

# Key Tourism Statistics

30 April 2018

# dunedin

## Visitor Expenditure in Dunedin<sup>2</sup> (Year End Mar 2018)

	% of Expenditure	Expenditure \$M		% of Change*
<b>Expenditure in Dunedin Total</b>		<b>743</b>	↑	<b>6.21</b>
<b>Domestic Expenditure</b>	70.73	525	↑	4.58
<b>International Expenditure</b>	29.27	217	↑	10.34

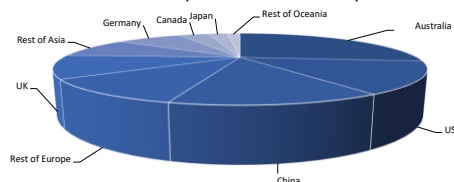
## International Visitors in Dunedin<sup>1</sup> (Year End Dec 2017)

	% of International Visitors	Visits		% of Change*
<b>Visitors into Dunedin Total</b>		<b>429,292</b>	↑	<b>2.52</b>
<b>International visitors to Dunedin (top ten countries of origin)</b>	Australia	123,450	↑	6.08
	China	81,869	↑	94.21
	Rest of Europe	49,442	↓	-9.19
	UK	41,618	↓	-4.43
	Germany	37,893	↑	3.76
	USA	35,656	↓	-11.25
	Rest of Asia	35,071	↓	-17.98
	Canada	6,417	↓	-52.47
	Rest of Americas	6,390	↑	52.25
	Africa and Middle East	6,263	↑	20.49
<b>Purpose of Visit</b>	Holiday / Vacation	294,657	↓	-4.67
	Visiting friends /Relatives	79,766	↑	28.92
	Other	34,498	↑	7.91
	Business	20,371	↑	28.92

## International Visitor Expenditure in Dunedin<sup>2</sup> (Year End Mar 2018)

	% of International Expenditure	Expenditure \$M		% of Change*
<b>Expenditure in Dunedin Total</b>		<b>217</b>	↑	<b>10.34</b>
<b>International Expenditure in Dunedin (top ten countries of origin)</b>	Australia	56.2	↑	7.13
	USA	29.3	↑	5.65
	China	28.6	↑	7.23
	Rest of Europe	23.1	↑	14.25
	UK	22.0	↑	17.73
	Rest of Asia	18.7	↑	12.68
	Germany	16.2	↑	17.38
	Canada	7.3	↑	8.62
	Japan	4.7	↑	9.45
	Rest of Oceania	3.3	↑	94.42

Year End Jan 2018 Top 10 International Countries Expenditure



## Dunedin Commercial Accommodation<sup>3</sup> (Year End Feb 2018)

	Nights		% of Change*
<b>Visitor Nights Total</b>	<b>937,911</b>	↑	<b>3.50</b>
<b>International</b>	<b>382,240</b>	↑	<b>11.20</b>
<b>Domestic</b>	<b>555,672</b>	↓	<b>-1.20</b>
Hotels	321,757	↓	-1.00
Motels /Apartments	366,618	↑	7.20
Backpackers	95,307		N/A^
Holiday Parks	154,229		N/A^

	Occupancy Rate %		% of Change*
<b>Occupancy Rates Total</b>	<b>55.70</b>	↓	<b>-0.09</b>
Hotels	64.60	↓	-1.10
Motels /Apartments	66.90	↓	-0.90
Backpackers	47.20	↑	5.00
Holiday Parks	33.30	↓	-3.60

	Days		% of Change*
<b>Average Length of Stay</b>	<b>1.81</b>	↑	<b>1.69</b>

## Economic Contribution

	Expenditure \$B		% of Change*
<b>New Zealand Tourism Market Total (Year End 31 Dec 2017)<sup>4</sup></b>	<b>36.0</b>	↑	<b>1.90</b>
International	14.5	↓	-0.90
Domestic	21.4	↑	4.00

Economic Contribution \$B



## New Zealand Tourism Exports (Year End 31 December 2017)<sup>4</sup>

International tourist expenditure accounted for \$14.5B or 20.7% of NZ total Export earnings.

## Dunedin Tourism Contribution to GDP (Year End 31 March 2017)<sup>5</sup>

Tourism contributed \$385m towards GDP which was 8% to Dunedin City's Economic output

## Dunedin Tourism Employment (Year End 31 March 2017)<sup>5</sup>

Tourism employees 6,701 people or 10.9% of total employment in Dunedin

## New

	Year 2023		% of Change*
<b>International</b>			
Total visitor arrivals (M)	4.9	↑	4.80
Total visitor days (M)	93.6	↑	4.90
Total visitor expenditure (\$B)	15.3	↑	6.20

	Visits	Spend (\$M)
<b>Key international markets in 2023</b>		
Australia	1,759,000	3073
China	913,000	4348
USA	440,000	1715
UK	268,000	1106
Germany	144,000	873
Japan	140,000	448

## Data Sources

<sup>1</sup>Statistics New Zealand: International Visitor Survey Year End 30 December 2017

<sup>2</sup>MBIE: Monthly Regional Tourism Estimates Year End 31 March 2018

<sup>3</sup>Statistics New Zealand: Commercial Accommodation Monitor Year End 28 February 2018

<sup>4</sup>MBIE: Key Tourism Statistics 15 February 2018 Year End 31 December 2017

<sup>5</sup>Infometrics Dunedin City Economic Profile Year End 31 March 2017

<sup>6</sup>MBIE: New Zealand Tourism Forecasts 2017 to 2023. Expenditure forecasts based on International visitor survey data

\* % of change for current year end against previous year end

<sup>^</sup>N/A previous year end data not available