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AUGUST 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.

AUGUST 2024

In August 2024, the Queenstown region welcomed nearly 600,000 cumulative visitor days, a figure comparable to July 2024 but lower than August 2023. Visitor expenditure reflected a similar trend, showing a 3% decline from August 2023, totaling \$88 million. International visitors contributed \$51 million, consistent with August 2023, while domestic expenditure fell by 6% to \$37 million. Commercial accommodation recorded

301,000 guest nights, and non-commercial accommodations had 58,000 property listing nights, both in line with August 2023 figures.

VISITOR EXPENDITURE

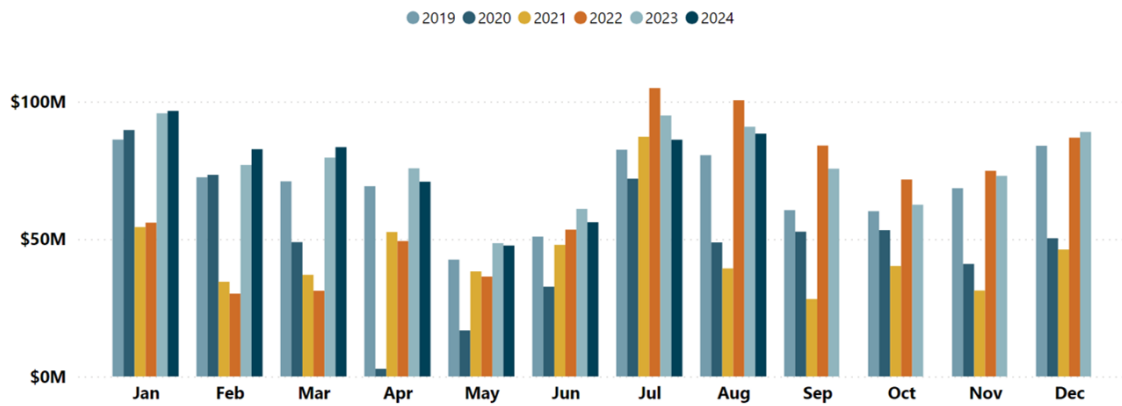
Visitor expenditure refers to money spent on tourism-related activities while in Queenstown. DQ uses Marketview visitor spend figures as our expenditure measure. Marketview visitor expenditure is based on visitor in-person card transactions and does not include estimates for cash, online transactions and pre-bookings. **Note:** this source is not adjusted to account for inflation.

AUGUST 2024 SNAPSHOT



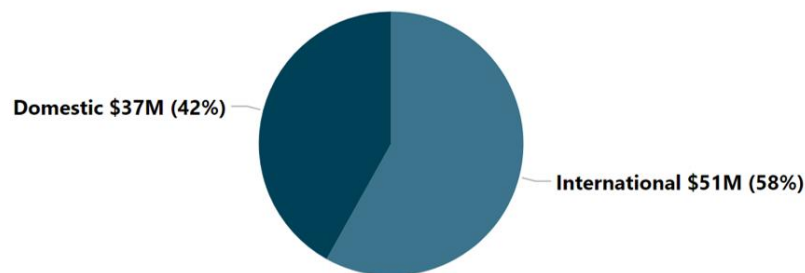
Source: Worldline/Marketview Tourism Data. 1 - 31 August 2024. vs prior year - percentage change vs same month 2023.

TOTAL VISITOR EXPENDITURE



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

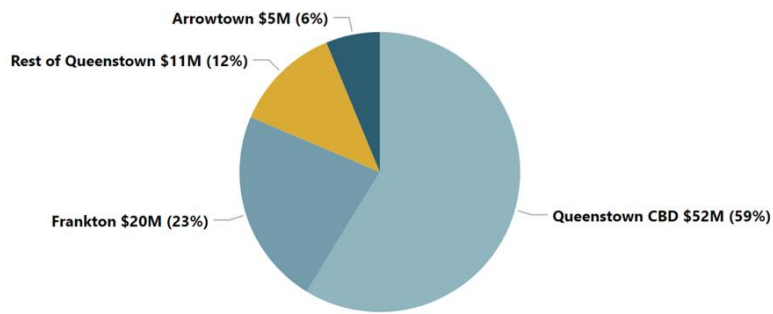
EXPENDITURE BY REGION/COUNTRY OF ORIGIN AUGUST 2024



	Expenditure	vs PY		Expenditure	vs PY
Auckland	\$13.2M	-8%	Australia	\$20.9M	-15%
Rest of Otago	\$5.5M	-2%	USA	\$10.9M	9%
Canterbury	\$4.8M	-0%	Rest of Asia	\$6.0M	26%
Wellington	\$3.5M	-7%	United Kingdom	\$3.7M	-10%
Other Domestic	\$2.9M	-5%	Other International	\$3.6M	90%
Southland	\$2.4M	10%	China	\$2.4M	2%
Waikato	\$2.1M	-10%	Rest of Europe	\$2.2M	-11%
Bay of Plenty	\$1.7M	-19%	Japan	\$0.8M	13%
Northland	\$0.9M	-9%	Canada	\$0.4M	14%
Total	\$37.0M	-6%	Korea	\$0.3M	-6%
			Germany	\$0.1M	-14%
			Total	\$51.3M	-1%

Source: Worldline/Marketview Tourism Data. 1 - 31 August 2024. vs PY - percentage change vs same month 2023.

EXPENDITURE BY LOCAL SUB-REGION AUGUST 2024



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

MONTHLY CUMULATIVE VISITOR ESTIMATES

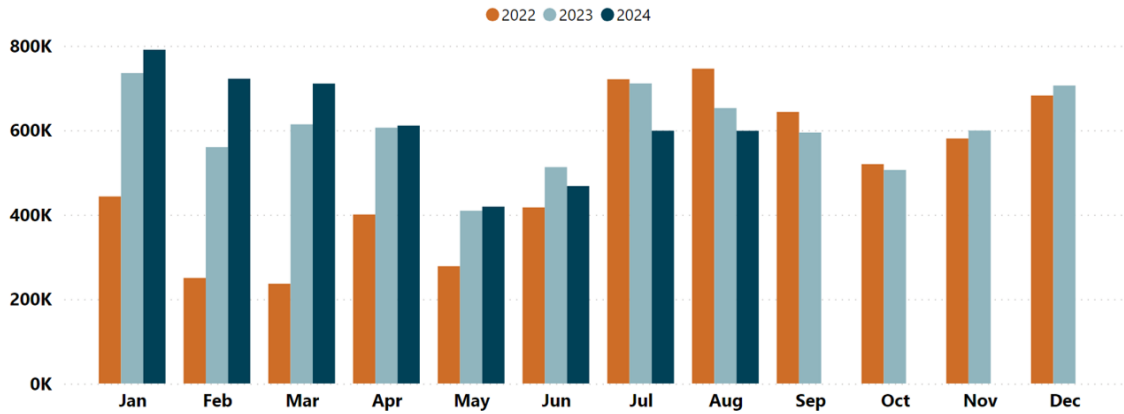
The monthly cumulative visitor estimates represent the total number of daily visitors counted over a month, regardless of whether visitors stay for multiple days. For example, if someone visits for three days, they are counted three times in the cumulative estimate. **Note:** Vistr are currently investigating issues that may be leading to an understatement of international visitor counts in recent data (July/ August 2024) which could be leading to an exaggerated vs prior year declines. The absolute international visitor counts and vs prior year metrics should be interpreted with caution.

AUGUST 2024 SNAPSHOT



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

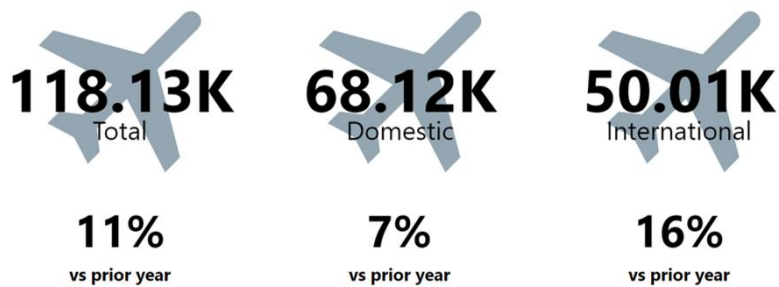
MONTHLY CUMULATIVE VISITOR ESTIMATES



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

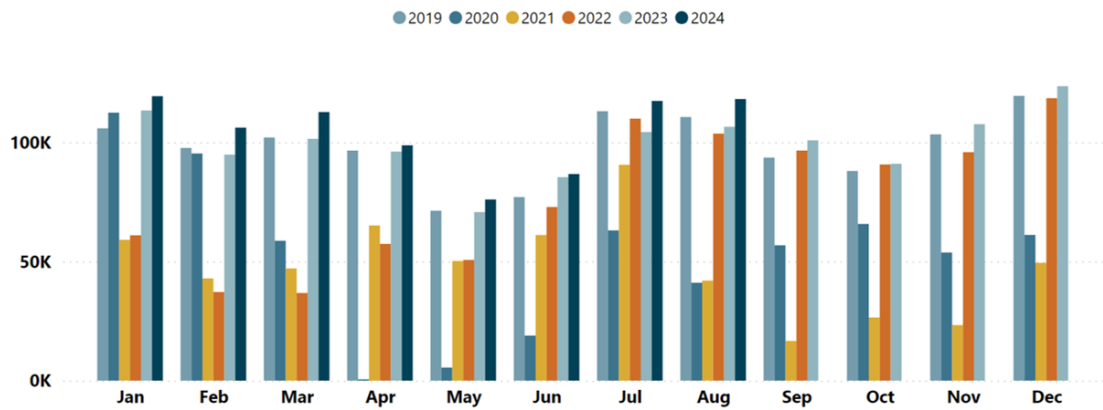
QUEENSTOWN AIRPORT PASSENGER ARRIVALS

AUGUST 2024 SNAPSHOT



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

TOTAL PASSENGER ARRIVALS

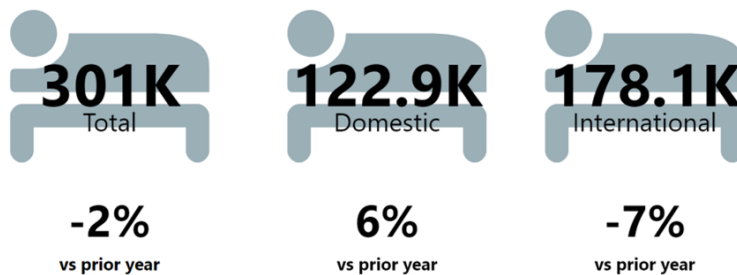


Source: Queenstown Airport Passenger History. 1 January 2019 - 31 August 2024.

QUEENSTOWN COMMERCIAL ACCOMMODATION

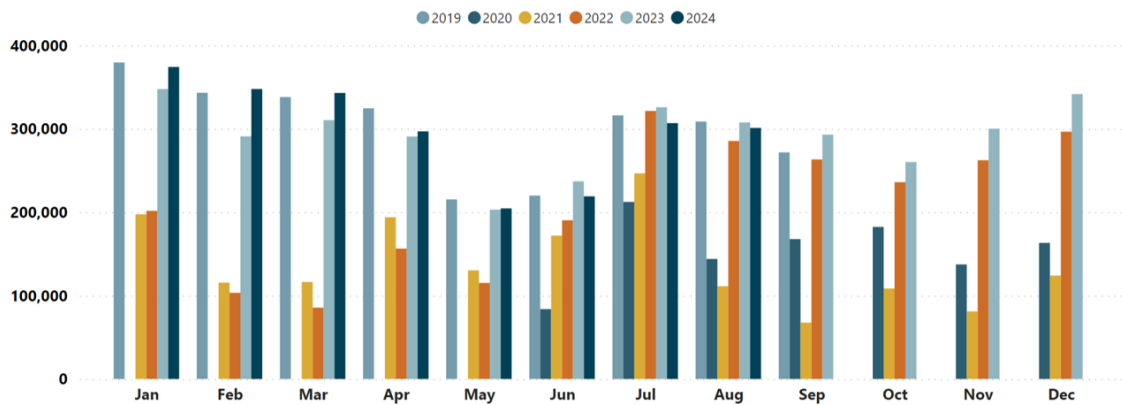
The total guest nights and occupancy rates for commercial accommodation in the Queenstown region gathered from properties participating in the Accommodation Data Programme.

AUGUST 2024 SNAPSHOT



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

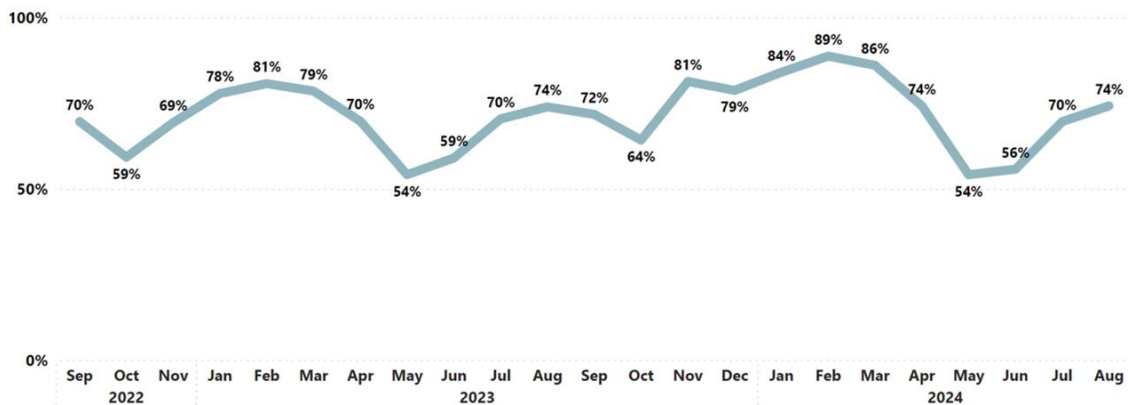
TOTAL GUEST NIGHTS



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

OCCUPANCY RATE

SEPTEMBER 2022 - AUGUST 2024 (LAST 24 MONTHS)



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

QUEENSTOWN NON COMMERCIAL ACCOMMODATION

Non commercial accommodation data is drawn from AirDNA. It provides insights into the total number of property nights in non-commercial/ short term rental accommodation providers. **Note:** property listing nights represent the number of properties/ listings booked, not the number of beds or guest nights.

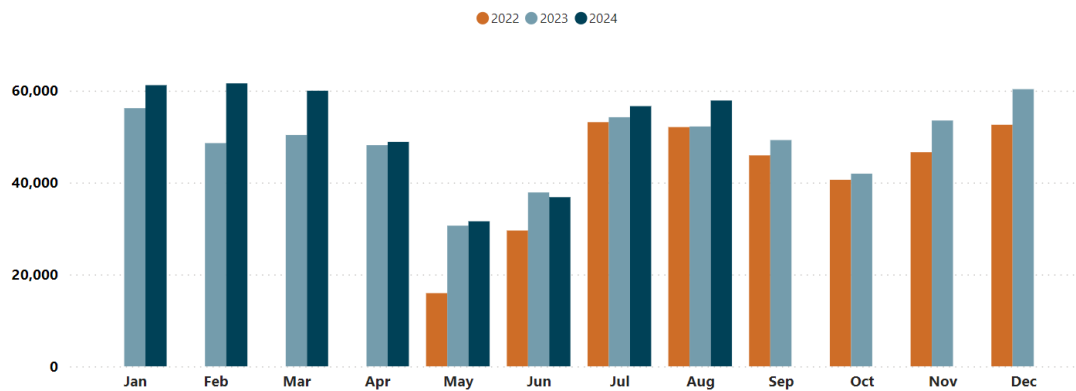
AUGUST 2024 SNAPSHOT



11%
vs prior year

Source: AirDNA. 1 - 31 August 2024. vs prior year: percentage change vs same month 2023.

TOTAL PROPERTY LISTING NIGHTS



Source: AirDNA. 1 May 2022 - 31 August 2024.