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# Coastal Tourism Business Survey 2021 Wave 2 results

Survey live between 17<sup>th</sup> March – 5<sup>th</sup> April 2021

# NCTA Business Survey

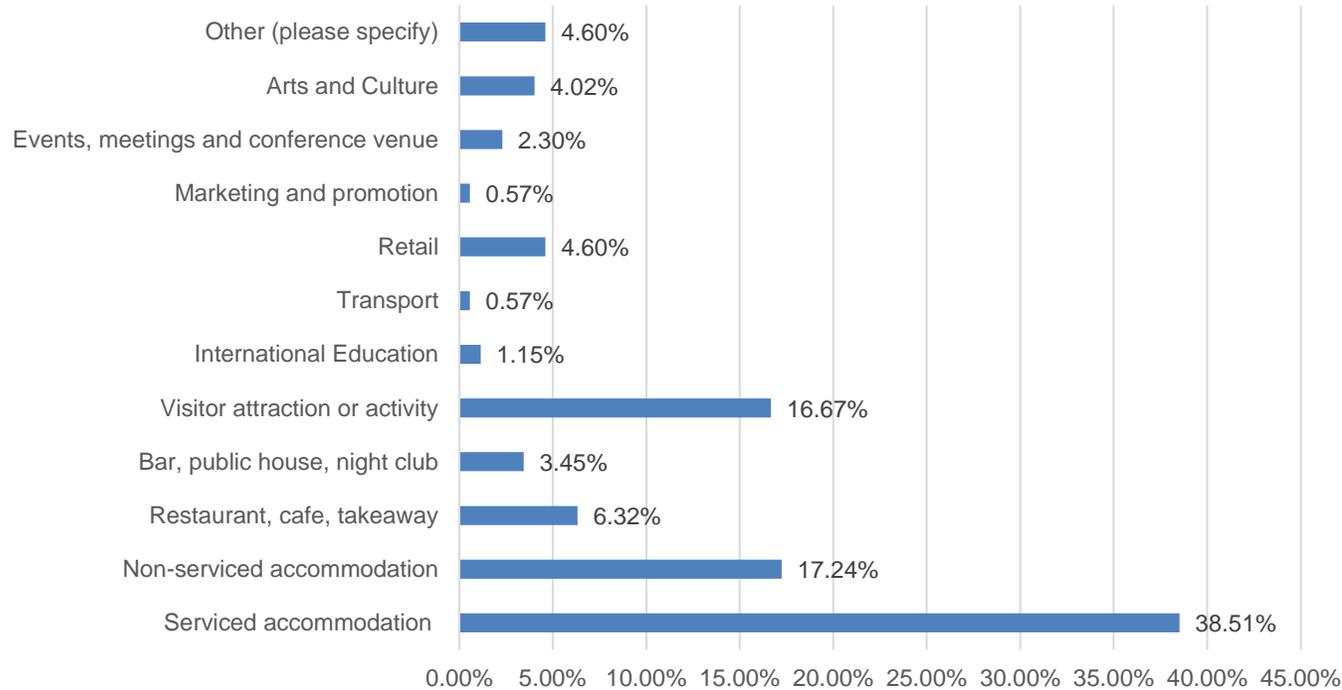
Wave 2 – March 2021 (survey was live between 17<sup>th</sup> March – 5<sup>th</sup> April 2021)

## Headline results:

- **Half of businesses will be operating at less than 75% capacity when they reopen**, with a further 13% awaiting further guidance before they can determine their operating capacity.
- Forward bookings have improved following the publication of the roadmap however **45% of businesses still have the majority of their capacity available in the summer period** and booking across the other seasons remains very low.
- **28% of those with staff will increase staffing levels in 2021**, 55% of those with staff will not change staffing levels, 16.5% of those with staff will decrease staffing levels in 2021
- **53.5% of businesses say it will take more than a year before they return to a profit.**
- **65% of businesses are planning to rethink their product or marketing to aid recovery, of which:**
  - Product developments being planned include creating new outdoor products (38%), improving sustainability (38%) and developing new food and drink based experiences (31%)
  - UK overnight visitors remain the core audience focus for most businesses (69%) although a third are now beginning to reconsider targeting groups and a quarter focused on rebuilding international visitors
- The pandemic has had a significant impact on the investment levels on the coast, pre-pandemic the average investment was £22,000 per year. In 2020 the average investment (if investment was made) was £12,900. 10% of businesses could not afford to invest at all in 2020.
- **76% say ongoing government support “will make a significant difference between survival and collapse”** – with business rates relief the top ask of support needed, 39% would like to see a permanent change to 12.5% VAT rate

# NCTA Business Survey – wave 2

## About respondents

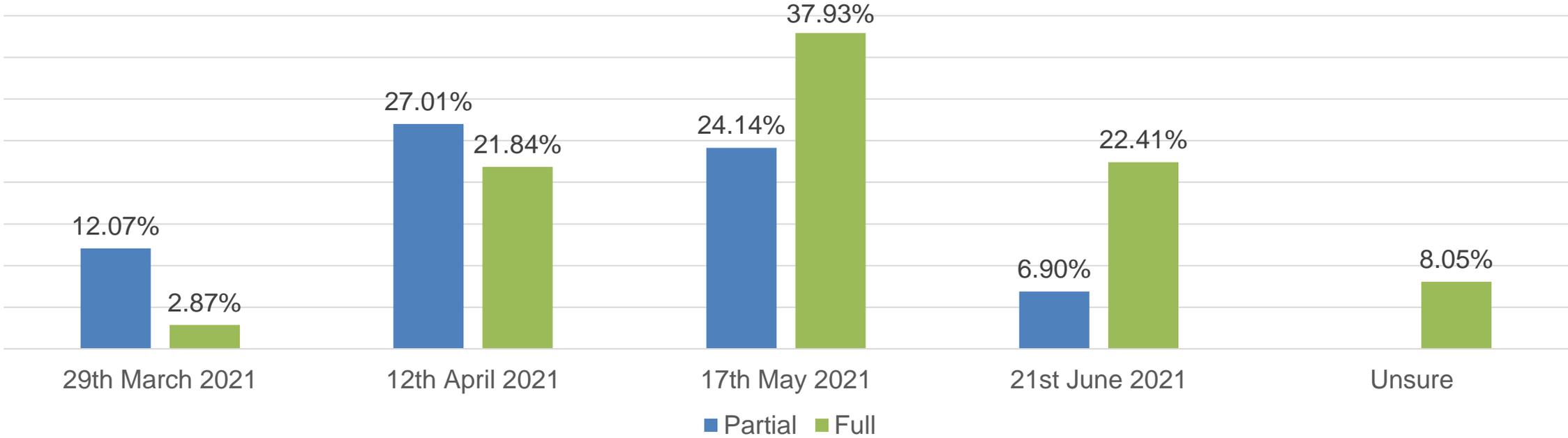


Self-employed/sole trader	46.55%
Micro business (1-10 employees)	29.31%
Small business (11-50 employees)	15.52%
Medium sized business (51-250 employees)	7.47%
Large business (250+ employees)	1.15%

Independent	93.10%
Part of a regional or local chain	2.87%
Part of a national chain	4.02%

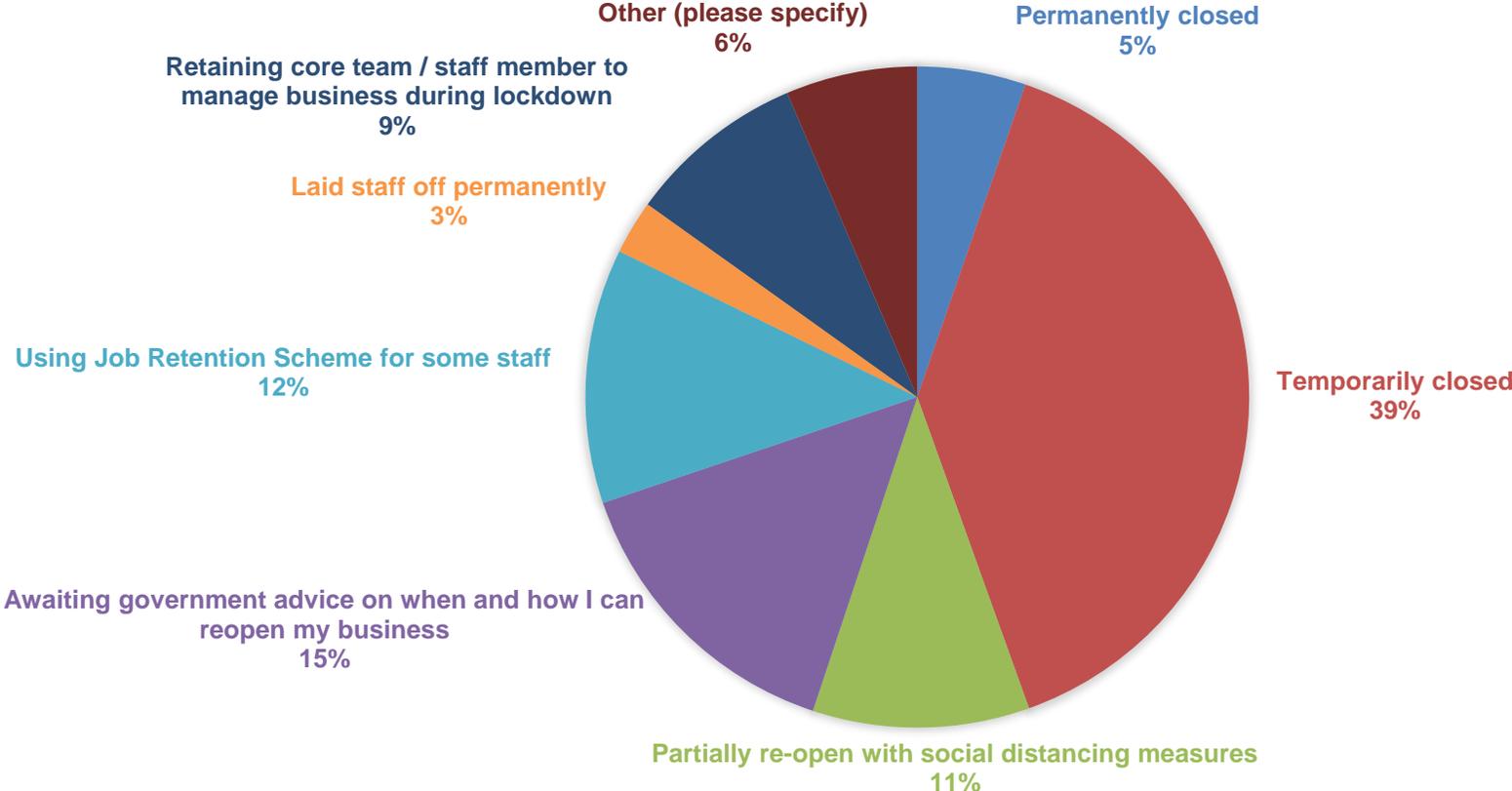
# NCTA Business Survey – wave 2

## Reopening date



# NCTA Business Survey – wave 2

## Current state of business



# NCTA Business Survey – wave 2

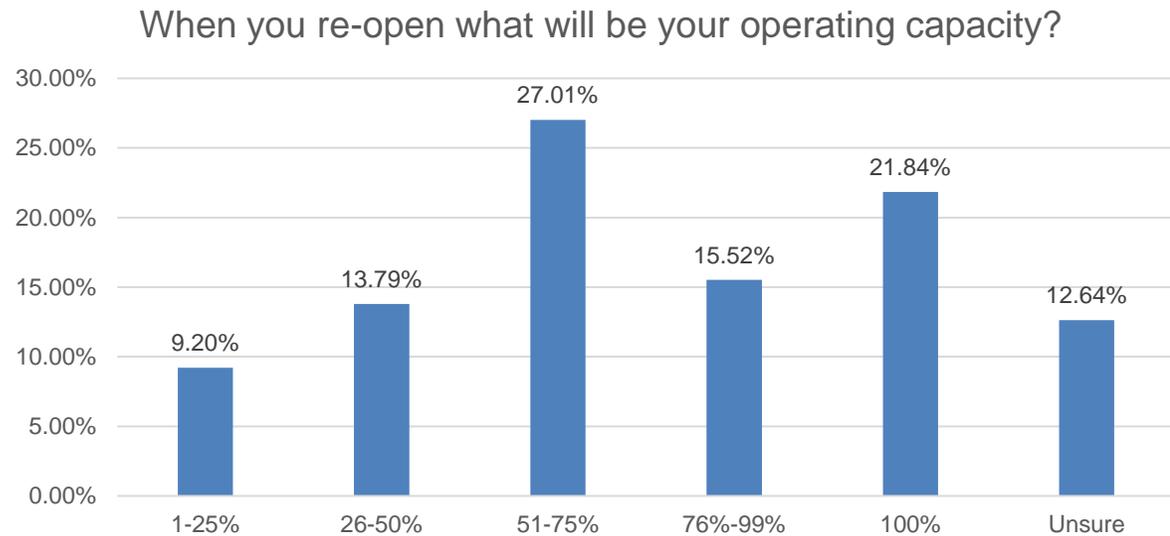
## Reopening plans

50% of businesses operating at less than 75% capacity and further 12.6% unsure what capacity will be and are pending further guidance

28% of those with staff will increase staffing levels in 2021

55% of those with staff will not change staffing levels

16.5% of those with staff will decrease staffing levels in 2021



How do you estimate your staff employment levels will change in 2021?

Staffing levels will increase by more than 25%	6.3%
Staffing levels will increase by up to 25%	13.2%
Staffing levels will not change	38.5%
Staffing levels will decrease by up to 25%	3.5%
Staffing levels will decrease by up to 50%	5.2%
Staffing levels will decrease by more than 50%	2.9%
Non-applicable / Self-employed	30.5%

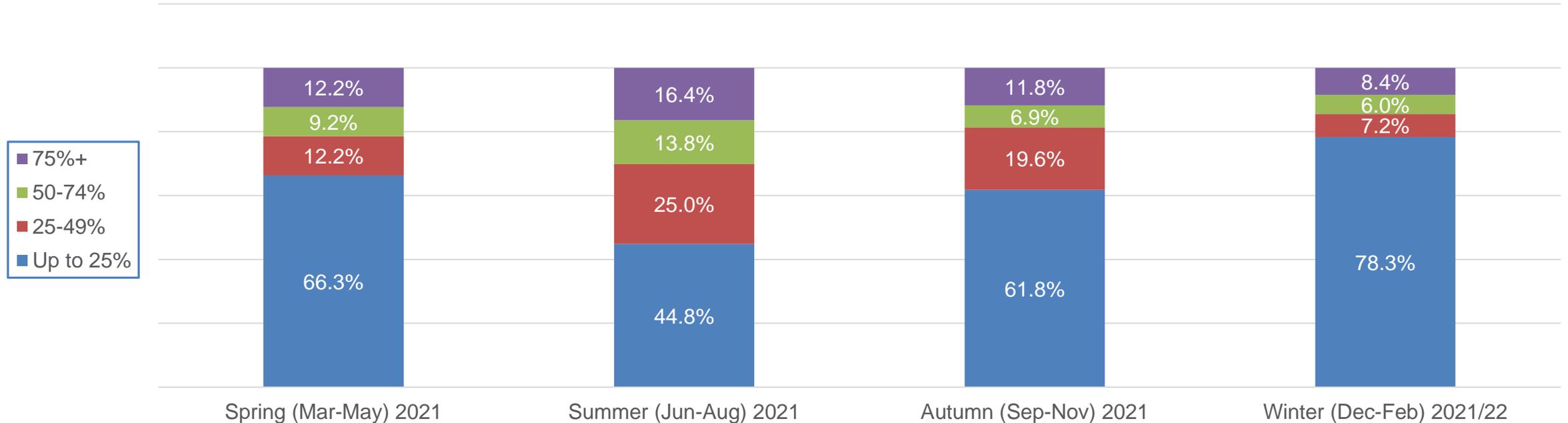
# NCTA Business Survey – wave 2

## Forward Bookings

Forward bookings have improved following the publication of the reopening roadmap however there are still a significant number of businesses with availability across all seasons. 45% of businesses still have the majority of their capacity available even in the summer period.

**66% of businesses are now offering free cancellation closer to departure to encourage visitors to book ahead.**

Current forward booking levels



# NCTA Business Survey – wave 2

## Business recovery

65% of businesses are planning to rethink their product or marketing to aid recovery, of which almost 40% of businesses are planning to introduce outdoor experiences and improve sustainability, domestic staying visitors are still the key market for over two thirds of business

New products and experiences businesses will be developing:	
Creating new outdoor products / experiences	38%
Improving sustainability / carbon footprint	38%
Creating new food and drink experiences (e.g. tasting, cooking)	31%
Other (please specify)	28%
Creating themed activities and events	25%
Improving accessibility	22%
Cultural / Art experiences	20%
Creating new activity / adventure products (e.g. watersports, walking, cycling)	16%
Nature based experiences (e.g. bird watching)	15%
"behind the scenes" experience	10%
Creating new wellness and spirituality experiences (e.g Yoga, mindfulness)	10%

Audiences businesses will be increasing their focus on:	
Local residents	57%
Domestic day visitors	56%
UK stay visitors	69%
Business/corporate	37%
International visitors	25%
Coach parties/ leisure groups / special interest groups	33%
Education trips	30%
Personal events (weddings, celebrations etc)	31%
Millennials (under 35s)	37%
Generation X (35-55 yrs)	49%
Empty Nesters / Baby Boom generation (55+yrs)	48%
Young families	46%

# NCTA Business Survey – wave 2

## Investment levels

The pandemic has had a significant impact on the investment levels on the coast, with all businesses reducing the annual investment made into the business.

- **Pre-pandemic the average investment was £22,000 per year**
- **In 2020 the average investment (if investment was made) was £12,900**
- **10% of businesses could not afford to invest at all in 2020.**
- In a pre-Covid year 13% of coastal businesses would make an annual investment of over £100k and this dropped to just 3% of businesses still able to invest at this level in 2020.

Investment levels in coastal tourism businesses	Average pre-covid-19	In 2020
None		9.77%
Up to £10,000	23.56%	29.89%
£10,000-£24,999	20.69%	12.07%
£25,000-£49,999	8.62%	6.32%
£50,000-£74,999	8.62%	5.75%
£75,000-£99,999	4.60%	2.30%
£100,000-£149,999	3.45%	0.57%
£150,000-£199,999	4.60%	0.57%
£200,000 - £249,999	1.72%	0.00%
£250,000 +	3.45%	2.30%
N/A	6.90%	8.62%

# NCTA Business Survey – wave 2

## Ongoing support

More than half of businesses (53.5%) say it will be more than 12 months before their business is profitable, with nearly 20% saying it will take more than 2 years to recover the losses to date.

76% say ongoing government support “will make a significant difference between survival and collapse”

Support needed includes:

Small Business Rate Relief (SBRR) and Rural Rate Relief (RRR)	62.50%
Local Restrictions Support Grants (Rate payers grant)	60.12%
Permanent change to 12.5% VAT	38.69%
Additional Restrictions (Discretionary) Grant	37.50%
Self-Employed Income Support Scheme (SEISS)	27.38%
Coronavirus Job Retention Scheme (CJRS - furlough scheme)	24.40%
Coronavirus Business Interruption Loan Scheme (CBILS)	13.69%
Bounce Back Loan	13.69%
VAT deferral	12.50%
Eat out to help out	11.90%
Rent Relief from landlords	11.31%
Job Support Scheme	9.52%
Time to Pay (TTP)	8.33%
Statutory Sick Pay (SSP)	7.74%
Increase Gift Aid percentage	7.14%
Other (please specify)	7.14%



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# 2021 Wave 1 results

Summary of wave 1 results and results of ad-hoc questions on overall 2020 performance and support needed

# NCTA Business Survey

Wave 1 – January 2021 (survey was live between 18<sup>th</sup> January – 7<sup>th</sup> February 2021)

## Headline results:

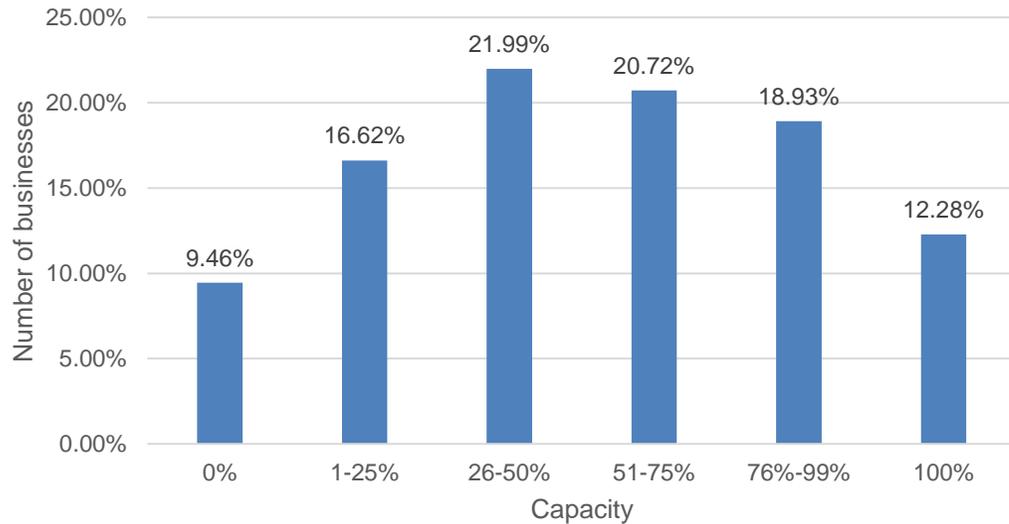
- **86.7% of businesses saw a decrease in turnover in 2020** with 54.2% of all businesses seeing decrease of more than half their annual turnover and the average decrease in turnover -54%
- **84.65% say ongoing government support “will make a significant difference between survival and collapse”** – with grants, and extensions to the Business Rates relief, Job Retention scheme and VAT reduction most popular requests
- 53.7% of businesses say it will take more than a year before they return to a profit.
- 54.9% have decreased staffing levels
- Prior to the latest lockdown two thirds of businesses were operating at less than 75% capacity
- The vast majority of businesses (over two thirds) say less than 25% of capacity is booked across all seasons – Summer 2021 is the most booked season
- **59% of businesses are planning to rethink their product or marketing to aid recovery, of which:** 57% want to target new audience; 44.7% want to create new experiences for visitors and 34% want to alter the existing consumer experience
- Targeting new audiences, improving digital presence and increasing repeat visits were top areas of business support requested by businesses, in terms of specific digital support improving social media was the most popular request

**National sample was statistically valid to 95% confidence level**

# NCTA Business Survey – wave 1

## Reflections on 2020 performance

Operating capacity compared to pre-Covid-19



68.79% of businesses operating at less than 75% capacity

86.7% of businesses saw a decrease in turnover in 2020 with 54.2% of businesses seeing decrease of more than 50%

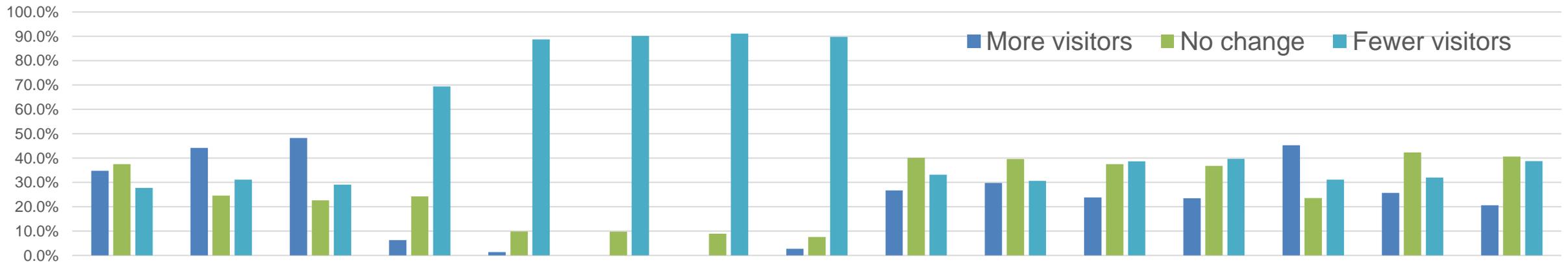
Average decrease in turnover -54%

Overall turnover position change in 2020 compared to 2019	
Increased by 25% or more	2.30%
Increased by 1-24%	2.56%
It was the same as 2019	2.05%
Decreased by 1-24%	8.44%
Decreased by 25-49%	24.04%
Decreased by 50-74%	30.69%
Decreased by 75% or more	23.53%
Don't know	6.39%

# NCTA Business Survey – wave 1

## Change to consumer types in 2020

The vast majority of businesses reported significant declines in Business visits, International Visitors, Groups, Education trips and Personal Events  
48% of businesses saw increase in Domestic staying visitors, 45% increase in first time visitors and 44% increase in domestic day visitors



	Local residents	Domestic day visitors	UK stay visitors	Business/corporate	International visitors	Coach / leisure groups	Education trips	Personal events	Millennials (under 35s)	Generation X (35-55 yrs)	Empty Nesters (55+)	Young families	First time visitors	Repeat visitors	Key workers
Net Change	7%	13%	19%	-63%	-87%	-90%	-91%	-87%	-6%	-1%	-15%	-16%	14%	-6%	-18%

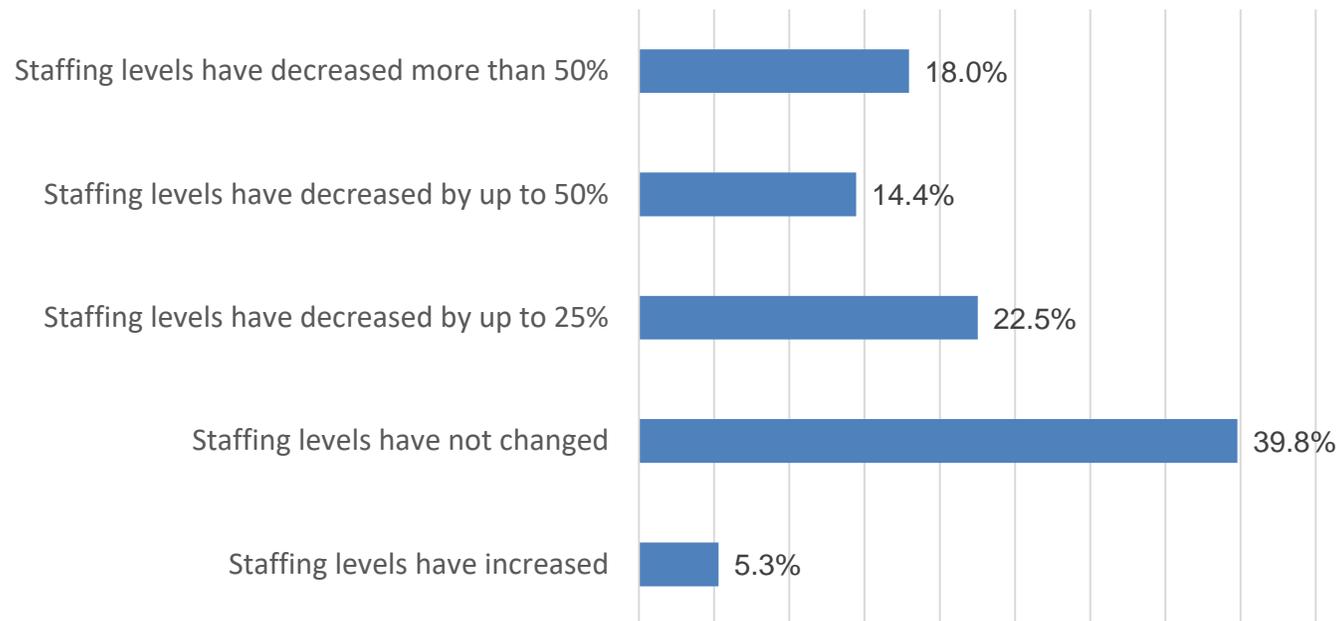
# NCTA Business Survey – wave 1

## Staffing, profitability

53.71% of businesses say it will take more than a year before they return to a profit.

17.9% of businesses say its not commercially viable to open with social distancing measures in place, 72.6% say they can operate

Change to staffing levels for businesses that employ staff



How long will your business take to return to a profit?	
Less than 3 months	6.14%
3-6 months	13.04%
6 months to a year	27.11%
1 - 2 years	37.85%
More than 2 years	15.86%

# NCTA Business Survey – wave 1

## Business support and digital support requested

Targeting new audiences, improving digital presence and increasing repeat visits were top areas of business support requested by businesses, in terms of specific digital support improving social media

Which of the following areas of business support would you be interested in?

Targeting new audiences	55.50%
Improving digital presence of my business	48.85%
Increasing repeat visitors and upselling	48.08%
Understanding tourism trends and performance	39.39%
Improving green / sustainability credentials	26.85%
Developing new products or experiences	23.53%
Improving customer service	15.35%
None of the above	14.58%
Revenue management (flexible pricing)	12.53%
Understanding accessibility needs	11.00%
Other (please specify)	3.07%

Which areas of digital support would you be interested in?

Improving social media presence and performance	28.64%
How to use data effectively to target new customers and improve performance	13.30%
Developing digital marketing strategy / advertising campaigns	8.70%
Adding online booking to my website	6.14%
Implementing revenue management (flexible pricing)	5.88%
Improving use of technology in day-to-day operation (e-check-in, food ordering etc.)	5.63%
Creating a website	5.12%
Other (please specify)	2.30%



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# Coastal Tourism Forecast

# 2021 forecast - Impact of COVID-19

Pre-COVID spend £13.7bn in England and £17.1bn GB

## 2021 England – coastal impact of COVID-19

Based on closure Jan-Mar, partial April reopening, very limited international travel and reduced capacity due to social distancing

- £5.23bn loss in tourism spend
- 46m trips and day visits
- -38% on pre-Covid spend / 39% increase on 2020

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## 2021 GB – coastal impact of COVID-19

Based on closure Jan-Mar, partial April reopening, very limited international travel and reduced capacity due to social distancing

- £6.6bn loss in tourism spend
- 60m trips and day visits
- -39% on pre-Covid spend / 40% increase on 2020



# 2021 forecast - Impact of COVID-19

## How forecast is calculated

The forecast is made using 2019 GBTS, GBDVS and IPS data, 2020 Business survey data and VisitBritain forecast

2019 data is apportioned to each month of the year, using 2019 seasonality pattern for overnight and day visits to the “seaside” or “coast” according to classification in the data

Model for 2021 assumes –

Jan, Feb, Mar – no visitor income due to lockdown

April – 50% domestic o/n, 25% decrease in day visit, no international

May, June, July - 25% reduction in domestic o/n, day visit pre-covid level, 75% decrease in international

August – 15% reduction in domestic o/n, 75% decrease in international

September, October , November, December – 25% reduction in domestic o/n, 75% decrease in international income



# 2020 forecast - Impact of COVID-19

Pre-COVID spend £13.7bn in England and £17.1bn GB

## 2020 England – coastal impact of COVID-19

Based on July re-opening, loss of international travel and reduced capacity due to social distancing, November lockdown

Verified with National Business Survey data on capacity and revenue

- £7.64bn loss in tourism spend
- 95m trips and day visits
- circa 131,000 jobs

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## 2020 GB – coastal impact of COVID-19

Based on July re-opening, loss of international travel and reduced capacity due to social distancing, November lockdown

Verified with National Business Survey data on capacity and revenue

- £9.7bn loss in tourism spend
- 121m trips and day visits
- circa 166,000 jobs



# 2020 forecast - Impact of COVID-19

## How forecast is calculated

The forecast is made using 2019 GBTS, GBDVS and IPS data, 2020 Business survey data and VisitBritain forecast

2019 data is apportioned to each month of the year, using 2019 seasonality pattern for overnight and day visits to the “seaside” or “coast” according to classification in the data

Model assumes –

March - 25% decline across all income

April, May, June - no visitor income due to lockdown

July – 25% reduction in domestic o/n, no international income

August – 15% reduction in domestic o/n, no international income

September – 25% reduction in domestic o/n and day, no international income

October – 15% drop in day visits, 25% drop in domestic overnight, no international

November – no income due to lockdown

December – 25% drop in day visits, 35% reduction in domestic o/n, no international

