

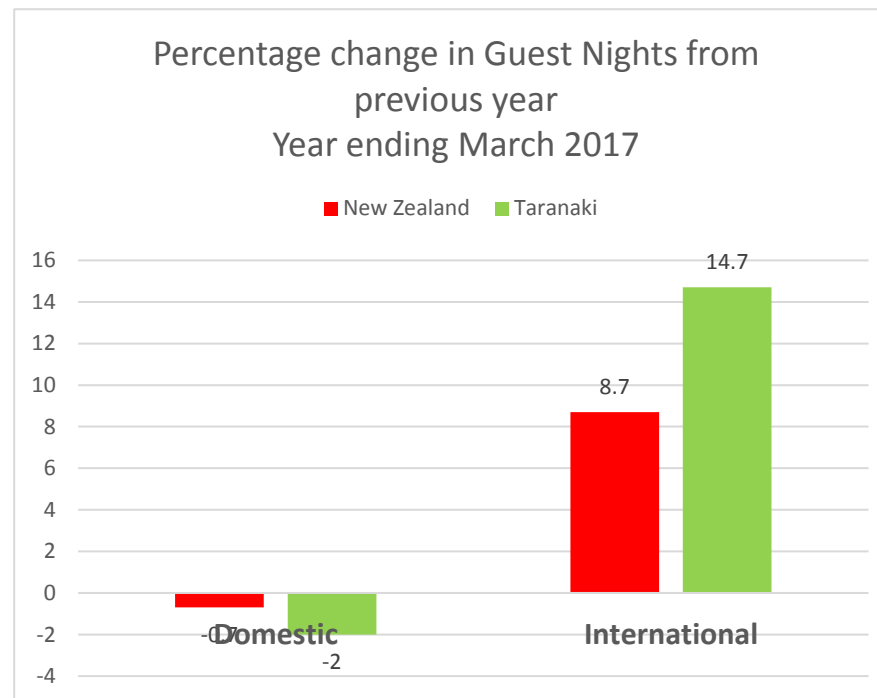


TARANAKI VISITOR STATISTICS MARCH 2017

Taranaki Visitor Statistics

At a Glance: Year ending March 2017

- For the 12 months ending March 2017 there were 295,273 visitors who stayed in commercial accommodation (e.g. motels) in the Taranaki region resulting in over 608,029 guest nights.
- Visitor arrivals increased (4.3%) but they stayed for a shorter duration (-3.8%) with a resulting small increase in overall guest nights (0.3%) relative to the previous 12 months. This compared with a 3.2% increase nationally in guest nights.
- 84% of Taranaki's commercial guest nights were from domestic visitors, with the balance, (16%) being international.
- Domestic guest nights declined 2.0% although international guest nights increased 14.7%. This compared with -0.7% nationally for domestic guest nights and 8.7% for international guest nights.

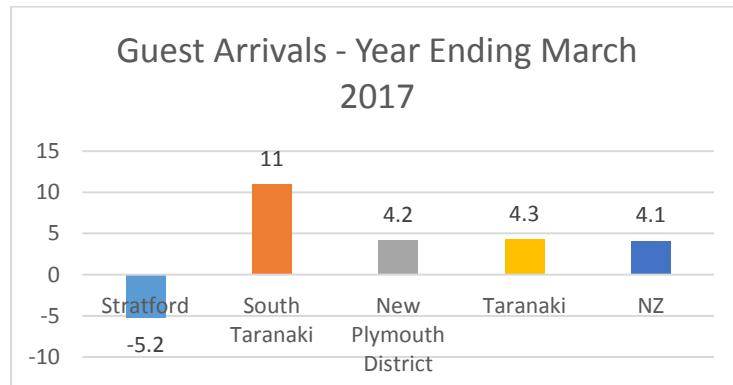


District Performance

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

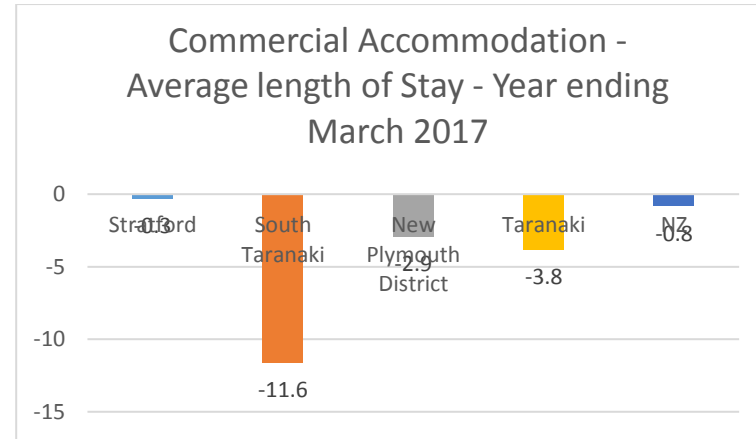
Guest arrivals increased in all the Taranaki Districts, except Stratford District (-5.2%).

The strongest increase was experienced in South Taranaki District (11%), followed by New Plymouth District (4.2%).

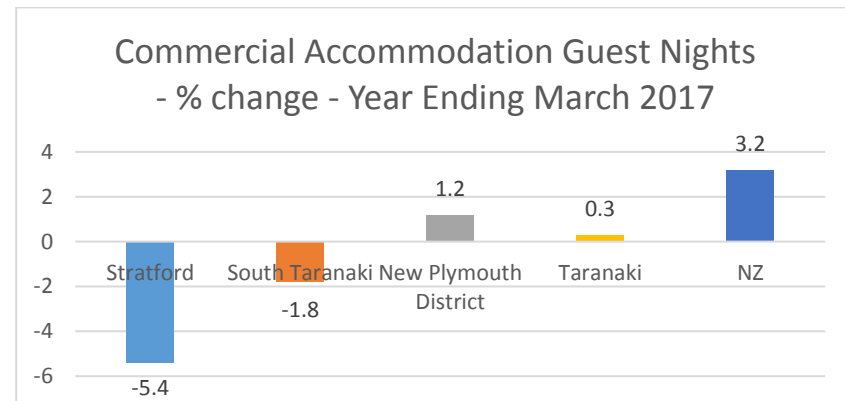


The length of stay decreased 2.14 nights to 2.06 in Taranaki and this decline was experienced in all the Taranaki Districts as well as nationally.

South Taranaki experienced the largest decline with -11.6%.



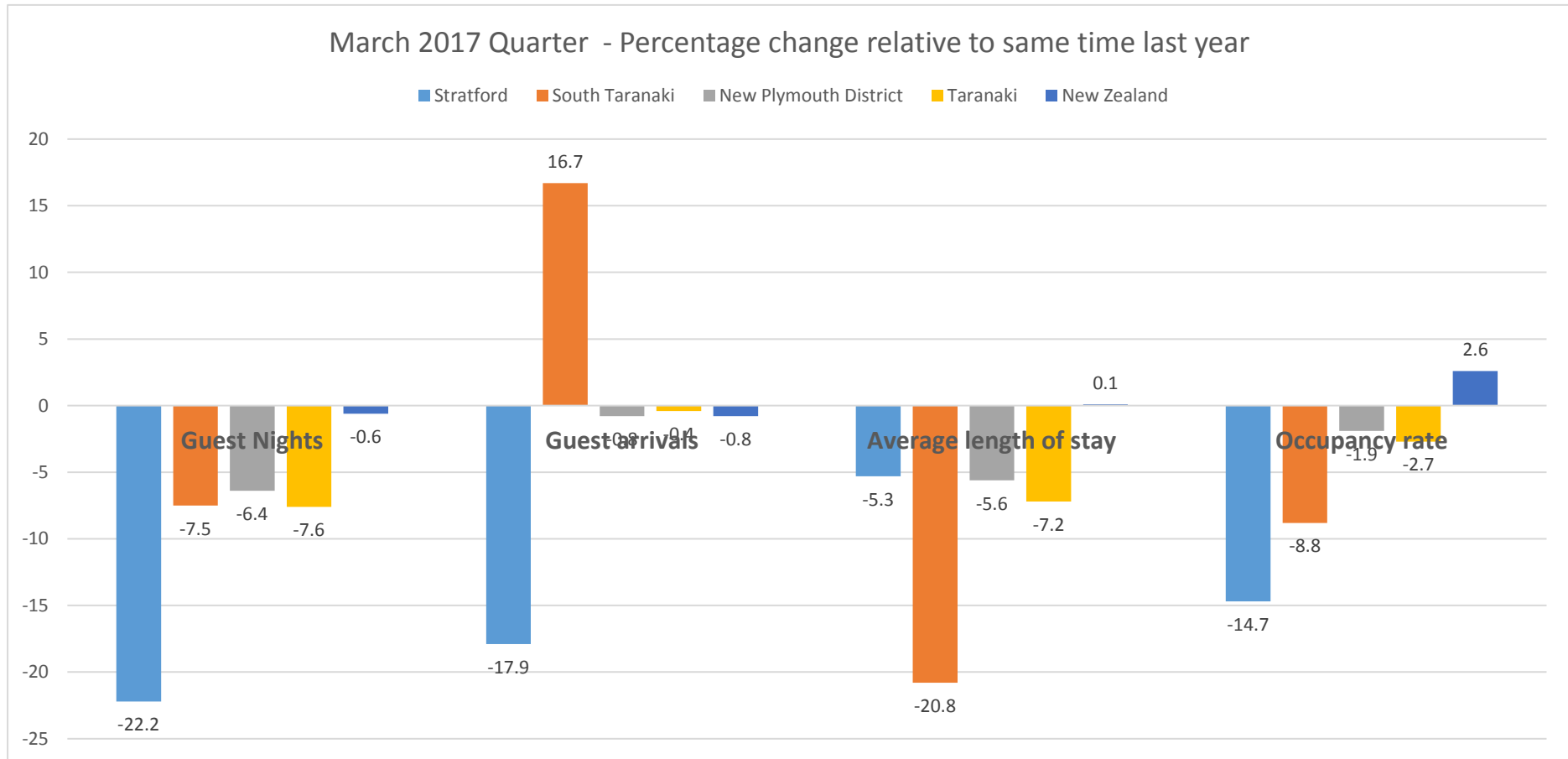
These results contributed to a small increase in guest nights for the region (0.3%) – with New Plymouth experiencing growth (1.2%) but small declines resulted in Stratford and South Taranaki. The regional result was less than the national average (3.2%).



*Some variation may occur due to rounding and boundary differences

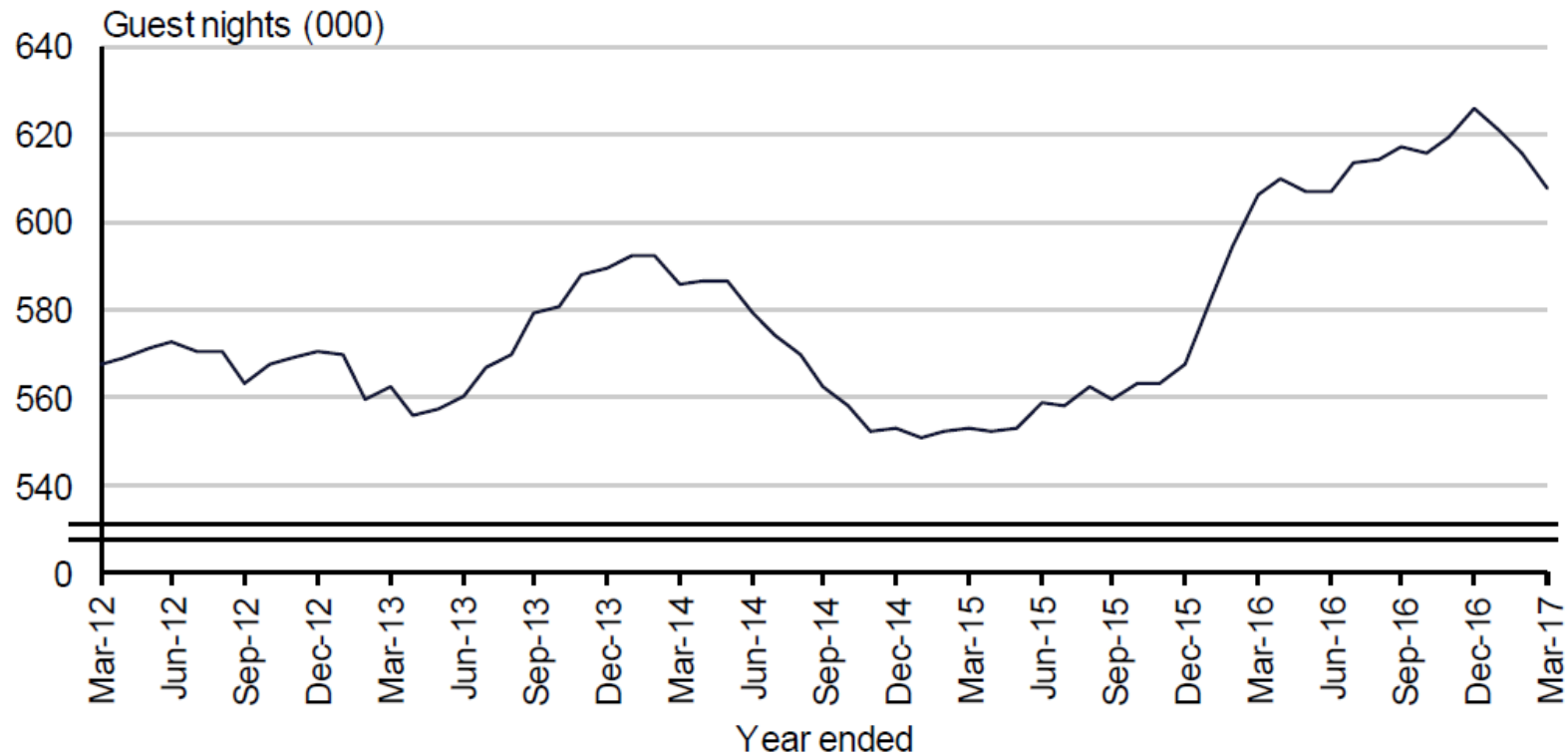
March Quarter 2017 Results

In the March quarter, Taranaki experienced a decline in guest nights, arrivals and average length of stay. Overall it was a more subdued quarterly result relative to same time in the previous year.



Despite tighter March result, the overall trend for commercial accommodation in Taranaki has been one of growth.

Taranaki RTO Area Annual Guest Nights

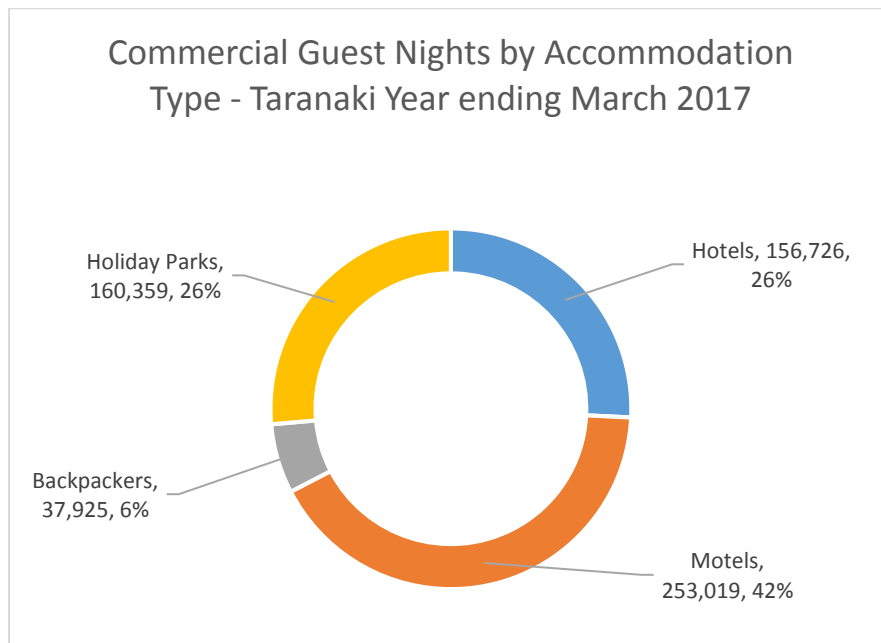


Source: Stats NZ

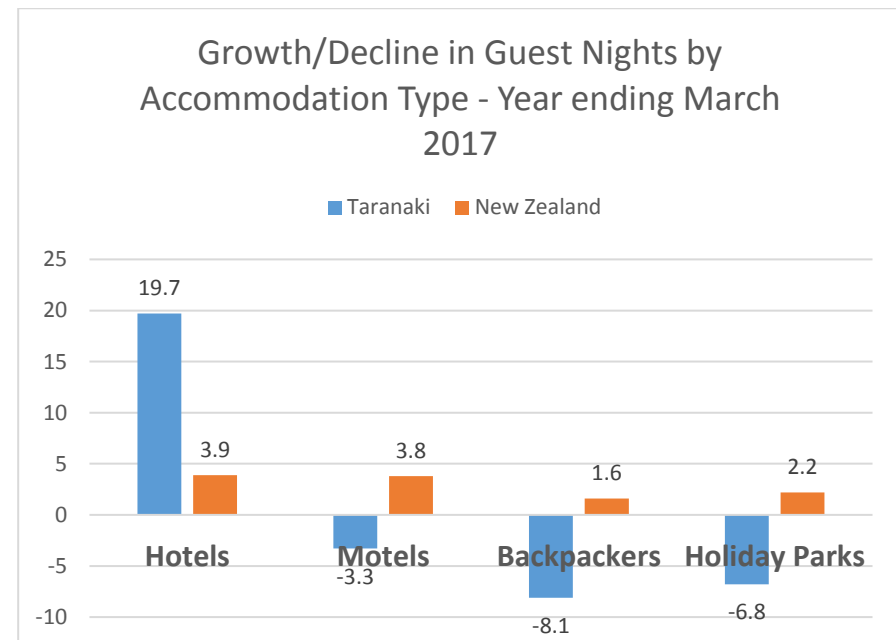
Variations by Accommodation Type

Variation was also noted by accommodation type.

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

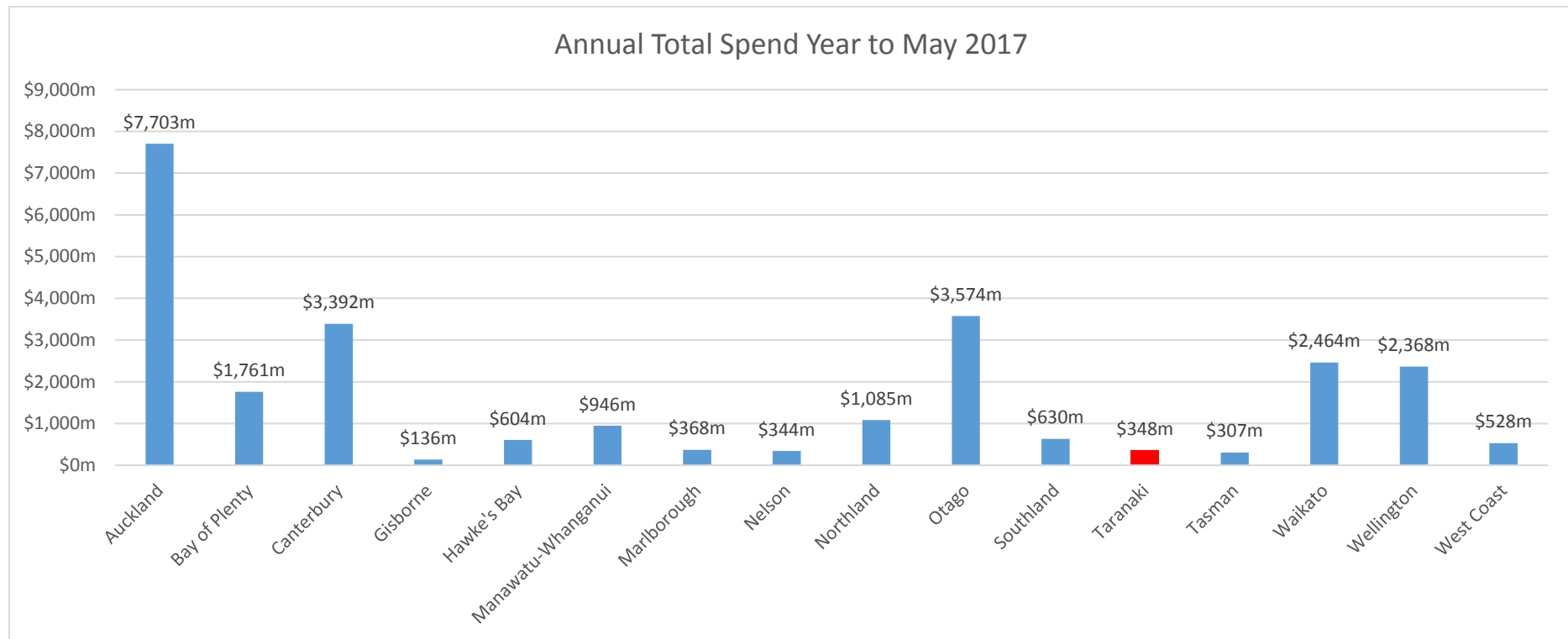


Guest nights in hotels performed more strongly in Taranaki relative to the previous 12 months.

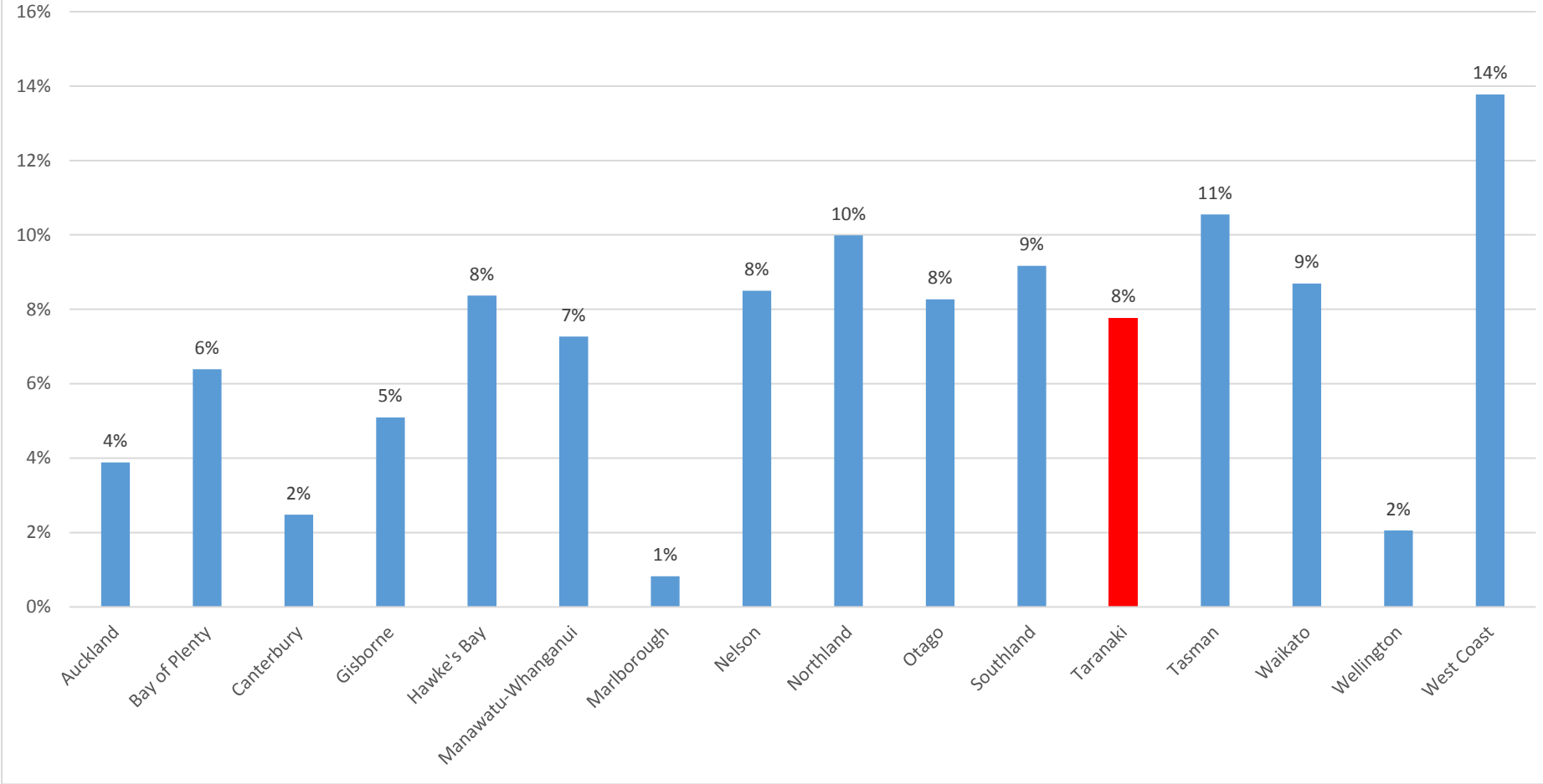


Expenditure – 12 months to January 2017

Visitor expenditure for the 12 months to May 2017 was estimated at \$348 million (MBIE) for the Taranaki region, an increase of 8% relative to the previous 12 month period.



Percent change in total spend: 12 months ending May 2017 V 12 months ending May 2016



APPENDIX

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

Quarter - March 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	-22.2	-7.5	-6.4	-7.6	-	12,441	30,599	169,512	212,551	6,377,990
Guest arrivals	-17.9	16.7	-0.8	-0.4	-	7,956	13,365	75,298	96,618	2
Average length of stay	-5.3	-20.8	-5.6	-7.2	0.1	1.56	2.29	2.25	2.2	55.7
Occupancy rate	-14.7	-8.8	-1.9	-2.7	2.6	29.52	37.63	51.55	47.3	12714623

Annual - March 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	-5.4	-1.8	1.2	0.3	3.2	36,834	86,235	484,960	608,029	38,418,276
Guest arrivals	-5.2	11	4.2	4.3	4.1	22,399	39,055	233,820	295,273	19,319,383
Average length of stay	-0.3	-11.6	-2.9	-3.8	-	1.64	2.21	2.07	2.06	1.99
Occupancy rate	11.6	-1.6	-0.6	1.2	4.2	23.05	29.08	37.65	34.93	43.89

Data sources:

MBIE: Monthly Regional Tourism Estimates of Expenditure

QRIOUS: Commissioned data undertaken for Venture Taranaki.

Statistics NZ: Commercial Accommodation Monitor