



Operational Report

Huntly & Raglan i-SITES

July 2017 - June 2018

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This report contains the tourism service activities from the Huntly and Raglan i-SITEs as contracted by the Waikato District Council. It follows the year from July 2017 to June 2018. Both sites are working in conjunction with the Waikato Cluster of information and i-SITE centre's in a much more collaborative manner ably lead by Jason Dawson and his fantastic team at Hamilton/Waikato.

The communication sharing providing valuable insights for us within the region and we are also being kept informed when any new significant businesses start up etc. We have had an interesting year that has encompassed an audit, stronger qualmark benchmarks to meet and we have finally seen the impacts of online sites such as Airbnb, Bookabach, Booking.com etc as they bed in their service components on line.

Our tourism network in the region and nationally are all facing similar challenges in relation to accommodation membership because of these sites.

Our team are currently re-thinking our business model and looking at ways we can compete and co-operate in the current marketplace.

Our aim at this point is to keep a reasonable level of available beds for sale particularly in Raglan.

Our membership has stayed loyal and consistent but this new financial year looking forward we can see a definite shift in the level of interest in being a member of the i-SITE from accommodation operators.

Combined Visitor Activity For The District

The information centres located at Raglan and Huntly hosted a combined total of **146,203** visitors, with Huntly hosting **118,837**, up **+20,381** from 98,456 on this time last year. The significant growth came from Asia (+11397), Europe/UK (+878), South America (+1433), and Domestic/Local (+4739).

Raglan hosted a total of **27,369** which includes inquiries via phone, email and website. Raglan i-SITE is slightly down this year by -2315. This was due to demand for accommodation outstripping supply.

Key Highlights:

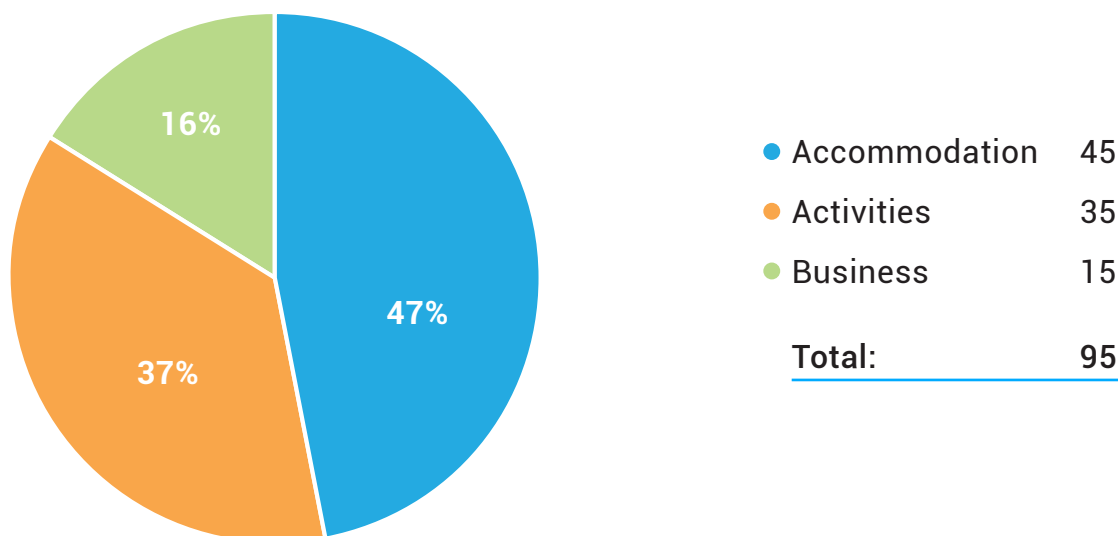
\$101,703.27 was sold on behalf of members

\$15,765 transport was sold to residents

\$18,627.18 was sold to residents attending mostly local events

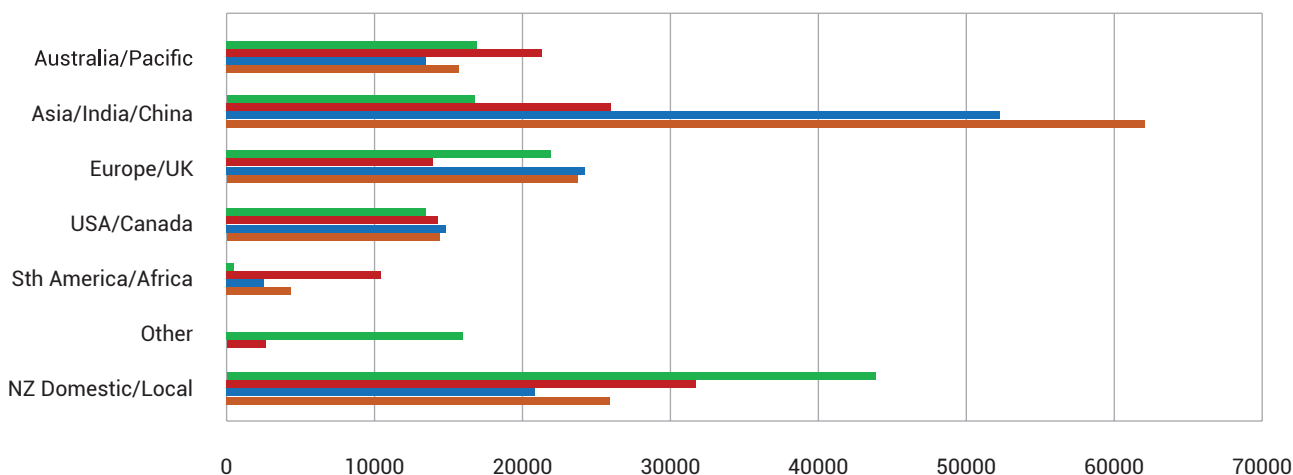
\$45,450 in shop sales

Membership Breakdown:

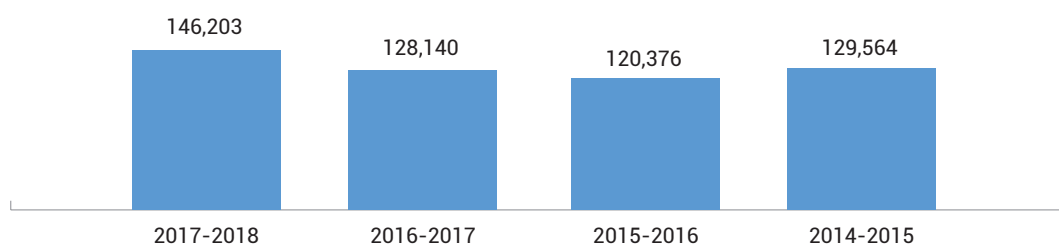


Visitor Comparisons

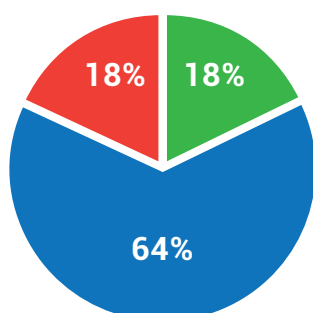
Visitor Comparisons 2014-2017



	Australia/ Pacific	Asia/India/ China	Europe/UK	USA/Canada	Sth America/ Africa	Other	NZ Domestic/ Local
2014-2015	16,942	16,759	21,952	13,546	495	16,005	43,865
2015-2016	21,338	26,009	13,935	14,285	10,442	2,627	31,740
2016-2017	13,480	52,251	24,228	14,809	2,519	0	20,853
2017-2018	15,714	62,093	23,712	14,397	4,366	0	25,921



The Free Independent Traveller (FIT)



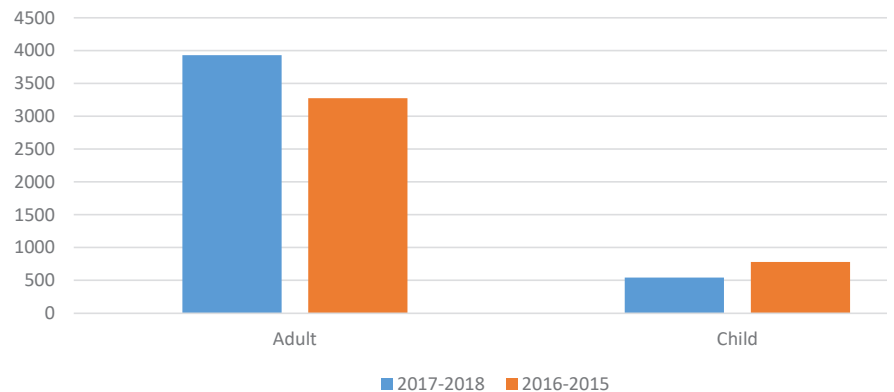
The Free Independent Traveller remains an important customer. As their schedules tend to be less planned, they are more likely to use an i-SITE for information and booking their activities.

● NZ/Local ● International/Bus ● FIT

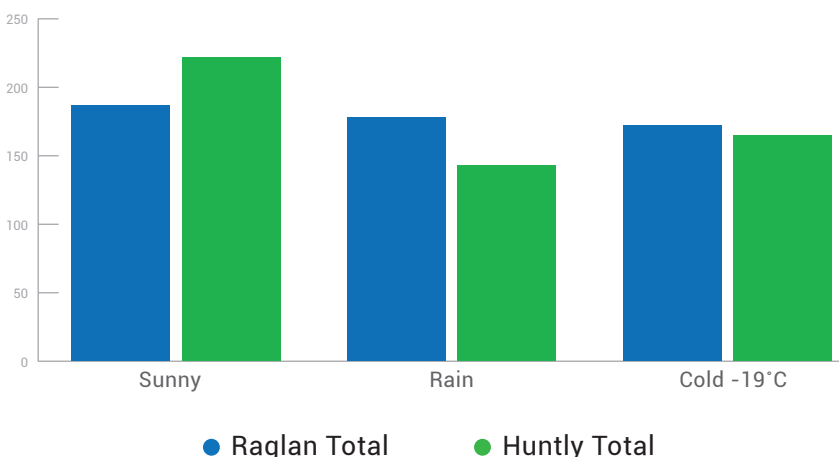
Visitor Comparisons

Raglan Museum

4,475 visitors visited the museum over this period. An increase of +423, this can be accredited to the committee that put together well presented exhibitions that appeal to both locals and visitors. The most popular exhibition this year was Landmarks of Whaingaroa – Art by Jenny Rhodes exhibition. Visitors from all over New Zealand came to see the historical artwork of Jenny, and see the transformation that Raglan has undergone over the years.



Weather for Raglan and Huntly



The summer was relatively settled and warm with a short stormy period in early January that was experienced by the whole country. Raglan experienced 187 sunny days with Huntly recording 222 sunny days.

Raglan recorded 178 days where it rained at some point during the day with Huntly recording 143 days. Both areas experienced between 164-172 days below 19°C.

Daily Visitor Statistics

Secure | <https://www.surveymonkey.com/r/WEADailyStats>



Daily Visitor Stats

* 1. Which i-Site Are You Working At Today?

- ☐ Huntly
- ☐ Raglan
- ☐ Hampton

* 2. Were They On A Bus?

- ☐ Yes
- ☐ No

In response to our audit we have stopped manually recording our daily visitor statistics and have developed a daily recording process through survey monkey to help record our daily visitors for each month.

New Zealand Tourist Arrivals

Total overseas visitor arrivals in New Zealand went down by 17,800 or 7.8 percent from the previous year to 212,200 in June 2018.

The arrivals declined sharply from the United Kingdom (-15,700 to 5,900). Visitors from Australia (-7,100 to 98,900) and Ireland (-1,200 to 600) also decreased. In contrast, visitors from Asia were up 12 percent, with arrivals from Indonesia (+1,900 or 37 percent), China (+1,200 or 7 percent) and Malaysia (+800 or 24 percent) growing vigorously. The Huntly visitor statistics reflect these increases through FIT and bus numbers that have seen significant growth.

Last year more than 3 million foreign tourists visited New Zealand – a cracking result. The tourism industry has now overtaken dairy as New Zealand's largest export earner with total contribution of \$13.5 billion, according to the Tourism Industry Association (TIA). Going forward, the combination of a great product, cheap international credit, a globally growing middle class and some pretty sharp global marketing; means this number is likely to rise.

All of these guests need people to look after them, activities to do and accommodation to stay in.

Right now we are really struggling to meet the existing demand in a couple of key centres during the peak season. That problem is going to get worse.

According to Statistics NZ, New Zealand's total accommodation capacity (in hotels, motels and backpackers) is 2.7 million stay-nights a month.

With the expansion into business accommodation this year Airbnb could end up at 16,000 properties which (depending on their availability) might yield up a further 400,000 stay-nights.

NEW ZEALAND TOURIST ARRIVALS



SOURCE: TRADINGECONOMICS.COM | STATISTICS NEW ZEALAND

i-SITES - Where Would We Be Without Them?

i-SITES provide the official welcome to a destination and play a key role in influencing a visitor's stay and spend. They are the experts on the ground and can make a lasting impression by providing a personalised service, sharing local secrets, and encouraging visitors to return and / or recommend the destination to their friends and family.

Economic impact research highlighted the role i-SITE visitor centres play in unlocking visitor spending in the tourism sector. The report showed that for every \$1 provided in funding, the network as a whole returned an average of \$8.70 in GDP, and the overall visitor spending facilitated and handled by the i-SITE network is estimated at \$298.5m.



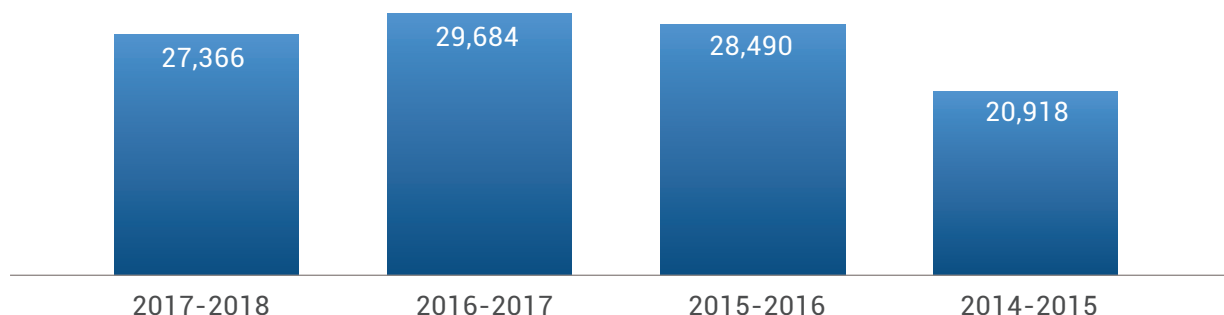
Raglan Annual Report 2018

Visitor Statistics Raglan 2018

Country:	2017-2018	2016-2017	2015-2016	2014-2015	Total
AUSTRALIA	1,595	1,533	890	572	4,590
ASIA	876	1,182	1,055	909	4,022
EUROPE	4,339	6,063	3,455	2,888	16,745
UK	1,689	2,301	1,374	1,113	6,477
USA/CANADA	1,677	1,806	1,064	803	5,350
STH AMERICA	419	623	652	495	2,189
OTHER	n/a	n/a	2,627	1,495	
NZ-DOM	11,119	10,861	10,353	7,471	39,804
NZ-LOC	5,652	5,315	7,020	5,172	23,159
Total	27,369	29,684	28,490	20,918	102,336

Raglan also fields a total of 1,825 phone calls per annum a daily average of 5 a day of which 4 of those would be local enquires.

We have recorded a slight decrease in our numbers. Having experienced a very busy time providing lots of local information over what was a relatively strong summer season. It is worth noting that we did have a decrease in visitors from Europe, UK and Asia which was in contrast to our Huntly Statistics that showed solid growth in the Asian market in line with NZ International data.



Raglan Annual Report 2018

The statistics reflect a decrease that we observed in response to our inability to meet the market demand for accommodation. Our team coped with a Raglan that was at capacity nearly every weekend from Dec-April 2018.

On our books we had limited options available to meet the many and varied demands for accommodation. Not all accommodation was based in town and for visitors staying for a night prefer to stay no further than 10min drive from the township.

Visitor Interest Breakdown

Interest:	2017-2018	2016-2017	2015-2016	2014-2015	Total
Acommodation	2,179	4,078	2,337	2,213	10,807
Activities	3,564	6,381	3,678	3,793	17,416
Transport	4,369	379	738	545	2,031
Browsing	11,842	5,483	4,018	3,953	25,296
Brochure	1,796	1,876	1,621	1,936	3,853
Directions	2,572	4,686	1,616	960	9,834
Event	547	328	1,543	869	3,287
Local Business	1,812	6,277	3,978	3,435	15,002
Local Expertise	1,791	3,465	1,255	1,545	3,046
Total	26,472	27,612	20,784	17,704	89,224

Accommodation enquiries are down on this time last year however when measured across previous years the numbers are slightly down and reflective of a lack of product to meet demand.

Visitors inquiring for accommodation usually stay for one to two nights however this year we have had a couple of enquiries for a 1 month stay whom we managed to get a weekly rate for and a 6-night inquiry for December 2018 for a couple. Are still enquiring about freedom camping.

Raglan Annual Report 2018

Visitors To Raglan Are Interested In:

- Walks
- Things to do via our members
- Waterfall
- Beaches
- Fishing
- Shopping
- Eating
- Museum
- Child friendly activities
- Freedom camping



Mt. Karioi Closure:

Since 29th March 2018 Karioi Maunga has been closed due to Myrtle Rust that was discovered on a Rata tree. DOC is continuing surveillance work on Karioi to help understand the extent and spread of myrtle rust on our Maunga.

Regardless of this Raglan i-SITE still have many walks available for visitors and many have been satisfied with Pirongia being an additional option for much longer hikes.

Events of Significance:

- Soundsplash
- Kawhia Kai Festival
- 7s Hamilton
- Circus Aotearoa
- Creative market
- Waitangi day
- Ruapuke roots
- Single Surf fin surf comp manubay
- Kite Surfing Competition, Kite Jam
- Backdoor Oceanbridge Manu Bay

Raglan Annual Report 2018

Visitor Endorsments:



Paul_BCESSnock
Cessnock
2 1

Reviewed 3 August 2017

Fantastic visit

My wife and I visited Raglan info center from Taupo and found the lady to be very informative and told us all about the museum . We returned the next day and the museum is an absolute must do visit with an incredible price tag of just two dollars . The content of the museum was some of the best I've ever seen and a huge amount of work has gone into the experience . Thank you so much to everyone involved and keep up the good work .

[Show less](#)

Ask Paul_BCESSnock about Raglan i-SiTe Visitor Information Centre

1 Thank Paul_BCESSnock

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC

whaingar0a-Info, Manager at Raglan i-SiTe Visitor Information Centre, responded to this review

Responded 24 August 2017

Thank you for your review and all your kind words you shared in regards to the museum we hope you enjoyed your stay and we look forward to your return.



Julie M
Wellington, New Zealand
483 107

Reviewed 25 July 2017

Very good indeed, associated with the museum

We found the young lady we met very helpful and friendly. The display and information were impressive, the staff very enthusiastic and knowledgeable. Great to have this i-Site attached to the museum.

Ask Julie M about Raglan i-SiTe Visitor Information Centre

Thank Julie M

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC

whaingar0a-Info, Manager at Raglan i-SiTe Visitor Information Centre, responded to this review

Responded 24 August 2017

Thank you for your review we look forward to your return

Raglan i-SITE Visitor Information Centre

13 Wainui Rd, Raglan

4.5 ★★★★★ 31 reviews


[Write a review](#)

Sort by: Most relevant



William Matthias
3 reviews · 2 photos
★★★★★ 5 days ago
Very friendly staff

Like



Amanda Thompson
Local Guide · 52 reviews · 75 photos
★★★★★ 4 months ago
Friendly and helpful staff

Like

Response from the owner 3 months ago
Hi Amanda, thank you for your rating and we look forward to your return



Bobby Edwards
3 reviews
★★★★★ 5 months ago


Raglan i-SITE Visitor Information Centre

13 Wainui Rd, Raglan

4.5 ★★★★★ 31 reviews

[Write a review](#)

Sort by: Most relevant



Elizabeth Ferguson
Local Guide · 215 reviews · 45 photos
★★★★★ 2 years ago

Staff were incredibly professional, friendly, and knowledgeable. They have tons of brochures and information about local festivals, events, and activities. They are able to book things for us as well, saving us from spending the day making phone calls.



Like

Response from the owner 2 years ago
To Elizabeth Ferguson
Thank you so much for your amazing review. ... [More](#)

Huntly Annual Report 2018

Visitor Statistics Huntly 2018

Country:	2017-2018	2016-2017	2015-2016	2014-2015	Total
Australia/Pacific	14,119	11,947	20,448	16,370	62,884
Asia/India/China	61,217	51,069	24,954	15,850	153,090
Europe/UK	17,684	15,864	9,106	17,951	60,605
Usa/Canada	12,720	13,003	13,221	12,743	51,687
Sth America	3,947	1,896	9,790	0	15,633
Other	n/a	n/a	n/a	14,510	14,510
NZ-Domestic	6,568	3,438	12,815	31,222	54,043
NZ-Local	2,582	1,239	1,552		5,373
Total	118,837	98,456	91,886	108,646	417,825
International Bus	93,332	81,724	47,094	n/a	222,140
International FIT	16,365	4,302	30,176	n/a	38,928
Total	109,687	86,026	77,270	n/a	261,068
Phone	365+	365+	365+	365+	365+

Please note that the columns that are NA mean the statistics are being collected with greater accuracy and aligned to the appropriate columns, or they are being collated in a different manner as compared in previous years. It is pleasing to note that the domestic visitor enquiries grew along with South America and Asia collectively.

The bus market remains strong even though many are either not allowed to come into the site are given very little time.

Events aligned to rugby like the tour by the Lions in June 2017 to July 2017, these crossed over 2 financial years.

Combined with the Rugby League World Cup with two key games in Hamilton that drew sold out crowds and Huntly was able to secure a fantastic mural on a wall facing the highway. The site hosted over a 100 Lion supporters who had called in on their way to Auckland to have lunch, many of whom had indicated they would be back.

We duly sent them on their way with lots of brochures and a promise to look after them on their return.

Huntly Annual Report 2018

During the school holidays the hosted many domestic visitors who were travelling with their families, visiting places within the Waikato region for the majority of the time. Places of interest include Waitomo, Raglan, Rotorua, Taupo and during the colder seasons National Park.

During the stormy periods, which hit NZ early 2018 many domestic visitors stopped in to check the road conditions anyone travelling to the east were advised to stay in Huntly for the night or more central.

Huntly i-SITE also received a small number of Domestic/local visitor travelling by tour bus one in particular from Auckland were travelling to the Wearable Arts in Wellington.

Visitor Interest Breakdown

	2017-2018	2016-2017	2015-2016	2014-2015	Total
Acommodation	783	1,034	915	1,199	3,931
Activities	1,210	2,346	1,999	1,626	7,181
Transport	331	1,376	1,267	1,110	4,084
Browsing	34,523	13,245	9,341	6,272	63,381
Brochure	16,478	43,115	41,149	38,971	139,713
Purchase	57,964	23,468	14,972	15,275	111,679
Directions	6,110	23,567	26,539	26,830	83,064
Event	689	645	530	487	2,351
Local Business	482	365	690	329	1,866
Raglan Referral	589	723	435	187	1,934
General Inquiry	n/a	n/a	12,374	12,735	
Total	119,159	109,884	110,211	105,021	444,275

These statistics have been amended since they were supplied for the audit as information was expected to be turned around with very short time frames to suit the consultants. We record a great deal of data that does not necessarily get collated however they can provide good insights into the activities interventions staff do in the name of tourism. We have subsequently had the necessary time to go through our manual data and compile with greater accuracy.

Huntly Annual Report 2018

The majority of Huntly i-SITE visitors travel by tour bus and are only here for a short period of time. Main interest is food, direction to toilets and information on their next destination. Visitors travelling to the airport in Auckland stop in to find out things to do on their way to the airport.

Huntly i-SITE recommends Lake Hakanoa, Rangiriri Cultural & Heritage Museum, Hampton Downs and of course an Ice Cream at Pokeno regardless of the weather. If visitors are travelling south and wanting things to do on the way to their next destination we recommend Hakanoa, Hobbiton, Kauri Loop track, and the Hakarimata Scenic Reserve to name a few.



Huntly Annual Report 2018

Visitor Endorsments:

DATE	NAME	ADDRESS	COMMENTS
28.2.18	Tanner	CH 4632 Tumbach	super service!
31.3.18	Chalmers	Bilboela Queensland	Thank you
3-3-18	Steve/Laurie Naukichi	440 Linuh St. NE US	great centre
3-3-18	Leannett Felix	22523 Hamburg, Germany	Fantastic Country!!!
3.3.18	JACKO	U.K. NEWLY	We love it
9-3-18	LOWAN	VANCOUVER BC CANADA	Such a lovely lady
9-3-18	ASH/CONSTABLE	BRISBANE AUSTRALIA	GREAT HELP
10-3-18	DON JACKI JEANNE GALE	SPARTA WISCONSIN USA	Awesome chat
11-3-18	S. Teoli	Ballantrae, ON (CANADA)	Happy to be here
10.12.18	Carol Beck	Manhattan Beach CA USA	LOVE LOVE NZ!
14/03-2018	Barb Reid	Timmins ON CANADA	Love NZ
14/03/2018	Sylvia Lau	TORONTO ON CANADA	
14/03/18	ANDERSONS	DAGSBORO, DELAWARE, USA	Good info keep it going!!
18/03/18	HAUS	COLUMBIA, MISSOURI, USA	Ka mihi, ka mihi, ka mihi!!
20/3/18	Stu & Canille	The Breeze Waihatu	*You guys rule!*
22/3/18	Ponampai Yantarakitsiri	194 Soi 11 Phetkasern Hatyai Thailand	*Thank you very much, Love here
22/3/18	Mandy & Steve	Oldham UK	Very helpful and useful
23/3/18	RUTHIERE Francis	9 Allée des Reliques de l'Es	SUPER !!
27/3/18	Graham Attard	8300 HYERES FRANCE	
31/3/18	Jim & Donita Vogt	Christchurch NZ	Thanks for all your help!
31/3/18	Mark & Rosalie Oppenheim	Longmont, Colorado USA	Great service
31/3/18	Reg and Jody	Downers Grove, IL USA	Great country
4/4/18	But & Lucy C'ete	Port Augusta SA Australia	Great chat and advice
		South Carolina USA	Awesome

DATE	NAME	ADDRESS	COMMENTS
1st April 2018	DAVID SCHWENKE	5 Tutuwhata Cres. Weymouth	ONE LOVE Proud New Zealander
1st April 2018	Nghuia Stevens	6B HARNELL PLACE MANGERE	NICE SHOP TO VISIT
2nd April 2018	Billy Lorrie Rythouwer	Prince Edward Island Canada	Loved NZ!
5.4.2018.	Apluna		Very nice
6.04.2018	Nee Bell	105 Rayner Road	HUNTLY PRIDE
7.04.2018	Helena & Peter Flinn	38 Woodlawn St Dunkeld, Victoria Australia	Very helpful
14.04.2018	CHRIS & BERNADETTE PRINGLE	Cohuna Vic Aus	Very helpful + nice
14.04.2018	AMMAD ZAWAWI	Honey Vacation KL, MALAYSIA	very good
14.04.2018	ABD AZIZ HADI	Honey Vacation, K. Lumpur	very good
14.04.2018	REHMANI SMCEH	Honey Vacation, Malaysia	nice
April Saturday Paris		10 Davies Place	Amazing Place
14.04.2018	Bren		Great Service Taylor-Rose!
20.4.2018	Ngoc Bui	Dist 7 HCMC Vietnam	Great Wellcome Friendly
20.04.2018	Tieng Ha	Sai gon, Vietnam	Great shop to visit
20.04.2018	Regina, SK CANADA	Regina, SK CANADA	Great Visits
22.04.2018	David & HEONA CARVELL		
22.04.2018	Anna Kranjec	Red Deer AB, Canada	
22.04.2018	Neeli Lewis	Airdrie, AB Canada	Amazing!
30.4.18	Jeffrey Ray	Detroit MI USA	Great country
02.05.18	Cathy Conroy	Philippines	
May 8 18	Mr. Lorch & Annika	Philippines	
11-9-18	Jeff & Diarmid Austin	Chch NZ	Very good service Thanks
30-05-18	Andre & Magali LODO	FRANCE 83 ST MAXIMIN	Great country. We love!
14.6.18	Tony Jennings	Bordertown, Australia	Good Service,
" " "	Diane Johnston	Bordertown, Australia	lovely country

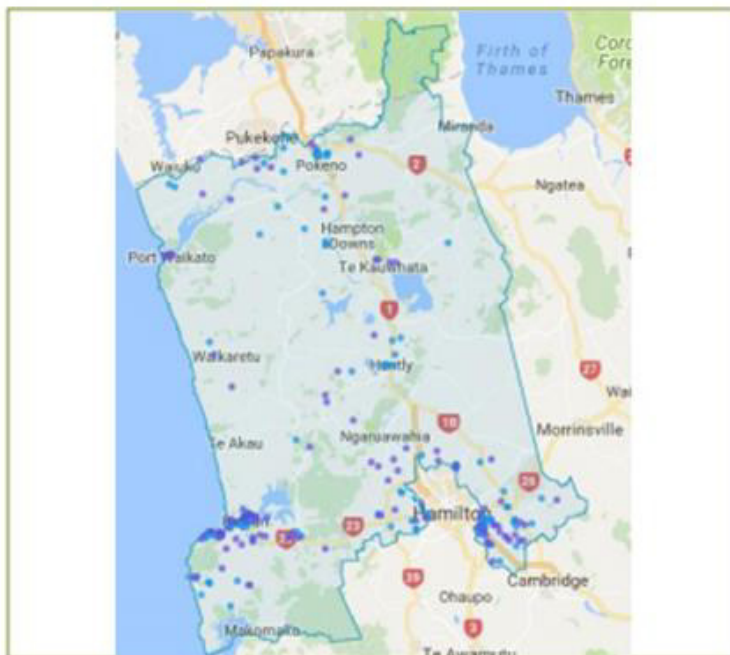
The Impacts Of Airbnb And Other Accommodation Options

Hamilton & Waikato
TOURISM

Airbnb Stats WAIKATO District July 2018

467 Active Rentals

55% "Entire Home" Rentals



Average Daily Rate



Occupancy Rate



Revenue

The total nightly rate + cleaning fee earned in the last month. Does not include taxes or service fees.



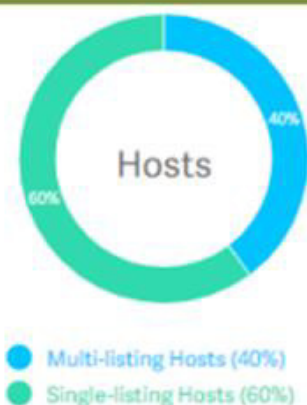
Rental Growth 92%



Rental Size – Avg 2 Bedrooms / 4.8 Guests



Professional Hosts



The Impacts Of Airbnb And Other Accommodation Options

There is a significant debate taking place throughout the country about the impacts of Airbnb, Bookabach etc. These opportunities that property owners in NZ are taking up by the thousands are currently being reviewed by individual councils. Some articles state that current business orientated accommodation providers would not meet current demand. The question is "would that be a bad thing" ?

The problem with these operations is they stand apart from the sector in that they do not pay tax, they do not belong to or support tourism in any meaningful way other than offsetting their mortgages etc.

These businesses are having an impact on i-SITES and could contribute to their downfall long term. The industry requires councils to step up and take a closer look at the impacts from this phenomenon.

The Waikato District has a growing group of this type of accommodation provider it is notable that Raglan has a large group.

Any operators that are running more than a single entity will most likely be classified as a business in the near future.

It is worth noting some councils are requiring these accommodation providers to sign a statutory declaration to confirm limited use of their premises offering this service and it can vary from 10 days per annum to 16 days.

The Impact of Airbnb in New Zealand

<https://linkbusiness.co.nz/knowledge-center/Article/The-Impact-of-Airbnb-in-New-Zealand>

Like many new technologies, Airbnb has been controversial wherever it sets up and New Zealand is no exception. Despite similar Kiwi-made products, especially in the bach rental sector, Airbnb's entry into the market has not been welcomed by many in the tourism industry. There are calls for tighter regulations, but smart businesses will look for the opportunities Airbnb might bring.

Regulations & Airbnb

The tourism industry feels that Airbnb and its hosts have an unfair advantage in the market. Traditional tourist accommodation such as hotels have higher costs, including compliance costs, higher tax rates and increased insurance.

There are also questions on the pressure that Airbnb puts on long-term housing, with many landlords finding they can make more renting to holiday makers, which leaves locals with nowhere to go. Queenstown is a good example of this; seasonal workers have not been able to find accommodation as their normal beds have been converted to Airbnb rentals.

This is why councils are looking to introduce regulations to cover the holiday rental market. Ideas floated have included limiting the number of nights Airbnb properties can be rented out and increasing taxes for hosts.

The Impacts Of Airbnb And Other Accommodation Options

Even if these measures are passed, it's unlikely that Airbnb will disappear from New Zealand, so business owners should be looking at ways to maximise the opportunities they bring.

Building Industry

Airbnb's entry into the New Zealand market has highlighted shortages in both short and long-term accommodation. Airbnb's supporters claim that land prices and building regulations are a much bigger factor in housing shortages, but even if holiday rentals are scapegoats, it's clear that there are not enough homes in many areas and this brings opportunities for the housing market.

The same is true of traditional tourist accommodations. Government research suggests that there will be a shortage of 4,500 rooms by 2025. This makes Airbnb crucial to tourism at the moment, as they can make up the shortfall of rooms, especially during peak times.

It does show that there are opportunities for those wanting to enter the tourist accommodation market. Although new hotels have a large lead time, the shortage of beds shows the potential in the market.

Tourism Industry

Anecdotal evidence shows that tourists using Airbnb are after a different experience to those staying in hotels. Airbnb accommodation often caters to larger groups, offers kitchens or allows a visitor to stay with the host, experiencing life as a local.

Airbnb also brings tourism to non-tourist areas, as there is now accommodation in these areas.

The tourism industry can look to cater for the types of tourists that are looking for a different experience. Those in non-tourist areas may find that they can expand existing businesses to accommodate the occasional tourist.

Airbnb already offers ways to connect through the offer of Experiences. New Zealand Experiences offered include vineyard tours and learning Maori customs. Although only offered in Queenstown at the moment, Experiences are sure to expand. Business owners have the opportunity to advertise to a worldwide audience and showcase their products to interested tourists.

New Markets Using Airbnb

The average house or room on Airbnb is only rented for 60 nights per year. But for the truly motivated, the so-called Superhosts, Airbnb can be a business all by itself. One Superhost brings in \$2.9million each year by advertising multiple properties. Existing landlords may find a more profitable market in holiday rentals.

For the imaginative, Airbnb can open completely new industries. The most obvious is property management companies for hosts who are not always available to manage their listing or meet guests. But there are also opportunities for cleaners specialising in holiday rentals, shoppers who deliver easy-to-cook food for guests and photographers who take photos for Airbnb listings.

Change always brings opportunities for those willing to look. Although the immediate reaction is to see a new major player in the market as a bad thing, businesses willing to evolve and use new technologies will find Airbnb bringing plenty of opportunities into New Zealand.

The Impacts Of Airbnb And Other Accommodation Options

'If uncontrolled, tourism can kill tourism': Airbnb could ruin cities because it brings in too many visitors, warns travel expert.

29 Jun, 2016 12:00pm By: Lucy Morris for MailOnline

Airbnb could be ruining Europe's most treasured historic cities, it's been claimed.

The chief executive of the Association of British Travel Agents (ABTA), Mark Tanzer, said that the affordability of home rental websites such as Airbnb is having a detrimental effect on tourist hot spots such as Florence and Barcelona.

Tanzer claimed that there has been an influx of visitors to historic European sites. And, because of this, they will eventually struggle to cope with the numbers.

"You can see the strain not just on the tourist experience but on the actual fabric of the city and on the residents there," Tanzer explained at a conference in London recently, The Times reported.

"Overcrowding in key destinations is becoming a pressing issue. Without controls, we know tourism can kill tourism."

This unchecked influx of visitors could damage local economies, he warned.

He added: "People will stop going. Or the danger is that you will get the footfall but you will not get the value of tourism - people spending in restaurants or shopping and supporting the local economy.

If they can't get around the city you are going to lose value from tourism even if the numbers are going up."

"Customers have certain expectations and rights regarding travel accommodation and other services, irrespective of how those arrangements are purchased, whether it is a question of quality, safety, or protection of the customers' money." An ABTA spokesperson said today.

"We believe that new distribution models such as peer to peer accommodation, particularly those that are run on a professional, commercial basis, should be held to the same standards as traditional models; both industry and holidaymakers should be assured that any commercial enterprise is properly monitored and regulated.

"One issue that is becoming increasingly pressing is that of overcrowding in some major tourist destinations.

The growth of the peer to peer economy, and the arrival of tourists from new source markets, are responses to a growing demand for tourism.

Some food for thought as this debate continues to grow.