

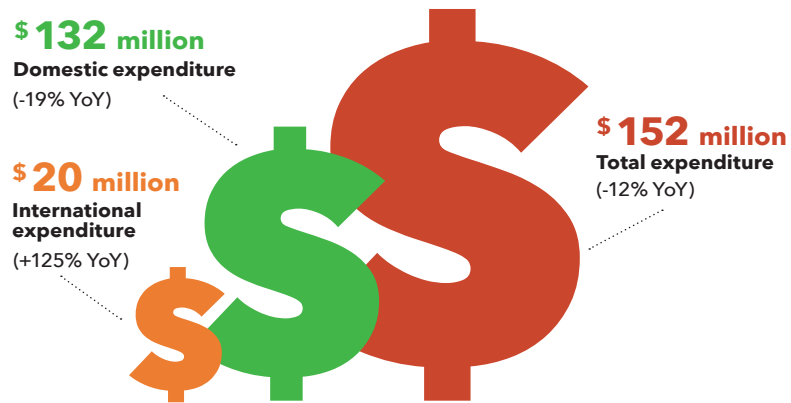
# Queenstown visitor snapshot

Quarter 1 FY21-22 (July - September 2021)

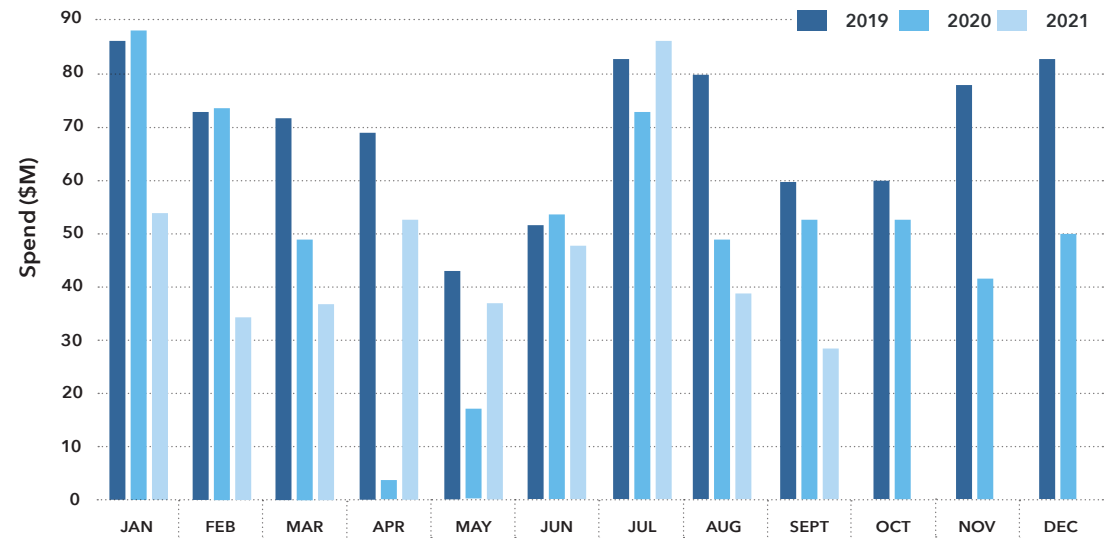


## Visitor Expenditure

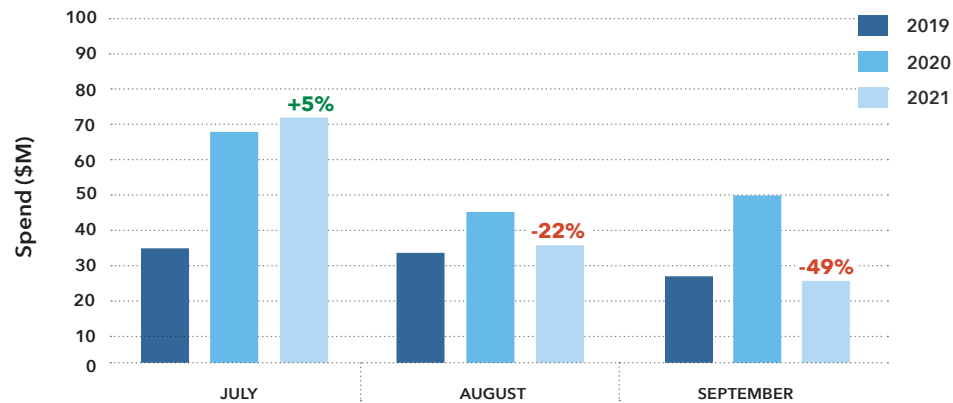
### Queenstown Visitor Expenditure by Market Q1



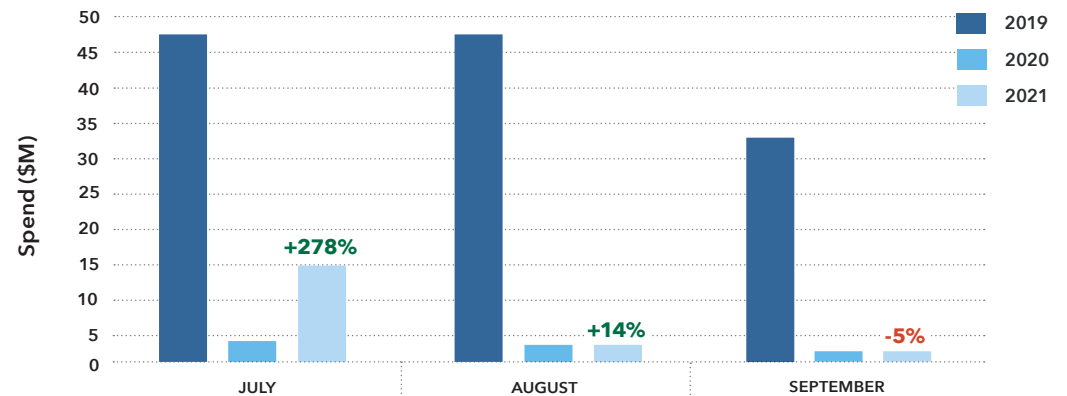
### Total Expenditure by month 2021 compared to 2020 & 2019



### Domestic Expenditure by month Q1 2021 compared to Q1 2020 & Q1 2019



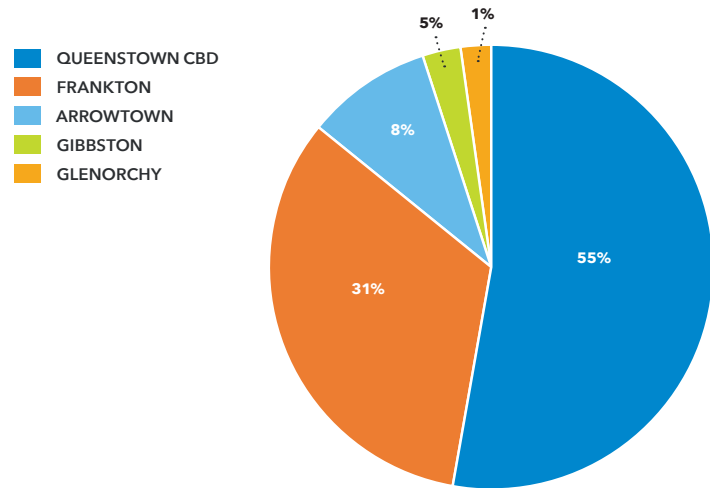
### International Expenditure by month Q1 2021 compared to Q1 2020 & Q1 2019



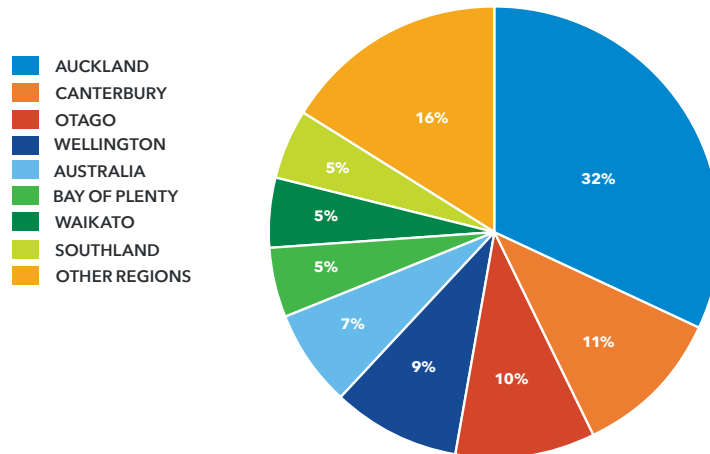
(Source: Worldline/ Marketview Tourism Data Tool, 1 January 2019 - 30 September 2021)

## Visitor Expenditure

Queenstown Visitor Expenditure proportion by sub-region



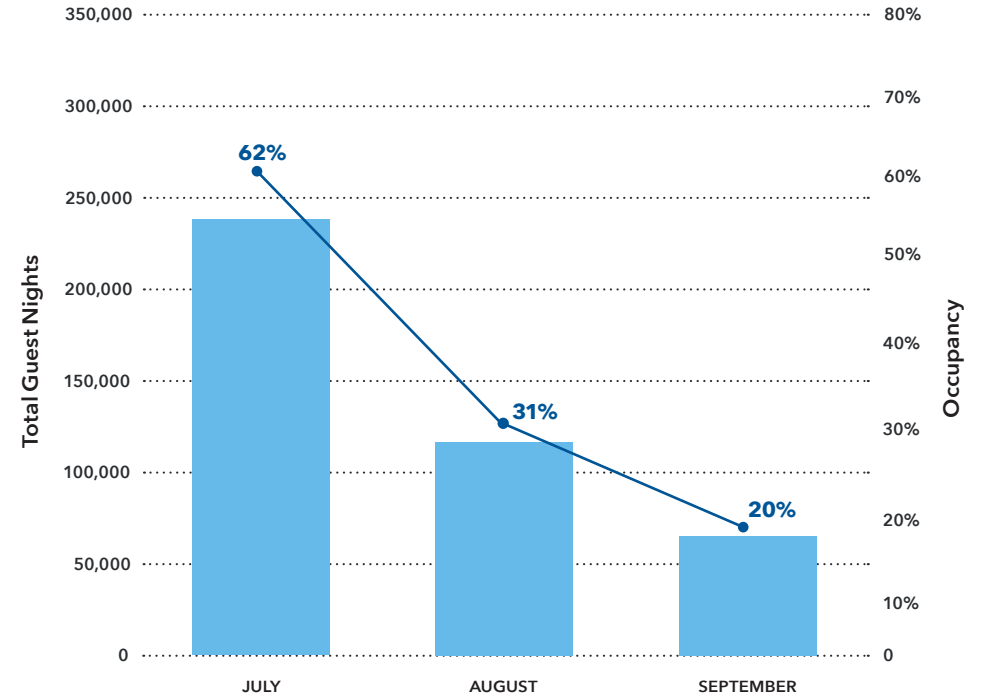
Visitor expenditure by region/ country of origin



(Worldline/ Marketview Tourism Data Tool, 1 July 2021 - 30 September 2021)

## Visitation

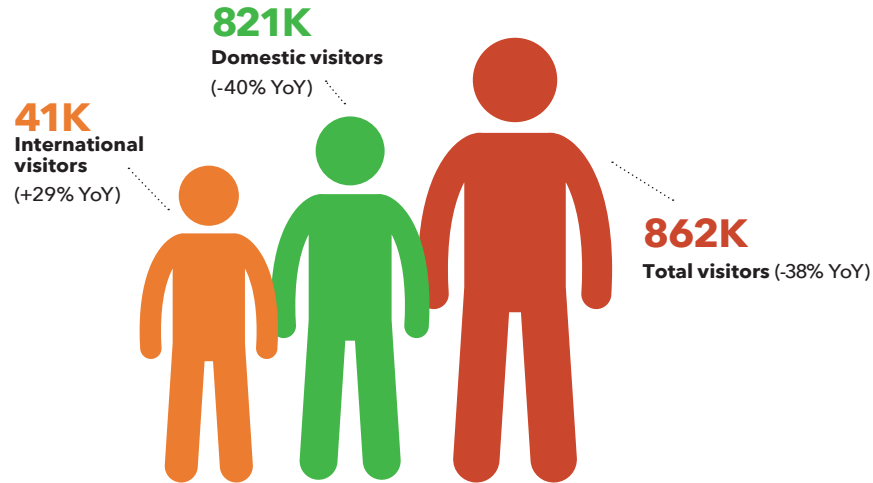
Total commercial guest nights & occupancy Q1



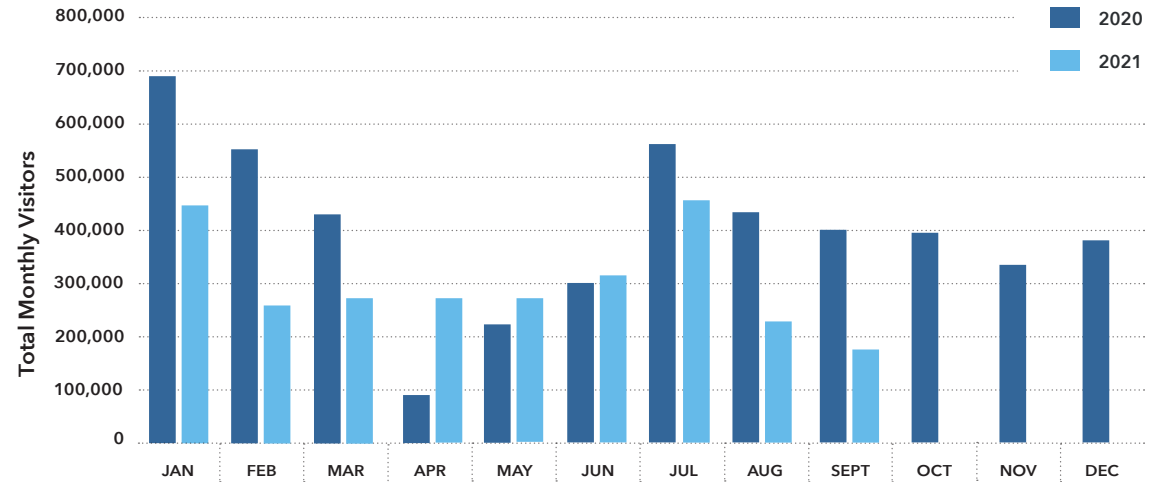
(Source: Accommodation Data Programme (ADP), July - September 2021)

## Visitation

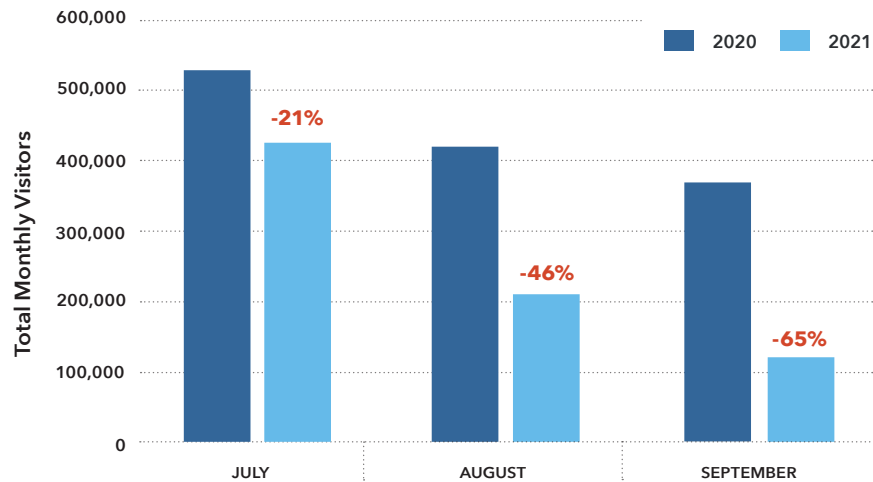
### Queenstown cumulative visitor days by market Q1



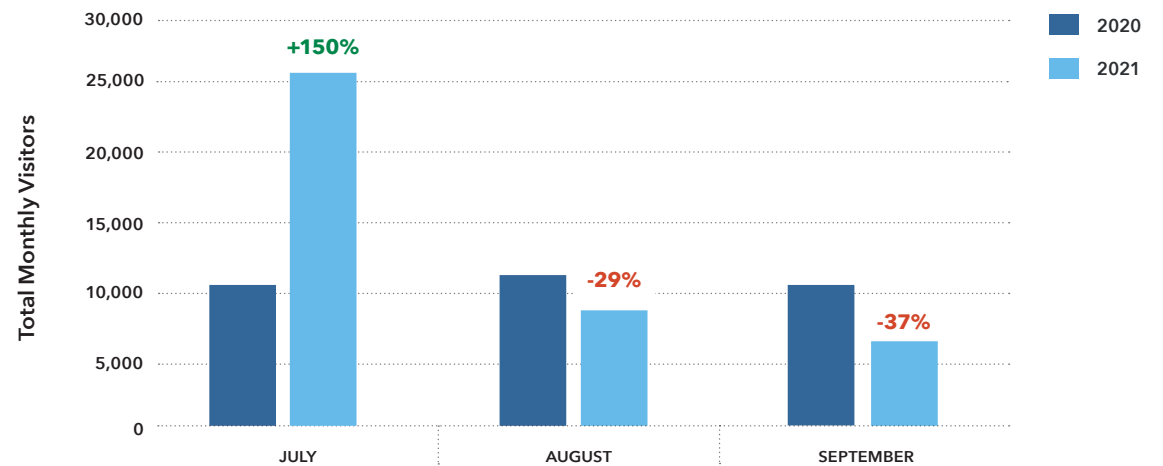
### Total cumulative visitor days 2021 compared to 2020



### Domestic cumulative visitor days Q1 compared to Q1 2020



### International cumulative visitor days Q1 compared to Q1 2020

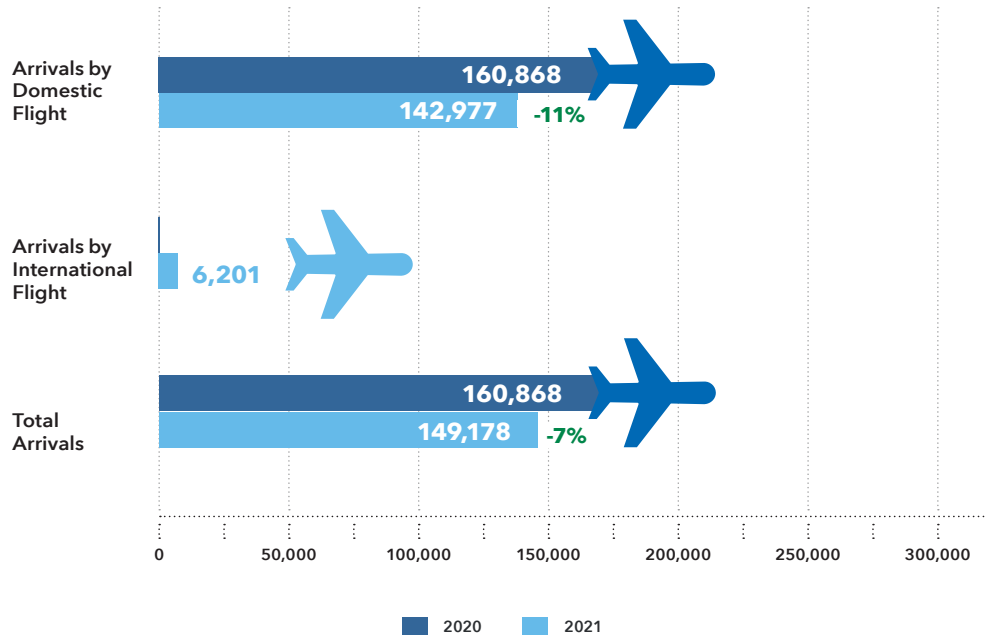


[Source: Dataventures Dataventures Tourism New Zealand Tool, 1 January 2019 - 30 September 2021]

**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.

## Airport Arrivals

### Queenstown Airport Passenger Arrivals Quarter 1



[Source: Queenstown Airport Passenger History 1 July - 30 September 2019, 2020, 2021]

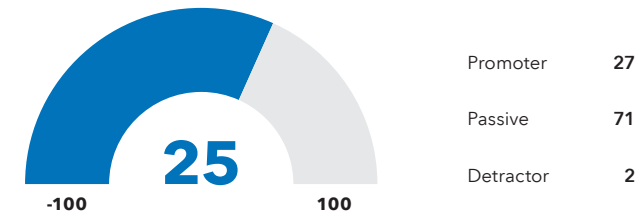
## Visitor Perceptions & Sentiment

### Tourism Sentiment Index

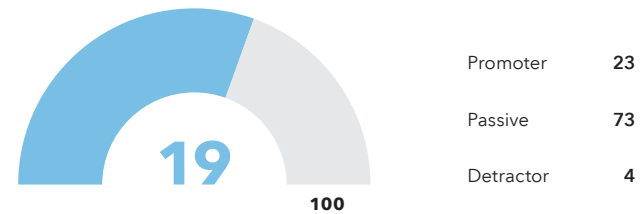
The Tourism Sentiment Index is the measure of a destinations ability to generate positive word of mouth. It is an aggregate score derived from the tone of online conversations that relate to visitors tourism experiences in a destination. The Tourism Sentiment Index can range from -100 to +100 (lowest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

If you would like to know more about how the Tourism Sentiment index works please click on the link [HERE](#).

### Queenstown Tourism Sentiment Index Score



### New Zealand Tourism Sentiment Index Score



## Visitor Perception & Sentiment

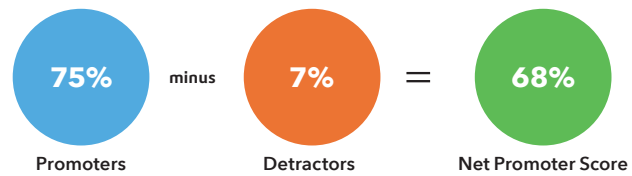
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### Visitor Insights Program (VIP)

The Visitor Insights Programme (VIP) is DQ's own research initiative conducted by Angus & Associates. The results of this ongoing intercept visitor survey are published quarterly. Information covered includes motivators to visit, visitor expectation, booking lead times, length of stay, activities/attractions and satisfaction.

Overall experience in Queenstown for Quarter 1 FY21/22 **8.8 / 10**

### Net Promoter Score (NPS)



[Source: Angus & Associates Queenstown Visitor Insights Survey, 1 July - 30 September 2021. n = 159]