

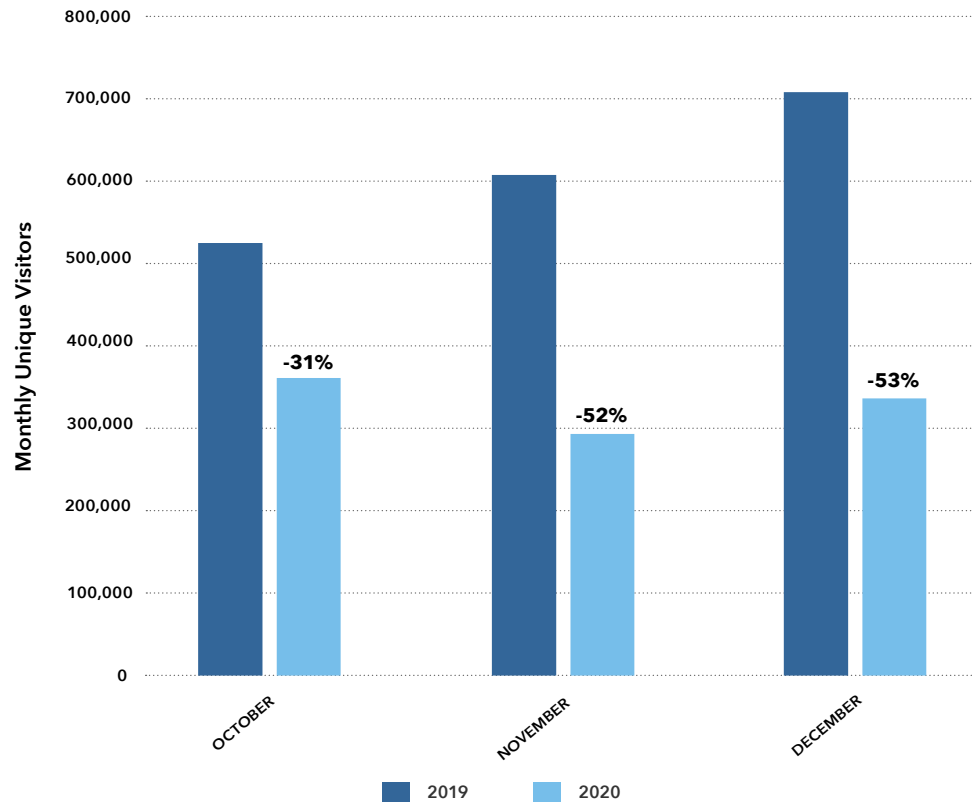
Queenstown visitor snapshot

Quarter 2 FY 20-21 (October-December 2020)

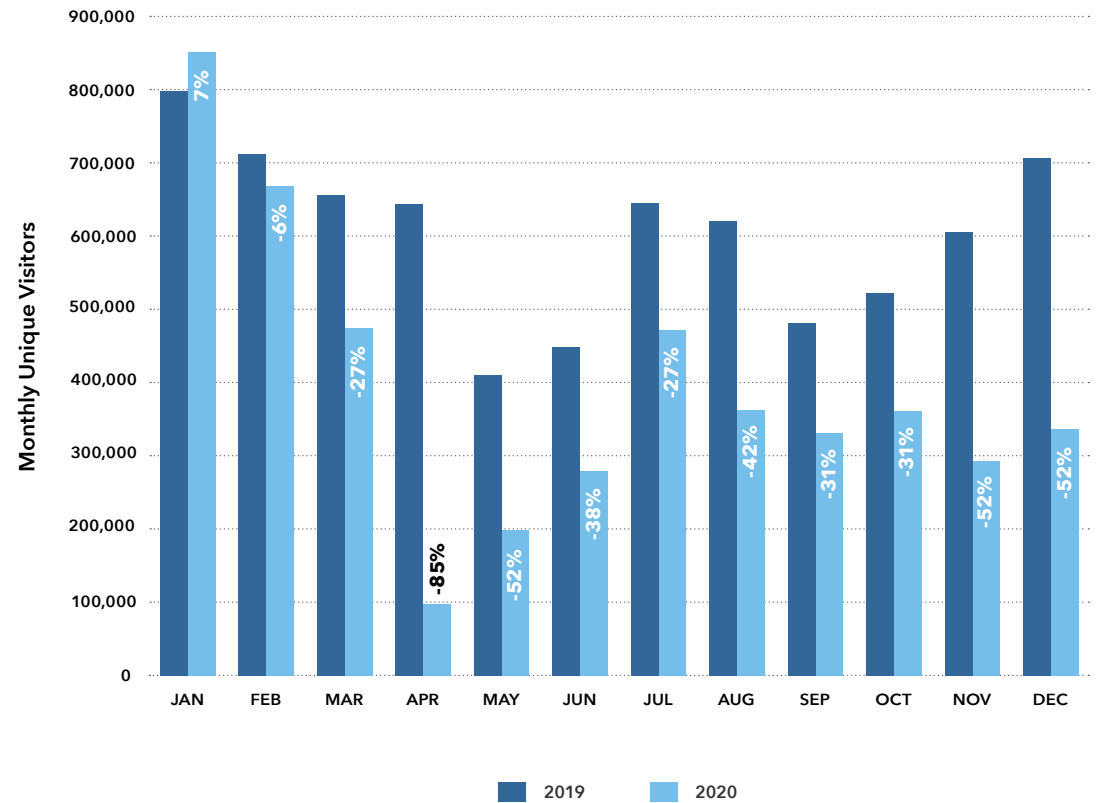


Unique Daily Visitor Count

Total visitor count by month – last quarter



Total visitor count by month – last 12 months

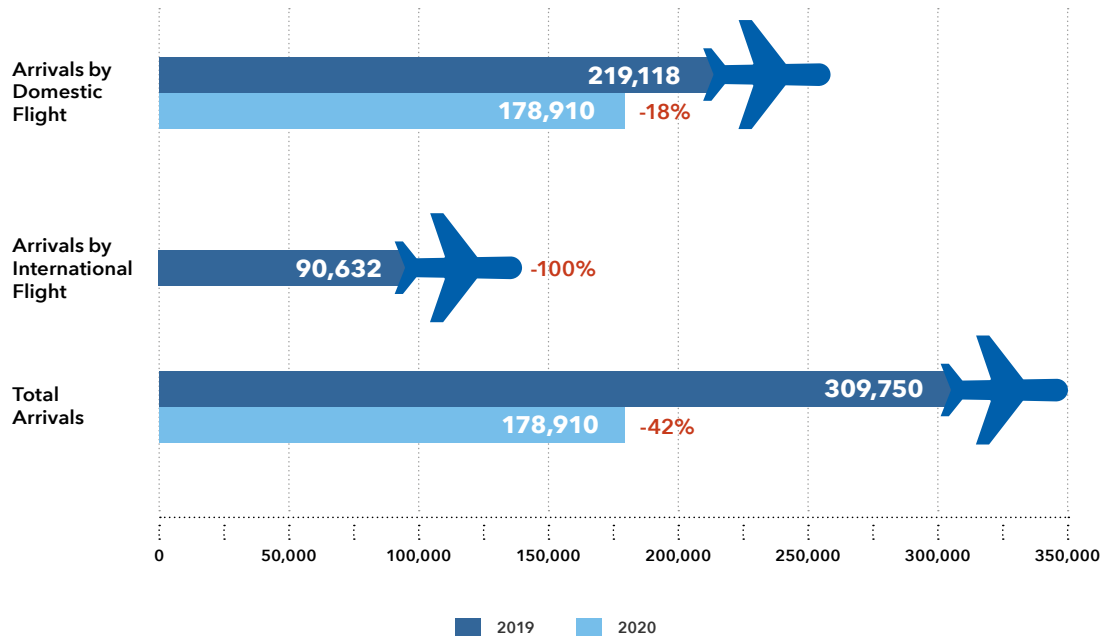


[Source: Data Ventures Tourism New Zealand Tool. 1 October - 31 December 2019 vs 1 October - 31 December 2020]

[Source: Data Ventures Tourism New Zealand Tool. 1 January - 31 December 2019 vs 1 January - 31 December 2020]

Airport Arrivals

Queenstown airport passenger arrivals quarter 2



[Source: Queenstown Airport Passenger History 1 October - 31 December 2019 vs 1 October - 31 December 2020]

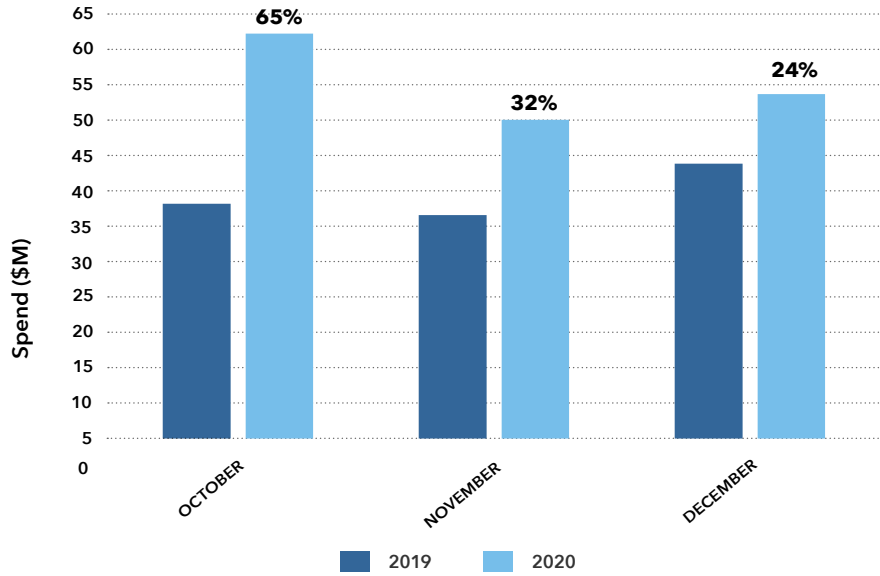
Visitor Expenditure

Queenstown visitor expenditure by market quarter 2



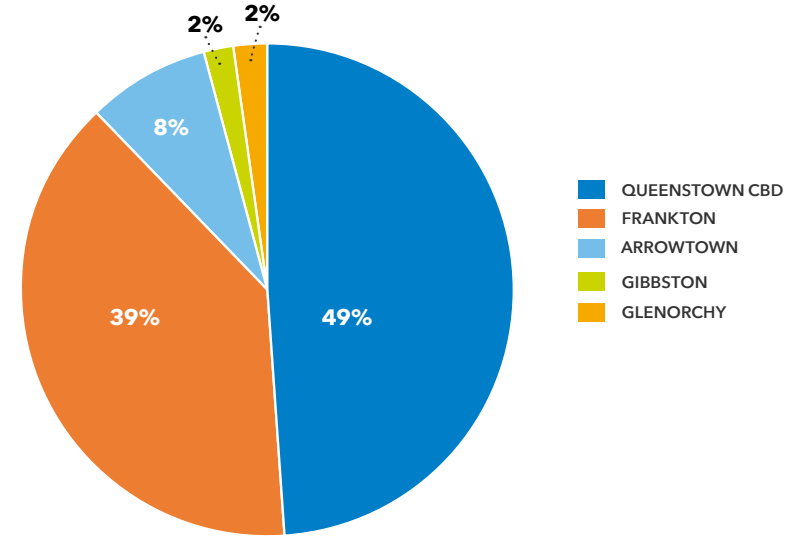
[Source: Verisk Marketview 1 October - 31 December 2020]

Domestic expenditure by month compared to same period last year



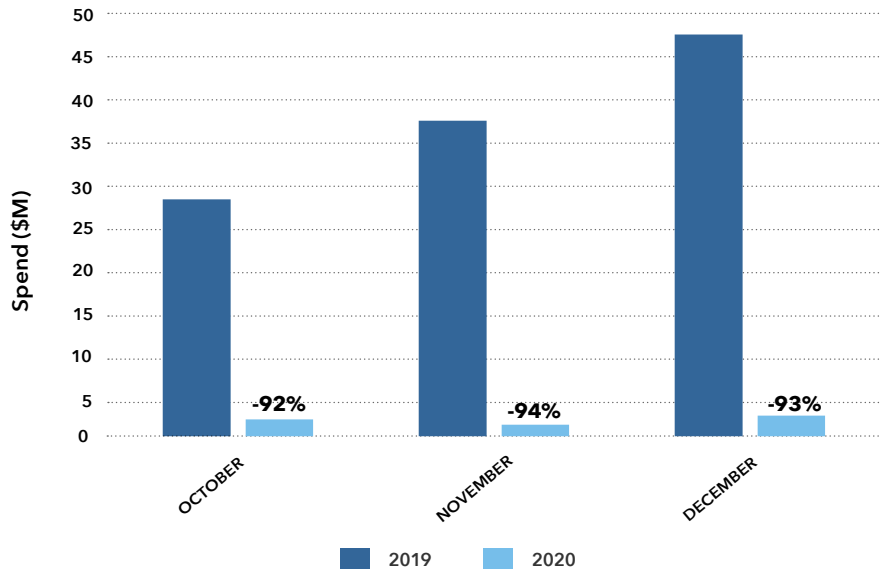
[Source: Verisk Marketview Spend 1 October - 30 December 2019 vs October - 30 December 2020]

Visitor expenditure proportion by sub-region



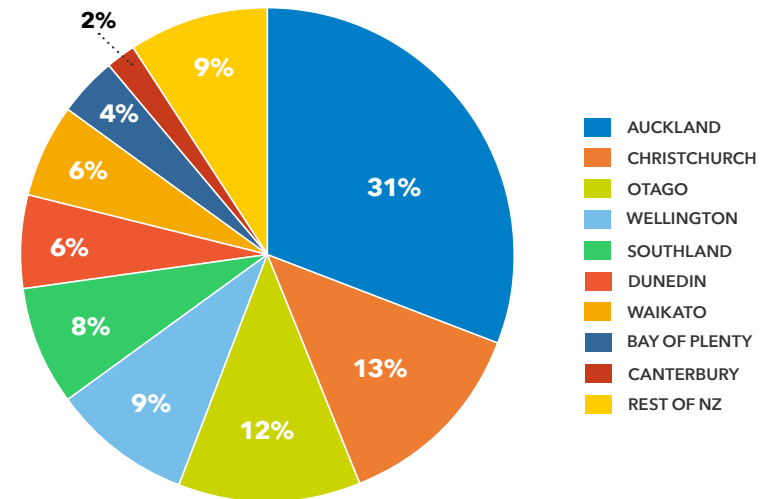
[Source: Verisk Marketview 1 October - 31 December 2020]

International expenditure by month compared to same period last year



[Source: Verisk Marketview Spend 1 October - 30 December 2019 vs October - 30 December 2020]

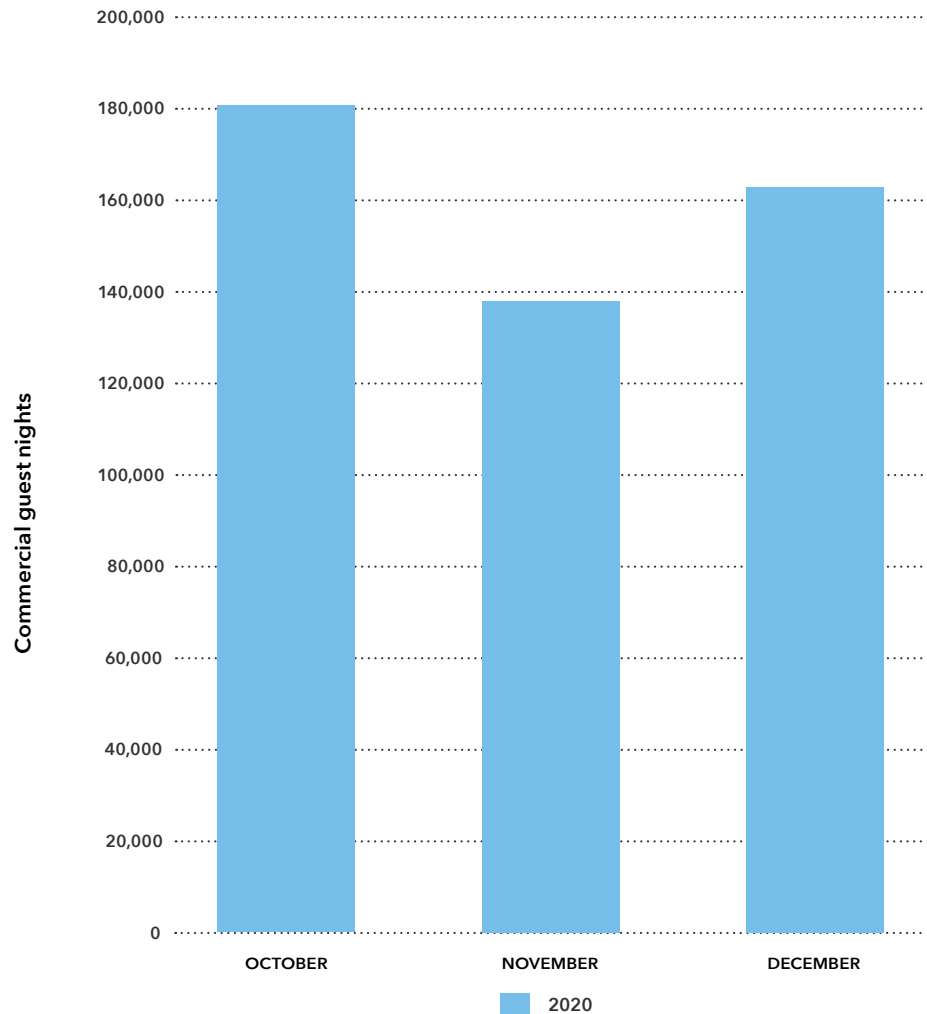
Domestic visitor expenditure region of origin



[Source: Verisk Marketview 1 October - 31 December 2020]

Queenstown Guest Nights

Total commercial guest nights



[Source: Accommodation Data Programme (ADP), 1 October - 30 December 2020]