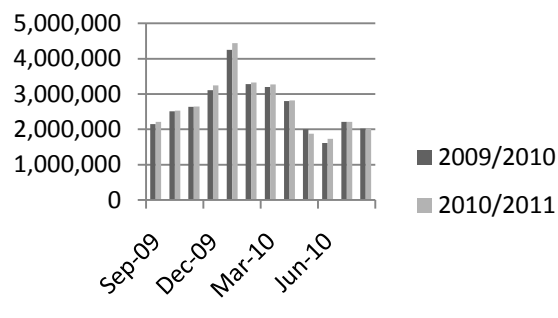
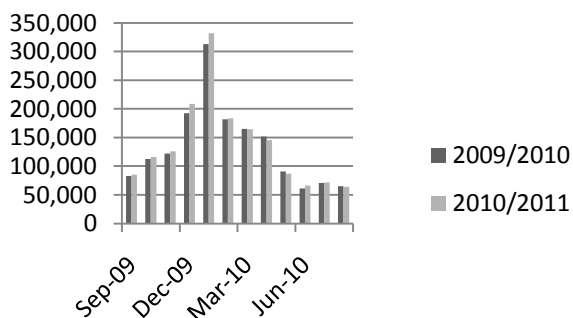


VISITOR NIGHTS			% Change	
Northland	2009/2010	2010/2011	2010/2011	
Sep-09	82,795	85,051	2.7	
Oct-09	112,464	115,757	2.9	
Nov-09	121,886	125,737	3.2	
Dec-09	192,122	208,473	8.5	
Jan-10	312,777	331,933	6.1	
Feb-10	181,680	183,454	1.0	
Mar-10	165,002	164,582	-0.3	
Apr-10	151,478	145,653	-3.8	
May-10	90,771	86,900	-4.3	
Jun-10	61,303	65,956	7.6	
Jul-10	70,694	71,628	1.3	
Aug-10	65,264	64,057	-1.9	
New Zealand	2009/2010	2010/2011	2010/2011	
Sep-09	2,146,081	2,210,753	3.0	
Oct-09	2,513,443	2,524,809	0.5	
Nov-09	2,638,147	2,650,414	0.5	
Dec-09	3,104,681	3,241,970	4.4	
Jan-10	4,251,159	4,438,860	4.4	
Feb-10	3,276,681	3,326,033	1.5	
Mar-10	3,199,658	3,273,647	2.3	
Apr-10	2,799,424	2,821,076	0.8	
May-10	2,003,442	1,881,253	-6.1	
Jun-10	1,618,029	1,730,887	7	
Jul-10	2,211,111	2,215,500	0.2	
Aug-10	2,026,212	2,025,246	0	

Northland nights

NZ nights



12 months ended Jul 2010			% Change	
	2009/2010	2010/2011	2010/2011	
Northland Visitor Numbers	742,994	755,358	1.7	Our 10/11 target for market share of NZ visitor nights is 5.3%
Northland Visitor Nights	1,608,236	1,649,181	2.5	
NZ Visitor Numbers	16,529,200	16,836,113	1.9	
NZ Visitor Nights	31,788,068	32,340,448	1.7	

Percentage change from previous year

12 mths ended Aug'10	Northland	NZ	
International guest nights	4.9%	4.2%	
Domestic guest nights	1.0%	0.0%	
12 mths ended Aug '10	Northland	NZ	
Hotels	2.1%	5.0%	
Motels	0.6%	-0.4%	
Backpackers	-4.2%	0.8%	
Holiday Parks	7.2%	0.6%	
TOTAL accommodation	2.5%	1.7%	