

Results of the Peak Population Survey 07/08

Thames-Coromandel District

Every two or three years, the Thames-Coromandel District Council undertakes a survey of the number of people spending their summer holiday on the peninsula.

For most of the year, the population of the district is around 26,000 but this summer (2007/08) an estimated 137,700 people were staying on the Coromandel Peninsula on New Year's Eve. This is over five times the usual population.

A large influx of visitors and holiday homeowners causes this population increase which is known as our 'peak' population. We need to know about these peak numbers of people in order to plan for and monitor the impacts on infrastructure and services including water, sewerage, roads and parks and reserves.

This leaflet summarises the results of the 2007/08 peak population study.





What we studied

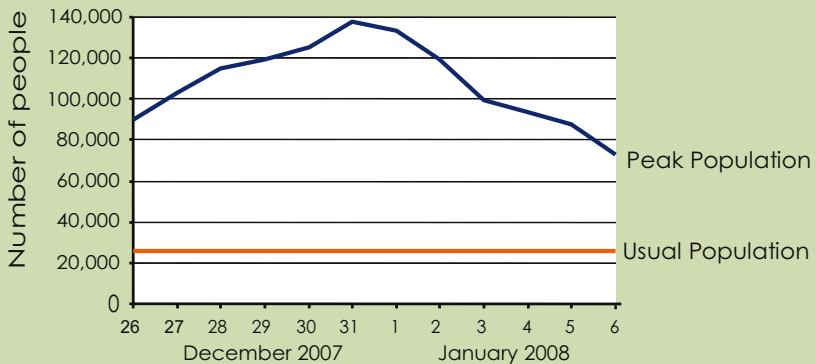
Methods

This study used a number of different methods to estimate the peak population and the extent of the peak period including:

- House numbers;
- A door-to-door survey to count people per house;
- Campground and tourist accommodation numbers;
- Traffic counts;
- Sewerage, water and rubbish and recycling patterns.

Results

The total estimated number of people staying in the district on New Year's Eve 2007 was 137,700 people. The graph below shows how the population changed during the peak period.



Peak population of the Coromandel Peninsula

Where did they go?



The study also provided population information for the main towns and major holiday destinations. All areas had an increased population over the peak time.

Location	Usually resident	Estimated peak	Number of times larger
Cooks Beach	327	8200	25.1
Coromandel	1642	5100	3.1
Hahei	524	4800	9.2
Matarangi	265	7100	26.8
Pauanui	733	12,500	17.1
Tairua	1316	8800	6.7
Thames	7637	12,300	1.6
Thames Coast	1700	5300	3.1
Whangamata	3603	27,200	7.5
Whangapoua	144	2500	17.4
Whitianga	3978	18,600	4.7

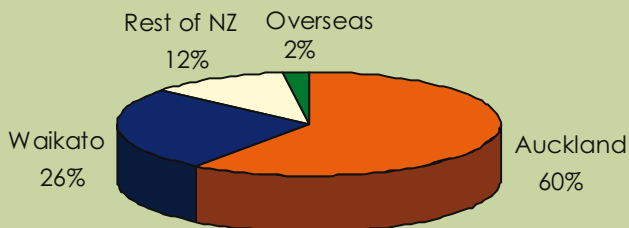
Overall, Whangamata had the highest peak population at 27,200 people, followed by Whitianga with 18,600 people and Pauanui with 12,500 people. The estimated peak population of Whangamata alone is more than the usually resident population of the entire Thames-Coromandel District!

There are changing patterns in the New Year 'hot spots' around the district. The Whangamata peak was down on the 2003 whereas the Cooks Beach and Matarangi peaks were higher than they had been previously.

Where did they come from?



Information was also collected on the place the Coromandel Peninsula holiday-makers usually live. The majority of people holidaying on the peninsula were from Auckland, with the Waikato region second.



The next peak population study is likely to be carried out in the summer of 2009/10 to feed into the planning process for the Council's 2012 - 2022 10-year plan (Long-term Council Community Plan).

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