

Mackenzie Tourism Insights

May 2024



- Data for May 2024, marking the end of Autumn, portrayed a positive picture for tourism in the Mackenzie region. While visitor card spending showed mixed results, there were significant increases observed in both accommodation usage and tourism-related employment.
- Both electronic card spending and commercial accommodation usage (guest nights) by international visitors increased significantly by +35% and +20% over May '23 (YoY), respectively. This growth in international guests clearly outpaced the increase in border arrivals by international passport holders (+6% vs. May '23), indicating that Mackenzie is expanding its market share among this visitor segment.
- Domestic visitor card spending decreased by -5% compared to May '23 despite the +7% increase in domestic guest nights. This indicates that Mackenzie is becoming more popular among domestic visitors, though their spending appears to be more constrained.
- The strongest growth in card spending by domestic visitors was led by Aucklanders, with their spending increasing by 8% YoY.
- The overall positive trends extended to tourism-related employment, with filled jobs in select tourism-related industries increasing by +9% and employment earnings rising by +16% compared to May '23.
- The "Retail Food & Beverages" industry experienced the highest card expenditure from both domestic and international market, which likely contributed to employment growth within the "Accommodation + Food & Beverage Services" industry (Filled Jobs: +13%, Earnings: +15%).
- When compared to other regions in Central South Island, Mackenzie showed the strongest growth in guest nights (+12% YoY) and employment earnings in select tourism-related industries (+15% YoY).
- Daily short-term rental occupancy declined towards the end of the month, but rebounded with a high occupancy rate of 60% on the last day of May, leading into King's birthday weekend. The peak occupancy was recorded on May 3rd, reaching 64%.

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