

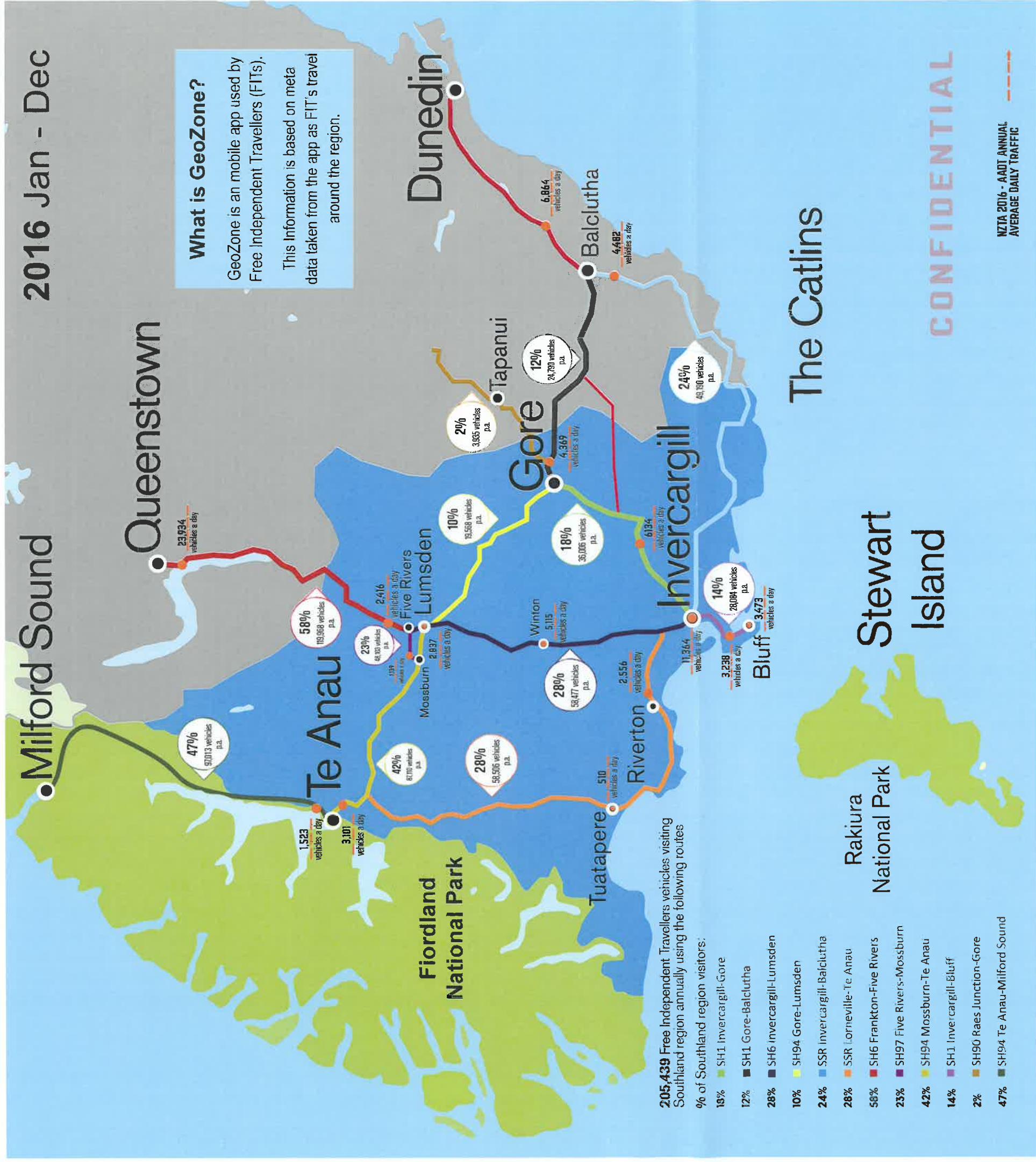
# Routes travelled by Free Independent

## Travellers Visiting Southland Region

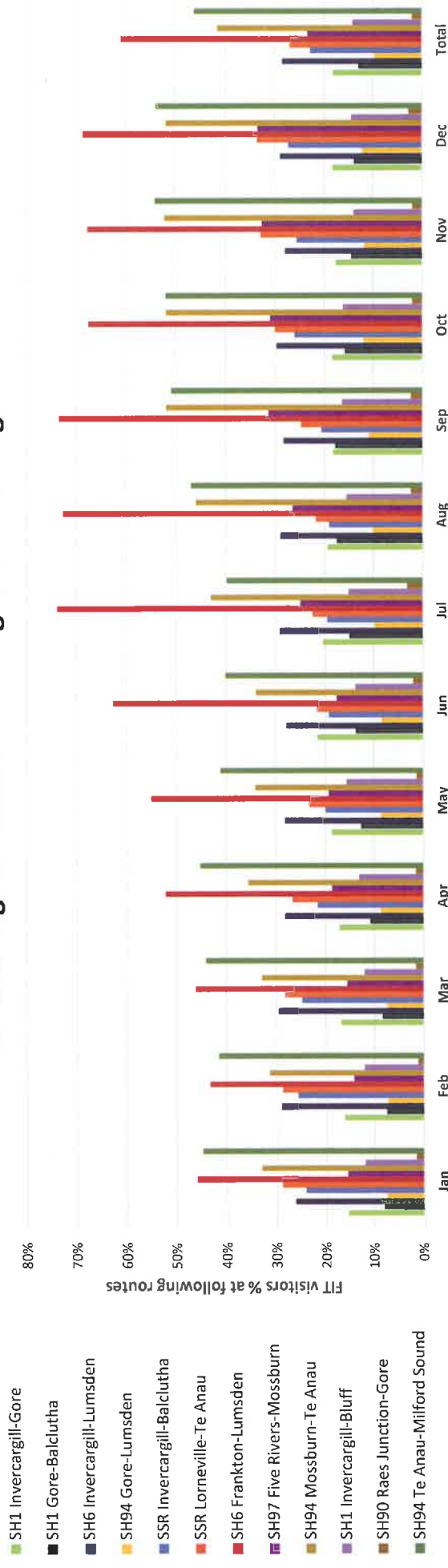
Submission 014 ES  
Venture Southland



2016 Jan - Dec



Southland Region Visitors travelling % at following routes for Jan to Dec 2016



Source: GeoZone Limited - Jan-Dec 2016 (Campervan Data); NZTA 2016 - AADT Annual Average Daily Traffic analysed by Venture Southland. Estimated 31% market penetration. All figures have been multiplied to reflect full market. All reasonable efforts have been taken to ensure the quality and accuracy of the information. Venture Southland cannot guarantee the completeness of the information and accepts no liability for any loss suffered as a result of reliance on it. The information is not legal or professional advice and may contain information provided by other information providers. Information may be changed, deleted, added to or otherwise amended without notice.

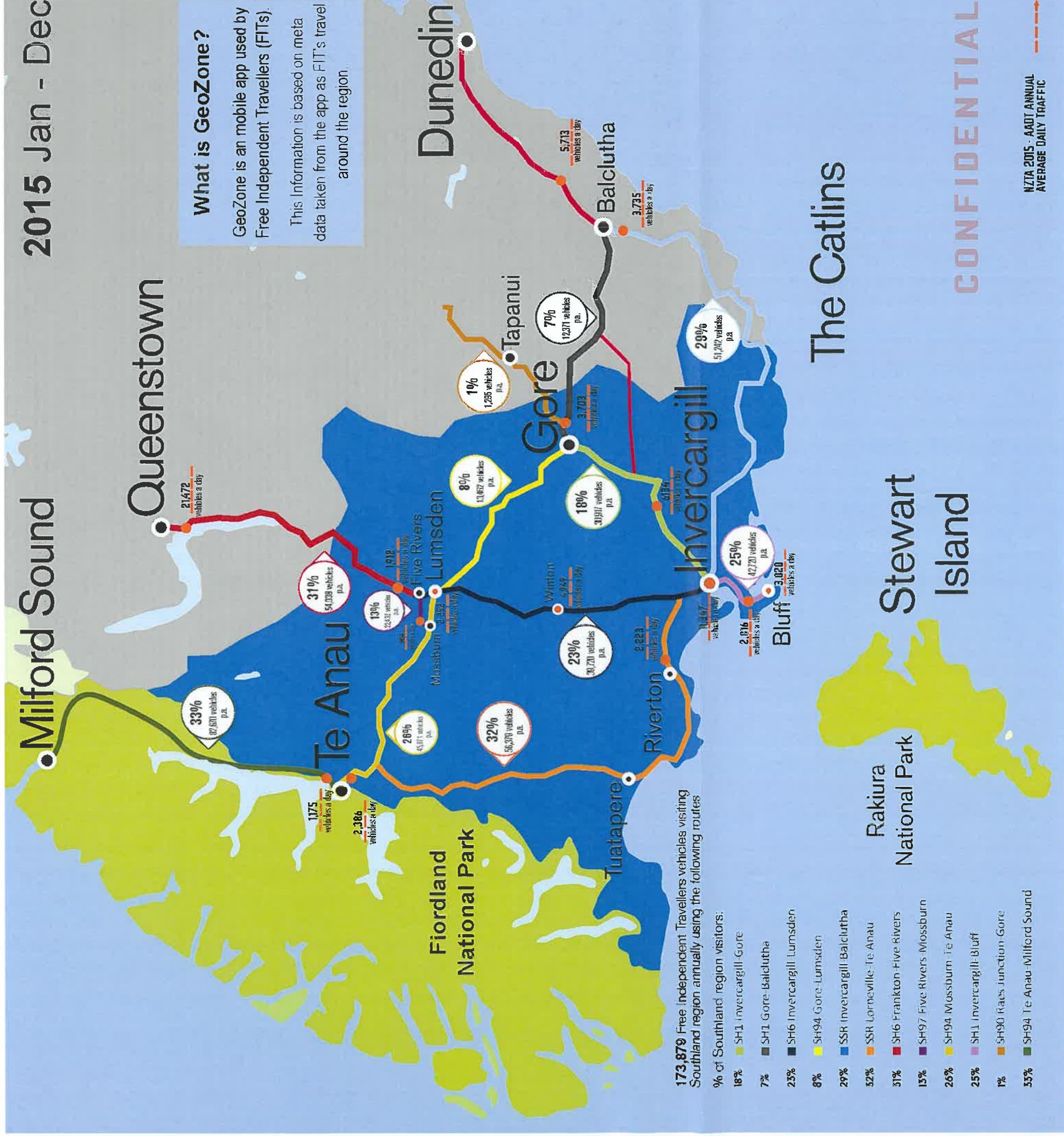
\*Note: Due to sporadic scattered app usage of app usage at routes and rounding, percentages may not always appear to add up to 100%.



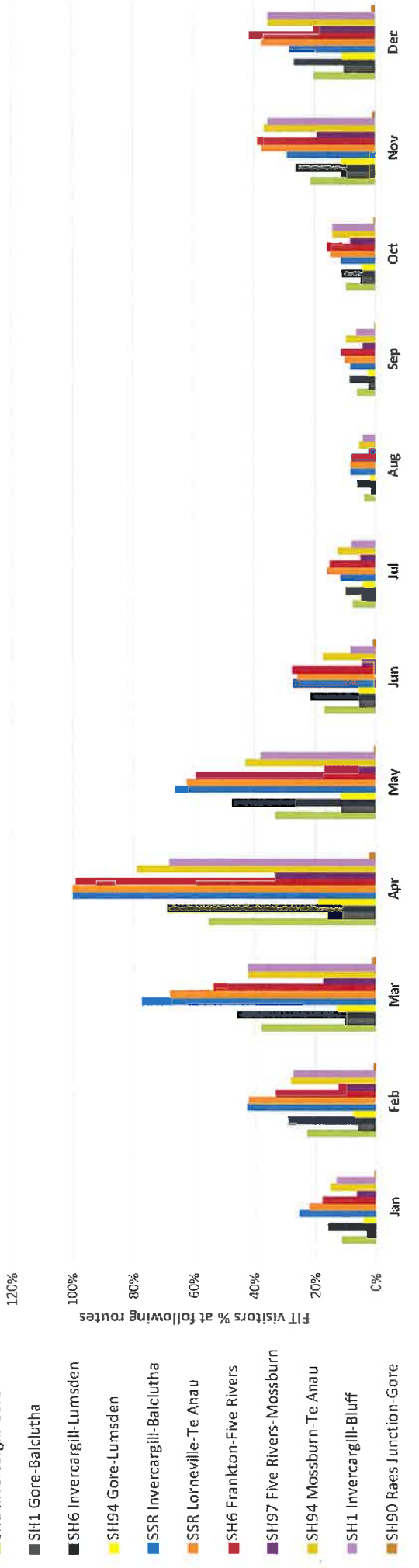
# Routes travelled by Free Independent

## Travellers Visiting Southland Region

2015 Jan - Dec



Southland Visitors travelling % at following routes for Jan to Dec 2015



**Source:** GeoZone Limited - Jan-Dec 2015 (Campervan Data); NZTA 2015 - AADT Annual Average Daily Traffic analysed by Venture Southland. Estimated 13.2% market penetration. All figures have been multiplied to reflect full market. All reasonable efforts have been taken to ensure the quality and accuracy of the information. Venture Southland cannot guarantee the completeness of the information and accepts no liability for any loss suffered as a result of reliance on it. The information is not legal or professional advice and may contain information provided by other information providers. Information may be changed, deleted, added to or otherwise amended without notice.

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