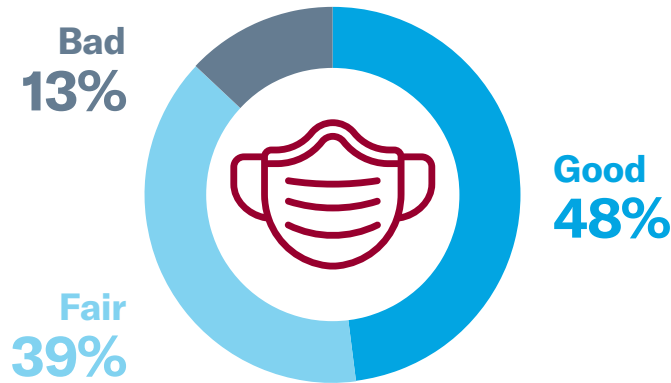

**Hospitality Sector
Sentiment Survey**
September 2021



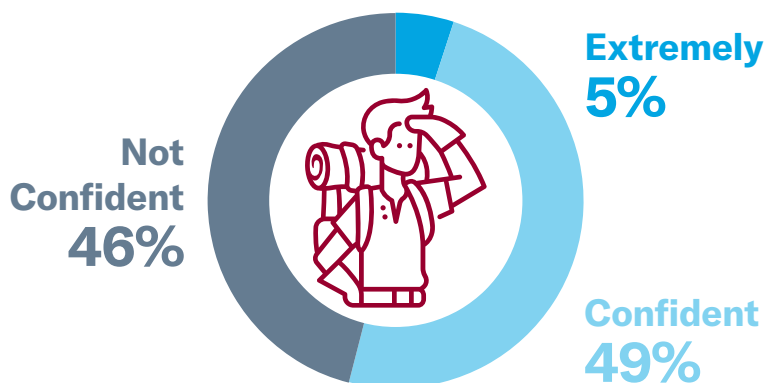
How would you rate the **Government's response** to supporting businesses through COVID-19?



The government's decision to defer the reopening of indoor hospitality on the 29th of June was met with annoyance and exasperation by many in the industry.

Despite this, the majority of respondents to the survey (87%) rated the government's response to supporting business through the pandemic as fair to good; with only 13% rating the response as poor.

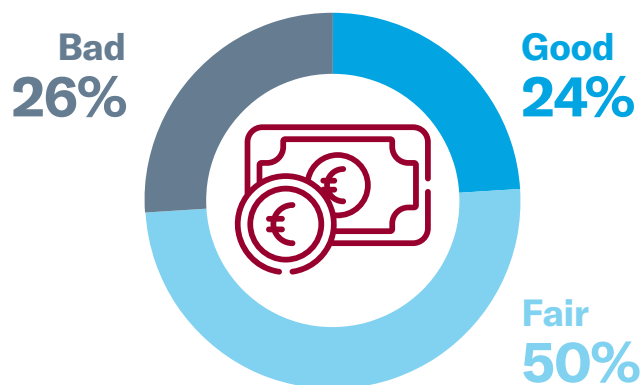
With a roadmap now in place for a reopening of the hospitality sector, how confident are you about the **future outlook** for your business?



COVID-19 has hit the hospitality sector hard with overseas visitors and staycation summer nowhere near filling the void lost since the start of the pandemic.

The level of confidence in the industry remains low, with almost half (46%) of respondents indicating that they are not confident about the future prospects for their business.

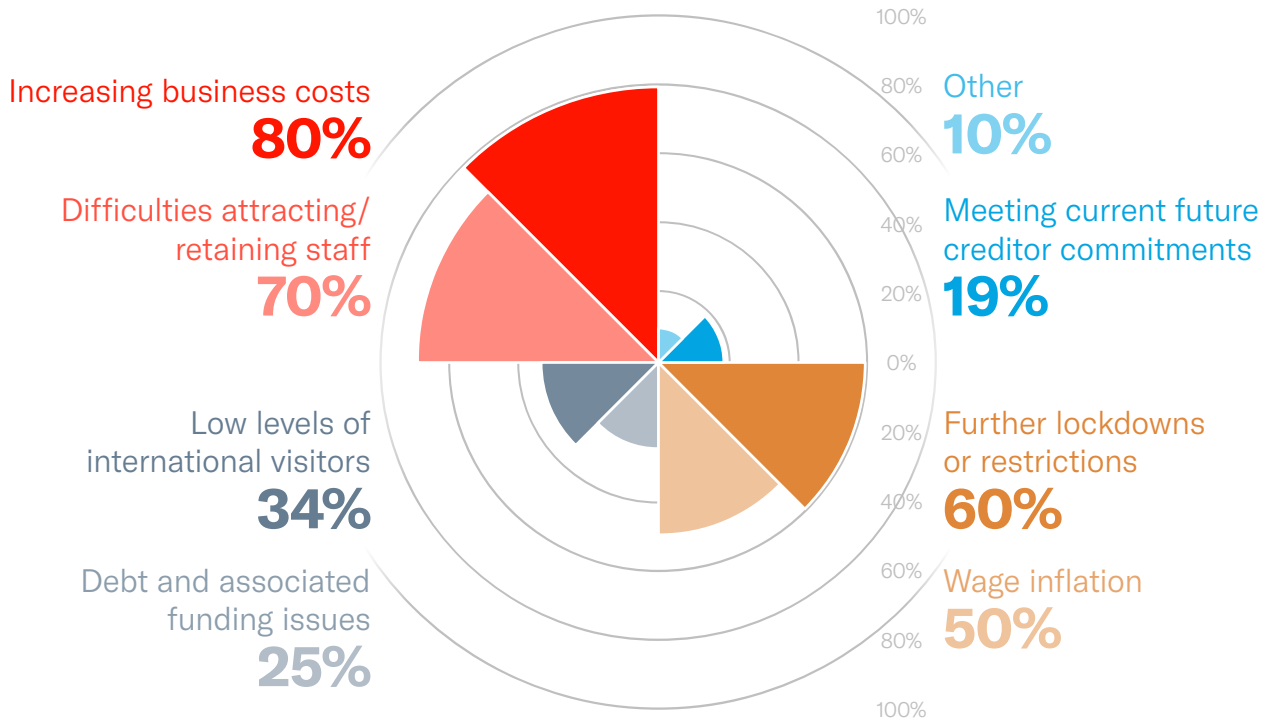
How would you rate the support you received from your **bank/lender** during the COVID crisis?



While overall sentiment towards the response of government to Covid-19 has been reasonably positive, there are much higher levels of dissatisfaction towards how banks and lenders have supported the sector.

A significant proportion (26%) of operators rate the support they received from their bank or lender as poor.

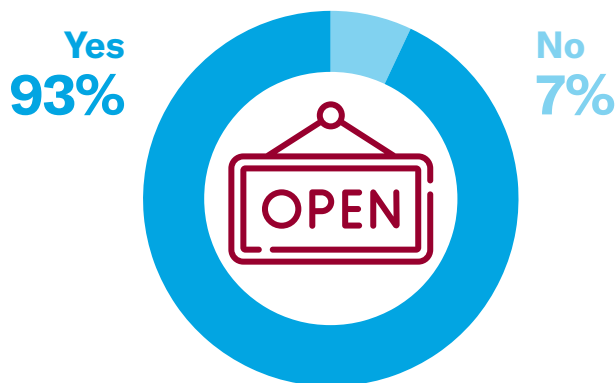
What do you feel are the **greatest risks** to your business and other businesses in the hospitality sector over the next six months?



Increasing business costs and difficulties attracting and retaining staff have been issues impacting on the hospitality sector since well before the pandemic.

Adding to these issues, further lockdowns and restrictions have been identified as the greatest risks to a sustained recovery in the hospitality sector.

Do you expect to be still in **business** this time next year?



Despite the low confidence levels within the sector, the majority of respondents (93%) expect to be in business this time next year.

The government supports that have been in place over the last 18 months have contributed to many of these businesses still being in operation today. The sector is likely to rely on a continuation of these supports for some time to come, particularly until all restrictions are lifted and consumer demand returns to pre COVID-19 levels.

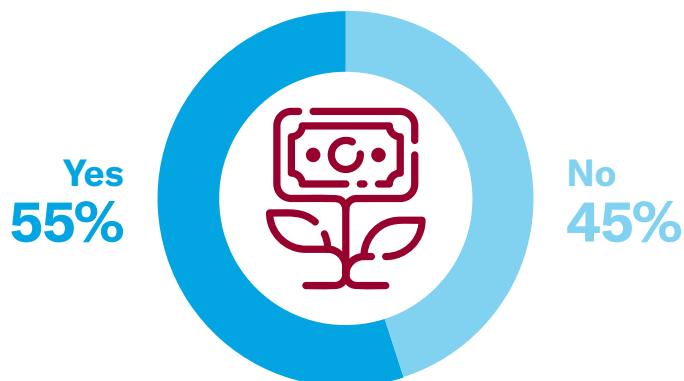
Do you have a **current business plan** in place?



A business plan is a vitally important strategic tool for all business owners and should provide the roadmap for businesses to navigate out of the current crisis.

It is, therefore, worrying that more than 1 in 3 (39%) of respondents indicate that they don't have a current plan. Without a plan, you will not be prepared for the likely challenges and opportunities that your business may face in the weeks and months ahead.

Are you planning to **invest** in your business over the next six months?



Although confidence levels across the hospitality sector are low and undoubtedly influencing operator's investment planning and decision making, over half (55%) of respondents indicated that they plan to invest in their business over the next 6 months.

Do you plan to **recruit** additional staff over the next six months?



Prior to COVID-19, the hospitality sector was facing a critical staff shortage that threatened to curtail the industry's growth aspirations.

While it is positive to see that approximately 63% of participants plan to recruit additional staff, a key unknown is the extent to which there will be a suitable pool of labour to fill these positions.



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The **BDO Hospitality Sector Sentiment Survey** was conducted over a two-week period commencing on the *11th of August 2021*. The survey received a total of 983 responses from a sample of bars and restaurants, drawn from the membership of the *Licensed Vintners Association, Restaurants Association of Ireland* and the *Vintners Federation of Ireland*.

It should be noted that a large number of responses came from members of the *Vintners Federation of Ireland*, whose membership base is drawn from publicans operating outside Dublin. It is apparent from our analysis of these responses, that overall sentiment from this cohort is weaker than that expressed by Dublin publicans and restaurants operating nationally.

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