



Restaurant Association
Snapshot Survey

Viewpoints on Christmas & Summer 2023

NATIONWIDE

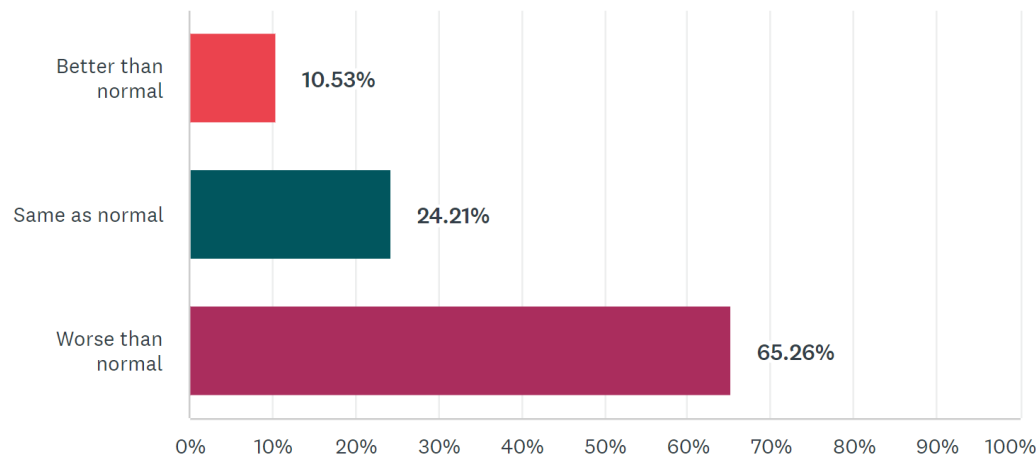
December 2023

www.restaurantnz.co.nz

Viewpoints on Viewpoints on Christmas & Summer 2023

Q.1. Compared to a 'typical' year, how are your pre-Christmas functions / bookings tracking?

NATIONWIDE



Q.2. Are you doing anything different to attract customers this year for their Christmas work functions or social gatherings?

NATIONWIDE - YES= 26.32% / NO= 73.68%
WAIKATO - YES= 29.51% / NO= 70.49%

common comments:

- Direct marketing . Getting out to talk to business' direct and offer what we are doing.
- A lot more marketing
- Radio
- Changing operating hours for more appeal to wider clientele
- Offering different deals and offers
- Developed Christmas menu and specific price points

Viewpoints on Viewpoints on Christmas & Summer 2023

Q.3. Have you noticed any different trends this year for the pre-Christmas period?

selected comments:

Lower budgets – people are being specific about what their budget is
Definitely feel that businesses are not going to restaurants for their work Christmas functions, doing them in a cheaper way - like home BBQ's
Trade is unpredictable
Smaller groups
People are not spending as much. Only going out for drink with the work function etc
Overall business is quieter but more people making reservations very last minute
Business functions are less all round, it is cheaper to host staff at the beach or in their own homes or local clubrooms.
Slow during week. Picks up in weekends
Much quieter domestic or local trade as the cost of living crisis starts to bite, but this is most definitely being offset by a marked increase in international visitor trade.
Bookings which were typically planned months in advanced, are planned on extremely short notice. 2-4 months leads times are now 2-4 week leads times. Budget constraints are also a lot tighter
Seeing a lot of sharing dishes, skipping desserts or entrees

Q.4. How optimistic are you feeling about the Christmas / Summer season being a strong trading period?

