

Visitor Spend

Manawatu Region Year End May 2018

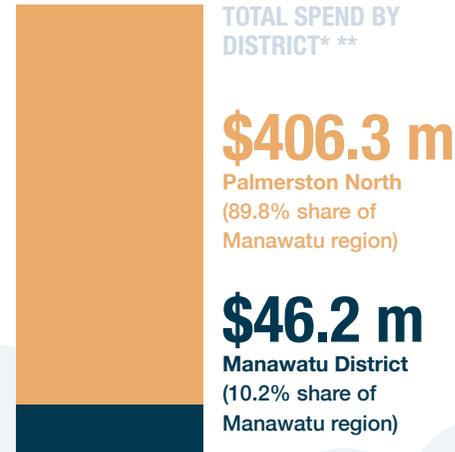


Source: MBIE



For Year End June 2018, CEDA RTO ranked 13th in domestic tourism spend, and 21st for international spending. Overall CEDA RTO ranked 15th out of 31 RTO's.

*CEDA RTO figures from MBIE are specific to the Manawatu District and Palmerston North Region.



VISITOR SPEND BY ORIGIN

Top 5 Domestic Markets by Spend

- **\$115.8 m** Manawatu-Whanganui
- **\$73.5 m** Wellington
- **\$46.7 m** Auckland
- **\$25.9 m** Hawkes' Bay
- **\$21.9 m** Waikato

TOP 5 CATEGORIES OF SPEND (MARKET SHARE)

- 38.6%** Retail Sales Other*
- 13.7%** Other tourism products
- 13.3%** Food Beverage and Services
- 9.9%** Retail Sales - alcohol, food and beverage
- 9.0%** Other Passenger Transport

Top 5 International Markets by Spend

- **\$18.1 m** Australia
- **\$8.4 m** Rest of Europe
- **\$7.4 m** China
- **\$7.2 m** UK
- **\$6.7 m** Rest of Asia



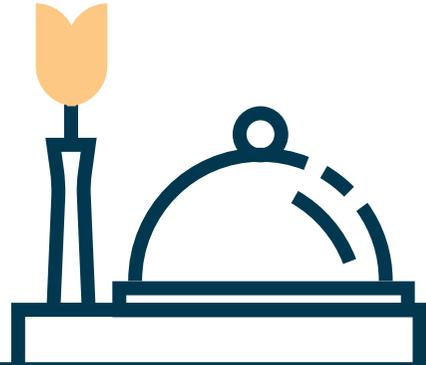
*This spend encompasses visitor spending on the following sectors: accommodation, apparel, bars/cafe/restaurants, food retailing, fuel, hardware/homeware, other retail, majors, **and takeaways.

**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 May 2018

2,861,054
million
1.9% INCREASE



465,040
Commercial
Accommodation**

2,393,444
Private Homes and
Hosted Accommodation**



Source: CAM data [1]

[1] In the last annual overview of Visitor Nights for the 2016/17 Year End, data for private homes and hosted accommodation was provided by Qrious data, a subsidiary of SparkNZ. Qrious no longer supplies this source of data, leaving regions around the country with a significant gap in their data sources. To mitigate this, we've used extrapolated the 2017/18 Year End data using the assumption that Commercial Accommodation nights makes up the same percentage as the previous year, allowing us to calculate the visitor nights in private homes and hosted accommodation as: $465,040 / 1625 = 2.86m$ estimated visitor nights.

** Commercial Accommodation data is made up of Hotels, Motels, Holiday Parks and Backpackers. Private Homes and Hosted Accommodation accounts for Bed and Breakfasts, Farm Stays and Lodges, BookABach and AirBnB, as well as private homes hosting visiting friends and relatives.