



MAY 2024 QUEENSTOWN DATA MONTHLY SNAPSHOT

Destination Queenstown's Monthly Data Snapshot is available in the middle of each month, to provide our members with access to topline information about the prior month's performance from 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.

MAY 2024

The destination metrics for May 2024 indicate a typical off-season pattern, consistent with trends observed before the COVID-19 pandemic. Queenstown's total visitor expenditure saw a slight decline of 2% compared to May 2023. This was primarily driven by a 10% decrease in domestic spending, however was balanced by a 9% increase in international expenditure. The decrease in expenditure suggests that the domestic market is still adjusting to increased living costs and reduced discretionary spending. Commercial accommodation guest nights remained

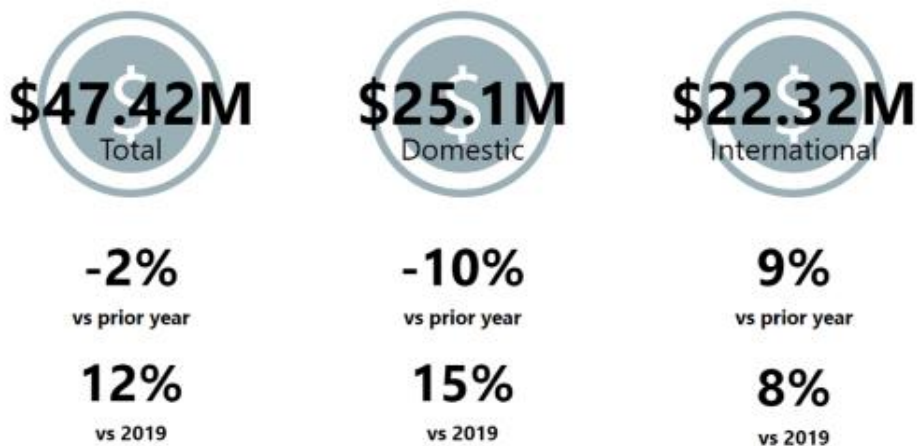
consistent with May 2023 figures, maintaining an occupancy rate of 54%.

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.

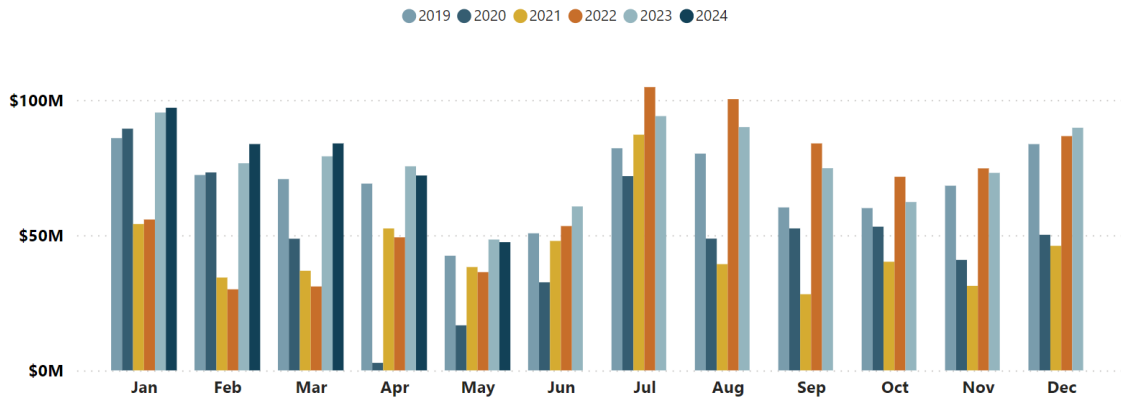
MAY 2024 SNAPSHOT



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

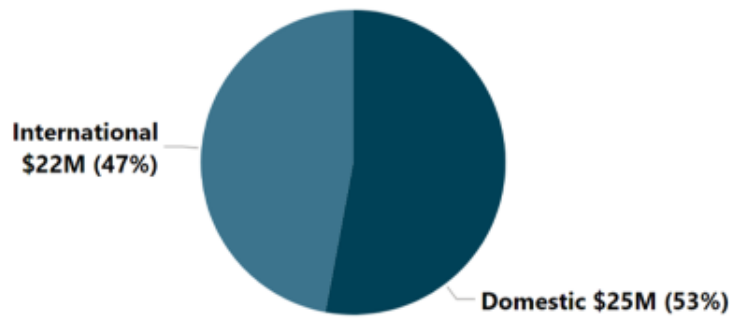
vs prior year - percentage change vs same month 2023, vs 2019 - percentage change vs same month 2019.

TOTAL VISITOR EXPENDITURE



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

VISITOR EXPENDITURE BY REGION/COUNTRY OF ORIGIN MAY 2024

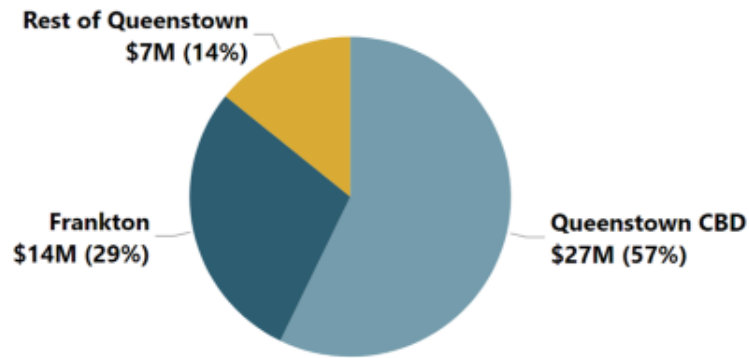


	Expenditure	vs PY
Auckland	\$6.9M	-14%
Rest of Otago	\$5.0M	-3%
Canterbury	\$3.9M	-13%
Southland	\$2.4M	4%
Wellington	\$2.0M	-18%
Other Domestic	\$1.8M	-6%
Waikato	\$1.4M	-20%
Bay of Plenty	\$1.1M	-8%
Northland	\$0.5M	-3%
Total	\$25.1M	-10%

	Expenditure	vs PY
Australia	\$6.4M	-14%
USA	\$6.0M	56%
Rest of Asia	\$2.8M	47%
United Kingdom	\$2.1M	35%
China	\$1.5M	44%
Rest of Europe	\$1.3M	39%
Other International	\$1.2M	-56%
Japan	\$0.4M	29%
Canada	\$0.3M	-15%
Korea	\$0.2M	48%
Germany	\$0.2M	-21%
Total	\$22.3M	9%

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

VISITOR EXPENDITURE BY LOCAL SUB-REGION MAY 2024

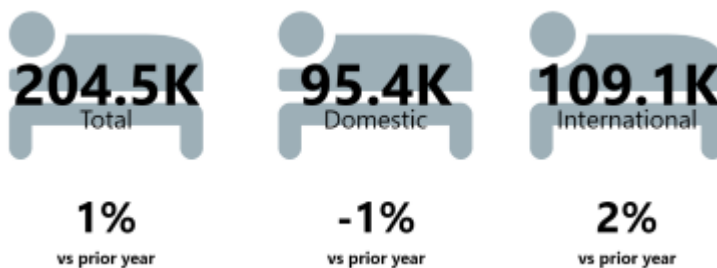


Source: Worldline/Marketview Tourism Data. 1 - 31 May 2024.

QUEENSTOWN COMMERCIAL ACCOMMODATION

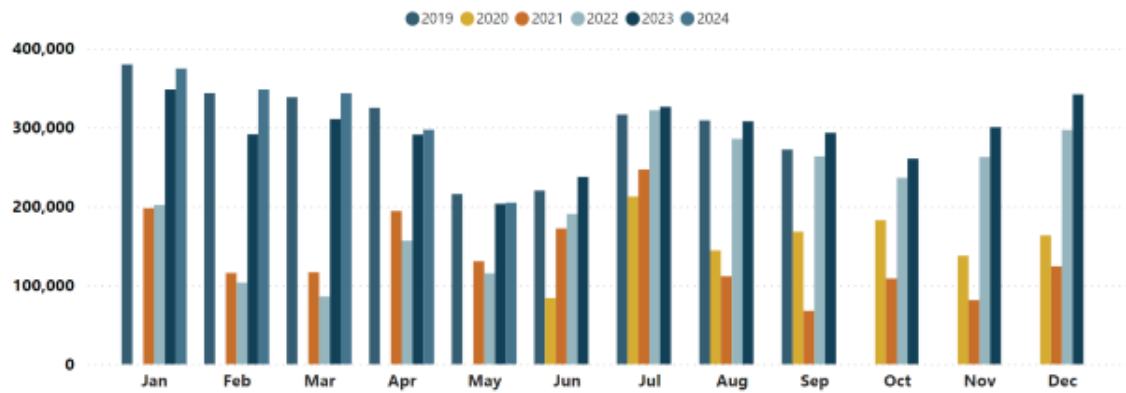
The total guest nights and occupancy rates for commercial accommodation in the Queenstown region gathered from properties participating in the Accommodation Data Programme.

MAY 2024 SNAPSHOT



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

TOTAL GUEST NIGHTS

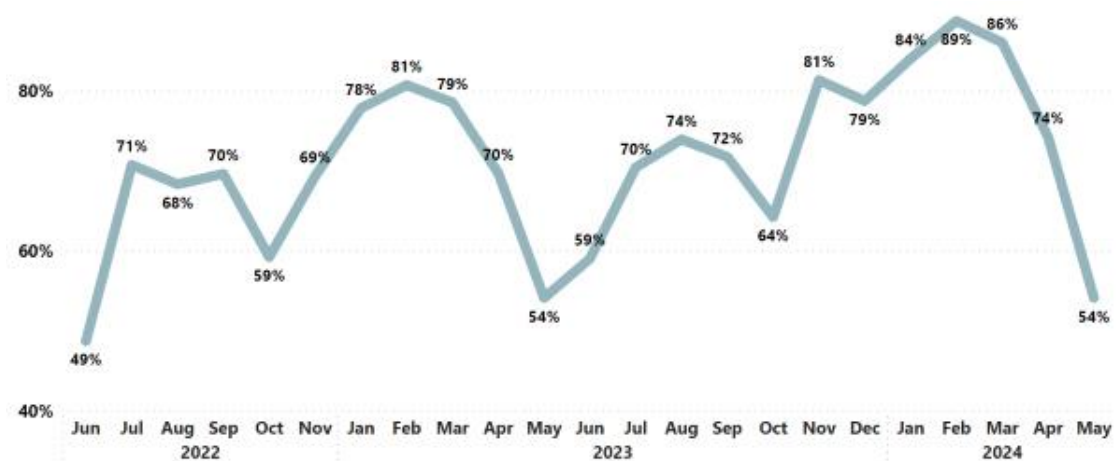


Source: Commercial Accommodation Montior CAM (January 2019 - September 2019), Accommodation Data Programme (Jun 2020 onwards). 1 January 2019 - 31 May 2024.

Note: There is a gap between October 2019 - June 2020 when data wasn't being collected.

OCCUPANCY RATE

JUNE 2022 - MAY 2024 (LAST 24 MONTHS)



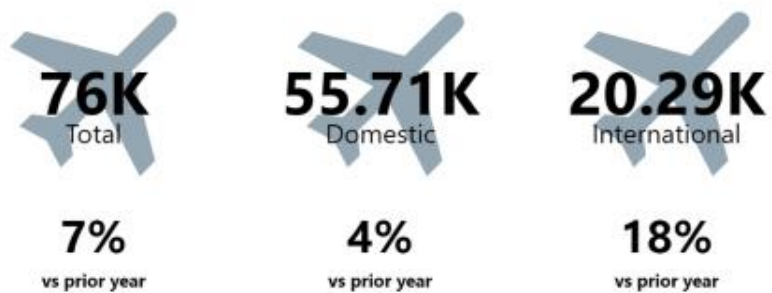
Source: Accommodation Data Programme (Jun 2020 onwards). 1 June 2022 - 31 May 2024

2024.

QUEENSTOWN AIRPORT PASSENGER ARRIVALS

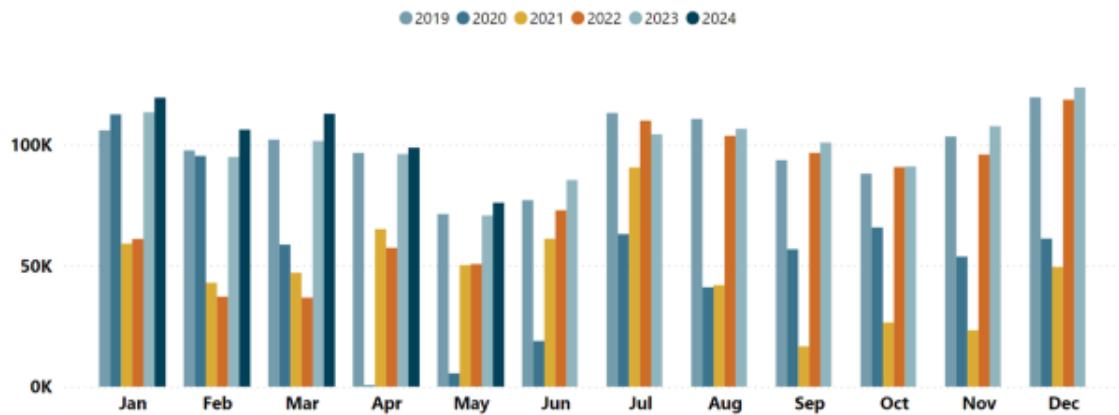
The number of passengers that arrived through Queenstown Airport.

MAY 2024 SNAPSHOT



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

TOTAL PASSENGER ARRIVALS



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

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