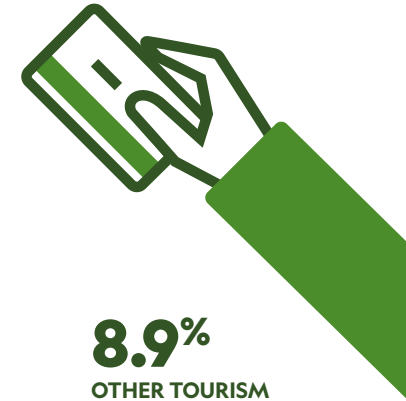


VISITOR SPEND

TOURISM ELECTRONIC CARD TRANSACTION SPENDING*
MANAWATŪ REGION //
 YEAR END SEPTEMBER 2022



TOP 5 CATEGORIES OF SPEND (Market Share)

DOMESTIC

| | | | | |
|------------------------------------|---|--|--|---------------------------------------|
| 37.9% RETAIL SALES OTHER | 17.8% RETAIL SALES - ALCOHOL, FOOD AND BEVERAGES | 14.8% FOOD AND BEVERAGE SERVING SERVICES | 13.6% RETAIL SALES - FUEL AND OTHER AUTOMOTIVE PRODUCTS | 8.9% OTHER TOURISM PRODUCTS |
|------------------------------------|---|--|--|---------------------------------------|

INTERNATIONAL

| | | | | |
|-----------------------------|--|---|---|--------------------------------|
| 34.5% RETAIL SALES OTHER | 18.4% ACCOMMODATION SERVICES | 18.2% RETAIL SALES - ALCOHOL, FOOD, AND BEVERAGES | 12.3% FOOD AND BEVERAGE SERVING SERVICES | 8.1% OTHER TOURISM PRODUCTS |
|-----------------------------|--|---|---|--------------------------------|

For Year End September 2022, CEDA RTO ranked 12 of 32 in domestic tourism spend. For international spending CEDA RTO ranked 15 of 32.

VISITOR SPEND BY ORIGIN

TOP 5 DOMESTIC VISITOR MARKETS BY SPEND

| | | |
|---|-----------------|--------------------|
| ● | \$135.4m | MANAWATŪ-WHANGANUI |
| ● | \$56.6m | WELLINGTON |
| ● | \$27.4m | AUCKLAND |
| ● | \$19.4m | HAWKES' BAY |
| ● | \$16.2m | WAIKATO |

TOP 5 INTERNATIONAL VISITOR MARKETS BY SPEND

| | | |
|---|---------------|----------------|
| ■ | \$4.5m | AUSTRALIA |
| ■ | \$3.7m | USA |
| ■ | \$2.6m | UNITED KINGDOM |
| ■ | \$1.2m | REST OF ASIA |
| ■ | \$0.7m | CHINA |

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

*Tourism Electronic Card Transactions (TECTS) is an interim replacement for the Monthly Regional Tourism Estimates (MRTEs) that was disrupted by COVID-19. 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.

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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