



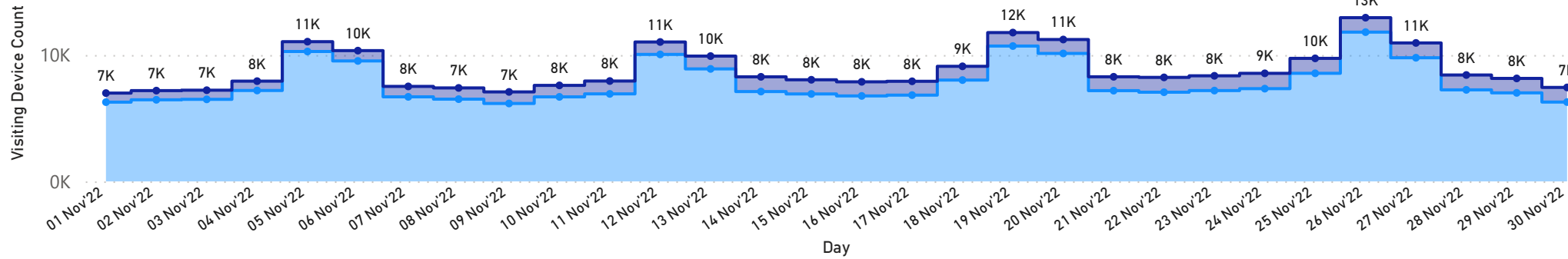
Select RT0
Taupo

264.6K Total Visitor Days (Month)	1.8% Market Share – Visitor Days	▼ -21.2% Visitor Days - MoM Change	▲2.1% Visitor Days - National MoM	8818 Daily Average (Latest Month)	12957 Max Daily Visitor #	11.5% % International
	15 RTO Rank - Visitor Days	▲42.2% Visitor Days - YoY Change	▲73.3% Visitor Days - National YoY		6990 Min Daily Visitor #	



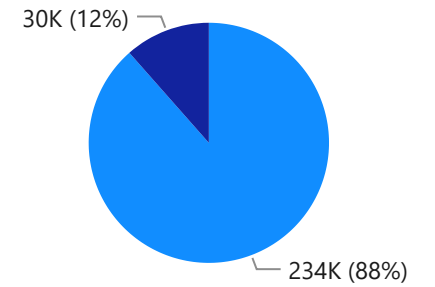
Daily Visitor Count (12 midday snapshot) - Nov'22

● Domestic ● International



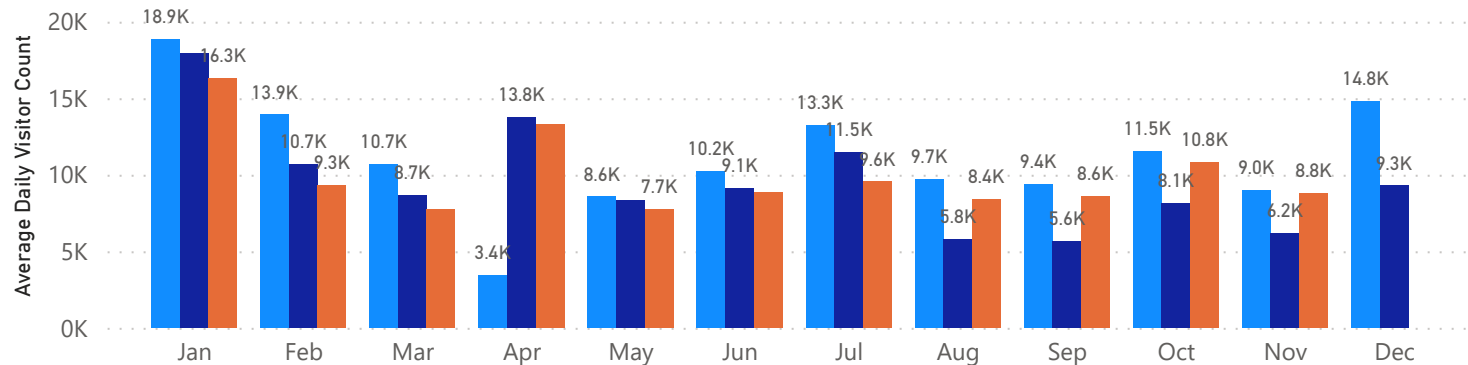
Total Visitor Days – Domestic vs. International

● Domestic ● International

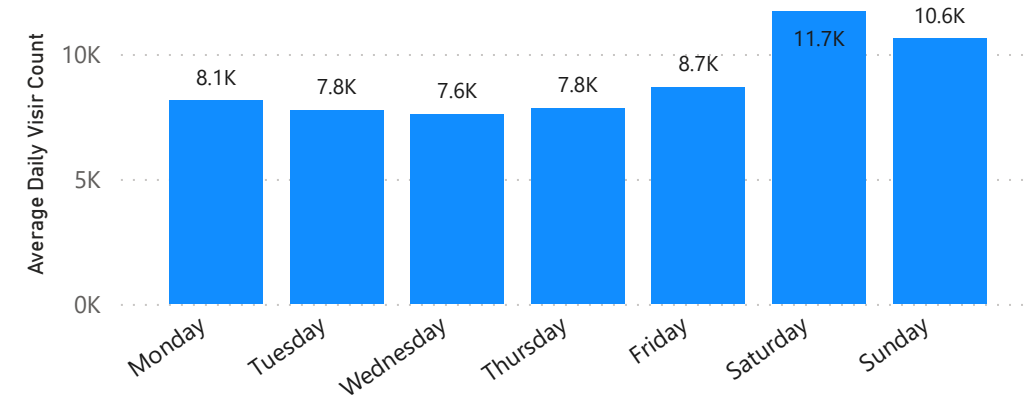


Average Daily Visitor Count by Month

Year ● 2020 ● 2021 ● 2022



Average Daily Visitor Count for Nov'22 by Day of the Week



** MoM (Month on Month Change) - Compares reported month to previous month | **YoY (Year on Year Change) - Compares reported month to same month last year | **YE (Year Ending) - Sum of the 12 months ending
Visitor Day: 1 day spent by 1 visitor in the destination. So 1 person staying 4 days = 4 visitor days | **Daily Average Visitor Count:** Average number of individual visitors in a destination at 12 midday on any date



Select RTO ▼
 ▼

\$24.7M
Spend - Latest Month

2.7%
Latest month market share


12
Rank spend by RTO

▼ -28.9%
Spend - MoM Change

▲31.1%
Spend - YoY Change

▼ -11.8%
National Spend - MoM Change

▲26.0%
National Spend - YoY Change

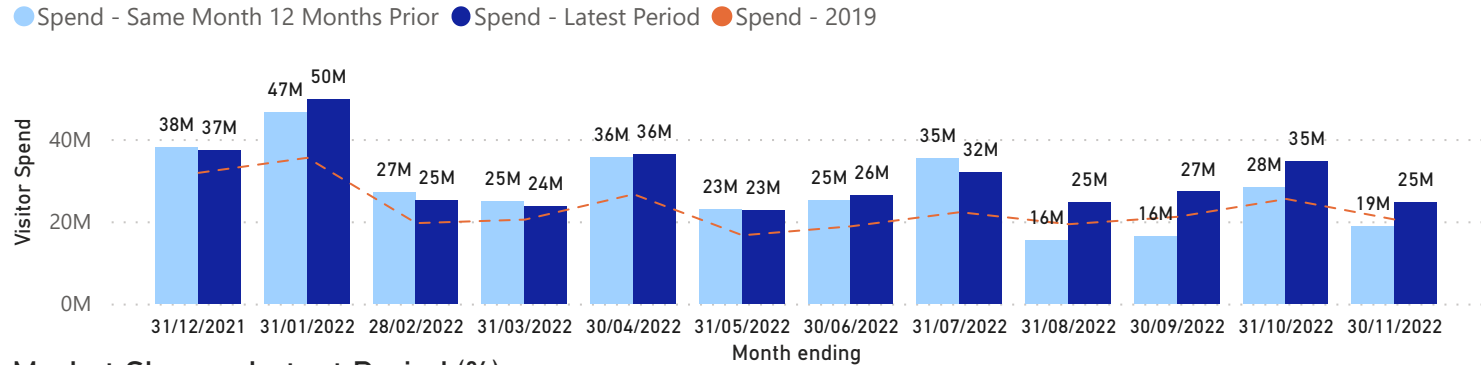


\$365.1M
Spend - Last 12 Month

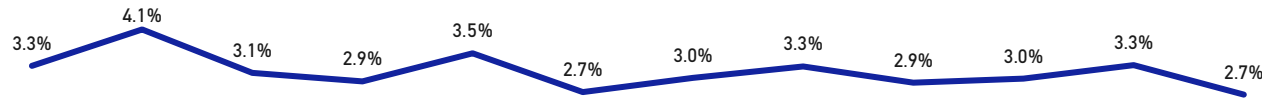
▲9%
Spend - Last 12 Months YoY

▲7.0%
National 12 Month YoY Change

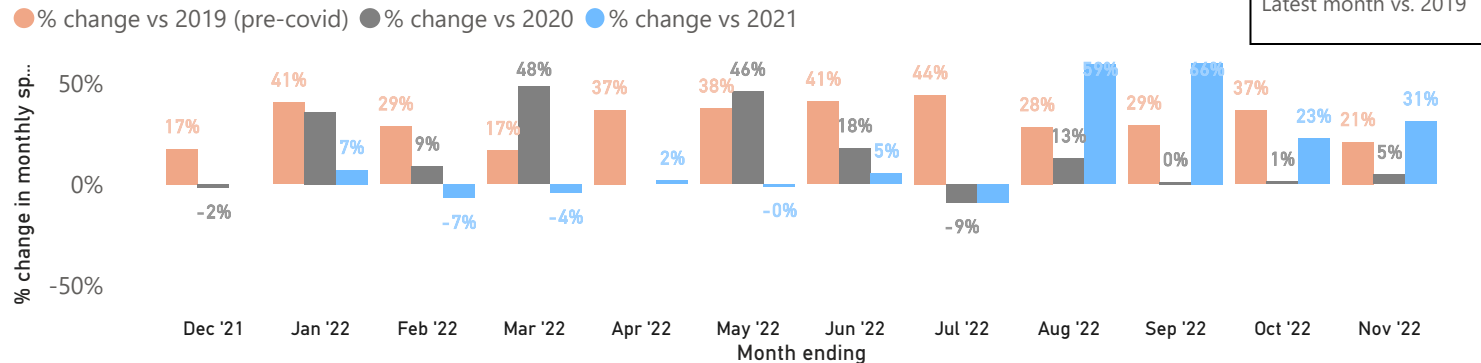
Captured Monthly Visiting Cardholder Spend (NZ \$)



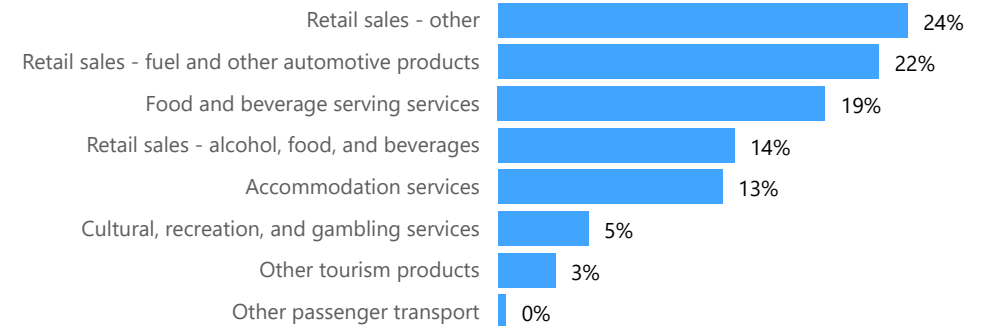
Market Share - Latest Period (%)



Change in Spend vs. the Same Month in Previous Years

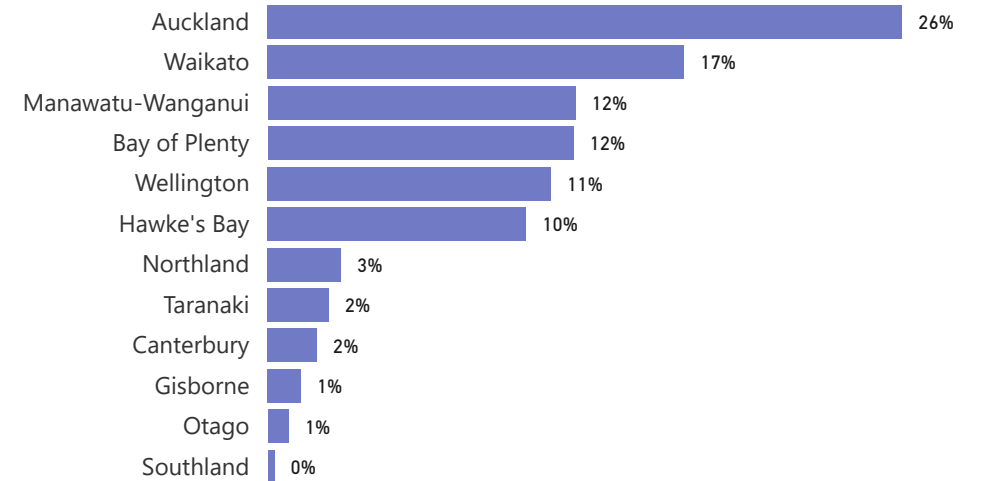


Last Month % TECT Visitor Spend by ANZSIC Product Category



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

(Scroll down to see all regions)



Note: Data represents electronic card transactions made in region and does not account for or estimate online transactions, direct transfers and cash. Data for international and domestic spending is collected differently and the two figures should not be totalled to a 'total spend' **Definitions:** MoM (Month on Month Change) - Compares reported month to previous month | **YoY (Year on Year Change) - Compares reported month to same month of the previous year



Select RTO
Taupo

\$6.1M
Spend - Latest Month

2.0%
Latest month market share

14
Rank spend by RTO

▲43.5%
Spend - MoM Change

▲1170.7%
Spend - YoY Change

▲33.3%
National Spend - MoM Change

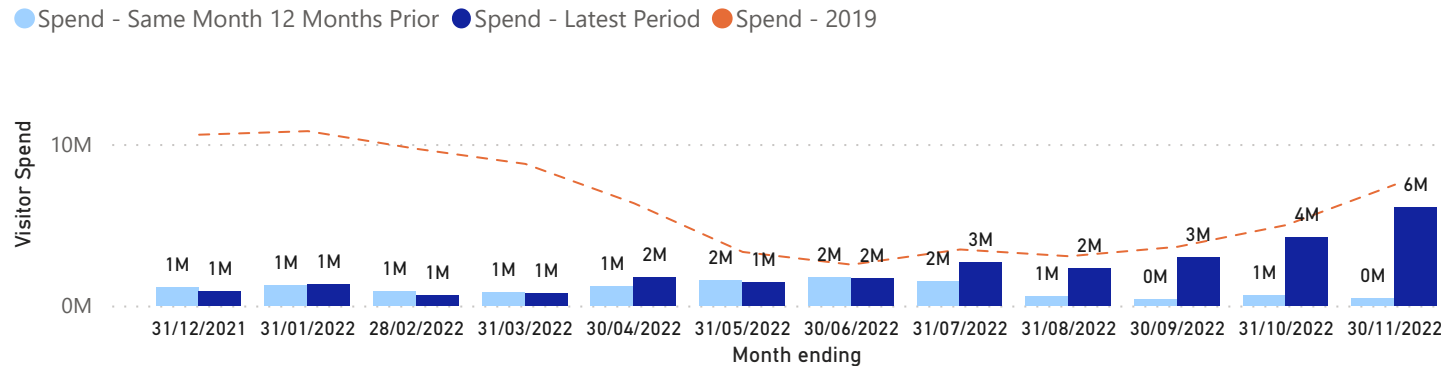
▲521.0%
National Spend - YoY Change

\$26.9M
Spend - Last 12 Month

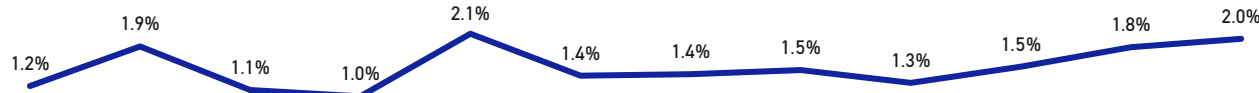
▲117%
Spend - Last 12 Months YoY

▲118.0%
National 12 Month YoY Change

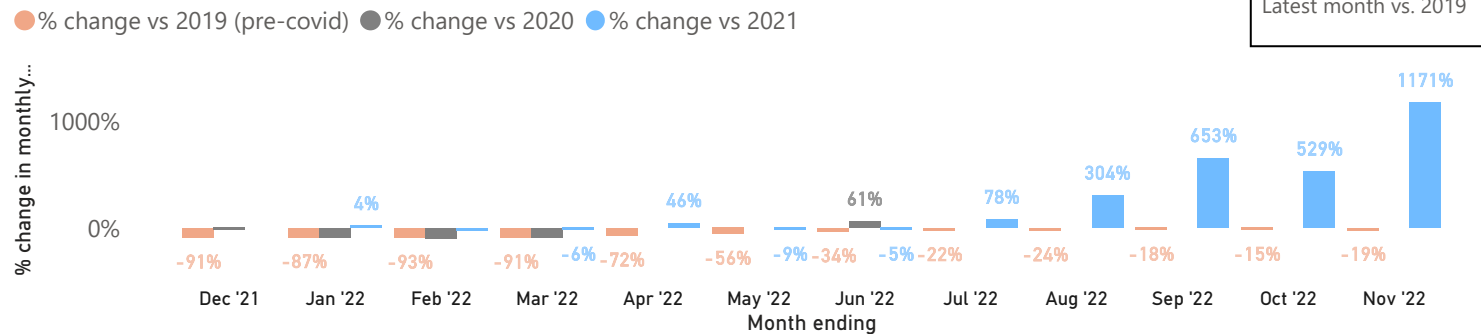
Captured Monthly Visiting Cardholder Spend (NZ \$)



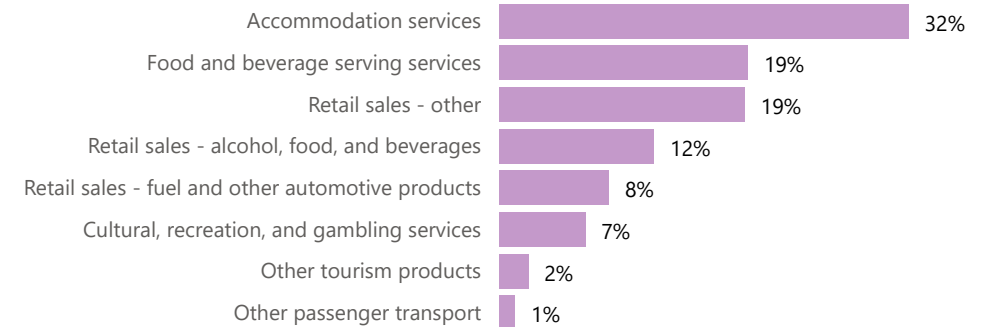
Market Share - Latest Period (%)



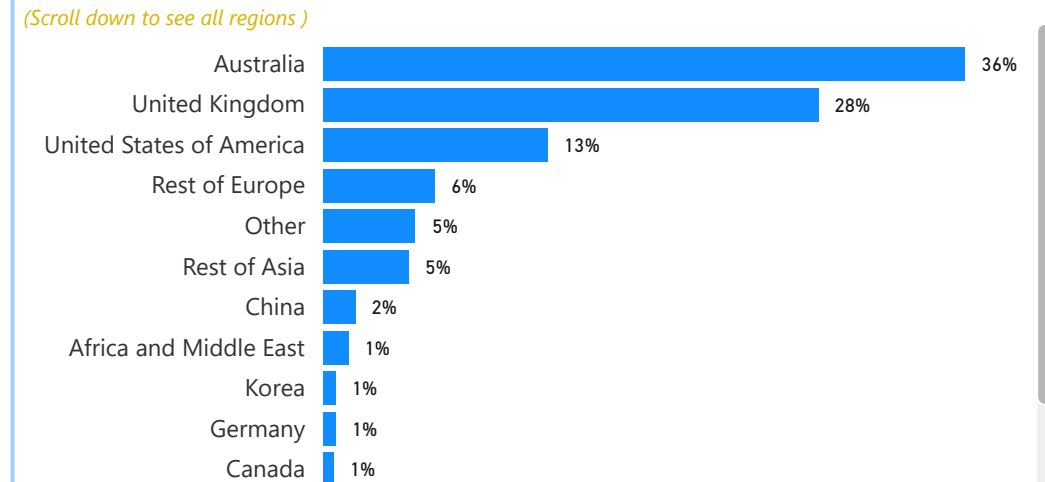
Change in Spend vs. the Same Month in Previous Years



Last Month % TECT Visitor Spend by ANZSIC Product Category



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



Note: Data represents electronic card transactions made in region and does not account for or estimate online transactions, direct transfers and cash. Data for international and domestic spending is collected differently and the two figures should not be totalled to a 'total spend'. International spend also include those living and working within New Zealand using cards issued by overseas banks and would also capture repatriating kiwis still using their overseas cards.

Definitions: MoM (Month on Month Change) - Compares reported month to previous month | **YoY (Year on Year Change) - Compares reported month to same month of the previous year

TECT Visitor Spend - Taupo RTO - 12 Months Ending 30 Nov'22



Select RTO ▼
 Taupo ▼

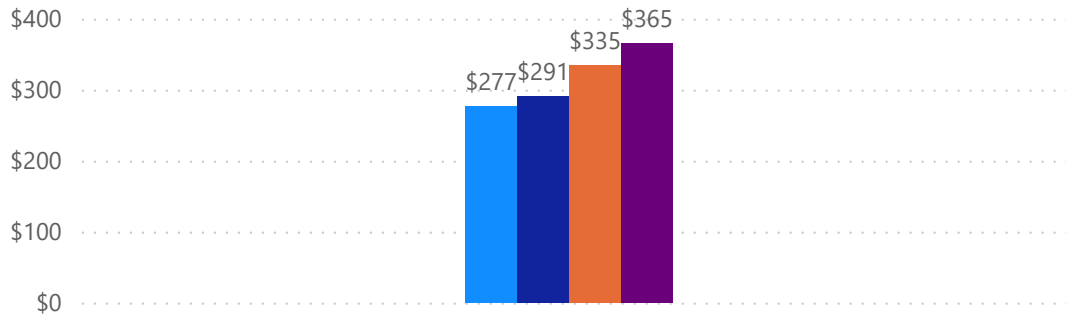
Total Domestic Spend (\$M) - YE Nov '22

\$365.1

▲ 9.1%
YoY Change

3.19%
Market Share (12 Months)
11
RTO Rank

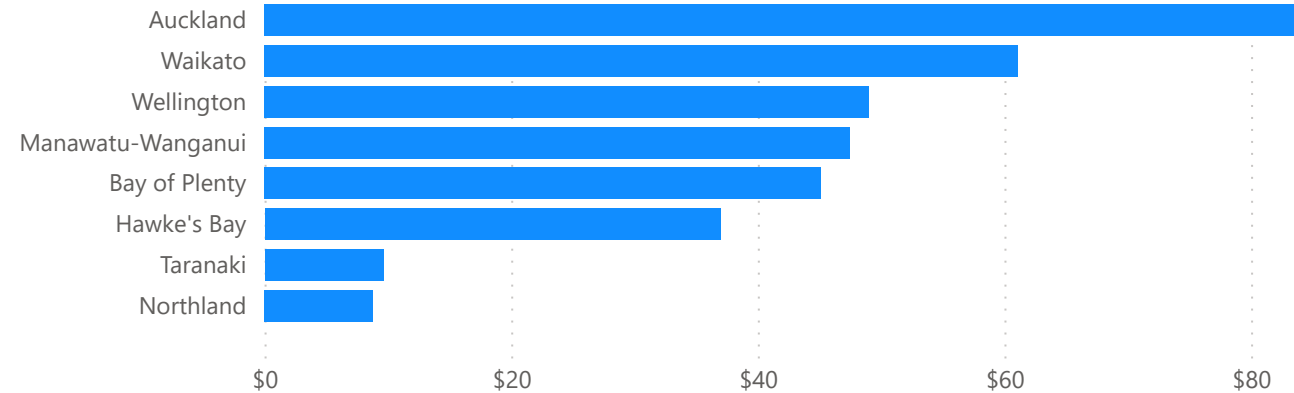
12 Months Ending Nov ● 2019 ● 2020 ● 2021 ● 2022



Domestic Visitor Spend by Region of Origin (\$M) - YE Nov '22



(Scroll down to see all regions)



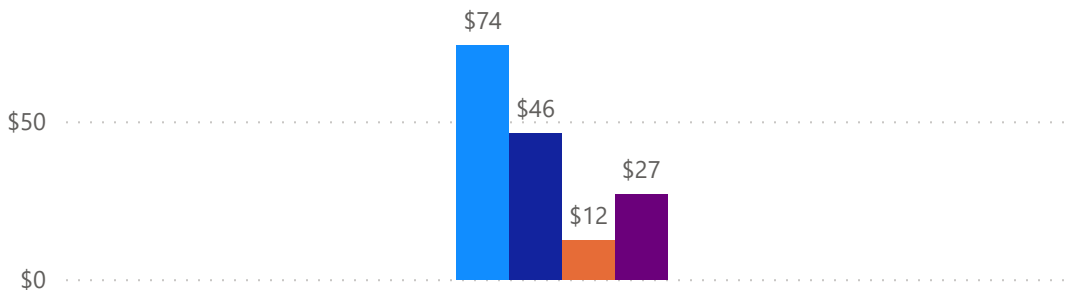
Total International Spend (\$M) - YE Nov '22

\$26.9

▲ 117.3%
YoY Change

1.65%
Market Share (12 Months)
13
RTO Rank

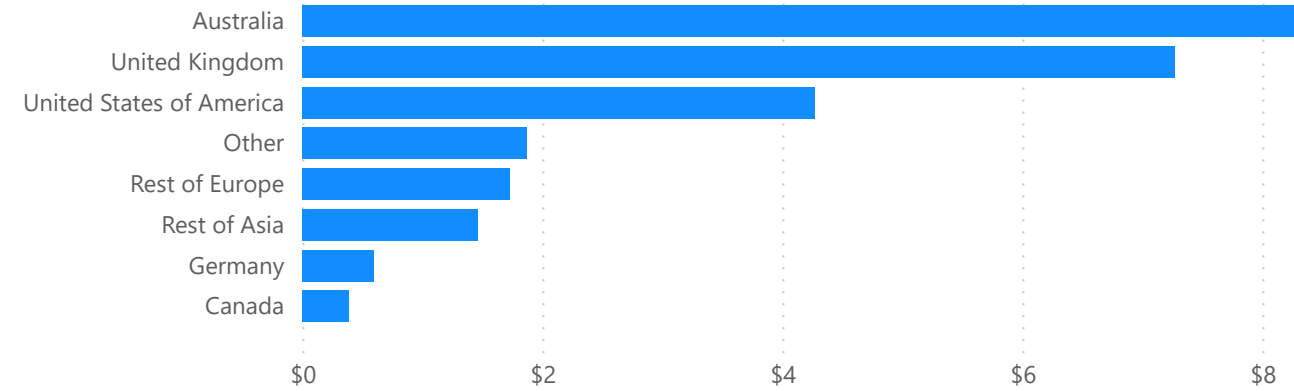
12 Months Ending Nov ● 2019 ● 2020 ● 2021 ● 2022



International Visitor Spend by Region of Origin (\$M) - YE Nov '22



(Scroll down to see all regions)



Note: Data represents electronic card transactions made in region and does not account for or estimate online transactions, direct transfers and cash. Data for international and domestic spending is collected differently and the two figures should not be totalled to a 'total spend'. International spend also include those living and working within New Zealand using cards issued by overseas banks and would also capture repatriating kiwis still using their overseas cards.

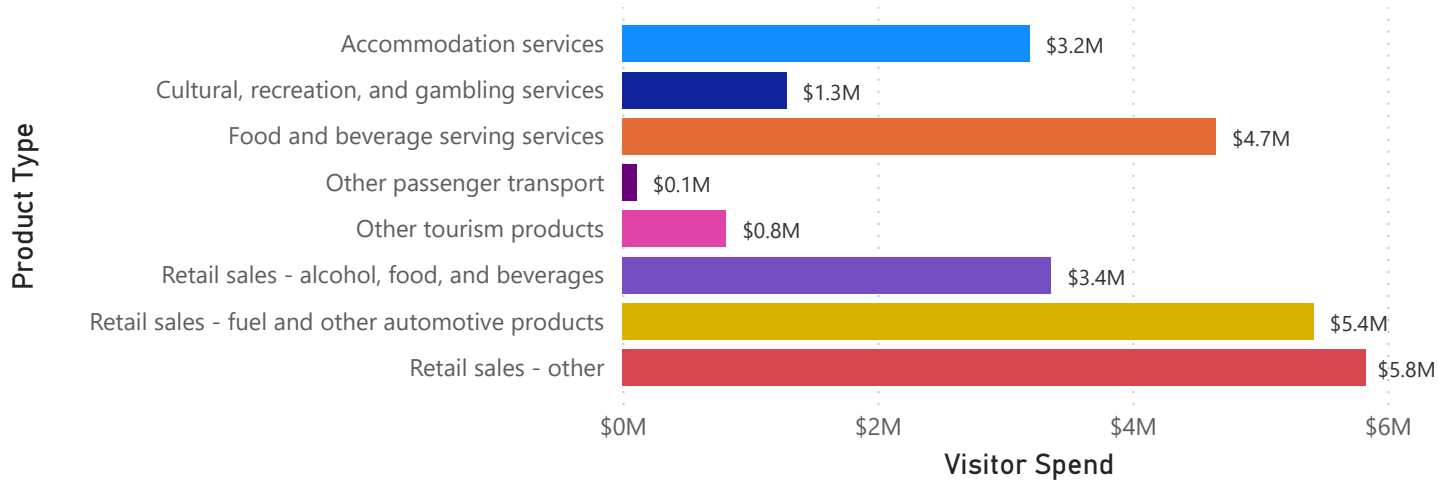
Definitions: MoM (Month on Month Change) - Compares reported month to previous month | YoY (Year on Year Change) - Compares reported month to same month of the previous year | YE (Year Ending) - Sum of the 12 months up to

TECT Domestic Visitor Spend By Product - Taupo - Month Ending 30 Nov'22



Select RTO ▼
 Taupo ▼

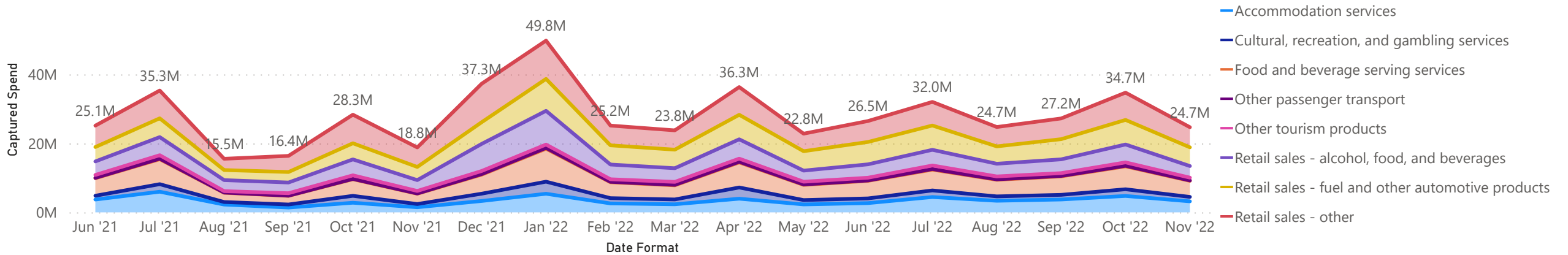
Visitor Spend By ANZSIC Product Category (NZ\$) - Nov'22



Change in Spend vs. Previous Periods

Product	MoM	YoY	YoY 2019
Accommodation services	▼ -32.9%	▲115.5%	▲6.5%
Cultural, recreation, and gambling services	▼ -33.6%	▲37.5%	▲16.3%
Food and beverage serving services	▼ -29.9%	▲56.0%	▲22.1%
Other passenger transport	▼ -32.6%	▲64.5%	▼ -39.8%
Other tourism products	▼ -17.1%	▲10.9%	▲31.9%
Retail sales - alcohol, food, and beverages	▼ -35.2%	▲7.0%	▲5.6%
Retail sales - fuel and other automotive products	▼ -23.8%	▲42.1%	▲50.5%
Retail sales - other	▼ -26.3%	▲3.1%	▲18.9%
Total	▼ -28.9%	▲ 31.1%	▲ 20.9%

Visitor Spend by ANZSIC Product Category (NZ\$)



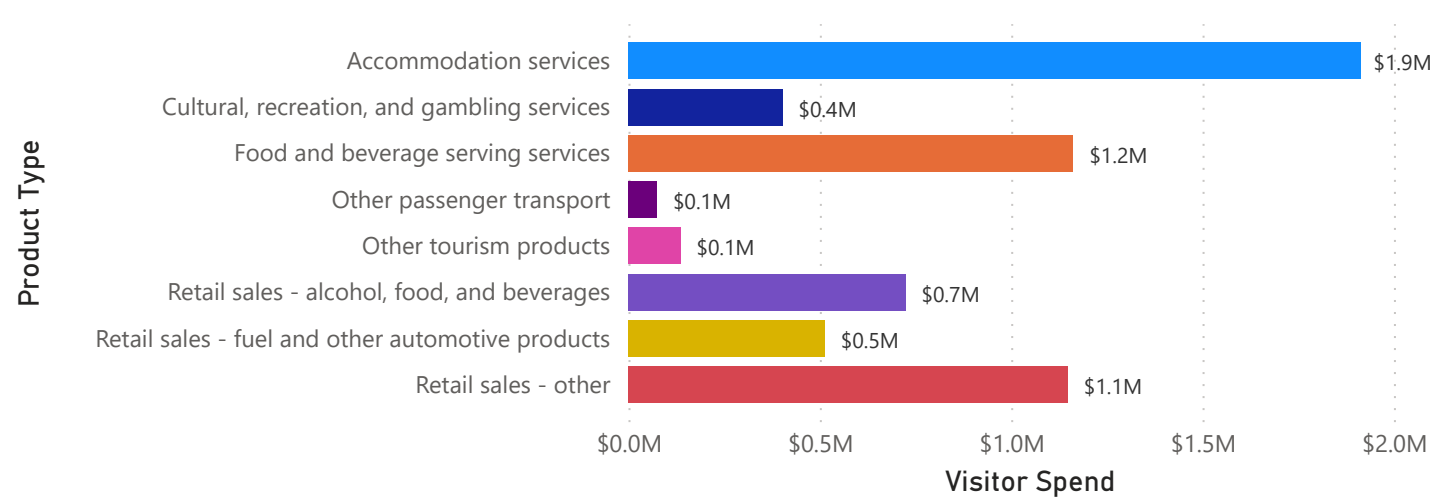
Note: Data represents electronic card transactions made in region and does not account for or estimate online transactions, direct transfers and cash. Data for international and domestic spending is collected differently and the two figures should not be totalled to a 'total spend' **Definitions:** MoM (Month on Month Change) - Compares reported month to previous month | **YoY (Year on Year Change) - Compares reported month to same month of the previous year

TECT International Visitor Spend By Product - Taupo - Month Ending 30 Nov'22



Select RTO ▼
 Taupo ▼

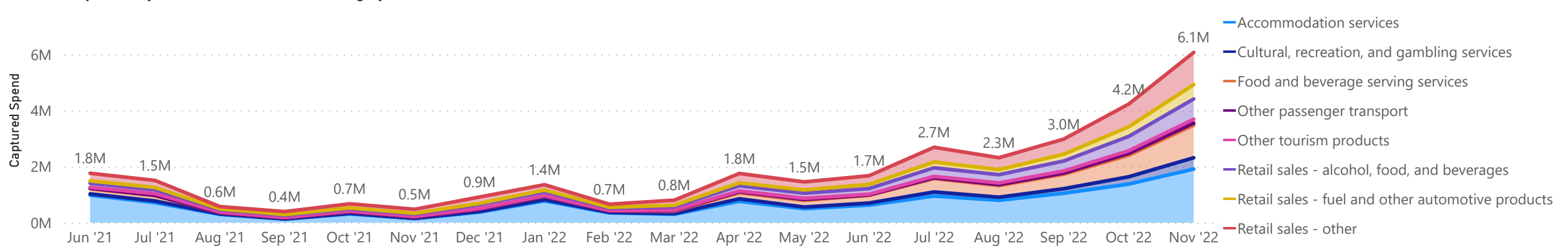
Visitor Spend By ANZSIC Product Category (NZ\$) - Nov'22



Change in Spend vs. Previous Periods

Product	MoM	YoY	YoY 2019
Accommodation services	▲39.0%	▲1221.5%	▼-28.5%
Cultural, recreation, and gambling services	▲54.1%	▲3644.4%	▼-48.5%
Food and beverage serving services	▲51.1%	▲2629.6%	▲5.2%
Other passenger transport	▲13.1%	▲3591.4%	▼-70.4%
Other tourism products	▲47.2%	▲483.3%	▲3.9%
Retail sales - alcohol, food, and beverages	▲41.1%	▲806.0%	▼-10.4%
Retail sales - fuel and other automotive products	▲49.7%	▲1503.2%	▼-18.9%
Retail sales - other	▲41.5%	▲704.7%	▲4.5%
Total	▲43.5%	▲1170.7%	▼-18.8%

Visitor Spend by ANZSIC Product Category (NZ\$)



Note: Data represents electronic card transactions made in region and does not account for or estimate online transactions, direct transfers and cash. Data for international and domestic spending is collected differently and the two figures should not be totalled to a 'total spend'. International spend also include those living and working within New Zealand using cards issued by overseas banks and would also capture repatriating kiwis still using their overseas cards.

Definitions: MoM (Month on Month Change) - Compares reported month to previous month | **YoY (Year on Year Change) - Compares reported month to same month of the previous year

TECT Historic Visitor Spend By Product in Taupo RTO Area



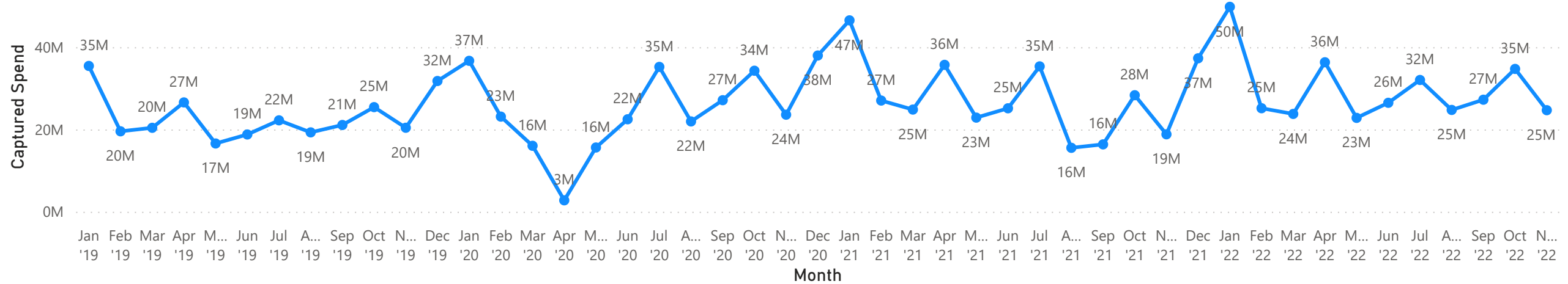
Select RTO
Taupo

31/01/2019 30/11/2022

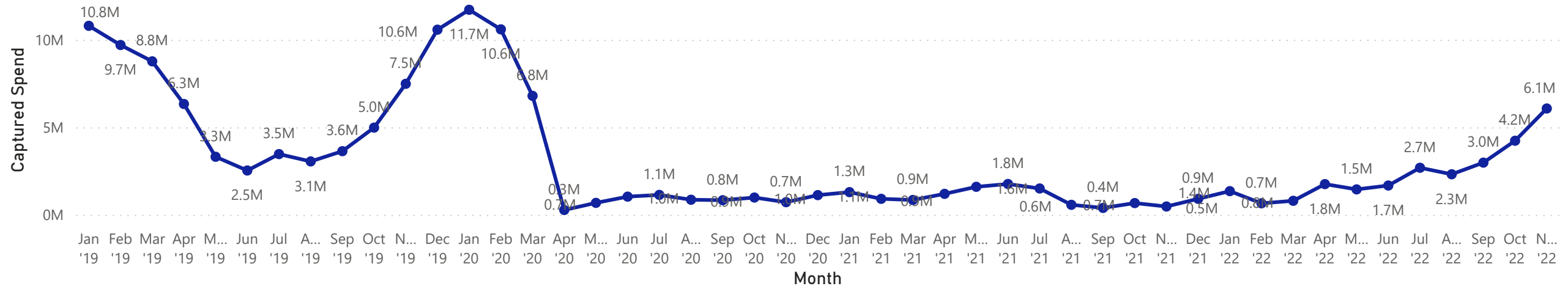
Drag slider to focus date range



Domestic Visiting Cardholder Spend (NZ\$)



International Visiting Cardholder Spend (NZ\$)



Note: Data represents electronic card transactions made in region and does not account for or estimate online transactions, direct transfers and cash. Data for international and domestic spending is collected differently and the two figures should not be totalled to a 'total spend'. International spend also include those living and working within New Zealand using cards issued by overseas banks and would also capture repatriating kiwis still using their overseas cards.

TECT International Visitor Spend by Country/Region of Origin

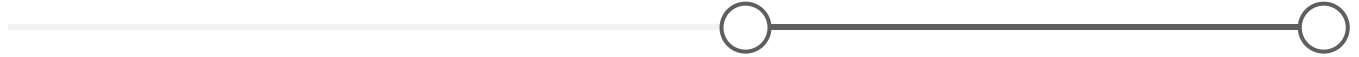


Select RTO
Taupo

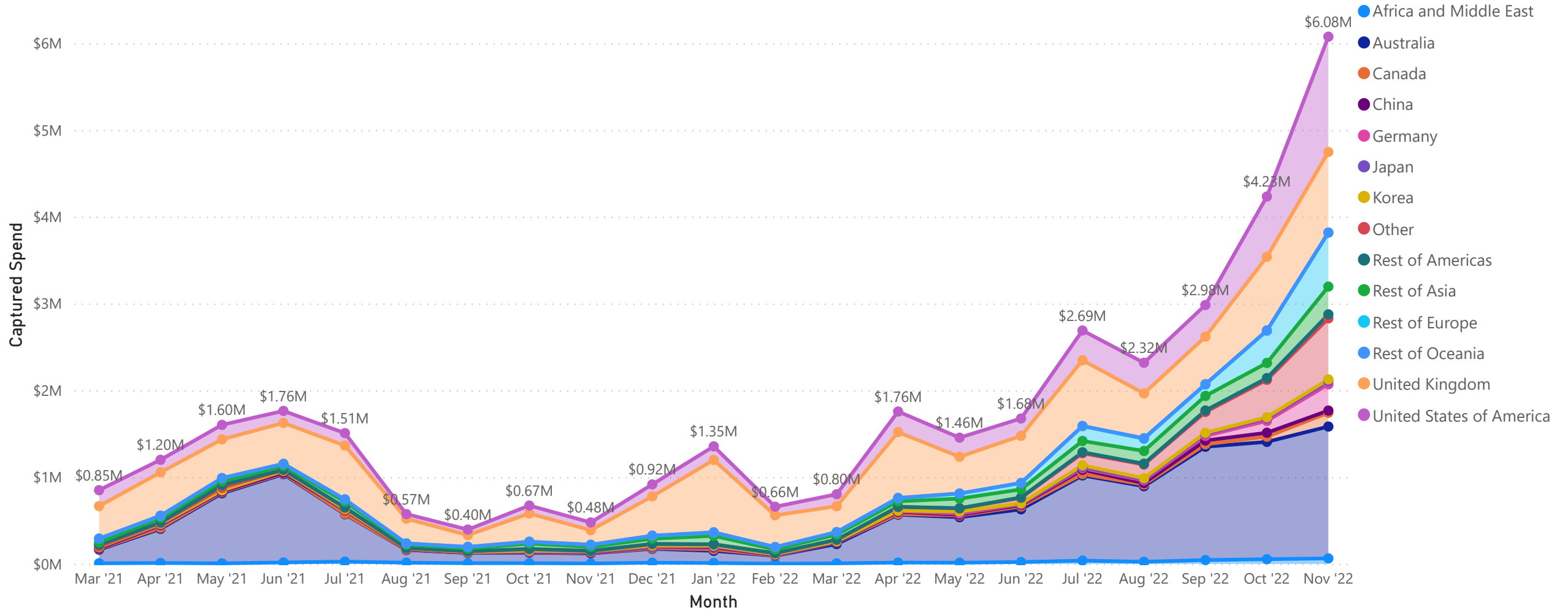
Select Visitor Origin
All

22/03/2021 30/11/2022

Drag slider to focus date range



International Visiting Cardholder Spend (NZ\$ M)



Note: Data represents electronic card transactions made in region and does not account for or estimate online transactions, direct transfers and cash. International spend also include those living and working within New Zealand using cards issued by overseas banks and would also capture repatriating kiwis still using their overseas cards.



Select RTO
Taupo

\$24.7M
Spend - Latest Month


▼ -28.9% MoM
▲ 31.1% YoY

2.7% Share
12 RTO Rank

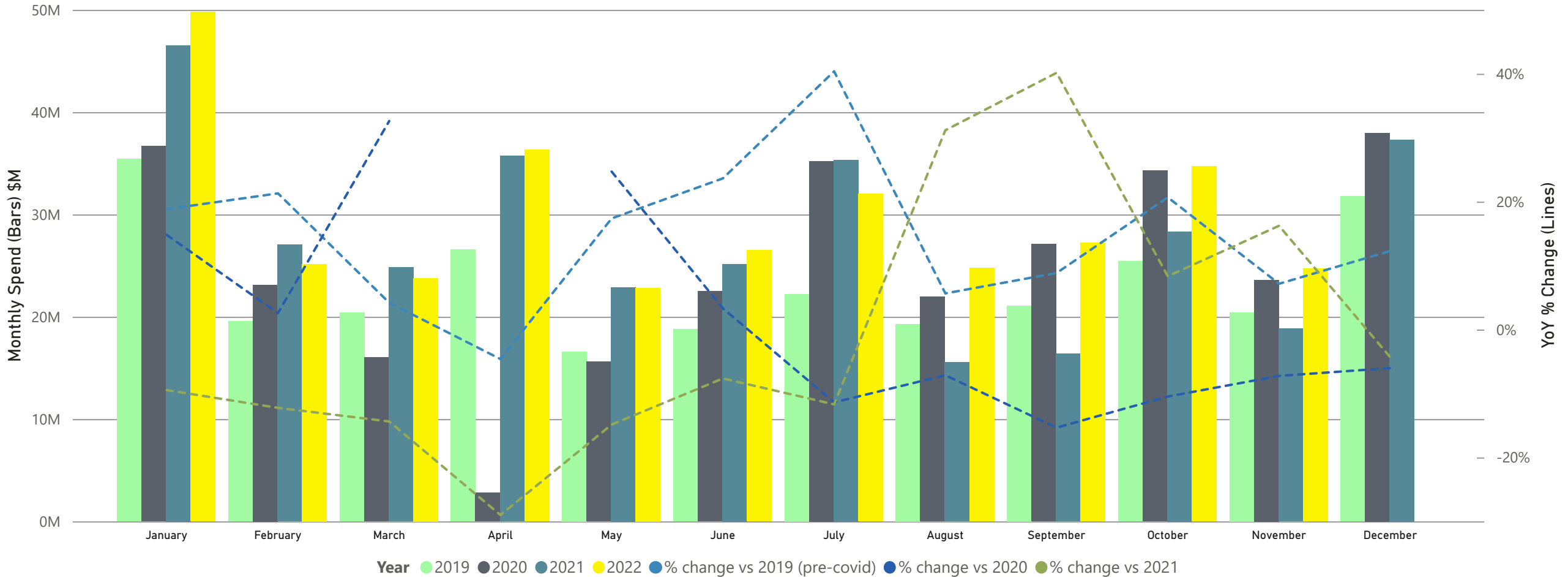
▼ -11.8% National MoM
▲ 26.0% National YoY

\$365.1M
Spend - Last 12 Month

▲ 9% YoY
▲ 7.0% National YoY



Monthly Visitor Spend (Bars) and YoY Change (Lines)



Note: Data represents electronic card transactions made in region and does not account for or estimate online transactions, direct transfers and cash. Data for international and domestic spending is collected differently and the two figures should not be totalled to a 'total spend' **Definitions:** MoM (Month on Month Change) - Compares reported month to previous month | **YoY (Year on Year Change) - Compares reported month to same month of the previous year

ADP RTO Summary - Taupo - Month Ending 30 Nov'22



Select RTO
Taupo

Select Property Type
All

62.1K
Guest Arrivals (GA)
▼ -3.3% GA MoM Change
▲ 173.6% GA YoY Change

113.1K
Guest Nights (GN)

3.7% GN Market Share
6 GN Rank by RTO

▼ -11.3% GN MoM Change
▲ 159.4% GN YoY Change

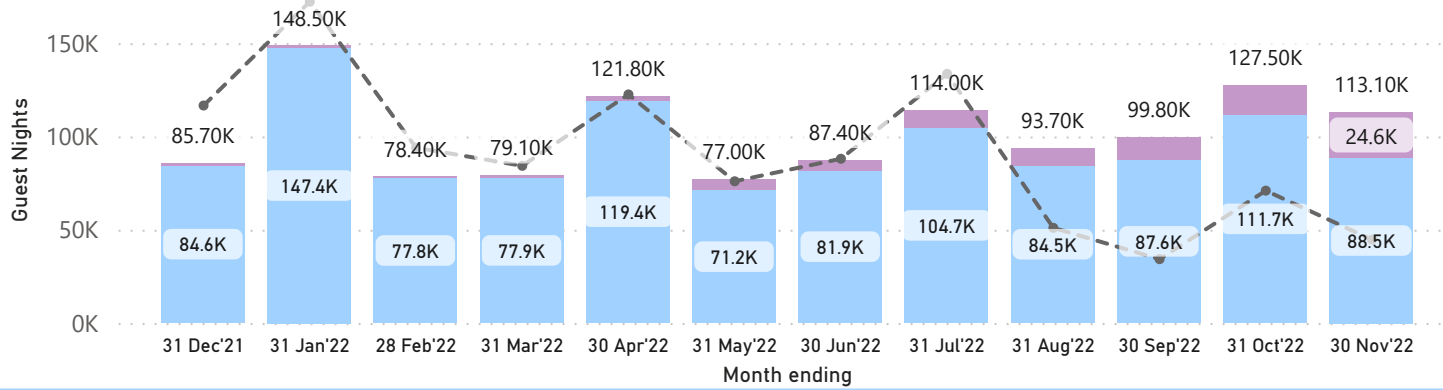
▲ 1.0% GN - National - MoM
▲ 136.6% GN - National - YoY



66.9%
Occupancy Rate (OR)
▲ 2.8% OR - MoM Change
▲ 157.3% OR - YoY Change

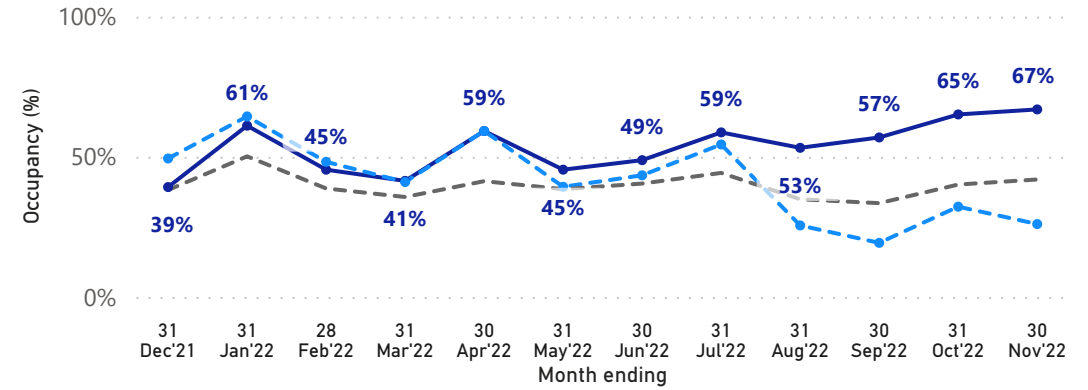
Total Guest Nights by Month

Domestic International Total Same Month Previous Year (line)



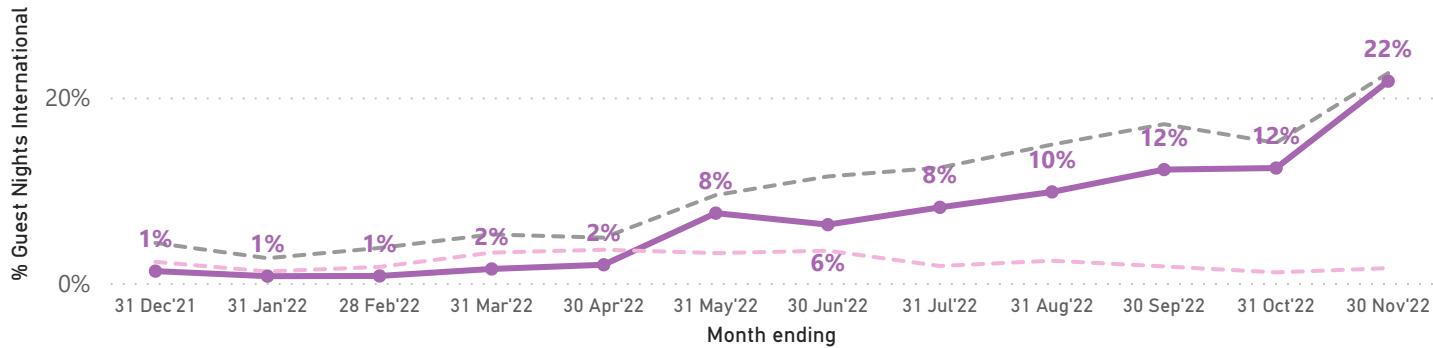
Occupancy Rate by Month

RTO Occupancy Rate (%) RTO Same Month Previous Year National Average



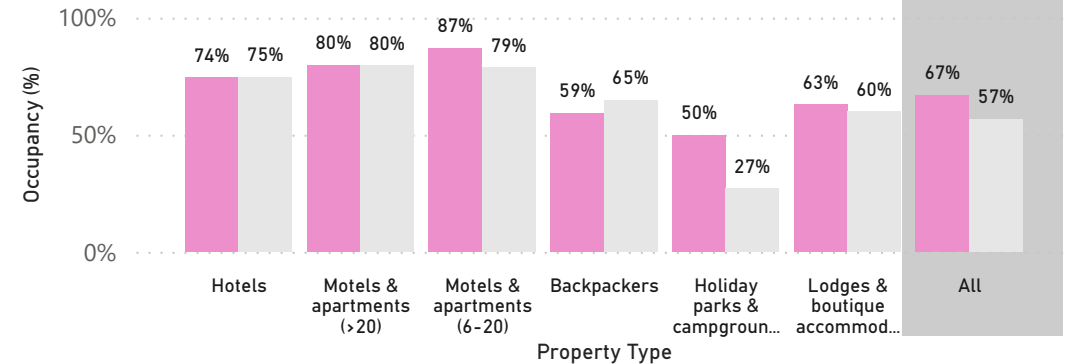
Proportion Guest Nights International

% Guest Nights International Same month previous year National Average



Monthly Average Occupancy by Property Type vs. National Average

RTO Occupancy (%) Total New Zealand (%)



** MoM (Month on Month Change) - Compares reported month to previous month | **YoY (Year on Year Change) - Compares reported month to same month last year

Guest Arrival: Unique number guests arriving | **Guest Night:** 1 Night stayed by 1 guest, so 2 guests staying 3 nights = 6 guest nights | All data points represent the sum total or average for the month period ending in the stated date



Select RTO
Taupo

Select TA
All

62.1K
Total Guest Arrivals
▼-3.3% Guest Arrivals MoM Change
▲173.6% Guest Arrivals YoY Change

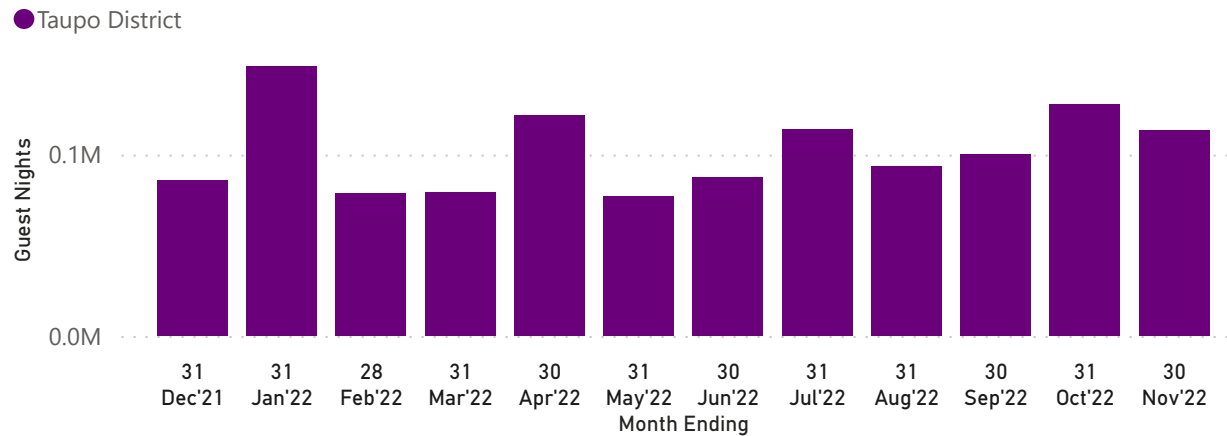
113.1K
Total Guest Nights
▼-11.3% Guest Nights MoM Change
▲159.4% Guest Nights YoY Change



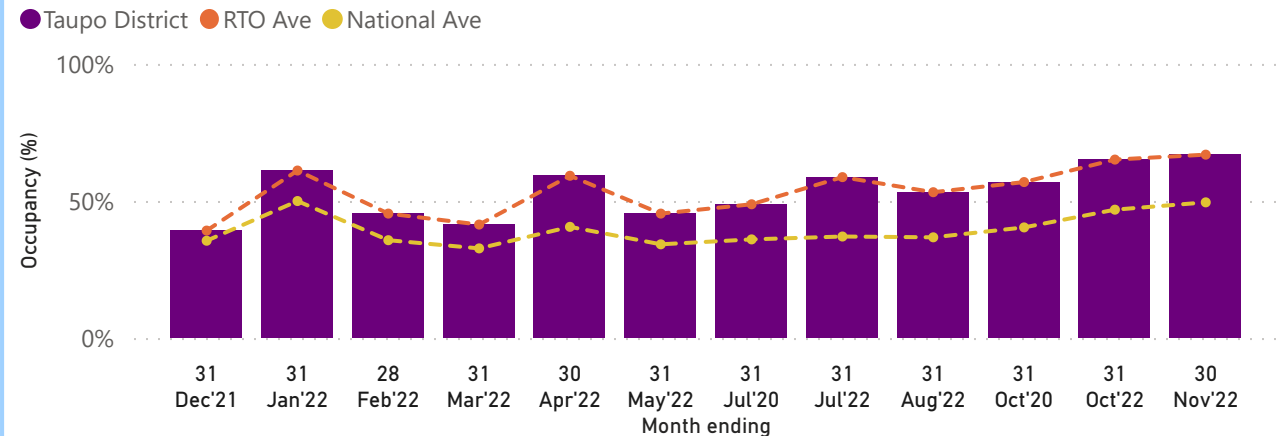
21.8%
% Guest Nights Intl.
66.9%
Occupancy

▲2.8% Occupancy MoM Change
▲157.3% Occupancy YoY Change

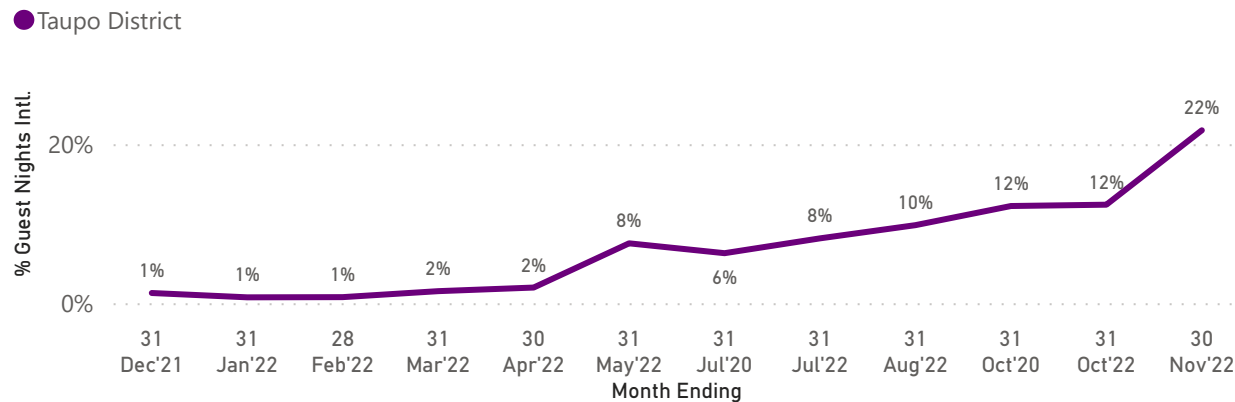
Total Guest Nights by TA



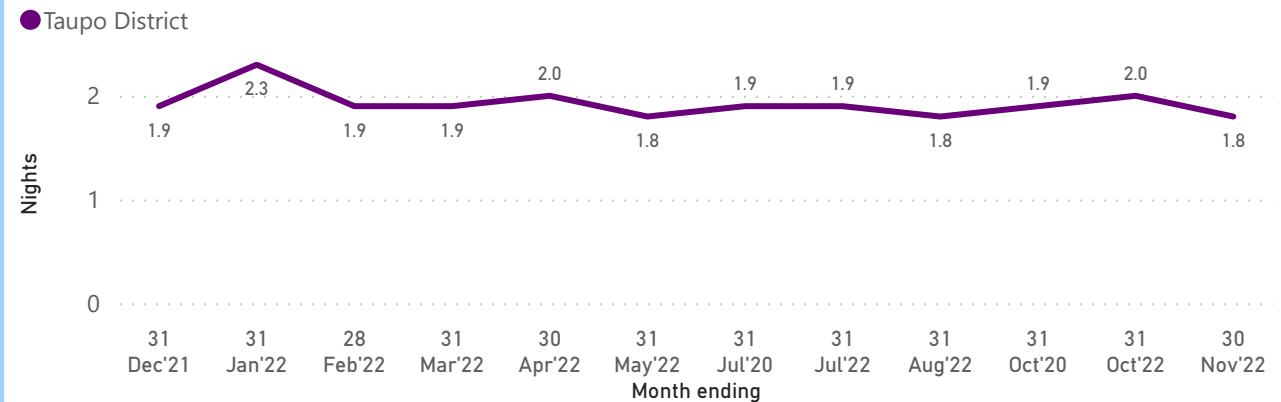
Monthly Average Occupancy Rate by TA



Proportion of Guest Nights International (%)



Average Nights Stayed per Guest



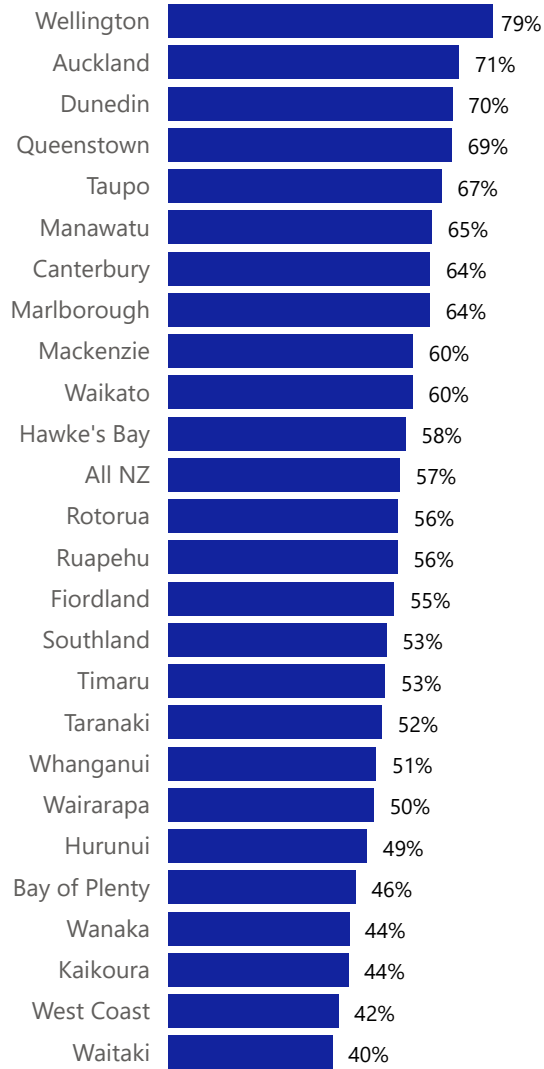
** MoM (Month on Month Change) - Compares reported month to previous month | **YoY (Year on Year Change) - Compares reported month to same month last year

Guest Arrival: Unique number guests arriving | **Guest Night:** 1 Night stayed by 1 guest, so 2 guests staying 3 nights = 6 guest nights | All data points represent the sum total or average for the month period ending in the stated date

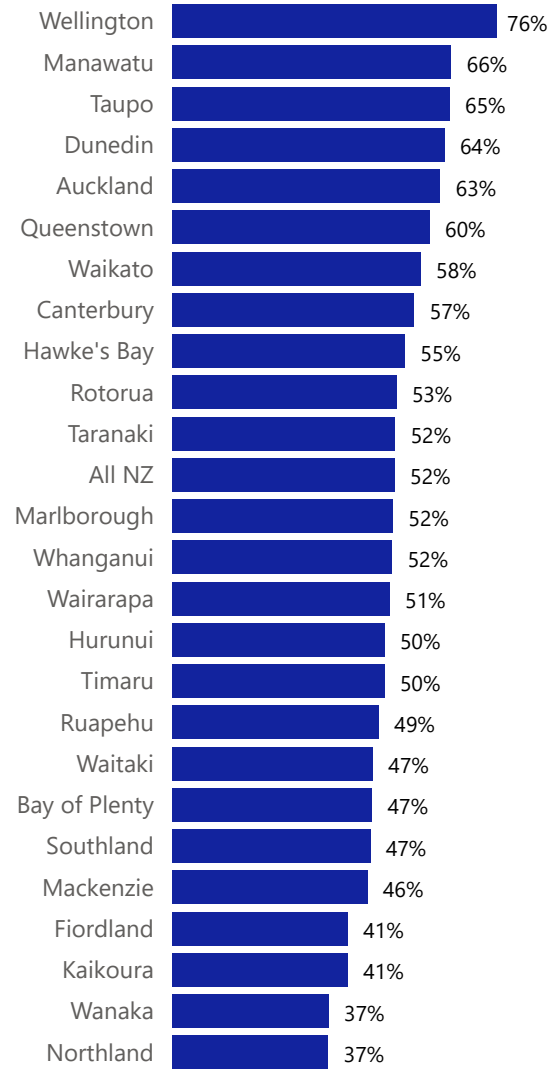
ADP Results - RTO Comparison - Month Ending 30 Nov'22



ADP Total Occupancy by RTO for the Month Ending 30 Nov'22



ADP Total Occupancy by RTO for the Month Ending 31 Oct '22

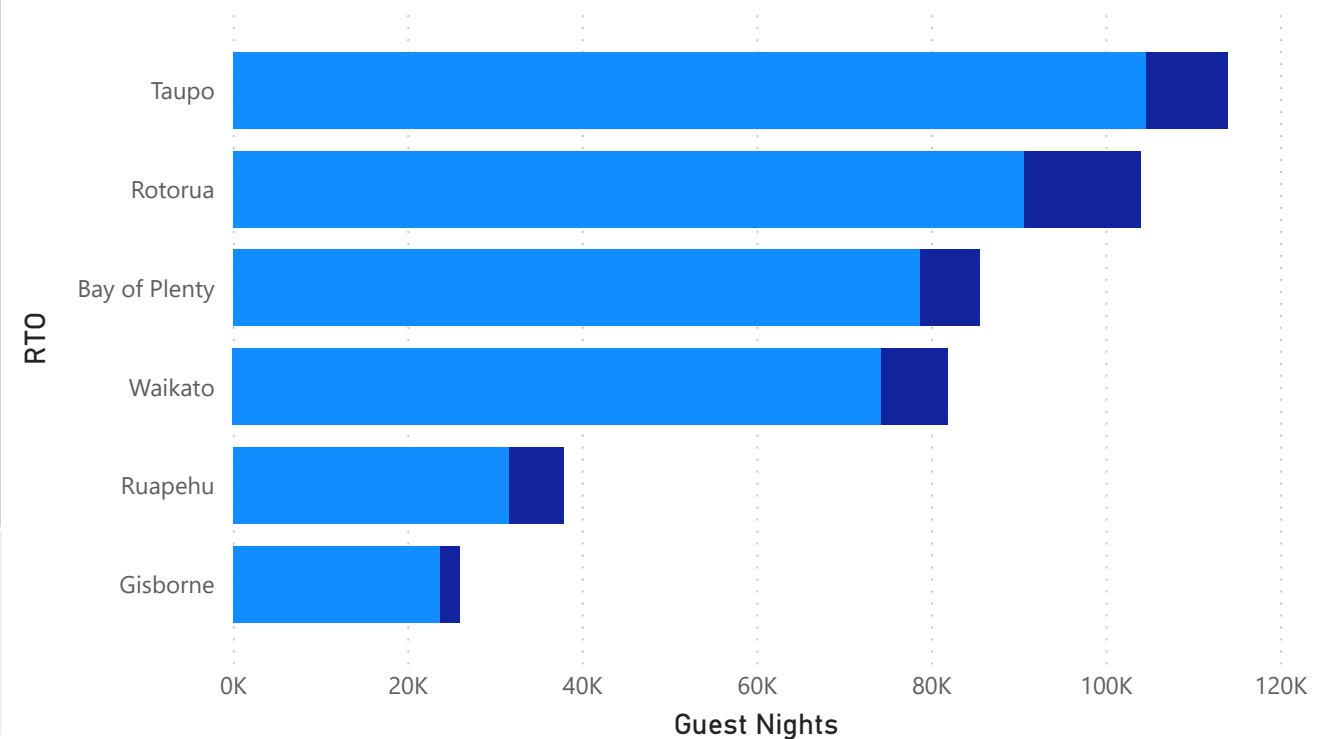


ADP Key Stats by CNI RTO for the Month Ending 30 Nov '22

Measure	Bay of Plenty	Gisborne	Rotorua	Ruapehu	Taupo	Waikato
Average nights stayed per guest	2.40	2.10	2.10	2.10	1.90	1.80
Guest arrivals	35,800.00	12,500.00	48,600.00	17,800.00	59,900.00	44,400.00
Occupancy rate	0.35	0.25	0.42	0.42	0.59	0.51
Proportion of international guests	0.08	0.08	0.13	0.17	0.08	0.09
Total guest nights	85,600.00	26,000.00	104,100.00	38,000.00	113,900.00	81,800.00

ADP Guest Nights by CNI RTO for the Month Ending 30 Nov '22

Measure ● Domestic guest nights ● International guest nights



Note: Data represents electronic card transactions made in region and does not account for or estimate online transactions, direct transfers and cash. Data for international and domestic spending is collected differently and the two figures should not be totalled to a 'total spend' **Definitions:** MoM (Month on Month Change) - Compares reported month to previous month | **YoY (Year on Year Change) - Compares reported month to same month of the previous year

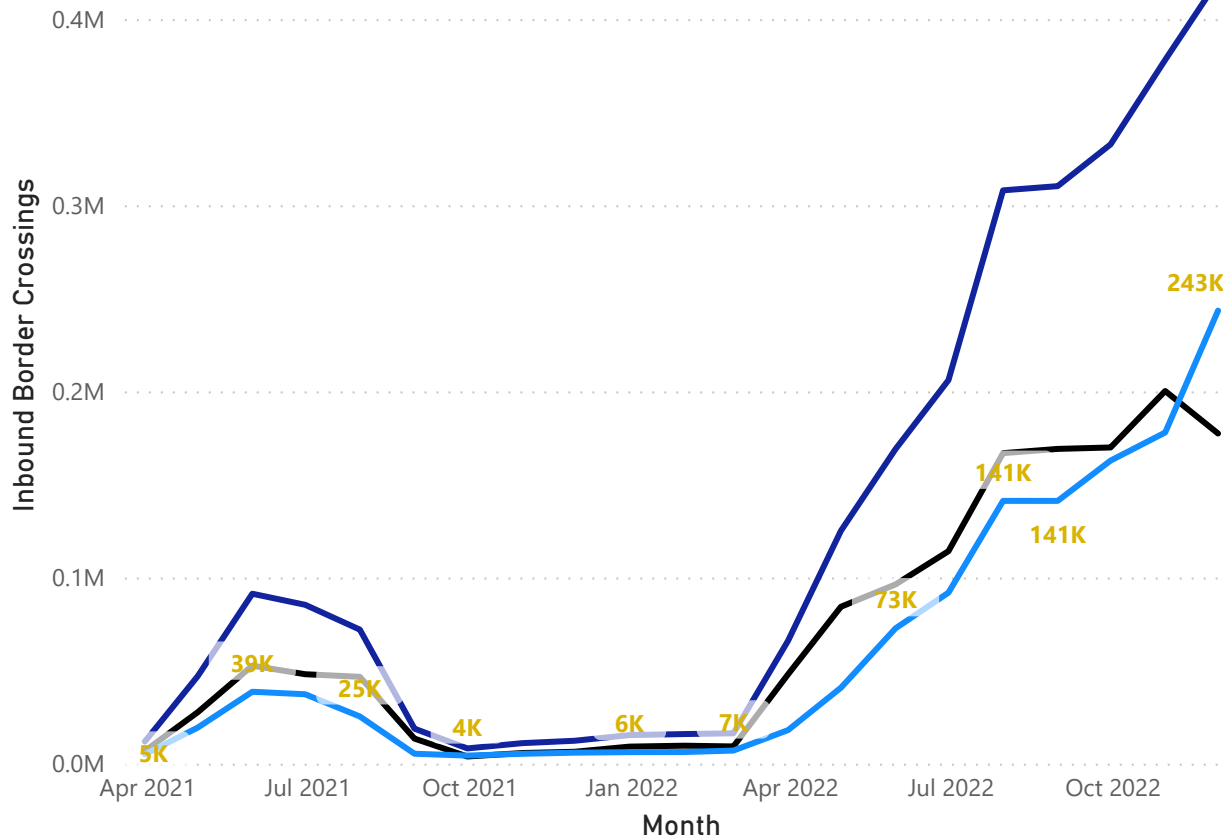


2/03/2021 30/11/2022 Drag slider to focus date range

Monthly Border Entries by Passport Type

Traveller Type ● New Zealand passport ● Other passports ● Total

Note: Data labels relate to "Other passports"



Monthly Border Entries by Port of Arrival

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

Note: Data labels are for totals

