

ERBID How's Business Survey

November 2022

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Executive Summary

Compared to November 2019 businesses reported that:

November 2022 Visitor levels:

Increased 29% / Stayed the same 20% / Decreased 51%

Estimated actual change in visitors -4%

November 2022 Turnover levels:

Increased 37% / Stayed the same 17% / Decreased 46%

Estimated actual change in turnover -3%

December 2022 Outlook is:

Better than 2019 21% / Same as 2019 25% / Not as good as 2019 54%

January 2023 Outlook is:

Better than 2019 0% / Same as 2019 32% / Not as good as 2019 68%

February 2023 Outlook is:

Better than 2019 5% / Same as 2019 23% / Not as good as 2019 73%

Optimism

Optimism score is 4.91 out of a possible 10

November 2022 – Our comment

November saw 51% of all businesses experiencing a decrease in visitors/customers and 46% reporting a decrease in their turnover - a change of -4% and -3% in each case compared with 2019 (pre-pandemic).

54% of businesses anticipated decreased bookings for December along with 68% and 73% in each case for January and February compared with 2019 levels, although 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 (73%), along with 70% who are most concerned about increases in other business costs e.g., food and other supplies etc.

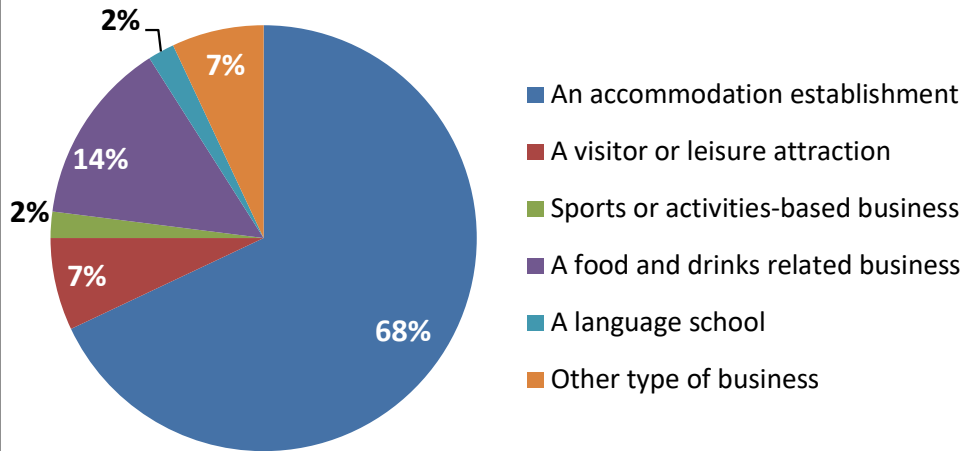
This month's survey has a sample of 44 businesses.

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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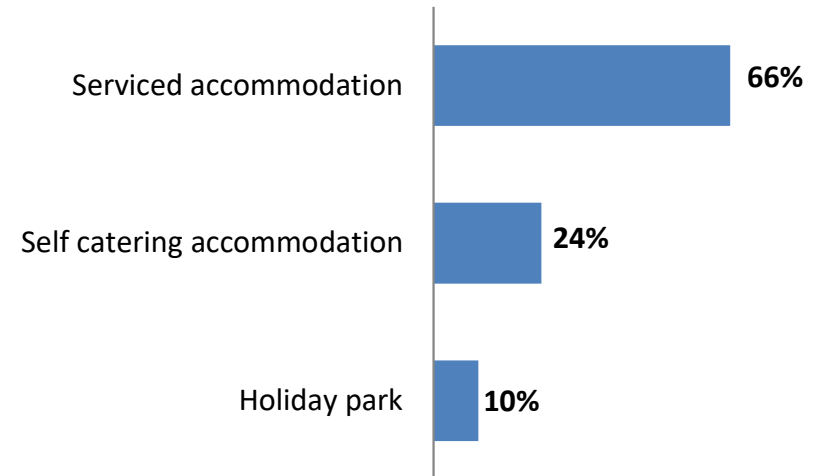
Sample profile, business location and status

BUSINESS TYPE



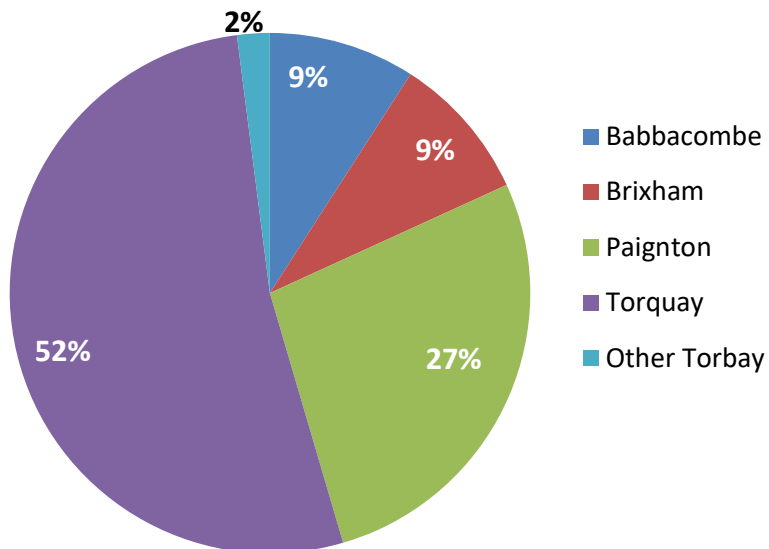
Base: 44

ACCOMMODATION TYPE



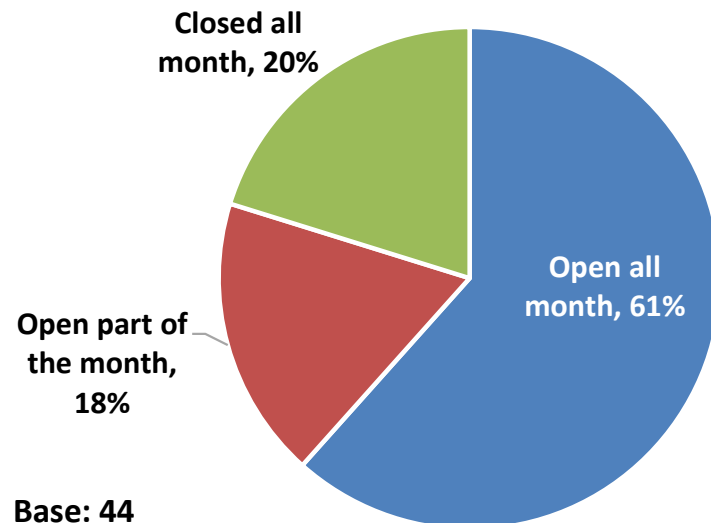
Base: 30

BUSINESS LOCATION



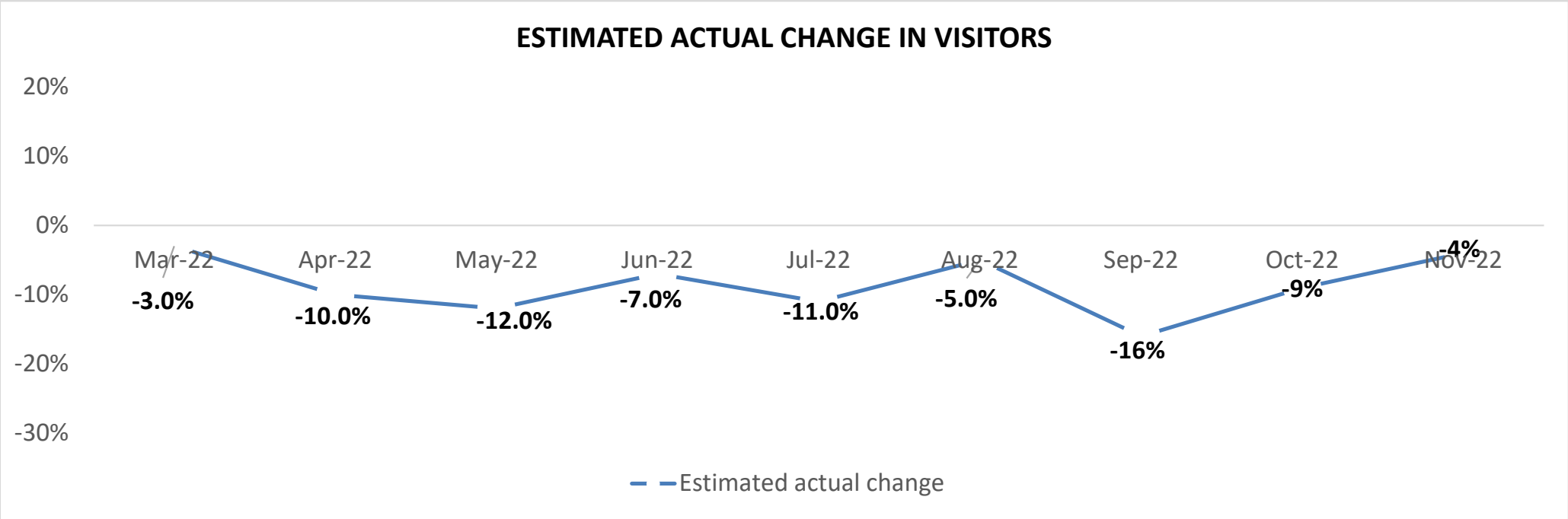
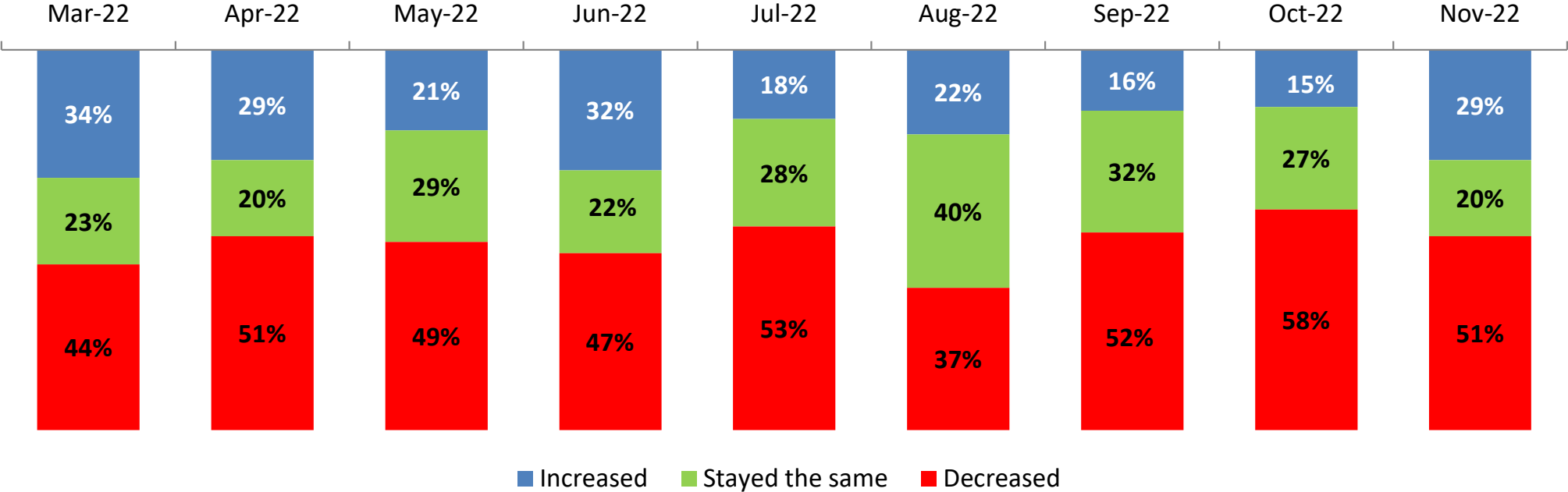
Base: 44

BUSINESS STATUS

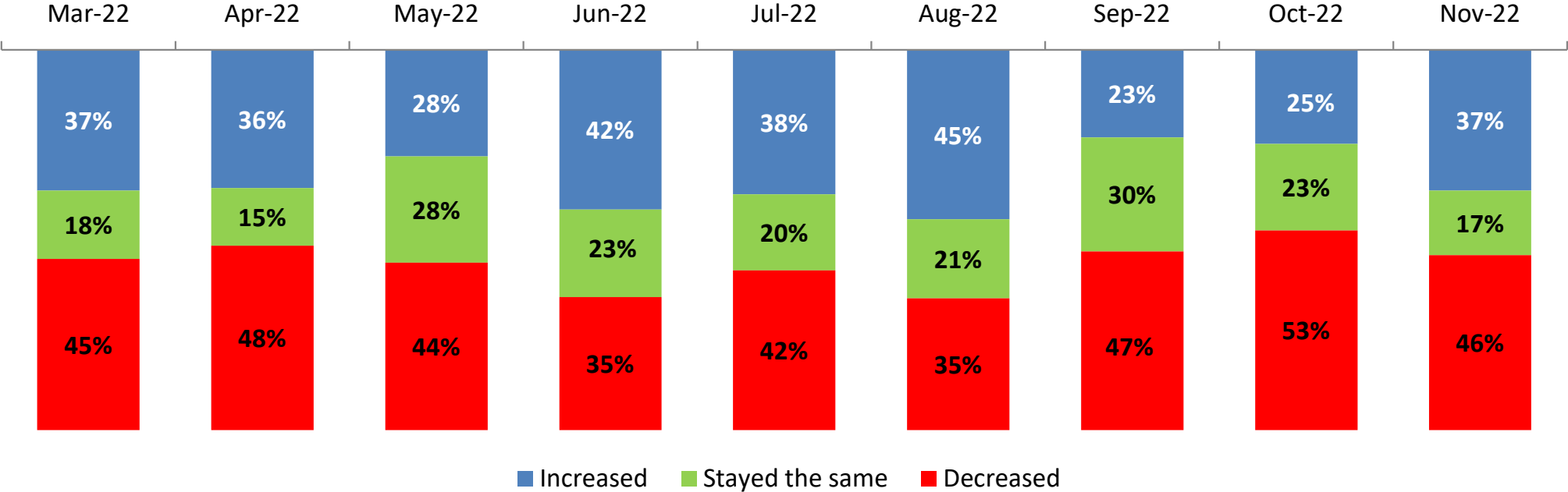


Base: 44

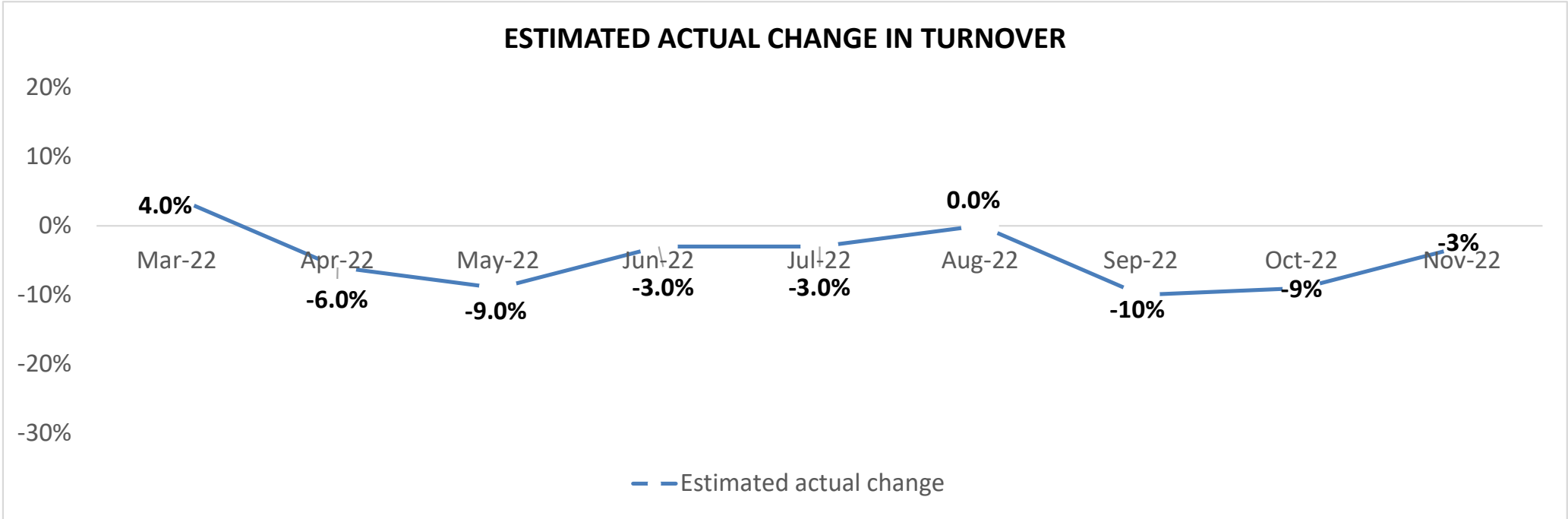
Performance – Number of visitors compared to 2019



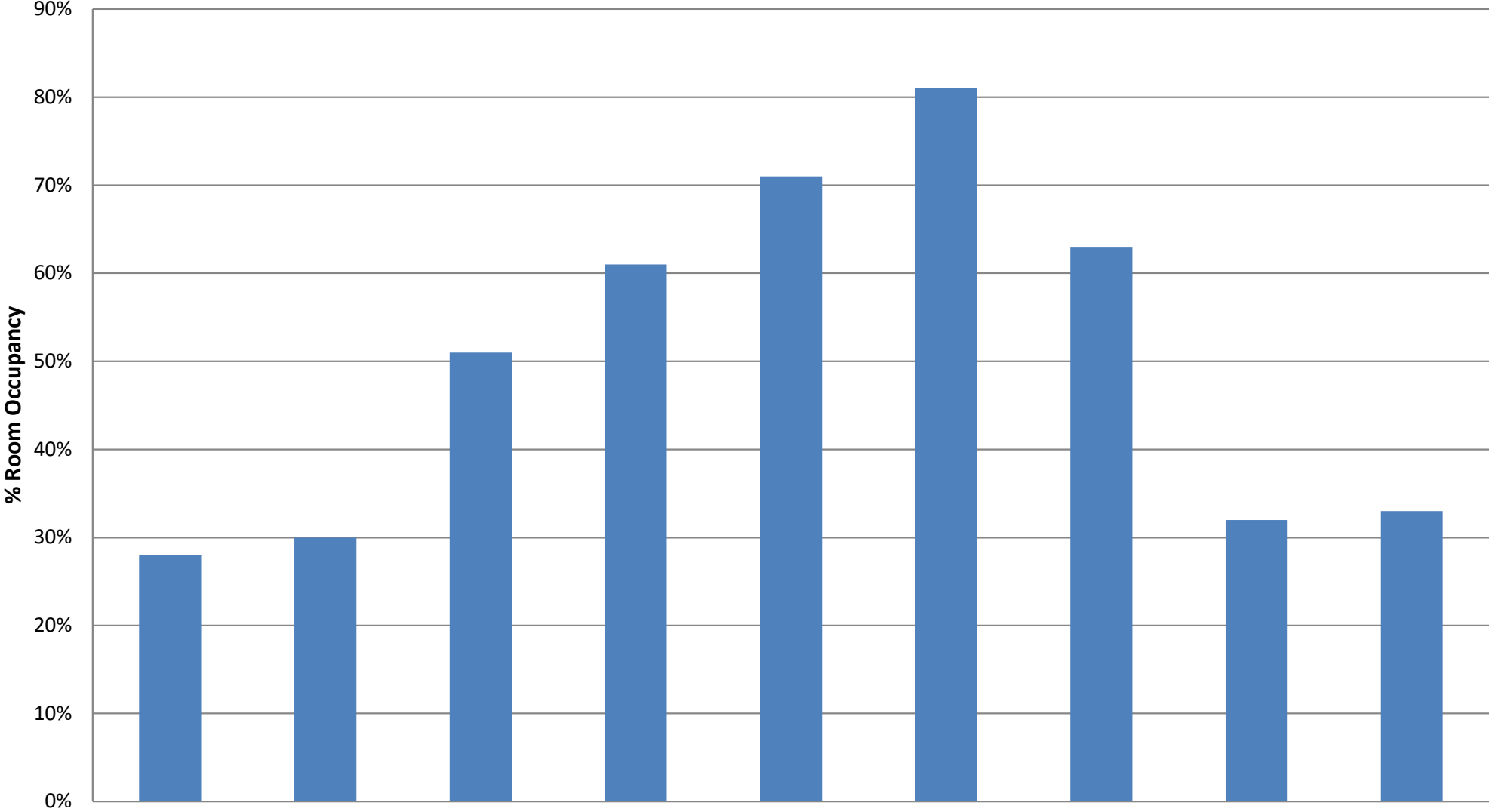
Performance – Turnover compared to 2019



ESTIMATED ACTUAL CHANGE IN TURNOVER



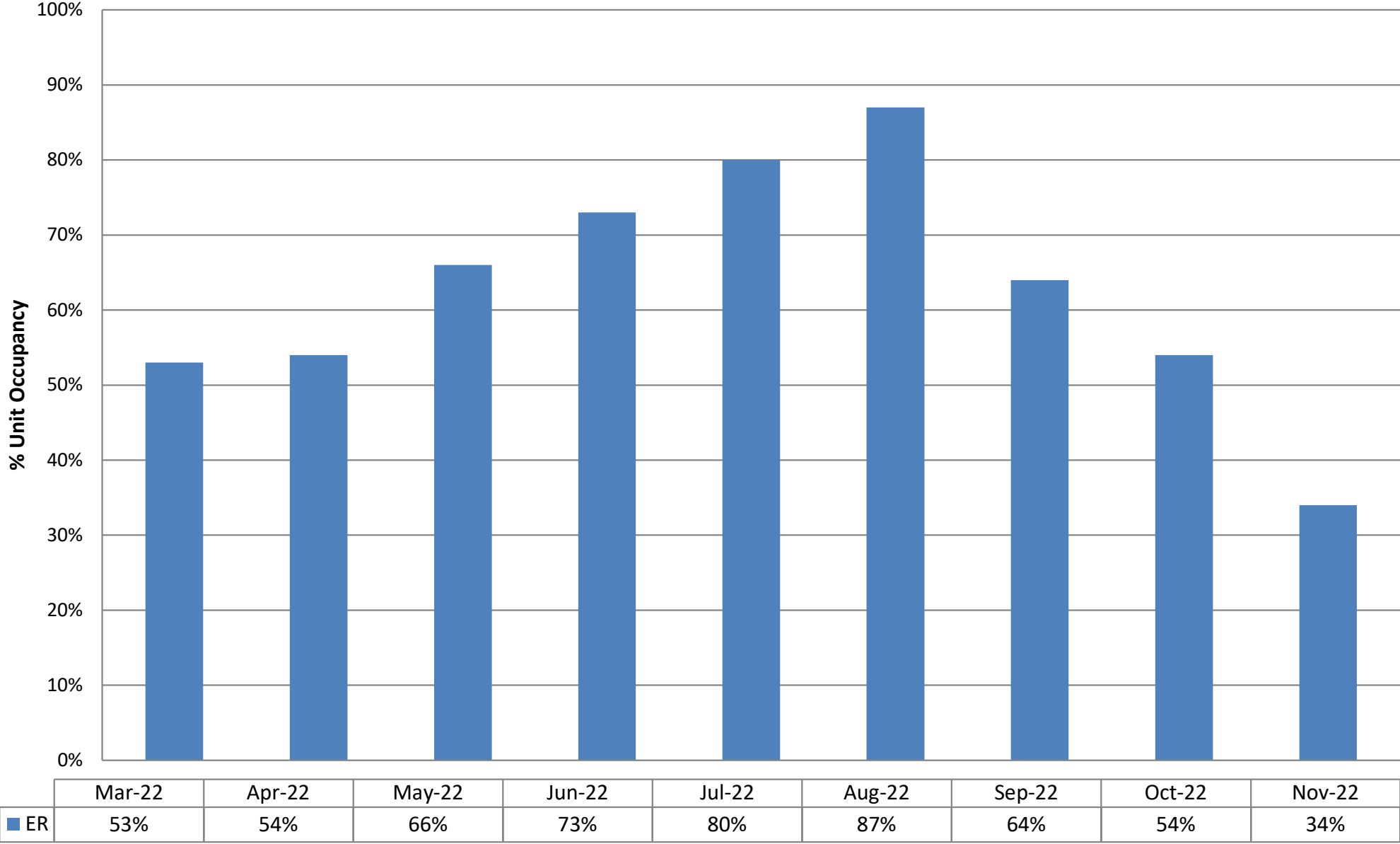
Performance – Serviced Room Occupancy



	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22
■ ER	28%	30%	51%	61%	71%	81%	63%	32%	33%

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.

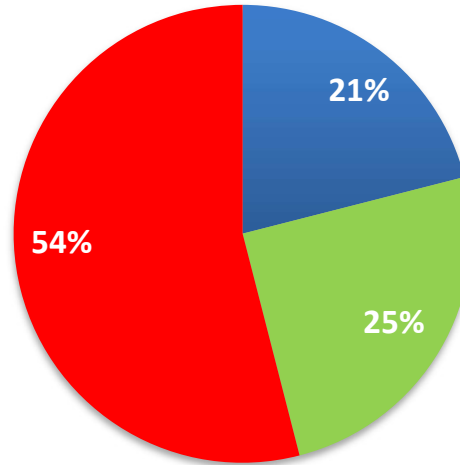
Performance – Self Catering Unit Occupancy



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Outlook – Based upon forward booking levels

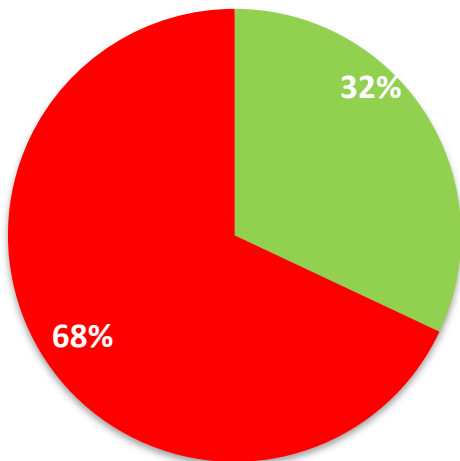
DECEMBER



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

Base: 24

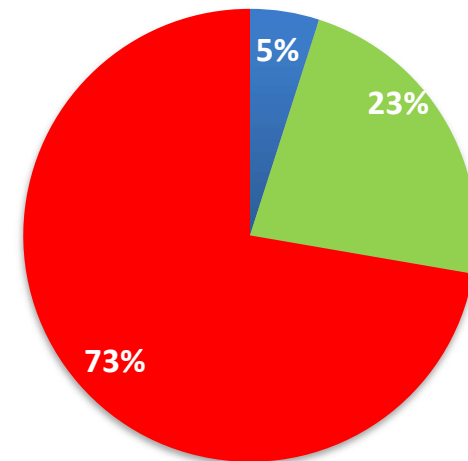
JANUARY



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

Base: 22

FEBRUARY

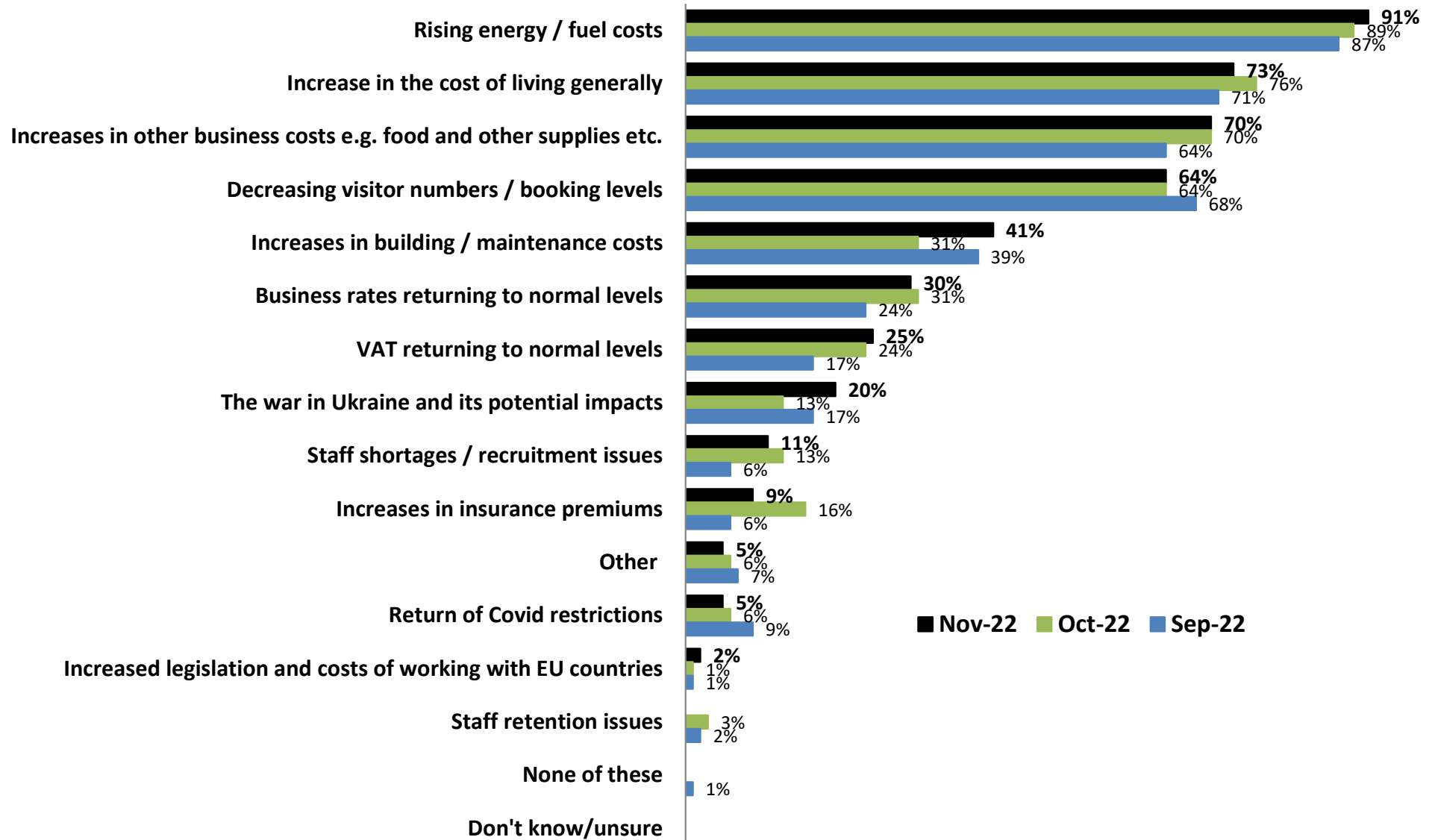


■ Better than 2019 ■ Same as 2019 ■ Not as good as 2019

Base: 22

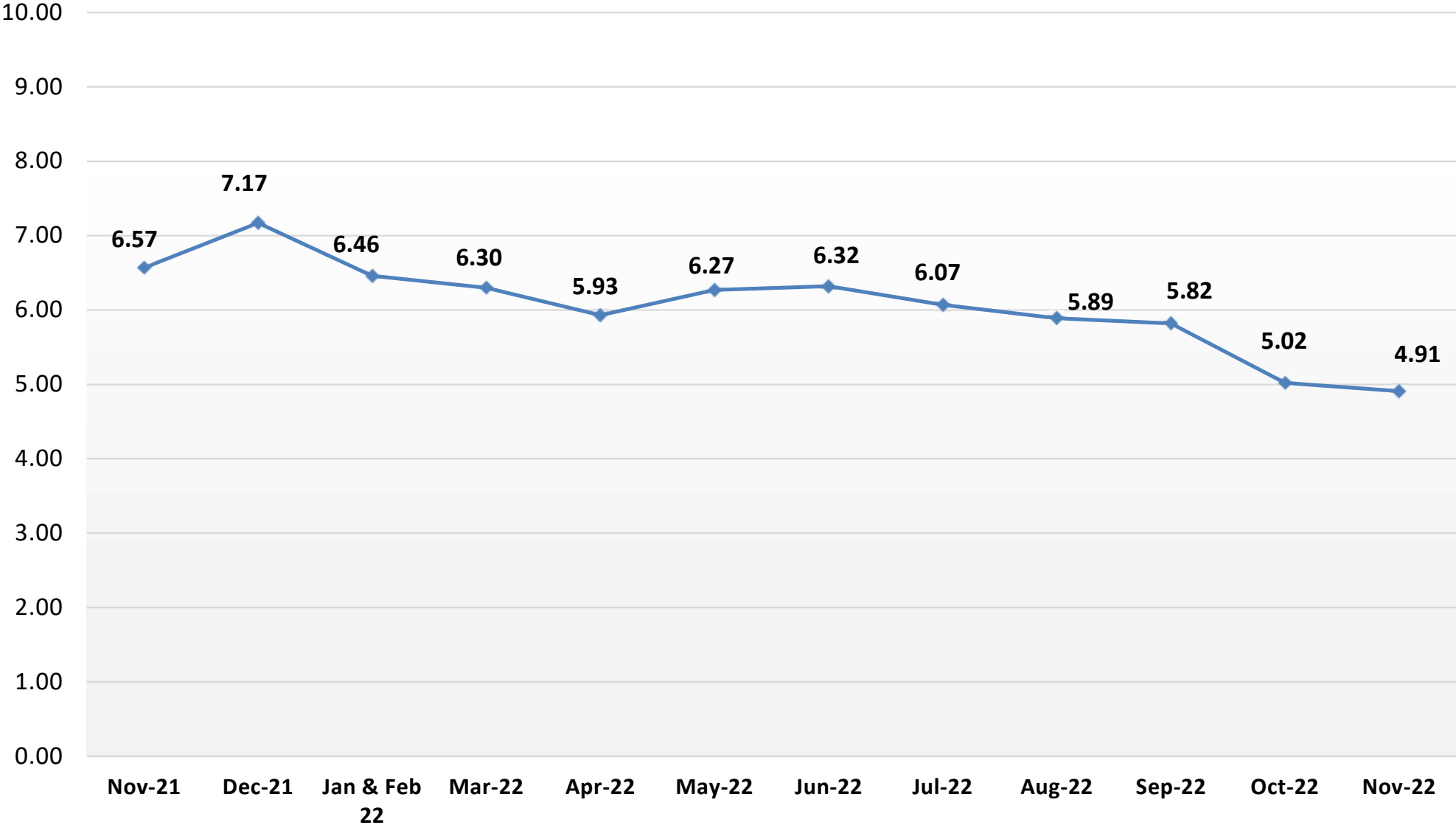
Top 5 business concerns (pre-defined list)

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

We now have an anti business government which has initiated ruinous anti business policies which will also ensure a significant slow down in the economy and a deep recession. Visitor numbers over the autumn were very poor and the concern is that next year as cost of living increases really bite things will be even worse. The dumping of migrants into seaside towns is also tarnishing the reputation of UK tourism. Holidaymakers are having bookings cancelled in large numbers and may not trust British hotels any more. Lots of single men roaming the streets will also make those who do come very uncomfortable.

Cost of increased interest rates is having a big impact on ability to repay mortgages.

How long are the council going to continue strangling Paignton town center with its ridiculous road closures. As for the high street funding that was promised I've yet to notice any improvements anywhere around the bay, parts of Paignton and Torquay look awful, just a lick of paint would improve the building facades. I also feel that anti-social behavior is becoming more and more of a problem and the police don't seem to care. No wonder bookings are down for next year "Total Council incompetence".

We are closed for December and January for family reasons. It will be interesting to see what impact the Bay of Lights event has had on reported visitor numbers.

Feeling generally more optimistic about 2023 based on the number of bookings. This is currently up on the number of bookings we had by Dec 2021 for 2022.

It is very worrying that Torbay council appear to be systematically destroying tourism in Torbay by inaction on issues which need attention and focusing on ill thought out and expensive pointless projects.

Our business performance is a mixed bag in so far as while hotel business in November was severely down against 2019 our restaurant business was quite robust leading us to believe that expenditure by locals appears to be fairly resilient but only if they can see good value being delivered.

Have had to raise prices significantly already for 2023 and a further tariff rise is not out of the question. However, we are in danger of pricing potential guests out of the market, as they struggle with their own cost of living issues. Additionally, though we would normally open for March and October, increases in food, fuel, linen and staffing costs and the low visitor numbers mean it will not be viable for us to open during those months of 2023.

We are suffering from the lack of coach business in the bay, a vital source of income. In addition, the use of hotels to house migrants will drive visitors away.

This is the first year I haven't had any bookings for Autumn/Winter.

Worried about paying landlord rent when no customers are booking.

Gas and electricity prices are killing us.

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