

Thursday, March 11, 2021

Destination Queenstown

Good Morning SNUG!

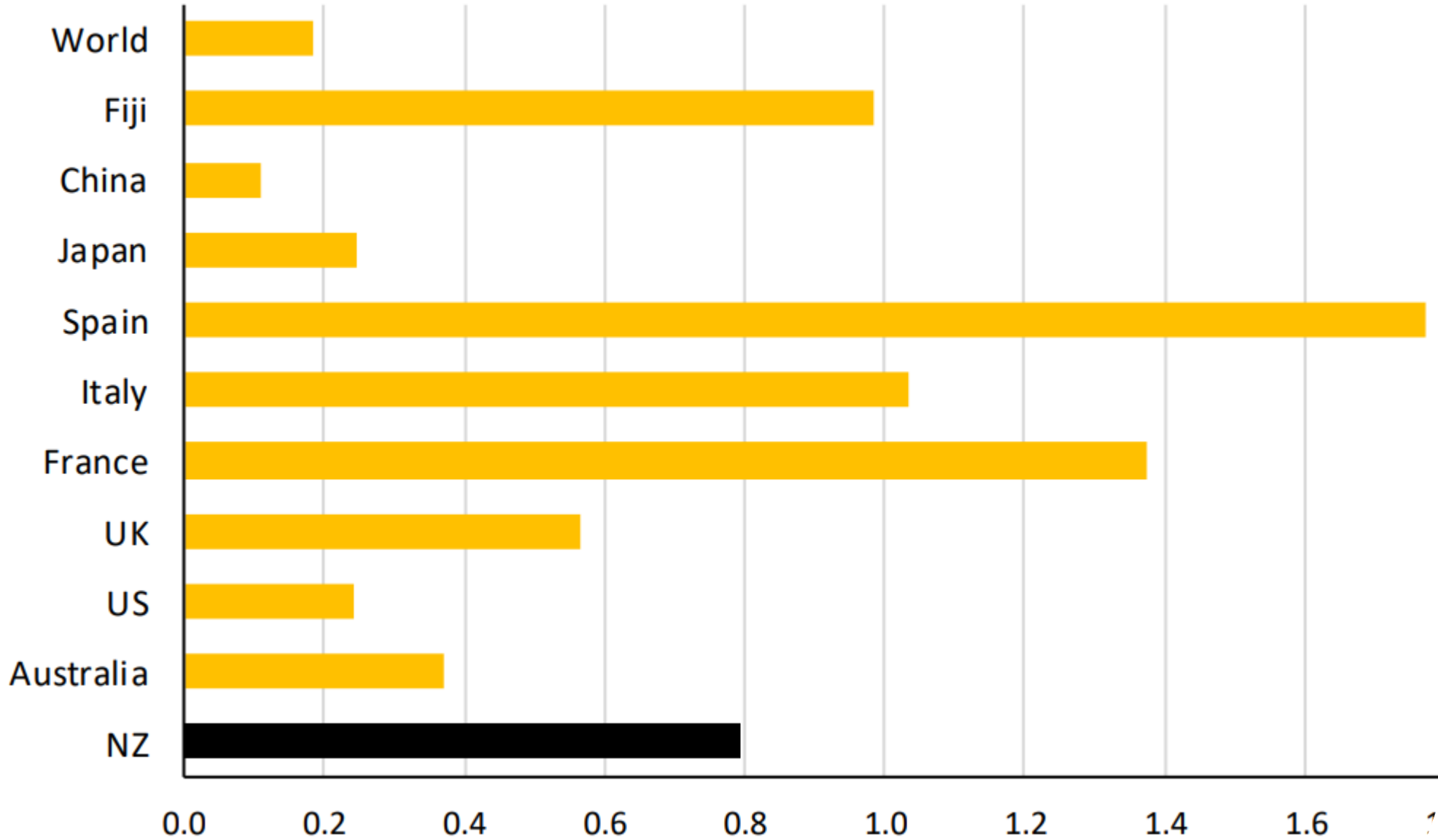


Kiran Nambiar



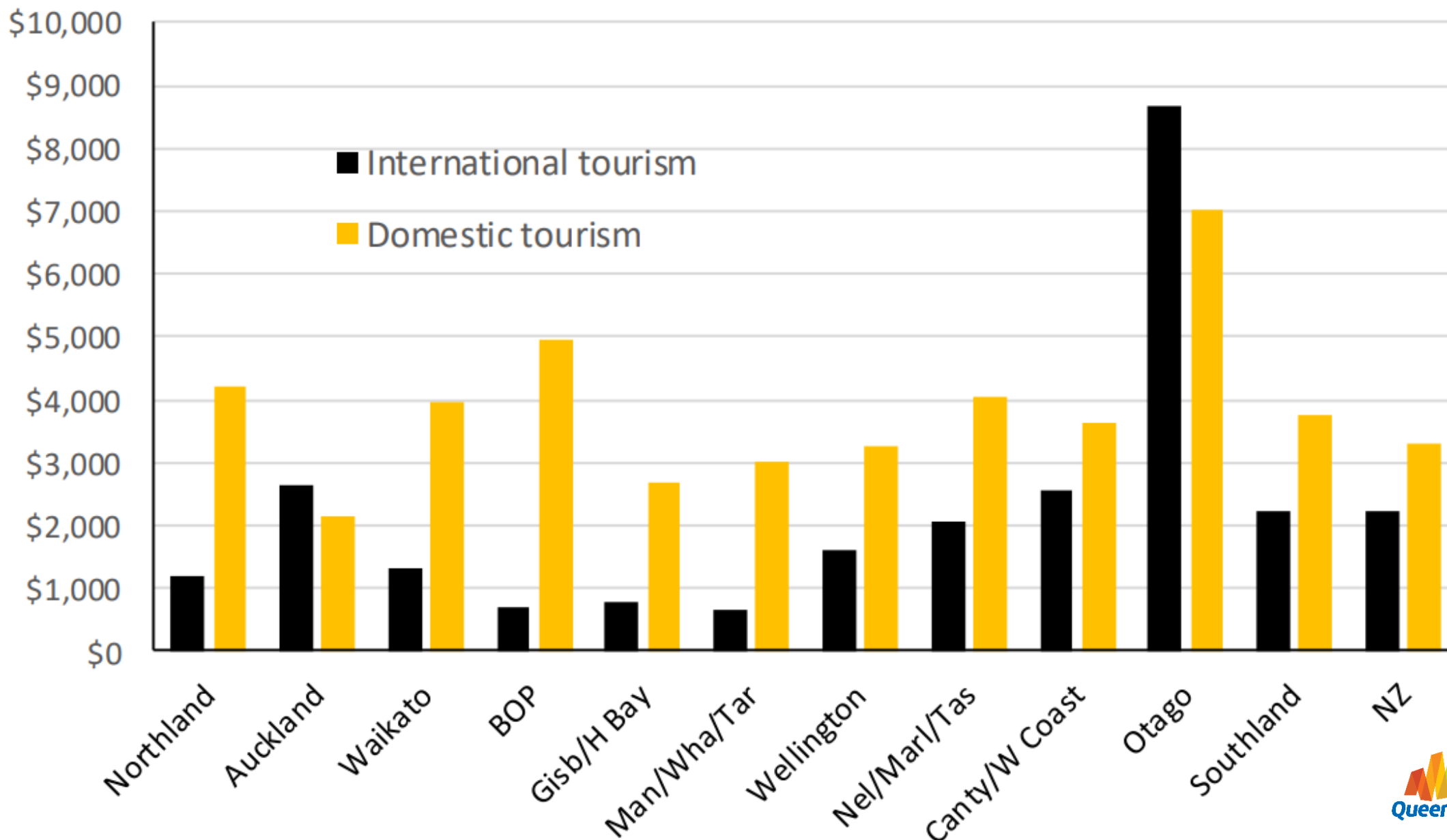
HOME OF
ADVENTURE

INBOUND TOURISTS PER CAPITA (2018)



117.85

PER CAPITA TOURISM SPEND BY REGION



Source: Statistics NZ, MBIE, ASB

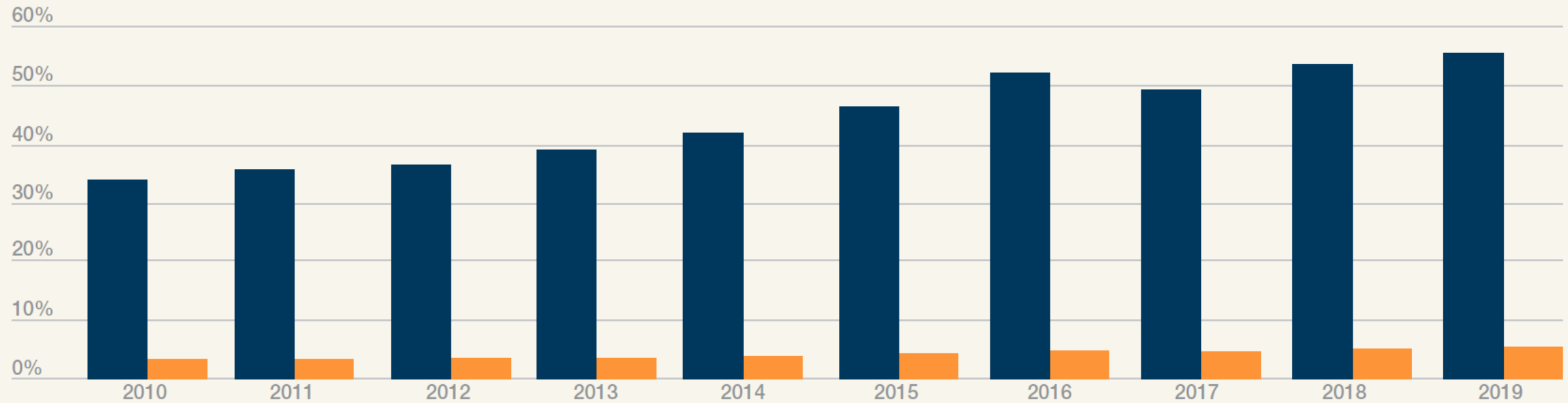
Tourism = 50% GDP & 64% Jobs

Tourism contributed \$1.7b out of a total \$3.062b in 2019, more than half our district's GDP and 63.5% of jobs (seven times higher than the NZ average of 9%).

TOURISM SHARE OF TOTAL GDP, 2010-2019 (Source: Infometrics)

QUEENSTOWN LAKES DISTRICT

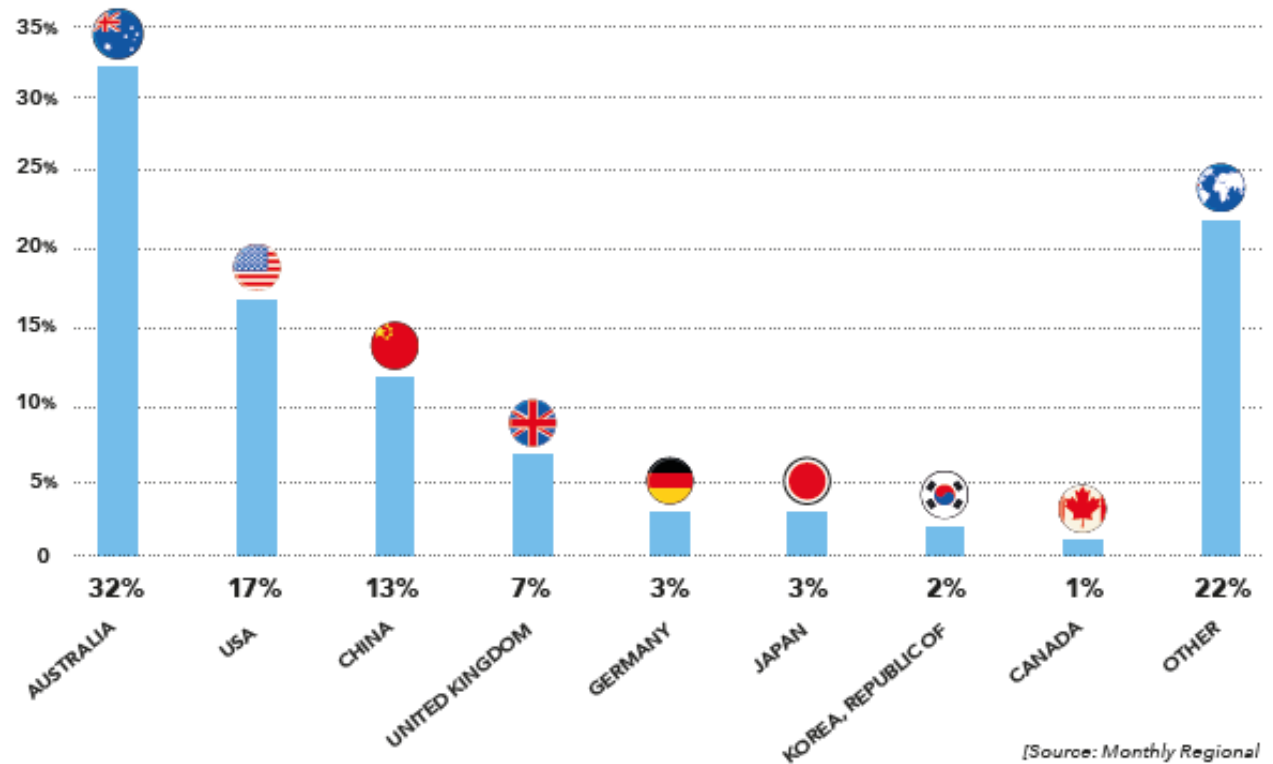
NEW ZEALAND



Portfolio of Markets (Pre-Covid)

- Critical Core Markets: New Zealand, Australia
- Pacific Rim: China, North America, South East Asia
- Long haul: India, United Kingdom, Germany
- Emerging: Indonesia, South America

International visitors by expenditure



[Source: Monthly Regional Tourism Estimates YE June 2019]

Queenstown Visitors (Pre-Covid)

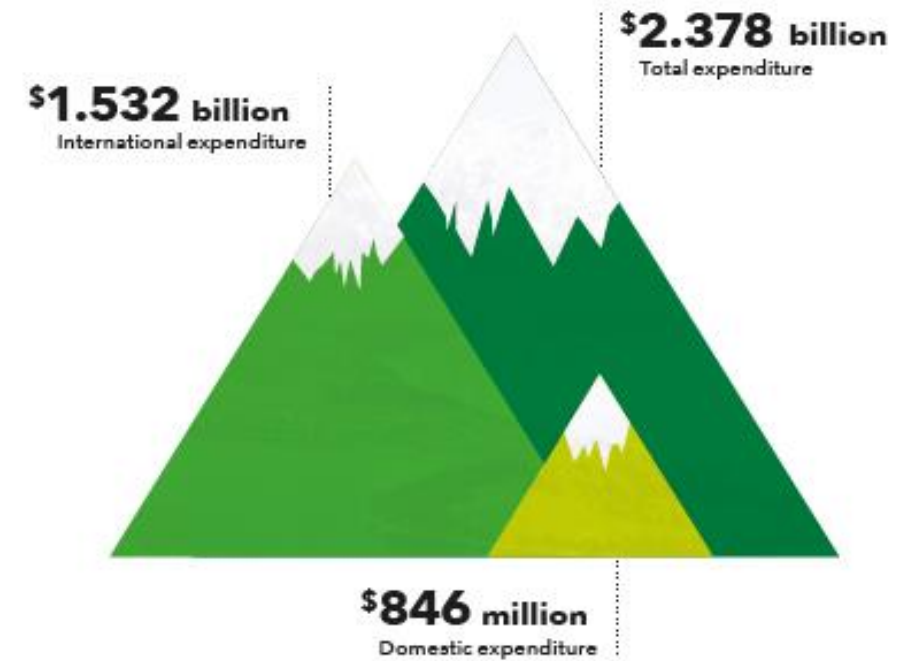
Visitors by market



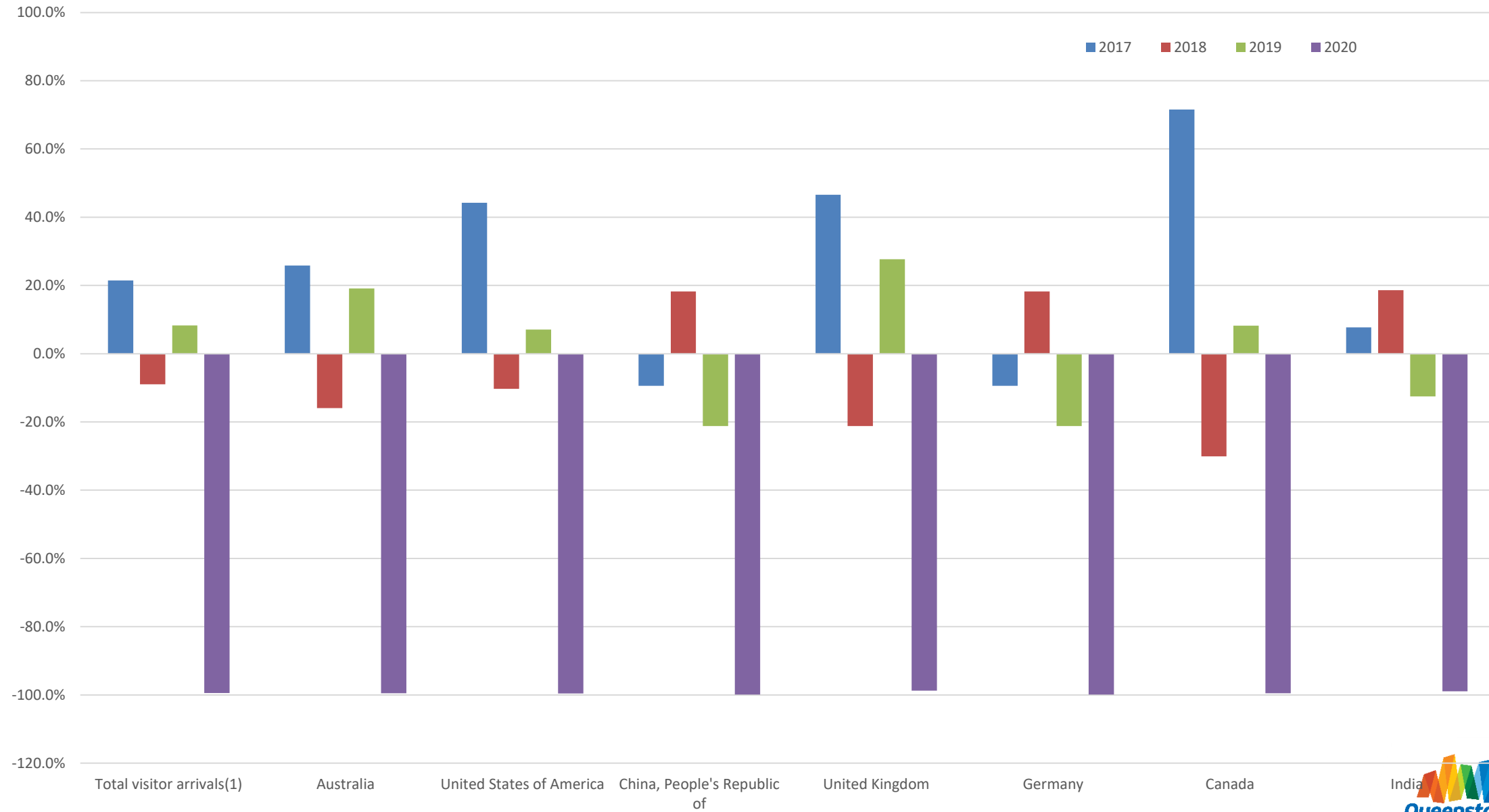
Overnight & day trip visitors



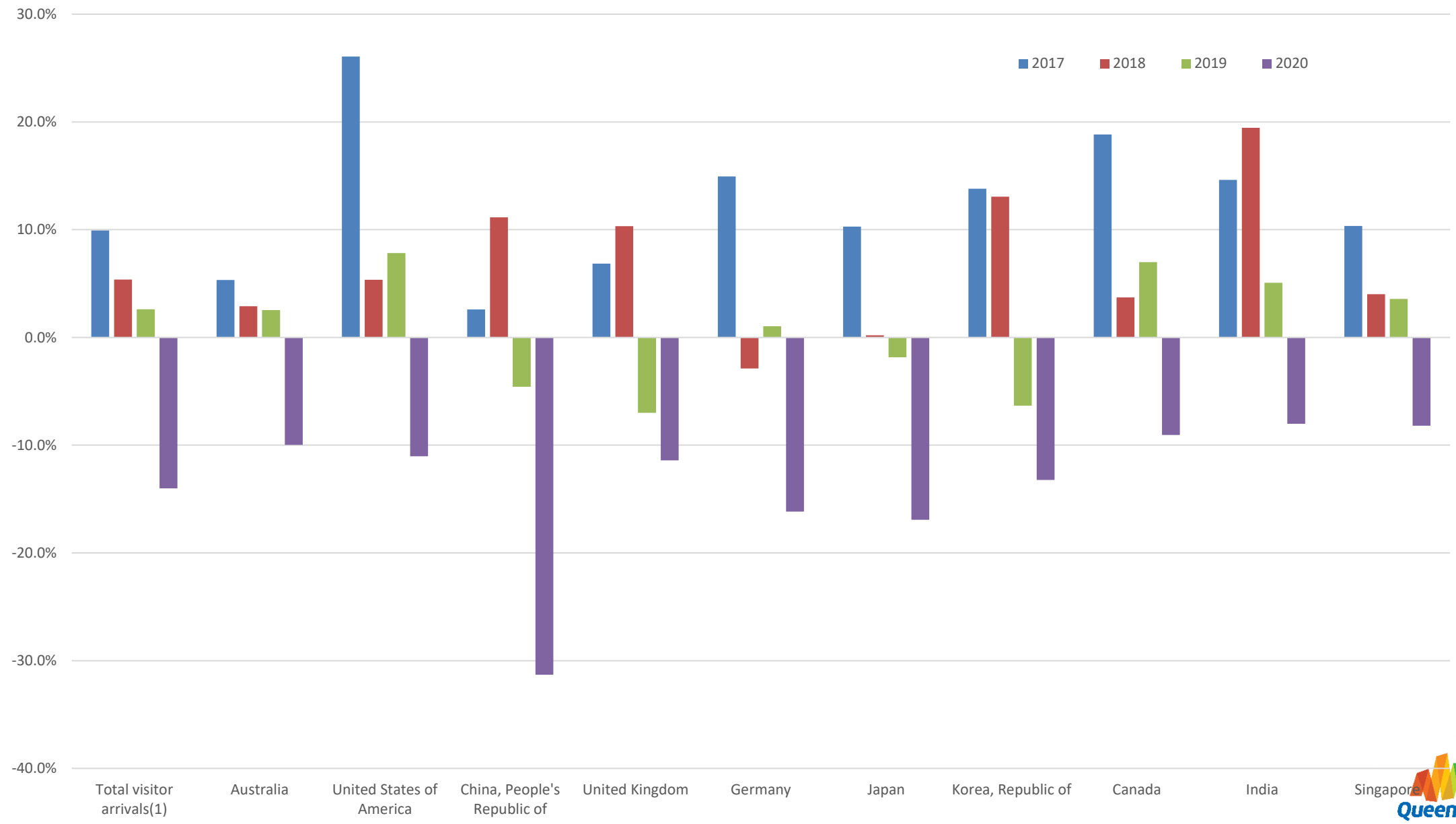
Visitor expenditure by market



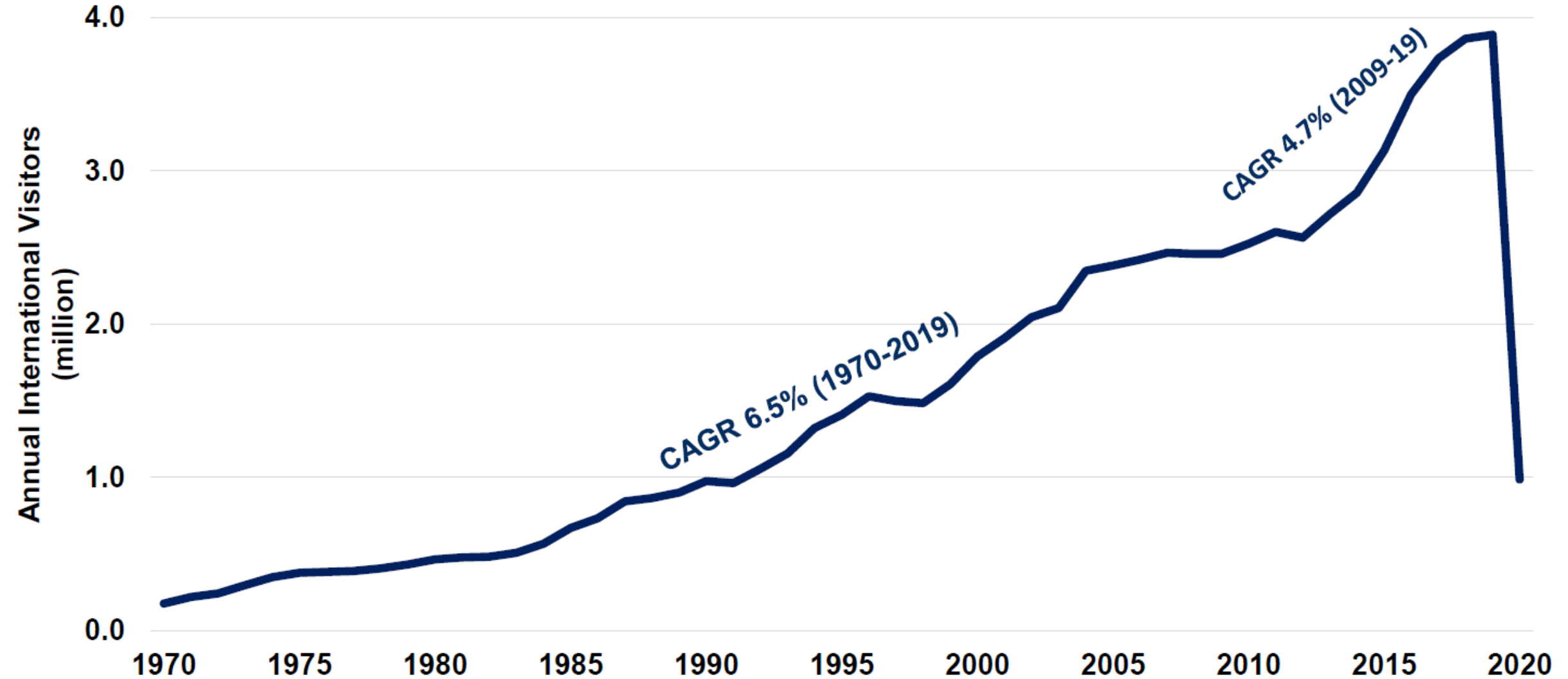
Visitor Arrivals - April 2020



Visitor Arrivals - YE April 2020



NZ International Visitor Arrivals – 1970–2020

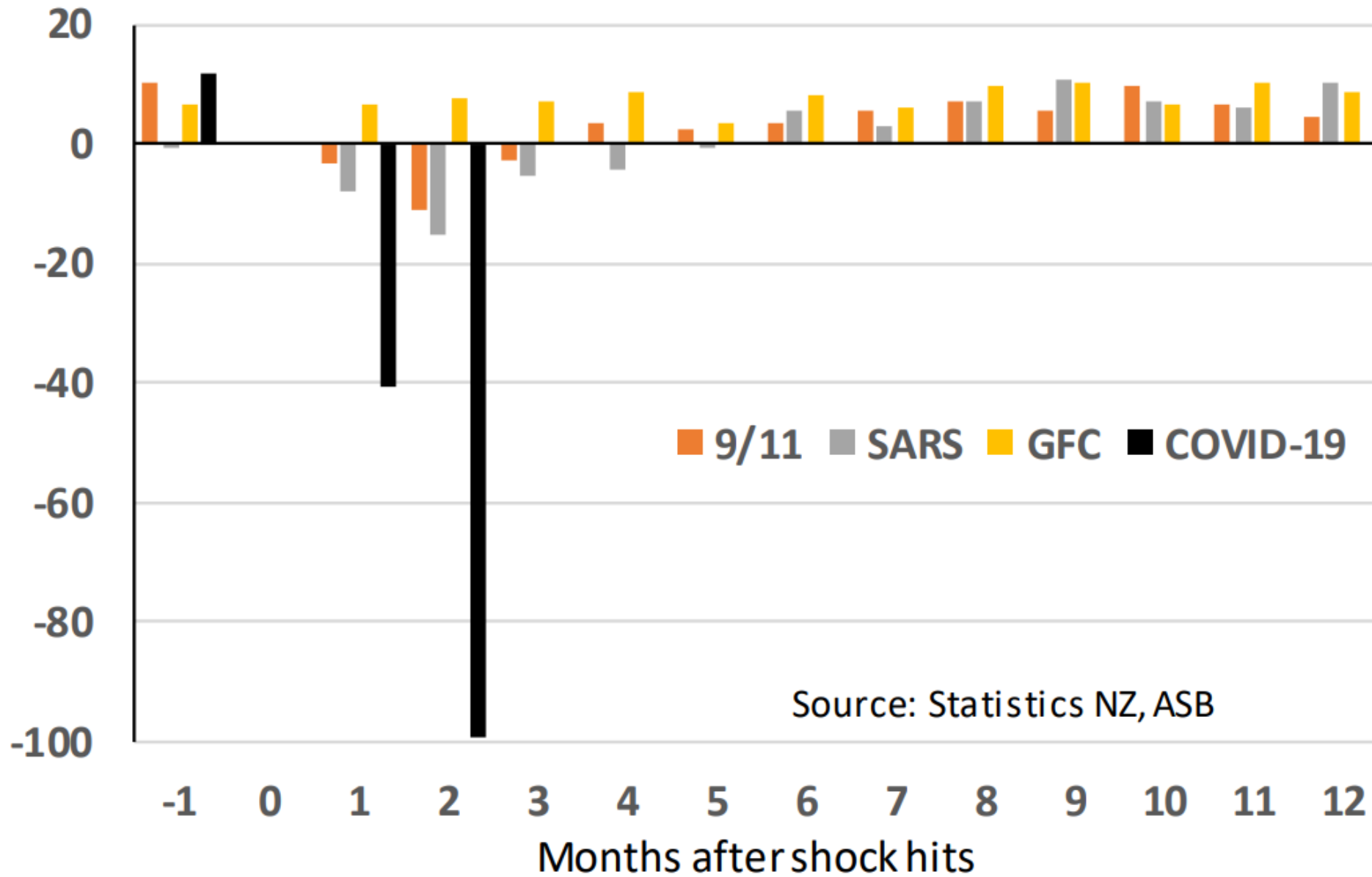


Source: International Visitor Arrivals (Stats NZ)

TOURISM ARRIVALS TO NZ

Seasonally adjusted monthly arrivals

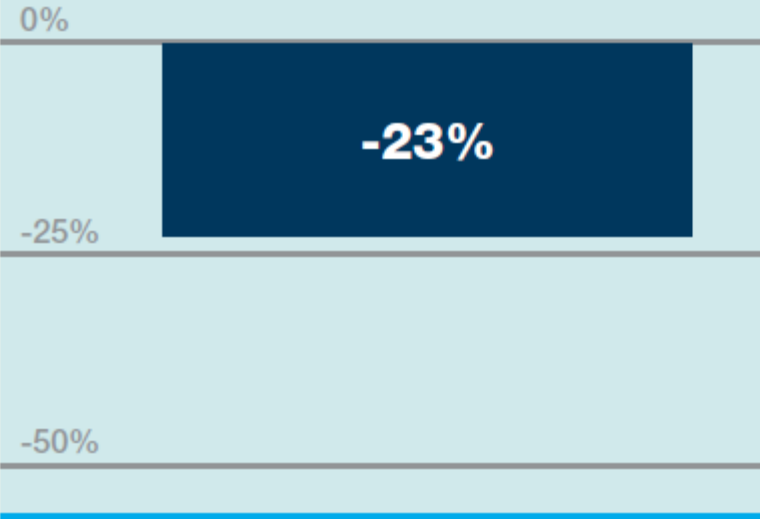
% change



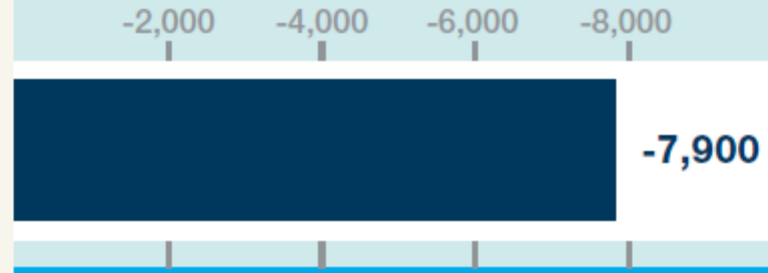
Source: Statistics NZ, ASB

GDP % CHANGE

(year to March 2021)

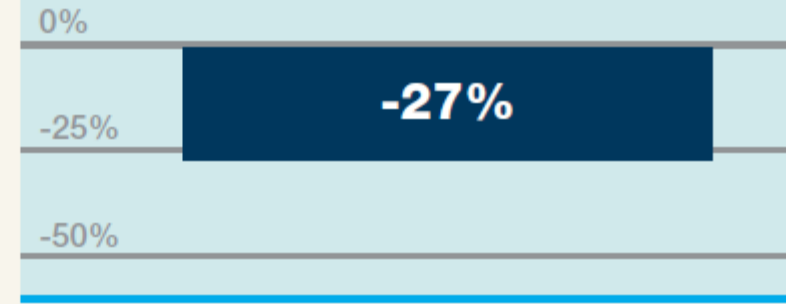


JOB LOSSES (year to March 2021)



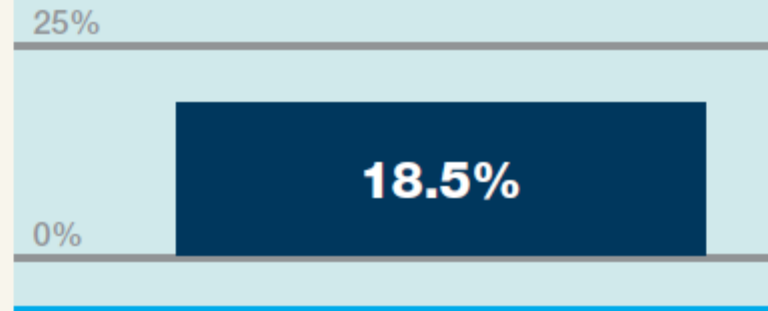
RESIDENTIAL CONSTRUCTION % CHANGE

(year to March 2021)



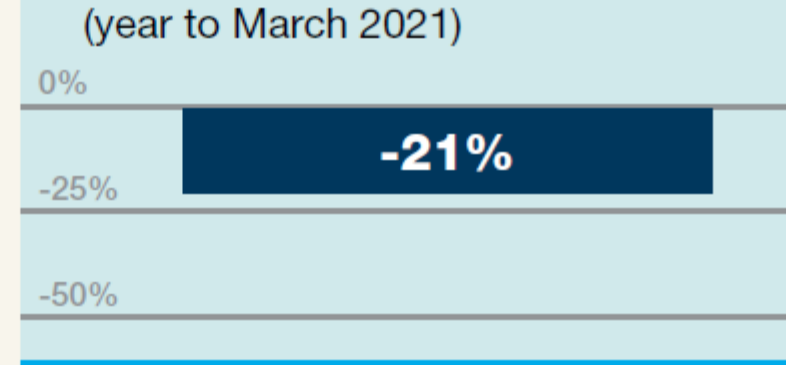
UNEMPLOYMENT RATE

(March 2021)



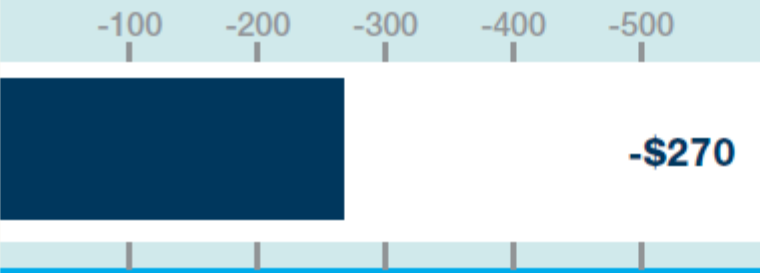
NON-RESIDENTIAL CONSTRUCTION % CHANGE

(year to March 2021)



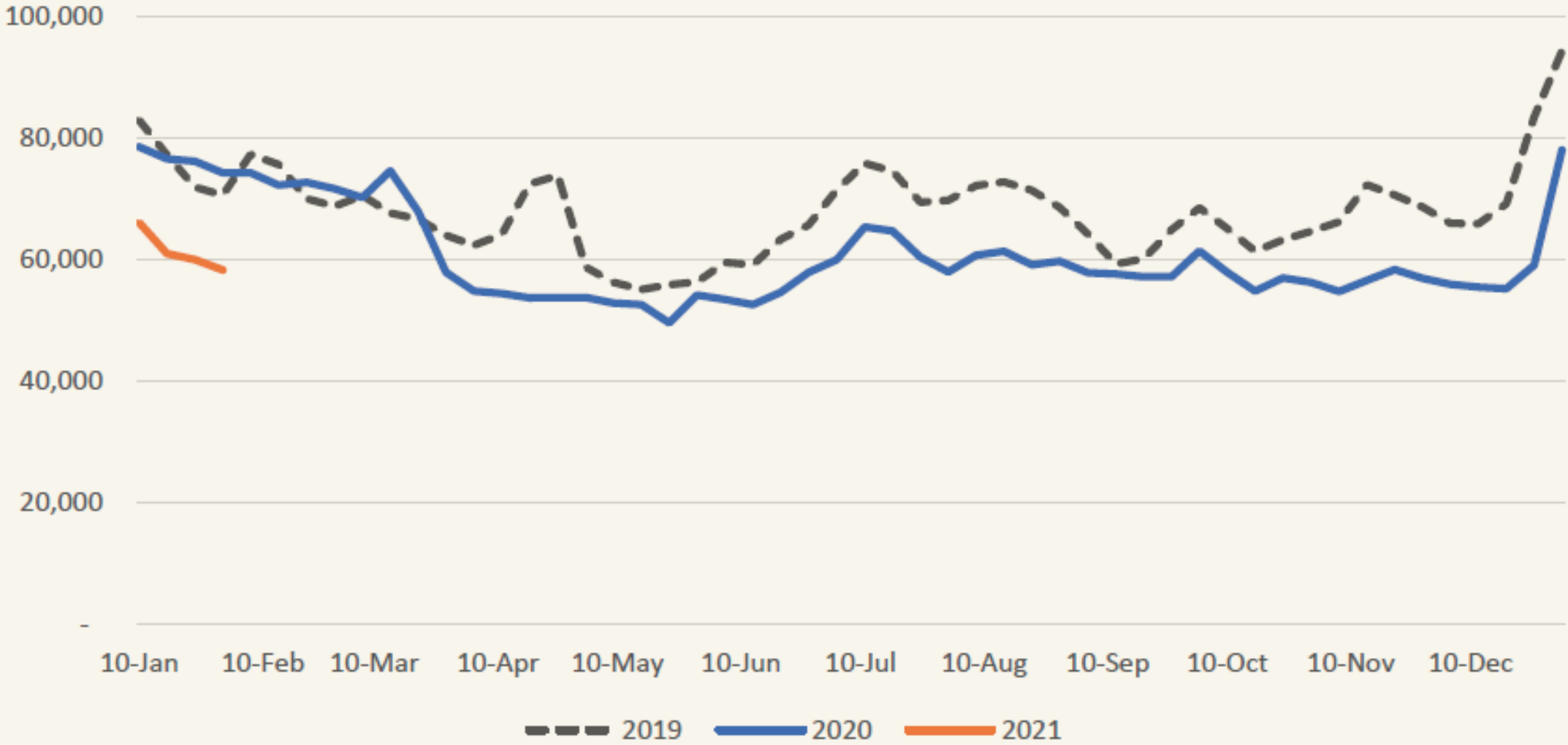
LOSS IN TOTAL EARNINGS

(year to March 2021 (\$m))



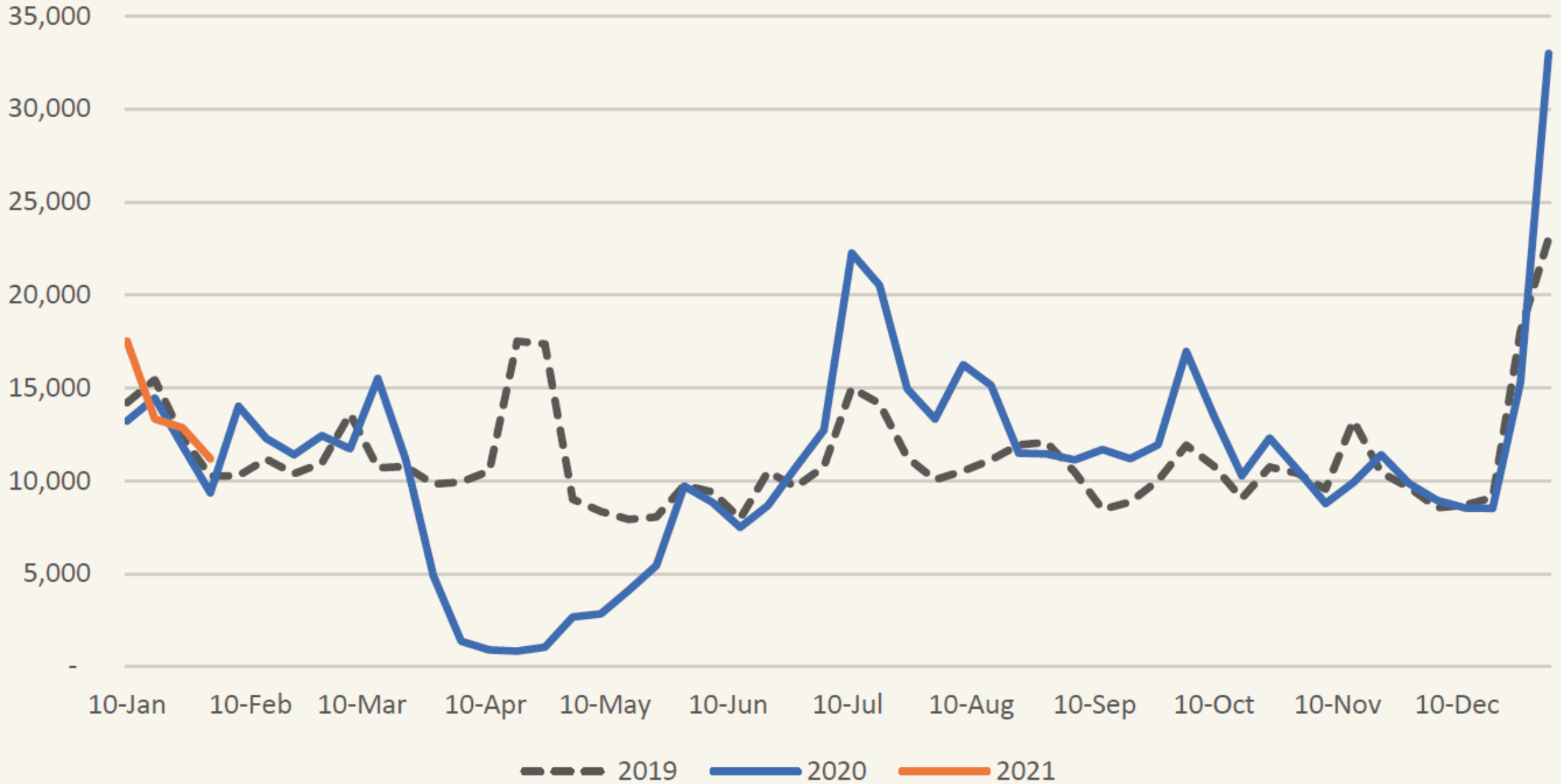
TOTAL POPULATION

Queenstown Lakes District (DataVentures)



DOMESTIC VISITOR POPULATION

Queenstown Lakes District (DataVentures)



4.2.1 Telemetry Monitoring System

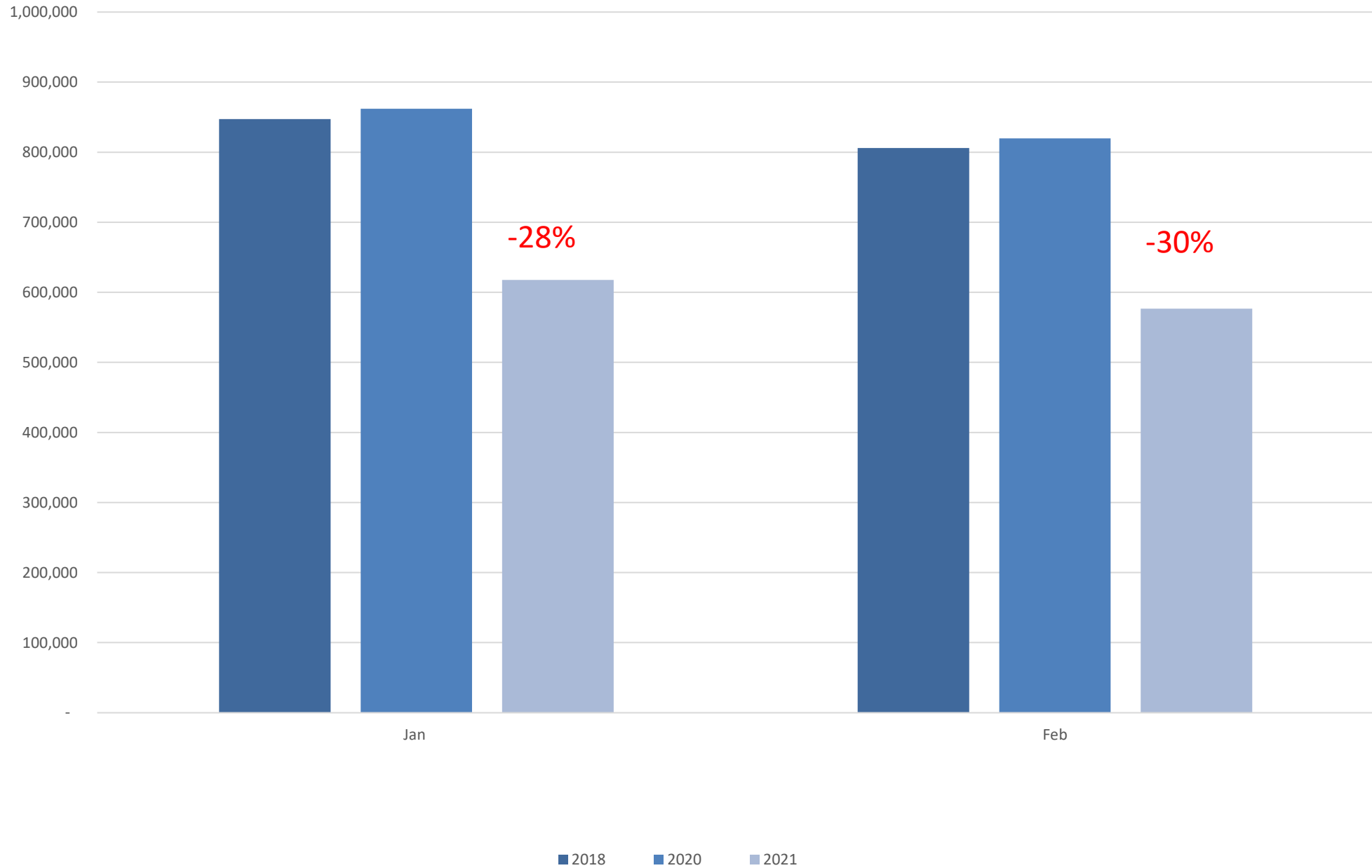
The term “telemetry” denotes the 70 (approximate) continuous traffic monitoring stations located around the country, of which 4 are WiM sites, from which data is remotely downloaded via modem on a routine basis. These telemetry stations operate continuously throughout the year and provide a good indication of the variations in traffic volumes over the months of a year. The variations in traffic volume at these telemetry sites are used to adjust traffic counts from sites that are monitored less frequently. Currently all telemetry sites are managed centrally by a National Telemetry Network Management Contract administered by Transit’s National Office.

There are essentially two types of telemetry stations: • Count/classification stations • Weigh in Motion (WiM) stations

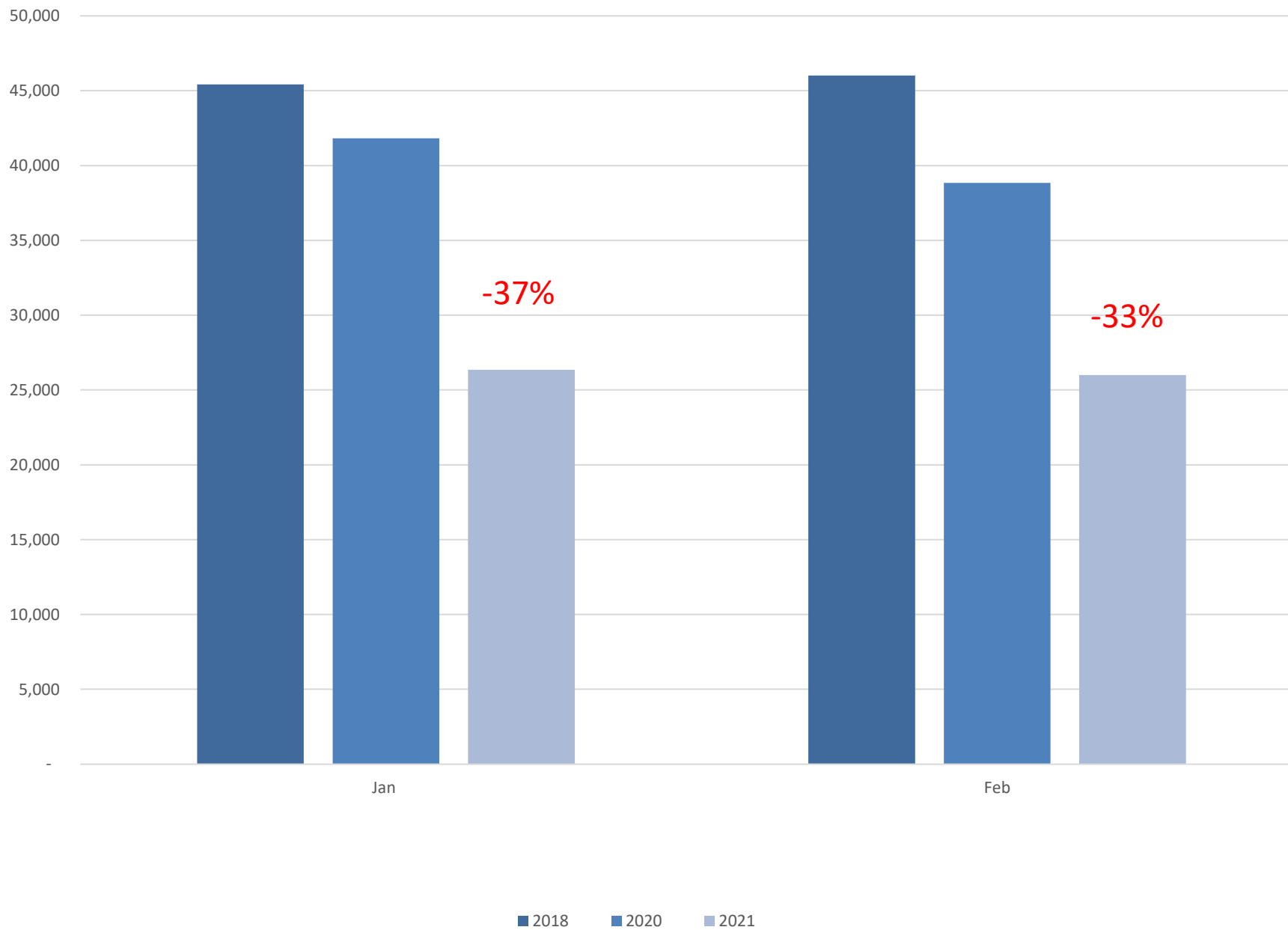
At telemetry count/classification stations a rough breakdown of traffic mix is recorded based upon approximate vehicle lengths. These are then separated into four categories, 0.5 to 5.5m, 5.5 to 11.0m, 11.0 to 17.0m and 17.0 to 35.0m. Typically, the heavy vehicle proportion is calculated as being the sum of vehicles in the greater than 11.0m categories plus half of the vehicles in the 5.5 to 11.0m category. At the WiM (or Weigh-In-Motion) stations the approximate axle loads of individual vehicles can be recorded.

Data is downloaded and checked on a regular basis. In the event of a fault being detected, the National Telemetry Network Management Contractor is required to carry out the necessary repairs to malfunctioning equipment. In order to maintain the integrity of the overall monitoring system and ensure usefulness of the data collected at these continuous sites, the maximum length of downtime for a telemetry station should be no more than 7 days (or 2% of a year).

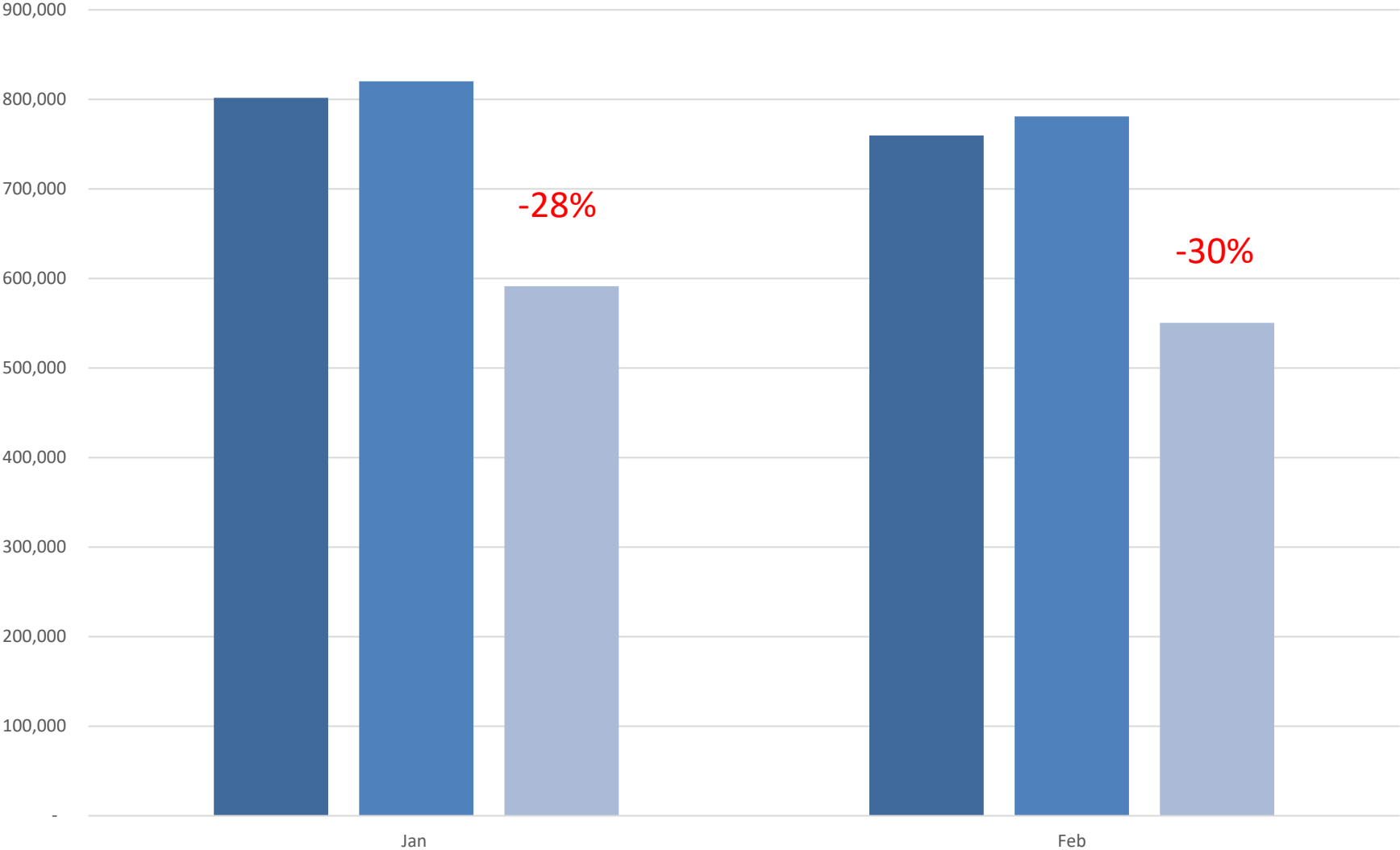
Total Annual Traffic Movements Jan & Feb - FRANKTON - Telemetry Site 90 (both lanes)



Total Annual Traffic Movements Jan & Feb - FRANKTON - Telemetry Site 90 (both lanes) (Heavy weight)



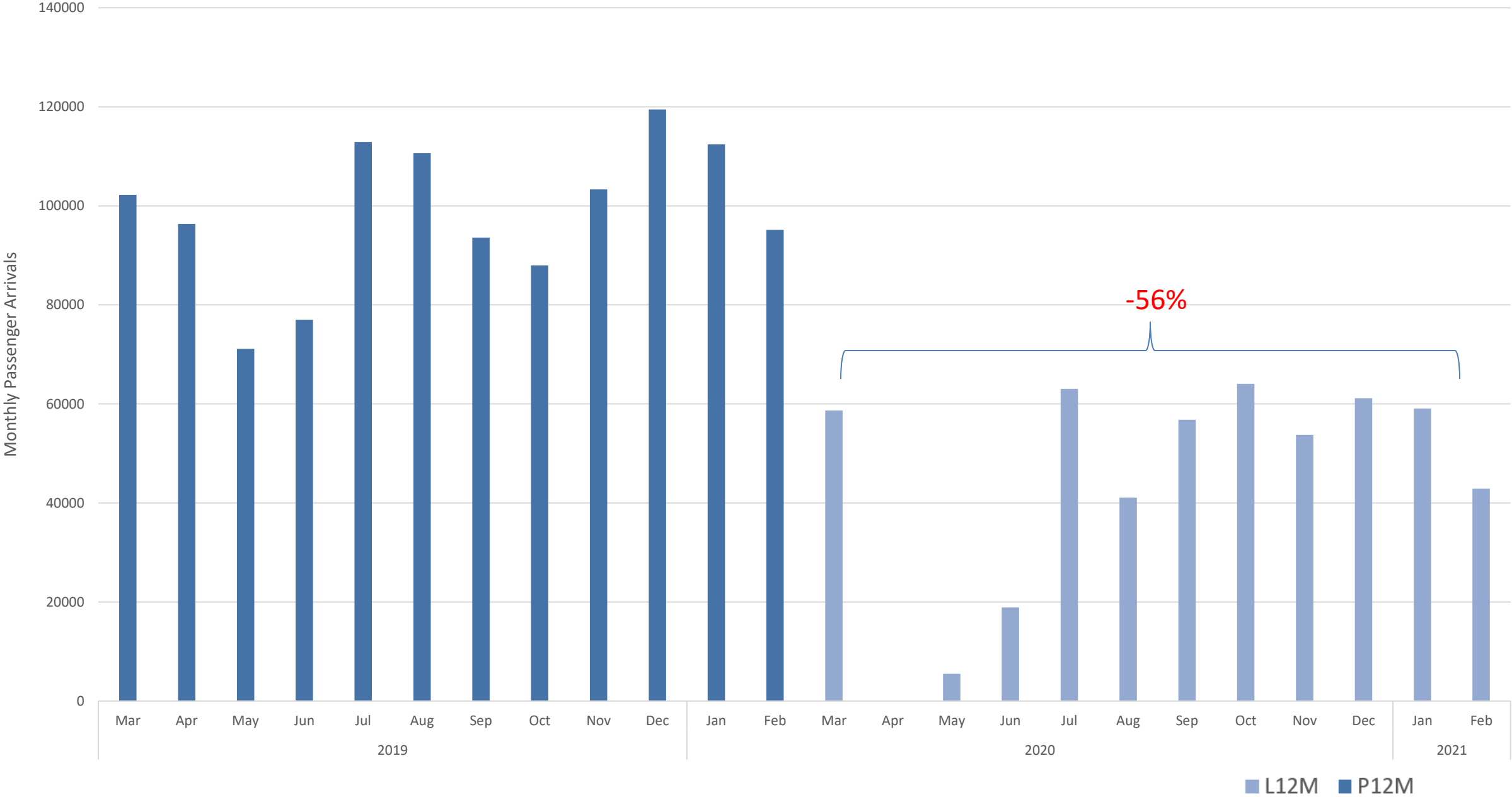
Total Annual Traffic Movements Jan & Feb - FRANKTON - Telemetry Site 90 (both lanes) (Light weight)



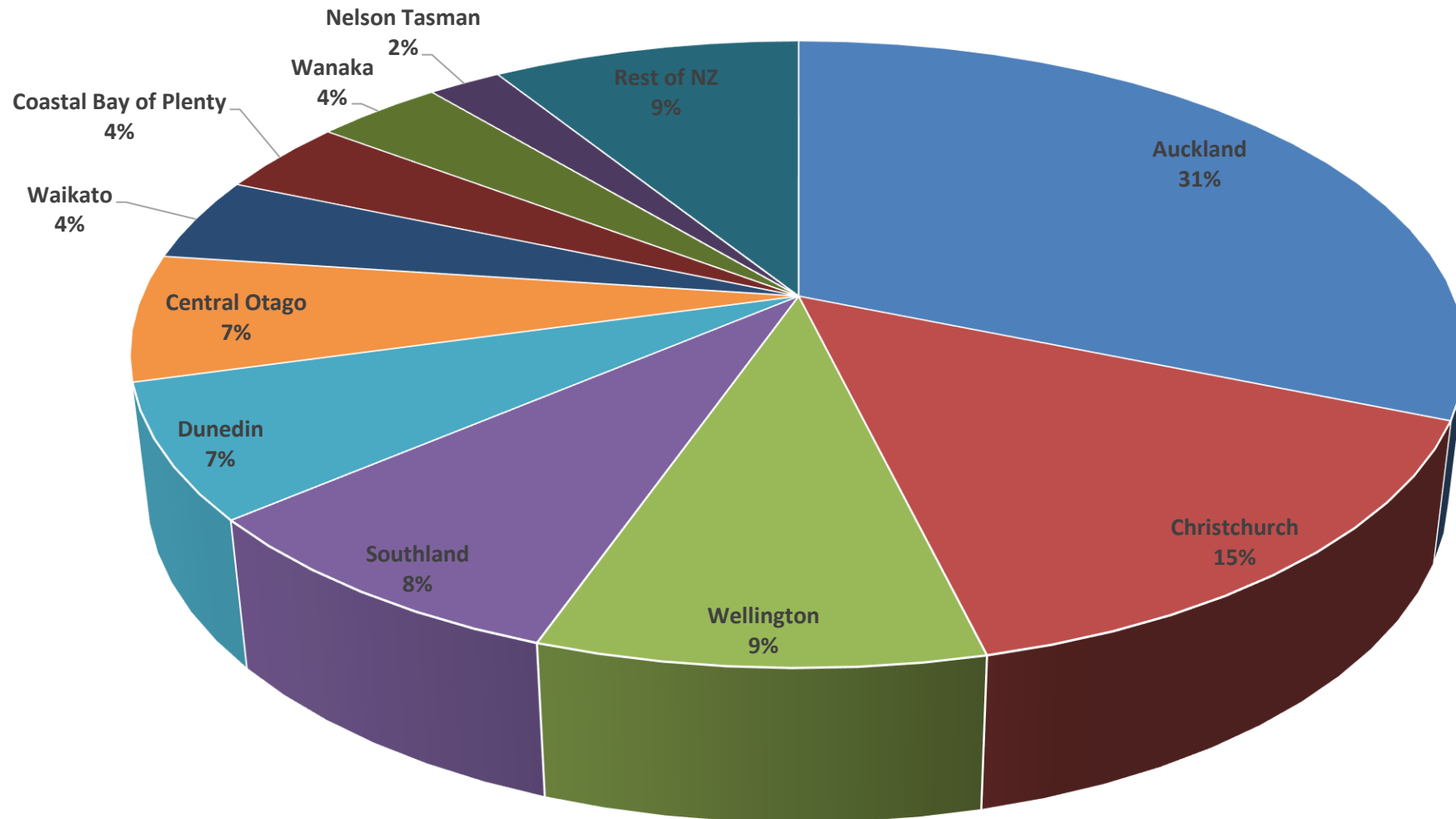
■ 2018 ■ 2020 ■ 2021

Airport- Total Passenger Arrivals (Jan 2019 – Feb 2021)

Last 12 Months vs Previous 12 Months down -56%



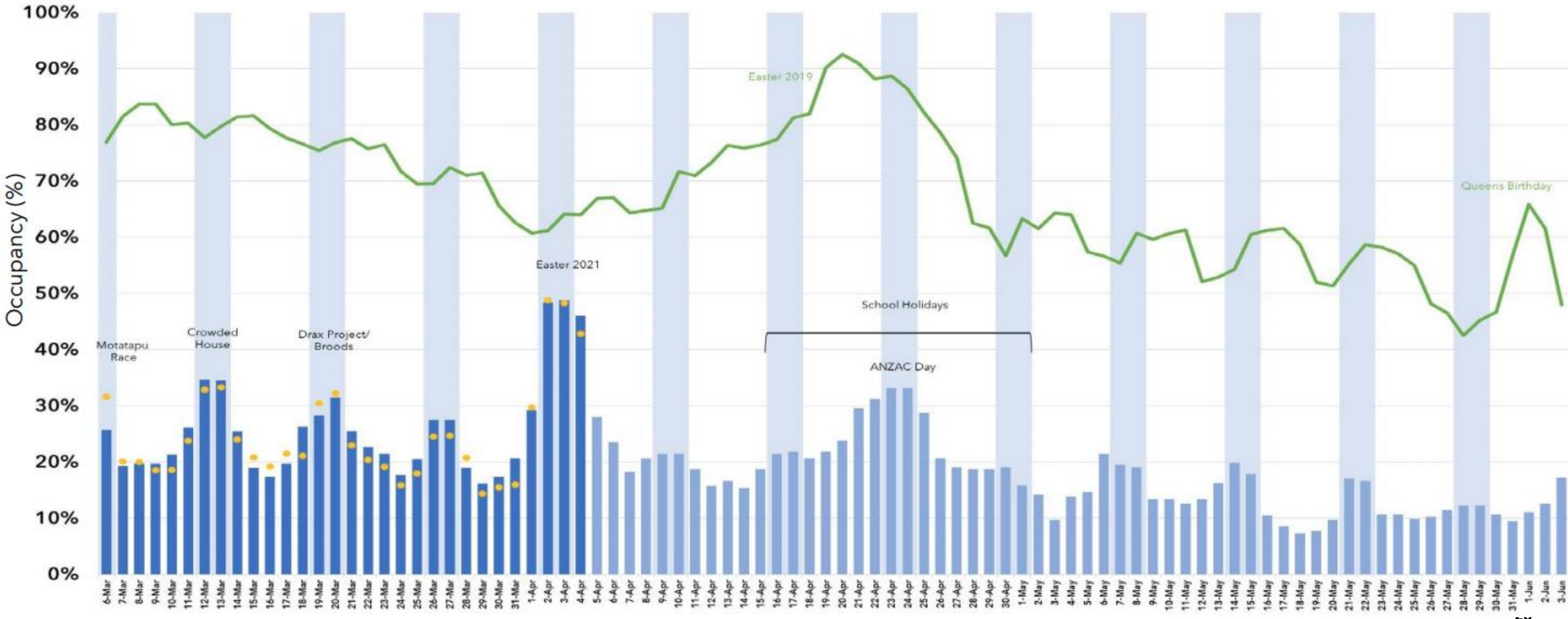
Queenstown Domestic Arrivals Spend



Short term visitation

30 Day Forward Outlook

- Next 30 Days
- Following 60 Days
- Weekend (Friday/ Saturday)
- Pick up (from last publication)
- Historical (pre-COVID - 2019)



Thank you

Destination Queenstown

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