

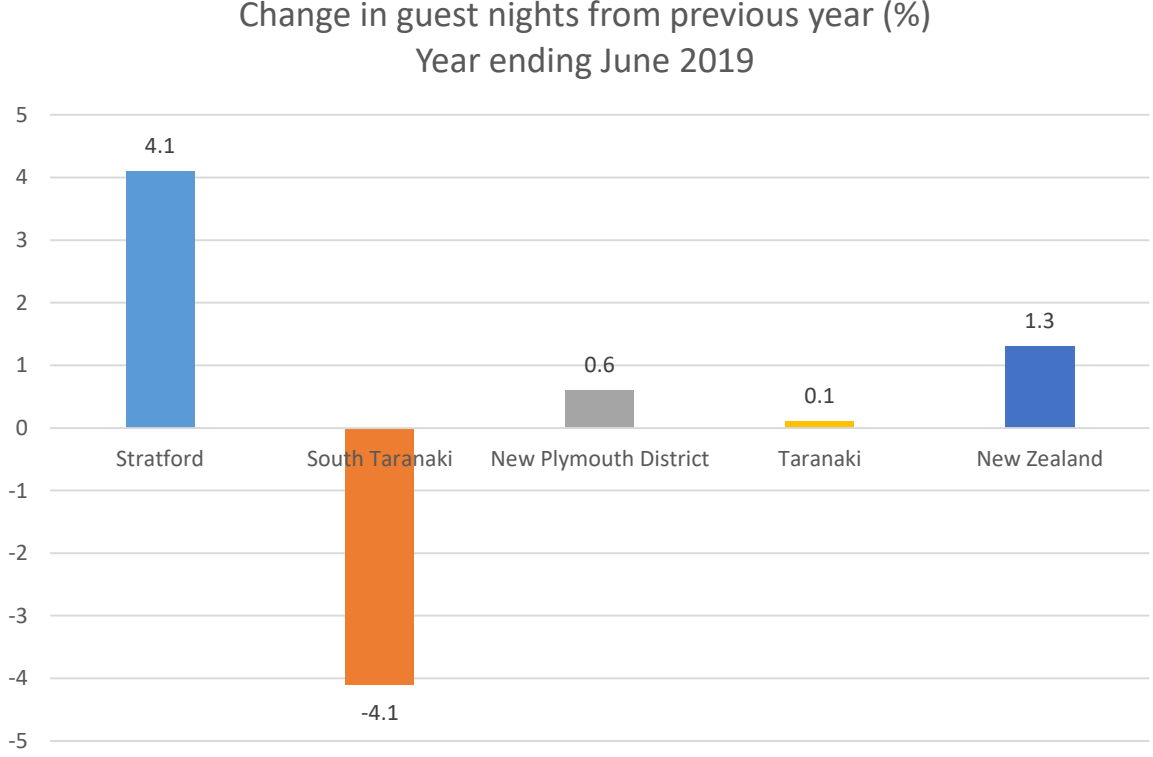
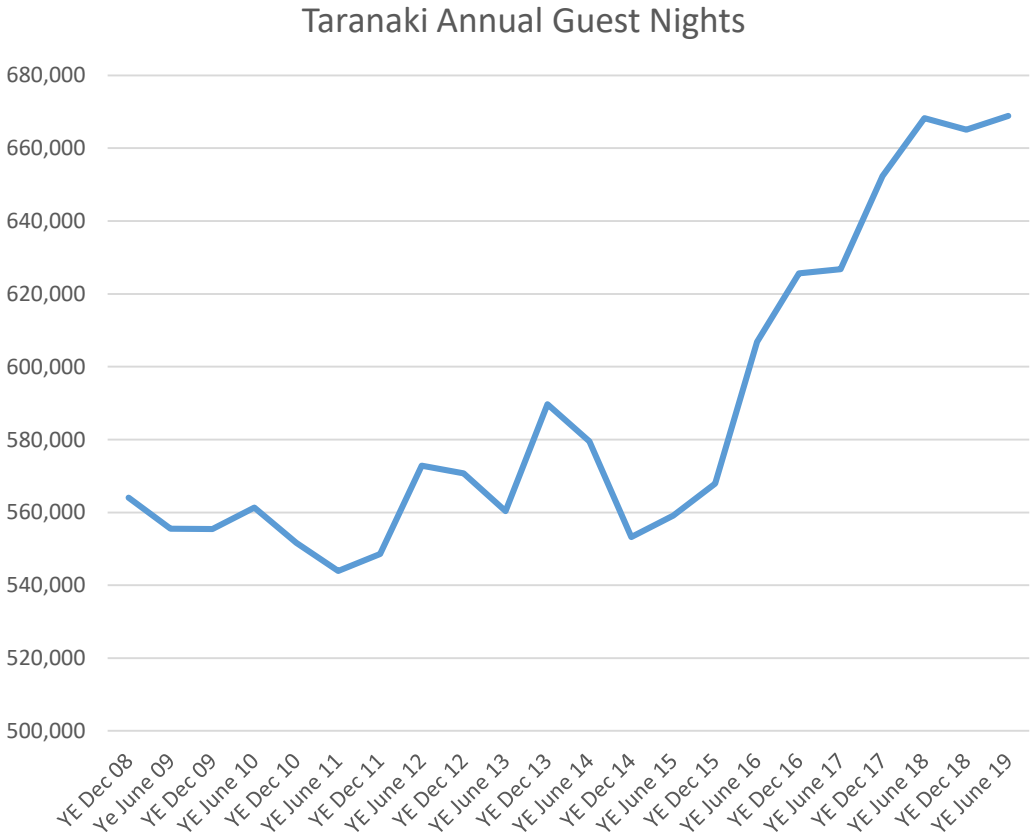
TARANAKI

like no other

**VISITOR AND
TOURISM SNAPSHOT**

Year to June 2019

Guest nights in Taranaki spent in commercial accommodation outlets: 668,880

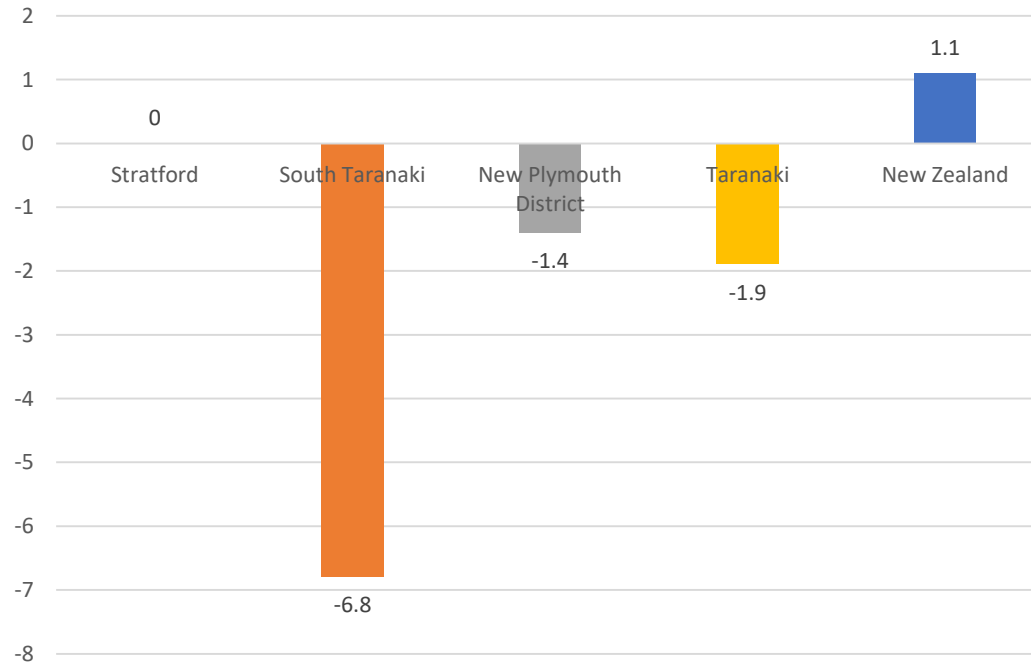


Source: Commercial Accommodation monitor

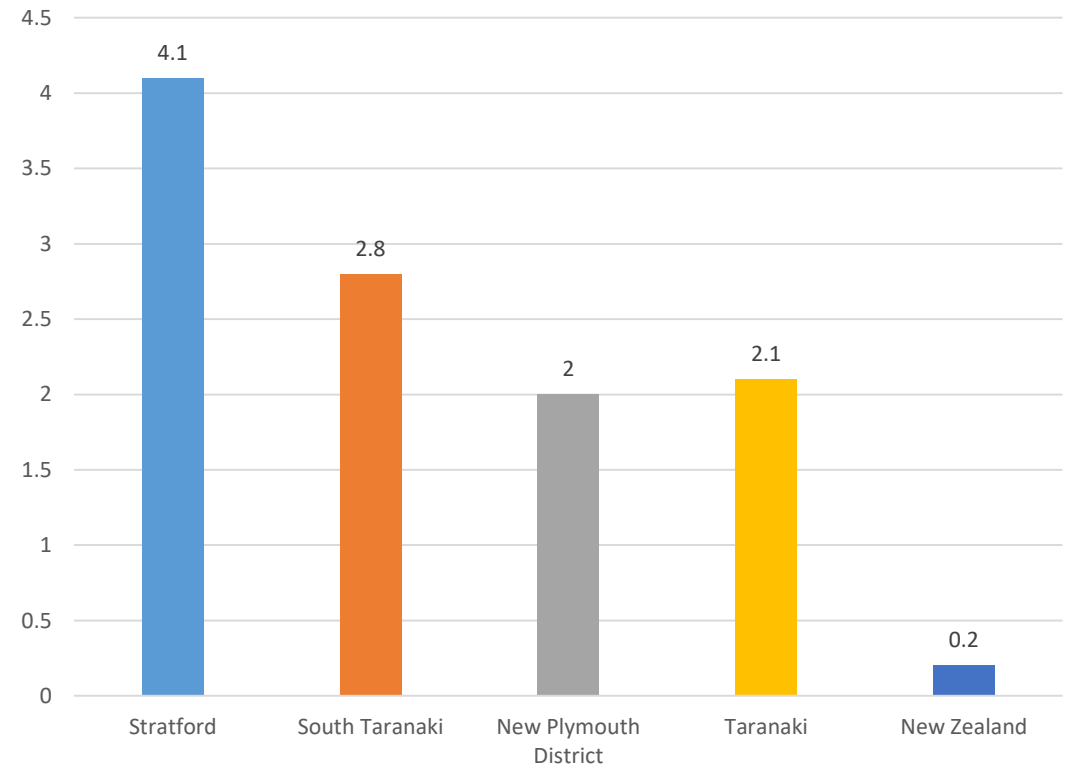
Visitor arrivals and length of stay

Year ending June 2019

Change in guest arrivals from previous year (%)
Year ending June 2019



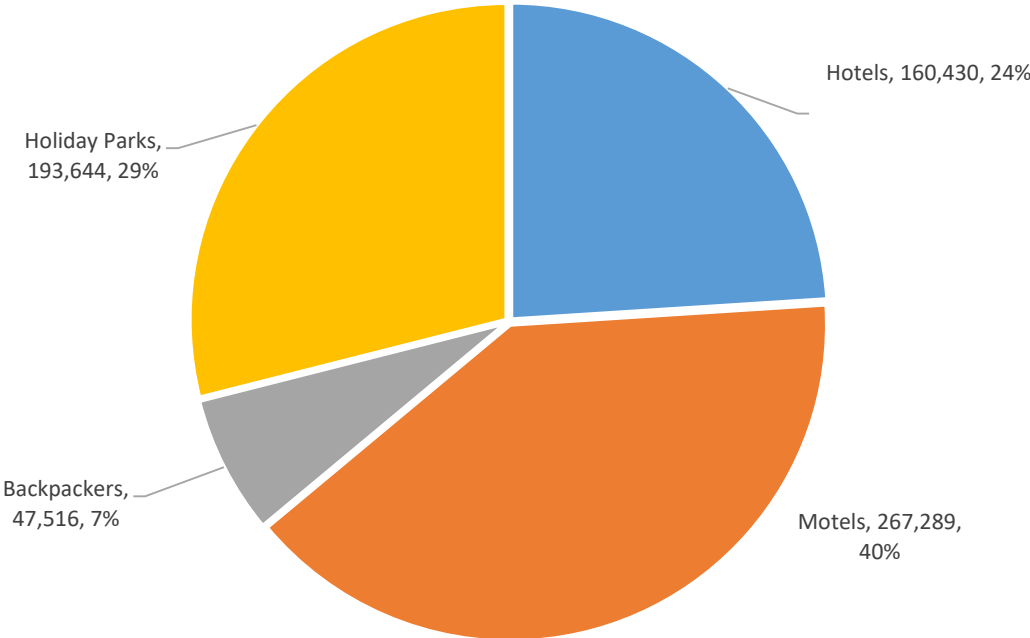
Commercial accommodation - average length of stay (% change) - year ending June 2019



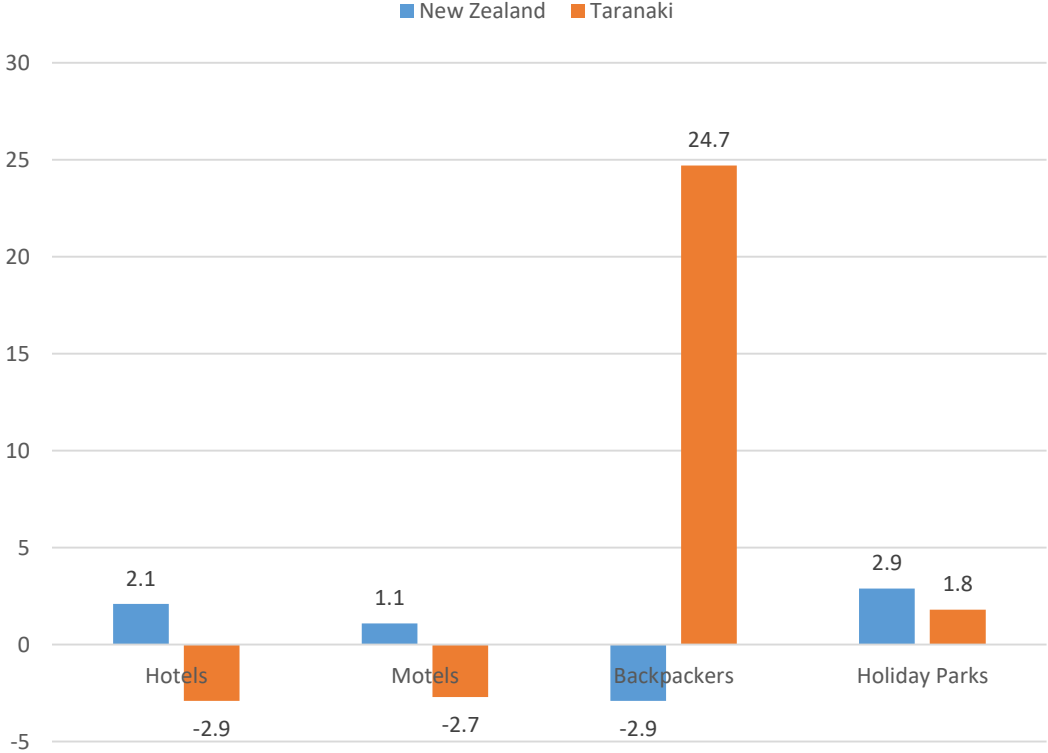
Analysis by Accommodation type

Year ending June 2019

Guest Nights by accommodation type - Taranaki
Year ended June 2019

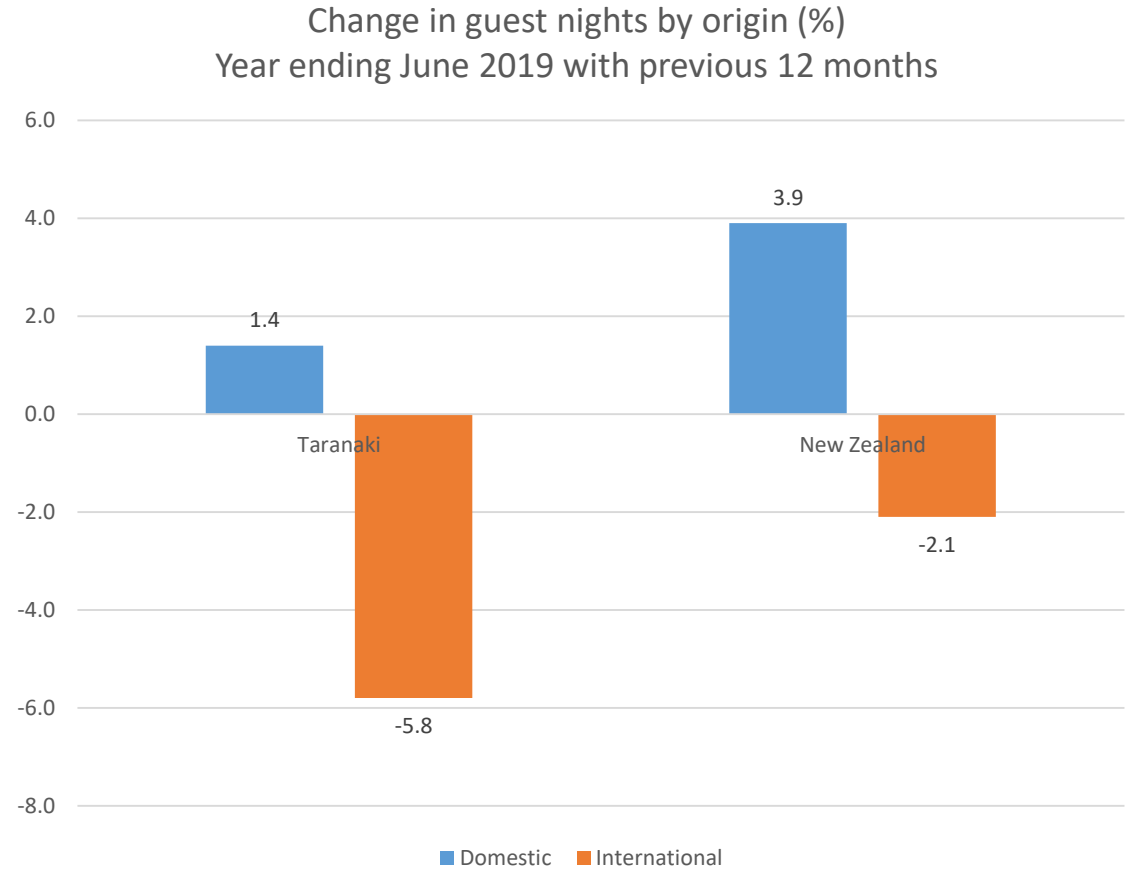
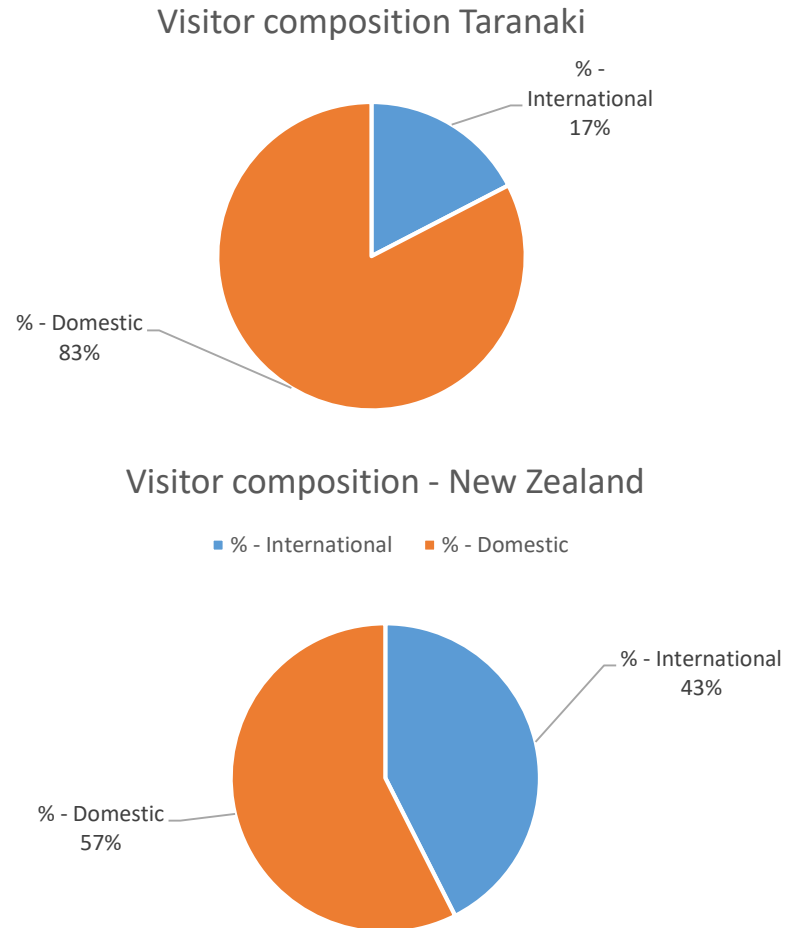


Change of guest nights by accommodation type (%)
Year ended June 2019 compared with previous year



Visitor Origin

Year ending June 2019



Taranaki Visitor Spend: \$417 million

Year ending July 2019

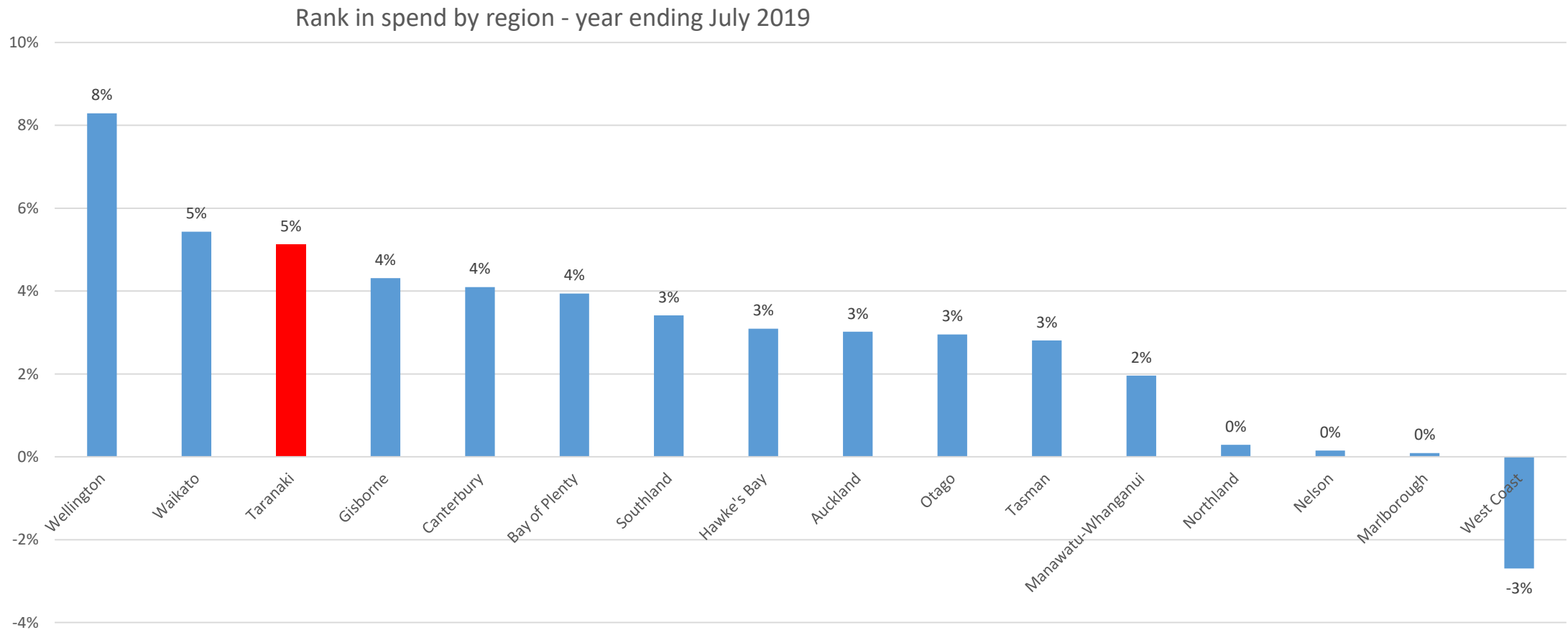
Annual visitor spend - Taranaki
YE July



Source: MBIE; Monthly Regional Tourism Estimates (MTRE's)

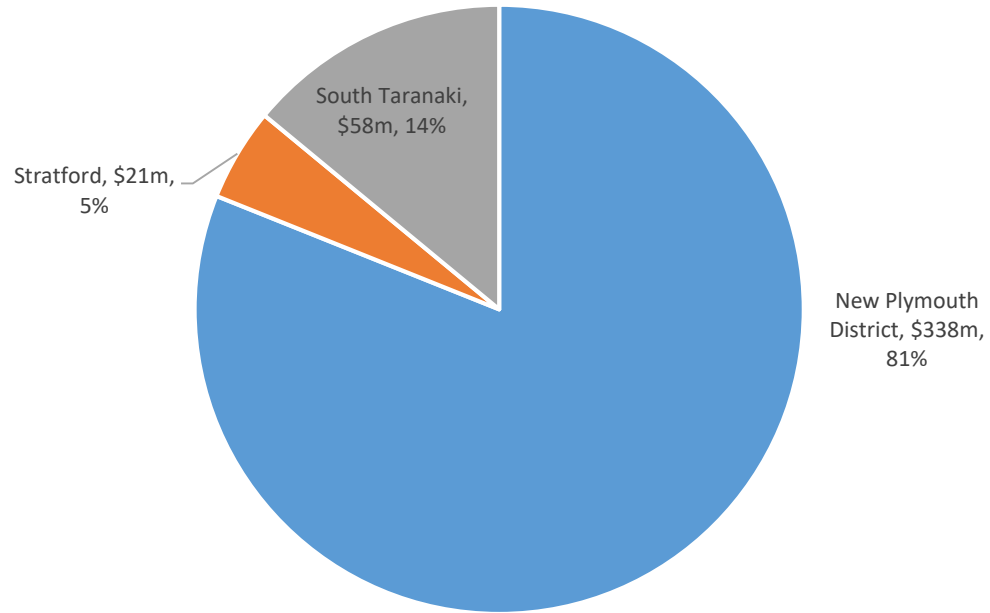
Taranaki Visitor Spend: Rank by region: no.3

Year ending July 2019

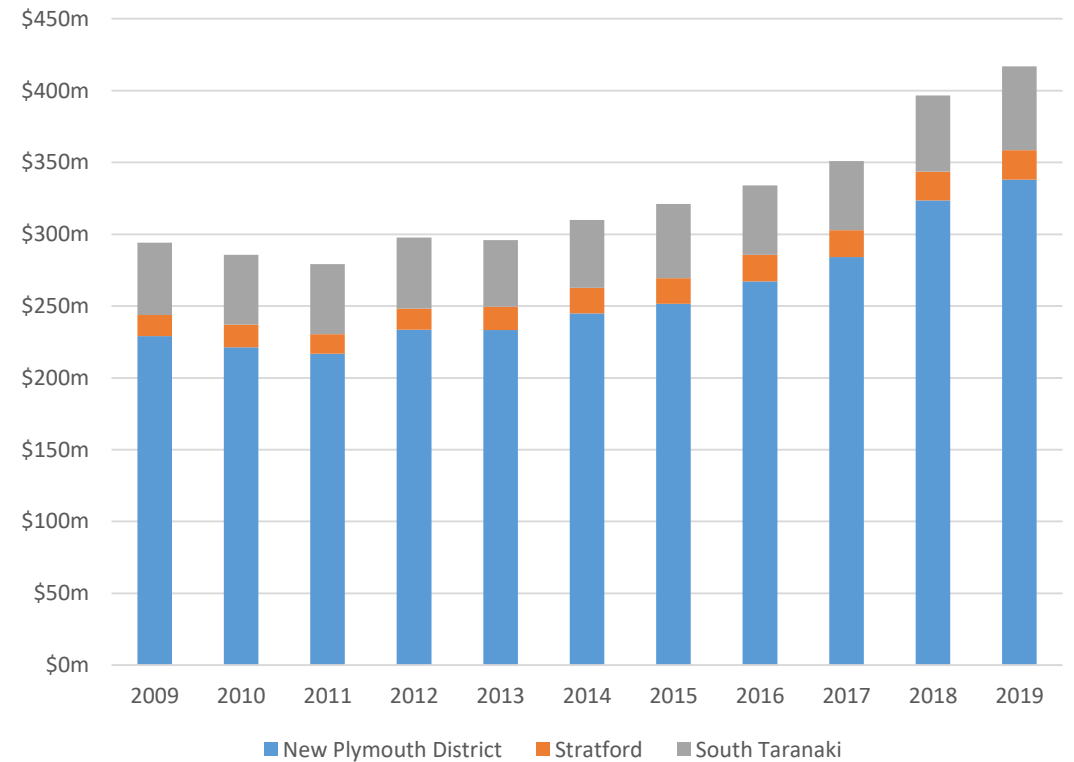


Visitor spend by Taranaki District

Visitor Spend: by Taranaki District: Year end July 2019

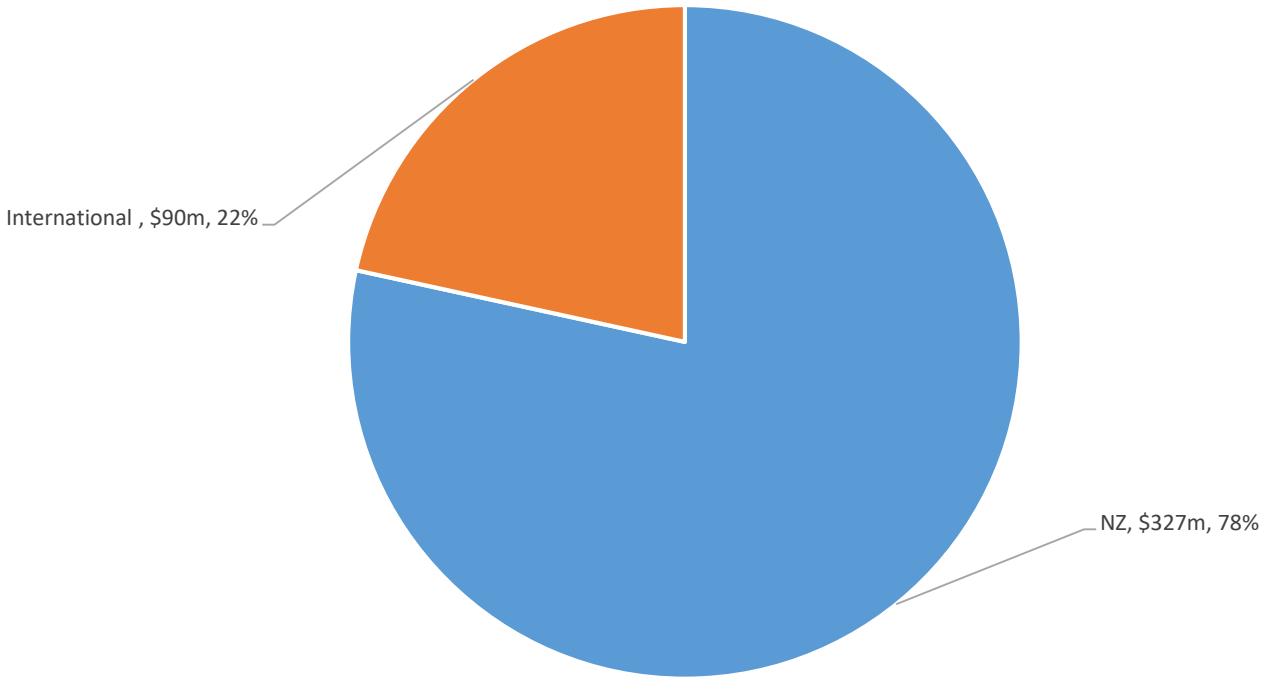


Annual Visitor Spend - Taranaki TLA
YE July

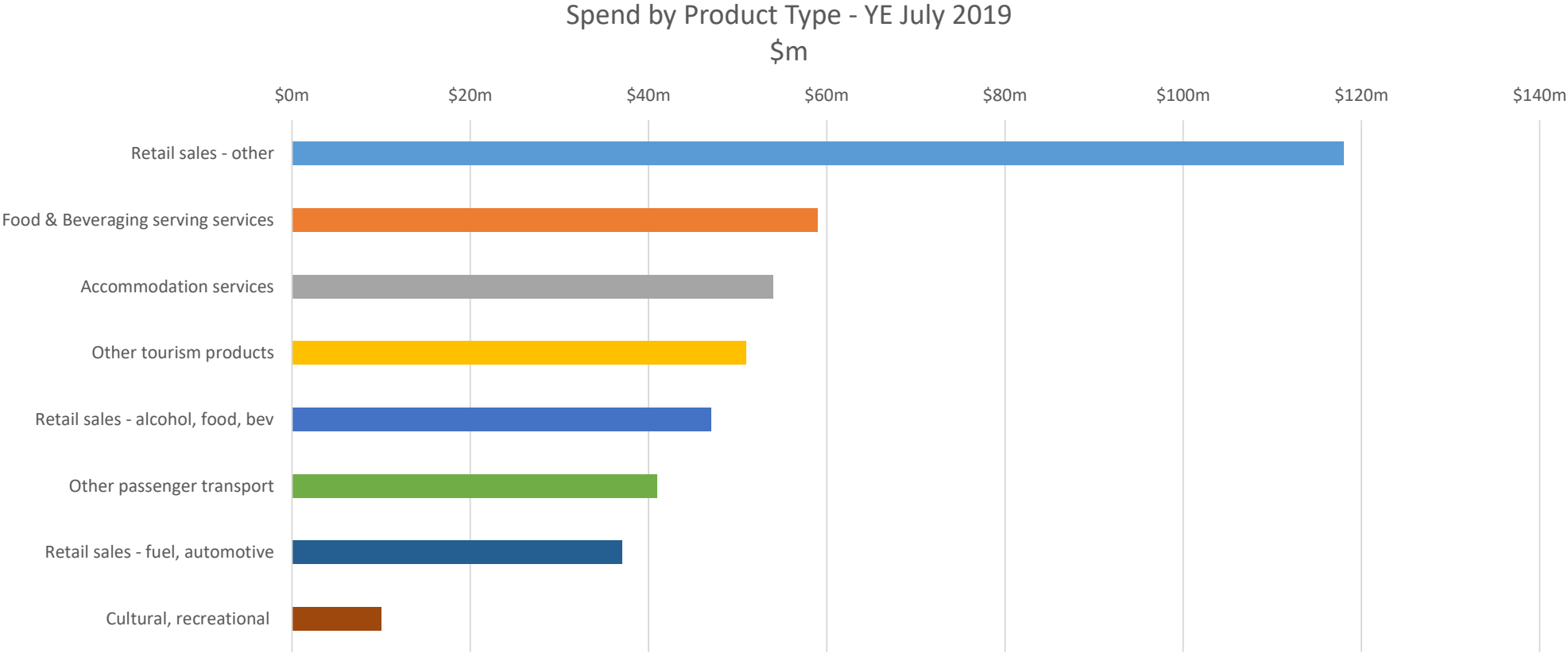


Visitor spend in Taranaki by origin

Spend by Origin
YE July 2019



Visitor spend in Taranaki by product type



Snapshot

The last 24 months has seen growth in guest nights ease to 0.1% in Taranaki for the 12 months ending June 2019, with New Zealand recording a slightly higher result of 1.3% for the same period.

Domestic guest nights within New Zealand increased 3.9%, while international guest nights fell 2.1%. Taranaki recorded growth in domestic guest nights of 1.4% while international visitor guest nights were down 5.8%.

Hotels and motels reflected a more subdued year for Taranaki, however backpacking accommodation reported a more positive result in guest nights for the year.

Within Taranaki, Stratford was the star performer with a 4.1% increase in guest nights, predominantly due to people staying longer (also up 4.1%). Both New Plymouth District and South Taranaki experienced visitors staying longer (up 2% and 2.8% respectively for YE June 2019) however the gains in guest nights were reduced by the fewer visitor arrivals (-1.4% and -1.6% respectively).

The region has continued to perform well with respect to visitor spend (an estimated \$417m for the YE July 2019) which is up 5% for the year, the third highest growth rate in the country (behind Wellington and Waikato). At a district level, \$338m of this spend occurred in the New Plymouth District; \$21m in Stratford and \$58m in South Taranaki.

Taranaki's growth in visitor spend was driven by a mix of both international and domestic spend and all Taranaki District's experienced a boost in spend. Domestic visitors remain the prime market for the region – accounting for 78% of visitor spend.

On a national basis, while the number of international visitor arrivals to the country has softened, according to MBIE, the long term trend for tourism remains positive. Of note, international visitor arrivals to New Zealand recorded heightened numbers in the 65 year+ age bracket – an annual growth rate of 10.3% (YE June 2019).

It is worth noting that the above measures of guest nights and arrivals utilising commercial accommodation is partial and does not include guest nights in hosted accommodation such as homes rented through a peer-to-peer network such as Airbnb, guest nights in holiday homes, and people staying with friends and family.



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