



Restaurant Association  
Snapshot Survey

# Viewpoints on Summer trading 2024

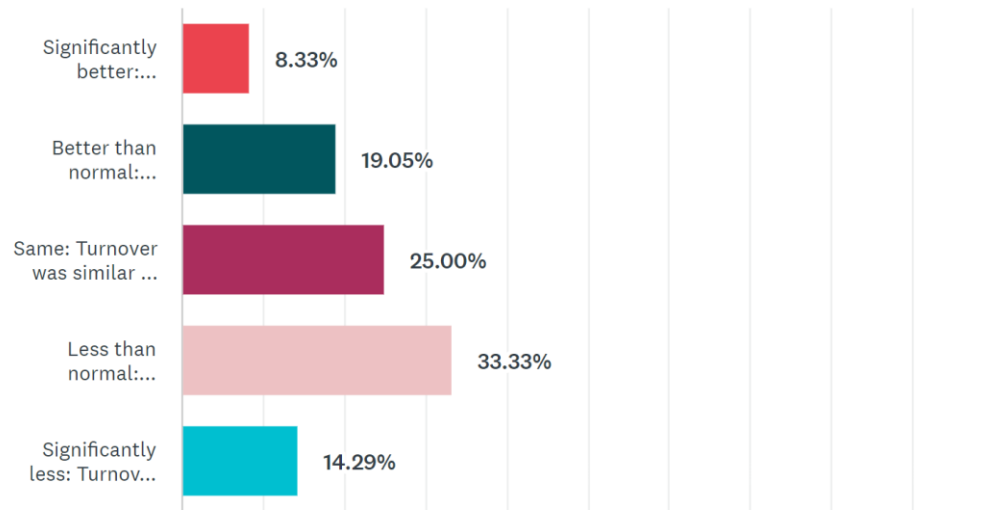
NATIONWIDE

JANUARY 2024

[www.restaurantnz.co.nz](http://www.restaurantnz.co.nz)

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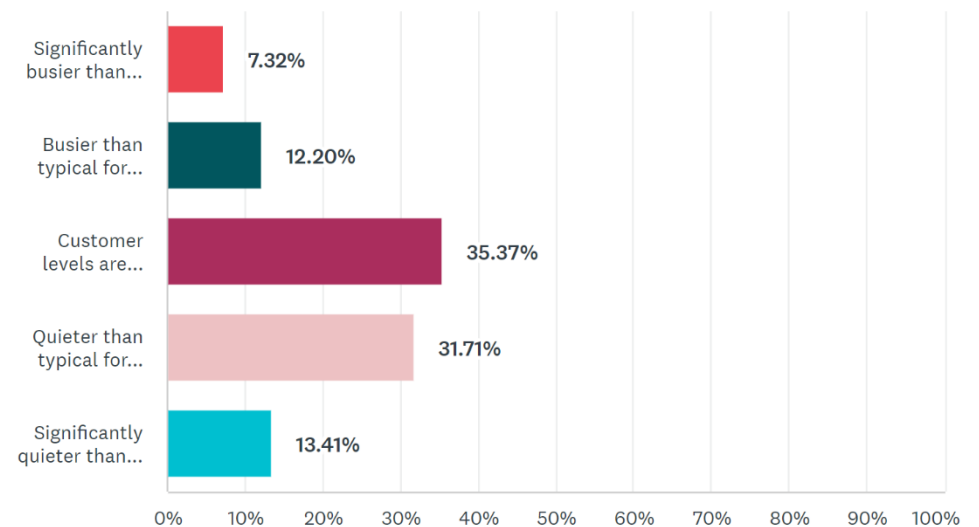
## Q.1. How has trade been over the Summer holidays so far (compare to last year) - is turnover up or down?



### selected comments:

- We are having decent numbers of people, however, they are ordering and spending less.
- [We are a new business] however turnover has been better than forecast
- Certainly more customers, however average head spend down. So: customers higher, turnover roughly the same as last year, running costs higher.
- Flooding and road closures affected last year's summer trading. Still down on pre Covid turnover.
- Unfortunately we are in a spiral of decline. Definitely not as bad as the CBD but enough to make us non-profitable.
- Normal turnover for this time of year but better than last year (due to weather). Not quite as busy as expected.
- Just starting to pick up now.
- More tourists this year, less local support.
- Compared to pre-Covid we're seeing fewer international visitors and guests are more careful about how much they're spending, e.g., fewer appetiser and dessert orders
- We are 50% down on this time last year
- Pre xmas better than the previous year. Jan slower than the previous year.
- Definitely seeing the full effects of open borders with international visitors back in force filling the void (and more) that is evident in the drop off in local spend due to the cost of living crisis in international visitor trade.

## Q.2. Over the Summer holiday period so far how has customer volume been (compare to the same time last year)?

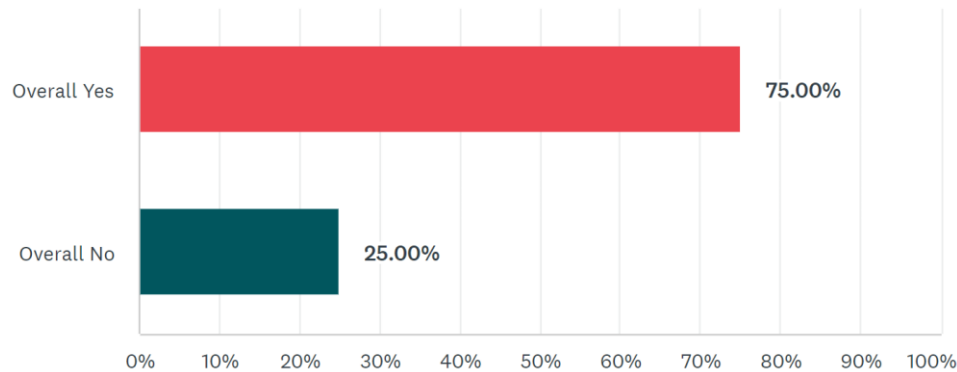


### selected comments:

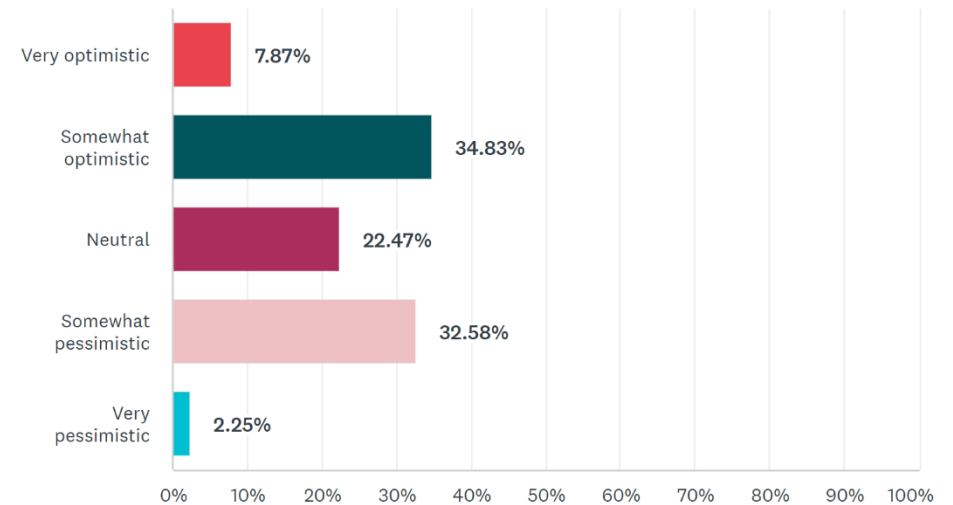
- We believe economic problems [are impacting].
- More customers, not spending as much. Alcohol sales down on previous year, food sales higher.
- More people, less sales. Buying food no drinks. Less, alcohol sales. Drinking water sharing food
- We have found numbers are up on last year, however the per head spend is down. For example: lots of sharing meals between couples.
- Not quite as busy as predicted but still pretty steady. The rest of the month will indicate how many tourists are in our area.
- Its strange, not as many tourists as last year. We were definitely expecting much more
- It's hurting
- I have been closed over the holiday period as the area is quiet
- It's like a ghost town.

# Viewpoints on Summer trading 2024

**Q.3. Have you been able to recruit the staff you need for the Summer period?**



**Q.4. As we head into 2024, how optimistic are you about trade and prospects for your business over the coming year?**



## selected comments:

I think the decrease in spending will last some time, until NZ is able to manage the cost of living increases and economic shortfalls.

I was optimistic last year, it didn't turn out so well.

We're worried about the recession affecting our trade, we hope international tourists pick up.

Still some hurt to come but I'm preparing for it now.

Our costs are way too high.

I'd say 'cautiously optimistic', knowing that a weather event etc could disrupt trading at any time.....

While overall sales aren't horrible, forecasting is off and it's so hard to predict or forecast which makes cost control really difficult.

I think winter will be hard this year when the tourists leave.

The ongoing pressures on pricing and tightening margins are having a very negative effect on our business and the idea of simply breaking even on decreased sales etc is quite depressing given we have had to work 7 days a week for a long period of time through different challenges.

## selected final comments:

People have no money for eating out too high cost living.

I am not confident we will survive.

The government needs to help and understand small business better than Labour did. We need people to come back to their offices and work not work from home like they are doing.

The economic climate now seemingly biting folk and discretionary spend is down...and costs are up.

With a change in government I am hopefully we will see the cost of living addressed and in turn the interest rates lower which will assist in taking off the pressure.

We are getting great value for the events we run, provided they are presented professionally and promoted well (eg paid advertising, facebook etc)

Hard industry in a tough time. People are out and about, but they seem to watch where they spend their money and expect a lot from every dollar. Cost of living is a challenge for a lot of people. It is the same for buying products & consumables in the hospitality industry too.

Lots of people spending less. Lots of shared plates, asking for extra cutlery pates to share. Large groups with 1 course not 2. No drink sales in large groups.

Really strange season, but great to see the sun at last!

We need inflation and interest rates to both decline before any real improvement will happen.

I guess our location is too hard.

The weather has been brilliant, which helps a lot.

2023 was a very difficult year for Tairāwhiti region post cyclone with business interruptions, loss of regional access, industry closure and environmental destruction ruining tourist attractions. Here's hoping we get much needed support going into 2024 and are not forgotten as a destination.

I wish the licensing process for duty managers was easier/cheaper. Backpackers aren't staying in one place as long as they used to and the licensing process is a deterrent for them.

Interest rates and food costs are making it very difficult for people to actually live life better and people to enjoy themselves after working so hard.

Very noticeable that people are downsizing their spend. The ongoing pressures on pricing and tightening margins are having a very negative effect on our business and the idea of simply breaking even on decreased sales etc is quite depressing given we have had to work 7 days a week for a long period of time through different challenges with covid. As far as I am concerned the golden age of hospitality is well and truly over.