

Queenstown visitor snapshot

Quarter 4 (April-June 2021)

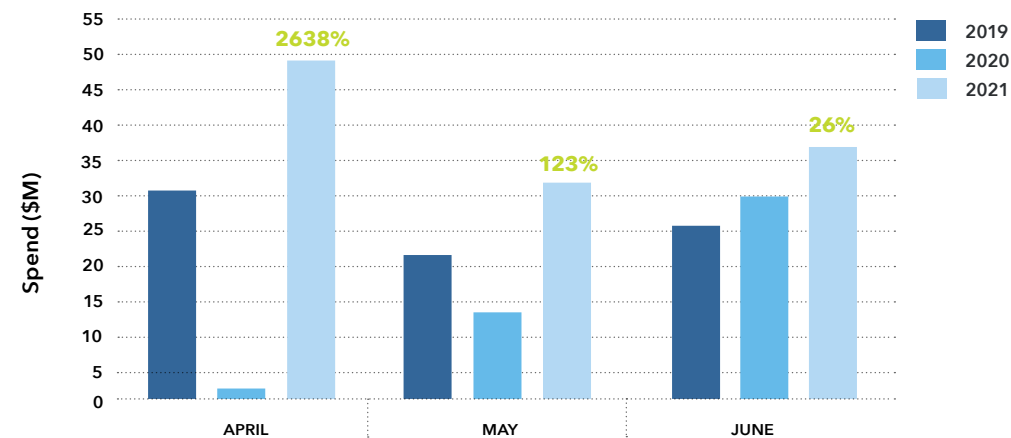


Visitor Expenditure

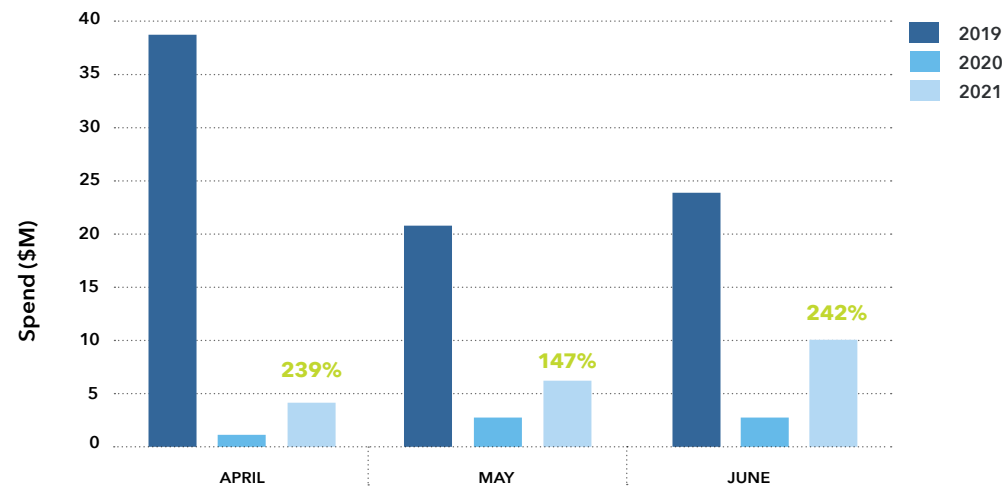
Queenstown visitor expenditure by market Quarter 4



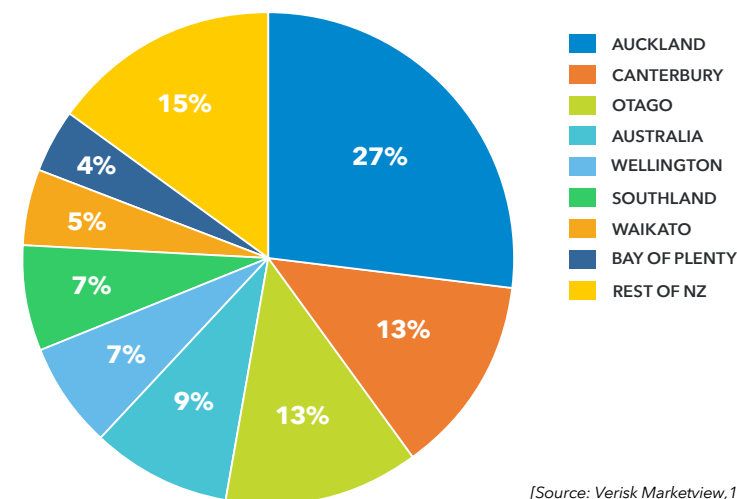
Domestic expenditure by month Quarter 4 compared to 2020 & 2019



International expenditure by month Quarter 4 compared to 2020 & 2019



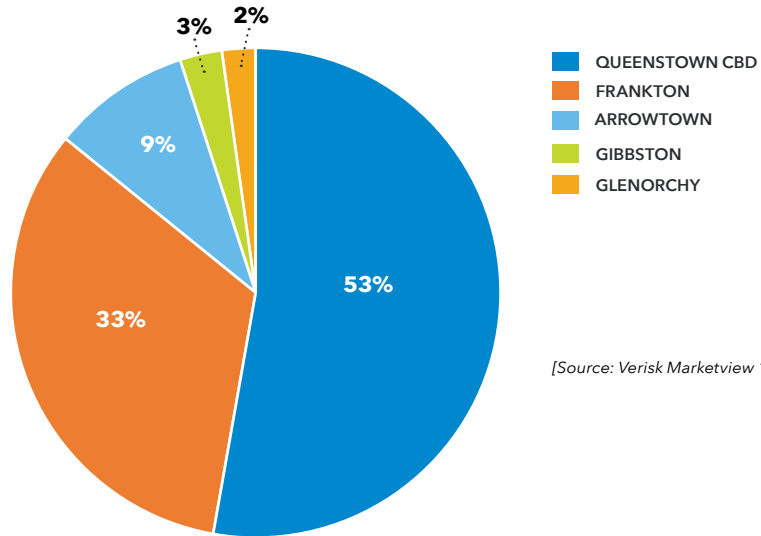
Visitor expenditure by region/ country of origin



[Source: Verisk Marketview, 1 April - 30 June 2019, 2020, 2021]

Visitor Expenditure

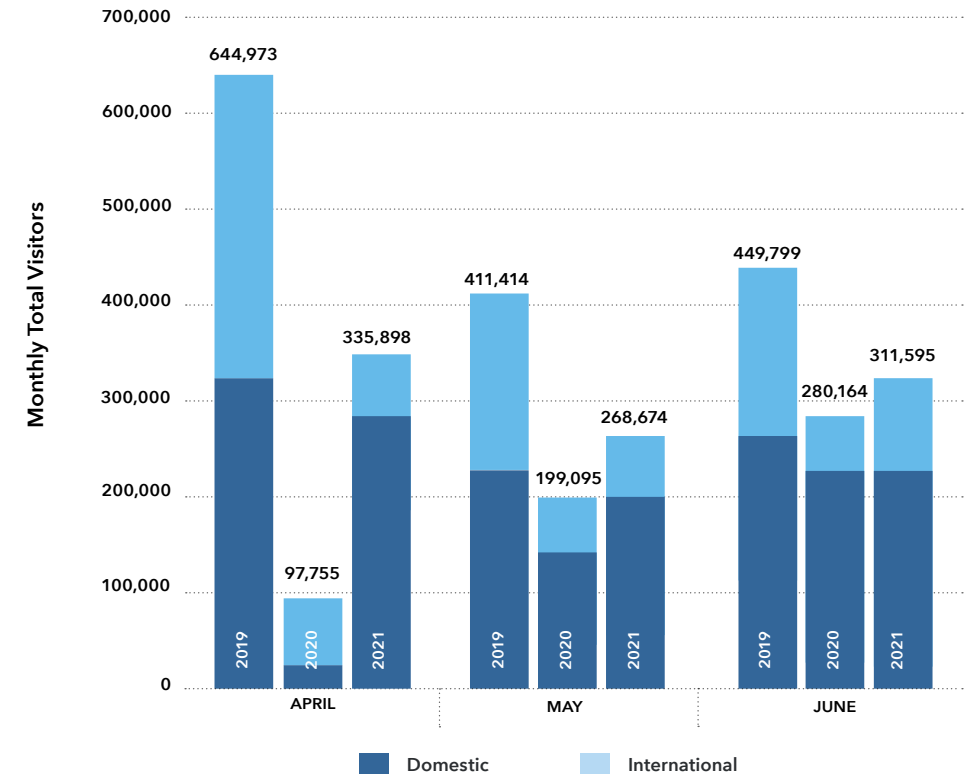
Visitor expenditure proportion by sub-region



[Source: Verisk Marketview 1 April - 30 June 2021]

Visitation

Total Visitor count by month Quarter 4

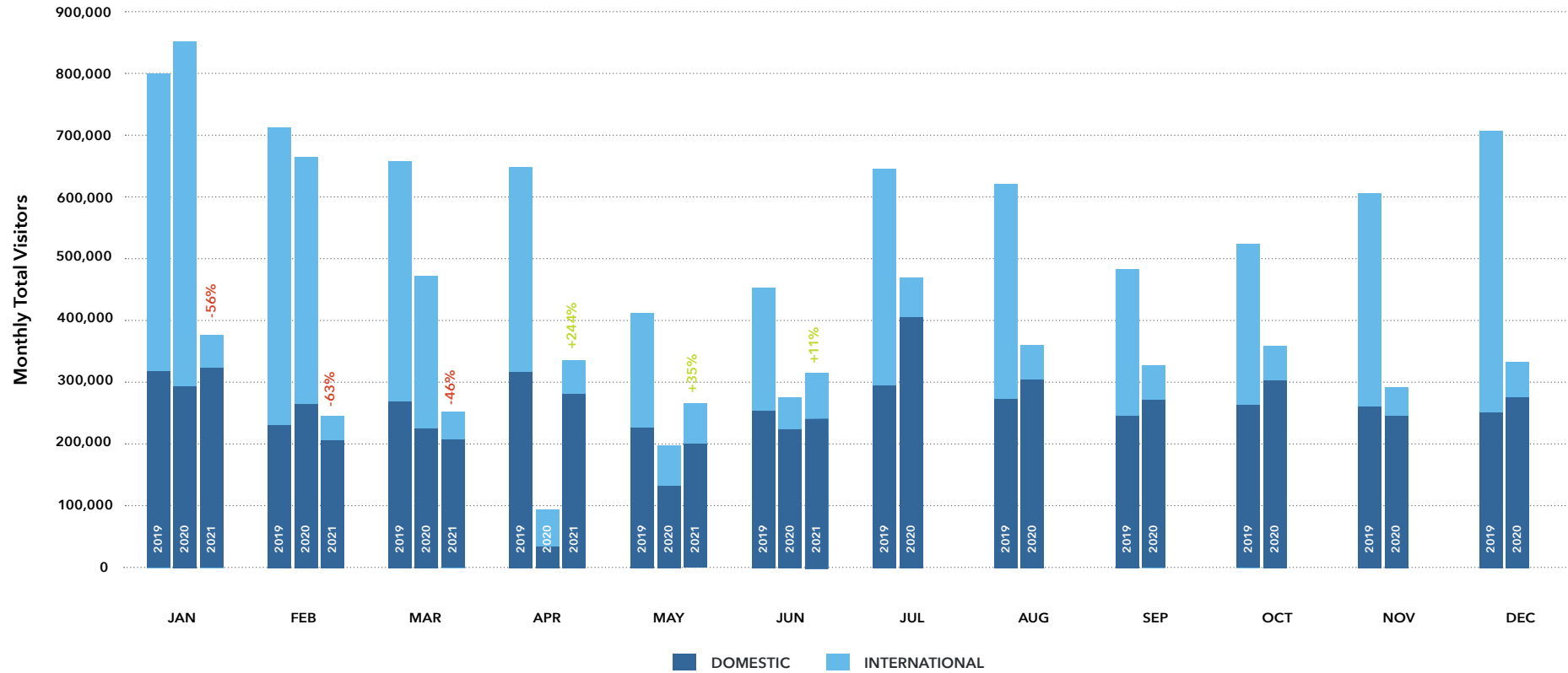


[Source: Dataventures Tourism New Zealand Tool. 1 April - 30 June 2019, 2020, 2021]

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

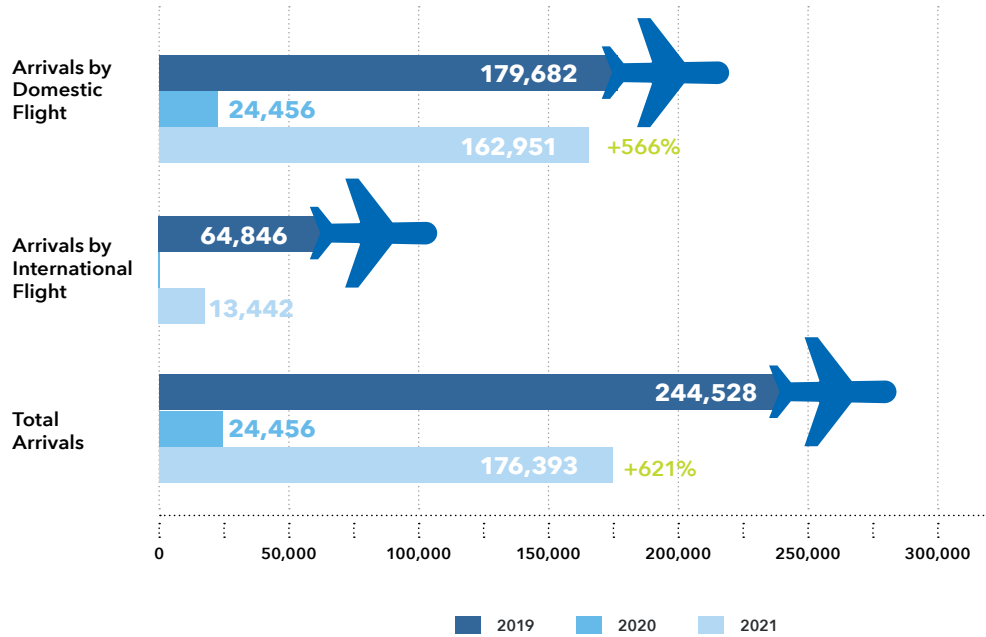


[Source: Dataventures Tourism New Zealand Tool. 1 January - 31 December 2019, 2020, 2021]

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

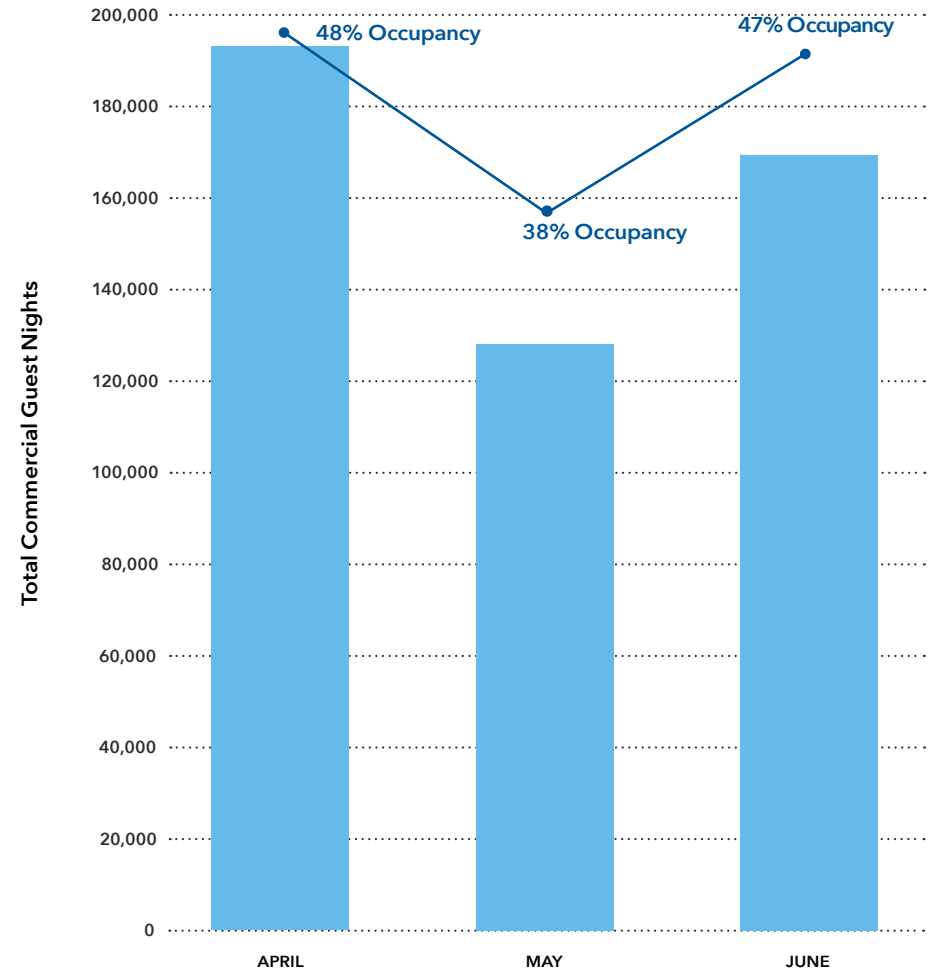
Queenstown airport passenger arrivals Quarter 4



[Source: Queenstown Airport Passenger History 1 April - 30 June 2019, 2020, 2021]

Queenstown Guest Nights

Total commercial guest nights & occupancy Quarter 4



[Source: Accommodation Data Programme (ADP), 1 April - 30 June 2021]

Visitor Perception & Sentiment

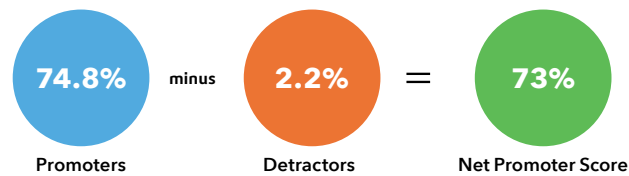
Visitor Insights Program (VIP)

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 report, click on the link [HERE](#).

Overall experience in Queenstown for Quarter 4 FY20/21 **9.1 / 10**

Net Promoter Score (NPS)



NPS score for NZ for same period is +63

[Source: Angus & Associates Queenstown Visitor Insights Survey, 1 April - 30 June 2021. n = 480]

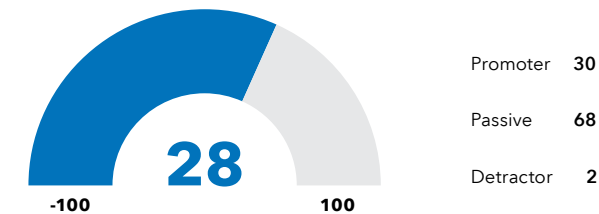
Tourism Sentiment Index

The Tourism Sentiment Index is the measure of a destination's 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).

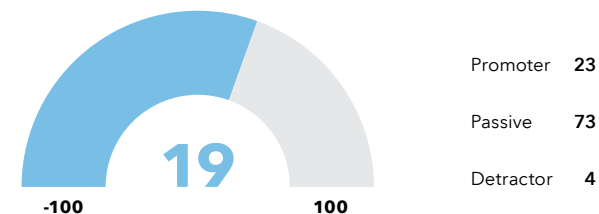
For the period April - June 2021 Queenstown experienced high visitor sentiment with a score of 28, compared to NZ's average score of 19.

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

Queenstown Tourism Sentiment Index Score



New Zealand Tourism Sentiment Index Score



[Source: TSI Live, Destination Think! Queenstown Profile. 1 April - 30 June 2021.]