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# Kroll's Business Sentiment Survey of Restaurants & Hospitality



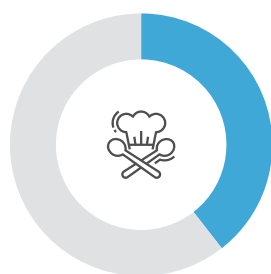
# Kroll's Business Sentiment Survey of Restaurants & Hospitality

Kroll conducted a survey of Q1 2022 business sentiment amongst Ireland's hospitality sector. This survey was supported by the Restaurants Association of Ireland (RAI). It follows the recent industry turmoil caused by the COVID pandemic.

Around 150 business owners participated in the survey and the results are as follows:

## Question 1:

How would you best describe your business?



**39.47%**  
Licensed restaurant



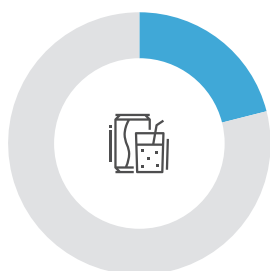
**5.26%**  
Hotel restaurant



**18.42%**  
Coffee shop/café



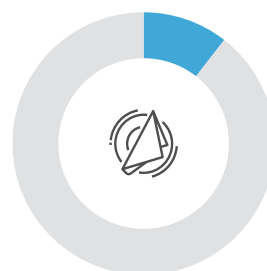
**0.00%**  
Wine bar



**21.5%**  
Gastropub



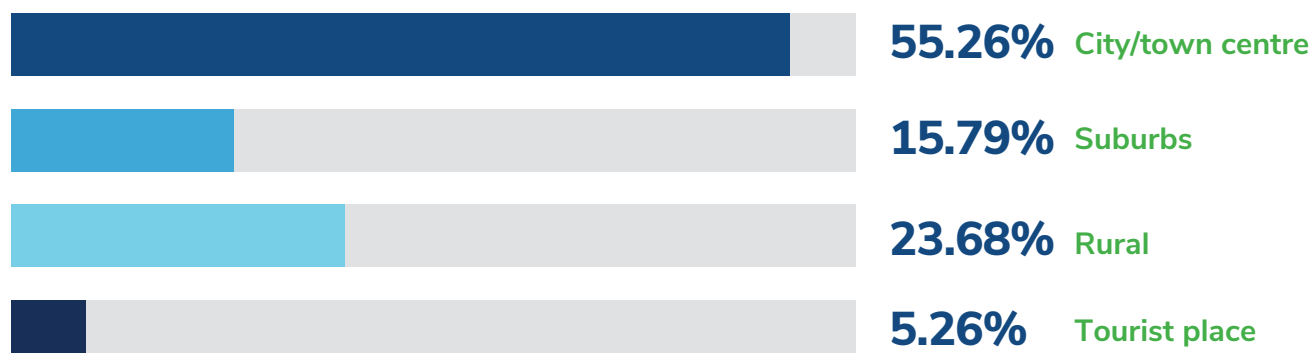
**5.26%**  
Quick foodservice/  
food to go



**10.53%**  
Others

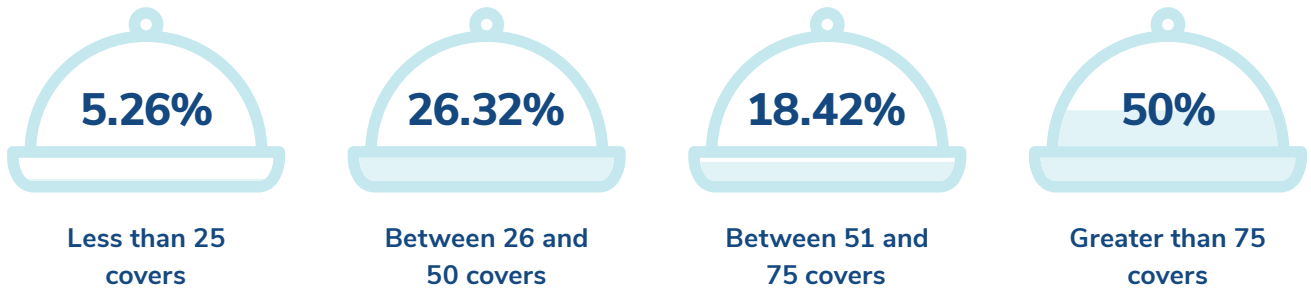
## Question 2:

Which of the following best describes your business location?



### Question 3:

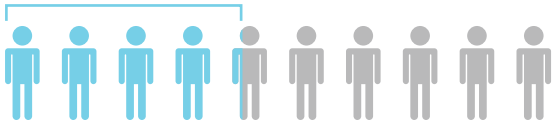
Which of the following is more applicable to your business?



### Question 4:

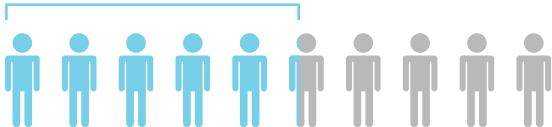
Which best describe the size of your business?

42.11%



Mirco (fewer than 10 employees and an annual turnover of less than €2m)

52.63%



Small (fewer than 50 employees and an annual turnover of less than €10m)

5.26%



Medium (between 50 and 249 employees and an annual turnover not exceeding €50m)

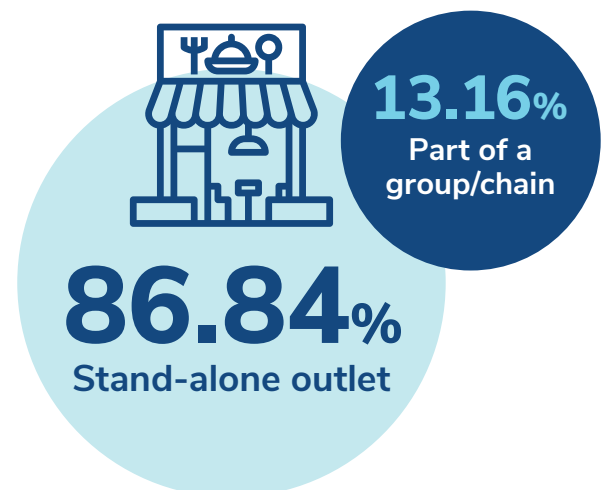
0%



Large (greater than 250 employees and an annual turnover greater than €50m)

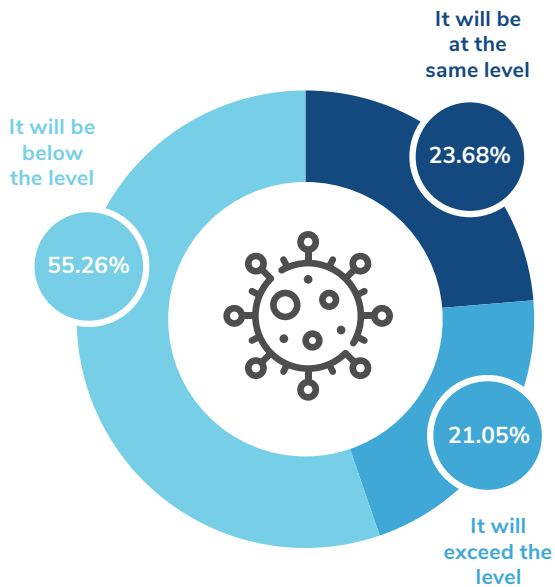
### Question 5:

Is your business a stand-alone outlet or part of a group/chain?



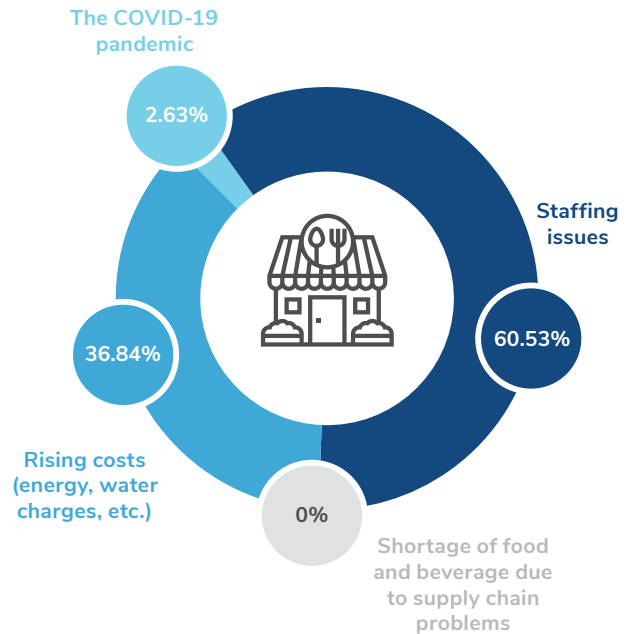
### Question 6:

What do you anticipate your 2022 trading performance will be compared to pre-COVID-19 levels?



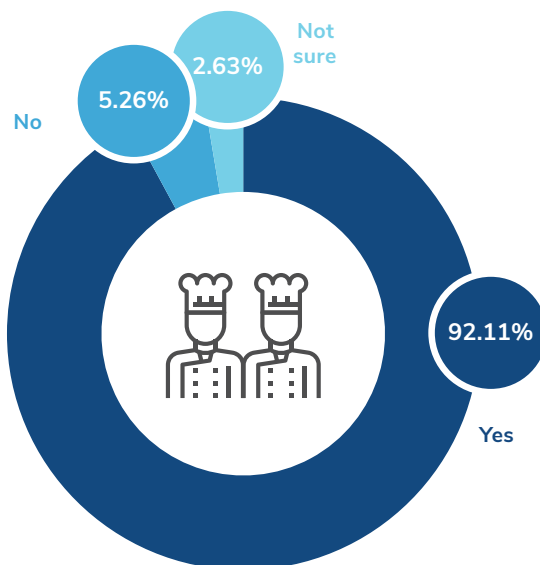
### Question 7:

Based on your experience, as a restaurateur, what do you think will be the biggest issue for your business in 2022?



### Question 8:

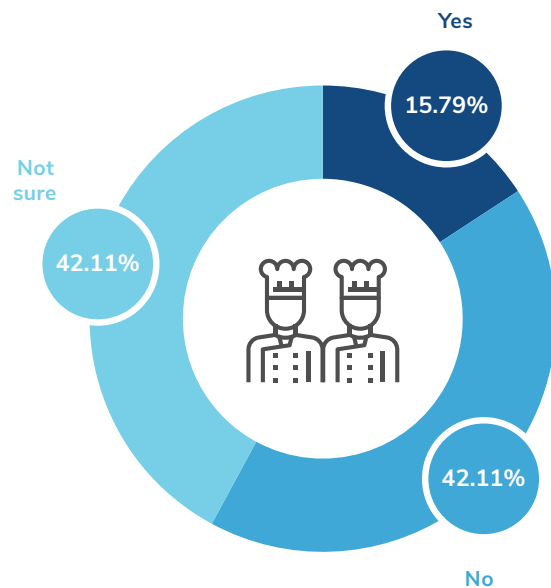
Do you believe that you will have to increase staff wages to retain employees?



### Question 9:

Will your business be adequately resourced from a working capital standpoint following the withdrawal of government support?

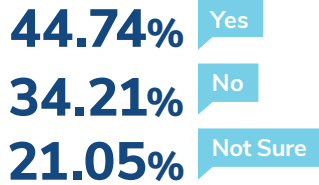
(Employment Wage Subsidy Scheme, revenue warehousing, commercial rates waiver, etc.)



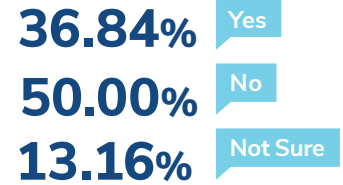


**Question 10:**

Do you expect that the average spend per customer in 2022 will be greater than pre-COVID-19 levels?

**Question 11:**

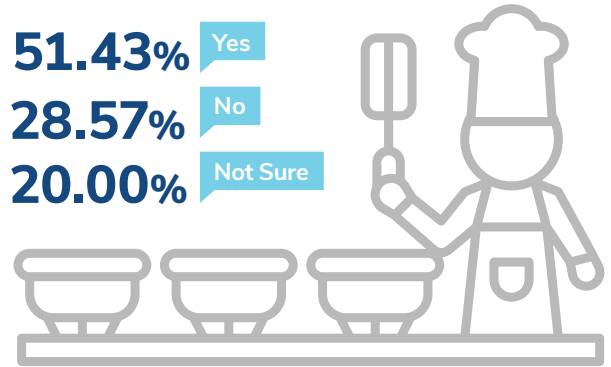
Do you plan to refurbish/upgrade your restaurant over the next six months?

**Question 12:**

If you answer yes on Question 11, how do you plan to fund these costs?

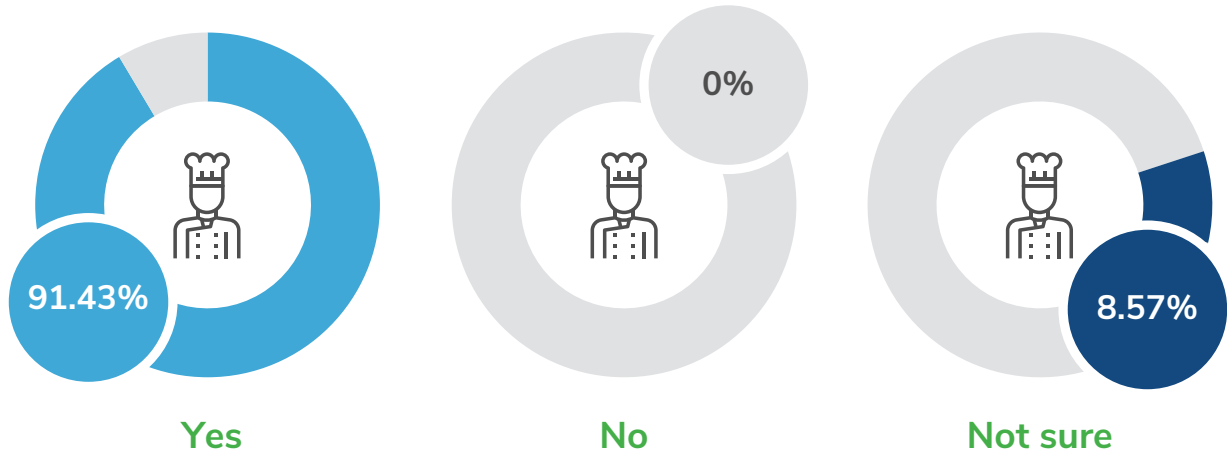
**Question 13:**

Do you plan to increase staffing levels in 2022?



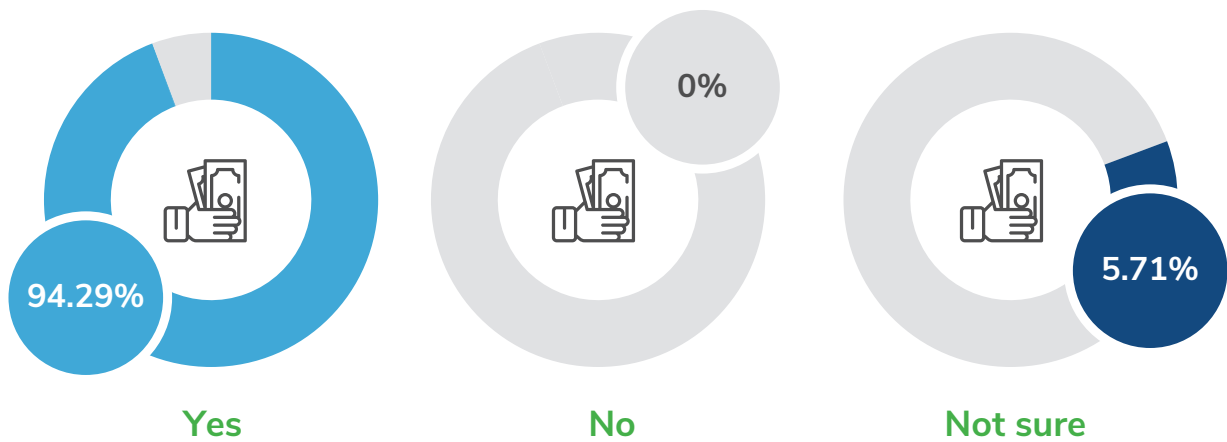
### Question 14:

Do you believe it will be difficult to recruit/retain staff over the next 12 months?



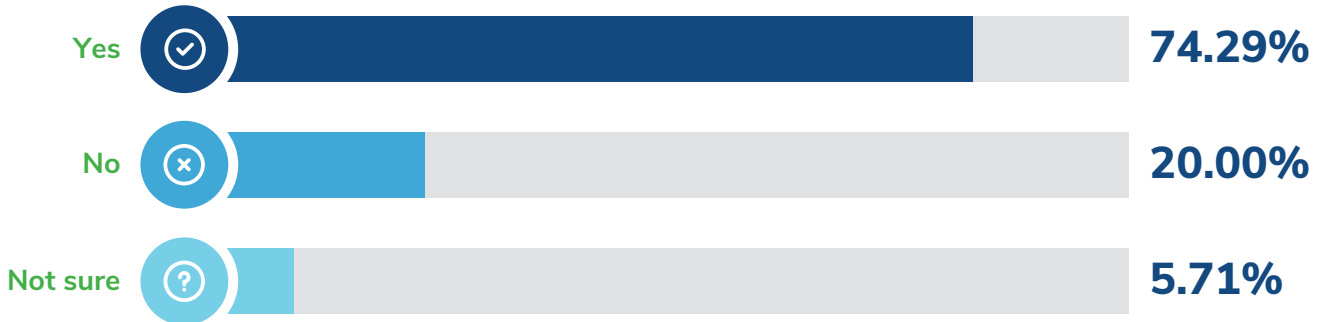
### Question 15:

Are you planning on increasing prices in 2022?

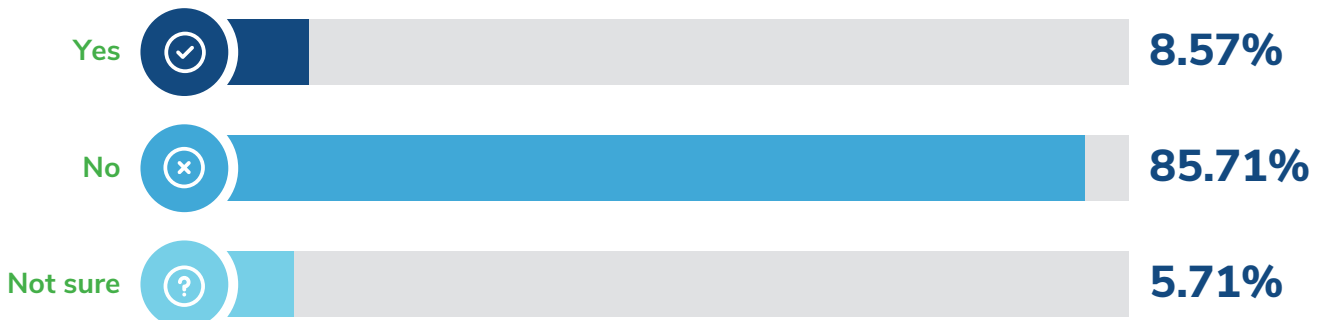


**Question 16:**

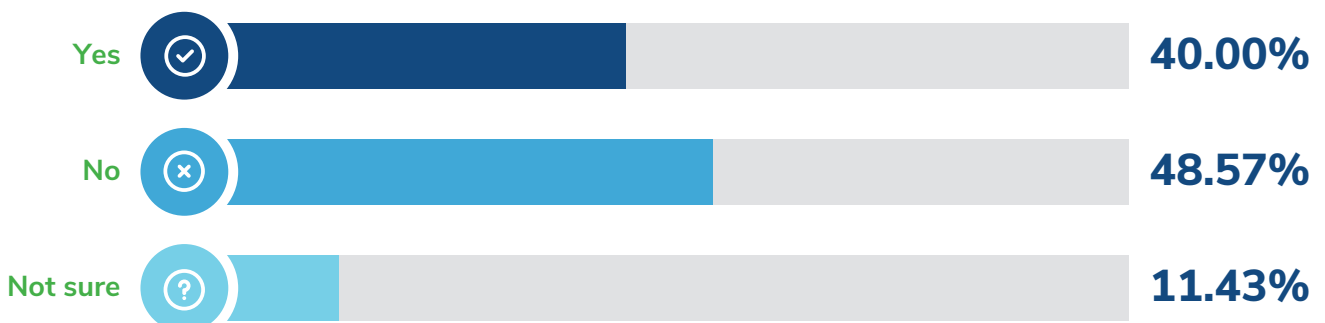
Do you feel the government supports for the restaurant sector since March 2020 have been sufficient?

**Question 17:**

Would your business have survived without government support?

**Question 18:**

Do you feel you receive adequate support from your bank/finance provider?







### Question 19:

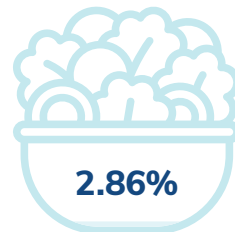
If your premises are leased, which of the following is most applicable to your current rental status?



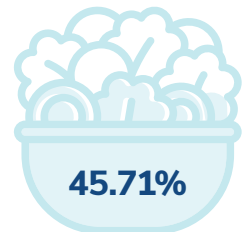
Rent deferred during trading restrictions is now due



Current rent rates are same as they were before COVID-19



Reduced/deferred rent agreement still in place



Premises are not leased

### Question 20:

If you availed the Revenue Commissioners Warehouse Tax Scheme, will you be able to repay this debt within the next 12 months?



**31.43%** Yes

**31.43%** No

**37.14%** Not Sure

### Question 21:

Do you believe the government should introduce a tax amnesty for the restaurant sector?



**71.43%** Yes

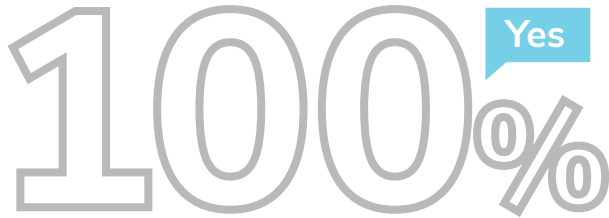
**17.14%** No

**11.43%** Not Sure

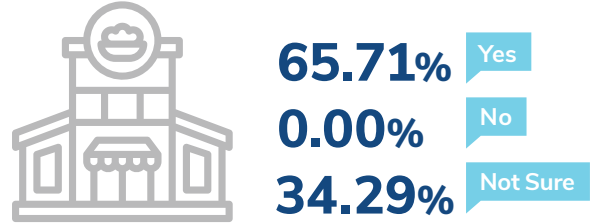


**Question 22:**

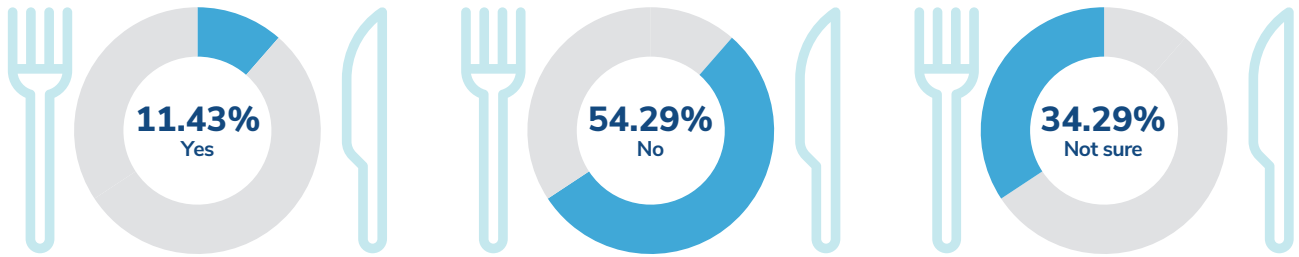
Do you feel the reduced 9% VAT rate for the hospitality sector should be retained?

**Question 23:**

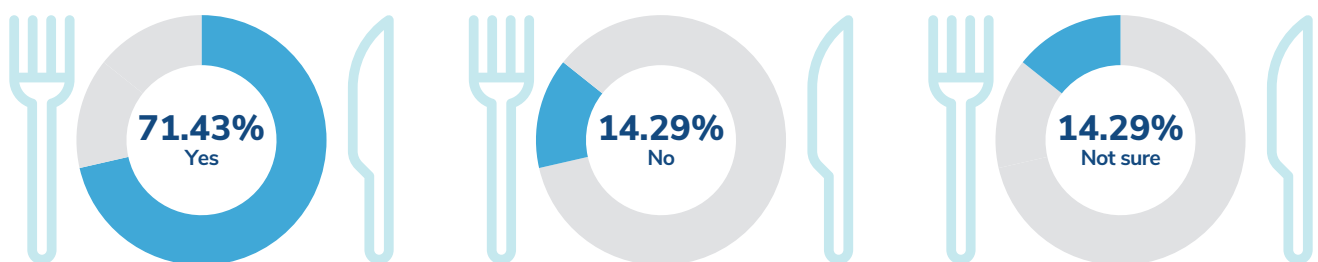
Do you believe your business is economically viable post-COVID-19?

**Question 24:**

Will you require professional restructuring assistance in 2022?

**Question 25:**

Do you feel that comments/rankings on third-party websites impact your business?



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We focus on financial operational restructuring, insolvency and bankruptcy, turnaround and transformation, liquidity management and interim management solutions.

Our team of over 400 experts execute domestic and cross-border assignments from locations around the world in Europe, the UK, Middle East, Asia Pacific, North America and the Caribbean.

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**Please contact a member of Kroll's market-leading Restructuring team if you wish to confidentially Discuss your restructuring support requirements in more detail.**



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Chicago	San Francisco
Dallas	São Paulo
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Ellensburg	Secaucus
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Miami	

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Dublin	Preston
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Lisbon	Turin
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