

Long Term Car Park Options

Current

Option 1

Option 2

Option 3

Option 4

Current	Duration	Vehicles	Revenue
	<7 hours	33	315
\$ 20.00	1	144	\$ 2,880
\$ 35.00	2	405	\$ 14,175
\$ 50.00	3	519	\$ 25,950
\$ 65.00	4	410	\$ 26,650
\$ 80.00	5	230	\$ 18,400
\$ 95.00	6	116	\$ 11,020
\$ 95.00	7	66	\$ 6,270
\$ 95.00	8	86	\$ 8,170
\$ 95.00	9	64	\$ 6,080
\$ 95.00	10	45	\$ 4,275
\$ 95.00	11	29	\$ 2,755
\$ 95.00	12	19	\$ 1,805
\$ 95.00	13	13	\$ 1,235
\$ 95.00	14	16	\$ 1,520
\$ 95.00	15	21	\$ 1,995
\$ 95.00	16	14	\$ 1,330
\$ 95.00	17	17	\$ 1,615
\$ 95.00	18	12	\$ 1,140
\$ 95.00	19	7	\$ 665
\$ 95.00	20	5	\$ 475
\$ 95.00	21	6	\$ 570
\$ 95.00	22	1	\$ 95
\$ 95.00	23	5	\$ 475
\$ 95.00	24	3	\$ 285
\$ 95.00	25	1	\$ 95
\$ 95.00	26	1	\$ 95
\$ 95.00	27	4	\$ 380
\$ 95.00	28	2	\$ 190
\$ 95.00	29	5	\$ 475
\$ 95.00	30	1	\$ 95
\$ 95.00	31	16	\$ 1,520
		2316	\$ 142,995

Current	Duration	Vehicles	Revenue
	<7 hours	33	
\$ 20.00	1	144	\$ 2,880
\$ 35.00	2	405	\$ 14,175
\$ 50.00	3	519	\$ 25,950
\$ 65.00	4	410	\$ 26,650
\$ 80.00	5	230	\$ 18,400
\$ 95.00	6	116	\$ 11,020
\$ 110.00	7	66	\$ 7,260
\$ 115.00	8	86	\$ 9,890
\$ 120.00	9	64	\$ 7,680
\$ 125.00	10	45	\$ 5,625
\$ 130.00	11	29	\$ 3,770
\$ 135.00	12	19	\$ 2,565
\$ 140.00	13	13	\$ 1,820
\$ 145.00	14	16	\$ 2,320
\$ 150.00	15	21	\$ 3,150
\$ 155.00	16	14	\$ 2,170
\$ 160.00	17	17	\$ 2,720
\$ 165.00	18	12	\$ 1,980
\$ 170.00	19	7	\$ 1,190
\$ 175.00	20	5	\$ 875
\$ 180.00	21	6	\$ 1,080
\$ 185.00	22	1	\$ 185
\$ 190.00	23	5	\$ 950
\$ 195.00	24	3	\$ 585
\$ 200.00	25	1	\$ 200
\$ 205.00	26	1	\$ 205
\$ 210.00	27	4	\$ 840
\$ 215.00	28	2	\$ 430
\$ 220.00	29	5	\$ 1,100
\$ 225.00	30	1	\$ 225
\$ 230.00	31	16	\$ 3,680
		2316	\$ 161,570

Current	Duration	Vehicles	Revenue
	<7 hours	33	
\$ 20.00	1	144	\$ 2,880
\$ 35.00	2	405	\$ 14,175
\$ 50.00	3	519	\$ 25,950
\$ 65.00	4	410	\$ 26,650
\$ 80.00	5	230	\$ 18,400
\$ 95.00	6	116	\$ 11,020
\$ 110.00	7	66	\$ 7,260
\$ 120.00	8	86	\$ 10,320
\$ 130.00	9	64	\$ 8,320
\$ 140.00	10	45	\$ 6,300
\$ 150.00	11	29	\$ 4,350
\$ 160.00	12	19	\$ 3,040
\$ 170.00	13	13	\$ 2,210
\$ 180.00	14	16	\$ 2,880
\$ 185.00	15	21	\$ 3,885
\$ 190.00	16	14	\$ 2,660
\$ 195.00	17	17	\$ 3,315
\$ 200.00	18	12	\$ 2,400
\$ 205.00	19	7	\$ 1,435
\$ 210.00	20	5	\$ 1,050
\$ 215.00	21	6	\$ 1,290
\$ 220.00	22	1	\$ 220
\$ 225.00	23	5	\$ 1,125
\$ 230.00	24	3	\$ 690
\$ 235.00	25	1	\$ 235
\$ 240.00	26	1	\$ 240
\$ 245.00	27	4	\$ 980
\$ 250.00	28	2	\$ 500
\$ 255.00	29	5	\$ 1,275
\$ 260.00	30	1	\$ 260
\$ 265.00	31	16	\$ 4,240
		2316	\$ 169,555

Current	Duration	Vehicles	Revenue
	<7 hours	33	
\$ 20.00	1	144	\$ 2,880
\$ 35.00	2	405	\$ 14,175
\$ 50.00	3	519	\$ 25,950
\$ 65.00	4	410	\$ 26,650
\$ 80.00	5	230	\$ 18,400
\$ 95.00	6	116	\$ 11,020
\$ 110.00	7	66	\$ 7,260
\$ 120.00	8	86	\$ 10,320
\$ 130.00	9	64	\$ 8,320
\$ 140.00	10	45	\$ 6,300
\$ 150.00	11	29	\$ 4,350
\$ 160.00	12	19	\$ 3,040
\$ 170.00	13	13	\$ 2,210
\$ 180.00	14	16	\$ 2,880
\$ 190.00	15	21	\$ 3,990
\$ 200.00	16	14	\$ 2,800
\$ 210.00	17	17	\$ 3,570
\$ 220.00	18	12	\$ 2,640
\$ 230.00	19	7	\$ 1,610
\$ 240.00	20	5	\$ 1,200
\$ 250.00	21	6	\$ 1,500
\$ 260.00	22	1	\$ 260
\$ 270.00	23	5	\$ 1,350
\$ 280.00	24	3	\$ 840
\$ 290.00	25	1	\$ 290
\$ 300.00	26	1	\$ 300
\$ 310.00	27	4	\$ 1,240
\$ 320.00	28	2	\$ 640
\$ 330.00	29	5	\$ 1,650
\$ 340.00	30	1	\$ 340
\$ 350.00	31	16	\$ 5,600
		2316	\$ 173,575

Current	Duration	Vehicles	Revenue
	<7 hours	33	
\$ 20.00	1	144	\$ 2,880
\$ 40.00	2	405	\$ 16,200.0
\$ 60.00	3	519	\$ 31,140.0
\$ 80.00	4	410	\$ 32,800.0
\$ 100.00	5	230	\$ 23,000.0
\$ 120.00	6	116	\$ 13,920.0
\$ 140.00	7	66	\$ 9,240.0
\$ 160.00	8	86	\$ 13,760.0
\$ 170.00	9	64	\$ 10,880.0
\$ 180.00	10	45	\$ 8,100.0
\$ 190.00	11	29	\$ 5,510.0
\$ 200.00	12	19	\$ 3,800.0
\$ 210.00	13	13	\$ 2,730.0
\$ 220.00	14	16	\$ 3,520.0
\$ 230.00	15	21	\$ 4,830.0
\$ 240.00	16	14	\$ 3,360.0
\$ 250.00	17	17	\$ 4,250.0
\$ 260.00	18	12	\$ 3,120.0
\$ 270.00	19	7	\$ 1,890.0
\$ 280.00	20	5	\$ 1,400.0
\$ 290.00	21	6	\$ 1,740.0
\$ 300.00	22	1	\$ 300.0
\$ 310.00	23	5	\$ 1,550.0
\$ 320.00	24	3	\$ 960.0
\$ 330.00	25	1	\$ 330.0
\$ 340.00	26	1	\$ 340.0
\$ 350.00	27	4	\$ 1,400.0
\$ 360.00	28	2	\$ 720.0
\$ 370.00	29	5	\$ 1,850.0
\$ 380.00	30	1	\$ 380.0
\$ 390.00	31	16	\$ 6,240.0
		2316	\$ 212,140

additional \$ 18,575 pcm
additional \$ 222,900 pa

additional \$ 26,560 pcm
additional \$ 318,720 pa

additional \$ 30,580 pcm
additional \$ 366,960 pa

additional \$ 69,145 pcm
additional \$ 829,740 pa

Duration Days	Rotorua	Hamilton	Napier	New Plymouth	Tauranga Current	Average Regional	Option 1	Auckland
1	\$ 18	\$ 22	\$ 19	\$ 20	\$ 20	\$ 20	\$ 20	\$ 32
2	\$ 36	\$ 44	\$ 38	\$ 40	\$ 35	\$ 39	\$ 35	\$ 40
3	\$ 54	\$ 66	\$ 57	\$ 60	\$ 50	\$ 57	\$ 50	\$ 45
4	\$ 66	\$ 88	\$ 76	\$ 80	\$ 65	\$ 75	\$ 65	\$ 55
5	\$ 78	\$ 110	\$ 95	\$ 100	\$ 80	\$ 93	\$ 80	\$ 65
6	\$ 90	\$ 115	\$ 105	\$ 120	\$ 95	\$ 105	\$ 95	\$ 75
7	\$ 100	\$ 125	\$ 115	\$ 140	\$ 95	\$ 115	\$ 110	\$ 85
14	\$ 100	\$ 125	\$ 185	\$ 200	\$ 95	\$ 141	\$ 145	\$ 155
21	\$ 100	\$ 125	\$ 255	\$ 200	\$ 95	\$ 155	\$ 180	\$ 225
28	\$ 100	\$ 125	\$ 325	\$ 200	\$ 95	\$ 169	\$ 215	\$ 295

98% of long term parkers stay 18 days or less ie 2259 out of 2316

Increasing daily rate to \$5 per day continuously after 8 days could generate an extra \$ 220,900 pa. If we applied a cap of \$165 at day 19 the increased revenue would reduce by \$25,680 to \$195,276

All of our online and telephone enquiry about car parking charges relate to long term parking rates

	Pros	Cons
Current	already accepted	free parking after 6 days
Option 1	no free parking, \$223K rev increase	risk of loosing long term parkers to drop off options such as family, uber or taxi
Option 2	no free parking, \$318K rev increase	further increased risk of loosing long term parkers to drop off options such as family, uber or taxi Airport shuttles to Auckland come into play therefore loosing parking and per passenger revenue
Option 3	no free parking, \$366K rev increase	further increased risk of loosing long term parkers to drop off options such as family, uber or taxi Airport shuttles to Auckland come into play therefore loosing parking and per passenger revenue 16+ day stay now twice that of Rotorua or Hamilton where fares are often cheaper making driving to either an option As Auckland is a "marginal driveable route" leisure travels particularly families or groups will drive to Auckland as they would pay roughly same parking fee but save Tg-AA-TG airfares
Option 4	no free parking, \$830K rev increase	further increased risk of loosing long term parkers to drop off options such as family, uber or taxi Airport shuttles to Auckland come into play therefore loosing parking and per passenger revenue 12+ day stay now more than twice that of Rotorua or Hamilton where fares are often cheaper making driving to either an option As Auckland is a "marginal driveable route" leisure travels particularly families or groups will drive to Auckland as they would pay roughly same parking fee but save Tg-AA-TG airfares

*every passenger that drives to another Airport rather than flying from Tauranga will also reduce aeronautical revenue by \$32