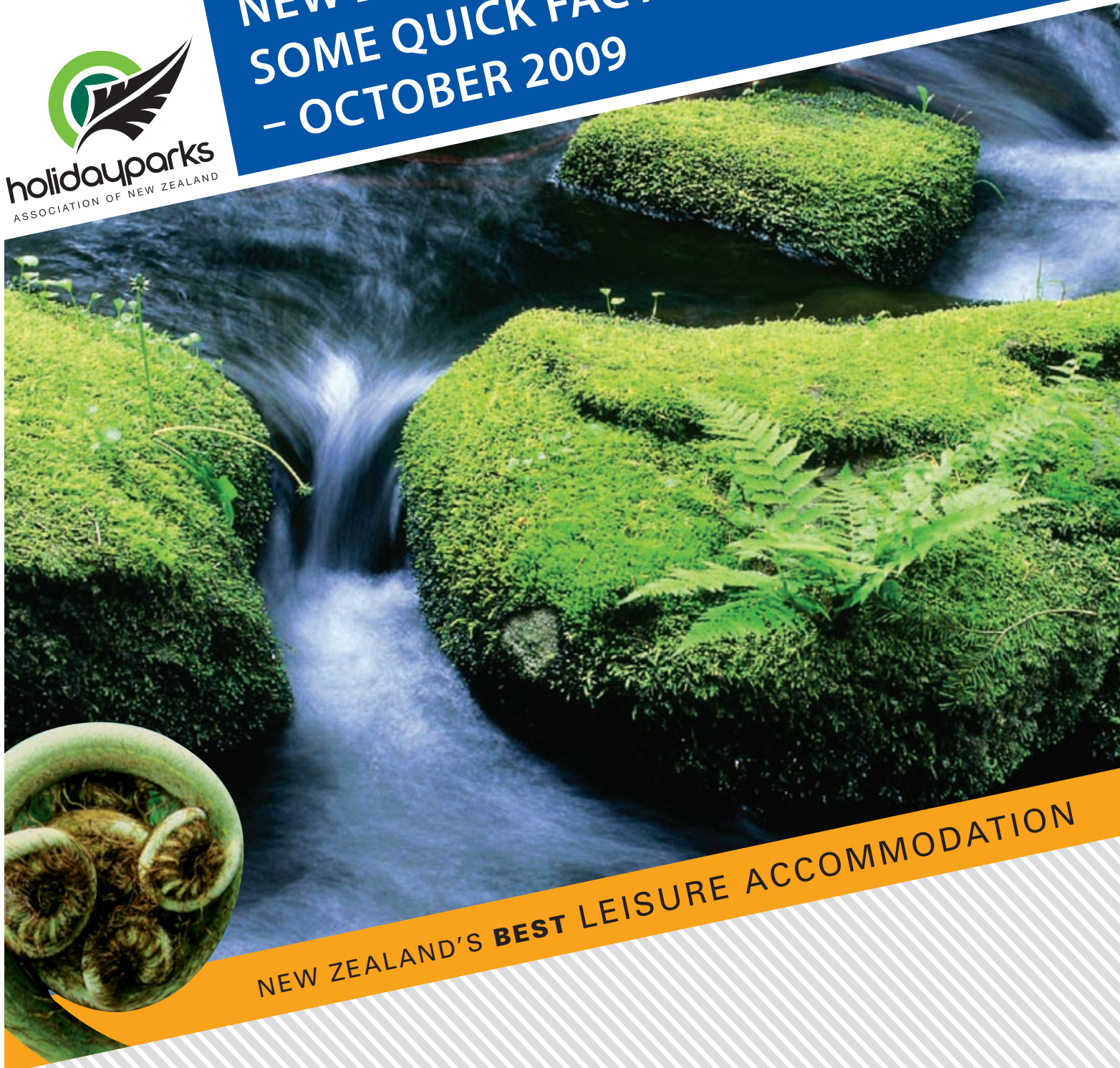


HOLIDAY ACCOMMODATION PARKS ASSOCIATION OF NZ (INC.)

# NEW ZEALAND HOLIDAY PARKS SOME QUICK FACTS - OCTOBER 2009



NEW ZEALAND'S **BEST** LEISURE ACCOMMODATION

An independent review and analysis of existing data relating to the use of Holiday Parks and the provision of Holiday Park accommodation. Prepared for the Holiday Accommodation Parks Assn of NZ by Angus & Associates Ltd

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## Introduction

This document highlights the current shape of the Holiday Park sector in New Zealand. This information has been prepared for the Holiday Accommodation Parks Association of New Zealand (HAPNZ) – a membership based and funded organisation representing the interests of the commercial Holiday Parks sector in New Zealand. The information which follows is a result of the review and analysis of existing data relating to the use of Holiday Parks and the provision of Holiday Park accommodation.

## Conclusions

New Zealand's commercial Holiday Parks are well placed to make a growing contribution to the communities in which they are based. The number of visitors using Holiday Parks is increasing and there is evidence that these visitors stay longer and spend more than other visitors to New Zealand's regions. Recent years have seen an increase in the range of accommodation and facilities offered by Holiday Parks, as well as an increase in patronage.

These findings are likely to dispel a number of myths that exist regarding the nature and state of the Holiday Park sector and the contribution that Holiday Parks make to their local communities and the wider tourism industry.

## Some Quick Facts on Holiday Parks

### Did you know...

- ✓ **The number of visitors staying in Holiday Parks is growing.** Over the past ten years the number of domestic and international guest arrivals to Holiday Parks has grown by 36% - an average of 4% per year.
- ✓ **Holiday Parks are the third largest accommodation sector.** In the year to June 2009 Holiday Parks catered for 6.4 million visitor nights – this equates to 20% of all commercial visitor nights in New Zealand.
- ✓ **Visitors to Holiday Parks stay longer.** The average length of stay at a Holiday Park for the year ending June 2009 for domestic and international visitors was 2.1 nights – this is 7% longer than the average length of stay amongst all commercial accommodation. International visitors who stay in Holiday Parks also tend to stay much longer in New Zealand – 34 nights on average. This is 56% longer than the average amongst all sectors of 22 nights.
- ✓ **Visitors to Holiday Parks spend more.** In part due to their longer stay, the average total expenditure in New Zealand for international visitors where Holiday Parks were the main form of accommodation is \$2,392, against the average overall of \$1,655.
- ✓ **The number of Holiday Parks is stable.** There are around 400 commercial Holiday Parks in New Zealand. This figure has been stable for the past ten years.
- ✓ **Holiday Parks now offer a wider range of products and services.** Recent years have seen an increase in the amount and range of built accommodation and an increase in facilities offered by Holiday Parks.
- ✓ **Holiday Park occupancy is improving.** With the number and capacity of Holiday Parks remaining stable, and growth in visitor numbers, Holiday Parks have seen an increase in occupancy of 26% since 2000 (from an annual average of 12% to 15%).

## ✓ The number of visitors staying in Holiday Parks is growing

Over the past ten years the number of domestic and international guest arrivals to Holiday Parks has grown by 36% - an average of 4% per year. In the year ending June 2009 there were 3.1 million guest arrivals in the Holiday Park sector<sup>1</sup>. This growth is ahead of the average for all commercial accommodation. The rate of growth is faster than the motel sector (2% annually for the same period) and slower than the backpacker sector (9%).



In the year ending June 2009, 201,370 international visitors stayed in at least one Holiday Park during their visit<sup>2</sup>. This equates to 8% of all international visitors to New Zealand in that year. **The use of Holiday Parks by international visitors is growing faster than the use of some other accommodation types.** Data from the Ministry of Tourism's International Visitor Survey (IVS) suggests the number of international visitors staying in Holiday Parks has grown by an average of 5% annually over the past nine years, compared with just under 5% in motels and 2% in hotels.

The latest Ministry of Tourism Forecast predicts that international visitor arrivals will increase by 18.6% by 2015 - an average of 2.5% per annum<sup>3</sup>. At this rate (which is slower than the growth rate to date) approximately 239,000 international visitors will use a Holiday Park in 2015.

<sup>1</sup> Statistics New Zealand, Commercial Accommodation Monitor.

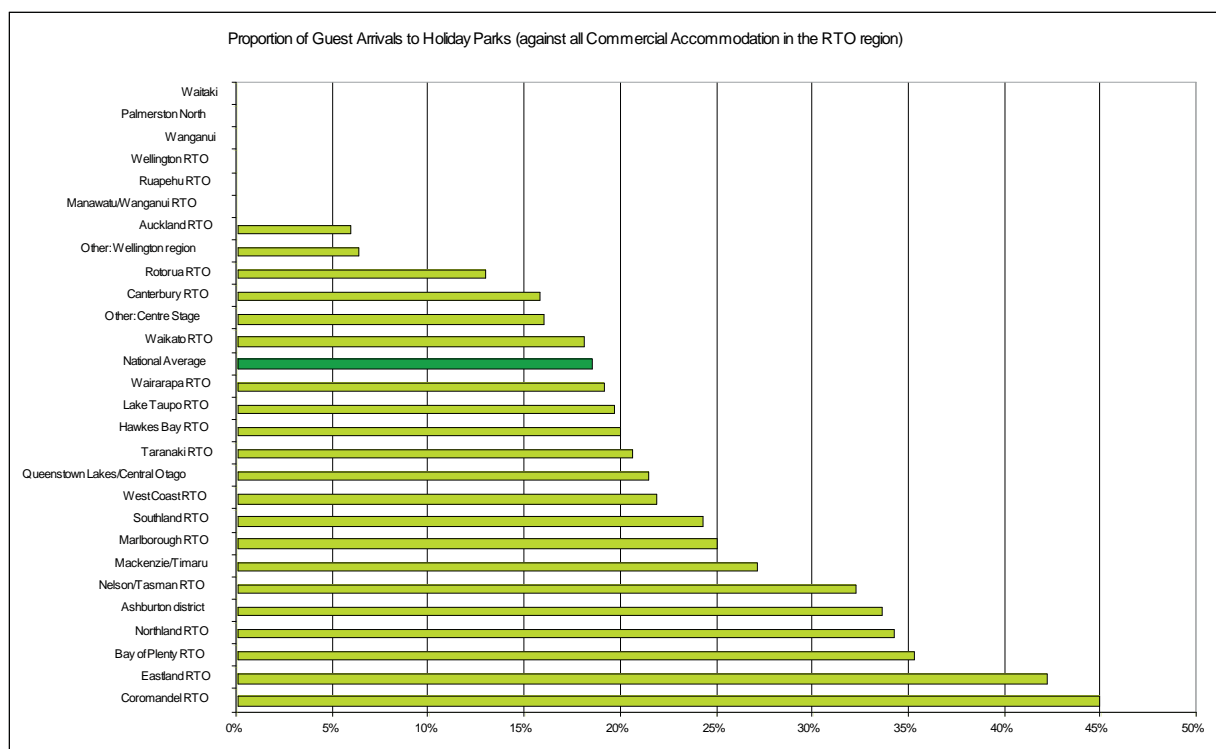
<sup>2</sup> Ministry of Tourism, International Visitor Survey.

<sup>3</sup> Ministry of Tourism, New Zealand Tourism Forecasts 2009-2015.

In the year ending December 2008, 1,265,649 domestic visitors stayed at least one night in a Holiday Park<sup>4</sup>. This equates to 8% of all domestic overnight visitors in that year. Ministry of Tourism Forecasts predict that domestic overnight trips will increase by 3.4% by 2015, or 0.5% a year<sup>5</sup>. Assuming the rate of growth in the number of trips is similar to the rate of growth in the number of visitors, 1,308,681 domestic visitors will stay at least one night in a Holiday Park in 2015.

The Regional Visitor Monitor (RVM) for the year ending June 2009 found that 7% of international and 3% of domestic respondents were using a Holiday Park as their main form of accommodation during their visit to the region in which they were interviewed (this includes non-commercial accommodation such as private homes)<sup>6</sup>. However, these proportions ranged from 3% to 10% across the six participating regions.

The chart below further illustrates the variance in the proportion of visitors using Holiday Parks in the different RTO (Regional Tourism Organisation) regions of New Zealand. This chart shows the proportion of visitors staying in commercial accommodation that are staying in a Holiday Park<sup>7</sup>. So for example, 45% of all visitors to Coromandel staying in commercial accommodation are staying in a Holiday Park. Some regions display nil values due to low survey response rates.



<sup>4</sup> Ministry of Tourism, Domestic Travel Survey.

<sup>5</sup> Ministry of Tourism, New Zealand Tourism Forecasts 2009-2015.

<sup>6</sup> Ministry of Tourism, Regional Visitor Monitor benchmark data.

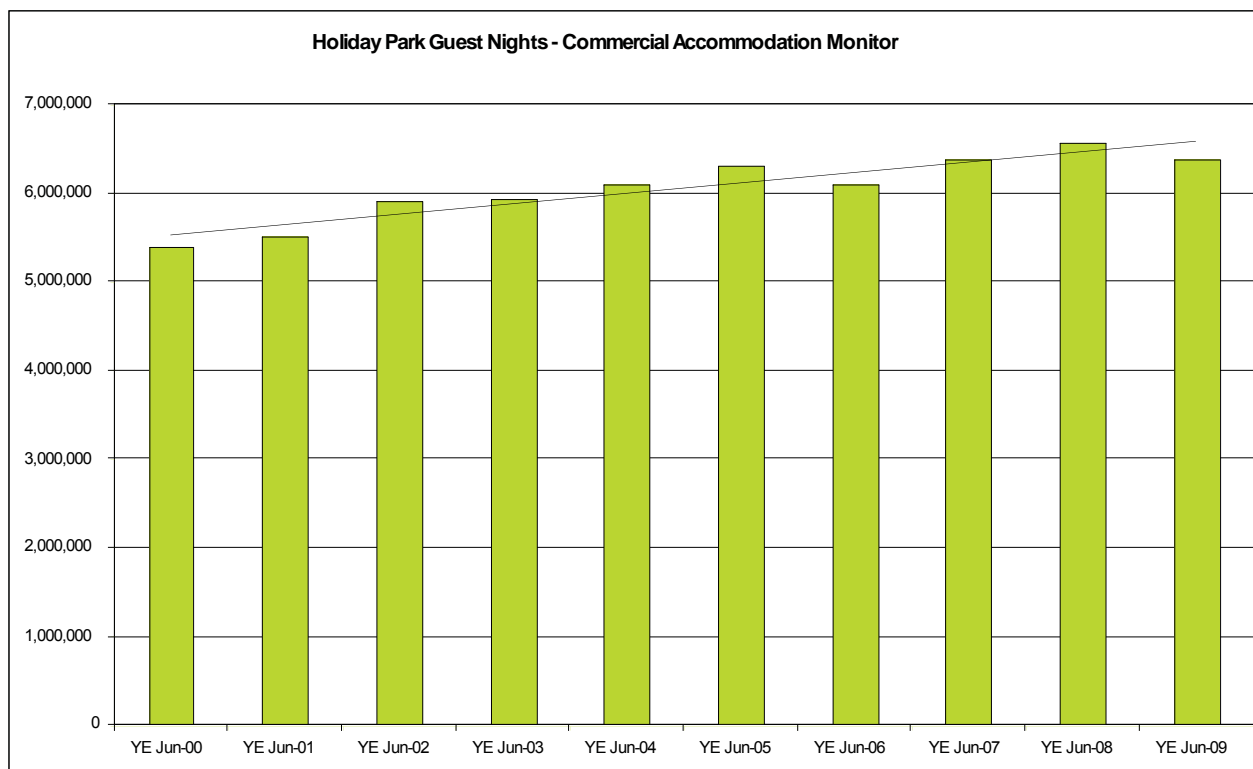
<sup>7</sup> Statistics New Zealand, Commercial Accommodation Monitor, YE June 2009.

## ✓ Holiday Parks are the third largest accommodation sector

In the year to June 2009 Holiday Parks catered for 6.4 million visitor nights – this equates to 20% of all commercial visitor nights in New Zealand<sup>8</sup>. Holiday Parks are the third largest commercial accommodation sector after hotels (10.4 million nights) and motels (10.2 million nights).

These 6.4 million Holiday Park visitor nights are currently made up of approximately 2.2 million international visitor nights (35% of the total) and 4.2 million domestic visitor nights (65% of the total)<sup>9</sup>. These proportions have changed from around 24% international and 76% domestic in 2000. Given the forecast growth rate for international visitors is higher than that for domestic visitors, this proportion is likely to continue to change in future, with international visitors making up close to 40% of Holiday Park visitor nights by 2015.

The chart below shows the upward trend in Holiday Park guest nights. Guest nights have increased by 19% since 2000. This is an average of 2% annually.

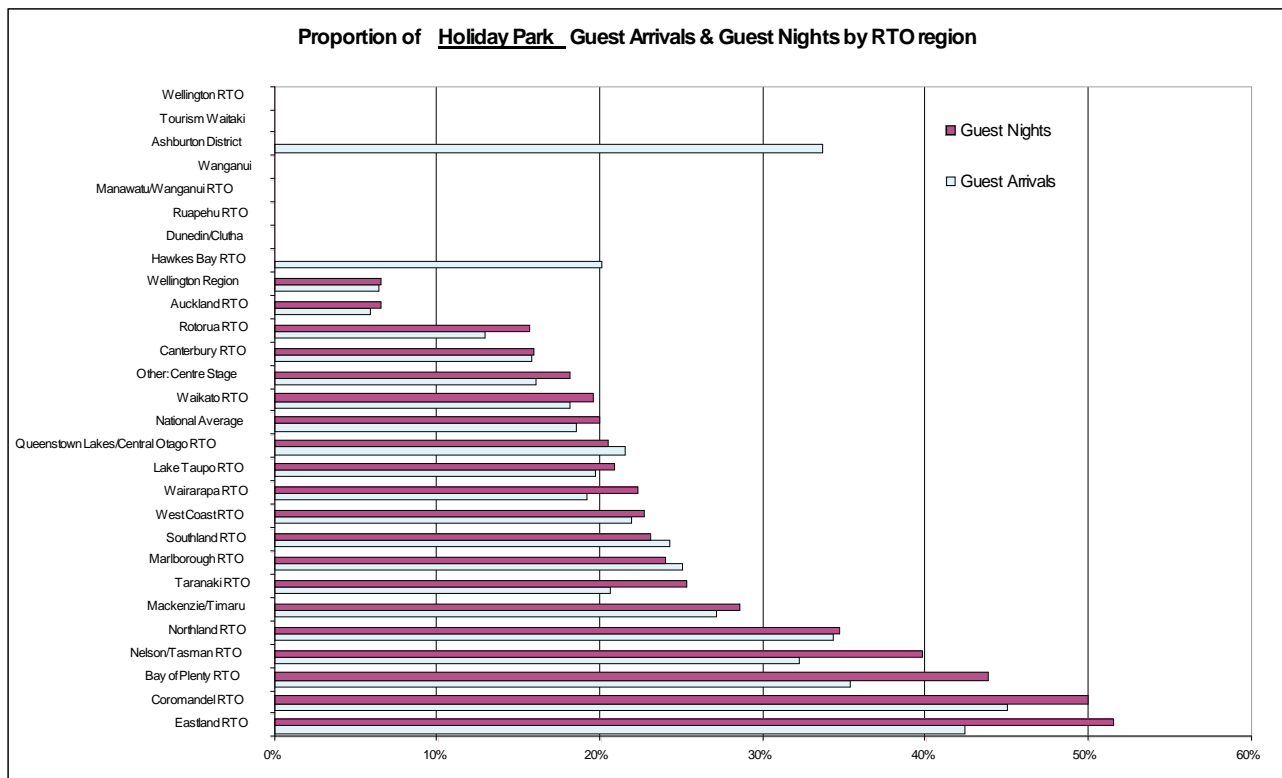


At a regional level, Commercial Accommodation Monitor data suggests that the share of guest nights provided by Holiday Parks is often even higher than the share of guest arrivals (due to length of stay). For example, in the

<sup>8</sup> Statistics New Zealand, Commercial Accommodation Monitor.

<sup>9</sup> Ministry of Tourism, International Visitor Survey (YE Jun 2009) and Domestic Travel Survey (YE Dec 2008).

Bay of Plenty, 35% of guest arrivals to commercial accommodation are to Holiday Parks and 44% of guest nights in commercial accommodation are spent in Holiday Parks<sup>10</sup>. In the chart below some regions have no value displayed due to low response rates.



The RTO regions that provided the most guest nights in Holiday Parks in the year to June 2009 were Canterbury, Queenstown Lakes/Central Otago, Northland, Bay of Plenty, Nelson/Tasman and Auckland<sup>11</sup>. Canterbury provided 689,000 Holiday Park guest nights and all of these regions mentioned above provided more than 350,000 Holiday Park guest nights during the year. Canterbury's figure equates to a daily average of 1,887 Holiday Park guests staying in the region.

The chart over the page provides further information about the number and proportion of Holiday Park guest nights on a regional basis. Almost 50% of all international and domestic guest nights are spent in the North Island and over 40% in the South Island<sup>12</sup> (some regions have nil values due to low response rates, so there is a proportion of unallocated guest nights).

<sup>10</sup> Statistics New Zealand, Commercial Accommodation Monitor YE June 2009.

<sup>11</sup> Statistics New Zealand, Commercial Accommodation Monitor YE June 2009.

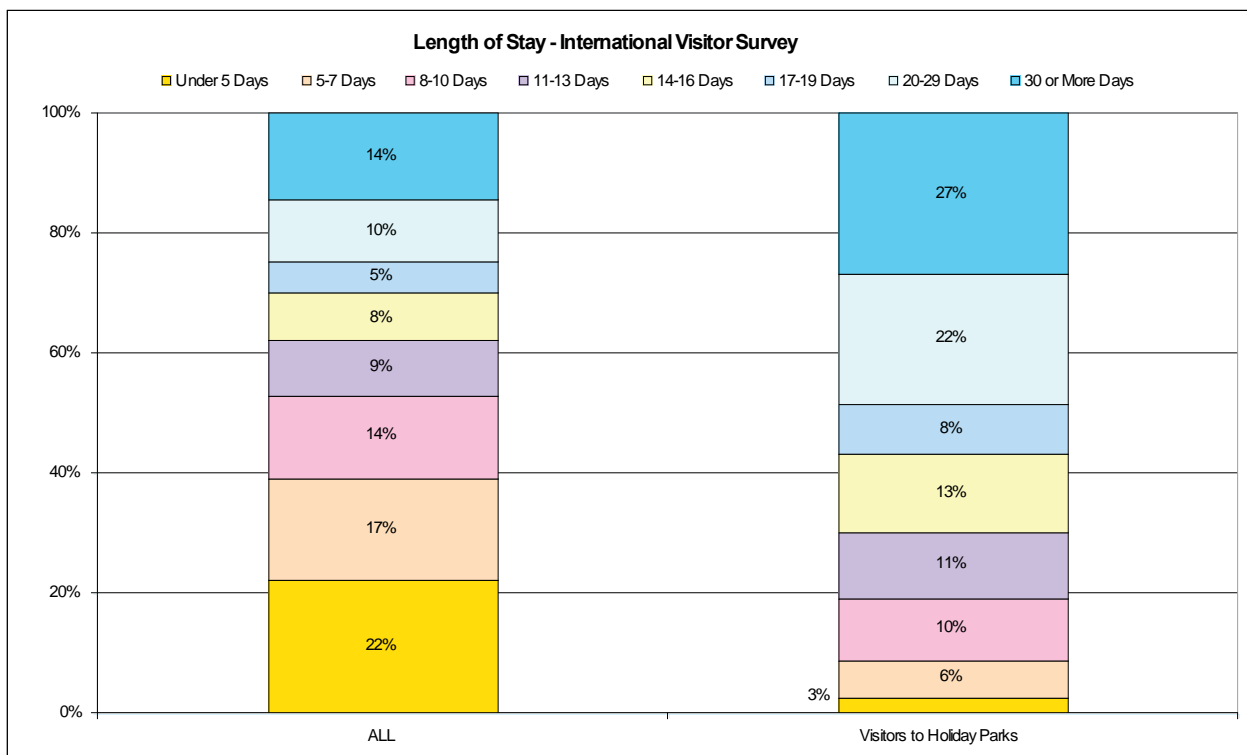
<sup>12</sup> Statistics New Zealand, Commercial Accommodation Monitor.

| Regional Tourism Organisation (RTO)               | Holiday Park Guest Nights YE June 2009 (CAM) | Percentage of all Holiday Park Guest Nights |
|---|--|---|
| Northland RTO                                     | 565,191                                      | 8.9%  |
| Bay of Plenty RTO                                 | 541,408                                      | 8.5%  |
| Auckland RTO                                      | 358,383                                      | 5.6%  |
| Coromandel RTO                                    | 337,192                                      | 5.3%  |
| Rotorua RTO                                       | 270,055                                      | 4.2%  |
| Hawkes Bay RTO                                    | .  | .   |
| Lake Taupo RTO                                    | 205,208                                      | 3.2%  |
| Wairarapa   | 43,141                                       | 0.7%  |
| Wellington Region                                 | 170,821                                      | 2.7%  |
| Eastland RTO                                      | 232,491                                      | 3.6%  |
| Waikato RTO                                       | 202,625                                      | 3.2%  |
| Taranaki RTO                                      | 141,461                                      | 2.2%  |
| Ruapehu RTO                                       | .  | .   |
| Manawatu/Wanganui RTO                             | .  | .   |
| <b>North Island Total</b>                         | <b>3,067,976</b>                             | <b>48.1%</b>                                |
| Canterbury RTO                                    | 688,910                                      | 10.8%                                       |
| Queenstown Lakes/Central Otago                    | 646,892                                      | 10.1%                                       |
| Nelson/Tasman RTO                                 | 489,304                                      | 7.7%  |
| West Coast RTO                                    | 281,564                                      | 4.4%  |
| Southland RTO                                     | 198,877                                      | 3.1%  |
| Marlborough RTO                                   | 168,416                                      | 2.6%  |
| Dunedin RTO                                       | .  | .   |
| Mackenzie/Timaru                                  | 192,216                                      | 3%  |
| <b>South Island Total</b>                         | <b>2,666,179</b>                             | <b>41.8%</b>                                |
| <b>Unallocated</b>                                | <b>645,503</b>                               | <b>10.1%</b>                                |
| <b>Total Holiday Park Guest Nights YE June 09</b> | <b>6,379,658</b>                             | <b>100%</b>                                 |

## ✓ Visitors to Holiday Parks stay longer

The average length of stay at a Holiday Park for the year ending June 2009 was 2.1 nights<sup>13</sup> – this is 7% longer than the average length of stay amongst all commercial accommodation sectors.

Further, international visitors who stay in Holiday Parks have a much longer average length of stay in New Zealand – 34 nights in the year ending June 2009 compared with the average across all sectors of 22 nights (or 56% longer).<sup>14</sup> The chart below from the Ministry of Tourism’s International Visitor Survey data illustrates this difference. Almost half of international visitors who had stayed in a Holiday Park during their visit stayed in New Zealand for 20 days or more.

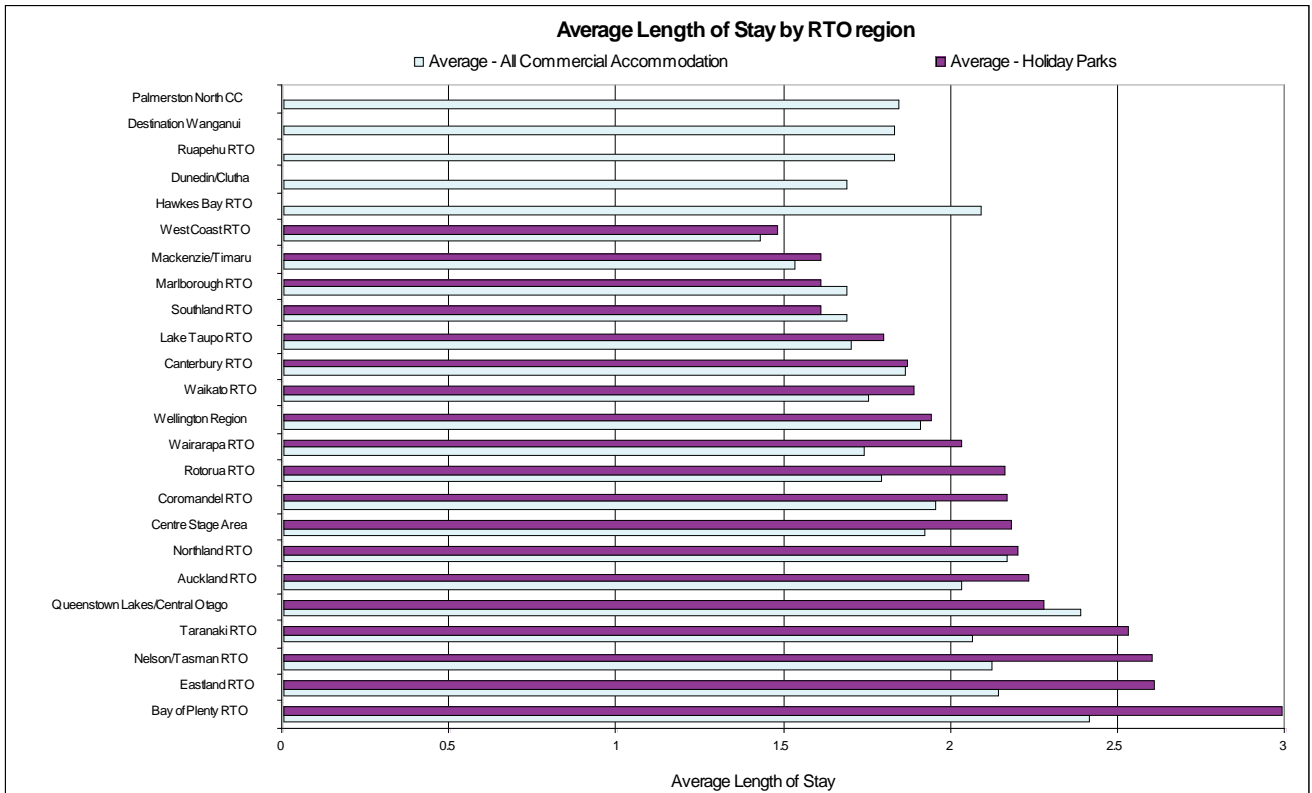


At a regional level, it is similarly clear that the length of stay in Holiday Park accommodation commonly outstrips other sectors. The chart over the page shows data from the Commercial Accommodation Monitor for the year ending June 2009, comparing the average length of stay in commercial accommodation in the RTO region, with that for Holiday Parks specifically.

<sup>13</sup> Statistics New Zealand, Commercial Accommodation Monitor.

<sup>14</sup> Ministry of Tourism, International Visitor Survey, YE June 2009.

In almost all cases the average length of stay in Holiday Parks is longer than that in other accommodation, with Bay of Plenty, Eastland, Nelson/Tasman, Taranaki, and Rotorua performing particularly well in this area.



## ✓ Visitors to Holiday Parks spend more

While staying at Holiday Parks, visitors contribute around **\$623 million in direct expenditure** to New Zealand's economy each year<sup>15</sup>. Approximately \$340 million, or 55% of this expenditure, is contributed by domestic visitors and the remaining \$283 million, or 45%, by international visitors.

In part due to their longer stay, the average total expenditure in New Zealand for international visitors where Holiday Parks were the main form of accommodation is \$2,392, against the average overall of \$1,655<sup>16</sup>. This is a difference of 45%.

The table below shows the variation in visitor spend by accommodation type used, with visitors staying in Holiday Parks spending more overall than those staying in luxury lodges, hotels and motels.

| Accommodation Types Used         | Average Total Expenditure in NZ per Person (\$) |
|----------------------------------|---|
| <b>Total</b>                     | <b>\$1,655</b>                                  |
| Owned Dwellings - Rented         | \$4,347   |
| Student Halls Of Residence       | \$3,320   |
| DoC Site                         | \$2,791   |
| Backpackers/Hostels              | \$2,750   |
| Guest And Hosted                 | \$2,601   |
| <b>Holiday Parks/Campgrounds</b> | <b>\$2,392</b>                                  |
| Resorts, Luxury Lodges, Retreats | \$2,279   |
| Motels                           | \$1,966   |
| Hotels                           | \$1,684   |
| Owned Dwellings - Private        | \$1,535   |
| Other Collective Establishments  | \$1,289   |
| Other Tourism Accommodation      | \$2,310   |

Domestic Holiday Park visitors spend less per trip than international visitors. However, they spend more at each individual Holiday Park that they stay at. This is because trips by domestic visitors tend to be 'stay put' trips, whilst international visitors tend to be 'touring'<sup>17</sup>.

An average of just 18% of daily expenditure by Holiday Park visitors goes towards Holiday Park accommodation costs. The balance is typically spent outside of Holiday Parks in areas such as hospitality (cafes, restaurants, bars), activities and attractions, transport (rental vehicles, fuel, buses, taxis), retail goods and services, and entertainment.

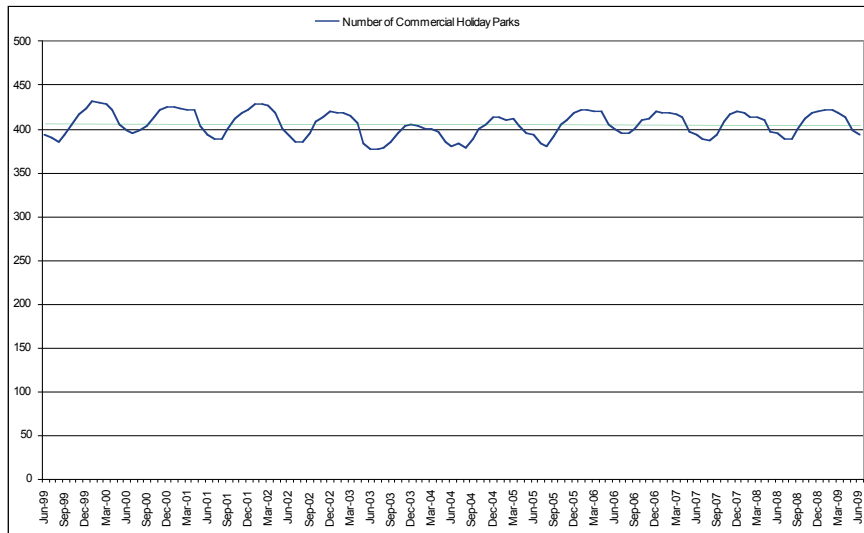
<sup>15</sup> Angus & Associates, 'Value of the Holiday Park Sector, March 2009.

<sup>16</sup> Ministry of Tourism, International Visitor Survey, YE June 2009.

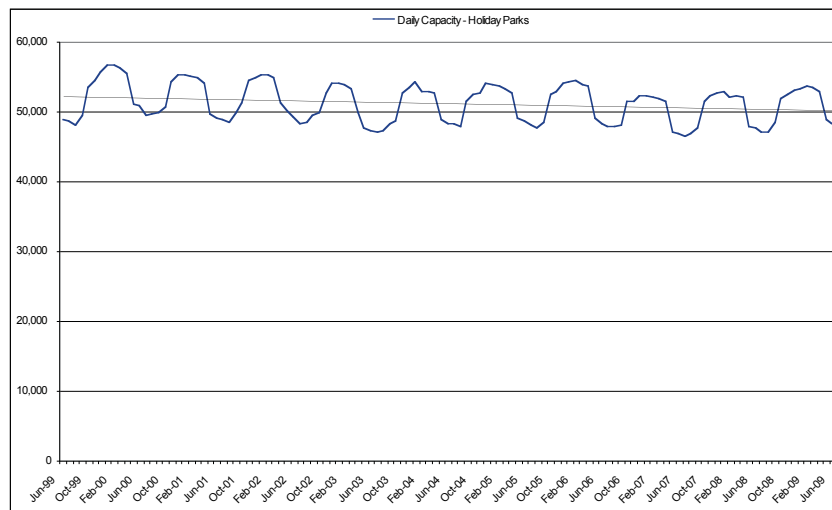
<sup>17</sup> Expenditure by Holiday Park Visitors Peak Season 06/07, Angus & Associates, February 2007. The average expenditure per trip for a domestic visitor was \$819.64.

## ✓ The number of Holiday Parks is stable

There are around 400 commercial Holiday Parks in New Zealand. This figure has been stable for the past ten years (see below)<sup>18</sup>. Also apparent is a seasonal pattern that sees around 5-10% of Holiday Parks close over the winter months. In addition, there are a number of non-commercial camping areas operated by the Department of Conservation and local authorities.



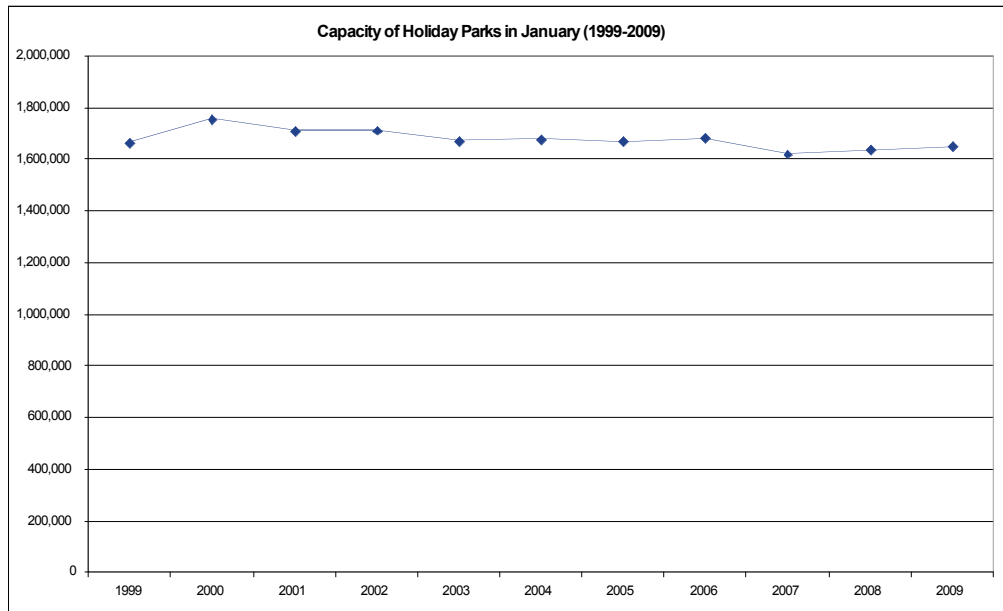
The capacity of all Holiday Parks on a daily basis is approximately 51,000<sup>19</sup>. This capacity has dropped very slightly over the past 10 years. As with the number of Holiday Parks there is a corresponding 5-10% drop in capacity over the winter months.



<sup>18</sup> Statistics New Zealand, Commercial Accommodation Monitor.

<sup>19</sup> Statistics New Zealand, Commercial Accommodation Monitor.

Capacity in the month of January (the peak month for Holiday Parks), has changed little in the past ten years, as the chart below shows. In January 1999 capacity was 1,666,250 and in January 2009 it was 1,650,626 (down 0.9%)<sup>20</sup>. In the interim years it increased slightly around the millennium, and dipped slightly very recently, but else has remained stable. Looking at capacity across full years, there is a similar pattern. In the year ending June 1999 annual capacity was 18,688,440 and in the year ending June 2009 it was 18,547,527 (a decrease of 0.8%). There was a similar increase in capacity around the millennium.



There are around 400 commercial Holiday Parks in New Zealand. Three quarters (302) of these parks are members of the Holiday Accommodation Parks Association of New Zealand (HAPNZ) - a membership based and funded organisation representing the interests of the commercial Holiday Parks sector in New Zealand. There are also 175 Holiday Parks that are Qualmark licence holders<sup>21</sup> (44% of all Holiday Parks and approximately 58% of HAPNZ members). In the past year 14 Holiday Parks have also become holders of Qualmark's new Enviro-logos (two gold, nine silver and three bronze). The proportion of Holiday Parks participating in the Qualmark programme is higher than in the backpacker, hotel and self-contained and serviced/motel sectors (around 17%, 32% and 35% respectively)<sup>22</sup>. This reflects the importance the industry places on the quality of its product offering. Further engagement in quality assurance programmes is encouraged by industry groups.

There are three formal marketing groups within the industry – the Top 10 Holiday Park Group (with 49 locations – all required to be Qualmark 4 star or more), Kiwi Holiday Parks (with over 50 locations – all required to be

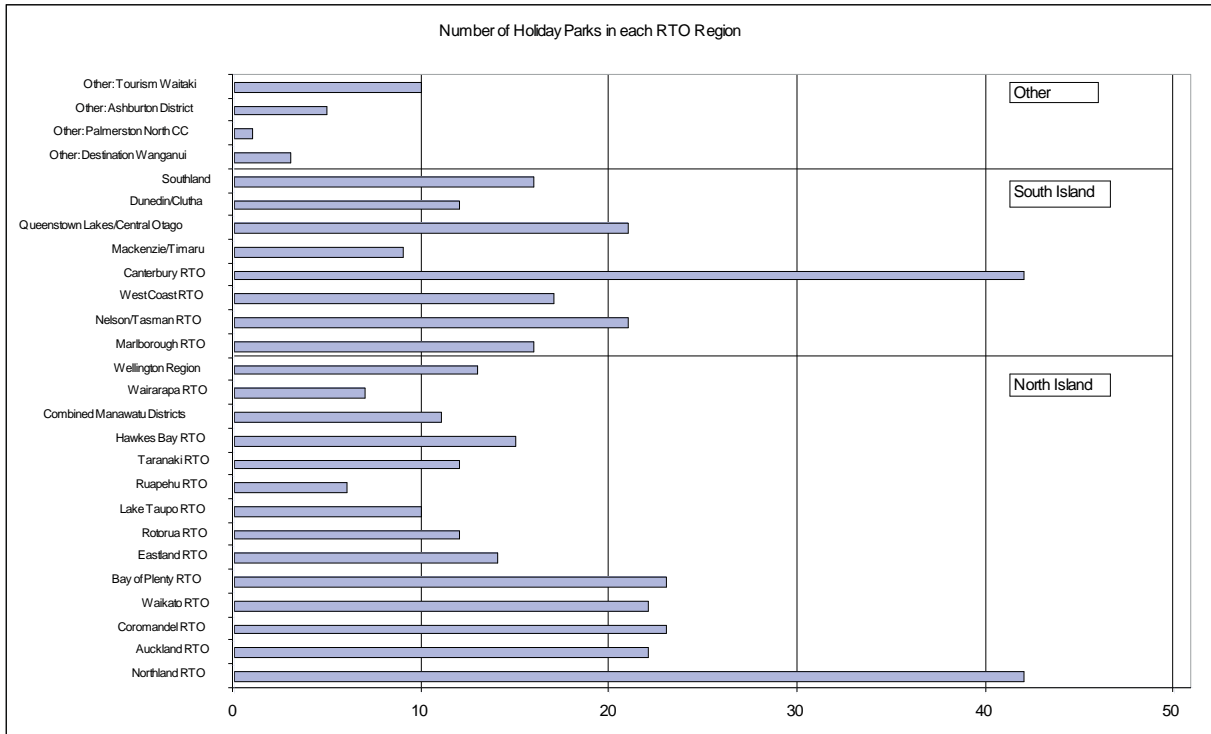
<sup>20</sup> Statistics New Zealand, Commercial Accommodation Monitor.

<sup>21</sup> [www.qualmark.co.nz](http://www.qualmark.co.nz) September 2009. Qualmark is New Zealand tourism's official quality agency.

<sup>22</sup> Based on the number of establishments in that sector that are Qualmark graded and the number of establishments in that sector as recorded by the Commercial Accommodation Monitor.

Qualmark 3 star or more) and Family Parks of New Zealand (with about 35 locations – all required to be Qualmark 3 star or more).

There are more Holiday Parks in the North Island, than in the South Island (roughly a 60:40 split)<sup>23</sup>. Holiday Parks tend to be concentrated in coastal areas (particularly in the north of the North Island), but there is good coverage over all of the country, as shown in the chart below.



IRD data shows that the Holiday Park sector employed 2,010 people as at February 2008. Given the seasonal nature of the tourism industry, this increased from around 1500 people during mid winter 2007<sup>24</sup>. Levels of employment in the Holiday Park sector have increased in recent years – for example this 2008 figure has increased by 10% on the 2005 level. These figures include all employees but do not account for the number of hours worked.

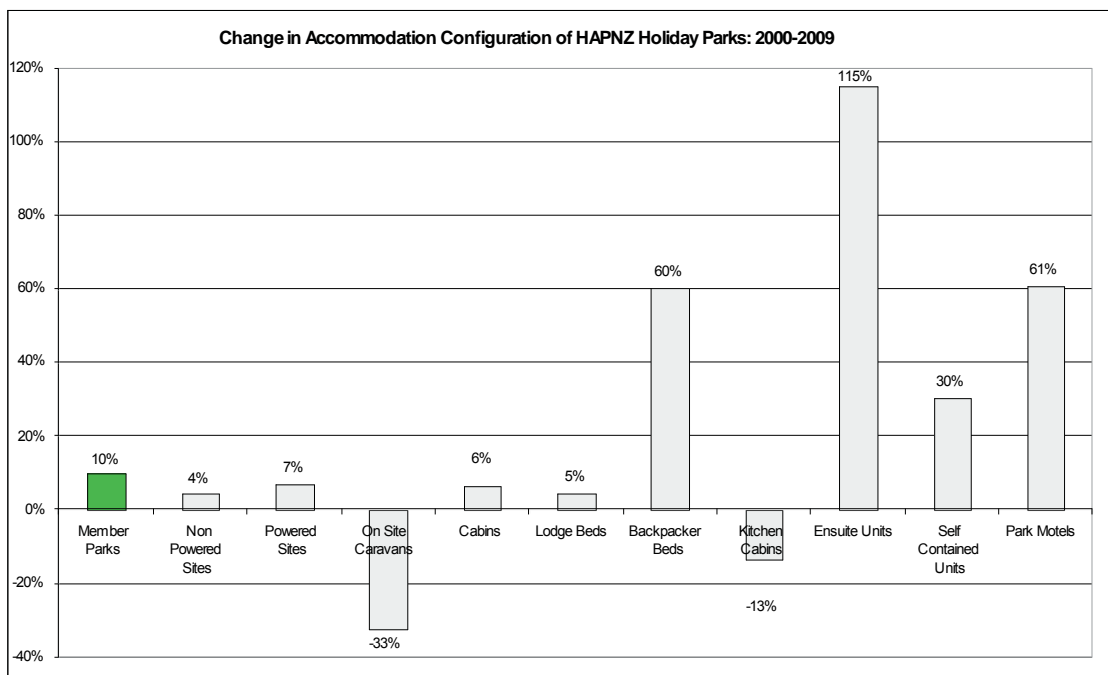
<sup>23</sup> Statistics New Zealand, Commercial Accommodation Monitor.

<sup>24</sup> Sourced from Statistics New Zealand.

## ✓ Holiday Parks now offer a wider range of products and services

Recent years have seen an increase in the amount and range of built accommodation and an increase in facilities offered by Holiday Parks.

Holiday Parks are increasingly developing built accommodation, particularly built accommodation of a higher standard. This provides a means of generating additional revenue, as well as more options for year-round product. The chart below illustrates the change in the configuration of HAPNZ member Holiday Parks from 2000 to 2009. There is a particular shift in the number of ensuite units, park motels and backpacker beds.

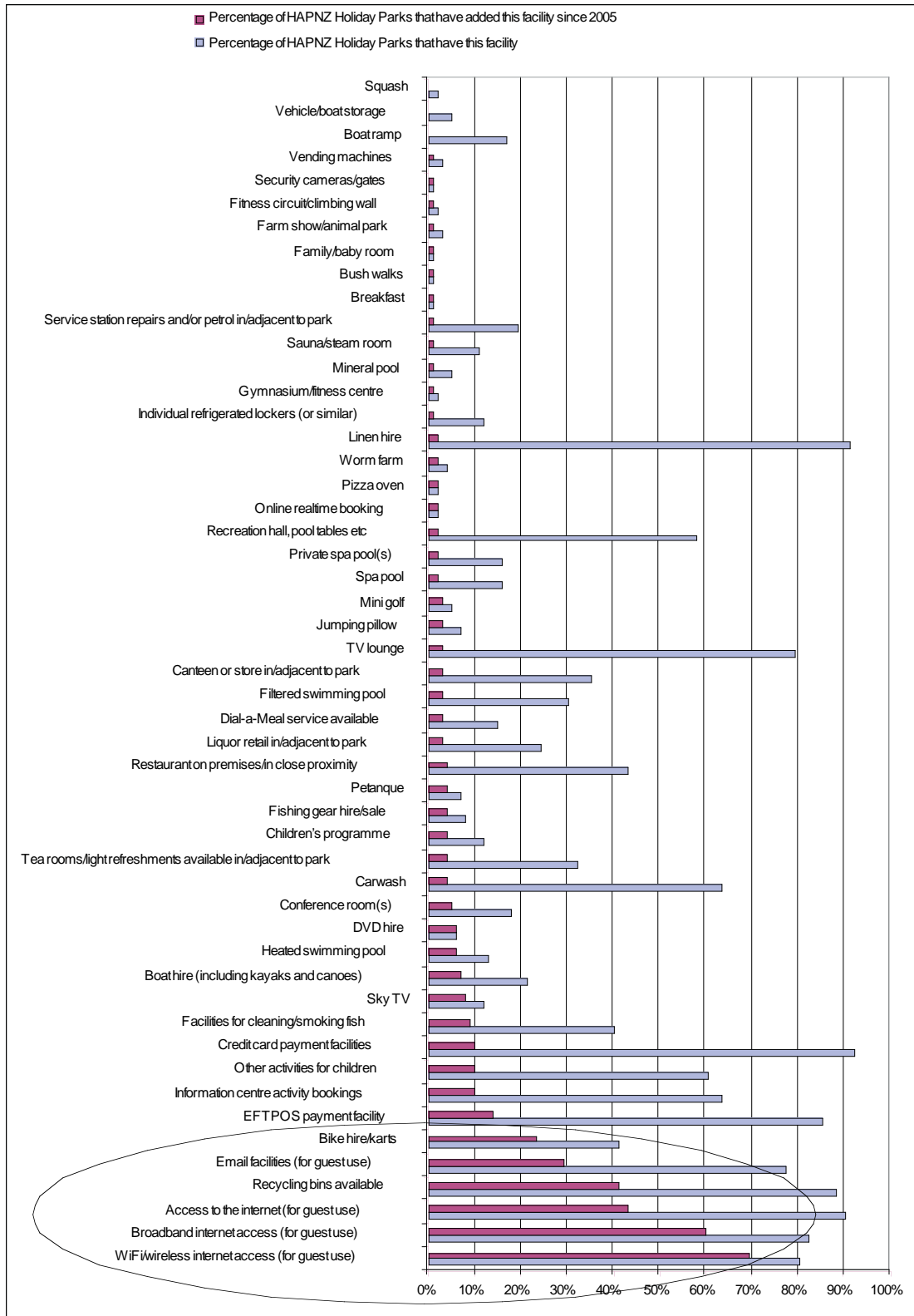


A search of the internet revealed that internationally, particularly in the USA, Holiday Parks are increasingly offering facilities such as wireless internet access, fitness centres, themed events, skate parks, comprehensive food stores or speciality restaurants/bars and newspapers delivered daily to your site. With these things in mind HAPNZ Holiday Parks were asked what changes to their Holiday Park's facilities they had made over the period 2005-2009<sup>25</sup>. The chart over the page shows the results.

The biggest changes were to do with the various forms of internet access available for guest use. Almost 70% of respondents had introduced **WiFi/wireless internet access** for guests since 2005 and 80% of respondents reported now having this facility (up from 30% in the 2006 survey). Further, 60% of respondents had obtained **broadband access** for guests since 2005. Other popular additions to facilities have been recycling bins (added

<sup>25</sup> All HAPNZ members were invited to participate in this survey. Just over a third of members took part (34%).

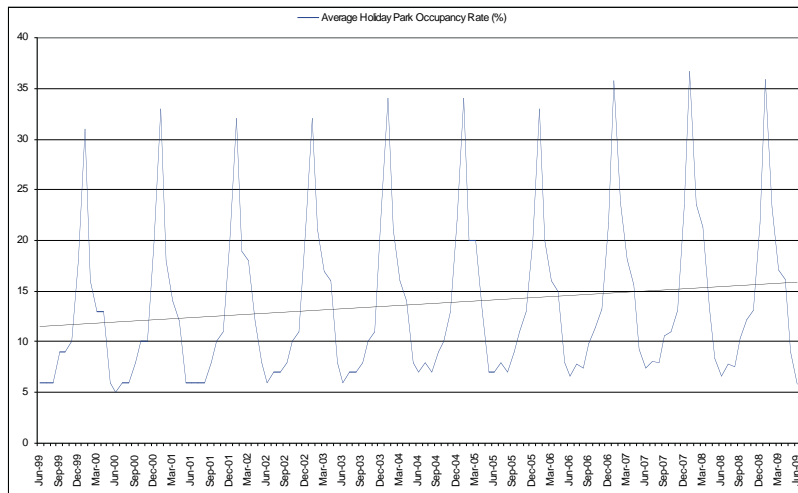
by 41% of respondents and thought to be related to the LoveNZ recycling programme), bike hire and Information Centre services (i.e. assistance with activity and attraction bookings).



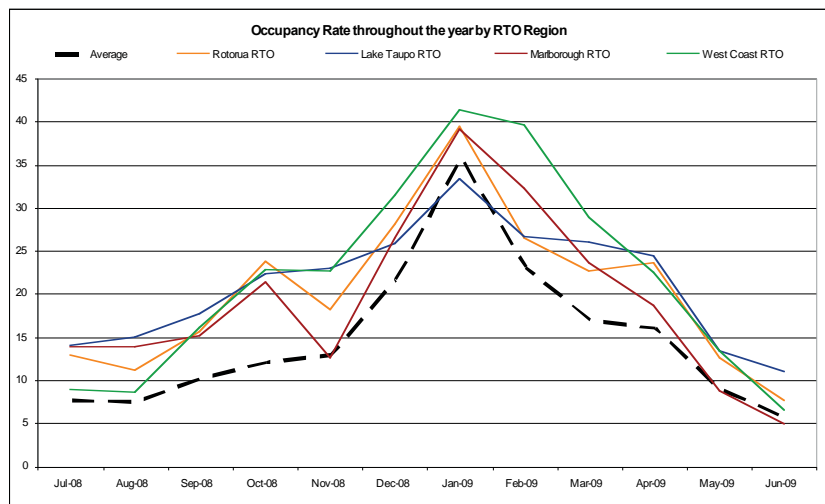
## ✓ Holiday Park occupancy is improving

With the number and capacity of Holiday Parks remaining stable, and growth in visitor numbers, Holiday Parks have seen an increase in occupancy of 26% since 2000 (from an annual average of 12% to 15%)<sup>26</sup>.

Seasonal patterns result in different levels of occupancy at different times of year. January is the busiest month but there are signs that an increase in occupancy in the shoulder months of December, February, March and April is lengthening the high season for many parks.



A number of RTO regions have established good 'year-round' Holiday Park business. The chart below shows the average monthly occupancy from July 2008 to June 2009, as well as a few examples of regions that have strong year-round business.



<sup>26</sup> Statistics New Zealand, Commercial Accommodation Monitor, YE June.



The Tourism Industry Association New Zealand (TIA) congratulates Holiday Accommodation Parks New Zealand (HAPNZ) for undertaking this review. The lobbying strength of the tourism industry is increasingly influenced by the significance of its contribution to the national and local economies.

This analysis of research by HAPNZ objectively and clearly shows a very healthy holiday park sector. New products and facilities are helping to increase the number of visitors staying at holiday parks – and those visitors are generally spending more and staying longer than the average traveller.

TIA enjoys a strong professional partnership with HAPNZ. We will continue to provide practical support at every opportunity for a vital sector of New Zealand's tourism industry.



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