

# Tourism Industry Pulse Survey

## February 2022

### **Purpose:**

To assess the impacts of Omicron variant of COVID-19, and the Red setting of the COVID Protection Framework (CPF) on the tourism industry. This is the sixth survey conducted by TIA since the emergence of the global pandemic in early 2020.

### **Context:**

COVID-19 has had a significant impact on the tourism industry. Now two years into the pandemic, the emergence of a second variant of concern, along with the Red setting of the CPF has significantly exacerbated the challenges faced by tourism businesses. A prematurely shortened summer season has seen the lifeline that was domestic travel dissipate and with borders remaining closed, visitation is at the lowest levels since early 2020.

In contrast to lockdown periods, government support has been slow off the mark, meaning businesses have struggled on dramatically reduced revenues for a month, in some cases longer.

The recently announced border reopening plan has not brought much joy for businesses either, with much of the detail and the self-isolation requirements inhibiting visitation levels.

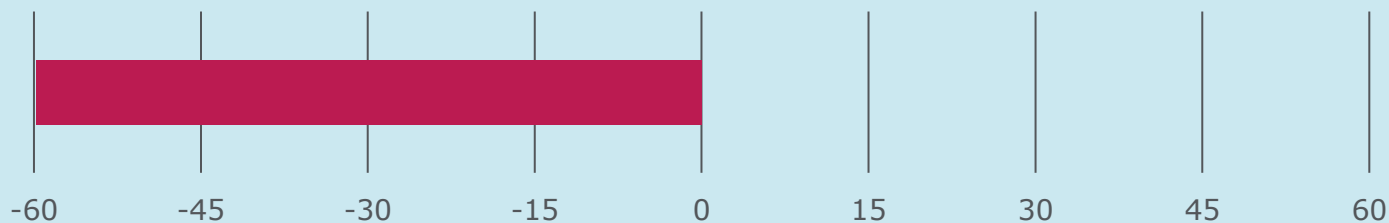
### **Survey Method:**

This survey was undertaken internally using the online survey tool Survey Monkey. It was conducted between Thursday 17 February and Monday 21 February 2022.

Total responses were 196.

Key results are set out in this report which is available on the TIA website ([tia.org.nz](http://tia.org.nz)), along with summary reports for each of the earlier surveys.

## Q6: What do you expect your revenues will be over the period 1 February to 30 April 2022 compared to the same period in 2021?



Overall, respondents expect their revenues will be **down by 59%** compared to the **same** period the previous year. (Which in turn was **half** that of Pre-COVID levels due to the loss of revenues from international visitors).

*Q6 = 171 respondents.*

*Total Survey = 197 respondents.*

## Question 6 by Sector

Adventure & Outdoor	-57.63%
Air Transport	-61.44%
Attractions, Conferences & Events	-50.63%
Culture and Heritage	-49.00%
Holiday Parks, Motels, Other Accommodation	-59.10%
Hotels and Lodges	-64.84%
Land Transport	-62.20%
Hospitality	-58.13%
Tour Services & Services to Tourism	-50.69%
Water Transport and Cruise	-55.13%

### Q5: How would you classify the current operating environment for your business?

Extremely difficult	65.8%
Difficult	28.6%
Okay	4.1%
Doing well	1.5%
Doing very well	0.00%

**Overall, 95% of respondents classified the current operating environment as difficult. (66% Extremely Difficult)**

*Q5 = 196 respondents.*

*Total Survey = 197 respondents.*

**Q7: How important is it to your business to get support from government to allow you to survive the current period?**

Extremely Important	61.54%
Somewhat Important	29.74%
Neither important nor unimportant	6.15%
Not very important	2.05%
Not at all important	0.51%

**Overall, 91% of respondents considered government support important to enable them to survive the current period (61% Very Important)**

*Q7 = 195 respondents.  
Total Survey = 197 respondents.*

**Q8 Thinking about business support, what forms of government support would you most like to see? Select all that apply.**

Wage subsidy	84.0%
Resurgence Support Payment	76.8%
Relief from government fees and levies e.g. DOC concession fees	28.9%
Extension of the Small Business Cashflow Scheme	17.5%
Other (please specify)	16.5%
Support for mental health and wellbeing	15.5%

**Overall, 84% of respondents want another Wage Subsidy and 77% want a Resurgence Support Payment.**

## Q9 What else would you like to see government do at this stage?

Remove self-isolation requirements for international visitors	89.2%
When Omicron is widespread in the community, speed up the border reopening processes	85.1%
Step down from the Red level as soon as possible	70.3%
Adjust the stand-down requirements for 'close' and 'casual' contacts	64.1%
Focus on pending industry labour and skills shortages	54.4%
Focus on migration settings that work for tourism	44.1%

**89%** of respondents want to see the government remove self-isolation requirements for international visitors, and **85%** want the border reopening process expedited once Omicron is widespread.