



SOUTHLAND TOURISM KEY INDICATORS

January 2019

SOUTHLAND TOURISM SNAPSHOT

Year End January 2019

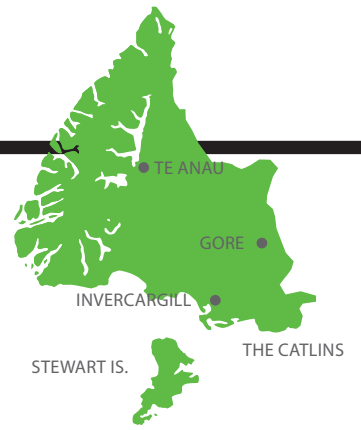


Guest nights up 6.4% to 1,213,547



Total spend up 5.8% to \$660M

SOUTHLAND REGION



TOURISM SPEND STATISTICS

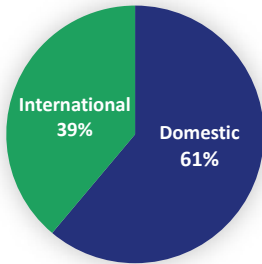
Total Spend in NZD Figures for Year End January

MRTEs (Monthly Regional Tourism Estimates)

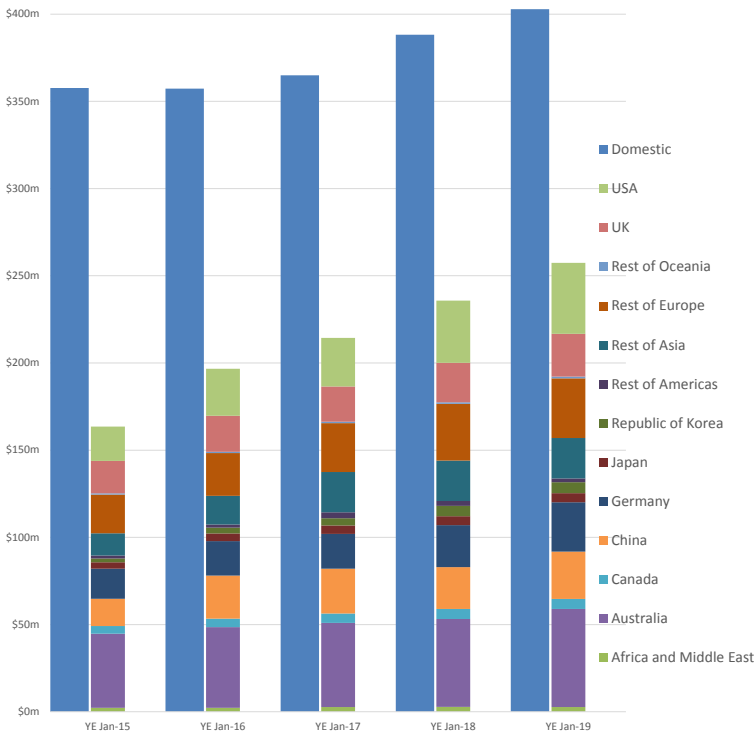
- International visitor spend up 9.2% to \$257 million
- Domestic visitor spend up 3.8% to \$403 million
- Total spend up 5.8% to \$660 million
- Top 5 International Markets

-  1. Australia
-  2. USA
-  3. Germany
-  4. China
-  5. UK

Markets



Tourism Spend Estimate Year End January



ACCOMMODATION STATISTICS

Guest Night Figures for Year End January

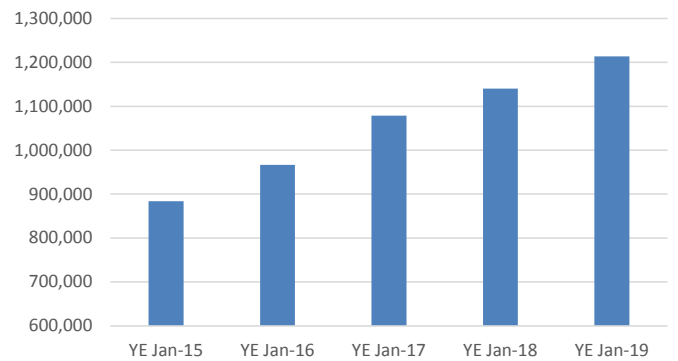
CAM (Commercial Accommodation Monitor)

- International guest nights up 9.6% to 742,041
- Domestic guest nights up 1.7% to 471,506
- Total guest nights up 6.4% to 1,213,547
- Occupancy rate up from 41.4% to 42.3%
- Daily capacity up 1.8% to 4,497 stay-units

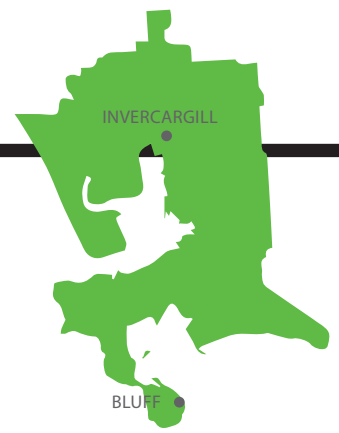
Average Length of Stay Year End January



Guest Nights Year End January



INVERCARGILL CITY



TOURISM SPEND STATISTICS

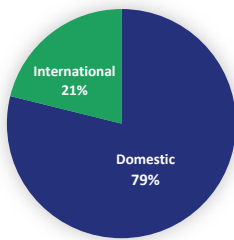
Total Spend in NZD Figures for Year End January

MRTE's (Monthly Regional Tourism Estimates)

- International visitor spend up 7.9% to \$53 million
- Domestic visitor spend up 9.6% to \$197 million
- Total spend up 9.2% to \$250 million
- Top 5 International Markets

-  1. Australia
-  2. China
-  3. Germany
-  4. USA
-  5. UK

Markets



ACCOMMODATION STATISTICS

Guest Night Figures for Year End January

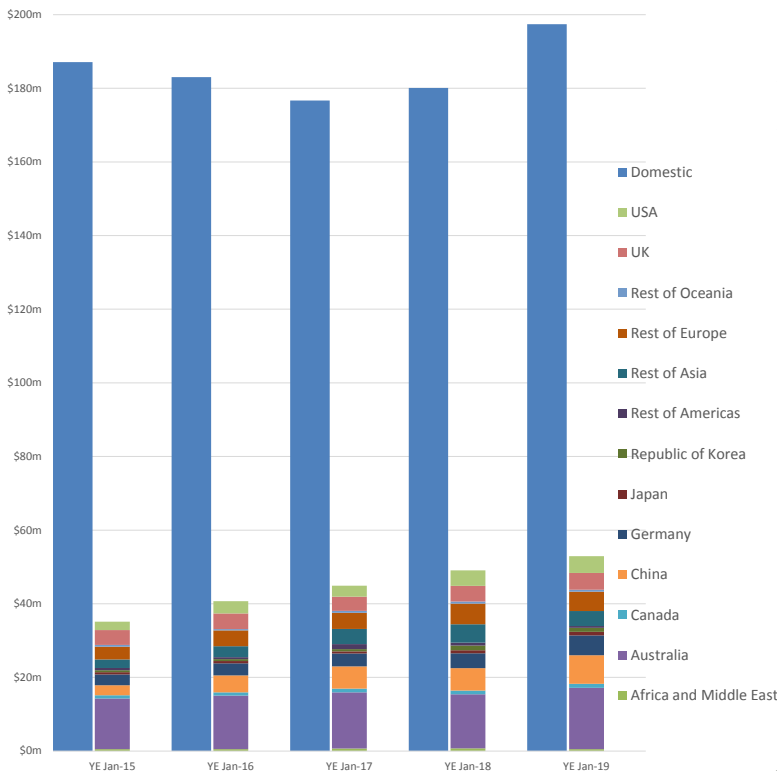
CAM (Commercial Accommodation Monitor)

- Guest nights up 2.8% to 294,220
- Occupancy rate up from 39.4% to 40.5%
- Daily capacity down 2.4% to 1,226 stay-units

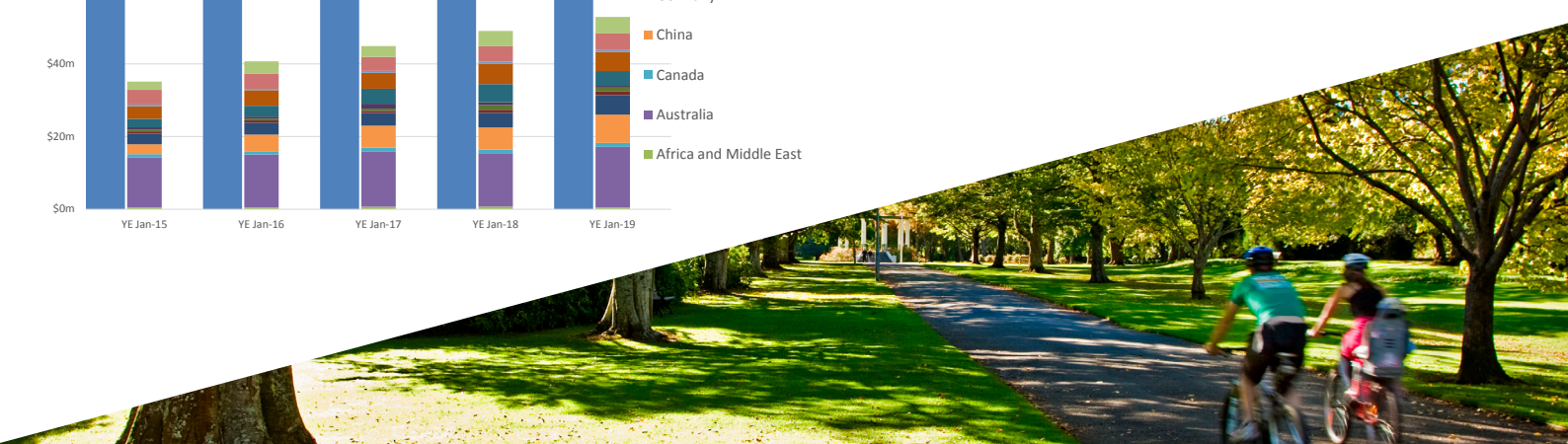
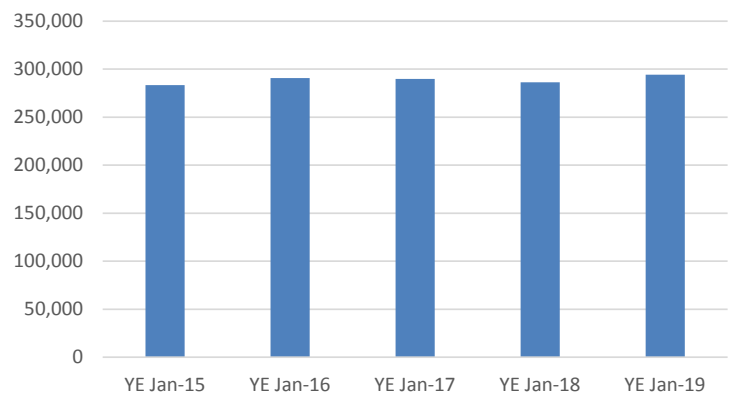
Average Length of Stay Year End January



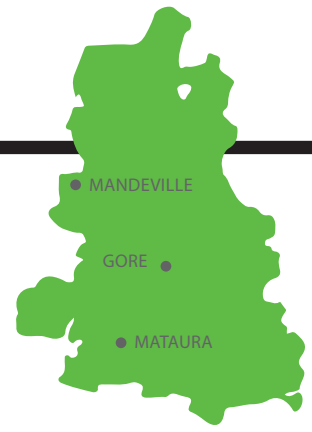
Tourism Spend Estimate Year End January



Guest Nights Year End January



GORE DISTRICT



TOURISM SPEND STATISTICS

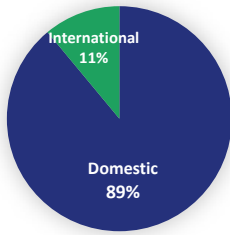
Total Spend in NZD Figures for Year End January

MRTEs (Monthly Regional Tourism Estimates)

- International visitor spend up 10.1% to \$8.5 million
- Domestic visitor spend down 2.4% to \$65 million
- Total spend down 1.1% to \$73 million
- Top 5 International Markets

-  1. Australia
-  2. USA
-  3. UK
-  4. China
-  5. Germany

Markets



ACCOMMODATION STATISTICS

Guest Night Figures for Year End January

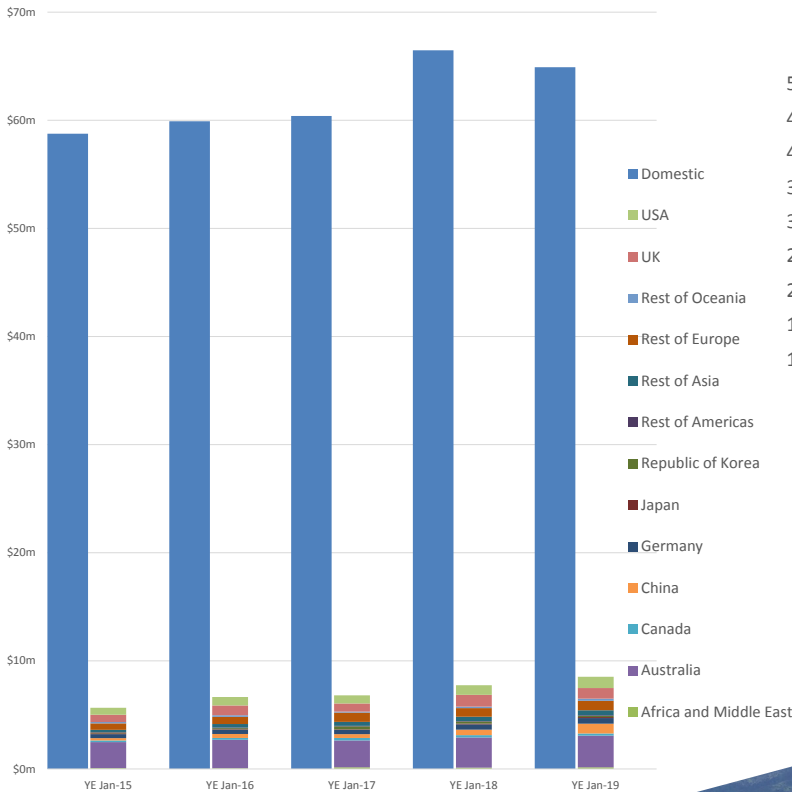
CAM (Commercial Accommodation Monitor)

- Guest nights up 5.3% to 47,381
- Occupancy rate up from 45.1% to 49.3%
- Daily capacity up 0.6% to 181 stay-units

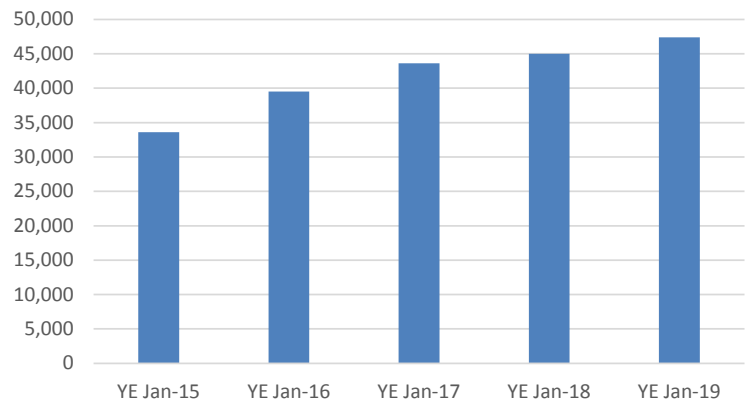
Average Length of Stay Year End January



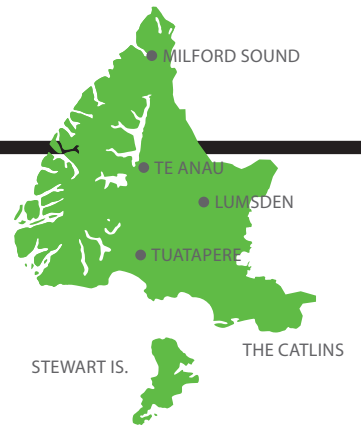
Tourism Spend Estimate Year End January



Guest Nights Year End January



SOUTHLAND DISTRICT



TOURISM SPEND STATISTICS

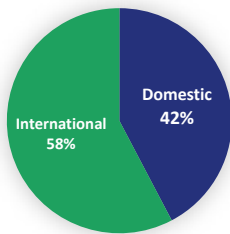
Total Spend in NZD Figures for Year End January

MRTEs (Monthly Regional Tourism Estimates)

- International visitor spend up 9.5% to \$196 million
- Domestic visitor spend down 0.8% to \$140 million
- Total spend up 4.9% to \$336 million
- Top 5 International Markets

-  1. Australia
-  2. USA
-  3. Germany
-  4. UK
-  5. China

Markets



ACCOMMODATION STATISTICS

Guest Night Figures for Year End January

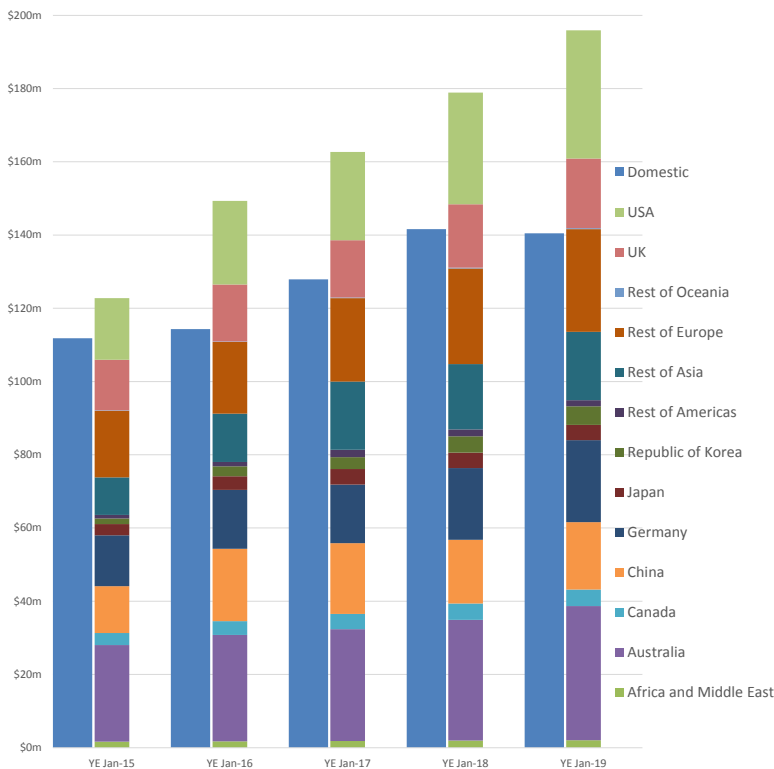
CAM (Commercial Accommodation Monitor)

- Guest nights up 7.8% to 871,942
- Occupancy rate up from 41.6% to 42.6%
- Daily capacity up 3.6% to 3,090 stay-units

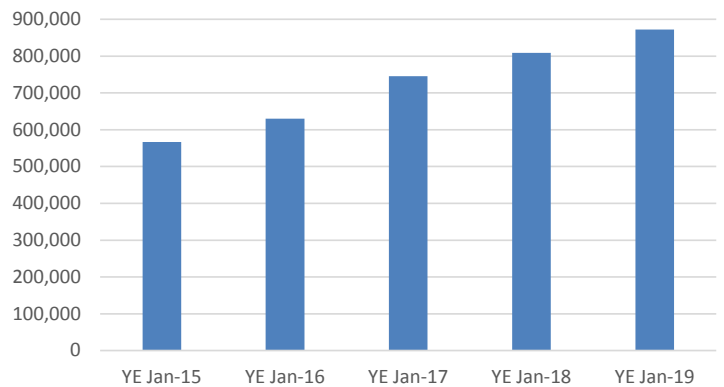
Average Length of Stay Year End January



Tourism Spend Estimate Year End January



Guest Nights Year End January

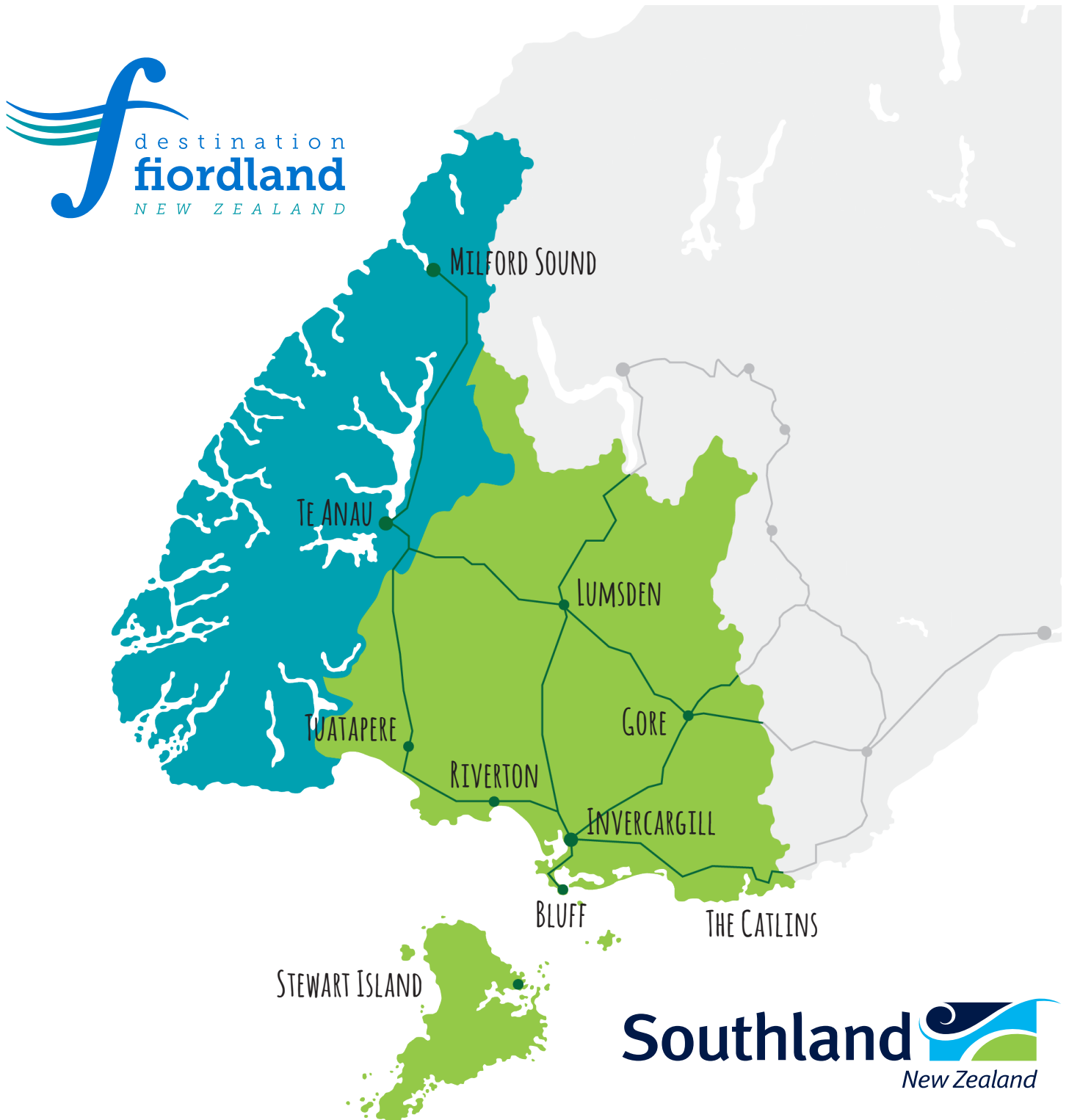


SOUTHLAND RTOS

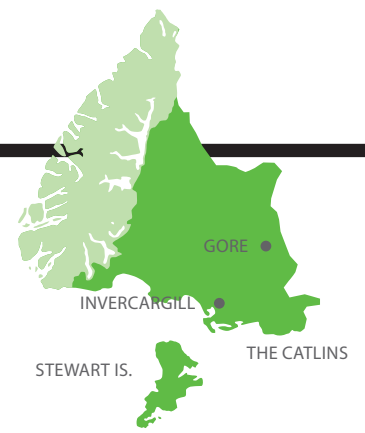
Statistics New Zealand defined geographic areas for Southland's two RTOs (as at June 2019)

RTO stands for 'Regional Tourism Organisation'; they exist across NZ. RTOs are responsible for destination marketing - the promotion of their regions to potential domestic and international visitors.

Destination Fiordland is defined as Fiordland National Park, Manapouri, Te Anau and Te Anau Downs. It is important to note that Destination Fiordland is a membership based agency that has, or has had in the past, members beyond these boundaries. This definition allows Destination Fiordland, with disclosure to Venture Southland (Southland NZ), to continue targeting other operators outside of the areas marked on this map.



SOUTHLAND RTO



TOURISM SPEND STATISTICS

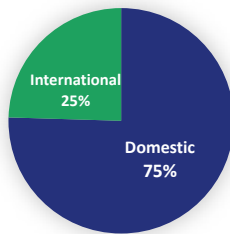
Total Spend in NZD Figures for Year End January

MRTEs (Monthly Regional Tourism Estimates)

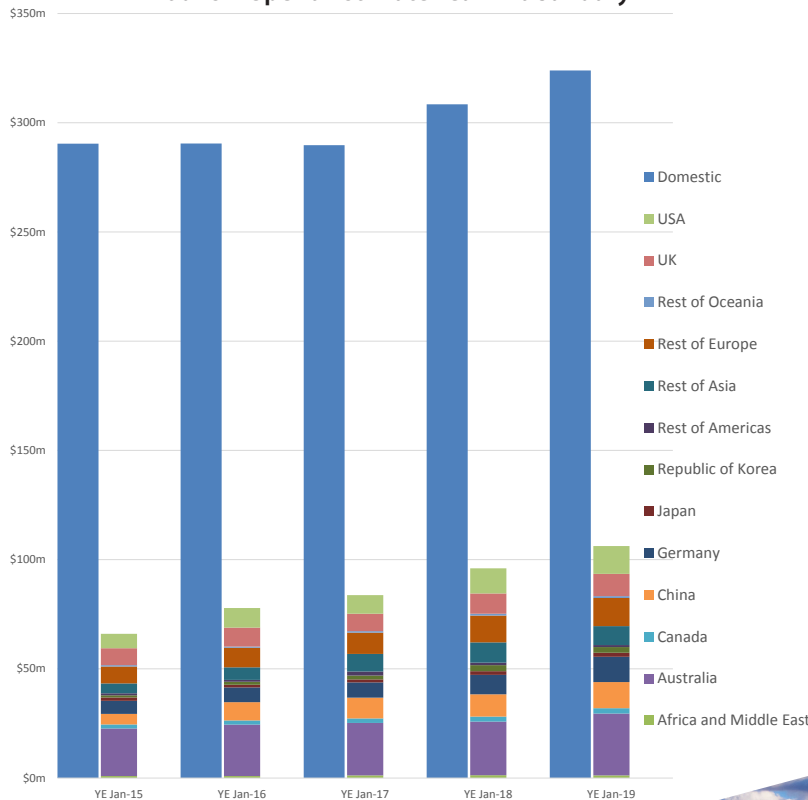
- International visitor spend up 10.6% to \$106 million
- Domestic visitor spend up 5.0% to \$324 million
- Total spend up 6.4% to \$430 million
- Top 5 International Markets

1. Australia
2. USA
3. China
4. Germany
5. UK

Markets



Tourism Spend Estimate Year End January



ACCOMMODATION STATISTICS

Guest Night Figures for Year End January

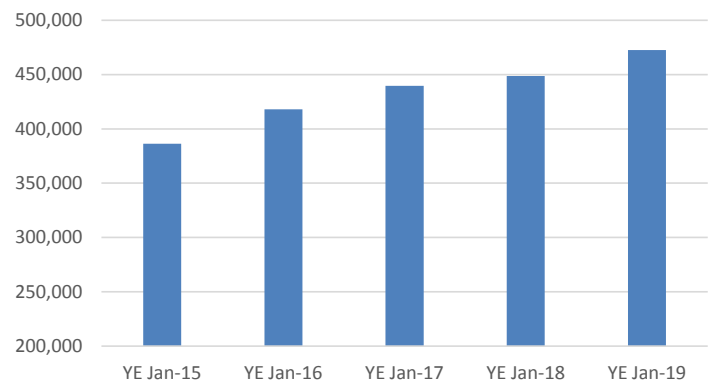
CAM (Commercial Accommodation Monitor)

- International guest nights up 15.6% to 192,104
- Domestic guest nights down 0.7% to 280,510
- Total guest nights up 5.3% to 472,614
- Occupancy rate up from 35.9% to 38.1%
- Daily capacity down 1.9% to 2,139 stay-units

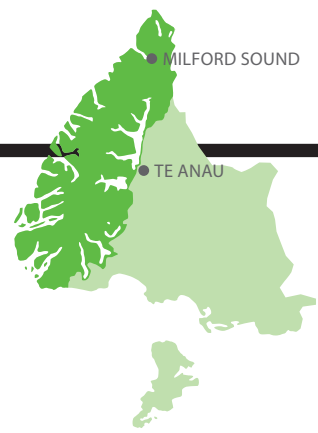
Average Length of Stay Year End January



Guest Nights Year End January



FIORDLAND RTO



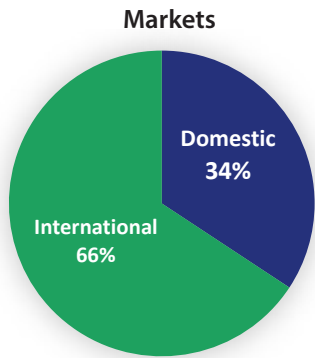
TOURISM SPEND STATISTICS

Total Spend in NZD Figures for Year End January

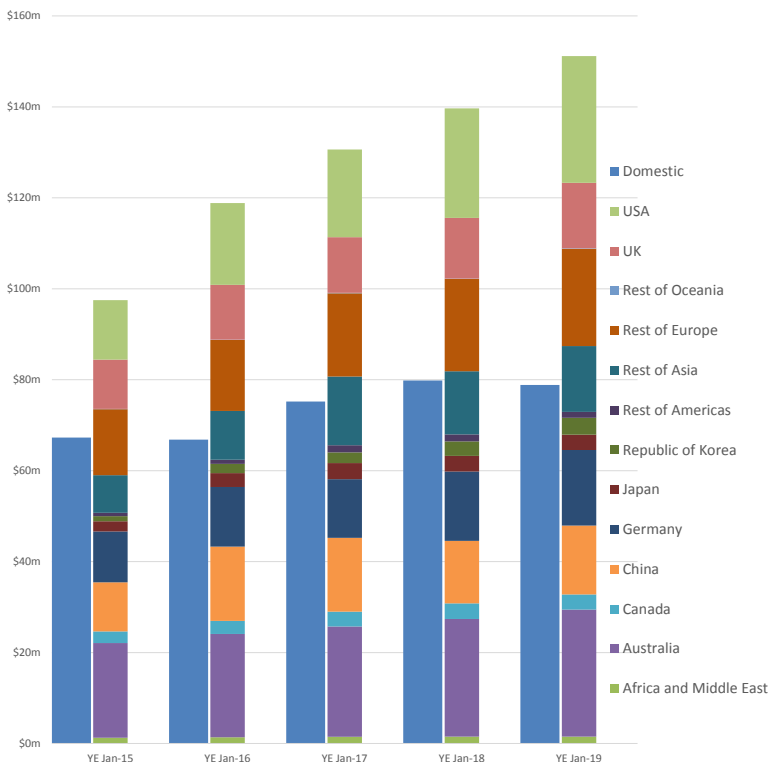
MRTEs (Monthly Regional Tourism Estimates)

- International visitor spend up 8.2% to \$151 million
- Domestic visitor spend down 1.2% to \$79 million
- Total spend up 4.8% to \$230 million
- Top 5 International Markets

-  1. Australia
-  2. USA
-  3. Germany
-  4. China
-  5. UK



Tourism Spend Estimate Year End January



ACCOMMODATION STATISTICS

Guest Night Figures for Year End January

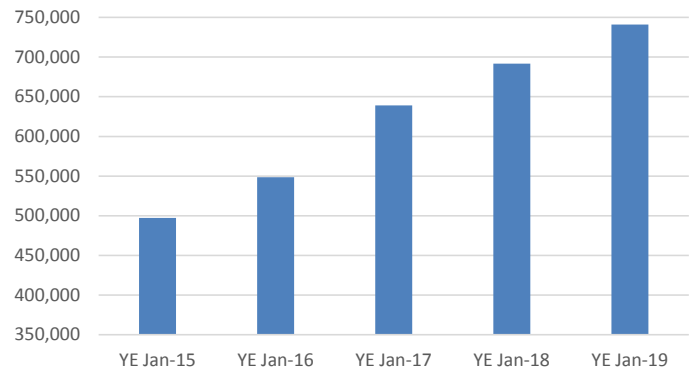
CAM (Commercial Accommodation Monitor)

- International guest nights up 7.7% to 549,937
- Domestic guest nights up 5.5% to 190,996
- Total guest nights up 7.1% to 740,933
- Occupancy rate down from 46.2% to 46.1%
- Daily capacity up 5.3% to 2,358 stay-units

Average Length of Stay Year End January



Guest Nights Year End January



AIRBNB FIGURES

Airbnb is the largest peer to peer accommodation facilitator in the world. Users can list a spare room or entire house on the platform or stay at another user's place. As of 2019, there are over 6 million listings worldwide in over 191 countries. Many visitors (both domestic and international) to Southland use Airbnb as they are familiar with the platform and user experience.

STATISTICS FOR YE JAN 2019:

Southland Region	805 Listings	27.8% Growth
Invercargill City	288 Listings	56.9% Growth
Gore District	39 Listings	10.6% Growth
Southland District	478 Listings	10.0% Growth
Southland RTO	499 Listings	28.6% Growth
Fiordland RTO	306 Listings	26.4% Growth



airbnb

ABOUT THESE STATISTICS

All figures are annual year end to the latest month available. This allows comparison of market trends against the previous year however it means that not all the data in this report is for the current month.

Data is provided for:

- Southland Region
- Territorial Local Authorities (TLAs)
 - Invercargill City
 - Gore District
 - Southland District
- Regional Tourism Organisations (RTOs)
 - Southland RTO
 - Fiordland RTO

Venture Southland continues to work with tourism operators to build their profile and develop more reasons for both domestic and international markets to spend more while they are in the region.

SOURCES

Monthly Regional Tourism Estimates – Ministry of Business, Innovation & Employment - January 2019

The MRTEs measure the expenditure of domestic and international visitors in regions across the country. Users can filter the information, e.g. by country of origin, tourism product grouping such as accommodation, passenger transport and retail sales, and by year.

Airbnb figures are based on searches undertaken each month by Venture Southland and rely on individual listings being accurately coded to the correct region keyword.

Marketview Southland Retail Reporting - January 2019 Definition of Tourist Activities: 9139 Amusement and Other Recreational Activities n.e.c.

Commercial Accommodation Monitor – Ministry of Business, Innovation & Employment - January 2019

Definition of 'stay-units': Number of rooms available in Hotels and Motels, number of beds in backpackers, number of sites in holiday parks.

Total domestic (and international) guest nights spent in shortterm accommodation (hotels, holiday parks, backpackers and motels), by month and year.

All reasonable efforts have been taken to ensure the quality and accuracy of the information. Venture Southland cannot guarantee the completeness of the information and accepts no liability for any loss suffered as a result of reliance on it. The information is not legal or professional advice and January contain information provided by other information providers. Information January be changed, deleted, added to or otherwise amended without notice.

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