

COVID-19 hospitality sentiment survey Key findings

Week commencing 13 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

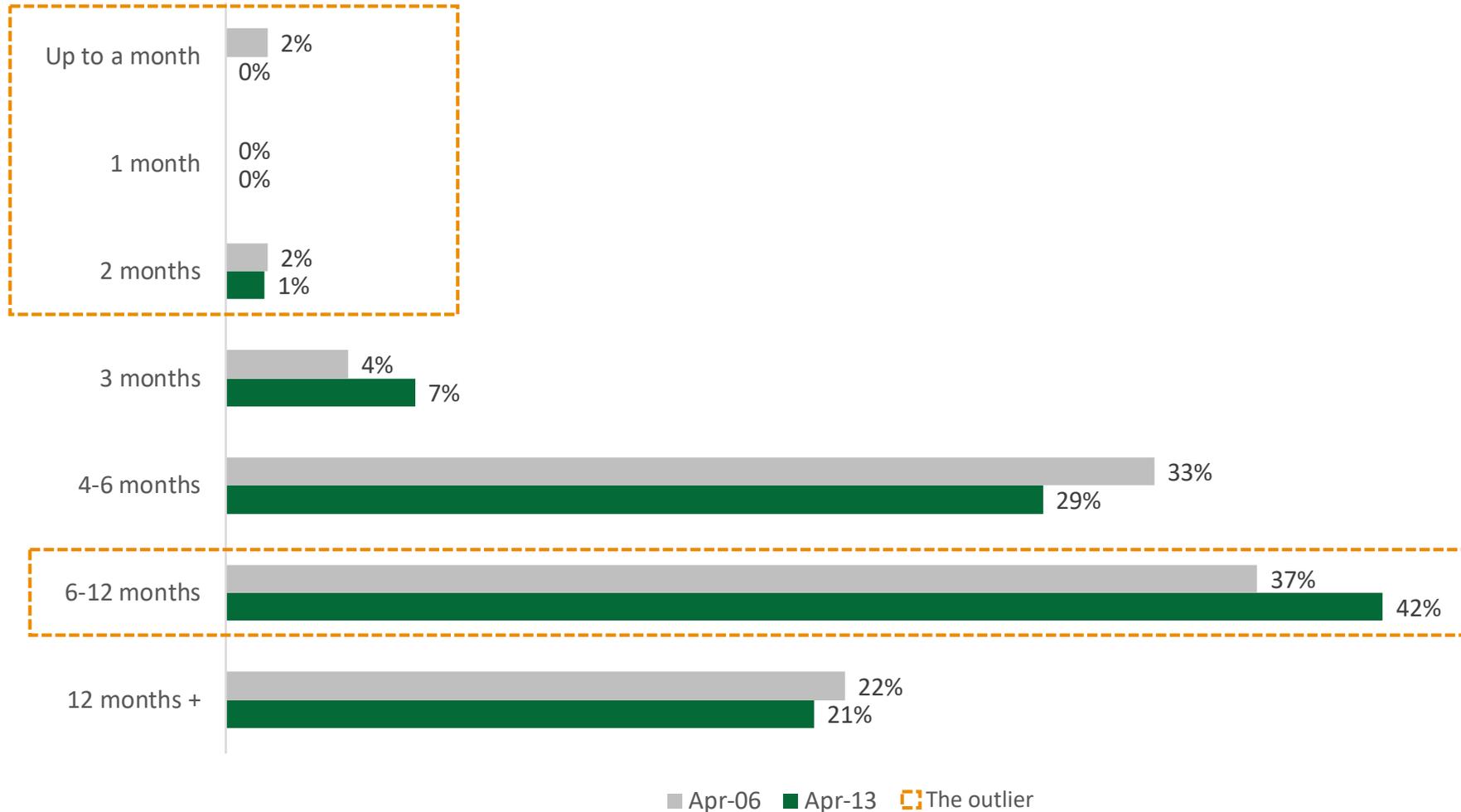
- These are the key findings from the Deloitte Hotel Sentiment Survey, conducted in March and April 2020, as part of the annual European Hotel Industry Conference. The findings are based on the responses of 147 senior figures in international hospitality
- The findings in this document represent the third survey conducted during the week of April 13, 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

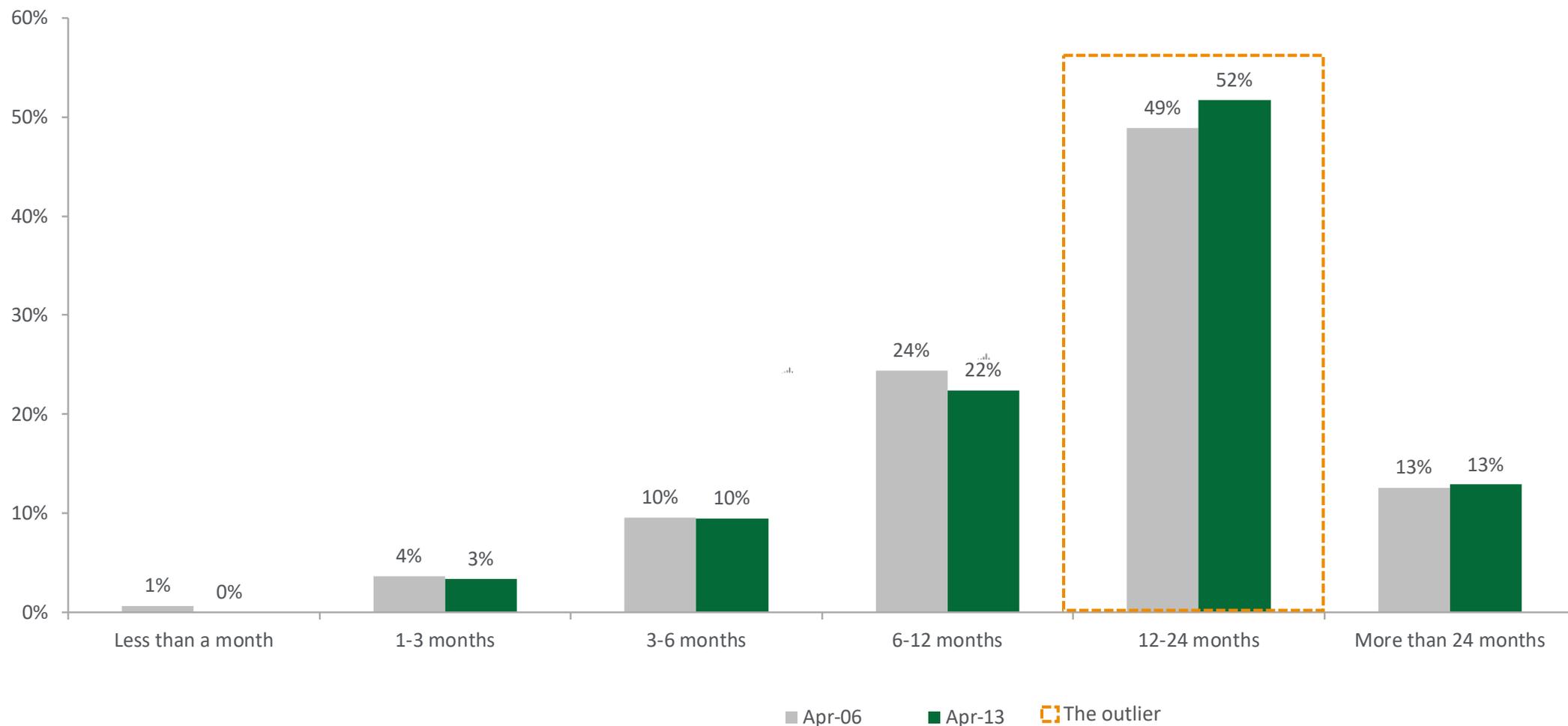
92% of respondents expect the disruption to last 4 months or more i.e. beyond the summer (the same as last week). Respondents sentiment however has continued to shift more negatively towards longer term disruption of 6-12 months (42% vs. 37% last week)



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

Hotel industry's recovery speed

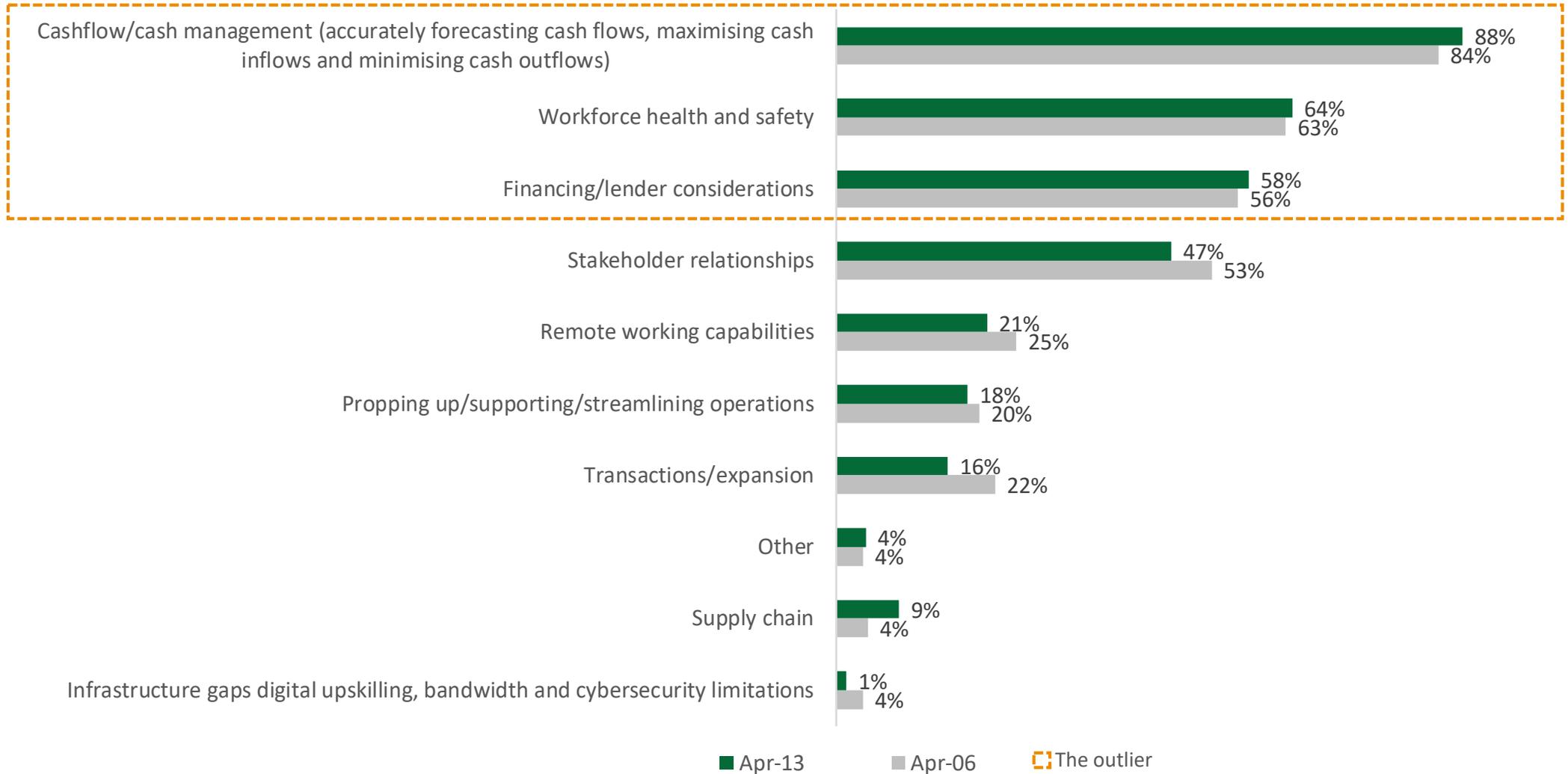
Once the pandemic is contained, more than half (52%) of respondents believe the industry will take another 12-24 months to recover (vs. 49% last week). 13% believe it will take more than 24 months (the same as last week)



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

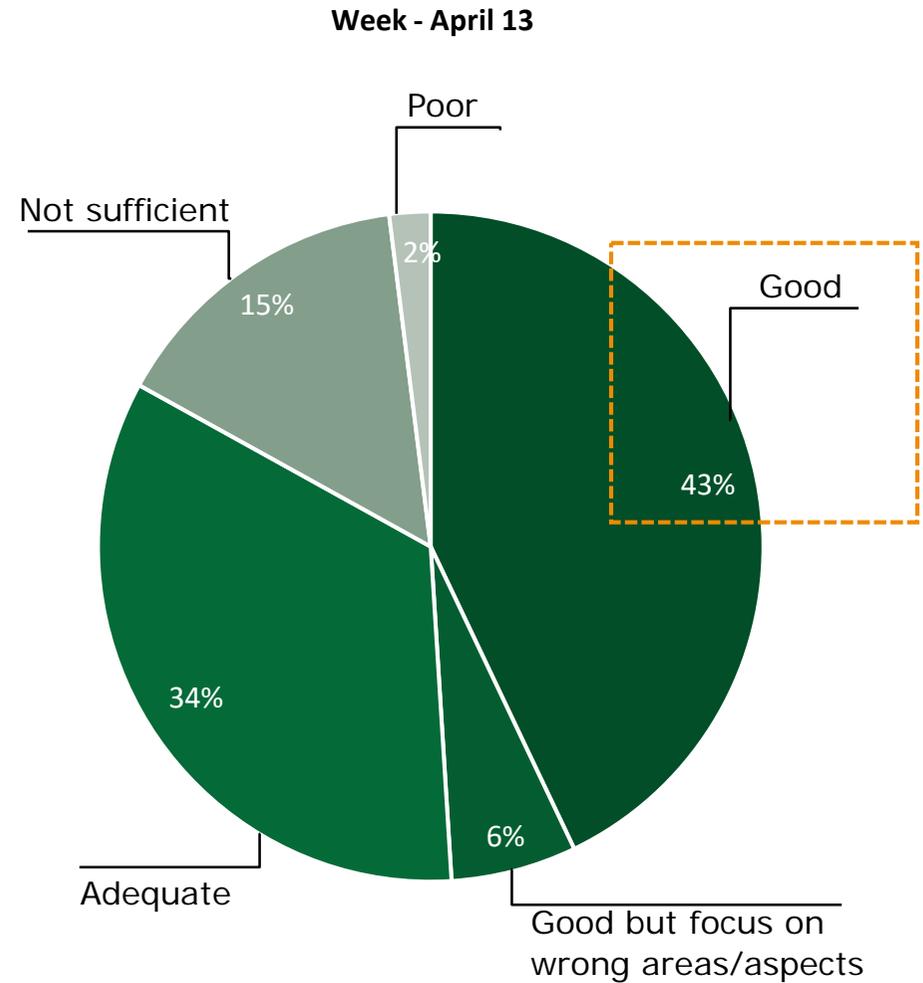
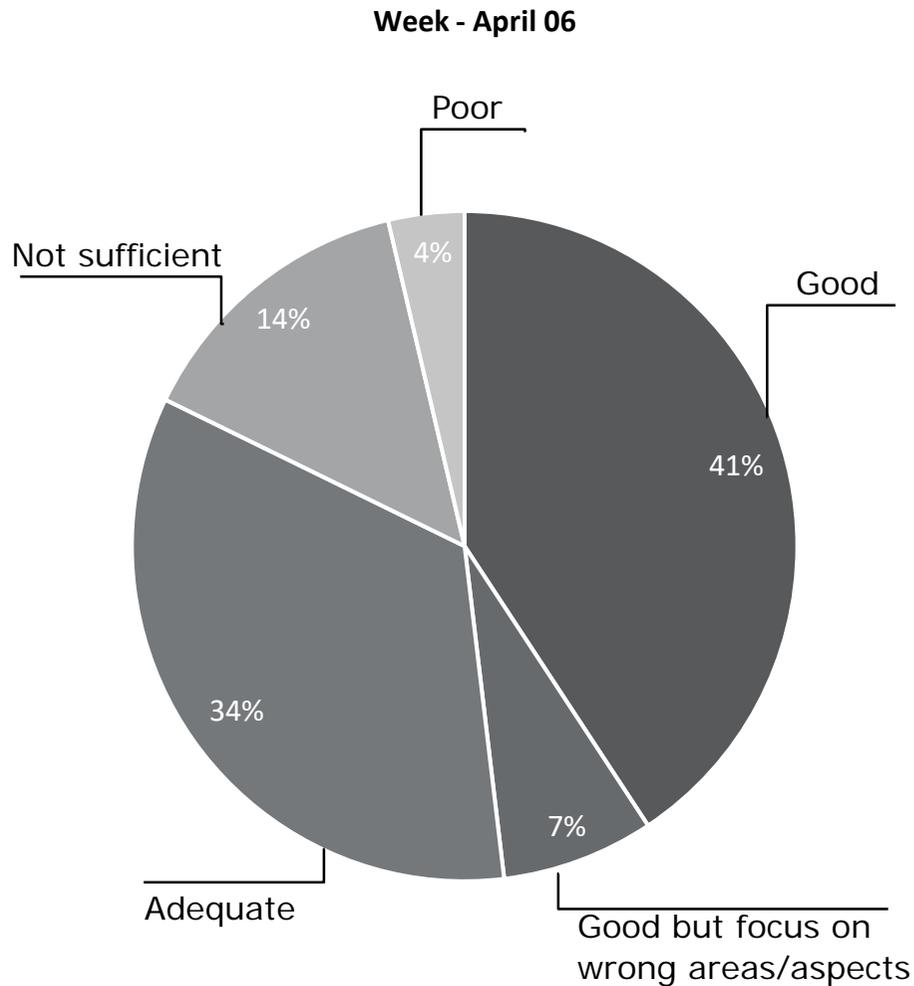
Respondents are increasingly prioritising cash management (+4ppts), workforce health and safety (+1ppts) and financing/lender considerations (+2ppts) at the expense of stakeholder relationships (-6ppts), transactions (-6 ppts) and supply chains (-5ppts) over the next 4 weeks



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

Level of government response

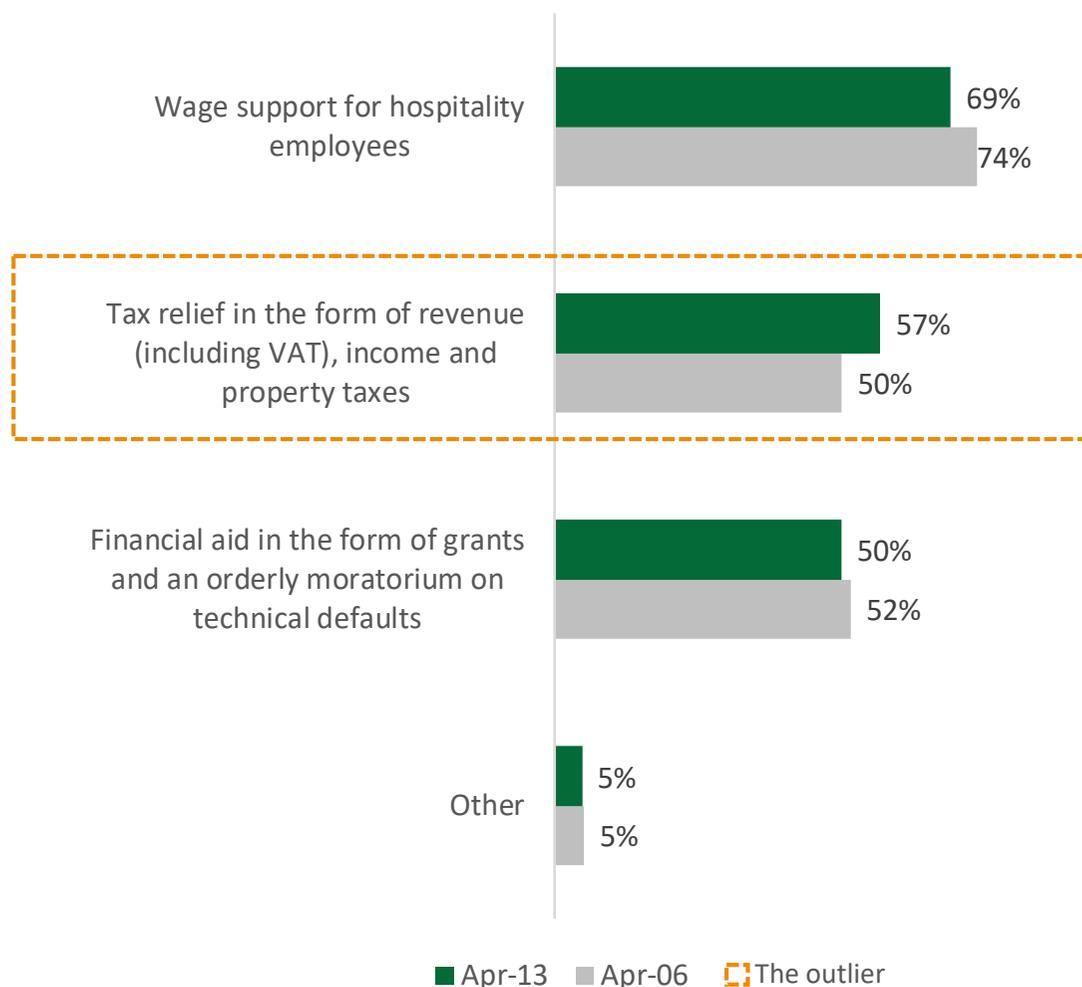
83% still believe the government's level of response is good / adequate (vs. 82% last week) with 17% of respondents citing the government can do more to support the industry (vs. 18% last week)



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

Government's priorities to support the industry

The majority of respondents still believe that the government should be prioritising wage support for hospitality employees. Tax relief (57% vs. 50% last week) has replaced financial aid support as 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



Andreas Scriven

Lead Partner – Hospitality & Leisure

Email: ascriven@deloitte.co.uk

Tel: +44 7795640463

Linkedin: <https://www.linkedin.com/in/andreas-scriven-THL>



Nikola Reid

Director & Head of Hospitality Advisory UK

Email: nreid@deloitte.co.uk

Tel: +44 7867500631

Linkedin: www.linkedin.com/in/nikola-reid-THL



This publication has been written in general terms and we recommend that you obtain professional advice before acting or refraining from action on any of the contents of this publication. Deloitte LLP accepts no liability for any loss occasioned to any person acting or refraining from action as a result of any material in this publication.

Deloitte LLP is a limited liability partnership registered in England and Wales with registered number OC303675 and its registered office at 1 New Street Square, London, EC4A 3HQ, United Kingdom.

Deloitte LLP is the United Kingdom affiliate of Deloitte NSE LLP, a member firm of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee ("DTTL"). DTTL and each of its member firms are legally separate and independent entities. DTTL and Deloitte NSE LLP do not provide services to clients. Please see www.deloitte.com/about to learn more about our global network of member firms.

© 2020 Deloitte LLP. All rights reserved.