

Viewpoints on Summer trading 2025

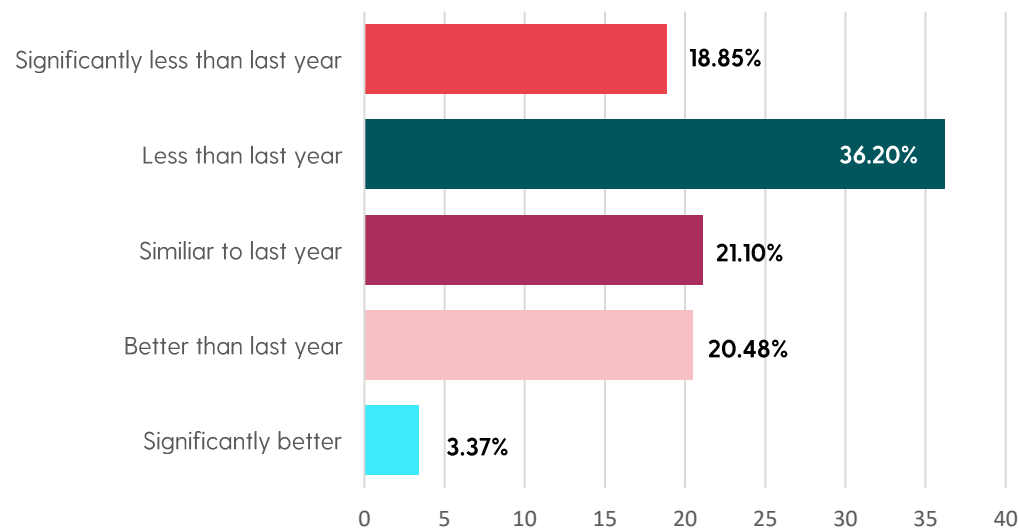
NATIONWIDE

FEBRUARY 2025

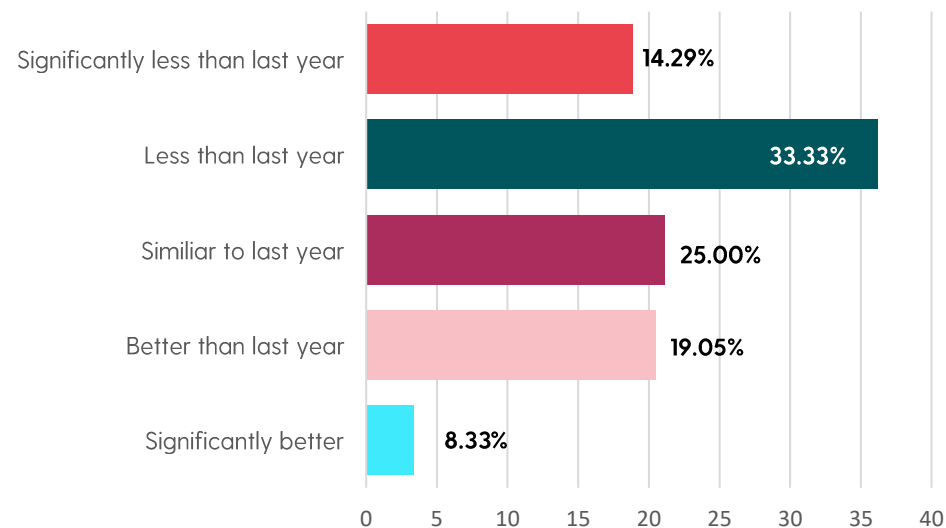
www.restaurantnz.co.nz

Q.1. How has trade been over the Summer holidays so far (compared to last year) - is turnover up or down?

2025 TURNOVER IS:

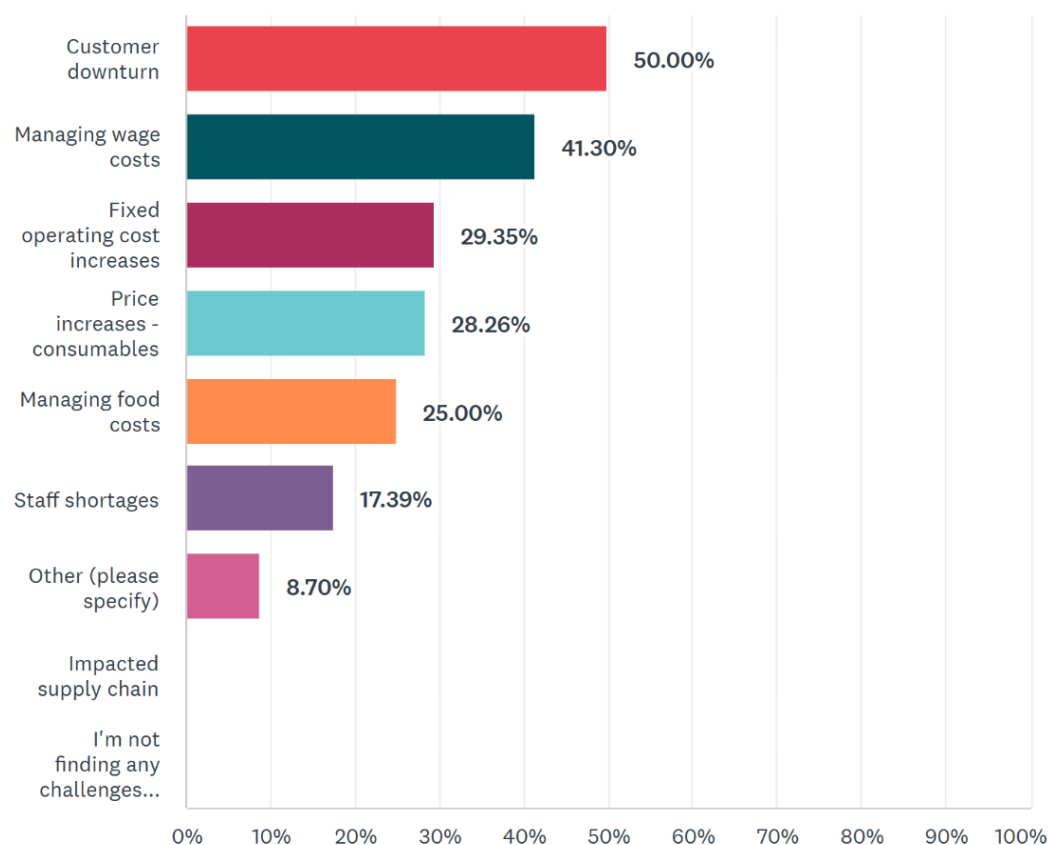


2024 comparison TURNOVER IS:

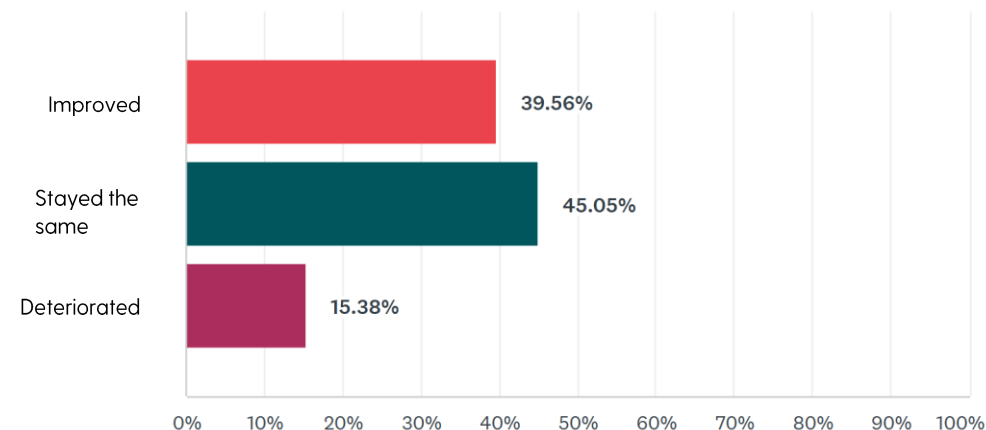


Viewpoints on Summer trading 2025

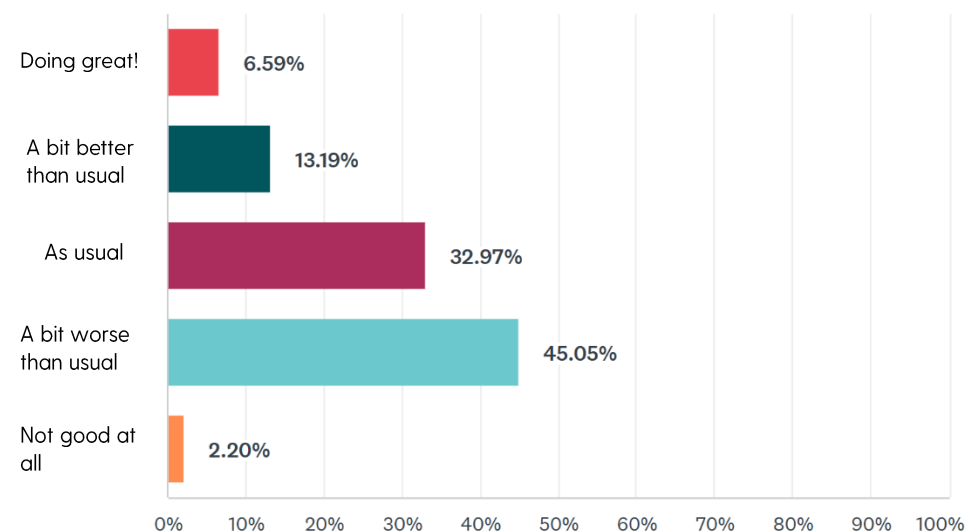
Q.2. What is the number one challenge affecting your business at the moment?



Q.3. Do you believe business conditions for your business in 12 months time will have:



Q.4. Please rate your health and wellbeing currently:



selected final comments:

My health and wellbeing has improved because this year was the first time in 4 years that I was able to take holiday while my business still operated.

Overall, our position is better than many in our region and for that I am eternally grateful. We have great staff and food options and our location makes it easy for customers to park and come in.

The rising cost of doing business is becoming a critical issue. Generally speaking we need to increase our prices by 4-6% but these costs are a fairly significant impact to the consumer who are already feeling the pinch. The difficulties are that every single cost is going up annually.

We are constantly pushing our suppliers to do better but they too have bottom lines and profit they need to make.

Staff costs pay a huge part and wages are constantly going up and up and as people struggle to retain staff they are paying too much which is resulting in unprofitability. I have to sacrifice not bringing people on when their wage expectation is higher than it can be to ensure we don't fall into the same traps as I have seen other desperate establishments do.

I believe our industry needs to challenge the government to force banks to start lending against mortgages, ie drawing down on the mortgage at mortgage rates to drive business investment. They have effectively lobbied to allow them to not lend to our industry, not lend on/against the mortgage, and removed themselves by the introduction of the ethical lending that they created to minimise their risk, not small business NZ.

It seems that in the current tough economic environment people are more sensitive to paying for an average experience. Operators need to focus on the basics to ensure customers are rewarded for their spend with a great hospitality experience

It's exhausting. Working 16 hour days and net pay rate is half minimum wage.

Last year was terribly tough, currently this year doesn't seem to be showing much improvement. Feels like a never-ending nightmare. We offer a good product and staff provide good service, just people are still not spending.

The rising costs of dairy, coffee, fish, premade items, power, council compliance, insurance are all very challenging.

Customers are seeing value in consistent quality and great service. We are getting so much feedback from repeat customers that they are returning because the experience consistently meets or exceeds their expectations.

Stressful time with significant downturn and customers spending less per transaction. Rent remains the same and costs keep getting higher.

This would have to be the most difficult time in my 11 years of business ownership to make it work. The economy is clearly impaired quite significantly and it is quite desperate times.

Summer was busy for a few weeks but it dropped off very fast. We are hopeful that now that school is back things will improve.

I was more hopeful about 2025 last year... and then new White House incumbent and I now think recovery for NZ will be delayed.

The struggle is real. But I'm here doing the mahi.

We are working very hard and juggling the seasonal downturn and staffing, the owners are tired.

Where we are located we are significantly impacted by the weather.

I have only been in this role for a short amount of time and dealing with a changing environment, but can see the light at the end of the tunnel.

Need foot traffic. Customers are not out and about.