



## Media Release

1 April 2019

---

# Hawke's Bay leads country for visitor spending growth in February

---

Visitor spending in Hawke's Bay over the summer season reached record levels, according to the latest Monthly Regional Tourism Estimates (MRTE) published by Statistics New Zealand.

Seasonal visitor spend in Hawke's Bay reached \$224m for the December to February period, an increase of \$8m over the same period last year. Additionally, February's 9% growth versus February 2018 ranked Hawke's Bay as the best-performing region in the country.

The annual value of Hawke's Bay visitor spend is now estimated at \$652m in the 12 months to February 2019.

Hawke's Bay Tourism General Manager Annie Dundas says expectations were for a big summer, and its satisfying to see the visitor spend materialise.

"The sheer line-up of top-drawer events we saw over summer added serious oomph to Hawke's Bay's attractiveness as a visitor destination.

"From the sold-out Mission Concert to the return of international cricket to McLean Park, and the always-fabulous Napier Art Deco Festival, Black Barn and Church Road events, Hawke's Bay's growing reputation as an events destination is becoming a real strength.

"Add in the ever-increasing value of the cruise ships and the region's long-held reputation as an epicurean mecca, and I'm optimistic that Hawke's Bay is well-positioned to continue achieving sustainable visitor economy growth during a period where nationally, tourism is expected to face a few headwinds."

### Monthly Visitor Spend highlights

February 2019, compared with February 2018:

- Total spend rose 8.6% to \$67.1m
- Domestic spend rose 10.4% to \$42.4m
- International spend rose 5.2% to \$24.7m

### Summer Visitor Spend highlights

December 2018 to February 2019, compared with December 2017 to February 2018:

- Total spend rose 3.6% to \$223.6m
  - Domestic spend rose 2.5% to \$152.4m
  - International spend rose 6.1% to \$71.2m
-



**For more information:**

Annie Dundas  
General Manager, Hawke's Bay Tourism  
Tel: 021 630 408  
[annied@hawkesbaytourism.co.nz](mailto:annied@hawkesbaytourism.co.nz)

**About Hawke's Bay Tourism**

Hawke's Bay's Tourism's vision is for tourism to be a vibrant and valued contributor to the region's economy. Hawke's Bay Tourism's mission is to get more visitors here, doing more, staying longer and coming back.

**Contact:** Hawke's Bay Tourism, PO Box 12009, 19 Waghorne Street, Ahuriri, Napier, Hawke's Bay, New Zealand.

Telephone + 64 (0) 6 834 1918

[www.hawkesbaynz.com](http://www.hawkesbaynz.com)

---