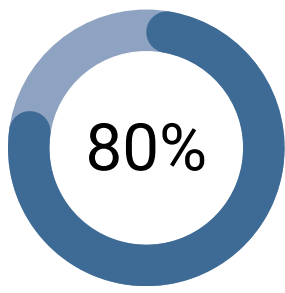




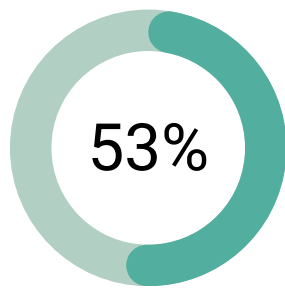
Survey Results

NOVEMBER 2023

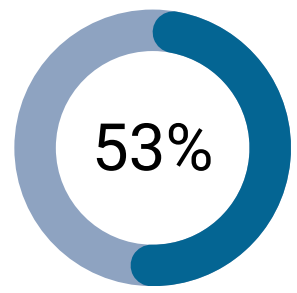
Business remains confident regarding the Southern Economy and a majority of businesses expect their earnings to go up compared to last year. The main positive factors were more visitor numbers, increase in tourism, increase in construction / housing.



Expecting the southern economy to be the same or stronger



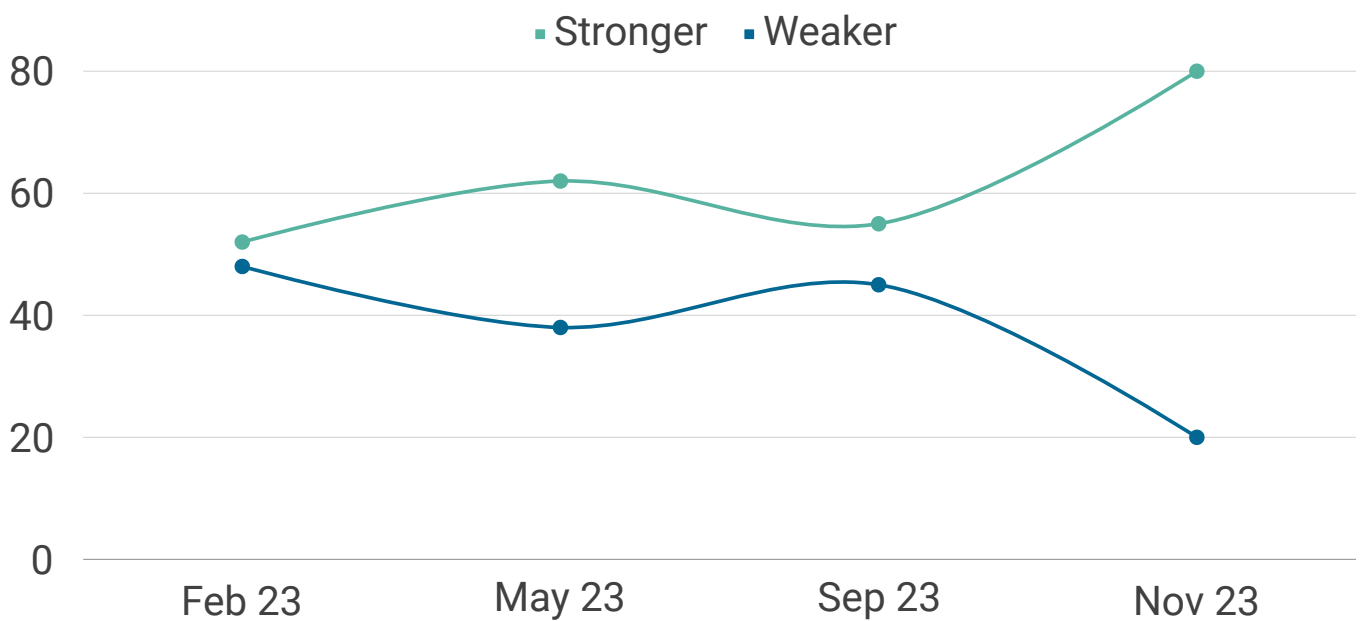
Expecting to hire new staff in the next 12 months



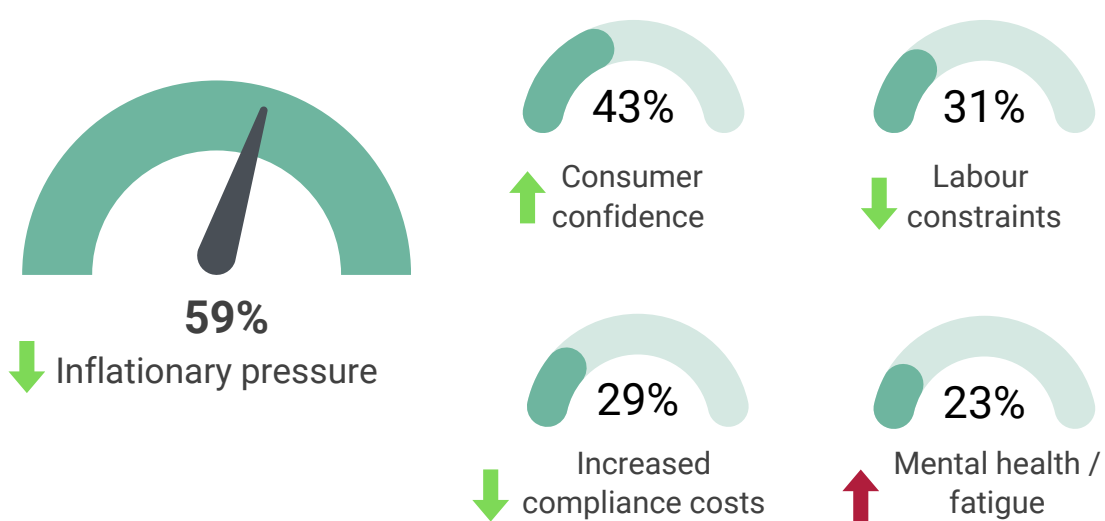
Expecting to invest in their business in the next 12 months

"We stayed open during COVID and with so many Kiwi 5-star reviews and not having to start up again once the borders were open, we really are seeing the benefits. Last summer we doubled our pre Covid amount of guests! And we are off to a strong start again." - Respondent

SOUTHERN ECONOMY: 12-MONTH OUTLOOK

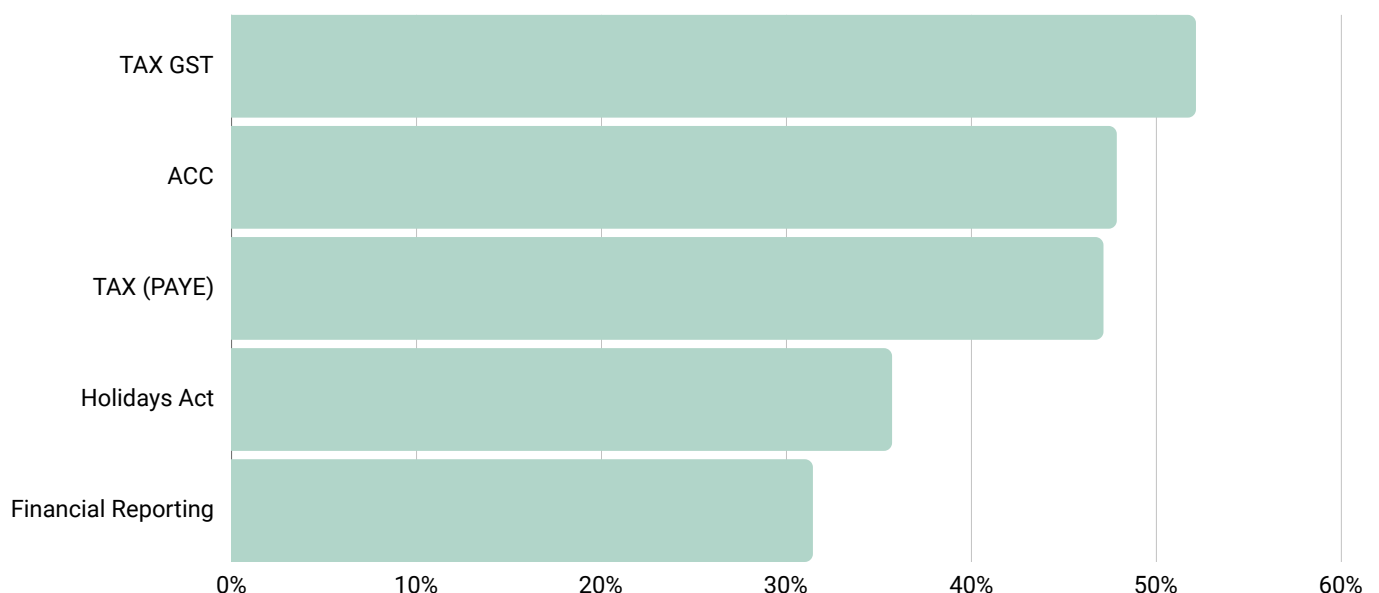


TOP 5 ISSUES IMPACTING BUSINESS



"While there is an optimistic outlook, compliance costs are still a concern, we are working as a network nationally to address this for all business large and small." - Mike Collins, CEO Business South

TOP 5 COMPLIANCE COSTS



Note; this survey was taken in early November while the government was still forming a coalition. To learn more about how we use this data, contact advocacy@business-south.org.nz

