

Overview and Scrutiny Report Tourism and Business Survey, 2021

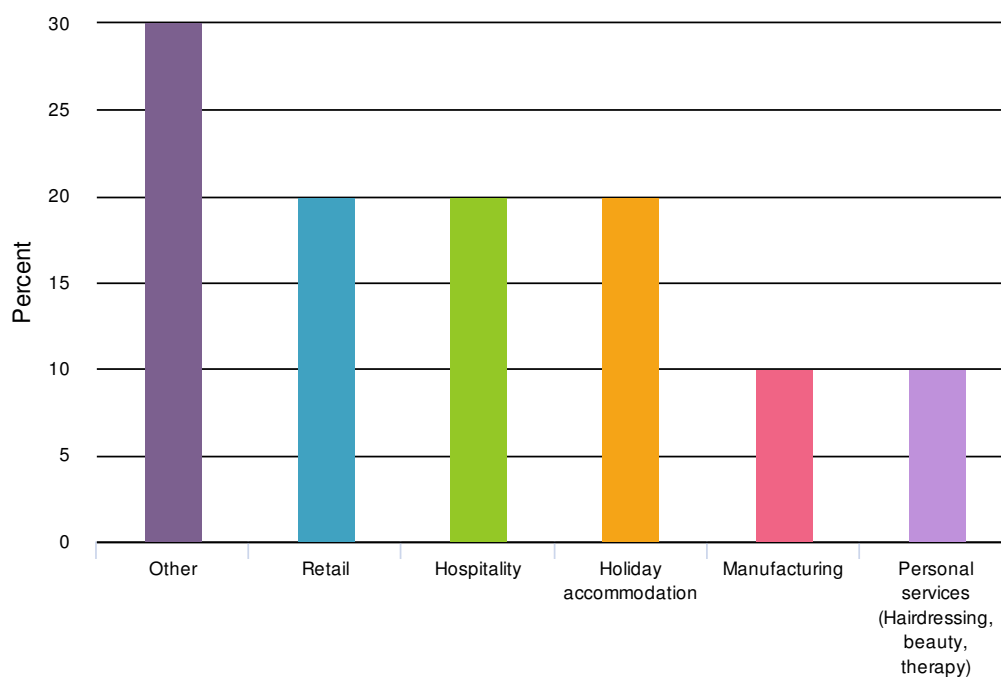
Response Counts









Totals: 10

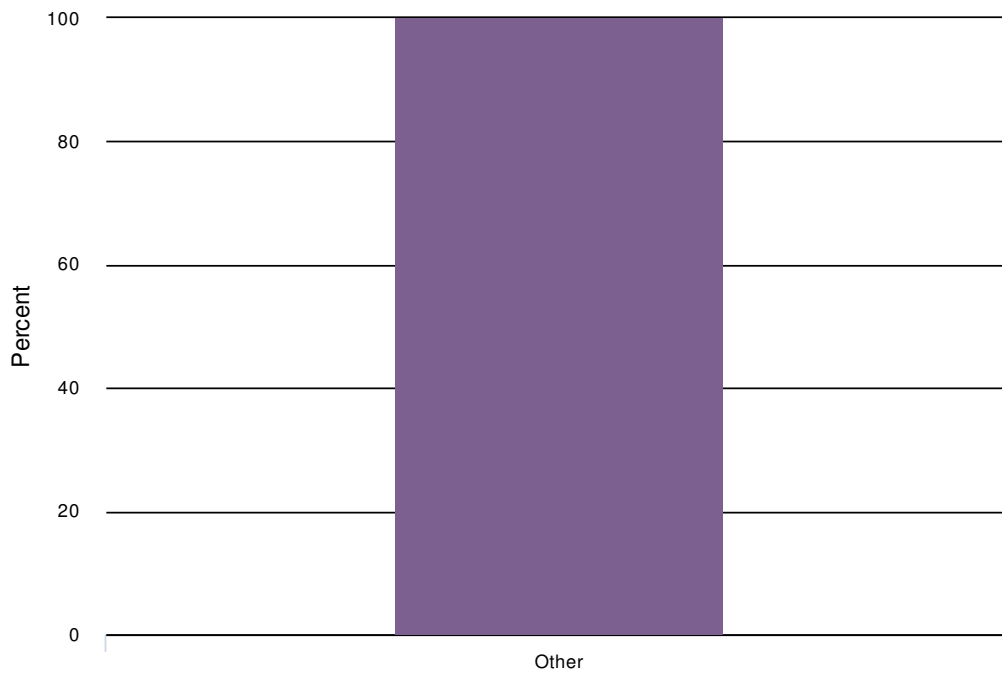
1. The name of your business

2. Type of business



Value		Percent	Responses
Other		30.0%	3
Retail		20.0%	2
Hospitality		20.0%	2
Holiday accommodation		20.0%	2
Manufacturing		10.0%	1
Personal services (Hairdressing, beauty, therapy)		10.0%	1

3. What type of holiday accommodation do you provide? Please tick all that apply

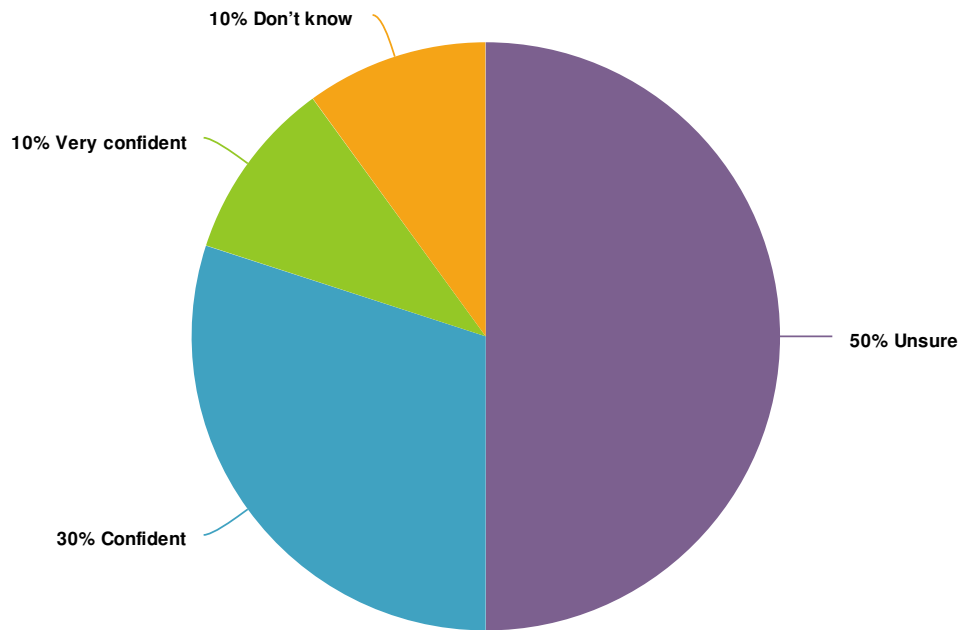


Value		Percent	Responses
Other		100.0%	2

4. Where in Wyre is your business located?



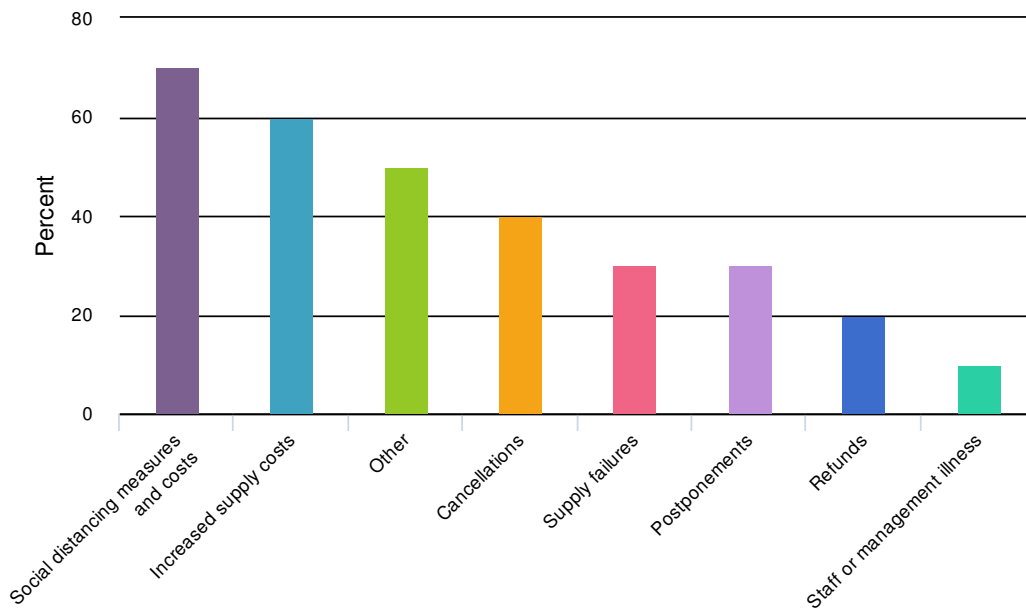
5. As lockdowns have begun to ease, how are you finding customer confidence?











Value	Percent	Responses
Unsure	50.0%	5
Confident	30.0%	3
Very confident	10.0%	1
Don't know	10.0%	1

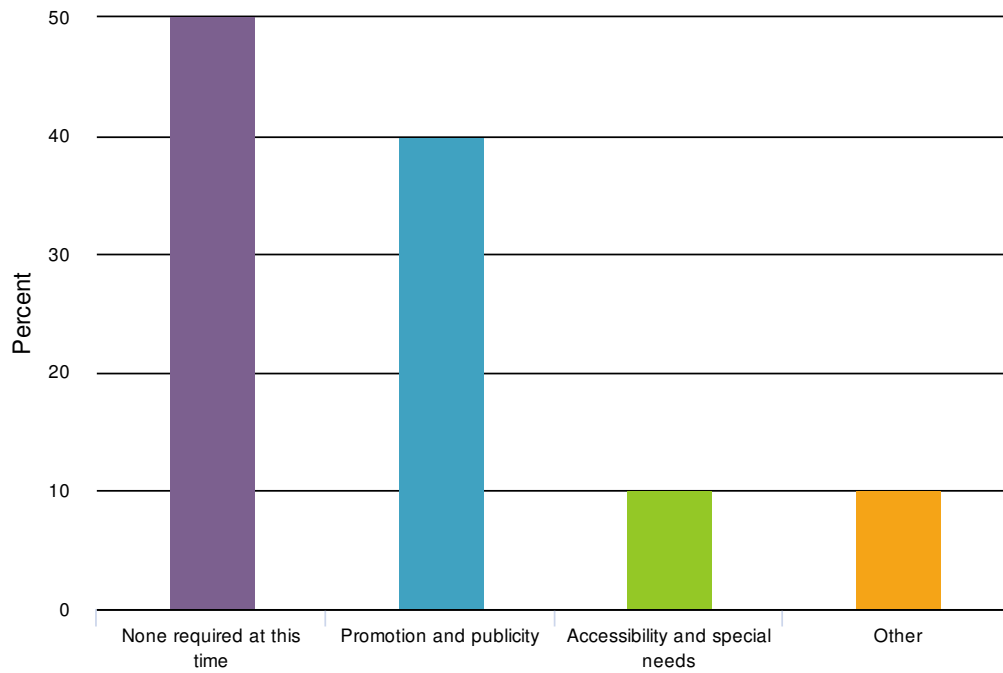
Totals: 10





6. What operational and financial challenges have you faced due to the pandemic? please tick all that apply.



Value		Percent	Responses
Social distancing measures and costs		70.0%	7
Increased supply costs		60.0%	6
Other		50.0%	5
Cancellations		40.0%	4
Supply failures		30.0%	3
Postponements		30.0%	3
Refunds		20.0%	2
Staff or management illness		10.0%	1

7. Are there any practical areas of help / advice that would help your business? Please tick all that apply.

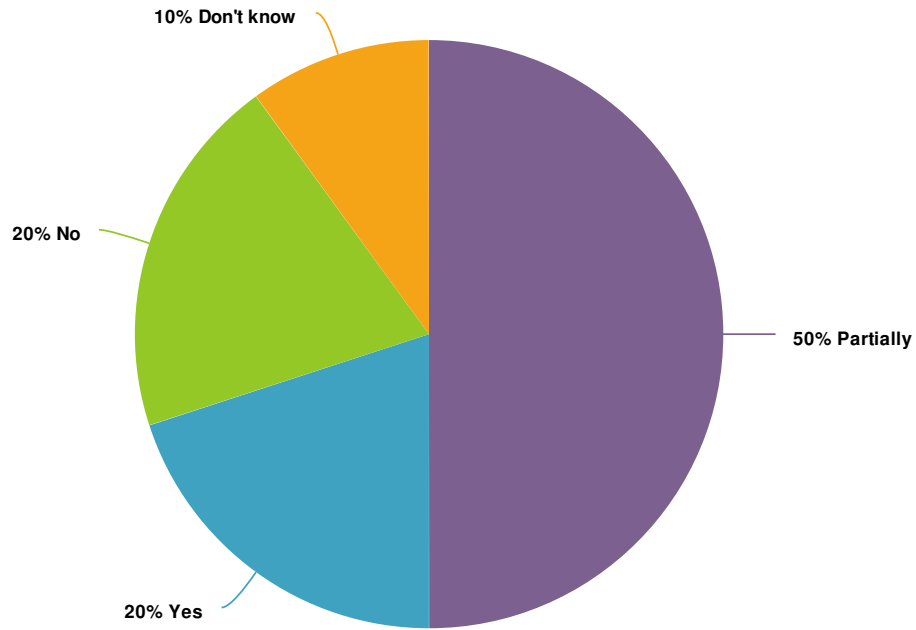


Value		Percent	Responses
None required at this time		50.0%	5
Promotion and publicity		40.0%	4
Accessibility and special needs		10.0%	1
Other		10.0%	1

8. Your name

9. Your preferred contact details

10. Do you rely on tourism for your business success?



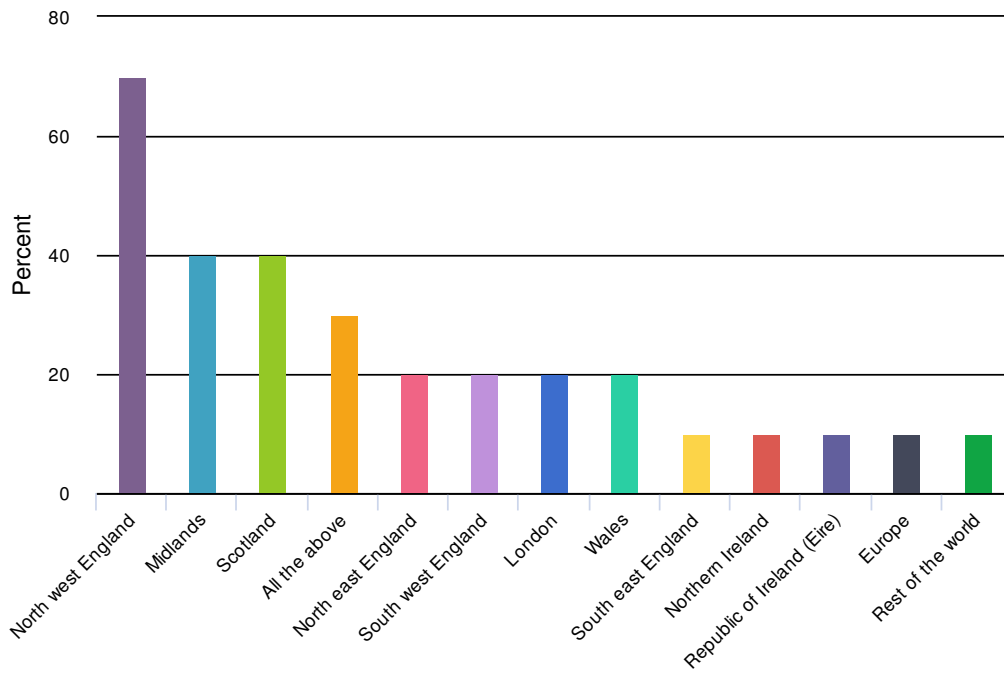
Value	Percent	Responses
Partially	50.0%	5
Yes	20.0%	2
No	20.0%	2
Don't know	10.0%	1

Totals: 10

11. Can you tell us more?

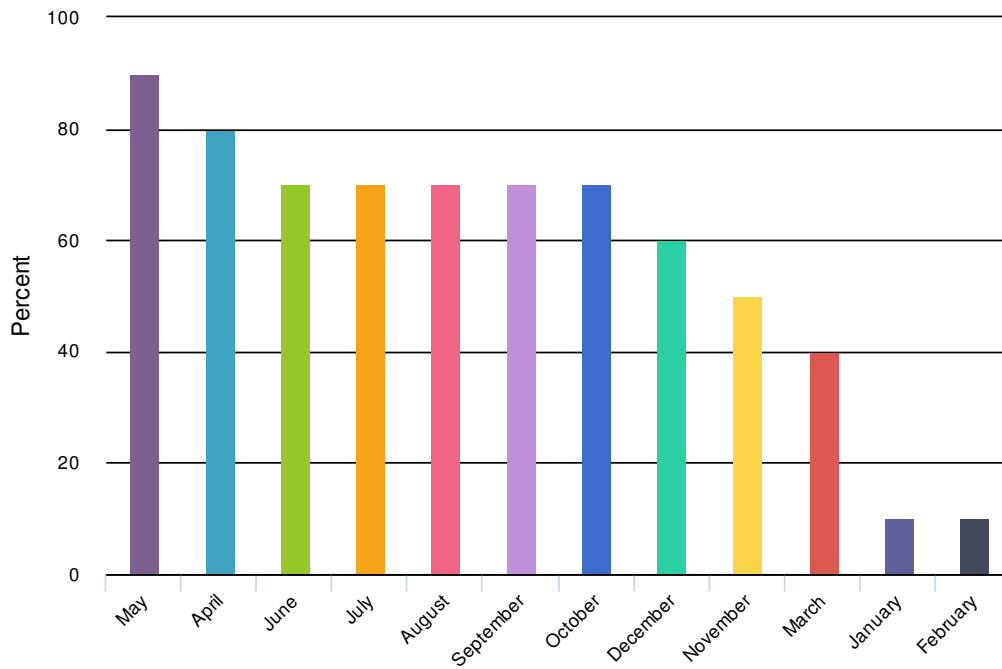


12. If known, where do your customers come from? Please tick all that apply.



Value	Percent	Responses
North west England	70.0%	7
Midlands	40.0%	4
Scotland	40.0%	4
All the above	30.0%	3
North east England	20.0%	2
South west England	20.0%	2
London	20.0%	2
Wales	20.0%	2
South east England	10.0%	1
Northern Ireland	10.0%	1
Republic of Ireland (Eire)	10.0%	1
Europe	10.0%	1
Rest of the world	10.0%	1

13. When is/are your busiest times of the year? Please tick all that apply



Value	Percent	Responses
May	90.0%	9
April	80.0%	8
June	70.0%	7
July	70.0%	7
August	70.0%	7
September	70.0%	7
October	70.0%	7
December	60.0%	6
November	50.0%	5
March	40.0%	4
January	10.0%	1
February	10.0%	1

14. Please tell us about how you promote your business and how your customers get to know about you. Please tick all that apply.

	Printed publicity materials	Business website	Discover Wyre website	Marketing Lancashire (Visit Lancashire)	Social media	Word of mouth	None of the above	Other	Total Checks
I promote my business using: Checks Row Check %	5 15.6%	7 21.9%	1 3.1%	1 3.1%	8 25.0%	8 25.0%	0 0.0%	2 6.3%	32
Customers hear about me from: Checks Row Check %	5 15.2%	7 21.2%	1 3.0%	1 3.0%	8 24.2%	9 27.3%	0 0.0%	2 6.1%	33
Total Checks Checks % of Total Checks	10 15.4%	14 21.5%	2 3.1%	2 3.1%	16 24.6%	17 26.2%	0 0.0%	4 6.2%	65 100.0%

15. Please state

newsletter
advert
online email
youtube