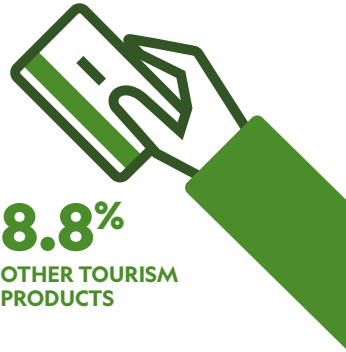


VISITOR SPEND

BASED ON TOURISM ELECTRONIC CARD
TRANSACTIONS MANAWATŪ REGION //
YEAR END MARCH 2024



TOP 5 CATEGORIES OF SPEND (Market Share)

DOMESTIC

33.0%

RETAIL SALES - OTHER

18.6%

RETAIL SALES -
ALCOHOL, FOOD, AND
BEVERAGES

17.1%

FOOD AND BEVERAGE
SERVING SERVICES

14.7%

RETAIL SALES -
FUEL AND OTHER
AUTOMOTIVE

8.8%

OTHER TOURISM
PRODUCTS

INTERNATIONAL

29.4%

RETAIL SALES - OTHER

23.0%

RETAIL SALES -
ALCOHOL, FOOD AND
BEVERAGES

16.1%

FOOD AND BEVERAGE
SERVING SERVICES

15.2%

ACCOMMODATION
SERVICES

8.0%

RETAIL SALES -
FUEL AND OTHER
AUTOMOTIVE

TOTAL SPEND

DOMESTIC

\$317.8m

-1.3% decrease
compared to YE March
2023*

INTERNATIONAL

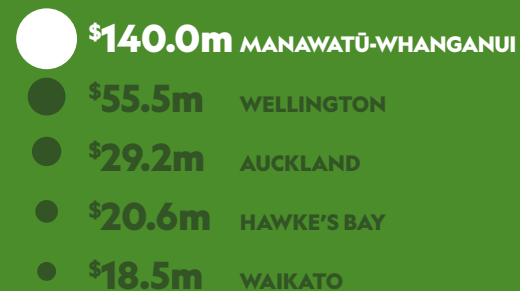
\$36.7m

57.2% increase
compared to YE March
2023*

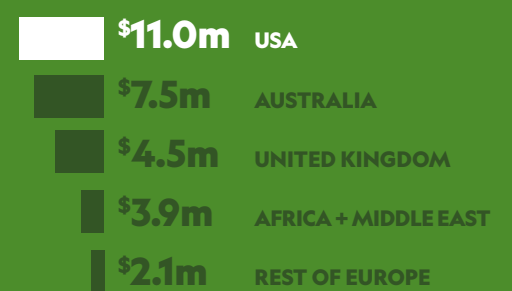
For Year End March
2024, CEDA RTO
ranked 12th out
of 31 RTO regions
for domestic
tourism spend.
For international
spending CEDA RTO
ranked 21 out of 31.**

VISITOR SPEND BY ORIGIN

TOP 5 DOMESTIC
VISITOR MARKETS BY SPEND



TOP 5 INTERNATIONAL
VISITOR MARKETS BY SPEND



SOURCE: MBIE // CEDA RTO figures from MBIE are specific to the Manawātū Region, which comprises Palmerston North city and Manawātū district.

* Tourism Electronic Card Transactions (TECTS) is the alternative data source to track tourism spending following the suspension of the Monthly Regional Tourism Estimates (MRTes) at the end of 2023. TECTS represent only part of total tourism spend as they are based almost exclusively on physical electronic card transactions, and do not include any other form of spending such as cash, pre-purchases or online spend. As a result, TECTS is substantially smaller than the previously reported MRTes figures.

***Regional Tourism Organisations are the key regional agencies responsible for fostering and promoting regional tourism development in New Zealand that

are associated geographical regions that do not align, or aggregate to, Regional Council geographic boundaries. RTO rankings covers 31 RTOs, excluding the "not elsewhere classified" RTO.

NOTES:

MBIE advises users to not add domestic and international market totals together, and to use them separately.

Domestic tourism spend is classified as spend that is more than 40km outside the visitor's usual place of residence (primary and secondary - e.g. home and work).

International spend is classified as transactions in New Zealand using overseas

bank and credit cards. Holders of these cards can be visitors, or people living and working in New Zealand. MBIE cautions they do not have confidence in these figures as they could be skewed by returning New Zealanders (from April 2020 - April 2021) using their overseas credit card.

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.



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