

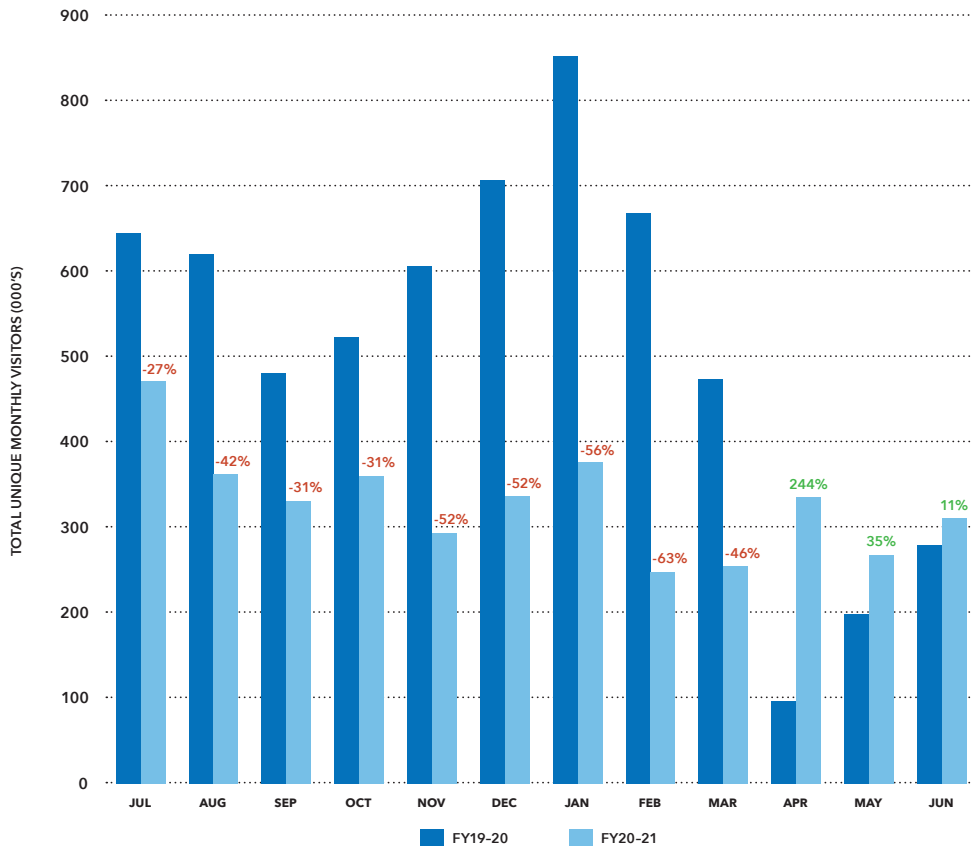
Queenstown visitor snapshot

Year End June 2021 (1 July 2020-30 June 2021)

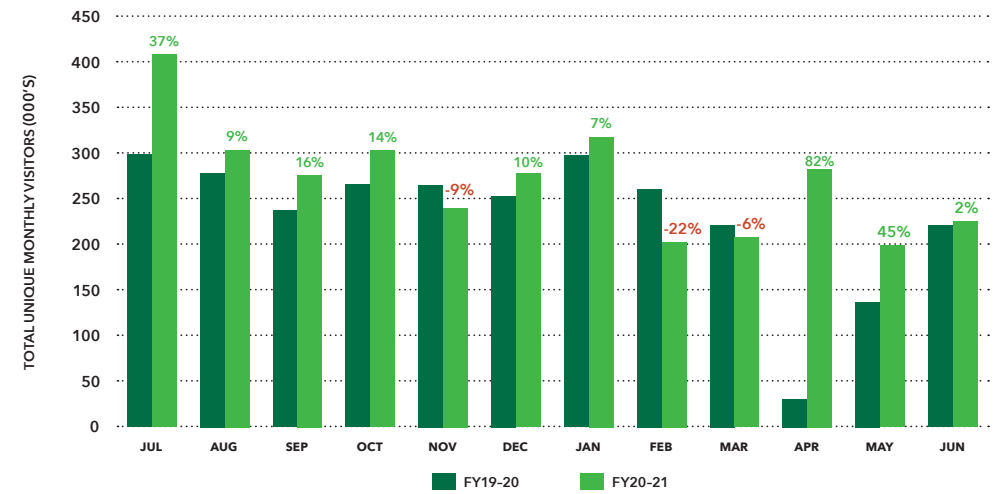


Visitation

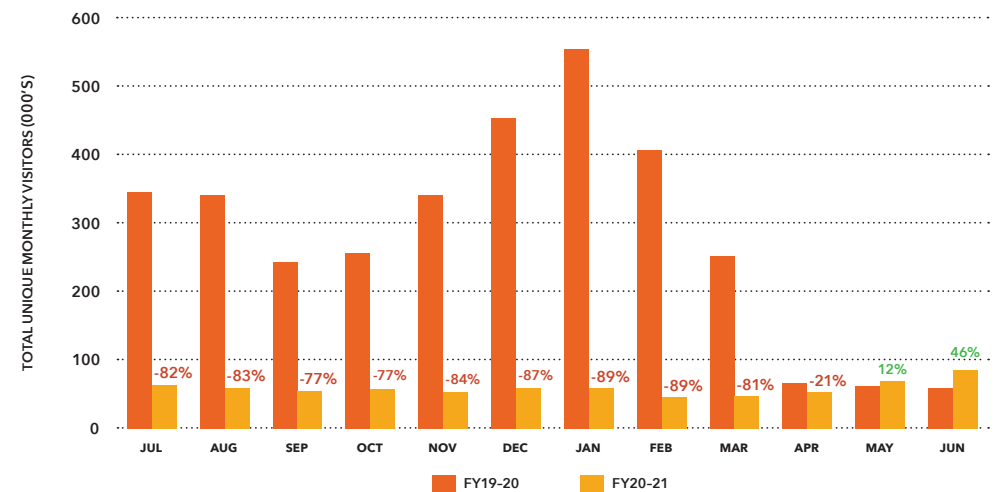
Queenstown total visitor count by month (YE June 2020 versus YE June 2021)



Queenstown domestic visitor count by month (YE June 2020 versus YE June 2021)



Queenstown international visitor count by month (YE June 2020 versus YE June 2021)

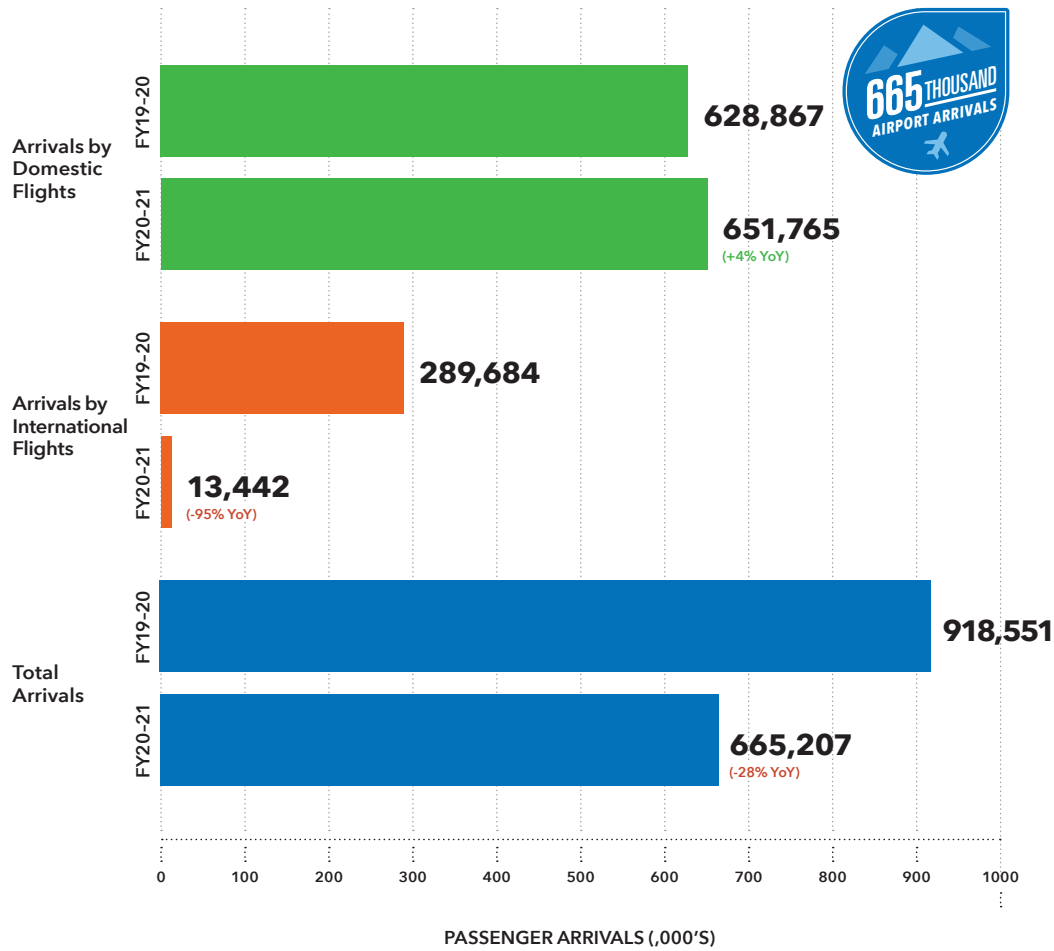


[Source: Data Ventures Tourism New Zealand Tool. 1 July 2019-30 June 2021]

Note: Visitor count is total unique visitors on a given day but doesn't account for visitors who stay over night, For example a visitor that stays three nights is counted three times.

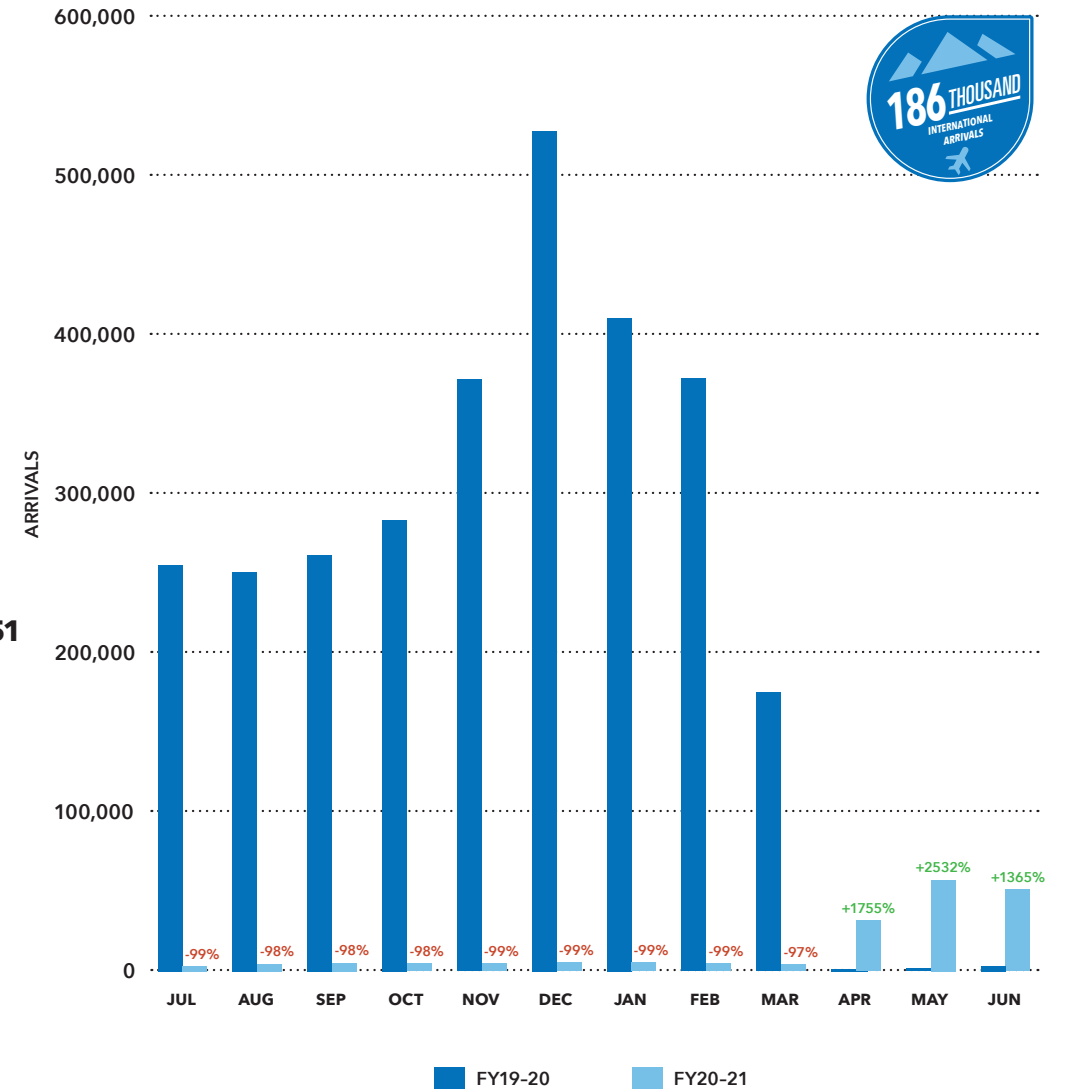
Visitation

Queenstown Airport Annual passenger arrivals (YE June 2020 versus YE June 2021)



[Source: Queenstown Airport - Passenger History – 1 July 2019–30 June 2021]

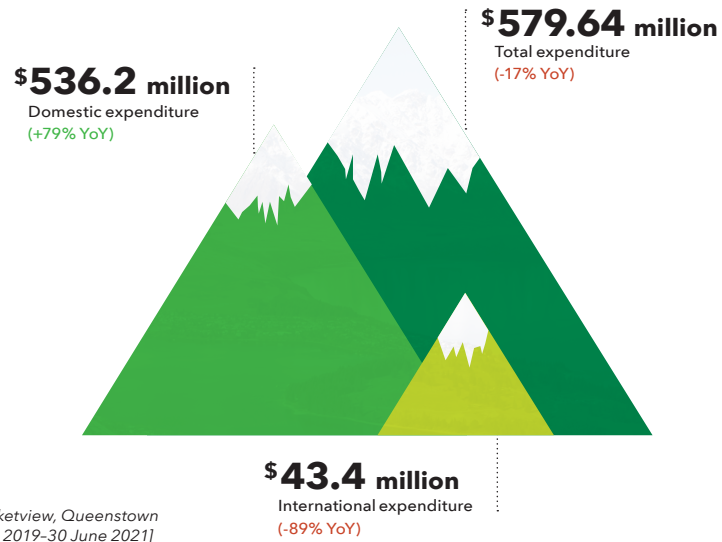
Total NZ annual international visitor arrivals by month (YE June 2020 versus YE June 2021)



[Source: Statistics NZ: Intl Travel and Migration Customised annual data. 1 July 2019–30 June 2021]

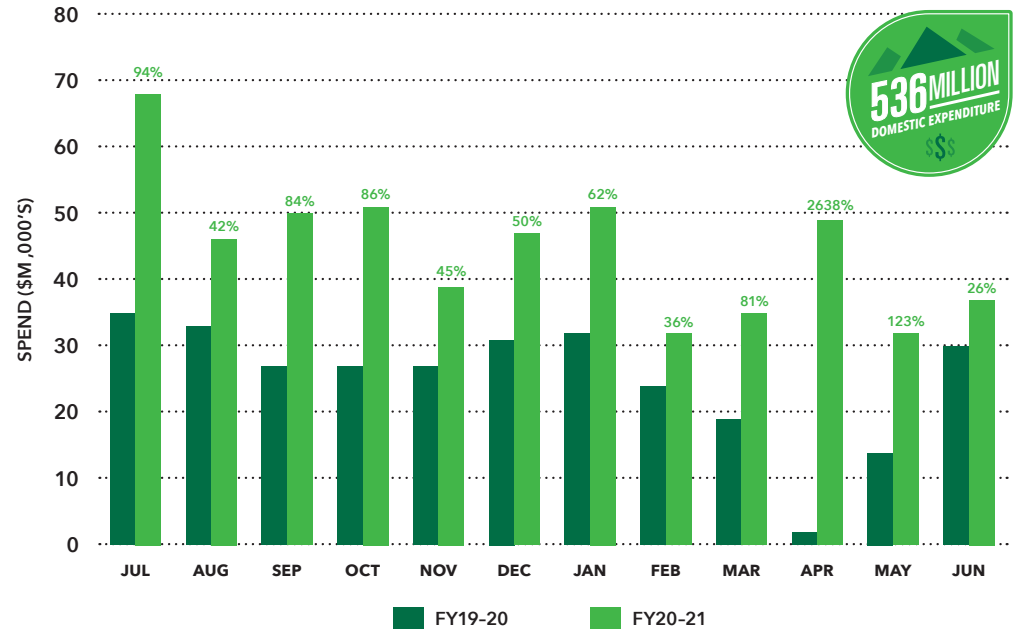
Expenditure

Visitor expenditure by market

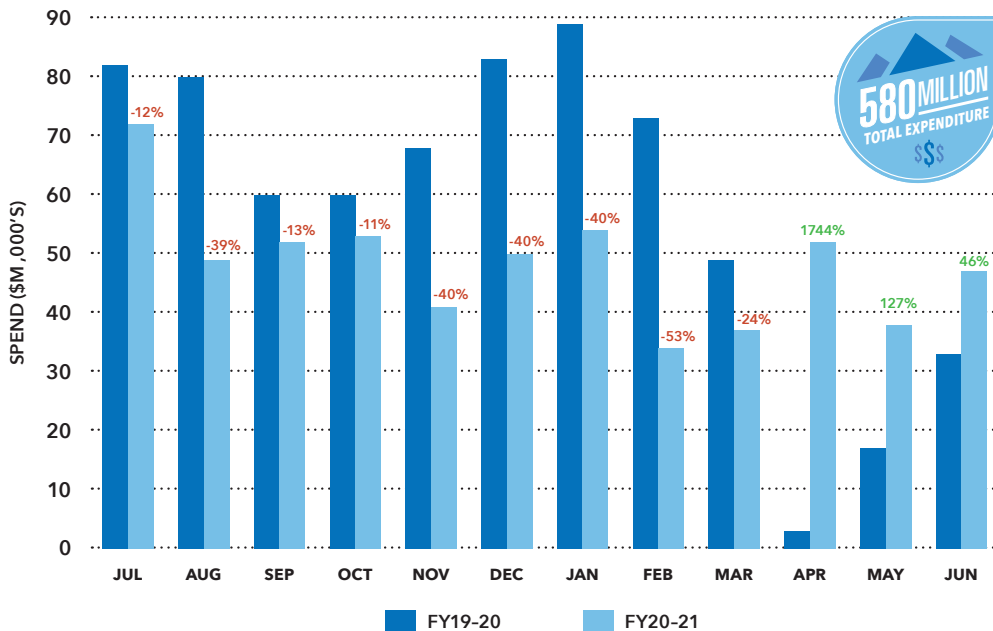


[Source: Verisk Marketview, Queenstown Tourism Tool, 1 July 2019-30 June 2021]

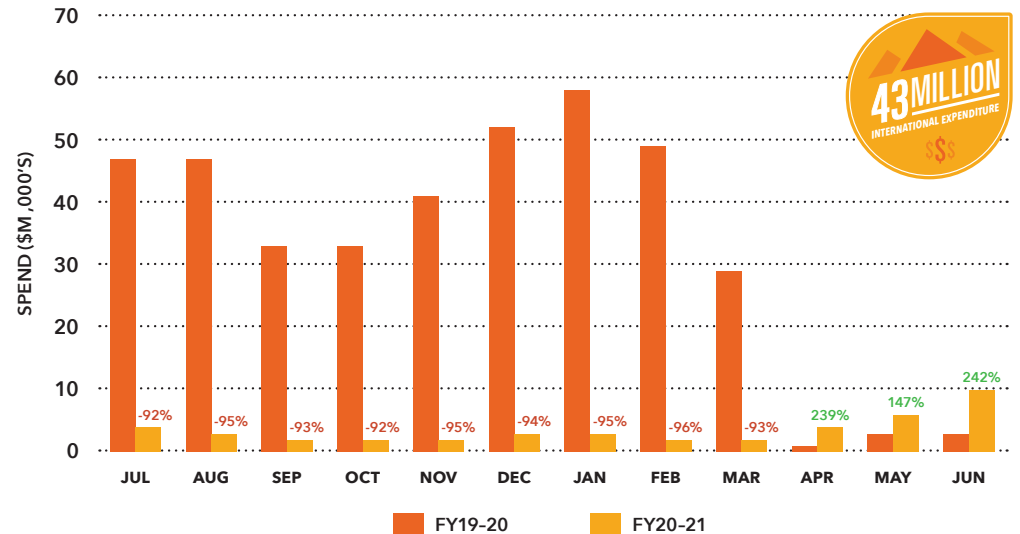
Queenstown domestic expenditure by month (YE June 2020 versus YE June 2021)



Queenstown total expenditure by month (YE June 2020 versus YE June 2021)

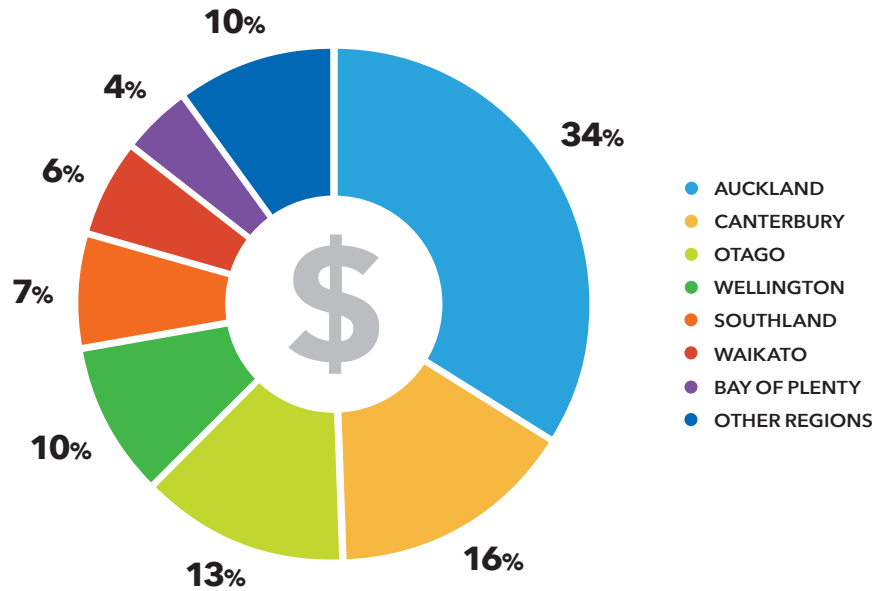


Queenstown international expenditure by month (YE June 2020 versus YE June 2021)

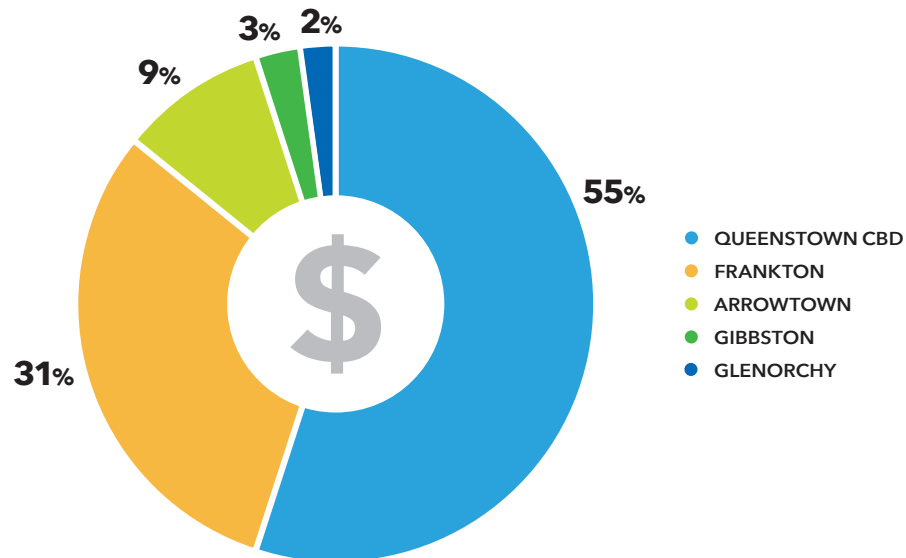


Expenditure

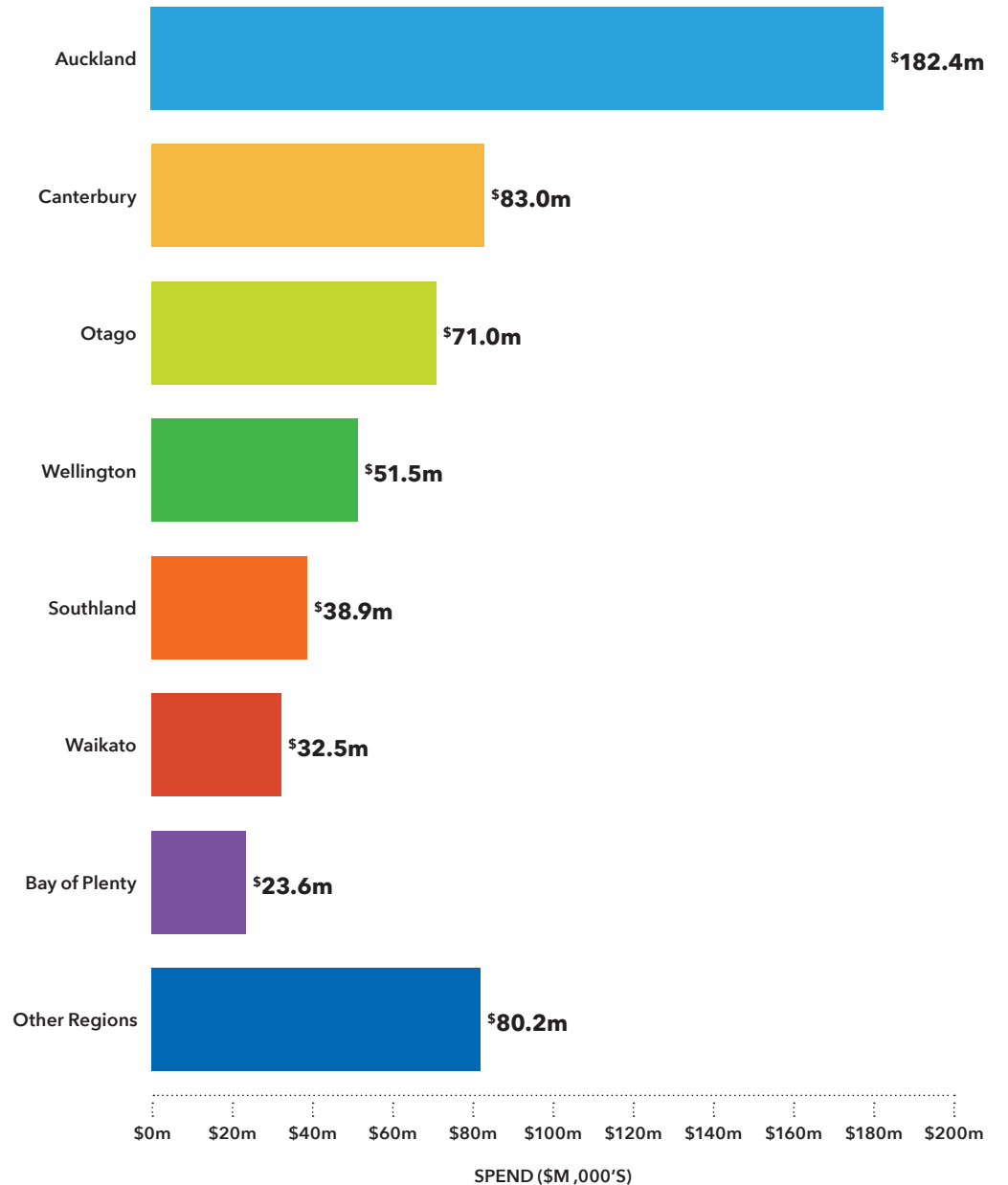
Domestic visitor expenditure by region of origin (YE June 2021)



Queenstown visitor expenditure by sub-region (YE June 2021)



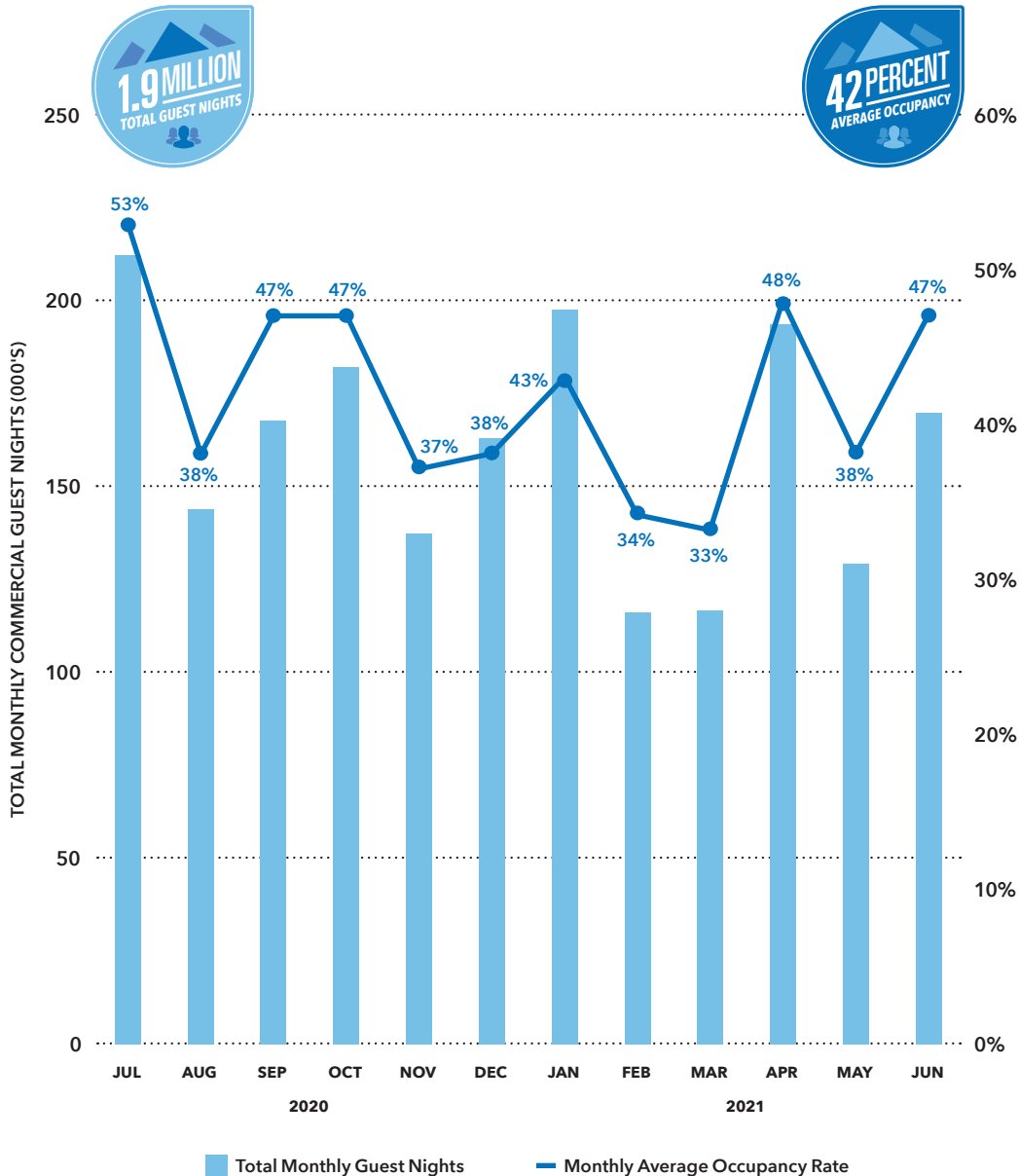
Domestic visitor expenditure by region of origin (YE June 2021)



[Source: Verisk Marketview, Queenstown Tourism Tool, 1 July 2021–30 June 2021]

Accommodation

Queenstown commercial guest nights and average occupancy rate by month (YE June 2021)



[Source: Fresh Info ADP data and Air DNA YE June 2021]

Visitor accommodation

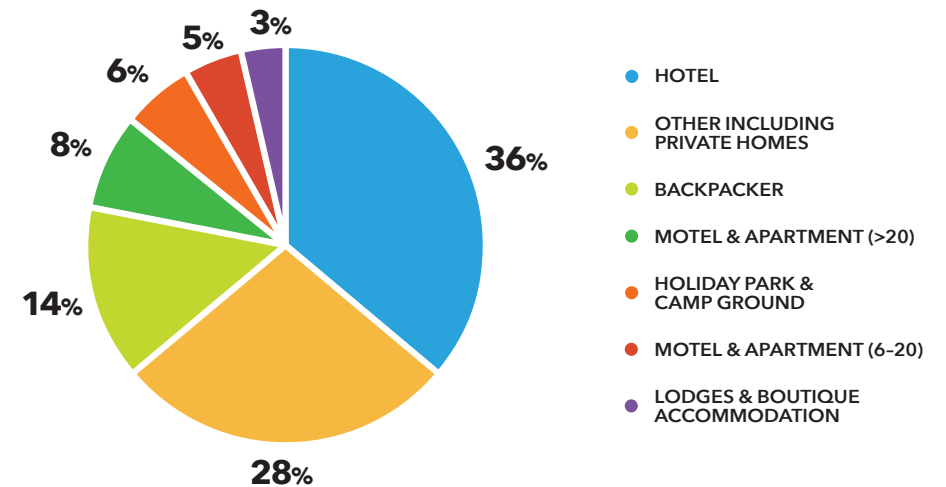
Commercial accommodation types & properties

	ACTIVE PROPERTIES	TOTAL DAILY CAPACITY
HOTEL	30	3483
MOTEL & APARTMENT (>20)	15	739
MOTEL & APARTMENT (6-20)	33	453
BACKPACKER	16	1358
HOLIDAY PARK & CAMP GROUND	5	552
LODGES & BOUTIQUE ACCOMMODATION	17	344
TOTAL COMMERCIAL	116	6929

Queenstown Airbnb Properties

AIRBNB PROPERTIES	1321	2687
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Accommodation type by total daily capacity



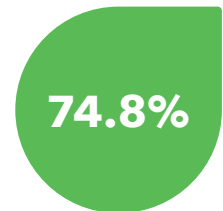
Visitor Experience

Visitor Perception

The Visitor Insights Programme (VIP) is DQ's own research initiative conducted by Angus & Associates. This is an ongoing intercept visitor survey and the results are published quarterly. Below are the FY20-21 overall experience satisfaction rating and Net Promoter Score.



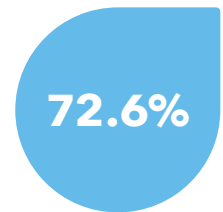
Net Promoter Score



PROMOTERS
Minus

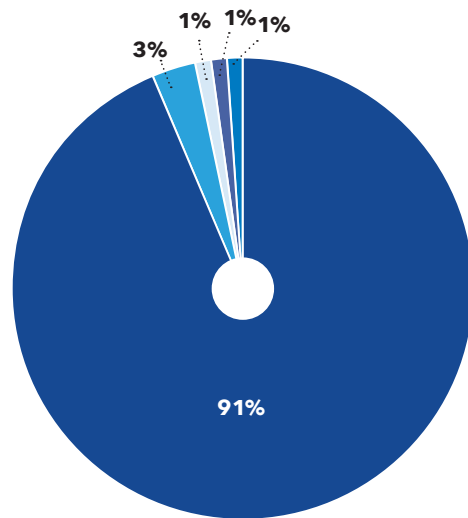


DETRACTORS
=



NET PROMOTER SCORE

Purpose of visit



- HOLIDAY/VACATION OR SHORT BREAK
- VISIT FAMILY OR FRIENDS
- TO ATTEND AN EVENT HELD BY SOMEONE ELSE
- TO ATTEND A CONFERENCE, CONVENTION, OR OTHER BUSINESS EVENT
- FOR OTHER BUSINESS REASONS

Top activities Queenstown visitors undertake

	RESTAURANTS AND CAFÉS	84%
	SHOPPING	63%
	SIGHTSEEING	61%
	WALKING, HIKING, CLIMBING, TREKKING, TRAMPING	44%
	LAKE CRUISING AND RIVER ACTIVITIES	39%
	BAR/NIGHTCLUBS	31%
	ART GALLERIES, MUSEUMS, HISTORIC BUILDINGS/SITES OR OTHER CULTURAL/ HERITAGE ATTACTIONS	23%
	WELLNESS EXPERIENCES	23%
	WINERIES OR OTHER WINE EXPERIENCES	22%
	ADRENALINE ACTIVITIES	22%
	FLYING/AIR ACTIVITIES	11%
	CYCLING/BIKING	11%
	SKI, SNOW & ICE ACTIVITIES	10%
	LAND ACTIVITIES	9%
	GOLF	5%

Visitor Experience

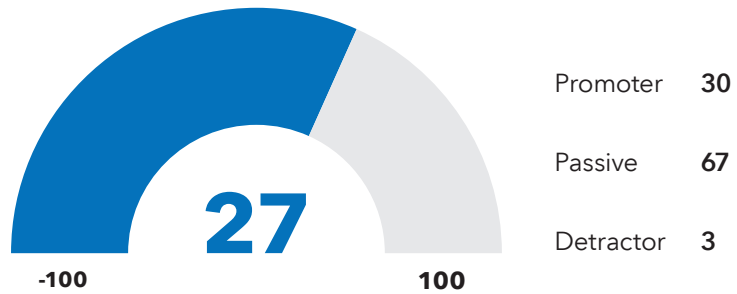
Tourism Sentiment Index

The Tourism Sentiment Index (TSI) is the measure of a destination's ability to generate positive word of mouth. It is an aggregate score derived from the tone of online conversations that relate to visitors' tourism experiences in a destination. TSI's can range from -100 to +100 (lowest to highest performance).

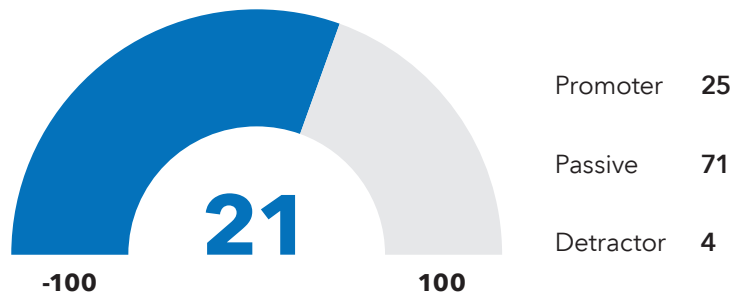
For year end June 2021, Queenstown's TSI score was 27, well above the New Zealand TSI score of 21.

Tourism Sentiment Index score

QUEENSTOWN SENTIMENT SCORE



NEW ZEALAND SENTIMENT SCORE



[Source: Destination Think, Tourism Sentiment Index Score, 1 July 2020 - 30 June 2021]