

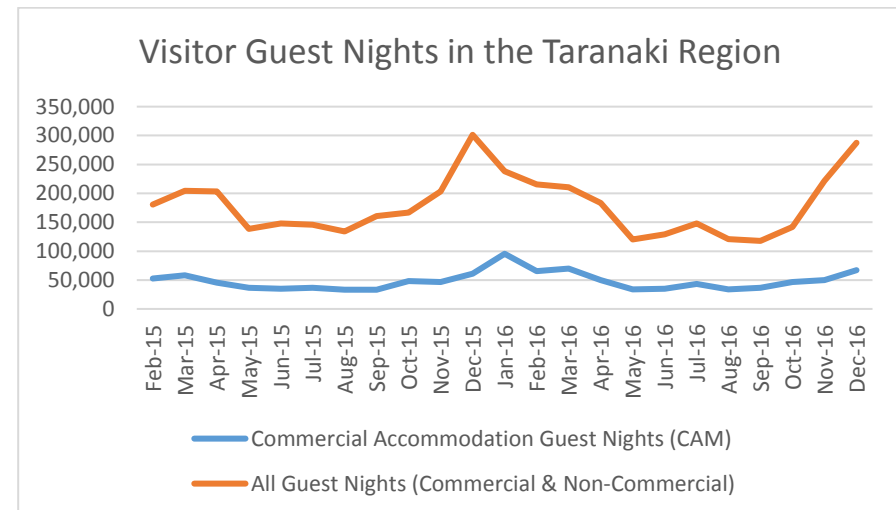
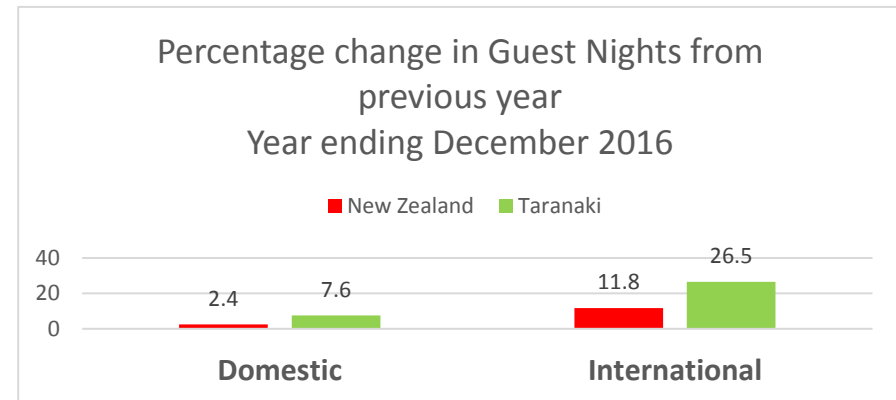


## **TARANAKI VISITOR STATISTICS DECEMBER 2016**

# Taranaki Visitor Statistics

## At a glance: year ending December 2016

- For the 12 months ending December 2016 there were 295,707 visitors who stayed in commercial accommodation (e.g. motels) in the Taranaki region resulting in over 625,623 guest nights.
- Visitor arrivals increased (8.0%) and they stayed longer (2.0%) with a resulting increase in overall guest nights (10.2%) relative to the previous 12 months. This compared with a 6.2% increase nationally in guest nights.
- 84% of Taranaki's commercial guest nights were from domestic visitors, with the balance, (16%) being international.
- Increases were experienced in both domestic visitor nights (7.6%), and international guest nights, which experienced a significant gain (26.5%). This was well ahead of the national average: 2.4% and 11.8% respectively.
- Additionally, visitors who stayed with friends and relatives or other non-commercial accommodation outlets contributed a further 1,508,432 guest nights to the region for the year to December 2016 resulting in a total of 2,134,056 guest nights.
- Day trippers added a further 440,110 visits during the year.



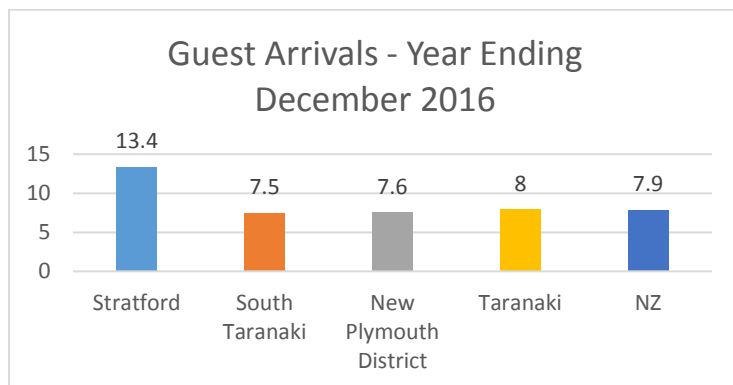
\*Some variation may occur due to rounding and boundary differences

## District Performance

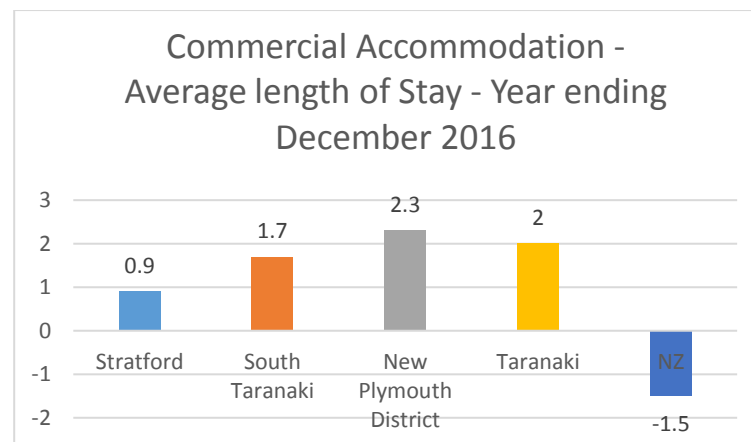
79% of Taranaki’s commercial accommodation guest nights for the 12 months ending December 2016 occurred in the New Plymouth District; 14% in South Taranaki and 7% in Stratford.

Guest arrivals increased in all the Taranaki Districts.

The strongest increase was experienced in the Stratford District (13.4%), followed by New Plymouth District (7.6%) and South Taranaki (7.5%).

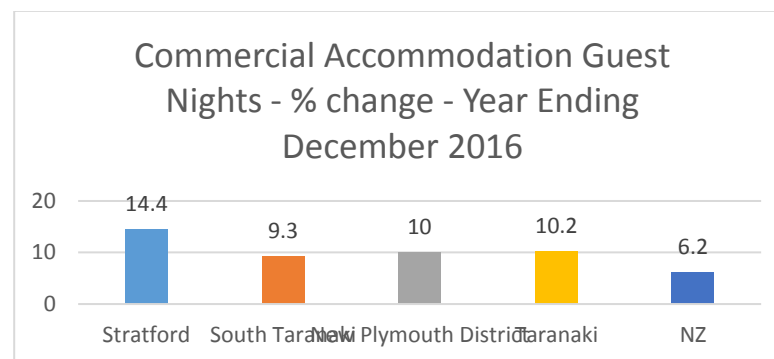


The length of stay also increased in all the Districts, ranging from New Plymouth District with a 2.3% increase to Stratford with 0.9%.



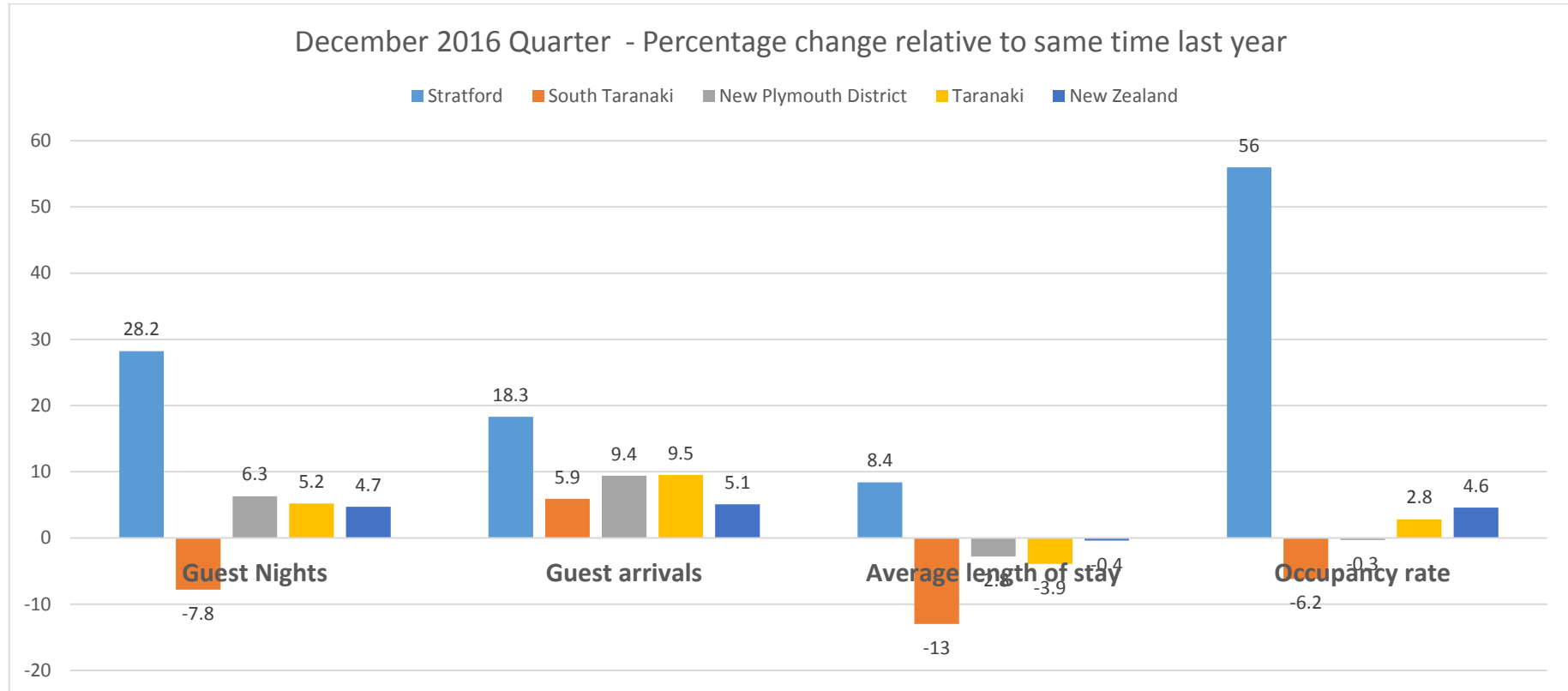
The above results contributed to an increase in guest nights in all the Districts, with Stratford recording 14.4% growth, South Taranaki 9.3% and New Plymouth District 10%.

The regional result of 10.2% growth in guest nights was higher than the national average (6.2%).



## DECEMBER QUARTER 2016 RESULTS

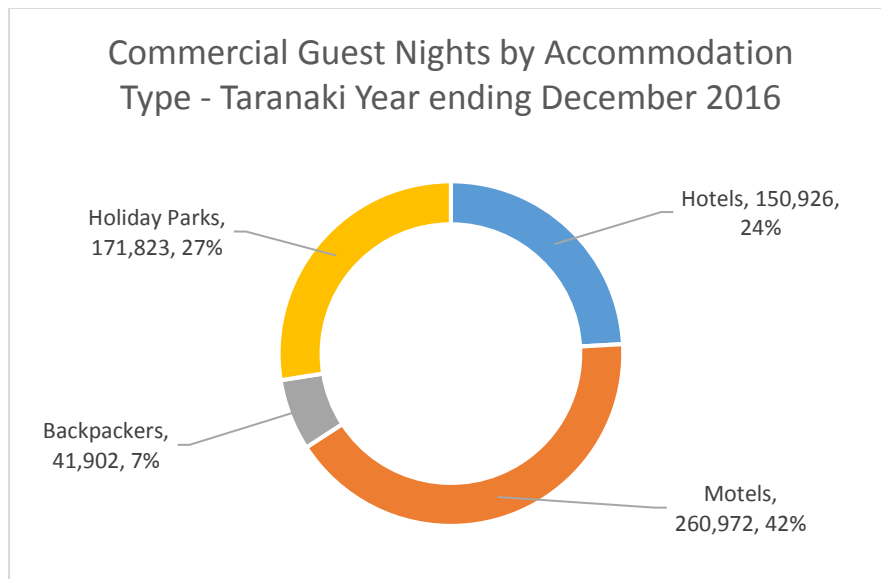
In the December quarter, Taranaki experienced heightened guest nights in commercial accommodation, although there was variation between the Districts. All the Districts recorded an increase in overall visitor numbers.



## Variations by Accommodation Type

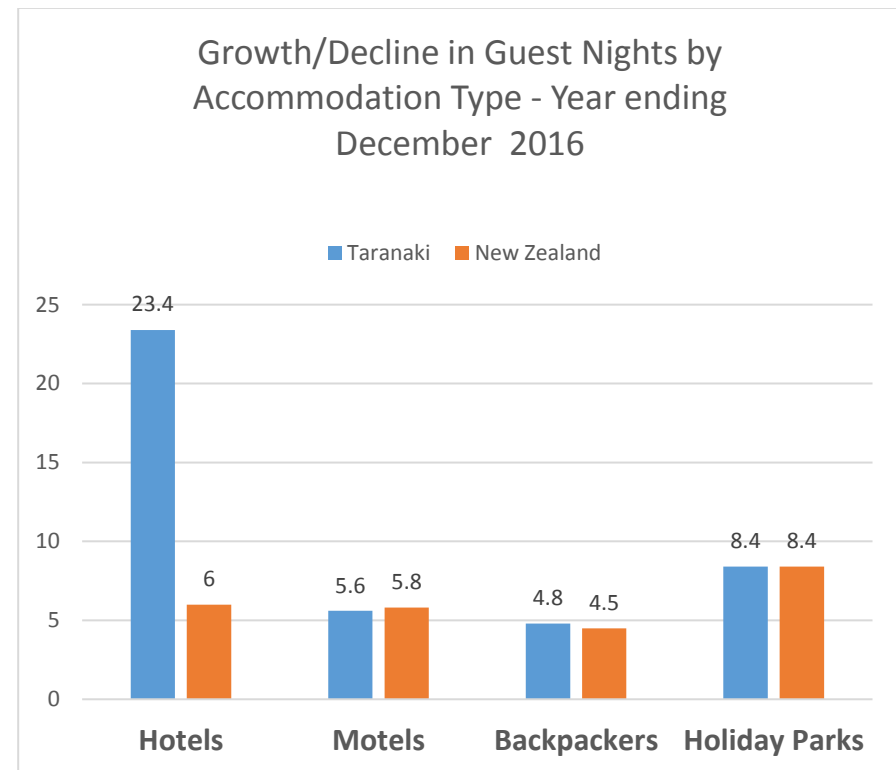
Variation was also noted by accommodation type.

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, holiday parks and backpackers performed more strongly in Taranaki relative to the previous 12 months. Hotels in particular performed well.



## 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 (as discussed in the previous pages and measured via the Commercial Accommodation Monitor – CAM – by Statistics NZ). The Qrious data also includes visitors staying with friends and family or other non-commercial outlets, as well as day trippers.

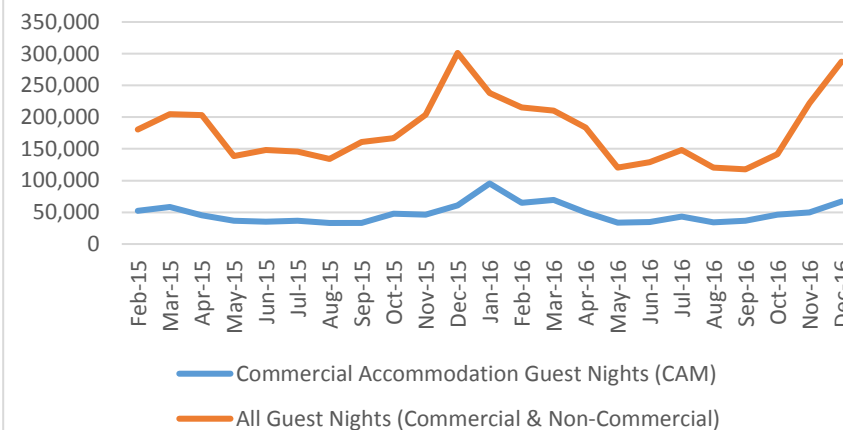
The Qrious data indicated that visitors over and above those staying at commercial accommodation outlets contributed a further 1,508,432 guest nights to the region for the year to December 2016.

This resulted in an overall total of 2,134,056 guest nights for the region (commercial and non-commercial accommodation guest nights).

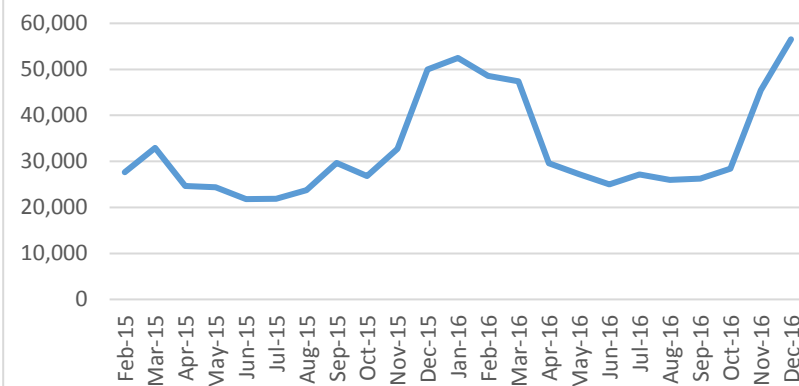
### Day Trippers

In addition to the visitors staying overnight, a further 440,110 day visits to the region was also recorded via the Qrious data for the year ending December 2016.

Visitor Guest Nights in the Taranaki Region

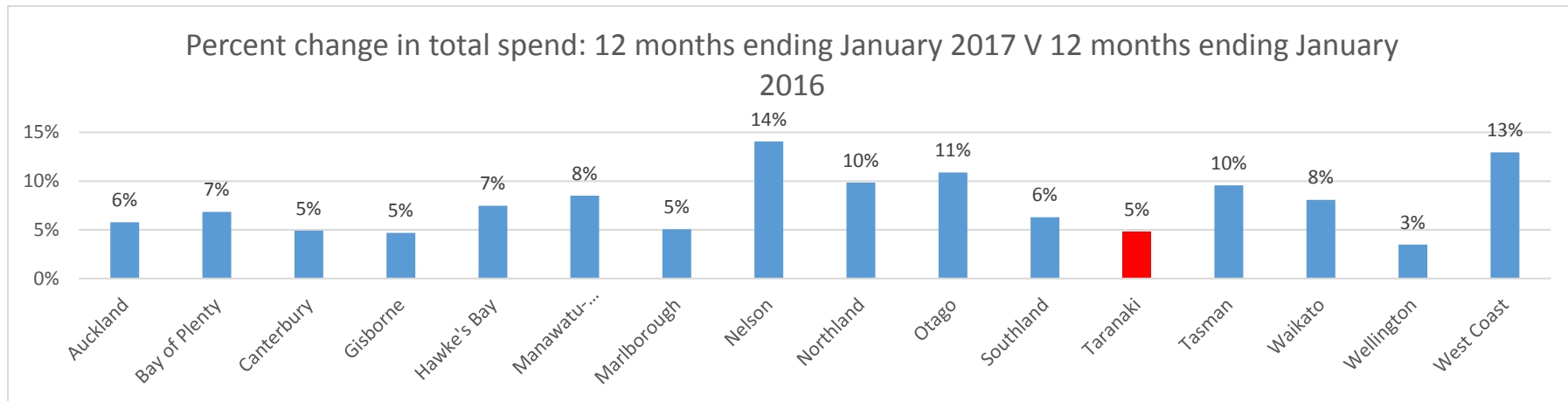
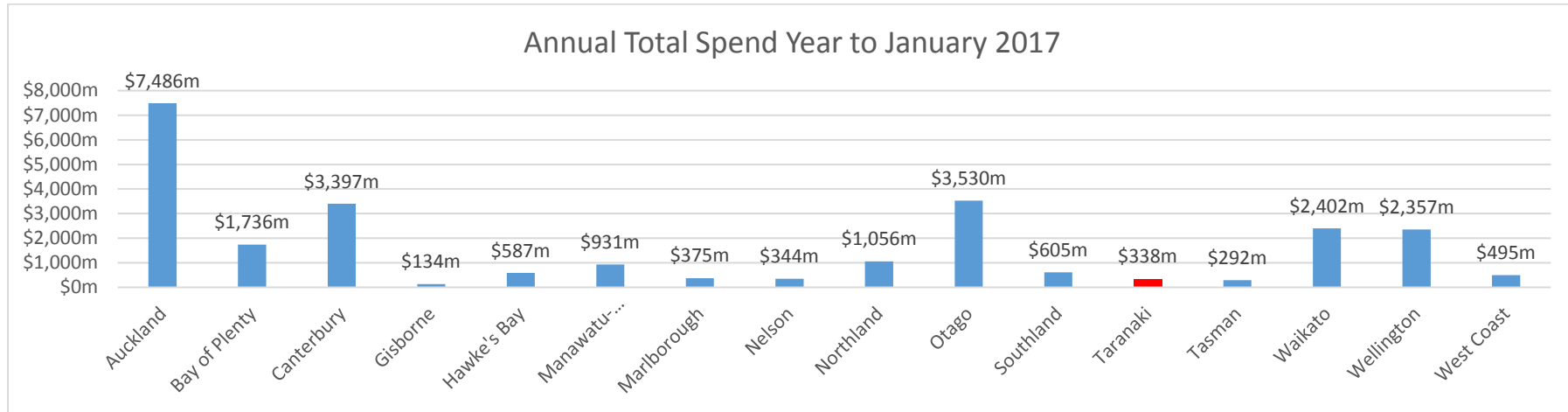


Visitor Day Trips to the Taranaki Region

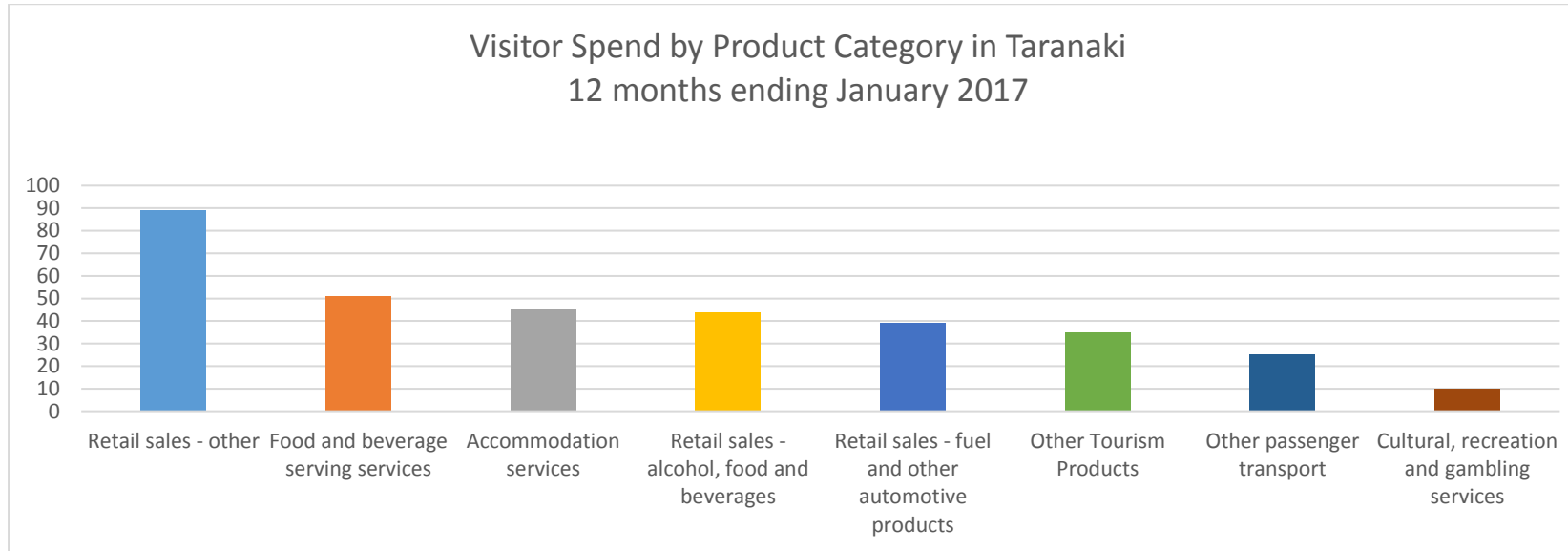


# Expenditure – 12 months to January 2017

Visitor expenditure for the 12 months to January 2017 was estimated at \$338 million (MBIE) for the Taranaki region, an increase of 5% relative to the previous 12 month period.



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 December 2016

Quarter - December 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	28.2	-7.8	6.3	5.2	4.7	9,977	21,790	131,703	163,469	10,252,505
Guest arrivals	18.3	5.9	9.4	9.5	5.1	5,816	10,157	64,586	80,559	5,266,735
Average length of stay	8.4	-13	-2.8	-3.9	-0.4	1.72	2.15	2.04	2.03	1.95
Occupancy rate	56	-6.2	-0.3	2.8	4.6	24.55	29.72	39.31	36.42	45.7

Annual - December 2016	% change					Actual				
YE % from previous yr	Stratford	South Taranaki	New Plymouth District	Taranaki	NZ	Stratford	South Taranaki	New Plymouth District	Taranaki	NZ
Guest Nights	14.4	9.3	10	10.2	6.2	40,393	88,720	496,509	625,623	38,500,899
Guest arrivals	13.4	7.5	7.6	8	7.9	24,136	37,141	234,432	295,707	19,369,329
Average length of stay	0.9	1.7	2.3	2	-1.5	1.67	2.39	2.12	2.12	1.99
Occupancy rate	38.6	10.9	3.2	7.4	5.3	25.14	30.01	37.89	35.36	43.59

### Data sources:

MBIE: Monthly Regional Tourism Estimates of Expenditure

QRIOUS – Commissioned data undertaken for Venture Taranaki.

Statistics NZ: Commercial Accommodation Monitor