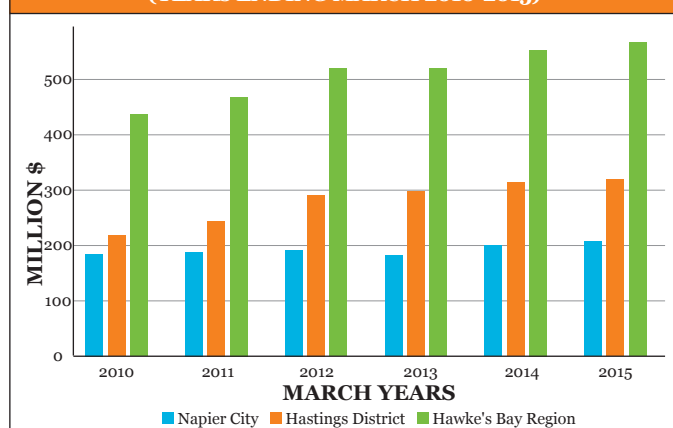


Regional Tourism

Year Ending December 2015

Total Direct Visitor Spend¹ (YEARS ENDING MARCH 2010-2015)



Total Arrivals² (YEAR ENDED DECEMBER 2015)

	Dec 2015	Year end Dec 2015	Annual % Change
Hawke's Bay	161,117	1,219,149	6.8
Napier City	71,981	578,270	7.2
Hastings District	67,345	487,142	6.4
Commercial Accommodation ³	53,269	466,762	3.5
VFR Accommodation ³	107,848	752,387	9
Conventions Activity Delegates ⁴	17,219	77,439	-10.2
Cruise Ship Passengers ⁵	10,846	74,554	-19.4

Total Night-Stays² (YEAR ENDED DECEMBER 2015)

	Dec 2015	Year end Dec 2015	Annual % Change
Hawke's Bay	579,512	3,958,739	5.3
Napier City	244,447	1,725,072	6.1
Hastings District	255,133	1,720,055	5.1
Ave Length of Stay (Nights) ³	3.60	3.25	-0.04pp
Commercial Accommodation ³	118,580	1,030,112	7.5
VFR Accommodation ³	460,932	2,928,627	4.6
Total Commercial Occupancy Rate ⁶	48.3	36.3	+2.8pp

Domestic Tourism⁷ (YEAR ENDED DECEMBER 2015)

	Dec 2015	Year end Dec 2015	Annual % Change
Total Arrivals	121,355	959,075	5.2
Total Visitor Nights	396,592	2,901,616	4.5
Average Length of Stay (Nights)	3.27	3.02	-0.03pp
% of All Nights	68.4	73.3	-0.6pp
Commercial Nights	80,908	751,655	4.6
VFR Nights	315,684	2,149,961	4.5
Key Markets ⁸	Waikato, Bay of Plenty, Wellington, Auckland & Manawatu-Wanganui.		

International Tourism⁷ (YEAR ENDED DECEMBER 2015)

	Dec 2015	Year end Dec 2015	Annual % Change
Total Arrivals	39,762	260,074	13.0
Total Visitor Nights	182,920	1,057,122	7.6
Average Length of Stay (Nights)	4.60	4.06	-0.21pp
% of All Nights	31.6	26.7	+0.6pp
Commercial Nights	37,672	278,456	16.1
VFR Nights	145,248	778,666	4.8
Key Markets ⁸	Australia, UK, Europe, USA, Asia.		

Economic Contribution of Tourism (YEAR ENDED MARCH 2015)

	Dec 2015	Year end MAR 2015	Annual % Change
Domestic Visitor Spend (\$M) ⁸	52.4	581.0	-0.2
International Visitor Spend (\$M) ⁸	11.0	110.0	11.1
Total Visitor Spend (\$M) ⁸	63.4	691.0	1.5
GDP Contribution (\$M) ⁹	55.4	603.8	1.4
Total Employment Impact ⁹	-	7,182	1.5
Cruise Tourism total GDP Contribution (\$M) ¹⁰	-	20.7	8.9

1. Base data sourced from Ministry of Business, Innovation & Employment (MBIE).
2. Includes commercial and VFR overnight visitors. Commercial data sourced from Statistics New Zealand and VFR (visiting friends and relations) data from HB Tourism.
3. Hawke's Bay Region only figures.
4. Data sourced from MBIE quarterly conventions activity survey results for the September 2015 year.
5. Data sourced from Napier Port and covers Year End Dec 2015.

6. Data sourced from Statistics New Zealand.
 7. Hawke's Bay region level results.
 8. Based on MBIE expenditure figures.
 9. GDP and Employment contributions calculated on basis of results of recent tourism economic impact studies in Hawke's Bay.
 10. 'Cruise NZ' estimate for 2014/15 cruise season.
- Report was provided by Economic Solutions for Hawke's Bay Tourism.