

Mackenzie Tourism Insights

June 2024



- June, marking the start of Winter, was a positive month for tourism in the region. International card spending and tourism-related employment both experienced year-on-year (YoY) growth, while domestic visitor card spending remained stable. Although accommodation occupancy held steady, accommodation usage increased by +2%, indicating a slight rise in demand.
- International visitor spending in the region grew by +7% YoY, slightly less than the +10% increase in international guest nights, suggesting that international visitors are spending slightly less on average. The most significant growth in international visitor card spending was in 'Recreation' and 'Retail F&B' products, which increased by +45% and +44% YoY, respectively. The latter indicates a trend towards self-catering options, likely driven by visitors from the US, whose overall spending contribution increased by +58% YoY, with a notable +111% rise in spending on 'Retail F&B' products.
- Domestic visitor spending remained relatively stable, with a slight decrease of -1% YoY, outperforming the national average, which saw a -4% decline. Domestic guest nights also dropped slightly by -3% YoY. Similar to the international market, the highest proportion of domestic visitor card spending was on 'Retail F&B' products. Spending by Auckland visitors increased significantly by +21%, suggesting that the Mackenzie region is becoming more appealing to Aucklanders.
- Although guest nights in commercial accommodation increased slightly, occupancy rates remained stable due to a slight increase in available stay units. Interestingly, while the number of active establishments decreased slightly, the number of active stay units increased, indicating a shift towards larger establishments with more stay units.
- The overall increase in tourism-related employment was primarily driven by the 'Accommodation and Food and Beverage Services' and 'Transport Services' industries, with filled jobs rising by +9% and +20%, respectively.
- Peak visitation, as indicated by daily occupancy rates in short-term rentals, occurred during King's Birthday and Matariki weekends, with Matariki slightly outperforming King's Birthday.

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