

# Mackenzie Tourism Insights

## March 2024



- Data for March 2024, which marks the start of Autumn, portrayed positive trends for the Mackenzie region with significant increases in activity in the accommodation sector (guest nights: +16% vs. March '23) and in the employment sector (filled jobs: +19%, employment earnings: +8% vs. March '23). At the national level, border arrivals further emphasised tourism growth (Overall NZ: +21% vs. March '23).
- Mackenzie's accommodation sector showed strong performance with high average occupancy rates (Commercial Accommodation: 75%, Short-term rentals: 86%). The high average occupancy rate in commercial accommodation resulted from both the increase in guest nights (+16% vs. March '23) and active listings (+6% vs. March '23). Total guest nights surged to 83k in which international visitors showed dominance in night stays with 42k (+19% vs. March '23) slightly surpassing the 41k (+14% vs. March '23) night stays by domestic visitors. This suggests an uptick in international tourism to the region this month. When compared to other regions in the Central South Island, Mackenzie stood out by leading with the highest year-to-date growth in guest nights, achieving a remarkable 28% increase year-on-year.
- In tourism-related industries, Mackenzie showcased an overall increase in both the number of filled jobs (+19% vs. March '23) and employment earnings (+8% vs. March '23). Despite an increase in filled jobs (+16% YoY), the 'Activity, Travel & Tour Services' sector experienced a drop in employment earnings, as did 'Transport Services' (-11% YoY). When compared to other regions in the Central South Island, Mackenzie once again stood out as having the highest employment earnings growth in year-to-date figures, achieving a remarkable +38% increase year-on-year.
- As anticipated, short-term rental occupancy reached high levels towards the end of the month, largely attributed to the Easter Holiday on March 31st. The peak occupancy of 99% was recorded on March 30th, the day preceding the public holiday. Another notable peak was observed on the 22nd March also reaching an occupancy rate of 99%.

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