



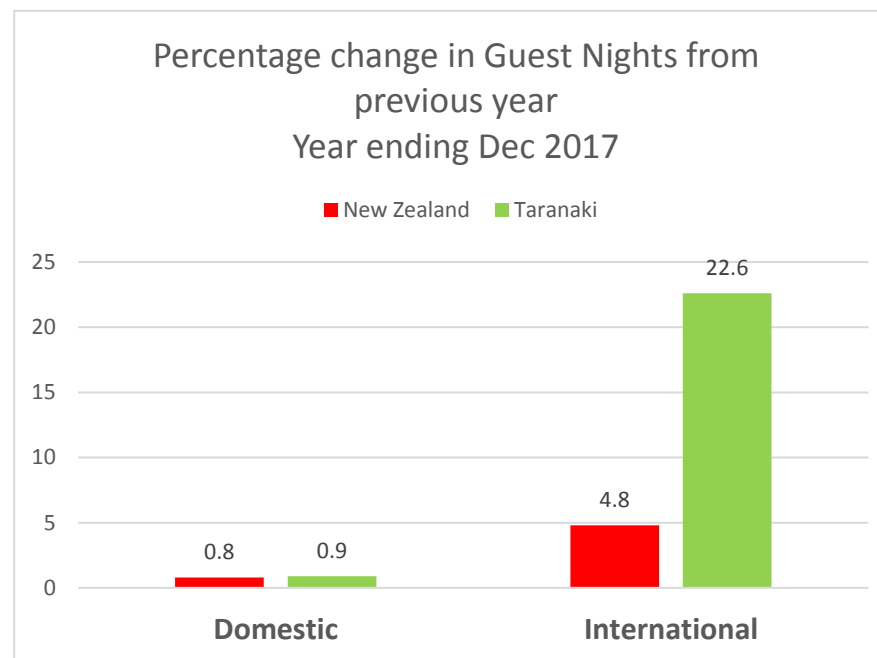
## **TARANAKI VISITOR STATISTICS – DECEMBER 2017**

# Taranaki Visitor Statistics

## At a Glance:

### Year ending December 2017

- For the 12 months ending December 2017 there were 313,815 visitors who stayed in commercial accommodation (e.g. motels) in the Taranaki region resulting in over 652,372 guest nights.
- Visitor arrivals increased (6.1%) but they stayed for a shorter duration (-1.7%) with a resulting increase in overall guest nights (4.3%) relative to the previous 12 months. This compared with a 2.5% increase nationally in guest nights.
- 82% of Taranaki's commercial guest nights were from domestic visitors, with the balance, (18%) being international.
- Domestic guest nights increased 0.9%. International guest nights increased even more at an impressive 22.6%. This compared with 0.8% nationally for domestic guest nights and 4.8% for international guest nights.

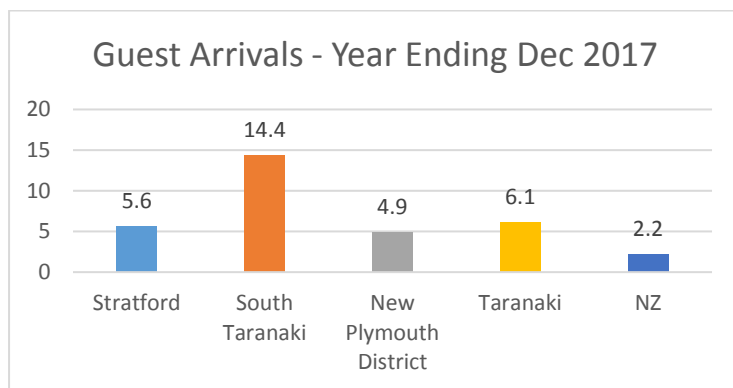


## District Performance

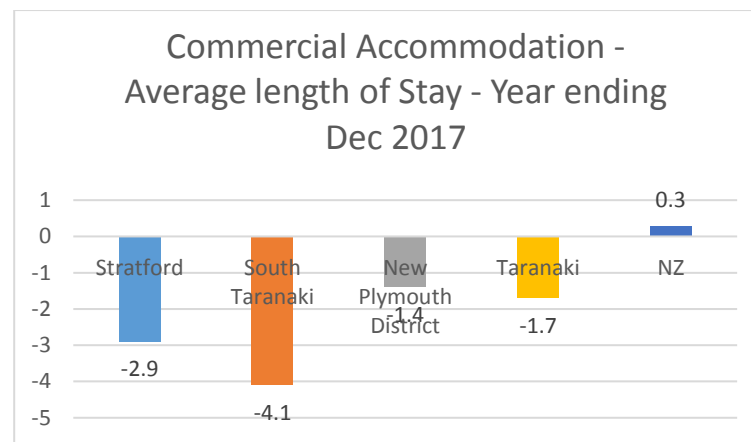
79% of Taranaki's commercial accommodation guest nights for the 12 months ending September 2017 occurred in the New Plymouth District; 15% in South Taranaki and 6% in Stratford.

Guest arrivals increased in all the Taranaki Districts.

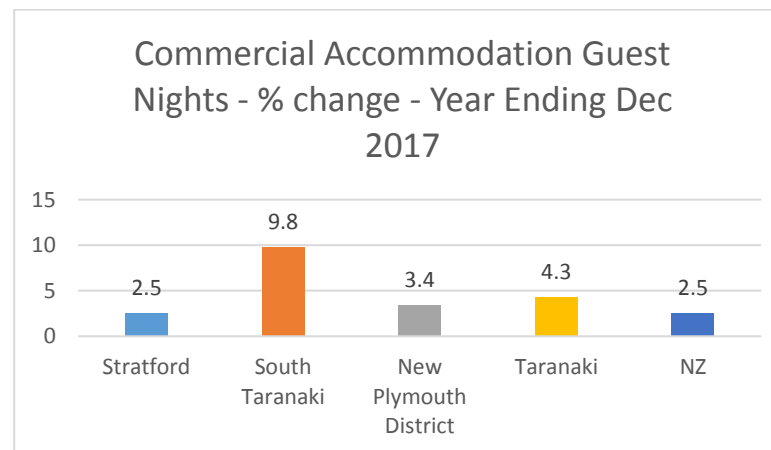
The strongest increase was experienced in South Taranaki District (14.4%), followed by the Stratford District (5.6%).



The length of stay decreased from 2.12 nights to 2.08 nights. A decline in length of stay was experienced in all the Districts - with the highest decline experienced in South Taranaki (-4.1%).

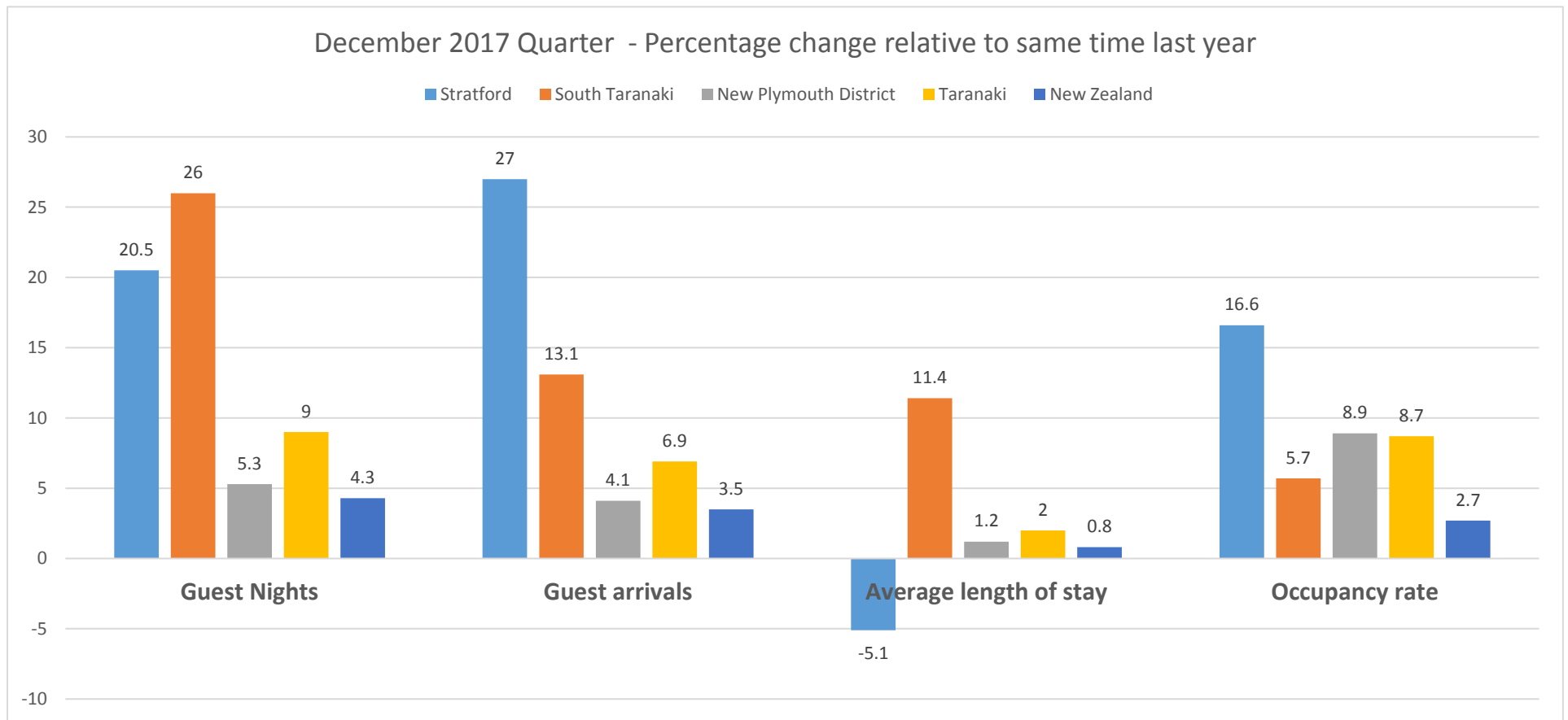


These results contributed to an increase in guest nights for the region (4.3%) – with South Taranaki experiencing strongest growth (9.8%) followed by New Plymouth District (3.4%) and Stratford (2.5%). The regional result (4.3%) was ahead of the national average (2.5%).



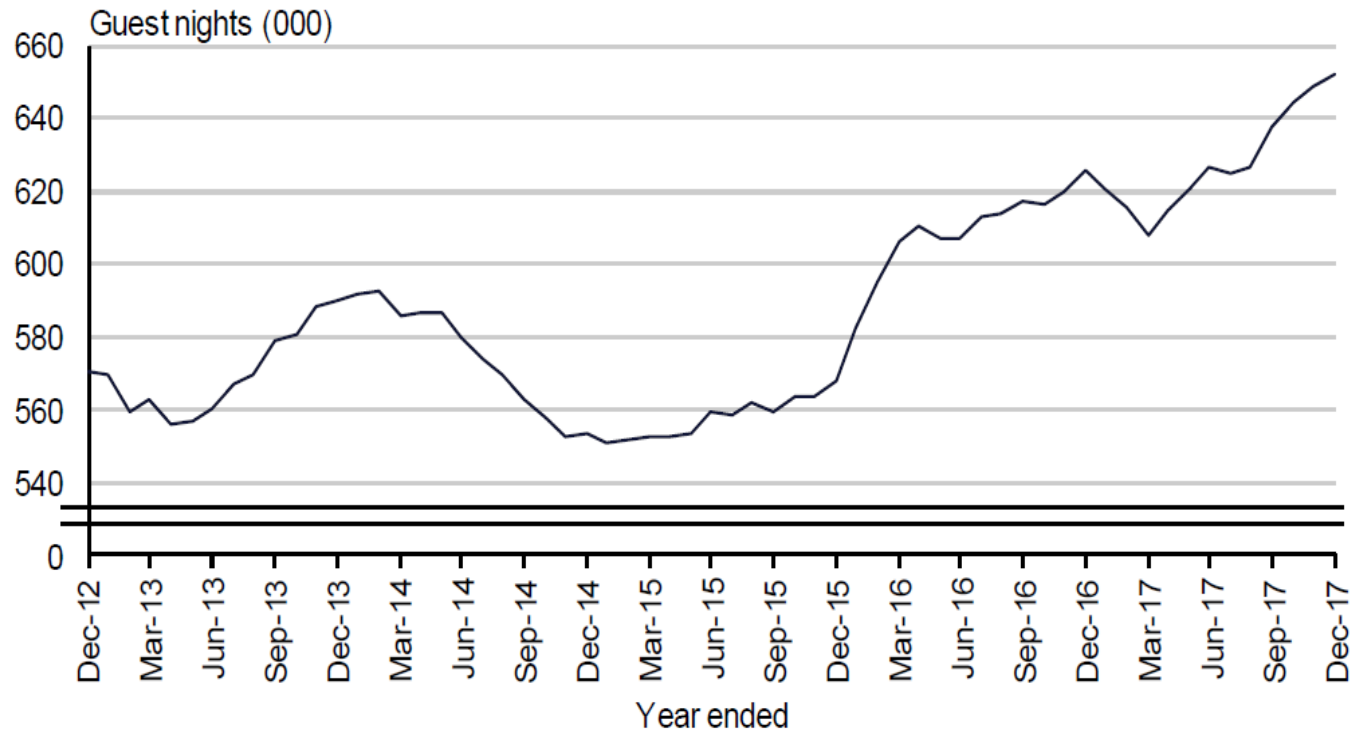
## December Quarter 2017 Results

In the December quarter, Taranaki experienced an increase in guest nights, arrivals, occupancy rate and length of stay. Overall it was a positive quarterly result with the region out-performing the national average on all counts.



The positive outcomes for the December quarter are reflected below in the commercial accommodation trend line.

### Taranaki RTO Area Annual Guest Nights



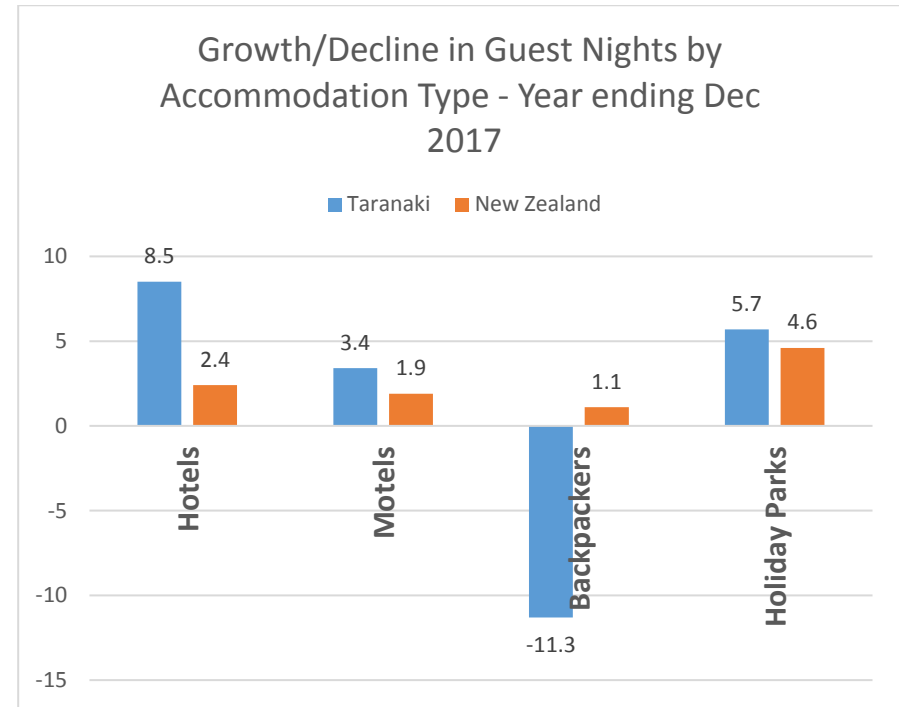
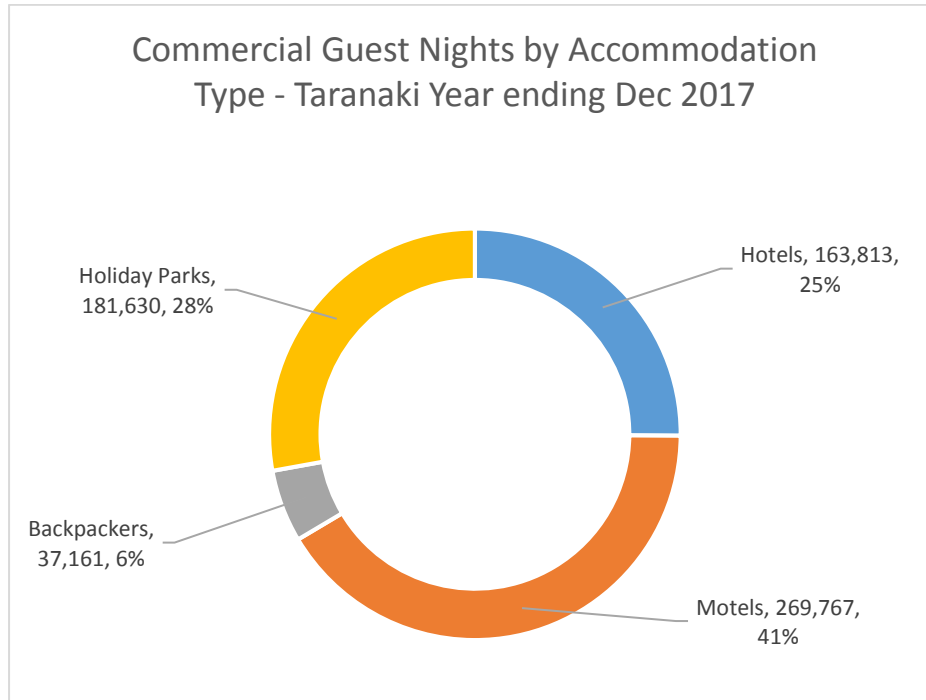


## Variations by Accommodation Type

Variation was noted by accommodation type.

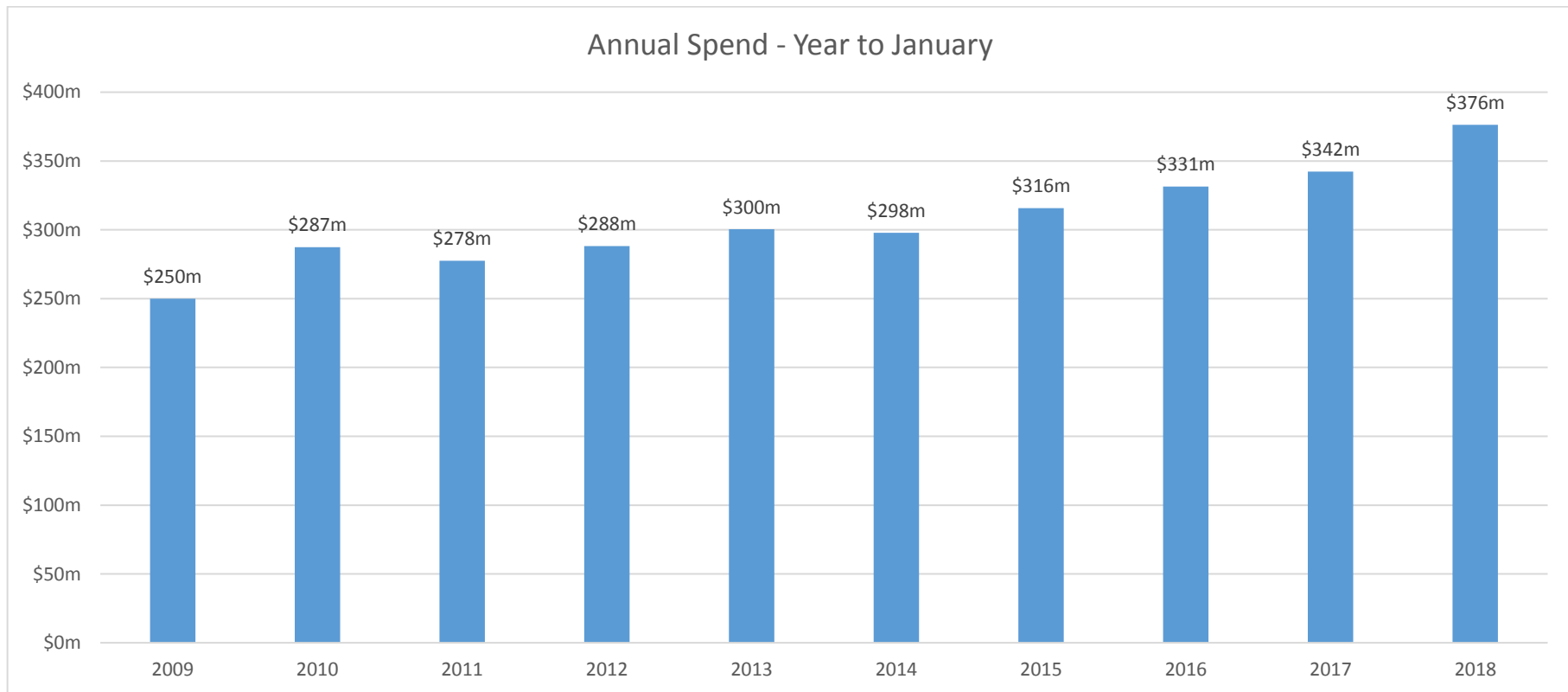
Motels attracted the highest number of commercial guest nights for the 12 month period for Taranaki, followed by hotels and then holiday parks.

Guest nights in hotels and holiday parks performed particularly strongly in Taranaki relative to the previous 12 months.

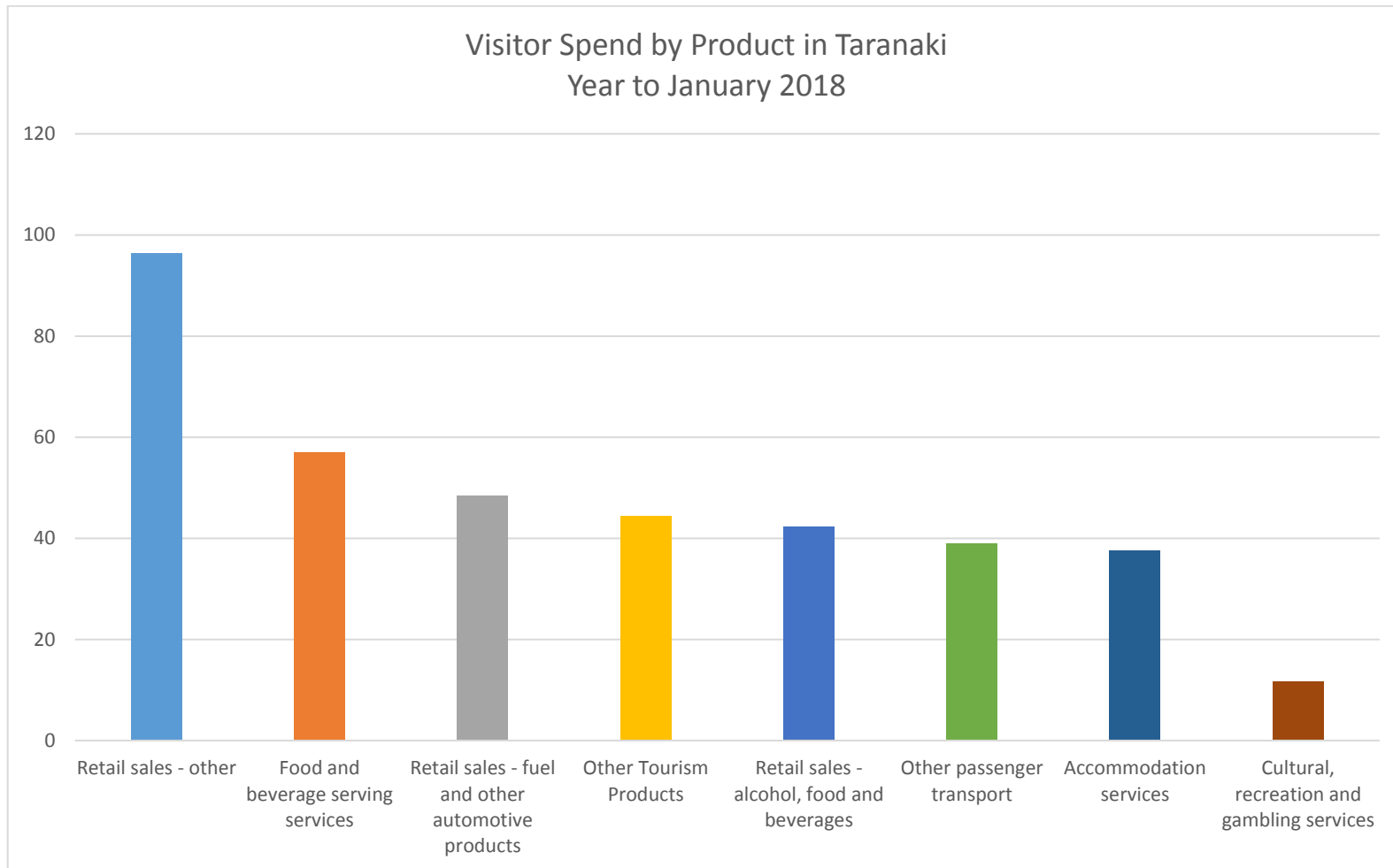


## Expenditure – 12 months to January 2018

Visitor expenditure for the 12 months to January 2018 was estimated at \$376 million (MBIE) for the Taranaki region, an increase of 10% relative to the previous 12 month period.

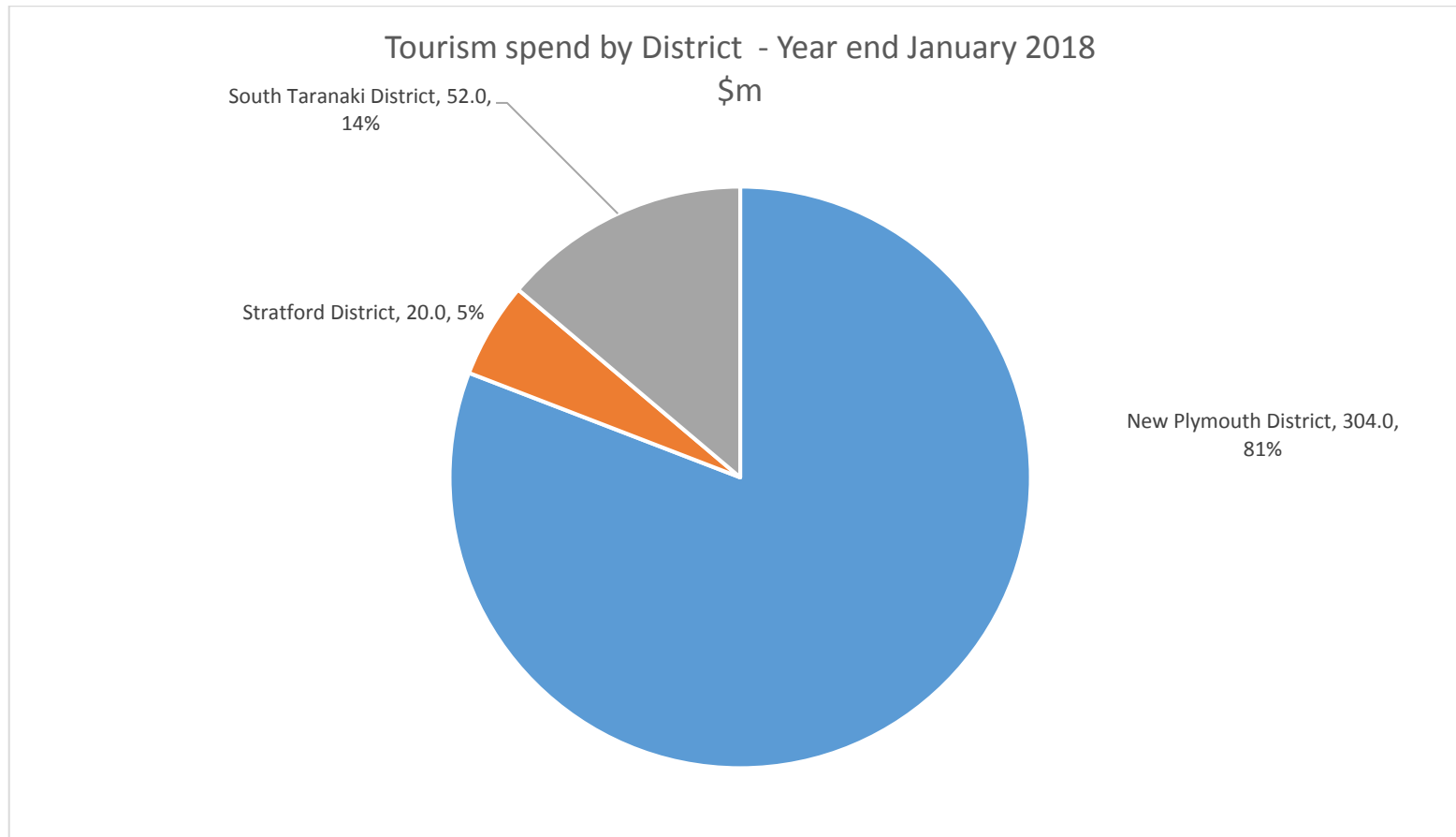


Spend occurred across a range of categories, with the largest occurring in retail sales, food and beverage serving (e.g. restaurants, cafes and takeaway outlets), and fuel.





Of the \$376 million spent in the region, an estimated \$304m was spent in the New Plymouth District; \$20m in Stratford and \$52m in South Taranaki by tourists/visitors.



Expenditure by international visitors is increasing, and reflects the increasing number of international visitors coming to the region.



## APPENDIX

Below: Commercial Accommodation Monitor Details for Year and Quarter ending December 2017

Quarter - Dec 2017	% change					Actual				
% from same time last year	Stratford	South Taranaki	New Plymouth District	Taranaki	NZ	Stratford	South Taranaki	New Plymouth District	Taranaki	NZ
Guest Nights	20.5	26	5.3	9	4.3	12,018	27,451	138,718	178,186	10,694,180
Guest arrivals	27	13.1	4.1	6.9	3.5	7,385	11,488	67,212	86,086	5,448,715
Average length of stay	-5.1	11.4	1.2	2	0.8	1.63	2.39	2.06	2.07	1.96
Occupancy rate	16.6	5.7	8.9	8.7	2.7	28.63	31.42	42.81	39.58	46.93

Annual - Dec 2017	% change					Actual				
YE % from previous yr	Stratford	South Taranaki	New Plymouth District	Taranaki	NZ	Stratford	South Taranaki	New Plymouth District	Taranaki	NZ
Guest Nights	2.5	9.8	3.4	4.3	2.5	41,401	97,421	513,553	652,372	39,464,430
Guest arrivals	5.6	14.4	4.9	6.1	2.2	25,478	42,506	245,833	313,815	19,787,437
Average length of stay	-2.9	-4.1	-1.4	-1.7	0.3	1.62	2.29	2.09	2.08	1.99
Occupancy rate	0.4	0.2	8.5	6.8	2.9	25.23	30.07	41.10	37.77	44.86

### Data sources:

MBIE: Monthly Regional Tourism Estimates of Expenditure

Statistics NZ: Commercial Accommodation Monitor