



Moving the dial

Opportunity and upswing collide to make 2025 a year of promise for New Zealand's tourism sector.



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It has been a long burn for the New Zealand tourism market post-pandemic and looking at the key metrics, the sector is almost back to where it was before the world went into a tailspin.

The government has stressed that tourism is one of the short-term levers it can pull to encourage economic growth.

The recently-introduced digital nomad visa is one initiative in the toolbox, while facilitating closer relationships with India, the world's fastest-growing major economy, is another – with Tourism New Zealand and Air New Zealand having eyes on India, too.

It's encouraging to see that our country's 2024 annual international visitor numbers were up 12.1 percent on 2023 figures – still shy of 2019 volumes, but gaining ground.

RevPAR, ADR and occupancy figures vary quite widely across

regions according to Hotel Data New Zealand stats.

February 2025 data shows Queenstown leading the way on RevPAR and ADR, Nelson-Marlborough shining on occupancy, Rotorua rebounding, and all of Wellington's key metrics at sub-2019 levels.

While hotel room supply in Auckland has increased 38 percent over the past six years, occupancy levels have not kept pace, with a slow recovery of the Chinese visitor market, a subdued economy, and a shortage of major events contributing to this shortfall.

The long-awaited New Zealand International Convention Centre in the Auckland CBD will open for conferences and events in February 2026, and, with capacity for up to 3,000 delegates at a time, the city's accommodation and hospitality providers will be pleased to see it.

For hotel, tourism and leisure properties, I sense that with interest rates trending downwards, tourism numbers rebounding, and the government's newly introduced Active Investor Plus programme encouraging offshore direct investment in New

Zealand property and businesses, 2025 could be the year of the deals.

This financial year looks certain to be a better one for vendors, buyers, and operators, and lenders now have three full years of post-pandemic financials as reference which will help.

High-value commercial accommodation transaction volumes in New Zealand are traditionally low compared to, say, Australia where the market is more mature and population numbers are much higher.

Bayleys transaction figures for commercial accommodation assets in the sub-\$20 million bracket are always strong, but stock in the even higher brackets is tightly held with hotel assets seen as long-term holds and seldom changing hands.

In this edition of *Hotels, Tourism & Leisure*, we bring you 21 opportunities for sale, we look at the Pacific Islands market, and explore the franchise model's benefits for commercial accommodation owners.

Let Bayleys help you move the dial in the tourism property space – whichever side of the bed you are on! We look forward to talking to you.

SALES SNAPSHOT

The Sands, Hokianga Harbour Drive, Omapere: The freehold going concern of this 43-suite hotel with unrestricted views of the Hokianga Harbour. Land area of 15,122sqm including restaurant, bar and conference facilities, sold for \$9,800,000 (Wayne Keene, Bayleys Auckland)



Boundary lines are indicative only



Orewa Beachcomber, Hibiscus Coast Highway, Orewa: The freehold going concern of this 12-room boutique hotel on a 750sqm corner site, completely refurbished to a 5-star standard sold for \$4,800,000 to local investors. (Graeme Perigo, Bayleys Silverdale; Wayne Keene, Bayleys Auckland)

Middle Renwick Road, Springlands, Blenheim: Motel land and buildings comprising four blocks of 17 units totalling 1,000sqm on a 2,318sqm site sold for \$2,225,000 with just under 25 years remaining on current lease. The property features a saltwater swimming pool, 24 on-site car parks and conference facilities that can accommodate up to 100 people. (Michael Ryan, Erika Williams, Bayleys Marlborough)

Amberley Hotel, Carters Road, Amberley: Beautifully renovated hotel on State Highway 1. 11 rooms, dining room, bar, gaming and takeaway bar with an appealing outdoor courtyard. Leasehold tenure sold for \$300,000. (Kate Mullins, Bayleys Canterbury).



Roberts Street, Taupō: Motel buildings totalling 333sqm, comprising one, two and 3bdrm apartments plus a 3bdrm manager's residence with a seismic assessment of 85% of NBS, sold for \$1,650,000. The 1,012sqm (more or less) site is on the corner with Kaimanawa Street, fronting the reserve with lake views. (Gary Harwood, Lisa Christensen, Bayleys Taupō)

Camelot Motor Lodge, Papanui Road, Papanui, Christchurch: Centrally located with 37 spacious rooms and apartments enjoyed by groups, corporates and leisure travellers. Owner's apartment, swimming pool, spa and BBQ area. Leasehold tenure, sold for \$1,101,500. (Kate Mullins, Bayleys Canterbury).



Gin Garden, Powder Terrace, Arthurs Point, Queenstown: Situated at the base of Coronet Peak, this business complete with quality high spec chattels and an on/off licence (8am to 10.30pm) can be utilised as a café, mini-mart, and bottle store, (subject to landlord consent) or continue as a boutique restaurant, bar, and tasting room. Sold for \$85,000. (Allister Simpson, Bayleys Queenstown)

