

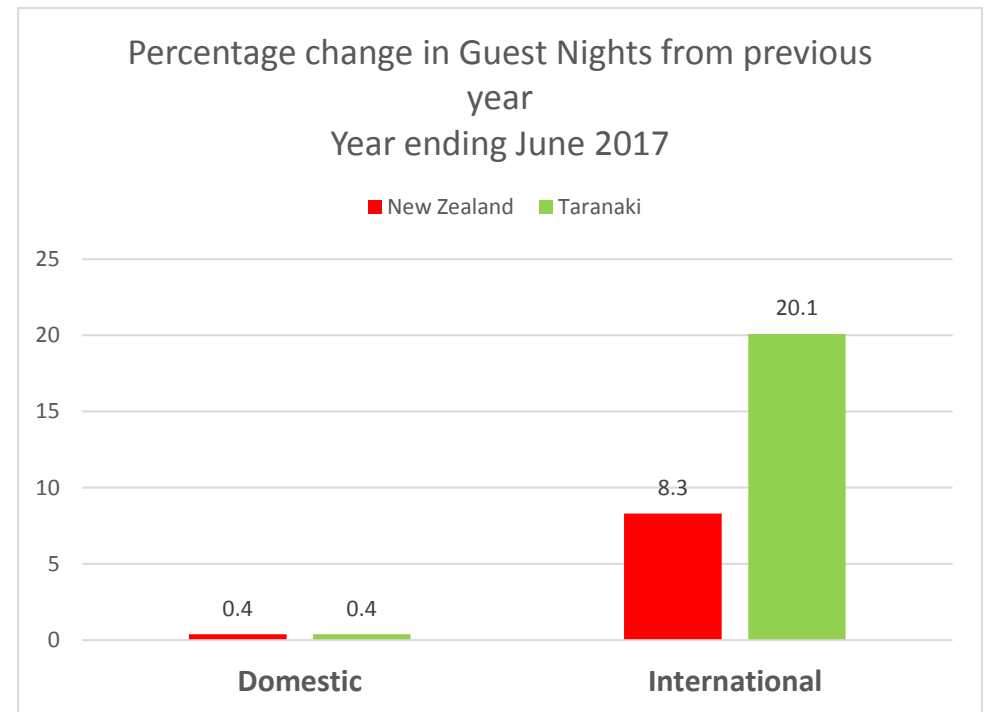


TARANAKI VISITOR STATISTICS JUNE 2017

Taranaki Visitor Statistics

At a glance: year ending June 2017

- For the 12 months ending June 2017 there were 303,872 visitors who stayed in commercial accommodation (e.g. motels) in the Taranaki region resulting in over 626,759 guest nights.
- Visitor arrivals increased (8%) but they stayed for a shorter duration (-4.3%) with a resulting increase in overall guest nights (3.3%) relative to the previous 12 months. This compared with a 3.7% increase nationally in guest nights.
- 85% of Taranaki's commercial guest nights were from domestic visitors, with the balance, (15%) being international.
- Domestic guest nights increased 0.4% although international guest nights increased 20.1%. This compared with 0.4% nationally for domestic guest nights and 8.3% for international guest nights.

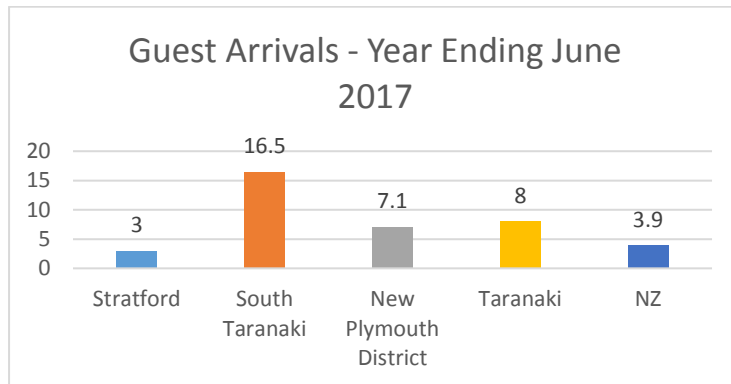


District Performance

79% of Taranaki’s commercial accommodation guest nights for the 12 months ending June 2017 occurred in the New Plymouth District; 15% in South Taranaki and 6% in Stratford.

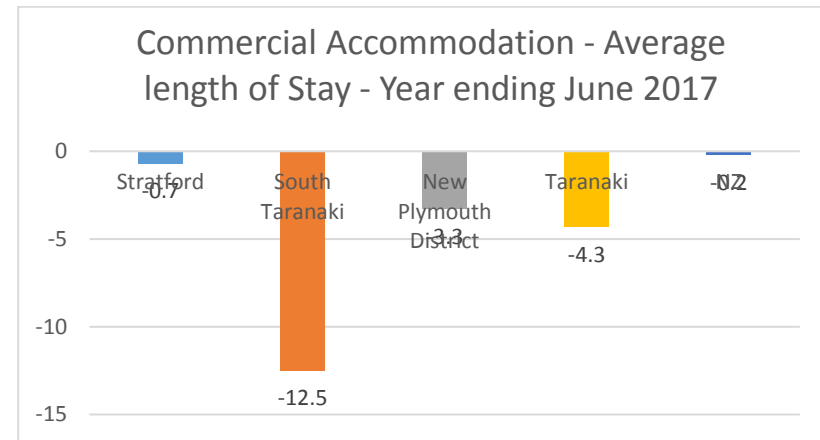
Guest arrivals increased in all the Taranaki Districts.

The strongest increase was experienced in South Taranaki District (16.5%), followed by New Plymouth District (7.1%).

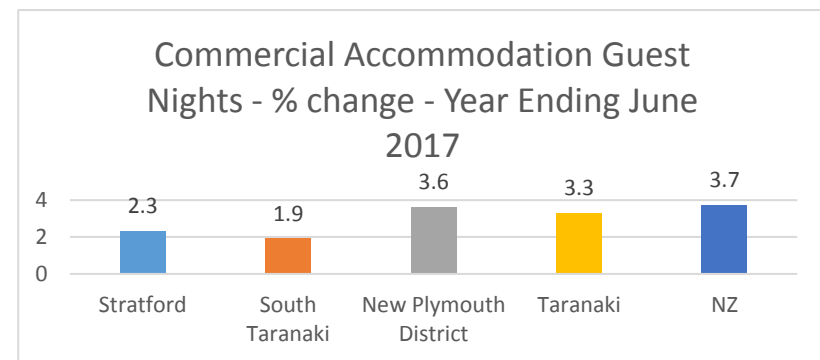


The length of stay decreased -4.3% to 2.06 nights in Taranaki. A decline in length of stay was experienced in all the Taranaki Districts as well as nationally.

South Taranaki experienced the largest decline with -12.5%.



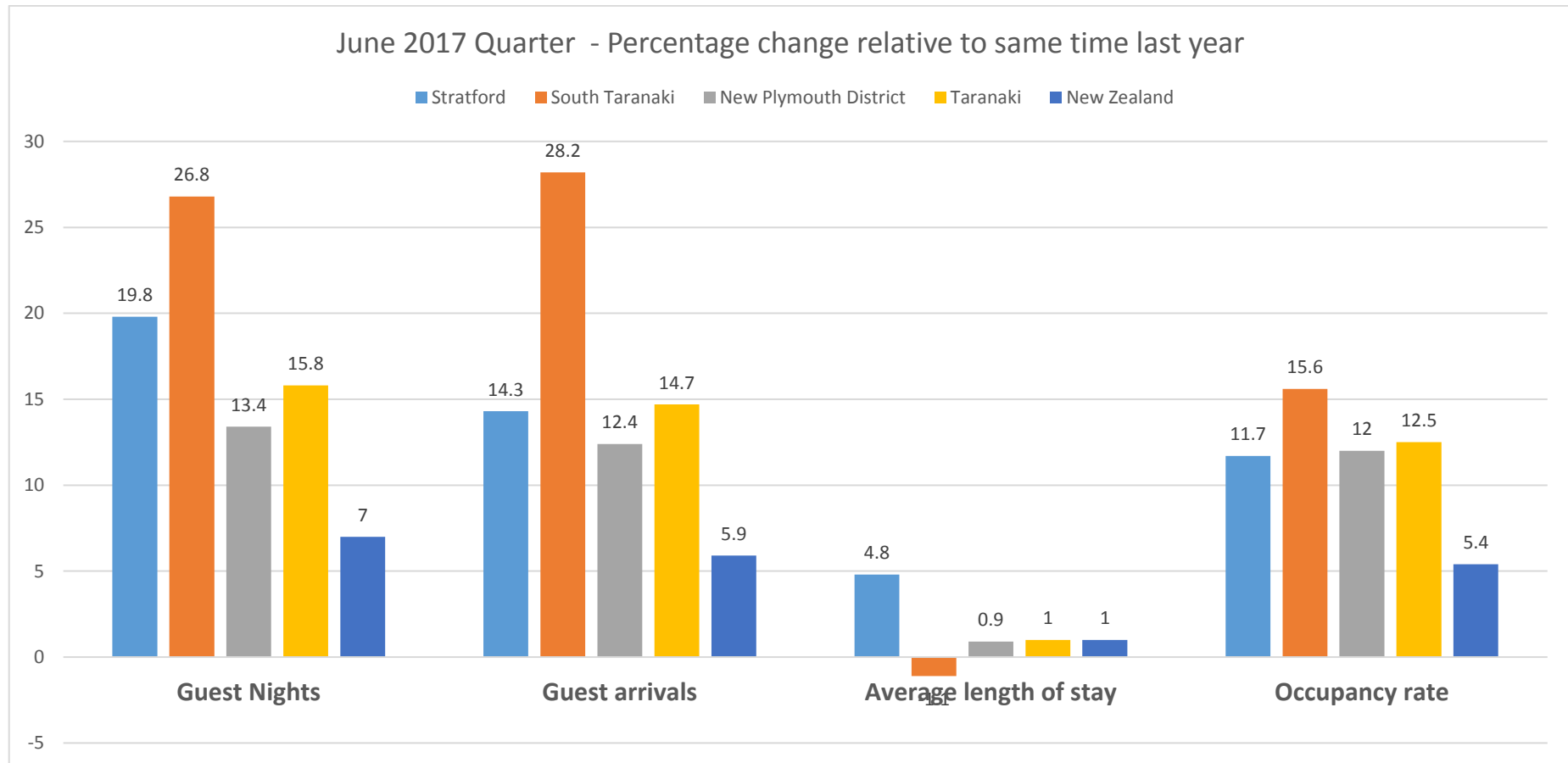
These results contributed to an increase in guest nights for the region (3.3%) – with New Plymouth experiencing strongest growth (3.6%) followed by Stratford (2.3%) and South Taranaki (1.9%). The regional result was less than the national average (3.7%).



*Some variation may occur due to rounding and boundary differences

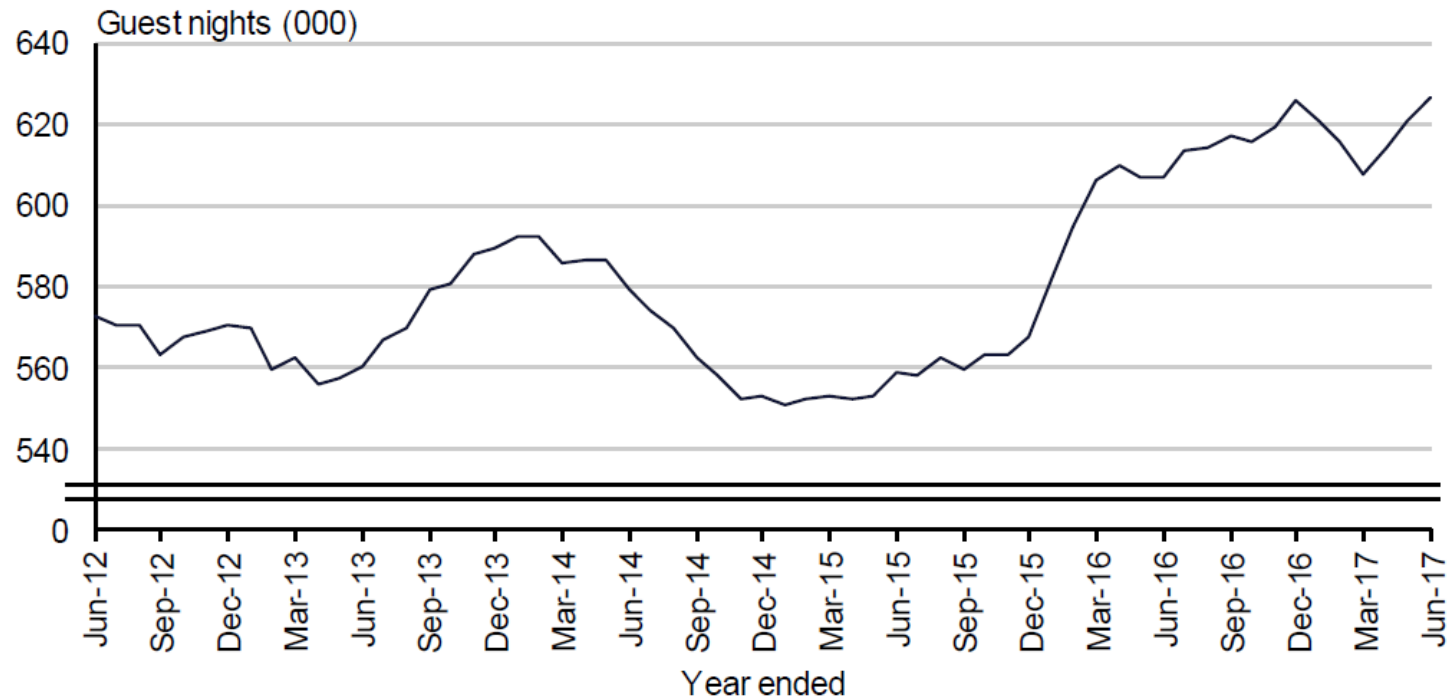
JUNE QUARTER 2017 RESULTS

In the June quarter, Taranaki experienced an increase in guest nights, arrivals, occupancy rate and length of stay. Overall it was a positive quarterly result with the region out-performing the national average.



The positive outcomes for the June quarter are reflected below in the commercial accommodation trend line.

Taranaki RTO Area Annual Guest Nights

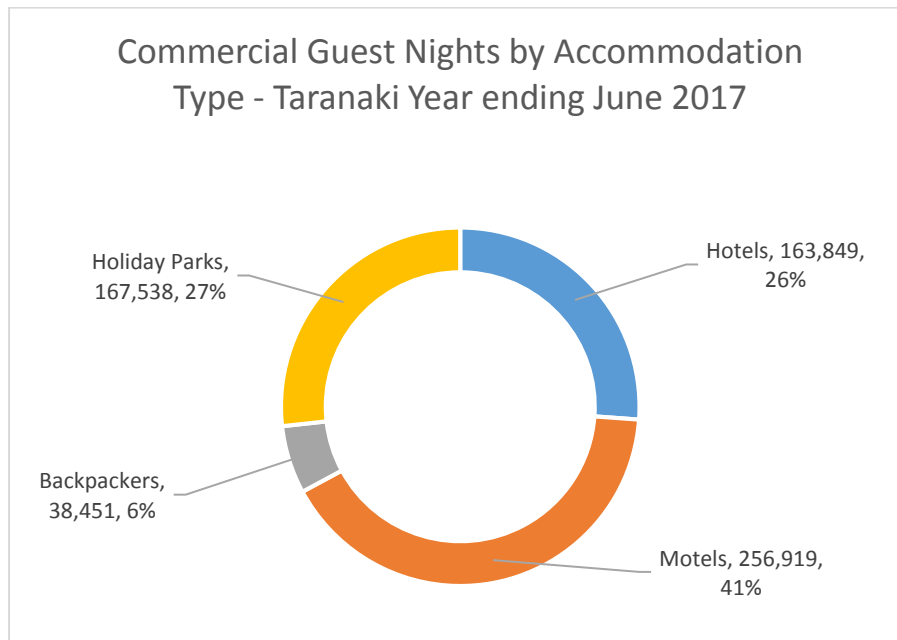


Source: Stats NZ

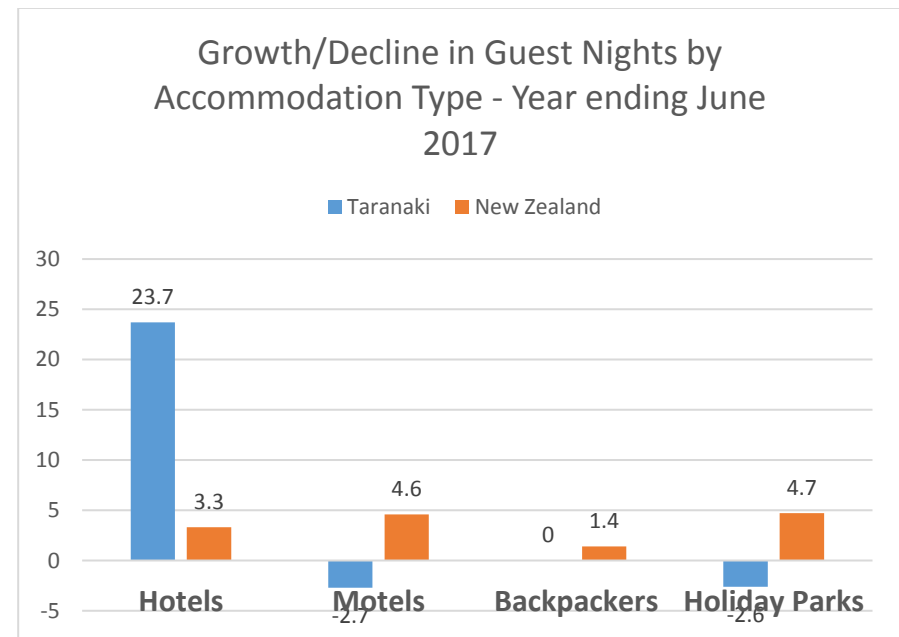
Variations by accommodation type

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.



Total Visitors

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

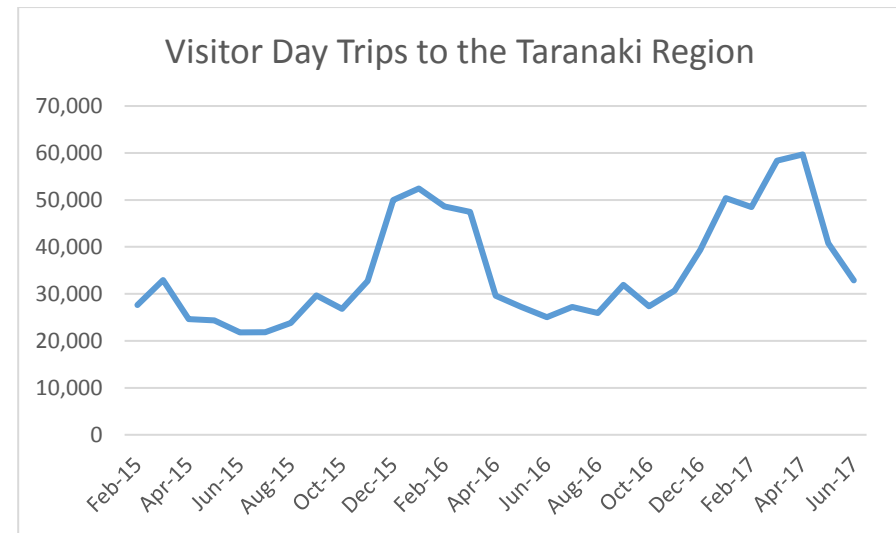
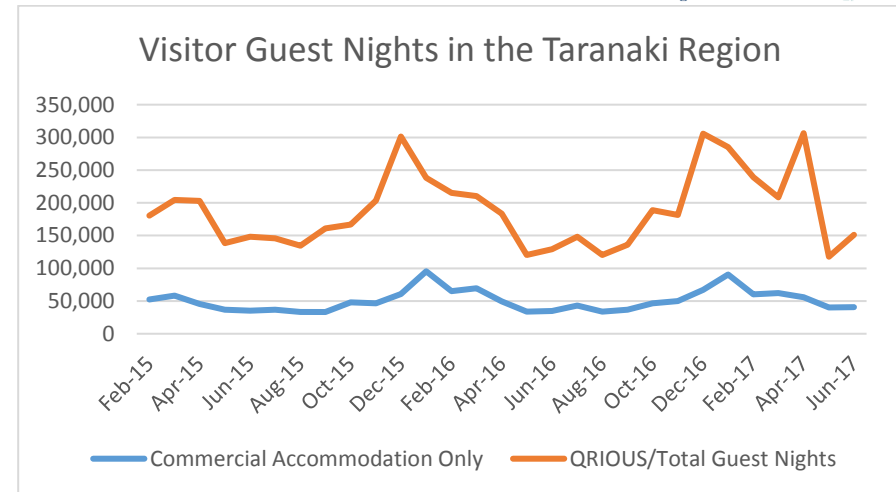
Qrious combines aggregated and anonymized mobile location data from Spark, with tourism statistics from MBIE and Statistics NZ, to assess total visitors to the region ie the data captures visitor movements over and above commercial accommodation (as discussed in the previous pages and measured via the 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 1,761,838 guest nights to the region for the year to June 2017.

This resulted in an overall total of 2,388,598 guest nights for the region (commercial and non-commercial accommodation guest nights).

Day Trippers

In addition to the visitors staying overnight, a further 473,081 day visits to the region was also recorded via the Qrious data for the year ending June 2017.

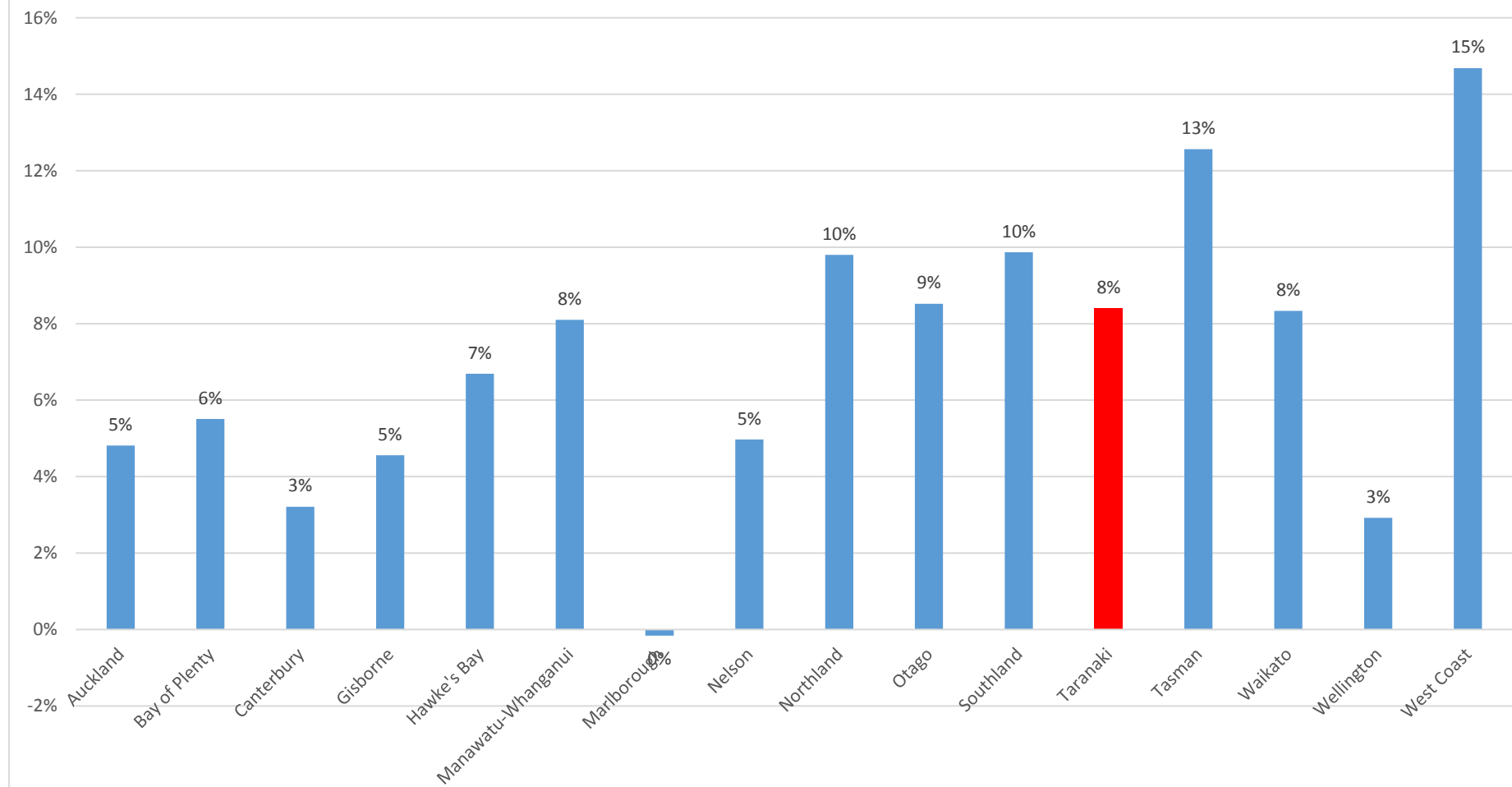


Expenditure – 12 months to July 2017

Visitor expenditure for the 12 months to July 2017 was estimated at \$349 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 July 2017 V 12 months ending July 2016



APPENDIX

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

Quarter - June 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	19.8	26.8	13.4	15.8	7	9,225	22,758	104,961	136,943	8,272,086
Guest arrivals	14.3	28.2	12.4	14.7	5.9	5,142	10,115	52,025	67,281	4,153,707
Average length of stay	4.8	-1.1	0.9	1	1	1.79	2.25	2.02	2.04	1.99
Occupancy rate	11.7	15.6	12	12.5	5.4	23.47	29.53	35.12	33.14	39.42

Annual - June 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	2.3	1.9	3.6	3.3	3.7	38,358	91,042	497,360	626,759	38,957,936
Guest arrivals	3	16.5	7.1	8	3.9	23,042	41,282	239,550	303,872	19,549,667
Average length of stay	-0.7	-12.5	-3.3	-4.3	0.2	1.66	2.21	2.08	2.06	1.99
Occupancy rate	11.8	0.4	2.2	3.5	4.3	23.67	30.08	38.57	35.84	44.39

Data sources:

MBIE: Monthly Regional Tourism Estimates of Expenditure

QRIOUS – Commissioned data undertaken for Venture Taranaki.

Statistics NZ: Commercial Accommodation Monitor