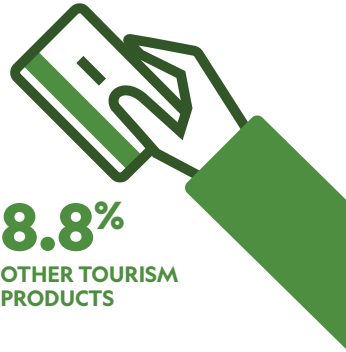


# VISITOR SPEND

BASED ON TOURISM ELECTRONIC CARD  
TRANSACTIONS MANAWATŪ REGION //  
YEAR END MARCH 2024



## TOP 5 CATEGORIES OF SPEND (Market Share)

DOMESTIC

**33.0%**

RETAIL SALES - OTHER

**18.6%**

RETAIL SALES -  
ALCOHOL, FOOD, AND  
BEVERAGES

**17.1%**

FOOD AND BEVERAGE  
SERVING SERVICES

**14.7%**

RETAIL SALES -  
FUEL AND OTHER  
AUTOMOTIVE

**8.8%**

OTHER TOURISM  
PRODUCTS

INTERNATIONAL

**29.4%**

RETAIL SALES - OTHER

**23.0%**

RETAIL SALES -  
ALCOHOL, FOOD AND  
BEVERAGES

**16.1%**

FOOD AND BEVERAGE  
SERVING SERVICES

**15.2%**

ACCOMMODATION  
SERVICES

**8.0%**

RETAIL SALES -  
FUEL AND OTHER  
AUTOMOTIVE

## TOTAL SPEND

DOMESTIC

**\$317.8m**

-1.3% decrease  
compared to YE March  
2024\*

INTERNATIONAL

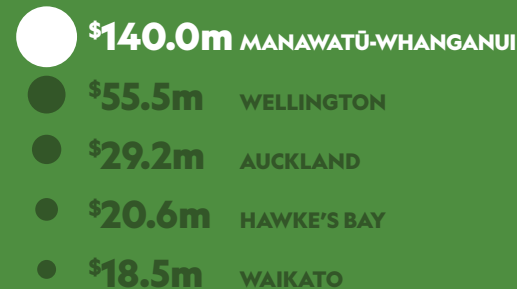
**\$36.7m**

57.2% increase  
compared to YE March  
2024\*

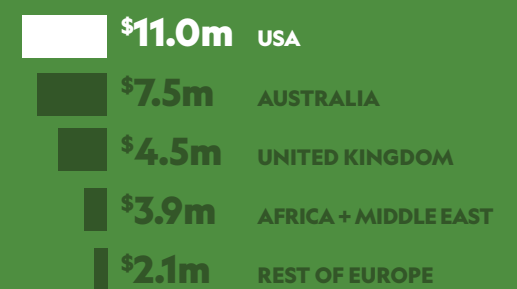
For Year End March 2024, CEDA RTO ranked 12th out of 31 RTO regions for domestic tourism spend. For international spending CEDA RTO ranked 21 out of 31.\*\*

## VISITOR SPEND BY ORIGIN

TOP 5 DOMESTIC  
VISITOR MARKETS BY SPEND



TOP 5 INTERNATIONAL  
VISITOR MARKETS BY SPEND



**SOURCE:** MBIE // CEDA RTO figures from MBIE are specific to the Manawātū Region, which comprises Palmerston North city and Manawātū district.

\* Tourism Electronic Card Transactions (TECTS) is the alternative data source to track tourism spending following the suspension of the Monthly Regional Tourism Estimates (MRTes) at the end of 2023. TECTS represent only part of total tourism spend as they are based almost exclusively on physical electronic card transactions, and do not include any other form of spending such as cash, pre-purchases or online spend. As a result, TECTS is substantially smaller than the previously reported MRTes figures.

\*\*\*Regional Tourism Organisations are the key regional agencies responsible for fostering and promoting regional tourism development in New Zealand that

are associated geographical regions that do not align, or aggregate to, Regional Council geographic boundaries. RTO rankings covers 31 RTOs, excluding the "not elsewhere classified" RTO.

### NOTES:

MBIE advises users to not add domestic and international market totals together, and to use them separately.

Domestic tourism spend is classified as spend that is more than 40km outside the visitor's usual place of residence (primary and secondary - e.g. home and work).

International spend is classified as transactions in New Zealand using overseas

bank and credit cards. Holders of these cards can be visitors, or people living and working in New Zealand. MBIE cautions they do not have confidence in these figures as they could be skewed by returning New Zealanders (from April 2020 - April 2021) using their overseas credit card.

This series covers the following spending categories - Accommodation services; Cultural, recreation, and gambling services; Food and beverage serving services; Other passenger transport; Other tourism products; Retail sales - alcohol, food, and beverages; Retail sales - fuel and other automotive products; and Retail sales - other.



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