

The information used

A variety of information was collected to help estimate the population of the District and its settlements over the Christmas and New Year period, including:

- Occupancy in residential accommodation
- Occupancy in campgrounds and other commercial accommodation types
- Traffic counts
- Water, sewerage and rubbish and recycling patterns
- Aerial photographs
- Observations

Changes since 2007-2008

Since the 2007-2008 study, results show:

- An increase in campground occupancy
- An increase in guest nights in other commercial accommodation types
- A decrease in people staying in residential accommodation
- Similar traffic volumes

Traffic on the Peninsula was particularly heavy when larger events were held, such as the Coromandel Gold Festival in Whitianga, the Keltic Fair in Coromandel Township, and the Tairua School Wine and Food Festival. Traffic trends indicate that more people visited the Peninsula this summer who didn't stay overnight in accommodation. This may suggest that the Coromandel Peninsula is increasingly seen as a tourist destination.

Future studies

Peak population studies are planned to be completed every three years. The next peak population study is likely to be carried out in the summer of 2012/13.

For more Information, please contact:

Thames-Coromandel District Council, Private Bag, Thames

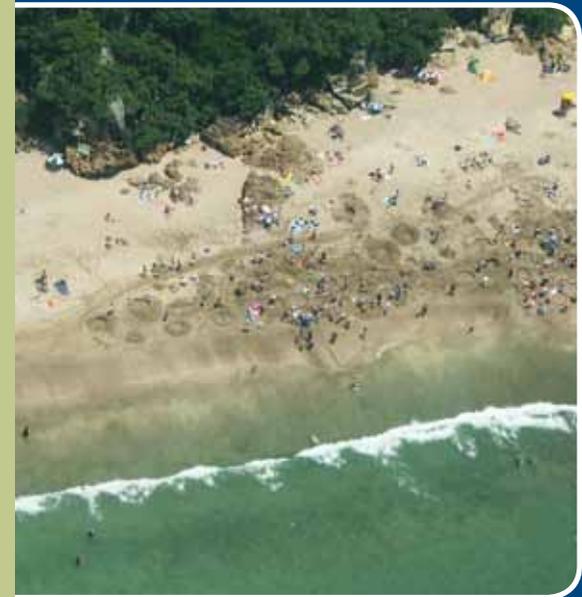
Tel: 07 868 0200

Email: customer.services@tcdc.govt.nz

Web: www.tcdc.govt.nz

Peak Population Study

Summary 2009 - 2010



Peak population over 100,000

Every few years the Thames-Coromandel District Council undertakes a survey to estimate how many people are spending their summer holiday on the Coromandel Peninsula.

The District's usually resident population is around 26,000 people. However, the Peninsula is such a popular holiday destination that we can experience a large influx of visitors, holiday home owners and their friends and family, particularly over the Christmas and New Year period. This past summer (2009/2010) the population increased to over four and a half times the usually resident population. This kind of significant increase is known as a 'peak' population.

TCDC studies the peak population so information is available to monitor the impact the summer population has on existing and future infrastructure and services including water, sewerage, roads and parks and reserves. This helps the Council to plan and make informed decisions about the services it provides.

The settlements

The main settlements and popular holiday destinations on the Peninsula were surveyed to find out how their population changed, and where the most popular spots were this summer.

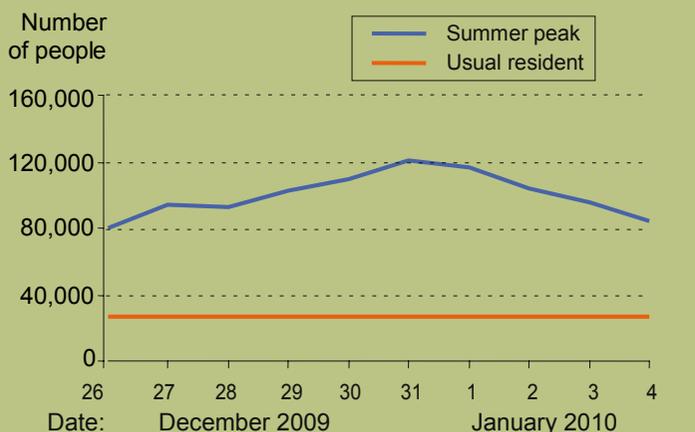
Different settlements had different peak populations. Key observations this summer include:

- Whangamata had the greatest peak population with 24,300 people (usually 3,655)
- The greatest increase in peak population over usually resident population was in Matarangi where the number of people on New Years Eve was 25 times greater than usual
- The sharpest peak in population was in Whitianga on New Years Eve

RESULTS

The District

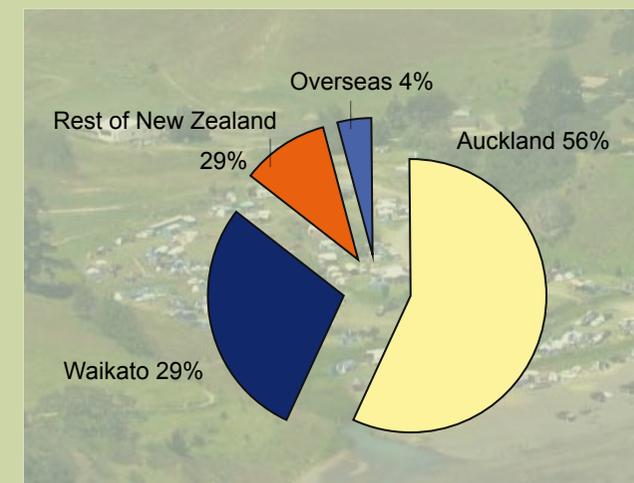
The population peaked at an estimated 120,900 people on New Years Eve 2009. The graph below shows how the population changed over the Christmas and New Year period, and compares this to the usually resident population.



**Total population of the Thames-Coromandel District
26 December 2009 - 04 January 2010**

Visiting holidaymakers

Visitors staying in residential accommodation were asked where they usually live. Most were from Auckland, followed by the Waikato Region (see graph below). Only visitors from outside the Thames-Coromandel District were included in this data.



Usual home of visitors in residential accommodation

Settlement	Usually resident population	Population on New Years Eve 2009	Number of times larger*
Cooks Beach	332	5729	17
Coromandel	1657	5294	3
Hahei	457	4821	11
Matarangi	279	7015	25
Pauanui	747	12,770	17
Tairua	1335	8437	6
Thames	7657	6833	1
Whangamata	3655	24,337	7
Whangapoua	145	2654	18
Whitianga	4115	19,770	5

* Number of times the population on New Years Eve 2009 was larger than the usually resident population