

VISITOR SPEND

BASED ON MONTHLY REGIONAL
TOURISM ESTIMATES
MANAWATŪ REGION //
YEAR END SEPTEMBER 2023



TOTAL SPEND

DOMESTIC	INTERNATIONAL
\$499m	\$83.7m
4.0% increase compared to YE Sep 2022 (\$479.74m)	111.5% increase compared to YE Sep 2022 (\$39.60m)

TOP 5 CATEGORIES OF SPEND (Market Share)

DOMESTIC

32.5%
RETAIL SALES - OTHER

15.8%
OTHER TOURISM
PRODUCTS

14.5%
FOOD AND BEVERAGE
SERVING SERVICES

10.7%
RETAIL SALES -
FUEL AND OTHER
AUTOMOTIVE
PRODUCTS

9.8%
RETAIL SALES -
ALCOHOL, FOOD AND
BEVERAGES

INTERNATIONAL

29.6%
FOOD AND BEVERAGE
SERVING SERVICES

20.4%
OTHER TOURISM
PRODUCTS

16.2%
RETAIL SALES - OTHER

13.7%
ACCOMMODATION
SERVICES

6.1%
RETAIL SALES -
ALCOHOL, FOOD, AND
BEVERAGES

VISITOR SPEND BY ORIGIN

TOP 5 DOMESTIC VISITOR MARKETS BY SPEND

●	\$162.8m	MANAWATŪ-WHANGANUI
●	\$107m	WELLINGTON
●	\$49.2m	AUCKLAND
●	\$37.8m	HAWKE'S BAY
●	\$37.4m	WAIKATO

TOP 5 INTERNATIONAL VISITOR MARKETS BY SPEND

■	\$22.1m	USA
■	\$15.2m	AUSTRALIA
■	\$13.4m	JAPAN
■	\$10.7m	UNITED KINGDOM
■	\$7.8m	REST OF ASIA

For Year End
September 2023,
CEDA RTO ranked
12th out of 31 RTO
regions for domestic
tourism spend.
For international
spending CEDA RTO
ranked 20 out of 31.

Source: MBIE // CEDA RTO figures from MBIE are specific to the Manawātū District and Palmerston North Region.

*Monthly Regional Tourism Estimates (MRTes) provide estimate of regional monthly expenditure on tourism from both international and domestic consumers using tourism electronics card transaction data, tourism satellite account data, and international visitor survey data. Temporarily discontinued in 2020 due to the impacts of COVID pandemic and border closures on its data model, MRTes are now able to resume after the opening of borders, as

information supporting its methodology is restored.

Notes:

While it is possible to combine domestic and international market totals together, we are showing them separately to understand spending patterns.

This series covers the following spending categories - Accommodation services; Cultural, recreation, and gambling services; Food and beverage serving services; Other passenger transport; Other tourism products; Retail sales - alcohol, food,

and beverages; Retail sales - fuel and other automotive products; and Retail sales - other.

Regional Tourism Organisations are the key regional agencies responsible for fostering and promoting regional tourism development in New Zealand. There are 31 RTOs in New Zealand.



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