

Invest in Taupō today

With Harcourts Taupō Rentals



Harcourts

Taupō Rentals & Holiday Homes

www.Tauporentals.co.nz
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Taupō Rentals & Holiday Homes

Business Hours

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**This information booklet has been prepared in good faith based on information available at the time of preparation and of printing and can be used as part of your property research but not be relied upon in full.*



Why invest in Taupō?

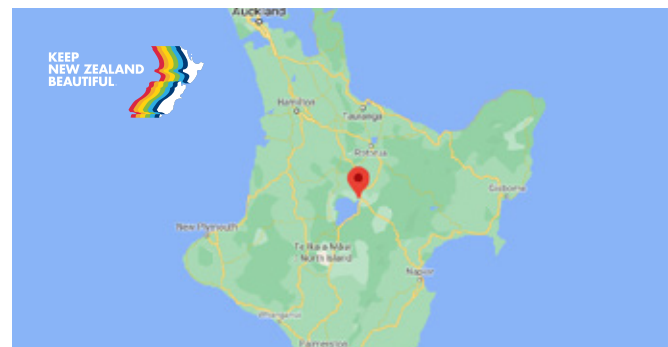
We have put together this brief overview of the Taupō district to help you with your investment research.

We think Taupō is a really great place to invest. We have natural beauty and outdoor activities galore; a vibrant shopping centre and we regularly host well known sporting and cultural events. We have excellent schools and a wonderful tertiary training institute. The economy, jobs, population and business are all growing. We have everything that's needed for modern living including excellent community facilities but with less traffic and less hassle.

Back in 2018, 2021 and again in 2023 we won the "Keep NZ Beautiful" Most Beautiful Large Town Award. Nothing has changed since then; Taupō is still beautiful and economically productive to boot.

Location location location

At the heart of everything! Located more or less equal distance between Auckland and Wellington, on State Highway 1, Taupō is on the direct transport corridor for the North Island.





Regional Economy

Tourism

Taupō's tourism is predominantly domestic. We have much of the same natural beauty as Queenstown, however unlike Queenstown our all year-round visitors are mainly Kiwis who are holidaying and using our Central North Island location to meet up with friends and family who are spread around the island. We usually host plenty of international visitors too, it's just that we are not as reliant on them as some other tourist centres.

Diverse Industry

In the Taupō district there are new businesses opening, existing businesses expanding and major industries developing.

We generate most of New Zealand's totally **renewable geothermal power**. Both Mercury Energy and Contact Energy continue to deliver expansions to existing geothermal fields and build new power stations.

It is a high-paying sector that generates huge employment for Taupo. Our unique geographic position on the boundary of the Australian and Pacific tectonic plates, coupled with the Earth's thin crust along that rift, gives us a significant geological advantage in expanding the use of this abundant natural resource. A site at the Rotokawa geothermal reservoir, just north of Taupo, has been selected for the country's first supercritical exploratory well. Large Solar power projects are underway at Te Rāhui and Rangitikei.

Forestry and wood processing Is another major industry with forestry planting making up one third of New Zealand's totals and four major players operate here in the wood processing sector. Tenon, who produce lumber, boards and mouldings, Natures Flame who produce wood pellets, Ohaaki Heat who produce kiln dried wood, Laminex New Zealand and PermaPine who produce timber products for fencing and construction.





In the **agriculture sector** our land is suitable for both dry stock and dairying. Miraka is a local milk processing company, also producing UHT milk products.

There are many **commercial and industrial** players who have recently set up or are in development with new facilities including Fairview Windows and Doors, Setek Therapeutics, a large format Bunnings store, Starbucks, Popeyes and an upgraded Countdown store in the CBD. Several existing businesses are also expanding their presence, relocating into newly built larger industrial or commercial buildings. Laminex has had a \$275 million expansion to establish a cutting-edge wood panels plant, and we have several new business parks - He Ahi Eco Business Park at Rakanui Road and the Crown Road Industrial Park.

Events Capital of the North Island

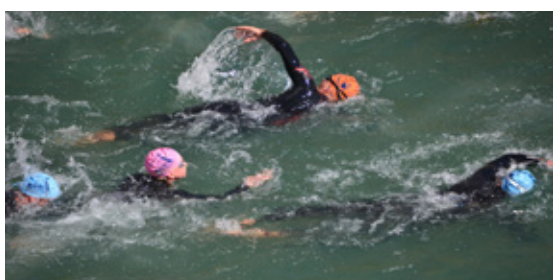
Tourism, sporting and cultural events are also major industries with IRONMAN New Zealand,

IRONMAN Worlds, V8 Supercars, Lake Taupō Cycle Challenge and the Summer Concert Series being the most significant, with other annual events such as the Great Lake Relay, Across the Lake Swim and the Taupō Winter Festival contributing to the good vibes.

Outdoor Activities

With **trout** in our crystal clear Lake and **deer and pigs** in the Kaimanawa Forest Park and other hunting reserves, the area has plenty to keep fishermen and hunters very busy. The annual Sika show held at the Great Lake Centre is the largest outdoor trade show of this kind in New Zealand with more than 6,000 visitors to the show every year.

Taupō is a renowned equestrian area with the development of the world class National Equestrian Centre at Rapids Road, prompting many well-known equestrian names to relocate permanently to the district.





Useful Links to Economic Indicators

The district has a very forward thinking and innovative business community. Visit the links below to stay up to date with the regions performance and get the latest insights.

<https://www.Taupō.biz/invest>

<https://www.taupodc.govt.nz/community/about-our-district>

<https://www.taupodc.govt.nz/community/business-and-economy>

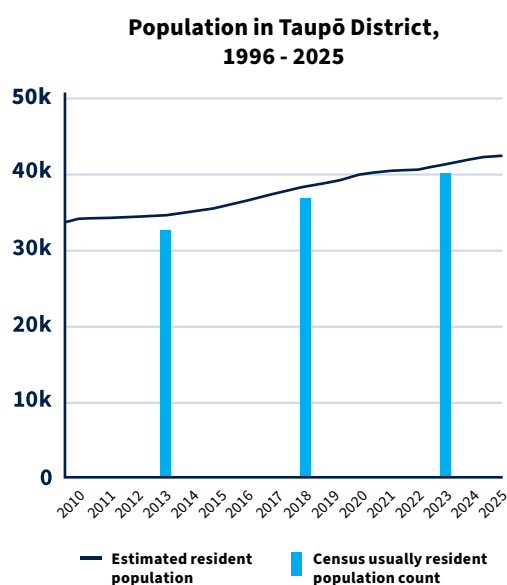
<https://www.lovetapu.com/en/>

<https://www.towncentretapu.co.nz/>

Population

Estimated resident population from Census data shows that the population growth in Taupo district has grown by nearly 20% between the 2013 census count of 34,800 and the most recent 2023 census count of 41,500. It is estimated that as of June 2025 the population is 42,700.

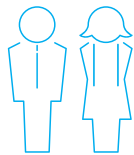
<https://tools.summaries.stats.govt.nz/places/TA/taupo-district#1012>





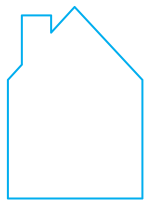
The Rental Market

Investors both locally and from other areas look at Taupō to deliver good yields and steady reliable capital gains. Average gross yields are around 5% and Taupō has historically enjoyed steady capital growth making it an ideal location for offering an excellent total return.



Tenant Demand

Tenant demand is generally strong for long term rental accommodation, with demand from across the spectrum - local families, families migrating from other larger regions, predominately Auckland and professional couples and singles. Around 41% of our population lives in rented accommodation.



Vacant Homes

Approximately 32% of houses in Taupō are private use holiday homes. This, along with internal migration puts an additional and unique strain on the local rental market and contributes to ongoing tenant demand for a limited number of properties



Market Rent Prices

All properties in the district have experienced above national average growth in rents over the past several years.

Please refer to our latest monthly rental trends on our website for more detailed information.



Suburb Information

Town Centre and Tauhara

Very popular rental areas with a heavier concentration of rental accommodation than some other suburbs. With cheaper entry prices, this area is one that is likely to return higher yields.

Richmond Heights

Richmond Heights is a very popular suburb. The zoned School in the area is Waipahihi Primary. Other special amenities which are attractive to tenants in the Richmond Heights area include the Botanical Gardens, a local shopping centre and great family parks.

Invergarry

Located close to one of Taupō's two colleges – Tauhara College. Close to the industrial area for easy access to many work sites.

Bird Area

Exclusive area, close to the CBD and Lakefront, always highly sought after.

Waipahihi/Botanical Heights

Popular zoned primary school, Waipahihi Primary, elevation and the Botanical Gardens make this a particularly scenic area.

Hilltop

Popular zoned primary school Hilltop Primary makes this suburb very desirable along with the natural elevation offering great views from many streets. Also close to Taupō Intermediate, Tauhara College

and the hospital.

Wharewaka/Rainbow Point

Rainbow Point is an older suburb with a high concentration of holiday homes, while Wharewaka is a newer area.

The new subdivision at Wharewaka East and Ngaroto Estate currently has numerous sites under development, with more to come, including the Oroko Rise development with half of these dwellings reserved for first home buyer ownership opportunities. In the Waipahihi School zone.

Brentwood/Nukuhau

On the Northern side of the Waikato River, many of the streets offer spectacular views of the Lake and Mountains.

Known family friendly areas. Since traffic lights have been installed at the Control Gates Bridge, the flow is better, pleasing many people. Brentwood contains newer housing developments with the Nukuhau area being more established.

Rangatira Park

Also on the Northern side of the River, Rangatira Park is a leafy suburb with many larger homes, some overlooking the mighty Waikato River.

Acacia Bay

A higher concentration of holiday homes than other suburbs. Scenic, with a dairy, post office, restaurant and garden centre, several boat ramps, and 5 minutes to the CBD.



Rural and Surrounds

Wairakei Village

Home of the Wairakei Geothermal Power Station, the residences in the village were originally built for the workers. Today Wairakei Primary School is zoned and is extremely popular. In recent years many purchasers of both owner occupied and rental accommodation have been upgrading the homes in the village. A 10 minute drive to the CBD.

Kinloch

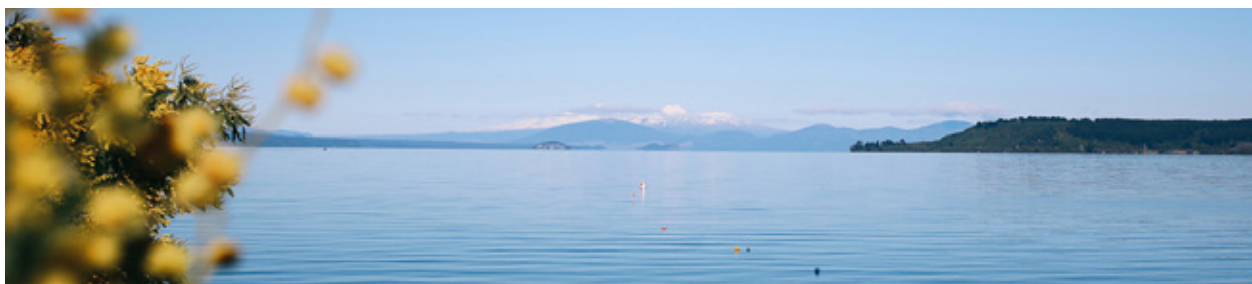
Approx. 20 minutes from Taupō CBD, more and more people are permanently living and commuting to Taupō from Kinloch.

This means rental prices are now more on par with Taupō. Substantial residential subdivisions and development are continuing. A new retail development currently underway includes a small

supermarket, cafe/restaurant and seven retail outlets. The Jack Nicklaus designed course at The Kinloch Club Golf Course is rated one of NZ's best.

Mangakino/Whakamaru

Townships originally established as accommodation for the Maraetai and Whakamaru power stations in the 1950 s. The Whakamaru switching station, adjacent to the power station, is operated by Transpower, and is an important node on the national grid. During the summer months Lake Whakamaru and Lake Maraetai are used extensively for water skiing and wakeboarding. A 30 – 40 minute commute to Taupō.





Education and Healthcare

Pre Schools

There are many pre schools dotted around the district. You can take your pick from a wide variety of education styles.

Zoned Primary Schools

There are several popular zoned primary schools. **Hilltop Primary** on Rokino Road is sought after, making property in the area also sought after.

Waipahihi Primary is zoned and has a large boundary encompassing Richmond Heights, Waipahihi, out to 5 Mile Bay and some rural areas too. Taupō Primary located in the town centre is zoned and includes a large rural catchment.

Unzoned Primary Schools

St Patrick's Catholic School in Acacia Bay Road, Mountview Primary, and Taupō Christian School.

Rural

There are quite a few small rural schools, with Marotiri being very popular.

Intermediate

Taupō has one dedicated intermediate school in Kotare Street, Hilltop, and several primaries which incorporate intermediate level.

Secondary Schools

Tauhara College in Invergarry Road is unzoned whilst Taupō-nui-a-Tia College on Spa Road is zoned.

Tertiary Education Providers

Toi-Ohomai Institute of Technology Taupō Campus is in the town centre and offers courses across a range of study areas to diploma level.

Healthcare

We are part of Lakes District Health Board which also includes Rotorua. Taupō Hospital has recently been upgraded and is a Level 2 hospital, providing many but not all services, services provided include medical and rehabilitation, day surgery, pathology, radiography and maternity. There are 3 large, modern retirement villages each with hospital facilities and several smaller facilities. Ryman Healthcare plans to build a new \$220 million retirement village on a 25-acre site in Acacia Bay, creating around 120 full and part time jobs once completed



Recreational Facilities

Locals enjoy the significant tourism opportunities that our visitors also enjoy, but on top of that the community has its own abundance of leisure and sporting facilities.

Taupō Events Centre and Indoor Sports Stadium

3 full sized basketball courts, 3 indoor soccer courts, 3 netball courts, 5 table tennis tables, 4 courts of volleyball, 8 badminton courts, rock climbing wall and fitness studio

AC Baths

Large outdoor leisure pool - includes a bombing zone, Tarzan swing, small slide and two toddler pools. Indoor learners' pools, outdoor 25 metre pool, Indoor 25 metre pool
Hydrosides, Sauna, Private thermal pools, Café, Outdoor eating area with BBQ's Fitness classes

Owen Delaney Park

6 x Sports Fields, Children's playground, 6 x artificial cricket wickets and 4 Grass Cricket wickets, 400 metre Athletic Track, Grandstand, Velodrome, 10 Netball courts, Gymnastics hall, Archery

Crown Road Park

8 x Soccer Fields, and Clubrooms

Hickling Park

Artificial hockey turf, Skate Park, 2 x Rugby League fields, Clubrooms

Kaimanawa Reserve

Cricket pitch, 3 cricket Practice nets, Clubrooms

Besley Park

Tennis courts, Community hall, Recreation reserve, Play equipment

Waipahihi Reserve

Recreational area, Community Hall, Bowling club

Taupō Yacht Club and Taupō Bowls Club

Both facilities are near the Harbour and are popular both as sporting clubs and hire venues.



Investor Support Services

Alongside our award-winning and comprehensive day to day property management services, Harcourts Taupō Rentals can also assist you in your property investment journey with:

Detailed rental appraisals and assessments on any property in Taupō which you are doing due diligence on - based on recent lets, currently advertised properties and market rent statistics.

Advice about what small or more significant improvements are likely to yield better returns and better tenants.

Compliance and rental suitability advice on properties you are looking to purchase and on properties you already own.

Getting your property in a rentable condition.

Keeping you up to date with rental market trends by email on a monthly basis.

Give general legislative and tenancy advice.

Priority emails announcing new investment opportunities which are fresh to market with our Harcourts sales team.

A smooth and hassle-free transition if you are wanting to switch property management companies.

Local business contacts who can assist you in areas of taxation, insurance, lending and maintenance





10 reasons to choose Harcourts Taupō Rentals

1. Your money is safe with us

Your rental income is held in a fully audited non-interest bearing trust account guaranteeing its safety. Under current legislation Property Managers are not required to run trust accounts, your money could be sitting in someone's personal bank account.

2. You get local knowledge and national muscle

We are a locally owned family business who know Taupō intimately, plus we're backed by New Zealand's largest property management group; giving you the very best of both worlds.

3. We give you income options

We are the only Taupō company who has extensive experience in both long term and holiday rental management;

4. Reliable and consistent service

Our experienced and stable team is here to support you with energy and dedication. You'll have a dedicated Property Manager who takes the time to understand your goals, and with strong after-hours support, you and your tenants are always in safe hands.

5. You know what to expect

We guarantee our service levels to you with Our Promise Service Plan.

6. You get market leading systems

Your Property Manager has the streamlined systems, technology and capacity to provide you with market leading management, supported by the Harcourts Training Academy and the dedicated National Support Office.

7. You always get the truth

Our people promote the value of open and effective communication, if things ever veer off track we won't sugar coat it.

8. Be Protected

We will always ensure your protection amid evolving legislative and compliance obligations.

9. Reduce your stress

A lot can occur throughout a tenancy, your Property Manager takes it all on their shoulders so you don't have to. We will also reduce and prevent common problems.

10. Enjoy the long-term benefits

Reducing your stress will allow you to hold longer, reaping bigger financial gains later on.

Looking for peace of **mind?**

*We make it
possible*

Trust Harcourts to manage your investment with expertise and care. We deliver exceptional service, always putting your property and your needs first.

With 26,000 properties under management and 138 years of experience, we're proud to be New Zealand's Most Trusted Real Estate Brand for 13 years running and the 2026 Quality Service Award winner for real estate, as voted by the NZ public.

Our commitment is clear: every Harcourts-managed rental meets Healthy Homes Standards. This means dry, healthy homes for tenants and peace of mind for landlords.

107

Property
Management
offices

26K

properties
under
management

Every

48

MINUTES

a tenant moves into
a Harcourts managed
property in New Zealand



Harcourts network figures from January-March 2026. Current as of April 2026.

Harcourts

Let's talk.

Harcourts Group Ltd Licensed REAA 2008





Harcourts

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