Consumer Confidence & Perceptions around the Impact of COVID-19

North West Research & Strategy will be 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 the COVID-19 Business Events Recovery Sentiments Survey from Davies Tanner via Visit England. 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 local advice on the Growth Platform website.

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

- There appears to be an increase in pessimism around overseas summer holidays, with only 10% expecting to plan a trip before the summer – the 4th consecutive week this figure has fallen.
- However, 1 in 7 are anticipating planning a UK holiday before the summer holidays, with 'rural coastline' being the preferred destination. Only 1 in 3 would prefer a 'city break'.
- Forecasts of when Britons believe life will return to normal has, again, edged backwards – with only 1 in 5 expecting a return to normality by the end of July (down from 1 in 4 last week, and 1 in 3 a fortnight ago).
- The proportion of those who anticipate engagement with visitor attractions, restaurants, hotels and rail services has seen some fluctuation:
    - The proportion planning to go to a visitor attraction has increased to its highest in 6 weeks, with 1 in 5 expecting to do so in the next 3 months.
    - Intention to eat out in the next 6 months is at the highest since the research began, with 59% expecting to visit a restaurant in the next 6 months.
    - The proportion of Britons who intend to book hotel accommodation within the next 3 months has declined, and the proportion not expecting to book until 6-12 months has increased to 28%
    - 21% of people intend to travel by train in the next 3 months, which is a new high (up from 15% previous week).

Highlights from the COVID-19 Business Events Recovery Sentiment report include:

- The most significant month when it comes to recovery is believed to be September – with 38% of respondents expecting that this is when they will re-open diaries and begin making firm enquiries.
- 38% of respondents believe that, overall, their business will start to pick up in 6-9 months. Half of respondents indicated that they are optimistic there will be a full return to normality in their organisation, however, 38% believe that their business will not return to the way it was.
- Overall, respondents believe the impact on the wider business events industry will be long lasting, with half of all respondents indicating that they do not believe the industry will return to any form of normality for at least 12 months.

Growth Platform

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