

BUSINESS SURVEY - 30th June 2020

About the businesses



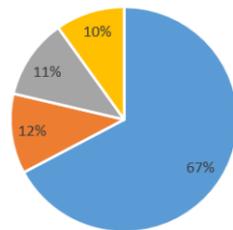
61 businesses responded to the survey

85% of those responding are accommodation providers

Respondents spread throughout Northumberland

Impact of Covid-19 Crisis

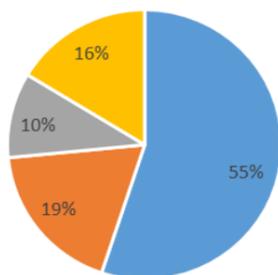
At the time of the survey **67%** of the businesses surveyed weren't trading.



- Not currently trading
- Trading - business as usual
- Trading - operating online only
- Trading - with adjustments (reduced level/takeaway)

However the vast majority were planning to open in July, a few gradual openings in August and September and less than 10% not planning to open till 2021.

Effect on future bookings



- >50% of bookings cancelled
- 10 - 25% of bookings cancelled
- 26 - 50% of bookings cancelled
- No cancellations
- (blank)

25% of businesses report general demand and enquiries for bookings were the same or up on where they would normally be at this time of year. Indicating a degree of resilience in the sector that we can aim to build on.

Financial support packages



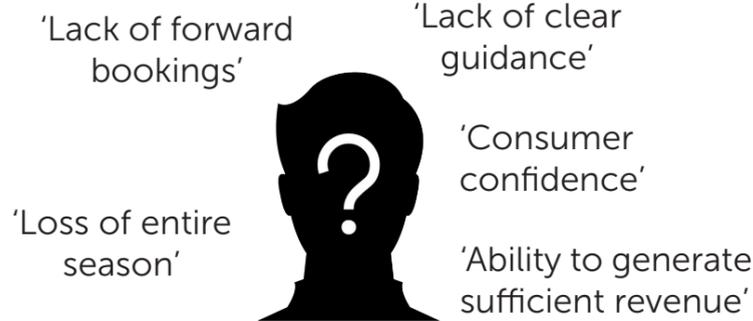
80% of businesses were successful in accessing national/regional financial support packages

Business adjustments, plans and confidence

Barriers to reopening as usual



Which of these are concerns to you as you move forward?



How quickly do you think your business will take to recover to pre-COVID-19 levels?

9% of businesses feel they will have recovered within 6 months. **49%** feel it will take a year and **31%** that it could take as long as 2 to 3 years to reach pre-COVID-19 levels. **7%** are concerned it will take longer than 3 years, or that they may never recover to pre-COVID-19 levels

Understanding the official guidance for working safely during COVID-19



48% have implemented guidelines



44% would like to see examples of best practice



3% don't know how to implement



5% haven't seen the guidelines

Future collaboration and support

Which social media channels do you regularly use for marketing activity



74%



34%



23%



8%

Which channels do you follow or engage with for tourism business news, visitor information and updates?



79% Visit Northumberland



75% Northumberland Tourism



46% Northumberland County Council



41% Visit Britain/Visit England



36% Industry Associations

8% Discover Northumberland

Over 67% of businesses are happy to work with us and collaborate with other businesses in future activities