

# ERBID How's Business Survey

## October 2022

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December 2022



# Executive Summary

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**Compared to October 2019 businesses reported that:**

**October 2022 Visitor levels:**

Increased 15% / Stayed the same 27% / Decreased 58%

Estimated actual change in visitors -9%

**October 2022 Turnover levels:**

Increased 25% / Stayed the same 23% / Decreased 53%

Estimated actual change in turnover -9%

**November 2022 Outlook is:**

Better than 2019 17% / Same as 2019 27% / Not as good as 2019 56%

**December 2022 Outlook is:**

Better than 2019 8% / Same as 2019 28% / Not as good as 2019 63%

**January 2023 Outlook is:**

Better than 2019 7% / Same as 2019 31% / Not as good as 2019 63%

**Optimism**

Optimism score is 5.02 out of a possible 10

## October 2022 – Our comment

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October saw over half of all businesses (58%) experiencing a decrease in visitors/customers and 53% reporting a decrease in their turnover - a change of -9% in each case compared with 2019 (pre-pandemic).

56% of businesses anticipated decreased bookings for November and 63% in each case for December and January 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 (89%) and about the increase in the cost of living generally (76%) along with 70% who are most concerned about increases in other business costs e.g., food and other supplies etc.

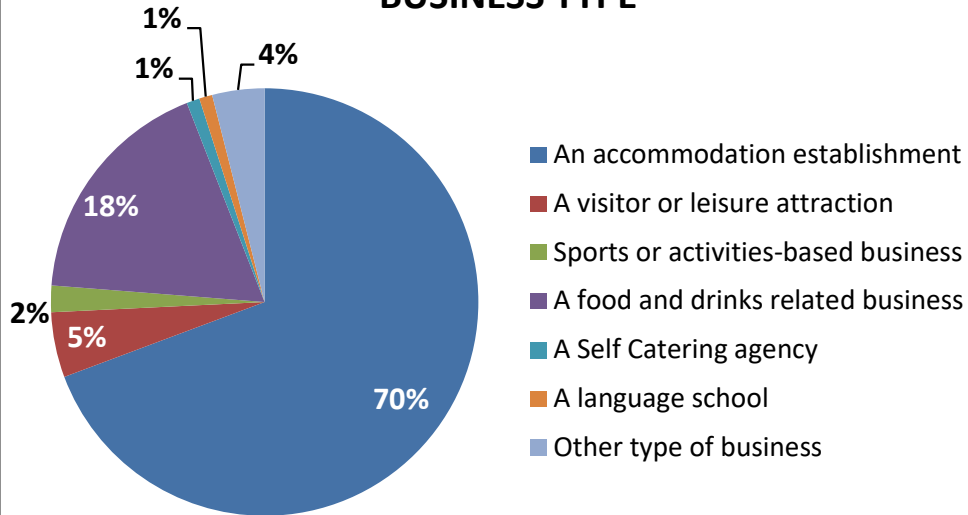
This month's survey has a sample of 109 businesses.

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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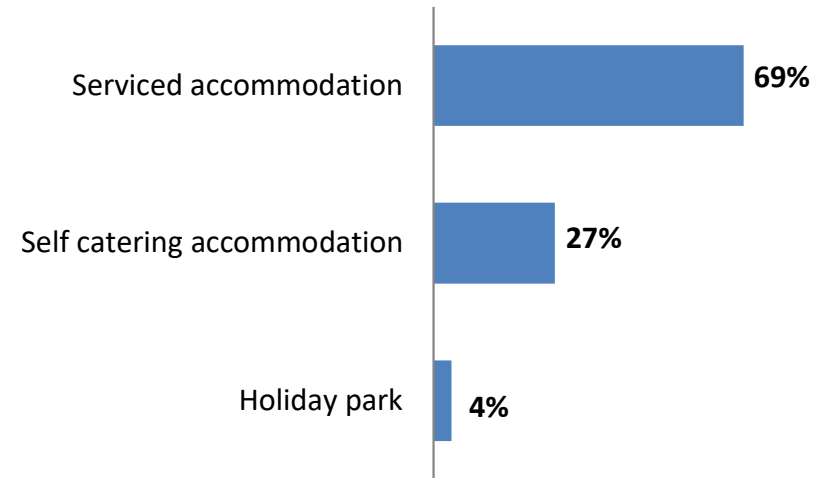
# Sample profile, business location and status

## BUSINESS TYPE



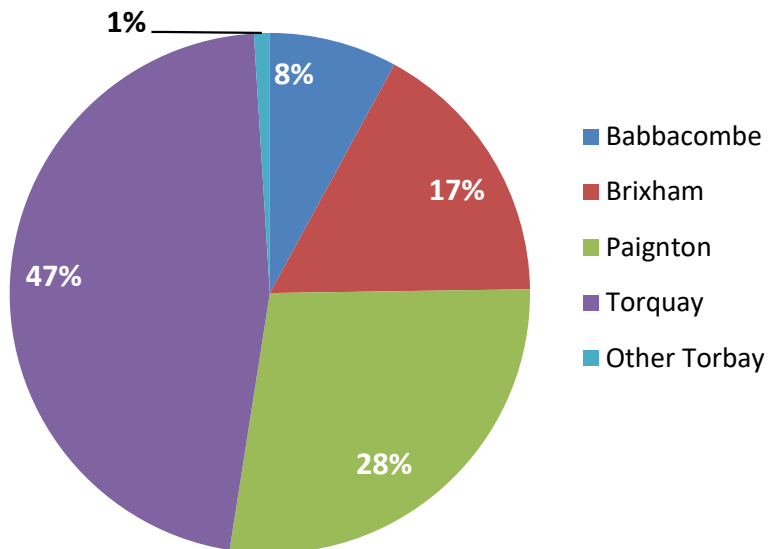
Base: 109

## ACCOMMODATION TYPE



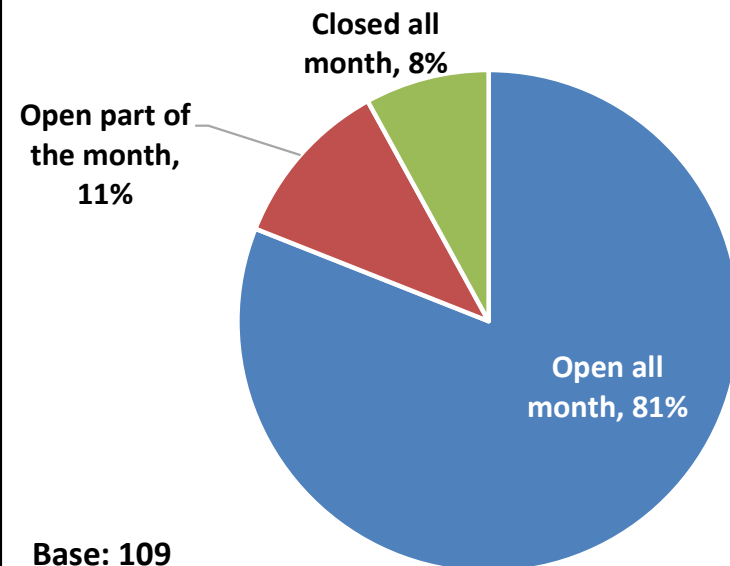
Base: 76

## BUSINESS LOCATION



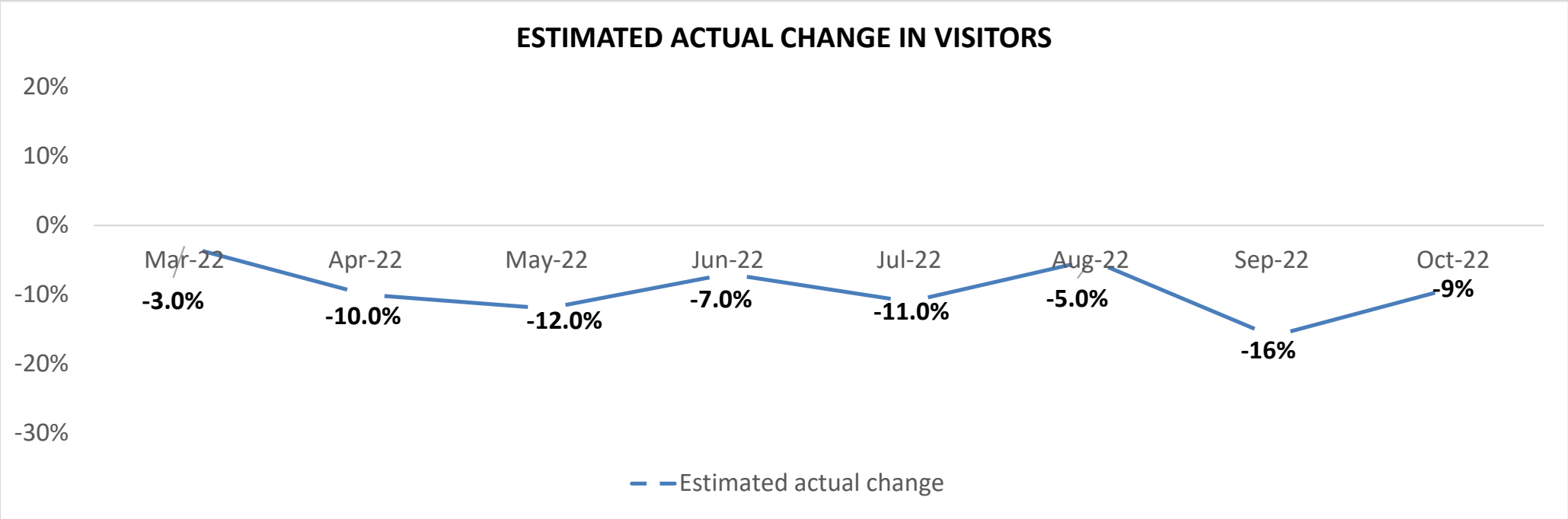
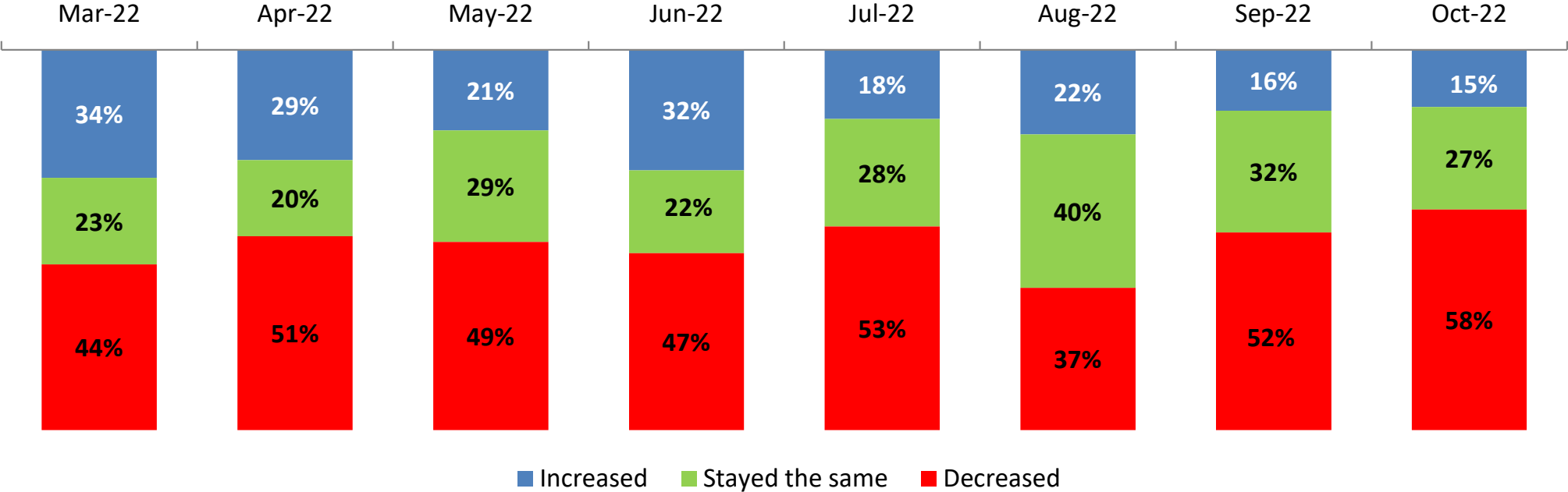
Base: 109

## BUSINESS STATUS

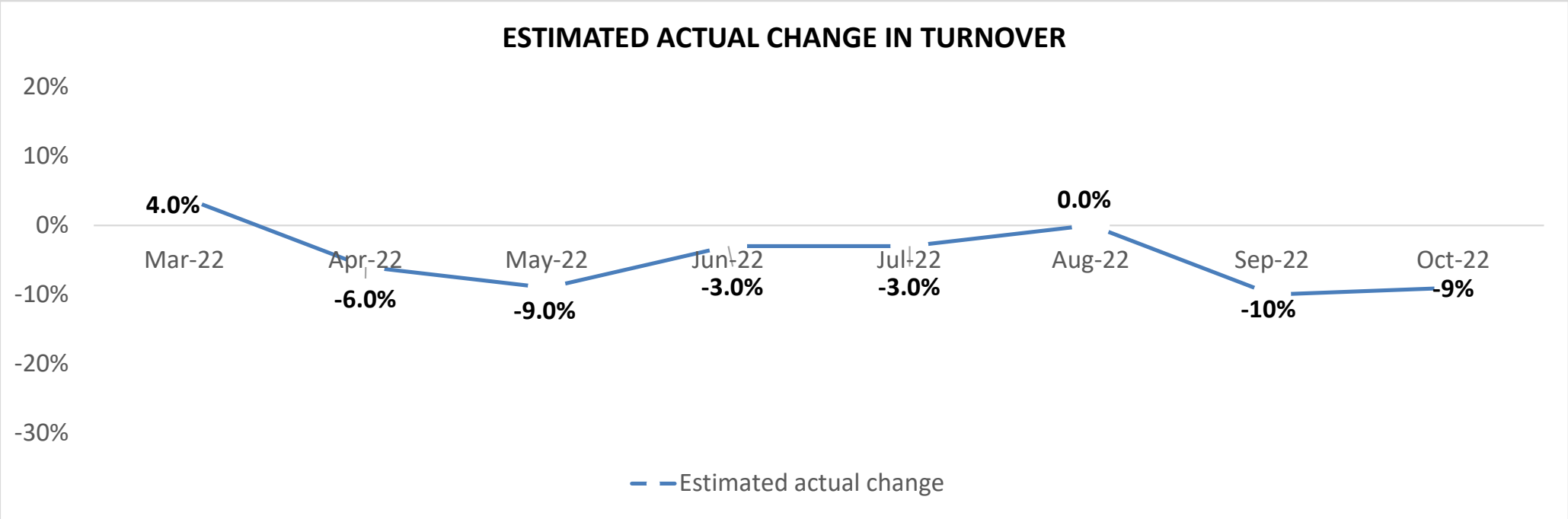
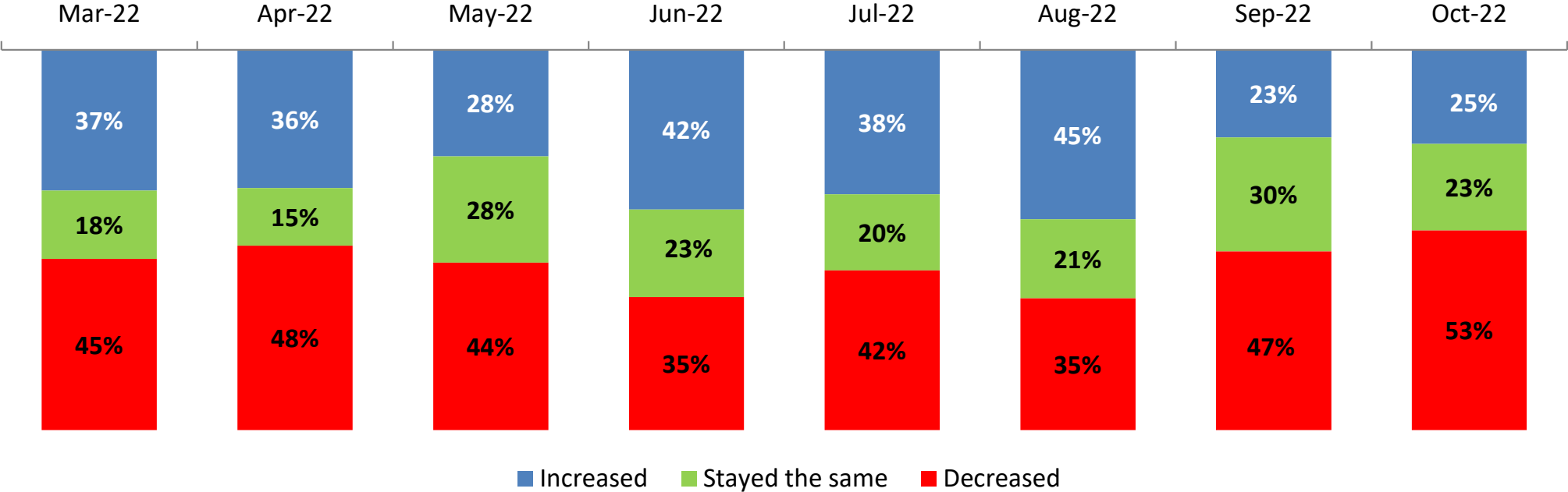


Base: 109

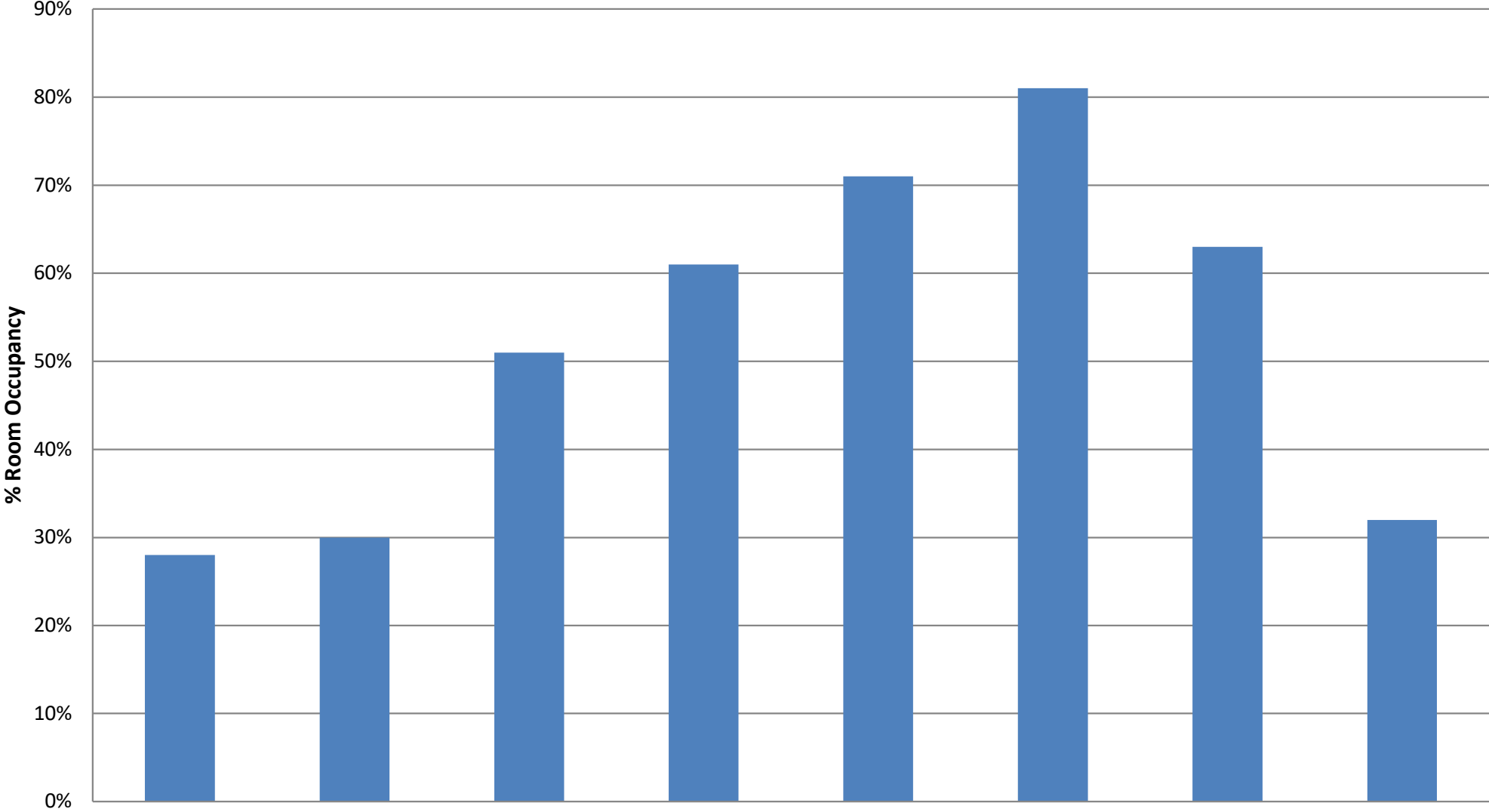
# Performance – Number of visitors compared to 2019



# Performance – Turnover compared to 2019



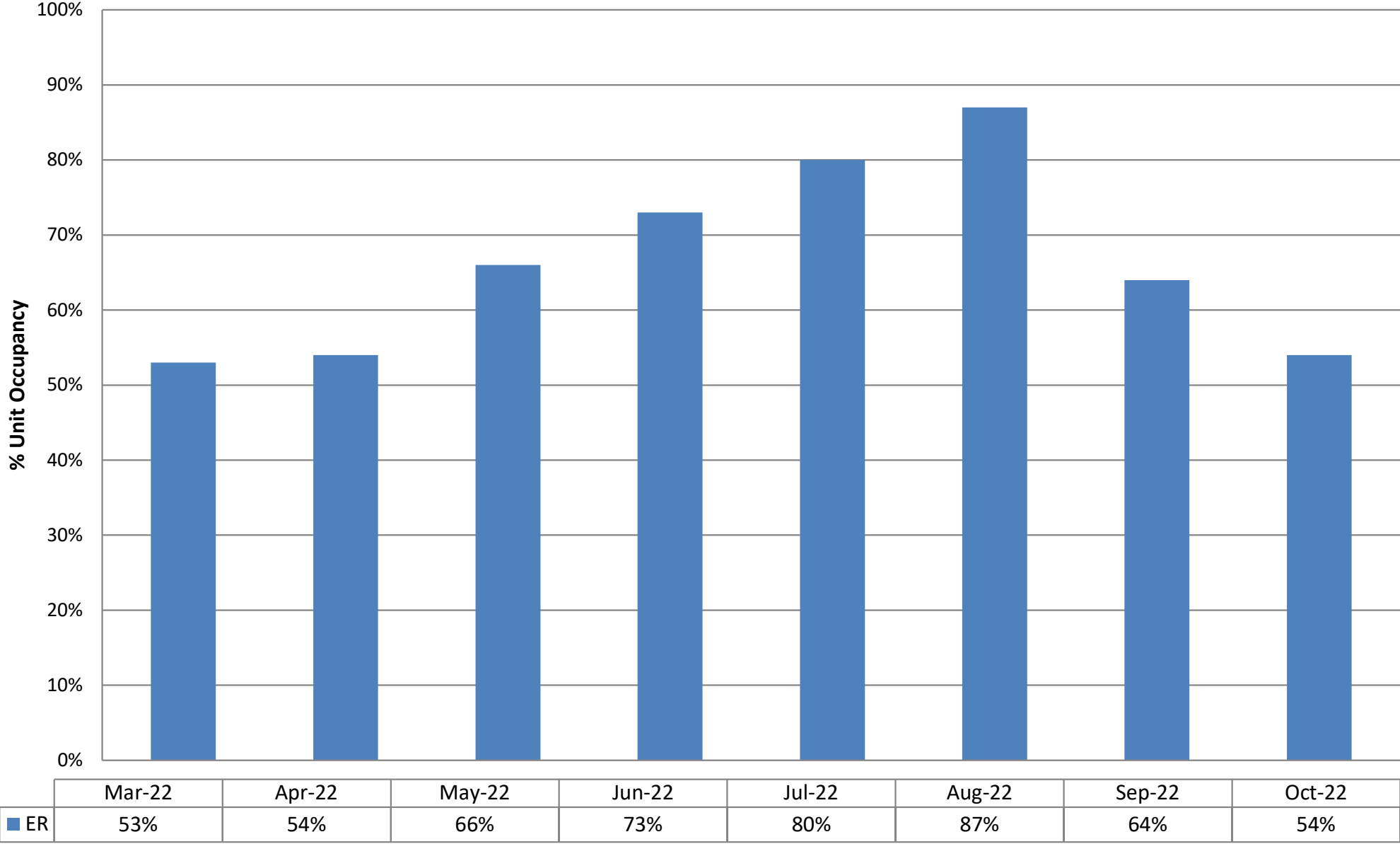
# Performance – Serviced Room Occupancy



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

**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

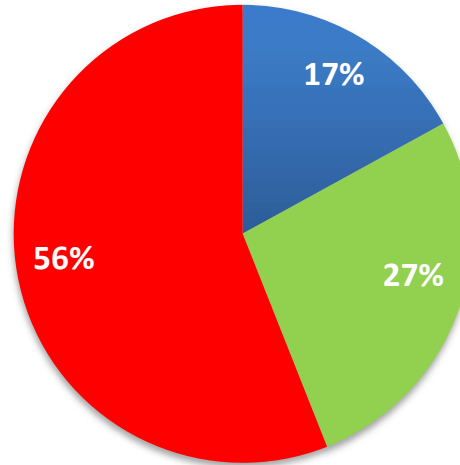


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# Outlook – Based upon forward booking levels

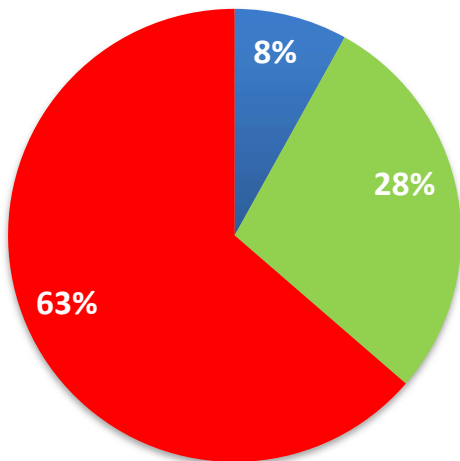
**NOVEMBER**



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

Base: 64

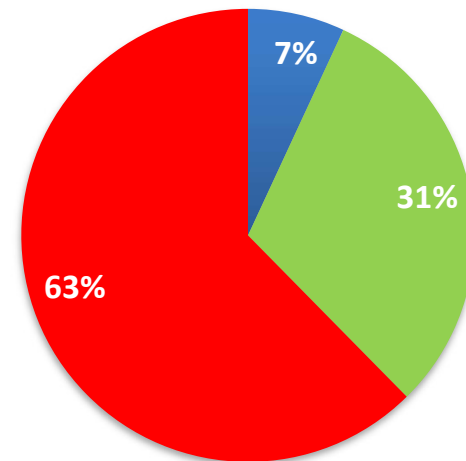
**DECEMBER**



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

Base: 60

**JANUARY**

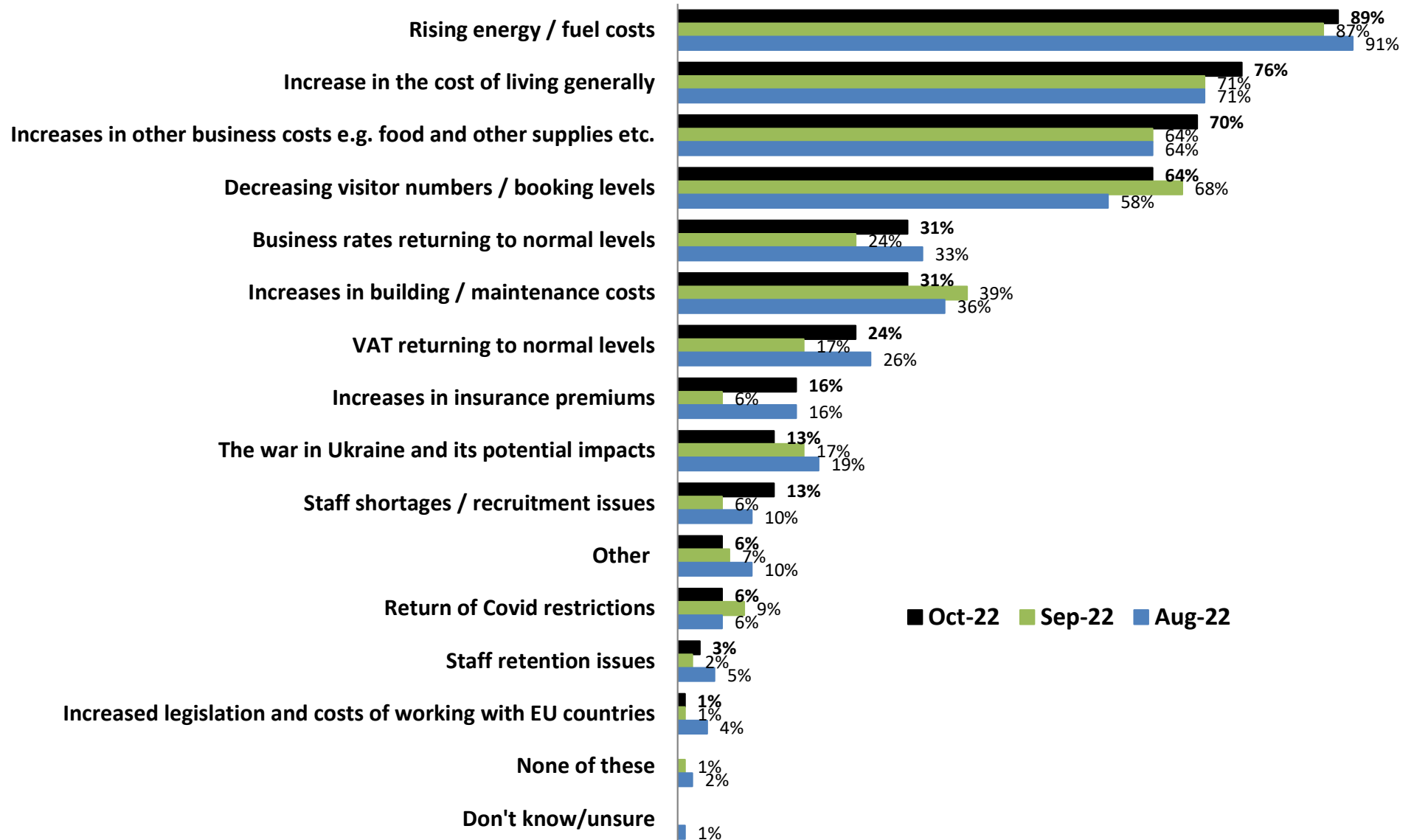


■ Better than 2019 ■ Same as 2019 ■ Not as good as 2019

Base: 59

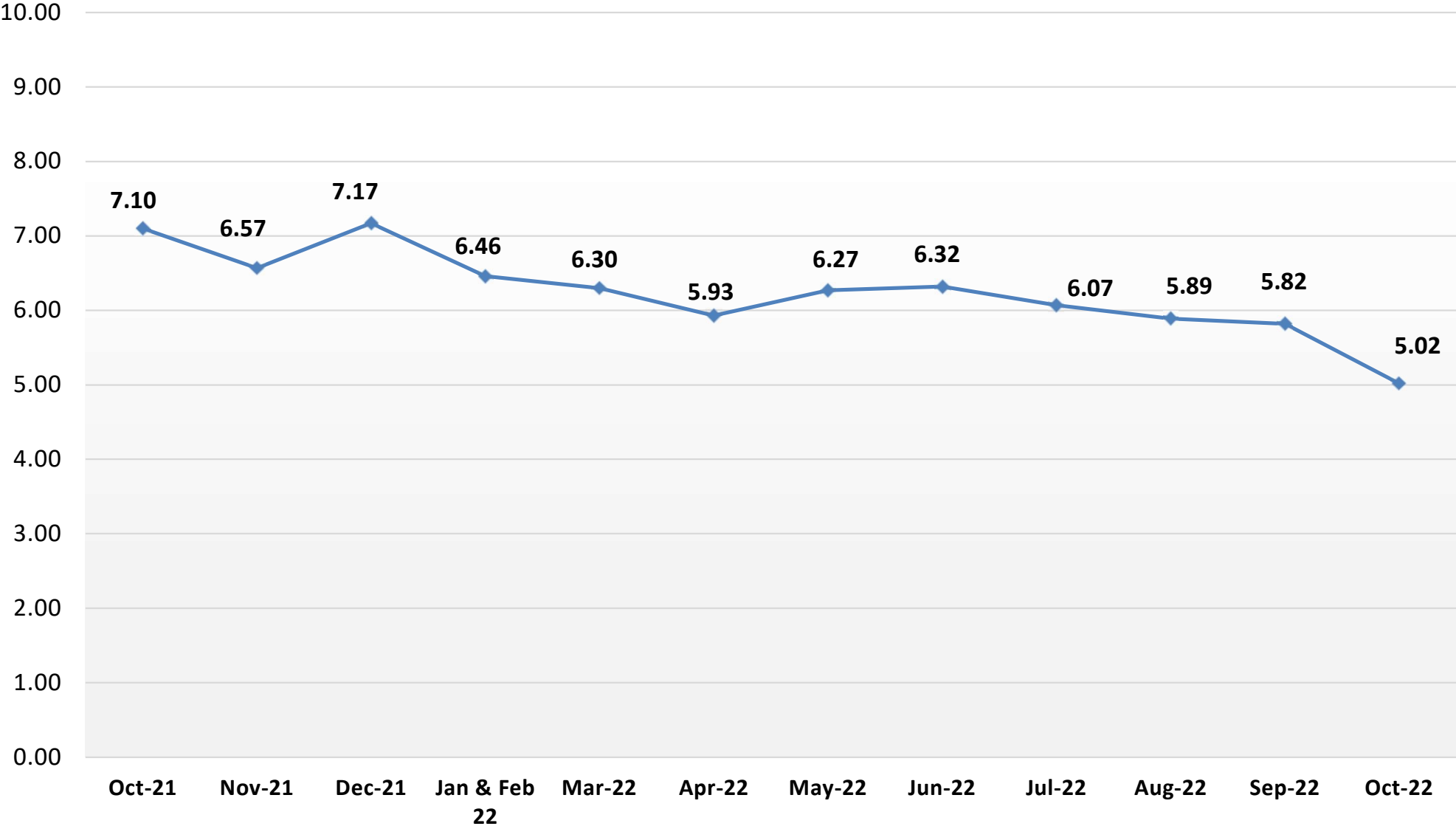
# Top 5 business concerns (pre-defined list)

## 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

From the perspective of a business environment NOTHING looks good. Massive increases in costs, the rates revaluation and an increase in taxation all makes one wonder why would anyone now bother to run a business in the UK? At a local level Torquay in particular looks a total mess - and they can't even sweep the streets to free the drains and so our properties are at increased risk of localised flooding due to Council incompetence. It is also becoming very evident that illegal migrants are now being dumped in the area as there seem to be more single men of ethnic backgrounds just hanging around. We live in constant fear that large and empty/underused properties will be next to be targeted by the Home Office. Politicians at a local and national level are a total waste of time - feels as if our democracy is totally broken. It's about ten years away BUT I have never wanted to retire as much as I do right now.

Advance bookings up for 2023.

I have closed the business over winter as bookings are so low and utility bills are very high

Energy costs & rate increase will take all my profit from April onward. Why bother to carry on. May as well have less stress and just get a normal job.

Due to the neglect of marketing to the coach sector several of the big hotels that would be accommodating coach parties have had to accept asylum seekers to fill their rooms and more are likely to do the same. This is having a huge effect on our business and I'm sure many others.  
It is time to get coach parties back to the bay to fill our hotels.

Enquiries have simply evaporated. Early spring typically shows signs of bookings but so far nothing is coming in.

A very poor season, everything going up. Very concerning, unsettled times.  
We are considering changing our agent to attract more business next season.

Business has been strong this year but bookings for the coming year are currently scarce.

Guest very concerned about the migrants located nearby and in the Bay generally.  
Negative media 'noise' causing guests to delay or cancel bookings.  
Highstreet non parking facilities 'putting off' people visiting the local town.  
Noisy & disruptive late night car drivers racing along the seafront & upsetting guests.  
Unable to re-invest back into the property due to 'tightened budgets'

My optimism for next year is based on a couple of factors.....first, my customer demographic will be less effected by the cost of living crisis, so I expect guest numbers to be roughly similar next year....and second, a weak pound will attract higher level of overseas guests to the area, which should compensate for any potential decline in the home market.

Cost are increasing which would normally mean passing them on, but people can't afford as much. Feels like we are in a vice that is getting tighter.

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