

QUEENSTOWN VISITOR SNAPSHOT *as of 30 June 14*

VISITOR NUMBERS

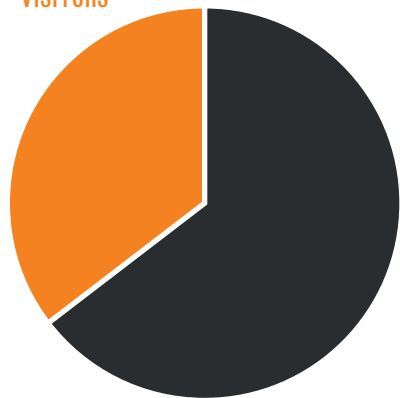
QUEENSTOWN VISITORS

[Source: 2006-2011 New Zealand Tourism Estimates]

Estimated 2 million visitors to Queenstown annually



35% DOMESTIC VISITORS

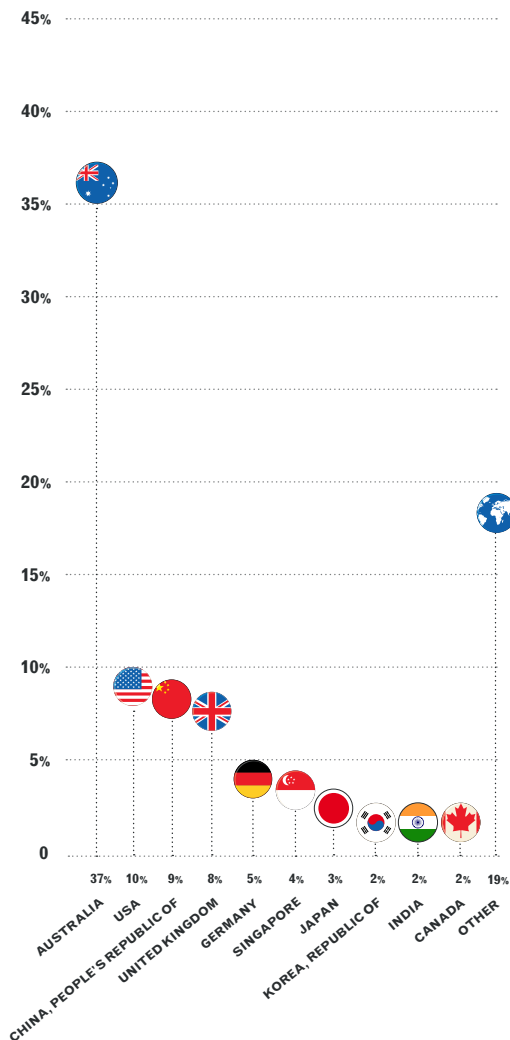


65% INTERNATIONAL VISITORS

[Source: Commercial Accommodation Monitor]

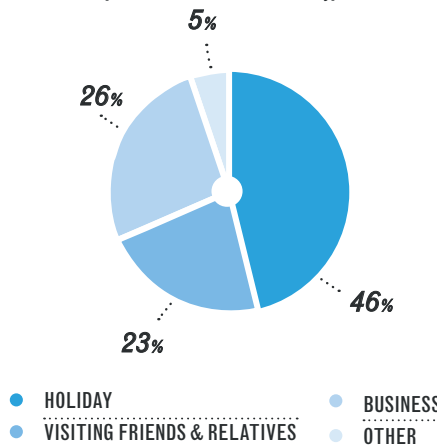
QUEENSTOWN INTERNATIONAL VISITORS COME FROM...

[Source: International Visitor Survey]

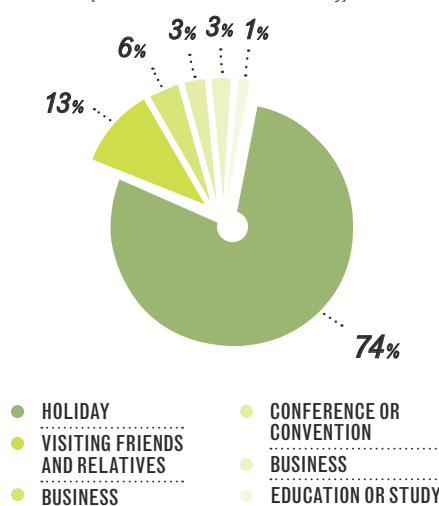


QUEENSTOWN VISITORS - PURPOSE OF VISIT

DOMESTIC
[Source: Domestic Travel Survey]

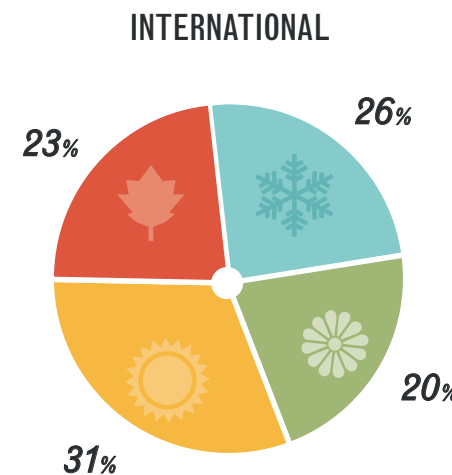
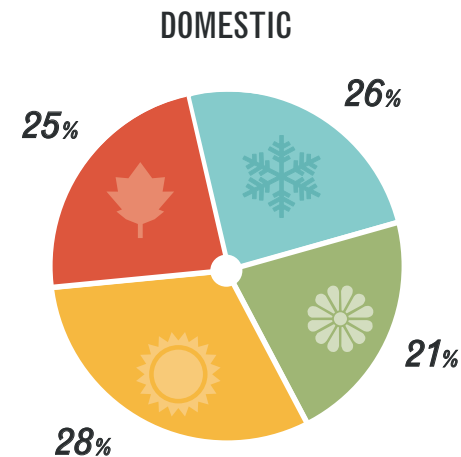


INTERNATIONAL
[Source: International Visitor Survey]



SEASONALITY OF QUEENSTOWN - GUEST NIGHTS

[Source: Commercial Accommodation Monitor]



VISITOR ACCOMMODATION

ANNUAL QUEENSTOWN COMMERCIAL GUEST NIGHTS

[Source: Commercial Accommodation Monitor]

DOMESTIC



1,008,014

INTERNATIONAL



1,900,012

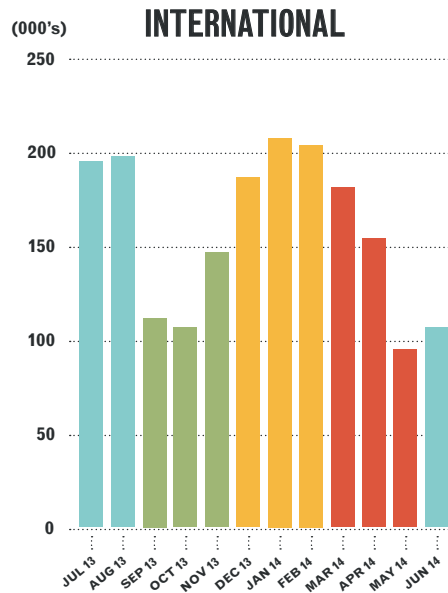
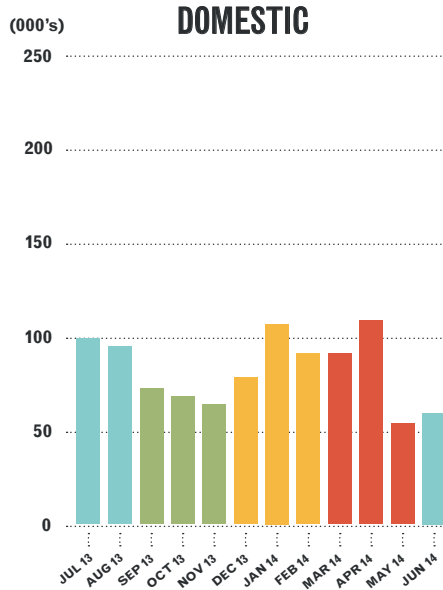
TOTAL



2,908,027

QUEENSTOWN COMMERCIAL GUEST NIGHTS SPLIT OVER SEASONS

[Source: Commercial Accommodation Monitor]



QUEENSTOWN ACCOMMODATION TYPES AND NIGHTLY CAPACITY

NUMBER OF PROPERTIES

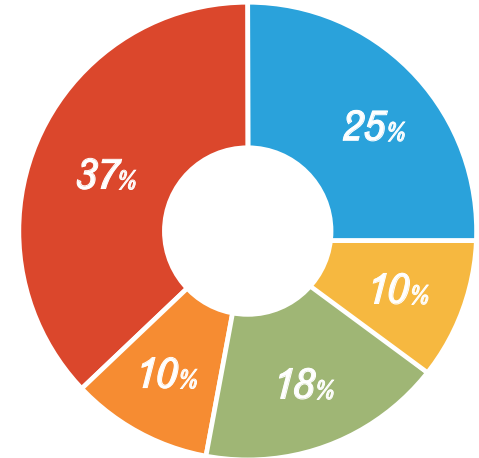
	HOTELS	33
	MOTELS	54
	BACKPACKERS	20
	HOLIDAY PARKS	8
TOTAL NUMBER OF PROPERTIES		115

NUMBER OF BEDS

	HOTELS	3,139
	MOTELS	1,266
	BACKPACKERS	2,177
	HOLIDAY PARKS	1,234
TOTAL BEDS		7,815
	OTHER INCLUDING PRIVATE HOMES	4,500
TOTAL BEDS IN QUEENSTOWN		12,315

QUEENSTOWN ACCOMMODATION CAPACITY

[Source: Commercial Accommodation Monitor]



	HOTELS
	MOTELS
	BACKPACKERS
	HOLIDAY PARKS
	OTHER including private homes

VISITOR ACTIVITIES

TOP 12 ACTIVITIES DONE BY QUEENSTOWN VISITORS

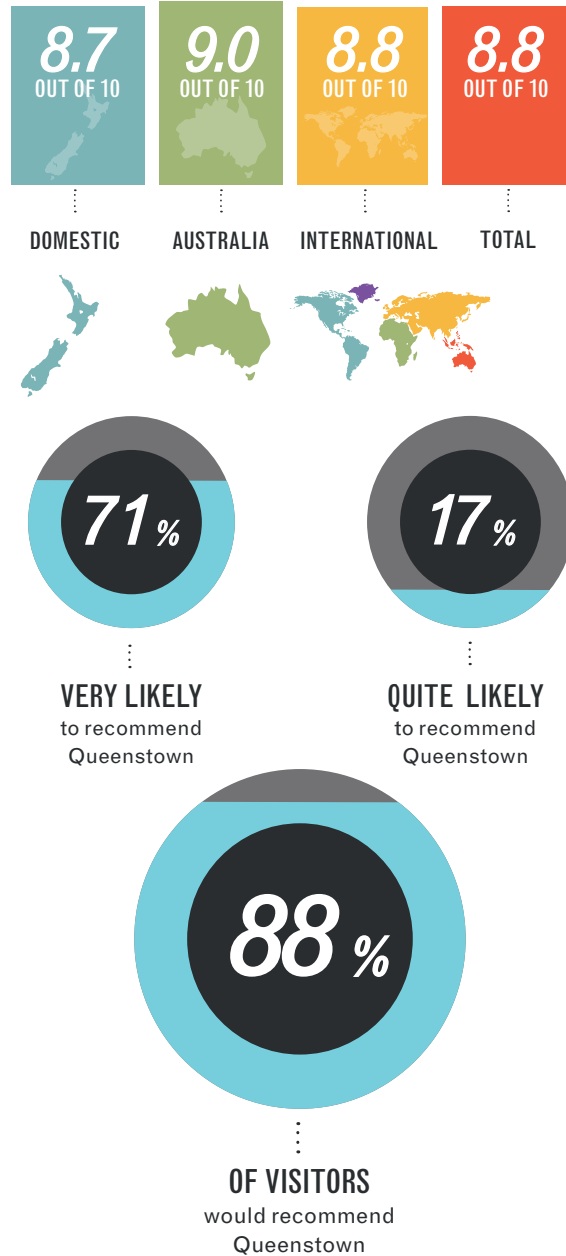
[Source: Visitor Insights Programme]



VISITOR SATISFACTION

OVERALL SATISFACTION WITH QUEENSTOWN VISITOR EXPERIENCE

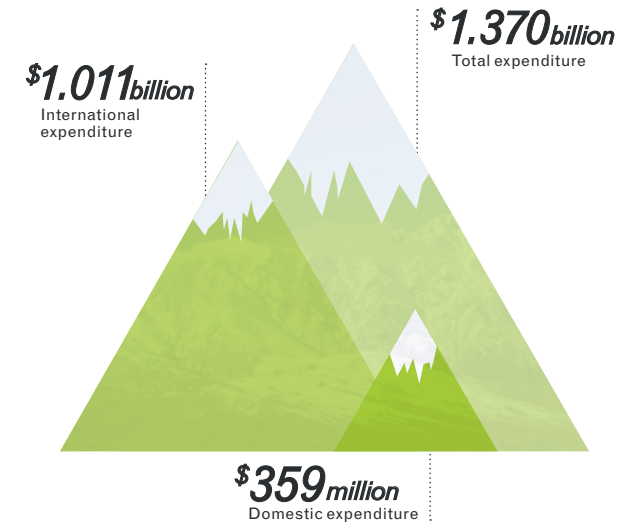
[Source: Visitor Insights Programme]



VISITOR EXPENDITURE

VISITOR EXPENDITURE

[Source: Regional Tourism Estimates as of YE March 2014]



AVERAGE DAILY EXPENDITURE IN QUEENSTOWN PER PERSON

[Source: Visitor Insights Programme]

