

Bay of Plenty Property Industry Impact Report 2024



Property is the Bay of Plenty's largest industry, with a direct impact of \$2.0 billion to the regional economy (GDP).



The Bay of Plenty region's property stock is currently worth \$144.5 billion:

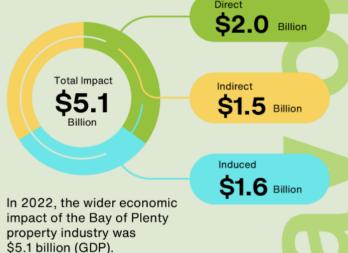
Residential = \$122.0 billion Commercial = \$22.5 billion







The property industry is the Bay's third largest employer, accounting for 9.8% of the local workforce. In 2022, 13,700 people were directly employed in the Bay of Plenty property industry.







Together, shaping cities where communities thrive.

Property Council New Zealand is the one organisation that collectively champions property. We bring together members from all corners of the property ecosystem to advocate for reduced red tape that enables development, encourages investment, and supports our communities to thrive.

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