ERBID How’s Business Survey

April 2022

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June 2022

Executive Summary

Compared to April 2019 businesses reported that:

April 2022 Visitor levels:
Increased 29% / Stayed the same 20% / Decreased 51%
Estimated actual change in visitors -10%

April 2022 Turnover levels:
Increased 36% / Stayed the same 15% / Decreased 48%
Estimated actual change in turnover -6%

May 2022 Outlook is:
Better than 2019 15% / Same as 2019 24% / Not as good as 2019 61%

June 2022 Outlook is:
Better than 2019 11% / Same as 2019 28% / Not as good as 2019 61%

July 2022 Outlook is:
Better than 2019 11% / Same as 2019 29% / Not as good as 2019 60%

Optimism
Optimism score is 5.93 out of a possible 10

April 2022 – Our comment

Despite the Easter holidays falling during April this year around half of all businesses experienced a decrease in visitors/customers and turnover with changes of -10% and -6% in visitors and turnover respectively compared with 2019 (pre-pandemic).

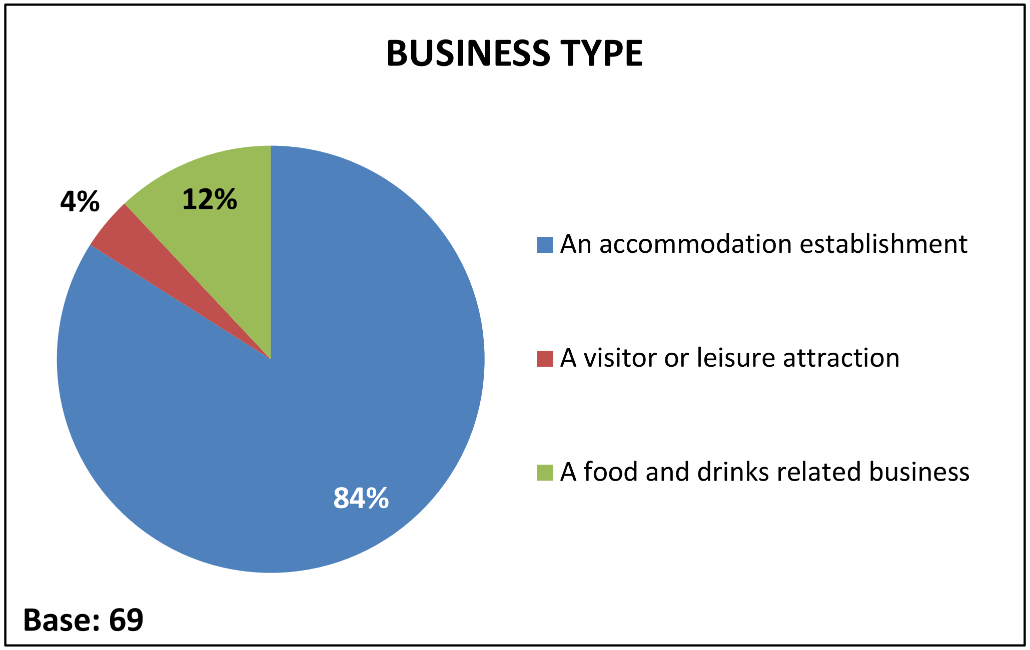
Anticipated bookings for May, June and July would appear to show a similar picture with around three fifths of all businesses in each case predicting decreased bookings compared with 2019 levels. However, this may change as we move further into the year.

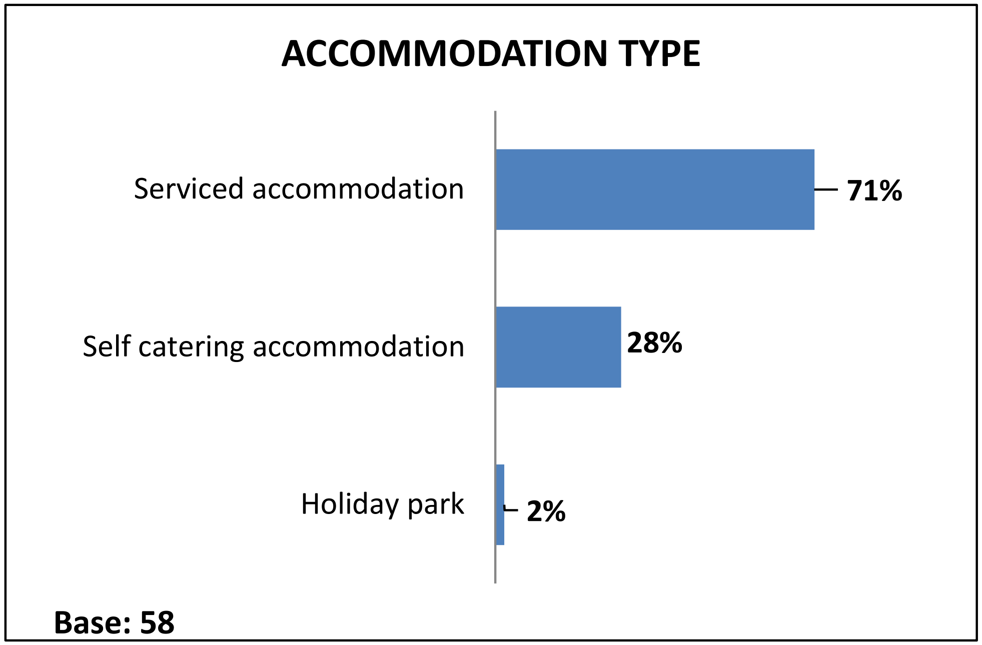
83% of businesses are most concerned about rising energy costs, 71% about decreasing visitor numbers / booking levels and 70% in each case about the increase in the cost of living generally and increases in other business costs e.g. food and other supplies etc.

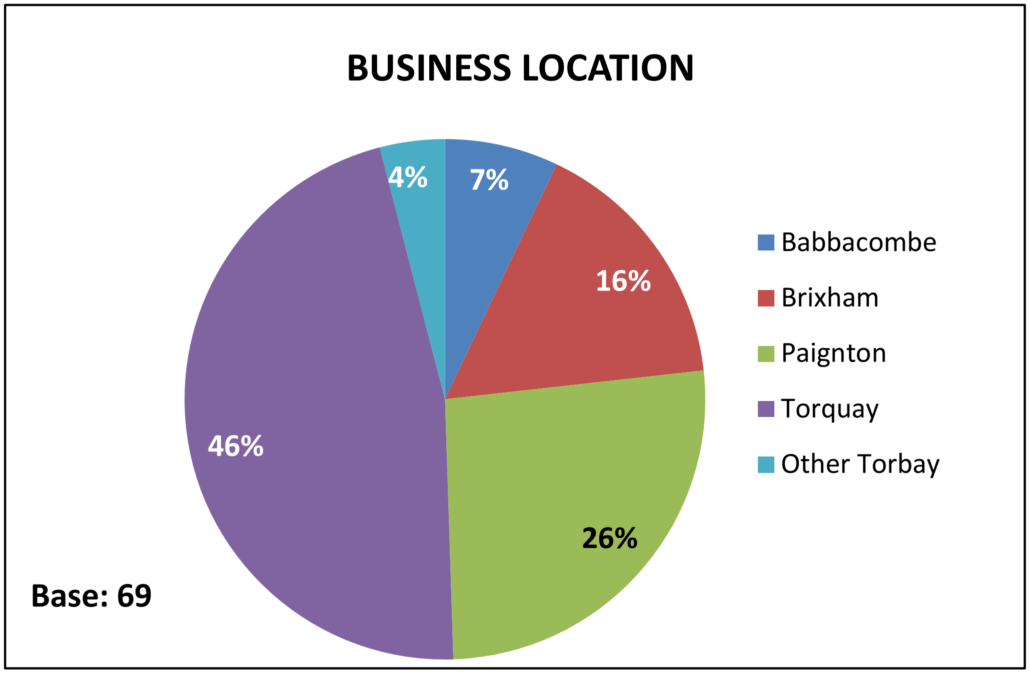
This month's survey has a sample of 69 businesses.

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.

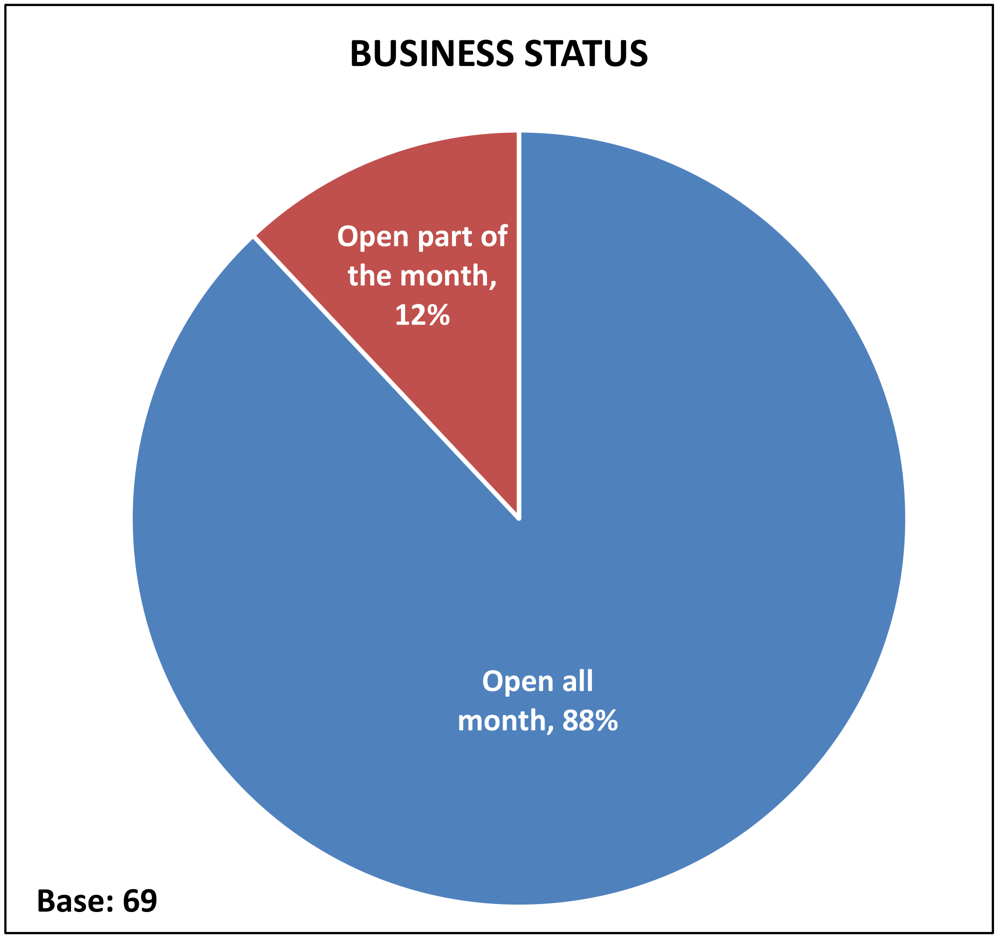
Sample profile/business location

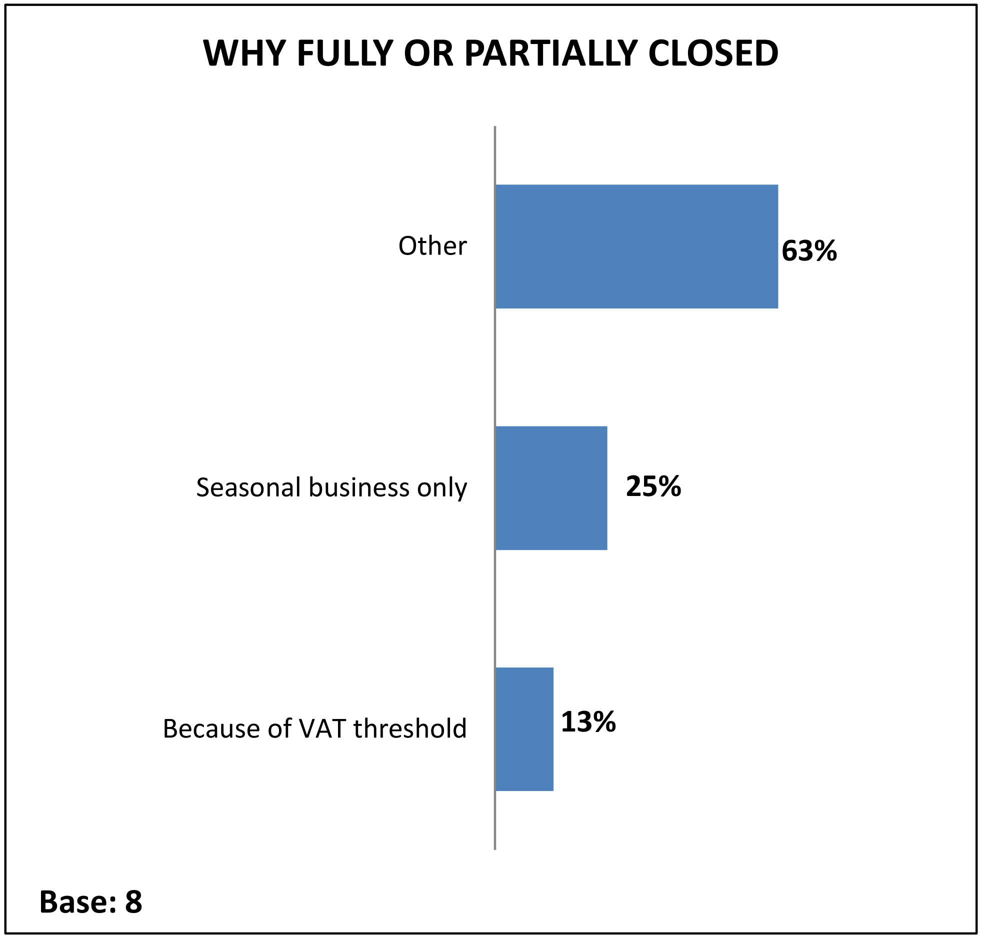




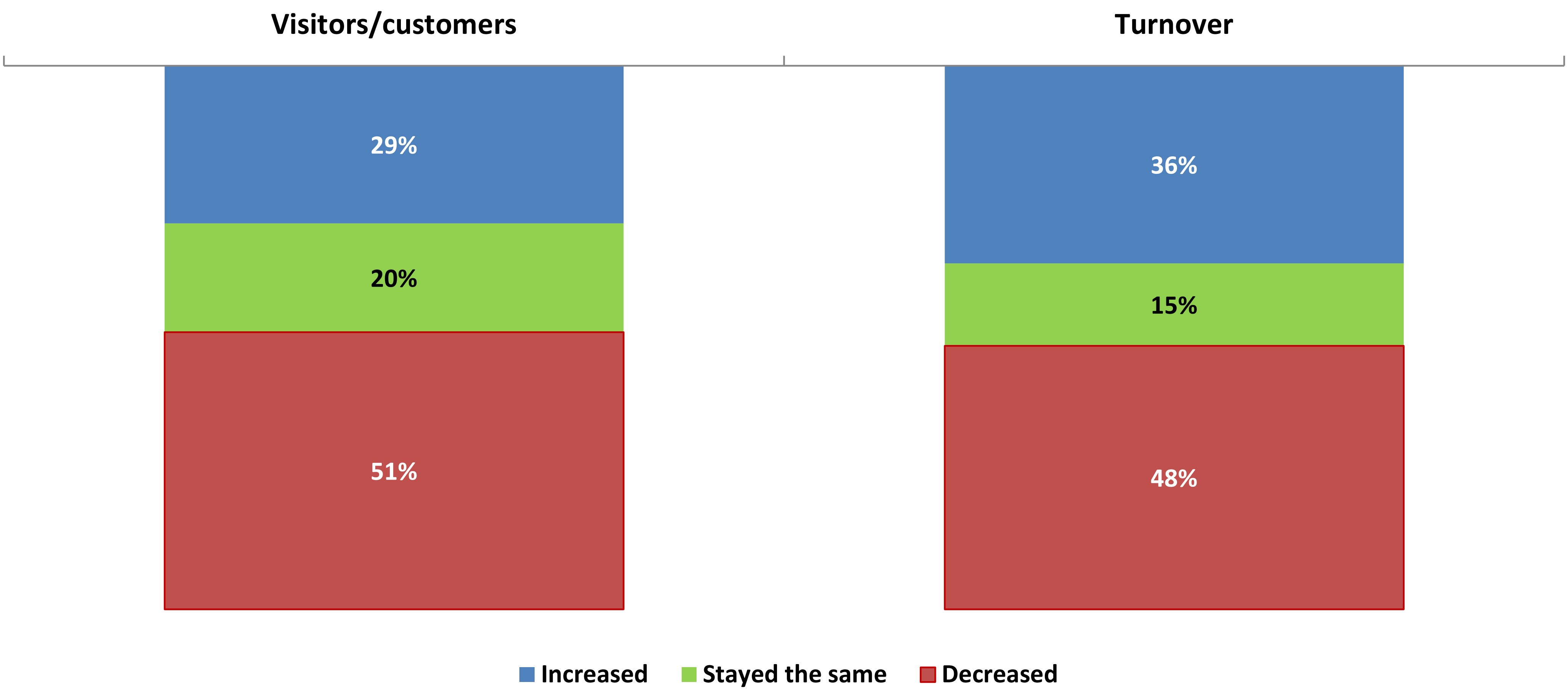


Business status





Visitors/customers & turnover (compared to April 2019)

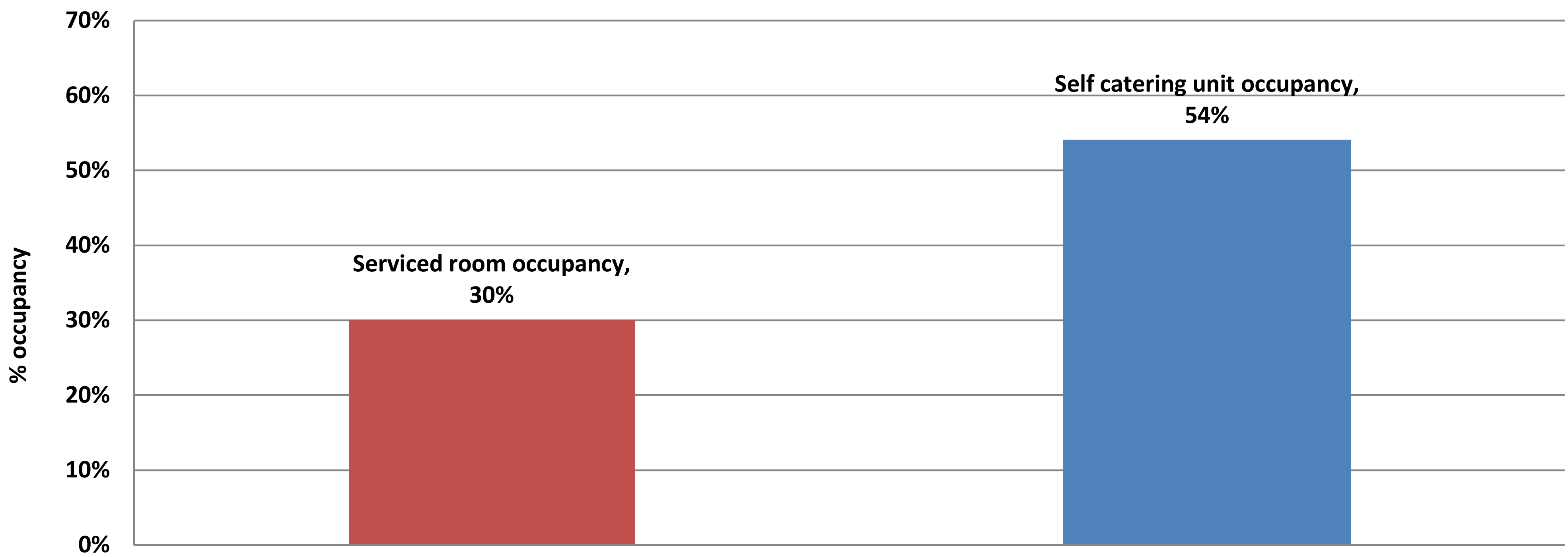


ESTIMATE ACTUAL CHANGE
-10%

ESTIMATE ACTUAL CHANGE
-6%

VALUE OF CHANGE
-£2.1 million

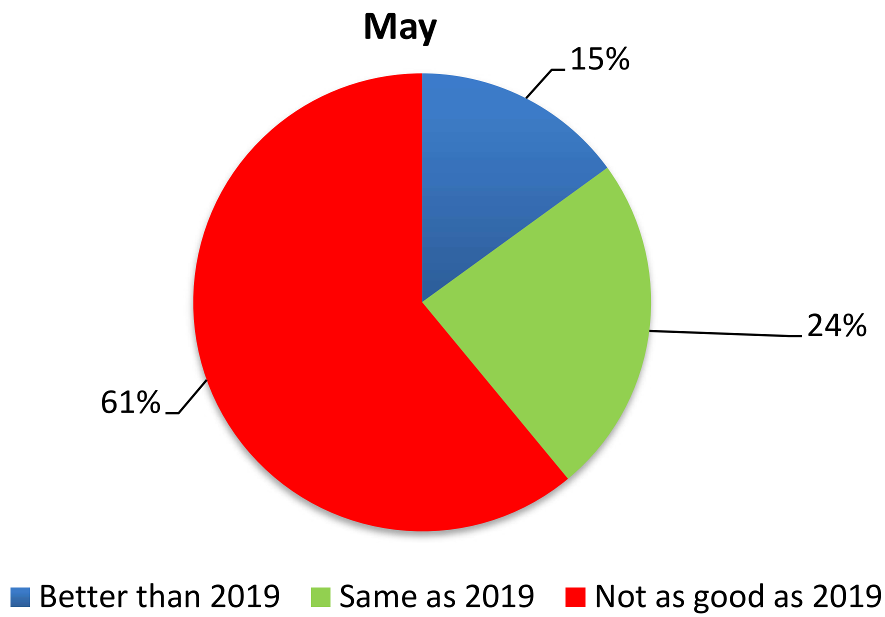
Serviced room occupancy & self catering unit occupancy – April 2022



Accommodation type	Occupancy %	Measure	Sample
Serviced	30%	Bedspace occupancy	29
B&B/Guest House	28%	Bedspace occupancy	23
Hotel	39%	Bedspace occupancy	6
All self catering	54%	Unit occupancy	14
Holiday Parks	85%	Unit occupancy	<5
Self catering exc. Holiday Parks	51%	Unit occupancy	13

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.

Outlook – Based upon forward booking levels



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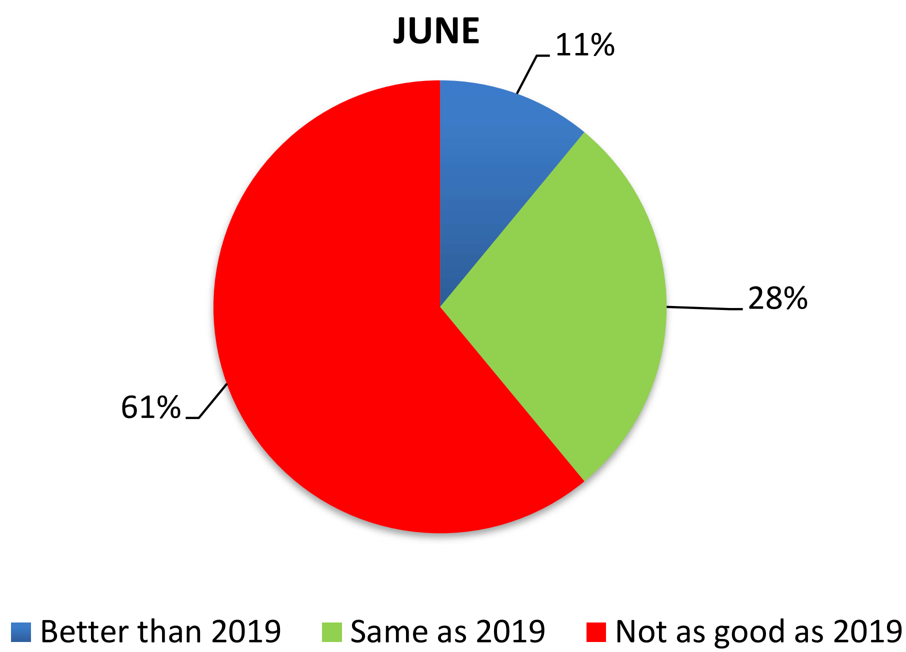

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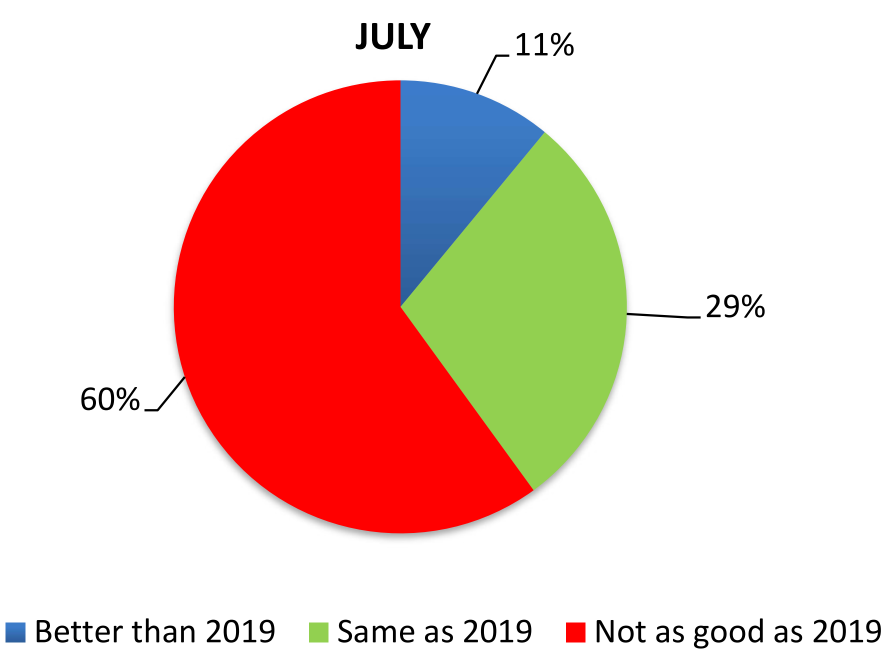

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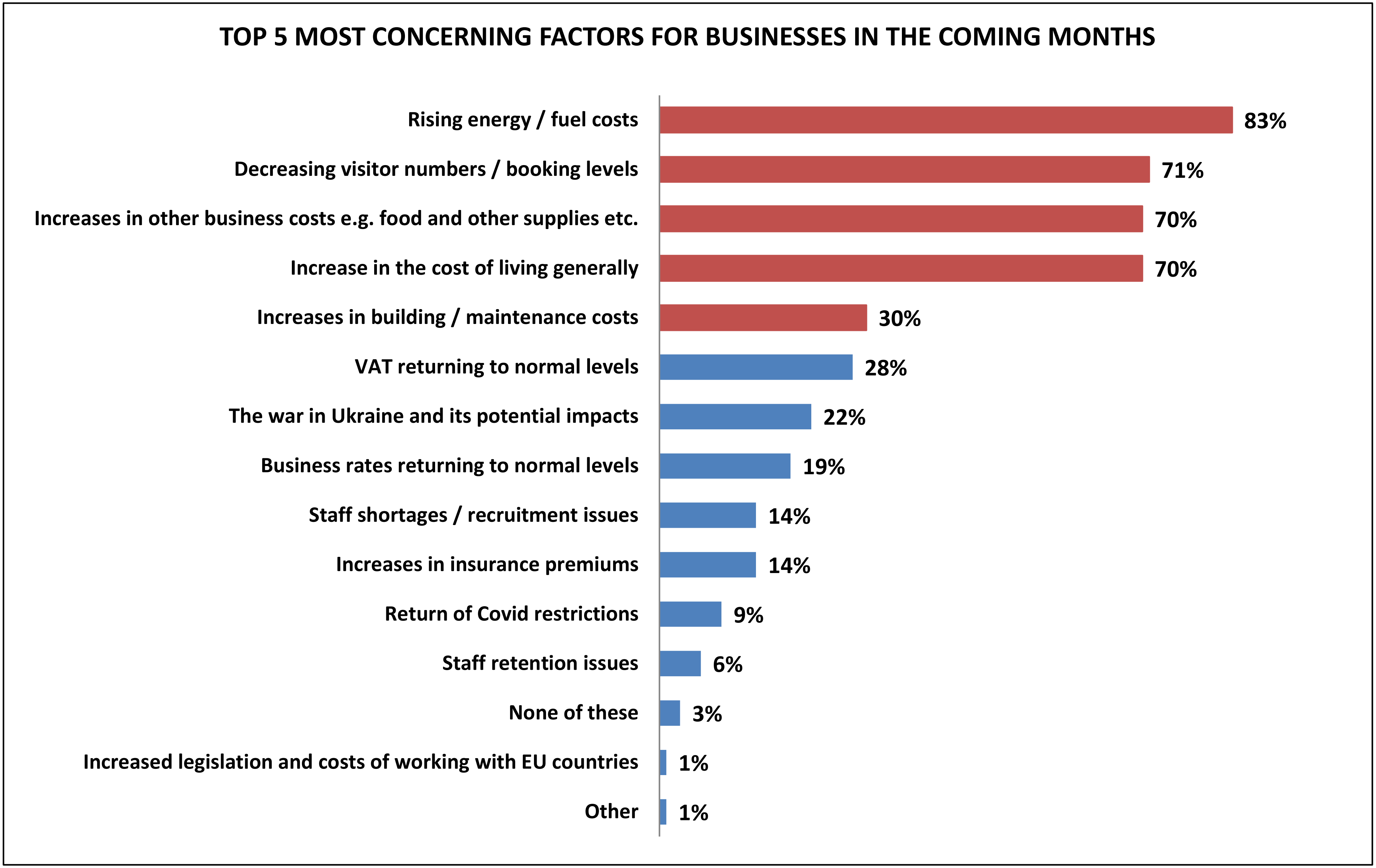
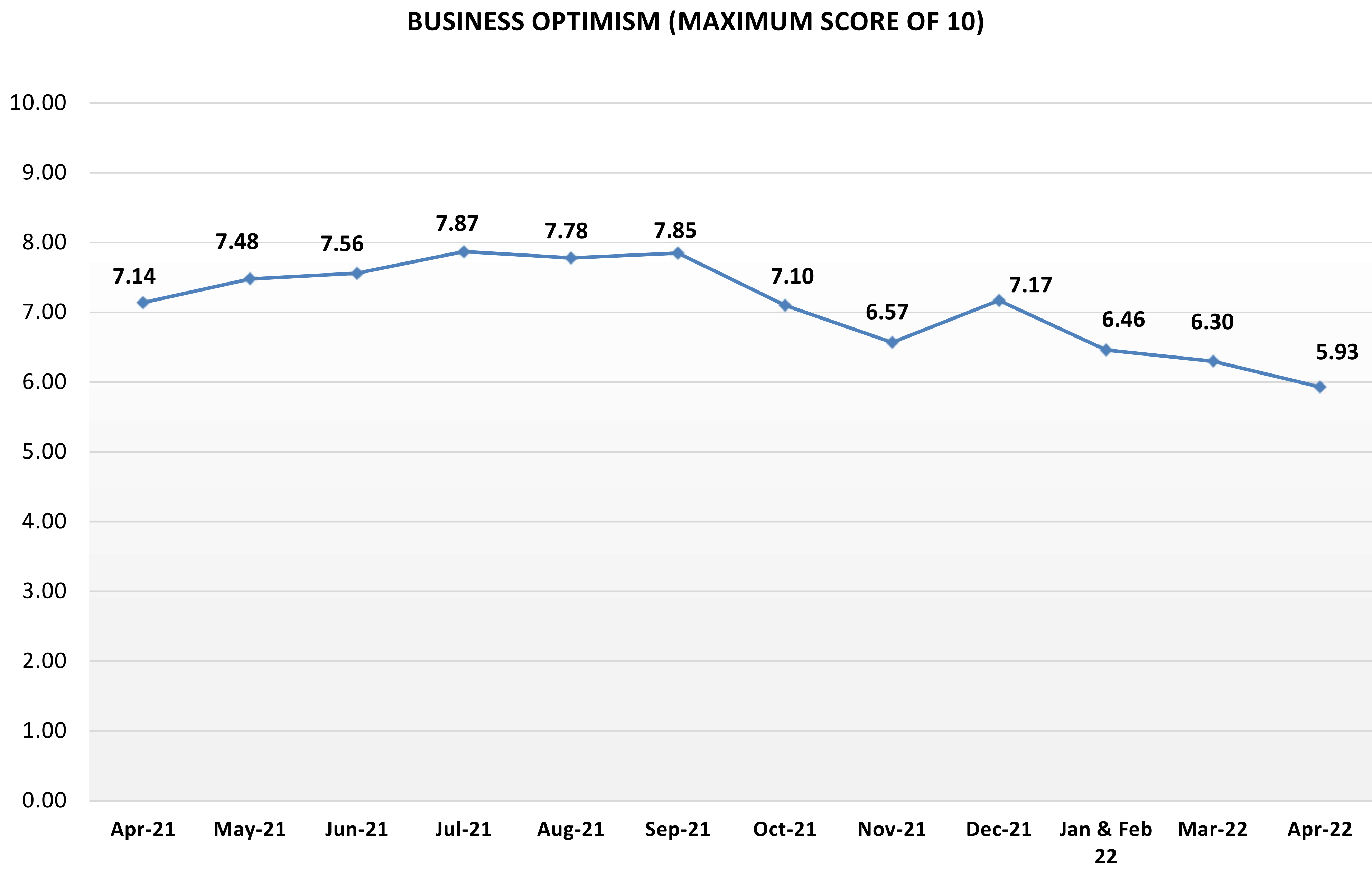
Top 5 business concerns (pre-defined list)



Business optimism



Key results – Sample of other comments on impacts

We are significantly quieter than we had forecast, weekdays in late March were busier than mid May! But the consistent weather has helped keep takings buoyant.
I've now reduced my predictions for the whole year and with the cost pressures we are all facing, and VAT back to 20%, it won't be an easy year to make a profit.

Torbay needs attention (not just the seafront). Buildings need painting, weeds are growing out of curbs and roads, the homeless are getting more and more prevalent. There should be signs up asking people not to give them money but give them food or soft drinks instead. The halfway house in Factory Close needs to be moved further away from the sea front. Adverts should be put on the TV at evening news time to try and generate more people to come to the English Riviera. Lots of young people don't even know the name English Riviera never mind where it is.

Anecdotally I hear that things are 'quieter' at present but ourselves and the B&B next door appear to be bucking the trend.

This is the most concerned we have been since we purchased the business in early 2007.

Business levels are currently much lower than anticipated and certainly much lower than pre pandemic. Whilst some bookings are being made last minute, this is only after discounts have been made to our rates therefore impacting our turnover still further. There now seems to be very serious concerns for the season as a whole amongst the fellow B&B owners that we know.
Hopefully this is not going to be the case, but it very concerning after investing so heavily in our business this winter.

Worried about next year as cost of living will affect visitors.

Very concerned with the apparent increase in groups of males drinking in alcohol free zones around the town, promenade and harbour. Guests have commented the overall look & feel of the resort has gone down.

A very sluggish April and May has been disappointing. Cash flow now becoming an issue.

2020 and 2021 were good for UK seaside destinations due to flight restrictions which meant more UK holidays. Now flights are no longer restricted - this probably means summer 2022 will not be so good.

Pleased to see bookings from European guests climbing. 500 bookings for this season so far. Now have 74% from UK, 17% from Europe, 2% Scandinavia, 2% Australia, 3% Americas 2% Rest of the world. Gradually increasing our prices does not seem to be affecting booking numbers.

The atmosphere changed (deteriorated) during the covid outbreak and has never recovered fully.

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