

ERBID How's Business Survey

May 2022

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Executive Summary

Compared to May 2019 businesses reported that:

May 2022 Visitor levels:

Increased 21% / Stayed the same 29% / Decreased 49%

Estimated actual change in visitors -12%

May 2022 Turnover levels:

Increased 28% / Stayed the same 28% / Decreased 44%

Estimated actual change in turnover -9%

Platinum Jubilee bank holiday weekend

Better than expected 25% / As would usually expect at time of year 51% / Worse than expected 25%

June 2022 Outlook is:

Better than 2019 18% / Same as 2019 34% / Not as good as 2019 48%

July 2022 Outlook is:

Better than 2019 14% / Same as 2019 28% / Not as good as 2019 58%

August 2022 Outlook is:

Better than 2019 14% / Same as 2019 29% / Not as good as 2019 57%

Optimism

Optimism score is 6.27 out of a possible 10

May 2022 – Our comment

Once again, May saw the largest proportions of all businesses experiencing a decrease in visitors/customers and turnover (49% and 44% respectively) compared with 2019 (pre-pandemic) with changes of -12% and -9% in visitors and turnover respectively.

25% of businesses reported better than expected business levels over the Platinum Jubilee bank holiday weekend, whilst the majority (51%) said their business levels during this period were as they would usually expect at this time of the year and a quarter said they were worse than expected. 48% of businesses anticipated decreased bookings for June compared with 2019 levels, whilst 58% and 57% of businesses respectively anticipated the same for July and August. However, this may change as we move further into the year.

87% of businesses are most concerned about rising energy costs, 76% about increases in other business costs e.g. food and other supplies etc. and/or 65% in the increase in the cost of living generally.

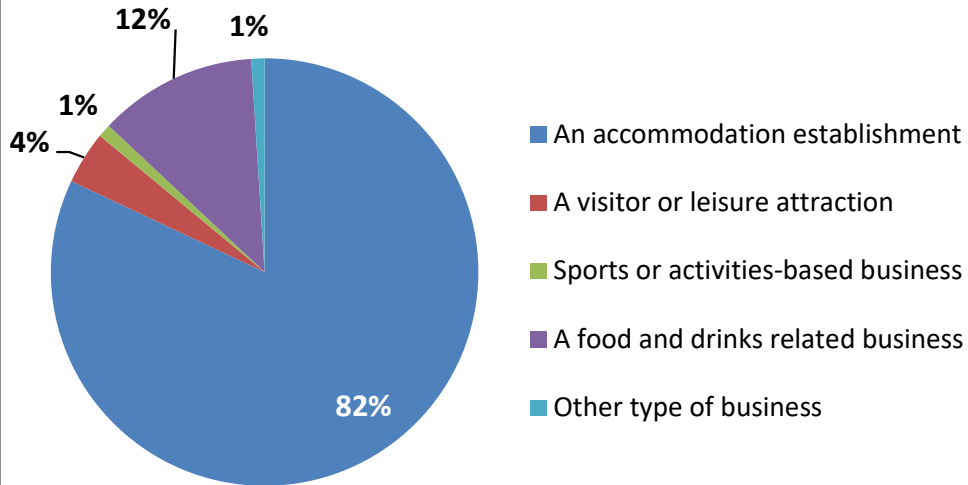
This month's survey has a sample of 85 businesses.

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.

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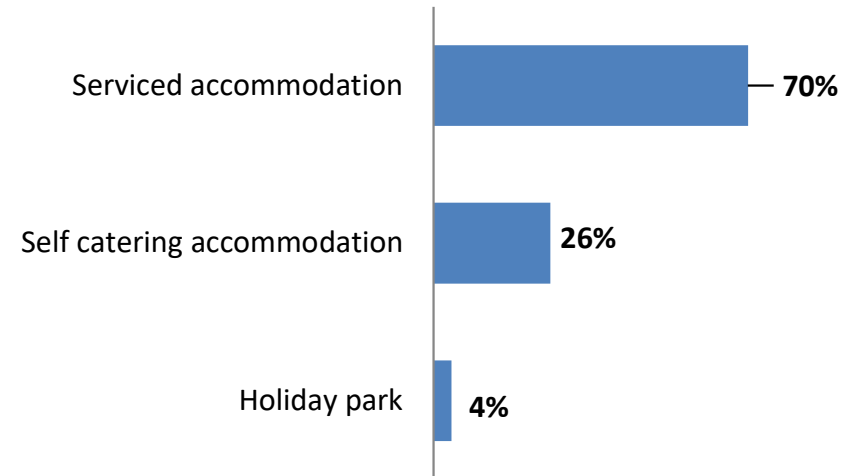
Sample profile/business location

BUSINESS TYPE



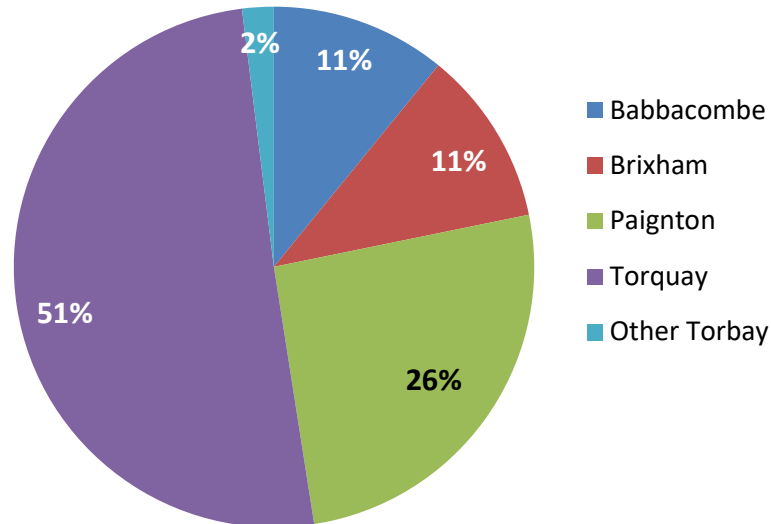
Base: 85

ACCOMMODATION TYPE



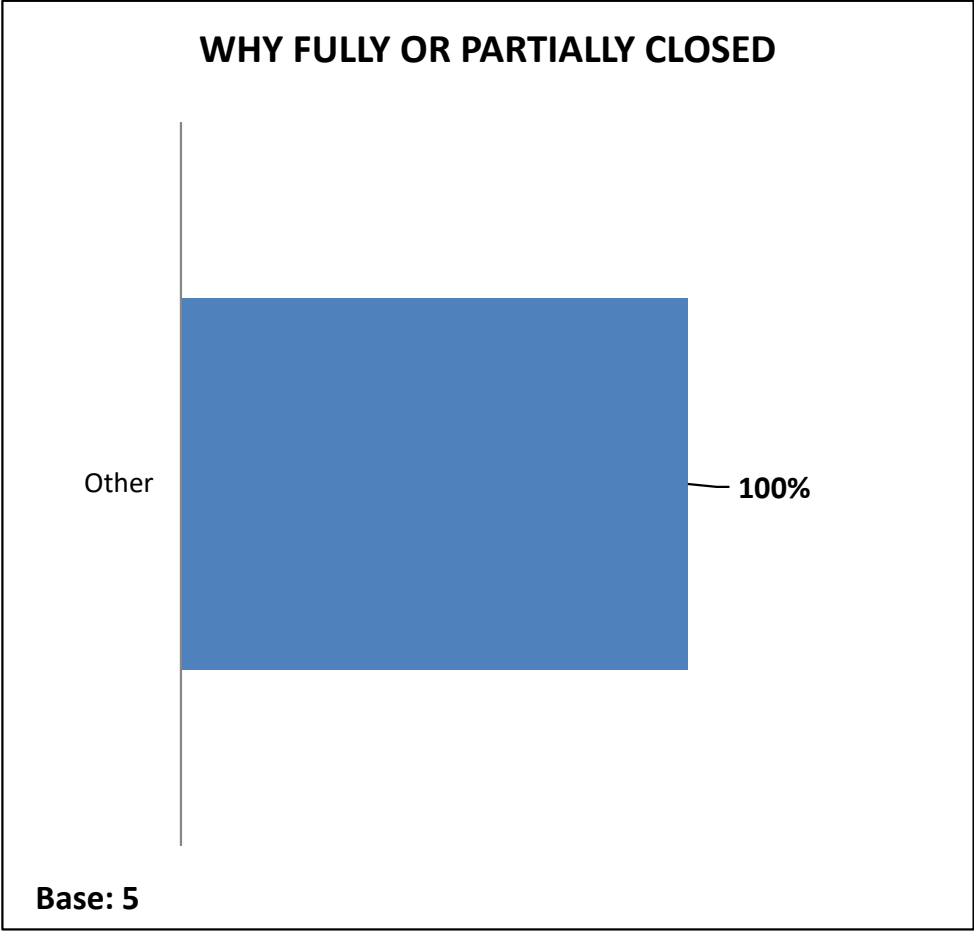
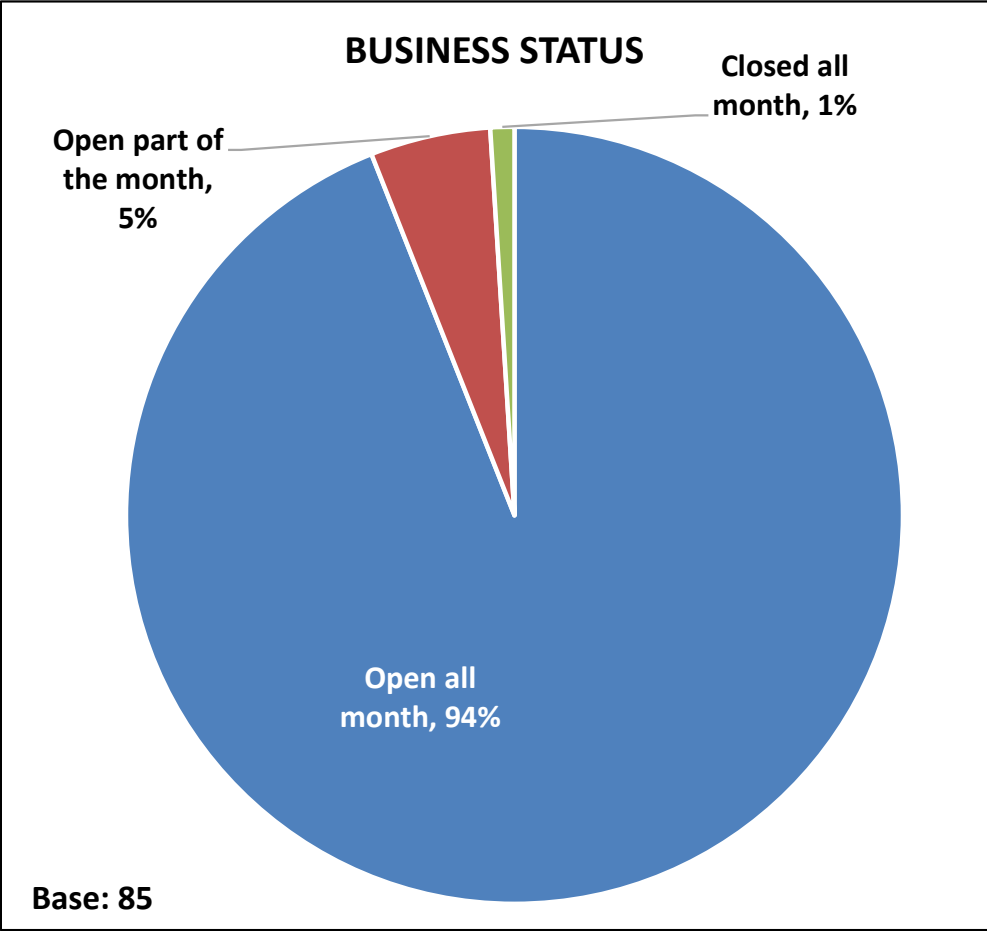
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BUSINESS LOCATION

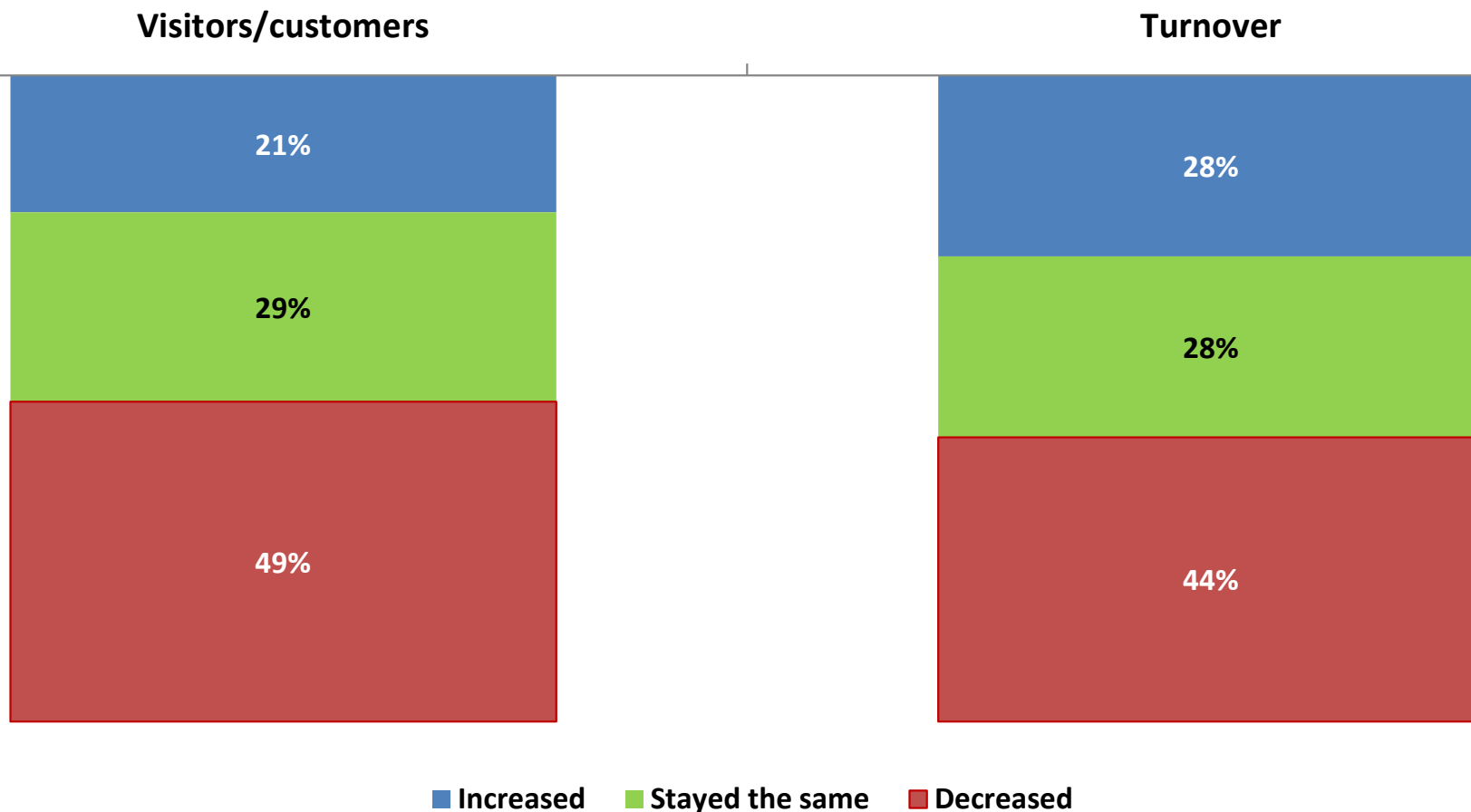


Base: 85

Business status



Visitors/customers & turnover (compared to May 2019)

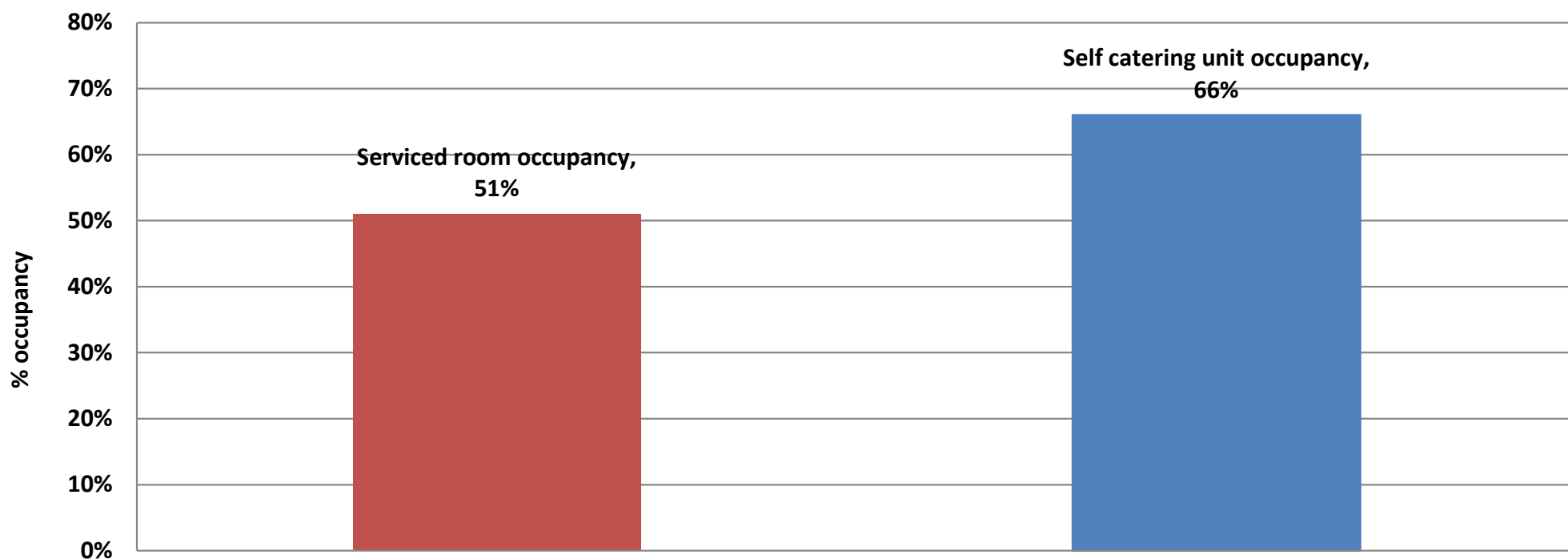


ESTIMATED ACTUAL CHANGE
-12%

ESTIMATED ACTUAL CHANGE
-9%

VALUE OF CHANGE
-£3.5 million

Serviced room occupancy & self catering unit occupancy – May 2022

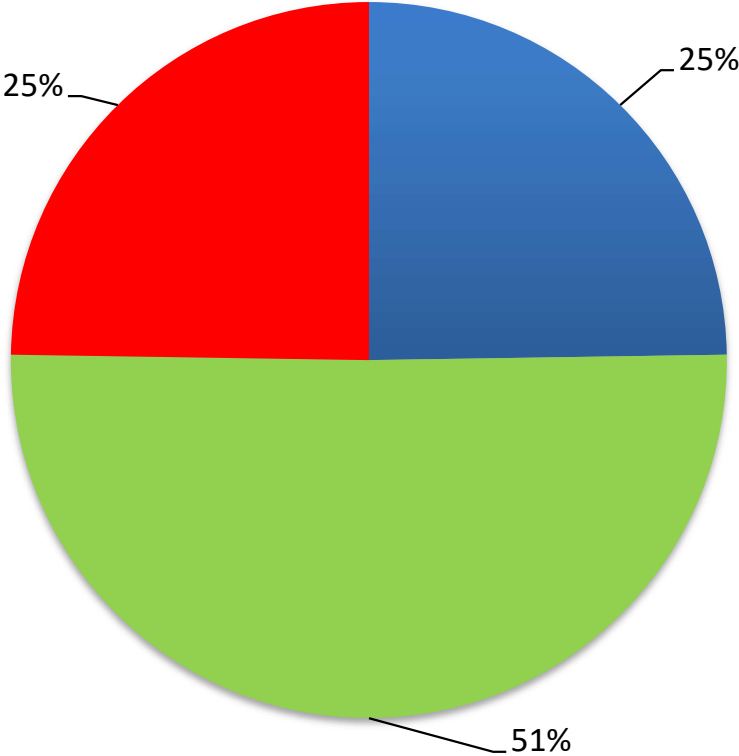


Accommodation type	Occupancy %	Measure	Sample
Serviced	51%	Bedspace occupancy	32
B&B/Guest House	48%	Bedspace occupancy	22
Hotel	58%	Bedspace occupancy	10
All self catering	66%	Unit occupancy	16
Holiday Parks	70%	Unit occupancy	<5
Self catering exc. Holiday Parks	65%	Unit occupancy	15

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.

Platinum Jubilee bank holiday weekend

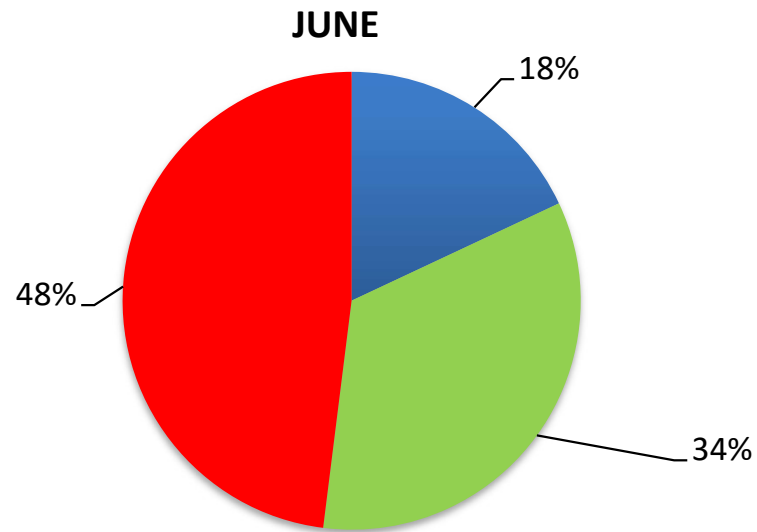
Platinum Jubilee bank holiday weekend



- Better than expected
- As we would usually expect at this time of the year
- Worse than expected

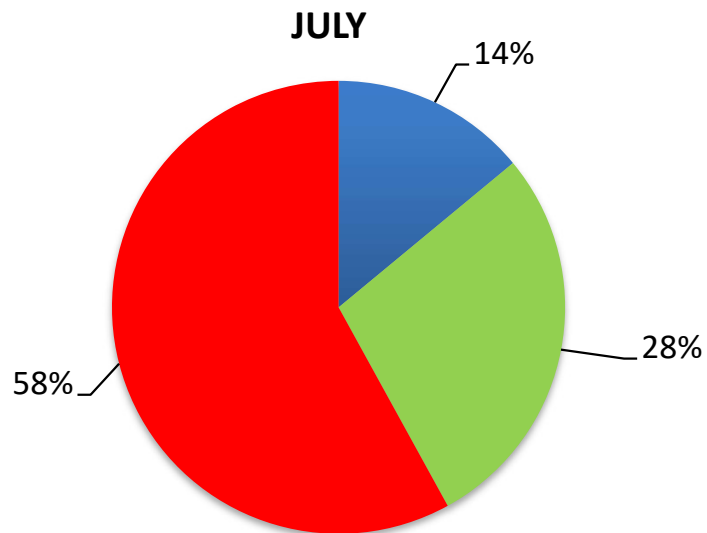
Base: 85

Outlook – Based upon forward booking levels



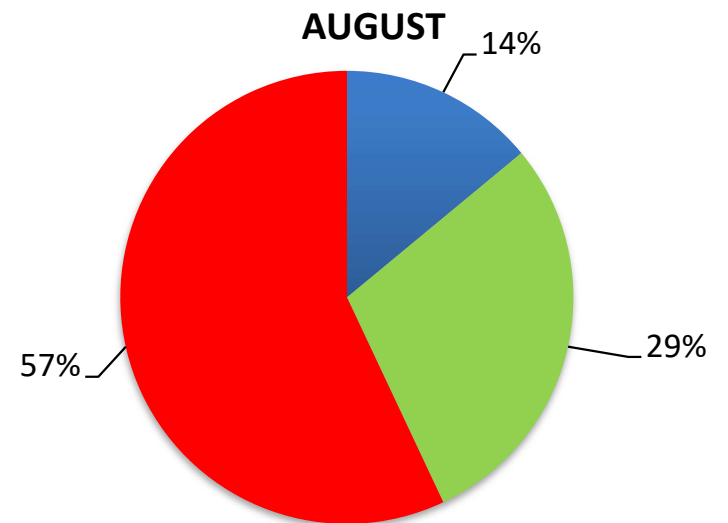
■ Better than 2019 ■ Same as 2019 ■ Not as good as 2019

Base: 65



■ Better than 2019 ■ Same as 2019 ■ Not as good as 2019

Base: 65

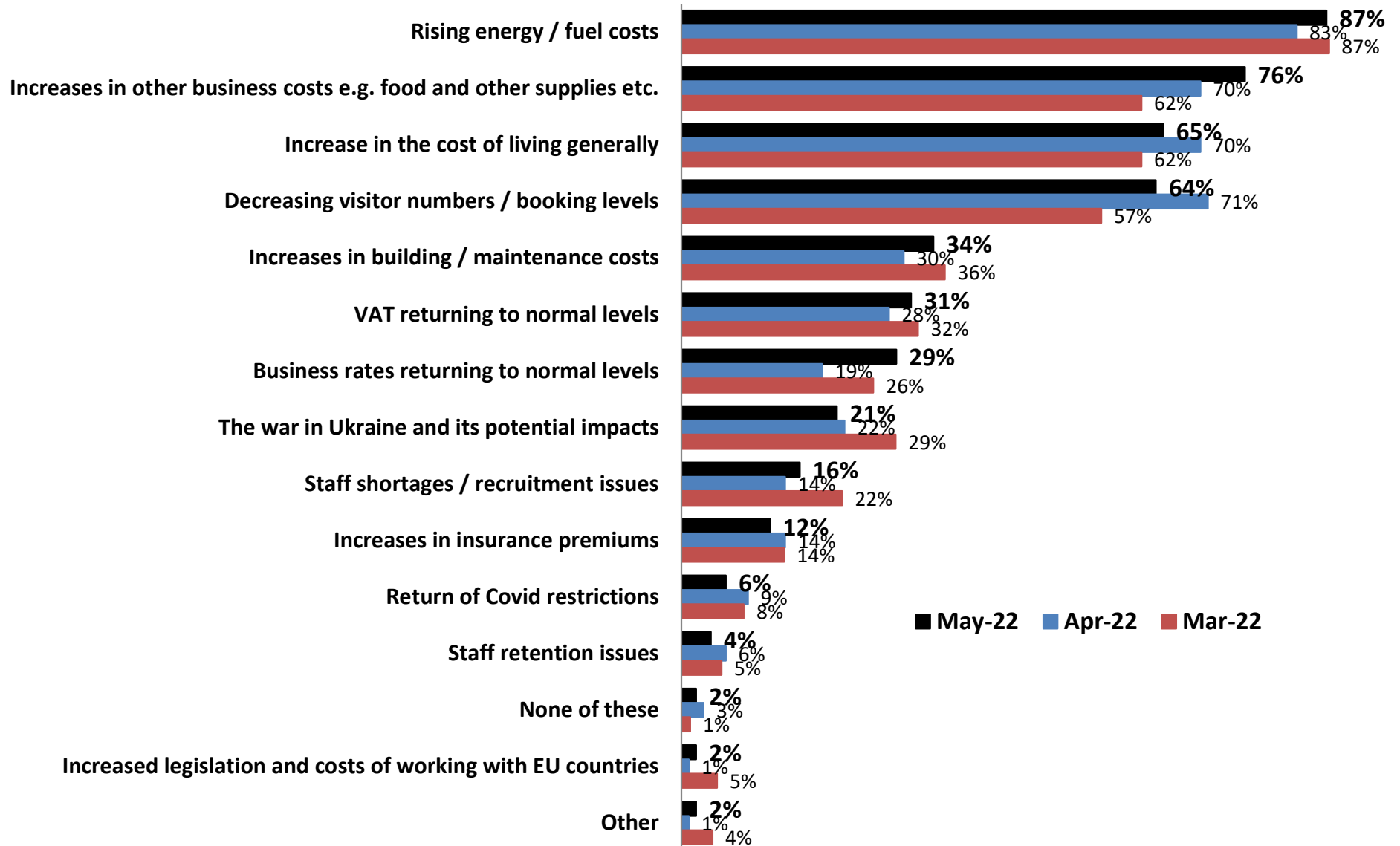


■ Better than 2019 ■ Same as 2019 ■ Not as good as 2019

Base: 65

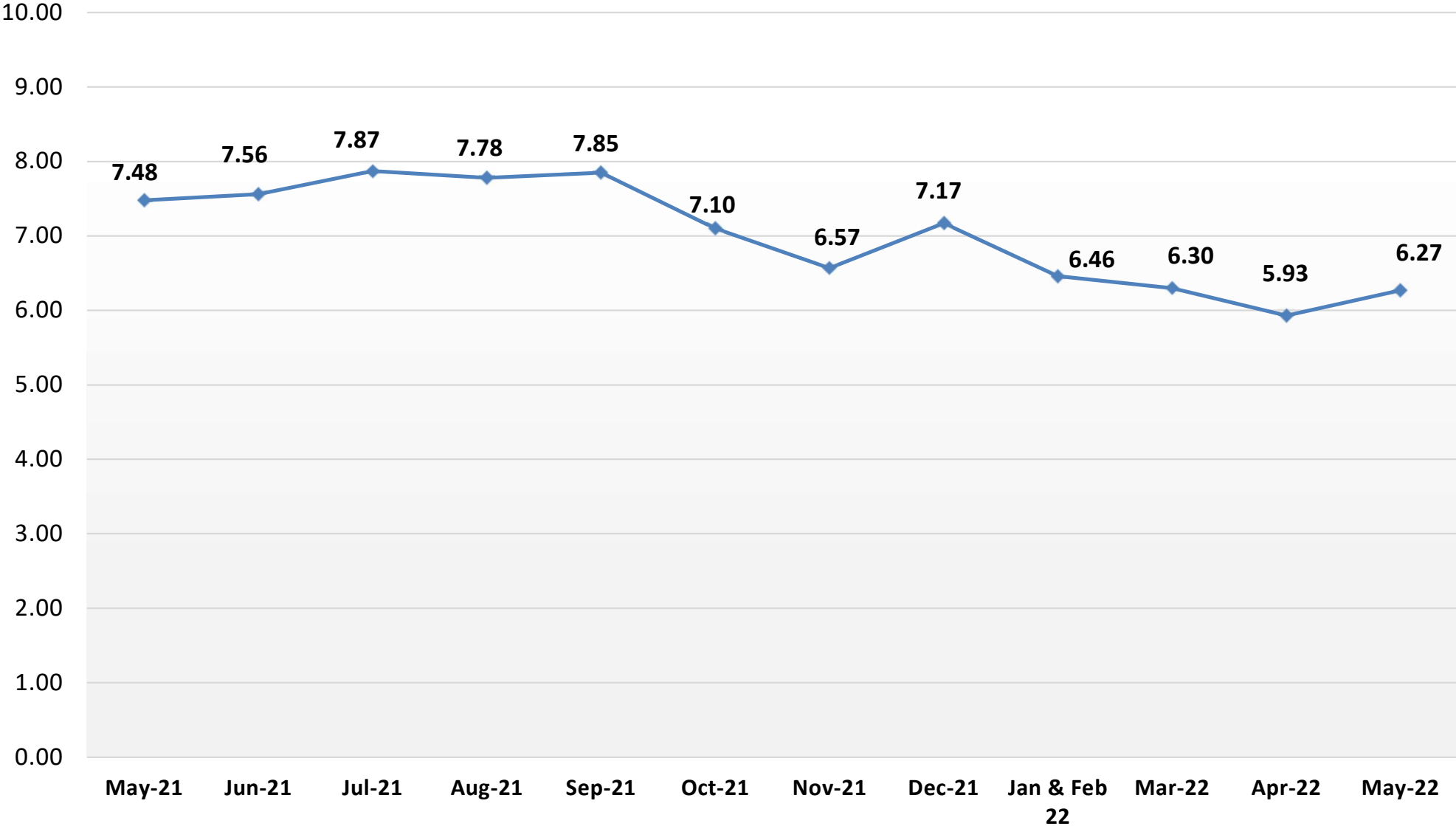
Top 5 business concerns (pre-defined list)

TOP 5 MOST CONCERNING FACTORS FOR BUSINESSES IN THE COMING MONTHS



Business optimism

BUSINESS OPTIMISM (MAXIMUM SCORE OF 10)



Key results – Sample of other comments on impacts

Superb as we didn't hammer our visitors last year and it has paid dividends. Our reviews were excellent which has had a huge effect on our bookings as well. But I did say that all these Hotels and B&B's that hiked up their prices, even though they had great government support, would pay the price in the future.

An upcoming issue for many B&Bs and guest houses is the combination of inflation putting upward pressure on costs and thus ultimately room prices and turnover, and yet the VAT threshold remaining at the level it has been since 2017. This squeeze will affect an increasing proportion of small and medium size establishments who hitherto have not had to register for VAT. Some will doubtless close for a higher proportion of the year so as to avoid the administrative burden associated with VAT; others will register with a likely further upward impact on the cost of accommodation. The BID should be lobbying to encourage government to reinstate annual VAT threshold increases in line with inflation.

Increasing costs becoming difficult to gauge. Every bill I pay seems to be higher than the last.

The Jubilee weekend was OK, but it would have been better to have had 2 bank holiday weekends in May as normal. It effected the pattern of trade and has resulted in a flat May. Very concerned at the level of forward bookings, it is very short term.

Cost overall major concern crippling the industry the Govt need to step-in businesses will not survive this winter. Reduce vat to 10%.

Been in the bay in hospitality since 1999 - this is the slowest/most uncertain start to a year we have ever experienced.

The year is significantly quieter than anticipated; May was noticeably quiet. Compared to pre-covid levels it is OK, not desperate but given the increased costs across the board we really need more money coming in on the sunny days! It is striking that sunny days at the end of March were busier than sunny days throughout May.

Bookings have slowed down a lot but those that are coming in are for longer stays and/or higher priced rooms.

New Bookings seem to have slowed quite significantly.

Loads of cancellations this year over 200% more than in previous years.

Late bookings are the scene at present but I know it will be harder as so many are traveling abroad - I think the cost of living is an excuse.

Bookings are down. We need to focus on attractions/events to bring guests to the area and build on the high levels of visitors from last year - give them something to return for!!! Clean up the town Center and parking.

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