



Select RTO
Taupo

297.3K
Total Visitor Days (Month)

2.1%
Market Share – Visitor Days
14
RTO Rank - Visitor Days

▲12.0%
Visitor Days - MoM Change
▼-16.3%
Visitor Days - YoY Change

▲14.7%
Visitor Days - National MoM
▲5.1%
Visitor Days - National YoY



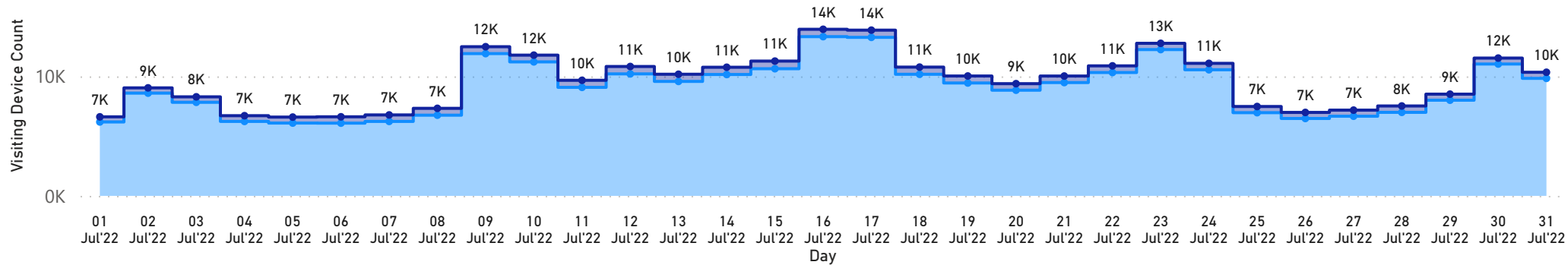
9589
Daily Average (Latest Month)

13941
Max Daily Visitor #
6594
Min Daily Visitor #

5.7%
% International

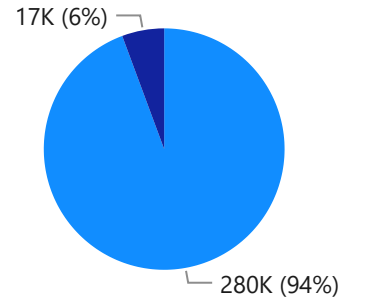
Daily Visitor Count (12 midday snapshot) - Jul'22

● Domestic ● International



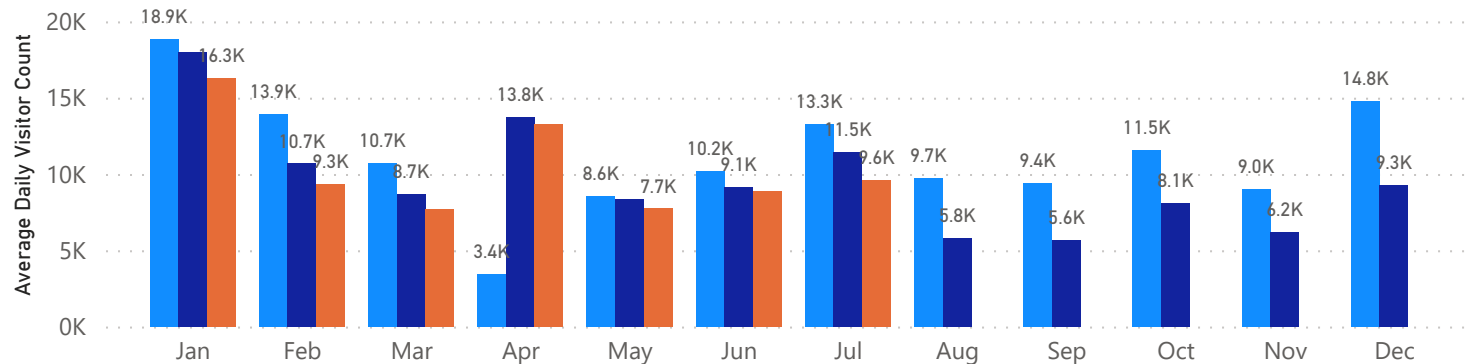
Total Visitor Days – Domestic vs. International

● Domestic ● International

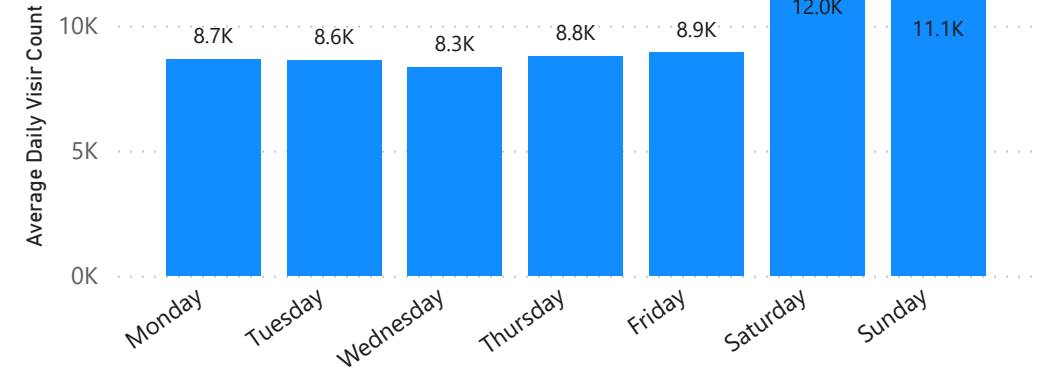


Average Daily Visitor Count by Month

Year ● 2020 ● 2021 ● 2022



Average Daily Visitor Count for Jul'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
Taupo

\$31.8M
Spend - Latest Month

3.3%
Latest month market share


9
Rank spend by RTO

▲20.2%
Spend - MoM Change

▼-9.9%
Spend - YoY Change

▲11.1%
National Spend - MoM Change

▼-7.0%
National Spend - YoY Change

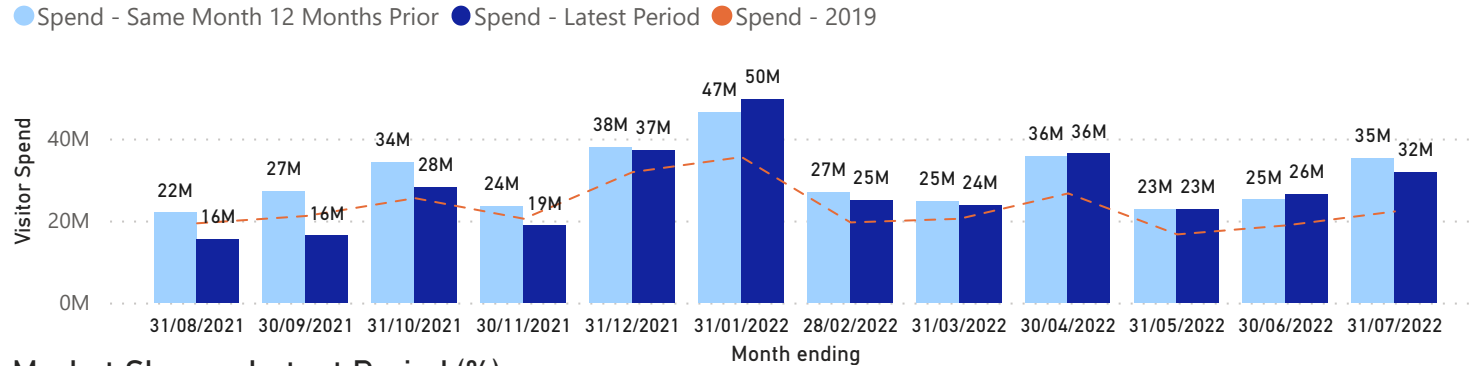


\$332.0M
Spend - Last 12 Month

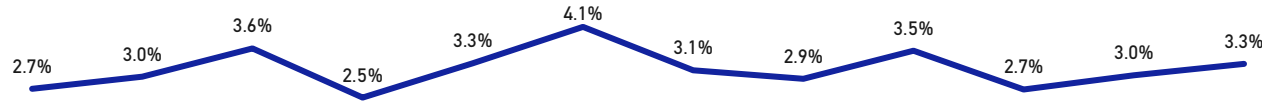
▼-8%
Spend - Last 12 Months YoY

▼-10.0%
National 12 Month YoY Change

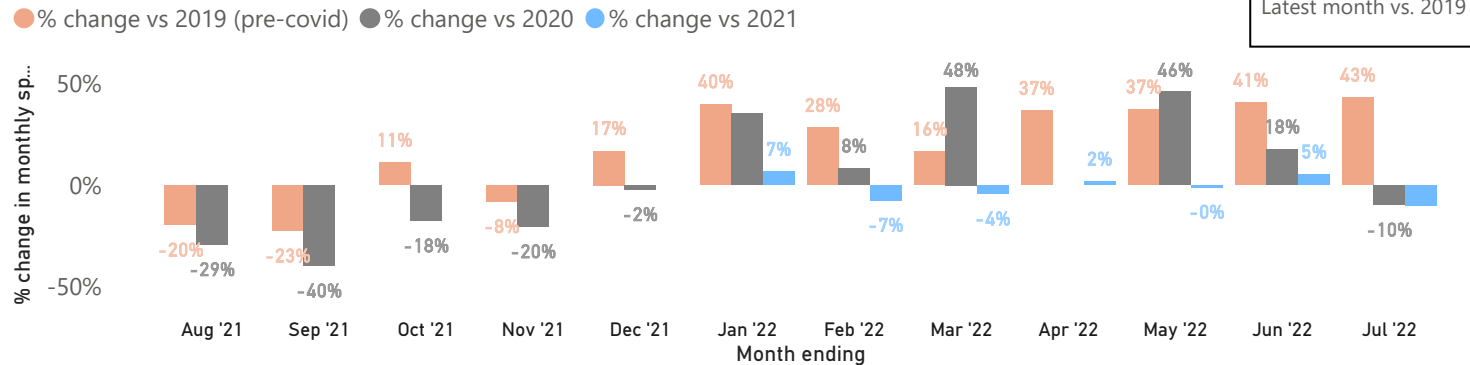
Captured Monthly Visiting Cardholder Spend (NZ \$)



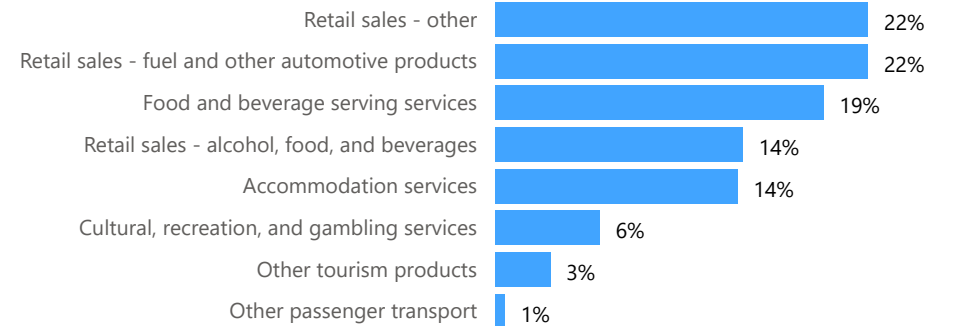
Market Share - Latest Period (%)



Change in Spend vs. the Same Month in Previous Years

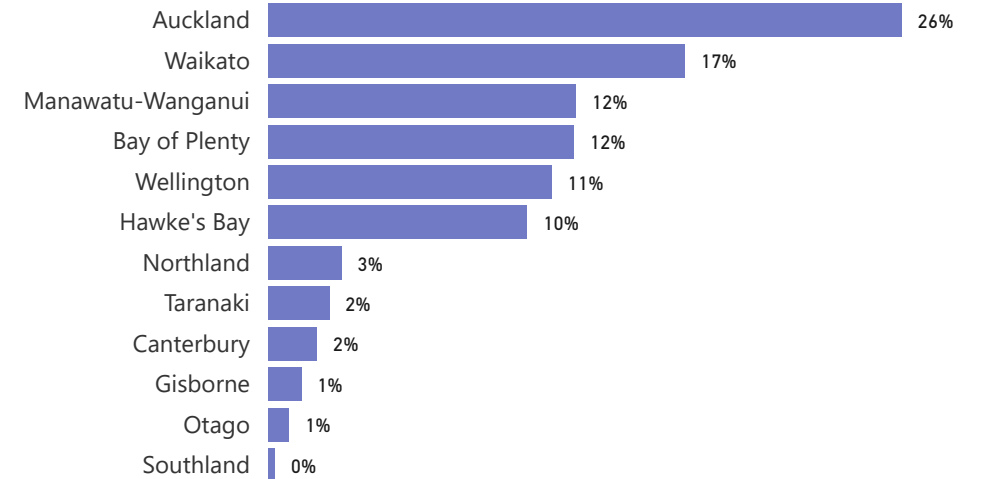


Last Month % TECT Visitor Spend by ANZSIC Product Category



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

\$2.7M
Spend - Latest Month

1.5%
Latest month market share

12
Rank spend by RTO

▲52.8%
Spend - MoM Change

▲59.9%
Spend - YoY Change

▲45.6%
National Spend - MoM Change

▲71.0%
National Spend - YoY Change

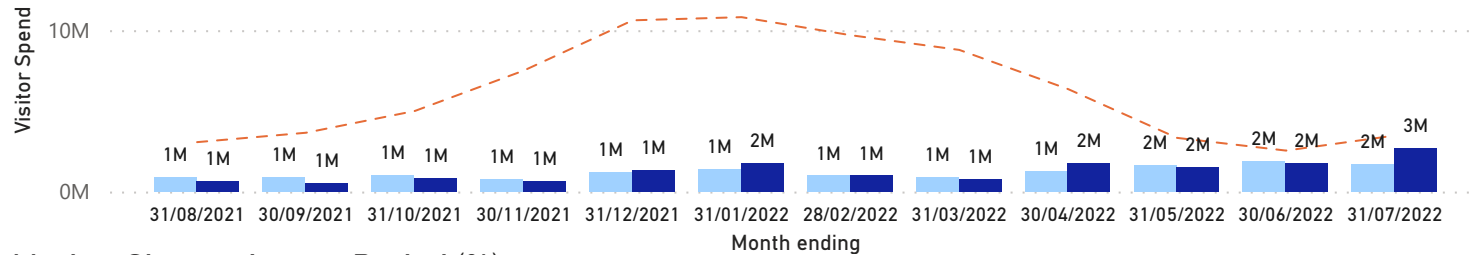
\$15.3M
Spend - Last 12 Month

▲5%
Spend - Last 12 Months YoY

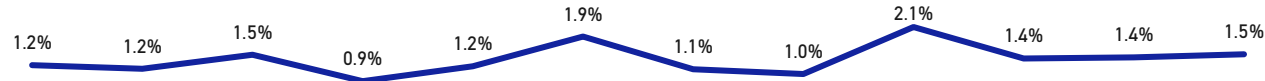
▲19.0%
National 12 Month YoY Change

Captured Monthly Visiting Cardholder Spend (NZ \$)

● Spend - Same Month 12 Months Prior ● Spend - Latest Period ● Spend - 2019

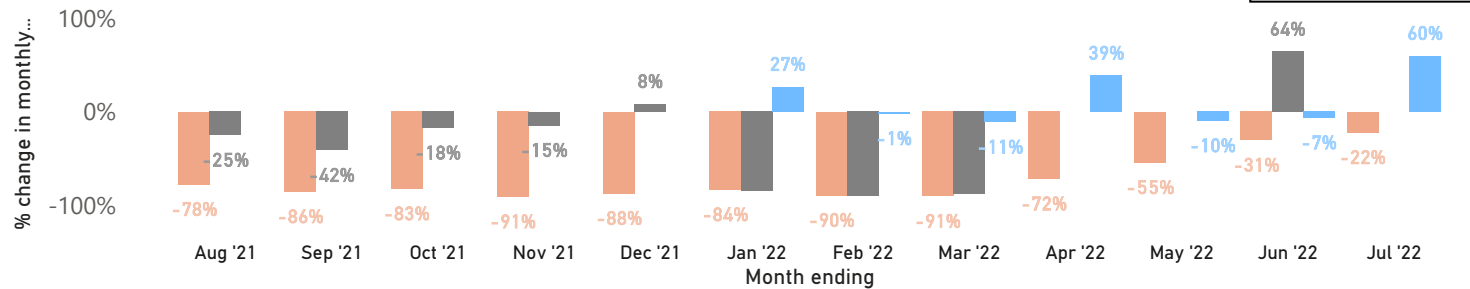


Market Share - Latest Period (%)

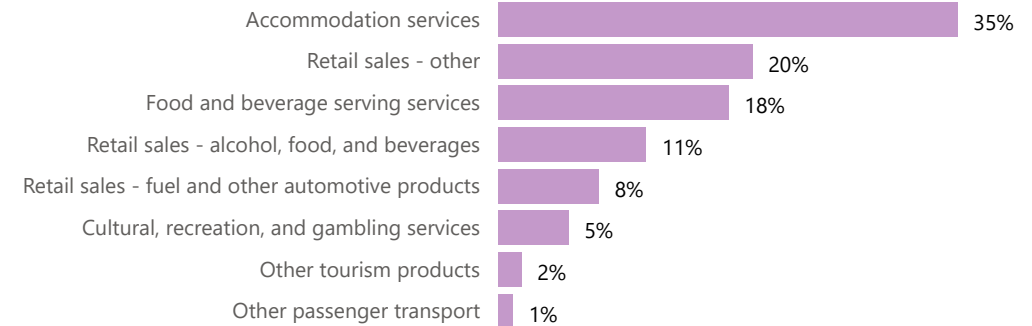


Change in Spend vs. the Same Month in Previous Years

● % change vs 2019 (pre-covid) ● % change vs 2020 ● % change vs 2021

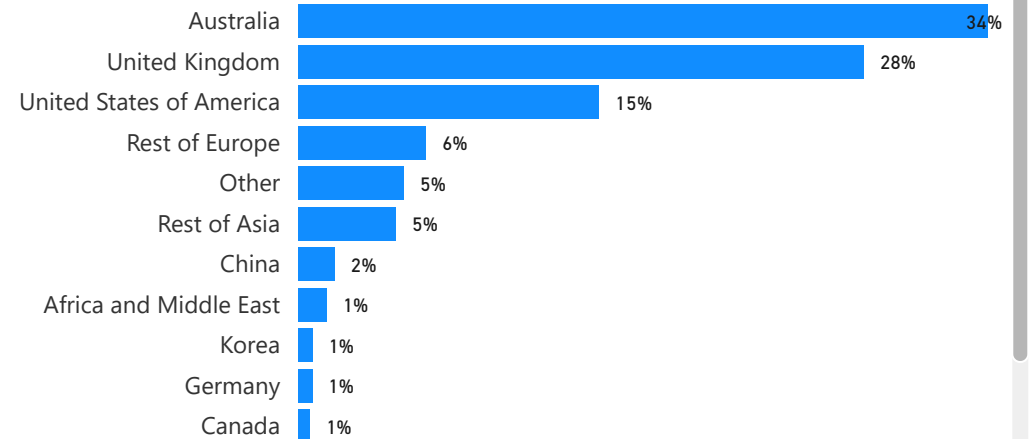


Last Month % TECT Visitor Spend by ANZSIC Product Category



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'. 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



Select RTO: Taupo | Select TA: All

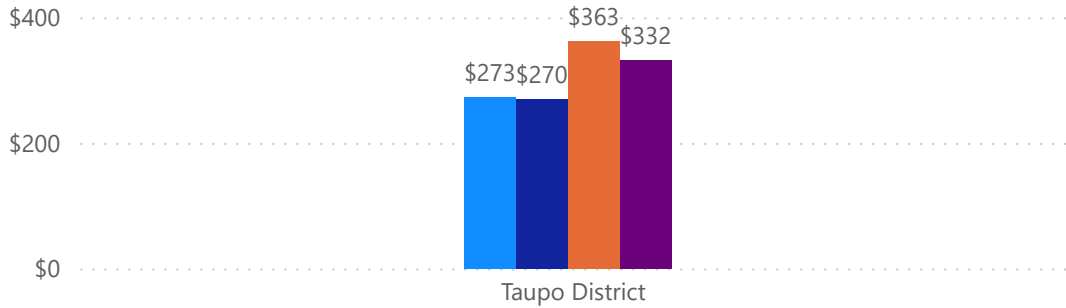
Total Domestic Spend (\$M) - YE Jul '22

\$332.0

▼ -8.4%
YoY Change

4.22%
Market Share (12 Months)
11
RTO Rank

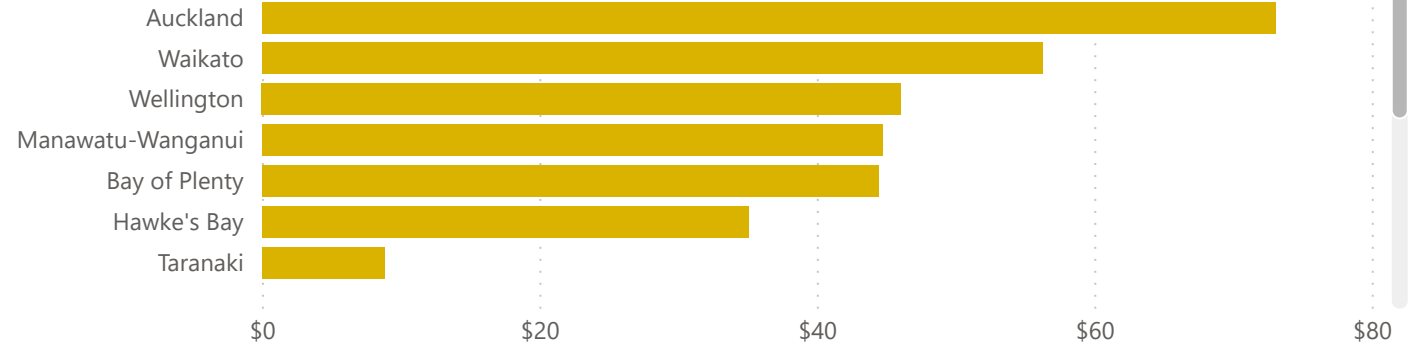
12 Months Ending July | 2019 | 2020 | 2021 | 2022



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



● Taupo District
(Scroll down to see all regions)



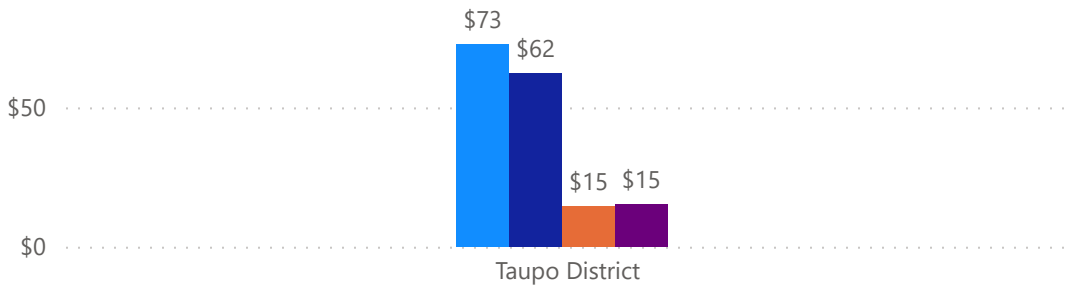
Total International Spend (\$M) - YE Jul '22

\$15.3

▲ 4.7%
YoY Change

2.30%
Market Share (12 Months)
15
RTO Rank

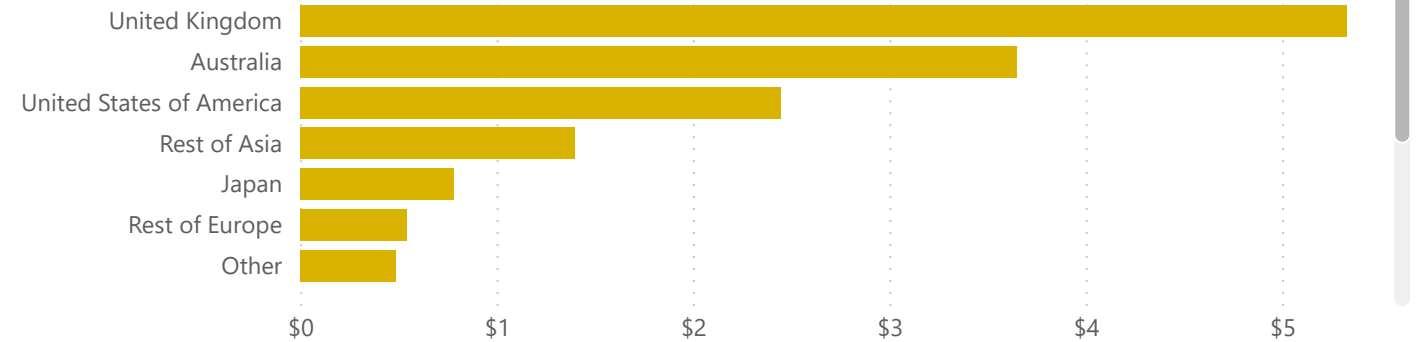
12 Months Ending July | 2019 | 2020 | 2021 | 2022



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



● Taupo District
(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.

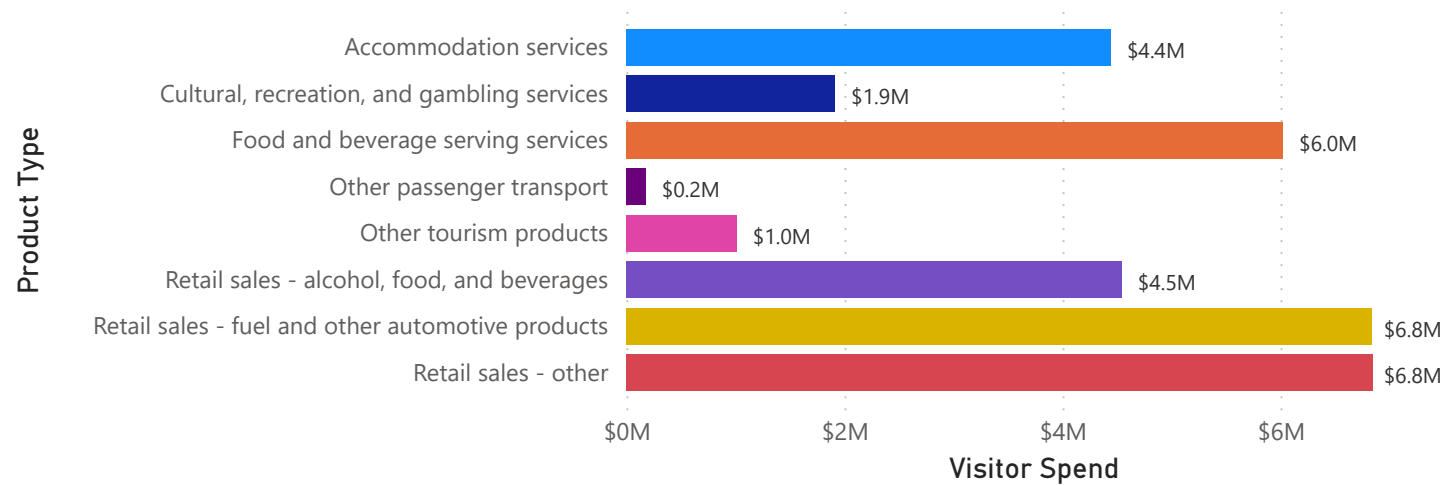
Definitions: MoM (Month on Month Change) - Compares reported month to previous month | YoY (Year on Year Change) - Compares reported month to same month of the previous year | YE (Year Ending) - Sum of the 12 months up to

TECT Domestic Visitor Spend By Product - Taupo - Month Ending 31 Jul'22



Select RTO ▼
 Taupo ▼

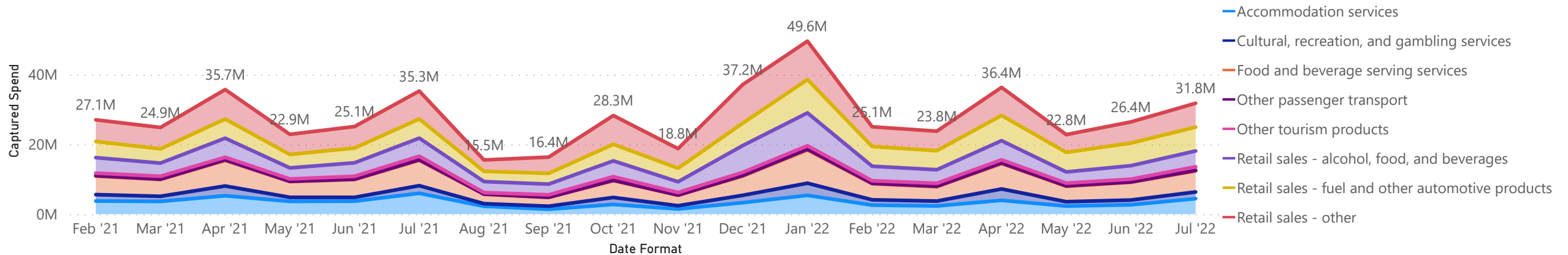
Visitor Spend By ANZSIC Product Category (NZ\$) - Jul'22



Change in Spend vs. Previous Periods

Product	MoM	YoY	YoY 2019
Accommodation services	▲65.6%	▼-25.7%	▲36.3%
Cultural, recreation, and gambling services	▲40.8%	▼-12.4%	▲72.7%
Food and beverage serving services	▲18.5%	▼-17.2%	▲37.4%
Other passenger transport	▲65.5%	▲11.2%	▼-22.4%
Other tourism products	▲27.6%	▲0.4%	▲9.5%
Retail sales - alcohol, food, and beverages	▲17.3%	▼-12.2%	▲26.4%
Retail sales - fuel and other automotive products	▲5.6%	▲24.1%	▲82.7%
Retail sales - other	▲12.8%	▼-14.5%	▲37.5%
Total	▲20.2%	▼-9.9%	▲43.1%

Visitor Spend by ANZSIC Product Category (NZ\$)



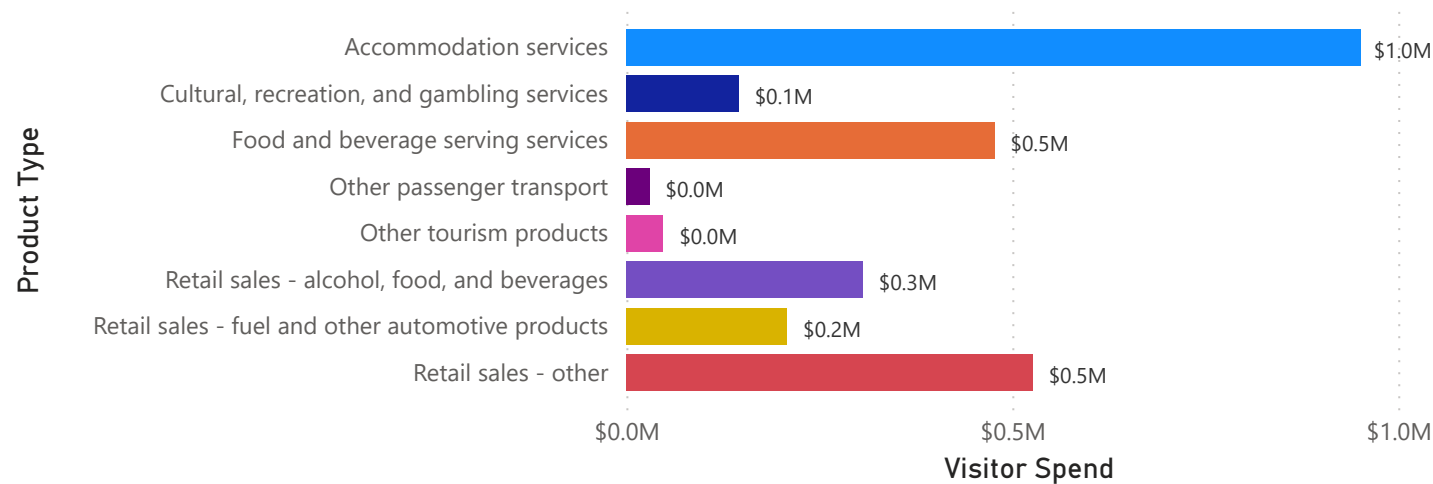
Note: Data represents electronic card transactions made in region and does not account for or estimate online transactions, direct transfers and cash. Data for international and domestic spending is collected differently and the two figures should not be totalled to a 'total spend' **Definitions:** **MoM** (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 31 Jul'22



Select RTO ▼
 Taupo ▼

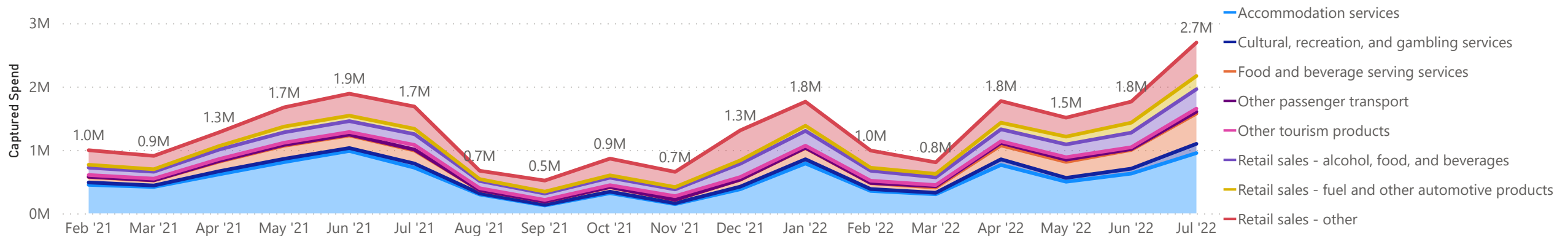
Visitor Spend By ANZSIC Product Category (NZ\$) - Jul'22



Change in Spend vs. Previous Periods

Product	MoM	YoY	YoY 2019
Accommodation services	▲51.6%	▲32.0%	▼-31.9%
Cultural, recreation, and gambling services	▲86.7%	▲122.2%	▼-56.7%
Food and beverage serving services	▲61.7%	▲132.0%	▼-2.6%
Other passenger transport	▲114.5%	▲102.2%	▼-67.9%
Other tourism products	▲67.4%	▼-34.2%	▼-19.5%
Retail sales - alcohol, food, and beverages	▲33.1%	▲79.8%	▼-8.7%
Retail sales - fuel and other automotive products	▲32.6%	▲147.5%	▼-16.8%
Retail sales - other	▲58.5%	▲50.1%	▲3.0%
Total	▲52.8%	▲59.9%	▼-22.4%

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.

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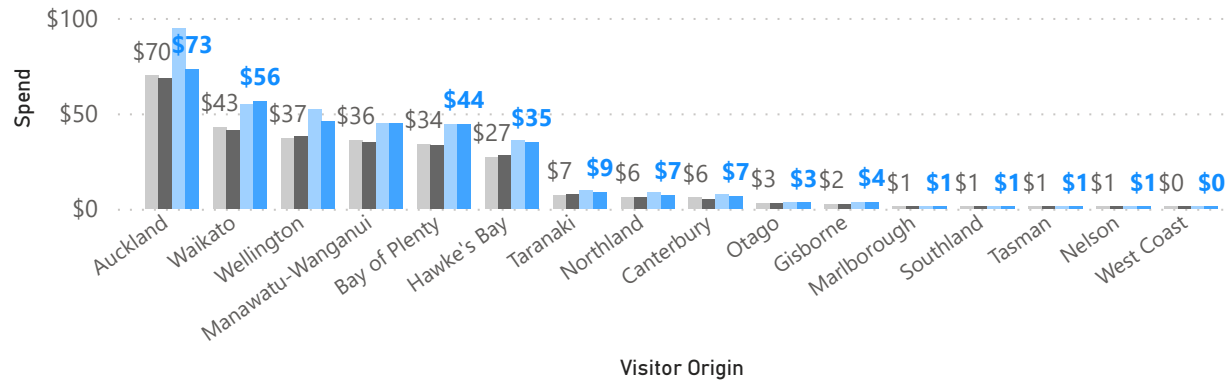
TECT Visitor Spend by Source Market - Taupo - Month Ending 31 Jul'22



Select RTO Select TA

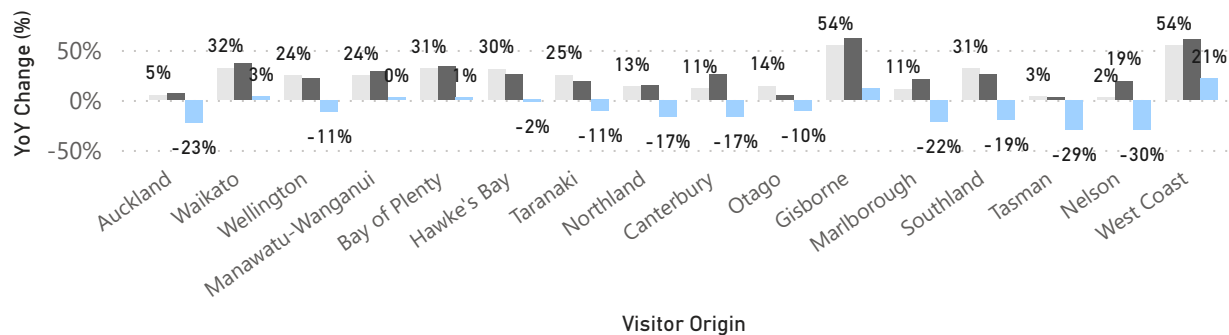
Domestic Visitor Spend by Source Market (\$M) - Rolling 12 Months

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



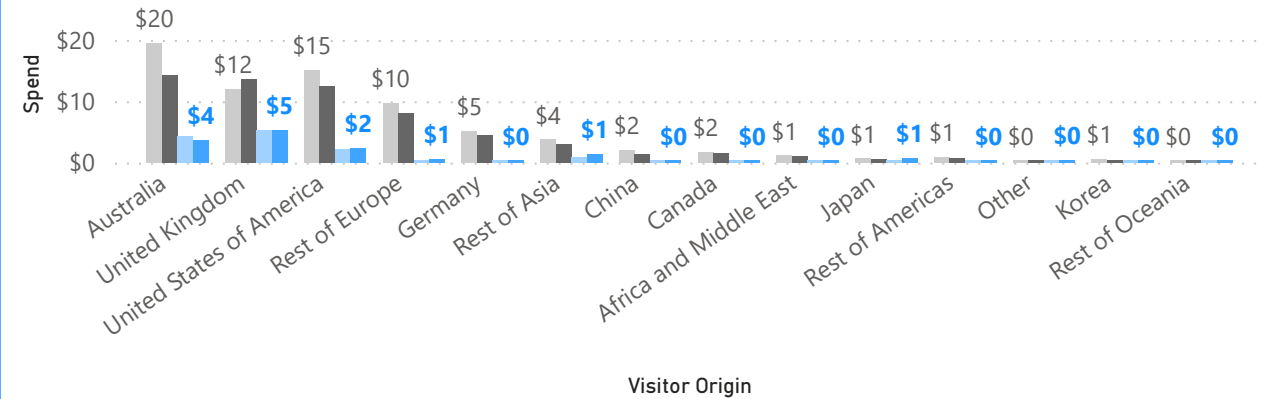
YoY Change in Domestic Visitor Spend by Source Market (2022 vs.)

● 2022 vs 2019 ● 2022 vs 2020 ● 2022 vs 2021



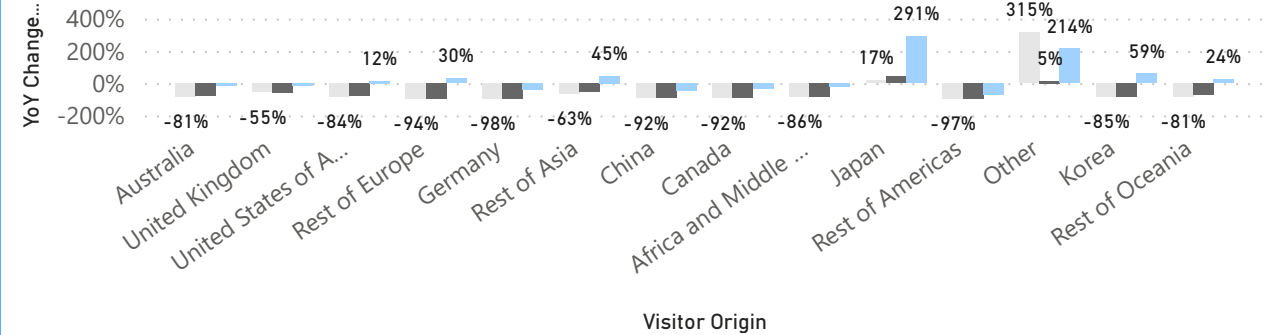
International Visitor Spend by Source Market

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



YoY Change in Intl. Visitor Spend by Source Mkt.

● 2022 vs 2019 ● 2022 vs 2020 ● 2022 vs 2021



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 Historic Visitor Spend By Product in Taupo RTO Area



Select RTO ▼

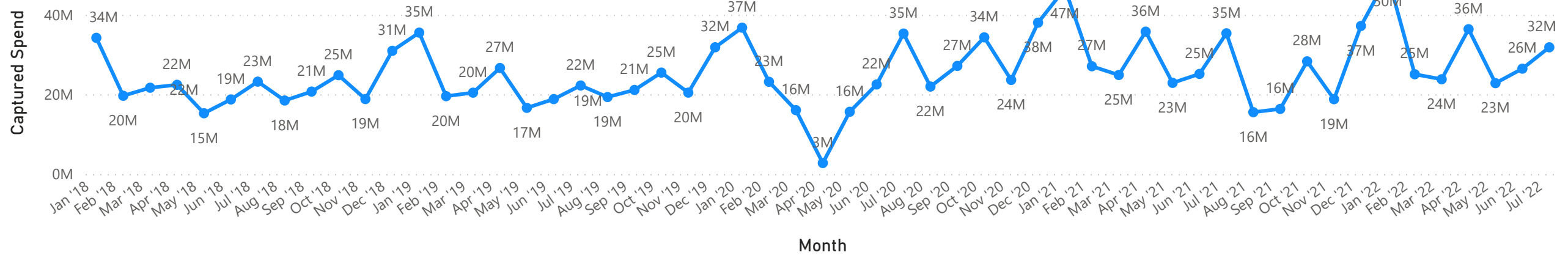
Taupo ▼

31/01/2018 31/07/2022

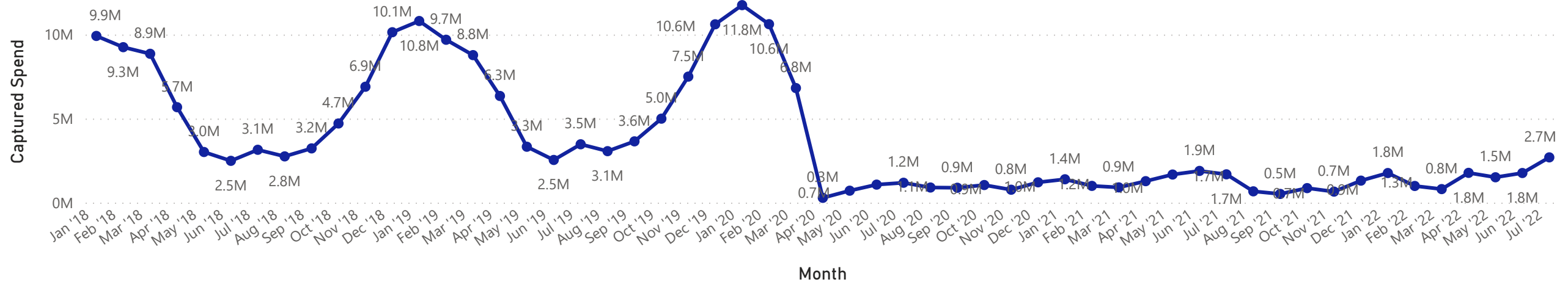
Drag slider to focus date range



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

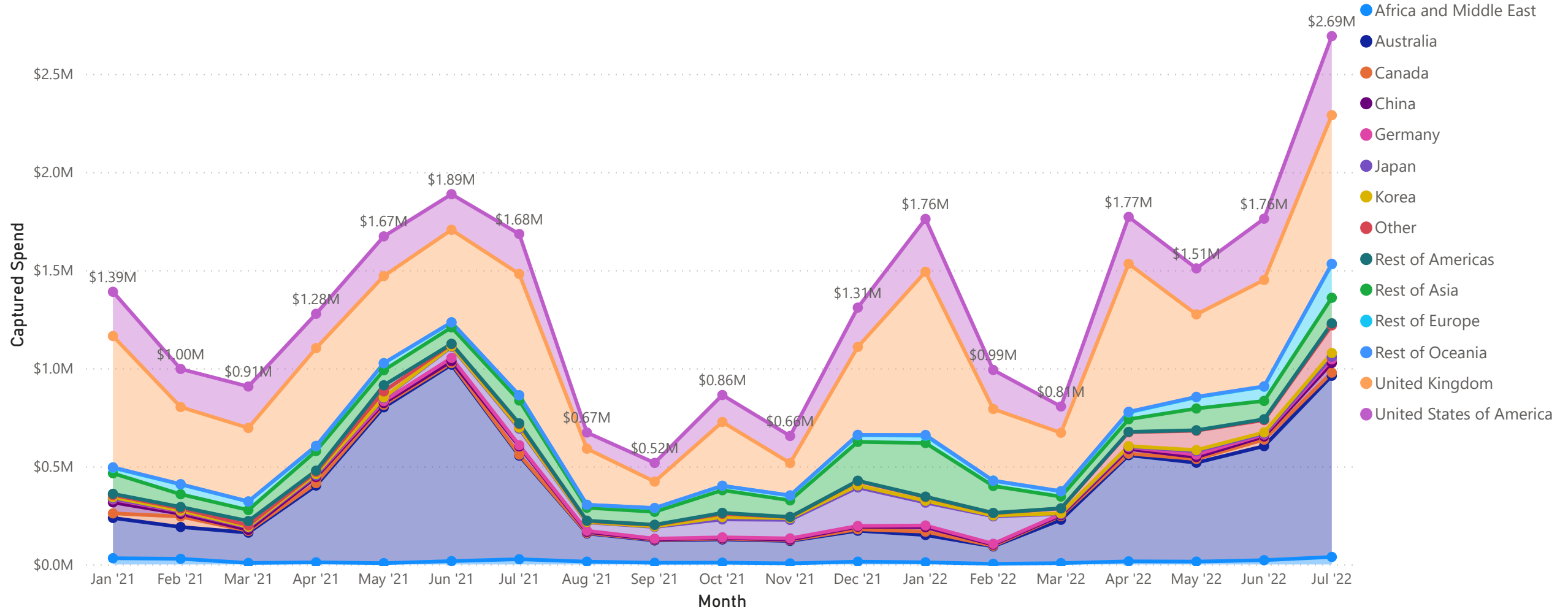
Select Visitor Origin
All

10/01/2021 31/07/2022

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: Select Property Type:

59.9K
Guest Arrivals (GA)
▲31.6% GA MoM Change
▼-12.3% GA YoY Change

113.9K
Guest Nights (GN)

4.5% GN Market Share
5 GN Rank by RTO

▲30.3% GN MoM Change
▼-12.8% GN YoY Change

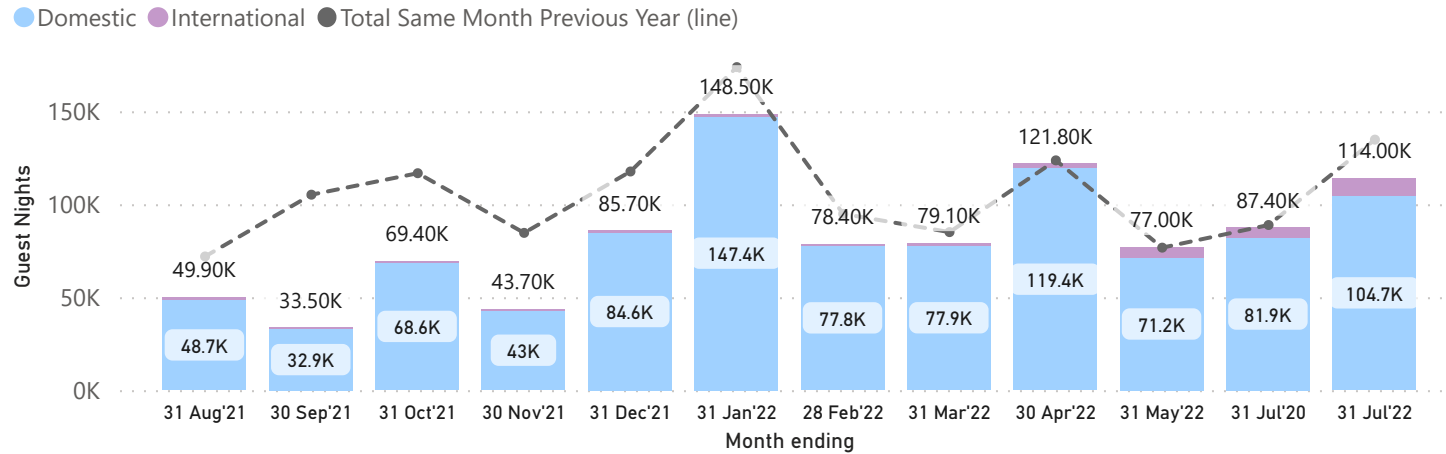
▲22.1% GN - National - MoM
▲1.3% GN - National - YoY



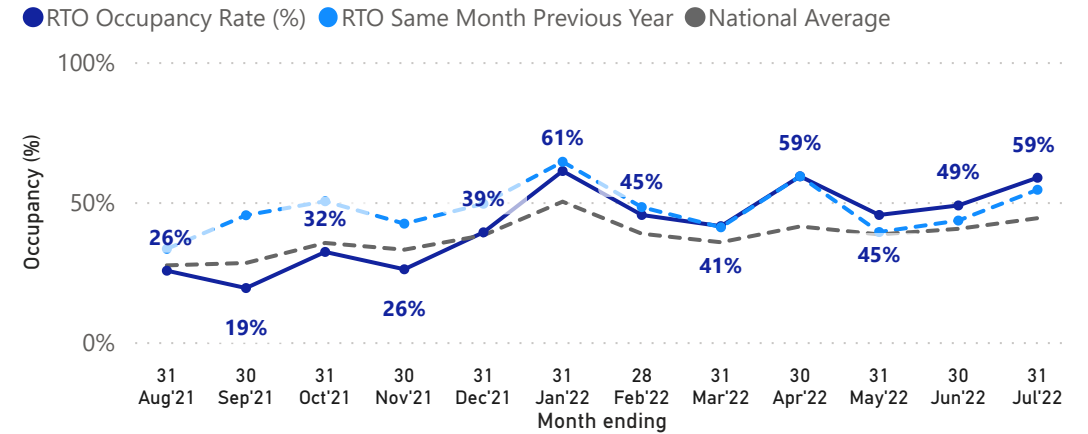
58.7%
Occupancy Rate (OR)

▲20.3% OR - MoM Change
▲7.9% OR - YoY Change

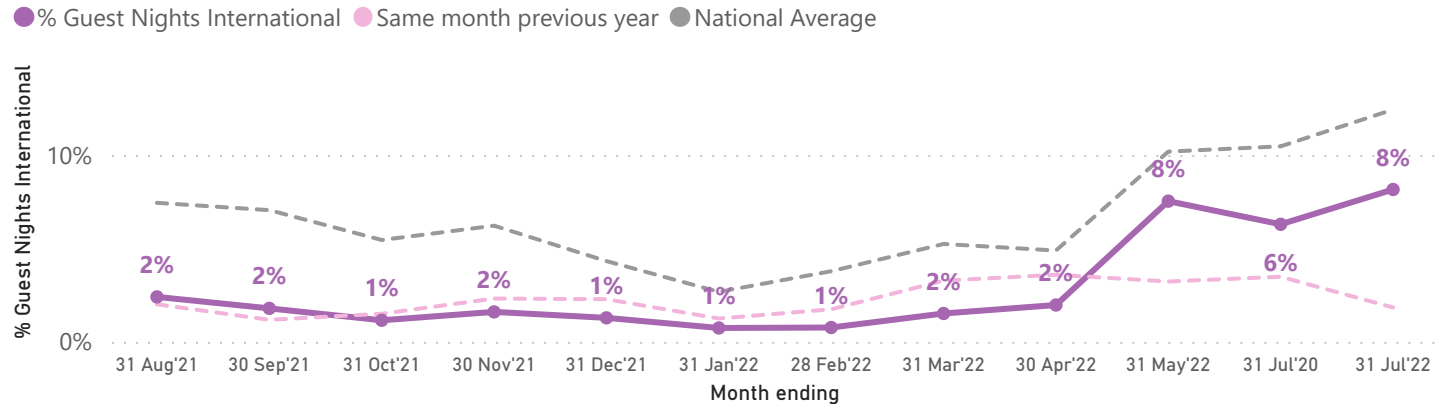
Total Guest Nights by Month



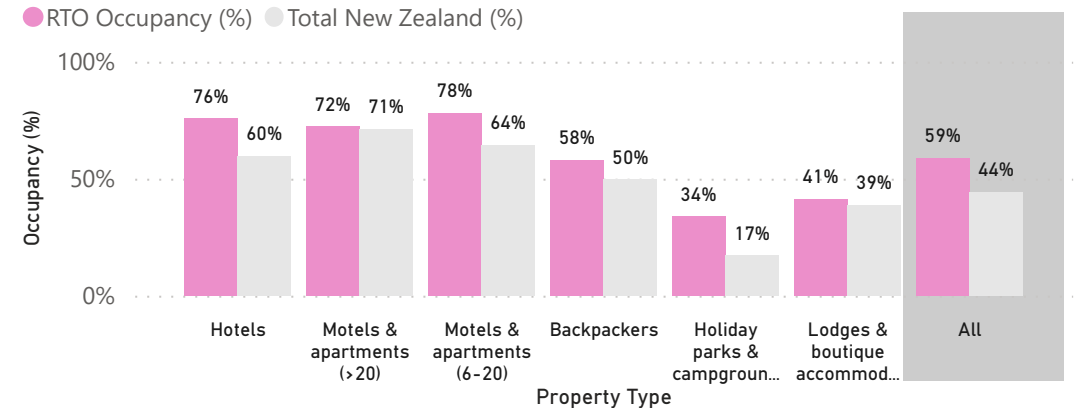
Occupancy Rate by Month



Proportion Guest Nights International



Monthly Average Occupancy by Property Type vs. National Average



** MoM (Month on Month Change) - 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 TA Level Summary - Taupo - Month Ending 31 Jul'22



Select RTO
Taupo

Select TA
All

59.9K
Total Guest Arrivals
▲31.6% Guest Arrivals MoM Change
▼-12.3% Guest Arrivals YoY Change

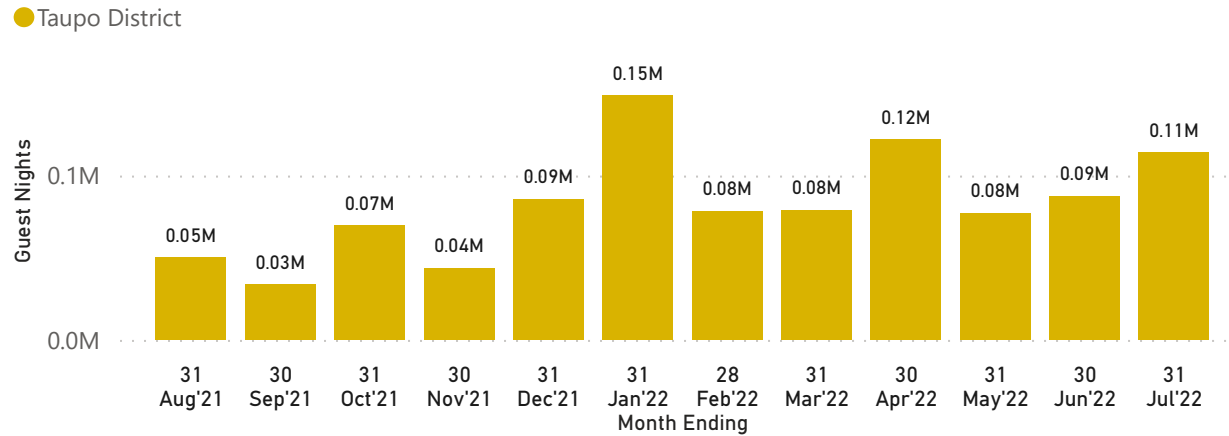
113.9K
Total Guest Nights
▲30.3% Guest Nights MoM Change
▼-12.8% Guest Nights YoY Change



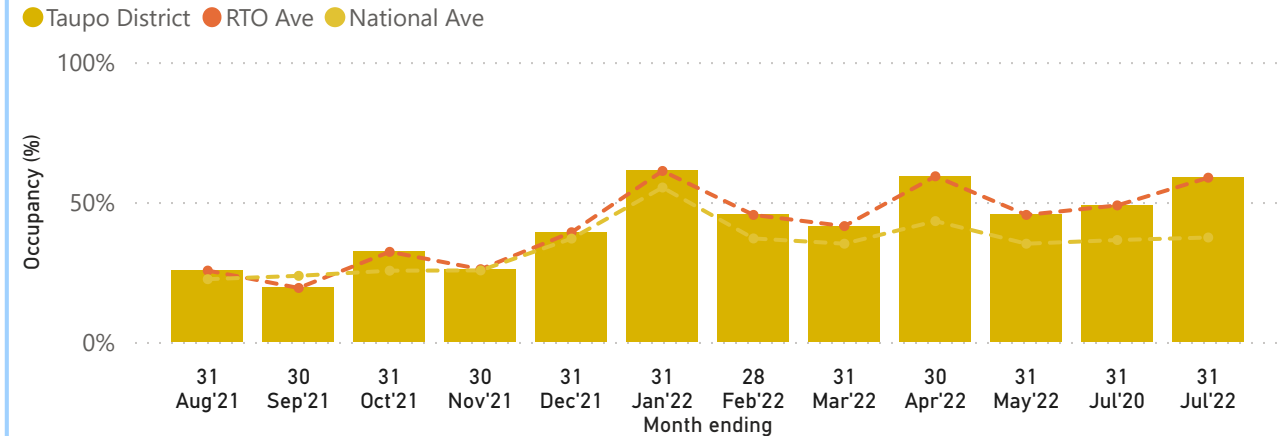
8.2%
% Guest Nights Intl.

58.7%
Occupancy
▲20.3% Occupancy MoM Change
▲7.9% Occupancy YoY Change

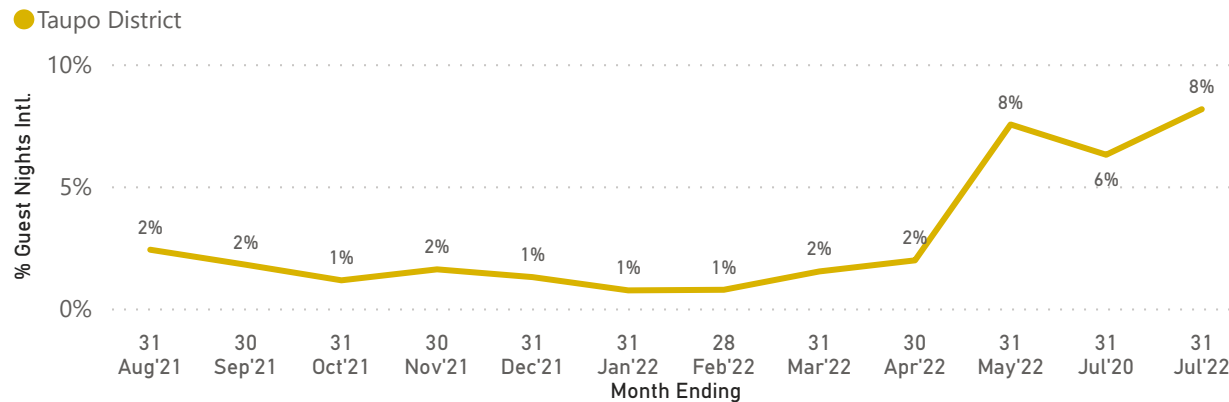
Total Guest Nights by TA



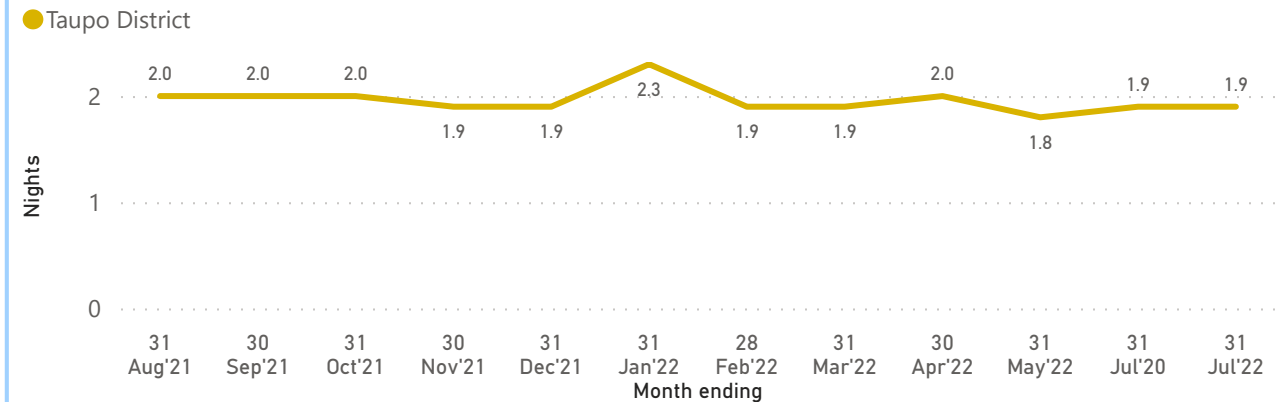
Monthly Average Occupancy Rate by TA



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

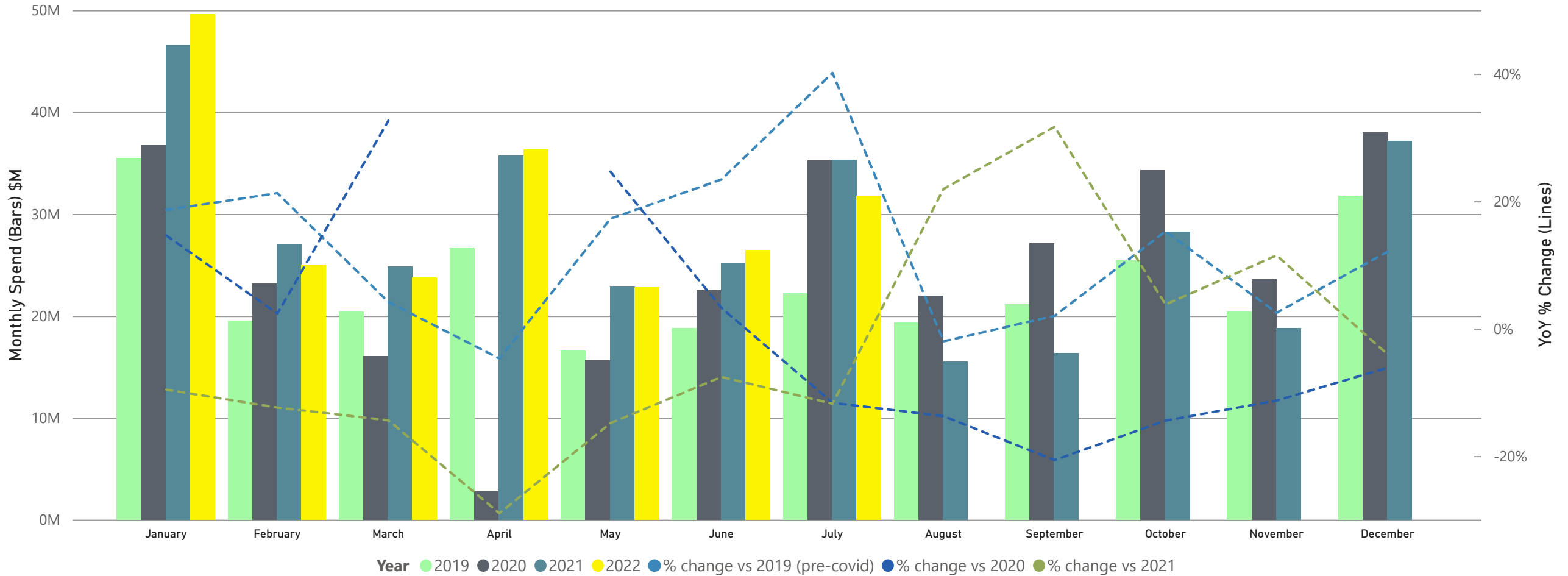


Select RTO
Taupo

▲20.2% MoM 3.3% Share ▲11.1% National MoM ▼-8% YoY
▼-9.9% YoY 9 RTO Rank ▼-7.0% National YoY ▼-10.0% National YoY
\$31.8M Spend - Latest Month \$332.0M Spend - Last 12 Month



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

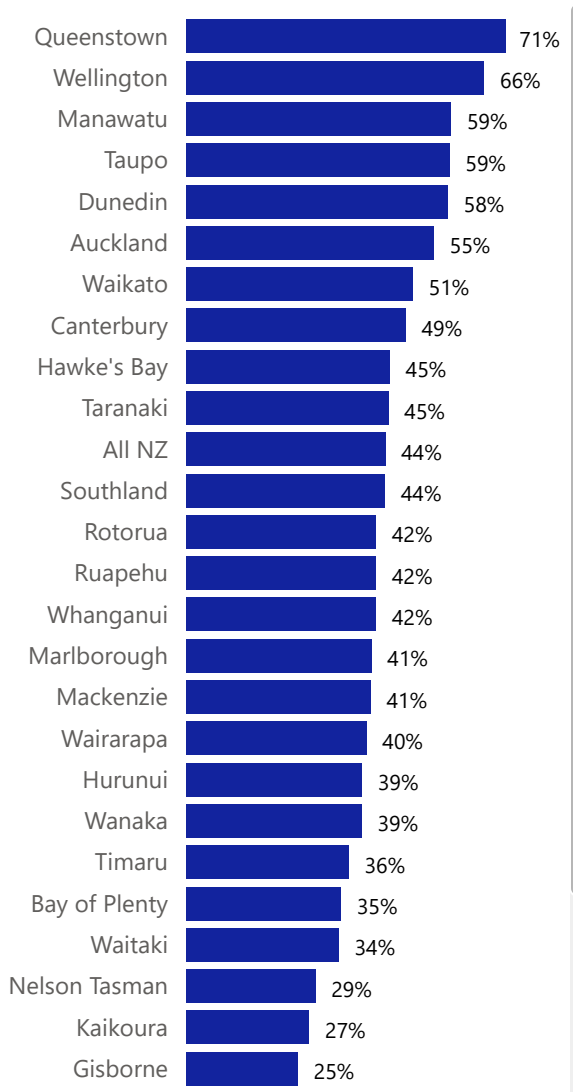


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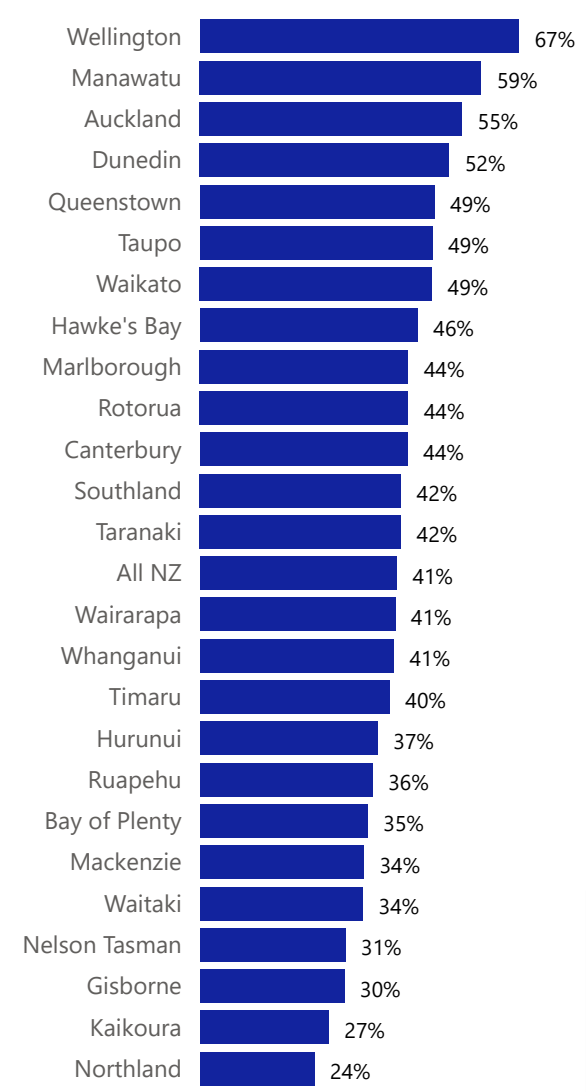
ADP Results - RTO Comparison - Month Ending 31 Jul'22



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



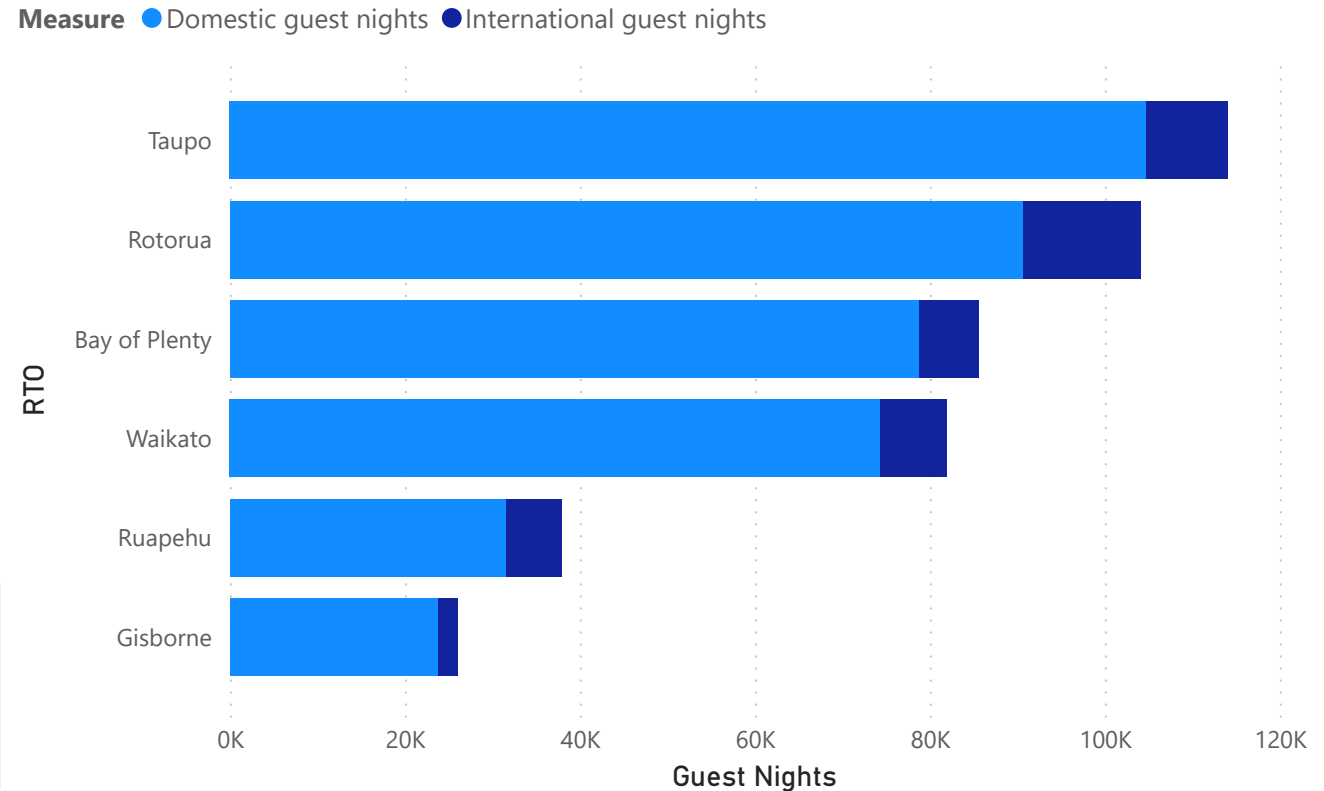
ADP Total Occupancy by RTO for the Month Ending 30 June '22



ADP Key Stats by CNI RTO for the Month Ending 31 July '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 31 July '22



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



28/12/2020 31/07/2022

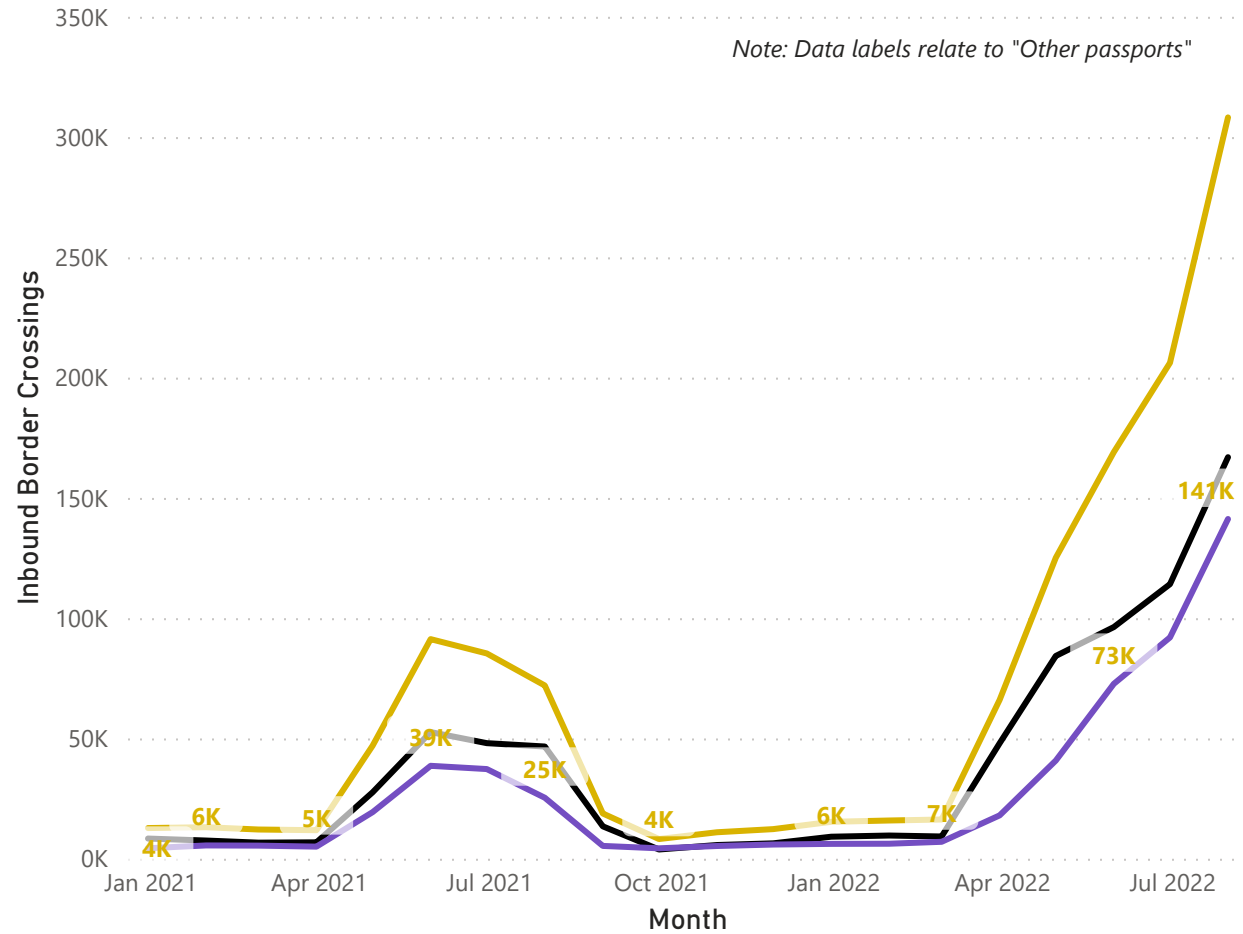
Drag slider to focus date range



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

