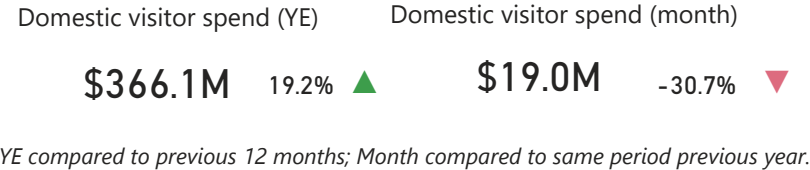
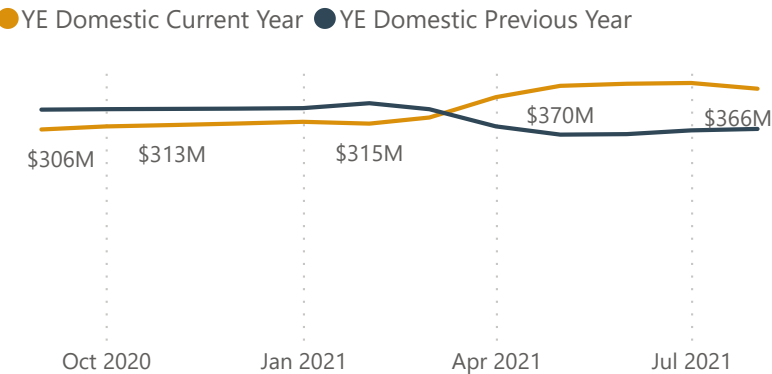


Dunedin Tourism Statistics - August 2021

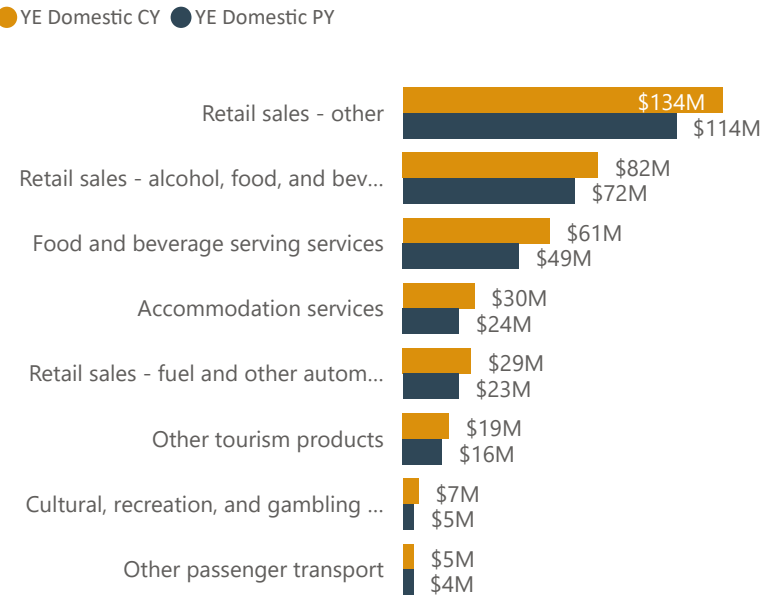
Dunedin Domestic Spend: August 2021



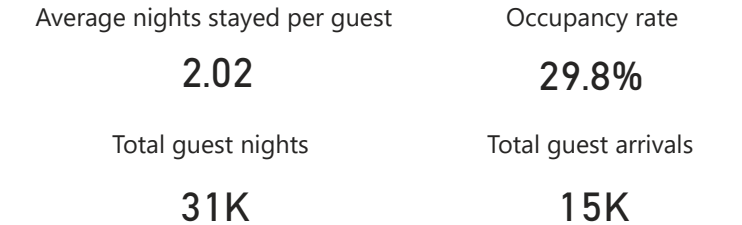
YE domestic spend



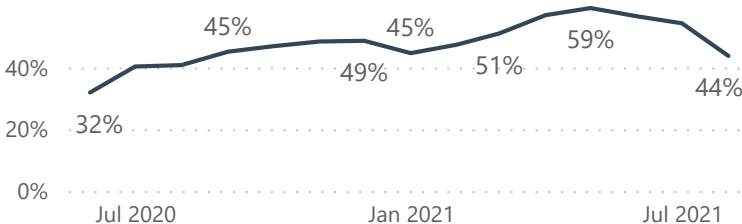
YE domestic spend by product



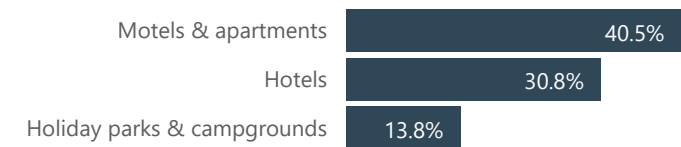
Dunedin Accommodation: August 2021



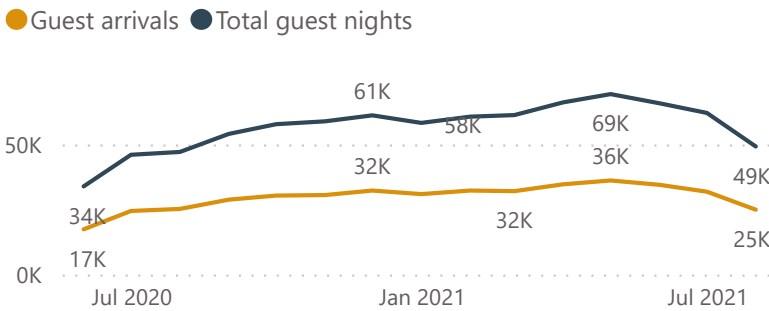
Occupancy rate 3 months rolling average



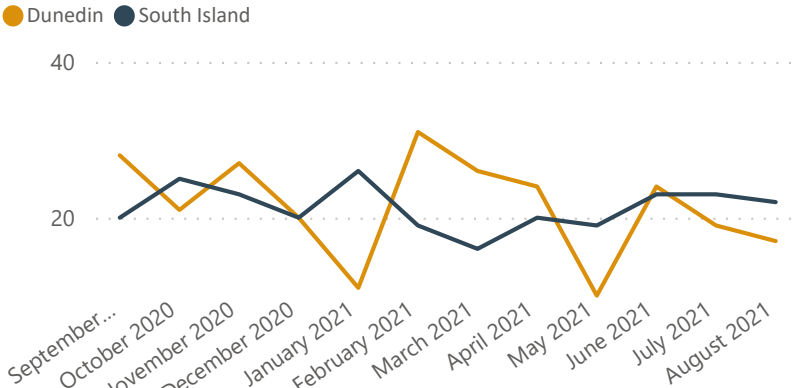
Occupancy Rate by Property



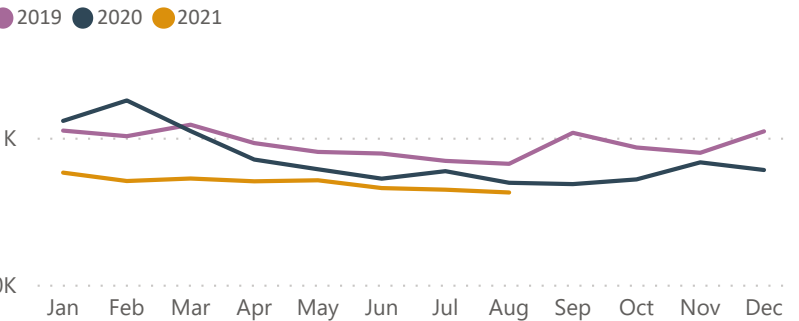
Guest nights and guest arrivals 3 months rolling average



Tourism Sentiment Index



Active rental properties (AirDNA)



Sources

- Accommodation Data Programme** - short-term accommodation data provided by the Ministry of Business, Innovation, and Employment.
- AirDNA** - short-term vacation rental data and analytics, tracking the daily performance of listings on Airbnb, Vrbo, and more.
- Tourism Electronic Card Transactions** - monthly tourism spend data provided by the Ministry of Business, Innovation, and Employment.
- Tourism Sentiment Index** - aggregate score that focuses on online conversations that reference or affect a potential traveller's perceptions.

Key

- YE = Year End (12 month period ending in the month of the report)
- CY = Current Year (current 12 month period ending in the month of the report)
- PY = Previous Year (the 12 months prior to the current 12 month period)