

## **From Survival to Recovery – June update by Hotel Solutions**

This is the second 'From Survival to Recovery' update from Hotel Solutions providing further information on how the COVID-19 crisis is affecting the UK hotel and visitor accommodation industry.

At the time of writing (22<sup>nd</sup> June 2020) the industry is eagerly awaiting confirmation as to when tourism and hospitality businesses can reopen. However ahead of this announcement the report indicates that there will be some clear winners within the industry post-lockdown; as well changes in consumer behaviour and sentiment.

*To view the full report please [click here](#)*

### **Winners:**

A survey of over 7,000 campers conducted by camping and glamping specialist Campsites.co.uk shows strong demand for **UK camping holidays** once the lockdown restrictions are lifted and some clear indications of the measures that campers will expect campsites to have in place. Almost a third of the campers indicated that they would like to go away immediately after travel restrictions are expected to be lifted on 4 July, while nearly 6 in 10 would be happy to travel before the end of July and 83% indicated that they would be happy to book a UK camping holiday by the end of August

Overcrowding and others not respecting social distancing rules were the main concern, with 85% of people stating they would feel more confident in booking a smaller site. Eight in ten campers would also check the measures the campsite is taking to operate safely.

### **Domestic Bookings**

Lastminute.com reported a strong rise in domestic bookings from July. 33% of Brits intend to holiday in the UK in 2020 subject to lifting of restrictions. However hotels in London and gateway cities who rely more on international corporate travel will take longer to recover.

### **Consumer Sentiment and Behaviour**

VisitBritain are reporting growing signs in consumer confidence around taking a UK holiday or short break in July and August. 16% of respondents said that they were confident about taking a UK holiday in these months, while 28% said that they were happy enough to go on a staycation break. Confidence is stronger for taking UK holidays and breaks between September and December. 58% of respondents indicated that they feel confident enough to take a UK short break in these months, while 50% said they would be happy enough to take a holiday.

New research from People 1<sup>st</sup> looking at behavioural attitudes towards resuming leisure activities shows that crowd levels at hospitality venues and visitor attractions

are the biggest concern for consumers. Followed close behind by concerns about the ability to social distance, confidence in infection control measures worries about cleanliness and hygiene, and confidence that staff have been trained in new protocols.

Data compiled by hospitality booking solutions company Profitroom shows that hotel guests look more likely to switch to direct hotel bookings in the wake of COVID-19, in preference to booking through OTAs.

### **Pathway to Recovery Report**

The All Party Parliamentary Group for Hospitality and Tourism has just published its 'Pathway to Recovery' report, which highlights the impact of Covid on the sector and a series of recommendations. These include:

- Continued financial support
- Clear guidance on social distancing and health and safety
- Action on rent
- Overhaul of the business rates system
- Cutting Tourism VAT & Air Passenger Duty
- Air Bridges
- An additional Autumn Bank Holiday
- An initiative to promote technology in the sector

<https://www.ukhospitality.org.uk/page/PathwaystoRecovery>

To read Hotel Solution's full report please click here

### **Industry Support, Services and Products**

VisitBritain/VisitEngland is offering a programme of **free business recovery webinars** throughout July and August. Topics include business adaptation and reopening, marketing, technology, sustainability and accessibility. For more information please visit:

[www.visitbritain.org/visitengland-business-recovery-webinar-programme?utm\\_source=vbve\\_enews\\_10\\_06\\_2020&utm\\_medium=email&utm\\_campaign=vbve\\_10\\_06\\_2020](http://www.visitbritain.org/visitengland-business-recovery-webinar-programme?utm_source=vbve_enews_10_06_2020&utm_medium=email&utm_campaign=vbve_10_06_2020)

***Hotel Solutions specialises in working with UK destinations to help them understand and realise the potential for hotel and visitor accommodation development in their area. Their work helps to inform planning policy and to support more proactive work by local authorities, DMOs and inward investment agencies to accelerate hotel and visitor accommodation investment.***