

## Holiday Parks - Key Insights - Year Ended January 2024

### Holiday Park share of traditional commercial accommodation market Year ended January 2024

	Guest Nights	Market Share	Occupancy	Avg. Nights per guest
Holiday Parks	9,443,300	24%	30%	2.2
Hotels	14,215,900	36%	70%	1.9
Motels	11,111,900	29%	70%	2.3
Backpackers	2,889,300	7%	64%	2.4
Lodges & boutique Accommodation	1,316,600	3%	52%	1.9
Total Guest Nights	38,977,200			

	YE Jan 2024 Guest Nights	YE Jan 2023 Guest Nights	% Change
Holiday Parks	9,443,300	8,296,100	13.8%
Hotels	14,215,900	10,106,500	40.7%
Motels	11,111,900	9,576,000	16.0%
Backpackers	2,889,300	1,796,500	60.8%
Lodges & boutique Accommodation	1,316,600	1,067,100	23.4%
Total Guest Nights	38,977,200	30,624,500	27.3%

### Holiday Parks

#### Domestic International Split

	YE Jan 2024	Guest Nights	YE Jan 2019	Guest Nights
Domestic	77%	7.275m	66%	5.531m
International	23%	2.167m	34%	2.848m
Total Guest Nights		9.443m		8.379m

### Holiday Parks Regional View: YE January 2024

RTO	Guest Nights	Market Share*
Northland	845,400	47%
Auckland	298,700	4%
Waikato	374,300	29%
Coromandel	479,200	60%
Bay of Plenty	688,600	49%
Rotorua	332,700	20%
Lake Taupo	418,300	28%
Tairāwhiti	301,500	58%
Hawke's Bay	277,300	32%
Taranaki	272,700	33%
Wairarapa	93,300	34%
Wellington	186,900	7%
Marlborough	220,900	31%
Nelson Tasman	655,800	50%
West Coast	527,300	40%
Kaikoura	206,200	42%
Hurunui	156,900	41%
Canterbury	621,000	17%
Timaru	193,400	51%
Mackenzie	273,800	39%
Waitaki	157,600	35%
Central Otago	135,200	39%
Lake Wanaka	365,900	42%
Queenstown	370,000	11%
Clutha	94,600	70%
Southland	126,800	22%
Fiordland	284,200	44%

\* of commercial guest nights in region



### Month of January 2024

Total Guest Nights (in millions)

Holiday Parks	2m
Hotels	1.4m
Motels	1.4m
Backpackers	.3m
Lodges & Boutique	.16m

### Seasonality: Holiday Park Guest Nights by Month (adp)

■ Latest Month ■ Latest Month Previous Year(s) ■ Other Months (Click Me To Hide)

