

# The Outdoor Adventure Activity Sector Barometer Survey

Conducted by Wales Adventure Tourism Organisation (WATO) between 29th of July and the 7th of August 2020

Survey participants from across Wales **27% Pembrokeshire Outdoor Charter Group**; **27% South Wales Outdoor Providers Group**; **36% Snowdonia Active**; **16% other**

Mostly **81% micro businesses** with 10 or less employees participated in the survey

**60%** of businesses are open and delivering activities

Of the 60% of businesses that are delivering, they are operating at an average of **45% of normal Capacity**

These open and operating businesses are **employing 57% of their normal** staffing levels

**10%** of the sector have been forced to make **redundancies** so far

A wide variety of **revenue losses** reported from **a few thousand for a sole trader** to **several hundred thousand for large centres**

**62%** of businesses have been **eligible and received financial support**

A majority of businesses report **below average bookings** in July & August with only 18% stating the same or better in July/August; 16% same or better in Sept/October; and 37% same or better in Nov/Dec

**33% of respondents had low confidence in surviving** (50% or less) 27% had moderate confidence in surviving (between 51% and 89%) 39% had good confidence in surviving (90% or More)

**63%** have participated in the **'Were Good To Go'** scheme

**43%** of businesses **require more than financial support** to start operating as normal. Key themes include the **need for overnight school trips to be allowed**, relaxation of social distance laws, qualified staff, promotion/marketing, and increase in **consumer confidence**.