

HAPNZ Business Confidence Monitor

September / October 2017



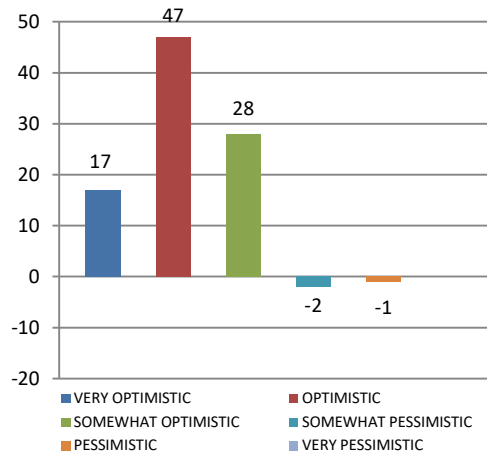
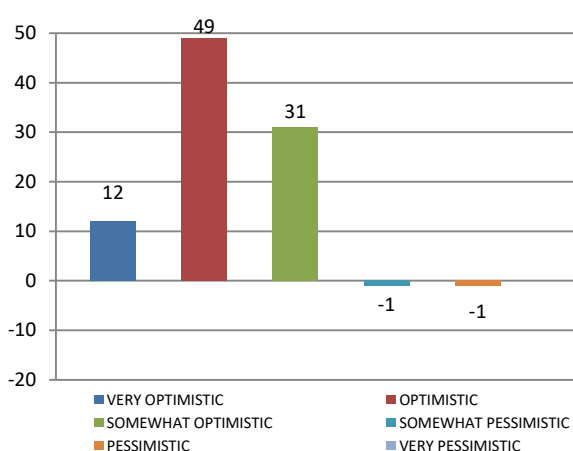
The HAPNZ Business Confidence Monitor measures members' current confidence levels. Members are asked to indicate their confidence levels in relation to business 'right now' and looking ahead to the next 12 months. Positive results indicate a generally optimistic outlook, while negative results indicate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

Confidence Right Now

+90

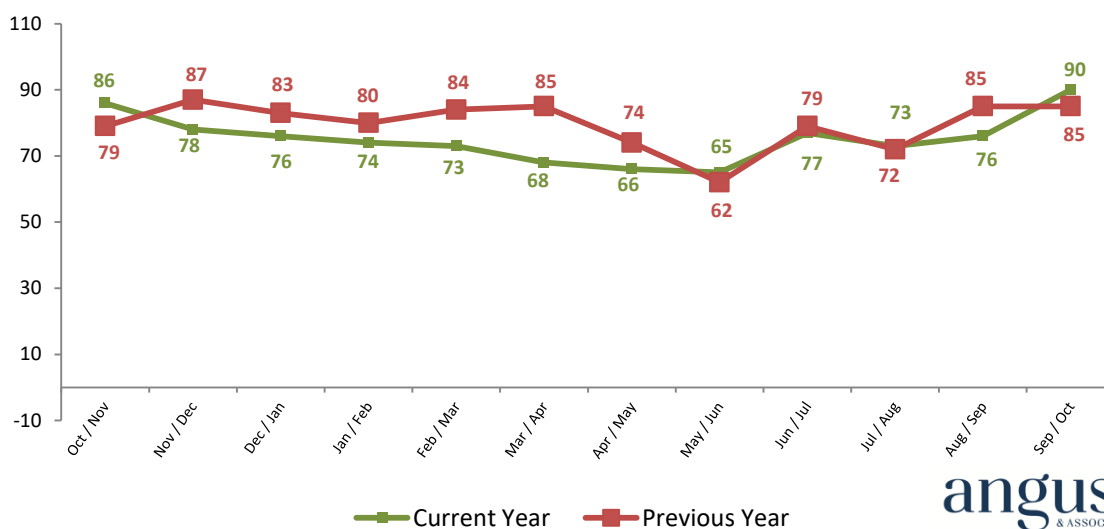
Confidence For Next 12 Months

+89



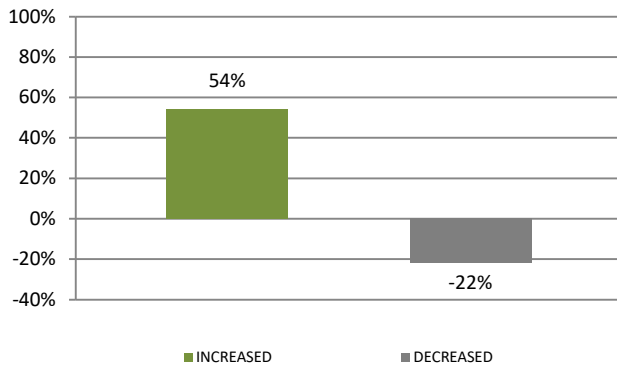
Member confidence **increased 14 points** from the previous month (to +90), indicating that 90% of survey respondents are currently more optimistic than pessimistic. Member confidence levels are 5 points higher than during the equivalent period in 2016. Confidence for the next 12 months increased 8 points to +89.

Confidence (Tracking)



Demand This Month Compared To The Same Month Last Year

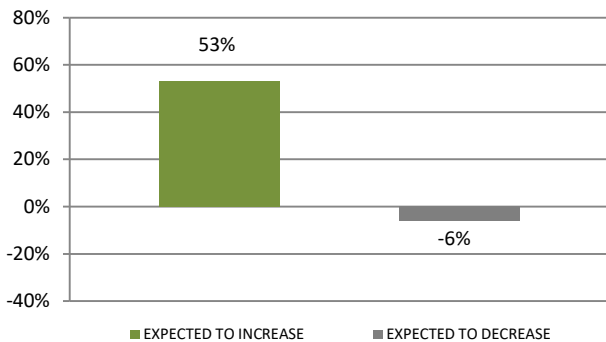
+32



Demand this month compared to the same month last year increased by 14 points from the level recorded in the Aug / Sep survey. 54% of HAPNZ members participating in the monitor thought demand this month had increased, 22% indicated it had decreased and 21% saw no change.

Demand For Coming Month Compared To Same Month Last Year

+47



Demand for the coming month increased by 14 points from the level recorded in the Aug / Sep survey. 53% of members expected demand for the coming month to increase, 6% expected it to decrease and 30% expected no change.

Factors Driving Change In Demand

	INCREASE	DECREASE
Appeal of holiday parks in general	51%	0%
Appeal of your region	64%	0%
Competition	12%	0%
Domestic visitor market	41%	14%
Exchange rates	0%	0%
Global economic conditions	3%	0%
International visitor market	37%	29%
New Zealand's film industry	0%	0%
The New Zealand cycle trail	19%	0%
Weather conditions	32%	43%
Other	27%	57%

HAPNZ members again identified the appeal of their region (64%) as being the most significant factor driving an increase in demand, with the appeal of holiday parks in general (51%) acting as a secondary driver.

Other reasons (57%), including the ongoing impact of the closure of SH1 was noted as having a significant impact on decreased demand this month. Weather conditions (43%) were also noted as having caused decreased demand this month.