

Key Tourism Statistics

30 November 2017

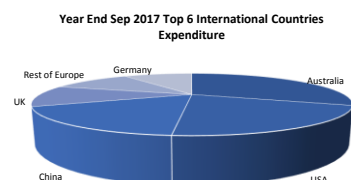
dunedin

International Visitors in Dunedin¹ (Year End Sep 2017)

		% of International Visitors	Visits	% of Change*
Visitors into Dunedin Total			428,946 ↑	3.14
International visitors to Dunedin (top six countries of origin)	Australia	25.53	109,492 ↑	12.79
	China	11.86	50,854 ↑	37.31
	Rest of Europe	12.50	53,616 ↓	-8.14
	UK	9.06	38,873 ↑	15.03
	Rest of Asia	9.39	40,268 ↓	-3.15
	Germany	8.51	36,495 ↑	3.24
Purpose of Visit	Holiday / Vacation		297,425 ↓	-3.95
	Visiting friends /Relatives		74,613 ↑	1.03
	Other		37,495 ↑	20.90
	Business		19,413 ↑	14.48

International Visitor Expenditure in Dunedin² (Year End Sep 2017)

		% of International Expenditure	Expenditure \$M	% of Change*
Expenditure in Dunedin Total			230 ↑	14.82
International Expenditure in Dunedin (top six countries of origin)	Australia	25.71	59.0 ↑	12.05
	USA	17.37	39.9 ↑	23.74
	China	14.46	33.2 ↑	14.22
	UK	9.35	21.5 ↑	1.86
	Rest of Europe	8.98	20.6 ↑	17.02
	Germany	7.88	18.1 ↑	35.09
Average Expenditure per person per trip			5,352 ↑	14.82



Dunedin Commercial accommodation³ (Year End Oct 2017)

		Nights	% of Change*
Visitor Nights Total		923,612 ↑	0.40
International		358,929 ↑	6.50
Domestic		564,683 ↓	-3.10
Accommodation Type	Hotels	321,043 ↓	-3.80
	Motels /Apartments	354,938 ↑	1.00
	Backpackers	95,272	N/A^
	Holiday Parks	152,358	N/A^

		Occupancy Rate %	% of Change*
Occupancy Rates Total		55.20 ↓	-3.70
Accommodation Type	Hotels	63.70 ↓	-0.50
	Motels /Apartments	65.60 ↓	-4.20
	Backpackers	47.50 ↑	5.60
	Holiday Parks	33.60 ↓	-4.30

		Days	% of Change*
Average Length of Stay		1.80 ↑	0.56

Economic contribution (Year End March 2016)

		Expenditure \$B	% of Change*
New Zealand Tourism Market Total⁴		34.7 ↑	12.20
International		14.5 ↑	19.60
Domestic		20.2 ↑	7.40

Economic Contribution \$B



New Zealand Tourism Exports⁴

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

Dunedin Tourism Contribution to GDP⁵

Tourism directly contributes \$208m or 4.5% to Dunedins total GDP of \$4,608m

Dunedin Tourism Employment⁵

Tourism directly employed 4,854 people or 8% of total employment in Dunedin

New Zealand International Tourism Forecasts⁶

		Year 2023	% of Change*
International			
Total visitor arrivals (M)		4.9 ↑	4.80
Total visitor days (M)		93.6 ↑	4.90
Total visitor expenditure (\$B)		15.3 ↑	6.20
Key international markets in 2023		Visits	Spend (\$M)
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

¹Statistics New Zealand: International Visitor Survey

²MBIE: Monthly Regional Tourism Estimates

³Statistics New Zealand: Commercial Accommodation Monitor September 2017

⁴MBIE: Key Tourism Statistics 22 November 2017

⁵Infometrics Dunedin City Economic Profile

⁶MBIE: 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

^N/A previous year end data not available