

Booked.it Survey Results

2021 Leisure & Hospitality industry review



Overview

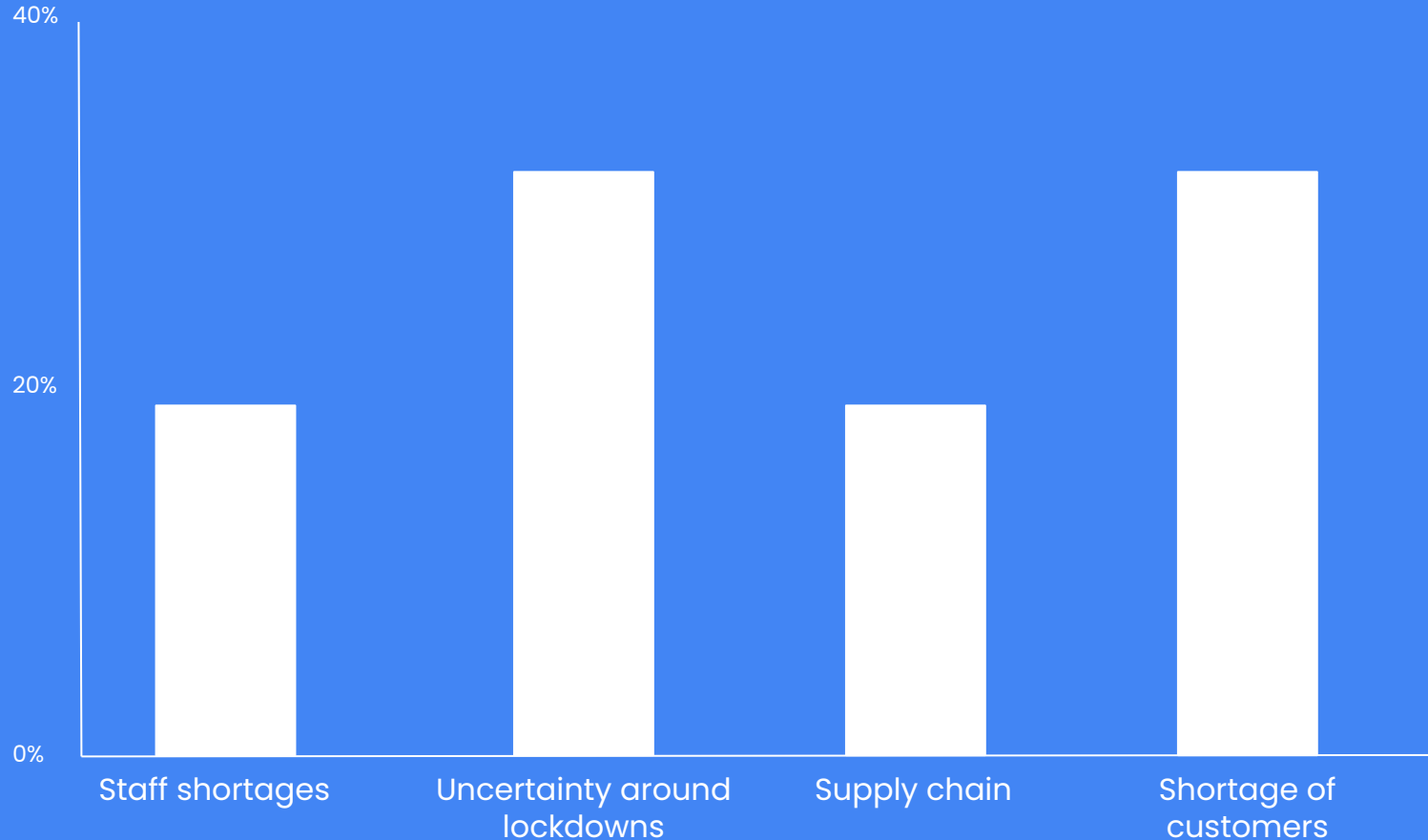
Thank you to everyone who took part in our survey. The results from each question follow.

Top level overview:

To no-one's great surprise, Covid dominated the responses, both in terms of challenges in 2021, and concerns for 2022.

Leisure & hospitality have been especially impacted by Covid, and the government's handling of the pandemic. There is however, a level of optimism shining through the results; a hope that 2022 will see customers return to our venues and businesses.

What was your single biggest challenge in 2021?



What was your biggest win in 2021?

Being able to
reopen!

New website
up and
running!

Reopening!

More money
spent
domestically

Strong
trading
whilst open

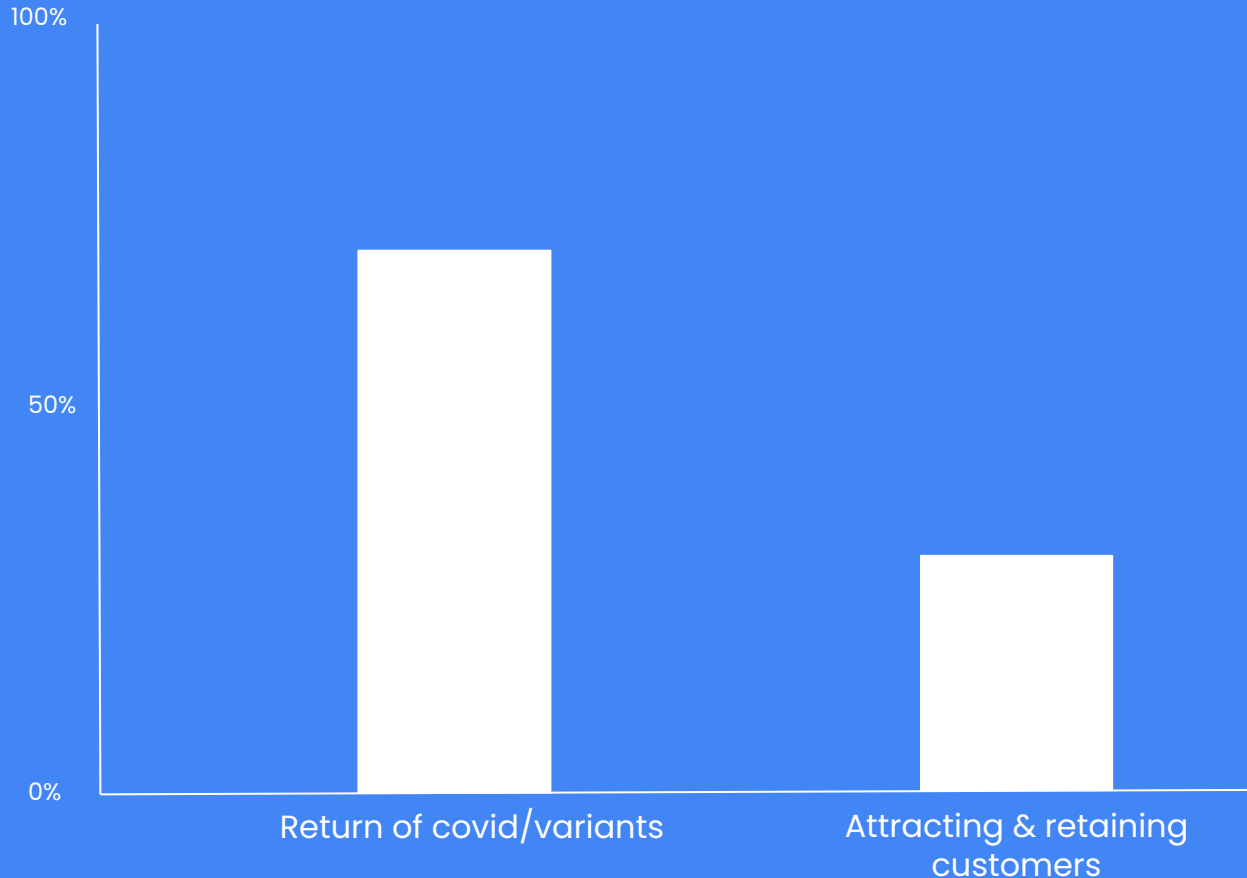
Consistent
Saturday
evening
trading

At least **50%** of comments were celebrating being able to reopen and trade.

Some businesses have benefited from global travel restrictions, with more money being spent domestically (when the doors were open at least!).

Others took the opportunity to improve infrastructure and processes.

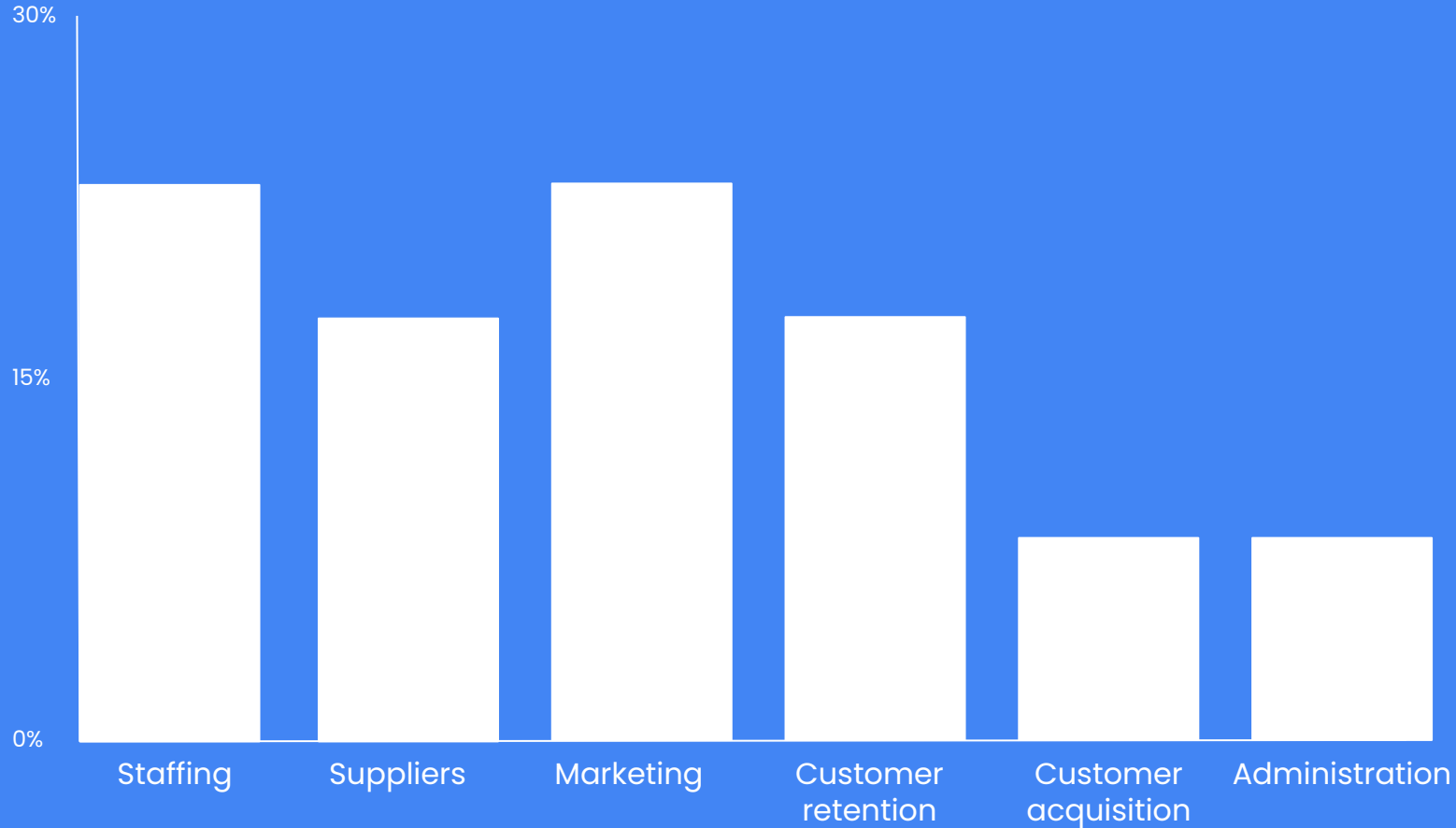
What the biggest challenge you expect in 2022?



Two answers dominated the results. The return of Covid and its variants accounted for **two thirds** of all replies.

Attracting & retaining customers also loomed large - an issue for businesses in the best of times, Covid has made the task of getting customers back into venues all the more challenging.

What areas of your business are too time-consuming?



Thanks for taking part – we hope to see you again for the end of 2022 survey.

About us

Booked.it create software to solve common problems for leisure and hospitality businesses.

Our solutions include:

- ✓ Loyalty and CRM products to improve customer acquisition and retention
- ✓ Deeply integrated booking software
- ✓ Ticketing solutions for easy management
- ✓ Mobile ordering
- ✓ Cashless/RFID and EPOS solutions
- ✓ Easy to use marketing tools
- ✓ Access to our Influencer Network

And much more. Plus it's free to sign up.

[Find out more](#)