



# SURVEY

## Member feedback on coronavirus impact

restaurant  
association  
of new zealand

13 JULY, 2020

There were high hopes for a strong trading period for the battling hospitality industry during the school holiday period as Kiwis spent time playing in their own backyards.

This survey has shown signs of improved trading. 64% say turnover is the same or better than last year, this is up from 42 per cent for the same period last month. 38 per cent of respondents traded better or significantly better than the same period last year. One week in to level 1 just 21 per cent reported turnover of significantly less than the same period last year and this has now gone down to seven per cent.

However, 34 percent are now trading worse or significantly worse than the same period last year.

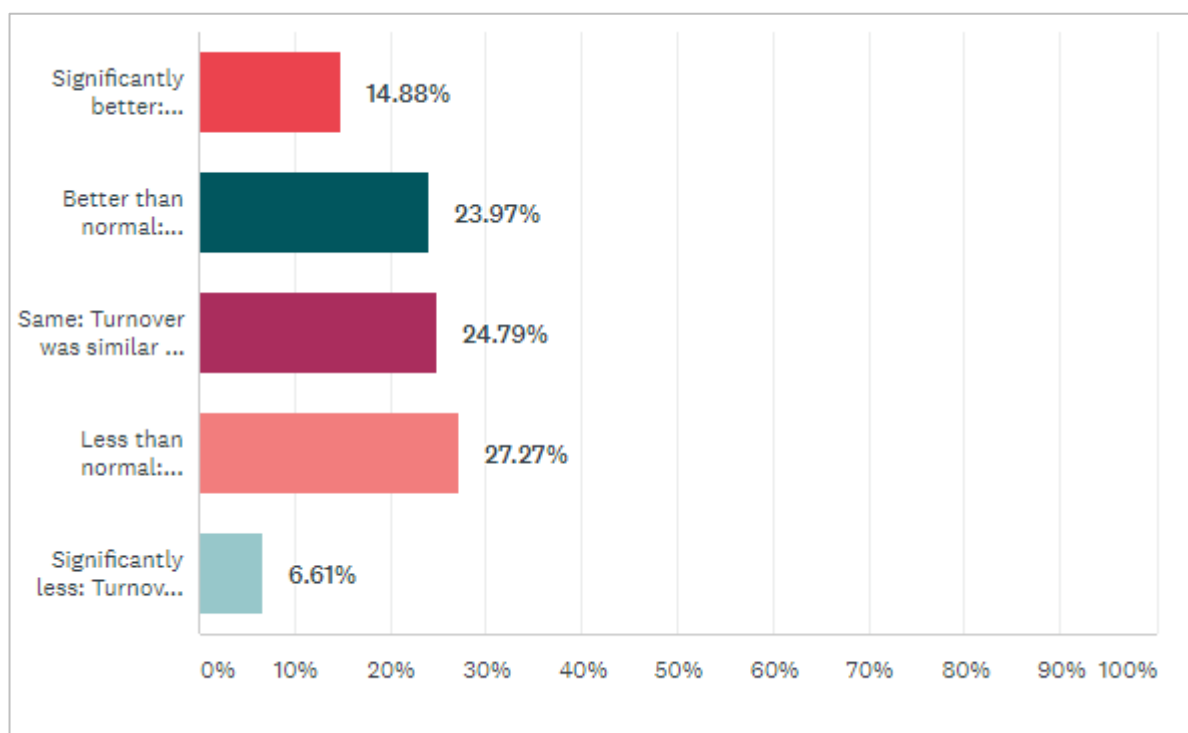
41 per cent of businesses are recording 91-100 per cent foot traffic based on same period last year, indicating a lower spend per customer.

42 per cent of businesses have had more domestic customers than usual at this time of year.

Hospitality spending definitely improved over the school holiday period which is a relief for businesses that have had an incredibly difficult year. However, there are still significant numbers of businesses still reporting significantly reduced year on year revenues and we're mindful that there's a long road ahead.

### Q1. How did the school holidays go (compare to last year)?

Compared to the same period last year, 39 per cent said that they were trading better or significantly better.



SECTOR COMPARISON:

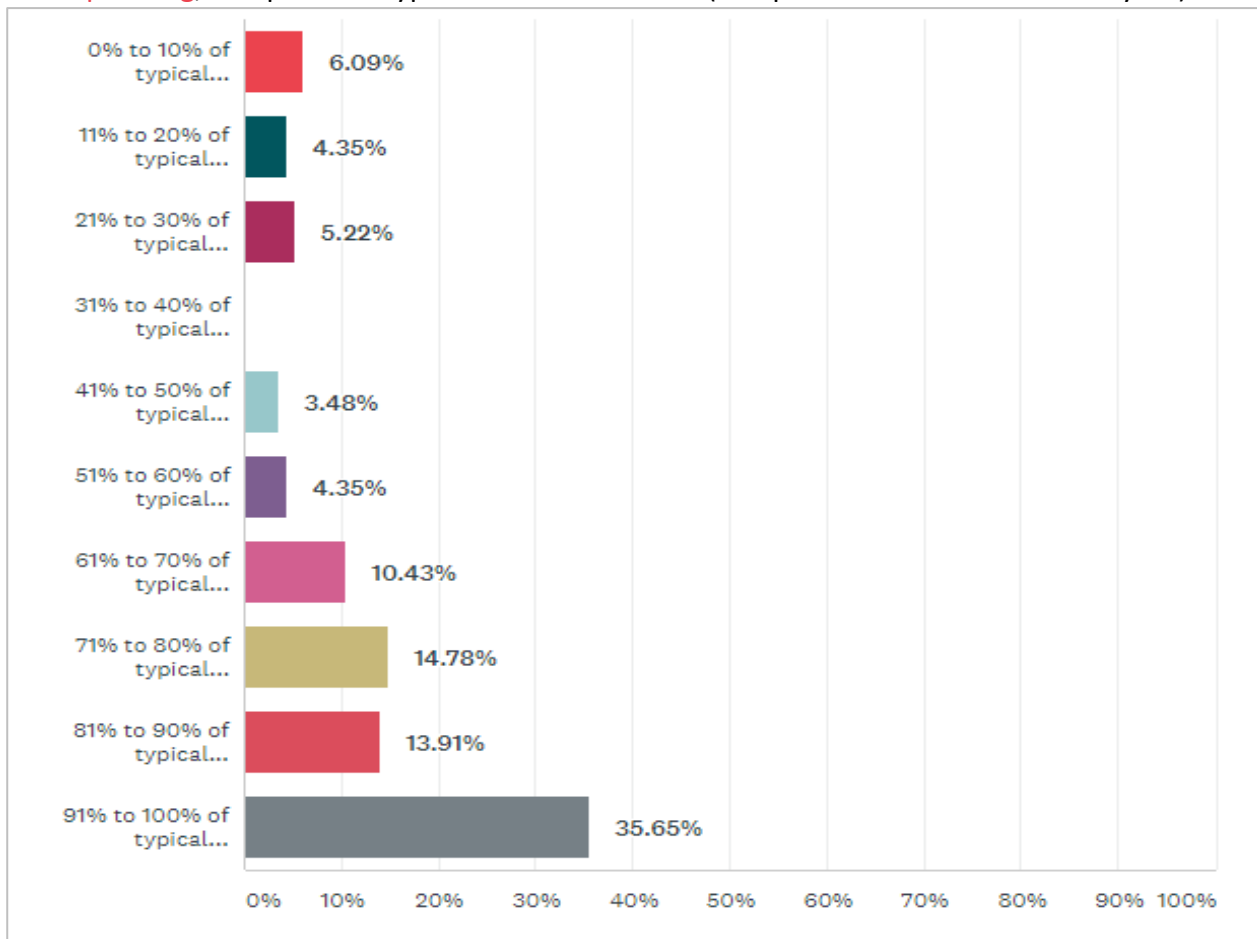
	SIGNIFICANTLY BETTER	BETTER THAN NORMAL	SAME	LESS THAN NORMAL	SIGNIFICANTLY LESS:
Cafe	18.97%	24.14%	20.69%	24.14%	12.07%
Restaurant	12.70%	26.98%	26.98%	28.57%	4.76%
Food-to-go / takeaway operation	16.67%	16.67%	33.33z	16.67%	16.67%
Bar / tavern / pub	12.50%	50.00%	12.50%	25.00%	0.00%

Q2. If sales were higher or lower in the school holidays, please give your best estimate of the percent difference?

**SALES WERE HIGHER:** Of those respondents that indicated that their sales were higher (40 per cent of respondents), on average they were **20% higher** than the same time last year.

**SALES WERE LOWER:** Of those respondents that indicated that their sales were lower (34 per cent of respondents), on average they were **21% lower** than the same time last year.

Q3. Thinking specifically about your business over the past 2 weeks, at what capacity are you currently operating, compared to typical customer traffic? (compare to the same time last year)?



Q4. Can you estimate over the past week what percentage of your customers are **domestic tourists, or locals?**

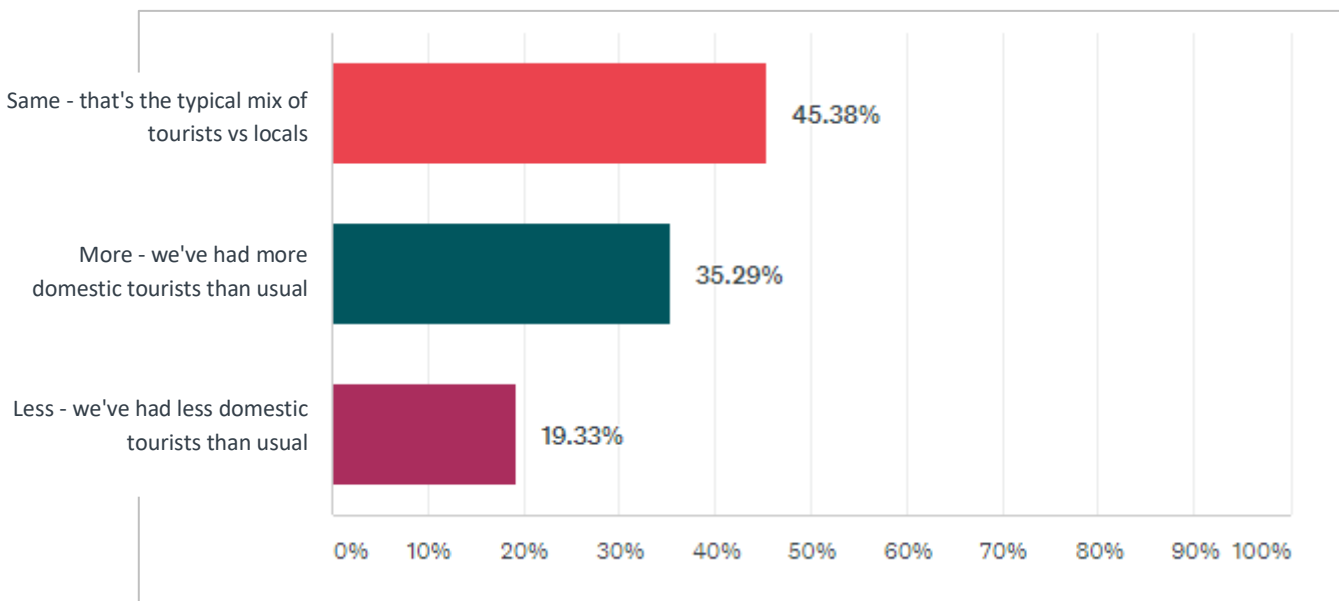
Domestic tourists

0% TO 10% OF TYPICAL CUSTOMER TRAFFIC-	11% TO 20% OF TYPICAL CUSTOMER TRAFFIC-	21% TO 30% OF TYPICAL CUSTOMER TRAFFIC-	31% TO 40% OF TYPICAL CUSTOMER TRAFFIC-	41% TO 50% OF TYPICAL CUSTOMER TRAFFIC-	51% TO 60% OF TYPICAL CUSTOMER TRAFFIC-	61% TO 70% OF TYPICAL CUSTOMER TRAFFIC-	71% TO 80% OF TYPICAL CUSTOMER TRAFFIC-	81% TO 90% OF TYPICAL CUSTOMER TRAFFIC-	91% TO 100% OF TYPICAL CUSTOMER TRAFFIC-
28.18%	11.82%	11.82%	4.55%	4.55%	4.55%	1.82%	8.18%	10.91%	9.09%

Locals

0% TO 10% OF TYPICAL CUSTOMER TRAFFIC-	11% TO 20% OF TYPICAL CUSTOMER TRAFFIC-	21% TO 30% OF TYPICAL CUSTOMER TRAFFIC-	31% TO 40% OF TYPICAL CUSTOMER TRAFFIC-	41% TO 50% OF TYPICAL CUSTOMER TRAFFIC-	51% TO 60% OF TYPICAL CUSTOMER TRAFFIC-	61% TO 70% OF TYPICAL CUSTOMER TRAFFIC-	71% TO 80% OF TYPICAL CUSTOMER TRAFFIC-	81% TO 90% OF TYPICAL CUSTOMER TRAFFIC-	91% TO 100% OF TYPICAL CUSTOMER TRAFFIC-
2.3%	1.15%	5.75%	2.3%	6.9%	5.75%	11.49%	14.94%	17.24%	31.03%

Q5. Is this the **typical customer mix** for this time of year?



Good numbers of domestic travellers from the larger cities in the North Island. Not so many from the South.

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Having Kiwi's locked in their own country has been positive for our ski towns.

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People left Wellington, but not many came to Wellington.

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As our local population is of an average older age and retired many are usually overseas at this time of year and are therefore also utilising local facilities.

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For Wellington City it is important to consider domestic travellers, but the more significant immediate and potentially long lasting challenge for businesses such as mine is the Government and private Corporates that continue having staff work from home. How can business with long term reductions in sales with no reductions in rents? This must be addressed now.

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School holidays coincided with University of Otago's re-orientation week which sees parents bringing in their children for a meal.

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We have had less customers but the spend per person is up. Mainly due to increasing prices.

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Local events were cancelled.

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Definitely noticed a lot more people coming down from the North Island. Given the population spread in NZ... I think you could almost argue the international tourists we had coming through the South has simply been replaced by people from up North hence why we are week after week having good trading and venues up north are reporting not as good.

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We do have the knowledge, and we do use it.

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Give me a couple of months and I will be able to compare with last year - think we'll still need a wage subsidy of some sort when the current one ends - maybe the equivalent of the dole.

It would just help us retain staff - it's a regional thing not a city thing - I think.

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Last year we would have had a very high percentage of NZers. it was the same this year. This week will be the same, but I am very worried about the week beginning 20 July when I expect a large drop that was in the past filled with Aussies.

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The typical customer is buying low cost items, often to go, there are a lot of retail shopping bags it seems, and the treats are less in food.

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More people leave Auckland for holidays than the people who visit it so there has always been a drop off. I think due to cold weather and no International travel the effect may be reduced.

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Trading is going very well. Customers are in a good mood. Staff are happy to have lots of work at this time, which is usually a lull for us and we're scratching to find hours for everyone.

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We would normally have 60% international tourists in the quiet months (June - mid October). There are more domestic tourists, but they are not spending much.

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Our price range is not at the fine dining level and there are price options in the \$23-\$28.50 range for a very good meal - fresh produce, made to order and beautifully presented. No one is complaining about the price to us.

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We are missing Australians tourists.

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