



## JUNE 2024 QUEENSTOWN MONTHLY DATA SNAPSHOT

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Destination Queenstown's Monthly Data Snapshot is available in the middle of each month, to provide members with access to topline information regarding the prior month's performance, based on the datasets available. These insights have been gathered from the [Visitor Insights Dashboard](#) on the [Member Hub](#). The Data and Insights section of the hub provides members with one convenient location for publicly available tourism data, purchased data, DQ-commissioned research, and the Forward Outlook.

### JUNE 2024

In June 2024, the new VVEs show Queenstown recorded over 478,000 cumulative visitor days, a 7% decrease from June 2023. Visitor expenditure fell by 8%, with domestic spending down 13%, however international spending remained stable. These decreases potentially show the impact increased living costs and reduced discretionary spending is having on the New Zealand and Australian markets. Queenstown Airport arrivals were stable year-on-year, with over 86,000 passenger arrivals. Positively, the visitor experience score remains stable with Net Promoter Scores (NPS) reaching 75 over the last twelve months and 73 over the past three months.

### **NEW: VISITATION DATA: VISITOR VOLUME ESTIMATES (VVE)**

DQ is pleased to incorporate the inclusion of a new visitation estimate data source created in collaboration with tourism data experts Vistr. This estimate, known as Visitor Volume Estimates (VVE), relies on mobile data location “pings,” similar to the now-discontinued Visitor Local Population Estimates (VLPEs), but with different methodology believed to better reflect regional visitor counts. The VVEs have been integrated into the Visitor Insights Dashboard and for further information about this source click [here](#).

### **NEW: VISITOR ECONOMY INSIGHTS RESOURCE**

The new Visitor Economy Insights Resource produced by DQ, provides a comprehensive summary of key statistics, data, and insights. It will be updated biannually in August (for year end June) and February (for year end December), and can be found on the Research & Insights page of the member hub.

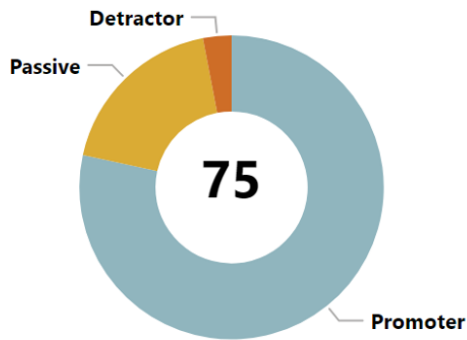
[Access the latest Visitor Economy Insights Resource for year ending June 2024.](#)

## **VISITOR EXPERIENCE**

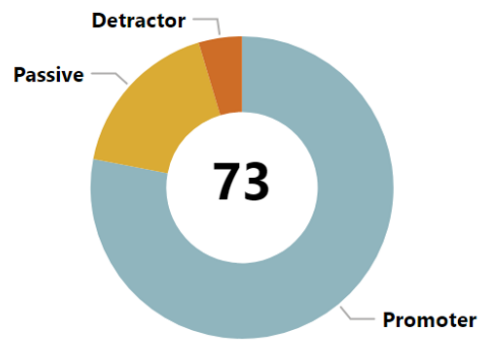
The Visitor Experience Survey is a survey of visitors to the Queenstown Lakes region. The results are shared quarterly and outline a variety of experience aspects including; visitor motivations, connection with people and place, activities/attractions, net promoter score and overall visitor experience satisfaction. The Visitor Experience Survey is Destination Queenstown and Lake Wānaka Tourism's collaborative research initiative facilitated by tourism research experts Angus & Associates.

### **NET PROMOTER SCORE**

### Last 12 months



### Last 3 months



## OVERALL VISITOR EXPERIENCE SATISFACTION SCORE

### Last 12 months

**8.8**

**out of 10**

### Last 3 months

**8.9**

**out of 10**

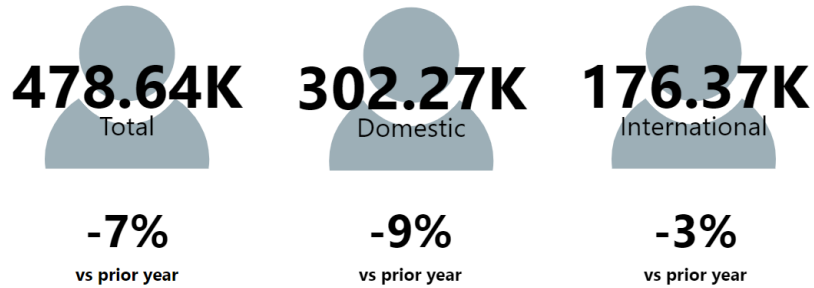
Source: Queenstown Visitor Experience Survey, Destination Queenstown facilitated by Angus & Associates.

Sample size = 663. Last 12 months refers to 1 July 2023 - 30 June 2024, last 3 months refers to 1 April - 30 June 2024.

## MONTHLY CUMULATIVE VISITOR ESTIMATES

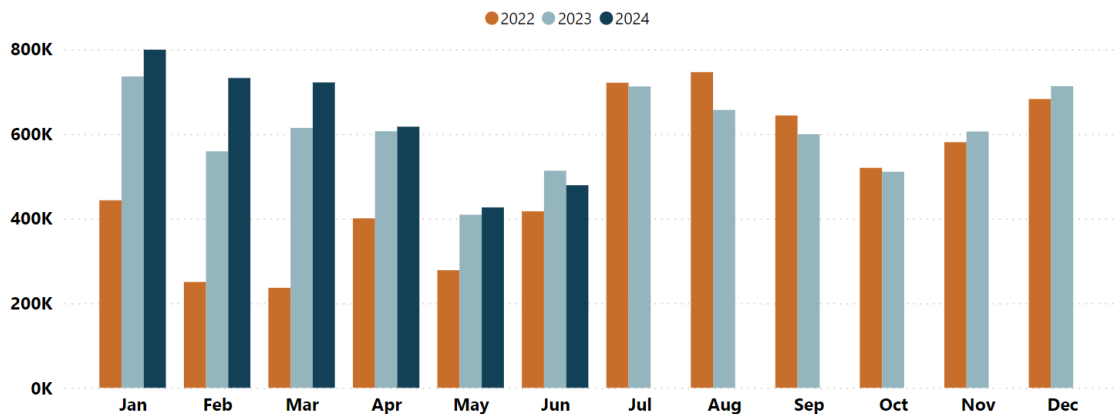
The monthly cumulative visitor estimates represent the total number of daily visitors counted over a month, regardless of whether visitors stay for multiple days. For example, if someone visits for three days, they are counted three times in the cumulative estimate.

## JUNE 2024 SNAPSHOT



Source: Vistr Visitor Volume Estimates. 1 - 30 June 2024.  
vs prior year: percentage change vs same month 2023.

## MONTHLY CUMULATIVE VISITOR ESTIMATES



Source: Vistr Visitor Volume Estimates. 1 January 2022 - 30 June 2024.  
vs prior year: percentage change vs same month 2023.

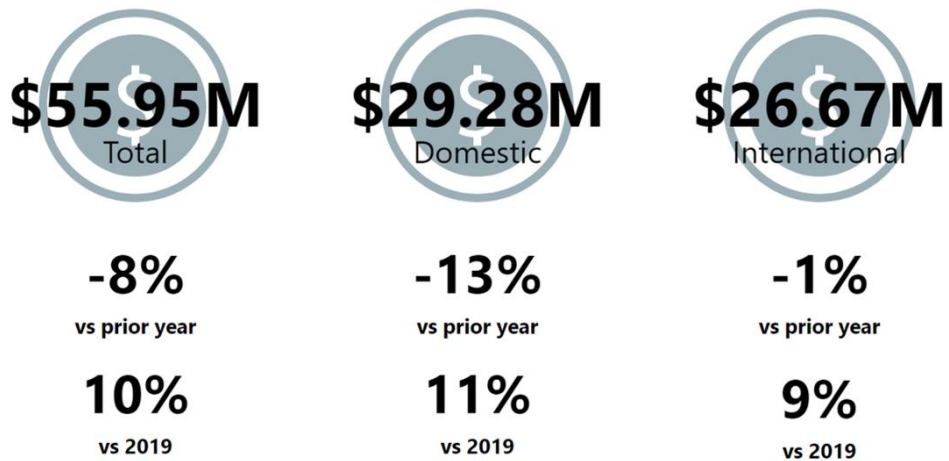
## VISITOR EXPENDITURE

Visitor expenditure refers to money spent on tourism-related activities while in Queenstown. DQ uses Marketview visitor spend figures as our expenditure measure.

Marketview visitor expenditure is based on visitor in-person card transactions and does not include estimates for cash, online transactions and pre-bookings.

Note: this source is not adjusted to account for inflation.

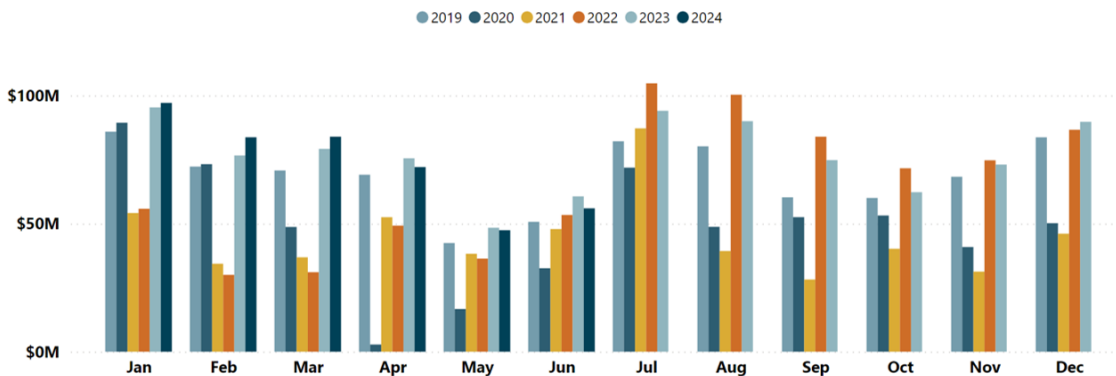
### JUNE 2024 SNAPSHOT



Source: Worldline/Marketview Tourism Data. 1 - 30 June 2024.

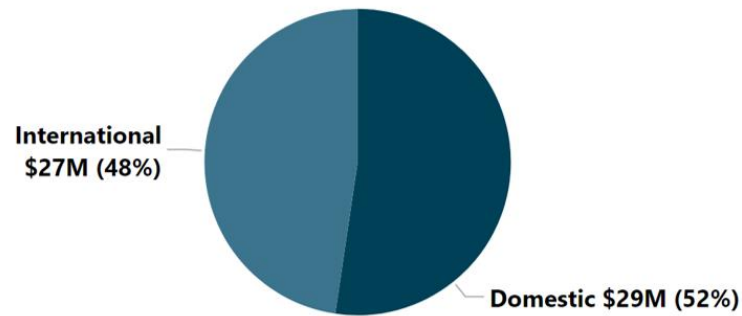
vs prior year - percentage change vs same month 2023, vs 2019 - percentage change vs same month 2019.

### TOTAL VISITOR EXPENDITURE



Source: Worldline/Marketview Tourism Data. 1 January 2019 - 30 June 2024.

## VISITOR EXPENDITURE BY REGION/COUNTRY OF ORIGIN JUNE 2024

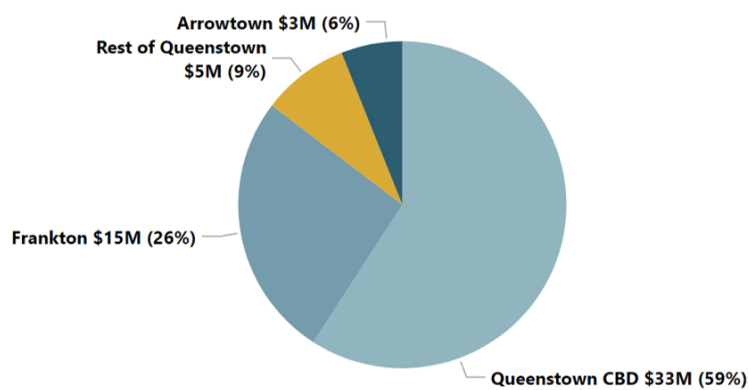


	Expenditure	vs PY
Auckland	\$8.0M	-15%
Rest of Otago	\$5.8M	-5%
Canterbury	\$4.7M	-8%
Southland	\$3.4M	-8%
Wellington	\$2.2M	-23%
Other Domestic	\$2.0M	-17%
Waikato	\$1.5M	-31%
Bay of Plenty	\$1.1M	-11%
Northland	\$0.6M	-13%
<b>Total</b>	<b>\$29.3M</b>	<b>-13%</b>

	Expenditure	vs PY
Australia	\$10.3M	-18%
USA	\$6.4M	42%
Rest of Asia	\$3.3M	42%
United Kingdom	\$2.4M	26%
Other International	\$1.5M	-58%
Rest of Europe	\$1.2M	52%
China	\$0.8M	21%
Japan	\$0.3M	100%
Canada	\$0.2M	9%
Korea	\$0.1M	32%
Germany	\$0.1M	-36%
<b>Total</b>	<b>\$26.7M</b>	<b>-1%</b>

Source: Worldline/Marketview Tourism Data. 1 - 30 June 2024.

## VISITOR EXPENDITURE BY LOCAL SUB-REGION JUNE 2024



Source: Worldline/Marketview Tourism Data. 1 - 30 June 2024.

## QUEENSTOWN COMMERCIAL ACCOMMODATION

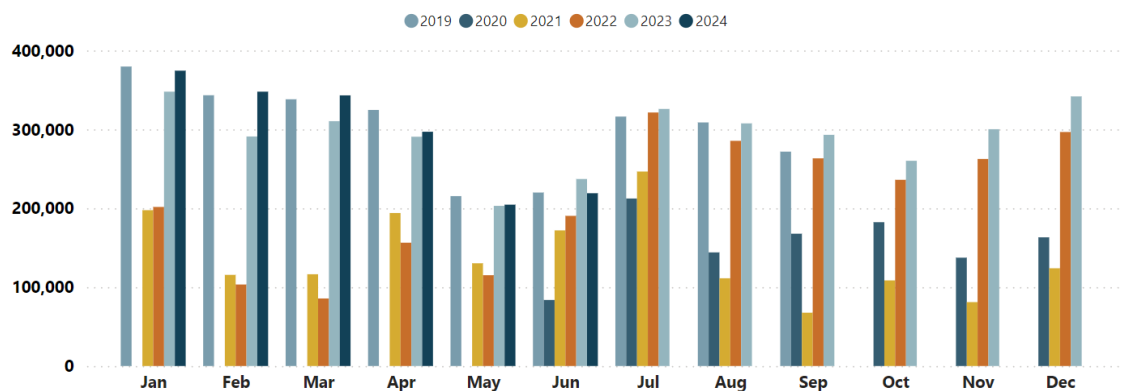
The total guest nights and occupancy rates for commercial accommodation in the Queenstown region gathered from properties participating in the Accommodation Data Programme.

### JUNE 2024 SNAPSHOT



Source: Accommodation Data Programme. 1 - June 2024.  
vs prior year: percentage change vs same month 2023.

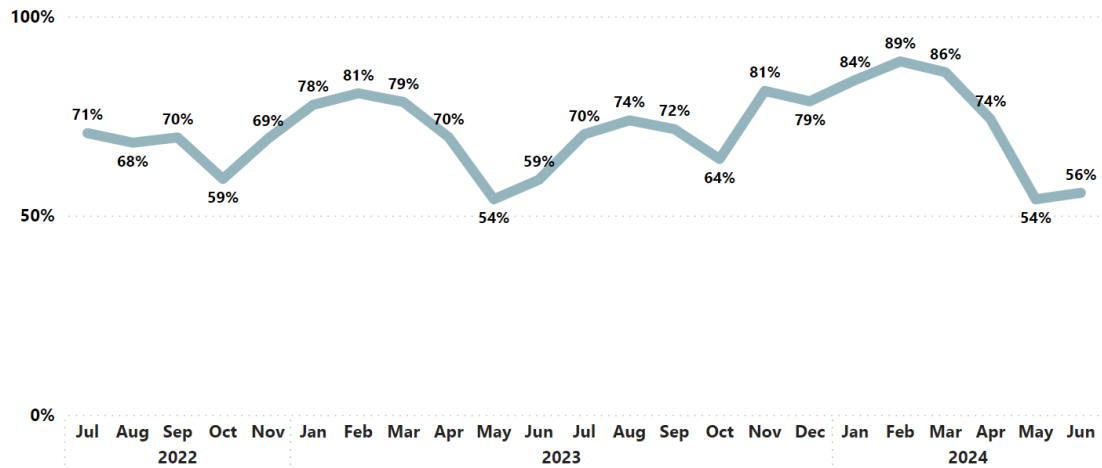
### TOTAL GUEST NIGHTS



Source: Commercial Accommodation Montior CAM (January 2019 - September 2019), Accommodation Data Programme (Jun 2020 onwards). 1 January 2019 - 30 June 2024.  
Note: There is a gap between October 2019 - June 2020 when data wasn't being collected.

## OCCUPANCY RATE

JULY 2022 - JUNE 2024 (LAST 24 MONTHS)



Source: Accommodation Data Programme (Jun 2020 onwards). 1 July 2022 - 30 May 2024.

## QUEENSTOWN AIRPORT PASSENGER ARRIVALS

The number of passengers that arrived through Queenstown Airport.

### JUNE 2024 SNAPSHOT

**86.68K**  
Total

**2%**  
vs prior year

**55.76K**  
Domestic

**-2%**  
vs prior year

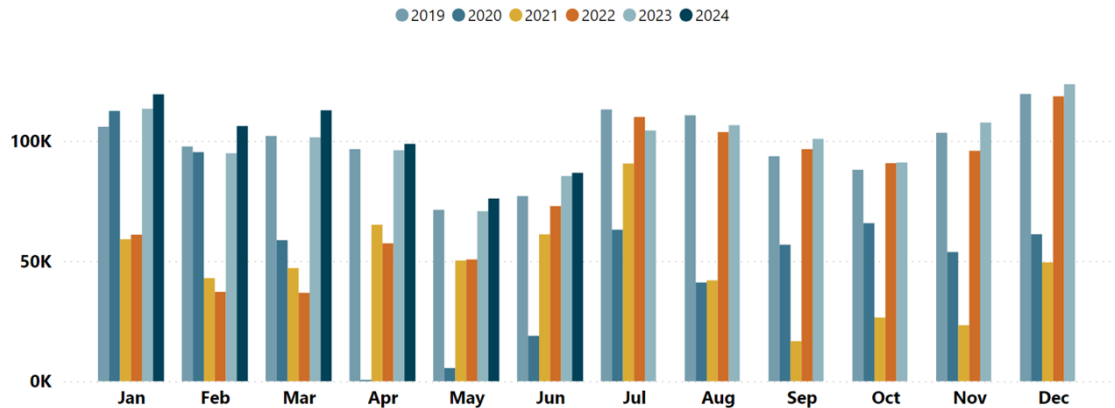
**30.91K**  
International

**8%**  
vs prior year



Source: Queenstown Airport Passenger History. 1 - 30 June 2024.  
vs prior year: percentage change vs same month 2023.

### TOTAL PASSENGER ARRIVALS



Source: Queenstown Airport Passenger History. 1 January 2019 - 30 June 2024.

The Queenstown Monthly Data Snapshots are gathered from the [Data and Insights Hub](#)

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