

COVID-19 hospitality sentiment survey Key findings

Week commencing 30 March 2020

Introduction

To help identify the business impact of COVID-19 in the hospitality industry, Deloitte is conducting a periodic survey of sentiment from senior figures in international hospitality

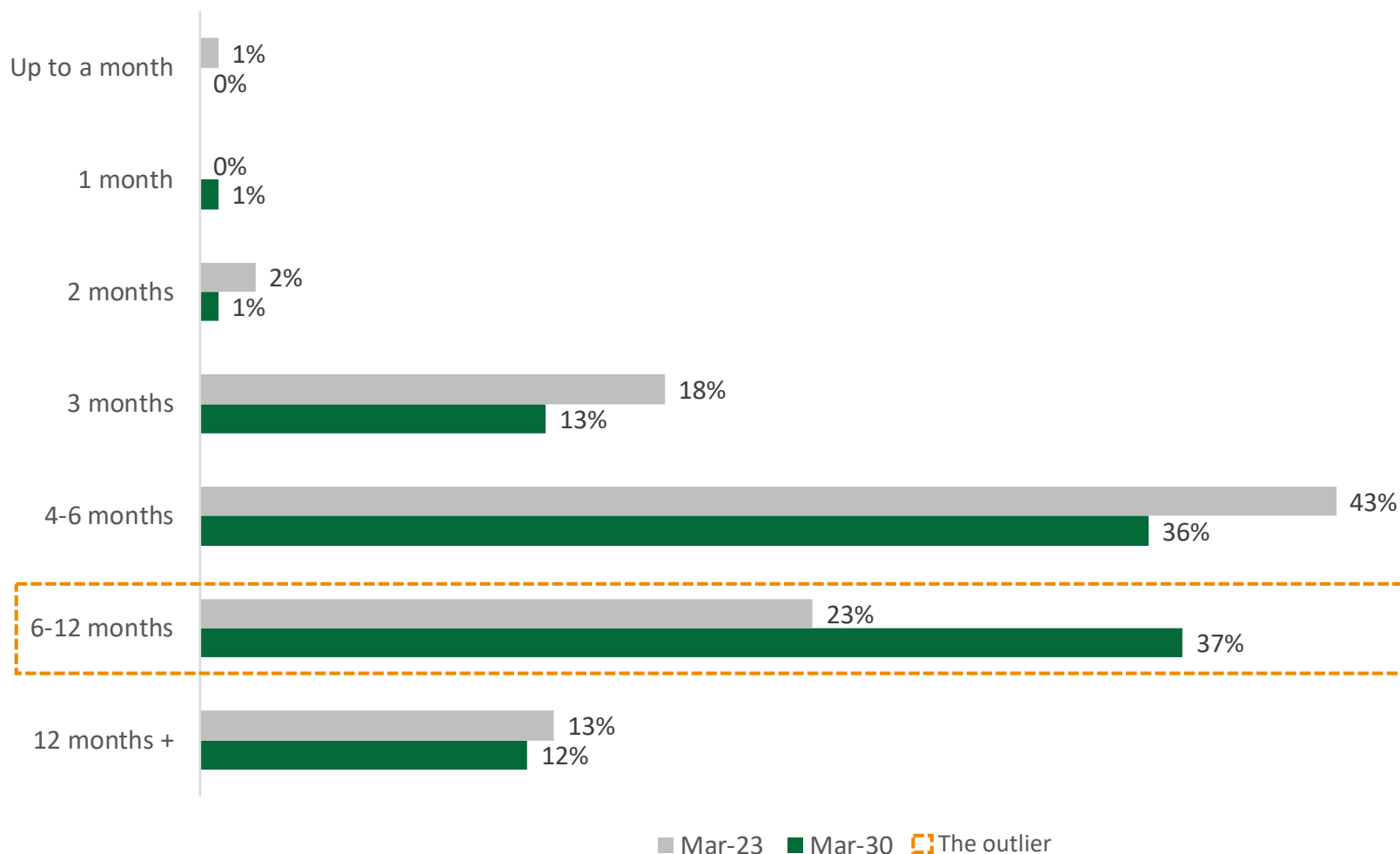
- These are the key findings from the Deloitte Hotel Sentiment Survey, conducted in March 2020, as part of the annual European Hotel Industry Conference. The findings are based on the responses of over 140 senior figures in international hospitality
- The findings in this document represent the second survey conducted during the week of March 30, 2020
- Stay tuned for our next set of COVID-19 hospitality sentiment survey findings and please contact: EHIC@deloitte.co.uk to sign up



Survey responses

Length of the disruption to the hospitality sector

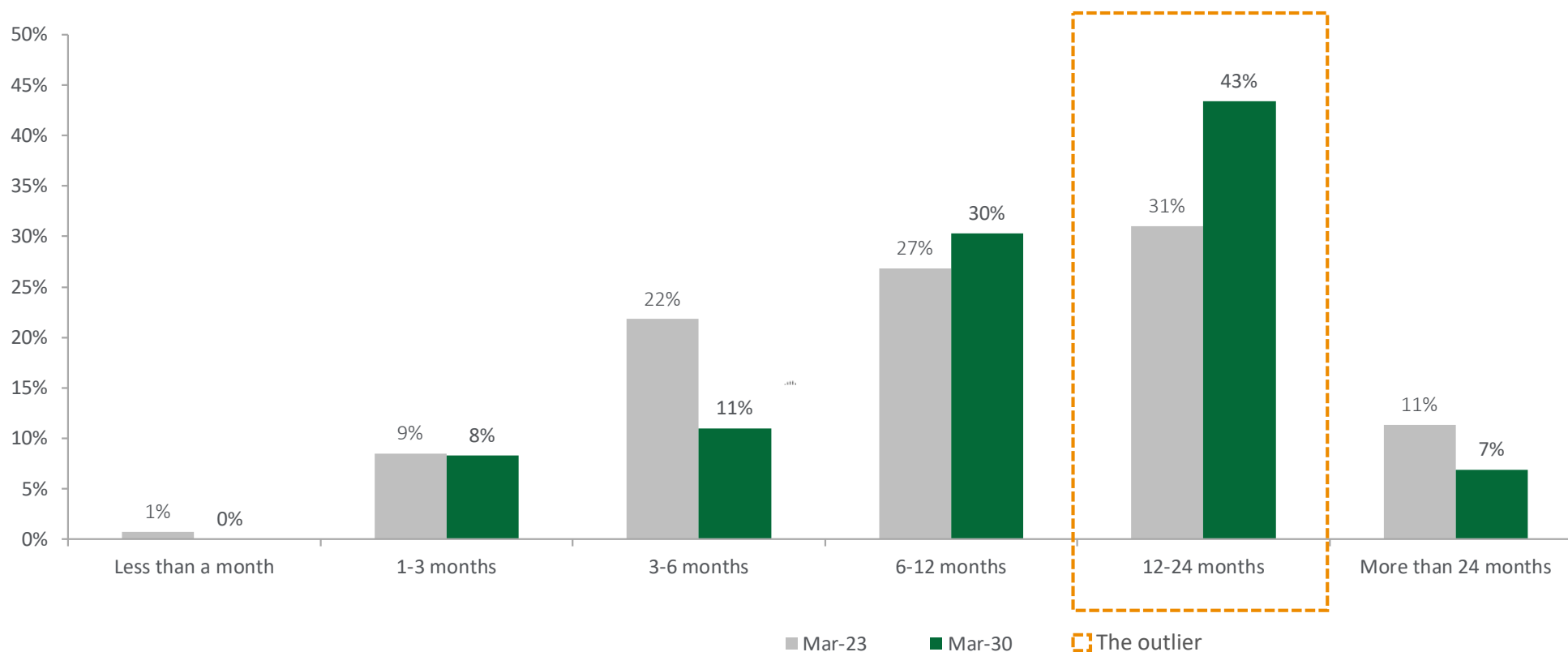
85% of respondents now expect the disruption to last 4-6 months or more i.e. beyond the summer (vs. 79% last week). Respondents sentiment has shifted more negatively (+14 pts) towards longer term disruption (6-12 months) vs. last week



Q1: How long do you expect material disruption to the hospitality sector to last?

Hotel industry's recovery speed

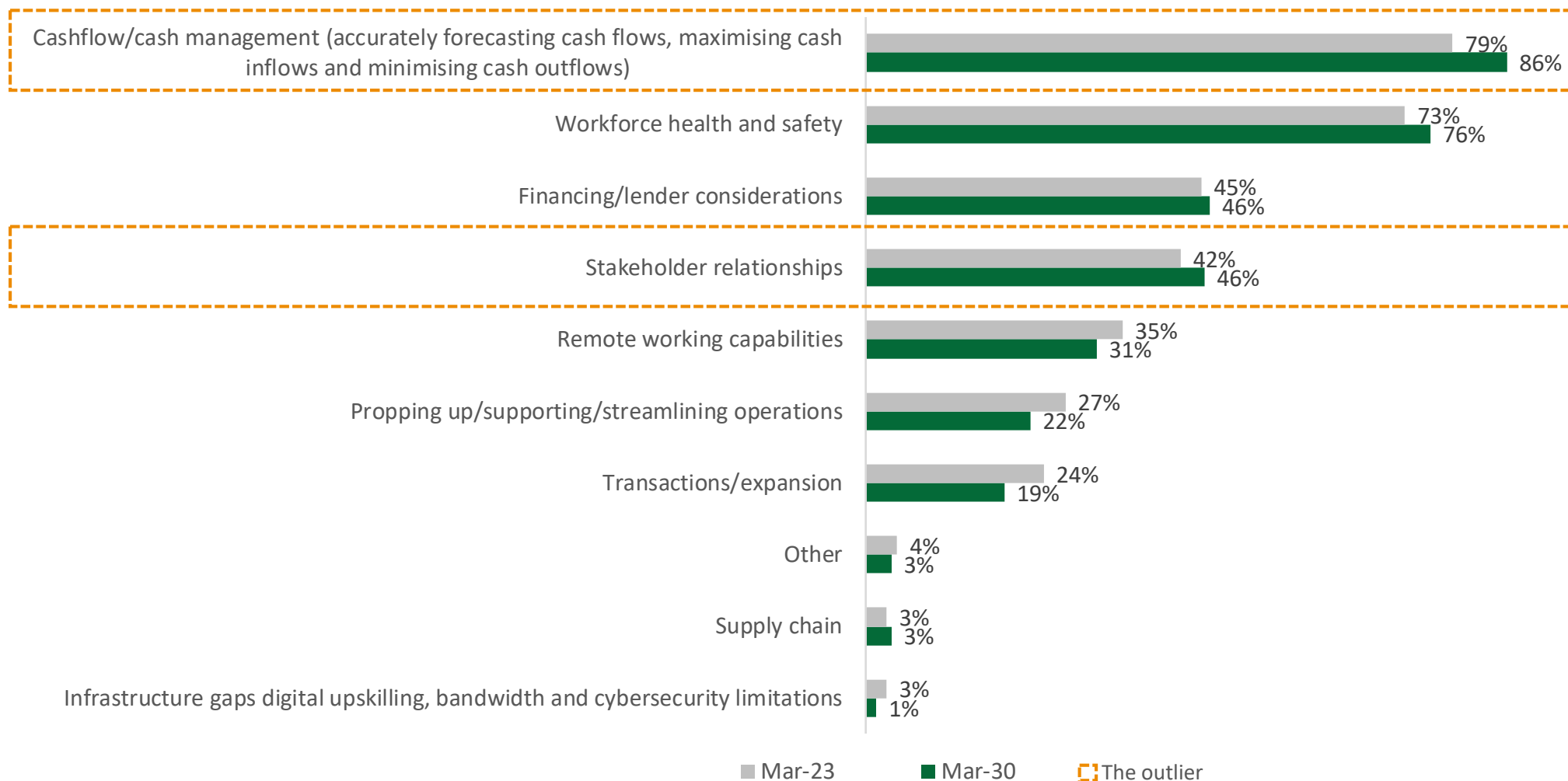
Once the pandemic is contained, 43% of respondents believe the industry will take another 12-24 months to recover (vs. 31% last week). 11% believe that the industry bounce back will be much quicker at 3-6 months (vs. 22% last week)



Q2: Once the pandemic is contained, how long do you estimate it will take for the industry to get back to business as usual?

Current key priorities

Cash management, workforce health and safety and debt considerations remain top priorities over the next 4 weeks. Respondents are now putting more emphasis on cash management and stakeholder relationships vs. last week

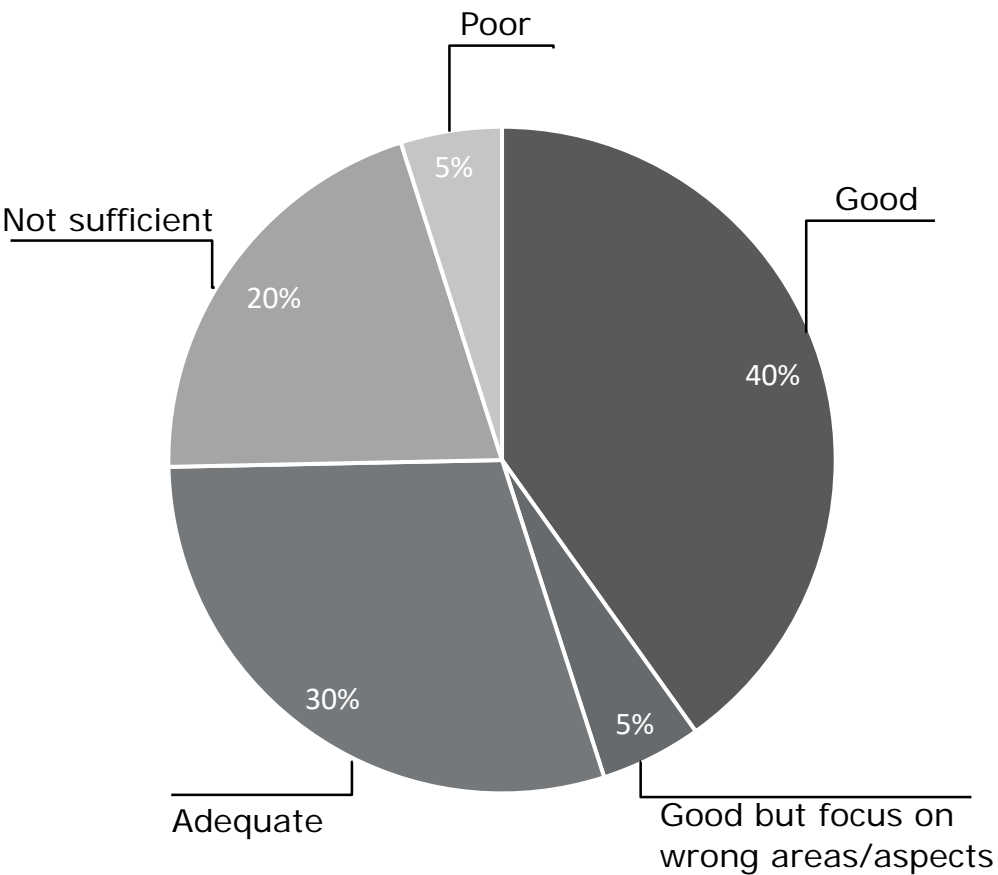


Q3: What are your key priorities over the next 4 weeks? (choose at least 3)

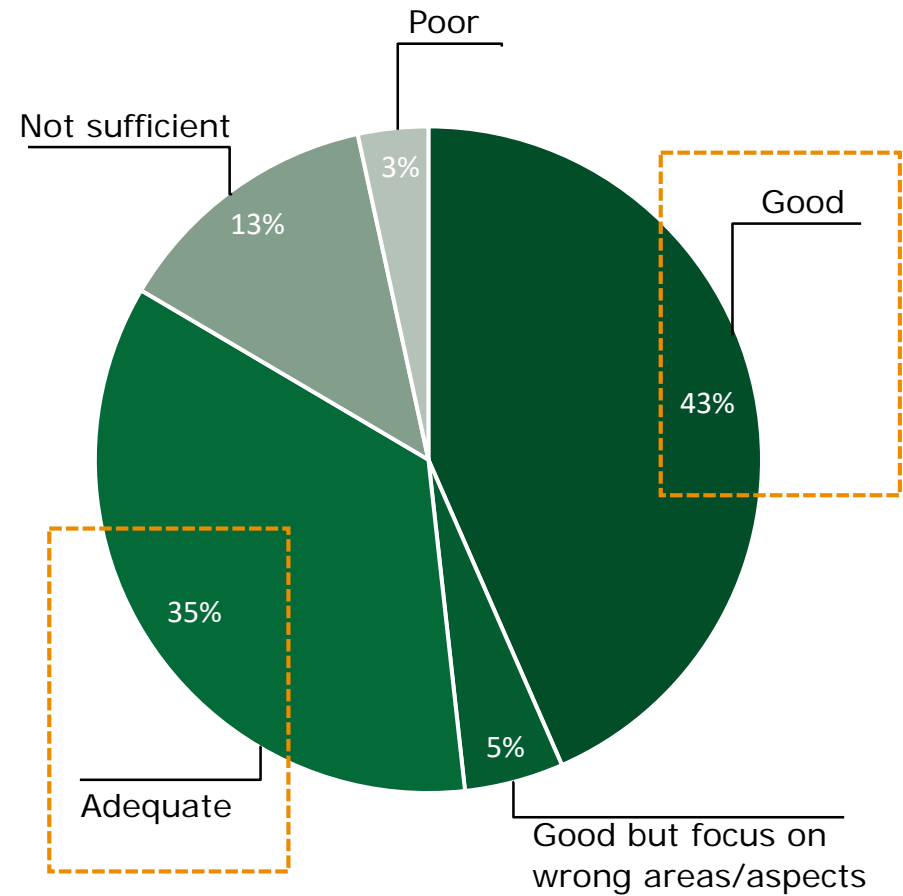
Level of government response

A higher proportion of respondents believe the government's level of response is good / adequate (83% vs. 75%), with 16% believing the government can do more to support the industry (vs. 25% last week)

Week - March 23



Week - March 30

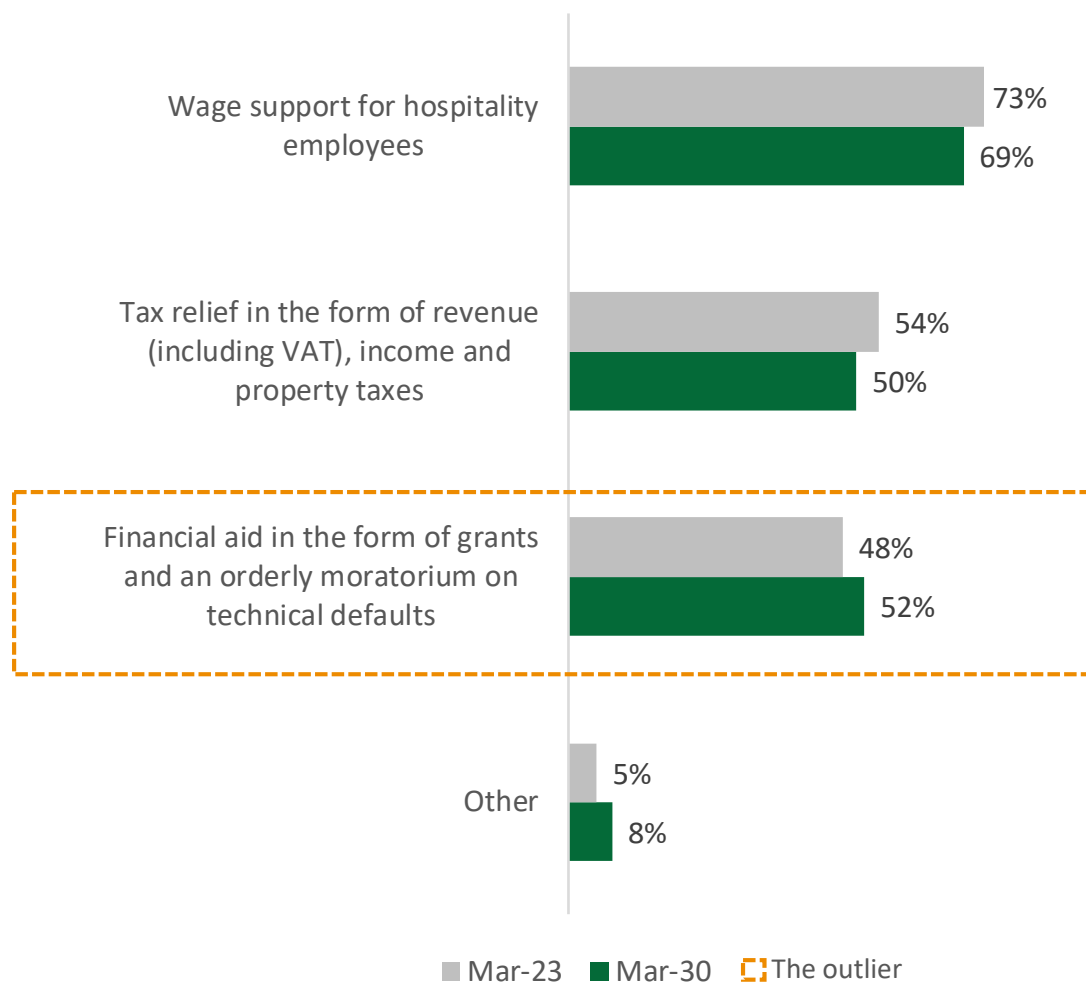


Q4: View on current level of your government response and support of the industry?

 The outlier

Government's priorities to support the industry

The majority of respondents still believe that the government should be prioritising wage support for hospitality employees. A higher proportion of respondents think that financial aid support should be prioritised over tax relief



Q5: What areas should your government be prioritising to support your business/the industry?

Contacts

Please reach out if you have any questions



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