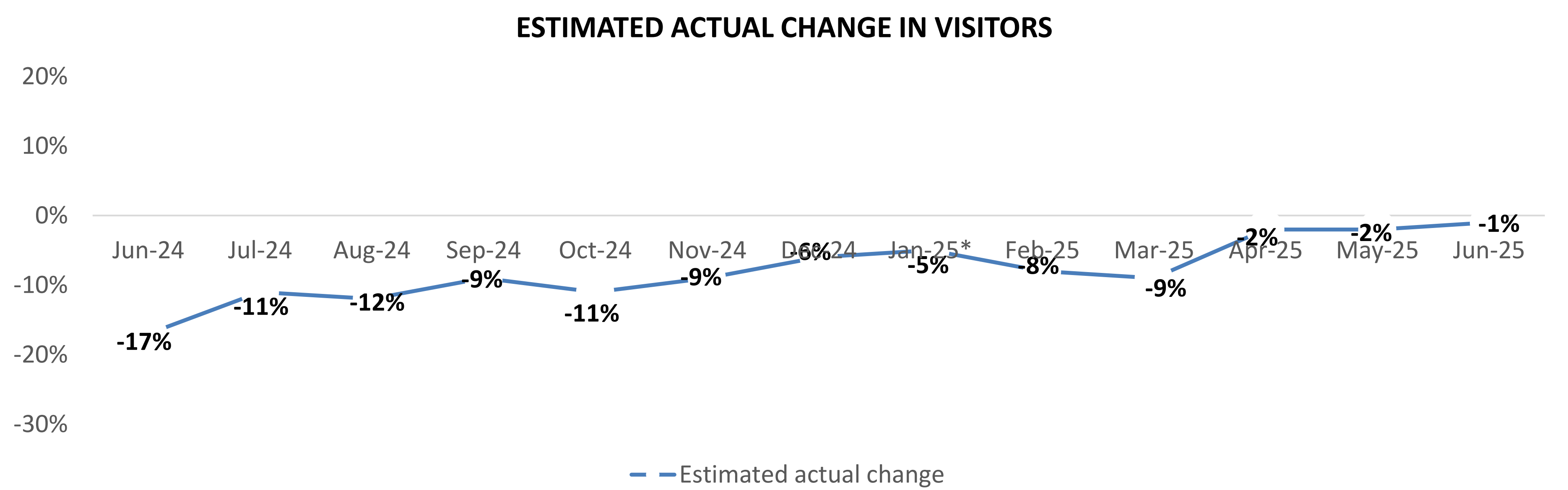




Performance – Number of visitors compared to previous year

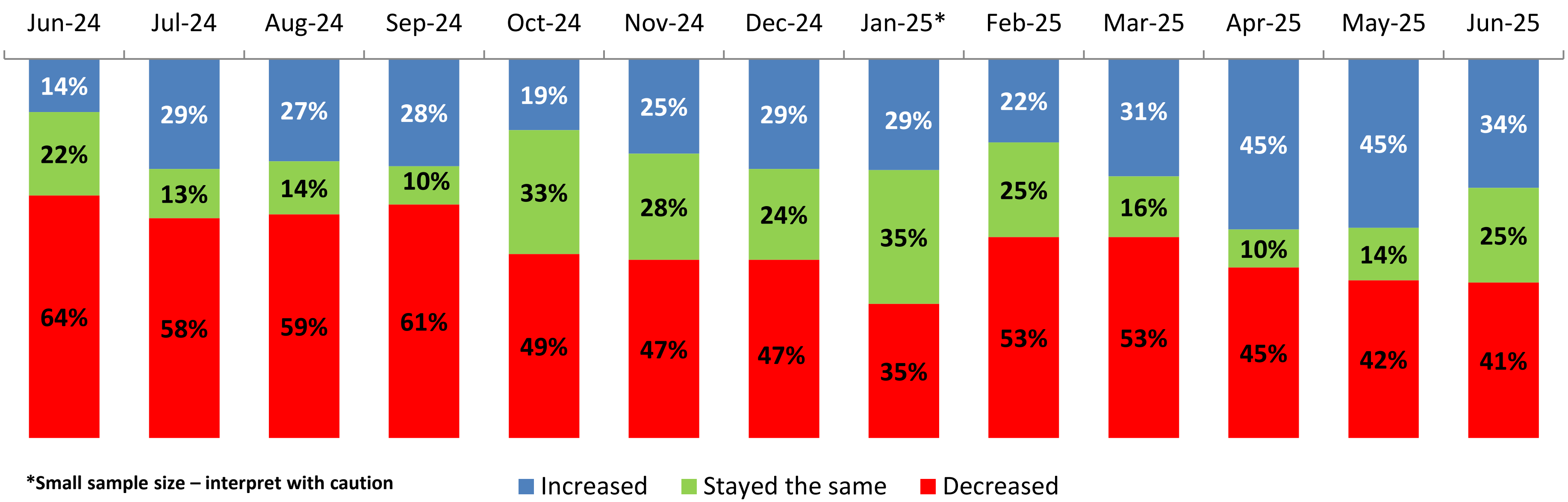


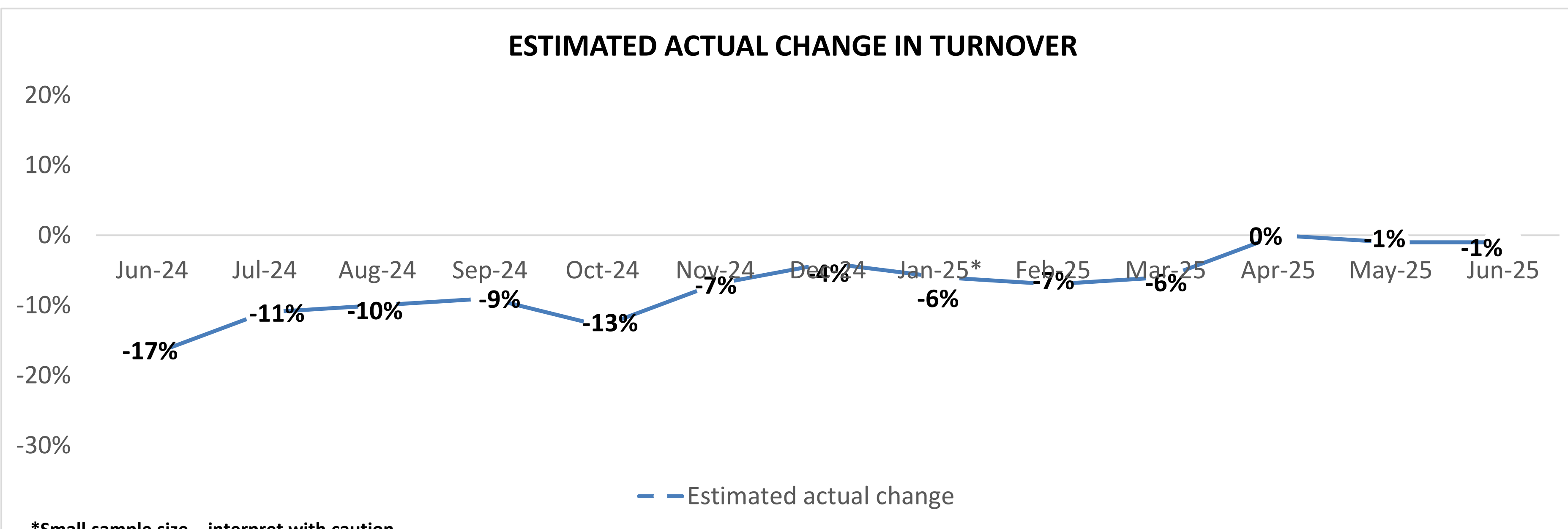
*Small sample size – interpret with caution



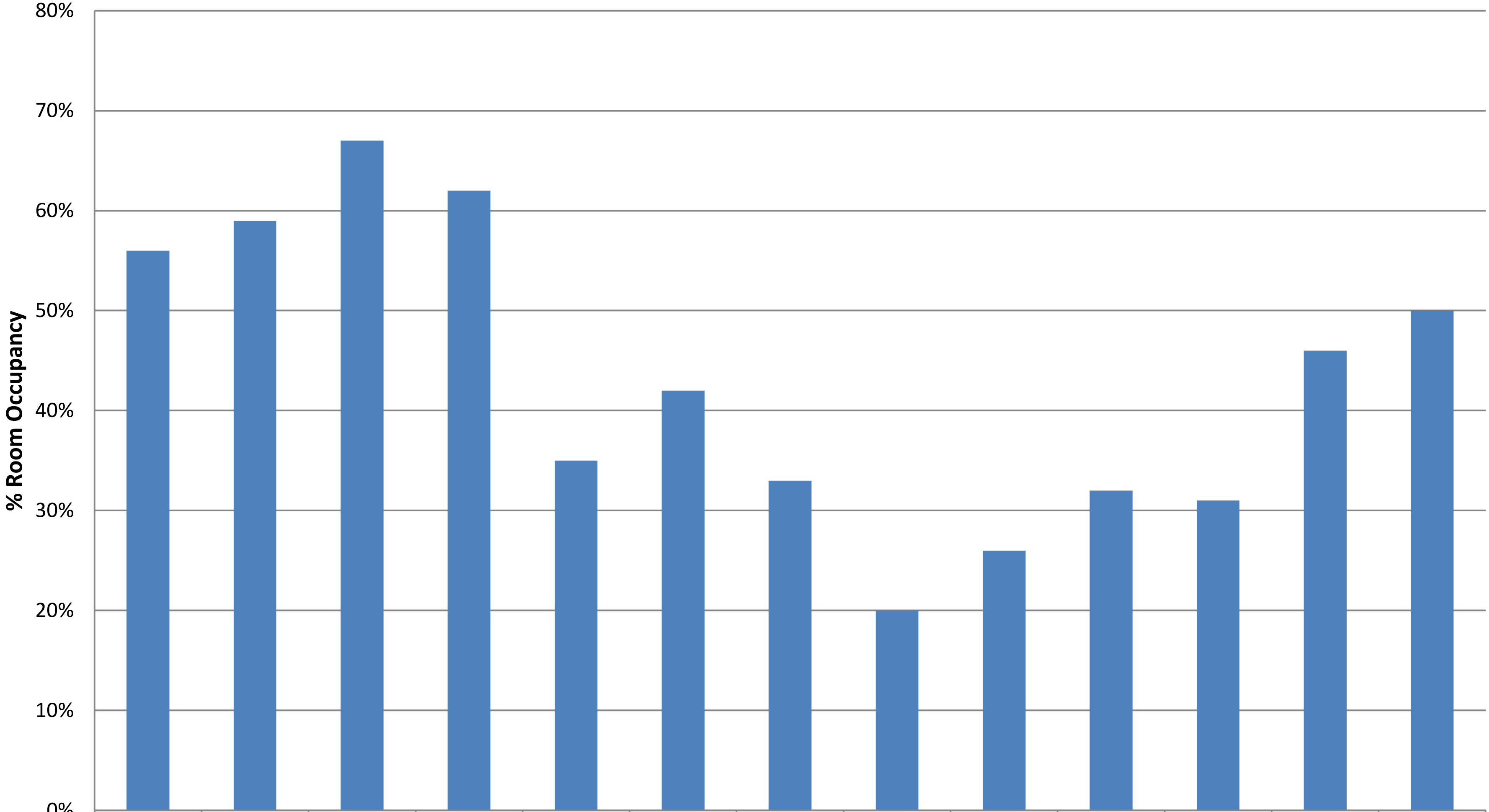
*Small sample size – interpret with caution

Performance – Turnover compared to previous year





Performance – Serviced Room Occupancy

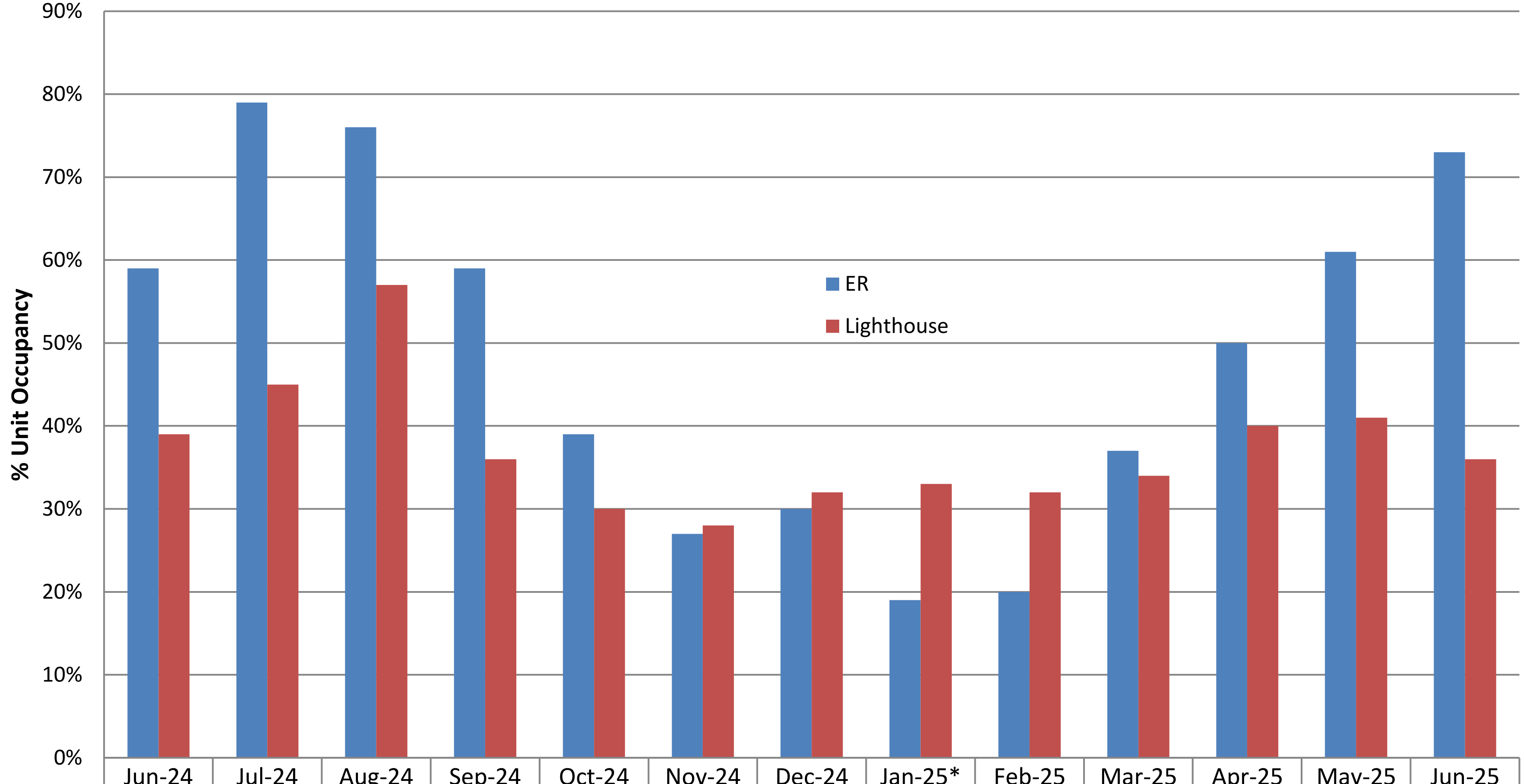


	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25*	Feb-25	Mar-25	Apr-25	May-25	Jun-25
ER	56%	59%	67%	62%	35%	42%	33%	20%	26%	32%	31%	46%	50%

***Small sample size – interpret with caution**

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



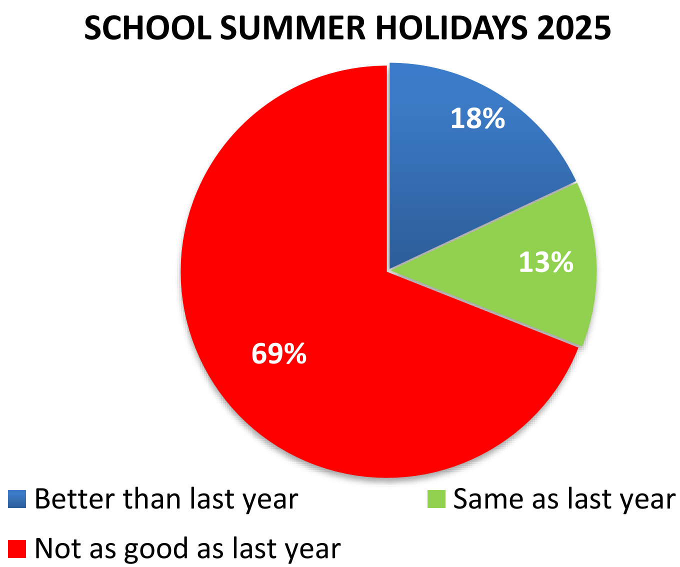
	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25*	Feb-25	Mar-25	Apr-25	May-25	Jun-25
ER	59%	79%	76%	59%	39%	27%	30%	19%	20%	37%	50%	61%	73%
Lighthouse	39%	45%	57%	36%	30%	28%	32%	33%	32%	34%	40%	41%	36%

***Small sample size – interpret with caution**

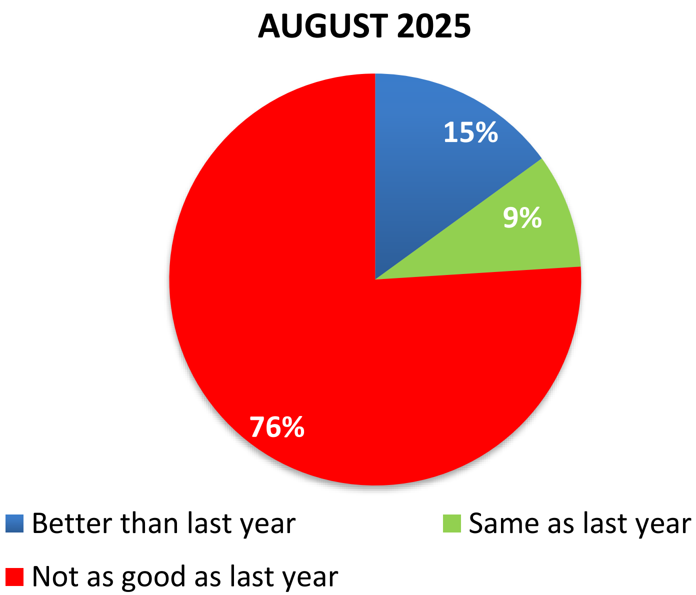
It should be noted that the HB figures provided represent the occupancy rates for those self catering businesses responding to this survey and the results are not weighted to represent regional accommodation stocks.

Lighthouse data represents the short term rental market on the English Riviera.

Outlook – Based upon forward booking levels



Base: 45



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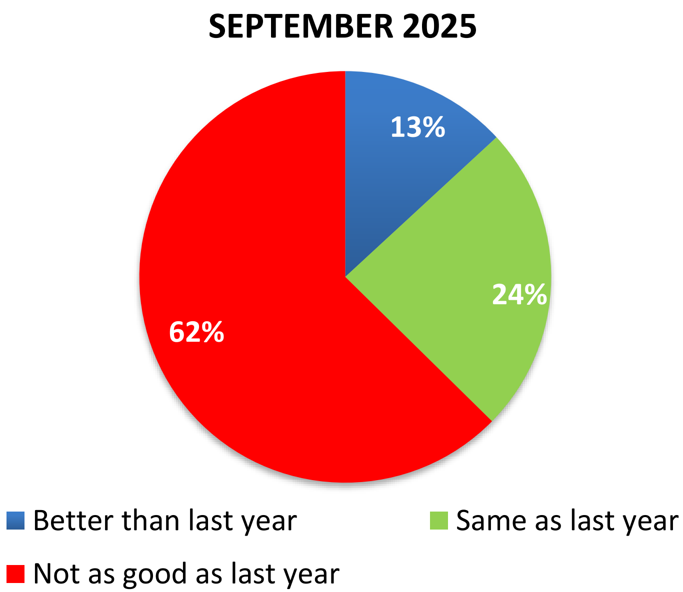
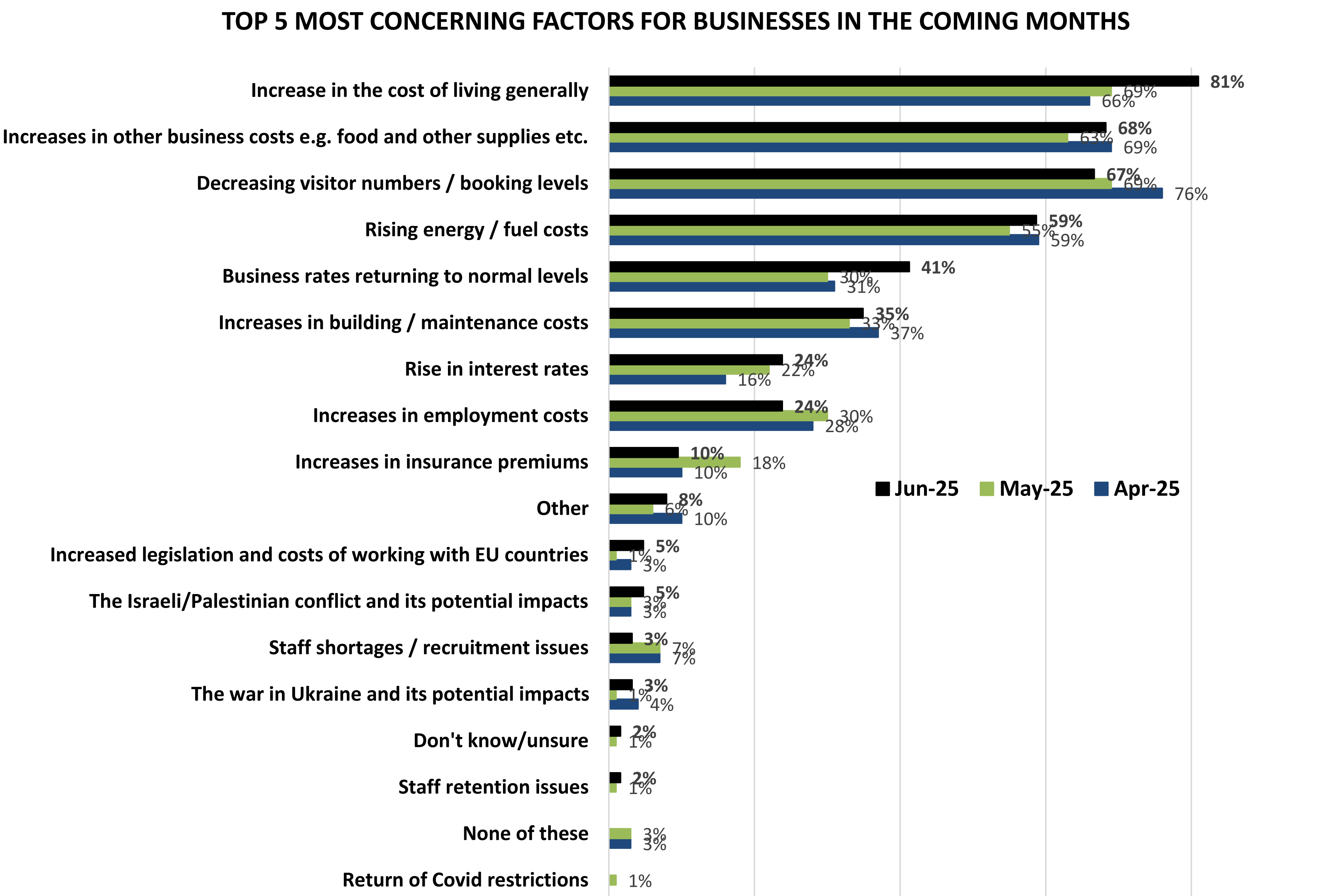
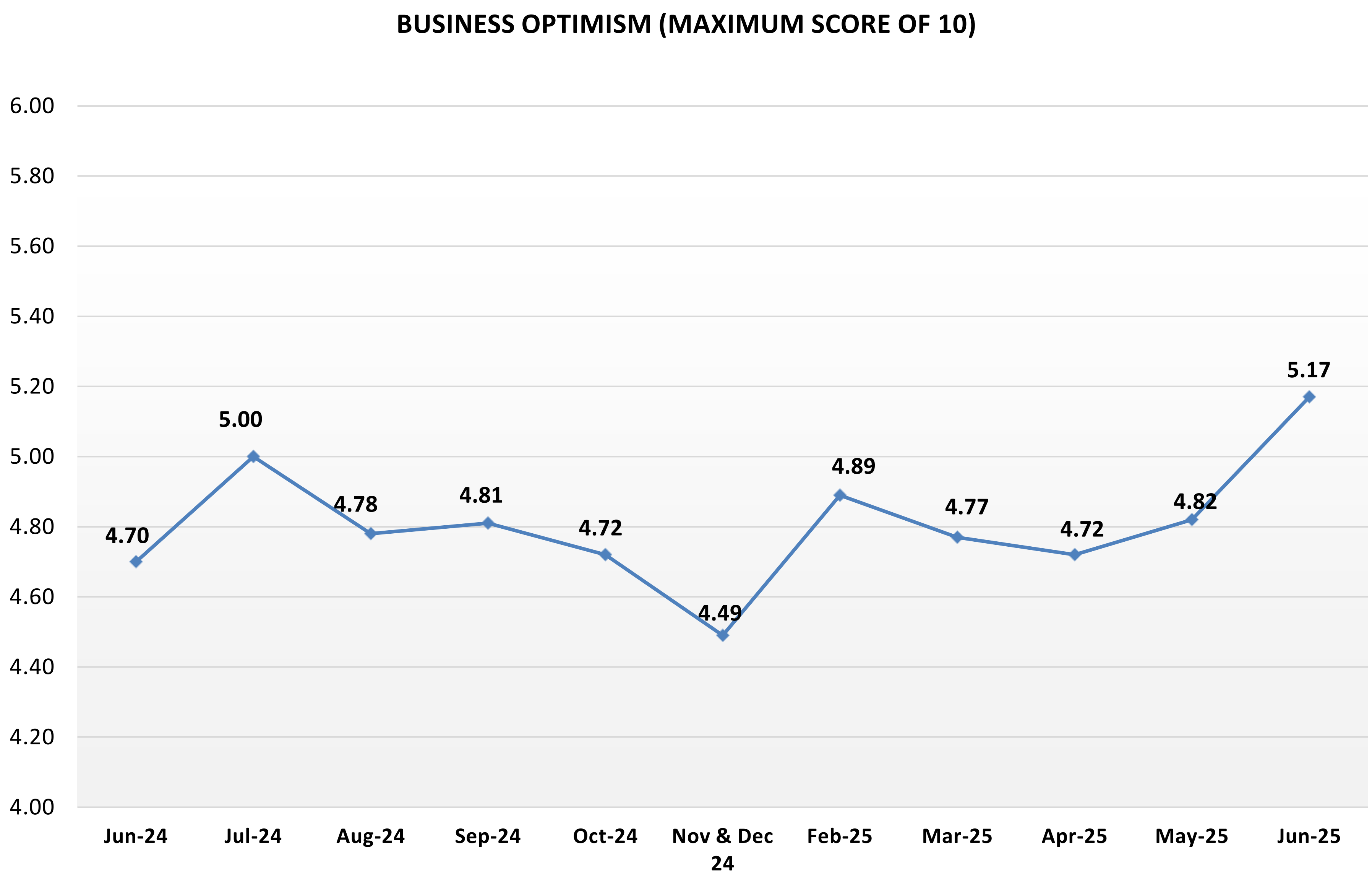


Base: 45

Top 5 business concerns (pre-defined list)



Business optimism



Key results – Sample of other comments on impacts

Continued pressure on our rates. We have lowered some in order to keep interest in booking, and while June was good July, August and September are looking to be down. On top of that general price increases for eating out, trips and so on are squeezing people's disposable income.

Ongoing price increases of raw product costs, combined with customers feeling the pinch of costs at home is forcing businesses into corners and having to make decisions that are required but not good for driving customer footfall. You can also add the impact of wage increases forcing businesses to make staffing reductions and pulling back on customer satisfaction experiences as well.
These all add up and it's difficult for any business to reverse. These are the biggest challenges we all face currently.

Too early to say how good the summer will be. Our bookings are low at the moment so we are hoping for late/last minute bookings.

We have had another good month, but only because of diversifying our business to bring in additional revenue streams. We are having to work a lot harder, just to keep our heads above water. The core B&B business just isn't there in the same numbers as it was previously.

We are finding guests are booking very last minute, our forward bookings for August and September are very poor but we are getting bookings last minute. Weather is a big factor!

There was a definite uptick in bookings halfway through May for June, but particularly for the first two weeks of July. July is looking pretty good overall, and the fine weather is helping. We are adult only, so the school holidays has little or no effect for us. For June, I found I had to offer bigger discounts to get any traction, this did have an impact on my ADR, so whilst we stayed the same room booking wise it did impact revenue. August currently does not look great, but then again, it never seems to at this point in the summer. Hopefully August and September bookings will start to manifest themselves over the next couple of weeks.

A change of platform away from Air BnB has made a huge difference to us.

We are currently running at 30% less advanced bookings for July/August so not sure how it is going to go this year.

June was a solid month for us, sometimes June can be really hot which is bad for our trade, this year was mostly dry and nice to be out and about. June 2024 was also great weather but impacted by the water situation. YTD we are slightly ahead of our cumulative target so far in 2025 primarily due to the great weather. The important months are now here, the weather is currently on our side, people seem to be out and spending happily... fingers crossed for the whole region this summer!

July & August are looking particularly slow. Hoping for good weather and last minute bookings.

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