

Domestic Market – Visitor Profile

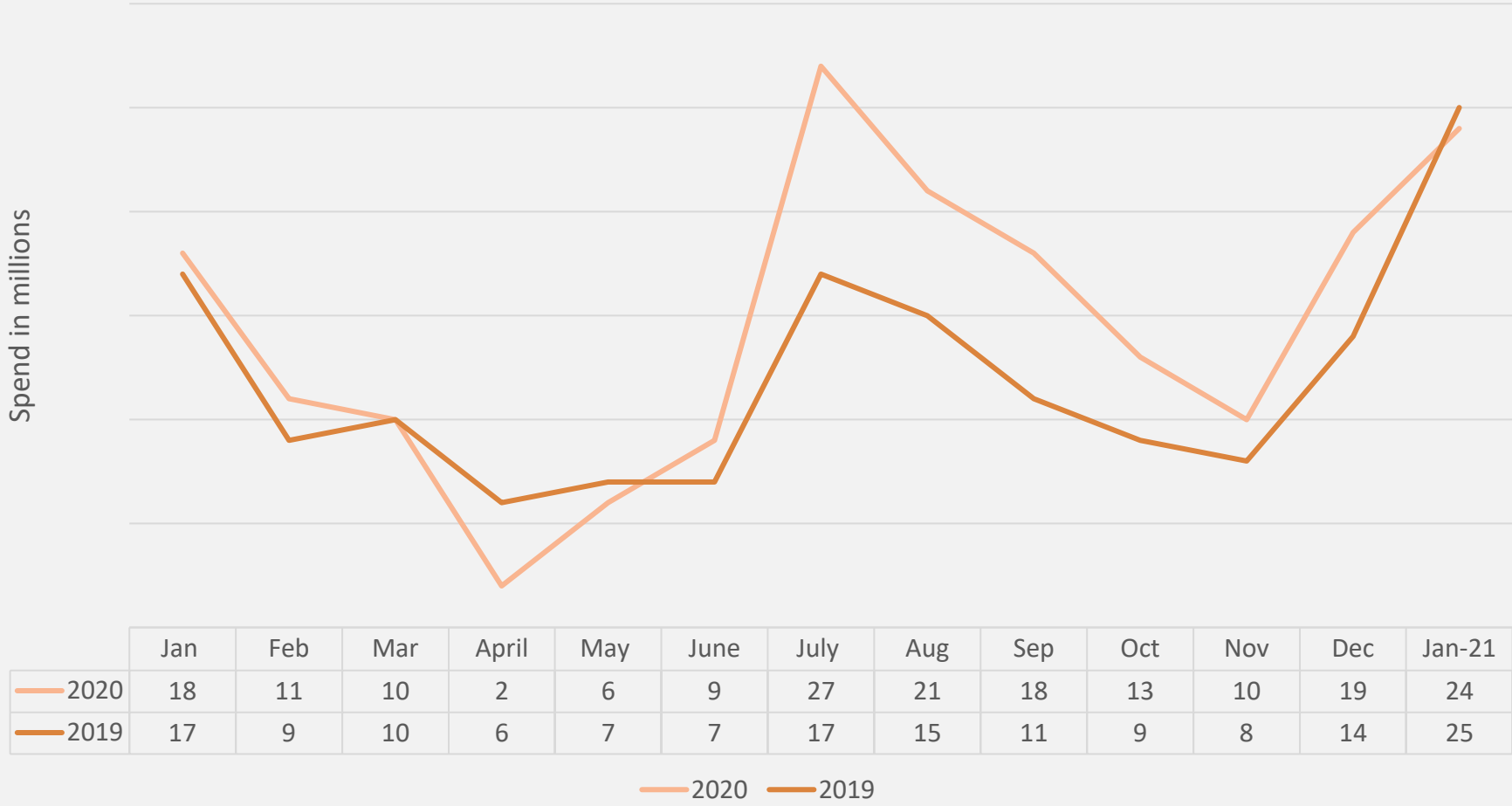
March 2021



Wānaka^{NZ}

What do they spend?

Wānaka Domestic Spend by Month



Domestic Visitor Spend

Comparison with national results YoY

National \$9080m **+0%** Wānaka \$169m **+26%**

Comparison with national results for January

National **+24%** Wānaka **+34%**

Overall Visitor Spend

Comparison with national results YoY

National **-17%** Wānaka **-23%**

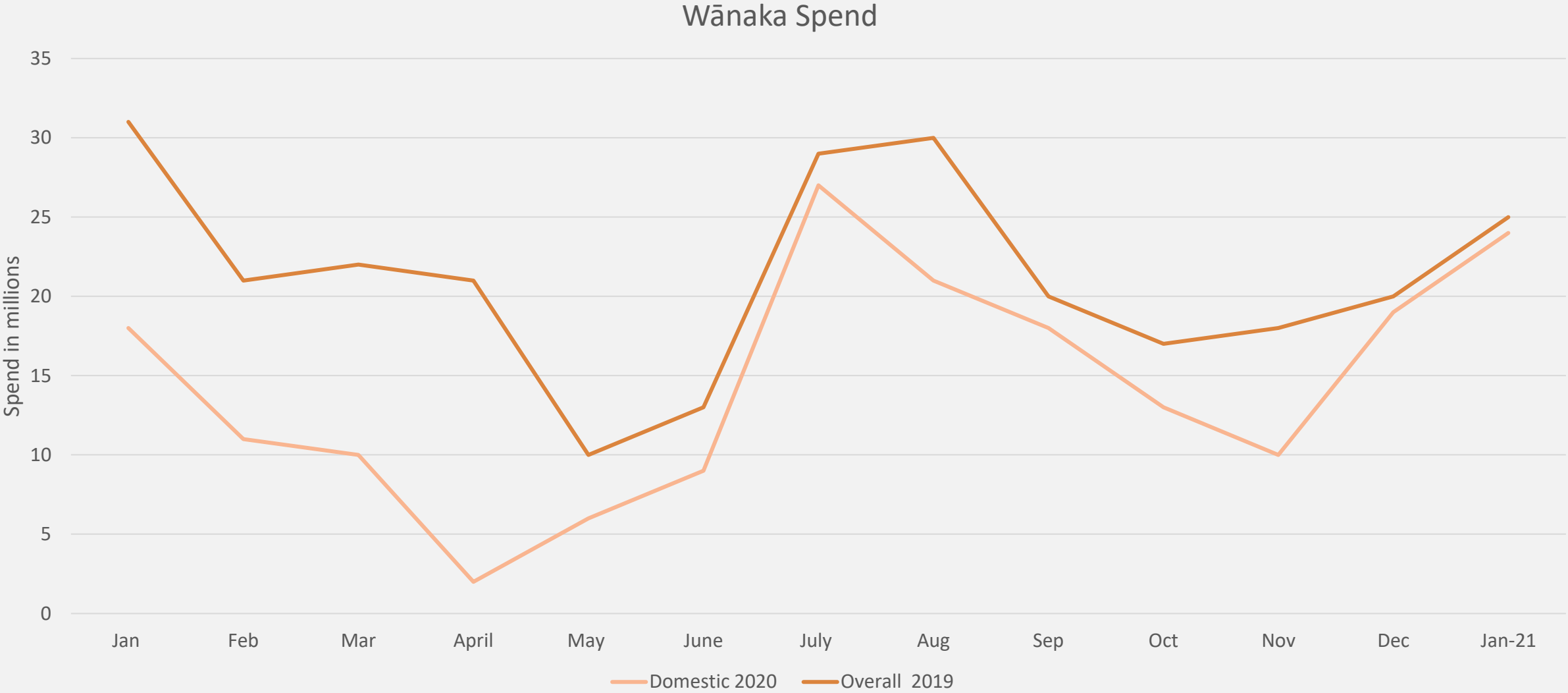
Comparison with national results for January

National **-11%** Wānaka **-25%**

^ MBIE | Tourism Electronic Card Transactions YE ending Jan 2021

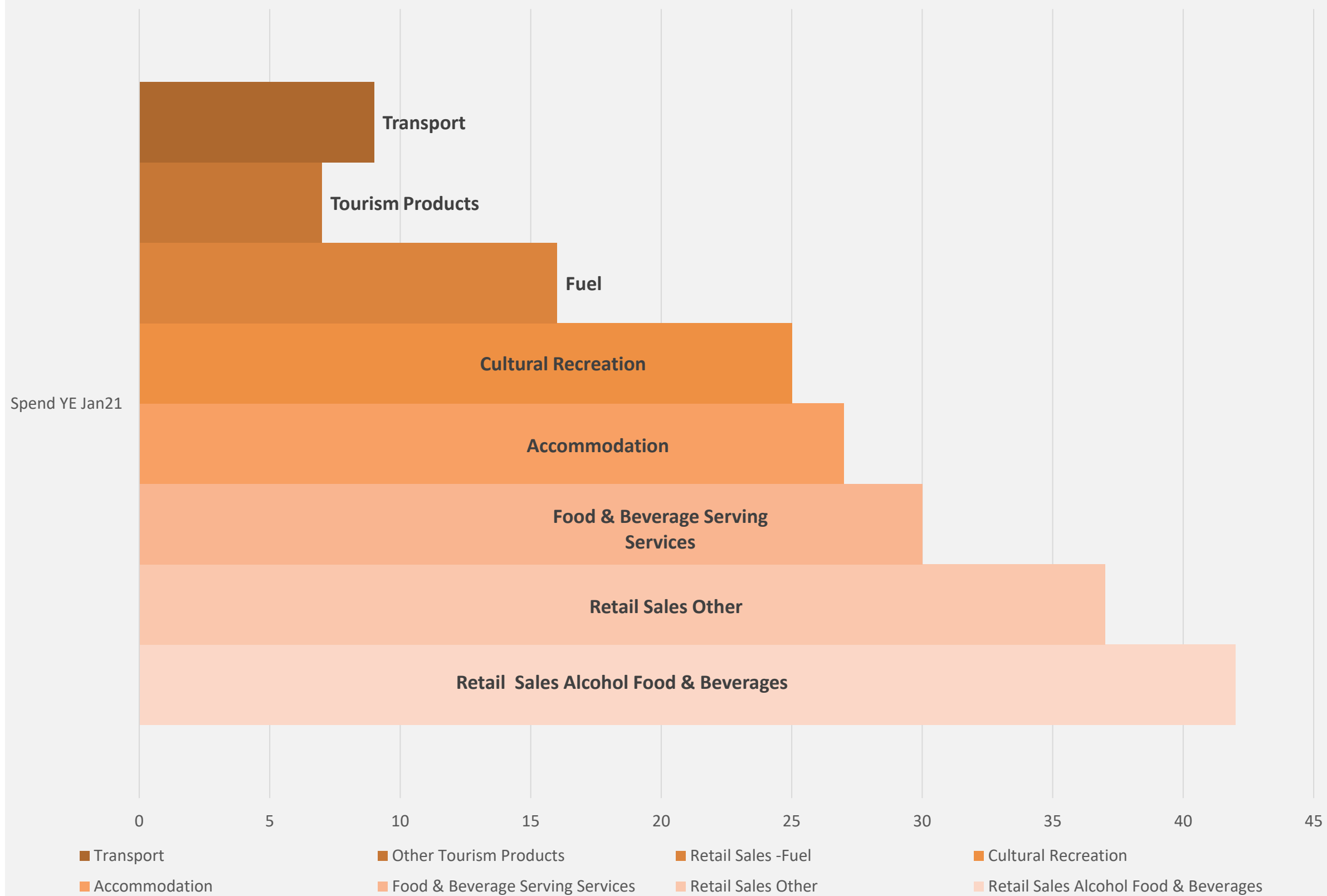


What do they spend?



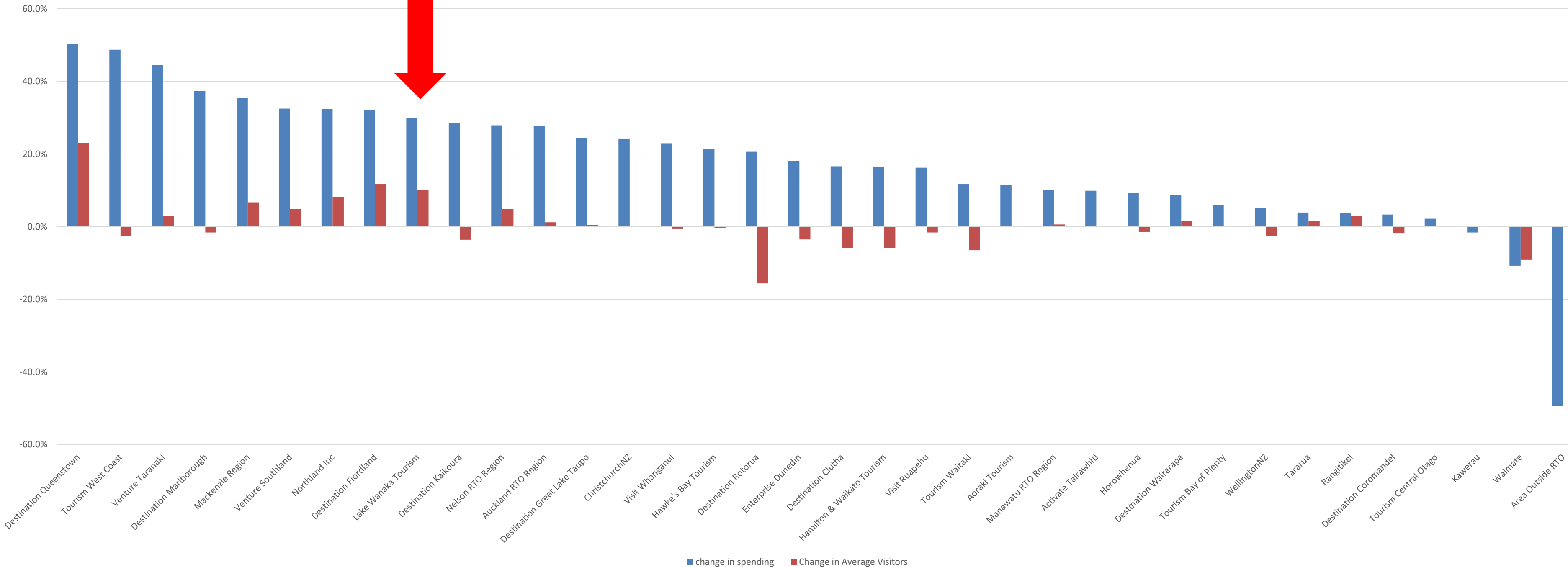
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What do they spend on ?



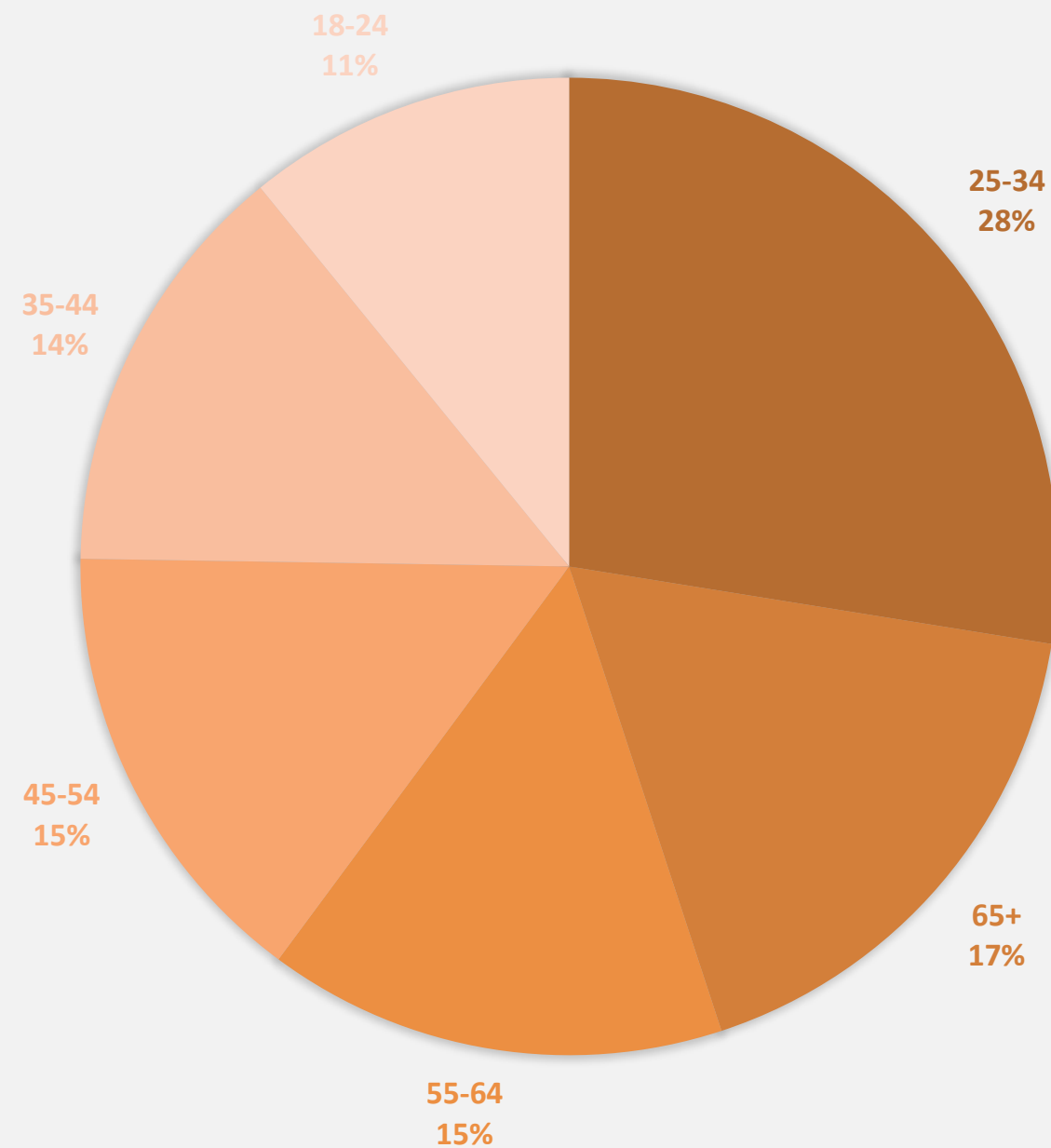
Kiwis have Done Something New: +21% domestic spend 23 Dec – 10 Jan

Kiwis have spent +21% on tourism product this summer. Almost all regions have seen an increase in domestic spend. Domestic visitor volume has been stable at -1%.



Note: Taken from Tourism New Zealand Presentation
 Spend Data based on TECT, Average Visitors on Dataventures Data
 *Period: 23 December 2020 – 10 January 2021

Who are they ?



+

25 – 34

Audience size increased **+12%** on last year

58% Female 42% Male Top 3 cities: AKL CCH QTN

Shopping, food and health and fitness are big interests for this demographic. 'Green Living is also a high priority for this group.

65+

Audience size increased **+225%** on last year

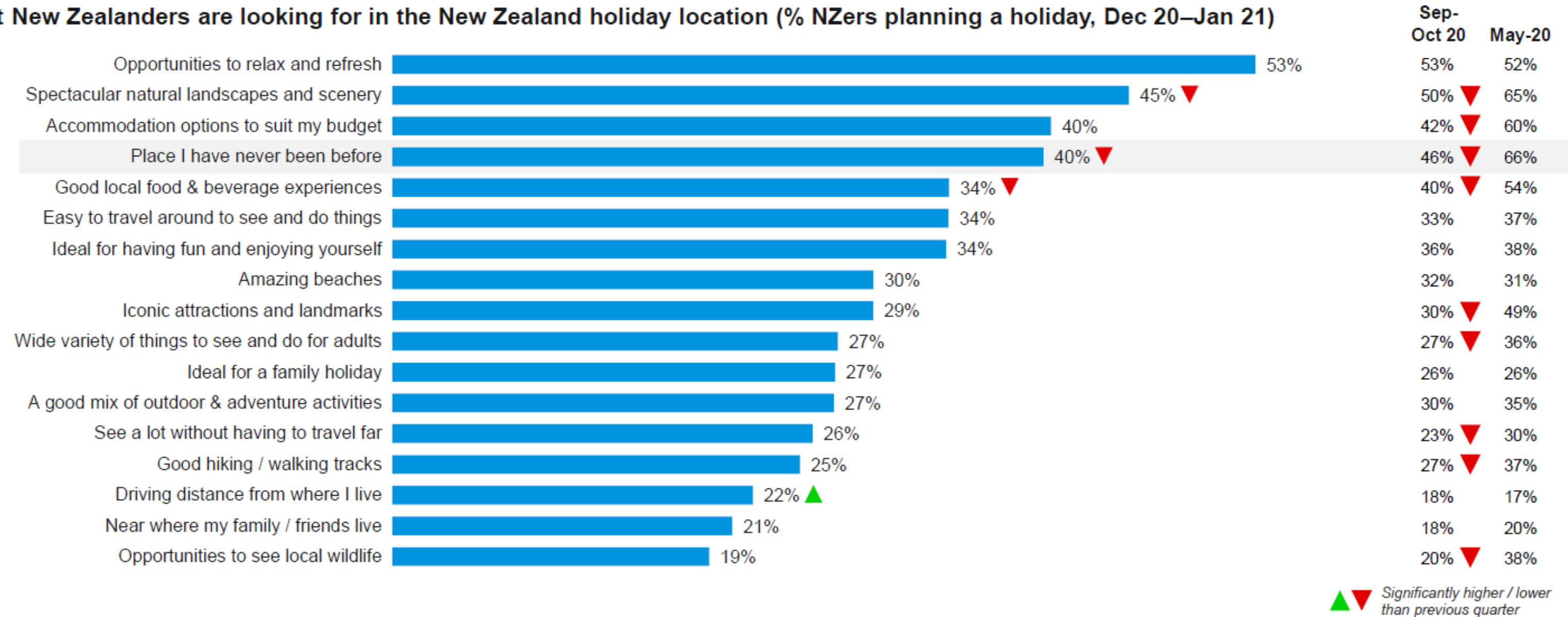
62% Female 38% Male Top 3 cities: AKL CCH QTN

Food and dining followed by travel and health and fitness are the top interests for this demographic. Interesting to note one of their top pages was skiing and snowboarding.

Relax/Refresh and Landscapes/Scenery are key drivers

“Place I have never been before” has dropped as a travel motivator, likely indicating that Kiwis have visited something NEW

Aspect New Zealanders are looking for in the New Zealand holiday location (% NZers planning a holiday, Dec 20–Jan 21)



Tourism Sentiment Index



Throughout a turbulent 2020, sentiment driven by tourism in Lake Wanaka remained 3 points above of that of New Zealand’s national average.

In June, August and November Lake Wanaka saw positive increases in sentiment.



^ Source | Tourism Sentiment Index TSI

Data Toolkit

Tourism Electronic Card Transactions (TECTs) [HERE](#)

The TECTs are an interim replacement for the Monthly Regional Tourism Estimates (MRTEs) to understand tourism spend activity in New Zealand.

The Accommodation Data Programme (ADP) is a new programme providing information about short-term accommodation activity at national, regional, and lower levels.

It estimates the guest nights, occupancy rates and other measures relating to the accommodation industry. [HERE](#)

DGiT (Domestic Growth Insight Tool) is an insight project to help activate domestic tourism and help tourism operators and Regional Tourism Organisations maximise the value they get out of domestic tourism. [HERE](#)

Google Analytics allows you to track and understand your customer's behavior, user experience, online content, device functionality and more. Get started [HERE](#)

Tourism New Zealand activity is driven by ongoing insights about the domestic consumer. More information [HERE](#) and Unlocking the Future of Tourism Research [HERE](#)

For Wānaka specific data or how to use the national data sets available contact LWT BDE [Brad Rowe](#) or MCM [Gizelle Regan](#)