

# Mackenzie Tourism Insights

## January 2024



- January 2024, the second month of the festive season, was a fantastic month for tourism in Mackenzie with a significant increase in overnight visitation (guest nights: +15%) and a high average occupancy rate in the accommodation sector (commercial accommodation: 75% and short-term rental: 83%).
- The rise in total guest nights was driven by increases in both domestic and international guest nights. This contributed to the significant increase in the average occupancy rate in commercial accommodation (+11%pt.) despite a considerable increase in active establishments (+12% vs. Jan '23).
- Domestic guest nights increased moderately (+4% vs Jan '23) outperforming the national trend (-2% vs. Jan '23).
- International guest nights increased significantly by (+32% vs. Jan '23) again outperforming the national trend (+20% vs. Jan '23) which aligns with the overall increase of international passport holder arrivals (+25% vs. Jan '23) at New Zealand borders this month.
- The average occupancy rate for short-term rentals (83%) was on par with last year (-1%pt. vs. Jan '23), again outperforming the national trend (-8%pt. vs. Jan '23).
- The remarkable increase in tourism activity was reflected by a substantial growth in tourism employment (filled jobs: +22%, employment earnings: +50%).
- Daily short-term rental occupancies remained consistently high throughout January 2024, only showing a gradual decline towards the end of the month (from 97% to 55%).

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