

Summary Report

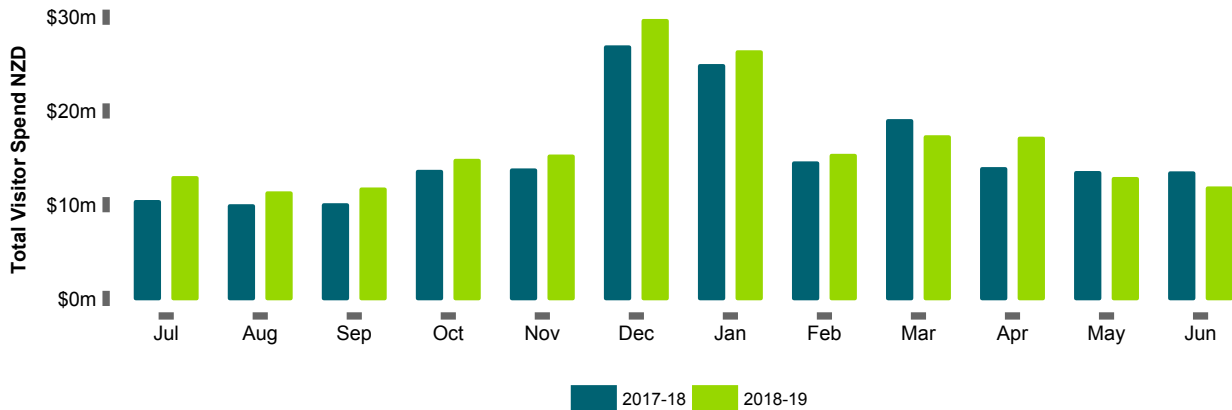
August 2019

Activate Tairāwhiti



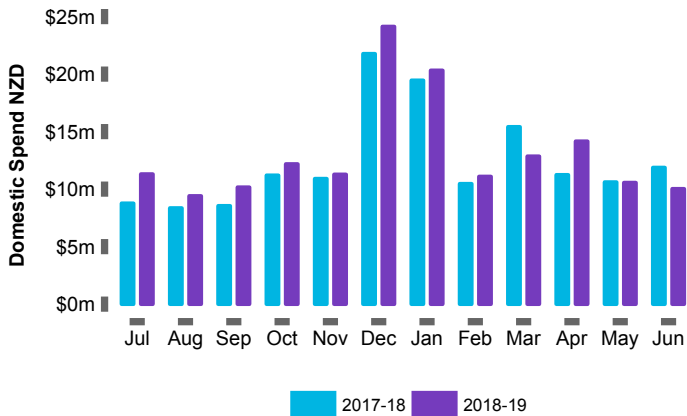
Data Source: Monthly Regional Tourism Estimates (MBIE), Accommodation Survey (Stats NZ)

1. Monthly Total Spend



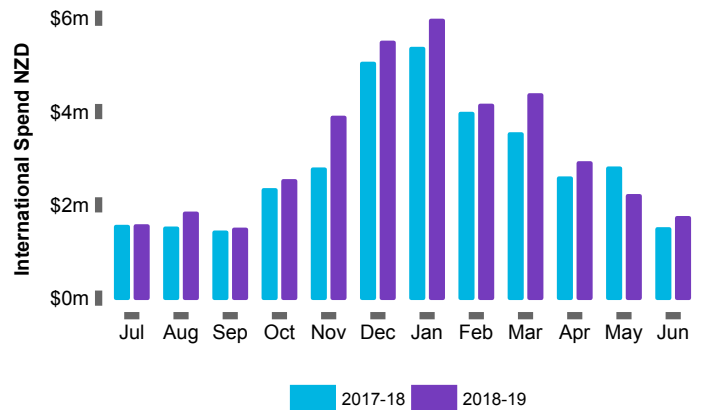
Source: Monthly Regional Tourism Estimates

2. Monthly Domestic Spend



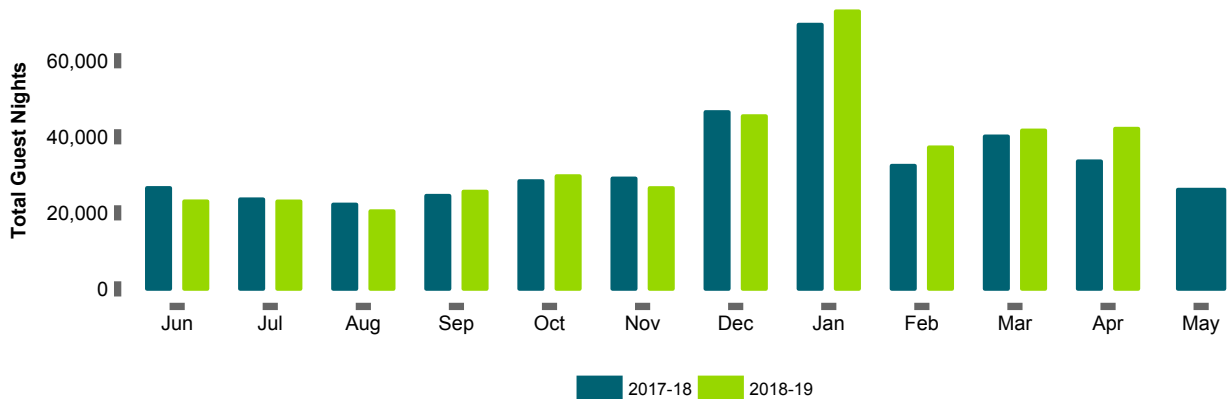
Source: Monthly Regional Tourism Estimates

3. Monthly International Spend



Source: Monthly Regional Tourism Estimates

4. Monthly Total Guest Nights



Source: Accommodation Survey

5. Annual Percentage Change In Total Visitor Spend

	Domestic 2018-19	International 2018-19	Total 2018-19	*Domestic %	*International %	*Total %
Jul	\$11.3m	\$1.5m	\$12.8m	28.4%	0%	24.3%
Aug	\$9.4m	\$1.8m	\$11.2m	11.9%	20%	14.3%
Sep	\$10.2m	\$1.5m	\$11.6m	20%	7.1%	16%
Oct	\$12.2m	\$2.5m	\$14.7m	8.9%	8.7%	8.9%
Nov	\$11.3m	\$3.9m	\$15.1m	3.7%	39.3%	10.2%
Dec	\$24.1m	\$5.5m	\$29.6m	10.6%	10%	10.4%
Jan	\$20.3m	\$5.9m	\$26.3m	4.1%	11.3%	6%
Feb	\$11.1m	\$4.1m	\$15.2m	5.7%	2.5%	5.6%
Mar	\$12.9m	\$4.4m	\$17.2m	-16.2%	25.7%	-9%
Apr	\$14.2m	\$2.9m	\$17.1m	26.8%	11.5%	23.9%
May	\$10.6m	\$2.2m	\$12.8m	0%	-21.4%	-4.5%
Jun	\$10.0m	\$1.7m	\$11.7m	-16%	13.3%	-12.7%

Source: Monthly Regional Tourism Estimates.

6. Annual Percentage Change In Total Guest Nights

	Total Guest Nights 2018-19	*Guest Nights %
Jun	23,025	-13.3%
Jul	23,006	-2.4%
Aug	20,433	-7.9%
Sep	25,586	4.5%
Oct	29,654	4.6%
Nov	26,517	-8.7%
Dec	45,433	-2.3%
Jan	72,996	5%
Feb	37,227	14.9%
Mar	41,666	3.9%
Apr	42,129	25.6%

Source: Accommodation Survey.

7. Monthly Occupancy Rate

	Occupancy Rate
Jun	20%
Jul	21%
Aug	19%
Sep	22%
Oct	24%
Nov	24%
Dec	30%
Jan	42%
Feb	30%
Mar	30%
Apr	28%
May	22%

Source: Accommodation Survey.

8. Annual Spending and Total Guest Nights

RTO	Domestic Spend	*Domestic Spend %	International	*International Spend %	Guest Nights	*Guest Nights %
Northland Inc	\$847.5m	-1.3%	\$267.7m	+2%	1,960,736	+0.1%
Destination Coromandel	\$384.6m	+10.8%	\$111.4m	+9.7%	962,523	+4.4%
Hamilton & Waikato Tourism	\$1,196.3m	+2.9%	\$361.8m	+3.4%	1,477,185	+5%
Tourism Bay of Plenty	\$849.3m	+3.9%	\$232.6m	+10.8%	1,491,504	-0.8%
Destination Rotorua	\$476.3m	+4.7%	\$348.8m	-4%	2,282,428	-2.7%
Destination Great Lake Taupo	\$464.6m	+6.7%	\$219.1m	+11.1%	1,139,230	-2.1%
Visit Ruapehu	\$162.9m	+7.9%	\$48.3m	+5.6%	491,451	+2%
Venture Taranaki	\$325.9m	+4.6%	\$89.3m	+10.4%	667,555	-0.4%
Hawke's Bay Tourism	\$488.5m	+2%	\$171.5m	+4.7%	1,232,366	+2.2%
Visit Whanganui	\$108m	-1%	\$23.8m	+8.8%	210,891	+7.7%
CEDA	\$408.9m	+2.3%	\$76.9m	+8.5%	500,578	+7.6%
WREDA	\$1,688.4m	+5.4%	\$818.5m	+9.8%	2,949,054	+2%
Destination Wairarapa	\$156.4m	+6.7%	\$38.4m	+7.3%	267,682	+6.1%
NRDA	\$441m	+1.8%	\$228.7m	-0.9%	1,477,399	-0.8%
Destination Marlborough	\$267m	+0.6%	\$130.4m	+2.2%	739,038	-5.3%
Destination Kaikoura	\$57m	+18.5%	\$61.4m	+32.5%	329,683	+8.4%
Tourism West Coast	\$232m	-8%	\$272.9m	+1%	1,339,444	-4.7%
ChristchurchNZ	\$1,920.9m	+2.5%	\$1,199.5m	+6.6%	3,912,877	+2%
Mackenzie Region	\$102.2m	-4.4%	\$196.9m	+6.9%	889,853	+6.4%
Aoraki Tourism	\$179.4m	+3.8%	\$48.6m	+5.3%	306,484	-2.4%
Lake Wanaka Tourism	\$236.7m	+3.9%	\$337.6m	+6.5%	948,378	+0.7%
Tourism Waitaki	\$122.8m	+1.7%	\$61.7m	+11.7%	426,539	+1.3%
Destination Queenstown	\$846.4m	+1%	\$1,531.6m	+4.6%	3,670,549	+0.7%
Tourism Central Otago	\$162.8m	+9%	\$49.9m	+6.2%	327,149	-0.7%
Destination Fiordland	\$81.3m	+0.9%	\$156m	+7%	728,512	+1.8%
Enterprise Dunedin	\$540.4m	+0.3%	\$230.7m	+6%	927,175	-1.8%
Venture Southland	\$327.5m	+1.7%	\$108.1m	+5%	473,733	+1.9%
Destination Clutha	\$53.8m	+2.7%	\$15.1m	+5.5%	96,396	+9.3%
Not elsewhere classified	\$213.8m	+5.6%	\$39.4m	+4.5%	523,286	+4.5%

Source: Monthly Regional Tourism Estimates, Accommodation Survey.

* Percentage change from same month last year

Activate Tairāwhiti covers Gisborne District, Otago District