



**\$2.0**  
Billion

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

**\$144.5**  
Billion



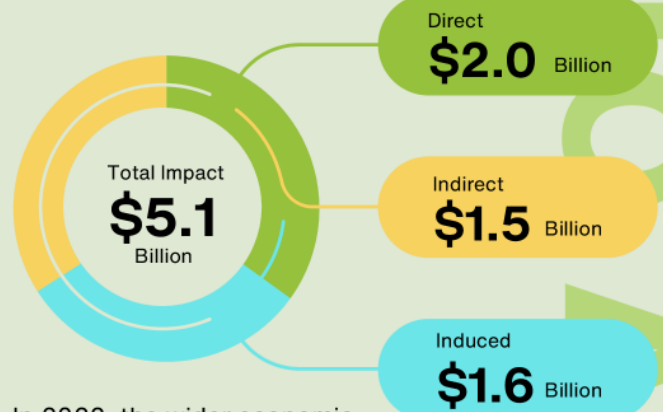
The Bay of Plenty region's property stock is currently worth \$144.5 billion:

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



**13,700**  
People

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.



In 2022, the wider economic impact of the Bay of Plenty property industry was \$5.1 billion (GDP).

