Dunedin Tourism Statistics - August 2021

Dunedin Domestic Spend: August 2021

Domestic visitor spend (month) Domestic visitor spend (YE)

\$366 1M 19.2% **A**

Apr 2021

\$19.0M

Jul 2021

YE compared to previous 12 months; Month compared to same period previous year.

YE domestic spend



Jan 2021

YE domestic spend by product

● YE Domestic CY ■ YE Domestic PY

Oct 2020



Dunedin Accommodation: August 2021

Average nights stayed per guest

Occupancy rate

2.02

29.8%

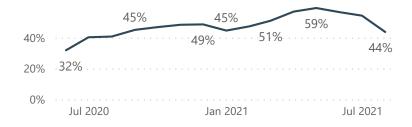
Total guest nights

Total quest arrivals

31K

15K

Occupancy rate 3 months rolling average

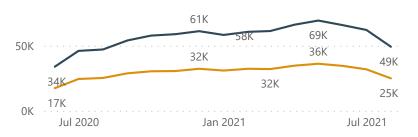


Occupancy Rate by Property



Guest nights and guest arrivals 3 months rolling average

● Guest arrivals ● Total guest nights



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.

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)