

NEW ZEALAND'S SUMMER HOT SPOTS

With the warm weather upon us and the countdown to holidays on most people's brains, summer hot spots around the country will be gearing up for the seasonal rush. The Christmas period is one of the busiest for tourist destinations, and as families prepare for the annual summer holiday, we took a look at where the top spots were last festive season.

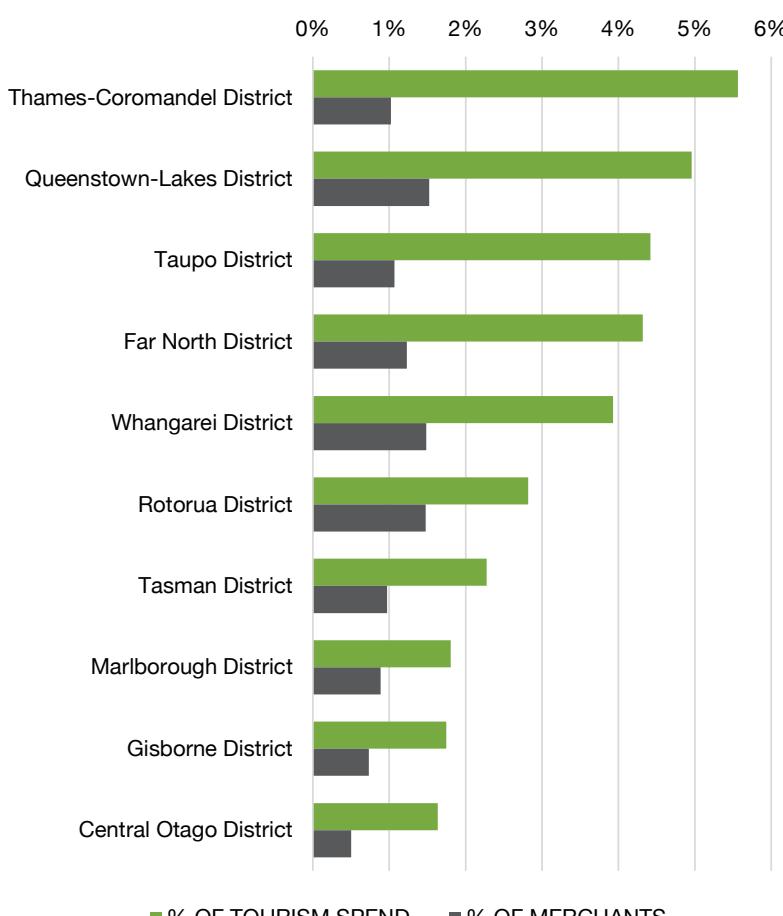
Last year, Marketview figures showed that the top ten spots for domestic tourism spending* (outside the main centres) in the three weeks following Christmas were almost evenly split between the islands, with the North Island just beating out the South for six of the ten locations.

Coming out on top was the Coromandel, accounting for almost 6% of total tourism spending in the three weeks following Christmas, with just over 1% of national retail businesses operating in the region. This was followed by Queenstown, with just under 5% of spend, and Taupo at 4.42% of domestic tourism spending for the three week period.

To see where is likely to be the busiest this year, we have also measured spending by domestic tourists* around the country, relative to each area's share of total retail businesses. This has provided a ratio of tourist spending supply to demand, and allowed us to rank each area's spend accordingly. Taking these numbers, we have looked at each area's share of spending within different retail categories, and ranked where the top spots are for each.

So whether you are looking to avoid the rush, or get amongst what looks to be the best of the NZ summer spots, check out our lists below for the top places to fill up your car, or your hungry kids on your post-Christmas break.

TOP SPOTS FOR SUMMER HOLIDAYS



TOP SPOTS FOR SUMMER HOLIDAYS shows the top ten areas for spending by domestic tourists, in the three weeks following Christmas in 2015/16. They are ranked by share of total tourism spend. This list excludes main centres, which we have classified as any TLA listed as a 'city'.

The green bars show each area's share of tourism spending, and the grey bars show their share of the total NZ retail businesses. The larger gap between the two bars, especially in areas such as Coromandel and Queenstown, highlight these area's summer tourism 'boom'.

DEFINITIONS

Domestic Tourists

New Zealand 'tourists' are cardholders from New Zealand, that live more than 40km away from the area in which they are spending.



...FOR TAKEAWAYS

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1. Queenstown

Whether you're after burgers as big as your head, or fresh fish and chips by the lake, Queenstown is a hub of fast eateries, especially during the peak summer season. Over the three week period last year, Queenstown accounted for 4.2% of all takeaway spending by tourists, despite holding less than 1% share of all takeaway merchants nationally.

2. Thames-Coromandel District

One of NZ's top summer holiday spots, the Coromandel and Whangamata was also one of the top spots for tourists after a quick bite last year. Over last year's summer break, the region accounted for 3.6% of takeaway spending, and the same amount in transactions.

3. Taupo

Taupo was also a busy spot for takeaways and quick food stops, accounting for 4.5% of all tourist spending on takeaways over the Christmas break. But with a higher merchant count, it took out the third busiest spot.



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3. Opotiki District

Tucked away in the Bay of Plenty, this slice of Kiwi heaven may be relatively unknown to many. But its popularity as a holiday destination helped boost it near the top of the fuel spending list last summer. There are only 0.6% of all national fuel retailers located in Opotiki, but it came out as the third most popular petrol stop over the summer break.

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