

TOURISM SOUTH EAST

Helping Tourism **Businesses** Grow

COVID-19 BUSINESS IMPACT SURVEY

As of August 2020

COVID-19 continues to pose a challenge to businesses. Tourism South East carried out a business impact survey of over 400 of its members across South East England

The report provides an over view of the results and the impact of Covid19 on business as at August 2020



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Published October 2020

COVID-19 Business Impact Survey

Headline results:

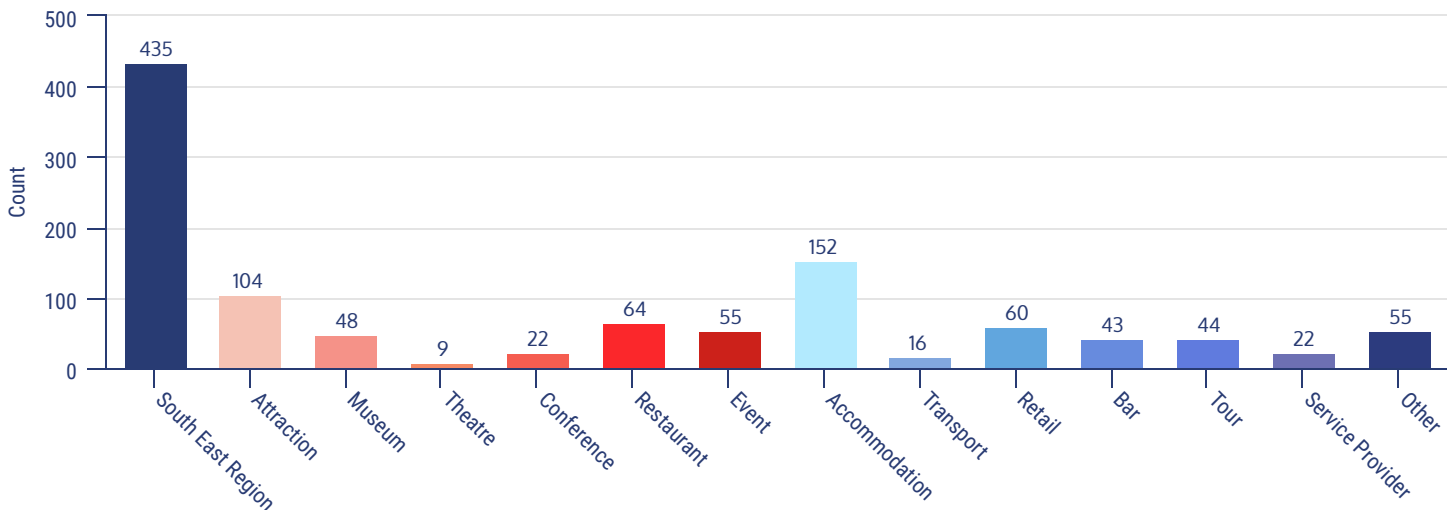
- Regionally, nearly a third of all businesses (32%) dealt with only domestic tourism, and two thirds (67%) with a mix of both domestic and overseas. Only 1% of businesses dealt only with overseas markets.
- Just over a third of businesses in the region (36%) anticipate losing more than £100,000 of revenue due to COVID-19. The types of businesses anticipating the highest losses were theatres, conference venues, events, bars and restaurants.
- Three quarters of businesses in the South East (73%) undertook some form of staff training in relation to COVID-19 including risk assessments and COVID-19 safety procedures.
- 57% of all staff in South East regional businesses were furloughed and 39% were retained during the lockdown period. This high percentage may be due to a high number of owner run small businesses participating. 4% had made staff redundant.
- The majority of businesses in the region (86%) have adapted their business model/service offering as a result of COVID-19. Some of these changes were focusing on online sales/promotions, reduced offerings, one way systems and flexible cancellation policies.
- 15% of all businesses in the South East region feel they are under threat of permanent closure as a result of COVID-19 and 44% are unsure.
- Just over half (52%) of regional businesses had experienced cash flow problems during lockdown.
- 36% of businesses in the region had taken out (or were planning to take out) a COVID-19 loan from the bank. Bars and restaurants were shown to be the mostly likely to take out a loan.
- Cash grants, the furlough scheme, business rates holidays, the VAT deferral scheme and bounce back loans were shown to be the most helpful government initiatives.

COVID-19 Business Impact Survey

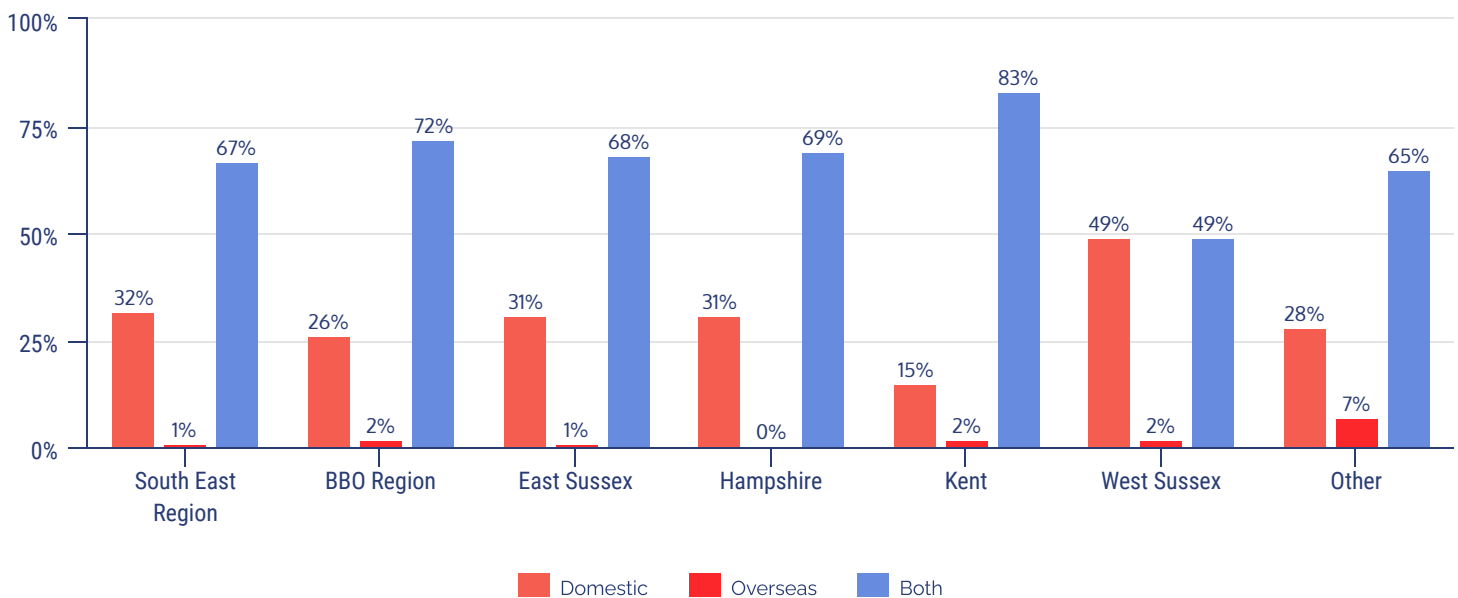
Location of business:



Type of business:

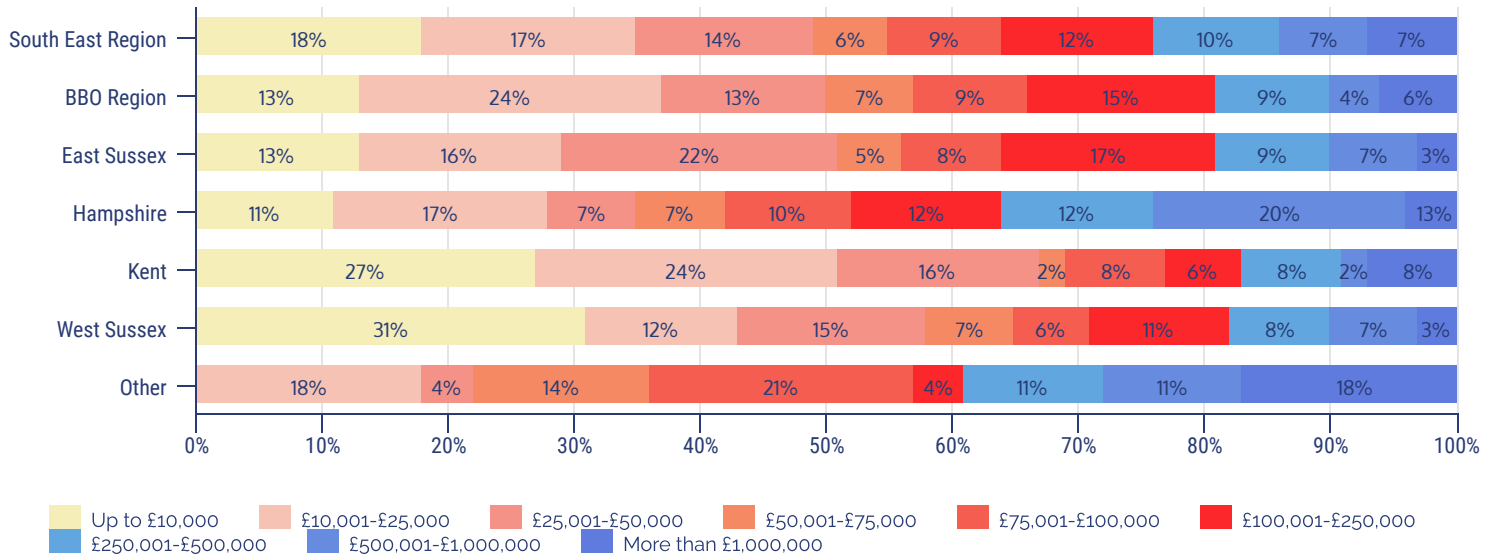


Sort of markets work with:

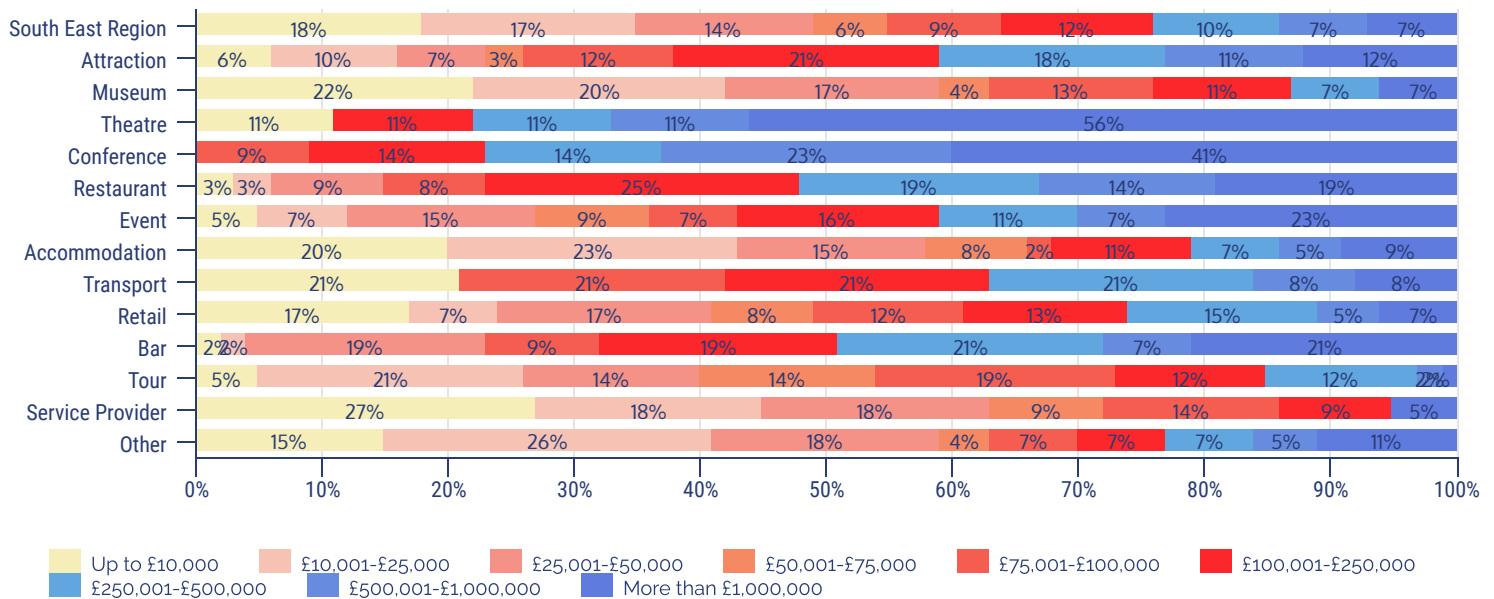


COVID-19 Business Impact Survey

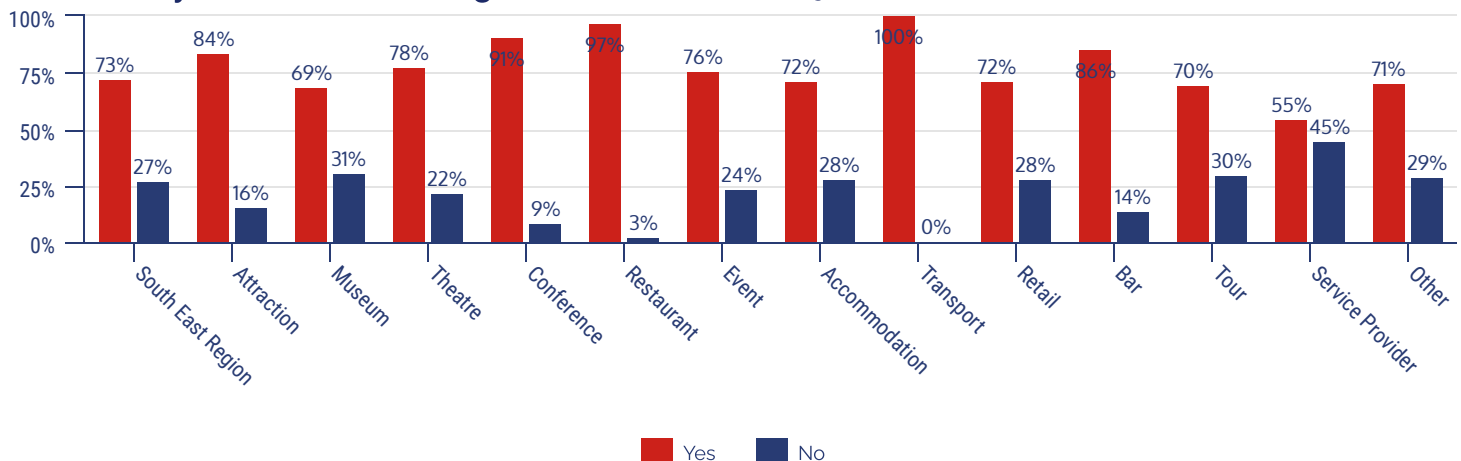
Anticipated loss of revenue by location of business:



Anticipated loss of revenue by type of business:

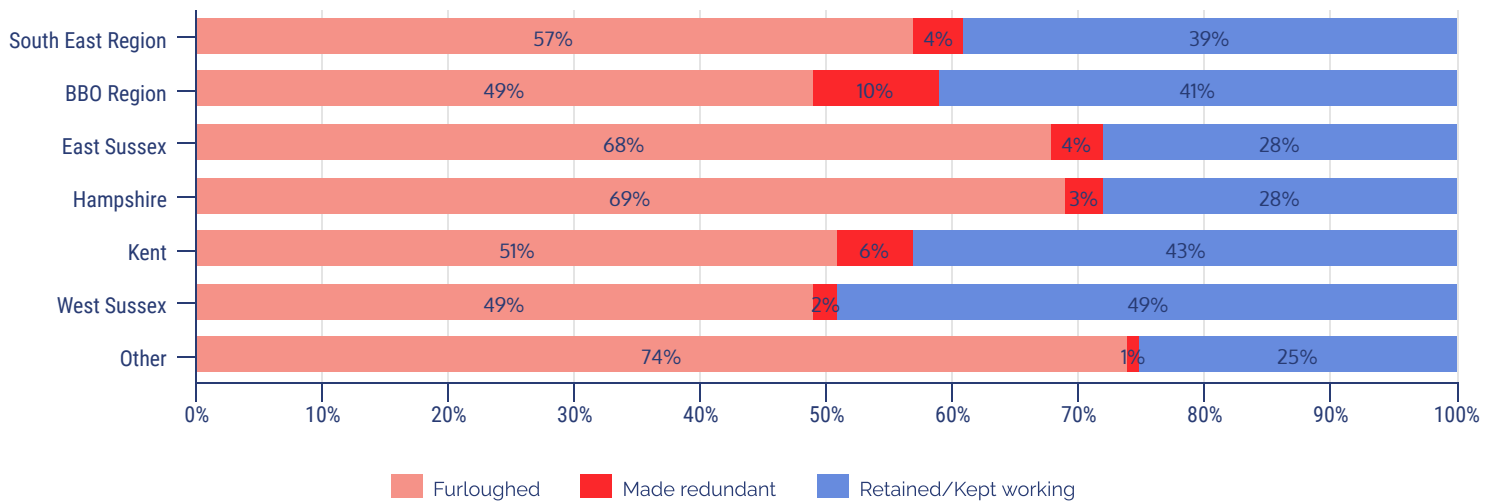


Undertaken any form of staff training in relation to COVID-19:

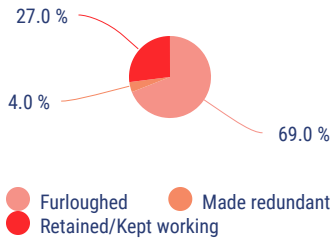


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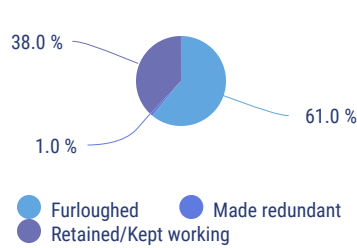
Percentage of staff that have been:



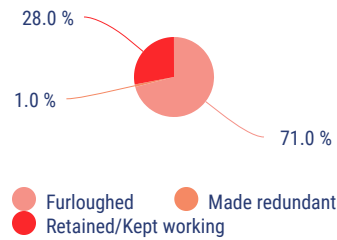
Attraction



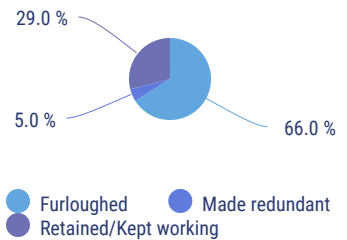
Museum



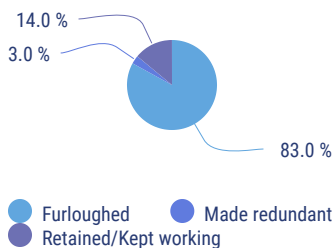
Theatre



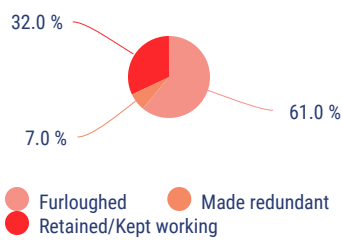
Conference



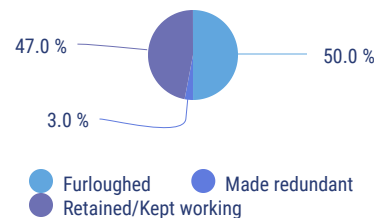
Restaurant



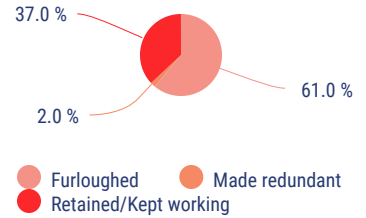
Event



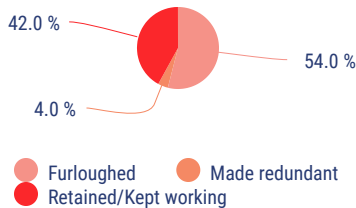
Accommodation



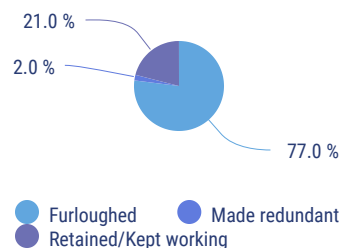
Transport



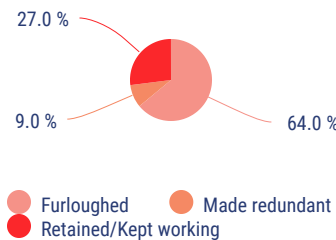
Retail



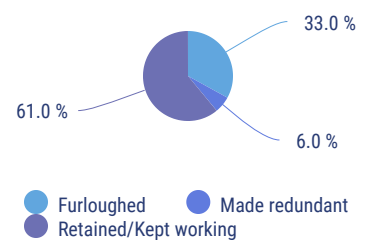
Bar



Tour

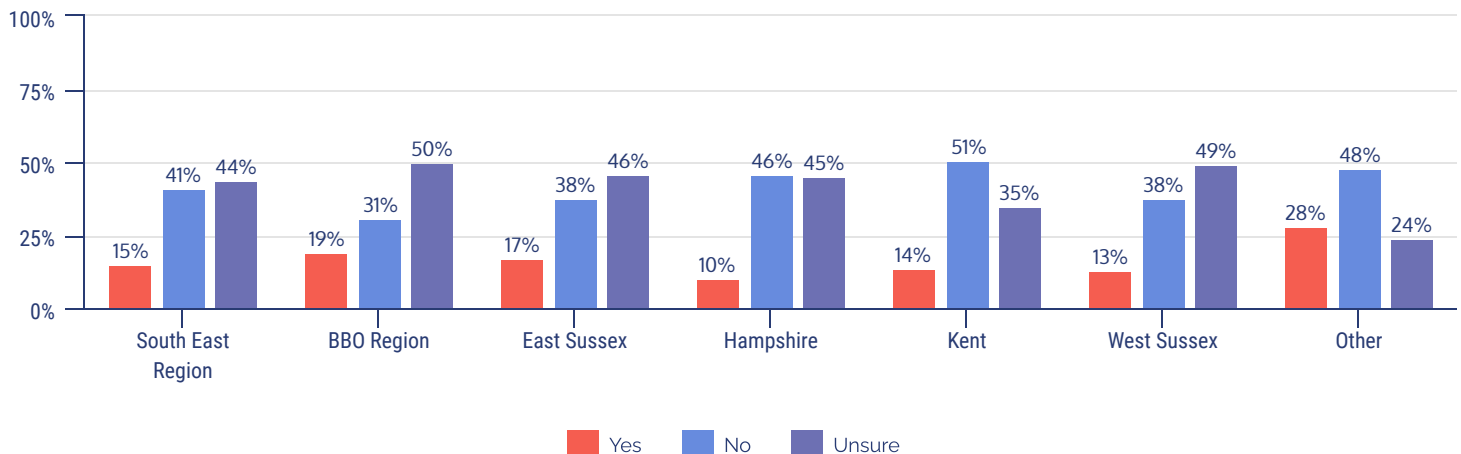


Service Provider

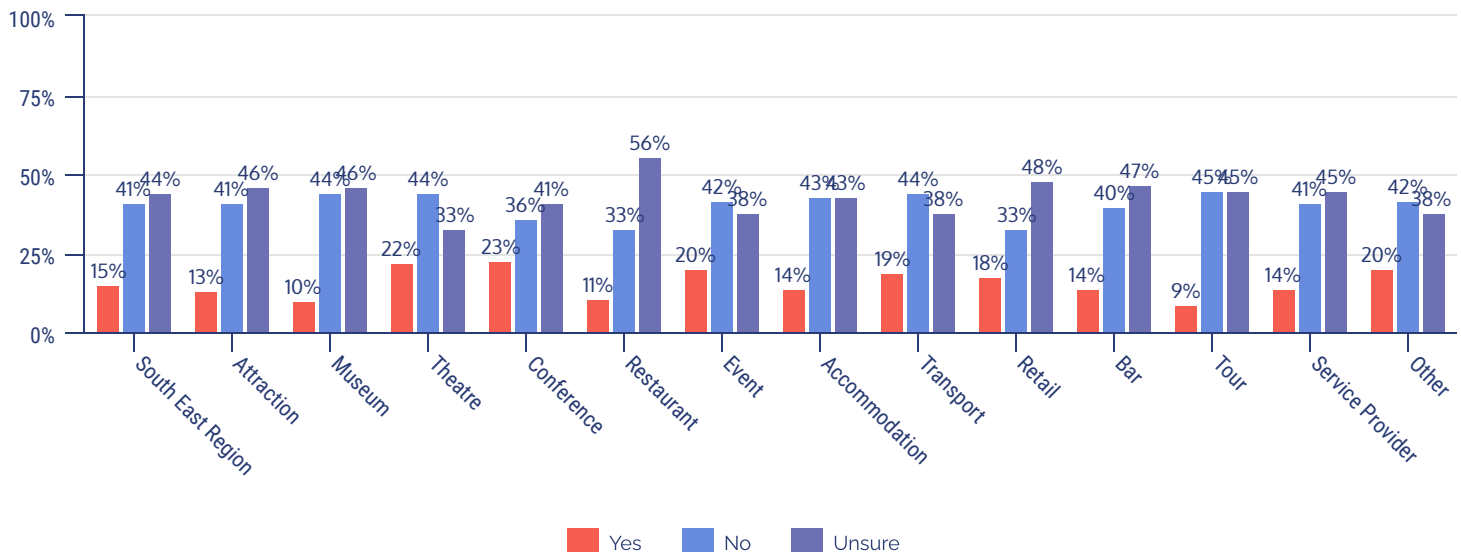


COVID-19 Business Impact Survey

Whether feel business is under threat as a result of COVID-19 by county:



Whether feel business is under threat as a result of COVID-19 by type of business:



When feel may have to close permanently:

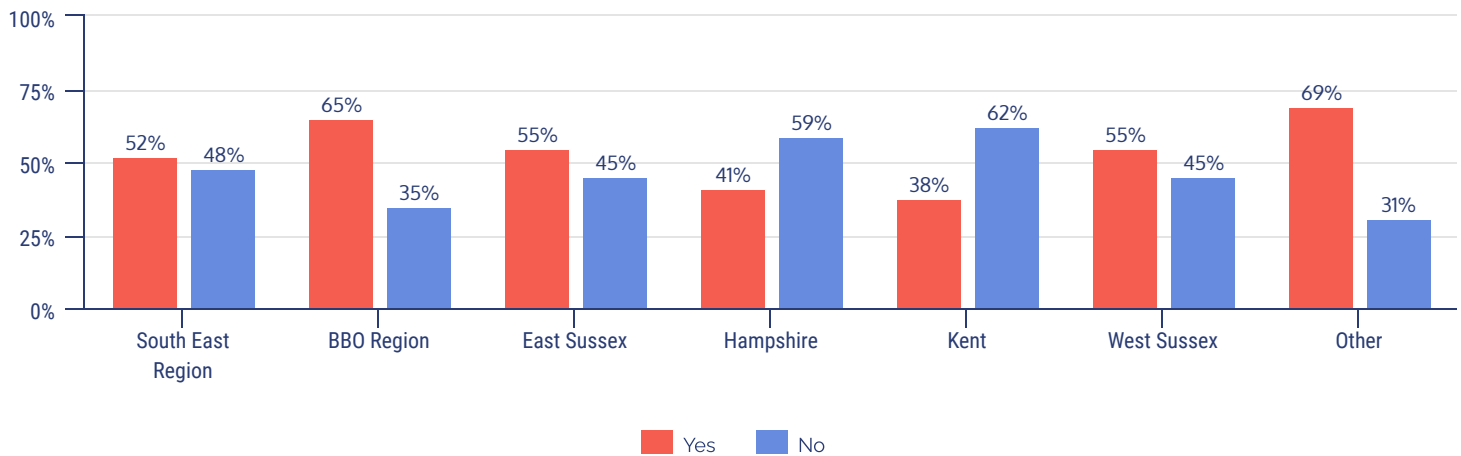
- A number of businesses have still not opened
- Eight businesses said they would be closing imminently
- Sixteen businesses felt they would be closed by Christmas
- Six anticipated closing in six months
- Six anticipated closing in January

Level of optimism for 2021:

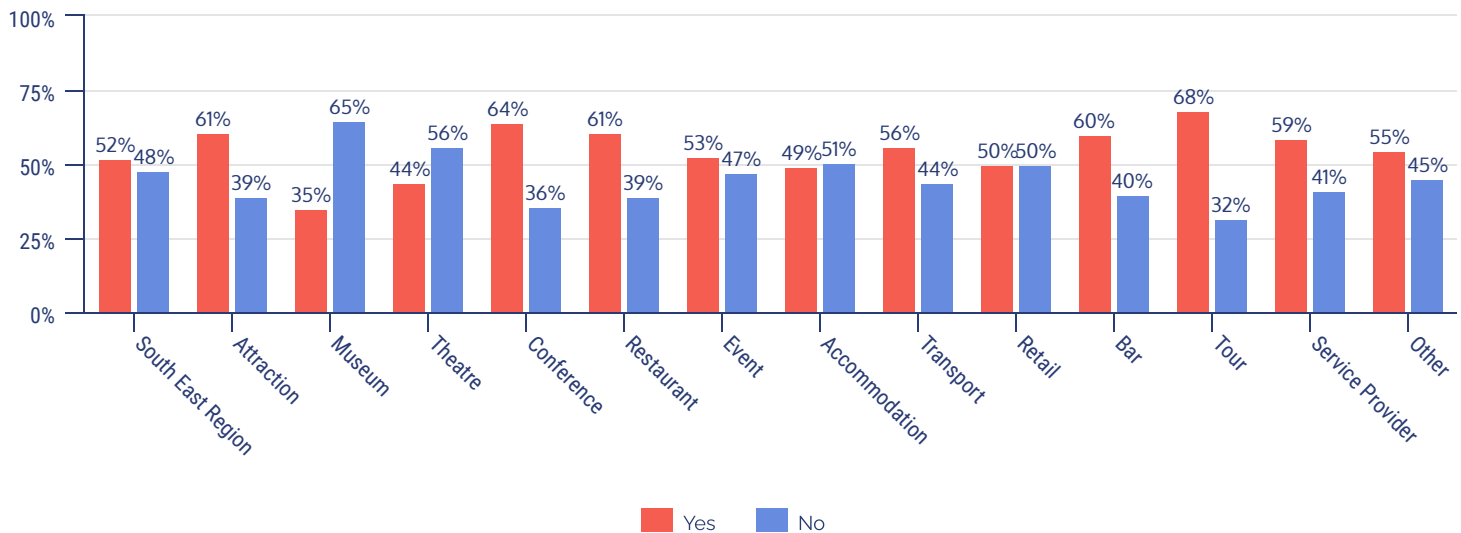
- Sixty-eight were very optimistic
- Just over a hundred were cautiously hopeful
- Twenty-four were slightly optimistic
- Thirty-four were concerned about a second wave or further lockdowns
- Forty-one were not very optimistic about 2021

COVID-19 Business Impact Survey

Whether experienced any cash flow problems during lockdown period by county:



Whether experienced any cash flow problems during lockdown by type of business:

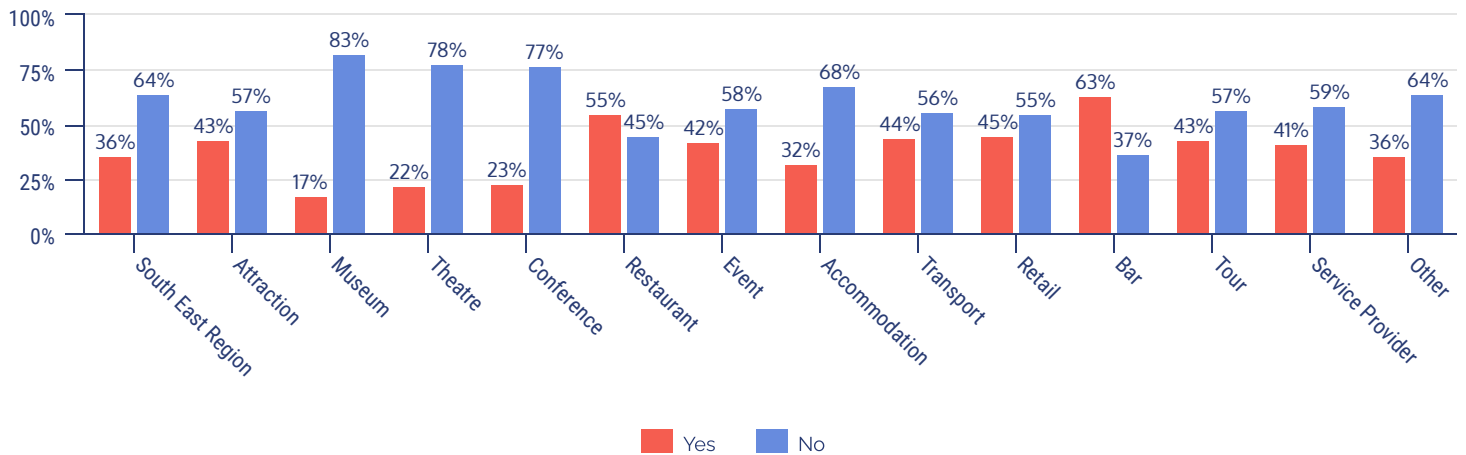


Whether taken out a COVID loan with the bank (or planning to) by county:

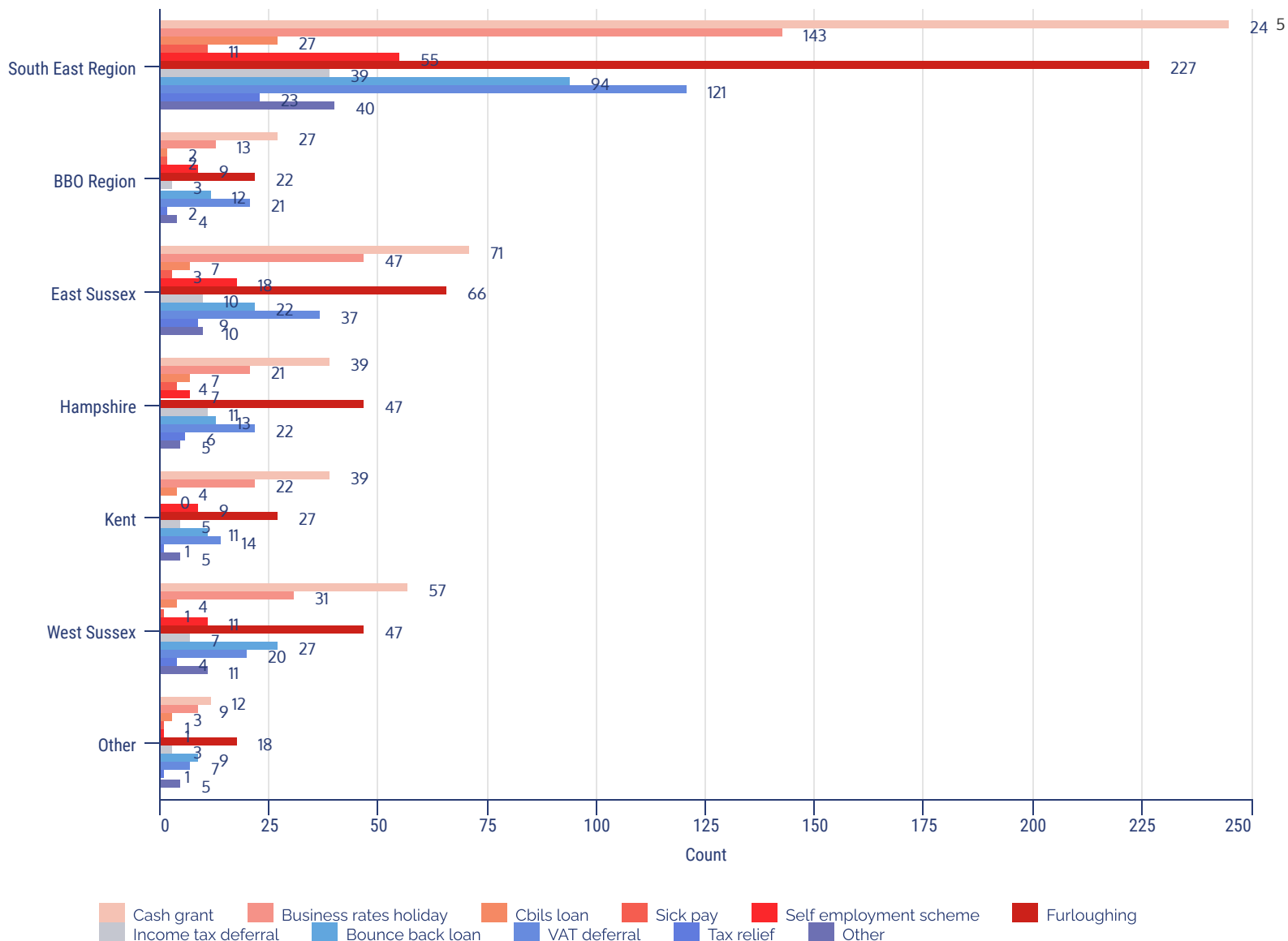


COVID-19 Business Impact Survey

Whether taken out a COVID loan with the bank (or planning to) by type of business:

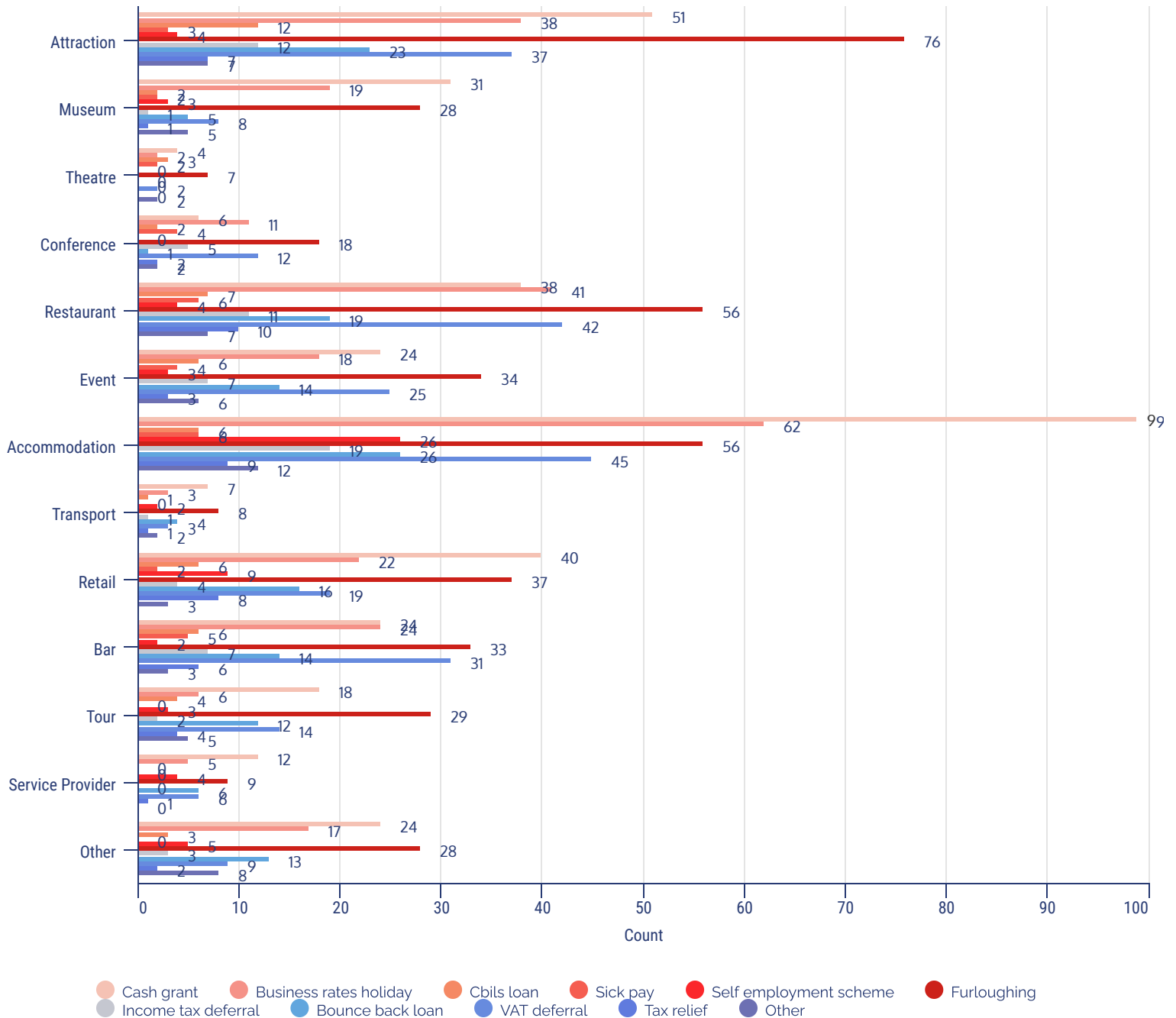


What government initiatives have been helpful by county:



COVID-19 Business Impact Survey

What government initiatives have been helpful by type of business:



Further support needed:

A number of businesses mentioned that the following would be helpful to their businesses:

- Continued VAT reduction
- Continued business rates and tax reduction
- Extend the furlough scheme
- Clarity on government guidelines
- More specified help for businesses, not just those under the umbrella of 'hospitality'
- Continued support if have to close due to 'track and trace' or a second lockdown
- Promote local tourism and Staycations
- Encourage group tourism
- Local councils to be more aware of tourism traders needs