

Hospitality Dashboard

COVID-19 Monthly Update
Period: January 2021

Key Indicators



37

Redundancies



12

Business closures



↓ 30%

69% of the industry say revenue is down v.s January 2020. The figure (left) indicates average monthly revenue decline.



↑ 22%

31% of the industry say revenue is the same or better v.s January 2020. The figure (left) indicates average monthly revenue increase.



334

Total number of calls to our 24 hour helpline

Member responses

684

Most regular feedback



Concern for how to manage rising costs as a result of minimum wage, increased sick leave.



Summer trade was not strong and this is what helps businesses survive through Winter.



Businesses are focused on running as leanly and efficiently as possible.

Future Considerations

- There is apprehension regarding potential permanent changes in the demographics of the city. Focus is needed on initiatives to help businesses located in these CBD areas to adapt to a changing customer landscape.
- Many hospitality businesses can demonstrate that they are still trading at reduced levels of 30-40+% less than pre-Covid. Consideration of ongoing economic assistance being made available to help these businesses survive in the short-mid term.

Actions led by the sector this month

- Launched the **Hospitality Springboard** training programme. The programme was conceptualised by the Restaurant Association and co-designed with MSD to help operators stay the distance through the Covid recovery phase and beyond.
- Submission on Sick Leave entitlement increase prepared for MBIE.
- Held a hui with key representatives of the New Zealand Chefs Association to propose initiatives to engage on Future of Hospitality roadmap.
- Created 3 new industry-specific resources to assist the industry through re-emergence of Covid-19 in the community.

Snapshot: Member Commentary



"Our business in January is feeling the effects of both zero overseas tourist numbers and the corporate population who are slow to come back to the city because they can work from home."

"Feb/March/April/May and June will be the hardest months for us in our region. Unfortunately landlords are now asking for full rental when we are limping along at under 40% pre-covid numbers. If everyone just took their fair share we could last through this mess."

"Minimum wage, sick pay increase, new public holiday... We are not asking for more handouts, we want to stand on our own feet, but would find that easier if the Government were not increasing our costs. We believe the decisions the Government is making will impact our trading more than the economic downturn."

Common pain point

Reduced December and January trading, as well as shaken public confidence due to community cases, has put businesses in a precarious financial position for the quieter Winter months.



Pātai? Need further information?

Marisa Bidois | Chief Executive | marisa@restaurantnz.co.nz | 027 559 7777
Nicola Waldren | General Manager | nicola@restaurantnz.co.nz | 027 379 1535