

Mackenzie Tourism Insights

August 2024



- Tourism data for August 2024 indicated a rather challenging month for Mackenzie's tourism sector. While visitor card spending, accommodation occupancy rates and tourism-related employment sector declined compared to August 2023 (YoY), there was an increase in international visitor guest nights.
- In the international visitor market, electronic card spending decreased by -5% YoY, while international guest nights increased by +7% YoY. This suggests a potential decline in average spending in the region or a reduction in day trip visitation.
- Australian visitors maintained the largest share of international card spending, but their expenditures fell significantly by -26% YoY.
- Noteworthy growth in card spend was observed among visitors from Asian countries, particularly those from the 'Rest of Asia' (which includes all Asian markets except China, Japan, and Korea), who recorded a +21% YoY increase. Additionally, Northeast Asian countries showed strong performance, with China reporting a +11% YoY rise and Japan a +8% YoY increase. This trend reflects the growing appeal of the region to Asian tourists.
- The 'Rest of Asia' market experienced substantial growth in food and beverage spending, with 'F&B Serving' up by +73% YoY and 'Retail F&B' increasing by +13% YoY. This indicates a rising trend in dining out among these visitors. However, their card spending on transport products dropped by -90% YoY.
- Electronic card spending by domestic visitors declined significantly by -31% YoY. The highest expenditure was noted in Retail F&B products, suggesting domestic visitors preference for self-catering over dining out.
- Occupancy rates remained relatively stable, with only a slight decline observed in commercial accommodations at -3%pt YoY, while short-term rental accommodations remained steady at -2%pt YoY. The decrease in commercial occupancy rates was primarily driven by a +3% YoY increase in active establishments, while guest nights remained unchanged. Motels and apartments reported the highest occupancy rates, with small motels and apartments achieving an occupancy rate of 80%, while larger ones reached 58%.
- Among selected tourism-related industries, only 'Transport Services' experienced growth, with a +20% YoY increase in filled jobs. In contrast, employment earnings declined across selected tourism-related industries, reflecting a similar trend observed in the regions of the Central South Island.

- Daily occupancy rates in short-term rental accommodations remained fairly consistent throughout the month, with weekend rates being slightly above weekdays. The peak occupancy rate of 78% was recorded on Saturdays, August 10th and 17th.

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