

New Zealand
Holiday
Ownership
Council



Taupo – The Timeshare Capital of New Zealand

October 2012

Overview

Timeshare resorts are holiday apartment properties where the ownership of the apartments in the property has been split into 1-week increments and purchased by people who wish to own their holiday accommodation. A one week ownership entitles owners to holiday at the resort for a week each year. In addition to staying at the resort at which they own, timeshare owners can also exchange their holiday week(s) to other resorts in New Zealand and around the world.

The Taupo District has the highest number of timeshare resorts in New Zealand with **9 timeshare resorts** which contain **168 apartments**. Six of these timeshare resorts are located in Taupo and three are located in the Turangi area. In 2011 the average occupancy across these 9 resorts was **88%**.

With a population of approximately 34,000 residents the Taupo District has approximately 5 **timeshare apartments per 1000 residents**. By way of comparison the Gold Coast of Australia which is the timeshare capital of Australia and which has a population of 515,000 has 15 resorts with approximately 750 apartments which has only **1.5 timeshare apartment per 1000 residents**.

In 2011 the Taupo District timeshare resorts contributed approximately **\$10.7 million** to the Taupo District economy.

The Taupo District Timeshare Industry

The Resorts

The Taupo District has 9 timeshare resorts ranging in size from 6 apartments to 38 apartments and a total of 168 apartments with the following configurations.

Apartment Size	Max. Persons	Apartments	Max. Persons
Studio	2	16	32
1 Bedroom	4	66	264
2 Bedroom	6	77	462
3 Bedroom	8	9	72
	Total	168	830

As can be seen from the table, 90% of the Taupo timeshare apartments are of a 1, 2 or 3 bedroom size with the **average capacity per apartment being 4.9**.

The Resort Users

Timeshare apartments are made available on a weekly 7 night basis for 52 weeks of the year and so based on 168 apartments in the Taupo District there are **8,736** timeshare weeks available for occupancy each year. Based upon the 2011 annual average occupancy of 88% there were **7,688 timeshare weeks occupied** during 2011.

The people that stay at the timeshare resorts consist of three different groups of timeshare owners and these are owners at the Taupo District timeshare resorts, owners from other New Zealand timeshare resorts and owners from overseas timeshare resorts. In 2011 the percentage of owners from each of these groups that stayed at the Taupo District timeshare resorts, and the number of timeshare weeks they occupied were as follows:

Source of timeshare owner	Group %	Weeks
Owners of the Taupo District timeshare resorts	57	4,382
Owners from other New Zealand timeshare resorts	24	1,845
Owners from overseas timeshare resorts	19	1,465

The overseas owners that stayed at the Taupo Resorts during 2011 came from the following countries or regions.

Australia	46%	SE Asia	13%
USA	18%	UK	11%
Canada	4%	South Africa	4%
Europe	1%	Other	1%

The Economic Contribution

By timeshare owners

For the purposes of calculating the economic impact of timeshare owners to the Taupo District, it is assumed that the **average timeshare unit occupancy is 3 persons staying for 6 nights**, which is below the average unit capacity of 4.9 persons and the timeshare week of 7 nights. This is significantly higher than the average visitor stay of 1.7 nights. (*Commercial Accommodation Monitor: July 2012, Statistics New Zealand*).

Based upon the above parameters and based on average daily spending data from Statistics New Zealand and the Ministry of Economic Development, the total contribution of timeshare guests to the Taupo District economy in 2011 is estimated to be **\$7.3 million**. The spending data referred to is limited to that spent in areas such as food and beverage, retail spending, spending on other tourism related goods and services, and fuel and other transportation services. Accommodation and air transportation are excluded. The **\$7.3 million** was calculated as follows:

Taupo District Timeshare Owners

According to Tourism Data provided by Statistics New Zealand & Ministry of Economic Development New Zealand visitors spent on average **\$46 per day** in 2011 and based upon 4,382 apartments being occupied by Taupo Timeshare owners in 2011 and based upon the **average spend** per New Zealand guest per day of **\$46** and an average of 3 people staying in a timeshare apartment for 6 nights, the total spend by timeshare owners at Taupo District timeshare resorts was approximately **\$3.6 million**.

Timeshare Owners from other New Zealand Resorts

Using the same Tourism Data provided by Statistics New Zealand & Ministry of Economic Development New Zealand and based upon 1,845 apartments being occupied by timeshare owners from other timeshare resorts in New Zealand during 2011 and based upon the **average spend** per New Zealand guest per day in 2011 of **\$46** an average of 3 people staying in a timeshare apartment for 6 nights, the total spend by timeshare owners from other New Zealand timeshare resorts was approximately **\$1.5 million**.

Timeshare Owners from Overseas Resorts

International visitors to New Zealand spent between \$59 and \$106 per day in 2011 depending on their country of origin according to Tourism Data provided by Statistics New Zealand & Ministry of Economic Development, and based upon the known percentages of overseas timeshare owners visiting the Taupo District the average spend per international timeshare owner is calculated to be around **\$83 per day**. In 2011, 1,465 Taupo District Taupo timeshare apartments were occupied by International owners and based upon the **average spend of \$83**, and an average of 3 people staying in a timeshare apartment for 6 nights, the total international timeshare owner spend was approximately **\$2.2 million**.

The total contribution of timeshare guests to the Taupo District economy of \$7.3 million equates to **NZD \$950** per timeshare party based upon the occupied weeks in 2011 of 7,688. By way of comparison in 2009 the Australian Timeshare Industry Association, the Australian Timeshare Holiday Ownership Council (ATHOC), commissioned an Economic Impact Study via the AECGroup. As part of that study it was determined that the contribution to local economies by timeshare owners staying at Australian timeshare resorts was **AUD \$2,027** per travel party..

Directly by Resorts

In 2011 the 9 timeshare resorts in the Taupo District directly contributed to the local economy through spending on locally sourced goods and services including wages and salaries, local trade staff for repair, maintenance and other work and consumable items such as housekeeping supplies. Based upon an analysis of expenditure for 2011 at a number of timeshare resorts in the Taupo District this expenditure approximated **\$3.4 million**.

Total Contribution

In summary the economic contribution made to the Taupo District by the Taupo District timeshare resorts in 2011 was:

	\$Value
Local spending by owners of Taupo District timeshare resorts	3,600,000
Local spending by owners from other New Zealand timeshare resorts	1,500,000
Local spending by owners from international timeshare resorts:	2,200,000
	7,300,000
Direct spend by resorts for local goods and services:	3,400,000
	Contribution \$10,700,000