

ERBID How's Business Survey

April 2024

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June 2024



Executive Summary

Compared to April 2023 businesses reported that:

April 2024 Visitor levels:

Increased 8% / Stayed the same 14% / Decreased 78%

Estimated actual change in visitors -23%

April 2024 Turnover levels:

Increased 14% / Stayed the same 11% / Decreased 75%

Estimated actual change in turnover -22%

May 2024 Outlook is:

Better than last year 16% / Same as last year 32% / Not as good as last year 52%

June 2024 Outlook is:

Better than last year 12% / Same as last year 17% / Not as good as last year 71%

July 2024 Outlook is:

Better than last year 10% / Same as last year 21% / Not as good as last year 69%

Optimism:

Optimism score is 4.34 out of a possible 10

April 2024 – Key results

An early Easter along with exceptionally wet weather, has resulted in over three quarters of all businesses (78%) experiencing a decrease in their visitors/customers during April 2024 and a similar proportion, 75%, experiencing the same in terms of their turnover – each representing significant decreases of -23% and -22% respectively compared with April 2023.

The majority of businesses anticipated decreased bookings for May (52%), June (71%) and July (69%) compared with 2023 levels, although these figures may change as we collect data for each of these months.

At 79%, businesses are currently most concerned about decreasing visitor numbers/booking levels (a decrease of 2% compared with last month), followed by the increase in the cost of living generally (69%, a decrease of 9% compared with last month), rising energy costs (66%, 67% last month) and increases in other business costs e.g. food and other business supplies etc. (62%, compared with 61% last month).

At 4.34 out of 10.00, the optimism score decreased again compared to last month and fell to its lowest level recorded over the last 12 months.

This month's survey has a sample of 90 businesses.

February – April 2024 – General performance

With little positive news to report, the February to April period has remained a challenging operational climate for the vast majority of tourism businesses with April in particular seeing the largest proportions of businesses to date for the last 12 months reporting decreases in both their visitors/customers (78%) and turnover (75%) compared to April 2023, largely as a result of the early Easter but also the poor, wet weather during the school holiday period.

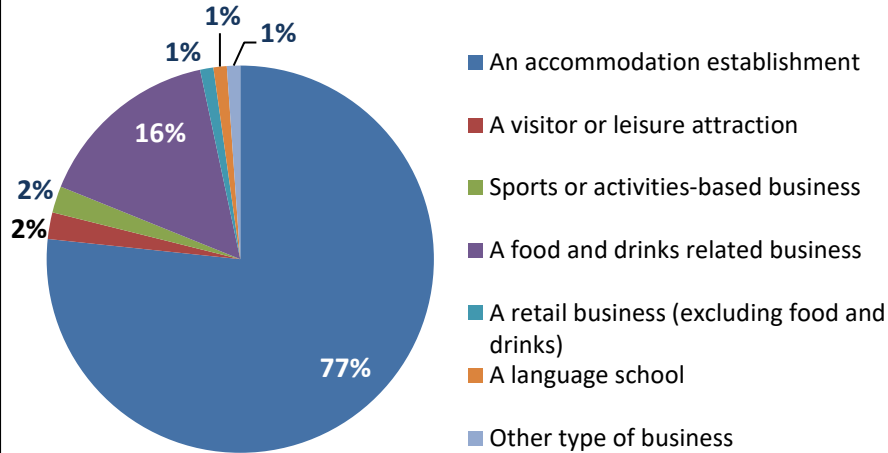
Some businesses have commented on the negative impacts of the roadworks along The Strand in Torquay impacting on their business levels and the visitor experience in general, whilst many are starting to report on the negative impacts on their May and future bookings due to the Cryptosporidium outbreak in Brixham during May which is most likely to feature heavily in next month's report.

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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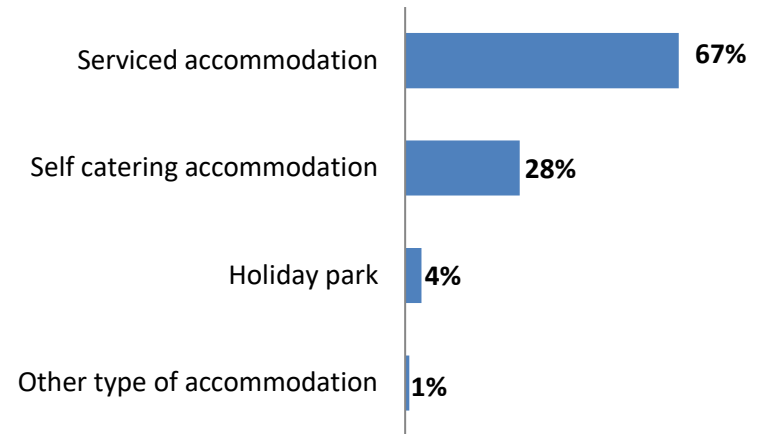
Sample profile, business location and status

BUSINESS TYPE



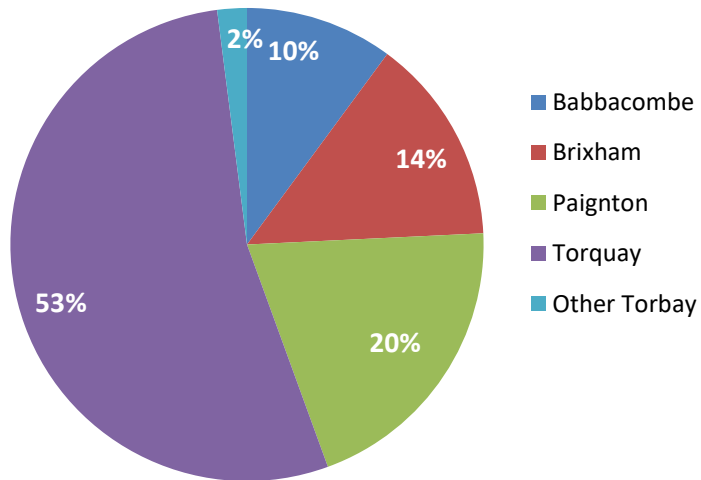
Base: 90

ACCOMMODATION TYPE



Base: 69

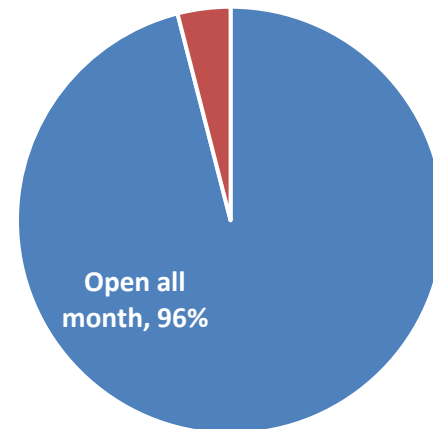
BUSINESS LOCATION



Base: 90

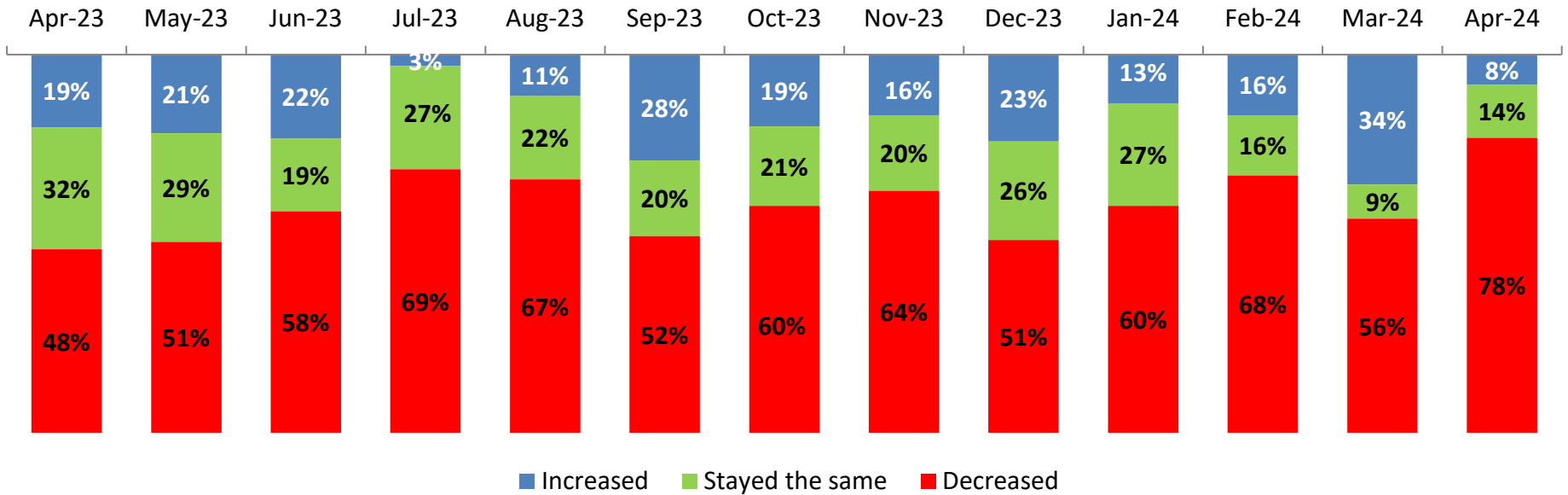
BUSINESS STATUS

Open part of the month, 4%

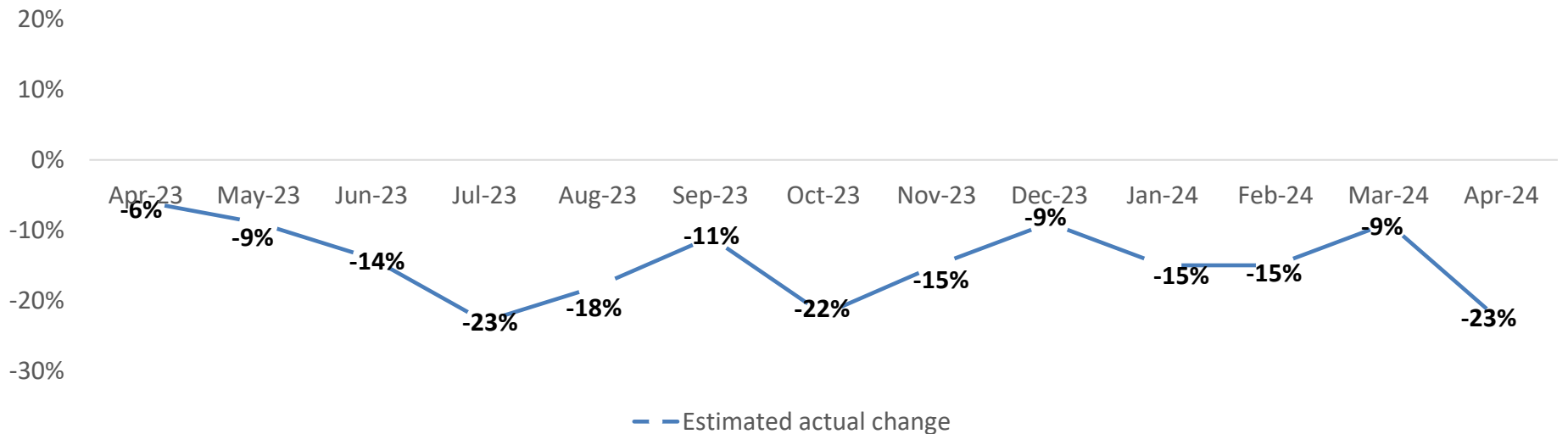


Base: 90

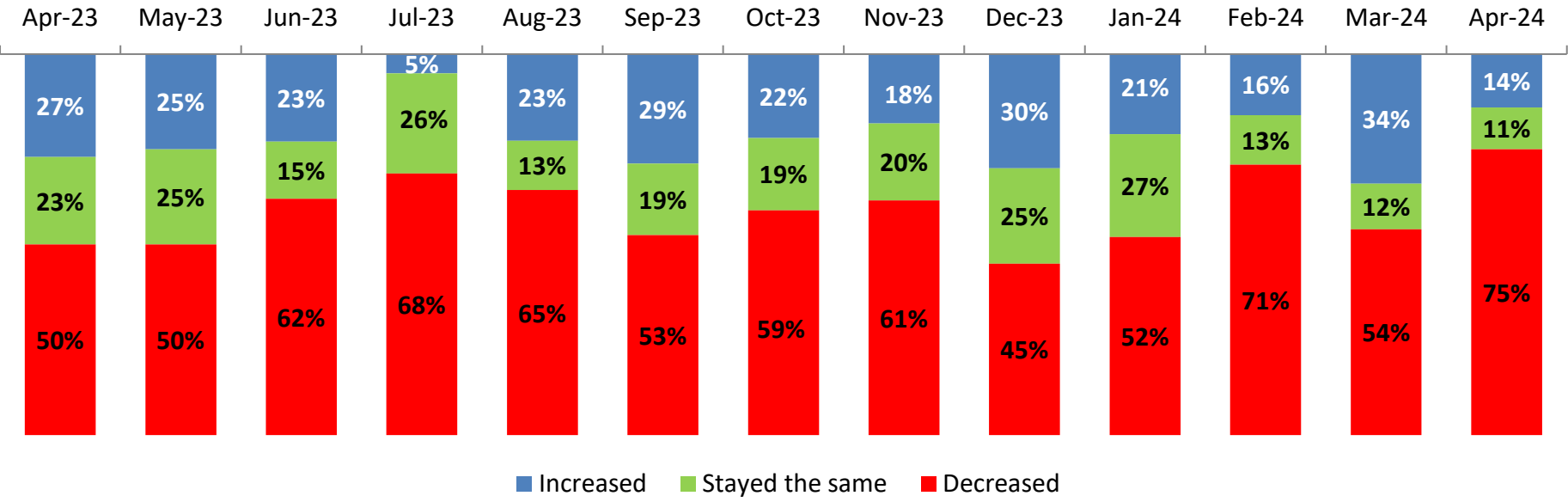
Performance – Number of visitors compared to previous year



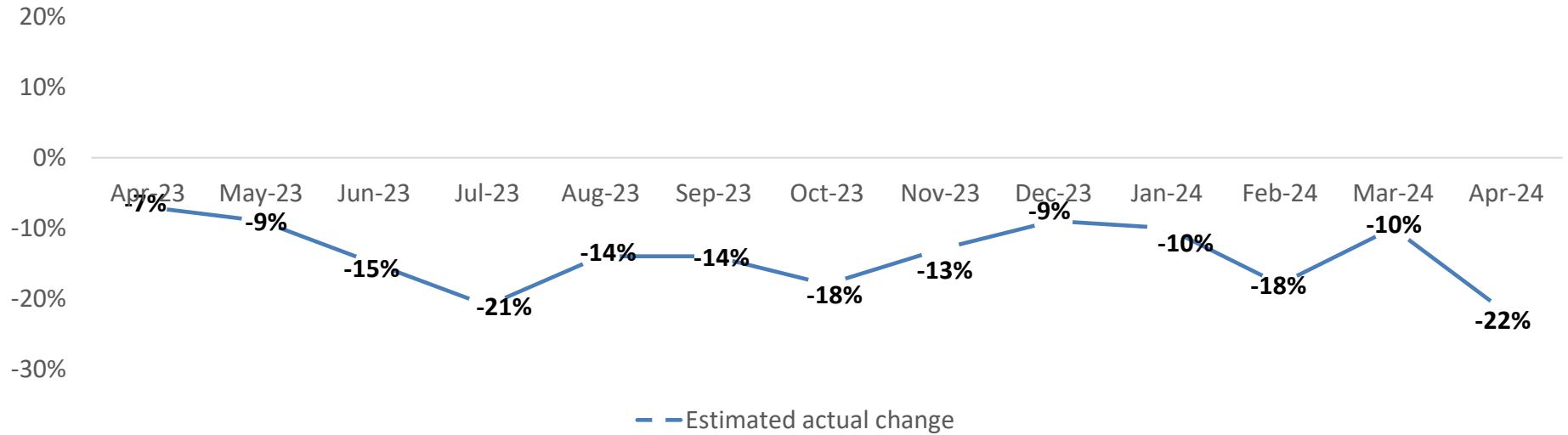
ESTIMATED ACTUAL CHANGE IN VISITORS



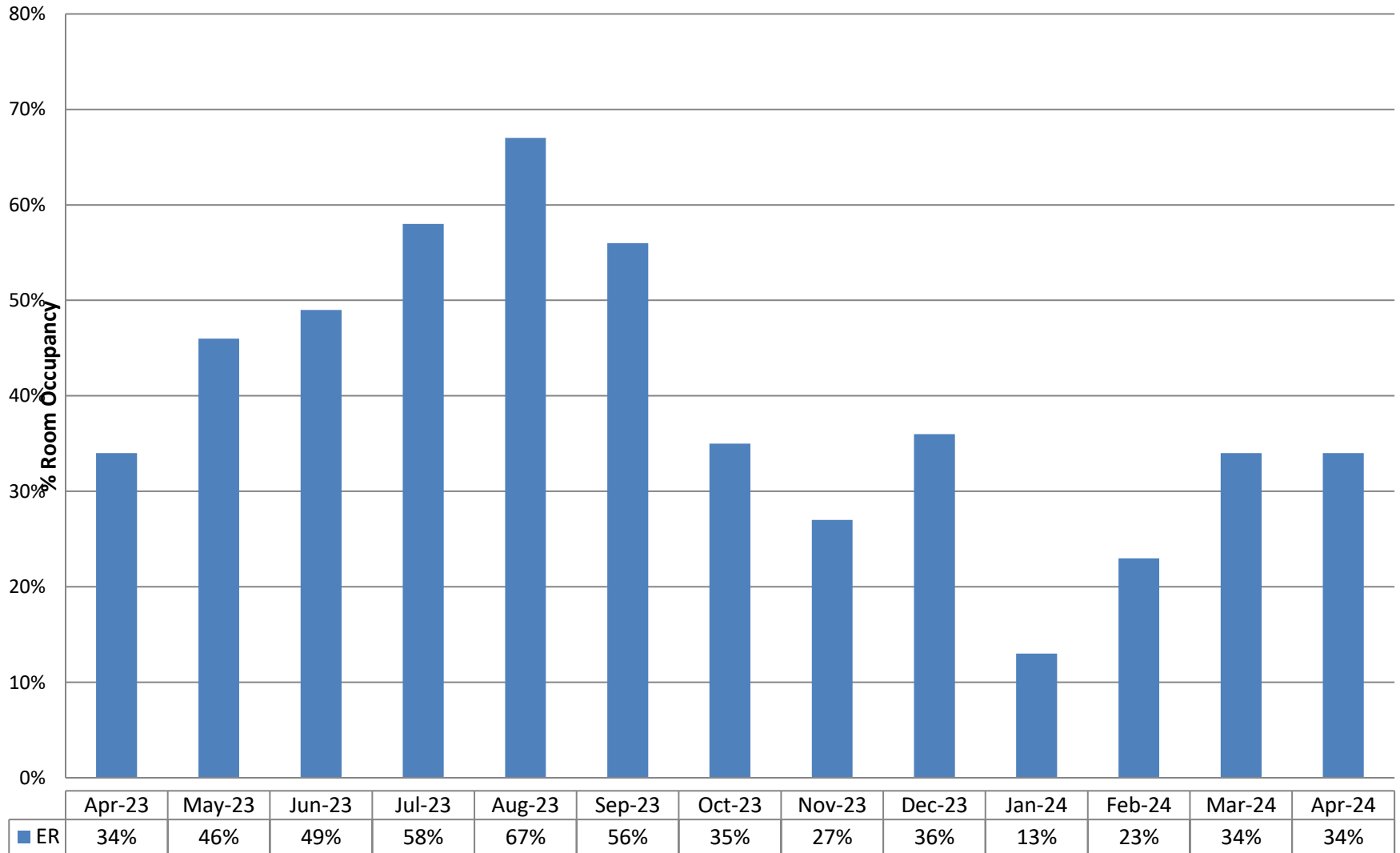
Performance – Turnover compared to previous year



ESTIMATED ACTUAL CHANGE IN TURNOVER

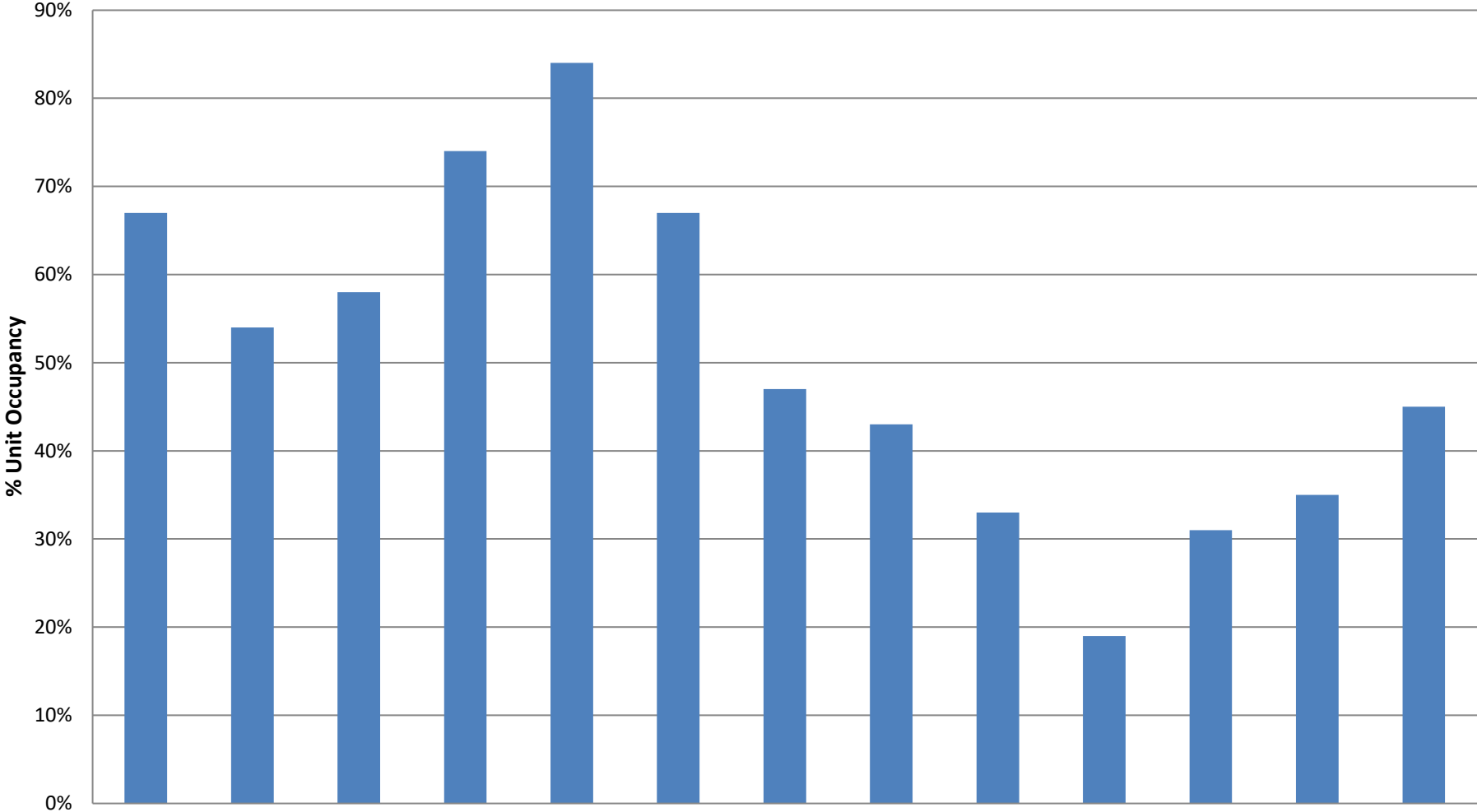


Performance – Serviced Room Occupancy



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 – Self Catering Unit Occupancy

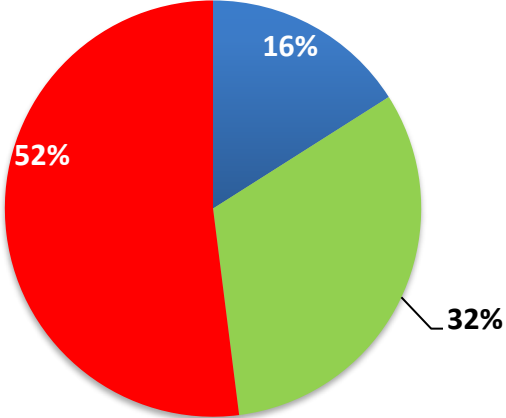


	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24
■ ER	67%	54%	58%	74%	84%	67%	47%	43%	33%	19%	31%	35%	45%

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Outlook – Based upon forward booking levels

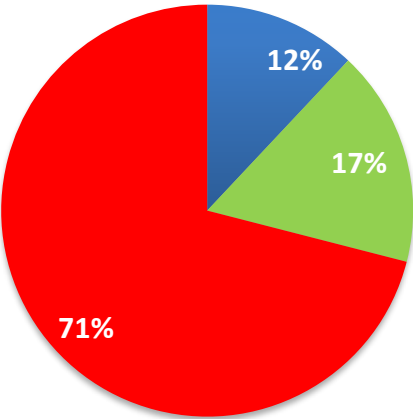
MAY 2024



■ Better than last year ■ Same as last year
■ Not as good as last year

Base: 69

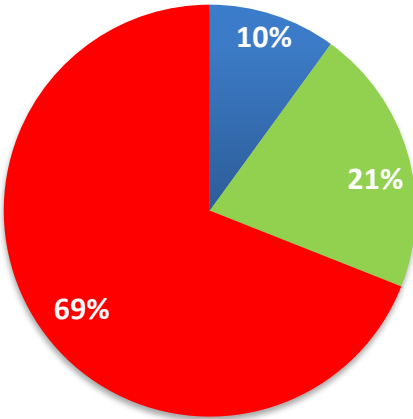
JUNE 2024



■ Better than last year ■ Same as last year
■ Not as good as last year

Base: 69

JULY 2024

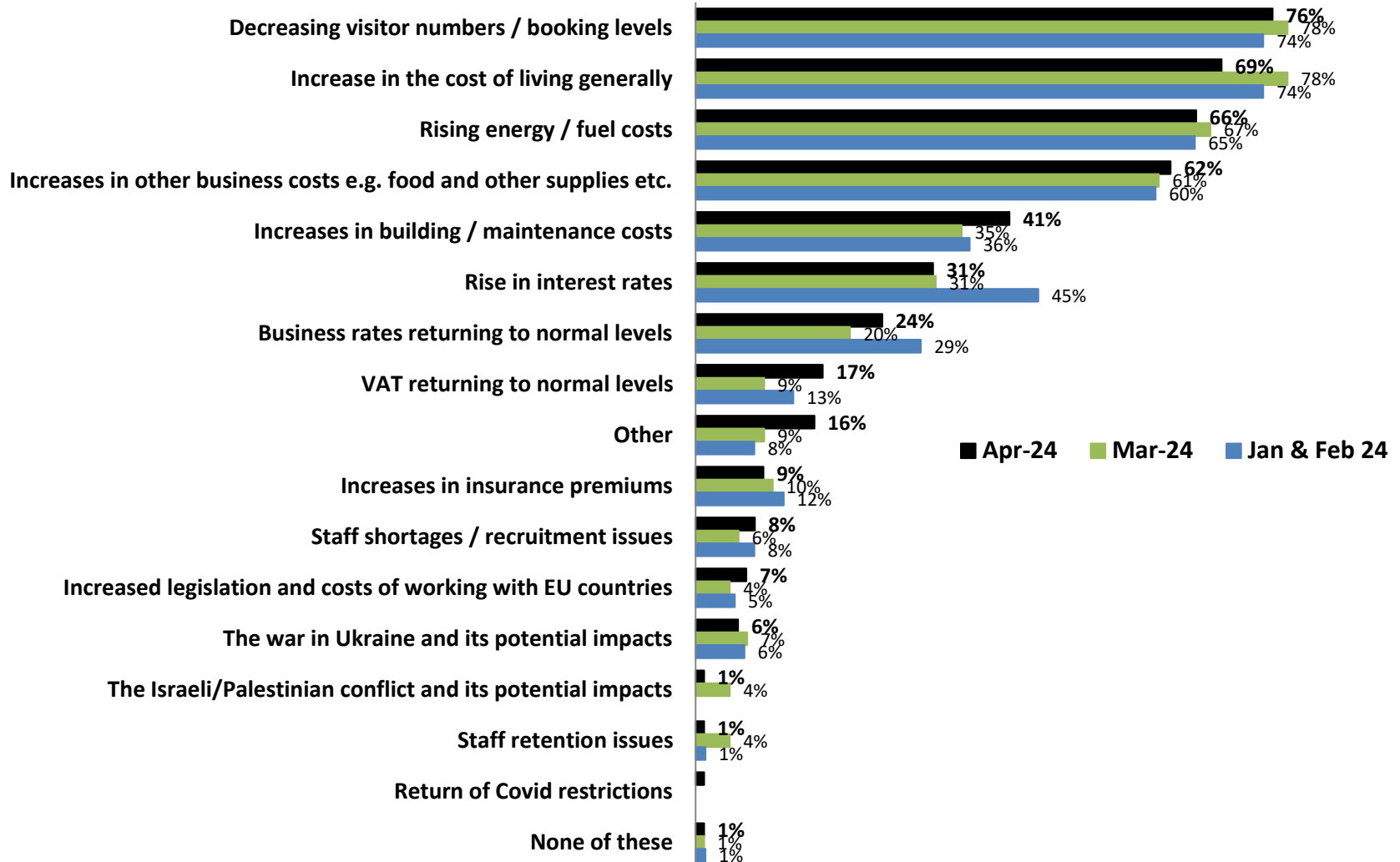


■ Better than last year ■ Same as last year
■ Not as good as last year

Base: 68

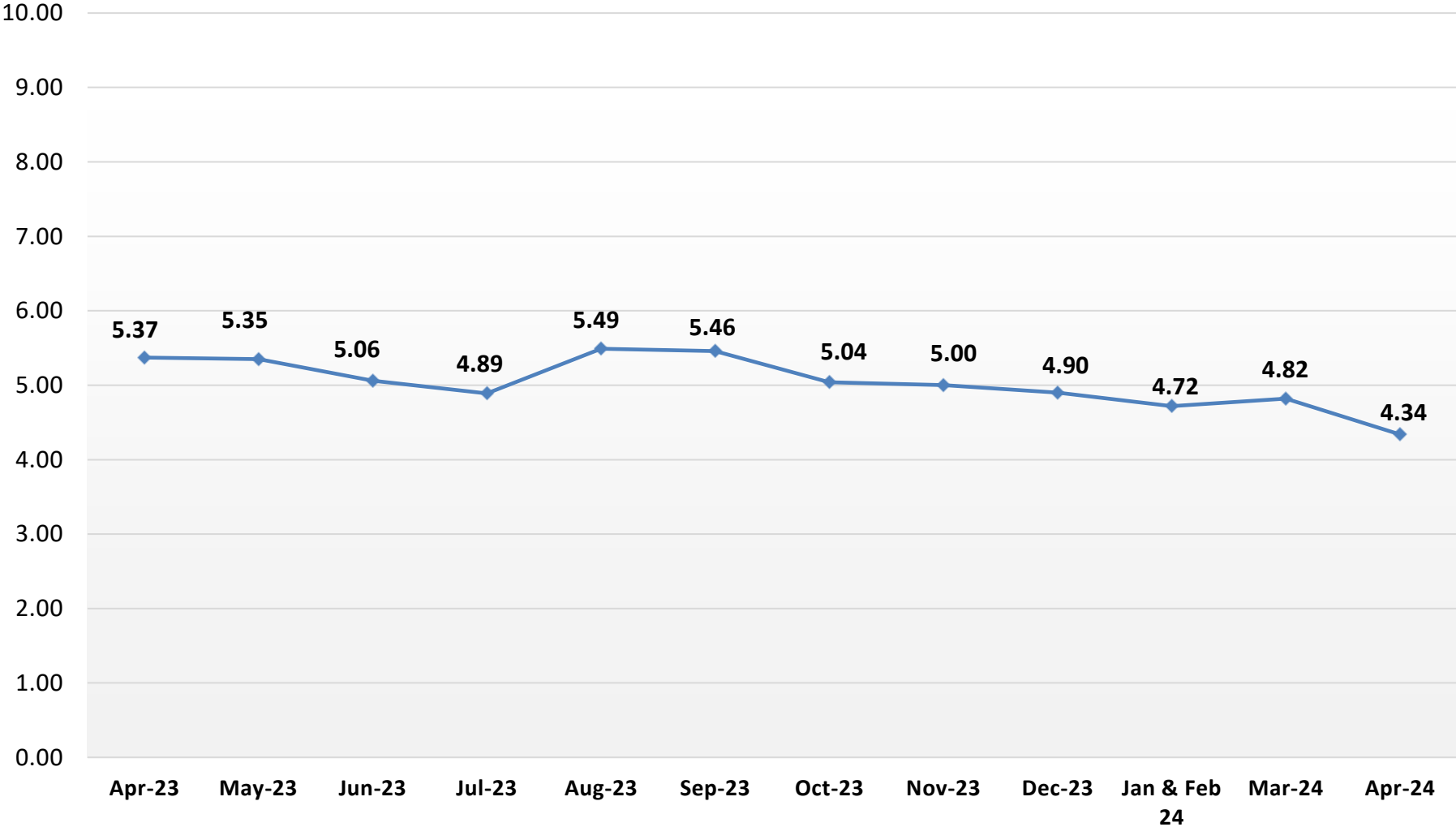
Top 5 business concerns (pre-defined list)

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

April was the first month ever our business has seen decline year on year. I would put this down to Easter being so early, the poor weather and the cost of living crisis leading to lower visitor numbers and less visits from locals. Fortunately, March was well ahead of March last year and performance in May is well up on last year.

Profit margins are however being squeezed.

Looking at our P&L for March we are considering not opening until Easter next year as the WCs will not be open until then and we became the public WCs this year until Torbay Council eventually opened their WCs on Good Friday.

Torbay Council's Planning department continue to make our progress difficult, and the recent issue with the big wheel demonstrates how out of touch they are.

Roadworks along the harbourside having a detrimental effect on passing trade.

April was appalling and for most of the month we were empty, despite putting our rates right down, in fact for most of this season we have lowered our rates to try to encourage some bookings but it's not going to happen. We cannot compete with the bigger hotels which the council give no thoughts for when they allow them to keep being built and 5 years time that will be all there is in Torquay as all the smaller guests houses will be flats or closed. Fighting a losing battle.

Get The Strand sorted out ASAP. The project timetable has obviously not taken into account visitor aspects. It is really off putting for visitors especially when most construction equipment is sitting there doing nothing and the worksite as a whole never looks busy, There should be 16 hour/2 shift workdays with far more simultaneous activities going on to complete.

The water issue had an impact on visitors and we can't calculate the future bookings.

Looks like May has picked up for us.

The cryptosporidium outbreak in Brixham and the over hype by the media has definitely added to an already bad year. The lovely weather lately would normally have bought with it, some last minute bookings but this is not the case we believe due to the outbreak.

Website visits, bookings and enquiries have simply stopped since the water issues.

The wet weather has impacted on guest numbers. Easter period was a washout.

April was a washout!

Business in the Torbay areas are going to suffer. Our bookings for this year are well down, it didn't help with the water contamination in Brixham, two couples cancelled even though I tried to tell them all was good in Torquay.

Things seem to be going from bad to worse, we may just survive the summer but beyond that I will be looking for alternative employment just to keep a roof over our heads.

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