

Trends

Winter 2022

Taranaki Facts & Figures



venture
TARANAKI
Te Puna Umanga

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Taranaki Trends

Taranaki Trends is a bi-annual publication covering a wide range of national and regional measures, to enable Taranaki enterprises and researchers to find key information and make informed decisions.

The topics differ slightly for each publication, due partly to varying release dates in data sets, many of which are annual releases. The topics also vary according to the current interests and concerns of the Taranaki community.

In this edition we look in-depth at cost of living in Taranaki, covering key indicators such as house prices, income, inflation, interest rates and more. We also take a closer look at the food production sector, identified as one of the key growth opportunities for Taranaki.

Since 2020, the New Zealand Government's COVID-19 containment measures have been a driver of economic change and have had significant impact on both businesses and individuals.

Sources include a range of government resources including Stats NZ and Infoshare, as well as government releases from different agencies coupled with insights from selected private sector economists. All figures are referenced, and explanations of methodology are provided where necessary in the notes section at the end of the publication.

Population



New Zealand population:
5,127,200



Taranaki population¹:
126,400

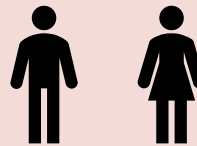
2.4 percentage of New Zealand population



Taranaki Māori population:
26,550

3.0 percentage of New Zealand Māori population

Males: 58,251



Females: 59,310



New Plymouth District population²: 87,300

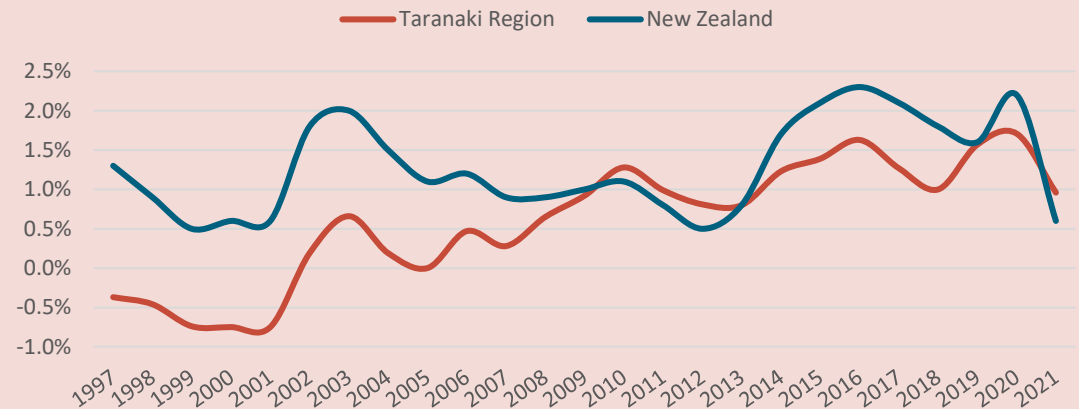


South Taranaki District population²: 29,100



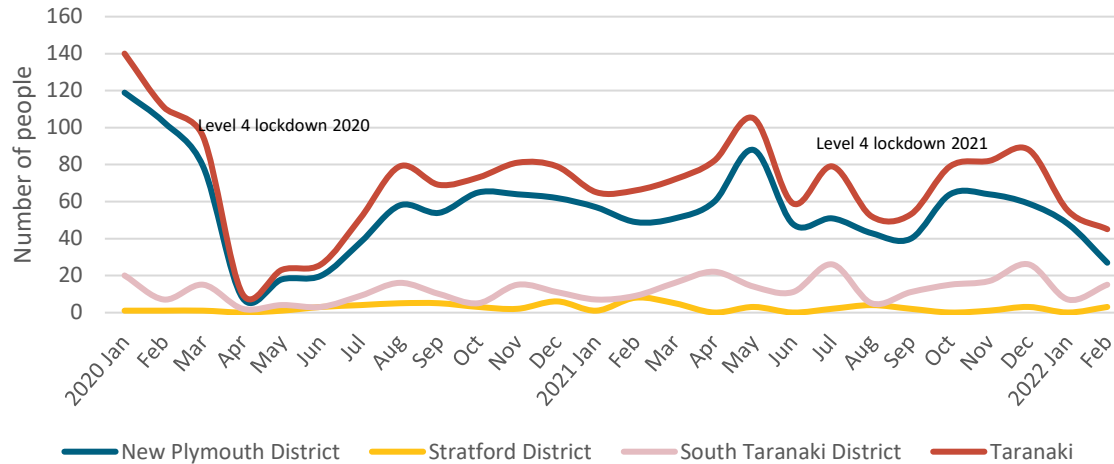
Stratford District population²: 10,100

Population growth



Permanent and long-term migration to Taranaki

Permanent & long-term migration in Taranaki Region

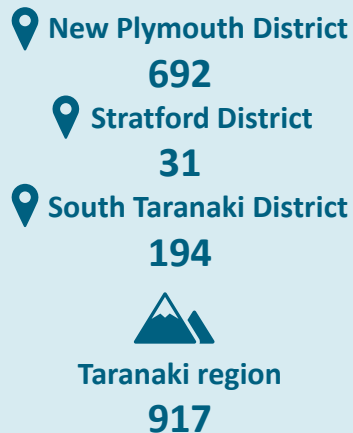


Permanent and long-term arrivals are people arriving for a stay of 12 months or more, including New Zealanders returning after an absence of 12 months or more.

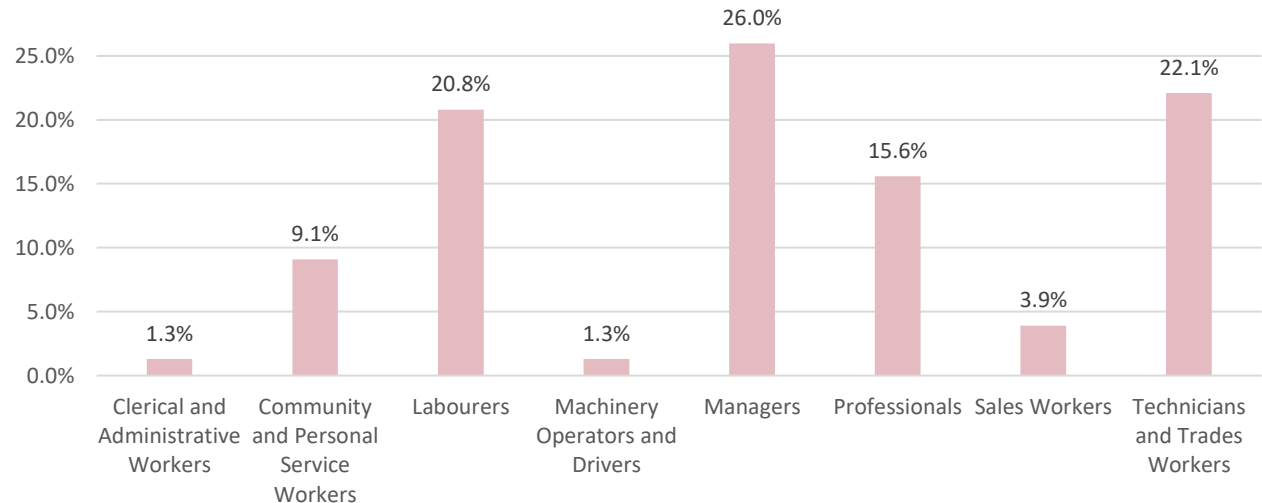
From the chart on the left, we can see the movement of people into the region has been fairly steady, apart from the two level 4 lockdown periods. There are regular peak periods in April, July and December.

The occupations of those migrants who moved to Taranaki during the period July - January 2022 are broken down in the chart below. Managers, technicians & trades workers, and labourers are the top three migration occupations.

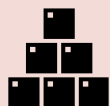
Total permanent and long-term migration (for 12 months to Feb 2022)



Migration Occupations 2021/22 Partial (July-Jan)



Economy – Gross Domestic Product(GDP)

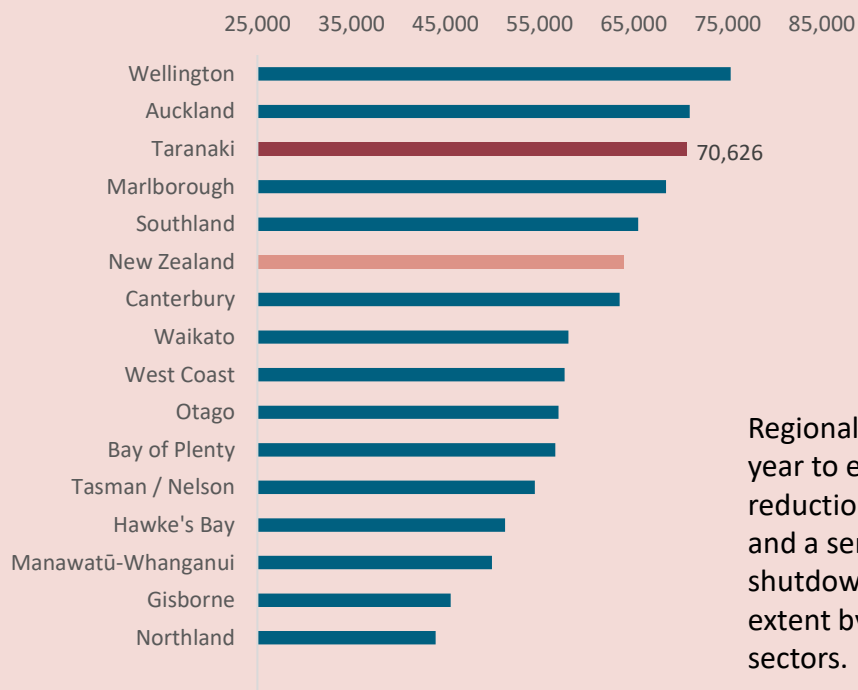


New Zealand GDP:
\$326,507M
(+0.8%)



Taranaki GDP:
\$8,885M
(-5.8%)

Regional GDP Per Capita (Year Ended March 2021)



Regional GDP dropped back in Taranaki in the year to end March 2021, driven largely by a reduction in gas production during that period and a series of planned and unplanned shutdown work. This has been offset to some extent by growth in the agriculture and food sectors.

Taranaki's Top 3 GDP Industries:



Agriculture, Forestry and Fishing :
\$1,390.1M



Mining/O&G:
\$1,316.2M



Manufacturing:
\$1,009.1M



Cost of living

New Zealand is going through a challenging period, with high inflation, increased living costs and a runaway housing market, compounded by supply constraints and talent shortages, caused in part by the government's COVID-19 containment measures. This is a trend echoed across the globe.

Cost of living in New Zealand has increased significantly in the year to date, including in Taranaki. From a yearly comparison to the end of March 2022, we take a look at wage rates, mortgage and rental costs, interest rates, food and fuel prices, in order to understand how our region and its people are faring, and the impact these changes have brought to Taranaki.

The social implications of increases in cost of living are significant. Toi Foundation released their [Regional Research Report](#) earlier this year and highlighted decreasing home ownership in Taranaki (traditionally a region of high home ownership) and a rising number of households on the Housing Register – from 32 in March 2015 to 615 in March 2021. Their report also noted the poor quality of Taranaki housing stock, with homes more likely to be damp and mouldy than homes elsewhere in New Zealand.

It's not a pretty picture. Whilst our region maintains its status as relatively affordable compared with the big centres, that status is likely to be cold comfort for those struggling to pay the rent and put food on the table.



**ANNUAL WAGE
INFLATION**
**+3.0% QUARTER ENDING
MARCH 2022**



MORTGAGE RATE
+6.3% FLOATING RATE
+19% 2 YEAR FIXED RATE
YE MARCH 2022



RENTAL PRICE INDEX
WEEKLY RENTAL
PAYMENT
+18% YE MARCH 2022



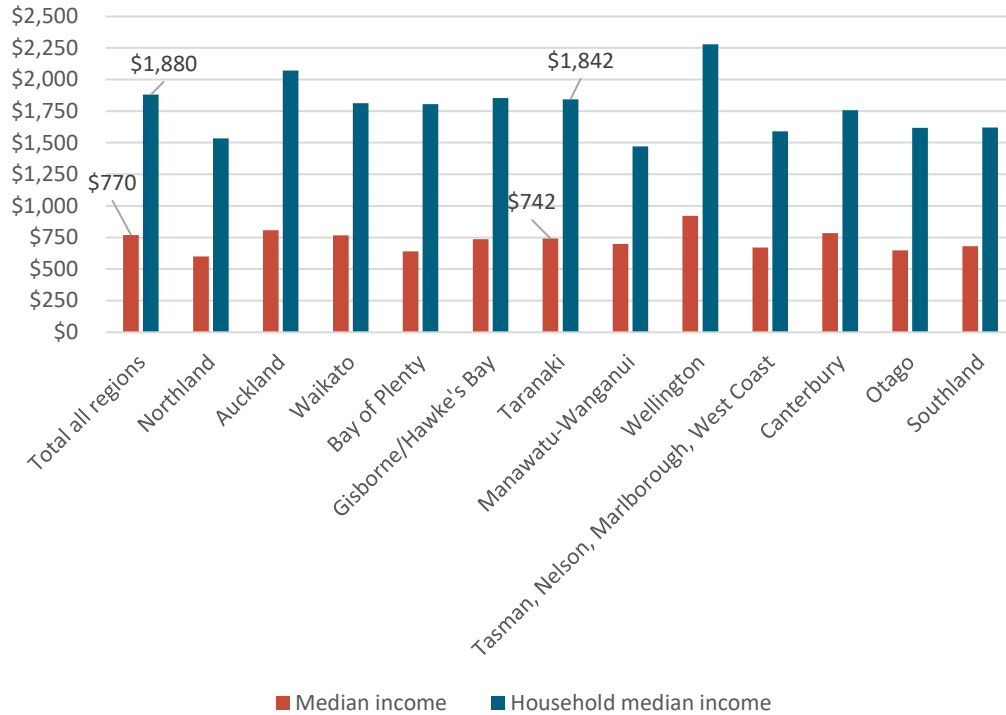
**CONSUMERS PRICE
INDEX**
+6.9% YE MARCH 2022



FOOD PRICE INDEX
+18% YE MARCH 2022

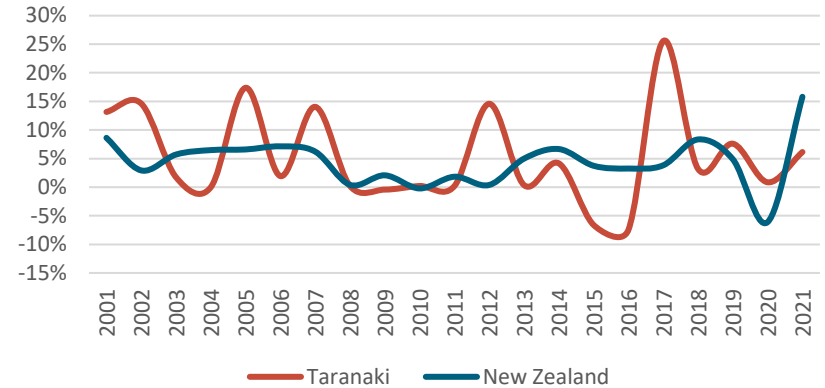
Median income in Taranaki

Weekly median income from all source collected³ 2021

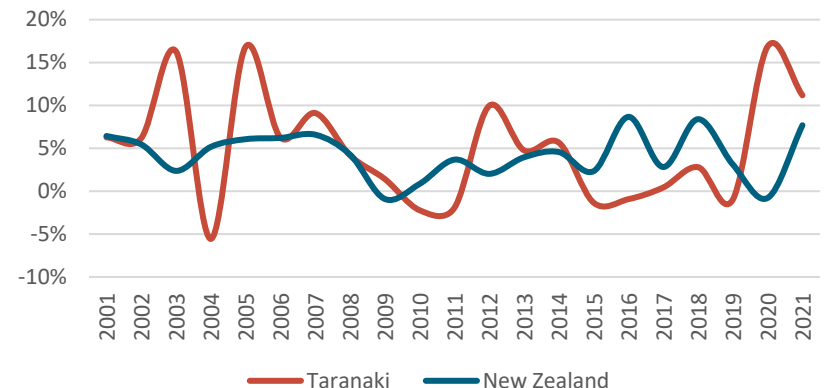


Taranaki stays at middle range in terms of household median income and median income, both are slightly below the national median income.

Yearly median income change by percentage



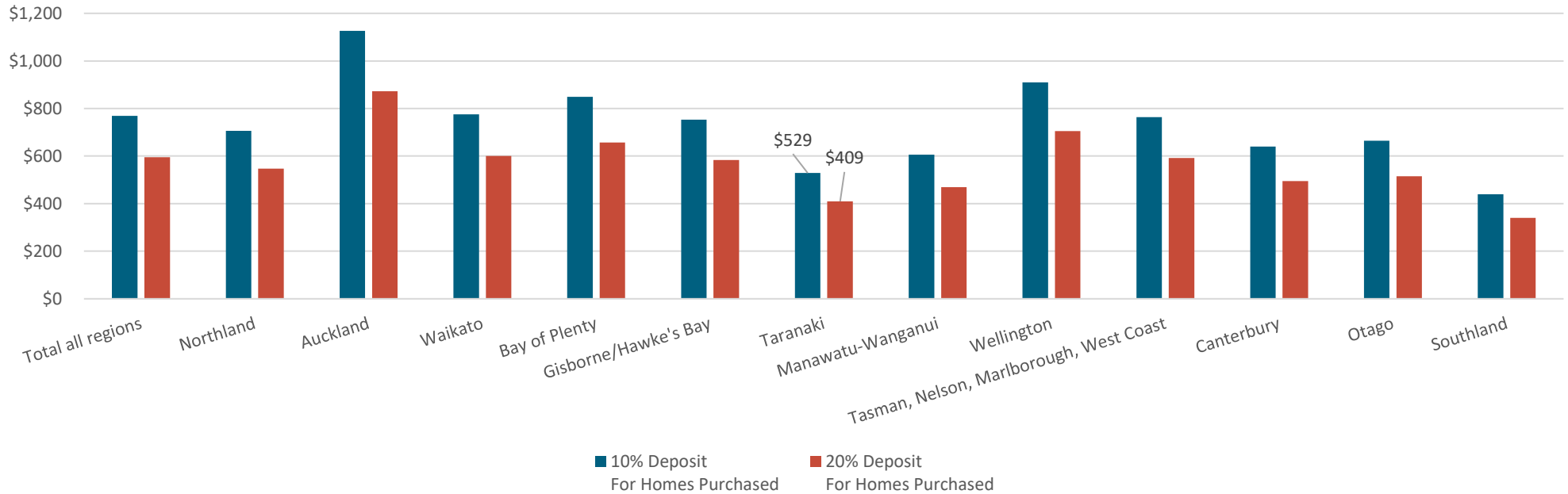
Yearly median household income change by percentage



From the line chart at the right, we can see a twenty-year median income comparison. There has been ongoing growth in median income since 2017. In 2020, Taranaki had 1% growth in median income while overall New Zealand median income dropped -6%. In the recovery period following the Covid-19 pandemic, median income in Taranaki bounced back slightly less than nationally. Household median in Taranaki enjoyed an earlier recovery and bigger growth in 2020, compared to the national average.

Mortgage payments in Taranaki

Weekly mortgage payments December 2021



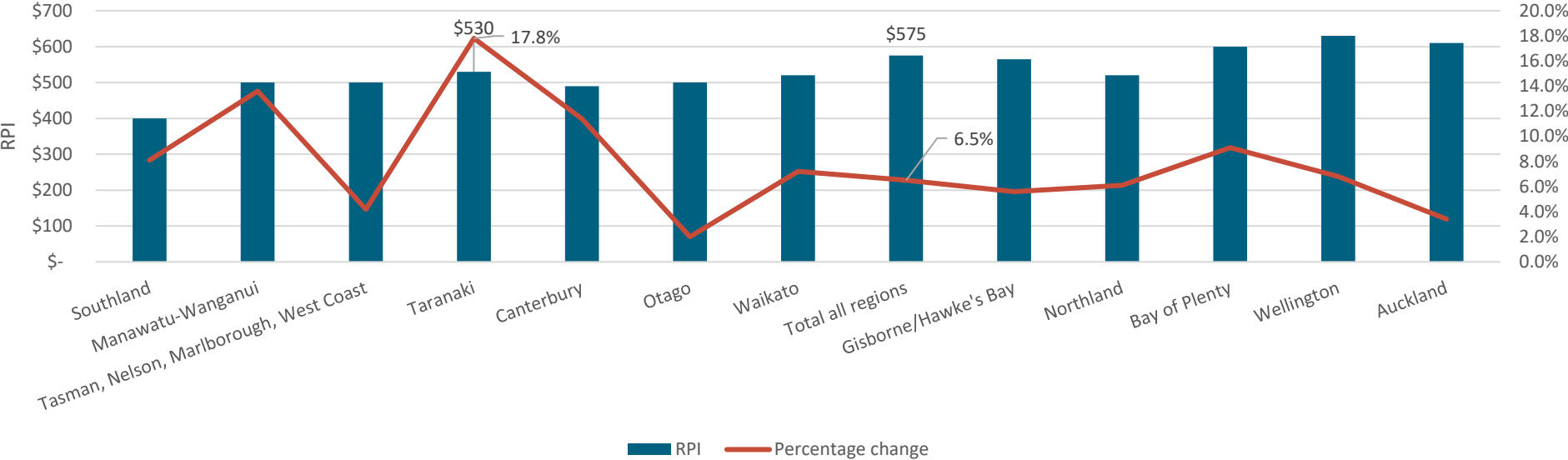
The Home Loan Affordability Report from Interest.co.nz calculates how much money would be needed for a 10% or 20% deposit on a home purchased at the lower quartile selling price in all of New Zealand's regions, and then calculates the amount of the resulting mortgage payments.

Linked to previous page discussion on the median income, it seems an increasingly difficult ambition for a person to own a property in New Zealand, especially at a lower deposit rate. Taranaki appears quite affordable compared to Auckland and Wellington, however weekly mortgage repayments account for a third of combined household income, or a staggering 70% of average individual income.



Rental spend in Taranaki

Rental Price Index with Percentage Change in March 2022



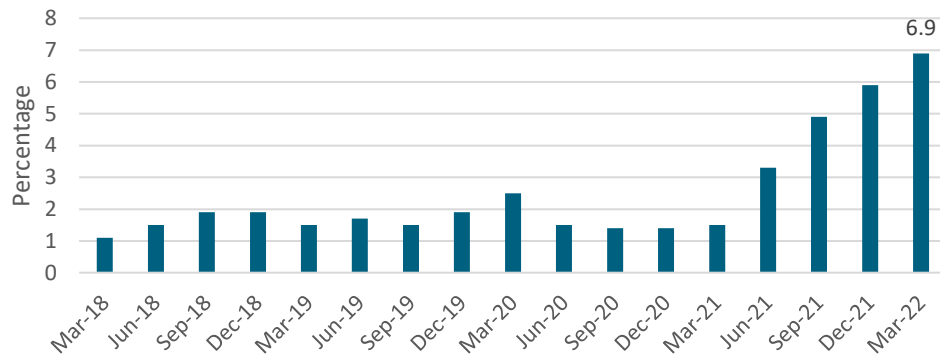
The national median weekly rent jumped 7% year-on-year to reach \$575 by March 2022, matching the record-high annual inflation growth in Q1 reported by the Reserve Bank.

The largest growth in median weekly rent was seen in the Taranaki region where it grew by a staggering 18% year-on-year to reach \$530 in March. This is in line with average weekly mortgage repayments.

The largest growth in median weekly rent was seen in Taranaki, up 18% year-on-year to \$530.

Inflation CPI compared with wage inflation

CPI annual percentage change March 2018-March 2022



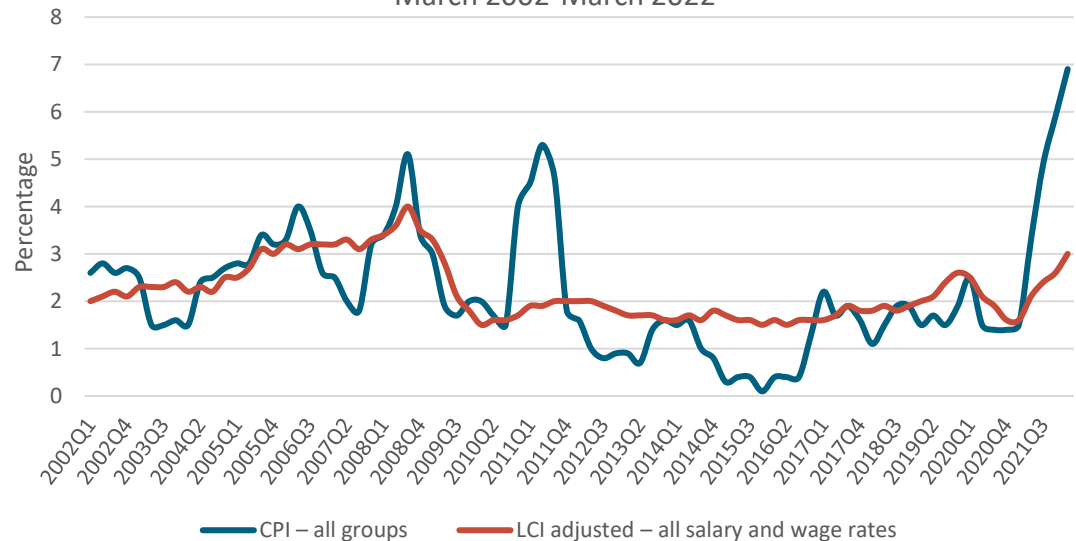
The consumer price index (CPI) is a measure of inflation for New Zealand households. It records changes in the price of goods and services. The CPI annual change by March 2022 reached a record high of 6.9%.

Annual wage inflation measured by the labour cost index (LCI) rose to 3.0 % in the March 2022 quarter, the highest level since March 2009.

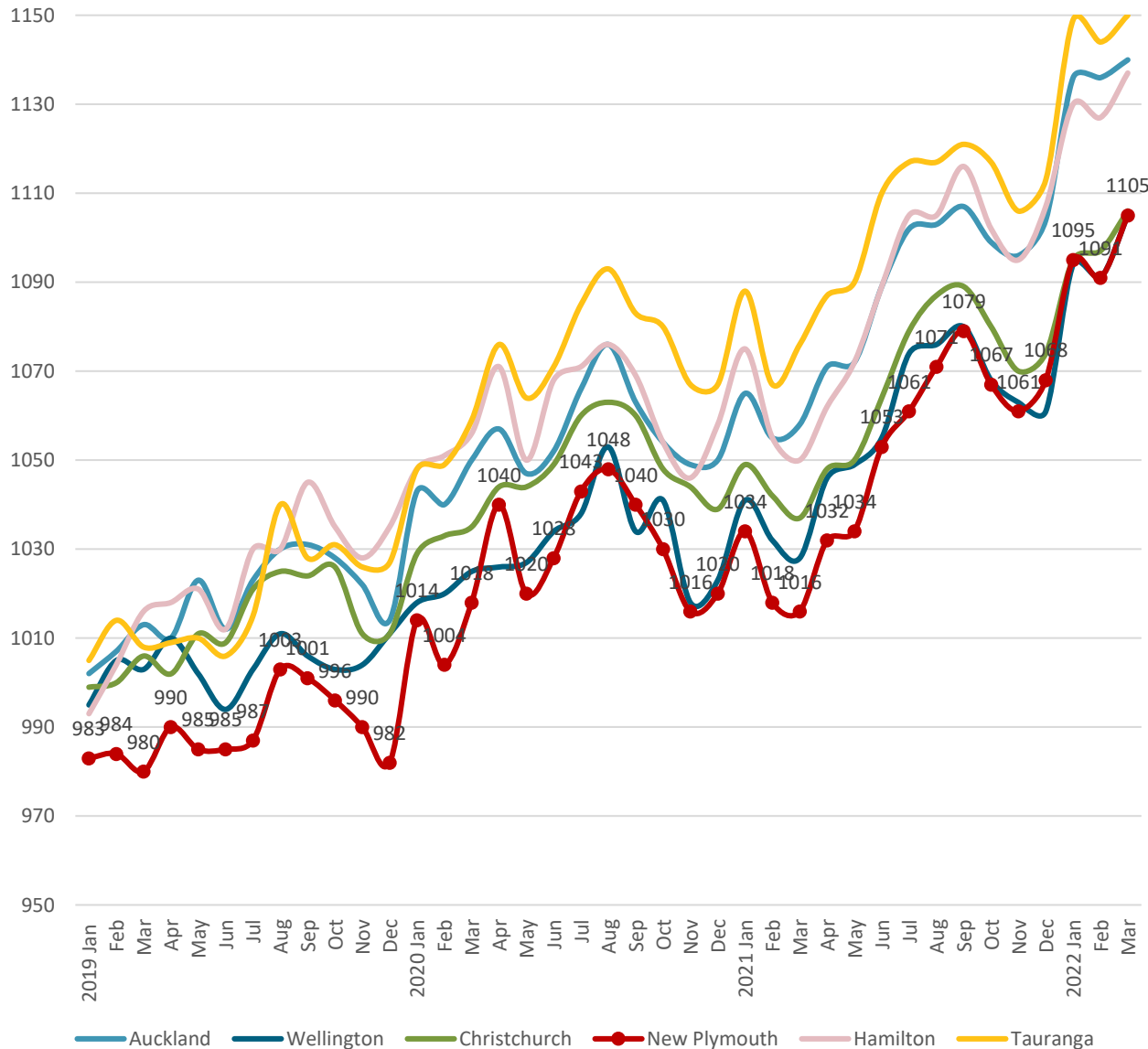
Wage inflation is the percentage change for all salary and wage rates (including overtime) in the adjusted LCI, which measures changes in the cost of labour incurred by businesses, adjusting for changes in the quality, quantity, and type of work.

The unadjusted LCI, which includes price changes attributed to changes in the quality or type of work done, rose 4.8 % in the year to the March 2022 quarter.

LCI and CPI annual percentage change by quarters
March 2002-March 2022



Regional Food Price Index⁴ monthly comparison



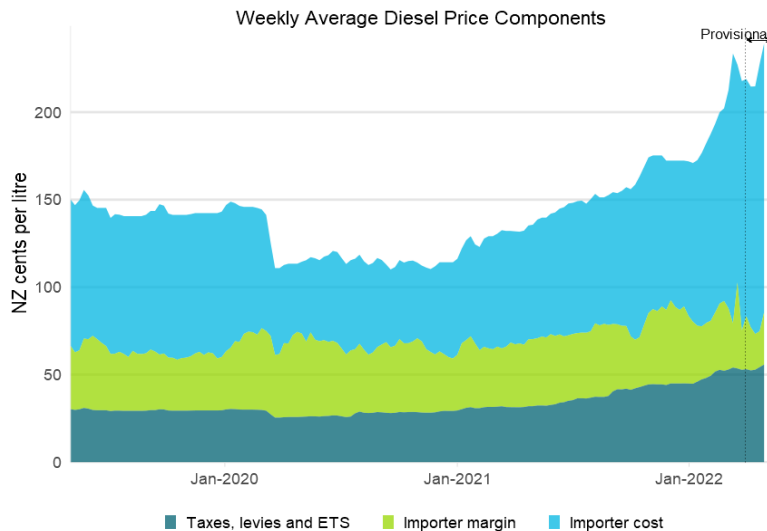
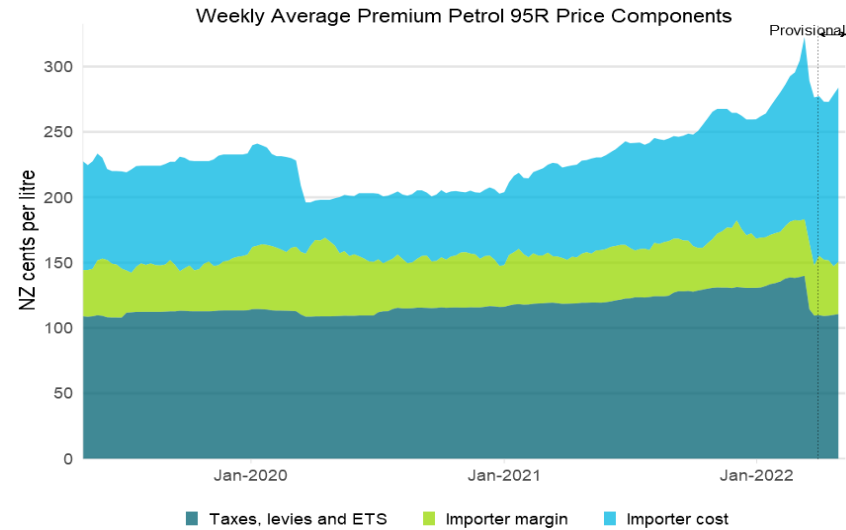
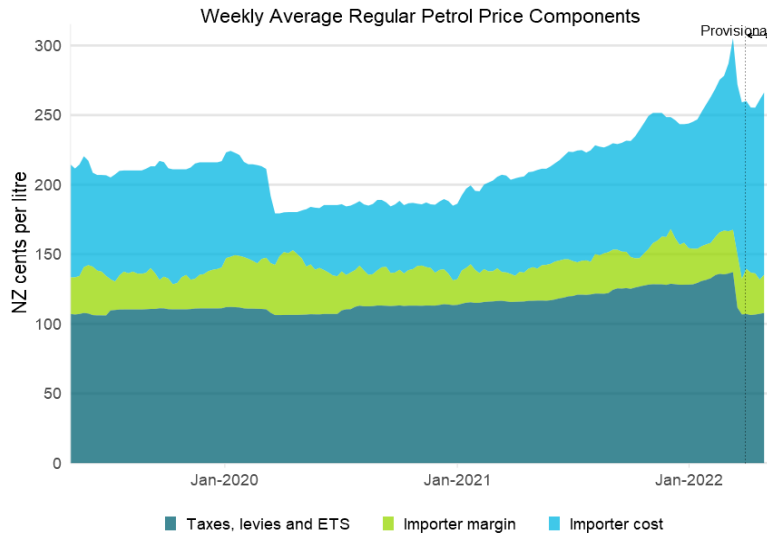
The New Plymouth food price index (representing Taranaki region) in March 2022 increased 8.1% compared with the same period last year, which is one of the highest growth cities by far. However, the cost of food is still comparatively affordable in Taranaki over the years compared to other regions.

The year-on-year trend shows ongoing and significant increases in food prices across New Zealand.

- Fruit and vegetables**
- Meat, poultry and fish**
- Grocery food**
- Non-alcoholic beverages**
- Restaurant meals and ready-to-eat food**



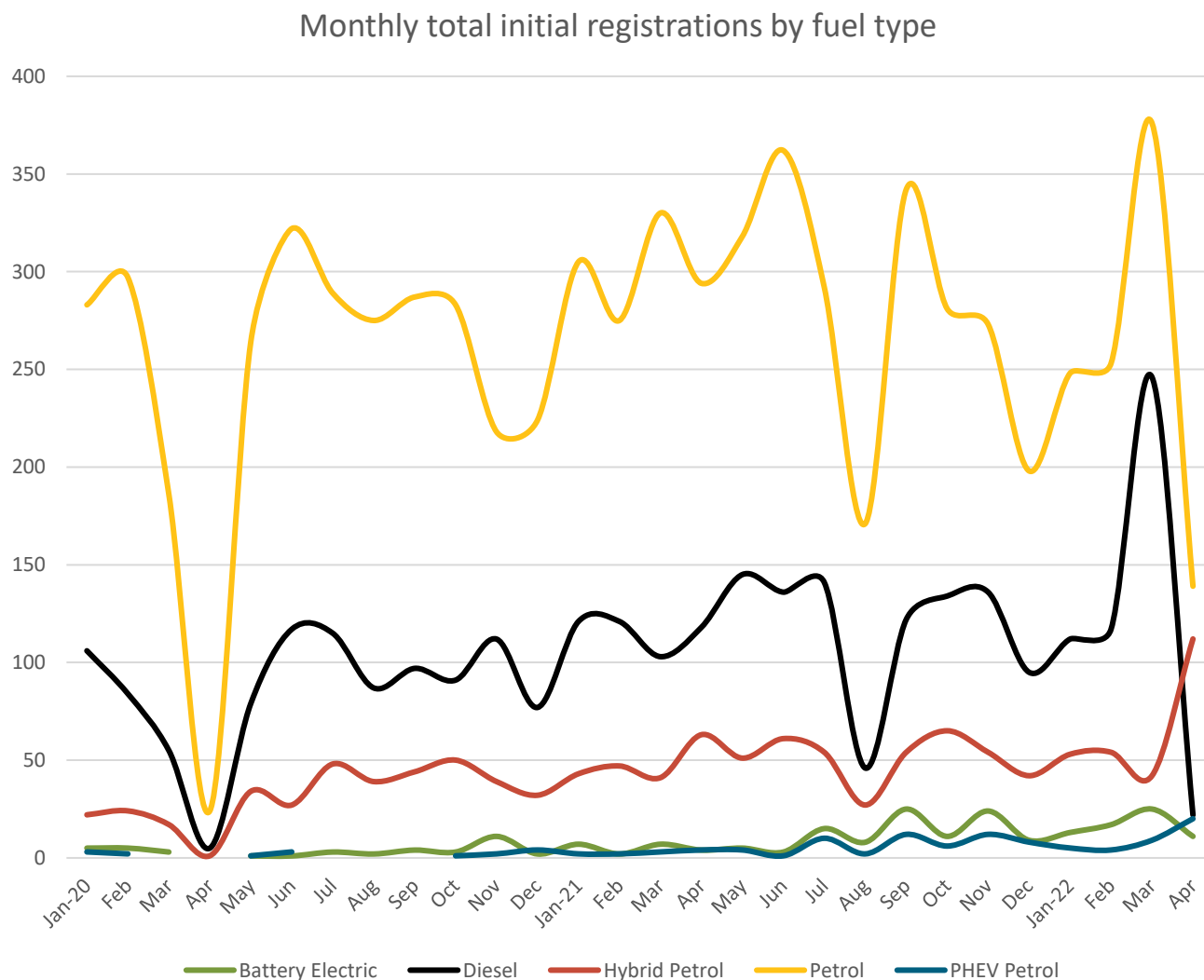
National fuel weekly price monitoring



The fuel statistics to the week ending 29 April 2022 show the prices of petrol 91, petrol 95 and diesel increasing steadily following the price drop in early 2020, soaring to a record high in March 2022.

The prices dropped across the country after the Government reduced petrol tax by 25 cents per litre, however the fuel price across all fuel types remains at an all-time high, an increase of approximately 20% compared with the period prior to 2020.

Light motor vehicle registration in Taranaki



This chart shows numbers of light (gross vehicle mass < 3,500kg) motor vehicles registered per month in Taranaki region.

This highlights two major declines in vehicle registrations of every type, which can be aligned with the lockdowns of 2020 and 2021. In March 2022, there was a notable peak in registrations for petrol and diesel type vehicles, followed by a sharp decrease to April 2022. This aligns with significant fuel price increases and the introduction of the government's "Clean Car Discount" scheme, enforcing a penalty on petrol and diesel vehicles and a rebate for low emissions vehicles from 1 April 2022.

Petrol and diesel prices remain high, however it is clear that hybrid petrol and PHEV petrol seem to be the first choices for many new vehicle owners. The Clean Car Discount scheme will continue to encourage more buyers to consider hybrid and electric vehicles.

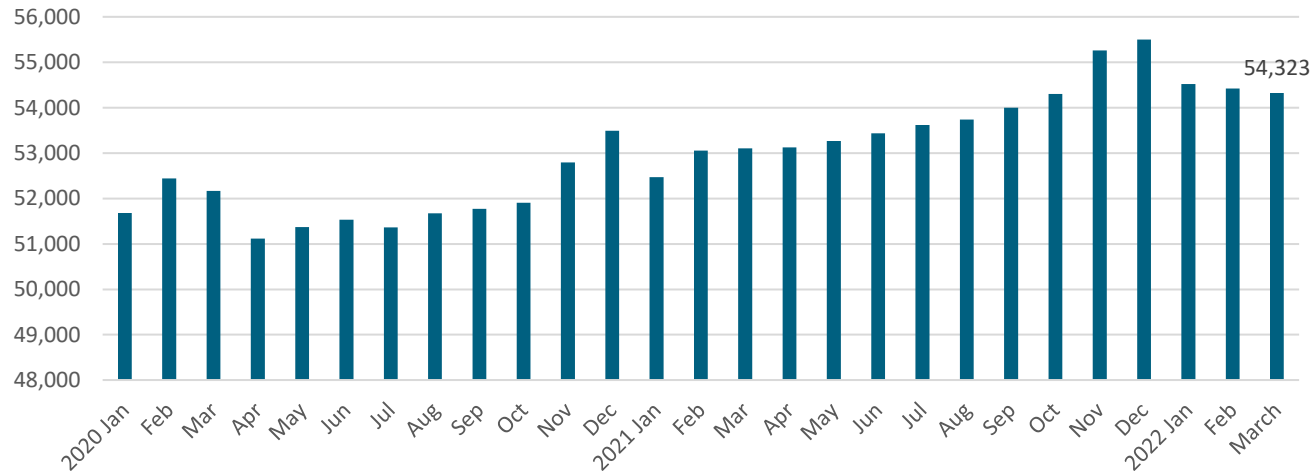
Despite the benefits of the scheme, a drop in registrations for battery electric vehicles occurred over this period, although this may be driven to some extent by supply constraint, and the suitability of available electric vehicles for the New Zealand market.



Employment

Jobs filled in Taranaki

Monthly filled jobs number in Taranaki 2020-2022



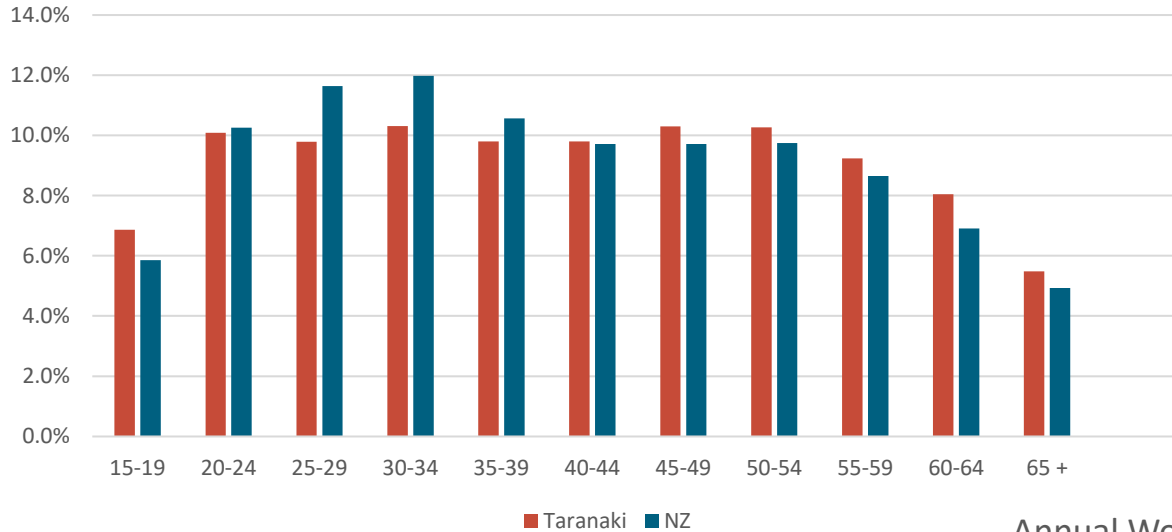
In March 2022,
54,323 jobs were filled in Taranaki.
49% of workers were female,
51% of workers were male

A trend of growth in filled jobs within the Taranaki region can be observed from 2020 to 2022. This trend is expected to continue in the coming months based on forecast growth in key sectors, increasing demand for talent, and the reopening of borders to migrant workers.



Working age population in Taranaki

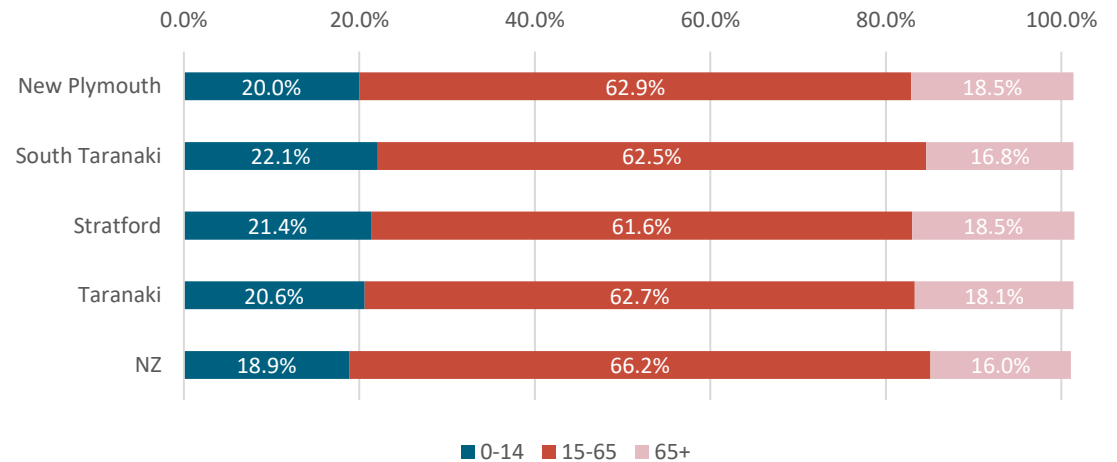
Working Age Composition based on filled Jobs by Feb 2022



The working age population in Taranaki is lower than average across the 25-35 age group. The suggestion is that workers in the early part of their career are leaving the region, or that fewer migrant workers in that age group are choosing Taranaki. There are a number of possible explanations for this, including the draw of overseas travel for people from within the region, and fewer well-paid entry level career opportunities for those moving to and within New Zealand.

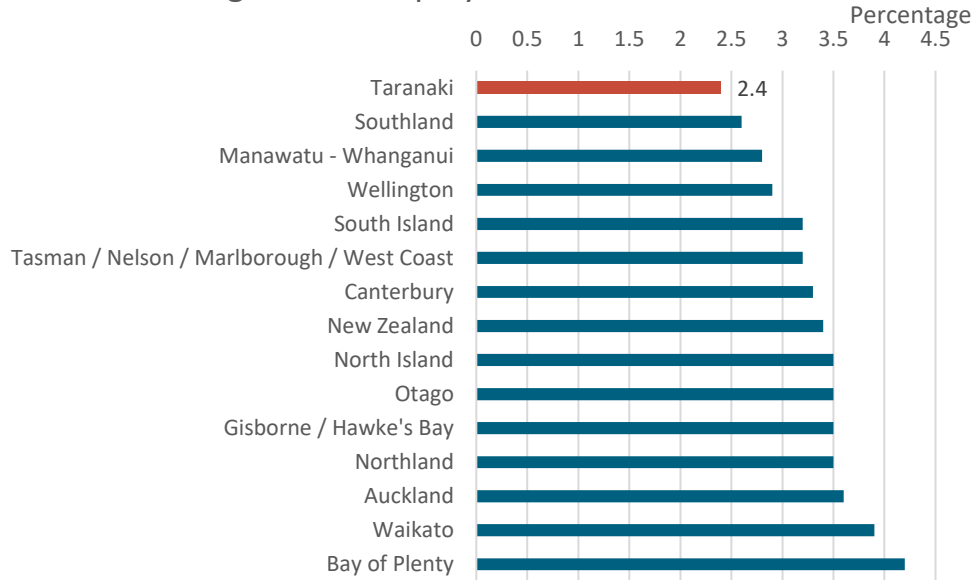


Annual Work Age Composition by District 2021

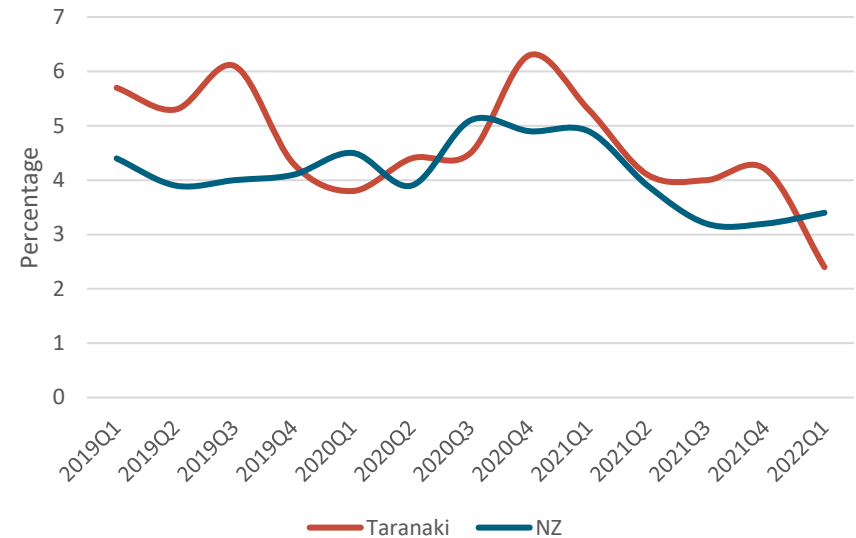


Unemployment within Taranaki

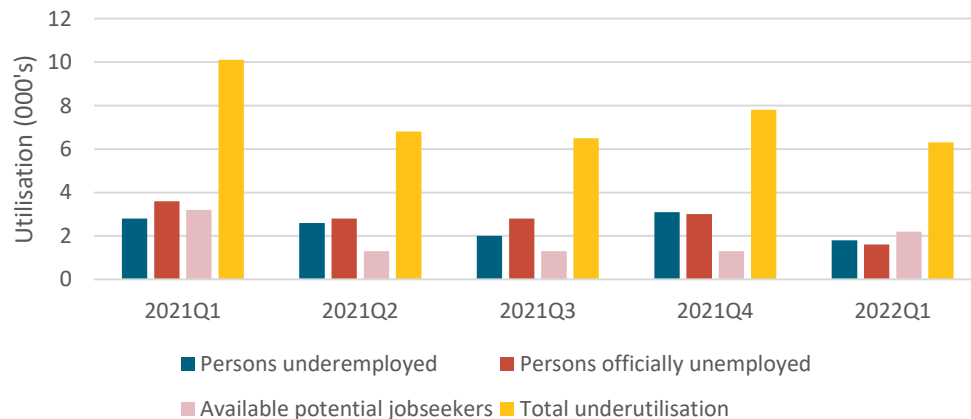
Regional unemployment rate - Q1 2022



Quarterly unemployment rate



Underutilisation Change in Taranaki

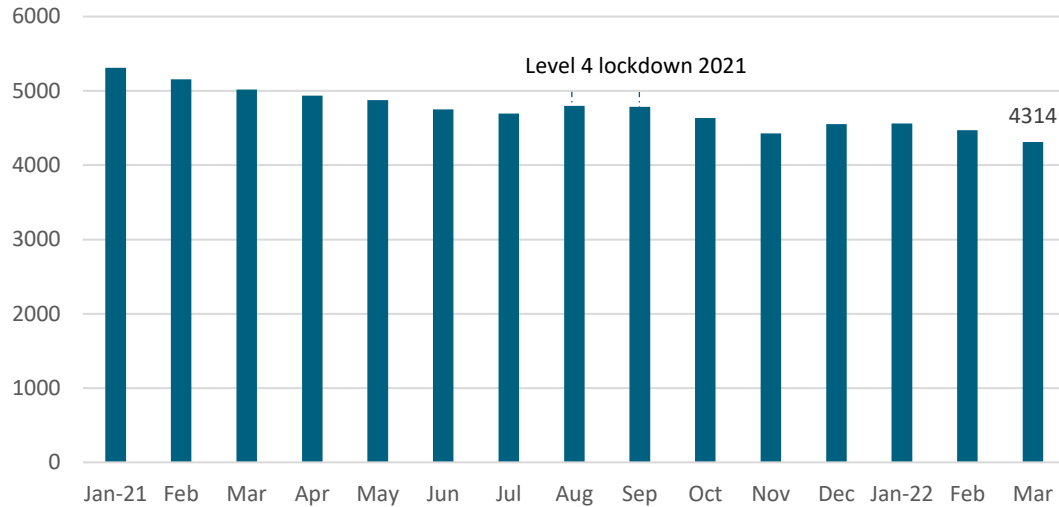


Taranaki has seen a constant drop in unemployment rates since 2020. With more jobs filled in the market within the region, the unemployment rate dropped to 2.4 by Q1 2022, which is the lowest in New Zealand.

The underutilisation rate in Taranaki is going down over the year, apart from Q4 2021. There is a slight growth in available potential jobseekers in Q1 2022, which indicates that labour market pressures still here to stay in Taranaki.

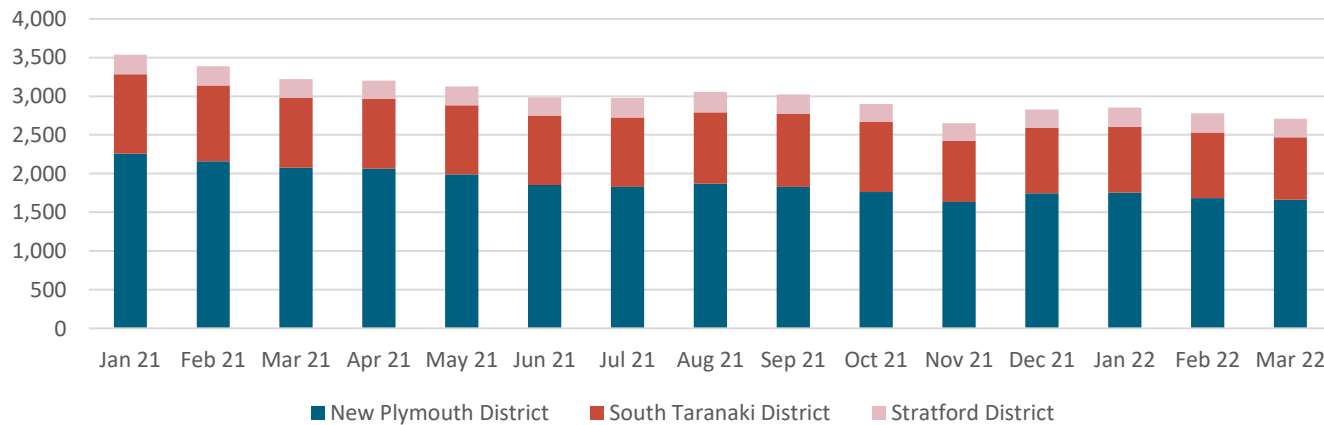
Taranaki Jobseeker support

Job seeker support updated Jan 2022



In March 2022, there were **4,314** people in Taranaki on Jobseeker Support. The proportion receiving Jobseeker Support in Taranaki is **3.7%**, **down 0.7%** compared with the previous year.

Jobseeker Support – Work Ready*

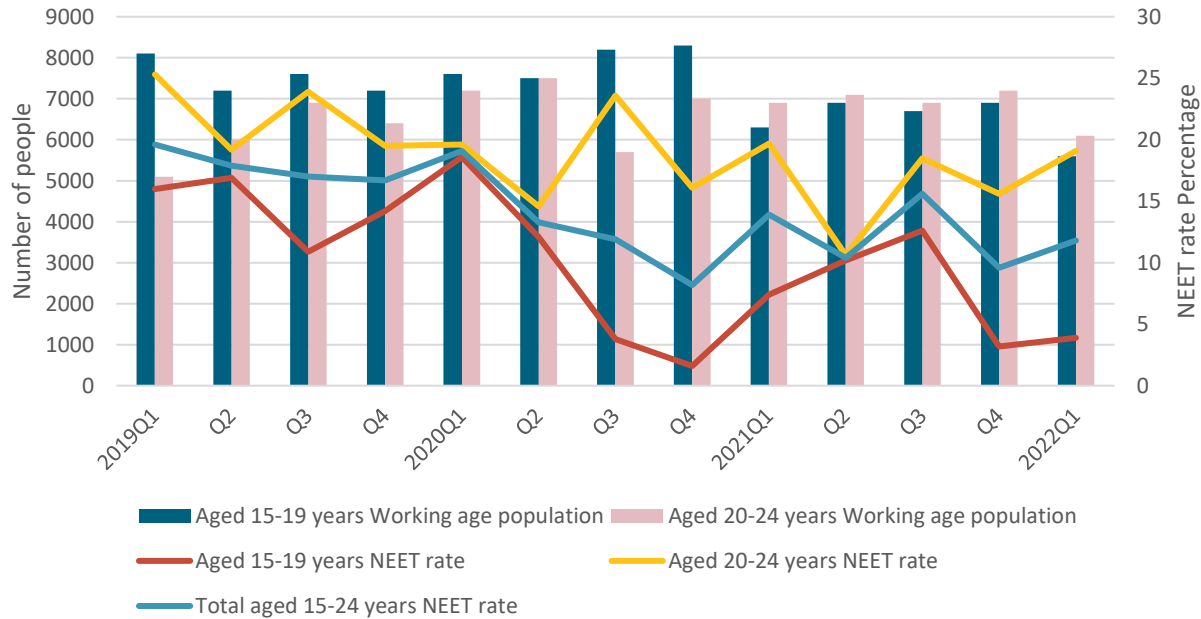


Job seeker support data by district refers to the period August 2020 – September 2021, for claimants categorised as “work ready”.

*Work Ready includes only those who are ready and available to work immediately.

Taranaki NEET rates

Taranaki NEET Rate and Young Work Age Population



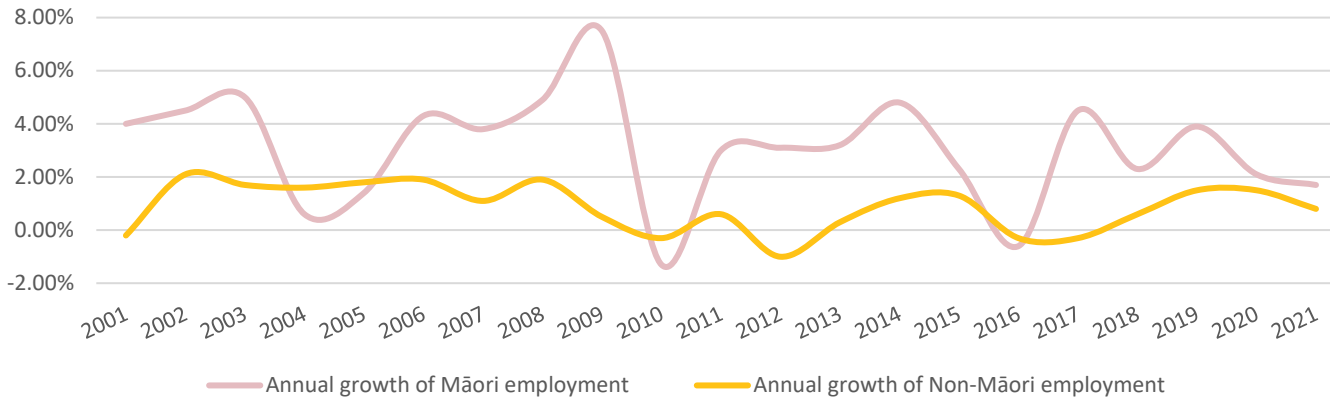
The NEET rate refers to the percentage of youth (15-24 years) not in employment, education or training. The figures for both age groups dropped at the end of 2021, before rising again in the first quarter of 2022.



When broken down into two age groups, we see big gaps with aged 15-19 rates generally lower than aged 20-24 rates over the years, accounting for the large contingent of high school students in the lower bracket. The high NEET rate for aged 20-24 group indicates many young people are facing challenges in establishing their early careers.

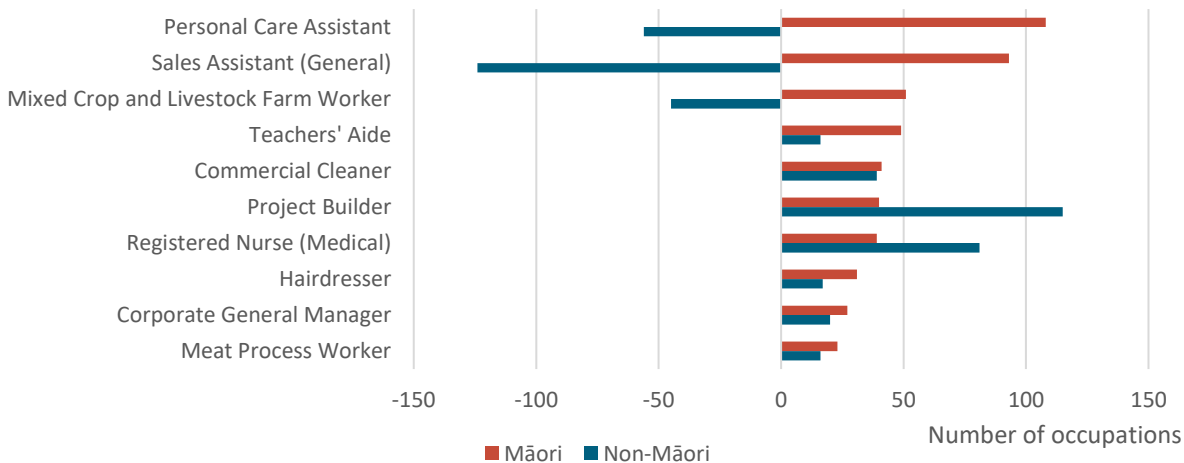
Māori in the labour market within Taranaki

Māori Employment in Taranaki Region in 2021



9,926
Māori
employment in
Taranaki 2021

Jobs created by detailed occupation (2016 - 2021)



Māori accounted for 16.4% of total employment in Taranaki Region in 2021. The Māori share of employment has risen over the last 5 years, from 15.0% in 2016. The total number of Māori employed in Taranaki Region has risen over the 5 years to 2021 - from 8,608 to 9,926. The average growth rate during the last 5 years was 2.9%pa. Non-Māori employment rose by 0.8%pa over the same period.

Māori tend to be over-represented in the lower skilled part of the workforce, making their workforce participation more vulnerable to changes in the economy.



Housing

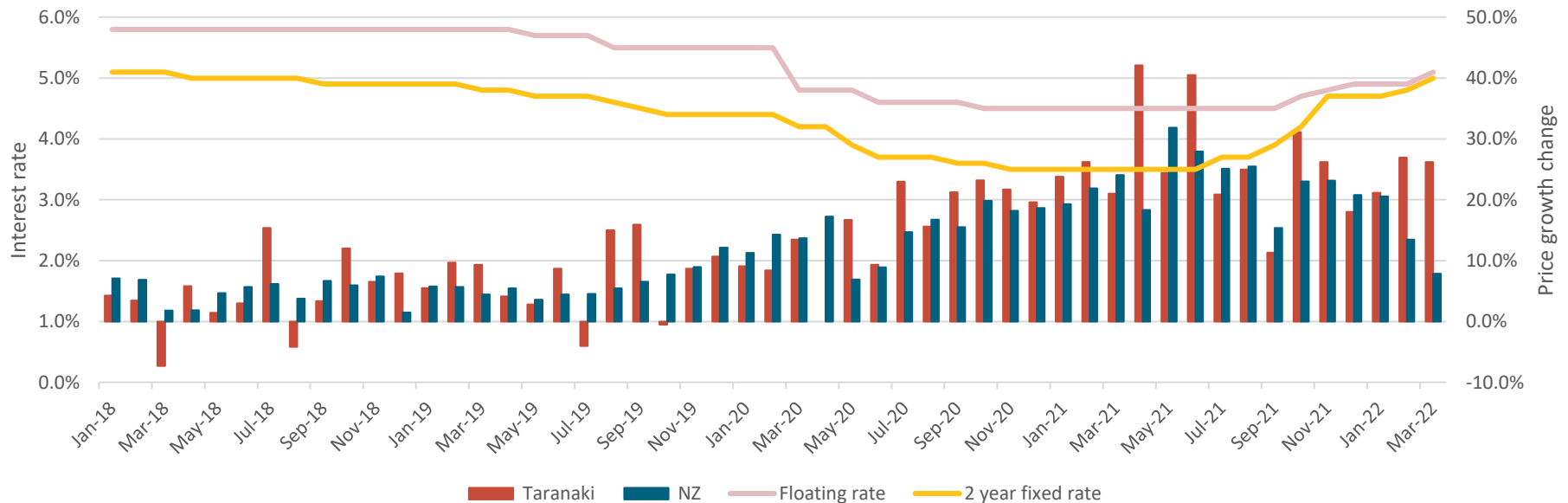
Interest rates & Median house price Growth

Date	Floating rate	2-year fixed rate
Jan 2020	5.5%	4.4%
June 2020	4.6%	3.7%
December 2020	4.5%	3.5%
January 2021	4.5%	3.5%
June 2021	4.5%	3.5%
Sep 2021	4.5%	3.9%
Mar 2022	5.1%	5.0%

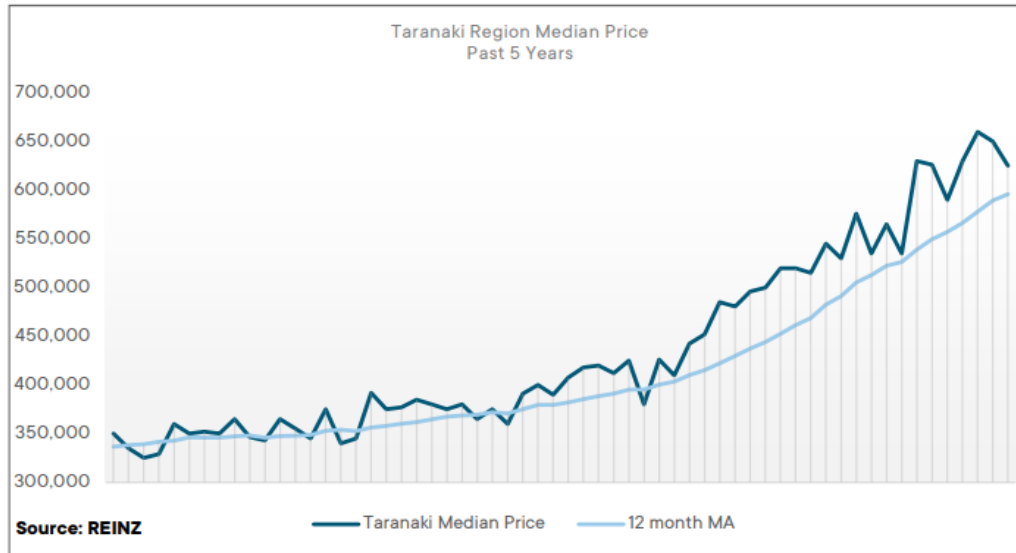
If a person bought a house for \$650,000 in 2020 with a 2-year fixed rate of 3.5% on a mortgage of \$500,000 over 30 years, weekly interest repayments would be around \$518.

However, as the 2-year fixed rate increases back to 5.0% in March 2022, the weekly interest repayments increase to \$619, which is a 20% increase in weekly repayments.

Monthly comparison of Mortgage Rates and Median House Price Growth

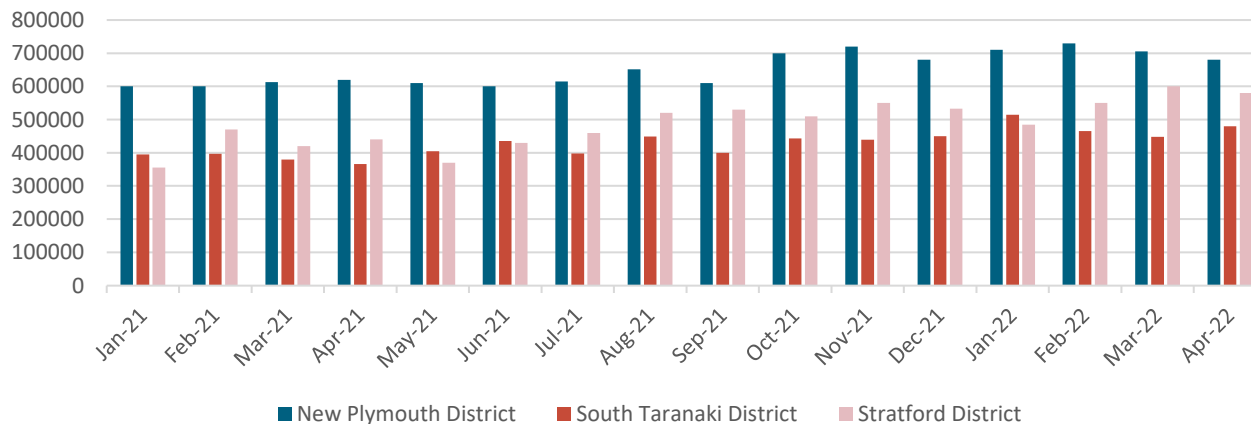


Median house price in Taranaki



Taranaki's median house price was \$625,000 in April 2022, a 14.7% increase year-on-year, 3.8% down compared to March 2022

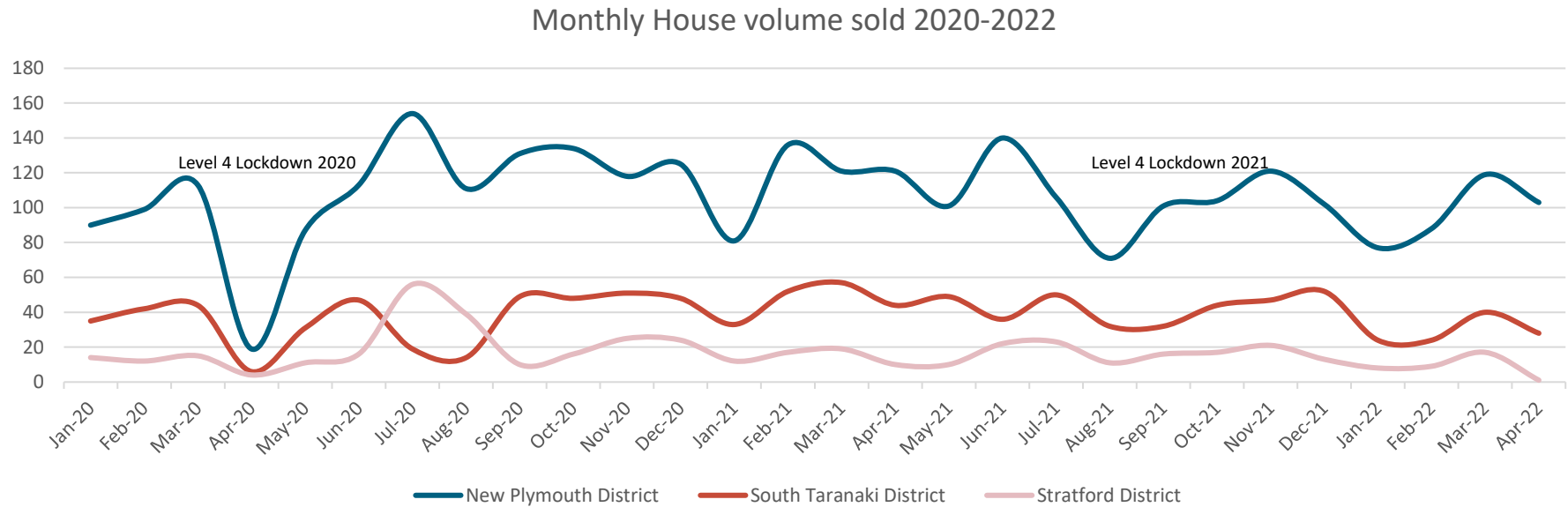
Median House Price by District 2021-2022



Demand continues to outweigh supply in the housing market, which has had an impact on the prices vendors ask for. The New Plymouth District reached a record high in median house price of \$730,000 in Feb 2022, following in March the Stratford District saw a record median high of \$580,000.

Anecdotally, we are hearing from agents of people moving from larger cities to Taranaki due to its affordability. However, buyers reluctant to transact due to rising interest rates and a fear of overpaying, and vendors hesitant to negotiate is combining to see the Taranaki market slow.

House volumes sold in Taranaki

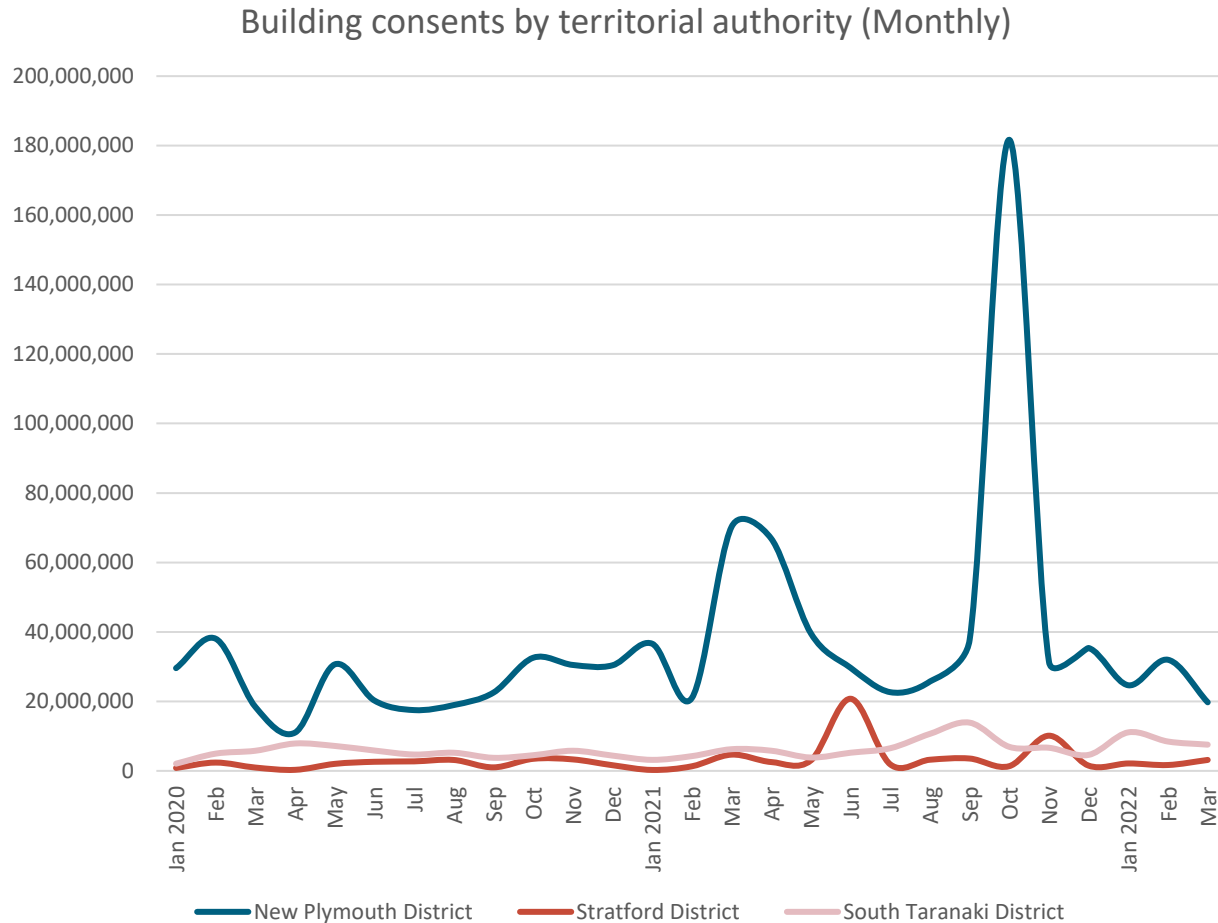


The sales volume trend has been declining by the end of 2021. The Real Estate Institute of NZ report suggests that people used the Christmas period to prepare their properties for the market. However, listings fell 9.8% in January 2022, suggesting that some of these properties may be listed in the following months.

Taranaki saw a steady rise in inventory levels in February and March, however following with a drop in April. The number of first home buyers in the market have declined due to a lack of stock in their price range and rising interest rates. Subsequently, attendance at open homes and numbers at auctions also decreased. In April, sales counts fell by 22.9% and properties spent an additional ten days on the market when compared to April 2021.

Value of building consents in Taranaki

Taranaki region: \$ 617,116,504 Year End March 2022



The construction industry showed a significant upward swing in activity in 2021.

New Plymouth district has seen a dramatic increase in value of building consents approved, predominantly driven firstly by New Plymouth District Council’s “Get us back on our feet” initiative, offering discounts for consents during the April quarter. The peak in October relates to the Taranaki base hospital redevelopment. In Stratford, there were two major peaks in value of building consents last year, relating to social cultural buildings. In South Taranaki, the peak was for factory industrial storage and social cultural buildings.

Looking forward to 2022, the increasing value in building consents from January to February is more aligned to housing consents.

A man and a woman are standing in a bright, modern office hallway. They are both looking at a document held by the woman. The man is wearing a dark sweater and trousers, and the woman is wearing a light-colored coat and jeans. The hallway has large windows on both sides, and an 'EXIT' sign is visible above a doorway in the background.

Business


Business units and employee count in Taranaki

Monthly business units and employee count in Taranaki



There has been a significant increase in business unit numbers since March 2021, but a relatively modest increase in employee numbers over the same period. This implies that the new businesses are not employing significantly more people. As the chart on the next page shows, 64% of businesses in New Zealand have zero employees.

These businesses are most likely to be holding companies, shell companies or rental properties set up as business units.



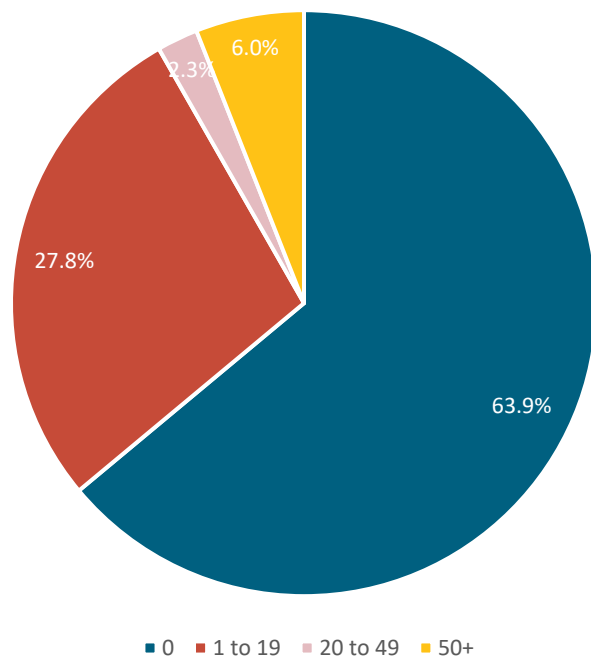
**Taranaki
Businesses Unit
by March 2022:
15,720
(+4.2% STLY*)**

*STLY (same time last year)

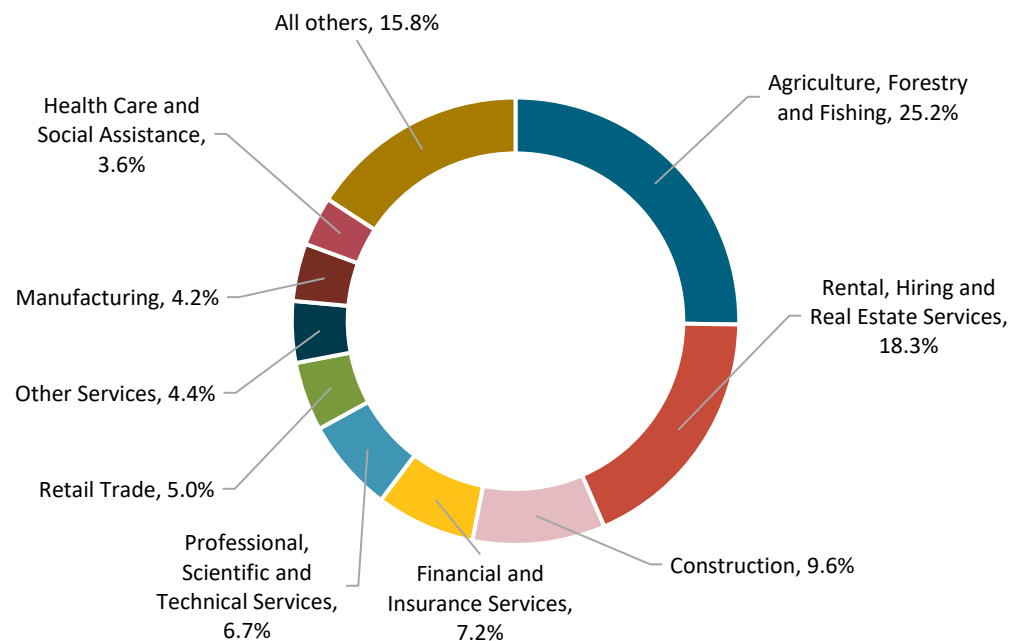
Source: Stats NZ

Business structure in Taranaki

Business size by employee number, 2021



Share of business units by ANZSIC code, 2021



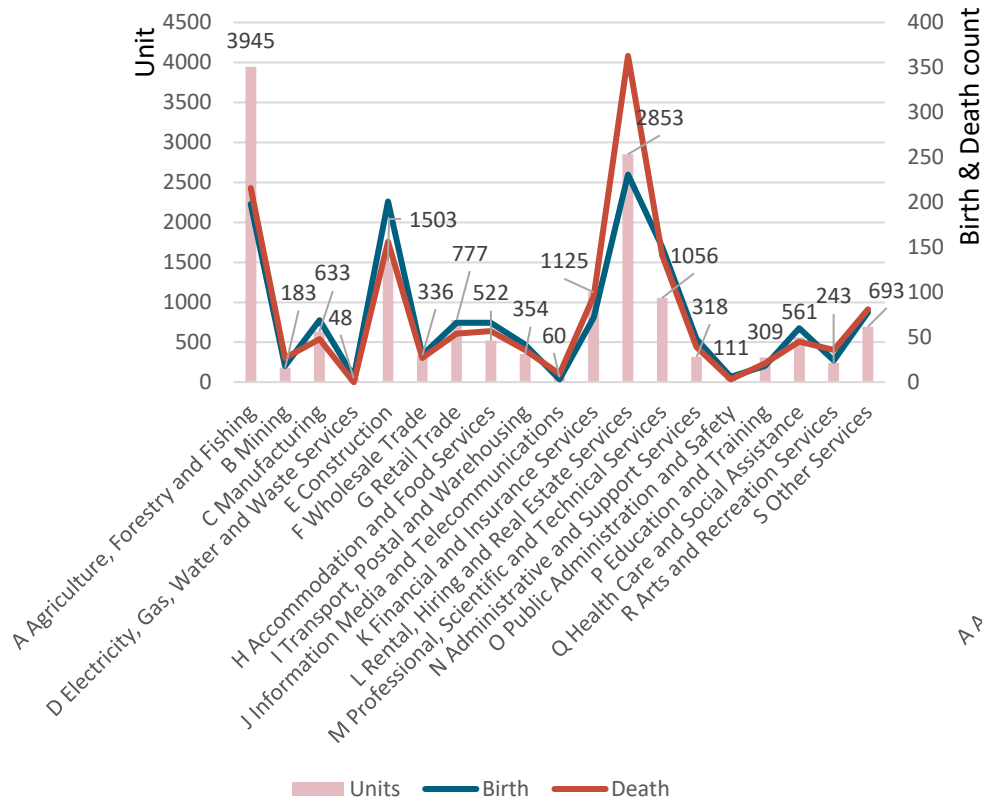
Almost 64% of businesses in Taranaki have no employees.

This category comprises:

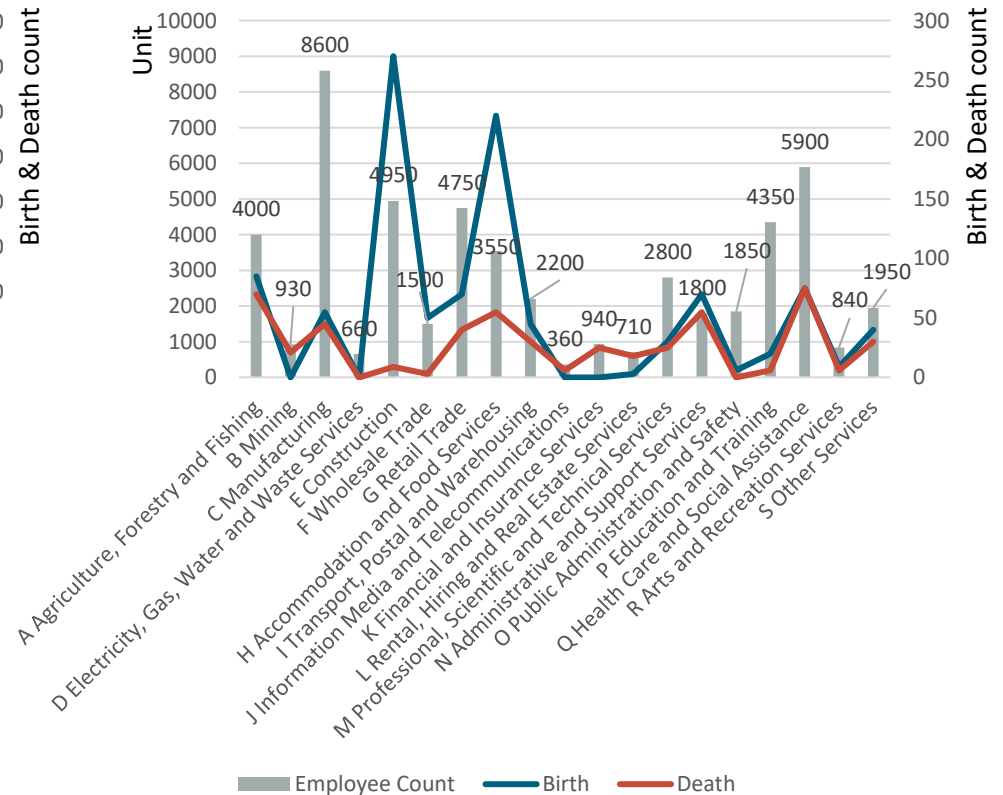
- working owners who do not draw a wage from their business
- labour provided by other businesses or contractors
- business activity that requires no labour (e.g. holding companies and rental properties).

Business industry birth vs death in Taranaki

Annual Business Unit and Birth & Death Count by Industry 2021



Annual Employee and Birth & Death Count by Industry 2021



The charts above show a breakdown into industries in terms of business units and employee count numbers change.

During 2021, there were 1386 businesses births in total Taranaki and 1455 deaths (top left). The businesses in construction, retail and health care industry have increased in numbers, increasing jobs within the region. This is reflected in the chart (top right) showing employee count numbers increasing in certain industries.



Food Manufacturing & Farming

Food manufacturing & Farming in Taranaki

Food manufacturing* and farming* plays an important role in Taranaki's economy and lifestyle.

Taranaki's significant subsectors of food and fibre by GDP (Millions)

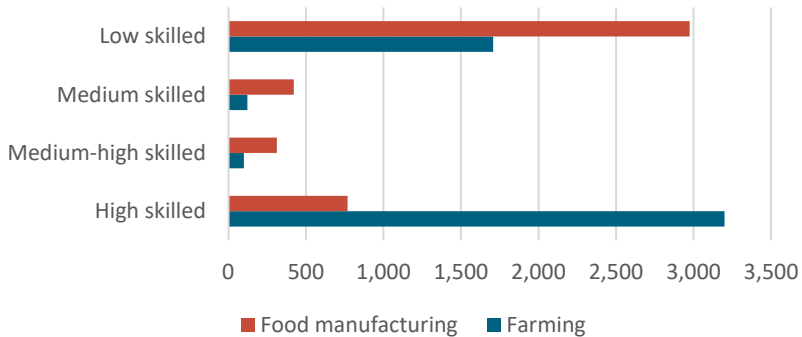
1. Dairy Cattle Farming – \$827m
2. Forestry and Logging – \$239m
3. Meat Processing – \$213m
4. Cheese and Dairy Product Manufacturing – \$194m
5. Sheep and Beef Farming – \$137m
6. Poultry Farming – \$35m

Farming accounts for 13% of Taranaki's GDP and 8.5% of employment

Food manufacturing accounts for 5% of Taranaki's GDP and 7.4% of employment

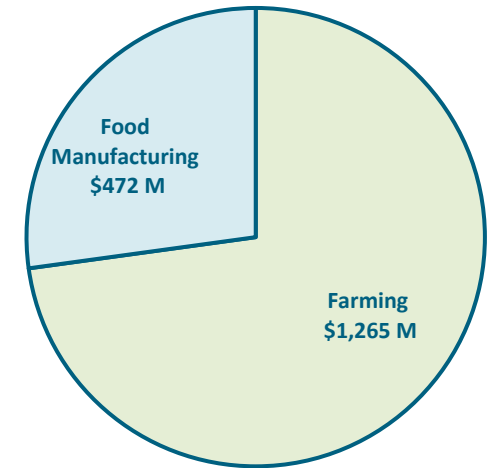
Taranaki Farming & Food production employs around 10,000 people in total in the region

Food manufacturing & Farming broad skill level⁵ comparison in 2021

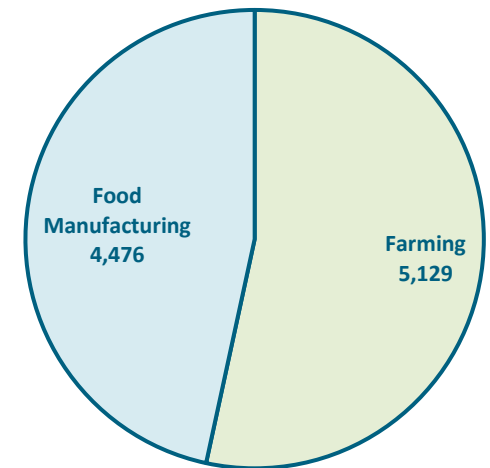


Farming is largely a highly skilled sector with over 60% of workers being highly skilled, while food manufacturing has a much higher proportion of low skilled workers at over 65%.

\$1,737 GDP IN 2021 (MILLIONS)

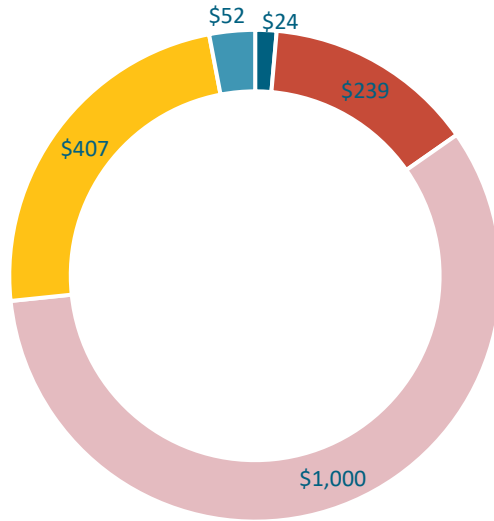


9,605 PEOPLE EMPLOYED IN 2021



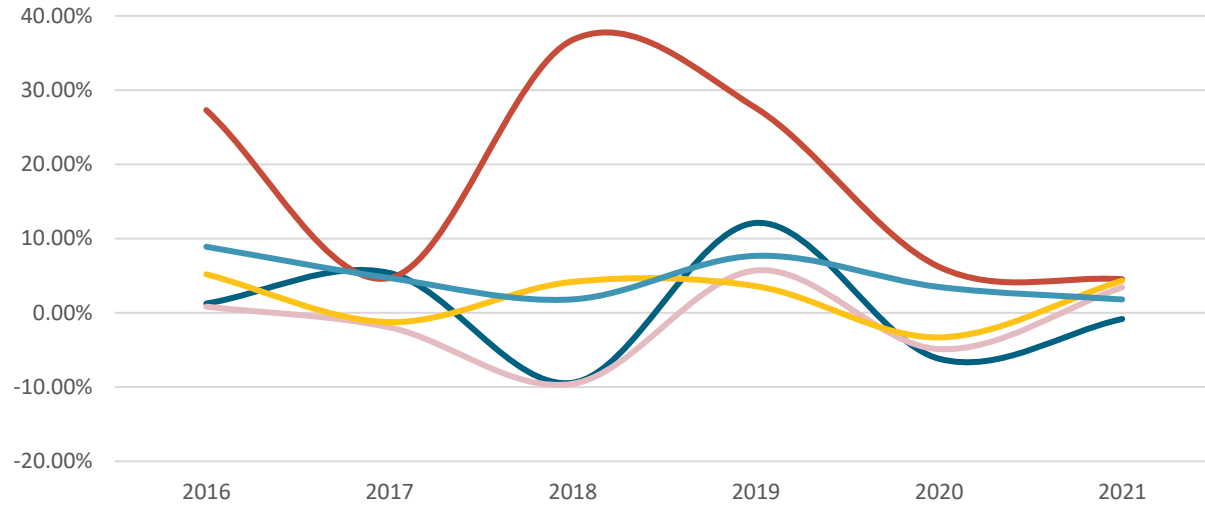
The Taranaki Food and Fibre industry – Economic deep dive

Taranaki Food and Fibre GDP (Millions)



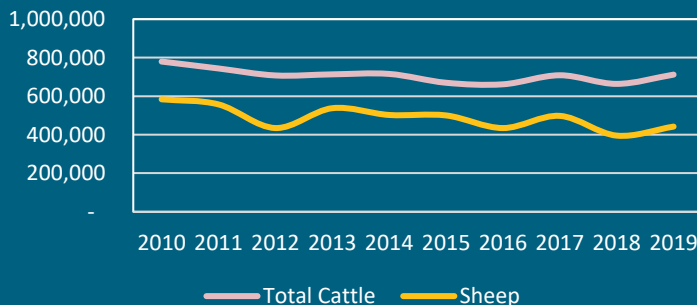
- Horticulture & Fruit Growing
- Forestry & Logging
- Animal based Farming
- Animal Product Manufacturing
- Fruit, Cereal & Other Food Product Manufacturing

2016-2021 GDP Growth



- Horticulture & Fruit Growing
- Forestry & Logging
- Animal based Farming
- Animal Product Manufacturing
- Fruit, Cereal & Other Food Product Manufacturing

Taranaki Livestock Numbers



Dairy Cattle:
587,033

9.4% of total NZ Herd



Sheep:
441,933

1.6% of total NZ Herd



Beef Cattle:
125,144

3.2% of total NZ Herd



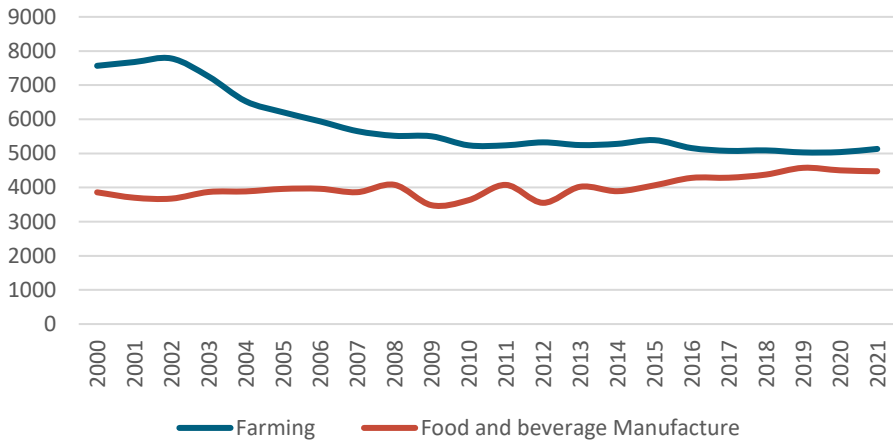
Deer:
3,093

0.4% of total NZ Herd

*Animal based farming includes dairy, sheep and beef, poultry and deer/other livestock farming

How farming and food manufacturing have changed over the years

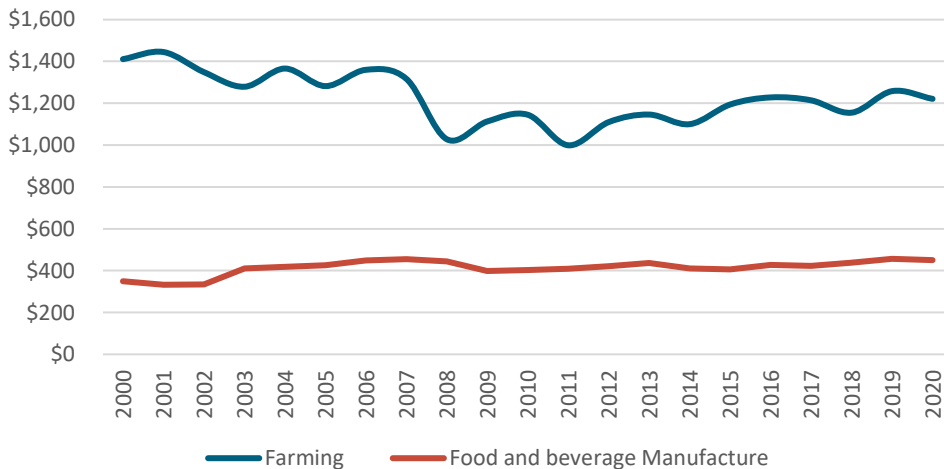
Employment in Farming vs Food manufacturing



In 2021, Taranaki had 5,129 jobs in farming with a GDP of \$1,265m and 4,476 jobs in food production with a GDP of \$450m.

Since the early 2000s there has been a downward trend in employment in farming. There are a broad range of reasons for this including changing farming systems, the introduction of new technology, farm consolidations, and changes in responses to economic, social and environmental dynamics. The data reflects a 32% decrease in employment in farming since 2000 but only a 10% decrease in GDP.

GDP (Millions) in Farming vs Food manufacturing

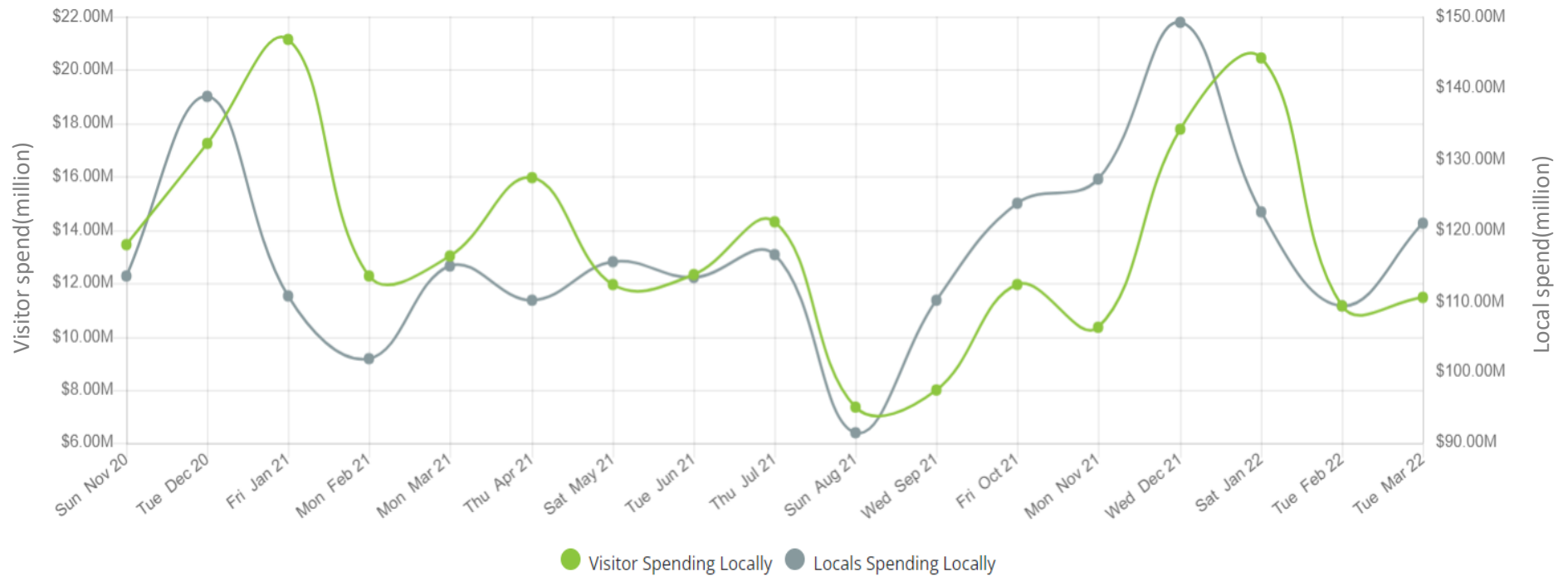


After a dip during 2008 to 2012, the food processing sector has seen modest but steady growth in terms of both GDP and employment over the past 10 years. Since 2009 the sector's GDP has grown by 18% and employment by 30%.

Retail

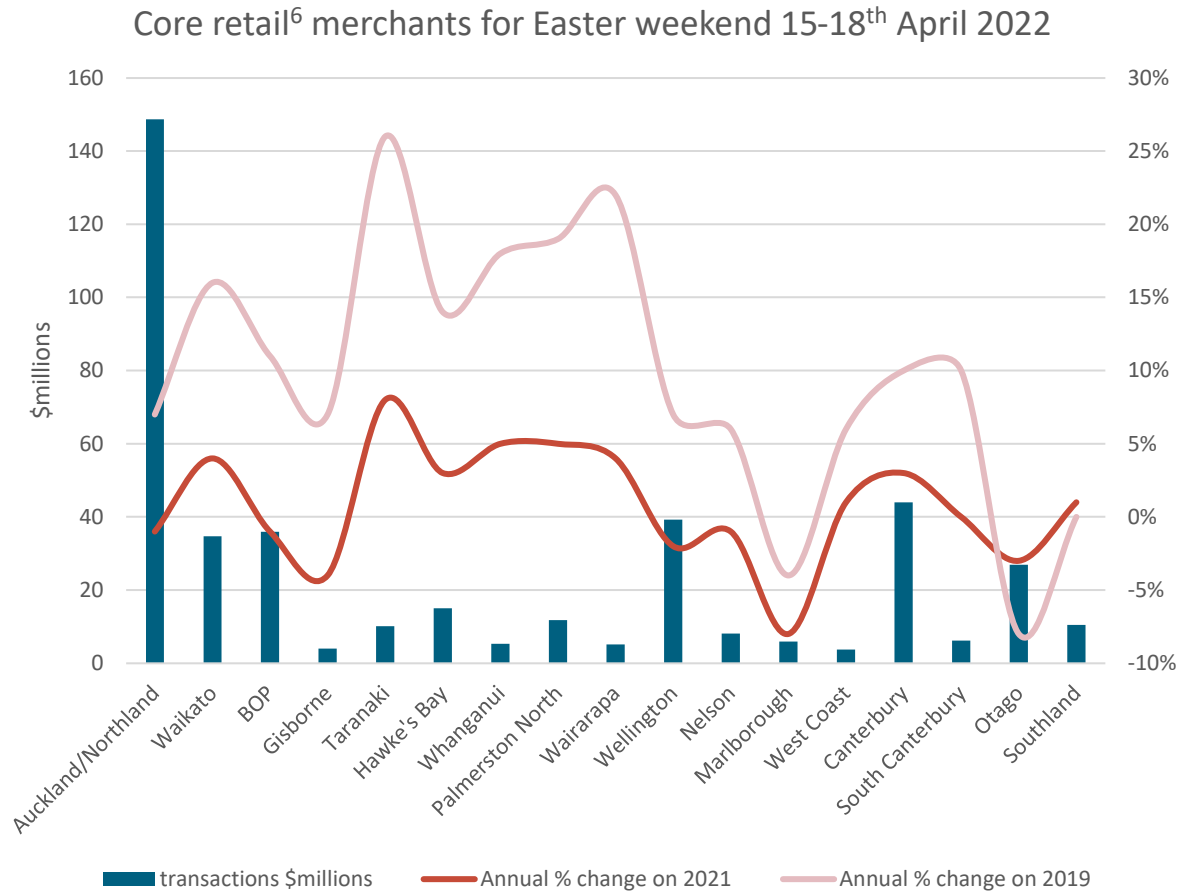


Taranaki local merchant spending flows



It is positive to note Taranaki recorded an upward swing in both visitor and local spend during the Christmas and New Year holidays at the end of last year and early start of 2022. People are continuing to support local business with a spend about \$149 million in Taranaki in December 2021, an 11% increase compared with the same previous period. However, a slight drop down 3% is seen in visitor spend in January 2022 with a spend around \$20.5 million compared with same period last year.

Busy Easter for retail in Taranaki



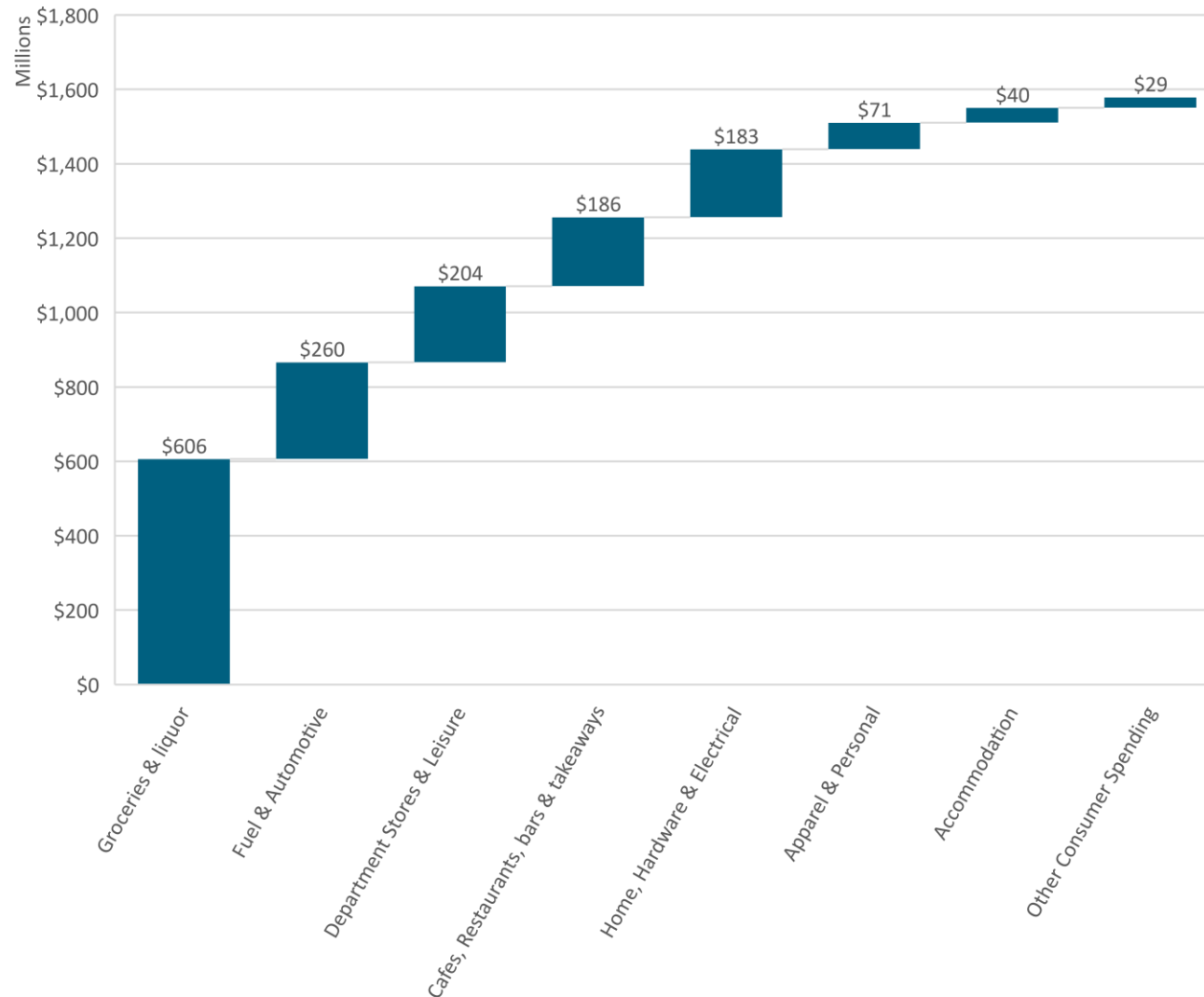
The regions recording the highest year-on-year core retail growth rates over the four-day Easter weekend were generally around the lower half of the North Island.

The highest growth was seen in Taranaki, up 8% on last year and 26% on 2019.

Retail: Taranaki regional barometer

12 months ending March 2022 compared to March 2021

Retail Spend Distribution YE March 2022

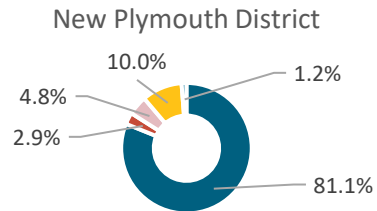


Total retail spend within Taranaki for the year 2022 ending March:
\$1.6B
+8.8%

Groceries & liquor in retail spend for the 12 months ending March 2022 has the largest amount, up to \$606 million. Following is the fuel & automotive spending, up to \$260 million. The graph shows a breakdown in retail spend of each category, which illustrates a cumulative spending to \$1.6 billion in total, 8.8% increase compared to year end March last year.

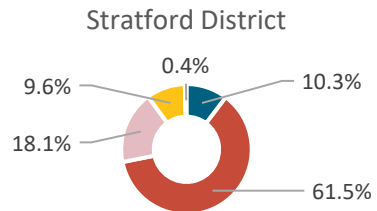
Retail: Taranaki regional barometer by district

Origin of the consumers



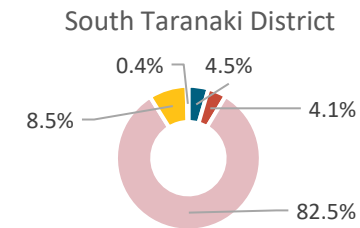
New Plymouth district had a total spend of \$1.2B year end March 2022 with an increase of 8.4% compared to same period last March.

Stratford experienced total retail spend of \$122.6M for the year and 9.5% growth over the year prior.



South Taranaki District had a total retail spend of \$277.7M for the 12 months ending March 2022 and this reflects an increase of 10.3%, which is the highest in the region.

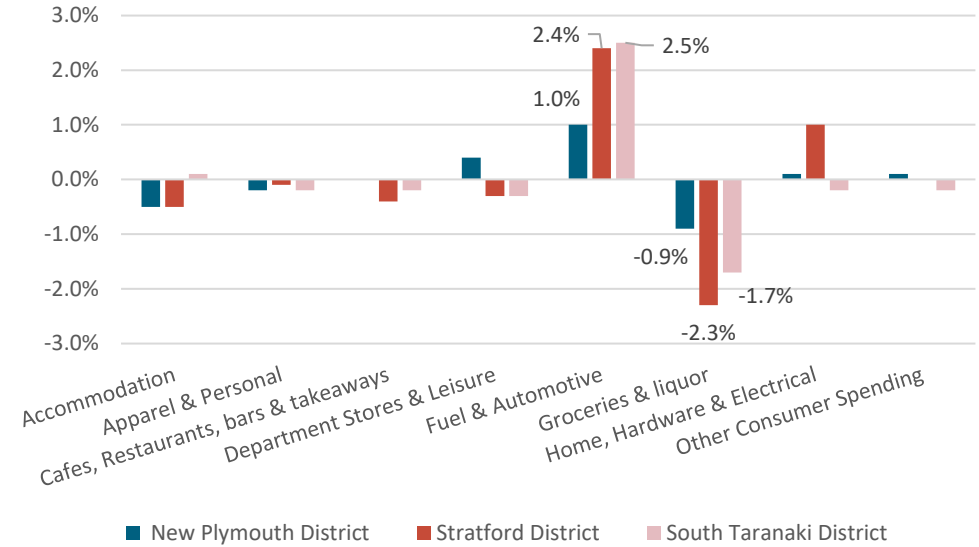
From the pie charts to the left, we can see that people are very supportive of local businesses. In Stratford district, more spend comes from outside than in New Plymouth and South Taranaki.



- New Plymouth District
- Stratford District
- South Taranaki District
- Rest of New Zealand
- International

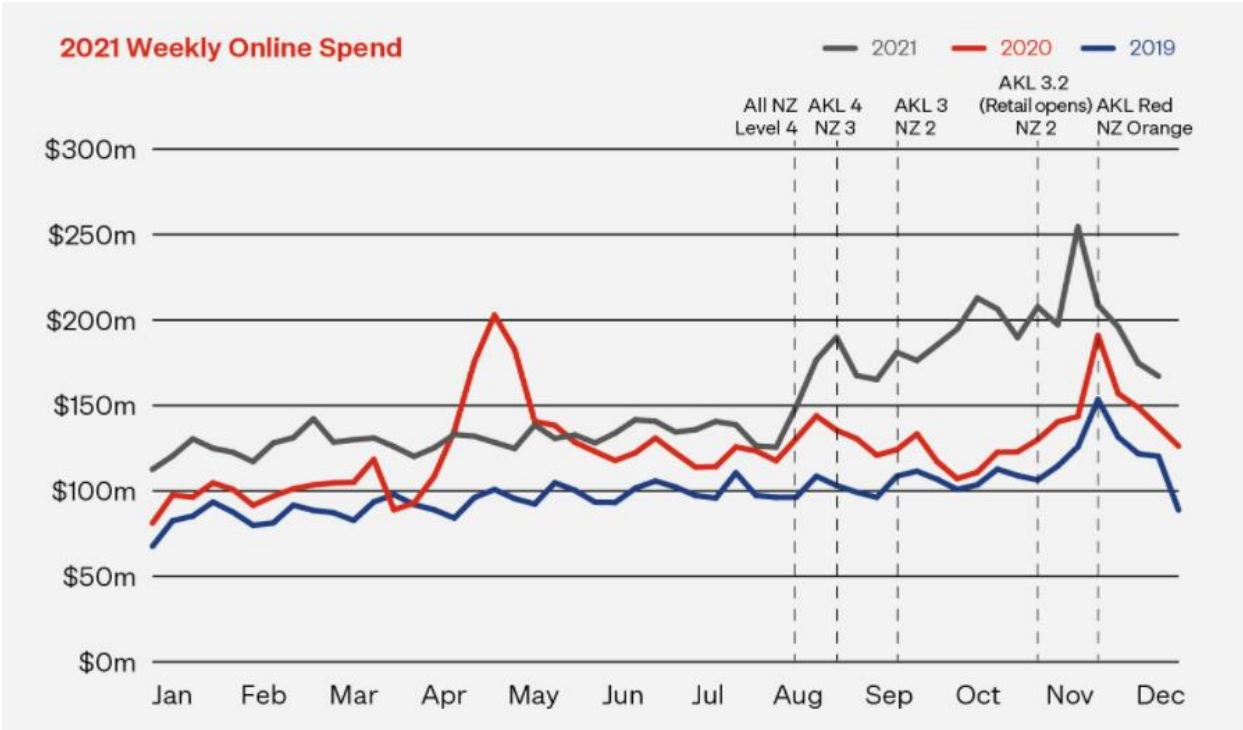
*YoY(year-over-year)

Retail Spend Share Change YoY* by March 2022



From the chart above, we can see a clear increase in spend on fuel & automotive in all three districts, especially in Stratford and South Taranaki. However, the big spend on groceries & liquor has eased from the early lockdown periods in 2020.

Retail: National online spending



\$7.7B
 Online spend 2021
 Up 21% on 2020

52%
 Growth in online spend
 2021 vs 2019

Overall retail spend on a national basis –online and instore in total - grew by just over \$2 billion in 2021.

With growth of \$1.35 billion, online accounted for more than two-thirds of that growth, highlighting the rapidly changing way Kiwis are shopping and reinforcing the key role online shopping played in keeping our economy going in 2021.



Visitor

Visitor trending up in Taranaki

Visitors had supplementary positive reviews on Taranaki online in the first quarter of 2022 as well as in April. Tourism sentiment score⁷ percentage change as below has shown significant increases in various topics: the score of beaches, breweries and pubs increases 34% and 33% separately in the first quarter compared to previous one; Accommodation and ground transportation have the biggest increase in April compared with March. These topics trending up indicates great experiences for travelers exploring within the region, which will also affect potential travelers' perceptions in the near future.



BEACHES
+34% INCREASE
OVER PREVIOUS
QUARTER



ARCHITECTURE
14% OF TOTAL POSITIVE
CONVERSATION OVER
MARCH 2022



FESTIVAL + EVENTS +
CONCERTS
15% OF TOTAL
POSITIVE
CONVERSATION
OVER MARCH 2022



BREWERIES + PUBS
+33% INCREASE
OVER PREVIOUS
QUARTER



SHOPPING
11% OF TOTAL
TOURISM
CONVERSATION OVER
MARCH 2022



HIKING + ROCK
CLIMBING
8% OF TOTAL TOURISM
CONVERSATION
OVER MARCH 2022



RESTAURANT /
DINING / TAKEAWAY
14% OF TOTAL
TOURISM
CONVERSATION
OVER MARCH 2022



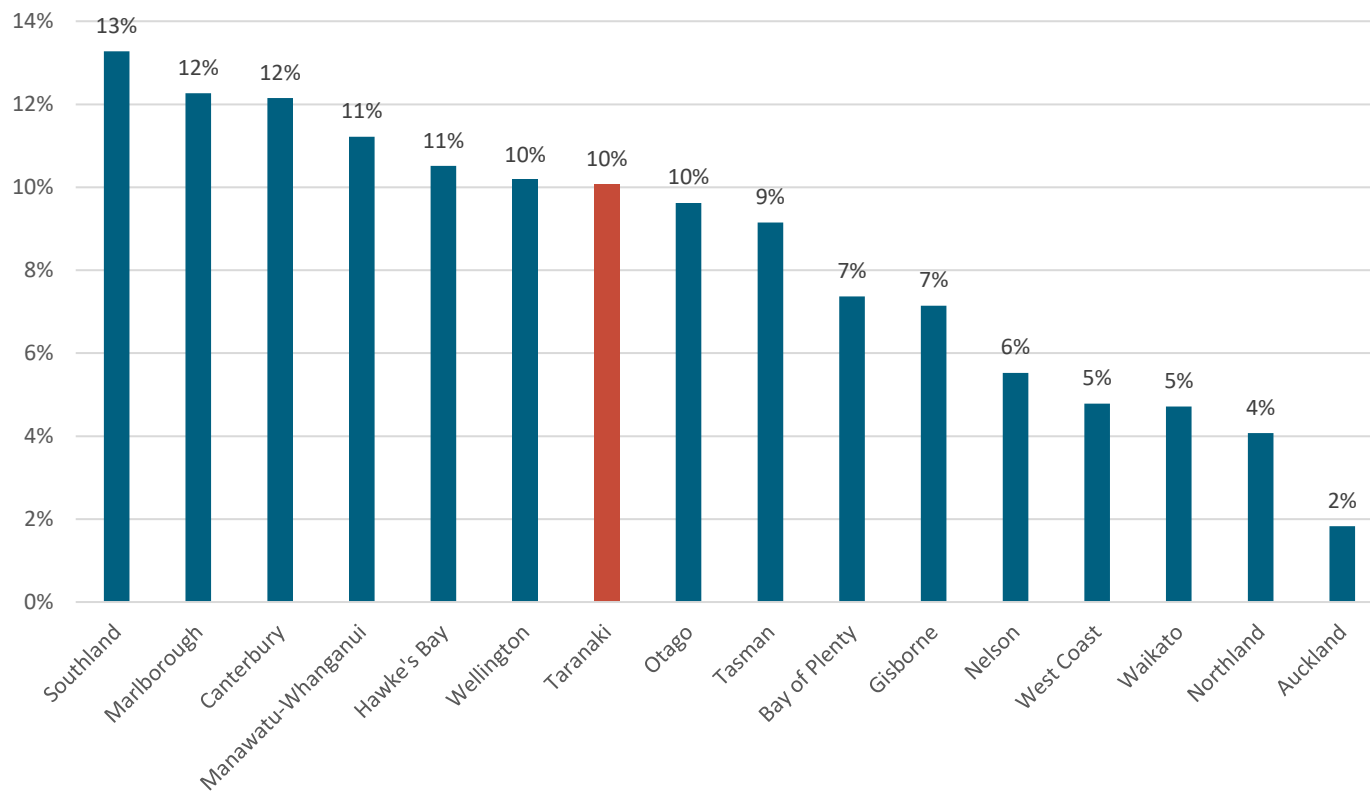
ACCOMMODATION
18% OF TOTAL
POSITIVE
CONVERSATION
OVER MARCH 2022



GROUND
TRANSPORTATION
+67% INCREASE OVER
MARCH 2022

Visitor spend by region

Percentage change in total spend – year end Feb 2022



Taranaki has seen a notable increase in visitor spend and remains amongst the top seven regions within New Zealand in terms of percentage change compared with the same period last year, recording 10% growth.



Average nights stayed per guest in Taranaki from Jan to Mar 2022

2.6

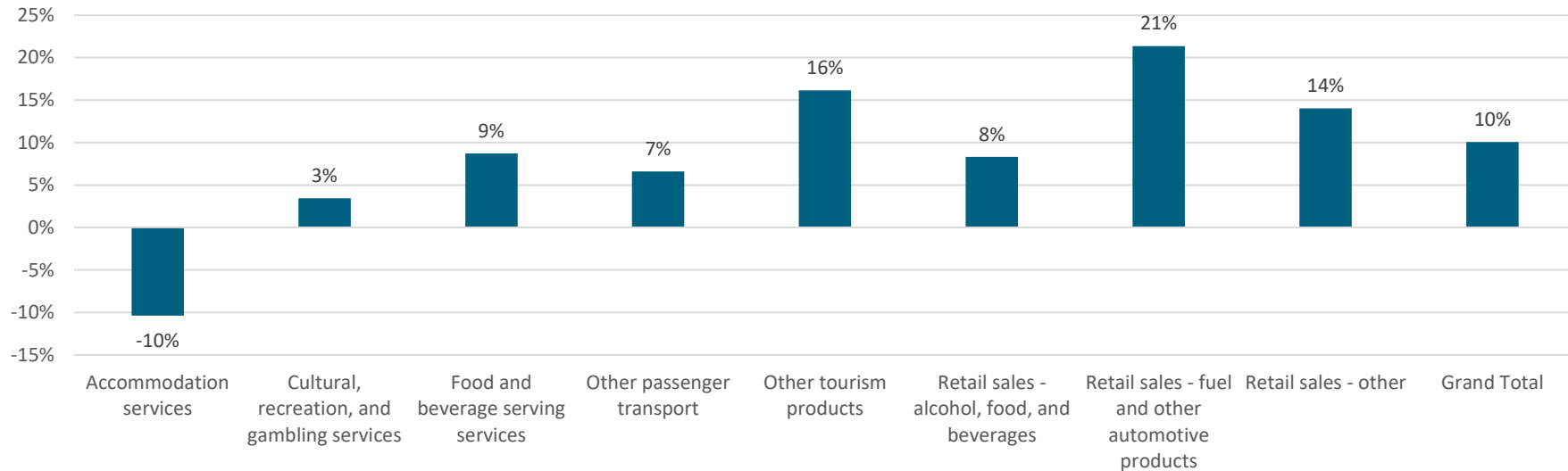


Total guest nights in commercial accommodation in Taranaki by the end of Feb in 2022

164,500

Visitor spend by product in Taranaki

Percentage change by product year end February 2022



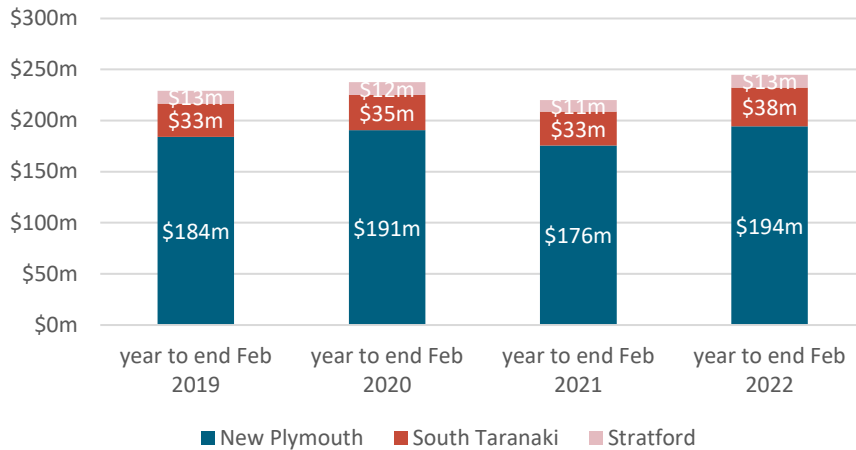
By breaking down the 10% increase in visitor spend, we can see an overall increase apart from accommodation services and a significant increase in fuel and other automotive products. The long holidays brought more visitors, however the yearly comparison shows a big drop in accommodation, due to lockdown and restrictions last year.



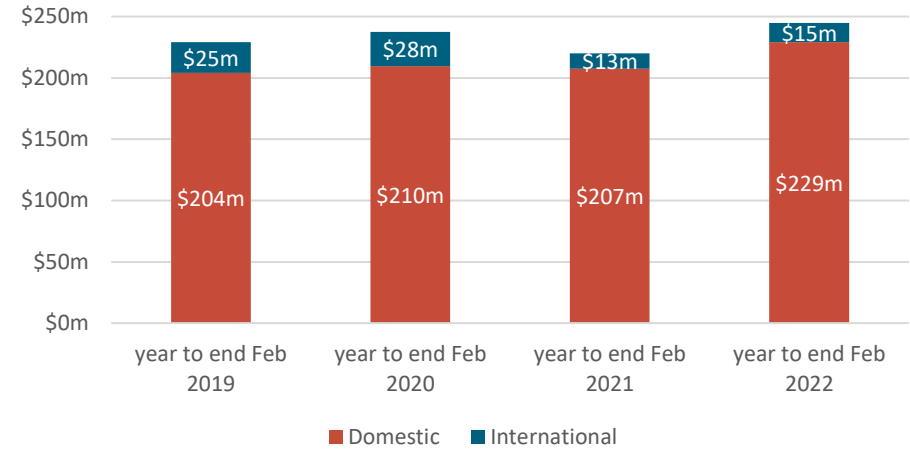
Visitor spend by district

Annual visitor spend in Taranaki 2019-2022

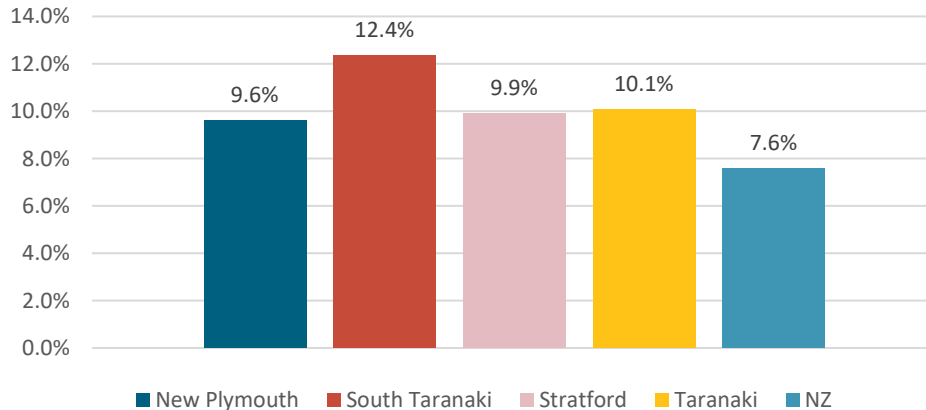
Visitor spend by district



Domestic vs International visitor spend



Visitor spend change YTD* Feb 2022



*YTD (year to date)

According to TECTs⁸ data, visitor spend rebounded by 10.1% in Taranaki compared to year end February 2021. South Taranaki had the highest increase of 12.4%, followed by Stratford with 9.9%. Overall visitor spend increase depends mainly on domestic travel.

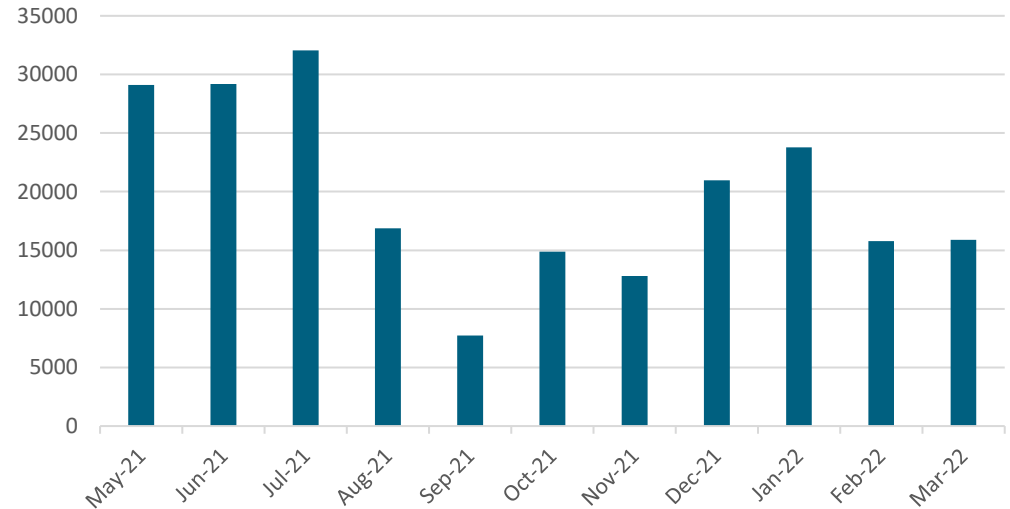
New Plymouth had an increase of 9.6%, slightly less than the average regional growth which highlights that people are increasingly discovering the attractions throughout the region.

New Plymouth Airport

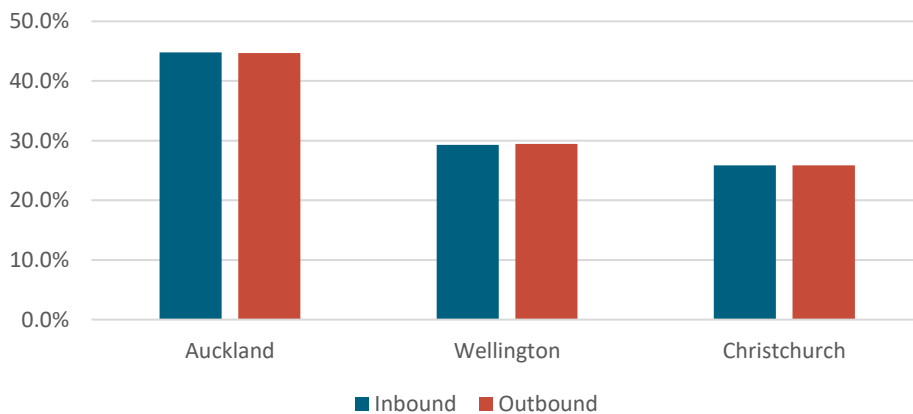
Traveller movement through the New Plymouth Airport has not yet bounced back to numbers prior to level 4 lockdown in 2021. From December to January 2022, there has seen a big amount of growth in passenger numbers because of the holidays. The airport was comparatively quiet with the numbers dropping again afterwards.

With the reopening of the borders, the movement numbers will be seen to grow significantly again.

Monthly passenger movements through New Plymouth Airport



Travellers movement going / coming from (May – March 2022)



During May 2021 to March 2022, with lockdown period and two holidays afterwards, Auckland still had the highest inbound and outbound rates through New Plymouth airport, a slight increase compared to previous numbers.

The outbound rate to Wellington is 29.4%, a small drop off and outbound rate to Christchurch increased slight to 25.9%.

Regional Spotlight: Normanby-Tawhiti



Population: 1,775
Median age: 34.9
Māori median age: 23.4



Most popular occupation: Labourers
Median income*: \$34,800
Employed full-time: 58.1%
Unemployed: 3.9%



Born in New Zealand: 94.5%
Māori ethnic group: 31.1%
Te reo Māori speakers: 9.7%
NZ Sign Language: 1%



No qualifications held*: 30%
Studying full-time: 22.7%
Studying part-time: 3.9%



Dwelling owned or partly owned: 58.8%
Dwelling not owned, not family trust (rental): 27.1%
Median weekly rent: \$240

* Median income received is the total before-tax income of a person (aged 15 years and over), in the 12 months ended 31 March 2018.

** This data set only includes those aged 15 years and over.

Regional Spotlight: Marfell



Population: 1665
Median age: 29.6
Māori median age: 20.7



Most popular occupation: Labourers
Median income*: \$23,200
Employed full-time: 42.5%
Unemployed: 9.5%



Born in New Zealand: 90.5%
Māori ethnic group: 39.1%
Te reo Māori speakers: 8.1%
NZ Sign Language: 0.2%



No qualifications held**: 25.9%
Studying full-time: 22.5%
Studying part-time: 3.8%



Dwelling owned or partly owned: 51.3%
Dwelling not owned, not family trust (rental): 44.7%
Median weekly rent: \$170

* Median income received is the total before-tax income of a person (aged 15 years and over), in the 12 months ended 31 March 2018.

** This data set only includes those aged 15 years and over

Regional Spotlight: Pembroke



Population: 1542
Median age: 38.6
Māori median age: 21.5



Most popular occupation: Managers
Median income*: \$34,200
Employed full-time: 57.8%
Unemployed: 2.7%



Born in New Zealand: 92.4%
Māori ethnic group: 10.3%
Te reo Māori speakers: 1.6%
NZ Sign Language: 1%



No qualifications held:** 26%
Studying full-time: 19.8%
Studying part-time: 3.1%



Dwelling owned or partly owned: 51.1%
Dwelling not owned, not family trust (rental): 26.6%
Median weekly rent: \$180

Median income received is the total before-tax income of a person (aged 15 years and over), in the 12 months ended 31 March 2018.

** This data set only includes those aged 15 years and over

Source: Statistics NZ, Census 2018

Notes

1. As census surveys are only undertaken every 5 years, population estimates are forecasts made by Statistics New Zealand based on census data. Regional population by gender is still based on census data in 2018, the adding up population by gender is not matched with the total population estimates in Taranaki at the moment.
2. Regional population estimates by district not equal to the total population estimates in Taranaki as the boundaries for the three District's combined is not likely the same as the regional boundary in Taranaki.
3. Weekly median income from all source collected includes self-employment income, wage and salary income, and government transfer income. Private transfer and investment income are no longer included. Data is based on Household Labour Force Survey during the June quarter 2021.
4. The food price index is an assessment of expenditure on food categories developed in 2006 NZHEC(New Zealand Household Expenditure Classification) Group. The prices for fresh fruit and vegetables are seasonally unadjusted.
5. Broad skill levels is categorized and consistent with skill level one of the Australia New Zealand Standard Classification of Occupations (ANZSCO). Highly skilled occupations typically require a bachelor degree or higher qualification; Medium-high skilled occupations typically require an NZ Register Diploma, an Associate Degree or Advanced Diploma; Medium skilled occupations typically require an NZ Register Level 4 qualification; Low skilled occupations typically require an NZ Register Level 3 qualification or lower
6. Core retail sales refer to retail sales excluding spending on automobiles, fuel, building materials, and food services.
7. Tourism sentiment score is a consolidated measure of a destination's ability to generate positive word of mouth about its tourism offering. It focuses solely on online conversations including all major social networks and review sites, such as Twitter, Facebook, Instagram, TripAdvisor, Reddit, Tumblr and YouTube that reference or affect a potential traveller's perceptions of a destination's tourism offering.
8. The Tourism Electronic Card Transactions (TECTs) have been established by MBIE as an interim replacement for the MRTEs. Due to complications from COVID-19, the MRTEs are no longer useable. The TECTs instead aim to present the measured electronic card transactions (ECT) attributable to tourism. The TECT data is provided by Marketview, who use a base of ECT spending from the Paymark network (approximately 70 per cent of total ECT spend) to estimate total ECT spend.





venture
TARANAKI
Te Puna Umanga

Taranaki's Regional Development Agency

25 Dawson Street
New Plymouth 4310 New Zealand
T: +64 6 759 5150
E: info@venture.org.nz

www.taranaki.info