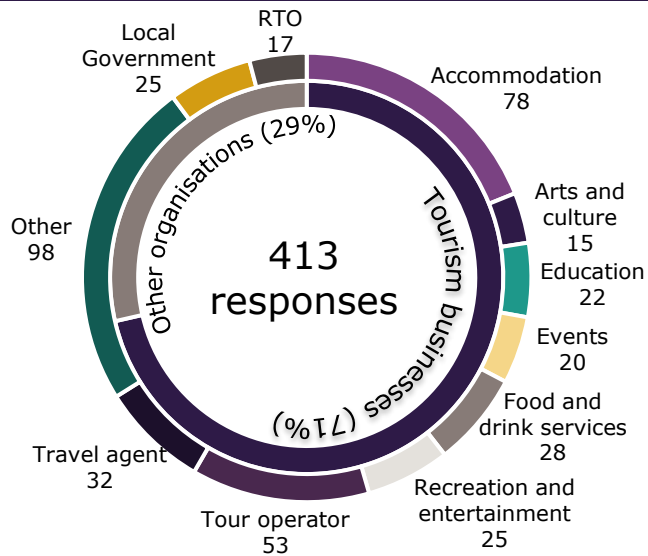
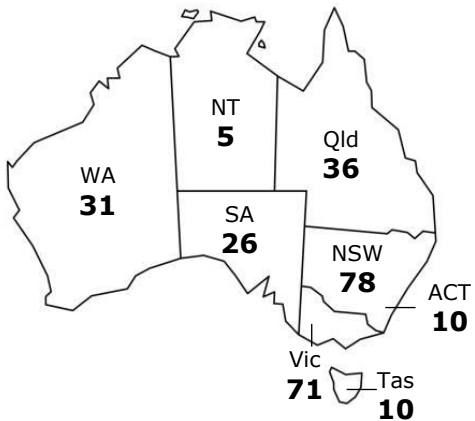


Reimagining the visitor economy – Business survey

The respondents

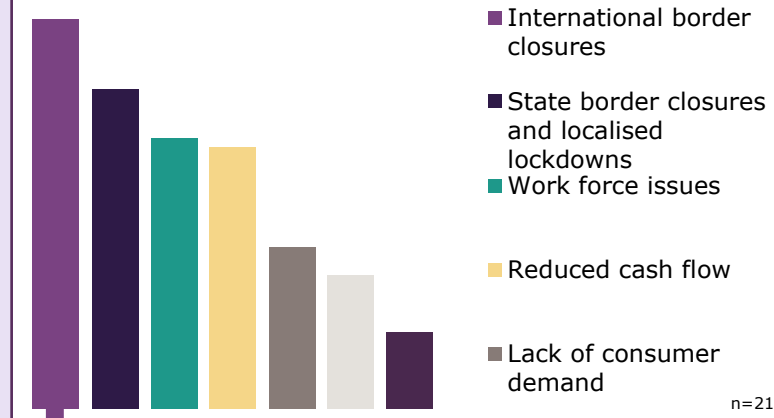


Tourism business locations



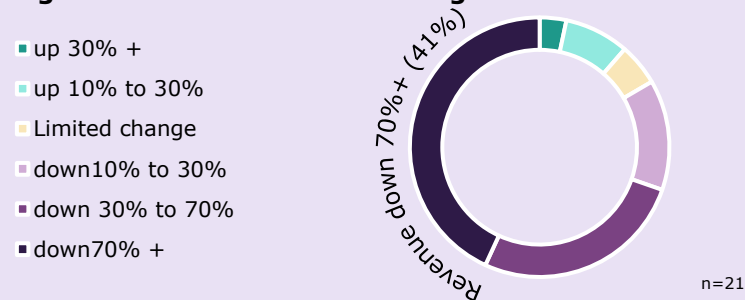
Current challenges

When asked: what are your top 3 current challenges



- Only 25% of respondents stated that the majority of their business was international, but more almost 60% stated international border closures was a top challenge.
- More than 40% of business respondents held peak body memberships. An additional 5% had let their membership lapse in the past 12 months.

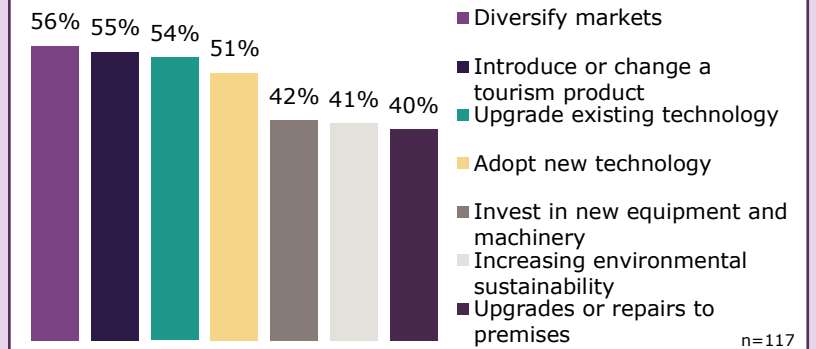
Change in business revenue through 2020



Future challenges

- The majority of those who responded were positive that they would still be operational in 5 to 10 years.
- Of the 163 respondents who stated they had a business plan, almost 80% were only for the short to medium term.
- More than 85% acknowledged they would need to make changes to their business in the next 5 years

When asked about: changes their business would require



When asked about: top 3 barriers to business development

