

Adapting
to Covid-19:

How local tourism businesses cope

Examples from 5 countries

«protect and prosper»



Photo with courtesy of Wildcraft Brewery.

This publication is a living document and will be updated
as new examples are ready to see the light of the day!



university of
 groningen



PROWAD LINK
SUSTAINABLE GROWTH
& NATURE PROTECTION

Interreg
North Sea Region
PROWAD LINK

European Regional Development Fund



EUROPEAN UNION

Adapting to Covid-19 crisis

«protect and prosper»

Protect and prosper is the ethos of the EU Interreg project, Prowad Link. Prowad Link aims to unlock the potential of nature as a driver for jobs and sustainable development. This is achieved by working directly with Small to Medium Sized Enterprises (SMEs) to develop nature as a brand, creating mutual benefits for SMEs and the natural environment.

Partners from The Wadden sea World Heritage site (Denmark, Germany, the Netherlands), Geirangerfjord section of the West Norwegian Fjords World Heritage site (Norway) and The Wash & North Norfolk Coast protected areas (United Kingdom) are working in collaboration to build knowledge about sustainable business operations in touristic nature areas and to develop sustainable products and services.

2020 has been characterised by the devastating effects of the Covid-19 crisis. In this report we highlight some of the coping strategies and solutions developed by tourism SMEs across the three focal sites and five partner countries.

We want to thank all the businesses who have kindly contributed to this research and report!

January 2021

Else Ragni Yttredal (NTNU)

Arron Wilde Tippett (NTNU)

Hellen L.A. Dawo (RUG)

Tom B. Long (RUG)



Photo: Else Ragni Yttredal.



«We spent the first week panicking and the second week planning properly. We changed the business around into a customer drive through at the brewery and home deliveries. That has worked very well.»

Photo with courtesy of Wildcraft Brewery.

Adapting to Covid-19:

Wildcraft Brewery

Buxton, North Norfolk, England

«protect and prosper»

In short

Wildcraft Brewery is a micro-enterprise (2 staff) located in North Norfolk, 3 miles from one of the many protected areas along the North Norfolk Coast. Wildcraft is a community brewery with a pre-Covid-19 focus on selling to pubs and restaurants. Wildcraft's beers are lovingly made using locally foraged fruits and herbs to giving them a unique nature focused brand.

Challenges due to Covid-19

Covid-19 has created a range of challenges for Small to Medium Sized Enterprises (SMEs) operating within or bordering Nature Protected Areas.

Customers

Pubs and restaurants have been significantly affected by the Covid-19 crisis, with National lockdowns forcing them to close their doors. This eliminated Wildcraft's customer base overnight and left their invoices unpaid.

Sourcing

Sourcing outside of local supply chains has proved difficult during the crisis, specifically sourcing glass bottles.

Staffing

A staff of two has meant that during the crisis working hours have gone up significantly.

Space

Limited space within the brewery has meant that brewery tours have been postponed.

Solutions

Wildcraft Brewery changed their customer base overnight by switching from pubs and restaurants to home delivery.

Wildcraft overcame issues of limited indoor space by taking operations outside. They set up a drive-in shop and a pop-up pub in their carpark.

Key enabling factors

Parallel Processes

Wildcraft were already producing small volumes of bottled beer and therefore had the knowledge and experience of transition to their new customer base.

Wildcraft's community outreach work at pubs and restaurants, such as beer "tap takeovers", meant they had the training and certification required to set up and run a pop-up pub from their brewery.

Social Capital

Wildcraft's community focus meant that their glass bottle sourcing issues were buffered by their local customers returning their used bottles.

"This year I didn't have to go out at all foraging as people brought fruit and herbs to us for beer."

Wildcraft were able to continue to gather natural ingredients during the crisis. In fact, their close links with the community resulted in them receiving larger than usual volumes of fruit and herbs.

Drawbacks to solution

Overtime

Wildcraft beer by the bottle is taking 3 times as long to produce than beer cask or box production. This has meant long working hours for Wildcrafts hard-working staff of two.



Facebook



Website

