

# HAPNZ Business Confidence Monitor

August / September 2017



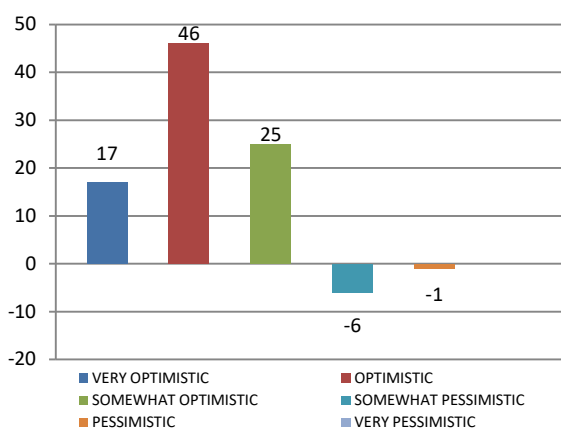
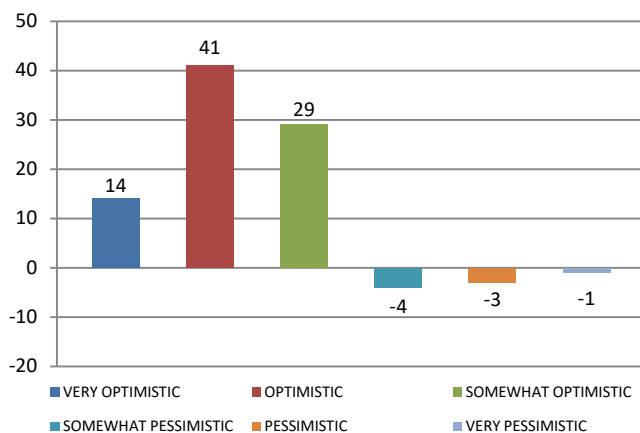
The HAPNZ Business Confidence Monitor measures members' current confidence levels. Members are asked to indicate their confidence levels in relation to business 'right now' and looking ahead to the next 12 months. Positive results indicate a generally optimistic outlook, while negative results indicate pessimism amongst members.

Confidence Right Now

**+76**

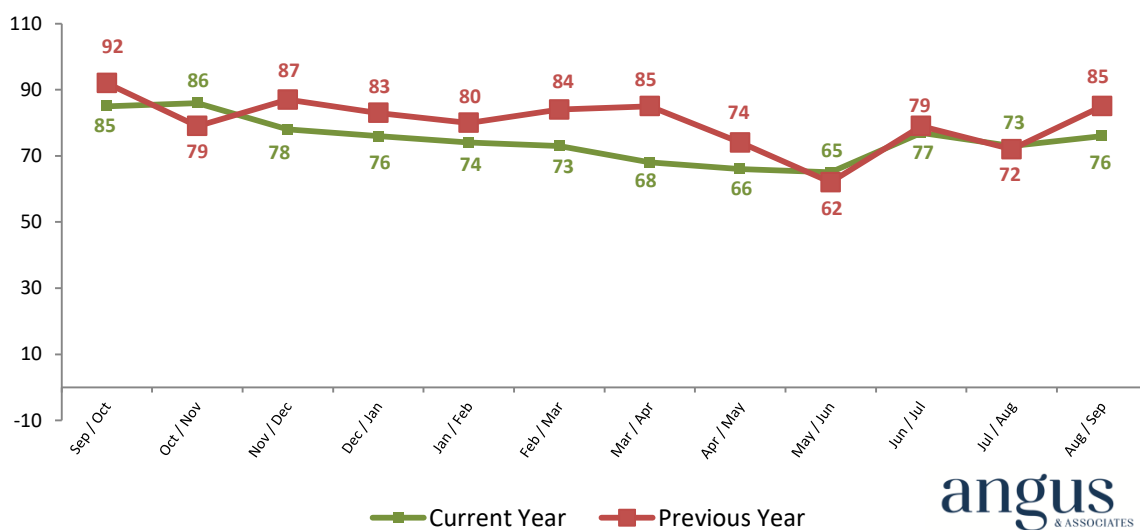
Confidence For Next 12 Months

**+81**



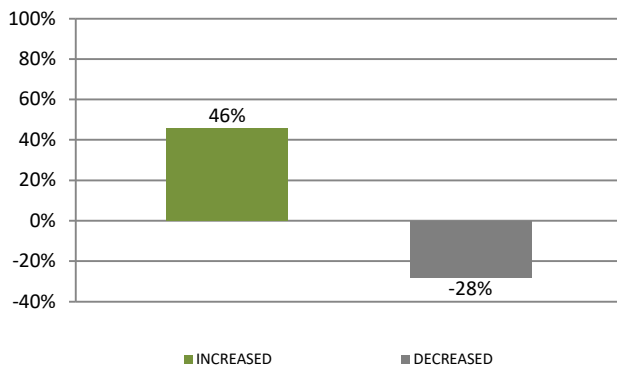
Member confidence **increased 3 points** from the previous month (to +76), indicating that 76% of survey respondents are currently more optimistic than pessimistic. Member confidence levels are 9 points lower than during the equivalent period in 2016. Confidence for the next 12 months decreased 4 points to +81.

## Confidence (Tracking)



## Demand This Month Compared To The Same Month Last Year

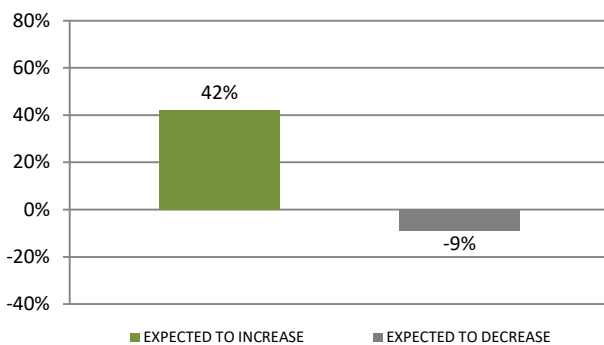
+18



Demand this month compared to the same month last year decreased by 5 points from the level recorded in the Jul / Aug survey. 46% of HAPNZ members participating in the monitor thought demand this month had increased, 28% indicated it had decreased and 26% saw no change.

## Demand For Coming Month Compared To Same Month Last Year

+33



Demand for the coming month increased by 12 points from the level recorded in the Jul / Aug survey. 42% of members expected demand for the coming month to increase, 9% expected it to decrease and 40% expected no change.

## Factors Driving Change In Demand

	INCREASE	DECREASE
Appeal of holiday parks in general	64%	20%
Appeal of your region	68%	10%
Competition	2%	0%
Domestic visitor market	36%	30%
Exchange rates	0%	0%
Global economic conditions	2%	0%
International visitor market	32%	10%
New Zealand's film industry	0%	0%
The New Zealand cycle trail	15%	0%
Weather conditions	17%	20%
Other	28%	50%

HAPNZ members again identified the appeal of their region (68%) as being the most significant factor driving an increase in demand, with the appeal of holiday parks in general (64%) acting as a secondary driver.

Other reasons (50%), including the ongoing impact of the closure of SH1 was noted as having a significant impact on decreased demand this month. The domestic visitor market (30%) was also noted as having caused decreased demand this month.