

# ERBID How's Business Survey

## December 2022

Published by The South West Research Company Ltd

February 2023



# Executive Summary

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

**December 2022 Visitor levels:**

Increased 2% / Stayed the same 11% / Decreased 63%  
Estimated actual change in visitors -11%

**December 2022 Turnover levels:**

Increased 28% / Stayed the same 12% / Decreased 60%  
Estimated actual change in turnover -11%

**2022 Overall visitor levels (compared to 2019):**

Increased 27% / Stayed the same 20% / Decreased 54%  
Estimated actual change in visitors -9%

**2022 Overall visitor levels (compared to 2021):**

Increased 22% / Stayed the same 20% / Decreased 58%  
Estimated actual change in visitors -14%

**2022 Overall turnover levels (compared to 2019):**

Increased 36% / Stayed the same 17% / Decreased 47%  
Estimated actual change in turnover -1%

**2022 Overall turnover levels (compared to 2021):**

Increased 26% / Stayed the same 17% / Decreased 57%  
Estimated actual change in turnover -13%

**Optimism:**

Optimism score is 5.20 out of a possible 10

## December 2022 – Our comment

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December saw 63% of all businesses experiencing a decrease in visitors/customers and 60% reporting a decrease in their turnover, decreases of -11% in each case compared with 2019 (pre-pandemic).

For 2022 as a whole, 54% of businesses reported decreased visitors and 47% decreased turnover compared with 2019. When compared with their 2021 performance, 58% and 57% of businesses reported decreased visitors/customers and turnover for 2022 as a whole respectively.

Businesses continued to be most concerned about rising energy costs (85%), about the increase in the cost of living generally and the about decreasing visitor numbers/booking levels (73% in each case).

This month's survey has a sample of 89 businesses.

### October – December 2022 general performance

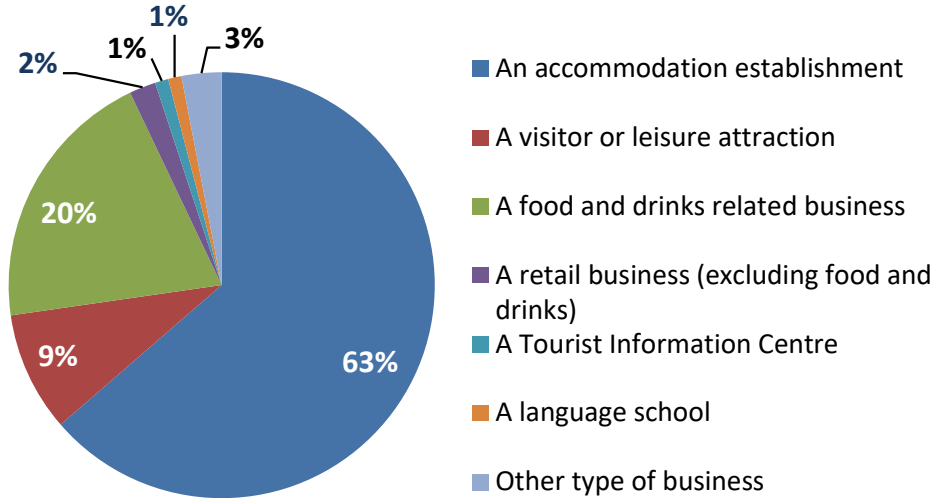
Whilst the last 3 months (October to December 2022) have seen decreases in visitors/customers and turnover across the board, November was surprisingly the better performing month where the decreases were much smaller (4% and 3% respectively) compared with October and December which saw decreases of between 9-12% but where we would have expected to have seen bigger volumes of visitors due to the school half term holiday and Christmas holiday periods. On the whole, across this three month period, performance in the ER was similar to, or slightly higher than, the region as a whole. Business optimism over this three month period peaked during December at 5.20 compared with 5.02 and 4.91 in October and November respectively.

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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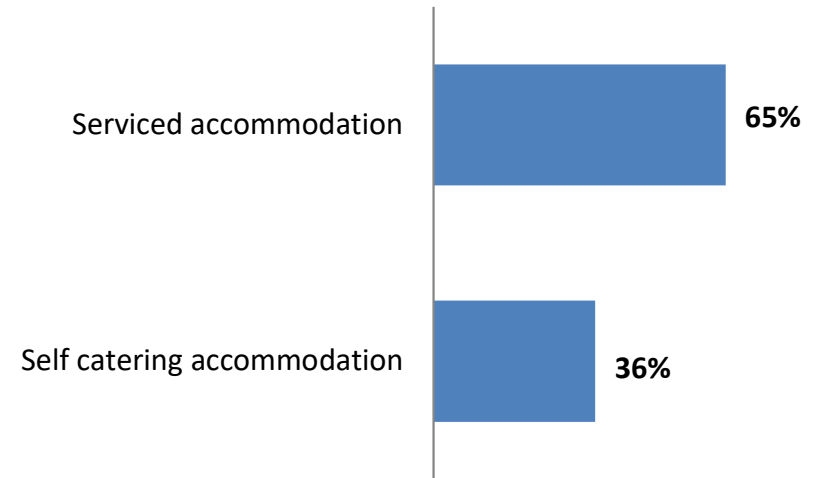
# Sample profile, business location and status

## BUSINESS TYPE



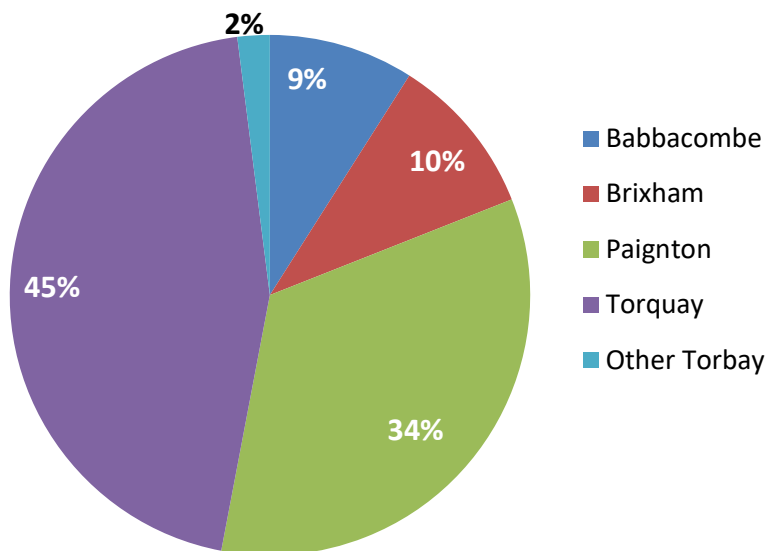
Base: 89

## ACCOMMODATION TYPE



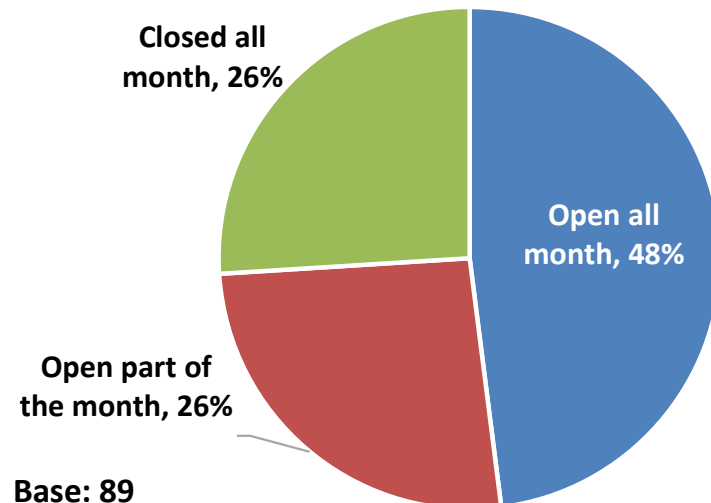
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## BUSINESS LOCATION



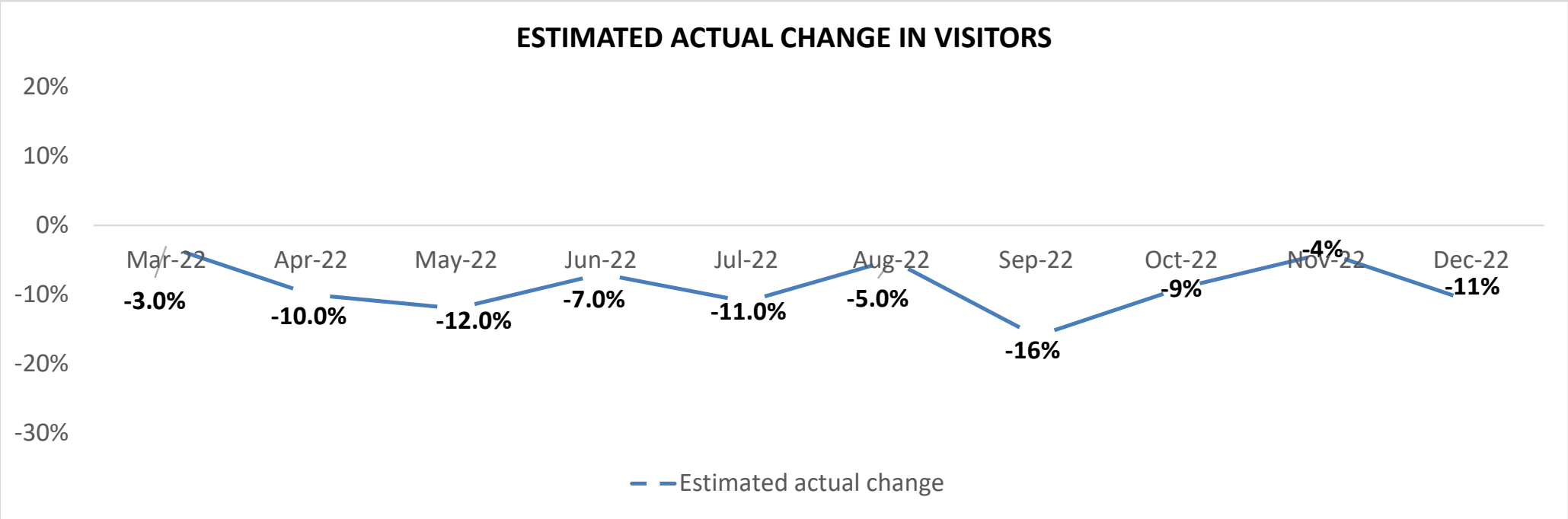
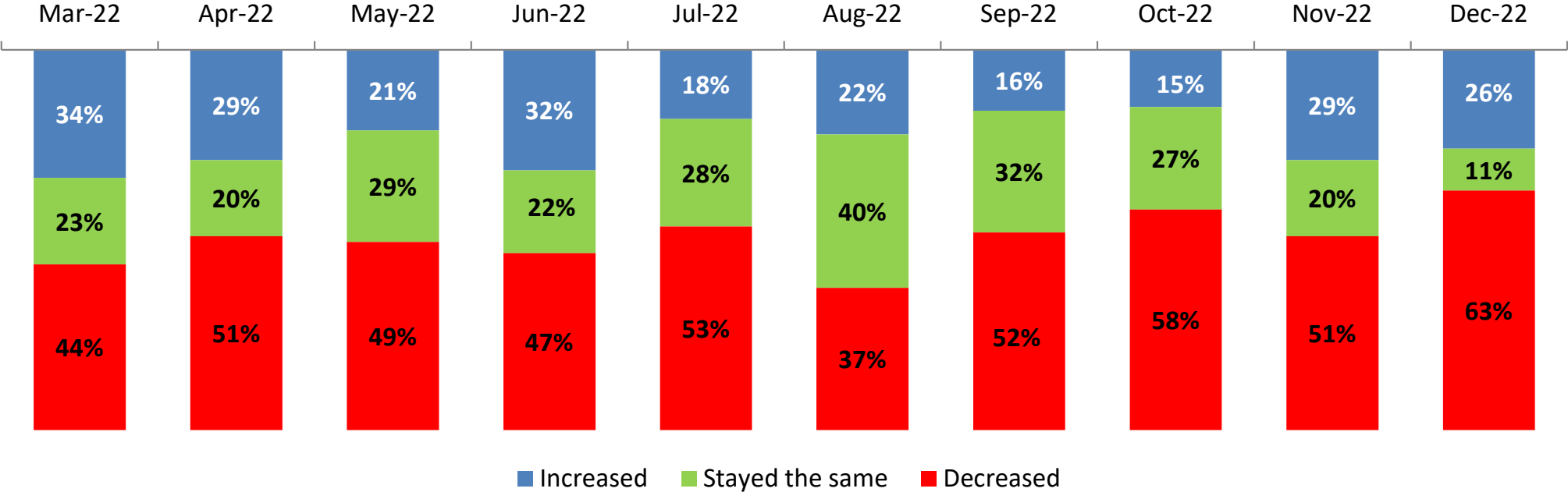
Base: 89

## BUSINESS STATUS

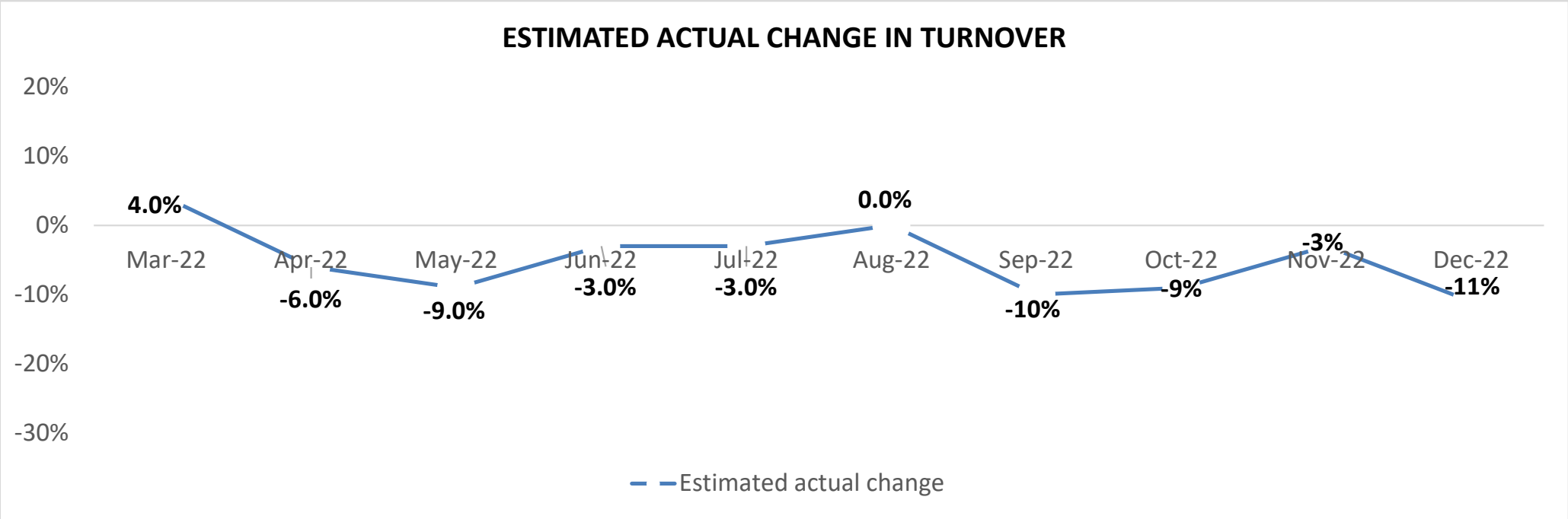
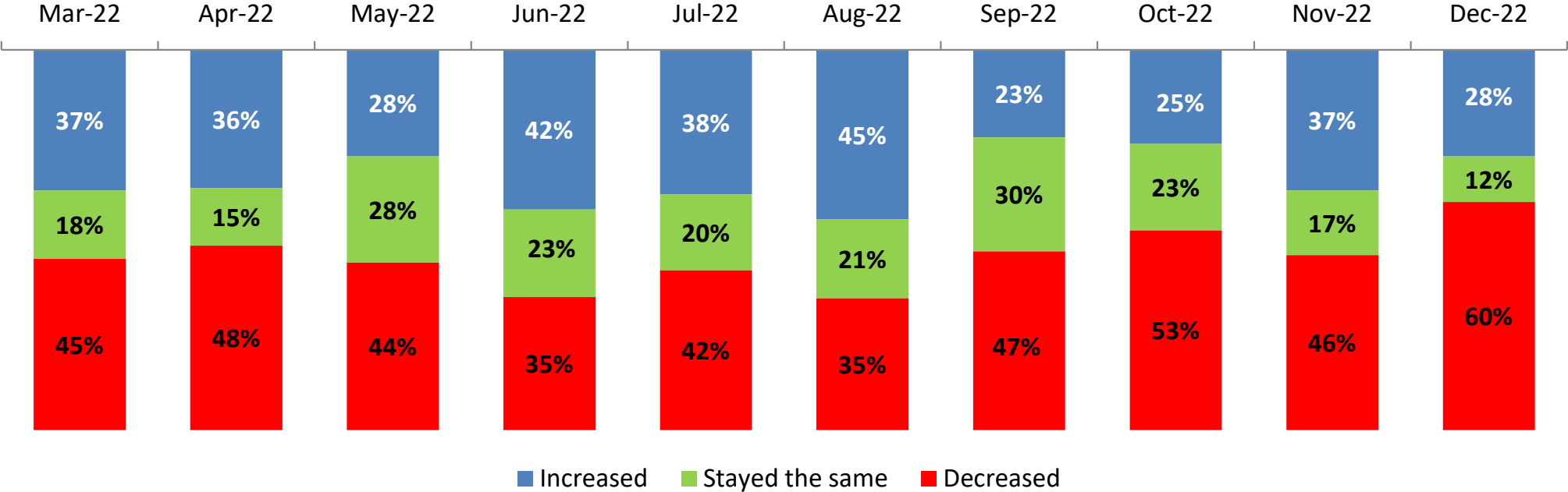


Base: 89

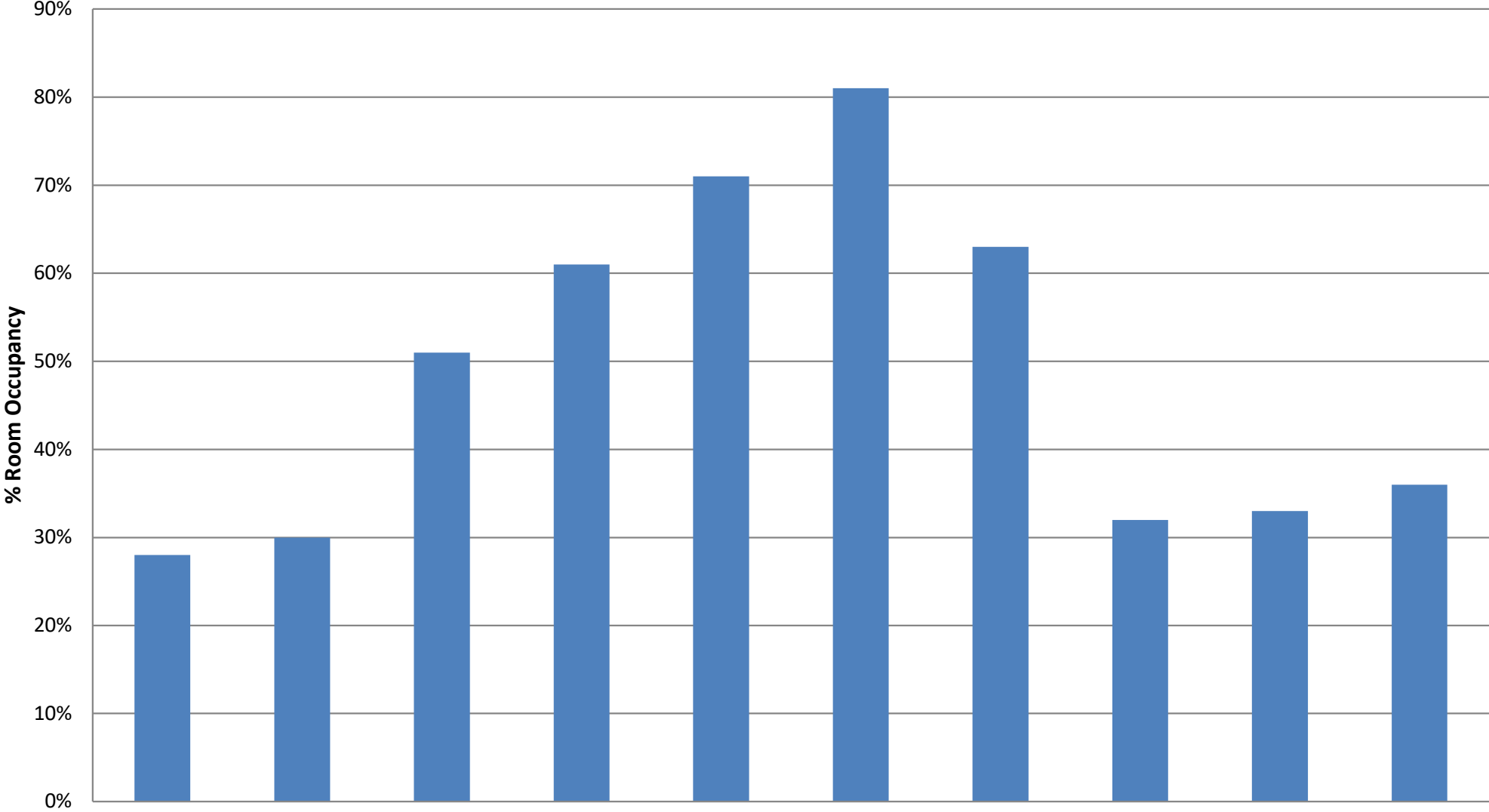
# Performance – Number of visitors compared to 2019



# Performance – Turnover compared to 2019



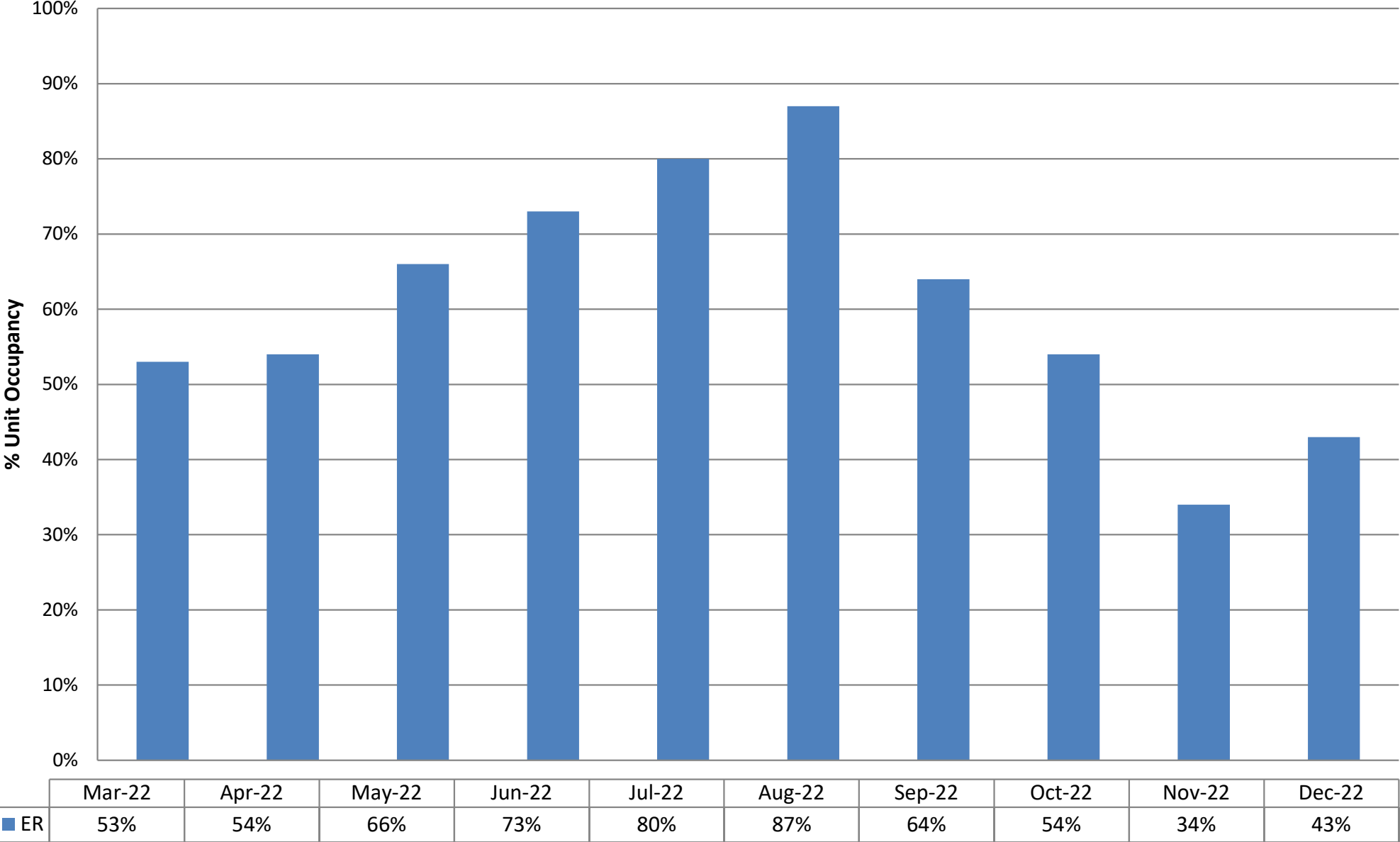
# Performance – Serviced Room Occupancy



	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22
■ ER	28%	30%	51%	61%	71%	81%	63%	32%	33%	36%

**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

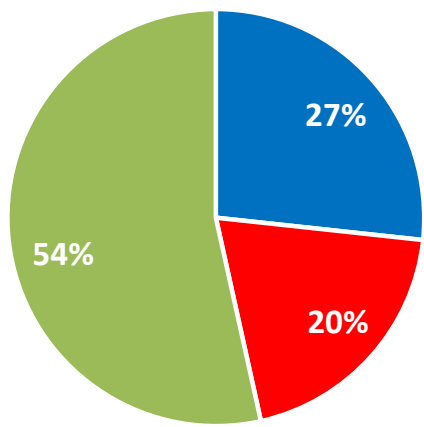


**It should be noted that the figures provided represent the occupancy rates for those responding to this survey and the results are not weighted to represent regional and county accommodation stocks.**



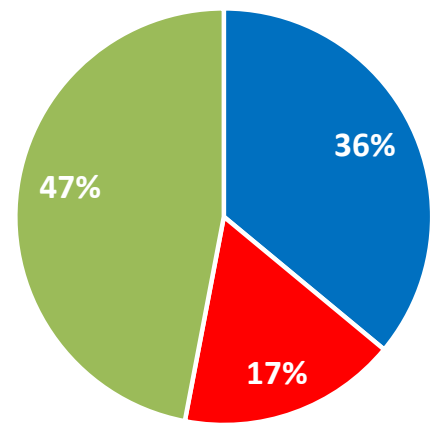
# Performance 2022 overall – Visitors/customers & turnover (compared with 2019)

### 2022 overall (compared with 2019) Visitors/customers



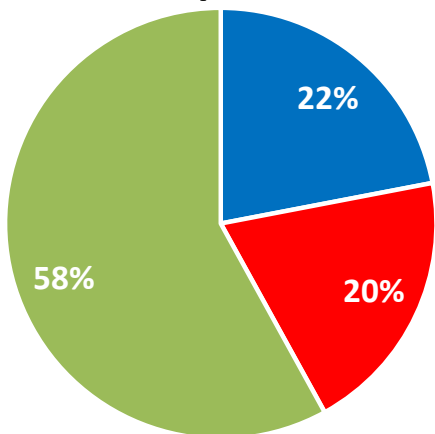
■ Increased   ■ Stayed the same   ■ Decreased

### 2022 overall (compared with 2019) Turnover



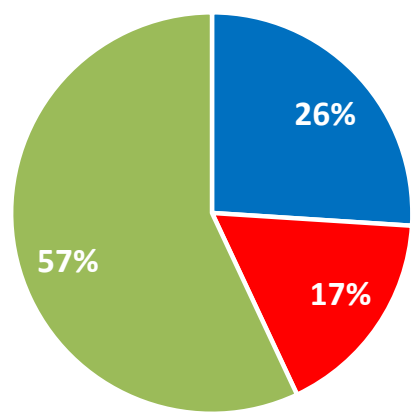
■ Increased   ■ Stayed the same   ■ Decreased

### 2022 overall (compared with 2021) Visitors/customers



■ Increased   ■ Stayed the same   ■ Decreased

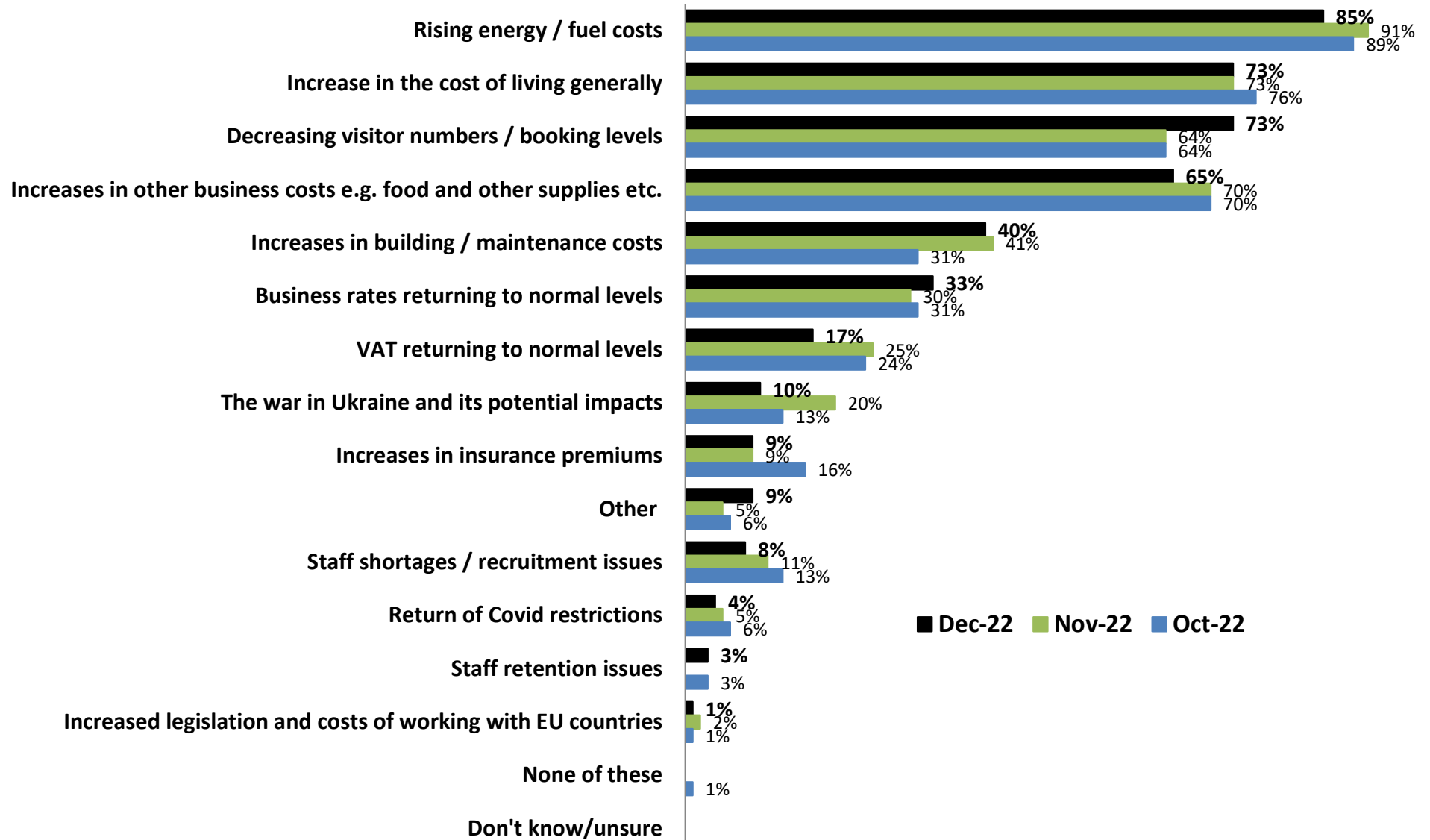
### 2022 overall (compared with 2021) Turnover



■ Increased   ■ Stayed the same   ■ Decreased

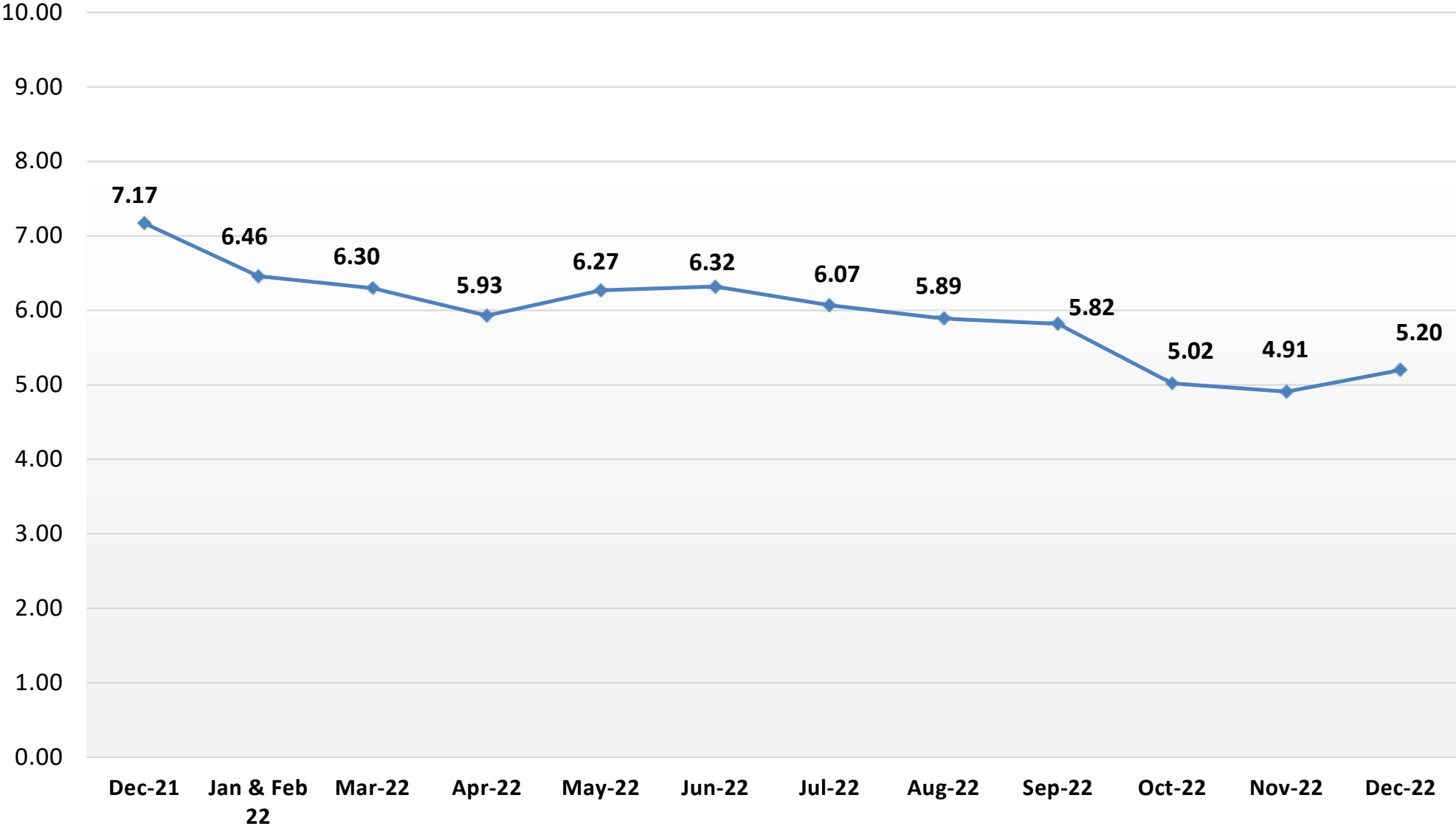
# Top 5 business concerns (pre-defined list)

## 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

The season started later than usual. Guests booked shorter stays so our workload with extra changeovers was much greater for no increase in income. We had a few empty rooms during peak season, and none empty last year peak season. Last year we were busy right through October. This year even September was much quieter and October almost empty. We believe this is due to a combination of rail strikes (we had cancellations due to this), increased petrol prices and general increase to cost of living.

Turnover has been healthy this year, but profit has dropped sharply. We put our prices up around 12% at the start of the season and will need another 10-15% increase this coming spring.

Business would be better if Torbay Road was fully opened to vehicles and to accommodate parking outside businesses as trade was affected from mid September.

Torbay Road needs to be reopened fully. It has ripped the heart out of the town.

The energy crisis and lack of support for energy costs from both local and national government is our biggest risk.

We need to get people back into town, get cars back on Torbay Road, get coaches stopping in Paignton again, increase car parking and reduce charges on a Sunday.

Clean up the Town and more new buildings which are design to look like 21st century building not 1800s

Bookings very slow for 2023 & energy prices sky high making it impossible to reduce prices

December revenues were surprisingly good. Made up for weaker Oct and Nov. Very weak bookings from Jan to May 23.

It was a shame to see the VAT reduction stop, that helped a lot. We are very worried about the year ahead, bookings in the diary for 2023 already are substantially less than in previous years. There is talk that many bookings will be last minute, lets hope so.

Started the year quite positively, but with the increasing impact of the Ukraine war on energy costs, the consequent impact on costs in general, the industrial relations tensions that have erupted, we closed the year pessimistically, and fearful that 2023 will simply be the "worst ever".

More cancellations than bookings since November 2022. Every time the booking system pings it is a cancellation despite having 30% discount through winter. Probably our last year before converting to residential apartments. Effort vs profit no longer viable. Vat at 5%, utilities at sensible rates, minimum wage reduced, immigrants deported instantly.... all ideas that would help but at present we will be looking at around 6% yield. Not worth it.

We will not survive unless Torbay Road is reopened.

2022 has been the quietest Autumn/Winter period I have experienced.

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