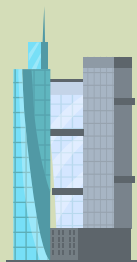


The Power of Property

\$2
Billion



Property is the Bay of Plenty's largest industry, with a direct impact of \$2 billion to the regional economy.

The Bay of Plenty property industry provides a direct contribution to GDP of 13% - higher than manufacturing (10%), agriculture (3%) and professional services (8%).



10%

Manufacturing



3%

Agriculture



8%

Professional Services

Induced Impact

\$2
Billion

Indirect Impact

\$1.5
Billion

Direct Impact

\$2
Billion

In 2019, the wider economic impact of the Bay of Plenty property industry was \$5.5 billion.

\$97.5
Billion

property stock



The Bay of Plenty region's property stock is currently worth \$97.5 billion (residential = \$82.7 billion, commercial = \$14.7 billion).



9%

The property industry is Bay of Plenty's fourth largest employer, accounting for 9% of the local workforce. In 2019, 11,730 people were directly employed in the Bay of Plenty property industry.

Property Council New Zealand is the one organisation that collectively champions property, bringing together members from all corners of the property eco system to advocate for reduced red tape that enables development.

Our members shape the cities and spaces where New Zealanders live, work, play and shop.

Together, shaping cities where communities thrive.

