

Wales Tourism Business Barometer 2020

Covid-19 Impact Wave 4 Report

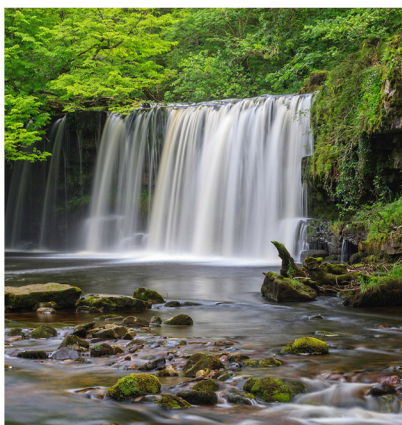
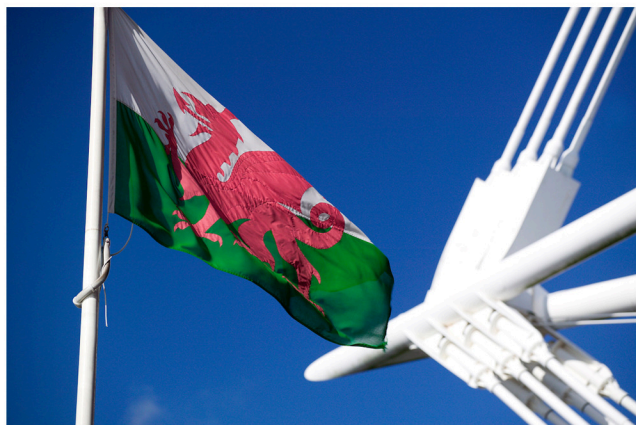


SOCIAL RESEARCH NUMBER:

58/2020

PUBLICATION DATE:

AUGUST 25, 2020



Mae'r ddogfen yma hefyd ar gael yn Gymraeg.
This document is also available in Welsh.

Digital ISBN: 978-1-80082-049-4

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Wales Tourism Business Barometer 2020: Covid-19 Impact Wave 4 Report.

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Views expressed in this report are those of the researcher and not necessarily those of the Welsh Government

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ISBN: 978-1-80082-049-4

August 25, 2020

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Contents

1. Headline Findings	2
2. Background and Methodology	4
3. Opening Capacity	5
4. Impact on Staff.....	9
5. Impact on Revenue	14
6. Government Support.....	16
7. Performance since Reopening – Current and Advance Bookings	18
8. Government Schemes and Further Desired Support	32

1. Headline Findings

Survey method and timing

- 1.1 We have conducted 801 telephone interviews with tourism business owners and managers between 27th July and 6th August. Please see Section 2 for more details on the method.

Back in business

- 1.2 The Wales tourism industry is mostly reopen for business following the four month lockdown. Overall, about three quarters (78%) of businesses are open. The comfortable majority in every sector are open, apart from attractions, where only just over half (53%) are open. Adapting to Covid-19 measures is the main reason for many attractions not yet being open.

Capacity levels vary considerably

- 1.3 About half (51%) of those open are operating at full capacity. The self catering sector differs greatly from the other sectors – 80% of open self catering businesses are fully open. 43% of open serviced accommodation is fully open, whereas only a quarter (25%) of open businesses in other sectors are fully open.
- 1.4 Among those operating at reduced capacity, the levels vary considerably from near full capacity to less than 10% capacity.

Bookings since reopening

- 1.5 11% of open businesses have had more customers since reopening than they would normally have at this time of year, and 45% have had the same level. However, 44% have had fewer customers than normal.
- 1.6 This has more to do with limited capacity than demand. The level of bookings compared to normal correlates strongly with open capacity. 13% of fully open businesses have had more customers than normal, 63% have had the same level and 24% have had fewer.
- 1.7 This compares to 9% of partially open businesses having more customers than normal, 25% having the same level, and 66% having fewer.

Similar picture with advance bookings

- 1.8 13% of businesses open or planning to reopen have more bookings than normal for August and September, 46% have the same level and 41% have fewer.
- 1.9 As with customers to date though, this correlates strongly with opening capacity. Among those operating at full capacity, 17% have more bookings than normal, 60% have the same level and 23% have fewer.

Very minimal redundancies so far

- 1.10 While the UK news is frequently reporting large scale job cuts by major companies, jobs in the Wales tourism industry have mostly survived until now. 1% of businesses have made redundancies. Among the sample of 801 businesses, 22 full time permanent staff have been made redundant to date, and 5 part time permanent staff. Businesses need their staff for the peak summer season.

Impact on revenue

- 1.11 The value of lost revenue as a result of the crisis varies considerably by size of business with 1% losing over £1m, overall, the median loss per business lies towards the top end of £10,000 to £25,000.
- 1.12 Although the £ value of lost revenue to date differs greatly by size of business, the proportion of normal annual revenue the loss represents does not. Across all sizes of business, the median reported loss as a result of the crisis is 41 – 50% of normal revenue for the whole year. The picture is also fairly consistent across all sectors and regions.

Good to Go

- 1.13 Just over half (54%) of businesses have signed up to the Good to Go industry standard. The proportion is highest among caravan & campsites (65%) and lowest among restaurants, pubs & cafes (31%). Differences by region are not significant.

Much healthier outlook than a few months ago

- 1.14 7% of operators say they don't expect to survive longer than the next six months. In the previous survey in late April, the proportion was 33%.

2. Background and Methodology

What is the Wales Tourism Business Barometer?

- 2.1 The Wales Tourism Business Barometer is designed to give quick feedback on how the tourism industry in Wales is performing at key times during the year.
- 2.2 This survey is the fourth wave to research the impact of the Covid-19 outbreak on the tourism industry.

How was the Survey conducted?

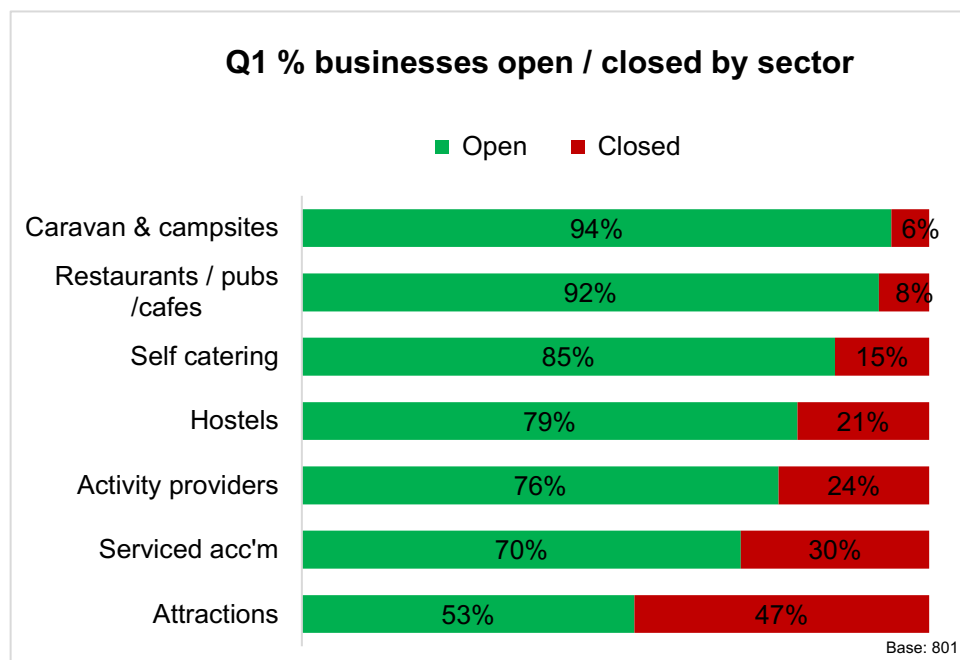
- 2.3 We have conducted 801 interviews by telephone. This makes results of questions asked to everyone accurate to $\pm 3.5\%$. The sample is reflective of the tourism industry in Wales and is shown below by sector and region:

Sector / Region	North	Mid	South West	South East	Total
Serviced accommodation	100	38	70	48	256
Self-catering	88	58	92	44	282
Caravan / campsites	41	12	20	5	78
Hostels	8	7	6	3	24
Attractions	24	12	19	20	75
Activity operators	18	8	19	5	50
Restaurants / pubs / cafes	4	15	5	12	36
Total	283	150	231	137	801

- 2.4 73% of businesses in the sample are graded by Visit Wales. The graded and non-graded samples are spread across the different regions and sectors except restaurants / pubs / cafes and activity operators, where grading is not applicable. All telephone interviews have been conducted with business owners or managers between 27th July and 6th August.

3. Opening Capacity

Businesses open / closed by sector

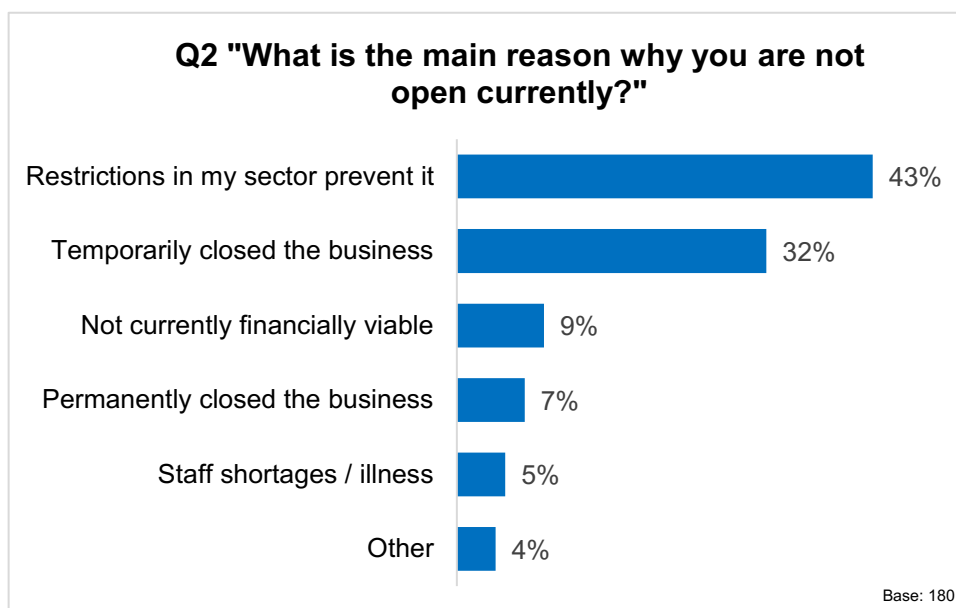


Back in business

- 3.1 The Wales tourism industry is mostly reopen for business following the four month lockdown. Overall, about three quarters (78%) of businesses are open.
- 3.2 Accommodation where guests were already more distanced from each before the pandemic – self catering and to some extent caravan & campsites – is more likely to be open than hostels and serviced accommodation, where operators have faced challenges to keep their guests socially distanced.
- 3.3 Attractions seem to be last sector to reopen on a wide scale. Of the 47% currently closed, 39% still haven't opened at all in 2020 (including before lockdown).

"We should be opening in the next week or two"
Attraction, South East

Reasons for remaining closed



Q2 has been asked to businesses currently closed

Covid-19 restrictions

- 3.4 The most common reason for not being open is the continued Covid-19 restrictions on particular sectors. The sample is too small to analyse for some sectors, but this is the top answer given by closed attractions (66% have cited this) and 11 of the 12 closed activity operators in the sample.

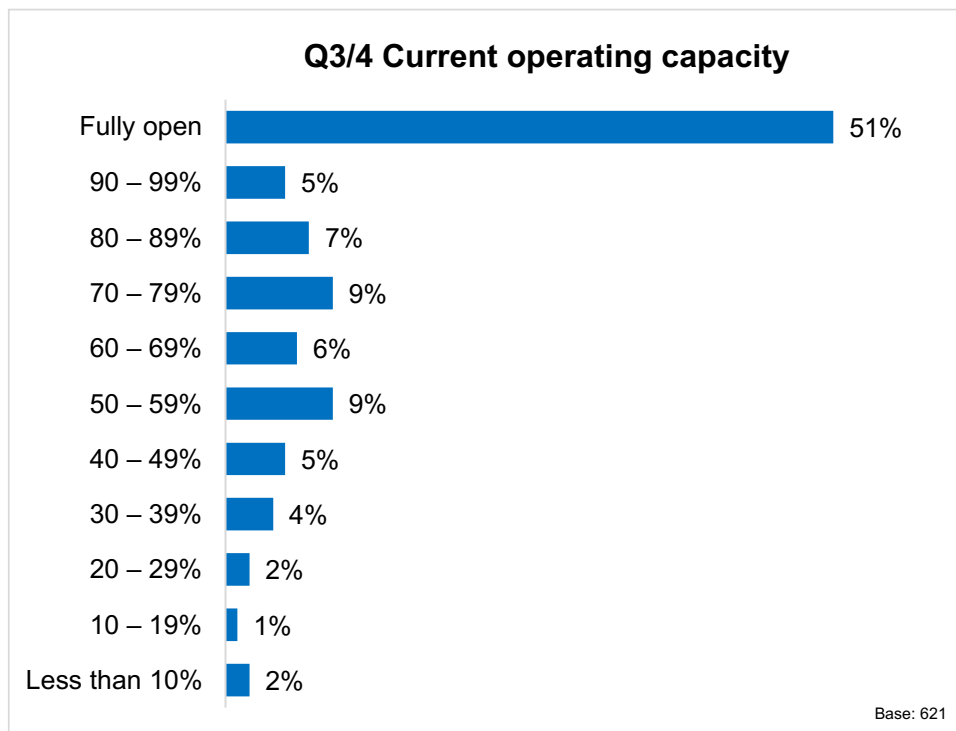
Shutting the doors for now

- 3.5 About a third (32%) of closed businesses have no immediate plans to reopen, and 7% of closed businesses are now permanently closed.
- 3.6 One common reason for being closed temporarily is shielding. Some small accommodation operators are elderly and do not want the risk of customers bringing the virus into their property, which in some cases is also their own home.

"We're only not taking bookings because I'm isolating and we don't know when we're going to open"
Hostel, South East

"I am currently having to shield and cannot reopen my business to customers"
Self catering, Mid

Operating capacity



The base for the above results is businesses which are open

Capacity levels vary considerably

- 3.7 About half (51%) of those open are operating at full capacity. The self catering sector differs greatly from the other sectors – 80% of open self catering businesses are fully open. This sector is somewhat ‘fortunate’ compared to the other sectors in that guests are in self-contained units and so do not need to come into each other’s space.
- 3.8 43% of open serviced accommodation is fully open, whereas only a quarter (25%) of open businesses in other sectors are fully open. Differences by region are not significant.
- 3.9 Among those operating at reduced capacity, the levels vary considerably from near full capacity to less than 10% capacity, as shown on the above chart.
- 3.10 The table below shows the operating capacity by sector:

Current operating capacity	Sector						
	Serviced acc'm	Self catering	Caravan / campsites	Hostels	Attractions	Activity providers	Rest'rnt / pubs / cafes
Fully open	43%	80%	29%	26%	25%	18%	21%
90 – 99%	3%	5%	11%	-	8%	5%	3%
80 – 89%	9%	3%	12%	11%	10%	3%	9%
70 – 79%	10%	3%	25%	11%	10%	8%	15%
60 – 69%	9%	2%	8%	16%	8%	5%	3%
50 – 59%	13%	5%	5%	11%	8%	18%	15%
40 – 49%	4%	2%	3%	16%	10%	11%	9%
30 – 39%	5%	-	3%	-	8%	8%	12%
20 – 29%	1%	-	3%	5%	8%	5%	12%
10 – 19%	2%	-	-	-	5%	3%	-
Less than 10%	1%	-	1%	5%	3%	16%	-
Base:	178	240	73	19	40	38	33

3.11 16% of open activity providers are operating at less than 10% capacity.

“At the moment we can only offer day activities and all our indoor activities are cancelled”

Activity provider, South West

“We've been told that everyone must have two metres distancing, which means our capacity will be cut from 90 to 24 passengers”

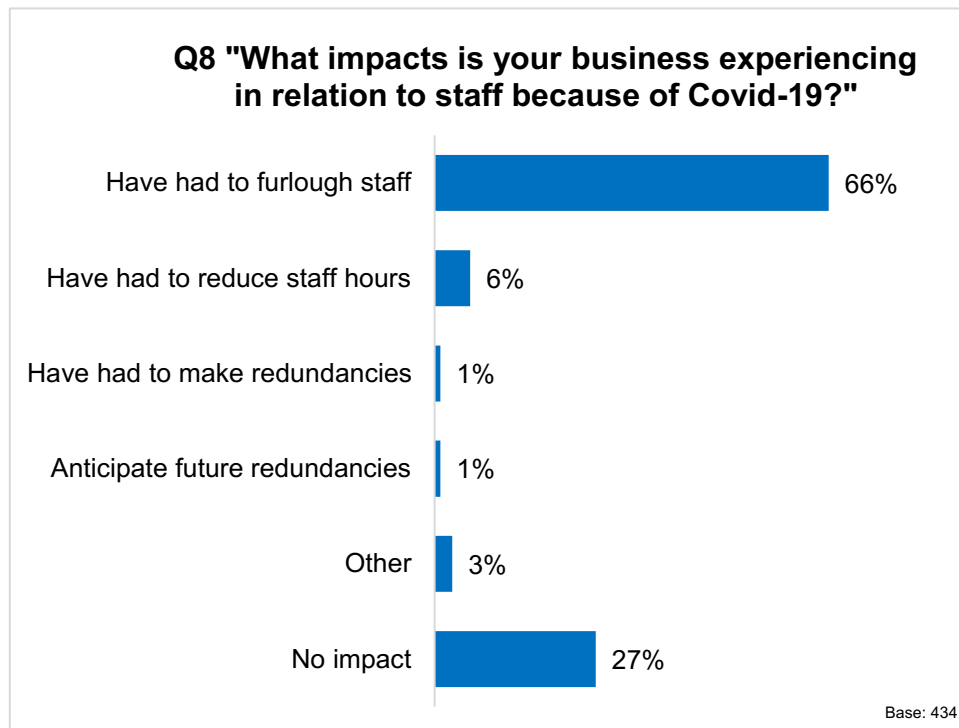
Activity provider, South East

“We have had to take families rather than big groups because of the rules of not having mixed groups so we are only operating at 25%”

Hostel, South West

4. Impact on Staff

Impact on staff in general



Q8 has been asked to operators which employ staff

Furlough scheme continues to save jobs for now

4.1 Two thirds (66%) of businesses which employ any staff have made use of the government's furlough scheme, whereas redundancies – past, present or anticipated in the future – remain very minimal for the time being.

4.2 In the middle of the peak summer season, redundancies are not top of mind. It remains to be seen whether this will change in the autumn when the furlough scheme ends and businesses know whether they have made enough income during the summer.

"I think things may be a struggle once furlough ends in October but we'll have to see"
Restaurant, Mid

4.3 Among the sample of 801 businesses, 22 full time permanent staff have been made redundant to date, and 5 part time permanent staff.

4.4 The proportion of businesses (which employ staff) furloughing staff by region is as follows:

- North Wales – 68%
- Mid Wales – 70%
- South West Wales – 54%
- South East Wales – 78%

4.5 The proportion of businesses (which employ staff) furloughing staff by sector is as follows:

- Activity providers – 76%
- Serviced accommodation – 75%
- Restaurants / pubs / cafes – 74%
- Attractions – 72%
- Hostels – 69%
- Self catering – 49%
- Caravan / campsites – 46%

Action	Total no. employed	Av. Staff furloughed / with reduced hours / redundant (Base: all businesses which employ staff)
Staff currently on furlough	1	0.4
	2	0.9
	3	1.6
	4	2.4
	5	3.0
	6 – 10	4.6
	11 – 50	17.4
	Over 50	44.8
	Overall	7.5
Staff with reduced hours	Overall	0.3
Staff made redundant	Overall	0.7

The averages for staff with reduced hours and redundancies are not split by business size due to low base when split

If any staff have been furloughed, it amounts to all or nearly all staff

4.6 On average, 7 to 8 people per tourism business employing staff have been furloughed. When re-based, business which have furloughed staff have furloughed an average of 10 staff.

4.7 The splits by region for furloughing are as follows:

Region	Av. Staff furloughed <i>(Base: all businesses which employ staff)</i>
North Wales	13.7
Mid Wales	7.1
South West Wales	9.7
South East Wales	6.2

Seasonal staff

Q6 "How many seasonal workers would you normally employ at this time of year?"	All Wales	Answers by sector						
		Serviced acc'm	Self catering	Caravan / campsites	Hostels	Attractions	Activity providers	Rest'rnt / pubs / cafes
None	78%	75%	92%	77%	58%	56%	69%	67%
1	3%	3%	3%	1%	8%	9%	2%	3%
2	5%	5%	3%	8%	13%	4%	2%	11%
3	2%	2%	1%	3%	4%	1%	7%	-
4	2%	3%	-	3%	8%	3%	2%	8%
5	2%	1%	-	1%	8%	3%	7%	3%
6 to 10	4%	6%	1%	5%	-	10%	7%	6%
11 to 50	3%	5%	-	1%	-	12%	4%	3%
51 to 100	-	-	-	-	-	1%	-	-
Base:	773	243	282	75	24	68	45	36

'Don't knows' have been excluded from the above results

Seasonal staff more likely in non-accommodation sectors

4.8 During the peak of the summer, 22% of businesses would normally employ seasonal staff. This is more likely to be the case in non-accommodation sectors (attractions, activity providers, restaurants, pubs & cafes), whereby 38% would normally employ seasonal workers at this time of year.

Differences by region

4.9 Results also differ by region – the further north, the more likely the industry relies on seasonal staff. About a third (31%) of businesses in North Wales usually employ seasonal staff in the summer, compared to just 6% of businesses in South East Wales.

Q7 (If any normally employed) "If any, how many seasonal workers do you currently employ?"

None	57%
1	13%
2	10%
3	7%
4	2%
5	2%
6 to 10	5%
11 to 50	4%

N.B. The base is too small to split reliably by region Base: 167

Significant impact on seasonal staff, but less than in the spring

- 4.10 Over half (57%) of businesses which would normally employ seasonal workers have not been able to this summer. However, this is an improvement since the previous research wave in late April, when 86% of businesses which would normally employ seasonal staff at that time of year were unable to.
- 4.11 On average, businesses in the sample would normally employ 1.7 seasonal workers (per business). The actual number employed this year is 0.5 per business.

5. Impact on Revenue

Loss in revenue

Q19 "... how much revenue has your business lost so far due to the Covid-19 crisis?"	All Wales	Answers by sector						
		Serviced acc'm	Self catering	Caravan / campsites	Hostels	Attractions	Activity providers	Rest'rnt / pubs / cafes
Haven't lost any revenue	2%	1%	3%	-	7%	11%	-	-
Up to £1,000	-	-	1%	-	-	-	-	6%
£1,001 – £2,500	2%	-	5%	3%	-	-	-	-
£2,501 – £5,000	8%	3%	16%	3%	-	3%	-	-
£5,001 – £10,000	13%	7%	23%	14%	-	-	3%	11%
£10,001 – £25,000	27%	25%	33%	21%	47%	11%	24%	6%
£25,001 – £50,000	15%	20%	13%	21%	13%	14%	12%	6%
£50,001 – £100,000	12%	18%	3%	28%	7%	11%	12%	33%
£100,001 – £250,000	9%	13%	2%	10%	20%	23%	12%	22%
£250,001 – £500,000	6%	4%	2%	-	-	20%	24%	17%
£500,001 – £1,000,000	3%	6%	-	-	7%	3%	9%	-
More than £1,000,000	1%	3%	-	-	-	3%	3%	-
<i>Base</i>	<i>454</i>	<i>137</i>	<i>187</i>	<i>29</i>	<i>15</i>	<i>35</i>	<i>33</i>	<i>18</i>

The above results include those not knowing or preferring not to answer this sensitive question

Considerable lost revenue

5.1 The value of lost revenue as a result of the crisis varies considerably by size of business with 1% losing over £1m, overall, the median loss per business lies towards the top end of £10,000 to £25,000. The table below shows the approximate median loss per business by no. of employees:

No. of permanent paid staff	Approx. median range loss in revenue to date
None	£10,000 to £25,000
1 – 5	£25,000 to £50,000
6 – 10	£100,000 to £250,000
11 – 50	£250,000 to £500,000
More than 50	£1,000,000

Q20 “And roughly what proportion of your normal annual revenue does that loss represent so far?”	All Wales	Answers by sector						
		Serviced acc'm	Self catering	Caravan / campsites	Hostels	Attractions	Activity providers	Rest'rnt / pubs / cafes
<3% loss	-	-	-	-	-	-	-	6%
3 – 5% loss	-	-	1%	-	-	-	-	-
6 – 10% loss	1%	-	1%	4%	-	-	-	-
11 – 15% loss	1%	1%	3%	-	-	-	-	-
16 – 20% loss	4%	-	6%	9%	7%	4%	-	-
21 – 30% loss	16%	9%	23%	22%	21%	8%	3%	25%
31 – 40% loss	20%	19%	24%	26%	14%	19%	6%	19%
41 – 50% loss	20%	23%	18%	26%	-	8%	34%	25%
51 – 60% loss	14%	15%	10%	4%	21%	19%	22%	19%
61 – 70% loss	9%	15%	6%	-	14%	8%	13%	6%
71 – 80% loss	6%	8%	4%	4%	-	15%	9%	-
Over 80% loss	8%	10%	4%	4%	21%	19%	13%	-
Base	391	124	156	23	14	26	32	16

Substantial loss of revenue so far across most businesses

5.2 Although the £ value of lost revenue to date differs greatly by size of business, the proportion of normal annual revenue the loss represents does not. Across all sizes of business, the median reported loss as a result of the crisis is 41 – 50% of normal revenue for the whole year. The picture is also fairly consistent across all sectors and regions.

“We think we were losing around £20,000 a day when we were closed”
Attraction, North

6. Government Support

Support applied for and outcomes

<i>Q21 "Has your business applied for, and accepted, any of the following support?"</i>	<i>Applied, were successful, and accepted</i>	<i>Applied, were successful, but did not accept</i>	<i>Applied, but still awaiting outcome</i>	<i>Applied, but were unsuccessful</i>	<i>Did not apply</i>
Business rate grant of up to £10,000	47%	-	1%	3%	49%
Business rate grant of up to £25,000	14%	-	-	1%	85%
Bounce-back loans scheme	10%	-	1%	<1%	89%
Self-employment scheme	7%	-	-	1%	92%
Welsh Government Economic Resilience Fund	5%	-	-	1%	94%
Development Bank of Wales loan scheme	2%	-	-	-	98%
UK Government business interruption loan	1%	-	-	-	99%
Universal credit	-	-	-	<1%	>99%

Base: 801

Grants – widely used form of financial support

- 6.1 Most government financial support has been applied for by small minorities of businesses, except for grants. Also as a reminder from Section 4, two thirds (66%) of businesses which employ any staff have made use of the government's furlough scheme.
- 6.2 As we reported in the previous research wave (late April), many operators were reluctant to take on extra debt when they did not know if they could pay it back.

"We don't want to take out a loan, not knowing if we're going to make enough money to pay it back"
Attraction, Mid

"The £10,000 grant ... was a life saver."
Serviced, North

- 6.3 When businesses applied for support, they have nearly always been successful. The grant support had a quick pre-application eligibility checker, and so businesses already knew before applying whether they were likely to be successful or not.

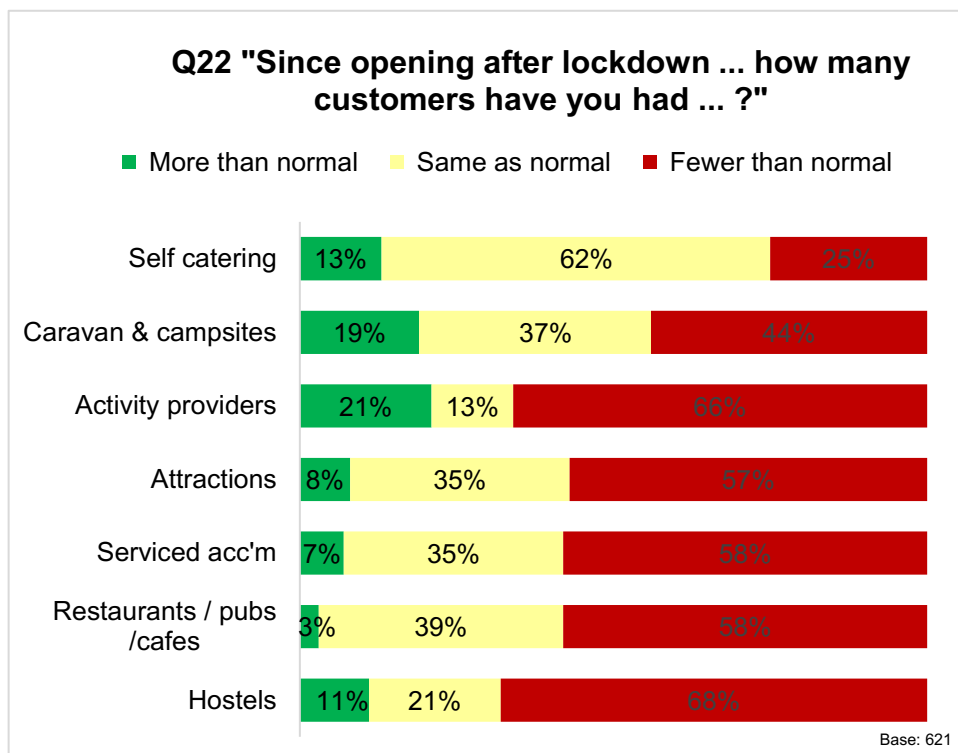
Differences by respondent type

6.4 Differences by region are not significant, but there are some significant differences by sector:

- 12% of non-accommodation businesses successfully applied for the Welsh Government Economic Resilience Fund, compared to 4% of accommodation businesses
- 64% of accommodation businesses successfully applied for a grant, compared to 49% of non-accommodation businesses

7. Performance since Reopening – Current and Advance Bookings

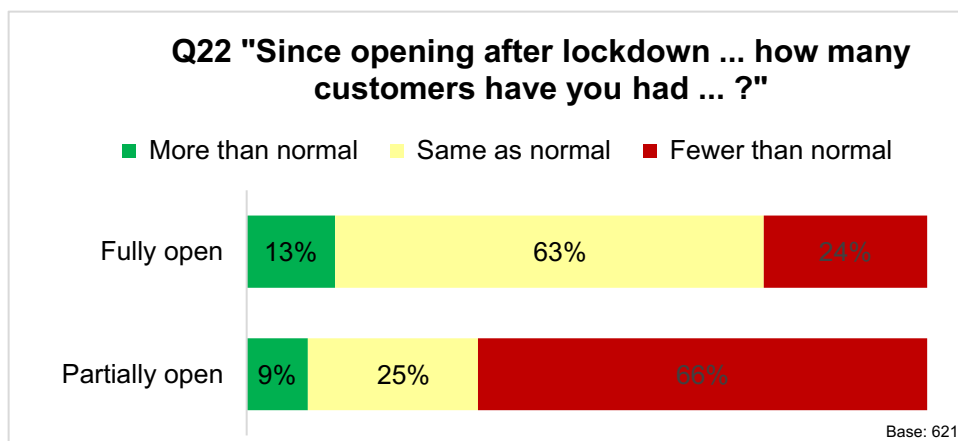
Current performance



Q22 has been asked to open businesses

Bookings since reopening vary by sector

- 7.1 11% of open businesses have had more customers since reopening than they would normally have at this time of year, and 45% have had the same level. However, 44% have had fewer customers than normal.
- 7.2 In every sector and region, the proportion of open businesses with fewer customers than normal significantly outweighs the proportion with more. This has more to do with limited capacity than demand, as the following chart and open comments show:



- 7.3 The level of bookings compared to normal correlates strongly with open capacity. Many fully open businesses are experiencing high booking levels like normal for the summer, but partially open businesses are not able to fulfill the demand.

"We're only running three out of six of our activities but I could have sold them five times over every day"

Activity operator, South East

"We are full like we usually are. The demand is a lot higher than usual, but we can't accommodate for it."

Self catering, South West

"We are running on 100% capacity for the regulars in their statics but only 2/3rds on the camping fields. We would be full had we let everyone in."

Caravan park, North

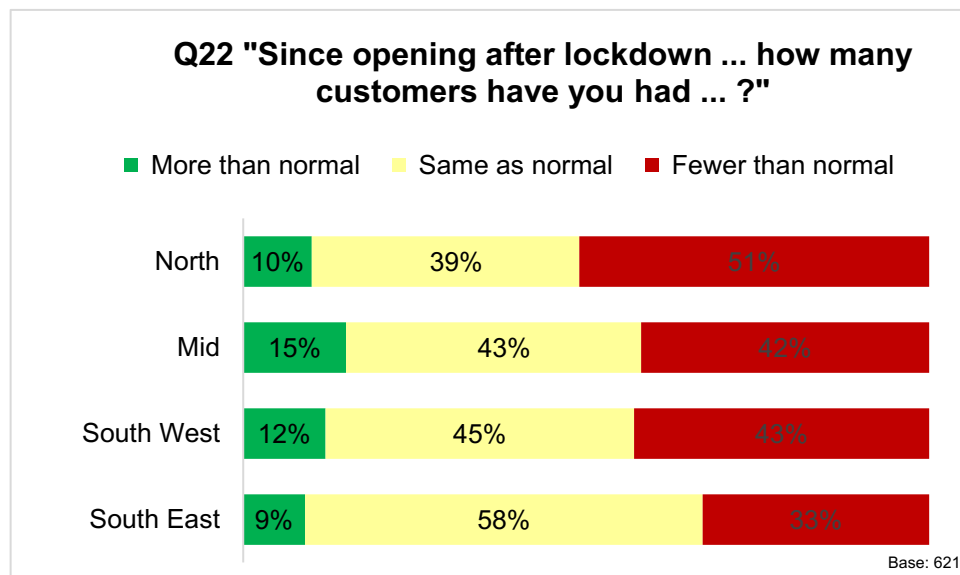
"We've got a sign up saying not to enter the park without a booking, but people keep rocking up and we're as full as we're comfortable with [about 50% capacity]. We could have sold the site three times over."

Caravan park, North

"I'm leaving a gap between guests, which is why I have less business than usual"

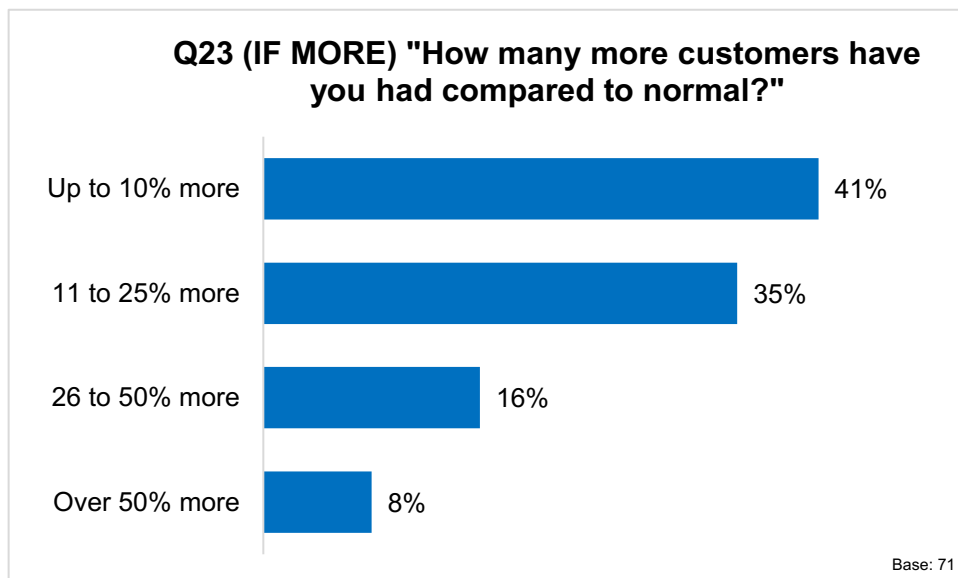
Self catering, South West

Differences by region



- 7.4 By region, the balance between those with more customers than normal and those with fewer is most negative in North Wales.

Scale of increased custom



Q23 has been asked to businesses receiving more customers than normal for this time of year

Some very busy operators

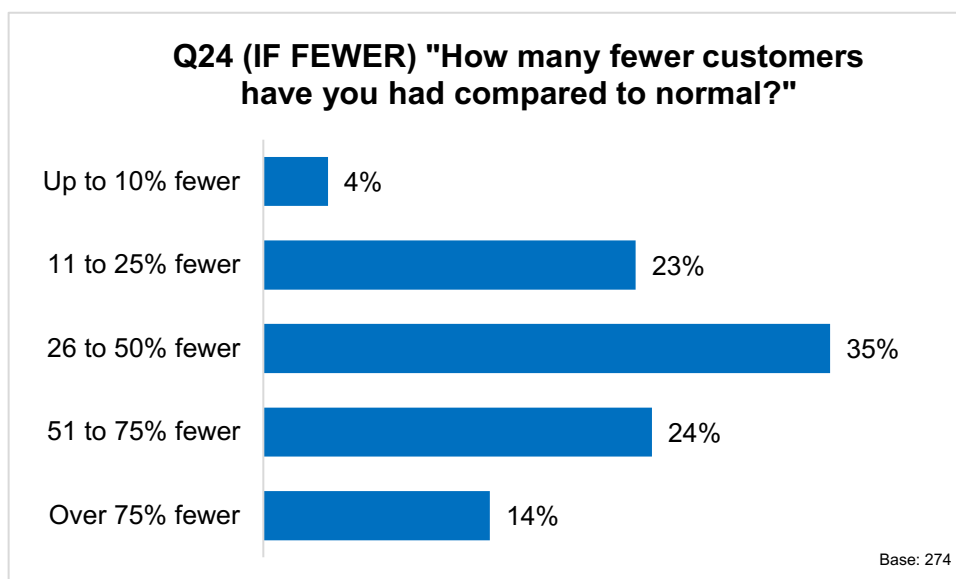
- 7.5 Some operators are gratefully receiving income following a large part of the year with none or reduced income. The sample size for the above question is too small to split by sector or region.

"Demand is so high that we are turning down over 200 people a week"
Caravan park, North

- 7.6 Some operators report booming demand from the domestic market as British holidaymakers remain in the UK instead of going abroad.

"We had a lot of new bookings and enquiries yesterday from people who don't want to quarantine when they get back from Spain, so they're coming here instead"
Caravan park, North

Scale of reduced custom



Q24 has been asked to open businesses receiving fewer customers than normal for this time of year

Business is well down for many operators

- 7.7 In spite of being able to reopen and finally gather some desperately needed income, customer levels are significantly down for many operators.
- 7.8 When rebased to all open businesses, one in six (17%) open businesses have had less than half their normal level of custom for this time of year. The sectors struggling the most appear to be:
- Activity providers – 37% of those open have had less than half their normal custom
 - Hostels – 32% of those open have had less than half their normal custom
 - Restaurants, pubs & cafes – 30% of those open have had less than half their normal custom
- 7.9 Some activity operators and attractions depend heavily on school trips, and these have not been happening.

"We have been wiped out this year. We depend on school visits but they have been told by the educational authority to cancel any trips for the next month or so. But we are looking hopeful for next year as we are already almost fully booked, even in the times we're normally quiet."

Activity operator, North

"The education sector has been hit particularly hard ... at the moment no-one is even considering a school trip for June 2021. We will survive but at considerable personal loss. All our set-up, marketing and clients are schools so everything has been cancelled."

Activity provider, South West

"We are just doing exclusive hire for 30 people with no catering as opposed to the 60 people we can have here in normal times"
Hostel, North

Otherwise reduced capacity is a key theme

- 7.10 As discussed, with some exceptions like no school trips for activity operators & attractions, the key reason for reduced customer numbers is reduced capacity. The demand is there – it just can't be fulfilled.

"We've made the camping pitches bigger so there's more room for social distancing, but less capacity. The toilet blocks are operating on a 'two in, two out' basis; people are queuing ... at the moment, we're mad busy. The phone hasn't stopped. It starts at 7:30am and I had someone call me at midnight, last night, wanting to book a pitch for camping. People are just desperate to get away."
Caravan park, North

Later reopening for restaurants, pubs & cafes

- 7.11 This sector reopened for indoor customers later than the other tourism sectors. Some tourists came from England before reopening not realising the rules are different in Wales.

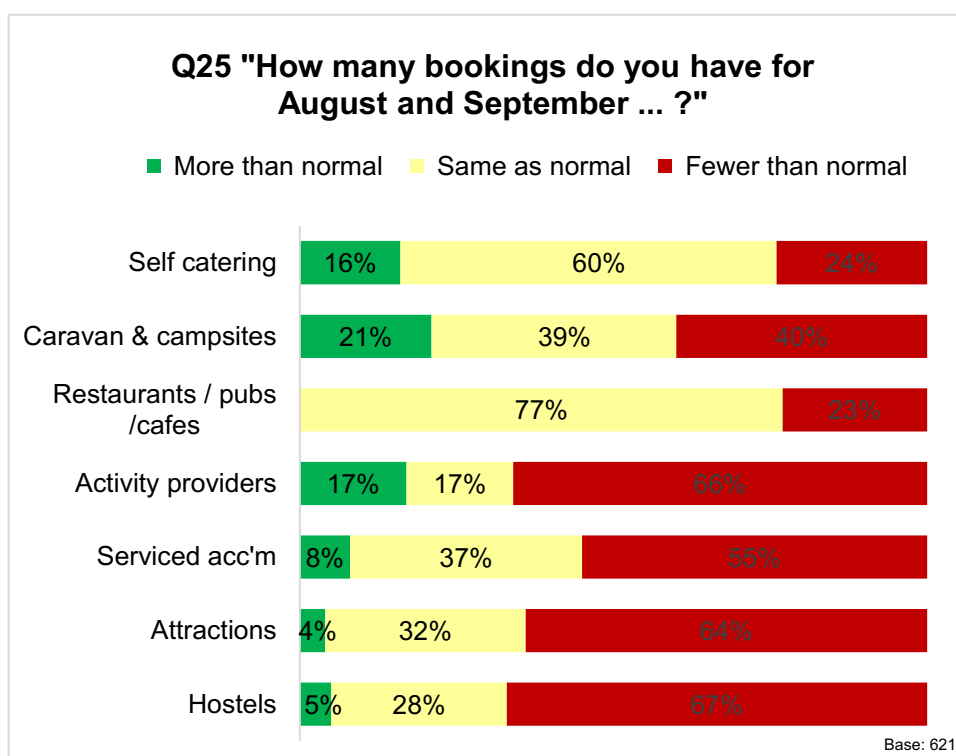
"It's been tough, not being able to open and being behind England. We've had people knocking the door, expecting us to be open because they don't realise it's different in Wales."
Pub, South West

Depends on the type of regular customer

- 7.12 Some operators have a core customer base of older visitors. Some say they are seeing reduced business, or they are receiving younger visitors compared to normal.

"We're getting guests who are much younger than our usual 50s-70s category. Most of our bookings are for people in their 30s and below. I'm guessing that the older people are waiting to see what happens."
Serviced, South West

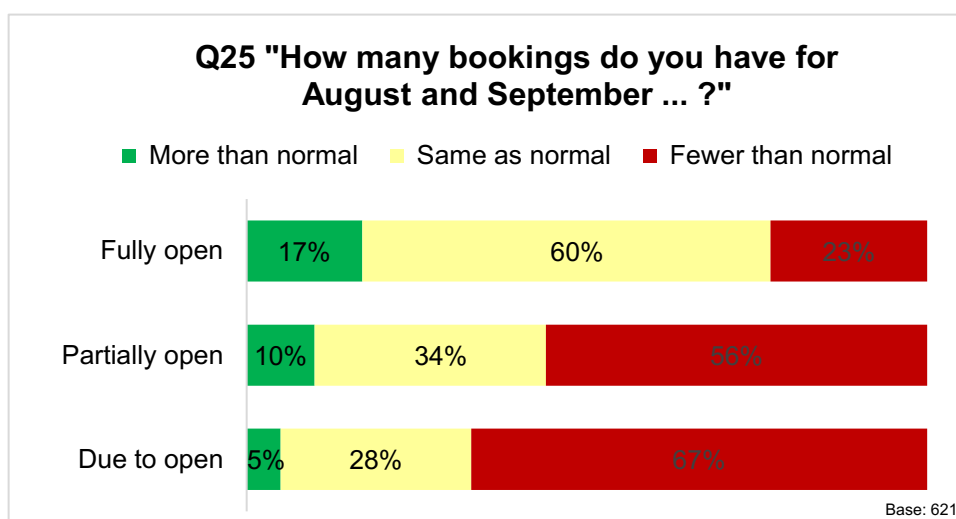
Advance bookings for August and September



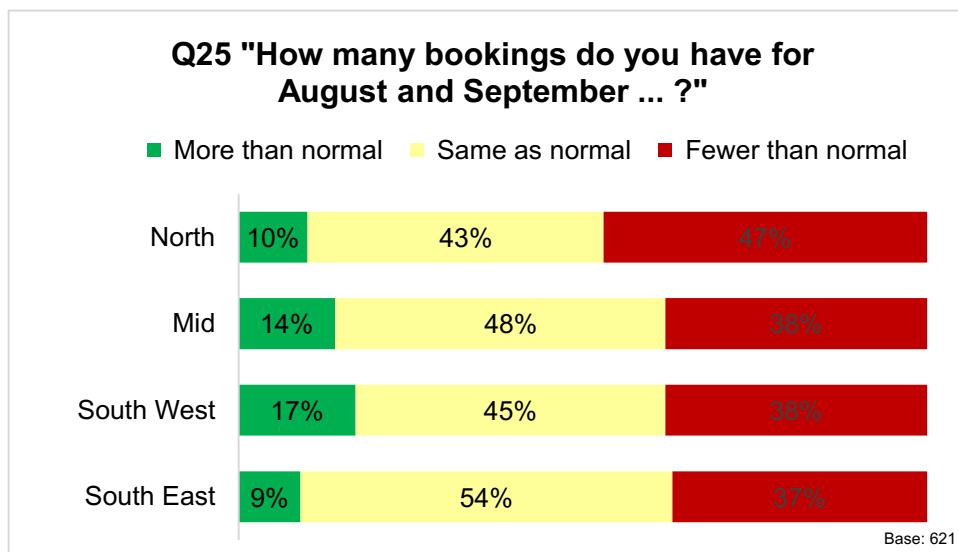
The base for Q25 is businesses which are open / plan to reopen, and take bookings

Similar picture to current performance

- 7.13 13% of businesses open or planning to open have more bookings than normal for August and September, 46% have the same level and 41% have fewer. Within accommodation, sectors where guests are more easily socially distanced such as in self catering and caravan & campsites are generally faring better than serviced accommodation and hostels.
- 7.14 As with customers to date, bookings correlate strongly with opening capacity, as the chart below shows:



Differences by region



7.15 By region, the balance between those with more bookings than normal and those with fewer is most negative in North Wales.

September looks quiet for many, but possibly due to 'wait and see' behaviour

7.16 While August is busy for some operators, booking levels seem to drop off in September. It is thought that holidaymakers are waiting to see what happens with the lockdown situation before booking.

"August is very busy but September is quiet as I think people are booking very last minute"

Caravan park, North

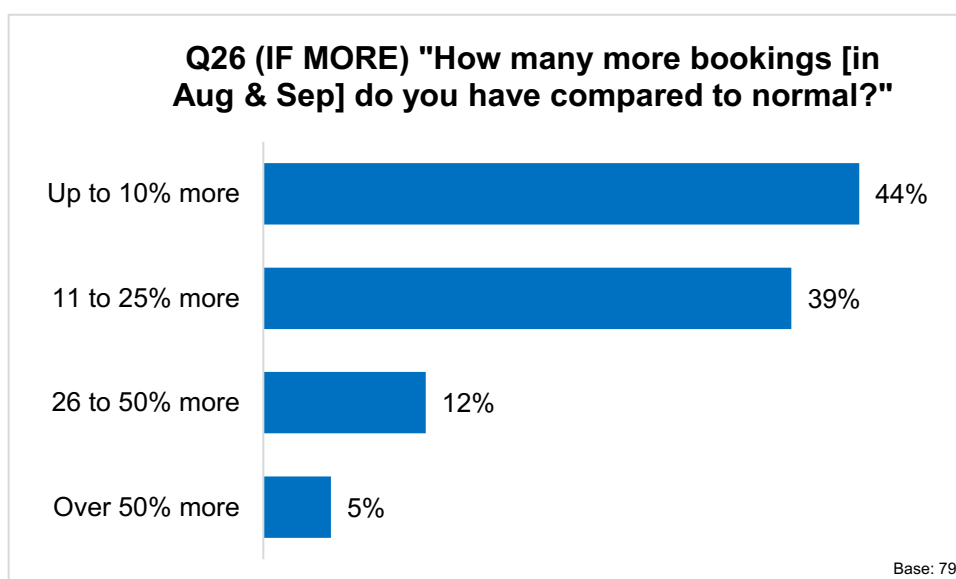
"We'd normally have bookings already for the autumn but people are worried about a second spike"

Serviced, South West

"September is quiet at the moment as people are waiting to see if there is a second wave"

Caravan park, North

Scale of increased bookings



Q26 has been asked to businesses having more bookings than normal for this time of year

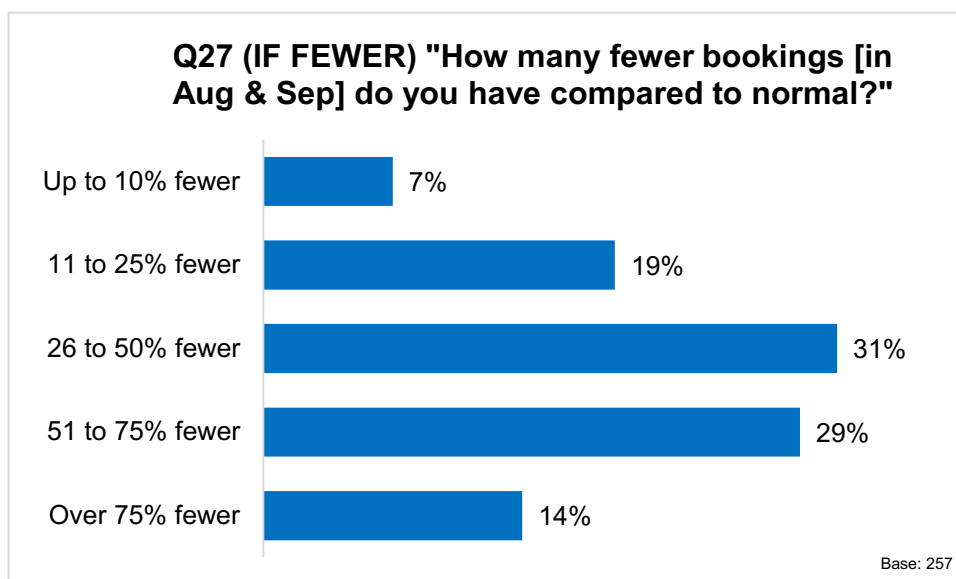
Some operators are in for a very busy couple of months

7.17 Despite a limit to how many more bookings an operator can take compared to a period which is normally busy, some operators are experiencing and are able to fulfil a significant level of demand. The sample size for the above question is too small to split by sector or region.

"We have bookings until the end of October. Our autumn season looks like it's going to last longer than usual. We only have one property but could have sold it over and over. We have enquiries every day and are turning people away."

Self catering, South West

Scale of decreased bookings



Q27 has been asked to open businesses receiving fewer customers than normal for this time of year

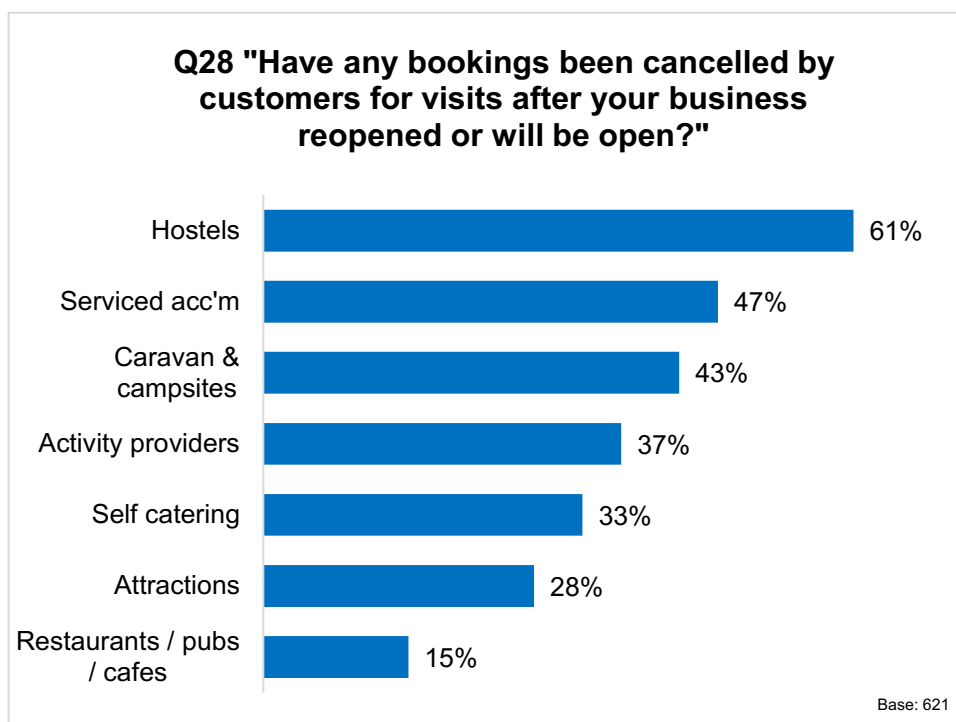
Some businesses are well down on normal

- 7.18 43% of businesses experiencing a decrease in bookings compared to normal for August and September have below half of their normal booking level. Among all businesses taking bookings for August and September, one in six (17%) have below half of their normal booking level.
- 7.19 The sector struggling the most is activity providers – 40% of those taking bookings for Aug & Sep have below half their normal level. This is linked to operating capacity and not being able to fulfil enquiries.

"We're taking out a family of four today, instead of our usual group of thirty people, which might comprise six families. Social distancing has scuppered us and a lot of businesses are going under because of it."

Activity provider, South West

Customers cancelling bookings



The base for Q28 is businesses which are open / plan to reopen, and take bookings

Significant level of bookings being cancelled

7.20 About two in five (39%) businesses taking bookings have experienced some of those bookings being cancelled by customers. However, as there is so much demand, cancellations often get replaced.

7.21 By region, the proportion of businesses experiencing cancellations by customers is lowest in South East Wales:

- North Wales: 48% have experienced cancellations
- Mid Wales: 46% have experienced cancellations
- South West Wales: 36% have experienced cancellations
- South East Wales: 18% have experienced cancellations

7.22 There are many reasons given why customers cancel, including:

- Can't find accommodation / accommodation booking falls through
- Development of Covid symptoms
- Afraid of catching the virus / still shielding
- The customer's area goes back into lockdown
- Certain types of group not yet permitted / feasible

- Weather
- Put off by lack of open facilities (especially campsites)
- Can no longer afford the trip
- Overseas visitors unable to get there

“One couldn't face it. One was from Leicester. People have just had cold feet. Others have cut down from ten days to three or four days. One's husband had been made redundant. One's been furloughed and can't afford it. There have been all sorts of reasons. We're giving refunds to everybody.”

Caravan park, North

“One lived in Greater Manchester. The others had unwell family members.”

Self catering, Mid

“We've had loads of cancellations because we emailed Covid guidelines to all our guests. A lot of guests cancelled because of that. They had booked early on, hoping it would be fine by August but there are still measures that we all have to follow.”

Caravan park, North

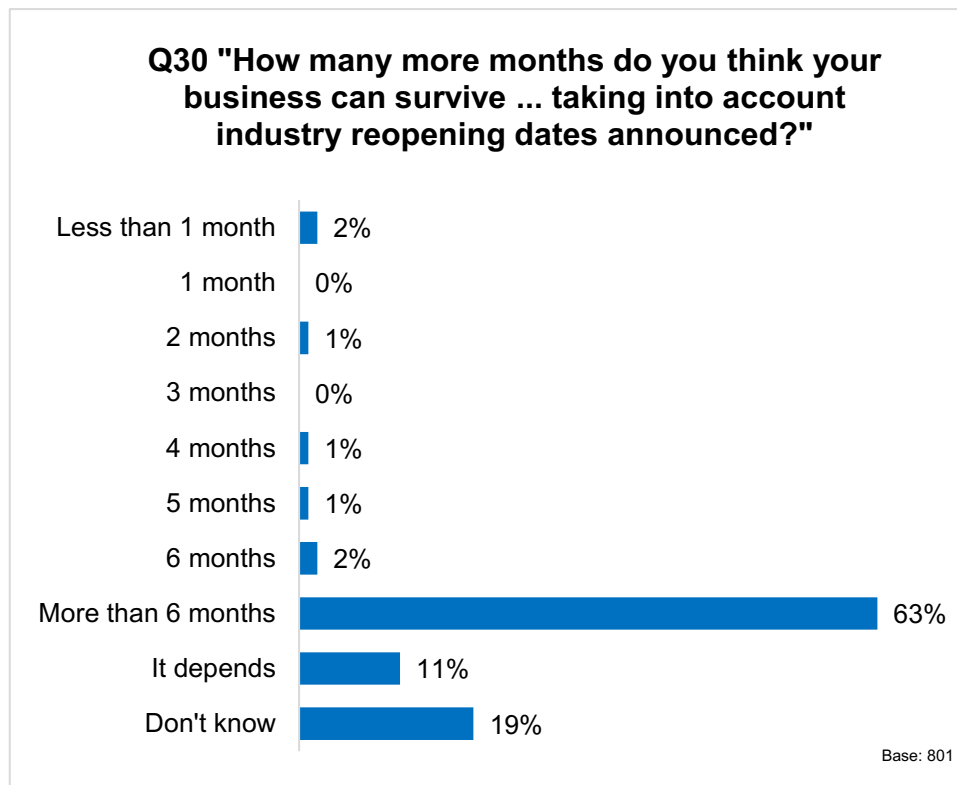
But high demand means that cancelled bookings can quickly get replenished

7.23 As demand currently seems to exceed supply because of reduced operating capacity, customers who cancel are often quickly replaced by others.

“I've never known so many cancellations but funnily enough as soon as we have a cancellation (usually because our pool, gym and spa are closed) we get another booking in its place”

Self catering, South West

Business survival



Much healthier outlook than a few months ago

7.24 Only 7% of operators say they don't expect to survive longer than the next six months. In the previous survey in late April, the proportion was 33%.

7.25 Reopening just in time for the summer has given businesses some desperately needed income and has prolonged their survival – for now.

"If we don't make much money in August we seriously will have to fold the business and rehome all the animals"

Attraction, North

Differences by sector

Expected length of business survival	Sector						
	Serviced acc'm	Self catering	Caravan / campsites	Hostels	Attractions	Activity providers	Rest'rnt / pubs / cafes
Up to 6 months	7%	8%	3%	-	5%	16%	8%
More than 6 months	59%	69%	82%	67%	55%	38%	53%
It depends	10%	8%	9%	17%	12%	24%	17%
Don't know	24%	15%	6%	16%	28%	22%	22%
Base:	256	282	78	24	75	50	36

- 7.26 The future of caravan & campsites in Wales looks fairly secure for the time being, with most (82%) saying they expect to survive for longer than the next six months.
- 7.27 At the other end of the scale, the survival of activity providers is uncertain, with the lowest proportion (38%) of any sector saying they expect to survive longer than another six months.
- 7.28 Among businesses answering 'it depends on certain factors', the main factors are discussed below.

Whether there is a second wave, and the extent of the lockdown

- 7.29 Some operators say they have survived the first 'wave' of the pandemic, but would not expect to survive a second one. Others say that surviving a second wave would depend on the length and extent of the lockdown.

"As long as there isn't another sustained lockdown, we'll survive. If there is, the business would probably find itself on the market."

Attraction, Mid

"If we get a second spike then we are really done for"

Serviced, North

How much income they can gather now while they have the chance

- 7.30 The summer offers the best chance of survival as it is the busiest time of year for tourism, and the industry is allowed to operate at the moment. Businesses need to earn whatever income they can while they have the chance.

"It depends on how many people we get through now"

Activity provider, South East

How long it will take before full capacity can be resumed

- 7.31 Some operators are doing their best to make ends meet with reduced capacity but cannot continue like that indefinitely.

“Although we can open, it’s at a reduced level. How long can we survive? Maybe till the end of the year.”

Serviced, Mid

When school trips can resume

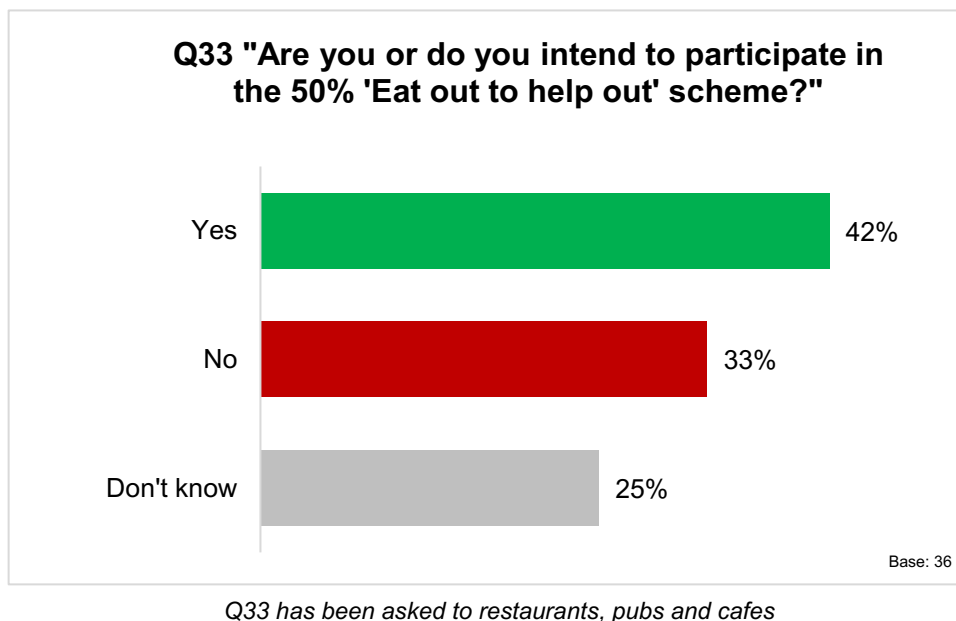
- 7.32 Some operators in the activities, attractions and hostels sectors are particularly reliant on school trips. Restrictions on school trips have not yet been lifted, and the survival of some businesses which depend on this market is at stake.

“If schools are not allowed to go on residential courses next year, the business may not survive”

Activity provider

8. Government Schemes and Further Desired Support

Eat out to help out



Mixed take-up

- 8.1 The UK government's 50% 'Eat out to help out' scheme has seen mixed take-up among restaurants, pubs and cafes in Wales.
- 8.2 Some operators are not eligible for the scheme as they mostly sell take-away food. Operators have had to adapt the way they operate to survive the lockdown period.

"We were in a fortunate situation where our food translated well into a take-away menu. We'd never done take-away food before but it's been going really well."

Restaurant, Mid

"I'm not eligible for the 'Eat Out' scheme, as I mostly sell take-away food"

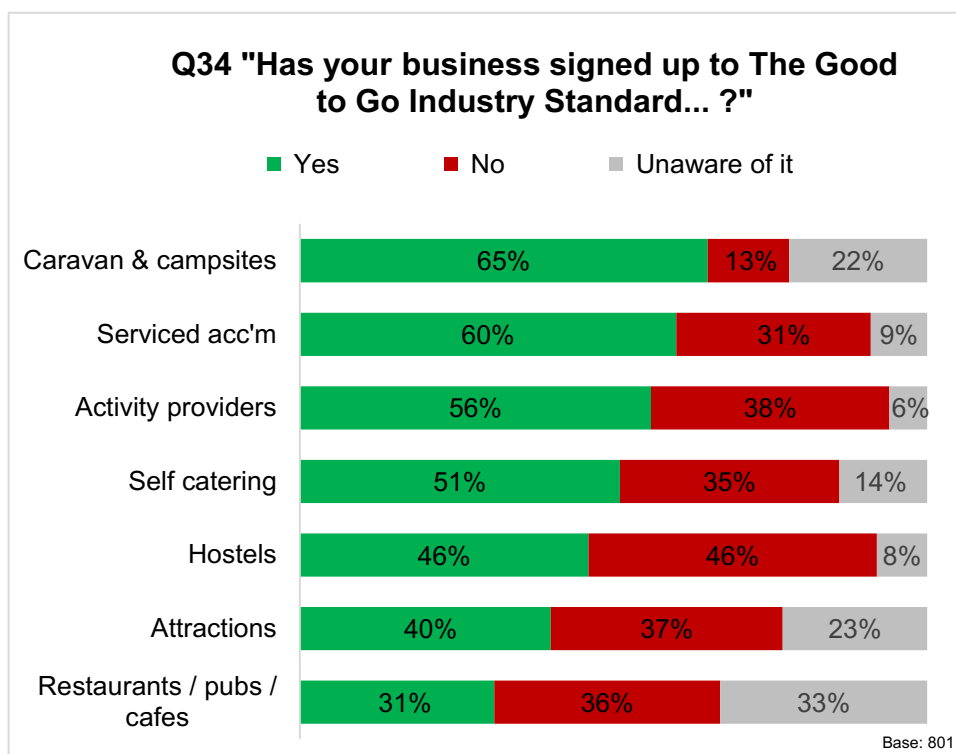
Café, South East

- 8.3 There are also some subtle complications if operators are using an old-fashioned till.

"The 'eat out' scheme will be tricky to administer with an antiquated till system. With a shandy, for example, the discount would only be on the lemonade – or is it all classed as one drink? The same goes for a gin and tonic."

Serviced, South West

Good to Go Industry Standard



Varied sign-up by sector

8.4 Just over half (54%) of businesses have signed up to the Good to Go industry standard. The proportion is highest among caravan & campsites (65%) and lowest among restaurants, pubs & cafes (31%). Differences by region are not significant.

8.5 Many of those previously unaware of the standard are now looking into it.

"I'll check out the 'Good to Go' industry standard today"
Serviced, North

Desired support

- 8.6 We have asked respondents the open question, *“Other than financial support, what support does your business need?”*. We discuss the main themes below.

Clarity for the public on the differences between England and Wales

- 8.7 The difference in Covid rules between England and Wales is causing some operators problems. Not all English visitors understand that Wales makes its own rules on how to manage the pandemic and don't always like being told they have to adhere to different guidelines in Wales.

“People from over the border [in England] say “Well, that's allowed over here!”, when it's not in Wales. Clearer guidelines of the differences between England and Wales would help.”

Self catering, Mid

“Wales needs to project a wider message to England about the differences. People get quite cross on the phone when we have to explain to them that things are operating differently here.”

Activity provider, South West

“People who have come here from England are confused. The [UK] national news only talks about the rules in England so people come expecting the same.”

Restaurant, Mid

Clarity on what is allowed, and how to keep customers safe

- 8.8 There are many different guidelines relating to different types of business, and these guidelines can change as the crisis unfolds. Some operators are just overwhelmed by how much information there is to take in and figure out how it applies to them.
- 8.9 In particular, clarity on cleaning is needed.

“A lot of my frustration at the moment is the lack of clarity. The situation is so changeable and it's so hard to keep on top of it all. We've talked to the Environmental Heath people and Visit Wales and are getting emails. We're just trying to make sure we're up to date.”

Activity provider, South East

“It would be good to have clearer guidelines about what is required of us and our customers – mask wearing, for example. We're wearing masks but not everyone working in restaurants seems to be.”

Restaurant, Mid

“Some of the cleaning guidance and instruction isn't specific enough to smaller businesses, like our self-catering property. We feel nervous about it and don't want any of our guests to get sick. We feel we're making it up as we go along.”

Self catering, South West

Domestic marketing campaign to extend the season

- 8.10 Some operators do not expect to catch up enough income in the summer to get through the winter and so are very keen to see strong domestic marketing (in Wales and the whole of the UK) to extend the season.

“Visit Wales need to put on a very good advertising campaign to promote Wales and staycations to the other home nations”

Serviced, North

“Extending the season so that we can get people to book for the winter”

Caravan park, North

“Promotion is very important for the winter bookings as we have lost so many bookings. We are a 12 month holiday park so to be busy in the winter months would be excellent.”

Caravan park, North

School trips to resume

- 8.11 Operators which rely heavily on school trips are desperate for the restrictions to be lifted in some way.

“We are desperate for clarity from the education department. We don't understand why school trips aren't allowed, when schools are back and working in bubbles. We need reassurance that the decision will be reviewed and would like to know when.”

Activity provider, South East

Many people are not socially distancing

- 8.12 There are reports across different sectors that while operators are trying to make visits safe for their visitors, some visitors are not playing their part. Comments on this come particularly from North Wales. Operators need support from a higher authority.

“The community is worried because some visitors aren't adhering to the rules”

Self catering, North

“People are not social distancing in Llandudno. We all need to adhere to the same guidelines with social distancing. I wish everybody would take it seriously.”

Self catering, North

“Nobody seems to give a hoot. Only one person used our hand sanitiser on our check-in counter out of forty families who arrived on Saturday. A lot of people seem in 'holiday mode' and just want to forget about it all.”

Caravan park, North

Support from Visit Wales is much appreciated

8.13 Some operators comment positively on the support they are receiving from Visit Wales.

"I've very much appreciated the support given by Visit Wales. It's always good to have someone on the end of the phone who can help."

Self catering, North

Wales Tourism Business Barometer 2020: Covid-19 Impact Wave 4

Sector Which of the following best describes your business?

- Serviced accommodation..... ☐
- Self catering..... ☐
- Caravan / campsite ☐
- Hostel..... ☐
- Museum ☐
- Attraction ☐
- Activity operator ☐
- Restaurant / pub / cafe ☐

Q1 Which of the following best describes the current situation of your business / attraction?

- We are open – but had previously been closed due to the Covid-19 outbreak ☐
- We are open – and have been open throughout the Covid-19 outbreak ☐
- We have been open in 2020 – but are currently closed due to the Covid-19 outbreak ☐
- We still haven't yet opened in 2020 – but plan to open later this year ☐
- We still haven't yet opened in 2020 – and do not plan to open this year ☐

Q2 *If not open*

What is the main reason you are not open currently?

Prompt if necessary

- Covid-19 restrictions prevent my sector from being open ☐
- It would not be financially viable to open under current distancing guidelines ☐
- Staff shortages / illness..... ☐
- Temporarily closed the business ☐
- Permanently closed the business ☐
- Other..... ☐

Please specify other reason

Q3 *If open*

Which of the following describe your business currently?

Tick all that apply (but first option is exclusive)

- We are fully open ☐
- We are partially open – with reduced facilities ☐
- We are partially open – with reduced capacity ☐
- We are partially open – with reduced hours ☐
- Other ☐

Please specify other description

Q4 *If partially open*

At roughly what percentage of your normal business level are you currently operating?

- 90 – 99% ☐
- 80 – 89% ☐
- 70 – 79% ☐
- 60 – 69% ☐
- 50 – 59% ☐
- 40 – 49% ☐
- 30 – 39% ☐
- 20 – 29% ☐
- 10 – 19% ☐
- Less than 10% ☐

Q5 How many permanent paid staff does your business currently employ, excluding the proprietors?

- None ☐
- 1 ☐
- 2 ☐
- 3 ☐
- 4 ☐
- 5 ☐
- 6 to 10 ☐
- 11 to 50 ☐
- 51 to 100 ☐
- 101 to 250 ☐
- More than 250 ☐

Q6 How many seasonal workers would you normally employ at this time of year?

- None ☐
- 1 ☐
- 2 ☐
- 3 ☐
- 4 ☐
- 5 ☐
- 6 to 10 ☐
- 11 to 50 ☐
- 51 to 100 ☐
- 101 to 250 ☐
- More than 250..... ☐
- Don't know..... ☐

Q7 *If any seasonal workers normally employed*

If any, how many seasonal workers do you currently employ?

- None ☐
- 1 ☐
- 2 ☐
- 3 ☐
- 4 ☐
- 5 ☐
- 6 to 10 ☐
- 11 to 50 ☐
- More than 50 ☐

Please specify how many

Q8 *If staff*

What impacts is your business experiencing in relation to staff because of Covid-19?

Tick all that apply

- Have had to furlough staff ☐
- Have had to reduce staff hours ☐
- Have had to make redundancies ☐
- Have issued notice of redundancy to staff or are intending to make staff redundant following a consultation period ☐
- Anticipating having to make staff redundant in the future ☐
- No impact ☐
- Other impact ☐

How many people do you currently have on furlough?

(Other) Please specify other impact

Q9 *If have reduced hours*

For how many of the following types of staff have you had to reduce hours?

Full time permanent staff

Part time permanent staff

Q10 *If have made redundancies*

How many of the following types of staff have you had to make redundant?

Full time permanent staff _____

Part time permanent staff _____

Q11 Considering the redundancies you have made, what is the approximate difference this makes to your monthly staff costs?

Monthly amount saved (£) _____

Q12 *If part time redundancies*

What is the full time equivalent of the part time redundancies?

E.g. 2 people who were each working 50% of full time hours would equal 1 full time equivalent person

No. of full time equivalent people _____

Q13 *If have issued notice of redundancy or are in redundancy consultation with staff*

How many staff have been issued with notice of redundancy or are you planning to make redundant?

Full time permanent staff _____

Part time permanent staff _____

Q14 Considering the redundancies you have planning, what is the approximate difference this will make to your monthly staff costs?

Monthly amount to be saved (£) _____

Q15 *If part time redundancies planned*

What is the full time equivalent of the part time redundancies planned?

E.g. 2 people who were each working 50% of full time hours would equal 1 full time equivalent person

No. of full time equivalent people _____

Q16 In which month do you expect redundancies might happen?

July ☐

August..... ☐

September..... ☐

October ☐

Later than October ☐

Don't know..... ☐

Prefer not to say..... ☐

Q17 *If future redundancies expected*

How many of the following types of staff do you anticipate needing to make redundant in the future?

Full time permanent staff _____
Part time permanent staff _____

Q18 In which month do you expect redundancies could happen?

August..... ☐
September..... ☐
October..... ☐
November..... ☐
December..... ☐
Later than December..... ☐
Don't know..... ☐
Prefer not to say..... ☐

Q19 Would you mind giving us an indication of how much revenue your business has lost so far due to the Covid-19 crisis?

Haven't lost any revenue ☐
Up to £1,000..... ☐
£1,001 - £2,500..... ☐
£2,501 - £5,000..... ☐
£5,001 - £10,000..... ☐
£10,001 - £25,000..... ☐
£25,001 - £50,000..... ☐
£50,001 - £100,000..... ☐
£100,001 - £250,000..... ☐
£250,001 - £500,000..... ☐
£500,001 - £1,000,000..... ☐
More than £1,000,000..... ☐
Don't know..... ☐

Q20 And roughly what proportion of your normal annual revenue does that loss represent so far?

2% or less..... ☐
3 - 5%..... ☐
6 - 10%..... ☐
11 - 15%..... ☐
16 - 20%..... ☐
21 - 30%..... ☐
31 - 40%..... ☐
41 - 50%..... ☐
51 - 60%..... ☐
61 - 70%..... ☐
71 - 80%..... ☐
Over 80%..... ☐
Don't know..... ☐

Q21

Have you or your business applied for, and accepted, any of the following support?

	Applied, were successful, and accepted	Applied, were successful, but did not accept	Applied, but still awaiting outcome	Applied, but were unsuccessful	Did not apply
Welsh Government Economic Resilience Fund	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Development Bank of Wales Loan Scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
UK Government business interruption loan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business rate grant of up to £10,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business rate grant of up to £25,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Universal credit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Self-employment scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bounce-back Loans Scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q22

If currently open

From the point at which you were able to open your business after lockdown, how many customers have you had compared to the levels you would normally expect at this time of year?

More than normal

Same as normal.....

Fewer than normal

☐

☐

☐

Q23

If more than normal

How many more customers have you had compared to normal?

Up to 10% more

11 to 25% more.....

26 to 50% more.....

Over 50% more.....

☐

☐

☐

☐

Q24

If fewer than normal

How many fewer customers have you had compared to normal?

Up to 10% fewer

11 to 25% fewer

26 to 50% fewer

50 to 75% fewer

Over 75% fewer

☐

☐

☐

☐

☐

Q25 *If open or will reopen in 2020*

How many bookings do you have for August and September compared to normal for the time of year?

- More than normal ☐
- Same as normal ☐
- Fewer than normal ☐
- Don't take bookings ☐

Q26 *If more than normal*

How many more bookings do you have compared to normal?

- Up to 10% more ☐
- 11 to 25% more ☐
- 26 to 50% more ☐
- Over 50% more ☐

Q27 *If fewer than normal*

How many fewer bookings do you have compared to normal?

- Up to 10% fewer ☐
- 11 to 25% fewer ☐
- 26 to 50% fewer ☐
- 50 to 75% fewer ☐
- Over 75% fewer ☐

Q28 *If open or will reopen in 2020*

Have any bookings been cancelled by customers for visits after your business reopened or will be open?

- Yes ☐
- No ☐

Q29 *If customers have cancelled even when open*

Do you know any of the reasons why customers have cancelled bookings even though you are or will be open?

- Q30 How many more months do you think your business can survive, taking into account industry reopening dates announced?
- Less than 1 month..... ☐
- 1 month ☐
- 2 months ☐
- 3 months ☐
- 4 months ☐
- 5 months ☐
- 6 months ☐
- More than 6 months ☐
- It all depends on certain factors..... ☐
- Don't know..... ☐
- Q31 What does the survival of your business depend on the most?
- _____
- _____
- Q32 Other than financial support, what support does your business need?
- _____
- _____
- Q33 *If restaurant / pub / cafe*
- Are you or do you intend to participate in the 50% 'Eat out to help out' scheme?
- Yes ☐
- No..... ☐
- Don't know..... ☐
- Q34 Has your business signed up to The Good to Go Industry Standard?
- Yes ☐
- No..... ☐
- Unaware of it ☐