

Trends

TARANAKI FACTS AND FIGURES

WINTER2014



WELCOME TO TARANAKI TRENDS FOR WINTER 2014

As Taranaki moves into the winter months Venture Taranaki, Taranaki's regional development agency, again aggregates and presents a snapshot of this region's performance. Recent data has been collected from a range of sources, across economic and other measures.

As you read through this edition of *Taranaki Trends*, you will pick up on a few notable themes.

The first is that the region is growing. Our population is up on the previous census, indicating the flow of residents to Australia that we identified in previous issues of *Trends* is declining, and that the Trust's ongoing skills campaigns are helping the region to work towards its population target of 135,000 by 2035 to meet projected industry growth.

The second is that our economy is growing at a faster rate than that of the nation. In the second half of 2013 retail spending grew 8.4 percent on the previous year. Across New Zealand growth was just 1.7 percent. At the other end of the spectrum, we lead the nation in the amount of gross domestic product generated per capita. The measure of the amount of activity in an economy, we produce is \$74,341 worth of value for every Taranaki resident. Nationally that figure is \$47,532.

And finally, the future is also looking bright. Optimism amongst the region's businesses continues to hover around record highs, at both industry and national levels.

While data gives a very good overall picture, it can often mask the successes or challenges experienced at an individual level, and of individual businesses. It does however, provide a solid benchmark across the whole Taranaki community with which to compare and contrast your own performance.

As always, we openly invite you to use *Taranaki Trends* to inform your own strategic planning and business decisions. If there is any further assistance Venture Taranaki can provide to help your business celebrate its successes or overcome its challenges, then please don't hesitate to get in touch with the team here.

A handwritten signature in black ink, appearing to read 'Stuart Trundle', written over a horizontal line.

Stuart Trundle
Venture Taranaki Chief Executive

Economic Summary



EMPLOYEE NUMBERS

annual change for 2013 relative to 2012.



AIRPORT ACTIVITY

number of passenger movements for 2013 relative to 2012 (and all other previous years!)



NUMBER OF BUSINESSES IN TARANAKI

our annual change 2013 relative to 2012.



NATURAL INCREASE IN POPULATION

(births less deaths) for year ending December 2013 compared to previous 12 months.



UNEMPLOYMENT RATE

2013 annual change relative to 2012.



DEATHS FOR THE YEAR ENDING DECEMBER 2013

relative to previous 12 month period.



ARRIVALS DUE TO LONG-TERM PERMANENT INTERNATIONAL PEOPLE

year ending December 2013 relative to previous 12 months.



BIRTHS IN THE REGION FOR THE YEAR ENDING DECEMBER 2013

relative to year ending December 2012.



HOME AFFORDABILITY IN TARANAKI

relative to previous 12 months.



HOUSE VALUES FOR DECEMBER 2013

relative to December 2012.



RETAIL EXPENDITURE FOR THE HALF-YEAR ENDING DECEMBER 2013

relative to the same period 2012.



DEPARTURES OF TARANAKI PEOPLE

to overseas locations on a permanent, long-term basis.



VALUE OF RESIDENTIAL CONSTRUCTION CONSENTS FOR YEAR ENDING DECEMBER 2013

relative to 12 months ending December 2012 for the New Plymouth District and South Taranaki.



NUMBER OF GUEST NIGHTS IN COMMERCIAL ACCOMMODATION BY VISITORS TO THE REGION DURING 2013

relative to 2012.



VALUE OF COMMERCIAL CONSTRUCTION CONSENTS FOR YEAR ENDING DECEMBER 2013

relative to previous 12 months.

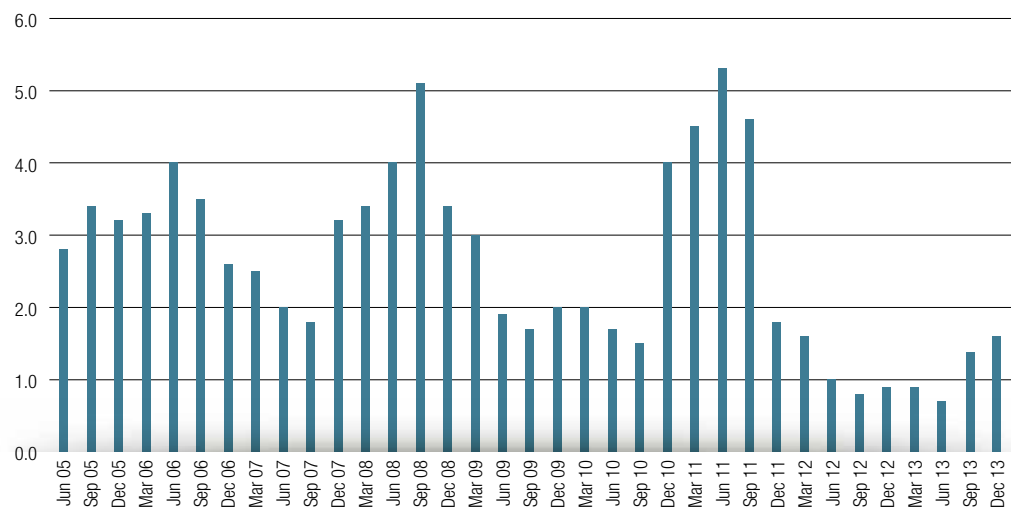
The Economy

CONSUMER PRICE INDEX (CPI) – NEW ZEALAND

0.1%
DEC 2013 QUARTER – CPI INCREASE

1.6%
ANNUAL CHANGE – CPI INCREASE

CPI ANNUAL CHANGE - DECEMBER 2013



MAIN SOURCE OF CPI INCREASE WERE HIGHER PRICES FOR INTERNATIONAL AIR FARES, HOUSING AND HOUSEHOLD UTILITIES (WHICH INCLUDES THE PURCHASE OF NEW HOMES, PROPERTY MAINTENANCE AND RENTALS). DOWNWARD CONTRIBUTORS TO CPI WERE VEGETABLES AND CHEAPER PETROL.

REGIONAL GROSS DOMESTIC PRODUCT

REGIONAL GROSS DOMESTIC PRODUCT (GDP) IS A GEOGRAPHIC BREAKDOWN OF NATIONAL-LEVEL GDP, WHICH IS NEW ZEALAND'S OFFICIAL MEASURE OF ECONOMIC ACTIVITY. IT IS THE SAME CONCEPTUALLY AS NATIONAL GDP, WITH THE GDP OF EACH REGION SUMMING TO THE NATIONAL GDP TOTAL*.



* Regional GDP analysis has not yet been standardised and may vary by the methodology utilised by the agencies that produce such data. The above analysis has been undertaken by Statistics NZ.

Taranaki's GDP

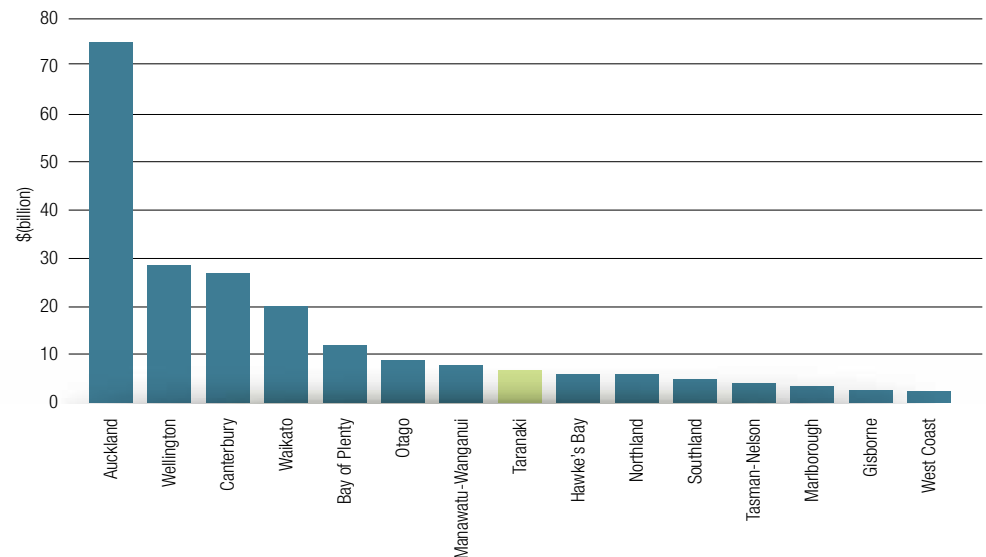
- BETWEEN 2007 AND 2013, TARANAKI'S ECONOMY EXPANDED 47.5 PERCENT, WELL ABOVE THE NATIONAL MOVEMENT OF 24.5 PERCENT.
- MINING DOMINATES TARANAKI'S ECONOMY, AND IS MEASURED IN THE FORESTRY, FISHING, MINING, ELECTRICITY, GAS, WATER, AND WASTE SERVICES INDUSTRY GROUPING.
- IN 2008, LARGE INCREASES IN OIL AND GAS PRODUCTION FROM THE POHOKURA AND TUI OIL FIELDS DROVE THE REGION'S 45.9 PERCENT ECONOMIC EXPANSION THAT YEAR.
- IN 2007–11, THE AGRICULTURE AND HEALTHCARE AND SOCIAL ASSISTANCE INDUSTRIES ALSO INCREASED STRONGLY.
- TARANAKI'S RELIANCE ON MINING MAKES IT ONE OF THE LEAST DIVERSIFIED REGIONAL ECONOMIES, ALTHOUGH IT HAS A STRONG AGRICULTURE INDUSTRY.
- IN 2011, THE REGION CONTRIBUTED 8.0 PERCENT TO NATIONAL AGRICULTURE GDP, MAKING IT THE FIFTH-LARGEST AGRICULTURAL REGION.
- IN 2013, THE STRENGTH OF ITS MINING AND AGRICULTURE INDUSTRIES RESULTED IN THE REGION HAVING THE COUNTRY'S HIGHEST GDP PER CAPITA (\$74,341). THIS COMPARED WITH THE NATIONAL AVERAGE OF \$47,532.
- IN 2012 AND 2013, GDP FELL AFTER A DECLINE IN MINING WITH AGRICULTURE IN 2013.

Taranaki's top 3 industries (by GDP)	2011	2011	2007–11
	GDP \$(million)	Share of region's GDP (%)	Change in GDP (%)
Forestry, fishing, mining, electricity, gas, water, and waste services	3,541	41.4	123.6
Manufacturing	861	10.1	-0.3
Agriculture	838	9.8	83.3

GDP PER CAPITA - YEAR END MARCH 2013



REGIONAL GDP BY REGION FOR THE YEAR ENDED MARCH 2013

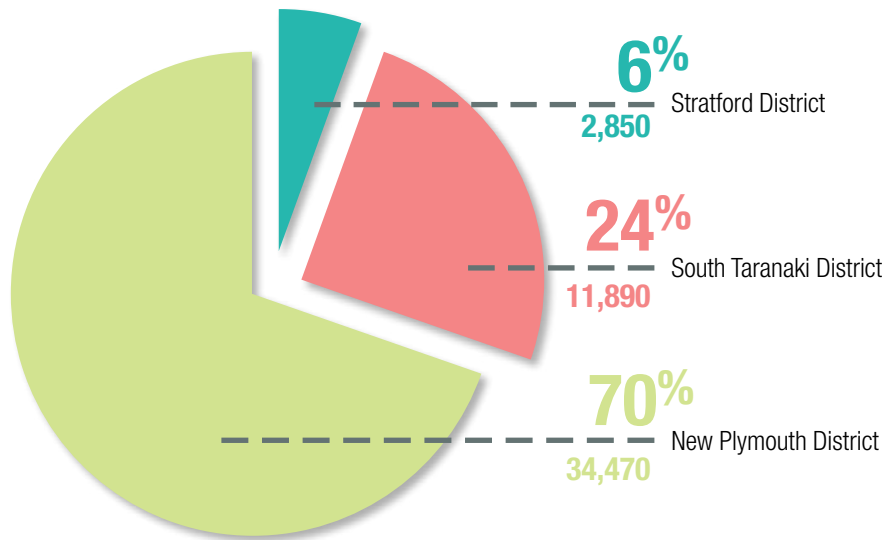


Labour Market

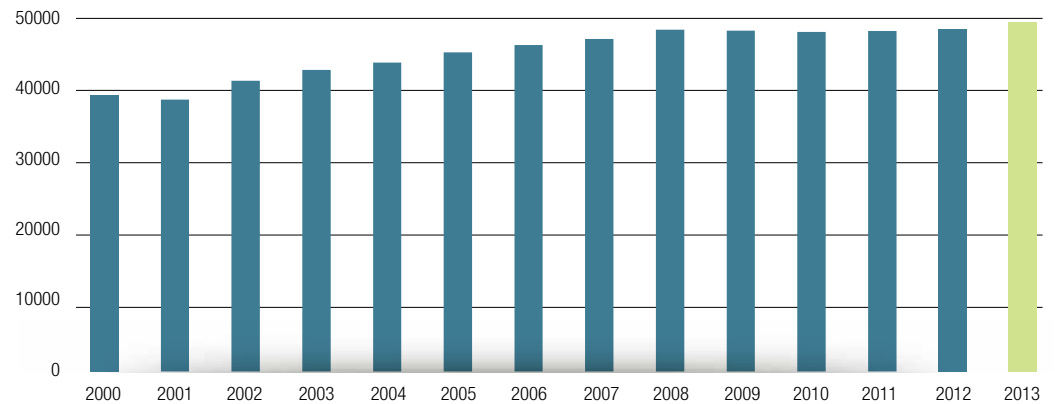
EMPLOYEE NUMBERS



EMPLOYMENT BREAKDOWN BY TARANAKI DISTRICT



CHANGE IN EMPLOYEE COUNT – TARANAKI REGION 2000 - 2013



INDUSTRIES WHICH HAVE THE MOST EMPLOYEES

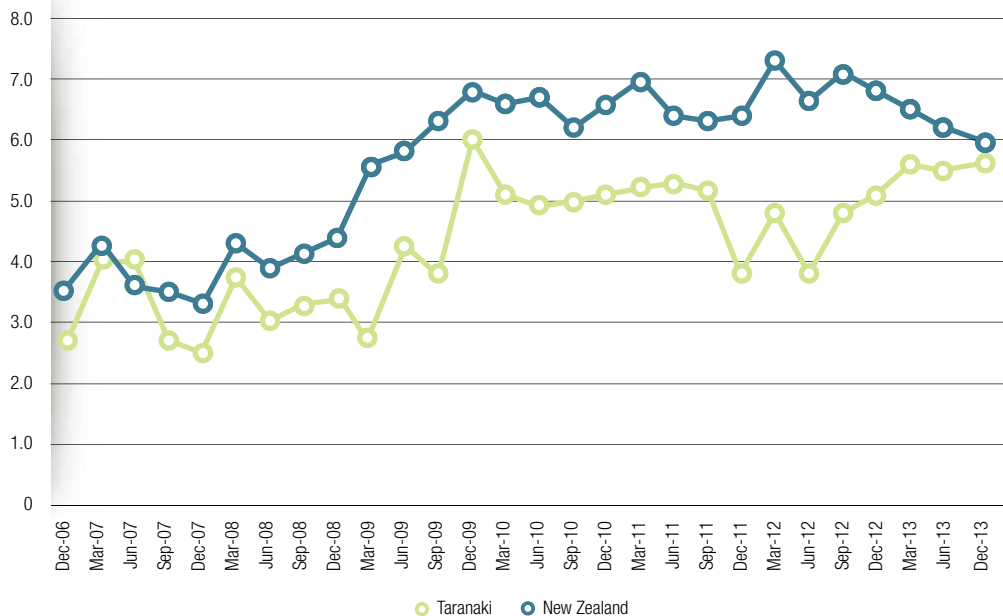
New Plymouth District	Stratford	South Taranaki
Manufacturing	Agriculture	Manufacturing
Retail	Retail	Agriculture
Health care and social service	Education, health and social services	Retail
Construction		

TARANAKI HAS LOWER UNEMPLOYMENT

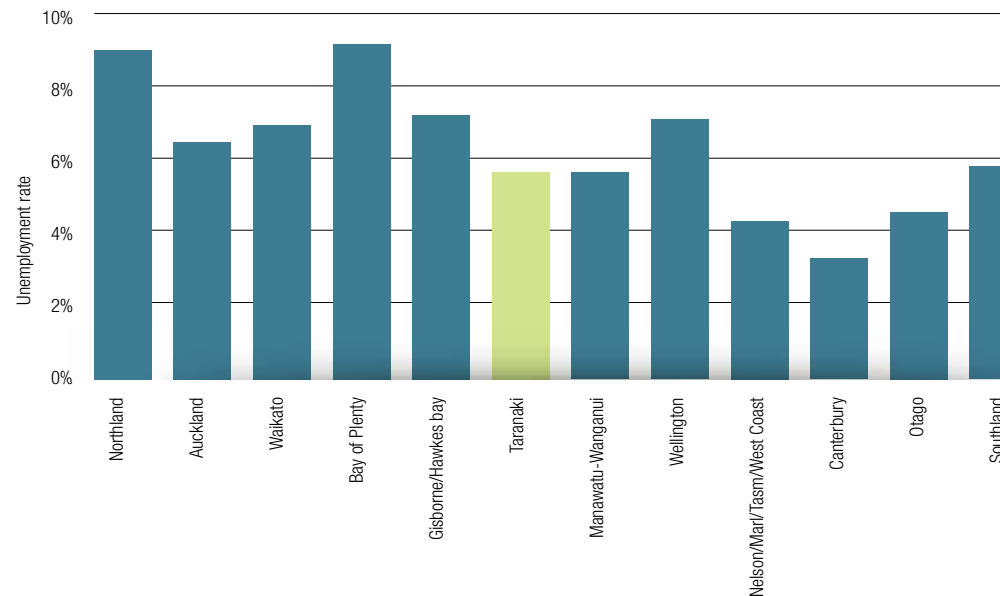
UNEMPLOYMENT



UNEMPLOYMENT RATE



DECEMBER QUARTER 2013 UNEMPLOYMENT RATE – REGIONAL COMPARISONS



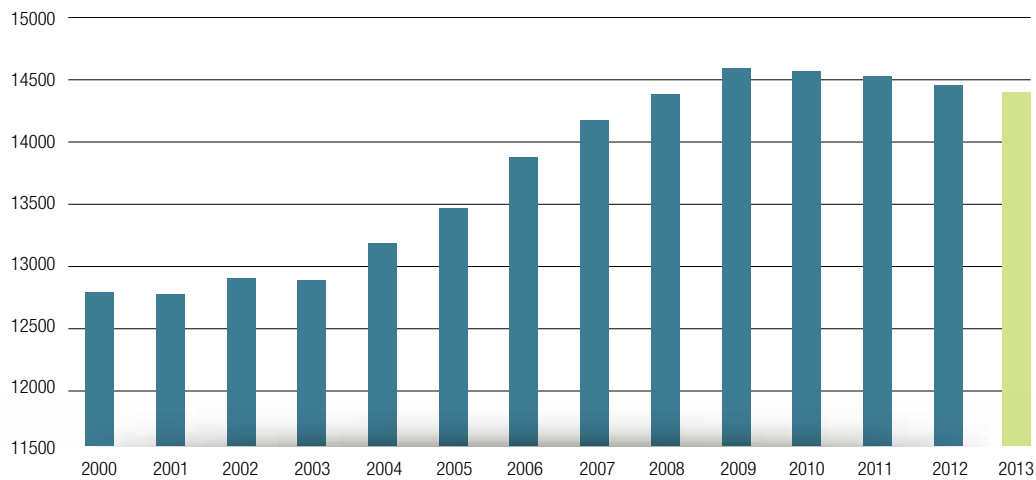
AND A HIGHER EMPLOYMENT PARTICIPATION RATE THAN THE NATIONAL AVERAGE

Business Sector

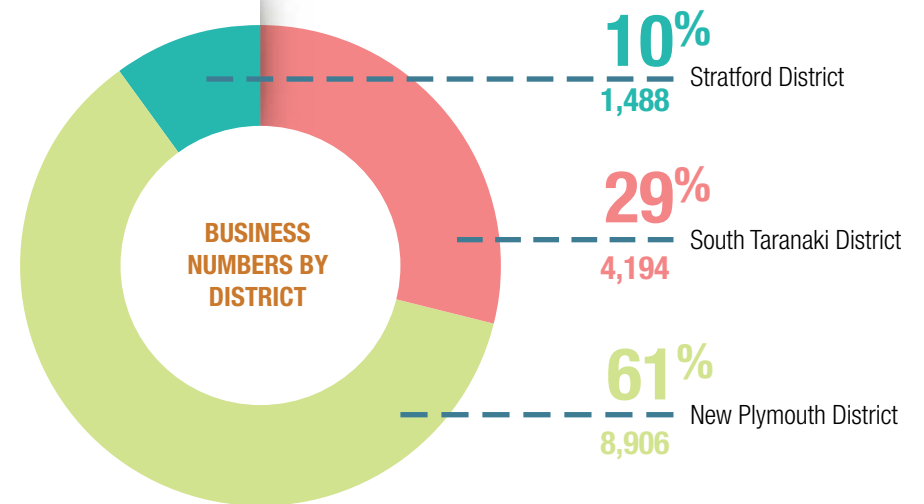
BUSINESS NUMBERS



NUMBER OF BUSINESSES IN TARANAKI (2000 - 2013)



LOCATION OF BUSINESSES



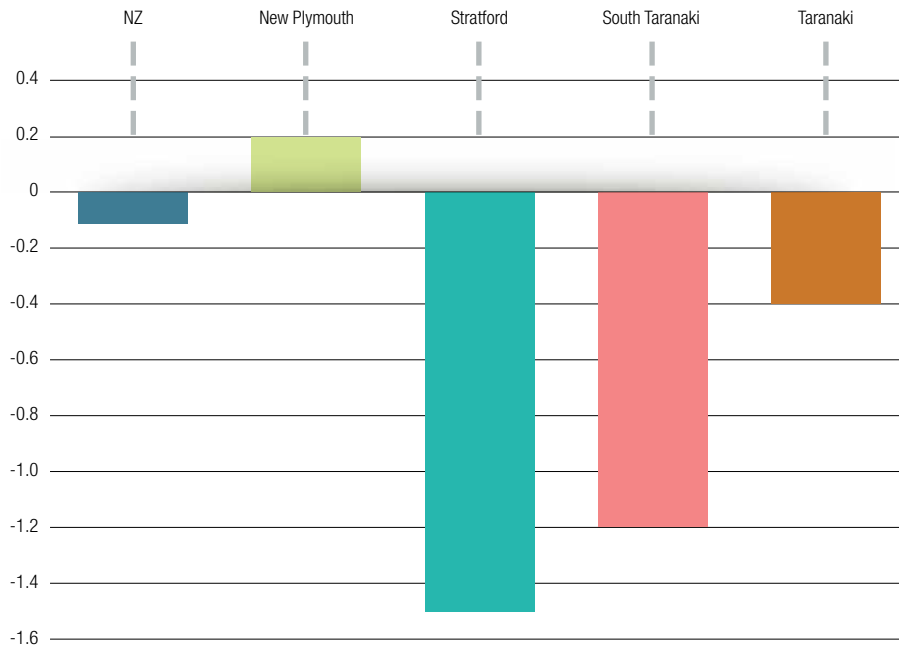
INDUSTRIES THAT MAKE THE BIGGEST CONTRIBUTION TO BUSINESS NUMBERS

New Plymouth District	Stratford	South Taranaki
Agriculture	Agriculture	Agriculture
Business services e.g. financial, rental, real estate	Business services e.g. financial, rental, real estate	Business services e.g. financial, rental, real estate
Retail & wholesale	Construction	Construction
Construction	Retail	Retail
Professional services, scientific, technical		

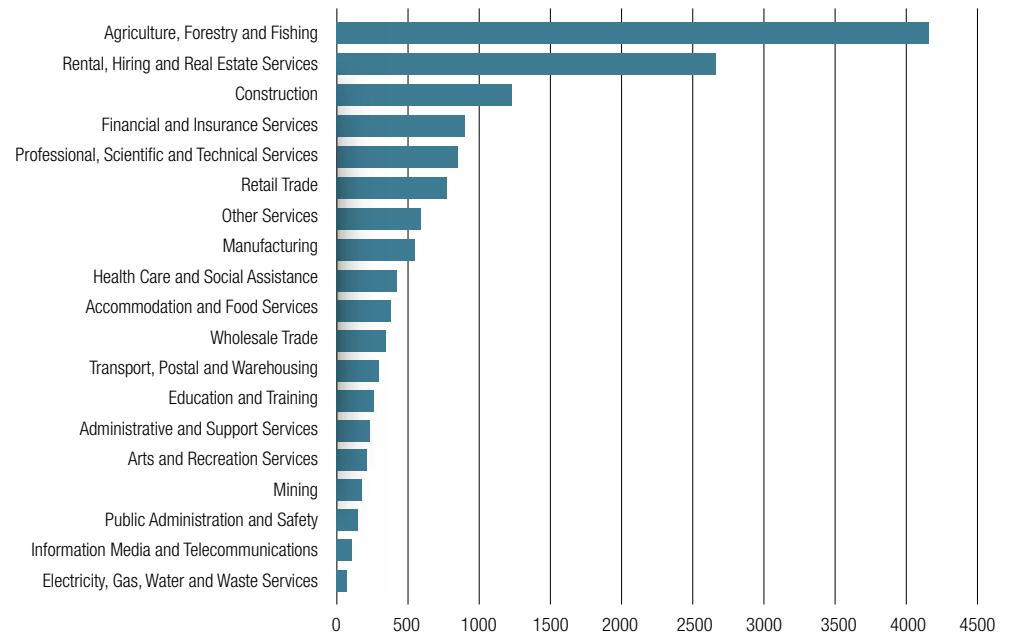


THE MAJORITY OF TARANAKI BUSINESSES ARE INVOLVED IN PRIMARY PRODUCTION, WHICH INCLUDES FARMING AND SERVICES TO AGRICULTURE.

BUSINESS - PERCENTAGE CHANGE 2012-2013

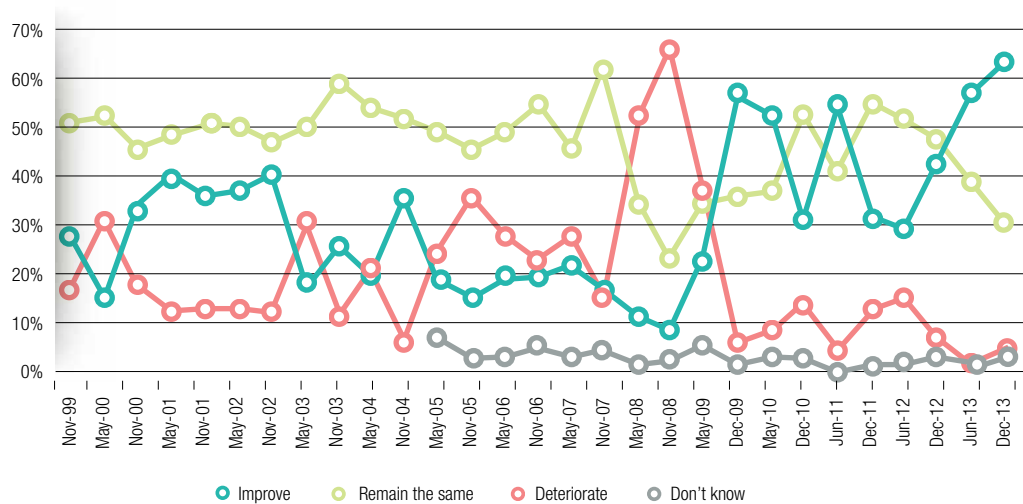


TARANAKI BUSINESSES - NUMBER OF BUSINESSES BY INDUSTRY TYPE 2013



Industry Confidence and Outlook

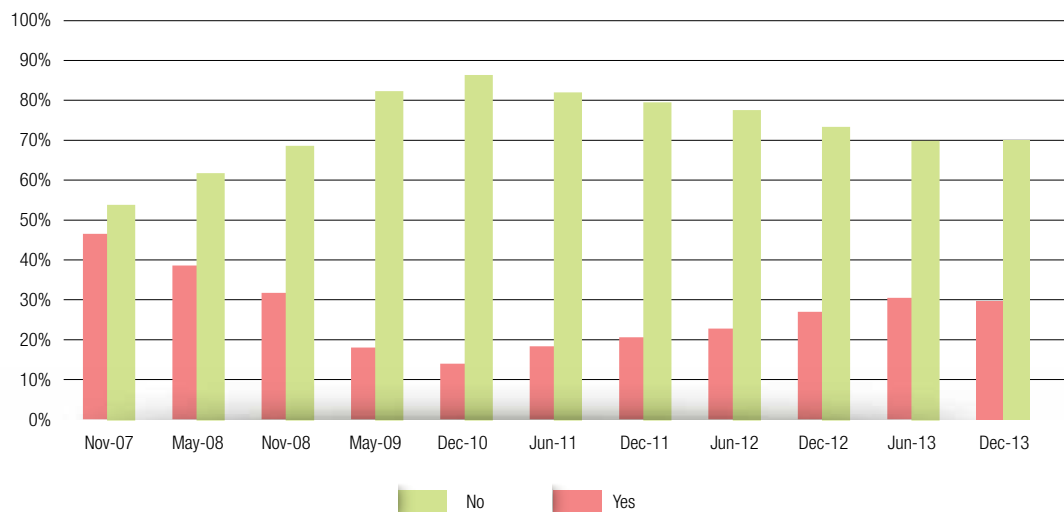
TARANAKI INDUSTRY CONFIDENCE AND OUTLOOK OF THE NZ ECONOMY



1,000 TARANAKI BUSINESSES WERE SURVEYED IN NOVEMBER 2013 REGARDING THE STATE OF THE ECONOMY AND TRADING CONDITIONS FOR THE NEXT 12 MONTHS

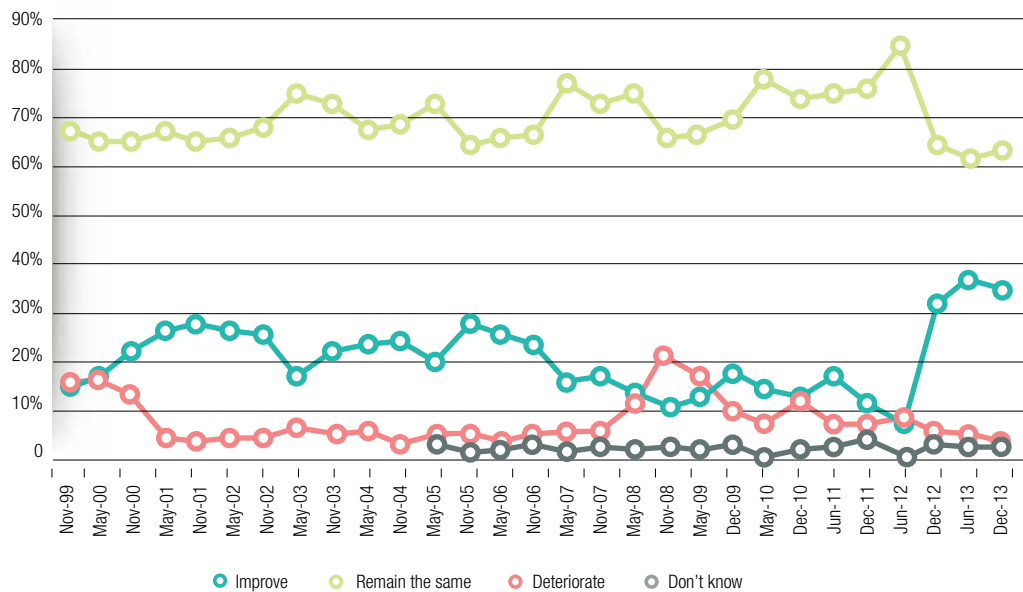
- 63% ANTICIPATED IMPROVEMENT
- 31% ANTICIPATED THE STATUS QUO WILL PREVAIL
- ONLY 4% PREDICTED DETERIORATION
- 3% WERE UNSURE

ARE YOU EXPERIENCING SKILL SHORTAGES?



(Source: Taranaki Business Survey November 2013)

EMPLOYMENT OUTLOOK - NEXT 6 MONTHS



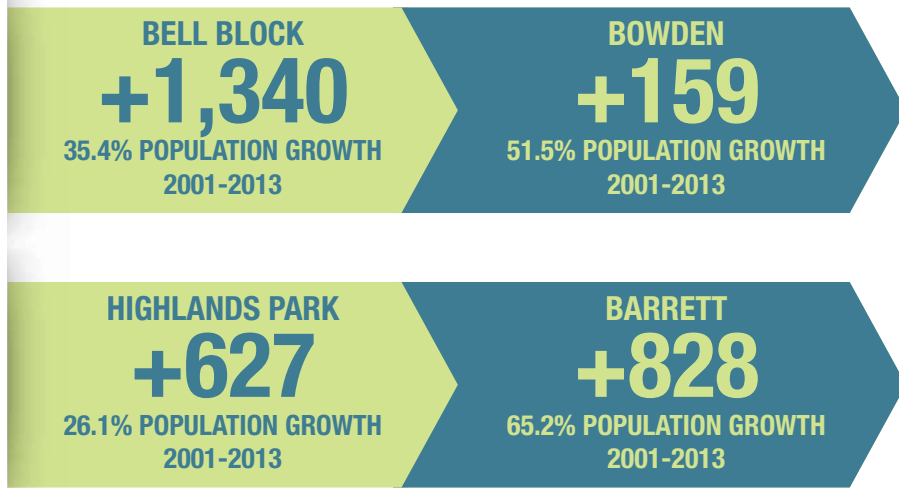
(Source: Taranaki Business Survey November 2013)

**CONTINUED GROWTH
IN EMPLOYMENT IS
EXPECTED WITHIN
THE REGION,
ALTHOUGH FORWARD
PROJECTIONS EASED
SLIGHTLY FROM THE
JUNE SURVEY.**

Population

CENSUS 2013

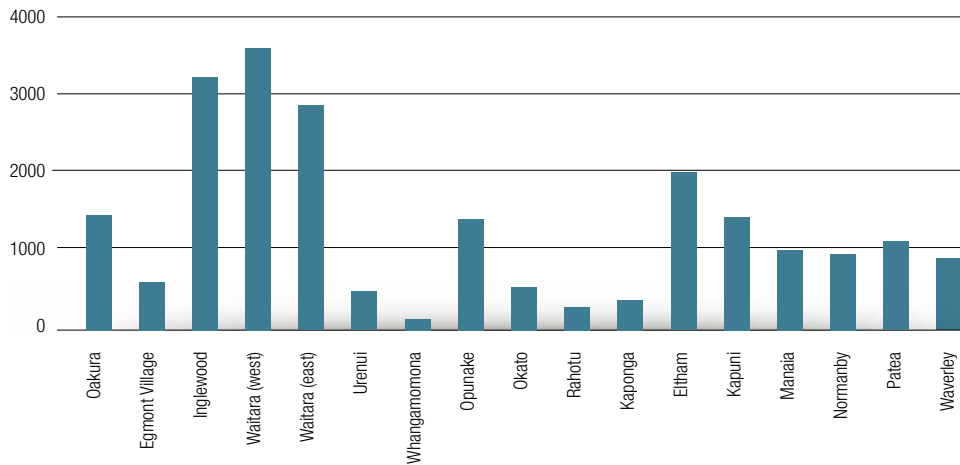
TARANAKI'S REGIONAL POPULATION IS 109,609 – AN INCREASE OF 5.3% SINCE THE 2006 CENSUS. THE NEW PLYMOUTH DISTRICT RECORDED A 7.7% INCREASE IN POPULATION BETWEEN 2006 – 2013. BELL BLOCK, HIGHLANDS PARK AND THE BARRETT ZONE ARE SOME KEY GROWTH AREAS.



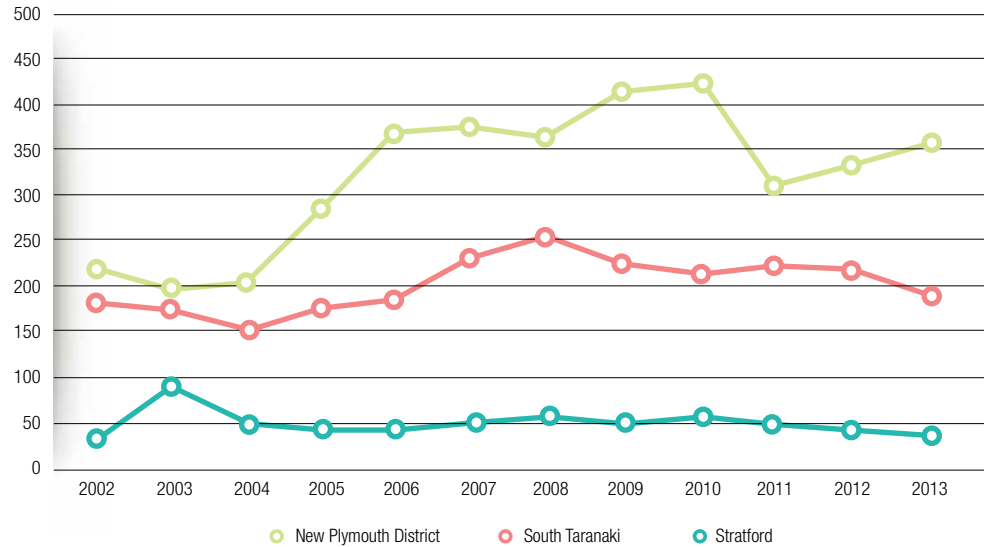
KEY AREAS OF POPULATION GROWTH WITHIN NEW PLYMOUTH



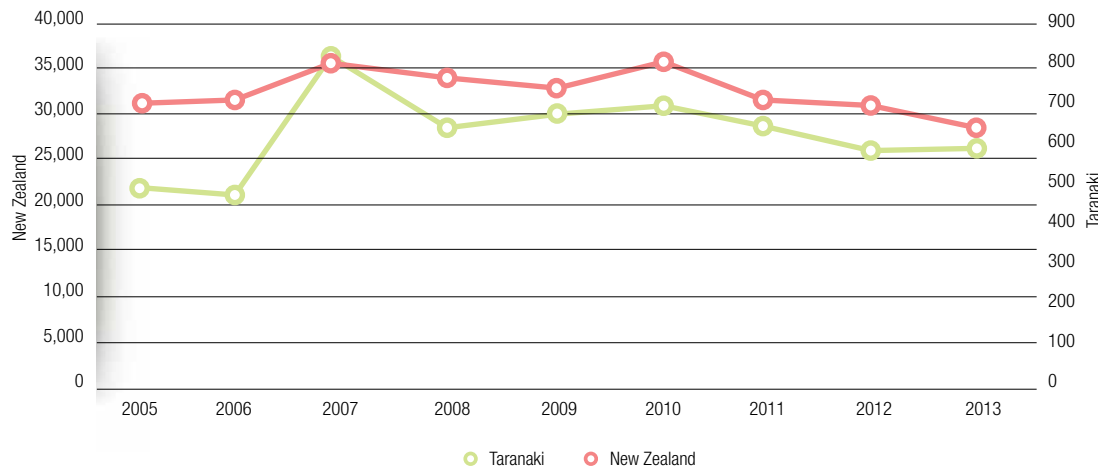
POPULATION OF KEY TOWNSHIPS WITHIN TARANAKI



NATURAL INCREASE IN POPULATION TARANAKI DISTRICTS 2002 - 2013



NATURAL POPULATION INCREASE 2005 - 2013



TARANAKI
2.3%
 ANNUAL CHANGE IN BIRTHS
 2012-2013

NEW ZEALAND
-4.0%
 ANNUAL CHANGE IN BIRTHS
 2012-2013

TARANAKI
-6.5%
 ANNUAL CHANGE IN DEATHS
 2012-2013

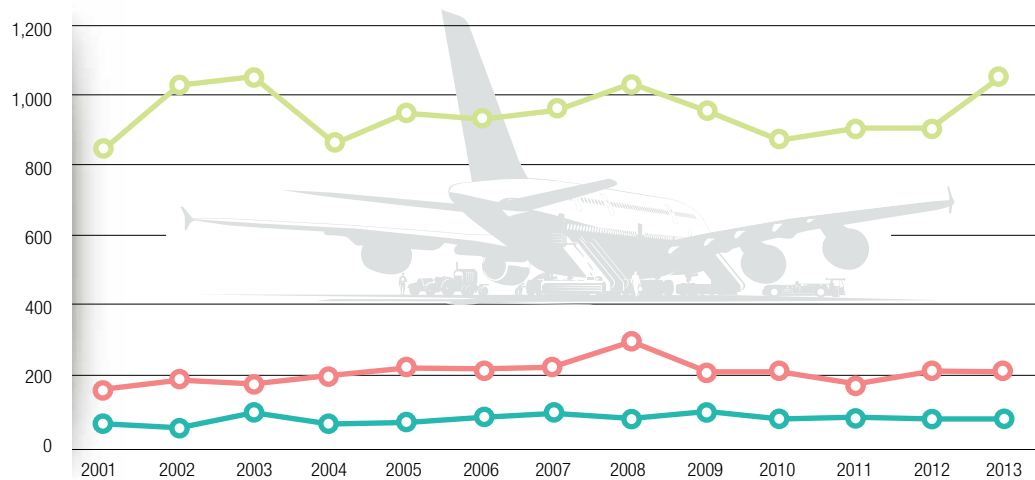
NEW ZEALAND
-1.8%
 ANNUAL CHANGE IN DEATHS
 2012-2013

THERE WERE 1,534 BIRTHS IN TARANAKI DURING 2013 AND 888 DEATHS, RESULTING IN A NATURAL POPULATION INCREASE OF 646.

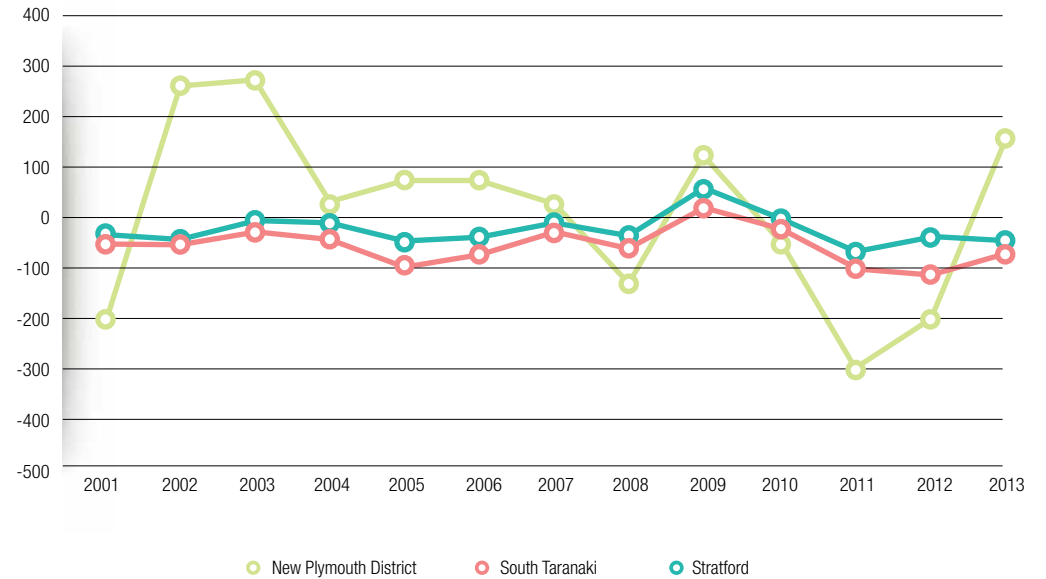
THE NATURAL POPULATION INCREASE THAT OCCURRED IN TARANAKI DURING 2013 WAS 17.5% HIGHER THAN THE PREVIOUS YEAR, AND WAS DRIVEN PREDOMINANTLY BY FEWER DEATHS AND MORE BIRTHS OCCURRING IN THE NEW PLYMOUTH DISTRICT. NEW ZEALAND'S POPULATION CONTINUES TO GROW THROUGH NATURAL INCREASE HOWEVER ITS RATE OF GROWTH DECLINED BY 6.5% IN 2013.

Long-term International Arrivals and Departures

INTERNATIONAL MIGRATION – ARRIVALS ANNUAL

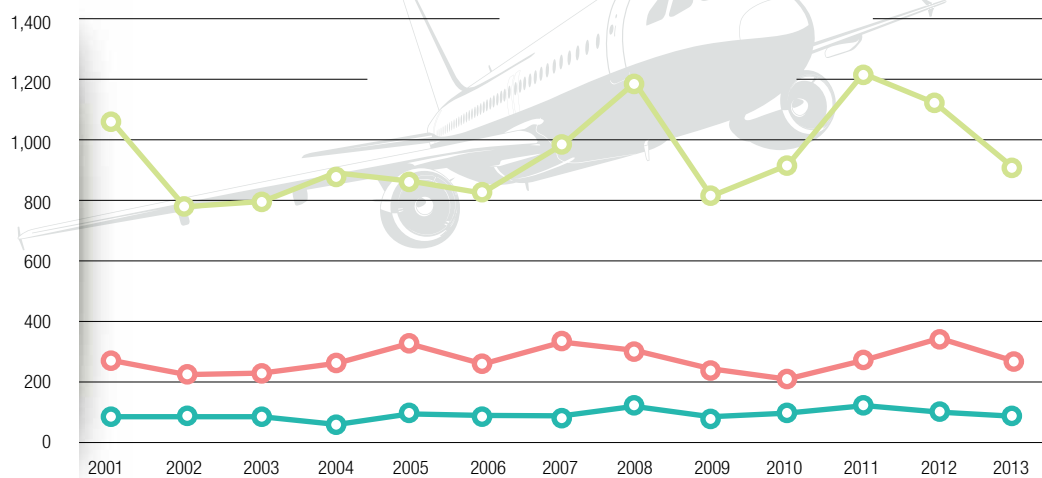


NET MIGRATION – TARANAKI DISTRICTS ANNUAL TO DECEMBER

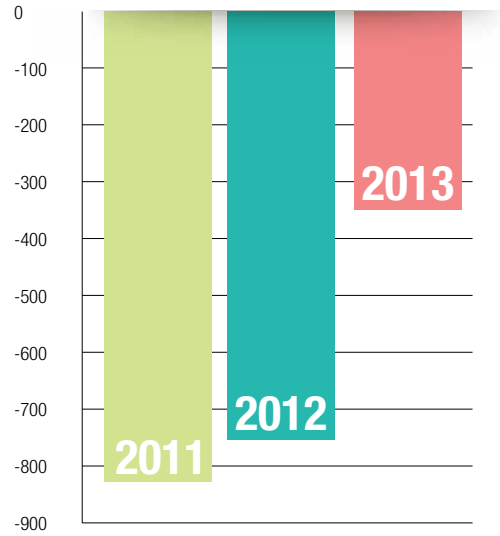


THERE WAS A NET GAIN OF 56 PEOPLE FOR TARANAKI IN 2013, DUE TO INTERNATIONAL ARRIVALS TO THE REGION EXCEEDING INTERNATIONAL DEPARTURES, PREDOMINANTLY DRIVEN BY THE NEW PLYMOUTH DISTRICT. THIS IS A SIGNIFICANT IMPROVEMENT ON THE PREVIOUS YEAR WHEN THERE WAS A NET LOSS OF 341 PEOPLE. THE LOSS OF PEOPLE TO AUSTRALIA HAS HINDERED NET GAINS, ALTHOUGH THIS TREND IS STARTING TO DECLINE.

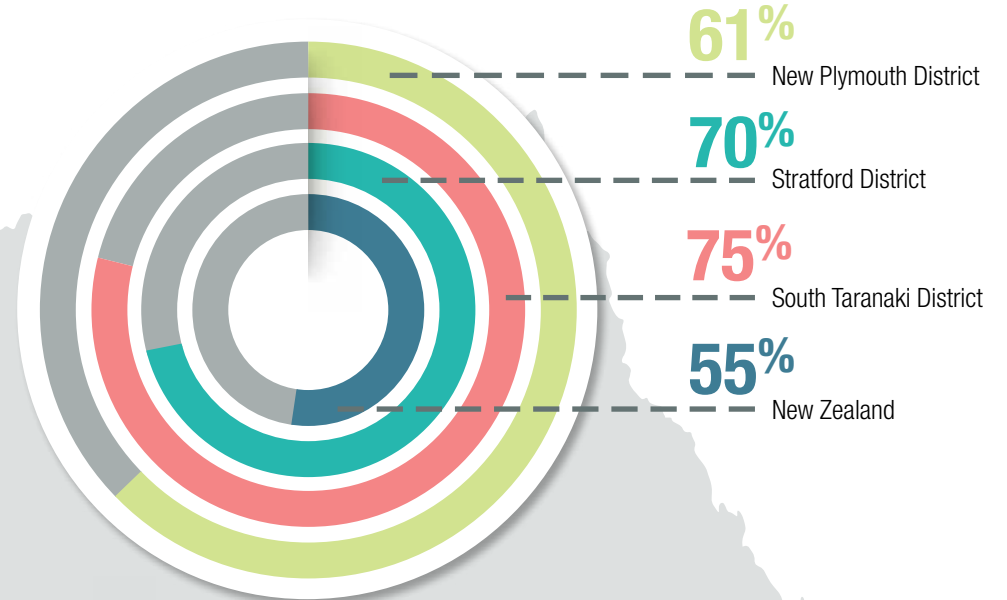
INTERNATIONAL MIGRATION – DEPARTURES ANNUAL



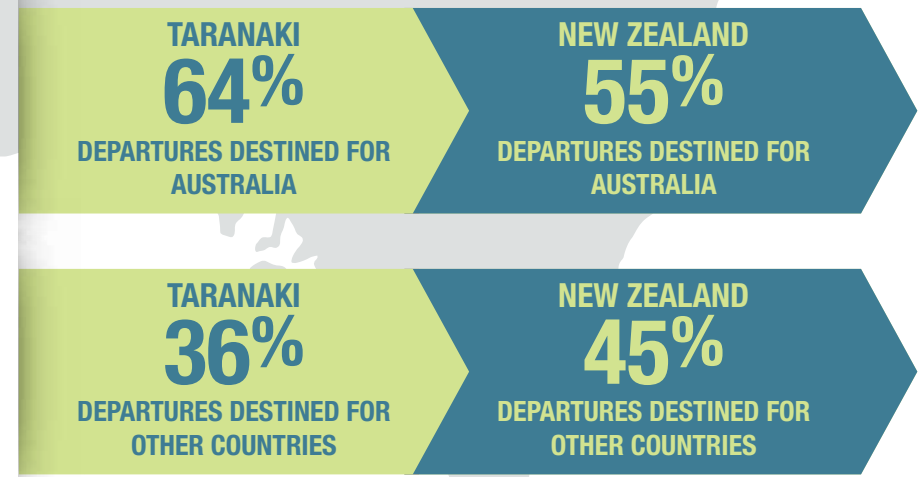
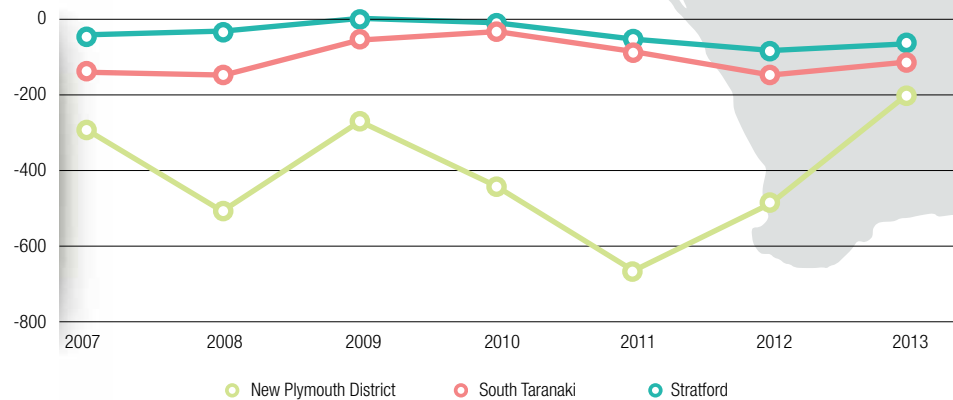
TARANAKI'S NET LOSS OF PEOPLE LONG-TERM TO AUSTRALIA YEAR-END DECEMBER 2013



PERCENTAGE OF LONG-TERM DEPARTURES THAT GO TO AUSTRALIA

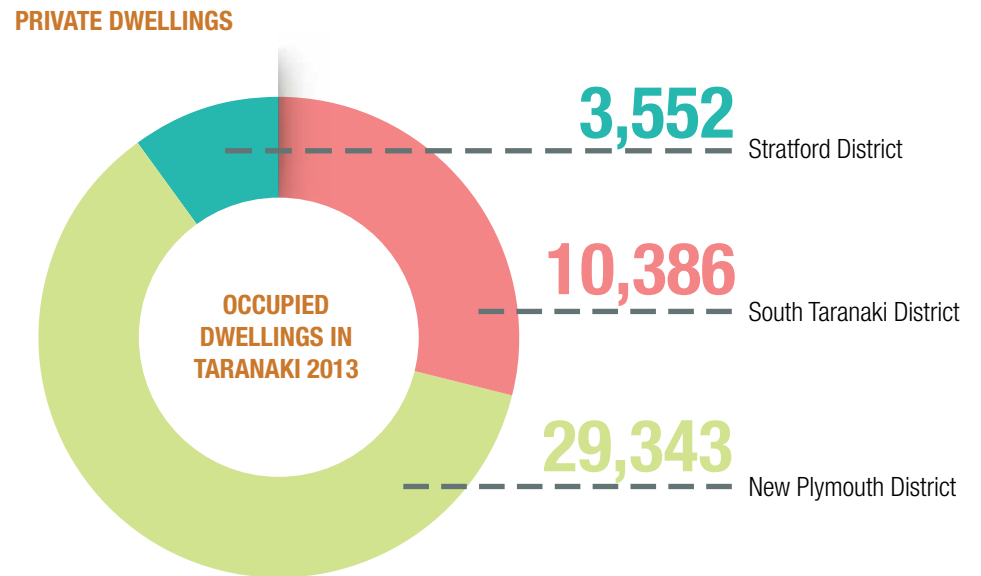


TARANAKI DISTRICTS: AUSTRALIA NET CHANGE IN MIGRATION ANNUAL TO DECEMBER

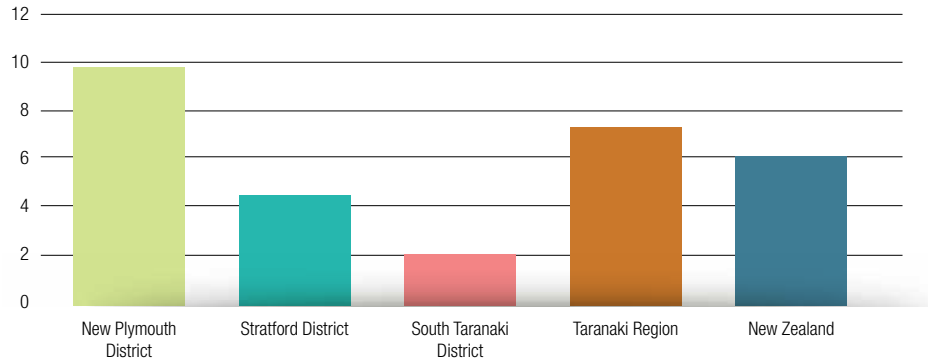


TARANAKI'S INCREASING POPULATION BASE AND EXPANDING ECONOMY HAS CONTRIBUTED TO A GROWING HOUSING MARKET, WHICH IS REFLECTED IN SEVERAL ECONOMIC INDICATORS.

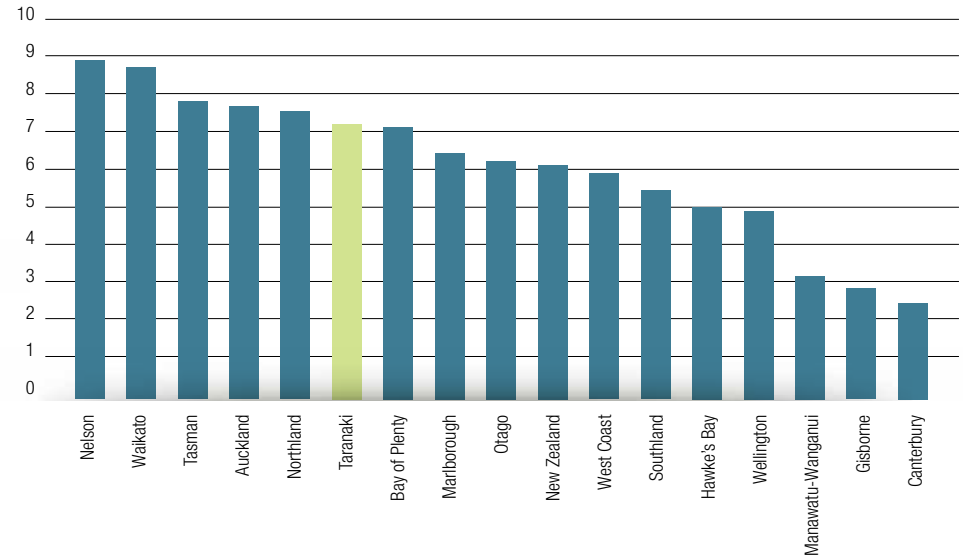
- Number of occupied dwellings (census 2013)
- Residential construction (consents)
- House valuations



CENSUS 2006-2013 CHANGE IN NUMBER OF OCCUPIED PRIVATE DWELLINGS (%)

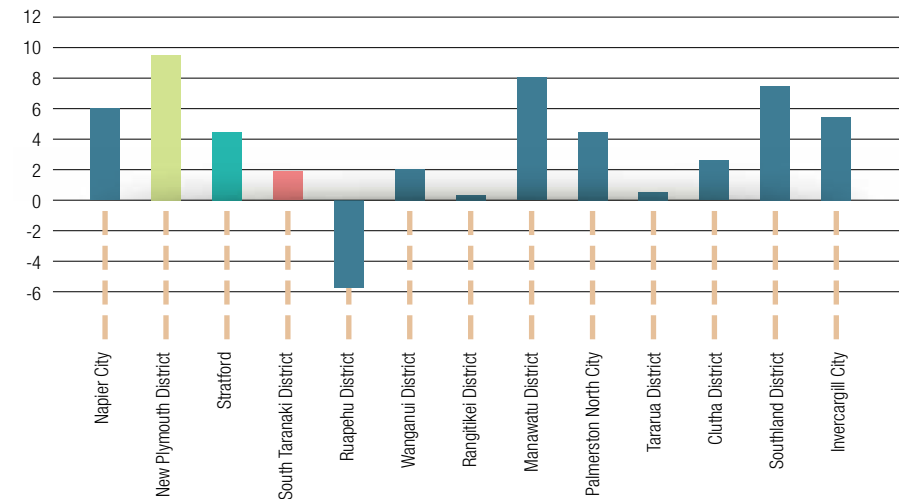


REGIONAL COMPARISON - CHANGE IN NUMBER OF OCCUPIED PRIVATE DWELLINGS 2006 - 2013 (%)



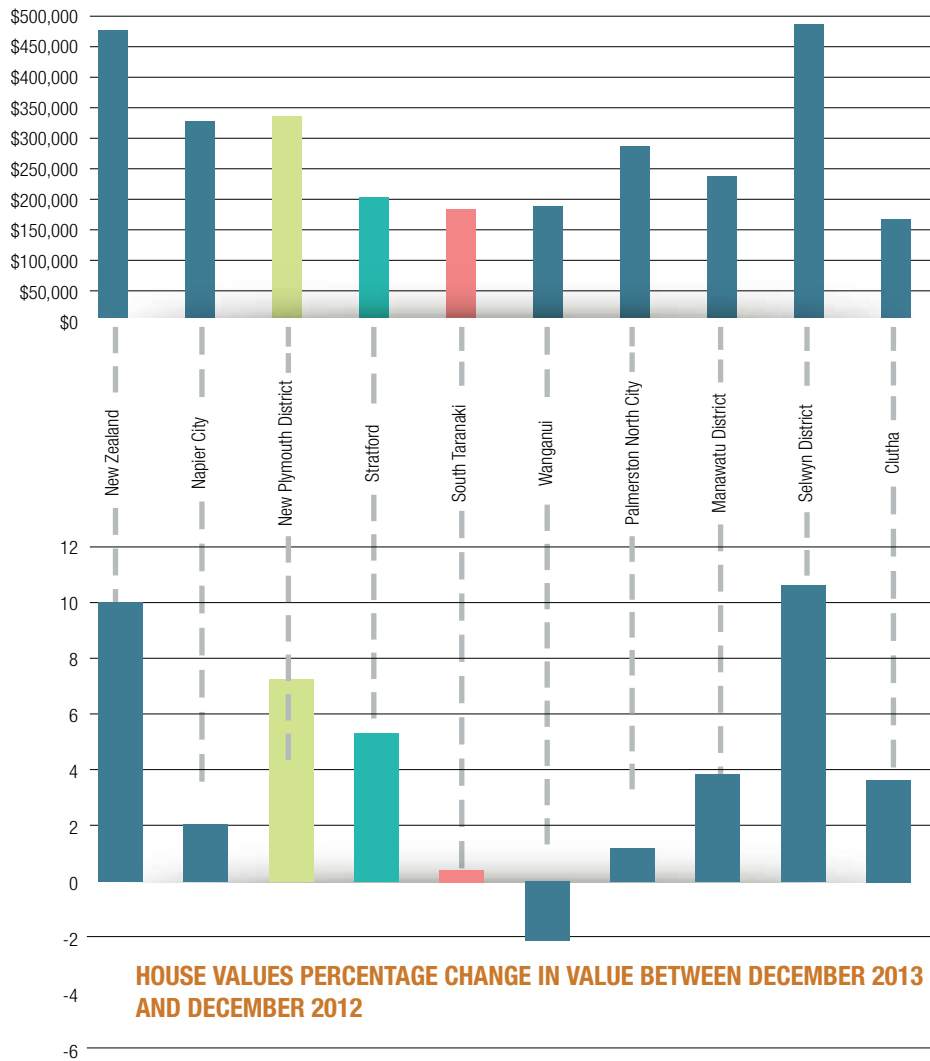
THE NUMBER OF OCCUPIED PRIVATE DWELLINGS HAS INCREASED 9.7% IN THE NEW PLYMOUTH DISTRICT (2013 CENSUS RELATIVE TO 2006) – A RATE OF GROWTH WHICH EXCEEDS MANY OTHER CITIES AND DISTRICTS IN NEW ZEALAND.

COMPARISONS OF SELECTED CITY/DISTRICTS - CHANGE IN NUMBER OF PRIVATE DWELLINGS 2006-2013 (%)



House Valuations

AVERAGE VALUE OF A HOUSE DECEMBER 2013

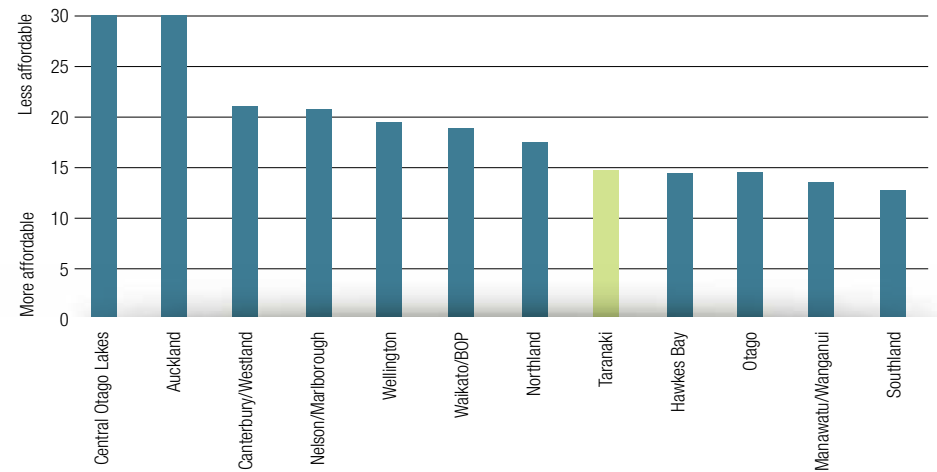


HOUSE VALUES PERCENTAGE CHANGE IN VALUE BETWEEN DECEMBER 2013 AND DECEMBER 2012

House valuations have continued to increase in the Taranaki region during 2013, particularly within New Plymouth (7.5%) and Stratford District (5.2%). The average valuation of a house within the New Plymouth District is currently higher than the average house valuation in Napier and Wanganui.

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

HOME AFFORDABILITY REGIONAL RANKING

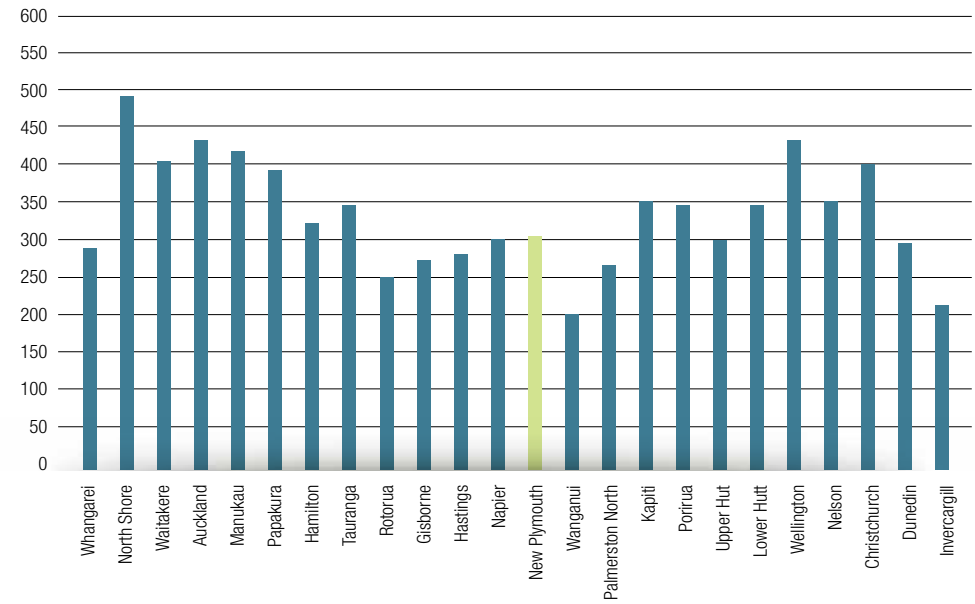


HOWEVER, IN THE LAST 12 MONTHS TARANAKI'S HOME AFFORDABILITY DECLINED BY 6.7%. THIS WAS REFLECTIVE IN THE NATIONAL TREND WITH NEW ZEALAND'S AVERAGE HOME AFFORDABILITY INDEX DECLINED 3.8%, INFLUENCED BY WAGE RATES NOT KEEPING PACE WITH INCREASING HOUSE PRICES.

THE RENTAL MARKET IN NEW PLYMOUTH INDICATES RENTALS HAVE REMAINED RELATIVELY CONSTANT WITH THE AVERAGE WEEKLY RENT AT \$305 PER WEEK. THIS COMPARES WITH AN AVERAGE RENTAL OF \$350 PER WEEK ON A NATIONAL BASIS.

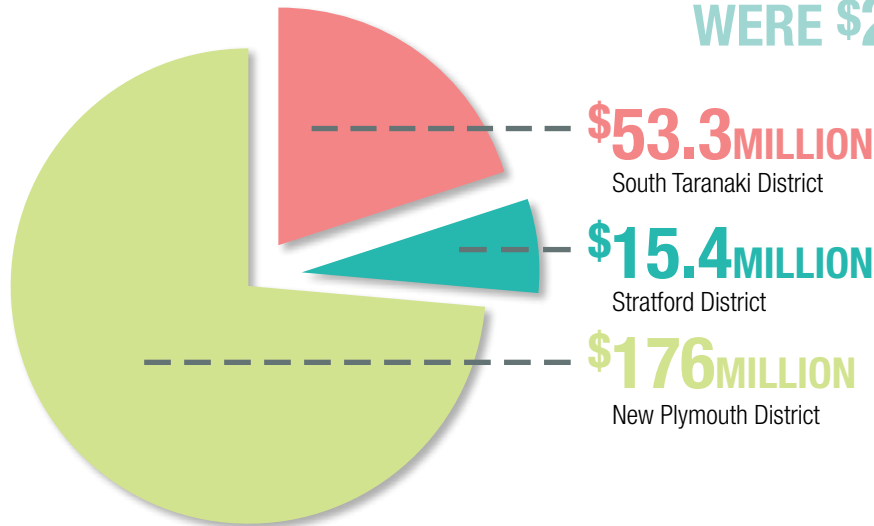


RENTS PER WEEK (\$) - FEBRUARY 2014



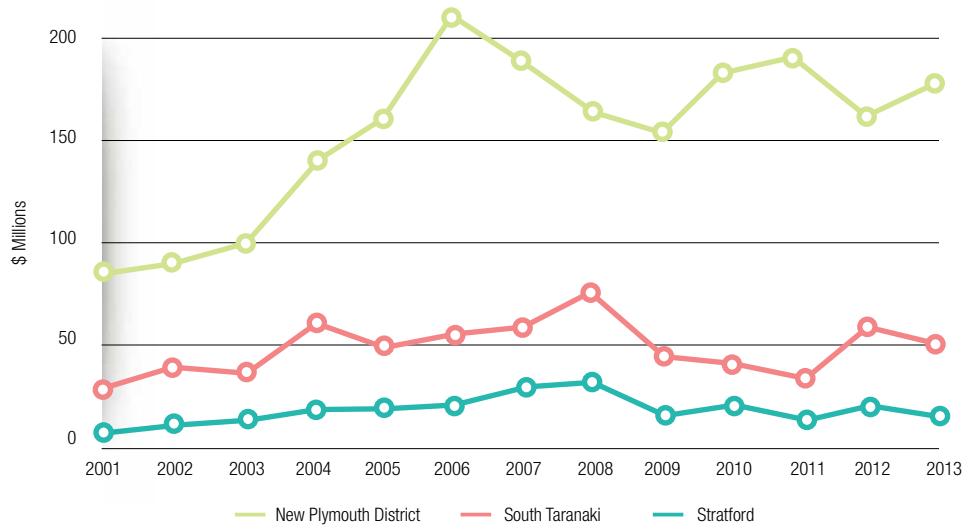
Construction Activity

VALUE OF BUILDING CONSENTS TO DECEMBER 2013

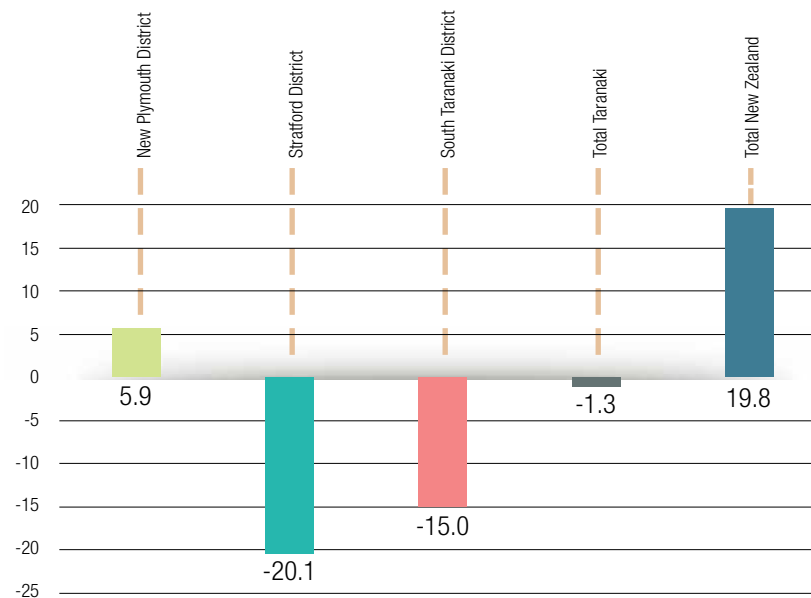


FOR THE YEAR ENDING DECEMBER 2013 IN TARANAKI THERE WERE \$243 MILLION OF BUILDING CONSENTS APPROVED

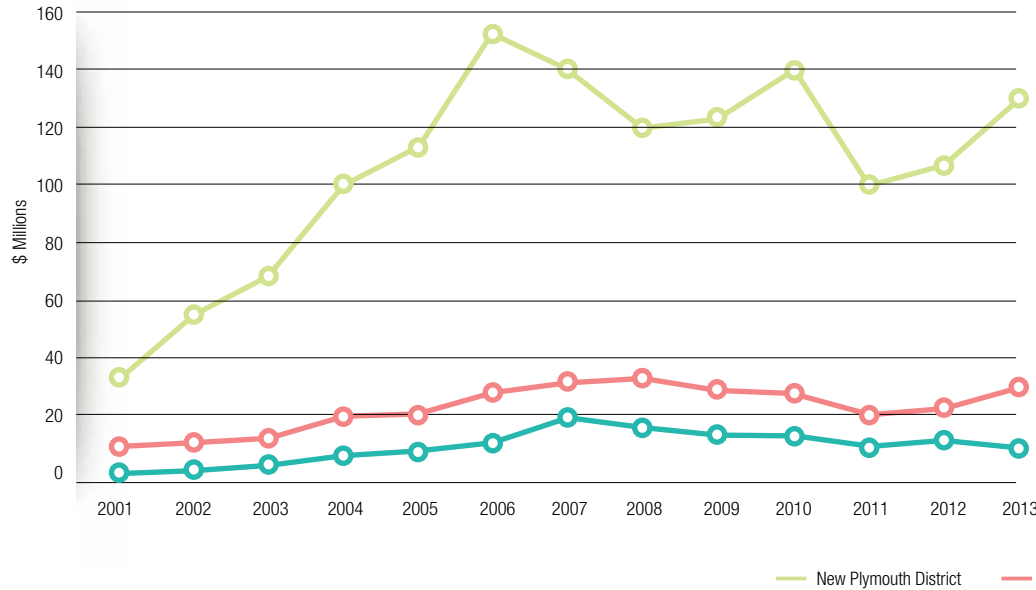
VALUE OF BUILDING CONSENTS 2001-2013



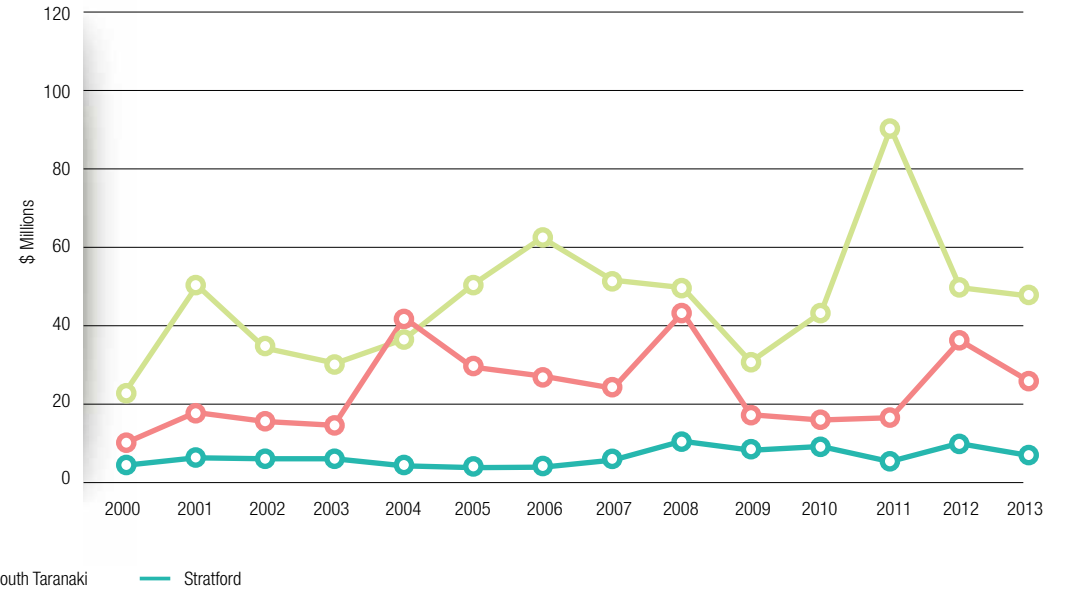
VALUE OF TOTAL BUILDING CONSENTS - % CHANGE FROM PREVIOUS YEAR (ANNUAL TO DECEMBER 2013)



VALUE OF RESIDENTIAL CONSENTS (NEW AND ALTERATIONS)



COMMERCIAL BUILDING CONSENTS - ANNUAL TO DECEMBER



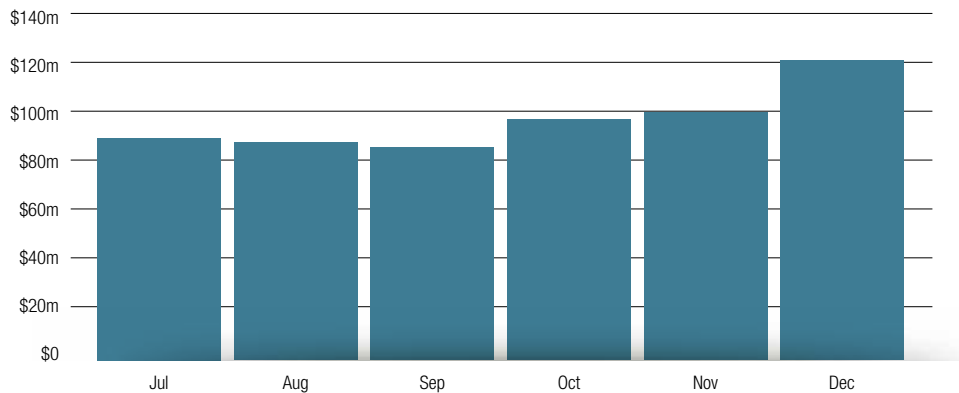
THE NUMBER OF CONSENTS INCREASED 8.3% WITHIN THE NEW PLYMOUTH DISTRICT IN 2013 RELATIVE TO THE PREVIOUS CALENDAR YEAR, HOWEVER THEY DECLINED IN STRATFORD (-1.4%) AND SOUTH TARANAKI (-7.8%).

RESIDENTIAL CONSTRUCTION, PARTICULARLY WITHIN THE NEW PLYMOUTH DISTRICT, HAS CONTINUED TO BE THE MAJOR DRIVER OF CONSTRUCTION ACTIVITY IN THE REGION.

Retail Sales

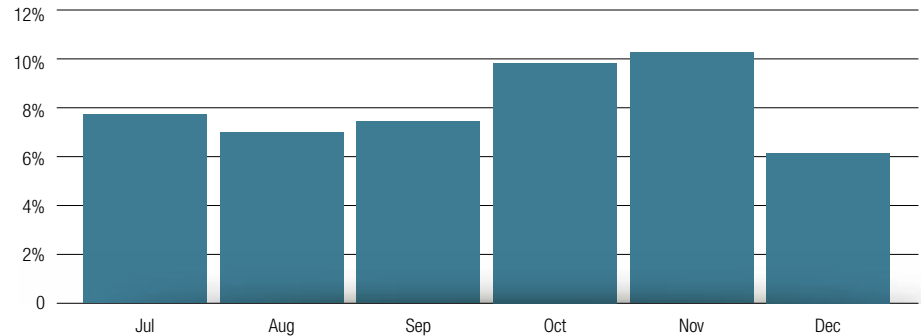
VENTURE TARANAKI COMMISSIONED MARKETVIEW TO QUANTIFY RETAIL EXPENDITURE OCCURRING WITHIN THE TARANAKI REGION BASED ON PAYMARK AND BNZ CARD DATA. THE FOLLOWING INFORMATION INCLUDES EFTPOS, CREDIT AND DEBIT CARD EXPENDITURE AT TARANAKI MERCHANTS.

SPENDING WITHIN TARANAKI JULY 2013-DEC 2013



FOR THE HALF-YEAR TO DECEMBER 2013, \$572M WAS SPENT AT RETAIL MERCHANTS IN TARANAKI.

TARANAKI: PERCENTAGE CHANGE OVER SAME PERIOD LAST YEAR

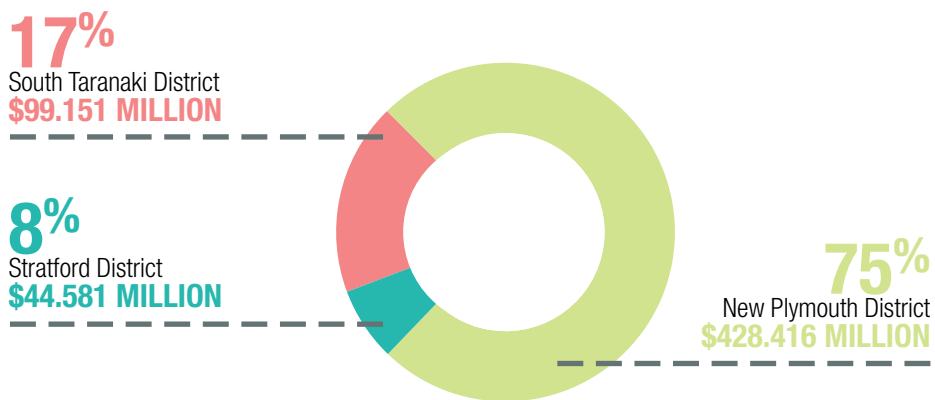


SPENDING WITHIN TARANAKI WAS UP 8.4% FOR THE HALF-YEAR, RELATIVE TO THE SAME PERIOD IN 2012, SURPASSING THE NEW ZEALAND AVERAGE OF 1.7% GROWTH.

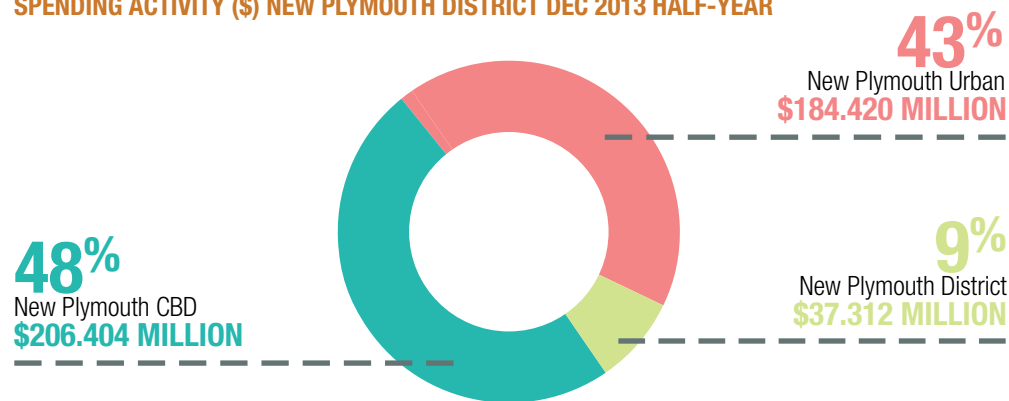
75% OF RETAIL EXPENDITURE WITHIN TARANAKI OCCURS IN THE NEW PLYMOUTH DISTRICT.

43% OF RETAIL EXPENDITURE WITHIN THE NEW PLYMOUTH DISTRICT OCCURS WITHIN THE NEW PLYMOUTH CBD.

SHARE OF SPENDING WITHIN TARANAKI DISTRICTS DECEMBER 2013 HALF YEAR



SPENDING ACTIVITY (\$) NEW PLYMOUTH DISTRICT DEC 2013 HALF-YEAR



Visitor Industry

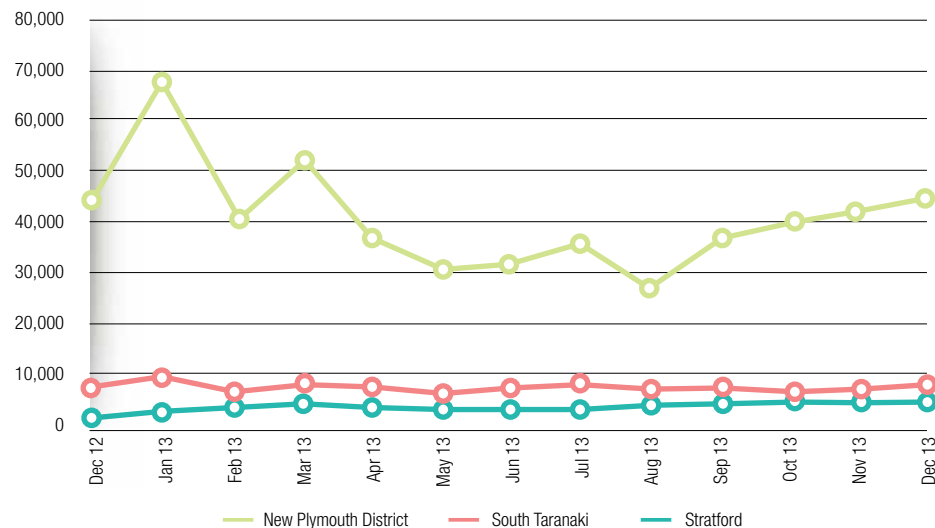
VISITORS TO TARANAKI STAYING IN COMMERCIAL ACCOMMODATION



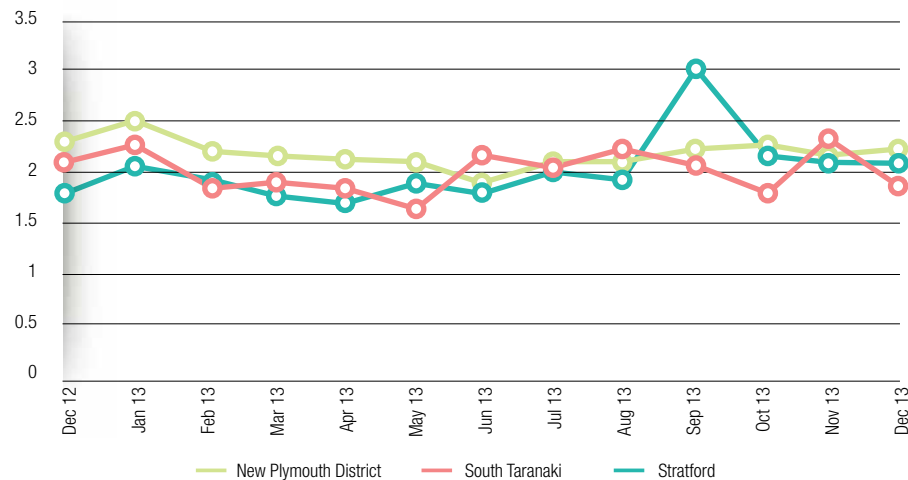
TARANAKI 2013 COMMERCIAL ACCOMMODATION RESULTS FOR THE YEAR ENDED DECEMBER 2013 COMPARED WITH 2012:

- GUEST NIGHTS ROSE 3.3 PERCENT TO 589,666
- INTERNATIONAL GUEST NIGHTS ROSE 14.7 PERCENT TO 88,220
- DOMESTIC GUEST NIGHTS ROSE 1.6 PERCENT TO 501,446
- THE AVERAGE LENGTH OF STAY ROSE FROM 2.12 NIGHTS TO 2.20 NIGHTS
- THE OVERALL OCCUPANCY RATE ROSE FROM 33.6 PERCENT TO 34.4 PERCENT
- THE OCCUPANCY RATE, EXCLUDING HOLIDAY PARKS, WAS 46.9 PERCENT

GUEST NIGHT ANALYSIS BY TARANAKI DISTRICT

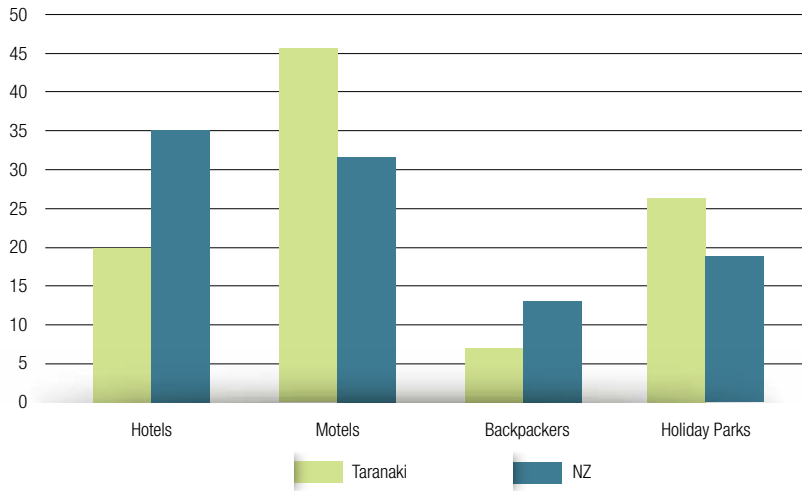


AVERAGE LENGTH OF STAY IN COMMERCIAL ACCOMMODATION

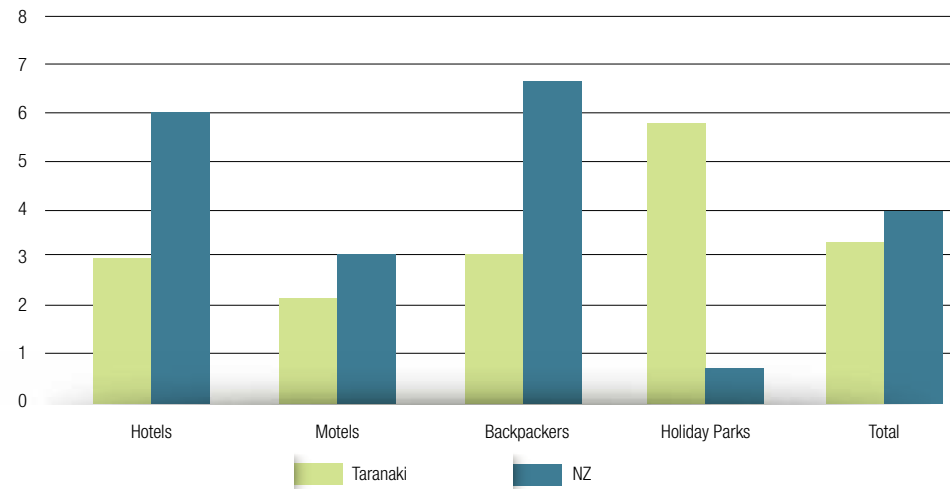


RELATIVE TO THE NATIONAL AVERAGE, TARANAKI HAS A GREATER PROPORTION OF COMMERCIAL GUEST NIGHTS STAYING IN MOTELS AND HOLIDAY PARKS.

COMMERCIAL GUEST NIGHT COMPOSITION COMPARISON - TARANAKI v NZ

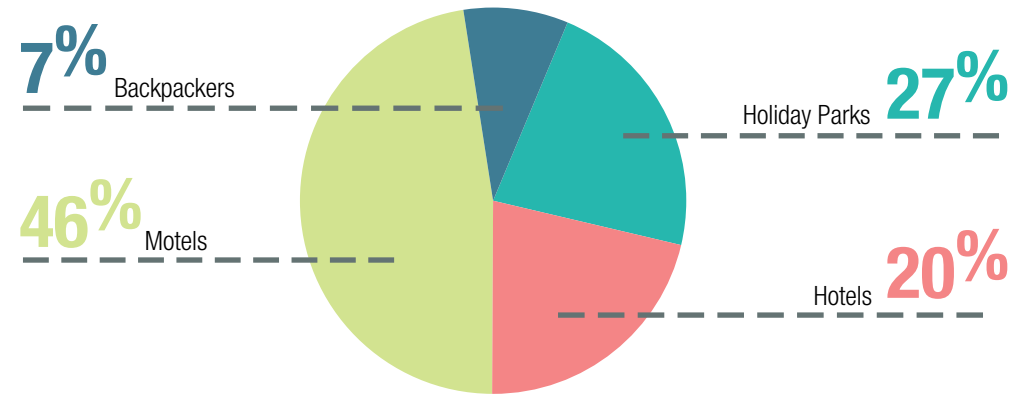


COMMERCIAL GUEST NIGHT % GROWTH BY ACCOMMODATION TYPE 2012-2013 (YEAR ENDING DECEMBER)



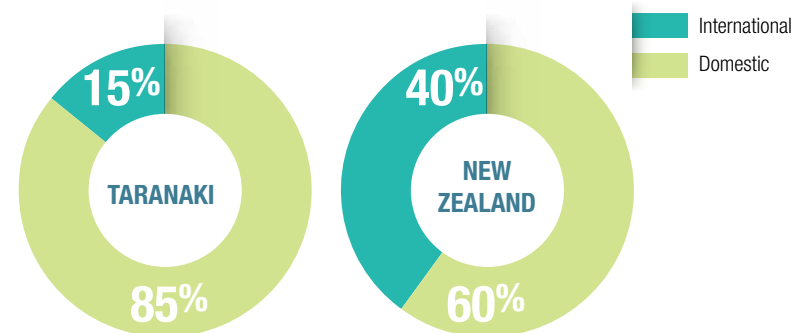
MOTELS CONTRIBUTED 46% OF TARANAKI'S TOTAL COMMERCIAL GUEST NIGHTS FOR 2013.

PERCENTAGES OF INTERNATIONAL AND DOMESTIC GUEST NIGHTS



DOMESTIC VISITORS COMPRISE 85% OF TARANAKI COMMERCIAL GUEST NIGHTS, COMPARED WITH 60% NATIONALLY.

PERCENTAGES OF INTERNATIONAL AND DOMESTIC GUEST NIGHTS

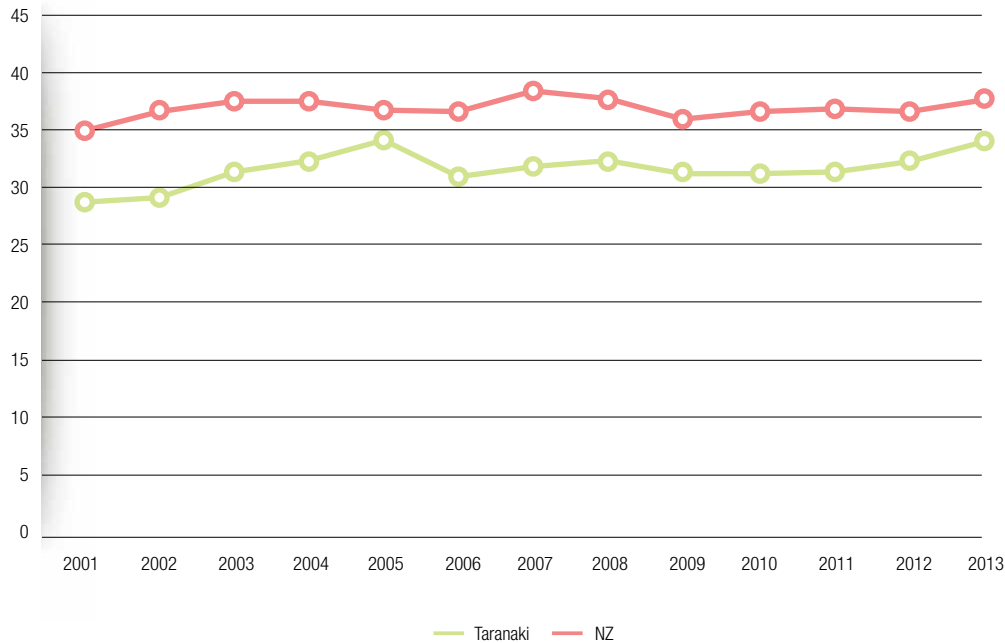


Visitor Industry (continued)

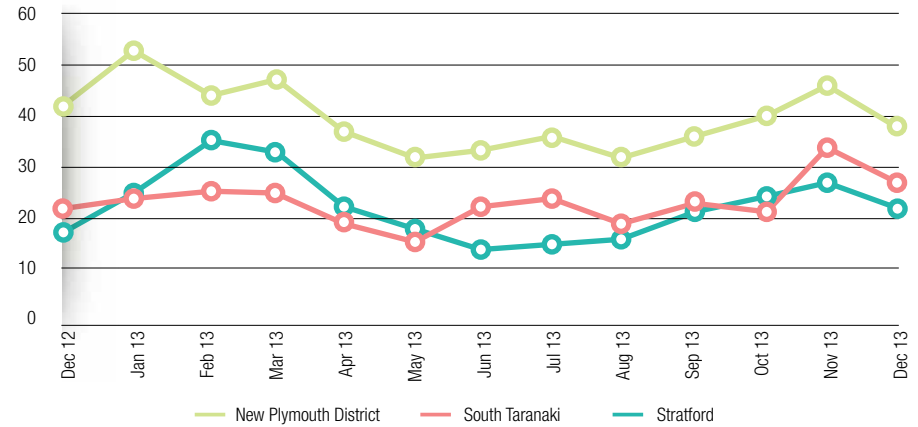
OCCUPANCY RATES



OCCUPANCY RATE TARANAKI v NZ



OCCUPANCY RATE BY DISTRICT



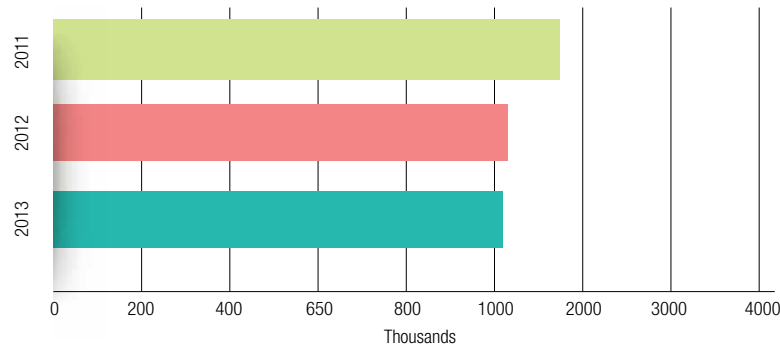
TARANAKI'S OVERALL OCCUPANCY RATE FOR THE YEAR WAS 34.4%. WHEN HOLIDAY PARKS ARE EXCLUDED FROM THIS ANALYSIS, TARANAKI'S OCCUPANCY RATE WAS 46.9%. THE AVERAGE LENGTH OF STAY BY GUESTS IN TARANAKI IS HIGHER AT HOLIDAY PARKS AND BACKPACKERS, THAN HOTELS OR MOTELS.

- **HOTELS: 1.95 NIGHTS**
- **MOTELS/APARTMENTS: 2.03 NIGHTS**
- **BACKPACKERS: 2.58 NIGHTS**
- **HOLIDAY PARKS: 2.74 NIGHTS**

Arrivals Visiting Friends and Relatives (VFR)

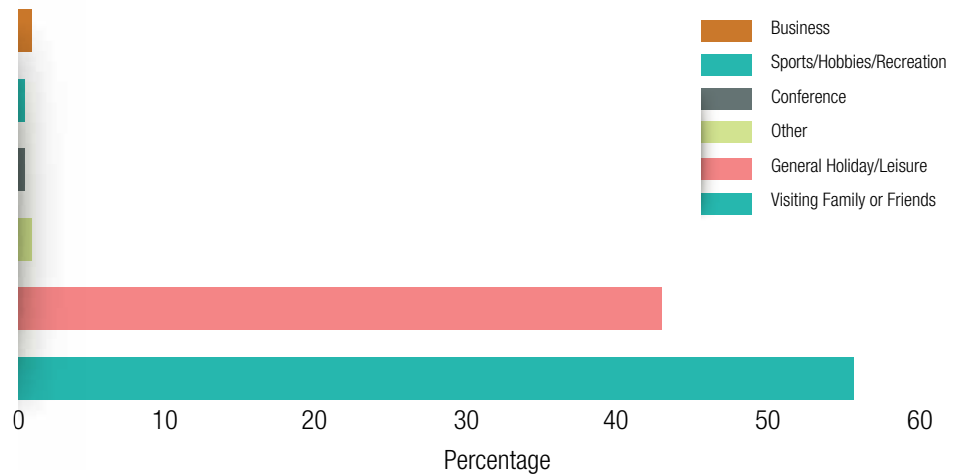
OVER 1 MILLION VFR GUEST NIGHTS IN TARANAKI WERE RECORDED IN 2013.

VISITORS STAYING WITH FRIENDS AND FAMILY
- TARANAKI NIGHTS STAYED FOR YEAR



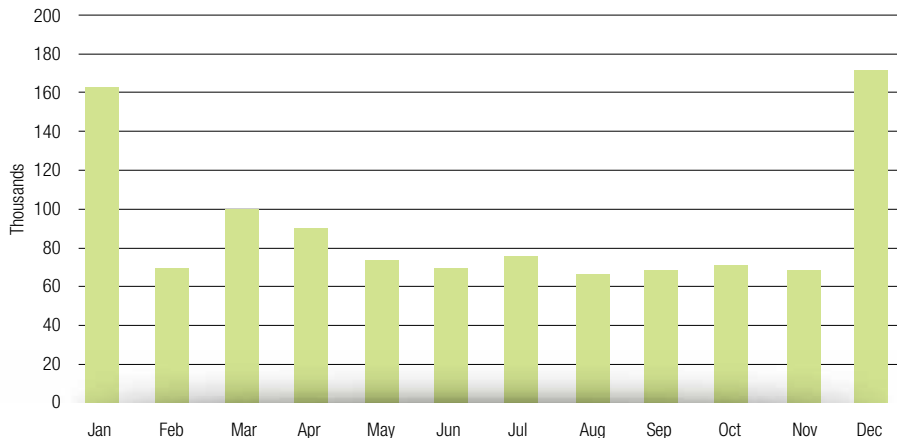
THE MAIN REASON VFR VISITORS CAME TO THE REGION WERE TO SEE FRIENDS AND FAMILY AND/OR TO HAVE A HOLIDAY.

PURPOSE OF VISIT - VISITORS STAYING WITH FAMILY OR FRIENDS DECEMBER 2013



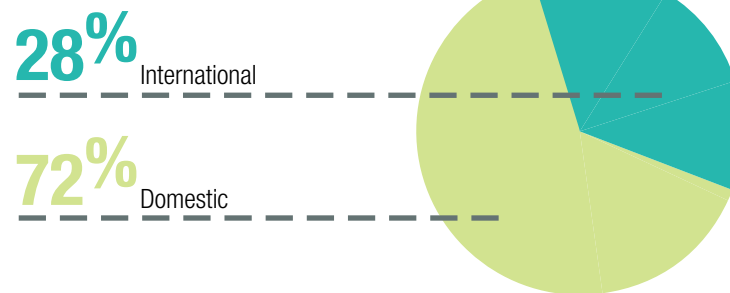
OVER 170,000 GUEST NIGHTS STEMMED FROM VFR ARRIVALS IN DECEMBER 2013.

GUEST NIGHTS IN TARANAKI FROM VISITORS STAYING WITH FRIENDS AND FAMILY DURING 2013



72% OF TARANAKI'S VFR'S ARE DOMESTIC VISITORS, PREDOMINANTLY COMING FROM AUCKLAND, WELLINGTON AND THE WAIKATO. AUSTRALIA AND THE UK ARE THE PRIME ORIGIN OF THE REGION'S INTERNATIONAL VFR VISITORS.

VFR COMPOSITION 2013

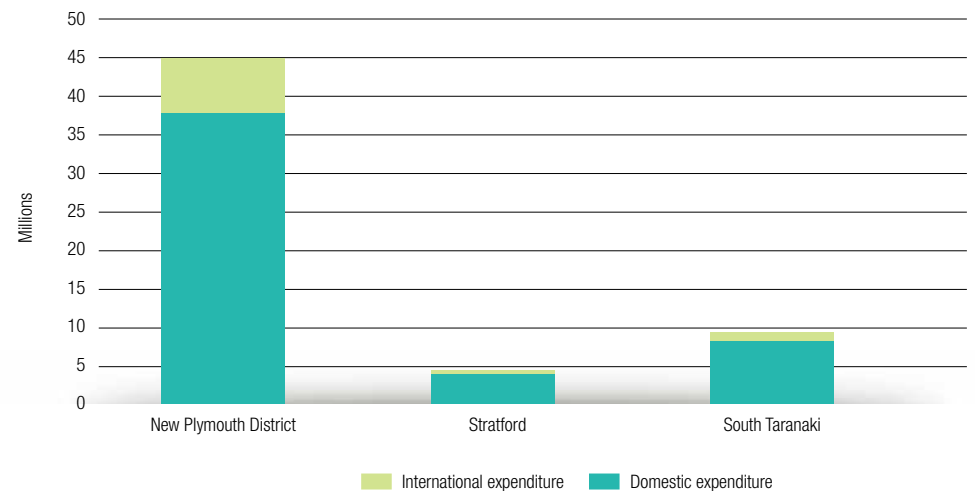


Visitors to Taranaki: Expenditure

VISITORS TO TARANAKI SPENT ALMOST \$60 MILLION AT OUR RETAIL OUTLETS DURING THE 6-MONTH PERIOD ENDING DECEMBER 2013.

OF THIS, OVER \$45M WAS SPENT IN THE NEW PLYMOUTH DISTRICT, \$4.4M IN STRATFORD AND \$9.38M WAS SPENT IN THE SOUTH TARANAKI DISTRICT. \$50.9M WAS DOMESTIC VISITOR EXPENDITURE, WITH THE BALANCE FROM INTERNATIONAL VISITORS.

VISITOR EXPENDITURE IN TARANAKI - 6 MONTHS ENDING DEC 2013

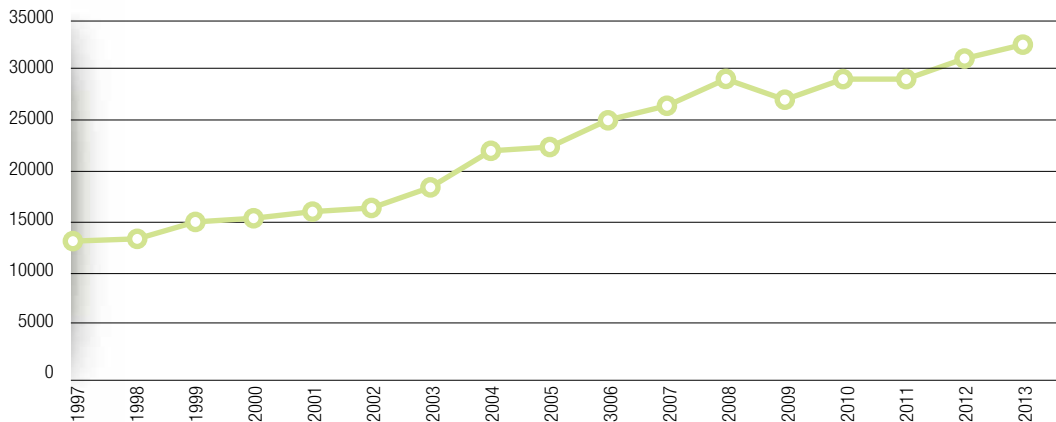


Airport Movements

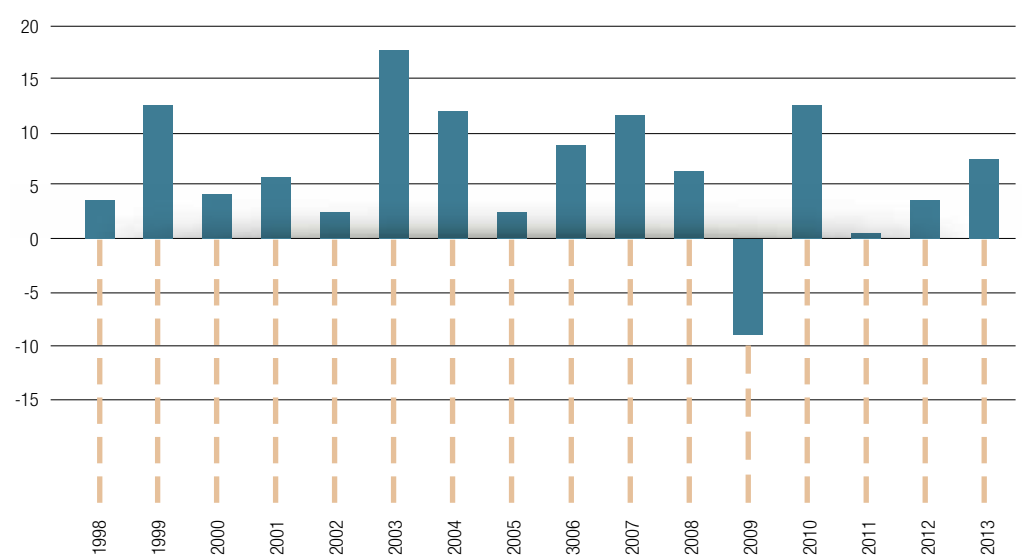
OVER 330,000 PASSENGERS UTILISED NEW PLYMOUTH AIRPORT DURING 2013 – THE HIGHEST EVER RECORDED.

PASSENGER MOVEMENTS ARE 66% HIGHER NOW THAN THEY WERE A DECADE AGO – REFLECTING THE PROGRESS AND INCREASING ATTRACTIVENESS OF TARANAKI, ITS LIFESTYLE AND ECONOMY.

NEW PLYMOUTH AIRPORT TOTAL PASSENGER MOVEMENTS - YEAR TO DECEMBER



NEW PLYMOUTH AIRPORT PASSENGER MOVEMENTS - GROWTH ON PREVIOUS YEAR



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) and Regional 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.

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

Population count: Statistic NZ. Census 2013.

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 e.g. 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 analysis of Paymark and BNZ card expenditure. Includes EFTPOS, credit and debit card transactions commissioned by Venture Taranaki.

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.

Airport Movements: New Plymouth airport data.

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:

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Twitter: @Taranaki_NZ

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