

Before an Independent Hearings Panel

The Proposed Waikato District Plan (Stage 1)

IN THE MATTER OF the Resource Management Act 1991 (**RMA**)

IN THE MATTER OF hearing submissions and further submissions on the Proposed
Waikato District Plan (Stage 1):

Topic 25 – Zone Extents

**PRIMARY EVIDENCE OF ADAM JEFFREY THOMPSON
ON BEHALF OF TATA VILLAGE LIMITED**

19 February 2021

BUDDLE FINDLAY

NEW ZEALAND LAWYERS

Barristers and Solicitors

Auckland

Solicitor Acting: **Vanessa Evitt / Mathew Gribben**

Email: vanessa.evitt@buddlefindlay.com / mathew.gribben@buddlefindlay.com

Tel 64-9-358 2555 PO Box 1433 DX CP24024 Auckland 1140

1. SUMMARY OF EVIDENCE

1.1 My full name is Adam Jeffrey Thompson. I am an urban economist and property market analyst.

1.2 I am providing economic evidence in relation to proposed rezoning sought by Tata Valley Ltd (TVL)¹ of land at 242 Bluff Road and 35 Trig Road, Pokeno (Site).

1.3 The main findings of my economic assessment are outlined as follows:

1.4 Prior to the restrictions on international tourists created by the Covid 19 pandemic, tourist numbers were increasing and Auckland Airport was an important entry point:

- It is considered likely that international tourism demand will return to trend by 2030 though downside risks to international tourism spend Covid-19 remain. I have modelled a 'worst case' Covid-19 impact on international tourism spend in the low projection throughout the analysed period.
- The number of international tourists per annum arriving via Auckland airport increased by 526,700 over the past ten years from 761,600 in 2010 to 1,288,300 in 2019, a growth rate of 58,520 or 7.7% per annum.
- Auckland Airport is increasingly important as an entry point for international tourists growing it's market share across the whole country from 63% to 66% over the past ten years.
- In the order of 70-80% of international tourists entering via Auckland Airport, are likely to travel southward by car, campervan or bus past the proposal site. This would provide a large potential market for the proposed resort development.
- This is the primary method of entry for travellers into the country, with 99% of travellers of all types choosing to enter the country by air and only 1% of travellers choosing to enter via sea.
- Hamilton and Rotorua do not have international tourists arriving through their respective airports.
- Auckland's tourism spend grew from \$4.8 billion in 2010 to \$8.5 billion in 2019. Waikato District's tourism spend is only a small fraction of Auckland's, however it grew from \$70 million in 2010 to \$120 million in 2019.

¹ Submitter 862 and further submitter 1291.

- International tourists spent the most in Auckland (\$4.7b), Queenstown (\$2.0b) and Christchurch (\$1.0b).
- Areas that have high tourism spend but do not have an international airport must be receiving international tourists overland from one of the international airports or via a connecting domestic flight if available. In the case of Rotorua and Taupo, which both have high international tourism spend numbers, the closest international airport is Auckland. It is reasonable to infer that there is a large flow of tourists travelling overland from Auckland into the central north island via the Waikato district.

1.5 An opportunity exists for tourism operations in the Waikato district, to attract tourists en route to Rotorua, Taupo and elsewhere in the North Island, if a high enough value proposition is presented. The Auckland tourism sector is of a large scale and is continuing to experience rapid growth. It is however characterised by low cultural and recreational spend, indicating tourists are travelling to places such as Rotorua, and Queenstown for these activities. This suggests a large potential market to retain this type of expenditure in northern Waikato, however it would require facilities that are of a large scale that offer a unique New Zealand experience.

1.6 Guest night numbers have risen but, prior to Covid-19, there was a shortfall of quality hotels in the Waikato District and Southern Auckland Region:

- Guest nights have risen by 209,000 per annum on average for Auckland over the past ten years (2010 – 2019). Over the past 5 years (2015 – 2019) this rate has slowed to 83,000 per annum.
- Guest nights have risen by 7,000 per annum on average for the Waikato District over the past ten years (2010 – 2019). A slower rate of growth has been achieved over the past 5 years (2015 – 2019) of 5,000 per annum.
- Occupancy rates have increased from 53% - 66% in Auckland over the past ten years, achieving an average annual growth rate of 1.5% per annum. Occupancy rates have increased from 22% - 28% in the Waikato District over the past ten years, achieving an average annual growth rate of 0.6% per annum. This shows strong demand for a large traveller accommodation facility within the proposed resort.

- While the proposed traveller accommodation is intended to be a destination, it would provide additional supply in a location that has relatively few existing hotels. Most notably, it would provide the first large scale resort in the Waikato, as well as the lower south Auckland region.
- There are a range of similar facilities to the proposal in New Zealand and overseas that offer agricultural experiences range in size from small to large. Visitation at these facilities ranges from 200,000 – 3,000,000 per annum. In addition, there is often a wide range of ancillary recreational and service activities. This would increase length of stay and total spend per visitor.
- The proposed resort is estimated to be open to the public by 2030, achieving an estimated 4,700 – 7,800 guest nights per annum from the domestic tourism market, and an estimated 25,200 - 56,100 guest nights per annum from the international tourist market in its first year. In total there is demand for an estimated 29,900 – 63,900 guest nights per annum, or 80 – 170 guest nights per day.

1.7 I have assessed potential economic effects against a range of different scenarios (low, medium and high projections), each projection assumes international tourism returns by 2025. The low projection assumes a ‘worst case’ scenario, where international tourism numbers are significantly lower from developed markets in Europe and North America currently struggling with Covid-19. I have concluded there will be significant economic net benefits in all scenarios. I explain in my evidence the basis for these three scenarios.

- In the medium projection, the proposed resort would achieve an estimated total revenue of \$97.3 million in 2030, comprised mostly of culture and recreation (\$35.7 million) and food and beverage (\$31.9 million). By 2040 this is forecast to increase to \$164.0 million, and by 2050 this is forecast to increase to \$218.3 million.
- In the medium projection, total revenue from domestic tourists alone is \$13.0 million in 2030, comprised mostly of culture and recreation (\$4.3 million) and food and beverage (\$5.8 million). By 2040 this is forecast to increase to \$18.6 million, and by 2050 this is forecast to increase to \$23.8 million.

- The establishment and operation of businesses in accommodation, hospitality, cultural and recreational and retail trade, within the proposed resort, is expected to create around 220 FTE jobs per annum and 3,960 FTE jobs over a 20-year period.
- The proposal would result in the construction of 49,000m² – 71,000m² of facility floorspace over three years, at an estimated total cost of \$198.0 - \$282.0 million. This translates to a value added per annum figure of \$11.6 - \$16.5 million to the construction industry or a present value (PV) of \$30.7 - \$43.7 million.
- After traveller accommodation floorspace has been constructed, it will provide short-term accommodation services to visiting tourists. The value added to the accommodation industry from this activity is \$5.4 - \$11.4 million per annum or a PV of \$17.6 - \$37.1 million over the next twenty years.
- As well as accommodation floorspace, the proposal results in the construction of 45,000m² – 63,000m² of commercial floorspace. This floorspace will be used for the farm park, a health spa centre, an event space, food and beverage service, recreational activities, as well as retail of products in the Made in NZ Hub and other ancillary retail. The value added per annum from these activities is \$37.3 – \$96.0 million per annum or a net present value of \$119.2 - \$306.6 million.
- The proposal displaces 230 ha of beef farming farmland. This carries an estimated value added of \$300,000 per annum, or a NPV over 23 years of \$4.4 million.
- The PV of the benefits of the proposal is \$167.6 - \$387.4 million and the PV of the costs of the proposal is \$4.6 million. The Net Present Value of the proposal is \$163.0 - \$382.8 million. The economic benefits in other sectors of the economy significantly outweigh the cost to the beef farming industry.

1.8 The proposal would result in substantial economic benefits relating to the provision of a high-quality agricultural tourism facility. It is important to note that these are net benefits, as the facility would potentially locate in another district, meaning these benefits occur elsewhere. By contrast, the proposal would only result in a minor economic cost associated with partially displacing an existing mid-size beef farm.

2. INTRODUCTION

- 2.1 My full name is Adam Jeffrey Thompson. I am an urban economist and property market analyst.
- 2.2 I hold a Bachelor of Resource Studies from Lincoln University (1998), a Master of Planning from Auckland University (2000) and a Dissertation in Urban Economics from the London School of Economics (2014). I have studied urban economics at Auckland University and environmental economics at Lincoln University.
- 2.3 For the past 20 years I have provided consulting services in the fields of urban economics, property market analysis and property development advisory. For the past 16 years I have owned and managed two consulting firms that have provided services in these fields. I am presently the director of Urban Economics Limited.
- 2.4 I have undertaken over 600 economic and property market assessments for a range of private and public sector clients. I have attached my resume in Appendix 4.
- 2.5 My experience as relates to this proposal includes 25-30 economic assessments for similar rezoning proposals, with many being for large projects of over 1,000 dwellings.
- 2.6 I have been involved in the rezoning proposal by HVL since 2020. This has included a site visit and preparation of an economic assessment.

Scope of evidence

- 2.7 My evidence evaluates the economic costs and benefits of the proposed rezoning sought by TVL².

3. CODE OF CONDUCT

- 3.1 I have read the Environment Court's Code of Conduct for Expert Witnesses, and I agree to comply with it. My qualifications as an expert are set out above. I confirm that the issues addressed in this brief of evidence are within my area of expertise. I have not omitted to consider material facts known to me that might alter or detract from the opinions expressed.

² Submitter 862 and further submitter 1291.

4. INTRODUCTION

4.1 This report provides an evaluation of the economic costs and benefits of a rezoning approximately 230 hectares of rural land to a resort zone to accommodate a proposed tourism operation in Pokeno, Waikato. Proposed activities on the site include:

- Traveller accommodation,
- Restaurant,
- Café
- Health Spa Centre,
- Conference spaces,
- Farm Showgrounds,
- New Zealand Made hub showcasing local and regional products,
- Ancillary Retail
- Outdoor recreation opportunities on the Waikato river,
- And a ferry from the site to Mercer.

4.2 for the purposes of my assessments, I have used the following floor areas:

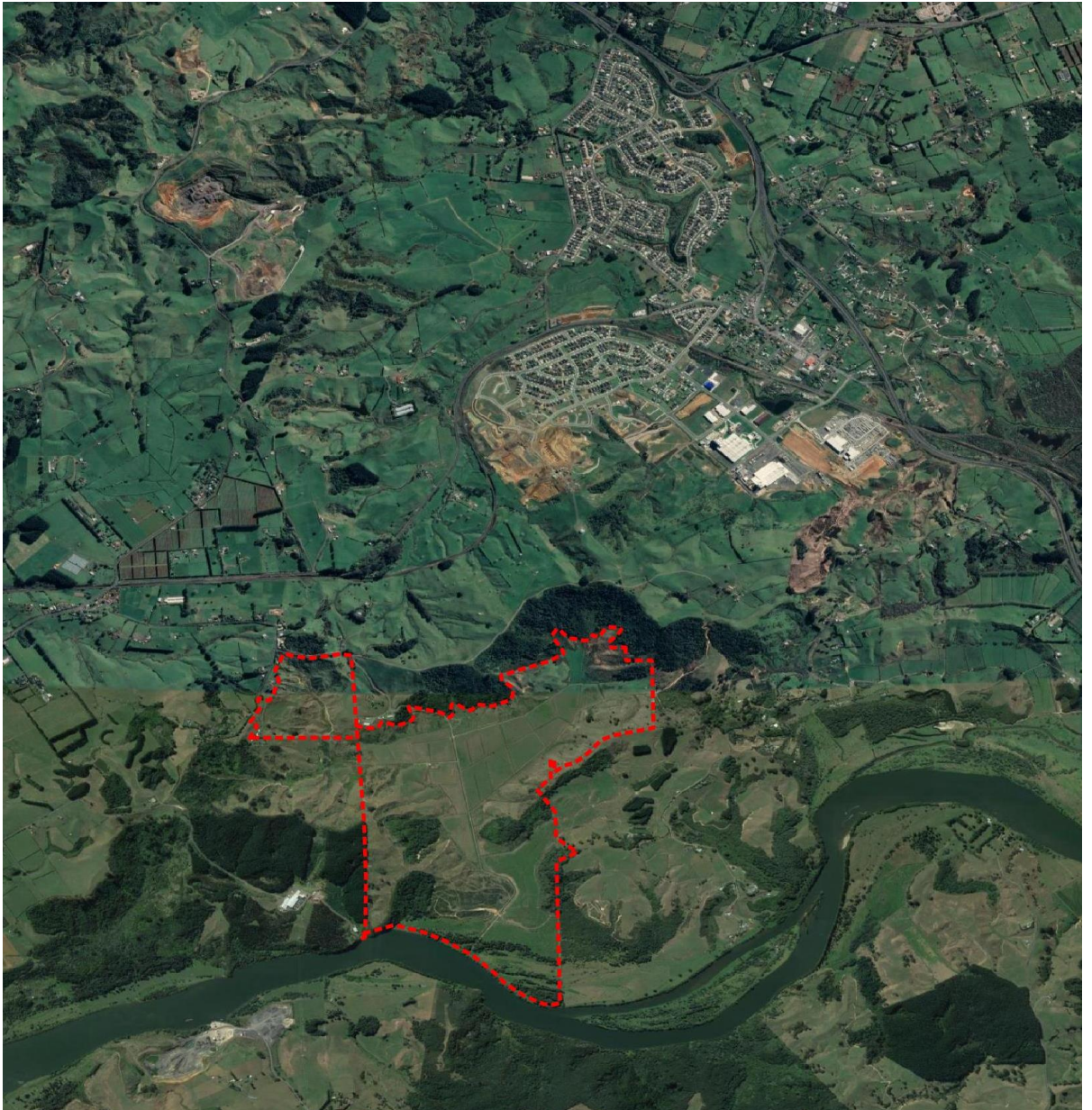
- (a) A resort containing travellers' accommodation, event space, a restaurant, a health spa and ancillary retail of 25,000m² (low), 30,000m² (medium) and 35,000m² (high)
- (b) A farm showground and New Zealand made hub containing showgrounds, primary produce manufacturing, ancillary retail and a café of 26,000m² (low), 31,720m² (medium), 36,000m² (high)

4.3 A methodology section outlining key data sources and methods used is included in appendix 2.

5. SITE CONTEXT AND CHARACTERISTICS

- 5.1 The following figure displays the site and its surrounds. The site is to the south of Pokeno and adjacent to the Waikato river. The site is currently used for an agricultural purpose.

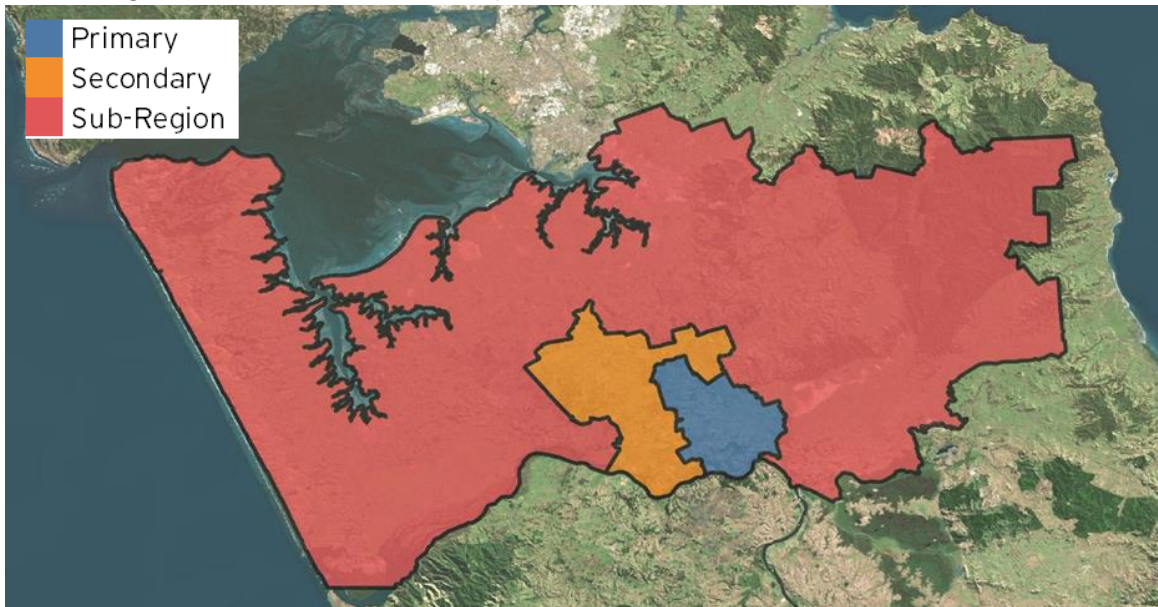
Figure 1: Site Map



6. CATCHMENTS

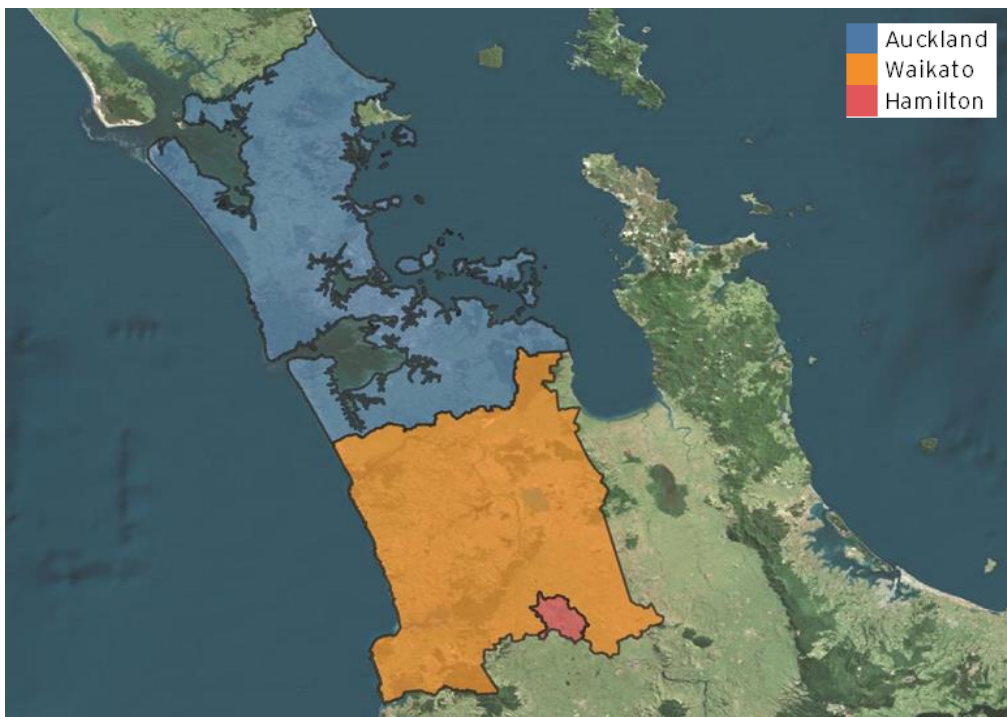
6.1 The following figure displays the catchments used in this analysis. Two sets of catchments have been used, a sub-regional catchment focusing on the local market area, and a regional catchment used to analyse the regional accommodation and tourism markets.

Figure 2: Local Catchment Map



Source: Urban Economics

Figure 3: Regional Catchment Map



Source: Urban Economics

7. TOURISM MARKET

Tourist Count

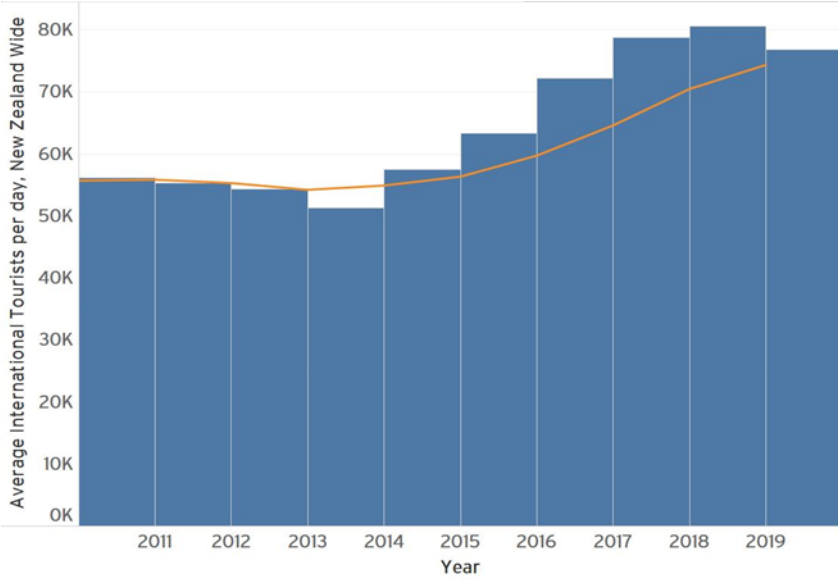
7.1 The following figures display the average number of international tourists in New Zealand on any given day from 2010 to 2019 (pre Covid-19). The key points to note are:

- (a) The average number of international tourists in New Zealand on any given day increased from 56,130 in 2010 to 76,900 in 2019, a growth rate of 2,310 or 4.1% per annum.
- (b) Over the past five years the rate of growth increased, to 5.4% per annum.

Figure 4: Daily International Tourist Count in New Zealand per day 2010 – 2020

Year	Count
2010	56,130
2011	55,350
2012	54,390
2013	51,280
2014	57,500
2015	63,320
2016	72,280
2017	78,820
2018	80,610
2019	76,900
5-yr Average Growth p.a.	3,400
10-yr Average Growth p.a.	2,310

Source: Statistics NZ



Traveller Transport Type

7.2 The following figure displays the transport type taken by international travellers arriving in New Zealand for the past ten years. The key points to note are:

- Approximately 99% of travellers choose to arrive by airplane in any given year.
- While the proportion arriving by boat fluctuates between 0.7% – 1.5%, there is no clear upwards or downwards trend.

Figure 5: International Travel by Mode, All Travel Purposes (2010 - 2019)

Year	Air	Sea	Total	Proportion Arriving by Sea
2010	2,469,000	18,000	2,490,000	0.7%
2011	2,471,000	16,000	2,490,000	0.6%
2012	2,598,000	26,000	2,628,000	1.0%
2013	2,594,000	29,000	2,626,000	1.1%
2014	2,745,000	34,000	2,783,000	1.2%
2015	2,954,000	31,000	2,988,000	1.0%
2016	3,277,000	29,000	3,310,000	0.9%
2017	3,597,000	35,000	3,636,000	1.0%
2018	3,737,000	39,000	3,780,000	1.0%
2019	3,826,000	55,000	3,887,000	1.4%

Source: Statistics NZ

Tourist Arrivals

7.3 The following figure displays annual international tourist arrivals by airport. The key points to note are:

- The number of international tourists per annum arriving via Auckland airport increased by 526,700 over the past ten years from 761,600 in 2010 to 1,288,300 in 2019, a growth rate of 58,520 or 7.7% per annum.
- Over the past five years arrivals have increased by 288,500 at the faster growth rate of 72,130 or 8.2% per annum.
- Auckland Airport is increasingly important as an entry point for international tourists growing its market share across the whole country from 63% to 66% over the past ten years.
- Across the North Island, 96% of tourists entered the country through Auckland International Airport.

- Hamilton and Rotorua do not have international tourists arriving through their respective airports.

Figure 6: Annual International Tourist Arrivals by Airport (2010 – 2019)

Year	Auckland	Christchurch	Dunedin	Hamilton & Rotorua	Wellington	Queenstown	New Zealand
2010	761,600	346,400	5,600	3,800	33,500	48,400	1,199,300
2011	792,300	265,300	5,800	4,500	43,200	69,100	1,180,200
2012	793,700	241,600	6,600	4,800	44,800	78,500	1,170,000
2013	843,400	228,400	5,400	2,300	45,900	102,200	1,227,600
2014	879,600	239,500	5,200	2,000	44,100	125,300	1,295,700
2015	999,800	259,800	3,600	1,600	52,200	151,800	1,468,800
2016	1,167,300	307,300	2,800	0	56,600	186,400	1,720,400
2017	1,295,500	322,600	2,000	0	59,100	208,100	1,887,300
2018	1,334,800	352,000	1,700	0	54,000	227,200	1,969,700
2019	1,288,300	344,200	1,800	0	53,800	255,900	1,944,000
5-yr Average Growth p.a.	72,130	21,100	-450	-400	400	26,030	118,800
10-yr Average Growth p.a.	58,520	-240	-420	-420	2,260	23,060	82,740

Source: Statistics NZ

Tourism Spend

- 7.4 The following figures display tourism spend for the past ten years for both international and domestic tourists in the regional catchment area.
- 7.5 Figures 7 displays a map of international tourism spend for 2010 and 2019 for the whole of New Zealand with selected 2019 spend values displayed.
- 7.6 The key points to note are:
- Auckland's tourism spend grew from \$4.8 billion in 2010 to \$8.5 billion in 2019. The largest categories include Retail, Transport, Other Tourism Products and Food and Beverage Services. \$3.8 billion of this spend came from domestic tourists and \$4.7 billion came from international tourists.
 - International tourists spent more on Retail, Other Tourism Products and Food and Beverage Services and domestic tourists spent more on Retail and Transport.
 - Waikato District's tourism spend grew from \$70 million in 2010 to \$120 million in 2019. The largest categories include Retail, Food and Beverage Services and Accommodation.
 - Both international and domestic tourists spent the most on Retail and Food and Beverage Services.

- Hamilton City's tourism spend grew from \$590 million in 2010 to \$920 million in 2019. The largest categories include Retail, Other Tourism Products and Food and Beverage Services.
- Both international and domestic tourists spent the most on Retail, Food and Beverage Services and Other Tourism Products.
- Domestic tourists spent the most in Auckland (\$3.8b), Christchurch (\$1.5b), Wellington (\$1.3b) and Queenstown (\$1.1b). Other territorial authorities with high spend include Hamilton (\$730m), Tauranga (\$680m), Dunedin (\$570m), Rotorua (\$490m) and Taupo (\$460m).
- International tourists spent the most in Auckland (\$4.7b), Queenstown (\$2.0b) and Christchurch (\$1.0b). Other territorial authorities with high spend include Wellington (\$740m), Rotorua (\$360m), Mackenzie District (\$230m), Dunedin (\$230m) and Taupo (\$220m).
- Areas that have high tourism spend but do not have an international airport must be receiving international tourists overland from one of the international airports. In the case of Rotorua and Taupo, which both have high international tourism spend numbers, the closest international airport is Auckland. It is reasonable to infer that there is a large flow of tourists travelling overland from Auckland into the central north island via the Waikato district. Other popular destinations include the Far North district, Hawke's Bay, Thames-Coromandel and New Plymouth.

7.7 An opportunity exists for tourism operations in the Waikato district, to attract tourists en route to Rotorua, Taupo and elsewhere in the North Island, if a high enough value proposition is presented.

Figure 6: Tourism Spend (2010 – 2019)

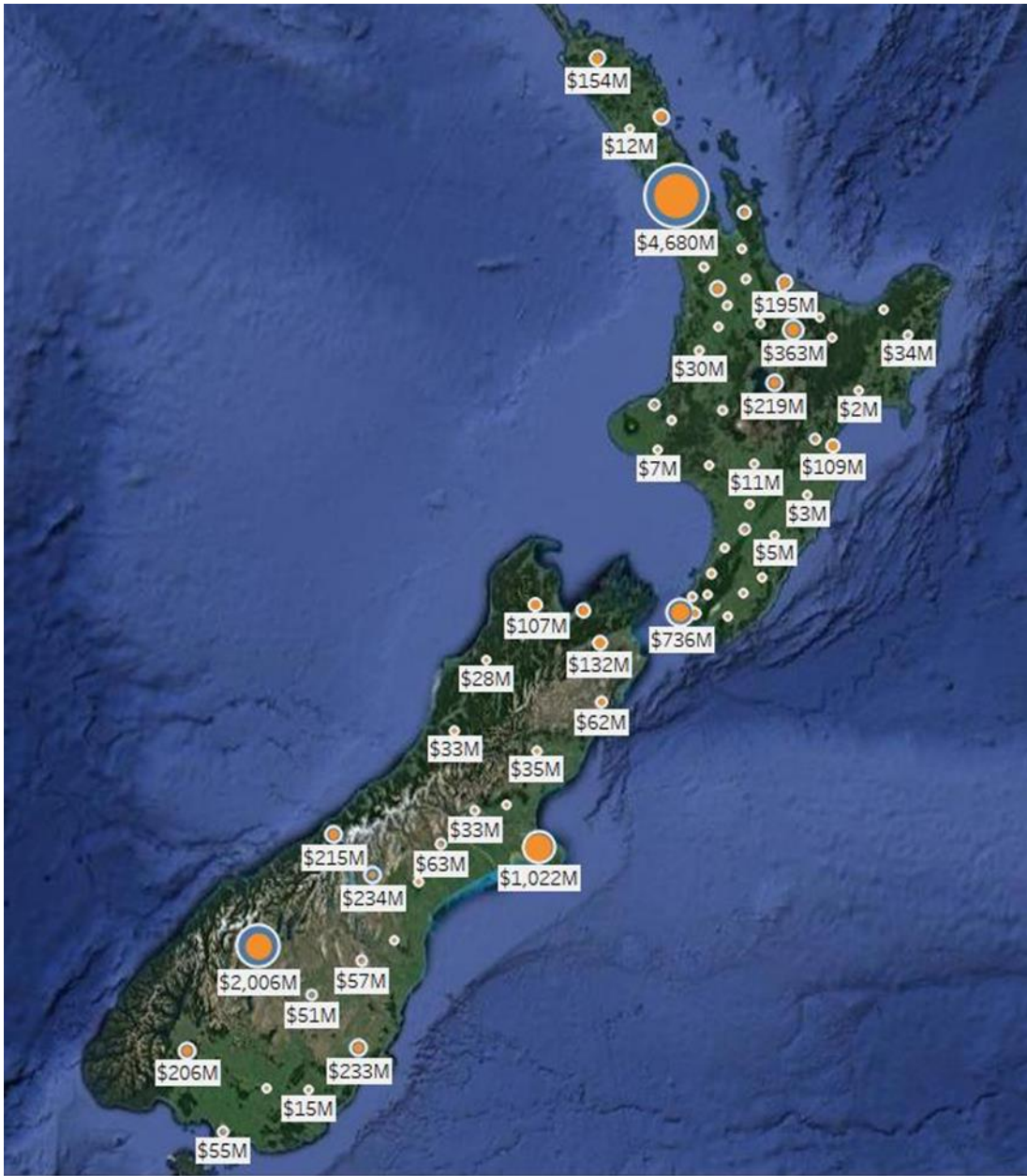
Auckland								
Year	Market Segment	Retail	Transport	Food and beverage	Accommodation	Cultural and Recreation	Other Tourism Products	Total
2010	NZ	\$1,110	\$590	\$250	\$140	\$50	\$280	\$2,420
	International	\$930	\$340	\$530	\$290	\$20	\$270	\$2,380
	Subtotal	\$2,040	\$930	\$780	\$430	\$70	\$550	\$4,800
2019	NZ	\$1,690	\$930	\$400	\$210	\$100	\$440	\$3,770
	International	\$1,880	\$390	\$1,000	\$490	\$50	\$870	\$4,680
	Subtotal	\$3,570	\$1,320	\$1,400	\$700	\$150	\$1,310	\$8,450
Five Year Average Growth	NZ	\$60	\$40	\$20	\$0	\$10	\$20	\$150
	International	\$120	\$20	\$60	\$0	\$10	\$50	\$260
	Total	\$180	\$60	\$80	\$0	\$20	\$70	\$410

Hamilton								
Year	Market Segment	Retail	Transport	Food and beverage	Accommodation	Cultural and Recreation	Other Tourism Products	Total
2010	NZ	\$250	\$90	\$50	\$20	\$10	\$70	\$490
	International	\$50	\$10	\$20	\$10	\$0	\$10	\$100
	Subtotal	\$300	\$100	\$70	\$30	\$10	\$80	\$590
2019	NZ	\$410	\$50	\$70	\$40	\$30	\$110	\$710
	International	\$80	\$10	\$40	\$20	\$0	\$60	\$210
	Subtotal	\$490	\$60	\$110	\$60	\$30	\$170	\$920
Five Year Average Growth	NZ	\$20	\$0	\$0	\$0	\$0	\$10	\$30
	International	\$10	\$0	\$0	\$0	\$0	\$10	\$20
	Total	\$30	\$0	\$0	\$0	\$0	\$20	\$50

Waikato District								
Year	Market Segment	Retail	Transport	Food and beverage	Accommodation	Cultural and Recreation	Other Tourism Products	Total
2010	NZ	\$35	\$0	\$10	\$5	\$5	\$0	\$55
	International	\$10	\$0	\$5	\$0	\$0	\$0	\$15
	Subtotal	\$45	\$0	\$15	\$5	\$5	\$0	\$70
2019	NZ	\$60	\$0	\$20	\$5	\$5	\$0	\$90
	International	\$10	\$0	\$10	\$5	\$0	\$5	\$30
	Subtotal	\$70	\$0	\$30	\$10	\$5	\$5	\$120
Five Year Average Growth	NZ	\$10	\$0	\$0	\$0	\$0	\$0	\$10
	International	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Total	\$10	\$0	\$0	\$0	\$0	\$0	\$10

Source: MBIE

Figure 7: International Tourism Spend 2010 – 2010, 2019 Spend Labelled



Recreation and Cultural Spend

7.8 The following figures display the spend on Cultural and Recreational activities across New Zealand by selected territorial authority for the past ten years.

7.9 Figure 8 displays the top ten territorial authorities by spend in 2019, and figure 9 displays the top ten territorial authorities by spend growth rate over the 2010 – 2019 period.

7.10 The key points to note are:

- Queenstown-Lakes has the largest tourism spend on cultural and recreational in 2019 of \$275 million per annum. This spend is also increasing at a respectable rate of \$7 million, or 3% per annum.
- Four of the territorial authorities (Taupo, Ruapehu, Christchurch and Westland) in figure 8 have experienced no/very low growth in both nominal and percentage terms over the past ten years. Christchurch City falls into this category due to the 2011 earthquakes, reaching a low of \$31 million per annum in 2012 before recovering to \$46 million per annum by 2019.
- Waikato District is one of the ten fastest growing Territorial Authorities by cultural and recreational spend, growing by \$400,000 or 8% per annum. Tourism spend on cultural and recreational activities in 2019 was \$7.6 million.
- The fastest growing territorial authority by cultural and recreational spend over the past ten years was Matamata-Piako, growing by \$2 million or 26% per annum.
- Matamata-Piako District is the home of Hobbiton, which provides a range of tours and experiences using the original set from the *Lord of the Rings* and *The Hobbit* movies.
- While the *Lord of the Rings* Hobbiton was partially dismantled leaving 17 bare plywood facades behind, when *The Hobbit* was filmed in 2009 the set was left in working condition with a total of 44 Hobbit Holes and the *Green Dragon Inn*³.
- The experience of the Matamata-Piako District's cultural & recreation spend growing rapidly over the past ten years provides a good example of what is achievable with the proposed resort.

³ [Hobbitontours.com/en/our-story/](https://hobbitontours.com/en/our-story/), last accessed 17/02/2021

- Six of the ten highest grossing territorial authorities by cultural and recreational spend are in the North Island and are best serviced for international tourists by Auckland International Airport, with the fastest overland travel route to these territorial authorities via State Highway One bringing them in close proximity to the site.
- An opportunity exists for tourism operations in the Waikato district, to attract tourists interested in cultural and recreational activities en route to these other territorial authorities if a high enough value proposition is presented.

Figure 8: Top Ten Territorial Authorities by Cultural and Recreational Spend

Year	Cultural and Recreational Spend (\$m)									
	Queenstown-Lakes	Rotorua	Auckland	Taupo	Ruapehu	Christchurch	Wellington	Waitomo	Westland	Hamilton
2010	\$205.9	\$82.9	\$76.9	\$43.9	\$43.2	\$49.8	\$26.8	\$16.8	\$20.0	\$7.8
2011	\$184.2	\$84.0	\$84.1	\$47.0	\$48.4	\$36.0	\$29.2	\$18.1	\$16.7	\$7.3
2012	\$191.9	\$90.5	\$85.9	\$39.9	\$45.0	\$30.8	\$29.2	\$17.3	\$17.9	\$13.7
2013	\$185.4	\$96.6	\$87.6	\$39.6	\$38.3	\$33.0	\$28.6	\$17.0	\$20.4	\$15.4
2014	\$185.9	\$103.8	\$96.3	\$37.6	\$38.8	\$39.1	\$27.6	\$20.6	\$21.8	\$17.6
2015	\$221.4	\$116.8	\$96.6	\$39.3	\$39.6	\$47.2	\$31.2	\$23.6	\$23.2	\$19.5
2016	\$231.9	\$129.3	\$113.4	\$42.7	\$39.2	\$45.4	\$31.2	\$26.0	\$23.1	\$21.4
2017	\$243.1	\$138.3	\$121.9	\$43.2	\$42.4	\$42.8	\$31.1	\$24.5	\$20.7	\$26.4
2018	\$275.9	\$142.4	\$136.1	\$47.7	\$52.4	\$48.9	\$34.5	\$22.9	\$21.8	\$32.2
2019	\$274.9	\$135.8	\$150.3	\$50.7	\$43.0	\$46.3	\$40.8	\$23.2	\$22.9	\$29.4
Total	\$2,200.5	\$1,120.4	\$1,049.1	\$431.6	\$430.4	\$419.3	\$310.2	\$210.1	\$208.4	\$190.8
Ten Year Annual Growth Rate	\$6.9	\$5.3	\$7.3	\$0.7	\$0.0	-\$0.4	\$1.4	\$0.6	\$0.3	\$2.2
Ten Year Annual Growth Rate (%)	3%	5%	7%	1%	0%	-1%	4%	3%	1%	14%

Source: Statistics NZ, Urban Economics

Figure 9: Top Ten Territorial Authorities by Cultural and Recreational Spend Growth Rate

Year	Cultural and Recreational Spend (\$m)									
	Matamata-Piako	Opotiki	Hamilton	Masterton	Waimate	Timaru	Manawatu	Tauranga	Carterton	Waikato
2010	\$2.2	\$0.1	\$7.8	\$0.8	\$0.1	\$1.2	\$0.2	\$7.4	\$0.2	\$3.6
2011	\$2.8	\$0.2	\$7.3	\$0.9	\$0.1	\$1.9	\$0.3	\$7.7	\$0.2	\$3.8
2012	\$4.5	\$0.2	\$13.7	\$0.8	\$0.1	\$1.9	\$0.3	\$7.8	\$0.2	\$3.8
2013	\$10.7	\$0.3	\$15.4	\$1.1	\$0.1	\$2.4	\$0.3	\$7.6	\$0.2	\$4.1
2014	\$15.3	\$0.3	\$17.6	\$1.7	\$0.1	\$3.0	\$0.4	\$9.4	\$0.2	\$4.0
2015	\$21.8	\$0.3	\$19.5	\$2.0	\$0.2	\$3.1	\$0.4	\$10.9	\$0.2	\$3.8
2016	\$23.8	\$0.3	\$21.4	\$2.3	\$0.3	\$3.7	\$0.5	\$13.0	\$0.3	\$5.4
2017	\$24.9	\$0.4	\$26.4	\$2.2	\$0.3	\$3.2	\$0.5	\$14.2	\$0.3	\$6.5
2018	\$22.8	\$0.5	\$32.2	\$2.4	\$0.3	\$3.0	\$0.6	\$14.8	\$0.4	\$7.3
2019	\$22.2	\$0.5	\$29.4	\$2.7	\$0.3	\$3.3	\$0.6	\$16.8	\$0.3	\$7.6
Total	\$150.9	\$3.1	\$190.8	\$16.9	\$1.9	\$26.7	\$4.2	\$109.8	\$2.5	\$50.0
Ten Year Annual Growth Rate	\$2.0	\$0.0	\$2.2	\$0.2	\$0.0	\$0.2	\$0.0	\$0.9	\$0.0	\$0.4
Ten Year Annual Growth Rate (%)	26%	15%	14%	13%	12%	10%	10%	9%	8%	8%

Source: Statistics NZ, Urban Economics

International Tourist Travel Choices

7.10 The following figure displays the travel choices of international tourists for selected categories. The key points to note are:

- Once within New Zealand the most popular travel type is other private transport. This category includes car hire/purchase or borrowing vehicles from friends and family. This was true throughout the sample period.
- Approximately 10% of international tourists took further domestic flights once within New Zealand. An important implication is that a large proportion, in the order of 70-80%, of international tourists entering via Auckland Airport, are likely to travel southward by car or bus past the proposal site. This would provide a large potential market for the proposed resort development.

Figure 10: Tourist Travel Type

Year	Domestic Flights	Campervan /Motor-home	Bus Service between cities/towns	Taxis/ Shuttles	Other Private Transport	Tour Buses	Train	Other Buses	Hitch Hiking	Total Tourists
2010	372,000	93,000	237,000	456,000	976,000	352,000	107,000	44,000	225,000	3,433,000
2011	360,000	89,000	291,000	469,000	928,000	355,000	115,000	53,000	293,000	3,521,000
2012	376,000	87,000	305,000	428,000	980,000	412,000	104,000	56,000	304,000	3,587,000
2013	369,000	77,000	279,000	438,000	893,000	456,000	106,000	58,000	321,000	3,496,000
2014	294,000	95,000	190,000	494,000	886,000	340,000	153,000	137,000	191,000	3,540,000
2015	319,000	113,000	197,000	507,000	859,000	432,000	165,000	133,000	92,000	3,701,000
2016	406,000	127,000	214,000	628,000	1,056,000	568,000	172,000	170,000	67,000	4,500,000
2017	491,000	137,000	238,000	710,000	1,118,000	635,000	192,000	161,000	90,000	4,817,000
2018	451,000	159,000	231,000	721,000	1,208,000	603,000	177,000	184,000	88,000	5,012,000
2019	474,000	178,000	205,000	695,000	1,170,000	558,000	144,000	158,000	74,000	4,797,000

Source: Statistics NZ

Summary

- 7.11 The Auckland tourism sector is of a large scale and is continuing to experience rapid growth.
- 7.12 It is however characterised by low cultural and recreational spend, indicating tourists are travelling to places such as Rotorua and Queenstown for these activities.
- 7.13 This suggests a large potential market to retain this type of expenditure in northern Waikato, however it would require facilities that are of a large scale that offer a unique New Zealand experience.
- 7.14 The proposal is of a large scale and offers an agricultural and recreational experience that is considered sufficient to attract customers from the Auckland market as they head southward.

8. TRAVELLER ACCOMMODATION MARKET

Demand for Accommodation

- 8.1 The following figure displays guest nights for the regional catchments over the 2010 – 2019 period.
- 8.2 Guest nights represent one person spending one night in a hotel, motel or other accommodation provider. The key points to note are:
- Guest nights have risen by 209,000 per annum on average for Auckland over the past ten years. Over the past 5 years this rate has slowed to 83,000 per annum.
 - Guest nights have risen by 30,000 per annum on average for Hamilton City over the past ten years. Over the past 5 years this rate has increased to 36,000 per annum.
 - Guest nights have risen by 7,000 per annum on average for the Waikato District over the past ten years. A slower rate of growth has been achieved over the past 5 years of 5,000 per annum.

Figure 11: Guest Nights (2010 – 2019)

Year	Auckland	Hamilton	Waikato
2010	5,602,000	537,000	103,000
2011	6,140,000	557,000	128,000
2012	6,331,000	576,000	125,000
2013	6,659,000	585,000	122,000
2014	6,947,000	627,000	122,000
2015	7,157,000	660,000	147,000
2016	7,408,000	703,000	176,000
2017	7,424,000	761,000	160,000
2018	7,366,000	761,000	173,000
2019	7,488,000	805,000	166,000
Total	68,523,000	6,572,000	1,423,000
Average	6,852,000	657,000	142,000
5 Year Average Growth per Annum	83,000	36,000	5,000
10 Year Average Growth per Annum	209,000	30,000	7,000

Source: Urban Economics, Statistics NZ

Building Consents

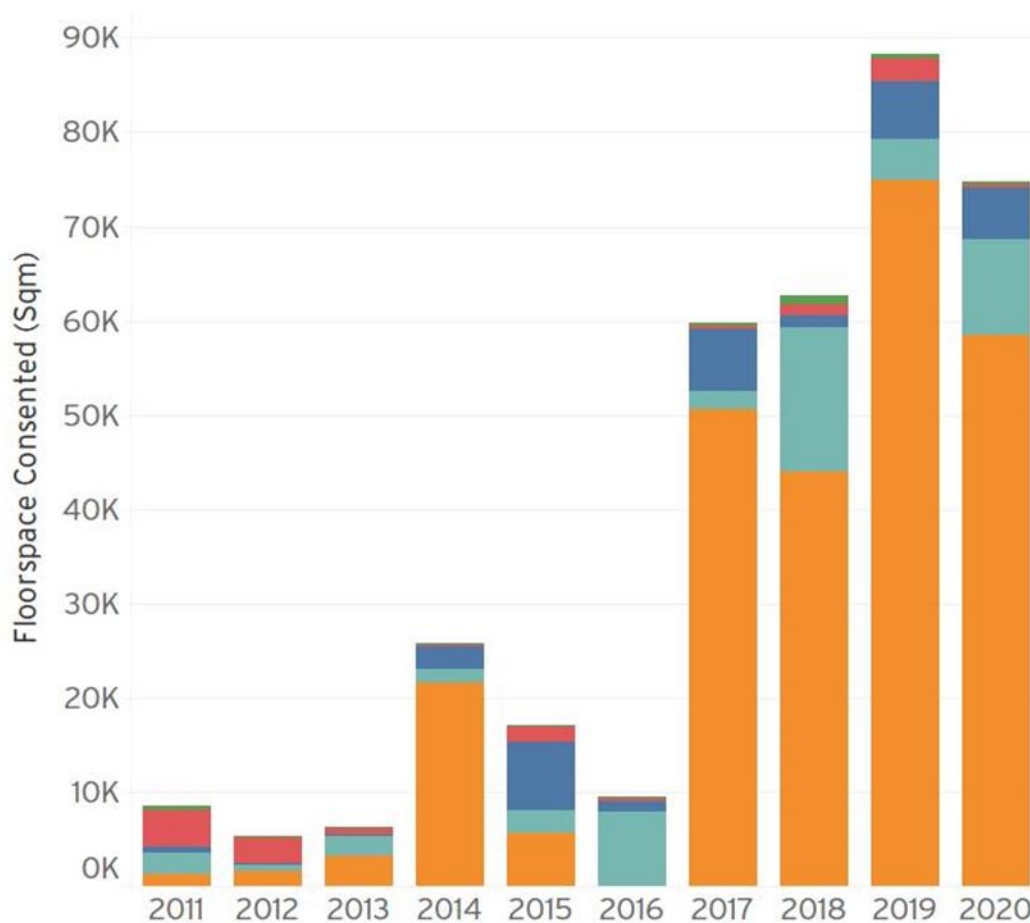
- 8.3 The following figures display building consents for accommodation providers over the past ten years.
- 8.4 Building consents for the Auckland catchment have been split into three groups representing the accommodation clusters in Central Auckland and near the airport, and the accommodation floorspace consented throughout the rest of the city.
- 8.5 The key points to note are:
- Accommodation floorspace in the past ten years in Auckland has primarily gone into the CBD, with 74% of all floorspace consented.
 - A relatively small cluster also exists near the airport, with 9% of all floorspace consented in this area over the past ten years.
 - While accommodation floorspace consents fluctuate noticeably from year to year as displayed in figure 13, a strong upward trend is still present. Floorspace consented across Auckland rose from 4,000m² – 5,000m² per annum early in the decade to 60,000m² – 90,000m² per annum by the end of the decade with an average over the past five years of 60,400m² per annum.
 - A total of 2,700m² of floorspace was consented in the Waikato district over the past ten years, with an average of 380m² per annum consented per annum over the past five years.
 - A total of 13,900m² of floorspace was consented in the Waikato district over the past ten years, with an average of 1,390m² per annum consented per annum over the past five years.

Figure 12: Accommodation Building Consents

Year	Central		Airport		Rest of Auckland		Auckland Subtotal		Waikato		Hamilton		Total	
	Floor Area	Number of Units	Floor Area	Number of Units	Floor Area	Number of Units	Floor Area	Number of Units	Floor Area	Number of Units	Floor Area	Number of Units	Floor Area	Number of Units
2011	1,400	3	600	2	2,200	8	4,200	13	500	1	3,800	5	8,500	19
2012	1,700	3	0	0	700	3	2,400	6	0	1	2,900	3	5,300	10
2013	3,200	1	0	1	2,300	5	5,500	7	200	1	600	2	6,300	10
2014	21,500	3	2,400	5	1,500	7	25,400	15	0	0	300	2	25,700	17
2015	5,700	1	7,200	4	2,400	4	15,300	9	100	3	1,700	2	17,100	14
2016	0	0	1,100	1	12,700	19	13,800	20	0	1	600	2	14,400	23
2017	50,600	9	6,600	1	1,900	7	59,100	17	200	1	300	1	59,600	19
2018	43,900	28	1,300	3	21,100	15	66,300	46	900	8	1,100	1	68,300	55
2019	74,900	34	6,100	8	7,800	10	88,800	52	500	6	2,300	3	91,600	61
2020	58,400	31	5,400	7	10,200	11	74,000	49	300	4	300	1	74,600	54
Total	261,300	113	30,700	32	62,800	81	354,800	81	2,700	26	13,900	22	371,400	274
5 Year Average	45,560	20	4,100	4	10,740	12	60,400	37	380	4	920	2	61,700	42
10 Year Average	26,130	11	3,070	3	6,280	9	35,480	23	270	3	1,390	2	37,140	28

Source: Urban Economics, Statistics NZ

Figure 13: Floorspace Consented (2011 – 2020)



Occupancy Rates

8.6 The following figures display the occupancy rates in each catchment over the past ten years.

8.7 The key points to note are:

- Occupancy rates have increased from 53% - 66% in Auckland over the past ten years, achieving an average annual growth rate of 1.5% per annum.
- Occupancy rates have increased from 53% - 69% in Hamilton over the past ten years, achieving an average annual growth rate of 1.8% per annum.
- Occupancy rates have increased from 22% - 28% in the Waikato District over the past ten years, achieving an average annual growth rate of 0.6% per annum.

- Occupancy rates have increased from 36% - 45% across New Zealand as a whole over the past ten years, achieving an average annual growth rate of 1.0% per annum.
- Over the catchment as a whole occupancy rates have increased from 52% - 65% over the past ten years, achieving an average annual growth rate of 1.5% per annum.
- This increase in occupancy rates is consistent with the high rate of increase in guest nights over the past ten years. Overall this shows strong growth in demand for traveller accommodation, as would be expected given the increase in tourist numbers.

Figure 14: Regional Catchment Occupancy Rates (2010 – 2019)

Year	Occupancy Rate				New Zealand
	Auckland	Hamilton	Waikato	Total	
2010	53%	53%	22%	52%	36%
2011	57%	54%	26%	55%	37%
2012	56%	53%	25%	55%	36%
2013	60%	53%	24%	58%	37%
2014	62%	54%	26%	60%	39%
2015	64%	57%	29%	62%	41%
2016	68%	60%	31%	65%	43%
2017	70%	67%	29%	67%	44%
2018	67%	66%	31%	65%	45%
2019	66%	69%	28%	65%	45%

Source: Urban Economics, Statistics NZ

Current Supply of Accommodation

8.8 The following figure display the current supply of accommodation in the local catchments.

8.9 The key points to note are:

- (a) There is one accommodation provider, the Pokeno Motel within the primary catchment. This has a total of 29 rooms.
- (b) There are four accommodation providers in the secondary catchment, with a total of 59 rooms.
- (c) There are 3 accommodation providers with a total of 49 rooms between them in the sub-regional catchment.

8.10 While the proposal is intended to be a destination, this indicates that it would provide significant additional supply in a location that has relatively few existing traveller accommodations.

8.11 Most notably, it would provide the first large scale traveller accommodation in the Upper Waikato District – Southern Auckland Region area.

Figure 15: Map of Accommodation in Catchments



Benchmark Activities

8.12 The following figures display a summary of existing agri-parks in New Zealand and internationally. Appendix three displays further detail on each benchmark park.

8.13 The key points to note are:

- The facilities that offer agricultural experiences range in size from small to large.
- Visitation ranges from 200,000 – 3,000,000 per annum.
- There is often a wide range of ancillary recreational and service activities. This would increase length of stay and total spend per visitor.

Figure 16: Agri-Parks in New Zealand

Park	Location	Size (Ha)	Approximate Visitors P.A.	Activities
Old Macdonalds Farm	Abel Tasman Village	40	-	Archery, Kayaking, Horse Treks, Sailing, Guided Tours, Accomodation
Crystal Mountain	Auckland	16	200,000	Farm Park, Rides, Crystal Mine Museum, Gift Store, Café
Kiwi Valley Farm Park and Maze	Auckland	8	-	Farm Tours, Pony and Tractor Rides, Maze
Bullswool Farm Heritage Park	Karangahake - Southern Coromandel	41	10,000	Farm Park, Native Bird Reserve, Heritage Museum, Playground
Agrodome	Rotorua	141	-	Farm Tours, Farm Show, Farmyard Nursery, Café.
Huka Prawn Park	Taupo	12	75,000	Prawn Fishing, Range of Water Activites, Restaurant
Julians Berry Farm & Café	Whakatane	11	-	PYO Berries, Animal Farm, Mini Golf, Gift Shop, Café

Source: Urban Economics, Various

Figure 17: International Agri-Parks

Park	Location	Size (Ha)	Approximate Visitors P.A.	Activities
White Ridge Farm	Queensland, Australia	8	-	Adventure Playground, Tractor Ride, Feed and Pet the Animals
National Forest Adventure Farm	England	8	-	Animal Activities, Assault Course, Go Karts, Mini Golf, Playground, Maze, Café's
Avon Adventure and Wildlife Park	England	32	200,000	Animal Encounters, Camping, Adventure Playground, Rides, Mini Golf, Café's
Odds Farm Park	England	-	-	Farm Animal Experience, Mini Golf, Playgrounds, Rides, Go Karts, Nursery for Kids, Café, Gift Shop
Pennywell Farm	England	36	70,000	Interactions with Animals, Number of Rides, Gift Store, Café
The Big Sheep	England	16	-	Nursery Barn, live Shows, Rides, Playground, Beer Brewery, Gin Distillery, Café, Gift Shop
Shelby Farms Park	Memphis, Tennessee, USA	1,821	3,000,000	Walking/Biking Trails, Buffalo Herd, Playgrounds, Horse Riding, Paintball, Laser Tag, Disc Golf, Fishing, Restaurants, Gift Shop
Folly Farm	Wales	48	500,000	Zoo and Farm Animal Encounters, Fairground with Rides, Café's and Restaurants
Mother Farm	Japan	250	900,000	Farm Animal Experience, Farm Tour, Horseback Riding, Flower Garden, Fruit Picking, Amusement Park, Zipline and Bungee Jump, Craft Workshop, Restaurants & Café's, Farm Shop, Accommodation

Source: Urban Economics, Various

9. IMPACT OF COVID-19

- 9.1 Construction is expected to occur over the 2025 - 2029 period with the resort and facilities open to the public by 2030.
- 9.2 Current vaccination trajectories suggest that all major international tourism markets will be vaccinated by then with developed markets vaccinated by the end of 2022 and developing markets vaccinated by the end of 2023⁴.
- 9.3 Current estimates suggest global international travel demand will return to 2019 levels by 2024⁵⁶.
- 9.4 It is notable that international air travel has suffered the least disruption from Covid-19 in the Asia-Pacific region and will likely recover to 2019 levels faster than other regions⁴.
- 9.5 It is considered likely that international tourism demand will return to trend by 2030 though downside risks to international tourism spend from further mutations that are resistant to current vaccines and higher priced international travel as a result of lower capacity in developed markets struggling with Covid-19 remain.
- 9.6 The low projection for economic activity assumes both lower domestic and international demand. International tourism spend is further reduced in this scenario to model a 'worst case' Covid-19 impact throughout the analysed period.

10. ESTIMATED TOURIST EXPENDITURE

- 10.1 Figure 18 shows the total guest nights for each territorial authority area across New Zealand.
- 10.2 As noted previously the vast majority (96%) of international tourists exploring the North Island arrive via Auckland International Airport.
- 10.3 They then primarily travel overland to other destinations in the North Island, notably to Rotorua, Hamilton City, Tauranga, Ruapehu and Taupo.

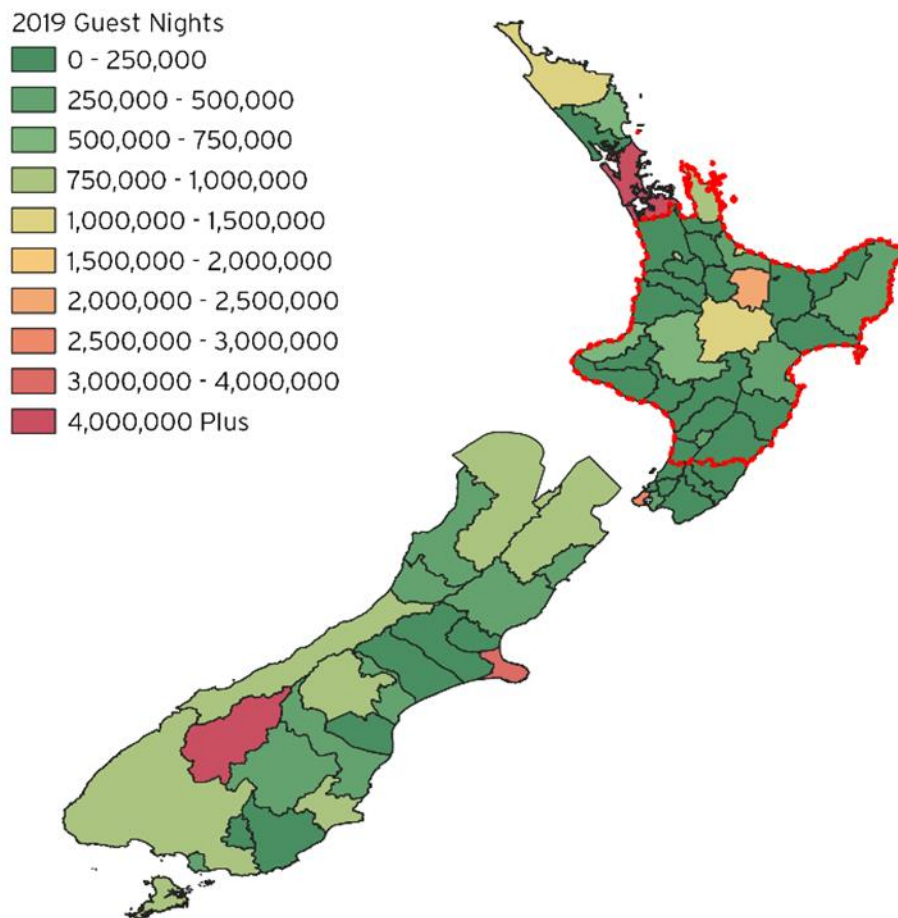
⁴ The Economist, *Vaccine nationalism means that poor countries will be left behind* (28/01/2021), Our World in Data, *Covid Vaccinations*, last accessed 12/02/2021

⁵ International Air Travel Association, *Deep Losses Continue Into 2021*, last accessed 13/02/2021

⁶ International Civil Aviation Organization, *2020 passenger totals drop 60 percent as COVID-19 assault on international mobility continues*, last accessed 12/02/2021

- 10.4 The area contained within the red dotted line shows local authorities where international visitors are likely to have travelled overland along state highway one past the proposed site.
- 10.5 The practical implication for the proposal is there are a large number of tourists arriving in Auckland and heading southward past the site.

Figure 18: Total Guest Nights by Local Authority Area 2019



- 10.6 Figure 19 shows the estimated projected demand for accommodation by tourist type.
- 10.7 Based on 2019 figures, in 2030 an estimated 4,700 – 7,800 guest nights per annum can be expected from the domestic tourism market, and an estimated 25,200 - 56,100 guest nights per annum can be expected from the international tourist market.

- 10.8 In total there is demand for an estimated 29,900 – 63,900 guest nights per annum, or 80 – 170 guest nights per day in 2030.
- 10.9 Based on current tourist number growth rates, by 2040 this increases to 7,300 – 14,600 guest nights per annum from domestic tourists and 29,200 – 65,700 guest nights per annum from international tourists.
- 10.10 In total there is estimated demand by 2040 for an estimated 36,500 – 80,300 guest nights per annum, or 100 - 220 guest nights per day.
- 10.11 Overall, this shows there is strong demand for traveller accommodation on the site, as part of a large tourism development, and that this demand will increase over the next time.

Figure 19: Estimated Guest Nights by Tourist Type (2030 – 2050)

Period	Market Segment	2030	2035	2040	2050
Per Annum	Domestic	4,700 - 7,800	7,300 - 10,950	7,300 - 14,600	10,950 - 18,250
	International	25,200 - 56,100	25,550 - 58,400	29,200 - 65,700	29,200 - 69,350
	Total	29,900 - 63,900	32,850 - 69,350	36,500 - 80,300	40,150 - 87,600
Per Night	Domestic	10 - 20	20 - 30	20 - 40	30 - 50
	International	70 - 150	70 - 160	80 - 180	80 - 190
	Total	80 - 170	90 - 190	100 - 220	110 - 240

Source: Statistics NZ, Urban Economics

- 10.12 Figure 20 displays the estimated tourist spend per day by selected category across the Waikato district.
- 10.13 Total domestic tourism spend within the Waikato district across these categories was \$46 million in 2019.
- 10.14 This suggests an average domestic tourism spend of \$115 per day, as shown in Figure 20. Total international tourism spend within the Waikato district across these categories was \$16 million in 2019. This suggests an average international tourism spend of \$290 per day.
- 10.15 Current accommodation providers in the Waikato District primarily sit in the low to mid segments. A high-quality new traveller accommodation will be able to achieve higher prices per night.
- 10.16 Current culture and recreation spend in the Waikato District sits at between \$5 - \$10 per day, primarily due to a small number of offerings. Local authorities which specialize in this category achieve higher spend per tourist per day levels, at around \$50 - \$100.

10.17 This indicates a significant opportunity to increase the domestic and international tourism spend in the Waikato with the provision of a high-quality offer.

Figure 20: Estimated Daily Spend by Tourist Type, 2019 Dollars (Waikato District 2019)

Tourist Type	Measure	Accommodation	Cultural and Recreation	Food and Beverage Services	Total
Domestic	Current Average	\$30	\$5	\$80	\$115
	Expected Achievable	\$200	\$30	\$40	\$270
International	Current Average	\$80	\$10	\$200	\$290
	Expected Achievable	\$200	\$60	\$50	\$310

Source: MBIE, Statistics NZ, Urban Economics

10.18 The following three figures show the estimated achievable tourism spend within the proposed development, for a low, medium and high projection.

10.19 The medium projection shows total spend of \$97.3 million in 2030, comprised mostly of culture and recreation (\$35.7 million) and food and beverage (\$31.9 million). By 2040 this is forecast to increase to \$164.0 million, and by 2050 this is forecast to increase to \$218.3 million.

Figure 21: Estimated Achievable Spend Per Annum, By Tourist Type and Spend Category, Low Projection (2030 – 2050)

Year	Category	Domestic (\$M)	International (\$M)	Total
2030	Accommodation	\$1.1	\$6.2	\$7.3
	Culture & Recreation	\$2.9	\$15.7	\$18.6
	Food & Beverage	\$3.8	\$13.1	\$16.9
	Other Retail	\$1.0	\$7.9	\$8.8
	Total	\$8.8	\$42.8	\$51.6
2035	Accommodation	\$1.9	\$7.2	\$9.1
	Culture & Recreation	\$3.2	\$21.4	\$24.5
	Food & Beverage	\$4.2	\$17.8	\$22.0
	Other Retail	\$1.1	\$10.7	\$11.7
	Total	\$10.4	\$57.0	\$67.4
2040	Accommodation	\$2.6	\$8.6	\$11.1
	Culture & Recreation	\$3.8	\$27.9	\$31.7
	Food & Beverage	\$5.1	\$23.3	\$28.3
	Other Retail	\$1.3	\$14.0	\$15.2
	Total	\$12.7	\$73.7	\$86.3
2050	Accommodation	\$4.1	\$11.1	\$15.2
	Culture & Recreation	\$4.6	\$37.4	\$42.0
	Food & Beverage	\$6.1	\$31.2	\$37.3
	Other Retail	\$1.5	\$18.7	\$20.2
	Total	\$16.3	\$98.5	\$114.8

Source: Statistics NZ, MBIE, Urban Economics

Figure 22: Estimated Achievable Spend per Annum, by Tourist type and Spend Category, Medium Projection (2030 – 2050)

Year	Category	Domestic (\$M)	International (\$M)	Total
2030	Accommodation	\$1.5	\$10.9	\$12.5
	Culture & Recreation	\$4.3	\$31.4	\$35.7
	Food & Beverage	\$5.8	\$26.2	\$31.9
	Other Retail	\$1.4	\$15.7	\$17.1
	Total	\$13.0	\$84.2	\$97.3
2035	Accommodation	\$2.6	\$12.8	\$15.3
	Culture & Recreation	\$4.8	\$42.7	\$47.5
	Food & Beverage	\$6.4	\$35.6	\$42.0
	Other Retail	\$1.6	\$21.4	\$22.9
	Total	\$15.3	\$112.5	\$127.7
2040	Accommodation	\$3.4	\$15.2	\$18.7
	Culture & Recreation	\$5.7	\$55.8	\$61.5
	Food & Beverage	\$7.6	\$46.5	\$54.1
	Other Retail	\$1.9	\$27.9	\$29.8
	Total	\$18.6	\$145.5	\$164.0
2050	Accommodation	\$5.5	\$19.8	\$25.2
	Culture & Recreation	\$6.9	\$74.9	\$81.8
	Food & Beverage	\$9.2	\$62.4	\$71.6
	Other Retail	\$2.3	\$37.4	\$39.7
	Total	\$23.8	\$194.5	\$218.3

Source: Statistics NZ, MBIE, Urban Economics

Figure 23: Estimated Achievable Spend per Annum, by Tourist type and Spend Category, High Projection (2030 – 2050)

Year	Category	Domestic (\$M)	International (\$M)	Total
2030	Accommodation	\$1.9	\$13.7	\$15.6
	Culture & Recreation	\$5.8	\$41.9	\$47.6
	Food & Beverage	\$7.7	\$34.9	\$42.6
	Other Retail	\$1.9	\$20.9	\$22.9
	Total	\$17.2	\$111.4	\$128.6
2035	Accommodation	\$3.2	\$16.0	\$19.2
	Culture & Recreation	\$6.4	\$57.0	\$63.3
	Food & Beverage	\$8.5	\$47.5	\$55.9
	Other Retail	\$2.1	\$28.5	\$30.6
	Total	\$20.1	\$148.9	\$169.0
2040	Accommodation	\$4.3	\$19.0	\$23.3
	Culture & Recreation	\$7.6	\$74.4	\$82.0
	Food & Beverage	\$10.1	\$62.0	\$72.1
	Other Retail	\$2.5	\$37.2	\$39.7
	Total	\$24.5	\$192.7	\$217.2
2050	Accommodation	\$6.8	\$24.7	\$31.5
	Culture & Recreation	\$9.2	\$99.8	\$109.0
	Food & Beverage	\$12.3	\$83.2	\$95.4
	Other Retail	\$3.1	\$49.9	\$53.0
	Total	\$31.3	\$257.7	\$289.0

Source: Statistics NZ, MBIE, Urban Economics

11. RESORT AND FARM PARK EMPLOYMENT IMPACT

11.1 Figure 24 displays the employment impact (FTEs) of the construction of accommodation and tourism floorspace under the proposal. Methodology on how the number of full-time equivalent workers is calculated is detailed in appendix 1. The key points to note are:

- The construction of accommodation and tourism floorspace is estimated to create 130 - 180 FTE jobs in the construction sector over the life of the project. As the project is expected to have a construction period of 3 years, this translates to 40 - 60 FTE jobs per annum.
- The proposed site contains 230 hectares of land classified by Corelogic as beef farming farmland. The opportunity cost of the proposal is therefore the jobs in the beef farming industry that may be displaced by the conversion of farmland to accommodation and tourism. The facility aims to operate as an agricultural tourism facility meaning that a full working farm will be retained on site. For this reason, job displacement is partial as only those jobs generated by the portion of land that will no longer be utilized for farming are lost. The proposal is estimated to displace approximately 3 FTE jobs in the beef industry, or 70 jobs over a 23 year period⁷.
- The proposal results in the construction of an estimated 49,000m² - 71,000m² of floorspace across the facility. The establishment and operation of businesses in accommodation, hospitality, cultural and recreational and retail trade is expected to create around 220 FTE jobs per annum and 3,960 FTE jobs over a 20-year period.

Figure 24: Employment Impact

Industry	FTE Per Annum			Time Period	Total FTE (Over Time Period)		
	Low	Medium	High		Low	Medium	High
Construction	30	30	40	2025 - 2030	130	160	180
Accommodation	40	60	80	2030 - 2050	700	1,200	1,600
Benefits Cafes, Bars and Restaurants	40	60	80	2030 - 2050	800	1,200	1,600
Cultural and Recreation	20	40	55	2030 - 2050	400	800	1,100
Food and Produce Retail	20	30	40	2030 - 2050	400	600	800
Total	150	220	295		2,430	3,960	5,280
Costs Beef Farming	-3	-3	-3	2025 - 2050	-80	-80	-80

Source: Statistics NZ, Urban Economics

⁷ This figure is an estimate based on employment and land use numbers in Market Economics report Economic Aspects of Rural Subdivision, dated 24 August 2020, completed for the Waikato District Plan review

12. RESORT AND FARM PARK LOCAL ECONOMY IMPACT

12.1 The following figure displays the estimated impact of the proposal on the local economy. The methodology on how value added is calculated is detailed in appendix 1. The key points to note are:

- The proposal would result in the construction of 49,000m² – 71,000m² of facility floorspace over five years, at an estimated total cost of \$198.0 - \$282.0 million. This translates to a value added per annum figure of \$11.6 - \$16.5 million to the construction industry or a present value (PV) of \$30.7 - \$43.7 million.
- After traveller accommodation floorspace has been constructed, it will provide short-term accommodation services to visiting tourists. The value added to the accommodation industry from this activity is \$5.4 - \$11.4 million per annum or a PV of \$17.6 - \$37.1 million over the next twenty years.
- As well as accommodation floorspace, the proposal results in the construction of 45,000m² – 63,000m² of commercial floorspace. This floorspace will be used for the farm park, a health spa centre, an event space, food and beverage service, recreational activities, as well as retail of products in the Made in NZ Hub and other ancillary retail. The value added per annum from these activities is \$37.3 – \$96.0 million per annum or a net present value of \$119.2 - \$306.6 million.
- The proposal displaces 230 ha of beef farming farmland. This carries an estimated value added of \$300,000 per annum, or a NPV over 25 years of \$4.6 million.
- The PV of the benefits of the proposal is \$167.6 - \$387.4 million and the PV of the costs of the proposal is \$4.6 million. The Net Present Value of the proposal is \$163.0 - \$382.8 million. The economic benefits in other sectors of the economy significantly outweigh the cost to the beef farming industry.

Figure 25: Economic Impact of the proposal

			Value Added per Annum (\$M)			Present Value (\$M)					
			Low	Medium	High	Low	Medium	High	Time Period		
Benefits	Construction Period	Resort Construction	\$11.6	\$14.3	\$16.5	\$30.7	\$37.7	\$43.7	2025 - 2030		
		Accommodation	\$1.3	\$1.7	\$2.1	\$3.8	\$5.1	\$6.3			
	Domestic Tourists	Culture and Recreation	\$2.6	\$3.8	\$5.1	\$8.7	\$13.0	\$17.3	2030 - 2050		
		Food & Produce	\$0.7	\$1.1	\$1.5	\$2.5	\$3.8	\$5.0			
		Cafes, Bars and Restaurants	\$1.7	\$2.6	\$3.4	\$5.8	\$8.7	\$11.6			
		Subtotal	\$6.3	\$9.2	\$12.2	\$20.7	\$30.5	\$40.2			
	Ongoing Benefits	International Tourists	Accommodation	\$4.2	\$7.4	\$9.3	\$13.8	\$24.6		\$30.7	
			Culture and Recreation	\$11.7	\$23.3	\$31.1	\$37.0	\$74.0		\$98.7	
			Food & Produce	\$8.1	\$16.2	\$21.6	\$25.7	\$51.5		\$68.7	
			Cafes, Bars and Restaurants	\$12.5	\$24.9	\$33.2	\$39.5	\$79.0		\$105.4	
			Subtotal	\$36.4	\$71.9	\$95.2	\$116.1	\$229.1		\$303.4	
			Total	\$42.7	\$81.1	\$107.4	\$136.8	\$259.6		\$343.6	
	Costs	Agricultural	Beef Farming	\$0.3	\$0.3	\$0.3	\$4.6	\$4.6		\$4.6	2025 - 2030
	Net Present Value			-	-	-	\$163.0	\$292.7		\$382.8	-

Source: Statistics NZ, Urban Economics

13. INFRASTRUCTURE EFFICIENCY

- 13.1 The proposal would develop and utilise on-site infrastructure. This does not result in any public cost (rather is a private cost to the developer) and it is therefore not a cost that should be accounted for in this assessment.

14. MERCER FERRY

- 14.1 The proposal includes a ferry from the site to Mercer.
- 14.2 The provision of a ferry from Mercer to the site increases the amenity and connectivity of the area for residents and visitors. This is an economic benefit.

15. COST-BENEFIT ANALYSIS

15.1 Figure 28 provides a summary of the key costs and benefits of the proposed agricultural tourism facility.

Figure 28: Cost-Benefit Analysis Summary

		Description
Benefits	Efficient Use of Infrastructure	The proposal would develop and utilise on-site infrastructure. This does not result in any public cost (rather is a private cost to the developer).
	Employment	The proposal would create 30 - 40 FTE jobs per annum in the construction sector over the construction period and an additional 150 - 295 FTE jobs per annum in the retail, cultural and recreational, accomodation and hospitality sectors upon completion.
	Construction Sector Value Added	The proposal would add a PV of \$30.7 - \$43.7 million for resort construction . This is a significant economic benefit.
	Tourism Expenditure	The proposal would result in additional tourism expenditure across a range of sectors. This is a significant increase in economic activity and thus a significant economic benefit. The PV of this expenditure over the next 30 years is \$136.8 - \$343.6 million .
	River access and Mercer Ferry	The proposal provides a ferry to Mercer along the Waikato river. This increases the amenity and connectivity of the area for Pokeno and Mercer residents. This is an economic benefit.
Costs	Displacement of Beef Farming Value Added	The proposal would displace 230 hectares of farmland classified by Corelogic as beef farmland. This has a PV of \$4.6 million over the next 30 years.
	Displacement of Beef Farming Employment	The proposal would displace approximately 3 FTE jobs per annum in the beef farming industry.

Source: Urban Economics

16. CONCLUSION

- 16.1 The proposal would result in substantial economic benefits relating to the provision of a high-quality agricultural tourism facility.
- 16.2 It is important to note that these are net benefits, as the facility would potentially locate in another district, meaning these benefits occur elsewhere.
- 16.3 The proposal would only result in a minor economic cost associated with partial displacement of an existing mid-size beef farm.
- 16.4 The proposal is recommended for approval.

17. APPENDIX 1: FULL TIME WORKER AND GDP VALUE ADDED METHODOLOGY

Calculating Value Added

- 17.1 The value added for a given expenditure is calculated using the 'production approach' to GDP calculation.
- 17.2 This approach takes into account the costs of inputs (e.g wages, machinery, raw materials) and taxes involved in production.
- 17.3 Subtracting the portion of expenditure that goes towards covering input costs and taxes allows us to arrive at the value added to GDP from a given expenditure.
- 17.4 Figure 29 shows the estimated value added from \$1 of expenditure in the construction industry⁸. For every \$1 spent in the construction industry, \$0.71 covers input costs and taxes and \$0.29 contributes to GDP.

For the purposes of the tourism expenditure detailed in this report, a slightly different data source is used. The Tourism Satellite Account published by Statistics NZ. This account publishes the production approach to GDP calculation in the same way as above but only looking at businesses involved in the tourism sector. This enables us to get a more accurate picture of the value added to tourism expenditure as it takes into account differences in profit margins and input costs present for businesses operating in this space.

Figure 29: Production Approach to GDP Calculation

Industry	Output (\$m)	Input Costs (\$m)	GDP (\$m)	Value Added Per Dollar Spent
Construction	\$64,800	\$46,300	\$18,540	\$0.29

Source: Statistics NZ, Urban Economics

Full Time Equivalent (FTE) Employee Estimates

- 17.5 Full time equivalent employees have been estimated based upon the national value added per full time equivalent employee for each industry.
- 17.6 Figure 30 shows the estimated national 'value added per FTE employee' for the construction industry. These value added per employee figures are used to estimate the FTE employees created by the expenditure outlined in sections 10 - 13 . Figure 30 shows that the construction sector has a \$18.5B contribution to national GDP and a

⁸ For the purposes of this appendix the construction industry is used as an example. Other industries analysed include but are not limited to: retail, accommodation, food and beverage operation

workforce of 139,800 FTEs. This results in a value added of \$133,000 per FTE employee.

Figure 30: Industry GDP and Value Added per Employee

Industry	Contribution to GDP (\$m)	FTE Workers	Value Added Per Employee
Construction	\$18,540	139,800	\$133,000

Source: Statistics NZ, Urban Economics

18. APPENDIX 2: METHODOLOGY

The following primary data sources have been used in this evidence:

- *Statistics NZ Accommodation Survey* – this provides information on capacity, occupancy rates, stay length and number of guest nights by accommodation type. Changes in the number of guest nights over time has been used to model tourism growth.
- *Statistics NZ International Travel and Migration Database* – this data source contains detailed information on international migration and travel flows. Information used from this dataset in this evidence includes total passenger movements by travel mode, average number of visitors in New Zealand each day by travel purpose and visitor arrivals by country of residence, purpose and NZ port. Changes in the number of visitors in NZ on tourist visas over time has been used to model tourism growth.
- *Statistics NZ National Accounts, Nominal GDP by ANZSIC06 detailed industry groups, production approach* – this dataset has been used to calculate the value added to GDP by the expenditure generated by the proposal.
- *Statistics NZ Derivation of Tourism's Direct Value Added (ANZSIC06) & Direct Tourism Employment by Industry (ANZSIC06) LEED*, these two datasets have been used to calculate the value added to GDP by the expenditure of tourists in this proposal.
- *Ministry of Business, Innovation & Employment Annual Tourism Estimates for RTO/Country/Product* – this dataset has been used to display and project tourism expenditure flows by tourist type (international, domestic) and product (accommodation, food and beverage, cultural & recreation spend etc...)
- *Statistics NZ Full-Time Equivalent Employees by Industry (ANZSIC06)* – this dataset has been used in conjunction with the *Statistics NZ National Accounts, Nominal GDP by ANZSIC06 detailed industry groups, production approach* dataset to estimate the Full-Time Equivalent Employees generated by this proposal.

19. APPENDIX 3: BENCHMARK ACTIVITIES

19.1 Huka Prawn Park

Taupo
Size: 12Ha
Visitors: Approx. 75,000



19.2 Crystal Mountain

Auckland

Size: 16Ha

Visitors: Approx. 200,000



19.3 Agrodome

Rotorua

Size: 141Ha



19.4 Bullswool Farm Heritage Park

Coromandel

Size: 41Ha

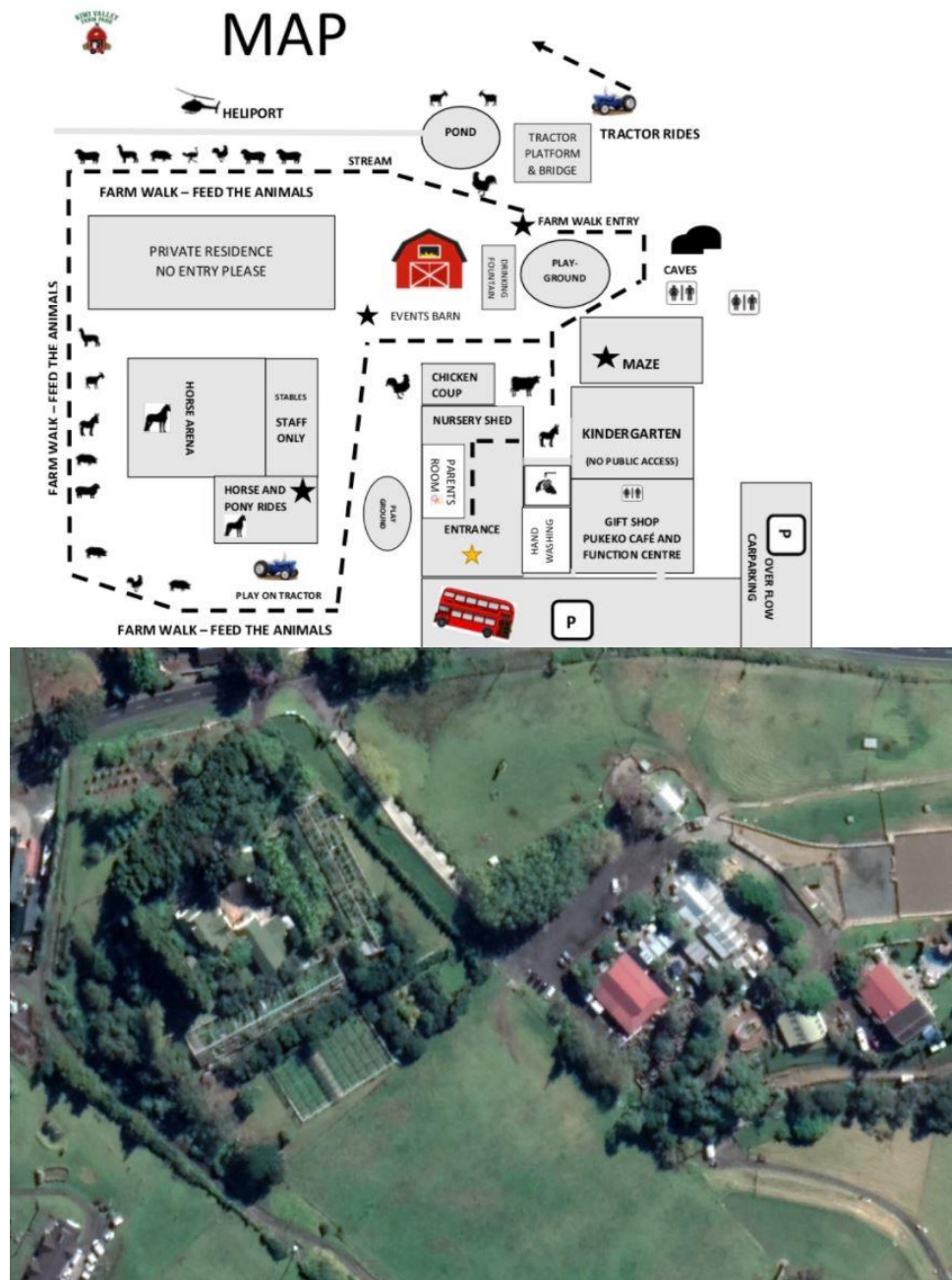
Visitors: Approx. 10,000



19.5 Kiwi Valley Farm Park and Maze

Auckland

Size: 8Ha



19.6 Julians Berry Farm & Café

Whakatane

Size: 11Ha



19.7 Old Macdonalds Farm

Abel Tasman

Size: 40Ha



19.8 Mother Farm

Japan

Size: 145Ha

Visitors: Approx. 900,000



Flowers and Animal's Entertainment Farm

Mother Farm Guide Map

[Motherfarm Facebook](#) [Motherfarm Twitter](#)

Origin of Mother Farm's name
 The Mother Farm was founded by Mr. Hiakichi Maeda who started Sakari Shonan Daily Newspaper and Tokyo Tower. His friends lived in the suburbs of Chiba and were so poor that his mother often said, "If we had just one cow, our life would be so much more easier." His words had always stuck to his mind and he had been dreaming of having a farm, the necessary in the future lives of Japanese.

Required Time on Foot
 Our staff walked around and found the distance for you reference.

It's easy to move in the farm
 Ton-Ton Bus (Shuttle) / Wan-Wan Bus (Shuttle)

Come and meet lots of delightful animals!
 • Animal Petting Pasture
 • Mother Farm Zoo

Restaurants
 1 Cafe & Genghis Khan BBQ FARM DINER
 2 Genghis Khan Barbecue Gardens
 3 Mother Factory
 4 Barbecue Terrace (only by request)

Food Stands
 5 For all-purpose Mother Farm Milk and address (except at hot spots with the main)
 6 Makiba CAFE
 7 Ton-Ton CAFE
 8 WAKUWAKU
 9 Takeout
 10 Rosemary CAFE
 11 Farm Stand
 12 Farm Cafe

Shops
 13 Souvenir Shop "Makiba"
 14 Souvenir Shop "Yamanoue"

Timetable for animal petting events
 You can check the schedule of all events in Mother Farm on a smartphone.

Event	10:00	11:00	12:00	13:00	14:00	15:00	16:00
Agrodome show "The Sheeping and His Friends" (Agrodome 30min)							
Agrodome show "Sheep Show" (Agrodome 30min)							
Duck's Parade (Agrodome 15min)							
Sheep's Grand Parade (Agrodome 15min)							
Piggy Race (Agrodome 15min)							
Rabbit and Guinea Pig Touching							
Milking Experience (Agrodome 15min)							

December - January
 1 Agrodome show "The Sheeping and His Friends" (Agrodome 30min)
 2 Agrodome show "Sheep Show" (Agrodome 30min)
 3 Duck's Parade (Agrodome 15min)
 4 Sheep's Grand Parade (Agrodome 15min)
 5 Piggy Race (Agrodome 15min)
 6 Rabbit and Guinea Pig Touching
 7 Milking Experience (Agrodome 15min)

Farm Show & Experience Free
 Fun animal petting events are held every day!

Mother Farm Tour
 First Farm Attraction in Japan!

Please Keep in Mind
 • Dogs brought into the farm must be on a leash or in a basket. (Dogs must not accompany.)
 • Iron tools are not allowed in contact areas, such as the petting area, Agrodome and Sheeping.
 • Any accidents caused by dogs are the sole responsibility of the dog owner.
 • All other rules apply as set above at Mother Farm.
 • Note: The attraction and events are subject to cancellation or amendment depending on the day.
 • Customers, employees and other visiting areas are prohibited within Mother Farm.
 • Intellectual rights, trademark, copyright and any other matters of items are prohibited within Mother Farm.
 • Intellectual rights and copyright within the vicinity of the farm.

19.9 White Ridge Farm

Australia

Size: 8Ha



19.11 Avon Adventure and Wildlife Park

England

Size: 32Ha

Visitors: Approx. 200,000



19.12 National Forest Adventure Farm

England

Size: 8Ha



19.13 The Big Sheep

England

Size: 16Ha



19.14 Folly Farm

Wales

Size: 48Ha

Visitors: Approx. 500,000



19.15 Odds Farm Park

England



19.16 Shelby Farms Park

USA

Size: 1,821Ha

Visitors: Approx. 3,000,000



A photograph of a modern cityscape at night, featuring several illuminated skyscrapers and a lower building with palm trees in the foreground. The image is partially covered by a large, semi-transparent orange rectangle that serves as a background for the text.

**Capability Statement:
Market Research & Economic
Evidence**



1. Selected Experience

Project: Ormiston Mixed-Use High-Density Development

Client: James Kirkpatrick Group Limited

Market demand and activity-mix optimisation strategy for large mixed-use development in Ormiston/Flatbush. This included 150,000 – 200,000m² of residential and commercial space.

Project: Ormiston Mixed-Use High-Density Development Plan Change

Client: James Kirkpatrick Group Limited

Proposed Plan Change for large mixed use development. This included 150,000 – 200,000m² of residential and commercial space.

Project: Warkworth Structure Plan Change

Client: Civil Trust

Market research and economic evidence in support of a proposed Plan Change.

Project: Residential Development Pukekohe

Client: Golden Meadows Development Ltd & Alexandra Park

Market research and economic evidence in support of a proposed Plan Change.

Project: Proposed 3,000 Apartment Development Auckland

Client: Confidential

Market research and economic evidence in support of product mix and market positioning.

Project: Proposed 3,000 Apartment Development Auckland Plan Change

Client: Confidential

Market research and economic evidence in support of a proposed Plan Change.

Project: Mixed Use Development and Retirement Village Silverdale

Client: Matvin Group

Market research and economic evidence in support of product mix and market positioning.

Project: Mixed Use Development and Retirement Village Silverdale Plan Change

Market research and economic evidence in support of a proposed Plan Change.



Project: Mixed Use Development Albany Centre

Client: Kingsman Development No.2 Ltd C/- Campbell Brown Ltd

Market research and economic evidence in support of a proposed Plan Change.

Project: Kahikatea Drive Resource Consent

Client: Scott Wilkinson Planning

Economic Impact Assessment in support of allowing an additional 350m² of retail activities on industrial zoned land.

Project: Hobsonville Point Market Research & Positioning

Client: Hobsonville Land Company

Assessment of housing market demand for a 2,500-3,000 dwelling development. Including unit type, price, buyer profiles and staging recommendations.

Project: 3,000 New Housing Development at Karaka Market Research & Positioning

Client: Hugh Green Group

Assessment of housing market potential and market positioning strategy for a 3,000 dwelling development. Included unit type, price, buyer profiles and staging recommendations.

Project: 1,000 New Housing Development at Flat Bush Market Research & Positioning

Client: Hugh Green Group

Assessment of housing market potential and market positioning strategy for a 1,000 dwelling development. Included unit type, price, buyer profiles and staging recommendations.

Project: 4,000 New Housing Development at Westgate Market Research & Positioning

Client: Hugh Green Group

Assessment of housing market potential and market positioning strategy for a 4,000 dwelling development. Included unit type, price, buyer profiles and staging recommendations.

Project: 500 New Housing Development at Clevedon Market Research & Positioning

Client: Karaka Harbourside

Assessment of housing market potential and market positioning strategy for a 500 dwelling development. Included unit type, price, buyer profiles and staging recommendations.

Project: 800 New Housing Development Research & Positioning

Client: Fletcher Living

Assessment of housing market potential and market positioning strategy for an 800 dwelling



development. Included unit type, price, buyer profiles and staging recommendations.

Project: 1,500 Lot Subdivision & Commercial Development Warkworth

Client: Civil Ltd

Assessment of housing market potential and market positioning strategy for a 1,500 dwelling and mixed use commercial development. Included unit type, price, buyer profiles and staging recommendations.

Project: 2,500 Lot Subdivision & Commercial Development Pukekohe

Client: Auckland Trotting Club & Partners

Assessment of housing market potential and market positioning strategy for a 2,500 dwelling and mixed use commercial development. Included unit type, price, buyer profiles and staging recommendations.

Project: Counties Racing Club Pukekohe Redevelopment Advisory & Plan Change Evidence

Client: Counties Racing Club

Advice on redevelopment potential and economic evidence in support of a proposed Plan Change.

Project: New Housing Development Research & Positioning

Client: New South Developments Limited

Assessment of housing market potential and market positioning strategy for a 93 dwelling development. Included unit type, price, buyer profiles and staging recommendations.

Project: 1,500 New Housing Development at Pukekohe Proposed Plan Change

Client: Golden Meadows Development Ltd & Alexandra Park

Economic assessment for a proposed Plan Change for new housing in Pukekohe.

Project: Housing Market Research, Five Sites

Client: Winton

Assessment of housing market potential and market positioning strategy for five development sites. Included unit type, price, buyer profiles and staging recommendations.

Project: 3,000 New Housing Development at Westgate Market Research & Positioning

Client: Universal Homes

Assessment of housing market potential and market positioning strategy for a 3,000 dwelling development. Included unit type, price, buyer profiles and staging recommendations.

Project: 500 New Housing Development at Clevedon Private Plan Change

Client: Karaka Harbourside



Economic assessment for a proposed Plan Change for new housing at Clevedon.

Project: 68 New Housing Development at Clevedon

Client: Clevedon North Limited

Economic Assessment for a proposed increase in density for a new housing development in Clevedon.

Project: 28 New Housing Development at Beachlands

Client: Oyster Capital

Economic Assessment for a proposed increase in density for a new townhouse development in Beachlands.

Project: Retirement Village Market Demand Assessment Ten Sites Across NZ

Client: Various Iwi

Supply and demand assessments for proposed retirement villages across New Zealand.

Project: High Density Mixed Use Development In Ahuriri, Napier

Client: Laneway Ahuriri Limited

Evaluation of market potential for a 'Vinegar Lane' style development in Napier.

Project: Housing and Population Growth Forecasts

Client: The Warehouse Group

Review national housing market trends and planning regulations to improve the accuracy of Statistics NZ's population and housing growth forecasts.

Project: Economic Impact Assessment Redhills Township and Retail Centre

Client: Hugh Green Limited

Economic impact assessment of a proposed township of 11,500 dwellings and associated retail centre for the Proposed Auckland Unitary Plan. Ongoing work regarding the commercial activity provisions.

Project: Economic Impact Assessment Clevedon Waterways

Client: Southside Group Management (Haines Planning)

Economic impact assessment of a proposed 300 dwelling canal development in Clevedon.

Project: Retirement Village Demand Analysis

Client: Metlifecare

20+ demand assessments for proposed retirement villages across New Zealand.

Project: Retirement Village Demand Analysis



Client: Porter Group

Market assessment for a new Retirement Village in Queenstown

Project: Retirement Village Demand Analysis

Client: Central Government, Clearmont Group, Various Iwi, and Various other Clients

20+ demand assessments for proposed retirement villages across New Zealand.

Project: Retirement Village Demand Analysis

Client: Winton

Assessment of retirement village market potential and market positioning strategy for three development sites. Included unit type, price, buyer profiles and staging recommendations.

Project: Retirement Village Demand Analysis

Client: Remarkables Park

Market assessment for a new Retirement Village in Queenstown

Project: Retirement Village Demand Analysis

Client: Elizabeth Knox Retirement Village Group

Market assessment for a new Retirement Village in Queenstown

Project: Economic Assessment Pukaki Crater, Puhinui

Client: Self Family Trust

Economic cost benefit analysis of rezoning 63 hectares of rural land in Puhinui for current and future residential development.

Project: Auckland Council Development Capacity Model

Client: Property Council of New Zealand

Primary developer of housing capacity model for the Proposed Auckland Unitary Plan. This provides in depth knowledge of the future housing market capacity under the Auckland Unitary Plan.

Project: Analysis of Housing Capacity Model Methodologies

Client: MBIE

Research and analysis of best practice in developing housing capacity models.

Project: Housing Infill Capacity Model, Hamilton

Client: Colin Jones

Development of housing infill capacity model for Hamilton City.



Project: Stratford District Land Capacity Assessment

Client: Stratford District Council

Assessment of the demand and supply of residential and commercial land in Stratford including detailed capacity assessment using our bespoke DCM. The analysis aligns with Policies PB1 & PB2 of the NPS-UDC.

Project: Development Options and Feasibility Analysis, Seven Sites across Auckland and Whangarei

Client: Wendy's Ltd

Development feasibility analysis and advice on development options for a range of residential and commercial sites owned by Wendy's.

Project: Saint Kentigern Demand Analysis

Client: Saint Kentigern Trust

Assessment of future private school demand across Auckland using detailed market segmentation and profiling, including Mosaic categories.

Project: Auckland Unitary Plan

Client: Various

Completed 40 briefs (1,200 pages) of evidence for the Proposed Auckland Unitary Plan hearings process.

Project: Greater Christchurch Settlement Pattern 'Our Space'

Client: Suburban Estates, Sovereign Palms Limited, Doncaster Developments Limited, GFR Rhodes Estate and Larson and Marshall Group.

Completed 4 briefs (100 pages) of evidence for the greater Christchurch 2018-2048 planning process.

Project: Proposed Dunedin City District Plan Submission

Client: Harvey Norman Properties (NZ) Limited

Economic and property market evidence for the Proposed Second Generation Dunedin City District Plan including an analysis of commercial land supply and demand, and an overview of land use economic theory.

Project: Economic Assessment of Residential Development Capacity in Rural Zones

Client: Rahopara Farms Ltd & Cabra Rural Developments

Assessment of the capacity for residential subdivision in the Rural zones under the AUP.

Project: Economic Assessment of Residential Development Supply and Demand, Langs Beach

Client: Blue Moon Limited

Assessment of the demand and supply of residential land in Langs Beach and Waipu Cove for a submission on proposed Plan Changes to the Whangarei District Plan.



Project: Economic Significance of the Property Industry

Client: Property Council New Zealand

Assessment of the Economic Significance of the Property Industry to New Zealand's Regional and National economy.

Project: Addington Mixed Use Development

Client: KI Commercial

Rezoning of a mixed use development in Addington from industrial zoning.

Project: Assessment of Economic Effects of Overland Flow Path, Takanini

Client: Sabatier Family Trust

Economic assessment of the impact of a proposed overland flow path on potential development lot yield and revenues for a 110-lot development in Takanini.

Project: Auckland Residential Market Research

Client: Augusta Funds Management Ltd

Economic Assessment of the Auckland Residential Market including demographic trends, housing preferences, construction rates, sales data, rental market trends, greenfield and brownfield supply capacity, kiwibuild policy impact and strategic opportunities present.



2. Project Leader CV

Adam Thompson

Urban Economist & Property Researcher

Qualifications

Adam Thompson is an expert on land-use issues and specialises in the economic and spatial aspects of urban planning and property development. His main interests include bridging the gap between land-use planning and urban economics, and providing property research to support investment decisions of developers and retailers.



Adam has prepared and reviewed the economic and property market research that underpins urban policy for the past 15 years. This has involved the preparation of expert evidence for Resource Consent, Environment Court and High Court hearings. This experience has provided an insight into the link between research and urban policy.

Adam has been at the forefront of Urban Development Capacity (UDC) modelling in New Zealand. He developed the Auckland Council UDC model that was used for the Auckland Unitary Plan. More recently, Adam has overseen the development of Urban Economics' bespoke UDC modelling software (UrbanIQ Development Calculator) which is a pioneering GIS based application that is aimed at an international market. In addition, Adam was commissioned to prepare research into UDC modelling by MBIE, prior to the development of the NPS-UDC.

Professional History

Adam Thompson has fifteen years' experience as an urban economist and property market analyst, with twelve years as a managing director of independent economic and research consultancy firms. During this time Adam has completed over 400 projects for a wide range of public and private sector clients.

Education

Lincoln University: Bachelor Resource Studies (including papers in Environmental Economics)

Auckland University: Master of Planning (including papers in Urban Economics)

London School of Economics: Dissertation (Urban Economics, Determinants of Efficient Retail Markets)

Adam is supported by a small team of three urban economists and market analysts.