



Aug '23

Destination Insights Report

Prepared for Destination Great Lake Taupo

[About & Definitions](#)

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This report is prepared on a monthly basis, using industry standard data sets to provide key stakeholders in the tourism ecosystem with an overview of the major trends and dynamics in the region.

Data sets:

- **Visitor and Local Population Estimates:** Daily visitation data provided by 100% Pure New Zealand and generated by Data Ventures. The data is based on daily cellular mobile device counts at 12 pm.
- **Monthly Unique Visitor Estimates (MURPEs):** Monthly unique visitor count data provided by MBIE. Unique visitor in this context means that a visitor staying for several days in the region will only be counted once. The difference between monthly unique visitor counts and the monthly sum of daily visitor counts is thus a great indicator of visitor time spent in the region.
- **Tourism Electronic Card Transactions (TECT):** Monthly spend data provided by MBIE. The data only captures credit/debit card spend made in the region (at a physical machine) and thus excludes cash and online spend. The data should be considered indicative of trends rather than representative of actual spend numbers. Domestic and international card spend thus cannot be summed. More information can be found on the MBIE website [here](#).
- **Accommodation Data Programme (ADP):** Monthly commercial accommodation performance data provided by MBIE. The data is based on survey data submitted by participating accommodation operators. As participation is voluntary the coverage does vary for different regions / accommodation types. Additionally, due to confidentiality concerns some numbers may not be published. More information can be found on the MBIE website [here](#).
- **Business Events Data (BED):** Quarterly business events data. The data is based on survey data submitted by participating business events venues. More information can be found at the BED Programme website [here](#).
- **Border Crossing Data:** Weekly provisional, otherwise monthly border crossing data, collected by Immigration New Zealand and published by StatsNZ. The data tracks daily border crossings by port of arrival, visa type and travel intent. More information can be found [here](#).

Definitions:

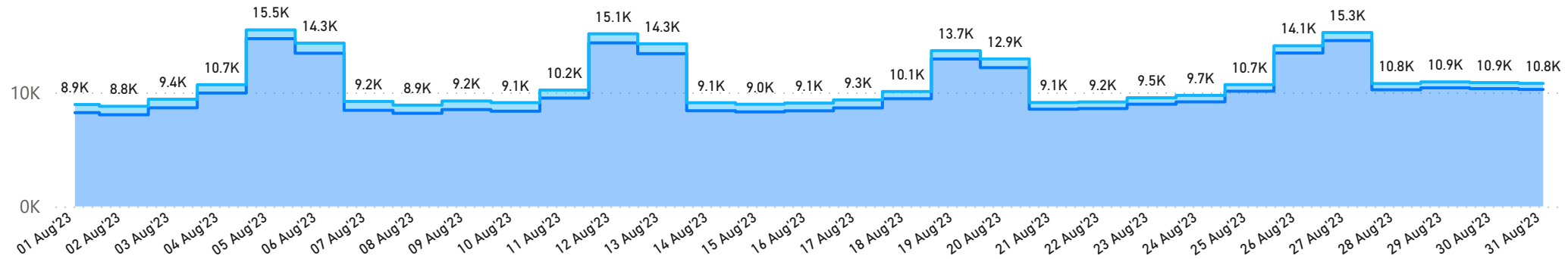
- **Month on Month (MoM):** Comparison of data or performance from one month to the previous month to assess short-term trends and changes. E.g. if the visitor spend in January was \$100 and in February is \$125, the MoM change is +25%. Note that seasonality can heavily affect short-term trends.
- **Year on Year (YoY):** Comparison of data or performance from one month to the same month of previous years to assess long-term trends and changes that are not affected by seasonality. E.g. YoY change in the April guest nights figure compares April this year to April last year.
- **Year Ending (YE):** Rolling sum of the previous 12 months. E.g. the event count for YE June 2023 is the sum of all events held between July 2022 and June 2023.
- **Visitor Day:** Measure that sums daily visitor counts. E.g. 1 visitor present in the destination (at 12 pm - see Data Ventures above) for 4 days equates to $1 \times 4 = 4$ visitor days. 3 visitors present in the destination for 2 days equate to $3 \times 2 = 6$ visitor days.
- **Market Share:** Percentage of market share for a given RTO in relation to the national total. E.g. an RTO with 10k visitors has 10 % market share, if the national visitor count was 100k.
- **Visitor Spend:** Defined as the total amount spent by visitors using credit/debit cards in the region (see TECT above).
- **ANZIC Product Category:** Product types based on the 'Australia and New Zealand Industrial Classification'. All businesses are assigned to the ANZIC category that best describes their primary business activity.
- **Commercial Accommodation Guest Arrivals (GA):** The number of guests that stayed in surveyed accommodation units (participating in the survey - see ADP above). E.g. 2 guests staying 3 nights equate to 2 guest arrivals.
- **Commercial Accommodation Guest Nights (GN):** The number of guest nights stayed in accommodation units (participating in the survey - see ADP above). E.g. 2 guests staying 3 nights equate to 6 guest nights.
- **Commercial Accommodation Occupancy / Occupancy Rate (OR):** Stay unit nights occupied divided by available monthly stay unit capacity.
- **Stay Units:** Daily capacity of short-term accommodation units including those temporarily closed e.g. hotel rooms, motel units, dorm beds, camping sites, etc.
- **Available monthly stay unit capacity:** Number of stay unit nights available. This excludes stay units temporarily removed from the inventory due to closures, maintenance, emergency housing etc.

Select RTO ▼
 ▼

337.7K Total Visitor Days (Month)	1.8% Market Share – Visitor Days	▼ -15.1% Visitor Days - MoM Change	▼ -2.2% Visitor Days - National MoM	10.9K Daily Average (Latest Month)	15483 Max Daily Visitor #
15 RTO Rank - Visitor Days	▲30.0% Visitor Days - YoY Change	▲41.9% Visitor Days - National YoY		8781 Min Daily Visitor #	6.3% % International

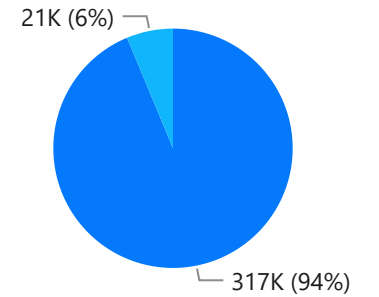
Daily Visitor Count (12 PM snapshot) - Aug'23

● Domestic ● International



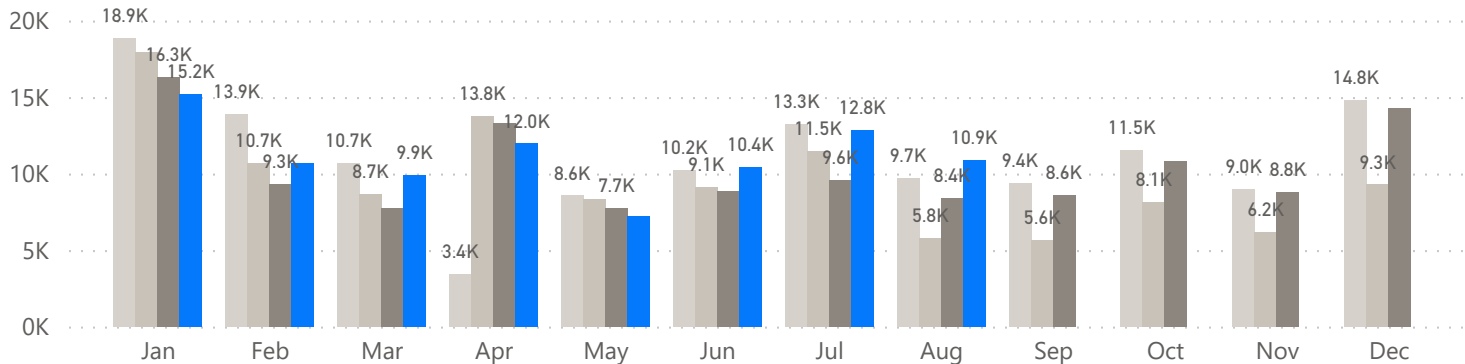
Total Visitor Days – Domestic vs. International

● Domestic ● International



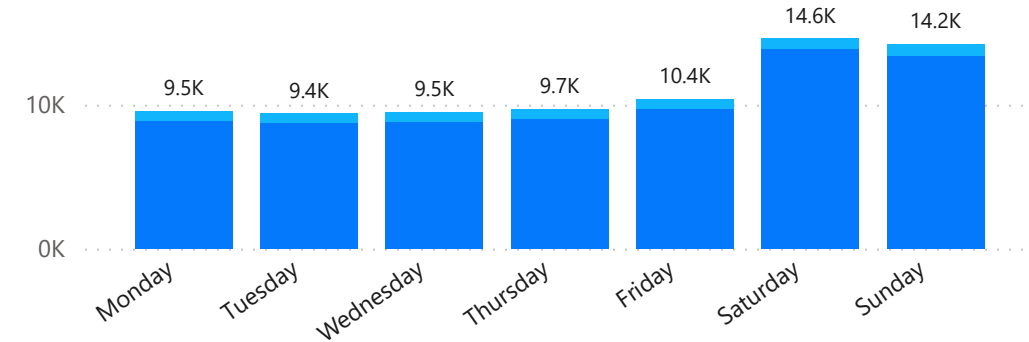
Average Daily Visitor Count by Month

Year ● 2020 ● 2021 ● 2022 ● 2023



Average Daily Visitor Count for Aug'23 by Day of the Week

● Domestic ● International



MoM (Month on Month): Change in reported month to previous month. | **YoY** (Year on Year): Change in reported month to same month last year. | **Visitor Day**: Sum of daily visitor counts. E.g. 3 visitors being in a destination for 2 days each equate to 6 visitor days. | **Average Daily Visitor Count**: Average number of individual visitors (cellular device counts) in a destination at 12 pm on any date.

Select RTO ▼
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316.5K Total Visitor Days (Month)

1.7% Market Share – Visitor Days

▼ -15.3% Visitor Days - MoM Change

▲ 28.9% Visitor Days - YoY Change


▼ -1.9% Visitor Days - National MoM

▲ 35.5% Visitor Days - National YoY

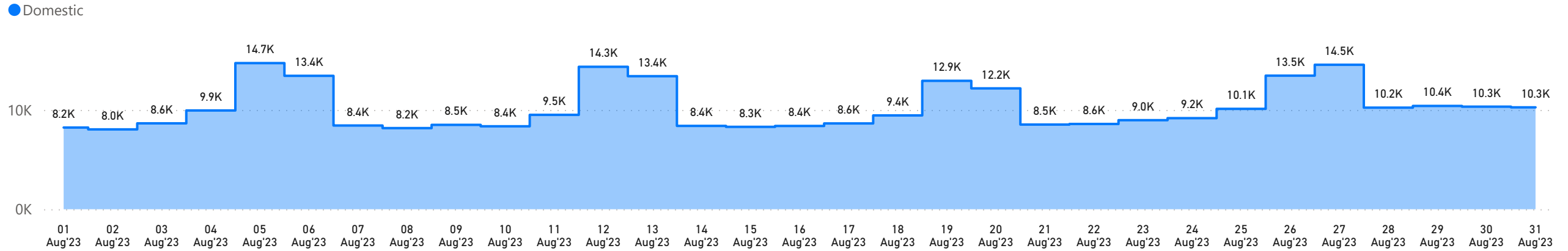
10.2K Daily Average (Latest Month)

14715 Max Daily Visitor #

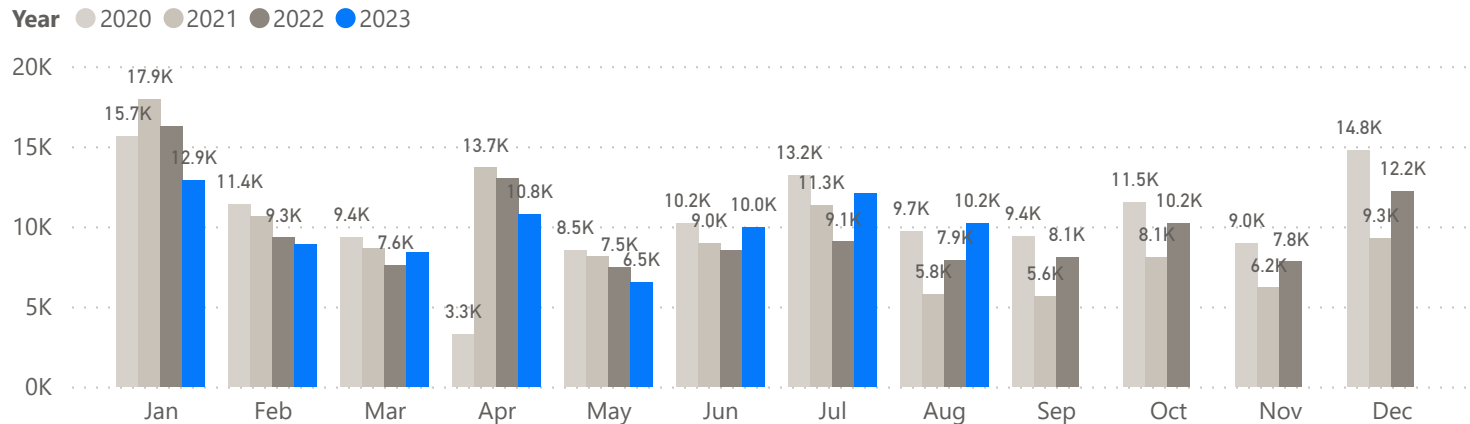
8040 Min Daily Visitor #



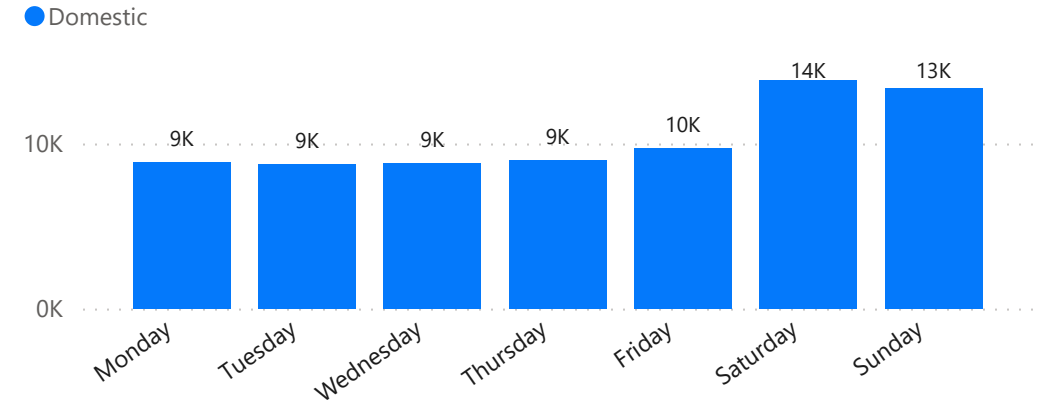
Daily Visitor Count (12 PM snapshot) - Aug'23



Average Daily Visitor Count by Month



Average Daily Visitor Count for Aug'23 by Day of the Week



MoM (Month on Month): Change in reported month to previous month. | **YoY** (Year on Year): Change in reported month to same month last year. | **Visitor Day**: Sum of daily visitor counts. E.g. 3 visitors being in a destination for 2 days each equate to 6 visitor days. | **Average Daily Visitor Count**: Average number of individual visitors (cellular device counts) in a destination at 12 pm on any date.

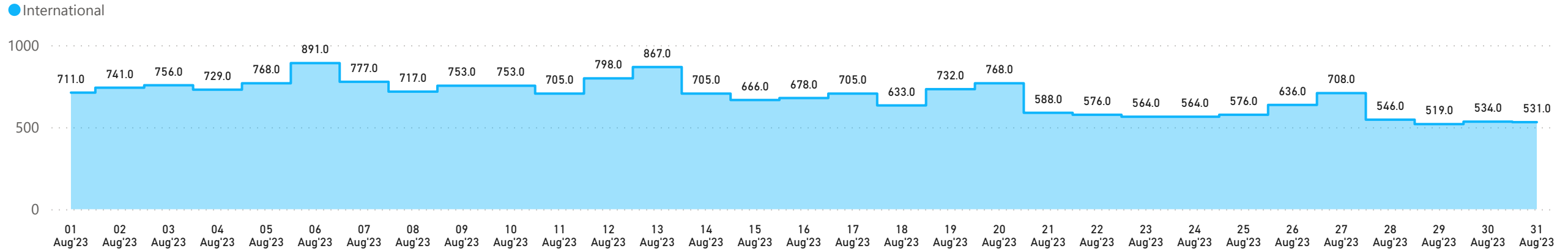


Select RTO ▼
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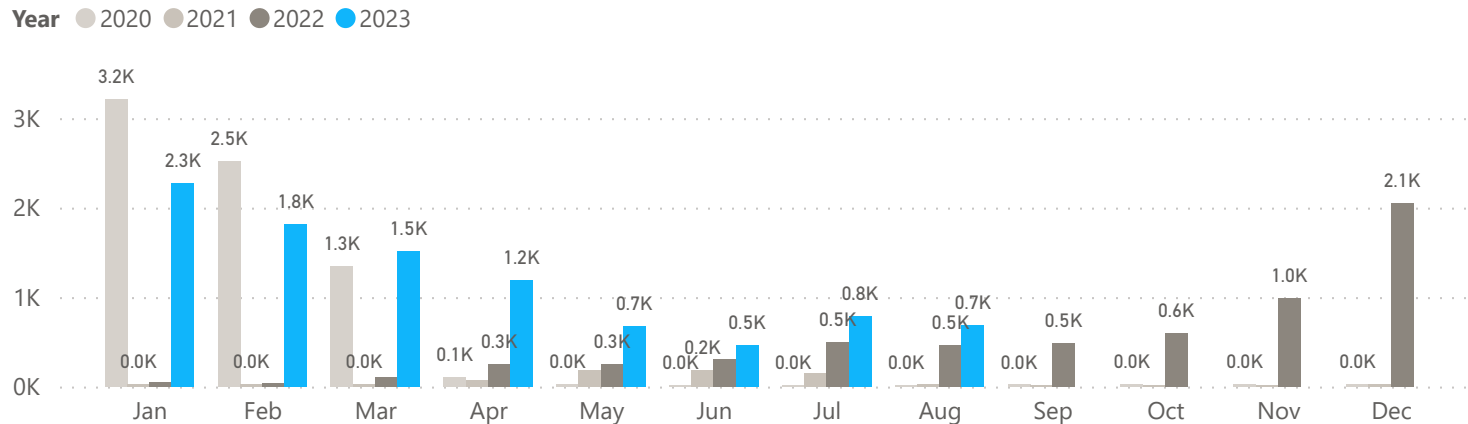
21.2K Total Visitor Days (Month)	0.1% Market Share – Visitor Days	▼ -12.7% Visitor Days - MoM Change	▼ -3.8% Visitor Days - National MoM	683 Daily Average (Latest Month)	891 Max Daily Visitor #
		▲ 48.0% Visitor Days - YoY Change	▲ 93.6% Visitor Days - National YoY		519 Min Daily Visitor #



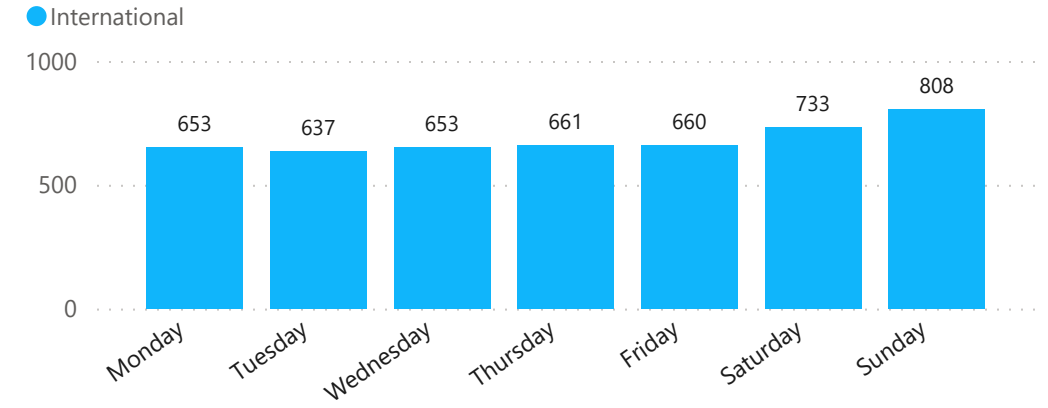
Daily Visitor Count (12 PM snapshot) - Aug'23



Average Daily Visitor Count by Month



Average Daily Visitor Count for Aug'23 by Day of the Week



MoM (Month on Month): Change in reported month to previous month. | **YoY** (Year on Year): Change in reported month to same month last year. | **Visitor Day**: Sum of daily visitor counts. E.g. 3 visitors being in a destination for 2 days each equate to 6 visitor days. | **Average Daily Visitor Count**: Average number of individual visitors (cellular device counts) in a destination at 12 pm on any date.

Select RTO
Taupo

Population Type
Multiple selections

1.6M
Total Over Period

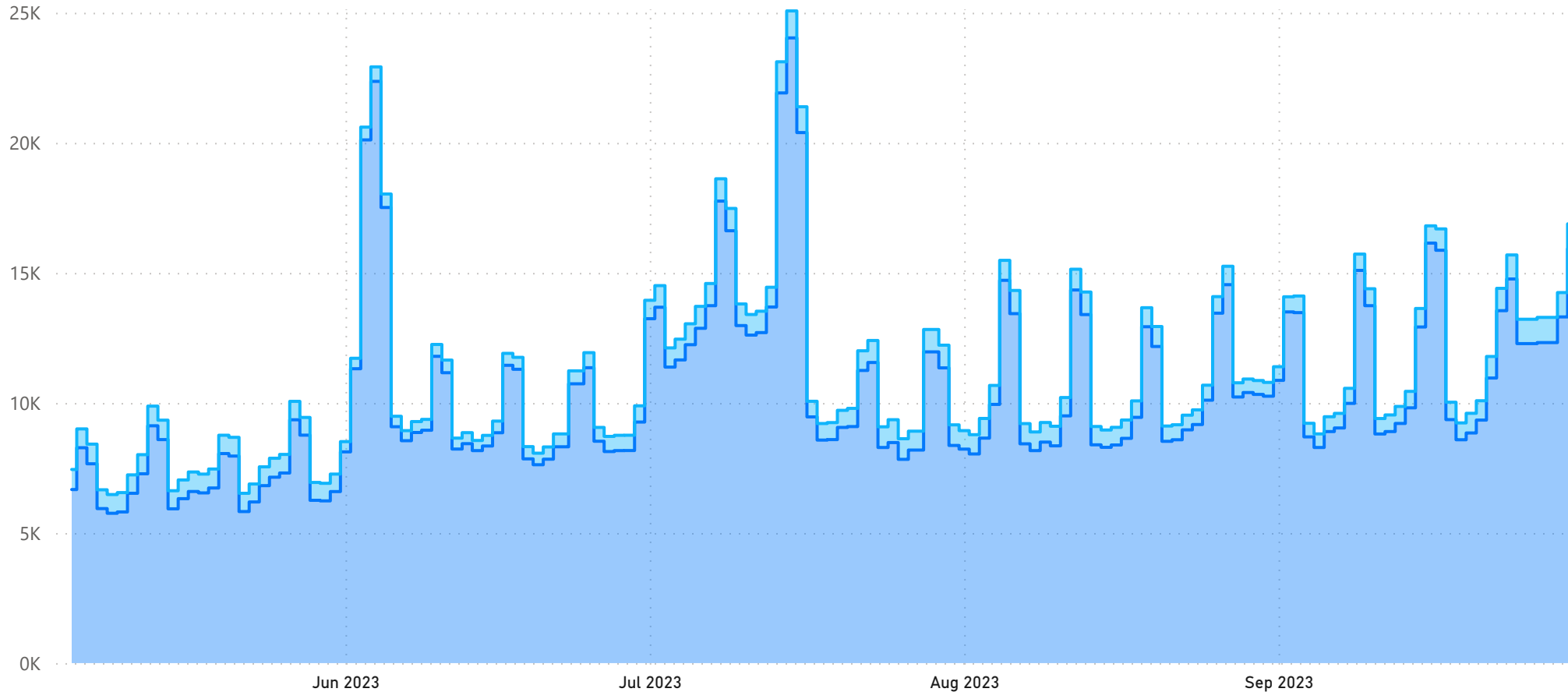
Date
05/05/2023 30/09/2023

Drag slider or select date to focus date range



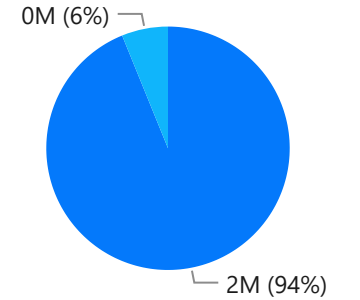
Daily Visiting Mobile Device Count (12 PM Snapshot)

● Domestic ● International



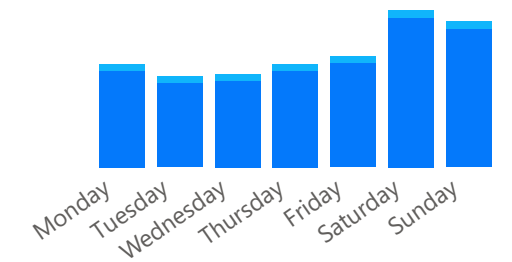
Domestic vs. International Split Over Selected Period

● Domestic ● International



Distribution by Weekday Over Selected Period

● Domestic ● International



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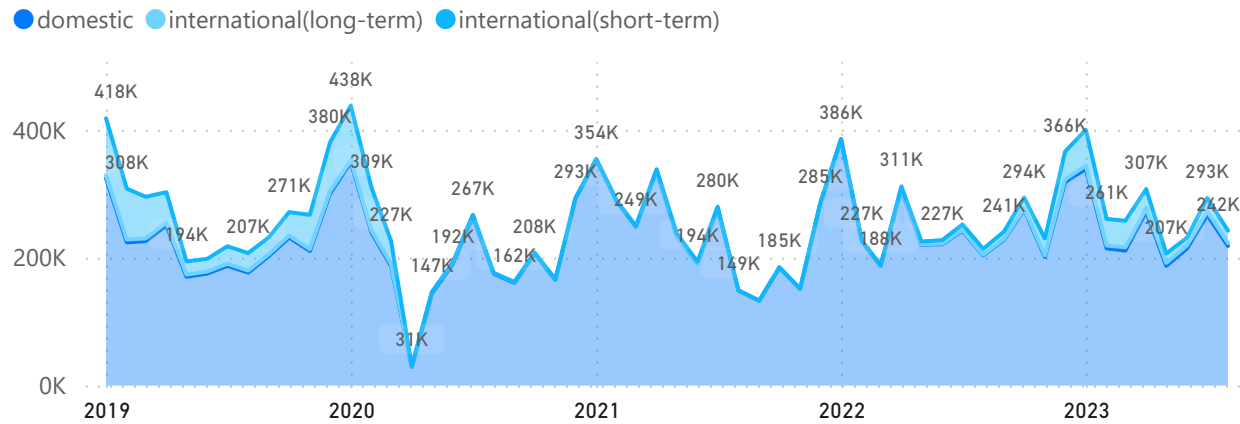
Select RTO
Taupo

Population Type
All

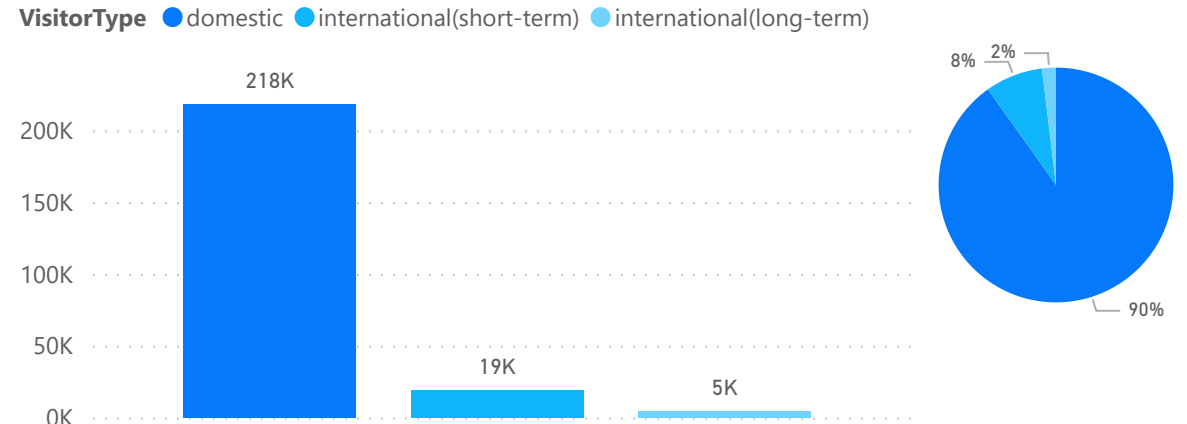
242.2K Latest Month Total
218.3K Latest Month Dom.
23.9K Latest Month Intl.

01/01/2019 01/08/2023 Drag slider or select date to focus date range

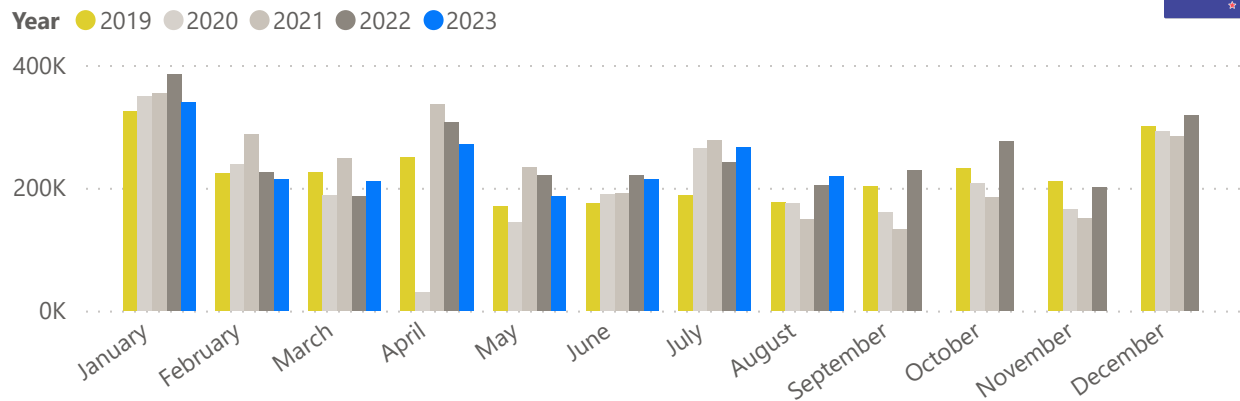
Monthly Unique Visitor Count by Type - All Time



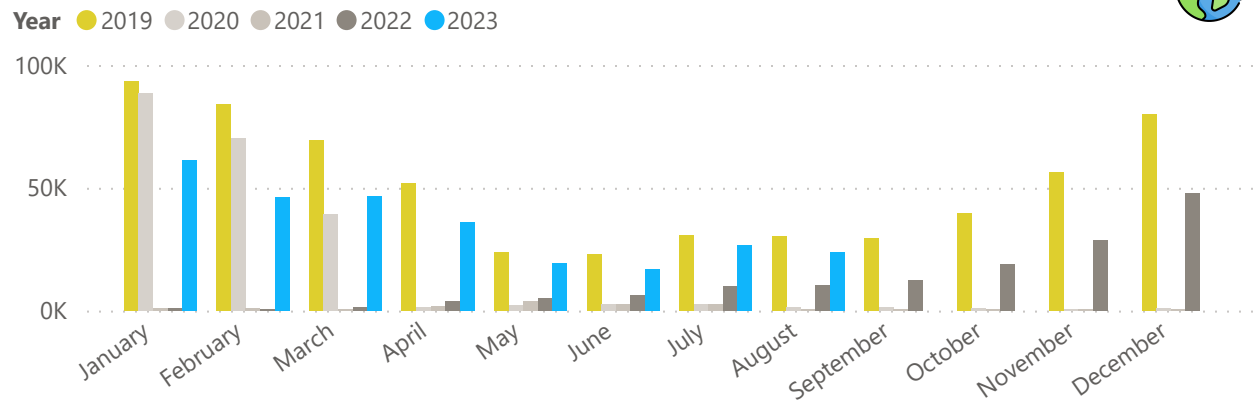
Monthly Unique Visitors by Type - Latest Month (Aug 23)



Monthly Unique Visitor Count - Domestic



Monthly Unique Visitor Count - International

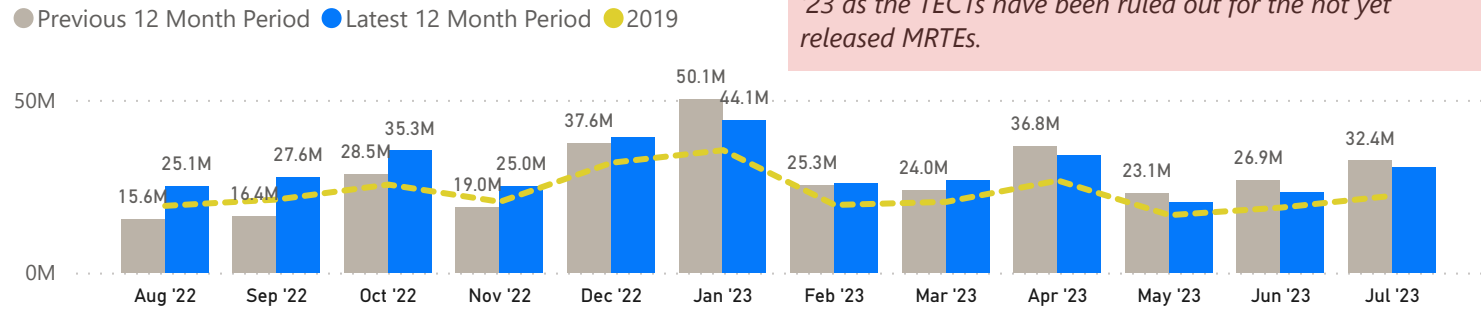


MoM (Month on Month): Change in reported month to previous month. | **YoY** (Year on Year): Change in reported month to same month last year. | **Monthly Unique Visitor Count**: Number of unique individual visitors (cellular device counts) in a destination at 12 pm on any date. Unique visitor in this context means that a visitor staying for several days in the region will only be counted once.

Select RTO ▼
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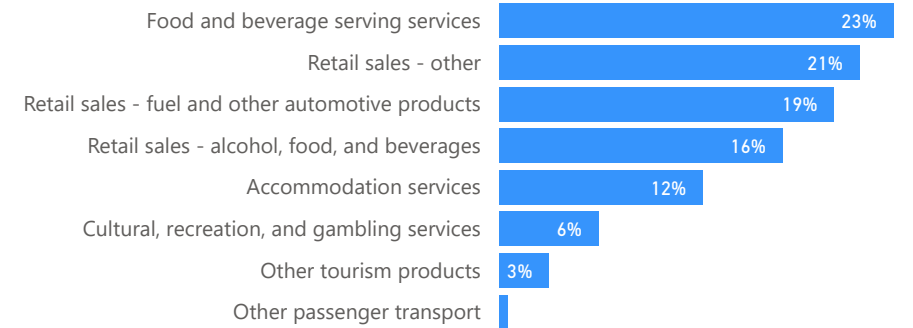
\$30.6M Spend - Latest Month	3.2% Latest month market share	▲31.2% Spend - MoM Change	▲10.5% National Spend - MoM Change		\$357.4M Spend - Last 12 Month	▲6% Spend - Last 12 Months YoY
9 Rank spend by RTO	▼-5.8% Spend - YoY Change	▼-6.4% National Spend - YoY Change	▲11.0% National 12 Month YoY Change			

Captured Monthly Visiting Cardholder Spend (NZ \$)

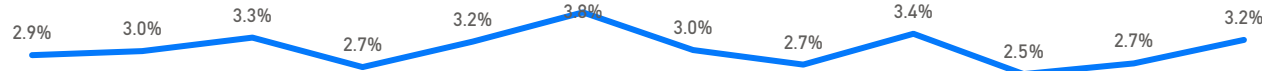


Note that latest spend data only goes until the end of Jul '23 as the TECTs have been ruled out for the not yet released MRTES.

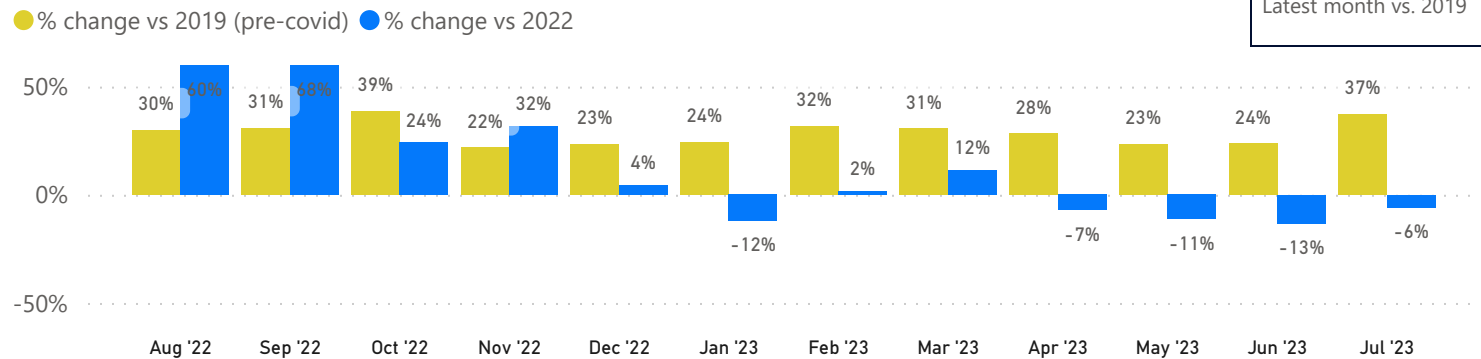
Last Month % TECT Visitor Spend by ANZSIC Product Category



Market Share - Latest Period (%)



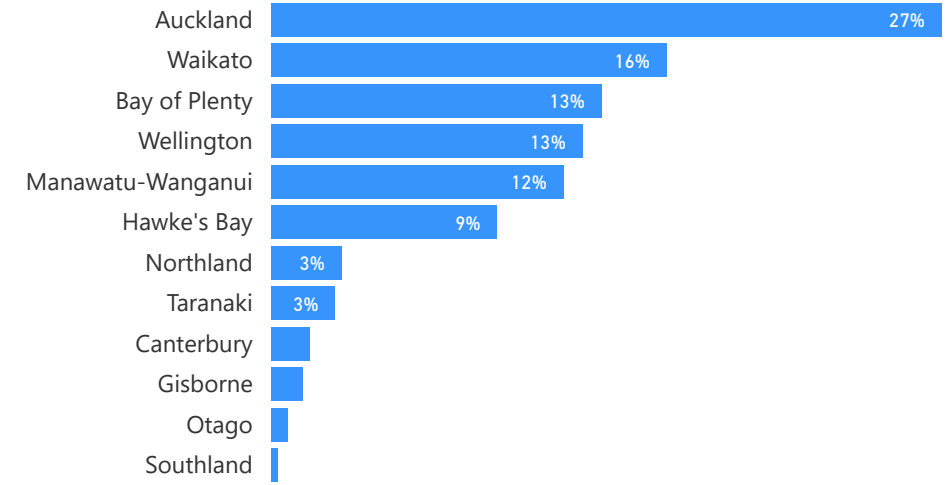
Change in Spend vs. the Same Month in Previous Years



37%
Latest month vs. 2019

Last Month % TECT Visitor Spend by Region of Origin

(Scroll down to see all regions)



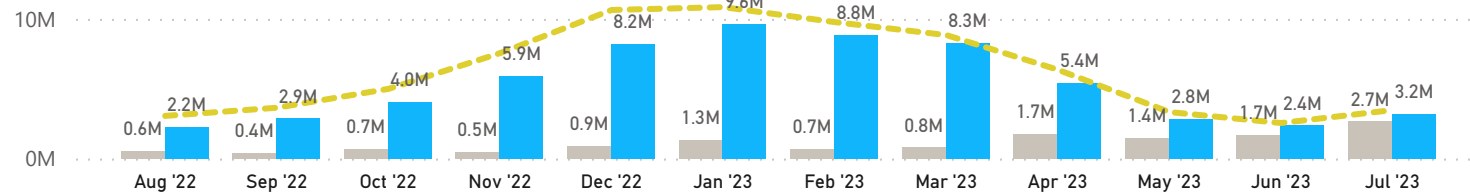
Note: Data represents electronic card transactions made in region (at a physical machine) and does not account for or estimate online transactions, direct transfers and cash. The data should be considered indicative of trends rather than representative of actual spend numbers. | **MoM** (Month on Month): Change in reported month to previous month. | **YoY** (Year on Year): Change in reported month to same month last year.

Select RTO ▼
 ▼

\$3.2M Spend - Latest Month	1.3% Latest month market share	▲34.5% Spend - MoM Change	▲34.8% National Spend - MoM Change		\$63.7M Spend - Last 12 Month	▲379% Spend - Last 12 Months YoY
	12 Rank spend by RTO	▲19.9% Spend - YoY Change	▲28.9% National Spend - YoY Change		▲268.0% National 12 Month YoY Change	

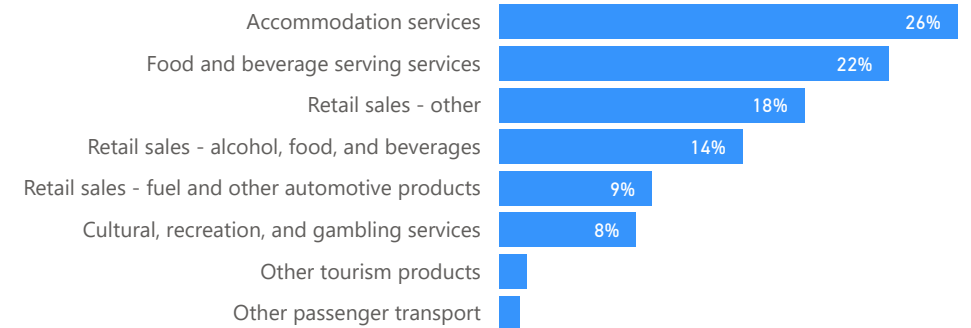
Captured Monthly Visiting Cardholder Spend (NZ \$)

● Previous 12 Month Period ● Latest 12 Month Period ● 2019

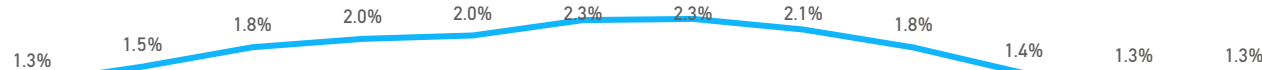


Note that latest spend data only goes until the end of Jul '23 as the TECTs have been ruled out for the not yet released MRTES.

Last Month % TECT Visitor Spend by ANZSIC Product Category

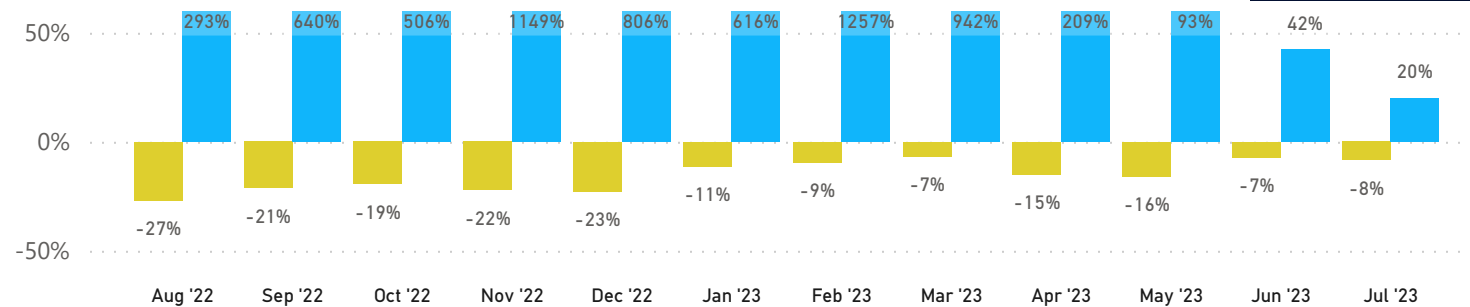


Market Share - Latest Period (%)



Change in Spend vs. the Same Month in Previous Years

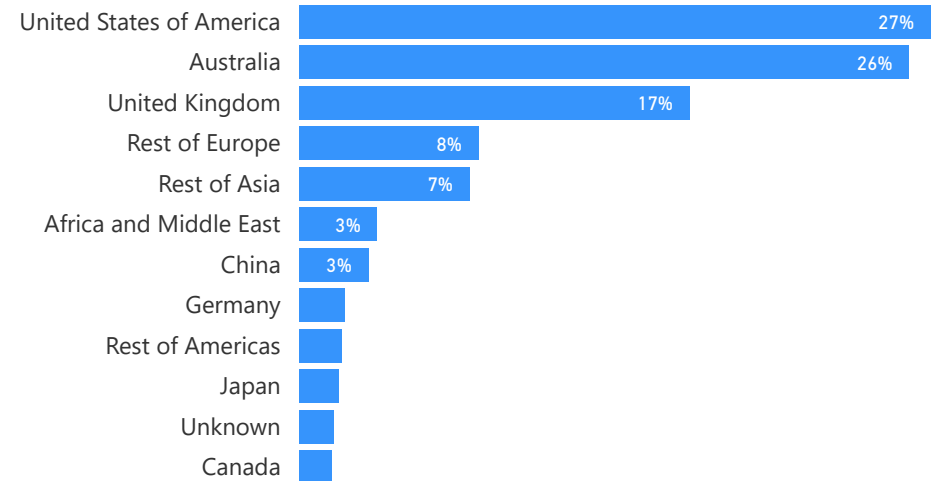
● % change vs 2019 (pre-covid) ● % change vs 2022



-8%
Latest month vs. 2019

Last Month % TECT Visitor Spend by Country/Region of Origin

(Scroll down to see all regions)

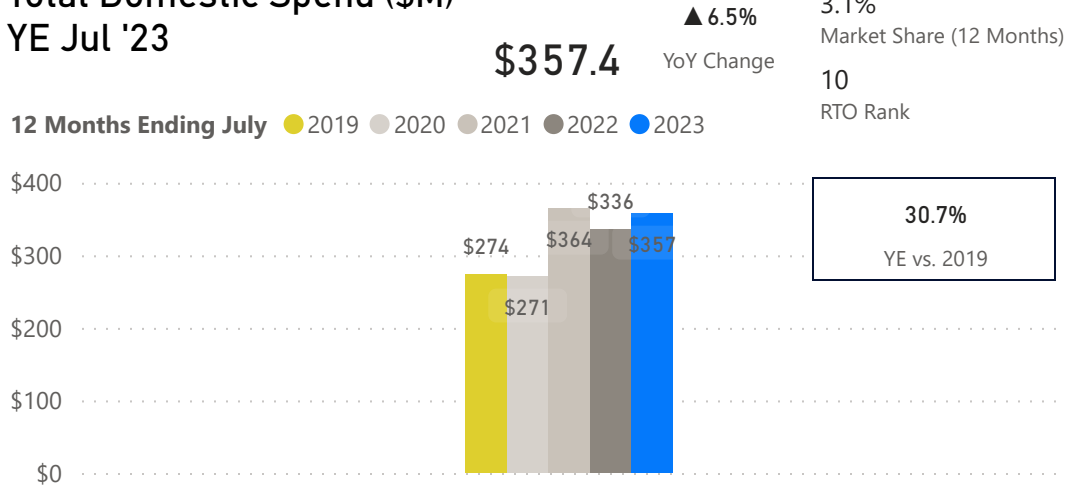


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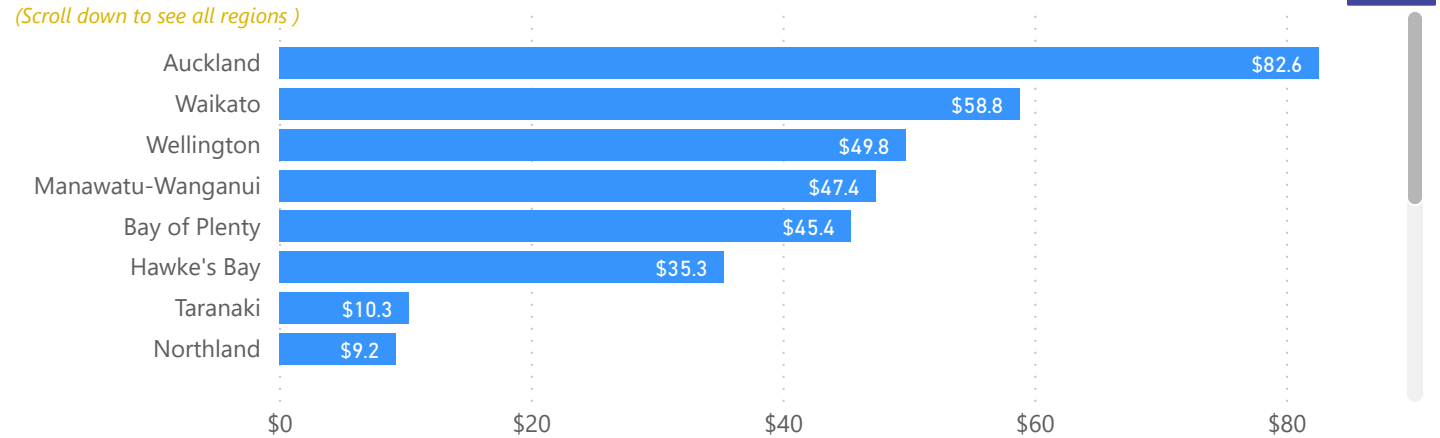
Select RTO ▼
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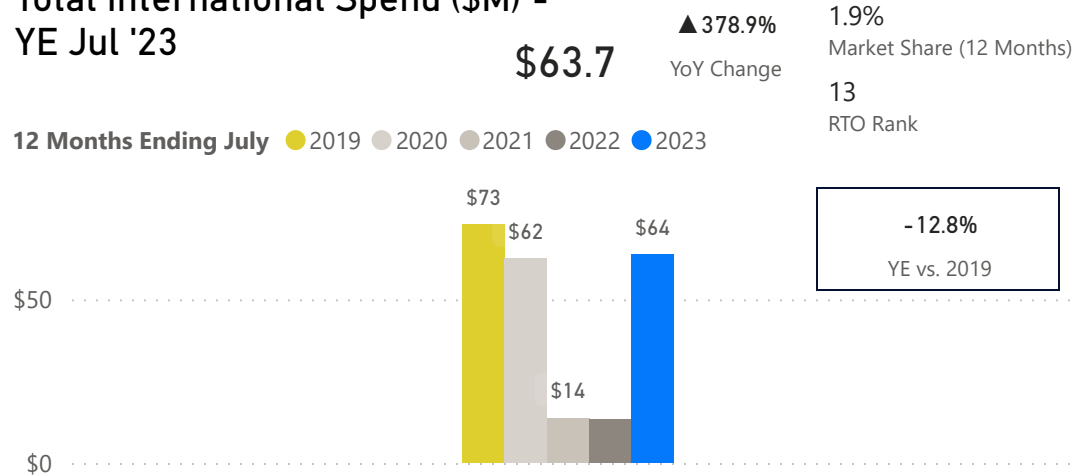
Total Domestic Spend (\$M) - YE Jul '23



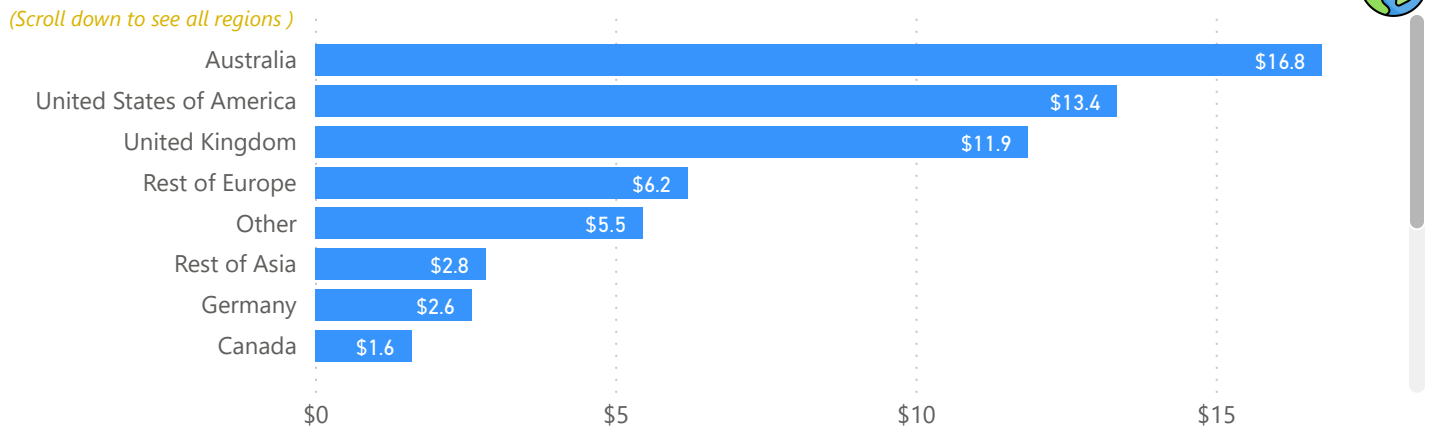
Domestic Visitor Spend by Region of Origin (\$M) - YE Jul '23



Total International Spend (\$M) - YE Jul '23



International Visitor Spend by Country/Region of Origin (\$M) - YE Jul '23

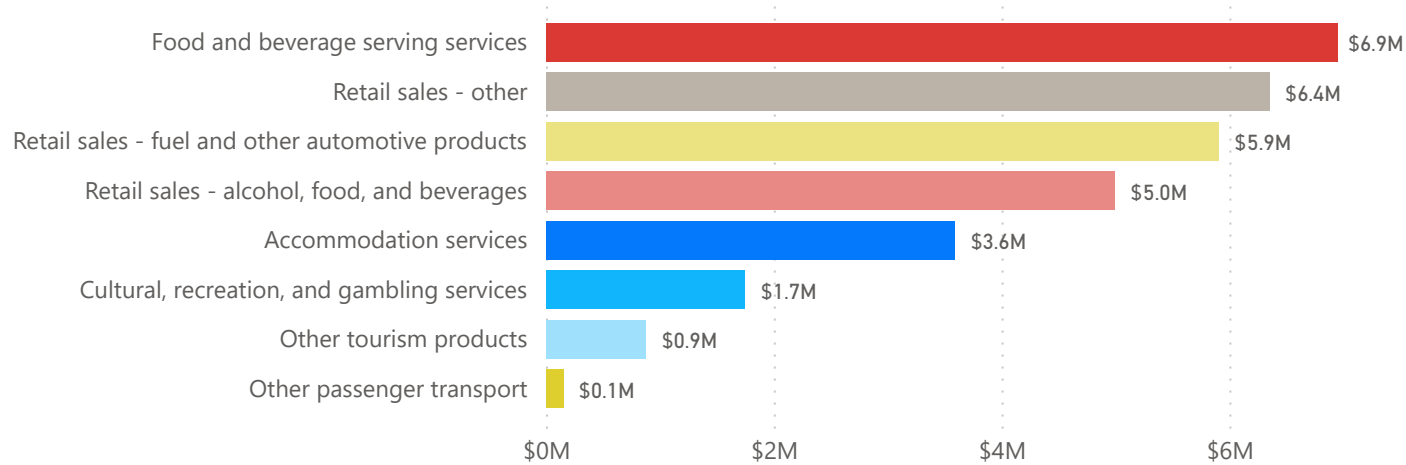


Note: Data represents electronic card transactions made in region (at a physical machine) and does not account for or estimate online transactions, direct transfers and cash. The data should be considered indicative of trends rather than representative of actual spend numbers. International spend also include those living and working within New Zealand using cards issued by overseas banks and thus also captures repatriating kiwis using their overseas cards as international spend. | **YoY** (Year on Year): Change in reported month to same month last year. | **YE** (Year Ending): Rolling sum of the previous 12 month.

Select RTO ▼
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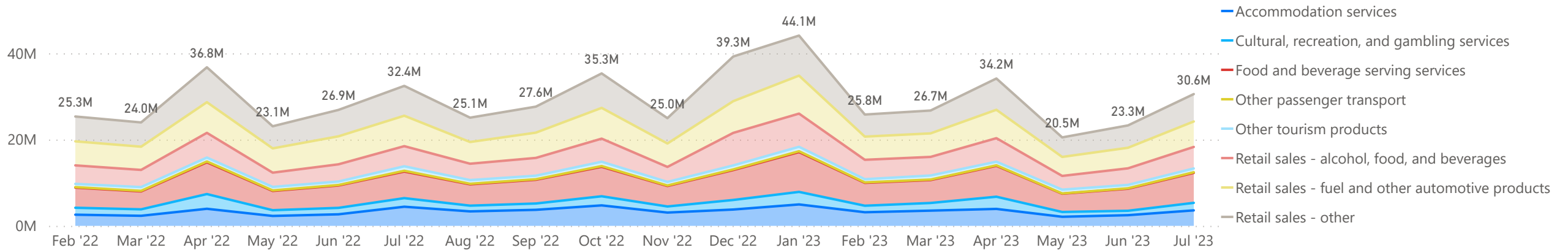
Visitor Spend By ANZSIC Product Category (NZ\$) - Jul'23



Change in Spend vs. Previous Periods

Product	MoM	YoY	YoY 2019
Retail sales - other	▲22.6%	▼-8.2%	▲27.7%
Retail sales - fuel and other automotive products	▲23.8%	▼-16.3%	▲58.0%
Retail sales - alcohol, food, and beverages	▲30.0%	▲7.0%	▲38.8%
Other tourism products	▲11.7%	▼-15.7%	▼-6.2%
Other passenger transport	▲47.3%	▼-16.3%	▼-35.1%
Food and beverage serving services	▲35.8%	▲12.7%	▲59.4%
Cultural, recreation, and gambling services	▲71.0%	▼-12.3%	▲55.5%
Accommodation services	▲45.0%	▼-19.1%	▲8.9%
Total	▲31.2%	▼-5.8%	▲37.3%

Visitor Spend by ANZSIC Product Category (NZ\$)



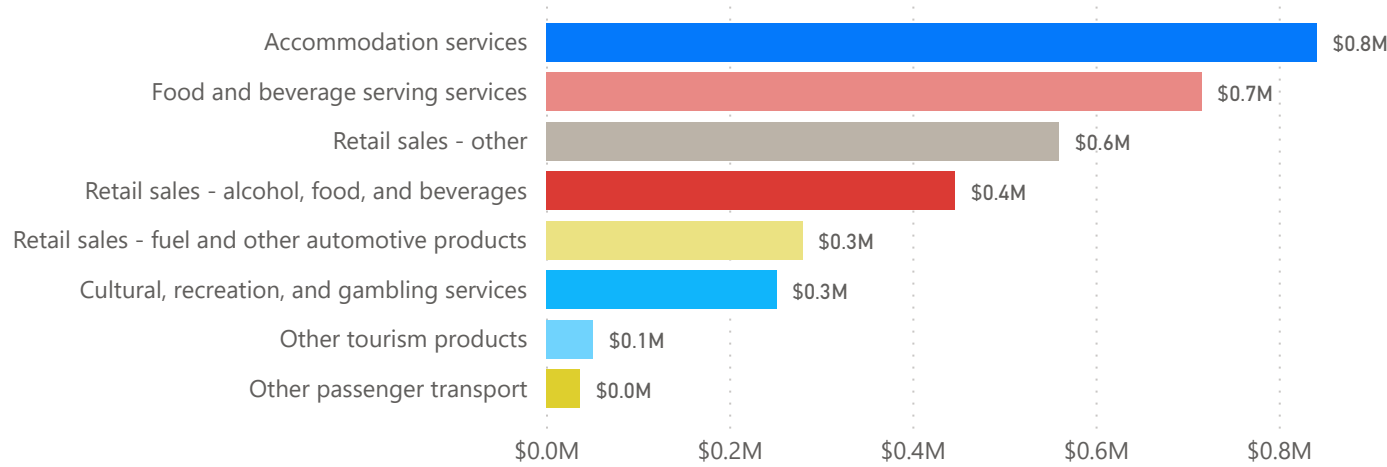
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Select RTO ▼
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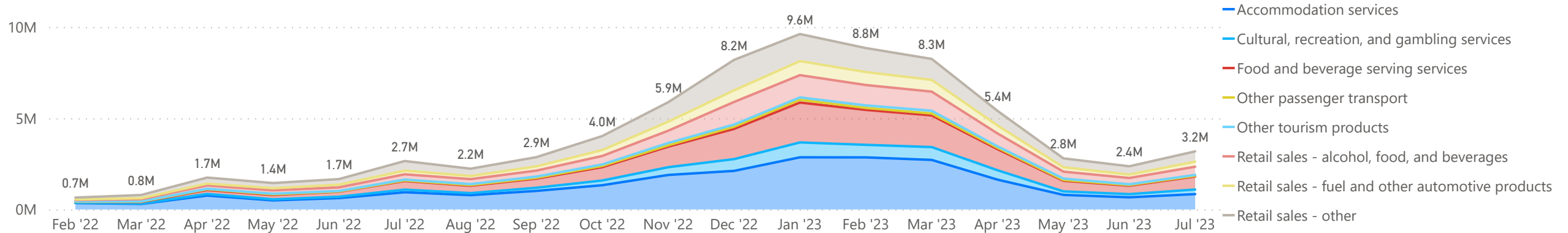
Visitor Spend By ANZSIC Product Category (NZ\$) - Jul'23



Change in Spend vs. Previous Periods

Product	MoM	YoY	YoY 2019
Accommodation services	▲26.2%	▼-10.8%	▼-40.2%
Cultural, recreation, and gambling services	▲45.0%	▲74.2%	▼-25.7%
Food and beverage serving services	▲54.6%	▲51.7%	▲47.5%
Other passenger transport	▲7.5%	▲23.7%	▼-60.3%
Other tourism products	▲21.6%	▲10.1%	▼-14.4%
Retail sales - alcohol, food, and beverages	▲29.0%	▲53.1%	▲34.7%
Retail sales - fuel and other automotive products	▲49.7%	▲38.7%	▲11.5%
Retail sales - other	▲23.5%	▲6.5%	▲10.0%
Total	▲34.5%	▲19.9%	▼-8.4%

Visitor Spend by ANZSIC Product Category (NZ\$)



Note: Data represents electronic card transactions made in region (at a physical machine) and does not account for or estimate online transactions, direct transfers and cash. The data should be considered indicative of trends rather than representative of actual spend numbers. International spend also include those living and working within New Zealand using cards issued by overseas banks and thus also captures repatriating kiwis using their overseas cards as international spend. | **MoM** (Month on Month): Change in reported month to previous month. | **YoY** (Year on Year): Change in reported month to same month last year.

Select RTO ▼

Taupo ▼

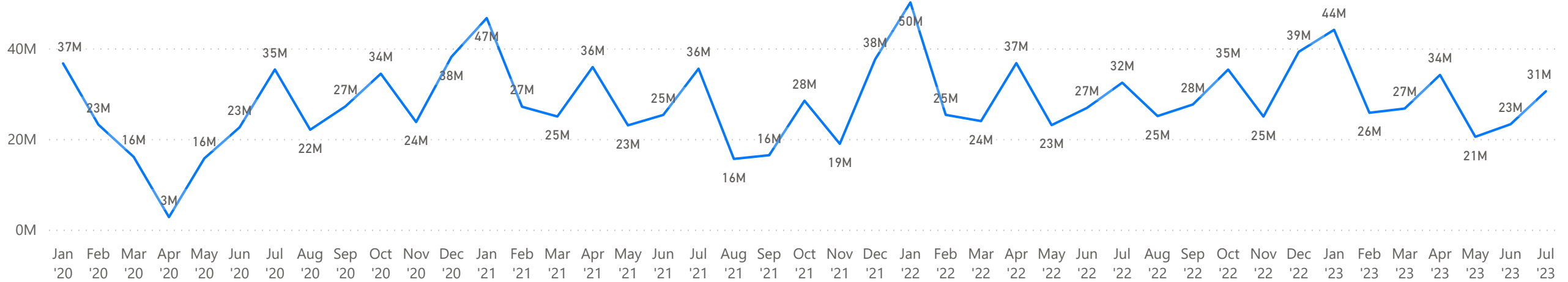
22/01/2020 📅

31/07/2023 📅

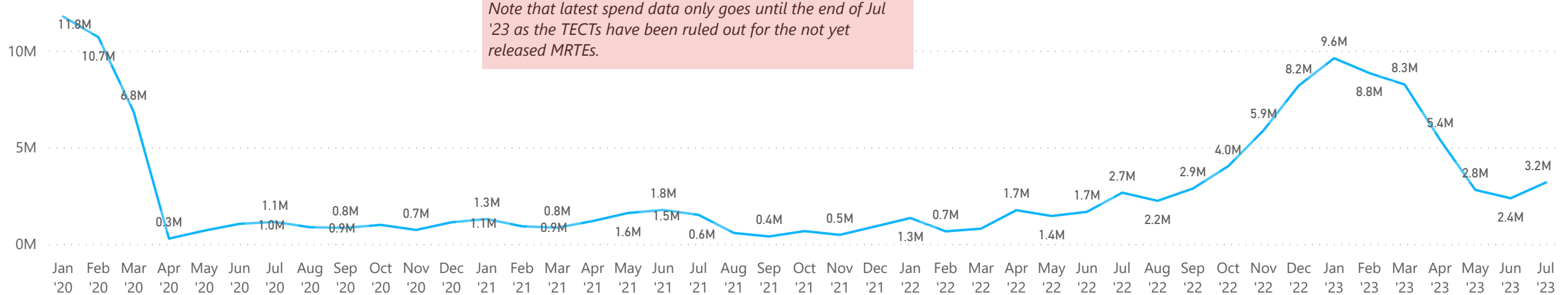
Drag slider or select date to focus date range



Domestic Visiting Cardholder Spend (NZ\$)



International Visiting Cardholder Spend (NZ\$)



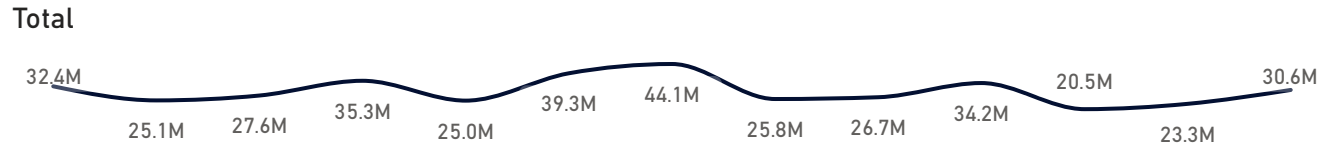
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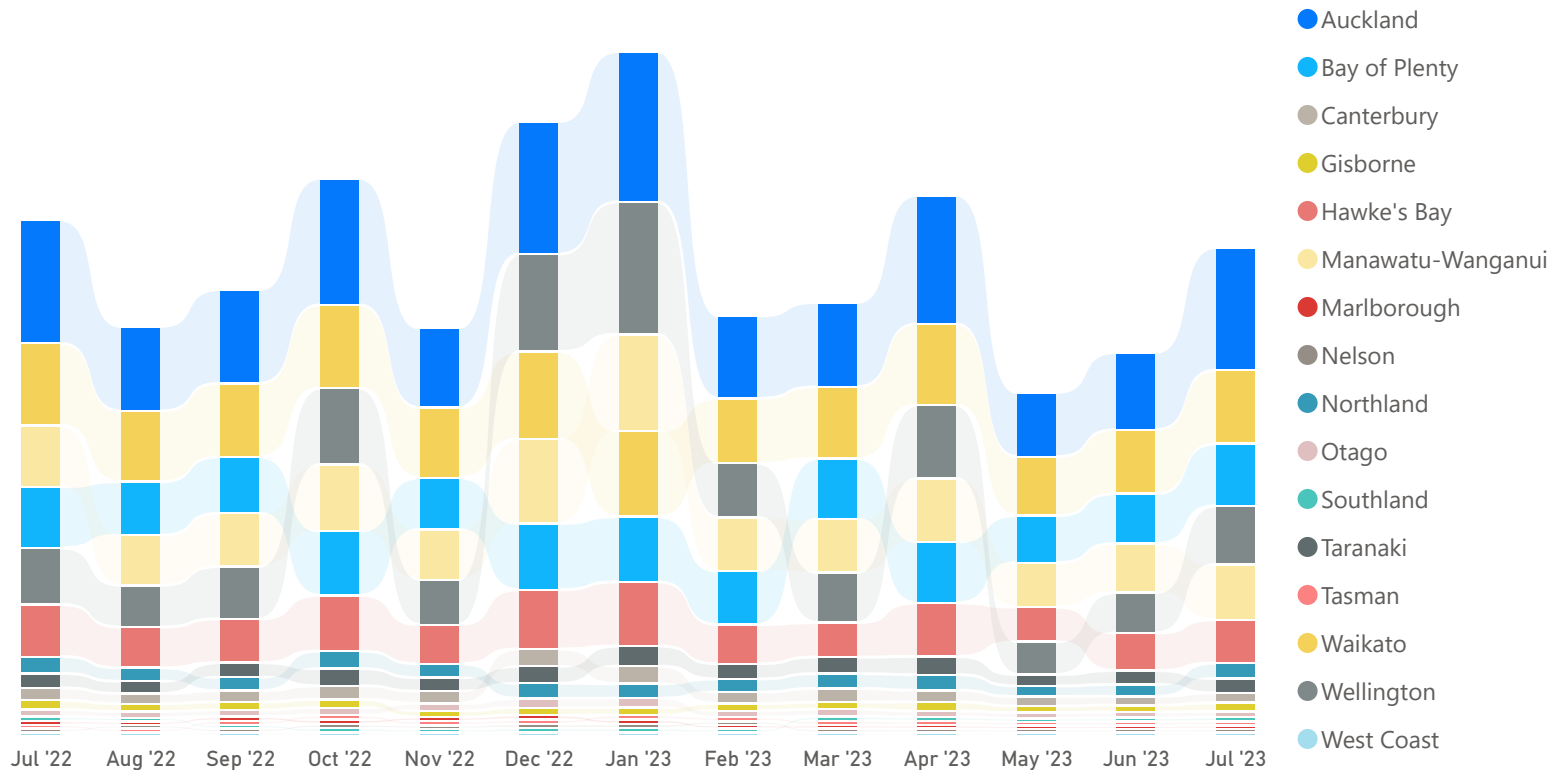
Select RTO ▼
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Note that latest spend data only goes until the end of Jul '23 as the TECTs have been ruled out for the not yet released MRTes.

International Visitor Spend (NZ\$)



Ranked by Visitor Origin



Change in Spend vs. Previous Periods

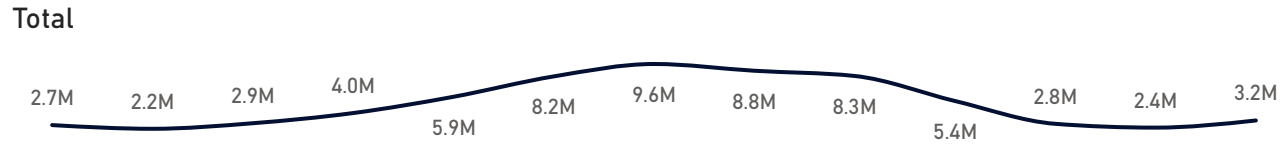
Origin	Spend - Latest Month	% of Dom Spend	MoM	YoY	YoY 2019
Auckland	\$8,299,421	27.2%	▲60.8%	▼-0.5%	▲33.8%
Waikato	\$4,895,776	16.0%	▲16.0%	▼-10.7%	▲34.5%
Bay of Plenty	\$4,088,727	13.4%	▲25.7%	▲1.6%	▲46.4%
Wellington	\$3,852,122	12.6%	▲48.5%	▲3.5%	▲55.4%
Manawatu-Wanganui	\$3,616,805	11.8%	▲13.8%	▼-10.3%	▲36.8%
Hawke's Bay	\$2,796,823	9.2%	▲16.8%	▼-17.6%	▲24.1%
Northland	\$869,512	2.8%	▲43.0%	▼-9.9%	▲52.5%
Taranaki	\$791,565	2.6%	▲4.0%	▼-1.3%	▲35.7%
Canterbury	\$480,282	1.6%	▲17.4%	▼-26.5%	▲16.2%
Gisborne	\$392,697	1.3%	▲47.1%	▼-10.5%	▲69.8%
Otago	\$199,811	0.7%	▼-3.2%	▼-27.8%	▼-22.6%
Southland	\$84,534	0.3%	▲23.6%	▼-6.5%	▲85.6%
Tasman	\$62,000	0.2%	▲2.8%	▼-9.0%	▲54.1%
Marlborough	\$51,976	0.2%	▲21.0%	▼-26.1%	▲0.6%
Nelson	\$51,278	0.2%	▲32.8%	▲8.5%	▲106.4%
West Coast	\$17,464	0.1%	▲0.0%	▼-55.5%	▲49.8%
Total	\$30,550,793	100.0%	▲31.2%	▼-5.8%	▲37.3%

Note: Data represents electronic card transactions made in region (at a physical machine) and does not account for or estimate online transactions, direct transfers and cash. The data should be considered indicative of trends rather than representative of actual spend numbers. | **MoM** (Month on Month): Change in reported month to previous month. | **YoY** (Year on Year): Change in reported month to same month last year.

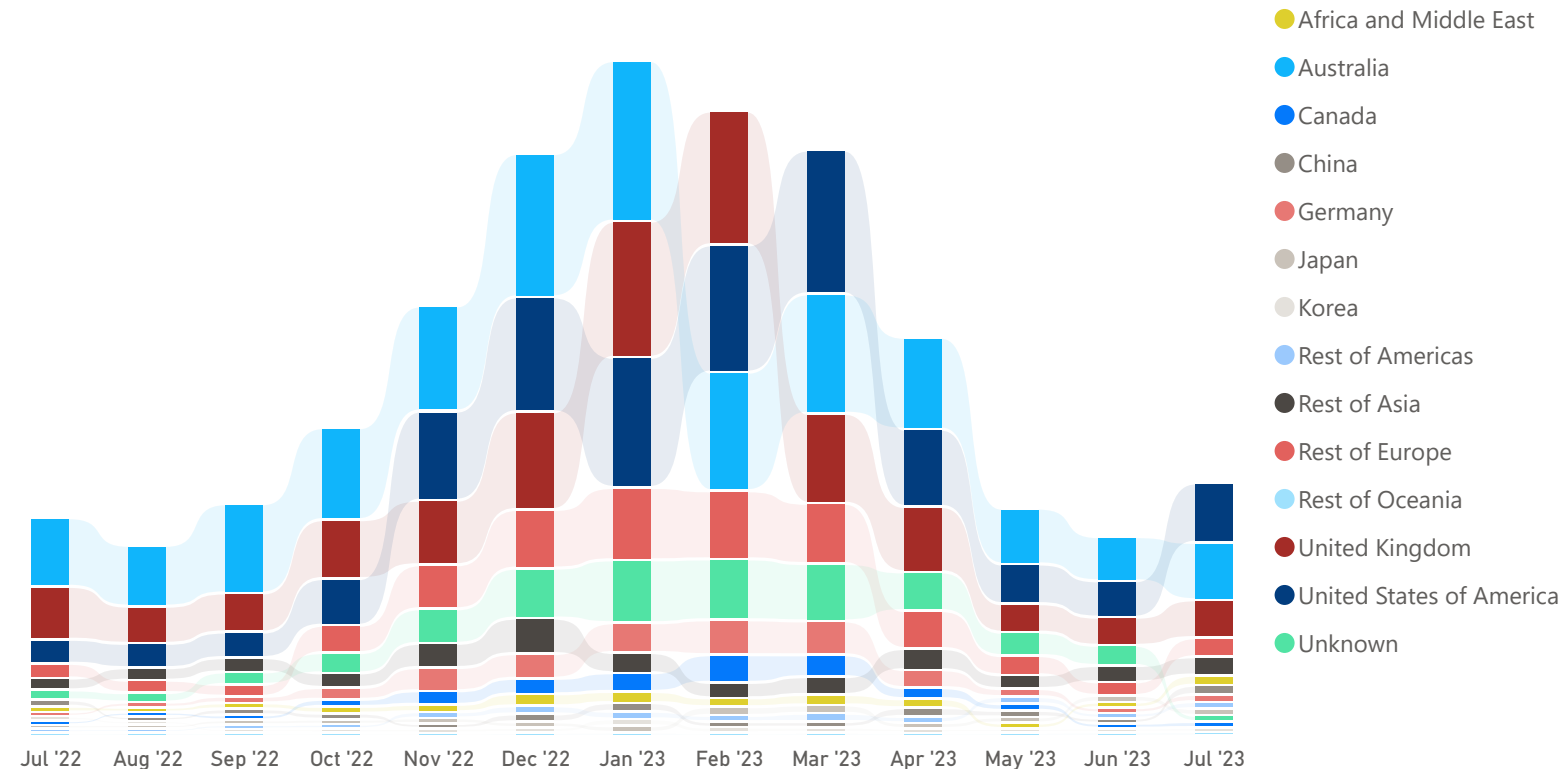
Select RTO ▼
 Taupo ▼

Note that latest spend data only goes until the end of Jul '23 as the TECTs have been ruled out for the not yet released MRTes.

International Visitor Spend (NZ\$)



Ranked by Visitor Origin



Change in Spend vs. Previous Periods

Origin	Spend - Latest Month	% of Intl Spend	MoM	YoY	YoY 2019
United States of America	\$856,129	26.9%	▲69.2%	▲169.3%	▲44.6%
Australia	\$827,132	26.0%	▲32.3%	▼-17.2%	▼-34.4%
United Kingdom	\$529,056	16.6%	▲38.9%	▼-30.2%	▼0.0%
Rest of Europe	\$243,066	7.6%	▲52.6%	▲38.3%	▼-28.5%
Rest of Asia	\$230,638	7.2%	▲15.1%	▲72.9%	▼-7.8%
Africa and Middle East	\$105,749	3.3%	▲182.7%	▲175.2%	▲74.5%
China	\$93,571	2.9%	▲217.7%	▲87.9%	▼-44.7%
Germany	\$61,756	1.9%	▲94.2%	▲226.0%	▼-49.2%
Rest of Americas	\$57,845	1.8%	▲87.2%	▲445.7%	▲38.4%
Japan	\$54,224	1.7%	▲1.6%	▲306.9%	▲264.5%
Unknown	\$46,969	1.5%	▼-81.9%	▼-54.6%	▲339.0%
Canada	\$44,287	1.4%	▲53.0%	▲183.2%	▲7.3%
Korea	\$18,930	0.6%	▲54.2%	▲8.1%	▼-26.2%
Rest of Oceania	\$12,866	0.4%	▲24.2%	▲471.5%	▼-20.1%
Total	\$3,182,218	100.0%	▲34.5%	▲19.9%	▼-8.4%

Note: Data represents electronic card transactions made in region (at a physical machine) and does not account for or estimate online transactions, direct transfers and cash. The data should be considered indicative of trends rather than representative of actual spend numbers. | **MoM** (Month on Month): Change in reported month to previous month. | **YoY** (Year on Year): Change in reported month to same month last year.

Select RTO
Taupo

Select Property Type
All

52.4K
Guest Arrivals (GA)
▼ -19.5% GA MoM Change
▲ 3.4% GA YoY Change

95.0K
Guest Nights (GN)

3.7% GN Market Share
6 GN Rank by RTO

▼ -19.1% GN MoM Change
▲ 1.4% GN YoY Change

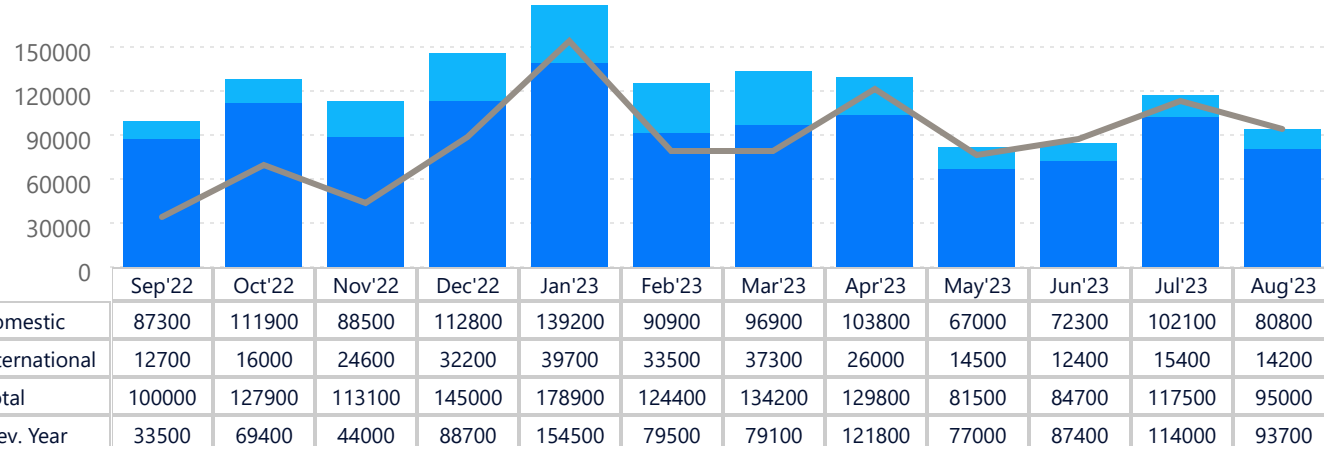
▼ -7.7% GN - National - MoM
▲ 12.2% GN - National - YoY



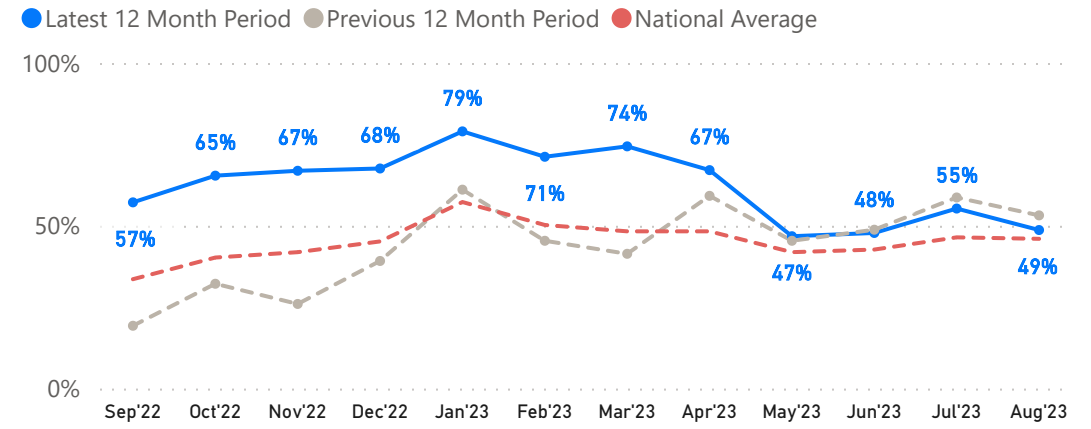
48.7%
Occupancy Rate (OR)

▼ -11.9% OR - MoM Change
▼ -8.5% OR - YoY Change

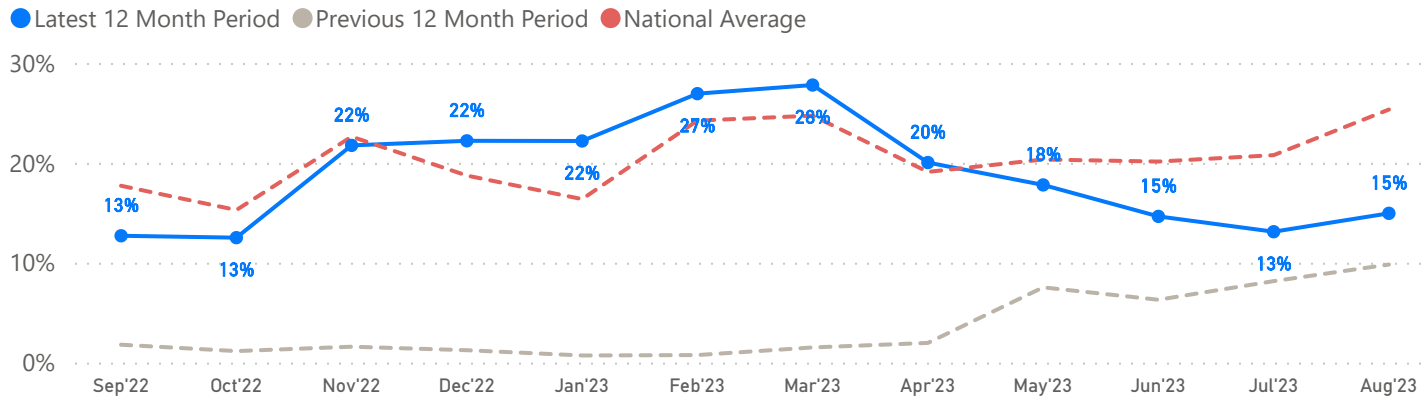
Total Guest Nights by Month



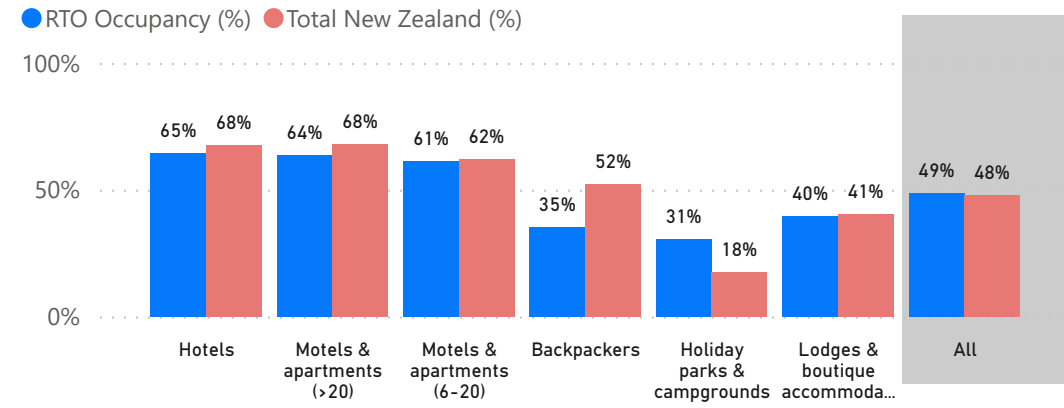
Occupancy Rate by Month



Proportion Guest Nights International

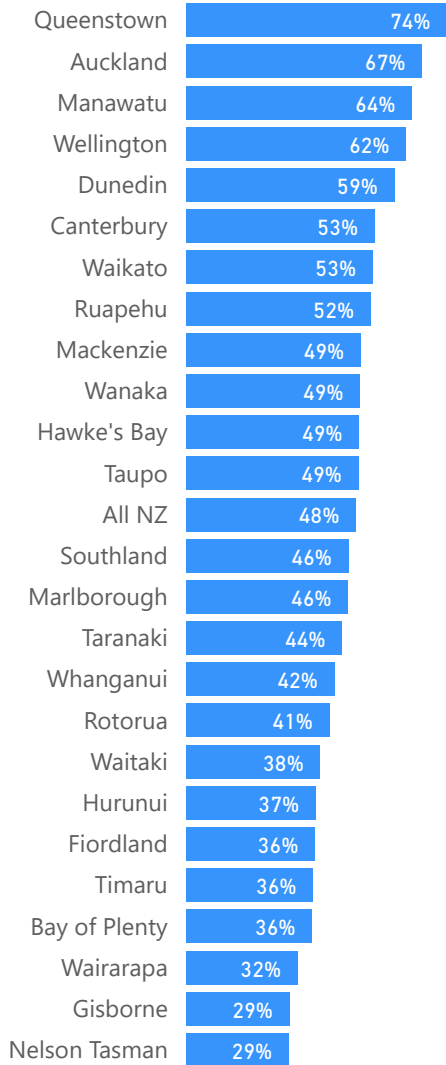


Monthly Average Occupancy by Property Type vs. National Average

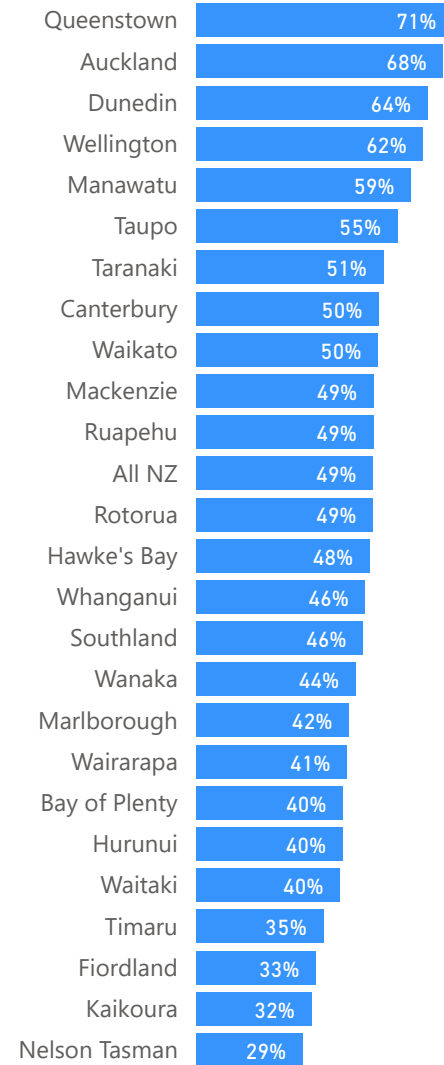


MoM (Month on Month): Change in reported month to previous month. | **YoY** (Year on Year): Change in reported month to same month last year. | **Guest Arrivals**: Number of guests stayed irrespective of stay length | **Guest Nights**: Number of guests multiplied by their stay length. E.g. 2 guests staying 3 nights equate to 6 guest nights. | **Occupancy**: Ratio of occupied stay units by available stay units.

ADP Total Occupancy by RTO - Latest Month



ADP Total Occupancy by RTO - Previous Month

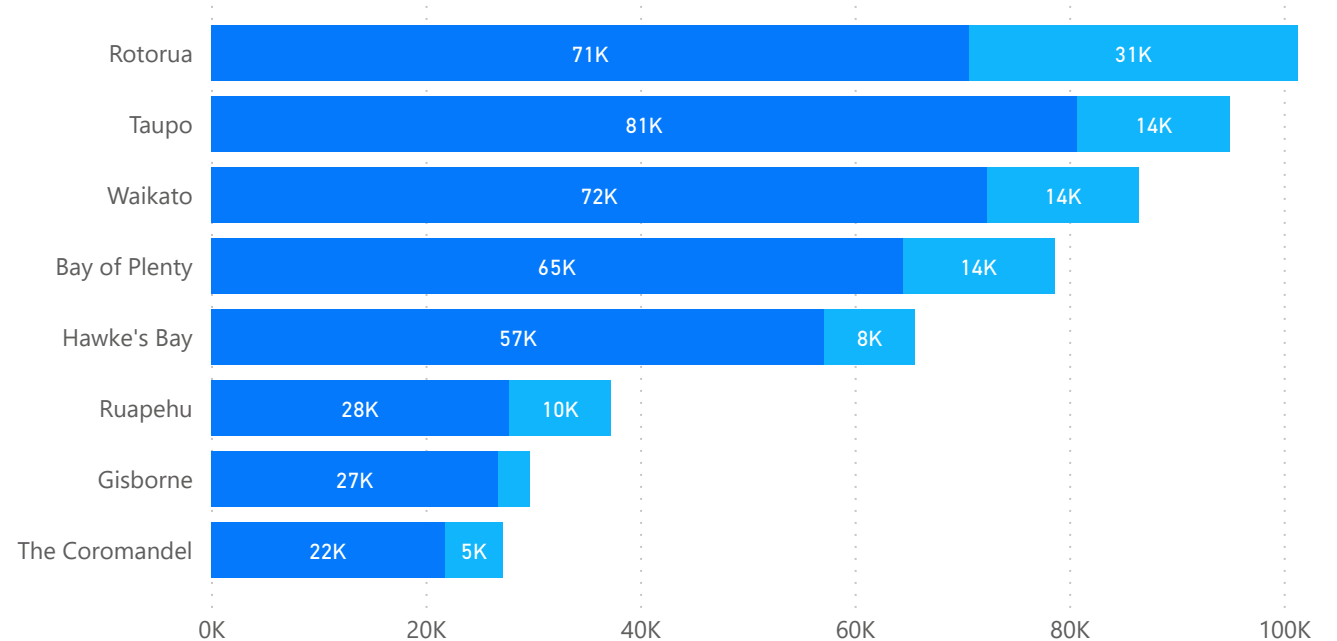


ADP Key Stats

Measure	Bay of Plenty	Gisborne	Hawke's Bay	Rotorua	Ruapehu	Taupo	The Coromandel	Waikato
Total guest nights	78,600.00	29,600.00	65,600.00	101,300.00	37,200.00	95,000.00	27,200.00	86,500.00
Proportion of international GN	0.18	0.10	0.13	0.30	0.25	0.15	0.20	0.16
Occupancy rate	0.36	0.29	0.49	0.41	0.52	0.49	0.17	0.53
Guest arrivals	30,300.00	12,400.00	27,300.00	50,800.00	18,200.00	52,400.00	12,900.00	41,900.00
Average nights stayed per guest	2.60	2.40	2.40	2.00	2.00	1.80	2.10	2.10

ADP Guest Nights

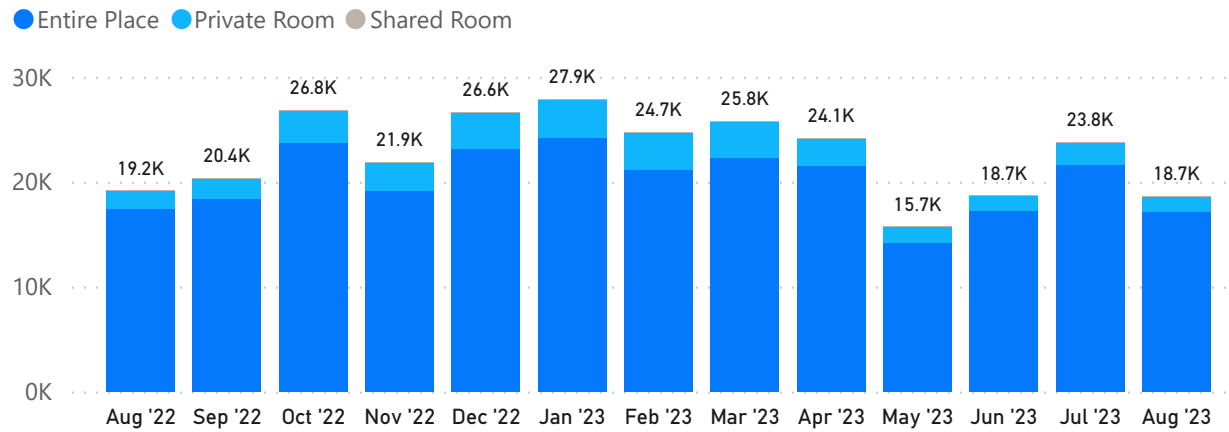
Measure ● Domestic guest nights ● International guest nights



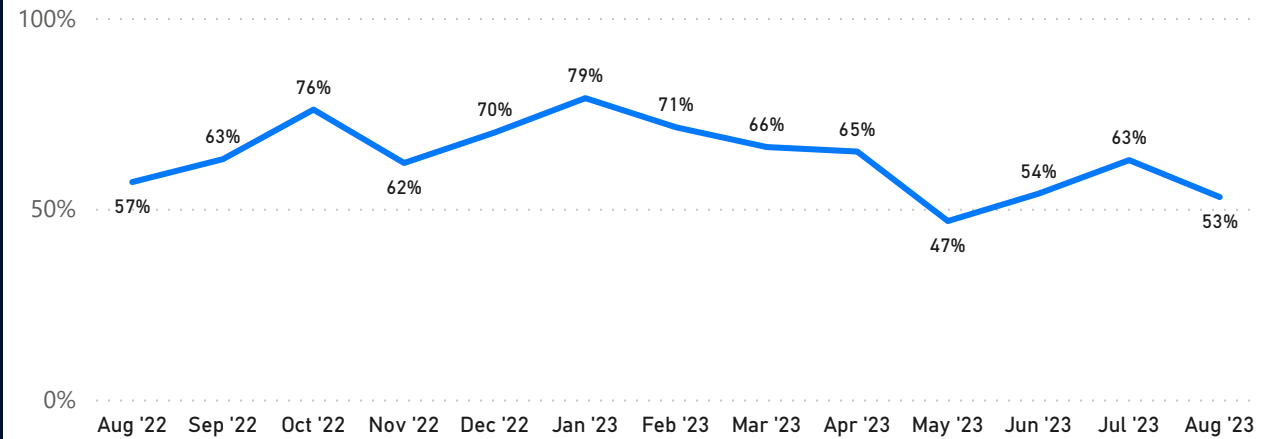
Guest Arrivals: Number of guests stayed irrespective of stay length | **Guest Nights:** Number of guests multiplied by their stay length. E.g. 2 guests staying 3 nights equate to 6 guest nights. | **Occupancy:** Ratio of occupied stay units by available stay units.

18.7K Booked Nights	▼ -21.5% Booked Nights MoM ▼ -2.7% Booked Nights YoY	1.5K Active Listings	▼ -1.4% Active Listings MoM ▲ 7.8% Active Listings YoY	\$3.3M Monthly Revenue (USD)	▼ -28.1% Revenue MoM ▼ -7.8% Revenue YoY	53% Monthly Occupancy	▼ -15.4% Occupancy MoM ▼ -6.9% Occupancy YoY
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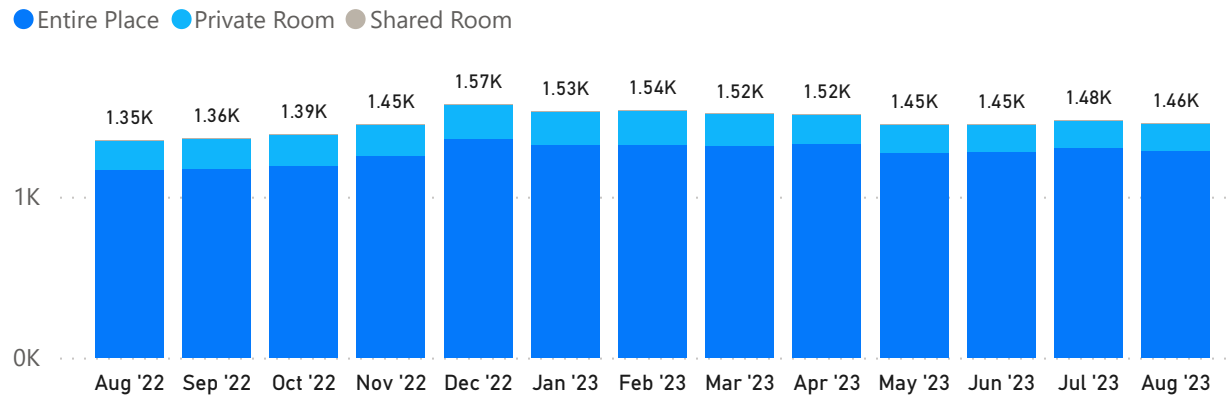
Monthly Demand (Booked Nights) by Listing Type



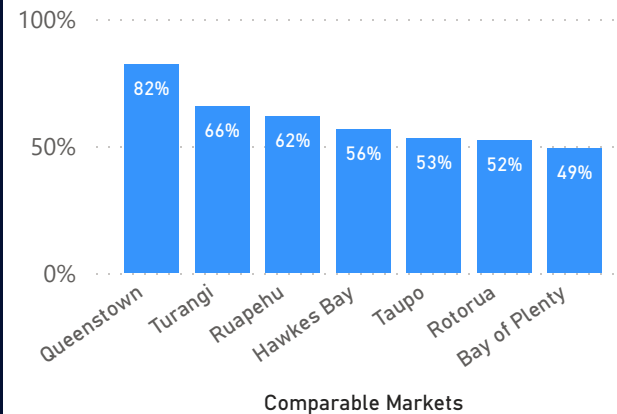
Monthly Occupancy Rate



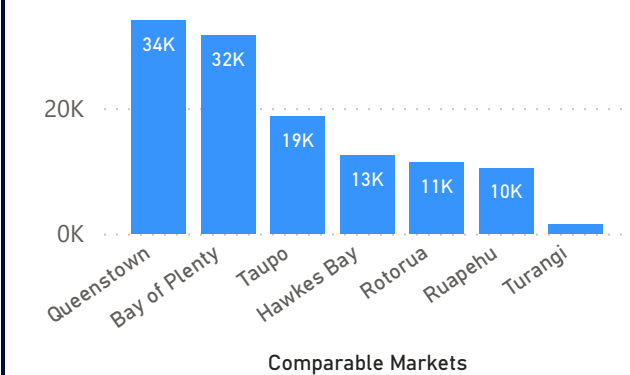
Monthly Active Listing Count by Type



Occupancy vs. Sub-markets - Aug'23



Booked Nights vs. Sub-markets - Aug'23



MoM (Month on Month): Change in reported month to previous month. | **YoY** (Year on Year): Change in reported month to same month last year.

Source: AirDNA Monthly Trend Reporting

465K Total - Latest Month ▲50% Total YoY	▼-10.2% Total MoM	237K International - Latest Month ▲68% Int. YoY	▼-6.5% Intl. MoM	228K Domestic - Latest Month ▲35% Dom. YoY	▼-13.7% Dom. MoM
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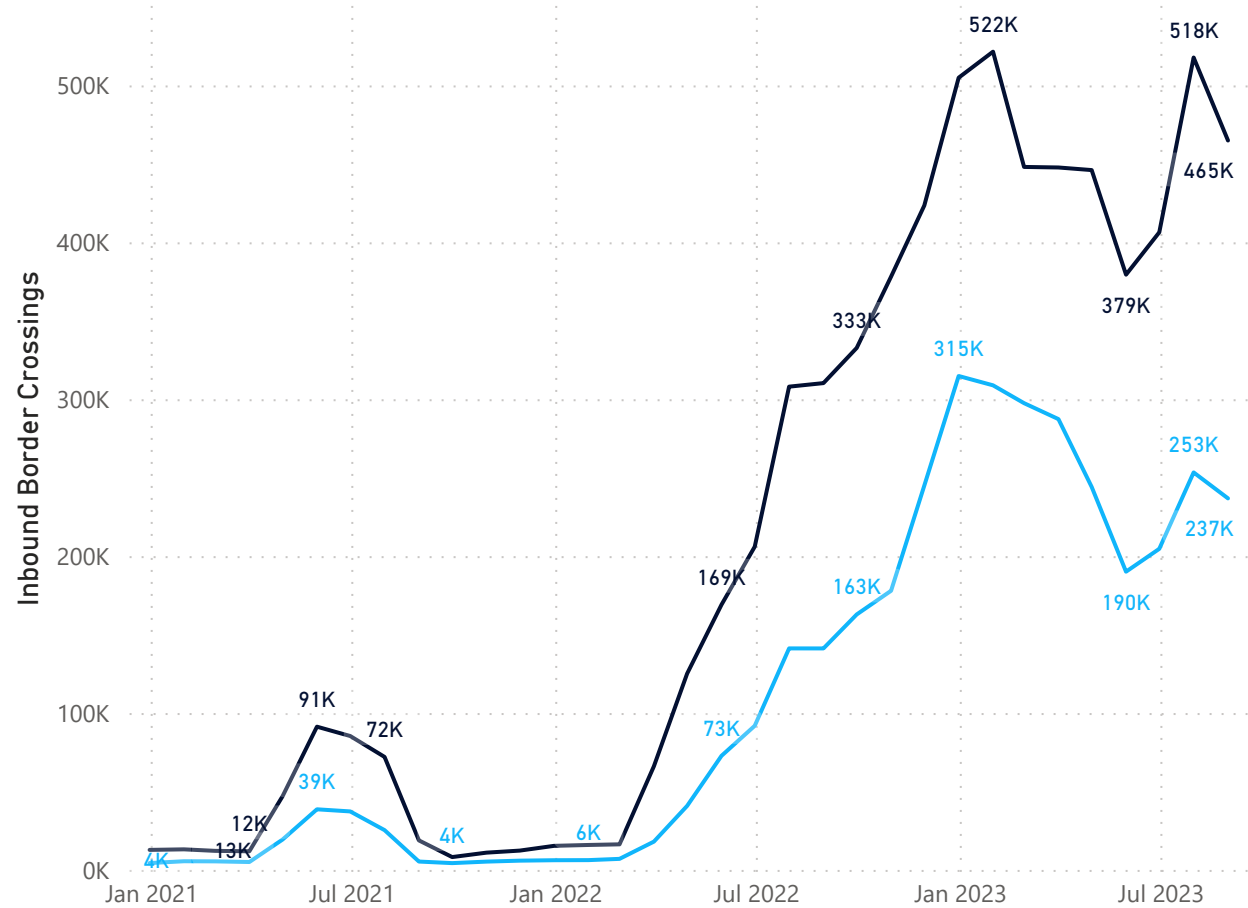
31/12/2020 31/08/2023

Drag slider or select date to focus date range



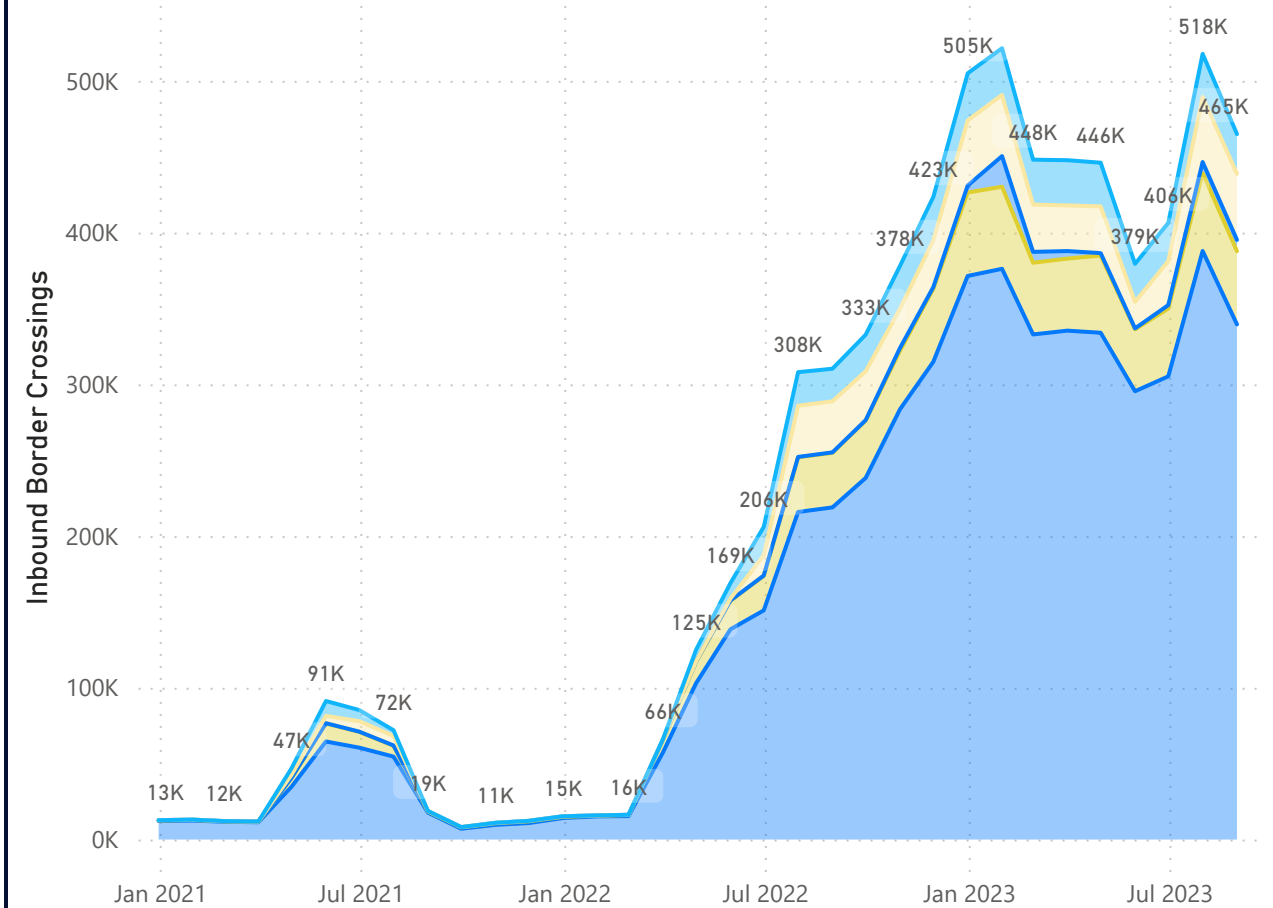
Monthly Border Entries by Passport Type

Traveller Type ● International passport ● Total



Monthly Border Entries by Port of Arrival

Port of Arrival ● Auckland ● Christchurch ● Other ports ● Queenstown ● Wellington

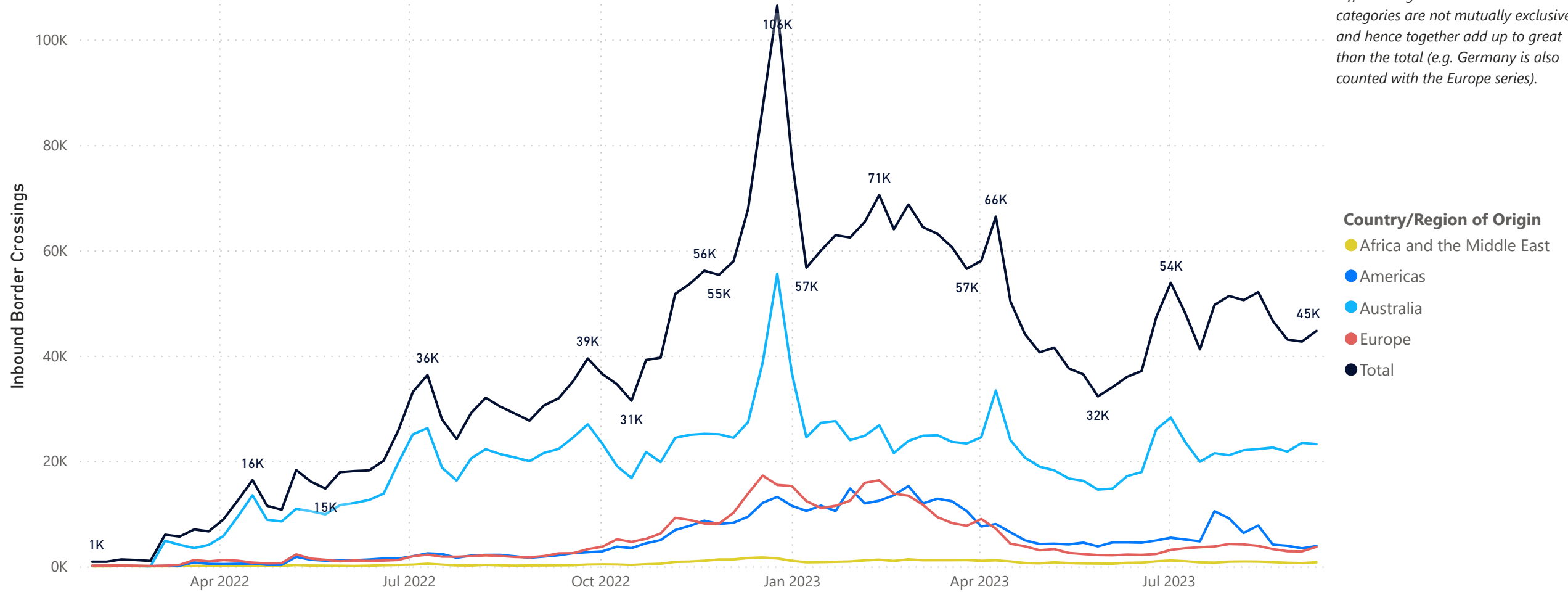




Visitor Origin: |
 Travel Purpose: |
 Length of Stay: |
 27/01/2022 | 10/09/2023 |
 Drag slider or select date to focus date range

Weekly Border Entries by International Visitors by Country / Region of Origin

Use the "Visitor Origin" filter to view different regions. Note that categories are not mutually exclusive and hence together add up to great than the total (e.g. Germany is also counted with the Europe series).

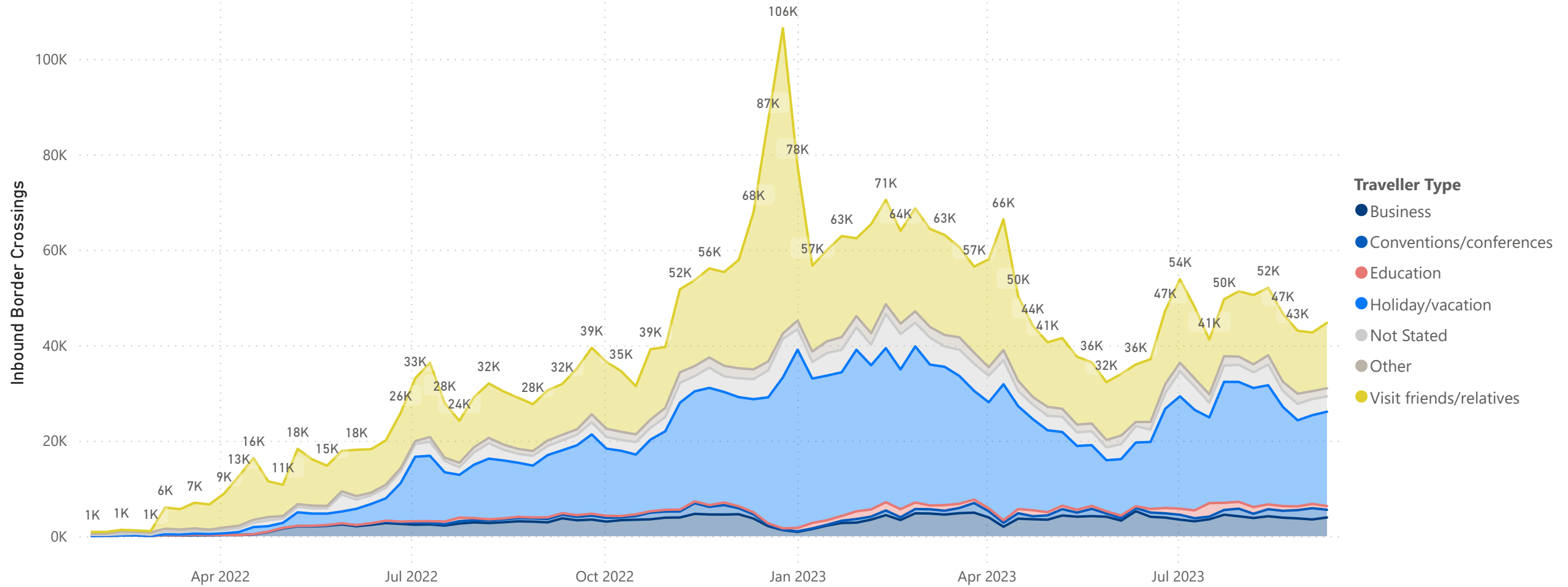


Source: StatsNZ Infoshare. Figures represent total border entries for the 7 day period ending on the stated date.



Visitor Origin:
 Travel Purpose:
 Length of Stay:
 27/01/2022
 Drag slider or select date to focus date range

Weekly Border Entries by International Visitors by Trip Purpose

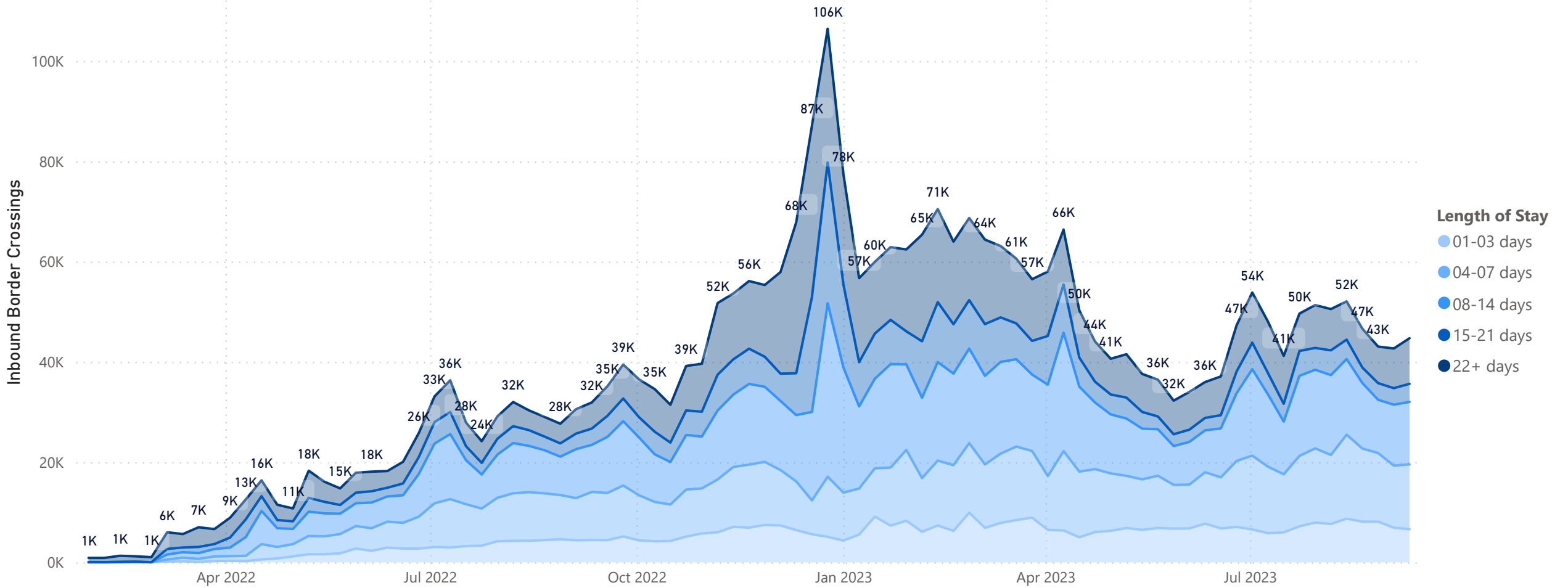


Source: StatsNZ Infoshare. Figures represent total border entries for the 7 day period ending on the stated date.



Visitor Origin:
 Travel Purpose:
 Length of Stay:
 27/01/2022
 Drag slider or select date to focus date range

Weekly Border Entries by International Visitors by Length of Stay



Source: StatsNZ Infoshare. Figures represent total border entries for the 7 day period ending on the stated date.