VISITOR STATISTICS UPDATE
Manawatu
CEDA
CENTRAL ECONOMIC DEVELOPMENT AGENCY
VISITOR SPEND

Manawatu Region YE March 2017: $424.23m (increase of 5.1%)

Market Split
Domestic: $356.9 m (increase of 5.9%)
International: $67.4 m (increase of 1.1%)

Market Share of Total Spend
Palmerston North $379.68 m (89.50%)
Manawatu District $44.5 m (10.5%)

Top 5 Categories of spend (market share):
• Retail Sales Other 37.17%
• Food Beverage and Services 13.21%
• Other tourism products 11.54%
• Other Passenger Transport 11.24%
• Retail Sales: alcohol, food, beverage 11.05%

Source: MBIE
VISITOR SPEND BY ORIGIN

For visitor spending, the Manawatu RTO* area ranks 9th for domestic spending and 21st for International spending, 14th overall out of 31 RTOs. Source: Latest CAM release for YE April 2017

*Manawatu RTO figures from MBIE currently include Rangitikei and Tararua.

Top 5 Domestic Markets by Spend
• Manawatu-Whanganui $99.9 m
• Wellington $70.5 m
• Auckland $46.3 m
• Hawkes’ Bay $24.9 m
• Waikato $21.2 m

Source: MBIE

Top 5 International Markets by Spend
• Australia $21.7 m
• USA $7.5 m
• China $7.3 m
• UK $7.2 m
• Rest of Asia $6.5 m
VISITOR NIGHTS

Manawatu Region YE March 2017 : 2,861,054 million (1.9% increase from 2016)

Commercial vs. Private
• Commercial Accommodation : 467,610
• Private Homes: 2,393,444

Source: Qrious & CAM data
VISITOR NIGHTS BY ORIGIN

Top 5 Domestic Markets (Total Market Share)
• Manawatu-Whanganui 26.5%
• Wellington 20.1%
• Auckland 17.9%
• Waikato 7.9%
• Hawkes’ Bay 7.3%

Source: Qrious & CAM data

Top 5 International Markets (Total Market Share)
• Australia 26.3%
• Rest of Europe 21.9%
• Rest of Asia 14.4%
• UK 10.3%
• Germany 7%
DAY TRIPS vs. OVERNIGHT
Manawatu Region

• Annual Day Trips: 959,812
• Annual Overnights: 963,626

• Domestic Day Trips 123,143
• Domestic Overnights 139,206
• International Day Trips 36,804
• International Overnights 21,234

Source: Qrious
DAY TRIPS vs. OVERNIGHT by ORIGIN

TOP 3 MARKETS

DOMESTIC

Day Trips (Total Market Share)
• Wellington 31.3%
• Manawatu-Whanganui 30.8%
• Auckland 11%

Overnight (Total Market Share)
• Wellington 26.1%
• Manawatu-Whanganui 19.9%
• Auckland 16.7%

INTERNATIONAL

Day Trips (Total Market Share)
• Rest of Europe 31.9%
• Australia 20.6%
• Rest of Asia 10.5%

Overnight (Total Market Share)
• Australia 31.1%
• Rest of Europe 21.6%
• UK 11.6%

Source: Qrious
VISITOR NIGHTS
10 YEAR TREND (to 2016)

- In the past 10 years visitor nights at
  - Private homes have increased 90%
  - Commercial accommodation have decreased 5.9%

- NZ showing similar long term trends with CAM visitor nights
PERCEPTION OF PALMERSTON NORTH
PERCEPTION OF MANAWATU

Farming
Unsure
Nothing
Rural
Windy
Family
Winery
Farmlands
Peaceful
Boring
Interesting
Water
Isolated
Sheep

Agriculture
WindFarm
Uninteresting
AaronCruden
Plains
Great
Waikato
Farming
River
Māori

Feilding
ManawatuGorge
PalmerstonNorth
PollutedWaterways
Cows
MasseyUniversity

Clean
Nature
Flat
Conservative
Small
Work
Favourable
Wet
Grass
Countryside
Earthquakes
Whanganui

Central
Weather
Dairy
Different
Good
Cold

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