

# Hospitality Dashboard

Monthly Update  
Period: July 2022

Member  
responses  
406



## Key Indicators

All of Aotearoa in Orange.



54% of the industry say revenue is the same or higher vs last year, **July 2021**. Of those, the figure (left) indicates the average revenue growth (nationwide) for the full month.



46% of the industry say revenue is lower vs last year, **July 2021**. Of those, the figure (left) indicates the average revenue decline (nationwide) for the full month.



Nationwide, **73%** of owners indicate their health & wellbeing is currently impacted (59% in June 2022).



32 Redundancies

## Most regular feedback



**Recruitment** challenges & staff shortages remain the most regular feedback, with retention challenges also critical.



Technical issues and delays with the **immigration framework** are causing issues for employers.



**Operating cost rises** are putting pressure on livelihoods. The increasing food and labour costs are most often mentioned.



Operators are welcoming improved trading conditions, however trade is still highly unpredictable in nature.

## Future Considerations

- **To support business growth, we need a long term strategy for immigration policy**
  - the government needs to provide guidance on its short, medium and long term plans for immigration and the role it plays in the country's economic recovery.
  - the Association's position is that immediate action is needed to support economic recovery, including
    - addressing the Productivity Commission recommendations
    - extending the exemption to the salary threshold for key positions to 2024
    - removing the Level 4 qualification requirement for chefs

## Key actions led by the sector this month

- Launched **HospoCred**, an industry driven, employer accreditation programme, developed by the Association as part of the **Future of Hospitality Roadmap**.
- Met with **MBIE** to discuss the development of the Tourism ITP and potential alignment with the Association's industry accreditation programme.
- Raised concerns to the **Minister of Immigration** about comments made in the media regarding the hospitality industry and requested to meet.
- Held hui with representatives of **Immigration New Zealand** to discuss the new Accredited Employer Work Visa, and employer challenges with new framework.
- Launched a **billboard marketing campaign** to promote recruitment into the hospitality industry.
- Announced schedule for the 2022 **HospoHui**, featuring 2 days of panel discussions and presentations, with keynote speaker award-winning international chef, Anna Polyviou. [www.hospitalitysummit.co.nz](http://www.hospitalitysummit.co.nz)
- Held the 2022 **Bay Hospitality Awards**, spotlighting outstanding individuals and businesses in the local Bay of Plenty hospitality industry. The campaigns for Hospitality Awards in Manawatu, Taranaki and Otago were also underway.
- Ran Auckland **Hospo Start** programme to provide students with an introduction to hospitality, work experience and job placement.



20% believe that business conditions for their business will have improved in 12 months (22% in June).



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

## Additional insights



In July 58% temporarily closed due to ongoing staffing shortages



31% say revenue is 'better' or 'significantly better' than last month, June 2022.

## Snapshot: Member Commentary



"This is the hardest time for us in 30 years - a 'perfect storm' of increased wages and all costs for us, coupled with many in the community being unwell, people being afraid to go out, lots of people going overseas, staff being sick, endless wet weather and people being financially stretched..."

"It will be great to have travelers from across the globe returning to NZ. If this continues over the coming months this will be a great year. Sadly, unless we can retain the staff we have and recruit more staff we will still only be able to open 5 days per week. We are turning away business each night as we do not have the staff to cater to more business."

"While local hires form the core of our business, overseas hires help us remain flexible to ever changing events in the market or country. Once these go, flexibility goes, and we will have to shrink the business."



## Pātai? Need further information?

Marisa Bidois | Chief Executive | [marisa@restaurantnz.co.nz](mailto:marisa@restaurantnz.co.nz) | 027 559 7777  
Nicola Waldren | General Manager | [nicola@restaurantnz.co.nz](mailto:nicola@restaurantnz.co.nz) | 027 379 1535