

Mackenzie Tourism Insights

November 2023



- November was a great month for tourism in the Mackenzie Region. Overall visitation (visitor days +65% YoY), commercial accommodation usage (guest nights + 18% YoY) and tourism employment (filled jobs +29% YoY) grew considerably over November last year.
- Visitor days increased significantly (c.+13% MoM) from October. This trend is outstanding in comparison to the national figure, which shows a c.-15% (MoM) decrease in national visitor days.
- The conversion of visitors into stay nights decreased over November last year. A trend that was observed for both domestic and international visitors by a stronger growth in visitor days than in guest nights in commercial accommodation. This was likely caused by proportionally fewer visitors staying overnight rather than a decrease in trip length, as the average stay length (1.6) in commercial accommodation remained the same from November last year.
- Domestic visitor days increased by +46% (YoY), whereas domestic guest nights in commercial accommodation decreased by -5% (YoY).
- International visitation showed incredible growth with visitor days increasing by +161% (YoY) and guest nights in commercial accommodation by +49% (YoY).
- Daily visitor numbers were highest over Canterbury Day weekend (c.10k).
- The overall positive increase in tourism activity was reflected by a considerable growth in tourism employment with filled jobs increasing by +30% (YoY) in the 'accommodation and food and beverage services' sector and by +29% (YoY) in the 'activity, travel and tour services' sector.

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