

COVID-19 Tourism Industry Survey Summary Report

August 2021



About the Survey

Purpose

To assess the impacts of COVID-19 on the tourism industry as at early August 2021. This is the fifth survey conducted by TIA since the emergence of the global pandemic in early 2020.

Context

COVID-19 is having an unprecedented impact on the New Zealand tourism industry. Borders have now been largely closed for 18 months, there has been reliance on domestic tourism as the baseload demand for the industry, and travel bubbles with Australia and the Cook Islands have only been in place on a temporary basis.

Domestic travel activity has been very important and has been reasonably buoyant at levels slightly higher than pre-COVID. While this provides a base of visitor demand to sustain a certain level of industry activity, this has been uneven across the country.

As a result of the loss of international demand and the uneven nature of domestic demand, there has been much adaptation within the industry to adjust the scale and location of operations to the nature of the demand that does exist.

Note also that this survey was conducted in the period immediately before the latest COVID-19 outbreak in New Zealand and the resulting nationwide Level 4 lockdown.

Survey Method

This survey was undertaken internally using the online survey tool Survey Monkey. It was conducted between Thursday 30 July and Wednesday 18 August 2021.

Total responses were 271.

Key results are set out in this report which is available on the TIA website at:

www.tia.org.nz/resources-and-tools/insight/covid-19-tourism-industry-survey-results.

The summary reports for each of the earlier surveys are also available on the website.

Executive Summary

This survey report examines the state of the tourism industry as at mid-August 2021. Key findings:

Current state

- Tourism businesses continue to be extremely hard hit by the COVID-19 operating environment with business turnover halved (down 48%); and four out of ten jobs lost (down 37%) compared to pre-COVID levels.
- Income levels have reduced more than workforce, one of the key cost components of many tourism businesses. Business income falling by more than this key business cost element will likely impact business viability over time.

Business outlook (next six months)

- Four out of five businesses (78%) have adapted to operate at reduced levels for the next six months or are struggling to operate at all, while only one in five are operating at normal levels or better (22%).
- Of particular concern, one in five businesses (21%) are really struggling; with 16% 'struggling to operate' and 5% 'won't be operating'.

Single biggest challenge (only one able to be selected)

- Four out of five respondents (78%) cited some form of demand constraint, whether lack of visitors or the lumpy nature of that demand. One in ten respondents (10%) cited staffing as their major issue, with 5% citing increased input costs.

Qualitative Responses (n=218)

The overarching themes were around the impacts of COVID-19 in terms of the lack of international markets and the associated uncertainties including recovery timelines, and concerns around the tourism workforce.

The industry is looking to getting the border open and for having a plan for this.

There are also indicators of the current challenges including the lumpy nature of domestic demand, increased cost of doing business and the need for the right sort of Government support to assist the industry to navigate through this unprecedented period.

Staffing needs

- The ability to staff businesses has continued to be an industry concern even in the COVID-19 environment, with 30% of respondents not confident that they can meet their staffing needs over the next six months.
- In light of this, half of respondents (50.2%) indicated that they have or are planning to increase pay rates for their staff, thereby providing a good indication of the need for them to meet the market to get the staff they need.

Health and wellbeing

- Three-quarters of respondents (74%) expressed concern about their personal health and wellbeing: 36% 'slightly concerned', 26% 'moderately concerned' and 9% 'very concerned'. Only 26% of respondents were 'not concerned' about their health and wellbeing.
- While we do not have benchmark data, having one third of respondents (35%) being moderately or very concerned appears to be a very high level.

Qualitative Responses (n=195)

The qualitative responses provide the reasons for the high concern levels around health and wellbeing that were found in the survey.

Overwhelmingly, the responses lie in the spectrum of stress/overwork/uncertainty/mental toll/financial pressure. Each of these predominant indicators are highly interconnected and

overlapping and each is tied to the central difficulty of operating the COVID-19 environment.

These results indicate strongly that the industry is not gently adapting to a smaller domestic-based demand level but is actively struggling to survive at the business unit level, with the burden of this effort lying with the many people in business that own, operate and drive the industry.

This evidence of the extent of the personal toll on these tourism industry people is a key finding from this survey and it can be readily concluded that the latest COVID-19 lockdown will compound these concerns and stresses.

Business outlook

- For the year ahead, industry confidence lies on a bell curve with similar measures of being confident and not being confident. Notably, one third of respondents (31%) are not feeling confident about the year ahead (noting this is before the latest COVID-19 lockdown).
- The five-year outlook is notably more optimistic, with 70% of respondents expressing confidence compared to just 10.6% being not confident.
- This indicates that respondents are seeing a positive longer-term future for themselves in the industry and that the tourism industry will return to some sense of normalcy.

Key factors for recovery (only one able to be selected)

- Recovery of the tourism industry is very clearly tied to the opening of the border with more than half (52%) seeing the border opening and the plan for it as the key factor.
- There was considerable awareness (14%) that making sure New Zealanders are welcoming back visitors is important. Again, workforce was cited by 10% of respondents, thereby highlighting the importance of this aspect of the recovery.

Qualitative Responses (n=235)

When questioned on their 'one wish' respondents were heavily oriented to the desire to open the border so that the tourism industry can get back to doing what it does best, that is, to offer world class visitor experiences to international and domestic visitors.

'Opening the border' and associated 'ensure vaccination uptake' were both heavily supported and thereby set the macro-theme from the respondents.

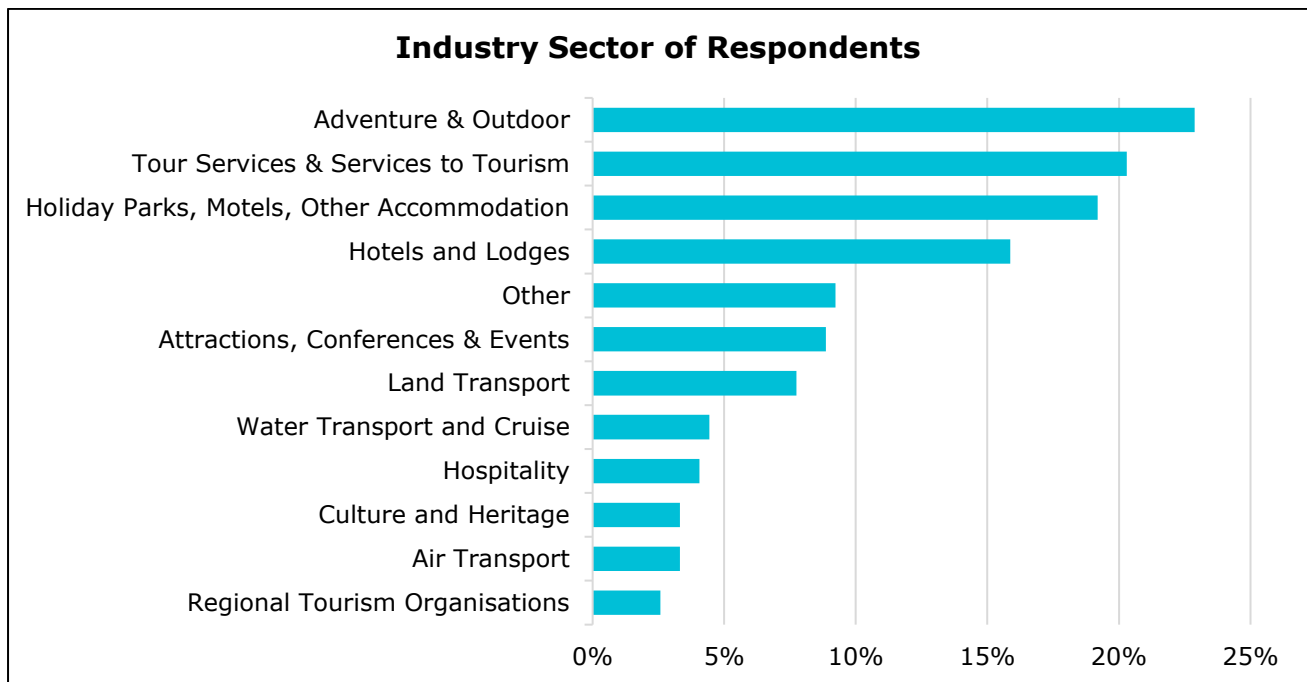
'Have a plan' was heavily cited, with some viewing this as a plan for opening the borders while others saw this as an opportunity for a plan to reset industry to a more ideal state, seen as important for reducing the very high levels of uncertainty expressed by respondents. There were many comments for a better high value/quality industry based on sustainable/regenerative principles.

There were many comments on the support the industry both needs and gets from Government through the COVID-19 period. On the one hand there was a sense that the Government was not prioritising support for the industry, while on the other there were calls for further and better-directed support across many fronts: wage support, fixed cost relief, training support, easier migration, fairly-spread STAPP funding, a voucher system to stimulate domestic demand, and others.

To the request for one wish, one respondent summed up the overall situation nicely:

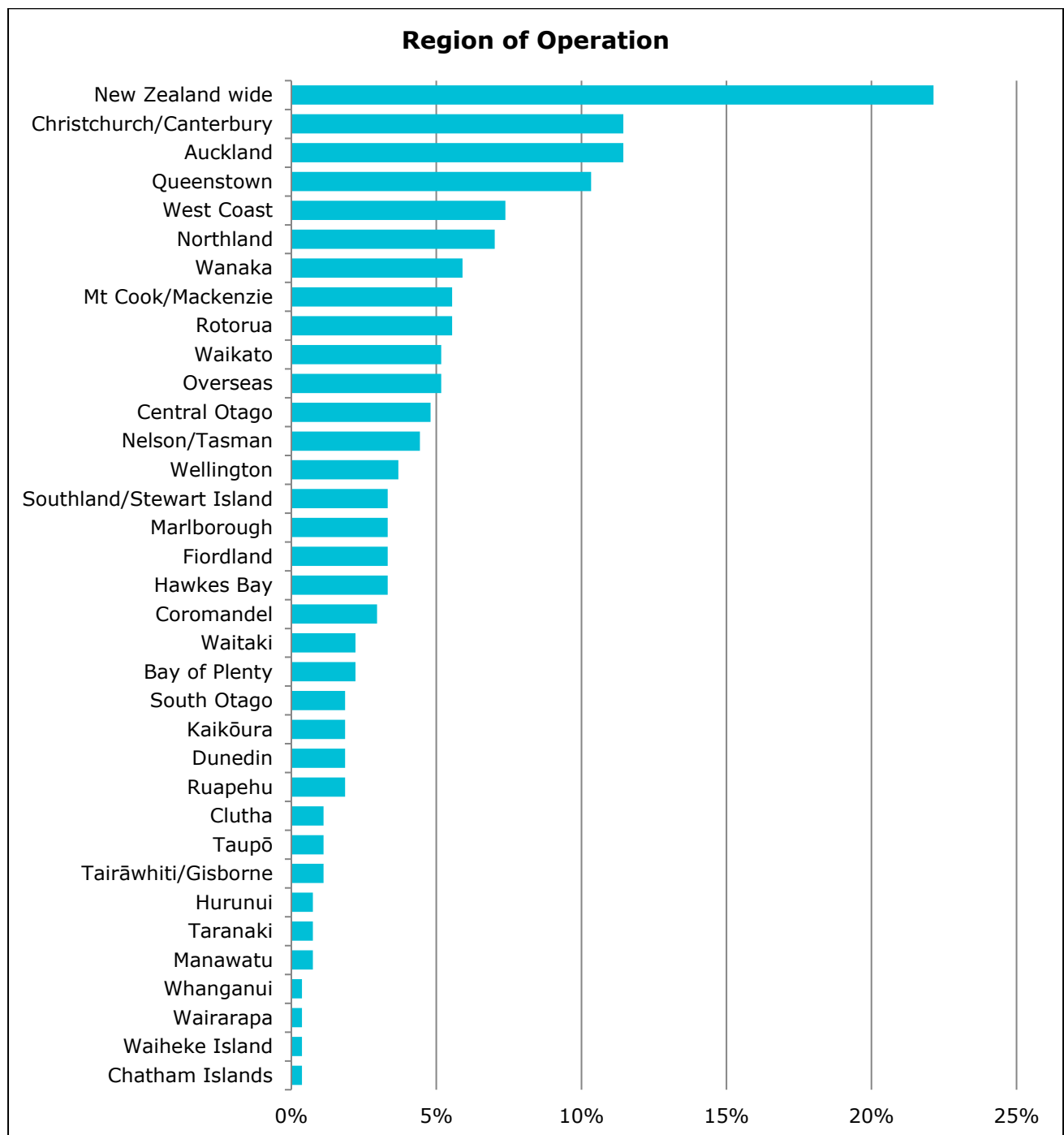
"Sorry, there's not just one wish so overall it would have to be: clarity, empathy, financial support and mental health support."

Q2: Industry sector

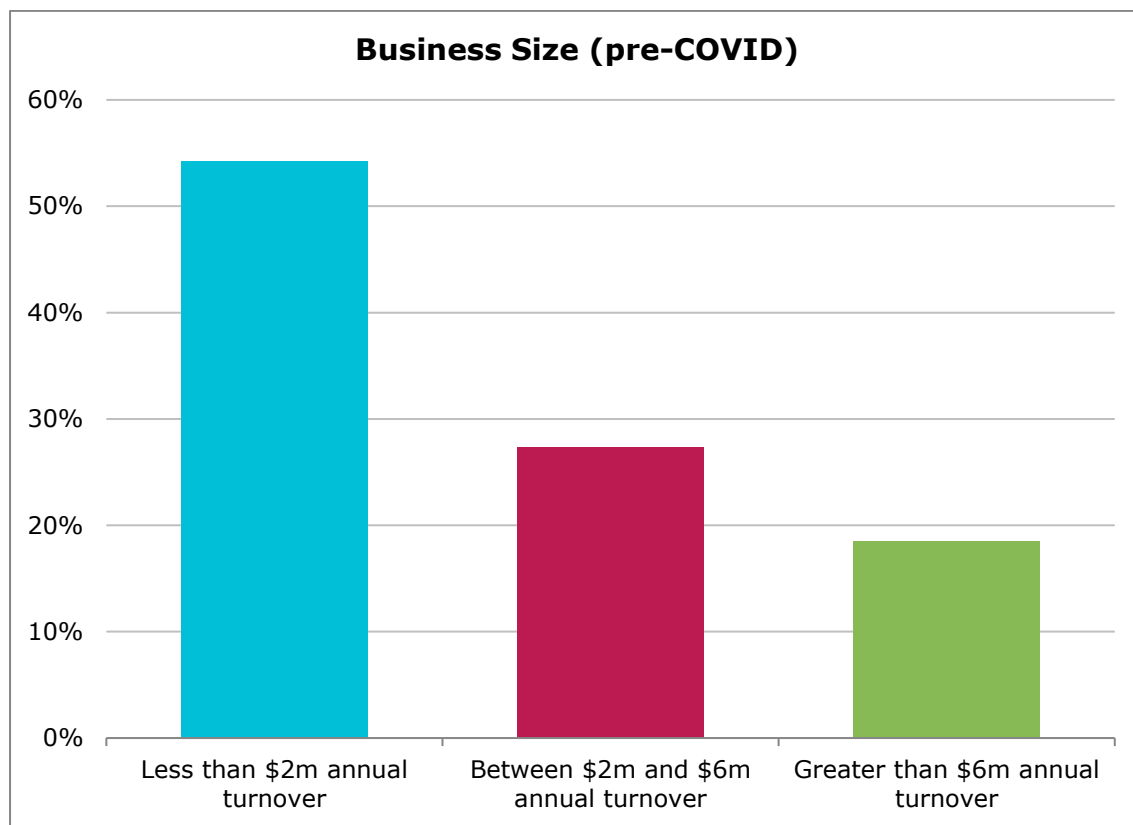


Industry Sector		
Answer Choices	Responses	
Adventure & Outdoor	22.88%	62
Air Transport	3.32%	9
Attractions, Conferences & Events	8.86%	24
Culture and Heritage	3.32%	9
Holiday Parks, Motels, Other Accommodation	19.19%	52
Hotels and Lodges	15.87%	43
Land Transport	7.75%	21
Hospitality	4.06%	11
Regional Tourism Organisations	2.58%	7
Tour Services & Services to Tourism	20.30%	55
Water Transport and Cruise	4.43%	12
Other (please specify)	9.23%	25
Total Responses		271

Q3: Region of operation



Q4: Business size (in a normal year)

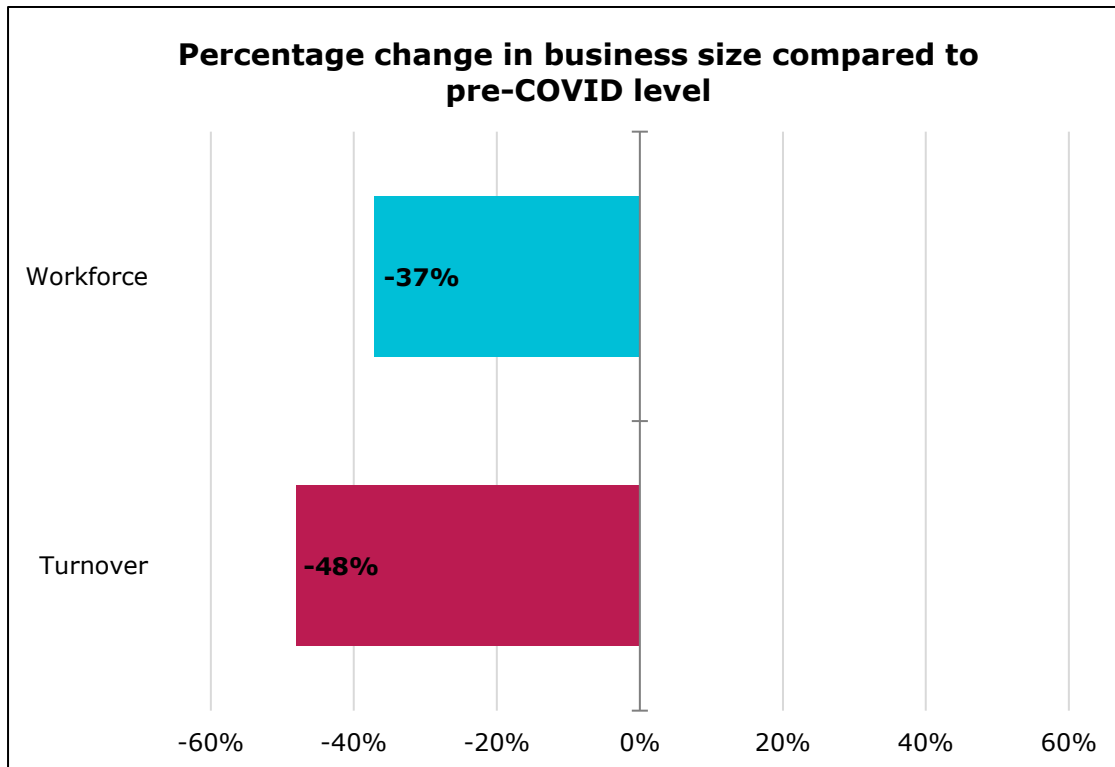


Business size (normal year)		
Answer Choices	Responses	
Less than \$2m annual turnover	54.2%	147
Between \$2m and \$6m annual turnover	27.3%	74
Greater than \$6m annual turnover	18.4%	50
Total Responses		271

Q5: Business size – Current compared to pre-COVID

AND

Q6: Workforce – Current compared to pre-COVID



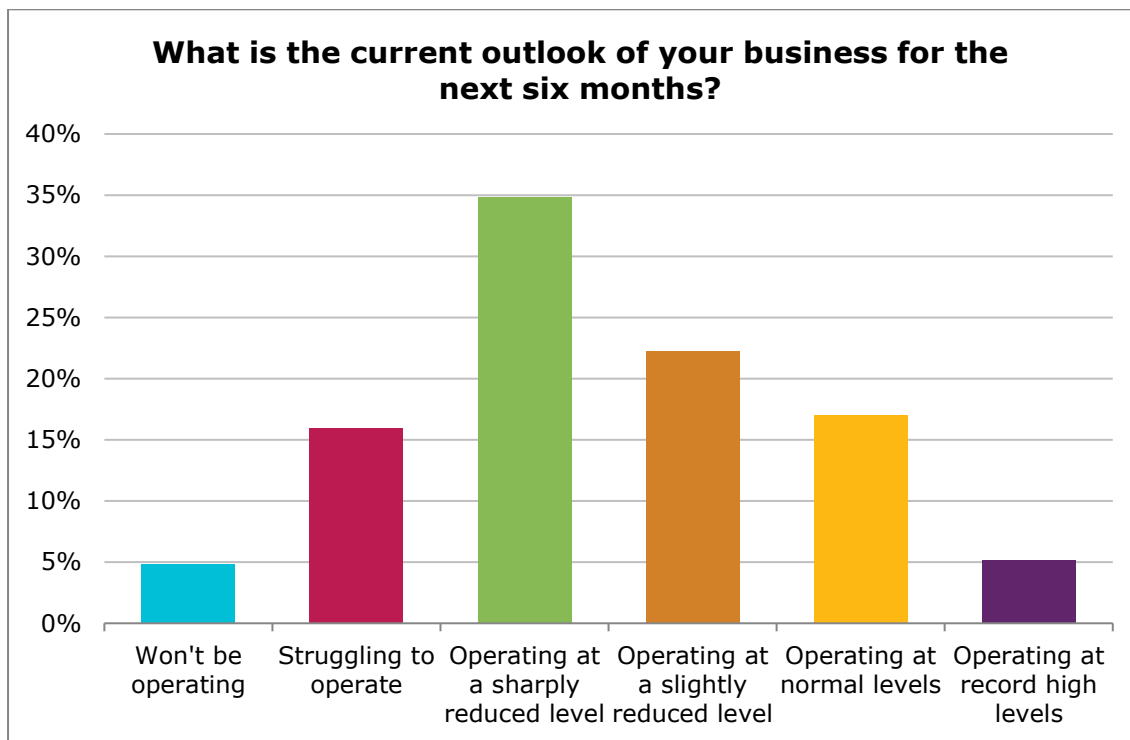
Key findings

Tourism businesses continue to be extremely hard hit by the COVID-19 operating environment with business turnover halved and four out of ten jobs lost.

This result is consistent with the May 2021 TIA industry survey reflecting the very challenging and persistent context for tourism businesses, with our borders closed for international tourism activity for the last 18 months.

One important aspect of the respective reductions in turnover and workforce to note is that income has reduced more than workforce, one of the key cost components of many tourism businesses. This is likely impacting the viability of the businesses themselves.

Q7: Current outlook for business for the next six months



Current outlook of your business for the next six months		
Answer Choices	Responses	
Won't be operating.	4.81%	13
Struggling to operate.	15.93%	43
Operating at a sharply reduced level.	34.81%	94
Operating at a slightly reduced level.	22.22%	60
Operating at normal levels.	17.04%	46
Operating at record high levels.	5.19%	14
Total Responses		270

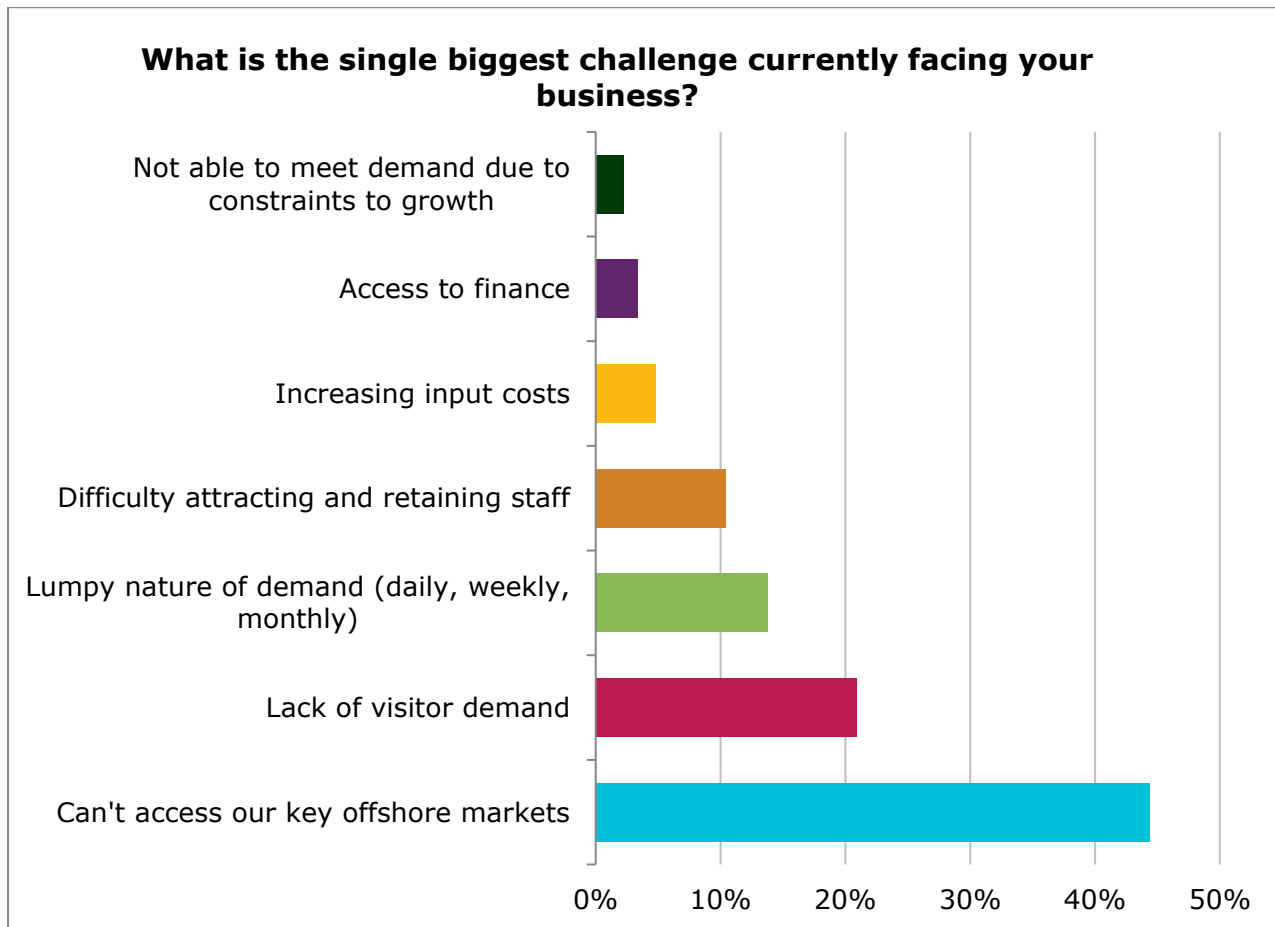
Key findings

Tourism respondent businesses have, or are, adapting to the demand levels that are expected for the next six months. Of particular concern, one in five businesses are really struggling (21%).

Four out of five businesses (78%) have adapted to operate at reduced levels for the next six months or are struggling to operate at all, while only one on five are operating at normal levels or better (22%).

Scaling businesses to demand levels is the key response strategy for businesses through this period, and it does appear that most respondents have been able to do this, although the unknown is around the duration of the downturn and the impact on business viability.

Q8: What is the single biggest challenge currently facing your business?



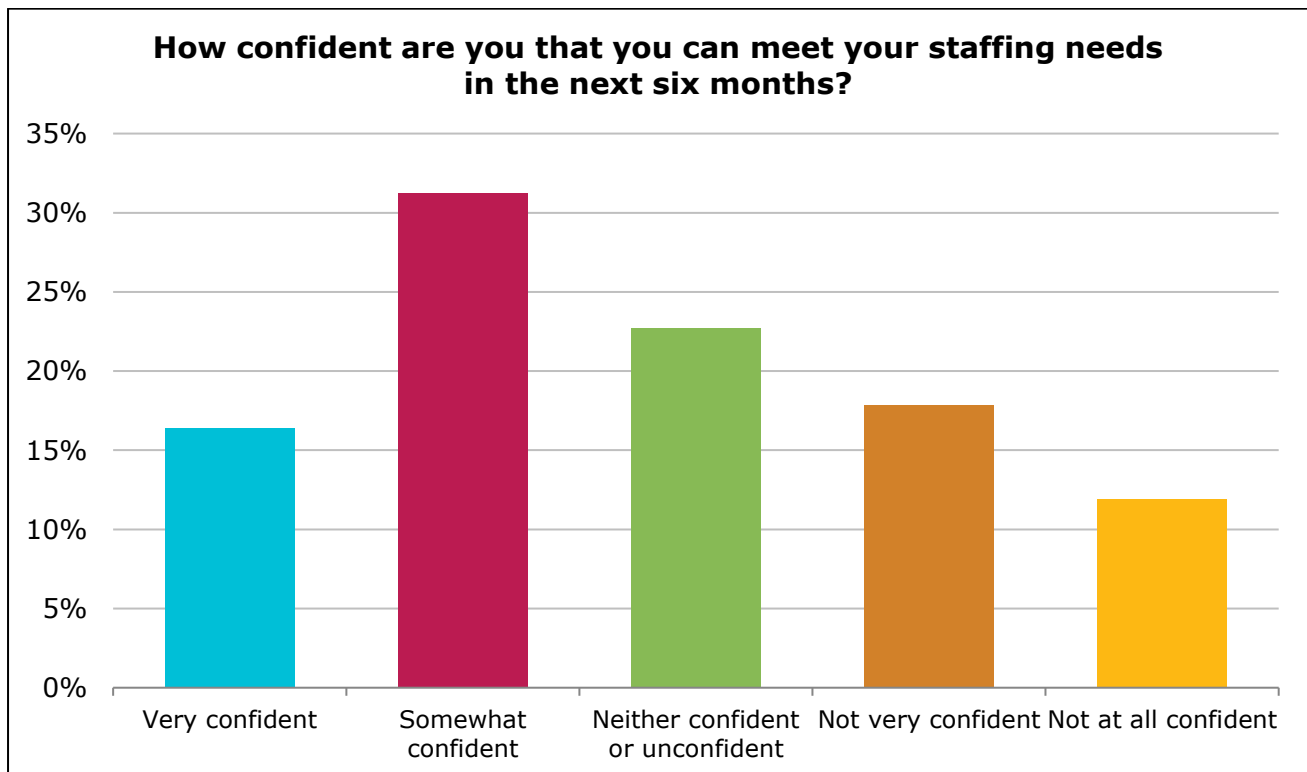
What is the single biggest challenge currently facing your business?		
Answer Choices	Responses	
Can't access our key offshore markets	44.40%	119
Lack of visitor demand	20.90%	56
Lumpy nature of demand (daily, weekly, monthly)	13.81%	37
Not able to meet demand due to constraints to growth	2.24%	6
Difficulty attracting and retaining staff	10.45%	28
Access to finance	3.36%	9
Increasing input costs	4.85%	13
Total Responses		268

Key findings

The question allowed only one response to force respondents to choose their single biggest challenge, with four out of five respondents (78%) citing some form of demand constraint, whether lack of visitors or the lumpy nature of that demand.

Even so, one in ten respondents (10%) cited staffing as their major issue, and with 5% citing increased input costs.

Q9: How confident are you that you can meet your staffing needs in the next six months?



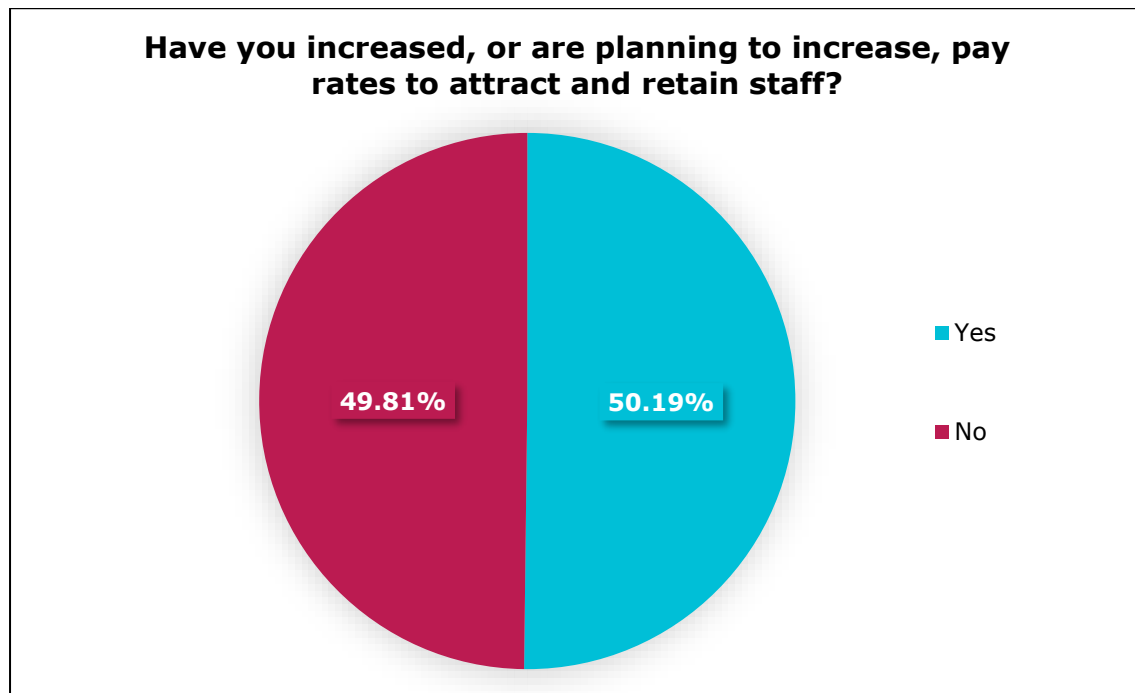
How confident are you that you can meet your staffing needs in the next six months?		
Answer Choices	Responses	
Very confident	16.36%	44
Somewhat confident	31.23%	84
Neither confident or unconfident	22.68%	61
Not very confident	17.84%	48
Not at all confident	11.90%	32
Total Responses		269

Key findings

The ability to attract and retain staff has been a consistent business concern, as reflected by the 30% of respondents who are not confident that they can meet their staffing needs over the next six months.

Given the current sharply reduced demand levels, this indicates that the ability to scale up the industry workforce will be a major constraint on industry recovery as and when borders reopen, particularly around specialised skills and the geographic location of many tourism jobs.

Q10: Have you increased, or are planning to increase pay rates to attract and retain staff?



Have you increased, or are planning to increase pay rates to attract and retain staff?		
Answer Choices	Responses	
Yes	50.19%	135
No	49.81%	134
Total Responses		269

Key findings

In light of the tourism industry shedding jobs at present, increased competition from other sectors and more restrictive migration policies, there are currently a number of skills shortages in the industry, and this will become more acute as and when recovery occurs.

To address this, the central response is to ensure the tourism industry is an attractive industry to work in and can recruit the workforce that it needs. Key to this is meeting the market for the people the industry needs. Having half of the respondents (50.2%) indicating that they are planning to increase pay rates provides a strong indication, even in the current very difficult operating context, that the future tourism industry must be employers of choice.

Q11: Challenges faced – key themes

Could you tell us about the challenges your business is facing, and the key actions needed for dealing with these issues and challenges?	
Response Theme (n=218)	Times mentioned
Lack of international markets	53
General workforce issues	43
Business implications of closed borders	42
Financial stress and hardship	38
Working with the domestic markets	27
Increased costs of doing business	22
Need a plan for opening the borders	20
More and better Government support needed	20
Lumpy demand and seasonality	19
Facing uncertainty	17
Issues with international workforce	14
Issues with retaining staff	14

Key findings

Consistent with Question 8, the overarching themes here were around the impacts of COVID-19 in terms of the lack of international markets and the uncertainties around when this will resume, and also of the concerns around the tourism workforce.

There were mentions of domestic tourism, but by far, the industry is looking to getting the border open and having a plan for this.

There are also indicators of the current challenges including the lumpy nature of domestic demand, increased cost of doing business and the need for the right sort of Government support to assist the industry in navigating through this unprecedented period.

Comment examples:

We have had to reduce our prices to meet the local market, and we don't have the international visitors who were a large part of our market.

The biggest issue is that we need a profit margin that allows us to invest - invest in assets and staff. This will not be possible while the borders remain closed.

Very difficult to find staff to a point that when staff are sick we are having to reduce the activity options we can sell.

Currently not in a position to hold my staff and once business restarts, won't have trained people to work in the business.

Essentially that this is a marathon not a sprint. Visitation has been very pleasing (with some amazing results) but there is no indication this will continue, making it tricky to plan, aside from rolling forecasts.

We have changed our product offering completely to cater to the domestic market. 50% of our products were not appropriate for domestic visitors. The challenge is knowing what is going to happen for the future, and I guess there is no fix for this. We have got used to the uncertainty, but it would be nice to have some of it back with international visitors able to come.

Financial issues - significant decrease in turnover but still have big business fixed costs such as rates & insurance.

Not enough full-time local residents live in the region to support the workforce required by us. Immigrant workers need to fill this void.

Challenges faced now are the continued uncertainty. We have finally managed to secure a workforce which we consider stable; however, this has come at an increased cost of hourly rates. Additionally cost increases across the board are our next challenge, in everything from utilities to room supplies so at the end of the day in order to keep the business going the reality is the bottom line is almost getting to a point of non-existent.

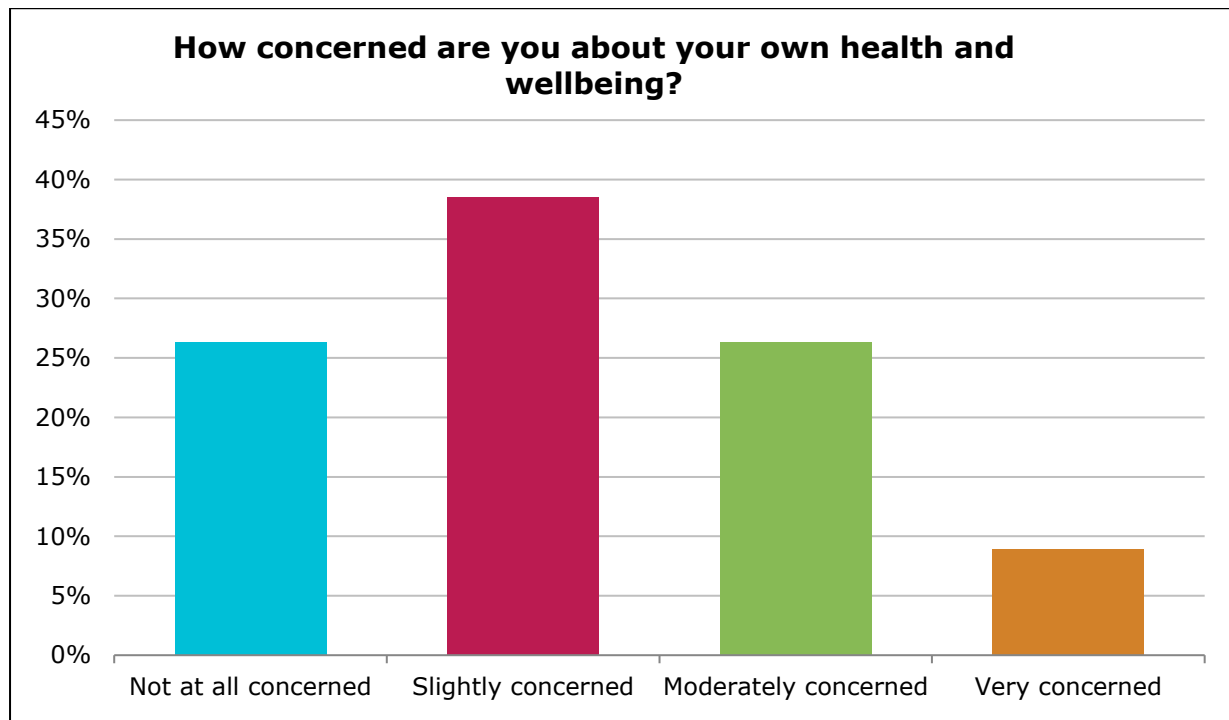
We saw excellent bookings when the trans-Tasman bubble in play but without it business is back to being very lumpy and mediocre. Trying to find staff in Queenstown has also been an absolute nightmare.

When do we have a date where we open to the world? Tourism has done a lot (shut down) for the greater good. It's time we get some certainty and support back so we can plan to reopen.

Annual revenues are down 70% as a result of COVID-19 even though we have managed to grow our domestic visitor base from 15% to 37%.

International demand is dreadful and outlook very poor. Domestic market lumpy as and demand inconsistent outside of holiday periods and weekends.

Q12: Health and wellbeing



How concerned are you about your own health and wellbeing?		
Answer Choices	Responses	
Not at all concerned	26.30%	71
Slightly concerned	38.52%	104
Moderately concerned	26.30%	71
Very concerned	8.89%	24
Total Responses		270

Key Findings

Only one quarter of the respondents (26%) were not concerned about their health and wellbeing. While we do not have benchmark data, having three-quarters of respondents (74%) expressing concern appears to be very high.

More than one-third (35%) expressed moderate or high concern and of these, 9% were very concerned.

Q13: Tell us about the health and wellbeing concerns you may have?

Could you tell us about the health and wellbeing concerns you may have?	
Response Theme (n=195)	Times mentioned
Stress	83
Uncertainty	44
Exhausted/extra workload	38
Mental toll/emotional fatigue	33
Financial stress/concerns	30
Lack of Government support/leadership	23
Burnout	10
Health suffers from stress	13
Concern for staff	8
Not sleeping	8
Depressed	6
Lack of motivation	6
No issues or concerns	11

Key findings

Overwhelmingly, the responses lie in the spectrum of stress/overwork/uncertainty/mental toll/financial pressure. Each of these predominant indicators are highly interconnected and overlapping.

By contrast, only 11 of the respondents indicated no issues or concerns.

The wording of the qualitative question did not prompt any answers or responses. As such, it is clear that the three-quarters of respondents (74%) in the quantitative question who were 'concerned about their health and well-being responded this way because of the stress of operating in the COVID-19 era tourism industry.

These results indicate strongly that the industry is not gently adapting to a smaller domestic-based demand level but rather is actively struggling to survive at the business unit level, with the burden of this effort lying with the many business owners and operators that drive the industry.

This evidence of the extent of the personal toll on these tourism industry people is the key finding from these questions.

Furthermore, it can only be concluded that the latest COVID-19 lockdown will compound these concerns and stresses.

Comment examples:

Just concerned about the mental toll of having owned and run a successful business for the past 20 years and now the continuing uncertainty around the future of that business due to border restrictions.

I have many health issues due to the stress that I have experienced over the past year/spending a lot of money with psychologist/I want to step back but is not financially viable to hire someone else.

It's very stressful living with the massive uncertainty of the future of tourism. We are owner operators and have been working considerable extra time as we are not able to predict when

the busy times come so we have to work 7 days a week often to get through! Staff are not organised or not available as there is not enough work for them in the quiet times and they have other jobs now.

We are programmed to eventually deal with a short, sharp hit (death in the family for example), I have grave concerns for our ability to handle long term, enduring stress the nature of which COVID is creating.

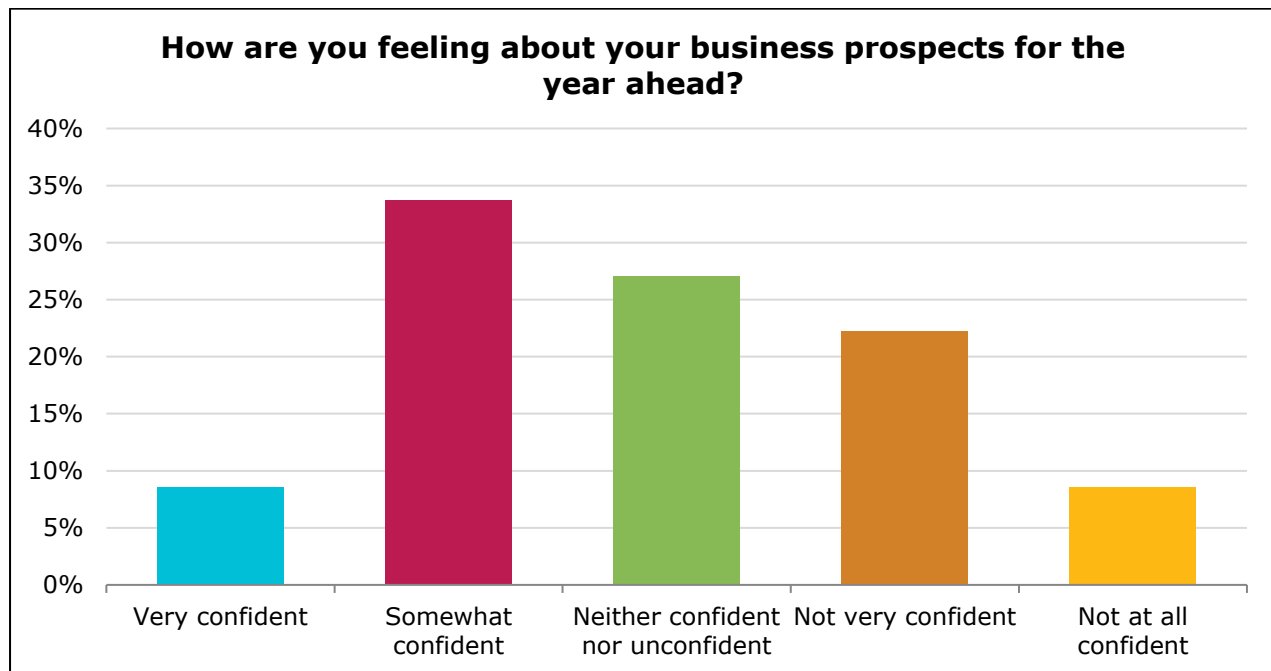
The stress of winding down a once successful business is very difficult on multiple levels. Having to accept that the business we had is gone. Having to help staff through the transition into other roles with other businesses and be strong on their behalf. Trying to find a new way forward. Helping everyone else, but who is helping us...the strain is very high.

Serious mental health impact as a result of navigating the emotional rollercoaster of COVID, making hard decision of redundancies, struggling to sleep wondering how we can pay staff and bills. I have become almost numb and disconnected to emotions and struggle to process what has actually happened. I don't think the real mental health impact has even hit me yet

I am sure every single tourism operator, especially small operators must have a mental issue under unbearable stress every single day. Desperately need support from public health system and Government.

Stress, tried to take out a mortgage on our house to help cover business expenses but as we are tourism folk the bank was not interested.

Q14: How are you feeling about your business prospects for the year ahead?



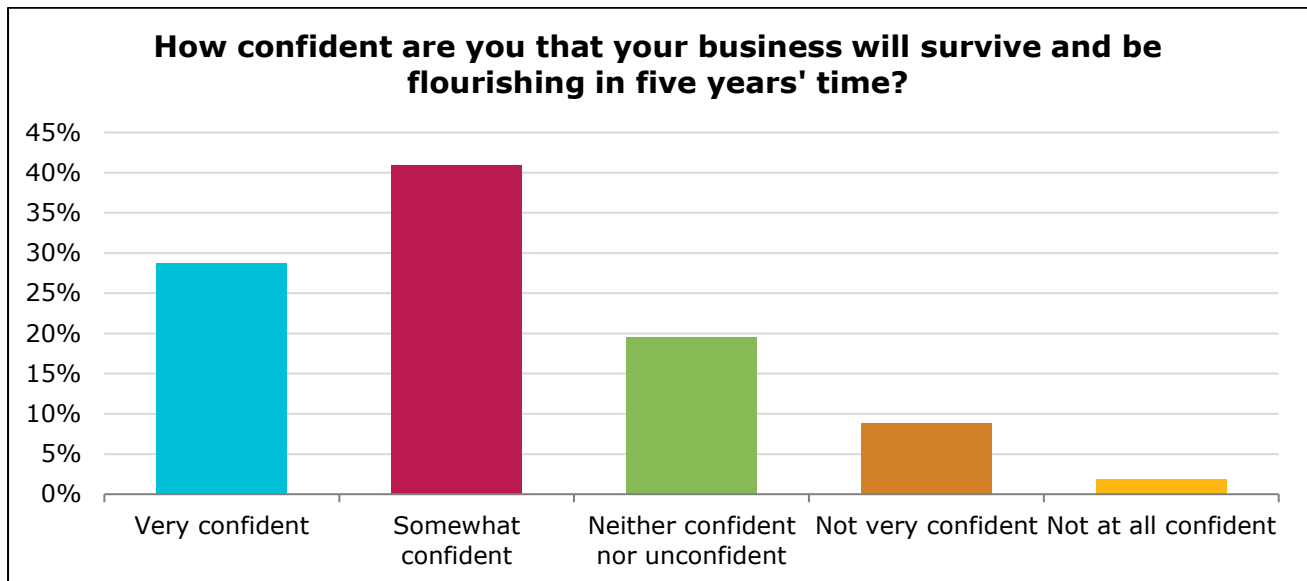
How are you feeling about your business prospects for the year ahead?		
Answer Choices	Responses	
Very confident	8.52%	23
Somewhat confident	33.70%	91
Neither confident nor unconfident	27.04%	73
Not very confident	22.22%	60
Not at all confident	8.52%	23
Total Responses		270

Key Findings

This industry confidence measure lies approximately on a bell curve indicating a near balance between confidence and lack of confidence. The upshot of this is that one third of respondents (31%) are not feeling confident about the year ahead. Note that this is before the latest COVID-19 lockdown in New Zealand, which will certainly impact negatively on industry confidence levels.

On the other hand, 42% of respondents were expressing confidence for the year ahead, which indicates that a good number of operators are seeing a way through the current challenges.

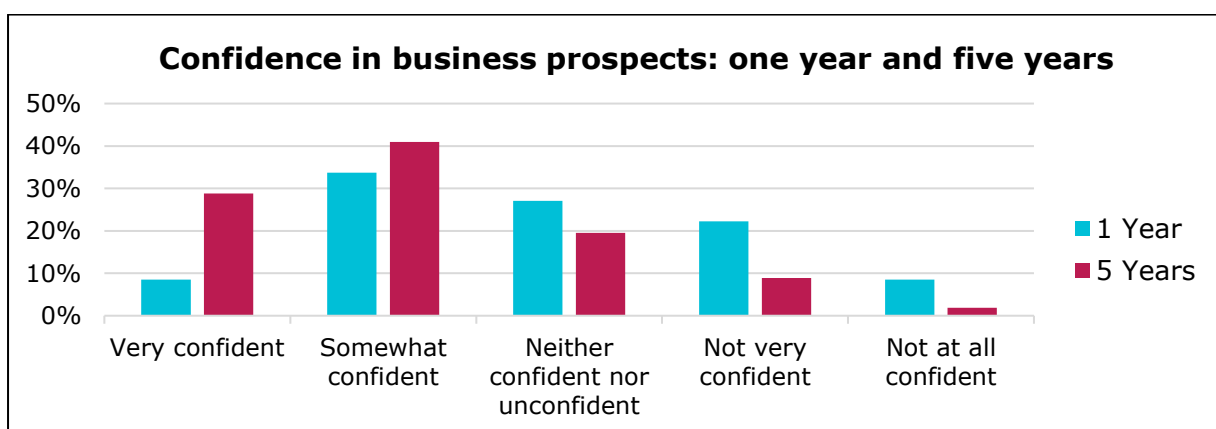
Q15 How confident are you that your business will survive and be flourishing in five years' time?



How confident are you that your business will survive and be flourishing in five years' time?		
Answer Choices	Responses	
Very confident	28.78%	78
Somewhat confident	40.96%	111
Neither confident nor unconfident	19.56%	53
Not very confident	8.86%	24
Not at all confident	1.85%	5
Total Responses		271

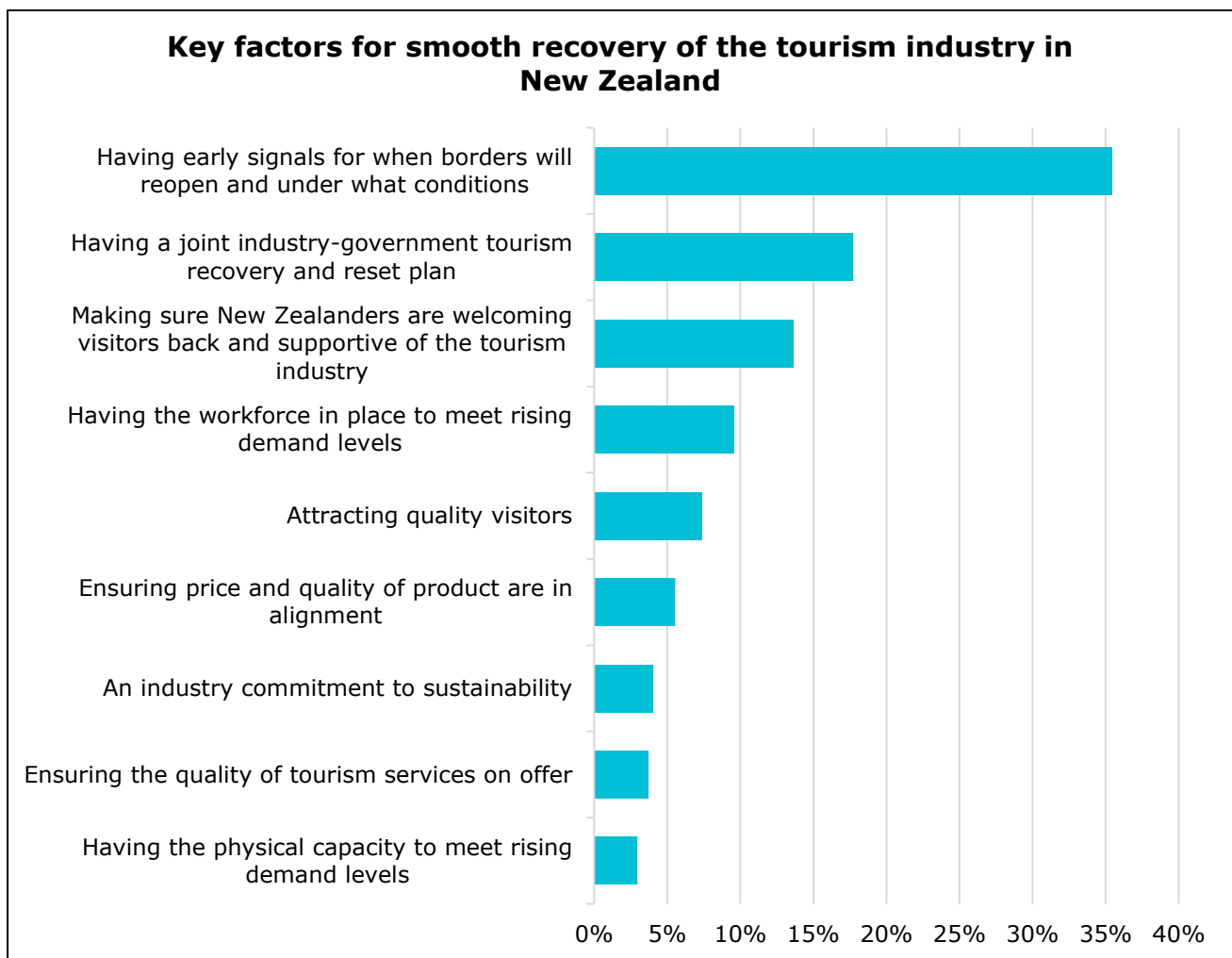
Key Findings

The longer-term confidence levels are much healthier, with 70% of respondents expressing confidence compared to just 10.6% not being confident. This indicates that respondents are seeing a positive future for themselves in the industry and that, surely, the very robust tourism system globally will have returned to some sense of normalcy.



This figure highlights the shift in business confidence from the one-year outlook to the five-year outlook, indicating that while many see challenges in the short-term there is confidence that these can be overcome and flourish in the long-term.

Q16 What do you see as the key factors to ensure a smooth recovery?



What do you see as the key factors to ensure a smooth recovery?		
Answer Choices	Responses	
Having early signals for when borders will reopen and under what conditions	35.42%	96
Having a joint industry-government tourism recovery and reset plan	17.71%	48
Making sure New Zealanders are welcoming visitors back and supportive of the tourism industry	13.65%	37
Having the workforce in place to meet rising demand levels	9.59%	26
Attracting quality visitors	7.38%	20
Ensuring price and quality of product are in alignment	5.54%	15
An industry commitment to sustainability	4.06%	11
Ensuring the quality of tourism services on offer	3.69%	10
Having the physical capacity to meet rising demand levels	2.95%	8
Total Responses		271

Key Findings

The recovery of the New Zealand tourism industry is very clearly tied to the opening of the border, with more than half (52%) seeing the border opening and the plan around this as the key factors. There was also considerable awareness (14%) that making sure New Zealanders are welcoming back visitors is important. Workforce was cited by 10% of respondents, highlighting the importance of this aspect of the recovery.

Q17 If you were granted one wish to help the tourism industry, what would it be?

If you were granted one wish to help the tourism industry, what would it be?	
Response Theme (n=235)	Times mentioned
Open the borders	88
Better/more empathetic Government support	61
Have a plan (strategic and recovery)	42
Ensure vaccination uptake	39
Focus on high value/quality visitors	18
Attract great staff to the industry	13
Enabling migrant workforce	11
Having COVID-19 'go away'	6
Keeping focus on domestic tourism demand	5
Mental health support	3

Key Findings

This question on the 'one wish' the respondents had was predictable in that it was heavily oriented to the desire to open the border so that the tourism industry can get back to doing what it does best, that is to offer world class visitor experiences to international and domestic visitors.

Comment examples around the 'open the border' theme:

'Open the border' and its variant of 'ensure vaccination uptake' were both heavily supported themes, thereby setting the macro-theme from the respondents.

100% vaccination of NZers and open borders to vaccinated travellers.

A very strong vaccine uptake and a positive welcome from New Zealanders to our overseas visitors.

Let us know how borders will open and when, so we can be professional and get our clients booking air tickets ASAP so we can run and plan for our business to be back up and running at a top-notch level again.

Ability for vaccinated overseas visitors to enter (even with some moderate conditions as a two-day quarantine) by January to not lose a third year of income!

Vaccinate population with real (actual) speed so as to open the border to vaccinated travellers - this also gives the anti-vaxers less time to recruit new 'supporters'. It's a race and we are still behaving like it's not. It should be the only item on the Govt's agenda.

Speed up the vaccination rollout so we can reopen borders sooner.

A country vaccinated to the extent we can open borders and welcome much needed visitors back to New Zealand

Comment examples around the 'have a plan' theme:

'Have a plan' was heavily cited with some viewing this as a plan for opening the borders while other saw it more as the plan to reset industry to a more ideal state.

Detailed plan on tourism recovery and borders reopening including immigration/labour plans.

That the whole of the industry and Government jointly pull together in the same direction to set NZ up as an example of thriving regenerative tourism.

Defined and govt supported, partnered with industry to provide a road map to recovery, with clear guidance on thresholds to meet as to when borders will reopen.

Quality over volume. Make it more difficult for budget travellers. Let's find the people who are prepared to spend money, let's say at least \$150 per person per day.

Bring back (safe) open borders BUT don't go back to what it was like pre-COVID. We MUST use this opportunity to deliver a long term, sustainable, value adding tourism proposition for our country, economy, our host communities and the only planet we live on.

Annual cap on visitor visas from all countries (except Australia and Pacific islands e.g. Tonga) with significant Visitor Levy of \$140 to be used for maintaining or enhancing, tourism facilities (destination development), tourism systems (destination management), the natural environment used by tourism (DOC, community or iwi initiatives) and destination marketing by TNZ.

A reset to make sure we protect our environment while encouraging tourists.

To focus 100% on regenerative tourism and lead the charge to reverse climate change.

Clear direction from government WHEN and HOW the borders will re-open. Even if it is 2 years from now (hopefully not) at least we would then know!

That our industry doesn't forget the stated desire to reset tourism in the rush to get customers and money rolling back in.

Comment examples around the 'support from Government' theme:

There were comments on the nature of the support the industry needs from Government. On the one hand there was a sense that the Government was not prioritising support for the industry, while on the other there was a sense that some support provided to date has not necessarily hit the mark and could be better directed.

Government support needs to be more broad brush. We have only had access to the wage subsidy, yet others have benefited from this, STAPP and the recent regional support. We have also been dependent on international tourists so we are struggling to understand why we would be treated differently and there is a very real risk that our offering will take a hit because we haven't had the support.

To have spread the strategic funding to smaller businesses, and to give business breaks on fees from Maritime and adventure tourism.

That all our voices are able to be heard - understanding the issues for each business. We are all different and different support is needed for each of us.

Greater government willingness to engage with the sector to deliver practical solutions and to understand the challenges faced by grass-roots operators.

*Continuation of STAPP funding for all tourism business that need it.
Fair and equal support for operators to ensure NZ is ready to welcome the visitors and offer quality experiences when the time comes.*

Acknowledging its true value as an employer and contributor to the economy - it has been shocking how quickly that value has been set aside by politicians and public.

Another grant or wage-subsidy scheme for small tourism businesses to help with the loss of business from the latest border closure.

In the last twelve months the government has thrown millions at the industry which has disappeared into local governments and RTOs. In Australia they came up with a voucher that the public could use to make travel cheaper so the benefit went to the coal face of the industry.

A wage subsidy for organisations with a 50% plus decrease in revenue until the border with long haul markets reopens.

Financial support for business owners that is not about a wage subsidy or more advice. Owners know how to run their business. It is about dollars that allow fixed overheads to be paid until the company can stand up again.

Get some financial help - not loans - to help the businesses in South Westland survive. We have struggled through to now, but it is starting to hit us badly now

Comment examples around the 'Attracting great staff' theme:

Attracting and retaining great staff once again came through in this open question.

Higher wages to attract a skilled workforce.

Tourism staff (especially activity guides and instructors) qualifications and competence being given more weight by immigration and, to a lesser degree, employers. These are the people who often are responsible for the LIVES of their guests, respect and pay them appropriately!

More visa staff to assist & a plan to have a trained / qualified workforce to re-enter the tourism industry.

Other comment examples:

Sorry, there's not just one wish so overall it would have to be: clarity, empathy, financial support and mental health support.

Our industry is decimated. When the borders finally reopen, who is going to be left? We're going to need a miracle to be ready to welcome back international visitors with quality, sustainable products and services when the time comes...

Let the industry fail where it needs to and support where there is opportunity. Either support everyone, or let the market decide what survives and what doesn't. Please work hard to allow NZ to open up and get back what the industry has given up for the greater good.

Financial assistance due to borders being closed and banks not offering loans to tourism companies even though you have had record profits for years...We are simply burning through our cash reserves with no end in sight.