# VISITOR ECONOMY SUMMARY INSIGHTS

This resource provides a summary of key visitor economy statistics, data and insights.

The data and statistics used in this resource are gathered from a range of locations and data sources. To explore the data further please head to the Queenstown visitor insights dashboard. It is updated every six months, at the start of August for YE June, and the start of February for YE December.
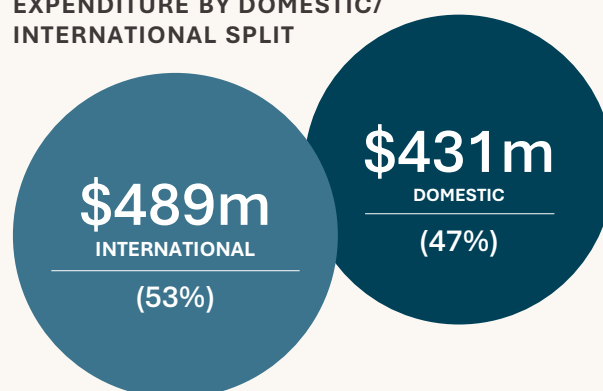
Queenstown

YE December 2023

Queenstown
NEW ZEALAND

QUEENSTOWN VISITOR EXPENDITURE
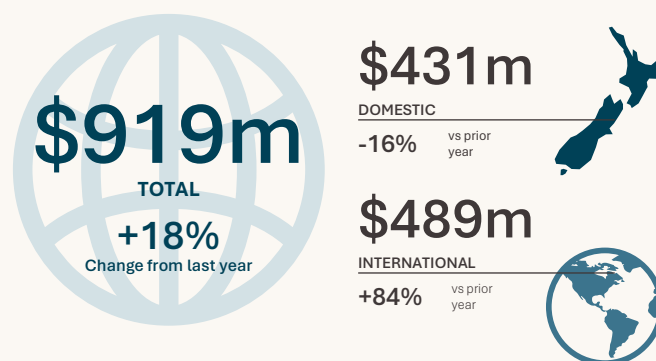
Visitor related electronic card expenditure at YE December 2023 totalled $919 million, an 18% increase on the prior year.

The domestic/ international split is almost 50/50, with 53% international spend and 47% domestic spend.

QUEENSTOWN VISITOR EXPENDITURE YE DECEMBER 2023

$919m
TOTAL
+18%
Change from last year

$431m
DOMESTIC
-16% vs prior year

$489m
INTERNATIONAL
+84% vs prior year

EXPENDITURE BY DOMESTIC/ INTERNATIONAL SPLIT

$489m
INTERNATIONAL
(53%)

$431m
DOMESTIC
(47%)

Source: Marketview Tourism Data Tool. 1 January 2023 – 31 December 2023. Further information.

QUEENSTOWN VISITOR EXPENDITURE YE DECEMBER 2023

■ DOMESTIC ■ INTERNATIONAL

	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023
INTERNATIONAL	$488.6	$158.6	$50.0	$265.2	$488.6
DOMESTIC	$337.0	$421.9	$485.9	$512.4	$430.8

TOTAL VISITOR EXPENDITURE ($M)

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QUEENSTOWN VISITOR EXPENDITURE

EXPENDITURE BY MONTH

Legend: 2019 ■ 2020 ■ 2021 ■ 2022 ■ 2023 ■
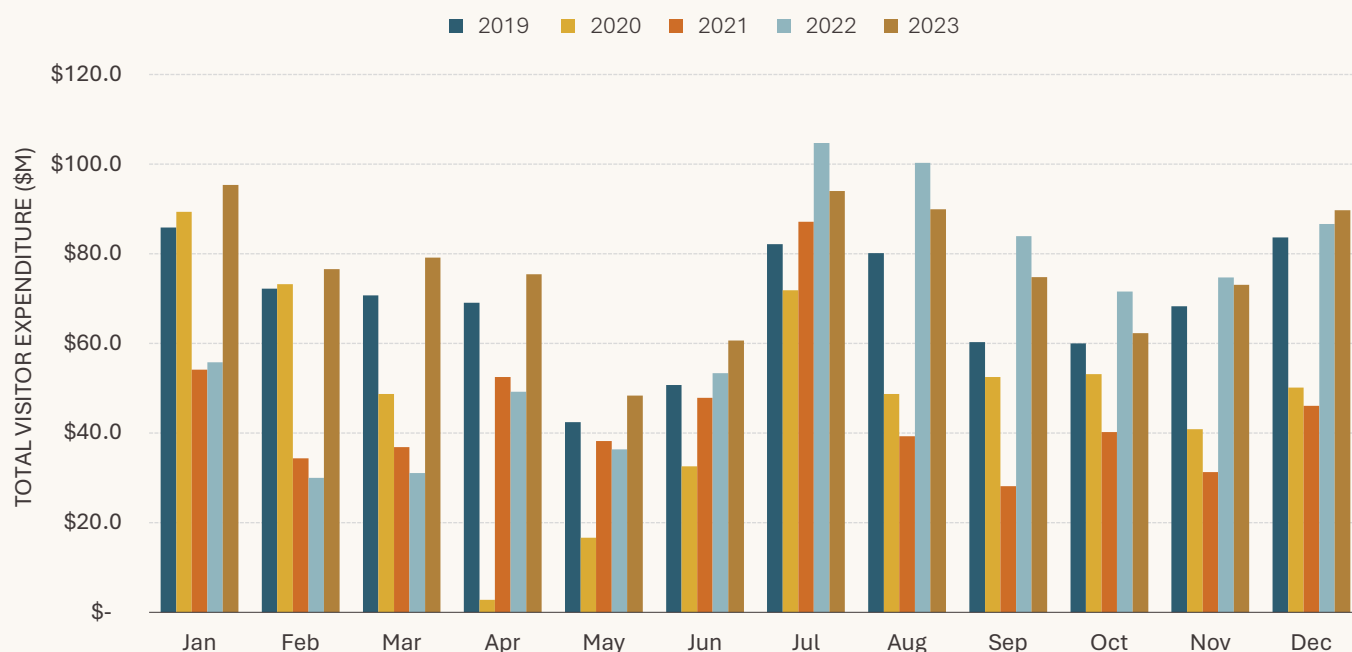
Source: Marketview Tourism Data Tool. 1 January 2019 – 31 December 2023. Further information.

TOP VISITOR EXPENDITURE MARKETS
YE DECEMBER 2023

	($M)	vs prior year
New Zealand	$430,759,933	-16%
Australia	$181,739,524	31%
USA	$116,245,589	142%
United Kingdom	$46,107,169	95%
Other International	$40,055,226	84%
Rest of Asia	$36,805,261	167%
Rest of Europe	$29,077,785	187%
China	$15,350,826	701%
Canada	$7,454,563	196%
Germany	$7,062,176	219%
Korea	$4,360,266	277%
Japan	$4,353,579	291%

SUBLOCATION EXPENDITURE ($M)
YE DECEMBER 2023
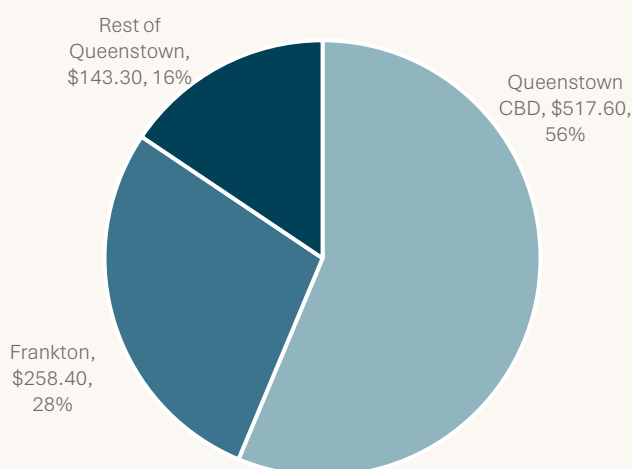
Rest of Queenstown, $143.30, 16%
Queenstown CBD, $517.60, 56%
Frankton, $258.40, 28%

Source: Marketview Tourism Data Tool. 1 January 2023 – 31 December 2023. Further information.
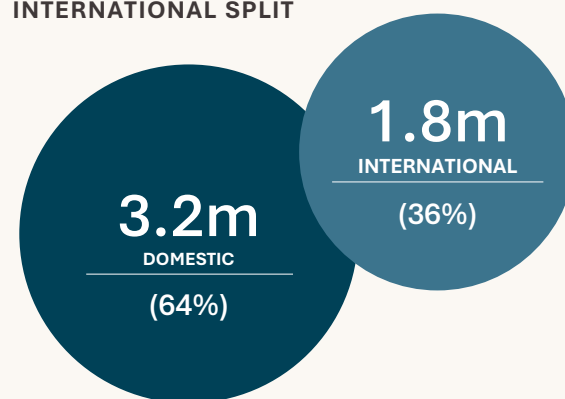
Queenstown
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QUEENSTOWN VISITATION
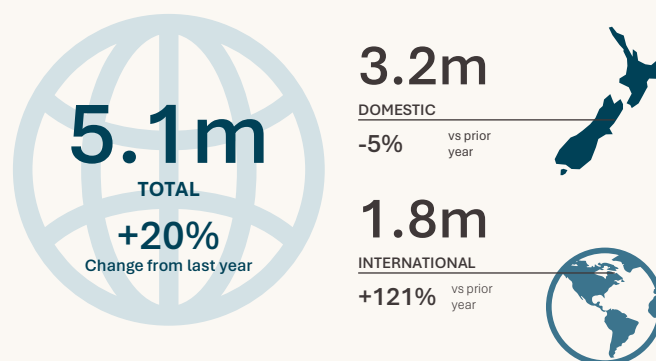
Total cumulative visitor days in the Queenstown region totalled 5.1M days at year end November 2023.

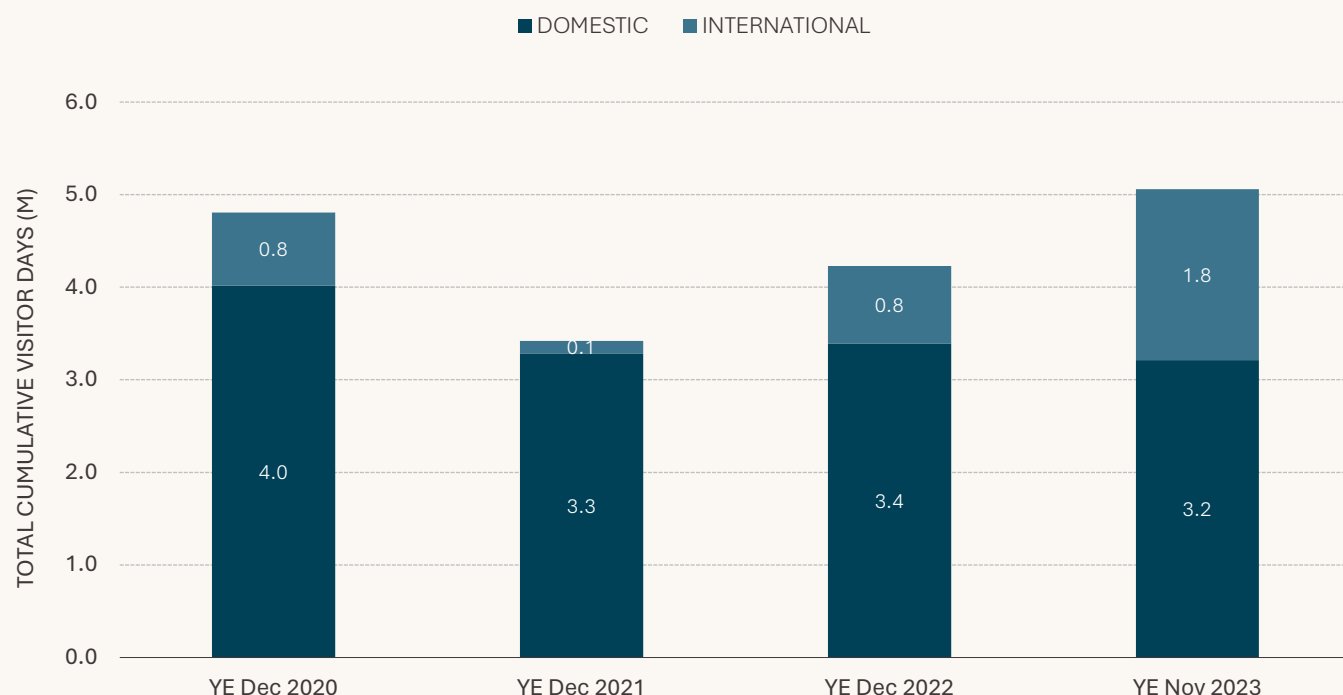The domestic/ international split is 64% domestic and 36% international.

CUMULATIVE VISITOR DAYS YE NOVEMBER 23

5.1m
TOTAL
+20%
Change from last year

3.2m
DOMESTIC
-5% vs prior year

1.8m
INTERNATIONAL
+121% vs prior year

CUMULATIVE VISITOR DAYS BY DOMESTIC/ INTERNATIONAL SPLIT

3.2m
DOMESTIC
(64%)

1.8m
INTERNATIONAL
(36%)

Source: Data Ventures Visitor and Local Population Estimates. 1 December 2022 – 30 November 2023. Further information.

QUEENSTOWN CUMULATIVE VISITOR DAYS YE NOVEMBER 2023

■ DOMESTIC   ■ INTERNATIONAL

TOTAL CUMULATIVE VISITOR DAYS (M)

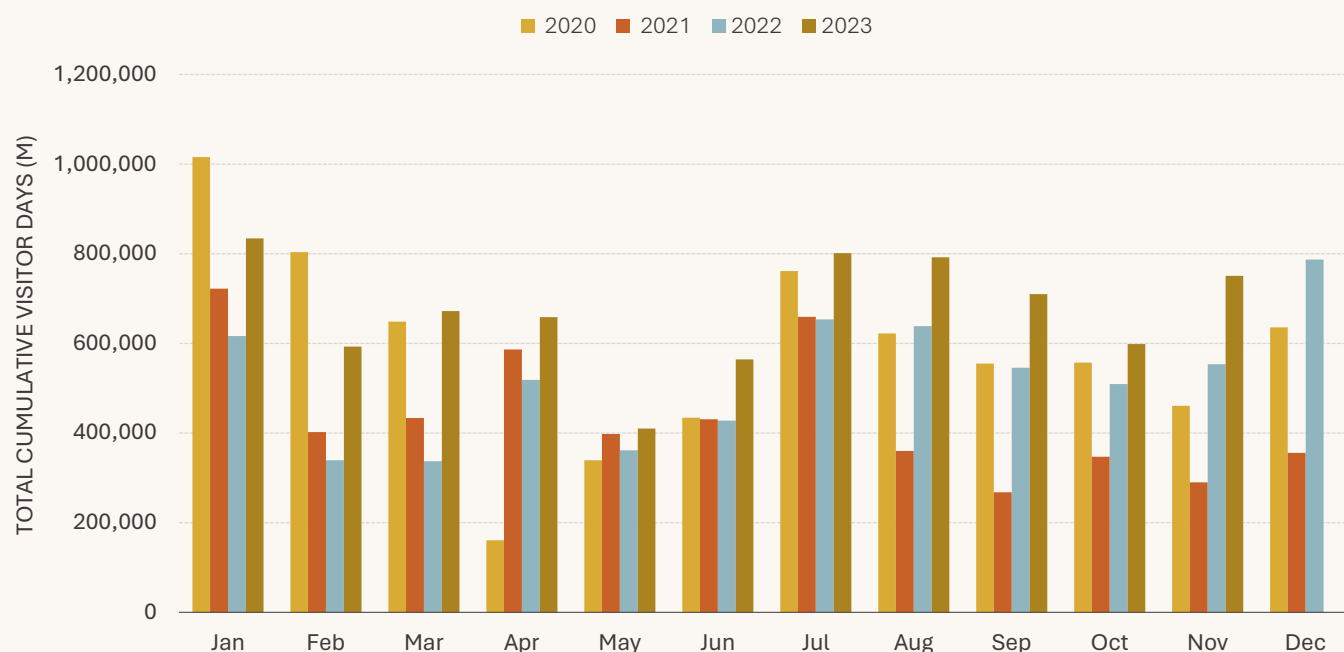|	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Nov 2023
International	0.8	0.1	0.8	1.8
Domestic	4.0	3.3	3.4	3.2

Note: Cumulative visitor days is a count of total unique visitors based on cellphones connected to the network. e.g. a visitor that stays three nights is counted three times. This source has been disestablished effective 1 December 2023, so YE Dec 2023 is missing December 2023 data, so under representing the YE Dec 2023 figure.
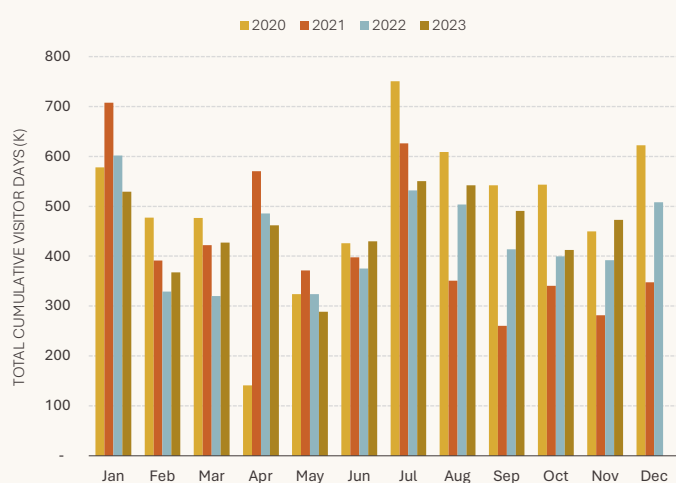Source: Data Ventures Visitor and Local Population Estimates. 1 December 2020 – 30 November 2023. Further information.
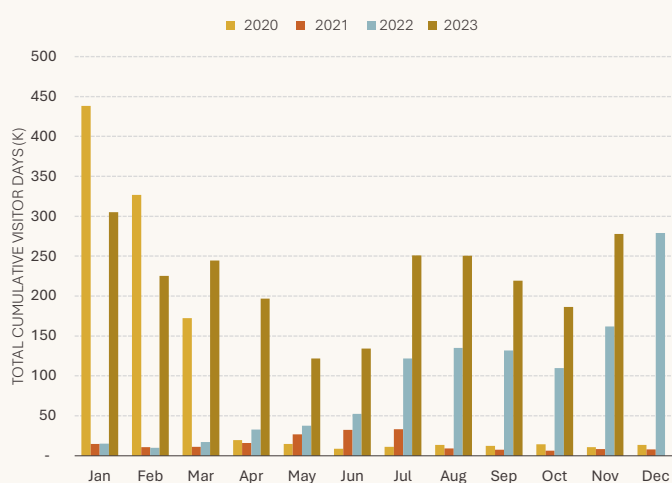
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QUEENSTOWN VISITATION

VISITATION BY MONTH

Legend: 2020 2021 2022 2023

Y-axis: TOTAL CUMULATIVE VISITOR DAYS (M)
Values: 0, 200,000, 400,000, 600,000, 800,000, 1,000,000, 1,200,000
X-axis: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec

DOMESTIC VISITATION

Legend: 2020 2021 2022 2023

Y-axis: TOTAL CUMULATIVE VISITOR DAYS (K)
Values: -, 100, 200, 300, 400, 500, 600, 700, 800
X-axis: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec

INTERNATIONAL VISITATION

Legend: 2020 2021 2022 2023

Y-axis: TOTAL CUMULATIVE VISITOR DAYS (K)
Values: -, 50, 100, 150, 200, 250, 300, 350, 400, 450, 500
X-axis: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec

Note: Cumulative visitor days is a count of total unique visitors based on cellphones connected to the network. e.g. a visitor that stays three nights is counted three times. This source has been disestablished effective 1 December 2023, so YE Dec 2023 is missing December 2023 data, so under representing the YE Dec 2023 figure.
Source: Data Ventures Visitor and Local Population Estimates. 1 December 2020 – 30 November 2023. Further information.

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QUEENSTOWN COMMERCIAL ACCOMMODATION

Commercial accommodation guest nights at YE December 2023 totalled 3.5 million, an 18% increase on the prior year. Average occupancy was 70%, up from 52% the year prior.

There are an estimated 118 properties, with an estimated 7,248 stay units (beds).

PROPERTY COUNT AND STAY UNITS

	Count	Stay units
Hotels	33	3816
Motels & apartments (6-20)	28	383
Lodges & boutiques	19	217
Backpackers	15	1165
Motels & apartments (>20)	15	725
Holiday parks & camps	8	942
Total	118	7248

As of YE December 2023

QUEENSTOWN GUEST NIGHTS YE DECEMBER 23

3.5m
TOTAL
+18%
Change from last year
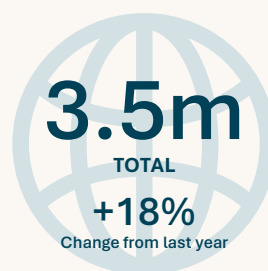
1.5m
DOMESTIC
-10% vs prior year

2m
INTERNATIONAL
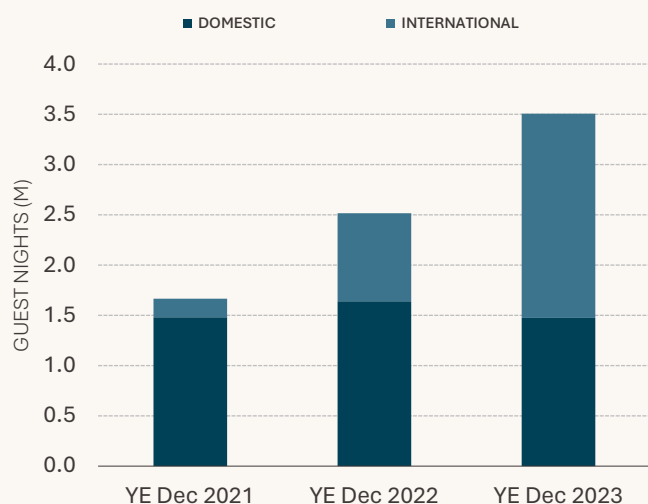+132% vs prior year

AVERAGE OCCUPANCY RATE **70%**
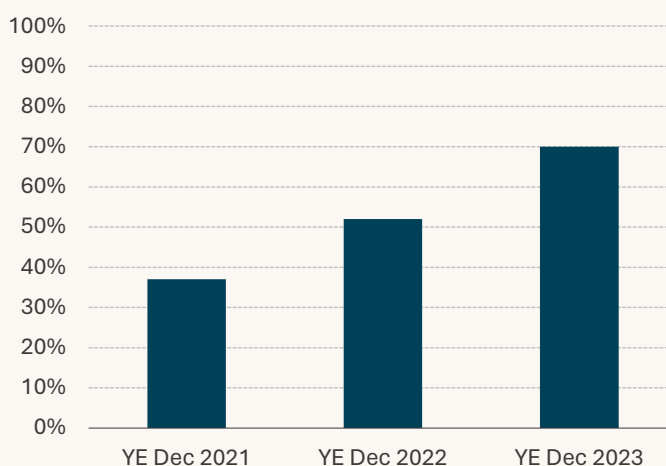average occupancy rate

AVERAGE LENGTH OF STAY **2.7**
nights

Source: Accommodation Data Programme. 1 January – 31 December 2023

GUEST NIGHTS YE DECEMBER 2023

OCCUPANCY YE DECEMBER 2023

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QUEENSTOWN COMMERCIAL ACCOMMODATION

GUEST NIGHTS BY MONTH

Legend: 2021 2022 2023

OCCUPANCY RATE BY MONTH (LAST 24 MONTHS)

Occupancy rate values: Jan 2022: 41%, Feb 2022: 29%, Mar 2022: 22%, Apr 2022: 36%, May 2022: 31%, Jun 2022: 49%, Jul 2022: 71%, Aug 2022: 68%, Sep 2022: 70%, Oct 2022: 59%, Nov 2022: 69%, Dec 2022: 68%, Jan 2023: 78%, Feb 2023: 81%, Mar 2023: 79%, Apr 2023: 70%, May 2023: 54%, Jun 2023: 59%, Jul 2023: 70%, Aug 2023: 74%, Sep 2023: 72%, Oct 2023: 64%, Nov 2023: 81%, Dec 2023: 79%

Notes: the above data represents information gathered from the commercial properties who consented to supply their information to the accommodation data programme, so its an estimation only. Where there is a zero its because the results have had to be made confidential to a small sample size.
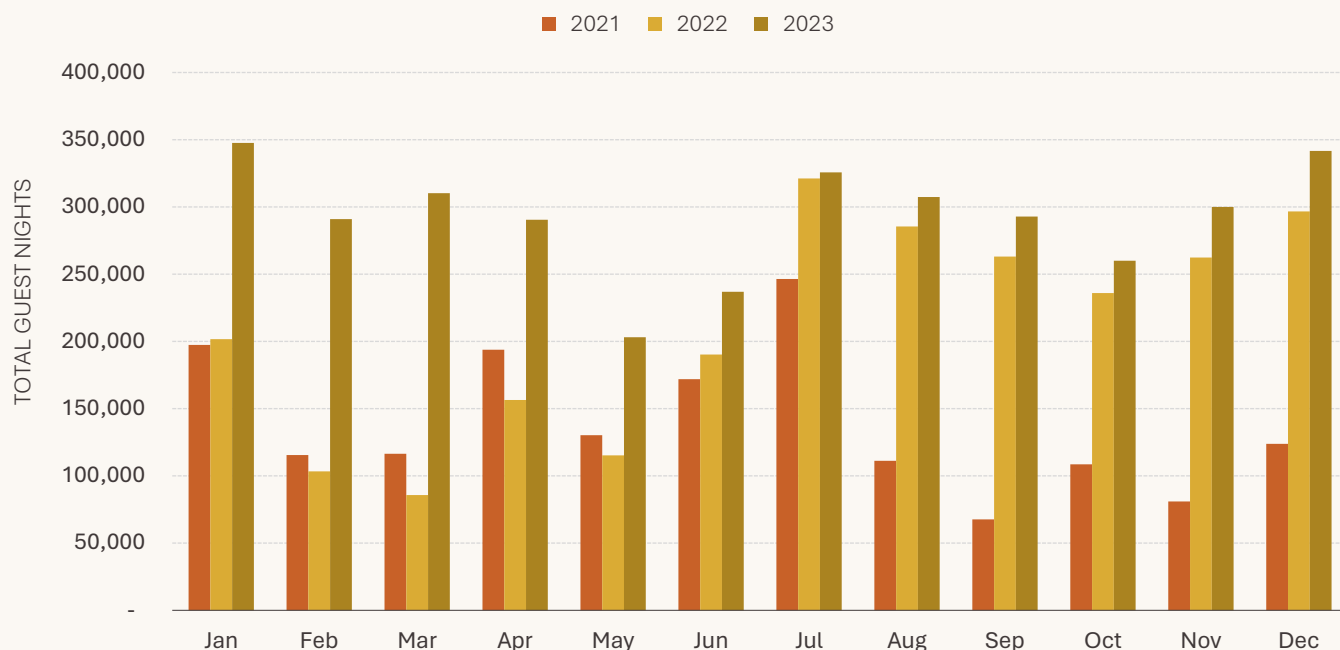Source: Accommodation Data Programme Further information.
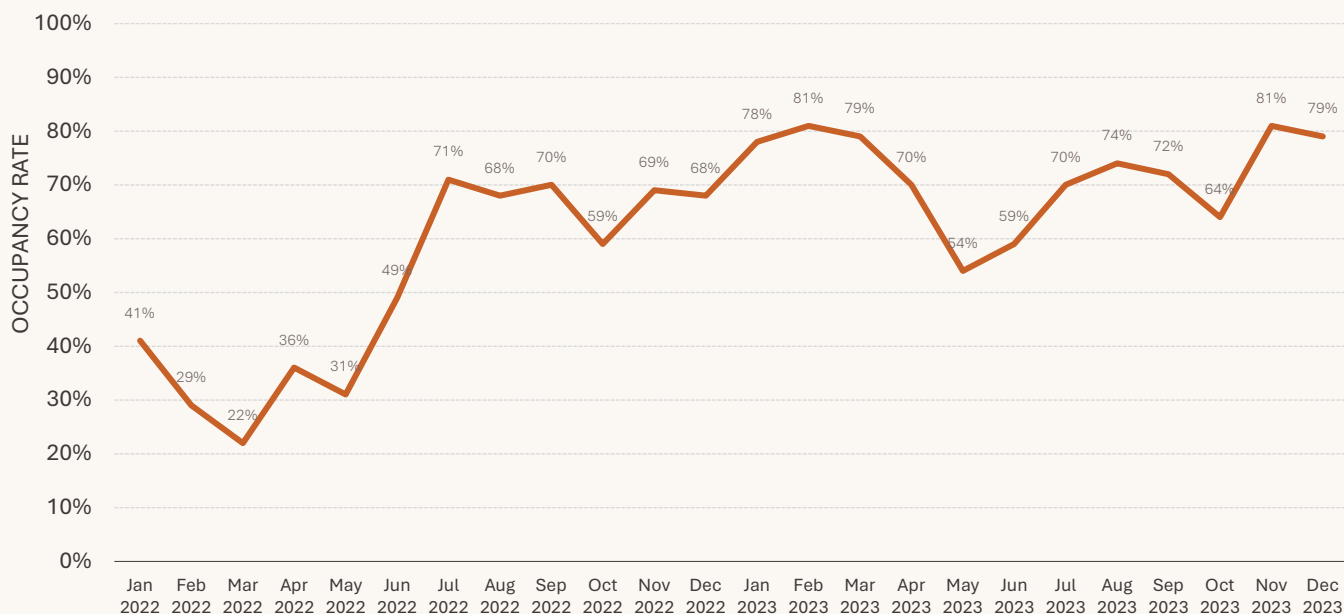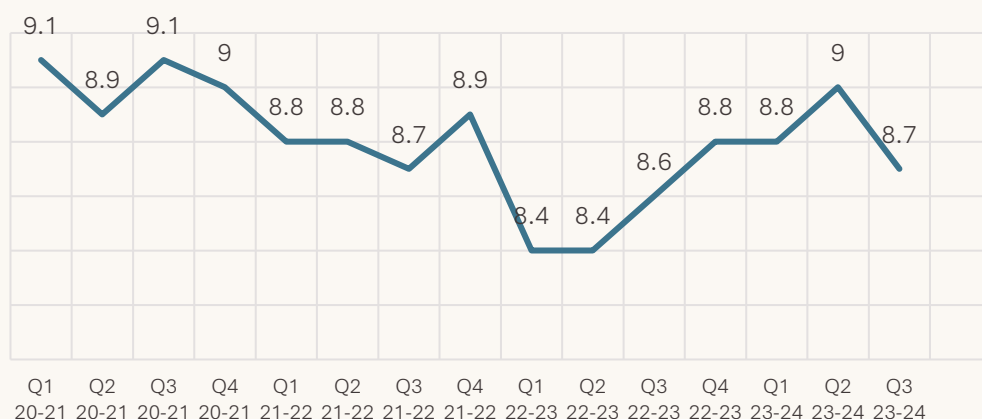Date range: 1 January 2021 – 31 December 2023

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QUEENSTOWN VISITOR EXPERIENCE

OVERALL SATISFACTION

Visitors to Queenstown express high satisfaction with their experience in the region. On average, domestic visitors rate their experience at 8.5 (out of 10), while international visitors rate it higher at 9.2 (out of 10). Overall satisfaction scores are notably higher among North Island residents (8.8), visitors aged 60+ (9.2), and those visiting the region for the first time (9.2).
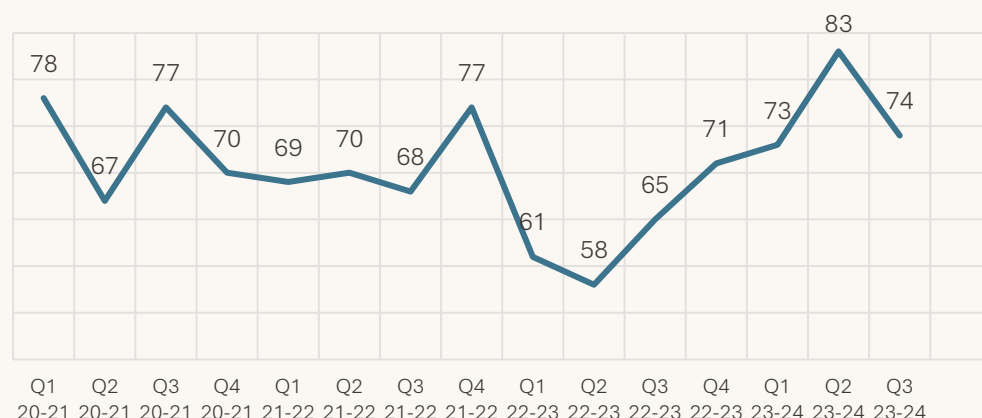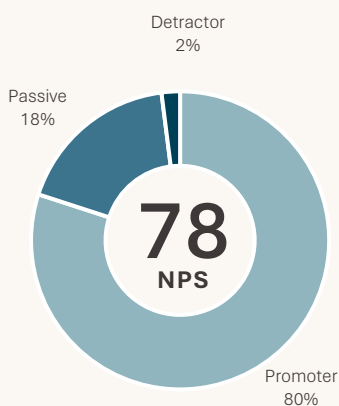
8.9

Overall visitor experience satisfaction

Overall Satisfaction chart (out of 10):

Quarter	Score
Q1 20-21	9.1
Q2 20-21	8.9
Q3 20-21	9.1
Q4 20-21	9
Q1 21-22	8.8
Q2 21-22	8.8
Q3 21-22	8.7
Q4 21-22	8.9
Q1 22-23	8.4
Q2 22-23	8.4
Q3 22-23	8.6
Q4 22-23	8.8
Q1 23-24	8.8
Q2 23-24	9
Q3 23-24	8.7

NET PROMOTER SCORE

Queenstown boasts an impressive Net Promoter Score (NPS) of +78 indicating a strong advocacy for the region. International visitors have an even higher NPS of +88 compared to domestic visitors at +65.
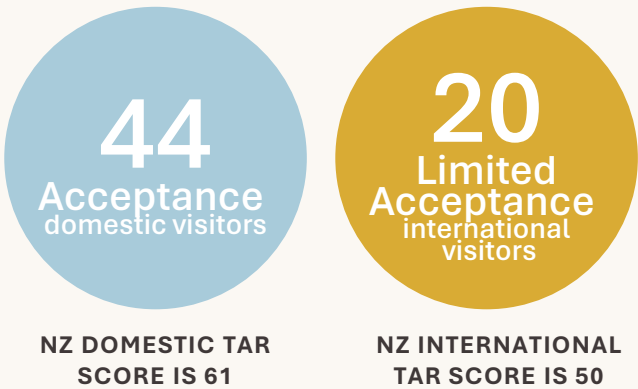
NPS donut chart:
- Detractor 2%
- Passive 18%
- Promoter 80%
- **78 NPS**

NPS chart:

Quarter	Score
Q1 20-21	78
Q2 20-21	67
Q3 20-21	77
Q4 20-21	70
Q1 21-22	69
Q2 21-22	70
Q3 21-22	68
Q4 21-22	77
Q1 22-23	61
Q2 22-23	58
Q3 22-23	65
Q4 22-23	71
Q1 23-24	73
Q2 23-24	83
Q3 23-24	74

Access the latest Visitor Experience Survey Results.

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RESIDENT SATISFACTION

The Views on Tourism resident research programme gives us a way to measure, benchmarks and understand community sentiment toward tourism. It gives us the ability to respond to social license concerns and provides actionable insights for destination management planning, by exploring the benefits and adverse impacts of tourism activity as felt by residents.

TOURISM APPROVAL RATING SCORES

44
Acceptance
domestic visitors

20
Limited
Acceptance
international
visitors

NZ DOMESTIC TAR SCORE IS 61

NZ INTERNATIONAL TAR SCORE IS 50

TOURISM APPROVAL RATING SCORES YEAR ON YEAR

21-22

| **68** Approval of domestic visitors |
| **30** Limited acceptance of international visitors |

➤

22-23

| **51** Acceptance of domestic visitors |
| **28** Limited acceptance of international visitors |

➤

23-24

| **44** Acceptance of domestic visitors |
| **20** Limited acceptance of international visitors |

Advocacy
Approval
Acceptance
Limited Acceptance
Threatened Acceptance
Disapproval

FELT BENEFITS OF TOURISM

95% of Queenstown residents have experienced the benefits of tourism activity in their area, the top five benefits are:

• Opportunities for employment and income

• More local businesses opening or being able to stay open

• A greater variety of goods and services being available than otherwise would be

• Community is more vibrant and friendly place to live

• Opportunities to get involved with/ attend local festival and cultural events

FELT ADVERSE IMPACTS OF TOURISM

97% of Queenstown residents have experienced adverse impacts of tourism activity in their area, the top five adverse impacts are:

• Takes longer to get places due to traffic and congestion

• Greater difficulty finding a car park

• Tourism activity means the price of housing has increased

• Too much pressure on community infrastructure

• Higher day to day costs

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RESIDENT SATISFACTION

FUTURE FOCUSES

Queenstown Lakes' residents would like the local visitor economy to focus on the following key areas:

1 Improving infrastructure

2 Attracting higher quality visitors

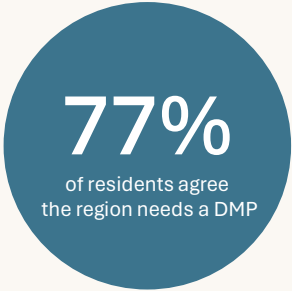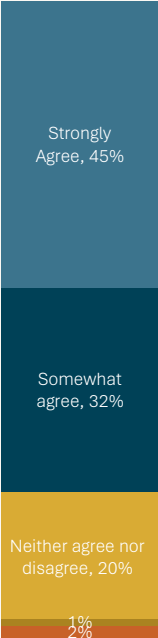**3** Encourage visitors to travel outside of the peak season

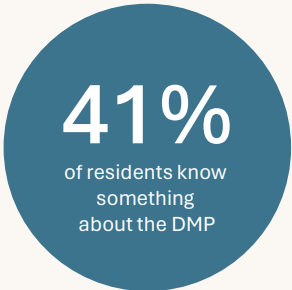**4** Reducing the impact of visitors on the local environment

5 Encouraging visitors to adopt more sustainable practices

DESTINATION MANAGEMENT PLAN (DMP) AWARENESS

AGREEMENT WITH NEED FOR A DMP

Strongly Agree, 45%

Somewhat agree, 32%

Neither agree nor disagree, 20%

1%
2%

77% of residents agree the region needs a DMP

AWARENESS OF DMP

Know a lot, 3%

Know a little, 38%

Don't know anything, 59%

41% of residents know something about the DMP

Queenstown
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QUEENSTOWN LAKES TOURISM ECONOMIC INDICATORS

TOURISM GROSS DOMESTIC PRODUCT (GDP)

$1.1b
GDP
+44%
Change from last year

- The tourism sector contributed $1,117.1M towards GDP in Queenstown-Lakes District in 2023.

- This amounted to 28.2% of Queenstown Lakes District's economic output in 2023 as compared to 16.7% in 2000.

- Growth in the tourism sector in Queenstown Lakes District has averaged 9.8% since 2000, compared with an average of 6.9% in New Zealand.

- Economic output in Queenstown Lakes District's tourism sector increased by 44.0% in 2023.

TOURISM EMPLOYMENT

11.9k
FTEs
+49.7%
Change from last year

- The tourism sector employed an average of 11,919 people in Queenstown Lakes District in 2023.

- This amounted to 37.5% of Queenstown Lakes District's total employment in 2023 as compared to 61.4% in 2000.

- Employment growth in the tourism sector in Queenstown-Lakes District has averaged 3.9%pa between 2000 and 2023.

- Employment in the tourism sector increased by 49.7% in 2023 in Queenstown-Lakes District, compared with increases of 48.0% in New Zealand and 48.0% in New Zealand.

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