

WHĀINGAROA RAGLAN WORLD SURF LEAGUE IMPACT REPORT

Survey Findings and Community Feedback 2026



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EXECUTIVE SUMMARY

Go Raglan, with funding support from Raglan Naturally Community Trust and Waikato District Council, commissioned this report to better understand the economic, social, destination/tourism and environmental impacts of hosting the inaugural World Surf League Championship Tour in Whāingaroa Raglan.

Drawing on 59 business surveys, 351 resident surveys and 20 stakeholder interviews, overall, the findings show strong support for the event. Businesses reported increased visitor activity and destination exposure, while residents recognised the value of showcasing Whāingaroa Raglan as a world-class surf destination. Respondents also identified opportunities to strengthen communication, transport management and community integration.

The report complements separate feedback being gathered by mana whenua, to provide recommendations from te ao Māori and kaitiakitanga perspectives.

Key Findings

- The WSL Championship Tour enhanced Whāingaroa Raglan's profile as an international visitor destination.
- Businesses, particularly in accommodation, hospitality and retail, reported positive economic benefits.
- Residents expressed pride in hosting a world-class sporting event.
- Communication and traffic management were the main areas identified for improvement.
- There was strong support for hosting future World Surf League events, with a focus on building greater long-term benefits for the community.

Marketview Economic Data Analysis

Attached as an appendix is an additional report from Marketview which includes a data analysis based on physical store electronic card and digital wallet transactions made in the greater Raglan area on New Zealand's two largest payment networks, Paymark and Verifone.



WORLD SURF LEAGUE CHAMPIONSHIP TOUR OVERVIEW

The World Surf League Championship Tour is the world's premier professional surfing competition, bringing together the highest-ranked male and female surfers to compete at some of the world's most iconic surf breaks.

In May 2026, Whāingaroa Raglan hosted a Championship Tour event at Manu Bay, marking the first time the town had welcomed a competition of this scale. The event attracted international athletes, media, officials and visitors, placing Raglan in front of a global audience and reinforcing its reputation as one of New Zealand's most iconic surfing destinations.

The World Surf League Championship Tour was proudly supported through the Government's Events Attraction Package. The event was delivered through a partnership between the WSL, Waikato District Council, Waikato Regional Council, central government agencies, mana whenua and local organisations.

Event Snapshot

Event	World Surf League Championship Tour
Location	Manu Bay, Whāingaroa Raglan
Event dates	15–25 May 2026 (competition held on suitable surf days)
Event type	International professional surfing competition

Attendance

The event attracted thousands of spectators over the competition window.

Event highlights included:

- Daily attendance at Manu Bay was managed through ticketing and transport systems.
- Venue capacity was approximately 6,500 people.
- Park-and-ride shuttle services helped reduce congestion around the venue.
- Top locations for bus ticket purchasers were Auckland, Waikato, Tauranga, Hamilton, and Waipā.
- Visitors included local residents, domestic travellers and international guests.



ABOUT THIS REPORT

The research was designed to capture a wide range of perspectives, recognising that the success of a major event goes beyond visitor numbers and includes business performance, community wellbeing, environmental stewardship and long-term destination benefits.

This report combines findings from 59 business surveys, 351 resident surveys, and 20 stakeholder interviews to provide an evidence-based picture of the event's economic, social, destination and environmental impacts.

Designed to capture not only measurable outcomes such as business activity, but also the lived experiences of residents, community organisations and stakeholders.

The objectives of the research were to:

- Understand the economic impacts experienced by local businesses.
- Measure resident perceptions of hosting the event.
- Identify strengths and opportunities for improvement.
- Assess the event's contribution to Raglan's destination reputation.
- Inform planning for future major events.



Methodology

The assessment used a mixed-method approach combining quantitative survey data with qualitative stakeholder insights.

Interviews were undertaken with representatives from the areas affected by WSL checkpoint, businesses, tourism organisations, mana whenua, community groups and event stakeholders.

Interview insights have been used throughout the report to provide additional context to survey findings.

An online survey was distributed to local businesses and residents following the event.

The business survey explored:

- business profile
- visitor activity
- revenue impacts
- staffing
- operational impacts
- perceptions of the event
- future support

A total of 59 responses were received.

The residents' survey explored:

- awareness
- attendance
- community impacts
- transport
- environmental management
- future support
- overall perceptions

A total of 351 responses were received.

COMMUNITY PERSPECTIVES

What people experienced, valued and want future
events to deliver



COMMUNITY VOICES

Perspectives from 20 interviews across tourism, business, surf, community, environmental organisations and mana whenua.

The stakeholder interviews added depth and context to the survey findings, telling the story behind the data and celebrating what worked well while identifying opportunities to strengthen future WSL and other major events.



Community Pride & International Profile

Stakeholders consistently described the event as creating excitement, pride and a strong sense of community. Hosting the world's best surfers at Manu Bay reinforced Whāingaroa Raglan's reputation as one of New Zealand's premier surfing destinations while introducing the town to a global audience.

"It was really fun. For those three weeks Raglan just felt alive – everyone was in good spirits."

Youth, Surf Culture & Community Legacy

One of the strongest themes was the inspiration the event provided to tamariki and rangatahi. Respondents described the potential lasting impact of local youth being able to watch and interact with the world's best surfers, inspiring the next generation and strengthening community pride.

"It was amazing for our young kids... they could see the world's best in their own backyard."

"The kids were just loving it, and they (professional surfers) were so approachable."

Economic & Destination Benefits

Interviewees recognised there were some immediate economic activities with the potential future benefits to come through future visitation and increased international awareness.

"The short term would definitely have been an effect on local visitation."

"Hands down, it will put Raglan on the map... there are a lot of people that didn't know Raglan existed."

LOOKING TO THE FUTURE

While there was overwhelming support for the WSL returning, almost every interview included thoughtful suggestions about how future events can better reflect the values and aspirations of Whāingaroa Raglan.

Mana Whenua Voices

Whanaungatanga (relationships/connection) | Kaitiakitanga (guardianship) | Manaakitanga (respect/hospitality)
Kotahitanga (unity/collectivism) | Rangatiratanga (leadership/autonomy)



"Success isn't just about the event itself. It's about what we leave behind for our people and our environment."

Mana whenua representatives welcomed the opportunity to host a world-class event while emphasising that future events should be guided by partnership, transparency and kaitiakitanga. They encouraged earlier collaboration, equitable community outcomes and stronger support for Māori initiatives. Long-term success should be measured not only by economic outcomes, but also by protecting the moana, upholding tikanga and creating lasting benefits for the whole community.

The mana whenua voices shared here reflect the perspectives shared during the interviews. A separate engagement process led by mana whenua will provide its own recommendations from a cultural and kaitiakitanga perspective.

Environmental Leadership

Environmental organisations recognised the event was well managed while identifying opportunities to better showcase Whāingaroa's environmental leadership.

"The WSL has components of their business where they are about ocean conservation... there could be a great opportunity to tie in more of that with the community's values."

"It was a shame a pre and post beach clean didn't happen. We've got no way of really knowing from a beach waste point of view what it would look like."

Stronger Community Partnerships

Across all groups there was strong support for earlier communication, greater collaboration and ensuring the benefits of future events are shared more broadly throughout the community. Respondents encouraged deeper engagement with businesses, residents, volunteers, community organisations and mana whenua from the earliest stages of planning.

"There are people in this community that don't own businesses and don't surf. How can they be considered?"

"Organisations need to listen more and react later to create harmony in small towns like ours."

SURVEY FINDINGS

What businesses and residents told us about the impacts of the inaugural World Surf League Championship Tour.



RESIDENTS AT A GLANCE

A snapshot of the community's experience

The 2026 World Surf League Championship Tour generated a largely positive response from Whāingaroa Raglan residents. While many acknowledged some disruption associated with hosting a major international event, they recognised its contribution to community pride, destination promotion and the local economy. Residents also identified opportunities to strengthen communication, traffic management and community engagement for future events.

Key Statistics

351	Resident survey responses
85%	Described the overall impact as positive
91%	Agreed the event created a positive atmosphere
85%	Said the event increased community pride
78%	Believed the benefits outweighed the inconvenience
83%	Said the event reflected the identity of Whāingaroa Raglan
83%	Felt well informed about the event
83%	Supported hosting future World Surf League events

Community Voice

The sheer spectacle of the event created such a hype and buzz that you couldn't really ignore it, whether you were a surfer or not.

What Residents Told Us

Community Pride

Residents embraced the opportunity to host a world-class sporting event, recognising the pride and excitement it generated throughout the community.

Destination Promotion

The World Surf League reinforced Whāingaroa Raglan's reputation as an internationally recognised surf destination and showcased the town to a global audience.

Overall Community Benefit

Most believed the benefits of hosting the event outweighed any inconvenience, recognising the wider economic, social and promotional value it brought to the community.

Opportunities for Improvement

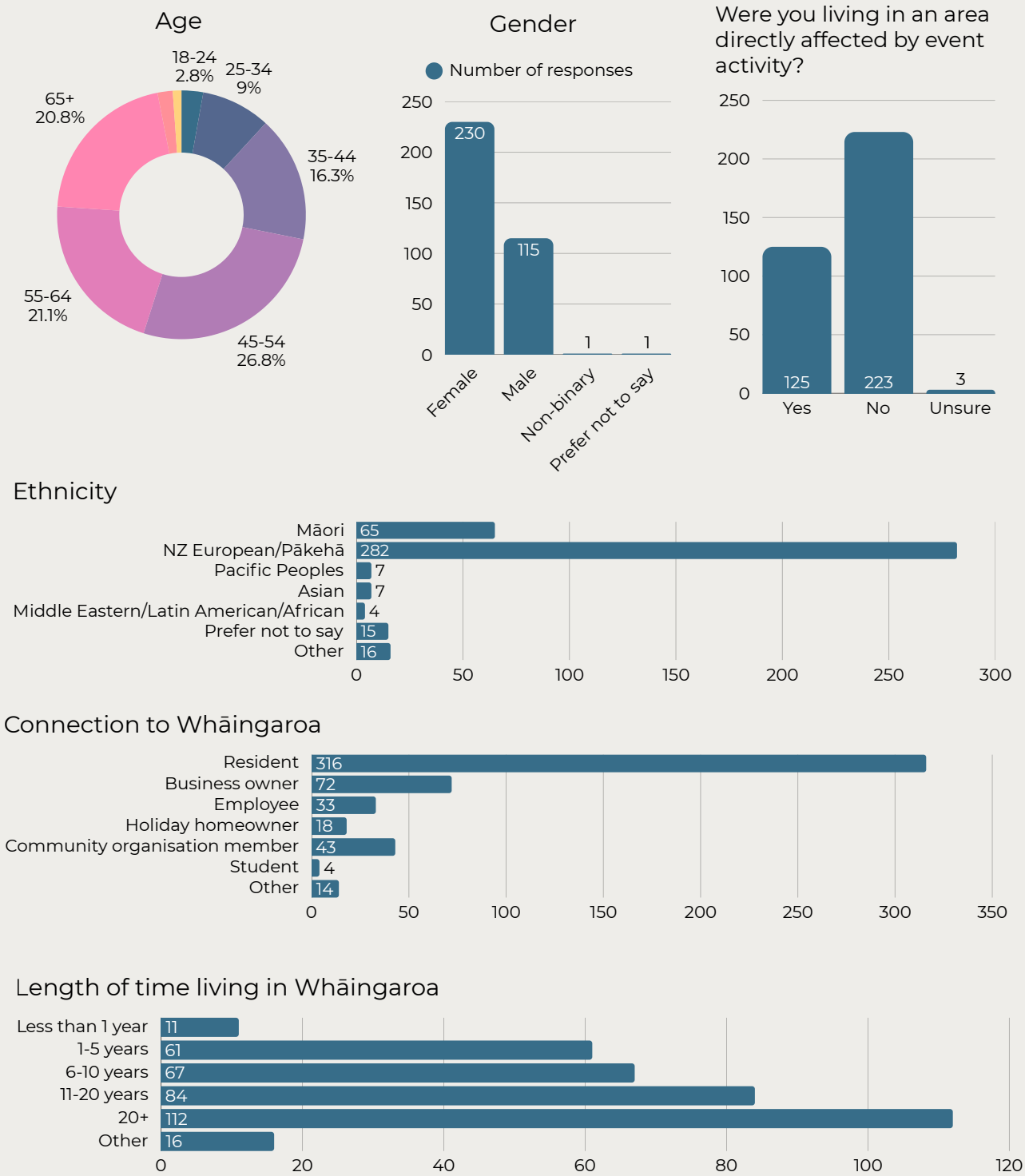
Residents identified opportunities to improve traffic management, communication and access while ensuring future events continue to reflect the values and character of Whāingaroa Raglan.



Overall Resident Sentiment

Most residents viewed the World Surf League as a positive event for Whāingaroa Raglan. While acknowledging the challenges of hosting a major international event, the community strongly supported its return and recognised its contribution to local pride, destination reputation and community wellbeing.

RESIDENT PROFILES



BUSINESSES AT A GLANCE

A snapshot of the business community's experience

The World Surf League Championship Tour generated positive economic and promotional outcomes for many local businesses. Although experiences varied across sectors, the findings demonstrate strong business support for the event and highlight opportunities to maximise benefits through improved engagement and collaboration. Accommodation and hospitality businesses accounted for the largest share of respondents, reflecting the sectors most directly influenced by visitor activity during the event.

Key Statistics

59	Businesses participated in the survey
58%	Reported an increase in business revenue
37%	Increased staffing or staff hours during the event
46%	Experienced increased business visibility or exposure
80%	Agreed the event positively promoted Whāingaroa Raglan as a visitor destination
66%	Believed the benefits outweighed any negative impacts
81%	Supported hosting future World Surf League events

Business Voice

The event itself didn't bring many benefits to the business, but the hope is it's a long game, and those tourists now know Raglan exists.

What Businesses Told Us

Strong Economic Contribution

More than half of businesses experienced increased revenue during the event, particularly within accommodation and hospitality.

Global Destination Exposure

Businesses recognised the WSL as a powerful platform for promoting Whāingaroa Raglan to national and international audiences.

Local Employment

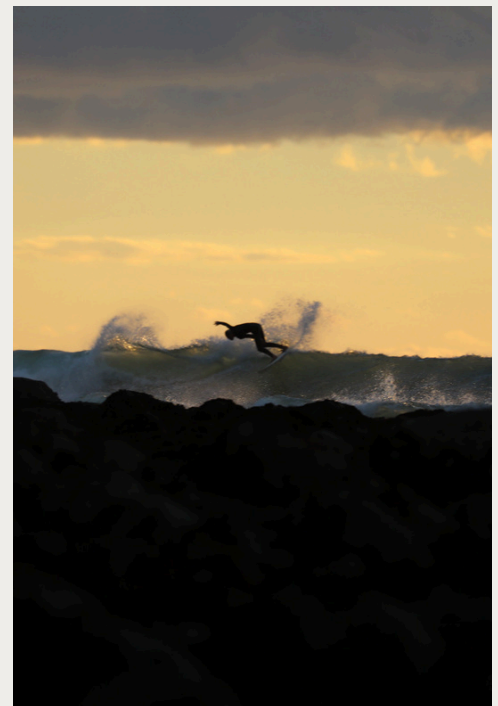
More than one-third of businesses increased staffing or staff hours, creating short-term employment opportunities for local workers.

Opportunities for Improvement

The most commonly identified barriers related to business engagement and communication, rather than the event itself.

Strong Support for the Future

Most businesses support hosting future WSL events and want to see greater long-term benefits for the community and local economy.

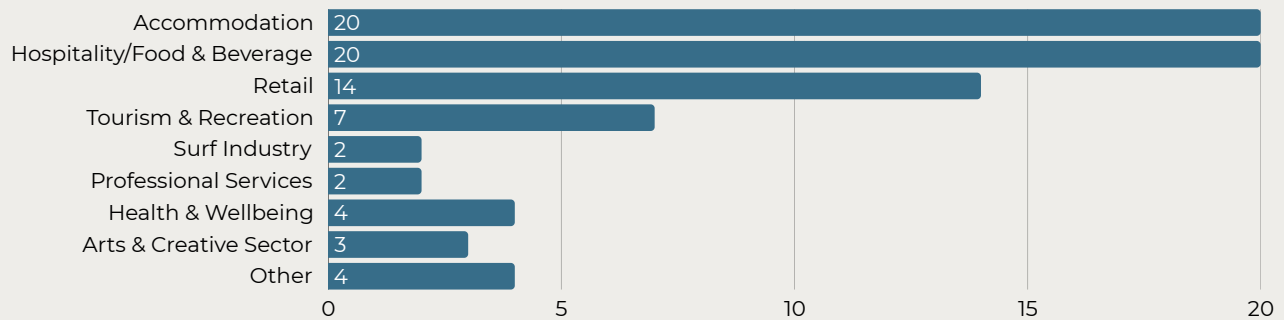


Overall Business Sentiment

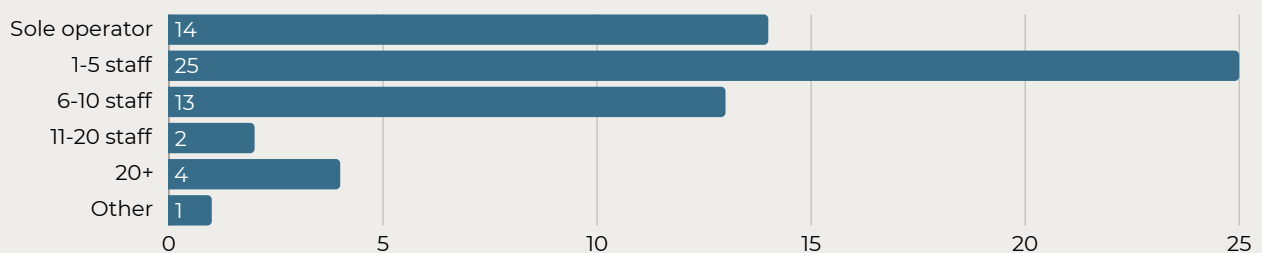
The business community views the World Surf League as a valuable investment for Whāingaroa Raglan. While direct economic benefits varied between sectors, most businesses recognised the event's contribution to destination promotion, visitor attraction and community profile, and expressed strong support for building on its success through stronger local partnerships and lasting legacy outcomes.

BUSINESS PROFILE

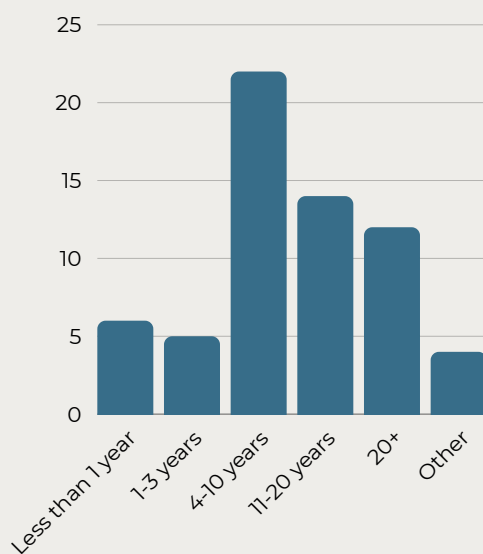
Type of business



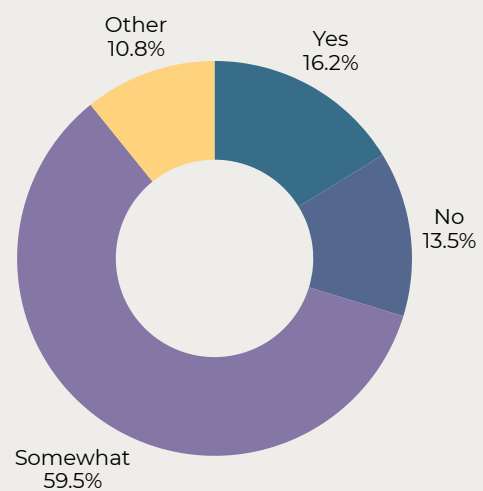
How many people normally employed



Years operating in Whāingaroa



Engagement with WSL



LESSONS & OPPORTUNITIES

Bringing together the survey results and stakeholder insights to understand the event's broader impacts.



COMMUNITY EXPERIENCE

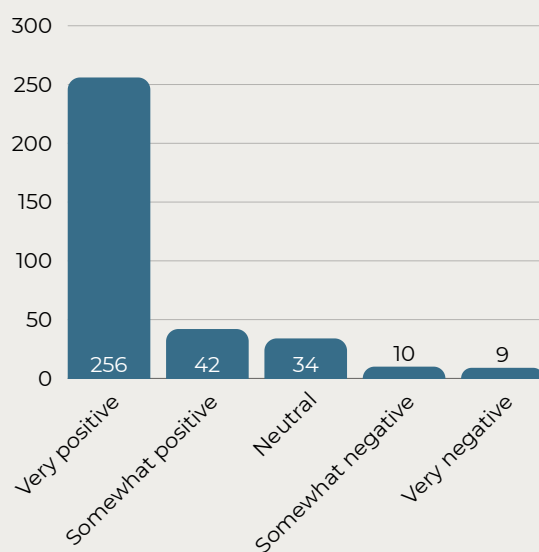
Residents strongly embraced the World Surf League, with almost three-quarters rating its impact as very positive. High levels of participation through attending, watching or following the event indicate the findings reflect well-informed community experiences.

Community Voice

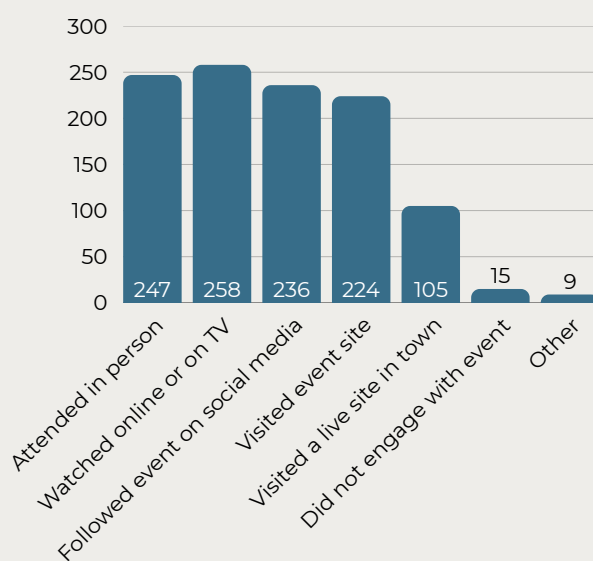
The positive energy and the positive spectacle it showcased rubbed off on everyone – surfers, whether you're an adult or a child, or even a non-surfer.



Overall, how would you describe the impact of the WSL event on Raglan?



Did you engage with the WSL event in any of the following ways? (Select all that apply)



What This Means

The results show strong community support for the World Surf League and reinforce Whāingaroa Raglan's identity as a world-class surf destination. The event successfully engaged residents both in person and through broadcast and digital platforms, creating a shared community experience.

CELEBRATING RAGLAN'S IDENTITY

Residents most frequently identified international exposure, community pride, visitor spending and the positive atmosphere as the event's greatest benefits. These findings highlight that residents valued both the economic and social outcomes of hosting the World Surf League.

Key Findings

- International exposure ranked as the greatest benefit.
- Community pride was one of the strongest social outcomes.
- Increased visitor spending was widely recognised.
- Surf culture and opportunities for young people were also valued.

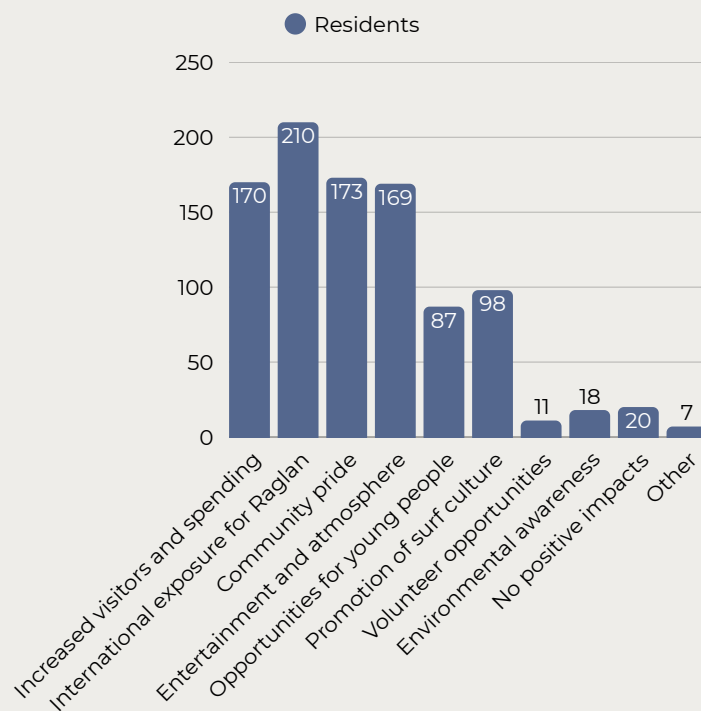
What This Means

Residents recognised that the World Surf League generated benefits extending well beyond the competition itself. The event strengthened Whāingaroa Raglan's international profile while reinforcing its identity as one of New Zealand's leading surf destinations.

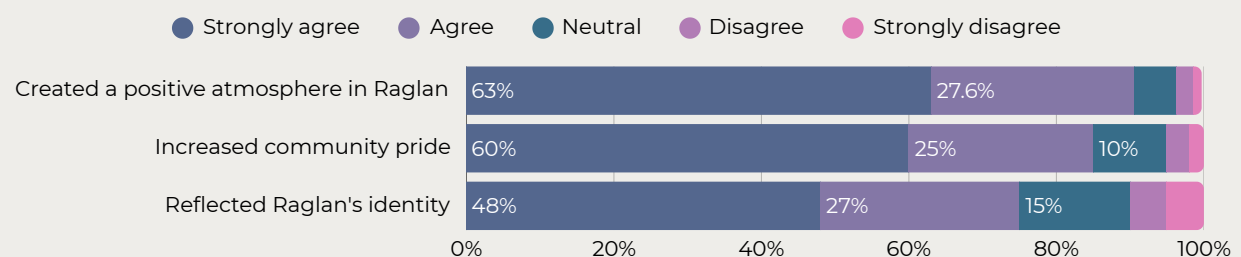
Community Voice

For the surfing community, I think it was immense. For the grommets, amazing. What an experience.

What positive impacts did you notice? (Select up to 3)



To what extent do you agree with the following? (Residents)



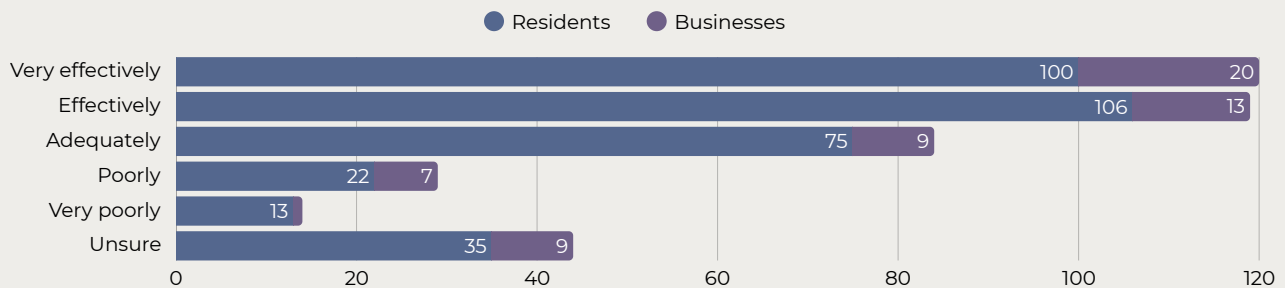
ENVIRONMENTAL STEWARDSHIP

Environmental Voice

It's an opportunity for Raglan to lead in all things environmental... so why not use it (WSL platform) for that?

Most residents and businesses reported effective environmental management. However, environmental representatives identified missed opportunities to better showcase Whāingaroa's environmental leadership through stronger partnerships, earlier planning and more visible sustainability initiatives. They felt future events could better reflect local values by involving environmental organisations from the outset, reducing single-use waste, promoting ocean conservation and providing athletes with opportunities to become ambassadors for environmental stewardship.

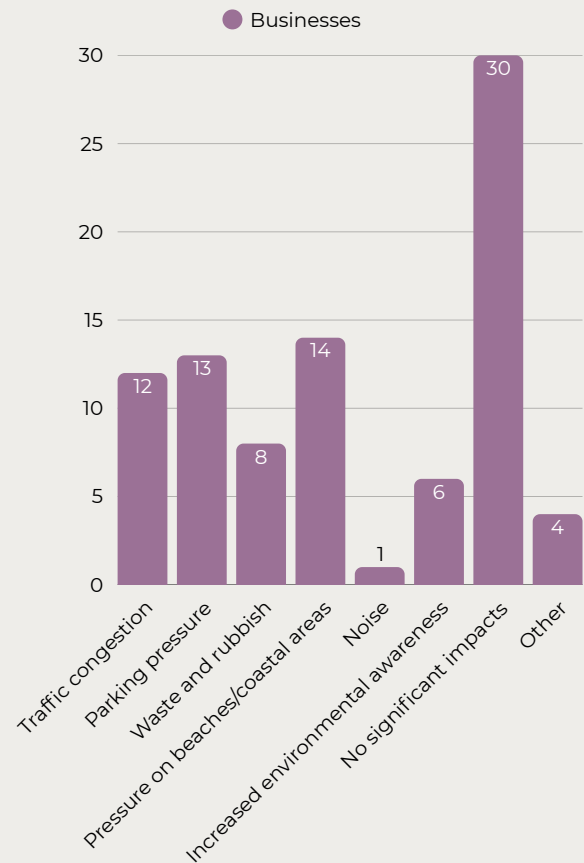
How effectively do you think environmental impacts were managed?



Community Voice

WSL promotes itself as a leader in ocean conservation and sustainability through initiatives such as WSL PURE and partnerships with environmental organisations, yet it did not engage with the Whāingaroa Environment Centre.

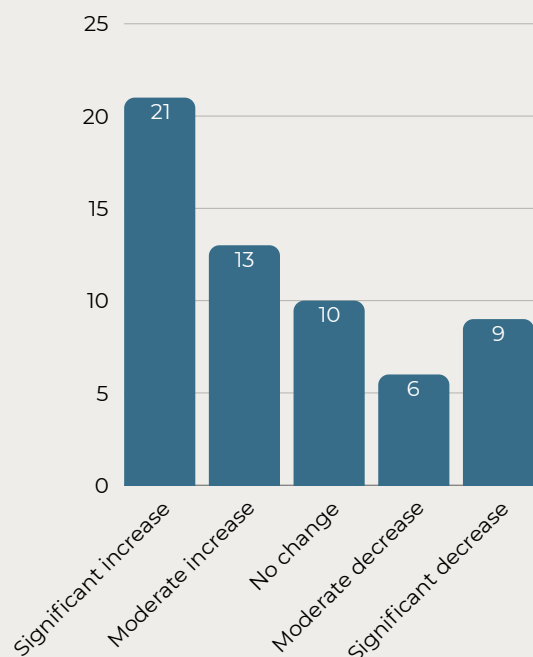
What environmental impacts were most noticeable? (Select up to 3)



BUSINESS PERFORMANCE

The World Surf League generated positive economic outcomes for many local businesses during the event period. Nearly six in ten businesses (58%) reported increased revenue, while one in four (25%) experienced a decline.

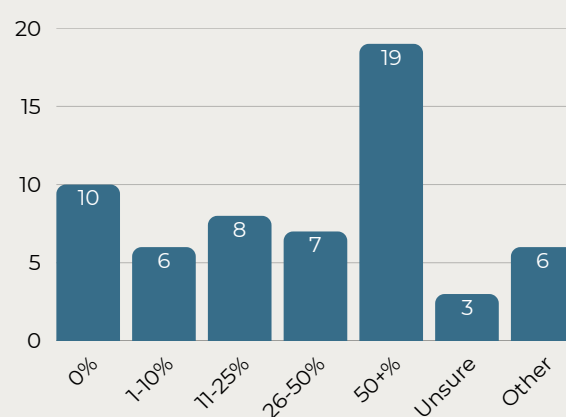
Compared with a normal trading period, how did the WSL event affect your business revenue?



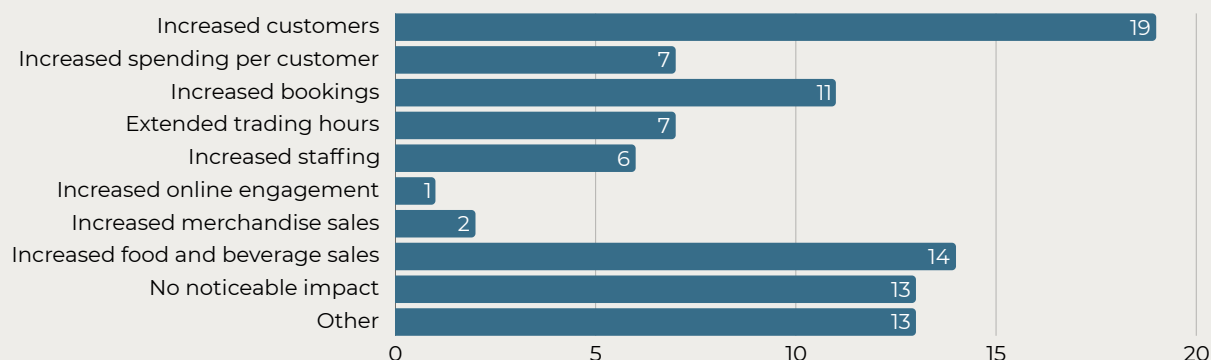
Business Voice

We didn't do any better than normal, we just had a different clientele. The business we did do was with tourists.

Approximate percentage change in revenue



Areas of greatest impact



Business Voice

One of the conditions was to use local providers. Where they couldn't, they had to prove there was nobody locally who could do it. That pushed real contracts and jobs into the community.

What This Means

The findings indicate the event generated strong commercial benefits for businesses directly servicing visitors, particularly accommodation providers and hospitality venues, during a typically quieter time of year. While experiences varied across sectors, the results highlight opportunities to broaden economic benefits through greater business engagement and stronger connections between visitors and the wider township.

EMPLOYMENT & WORKFORCE

Hosting the World Surf League also created additional employment opportunities for some businesses.

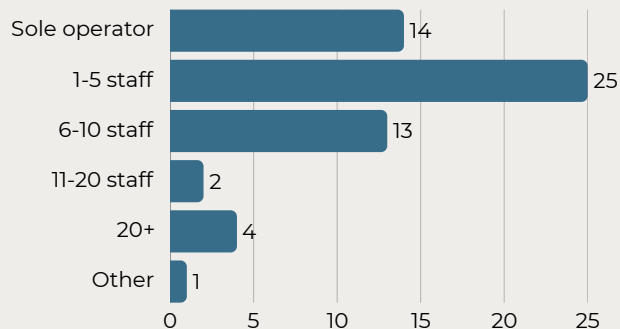
- 22 businesses (37%) reported employing additional staff or increasing staff hours during the event.
- 37 businesses (63%) reported no change to staffing levels.

Although most businesses did not require additional employees, more than one-third increased staffing, demonstrating the event's ability to generate short-term employment and additional income for local workers.

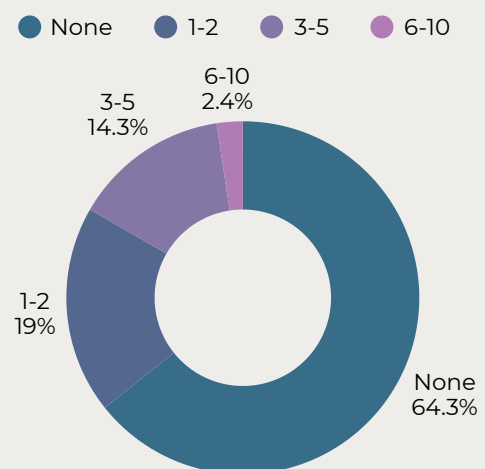
What This Means

The World Surf League created short-term employment opportunities for many local businesses, helping meet increased visitor demand while generating additional income for local workers.

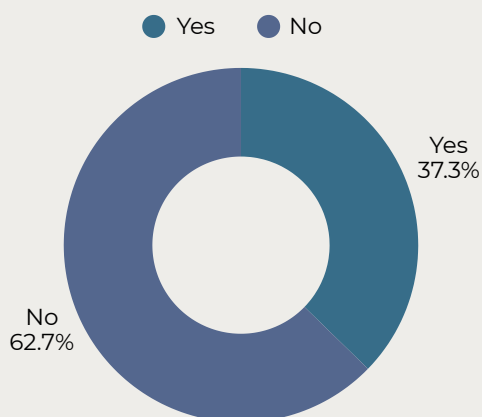
How many people normally employed?



Were the positions temporary or casual?



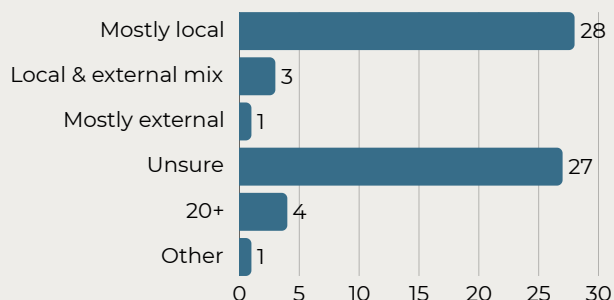
Did the event create additional employment or staff hours?



Business Voice

For catering we employed about 25 locals – single mums, single dads, plus 12 kids from Raglan Area School.

Were these positions filled locally?



TOURISM & DESTINATION PROFILE

Most businesses believe the World Surf League enhanced Whāingaroa Raglan's profile as a visitor destination while attracting a diverse mix of customers. Some reported increased visibility through visitor recommendations and digital platforms.

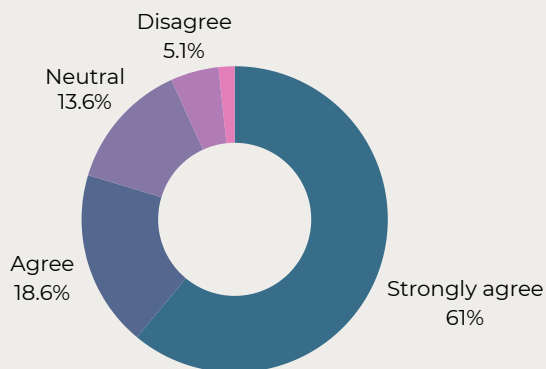
Key Findings

- 80% of businesses agreed the event positively promoted Whāingaroa Raglan.
- Nearly half reported increased business visibility.
- Visitor word-of-mouth and social media generated the greatest exposure.
- Domestic, international and local visitors were the largest customer groups.

What This Means

The event strengthened Raglan's destination profile and generated business across a range of visitor markets. Future events could extend these benefits by creating more opportunities for businesses to connect with visitors and share in the event's exposure.

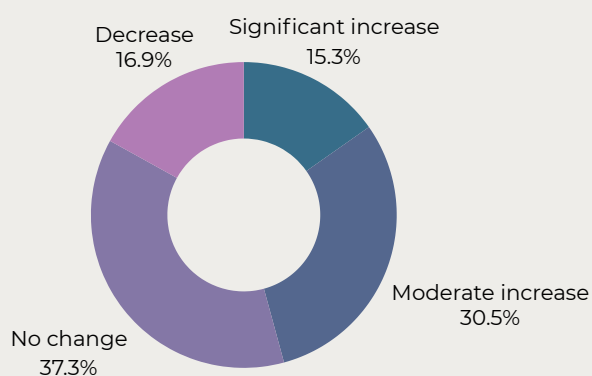
Did the event positively promote Raglan as a visitor destination?



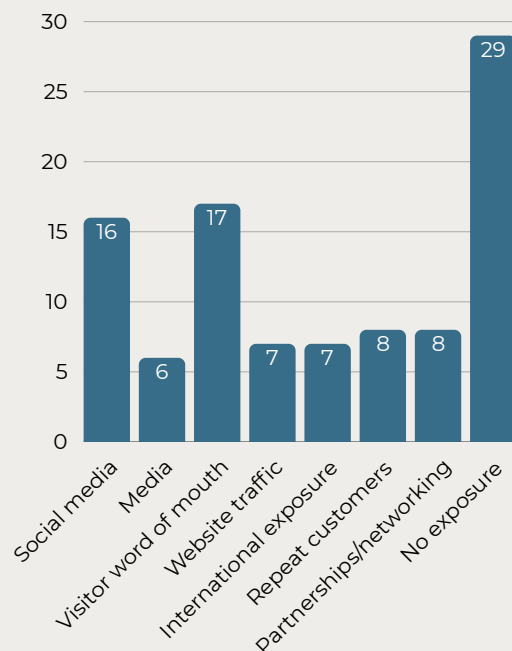
Accommodation Provider

This wasn't about people booking tomorrow – it was about the next summer, and the summer after.

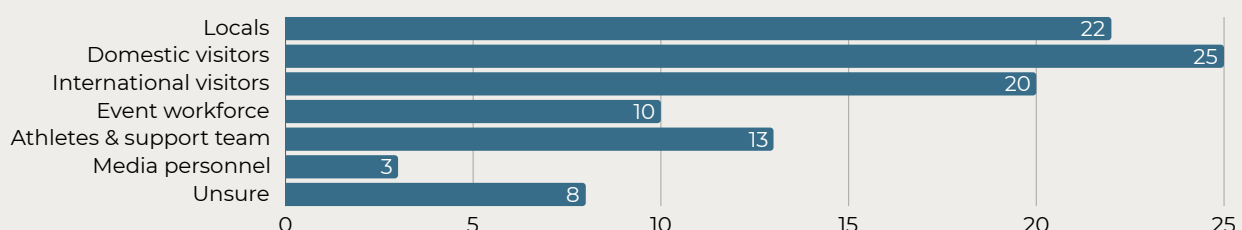
Did your business receive increased visibility or exposure because of the event?



What forms of exposure did your business receive? (Select up to 3)



Who were your main customers during the event? (Select up to 3)



BUILDING THE FUTURE

Using the lessons from the Championship
Tour to strengthen future major events in
Whāingaroa Raglan.



CHALLENGES & OPPORTUNITIES

While businesses and residents overwhelmingly supported the World Surf League, both groups identified practical opportunities to improve the experience of future events. The most common themes were earlier communication, better traffic and access management, stronger business involvement, and deeper integration with community and environmental organisations. Stakeholder interviews reinforced that future success will depend on building stronger local partnerships while preserving Whāingaroa Raglan's unique vibe.

Key Findings

- Residents' greatest concerns centred on parking, traffic, beach access and communication.
- Businesses identified limited involvement and late communication as the main barriers to benefiting from the event.
- Consistent calls by everyone for earlier planning, stronger local partnerships, and greater community participation.
- Environmental groups highlighted opportunities to better showcase Whāingaroa's sustainability values.

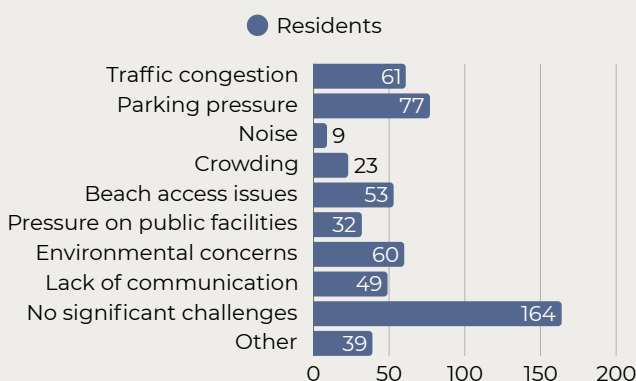
What This Means

The opportunities identified relate largely to how the event is integrated into the community, rather than the event itself. Earlier engagement, clearer communication and stronger collaboration with businesses, residents, mana whenua and community organisations will help maximise the economic, social and environmental benefits of future World Surf League events.

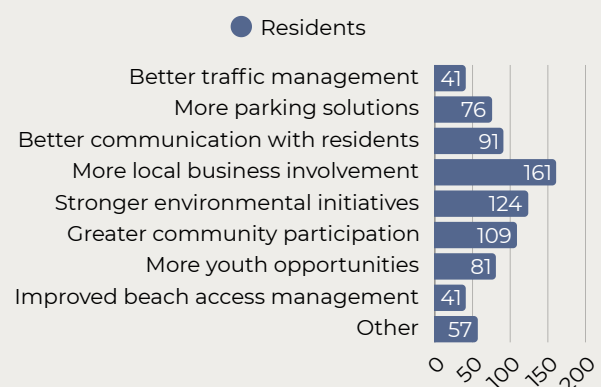
Business Voice

If the event returns, there may be more retail/hospo presence at Manu Bay, which could negatively impact business. If so, some promotion of what Raglan and its businesses offer would be helpful.

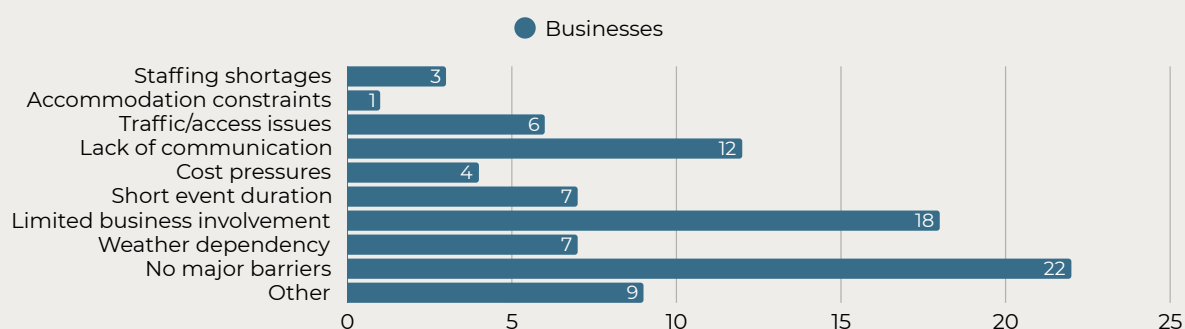
What challenges did you experience? (Select up to 3)



What improvements would you most like to see if the event returns? (Select up to 3)



What barriers limited your ability to benefit from the event? (Select up to 3)



BUILDING ON SUCCESS

Across businesses, residents and stakeholder interviews there was overwhelming support for continuing to host the World Surf League in Whāingaroa Raglan. While respondents recognised areas for improvement, most believed the benefits outweighed the challenges.

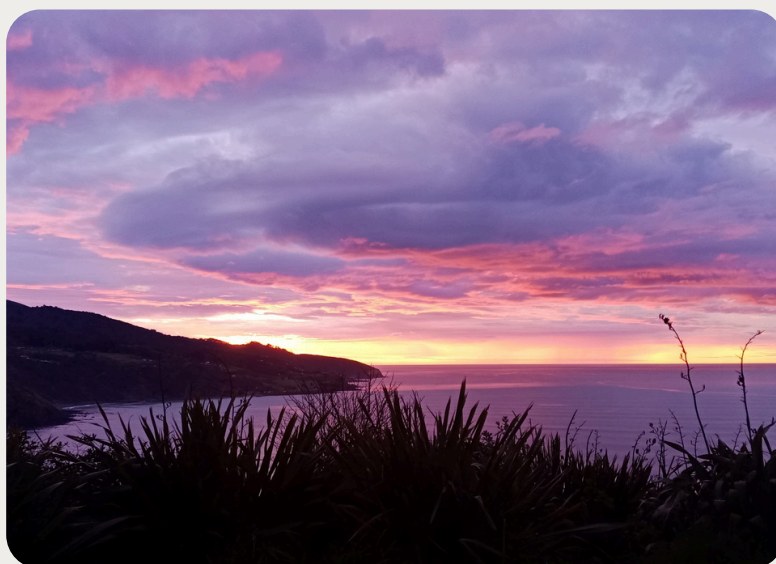
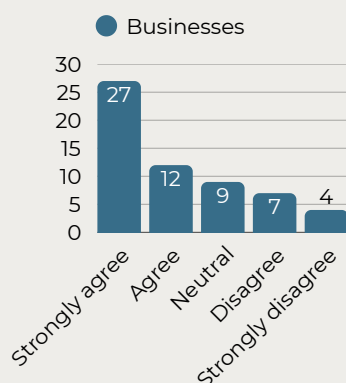
Key Findings

- More than 80% of residents and business supported hosting future World Surf League events.
- Most businesses believed the benefits outweighed any negative impacts.
- Residents recognised significant social, economic and destination benefits despite temporary disruption.
- Stakeholders viewed the event as an important investment in Raglan's future and encouraged organisers to build stronger local partnerships for future events.

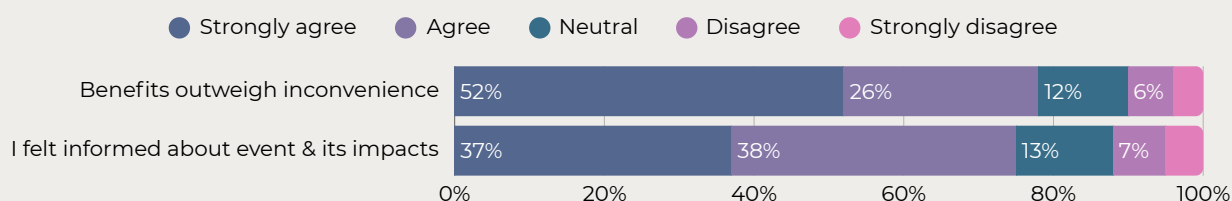
Tourism Voice

We have to be very careful if it's going to come again that we don't do things without realising the cause and effect. Organically it did pretty good. But there are some fine tweaks we can make.

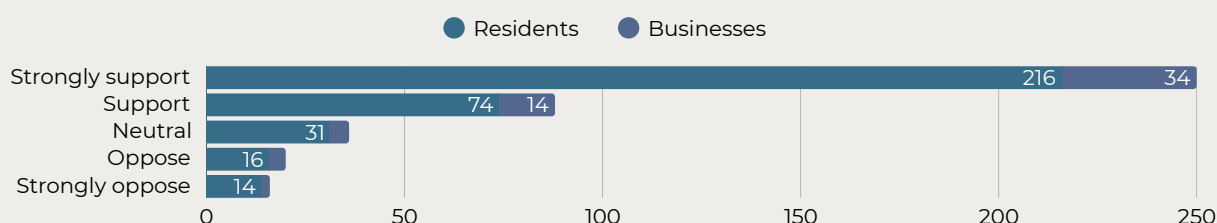
Overall, did the benefits of the WSL event outweigh any negative impacts?



To what extent do you agree with the following? (Residents)



Would you support Raglan hosting future World Surf League events?



CREATING A LASTING LEGACY

Businesses, residents and stakeholders overwhelmingly believe Whāingaroa Raglan has the capability to successfully host major events such as the World Surf League Championship Tour. They also identified that future success will depend on stronger communication, deeper community relationships, environmental leadership and delivering lasting benefits that extend beyond economic and tourism outcomes.

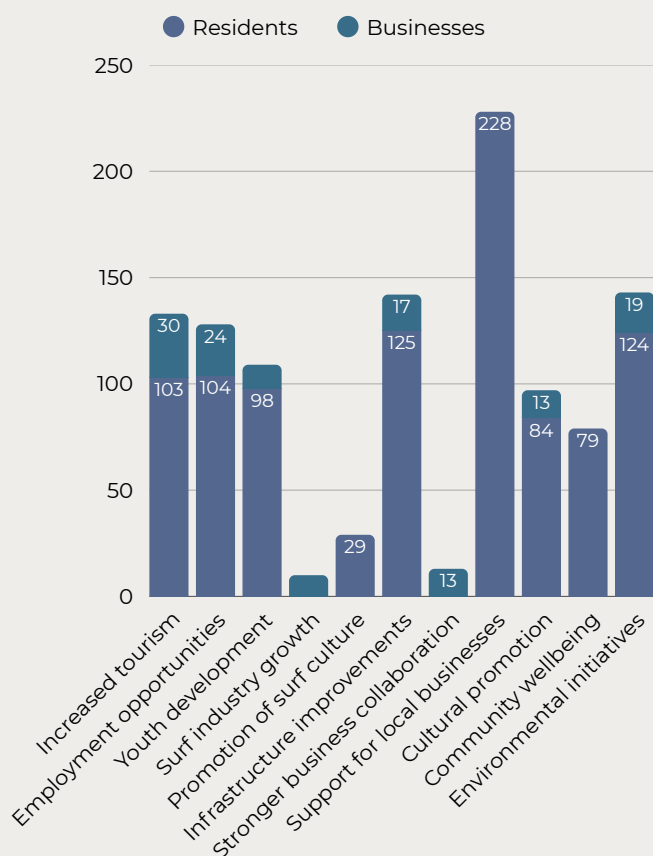
What This Means

The inaugural World Surf League Championship Tour has established a strong foundation for future events in Whāingaroa Raglan. The opportunity now is to build on that success by strengthening partnerships, improving planning and creating lasting economic, social, cultural and environmental benefits that are shared across the whole community.

Mana Whenua Voice

I'm willing for this event not to go ahead... I'm willing to still protect Raglan and its integrity, because if only a certain percentage of people are benefiting from it... what's the purpose?"

What legacy opportunities are most important for Raglan? (Businesses select up to 3) What benefits would you most like future events to deliver? (Residents select up to 3)



Business Voice

The event itself didn't bring many benefits to the business, but the hope is that it's a long game, and those tourists now know Raglan exists.

LOOKING AHEAD

The inaugural World Surf League Championship Tour demonstrated that Whāingaroa Raglan can successfully host a major international sporting event while maintaining the character and values that make the community unique.

The research identified positive outcomes for the local economy, community, destination profile and environment. The strongest economic benefits were reported by accommodation and hospitality businesses, while residents and stakeholders recognised the broader value of the event in promoting Whāingaroa Raglan, strengthening community pride and inspiring future generations.

The findings identify clear opportunities to build on this success through earlier communication, stronger partnerships with mana whenua and community organisations, greater local environmental leadership, and more opportunities for businesses and residents to participate and share in the benefits of future major events.

While this report focuses on the World Surf League Championship Tour, the findings provide valuable guidance for the planning and delivery of future events in Whāingaroa Raglan. They demonstrate the importance of balancing economic and tourism opportunities with community wellbeing, environmental stewardship and the values that define the place and its people.

Successful major events should be built not only on world-class competition, but on strong partnerships, shared community values and a commitment to leaving a positive legacy. By applying the lessons identified through this research, Whāingaroa Raglan is well positioned to continue hosting major events that deliver lasting economic, social, cultural and environmental benefits for the community.



Mana Whenua Voice

"Success isn't just measured by visitor numbers. It's measured by the community's happiness and appreciation of the event."

NGĀ MIHI NUI

This report has been made possible by the generosity of everyone who shared their experiences, knowledge and insights.

Thank you to the businesses, residents, community organisations, volunteers, mana whenua representatives and stakeholders who participated in surveys and interviews. Your perspectives have helped create a shared understanding of the impacts of the inaugural World Surf League Championship Tour and will help inform the planning of future major events in Whāingaroa Raglan.

Guiding Principles for Future Major Events

Partnership

Working together from the outset through early, open and meaningful collaboration.

Mana Whenua

Embedding tikanga and kaitiakitanga through genuine partnership and shared decision-making.

Environmental Stewardship

Protect the places that make Whāingaroa unique while embracing sustainable practices that reflect local values.

Community Benefit

Create opportunities for local people by supporting businesses, community organisations and residents.

Lasting Legacy

Leave a positive legacy by delivering enduring economic, social, cultural and environmental benefits.



Commissioned by
Go Raglan with funding support from Raglan Naturally Community Trust

Together, these insights provide a community-informed framework for future major events in Whāingaroa Raglan.

Appendix



Corona Cero NZ Pro 2026

Event Impact Analysis

*Report commissioned by WRDMO/Go Raglan
with funding support from Waikato District Council*



Event Dates: 13–27 May 2026

Location: Raglan, New Zealand

Prepared by Marketview, August 2026

Introduction



Data coverage and classification used in this analysis

DATA SCOPE

The data analysed in this report is based on physical store electronic card and digital wallet transactions made in the greater Raglan area on New Zealand's 2 largest payment networks, Paymark and Verifone. It does not include cash, bank transfers, some direct payment transfer schemes (eg: Alipay), or payments through 3rd party vendors (eg: Booking.com, Uber Eats). Customer origin is based on Stats NZ boundaries and country of card issuing bank for the International segment.

STORE CLASSIFICATION

Stores are classified from standard ANZSIC definitions and aggregated to form categories for brevity and to protect merchant privacy.

Executive Summary



Key findings from the Corona Cero NZ Pro event (13–27 May 2026)

+37.5%

Spend growth vs Pre

+44.7%

Transaction growth vs Pre

\$32.5

Event ATV

50.3%

Non-local spend share during event

Four Period Comparison: Overall Performance



Spend, Transactions, and ATV — Event Period vs all three comparison periods

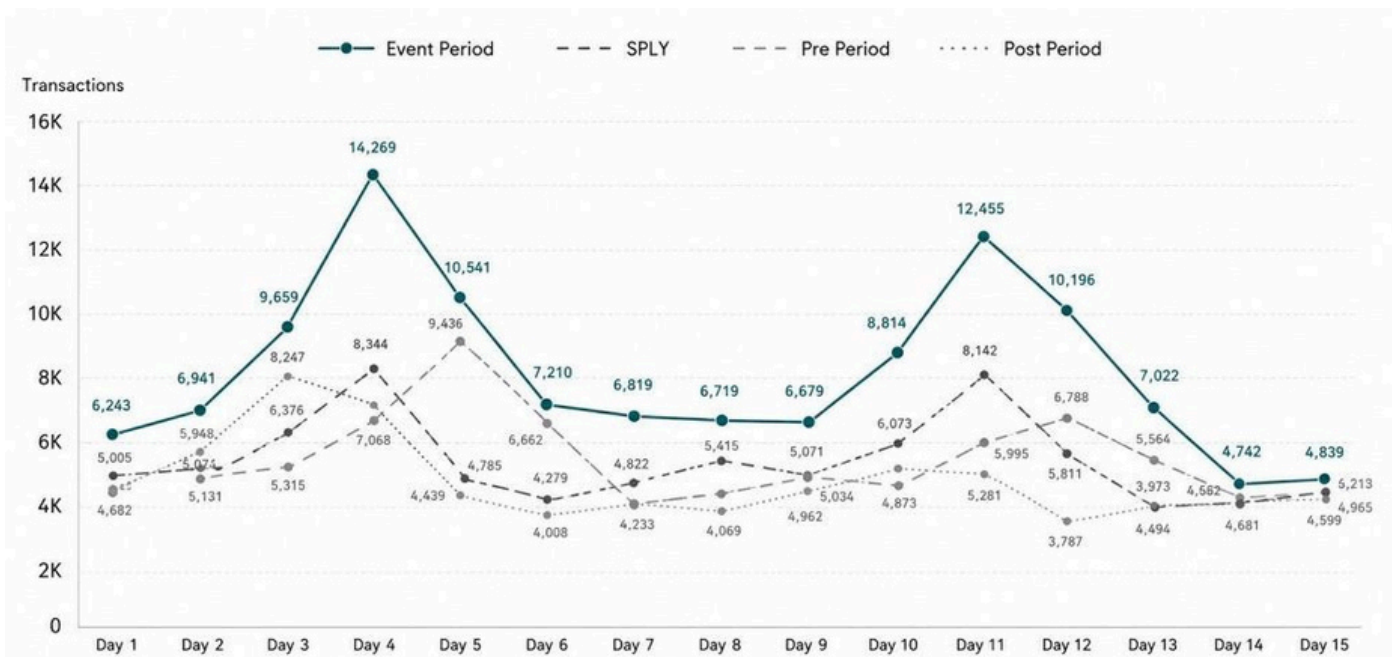
Metric	Pre Period (28 Apr – 12 May)	Event Period (13–27 May)	Post Period (28 May – 11 Jun)	SPLY (14–28 May 2025)
Total Spend	\$2,911,219	\$4,003,477	\$2,636,292	\$2,676,644
Total Transactions	85,117	123,148	76,615	82,116
ATV	\$34.2 35.2%	\$32.5	\$34.4	\$32.6
Non-local spend share	—	50.3%	33.5%	34.4%
Event vs Pre	—	Spend +37.5% Trans +44.7%	—	—
Event vs Post	—	Spend +51.9% Trans +60.7%	—	—
Event vs SPLY	—	Spend +49.6% Trans +50.0%	—	—

Key Insight: The Event Period recorded consistently higher spend and transaction activity across all comparison periods. Transaction growth exceeded spend growth in each comparison, while ATV remained broadly stable, indicating that the uplift was primarily driven by higher transaction volumes.

Daily Transaction Trends



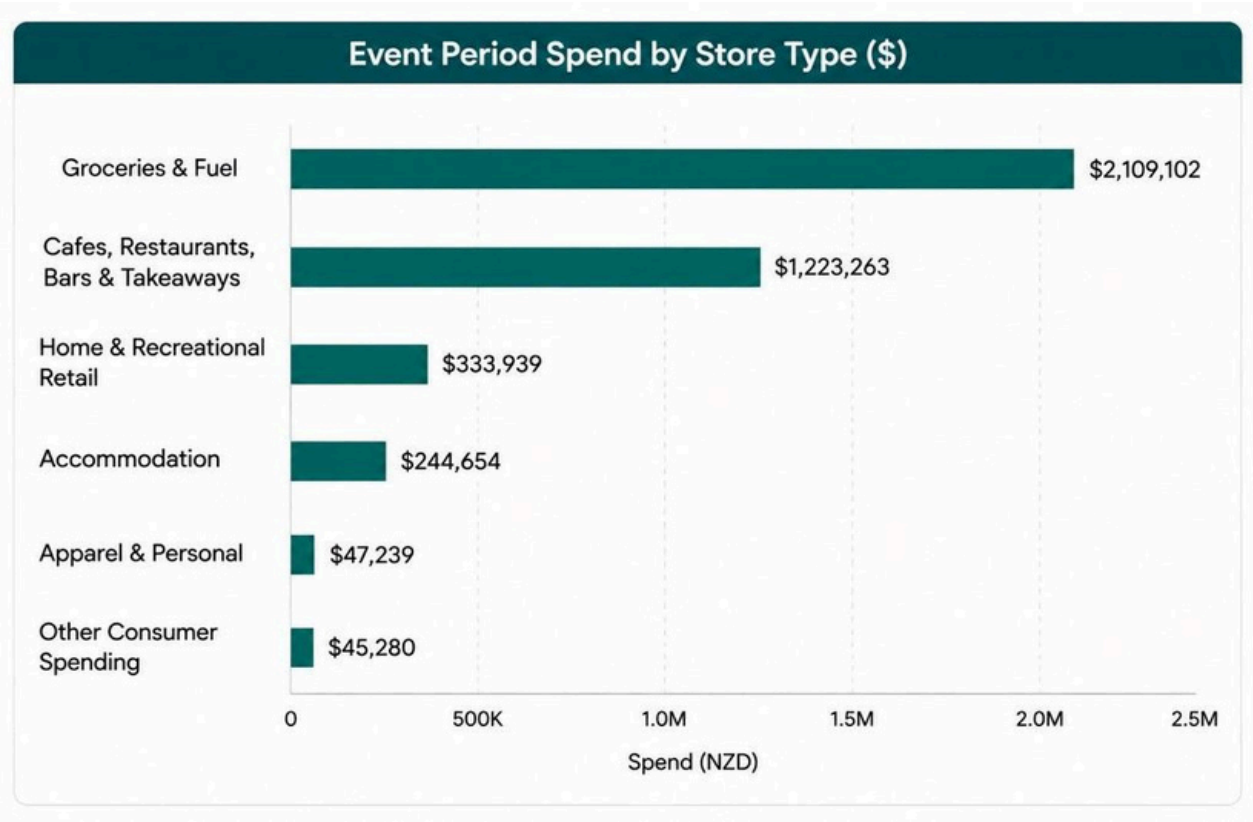
Daily transaction volume across 15 days—Event Period vs Pre, Post and SPLY



Key Insight: Weekend peaks are visible across all four periods. During the Event Period, the two highest transaction days occurred on Saturdays, reaching 14,269 on Day 4 and 12,455 on Day 11. Event-period transaction volumes were also higher than the comparison periods on most days across the 15-day period.

Store Type: Spend Growth by Period

Spend growth by category — Event Period vs Pre, Post, and SPLY



Store Type	Spend Growth (%)		
	vs Pre	vs Post	vs SPLY
Groceries & Fuel	+19.4%	+29.1%	+25.5%
Cafes, Restaurants, Bars & Takeaways	+80.3%	+109.7%	+113.9%
Accommodation	+75.4%	+76.7%	+126.1%
Home & Recreational Retail	+34.1%	+66.6%	+44.5%
Other Consumer Spending	+86.2%	+60.1%	+99.7%
Apparel & Personal	-11.1%	-9.1%	-24.3%
Grand Total	+37.5%	+51.9%	+49.6%

Store Type: Share of Total Spend



Each category's share of total spend across four periods

Store Type	Pre	Event	Post	SPLY
Groceries & Fuel	60.7%	52.7%	62.0%	62.8%
Cafes/Restaurants/Bars	23.3%	30.6%	22.1%	21.4%
Home & Recreational	8.6%	8.3%	7.6%	8.6%
Accommodation	4.8%	6.1%	5.3%	4.0%
Apparel & Personal	1.8%	1.2%	2.0%	2.3%
Other Consumer	0.8%	1.1%	1.1%	0.8%
SPEND SHARE	100%	100%	100%	100%

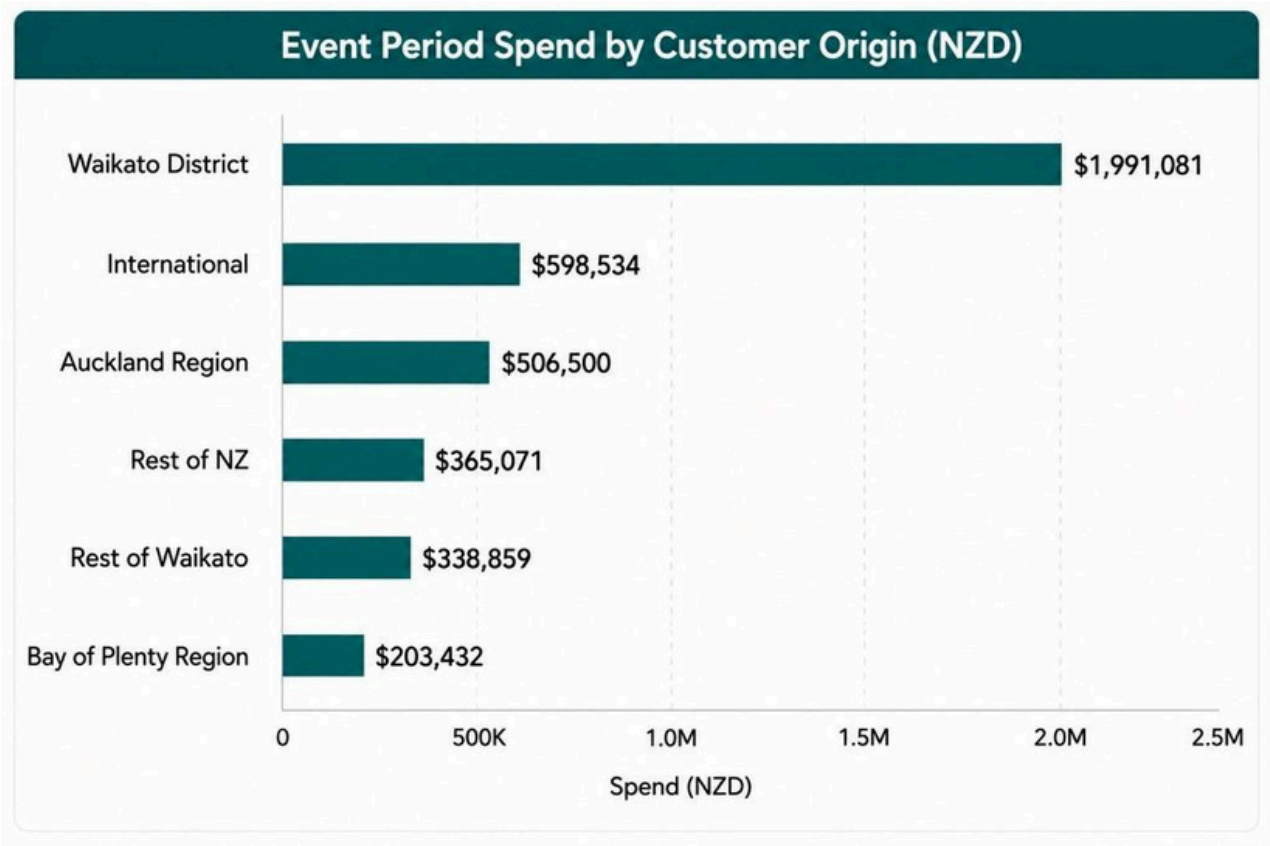
Key Insight:

Hospitality (Cafes/Restaurants + Accommodation) climbed from 28.1% to 36.7% of total spend (+8.6pp). Groceries & Fuel lost 8. Opp share even though its spend grew +19.4% in absolute terms.

Customer Origin: Spend Growth by Period



Spend growth by customer origin — Event Period vs Pre, Post, and SPLY



Customer Origin	Spend Growth (%)		
	vs Pre	vs Post	vs SPLY
Waikato District	+5.6%	+13.6%	+13.4%
International	+75.7%	+199.5%	+172.3%
Auckland Region	+147.4%	+102.0%	+111.3%
Rest of NZ	+166.1%	+178.5%	+169.5%
Rest of Waikato	+23.5%	+36.9%	+37.6%
Bay of Plenty Region	+194.2%	+277.0%	+156.7%
Grand Total	+37.5%	+51.9%	+49.6%

Customer Origin: Share of Total Spend



Each customer origin's share of total spend across four periods

Customer Origin	Pre	Event	Post	SPLY
Waikato District	64.8%	49.7%	66.5%	65.6%
International	11.7%	15.0%	7.6%	8.2%
Auckland	7.0%	12.7%	9.5%	9.0%
Rest of Waikato	9.4%	8.5%	9.4%	9.2%
Rest of NZ	4.7%	9.1%	5.0%	5.1%
Bay of Plenty	2.4%	5.1%	2.0%	3.0%
SPEND SHARE	100%	100%	100%	100%

Key Insight: Non-local spend share increased from 35.2% Pre to 50.3% during the Event Period (+15.1pp). Auckland recorded the largest share increase (+5.7pp), followed by Rest of NZ (+4.4pp) and Bay of Plenty (+2.7pp), while Waikato District's share decreased from 64.8% to 49.7% (-15.1pp).

Event Impact Analysis

1

STRONG AND CONSISTENT EVENT UPLIFT

The Event Period generated \$4.0M in spend and 123K transactions, outperforming all three comparison periods. Spend increased +37.5% vs Pre, +51.9% vs Post and +49.6% vs SPLY, confirming a clear uplift during the event.

2

HIGHER ACTIVITY WAS DRIVEN BY TRANSACTION VOLUME

Transaction growth exceeded spend growth across all comparisons, while ATV remained broadly stable at \$32.5. Activity stayed elevated across the event period, with the first Saturday reaching 14,269 transactions.

3

HOSPITALITY CAPTURED THE STRONGEST BENEFIT

Cafes/Restaurants and Accommodation recorded the strongest spend growth. Together, Hospitality increased from 28.1% to 36.7% of total spend (+8.6pp), showing that event-related spending was particularly concentrated in food, dining and accommodation.

4

THE EVENT ATTRACTED MORE NON-LOCAL SPENDING

Non-local spend share increased from 35.2% to 50.3% (+15.1pp). Growth was particularly strong from Auckland, Rest of NZ and Bay of Plenty, indicating that the event attracted additional visitor spending into Raglan rather than relying primarily on local demand.

Reference guide for terms and data sources used in this analysis

Term	Definition
Event Period	13–27 May 2026 (Corona Cero NZ Pro surfing competition)
Pre Period	28 April –12 May 2026 (15 days immediately before)
Post Period	28 May –11 June 2026 (15 days immediately after)
SPLY	Same Period Last Year: 14–28 May 2025
ATV	Average Transaction Value (total spend ÷ total transactions)
Non-Local	All transactions except Waikato District origin
Merchant Location	Raglan (Stats NZ 2006 meshblocks)
Customer Origin	Based on cardholder home location

Background to Marketview transactional data and analytical coverage

MARKETVIEW TRANSACTIONAL DATA

Marketview specialises in the management and analysis of electronic card transactional data as a tool for measuring and analysing the spending and behaviours of consumers. Since 2001, Marketview's transactional data has become a trusted source of market intelligence and is now used extensively by organisations throughout New Zealand. Clients include retailers – national chains through to single site stores, commercial property owners and developers, manufacturers, and local and central government.

The data is received from:

- Paymark and Verifone– the two largest electronic card payment networks in New Zealand, covering all transactions made at merchants on these networks.

Through a combination of source data and methodologies developed from projects completed over the last 15 years we are able to accurately quantify the:

- value of spending in the majority of business to consumer ANZSIC categories
- date of purchases
- source and origin of those payments (e.g. domestic (by territorial authority or region) vs. international) to determine accurately where a cardholder is from
- retail category of the merchants, as defined by 2006 Australian and New Zealand Standard Industry Classification (ANZSIC) codes

Corona Cero NZ Pro 2026

Event Impact Analysis

Data source: Electronic card transactions (Marketview)

August 2026