Consumer Confidence & Perceptions around the Impact of COVID-19

North West Research & Strategy are bringing you regular updates on the key points coming out of the COVID-19 pandemic through our weekly review of research and intelligence from the visitor economy sector. This week we have used the COVID-19 – Attitude Tracker from BVA BDRC & Alligator Digital which looks at UK consumer and business confidence, as well as VisitBritain's COVID-19 Consumer Sentiment Tracker. We hope these consumer and business insights help assist with your current business resilience and planning for recovery post-COVID-19. Don't forget, you can also get further information on Government support and sector specific advice on the Growth Platform website.

Some highlights from the COVID-19 – Attitude Tracker report include:

- This week shows an increase in the proportion of people who intend to go on a UK holiday in the next 3 months, with 18% anticipating a UK holiday by the end of August (compared to 14% in the previous week).
- The anticipated return of international travel remains 2-3 months behind domestic tourism, with only about 1 in 5 contemplating an international holiday this year.
- The desire to go to a visitor attraction in the near future has increased for the second week in a row, with 27% intending to visit in the next 3 months (compared with 25% last week and 14% the week before).
- The proportion of those planning to visit a restaurant has also increased, with 36% planning to do so in the next 3 months, an increase of 7% on the week before.

- 18% of the sample claim they are intending to book hotel accommodation within the next 3 months, compared to 14% in the previous week.
- A quarter of respondents intend to travel by train in the next 3 months, which is a slight increase of 2% on the previous week.

Main points from VisitBritain's Consumer Sentiment tracker include:

- Compared to normal, the public anticipate taking 28% fewer UK short breaks (1-3 nights), and 31% fewer UK holidays (4+ nights) between now and the end of the year.
- In terms of where people are planning on staying in the UK, the North West ranks 5th out of 10 options, with the South West being the most popular.
- Interestingly, 'city or large town' is by no means the least popular destination type. 27% of respondents indicated that it would be their main destination type for a UK short break between June and September, third only behind 'countryside or village' and 'traditional coastal/seaside town'.
- Serviced accommodation (e.g. hotels and B&Bs) is the type of accommodation UK holidaymakers are most likely to stay in between June and September (48%).
- 'Restrictions on travel imposed by government' is the leading reason cited for lack of confidence in taking trips in the UK between June and August. However, from September onwards, the main reason cited is 'I have concerns about catching COVID-19'.
- Outdoor areas are most likely to attract more visitors/engagement than normal, whereas entertainment and events and indoor attractions are likely to attract fewer visitors/engagement than normal.

Growth Platform

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