

# Findings of Survey on the Impact of Covid-19 on the Tourism Industry in County Kerry



**KERRY  
TOURISM**  
INDUSTRY FEDERATION



29 April 2020

# Data sources

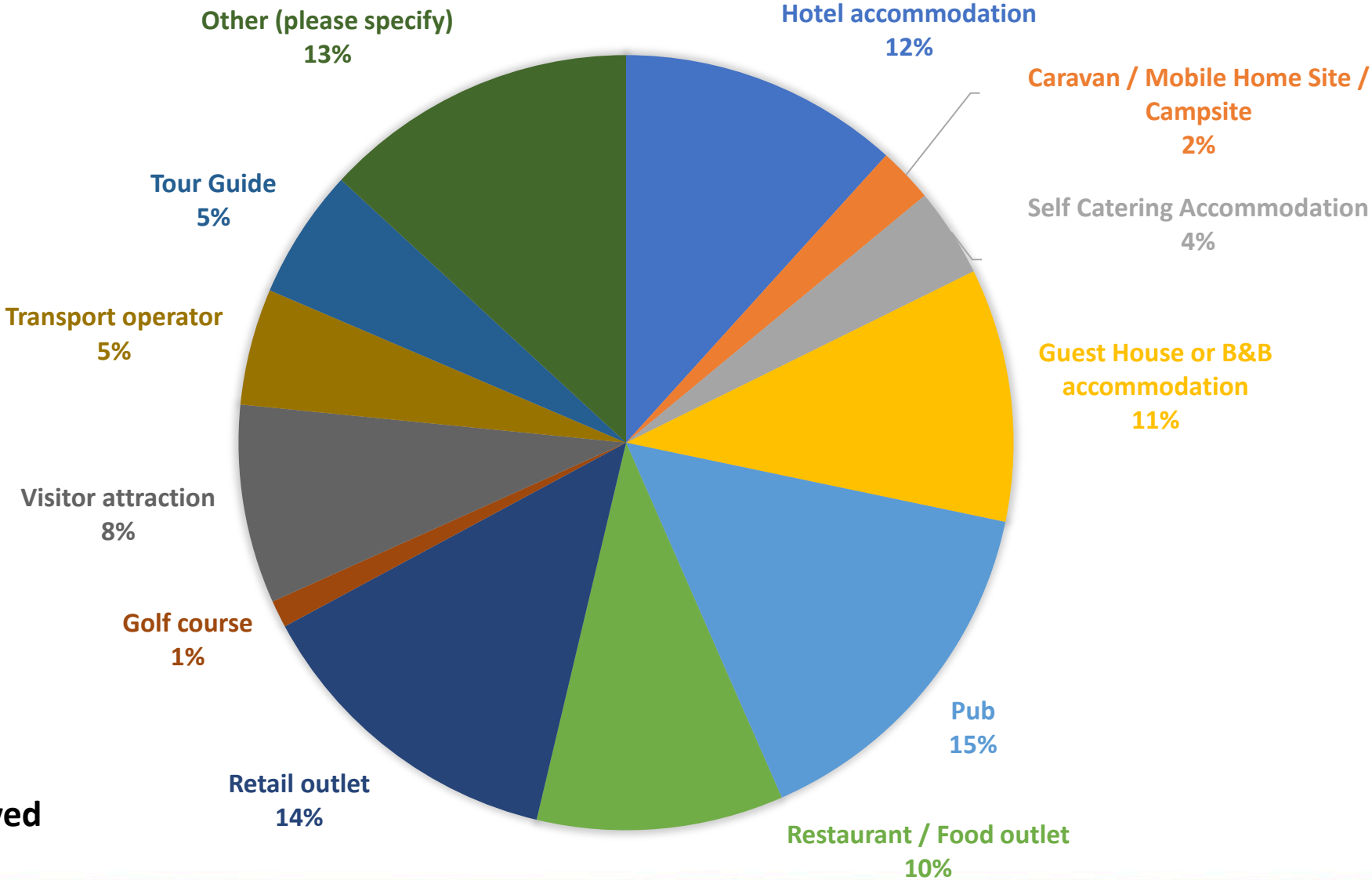
- ITIC's analysis on the impact of Covid-19 on the tourism industry in Ireland
- Survey issued to members of the Kerry Tourism Industry Federation in partnership with Kerry County Council – 353 responses received
- Labour Force Survey data



# Participant profile



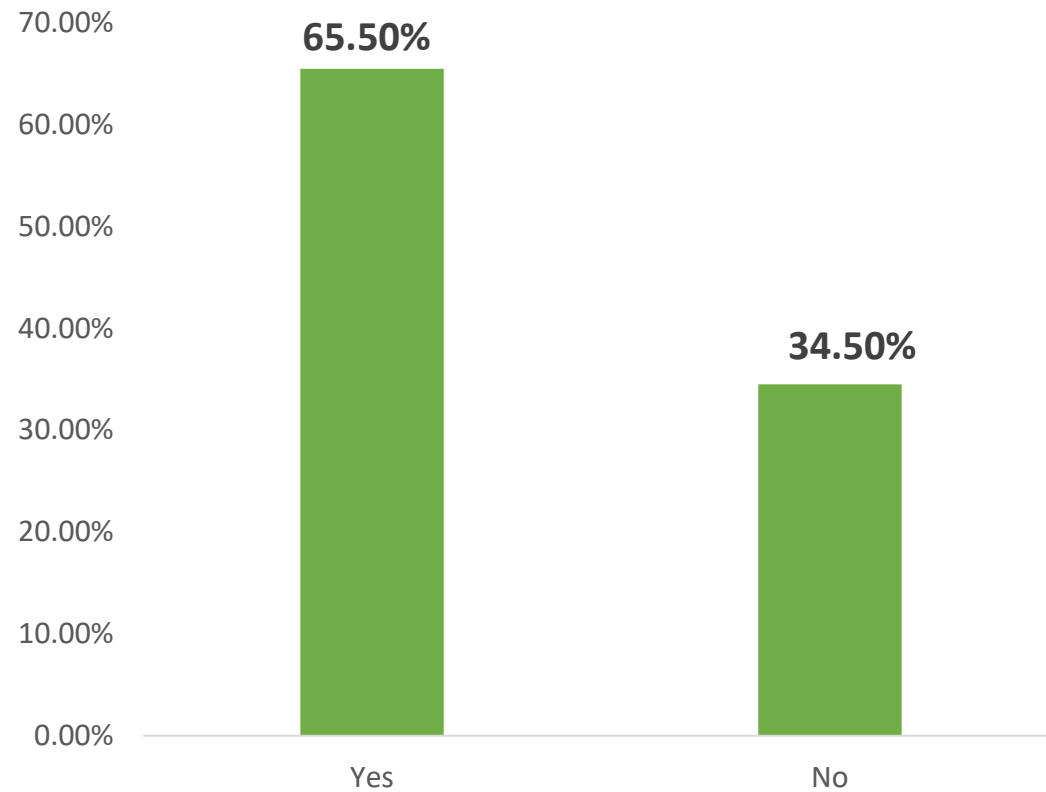
# PRIMARY BUSINESS ACTIVITY



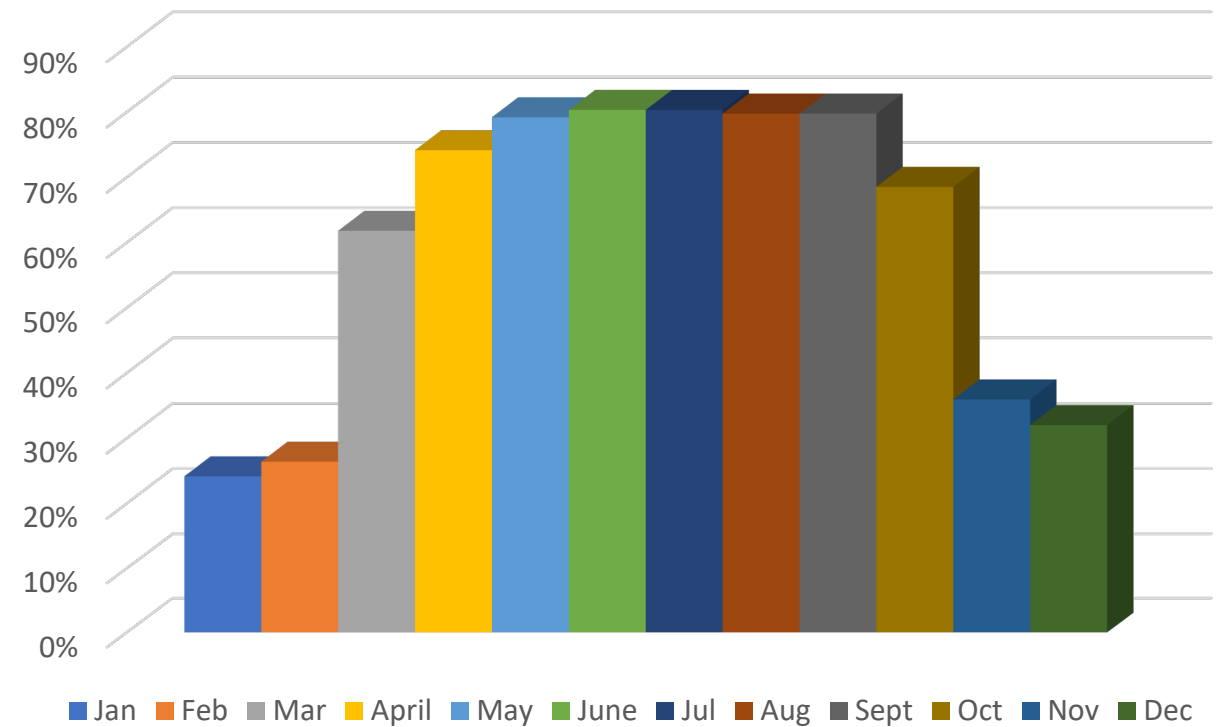
353 responses received

# Business Seasonality

**Is your business open year round?**



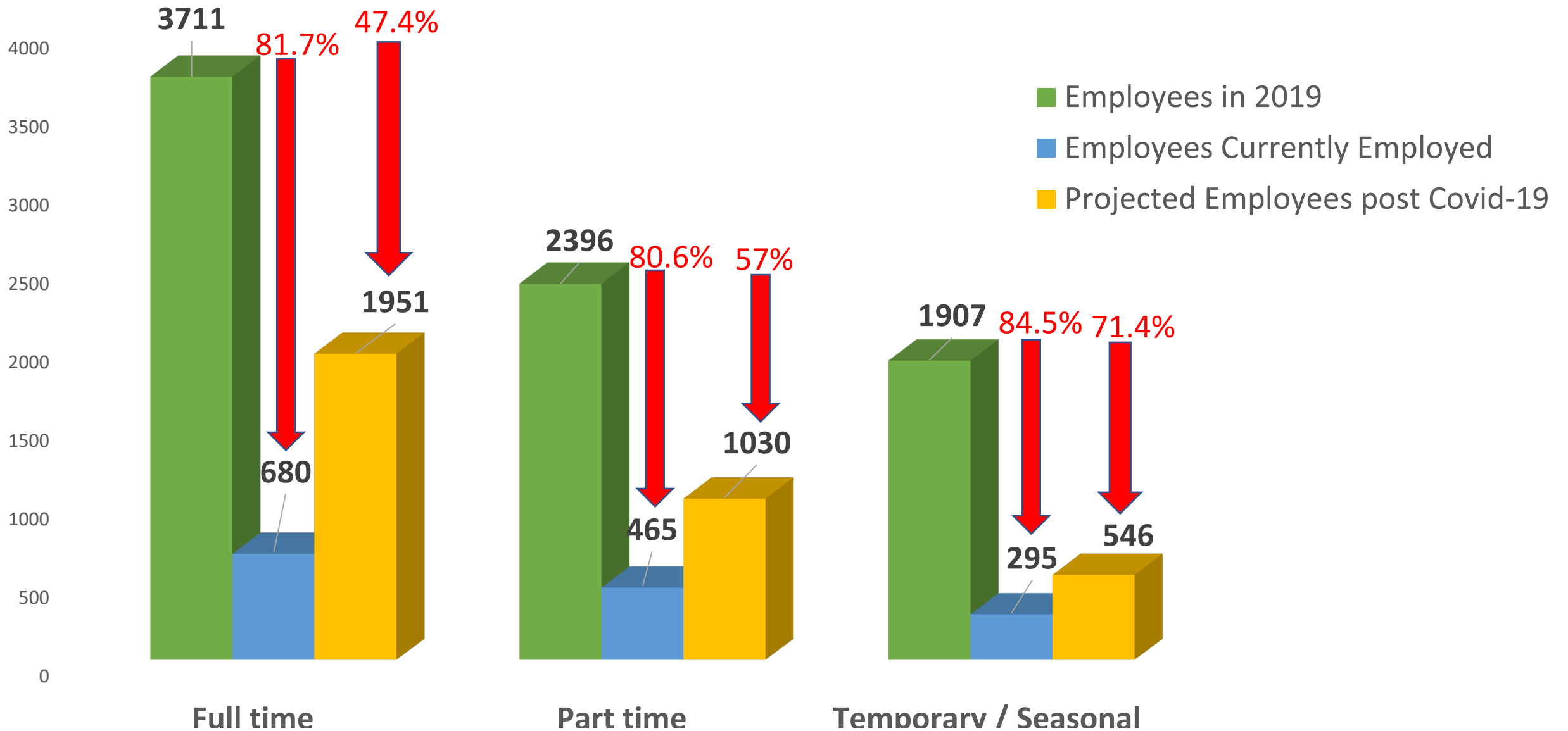
**For businesses NOT open year round, what months of the year are they operational?**



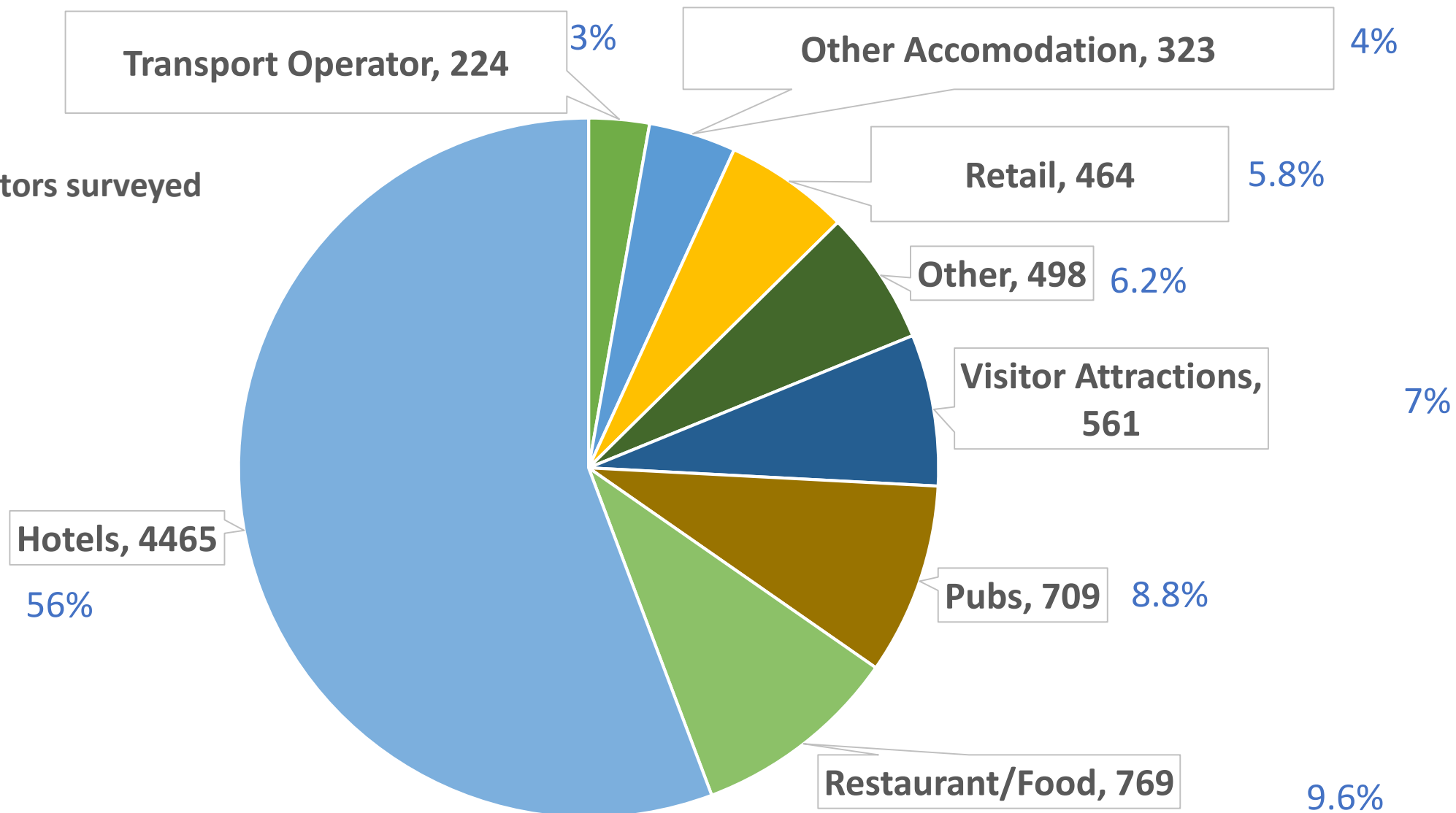
# Employment Figures



## Employment figures from survey sample

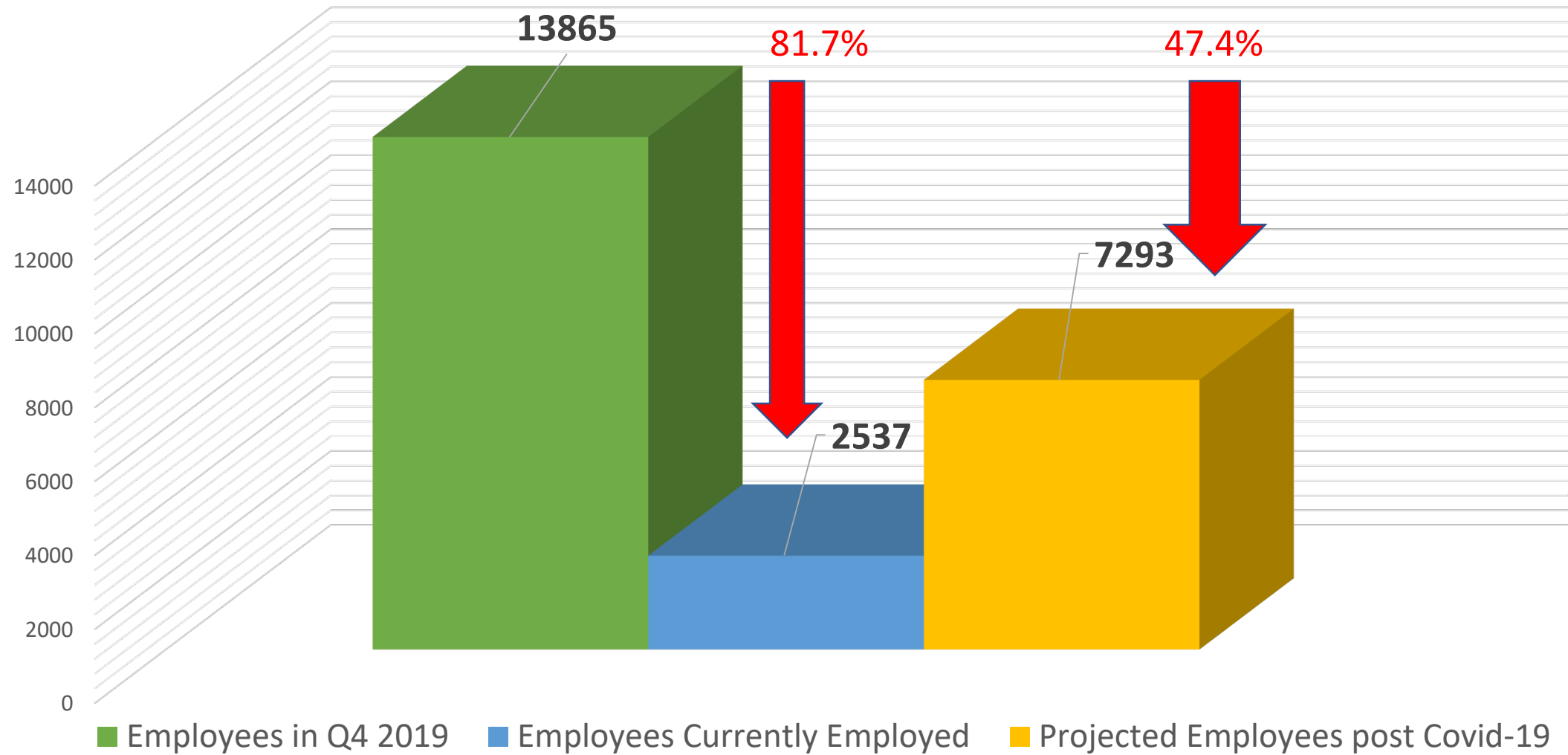


Employment per sectors surveyed





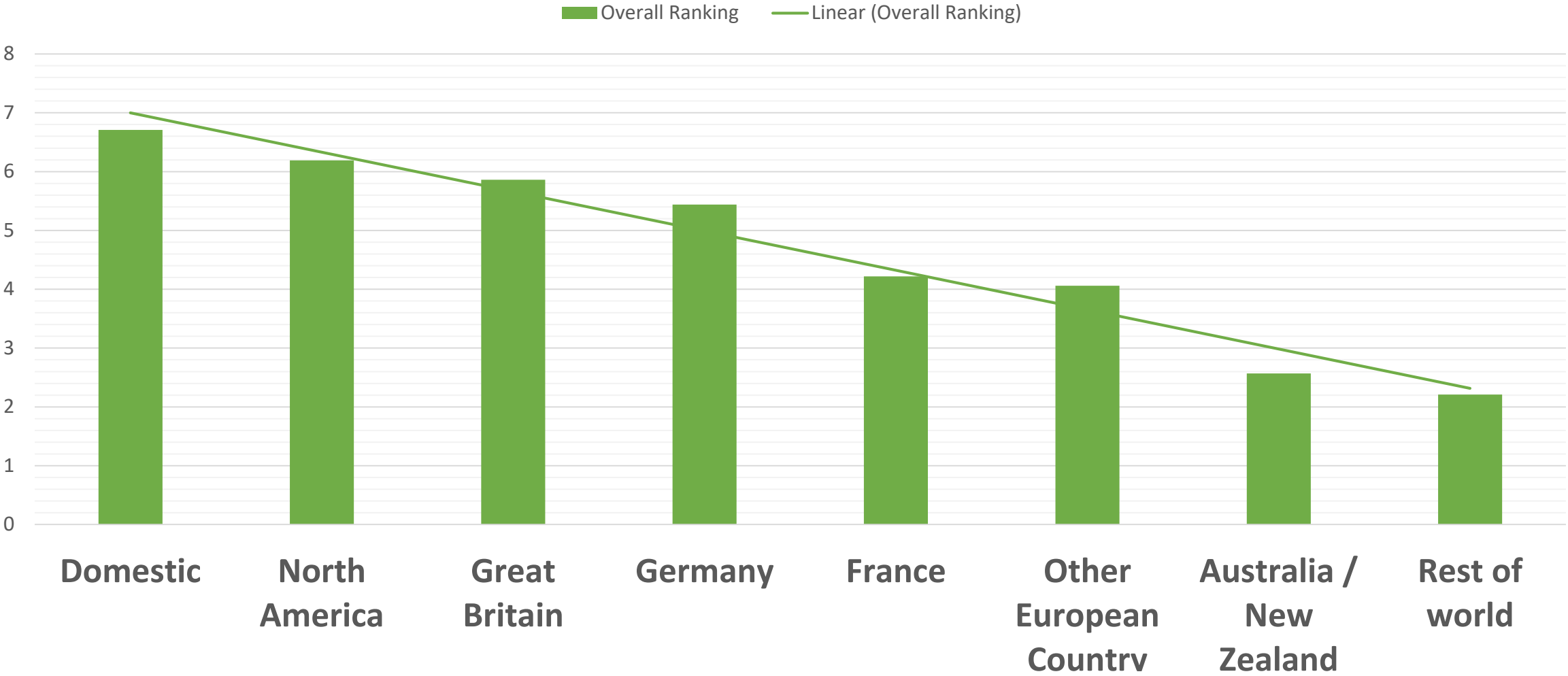
# Tourism Industry Employees in County Kerry, estimated at 20% of overall County Employees



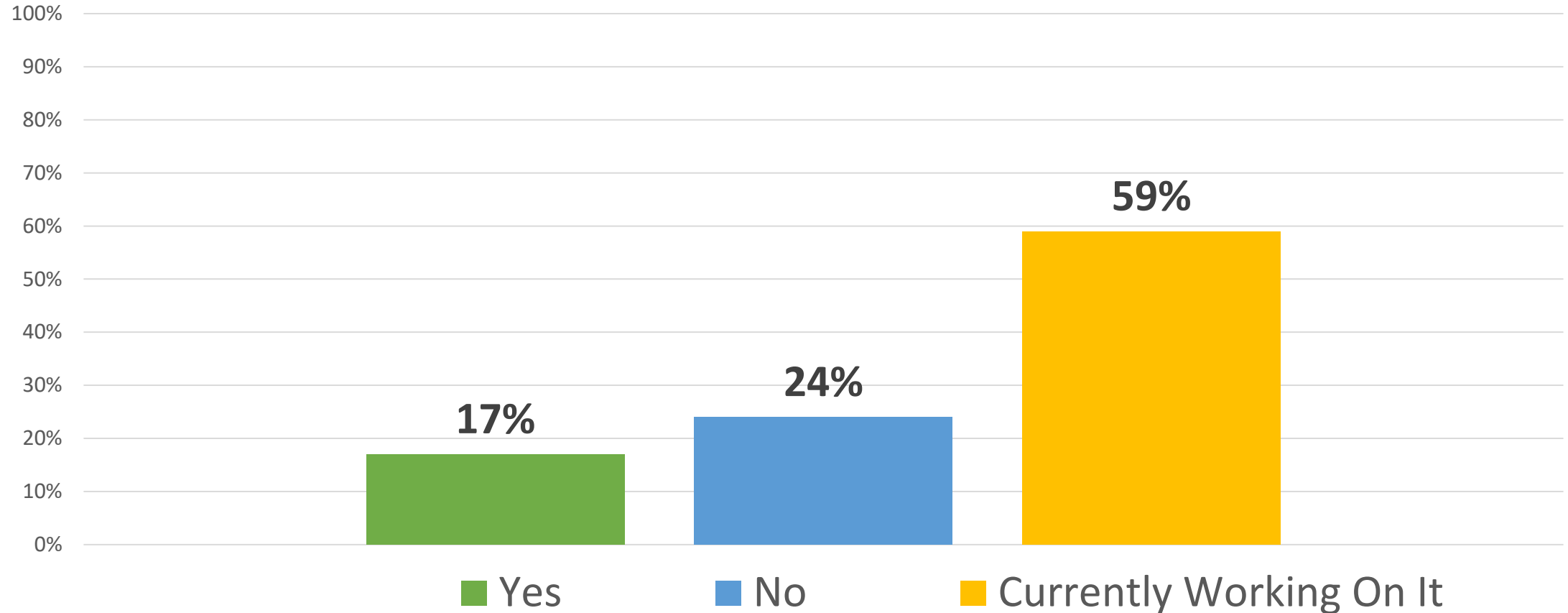
# Markets



# Main Visitor Markets



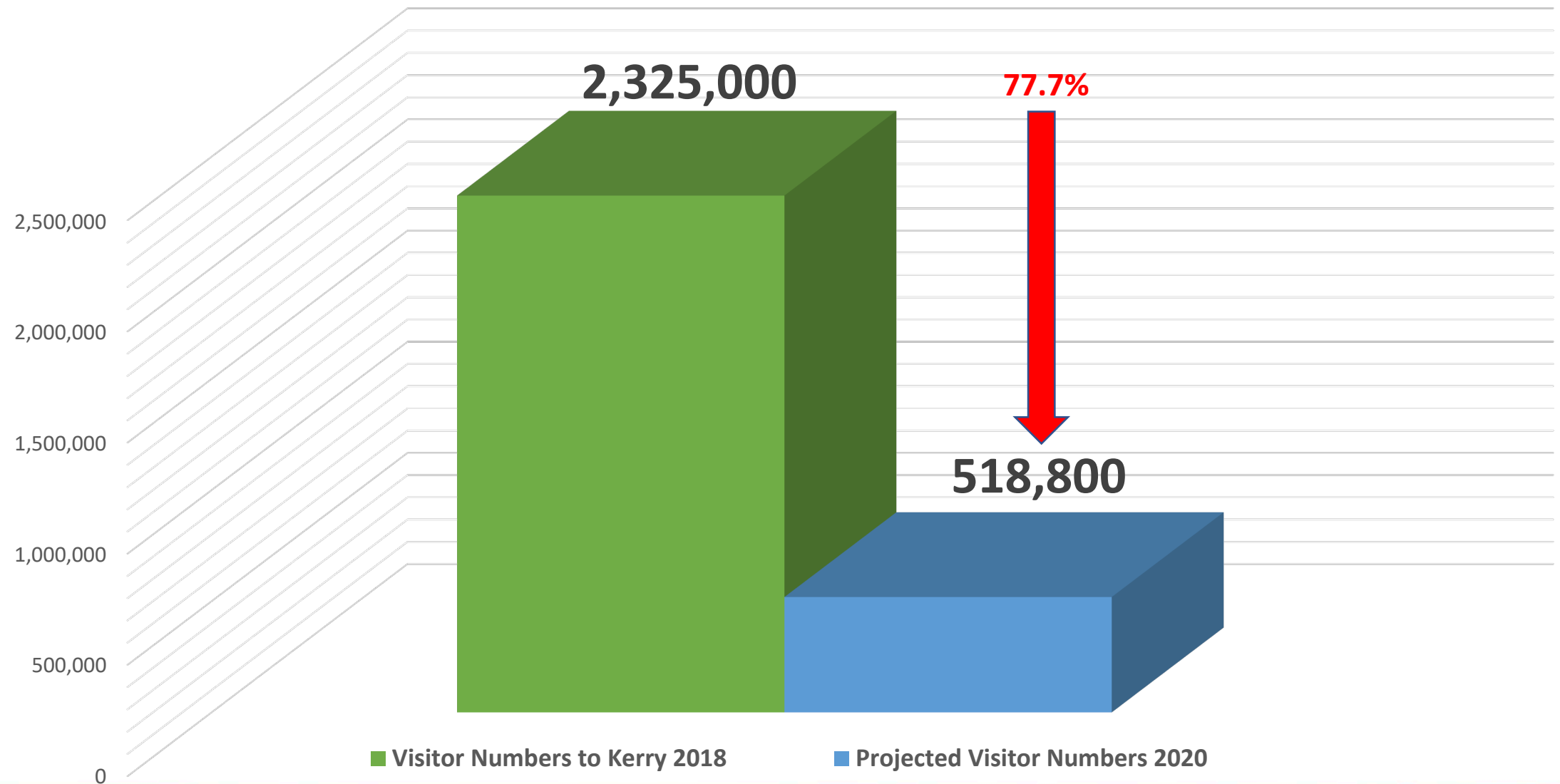
# Have you put in place any marketing strategies to drive sales once restrictions are resolved?



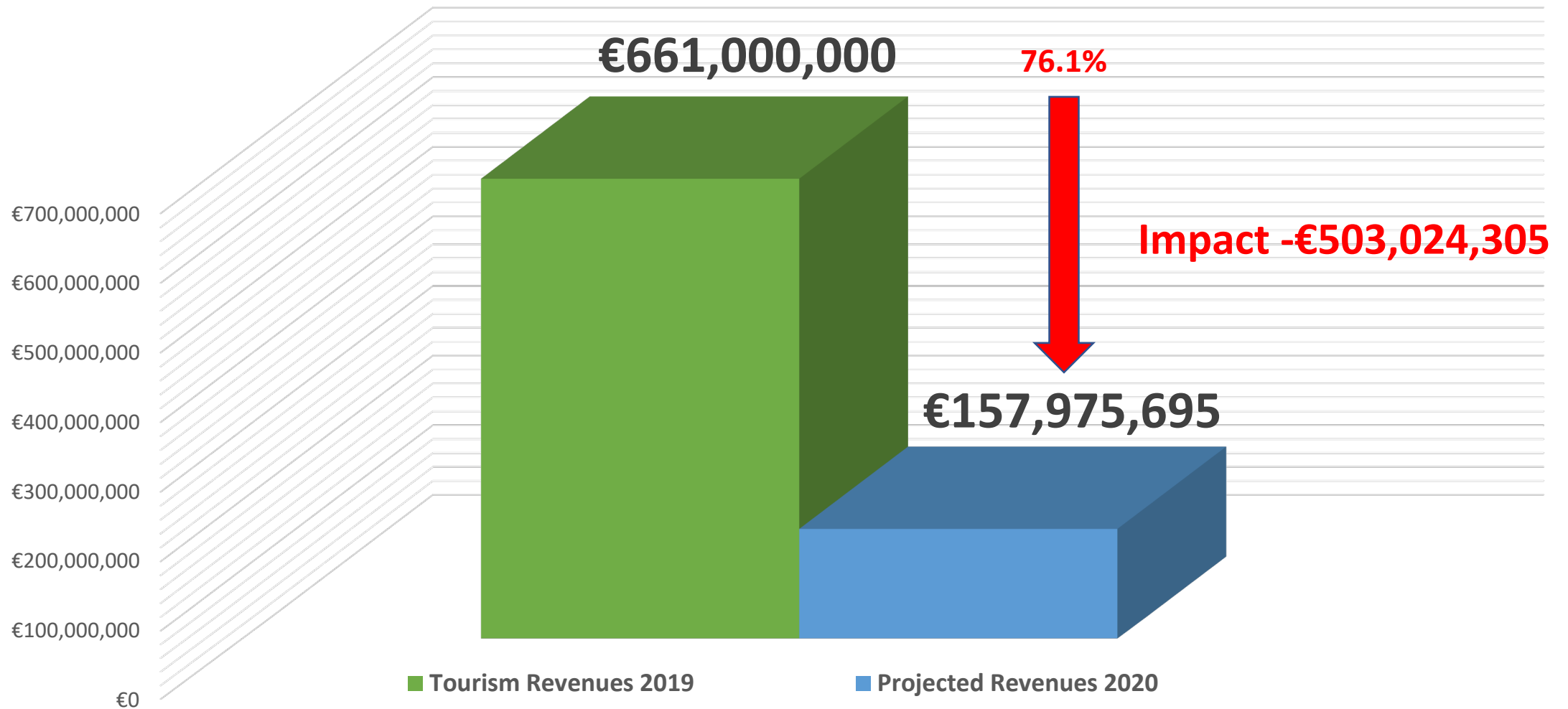
# Visitor Numbers & Revenues



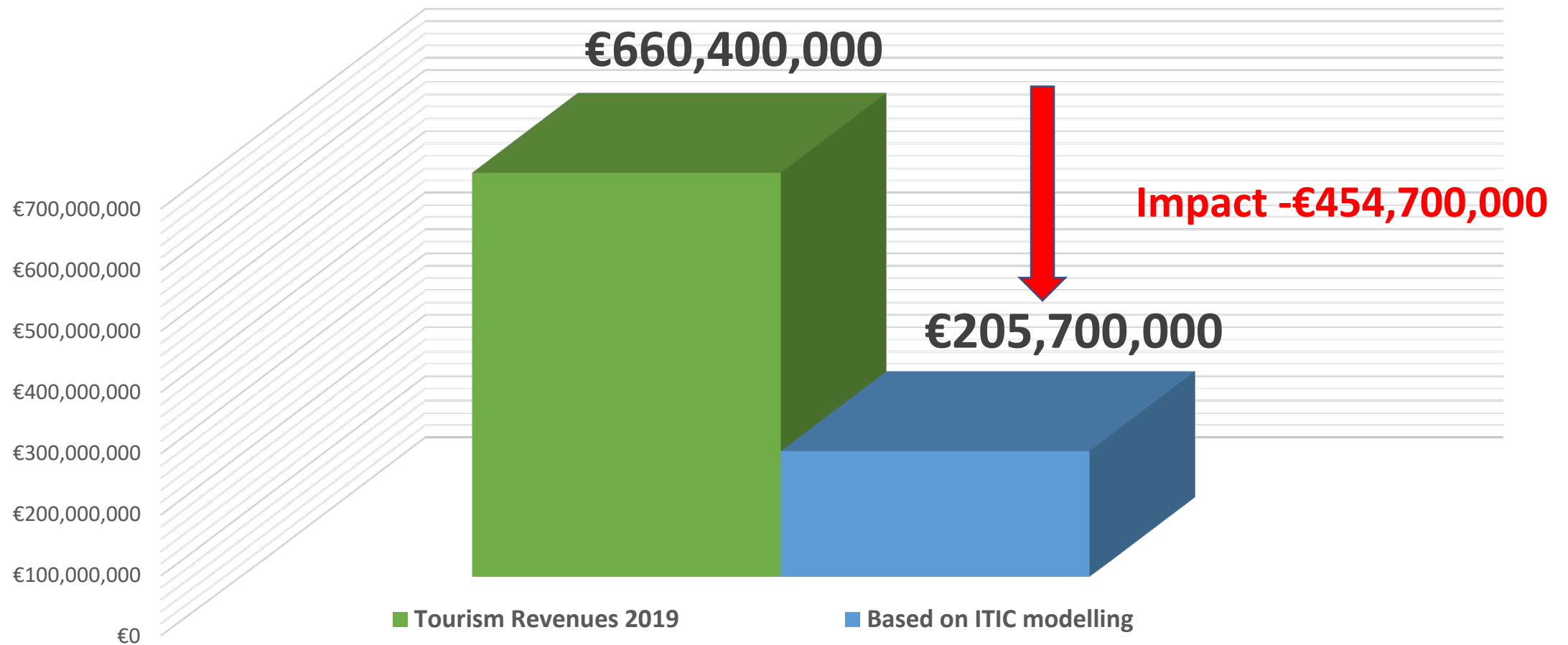
# Visitor / Guest Numbers 2018 versus projected for 2020



# Tourism Revenues 2018 for County Kerry versus projected for 2020, based on Kerry practitioners survey

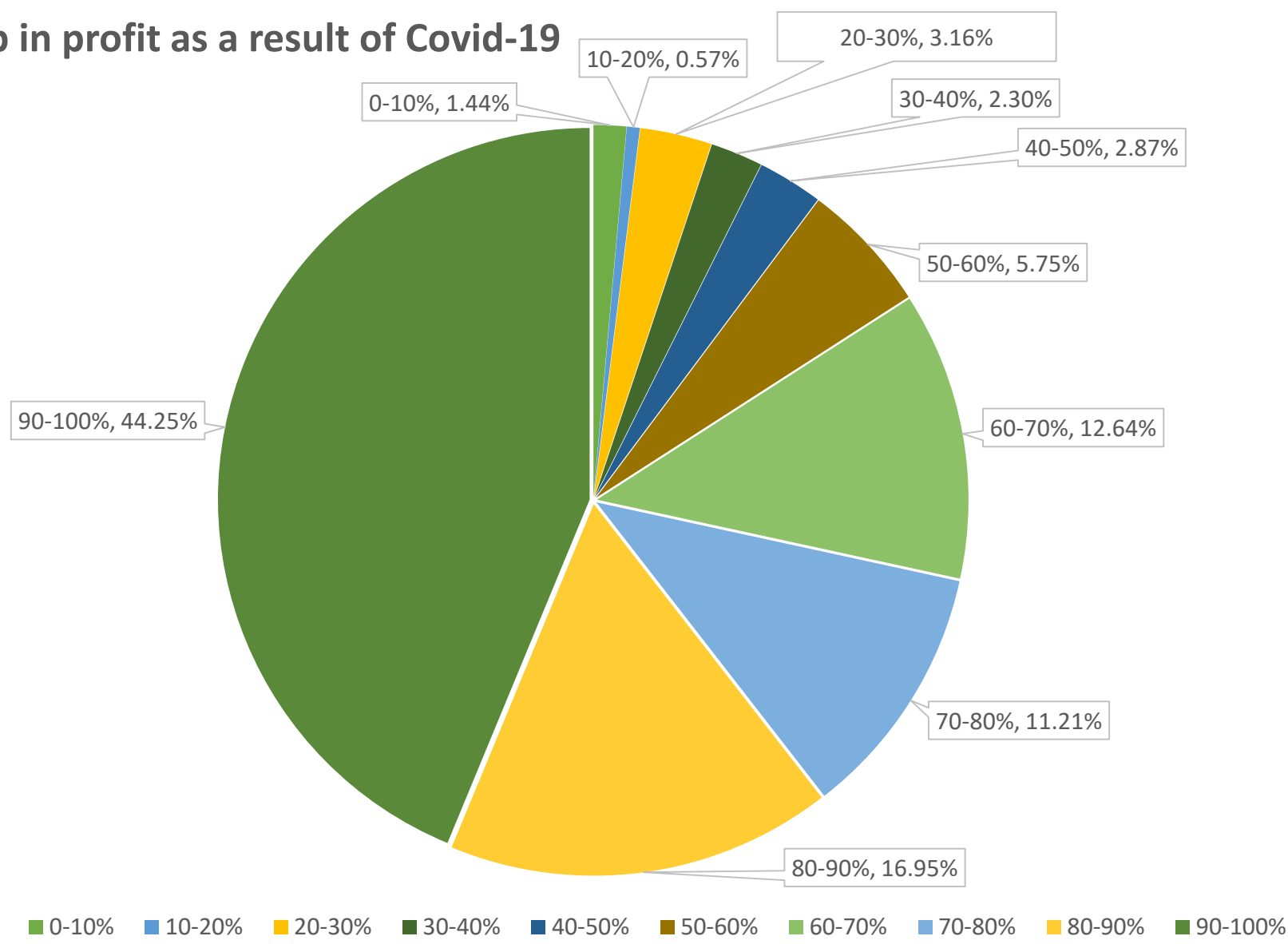


# Tourism Revenues 2019 for County Kerry versus projected for 2020, based on ITIC's model of the impact of Covid-19 on Tourism Revenues Nationally





# Anticipated % drop in profit as a result of Covid-19



**Supports and incentives required to ease some of the cash-flow pressures on your business over the next 12 months?**

