## **Dunedin Tourism Statistics - September 2021**

# Dunedin Domestic Spend: September 2021 Domestic visitor spend (YE) Domestic visitor spend (month) \$362.2M 18.0% \$23.1M -16.1%

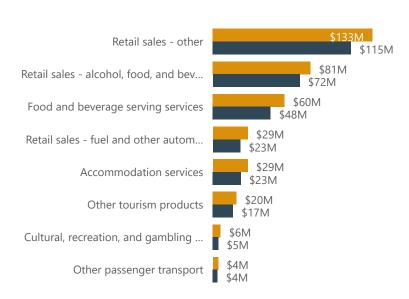
YE compared to previous 12 months; Month compared to same period previous year.

#### YE domestic spend



#### YE domestic spend by product





#### **Dunedin Accommodation: September 2021**

Average nights stayed per guest

Occupancy rate

2.12

29.7%

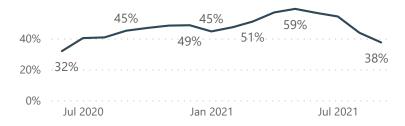
Total guest nights

Total guest arrivals

29K

14K

### Occupancy rate 3 months rolling average

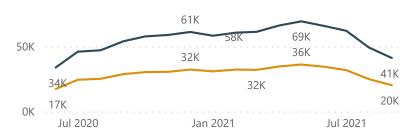


#### Occupancy Rate by Property



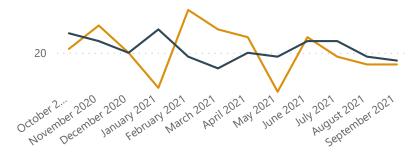
## Guest nights and guest arrivals 3 months rolling average

● 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.

#### 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)