

Trends

TARANAKI FACTS AND FIGURES **SUMMER**2016-2017



WELCOME TO TARANAKI TRENDS SUMMER 2016-2017

In an economic landscape where our core industries are under price pressure from global forces, the move to diversify our region's income streams becomes increasingly important. Momentum continues in many of the industries that perhaps get less attention than energy and dairying, and this edition of Taranaki Trends takes a closer look at two of them – manufacturing and tourism.

The broader manufacturing sector contributes \$888 million to Taranaki's GDP – 11 percent of the regional total – and results in 8,619 jobs. Dairy manufacturing contributes more than 20 percent of these positions, as does combined metal, machinery and engineering. However meat, poultry and timber processing, fertiliser and bread manufacturing are also significant contributors.

Tourism has been a strong performer over recent months, with the sector further helping Taranaki manage the impacts of global commodity fluctuations. Regional visitor guest nights grew 8.5 percent year-on-year to the end of June, which compares to nationwide growth of 5.8 percent – a figure being hailed a success story. Furthermore, the number of nights spent in the region by international visitors grew 20.3 percent, while average length of stay rose from 2.04 to 2.16 nights.

Importantly, tourism supports many other sectors, directly through visitor spend, and indirectly through building regional profile, awareness and perceptions, which can in turn influence supply and purchase decisions and migration growth towards the region's population target of 135,000 residents by 2035. While the main benefits may prove economic, that sense of regional pride we experience in showcasing our province and its numerous attractions are immeasurable, and important.



Dr Anne Probert

General Manager, Economy & Sector Development
Venture Taranaki

Summer Edition 2016 - 2017: This edition of Taranaki Trends is published in October 2016 and remains current until April 2017

• Cover Photo: John Crawford / Howard Wright

Economic Summary



NATURAL INCREASE IN POPULATION (BIRTHS LESS DEATHS) FOR YEAR ENDING JUNE 2016

compared to previous 12 months.



NET MIGRATION GAIN FROM MORE PEOPLE ARRIVING AND PERMANENTLY LOCATING IN TARANAKI FROM OVERSEAS THAN INTERNATIONAL DEPARTURES YEAR ENDING JUNE 2016

Compared to previous 12 months.



DEATHS FOR THE YEAR ENDING JUNE 2016

Compared to previous 12 months.



VALUE OF CONSTRUCTION CONSENTS FOR YEAR ENDING JUNE 2016

Compared to previous 12 months.



AVERAGE HOUSE VALUATIONS FOR JUNE 2016 RELATIVE TO JUNE 2015



in the New Plymouth, Stratford and South Taranaki Districts.

HOME AFFORDABILITY WITHIN TARANAKI

relative to same period 12 months prior.



AVERAGE WEEKLY RENTALS IN NEW PLYMOUTH (MAY 2016)

relative to same time 12 months ago.



RETAIL SALES FOR THE SIX MONTHS ENDING JUNE 2016

relative to the same period in 2015.



NUMBER OF GUEST NIGHTS BY VISITORS STAYING IN COMMERCIAL ACCOMMODATION OUTLETS WITHIN TARANAKI FOR YEAR ENDING JUNE 2016

Compared to previous 12 months.



BIRTHS IN THE REGION FOR THE YEAR ENDING JUNE 2016



TARANAKI'S UNEMPLOYMENT RATE

in June quarter compared with same period 2015.



NUMBER OF DAIRY CATTLE IN TARANAKI FOR YEAR ENDING 2015

relative to previous 12 month period.



ECONOMIC CONFIDENCE – FEWER TARANAKI BUSINESS RESPONDENTS ANTICIPATE IMPROVED ECONOMIC TRADING CONDITIONS IN THE COMING 12 MONTHS

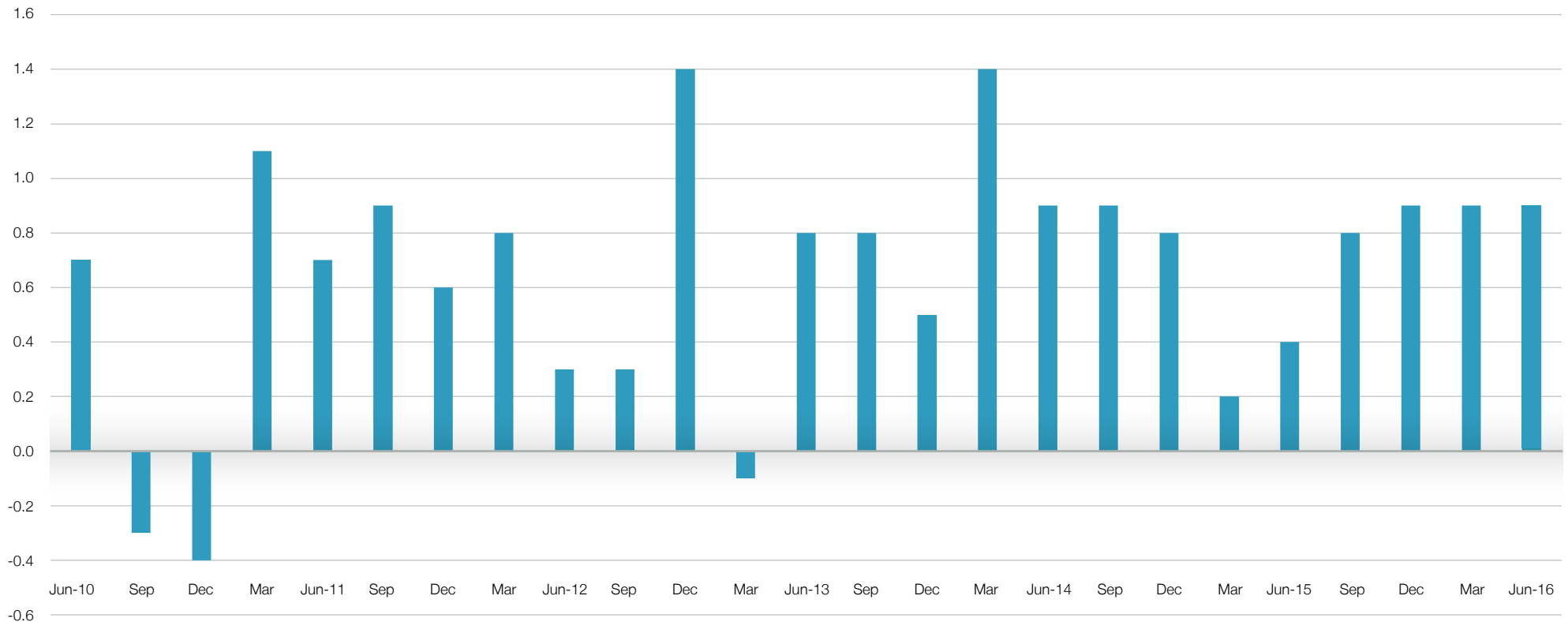
The majority anticipate continuation of status quo.

Gross Domestic Product

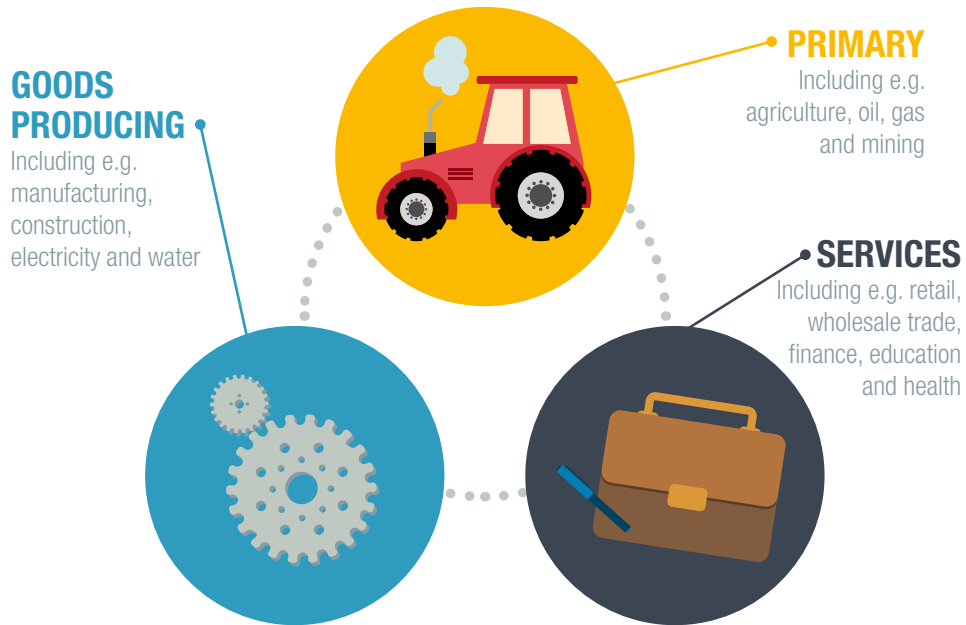
NEW ZEALAND'S GROSS DOMESTIC PRODUCT (GDP) FOR THE YEAR ENDING JUNE 2016 WAS CIRCA

\$227 BILLION.

ECONOMIC ACTIVITY, AS MEASURED BY GDP, INCREASED 0.9 PERCENT IN THE JUNE 2016 QUARTER.



Key industry groupings within the GDP analysis include:

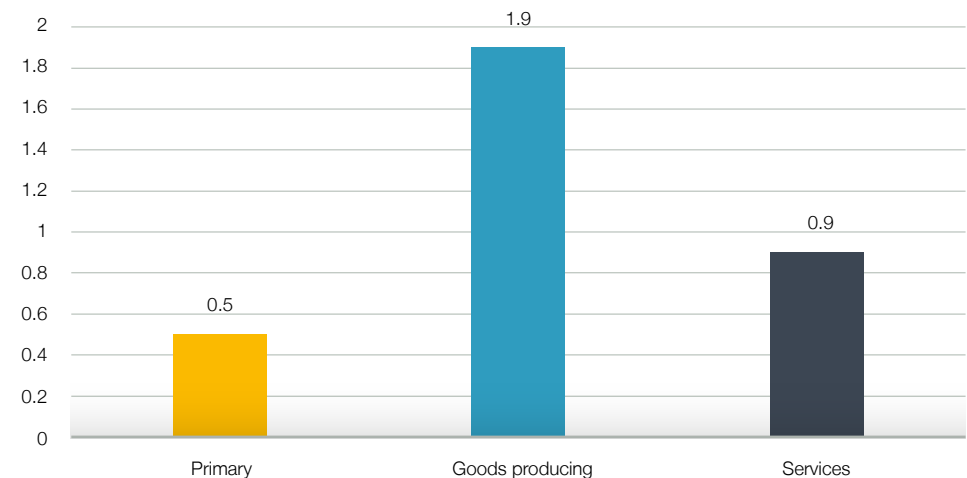


THE SERVICES GROUPING COMPRISES THE LARGEST SHARE OF GDP, HOWEVER THE GOODS PRODUCING GROUPING CONTRIBUTED THE MOST TO QUARTERLY GROWTH. THE LARGEST INCREASE IN THE JUNE QUARTERLY RESULT WAS IN CONSTRUCTION, WHICH WAS UP 5.0 PERCENT. MINING DECREASED 2.5 PERCENT DURING THIS PERIOD DUE TO LOWER PRODUCTION IN OIL AND GAS AND ALSO COAL.

SHARE OF THE ECONOMY



INDUSTRY GROWTH DURING JUNE 2016 QUARTER



International Trade

EXPORTS FROM NEW ZEALAND

TOTALLED \$49.3 BILLION

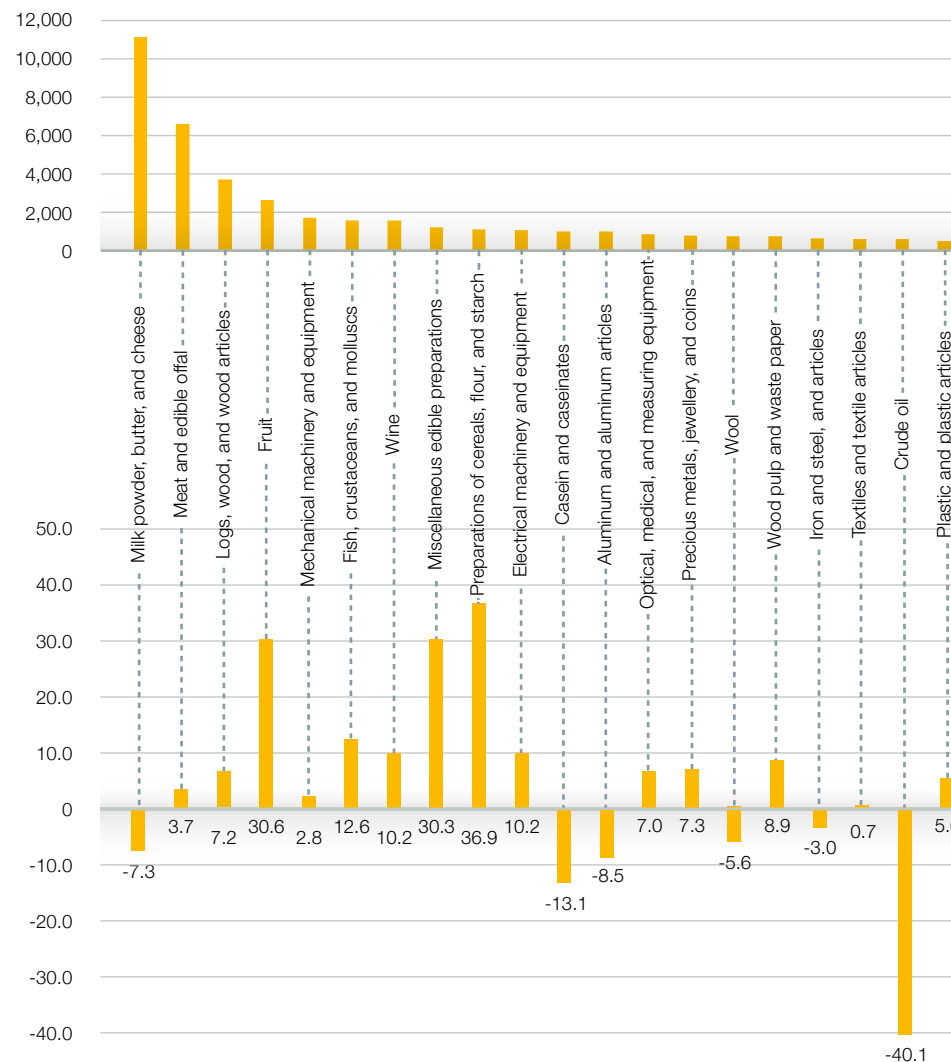
FOR THE YEAR ENDING JUNE 2016.

TOP THREE EXPORT EARNERS WERE:

1. MILK POWDER, BUTTER, CHEESE
2. MEAT
3. LOGS & WOOD

THE GLOBAL DECLINE IN OIL PRICE HAS HAD A SIGNIFICANT IMPACT ON EXPORT RETURNS FROM CRUDE OIL. THESE TOTALLED \$589 MILLION FOR THE 12 MONTH PERIOD – A DECLINE OF 40% ON THE PREVIOUS 12 MONTH PERIOD. CRUDE OIL WAS NEW ZEALAND'S 4TH HIGHEST EXPORT EARNER BUT IS CURRENTLY RANKED 19TH.

VALUE OF EXPORTS YEAR TO JUNE 2016 (\$ MILLION) - NEW ZEALAND TOP 20



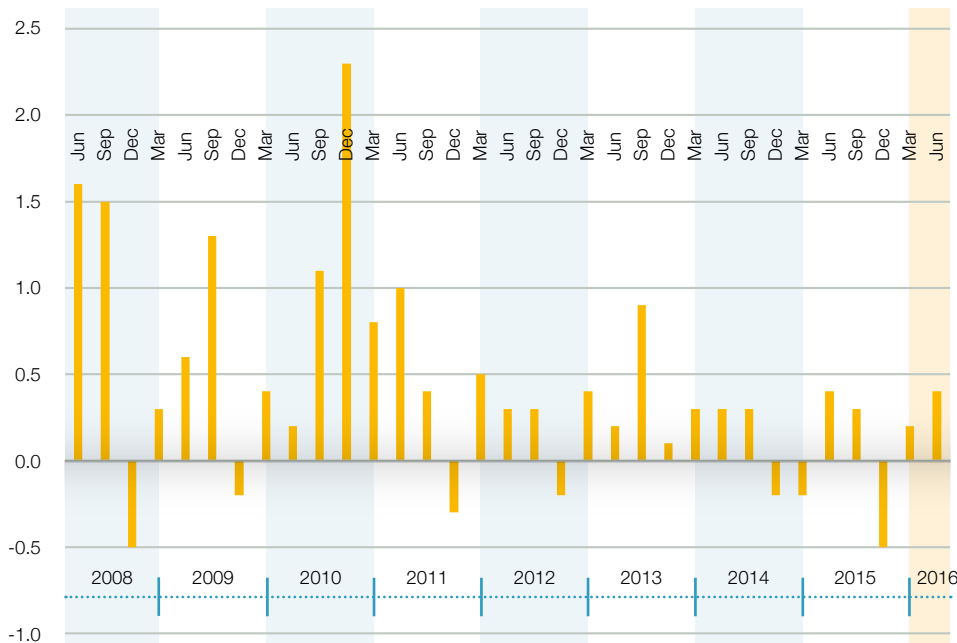
PERCENTAGE CHANGE IN VALUE OF EXPORTS
12 MONTHS TO JUNE 2016 RELATIVE TO PREVIOUS 12 MONTHS

CONSUMER PRICE INDEX (CPI) – NEW ZEALAND



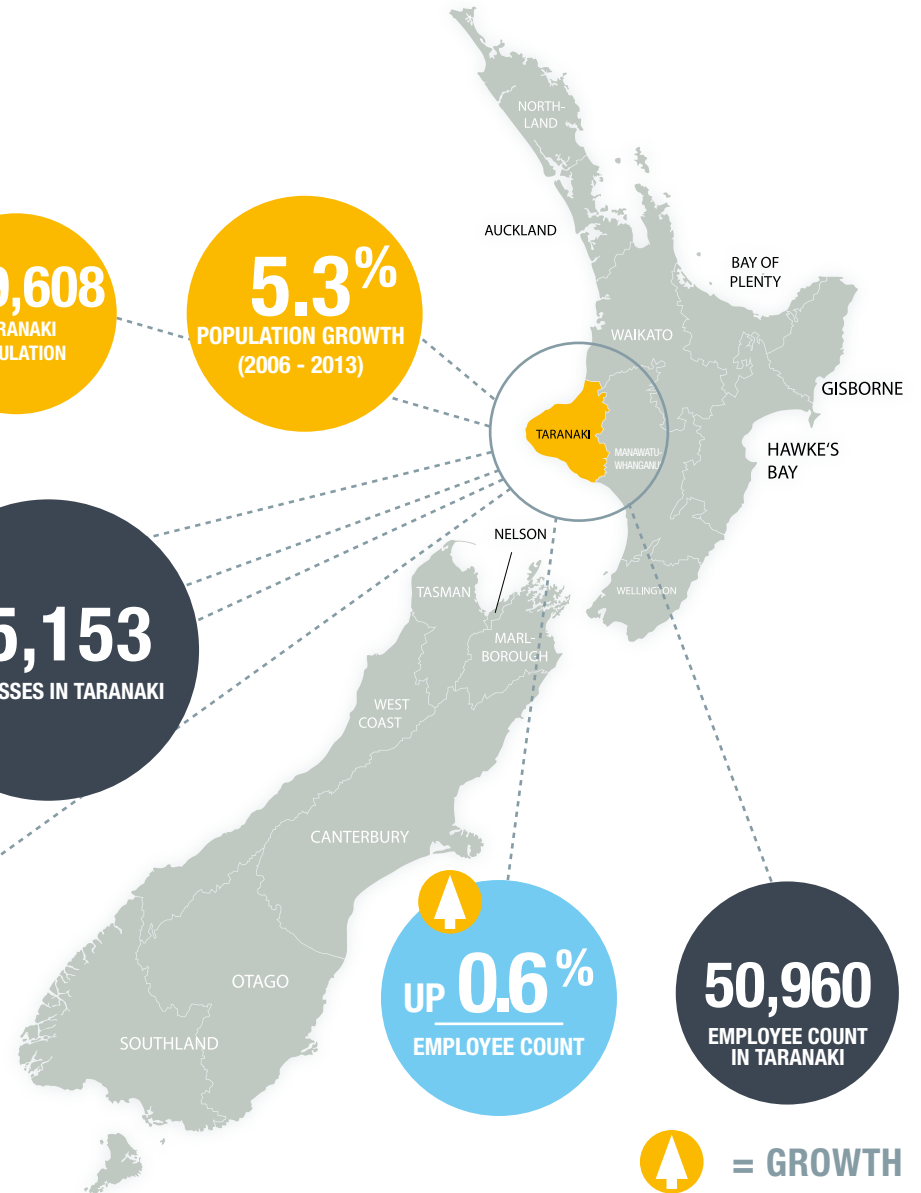
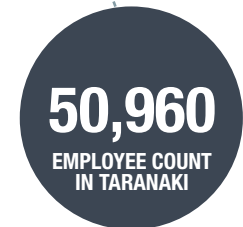
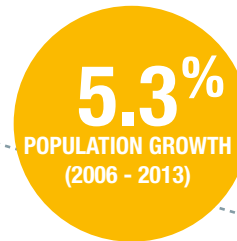
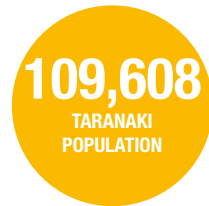
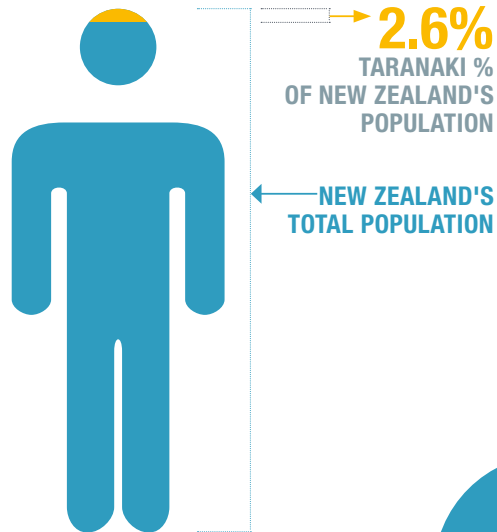
**INCREASES
OCCURRED IN
PETROL PRICES
(UP 5.3%) AND
HOUSING-RELATED
COSTS ASSOCIATED
WITH THE
PURCHASE OF NEW
HOUSING
EXCLUDING LAND
(UP 2.1%)**

QUARTERLY CHANGE IN CPI JUNE 2016 QUARTER



Taranaki – Key statistics at a glance

MEDIAN AGE OF POPULATION



= GROWTH 2014 - 2015

% POPULATION AGED 65 YEARS AND OVER:

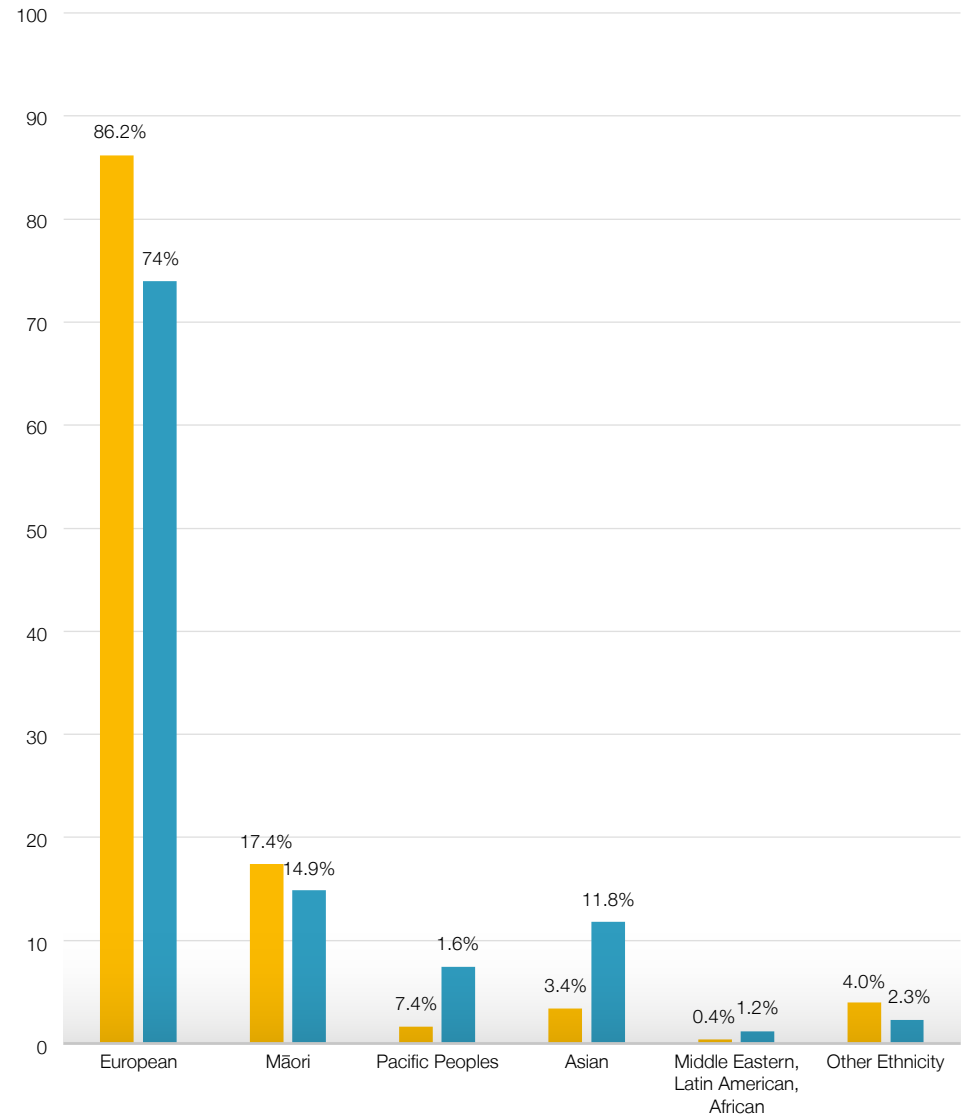


% POPULATION AGED UNDER 15 YEARS



ETHNIC COMPOSITION %

● Taranaki ● New Zealand

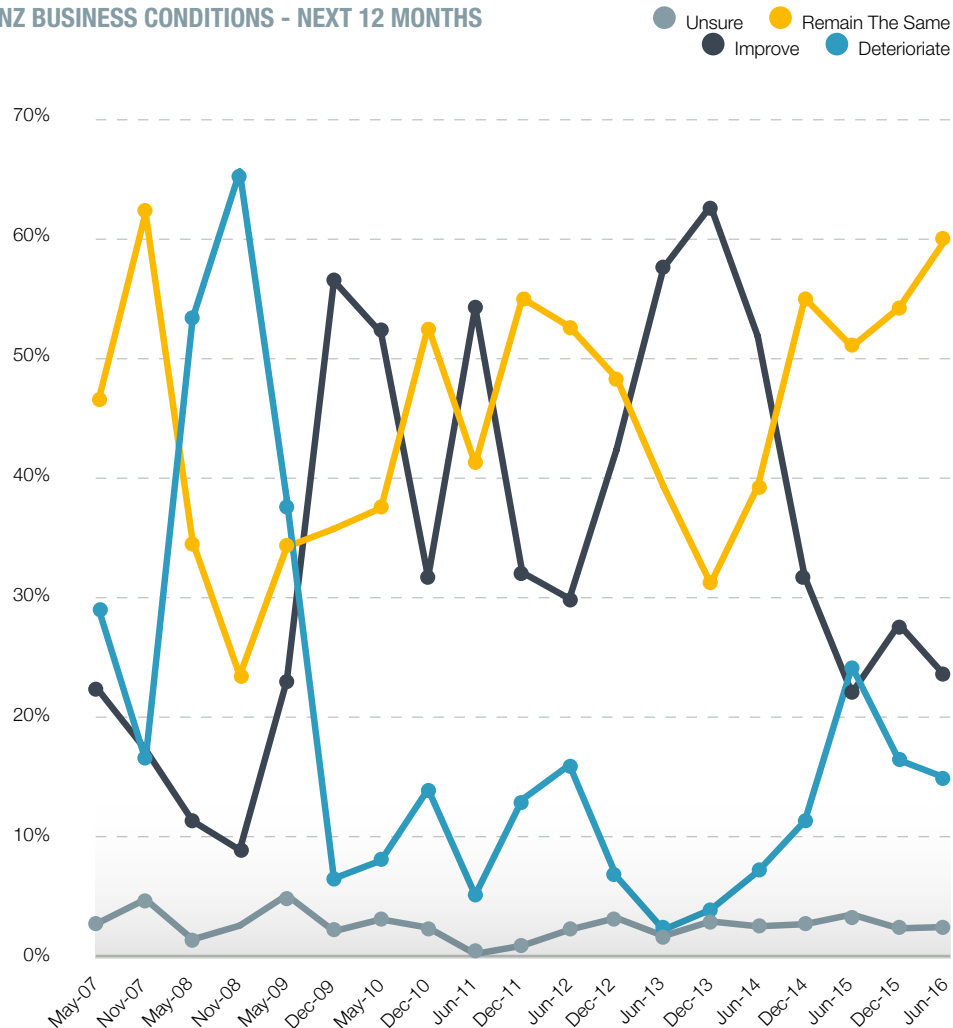


Taranaki Economic Outlook

June 2016 Business Survey Findings

1,400 TARANAKI BUSINESSES WERE SURVEYED IN JUNE 2016 REGARDING THE STATE OF THE NEW ZEALAND ECONOMY AND TRADING CONDITIONS FOR THE NEXT 12 MONTHS.

NZ BUSINESS CONDITIONS - NEXT 12 MONTHS



23% ANTICIPATED IMPROVEMENT
(DOWN FROM 28%)

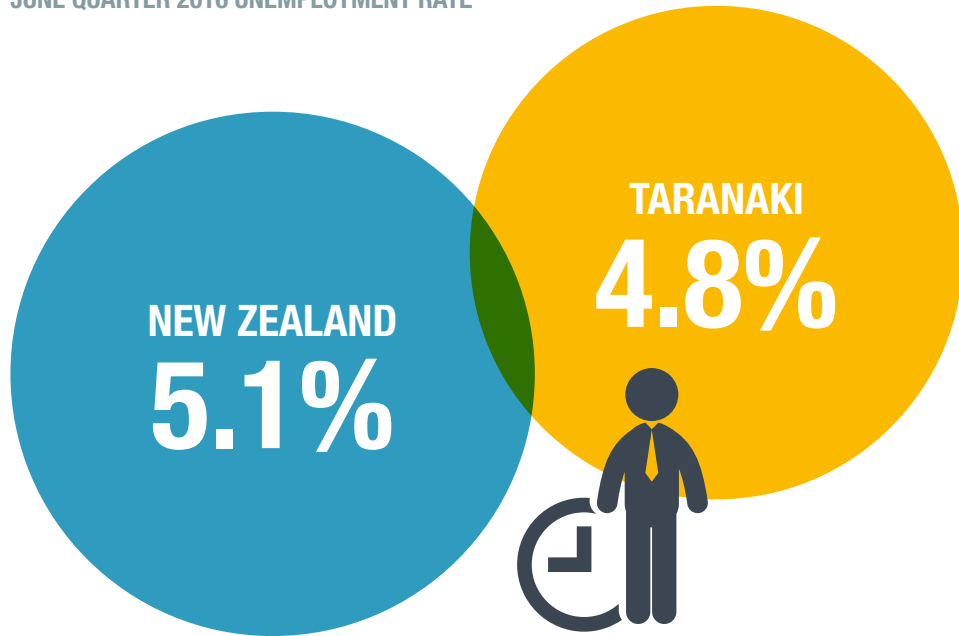
60% ANTICIPATED THE STATUS QUO WILL PREVAIL
(UP FROM 54%)

15% PREDICTED DETERIORATION
(DOWN FROM 16%)

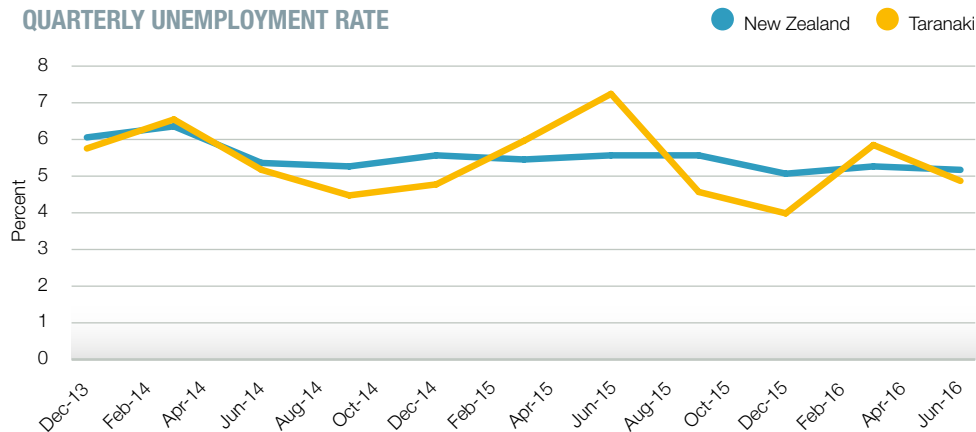
2% WERE UNSURE

Labour Force

JUNE QUARTER 2016 UNEMPLOYMENT RATE

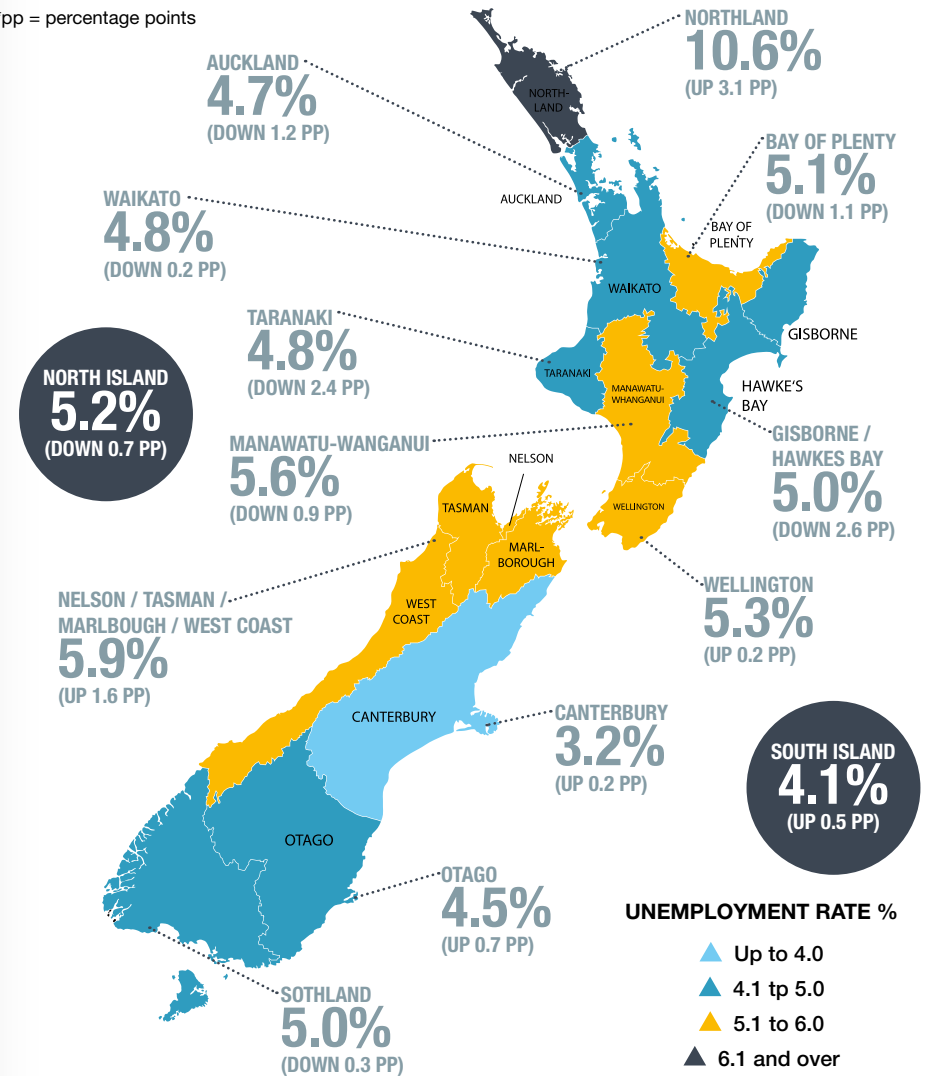


QUARTERLY UNEMPLOYMENT RATE



Unemployment Rate June 2016 Quarter (Compared with June 2015 Quarter)

*pp = percentage points



Incomes in Taranaki

THE FOLLOWING TABLES OF PERSONAL AND HOUSEHOLD INCOME COLLECTED VIA THE 2013 CENSUS, ARE INCLUSIVE OF ALL FORMS OF INCOME. TOTAL INCOME INCLUDES WAGES, VARIOUS FORMS OF BENEFITS SUCH AS UNEMPLOYMENT, DOMESTIC PURPOSE, SUPERANNUATION, ACC, AS WELL AS COMMISSIONS, BONUSES, DIVIDENDS, INCOMES FROM RENT, INTEREST AND OTHER INVESTMENTS, AND INCLUDES REPORTING 'NO INCOME' FOR THE YEAR ENDING 31ST MARCH 2013.

MEDIAN TOTAL PERSONAL INCOME

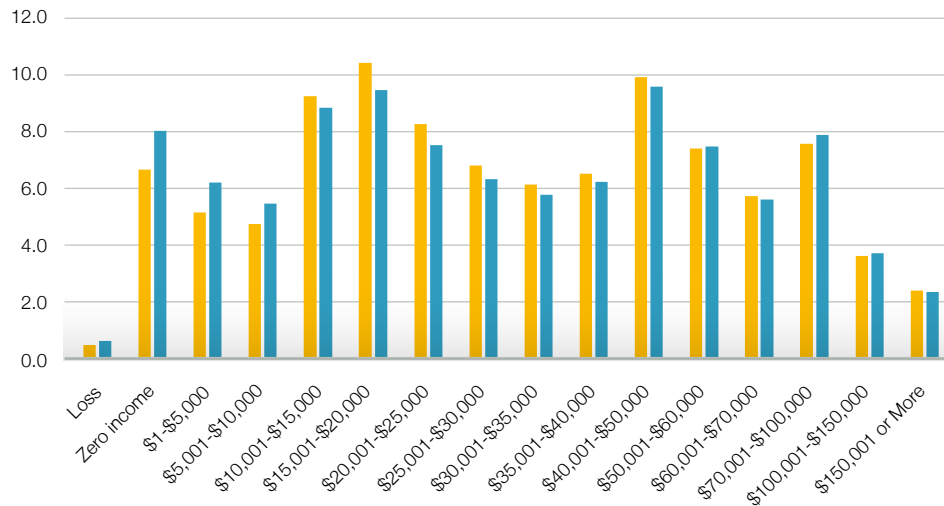


TOTAL HOUSEHOLD INCOME

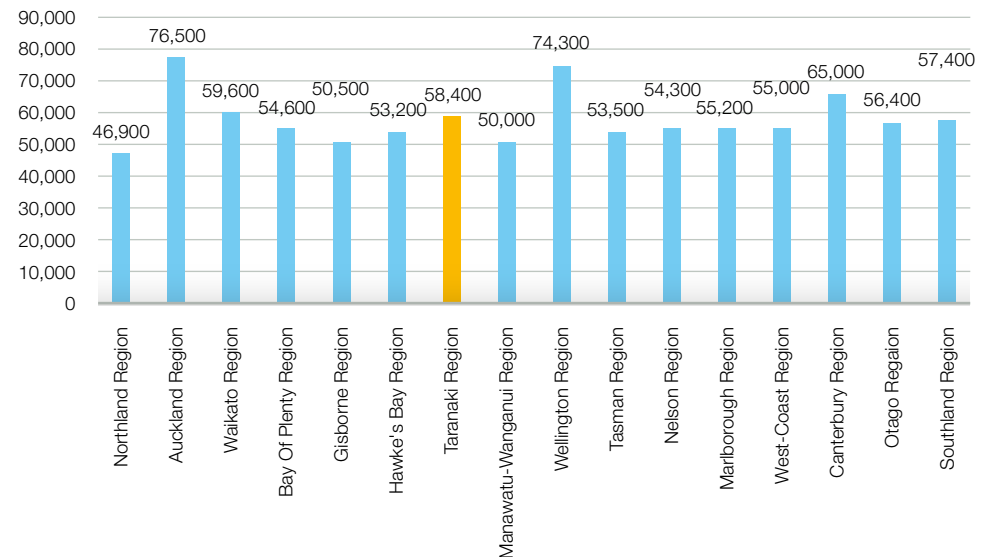


● New Zealand ● Taranaki

TOTAL PERSONAL INCOME (% BY INCOME BRACKET) - TARANAKI V NZ



TOTAL HOUSEHOLD INCOME \$



Natural Population Increase

THERE WERE

1,497 BIRTHS

IN TARANAKI DURING 2016 AND 1,032 DEATHS, RESULTING IN A NATURAL POPULATION INCREASE OF 465 PEOPLE.

ANNUAL CHANGE IN BIRTHS 2015-2016 (JUNE)

TARANAKI
-6.6%

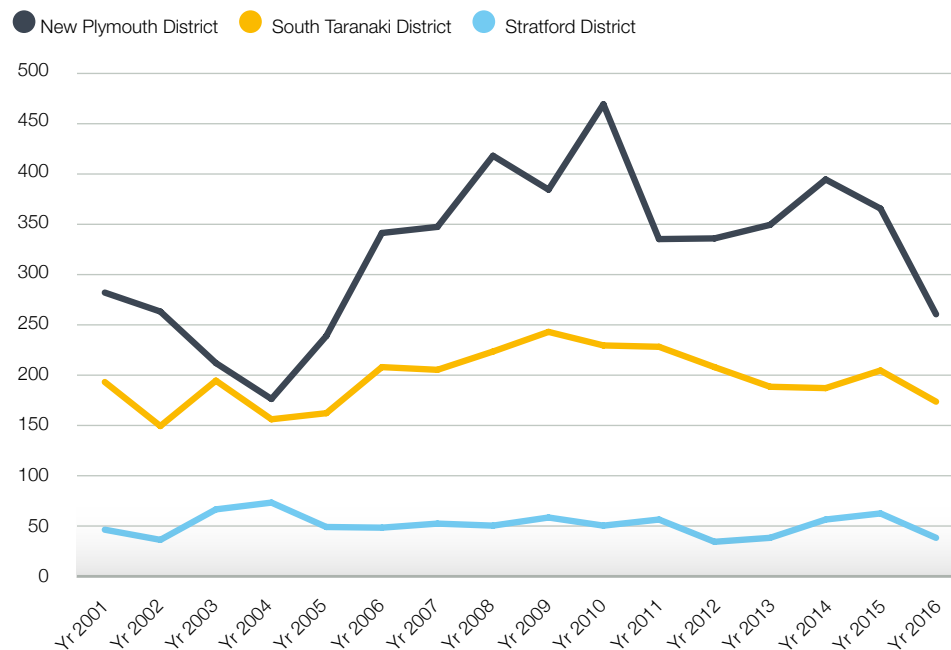
NEW ZEALAND
-1.0%

NEW ZEALAND
-0.6%

TARANAKI
-5.5%

ANNUAL CHANGE IN DEATHS 2015-2016 (JUNE)

NATURAL INCREASE IN POPULATION - TARANAKI DISTRICTS YEAR ENDING JUNE



THE NATURAL POPULATION

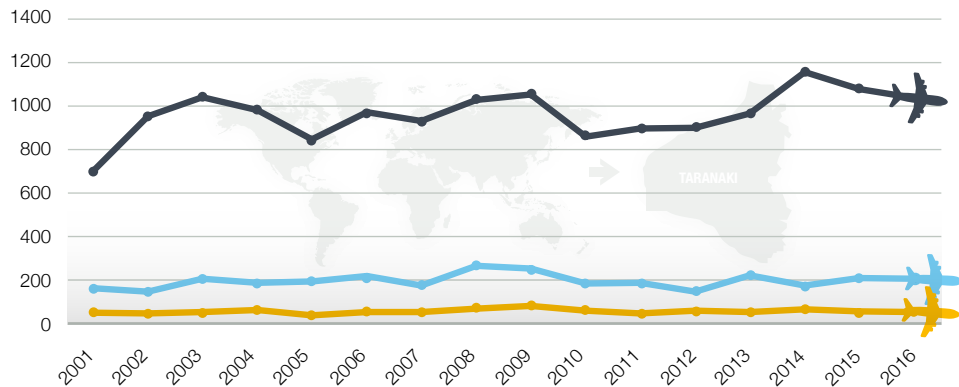
INCREASE OF 465 PEOPLE

THAT OCCURRED IN TARANAKI DURING 2016 WAS DUE TO THE NUMBER OF BIRTHS EXCEEDING THE NUMBER OF DEATHS. HOWEVER GROWTH IN THE NUMBER OF BIRTHS HAS DECLINED AND DEATHS HAS INCREASED RELATIVE TO SAME PERIOD IN 2015.

Migration

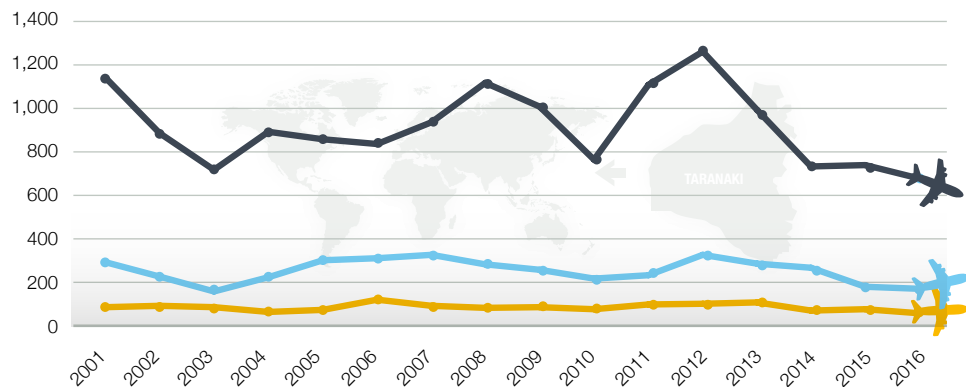
Long term international arrivals and departures to/from the Taranaki region.

INTERNATIONAL LONG TERM ARRIVALS ANNUAL TO JUNE

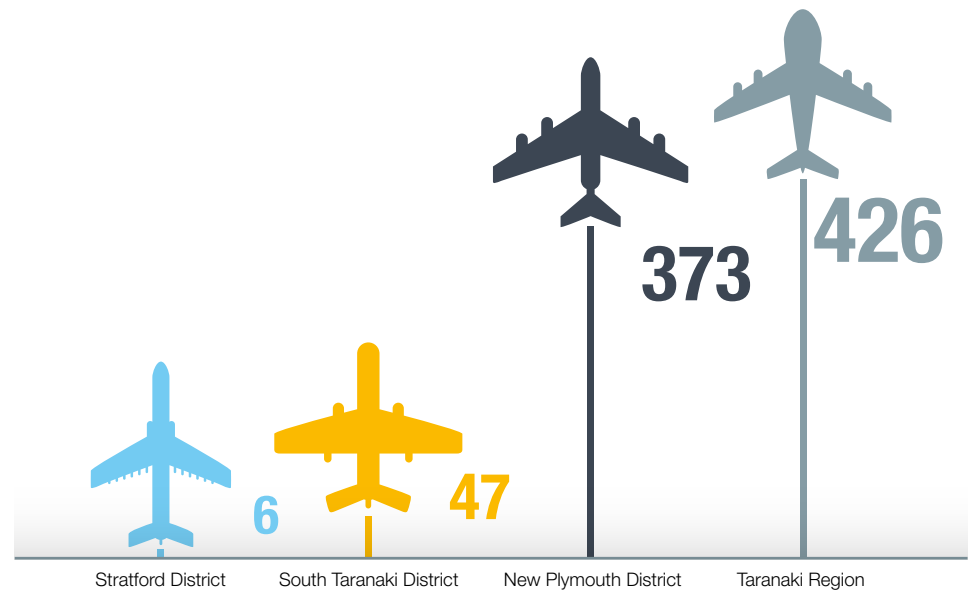


● New Plymouth District ● South Taranaki District ● Stratford District

INTERNATIONAL LONG TERM DEPARTURES ANNUAL TO JUNE



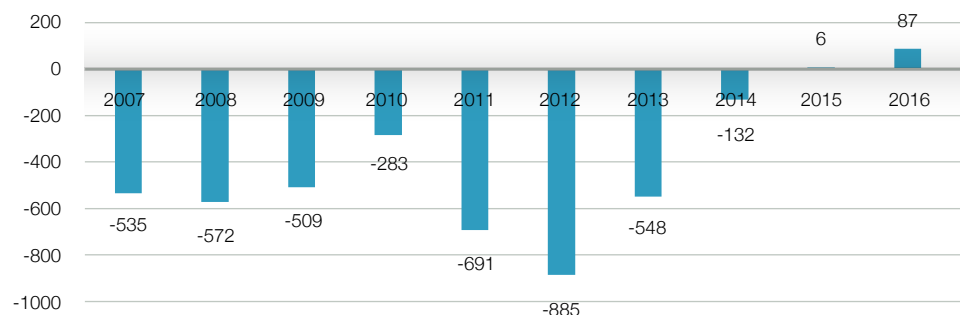
THERE WAS A NET GAIN OF
426 PEOPLE
 FOR TARANAKI DURING THE 12 MONTHS TO JUNE 2016, DUE TO
 INTERNATIONAL ARRIVALS TO THE REGION
**EXCEEDING INTERNATIONAL
 DEPARTURES IN ALL THE
 DISTRICTS**
 OF NOTE, STRATFORD DISTRICT TURNED A NET LOSS RECORDED IN
 2015 INTO A
SMALL NET GAIN
 OF AN ADDITIONAL 6 PEOPLE DURING THE PERIOD.



NET MIGRATION - FOR 12 MONTHS TO JUNE 2016

TARANAKI EXPERIENCED A NET GAIN IN MIGRATION FROM PEOPLE IN AUSTRALIA COMING (OR RETURNING HOME) **TO TARANAKI.** THIS HAS BEEN AN INCREASING TREND, WHICH REVERSES THE LOSS IN PREVIOUS YEARS.

NET GAIN / LOSS IN MIGRATION FROM AUSTRALIA - TARANAKI. YEAR TO JUNE



GAINS WERE MADE

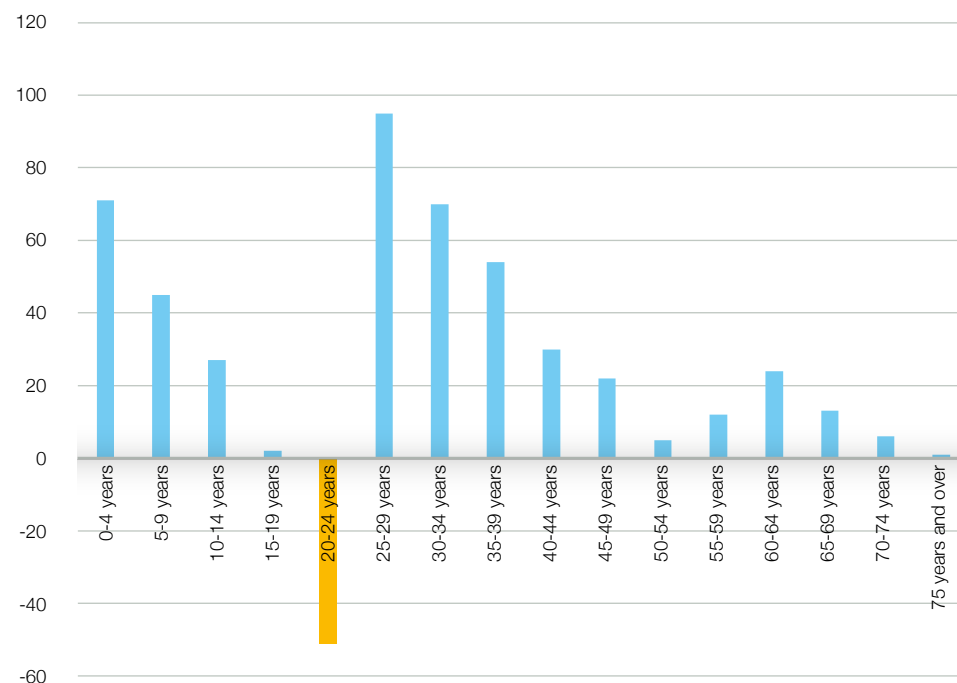
IN ALL AGE GROUPS WITH THE EXCEPTION OF THE 20-24 YEAR AGE BRACKET WHERE THERE WAS A NET LOSS OF PEOPLE IN THE 12 MONTHS TO JUNE 2016.

BIGGEST GAINS

WERE 25 YEARS – 35 YEARS FOLLOWED BY YOUNG CHILDREN (0-4 YEARS).



NET MIGRATION BY AGE YEAR TO JUNE 2016





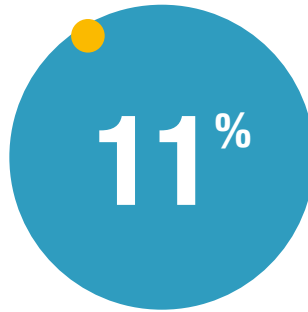
Manufacturing

IN THIS EDITION WE FOCUS ON MANUFACTURING WITHIN THE TARANAKI REGION.

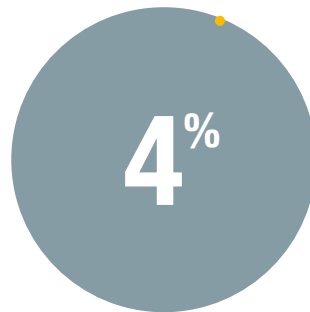
GDP:



CONTRIBUTION OF MANUFACTURING TO TARANAKI'S REGIONAL GDP



PERCENTAGE OF TARANAKI GDP



TARANAKI CONTRIBUTION TO NATIONAL GDP IN MANUFACTURING

Business:

NUMBER OF MANUFACTURING BUSINESSES IN TARANAKI

597

CONTRIBUTION TO TARANAKI'S BUSINESS BASE

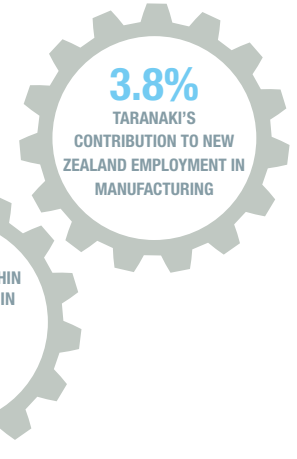
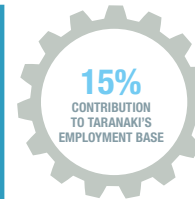
4%

TARANAKI'S CONTRIBUTION TO NEW ZEALAND MANUFACTURING BUSINESSES

2.6%



Employment:



Subsectors which comprise the largest share in manufacturing employment within Taranaki

CHEESE AND OTHER DAIRY PRODUCT PROCESSING: 20.9%

MEAT PROCESSING: 13.7%

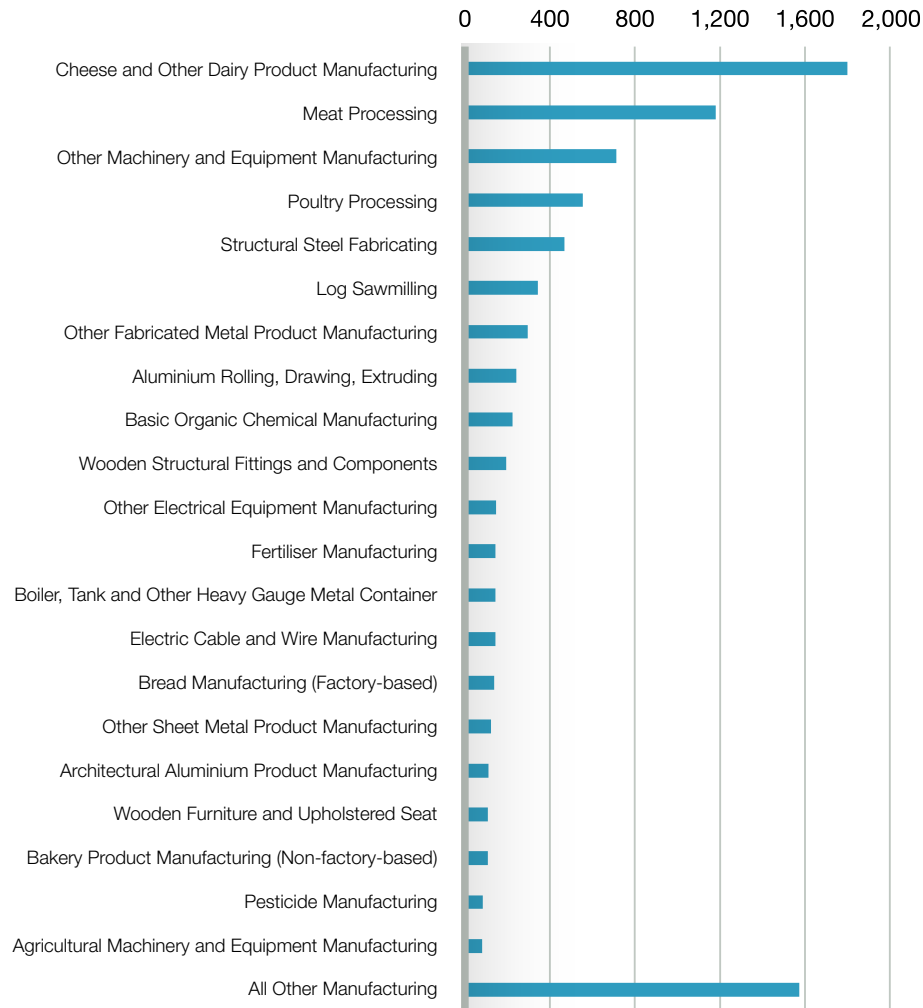
COMBINED GROUPING OF VARIOUS METAL RELATED ENGINEERING: MACHINERY, EQUIPMENT MANUFACTURING; STRUCTURAL STEEL FABRICATION; OTHER FABRICATED METAL MANUFACTURING; ALUMINIUM ROLLING/DRAWING AND EXTRUDING: 21.2%

POULTRY PROCESSING: 6.4%

LOG SAW MILLING: 4%

Employment in manufacturing within Taranaki

EMPLOYMENT IN MANUFACTURING WITHIN TARANAKI



Interesting facts about employment in manufacturing in Taranaki:

50 JOBS

In cake and pastry manufacturing

139 JOBS

In bread manufacturing

144 JOBS

In fertiliser manufacturing

342 JOBS

In log sawmilling

35 JOBS

In cured meat and small goods production

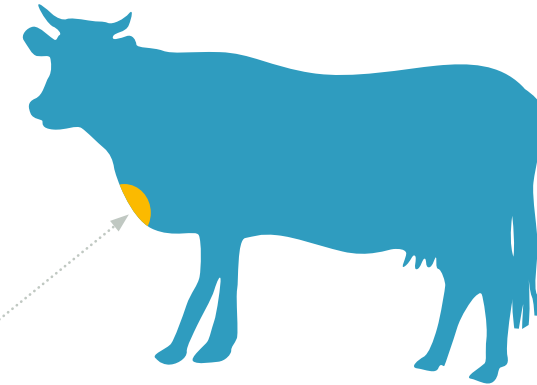
16 JOBS

In jewellery and silverware



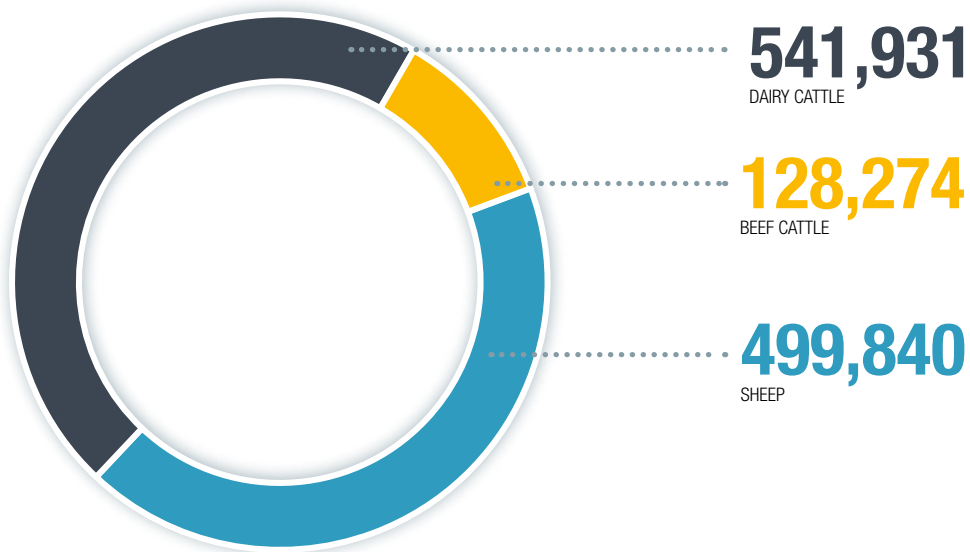
Primary Industry

WITH 541,931 DAIRY COWS IN THE REGION, TARANAKI HAS ALMOST 5 COWS PER PERSON, AND SLIGHTLY MORE COWS THAN SHEEP (499,840).

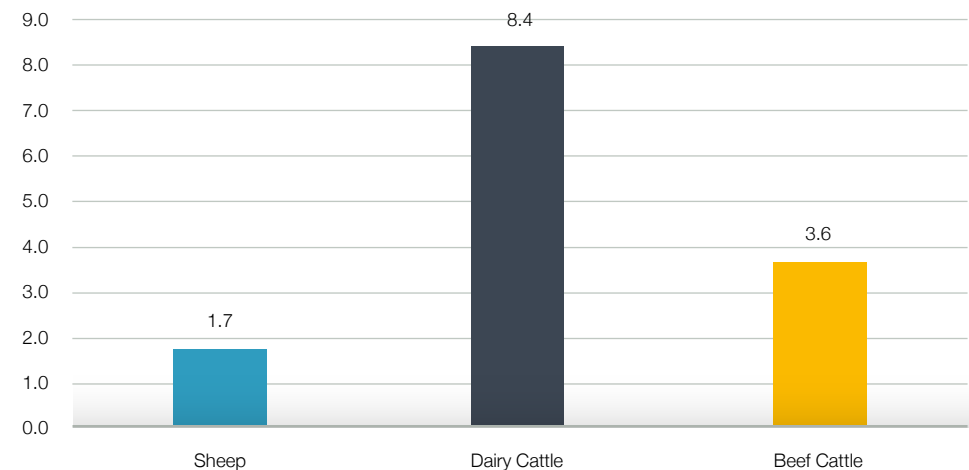


8.4% OF THE NATIONAL DAIRY HERD IS BASED IN THE TARANAKI REGION.

TARANAKI 2015: NUMBERS OF SELECTED LIVESTOCK



TARANAKI - PERCENTAGE OF NZ TOTAL

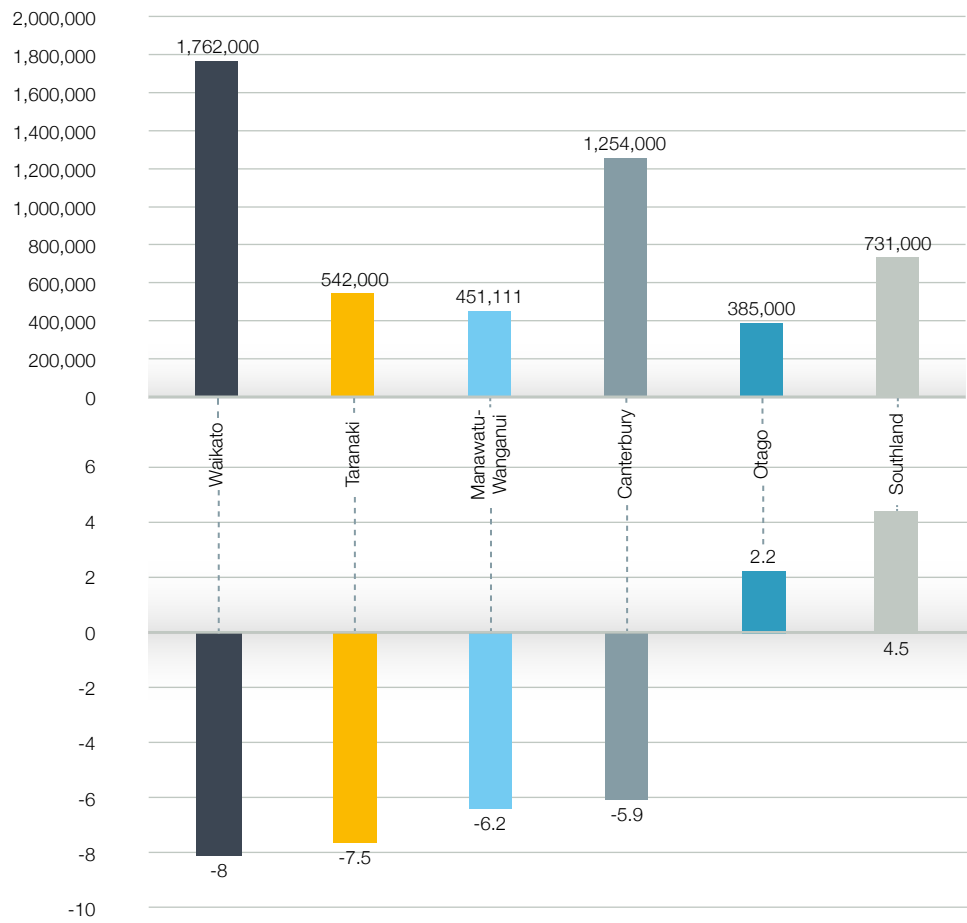




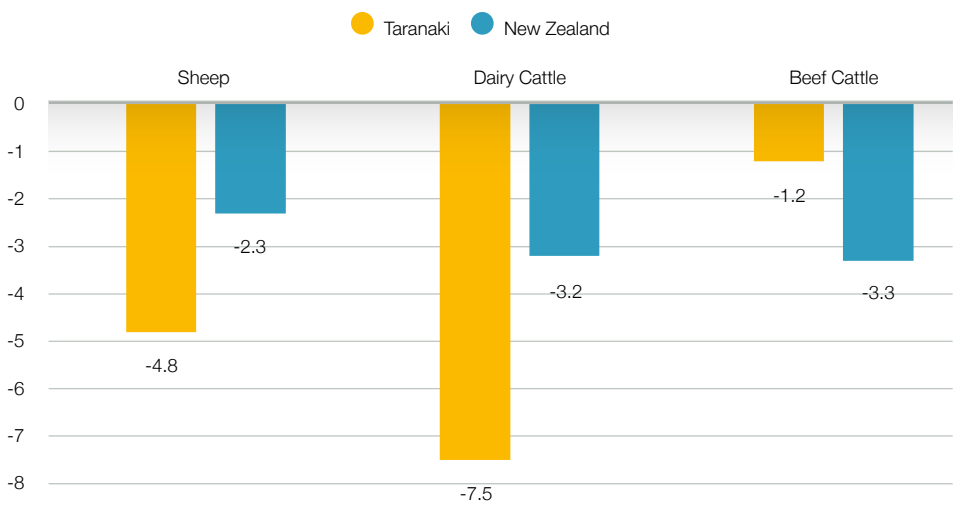
WAIKATO, CANTERBURY AND SOUTHLAND, IN ADDITION TO TARANAKI, ARE STRONG DAIRY REGIONS. DECLINES IN DAIRY COWS WERE EXPERIENCED IN THESE REGIONS, WITH THE EXCEPTION OF SOUTHLAND.

NUMBERS OF DAIRY COWS CONTRACTED 7.5% IN THE REGION DURING THE 2014-2015 YEAR WHICH IS THE MOST RECENT DATA AVAILABLE FROM STATISTICS NEW ZEALAND. SHEEP NUMBERS HAVE **REDUCED BY 4.8%** AND BEEF CATTLE BY 1.2%. DECLINES WERE ALSO EXPERIENCED NATIONALLY.

NUMBERS OF DAIRY COWS



PERCENTAGE GROWTH 2014- 2015 - SELECTED LIVESTOCK



PERCENTAGE CHANGE IN DAIRY CATTLE NUMBERS 2014-2015

Construction Activity

VALUE OF BUILDINGS CONSENTS 12 MONTHS TO JUNE 2016

\$38,884,970 | 13%

SOUTH TARANAKI DISTRICT

\$12,269,215 | 4%

STRATFORD DISTRICT

\$243,241,732 | 83%

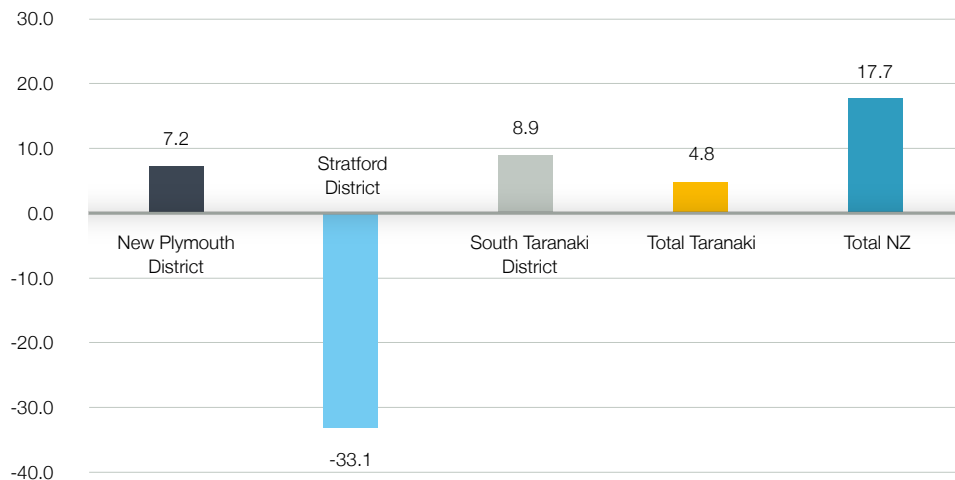
NEW PLYMOUTH DISTRICT



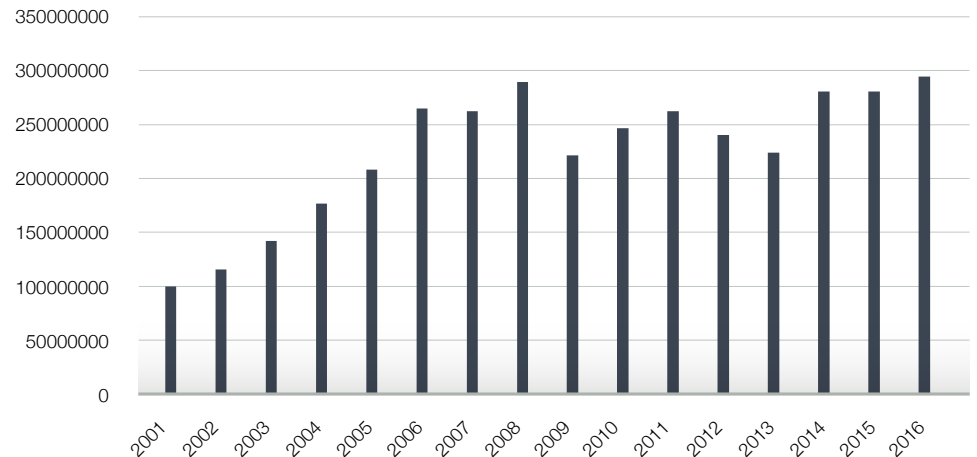
FOR THE 12 MONTHS ENDING JUNE 2016 IN TARANAKI THERE WERE \$294.4 MILLION OF BUILDING CONSENTS APPROVED.

The value of building consents increased by 4.8% in Taranaki to 2016 relative to the previous 12 months, predominantly due to increases in New Plymouth District and South Taranaki. Stratford experienced a 'return to normal' level of consenting after several major non-routine commercial expansions created a higher fluctuation in 2014/2015.

PERCENTAGE CHANGE IN VALUE OF TOTAL BUILDING CONSENTS - 12 MONTHS TO JUNE 2016 RELATIVE TO SAME PERIOD IN PRIOR YEAR.



VALUE OF BUILDING CONSENTS - TARANAKI YEAR ENDING JUNE



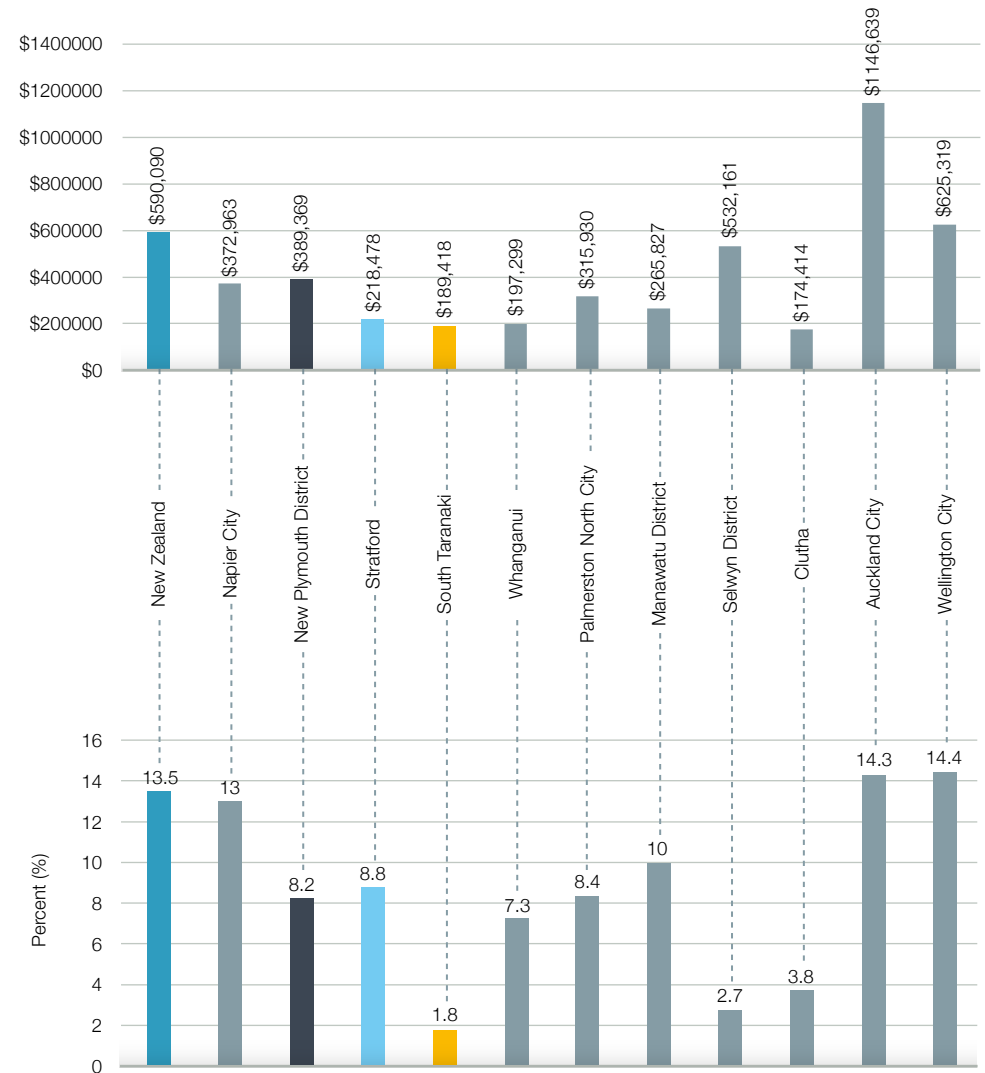
Average Value of a House



HOUSE VALUATIONS HAVE CONTINUED TO INCREASE IN THE TARANAKI REGION, PARTICULARLY WITHIN STRATFORD AND THE NEW PLYMOUTH DISTRICT (UP 8.8% AND 8.2% RESPECTIVELY FROM A YEAR PRIOR).

The average house valuation in Stratford at \$218,478 is higher than the South Taranaki District (\$189,418) and Whanganui (\$197,299).

AVERAGE VALUE OF A HOUSE - JUNE 2016



HOUSE VALUES PERCENTAGE CHANGE IN VALUE BETWEEN JUNE 2015 AND JUNE 2016

Home Affordability



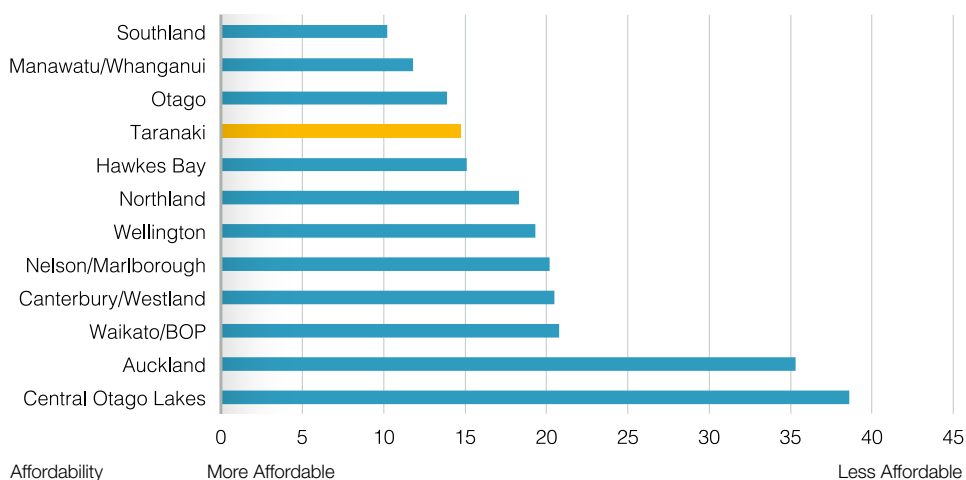
TARANAKI IS THE FOURTH MOST ATTRACTIVE REGION IN THE COUNTRY IN TERMS OF HOME AFFORDABILITY.

PERCENTAGE CHANGE IN HOME AFFORDABILITY IN LAST 12 MONTHS

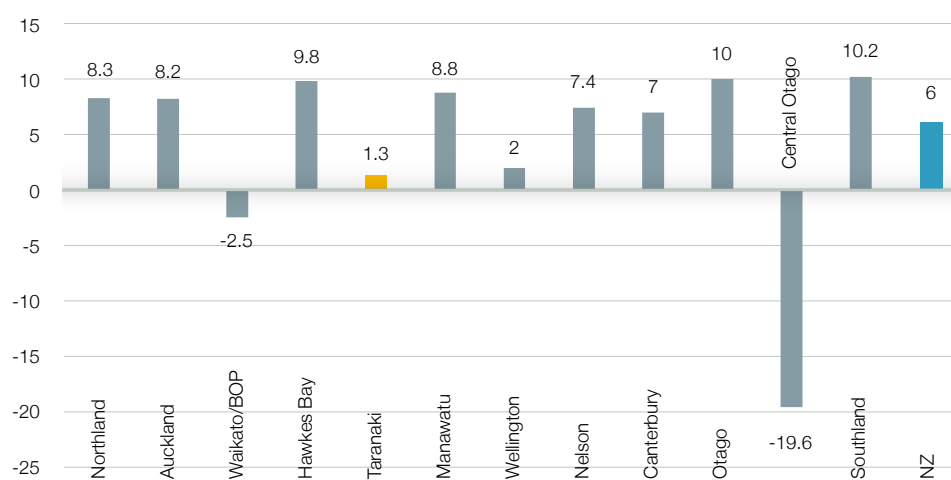


IN THE LAST 12 MONTHS TARANAKI'S HOME AFFORDABILITY HAS IMPROVED BY 1.3%. THIS WAS LESS THAN THE NATIONAL AVERAGE WHERE NEW ZEALAND'S HOME AFFORDABILITY INDEX IMPROVED BY 6%. ALL REGIONS EXPERIENCED AN IMPROVEMENT IN AFFORDABILITY EXCEPT FOR WAIKATO/BAY OF PLENTY AND CENTRAL OTAGO LAKES.

HOME AFFORDABILITY REGIONAL RANKING MAY 2016



% CHANGE IN HOME AFFORDABILITY IN THE LAST 12 MONTHS



Rentals



NEW PLYMOUTH'S
AVERAGE WEEKLY RENTAL IS
\$337 PER WEEK
WHICH IS LESS THAN THE
NEW ZEALAND
AVERAGE OF
\$385 PER WEEK.

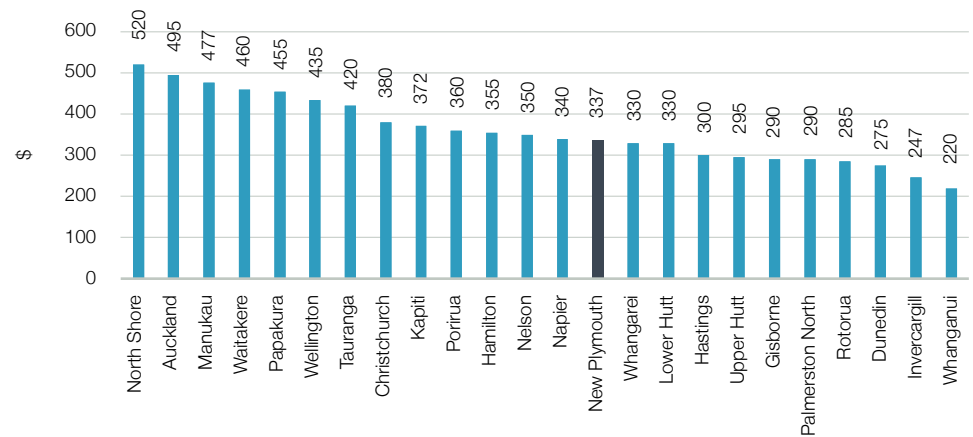
RENTALS HAVE INCREASED IN NEW PLYMOUTH IN THE PAST YEAR (2.1%) WHICH IS LESS THAN THE NATIONAL AVERAGE (6.9%).

SURVEY AUTHORS, MASSEY UNIVERSITY, HAVE POINTED OUT THAT THE POPULATION DRIFT FROM NORTH TO SOUTH COMBINED WITH THE RECENT INCREASE IN IMMIGRATION AND THE PREFERENCE OF IMMIGRANTS TO LIVE IN A LARGE CITY MEANS THE GREATEST PRESSURE IN HOUSING HAS BEEN PLACED ON THE AUCKLAND MARKET.

ANNUAL PERCENTAGE CHANGE IN WEEKLY RENT



MEDIAN WEEKLY RENTAL (\$) MAY 2016



MEDIAN RENT FEBRUARY 2016

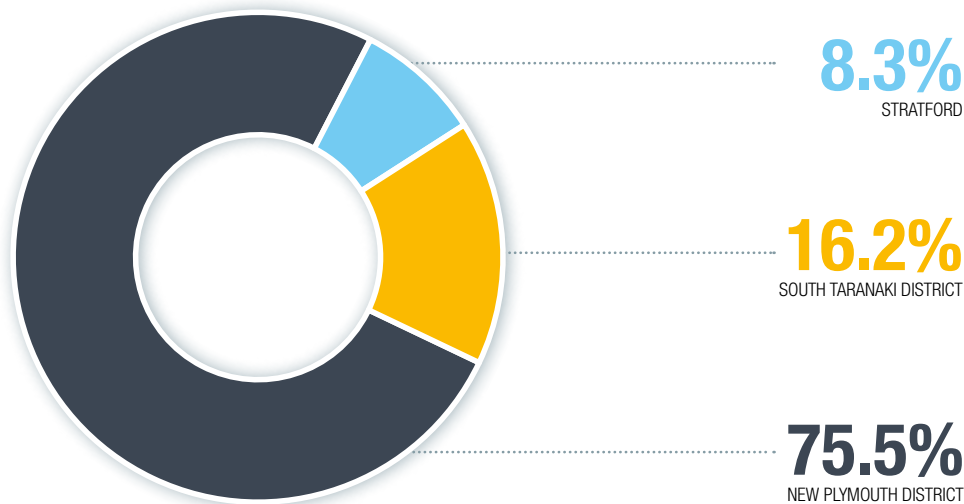


Retail Sales

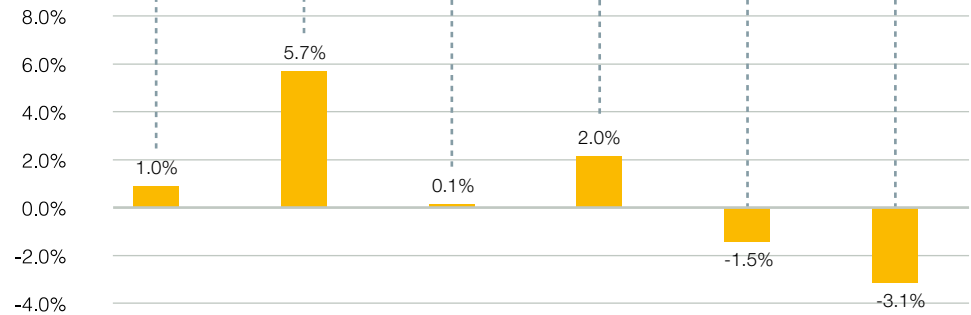
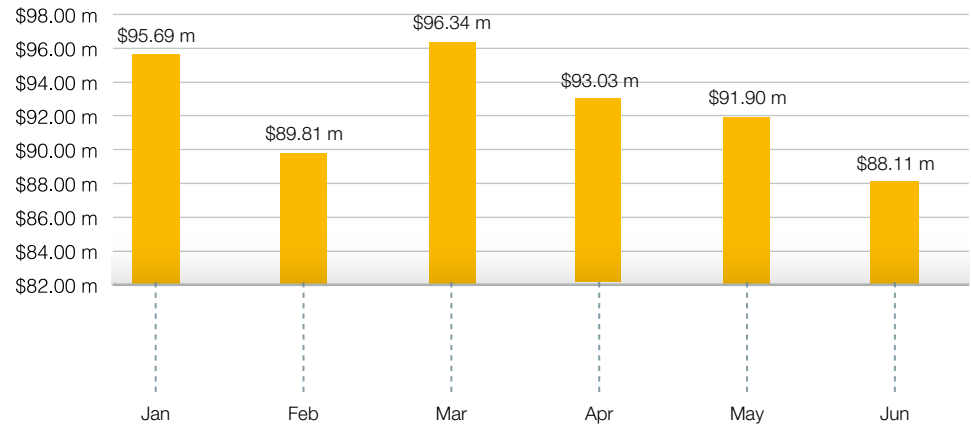
FOR THE HALF-YEAR ENDING JUNE 2016, \$554.9M WAS SPENT AT RETAIL MERCHANTS IN TARANAKI.

Spending within Taranaki was up slightly (0.6%) for half-year, relative to the same period in 2015, although it was less than the New Zealand average of 7.3% growth. Much of the increase in Taranaki was due to a boost in spend during February, and key times such as New Year sales, which provided a welcome injection into what had been a relatively subdued 6-month retail period.

SHARE OF RETAIL SPEND JAN - JUNE 2016



VALUE OF MONTHLY RETAIL SPEND - TARANAKI JAN - JUNE 2016



TARANAKI PERCENTAGE CHANGE IN SPEND OVER SAME TIME LAST YEAR JAN - JUNE 2016

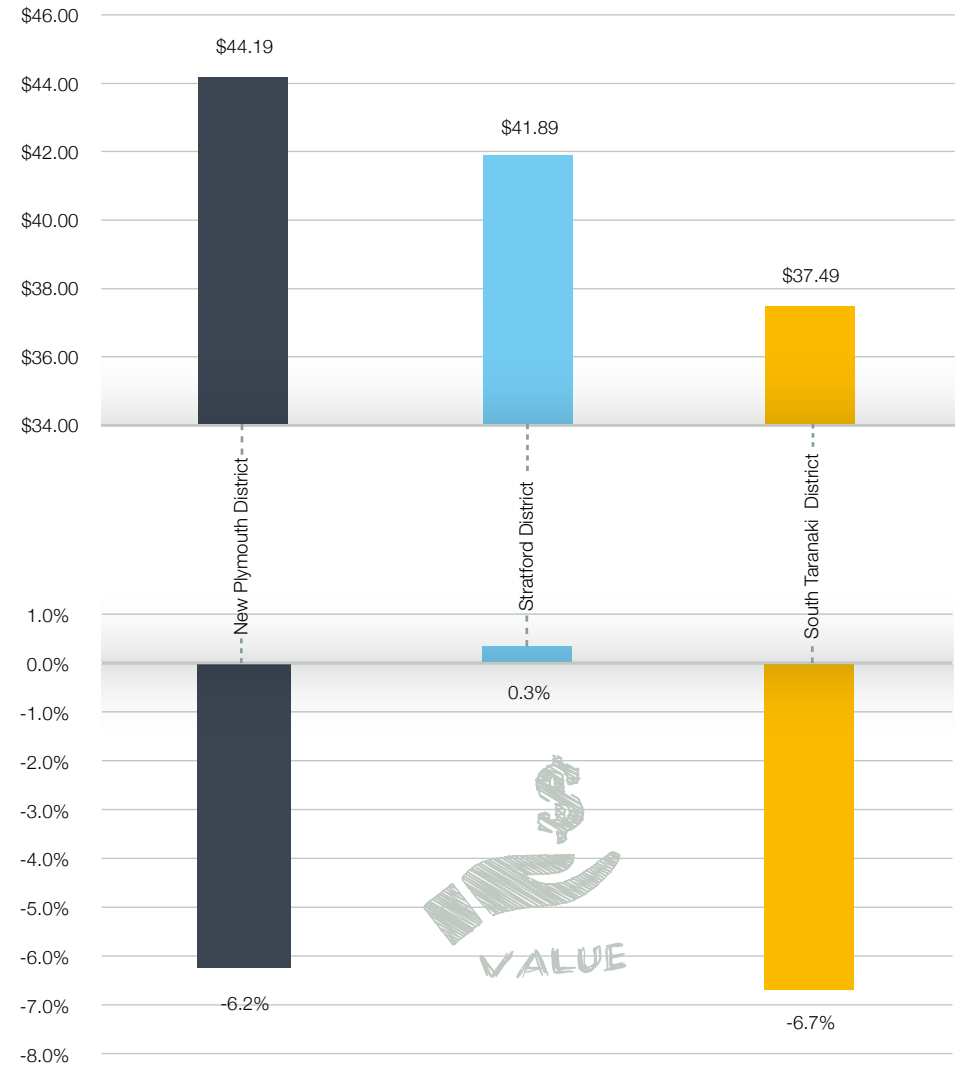
STRONGEST RETAIL GROWTH WAS RECORDED IN THE STRATFORD DISTRICT WITH A 5.3% GAIN.

% CHANGE IN RETAIL SPEND OVER SAME TIME LAST YEAR



PERCENTAGE CHANGE IN NUMBER OF TRANSACTIONS FROM SAME TIME LAST YEAR JAN - JUNE 2016

AVERAGE TRANSACTION VALUE



PERCENTAGE CHANGE IN AVERAGE TRANSACTION VALUE OVER SAME TIME LAST YEAR

Visitor Industry

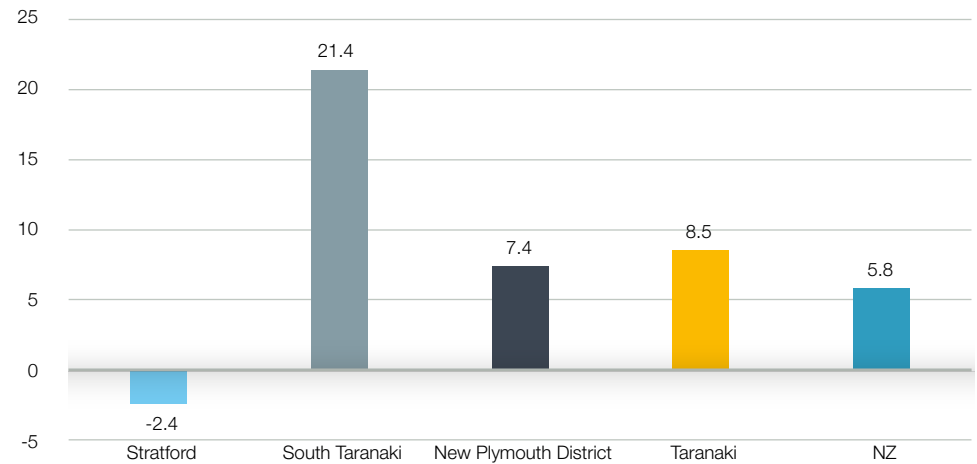
% CHANGE IN COMMERCIAL GUEST NIGHTS YEAR ENDING JUNE 2016



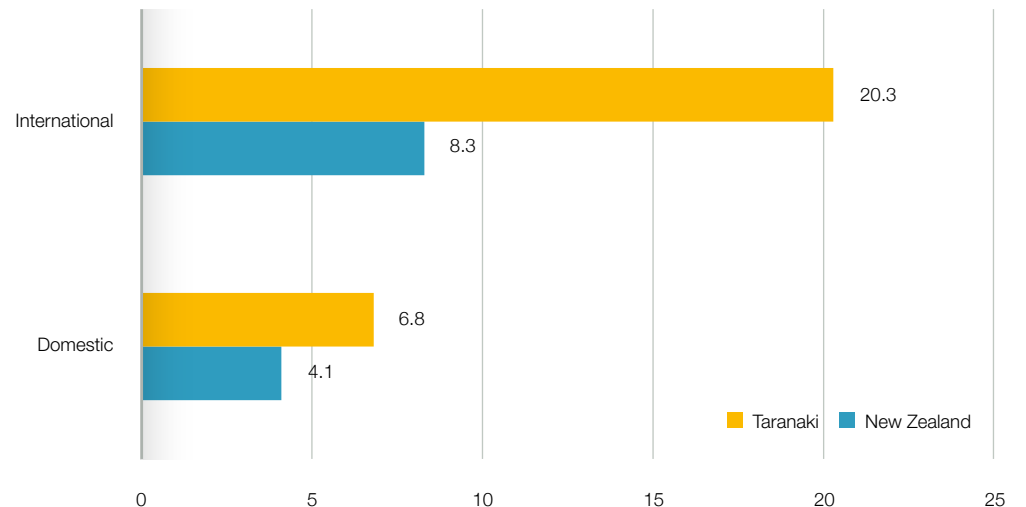
TARANAKI COMMERCIAL ACCOMMODATION RESULTS FOR THE 12 MONTHS TO JUNE 2016 COMPARED WITH THE PREVIOUS YEAR:

- ↑ GUEST NIGHTS ROSE 8.5 PERCENT TO 606,859
- ↑ INTERNATIONAL GUEST NIGHTS INCREASED 20.3 PERCENT TO 88,949
- ↑ DOMESTIC GUEST NIGHTS ROSE 6.8 PERCENT TO 517,909
- ↑ THE AVERAGE LENGTH OF STAY INCREASED FROM 2.04 NIGHTS TO 2.16 NIGHTS
- ↑ THE OVERALL OCCUPANCY RATE ROSE FROM 33.1 TO 34.6 PERCENT
- ↑ THE OCCUPANCY RATE, EXCLUDING HOLIDAY PARKS, WAS 44.5 PERCENT

COMMERCIAL ACCOMMODATION GUEST NIGHTS - % CHANGE - YEAR ENDING JUNE 2016



PERCENTAGE CHANGE IN GUEST NIGHTS FROM PREVIOUS YEAR- YEAR ENDING JUNE 2016 COMMERCIAL ACCOMMODATION ONLY



Visitor Industry - District Performance

79% OF TARANAKI'S COMMERCIAL ACCOMMODATION GUEST NIGHTS FOR THE 12 MONTHS ENDING JUNE 2016 OCCURRED IN THE NEW PLYMOUTH DISTRICT; 15% IN SOUTH TARANAKI AND 6% IN STRATFORD.

The number of guest arrivals increased in all the Taranaki Districts with the strongest increase experienced in the New Plymouth District (3.5%), followed by South Taranaki (1.1%) and Stratford District (0.8%).

The length of stay was significantly longer in South Taranaki (20.1%), while Stratford experienced a decline (-3.2%) relative to the previous 12 months. New Plymouth had a 3.8% gain.

The above results contributed to an increase in guest nights in South Taranaki of 21.4%, followed by New Plymouth (7.4%) with Stratford declining -2.4%. The regional result of 8.5% increase in guest nights was higher than the national average (5.8%).

COMMERCIAL ACCOMMODATION GUEST NIGHTS - FOR YEAR ENDING JUNE 2016



Performance by Accommodation Type

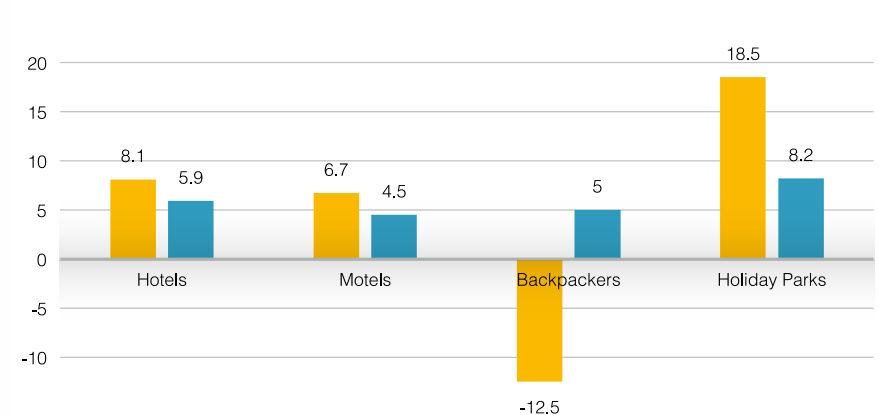
Motels and holiday parks attracted the highest number of commercial guest nights for the 12 month period for Taranaki.

COMMERCIAL GUEST NIGHTS BY ACCOMMODATION TYPE - TARANAKI YEAR ENDING JUNE 2016



A DECLINE IN GUEST NIGHTS FOR TARANAKI WAS EXPERIENCED IN BACKPACKERS. HOWEVER GROWTH WAS EXPERIENCED IN HOTELS, MOTELS AND ESPECIALLY HOLIDAY PARKS.

GROWTH/DECLINE IN GUEST NIGHTS BY ACCOMMODATION TYPE - YEAR ENDING JUNE 2016



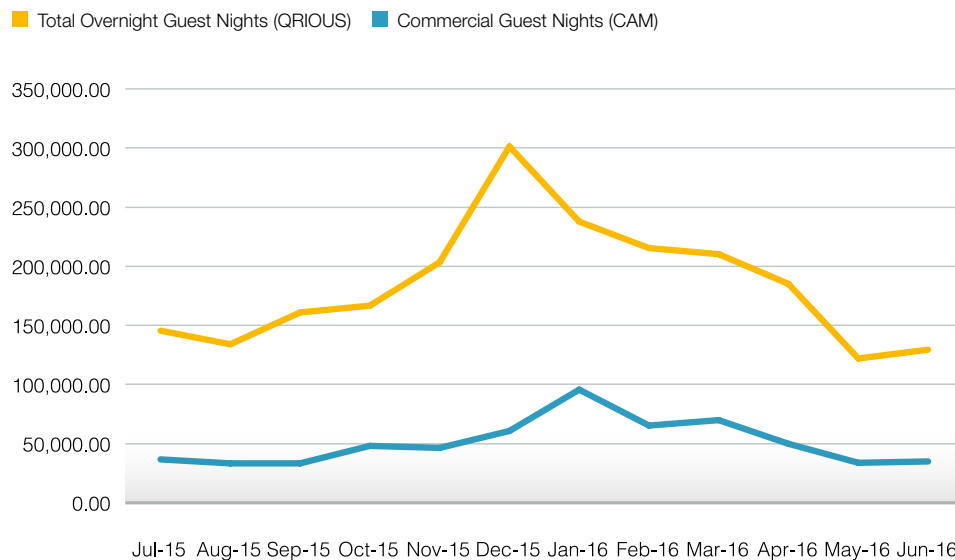
Visitor Industry Continued - Total Visitors

VENTURE TARANAKI COMMISSIONS QRIOUS TO PROVIDE ADDITIONAL VISITOR INFORMATION 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 including those staying with friends and family as well as day trippers.

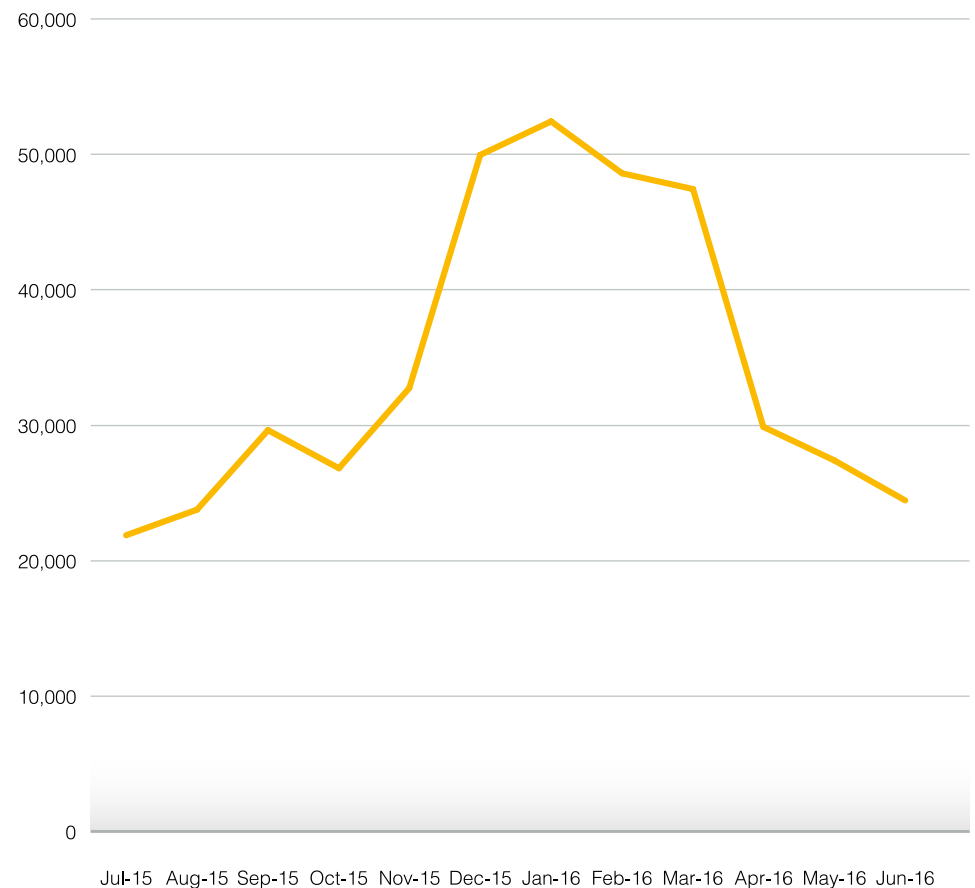
The Qrious data highlighted that visitors who stayed with friends and relatives or other non-commercial accommodation outlets contributed a further 1,561,920 guest nights to the region for the year to June 2016 resulting in an overall total of 2,168,775 guest nights.

TOTAL VISITOR GUEST NIGHTS IN TARANAKI (COMMERCIAL ACCOMMODATION AND NON-COMMERCIAL E.G. STAYING WITH FRIENDS & RELATIVES)



THERE WERE ALSO A FURTHER 414,988 DAY VISITS RECORDED TO THE REGION, FOR THE YEAR ENDING JUNE 2016.

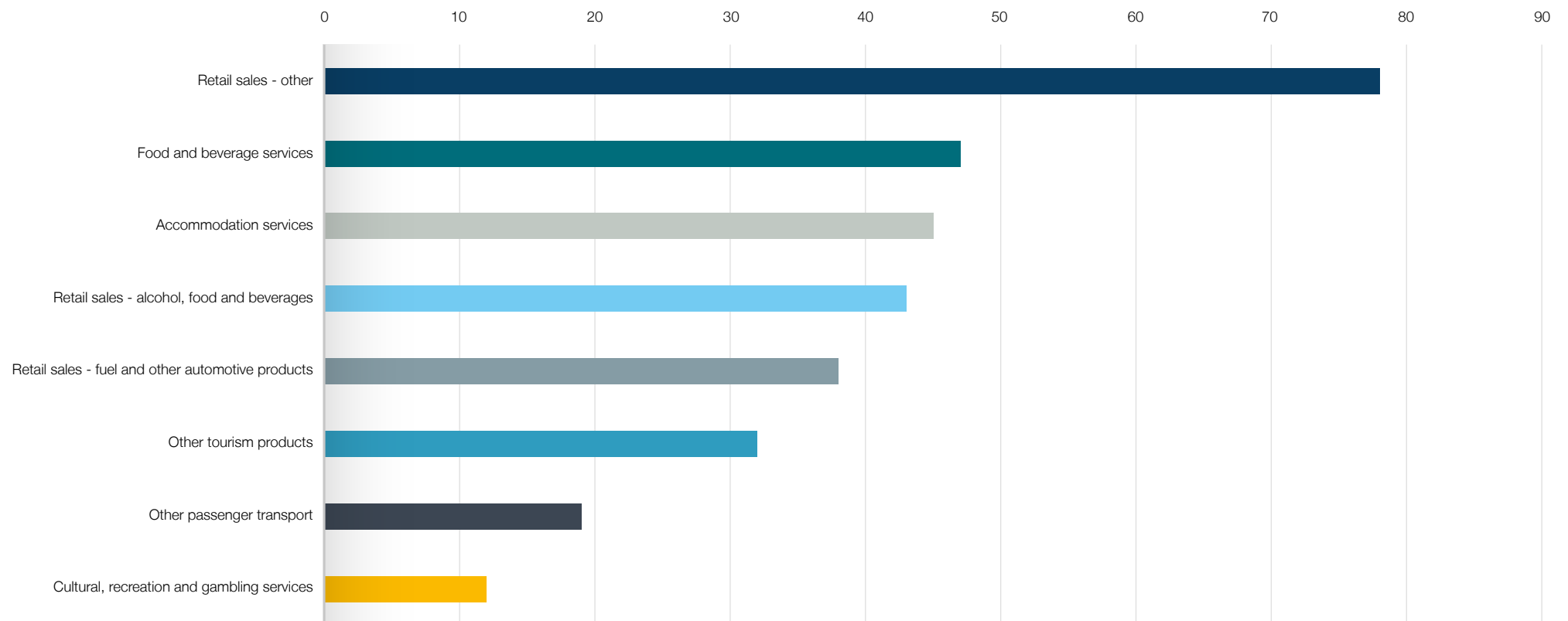
DAY TRIP VISITORS TO TARANAKI JULY - JUNE 2016



Visitor Industry Continued - Spending

VISITOR EXPENDITURE FOR THE 12 MONTHS TO JULY 2016 WAS AN ESTIMATED \$314 MILLION FOR THE TARANAKI REGION, AN INCREASE OF 3.3%, WITH ECONOMIC BENEFITS FLOWING ACROSS MANY SECTORS.

VISITOR SPEND IN TARANAKI BY PRODUCT \$M 12 MONTHS TO JULY 2016



Technical Details

Consumer Price Index (CPI): Statistics NZ. The CPI measures the rate of price change of goods and services purchased by New Zealand households. Statistics NZ visits 3,000 shops around New Zealand to collect prices for the CPI and check product sizes and features.

Gross Domestic Product (GDP): Statistics NZ.

Economic Activity: ANZ Regional Trends. Note: this information is not GDP data but a composition of specific indicators selected by the ANZ e.g. retail sales, employment data, house sales, guest nights, car sales etc. The report tracks the overall summation of changes on a regional basis annually and quarterly.

Economic Outlook: Venture Taranaki. This reflects the results of VT's Six-monthly business survey of Taranaki businesses. The survey involved a cross-section of 1000 businesses. The survey is undertaken in June and November of each year.

Employee Count: Statistics NZ Business demography. Business demographic statistics give an annual snapshot (as at February); limited to economically significant individual, private-sector and public-sector enterprises that are engaged in the production of goods and services in New Zealand; generally includes all employing units and those enterprises with GST turnover greater than \$30,000 per year. Employee count is a head-count of all salary and wage earners for the February reference month. NB: this may not include self-employed or those within the business that are not classified as employees.

Unemployment Rate and Participation Rate: Statistics NZ Household Labour Force survey.

Employment Outlook Taranaki: Venture Taranaki. Six-monthly business survey of Taranaki businesses.

Skill Shortage Monitor: Venture Taranaki. Six-monthly business survey of Taranaki businesses, undertaken May and November each year.

Business Numbers: Statistics NZ Business demography, undertaken February each year.

Population Count: Statistics NZ: Census.

Natural Population Increase: Statistics NZ: Births and Deaths.

Migration: Statistics NZ. Permanent Long-term departures and arrivals. Permanent and long-term arrivals include overseas migrants who arrive in New Zealand intending to stay for a period of 12 months or more (or permanently), plus New Zealand residents returning after an absence of 12 months or more. Permanent and long-term departures include New Zealand residents departing for an intended period of 12 months or more (or permanently), plus overseas visitors departing New Zealand after a stay of 12 months or more.

Average weekly earnings: Statistics NZ: Total usual weekly earnings from self-employment and wage and salary jobs (earnings from paid employment), divided by the number of people receiving earnings from a self-employment or wage and salary job (number of people in paid employment).

Average Household Weekly Income: Statistics NZ: Weekly household income is the sum of weekly income of all people in the household from all sources. Average weekly household income is total weekly household income, divided by the number of households.

House Values and Average Value of a House: Source: QV.co.nz: QV.co.nz is powered by PropertyIQ, a joint venture between CoreLogic and Quotable Value. Note: these are house valuations, not house sales.

House Sales: Real Estate Institute of NZ. Note: These are house sales, and the data only includes those sales undertaken by members of the REINZ. Does not include, for example, private sales.

Home Affordability: Massey University Home Affordability Report.

Rental Market: Massey University Rental market report.

Building Consents: Statistics NZ.

Agriculture: Statistics NZ. Annual Agriculture Production Survey.

Farm Capital Improvements/Farm building consents: Statistics NZ.

Farm Sales: Real Estate Institute of NZ. Note: Only includes sales undertaken by members of the REINZ. Does not include private or other means of selling farms.

Retail Statistics: Market View customized research for Venture Taranaki utilizing EFTPOS sales and BNZ credit cards.

Commercial Accommodation Statistics: Statistics NZ.

Visitors Staying With Friends/Relatives: Venture Taranaki commissioned Qrious, a subsidiary of Spark NZ Ltd. to provide additional visitor analysis via mobile phone location data.

Exports/Imports: Statistics NZ data. Note: this data may not include coastal trade and the methodology utilized by Statistics NZ may not reflect the totality of trade activity which occurs across each NZ Port as part of the overall port transportation process.

Total Port Taranaki Data and Activity: Provided by Port Taranaki. This data includes coastal trade and the summation of all exports and imports crossing the port.

New Plymouth Airport Passenger Movements: Provided by New Plymouth District Council.

Median and Total Household Income: Census, 2013.

About Venture Taranaki

As Taranaki's Regional Development Agency, Venture Taranaki is committed to helping Taranaki grow.

That's why we're interested in helping to make your business a success.

If you need advice and assistance or access to information and knowledge to support your business aspiration, we offer a single point of contact to provide the help you require.

If you are:

- Thinking of starting up a business
- Considering relocating or investing in Taranaki
- Trying to grow your business, or if your business is going through changes

We have a range of products and services to meet your business needs, and best of all, most of them are free!

Information is available on-line at www.business.taranaki.info or call us:

Venture Taranaki

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An initiative of  Te Kaunihera-ā-Rohe o Ngāmotu
NEW PLYMOUTH DISTRICT COUNCIL
newplymouthnz.com

Disclaimer:

Venture Taranaki's services and opinions are of a general nature and should be used as a guide only. They are not a substitute for commercial judgment or independent professional advice which should be obtained prior to any business matter. While every effort has been made to ensure that the information, opinions and forecasts provided are accurate and reliable, Venture Taranaki shall not be liable for any adverse consequences of decisions made in reliance of any report provided in this publication.

Taranaki's Regional Development Agency

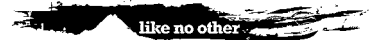
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