

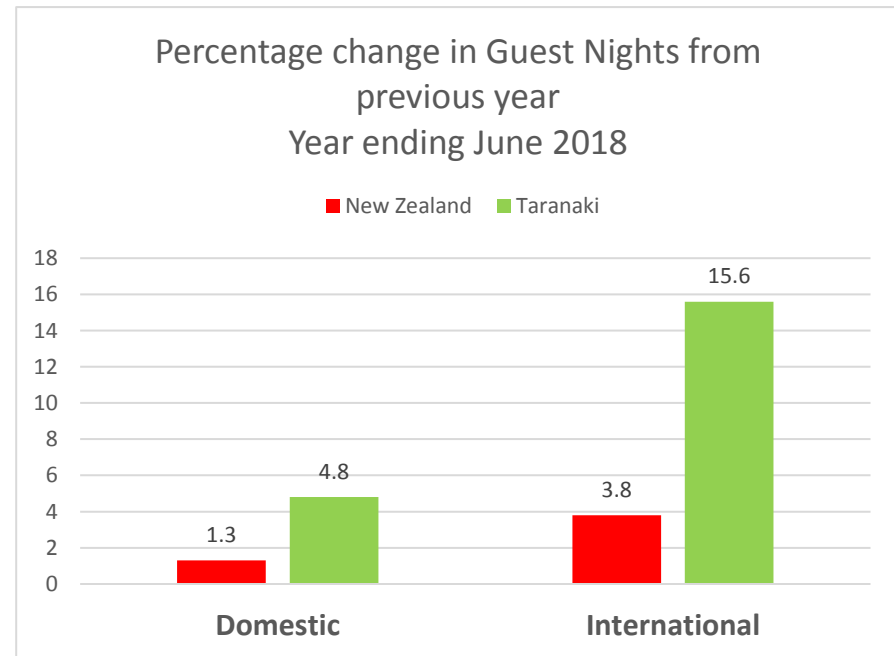


## **TARANAKI VISITOR STATISTICS JUNE 2018**

## Taranaki Visitor Statistics

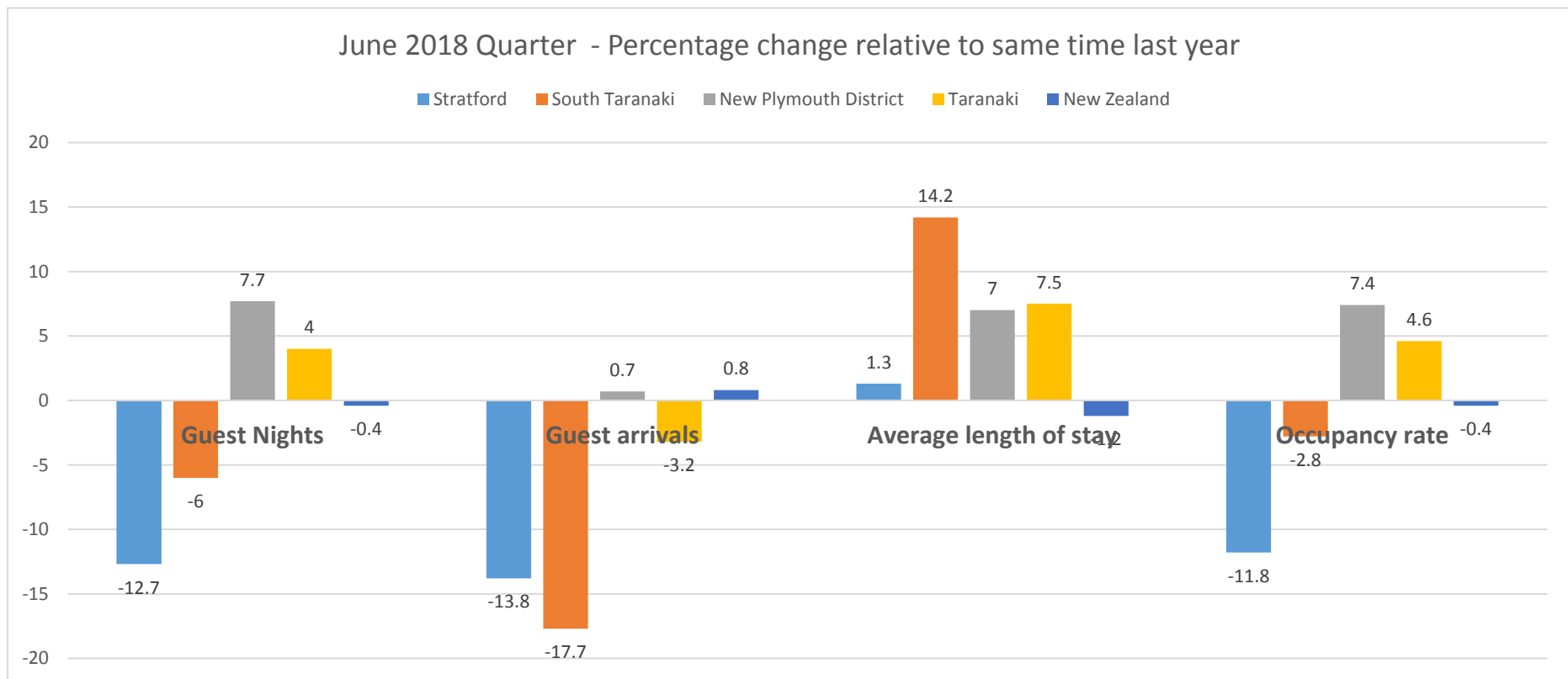
### At a Glance: Year ending June 2018

- For the 12 months ending June 2018 there were 316,657 visitors who stayed in commercial accommodation (e.g. motels) in the Taranaki region resulting in over 668,266 guest nights.
- Visitor arrivals increased (4.2%) and they stayed longer (2.3%) with a resulting increase in overall guest nights (6.6%) relative to the previous 12 months. This compared with a 2.4% increase nationally in guest nights.
- 81.5% of Taranaki's commercial guest nights were from domestic visitors, with the balance, (18.5%) being international.
- Domestic guest nights increased 4.8%. International guest nights increased even more at an impressive 15.6%. This compared with 1.3% nationally for domestic guest nights and 3.8% for international guest nights.



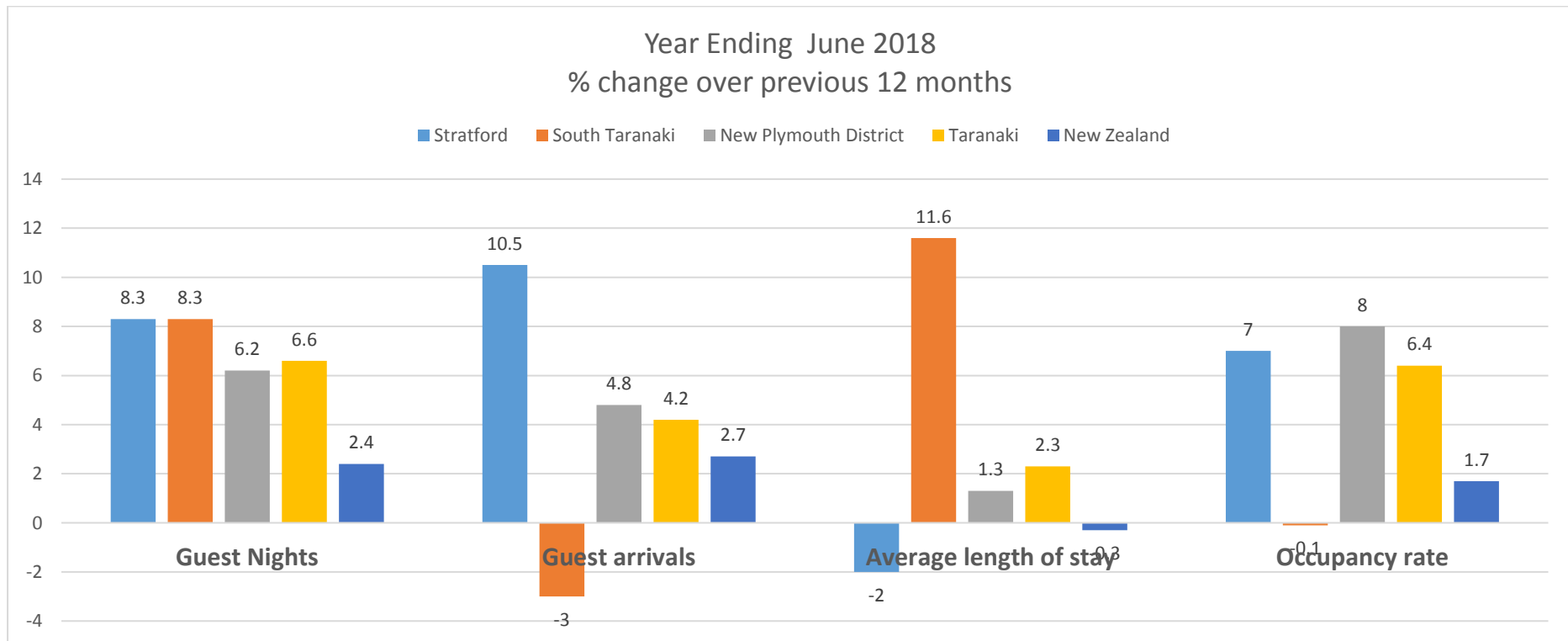
## JUNE QUARTER 2018 RESULTS

During the June 2018 quarter, Taranaki experienced an increase in guest nights (4%), however there were fewer arrivals (-3.2%), although people stayed longer (7.5%). South Taranaki had less visitors (-17.7%) but they stayed significantly longer (14.2%) resulting in a decline in guest nights (-6%). Stratford had fewer arrivals as well (-13.8%), a moderate increase in length of stay (1.3%) but fewer guest nights (-12.7%). New Plymouth District performed the strongest in both visitor numbers (0.7%) and length of stay (7%) resulting in a growth in guest nights of 7.7%. Taranaki outperformed New Zealand on many indicators as showcased below.



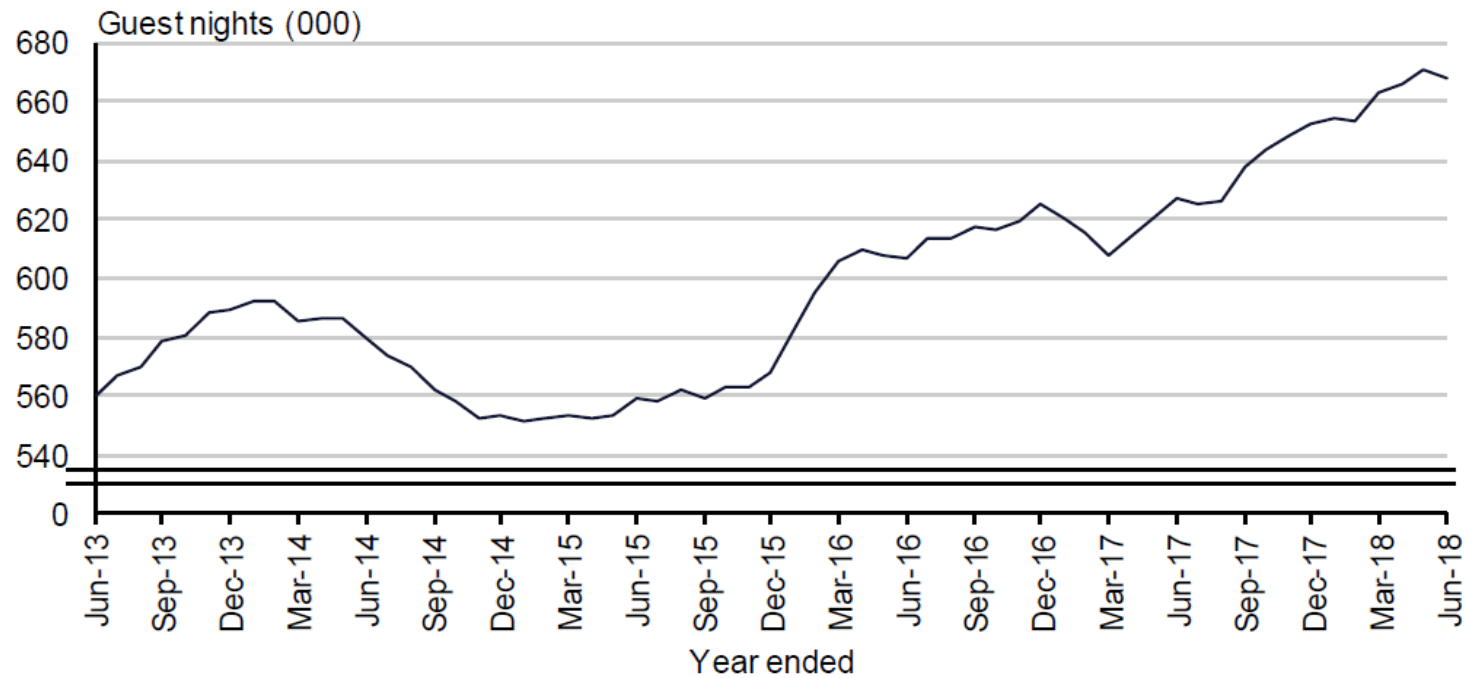
## JUNE ANNUAL 2018 RESULTS

During the 12 months ending June 2018, Taranaki experienced an increase in guest nights (6.6%), as a result of increased visitor arrivals (4.2%), and people stayed longer (2.3%). South Taranaki had less visitors (-3%) but those that came stayed significantly longer than last year (11.6%) resulting in an increase in guest nights (8.3%). Stratford conversely had more arrivals (10.5%), but they stayed for a shorter duration (-2%) however still resulted in an increase in commercial guest nights (8.3%). New Plymouth District experienced more visitors (4.8%) and they stayed longer (1.3%) resulting in a growth of 6.2% in guest nights. Taranaki outperformed New Zealand on all indicators.



The outcomes for Taranaki are reflected below in the commercial accommodation trend line.

### Taranaki RTO Area Annual Guest Nights

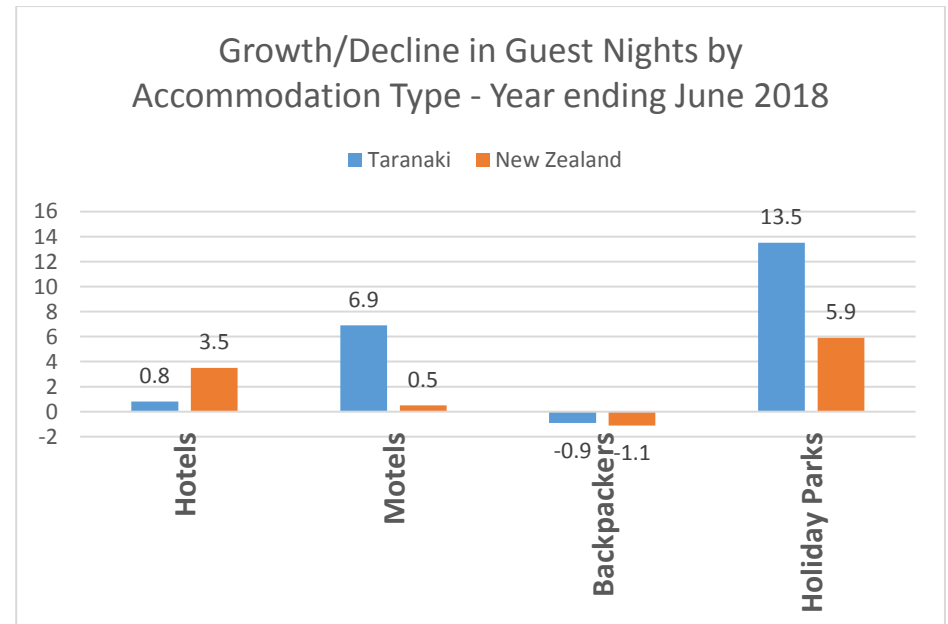
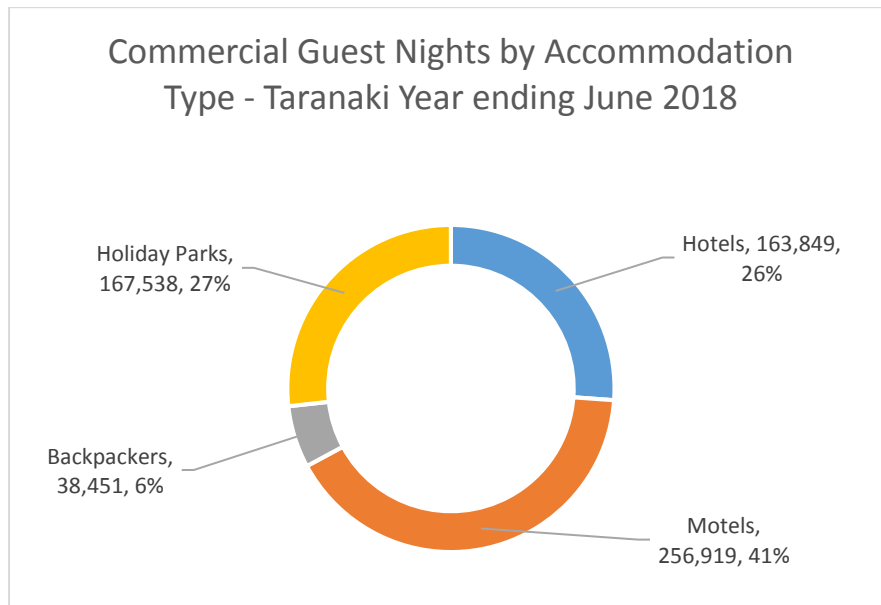


Source: Stats NZ

## Variations by Accommodation Type

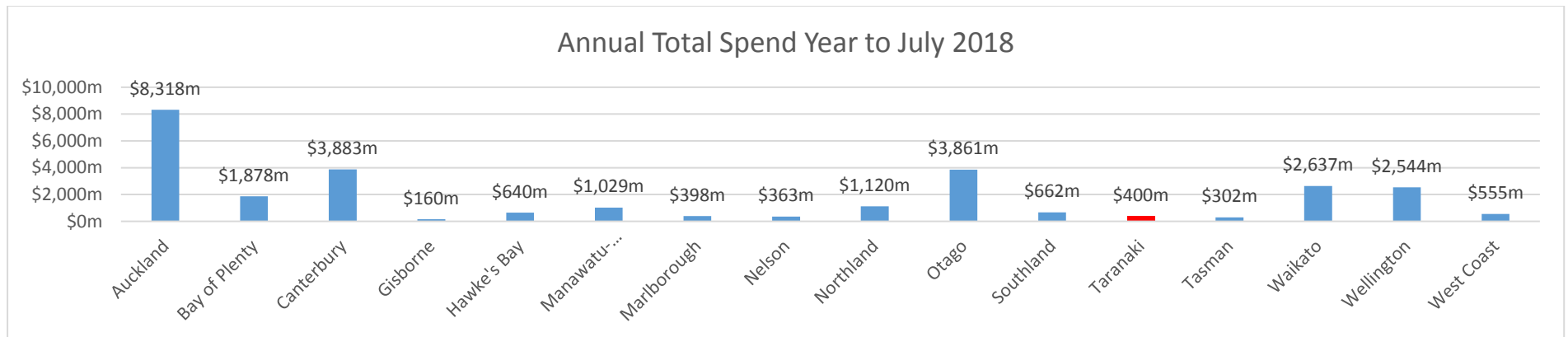
Hotels, Motels and Holiday Parks carried the bulk of commercial guest nights for the 12 month period for Taranaki.

Guest nights in holiday parks and motels performed particularly strongly in Taranaki relative to the previous 12 months, and surpassed the national growth rate.

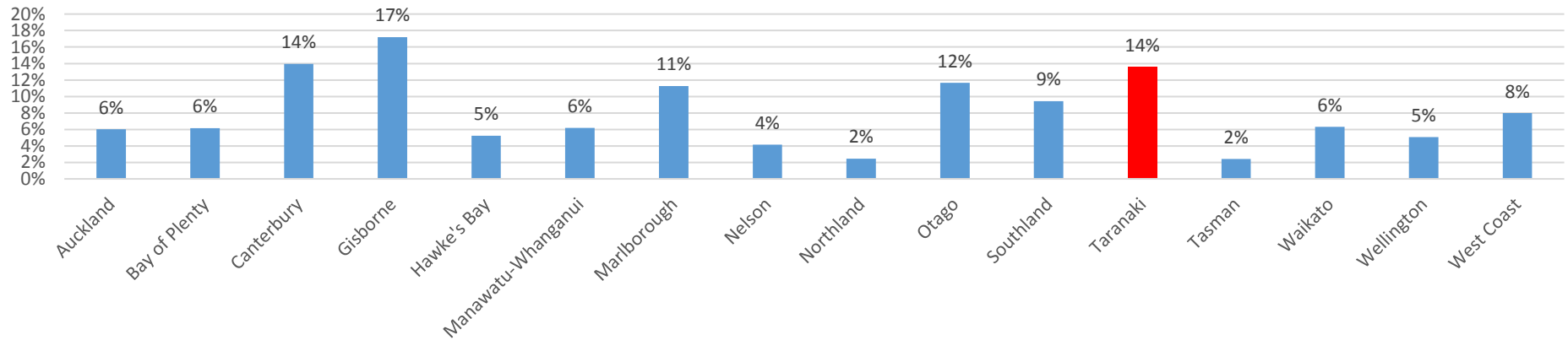


## Expenditure – 12 months to July 2018

Visitor expenditure for the 12 months to July 2018 was estimated at \$400 million (MBIE) for the Taranaki region, an increase of 14% relative to the previous 12 month period.

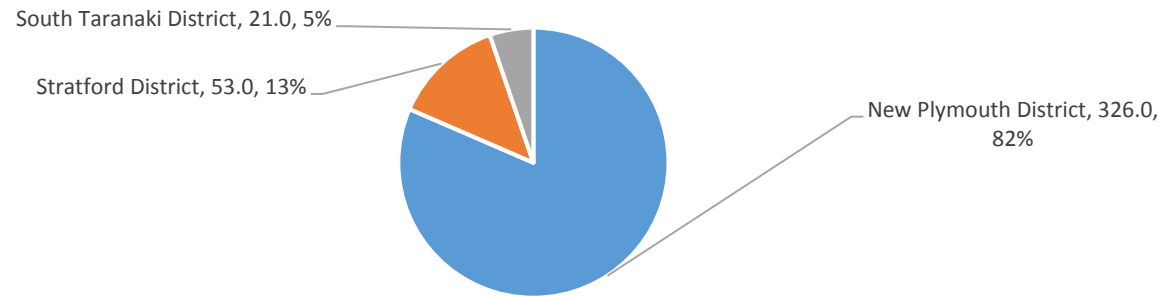


Percent change in total spend: 12 months ending July 2018 V 12 months ending July 2017



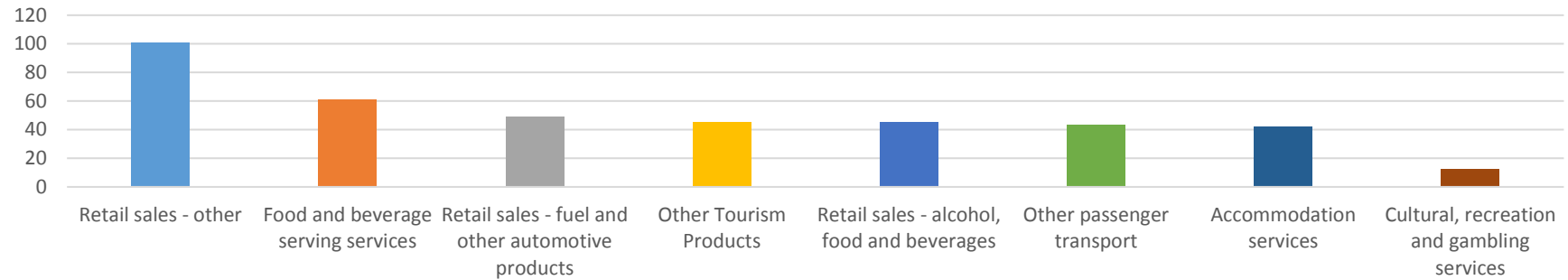
Tourism spend by District - Year end July 2018

\$m





Visitor Spend by Product in Taranaki  
Year to July 2018  
\$m



## APPENDIX

Below: Commercial Accommodation Monitor Details for Year and Quarter ending June 2018

Quarter - June 2018	% 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	-12.7	-6	7.7	4	-0.4	8,055	21,393	113,009	142,457	8,238,985
Guest arrivals	-13.8	-17.7	0.7	-3.2	0.8	4,431	8,327	52,373	65,132	4,188,129
Average length of stay	1.3	14.2	7	7.5	-1.2	1.82	2.57	2.16	2.19	1.97
Occupancy rate	-11.8	-2.8	7.4	4.6	-0.4	20.7	28.7	37.72	34.67	39.24

Annual - June 2018	% change					Actual				
YE % from previous yr	Stratford	South Taranaki	New Plymouth District	Taranaki	NZ	Stratford	South Taranaki	New Plymouth District	Taranaki	NZ
Guest Nights	8.3	8.3	6.2	6.6	2.4	41,555	98,571	528,141	668,266	39,893,225
Guest arrivals	10.5	-3	4.8	4.2	2.7	25,463	40,049	251,144	316,657	20,070
Average length of stay	-2	11.6	1.3	2.3	-0.3	1.63	2.46	2.10	2.11	1.99
Occupancy rate	7	-0.1	8	6.4	1.7	25.33	30.05	41.64	38.15	45.14

### Data sources:

MBIE: Monthly Regional Tourism Estimates of Expenditure

Statistics NZ: Commercial Accommodation Monitor