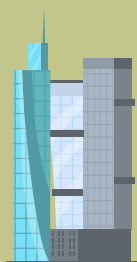


# The Power of Property

## Property Industry Impact Report | Waikato

**\$2.8**  
Billion



Property is Waikato's largest industry, with a direct impact of \$2.8 billion to the regional economy.

The Waikato property industry provides a direct contribution to GDP of 12% - as large as manufacturing (12%) and higher than financial and insurance services (10%), agriculture (2%) and professional services (8%).

**\$130.3**  
Billion

property stock



The Waikato region's property stock is currently worth \$130.3 billion (residential = \$113.9 billion, commercial = \$16.6 billion).



12%

Manufacturing



2%

Agriculture



8%

Professional Services

Induced Impact

**\$2.8**  
Billion

Indirect Impact

**\$2.1**  
Billion

Direct Impact

**\$2.8**  
Billion

In 2019, the wider economic impact of the Waikato property industry was \$7.7 billion.

**10%**



The property industry is Waikato's fourth largest employer, accounting for 10% of the local workforce. In 2019, 18,030 people were directly employed in the Waikato 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.

