

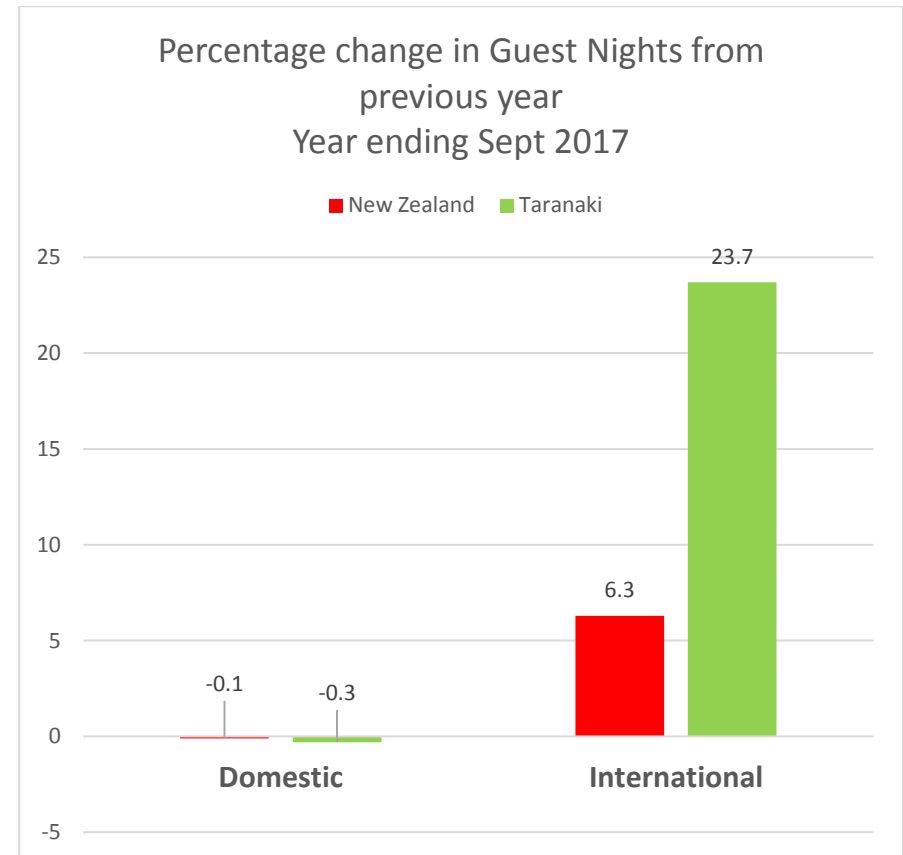


TARANAKI VISITOR STATISTICS SEPTEMBER 2017

Taranaki Visitor Statistics

At a Glance: Year ending September 2017

- For the 12 months ending September 2017 there were 308,288 visitors who stayed in commercial accommodation (e.g. motels) in the Taranaki region resulting in over 637,655 guest nights.
- Visitor arrivals increased (6.8%) but they stayed for a shorter duration (-3.3%) with a resulting increase in overall guest nights (3.3%) relative to the previous 12 months. This compared with a 3.0% 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 declined -0.3% although international guest nights increased 23.7%. This compared with -0.1% nationally for domestic guest nights and 6.3% for international guest nights.

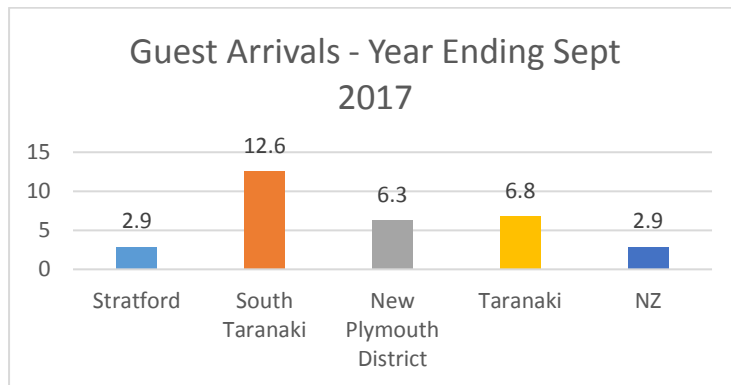


District Performance

80% of Taranaki's commercial accommodation guest nights for the 12 months ending September 2017 occurred in the New Plymouth District; 14% in South Taranaki and 6% in Stratford.

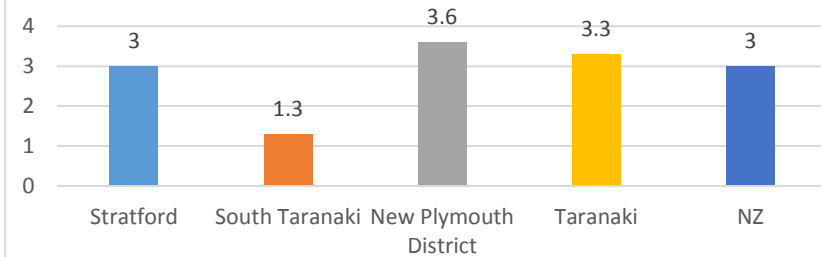
Guest arrivals increased in all the Taranaki Districts.

The strongest increase was experienced in South Taranaki District (12.6%), followed by New Plymouth District (6.3%).

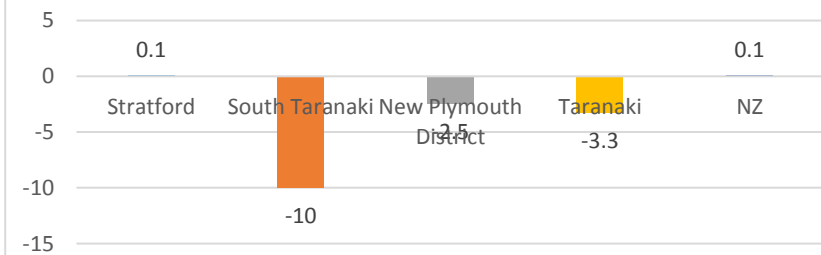


The length of stay decreased 3.3% to 2.07 nights in Taranaki. A decline in length of stay was experienced in New Plymouth (-2.5%) and South Taranaki District (-10%). Stratford experienced a small gain on par with the national result.

Commercial Accommodation Guest Nights - % change - Year Ending Sept 2017



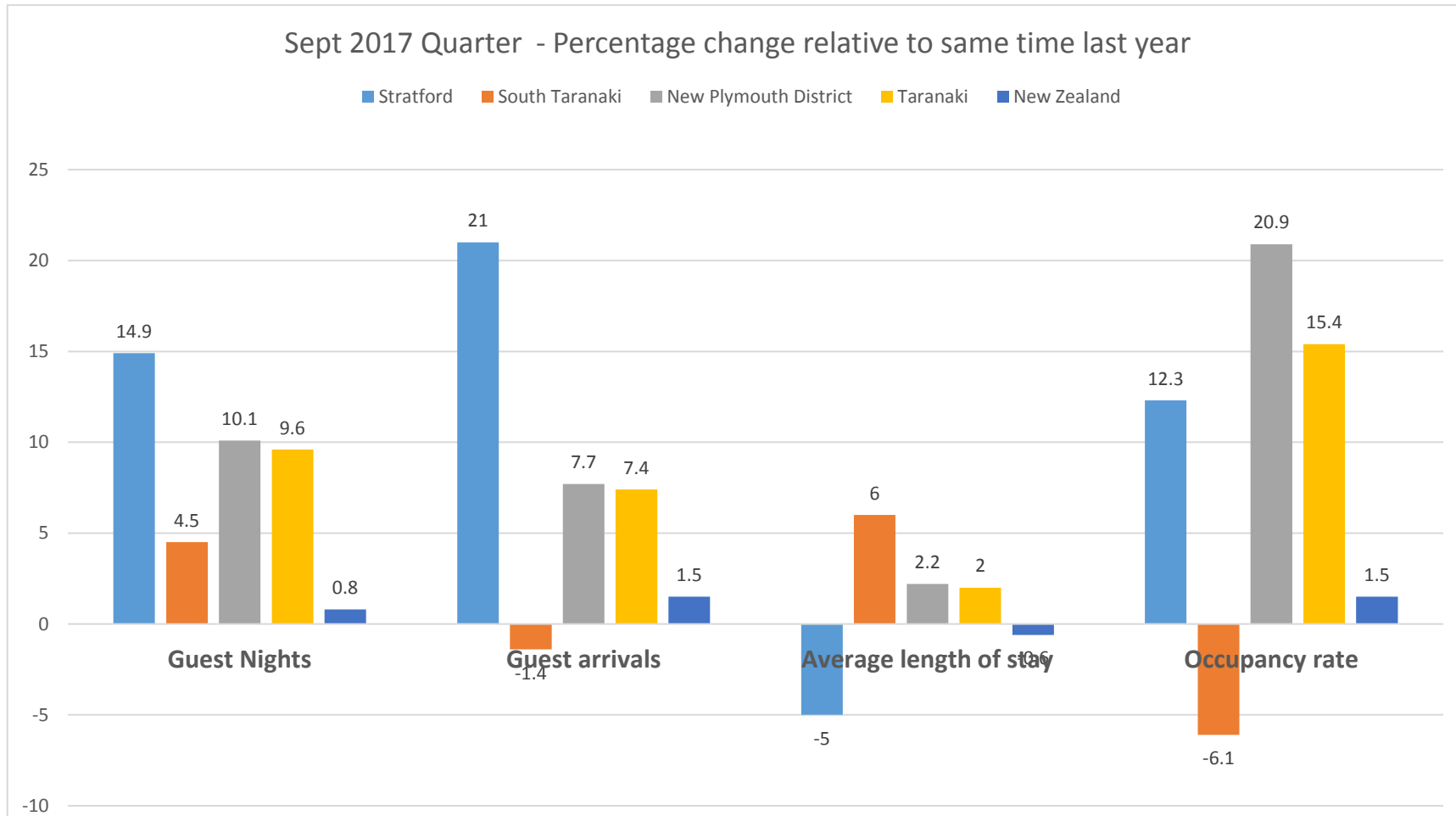
Commercial Accommodation - Average length of Stay - Year ending Sept 2017



These results contributed to an increase in guest nights for the region (3.3%) – with New Plymouth experiencing strongest growth (3.6%) followed by Stratford (3%) and South Taranaki (1.3%). The regional result was slightly ahead of the national average (3%).

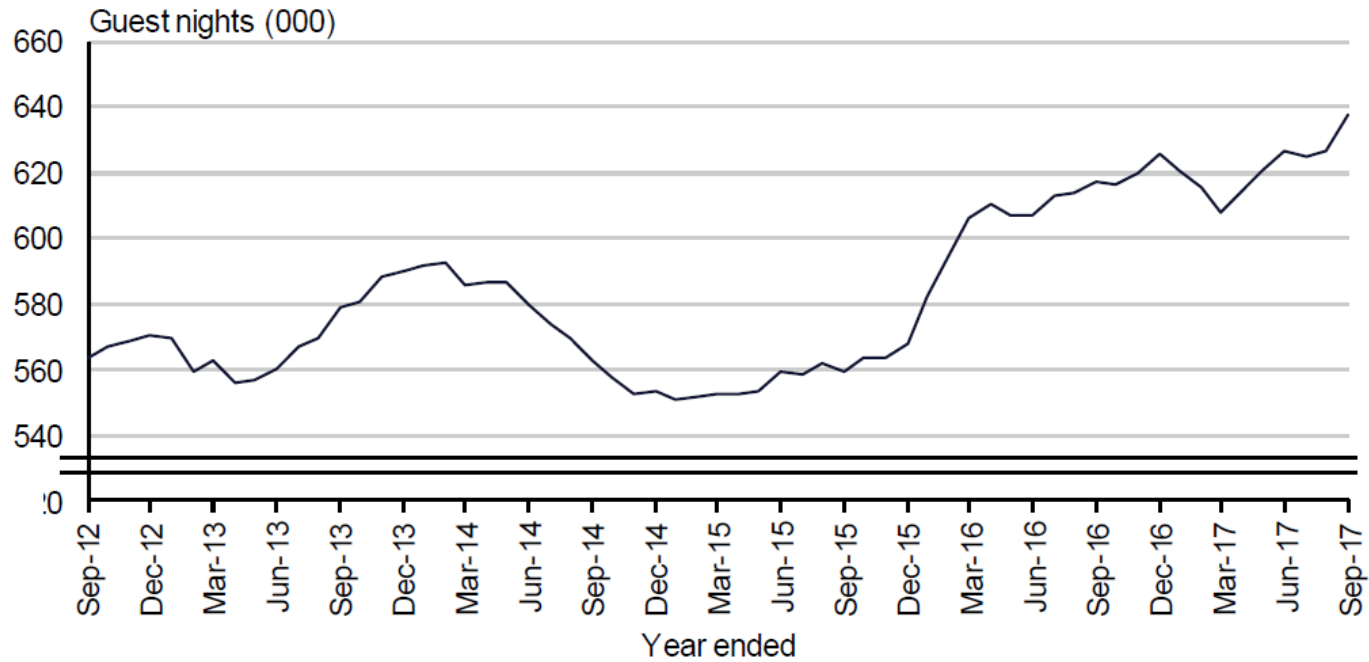
SEPTEMBER QUARTER 2017 RESULTS

In the September 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.



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

Taranaki RTO Area Annual Guest Nights

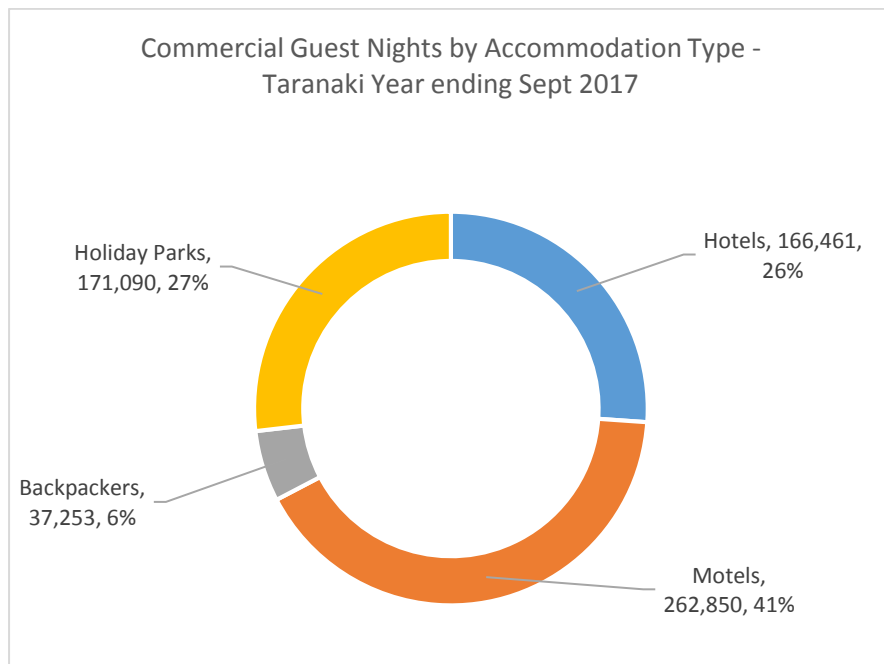


Source: Stats NZ

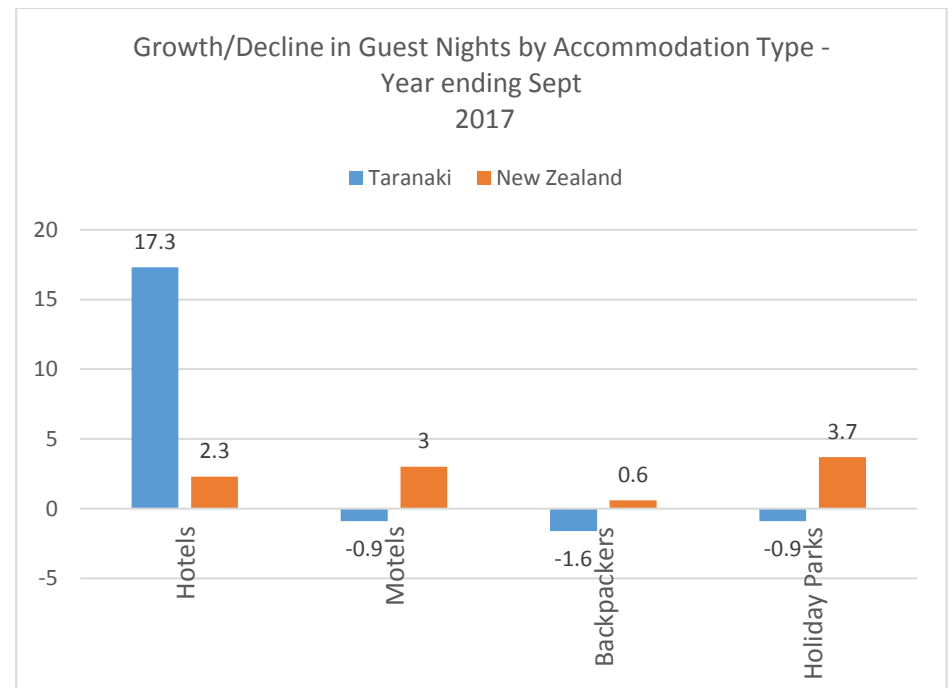
Variations by Accommodation Type

Variation was noted by accommodation type.

Motels attracted the highest number of commercial guest nights for the 12 month period for Taranaki.



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

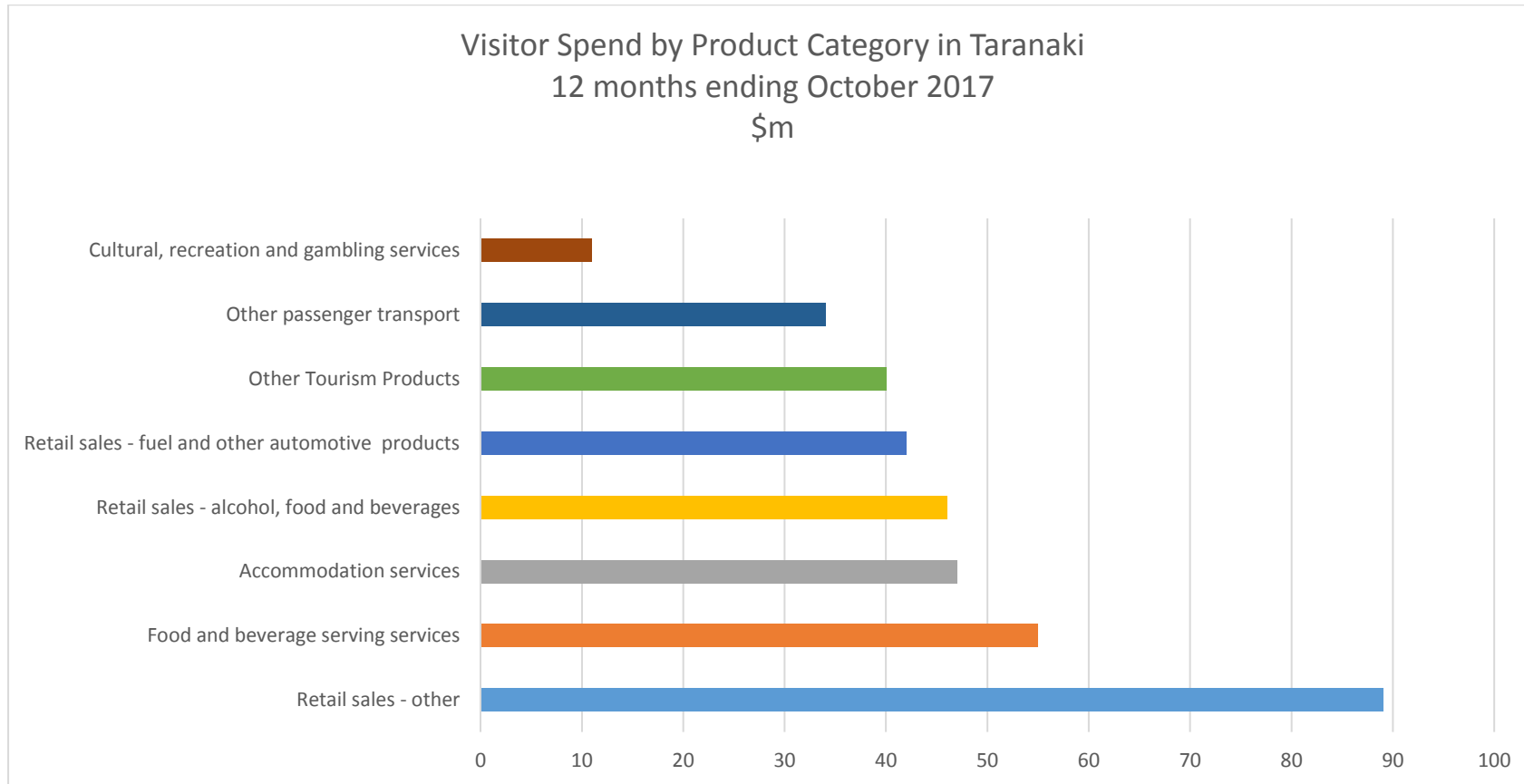


Expenditure – 12 months to October 2017

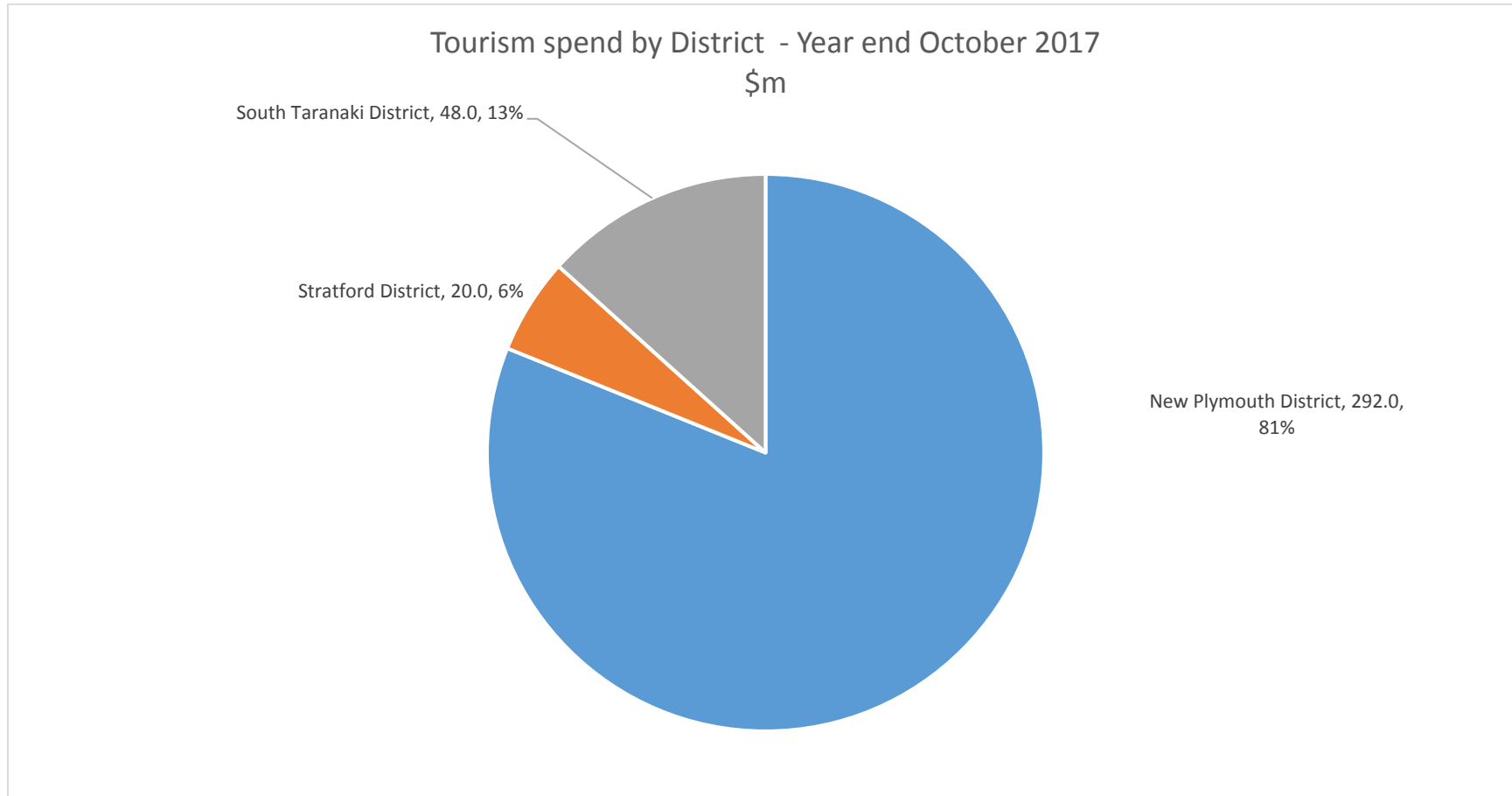
Visitor expenditure for the 12 months to October 2017 was estimated at \$362 million (MBIE) for the Taranaki region, an increase of 12% relative to the previous 12 month period.



Spend occurred across a range of categories, with the largest occurring in retail sales, food and beverage.



An estimated \$292m was spent in the New Plymouth District; \$20m in Stratford and \$48m in South Taranaki by 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 September 2017

Quarter - Sept 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	14.9	4.5	10.1	9.6	0.8	7,717	16,613	100,362	124,692	7,783,541
Guest arrivals	21	-1.4	7.7	7.4	1.5	4,995	7,538	51,298	63,830	3,807,025
Average length of stay	-5	6	2.2	2	0.6	1.54	2.20	1.96	1.95	2.04
Occupancy rate	12.3	-6.1	20.9	15.4	1.5	19.38	22.15	34.4	30.77	37.1

Annual - Sept 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	3	1.3	3.6	3.3	3	39,360	91,760	506,538	637,655	39,022,755
Guest arrivals	2.9	12.6	6.3	6.8	2.9	23,909	41,175	243,207	308,288	19,605,457
Average length of stay	0.1	-10	-2.5	-3.3	0.1	1.65	2.23	2.08	2.07	1.99
Occupancy rate	7.3	-2.9	6	5.2	7.3	24.20	29.61	40.18	37.49	44.55

Data sources: MBIE: Monthly Regional Tourism Estimates of Expenditure

Statistics NZ: Commercial Accommodation Monitor