

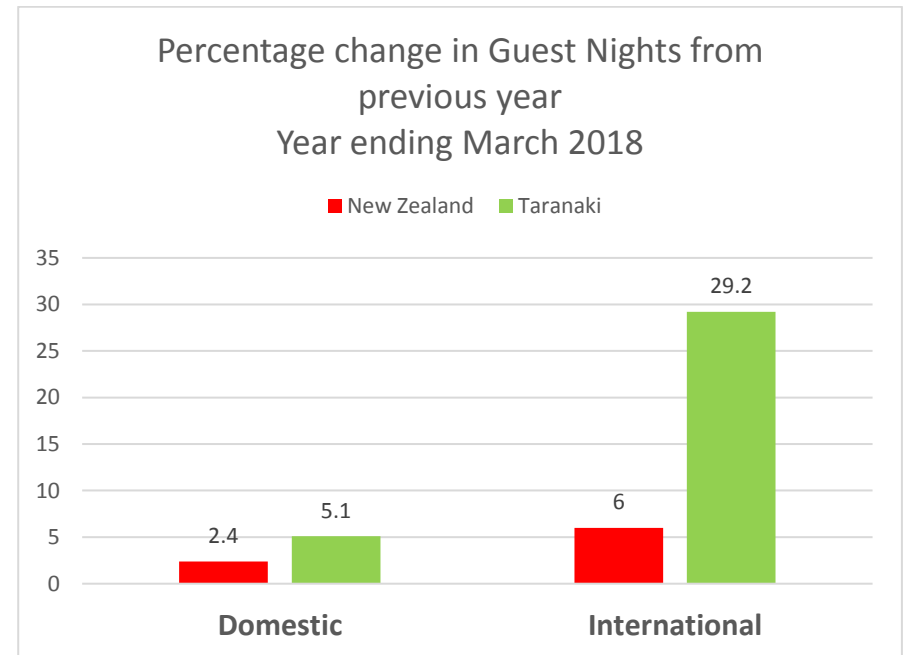


TARANAKI VISITOR STATISTICS MARCH 2018

Taranaki Visitor Statistics

At a Glance: Year ending March 2018

- For the 12 months ending March 2018 there were 318,806 visitors who stayed in commercial accommodation (e.g. motels) in the Taranaki region resulting in over 662,752 guest nights.
- Visitor arrivals increased (8.0%) and stayed longer (1.0%) with a resulting increase in overall guest nights (9.0%) relative to the previous 12 months. This compared with a 3.9% increase nationally in guest nights.
- 81% of Taranaki's commercial guest nights were from domestic visitors, with the balance, (19%) being international.
- Domestic guest nights increased 5.1%. International guest nights increased even more at an impressive 29.2%. This compared with 2.4% nationally for domestic guest nights and 6.0% for international guest nights.

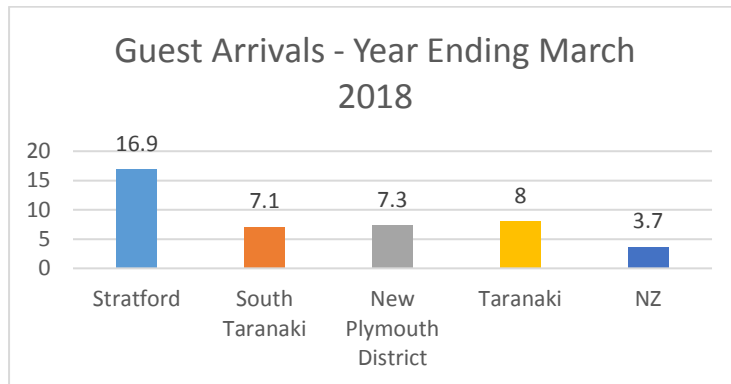


District Performance

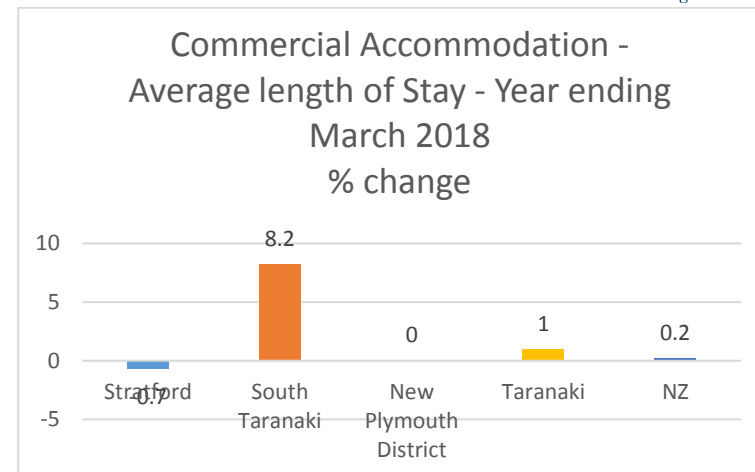
78% of Taranaki’s commercial accommodation guest nights for the 12 months ending March 2018 occurred in the New Plymouth District; 16% in South Taranaki and 6% in Stratford.

Guest arrivals increased in all the Taranaki Districts.

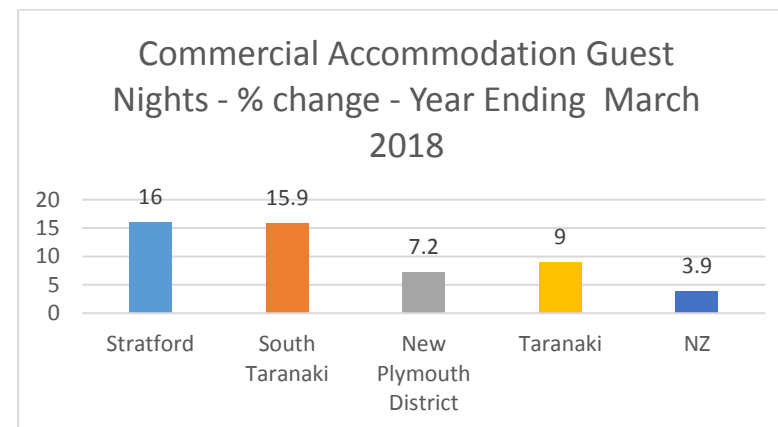
The strongest increase was experienced in Stratford District (16.9%), followed by the New Plymouth District (7.3%).



The length of stay increased 1% to 2.08 nights - although there was considerable variation between the Districts – ranging from 8.2% increase in South Taranaki to a 0.7% decline in Stratford.

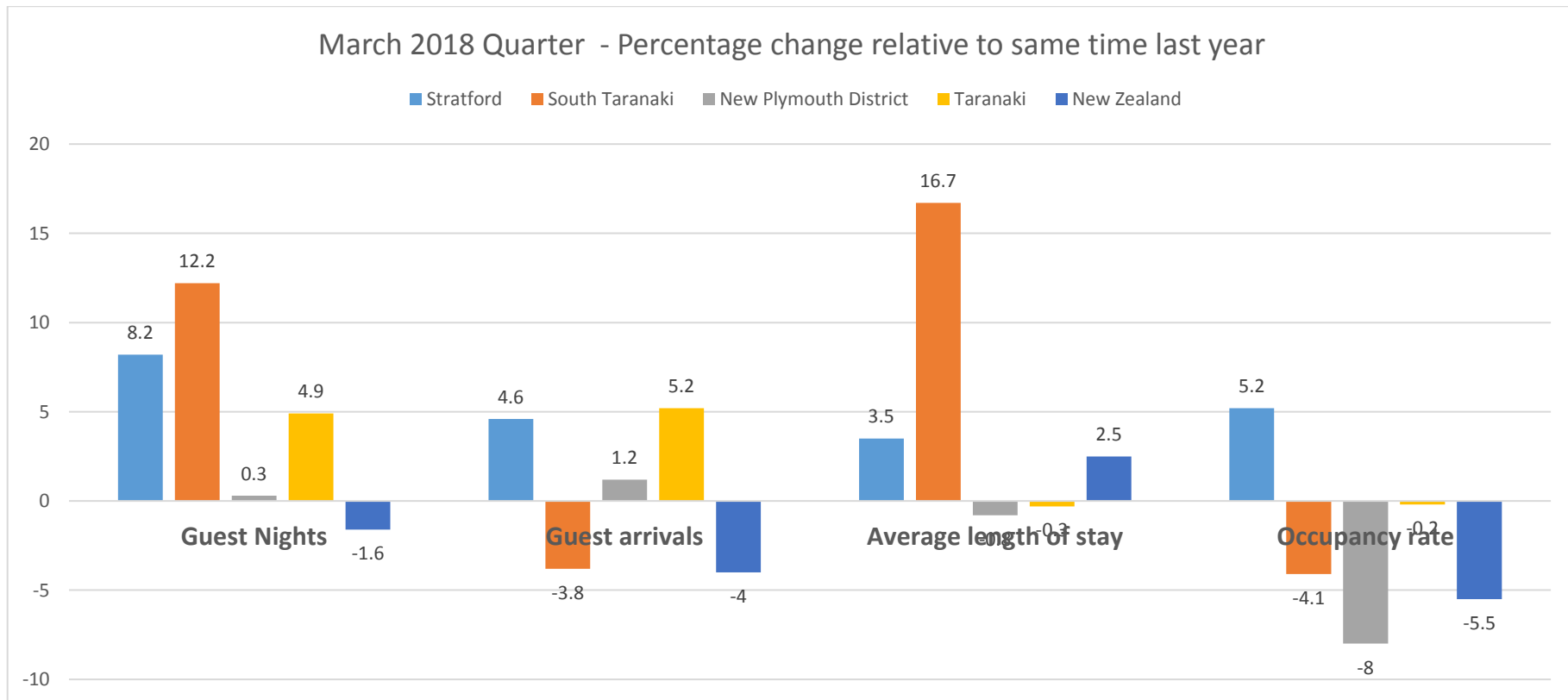


These results contributed to an increase in guest nights for the region – with Stratford experiencing strongest growth (16%) followed by South Taranaki (15.9%) and New Plymouth District (7.2%). The regional result (9%) was ahead of NZ’s average (3.9%).



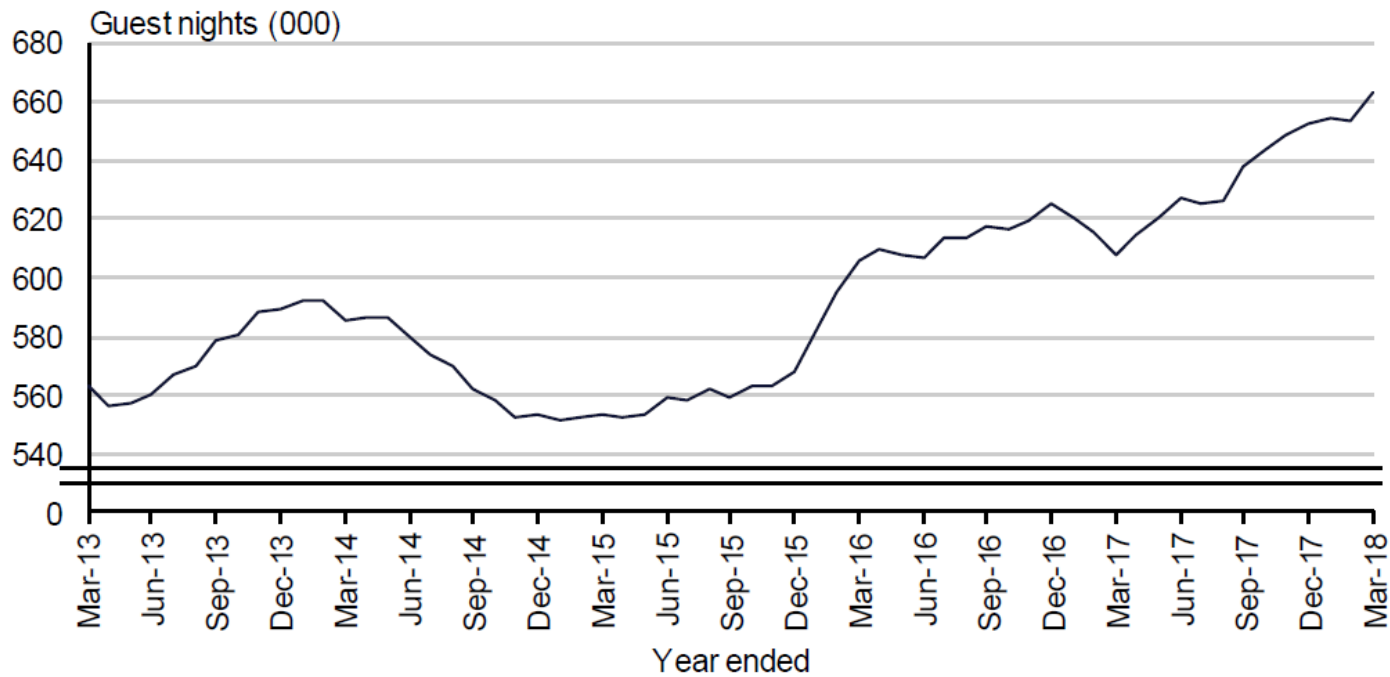
MARCH QUARTER 2018 RESULTS

In the March quarter, Taranaki experienced an increase in guest nights, although this end result was achieved through different means e.g. South Taranaki had less visitors but they stayed significantly longer. Stratford had a moderate increase in both visitor numbers and length of stay. New Plymouth District achieved a small gain in guest nights, but not to the same extent as their Taranaki District counterparts. Taranaki outperformed the New Zealand average on many indicators.



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

Taranaki RTO Area Annual Guest Nights

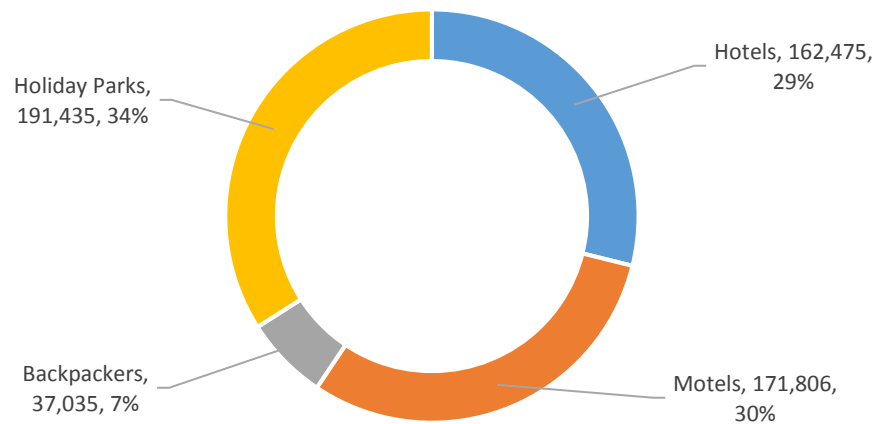


Variations by Accommodation Type

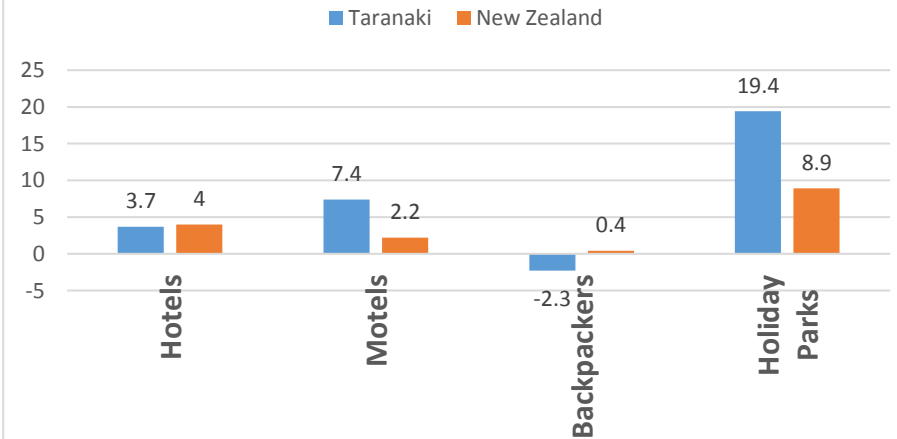
Hotels, Motels and Holiday Parks carried the bulk of commercial guest nights for the 12 month period for Taranaki.

Guest nights in holiday parks performed particularly strongly in Taranaki relative to the previous 12 months, and surpassed the national growth rate.

Commercial Guest Nights by Accommodation Type - Taranaki Year ending March 2018

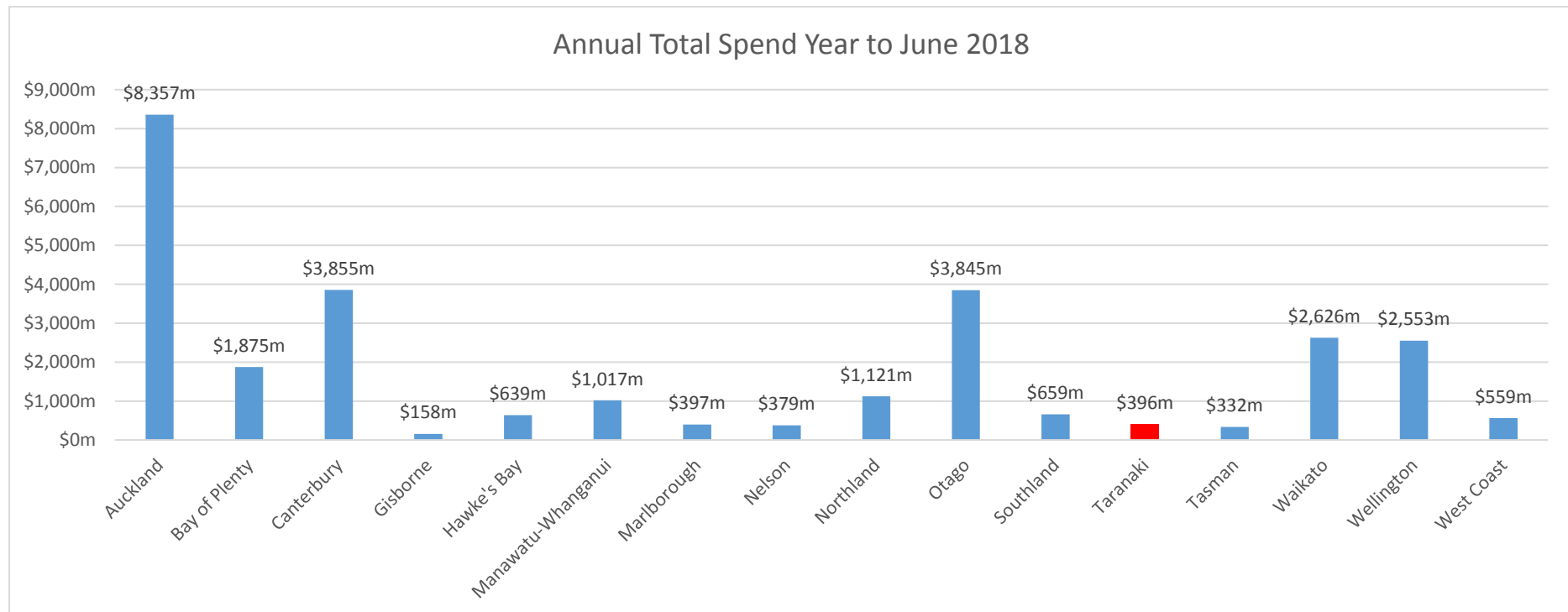


Growth/Decline in Guest Nights by Accommodation Type - Year ending March 2018

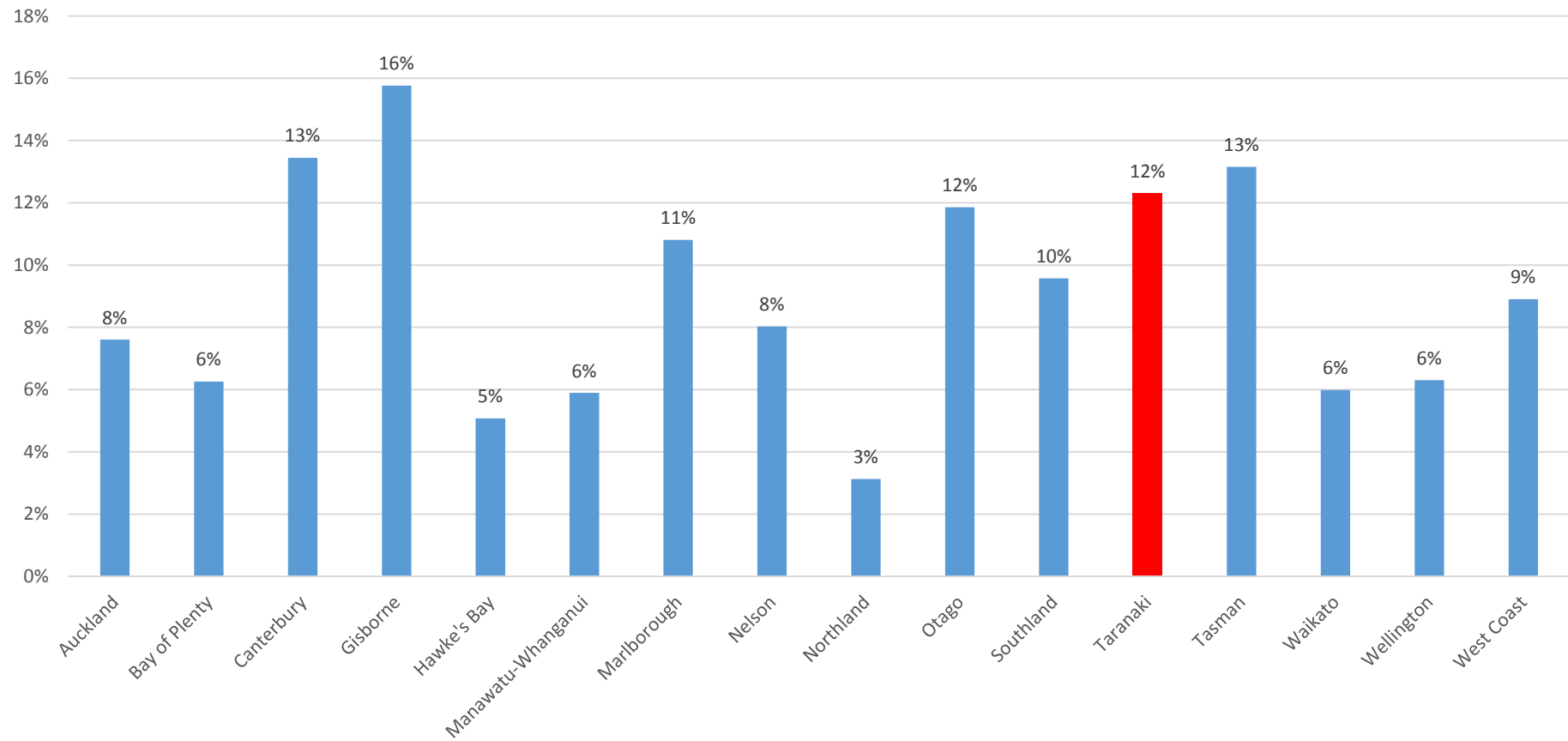


Expenditure – 12 months to June 2018

Visitor expenditure for the 12 months to June 2018 was estimated at \$396 million (MBIE) for the Taranaki region, an increase of 12% relative to the previous 12 month period.



Percent change in total spend: 12 months ending June 2018 V 12 months ending June 2017



APPENDIX

Below: Commercial Accommodation Monitor Details for Year and Quarter ending March 2018

Quarter - March 2018	% change					Actual				
	Stratford	South Taranaki	New Plymouth District	Taranaki	NZ	Stratford	South Taranaki	New Plymouth District	Taranaki	NZ
% from same time last year										
Guest Nights	8.2	12.2	0.3	4.9	-1.6	13,460	34,340	170,048	222,931	12,516,503
Guest arrivals	4.6	-3.8	1.2	5.2	-4	8,318	12,856	76,175	101,609	6,125,855
Average length of stay	3.5	16.7	-0.8	-0.3	2.5	1.62	2.67	2.23	2.19	2.04
Occupancy rate	5.2	-4.1	-8	-0.2	-5.5	31.07	36.09	47.45	47.21	52.62

Annual - March 2018	% change					Actual				
	Stratford	South Taranaki	New Plymouth District	Taranaki	NZ	Stratford	South Taranaki	New Plymouth District	Taranaki	NZ
YE % from previous yr										
Guest Nights	16	15.9	7.2	9	3.9	42,725	99,936	520,093	662,752	39,926,326
Guest arrivals	16.9	7.1	7.3	8	3.7	26,174	41,837	250,796	318,806	20,035,646
Average length of stay	-0.7	8.2	0	1	0.2	1.63	2.39	2.07	2.08	1.99
Occupancy rate	12.9	4.1	9	8.3	3	26.02	30.27	41.04	37.81	45.19

Data sources:

MBIE: Monthly Regional Tourism Estimates of Expenditure

Statistics NZ: Commercial Accommodation Monitor