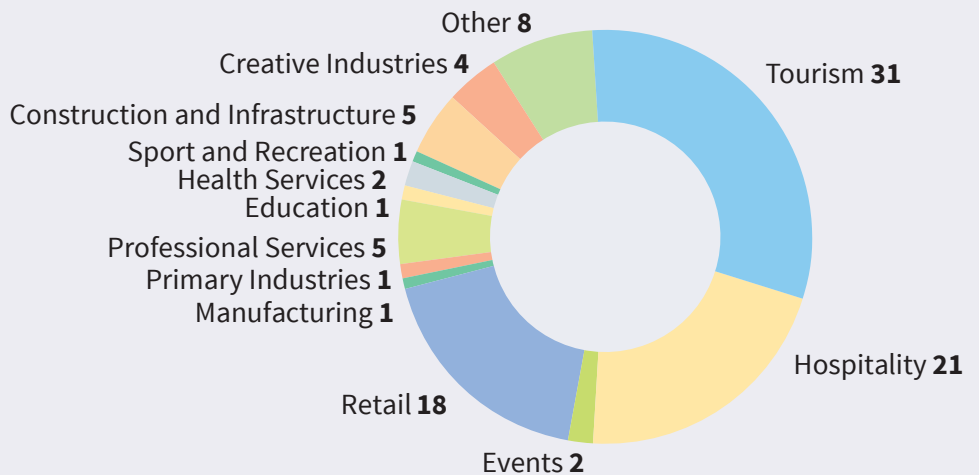




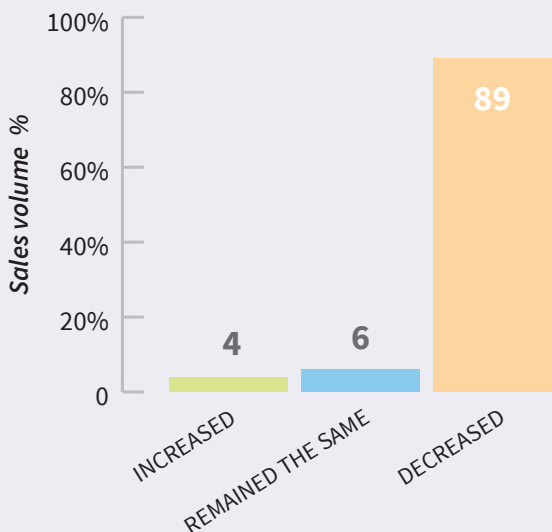
SURVEY SEPTEMBER 2023 BUSINESS IMPACTS

100
RESPONDENTS

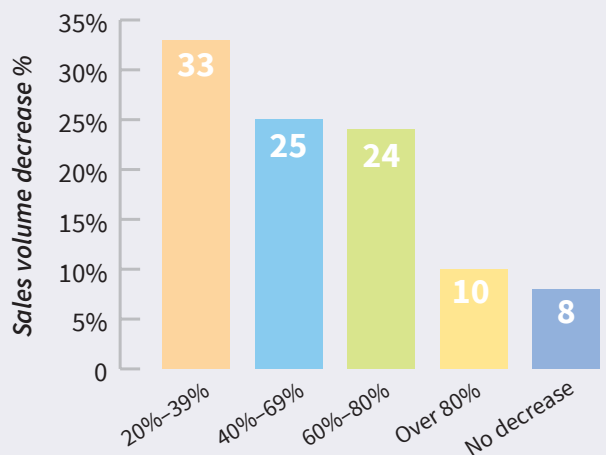
What sector would you describe your business as being part of?



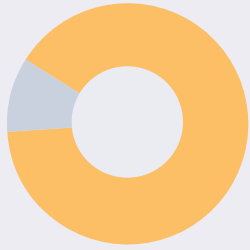
Impact on business (sales volumes) over the last 8 months.



If your sales volumes decreased, how much did it decrease by?



Impact on business profits over the last 6 months.

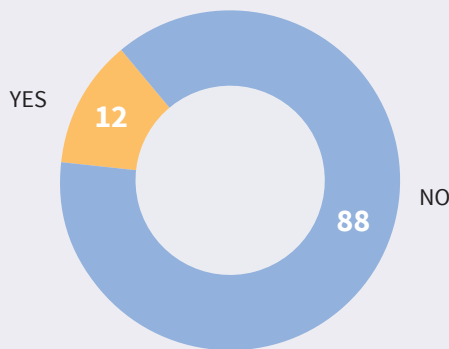


91%
EXPERIENCED A DECREASE
IN BUSINESS PROFITS

9%
EXPERIENCED NO CHANGE

“We will need support for the growing number of tourists ready to visit the Coromandel. We will need more staff, more events and things for visitors to do while here, and communication with council about any relevant information we need to pass on to visitors.”

Do you anticipate any redundancies in your business over the next 6 months?



47%
OF BUSINESSES HAVE SEEN THEIR STAFF NUMBERS
REDUCE DUE TO THE IMPACT OF WEATHER EVENTS AT
THE BEGINNING OF THE YEAR

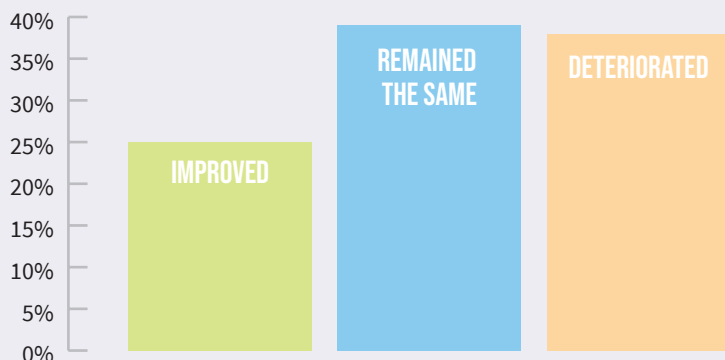
“It’s going to take a massive promotional effort to bring visitors back to the Coromandel.”

“Just hope the weather is better and the 25A opens as soon as possible.”

“As long as the road access is restored, things should improve slowly.”

“We need visitors through the door to increase revenue! Marketing and promotion would help also.”

What is your business outlook for the next 6 months?



38% of business expect their position to worsen

62% expect things to stay the same or improve