

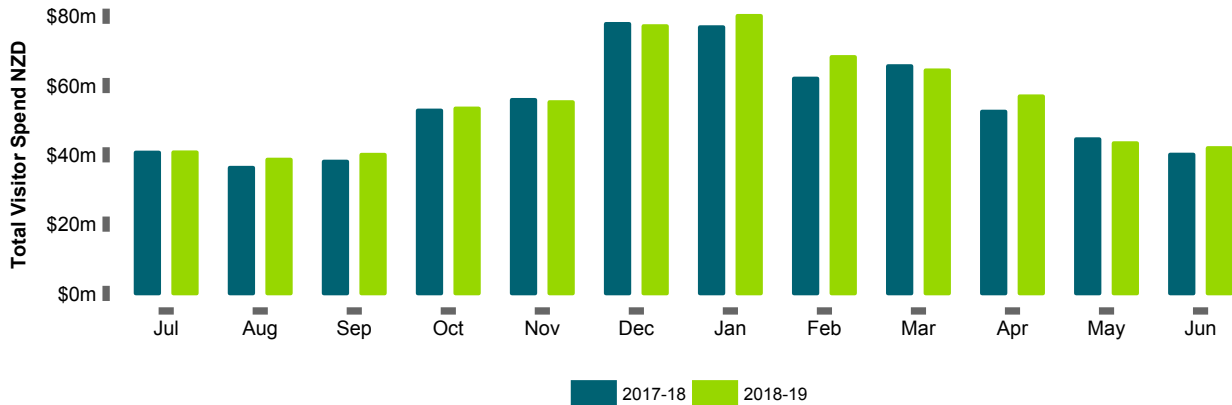
# Summary Report

## August 2019 Hawke's Bay Tourism



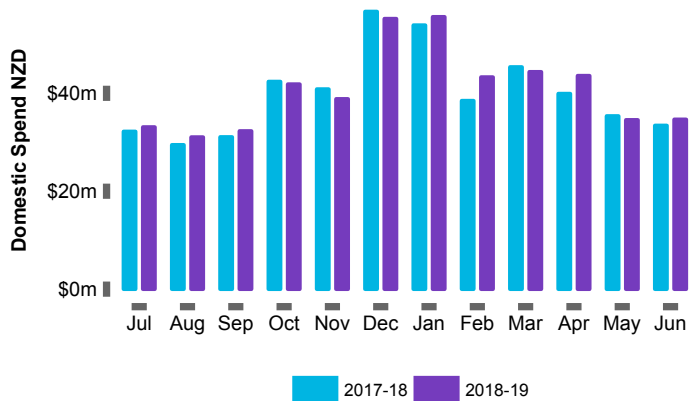
Data Source: Monthly Regional Tourism Estimates (MBIE), Accommodation Survey (Stats NZ)

### 1. Monthly Total Spend



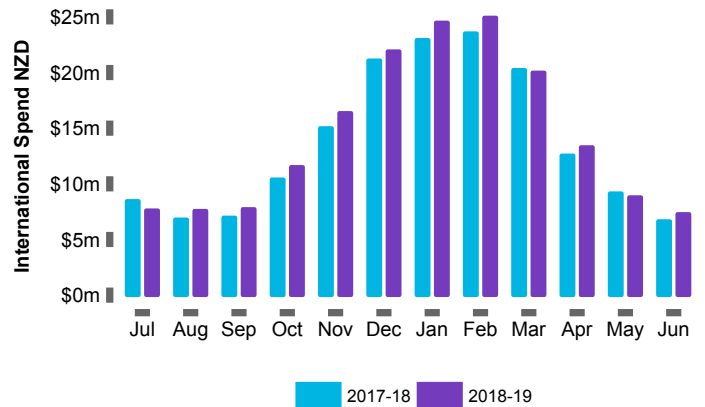
Source: Monthly Regional Tourism Estimates

### 2. Monthly Domestic Spend



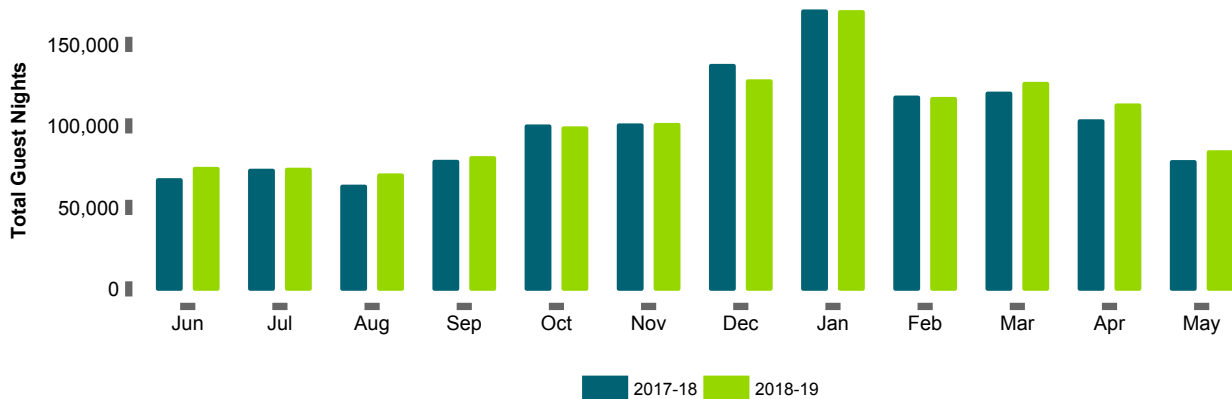
Source: Monthly Regional Tourism Estimates

### 3. Monthly International Spend



Source: Monthly Regional Tourism Estimates

### 4. Monthly Total Guest Nights



Source: Accommodation Survey

5. Annual Percentage Change In Total Visitor Spend

	Domestic 2018-19	International 2018-19	Total 2018-19	*Domestic %	*International %	*Total %
Jul	\$33.1m	\$ 7.6m	\$40.7m	2.8%	-10.6%	0%
Aug	\$31.0m	\$ 7.6m	\$38.6m	5.1%	11.8%	6.3%
Sep	\$32.3m	\$ 7.7m	\$40.0m	3.9%	10%	5%
Oct	\$41.9m	\$11.5m	\$53.4m	-1.2%	10.6%	1.1%
Nov	\$38.9m	\$16.4m	\$55.2m	-4.9%	9.3%	-1.3%
Dec	\$55.2m	\$21.9m	\$77.1m	-2.6%	3.8%	-0.9%
Jan	\$55.6m	\$24.5m	\$80.1m	3.2%	7%	4.3%
Feb	\$43.3m	\$24.9m	\$68.2m	12.5%	6%	10%
Mar	\$44.4m	\$20.0m	\$64.4m	-2.2%	-1%	-1.8%
Apr	\$43.6m	\$13.3m	\$56.9m	9.3%	5.6%	8.4%
May	\$34.6m	\$ 8.8m	\$43.4m	-2.3%	-4.3%	-2.5%
Jun	\$34.7m	\$ 7.3m	\$42.0m	3.9%	10.6%	4.7%

Source: Monthly Regional Tourism Estimates.

6. Annual Percentage Change In Total Guest Nights

	Total Guest Nights 2018-19	*Guest Nights %
Jun	73,713	10.4%
Jul	73,191	0.9%
Aug	69,695	11%
Sep	80,291	2.9%
Oct	98,568	-1.2%
Nov	100,655	0.3%
Dec	127,407	-6.9%
Jan	169,860	-0.2%
Feb	116,606	-0.7%
Mar	125,860	5%
Apr	112,614	9.4%
May	83,906	7.8%

Source: Accommodation Survey.

7. Monthly Occupancy Rate

	Occupancy Rate
Jun	38%
Jul	36%
Aug	34%
Sep	41%
Oct	47%
Nov	51%
Dec	54%
Jan	64%
Feb	59%
Mar	60%
Apr	51%
May	42%

Source: Accommodation Survey.

8. Annual Spending and Total Guest Nights

RTO	Domestic Spend	*Domestic Spend %	International	*International Spend %	Guest Nights	*Guest Nights %
Northland Inc	\$847.5m	-1.3%	\$267.7m	+2%	1,960,736	+0.1%
Destination Coromandel	\$384.6m	+10.8%	\$111.4m	+9.7%	962,523	+4.4%
Hamilton & Waikato Tourism	\$1,196.3m	+2.9%	\$361.8m	+3.4%	1,477,185	+5%
Tourism Bay of Plenty	\$849.3m	+3.9%	\$232.6m	+10.8%	1,491,504	-0.8%
Destination Rotorua	\$476.3m	+4.7%	\$348.8m	-4%	2,282,428	-2.7%
Destination Great Lake Taupo	\$464.6m	+6.7%	\$219.1m	+11.1%	1,139,230	-2.1%
Visit Ruapehu	\$162.9m	+7.9%	\$48.3m	+5.6%	491,451	+2%
Venture Taranaki	\$325.9m	+4.6%	\$89.3m	+10.4%	667,555	-0.4%
Hawke's Bay Tourism	\$488.5m	+2%	\$171.5m	+4.7%	1,232,366	+2.2%
Visit Whanganui	\$108m	-1%	\$23.8m	+8.8%	210,891	+7.7%
CEDA	\$408.9m	+2.3%	\$76.9m	+8.5%	500,578	+7.6%
WREDA	\$1,688.4m	+5.4%	\$818.5m	+9.8%	2,949,054	+2%
Destination Wairarapa	\$156.4m	+6.7%	\$38.4m	+7.3%	267,682	+6.1%
NRDA	\$441m	+1.8%	\$228.7m	-0.9%	1,477,399	-0.8%
Destination Marlborough	\$267m	+0.6%	\$130.4m	+2.2%	739,038	-5.3%
Destination Kaikoura	\$57m	+18.5%	\$61.4m	+32.5%	329,683	+8.4%
Tourism West Coast	\$232m	-8%	\$272.9m	+1%	1,339,444	-4.7%
ChristchurchNZ	\$1,920.9m	+2.5%	\$1,199.5m	+6.6%	3,912,877	+2%
Mackenzie Region	\$102.2m	-4.4%	\$196.9m	+6.9%	889,853	+6.4%
Aoraki Tourism	\$179.4m	+3.8%	\$48.6m	+5.3%	306,484	-2.4%
Lake Wanaka Tourism	\$236.7m	+3.9%	\$337.6m	+6.5%	948,378	+0.7%
Tourism Waitaki	\$122.8m	+1.7%	\$61.7m	+11.7%	426,539	+1.3%
Destination Queenstown	\$846.4m	+1%	\$1,531.6m	+4.6%	3,670,549	+0.7%
Tourism Central Otago	\$162.8m	+9%	\$49.9m	+6.2%	327,149	-0.7%
Destination Fiordland	\$81.3m	+0.9%	\$156m	+7%	728,512	+1.8%
Enterprise Dunedin	\$540.4m	+0.3%	\$230.7m	+6%	927,175	-1.8%
Venture Southland	\$327.5m	+1.7%	\$108.1m	+5%	473,733	+1.9%
Destination Clutha	\$53.8m	+2.7%	\$15.1m	+5.5%	96,396	+9.3%
Not elsewhere classified	\$213.8m	+5.6%	\$39.4m	+4.5%	523,286	+4.5%

Source: Monthly Regional Tourism Estimates, Accommodation Survey.

\* Percentage change from same month last year

Hawke's Bay Tourism covers Central Hawke's Bay District, Hastings District, Napier City, Wairoa District