

NEW ZEALAND MARINA INDUSTRY OVERVIEW

INDUSTRY VALUE & PERFORMANCE



MARINAS - A HUB OF ECONOMIC ACTIVITY

It is estimated that 58 marina businesses generate Economic Contribution of \$538.2M & support almost 6,303 jobs

\$538.2
MILLION*

ECONOMIC
CONTRIBUTION

*Extrapolated from MIA's industry estimate based on the IMPLAN International Model & OECD input-output tables

6,303



EMPLOYMENT SUPPORTED

MARINA PERFORMANCE



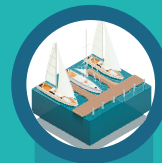
MARINAS

58



AVERAGE
REVENUE

\$2.6M



AVERAGE
OCCUPANCY

86%

TOTAL ANNUAL INDUSTRY PERFORMANCE

\$153_M

INDUSTRY ANNUAL
GROSS REVENUE

\$66.8_M

ANNUAL CAPITAL
INVESTMENTS

\$16_M

PAYMENTS TO
GOVERNMENT

\$28_M

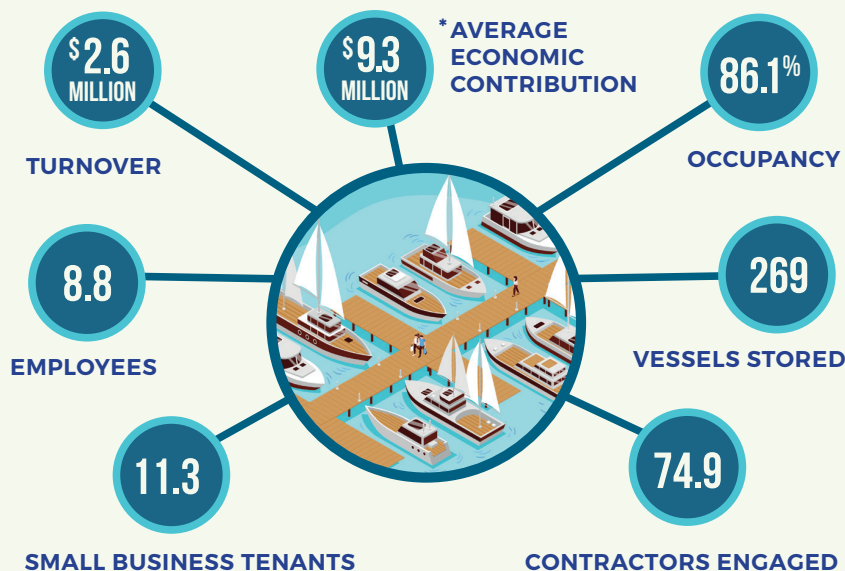
DIRECT WAGES
PAID BY MARINAS

THE AVERAGE MARINA

\$523_K
ANNUAL WAGES PAID

\$1,356,000
ANNUAL CAPITAL INVESTMENT

\$358,000
ANNUAL TAXES &
GOVERNMENT PAYMENTS



* Estimated by local industry experts and based on an extrapolation of the MIA's data which was calculated using the IMPLAN International Model and OECD input-output tables

Data in this report is based on a 2023 Industry Survey. Footnotes explain if industry estimates have been used to further extrapolate results.

INDUSTRY CONTRIBUTIONS



EMPLOYMENT



6,303

TOTAL JOBS GENERATED

470

DIRECTLY
BY
MARINAS

2,170*

SMALL
BUSINESS
TENANT
EMPLOYEES

3,663

CONTRACTORS

* The number of employees per business varies significantly. Based on an industry expert estimated average of 8.8 Employees.

SUPPORTING SMALL BUSINESS & EMPLOYMENT

46.6%

Of marinas provide premises & work for small businesses

310

Small businesses are supported at marinas

11.3

Average number of small businesses supported by each marina



Average employees per marina

8.8

Average annual direct wages paid

\$523k

Total wages paid to direct employees

\$28
MILLION

CONTRACTORS

83%

of marinas engage the services of external contractors

63

contractors are engaged by each marina annually

ENVIRONMENTAL PROTECTION

\$3.1M

Capital investment in environmental protection/ facilities

17.2%

Have environmental protection strategies in place, or will have in three years

17%

Of marinas have a Clean Marina Accreditation

FACILITIES PROVIDED

FOR BOATERS

56.9%

FUEL

58.6%

WASTE WATER PUMP OUT

53.4%

VESSEL MAINTENANCE

6.9%

BOAT SYNDICATION

74.9%

BOAT SALES

29.3%

MARINAS WITH LIVE-ABOARDS

FOR EVERYONE

25.9%

EVENTS/ FUNCTIONS

22%

CHARTER VESSELS

6.9%

ACCOMMODATION

34.5%

FOOD AND BEVERAGE

24%

OTHER RETAIL

55%

PUBLIC ACCESS

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Research completed with the support of the Marina Industries Association