

Taranaki Business Survey

RESULTS OF THE NOVEMBER 2016 SURVEY



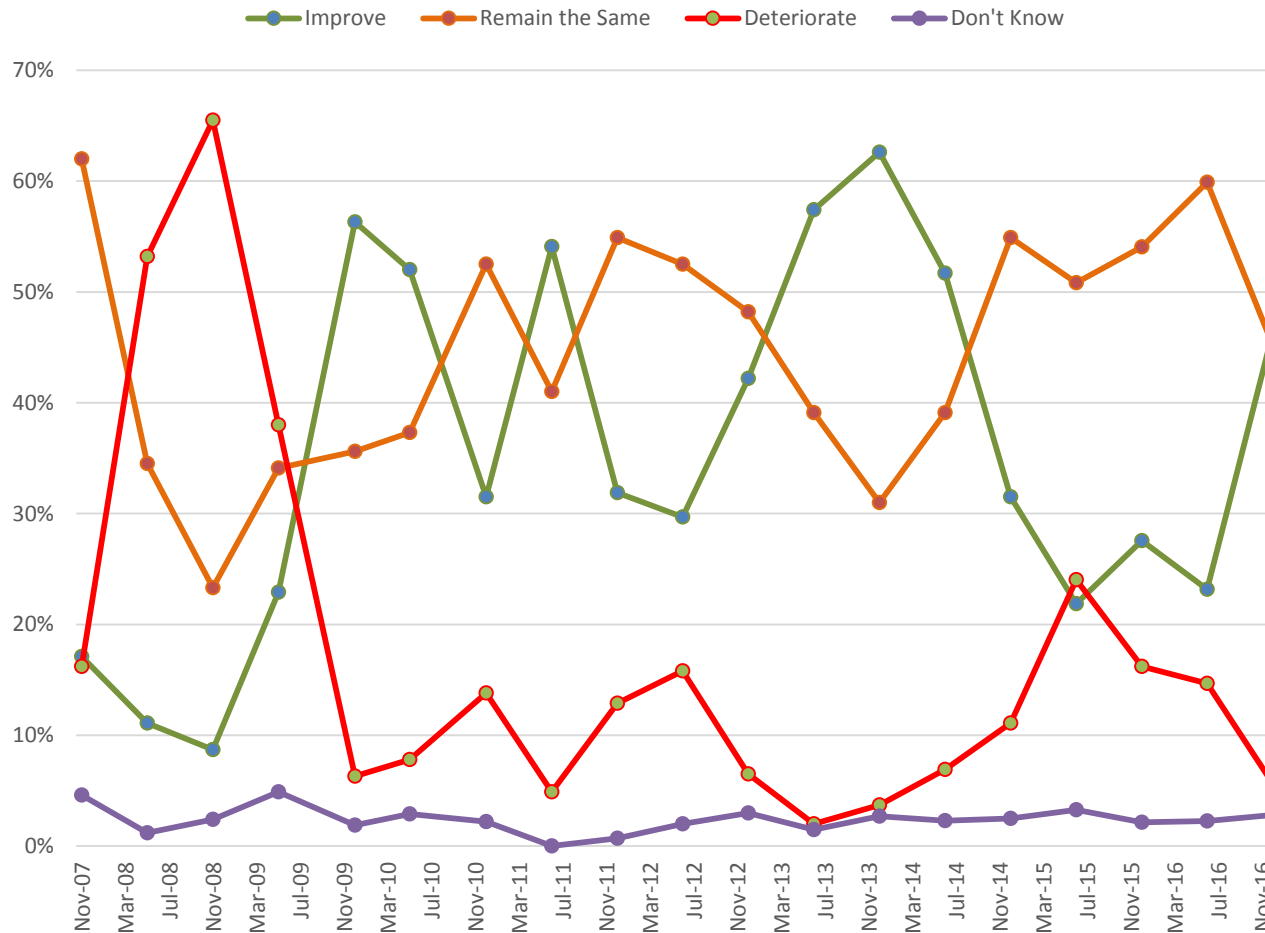
Te Kaunihera-ā-Rohe o Ngāmotu
NEW PLYMOUTH
DISTRICT COUNCIL
newplymouthnz.com



Taranaki Business Survey

- Monitors economic confidence by Taranaki businesses and their views on key business issues.
- Undertaken by Venture Taranaki 6-monthly since 1999.
- Survey sent to over 1500 Taranaki businesses.
- Cross section of industry type, location and size.
- Spans a number of **standard economic questions**.
- **Plus a special topic: Taranaki awarded – 2nd Best Region in World To Visit:**
 - Awareness of award
 - Response
 - Potential impact on region growth
 - How to leverage

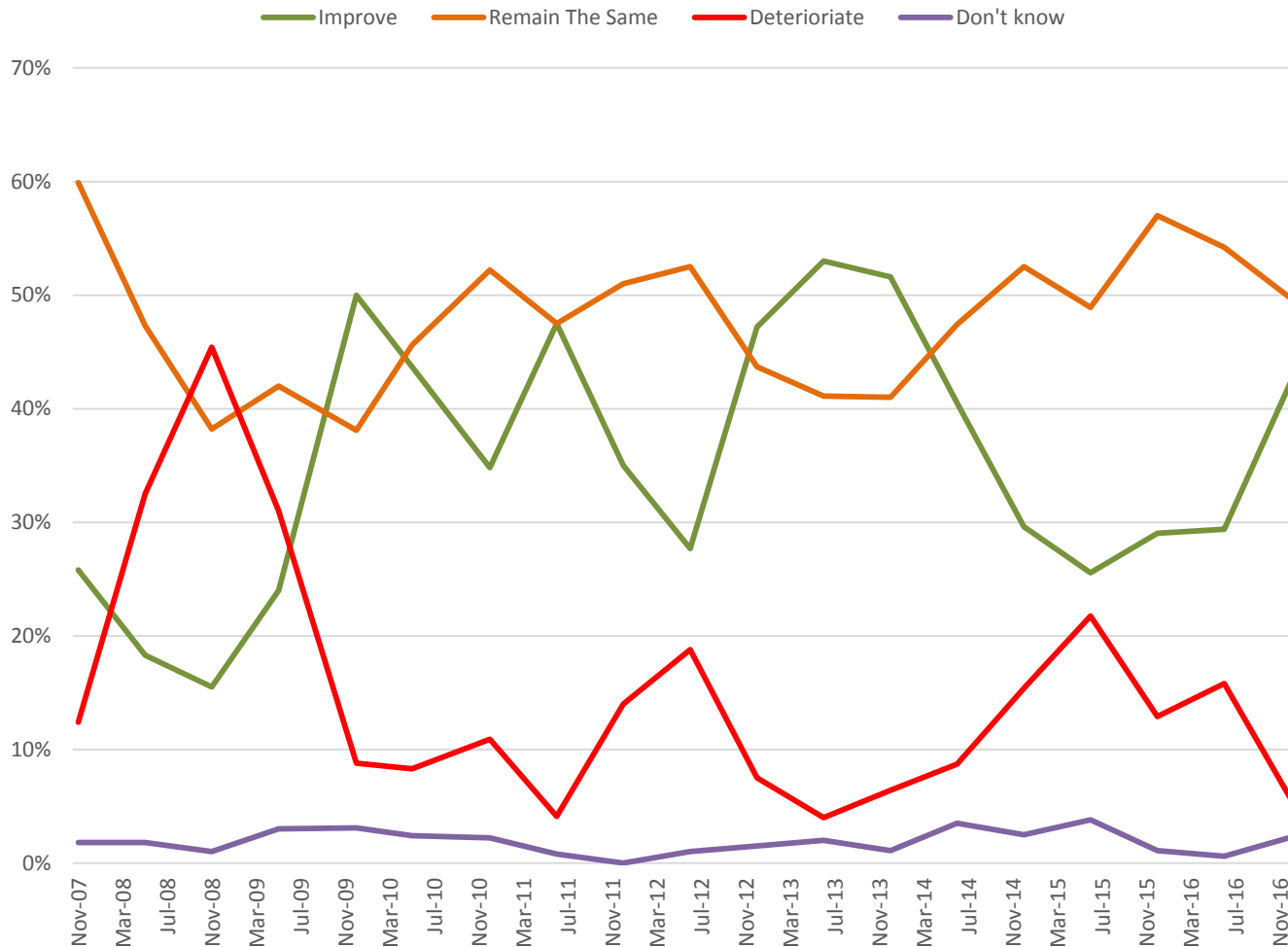
NZ Economic Conditions: next 12 months



2017 looking more positive!

- **Improve 46%** (up from 23%)
- **Same: 45%** (up from 60%)
- **Deteriorate – 6%** (was 15%)
- **Don't know: 3%**

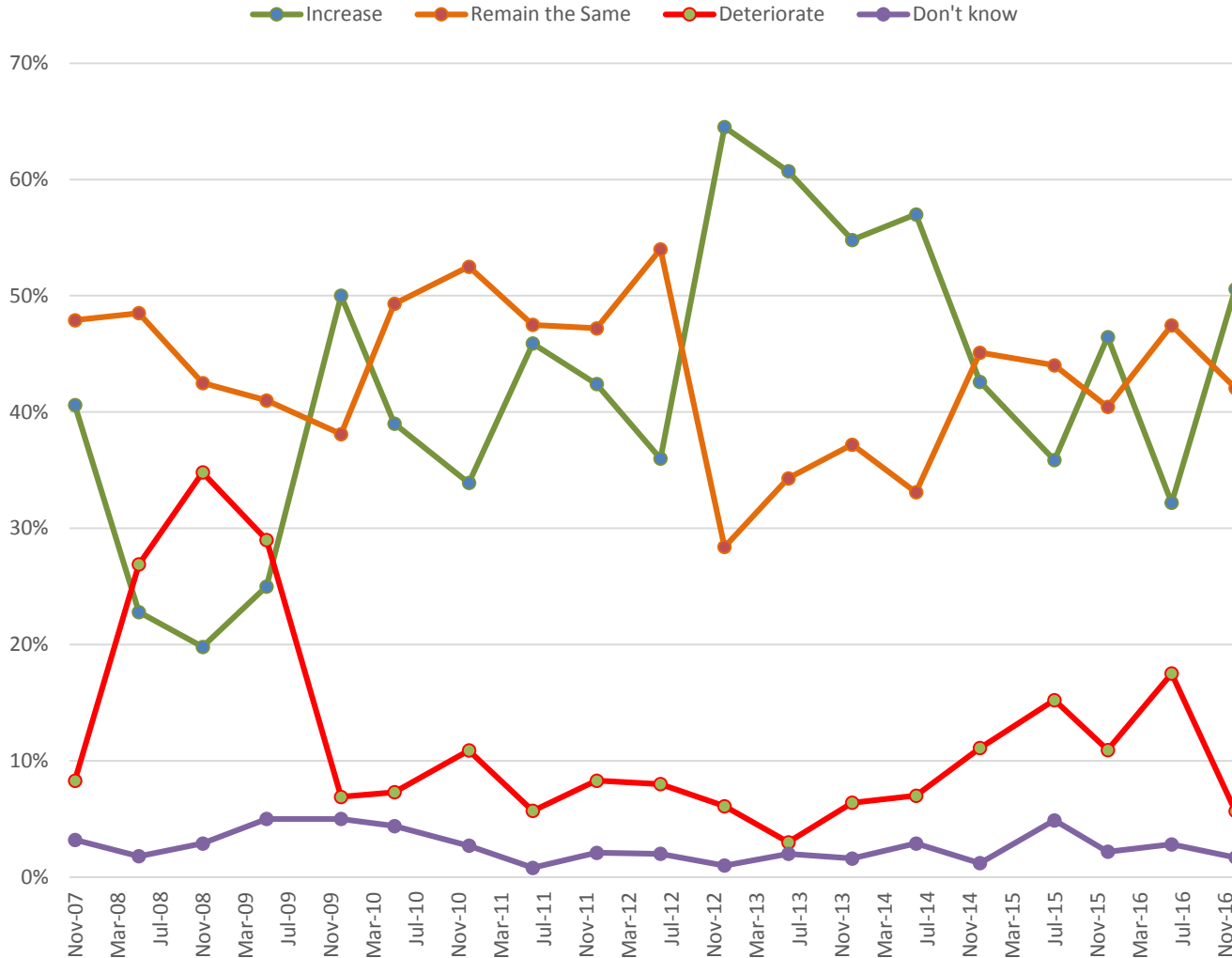
Industry conditions: next 12 months



Also more bullish!

- **Improve 42%** (up from 29%)
- **Remain same 50%** (down from 54%)
- **Deteriorate 6%** (was 16%)
- **Don't know: 3%**

Sales: next 6 months



Anticipating a better six months ahead!

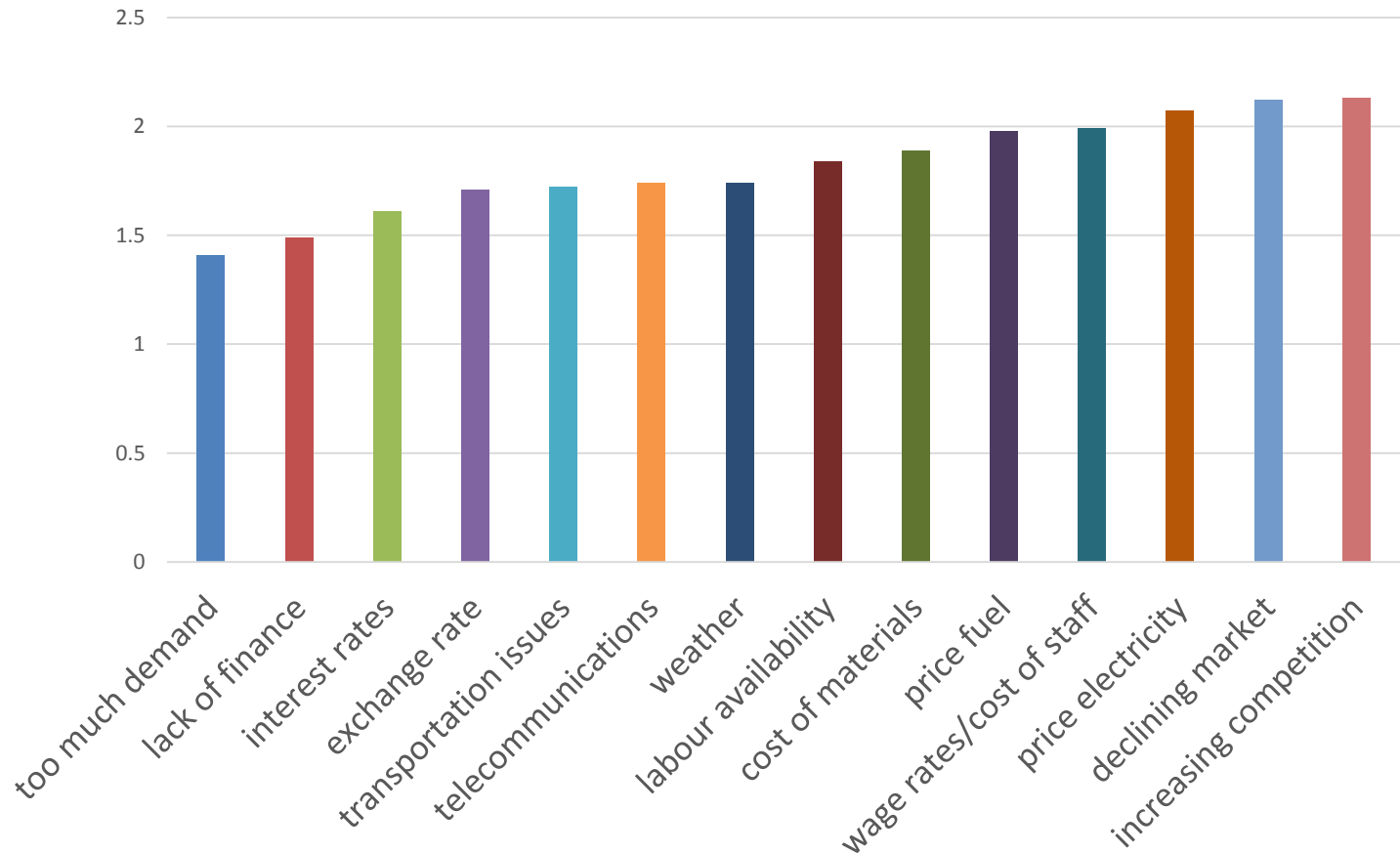
- **Improve: 51%** (up from 32%)
- **Remain same: 42%** (down from 47%)
- **Deteriorate: 6%** (was 18%)
- **Don't know: 2%**

Taranaki business: concerns

Factors Impacting growth Nov/Dec 2016

High
concern

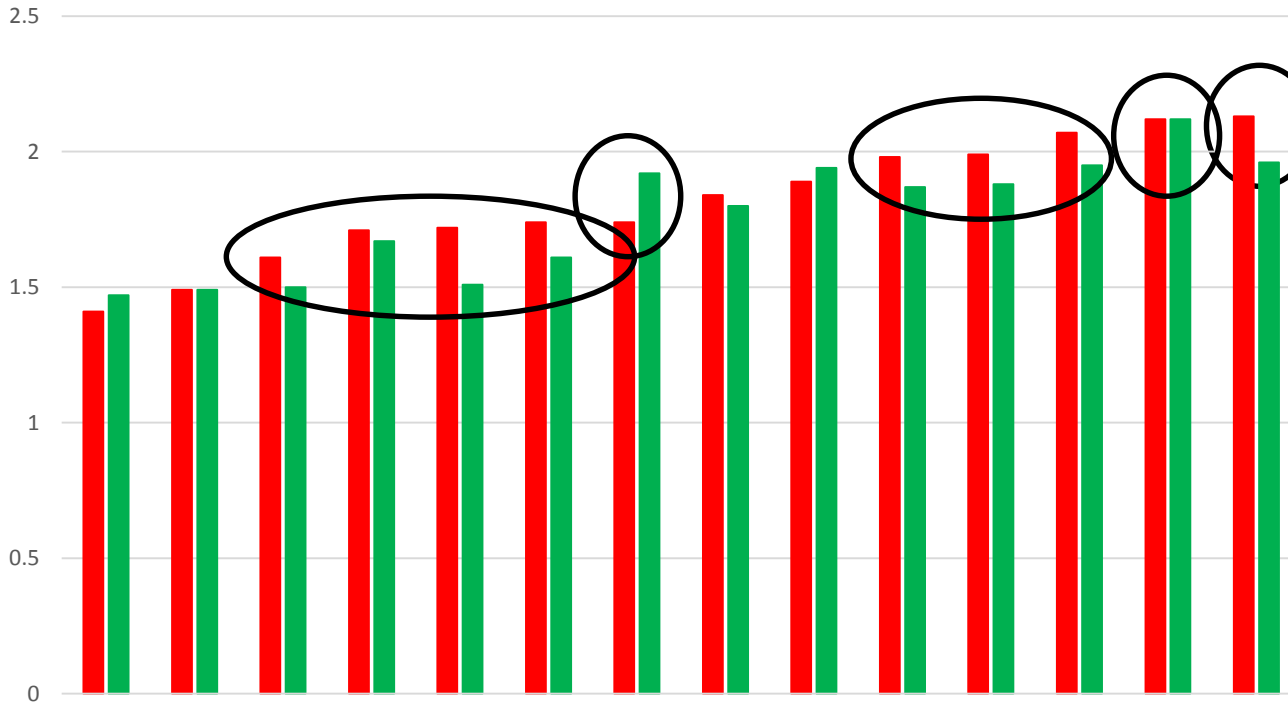
Low
concern



What's changed?

What's changed since June 2016?

Dec-16 Jun-16



- Up:**
- Competition**
- Costs:**
- Electricity, staff, fuel
- Transportation**
- Telecommunication**
- Interest rates**

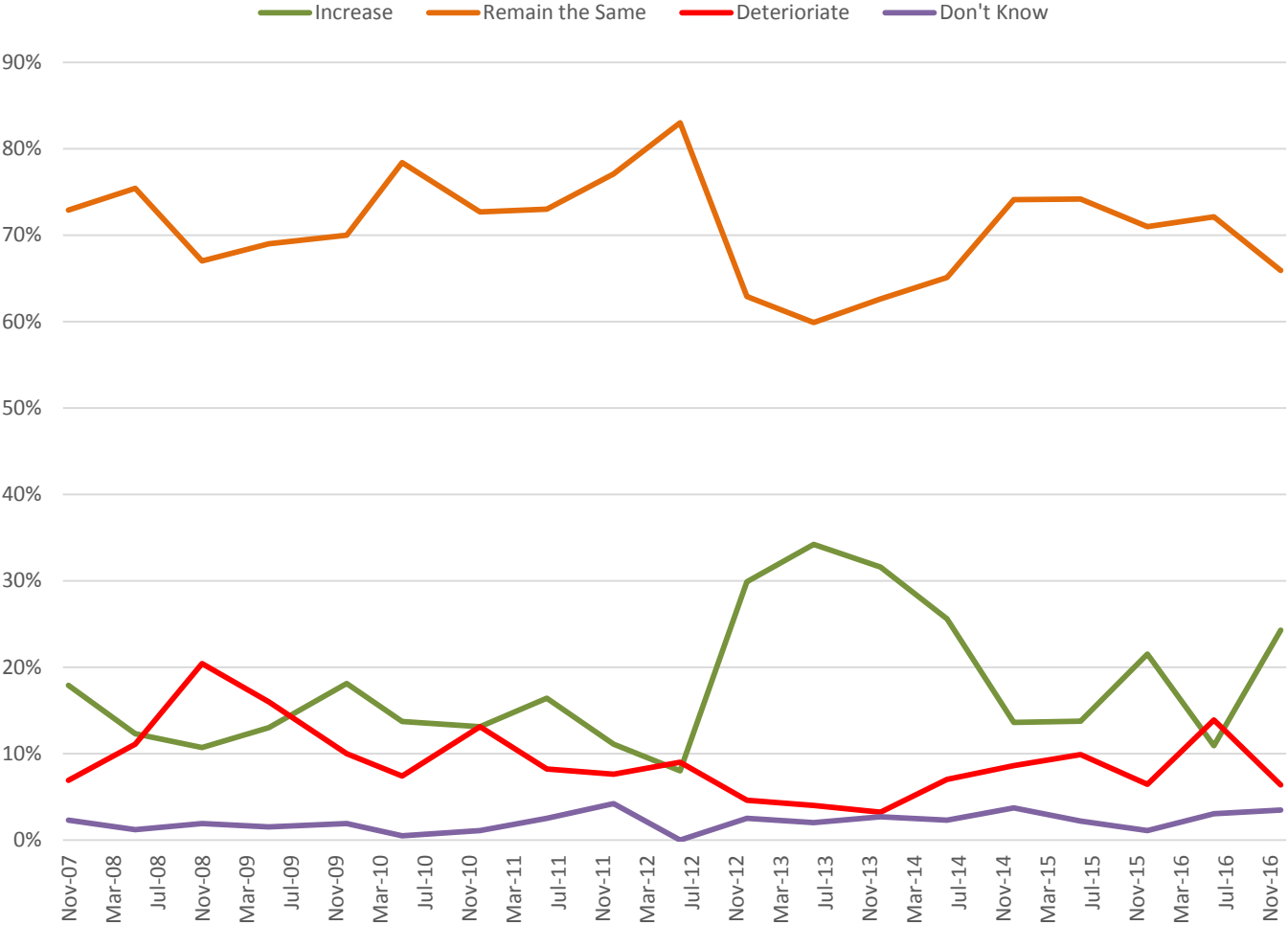
- Less: weather**

Other factors impacting on business

- Increased compliance costs e.g. food and alcohol sector
- Health and Safety compliance
- Work safe compliance
- Unregulated competition e.g. air bnb (visitor industry)
- US presidential election results (NB: survey undertaken prior to US elections)
- Local economy – under pressure and uncertainty e.g. farming, O&G
- Oil, gas and dairy have made a big impact

Employee numbers – next 6 months

Employment - next 6 months



Outlook status quo but signs of lift

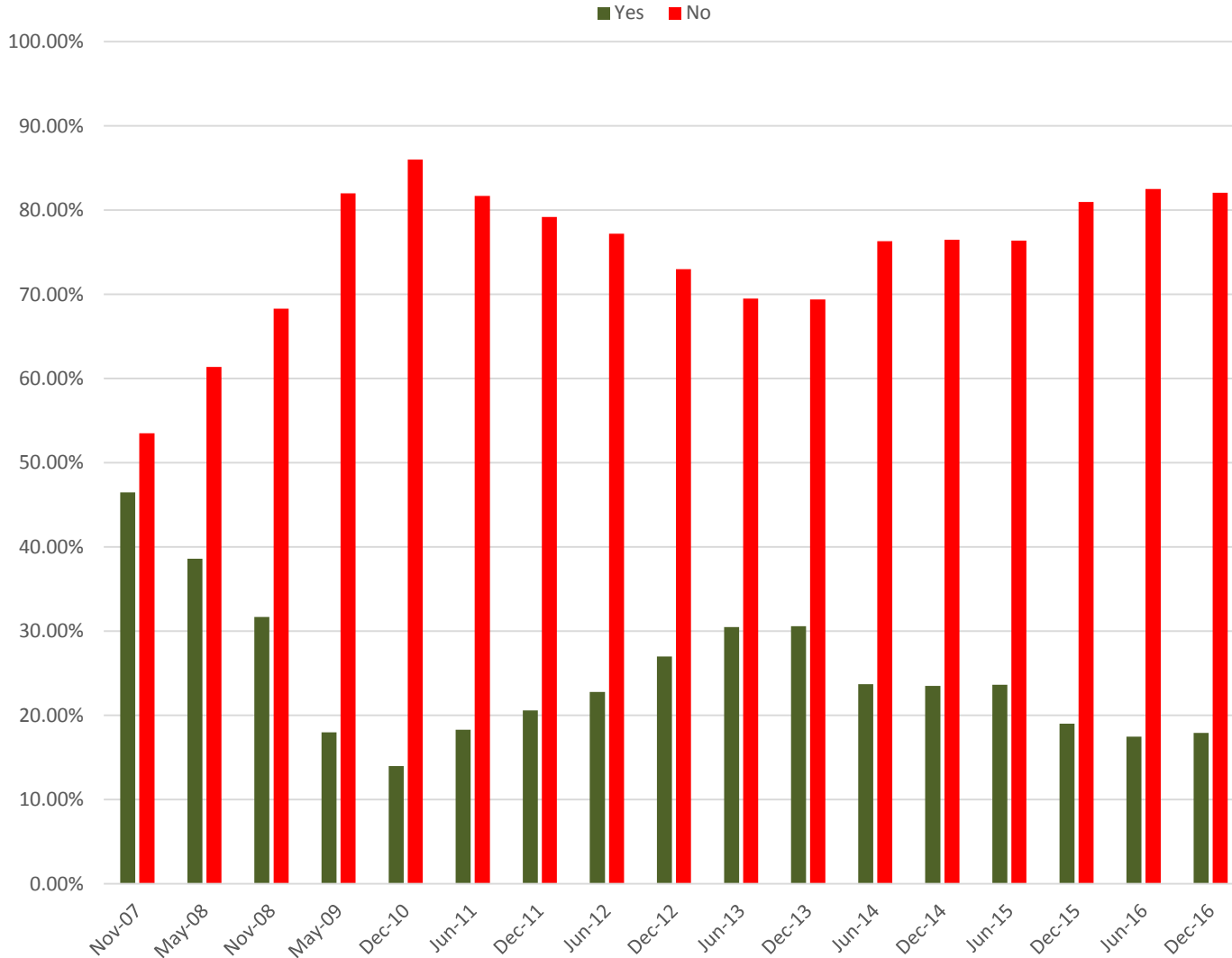
66% anticipate employment levels to remain the same.

24% - increase.

outweighs

6% expect staff numbers to decrease

Skill shortages or difficulty hiring?



Skill shortages decline slightly.

82% - no skill shortages

18% of Taranaki businesses report skill shortages or difficulties recruiting appropriate staff.

Skills shortages mentioned

- Chefs
- Mechanical fitters
- Diesel technicians
- Gas fitters
- Refrigeration technicians
- Skilled engineers
- Water treatment engineer
- Casual office staff over summer
- GPs for rural practice
- Experienced nurses

“We are very specialised and need specific qualifications and experience that aren’t in New Zealand”

TOP 10 REGION
Taranaki,
New Zealand



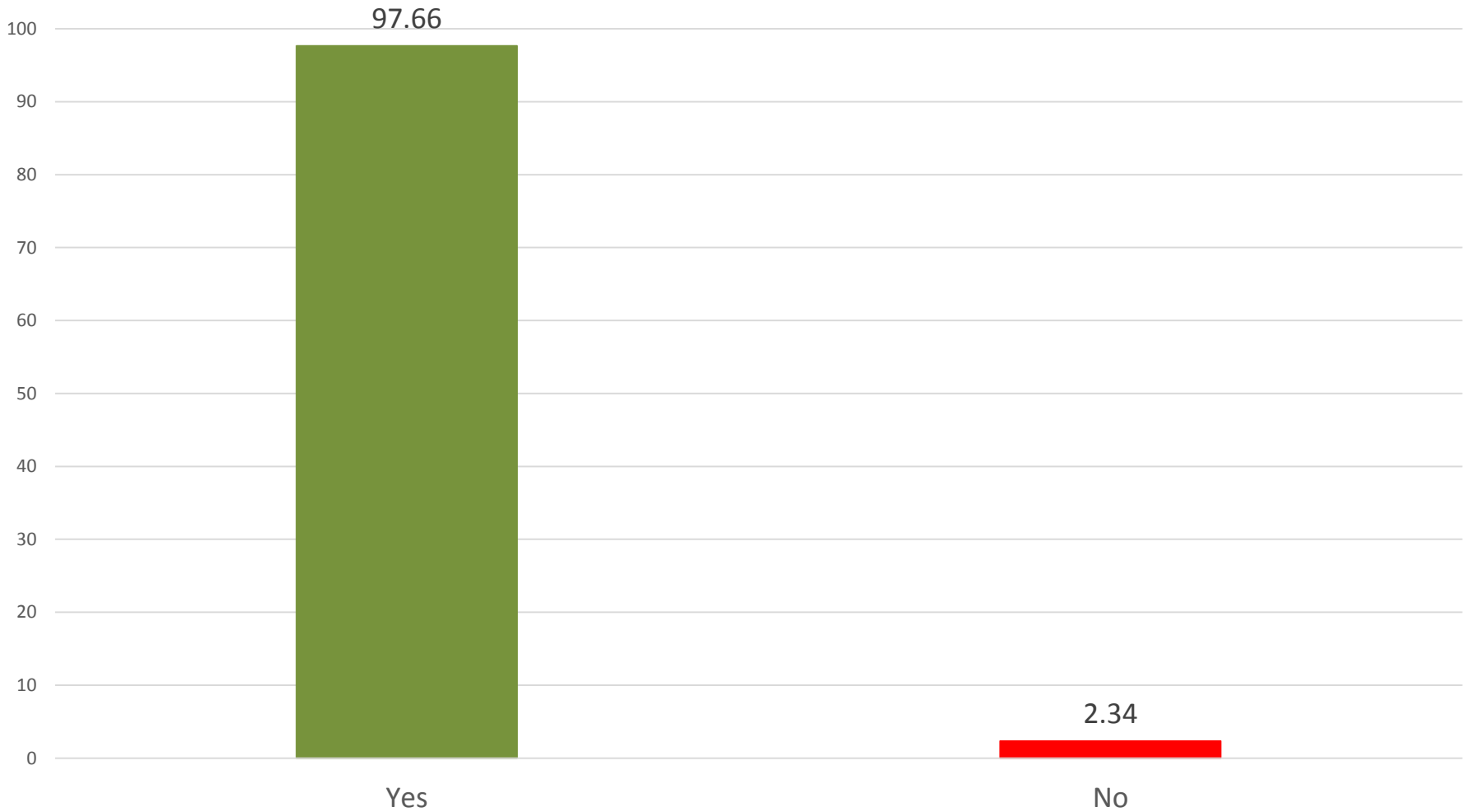
BEST IN TRAVEL
2017

Special Topic: Taranaki: the world's #2 region to visit in 2017 (Lonely Planet)

Background

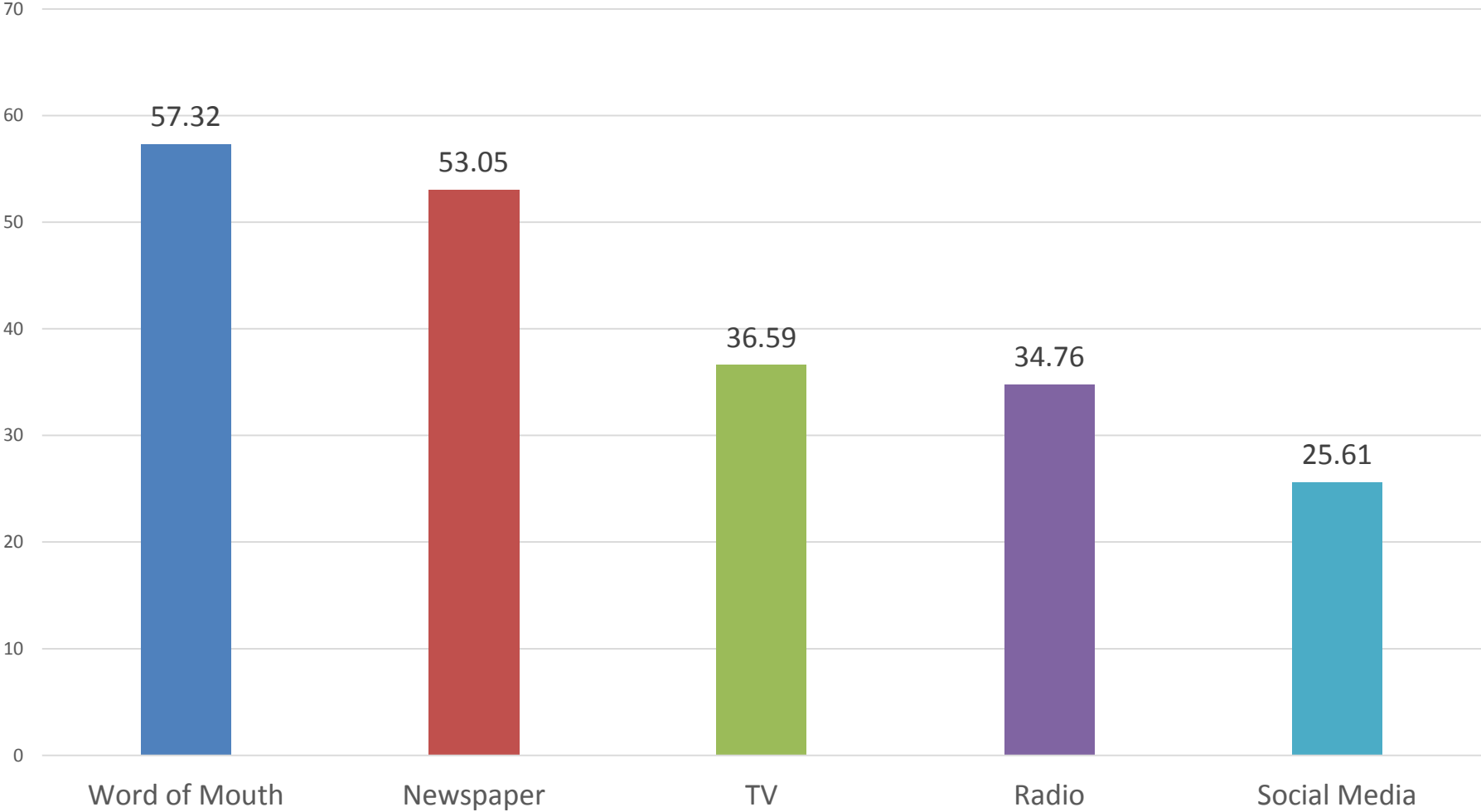
- **Context:** Taranaki awarded 2nd best region in the world to visit, by Lonely Planet
- **Who is Lonely Planet?** The World's no. 1 Travel Guide.
- **How was it judged?** Independently assessed by Lonely Planet's travel experts, authors, commissioning editors and community travel advisers.
- **Taranaki business feedback:** Awareness of award, response, significance to the region, and how to leverage the award.

Aware that Taranaki has been awarded "2nd Best region to visit in the world" by Lonely Planet



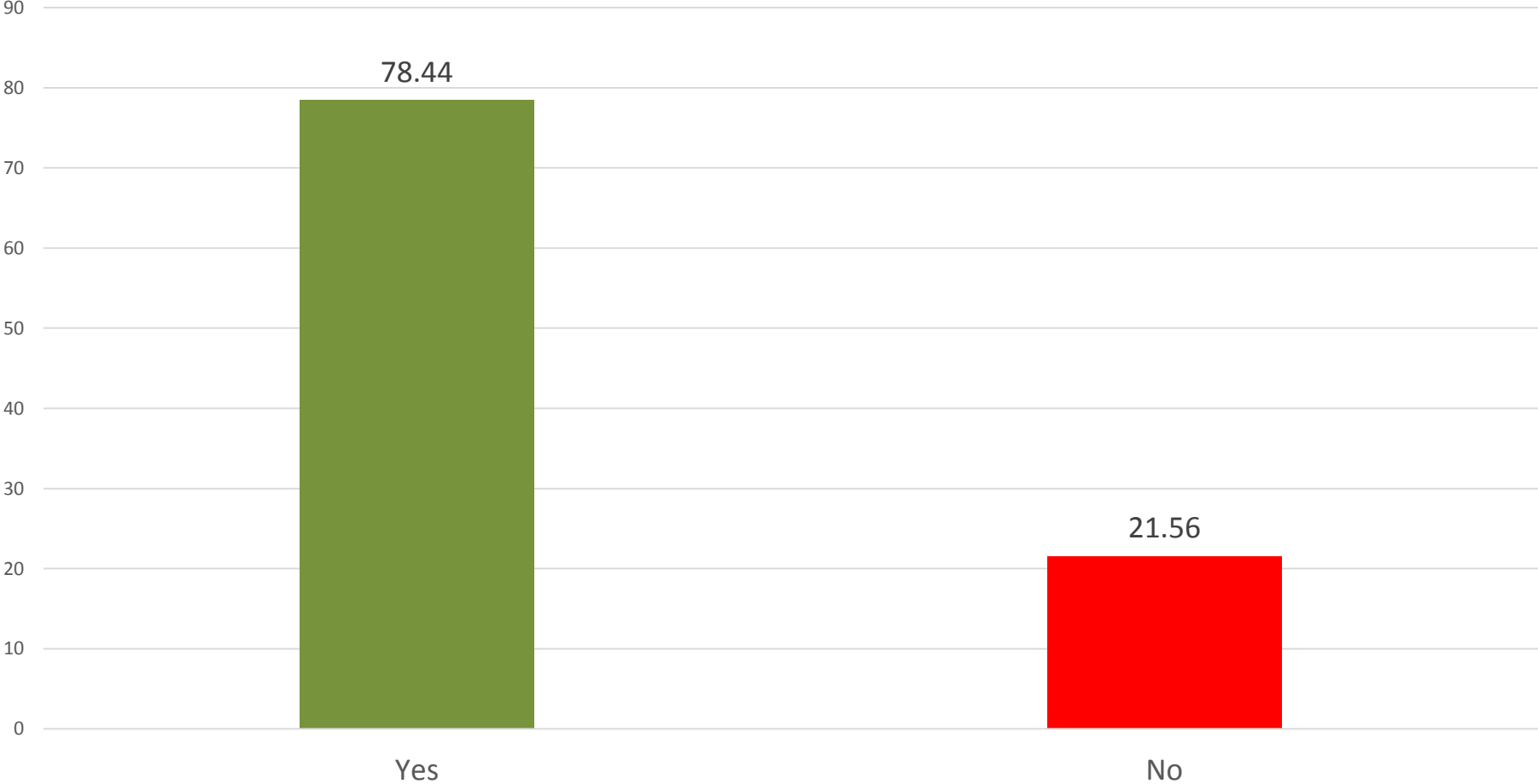
If YES - How did you hear about this Award?

%

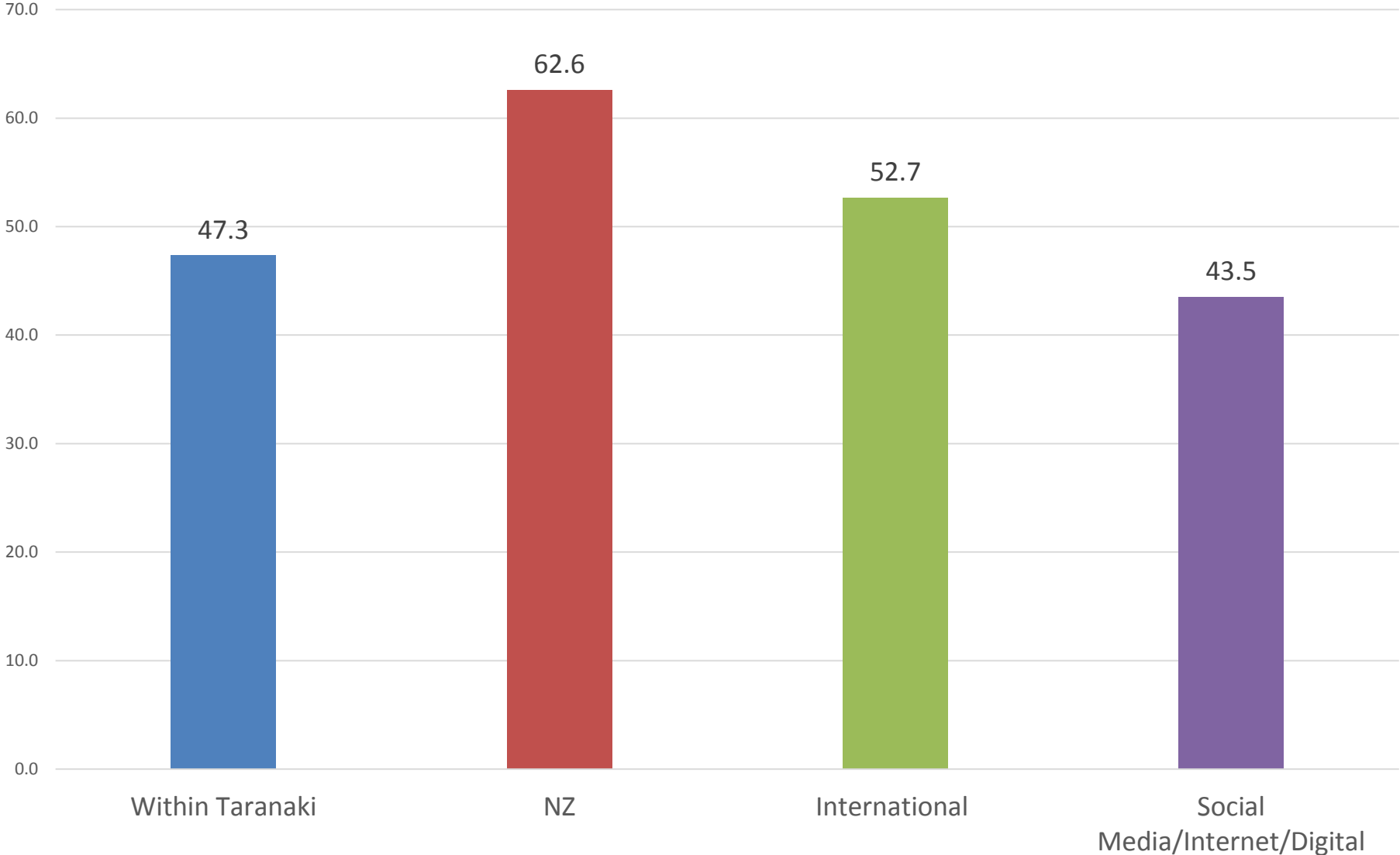


Have you shared news about the award with others e.g. friends/family/contacts

%



If Yes – Who have you shared the news of the award with (%):

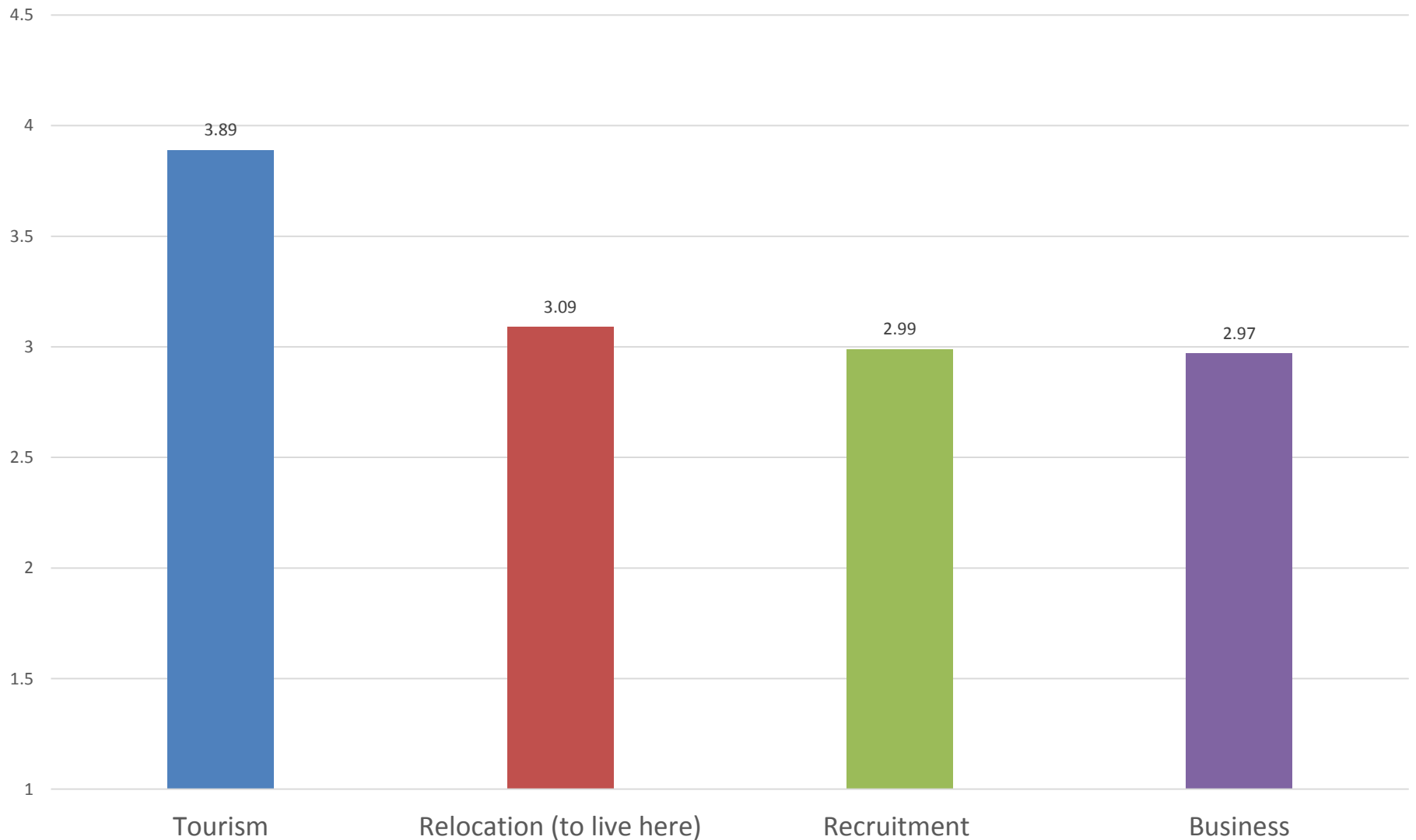


What has been the general response?

- “Positive and enthusiastic. People want to plan a visit over here”
- “Positive and I have to say some surprise from NZ friends (and New Plymouth residents)”
- “Surprise – how did it happen?”
- “Depends who you speak to. There seems a bit of tall poppy response via other NZ regions however international guests are more positive”
- “Social media – great news, love the place, word of mouth (mixed message) either fantastic or disbelief”
- “Concern paradise might change”

Rate: Significance of Award to the Region

(1: no impact - 5: very significant)



COULD YOUR BUSINESS use/leverage this award?

- **Many unsure**
- **Exporters/international/recruitment/social media**
 - “We have already used it in a TV interview and are using it in our social media”.
 - “We could include it in our communications especially international/export work”.
 - “Yes, could use when advertising our products overseas”.
 - “Mainly in our social media marketing and online marketing. Would be nice if we could design a badge (logo) for communications and perhaps email signatures”.
 - “Yes in advertising jobs/recruitment”.

COULD YOUR BUSINESS use/leverage this award? (cont)

Visitor/tourism operators:

- “We’re a backpacker business – so will be sharing this on our web site and brochures”
- “Could use in our branding, add to our web site and email address”
- **“Just for general boasting!”**

How can Taranaki leverage the award?

Marketing/Promotion:

- “Use/reference the award on promotional material. Use as a logo for everything – esp events”
- “Offer package deals around the mountain for different tours – gardens, art galleries, beaches, eateries, cultural activities”
- “Create short videos promoting area, environment and businesses as well showing off the rural towns”
- “Use it proactively throughout the year. The words Lonely Planet gets attention”.

Taranaki wide:

- “Taranaki is more marketable than New Plymouth”

How can Taranaki leverage the award?

Ensure substance beneath the marketing:

- “Tourism infrastructure is the missing link. The award isn’t sufficient in itself. We need more tourism activities”.
- Promote the Pouakai Crossing now

Government Connections: NZ Inc leverage:

- “Get Tourism NZ to increase market our region more visibly”.
- “Lobby Government to help us develop the industry”.

Spreading the word: A role for Everyone:

- “Remind everyone to take the opportunity themselves and inject it into their own marketing”.
- “Provide a web site link to the award info on VT’s web site ie a one page infographic on what is; why we have won”.
- “Run a forum on how the award/brand can be used”.

Other impacts of the Award

Confidence

- “Helping Taranaki businesses believe in themselves in challenging times”
- “Positivity among businesses and people living in Taranaki”
- “Validation for residents, a confidence boost”

Awareness, Taranaki on the map

- “Leveraging central govt investment in tourism infrastructure”
- “Make people more aware of our country and province. Its amazing how many people overseas do not know where NZ is”
- “Looks good on Taranaki CVs”

Other impacts of the Award (cont)

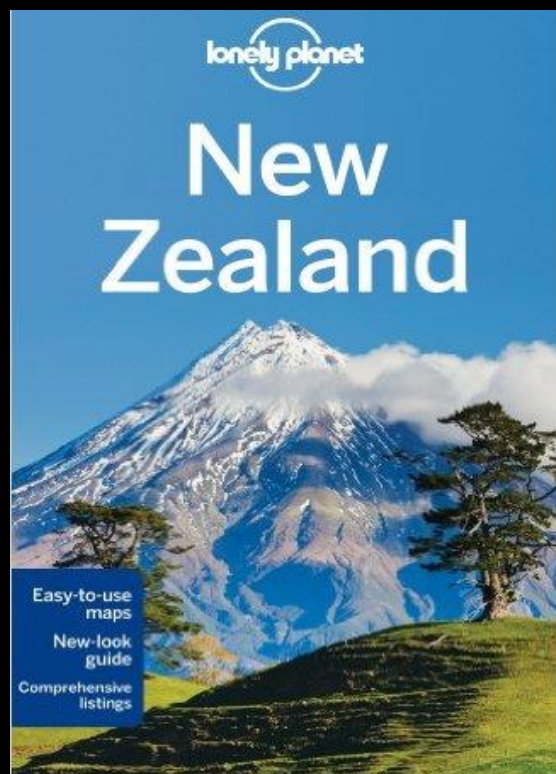
Lifting Our Game

- “Increase performance of hospitality staff because of higher expectations”

Potential concerns – expectations/losing paradise

- “More pressure on freedom camping areas and Egmont National parks and at surf breaks”
- “Need a coordinated plans on regional infrastructure – stretching resources on mountain, tracks, rubbish, public toilets”
- “too many people not respecting what a beautiful place we have”
- “More people visiting isn’t always good for environment”

Venture Taranaki's response



Phase 1: Media campaign



NEW ZEALAND
Taranaki named world's second top region to visit in 2017 by Lonely Planet
Tue, Oct 25 | Share | Source: newsnow

Taranaki has been ranked second among the world's top 10 regions for travellers next year by global travel guide Lonely Planet.



Tom Street and Kimberlee Downs aren't in the heat yet surprised at Taranaki being so highly rated.




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Taranaki world's second-best region
New Plymouth Taranaki



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BREAKING NEWS Four killed at Dreamworld on Gold Coast, police say...

We're simply the (second) best



NEW ZEALAND
'We love our region!' TVNZ's Taranaki talent can't stop boasting about their Lonely Planet-rated region
9:04pm | Share



Newstalk ZB @NewstalkZB · 4h
Taranaki region looking to cash in on boost from Lonely Planet review
newstalkzb.co.nz/news/business/...



1 min ago Taranaki has impressed travel bit Lonely Planet, which says it is one of the top in the world.

100% PURE NEW ZEALAND
Tourism New Zealand Media Newsletter

Share to

Taranaki among the world's best



Taranaki ranks second in Lonely Planet's Top 10 Regions
October 2016
Lonely Planet has ranked Taranaki second in the world's Top 10 Regions put the region's hot tips on w



news

AIR 1.91 | Open 1.91 High 0 Low 0 Bid Price 1.9
\$0.000 | 0% | Offer Price 1.91 Value 0 Volume 0



Karin liked
Air New Zealand @FlyAirNZ · 5h
@lonelyplanet have judged #Taranaki 2nd best region in the world to visit in its Best in Travel 2017 yearbook. #GoTheNaki #WanderlustWednesday



Newshub. AUCKLAND 19° 14"

Taranaki second in Lonely Planet's Top 10 Regions list
By Matt Burrows Tuesday 25 Oct 2016 9:00 p.m.



Here's where Lonely Planet thinks you should travel in 2017

Air NZ offers cheap seats to Taranaki
7:20 AM Wednesday Oct 26, 2016
Air New Zealand Ltd Airlines Aviation | SHARE: f



MOVE OVER TONGARIRO...



WATCH THE NEWS IN RECLINER
ABC NEWS
Competition

Air New Zealand is this morning offering hundreds of cheap seats to Taranaki after the region was ranked by Lonely Planet.

Phase 2: Digital campaign



carmenhuter
Len Lye Centre ... Following

1,206 likes

octopus_writer 🤔🤔

flynnrider.photography And smile like a

New Zealand 🇳🇿 @PureNewZealand · 2m
Taranaki: one of the world's Top 10 Regions to visit in 2017 according to @lonelyplanet. #BestInTravel #NZMustDo on @AQLS0502w

TAUMARUNUI_NZ @Taumarunui_NZ · 45m
It's true. Taranaki gem of a place. Take forgotten world highway from #Taumarunui and your there!

Gola PHOTOGRAPHY EXPLORE FERNWEH WEDDINGS FLICKS WORK WITH LOLA BLOG CONTACT

BLOG

Venture Taranaki

Posted on Oct 25, 2016

Taranaki
100% Pure New Zealand

Canadian Traveller @cambawling · 7h
Due to its resemblance with Mt Fuji, Mt Taranaki in New Zealand provided the backdrop for the movie The Last Samurai. #TravelFacts

B&S

Search and Like

Travel & nature · 100k · 100k · 100k

Travel & nature · 100k · 100k · 100k

Travel & nature · 100k · 100k · 100k

Travel & nature · 100k · 100k · 100k

g to you, Taranaki. A mad cool reg
isit in 2017! And rightly so! For a lin
/ You Wanted to Visit." #mumma
ongrats to The Naki. #hardcore!

not, but during my 27 years on the
really can't think of any good rea
Y DID NO ONE TELL ME ABOUT
n all its nature glory sooner. Why

@europescountryاوروبا
Taranaki من اجازات القارة اورقدا وناك نيب كرتيا بالرف من كمة التريدا
Mangamahoe

Who can use the official badge

- Brew Mountain
- Butlers Reef
- Govett-Brewster Art Gallery/Len Lye Centre
- Hawera Water Tower
- Kin & Co
- Opunake Fish & Chips
- Pukekura Park and Bowl of Brooklands

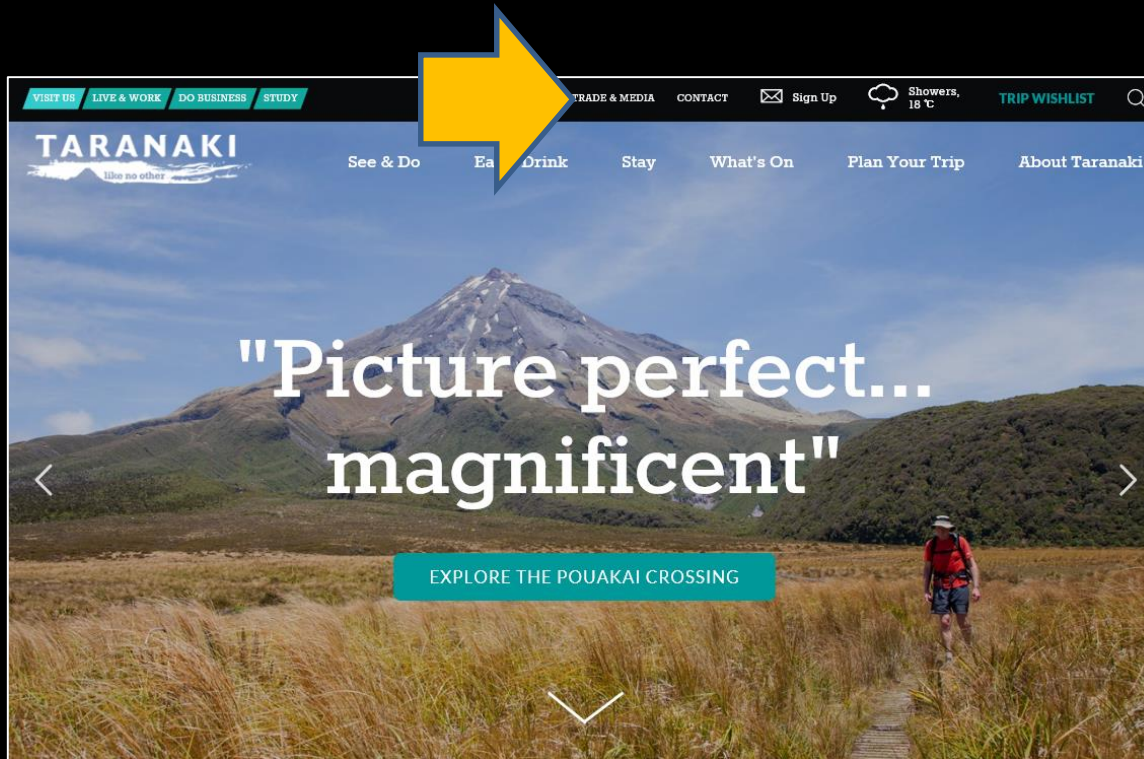


- Puke Ariki
- Social Kitchen
- Tawhiti Museum
- The Hourglass
- Top Guides
- TSB Festival of Lights
- Venture Taranaki
- WOMAD

Phase 3: Tools for businesses



Here's what you can do



Go to:

www.visit.Taranaki.info

Click on Trade & Media

Download and use:

- Badges
- Social media images
- Use in email signatures
- Desktop wallpaper
- Anywhere & everywhere

Here's what you can do

- Download the material and use liberally
- Promote the region and your place in it on social media. Use the hash tags: **#bestintravel #Taranaki #nz**
- Industry contacts – show off
- Encourage your staff, customers and families to share the news
- Tell everyone: email footer, advertising, website, shop windows
- **Be regional ambassadors**

In summary

Taranaki Economy

- Outlook brighter
- Dairy prices on rise
- Feeling more confident generally
- The Lonely Planet impact?

Thank you!

www.taranaki.info for more



Te Kaunihera-ā-Rohe o Ngāmotu
NEW PLYMOUTH
DISTRICT COUNCIL
newplymouthnz.com

