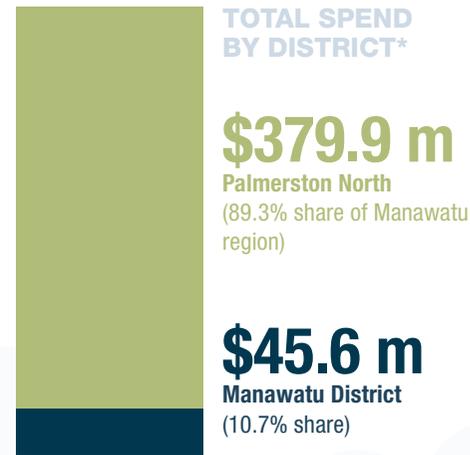


Visitor Spend

MANAWATU REGION YEAR END JUNE 2017



Top 5 Domestic Markets by Spend

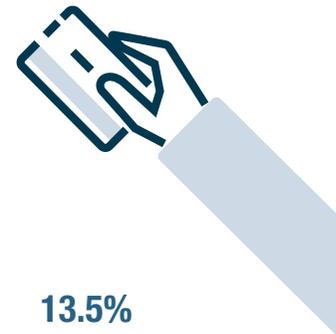
- **\$99.9 m** Manawatu-Whanganui
- **\$71.1 m** Wellington
- **\$47.6 m** Auckland
- **\$24.2 m** Hawkes' Bay
- **\$21.1 m** Waikato

TOP 5 CATEGORIES OF SPEND

- 36.9%** Retail Sales Other
- 13.5%** Food Beverage and Services
- 11.5%** Other tourism products
- 11.2%** Retail Sales - alcohol, food and beverage
- 10.8%** Other Passenger Transport

Top 5 International Markets by Spend

- **\$21.9 m** Australia
- **\$7.8 m** USA
- **\$7.3 m** UK
- **\$6.9 m** China
- **\$6.3 m** Rest of Asia
- **\$4.9 m** Rest of Europe



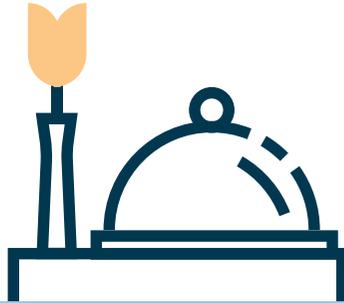
*This spend encompasses visitor spending on the following sectors: accommodation, apparel, bars/cafe/restaurants, food retailing, fuel, hardware/homeware, other retail, majors, **and takeaways.

**Please note that 'Majors' and 'Other Retail' include a further range of retailing, such as pharmaceuticals, antiques, travel agency services, laundromats, tyres, newspaper and stationary retailing and others.

Visitor Nights

MANAWATU REGION YEAR END JUNE 2017

2,949,834
million
8.1% INCREASE



466,086
Commercial
Accommodation

2,483,748
Private Homes

VISITOR NIGHTS BY ORIGIN

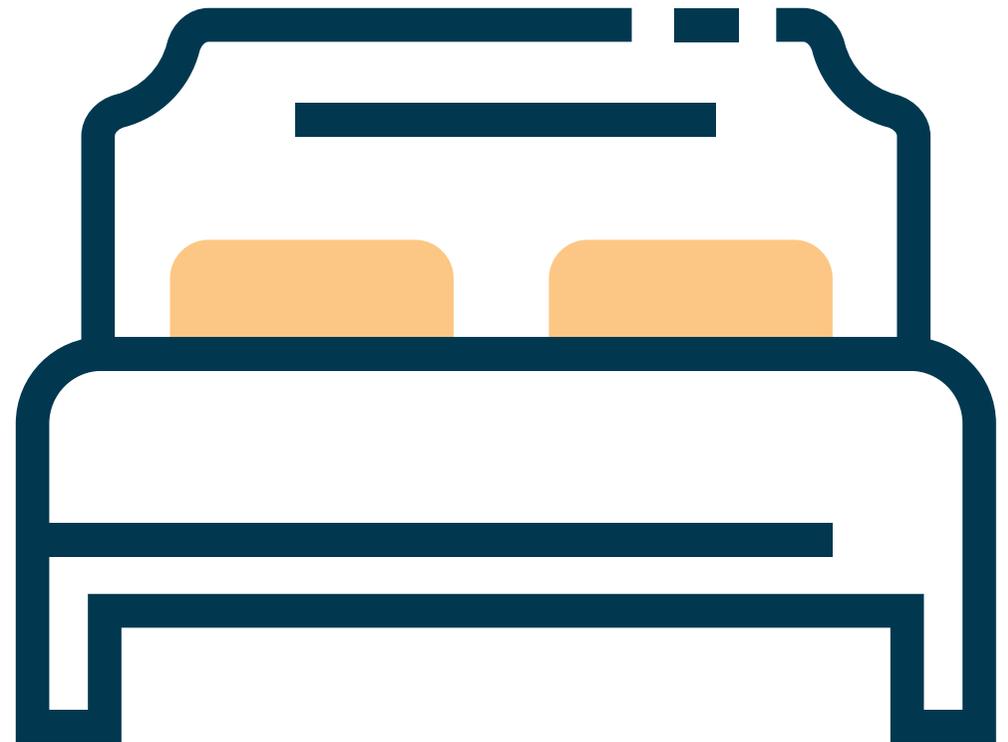
Top 5 Domestic Markets

29.5% Manawatu-Whanganui	19.5% Wellington	17.6% Auckland	7.6% Waikato	6.4% Hawkes' Bay
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Top 5 International Markets

26.6% Australia	21.6% Rest of Europe	13.9% Rest of Asia	10.5% UK	7.1% China
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Source: Qrious & CAM data



Visitor Day Trips vs Overnight Trips

MANAWATU REGION YEAR END JUNE 2017



TOTAL DAY TRIPS

205,989

International

1,022,361

Domestic

Top 3 Domestic Markets Day Trips

39.8%

Manawatu-Whanganui

26.3%

Wellington

10.5%

Auckland

MONTHLY AVERAGE

69,350

Domestic Day Trips

71,146

Domestic Overnight Trips

Top 3 International Markets Day Trips

31.8%

Rest of Europe

21.3%

Australia

10.8%

Rest of Asia

TOTAL OVERNIGHT TRIPS

142,286

International

989,965

Domestic

Top 3 Domestic Markets Overnight Trips

27.3%

Manawatu-Whanganui

22.8%

Wellington

16.3%

Auckland

MONTHLY AVERAGE

17,166

International Day Trips

11,857

International Overnight Trips

Top 3 International Markets Overnight Trips

30.6%

Australia

21.0%

Rest of Europe

11.6%

UK

Source: Qrious