



# WELLBEING IN TOURISM

BDO WELLBEING IN BUSINESS INDEX  
BDO TE RANGAHAUA O NGĀ HAUORA PAI

JULY 2022

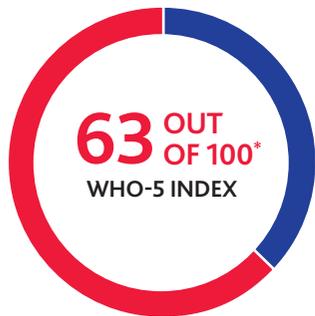


## WELLBEING IN TOURISM

# BLUE SKIES ON THE HORIZON FOR TOURISM BUSINESSES

Tourism sector business leaders and owners who responded to the inaugural BDO Wellbeing in Business Index survey scored 63 on the World Health Organisation's WHO-5 wellbeing measure (adopted for this BDO study), six points lower than the whole-of-business average. Nearly half (48%) said that they had been feeling less mentally healthy than normal over the past 6 months. COVID-19 has of course created a huge burden for tourism businesses, many of whom are still struggling with low to zero income.

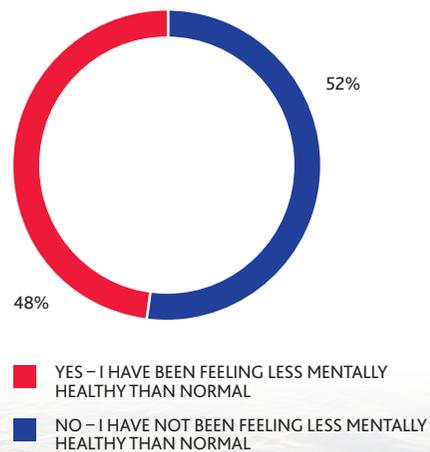
Visitor numbers continue to be extremely low, and it's likely to be a while before the country can reach pre-covid levels of tourism. It's therefore not surprising that only 32% said that their general wellbeing has been either somewhat better or significantly better compared to when COVID-19 was at its peak disruption. Over half (56%) said that they have been feeling about the same.



**\* HOW THE WHO-5 SCORE IS CALCULATED:**

The WHO-5 survey prompts respondents to rate their wellbeing in the last two weeks against 5 key statements. Someone who scores 'all of the time' on a particular statement is given a score of 5, while if they score 'at no time' they get a score of 0 for that statement. The total raw score, ranging from 0 to 25, is multiplied by 4 to give the final score, with 0 representing the worst imaginable wellbeing and 100 representing the best imaginable wellbeing.

**IN THE LAST 6 MONTHS HAS ANYTHING BEEN CAUSING YOU TO FEEL LESS MENTALLY HEALTHY THAN NORMAL?**

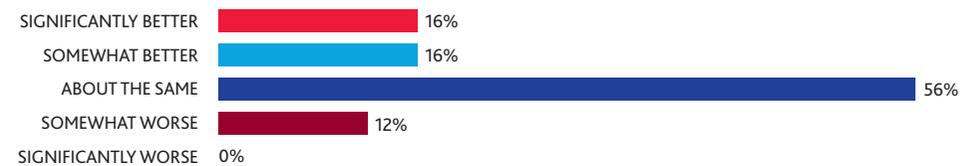


## BORDERS OPENING TO HELP STRUGGLING TOURISM BUSINESSES

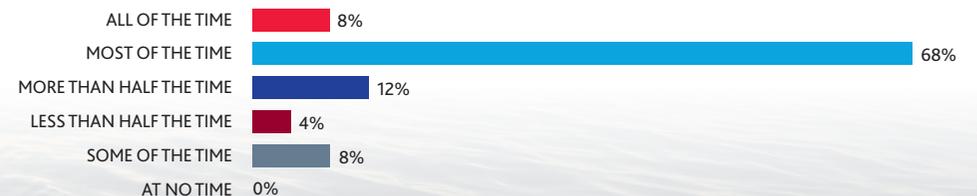
On the upside, a degree of optimism appears to be emerging in New Zealand's tourism sector, with 76% saying that they expected to feel generally satisfied with life all or most of the time in six months' time. Border restrictions continue to loosen, and slowly but surely people are beginning to travel again. Tourism is also one of the few sectors that continues to receive government support, with the \$49 million Tourism Kick-Start Fund being made available to five key South Island tourist locations.

With the winter ski season in full swing, business conditions are certainly better for South Island tourism. In the Central North Island, fears around Mt Ruapehu are causing a more muted recovery. However with Kiwis still reluctant to travel overseas, there will hopefully continue to be a strong domestic market that these businesses can tap into.

**COMPARED WITH WHEN YOUR BUSINESS WAS FACING THE MOST DISRUPTION FROM COVID-19, WOULD YOU SAY IN THE LAST TWO WEEKS YOUR GENERAL WELLBEING HAS BEEN:**



**TAKING INTO CONSIDERATION YOUR PREVIOUS ANSWERS, HOW DO YOU EXPECT YOUR GENERAL SATISFACTION WITH LIFE TO BE IN 6 MONTHS' TIME?**



## WELLBEING IN TOURISM

### DRAWING A LINE IN THE SAND

"Tourism businesses in Aotearoa have never encountered anything like what they've had to deal with over the last couple of years, and it's no surprise that many of them are struggling. That said, we really feel that now is the time to draw a line in the sand and look forward with more confidence. Visitor numbers are picking up, and finally tourism providers have the opportunity to showcase the great Kiwi experience that they're known for. This isn't an easy task given that many tourism businesses will have had little to no income for a while and now can't recruit sufficient staff to bring operations up to the level they would like to.

Operators need to be adaptable and flexible to be able to succeed in this environment. Develop or revisit your strategic plan to help your work out exactly where you want to go, and how you're going to get there. Talk to your advisers, your funders and your staff – listen to their insights and gain their buy-in to your vision and how you plan to succeed moving forward."



**RICHIE O'MEARA, BDO TOURISM SECTOR LEADER,  
BDO SOUTHERN LAKES & CENTRAL OTAGO MANAGING PARTNER**

### GEAR UP YOUR TOURISM BUSINESS FOR INCREASING VISITOR NUMBERS

There are several steps tourism businesses can take to make the most of the borders opening:

1. Develop or revisit your business plan to work out how you will navigate this next period. What do you want to achieve, and how will you execute on this? Set yourself clear goals and hold yourself to account for delivery.
2. Use this business plan to guide your conversations with stakeholders. Get your team on-board with your vision. Engage with funders as needed. Bring them all on the journey with you - they will gain confidence if they understand you know where you are and where you are going.
3. Check to see whether you qualify for any government support.
4. Focus your offering on where 80% of your profits came from pre-Covid – especially if you are struggling with staffing, this will enable you to streamline your offering while still providing a great customer experience
5. Take the time now to develop an employee value proposition that will enable you to get the best staff once borders open. At the same time, look for opportunities to upskill homegrown talent



**CONTACT OUR SPECIALIST TOURISM TEAM  
AT [BDO.NZ/TOURISM](https://www.bdo.co.nz/tourism)**



**WELLBEING SUPPORT  
CONTACTS**

Xero Assistance Programme (XAP)  
[1737.org.nz](https://www.1737.org.nz) – National mental health helpline  
Mental Health Foundation ([mentalhealth.org.nz](https://www.mentalhealth.org.nz))