



Destination Great Lake Taupo

Insights Bulletin - Jan '24

Occupancy

Short-Term Rental	Commercial
68%	81%
↓ -13%pt. vs. Jan '23	↑ 2%pt. vs. Jan '23
All NZ ↓ -8%pt.	All NZ ↑ 2%pt.

Guest Nights Commercial Accommodation

Total	Domestic	International
188K	148K	41K
▲ 5% vs. Jan '23	▲ 6% vs. Jan '23	▲ 2% vs. Jan '23
All NZ ▲ 4%	All NZ ▼ -2%	All NZ ▲ 20%

Border Travel

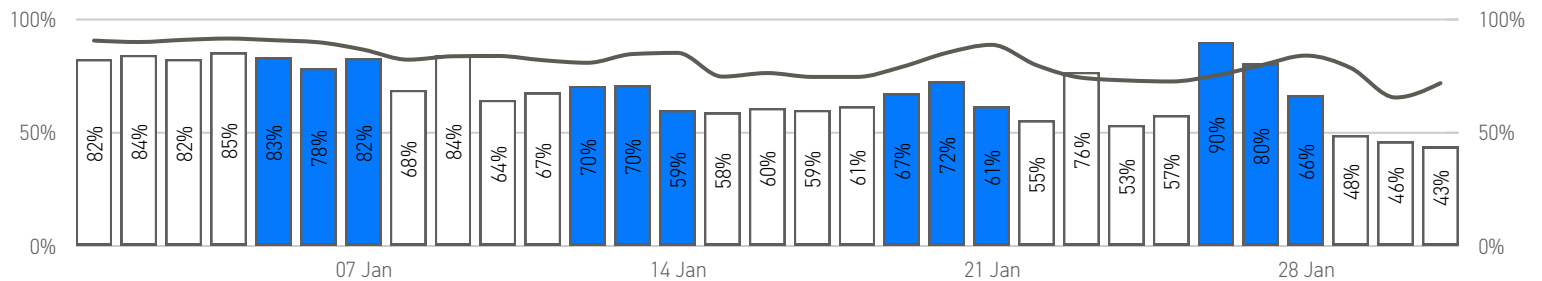
International Arrivals	Domestic Departures
387K	220K
▲ 25% vs. Jan '23	▲ 21% vs. Jan '23
▼ -15% vs. Jan '19	▼ -4% vs. Jan '19

%pt. - arithmetic difference between two percentages

Please note: This report is in an interim format whilst we wait for the resolution of the outage of the Monthly Regional Tourism Estimates and Mobile Visitation Datasets. In the meantime accommodation data and tourism employment data are provided as the best available indicators of monthly regional tourism activity. Daily short-term rental occupancy is provided as the best available indicator of daily regional tourism activity. Border crossing data provides another mean of daily activity, however, at the national scale.

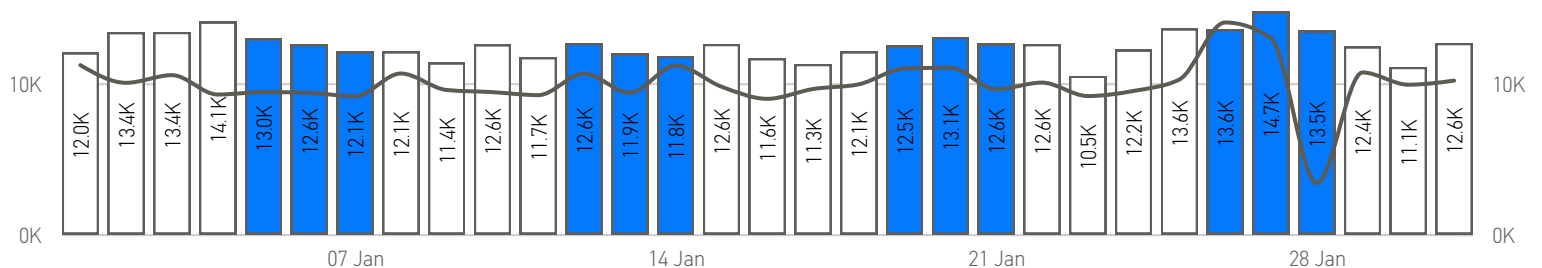
Daily Short-Term Rental Occupancy

Blue depicts Friday, Saturday, Sunday
(for the current month, not necessarily for last years month)



Daily International Passport Arrivals to New Zealand

Blue depicts Current Month, Grey depicts Same Month Last Year



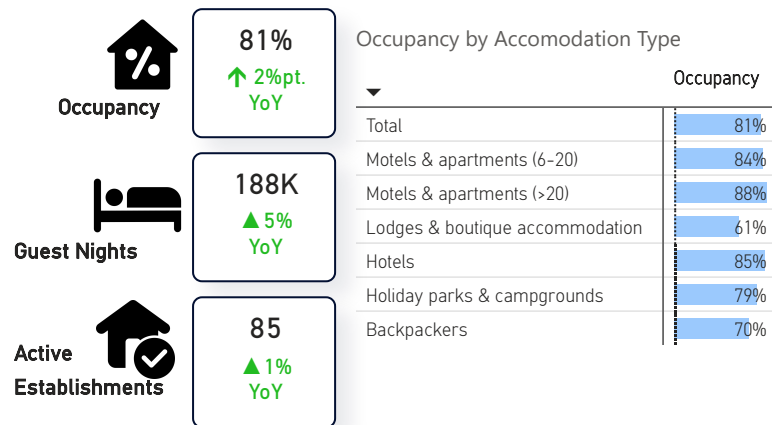
Taupo Region - Monthly Destination Performance Report

Accommodation Data for January 2024

Accommodation data is split into commercial accommodation and short-term rental data by the nature of the two of them being slightly different. Commercial accommodation usually reports on *guest nights* - sum of daily guest nights - directly refers to the number of guests, short-term rental data reports on *booked nights*, the number of nights a short-term rental is booked, irrespective of the number of guests staying in it.

Month at a glance

Commercial Accommodation

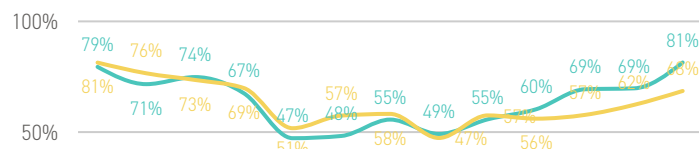


Short-Term Rental Accommodation

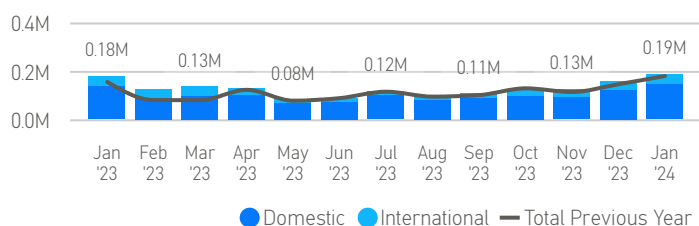


One-Year Term Trends

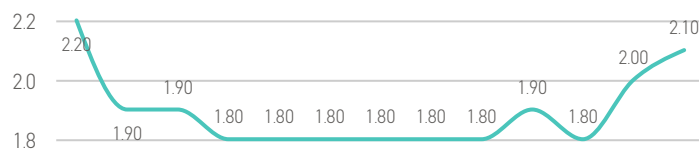
Occupancy — Commercial Accommodation — Short-Term Rental



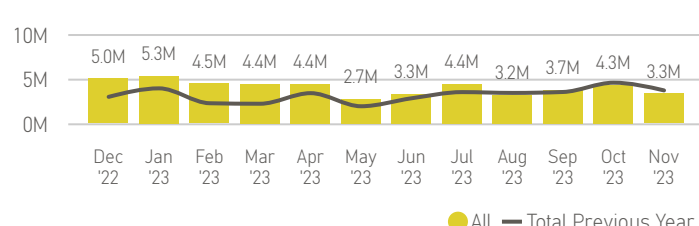
Guest Nights in Commercial Accommodation



Average Stay Length in Commercial Accommodation



Revenue (USD) in Short-Term Rentals

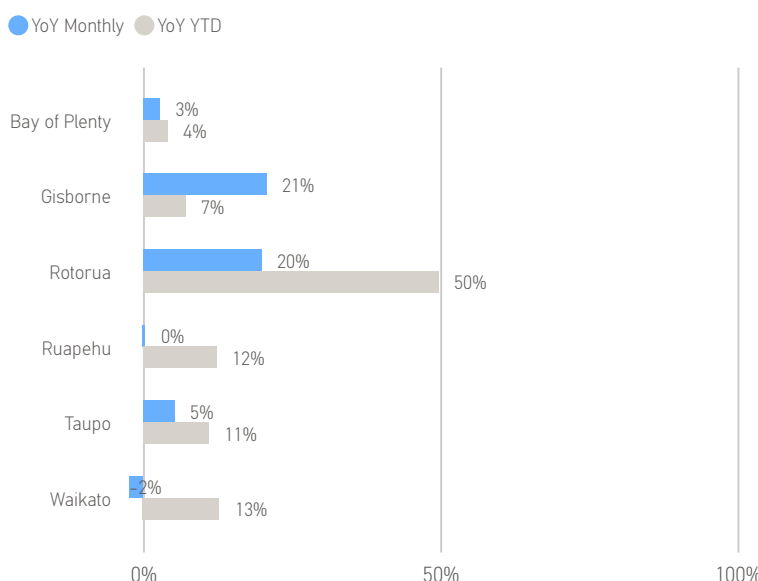


Detailed Metrics

Year-on-Year: Compares this month to the same month of previous years

	value	vs. 2023	vs. 2022	vs. 2021
Commercial Accommodation				
Average nights stayed per guest	2	-5%	-9%	0%
Number of active establishments	85	1%	4%	-2%
Guest Nights in Commercial Accommodation				
Domestic	147,600	6%	-4%	-11%
International	40,700	2%	3600%	1838%
Occupancy				
Commercial Accommodation	81%	2%	15%	
Short-Term Rental	68%	-13%	-6%	

Guest Nights - Commercial Accommodation



Taupo Region - Monthly Destination Performance Report

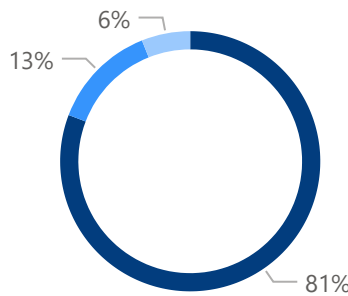
Economic Indicator Data for January 2024

Employment data of select tourism industries is used as an economic indicator of tourism's contribution to the regional economy. The data represents employment in select tourism industries, but not overall tourism employment. The number of *filled jobs* and the amount of *employment earnings* is presented by select tourism industries - Accommodation and Food and Beverage Services; Activity, Travel and Tour Services; Transport Services).

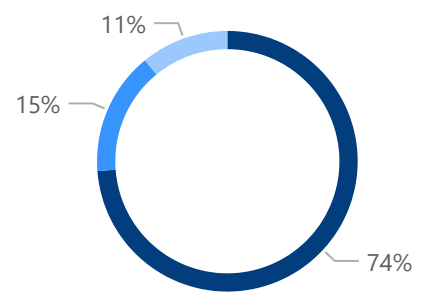
Month at a glance

	Filled Jobs	Employment Earnings
Accom. + Food & Bev.	2.3K ▲ 5% YoY	9.3M\$ ▲ 11% YoY
Activity & Tour	370 ▲ 12% YoY	1.9M\$ ▲ 36% YoY
Transport	170 ▲ 21% YoY	1.4M\$ ▲ 66% YoY

Filled Jobs



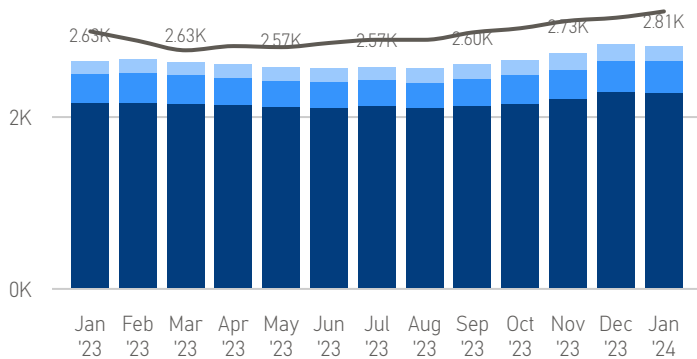
Employment Earnings



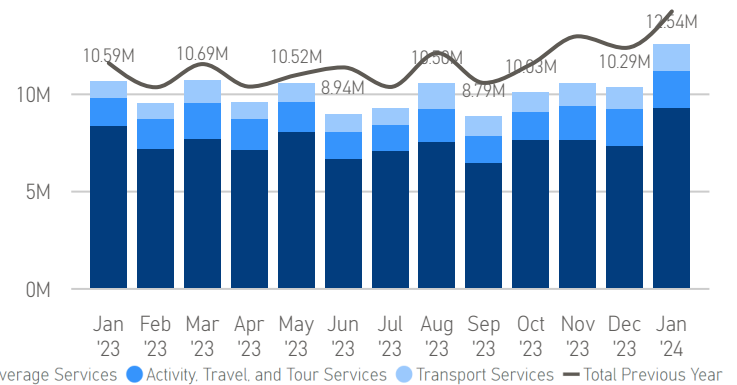
● Accommodation and Food and Beverage Services ● Activity, Travel and Tour Services ● Transport Services

Long-Term Trends

Number of Filled Jobs



Employment Earnings



● Accommodation and Food and Beverage Services ● Activity, Travel and Tour Services ● Transport Services — Total Previous Year

Detailed Metrics

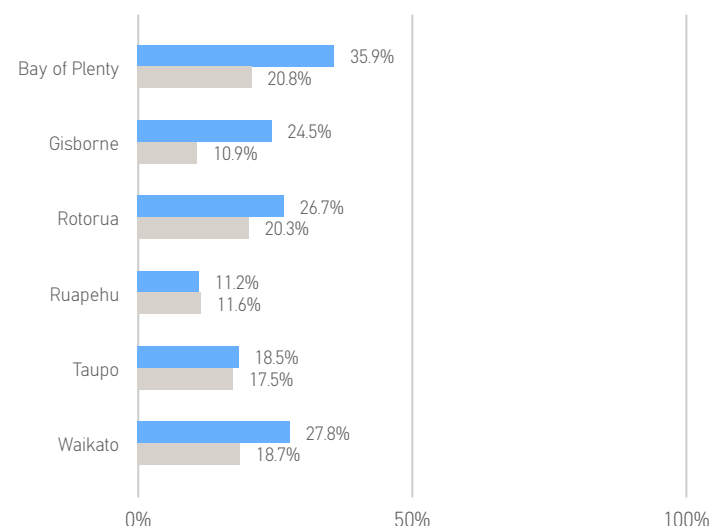
Year-on-Year: Compares this month to the same month of previous years

vs. 2022 vs. 2021 vs. 2020 vs. 2019

Amount of employment earnings	vs. 2022	vs. 2021	vs. 2020	vs. 2019
Accommodation and Food and Beverage Services	10.8%	37.6%	51.4%	48.9%
Activity, Travel and Tour Services	36.3%	42.1%	59.6%	6.5%
Transport Services	65.6%	158.2%	184.0%	79.0%
Number of filled jobs	vs. 2022	vs. 2021	vs. 2020	vs. 2019
Accommodation and Food and Beverage Services	5.1%	12.4%	10.2%	7.1%
Activity, Travel and Tour Services	12.1%	19.4%	23.3%	-5.1%
Transport Services	21.4%	54.5%	41.7%	21.4%

Employment Earnings | Benchmarks

● Year-on-Year of Monthly Measure ● Year-on-Year of Year-to-Date Measure



Dataset: Employment Data (COVID-19 data portal): collected by Inland Revenue, engineered and provided by StatsNZ.

Published: March 2024 - Taupo

Report produced by:



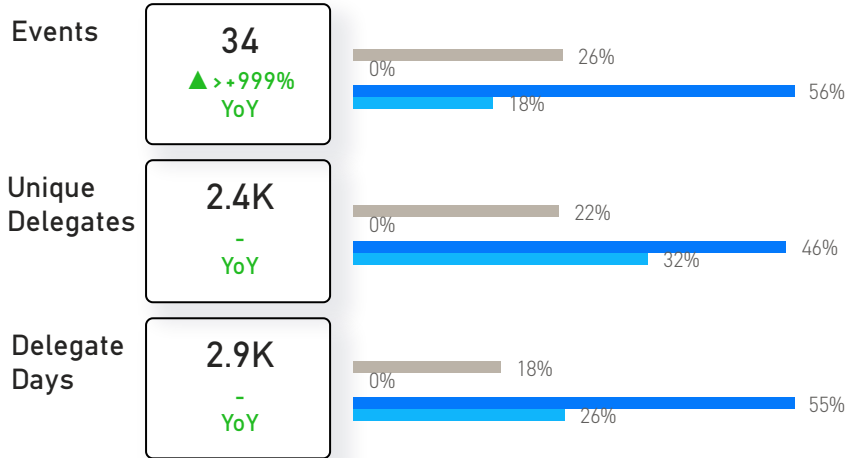
Taupo Region - Monthly Destination Performance Report

Business Events Data for Q4 '23

Business events data provides quantitative measures around business events happening in the region. Similar to visitation data business events data distinguishes besides the number of business *Events* between two key measures, *Delegate Days* and *Unique Delegates*. *Delegate Days* - sum of daily counts of event attending delegates - are a great indicator of how much events add to a regions busyness, while *Unique Delegates* indicates how many delegates - potential future tourists - were brought to the region.

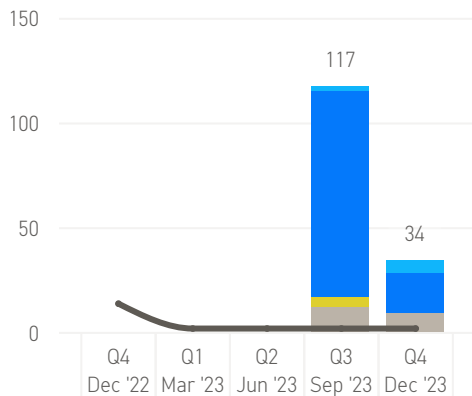
Quarter at a glance

● Conf. ● Expos ● Incentives ● Meetings ● Other

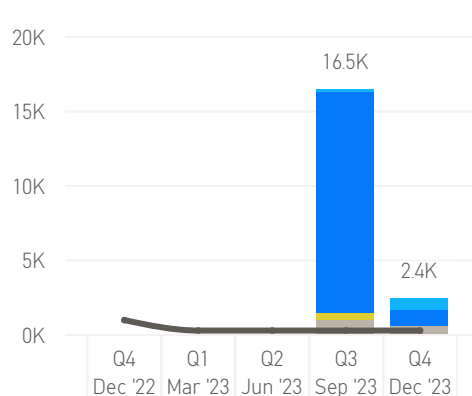


Long-Term Trends

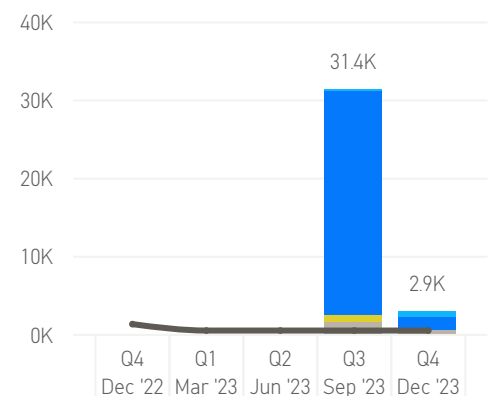
Business Events



Unique Delegates



Delegate Days



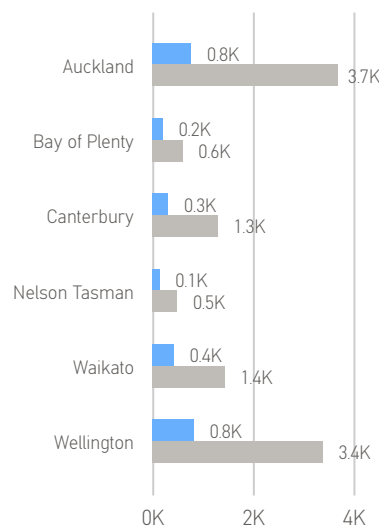
Detailed Metrics - Latest Quarter

Business Events - Quarter-on-Quarter

Event Type	Event count	vs. 2022	vs. 2021	vs. 2020
Conf.	9	800.0%	Infinity	-62.5%
Expos	0	-100.0%	NaN	-100.0%
Incentives	0	-100.0%	NaN	-100.0%
Meetings	19	1800.0%	90.0%	18.8%
Other	6	500.0%	200.0%	-90.3%

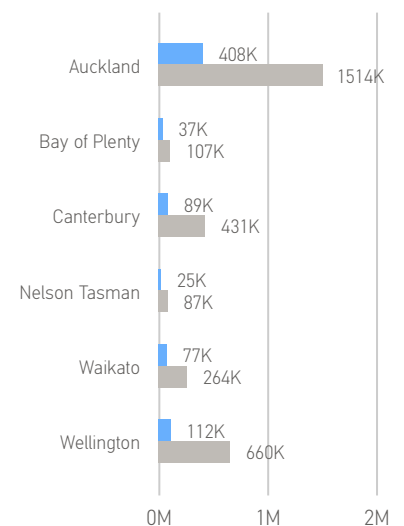
Business Events

● Latest Quarter ● Year Ending on Latest Qu..



Delegate Days

● Latest Quarter ● Year Ending on Latest Qu..



Delegate Days - Quarter-on-Quarter

Event Type	Delegate Days	vs. 2022	vs. 2021	vs. 2020
Conf.	0.53K	53000.0%	Infinity	-83.5%
Expos	0.00K	-100.0%	NaN	-100.0%
Incentives	0.00K	-100.0%	NaN	-100.0%
Meetings	1.59K	158900.0%	150.0%	16.7%
Other	0.76K	76000.0%	292.3%	-88.4%

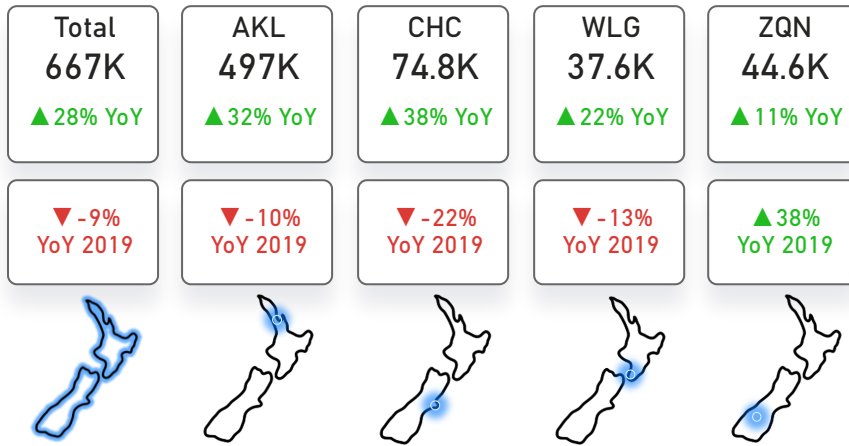
Taupo Region - Monthly Destination Performance Report

Border Crossing Data for January 2024

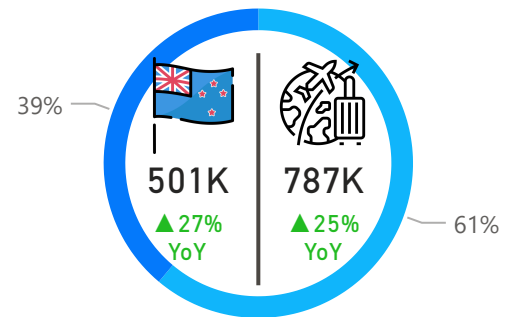
Border Crossing data represents border entries by port of arrival and passport. Please note that arrivals of NZ Passport holders includes New Zealanders with a New Zealand residency - returning from an overseas trip - as well as New Zealanders with an overseas residency - arriving for a trip.

Month at a glance

Arrivals by Port

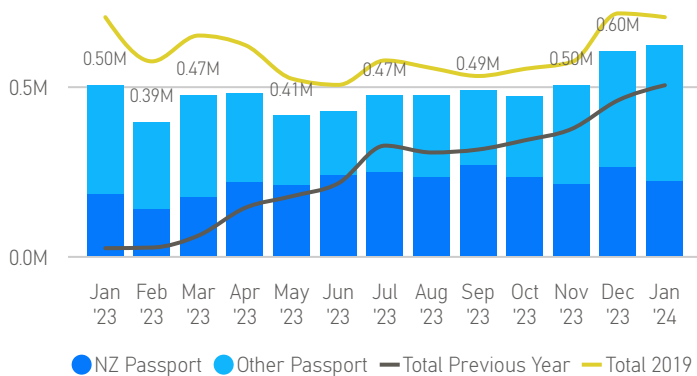


Arrivals by Passport

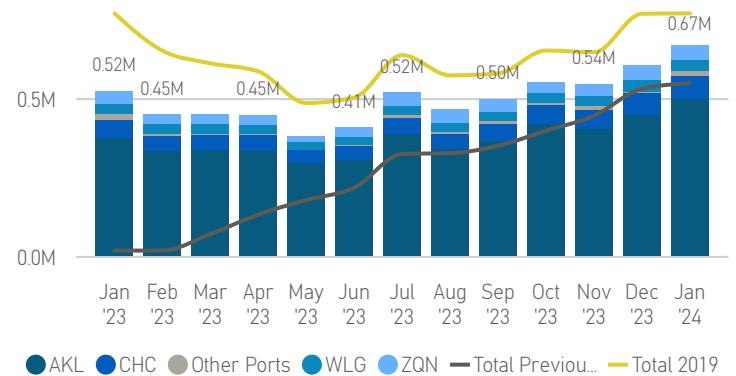


Long-Term Trends

Border Entries by Passport



Border Entries by Port



Detailed Metrics

Year-on-Year: Compares this month to the same month of previous years

	vs. 2023	vs. 2022	vs. 2021	vs. 2020
Auckland	32.2%	3156.8%	3880.6%	-10.8%
Christchurch	38.2%	15773.7%	17491.8%	-24.4%
Other ports	-35.2%	7502.3%	6405.5%	19.4%
Queenstown	10.7%	Infinity	Infinity	19.8%
Total	27.9%	4093.9%	4986.1%	-10.9%
Wellington	22.0%	Infinity	1878250.0%	-16.1%

	vs. 2023	vs. 2022	vs. 2021	vs. 2020
NZ Passport	31.8%	2803.0%	3599.3%	-1.2%
Other Passport	25.3%	6088.0%	6883.3%	-16.8%