

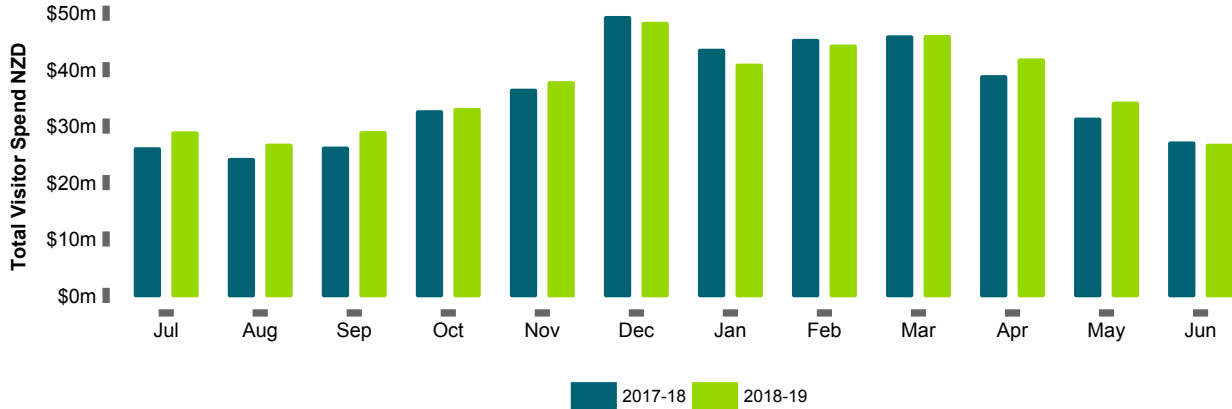
Summary Report

August 2019 Venture Southland



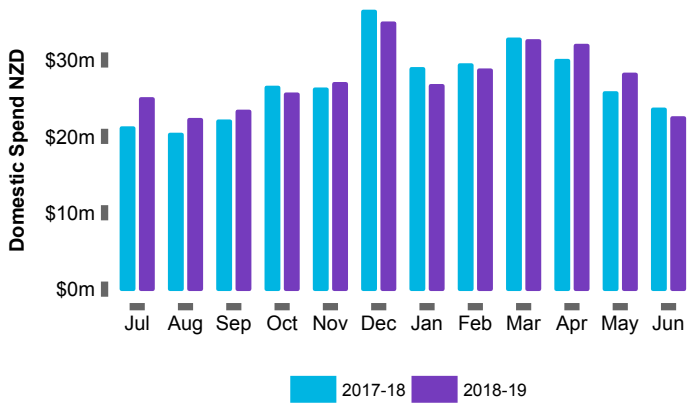
Data Source: Monthly Regional Tourism Estimates (MBIE), Accommodation Survey (Stats NZ)

1. Monthly Total Spend



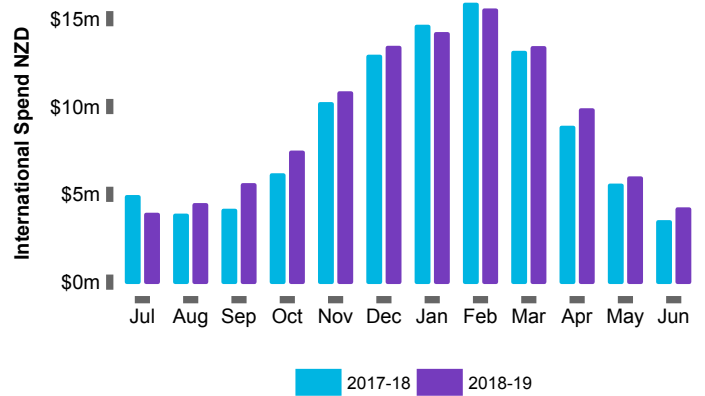
Source: Monthly Regional Tourism Estimates

2. Monthly Domestic Spend



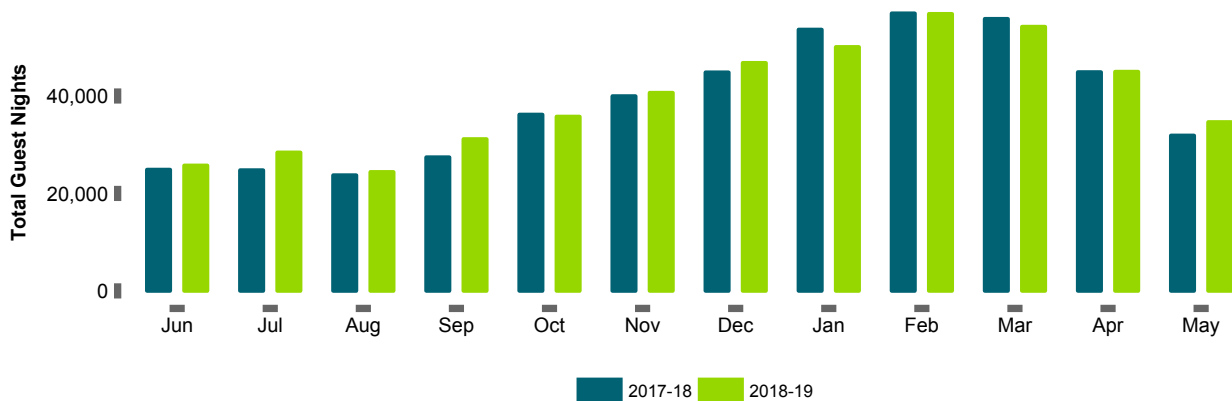
Source: Monthly Regional Tourism Estimates

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	\$24.9m	\$ 3.8m	\$28.7m	18%	-22.4%	10.8%
Aug	\$22.2m	\$ 4.4m	\$26.6m	9.9%	15.8%	10.8%
Sep	\$23.2m	\$ 5.5m	\$28.8m	5.5%	34.1%	10.8%
Oct	\$25.5m	\$ 7.4m	\$32.9m	-3.4%	21.3%	1.2%
Nov	\$26.9m	\$10.8m	\$37.6m	2.7%	6.9%	3.6%
Dec	\$34.8m	\$13.3m	\$48.1m	-4.1%	3.9%	-2.2%
Jan	\$26.6m	\$14.1m	\$40.7m	-7.6%	-2.8%	-6.2%
Feb	\$28.6m	\$15.5m	\$44.1m	-2.4%	-1.9%	-2.2%
Mar	\$32.5m	\$13.3m	\$45.8m	-0.6%	1.5%	0%
Apr	\$31.9m	\$ 9.8m	\$41.7m	6.7%	11.4%	7.8%
May	\$28.1m	\$ 5.9m	\$34.0m	9.3%	7.3%	9%
Jun	\$22.4m	\$ 4.2m	\$26.5m	-4.7%	23.5%	-1.5%

Source: Monthly Regional Tourism Estimates.

6. Annual Percentage Change In Total Guest Nights

	Total Guest Nights 2018-19	*Guest Nights %
Jun	25,740	3.4%
Jul	28,413	14.7%
Aug	24,409	2.8%
Sep	31,158	13.6%
Oct	35,772	-1.1%
Nov	40,665	1.7%
Dec	46,799	4.3%
Jan	50,062	-6.7%
Feb	56,853	-0.2%
Mar	54,221	-2.9%
Apr	44,987	0.2%
May	34,654	8.7%

Source: Accommodation Survey.

7. Monthly Occupancy Rate

	Occupancy Rate
Jun	28%
Jul	32%
Aug	27%
Sep	29%
Oct	33%
Nov	40%
Dec	40%
Jan	43%
Feb	53%
Mar	46%
Apr	39%
May	35%

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

Venture Southland covers Gore District, Invercargill City, Southland District