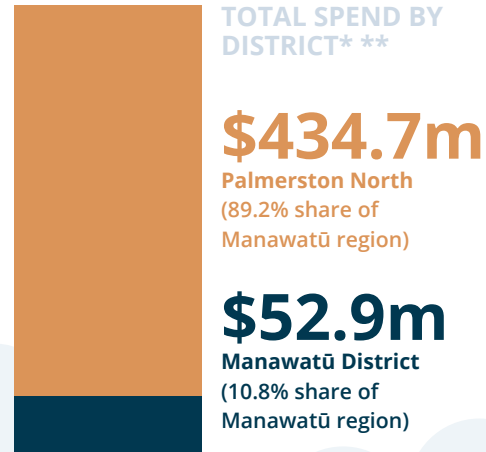
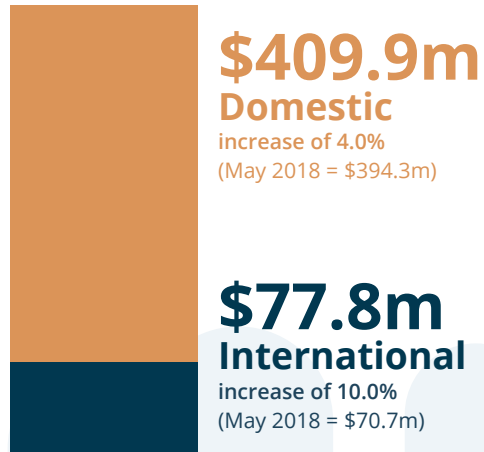


Visitor Spend

Manawatū Region Year End May 2019



Source: MBIE



For Year End May 2019, CEDA RTO ranked 13th in domestic tourism spend, and 21st for international spending. Overall CEDA RTO ranked 16th out of 31 RTO's.

*CEDA RTO figures from MBIE are specific to the Manawatū District and Palmerston North Region.

Top 5 Domestic Markets by Spend

- \$131.1m** Manawatū-Whanganui
- \$78.0m** Wellington
- \$48.5m** Auckland
- \$30.2m** Hawkes' Bay
- \$26.6m** Waikato

Top 5 International Markets by Spend

- \$23.4m** Australia
- \$9.1m** USA
- \$8.4m** China
- \$6.5m** Rest of Asia
- \$6.4m** UK



*This spend encompasses visitor spending on the following sectors: accommodation, apparel, bars/cafe/restaurants, food retailing, fuel, hardware/homeware, other retail, majors, **and takeaways.

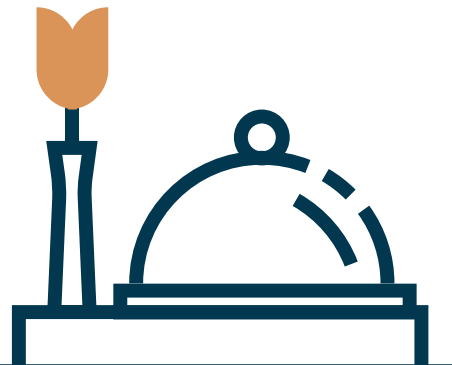
**Please note that 'Majors' and 'Other Retail' include a further range of retailing, such as pharmaceuticals, antiques, travel agency services, laundromats, tyres, newspaper and stationary retailing and others.

Visitor Nights

Manawatū Region Year End May 2019

3,080,480

7.7% INCREASE



500,578

**Commercial
Accommodation****

increase of 7.7%
(May 2018 = 465,040m)

2,579,902

**Private Homes and
Hosted Accommodation****



Source: CAM data [1]

[1] In the Year End 2016/17 annual overview of Visitor Nights, data for private homes and hosted accommodation was provided by Qrious data, a subsidiary of SparkNZ. Qrious no longer supply this source of data, impacting Regions around the country with a significant gap in their data sources. To mitigate this, we've used extrapolated the 2017/18 Year End data and 2018/19 Year End using the assumption that Commercial Accommodation nights makes up the same percentage as the previous years, allowing us to calculate the visitor nights in private homes and hosted accommodation as: $500,578 / 16.25 = 3.08m$ estimated visitor nights.

** Commercial Accommodation data is made up of Hotels, Motels, Holiday Parks and Backpackers. Private Homes and Hosted Accommodation accounts for Bed and Breakfasts, Farm Stays and Lodges, BookABach and AirBnB, as well as private homes hosting visiting friends and relatives.