

Great Inns of Britain COVID-19 Recovery Survey

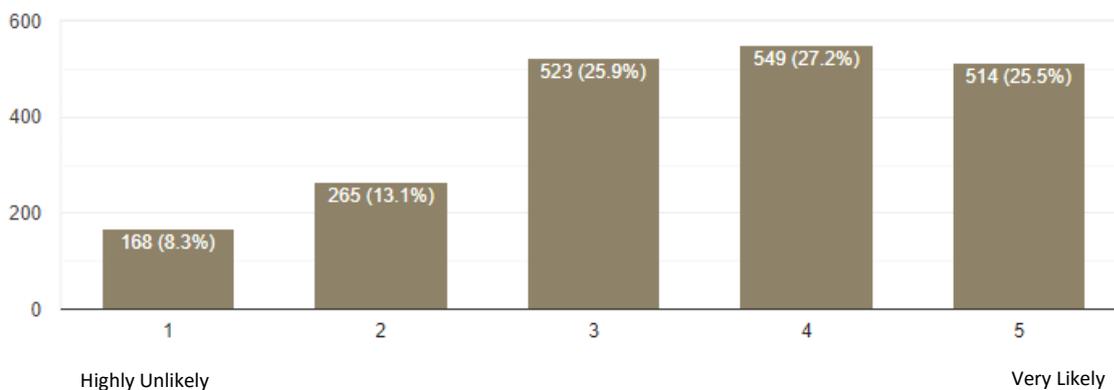
We ran a survey from Friday 22nd May to Sunday 7th June to the Great Inns of Britain newsletter database and via our social media channels to gauge customer confidence about the hospitality industry coming out of lockdown. We received over 2,000 responses and wanted to share the headlines and full results to help you plan your own recovery when it is safe to do so.

Total Responses: 2,024

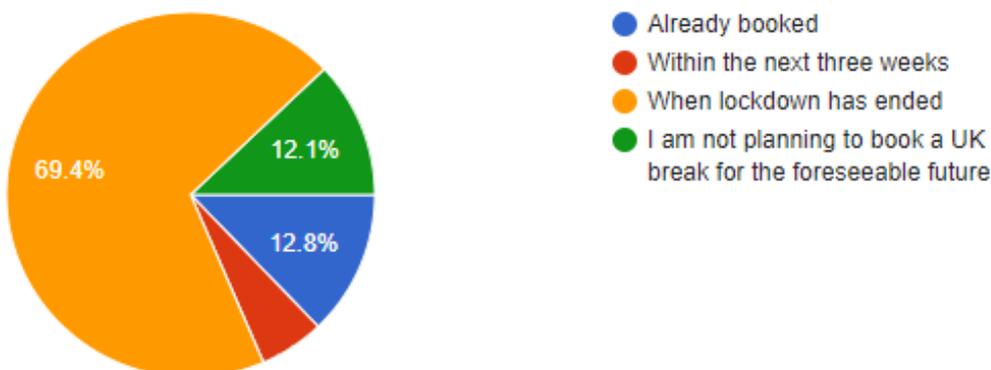
Key Findings

- Customers are confident about a UK break this year and would be looking book a stay once lockdown has ended
- Customers are looking for longer breaks with 35% of respondents looking for a 3-night stay, and 38% of respondents looking for a stay of up to 7-nights
- Customers would like to see enhanced hygiene and cleaning procedures, social distancing measures and supplies of masks and hand sanitiser when hotels and restaurants re-open.
- The majority of respondents, 98.7%, would prefer to dine at the inn, with the majority of those respondents, 53.3%, choosing to eat in the restaurant
- A significant majority of respondents plan to travel with their partner

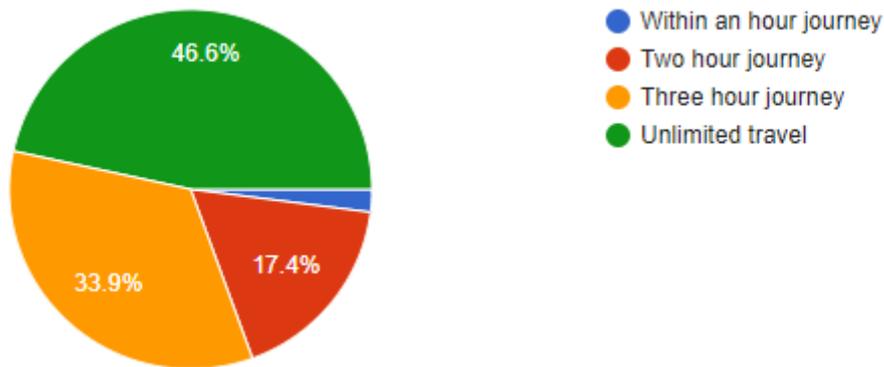
1. How confident are you feeling about a UK break this year?



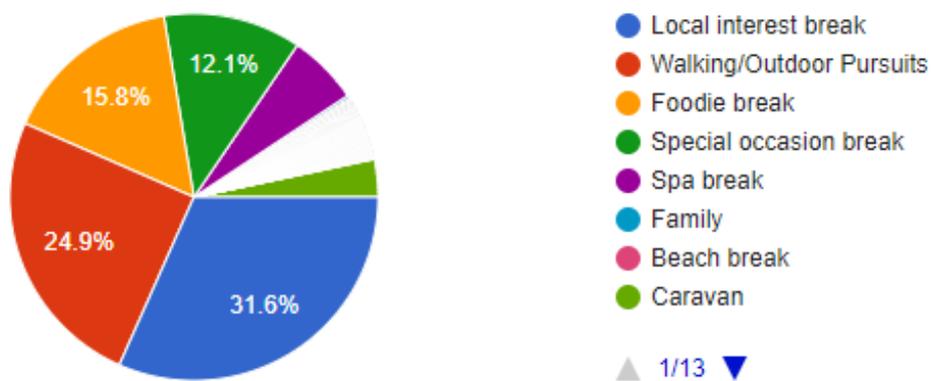
2. When do you think you will book your next UK break?



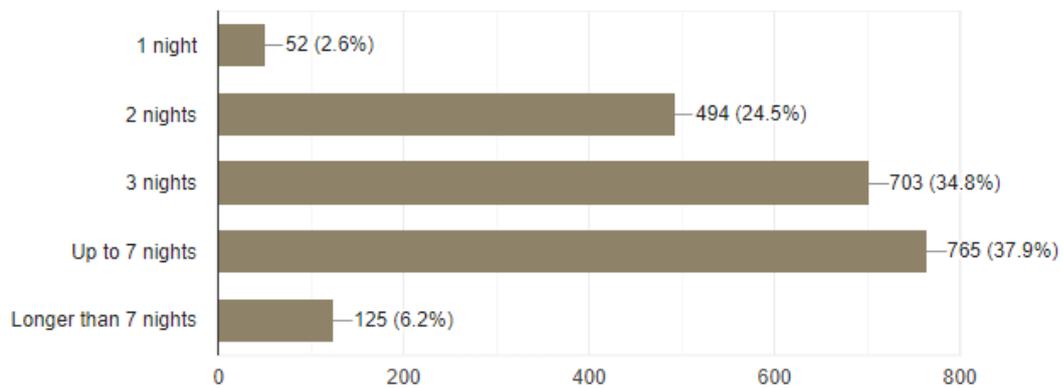
3. How far would you be prepared to travel for a UK break this year?



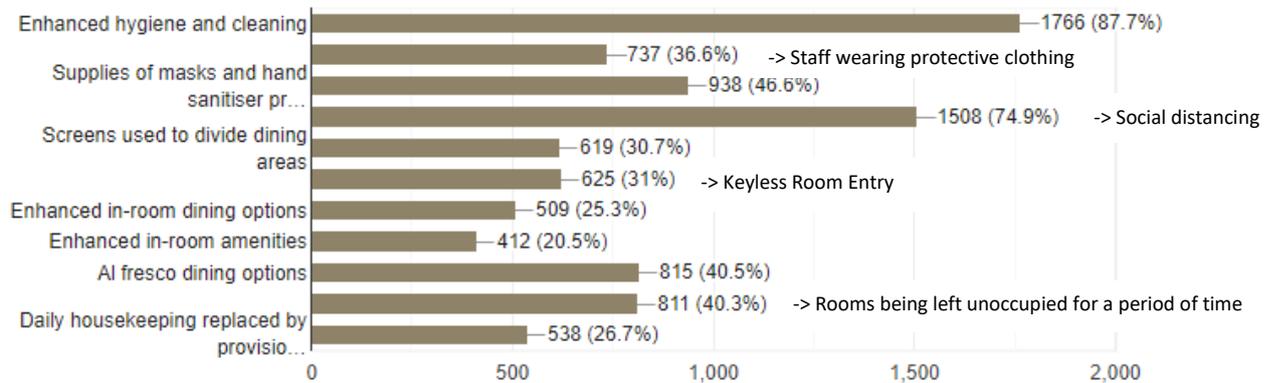
4. What type of break do you think you would you book?



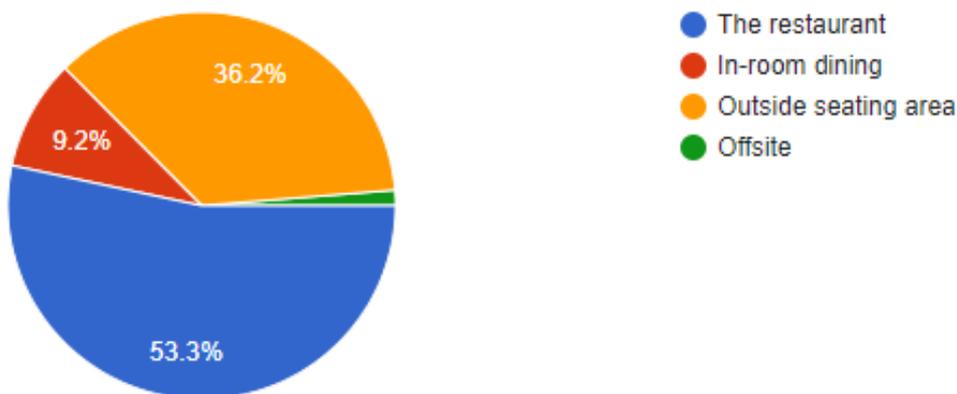
5. How long would you plan to stay?



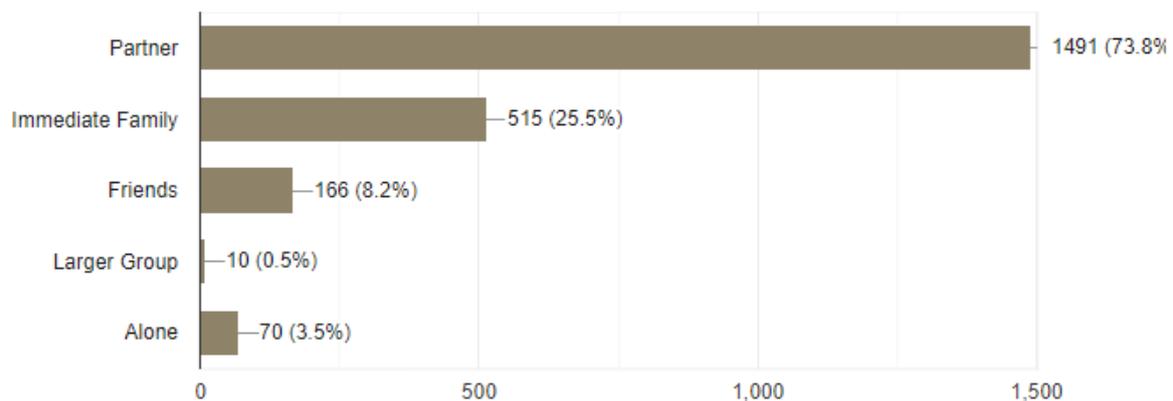
6. When hotels and restaurants re-open, which of these measures would be most important to you? Please choose up to 5 options.



7. If you booked a stay at a Great Inn, where would you prefer to dine (with appropriate safety and social distancing measures in place)?



8. As and when the Government guidance allows, who would you plan to travel with?



9. Any Comments?

- Obviously we will have to be careful but I can't wait to get away for a few days
- I wouldn't want you to lose the character of your hotels by putting screens up or having everybody using facemasks! This would put me off booking. House keeping should continue to be daily
- I want to support UK hotels, breaks before thinking of going abroad.
- I won't go anywhere with screens or masks. Social distancing is advised not compulsory and I won't go anywhere until places stop forcing it.

- I'm not expecting a holiday in 2020
- I'd also expect all corridor doors, restaurant doors etc within your buildings to be held open using appropriate automatic hold open devices (such as a 'Dorgard') that self close in the event of a fire.
- We wish to support our local tourism and hope that it will soon be on the road to recovery!
- Would like website video of precautions in operation at each location
- I think that Inns and Hotels, that plan to open ,should incorporate gazebos and marquees, to space out guests, when eating and drinking.
- Confident that I will be able to book soon
- No cash to be used
- As we would be travelling for pleasure (rather than needing to for business reasons) the key thing for us would be that our stay whilst being sensibly safe must be enjoyable. Over the top precautions whilst totally understandable could mean that we would just say we might as well stay at home.
- We need to gain confidence & be assured that we will be safe wherever we choose to stay .
- How about having areas for specific families - almost like family suites, perhaps families / friends who book together, having their rooms together, ideally with shared balcony / patio space.
- As long as all staff were social distancing and being sensible I would be happy to visit hotels as soon as we are allowed
- Can't wait and will probably take 2-3 short UK holidays this year rather than the longer holiday we would normally take abroad.
- As things stand, we do not plan to stay in a hotel until we have had a Covid 19 vaccination.
- Must have some way of replicating the bar/restaurant experience (with appropriate safeguards, table service, etc.), otherwise might as well stay at home.
- Would definitely dislike cleaning room myself
- Where applicable one way systems. No drink making facilities in rooms
- If I see staff or guests wearing masks I will not stay & expect a refund.
- Personal responsibility should be highlighted we all have a part to play
- To be honest, I am not planning any travel/holidays/breaks whilst any "constraints" to how I can go about enjoying myself are in place. I would not feel comfortable. Certainly would not feel comfortable where staff are wearing masks and gloves? To me the risk factor to getting Covid 19 would have to be nil and I can only see this as and when a proven vaccine is in place. Sorry.
- Where we choose to go would be influenced what was happening and open in the local area, eg pubs, cafes, restaurants, places of interest to visit.
- 2021 is likely to give me more confidence in booking with a great Group such Great Inns
- Dining groups at least 2m apart in restaurants & outside, in distinctly screened off areas, each with their own waiter/waitress who only serves that specific party.
- doesnt really bother me think theres a massive over reaction
- I hope that a vaccination will be found sooner rather than later and as soon as this happens I will be booking somewhere to catch up with lost holiday time