



VISITOR ECONOMY INSIGHTS

Wānaka

YE June 2024

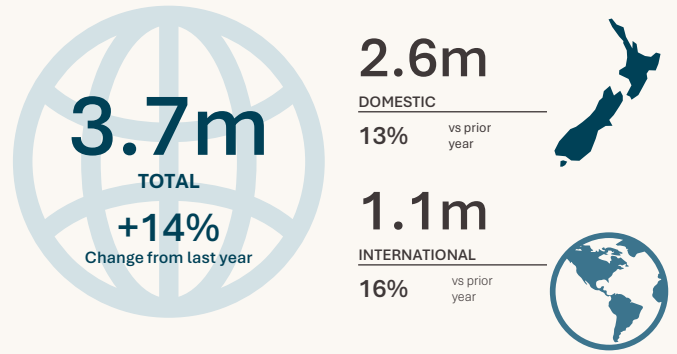
This resource provides a summary of key visitor economy statistics, data and insights.

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



WĀNAKA VISITATION

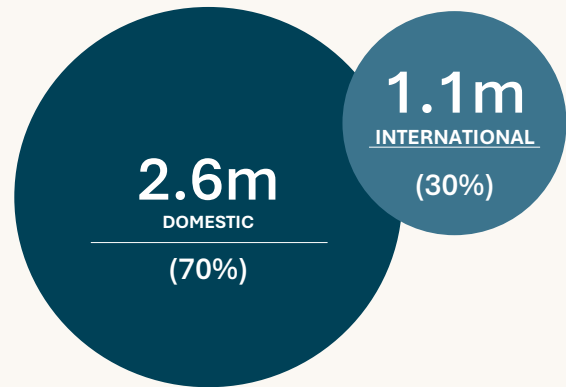
CUMULATIVE VISITOR DAYS (YE JUN 24)



Total estimated cumulative visitor days in the Wānaka region totalled 3.7 million days at June 2024, a 14% increase on prior year.

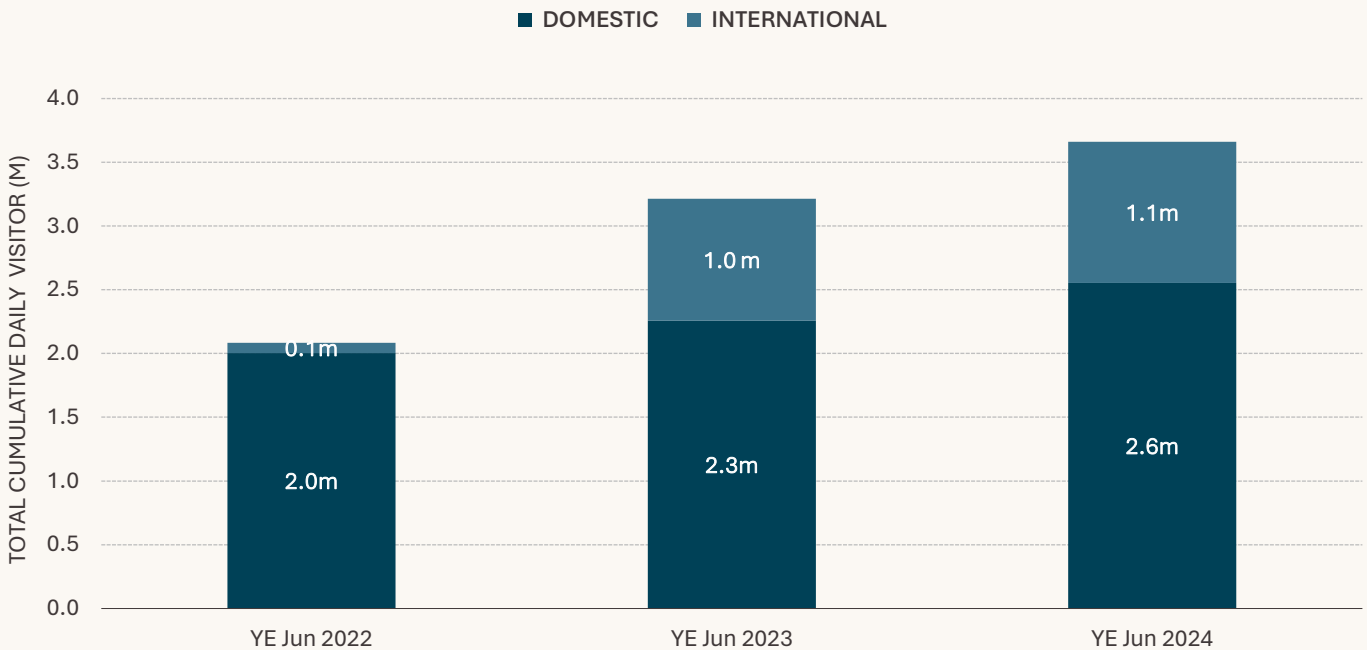
The domestic/ international split is 70% domestic and 30% international.

CUMULATIVE VISITOR DAYS BY DOMESTIC/ INTERNATIONAL SPLIT



[Source: Vistr Visitor Volume Estimates. 1 July 2023 – 30 June 2024]

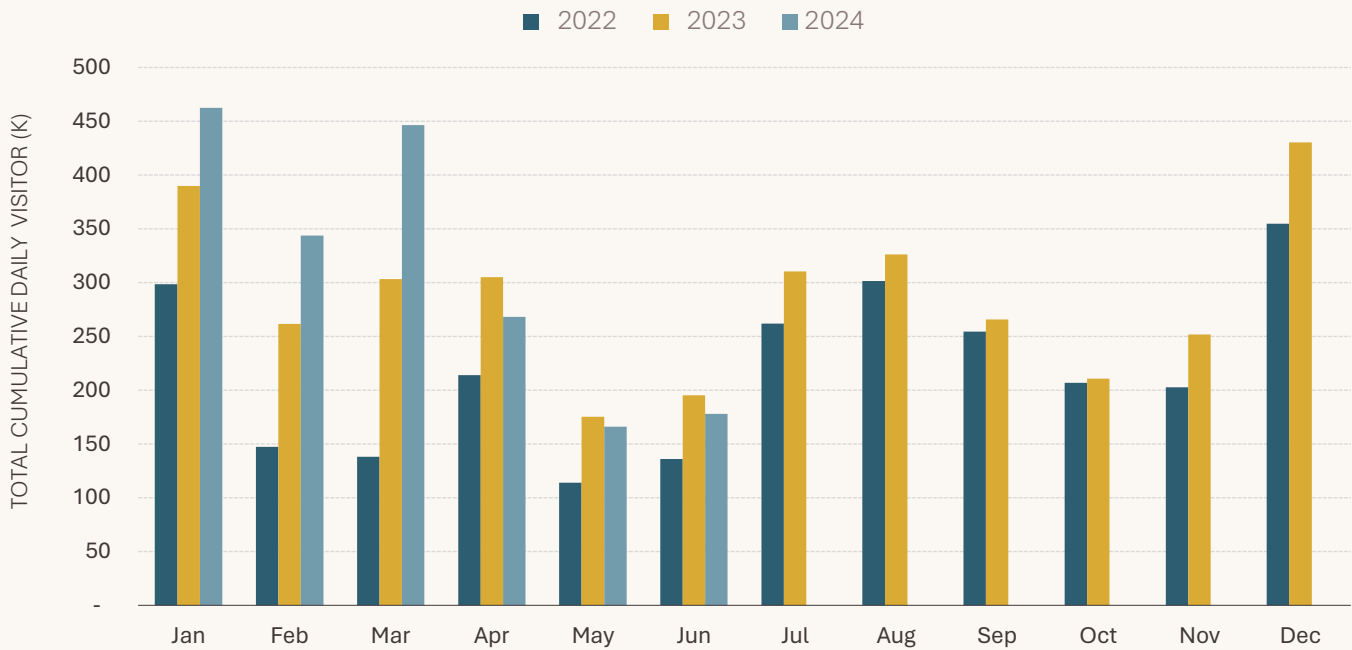
WĀNAKA VISITOR DAYS (YE JUN)



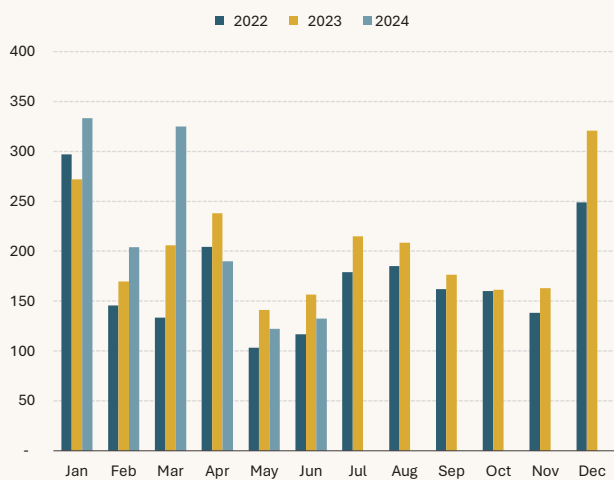
Note: Cumulative daily peak visitor estimated counts by month based on cellphone "pings". Visitor daily count estimates refer to peak daily visitor volumes (not unique visitors) for a specific market within a given geography and time of day. Cumulative visitor estimates are the total number of daily visitors counted over a given period, usually a month. For example, a visitor in the region for three days is counted three times.
 Source: Vistr Visitor Volume Estimates. [Further information.](#)
 Date range: 1 July 2021 – 30 June 2024.

WĀNAKA VISITATION

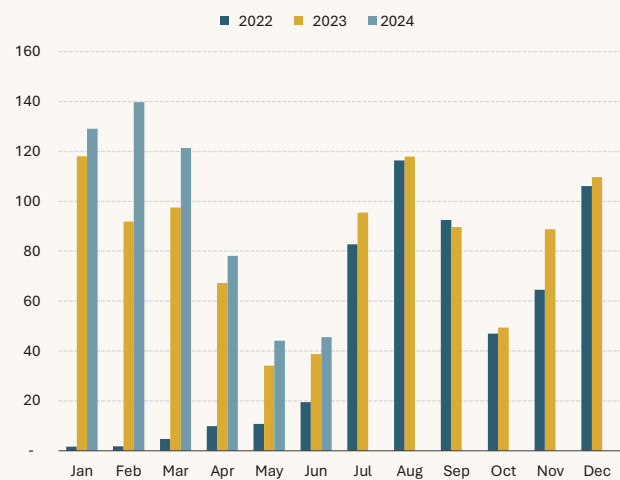
VISITATION BY MONTH



DOMESTIC VISITATION



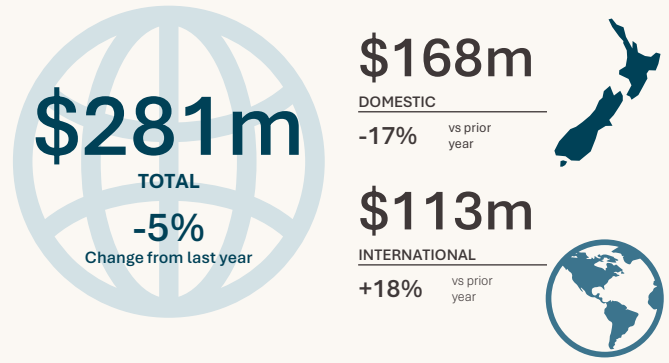
INTERNATIONAL VISITATION



Note: Cumulative daily peak visitor estimated counts by month based on cellphone "pings". Visitor daily count estimates refer to peak daily visitor volumes (not unique visitors) for a specific market within a given geography and time of day. Cumulative visitor estimates are the total number of daily visitors counted over a given period, usually a month. For example, a visitor in the region for three days is counted three times.
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WĀNAKA VISITOR EXPENDITURE

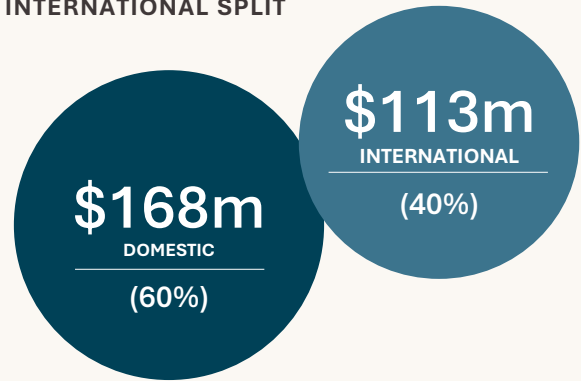
WĀNAKA VISITOR EXPENDITURE (YE JUN 24)



Visitor related electronic card expenditure at YE June 2024 totalled \$281 million, a 5% decrease on the prior year.

The domestic/ international split is weighted slightly more toward international (60% domestic, 40% international).

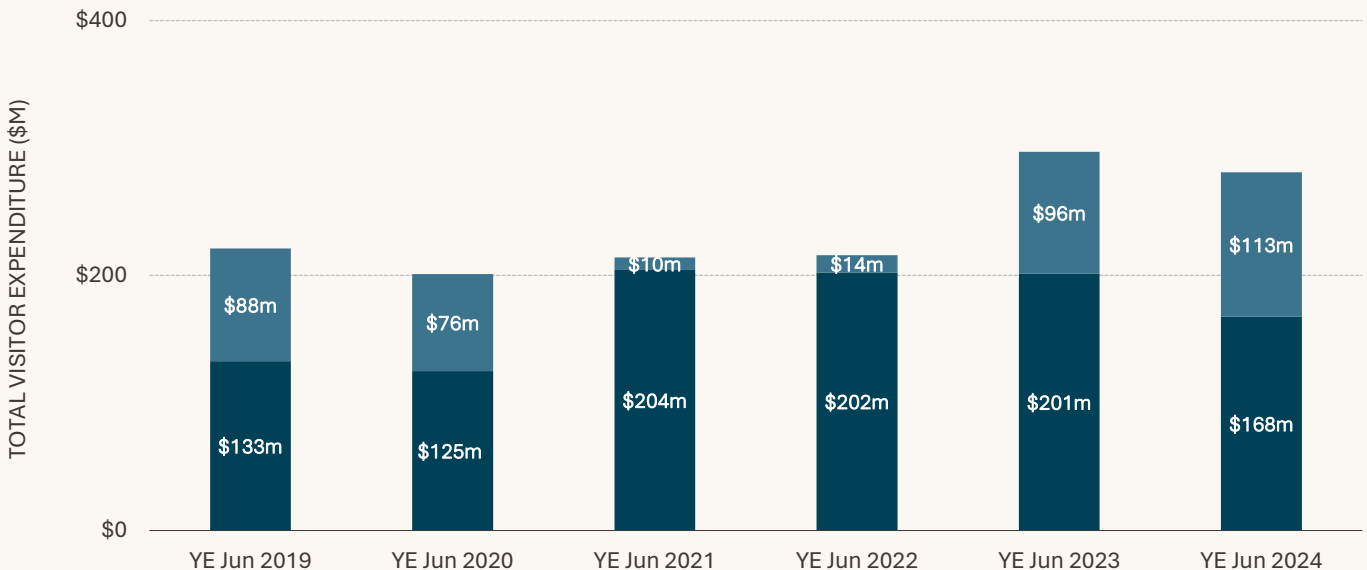
EXPENDITURE BY DOMESTIC/ INTERNATIONAL SPLIT



[Source: Marketview Tourism Data Tool. 1 July 2023 – 30 June 2024]

WĀNAKA VISITOR EXPENDITURE (YE JUN)

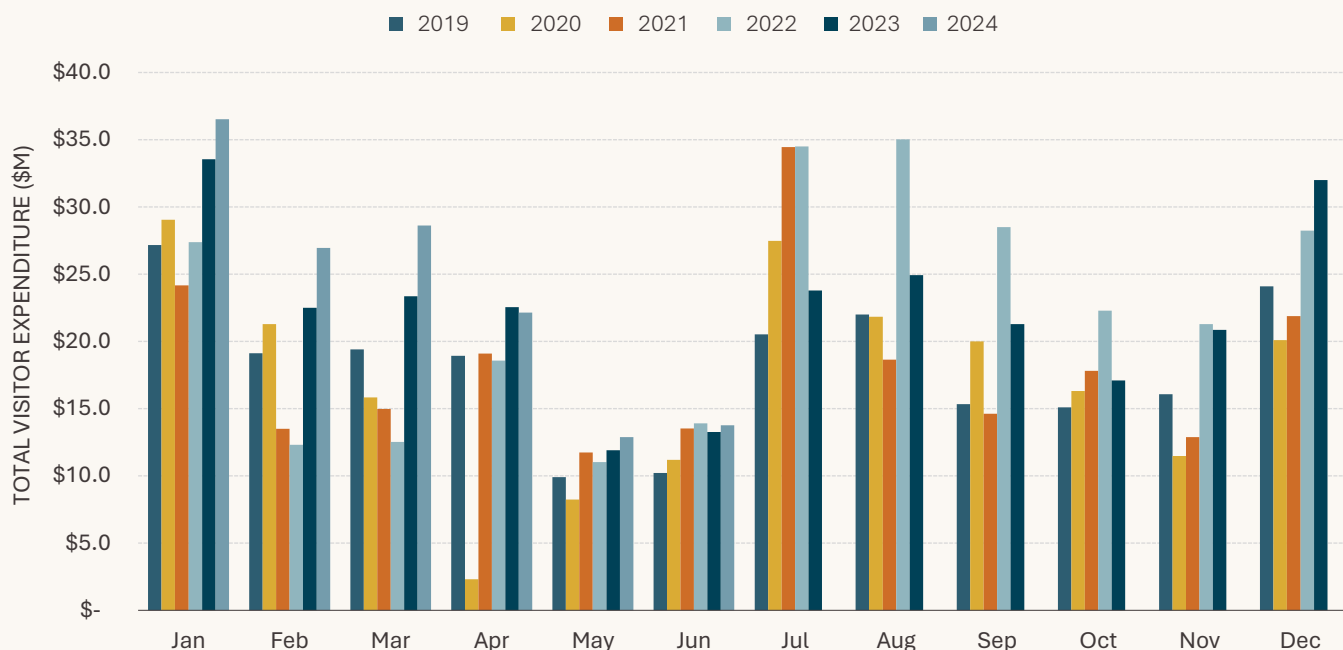
■ DOMESTIC ■ INTERNATIONAL



[Source: Marketview Tourism Data Tool. 1 July 2018 – 30 June 2024]

WĀNAKA VISITOR EXPENDITURE

EXPENDITURE BY MONTH



TOP VISITOR EXPENDITURE MARKETS

	(\$M)	vs prior year
New Zealand	\$167,575,374	-17%
USA	\$35,919,652	70%
Australia	\$26,508,960	-24%
United Kingdom	\$12,149,599	23%
Rest of Europe	\$10,417,660	51%
Rest of Asia	\$8,663,626	55%
Other International	\$6,845,049	-37%
China	\$5,082,567	398%
Germany	\$2,885,538	17%
Canada	\$2,562,564	34%
Japan	\$1,130,511	134%

DOMESTIC VISITOR EXPENDITURE

	(\$M)	vs prior year
Rest of Otago	\$43,477,332	-4%
Canterbury	\$41,485,253	-8%
Auckland	\$33,313,948	-29%
Other Domestic	\$12,879,092	-22%
Wellington	\$11,058,468	-25%
Southland	\$9,811,399	-8%
Waikato	\$7,009,418	-32%
Bay of Plenty	\$6,107,533	-29%
Northland	\$2,432,930	-26%

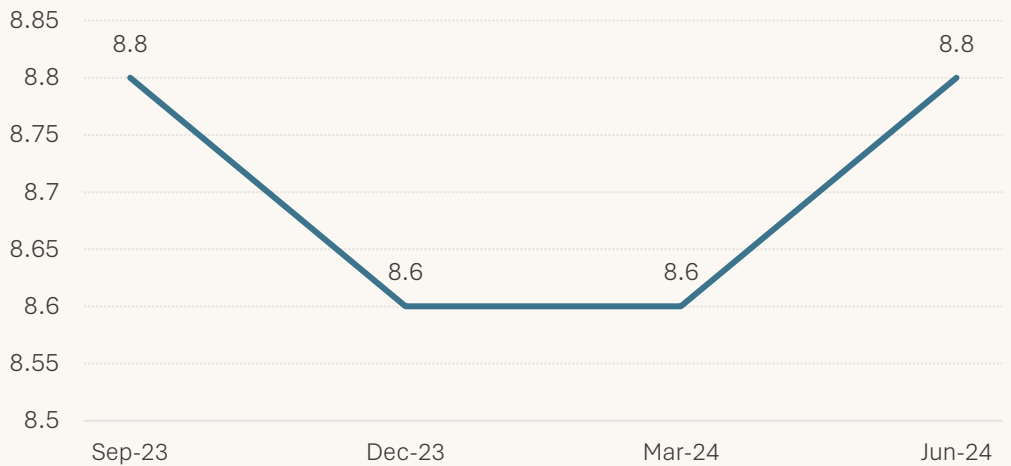
WĀNAKA VISITOR EXPERIENCE

OVERALL SATISFACTION

Visitors to Wānaka express high satisfaction with their experience in the region with an overall experience score of 8.7 (out of 10). On average, domestic visitors rate their experience at 8.5 (out of 10), while international visitors rate it higher at 8.9 (out of 10).

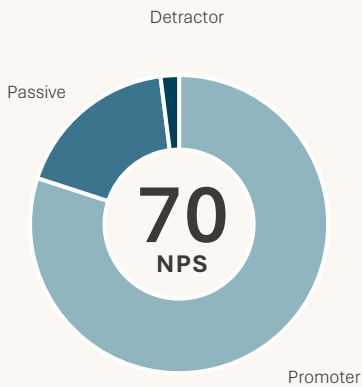
8.7

Overall visitor experience satisfaction YE June 2024

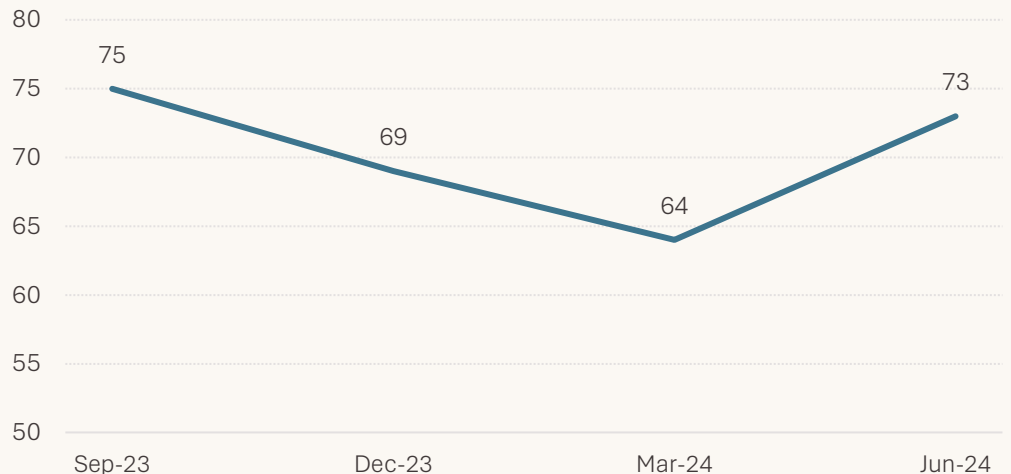


NET PROMOTER SCORE

Wānaka boasts an impressive Net Promoter Score (NPS) of +70 over the past 12 months indicating a strong advocacy for the region as a destination. International visitors have an even higher NPS of +76 compared to domestic visitors at +64.



Net Promoter Score
YE June 2024



Note: LWT's reporting year starts 1 July, so Q1 is July – September, Q2 is October – December, Q3 is January – March, Q4 is April – June.
Source: Queenstown Lakes Visitor Experience Survey, Destination Queenstown and Lake Wānaka Tourism, conducted by Angus & Associates.
Time period: 1 July 2023 – 30 June 2024.
Base: Queenstown Visitors – total sample (n=355). While sample size is building results are to be treated as indicative.

WĀNAKA COMMERCIAL ACCOMMODATION

Commercial accommodation guest nights at YE June 2024 totalled 865 thousand, a 5% increase on the prior year. Average occupancy was 46%, the same as the year prior.

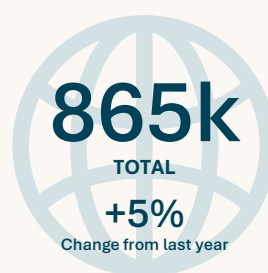
There were an estimated 117 properties, with an estimated 7,135 stay units .

PROPERTY COUNT AND STAY UNITS

	Count	Stay units
Holiday parks & campgrounds	6	1631
Backpackers	6	447
Motels & apartments (6-20)	17	240
Motels & apartments (>20)	7	226
Lodges & boutique accommodation	5	conf.
Hotels	3	conf.
Total	44	2544

As of YE June 2024. Conf refers to confidential data.

WĀNAKA GUEST NIGHTS (YE JUNE 2024)



512k

DOMESTIC
-5% vs prior year



354k

INTERNATIONAL
+25% vs prior year

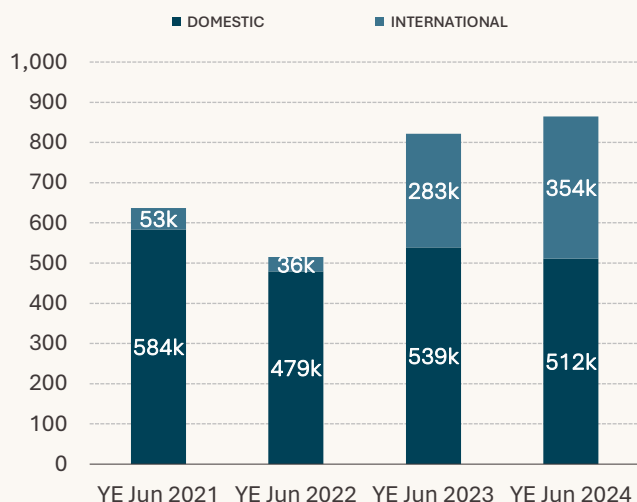


AVERAGE OCCUPANCY RATE **46%**
average occupancy rate

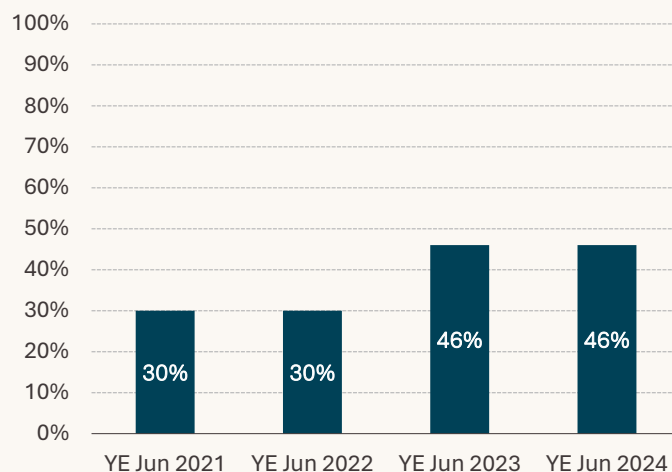
AVERAGE LENGTH OF STAY **2.2**
nights

Source: Accommodation Data Programme, 1 July 2023 – 30 June 2024

GUEST NIGHTS YE JUNE 2024



OCCUPANCY YE JUNE 2024



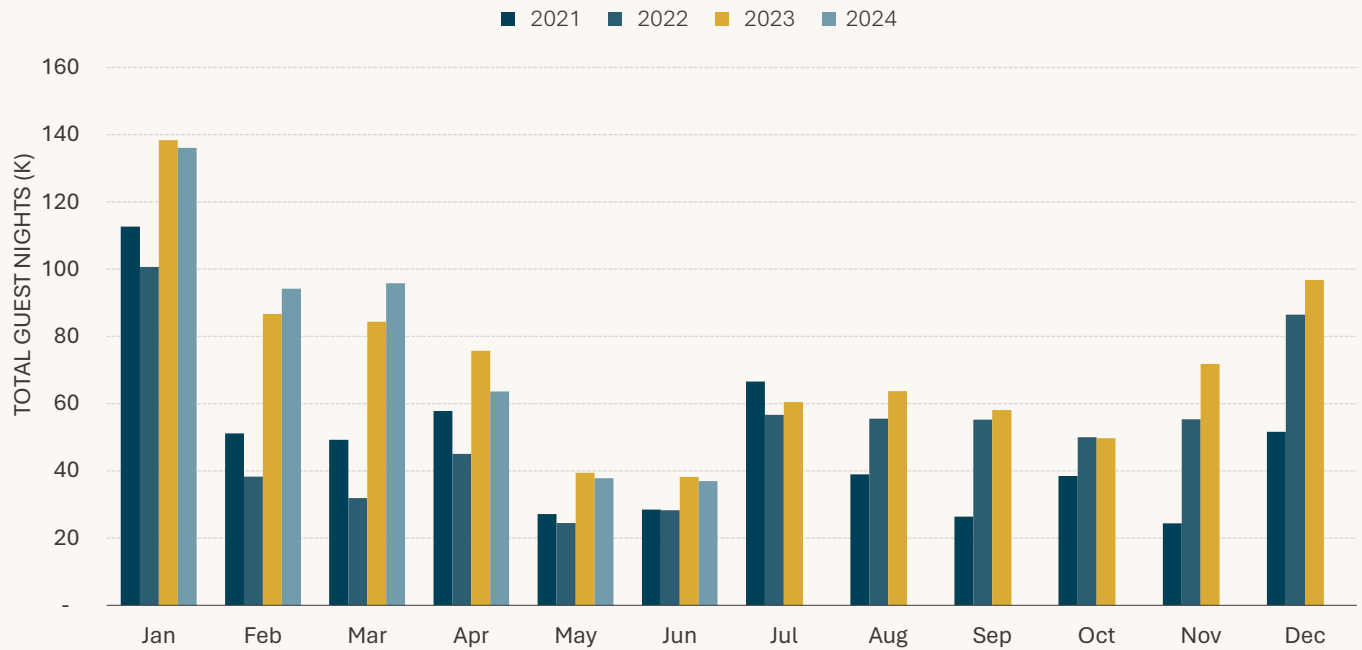
Notes: the above data represents information gathered from the commercial properties who agreed to supply their information to the accommodation data programme, so its an estimation only. Where there is a zero its because the results have had to be made confidential to a small sample size.

Source: Accommodation Data Programme [Further information](#).

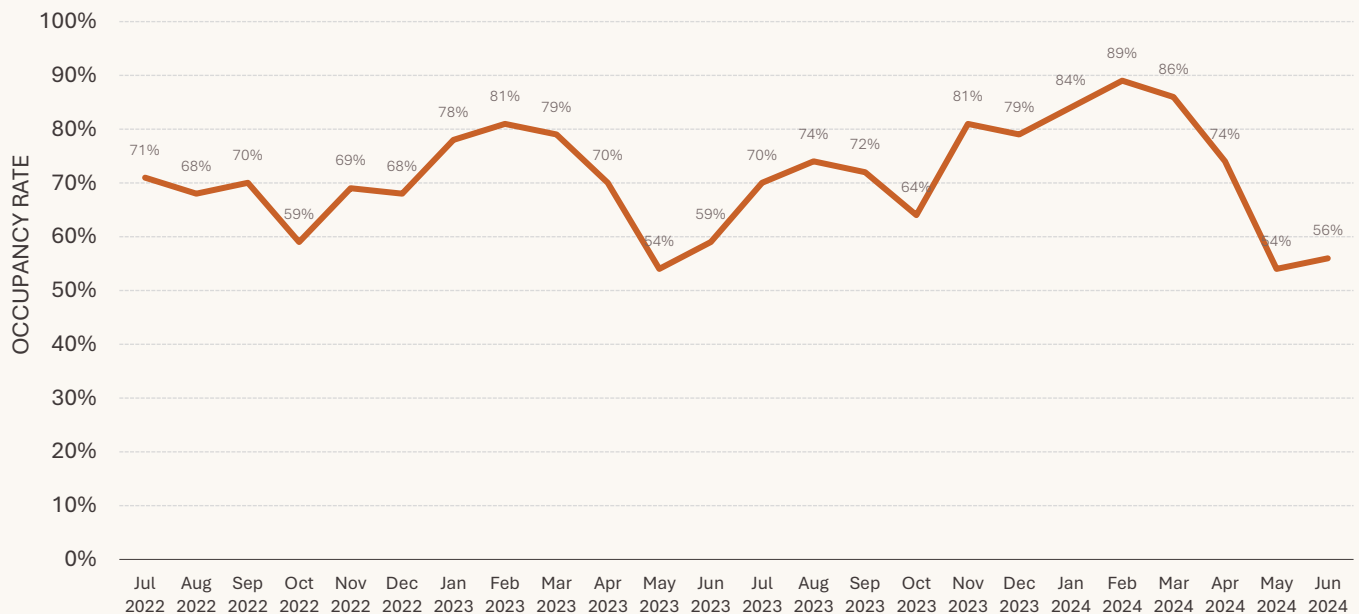
Date range: 1 July 2020 – 31 June 2024.

WĀNAKA COMMERCIAL ACCOMMODATION

GUEST NIGHTS BY MONTH



AVERAGE OCCUPANCY RATE BY MONTH (LAST 24 MONTHS)



Notes: the above data represents information gathered from the commercial properties who agreed 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](#).

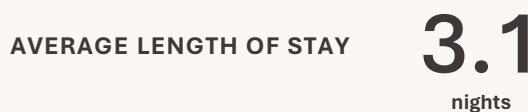
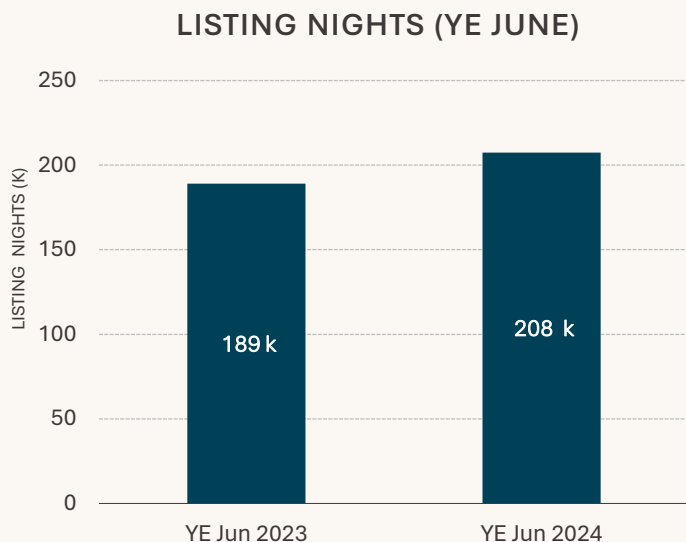
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WĀNAKA NON-COMMERCIAL ACCOMMODATION

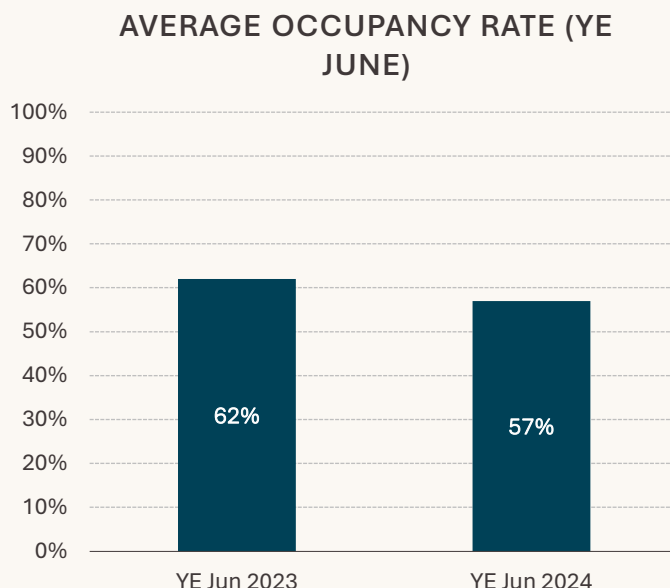
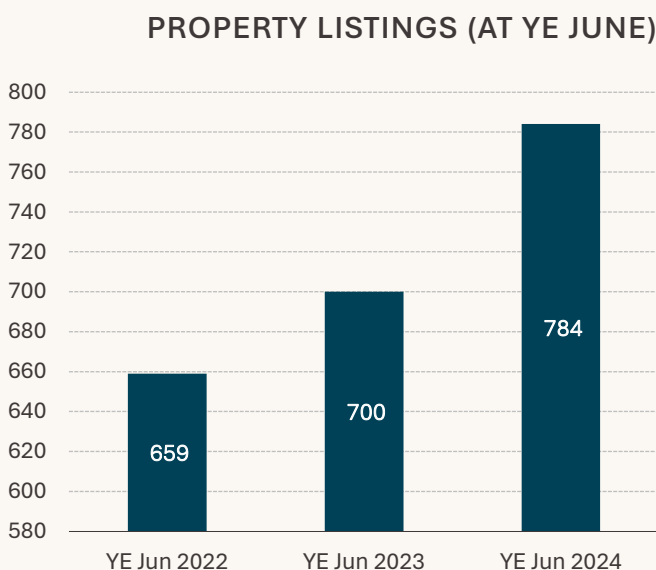
Non-commercial accommodation listing nights at YE June 2024 totaled 208k, a 10% increase on the prior year.

There currently are an estimated 784 listings (properties) at year end June 2024.

WĀNAKA LISTING NIGHTS (YE JUN 24)



[Source: AirDNA. 1 July 2023 – 30 June 2024]



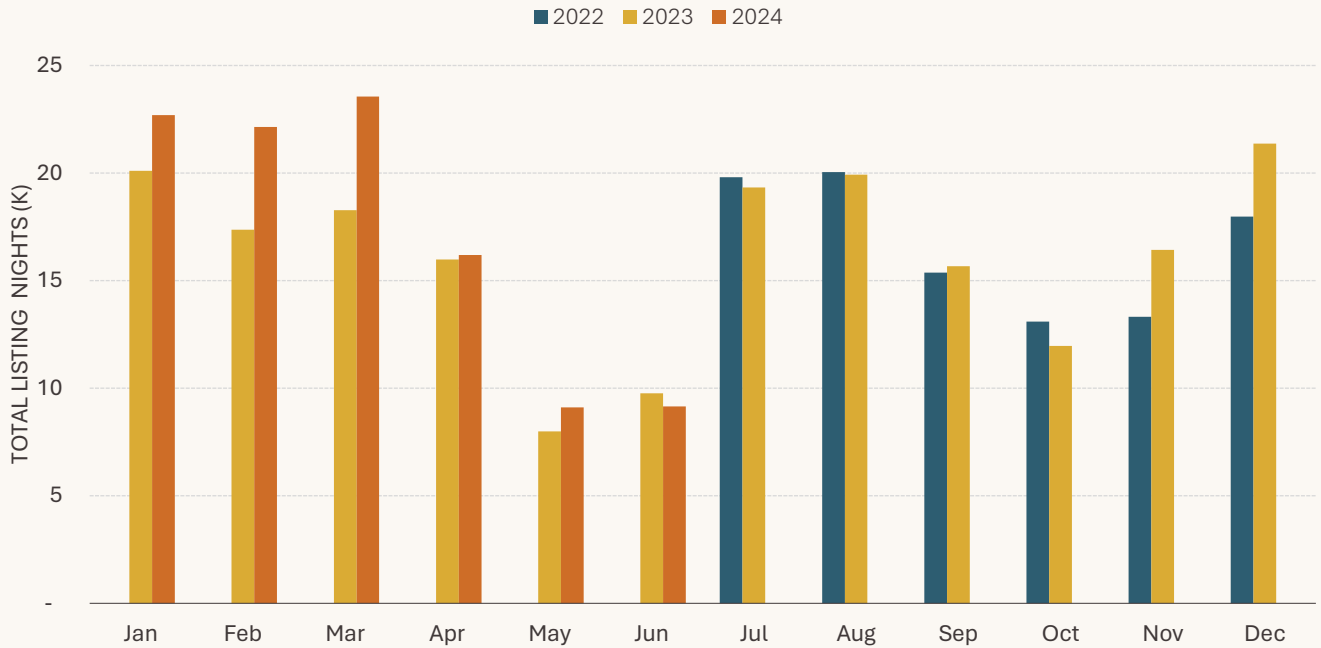
Notes: A property represents a listed property on a non-commercial rental website like Airbnb, it doesn't represent the number of stay units, beds or guest nights. Non-commercial is also known as short term rental or alternative rental.

Source: AirDNA. [Further information.](#)

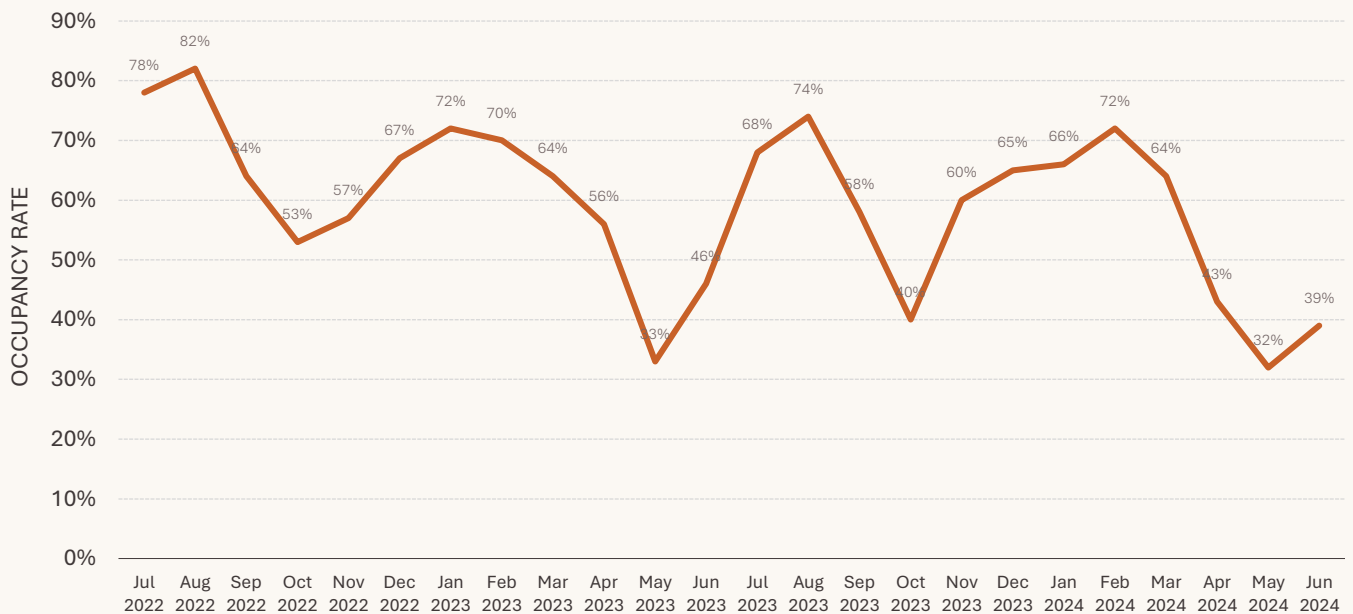
Date range: 1 July 2022 – 30 June 2024.

WĀNAKA NON-COMMERCIAL ACCOMMODATION

LISTING NIGHTS BY MONTH



AVERAGE OCCUPANCY RATE BY MONTH



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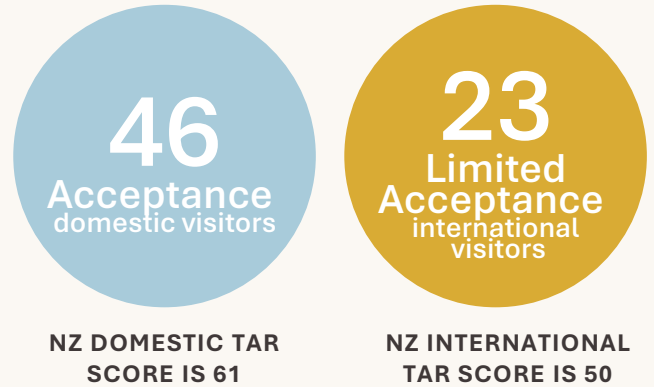
Source: AirDNA. [Further information.](#)

Date range: 1 July 2022 – 30 June 2024.

WĀNAKA 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



TOURISM APPROVAL RATING SCORES YEAR ON YEAR



FELT BENEFITS OF TOURISM

96% of Wānaka residents have experienced the benefits of tourism activity in their area, the top five benefits are:

- More local businesses opening or being able to stay open
- Opportunities for employment and income
- 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

98% of Wānaka residents have experienced adverse impacts of tourism activity in their area, the top five adverse impacts are:

- Higher day to day costs
- Greater difficulty finding a car park
- Takes longer to get places due to traffic and congestion
- More litter and waste generation
- Tourism activity means the price of housing has increased

WĀNAKA RESIDENT SATISFACTION

FUTURE FOCUSES

Wānaka residents would like the local visitor economy to focus on the following key areas:

- 

Improving infrastructure
- 

Reducing the impact of visitors on the local environment
- 

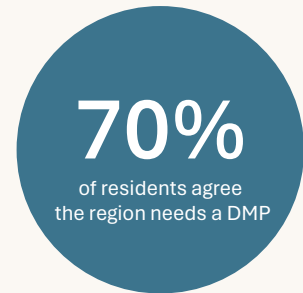
Encourage visitors to travel outside of the peak season
- 

Encouraging visitors to adopt more sustainable practices
- 

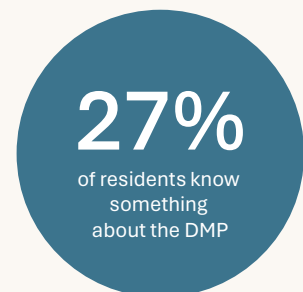
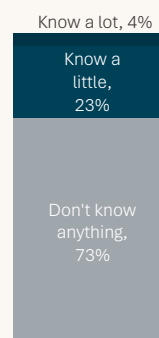
Attracting higher quality visitors

DESTINATION MANAGEMENT PLAN (DMP) AWARENESS

AGREEMENT WITH NEED FOR A DMP



AWARENESS OF DMP



QUEENSTOWN LAKES RESIDENT QUALITY OF LIFE

The Quality of Life survey is an annual resident research piece that builds a picture of life in the District, run by QLDC. The information is used to support improvements in community wellbeing through planning and decision-making, as well as advocacy to central government on behalf of the community.

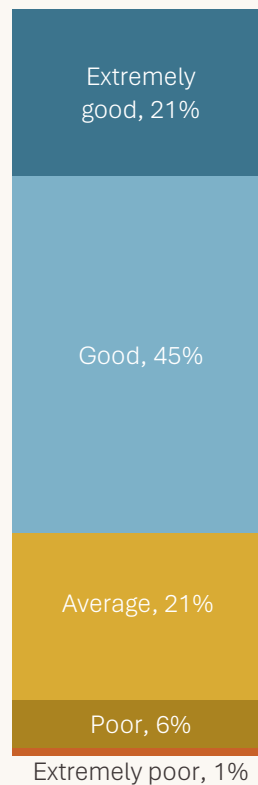
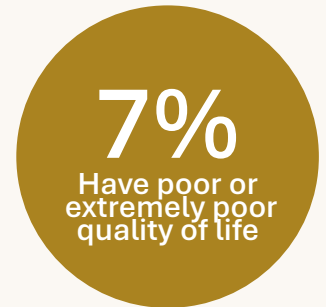
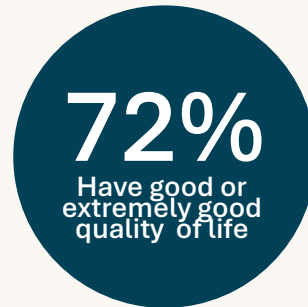
SUMMARY OF RESULTS

The majority of residents in the Queenstown Lakes District report a good quality of life (72%). They're proud of their community, feel safe, and appreciate the local facilities.

While 21% of residents thought their general quality of life had improved over the last 12 months, 31% responded that it had decreased.

Concerns included the rising cost of living, housing, transportation, and healthcare. The environment is another growing concern, and residents want the council to prioritise environmental protection.

QUALITY OF LIFE



Access the [Quality of Life report 2023](#).

QUEENSTOWN LAKES TOURISM ECONOMIC INDICATORS

TOURISM GROSS DOMESTIC PRODUCT (GDP)



- 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



- 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.

Disclaimer: Any information supplied is intended to inform about general historic destination performance and future potential outlooks based on information available at the time. It is not intended to be a substitute for further professional advice or more rigorous or specific analysis. It may not apply to an organisation's specific situation and is not intended to be used or viewed in isolation. LWT and DQ assumes no liability for any actions taken based on supplied information or insights.

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