

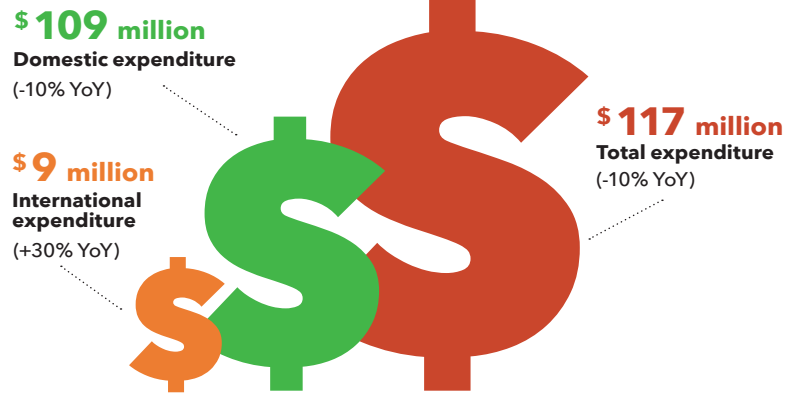
Queenstown visitor snapshot

Quarter 3 FY21-22 (January-March 2022)

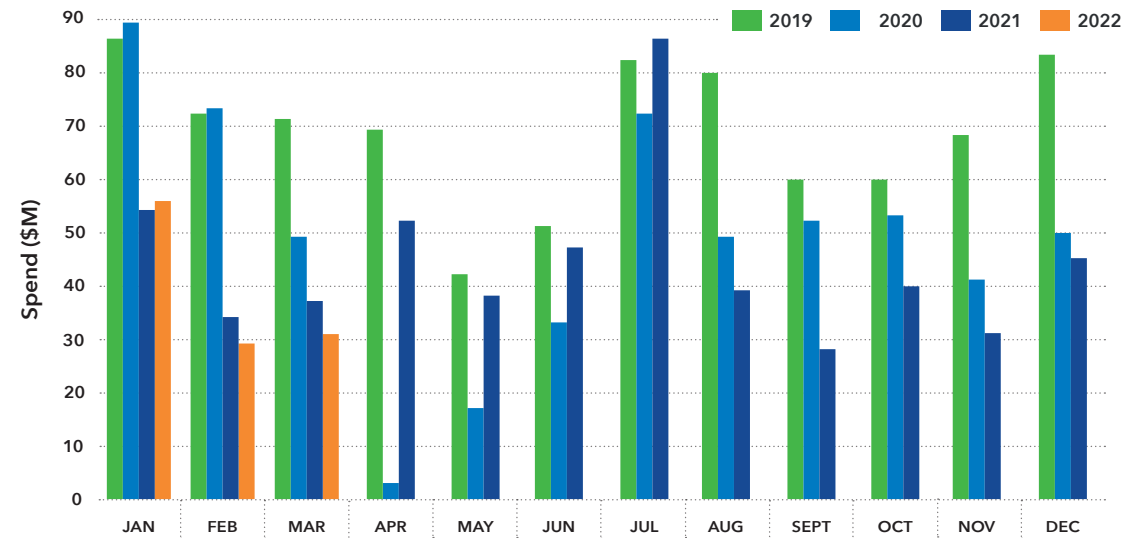


Visitor Expenditure

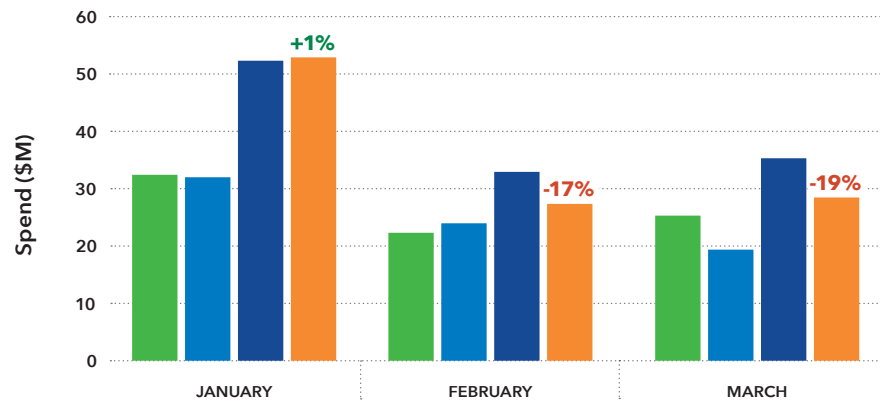
Queenstown Visitor Expenditure by Market Q3



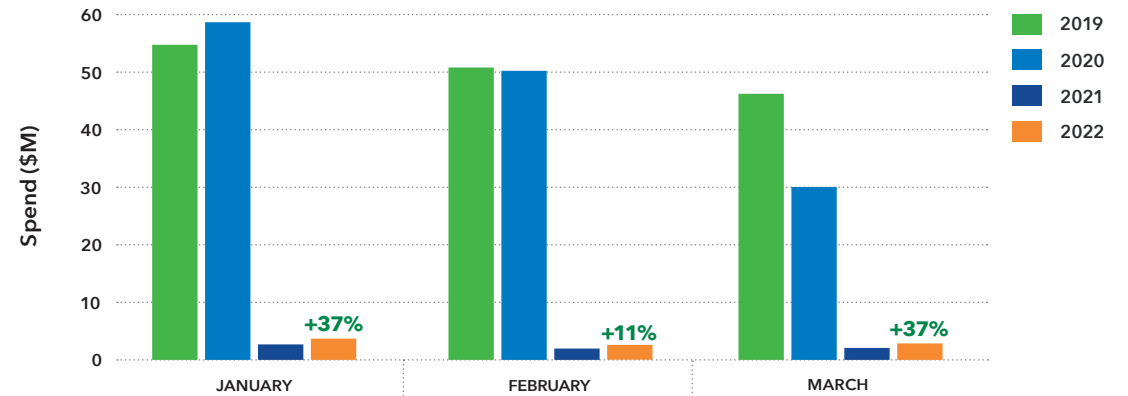
Total Expenditure by Month



Domestic Expenditure by Month Q3 2022



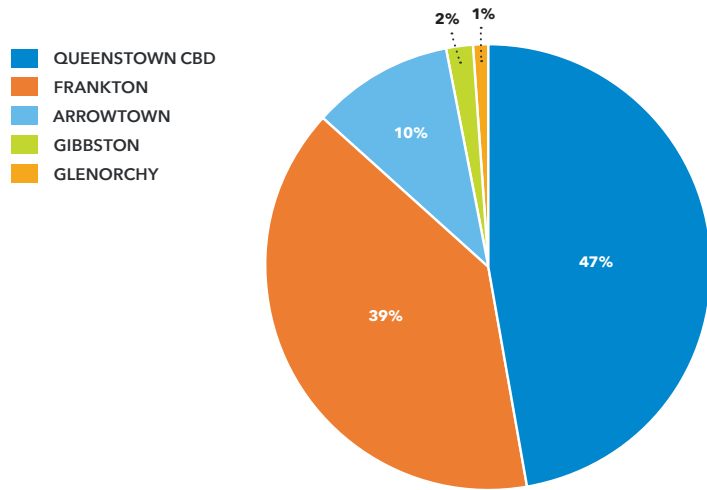
International Expenditure by Month Q3 2022



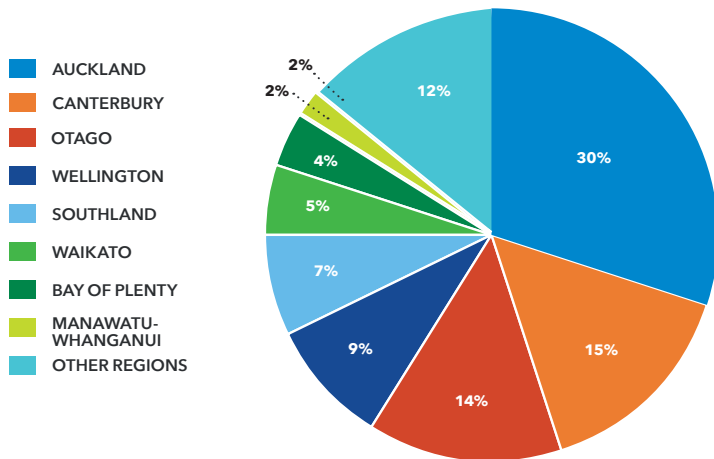
[Source: Worldline/Marketview Tourism Data Tool. 1 January 2019 - 31 March 2022]

Visitor Expenditure

Queenstown Visitor Expenditure Proportion by Sub-Region Q3

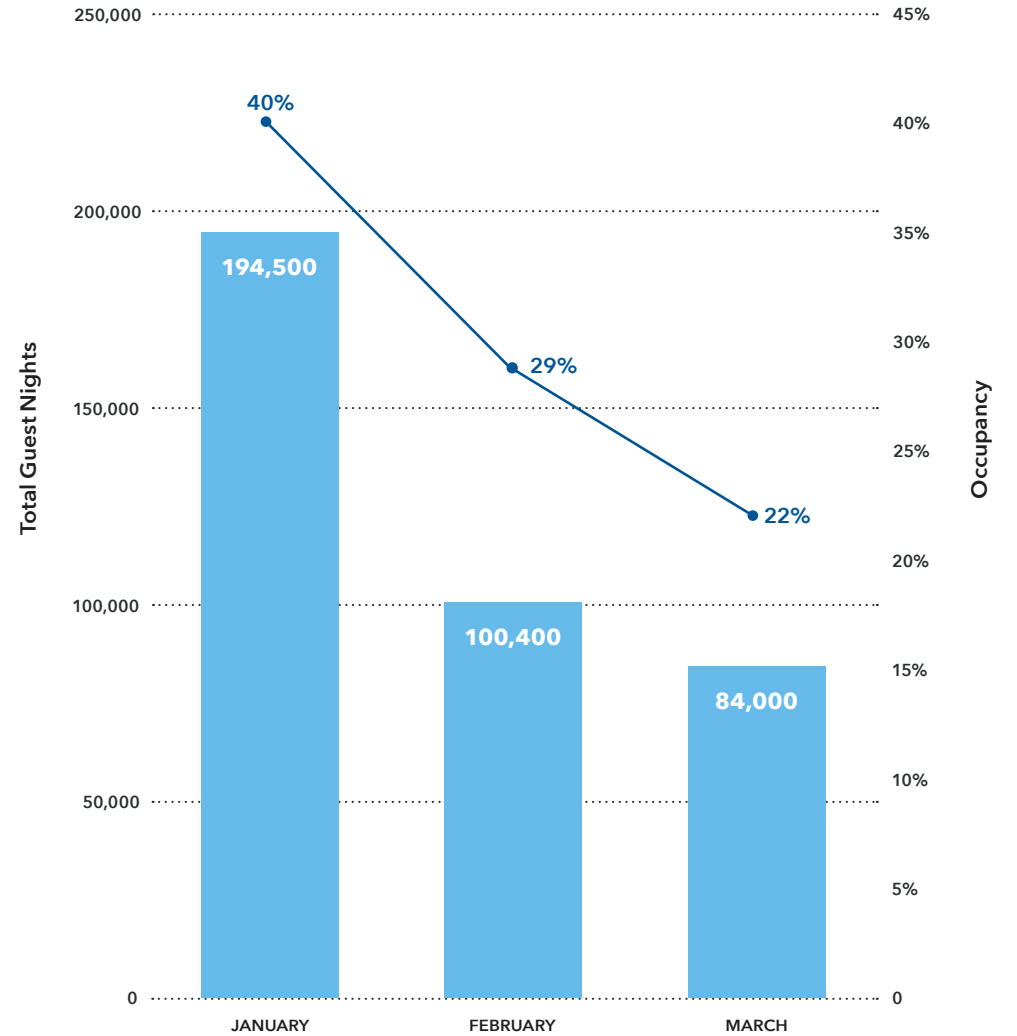


Visitor Expenditure by Region/Country of Origin Q3



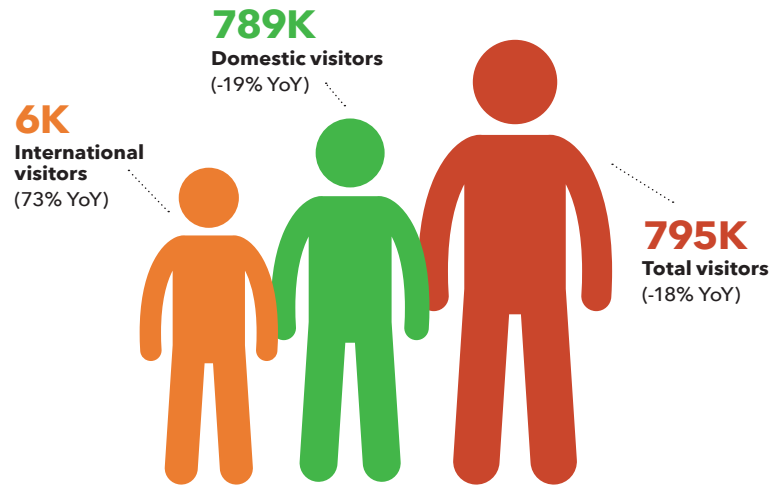
Visitation

Total Commercial Guest Nights & Occupancy Q3

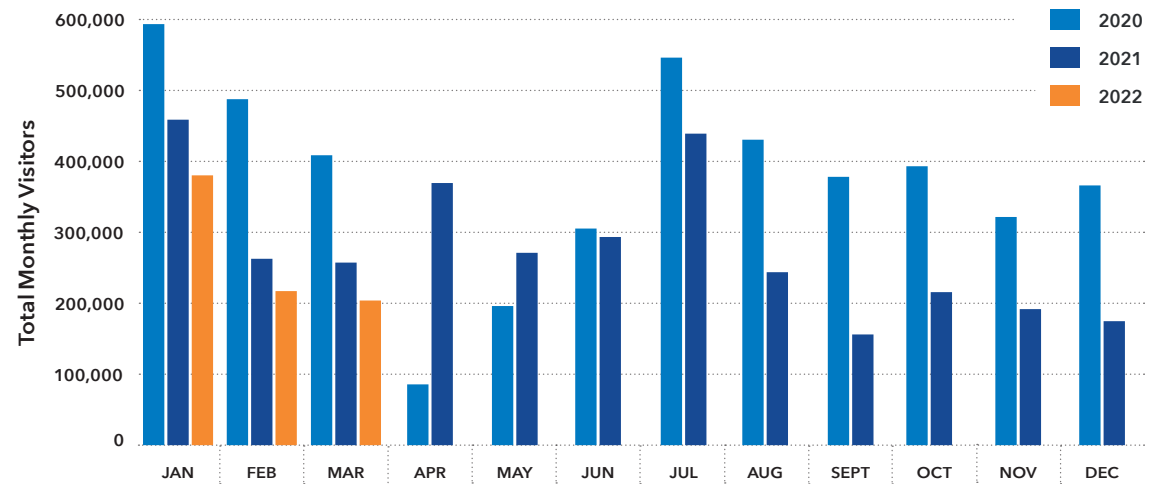


Visitation

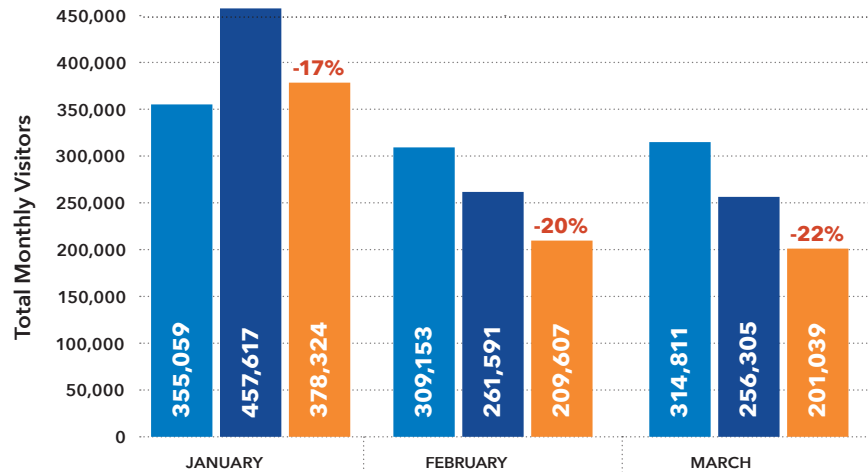
Queenstown Cumulative Visitor Days by Market Q3



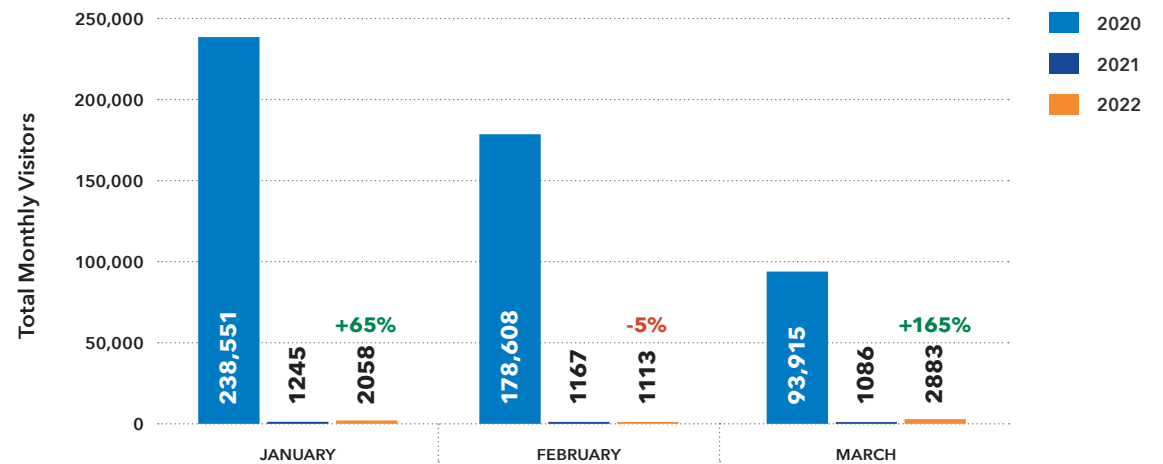
Total Cumulative Visitor Days



Domestic Cumulative Visitor Days Q3



International Cumulative Visitor Days Q3

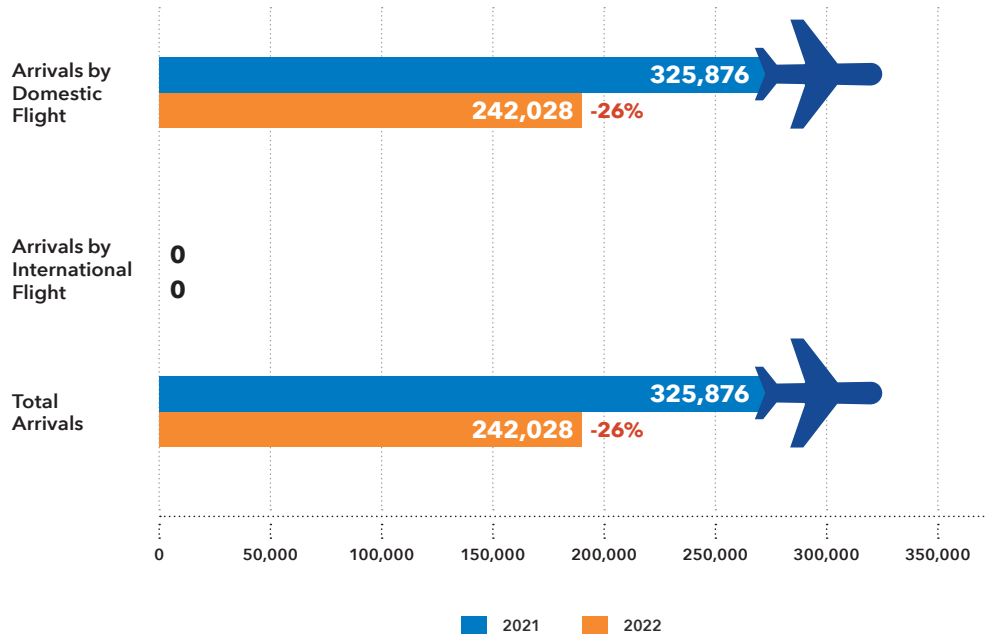


[Source: Dataventures Dataventures Tourism New Zealand Tool, 1 January 2020 - 31 March 2022]

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 Q3



[Source: Queenstown Airport Passenger History, 1 January - 31 March 2021, 2022]

Visitor Perceptions & Sentiment

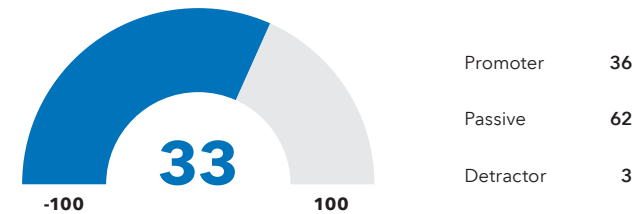
Tourism Sentiment Index Score – Q3

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).

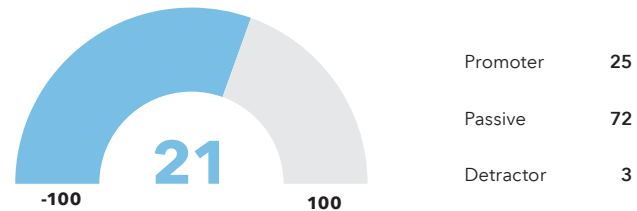
If you would like to know more about how the Tourism Sentiment index works please click on the link [HERE](#).

Tourism Sentiment Index Score

Queenstown Tourism Sentiment Index Score



New Zealand Tourism Sentiment Index Score



[Source: TSI Live, Destination Think! Queenstown Profile, 1 January- 31 March 2022]

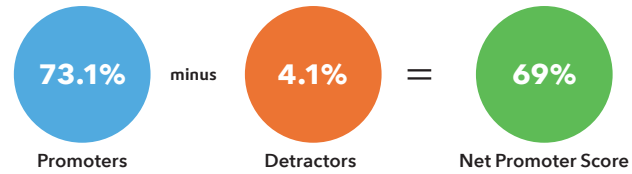
Visitor Perceptions & Sentiment

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.

Overall Experience in Queenstown
for Q3 **8.9 / 10**

Net Promoter Score (NPS)



[Source: Angus & Associates Queenstown Visitor Insights Survey. 1 April- 31 March 2021. n=625]