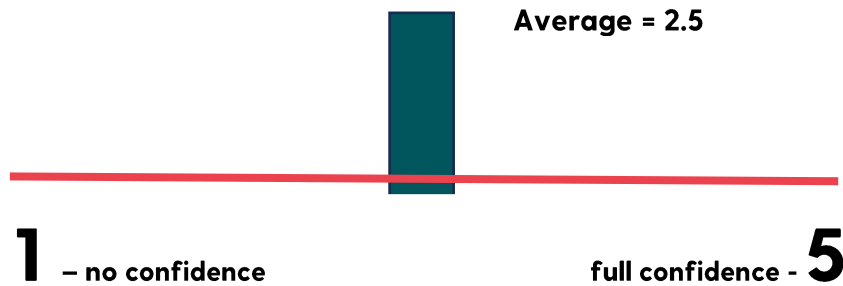


# Viewpoints on current operating conditions – regional

October 2023

## Viewpoints on current operating conditions – regional

Q.1. On a scale of 1 to 5, how confident are you in the current state and future prospects of your business?



Q.2. Thinking specifically about Summer 2023 / 2024, on a scale of 1 to 5, how optimistic are you about Summer trade and prospects?



Q.3. What factors contribute most to your confidence in your business's success?

### common factors listed:

Inbound tourism

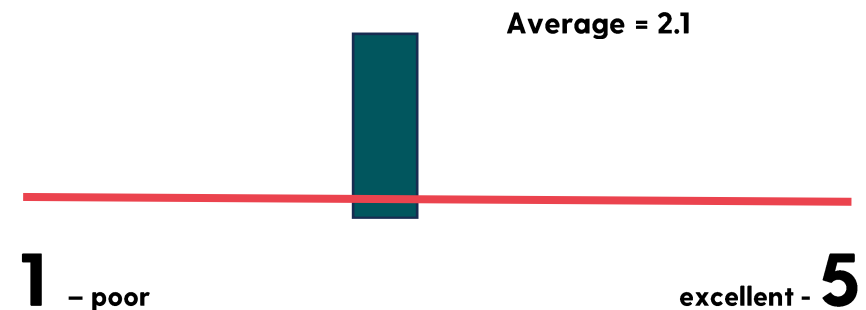
Cost of living – impacts on consumer spend

Local business confidence

Optimum staffing levels

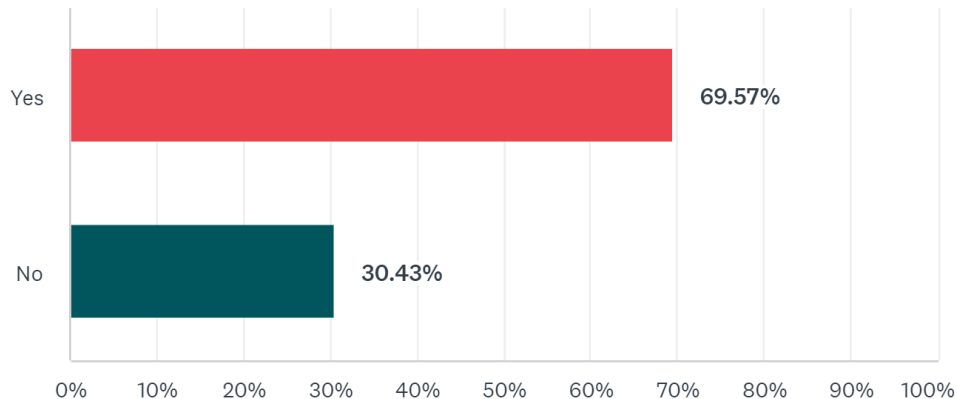
Infrastructure and the ability for customers to get to the businesses

Q.4. How would you rate your mental and emotional wellbeing on a scale of 1 to 5?



## Viewpoints on current operating conditions – regional

**Q.5. Are you experiencing any work-related stress or health issues that have affected your wellbeing recently?**



**Q.6. What are the primary challenges or obstacles you currently face in running your business?**

### common comments:

- Slow economy
- Wage increases
- Rising costs
- Disruptions still in place – post covid, cyclone
- Finding experienced staff
- Reduced tourism
- Interest rates
- Roading issues

**Q.7. Are there specific resources or support you feel you need right now to enhance your business's success?**

### common comments:

- Regional marketing that the region is open and ready for tourists
- Grant to assist with marketing
- Understanding from Inland Revenue
- Mental health and wellness support
- Cost rises to get under control

**Q.8. How can organizations or government agencies better assist you in your business operations and personal wellbeing?**

### common comments:

- Tax relief – or initiatives that put money back in employers pockets
- Encouraging people to be out and about
- Stabalise the economy
- Repealing the fair pay legislation
- A Ministry for Hospitality
- Assistance packages for small business