

Visitor Demand Scenarios

Wednesday, September 9, 2020: SKAL Breakfast, Mercure Queenstown



*Kiran Nambiar
Eilidh Blanchard*



**HOME OF
ADVENTURE**

Why?

- Challenge: Unprecedented uncertainty of short term, medium term and long-term demand outlook for visitors into Queenstown
- Solution: Create a framework to identify, capture and sort factors that influence visitor arrivals into Queenstown and project scenarios on how visitor demand will start, set and scale for Queenstown.

How? – not a formula

$$\frac{GDP(t) - GDP(t-1)}{GDP(t-1)} \simeq \ln(GDP(t)) - \ln(GDP(t-1))$$

$$r_{xy} = \frac{\sum (Y_i - \bar{Y})(X_i - \bar{X})}{\sqrt{\sum (Y_i - \bar{Y})^2 \sum (X_i - \bar{X})^2}}$$

$$\begin{aligned} \mathcal{L}_{SM} = & -\frac{1}{2}\partial_\nu g_\mu^a \partial_\nu g_\mu^a - g_s f^{abc} \partial_\mu g_\nu^a g_\mu^b g_\nu^c - \frac{1}{4}g_s^2 f^{abcd} f^{acde} g_\mu^b g_\nu^c g_\mu^d g_\nu^e - \partial_\nu W_\mu^+ \partial_\nu W_\mu^- - \\ & M^2 W_\mu^+ W_\mu^- - \frac{1}{2}\partial_\nu Z_\mu^0 \partial_\nu Z_\mu^0 - \frac{1}{2c_w^2} M^2 Z_\mu^0 Z_\mu^0 - \frac{1}{2}\partial_\mu A_\nu \partial_\mu A_\nu - ig_{c_w} (\partial_\nu Z_\mu^0 (W_\mu^+ W_\nu^- - W_\mu^- W_\nu^+) - \\ & Z_\nu^0 (W_\mu^+ \partial_\nu W_\mu^- - W_\mu^- \partial_\nu W_\mu^+) + Z_\mu^0 (W_\nu^+ \partial_\nu W_\mu^- - W_\nu^- \partial_\nu W_\mu^+)) - ig_{s_w} (\partial_\nu A_\mu (W_\mu^+ W_\nu^- - \\ & W_\nu^+ W_\mu^-) - A_\nu (W_\mu^+ \partial_\nu W_\mu^- - W_\mu^- \partial_\nu W_\mu^+) + A_\mu (W_\nu^+ \partial_\nu W_\mu^- - W_\nu^- \partial_\nu W_\mu^+)) - \\ & \frac{1}{2}g^2 W_\mu^+ W_\mu^- W_\nu^+ W_\nu^- + \frac{1}{2}g^2 W_\mu^+ W_\nu^- W_\mu^- W_\nu^+ + g^2 c_w^2 (Z_\mu^0 W_\nu^+ Z_\nu^0 W_\mu^- - Z_\mu^0 Z_\nu^0 W_\nu^+ W_\mu^-) + \\ & g^2 s_w^2 (A_\mu W_\nu^+ A_\nu W_\mu^- - A_\mu A_\nu W_\nu^+ W_\mu^-) + g^2 s_w c_w (A_\mu Z_\nu^0 (W_\mu^+ W_\nu^- - W_\nu^+ W_\mu^-) - \\ & 2A_\mu Z_\mu^0 W_\nu^+ W_\nu^-) - \frac{1}{2}\partial_\mu H \partial_\mu H - 2M^2 \alpha_h H^2 - \partial_\mu \phi^+ \partial_\mu \phi^- - \frac{1}{2}\partial_\mu \phi^0 \partial_\mu \phi^0 - \\ & \beta_h \left(\frac{2M^2}{g^2} + \frac{2M}{g} H + \frac{1}{2}(H^2 + \phi^0 \phi^0 + 2\phi^+ \phi^-) \right) + \frac{2M^4}{g^2} \alpha_h - g \alpha_h M (H^3 + H \phi^0 \phi^0 + 2H \phi^+ \phi^-) - \\ & \frac{1}{8}g^2 \alpha_h (H^4 + (\phi^0)^4 + 4(\phi^+ \phi^-)^2 + 4(\phi^0)^2 \phi^+ \phi^- + 4H^2 \phi^+ \phi^- + 2(\phi^0)^2 H^2) - g M W_\mu^+ W_\mu^- H - \\ & \frac{1}{2}g \frac{M}{c_w} Z_\mu^0 Z_\mu^0 H - \frac{1}{2}ig (W_\mu^+ (\phi^0 \partial_\mu \phi^- - \phi^- \partial_\mu \phi^0) - W_\mu^- (\phi^0 \partial_\mu \phi^+ - \phi^+ \partial_\mu \phi^0)) + \\ & \frac{1}{2}g (W_\mu^+ (H \partial_\mu \phi^- - \phi^- \partial_\mu H) + W_\mu^- (H \partial_\mu \phi^+ - \phi^+ \partial_\mu H)) + \frac{1}{2}g \frac{1}{c_w} (Z_\mu^0 (H \partial_\mu \phi^0 - \phi^0 \partial_\mu H) + \\ & M (\frac{1}{c_w} Z_\mu^0 \partial_\mu \phi^0 + W_\mu^+ \partial_\mu \phi^- + W_\mu^- \partial_\mu \phi^+) - ig \frac{2M}{c_w} M Z_\mu^0 (W_\mu^+ \phi^- - W_\mu^- \phi^+) + ig s_w M A_\mu (W_\mu^+ \phi^- - \\ & W_\mu^- \phi^+) - ig \frac{1-2c_w^2}{2c_w} Z_\mu^0 (\phi^+ \partial_\mu \phi^- - \phi^- \partial_\mu \phi^+) + ig s_w A_\mu (\phi^+ \partial_\mu \phi^- - \phi^- \partial_\mu \phi^+) - \\ & \frac{1}{4}g^2 W_\mu^+ W_\mu^- (H^2 + (\phi^0)^2 + 2\phi^+ \phi^-) - \frac{1}{8}g^2 \frac{1}{c_w} Z_\mu^0 Z_\mu^0 (H^2 + (\phi^0)^2 + 2(2s_w^2 - 1)^2 \phi^+ \phi^-) - \\ & \frac{1}{2}g^2 \frac{2s_w^2}{c_w} Z_\mu^0 \phi^0 (W_\mu^+ \phi^- + W_\mu^- \phi^+) - \frac{1}{2}ig^2 \frac{2s_w^2}{c_w} Z_\mu^0 H (W_\mu^+ \phi^- - W_\mu^- \phi^+) + \frac{1}{2}g^2 s_w A_\mu \phi^0 (W_\mu^+ \phi^- + \\ & W_\mu^- \phi^+) + \frac{1}{2}ig^2 s_w A_\mu H (W_\mu^+ \phi^- - W_\mu^- \phi^+) - g^2 \frac{2s_w}{c_w} (2c_w^2 - 1) Z_\mu^0 A_\mu \phi^+ \phi^- - g^2 \frac{2s_w}{c_w} A_\mu A_\mu \phi^+ \phi^- + \\ & \frac{1}{2}ig s_\lambda \lambda_{ij}^a (\bar{q}_i^\alpha \gamma^\mu q_j^\alpha) g_\mu^a - \bar{e}^\lambda (\gamma \partial + m_e^\lambda) e^\lambda - \bar{\nu}^\lambda (\gamma \partial + m_\nu^\lambda) \nu^\lambda - \bar{u}_j^\lambda (\gamma \partial + m_u^\lambda) u_j^\lambda - \bar{d}_j^\lambda (\gamma \partial + m_d^\lambda) d_j^\lambda + \\ & ig s_w A_\mu \left(-(\bar{e}^\lambda \gamma^\mu e^\lambda) + \frac{2}{3}(\bar{u}_j^\lambda \gamma^\mu u_j^\lambda) - \frac{1}{3}(\bar{d}_j^\lambda \gamma^\mu d_j^\lambda) \right) + \frac{ig}{4c_w} Z_\mu^0 (i\bar{\nu}^\lambda \gamma^\mu (1 + \gamma^5) \nu^\lambda) + (\bar{e}^\lambda \gamma^\mu (4s_w^2 - \\ & 1 - \gamma^5) e^\lambda) + (\bar{d}_j^\lambda \gamma^\mu (\frac{4}{3}s_w^2 - 1 - \gamma^5) d_j^\lambda) + (\bar{u}_j^\lambda \gamma^\mu (1 - \frac{8}{3}s_w^2 + \gamma^5) u_j^\lambda) \Big) + \\ & \frac{ig}{2\sqrt{2}} W_\mu^+ \left((\bar{\nu}^\lambda \gamma^\mu (1 + \gamma^5) U^{lep}{}_{\lambda\kappa} e^\kappa) + (\bar{u}_j^\lambda \gamma^\mu (1 + \gamma^5) C_{\lambda\kappa} d_j^\kappa) \right) + \\ & \frac{ig}{2\sqrt{2}} W_\mu^- \left((\bar{e}^\kappa U^{lep}{}_{\kappa\lambda} \gamma^\mu (1 + \gamma^5) \nu^\lambda) + (d_j^\kappa C_{\kappa\lambda}^\dagger \gamma^\mu (1 + \gamma^5) u_j^\lambda) \right) + \\ & \frac{ig}{2M\sqrt{2}} \phi^+ \left(-m_e^\kappa (\bar{\nu}^\lambda U^{lep}{}_{\lambda\kappa} (1 - \gamma^5) e^\kappa) + m_\nu^\kappa (\bar{e}^\lambda U^{lep}{}_{\lambda\kappa} (1 + \gamma^5) e^\kappa) + \right. \\ & \left. \frac{ig}{2M\sqrt{2}} \phi^- \left(m_e^\lambda (\bar{e}^\lambda U^{lep}{}_{\lambda\kappa}^\dagger (1 + \gamma^5) \nu^\kappa) - m_\nu^\kappa (\bar{e}^\lambda U^{lep}{}_{\lambda\kappa}^\dagger (1 - \gamma^5) \nu^\kappa) - \frac{g}{2} \frac{m_h^0}{M} H (\bar{\nu}^\lambda \nu^\lambda) - \right. \right. \\ & \left. \left. \frac{g}{2} \frac{m_h^0}{M} H (\bar{e}^\lambda e^\lambda) + \frac{ig}{2} \frac{m_h^0}{M} \phi^0 (\bar{\nu}^\lambda \gamma^5 \nu^\lambda) - \frac{ig}{2} \frac{m_h^0}{M} \phi^0 (\bar{e}^\lambda \gamma^5 e^\lambda) - \frac{1}{4} \bar{\nu}_\lambda M_{\lambda\kappa}^R (1 - \gamma_5) \bar{\nu}_\kappa - \right. \right. \\ & \left. \left. \frac{1}{4} \bar{\nu}_\lambda M_{\lambda\kappa}^R (1 - \gamma_5) \bar{\nu}_\kappa + \frac{ig}{2M\sqrt{2}} \phi^+ \left(-m_d^\kappa (\bar{u}_j^\lambda C_{\lambda\kappa} (1 - \gamma^5) d_j^\kappa) + m_u^\kappa (\bar{u}_j^\lambda C_{\lambda\kappa} (1 + \gamma^5) d_j^\kappa) \right) + \right. \right. \\ & \left. \left. \frac{ig}{2M\sqrt{2}} \phi^- \left(m_d^\lambda (\bar{d}_j^\lambda C_{\lambda\kappa}^\dagger (1 + \gamma^5) u_j^\kappa) - m_u^\kappa (\bar{d}_j^\lambda C_{\lambda\kappa}^\dagger (1 - \gamma^5) u_j^\kappa) - \frac{g}{2} \frac{m_h^0}{M} H (\bar{u}_j^\lambda u_j^\lambda) - \frac{g}{2} \frac{m_h^0}{M} H (\bar{d}_j^\lambda d_j^\lambda) + \right. \right. \\ & \left. \left. \frac{ig}{2} \frac{m_h^0}{M} \phi^0 (\bar{u}_j^\lambda \gamma^5 u_j^\lambda) - \frac{ig}{2} \frac{m_h^0}{M} \phi^0 (\bar{d}_j^\lambda \gamma^5 d_j^\lambda) \right) \right) \end{aligned}$$

How? – Seven Step Approach

Step 1: Scope factors that influence arrivals into Queenstown - analyze their state

Step 2: Collate historic data points – though not that relevant, still important

Step 3: State Assumptions, set broad Horizons, foretell borders – review daily

Step 4: Build spreadsheets – for top markets, across three scenarios, from 2020 to 2024

Step 5: Summarize demand curve

Step 6: Publish – v1 on Thursday, May 14, 2020

Step 7: Review weekly, re-publish Monthly

Step 1: Scope factors that influence arrivals into Queenstown - analyze their state

Pandemic – Follow measures, track curves

Epidemiology – Vaccine, Testing, Treatment

Economy – Global, National, Regional, Town

Aviation – Global, Australia, New Zealand, ZQN

Markets - Local, Regional, National, Australia, China, Long Haul

Step 1: Scope factors - Sources

New Zealand Banks Economic Research (ANZ, BNZ, ASB, Westpac)

World Health Organisation, IATA Economic Research

UNWTO (United Nations World Tourism Organisation)

IMF, World Bank, OECD

Bloomberg, New York Times, The Economist, The Financial Times, Statista

New Zealand Treasury Weekly Economic Updates; TNZ Scenario Models

Tourism Export Councils Tourism Recovery Roadmap

Step 2: Collate historic data points – 20 year

International Visitor Arrivals

Commercial Accommodation Monitor

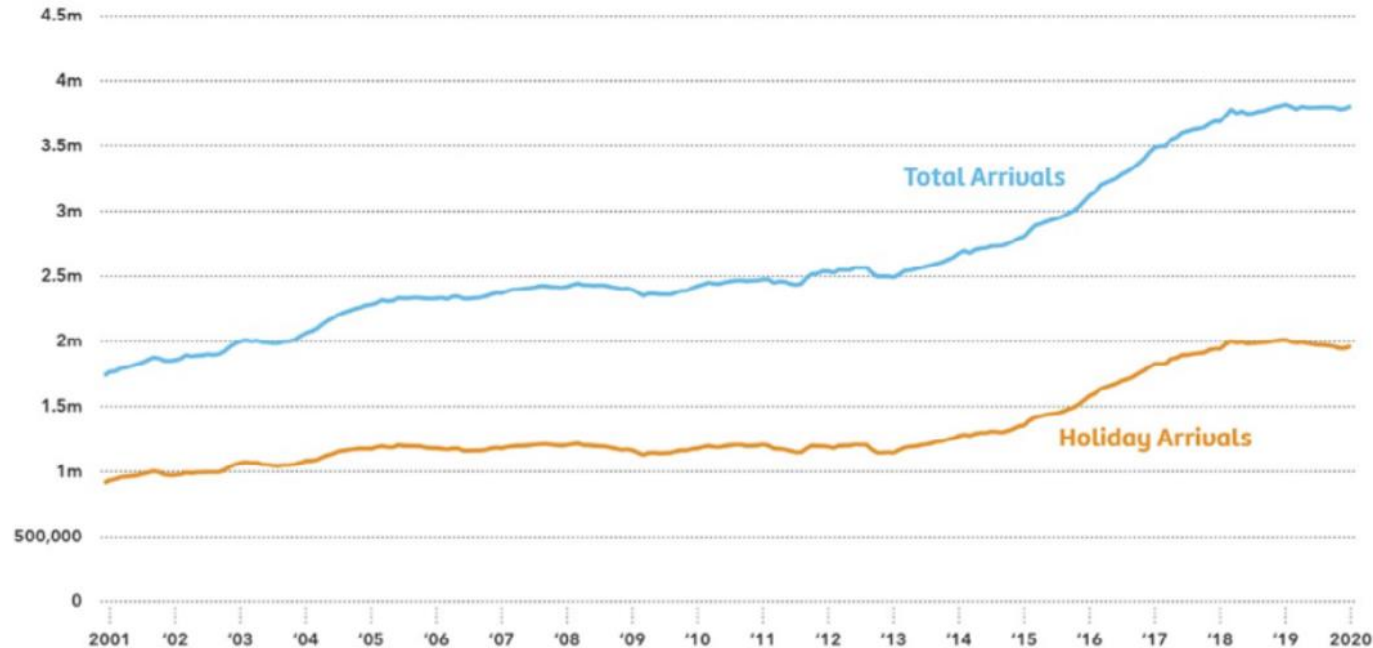
Monthly Regional Tourism Estimates

Queenstown Airport Passenger Movements

Queenstown-Lakes District Tourism Economy

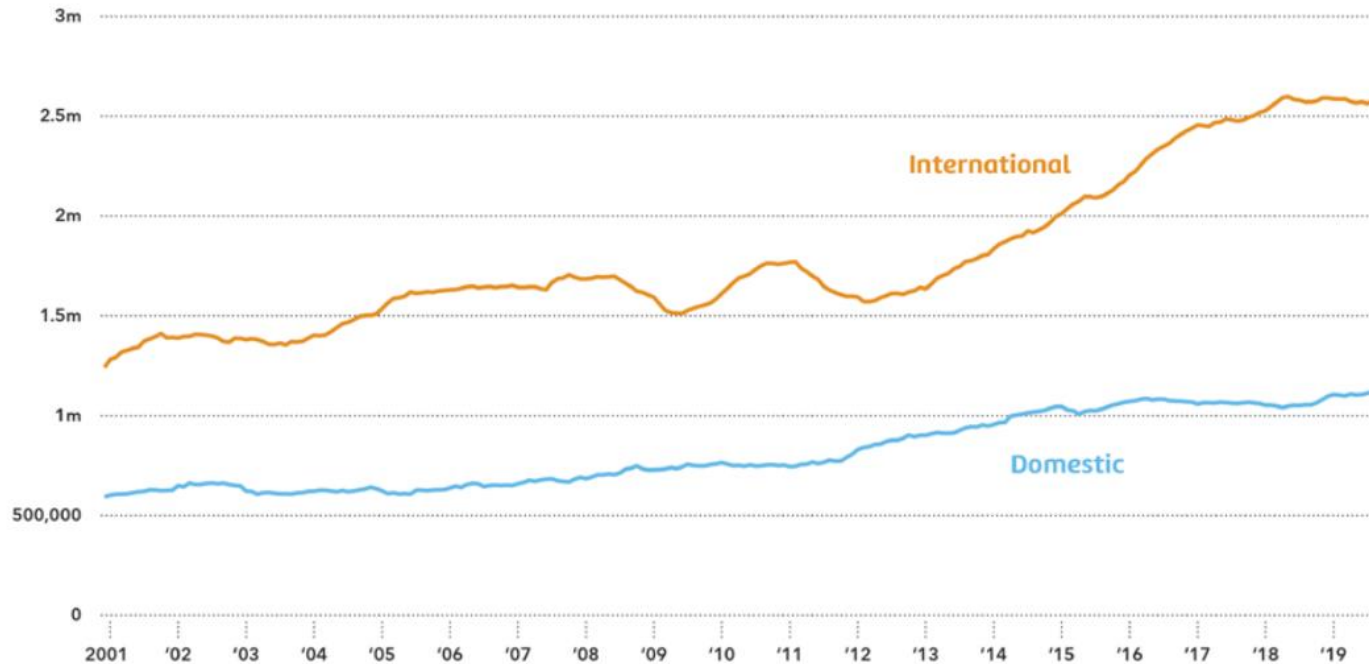
Step 2: Collate historic data points – 20 year

International Visitor Arrivals, Jan 2001 to Feb 2020



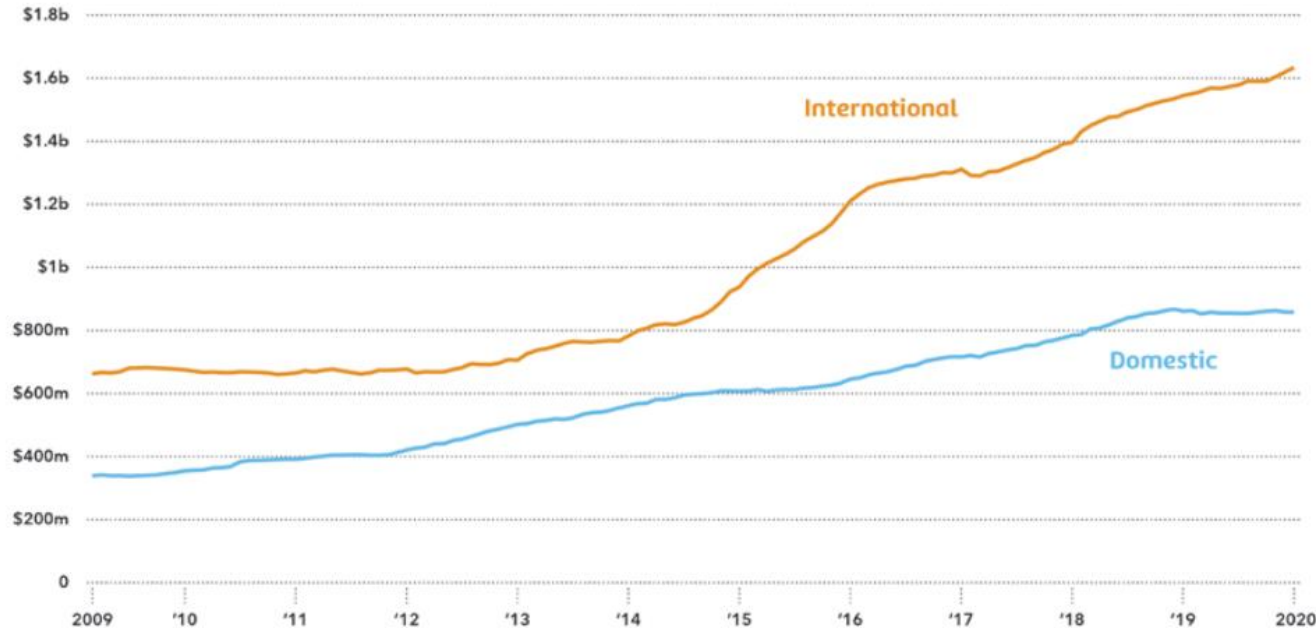
Step 2: Collate historic data points – 20 year

CAM Visitor Nights, Queenstown



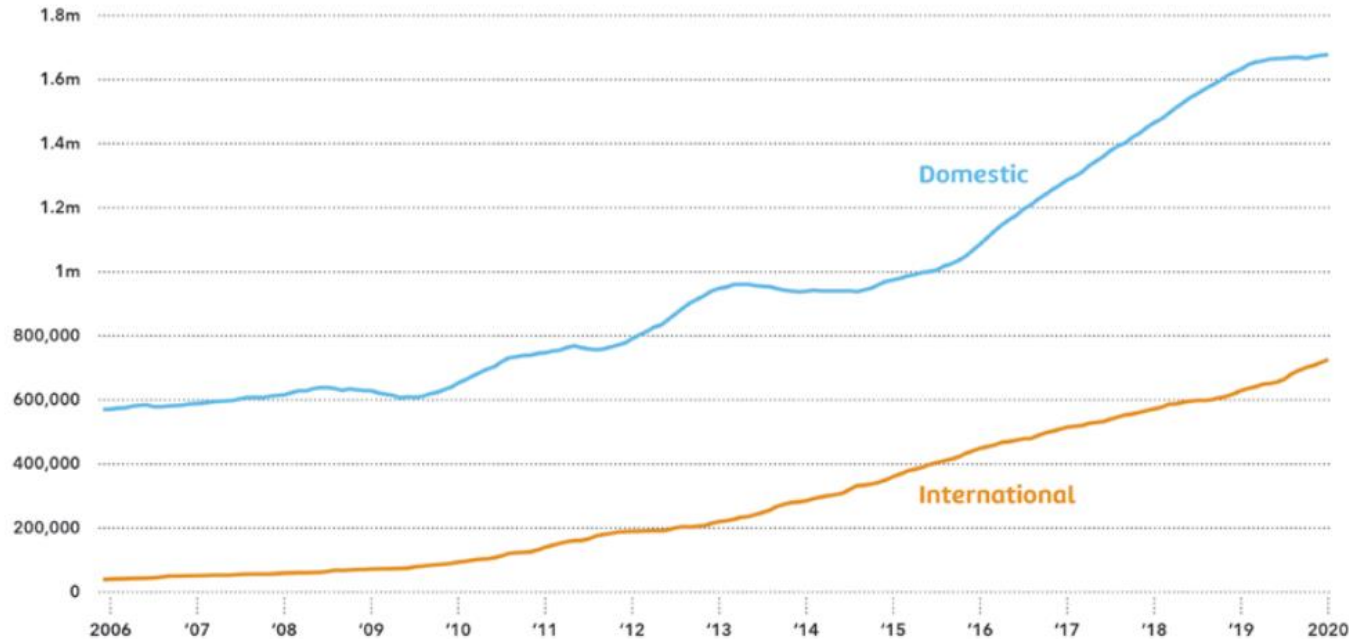
Step 2: Collate historic data points – 10 year

MRTE, Queenstown



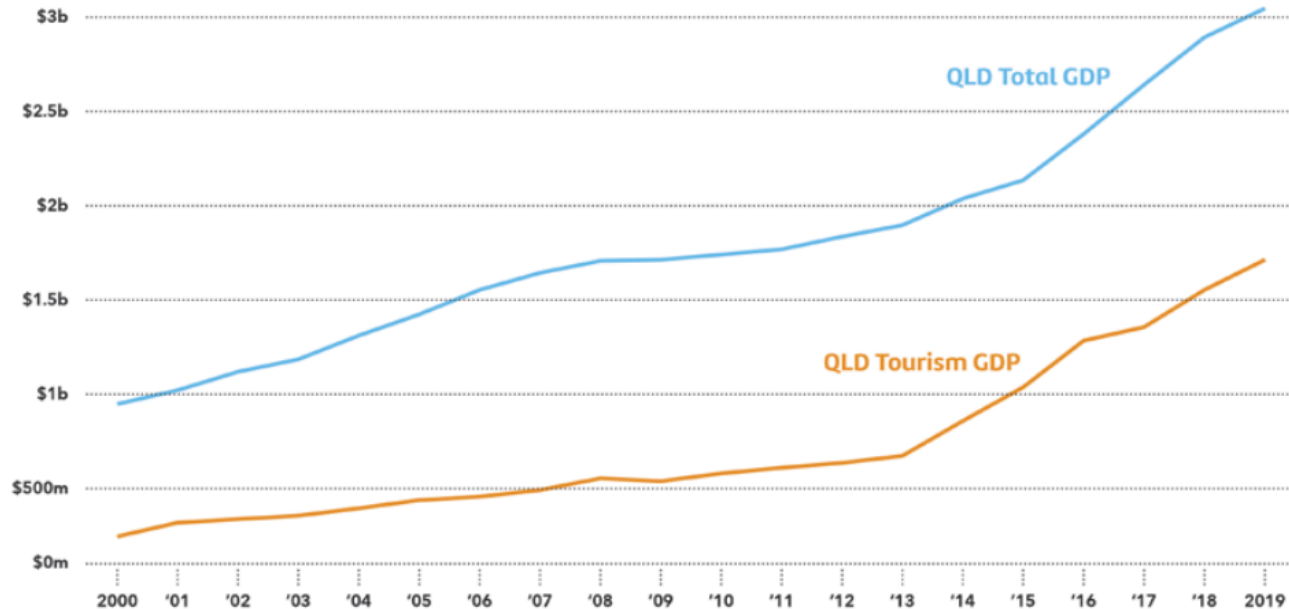
Step 2: Collate historic data points – 20 year

Queenstown Airport Passenger Movements



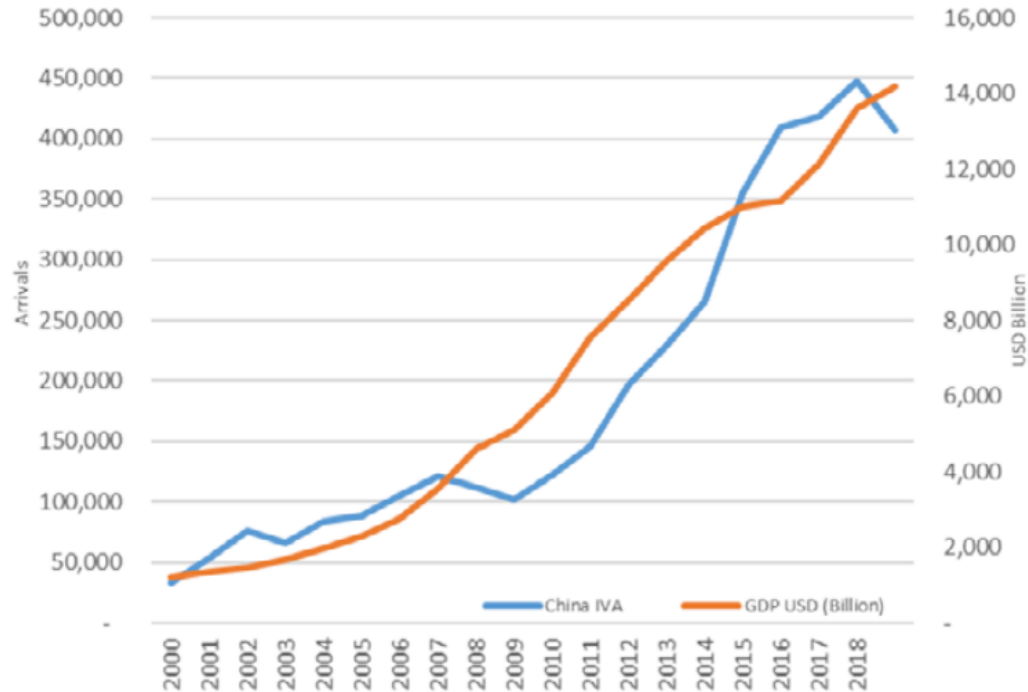
Step 2: Collate historic data points – 20 year

Queenstown-Lakes District Tourism GDP



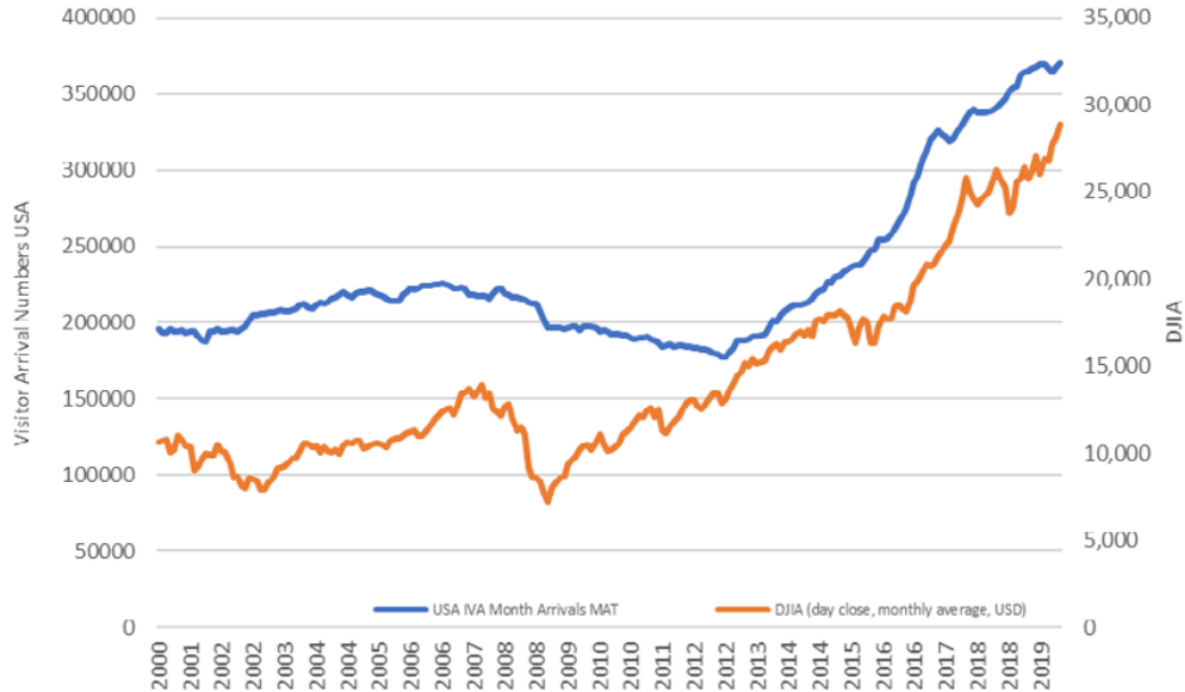
Step 2: Eilidh had Fun!

China – GDP and Arrivals

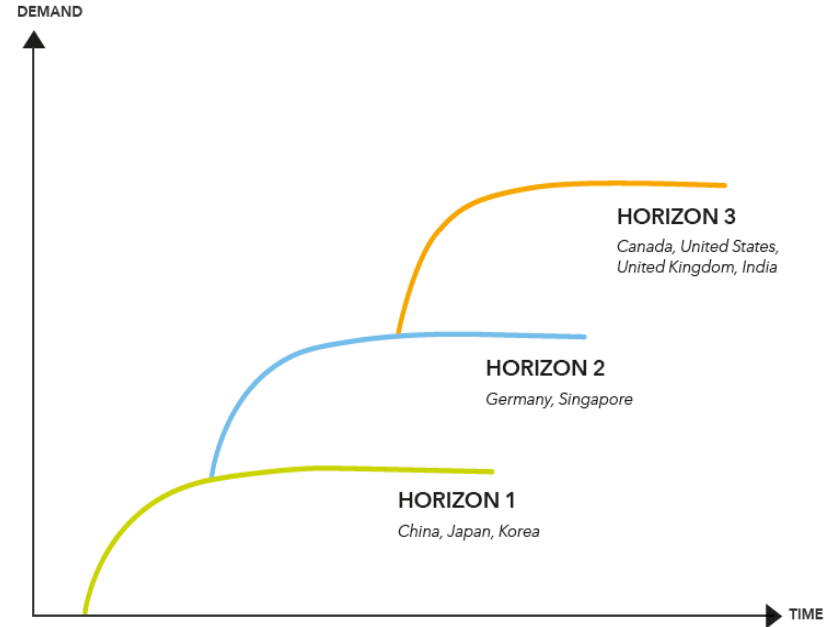
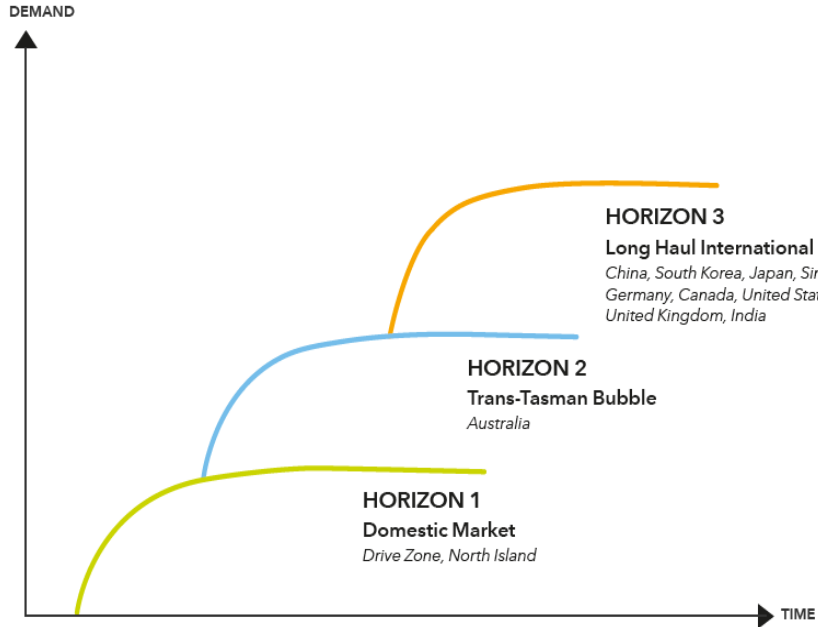


Step 2: Eilidh had lots of Fun!

USA Stock Market and International Visitor Arrivals to New Zealand – MAT Down Jones Industry Average
(monthly average close)



Step 3: State Assumptions, Set Horizons



Step 3: State Assumptions, Set Horizons

MARKETS	CONSERVATIVE	MID	OPTIMISTIC
HORIZON 1			
Regional Market, New Zealand Domestic Market	OPEN	OPEN	OPEN
HORIZON 2			
Trans-Tasman Australia	JUN 2021	MAR 2021	JAN 2021
HORIZON 3			
Set 1: Japan, South Korea, Taiwan, Hong Kong	Q3-2021	Q2-2021	Q1-2021
Set 2: China, Singapore	Q1-2022	Q3-2021	Q2-2021
Set 3: Germany, Canada, US, UK, India, all others	Q1-2022	Q4-2021	Q3-2021

Step 4: Build spreadsheets – for top markets, across three scenarios, from 2020 to 2024

New Zealand

Australia

United States

China

United Kingdom

Germany

Japan

South Korea

Canada

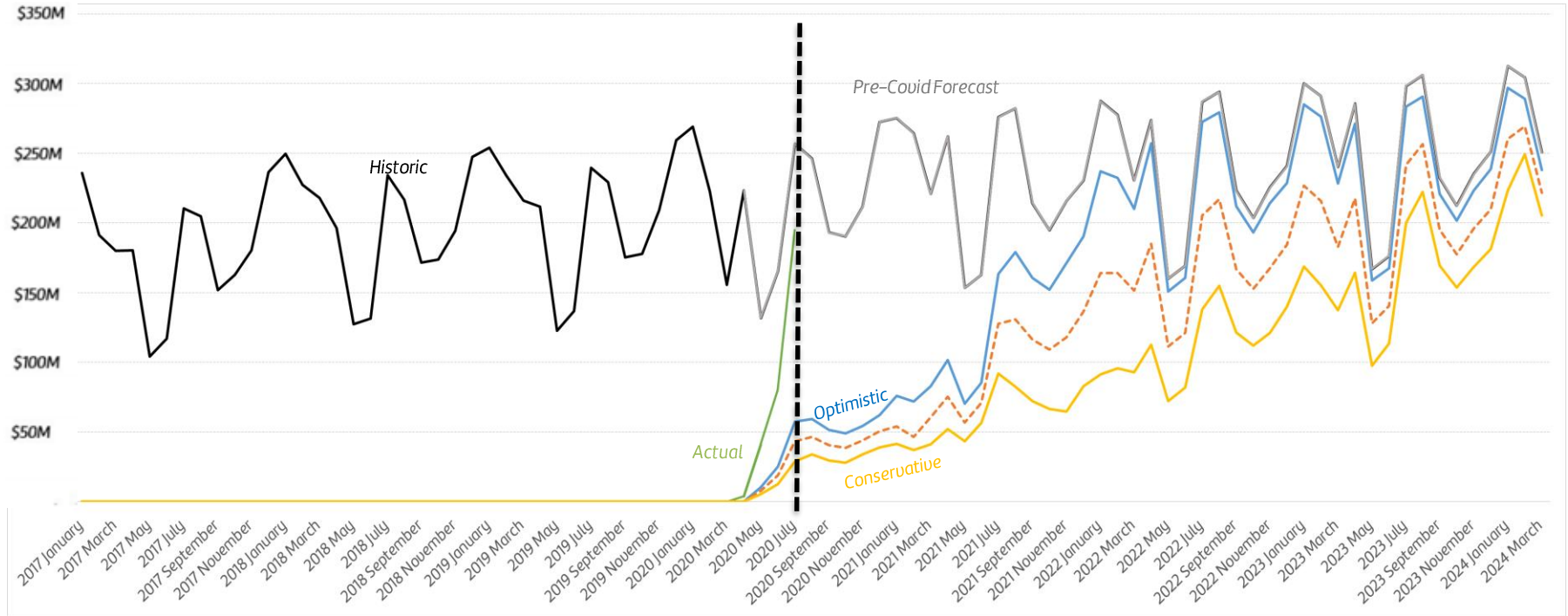
Other Long Haul

Step 4: Build spreadsheets

	DOMESTIC					AUS					LONG HAUL				
	Forecast	Actuals	Best	Mid	Worst	Forecast	Actuals	Best	Mid	Worst	Forecast	Actuals	Best	Mid	Worst
2017 January	75,389,900	75,389,900	75,389,900	75,389,900	75,389,900	39,272,751	39,272,751	39,272,751	39,272,751	39,272,751	121,221,317	121,221,317	121,221,317	121,221,317	121,221,317
2017 February	54,078,434	54,078,434	54,078,434	54,078,434	54,078,434	26,504,342	26,504,342	26,504,342	26,504,342	26,504,342	110,692,414	110,692,414	110,692,414	114,278,224	117,864,034
2017 March	56,595,781	56,595,781	56,595,781	56,595,781	56,595,781	28,544,948	28,544,948	28,544,948	28,544,948	28,544,948	94,912,151	94,912,151	94,912,151	98,199,316	101,486,481
2017 April	72,538,045	72,538,045	72,538,045	72,538,045	72,538,045	32,673,728	32,673,728	32,673,728	32,673,728	32,673,728	75,098,452	75,098,452	75,098,452	76,824,892	78,551,332
2017 May	43,596,302	43,596,302	43,596,302	43,596,302	43,596,302	17,362,846	17,362,846	17,362,846	17,362,846	17,362,846	43,188,154	43,188,154	43,188,154	43,864,034	44,539,914
2017 June	49,267,731	49,267,731	49,267,731	49,267,731	49,267,731	29,431,579	29,431,579	29,431,579	29,431,579	29,431,579	38,289,269	38,289,269	38,289,269	38,639,839	38,990,410
2017 July	83,669,164	83,669,164	83,669,164	83,669,164	83,669,164	69,735,731	69,735,731	69,735,731	69,735,731	69,735,731	56,873,206	56,873,206	56,873,206	57,314,117	57,755,029
2017 August	76,710,219	76,710,219	76,710,219	76,710,219	76,710,219	68,224,328	68,224,328	68,224,328	68,224,328	68,224,328	59,822,545	59,822,545	59,822,545	60,355,503	60,888,462
2017 September	59,159,178	59,159,178	59,159,178	59,159,178	59,159,178	48,372,961	48,372,961	48,372,961	48,372,961	48,372,961	44,409,356	44,409,356	44,409,356	44,958,115	45,506,875
2017 October	61,806,272	61,806,272	61,806,272	61,806,272	61,806,272	29,114,523	29,114,523	29,114,523	29,114,523	29,114,523	71,876,335	71,876,335	71,876,335	73,015,894	74,155,453
2017 November	58,024,426	58,024,426	58,024,426	58,024,426	58,024,426	32,474,004	32,474,004	32,474,004	32,474,004	32,474,004	89,899,209	89,899,209	89,899,209	92,442,143	94,985,077
2017 December	73,521,682	73,521,682	73,521,682	73,521,682	73,521,682	35,639,569	35,639,569	35,639,569	35,639,569	35,639,569	127,276,559	127,276,559	127,276,559	130,532,053	133,787,548
2018 January	83,519,080	83,519,080	83,519,080	83,519,080	83,519,080	44,963,343	44,963,343	44,963,343	44,963,343	44,963,343	121,240,108	121,240,108	121,240,108	125,329,864	129,419,619
2018 February	56,214,817	56,214,817	56,214,817	56,214,817	56,214,817	28,854,523	28,854,523	28,854,523	28,854,523	28,854,523	142,341,791	142,341,791	142,341,791	146,231,217	150,120,842
2018 March	75,464,361	75,464,361	75,464,361	75,464,361	75,464,361	33,919,290	33,919,290	33,919,290	33,919,290	33,919,290	108,639,203	108,639,203	108,639,203	112,333,240	116,027,276
2018 April	75,173,259	75,173,259	75,173,259	75,173,259	75,173,259	32,556,184	32,556,184	32,556,184	32,556,184	32,556,184	88,497,351	88,497,351	88,497,351	90,203,328	91,909,305
2018 May	53,719,875	53,719,875	53,719,875	53,719,875	53,719,875	20,006,650	20,006,650	20,006,650	20,006,650	20,006,650	53,475,322	53,475,322	53,475,322	54,322,949	55,170,576
2018 June	60,329,138	60,329,138	60,329,138	60,329,138	60,329,138	28,709,248	28,709,248	28,709,248	28,709,248	28,709,248	42,367,812	42,367,812	42,367,812	42,800,980	43,234,148
2018 July	93,612,230	93,612,230	93,612,230	93,612,230	93,612,230	78,657,181	78,657,181	78,657,181	78,657,181	78,657,181	61,920,493	61,920,493	61,920,493	62,486,204	63,051,916
2018 August	81,354,934	81,354,934	81,354,934	81,354,934	81,354,934	67,812,789	67,812,789	67,812,789	67,812,789	67,812,789	67,803,764	67,803,764	67,803,764	68,111,794	68,619,824
2018 September	67,029,531	67,029,531	67,029,531	67,029,531	67,029,531	47,027,369	47,027,369	47,027,369	47,027,369	47,027,369	57,528,153	57,528,153	57,528,153	58,089,404	58,650,654
2018 October	64,484,796	64,484,796	64,484,796	64,484,796	64,484,796	35,151,406	35,151,406	35,151,406	35,151,406	35,151,406	74,212,594	74,212,594	74,212,594	75,316,328	76,420,061
2018 November	64,541,345	64,541,345	64,541,345	64,541,345	64,541,345	33,619,040	33,619,040	33,619,040	33,619,040	33,619,040	96,351,921	96,351,921	96,351,921	98,756,206	101,160,491
2018 December	78,603,325	78,603,325	78,603,325	78,603,325	78,603,325	36,499,008	36,499,008	36,499,008	36,499,008	36,499,008	132,446,981	132,446,981	132,446,981	135,613,799	138,780,617
2019 January	77,414,186	77,414,186	77,414,186	77,414,186	77,414,186	45,858,985	45,858,985	45,858,985	45,858,985	45,858,985	130,693,090	130,693,090	130,693,090	134,649,864	138,606,639
2019 February	57,292,491	57,292,491	57,292,491	57,292,491	57,292,491	30,462,095	30,462,095	30,462,095	30,462,095	30,462,095	146,278,338	146,278,338	146,278,338	149,967,051	153,655,764
2019 March	65,456,483	65,456,483	65,456,483	65,456,483	65,456,483	36,057,320	36,057,320	36,057,320	36,057,320	36,057,320	114,562,656	114,562,656	114,562,656	118,115,565	121,668,473
2019 April	79,791,713	79,791,713	79,791,713	79,791,713	79,791,713	39,635,798	39,635,798	39,635,798	39,635,798	39,635,798	92,312,113	92,312,113	92,312,113	94,133,546	95,954,979
2019 May	50,674,664	50,674,664	50,674,664	50,674,664	50,674,664	19,601,406	19,601,406	19,601,406	19,601,406	19,601,406	52,278,388	52,278,388	52,278,388	53,024,897	53,771,406
2019 June	60,471,833	60,471,833	60,471,833	60,471,833	60,471,833	30,985,374	30,985,374	30,985,374	30,985,374	30,985,374	45,277,957	45,277,957	45,277,957	45,672,515	46,067,073
2019 July	93,274,157	93,274,157	93,274,157	93,274,157	93,274,157	78,596,303	78,596,303	78,596,303	78,596,303	78,596,303	67,570,072	67,570,072	67,570,072	68,237,799	68,905,527
2019 August	81,780,865	81,780,865	81,780,865	81,780,865	81,780,865	71,865,337	71,865,337	71,865,337	71,865,337	71,865,337	75,715,082	75,715,082	75,715,082	76,229,341	76,743,600
2019 September	71,426,573	71,426,573	71,426,573	71,426,573	71,426,573	51,161,792	51,161,792	51,161,792	51,161,792	51,161,792	52,704,455	52,704,455	52,704,455	53,162,027	53,619,600
2019 October	67,742,513	67,742,513	67,742,513	67,742,513	67,742,513	37,796,175	37,796,175	37,796,175	37,796,175	37,796,175	72,149,915	72,149,915	72,149,915	72,149,915	74,282,058
2019 November	65,935,432	65,935,432	65,935,432	65,935,432	65,935,432	38,081,469	38,081,469	38,081,469	38,081,469	38,081,469	105,186,167	105,186,167	105,186,167	107,821,589	110,457,011
2019 December	75,375,670	75,375,670	75,375,670	75,375,670	75,375,670	39,774,783	39,774,783	39,774,783	39,774,783	39,774,783	144,277,632	144,277,632	144,277,632	147,256,586	150,235,539
2020 January	77,647,205	77,647,205	77,647,205	77,647,205	77,647,205	49,785,935	49,785,935	49,785,935	49,785,935	49,785,935	141,545,546	141,545,546	141,545,546	145,294,415	149,043,283

Step 5: Summarize demand curve

Queenstown – All markets



Step 6: Publish – v1 on Thursday, May 14, 2020



[Click here](#) to be taken to v1 published May 14, 2020

Step 7: Review weekly, re-publish Monthly

14 May Visitor Demand Mapping - Queenstown Lakes

3 June Visitor Demand Mapping - Update 1

17 June Visitor Demand Mapping - Update 2

1 July Visitor Demand Mapping - Update 3

29 July Visitor Demand Mapping - Update 4

26 August Visitor Demand Mapping - Update 5

[Click here](#) to be taken to the webpage with all updates.

Review Latest Update – 26 August 2020



[Click here](#) to be taken to update 5 published August 26, 2020

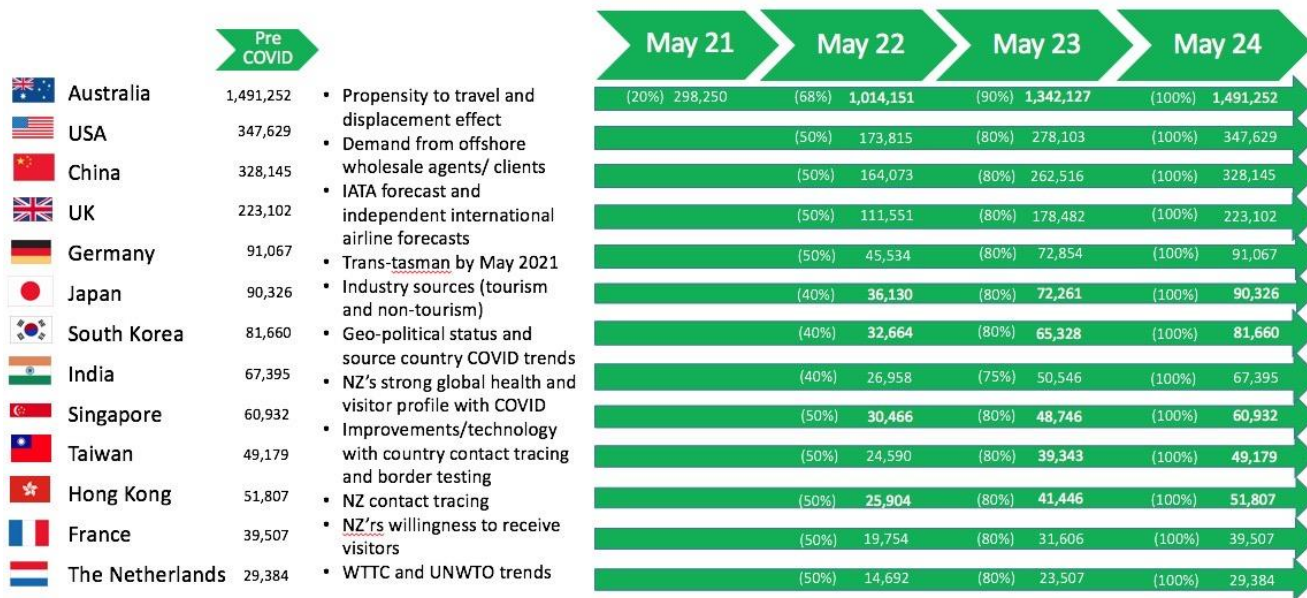
Review Latest Update – 26 August 2020

MARKETS	CONSERVATIVE	MID	OPTIMISTIC
HORIZON 1			
Regional Market, New Zealand Domestic Market	OPEN	OPEN	OPEN
HORIZON 2			
Trans-Tasman Australia	JUN 2021	MAR 2021	JAN 2021
HORIZON 3			
Set 1: Japan, South Korea, Taiwan, Hong Kong	Q3-2021	Q2-2021	Q1-2021
Set 2: China, Singapore	Q1-2022	Q3-2021	Q2-2021
Set 3: Germany, Canada, US, UK, India, all others	Q1-2022	Q4-2021	Q3-2021

Review Latest Update – TEC Update 26 Aug 2020

NZ International Tourism Recovery Roadmap (No. Arrivals 000's and % Recovery)

Market recovery based on source country COVID progress, trans-tasman border open by May 2021, UK, USA, Europe, China and Asia Pacific borders open by Oct 2021



[Click here to be taken to TEC's latest update](#)

Source: TECNZ Forecast based on Stats NZ IVA Top 30 Countries Annual International Arrivals as at YE March 2020 UPDATED 26 Aug 2020

Review Latest Update – TNZ Update - June 2020

Scenario Inputs and Outputs – June 2020

% of market demand recovered to pre-Covid-19 levels

Alert level: **4** **3** **2** **1** **0**
 Travel resumes/Borders open:
 Reach 80% recovery:

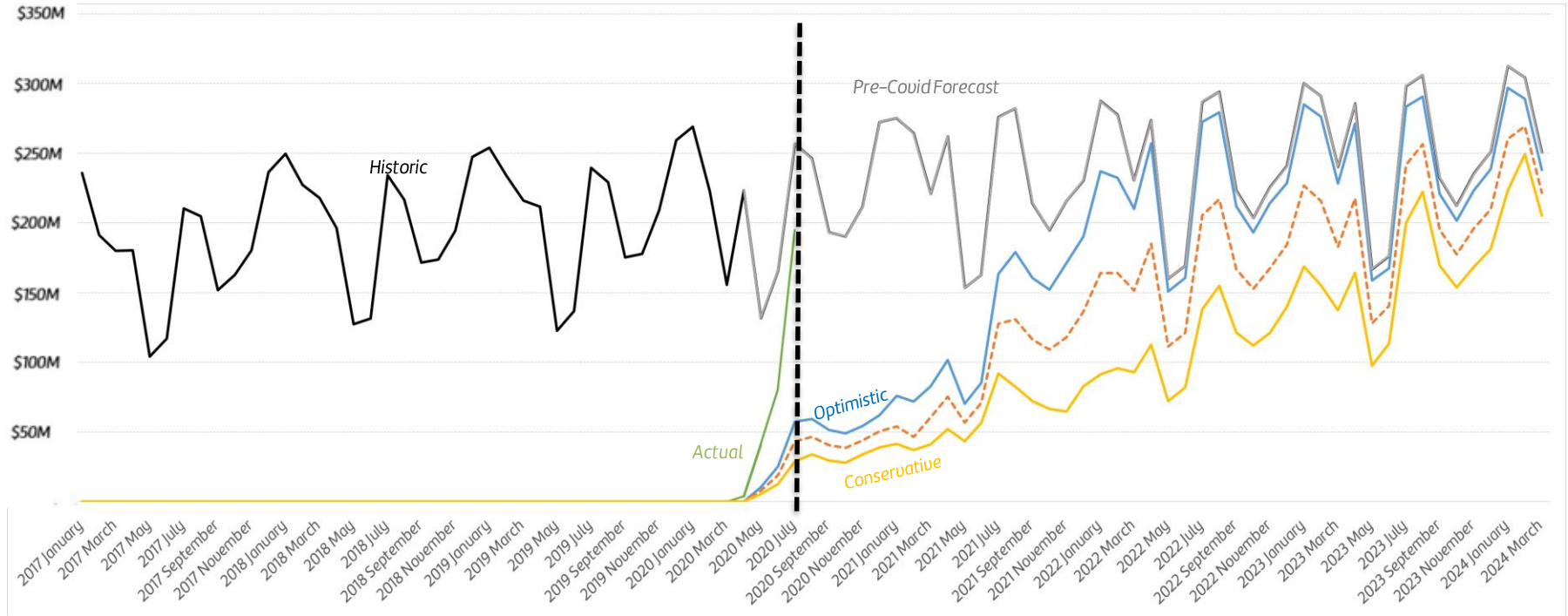
Scenario 1 - updated June 2020

	2020										2021										2022			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
NZ Domestic	0%	2%	43%	46%	48%	56%	56%	64%	110%	120%	110%	100%	110%	100%	100%	100%	100%	101%	101%	101%	102%	102%	103%	
Australia	0%	0%	0%	0%	0%	10%	20%	30%	40%	50%	60%	70%	80%	80%	80%	80%	80%	80%	90%	90%	90%	90%	90%	90%
Rest of World	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	5%	8%	14%	20%	25%	31%	37%	43%	49%	55%	58%
International	0%	0%	0%	0%	0%	4%	7%	11%	14%	18%	21%	25%	30%	32%	33%	37%	41%	45%	52%	56%	60%	64%	67%	69%
Tourism GDP (Dom + Int)	0%	1%	26%	27%	29%	35%	36%	43%	72%	79%	75%	70%	78%	73%	73%	75%	77%	78%	81%	83%	85%	87%	88%	89%
	2022										2023										2024			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
NZ Domestic	103%	103%	104%	104%	104%	105%	105%	105%	106%	106%	106%	107%	107%	107%	108%	108%	108%	109%	109%	110%	110%	110%	111%	111%
Australia	100%	100%	101%	101%	101%	102%	102%	102%	103%	103%	103%	104%	104%	104%	105%	105%	105%	106%	106%	107%	107%	107%	108%	108%
Rest of World	61%	65%	68%	71%	77%	80%	83%	83%	83%	83%	87%	87%	94%	94%	94%	94%	94%	94%	101%	101%	102%	102%	103%	
International	75%	77%	80%	82%	86%	88%	90%	90%	90%	90%	93%	93%	97%	98%	98%	98%	98%	98%	103%	103%	103%	104%	104%	105%
Tourism GDP (Dom + Int)	92%	93%	94%	95%	97%	98%	99%	99%	99%	100%	101%	101%	103%	103%	104%	104%	104%	105%	107%	107%	107%	108%	108%	108%

[Click here to be taken to TNZ's latest update](#)

Review Latest Update

Queenstown – All markets



Review Latest Update

	Optimistic				Mid				Conservative			
	Domestic	Australia	Long Haul	TOTAL	Domestic	Australia	Long Haul	TOTAL	Domestic	Australia	Long Haul	TOTAL
2020 May	20%	0%	0%	8%	15%	0%	0%	6%	10%	0%	0%	4%
2020 June	40%	0%	0%	15%	30%	0%	0%	11%	20%	0%	0%	8%
2020 July	60%	0%	0%	22%	45%	0%	0%	17%	30%	0%	0%	11%
2020 August	70%	0%	0%	24%	55%	0%	0%	19%	40%	0%	0%	14%
2020 September	70%	0%	0%	27%	55%	0%	0%	21%	40%	0%	0%	15%
2020 October	70%	0%	0%	26%	55%	0%	0%	20%	40%	0%	0%	15%
2020 November	80%	0%	0%	26%	65%	0%	0%	21%	50%	0%	0%	16%
2020 December	80%	0%	0%	23%	65%	0%	0%	19%	50%	0%	0%	14%
2021 January	80%	20%	0%	28%	65%	0%	0%	20%	50%	0%	0%	15%
2021 February	90%	40%	2%	27%	75%	0%	0%	18%	60%	0%	0%	14%
2021 March	90%	50%	2%	38%	75%	25%	0%	28%	60%	0%	0%	19%
2021 April	90%	50%	2%	39%	75%	25%	0%	29%	60%	0%	0%	20%
2021 May	95%	60%	9%	46%	88%	30%	4%	37%	80%	0%	0%	28%
2021 June	95%	60%	7%	52%	88%	38%	3%	44%	80%	15%	0%	35%
2021 July	95%	70%	10%	59%	88%	43%	5%	46%	80%	15%	0%	33%
2021 August	95%	70%	35%	63%	88%	43%	18%	46%	80%	15%	1%	29%
2021 September	95%	70%	60%	75%	88%	45%	30%	54%	80%	20%	1%	34%
2021 October	95%	70%	67%	78%	88%	45%	34%	56%	80%	20%	1%	34%
2021 November	95%	80%	69%	79%	88%	50%	35%	55%	80%	20%	1%	30%
2021 December	95%	90%	70%	83%	88%	65%	36%	59%	80%	40%	1%	36%
2022 January	95%	95%	71%	82%	88%	68%	36%	57%	80%	40%	2%	32%
2022 February	95%	95%	78%	84%	88%	68%	47%	59%	80%	40%	17%	34%
2022 March	95%	95%	88%	91%	88%	68%	52%	66%	80%	40%	17%	40%
2022 April	95%	95%	93%	94%	88%	68%	55%	68%	80%	40%	17%	41%
2022 May	95%	95%	94%	94%	88%	68%	58%	70%	80%	40%	23%	45%
2022 June	95%	95%	95%	95%	88%	68%	58%	72%	80%	40%	21%	48%

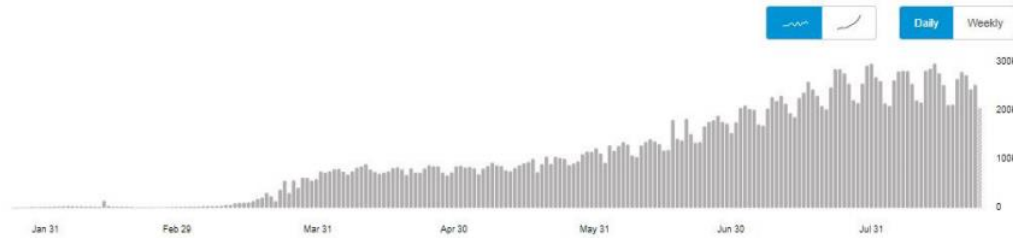
Review Latest Update – WHO (taken 26 August)

Global

Global Situation

23,518,343

confirmed cases

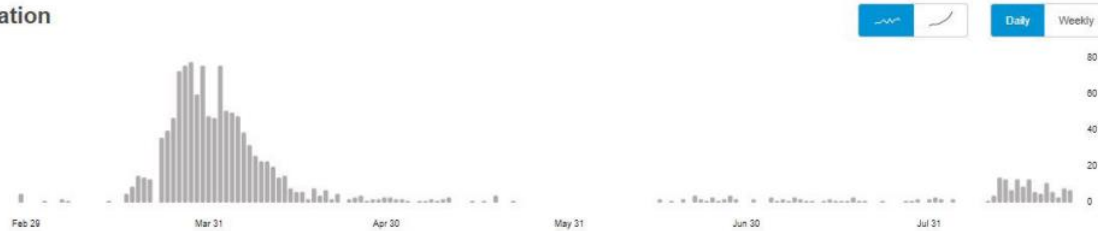


New Zealand

New Zealand Situation

1,339

confirmed cases

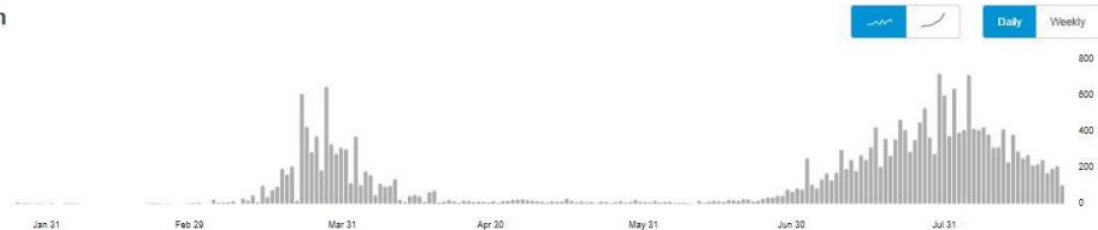


Australia

Australia Situation

24,916

confirmed cases



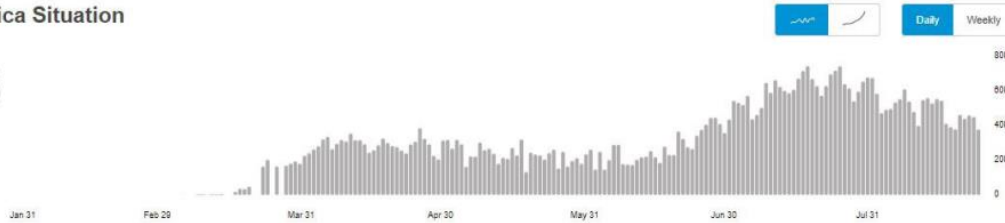
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United States

United States of America Situation

5,649,928

confirmed cases



China

China Situation

90,205

confirmed cases

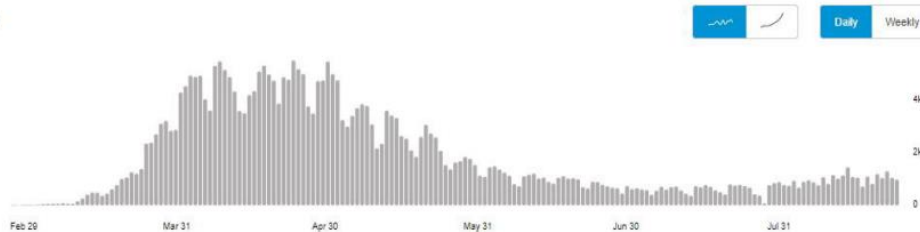


United Kingdom

The United Kingdom Situation

326,618

confirmed cases



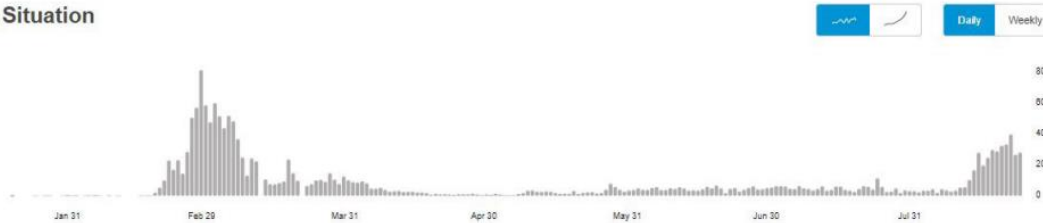
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South Korea

Republic of Korea Situation

17,945

confirmed cases

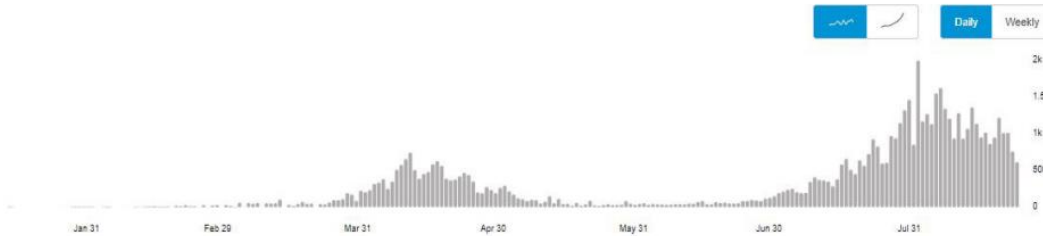


Japan

Japan Situation

63,121

confirmed cases

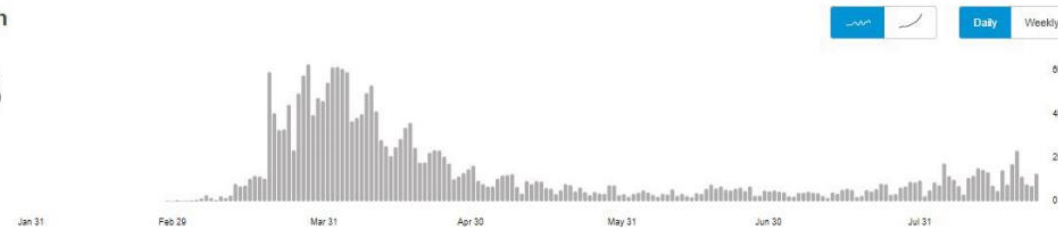


Germany

Germany Situation

234,853

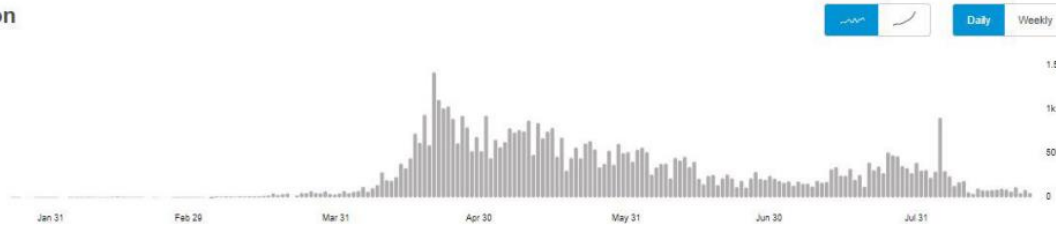
confirmed cases



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Singapore Singapore Situation

56,404
confirmed cases



India

India Situation

3,167,323
confirmed cases

