ERBID How's Business Survey

March 2022

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Executive Summary

Compared to March 2019 businesses reported that:

March 2022 Visitor levels:
Increased 34% / Stayed the same 23% / Decreased 44%
Estimated actual change in visitors -3%

March 2022 Turnover levels:
Increased 37% / Stayed the same 18% / Decreased 45%
Estimated actual change in turnover -4%

Easter 2022 performance:
Better than expected 16% / As expected 30% / Worse than expected 54%

April 2022 Outlook is:
Better than 2019 28% / Same as 2019 22% / Not as good as 2019 50%

May 2022 Outlook is:
Better than 2019 21% / Same as 2019 26% / Not as good as 2019 53%

June 2022 Outlook is:
Better than 2019 19% / Same as 2019 33% / Not as good as 2019 48%

Optimism
Optimism score is 6.30 out of a possible 10

March 2022 – Our comment

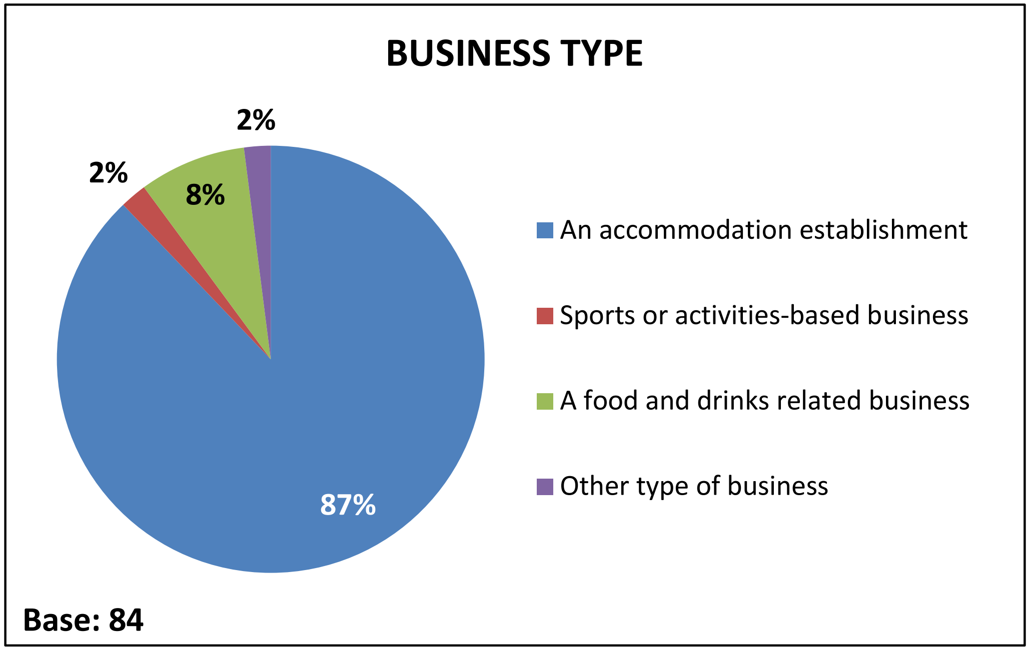
As the country continues its recovery post the pandemic, business levels were again less positive during March with decreases for both visitors and turnover recorded in this months survey of -3% and -4% respectively and the sector has yet to achieve the pre-Covid levels of businesses experienced in 2019. Many external market factors have been, and will continue to impact upon consumer decision making moving forward for at least the next few months.

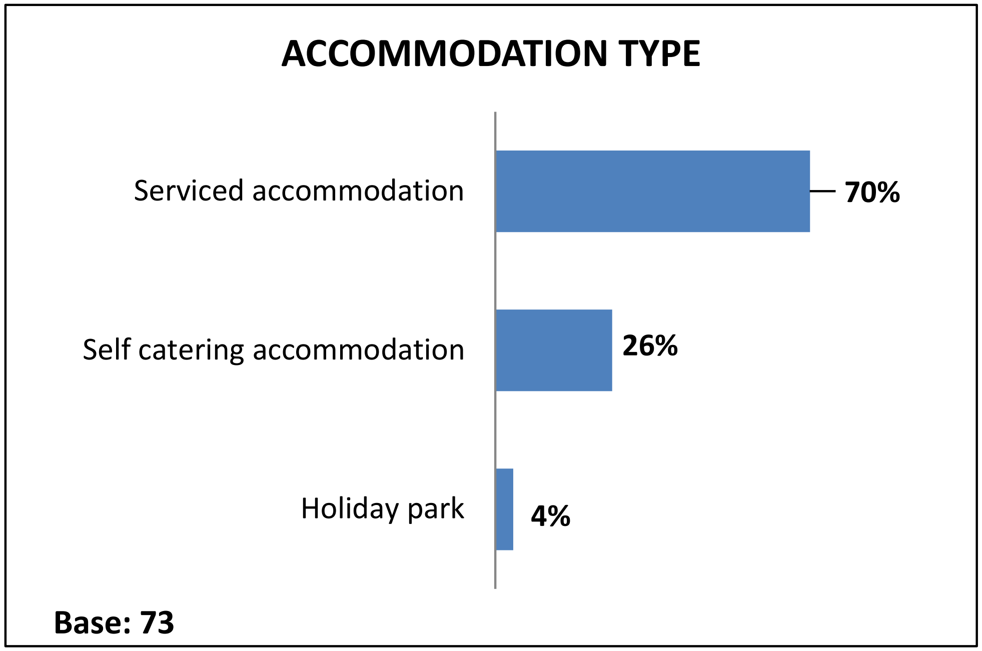
The Easter holidays, which fell late this year, were worse than expected for more than half of businesses and anticipated bookings for April, May and June would appear to show a similar picture. However, this may change as we move further into the year and the April, May and June surveys should provide everyone with a much better indication of how the peak season is shaping up. It currently looks unlikely that we will mirror the bumper summer of 2021 and 2022 may be a tougher year than expected for many businesses as they and households deal with the ever increasing cost of living, rising inflation and less disposable income in addition to worrying world tensions.

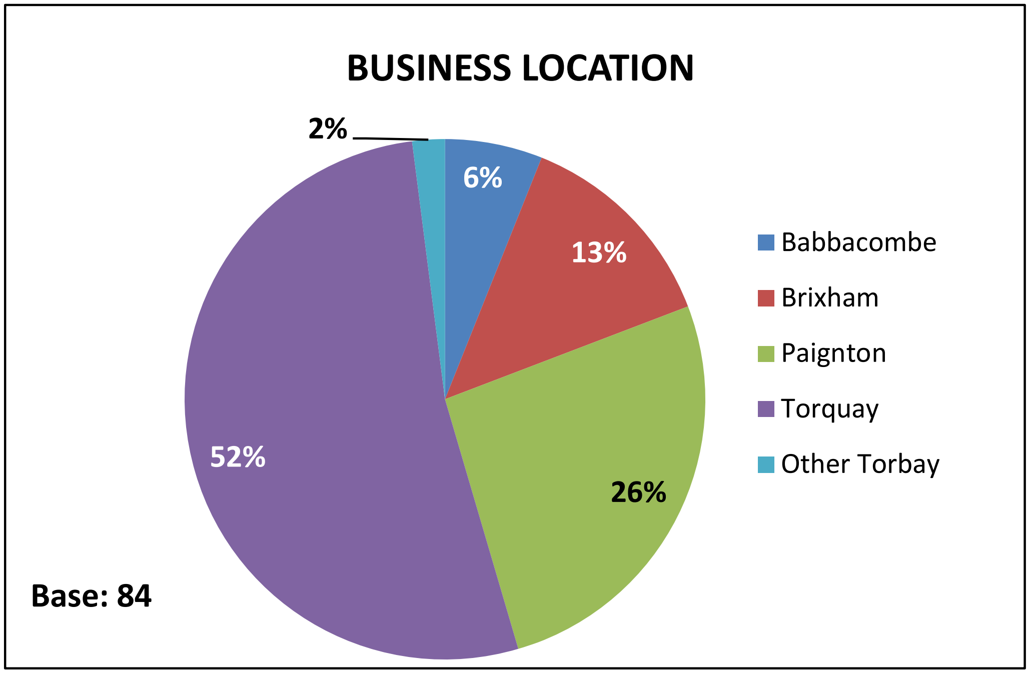
This months survey has a sample of 84 English Riviera businesses.

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.

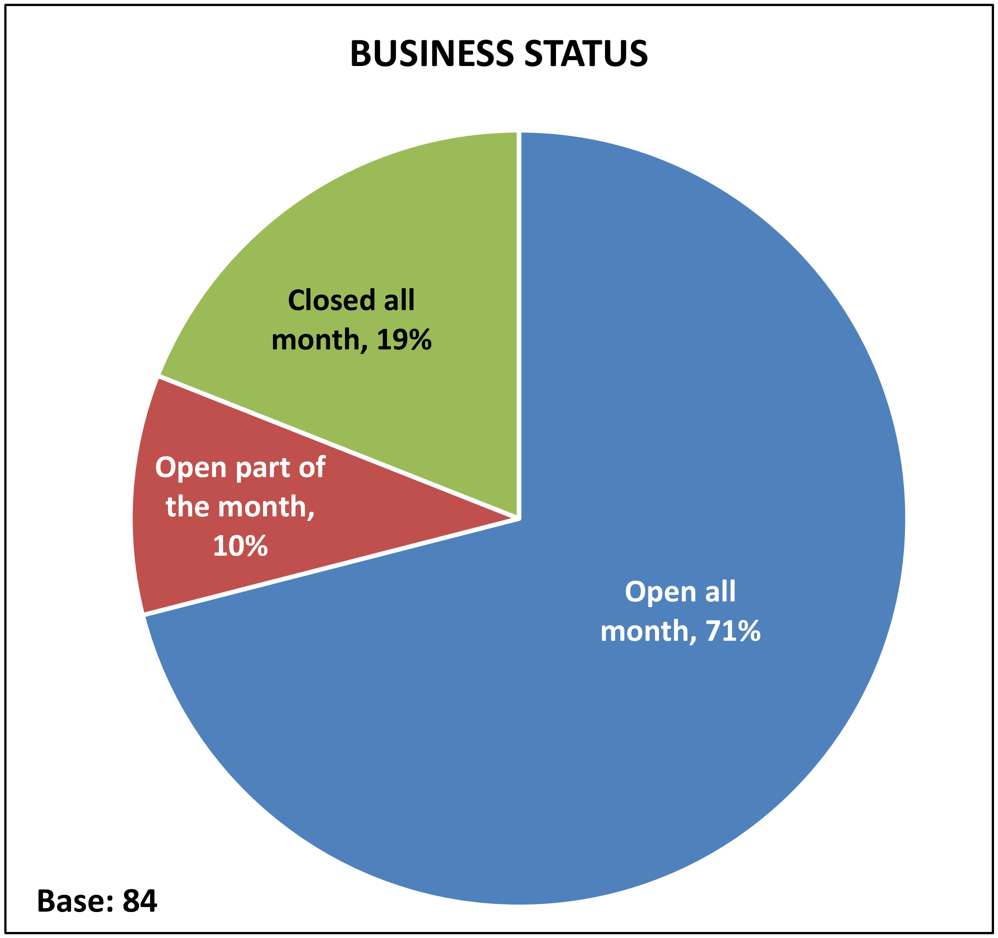
Sample profile/business location

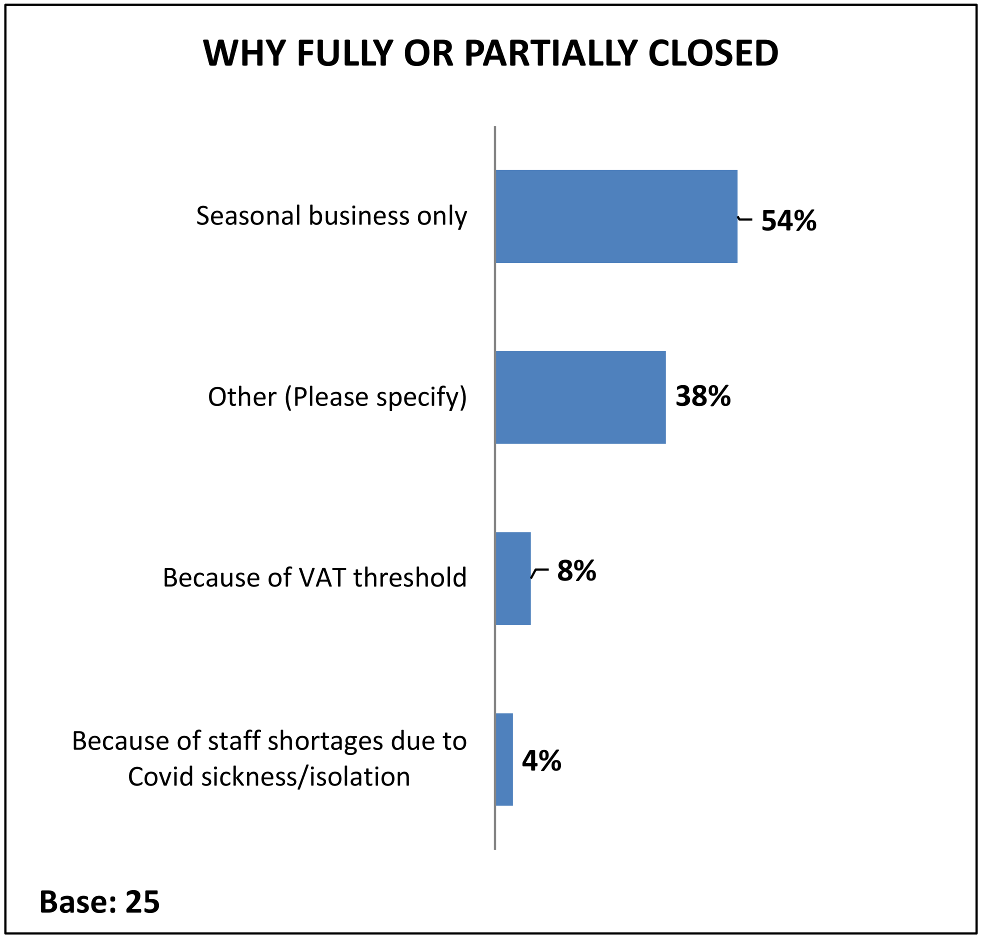




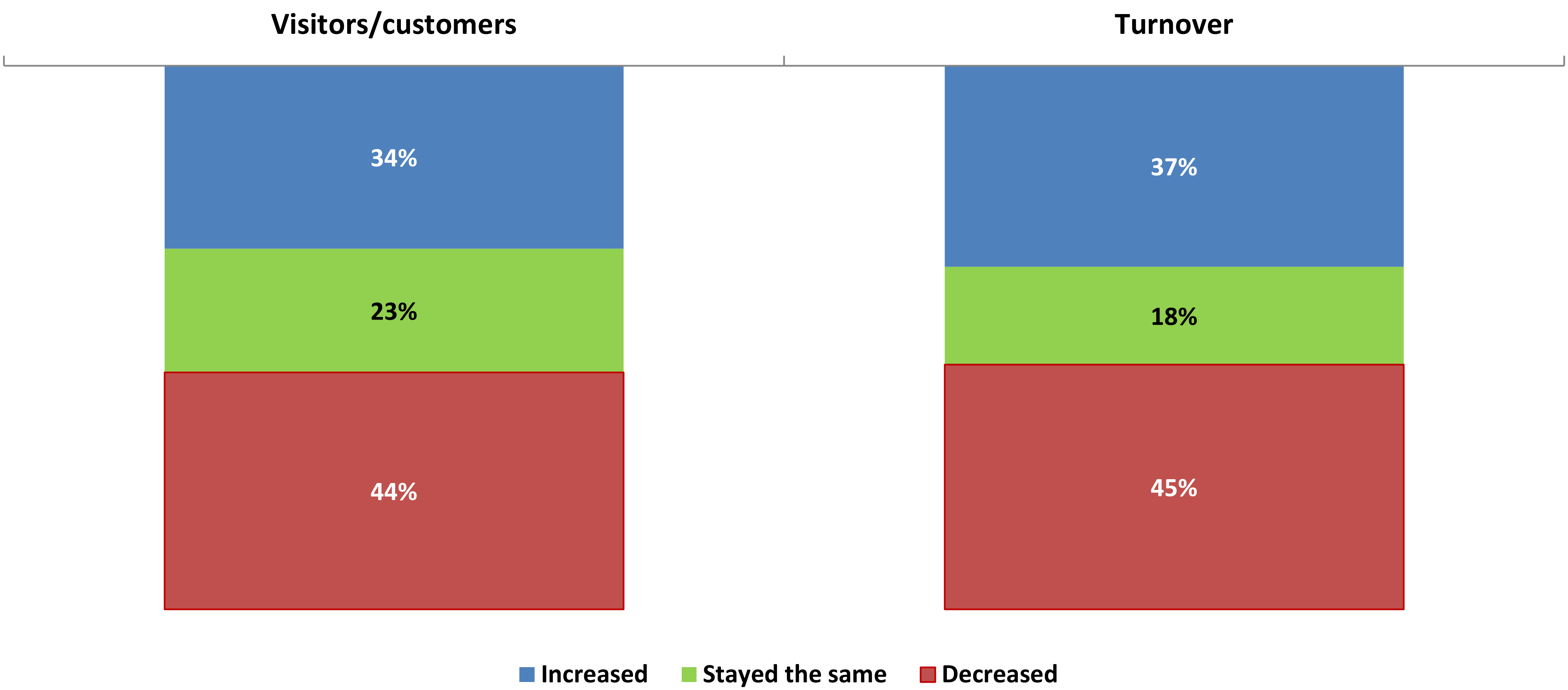


Business status





Visitors/customers & turnover (compared to March 2019)

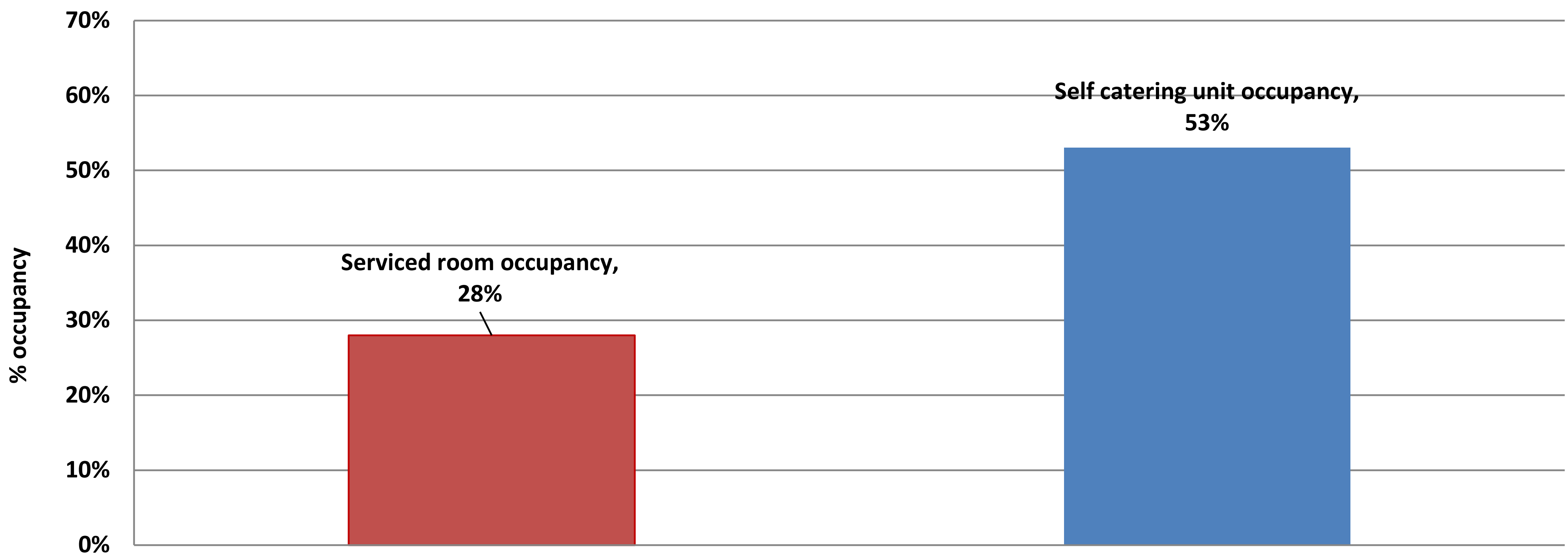


ESTIMATE ACTUAL CHANGE
-3%

ESTIMATE ACTUAL CHANGE
-4%

VALUE OF CHANGE
-£2 million

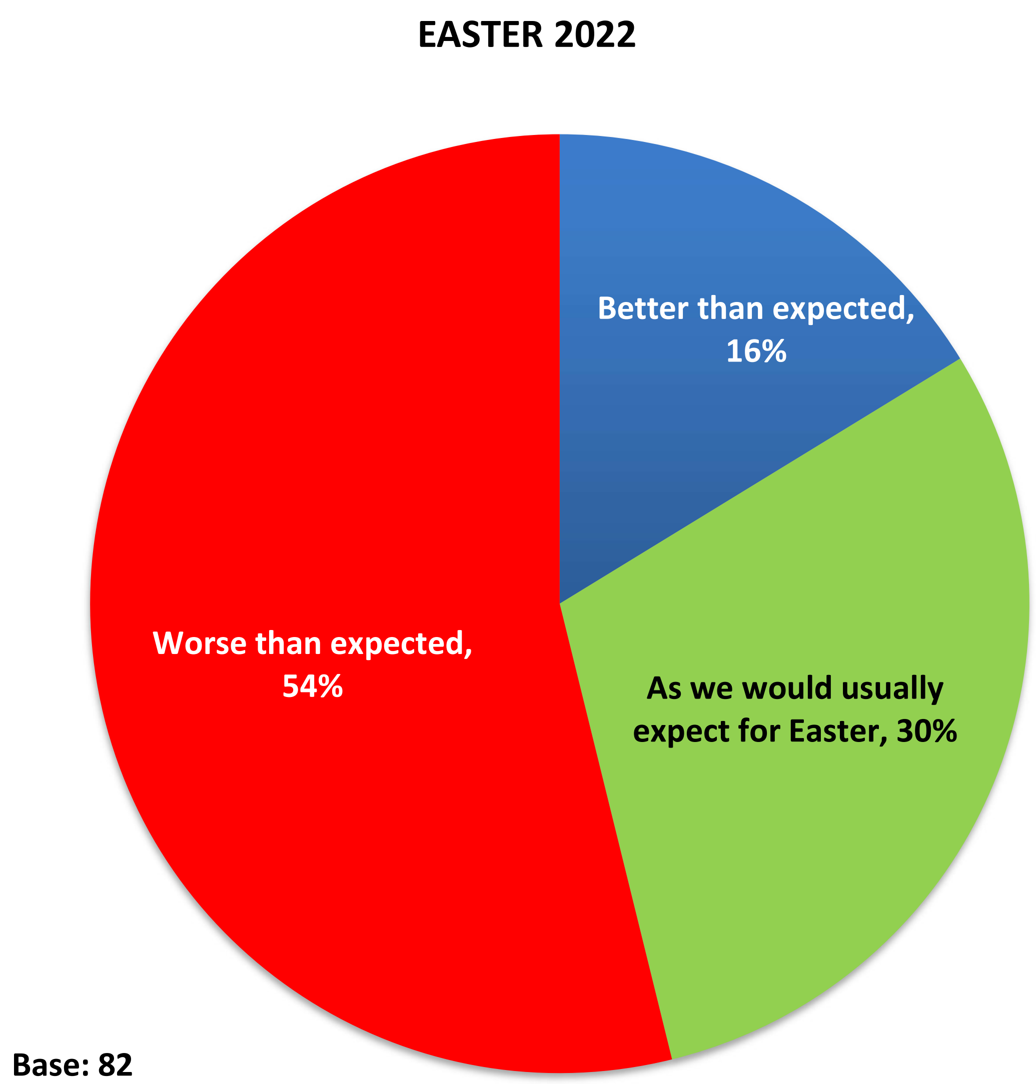
Serviced Room Occupancy & self catering unit occupancy – March 2022



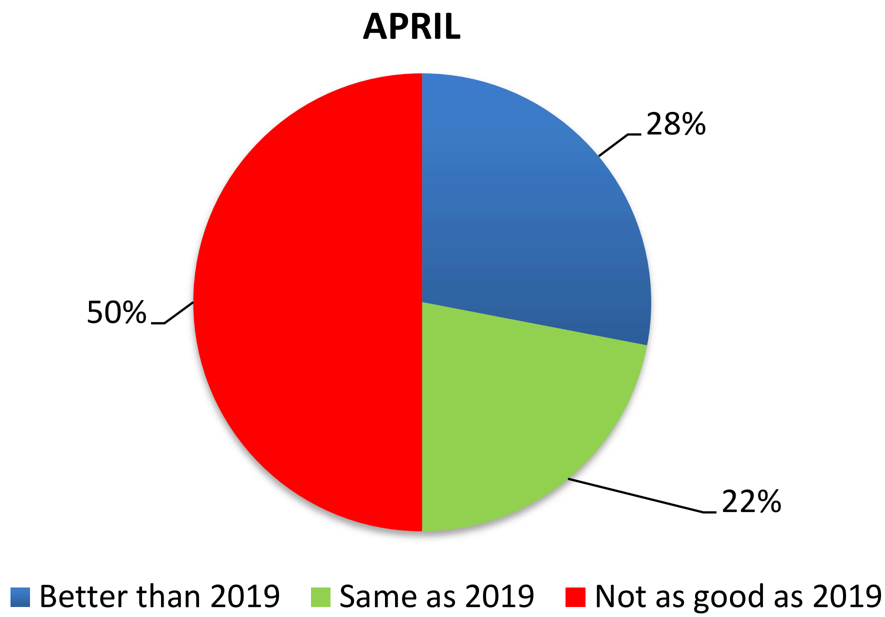
Accommodation type	Occupancy %	Measure	Sample
Serviced	28%	Bedspace occupancy	26
B&B/Guest House	25%	Bedspace occupancy	22
Hotel	44%	Bedspace occupancy	<5
All self catering	53%	Unit occupancy	15
Holiday Parks	40%	Unit occupancy	<5
Self catering exc. Holiday Parks	55%	Unit occupancy	13

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.

Easter 2022


EASTER 2022
Better than expected, 16%
As we would usually expect for Easter, 30%
Worse than expected, 54%
Base: 82

Outlook – Based upon forward booking levels



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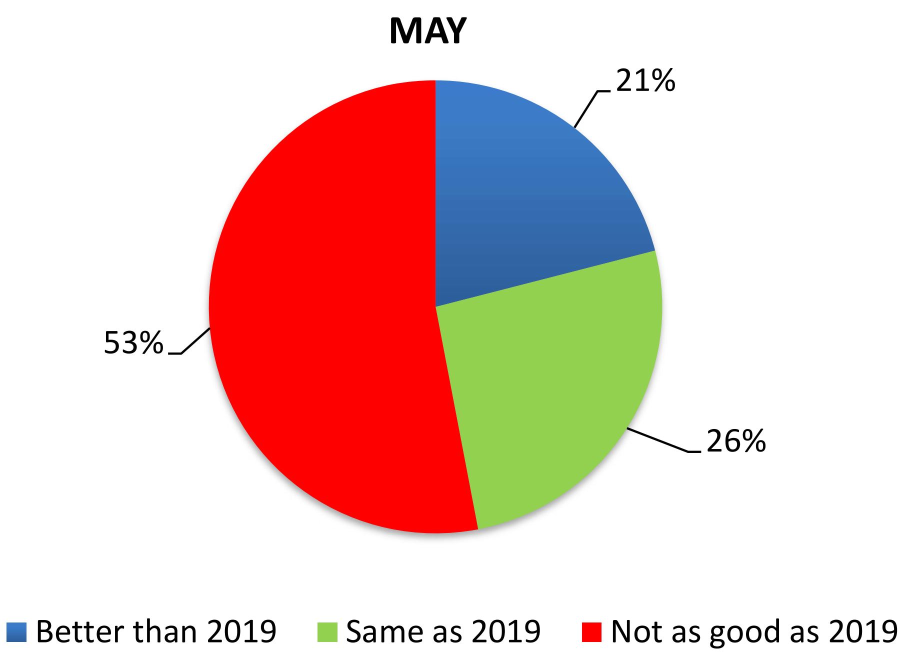
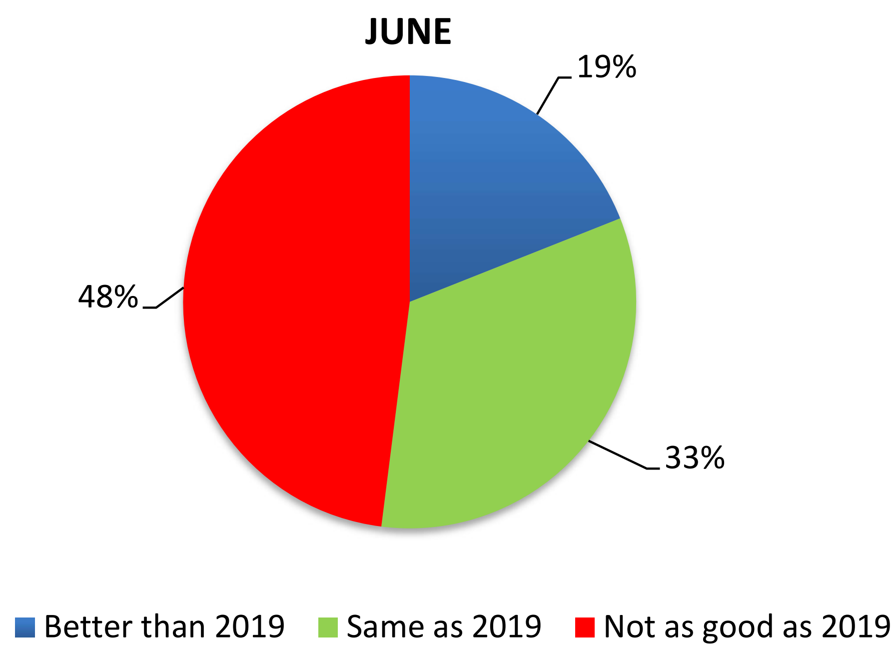
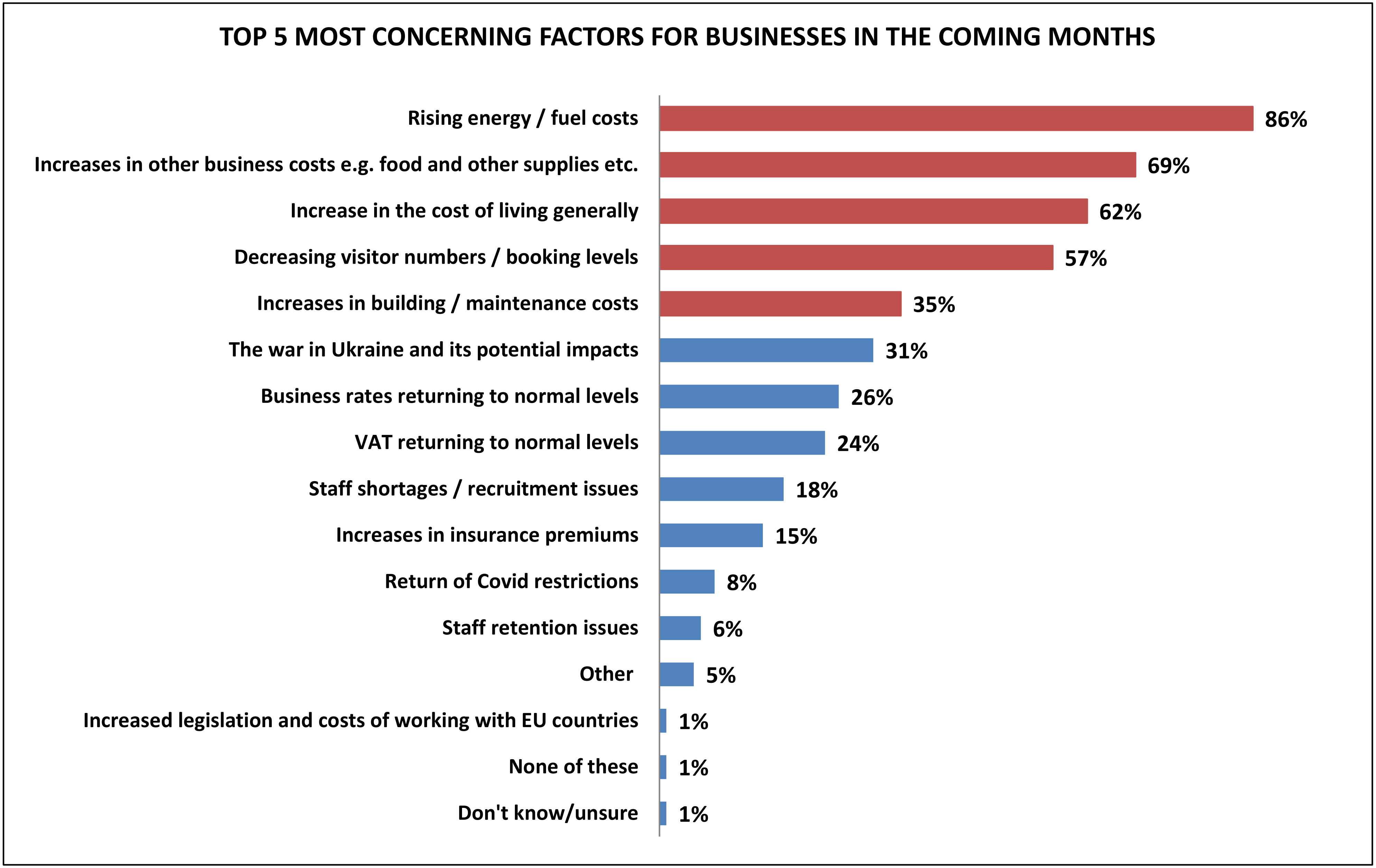


Base: 66

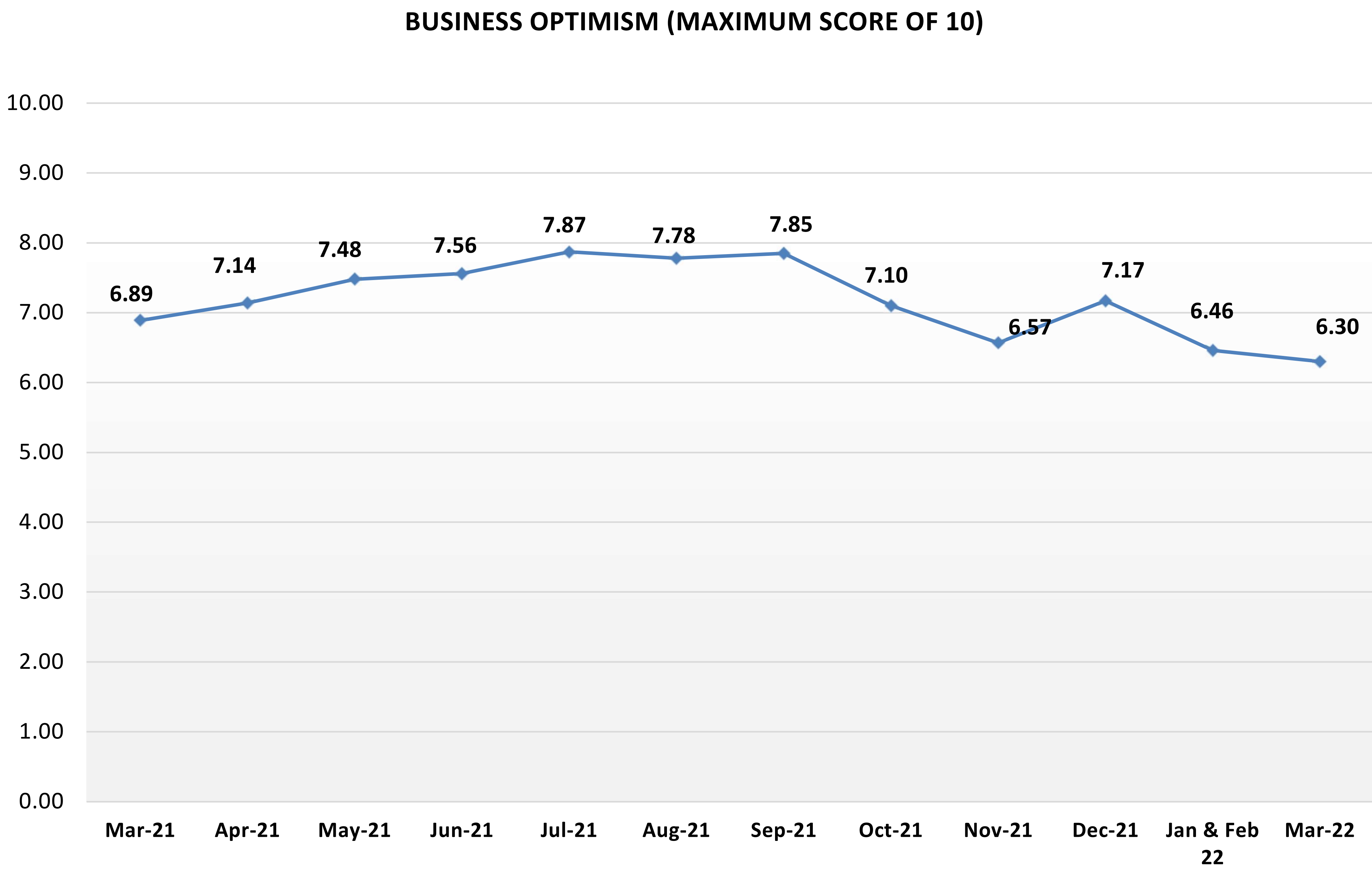


Base: 64

Top 5 business concerns (pre-defined list)



Business optimism



Key results – Sample of other comments on impacts

Easter was fine and April will be our best April ever by turnover. But trade was far below what we were expecting (based on summer 2021). Overall around 60-70% of expected levels. This seems to be consistent across the area from the different businesses I have spoken to and I would guess it is down to people choosing not to travel here, (either staying at home or going abroad?). We are all wondering if this will stay the same in the coming season!!! My plans are based on accommodation businesses talking very enthusiastically about their bookings earlier this year.
Our costs have risen dramatically over the last 3 months and some suppliers are continuing to increase prices - I was given an 18% increase on ice cream prices this week, compared to January's price list, which was already a price rise from 2021. Our electricity bill has risen from £7,500pa to £18,000. Of course we understand the cause of these rises but with increased labour costs and (especially) VAT back to 20%, this will be a tricky summer, I would guess we will see some businesses struggling to make a profit this year.
So overall a challenging but hopefully wonderful season ahead!

Electric is ludicrous.
No cooks around no matter how much you pay.
We need foreign workers again most of the unemployed locals just don't want to work.

There is a lot of uncertainty being created about whether people can afford breaks with the increases in energy and generally with cost of living so they seem to be delaying booking to see what happens and book with short lead times. In the meantime our costs are going up regardless of the choices people make to book or not

Torbay is completely saturated with Self catering holiday accommodation. The big threat is coming from self catering holiday apartments.

We are seeing a good % of last years visitors wanting to return to stay again and they have advised that they promote the ER to their friends and family. New business this year have commented that they do not wish to fly/the hassle/Covid rules /cost etc. which is positive news for us.

Very worried about this year bookings very slow and last minute not much confidence at the moment for the year hoping it will pick up

2021 was obviously going to be the busiest year ever. Now people can travel freely again, there is much pent-up demand to holiday abroad so I'm expecting my bookings to be quite low this year, perhaps rising slowly to average levels next year.

Great to see things returning to some sort of normal. Lots of events planned around the jubilee, lets hope the sun shines. Traffic around Paignton and Torquay seems to be particularly bad at the moment. Can pressure be put on the council to ensure non urgent roadworks don't happen in the summer season. Be a shame to spend your holiday sitting in a traffic jam!

Vat is going to cripple us. Finding cleaners is impossible and we can't manage alone so may be forced to offer less availability.

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ENGLISH RIVIERA BID COMPANY

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