

# Queenstown visitor snapshot

Quarter 3 (January-March 2021)

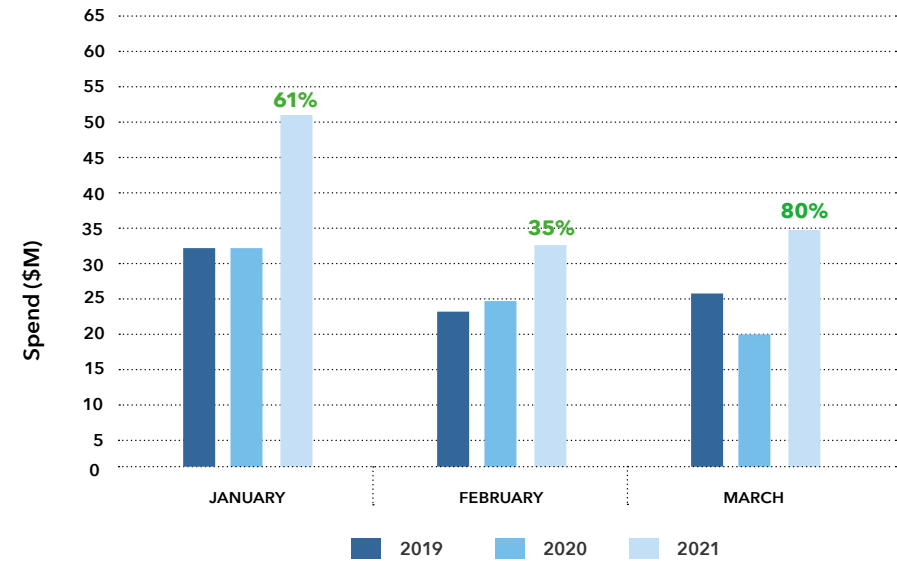
## Visitor Expenditure

### Queenstown visitor expenditure by market Quarter 3



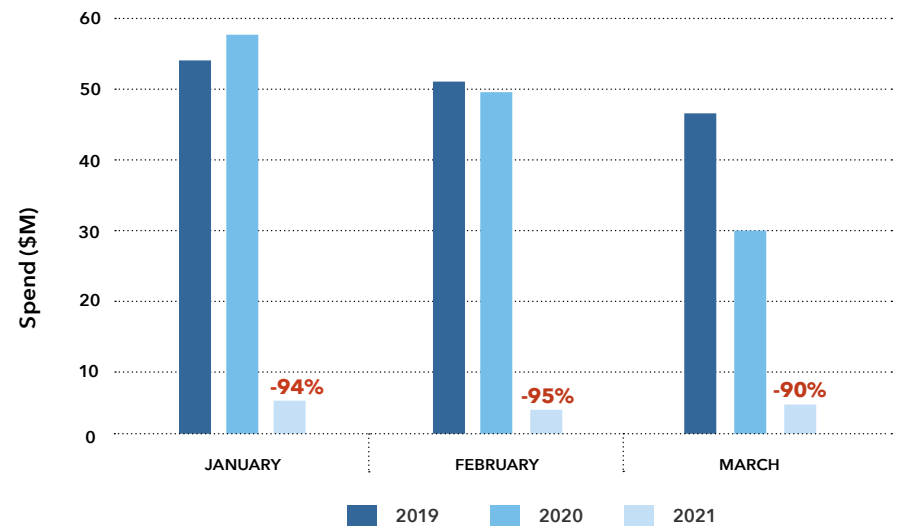
[Source: Verisk Marketview 1 January - 31 March 2021]

### Domestic expenditure by month compared to 2020 & 2019



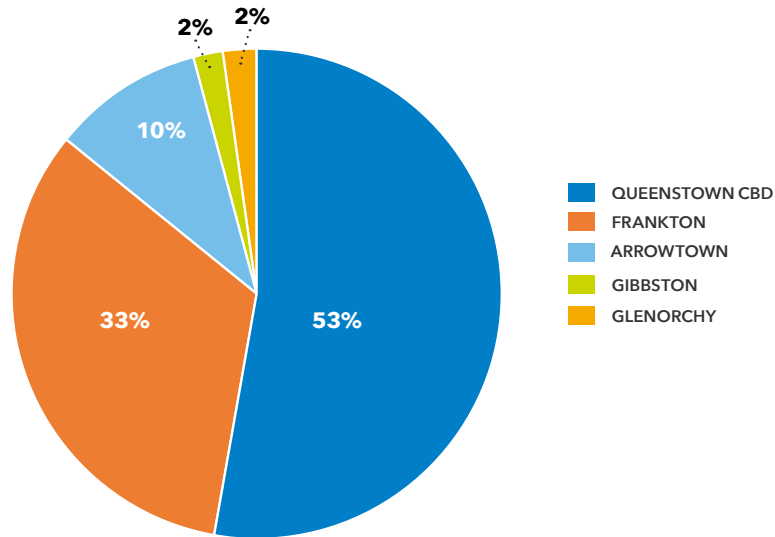
[Source: Verisk Marketview 1 January - 31 March 2019, 2020, 2021]

### International expenditure by month compared to 2020 & 2019



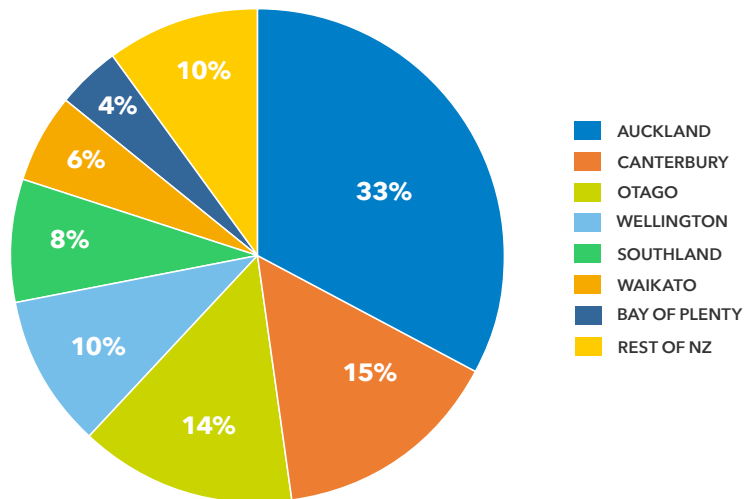
[Source: Verisk Marketview 1 January - 31 March 2019, 2020, 2021]

### Visitor expenditure proportion by sub-region



[Source: Verisk Marketview 1 January - 31 March 2021]

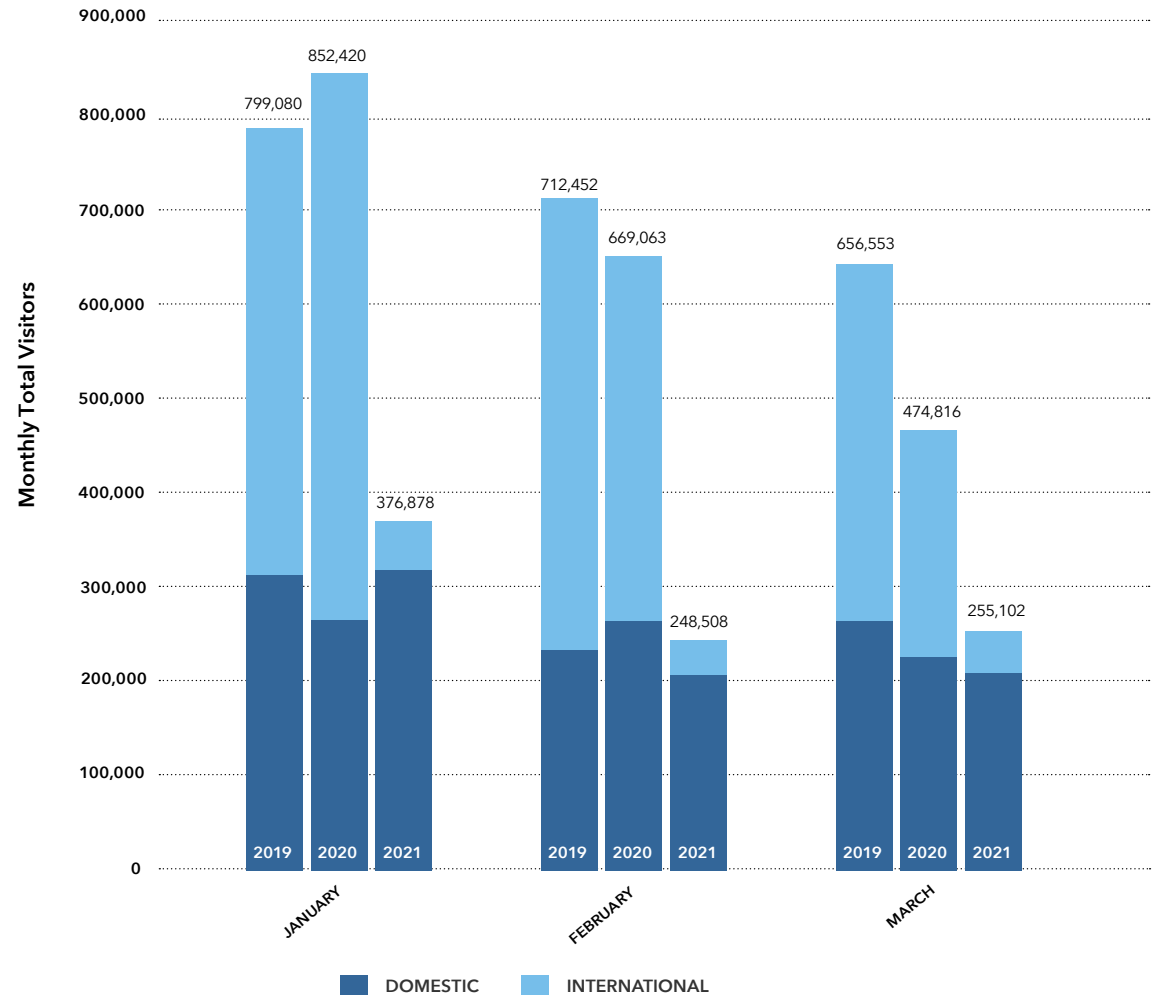
### Domestic visitor region of origin



[Source: Verisk 1 January - 31 March 2021]

### Visitation

#### Total visitor count by month – Last Quarter

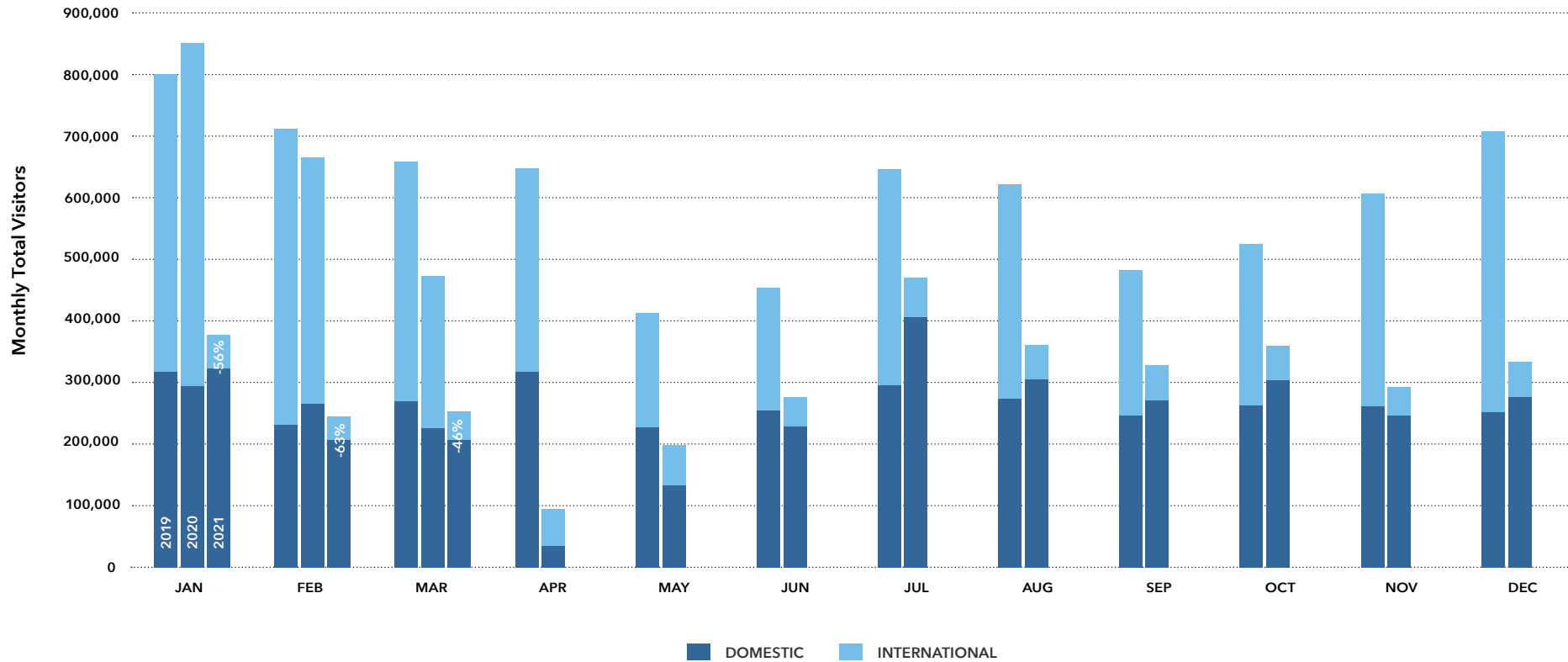


[Source: Data Ventures Tourism New Zealand Tool. 1 January - 31 March 2019, 2020, 2021]

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.

## Visitation

Total visitor count by month – Year on Year

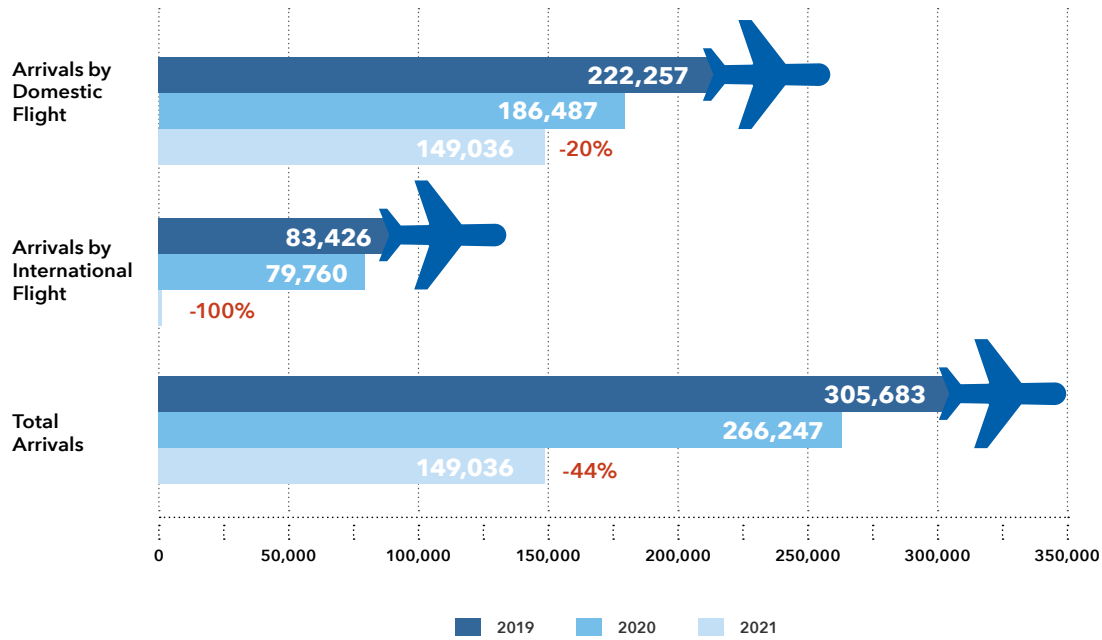


[Source: Data Ventures Tourism New Zealand Tool. 1 January - 31 Decmeber 2019, 2020, 2021]

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.

## Airport Arrivals

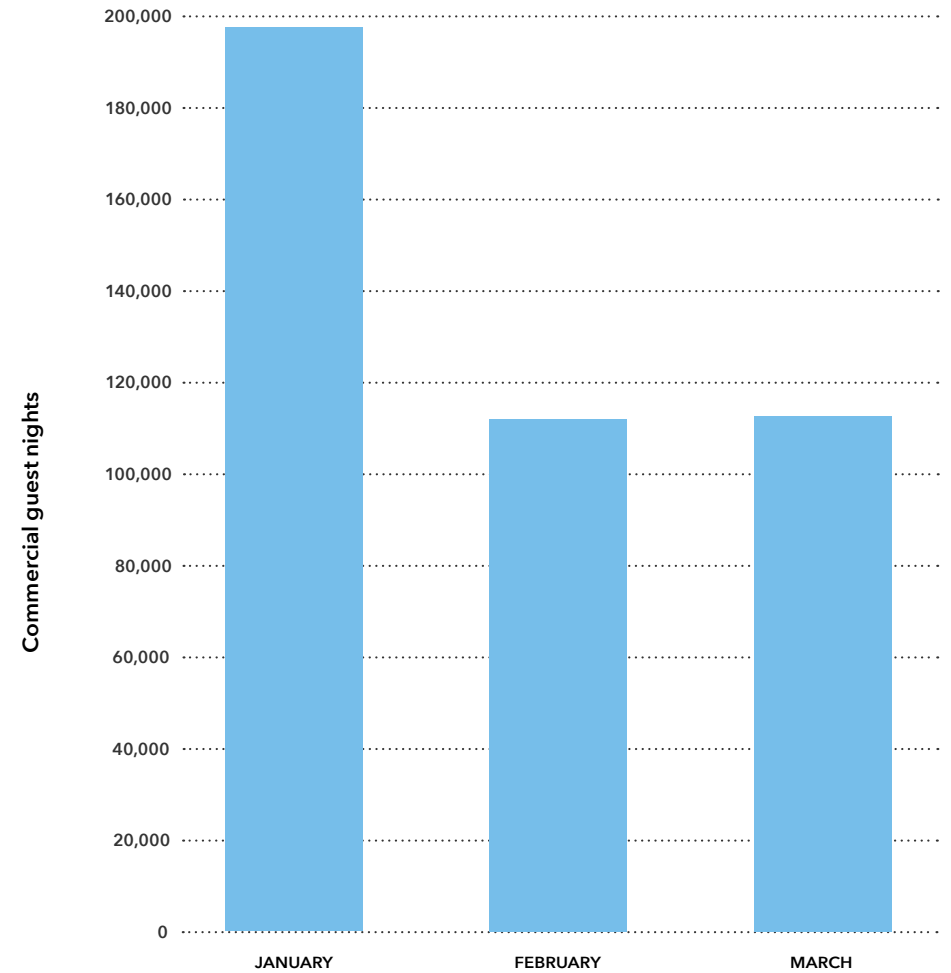
### Queenstown airport passenger arrivals Quarter 3



[Source: Queenstown Airport Passenger History 1 January - 31 March 2019, 2020, 2021]

## Queenstown Guest Nights

### Total commercial guest nights



[Source: Accommodation Data Programme (ADP), 1 January - 31 March 2021]

## Visitor Perception

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### Visitor Insights Program (VIP)

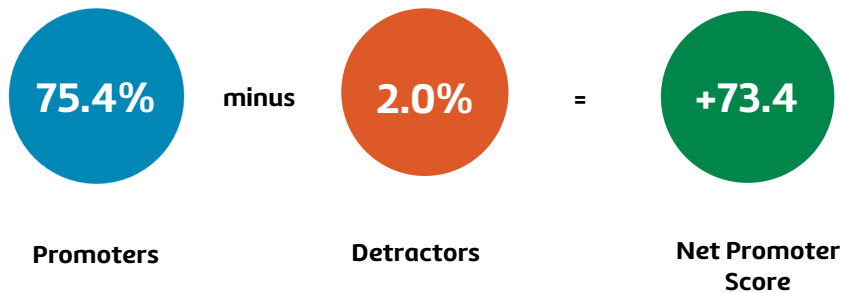
The Visitor Insights Programme (VIP) is DQ's own research initiative conducted by Angus & Associates. The results of this ongoing intercept visitor survey are published quarterly. Information covered includes motivators to visit, visitor expectation, booking lead times, length of stay, activities/attractions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

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

**Overall experience in Queenstown**  
(out of 10)

**9.1**

### Net Promoter Score (NPS)



NPS score for NZ for same period is +64

[Source: Angus & Associates Queenstown Visitor Insights Survey, 1 January - 31 March 2021. n = 480]