

# Summary Report

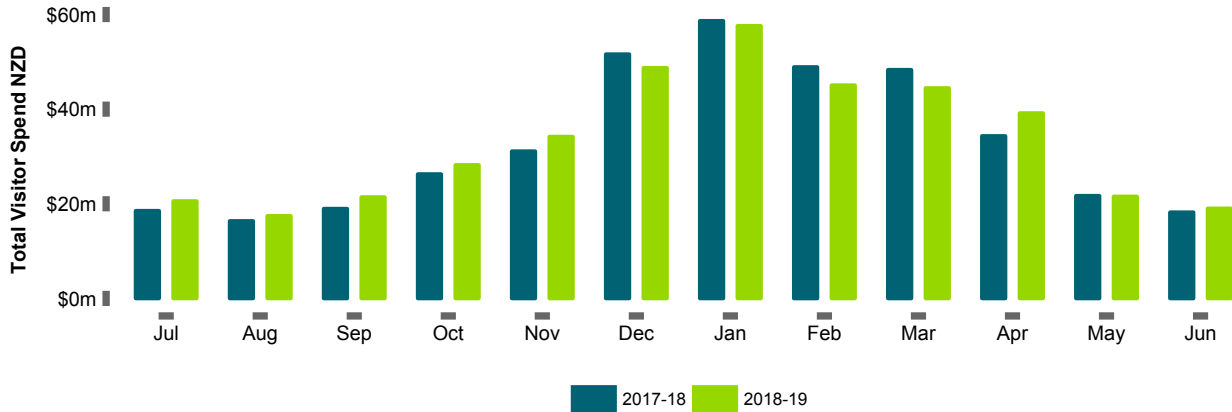
August 2019

# Destination Marlborough



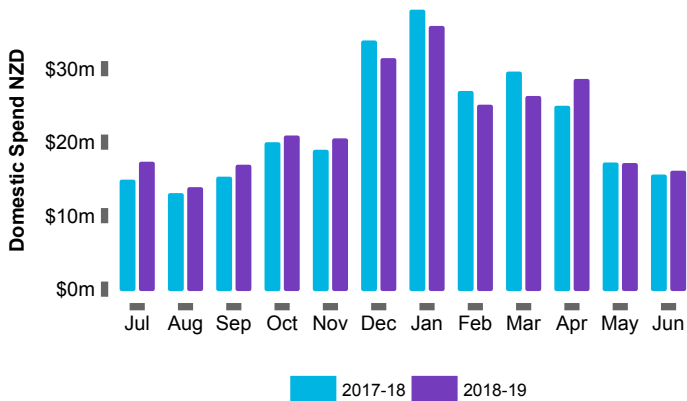
Data Source: Monthly Regional Tourism Estimates (MBIE), Accommodation Survey (Stats NZ)

## 1. Monthly Total Spend



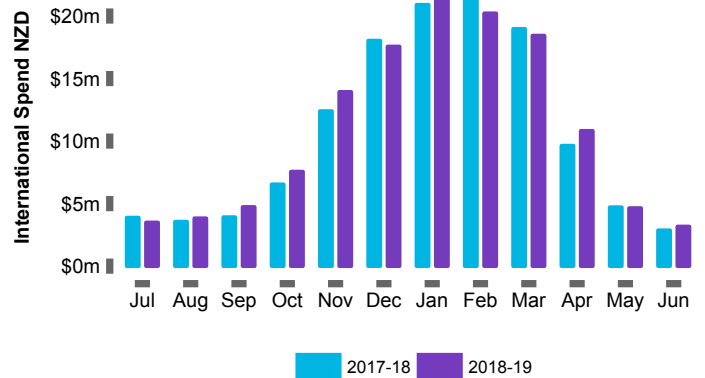
Source: Monthly Regional Tourism Estimates

## 2. Monthly Domestic Spend



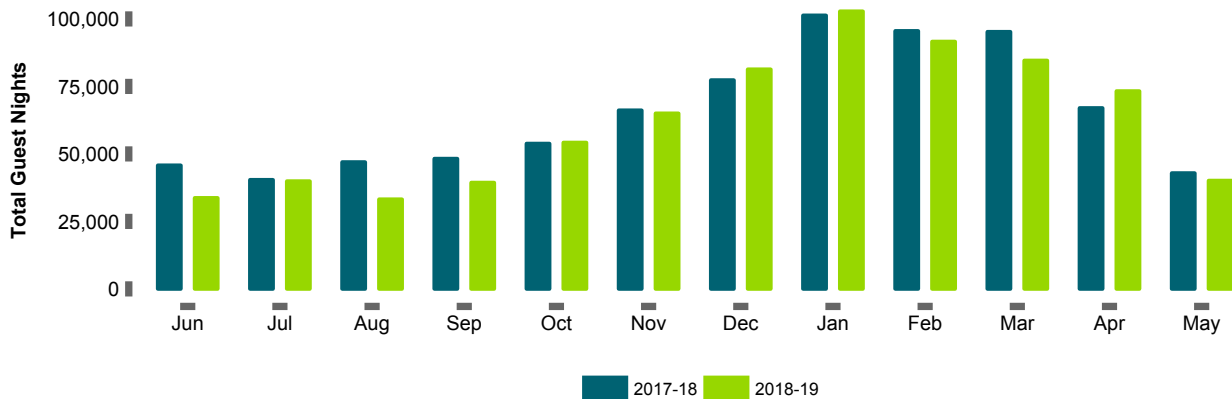
Source: Monthly Regional Tourism Estimates

## 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	\$17.1m	\$ 3.5m	\$20.6m	17.1%	-10.3%	11.4%
Aug	\$13.6m	\$ 3.8m	\$17.4m	6.2%	5.6%	6.1%
Sep	\$16.7m	\$ 4.7m	\$21.4m	11.3%	20.5%	12.6%
Oct	\$20.6m	\$ 7.6m	\$28.2m	4.6%	16.9%	7.2%
Nov	\$20.3m	\$13.9m	\$34.2m	8.6%	12.1%	10%
Dec	\$31.2m	\$17.6m	\$48.7m	-7.1%	-2.2%	-5.6%
Jan	\$35.6m	\$22.0m	\$57.6m	-5.8%	5.3%	-1.9%
Feb	\$24.8m	\$20.2m	\$45.1m	-7.1%	-9%	-7.8%
Mar	\$26.0m	\$18.4m	\$44.5m	-11.3%	-3.2%	-7.9%
Apr	\$28.3m	\$10.8m	\$39.2m	14.6%	12.5%	14.3%
May	\$16.9m	\$ 4.6m	\$21.5m	-0.6%	-2.1%	-0.9%
Jun	\$15.9m	\$ 3.2m	\$19.0m	3.9%	10.3%	4.4%

Source: Monthly Regional Tourism Estimates.

## 6. Annual Percentage Change In Total Guest Nights

	Total Guest Nights 2018-19	*Guest Nights %
Jun	33,691	-26.4%
Jul	39,894	-1.2%
Aug	33,189	-29.3%
Sep	39,360	-18.4%
Oct	54,194	0.7%
Nov	65,011	-1.7%
Dec	81,332	5.2%
Jan	102,814	1.5%
Feb	91,606	-4.1%
Mar	84,587	-11.2%
Apr	73,255	9.4%
May	40,105	-6.5%

Source: Accommodation Survey.

## 7. Monthly Occupancy Rate

	Occupancy Rate
Jun	26%
Jul	28%
Aug	24%
Sep	29%
Oct	36%
Nov	44%
Dec	47%
Jan	58%
Feb	63%
Mar	56%
Apr	48%
May	30%

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

Destination Marlborough covers Marlborough District