

Consumer Survey findings

Tourism post-covid-19 recovery

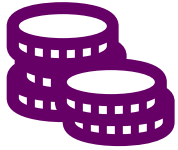
2255 Total respondents

Key Findings

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Pandemic effects on the consumer so far



- Respondents to this consumer survey in the main have not been majorly effected financially impacted by the pandemic with only **5%** stating that they have been “hit hard financially” by the pandemic. **48%** of respondents state that they have not been affected financially by the pandemic and a further **41%** suggesting that “things are ok, but they are being careful” **6%** of all respondents surveyed stated that they were “financially better off” during the pandemic.



- **52%** of respondents took a “UK overnight break” when the restrictions allowed them to do so between July and October 2020. **48%** of these respondents took a 1 – 3 night break, **24%** a 4 – 6 night break, **24%** a 7 – 13 night break and only **4%** taking a break of 14 nights or more.



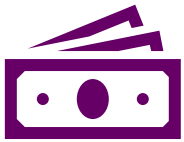
- The most popular UK break was in a countryside or village location with **40%** of respondents visiting, the second most popular was a traditional coastal or seaside town with **28%**.

Key Findings – Confidence

Consumer confidence post - pandemic



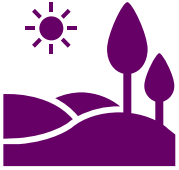
- Confidence in taking a trip within the UK increases dramatically towards the latter part of 2021. Only **4%** of respondents stated that they would be “extremely confident” or “very confident” that if they had booked a UK trip between January and March 2021 that it would take place. When we look at the responses for the June to September 2021 period **25%** stated that they would be “extremely confident” or “very confident” that they would be able to travel with a further **58%** suggesting that they would be “somewhat confident”



- When asked about expected spending habits the respondents were anticipating a larger spend on in home entertainment, takeaways and home improvement for the remainder of 2020 and until the end of March 2021, but with a dramatic shift towards spending on leisure activities and holidays from the early summer of 2021 * insert stats*

Key Findings – Confidence

Consumer confidence post - pandemic



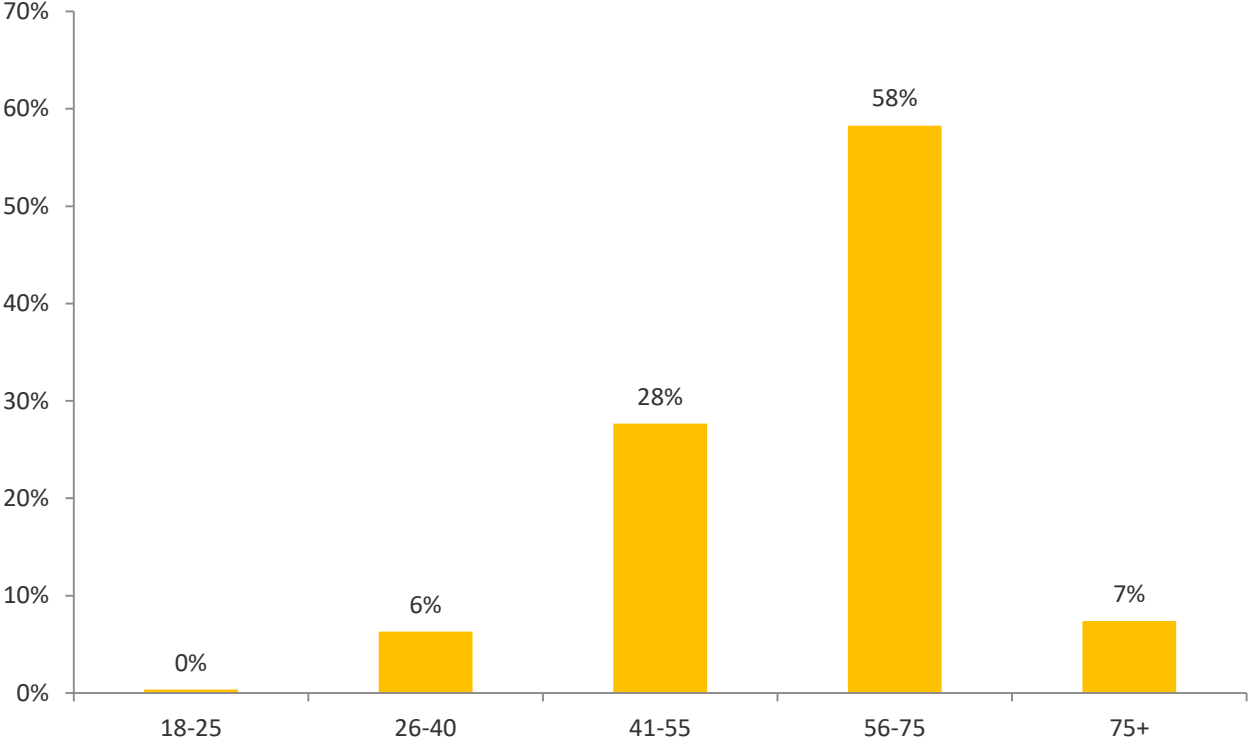
- Intentions to visit the Peak District and Derbyshire are high with **64%** of respondents stating that they would be likely or very likely to visit between December 2020 and March 2021

Survey Data

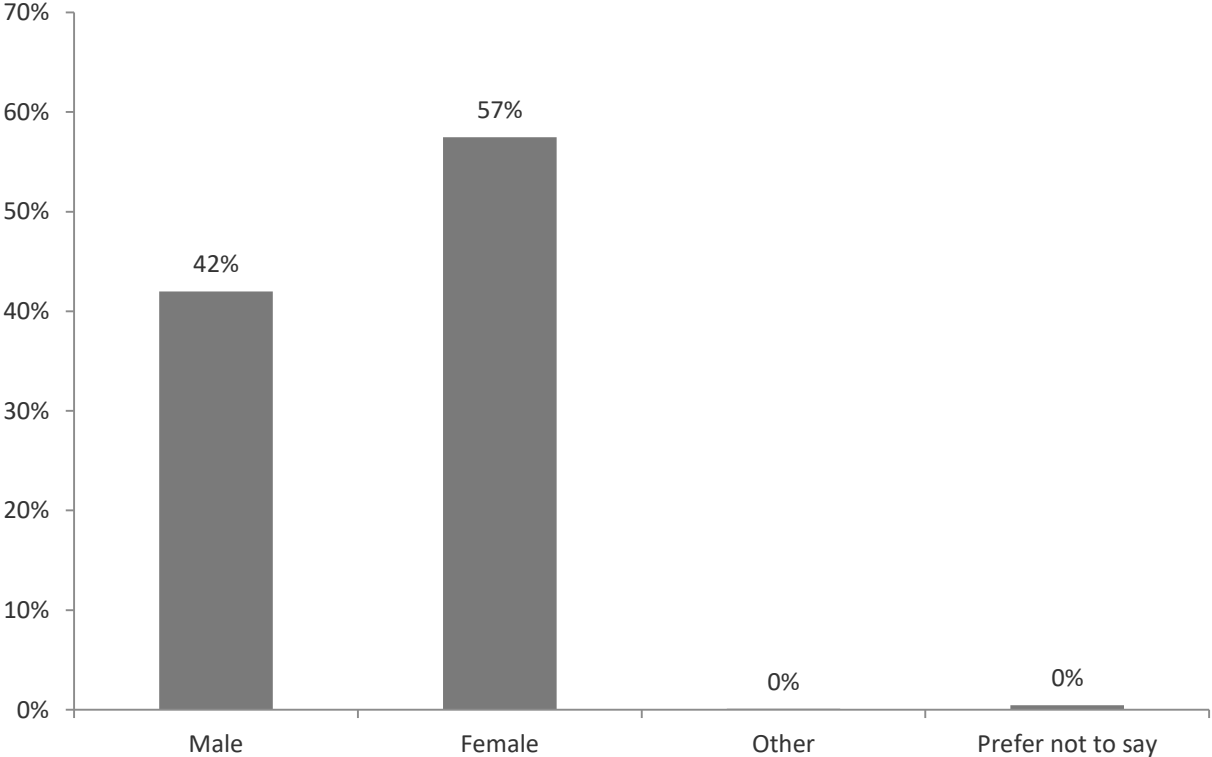
2255 Total respondents

MARKETING
PEAK DISTRICT
& DERBYSHIRE

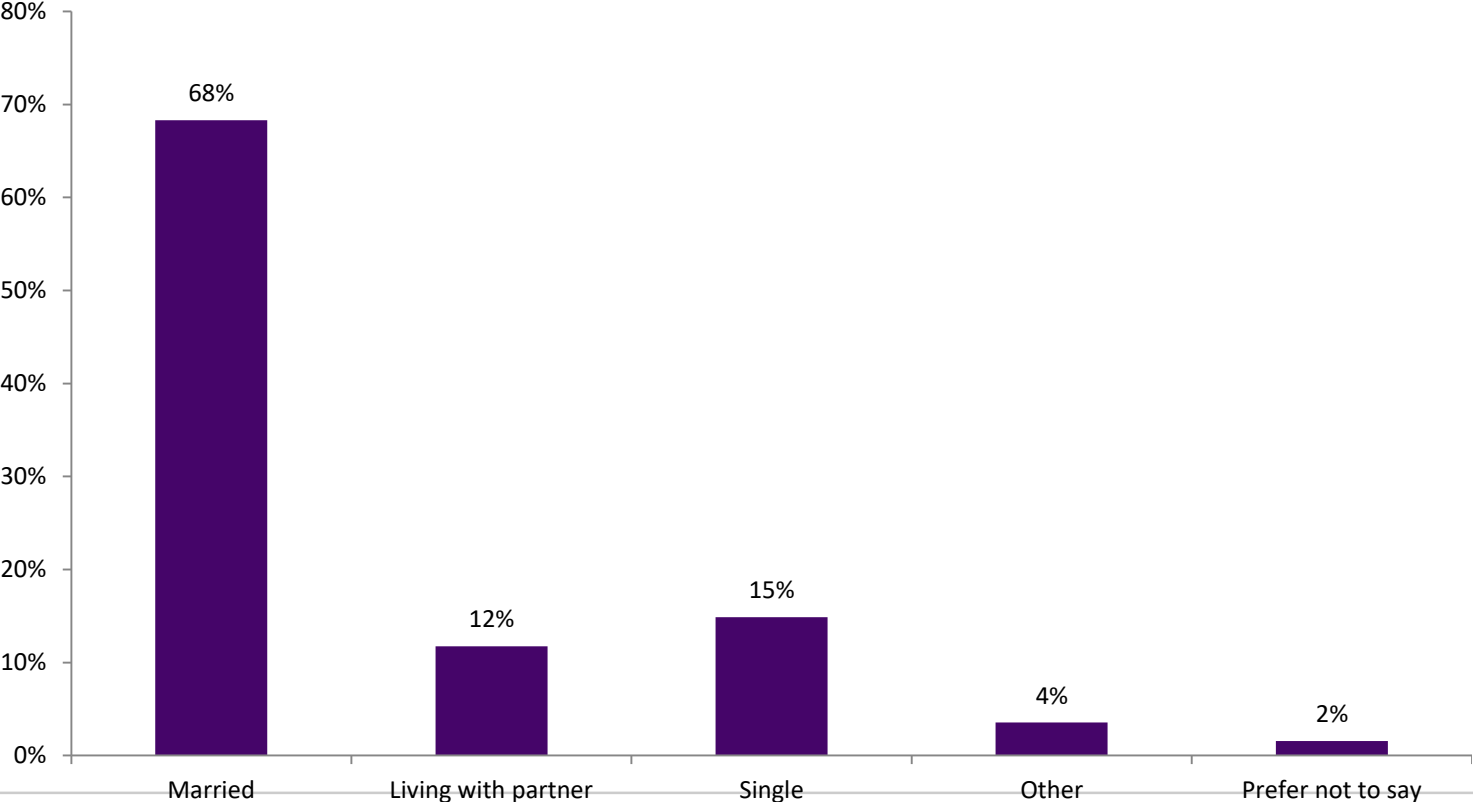
Q1: Age



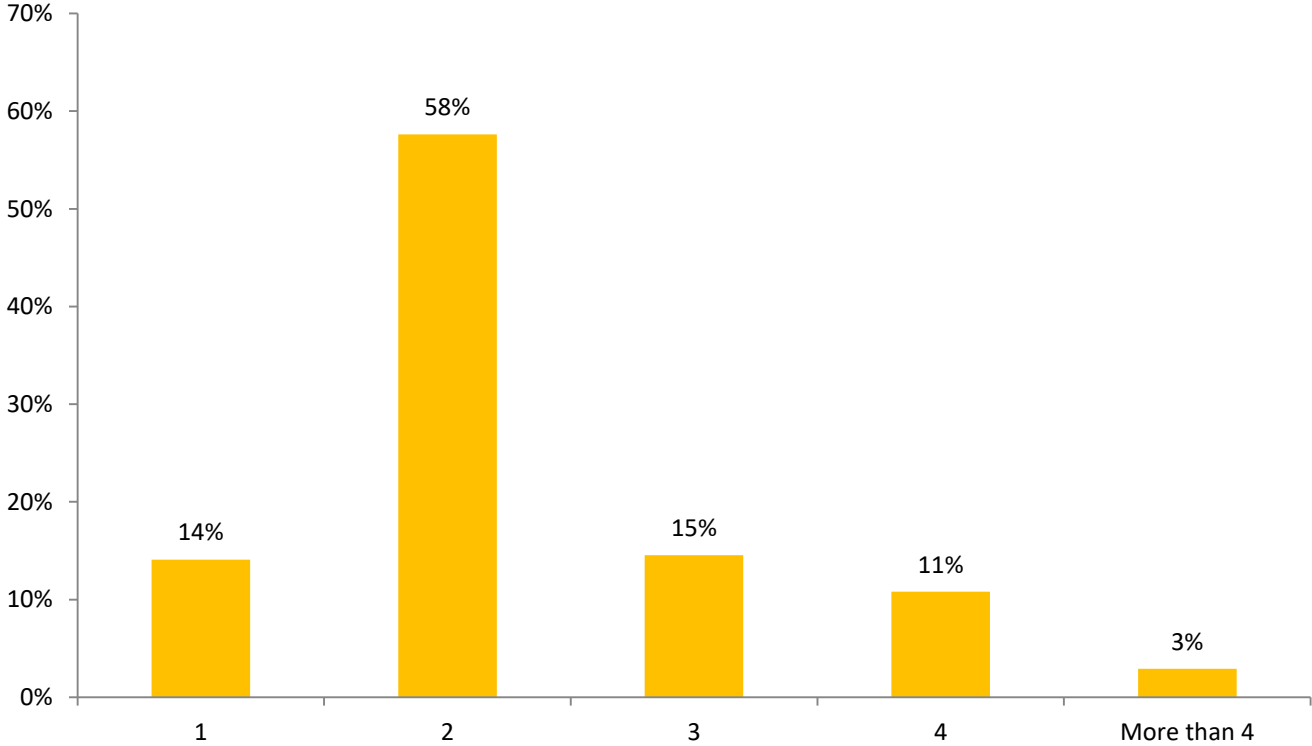
Q2: Gender



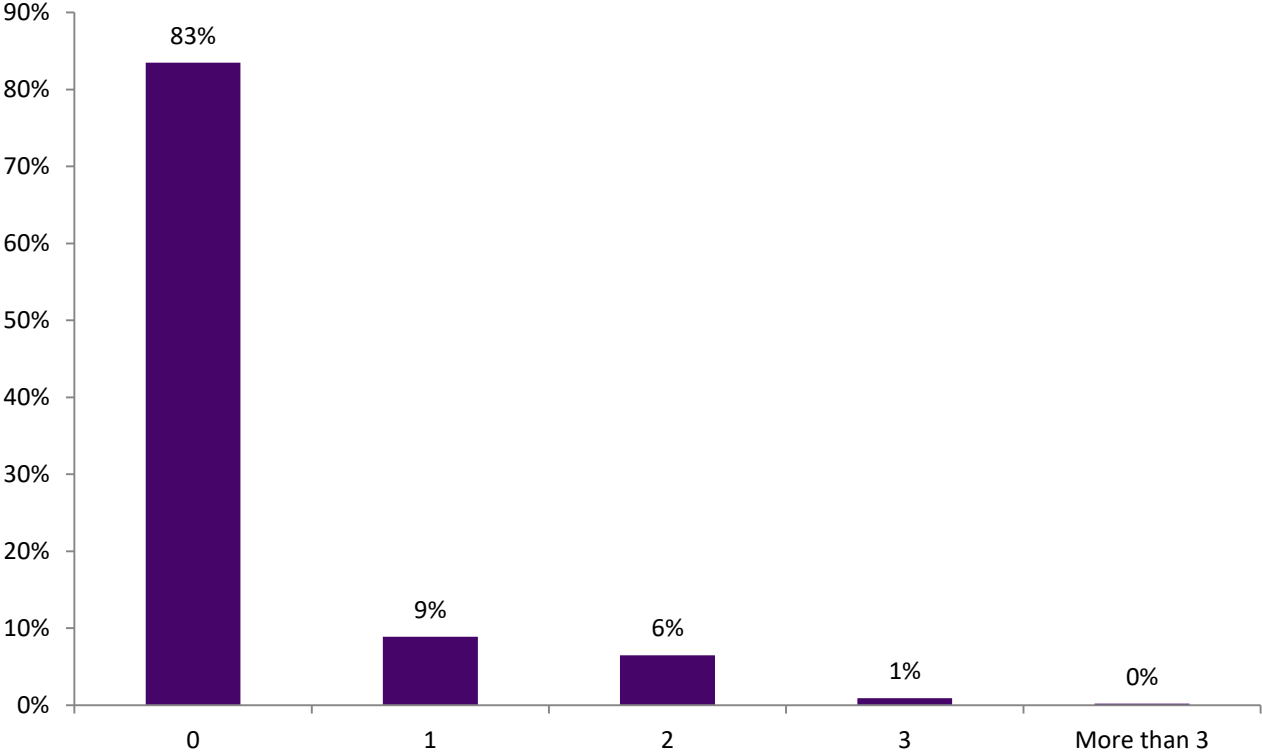
Q3: Marital status



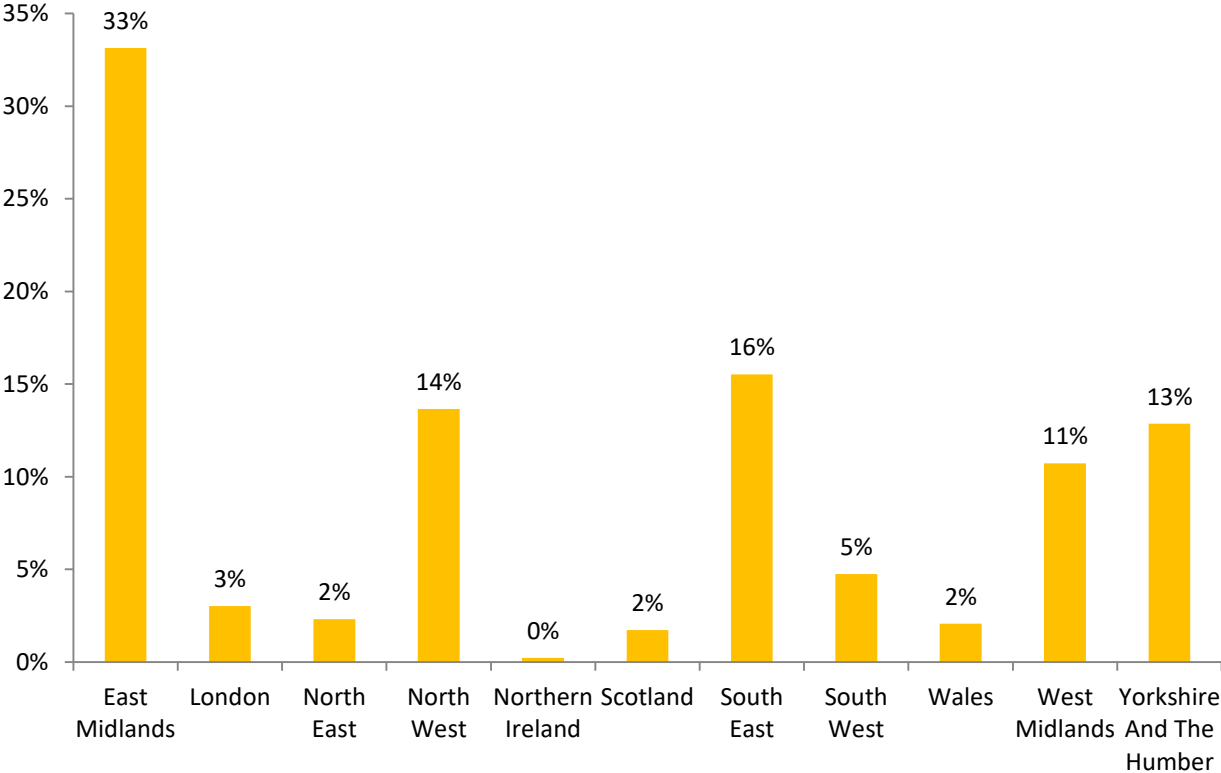
Q4: Including yourself, how many people currently live in your household?



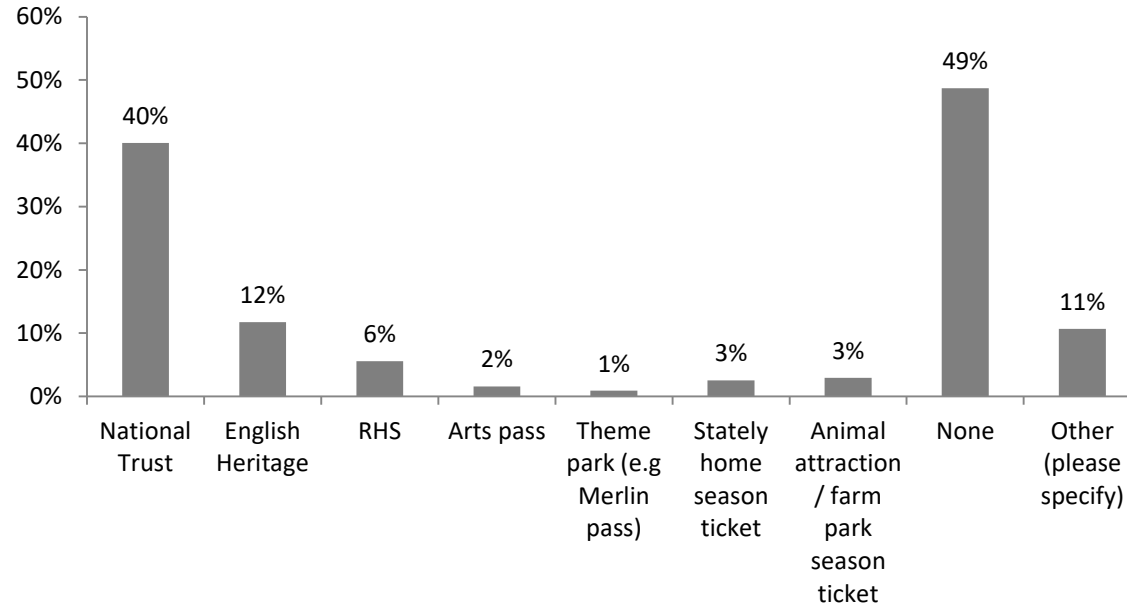
Q5: How many of your household members are people under the age of 18?



Q6: UK Region



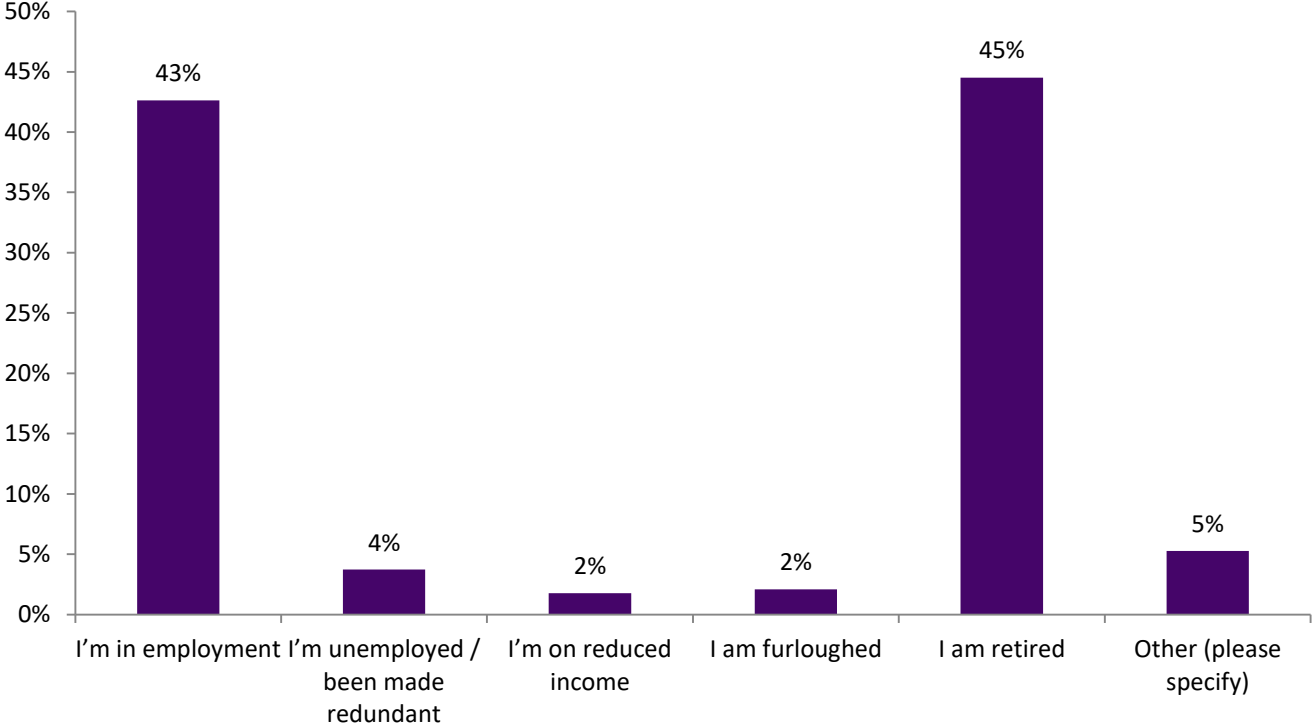
Q7: Which of these organisation's (if any) are you currently a member or season ticket holder of?



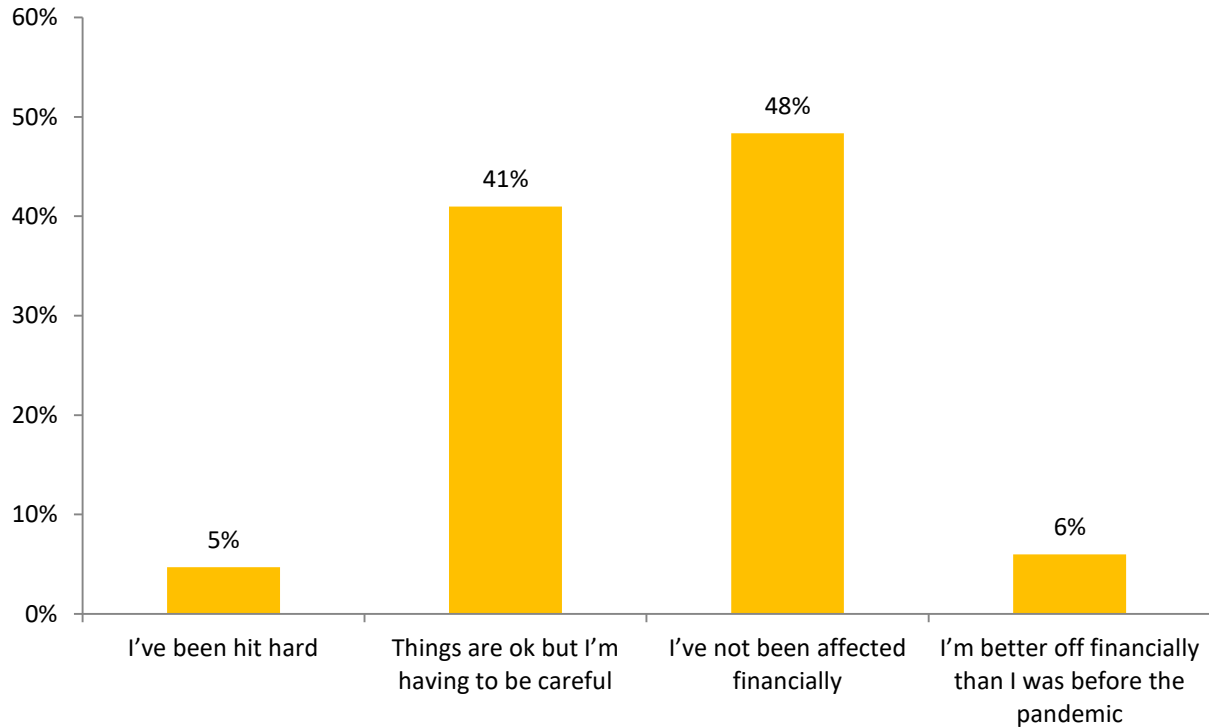
Other responses included:

- RSPB
- Wildlife trust
- Named museums and attractions

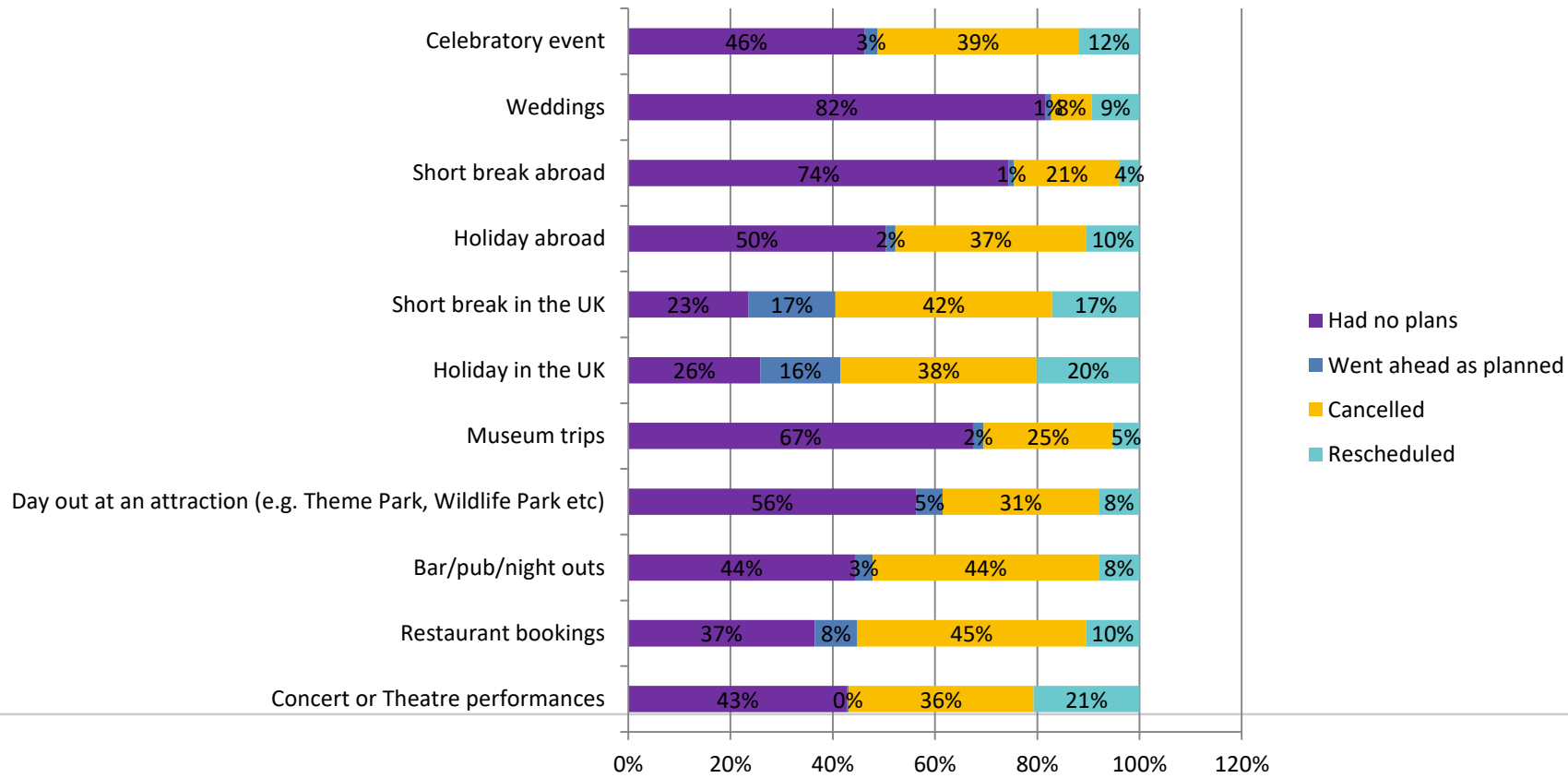
Q8: What is your current employment status?



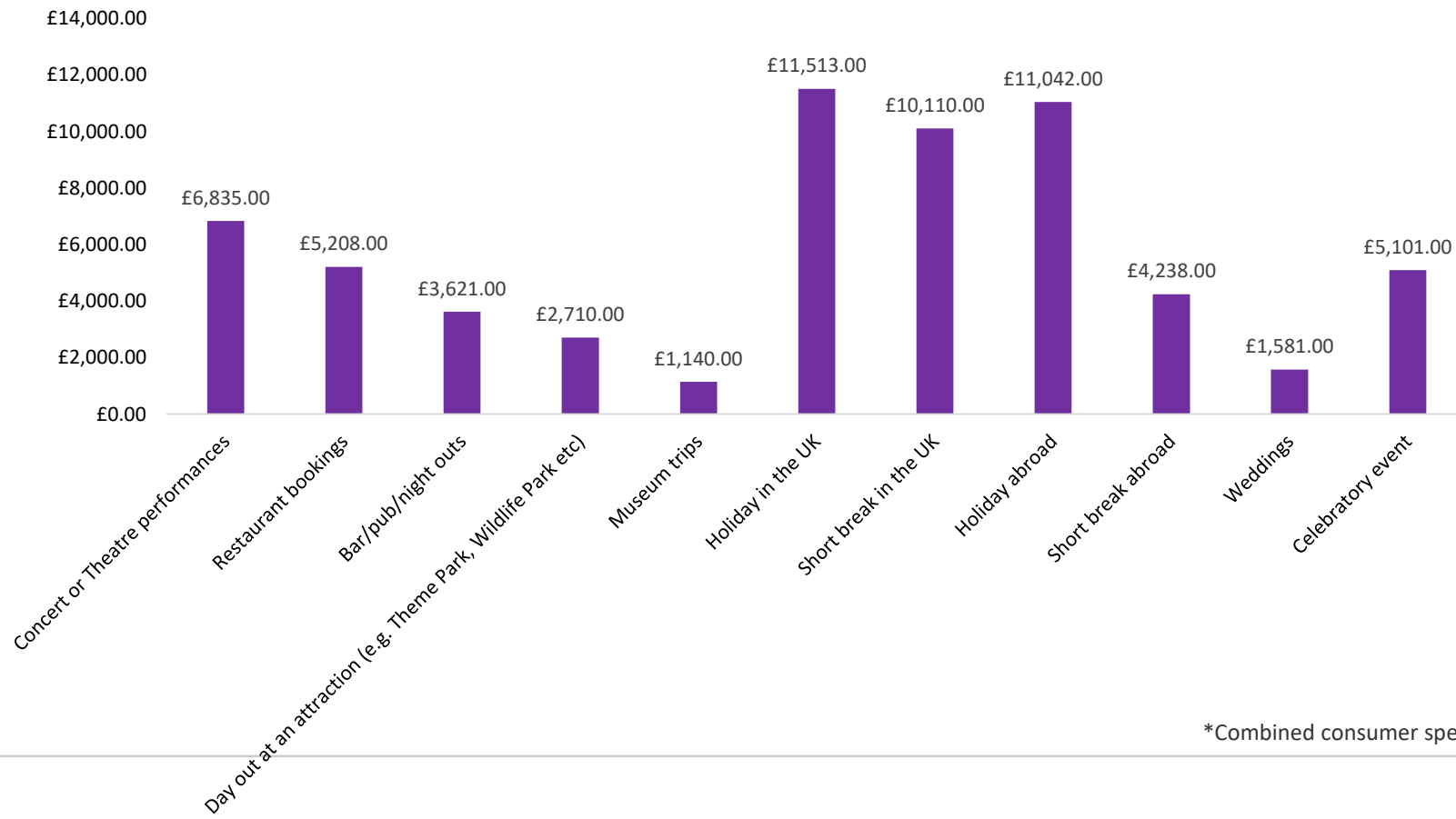
Q9: Which of the following statements best describes the impact the pandemic has had on you financially?



Q10: Which the following have you had to cancel or rearrange as a result of the Coronavirus pandemic since the 23rd of March 2020?

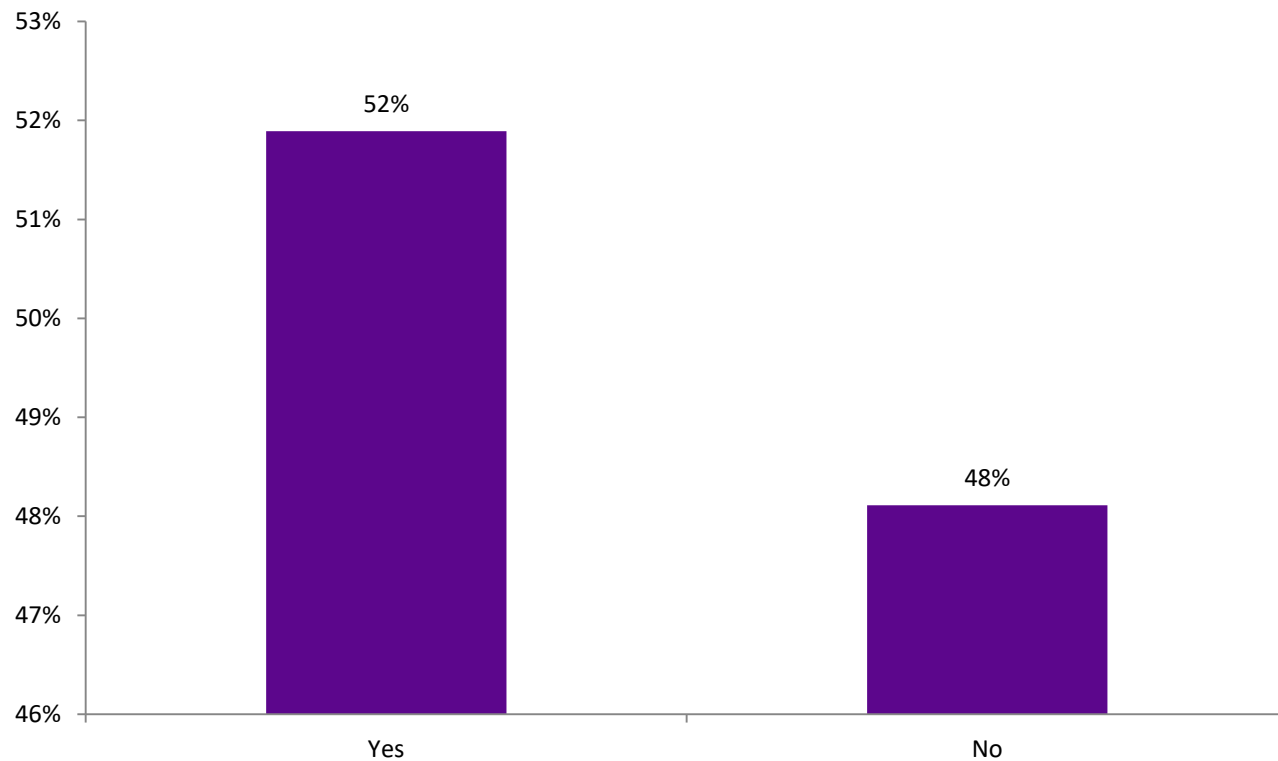


Q11: Please can you provide an estimate in pounds of how much each of the cancellations was worth? (Please only enter a numerical figure here)

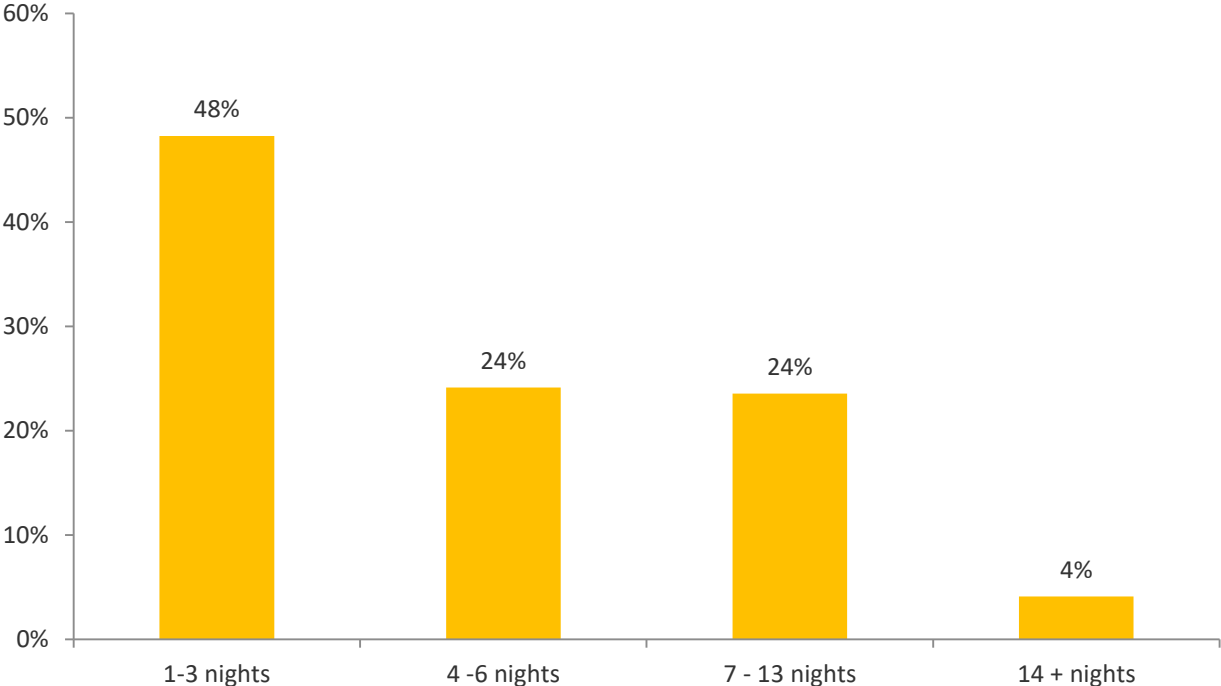


*Combined consumer spend totals

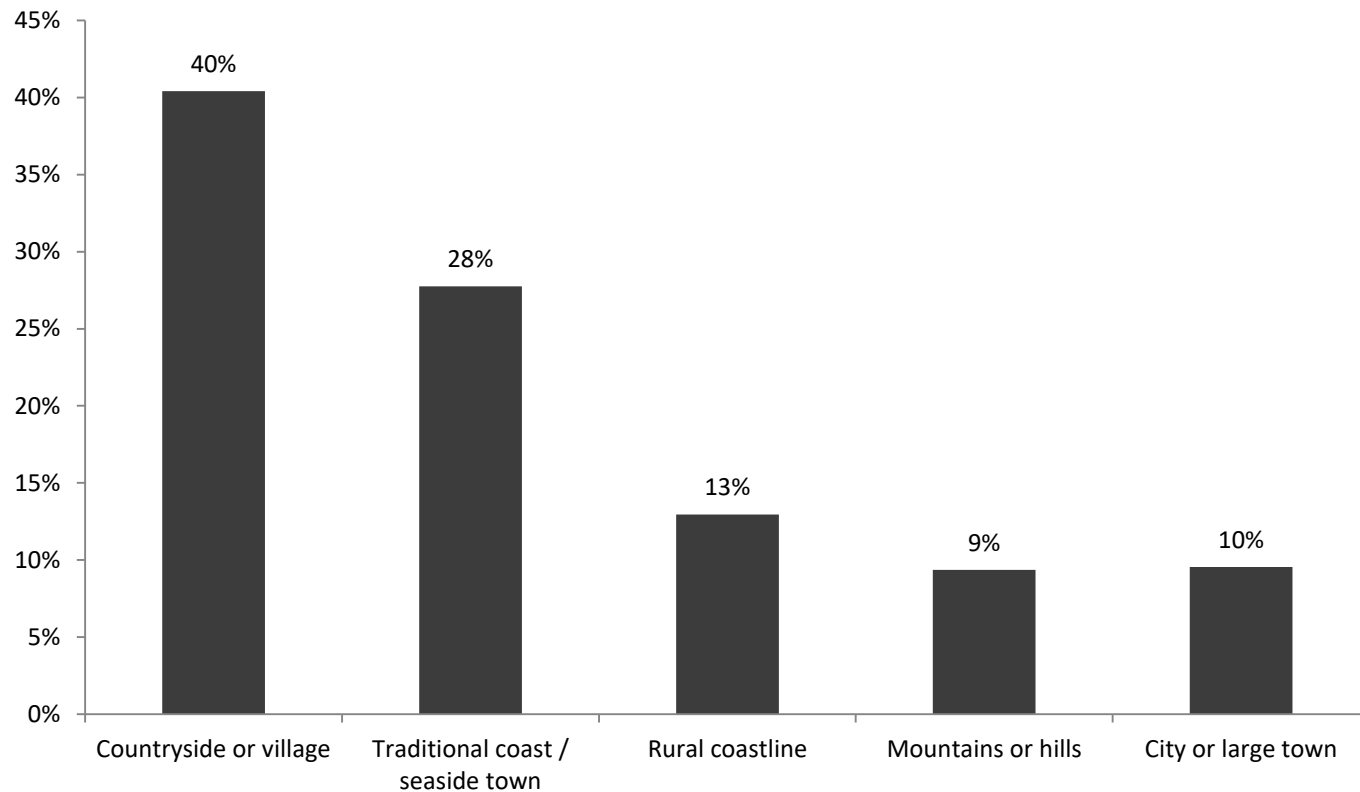
Q12: During the eased lockdown measures over the summer and early Autumn (July-October 2020) did you take a UK overnight break?



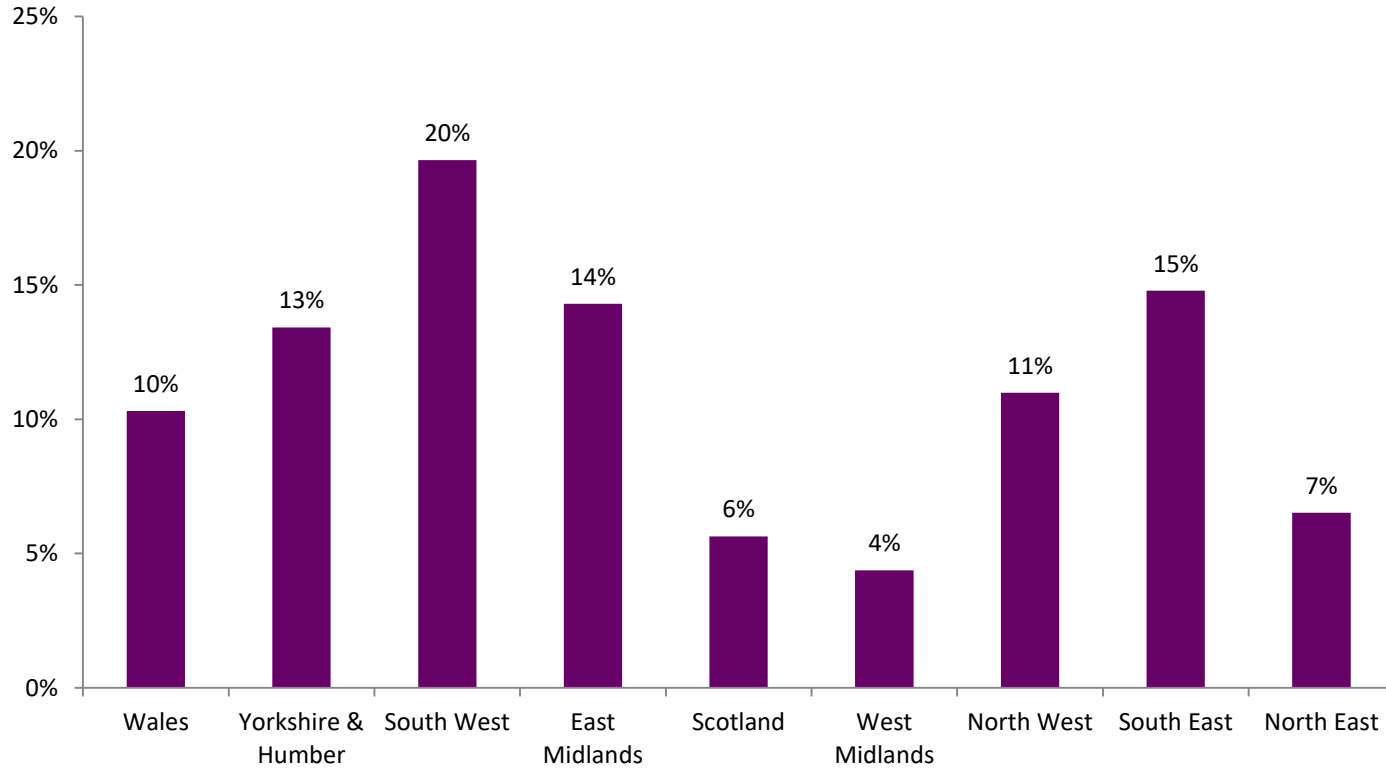
Q13: How long was your UK break?



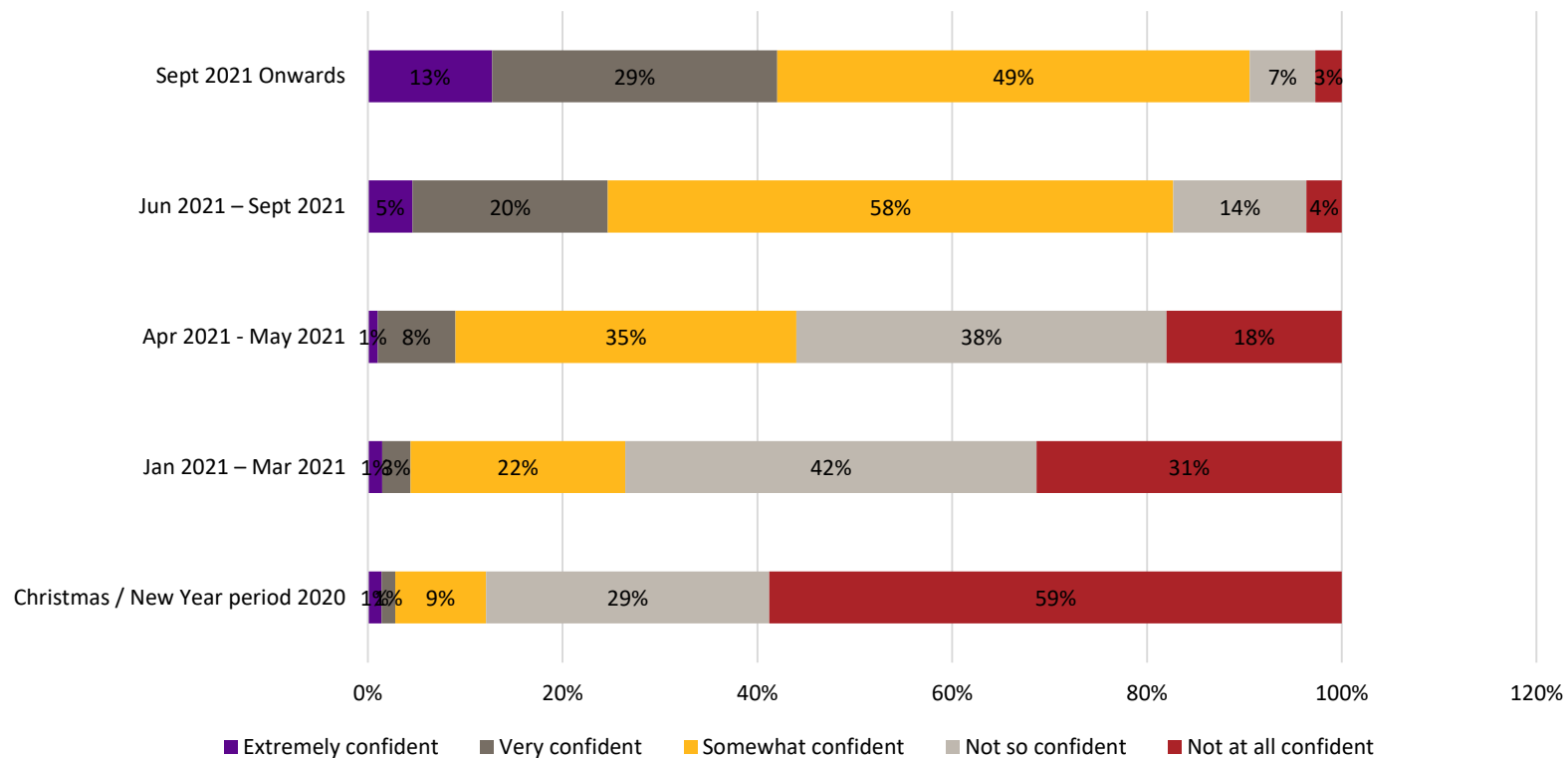
Q14: Which of the following best describes your UK break?



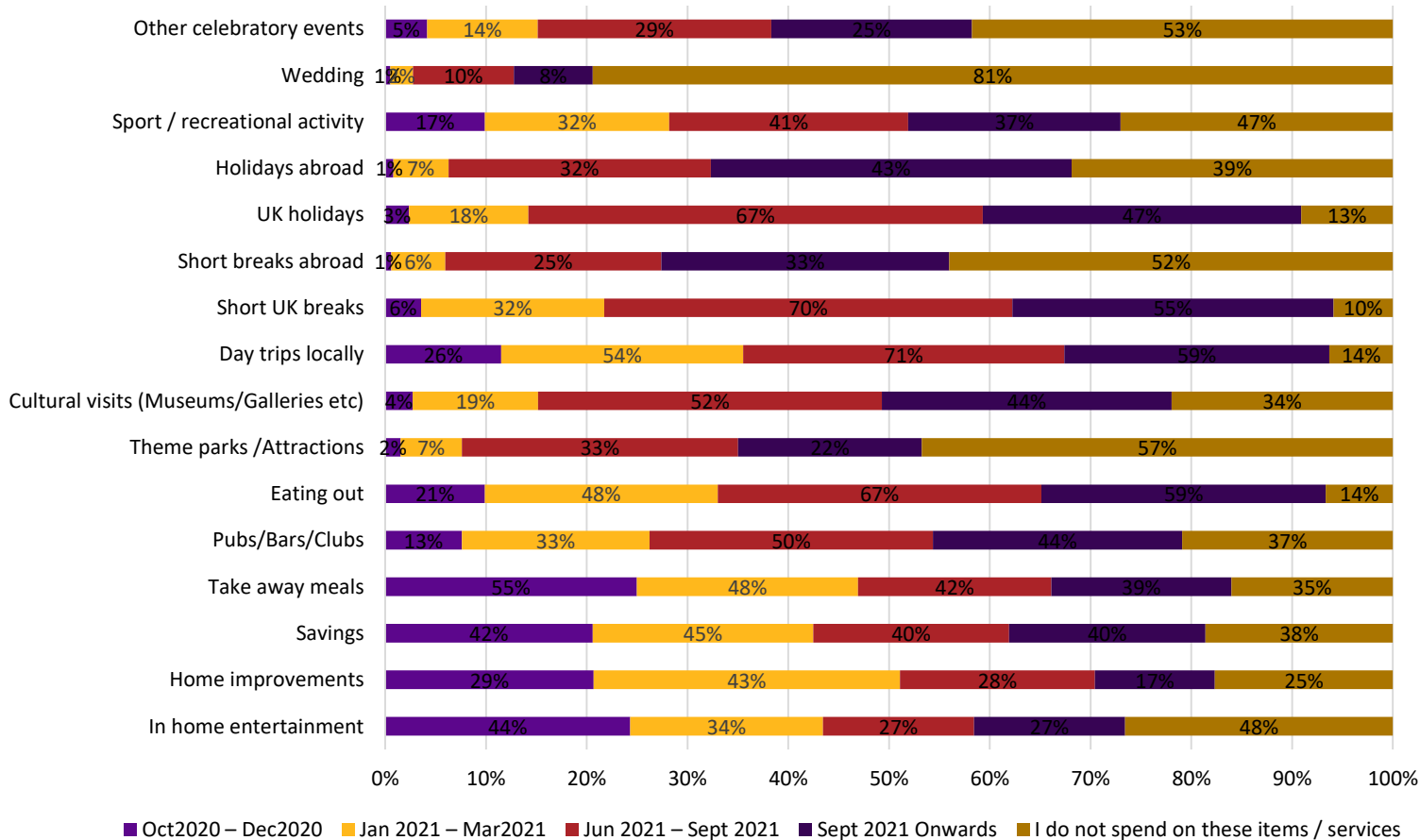
Q15: In which region did you take your UK break/holiday?



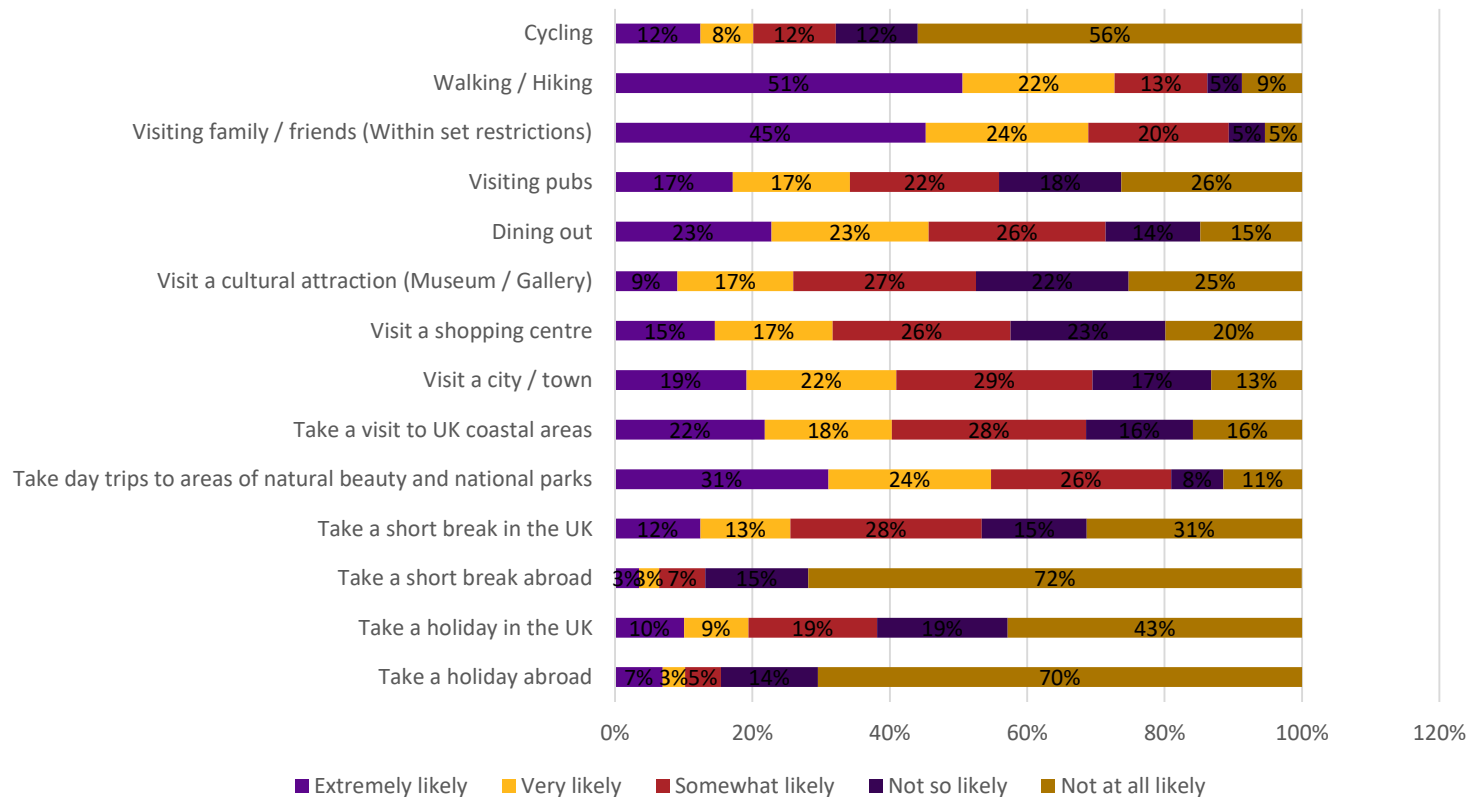
Q16: Imagine you had booked a UK trip booked within each of following date ranges, how confident would you be of taking each trip?



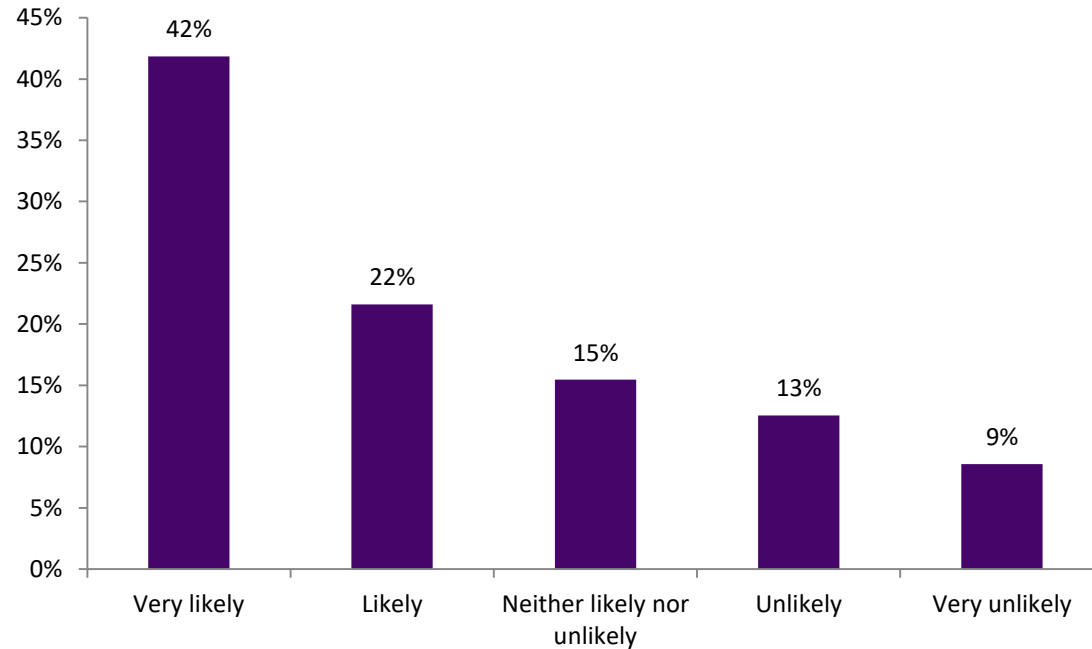
Q17: Please identify which of the following you expect to spend on in the stated time periods? (Please tick all that apply for each date range)



Q18: Assuming that measures have been lifted and it has safe to do so how likely are you to do each of the following over the Winter period 2020:



Q19:How likely would you be to visit the Peak District & Derbyshire after the current lockdown is due to end between 2nd of December 2020 and March 2021?.



Q20: Please tell us how the pandemic has affected your attitude towards taking a UK short break or holiday (it may have deterred you from booking, or you may feel the need more than ever?)

“Deterred from booking”

“I feel compelled to travel more within the UK and abroad”

“It was a struggle to get a refund for a cottage we booked so not booking”

“Extremely concerned, not traveling”

“Feel the situation is too unclear to take a holiday as it changes so quickly and the virus doesn't seem to be going away”

“A short break is likely to be needed if just for a change of scenery”

Q21: Please tell us how the pandemic has affected your attitude to taking day trips out to attractions (this can include theme parks, farm parks, cultural venues such as galleries and museums etc)

Not willing to make such visits at present.

I am a bit more cautious of trips to places that are enclosed or have a lot of people. But going to parks and gardens do not bother me during the pandemic.

Having to wear a mask makes me not want to go out unnecessarily.

Prevented me from going. but i will be booking again

Most are book online so a spontaneous visit is now out the question

Q22:What do you look forward to most in 2021 assuming a good level of normality has returned post pandemic Please rank these in order from most looking forward 1 to least looking forward to 10. If the activity is not something you would do please tick the N/A box.

