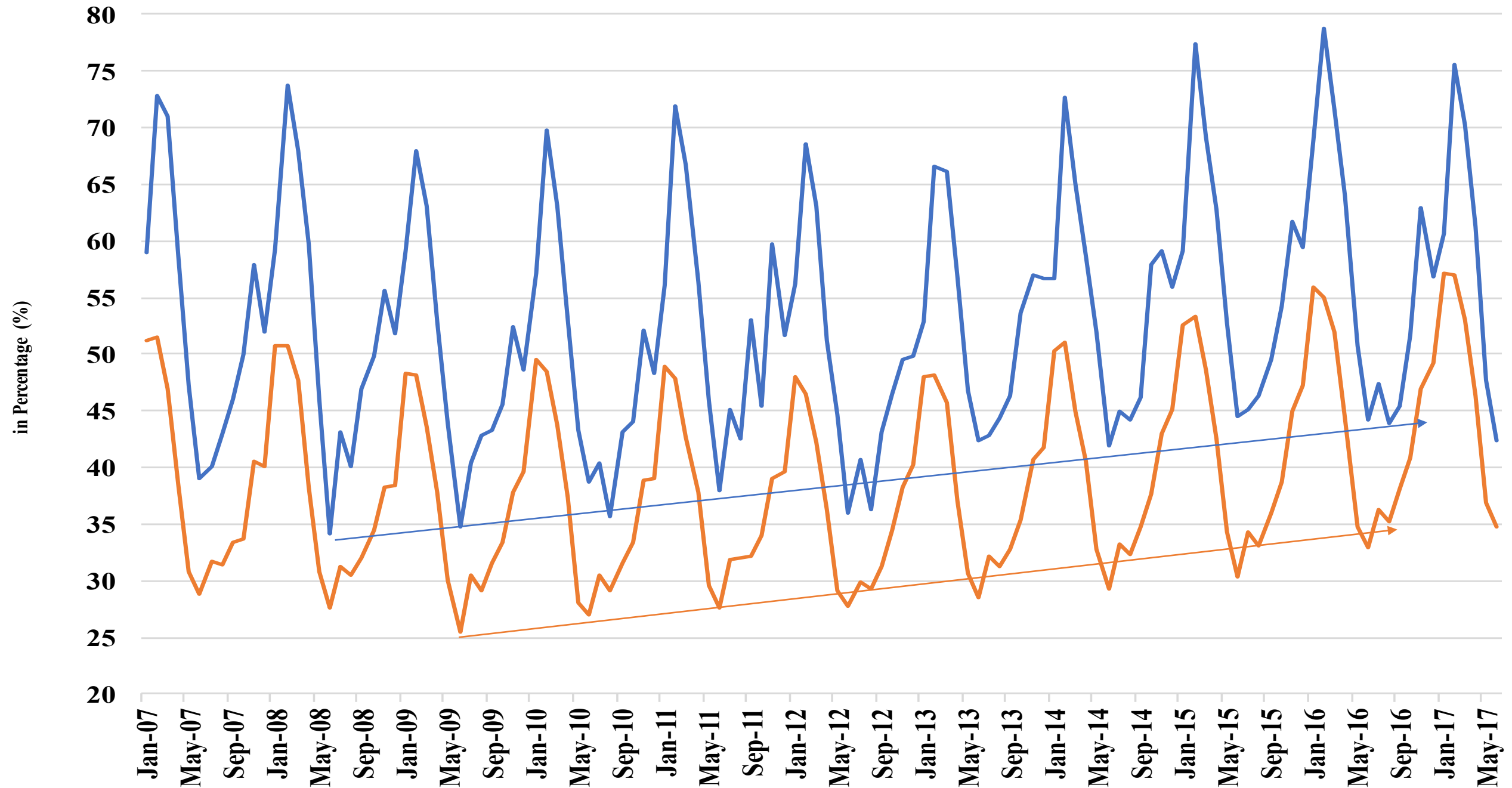


dunedin
HOST

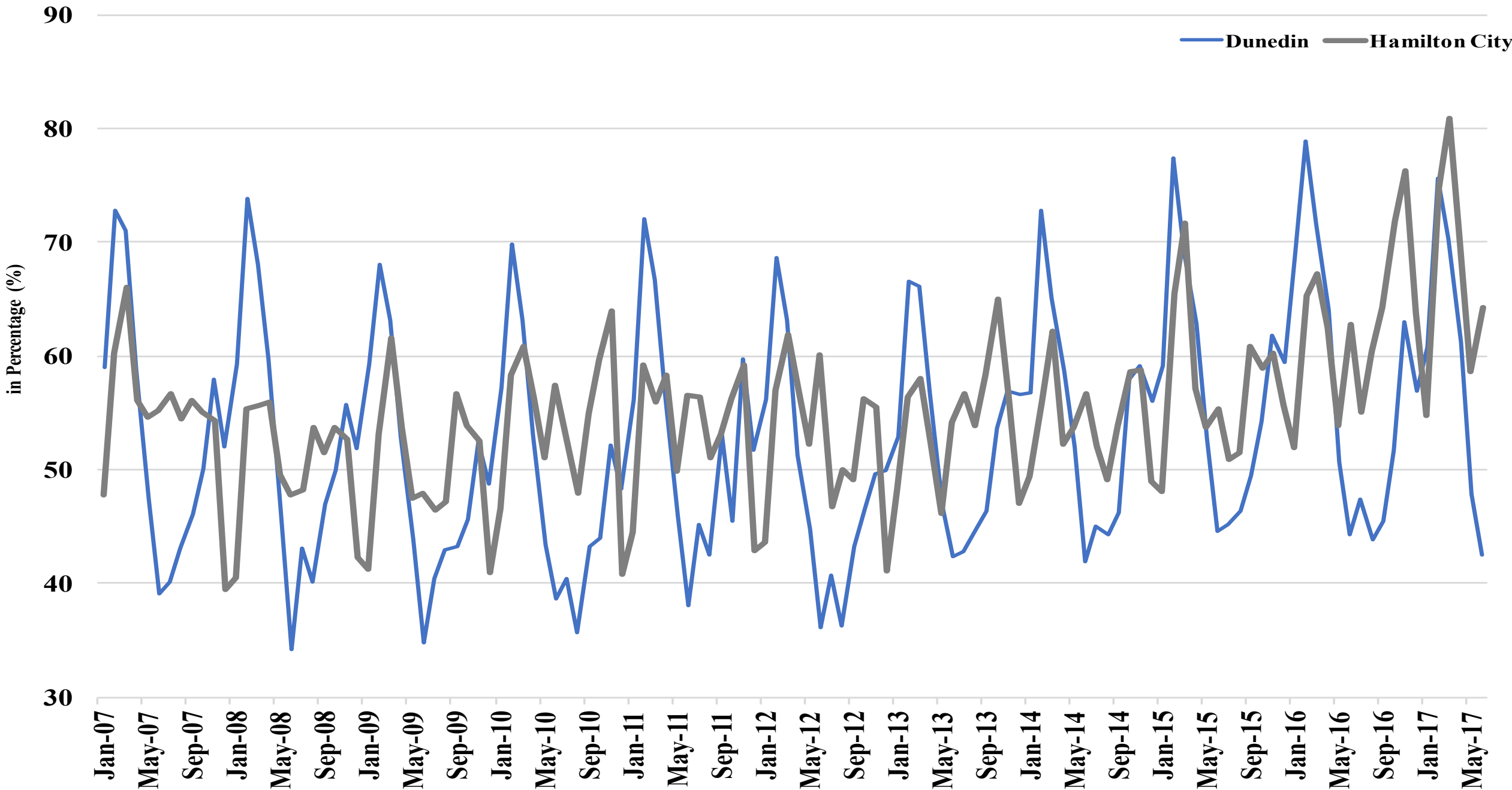
Presented by: Michelle Lai
Supervisor: Deane Agnew

National vs. Dunedin Occupancy Rate from 2007-2017

Dunedin National

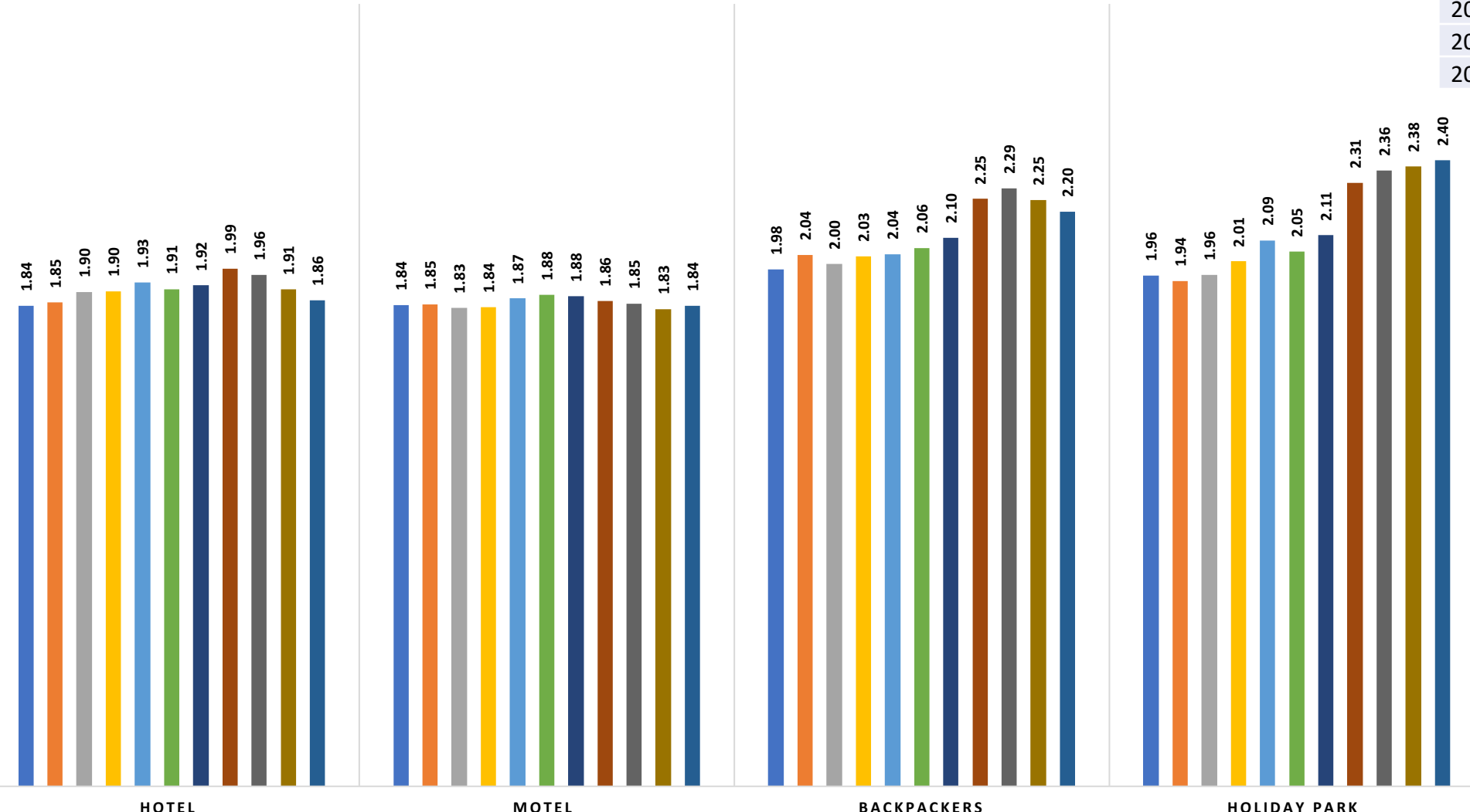


Dunedin vs. Hamilton City Occupancy Rate from 2007-2017



NATIONAL AVERAGE LENGTH OF STAY (DAYS)

■ 2007
 ■ 2008
 ■ 2009
 ■ 2010
 ■ 2011
 ■ 2012
 ■ 2013
 ■ 2014
 ■ 2015
 ■ 2016
 ■ 2017

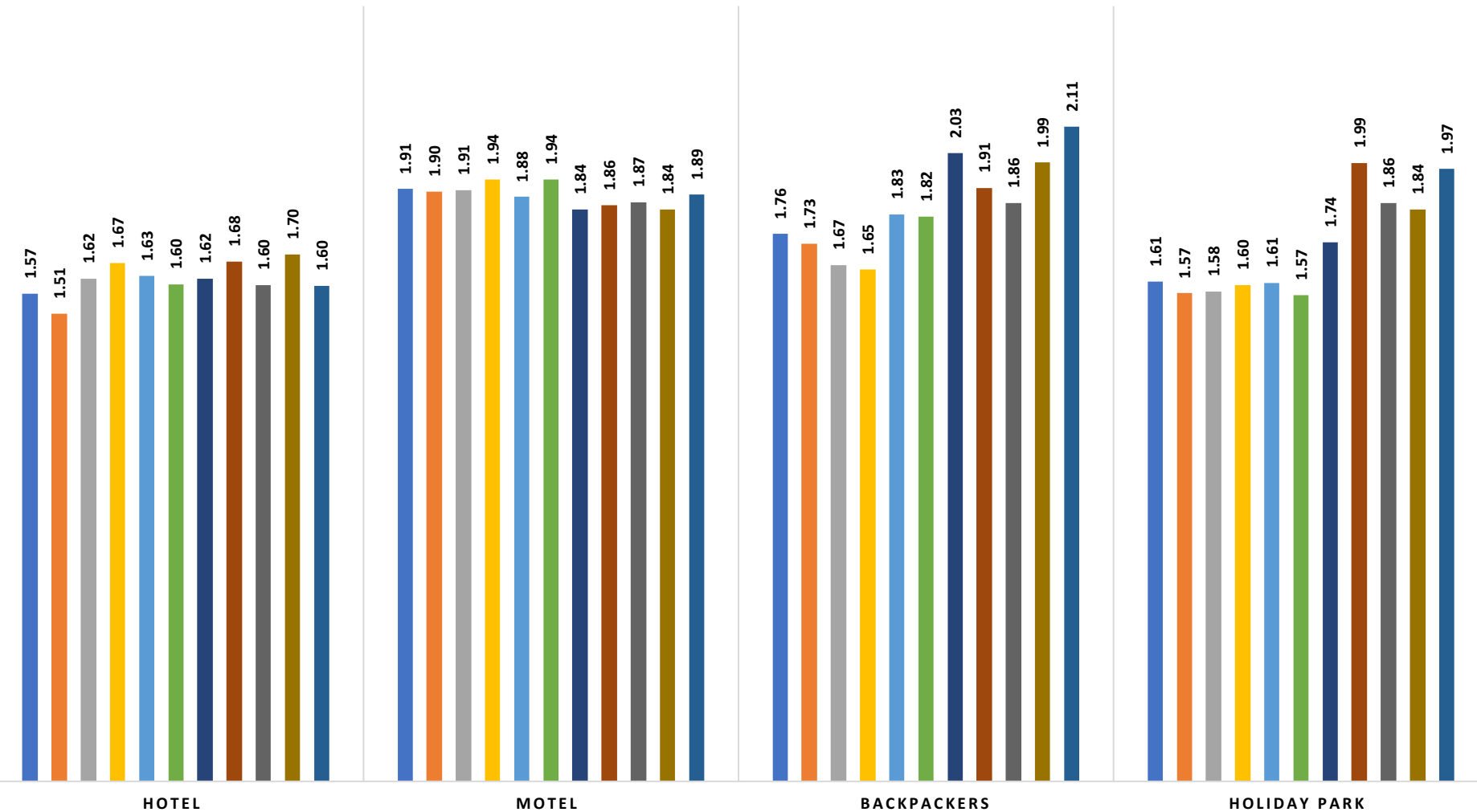


	Hotel	Motel	Backpackers	Holiday Park
2007	3	3	1	2
2008	3	3	1	2
2009	3	4	1	2
2010	3	4	1	2
2011	3	4	2	1
2012	3	4	1	2
2013	3	4	2	1
2014	3	4	2	1
2015	3	4	2	1
2016	3	4	2	1
2017	3	4	2	1

Note. Scale: 1 = Longest Length of Stay, 4 = Shortest Length of Stay

DUNEDIN AVERAGE LENGTH OF STAY (DAYS)

■ 2007 ■ 2008 ■ 2009 ■ 2010 ■ 2011 ■ 2012 ■ 2013 ■ 2014 ■ 2015 ■ 2016 ■ 2017

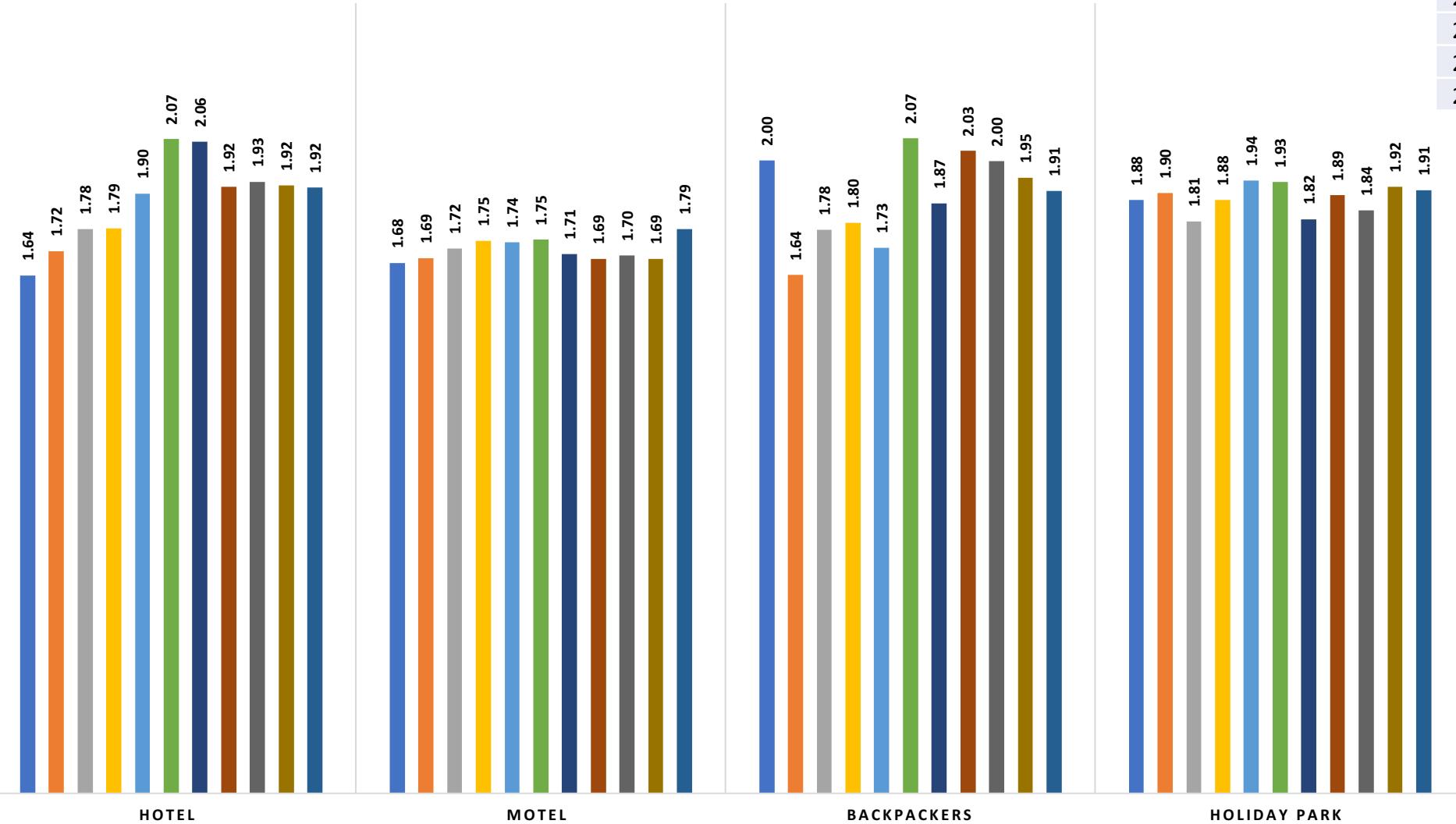


	Hotel	Motel	Backpackers	Holiday Park
2007	4	1	2	3
2008	4	1	2	3
2009	3	1	2	4
2010	3	1	2	4
2011	3	1	2	4
2012	3	1	2	4
2013	4	2	1	3
2014	4	3	2	1
2015	3	1	2	2
2016	3	2	1	2
2017	4	3	1	2

Note. Scale: 1 = Longest Length of Stay, 4 = Shortest Length of Stay

WAIKATO AVERAGE LENGTH OF STAY (DAYS)

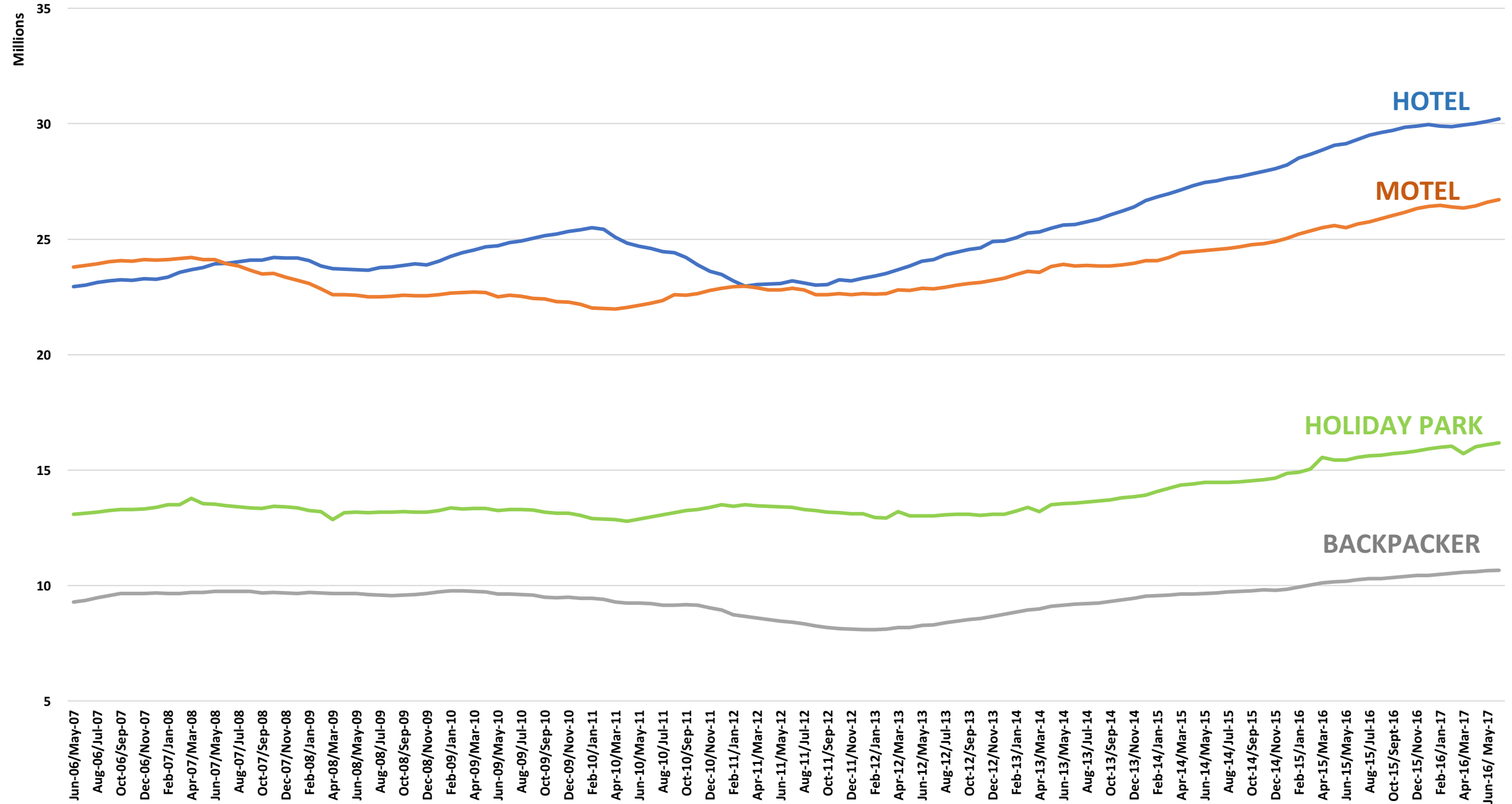
■ 2007 ■ 2008 ■ 2009 ■ 2010 ■ 2011 ■ 2012 ■ 2013 ■ 2014 ■ 2015 ■ 2016 ■ 2017



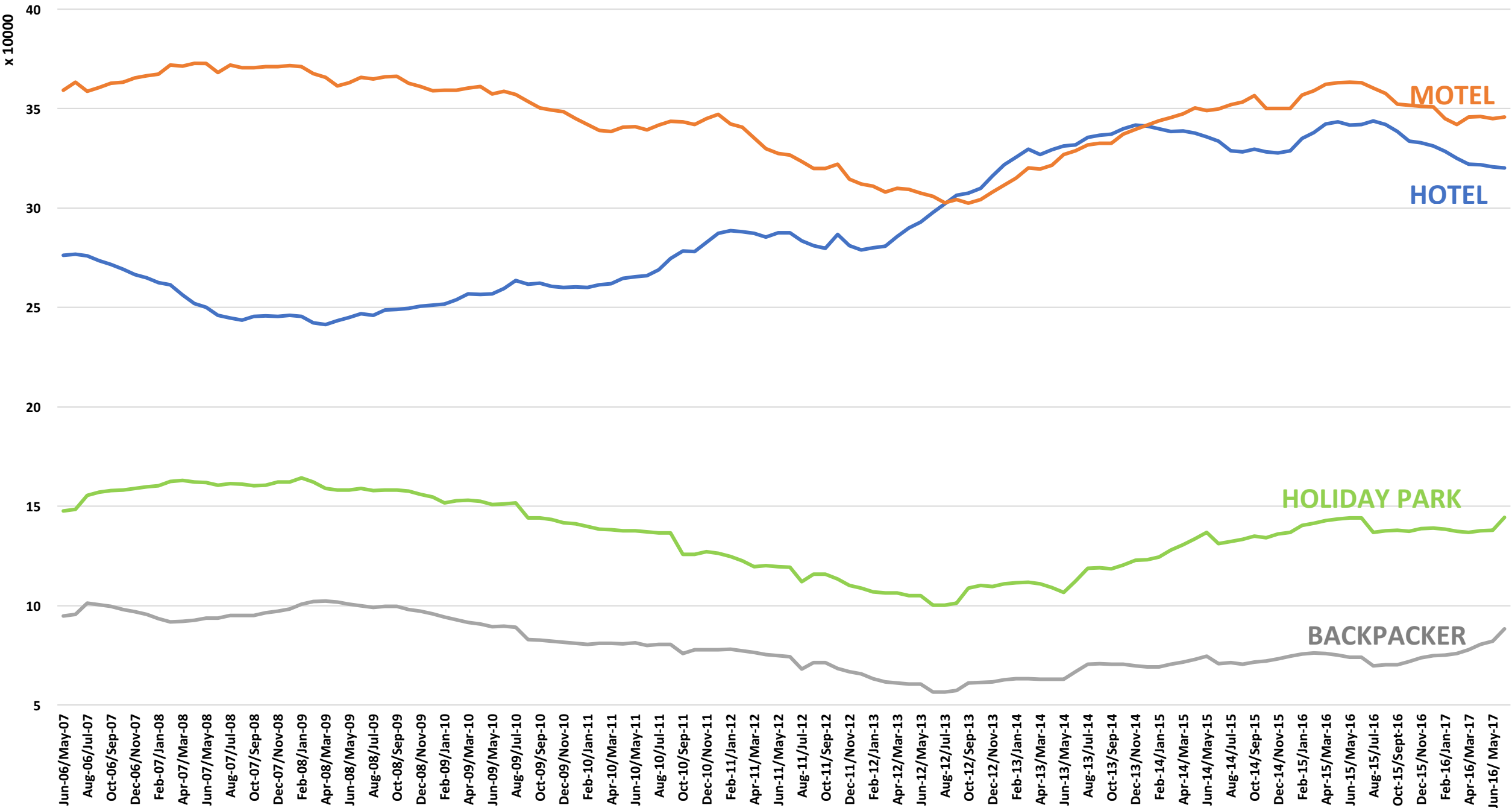
	Hotel	Motel	Backpackers	Holiday Park
2007	4	3	1	2
2008	2	3	4	1
2009	2	3	2	1
2010	3	4	2	1
2011	2	3	4	1
2012	1	3	1	2
2013	1	4	2	3
2014	2	4	1	3
2015	2	4	1	3
2016	2	3	1	2
2017	1	3	2	2

Note. Scale: 1 = Longest Length of Stay, 4 = Shortest Length of Stay

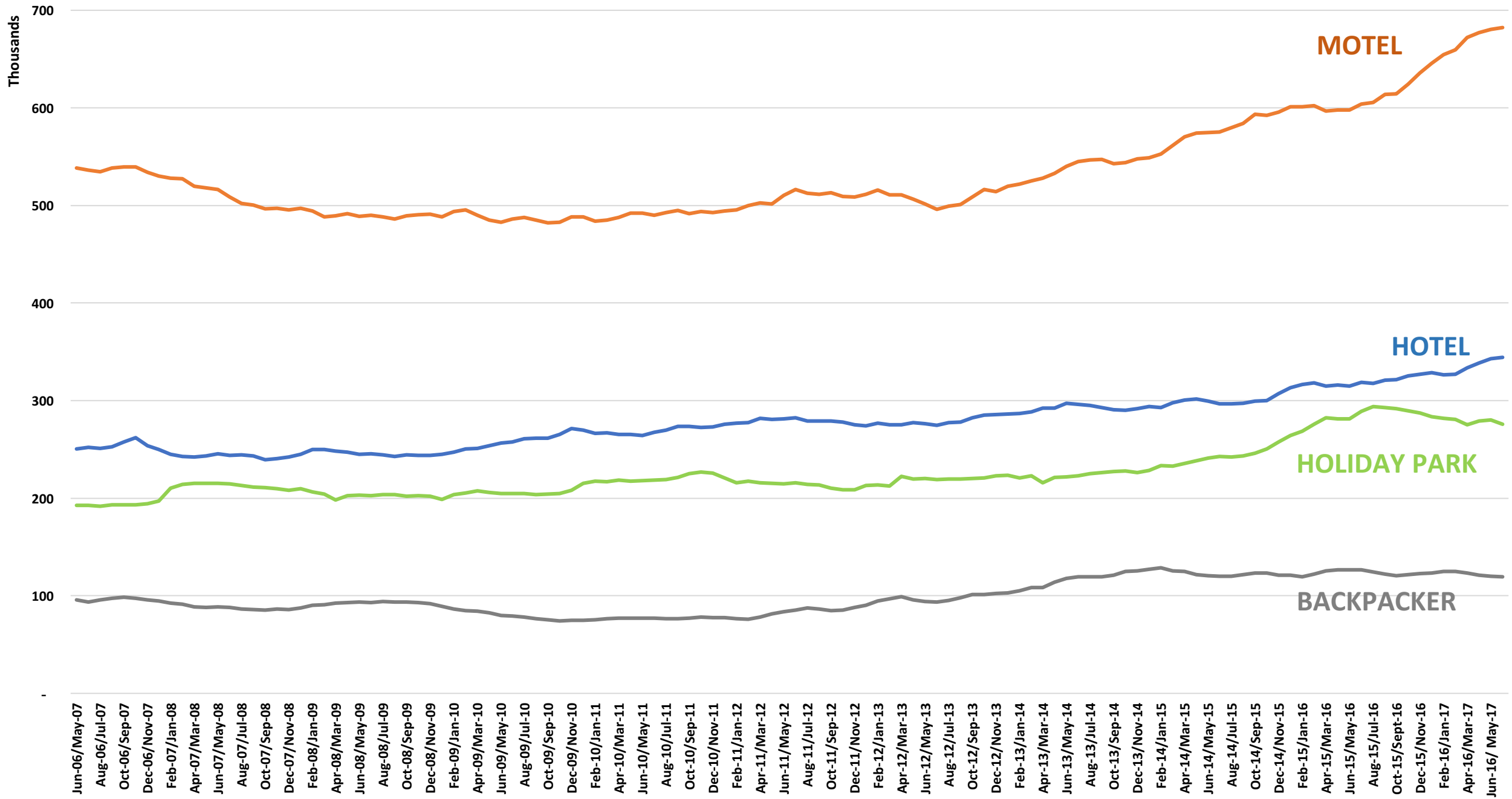
National 12 month Rolling Total Guest Nights by Accommodation Types



Dunedin 12 month Rolling Total Guest Nights by Accommodation Types



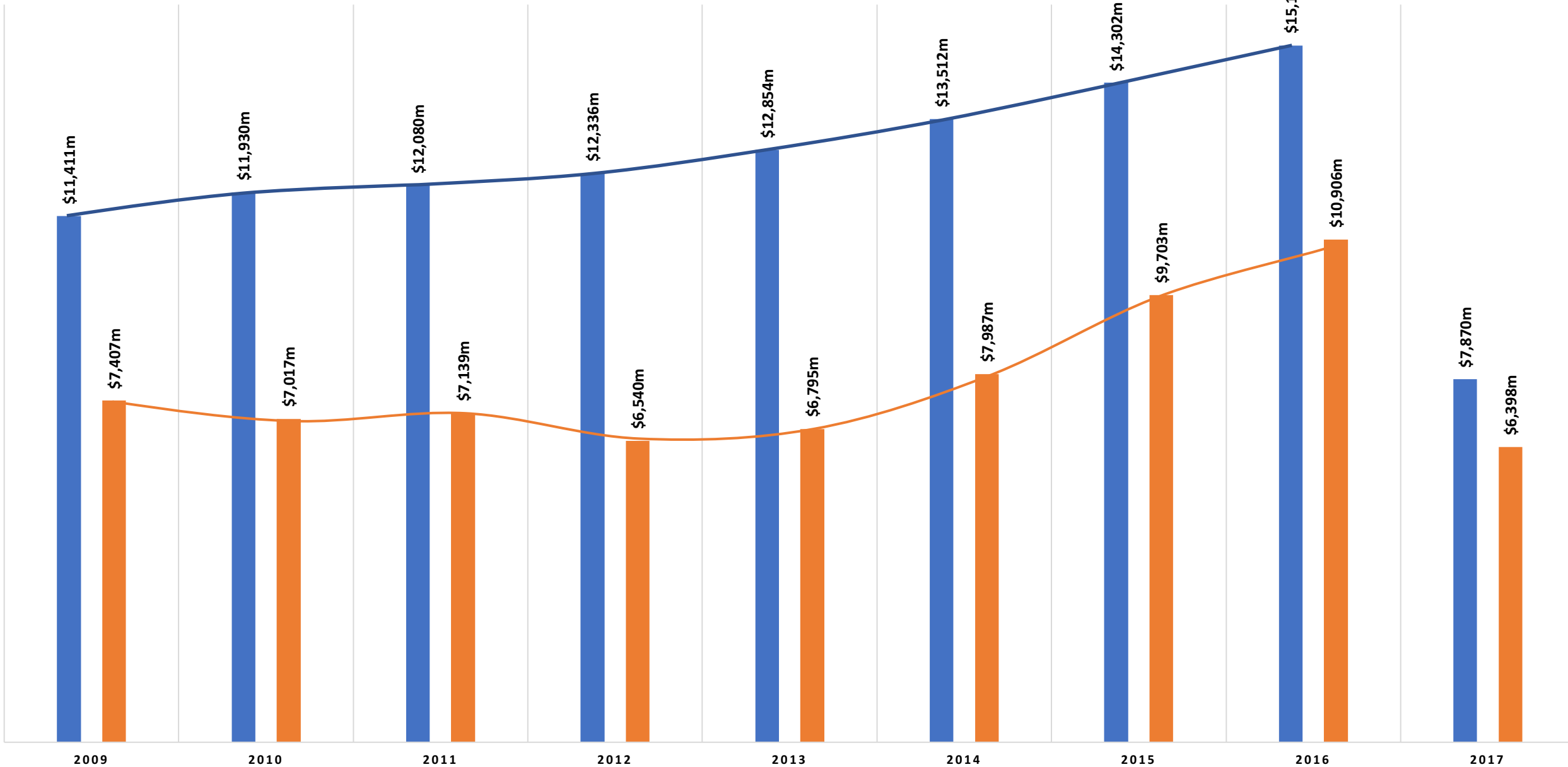
Waikato 12 month Rolling Total Guest Nights by Accommodation Types



NATIONAL DOMESTIC VS INTERNATIONAL MARKET SPENDING

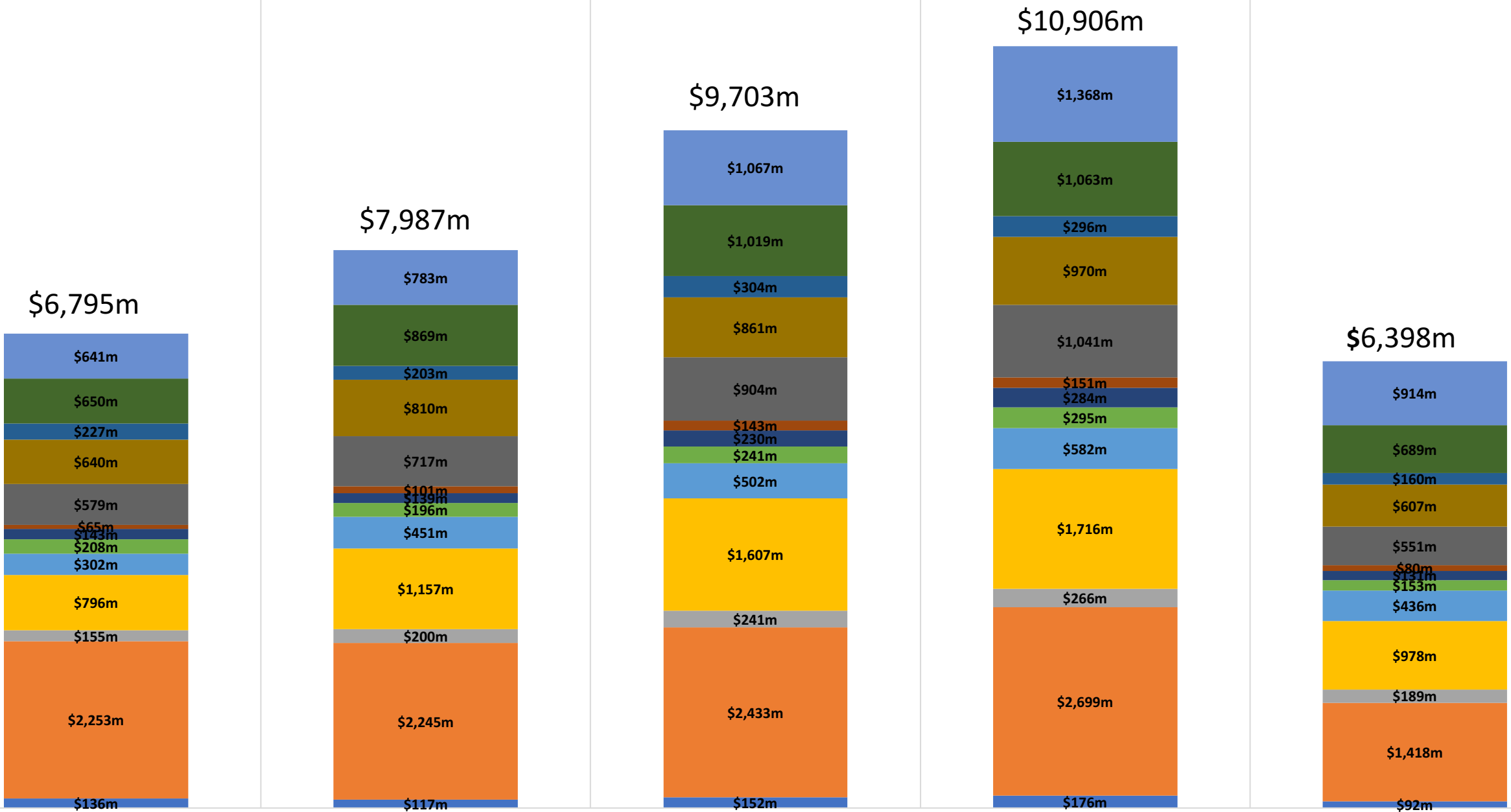
■ Domestic

■ International



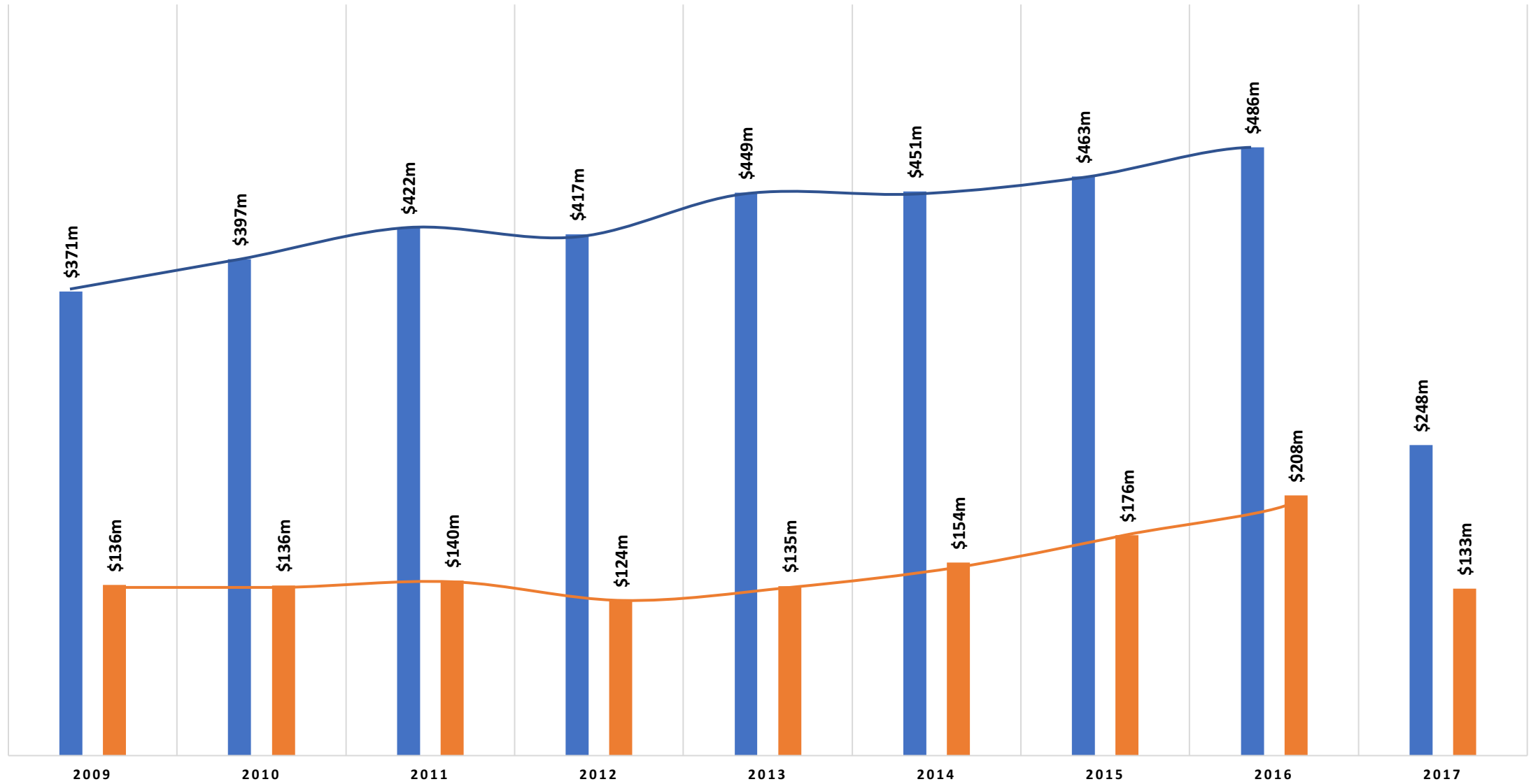
NATIONAL'S INTERNATIONAL VISITOR SPENDING BY COUNTRIES (IN MILLIONS)

■ Africa and Middle East
 ■ Australia
 ■ Canada
 ■ China
 ■ Germany
 ■ Japan
 ■ Korea
 ■ Rest of Americas
 ■ Rest of Asia
 ■ Rest of Europe
 ■ Rest of Oceania
 ■ UK
 ■ USA



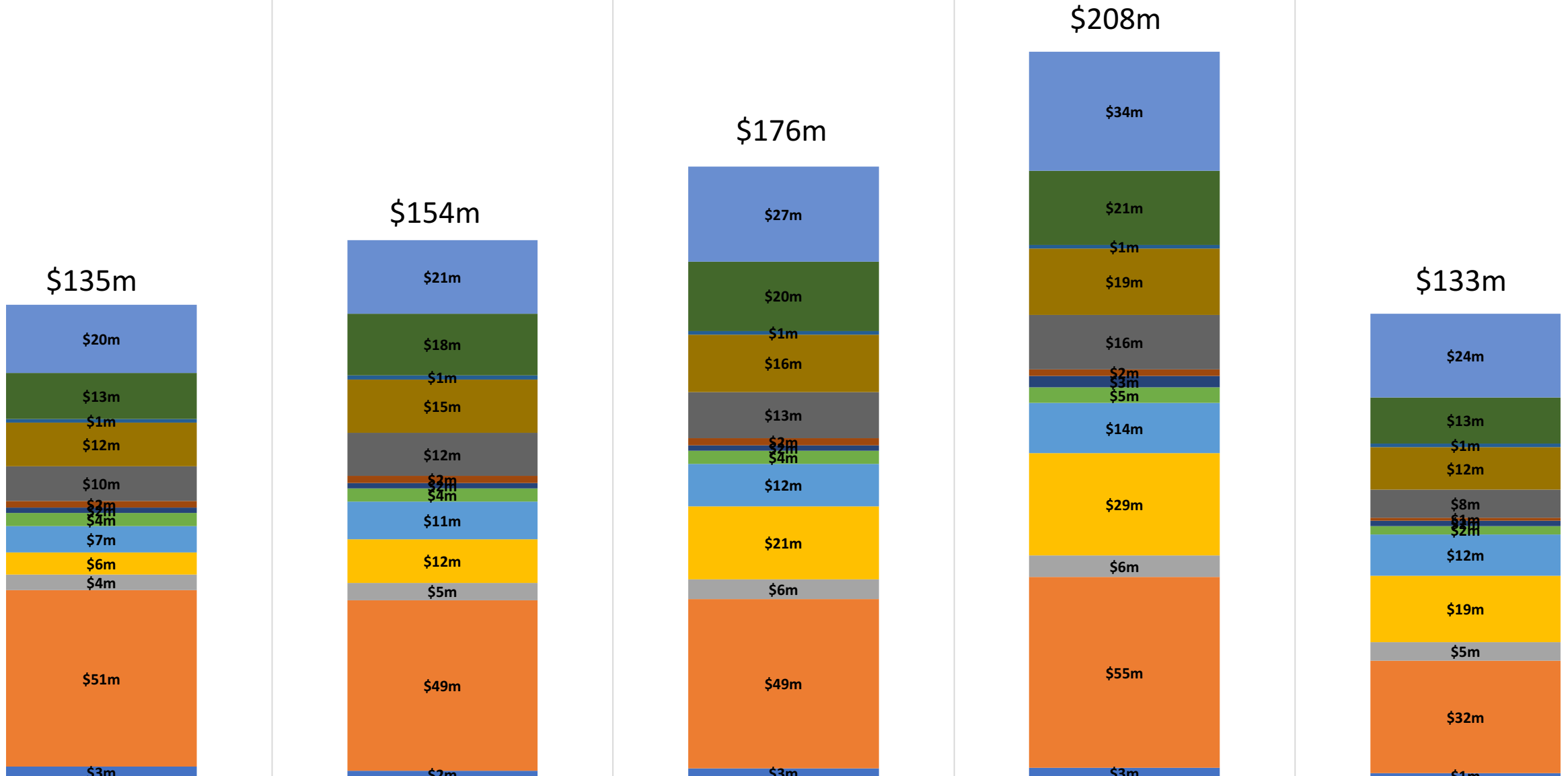
DUNEDIN DOMESTIC VS. INTERNATIONAL MARKET SPENDING

■ Domestic ■ International



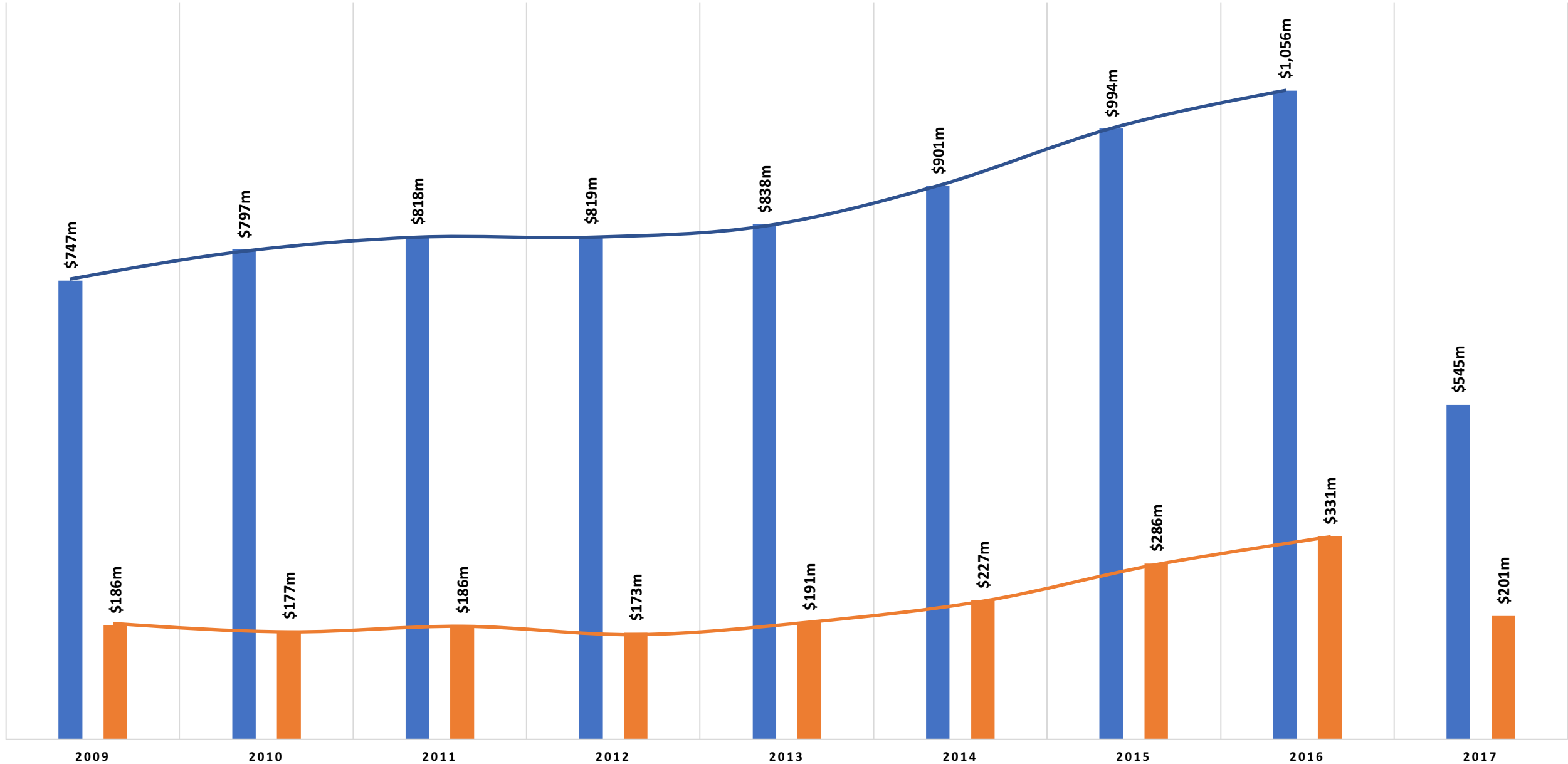
DUNEDIN'S INTERNATIONAL VISITOR SPENDING BY COUNTRIES (IN MILLIONS)

■ Africa and Middle East
 ■ Australia
 ■ Canada
 ■ China
 ■ Germany
 ■ Japan
 ■ Korea
 ■ Rest of Americas
 ■ Rest of Asia
 ■ Rest of Europe
 ■ Rest of Oceania
 ■ UK
 ■ USA



WAIKATO REGION DOMESTIC VS INTERNATIONAL MAKETING SPENDING

■ Domestic ■ International

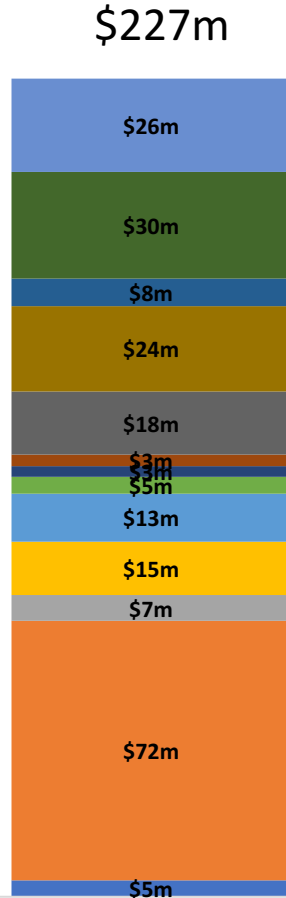


WAIKATO'S INTERNATIONAL VISITOR SPENDING BY COUNTRIES (IN MILLIONS)

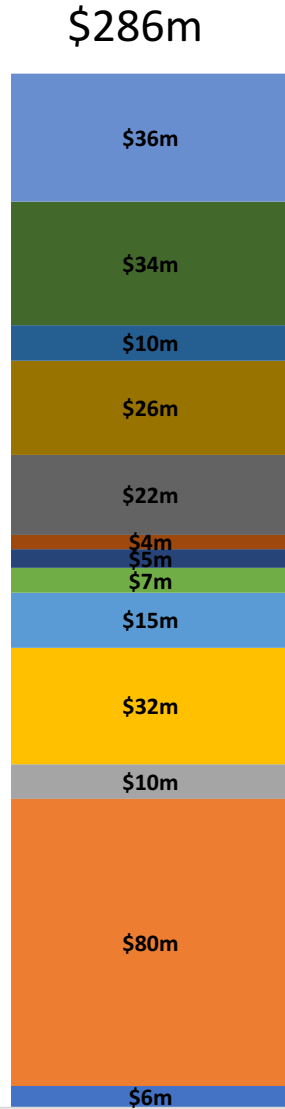
■ Africa and Middle East
 ■ Australia
 ■ Canada
 ■ China
 ■ Germany
 ■ Japan
 ■ Korea
 ■ Rest of Americas
 ■ Rest of Asia
 ■ Rest of Europe
 ■ Rest of Oceania
 ■ UK
 ■ USA



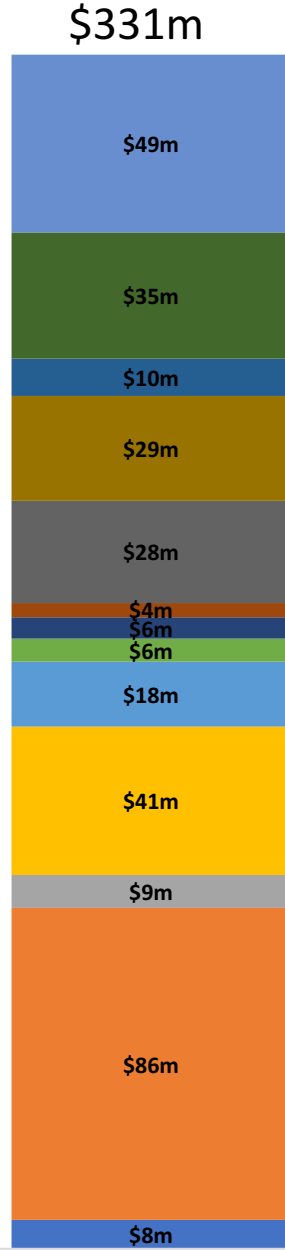
2013



2014



2015

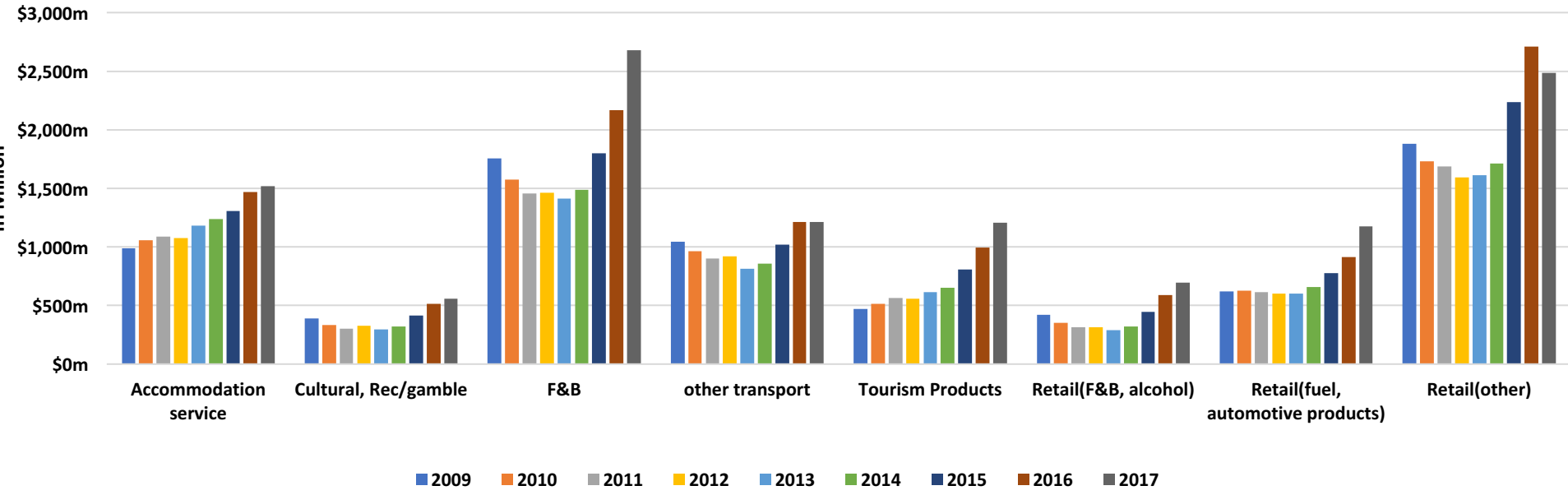


2016

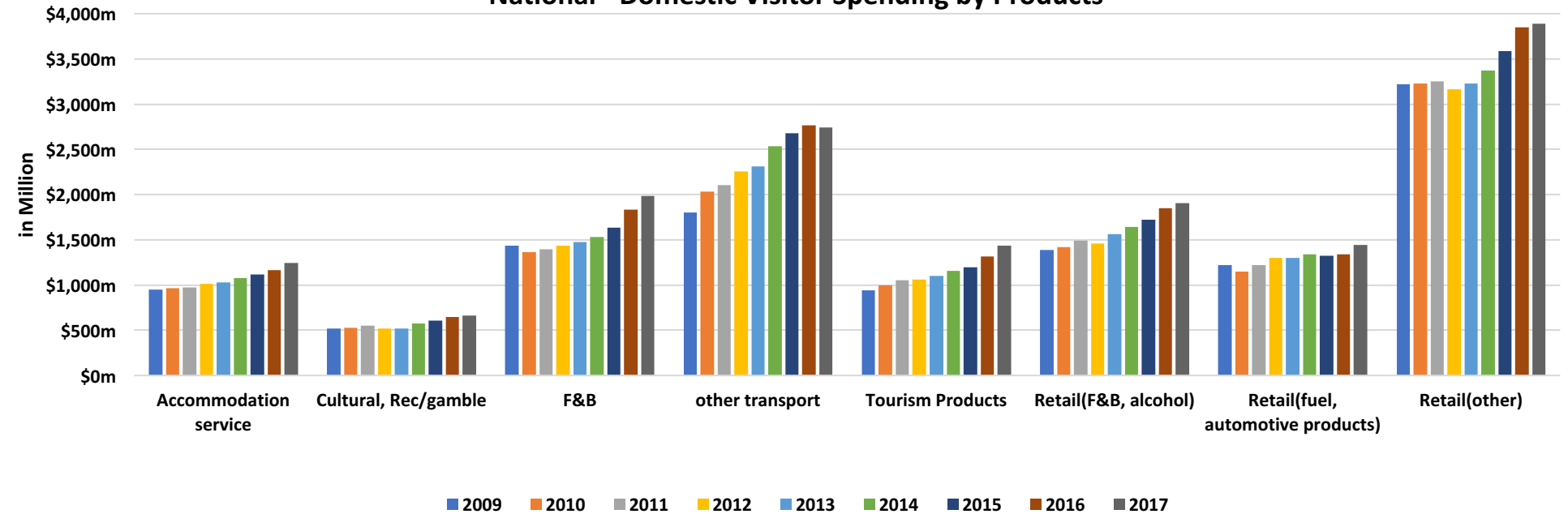


2017

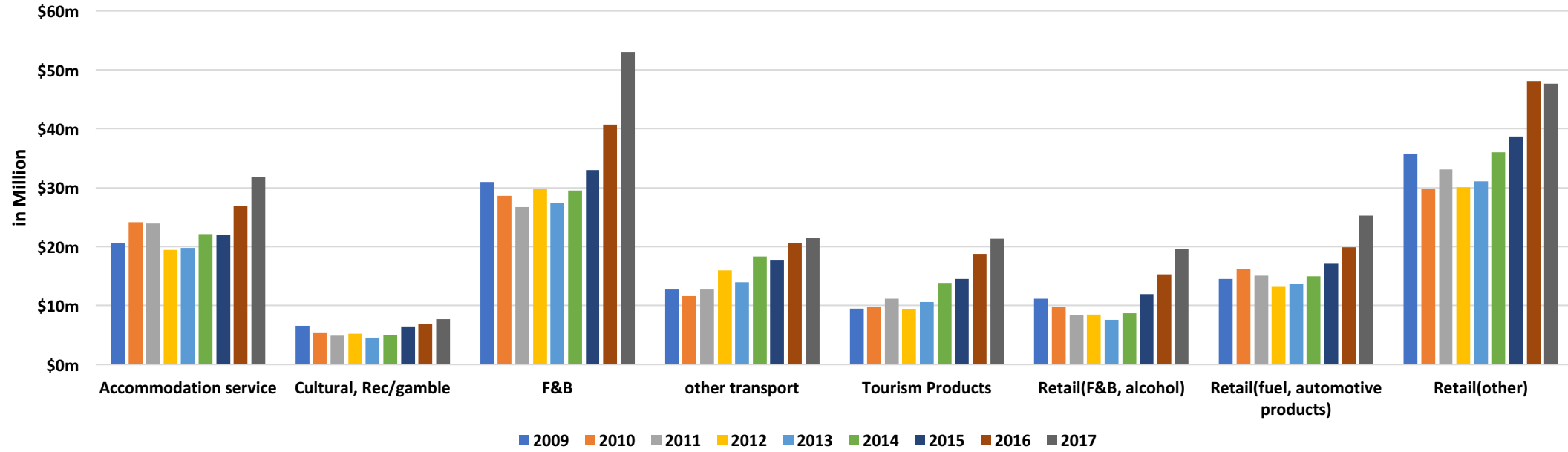
National - International Visitor Spending by Products



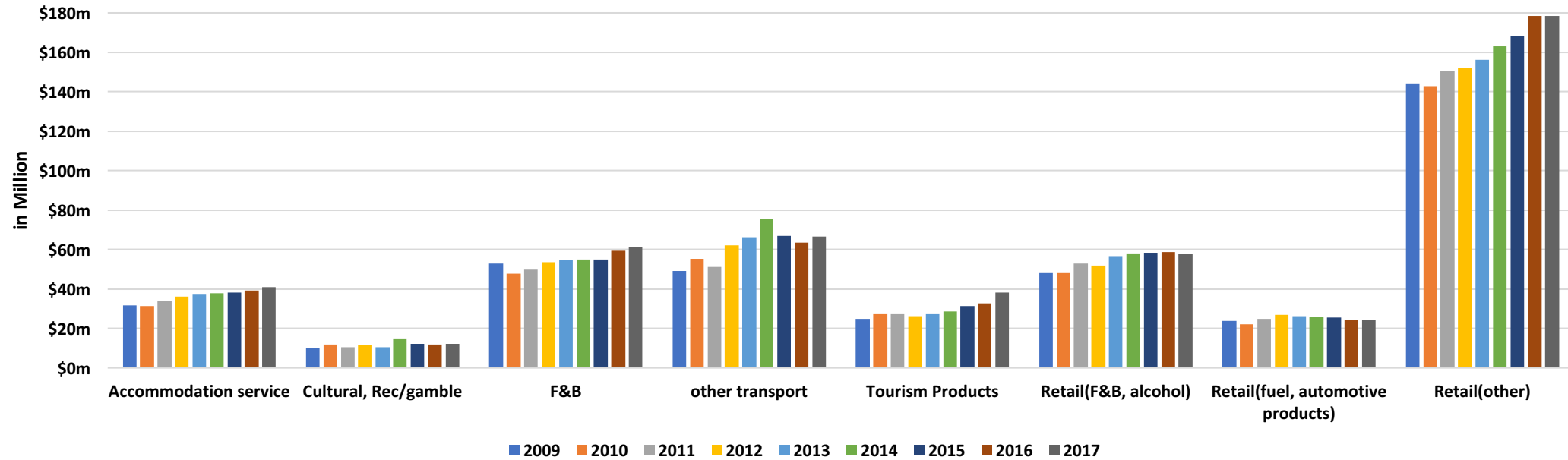
National - Domestic Visitor Spending by Products



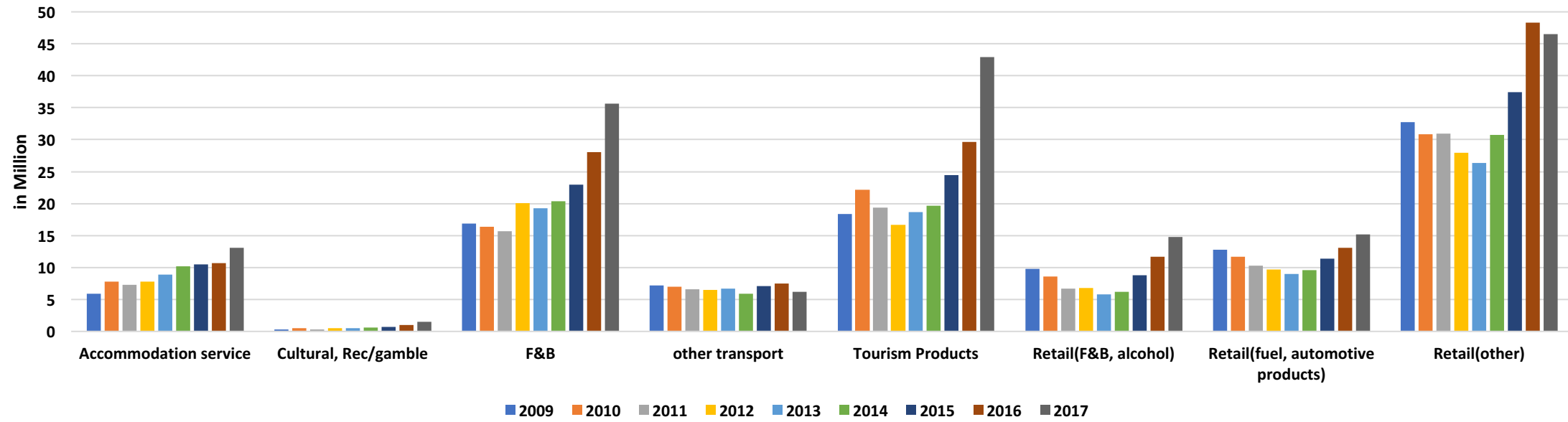
Dunedin - International Visitor Spending by Products



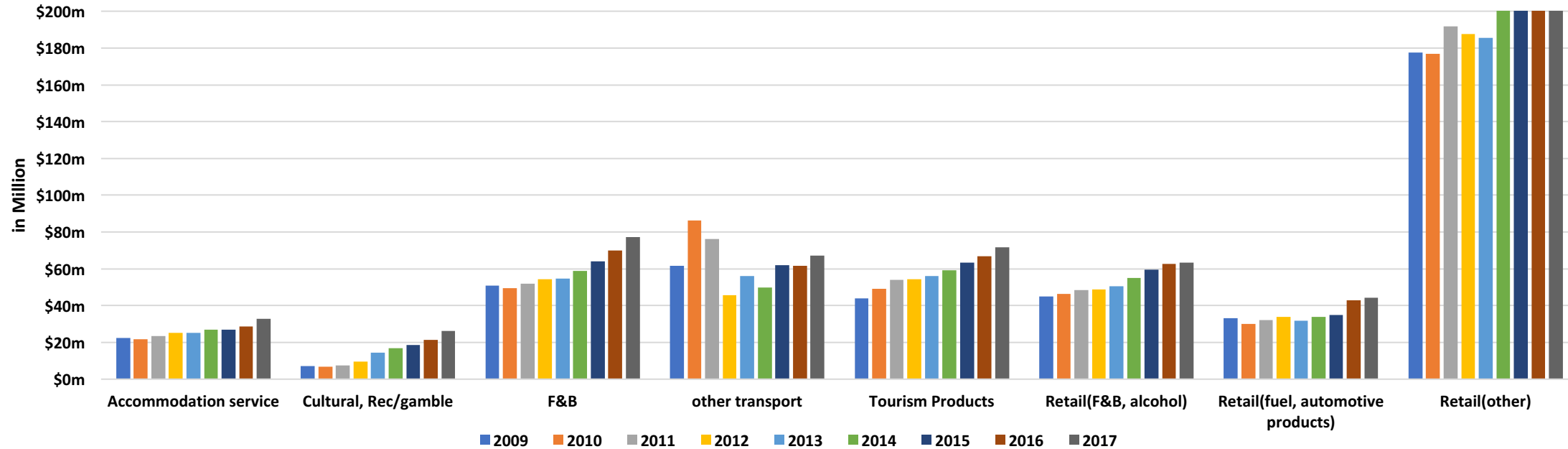
Dunedin - Domestic Spending Spending by Products



Hamilton City - International Visitor Spending by Products

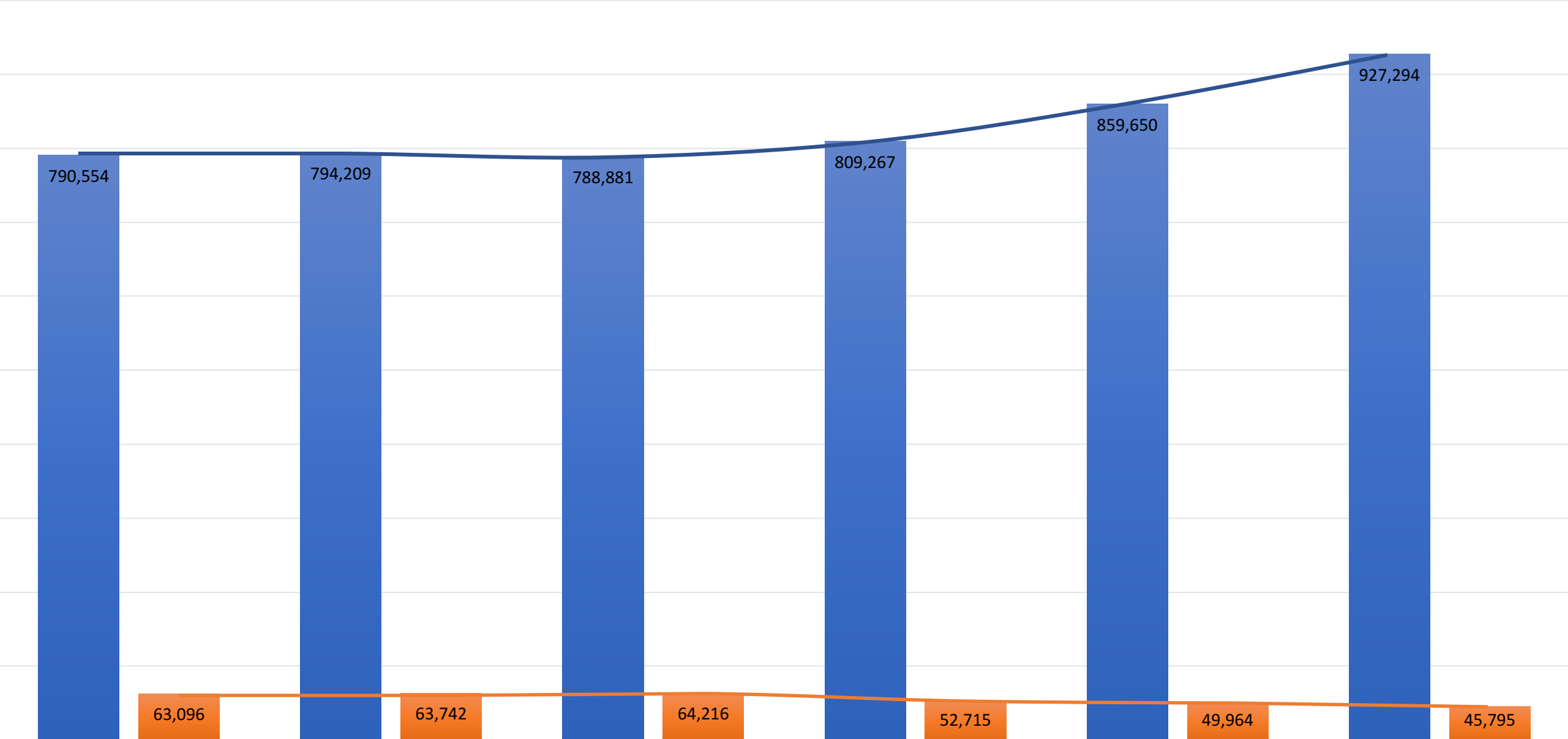


Hamilton City - Domestic Visitor Spending by Products



Domestic Vs. International Passenger Numbers Trend at Dunedin Airport (2012-2017)

■ Domestic ■ International



2012

2013

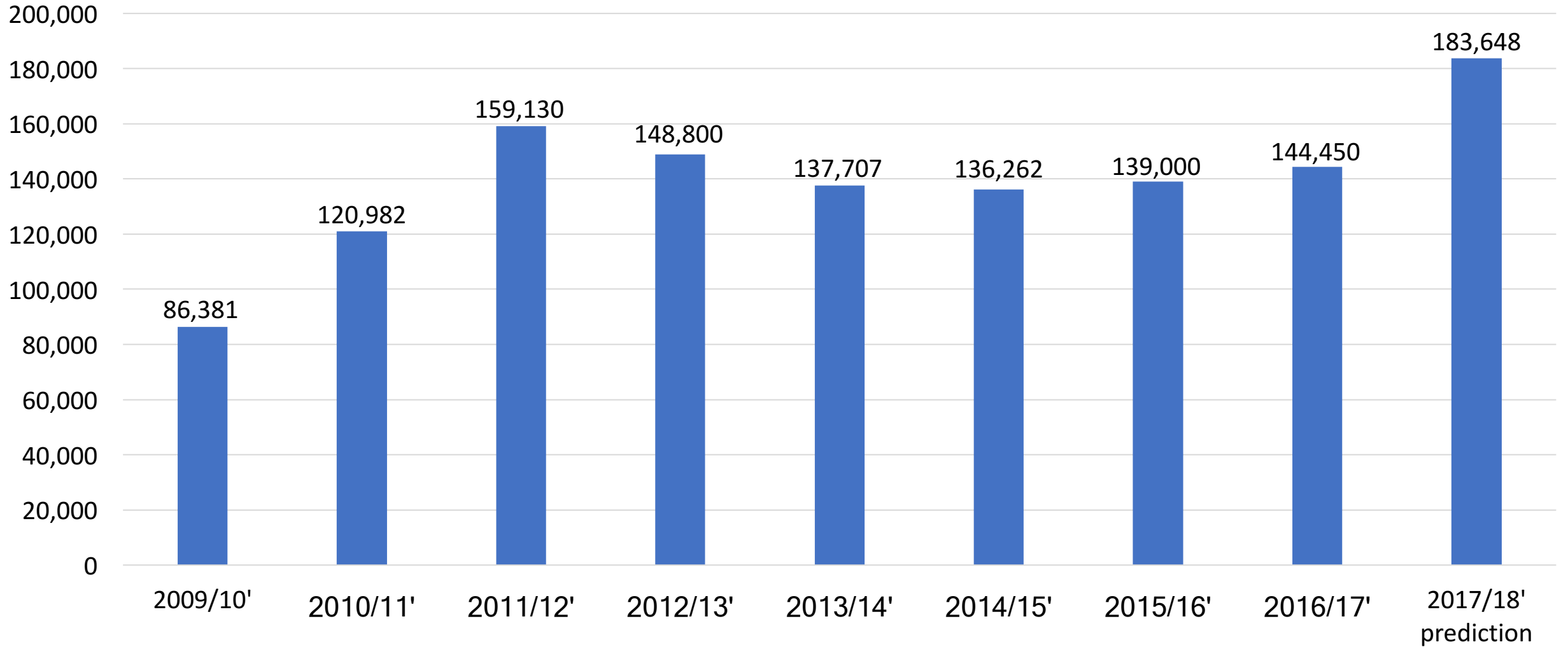
2014

2015

2016

2017

Dunedin Cruise Ship Passenger Number 2009-2017



Recommendations

1. KPI

- Tourist Place of Origin
- Visitor Satisfaction Survey
- Domestic Visitor Spending by Region

2. Present through platforms and methods

- Online dashboard
- Share on Social Media
- Local government/ local industry association website
- In PDF format
- Quarterly reporting

THE END

完