

COVID-19 hospitality sentiment survey

Key findings

Week commencing 06 April 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

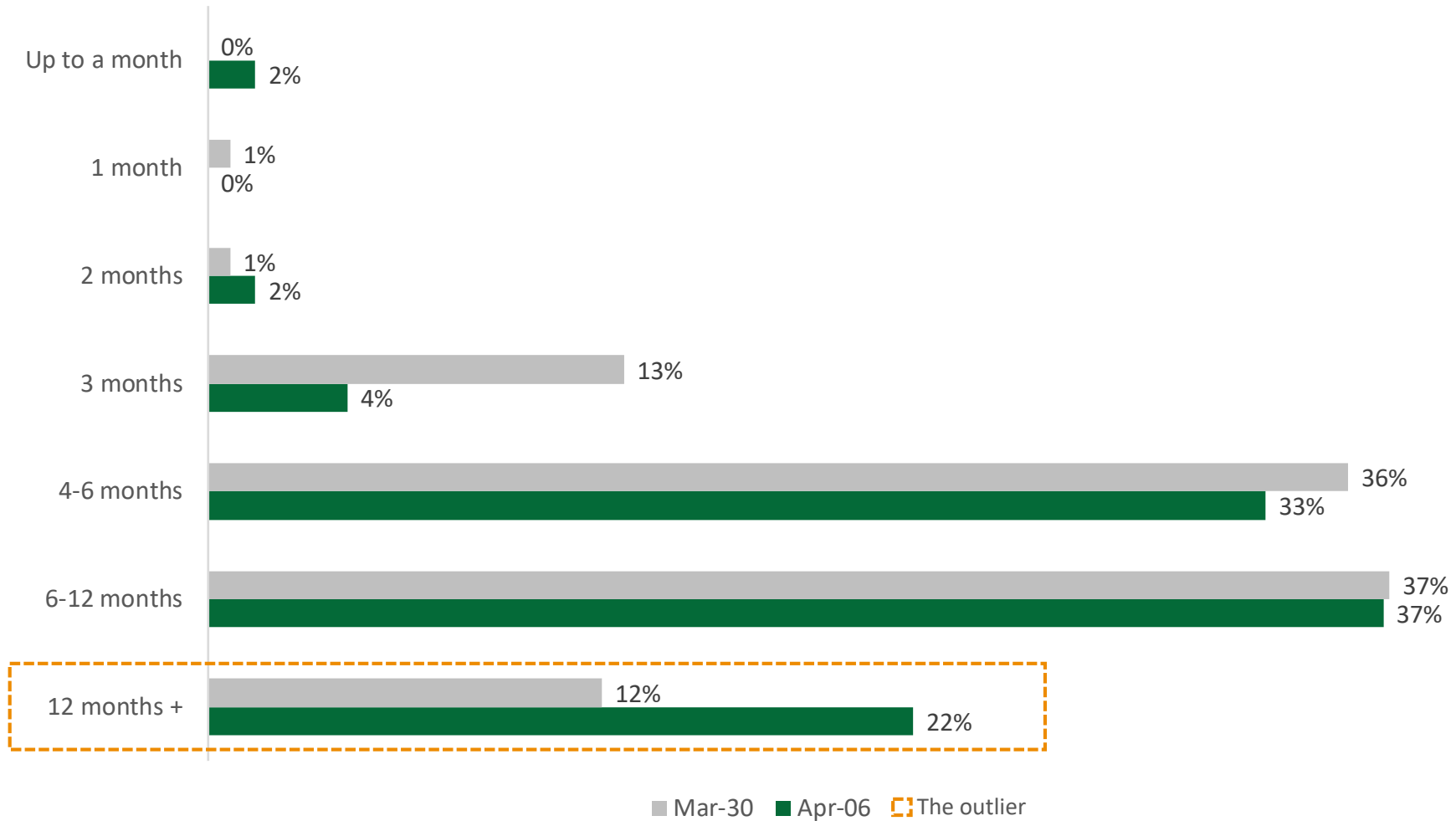
- These are the key findings from the Deloitte Hotel Sentiment Survey, conducted in March and April 2020, as part of the annual European Hotel Industry Conference. The findings are based on the responses of 135 senior figures in international hospitality
- The findings in this document represent the third survey conducted during the week of April 06, 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

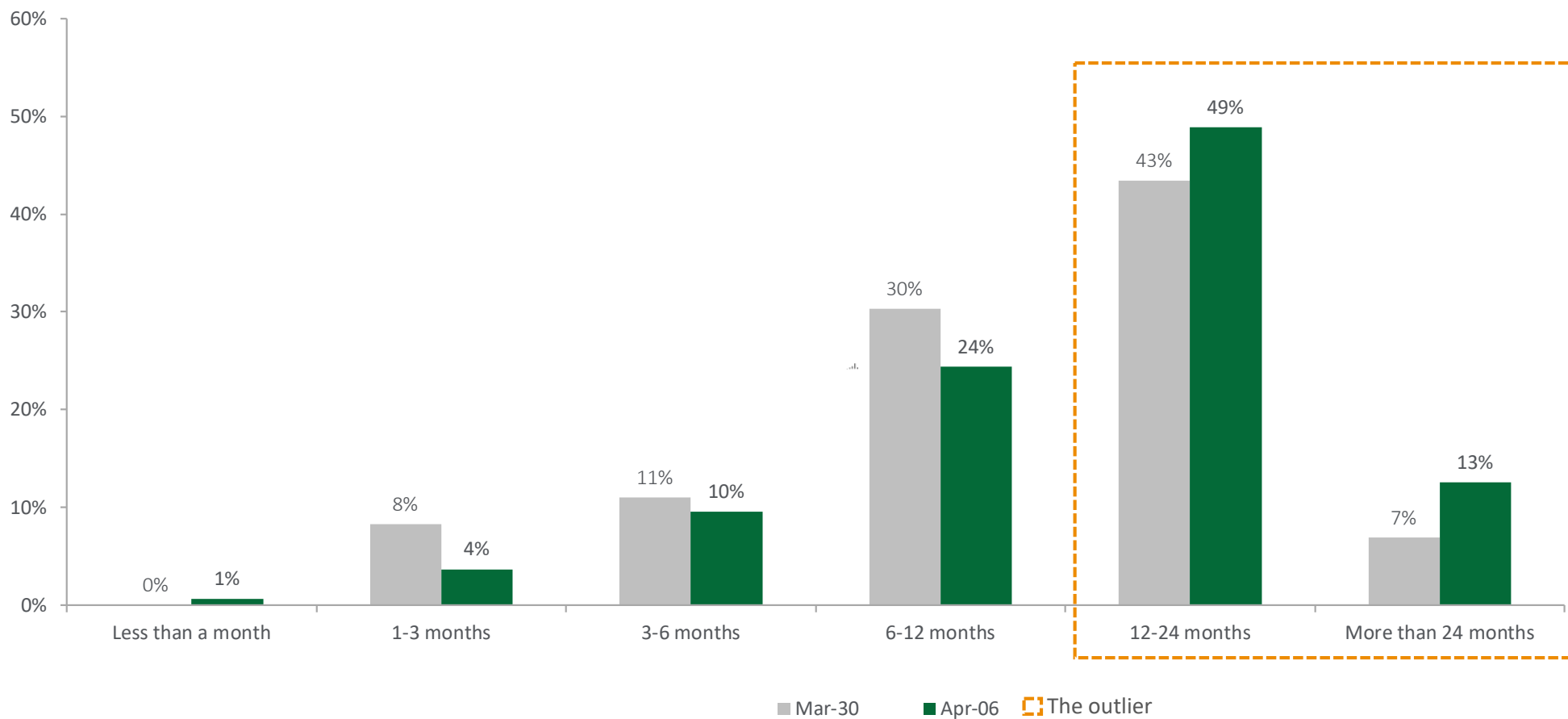
92% of respondents expect the disruption to last 4 months or more i.e. beyond the summer (vs. 85% last week). Respondents sentiment has shifted more negatively (+10 ppts) towards longer term disruption (12 months +) vs. last week.



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

Hotel industry's recovery speed

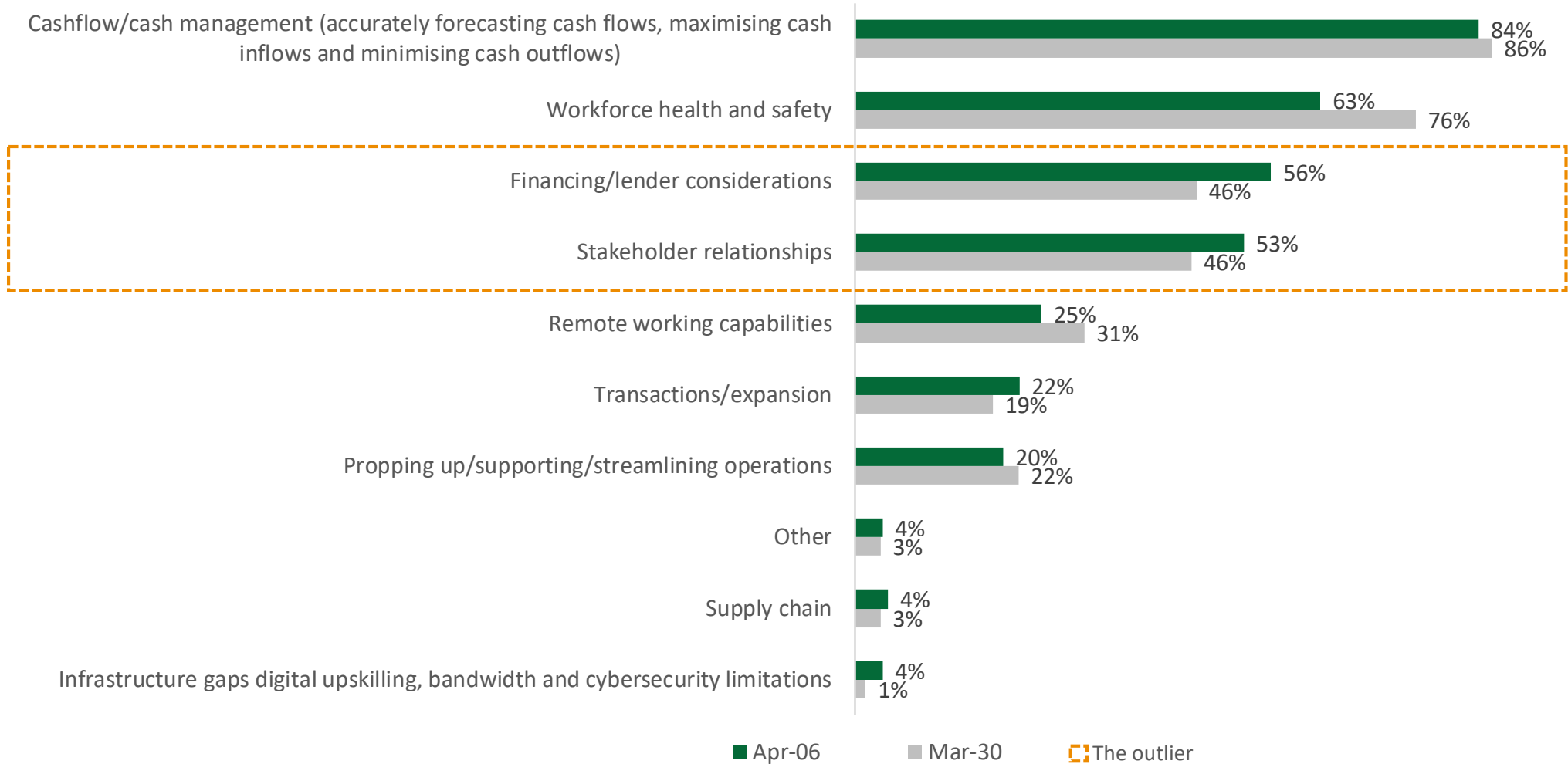
Once the pandemic is contained, 49% of respondents believe the industry will take another 12-24 months to recover (vs. 43% last week). 13% believe it will take more than 24 months (vs. 7% last week)



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

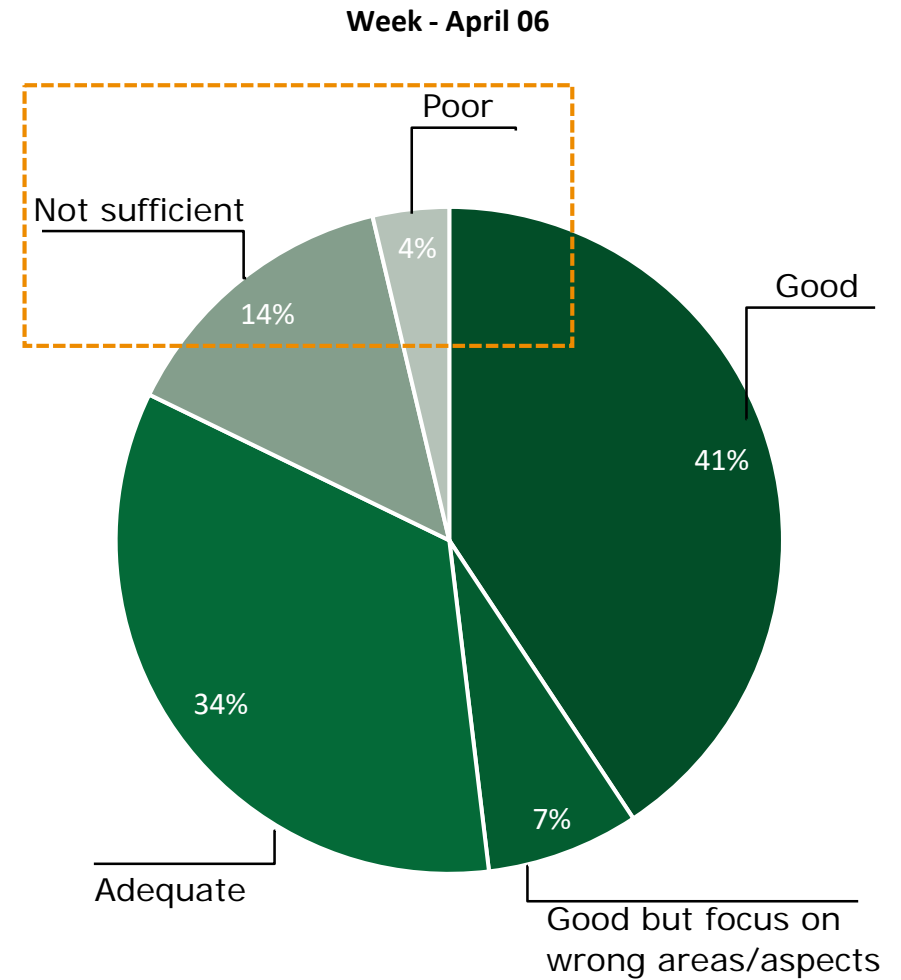
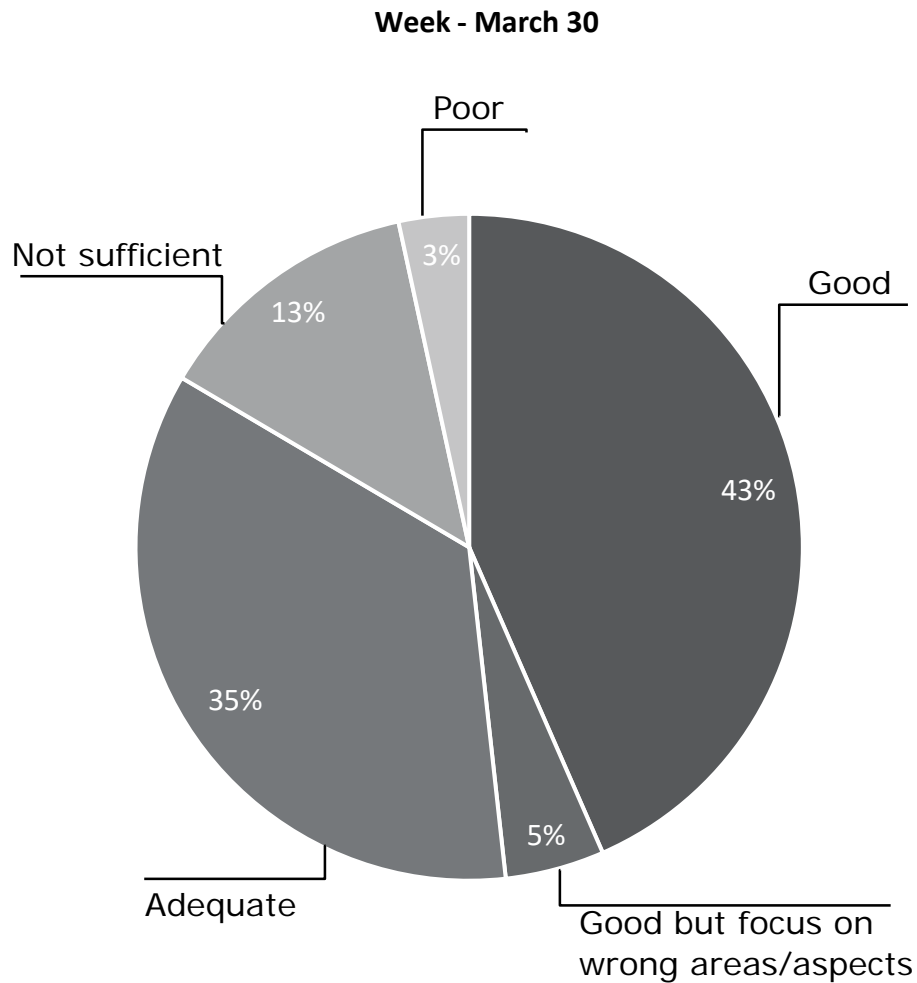
Cash management, workforce health and safety and financing/lender considerations continue to remain top priorities over the next 4 weeks. A higher proportion of respondents are focusing on financing/lender considerations (+10 ppts) and stakeholder relationships (+7 ppts) vs. last week



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

Level of government response

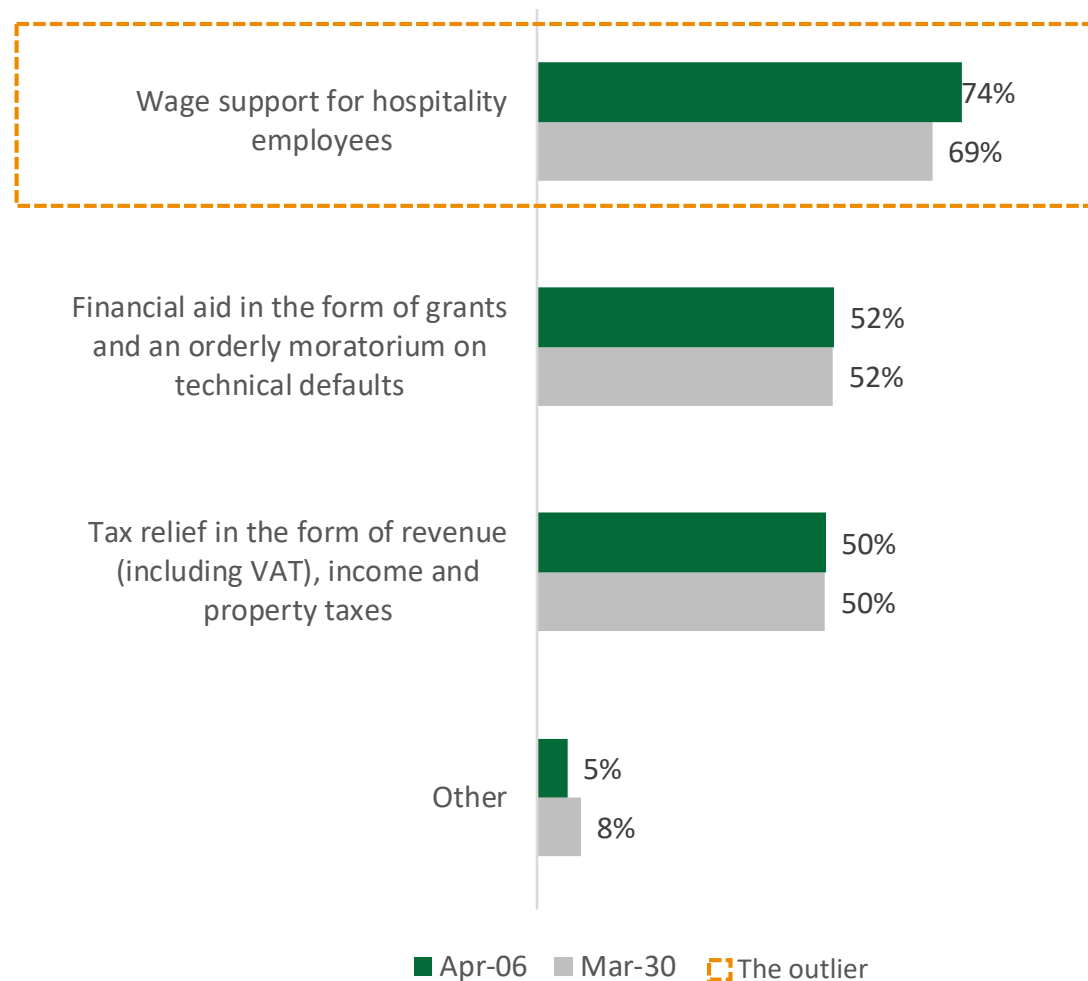
82% still believe the government's level of response is good / adequate (vs. 83% last week) with 18% of respondents citing the government can do more to support the industry (vs. 16% last week)



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

Government's priorities to support the industry

A higher proportion of respondents (74% vs. 69% last week) believe that the government should be prioritising wage support for hospitality employees. Financial aid support still remains the number two priority for respondents



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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