

**MEDIA RELEASE**
**13 December 2023, for immediate release**
**Western North Island celebrates top three in tourism spend recovery post-covid**
**APPENDIX ONE:**
**Data Source:**
[www.benjepatterson.co.nz/which-regions-have-larger-tourism-sectors-than-before-covid/](http://www.benjepatterson.co.nz/which-regions-have-larger-tourism-sectors-than-before-covid/)
**Visitor spending for September 2023 year, MBIE MRTes**

| <b>Where has visitor spending in New Zealand recovered the most against pre-Covid levels?</b> |                                 |                 |                      |              |
|---|---------------------------------|-----------------|----------------------|--------------|
| <i>Visitor spending for September 2023 year as % of September 2019 year, MBIE MRTes</i>       |                                 |                 |                      |              |
| <b>Rank</b>   | <b>Regional Tourism Area</b>    | <b>Domestic</b> | <b>International</b> | <b>Total</b> |
| 1   | Whanganui                       | 133%            | 154%                 | 136%         |
| 2   | Venture Taranaki                | 134%            | 124%                 | 132%         |
| 3   | Manawatū                        | 120%            | 158%                 | 125%         |
| 4   | Timaru                          | 130%            | 90%                  | 122%         |
| 5   | Central Otago                   | 126%            | 98%                  | 121%         |
| 6   | Tairāwhiti                      | 119%            | 123%                 | 119%         |
| 7   | Southland                       | 127%            | 82%                  | 115%         |
| 8   | Wairarapa                       | 111%            | 123%                 | 113%         |
| 9   | Bay of Plenty                   | 110%            | 123%                 | 113%         |
| 10  | Hamilton & Waikato              | 110%            | 119%                 | 112%         |
| 11  | Marlborough                     | 121%            | 88%                  | 111%         |
| 12  | Hawke's Bay                     | 112%            | 104%                 | 110%         |
| 13  | Northland                       | 116%            | 92%                  | 110%         |
| 14  | Christchurch                    | 125%            | 79%                  | 107%         |
| 15  | Lake Taupō                      | 121%            | 74%                  | 107%         |
| 16  | Dunedin                         | 110%            | 91%                  | 105%         |
| 17  | Wellington                      | 111%            | 88%                  | 103%         |
| 18  | Kaikōura                        | 126%            | 75%                  | 101%         |
| 19  | Nelson Region (Nelson Tasman)   | 114%            | 73%                  | 98%          |
| 20  | Waitaki                         | 116%            | 52%                  | 97%          |
| 21  | Coromandel                      | 99%             | 70%                  | 94%          |
| 22  | West Coast                      | 130%            | 68%                  | 93%          |
| 23  | Hurunui                         | 96%             | 77%                  | 92%          |
| 24  | Auckland                        | 114%            | 71%                  | 92%          |
| 25  | Clutha                          | 94%             | 69%                  | 91%          |
| 26  | Queenstown                      | 137%            | 71%                  | 89%          |
| 27  | Lake Wānaka                     | 118%            | 63%                  | 87%          |
| 28  | Mackenzie                       | 145%            | 50%                  | 80%          |
| 29  | Ruapehu                         | 81%             | 58%                  | 77%          |
| 30  | Rotorua                         | 92%             | 57%                  | 77%          |
| 31  | Fiordland                       | 113%            | 59%                  | 73%          |
|   | <i>Not elsewhere classified</i> | <i>125%</i>     | <i>79%</i>           | <i>116%</i>  |
|   | <b>New Zealand</b>              | <b>116%</b>     | <b>76%</b>           | <b>100%</b>  |

## **APPENDIX TWO: ABOUT THE COASTAL ARTS TRAIL**

Learn more about the Coastal Arts Trail: <https://coastalartstrail.nz/>

The Coastal Arts Trail is a nationally recognised and funded partnership between three regions on New Zealand's North Island; Taranaki, Whanganui and Manawatū. These three regions share a depth of artistic and cultural assets and this project recognises the importance of kotahitanga - working together towards common goals- as we share this creative trail as a travel experience.

The Coastal Arts Trail was launched in early 2021 and is managed by Te Puna Umanga Venture Taranaki, Whanganui & Partners and CEDA (Central Economic Development Agency).