

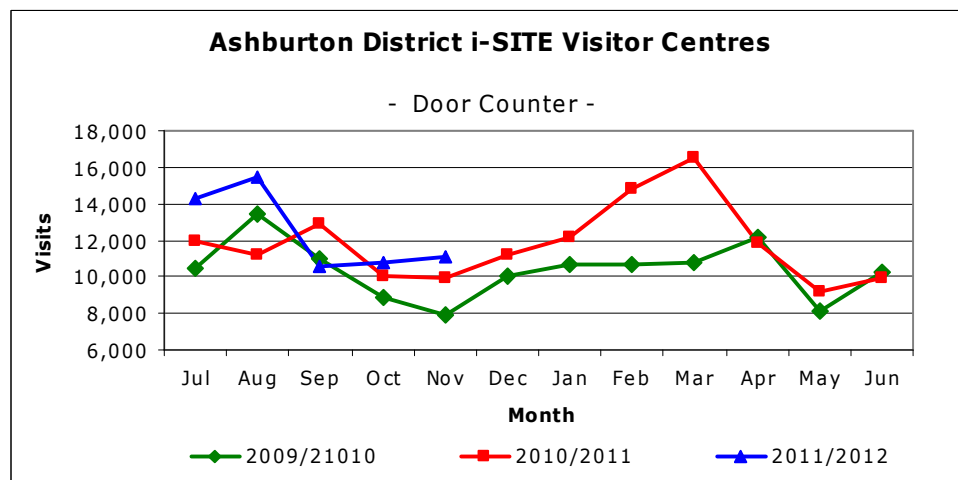
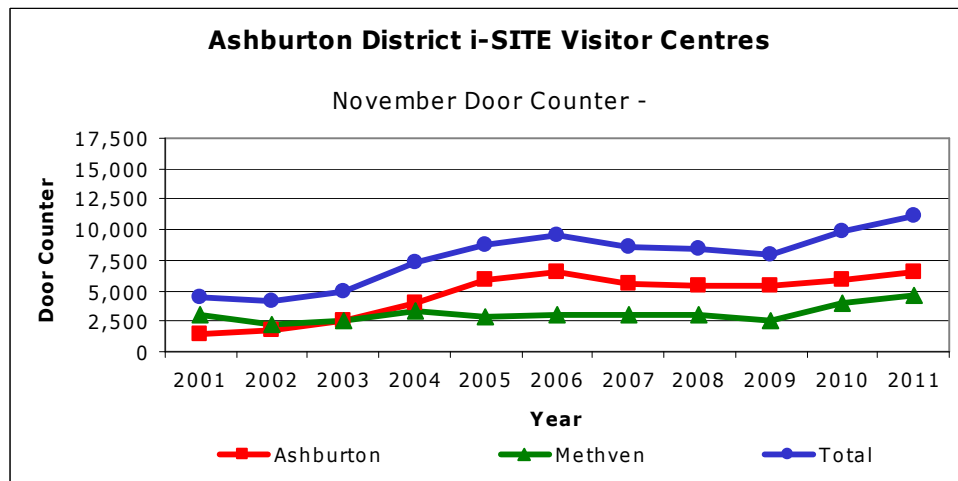
**STATISTICS**

**i-SITE Visitor Centres**

November 2011 door counter figures from the Methven and Ashburton i-SITE Visitor Centres are shown below.

<b>Ashburton i-SITE</b>	<b>Overseas</b>	<b>Domestic</b>	<b>Local</b>	<b>Total</b>
November 2010	1,782	415	3,766	5,963
November 2011	2,762	532	3,168	6,462
Growth	+54.69%	+28.19%	-10.27%	+8.37%

<b>Methven i-SITE</b>	<b>Overseas</b>	<b>Domestic</b>	<b>Local</b>	<b>Total</b>
November 2010	1,973	925	1,071	3,969
November 2011	2,243	1,048	1,359	4,649
Growth	+10.63%	+13.30%	+26.89%	+17.13%

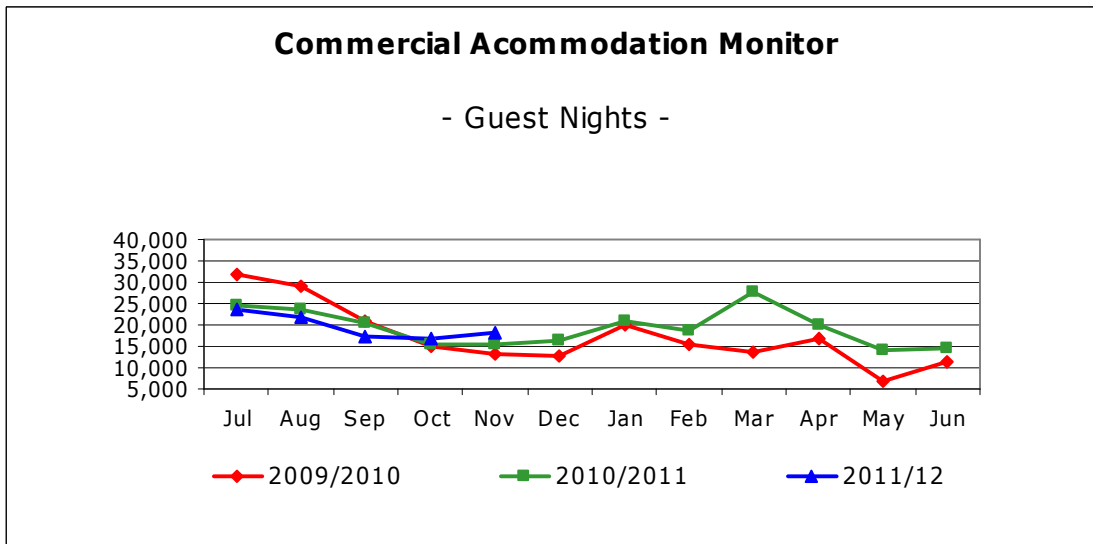
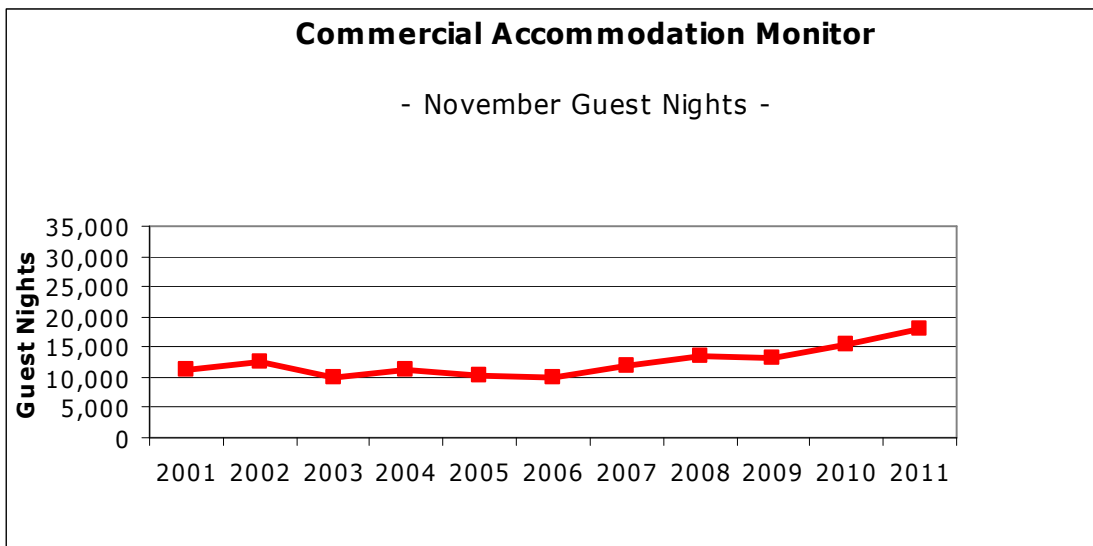


**STATISTICS continued ...**

**Commercial Accommodation Monitor**

November 2011 figures were released by Statistics New Zealand on the 18th January 2012. Guest nights are shown below.

Region	November 2010	November 2011	Growth
Methven /Mt Somers	5,797	4,680	-19.27%
Ashburton	9,602	13,294	+38.45%
Total Ash District	15,399	17,974	+16.72%
National	2,702,784	2,662,602	-1.79%



**Guest Nights, Occupancy Rate, Length of Stay & Establishment Number  
Ashburton District vs Canterbury  
November**

District	2011	change	2010	change	2009	change	2008	change	2007
<b>Kaikoura</b>									
Guest Nights	28,298	3.6%	27,317	-4.9%	28,720	-4.7%	30,152	6.0%	28,451
Occupancy	42.10		42.07		45.15		43.58		42.12
Length of Stay	1.50		1.46		1.47		1.50		1.49
Establishment No	46		45		44		46		47
<b>Waimakariri</b>									
Guest Nights	13,207	44.2%	9,159	15.2%	7,952	13.5%	7,004	-2.6%	7,193
Occupancy	13.61		8.91		9.88		10.40		7.62
Length of Stay	2.59		2.47		1.86		1.81		1..89
Establishment No	20		21		21		20		17
<b>Hurunui</b>									
Guest Nights	27,953	16.3%	24,040	0.4%	23,933	-3.6%	24,829	5.2%	23,593
Occupancy	29.09		24.95		23.29		24.89		24.58
Length of Stay	1.58		1.52		1.61		1.47		1.59
Establishment No	50		48		46		46		46
<b>Selwyn</b>									
Guest Nights	6,346	5.3%	6,026	11.8%	5,392	6.5%	5,062	-32.9%	7,544
Occupancy	1.86		22.62		18.70		17.86		24.89
Length of Stay	21.68		2.09		2.32		2		1.73
Establishment No	15		14		16		17		18
<b>Ashburton</b>									
Guest Nights	17,974	16.7%	15,399	17.7%	13,083	-2.4%	13,399	16.5%	11,499
Occupancy	28.02		24.94		23.26		21.72		18.97
Length of Stay	2.17		2.15		1.79		1.99		1.78
Establishment No	38		40		43		38		38
<b>Timaru</b>									
Guest Nights	27,229	42.1%	19,157	-10.1%	21,306	-7.2%	22,971	0.0%	22,962
Occupancy	34.44		26.11		28.41		28.86		29.25
Length of Stay	1.86		1.72		1.7		1.67		1.67
Establishment No	47		48		49		50		50
<b>Mackenzie</b>									
Guest Nights	38,695	-21.7%	49,393	32.3%	37,323	3.1%	36,186	4.5%	34,625
Occupancy	40.54		43.10		38.42		37.94		39.68
Length of Stay	1.32		1.19		1.17		1.49		1.53
Establishment No	32		32		32		32		31
<b>Waimate</b>									
Guest Nights	2,895	10.2%	2,628	23.6%	2,126	-1.3%	2,153	21.7%	1,769
Occupancy	18.00		17.19		15.04		17.44		14.43
Length of Stay	1.67		1.66		2.26		1.78		1.94
Establishment No	10		10		11		11		10
<b>Christchurch</b>									
Guest Nights	200,864	-33.2%	300,476	-2.8%	309,135	1.3%	305,260	-5.6%	323,355
Occupancy	63.58		62.06		58.24		56.61		61.60
Length of Stay	1.89		1.93		1.91		1.86		1.81
Establishment No	190		231		239		242		230

**Guest Nights, Occupancy Rate, Length of Stay & Establishment Number  
Ashburton District vs Other Regions  
November**

District	2011	change	2010	change	2009	change	2008	change	2007
<b>Nelson City</b>									
Guest Nights	47,520	-3.2%	49,069	1.1%	48,558	3.9%	46,753	-5.2%	49,318
Occupancy	38.79		38.59		37.11		35.76		34.90
Length of Stay	1.84		1.85		1.80		1.79		1.81
Establishment No	77		80		79		80		77
<b>Malborough District</b>									
Guest Nights	57,588	1.2%	56,897	-0.3%	57,050	5.8%	53,930	-10.8%	60,460
Occupancy	34.74		34.26		34.04		33.38		37.26
Length of Stay	1.55		1.64		1.66		1.58		1.69
Establishment No	102		110		113		112		107
<b>Buller District</b>									
Guest Nights	19,363	-6.5%	20,718	-2.8%	21,312	-2.0%	21,740	-1.4%	22,048
Occupancy	29.96		33.28		32.22		33.95		34.23
Length of Stay	1.38		1.52		1.45		1.46		1.49
Establishment No	46		47		47		47		52
<b>Westland District</b>									
Guest Nights	63,443	-0.5%	63,783	-8.6%	69,812	2.8%	67,937	-0.2%	68,073
Occupancy	38.80		39.05		43.80		43.29		46.23
Length of Stay	1.26		1.30		1.33		1.35		1.32
Establishment No	74		76		75		73		71
<b>Waitaki District</b>									
Guest Nights	24,235	-0.9%	24,443	-3.8%	25,416	10.7%	22,961	-4.9%	24,147
Occupancy	10.75		10.46		11.76		10.41		9.64
Length of Stay	1.45		1.42		1.40		1.50		1.60
Establishment No	50		49		49		47		45
<b>Ashburton</b>									
Guest Nights	17,974	16.7%	15,399	17.7%	13,083	-2.4%	13,399	16.5%	11,499
Occupancy	28.02		24.94		23.26		21.72		18.97
Length of Stay	2.17		2.15		1.79		1.99		1.78
Establishment No	38		40		43		38		38
<b>Dunedin City</b>									
Guest Nights	79,379	13.3%	70,084	-4.5%	73,417	-4.0%	76,442	2.6%	74,469
Occupancy	59.66		52.16		52.43		55.64		57.86
Length of Stay	1.66		1.68		1.69		1.60		1.61
Establishment No	79		78		82		83		82
<b>Central Otago District</b>									
Guest Nights	18,207	0.7%	18,076	-6.0%	19,222	8.4%	17,739	-2.0%	18,094
Occupancy	11.62		12.04		12.53		11.76		12.01
Length of Stay	1.89		1.89		1.74		1.75		1.80
Establishment No	63		59		58		56		54
<b>Queenstown-District</b>									
Guest Nights	238,192	6.8%	222,935	-2.5%	228,612	11.2%	205,670	-11.7%	232,918
Occupancy	43.80		41.84		42.88		39.49		48.98
Length of Stay	2.20		2.14		2.08		2.17		2.07
Establishment No	162		158		159		162		159
<b>Southland District</b>									
Guest Nights	47,318	-8.8%	51,900	-10.4%	57,917	4.6%	55,368	1.5%	54,569
Occupancy	29.66		33.71		35.61		34.23		35.87
Length of Stay	1.70		1.68		1.70		1.63		1.66
Establishment No	70		68		68		70		69
<b>Ruapehu District</b>									
Guest Nights	27,726	3.5%	26,782	16.1%	23,070	-14.4%	26,953	13.9%	23,661
Occupancy	25.23		25.81		17.10		19.74		20.83
Length of Stay	1.56		1.57		1.83		1.66		1.69
Establishment No	52		51		50		56		51

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