

## 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 [ALVA's Attraction Recovery 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:

- There is an improved outlook overall on the situation in the UK, with 1 in 4 UK adults believing that the worst has passed. However, they are outnumbered by the 1 in 3 who believe the worst is yet to come.
- Over half of respondents (52%) believe the return of televised sport would boost the nation's mood. However, 52% of respondents would feel uncomfortable attending live events this summer, even if they were outdoors and with social distancing.
- This week sees the 3rd consecutive week of increased intention to book a holiday in the UK, with 32% of respondents looking to plan one in the next 3 months (compared with 20% in the previous week).
- The proportion of those who anticipate engagement with visitor attractions, restaurants, hotels and rail services has seen some increase this week:

- Intention to visit attractions is at its highest since tracking began, with a quarter intending to do so within the next 3 months (compared with 14% last week).
- Almost half (48%) of the UK population are open to going to a restaurant for a meal this summer, but only when sitting outdoors with social distancing in place. The proportion who intend to go to a restaurant in the next 3 months has increased to 29% this week (compared to 19% in the previous week).
- This week has seen an encouraging increase in the proportion of travellers considering booking hotels (93% compared with 84% last week). However, there is little clarity around when they will want to travel, with little change in the time brackets from last week.
- Following train operators' efforts to put safety measures in place, the proportion of those who intend to travel by train in the next 3 months has increased to 23%, after dropping to 14% last week.

Key points from ALVA's Attraction Recovery Tracker include:

- Since the recent Government announcement around easing lockdown measures, the market has become more cautious about visits than before, particularly to indoor attractions – 83% of respondents would feel more anxious or uncomfortable visiting any indoor attractions.
- However, although the proportion of the general public who are confident to return to attractions is low, 48% of frequent attraction visitors (8+ visits per year) will return 'as soon as the opportunity arises' after reopening.
- General concern over crowds and social distancing is still the major visit barrier, with people becoming more focused on the safety measures they expect from attractions when they reopen. 53% of respondents indicating

that an 'accreditation certificate' would give them the confidence they need to visit an attraction.

Growth Platform

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