

Visitor Expenditure in NEW ZEALAND

\$28.669b

Domestic \$16.92b

International visitors \$11.74b

3,804,770

International visitors to NZ (+5.3%)

Australia	1,478,304	+2.5%	HOLIDAY	2,005,040	+6.5%
China	447,840	+12.3%	Visit Friend/Relative	1,093,856	+4.7%
USA	337,680	+4.6%	Business	302,368	+2.8%
UK	250,880	+9.5%	Education	68,000	+3.6%
Japan	101,216	-0.4%	Conference	73,504	+4.6%
Germany	101,536	-2.8%	Other	127,696	+0.6%
			Not Stated	127,344	+7.7%

Visitor Statistics - how's the REGION doing?



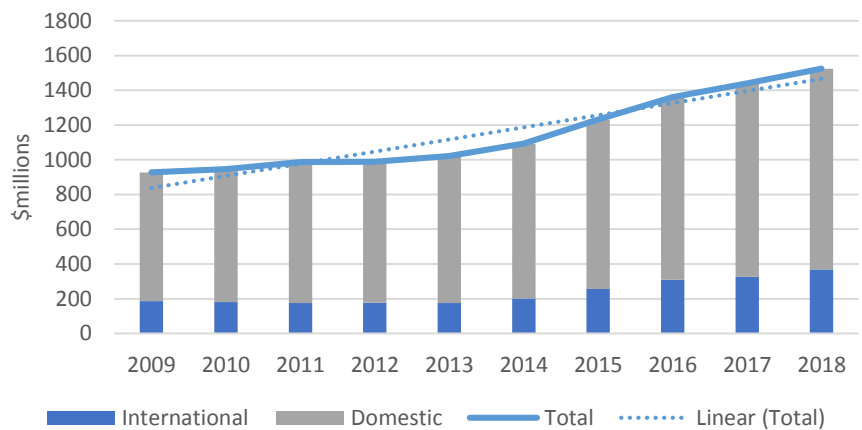
Visitor Expenditure in the REGION

\$1.524b

5th highest in NZ

Domestic visitors - \$1.156b

International visitors - \$369m



Commercial Accommodation Monitor

(hotel, motel, holiday parks, backpackers)



1,406,145

commercial guest nights

1.81 nights

average stay

Estimated Number of

Visitor Nights (AA Traveller)

4,955,944



Business Events

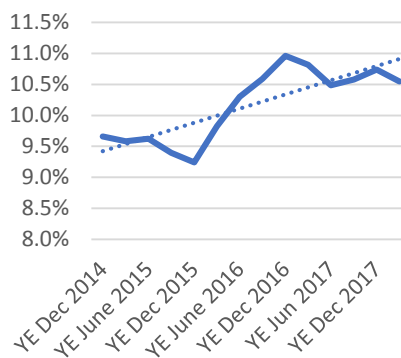
10.6%

market share of events

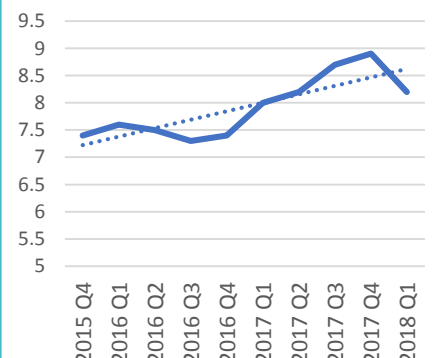
8.2%

Market share of delegate days

Market share of % events



Market Share of Delegates



AA Traveller Monitor (YE April 2018)

MBIE: International Visitor Arrivals (YE May 2018)

MBIE: Convention Activity Survey (Q1 March 2018)

MBIE: Monthly Regional Tourism Estimates (YE May 2018)

MBIE: Commercial Accommodation Monitor (YE March 2018)

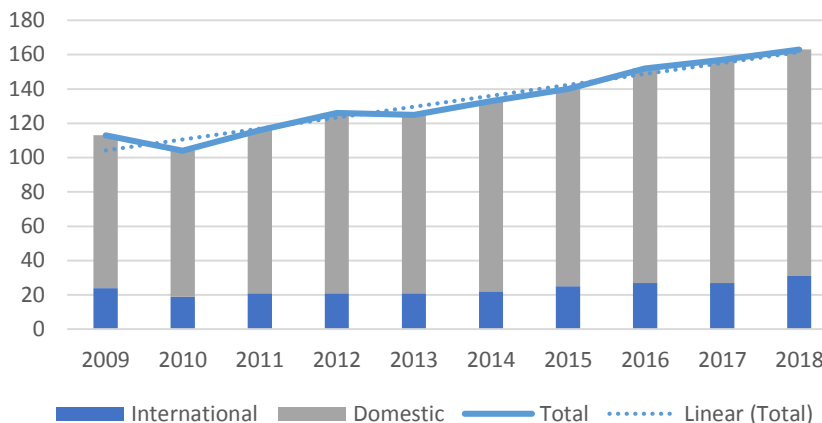
53,000 Population Estimate (2017)

\$97,300 Avg Household Income (2017)



Visitor expenditure in Waipa \$163m

Domestic visitors - \$132m
International visitors - \$31m



Commercial Accommodation Monitor (hotel, motel, holiday parks, backpackers)



156,011

commercial guest nights
(down -6.8%)

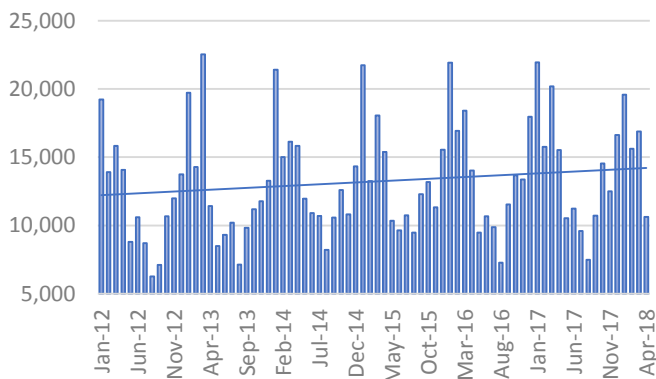
24.65%

YE Occupancy Rate
(down -5.2%)

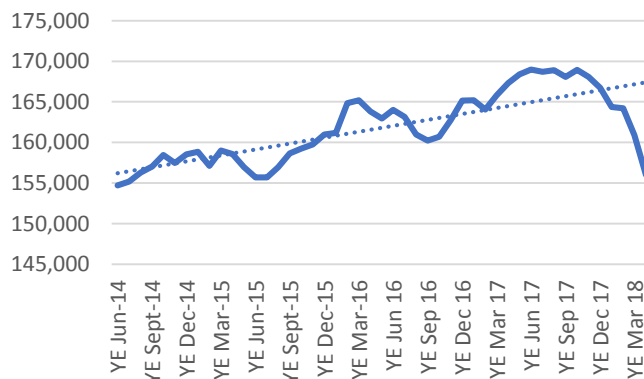
1.59 nights

average stay

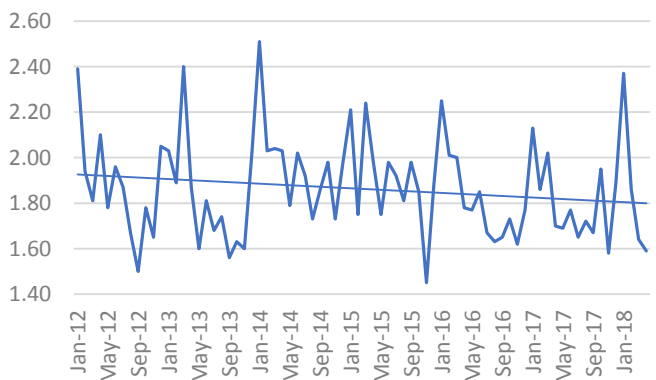
Guest Nights (Monthly)



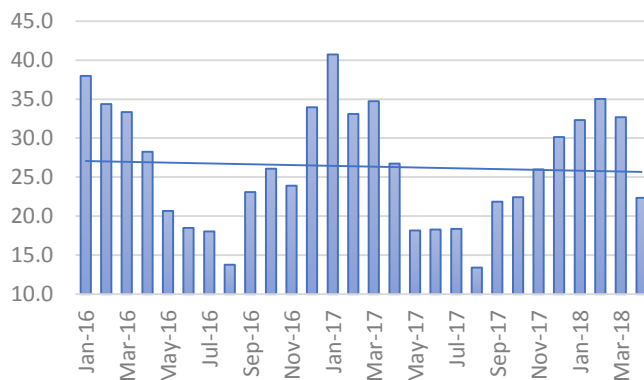
Guest Nights (Year End)



Avg Length of Stay (Days / Month)

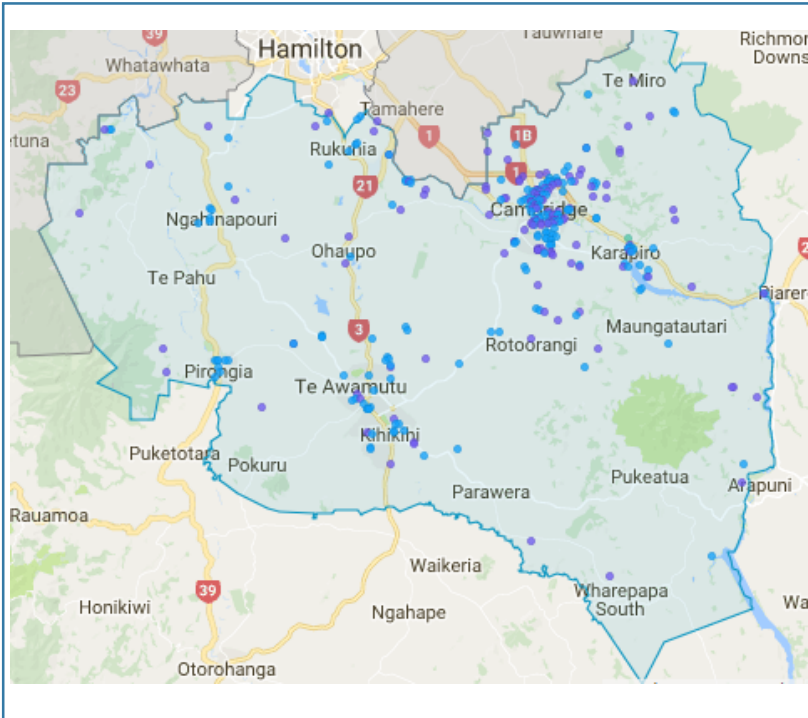


Occupancy Rate (Monthly)



351 Active Rentals

44% "Entire Home" Rentals



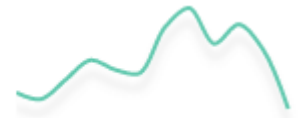
Average Daily Rate

\$101



Occupancy Rate

25%



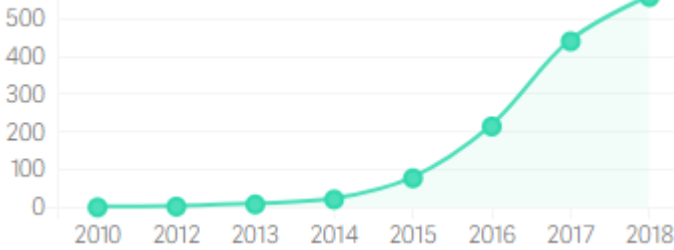
Revenue

The total nightly rate + cleaning fee earned in the last month. Does not include taxes or service fees.

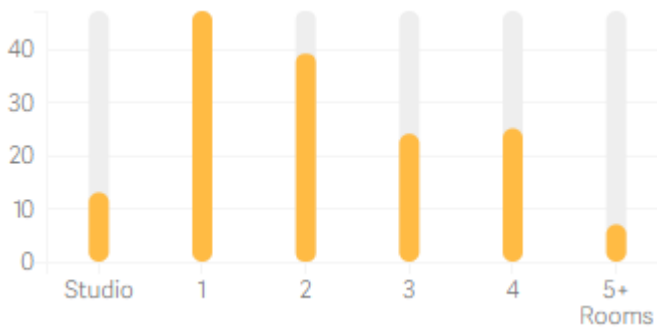
\$688



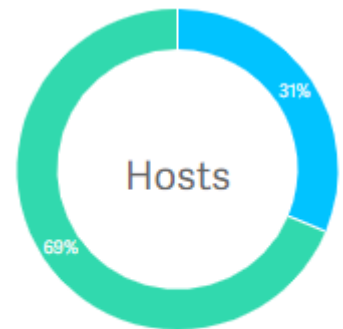
Rental Growth 105%



Rental Size – Avg 2.2 Bedrooms / 5.1 Guests



Professional Hosts



- Multi-listing Hosts (31%)
- Single-listing Hosts (69%)