

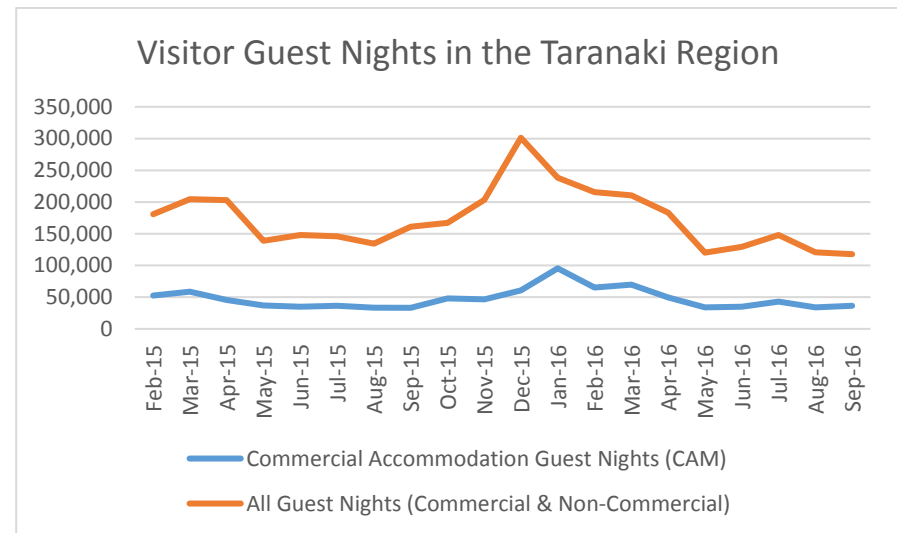
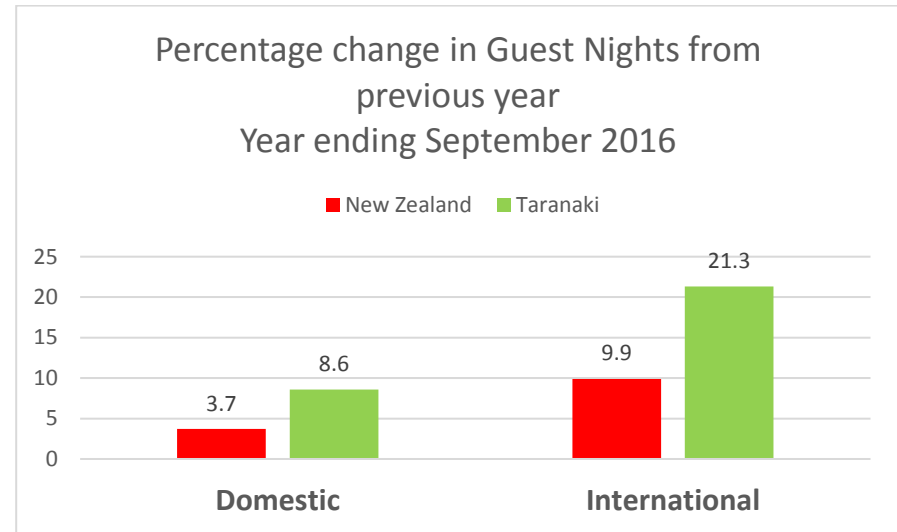


TARANAKI VISITOR STATISTICS SEPTEMBER 2016

Taranaki Visitor Statistics

At a glance: year ending Sept 2016

- For the 12 months ending September 2016 there were 288,701 visitors who stayed in commercial accommodation (e.g. motels) in the Taranaki region resulting in over 617,507 guest nights.
- Visitor arrivals increased (5.5%) and they stayed longer (4.6%) with a resulting increase in overall guest nights (10.3%) relative to the previous 12 months. This compared with a 6.2% increase nationally in guest nights.
- 85% of Taranaki’s commercial guest nights were from domestic visitors, with the balance, (15%) being international.
- Increases were experienced in both domestic visitor nights (8.6%), and international guest nights, which experienced a significant gain (21.3%). This was well ahead of the national average: 3.7% and 9.9% respectively.
- Additionally, visitors who stayed with friends and relatives or other non-commercial accommodation outlets contributed a further 1,537,436 guest nights to the region for the year to September 2016 resulting in a total of 2,154,941 guest nights.
- Day trippers added a further 419,188 visits during the year.



*Some variation may occur due to rounding and boundary differences

District Performance

79% of Taranaki's commercial accommodation guest nights for the 12 months ending June 2016 occurred in the New Plymouth District; 15% in South Taranaki and 6% in Stratford.

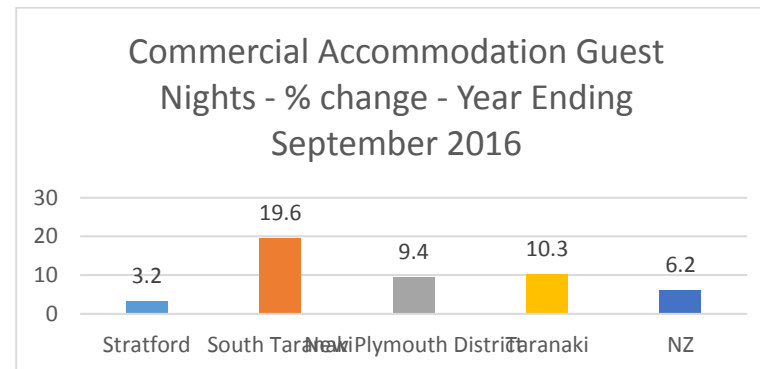
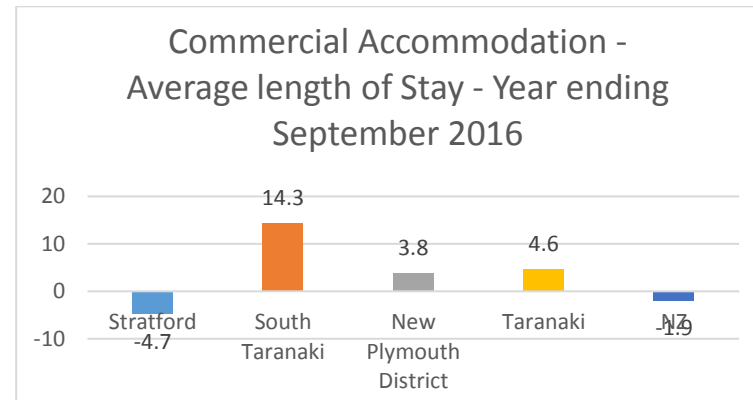
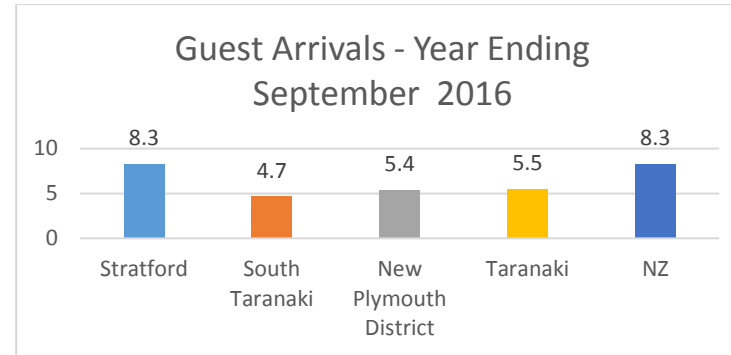
Guest arrivals increased in all the Taranaki Districts.

The strongest increase was experienced in the Stratford District (8.3%), followed by New Plymouth District (5.4%) and South Taranaki (4.7%).

The length of stay increased significantly in South Taranaki (14.3%), while Stratford experienced a decline (-4.7%) relative to the previous 12 months. New Plymouth had a 3.8% gain.

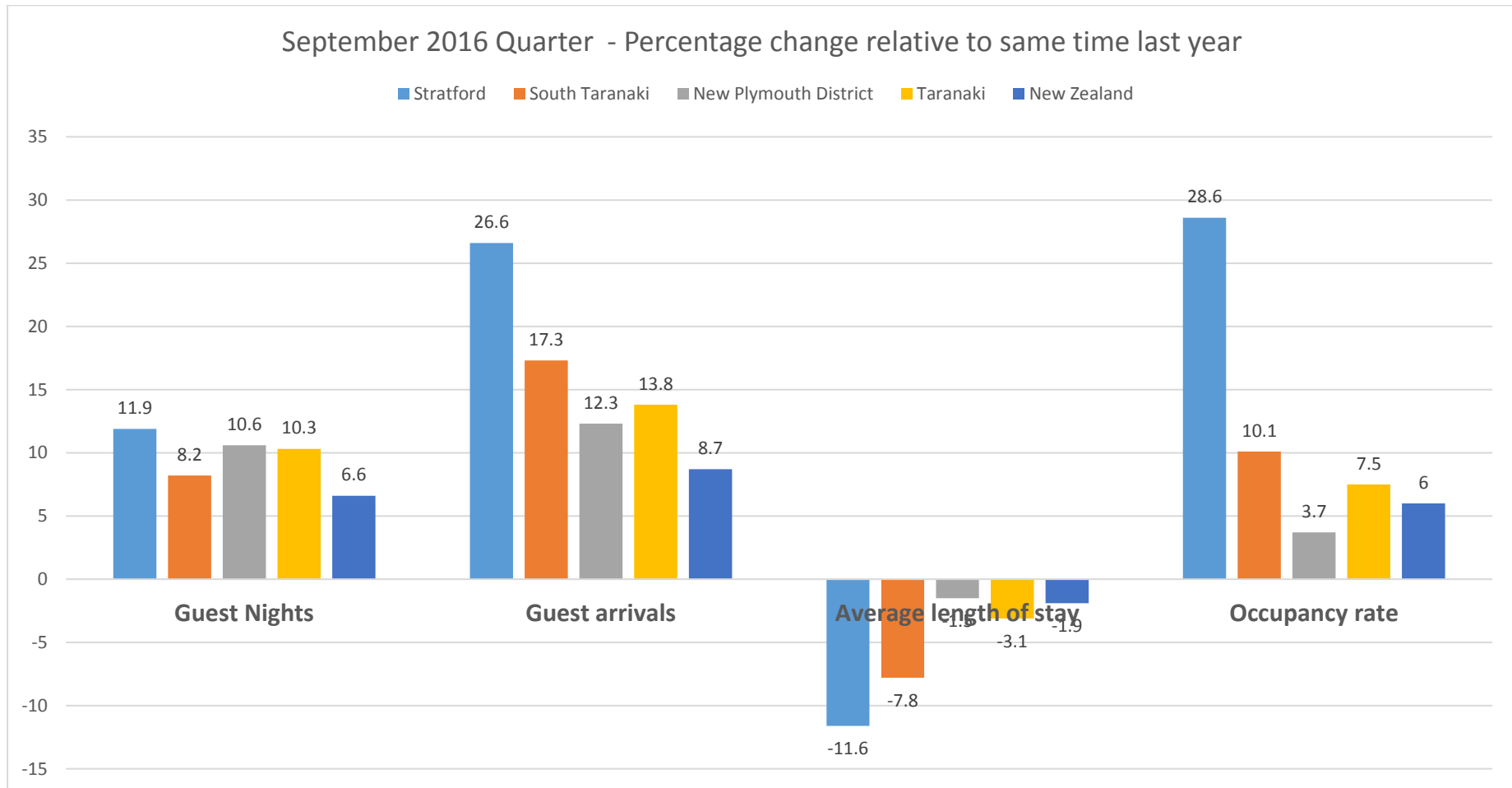
The above results contributed to an increase in guest nights in all the Districts, with South Taranaki at 19.6%, followed by New Plymouth (9.4%) with Stratford at 3.2%.

The regional result of 10.3% growth in guest nights was higher than the national average (6.2%).



September Quarter 2016 Results

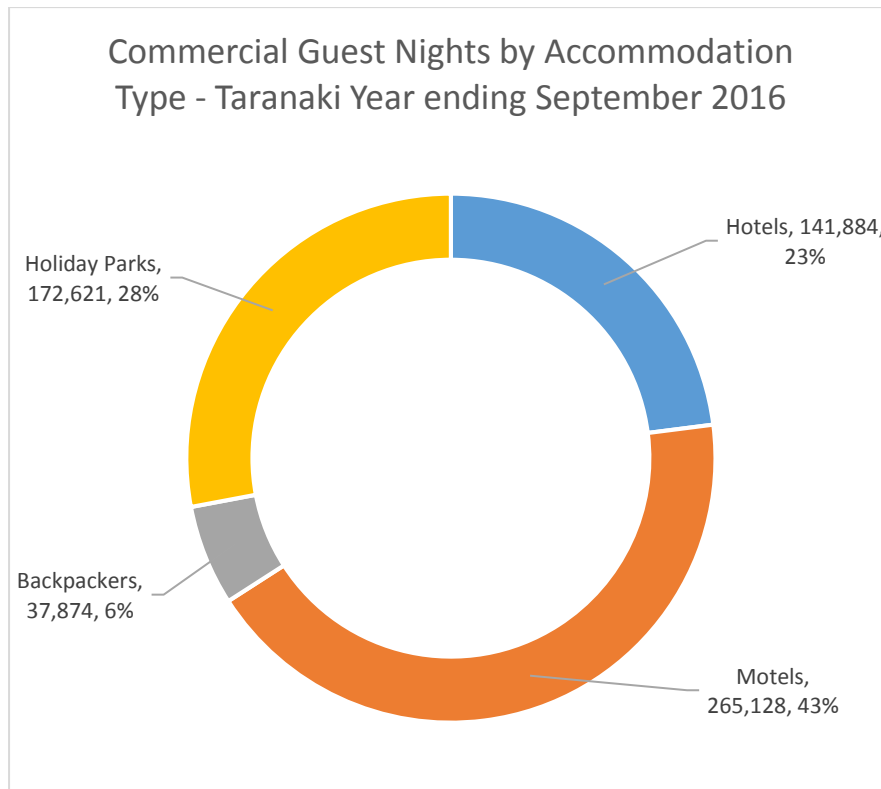
In the September quarter, Taranaki has experienced heightened guest nights in commercial accommodation as highlighted below, although variation is noted between the three districts in relation to guest nights, arrivals, length of stay and occupancy rate.



Variations by Accommodation Type

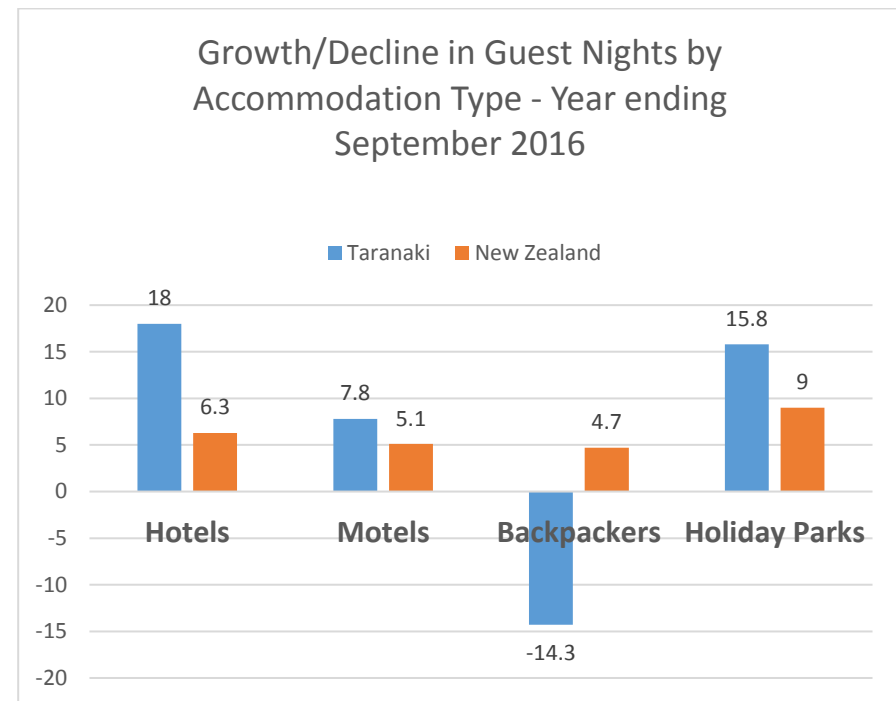
Variation is also noted by accommodation type.

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



During the course of the year, accommodation use can prove seasonal, especially for holiday parks, where utilisation is heightened during warmer months and holiday season.

Guest nights in hotels, motels and holiday parks performed more strongly in Taranaki relative to the previous 12 months, and relative to the national average. Backpacker results were more subdued.



Total Visitors

Venture Taranaki commissions Qrious, a subsidiary of Spark NZ Ltd. to provide additional visitor data concerning the Taranaki region.

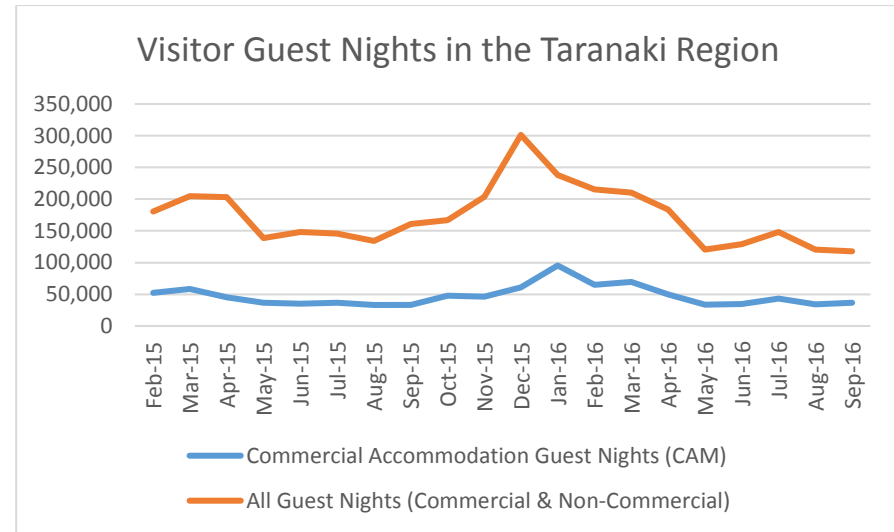
Qrious combines aggregated and anonymized mobile location data from Spark, with tourism statistics from MBIE and Statistics NZ, to assess total visitors to the region ie the data captures visitor movements over and above commercial accommodation such as e.g. those staying with friends and family as well as day trippers and other visitors.

The Qrious data highlighted that visits over and above those accounted for via commercial accommodation outlets contributed a further 1,537,436 guest nights to the region for the year to September 2016.

This resulted in an overall total of 2,154,941 guest nights (commercial and non-commercial accommodation guest nights).

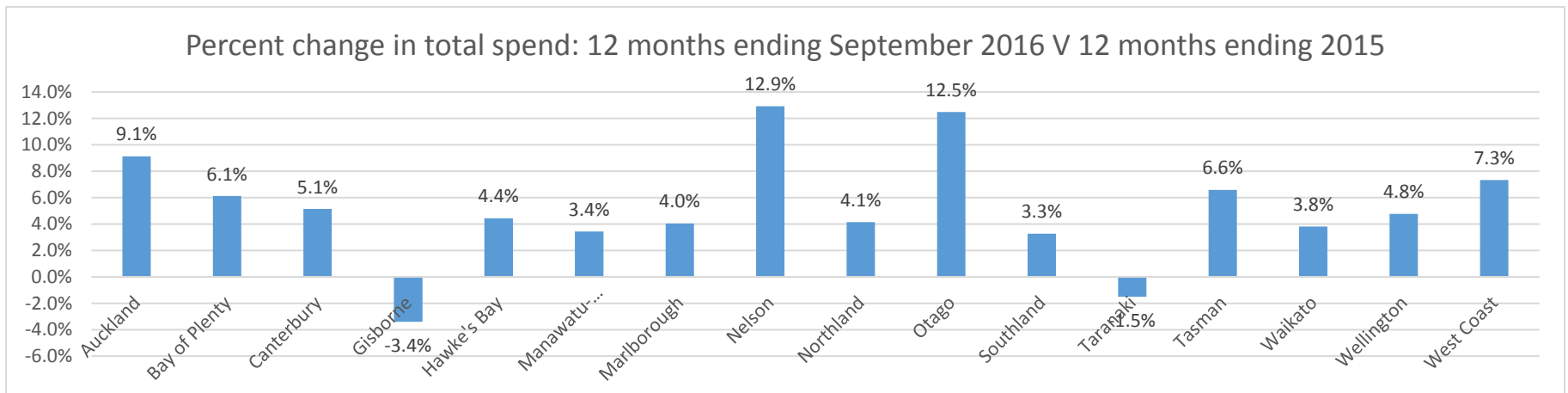
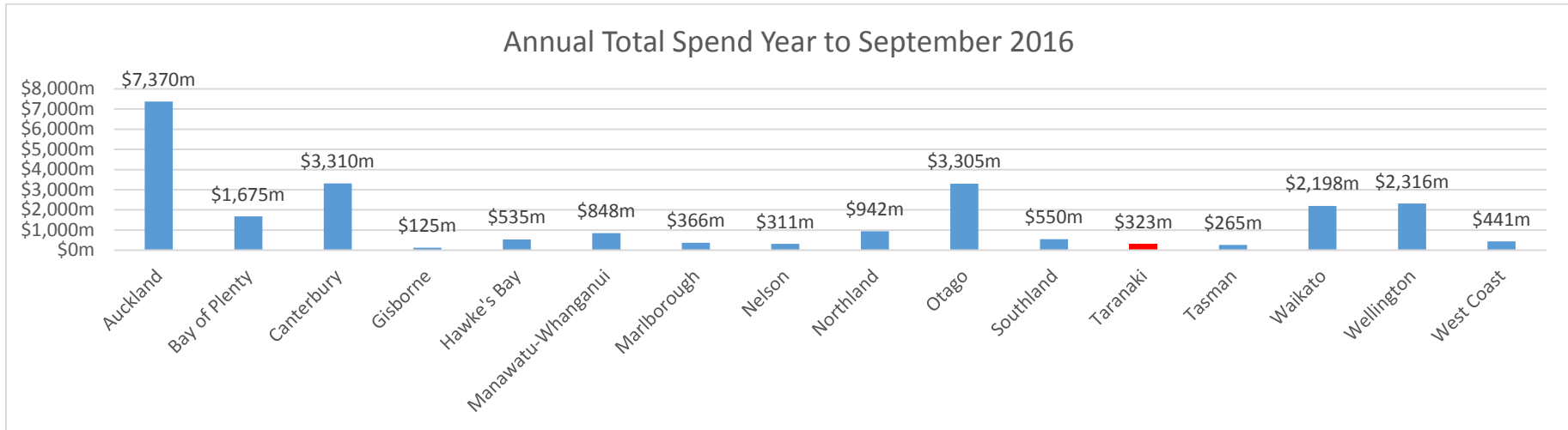
Day Trippers

In addition to the visitors staying overnight, a further 419,188 day visits to the region was also recorded via the Qrious data for the year ending September 2016.

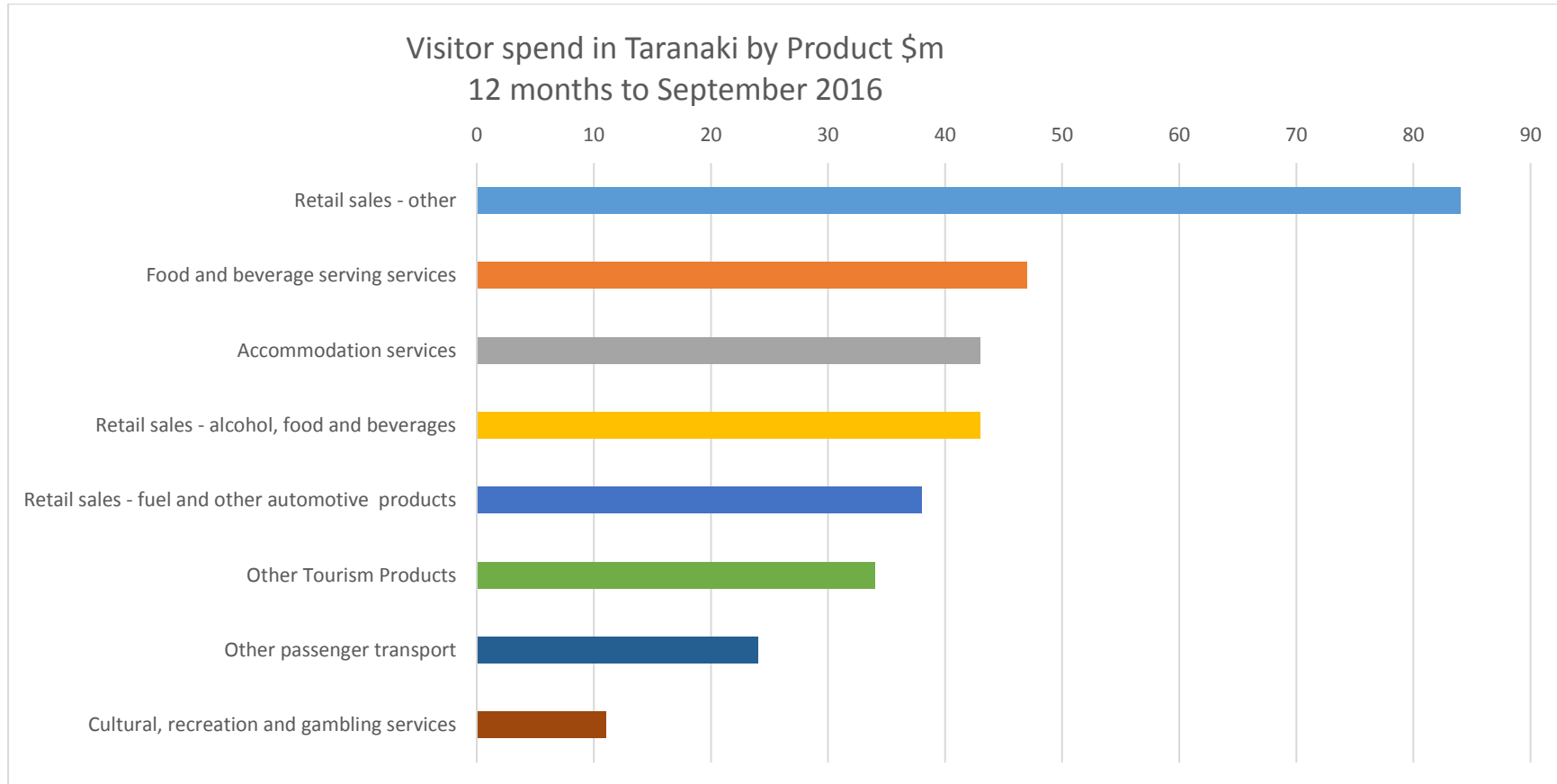


Expenditure – 12 months to September 2016

Visitor expenditure for the 12 months to September 2016 was an estimated \$323 million (MBIE) for the Taranaki region, a decline of 1.5% relative to the previous 12 month period.



Detailed analysis highlights that the majority of tourism/visitor spend in Taranaki was from domestic visitors. Furthermore retail, food/beverage and accommodation reflected key areas where money was spent.



APPENDIX

Below: Commercial Accommodation Monitor Details for Year and Quarter ending September 2016

Quarter – Sept. 2016	% 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	11.9	8.2	10.6	10.3	6.6	6,715	15,895	91,184	113,796	7,718,722
Guest arrivals	26.6	17.3	12.3	13.8	8.7	4,128	7,645	47,641	59,414	3,751,235
Average length of stay	-11.6	-7.8	-1.5	-3.1	-	1.63	2.08	1.91	1.92	2.06
Occupancy rate	28.6	10.1	3.7	7.5	6	17.26	23.6	28.44	26.66	36.55

Annual -Sept 2016	% change					Actual				
YE % from previous year	Stratford	South Taranaki	New Plymouth District	Taranaki	NZ	Stratford	South Taranaki	New Plymouth District	Taranaki	NZ
Guest Nights	3.2	19.6	9.4	10.3	6.2	38,198	90,567	488,740	617,507	38,040,747
Guest arrivals	8.3	4.7	5.4	5.5	8.3	23,237	36,571	228,897	288,701	19,114,885
Average length of stay	-4.7	14.3	3.8	4.6	-	1.64	2.48	2.14	2.14	1.99
Occupancy rate	19.5	19	4.2	7.9	5.2	22.56	30.5	37.91	35.11	43.07

Data sources:

MBIE: Monthly Regional Tourism Estimates of Expenditure

QRIOUS – Commissioned data undertaken for Venture Taranaki.

Statistics NZ: Commercial Accommodation Monitor