

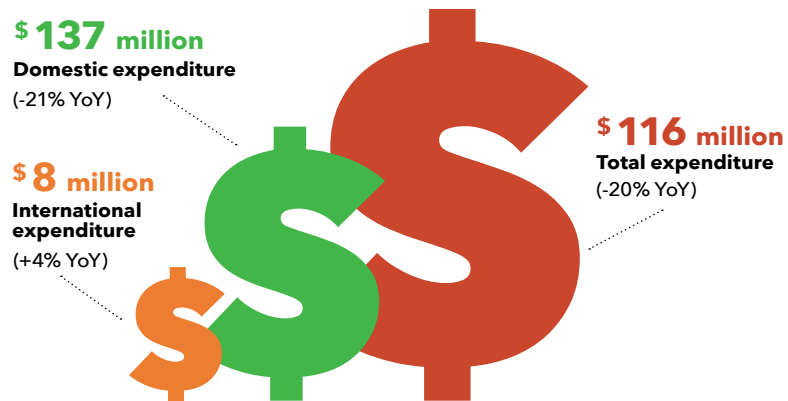
# Queenstown visitor snapshot

Quarter 2 FY21-22 (October-December 2021)

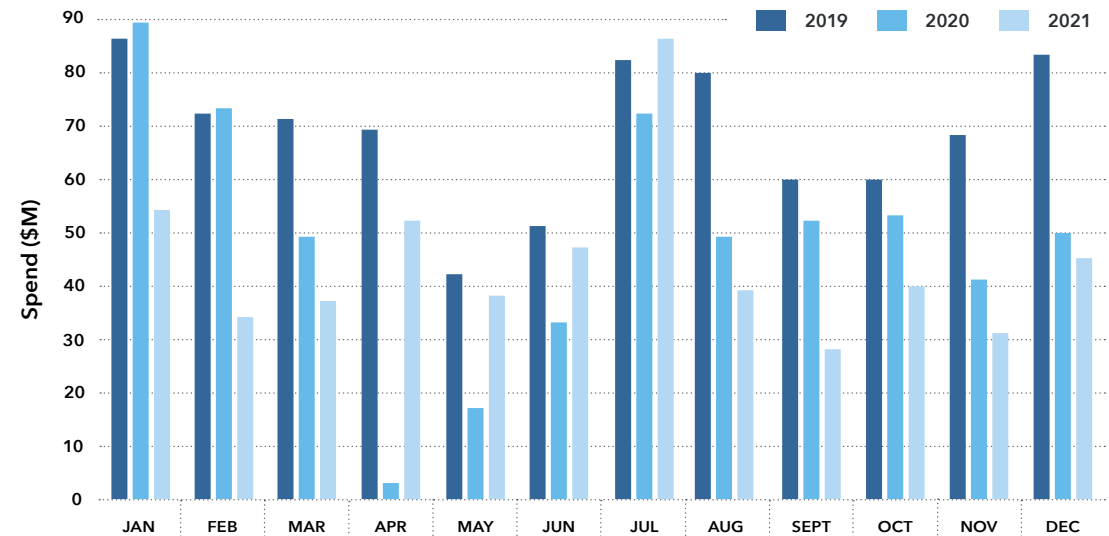


## Visitor Expenditure

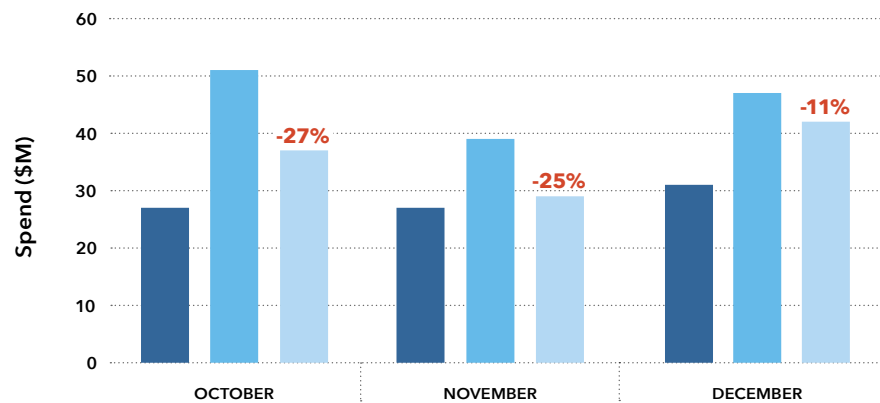
### Queenstown Visitor Expenditure by Market Quarter 2



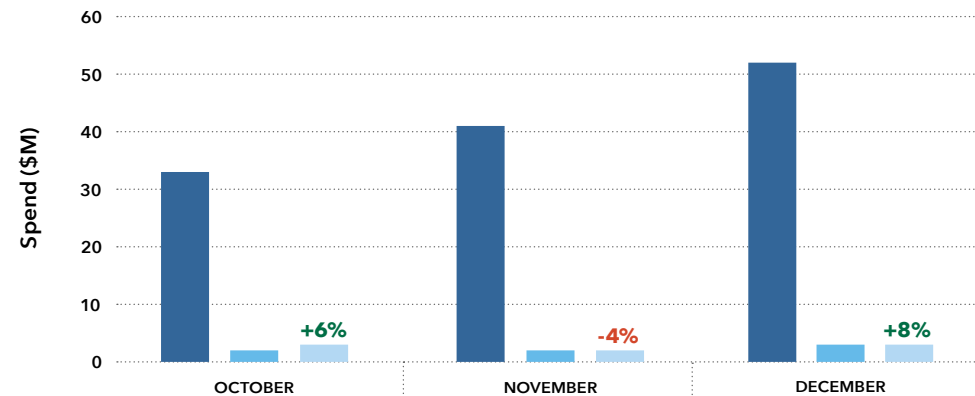
### Total Expenditure by Month 2021 Compared to 2020 & 2019



### Domestic Expenditure by Month Q2 2021 Compared to Q2 2020 & Q2 2019



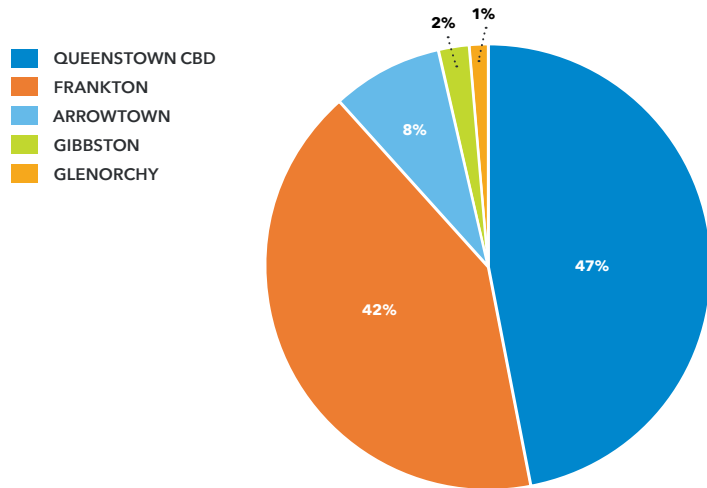
### International Expenditure by Month Q2 2021 Compared to Q2 2020 & Q2 2019



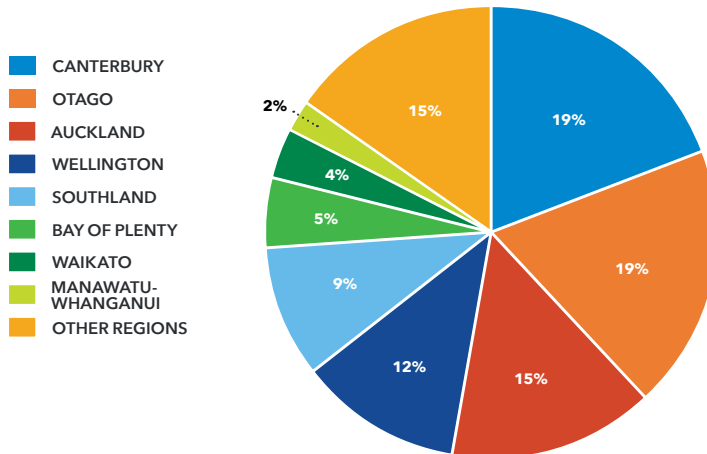
[Source: Worldline/Marketview Tourism Data Tool. 1 January 2019 - 31 December 2021]

## Visitor Expenditure

Queenstown Visitor Expenditure Proportion by Sub-Region



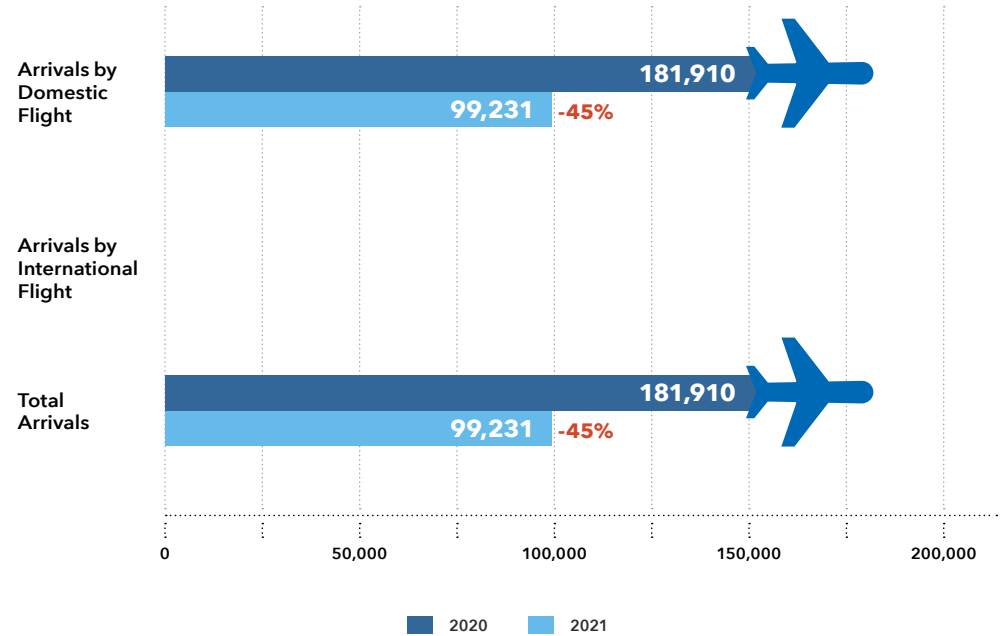
Visitor Expenditure by Region/Country of Origin



[Worldline/ Marketview Tourism Data Tool. 1 October 2021 - 31 December 2021]

## Airport Arrivals

Queenstown Airport Passenger Arrivals Quarter 2

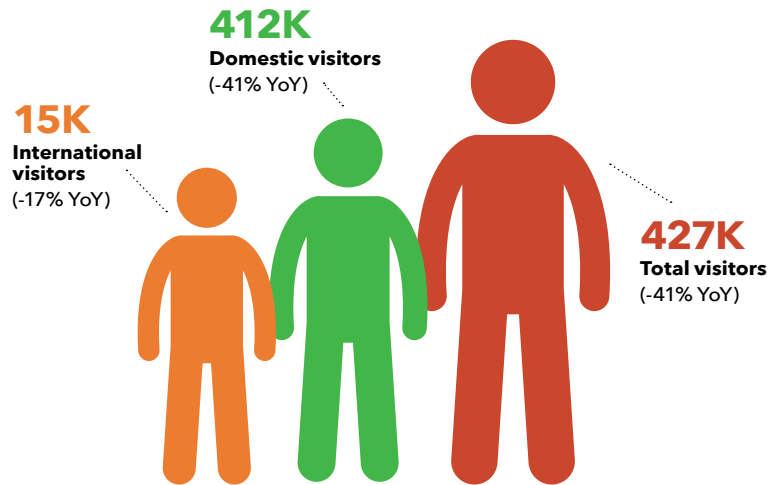


[Source: Queenstown Airport Passenger History. 1 October - 30 December 2020, 2021]

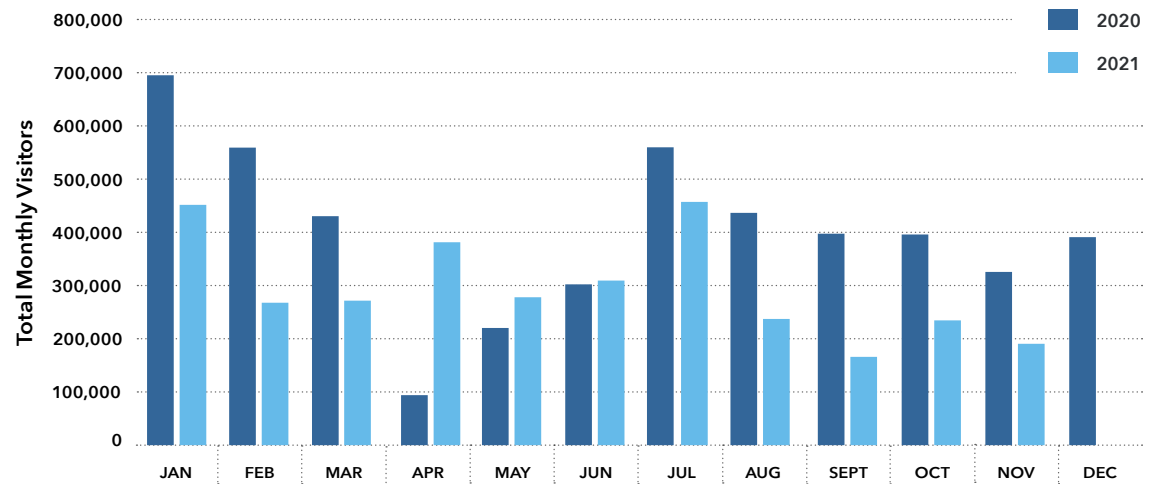
## Visitation

\* Due to a cell data recording issue December data was intermittent so for the purpose of easy comparisons only October & November data has been analysed.

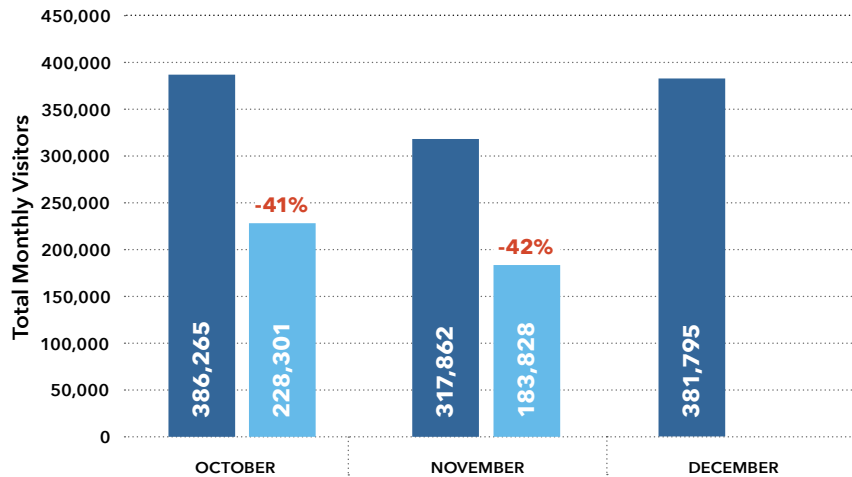
### Queenstown Cumulative Visitor Days by Market October & November 2021\*



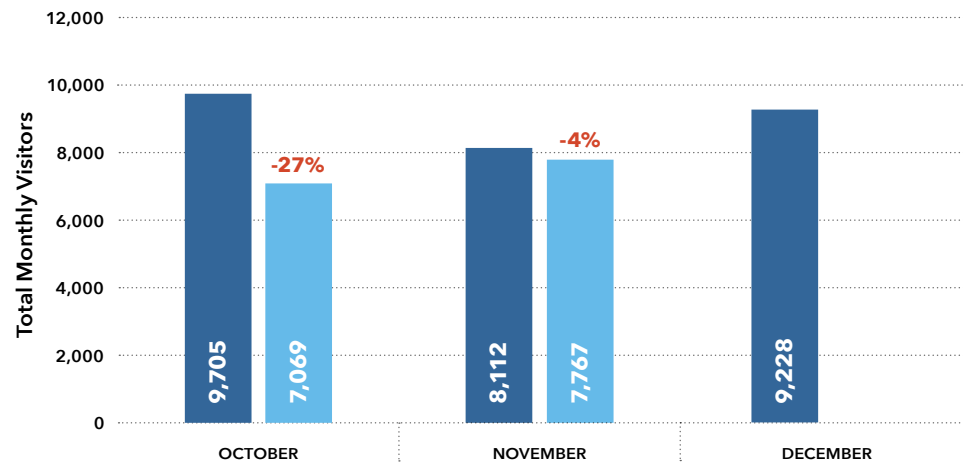
### Total Cumulative Visitor Days 2021 Compared to 2020\*



### Domestic Cumulative Visitor Days Q2 Compared to Q2 2020\*



### International Cumulative Visitor Days Quarter 2 Compared to Q2 2020\*



[Source: Dataventures Dataventures Tourism New Zealand Tool, 1 January 2020 - 31 December 2021]

**Note:** Visitor count is total unique visitors on a given day but doesn't account for visitors who stay over night. For example a visitor that stays three nights is counted three times.

## Visitor Perceptions & Sentiment

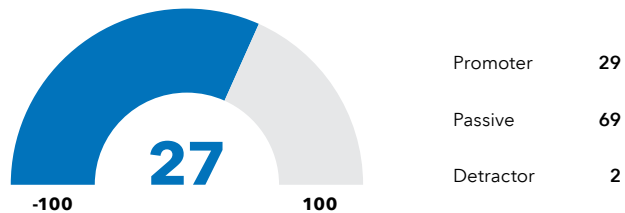
### Tourism Sentiment Index Score

The Tourism Sentiment Index is the measure of a destinations ability to generate positive word of mouth. It is an aggregate score derived from the tone of online conversations that relate to visitors tourism experiences in a destination. The Tourism Sentiment Index can range from -100 to +100 (lowest to highest performance).

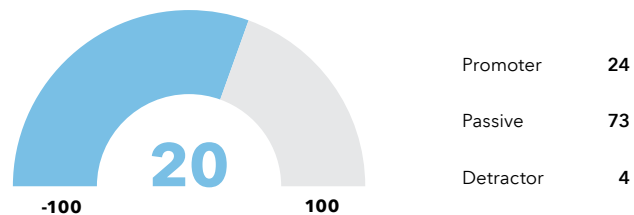
If you would like to know more about how the Tourism Sentiment index works please click on the link [HERE](#).

### Tourism Sentiment Index Score

#### Queenstown Tourism Sentiment Index Score



#### New Zealand Tourism Sentiment Index Score



[Source: TSI Live, Destination Think! Queenstown Profile. 1 October - 31 December 2021]

### Visitor Insights Program (Experience)

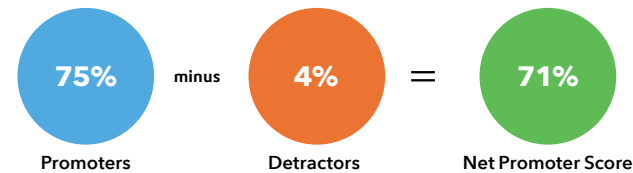
The Visitor Insights Programme (VIP) is DQ's own research initiative conducted by Angus & Associates. The results of this ongoing intercept visitor survey are published quarterly. Information covered includes motivators to visit, visitor expectation, booking lead times, length of stay, activities/attractions and satisfaction.

To download the latest VIP report, click on the link [HERE](#).

### Overall Experience in Queenstown Year End December 2021

9 / 10

#### Net Promoter Score (NPS)



[Source: Angus & Associates Queenstown Visitor Insights Survey. 1 January - 31 December 2021. n=620]