Summary Report
August 2019
Venture Southland

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

1. Monthly Total Spend

![Chart showing monthly total spend for 2017-18 and 2018-19](chart1)

Source: Monthly Regional Tourism Estimates

2. Monthly Domestic Spend

![Chart showing monthly domestic spend for 2017-18 and 2018-19](chart2)

Source: Monthly Regional Tourism Estimates

3. Monthly International Spend

![Chart showing monthly international spend for 2017-18 and 2018-19](chart3)

Source: Monthly Regional Tourism Estimates

4. Monthly Total Guest Nights

![Chart showing monthly total guest nights for 2017-18 and 2018-19](chart4)

Source: Accommodation Survey
5. Annual Percentage Change In Total Visitor Spend

<table>
<thead>
<tr>
<th></th>
<th>Domestic 2018-19</th>
<th>International 2018-19</th>
<th>Total 2018-19</th>
<th>*Domestic %</th>
<th>*International %</th>
<th>*Total %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jul</td>
<td>$24.9m</td>
<td>$3.8m</td>
<td>$28.7m</td>
<td>18%</td>
<td>-22.4%</td>
<td>10.8%</td>
</tr>
<tr>
<td>Aug</td>
<td>$22.2m</td>
<td>$4.4m</td>
<td>$26.6m</td>
<td>9.9%</td>
<td>15.8%</td>
<td>10.8%</td>
</tr>
<tr>
<td>Sep</td>
<td>$23.2m</td>
<td>$5.5m</td>
<td>$28.8m</td>
<td>5.5%</td>
<td>34.1%</td>
<td>10.8%</td>
</tr>
<tr>
<td>Oct</td>
<td>$25.5m</td>
<td>$7.4m</td>
<td>$32.9m</td>
<td>-3.4%</td>
<td>21.3%</td>
<td>1.2%</td>
</tr>
<tr>
<td>Nov</td>
<td>$26.9m</td>
<td>$10.8m</td>
<td>$37.6m</td>
<td>2.7%</td>
<td>6.9%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Dec</td>
<td>$34.8m</td>
<td>$13.3m</td>
<td>$48.1m</td>
<td>-4.1%</td>
<td>3.9%</td>
<td>-2.2%</td>
</tr>
<tr>
<td>Jan</td>
<td>$26.6m</td>
<td>$14.1m</td>
<td>$40.7m</td>
<td>-7.6%</td>
<td>-2.8%</td>
<td>-6.2%</td>
</tr>
<tr>
<td>Feb</td>
<td>$28.6m</td>
<td>$15.5m</td>
<td>$44.1m</td>
<td>-2.4%</td>
<td>-1.9%</td>
<td>-2.2%</td>
</tr>
<tr>
<td>Mar</td>
<td>$32.5m</td>
<td>$13.3m</td>
<td>$45.8m</td>
<td>-0.6%</td>
<td>1.5%</td>
<td>0%</td>
</tr>
<tr>
<td>Apr</td>
<td>$31.9m</td>
<td>$9.8m</td>
<td>$41.7m</td>
<td>6.7%</td>
<td>11.4%</td>
<td>7.8%</td>
</tr>
<tr>
<td>May</td>
<td>$28.1m</td>
<td>$5.9m</td>
<td>$34.0m</td>
<td>9.3%</td>
<td>7.3%</td>
<td>9%</td>
</tr>
<tr>
<td>Jun</td>
<td>$22.4m</td>
<td>$4.2m</td>
<td>$26.5m</td>
<td>-4.7%</td>
<td>23.5%</td>
<td>-1.5%</td>
</tr>
</tbody>
</table>

Source: Monthly Regional Tourism Estimates.

6. Annual Percentage Change In Total Guest Nights

<table>
<thead>
<tr>
<th></th>
<th>Total Guest Nights 2018-19</th>
<th>*Guest Nights %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jun</td>
<td>25,740</td>
<td>3.4%</td>
</tr>
<tr>
<td>Jul</td>
<td>28,413</td>
<td>14.7%</td>
</tr>
<tr>
<td>Aug</td>
<td>24,409</td>
<td>2.8%</td>
</tr>
<tr>
<td>Sep</td>
<td>31,158</td>
<td>13.6%</td>
</tr>
<tr>
<td>Oct</td>
<td>35,772</td>
<td>-1.1%</td>
</tr>
<tr>
<td>Nov</td>
<td>40,665</td>
<td>1.7%</td>
</tr>
<tr>
<td>Dec</td>
<td>46,799</td>
<td>4.3%</td>
</tr>
<tr>
<td>Jan</td>
<td>50,062</td>
<td>-6.7%</td>
</tr>
<tr>
<td>Feb</td>
<td>56,853</td>
<td>-0.2%</td>
</tr>
<tr>
<td>Mar</td>
<td>54,221</td>
<td>-2.9%</td>
</tr>
<tr>
<td>Apr</td>
<td>44,987</td>
<td>0.2%</td>
</tr>
<tr>
<td>May</td>
<td>34,654</td>
<td>8.7%</td>
</tr>
</tbody>
</table>

Source: Accommodation Survey.

7. Monthly Occupancy Rate

<table>
<thead>
<tr>
<th></th>
<th>Occupancy Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jun</td>
<td>28%</td>
</tr>
<tr>
<td>Jul</td>
<td>32%</td>
</tr>
<tr>
<td>Aug</td>
<td>27%</td>
</tr>
<tr>
<td>Sep</td>
<td>29%</td>
</tr>
<tr>
<td>Oct</td>
<td>33%</td>
</tr>
<tr>
<td>Nov</td>
<td>40%</td>
</tr>
<tr>
<td>Dec</td>
<td>40%</td>
</tr>
<tr>
<td>Jan</td>
<td>43%</td>
</tr>
<tr>
<td>Feb</td>
<td>53%</td>
</tr>
<tr>
<td>Mar</td>
<td>46%</td>
</tr>
<tr>
<td>Apr</td>
<td>39%</td>
</tr>
<tr>
<td>May</td>
<td>35%</td>
</tr>
</tbody>
</table>

Source: Accommodation Survey.

8. Annual Spending and Total Guest Nights

<table>
<thead>
<tr>
<th>RTO</th>
<th>Domestic Spend</th>
<th>*Domestic Spend %</th>
<th>International</th>
<th>*International Spend %</th>
<th>Guest Nights</th>
<th>*Guest Nights %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northland Inc</td>
<td>$847.5m</td>
<td>-1.3%</td>
<td>$267.7m</td>
<td>+2%</td>
<td>1,960,736</td>
<td>+0.1%</td>
</tr>
<tr>
<td>Destination Coromandel</td>
<td>$384.6m</td>
<td>+10.8%</td>
<td>$111.4m</td>
<td>+9.7%</td>
<td>962,523</td>
<td>+4.4%</td>
</tr>
<tr>
<td>Hamilton &amp; Waikato Tourism</td>
<td>$1,196.3m</td>
<td>+2.9%</td>
<td>$361.8m</td>
<td>+3.4%</td>
<td>1,477,185</td>
<td>+5%</td>
</tr>
<tr>
<td>Tourism Bay of Plenty</td>
<td>$849.3m</td>
<td>+3.9%</td>
<td>$232.6m</td>
<td>+10.8%</td>
<td>1,491,504</td>
<td>-0.8%</td>
</tr>
<tr>
<td>Destination Rotorua</td>
<td>$476.3m</td>
<td>+4.7%</td>
<td>$348.8m</td>
<td>-4%</td>
<td>2,282,428</td>
<td>-2.7%</td>
</tr>
<tr>
<td>Destination Great Lake Taupo</td>
<td>$464.6m</td>
<td>+6.7%</td>
<td>$219.1m</td>
<td>+11.1%</td>
<td>1,139,230</td>
<td>-2.1%</td>
</tr>
<tr>
<td>Visit Ruapehu</td>
<td>$162.9m</td>
<td>+7.9%</td>
<td>$48.3m</td>
<td>+5.6%</td>
<td>491,451</td>
<td>+2%</td>
</tr>
<tr>
<td>Venture Taranaki</td>
<td>$325.9m</td>
<td>+4.6%</td>
<td>$89.3m</td>
<td>+10.4%</td>
<td>667,555</td>
<td>-0.4%</td>
</tr>
<tr>
<td>Hawke's Bay Tourism</td>
<td>$488.5m</td>
<td>+2%</td>
<td>$171.5m</td>
<td>+4.7%</td>
<td>1,232,366</td>
<td>+2.2%</td>
</tr>
<tr>
<td>Visit Whanganui</td>
<td>$108m</td>
<td>+1.7%</td>
<td>$23.8m</td>
<td>+8.8%</td>
<td>210,891</td>
<td>+7.7%</td>
</tr>
<tr>
<td>CEDA</td>
<td>$408.9m</td>
<td>+2.3%</td>
<td>$76.9m</td>
<td>+8.6%</td>
<td>500,578</td>
<td>+7.6%</td>
</tr>
<tr>
<td>WREDA</td>
<td>$1,688.4m</td>
<td>+5.4%</td>
<td>$818.5m</td>
<td>+9.8%</td>
<td>2,949,054</td>
<td>+2%</td>
</tr>
<tr>
<td>Destination Wairarapa</td>
<td>$156.4m</td>
<td>+6.7%</td>
<td>$38.4m</td>
<td>+7.3%</td>
<td>267,682</td>
<td>+6.1%</td>
</tr>
<tr>
<td>NZRA</td>
<td>$441m</td>
<td>+1.8%</td>
<td>$228.7m</td>
<td>-0.9%</td>
<td>1,477,399</td>
<td>-0.8%</td>
</tr>
<tr>
<td>Destination Marlborough</td>
<td>$267m</td>
<td>+0.6%</td>
<td>$130.4m</td>
<td>+2.2%</td>
<td>739,038</td>
<td>-5.3%</td>
</tr>
<tr>
<td>Destination Kaikoura</td>
<td>$57m</td>
<td>+18.5%</td>
<td>$61.4m</td>
<td>+32.5%</td>
<td>329,683</td>
<td>+8.4%</td>
</tr>
<tr>
<td>Tourism West Coast</td>
<td>$232m</td>
<td>-8%</td>
<td>$272.9m</td>
<td>+1%</td>
<td>1,339,444</td>
<td>-4.7%</td>
</tr>
<tr>
<td>ChristchurchNZ</td>
<td>$1,920.9m</td>
<td>+2.5%</td>
<td>$1,199.5m</td>
<td>+6.6%</td>
<td>3,912,877</td>
<td>+2%</td>
</tr>
<tr>
<td>Mackenzie Region</td>
<td>$102.2m</td>
<td>-4.4%</td>
<td>$196.9m</td>
<td>+6.9%</td>
<td>889,853</td>
<td>+6.4%</td>
</tr>
<tr>
<td>Aoraki Tourism</td>
<td>$179.4m</td>
<td>+3.8%</td>
<td>$48.6m</td>
<td>+5.3%</td>
<td>306,484</td>
<td>-2.4%</td>
</tr>
<tr>
<td>Lake Wanaka Tourism</td>
<td>$236.7m</td>
<td>+3.9%</td>
<td>$337.8m</td>
<td>+6.5%</td>
<td>948,370</td>
<td>+0.7%</td>
</tr>
<tr>
<td>Tourism Waitaki</td>
<td>$122.6m</td>
<td>+1.7%</td>
<td>$61.7m</td>
<td>+11.7%</td>
<td>426,539</td>
<td>+1.3%</td>
</tr>
<tr>
<td>Destination Queenstown</td>
<td>$846.4m</td>
<td>+1%</td>
<td>$1,531.6m</td>
<td>+4.6%</td>
<td>3,670,549</td>
<td>+0.7%</td>
</tr>
<tr>
<td>Tourism Central Otago</td>
<td>$162.8m</td>
<td>+9%</td>
<td>$49.9m</td>
<td>+6.2%</td>
<td>327,149</td>
<td>-0.7%</td>
</tr>
<tr>
<td>Destination Fiordland</td>
<td>$81.3m</td>
<td>+0.9%</td>
<td>$156m</td>
<td>+7%</td>
<td>726,512</td>
<td>+1.8%</td>
</tr>
<tr>
<td>Enterprise Dunedin</td>
<td>$540.4m</td>
<td>+0.3%</td>
<td>$230.7m</td>
<td>+6%</td>
<td>927,175</td>
<td>-1.8%</td>
</tr>
<tr>
<td>Venture Southland</td>
<td>$327.5m</td>
<td>+1.7%</td>
<td>$108.1m</td>
<td>+5%</td>
<td>473,733</td>
<td>+1.9%</td>
</tr>
<tr>
<td>Destination Clutha</td>
<td>$53.8m</td>
<td>+2.7%</td>
<td>$15.1m</td>
<td>+5.5%</td>
<td>96,396</td>
<td>+9.3%</td>
</tr>
<tr>
<td>Not elsewhere classified</td>
<td>$213.8m</td>
<td>+5.6%</td>
<td>$39.4m</td>
<td>+4.5%</td>
<td>523,286</td>
<td>+4.5%</td>
</tr>
</tbody>
</table>

* Percentage change from same month last year

Venture Southland covers Gore District, Invercargill City, Southland District

New Zealand Government