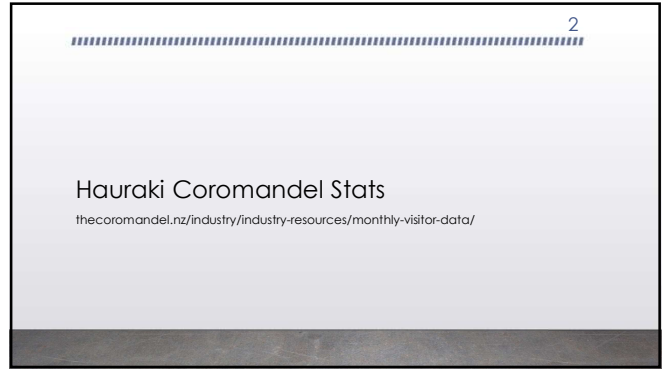
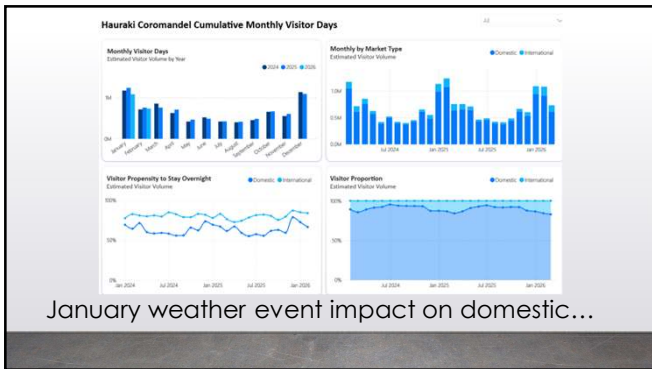


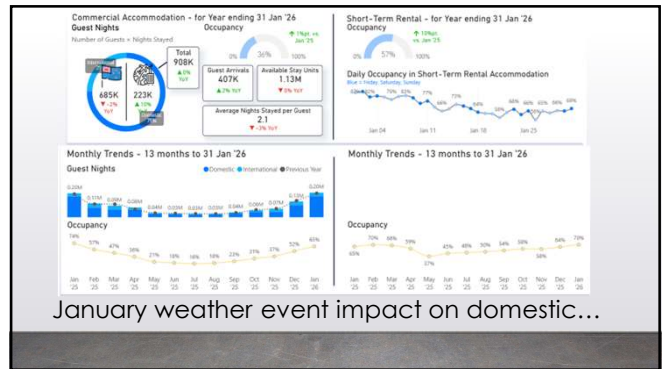
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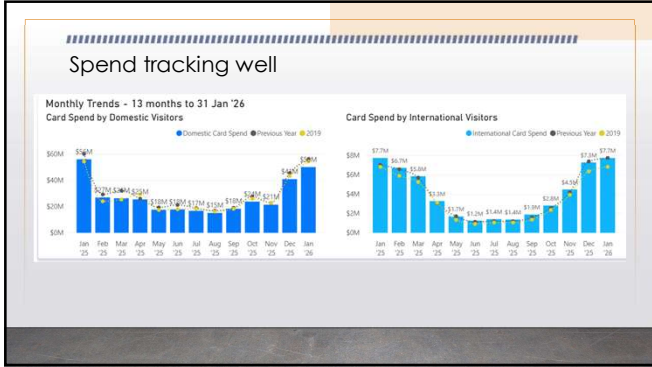
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Coromandel Town & Colville Stats

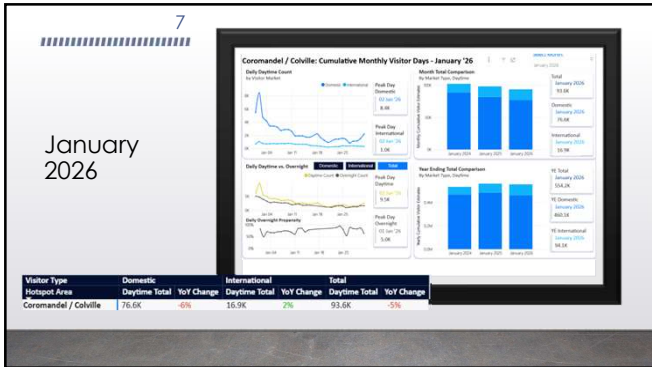
DHC region

- Share of ratepayers – 2%
- Share of visitor spend – 6%
- Share of visitor days – 7%
- Share of visitor nights – 8%
- Local Govt funding pro-rata \$13,380

Coromandel / Colville - To year end January 2026

- 555,000 daytime visitors
- 406,000 overnight visitors
- Total visitor spend \$19.04m

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What Are the Key Airbnb Metrics in Coromandel?

In Coromandel, the headline Airbnb metrics are \$14,683 in average annual revenue, 34.5% occupancy, \$150 ADR, and \$53 in RevPAR, and guests book about 68 days in advance.

| | | | | |
|------------------------|------------------------|----------------------|--------------------|----------------------|
| Avg. Daily Rate (ADR) | Occupancy Rate | Avg. Annual Revenue | RevPAR | Revenue Growth YoY |
| \$150 | 34.5% | \$14,683 | \$53 | -8.3% |
| Active Airbnb Listings | Avg. Booking Lead Time | STR Regulation Level | Peak Revenue Month | Lowest Revenue Month |
| 91 | 68 days | Low | January | August |

STRA REPORT: www.airroi.com/airbnb-data/new-zealand/waikato/coromandel

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Marketview: Year End January 2026 (compared to YE Jan 2025)

| Industry | Spending Year | Change* | No. of Transactions | Change* | Avg. Transaction Value | Change* |
|---------------------------|--------------------|--------------|---------------------|--------------|------------------------|--------------|
| Travel Tools | \$118,642 | 23% | 224,860 | 23% | \$48.29 | 23% |
| Food & Beverage Services | \$620,278 | 13.5% | 192,738 | 13.5% | \$3.22 | 13.5% |
| Accommodation | \$126,811 | 22.5% | 48,762 | 22.5% | \$2.60 | 22.5% |
| Auto & Transport Services | \$80,579 | 6.5% | 12,582 | 12.5% | \$6.38 | 12.5% |
| Total | \$1,626,330 | 15.5% | 478,942 | 15.5% | \$3.40 | 15.5% |

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PRODUCT SUPPORT FOR EXPLORE FERRY | 1 SEP - 24 MARCH 2026

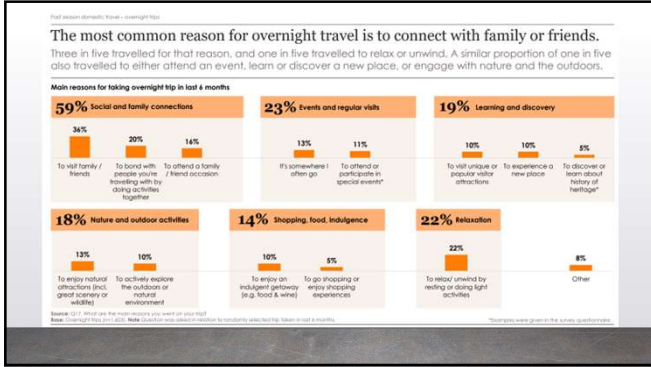
Prepared and Delivered By Destination Hauraki Coromandel

| | | | | | |
|---|---------------------|-----------------------|-----------------------|------------------------|-----------------|
| FACEBOOK | | | THECOROMANDEL.NZ | | |
| VIEWS | INTERACTIONS | Link Clicks | PRODUCT LISTING VIEWS | COMPETITION FORM VIEWS | OUTBOUND CLICKS |
| 264.9k | 5.5k | 2057 | 10K | 1.3K | 4,455 |
| 162.1k | 1442 | 1198 | 7.8k | 1,193 | 92% |
| STAFF MEDIA HOSTING: Partnership with TDC & EXPLORE GROUP | | | EDM | | |
| Audience | Region Contribution | Industry Contribution | Newsletters | Audience | Clicks |
| 692k | \$1,745 | \$830 | 2 | 15,984 | 68 |

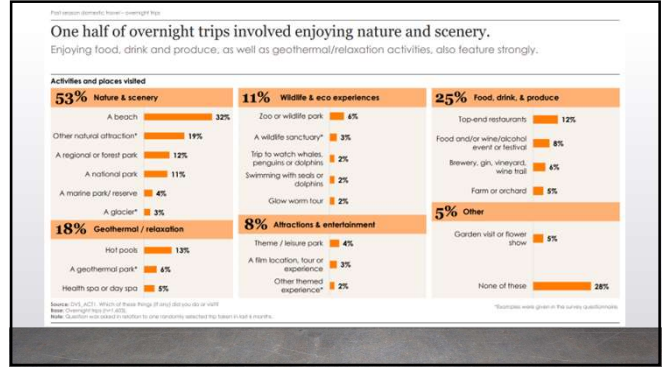
11

Looking ahead

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The next six months looks like...

| | |
|---|---|
| <p>Domestic:</p> <ul style="list-style-type: none"> The Coromandel Cure Campaign – May to August Our Place Always on EDM, Socials, Google et al | <p>Plus...</p> <ul style="list-style-type: none"> Media and trade fairs SEO reform Local Govt reform Long Term Plan Review the DMP 2025 Kohua Strategy 2 Corporate strategy Local Government Partnership |
|---|---|

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Our Place shared carefully

Exploring here is calm, wild, and best enjoyed together.

Nick Reader, Winifred

Our Place your playground

"Hold onto the moment, look around, and enjoy the journey."

Daniel Fitz-Gerald, Dringly Creek Coromandel Zipling

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The next six months looks like...

Domestic:


- The Coromandel Cure Campaign – May to August
- Our Place
- Always on: EDM, Socials, Google et al

International:

- Trade Shows – eXplore and TRENZ
- Kiwi North - Australia
- Kiwi North - North America
- Great Rides - Australia

Plus...

- Media and trade famils
- RTO reform
- Local Govt reform
- Long Term Plan
- Review the DMP
- GFYS Kaitiaki Season 2
- Signage updates
- Industry development & support



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Campaign Snapshot


Kiwi North Australia - TripAdvisor

Taste the flavours of Hauraki Coromandel

Discover unforgettable experiences

Stay somewhere special

<https://www.findyournorthnz.com/>



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The next six months looks like...

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Always keen to chat!

Kylie Hawker-Green



Scan the QR code to add this contact.

Scan the QR code with your phone camera to save my contact details into your phone.

www.thecoromandel.nz

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