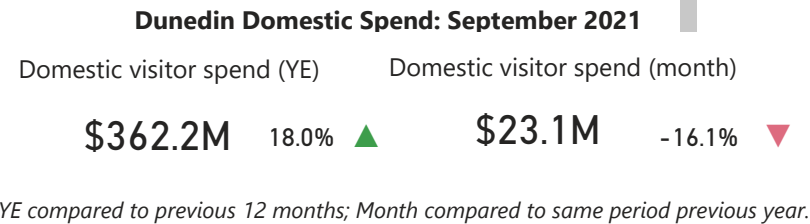
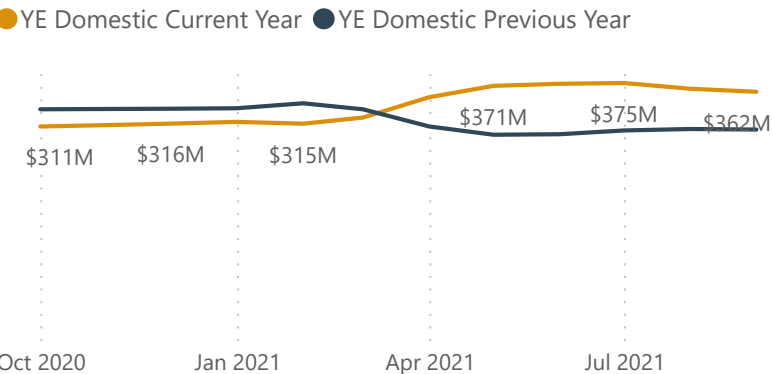


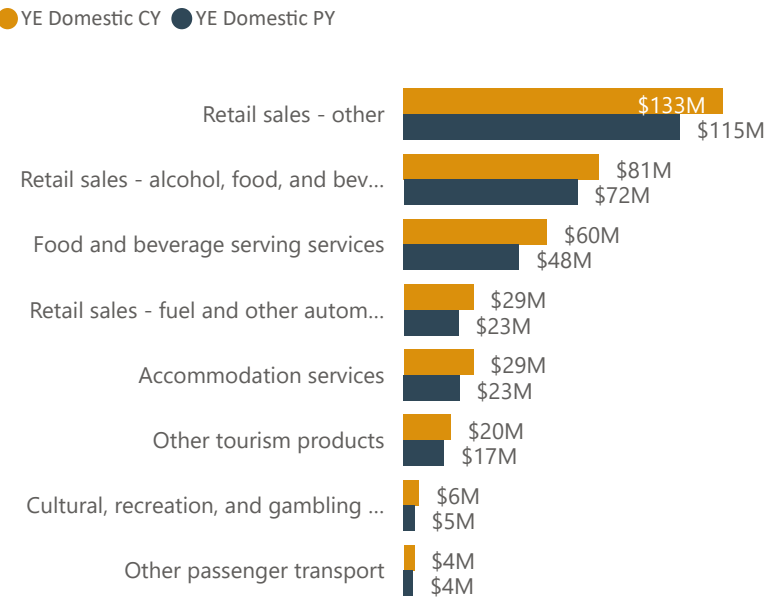
Dunedin Tourism Statistics - September 2021



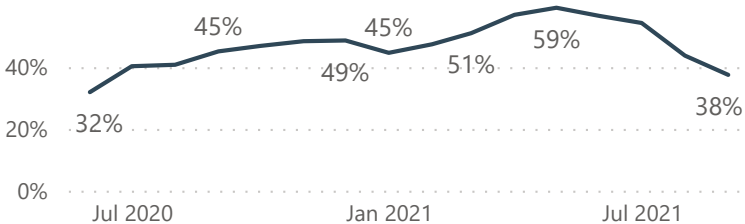
YE domestic spend



YE domestic spend by product



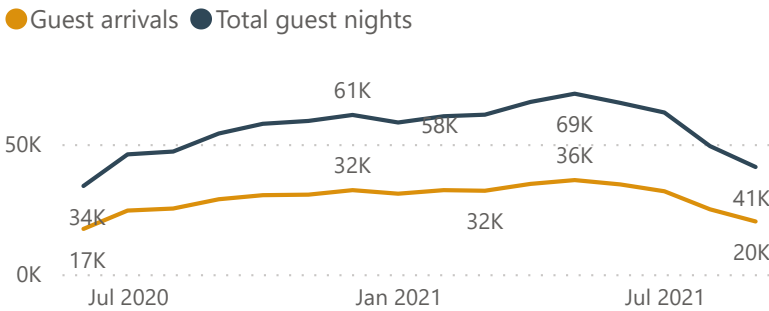
Occupancy rate 3 months rolling average



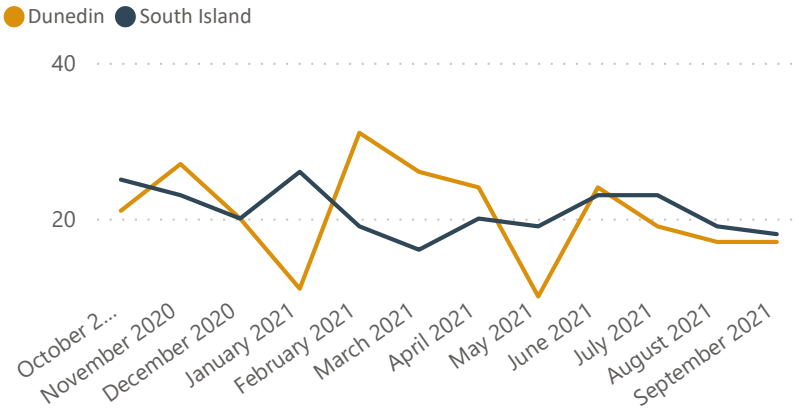
Occupancy Rate by Property



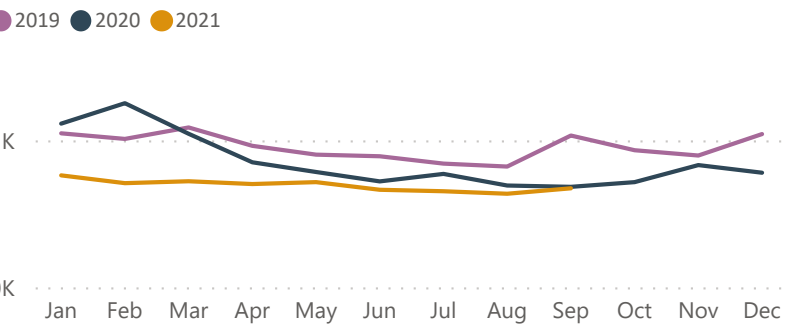
Guest nights and guest arrivals 3 months rolling average



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)