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JULY 2024 QUEENSTOWN MONTHLY DATA SNAPSHOT

Destination Queenstown's Monthly Data Snapshot is available at the end of each month. It provides members with access to topline information regarding the prior month's performance, based on the datasets available. 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.

JULY 2024

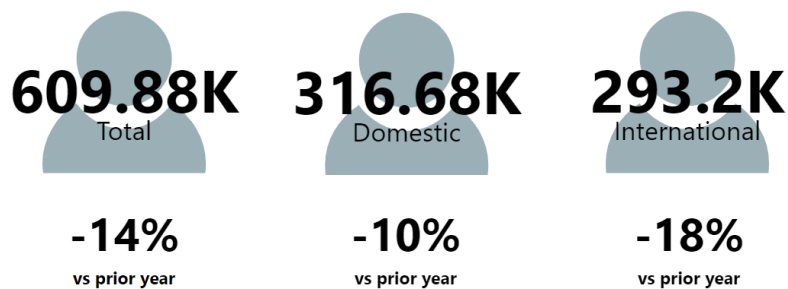
In July 2024, Queenstown hosted over 600,000 cumulative visitor days, representing a 14% decrease compared to July 2023. This decline was largely attributed to reduced international visitation, likely influenced by the school holiday falling differently this year. Visitor expenditure also dropped by 9%, with domestic spending down by 14%. International spending remained near July 2023 levels, buoyed by growth in markets such as the USA, China, and other parts of Asia. The decline in visitation from the New Zealand

and Australian markets was especially pronounced during the winter school holiday period, likely driven by rising living costs and reduced discretionary spending among families.

MONTHLY CUMULATIVE VISITOR ESTIMATES

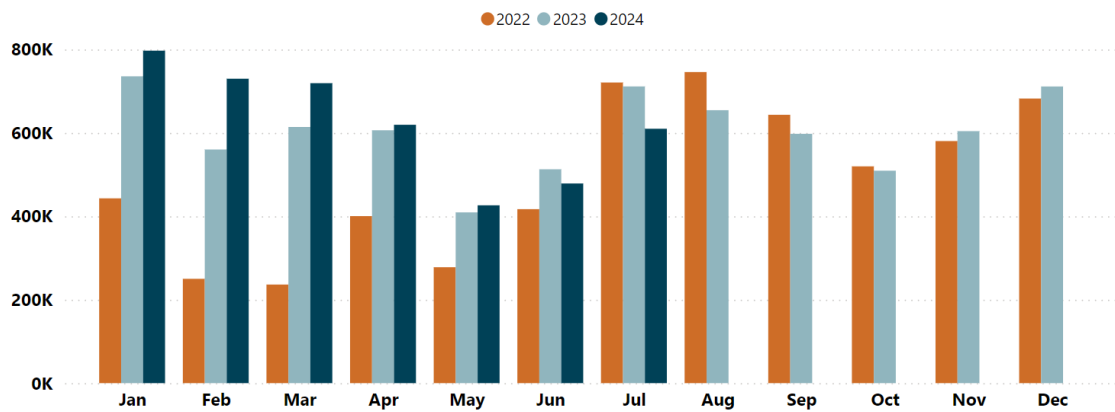
The monthly cumulative visitor estimates represent the total number of daily visitors counted over a month, regardless of whether visitors stay for multiple days. For example, if someone visits for three days, they are counted three times in the cumulative estimate.

JULY 2024 SNAPSHOT



Source: Vistr Visitor Volume Estimates. 1 - 31 July 2024.
vs prior year: percentage change vs same month 2023.

MONTHLY CUMULATIVE VISITOR ESTIMATES



Source: Vistr Visitor Volume Estimates. 1 January 2022 - 31 July 2024.

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.

JULY 2024 SNAPSHOT

\$85.88M
Total

-9%
vs prior year

5%
vs 2019

\$38.02M
Domestic

-14%
vs prior year

9%
vs 2019

\$47.86M
International

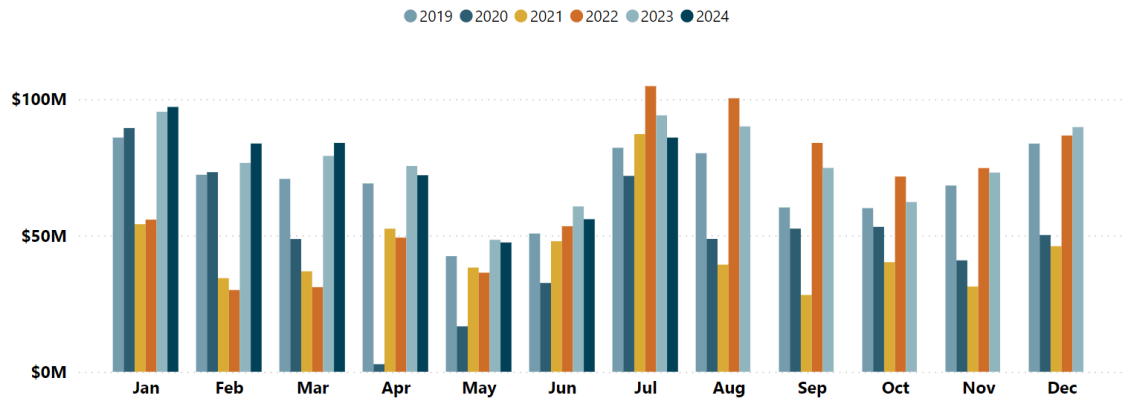
-4%
vs prior year

1%
vs 2019

Source: Worldline/Marketview Tourism Data. 1 - 31 July 2024.

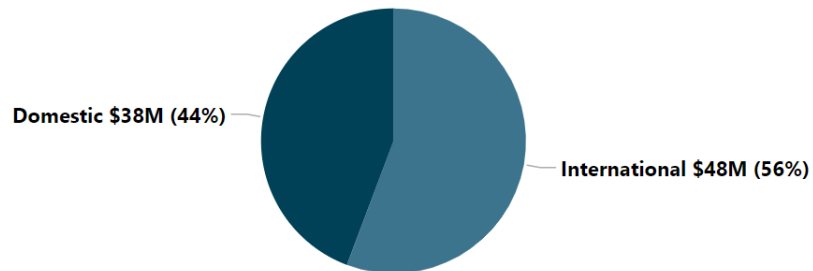
vs prior year - percentage change vs same month 2023, vs 2019 - percentage change vs same month 2019.

TOTAL VISITOR EXPENDITURE



Source: Worldline/Marketview Tourism Data. 1 January 2019 - 31 July 2024.

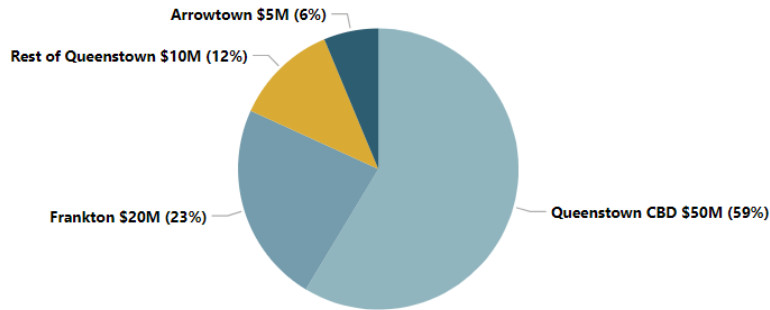
VISITOR EXPENDITURE BY REGION/COUNTRY OF ORIGIN JULY 2024



	Expenditure	vs PY		Expenditure	vs PY
Auckland	\$14.1M	-16%	Australia	\$20.0M	-21%
Rest of Otago	\$5.5M	-14%	USA	\$10.8M	15%
Canterbury	\$5.2M	-16%	Rest of Asia	\$5.2M	18%
Wellington	\$3.1M	-21%	United Kingdom	\$3.5M	-5%
Southland	\$3.0M	-15%	Other International	\$3.4M	26%
Other Domestic	\$2.7M	-10%	Rest of Europe	\$2.1M	23%
Waikato	\$2.1M	1%	China	\$1.8M	25%
Bay of Plenty	\$1.5M	-15%	Japan	\$0.4M	17%
Northland	\$0.7M	1%	Canada	\$0.3M	-11%
Total	\$38.0M	-14%	Korea	\$0.2M	-2%
			Germany	\$0.1M	-7%
			Total	\$47.9M	-4%

Source: Worldline/Marketview Tourism Data. 1 - 31 July 2024.

VISITOR EXPENDITURE BY LOCAL SUB-REGION JULY 2024

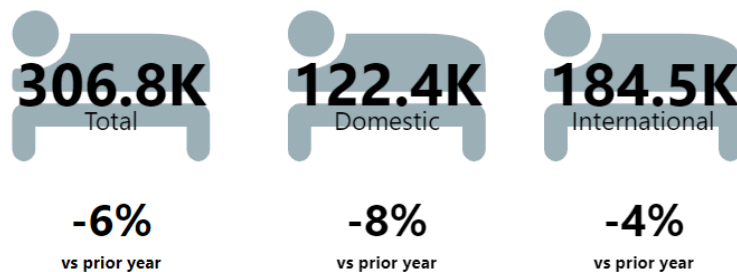


Source: Worldline/Marketview Tourism Data. 1 - 31 July 2024.

QUEENSTOWN COMMERCIAL ACCOMMODATION

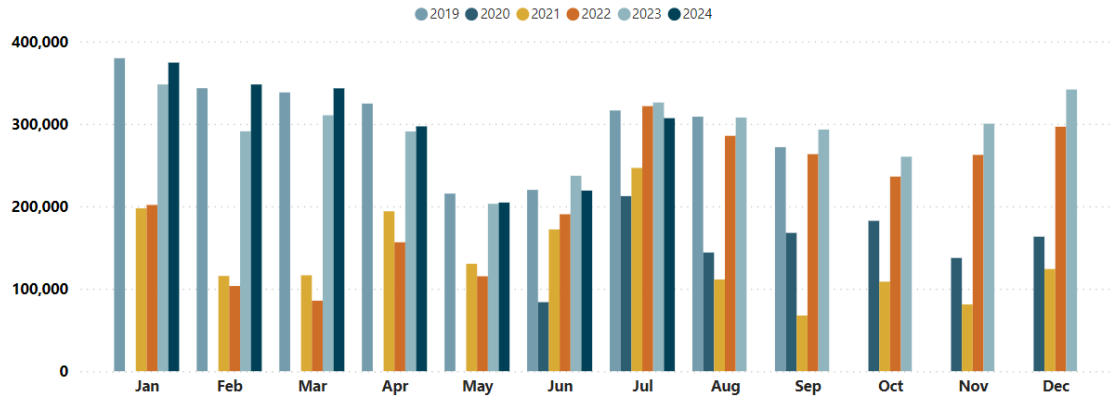
The total guest nights and occupancy rates for commercial accommodation in the Queenstown region gathered from properties participating in the Accommodation Data Programme.

JULY 2024 SNAPSHOT



Source: Accommodation Data Programme. 1 - 31 July 2024.
vs prior year: percentage change vs same month 2023.

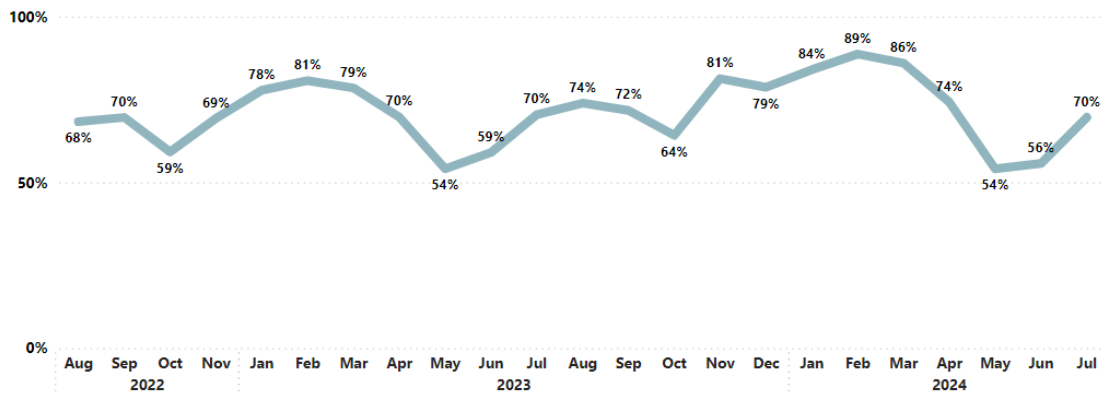
TOTAL GUEST NIGHTS



Source: Commercial Accommodation Montior CAM (January 2019 - September 2019), Accommodation Data Programme (June 2020 onwards). 1 January 2019 - 31 July 2024.
 Note: There is a gap between October 2019 - June 2020 when data wasn't being collected.

OCCUPANCY RATE

AUGUST 2022 - JULY 2024 (LAST 24 MONTHS)

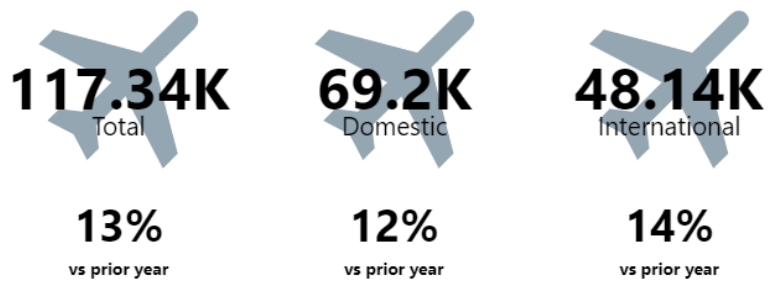


Source: Accommodation Data Programme (Jun 2020 onwards). 1 August 2022 - 31 July 2024.

QUEENSTOWN AIRPORT PASSENGER ARRIVALS

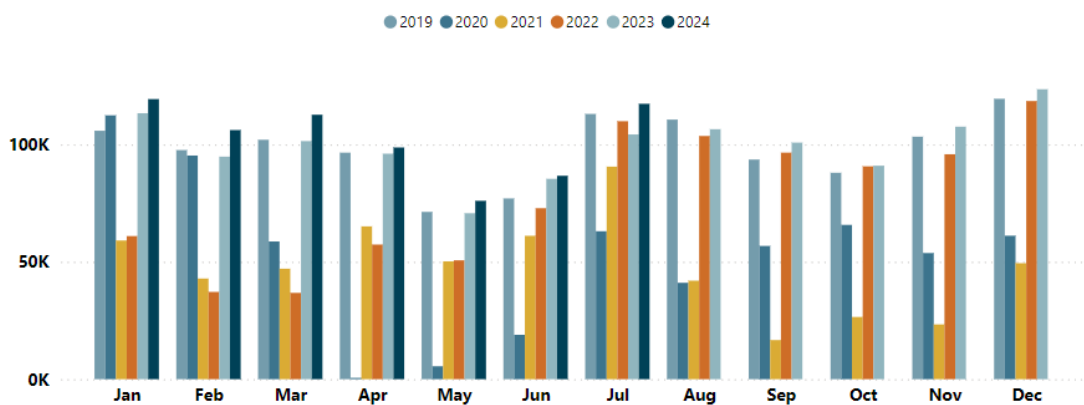
The number of passengers that arrived through Queenstown Airport.

JULY 2024 SNAPSHOT



Source: Queenstown Airport Passenger History. 1 - 31 July 2024.
vs prior year: percentage change vs same month 2023.

TOTAL PASSENGER ARRIVALS



Source: Queenstown Airport Passenger History. 1 January 2019 - 31 July 2024.

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



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