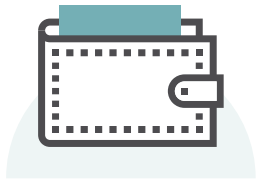


# Hawke's Bay Regional Tourism



## ANNUAL DOMESTIC TOURISM SPEND (MILLIONS) Year to July 2021

**\$413**

DOMESTIC

**34%**

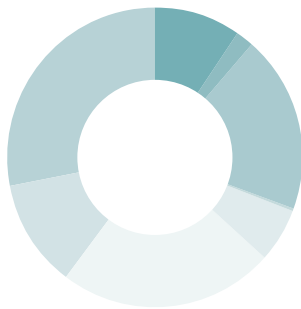
Change

**\$21**

INTERNATIONAL

**-56%**

Change



## DOMESTIC TOURISM SPEND BY PRODUCT (Estimated Millions Aug 20 - July 21)

- Accommodation Services ..... \$40m
- Cultural, recreation, and gambling services..... \$8m
- Food and beverage serving services ..... \$78m
- Other passenger transport ..... \$2m
- Other tourism products..... \$24m
- Retail sales – alcohol, food, and beverages..... \$97m
- Retail sales – fuel and other automotive products \$48m
- Retail sales – other ..... \$115m

## ESTIMATED VISITOR SPEND BY ORIGIN August 2020 - July 2021 (in Millions)

	\$ MILLION
Auckland	75
Bay of Plenty	30
Canterbury	16
Gisborne	19
Hawke's Bay	96
Manawatu-Whanganui	40
Marlborough	3
Nelson	1
Northland	7
Otago	6
Southland	1
Taranaki	7
Tasman	2
Waikato	37
Wellington	69
West Coast	1

## ACCOMMODATION TYPES IN HAWKE'S BAY

July 2021

Hotel.....	14
Motels / Apartments.....	44
Backpackers.....	8
Holiday parks & campgrounds.....	18
Lodges & boutique accommodation.....	12
<b>TOTAL .....</b>	<b>96</b>

## AVERAGE NIGHTS STAYED PER GUEST

Year to July 2021

Hotel.....	1.9
Motel/ Apartment (>20).....	2.1
Motel/ Apartment (6-20).....	2.2
Backpackers.....	2.7
Holiday parks & campgrounds.....	3.5
Lodges & boutique accommodation.....	2.1