



VISITOR ECONOMY INSIGHTS

Queenstown

YE June 2024

This resource provides a summary of key visitor economy statistics, data and insights.

The data and statistics used in this resource are gathered from a range of locations and data sources. To explore the data further please head to the Queenstown [visitor insights dashboard](#). It is updated every six months, at the start of August for YE June, and the start of February for YE December.

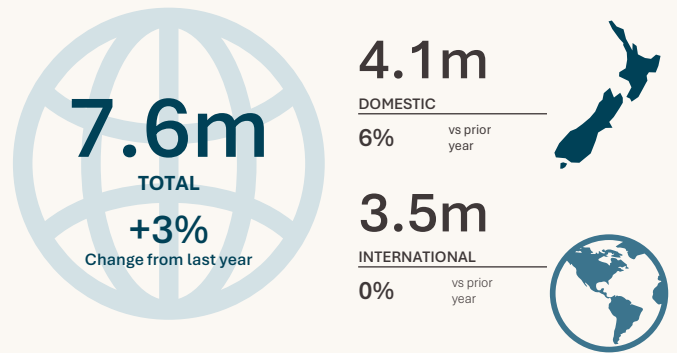
Queenstown
NEW ZEALAND

QUEENSTOWN VISITATION

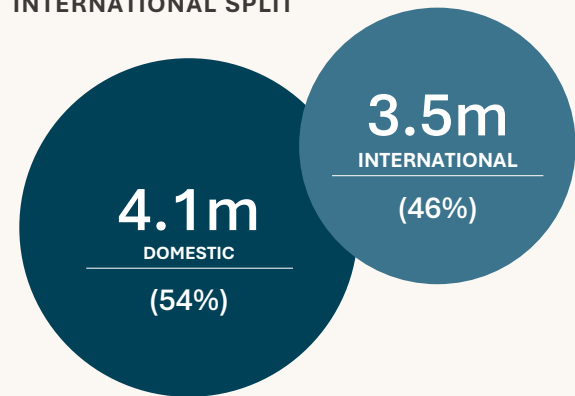
Total estimated cumulative visitor days in the Queenstown region totalled 7.6 million days at June 2024, a 3% increase on prior year.

The domestic/ international split is 54% domestic and 46% international.

CUMULATIVE VISITOR DAYS (YE JUN 24)



CUMULATIVE VISITOR DAYS BY DOMESTIC/ INTERNATIONAL SPLIT



[Source: Vistr Visitor Volume Estimates. 1 July 2023 – 30 June 2024]

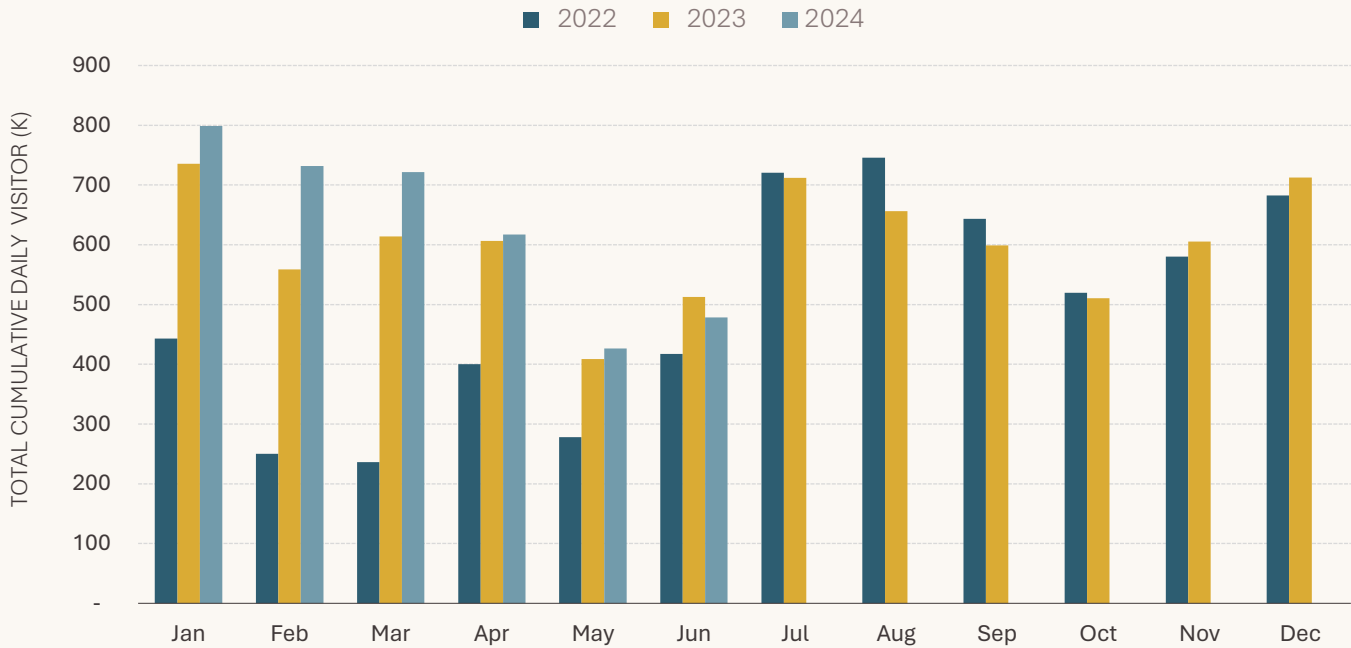
QUEENSTOWN VISITOR DAYS (YE JUN)



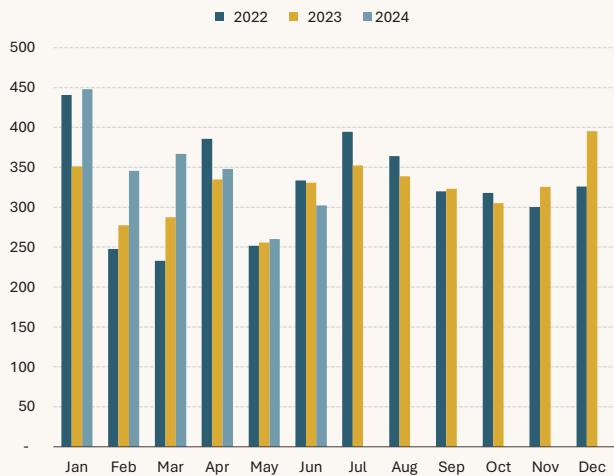
Note: Cumulative daily peak visitor estimated counts by month based on cellphone "pings". Visitor daily count estimates refer to peak daily visitor volumes (not unique visitors) for a specific market within a given geography and time of day. Cumulative visitor estimates are the total number of daily visitors counted over a given period, usually a month. For example, a visitor in the region for three days is counted three times.
Source: Vistr Visitor Volume Estimates. [Further information.](#)
Date range: 1 July 2021 – 30 June 2024.

QUEENSTOWN VISITATION

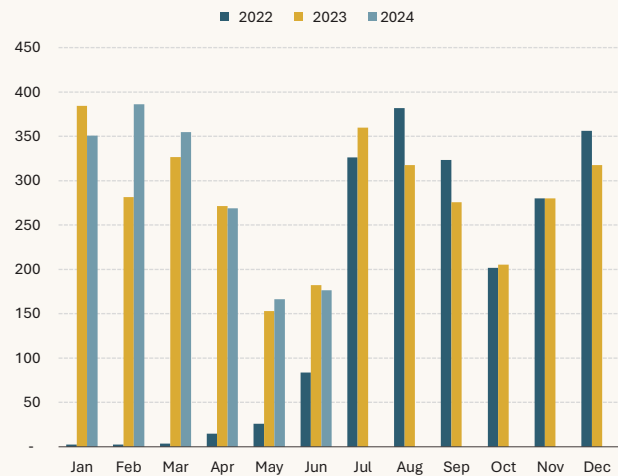
VISITATION BY MONTH



DOMESTIC VISITATION



INTERNATIONAL VISITATION



Note: Cumulative daily peak visitor estimated counts by month based on cellphone "pings". Visitor daily count estimates refer to peak daily visitor volumes (not unique visitors) for a specific market within a given geography and time of day. Cumulative visitor estimates are the total number of daily visitors counted over a given period, usually a month. For example, a visitor in the region for three days is counted three times.
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 Date range: 1 July 2021 – 30 June 2024.

QUEENSTOWN VISITOR EXPENDITURE

QUEENSTOWN VISITOR EXPENDITURE (YE JUN 24)



\$405m

DOMESTIC

-20% vs prior year



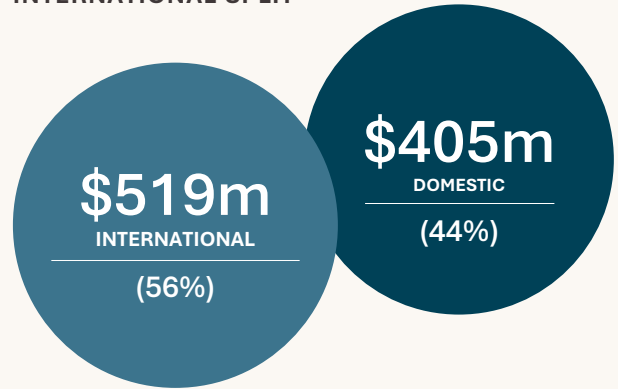
\$519m

INTERNATIONAL

+14% vs prior year



EXPENDITURE BY DOMESTIC/ INTERNATIONAL SPLIT

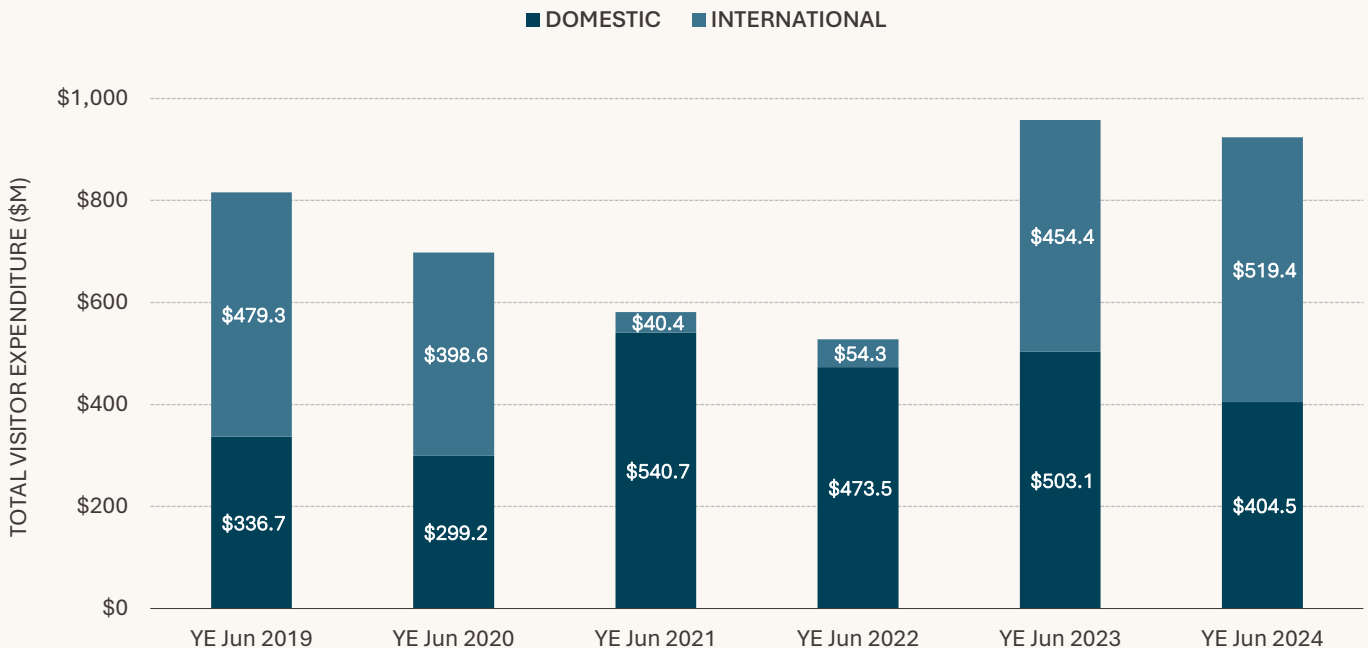


[Source: Marketview Tourism Data Tool. 1 July 2023 – 30 June 2024]

Visitor related electronic card expenditure at YE June 2024 totalled \$924 million, a 4% decrease on the prior year.

The domestic/ international split is weighted slightly more toward international (56% international, 44% domestic).

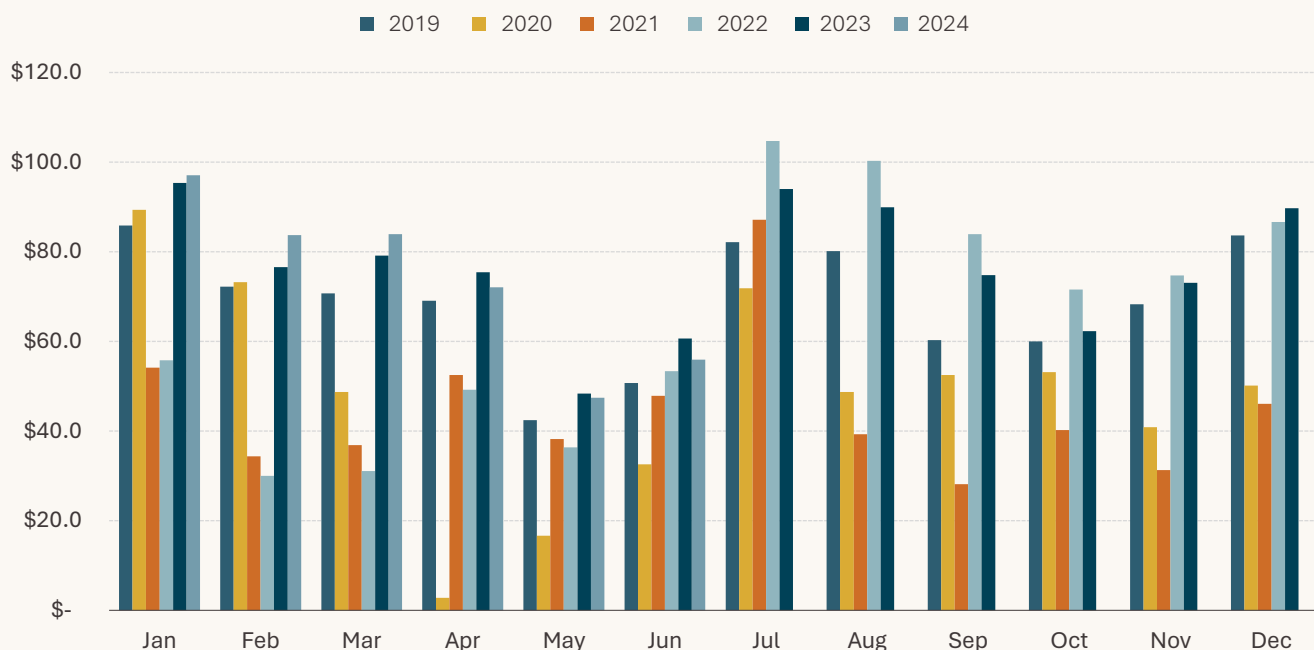
QUEENSTOWN VISITOR EXPENDITURE (YE JUN)



[Source: Marketview Tourism Data Tool. 1 July 2018 – 30 June 2024]

QUEENSTOWN VISITOR EXPENDITURE

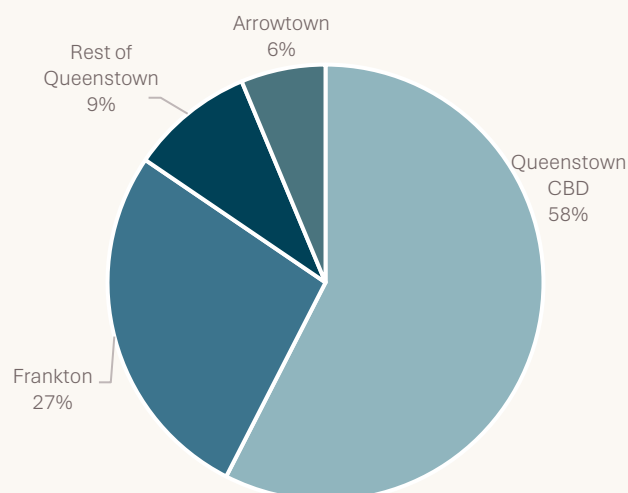
EXPENDITURE BY MONTH



TOP VISITOR EXPENDITURE MARKETS

	(\$M)	vs prior year
New Zealand	\$404,518,490	-20%
Australia	\$166,036,273	-18%
USA	\$146,380,026	60%
United Kingdom	\$49,489,573	18%
Rest of Asia	\$44,337,375	79%
Rest of Europe	\$33,422,783	46%
Other International	\$28,867,999	-39%
China	\$24,107,252	333%
Canada	\$8,164,620	30%
Germany	\$7,101,909	11%
Korea	\$5,858,863	138%

SUBLOCATION EXPENDITURE



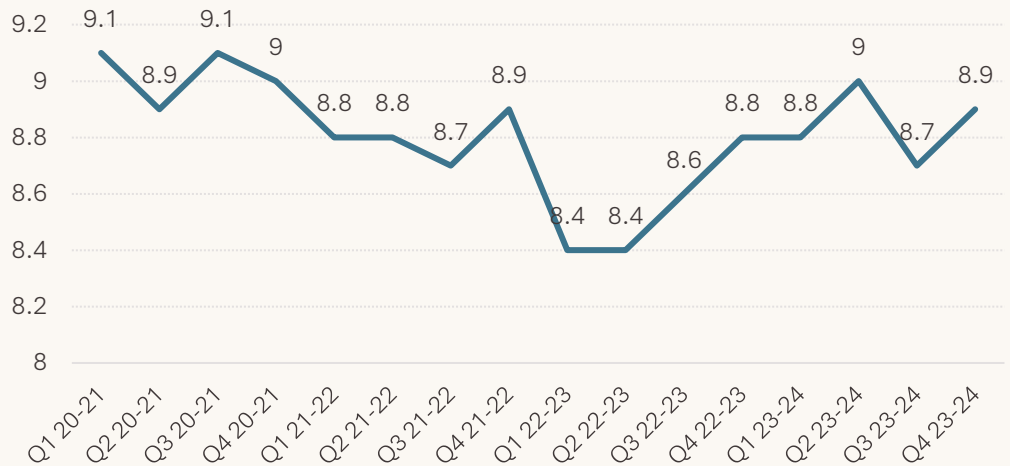
QUEENSTOWN VISITOR EXPERIENCE

OVERALL SATISFACTION

Visitors to Queenstown express high satisfaction with their experience in the region with an overall experience score of 8.8 (out of 10). On average, domestic visitors rate their experience at 8.6 (out of 10), while international visitors rate it higher at 9.1 (out of 10). Overall satisfaction scores are notably higher among North Island residents, visitors aged 60+, and those visiting the region for the first time.

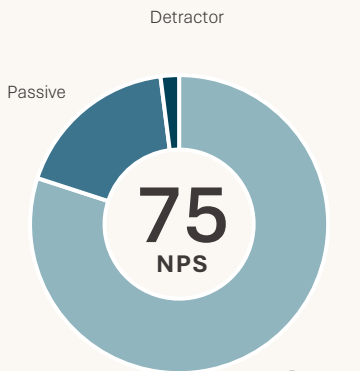
8.8

Overall visitor experience satisfaction YE June 2024

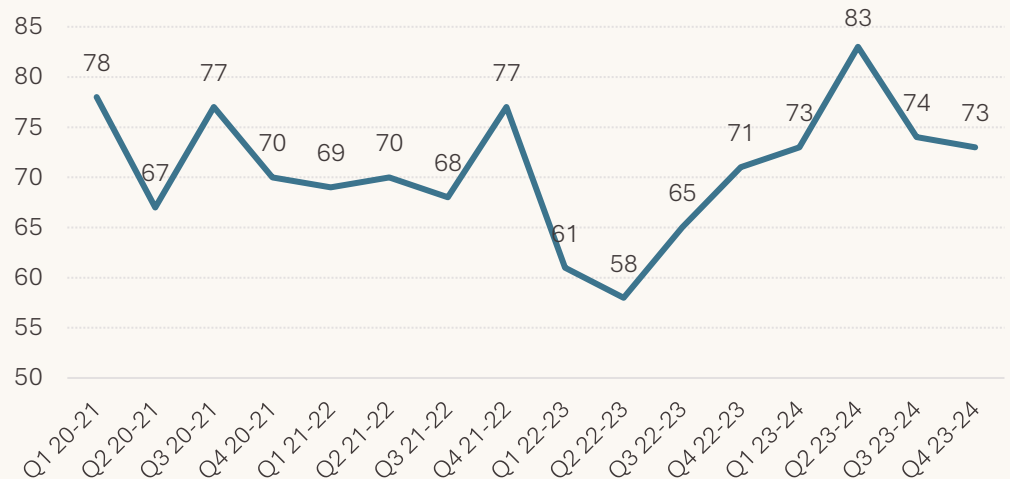


NET PROMOTER SCORE

Queenstown boasts an impressive Net Promoter Score (NPS) of +75 over the past 12 months indicating a strong advocacy for the region as a destination. International visitors have an even higher NPS of +85 compared to domestic visitors at +66.



Net Promoter Score
YE June 2024



Note: DQ's reporting year starts 1 July, so Q1 is July – September, Q2 is October – December, Q3 is January – March, Q4 is April – June.
Source: Queenstown Lakes Visitor Experience Survey, Destination Queenstown and Lake Wānaka Tourism, conducted by Angus & Associates.
Time period: 1 July 2023 – 30 June 2024.
Base: Queenstown Visitors – total sample (n=355). While sample size is building results are to be treated as indicative.

QUEENSTOWN COMMERCIAL ACCOMMODATION

Commercial accommodation guest nights at YE June 2024 totalled 4.5 million, a 7% increase on the prior year. Average occupancy was 74%, up from 70% the year prior.

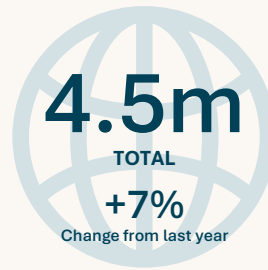
There were an estimated 117 properties, with an estimated 7,135 stay units .

PROPERTY COUNT AND STAY UNITS

	Count	Stay units
Hotels	34	3848
Motels & apartments (6-20)	15	1196
Lodges & boutiques	8	815
Backpackers	14	706
Motels & apartments (>20)	27	373
Holiday parks & camps	19	197
Total	117	7135

As of YE June 2024

QUEENSTOWN GUEST NIGHTS (YE JUNE 2024)



2.0m

DOMESTIC
-9% vs prior year



2.5m

INTERNATIONAL
+26% vs prior year



AVERAGE OCCUPANCY RATE

74%

average occupancy rate

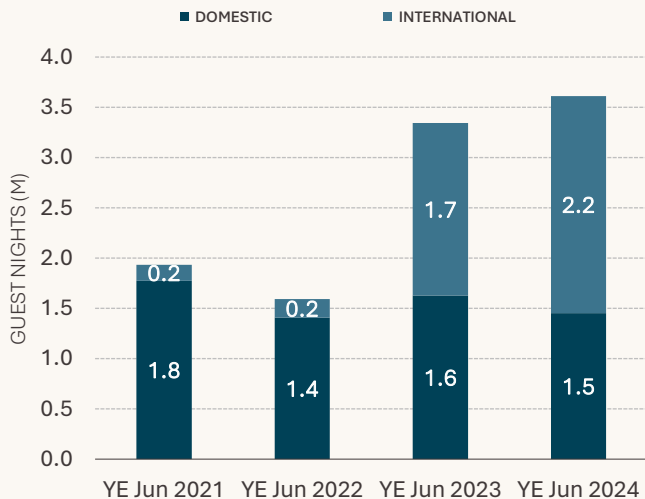
AVERAGE LENGTH OF STAY

2.6

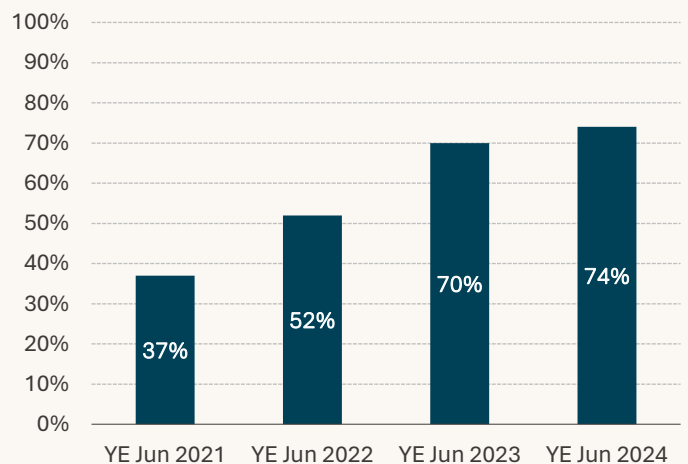
nights

Source: Accommodation Data Programme. 1 July 2023 – 30 June 2024

GUEST NIGHTS YE JUNE 2024



OCCUPANCY YE JUNE 2024



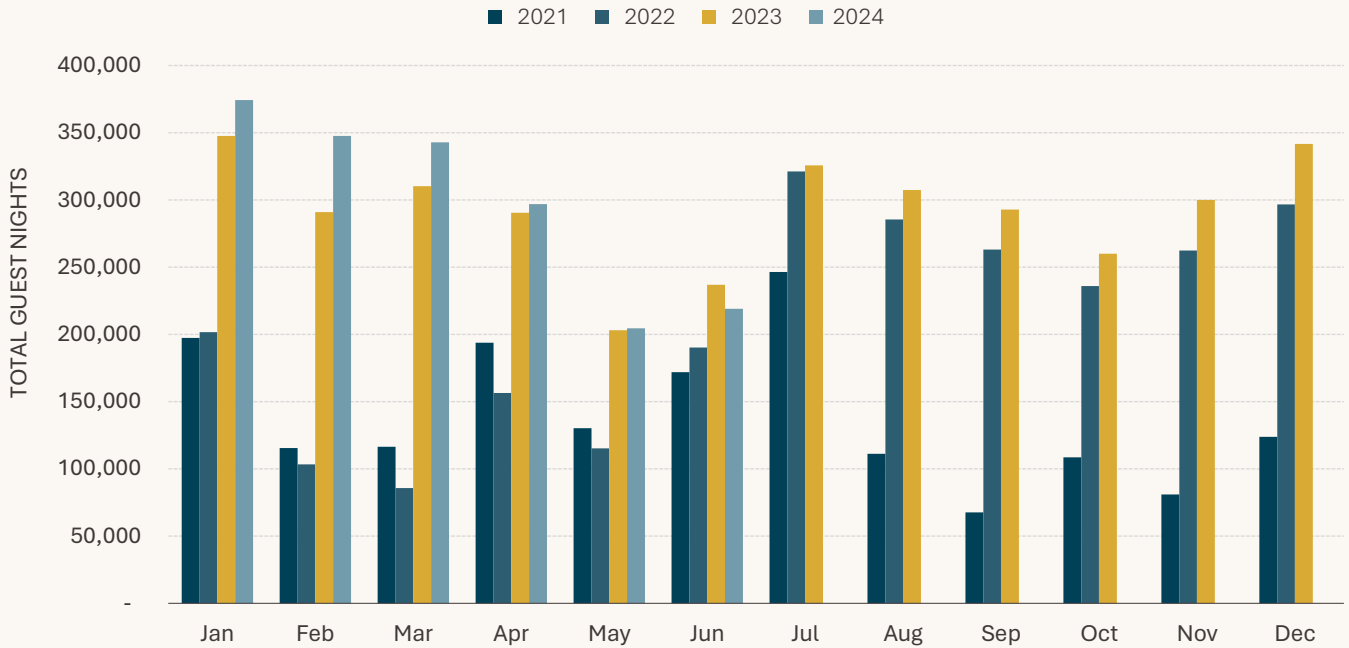
Notes: the above data represents information gathered from the commercial properties who agreed to supply their information to the accommodation data programme, so its an estimation only. Where there is a zero its because the results have had to be made confidential to a small sample size.

Source: Accommodation Data Programme [Further information](#).

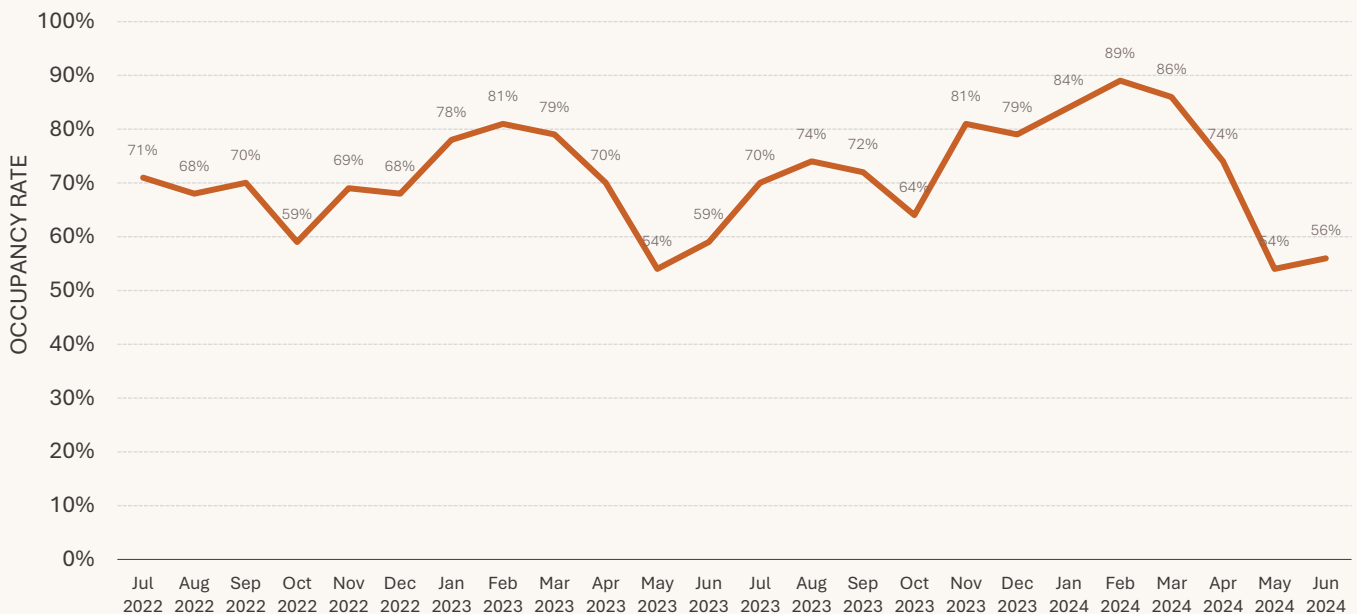
Date range: 1 July 2020 – 31 June 2024.

QUEENSTOWN COMMERCIAL ACCOMMODATION

GUEST NIGHTS BY MONTH



OCCUPANCY RATE BY MONTH (LAST 24 MONTHS)



Notes: the above data represents information gathered from the commercial properties who agreed to supply their information to the accommodation data programme, so its an estimation only. Where there is a zero its because the results have had to be made confidential to a small sample size.

Source: Accommodation Data Programme [Further information](#).

Date range: 1 July 2020 – 31 June 2024.

QUEENSTOWN NON-COMMERCIAL ACCOMMODATION

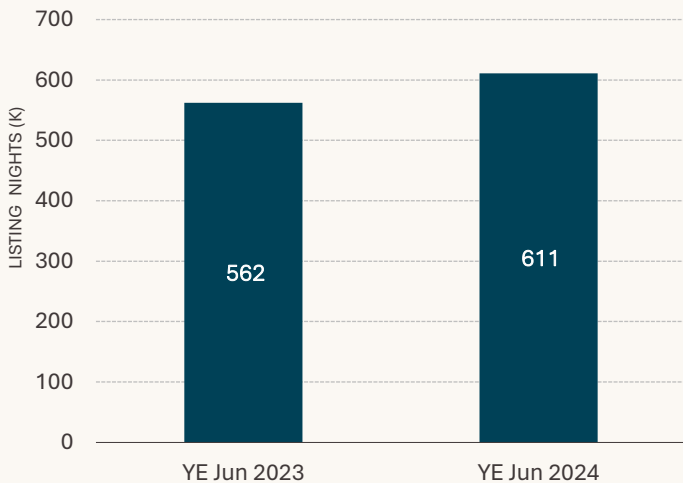
Non-commercial accommodation listing nights at YE June 2024 totaled 611k, a 9% increase on the prior year.

There are an estimated 2,175 listings (properties) at year end June 2024.

QUEENSTOWN LISTING NIGHTS (YE JUNE 24)



LISTING NIGHTS (YE JUNE)



AVERAGE OCCUPANCY RATE

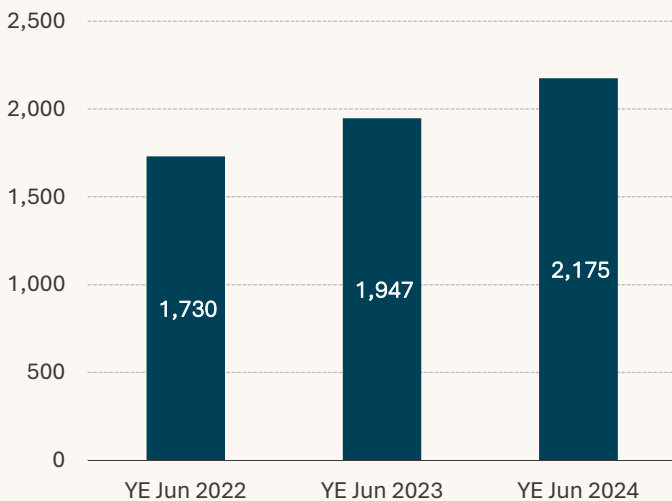
70%
average
occupancy rate

AVERAGE LENGTH OF STAY

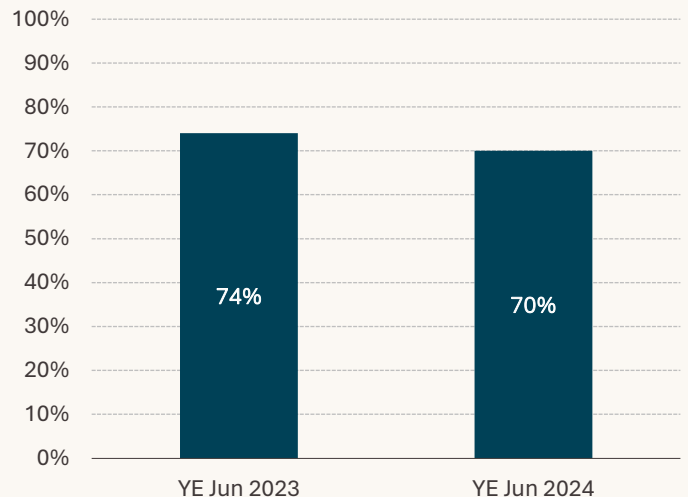
3.5
nights

[Source: AirDNA. 1 July 2023 – 30 June 2024]

PROPERTY LISTINGS (YE JUNE)



AVERAGE OCCUPANCY RATE (YE JUNE)



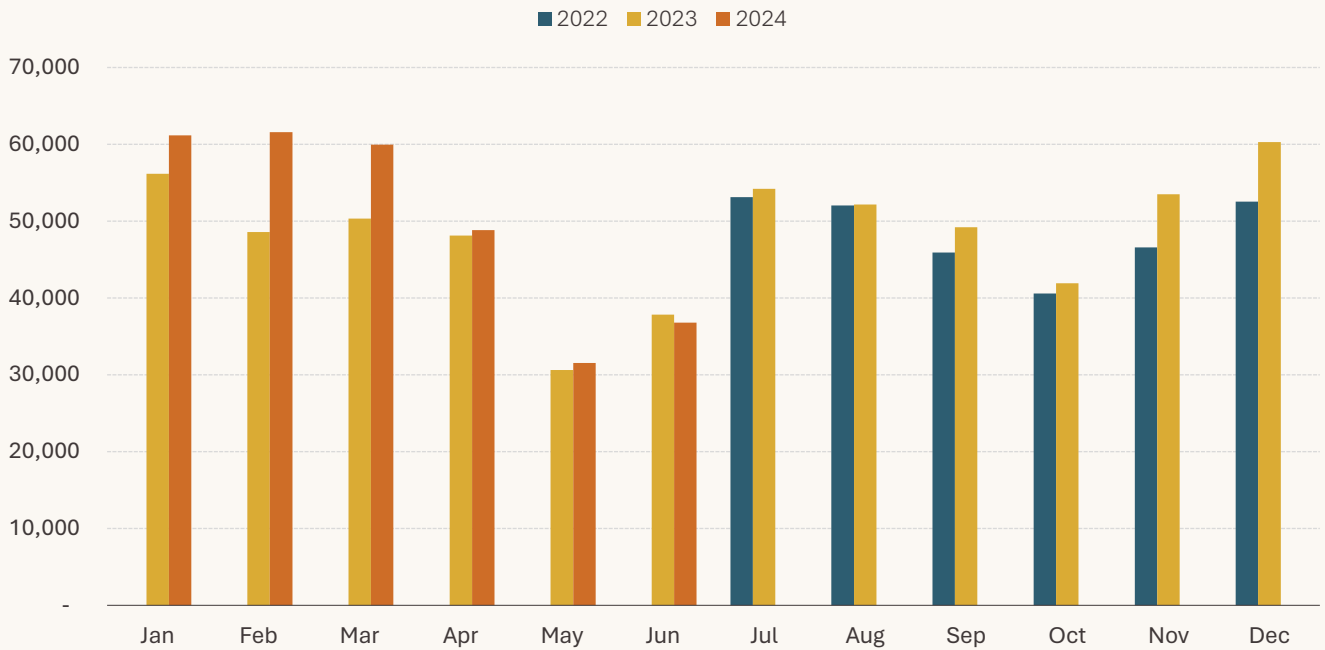
Notes: A property represents a listed property on a non-commercial rental website like Airbnb, it doesn't represent the number of stay units, beds or guest nights. Non-commercial is also known as short term rental or alternative rental.

Source: AirDNA. [Further information.](#)

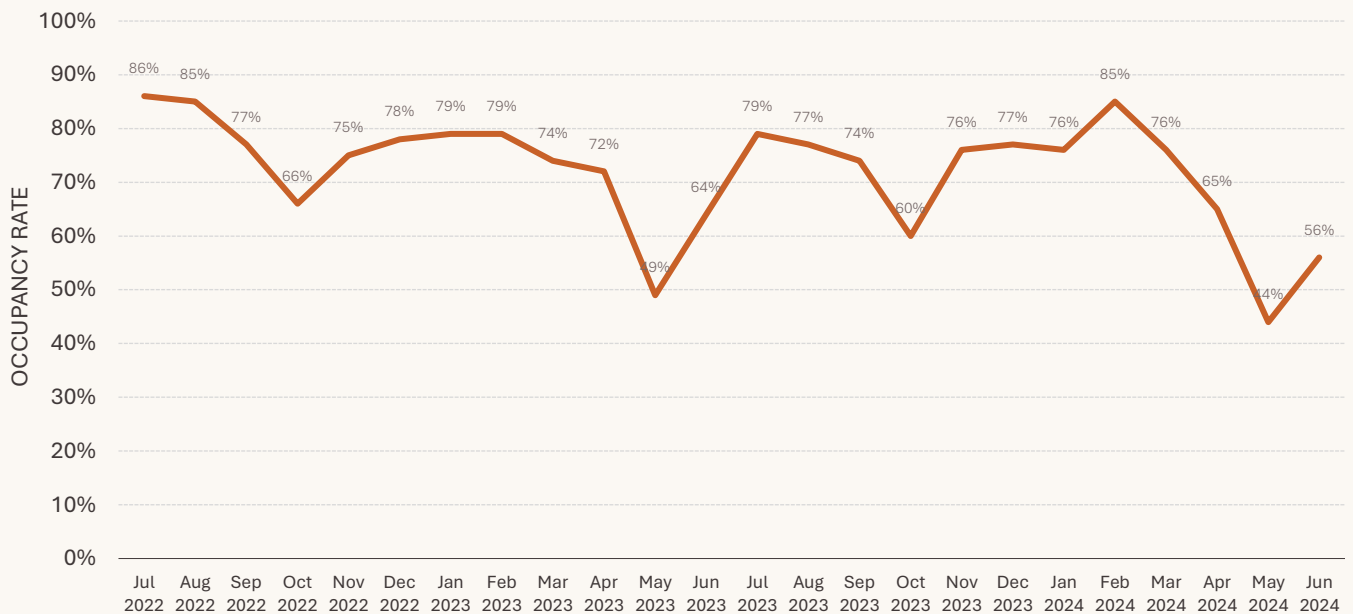
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QUEENSTOWN NON-COMMERCIAL ACCOMMODATION

LISTING NIGHTS BY MONTH



OCCUPANCY RATE BY MONTH



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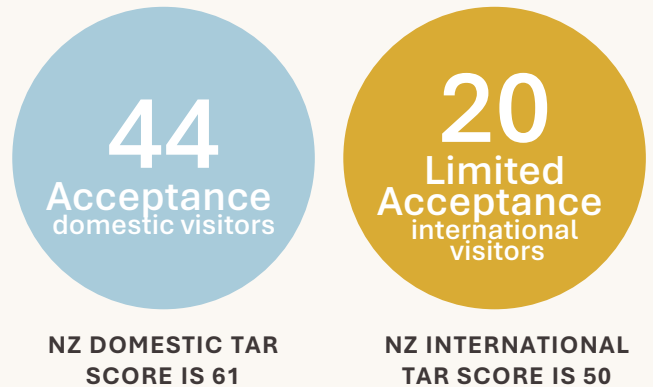
Source: AirDNA. [Further information.](#)

Date range: 1 July 2022 – 30 June 2024.

RESIDENT SATISFACTION

The Views on Tourism resident research programme gives us a way to measure, benchmarks and understand community sentiment toward tourism. It gives us the ability to respond to social license concerns and provides actionable insights for destination management planning, by exploring the benefits and adverse impacts of tourism activity as felt by residents.

TOURISM APPROVAL RATING SCORES



TOURISM APPROVAL RATING SCORES YEAR ON YEAR



FELT BENEFITS OF TOURISM

95% of Queenstown residents have experienced the benefits of tourism activity in their area, the top five benefits are:

- Opportunities for employment and income
- More local businesses opening or being able to stay open
- A greater variety of goods and services being available than otherwise would be
- Community is more vibrant and friendly place to live
- Opportunities to get involved with/ attend local festival and cultural events

FELT ADVERSE IMPACTS OF TOURISM

97% of Queenstown residents have experienced adverse impacts of tourism activity in their area, the top five adverse impacts are:

- Takes longer to get places due to traffic and congestion
- Greater difficulty finding a car park
- Tourism activity means the price of housing has increased
- Too much pressure on community infrastructure
- Higher day to day costs

RESIDENT SATISFACTION

FUTURE FOCUSES

Queenstown Lakes' residents would like the local visitor economy to focus on the following key areas:

- 

Improving infrastructure
- 

Attracting higher quality visitors
- 

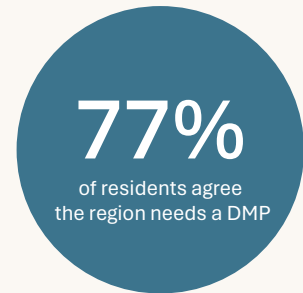
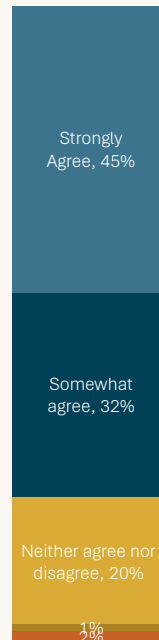
Encourage visitors to travel outside of the peak season
- 

Reducing the impact of visitors on the local environment
- 

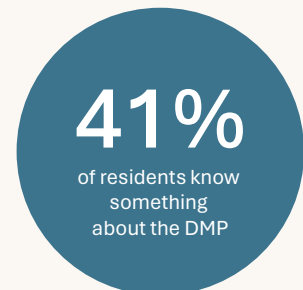
Encouraging visitors to adopt more sustainable practices

DESTINATION MANAGEMENT PLAN (DMP) AWARENESS

AGREEMENT WITH NEED FOR A DMP



AWARENESS OF DMP



RESIDENT QUALITY OF LIFE

The Quality of Life survey is an annual resident research piece that builds a picture of life in the District, run by QLDC. The information is used to support improvements in community wellbeing through planning and decision-making, as well as advocacy to central government on behalf of the community.

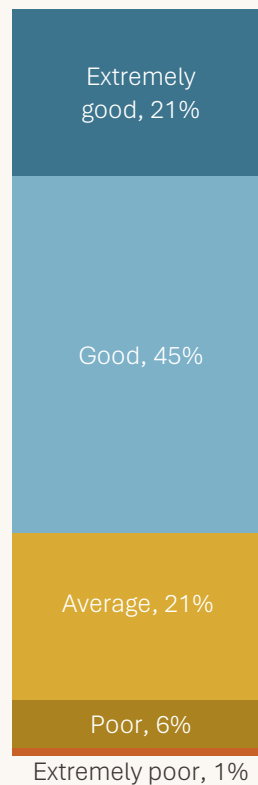
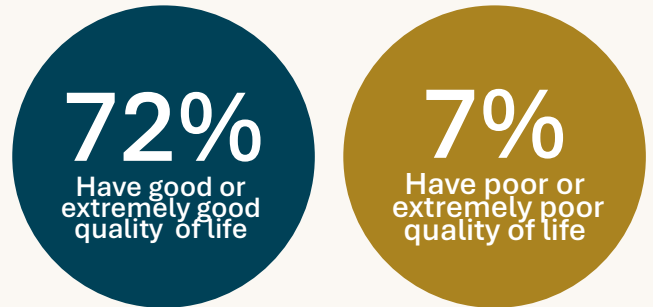
SUMMARY OF RESULTS

The majority of residents in the Queenstown Lakes District report a good quality of life (72%). They're proud of their community, feel safe, and appreciate the local facilities.

While 21% of residents thought their general quality of life had improved over the last 12 months, 31% responded that it had decreased.

Concerns included the rising cost of living, housing, transportation, and healthcare. The environment is another growing concern, and residents want the council to prioritise environmental protection.

QUALITY OF LIFE



Access the [Quality of Life report 2023](#).

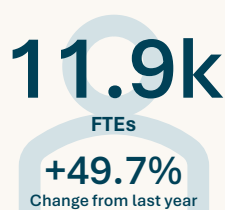
QUEENSTOWN LAKES TOURISM ECONOMIC INDICATORS

TOURISM GROSS DOMESTIC PRODUCT (GDP)



- The tourism sector contributed \$1,117.1M towards GDP in Queenstown-Lakes District in 2023.
- This amounted to 28.2% of Queenstown Lakes District's economic output in 2023 as compared to 16.7% in 2000.
- Growth in the tourism sector in Queenstown Lakes District has averaged 9.8% since 2000, compared with an average of 6.9% in New Zealand.
- Economic output in Queenstown Lakes District's tourism sector increased by 44.0% in 2023.

TOURISM EMPLOYMENT



- The tourism sector employed an average of 11,919 people in Queenstown Lakes District in 2023.
- This amounted to 37.5% of Queenstown Lakes District's total employment in 2023 as compared to 61.4% in 2000.
- Employment growth in the tourism sector in Queenstown-Lakes District has averaged 3.9%pa between 2000 and 2023.
- Employment in the tourism sector increased by 49.7% in 2023 in Queenstown-Lakes District, compared with increases of 48.0% in New Zealand and 48.0% in New Zealand.

Disclaimer: Any information supplied is intended to inform about general historic destination performance and future potential outlooks based on information available at the time. It is not intended to be a substitute for further professional advice or more rigorous or specific analysis. It may not apply to an organisation's specific situation and is not intended to be used or viewed in isolation. DQ assumes no liability for any actions taken based on supplied information or insights.

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