

Hospitality Dashboard

Monthly Update
Period: June 2022

Member
responses
437



Key Indicators

All of Aotearoa in Orange.



25% of the industry say revenue is higher vs last year, **June 2021**. Of those, the figure (left) indicates the average revenue growth (nationwide) for the full month.



49% of the industry say revenue is lower vs last year, **June 2021**. Of those, the figure (left) indicates the average revenue decline (nationwide) for the full month.



Nationwide, **59%** of owners indicate their health & wellbeing is currently impacted (also 59% in May 2022).



Redundancies

Most regular feedback



Staff shortages are still the biggest challenge - on average the industry's operations are 25% understaffed.



Hospitality employers are feeling targeted by **Government**, citing comments that contribute to the negative narrative of the industry.



Trading conditions are still very uncertain - there are concerns about getting through Winter.



Cost of living increases are being felt by the sector through customer behaviour changes.

Future Considerations

- We've not yet seen a return to 'normal', and hospitality businesses are dealing with uncertain trading conditions while trying to start to pay down debt and plan for the future. Operators feel this isn't being acknowledged, or enough consideration to help SME's back on their feet being made.
- Business owners and their teams are exhausted. **Mental health & wellbeing** support needs to be prioritised as we are facing a significant health crisis.
- Phasing in of 2022's key **legislation changes** should be considered to allow time for entities to adapt to the raft of new requirements.

Key actions led by the sector this month

- Met with MBIE to discuss initiatives in which the Association can support the Ministry's **temporary migrant worker exploitation activity**.
- CEO, Marisa Bidois, as part of the Tāmaki Makaurau Regional Skills Leadership Group, contributed to the region's **Regional Workforce Plan**.
- Met with representatives from the Commerce Commission to discuss impacts of the **Retail Payments System Act** for merchants in the hospitality industry.
- The RA made a **submission on: Modern Slavery and Worker Exploitation** and consulted with industry on **Easter Sunday trading** proposals.
- The **2022 Hospitality Industry Remuneration Survey** was released, providing insights and benchmarks for wages and salaries in the hospitality industry.
- Supported the **Your Work, Your Way** campaign around the Fair Pay Agreements Bill.
- Held a hui with the CEO and senior team from **Ringa Hora**.
- Held the 2022 **Hawke's Bay Hospitality Awards**, spotlighting outstanding individuals and businesses in the local hospitality industry. Also launched the Awards campaign for Bay, Manawatu and Otago Hospitality Awards.
- Promoted the industry through the **#hospolife** campaign, encouraging workers to 'find their future' in hospitality. hospolife.co.nz
- Ran Auckland **Hospo Start** programme to provide students with an introduction to hospitality, work experience and job placement.
- Provided supporting resources, reminding the industry of **key strategies** for managing Covid-19 and winter illnesses.

22% believe that business conditions for their business will have improved in 12 months (43% in May).

Businesses are currently trading at 71-80% of typical customer levels

Additional insights

In June 53% temporarily closed due to ongoing staffing shortages

29% say revenue is 'better' or 'significantly better' than last month, May 2022.

Snapshot: Member Commentary

"The cost of living has impacted our sales. We are doing less transactions than a few months ago. People are feeling the effects of increased interest rates, petrol and food cost increases."

"I am hoping to get through Winter. If I can make it until October-November, then business will improve. In the meantime I am fighting to keep afloat through Winter."

"We remain optimistic that this phase will pass but in the meantime we're taking measures to combat rising costs and staffing issues. The only unknown is the coming recession and how that will effect business."



Pātai? Need further information?

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