TARANAKI FACTS AND FIGURES

SUMMER 2015

WELCOME TO TARANAKI TRENDS FOR SUMMER 2015-2016

As the businesses and people of Taranaki watch changing global commodity prices play out on our region's performance we are seeing a renewed focus on the value of long-term data to inform business planning for the year ahead.

There is no denying sustained declines in the price of oil and milk are having an effect. Caution has edged in, and in some cases this has progressed to contraction. An example can be seen in the decline in guest nights spent in commercial accommodation, likely reflecting fewer business visits, although those choosing to stay with friends and family has grown.

As the cover of this edition suggests, significant efforts are going into the diversification of the region's economy – the poultry sector is growing rapidly, as is the visitor industry on the back of the Len Lye Centre opening, significant investment into the accommodation sector and new product development.

With this growth come some more positive results, from strong inward migration trends to longer stays by visitors, residential value increases to more construction consents.

Despite some challenges Taranaki's outlook remains broadly positive, a view supported by many of the statistics contained in this edition of Taranaki Trends.

Include this data as you research and plan for your own business growth in 2016 and beyond, and if the team here at Venture Taranaki can offer any further assistance to help your organisation grow, then please don't hesitate to contact me.

Stuart Trundle
Chief Executive
Venture Taranaki

Summer Edition 2015: This edition of Taranaki Trends is published in November 2015 and remains current until April 2016

Economic Summary

NEW ZEALAND'S CPI

0.4% annual change to June 2015.

EMPLOYEE NUMBERS IN TARANAKI

annual change for 2015 relative to 2014.

NUMBER OF BUSINESSES IN TARANAKI

our annual change 2015 relative to 2014.

NUMBER OF MĀORI RESIDING IN TARANAKI (AGED OVER 15 YEARS), WHO HAVE BACHELOR DEGREES OR HIGHER QUALIFICATIONS

2013 relative to 2006 census.

BIRTHS IN THE REGION FOR THE YEAR ENDING JUNE 2015

relative to the previous 12 month period.

DEATHS FOR THE YEAR ENDING DECEMBER 2015

relative to 2014.

NATURAL INCREASE IN POPULATION (BIRTHS LESS DEATHS)

for year ending June 2015.

NET CHANGE IN MIGRATION

more long-term permanent international arrivals to the region than departures during the 12 months ending June 2015.

AVERAGE HOUSE VALUATION FOR JUNE 2015 RELATIVE TO JUNE 2014

for the New Plymouth, Stratford and South Taranaki Districts.

VALUE OF CONSTRUCTION CONSENTS FOR YEAR ENDING JUNE 2015

for New Plymouth and Stratford Districts relative to the previous 12 month period.

RETAIL SALES FOR THE SIX MONTHS ENDING JUNE 2015

relative to the same period in 2014.

NUMBER OF GUEST NIGHTS SPENT BY VISITORS STAYING WITH FRIENDS AND RELATIVES IN THE REGION

year ending June 2015 relative to 2014.

STATUS QUO

Economic outlook for New Zealand by Taranaki businesses for the next 12 months – 51% of Taranaki businesses anticipate status quo will prevail.

GROWTH IN ONLINE PURCHASE BY TARANAKI RESIDENTS DURING THE JUNE 2015 QUARTER

after a more active March 2015 quarter.

NUMBER OF COWS IN THE REGION

relative to previous 12 month period.

NUMBER OF GUEST NIGHTS BY VISITORS STAYING IN COMMERCIAL ACCOMMODATION OUTLETS WITHIN TARANAKI FOR YEAR ENDING JUNE 2015

relative to 2014.

HOME AFFORDABILITY WITHIN TARANAKI

relative to same period 12 months prior.

UNEMPLOYMENT RATE FOR TARANAKI DETERIORATED IN THE MARCH AND JUNE 2015 QUARTERS

relative to previous 6 month period.

MAIN SOURCES OF CPI INCREASE WERE

HIGHER PRICES

FOR CIGARETTES AND TOBACCO (UP 13 PERCENT), NEWLY-BUILT HOUSES EXCLUDING LAND (UP 5.5 PERCENT), RENTALS FOR HOUSING (UP 2.3 PERCENT), AND LOCAL AUTHORITY RATES (UP 5.9 PERCENT).

CHEAPER PETROL

PRICES (DOWN 6.8 PERCENT) WERE THE MAIN DOWNWARD CONTRIBUTOR.

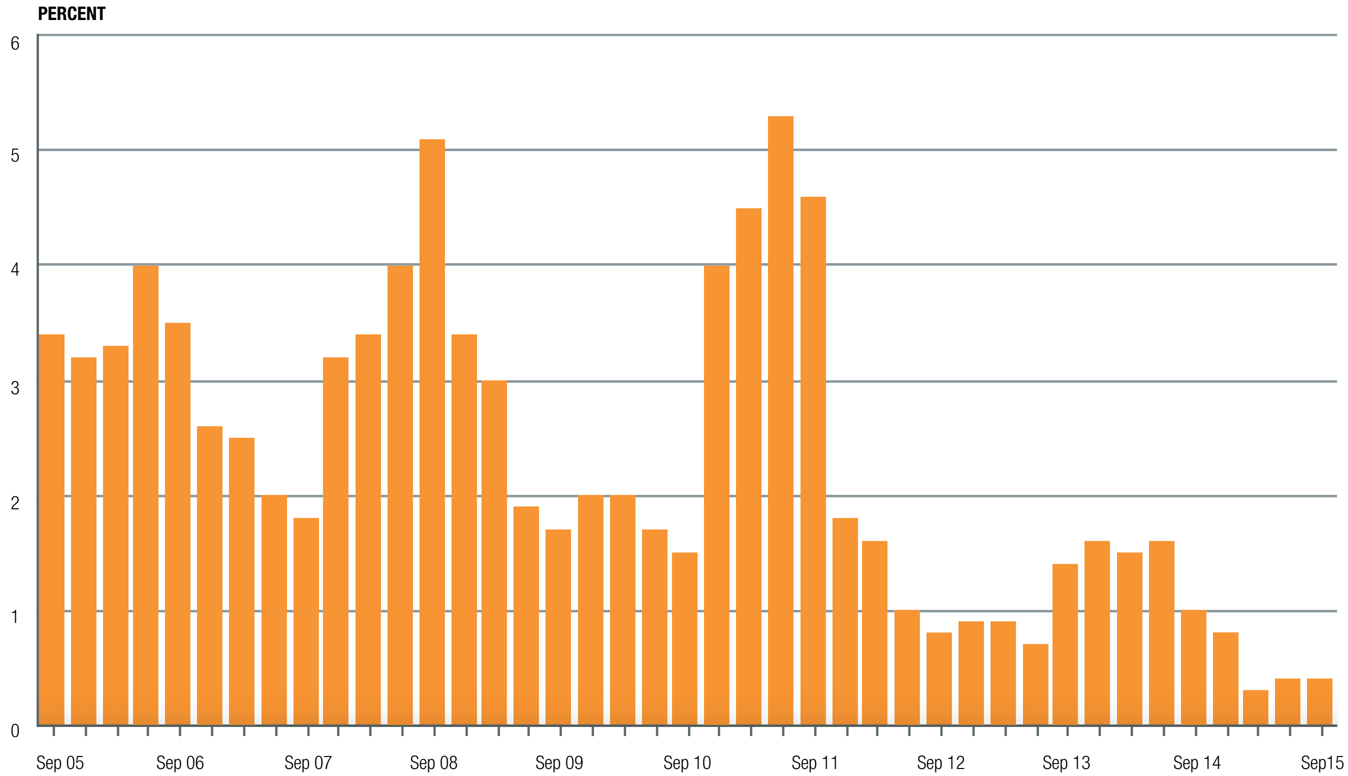
CONSUMER PRICE INDEX (CPI) – NEW ZEALAND

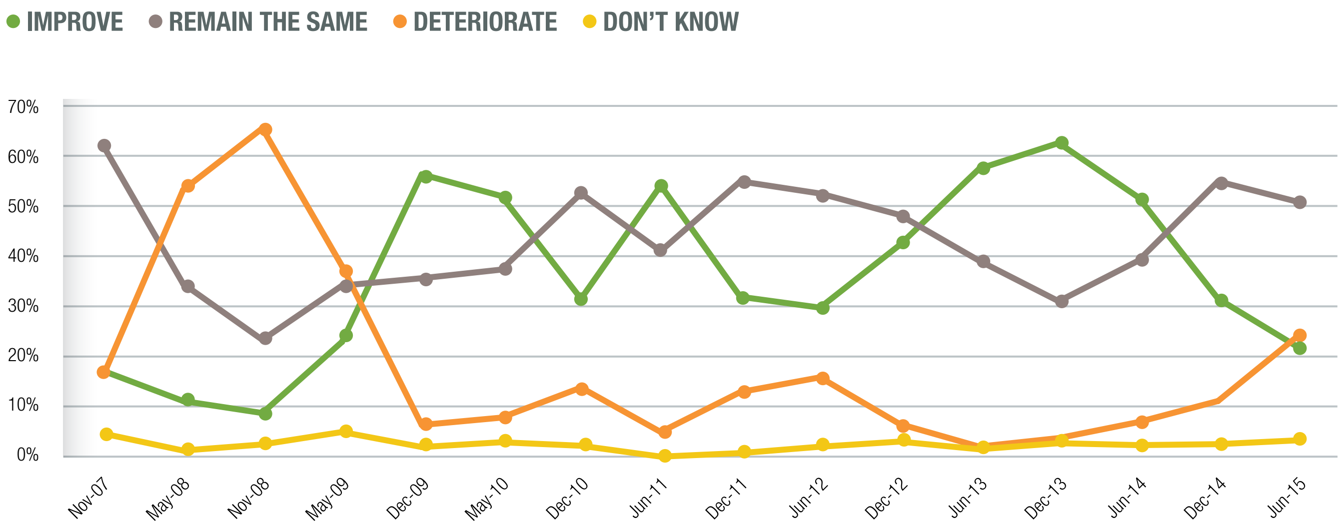
SEPTEMBER 2015 QUARTER
0.3%

ANNUAL CHANGE
0.4%

CONSUMER PRICE INDEX (CPI) – ANNUAL CHANGE

* SOURCE: STATISTICS NEW ZEALAND





ALTHOUGH THE MAJORITY OF TARANAKI BUSINESSES ANTICIPATE CONDITIONS WILL REMAIN THE SAME, THE OUTCOME REFLECTS A DECLINE OF OPTIMISM FROM THE PREVIOUS SURVEY.

- 21.9% ANTICIPATED IMPROVEMENT (DOWN FROM 31.5%)
- 51% ANTICIPATED THE STATUS QUO WOULD PREVAIL (DOWN FROM 54.9%)
- 24% ANTICIPATED DETERIORATION (UP FROM 11.1%)
- 3.3% WERE UNSURE

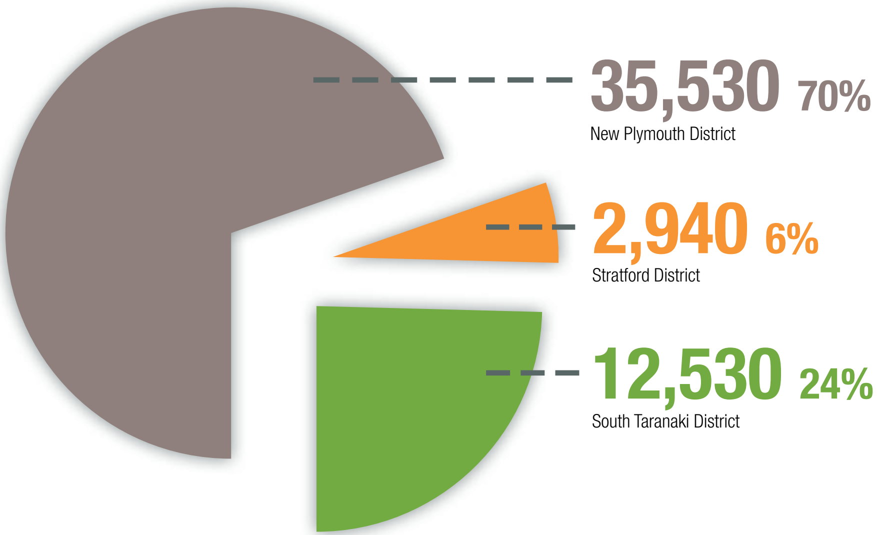
1,000 TARANAKI BUSINESSES WERE SURVEYED IN JUNE 2015 REGARDING THE STATE OF THE ECONOMY AND TRADING CONDITIONS FOR THE NEXT 12 MONTHS.

Business and Employment

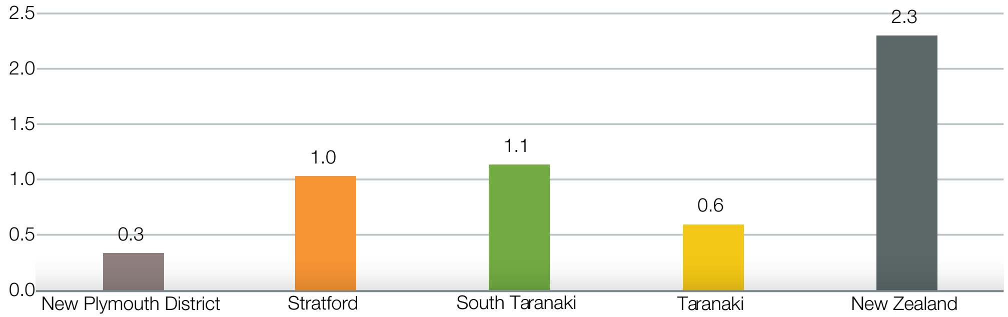
TOTAL EMPLOYEE COUNT TARANAKI
50,960

2.5%
NEW ZEALAND'S TOTAL EMPLOYEE COUNT

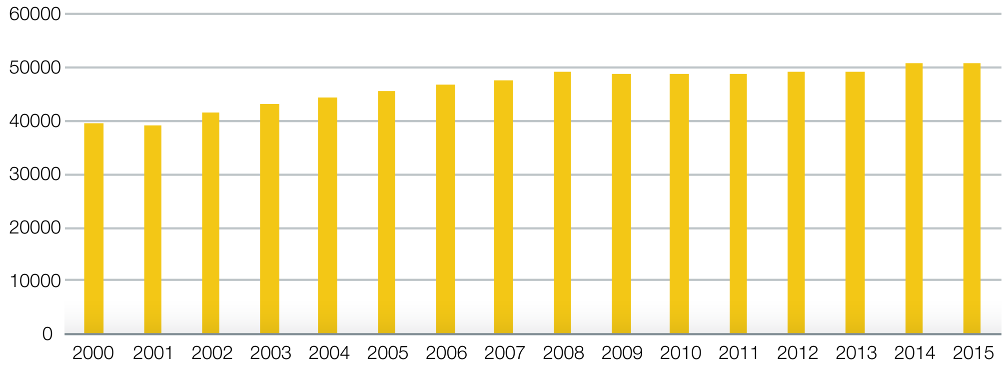
2015 EMPLOYEE COUNT



% CHANGE IN EMPLOYEE COUNT: 2014 - 2015



EMPLOYEE COUNT - TARANAKI: 2000 - 2015



NUMBER OF BUSINESSES IN TARANAKI

15,153*

2.8%

NEW ZEALAND'S TOTAL NUMBER OF BUSINESSES

NUMBER OF BUSINESSES BY TARANAKI DISTRICT (2015) *

9,381 62%
New Plymouth District

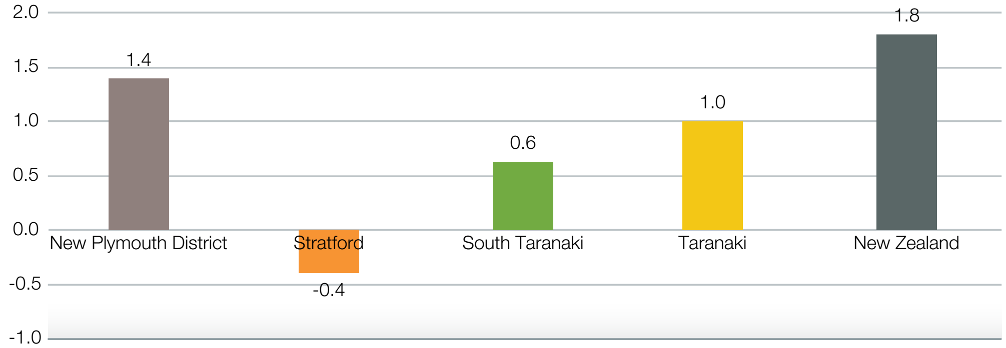
1,500 10%
Stratford District

4,326 28%
South Taranaki District

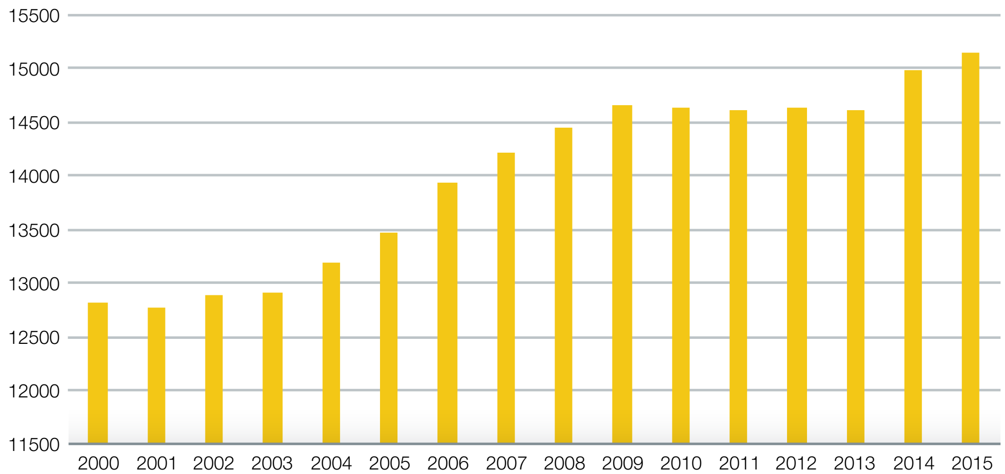
TARANAKI HAS 2,337 MORE BUSINESSES (18% INCREASE) AND 13,380 MORE EMPLOYEES (29% INCREASE) THAN IT DID 15 YEARS AGO.

* Taranaki regional outcome may differ from summaries of all districts due to boundary variances.

% CHANGE IN NUMBER OF BUSINESSES: 2014 - 2015



NUMBER OF BUSINESSES IN TARANAKI: 2000 - 2015

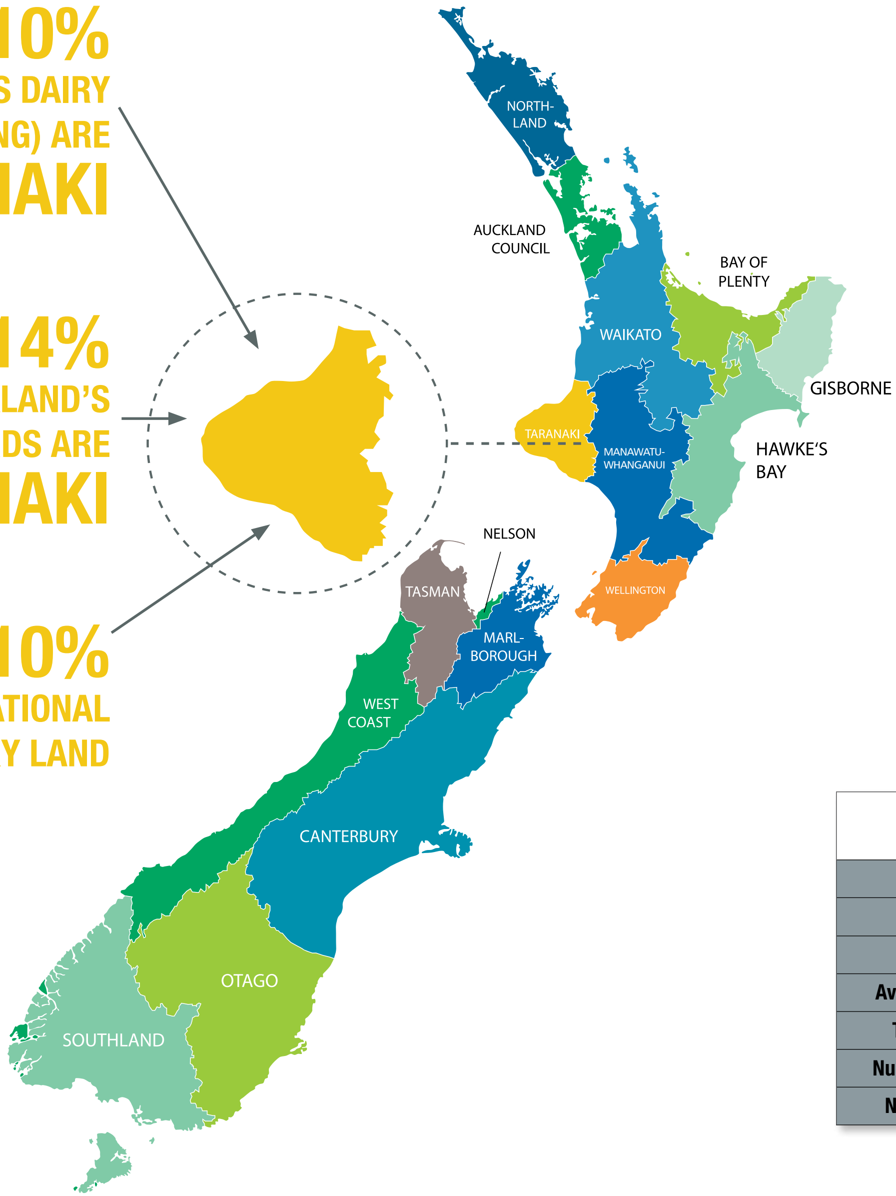


Primary Sector

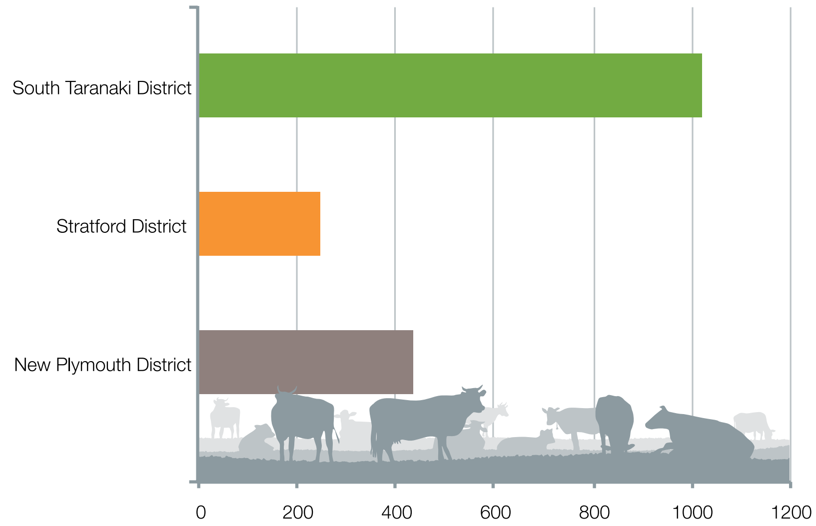
10%
OF NEW ZEALAND'S DAIRY COWS (MILKING) ARE IN TARANAKI

14%
OF NEW ZEALAND'S DAIRY HERDS ARE IN TARANAKI

10%
OF NATIONAL TOTAL DAIRY LAND



REGIONAL TOTAL HERDS



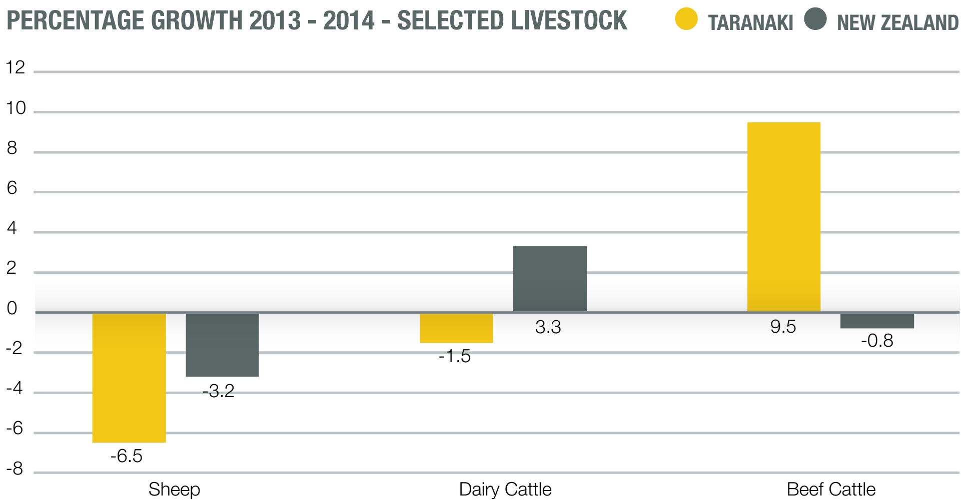
	New Plymouth District	Stratford District	South Taranaki District
Total Herds	436	248	1021
Total Cows (Milking)	114,680	61,880	319,904
Average Herd Size	263	250	313
Average Cows Per Hectares	2.67	2.68	2.95
Total Effective Hectares	42,890	23,123	108,308
Number of Owner-Operators	278	172	620
Number of Share-Milkers	158	76	401

Source DairyNZ, 2014/2015

Recent changes in primary sector composition

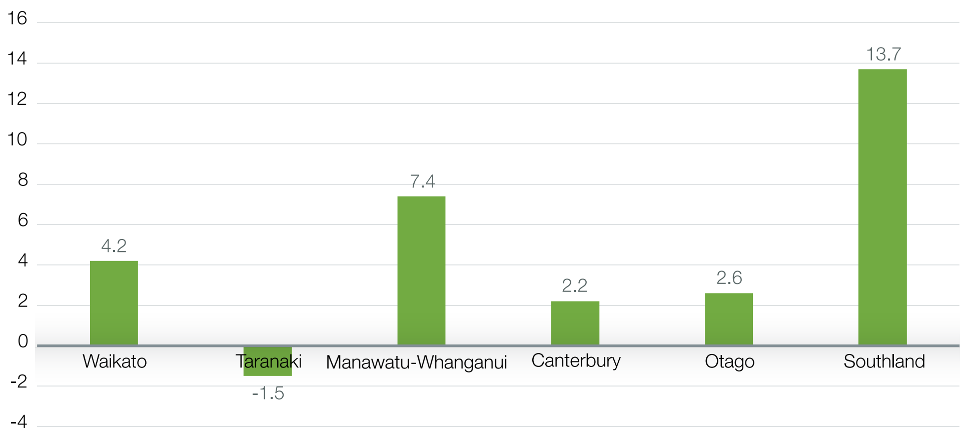
The total number of dairy cows has declined in Taranaki as has sheep, while beef cattle numbers have increased.

PERCENTAGE GROWTH 2013 - 2014 - SELECTED LIVESTOCK



The decline in dairy cows in Taranaki is contra to the growth experienced in other parts of New Zealand such as the South Island.

PERCENTAGE CHANGE IN DAIRY CATTLE NUMBERS 2013 - 2014



Source: Statistics NZ

Poultry

The poultry industry – comprising farming poultry meat *(and to a lesser extent, eggs)*, processing and associated supply chains is becoming an increasingly important component of Taranaki's economy.

ADDING TO OUR REGIONAL ECONOMY

900 JOBS

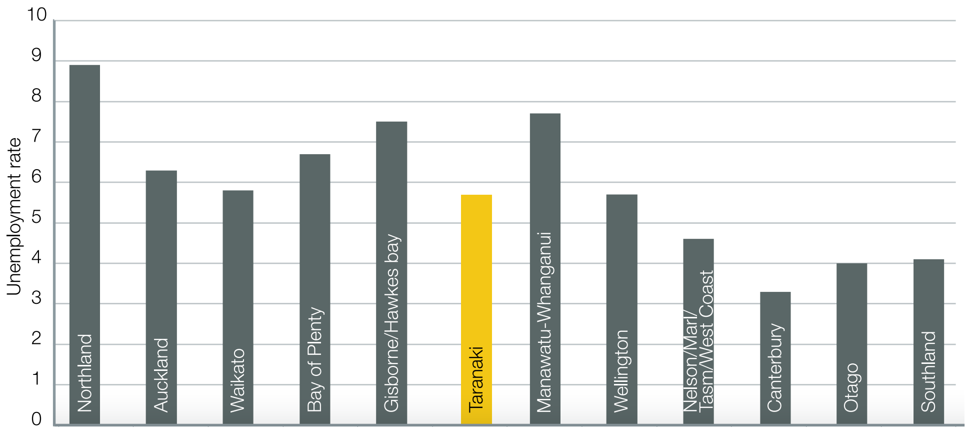
OVER 100 BUSINESSES

$95 MILLION TO OUR REGIONAL GDP

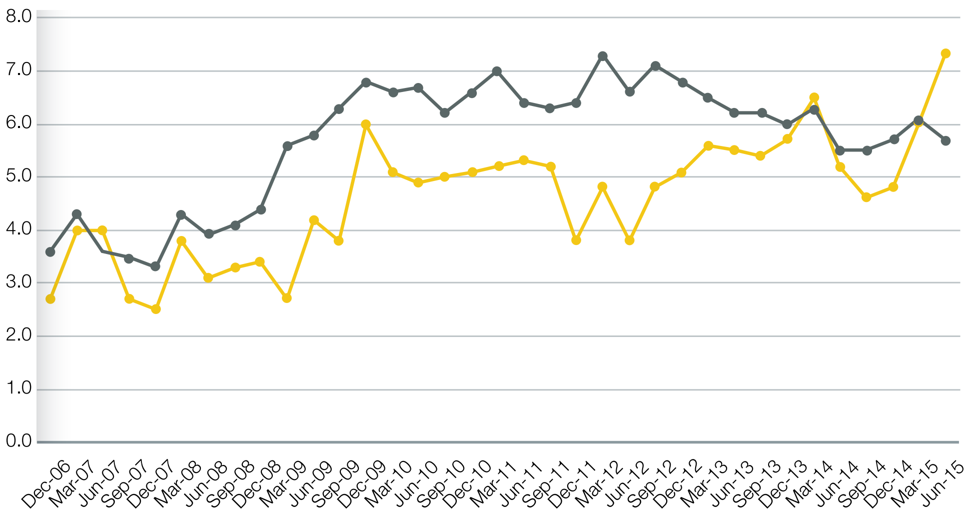
The contribution of the poultry industry to Taranaki's GDP is 68% higher than it was 10 years ago, highlighting its increasing importance to our regional economy.

Labour force

UNEMPLOYMENT RATE - REGIONAL COMPARISONS - ANNUAL TO JUNE 2015



QUARTERLY UNEMPLOYMENT RATE ● NEW ZEALAND ● TARANAKI



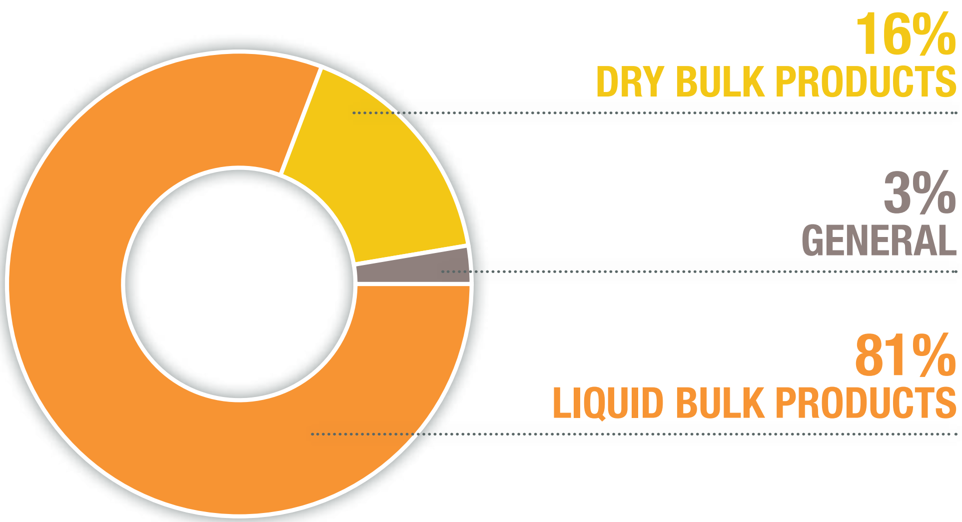
TARANAKI'S ANNUAL **UNEMPLOYMENT** RATE FOR THE LAST 12 MONTHS REMAINS LESS THAN THE NATIONAL AVERAGE AND **LOWER** THAN MANY OF OUR REGIONAL COUNTERPARTS.

TARANAKI	NEW ZEALAND
5.7	5.8

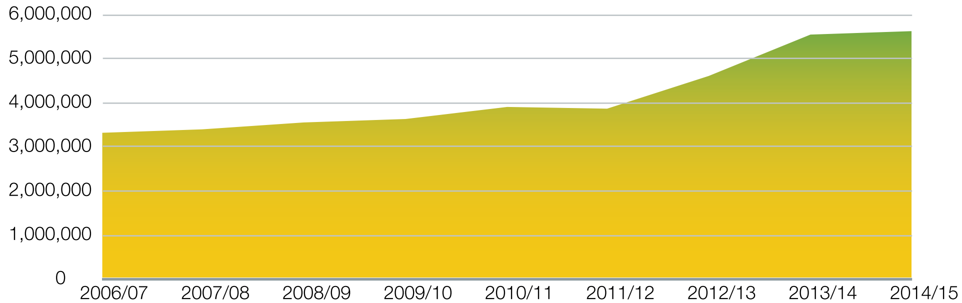
HOWEVER A MORE DETAILED ANALYSIS OF THESE RESULTS ON A QUARTERLY BASIS INDICATES HEIGHTENED UNEMPLOYMENT IN THE MARCH AND JUNE 2015 QUARTERS.

A TOTAL OF 5,604,830 FREIGHT TONNES CROSSED PORT TARANAKI DURING 2014/2015. THIS ACTIVITY IS INCLUSIVE OF IMPORTS, EXPORTS AND COASTAL TRADE. METHANOL, CRUDE OILS AND GRAINS WERE AMONGST THE DOMINANT PRODUCTS.

PORT TARANAKI - % COMPOSITION OF TOTAL FREIGHT TONNAGE 2014/15



PORT TARANAKI - TOTAL TRADE/FREIGHT TONNAGE
(IMPORTS, EXPORTS AND COASTAL TRADE USING FACILITY)

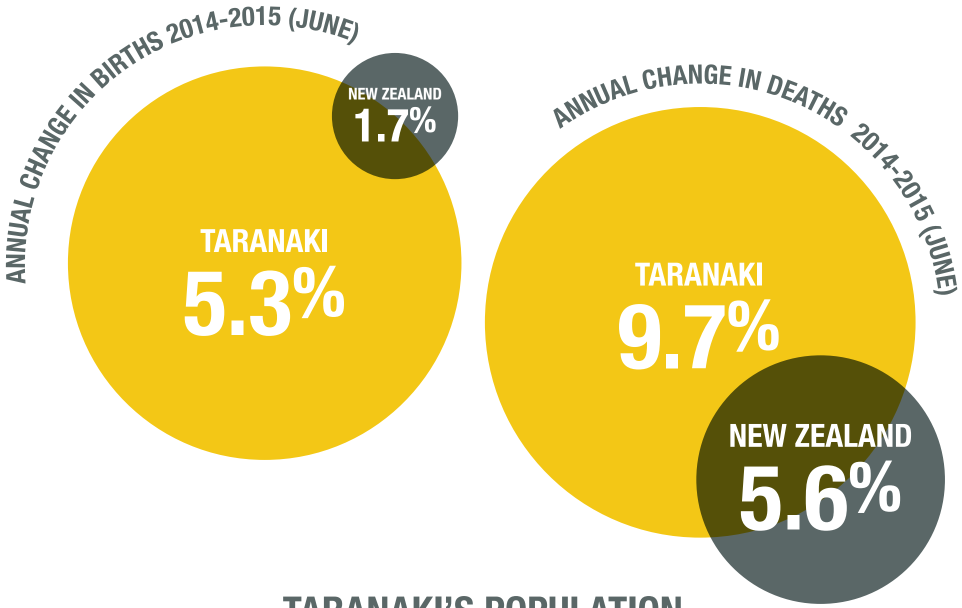


TOTAL FREIGHT TONNAGE WAS 71% HIGHER IN 2014/15 THAN IT WAS IN 2006/07.

IN THE 2014-2015 YEAR, TRADE GREW BY 1.7% OVER 2013-2014. A 20% INCREASE IN DRY BULK TRADE AND A 5% INCREASE IN BULK LIQUID VOLUMES MORE THAN OFFSET DECLINES IN LOG AND CONTAINER FREIGHT TRADE.

Population

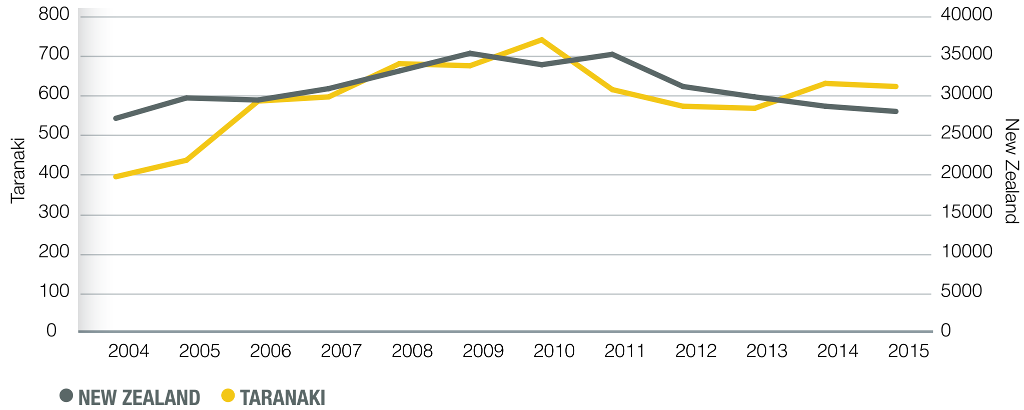
THERE WERE **1,603 BIRTHS** IN TARANAKI FOR THE 12 MONTHS TO JUNE 2015, AND 977 DEATHS, RESULTING IN A NATURAL POPULATION INCREASE OF 625.



TARANAKI'S POPULATION **CONTINUES TO GROW** DUE TO NATURAL INCREASE WHERE BIRTHS IN THE REGION EXCEED DEATHS. HOWEVER OUR RATE OF GROWTH HAS DECLINED SLIGHTLY (-1.0%) RELATIVE TO THE SAME PERIOD 12 MONTHS AGO. TARANAKI'S DECLINE IN GROWTH RATE IS LESS PRONOUNCED THAN THE DECLINE EXPERIENCED NATIONALLY OF -2.3%.

Natural population increase

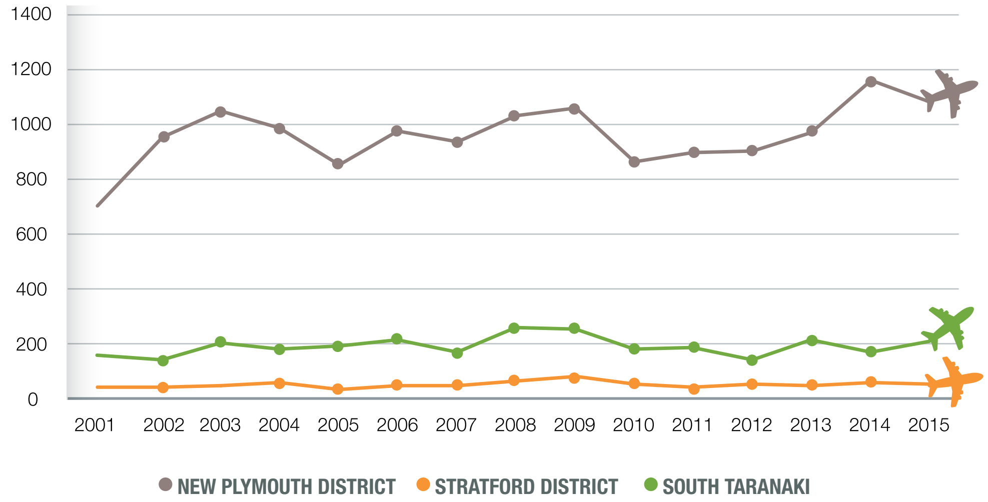
NATURAL POPULATION INCREASE
2004 - 2014 YEAR TO JUNE TARANAKI V NEW ZEALAND



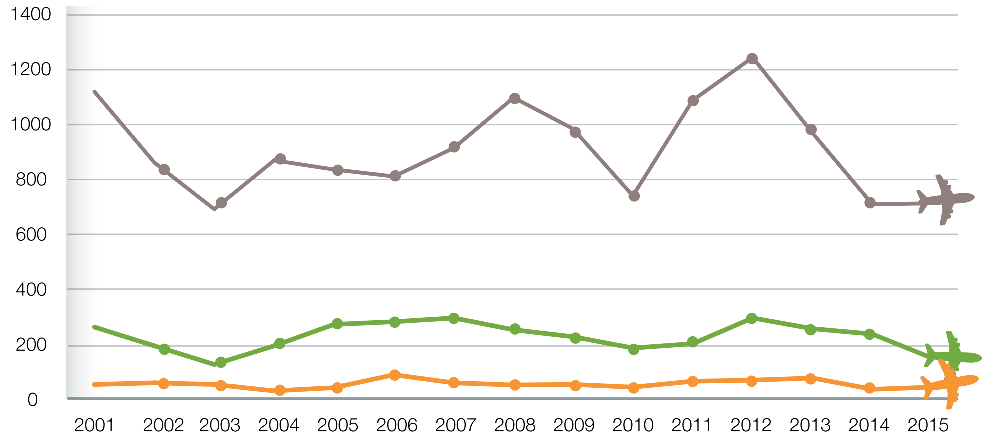
Migration

Migration – long term international arrivals and departures to/from the Taranaki region.

INTERNATIONAL LONG TERM ARRIVALS ANNUAL TO JUNE



INTERNATIONAL LONG TERM DEPARTURES ANNUAL TO JUNE

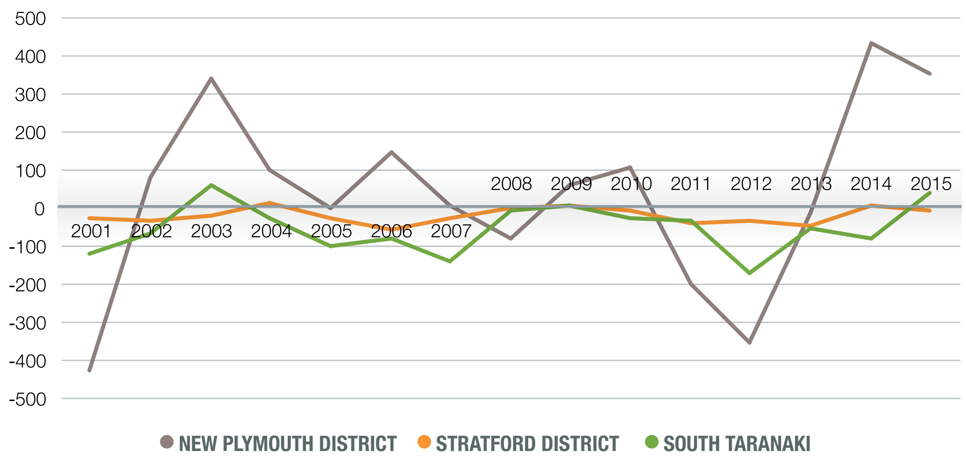


Migration

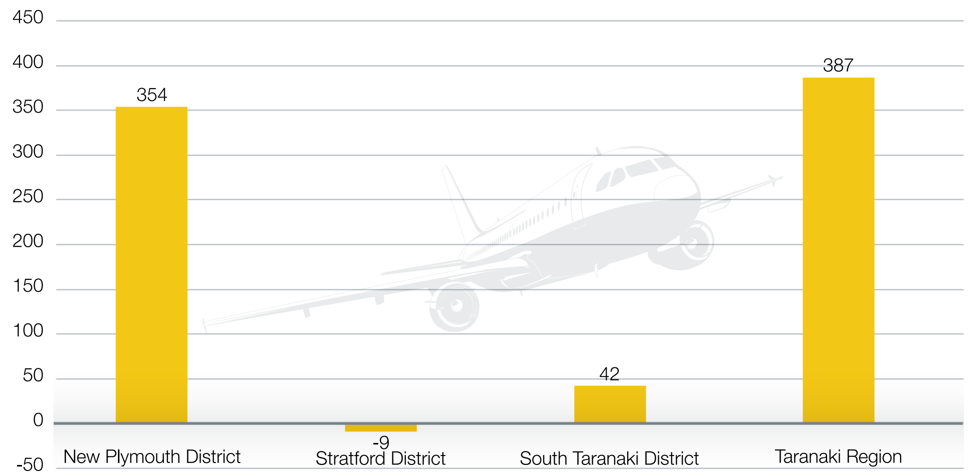
THERE WAS A NET GAIN OF 387 PEOPLE FOR TARANAKI FOR THE 12 MONTHS ENDING JUNE 2014, DUE TO INTERNATIONAL ARRIVALS TO THE REGION EXCEEDING INTERNATIONAL DEPARTURES IN THE NEW PLYMOUTH AND SOUTH TARANAKI DISTRICTS. STRATFORD DISTRICT EXPERIENCED A MINOR NET LOSS OF 9 PEOPLE. THIS OUTCOME DEMONSTRATES A SIGNIFICANT IMPROVEMENT ON PREVIOUS YEARS, ESPECIALLY 2011-2013, AND

REFLECTS A RETURN TO THE POSITIVE MIGRATION LEVELS ACHIEVED OVER A DECADE AGO.

NET MIGRATION - TARANAKI DISTRICTS ANNUAL TO JUNE



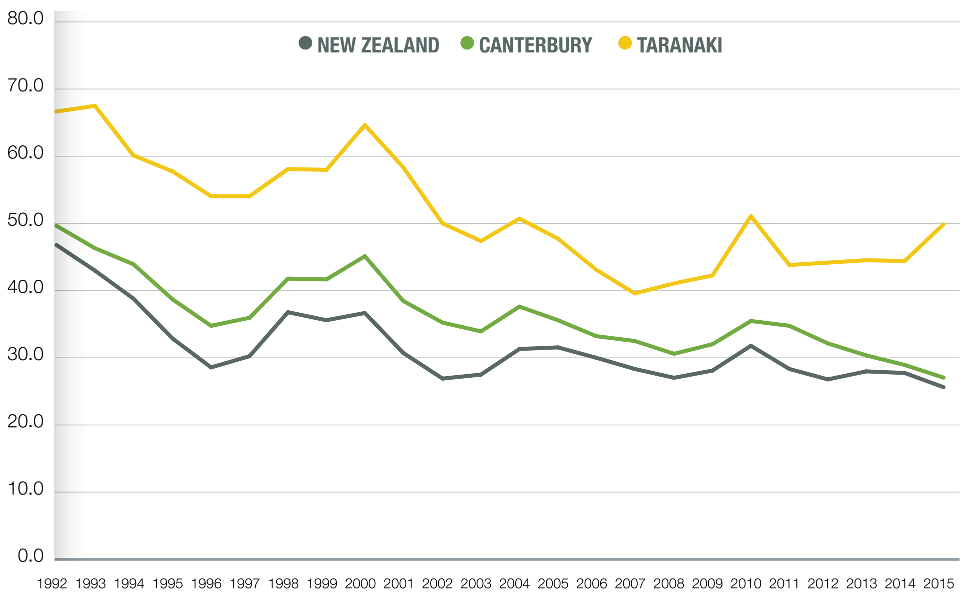
NET CHANGE - INTERNATIONAL MIGRATION YEAR TO JUNE 2015



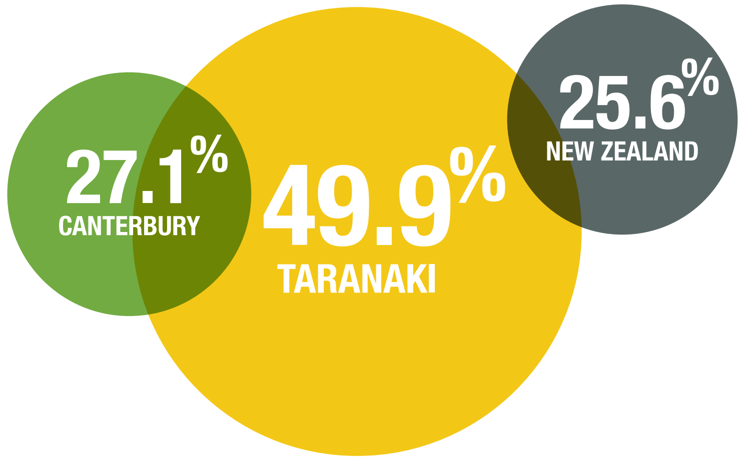
New Zealanders coming home to Taranaki

THE CITIZENSHIP OF PEOPLE ARRIVING AND THOSE DEPARTING IS OFTEN RELATED, AS SOME NEW ZEALANDERS WHO LEAVE COME BACK (AND SOME IMMIGRANTS LATER RETURN OVERSEAS). COMPARED WITH THE NATIONAL AVERAGE AND REGIONS SUCH AS CANTERBURY, NEW ZEALAND CITIZENS ACCOUNT FOR A MUCH HIGHER PROPORTION OF MIGRANTS COMING TO TARANAKI (ALMOST 50% OF LONG-TERM INTERNATIONAL ARRIVALS FOR THE YEAR ENDED JUNE 2015).

% NZ CITIZENSHIP IN LONG TERM INTERNATIONAL ARRIVALS

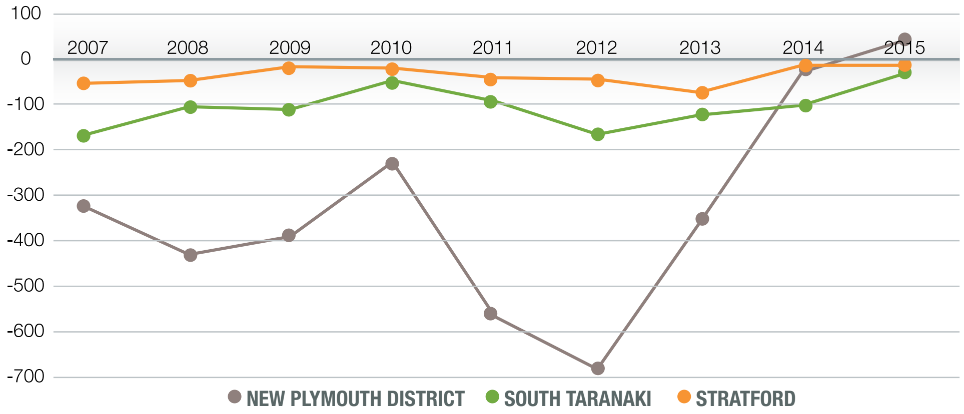


PROPORTION OF NZ CITIZENSHIP IN LONG TERM INTERNATIONAL ARRIVALS FOR YEAR ENDED JUNE 2015:

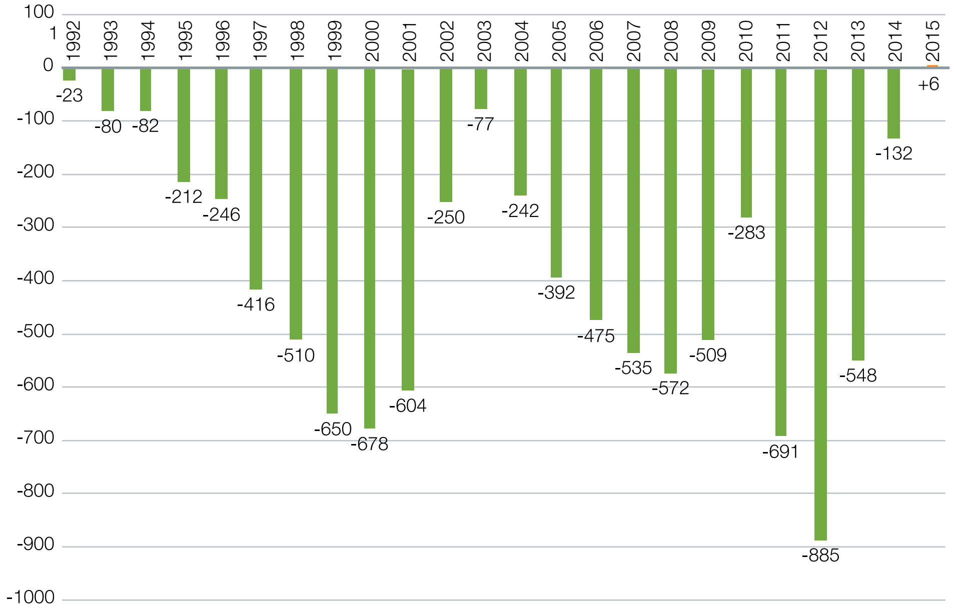


The Australian Dynamic

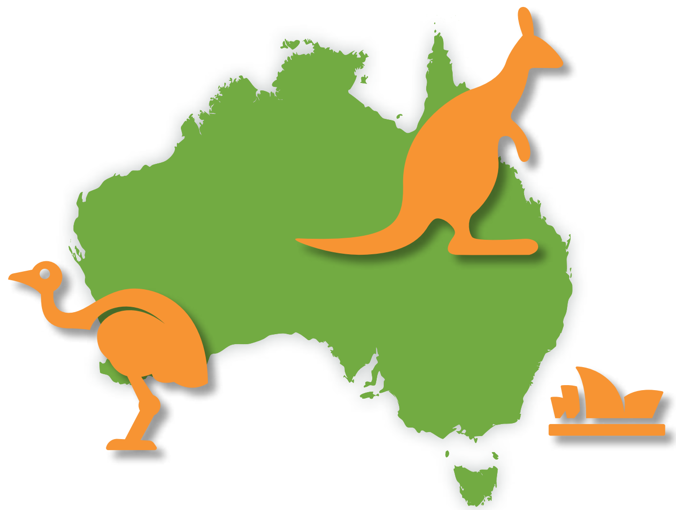
NET MIGRATION: AUSTRALIA - TARANAKI DISTRICTS ANNUAL -JUNE



AUSTRALIA - NET IMPACT ON TARANAKI LONG TERM INTERNATIONAL ARRIVALS AND DEPARTURES (MIGRATION)



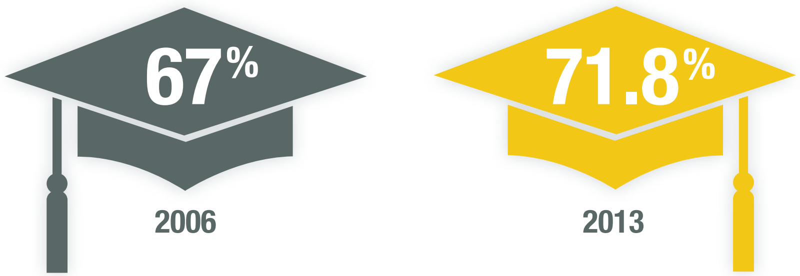
A POSITIVE INFLUENCE ON TARANAKI'S RECENT MIGRATION RESULT HAS BEEN THE REVERSAL OF THE OUTWARD LOSS OF PEOPLE FROM TARANAKI TO AUSTRALIA, ESPECIALLY FROM THE NEW PLYMOUTH DISTRICT.



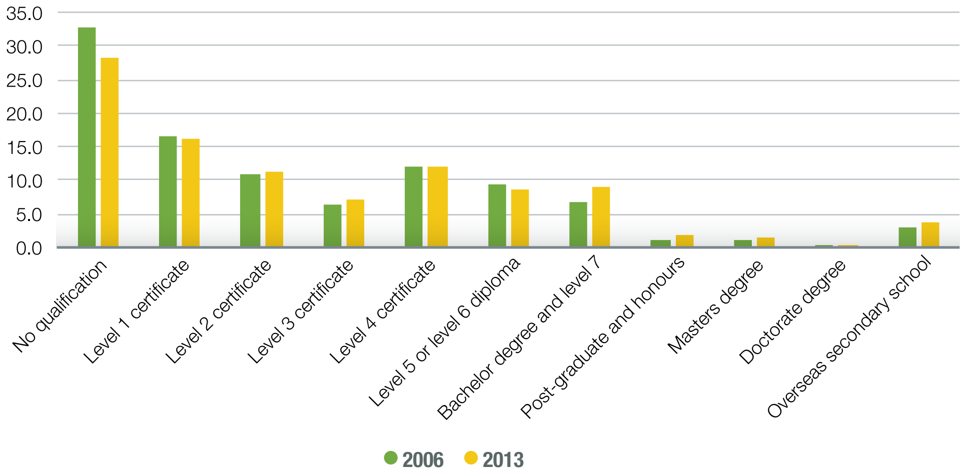
FOR THE FIRST TIME IN OVER 20 YEARS TARANAKI HAS EXPERIENCED A NET GAIN OF PEOPLE FROM AUSTRALIA.

Highest Qualifications

A POSITIVE TREND IDENTIFIED IN THE 2013 CENSUS IS THE INCREASING PROPORTION OF TARANAKI PEOPLE OVER 15 YEARS WHO HAVE FORMAL QUALIFICATIONS.

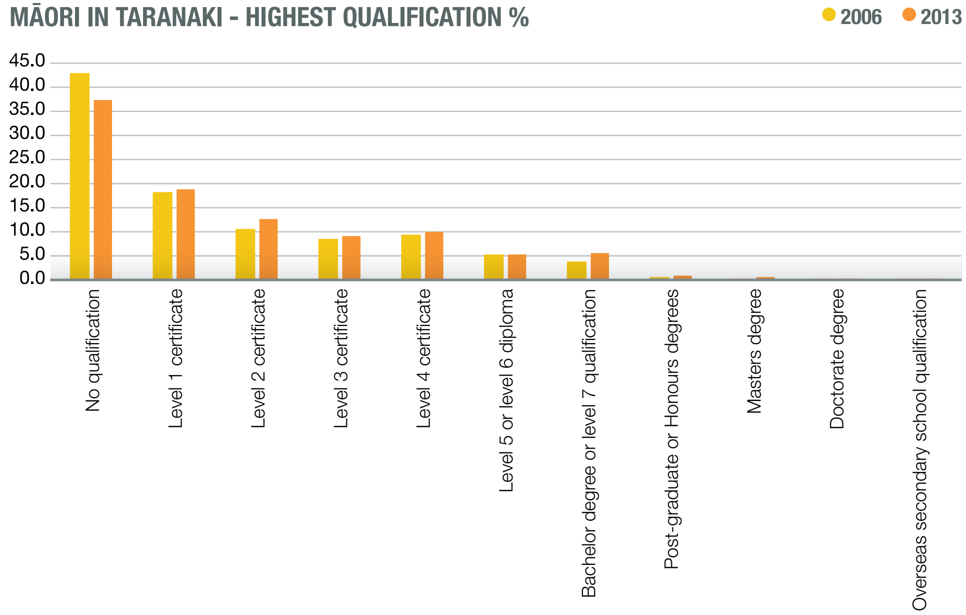


TARANAKI OVER 15 YEARS - HIGHEST QUALIFICATION %



Given the growing importance of Māori to Taranaki's economic future and workforce, the increasing percentage of Māori with formal qualifications is of particular note, especially the increasing number who are qualified with a Bachelor's degree or higher.

MĀORI IN TARANAKI - HIGHEST QUALIFICATION %

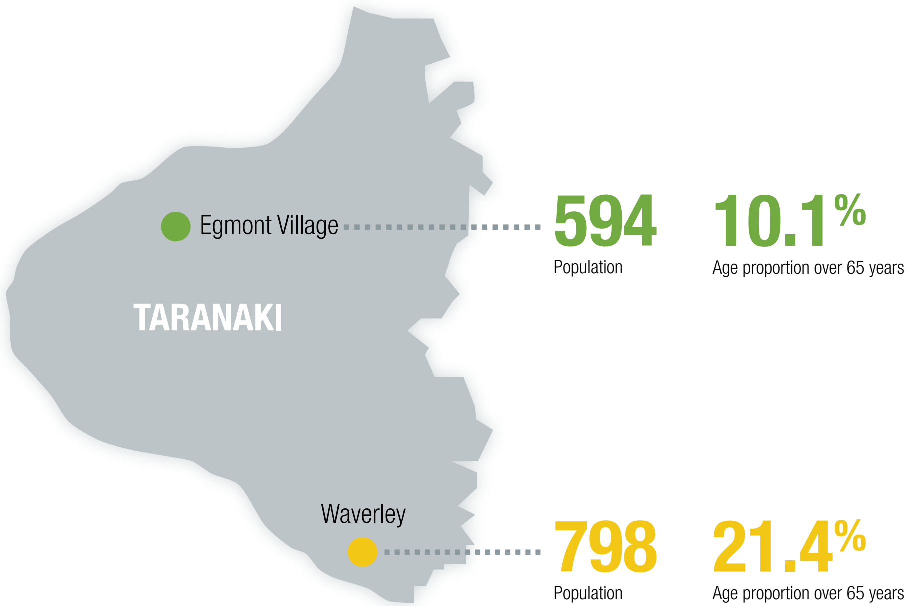


BETWEEN 2006 AND 2013 THE PROPORTION OF MĀORI LIVING IN TARANAKI WITH FORMAL QUALIFICATIONS INCREASED FROM 63.2% TO 66.7%. THE PERCENTAGE WITH A BACHELOR'S DEGREE OR HIGHER INCREASED FROM 4.8% TO 6.9%

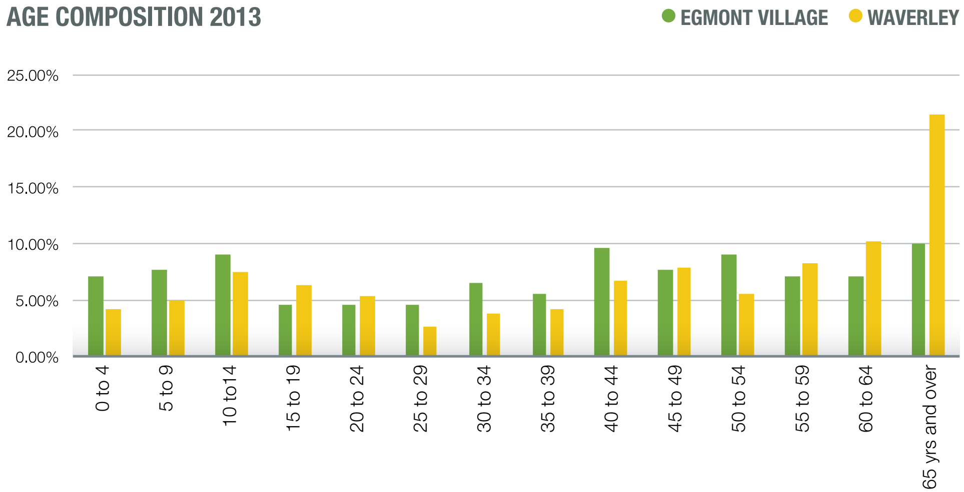
About Two Places

BOTH **EGMONT VILLAGE AND WAVERLEY** ARE POPULAR LOCALITIES WITHIN THE TARANAKI REGION YET THERE ARE DISTINCT DIFFERENCES IN THEIR COMPOSITION.

EGMONT VILLAGE IS PROVING AN **ATTRACTIVE LOCALITY** FOR YOUNG, QUALIFIED, WORKING COUPLES (EITHER ON WAGES AND/OR SELF-EMPLOYED) OFTEN WITH CHILDREN AND WHO HAVE A HIGHER TOTAL HOUSEHOLD INCOME, AS OPPOSED TO WAVERLEY WHERE THERE IS A HIGHER PROPORTION OF OLDER, RETIRED PEOPLE, HOUSEHOLDS WITHOUT CHILDREN AND SINGLE PARENT HOUSEHOLDS.

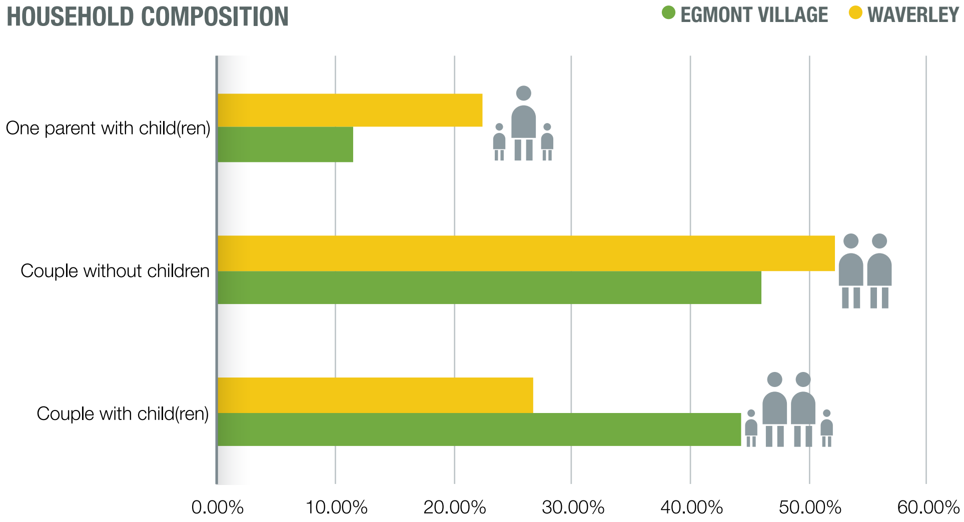


AGE COMPOSITION 2013

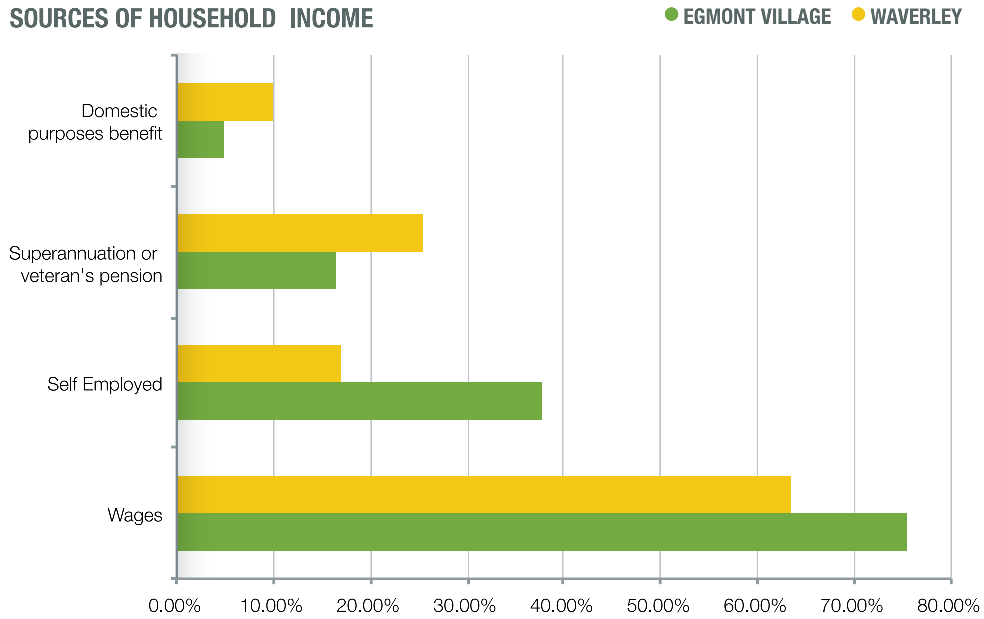


HOUSEHOLDS WITH CHILDREN

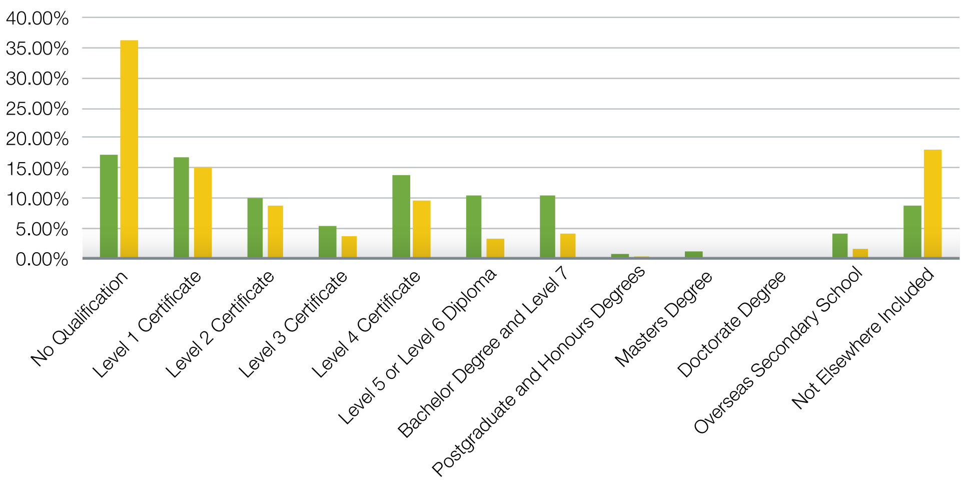
HOUSEHOLD COMPOSITION



SOURCES OF HOUSEHOLD INCOME

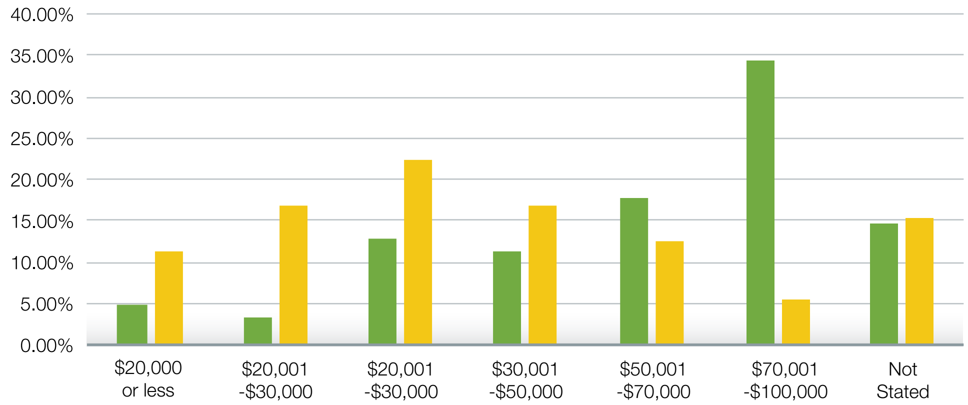


HIGHEST QUALIFICATION



34.4% OF HOUSEHOLDS HAVE A TOTAL INCOME OF OVER $100,000 IN EGMONT VILLAGE AS OPPOSED TO 5.6% IN WAVERLEY

HOUSEHOLD INCOME

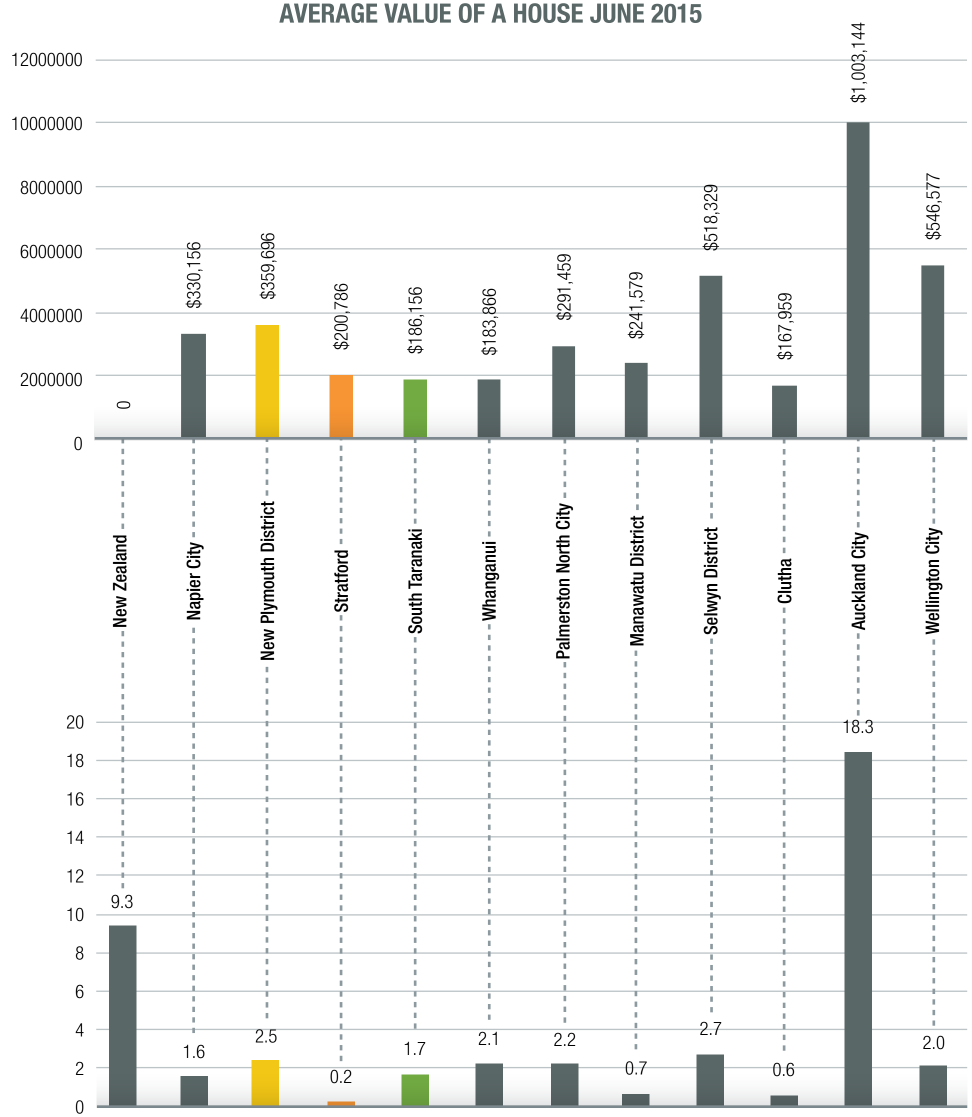


Average Value of a House

AUCKLAND CITY HOUSE VALUATIONS HAVE EDGED OVER $1M WITH THE JUNE 2015 VALUATION UP 18.3% FROM A YEAR PRIOR.

House valuations have continued to increase in the Taranaki region, although at a lower rate than the New Zealand average and many comparable cities/districts. The average valuation of a house within the New Plymouth District is currently higher than the average house valuation in Napier and Palmerston North. The average house valuation in Stratford is higher than the South Taranaki District, which is, in turn, higher than Whanganui.

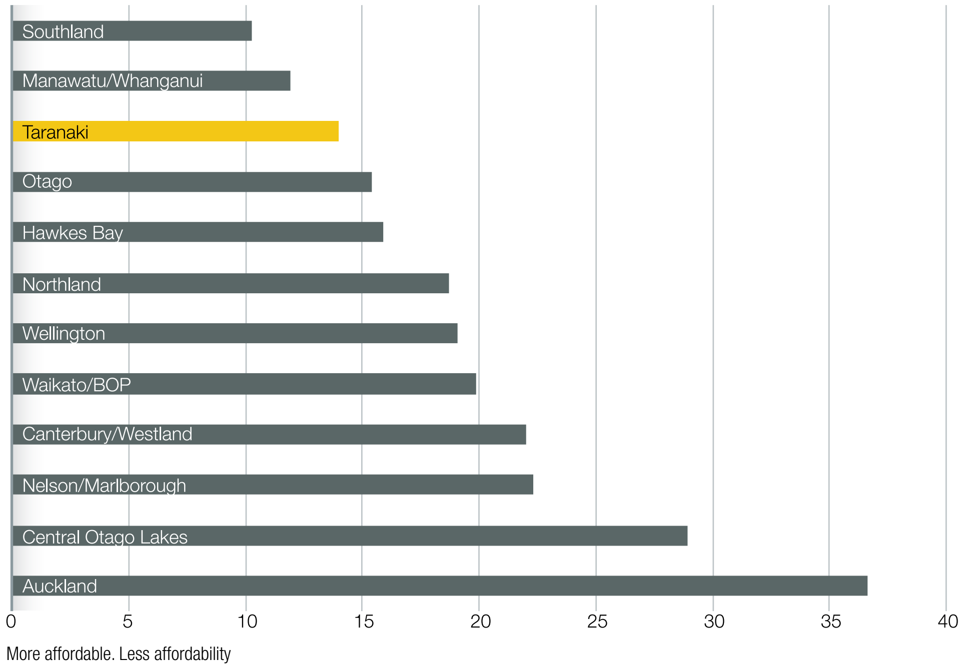
AVERAGE VALUE OF A HOUSE JUNE 2015



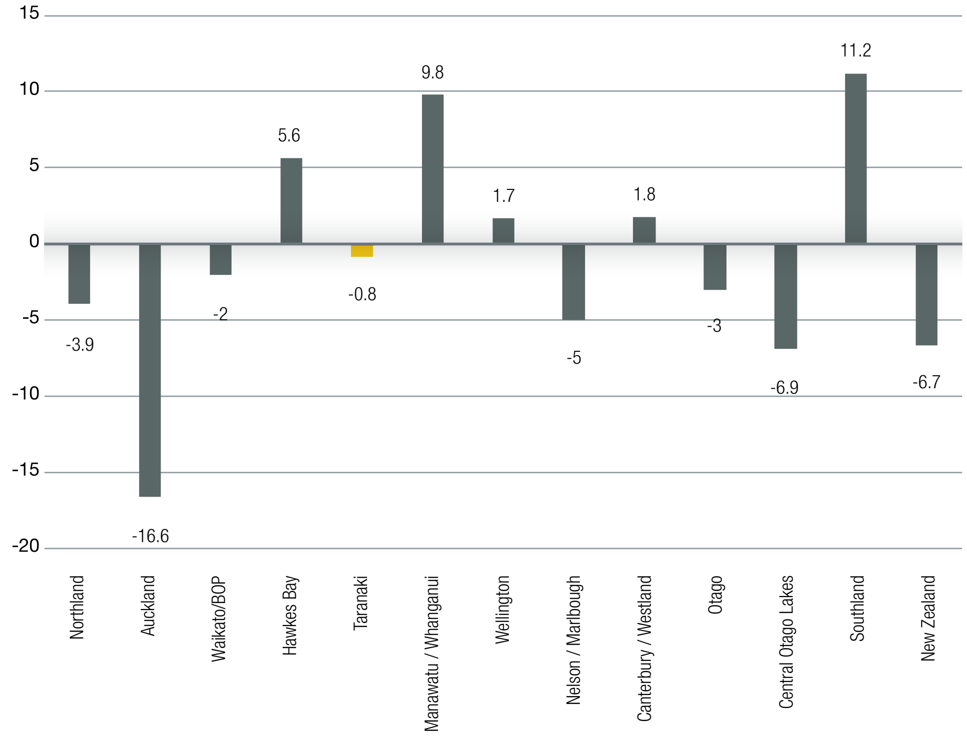
HOUSE VALUES
PERCENTAGE CHANGE IN VALUE BETWEEN JUNE 2014 AND JUNE 2015

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

HOME AFFORDABILITY REGIONAL RANKING



% CHANGE IN HOME AFFORDABILITY IN THE LAST 12 MONTHS



HOWEVER, IN THE LAST 12 MONTHS TARANAKI'S HOME AFFORDABILITY DECLINED BY -0.8%. THIS WAS LESS THAN THE NATIONAL TREND WHERE NEW ZEALAND'S AVERAGE HOME AFFORDABILITY INDEX DECLINED -6.7%. AUCKLAND REMAINS THE LEAST AFFORDABLE PLACE IN THE COUNTRY WITH AFFORDABILITY DECLINING EVEN FURTHER DURING THE PAST 12 MONTHS (-16.6%).

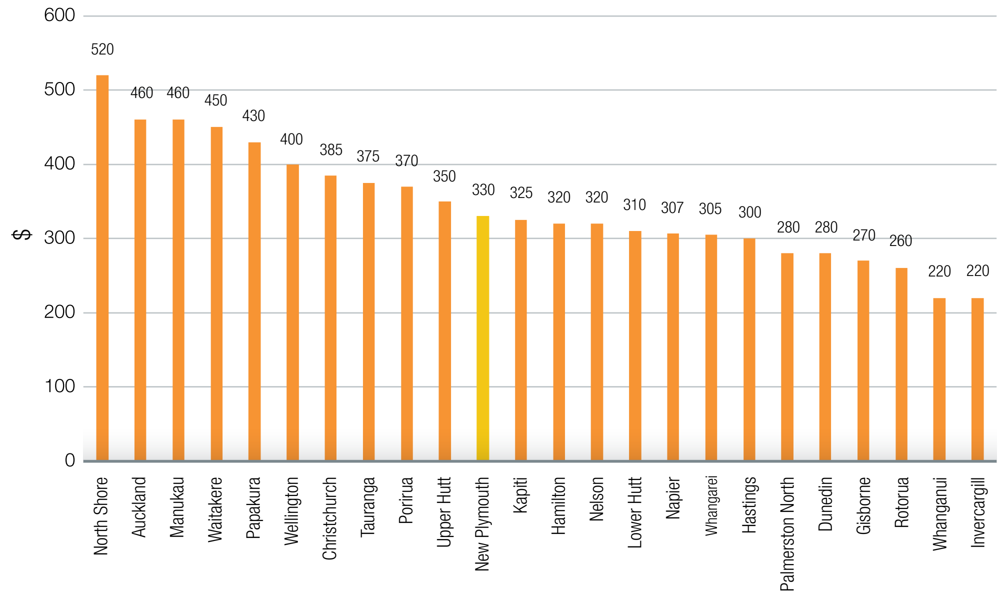
Rentals

THE RENTAL MARKET IN NEW PLYMOUTH INDICATES RENTALS HAVE REMAINED STATIC WITH THE AVERAGE WEEKLY RENT AT $330 PER WEEK. THIS COMPARES WITH A CURRENT AVERAGE RENTAL OF $360 PER WEEK ON A NATIONAL BASIS.

NEW PLYMOUTH
0%
ANNUAL PERCENTAGE CHANGE

NEW ZEALAND
5.60%
ANNUAL PERCENTAGE CHANGE

MEDIAN WEEKLY RENTAL ($) AUGUST 2015



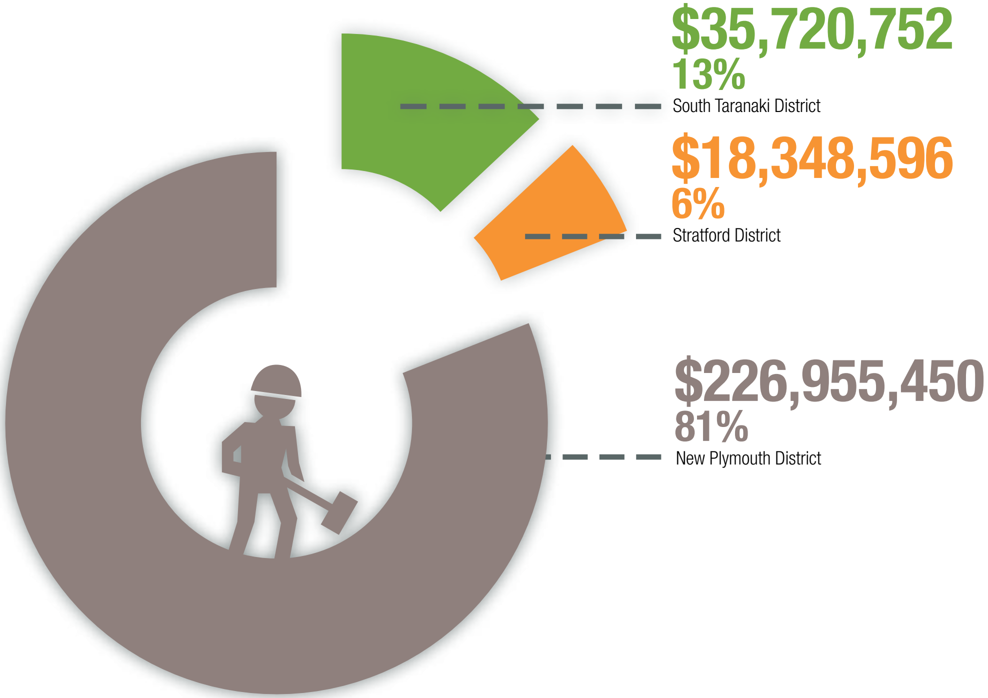
NEW PLYMOUTH
$330
MEDIAN RENT
AUGUST 2015

NEW ZEALAND
$360
MEDIAN RENT
AUGUST 2015

Construction Activity

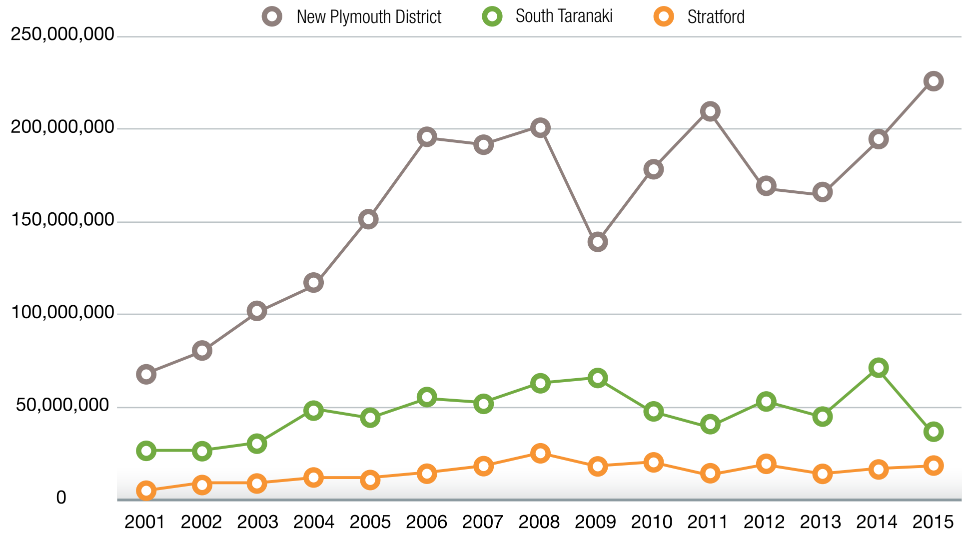
FOR THE YEAR ENDING JUNE 2015 IN TARANAKI THERE WERE $281 MILLION OF BUILDING CONSENTS APPROVED.

TARANAKI DISTRICTS: TOTAL VALUE OF BUILDING CONSENTS (NEW + ALTERED) FOR THE 12 MONTHS ENDING JUNE 2015

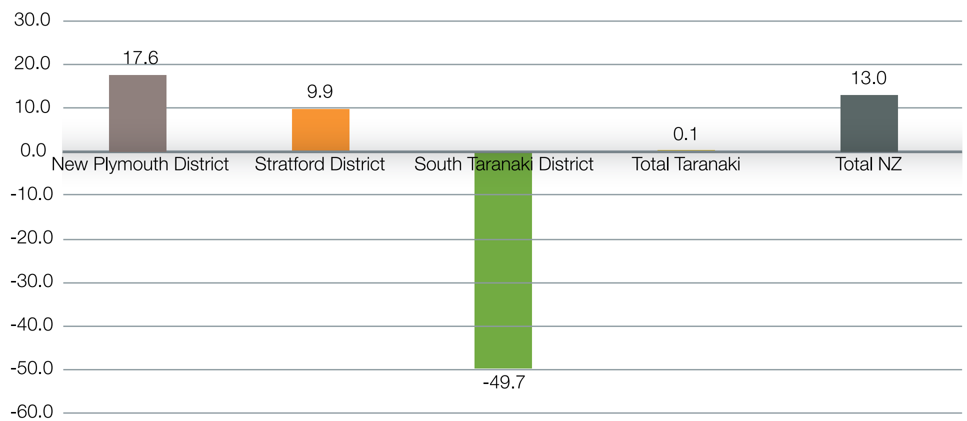


The value of consents increased in both the New Plymouth (17.6%) and Stratford Districts (9.9%) but declined significantly in South Taranaki (-49.7%) relative to the previous year. The decline in South Taranaki was due to a return to ‘normal’ levels after several large commercial consents were approved the previous year e.g. factory expansions.

VALUE OF BUILDING CONSENTS ($) - RESIDENTIAL AND COMMERCIAL (NEW + ALTERED)



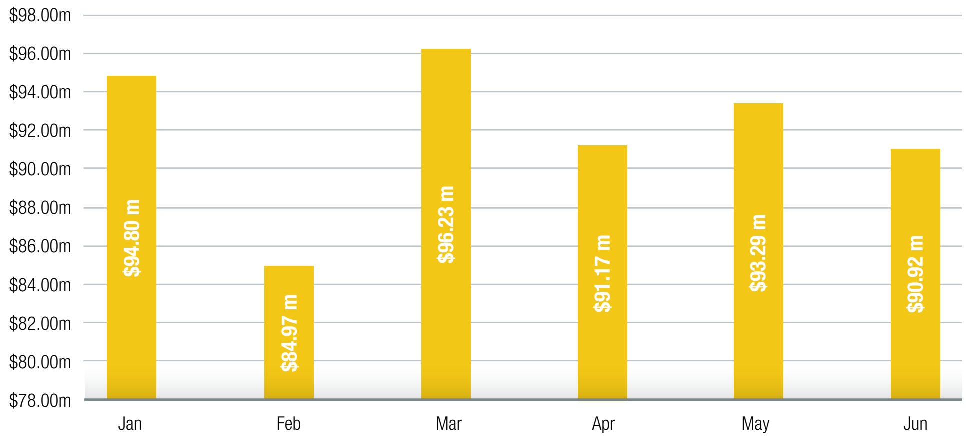
PERCENTAGE CHANGE IN VALUE OF TOTAL BUILDING CONSENTS 12 MONTHS TO JUNE 2015 RELATIVE TO SAME PERIOD IN PRIOR YEAR



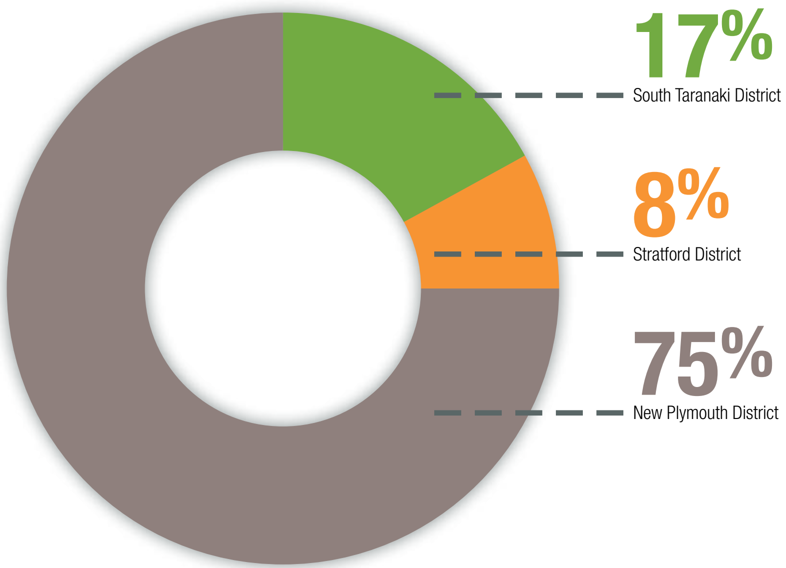
Retail Sales

FOR THE HALF-YEAR ENDING JUNE 2015, $551.37M WAS SPENT AT RETAIL MERCHANTS IN TARANAKI.

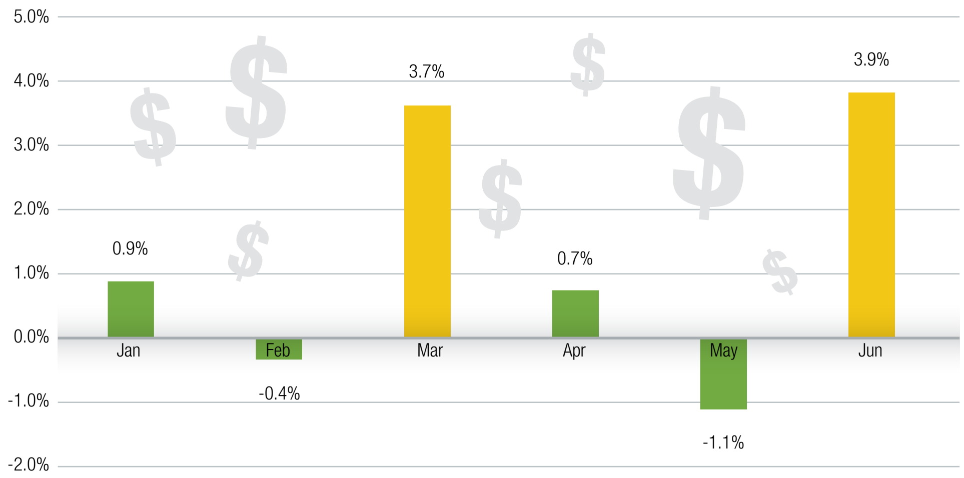
RETAIL SPEND IN TARANAKI JAN - JUNE 2015



SHARE OF SPEND BY TARANAKI DISTRICT

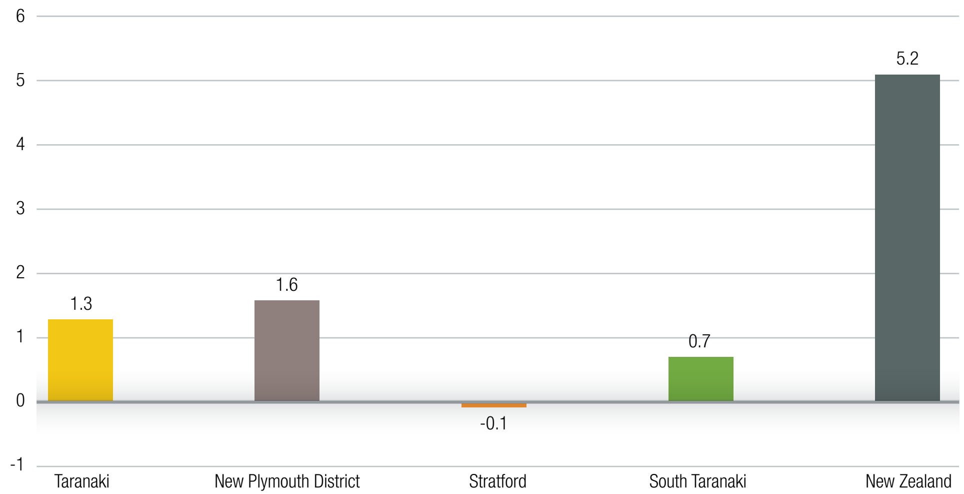


PERCENTAGE CHANGE IN RETAIL SPEND IN TARANAKI OVER SAME TIME LAST YEAR



STRONGEST RETAIL GROWTH WAS RECORDED IN THE NEW PLYMOUTH DISTRICT WITH A 1.6% GAIN.

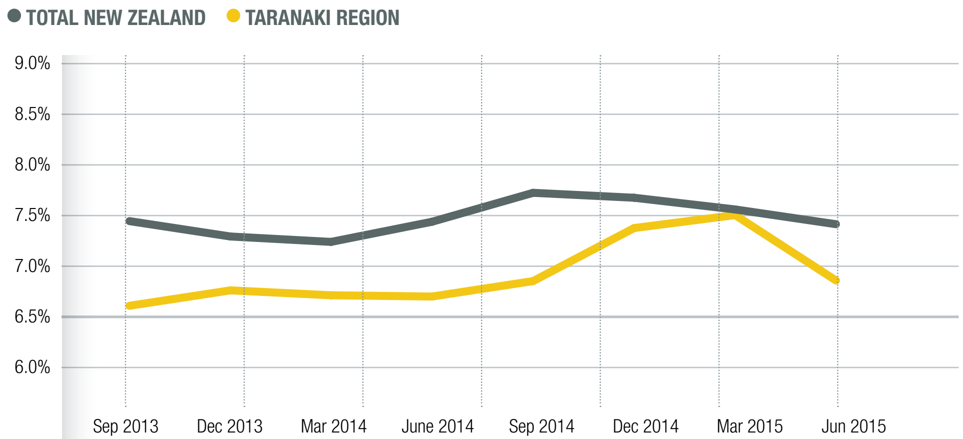
PERCENTAGE CHANGE IN RETAIL SPEND JAN - JUNE 2015

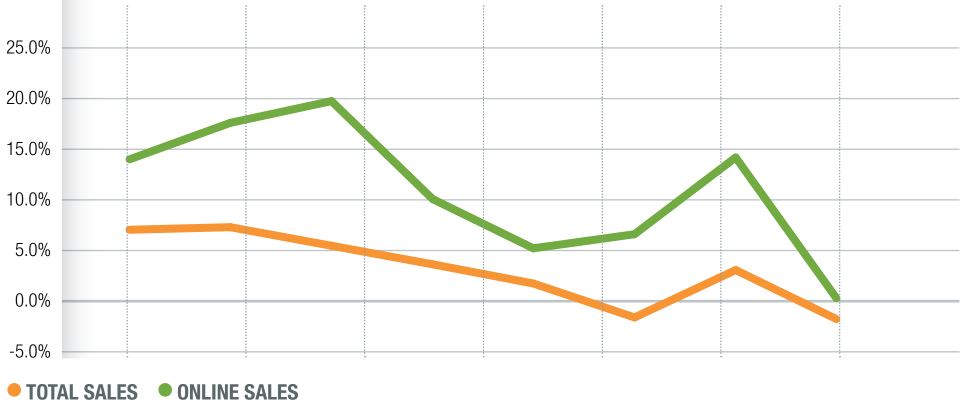


SPENDING WITHIN TARANAKI WAS UP 1.3% FOR THE HALF-YEAR, RELATIVE TO THE SAME PERIOD IN 2014, WHICH WAS LESS THAN THE NEW ZEALAND AVERAGE OF 5.2% GROWTH. THE MONTHS OF MARCH AND JUNE 2015 EXPERIENCED THE LARGEST INCREASES IN SPENDING IN THE REGION RELATIVE TO THE SAME PERIOD LAST YEAR.

Online Spending

ONLINE SHARE OF TOTAL RETAIL SPENDING



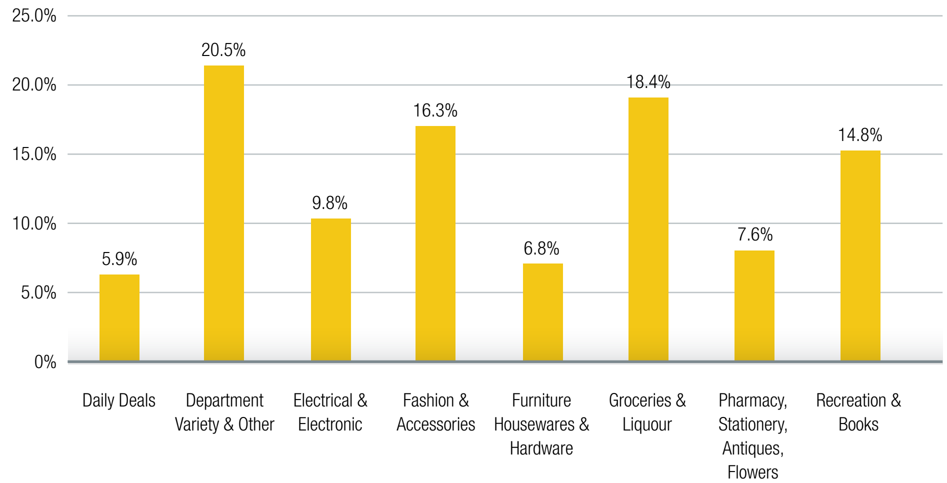


TARANAKI PERCENTAGE GROWTH IN ONLINE SALES v TOTAL RETAIL SALES

GROWTH IN ONLINE SPENDING WITHIN THE REGION REDUCED TO 0.8% IN THE JUNE 2015 QUARTER, AFTER A MORE ACTIVE MARCH QUARTER.

ONLINE SPENDING COMPRISES AN ESTIMATED 6-8% OF TARANAKI SPENDING, WHICH IS LESS THAN THE NATIONAL AVERAGE.

ONLINE SPEND BY TARANAKI RESIDENTS - ANALYSIS BY CATEGORY



KEY AREAS OF ONLINE SPENDING INCLUDE THE DEPARTMENT, VARIETY AND OTHER CATEGORY (20.5%) FOLLOWED BY GROCERIES AND LIQUOR (18.4%)

Visitor Industry

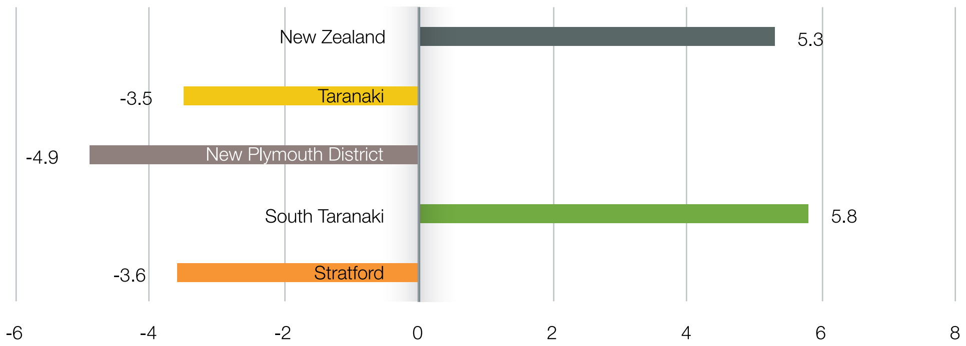
TARANAKI
-6.2%
PERCENTAGE CHANGE IN GUEST NIGHTS YEAR ENDING JUNE 2015

NEW ZEALAND
5.8%
PERCENTAGE CHANGE IN GUEST NIGHTS YEAR ENDING JUNE 2015

TARANAKI COMMERCIAL ACCOMMODATION RESULTS FOR THE YEAR ENDED JUNE 2015 COMPARED WITH 2014:

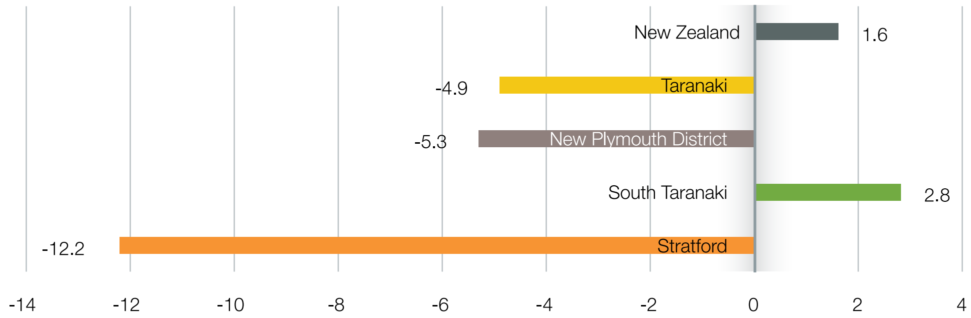
- Guest nights fell 3.5% to 559,096
- International guest nights fell 5.9% to 73,961
- Domestic guest nights fell 3.1% to 485,136
- The average length of stay fell from 2.15 nights to 2.04 nights
- The overall occupancy rate fell from 34.3% to 33.1%
- The occupancy rate, excluding holiday parks, was 44.1% for the year ended June 2015
- Accommodation capacity, excluding holiday parks, rose 0.7%

COMMERCIAL ACCOMMODATION GUEST NIGHTS - % CHANGE - YEAR ENDING JUNE 2015



RELATIVE TO THE PREVIOUS YEAR THE AVERAGE LENGTH OF STAY IN COMMERCIAL ACCOMMODATION INCREASED IN SOUTH TARANAKI BUT DECREASED IN NEW PLYMOUTH AND STRATFORD DISTRICTS.

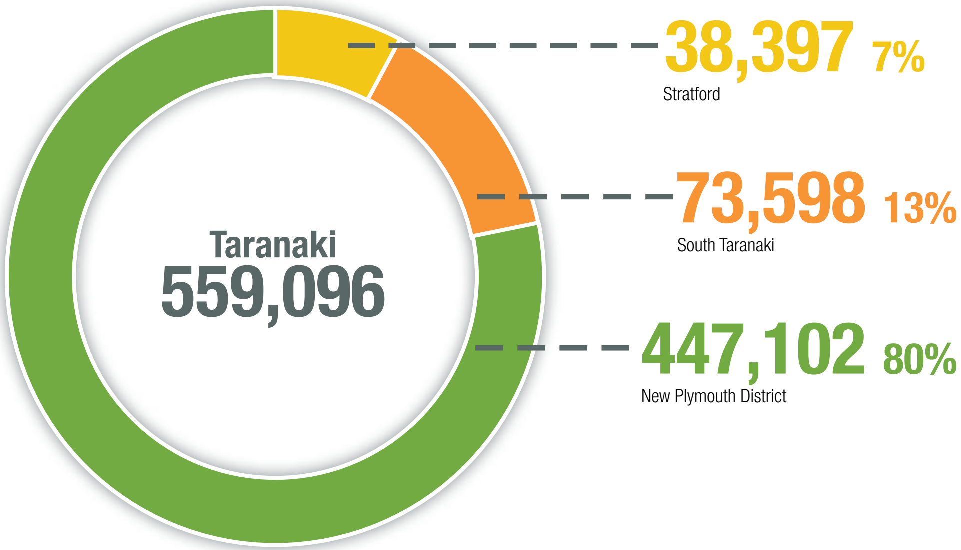
COMMERCIAL ACCOMMODATION - AVERAGE LENGTH OF STAY - YEAR ENDING JUNE 2015



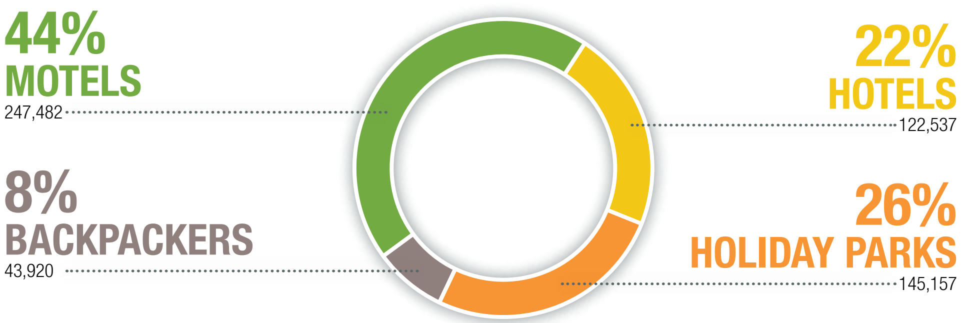
THE MAIN REASON FOR THE DECLINE IN OVERALL GUEST NIGHTS IN TARANAKI FOR THE PAST YEAR WAS DUE TO THE HEIGHTENED COMMERCIAL ACCOMMODATION REQUIREMENTS EXPERIENCED DURING LATE 2013 WHEN MAJOR OIL AND GAS PROJECTS AND SHUTDOWN WORK WAS UNDERTAKEN IN THE REGION. THIS NECESSITATED AN INFLUX OF OUT-OF-REGION WORKERS, MANY OF WHOM STAYED AT COMMERCIAL ACCOMMODATION. THE 2014/2015 OUTCOMES FOR THESE CORRESPONDING MONTHS THEREFORE REPORTED A DECLINE TO 'NORMAL' LEVELS, WITH FEB – JUNE 2015 OUTCOMES POSITIVE.

Visitor Industry

COMMERCIAL GUEST NIGHTS FOR YEAR ENDING JUNE 2015

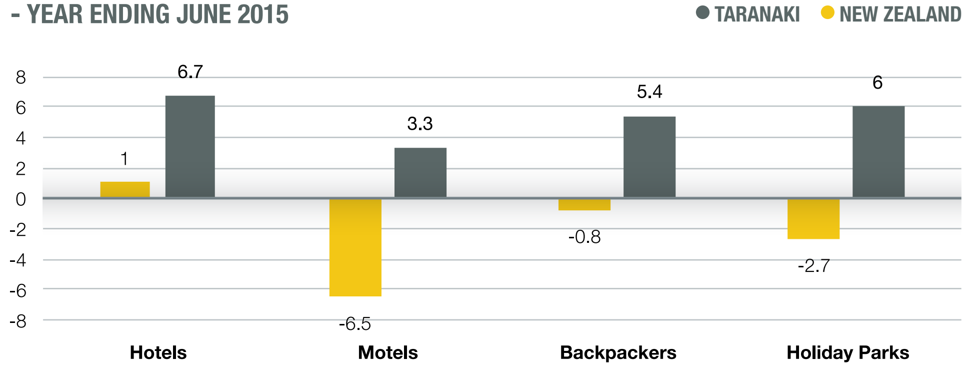


COMMERCIAL GUEST NIGHTS BY ACCOMMODATION TYPE TARANAKI
YEAR ENDING JUNE 2015



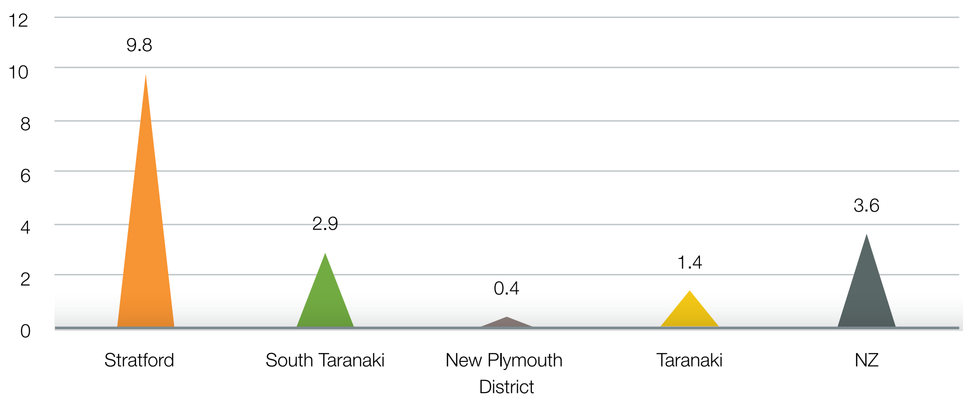
MOTELS AND HOLIDAY PARKS WERE THE MOST POPULAR FORM OF COMMERCIAL ACCOMMODATION IN TARANAKI.

GROWTH/DECLINE IN GUEST NIGHTS BY ACCOMMODATION TYPE
- YEAR ENDING JUNE 2015



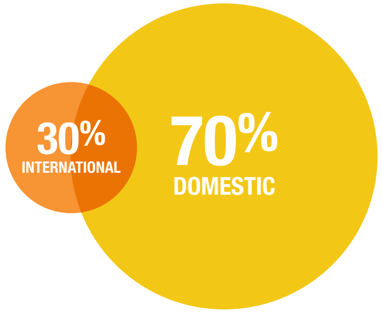
ALTHOUGH GUEST NIGHTS DECLINED, VISITOR ARRIVALS TO THE REGION INCREASED 1.4%.

GUEST ARRIVALS - YEAR ENDING JUNE 2015



Visitors staying with Friends and Relatives (VFR)

TARANAKI - ORIGIN OF VFR GUEST NIGHTS - YEAR ENDING JUNE 2015



Venture Taranaki commissions an independent monthly phone survey of Taranaki households to monitor visitors to the region who stay with friends and relatives. Although they do not stay at commercial accommodation, they still make an important contribution to our regional economy through their other forms of expenditure.

THERE WERE AN ESTIMATED 277,189 VFR VISITORS IN THE 12 MONTHS ENDING JUNE 2015, WHO CONTRIBUTED 1,147,333 GUEST NIGHTS.

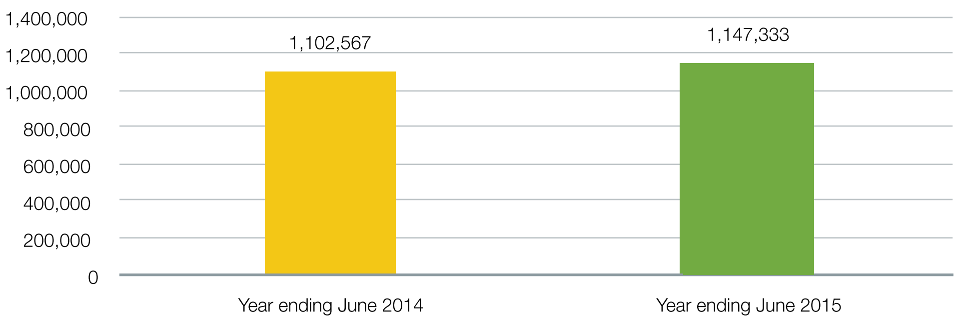
THIS REFLECTS A 4.1% INCREASE OVER THE PREVIOUS 12 MONTH PERIOD.

DECEMBER AND JANUARY ARE THE PRIME MONTHS FOR THE REGION'S INFLUX OF VFR GUESTS.

THE MAIN REASON THE VFR MARKET COMES IS TO HAVE A HOLIDAY AND TO VISIT FRIENDS AND FAMILY.

Although international visitors comprised only 20% of our VFRs, they stay longer than their domestic counterparts, resulting in 30% of our VFR guest nights.
The average length of stay for visitors staying with friends and relatives in Taranaki is:

VISITORS STAYING WITH FRIENDS AND FAMILY IN TARANAKI - TOTAL GUEST NIGHTS



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 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.

Dairy Information: Dairy NZ.

Poultry: infometrics report commissioned for Venture Taranaki 2013.

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 survey data, undertaken by APR consultants.

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.

About Venture Taranaki

As Taranaki's Regional Development Agency, we're 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

9 Robe Street
PO Box 670
New Plymouth

Telephone (06) 759 5150
Email: info@taranaki.info
Facebook: TaranakiNZ
Twitter: @Taranaki_NZ

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

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Taranaki's Regional Development Agency

9 Robe Street | PO Box 670 | New Plymouth
P. (06) 759 5150 | F. (06) 759 5154
E. info@taranaki.info

www.taranaki.info

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An initiative of

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