



SOUTHLAND TOURISM KEY INDICATORS

February 2019

SOUTHLAND TOURISM SNAPSHOT

Year End February 2019

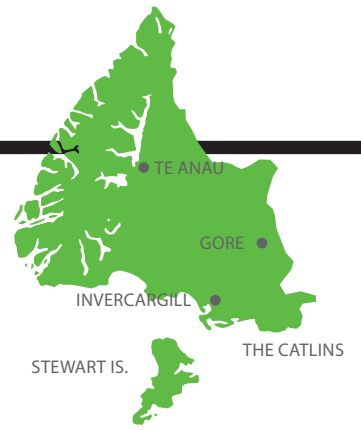


Guest nights up 5.2% to 1,213,819



Total spend up 4.1% to \$659M

SOUTHLAND REGION



TOURISM SPEND STATISTICS

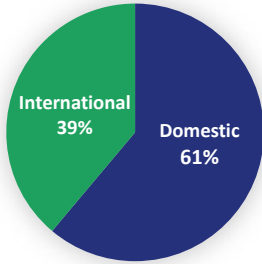
Total Spend in NZD Figures for Year End February

MRTEs (Monthly Regional Tourism Estimates)

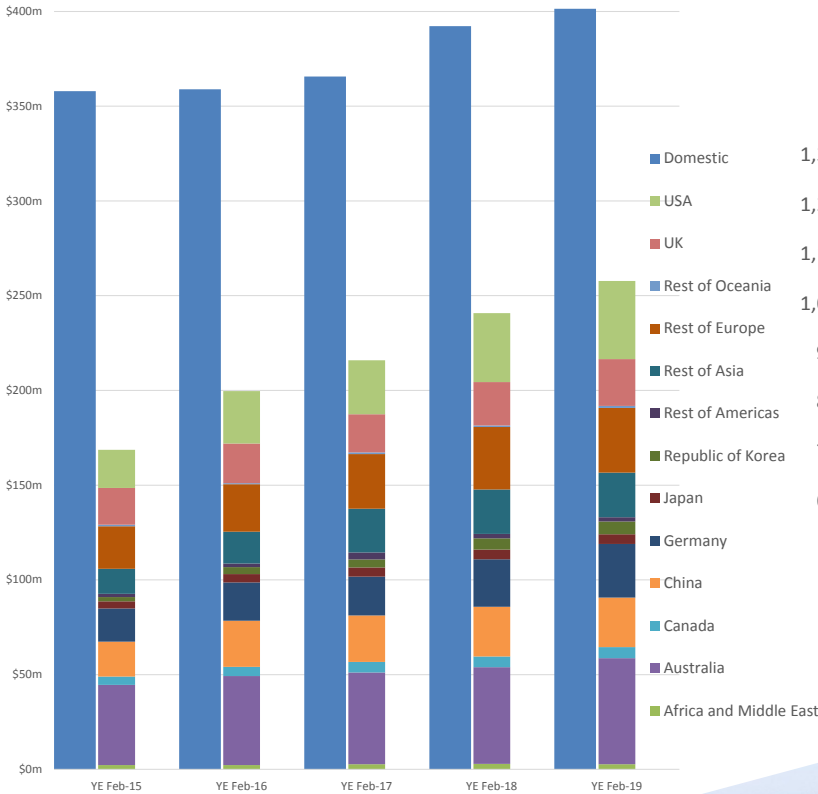
- International visitor spend up 7.1% to \$258 million
- Domestic visitor spend up 2.3% to \$401 million
- Total spend up 4.1% to \$659 million
- Top 5 International Markets

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

Markets



Tourism Spend Estimate Year End February



ACCOMMODATION STATISTICS

Guest Night Figures for Year End February

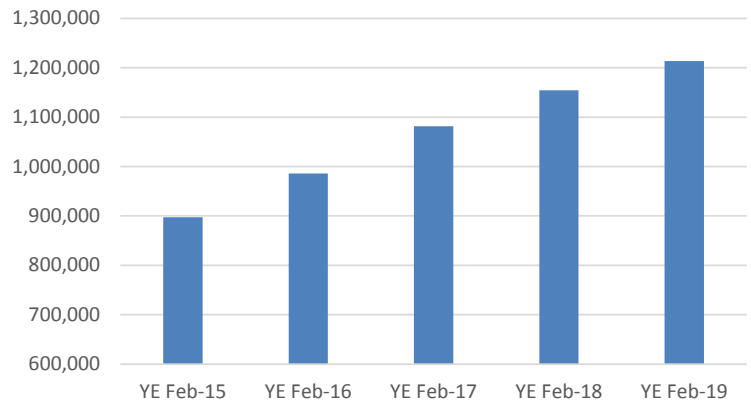
CAM (Commercial Accommodation Monitor)

- International guest nights up 7.9% to 742,024
- Domestic guest nights up 1.1% to 471,795
- Total guest nights up 5.2% to 1,213,819
- Occupancy rate up from 41.3% to 42.3%
- Daily capacity up 1.9% to 4,506 stay-units

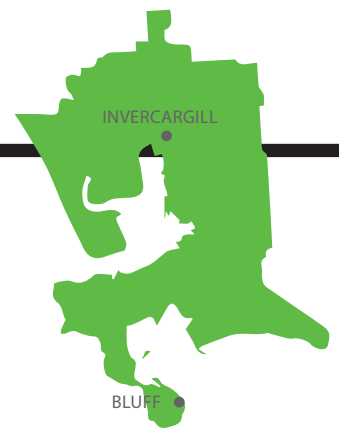
Average Length of Stay Year End February



Guest Nights Year End February



INVERCARGILL CITY



TOURISM SPEND STATISTICS

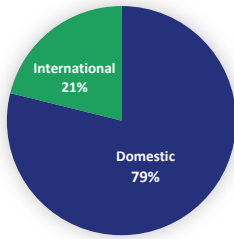
Total Spend in NZD Figures for Year End February

MRTE's (Monthly Regional Tourism Estimates)

- International visitor spend up 5.2% to \$53 million
- Domestic visitor spend up 7.3% to \$197million
- Total spend up 6.8% 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 February

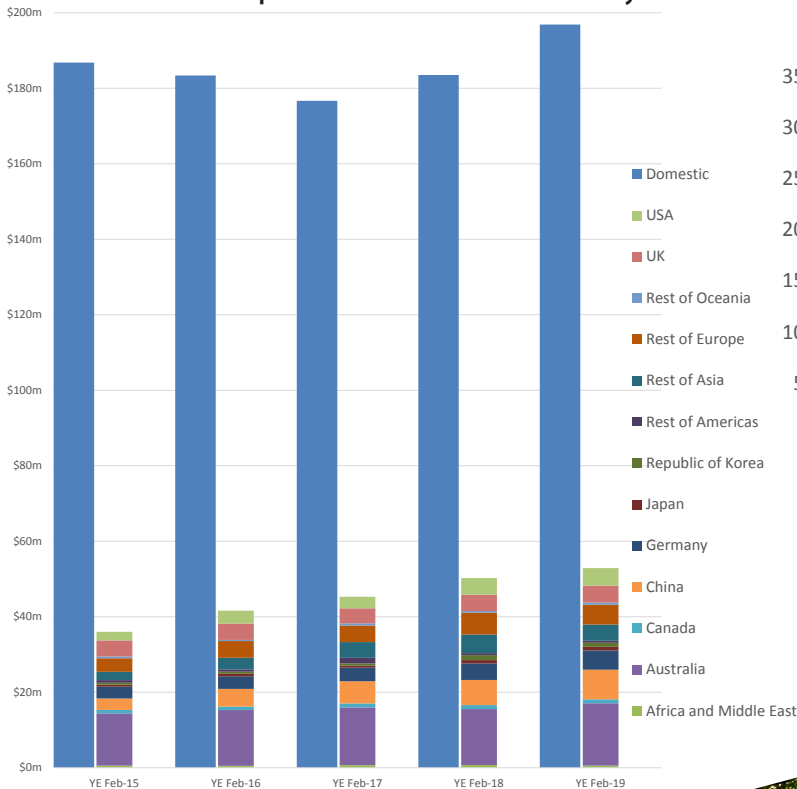
CAM (Commercial Accommodation Monitor)

- Guest nights up 2.8% to 294,269
- Occupancy rate up from 39.4% to 40.3%
- Daily capacity down 2% to 1,227 stay-units

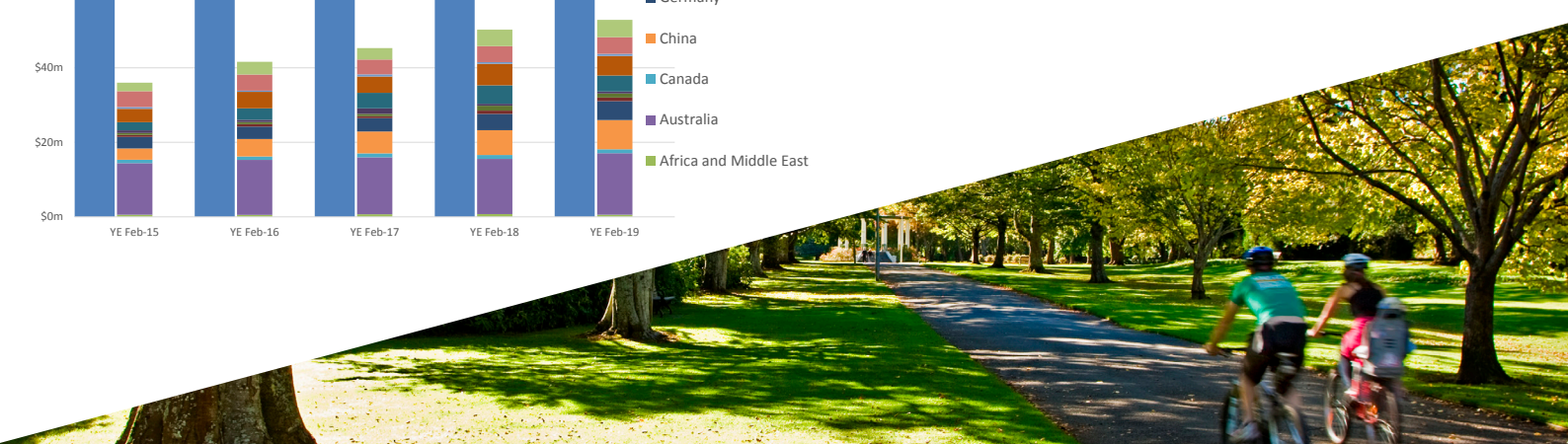
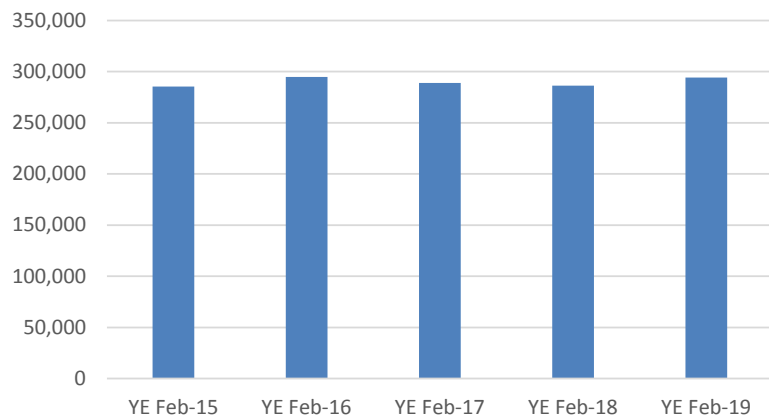
Average Length of Stay Year End February



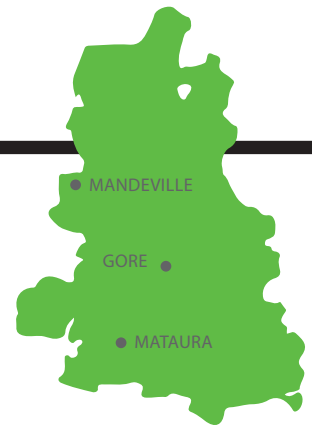
Tourism Spend Estimate Year End February



Guest Nights Year End February



GORE DISTRICT



TOURISM SPEND STATISTICS

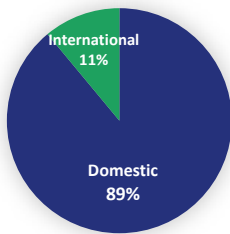
Total Spend in NZD Figures for Year End February

MRTEs (Monthly Regional Tourism Estimates)

- International visitor spend up 8.5% to \$8.3 million
- Domestic visitor spend down 3.7% to \$65 million
- Total spend down 2.4% 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 February

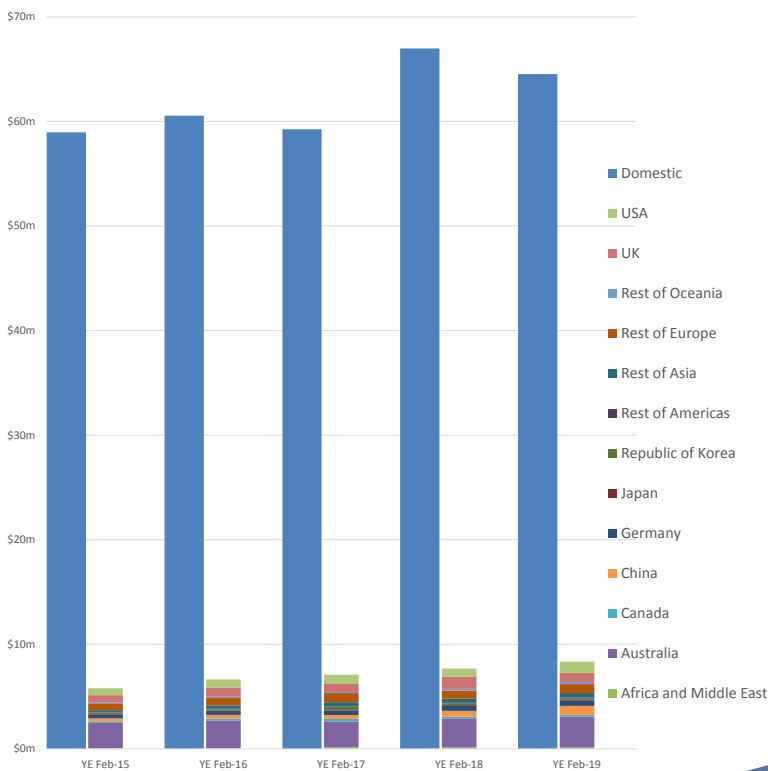
CAM (Commercial Accommodation Monitor)

- Guest nights up 3.1% to 46,813
- Occupancy rate up from 46.2% to 48.9%
- Daily capacity up 0.5% to 181 stay-units

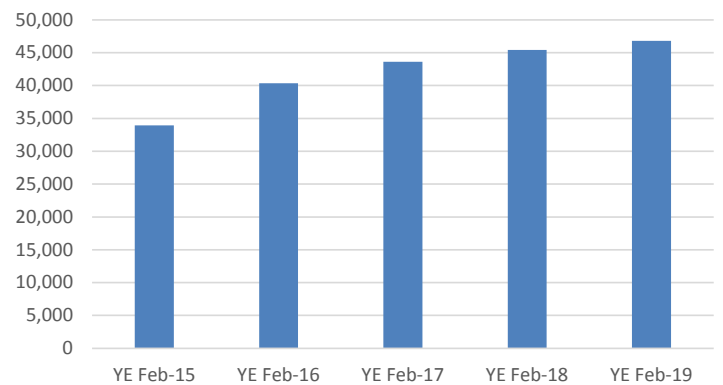
Average Length of Stay Year End February



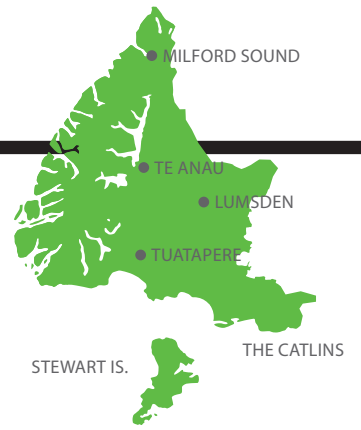
Tourism Spend Estimate Year End February



Guest Nights Year End February



SOUTHLAND DISTRICT



TOURISM SPEND STATISTICS

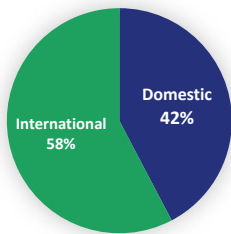
Total Spend in NZD Figures for Year End February

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 February

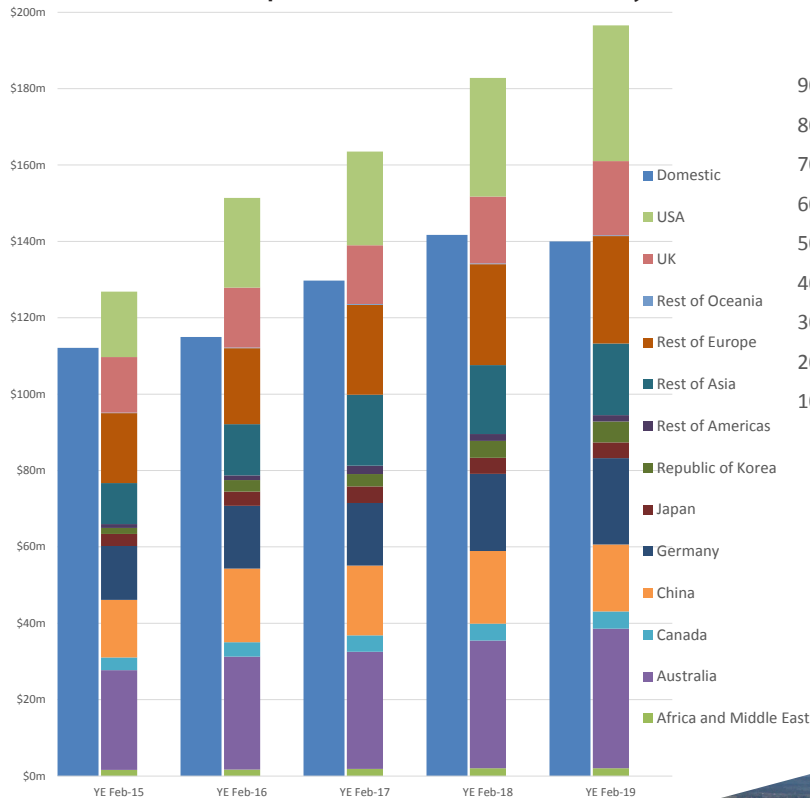
CAM (Commercial Accommodation Monitor)

- Guest nights up 6.1% to 872,734
- Occupancy rate up from 41.8% to 42.7%
- Daily capacity up 3.6% to 3,098 stay-units

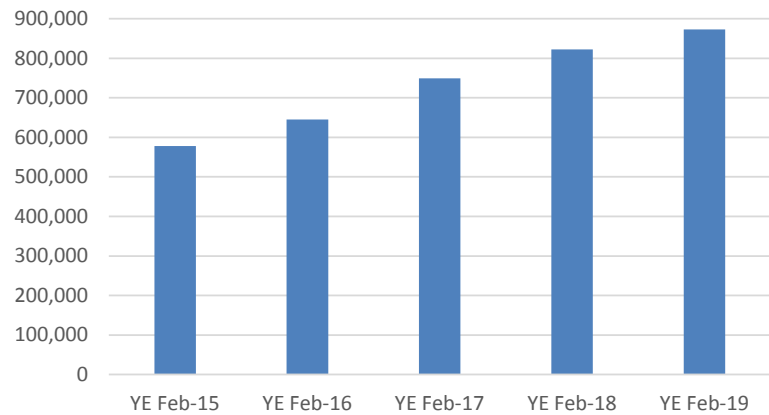
Average Length of Stay Year End February



Tourism Spend Estimate Year End February



Guest Nights Year End February

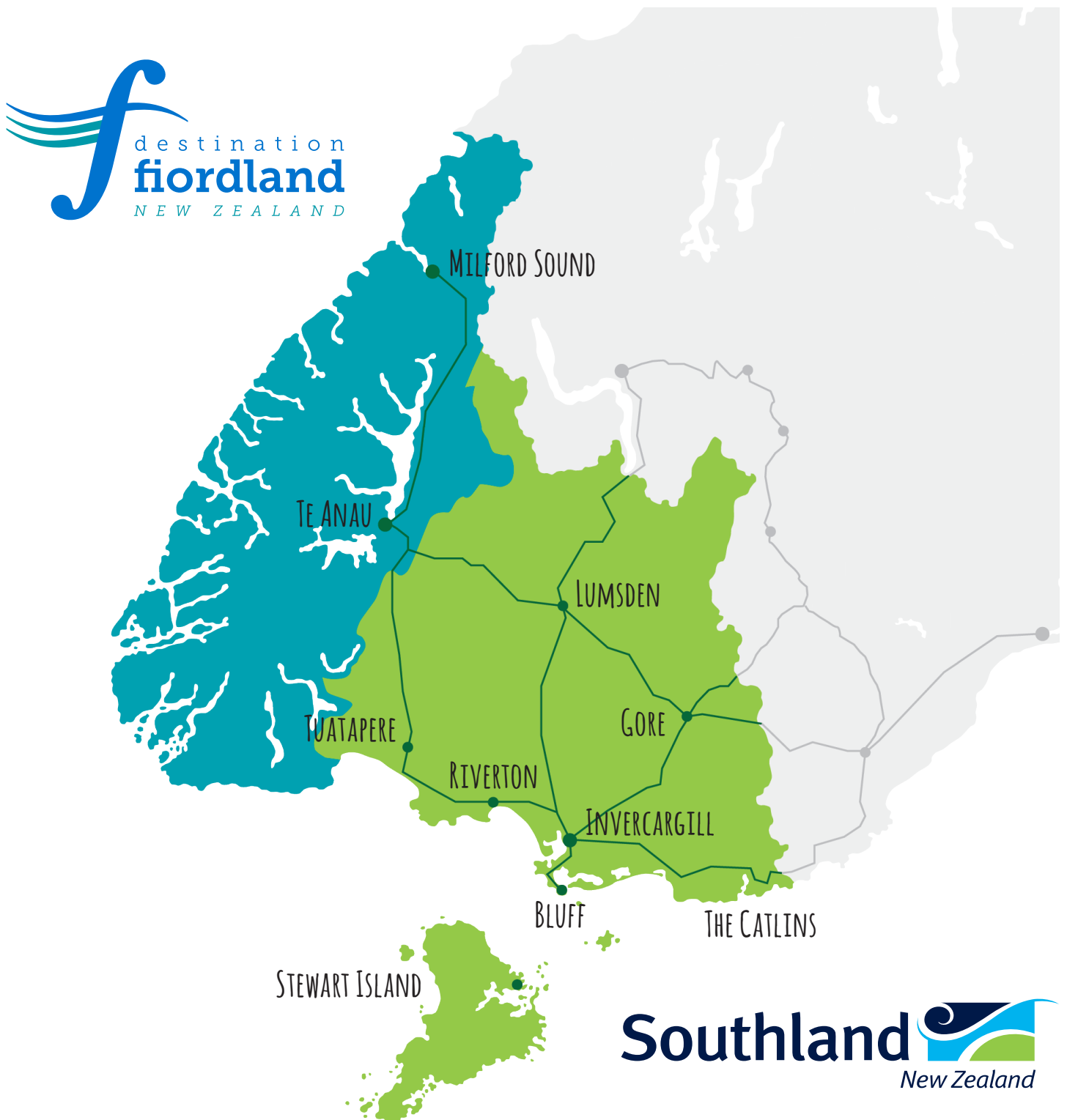


SOUTHLAND RTOS

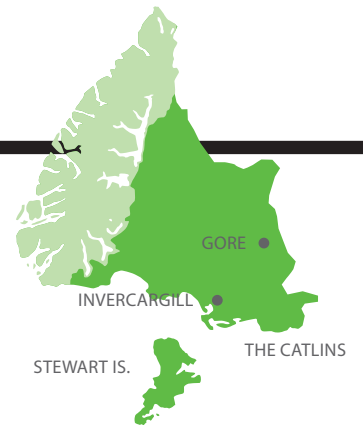
Statistics New Zealand defined geographic areas for Southland's two RTOs (as at June 2019)

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

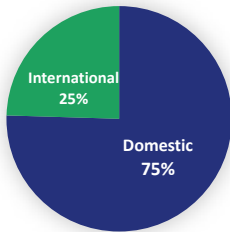
Total Spend in NZD Figures for Year End February

MRTEs (Monthly Regional Tourism Estimates)

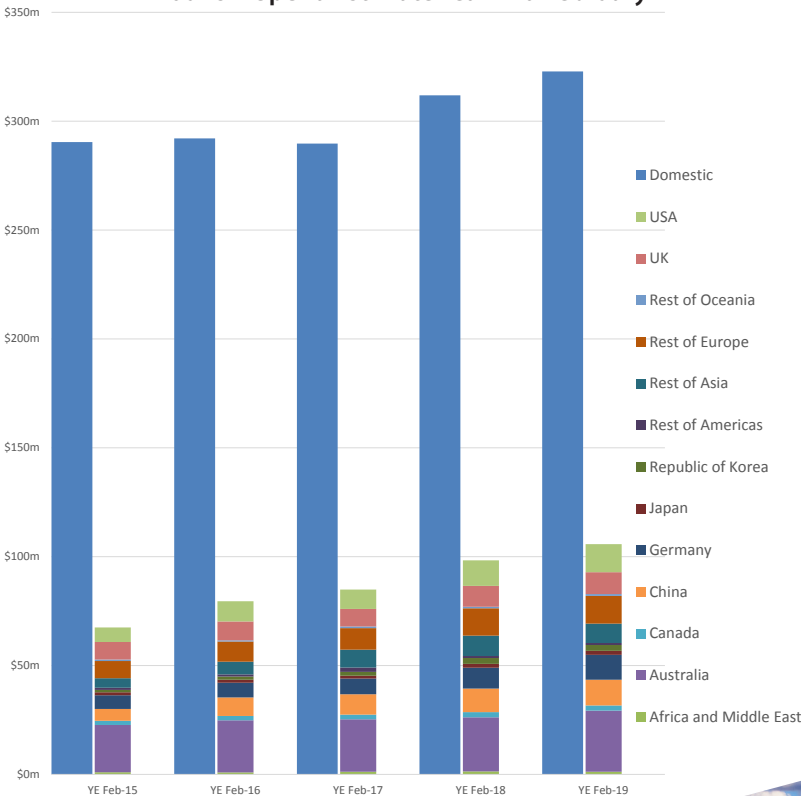
- International visitor spend up 7.6% to \$106 million
- Domestic visitor spend up 3.5% to \$323 million
- Total spend up 4.5% to \$429 million
- Top 5 International Markets

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

Markets



Tourism Spend Estimate Year End February



ACCOMMODATION STATISTICS

Guest Night Figures for Year End February

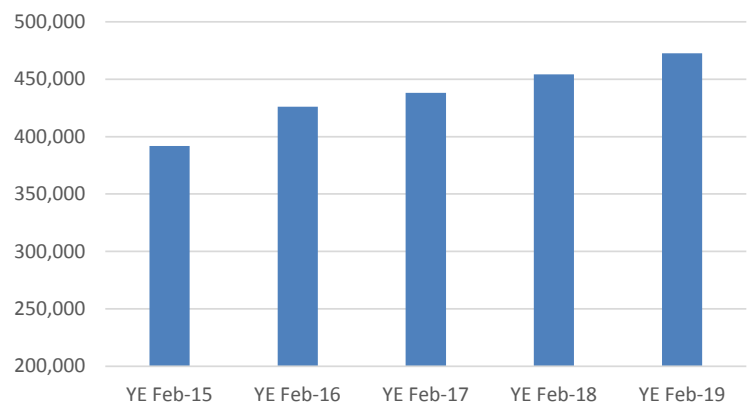
CAM (Commercial Accommodation Monitor)

- International guest nights up 12.2% to 191,804
- Domestic guest nights down 0.9% to 280,698
- Total guest nights up 4.0% to 472,502
- Occupancy rate up from 36.3% to 37.9%
- Daily capacity down 1% to 2,149 stay-units

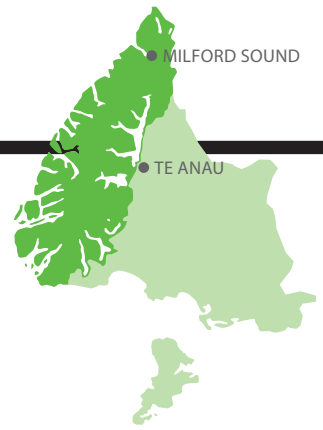
Average Length of Stay Year End February



Guest Nights Year End February



FIORDLAND RTO



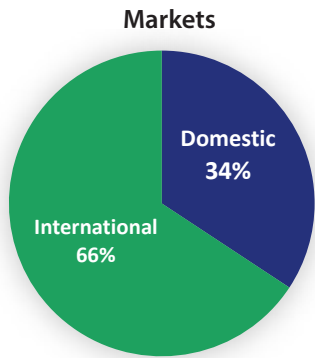
TOURISM SPEND STATISTICS

Total Spend in NZD Figures for Year End February

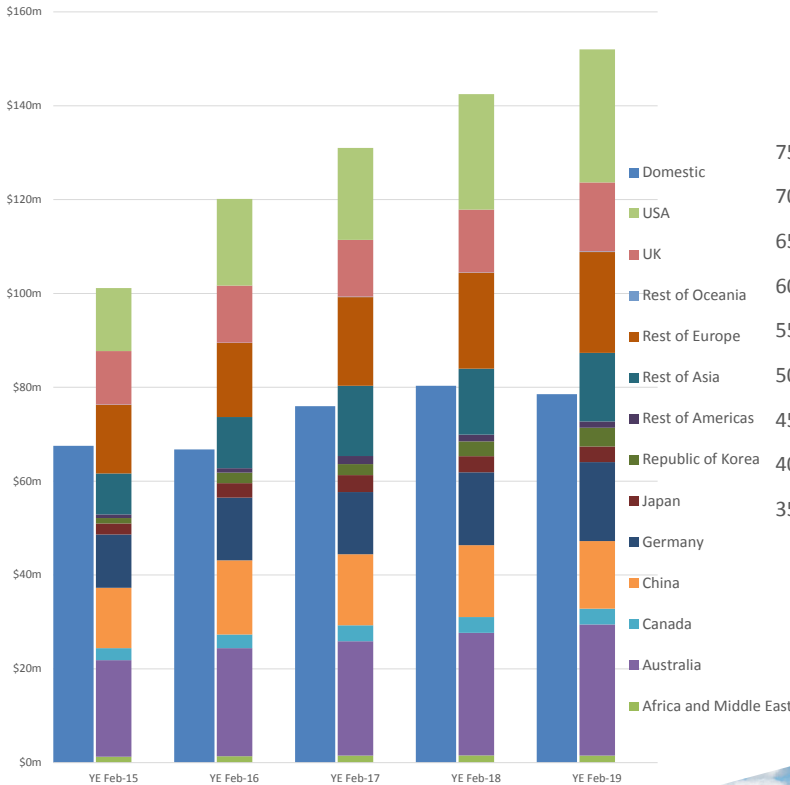
MRTEs (Monthly Regional Tourism Estimates)

- International visitor spend up 6.7% to \$152 million
- Domestic visitor spend down 2.2% to \$79 million
- Total spend up 3.5% to \$231 million
- Top 5 International Markets

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



Tourism Spend Estimate Year End February



ACCOMMODATION STATISTICS

Guest Night Figures for Year End February

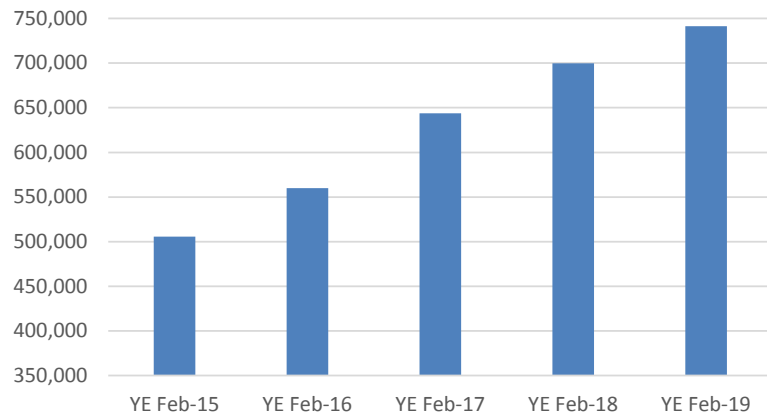
CAM (Commercial Accommodation Monitor)

- International guest nights up 6.5% to 550,220
- Domestic guest nights up 4.3% to 191,097
- Total guest nights up 5.9% to 741,317
- Occupancy rate up from 46.2% to 46.3%
- Daily capacity up 4.8% to 2,357 stay-units

Average Length of Stay Year End February



Guest Nights Year End February



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 FEB 2019:

Southland Region	811 Listings	27.1% Growth
Invercargill City	289 Listings	49% Growth
Gore District	43 Listings	79.2% Growth
Southland District	479 Listings	14% Growth
Southland RTO	505 Listings	25.3% Growth
Fiordland RTO	306 Listings	30.2% 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 - February 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 - February 2019 Definition of Tourist Activities: 9139 Amusement and Other Recreational Activities n.e.c.

Commercial Accommodation Monitor – Ministry of Business, Innovation & Employment - February 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 February contain information provided by other information providers. Information February be changed, deleted, added to or otherwise amended without notice.

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