

Mackenzie Tourism Insights

February 2024



- The February data paints a positive picture for the Mackenzie region. All metrics point towards substantial growth in the sector: Visitor spending (electronic card spend: +28% vs. Feb '23) and overnight visitation (guest nights: +21%) exhibited significant growth leading to substantial growth in tourism employment (filled jobs: +20%, employment earnings: +34%).
- This growth was particularly driven by international visitors, with significant increases in both overnight stays (guest nights: +38% vs. Feb '23) and spending (electronic card spend: +28%).
- Interestingly, more domestic visitors stayed overnight in the region (guest nights: +5% vs. Feb '23), but overall visitor spend by domestic tourists decreased slightly (electronic card spend: -5%).
- The growth in accommodation demand resulted in a strong increase in occupancy in both commercial and short-term rental accommodation (+11%pt and +12%pt vs. Feb '23, respectively), even though the number of active establishments in commercial accommodation grew considerably (+6%).
- With regard to year-to-date data, Mackenzie demonstrated the most robust expansion in commercial accommodation utilisation (guest nights: +41% YTD) and tourism employment earnings (+42% YTD).
- Strong employment growth was observed in the 'Accommodation and Food and Beverages Services' and 'Transport Services' sectors, both exhibiting an increase in filled jobs by +20%.
- Occupancy in short-term rentals provides limited insights into daily activity within the Mackenzie region, as occupancy is basically maxing out for most of the month.

Note: The monthly Tourism Data Insights are provided by Vistr who are contracted by Mackenzie Tourism (part of Mackenzie District Council).