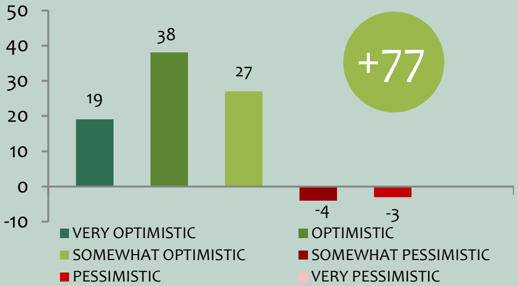
HOLIDAY PARKS - KEY INSIGHTS | December 2018

angus & ASSOCIATES

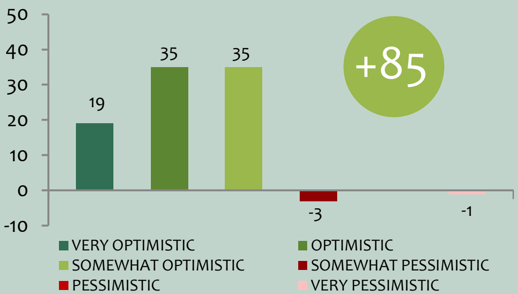
holidayparks NEW ZEALAND

Business Confidence Monitor

Confidence right now



Confidence for the next 12 months



Demand vs. last year…

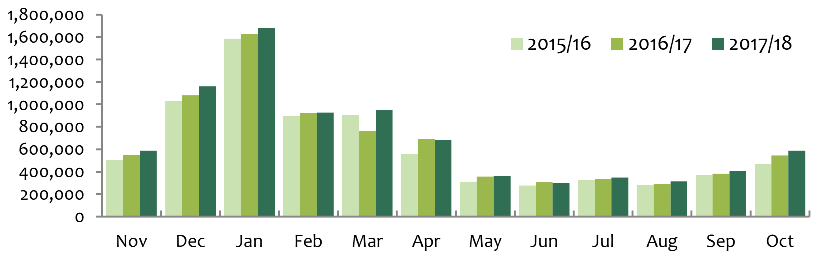
Compared with the same periods last year, 53% of Holiday Parks experienced an increase in demand during spring (September to November), and 51% expect to experience an increase in demand during summer (December to February).

Confidence score = (total optimistic) – (total pessimistic)
Based on a December 2018 survey of Holiday Parks NZ members

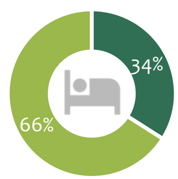
Holiday Park Share of Traditional Commercial Accommodation Market (CAM - YE Oct 2018 vs. Previous Year)

	Guest Nights	YOY Change	Market Share	Occupancy
Holiday Parks	8.3m (7.8m)	+6%	21% (20%)	21% (20%)
Hotels	14.4m (13.8m)	+4%	36% (35%)	69% (70%)
Motels	12.4m (12.3m)	+1%	31% (31%)	61% (61%)
Backpackers	5.1m (5.2m)	-2%	13% (13%)	44% (44%)

Seasonality: Holiday Park Guest Nights By Month (vs. Previous Years - CAM)



Demand by Market (CAM - YE Sep 2018)



- International
- Domestic

(In the previous year the split was also 66:34)

Australia	27%
Germany	16%
UK	13%
Rest of Europe	21%
USA	7%
Rest of World	16%

Holiday Park Main Accommodation (IVS), YE Sep 2018

Regional View (Holiday Parks, CAM - YE Oct 2018)

	Guest Nights	YOY Change	Market Share*	Origin** Dom : Intnl
Northland	786,000	+4%	40%	73 : 27
Auckland	411,000	-3%	6%	71 : 29
Coromandel	557,000	+4%	60%	75 : 25
Waikato	292,000	+8%	21%	67 : 33
Bay of Plenty	448,000	-3%	37%	80 : 20
Rotorua	335,000	+10%	14%	61 : 39
Taupō	230,000	+16%	20%	73 : 27
Whakatane-Kawerau	139,000	-	48%	84 : 16
Gisborne	170,000	-7%	43%	90 : 10
Taranaki	188,000	+8%	28%	81 : 19
Hawke's Bay	301,000	+5%	25%	83 : 17
Kāpiti-Horowhenua	132,000	+5%	49%	83 : 17
Marlborough	197,000	4%	26%	59 : 41
Nelson-Tasman	582,000	+2%	39%	73 : 27
Canterbury	1,244,000	+14%	23%	61 : 39
West Coast	349,000	+3%	25%	43 : 57
Wanaka	336,000	+23%	35%	53 : 47
Queenstown	374,000	+/-0%	10%	35 : 65
Central Otago	173,000	-2%	50%	87 : 13
Dunedin	157,000	3%	16%	60 : 40
Southland	85,000	+22%	18%	43 : 57

**of commercial guest nights in region ** YE Sep 2018*
Regions with insufficient sample excluded

Holiday Parks: Supply

n=410

CAM, YE Oct 2018
(402/414 in 2 prev. yrs)

Accommodation Types	% of Parks Offering Accom. Type (2018)
Non-Powered Sites	90%
Powered Sites	98%
On-site Vans	15%
Cabins	87%
Kitchen Cabins	46%
Ensuite Units	36%
Self-Contained Units	63%
Motels	55%

From April 2018 survey of Holiday Parks NZ members

While staying at holiday parks guests contribute over $1.1 billion annually in direct expenditure to local communities. Approximately $616 million (53%) is from domestic travellers and $541 million (47%) is from international travellers. 2016/17 studies by Angus & Associates revealed domestic visitors spend $114 per day on average, and international visitors $190. Holiday Parks themselves spend approximately $356 million per annum – three quarters of this in their local community.

Visitor Behaviour (Angus & Associates 2016/17): Domestic visitors tend to stay longer at a Holiday Park (tending to 'stay put') than international visitors (they tend to 'tour'). They are also more likely to be repeat visitors to a park, and middle aged (whereas international visitors tend to be younger and first time park visitors). Almost half of international holiday park guests are travelling in a campervan compared to just one in ten domestic guests. One quarter of guests stay in on-site built accommodation and tenting also accounts for approximately one quarter of the market. Almost half of peak season Holiday Park guests are travelling with children.