

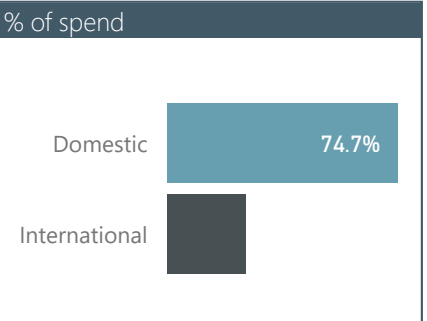
Dunedin Key Visitor Statistics

Summary

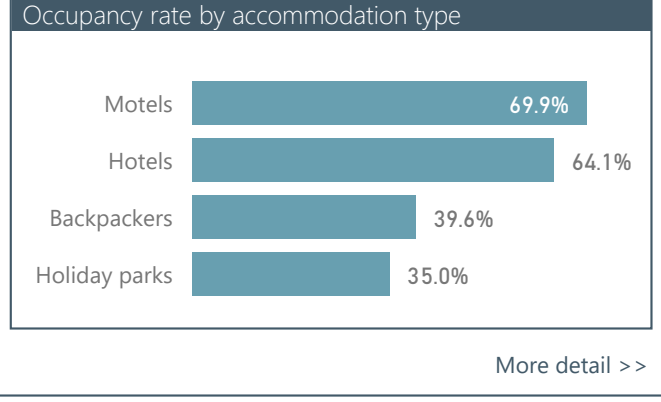
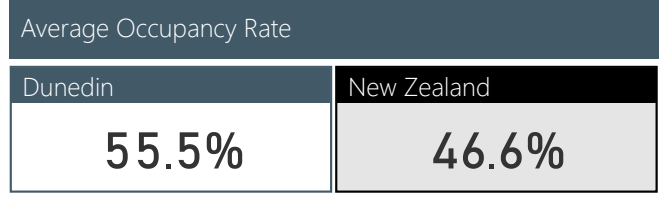
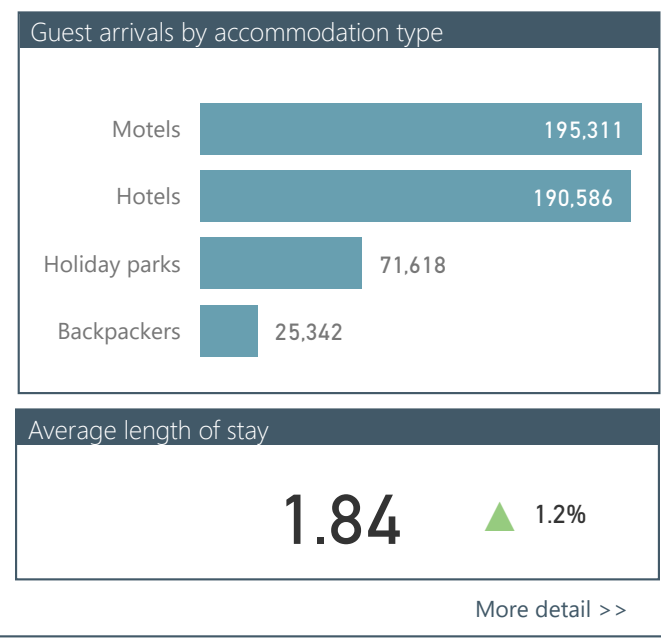
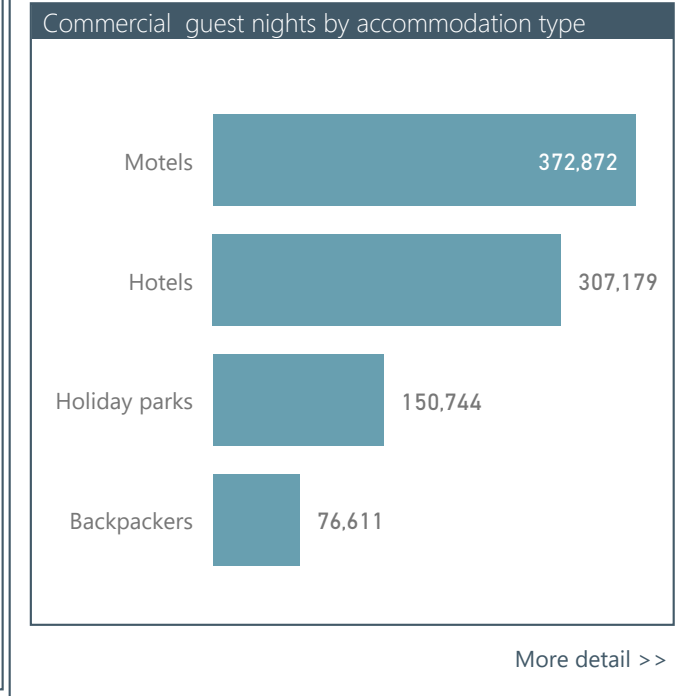
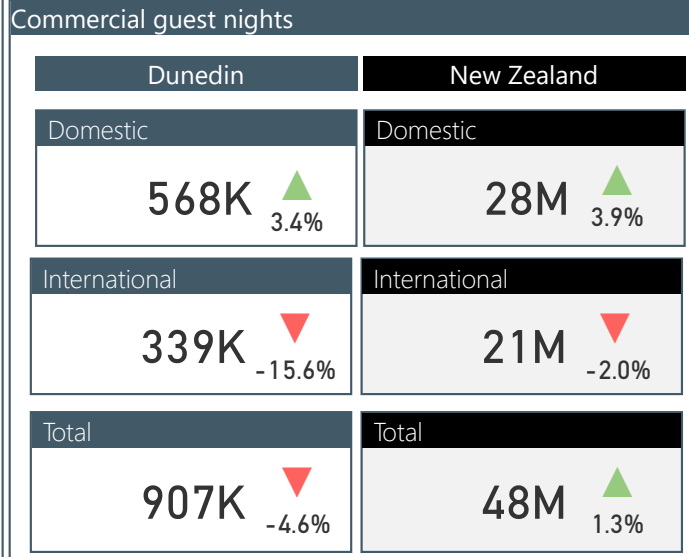
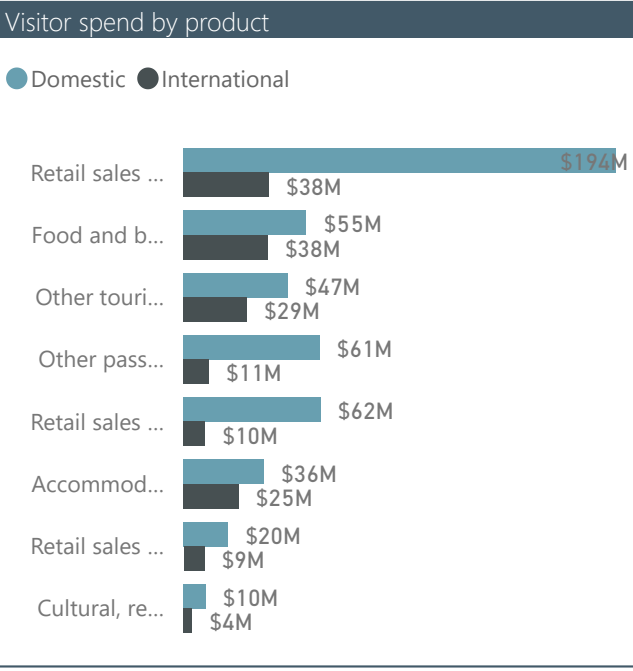
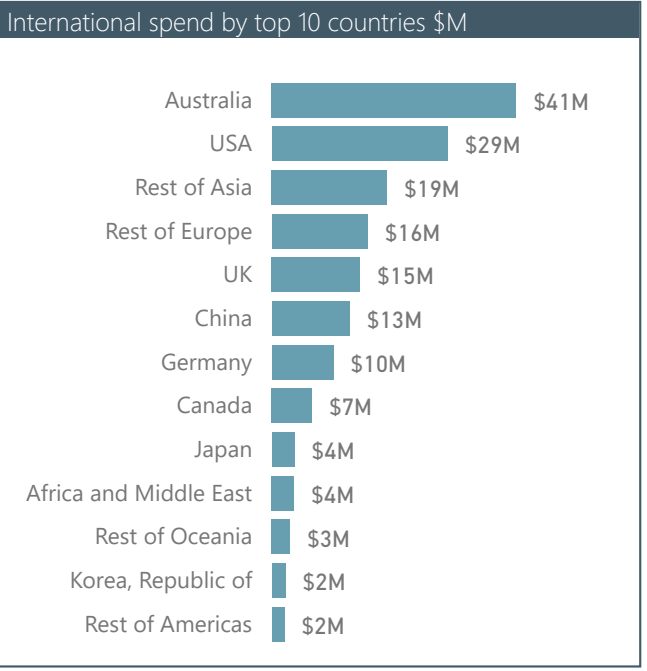
Year ending: **Oct 2020** (Updated Dec 2020) *Please note: the accommodation survey is no longer produced by Stats NZ. The last results published were for the September 2019 month.*



| % change in spend vs previous 12 months | | |
|---|---------------|----------|
| Inter/Dom | Change % | Change |
| Domestic | -14.7% | ▼ |
| International | -29.5% | ▼ |
| Total | -19.0% | ▼ |



| NZ % change in spend vs previous 12 months | | |
|--|---------------|----------|
| Inter/Dom | Change % | Change |
| Domestic | -6.1% | ▼ |
| International | -33.1% | ▼ |
| Total | -17.3% | ▼ |



Click on the numbers below to change page

Data and information published on the Dunedin Key Visitor Statistics dashboards are refreshed by Enterprise Dunedin monthly from external sources and are for general information only.

Dunedin Key Visitor Statistics

International Visitor Spend

Year ending: **Oct 2020** (Updated Dec 2020) Please note: the accommodation survey is no longer produced by Stats NZ. The last results published were for the September 2019 month.



International visitor spend current 12 months

\$164M

International visitor spend previous 12 months

\$233M

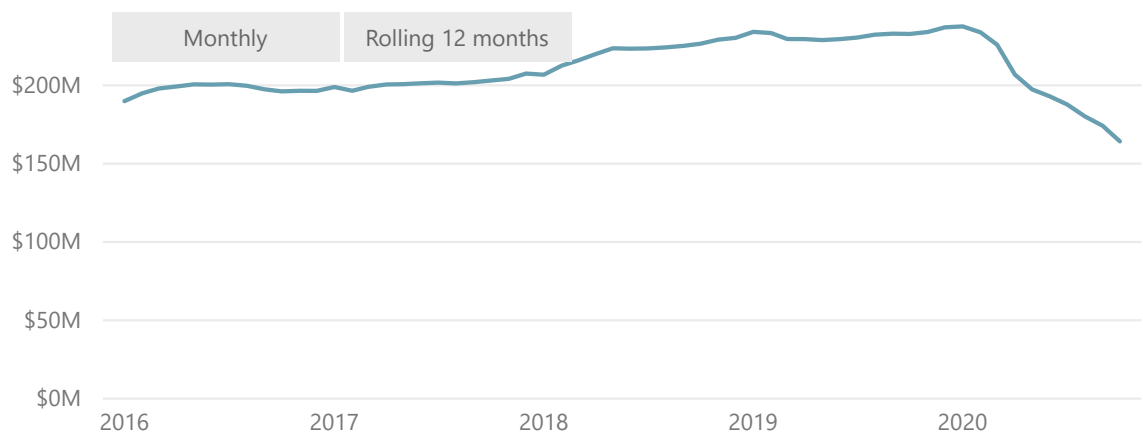
International spend change year on year

-29.5% ▼

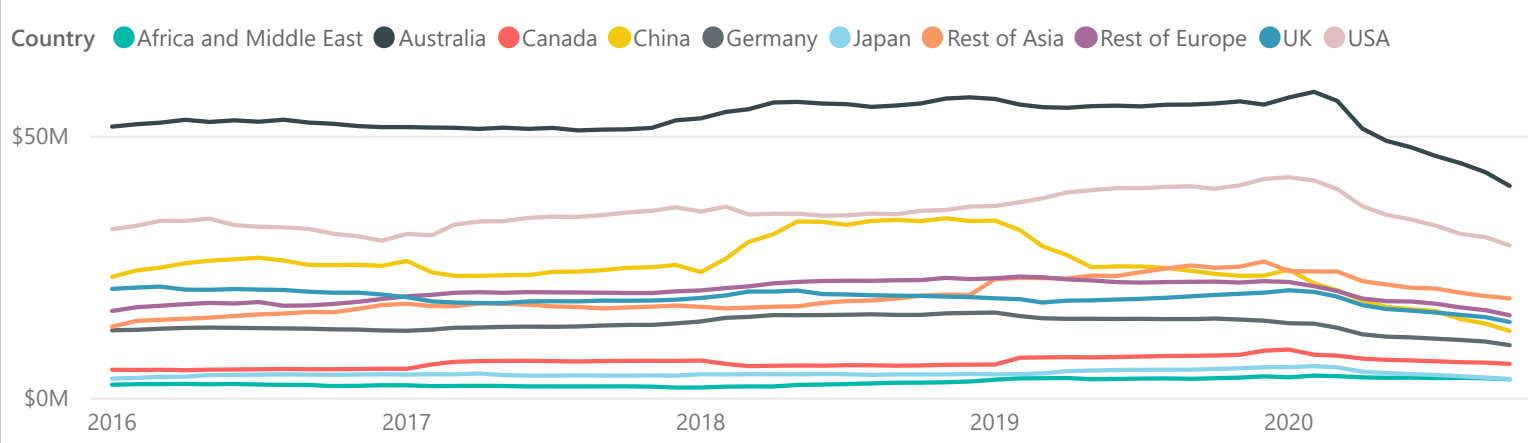
NZ international spend change year on year

-33.1% ▼

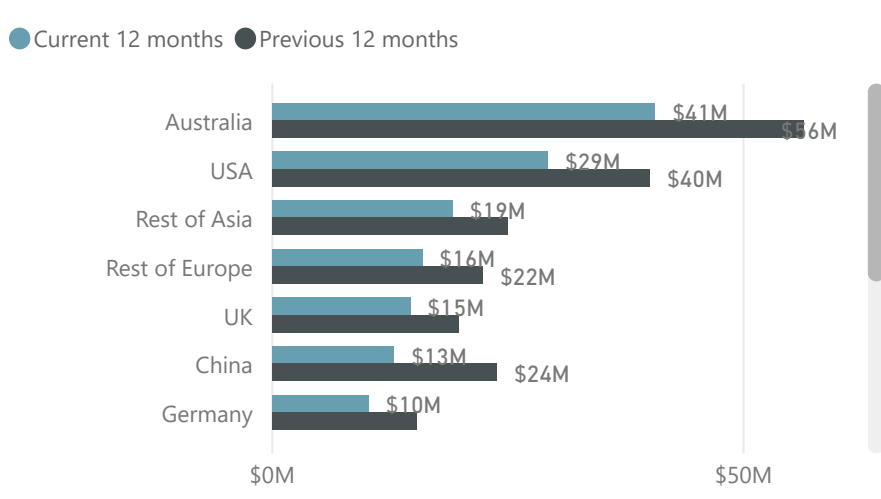
International spend trend



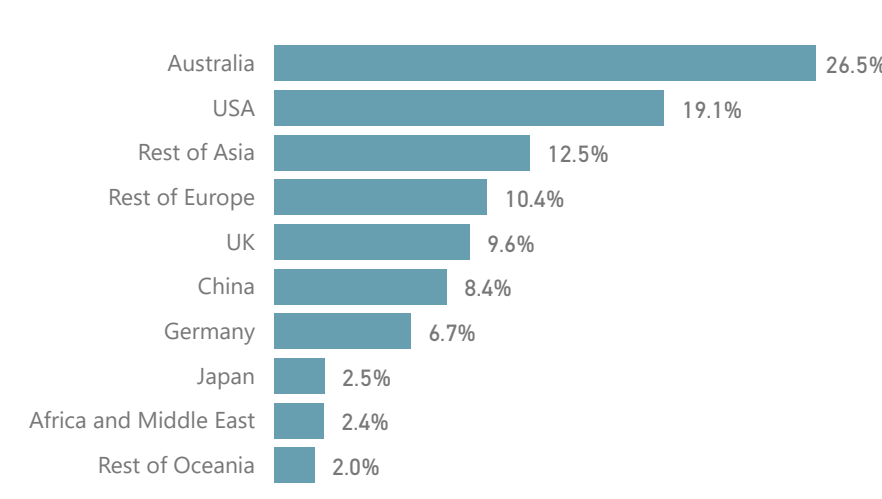
International spend trend by country - top 10



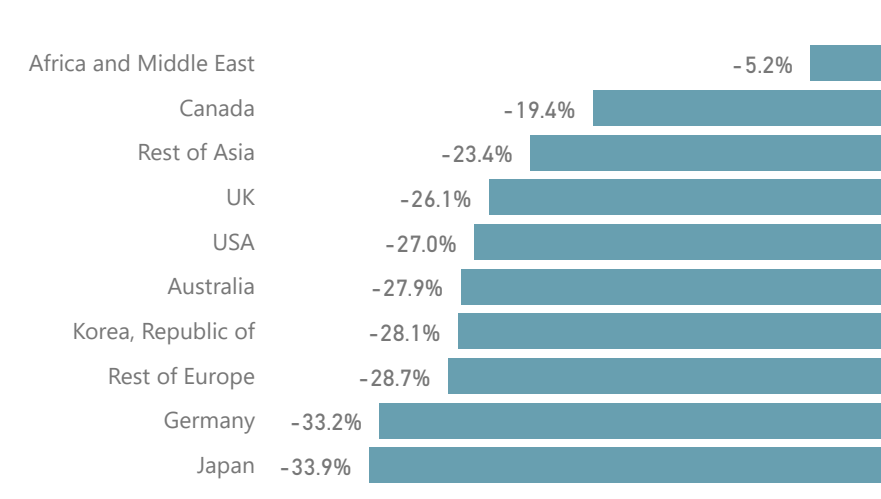
International spend CY vs PY



% International spend by top 10 countries



% spend change year on year - top 10



Data and information published on the Dunedin Key Visitor Statistics dashboards are refreshed by Enterprise Dunedin monthly from external sources and are for general information only.

Click on the numbers below to change page

Dunedin Key Visitor Statistics

Visitor Product Spend

Year ending: **Oct 2020** (Updated Dec 2020) Please note: the accommodation survey is no longer produced by Stats NZ. The last results published were for the September 2019 month.



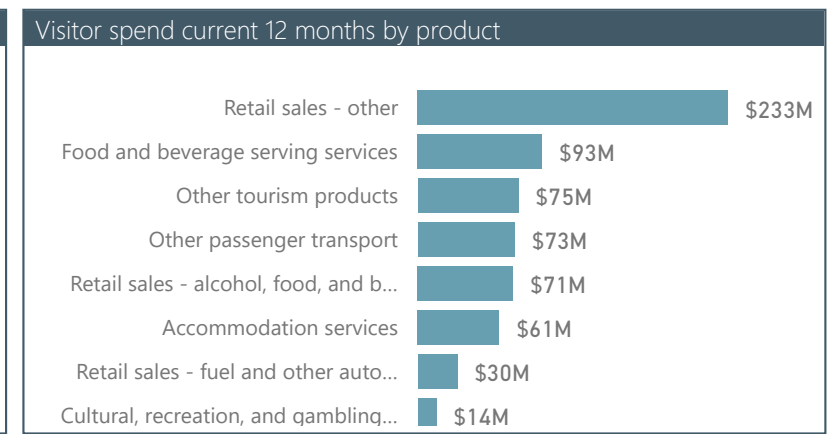
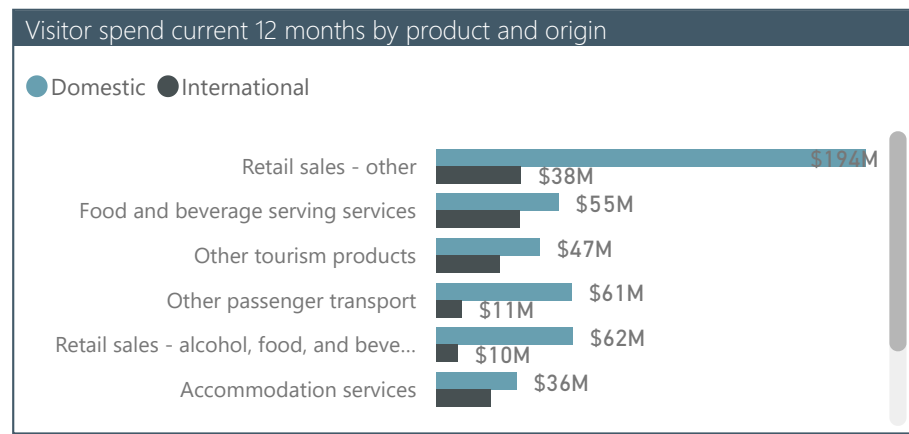
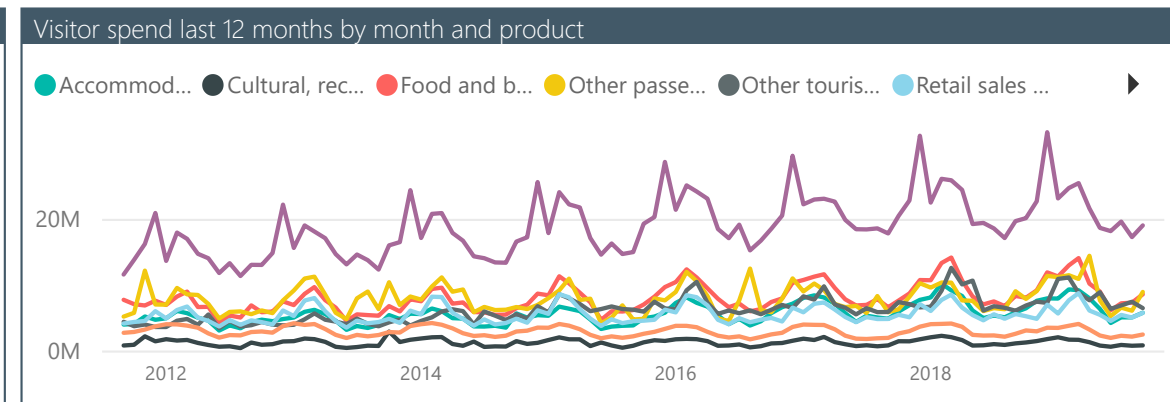
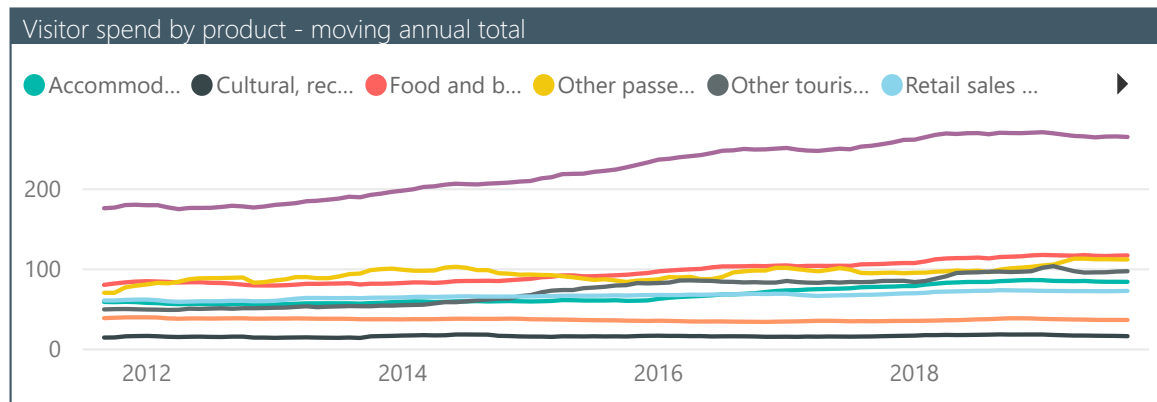
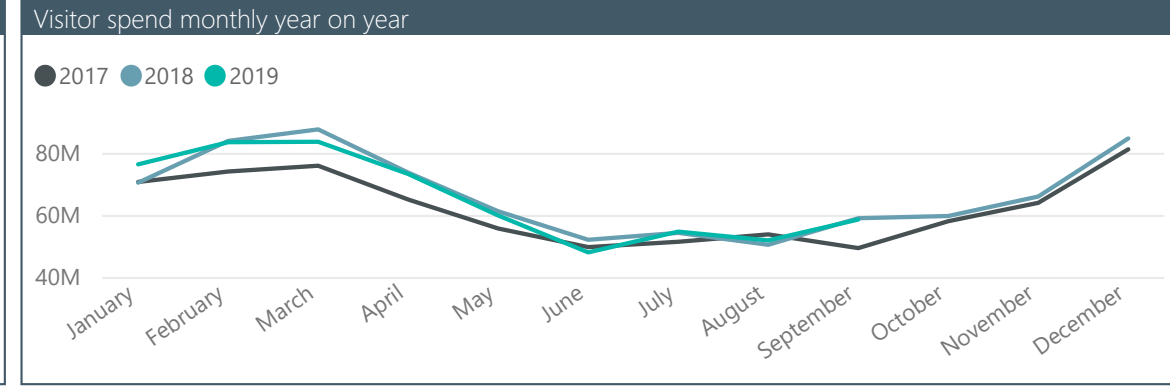
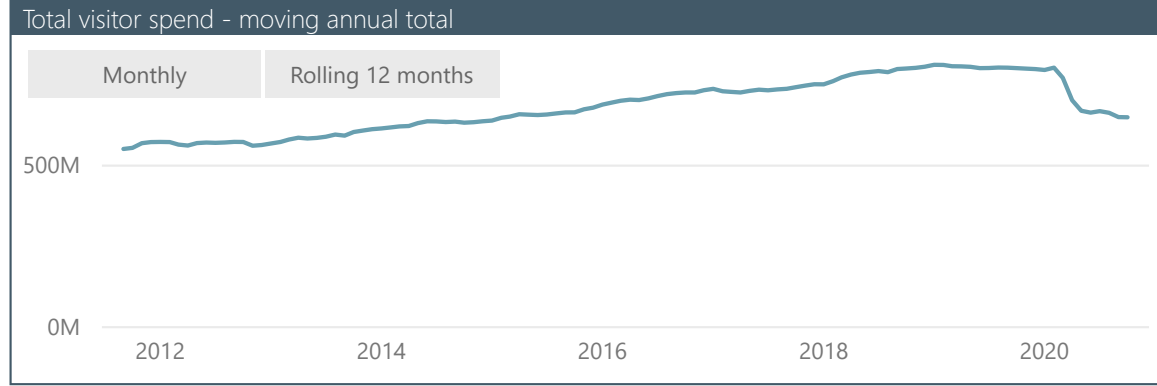
Filter by Origin

- Domestic
- International

Filter by Product

Product ▾

- Accommodation services
- Cultural, recreation, and ga...
- Food and beverage serving ...
- Other passenger transport
- Other tourism products
- Retail sales - alcohol, food, ...
- Retail sales - fuel and other ...
- Retail sales - other



Visitor spend by product

| Product | Change % | Change |
|---|---------------|----------|
| Accommodation services | -27.6% | ▼ |
| Cultural, recreation, and gambling services | -15.9% | ▼ |
| Food and beverage serving services | -21.0% | ▼ |
| Other passenger transport | -35.3% | ▼ |
| Other tourism products | -22.2% | ▼ |
| Total | -19.0% | ▼ |

Data and information published on the Dunedin Key Visitor Statistics dashboards are refreshed by Enterprise Dunedin monthly from external sources and are for general information only.

Click on the numbers below to change page

Dunedin Key Visitor Statistics

Commercial Guest Nights

Year ending: **Oct 2020** (Updated Dec 2020) Please note: the accommodation survey is no longer produced by Stats NZ. The last results published were for the September 2019 month.



Domestic commercial guest nights current 12 months

568K 3.4% ▲

International commercial guest nights current 12 months

339K -15.6% ▼

Total commercial guest nights current 12 months

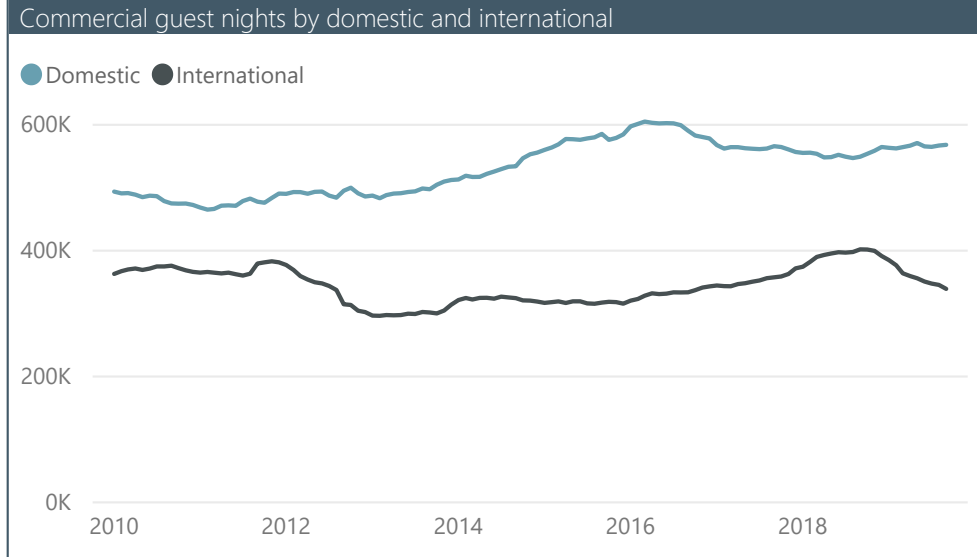
907K -4.6% ▼

Average length of stay

1.84 ▲ 1.2%

NZ commercial guest nights change

1.3% ▲

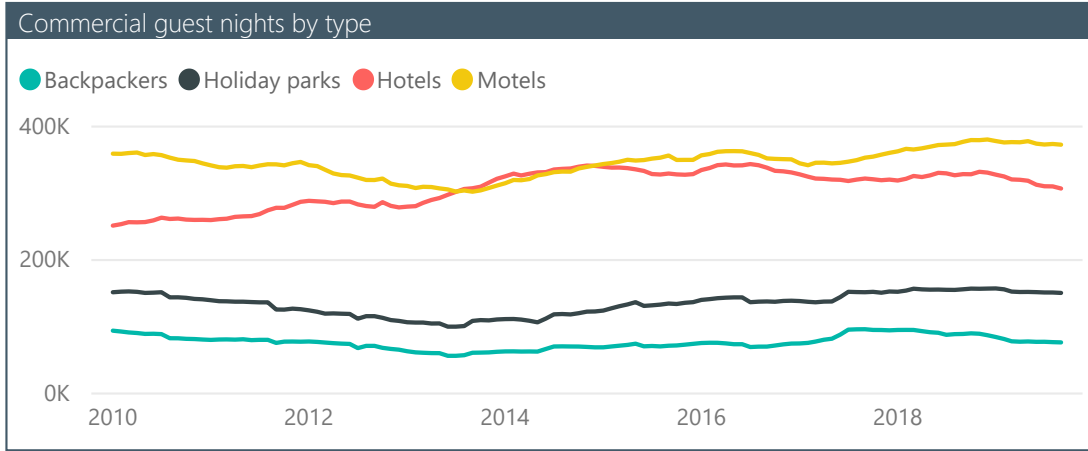
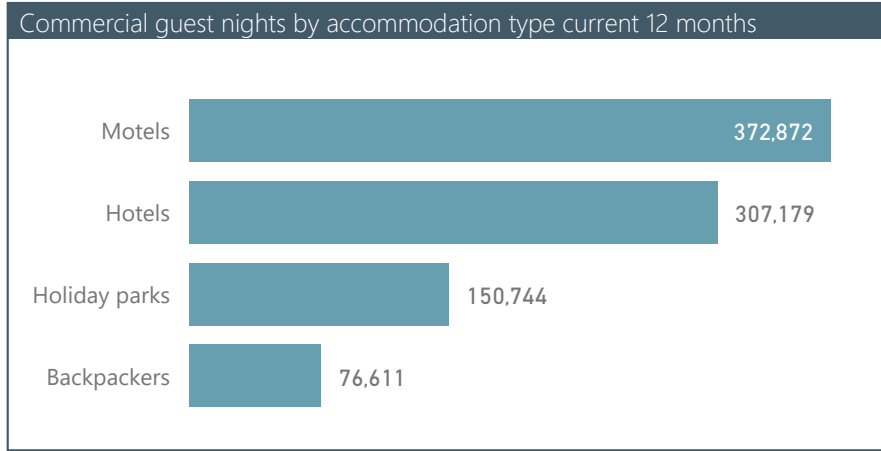
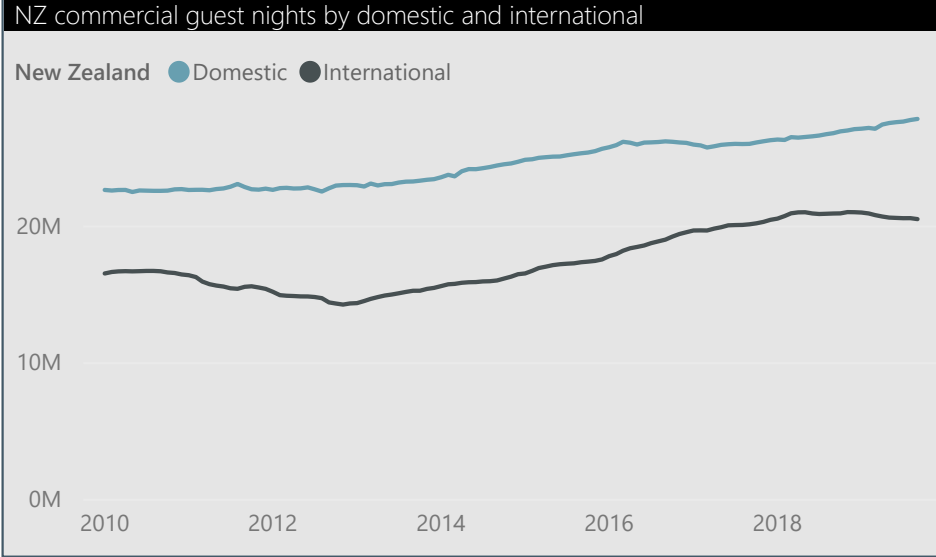


Commercial guest nights current 12 months v previous

| Origin | Current 12 months | Previous 12 months | % Change |
|---------------|-------------------|--------------------|----------------|
| Domestic | 568,161 | 549,249 | 3.4% ▲ |
| International | 339,245 | 402,050 | -15.6% ▼ |
| Total | 907,406 | 951,299 | -4.6% ▼ |

NZ commercial guest nights current 12 months v previous

| Origin | Current 12 months | Previous 12 months | % Change |
|---------------|-------------------|--------------------|---------------|
| Domestic | 27,874,084 | 26,832,380 | 3.9% ▲ |
| International | 20,541,342 | 20,951,503 | -2.0% ▼ |
| Total | 48,415,426 | 47,783,883 | 1.3% ▲ |



Commercial guest nights by accommodation type

| Type | Current 12 months | Previous 12 months | Change |
|---------------|-------------------|--------------------|---------------|
| Motels | 372,872 | 377,159 | -1.14% |
| Hotels | 307,179 | 328,736 | -6.56% |
| Holiday parks | 150,744 | 156,170 | -3.47% |
| Backpackers | 76,611 | 89,232 | -14.14% |
| Total | 907,406 | 951,297 | -4.61% |

Data and information published on the Dunedin Key Visitor Statistics dashboards are refreshed by Enterprise Dunedin monthly from external sources and are for general information only.

Click on the numbers below to change page

Dunedin Key Visitor Statistics

Occupancy rate and guest arrivals

Year ending: **Oct 2020** (Updated Dec 2020) Please note: the accommodation survey is no longer produced by Stats NZ. The last results published were for the September 2019 month.



Filter by Accommodation Type

- Select all
- Backpackers
- Holiday parks
- Hotels
- Motels

Occupancy rate current 12 months

55.5%

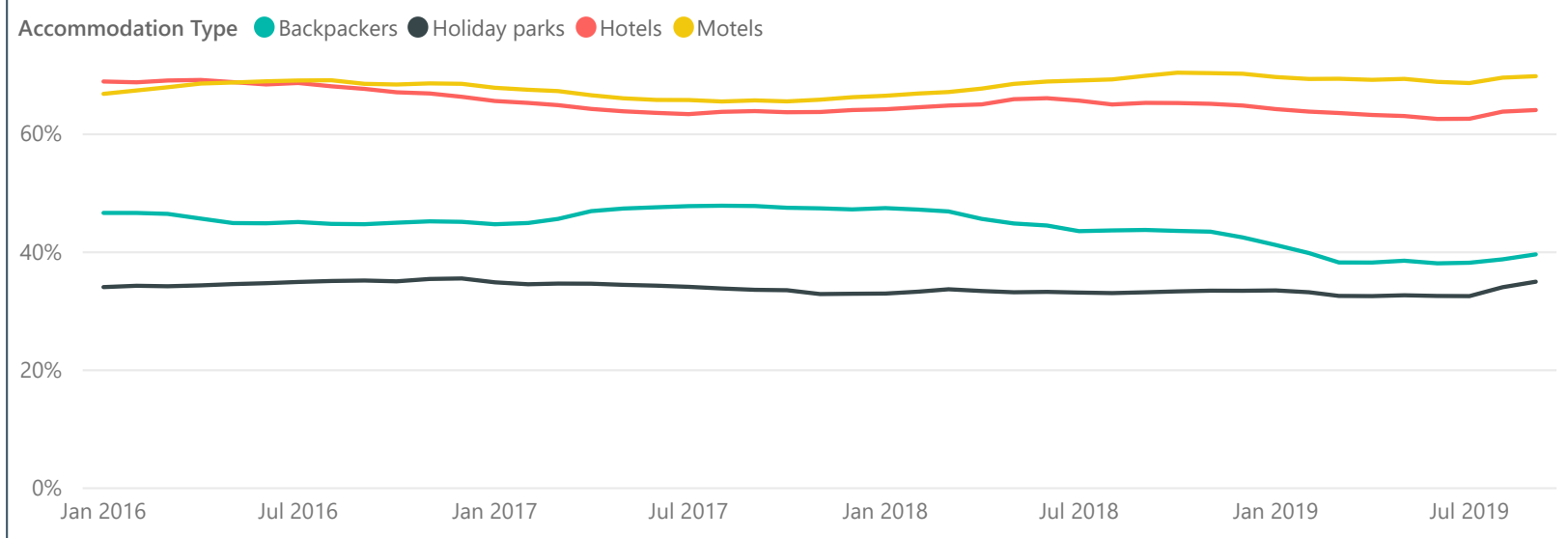
Occupancy rate previous 12 months

56.22%

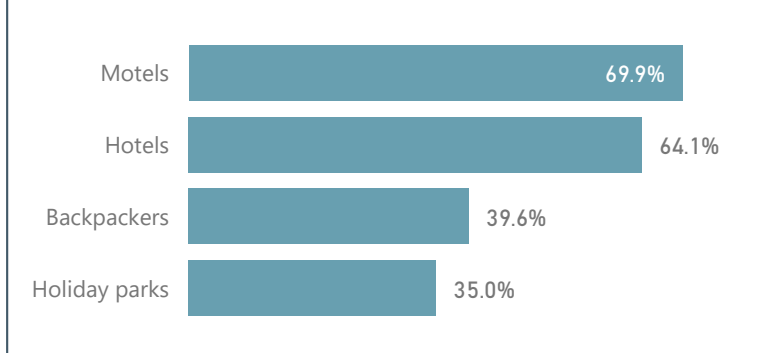
Occupancy rate % change

-0.69% ▼

Occupancy rate by accommodation type



Occupancy rate current 12 months by accommodation type



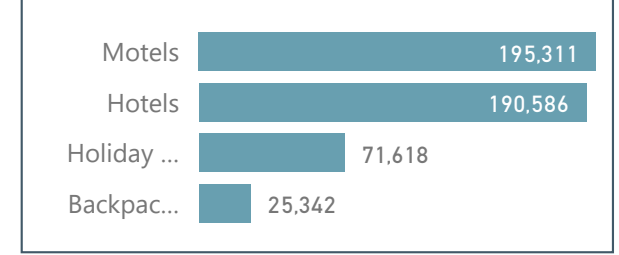
Occupancy rate

| Accommodation Type | Current 12 months | Previous 12 months | Change % |
|--------------------|-------------------|--------------------|---------------|
| Backpackers | 39.6% | 43.79% | -4.14% |
| Holiday parks | 35.0% | 33.22% | 1.79% |
| Hotels | 64.1% | 65.33% | -1.22% |
| Motels | 69.9% | 69.92% | -0.07% |
| Total | 55.5% | 56.22% | -0.69% |

Guest arrivals current 12 months

483K -5.4% ▼
Change

Guest arrivals by accommodation type



Guest arrivals by accommodation type

| Type | Change % | Change |
|---------------|--------------|----------|
| Holiday parks | -1.5% | ▼ |
| Motels | -1.6% | ▼ |
| Hotels | -7.4% | ▼ |
| Backpackers | -23.6% | ▼ |
| Total | -5.4% | ▼ |

Occupancy rate - top 5 Regional Tourism Organisation (RTO) - current 12 months

| RTO | Rate current 12 months |
|--------------|------------------------|
| Queenstown | 68.6% |
| Wellington | 66.3% |
| Auckland | 64.6% |
| Mackenzie | 54.8% |
| Dunedin | 53.9% |
| Total | 64.5% |

Data and information published on the Dunedin Key Visitor Statistics dashboards are refreshed by Enterprise Dunedin monthly from external sources and are for general information only.

Click on the numbers below to change page

Dunedin Key Visitor Statistics

Regional Comparisons

Year ending: **Oct 2020** (Updated Dec 2020) Please note: the accommodation survey is no longer produced by Stats NZ. The last results published were for the September 2019 month.



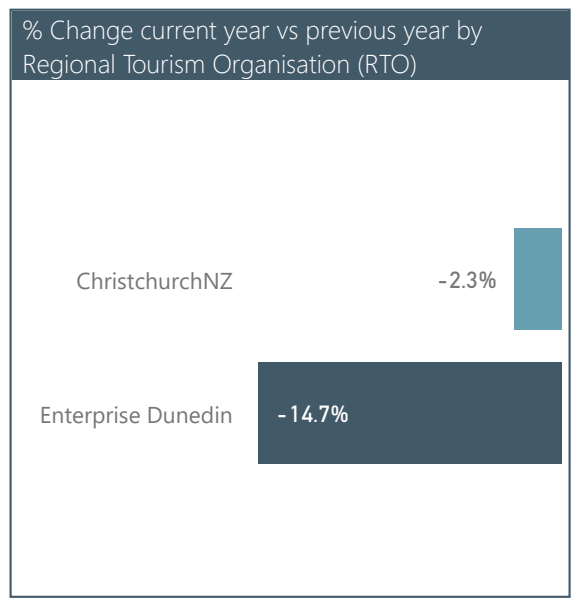
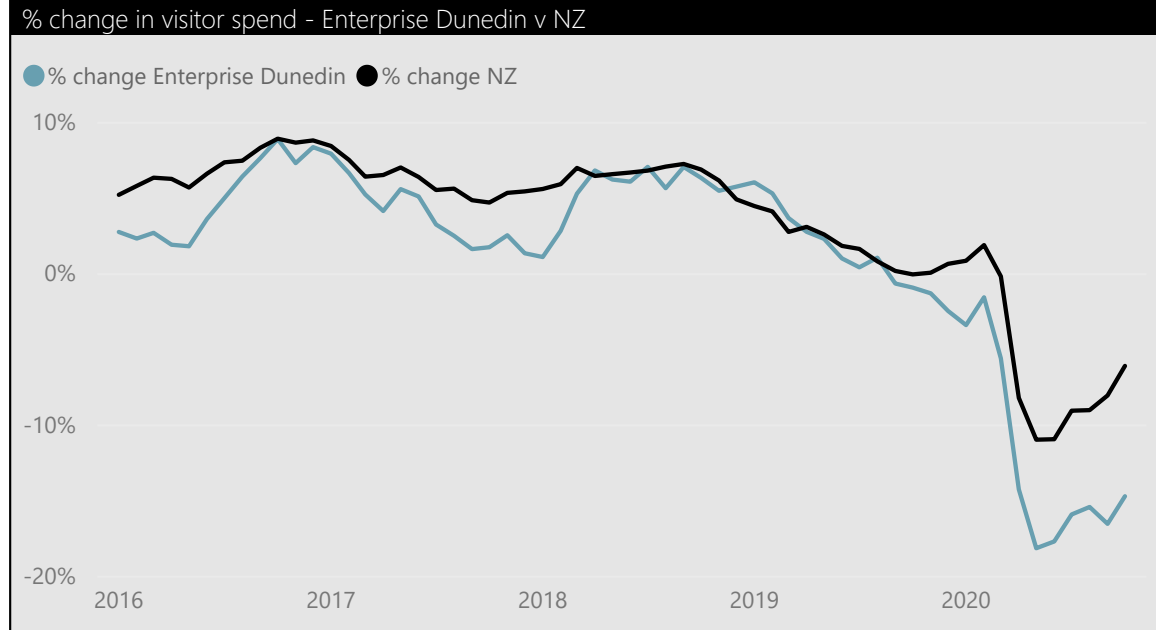
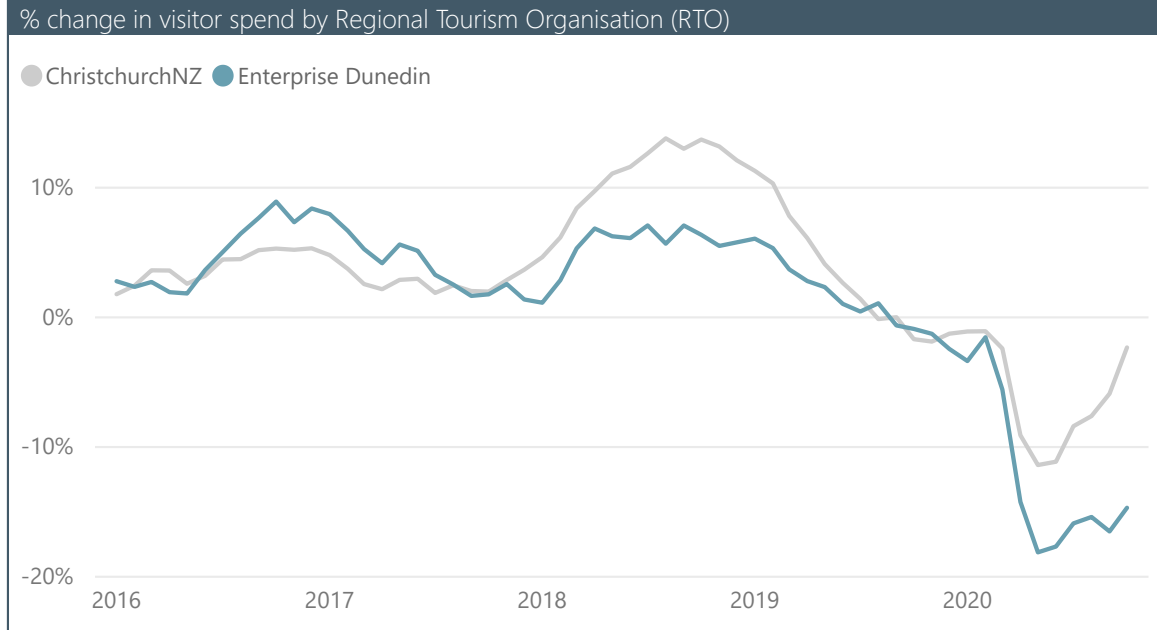
Filter by Origin

Domestic
 International

Filter by Regional Tourism Organisation (RTO)

Select all

- Activate Tairāwhiti
- Aoraki Tourism
- Auckland Tourism, Event...
- Central Economic Devel...
- ChristchurchNZ
- Destination Clutha
- Destination Coromandel
- Destination Fiordland
- Destination Great Lake T...
- Destination Kaikoura
- Destination Marlborough
- Destination Queenstown
- Destination Rotorua
- Destination Wairarapa
- Development West Coast
- Enterprise Dunedin
- Great South
- Hamilton & Waikato Tou...
- Hawke's Bay Tourism
- Hurunui Tourism
- Lake Wanaka Tourism
- Mackenzie Region
- Nelson Regional Develo...
- Northland Inc



NZ visitor spend and growth

| | Current 12 months | Previous 12 months | Change % | Change |
|-------------|-------------------|--------------------|----------|--------|
| New Zealand | \$16,412,383,056 | 17,472,408,702 | -6.1% | ▼ |

Visitor spend and growth by Regional Tourism Organisation (RTO)

| RTO | Current 12 months | Previous 12 months | Change % | Change |
|--------------------|------------------------|----------------------|--------------|----------|
| ChristchurchNZ | \$1,720,284,169 | 1,761,150,886 | -2.3% | ▼ |
| Enterprise Dunedin | \$485,447,646 | 568,986,455 | -14.7% | ▼ |
| Total | \$2,205,731,815 | 2,330,137,340 | -5.3% | ▼ |

Data and information published on the Dunedin Key Visitor Statistics dashboards are refreshed by Enterprise Dunedin monthly from external sources and are for general information only.

Click on the numbers below to change page

Dunedin Key Visitor Statistics

Data sources and glossary



dunedin

Data Sources

Data within this Report is sourced from the following locations:



Visitor Spend

MBIE - Monthly Regional Tourism Estimates - <https://www.mbie.govt.nz/info-services/sectors-industries/tourism/tourism-research-data/monthly-regional-tourism-estimates/data-download>



Commercial guest nights, Occupancy rate, Guest arrivals

- Statistics New Zealand, Information releases - Accommodation survey -

<https://www.stats.govt.nz/information-releases/>

- Statistics New Zealand - <http://archive.stats.govt.nz/infoshare/>

- Accommodation survey - RTO by variable

Please note: The accommodation survey is no longer produced by Stats NZ. The last results published were for the September 2019 month (Stats NZ, 14 November 2019).

View upcoming scheduled tourism survey releases

Click on this page from the Ministry of Business, Innovation & Employment which identifies the upcoming scheduled tourism survey releases:

<https://www.mbie.govt.nz/immigration-and-tourism/tourism-research-and-data/tourism-data-overview/data-release-calendar/>

Glossary

% Change YOY (year on year) - For current year end against previous year end

Commercial guest night - The equivalent to one guest spending one night at commercial accommodation

CY - Current year

Guest arrivals - The total number of people staying at commercial accommodation

Occupancy rate - The percentage of beds taken compared to the availability of stay unit nights to monthly capacity- excludes holiday parks (Definition source: MBIE Commercial Accommodation Monitor)

IVS - International Visitor Spend

Moving Annual Total (MAT) - The total value of the previous 12 months including the current month of analysis.

This is a rolling yearly sum

PY - Previous Year

RTO - Regional Tourism Organisation

YOY - Year on Year

Year ending - The previous 12-month period including the current month

Data and information published on the Dunedin Key Visitor Statistics dashboards are refreshed by Enterprise Dunedin monthly from external sources and are for general information only.

While we endeavour to keep the information up to date and correct, we make no representations or warranties of any kind, about the completeness, accuracy, reliability, suitability or availability with respect to the website or the information or graphics contained on the website. Any reliance will be at your own risk and before taking any action or making any decision based on this information; we recommend you seek professional advice.



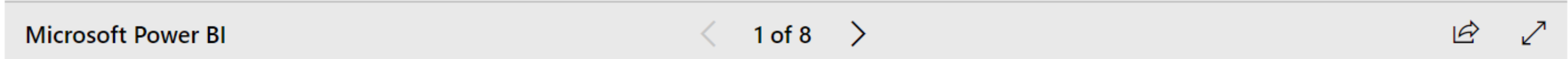
Click on the numbers below to change page

Navigating between pages

To move between pages one by one click on the left or right arrows



To make the report full screen



To jump to a specific page click on the number



To share the report



Filter the data in the charts

To filter the data in the charts click in the appropriate check box when available



Origin

- Domestic
- International

Scrolling in the Charts

