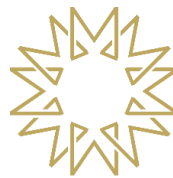


Mackenzie Tourism Insights

October 2023



**Mackenzie
Region**
New Zealand

- The sun shines bright for the Mackenzie region with all key indicators trending up, except for domestic visitor spend.
- Visitor numbers were strongly trending up with almost 3 times as many international visitors compared to October last year (+195% YoY).
- This was also reflected in accommodation bookings with international guest nights in commercial accommodation almost doubling (+87% YoY).
- Domestic visitor numbers grew by +45% YoY, which was likely due to an increase in day visits to the region as guest nights in commercial accommodation remained similar (-1% YoY) to last year. The YoY change in commercial accommodation usage by domestic visitors could partly be driven by the fact that term 3 school holidays in 2023 fell across September and October, as opposed to solely October in 2022.
- The increase in domestic visitor numbers did not translate into an increase in visitor spending by domestic visitors (-22%) YoY. By contrast, international visitors were spending +64% more YoY. Visitor spending by Australians more than doubled (+111% YoY).
- A decline in domestic visitor spending was observed over the previous two months (MoM) driven by a significant decline in the 'transport services' spending type. Likely due to the significance of heli-skiing operations over the winter. In fact, when disregarding visitor spending on 'transport services', visitor spending continuously increased from August to October.
- Labour weekend drew many visitors to the Mackenzie region, with daily visitor numbers 2-3 times higher than other weekends in October.

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