



Welcome to the Coromandel-Colville BA5

Hosted by Thames-Coromandel District Council's
Economic Development Team

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Peak Population at a Glance:

Peak Population on 1st Jan : Approximately 120,000 (88,000 visitors)

\$84.8M total spend across **1.82M** transactions (Dec-Jan)

Domestic visitors accounted for **83.1%** of the total spend.

International visitors contributing **16.9%** (\$14.36 million)

Peak activity centred around New Year (31 Dec & 2 Jan highest spend days)

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Spotlight on Coromandel- Colville:

From 20th December 2025 – 20th February 2026:

Total Spending in Coromandel-Colville: \$8,270,531

Total Transactions: 183,053

Average Transactional Spend: \$45.18

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We want to hear from you!

- An opportunity for businesses to directly influence Council's future decisions through feedback on business sentiment and support.
- Calling all owner operators, or those who run big teams, we want to hear from you!
- Open from **1 May to 31 May 2026**

What's in it for me?

- Go in the draw to win a 3 month business advertising package on CFM
- Everyone who completes the survey will go in the draw to win 2 \$150 petrol vouchers.

Economic Development Survey

For local businesses

Thursday 1 May to
Saturday 31 May 2026



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Save the Date:

When: 15th October

Where: Thames War Memorial Civic Center



- 1 JUNE** Entries open
- 31 JULY** Entries close
- 10 AUG** Public voting for People's Choice opens
- 24 AUG** Public voting for People's Choice closes
- 28 Aug** Finalists announced
- 15 OCT** Awards Night

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What's in it for you?

- **ADVERTISEMENT:** Thanks to CFM, each category winner will receive a 3-month radio advertisement package valued at \$1000. The Supreme winner will receive a social media and radio advertisement package valued at \$3000.
- **EXPERT JUDGING & FEEDBACK:** Gain valuable insights from experienced judges to help strengthen your business.
- **RECOGNITION & PROMOTION**
- **CELEBRATE YOUR TEAM**

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Any Questions?



The collage consists of five photographs from an award ceremony. The top-left photo shows a group of people on a stage with a banner that reads 'The Waterworks'. The top-right photo shows three women standing together. The middle-left photo shows a man in a suit holding an award. The middle-right photo shows a large group of people seated at tables in a banquet hall. The bottom photo shows a group of people at a table, with one woman holding a certificate.