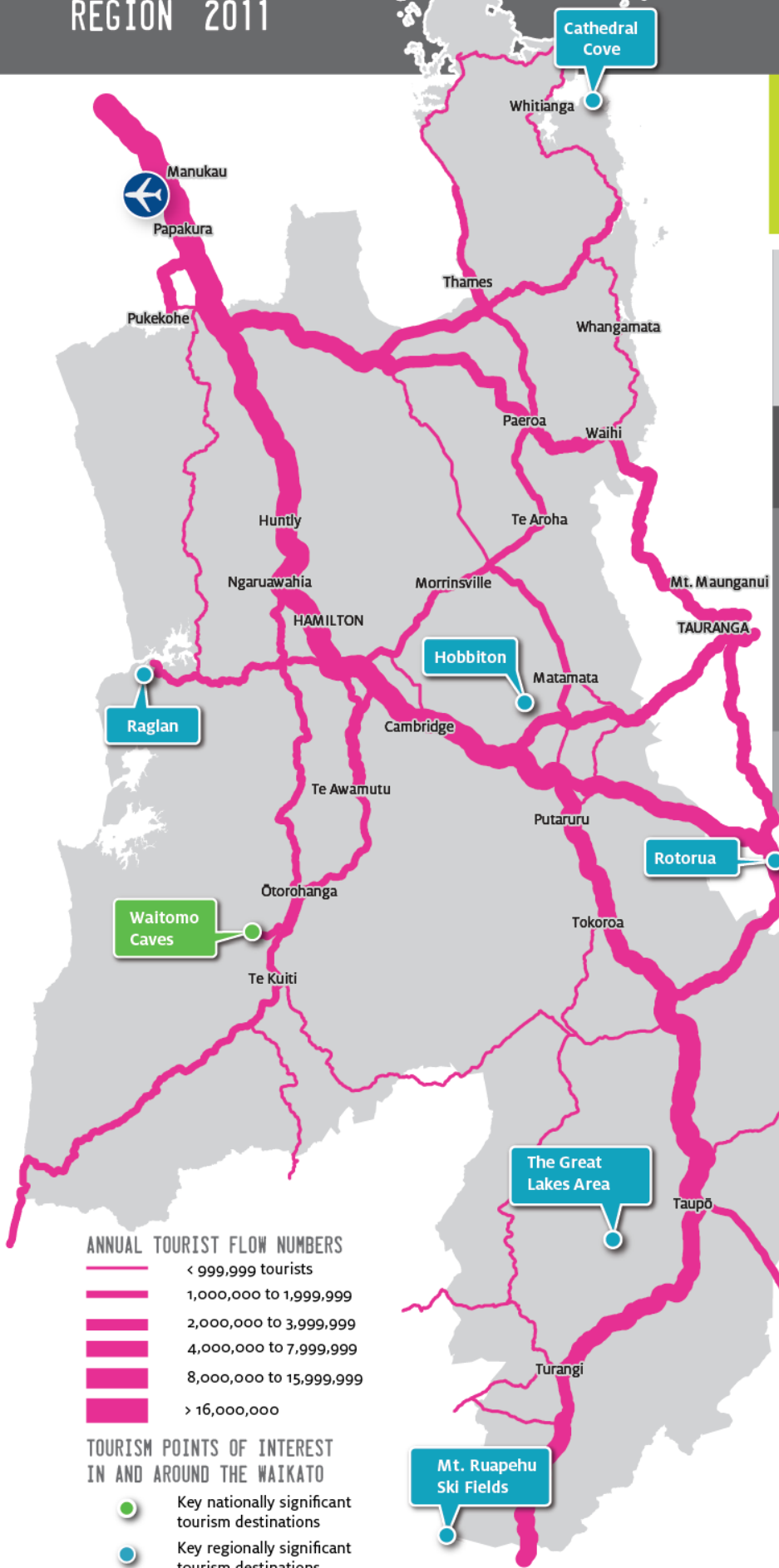


# ANNUAL TOURIST FLOWS BY MAJOR TOURIST ROUTE THROUGH THE WAIKATO REGION 2011



# REGIONAL CONNECTIVITY

The Waikato Region is strategically placed in the Upper North Island and has large flows of goods and people into, out of, and through the region. We also have Auckland growth on our northern boundary which provides challenges and opportunities.

**Waikato has 32% of NZ's freight.**

**WAIKATO HAS A \$1.8BN VISITOR ECONOMY**

**70% OF VISITORS ARRIVE through AUCKLAND AIRPORT**

**Travel time ↓ 24 mins HAMILTON → AUCKLAND by 2019**

**FREIGHT FLOWS +50% by 2042**

**2.5 MILL PEOPLE IN AUCKLAND BY 2041**

**URBAN ↔ WORLD**

**RURAL ↔**

**The Waikato's role in the Upper North Island:** The Waikato is a strong inter-regional hub strategically located between two major ports. Maximising benefits from our location advantage means ensuring that the right investments are made in the right place at the right time.

**Our relationship with Auckland:** We have significant Auckland growth on our northern boundary and the potential to proactively direct this growth to where it is best suited. Our capacity to accommodate both residential and industrial 'overflow' should be viewed as an opportunity.

**Tourist Flows and destinations:** There are large flows of people into and through the region to tourism destinations. The region is also home to a number of nationally and regionally significant tourist sites which provide a sense of place and uniqueness to the region.

**Internal connectivity:** The region has relationships between its urban and rural areas and major city. There are greater interactions between rural areas and towns than with Hamilton.

\* The main relationships are represented.

# FREIGHT VOLUMES IN THE WAIKATO REGION 2012

