

Queenstown Airport

International Passenger Profile Update

12 months to 31 July 2017



1 September 2017

This report, based on data from Statistics NZ, shows the profile of passengers arriving or departing on **Trans-Tasman flights** made up of:

- **Overseas Visitors:** people who live overseas and are visiting New Zealand for less than 12 months.
- **New Zealand-Resident Travelers:** people who live in New Zealand (largely locals from Otago & Southland) and are traveling overseas for less than 12 months.

Annual Profile

When compared with other ports in NZ, Queenstown Airport (ZQN) has a higher proportion of international passengers who are:

- **Australian** (67% vs 21%)
- **Under 35 years old** (49% vs 39%).
- **On Holiday or Visiting Friends & Family** (90% vs 80%).

28% of all Queenstown Airport's passengers are on these direct international flights.

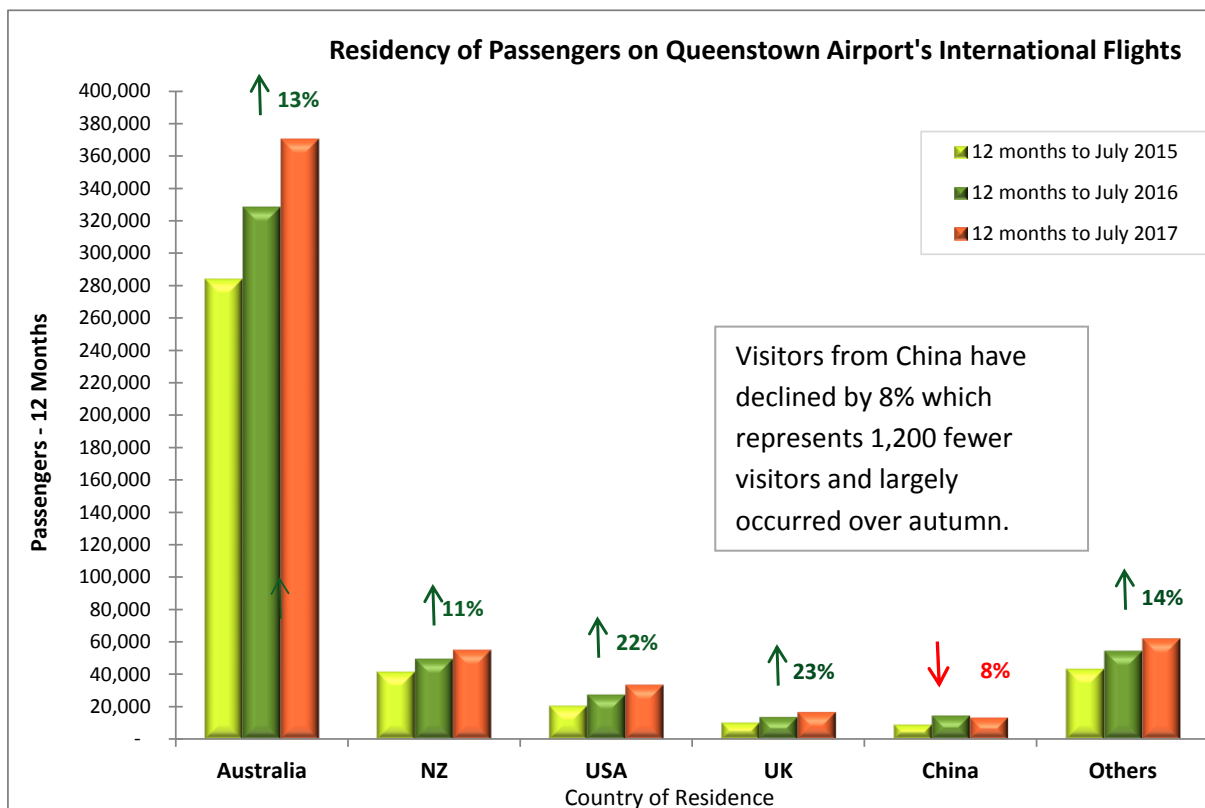
Seasonal Movements

- Australians make up 4 out of 5 passengers in winter
- New Zealand-residents (ie locals from Otago & Southland) are relatively evenly spread throughout the year
- Non-ANZAC passengers peak in summer
- Younger passengers peak in winter, especially the 15 to 35 age group.
- Passengers over 55-years old are less common visitors in winter (20,000) when compared with the other seasons (32,000).

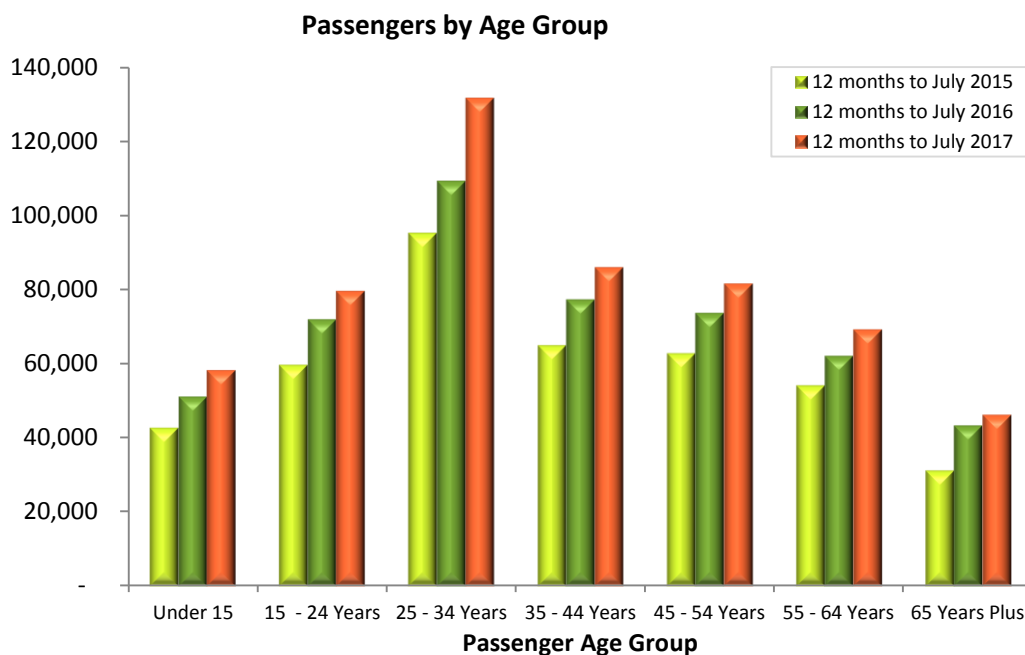
Top 5 Markets

- Australia: 67% of passengers. Growth of 13%.
- New Zealand: 10% of passengers. Growth of 11%. Peak over school holidays.
- USA: 6% of passengers. Growth of 22%. Peak in summer.
- UK: 3% of passengers. Growth of 23%. Peak in summer.
- China: 3% of passengers. Decline of 8%. Peak at Chinese New Year.

Passenger Residency



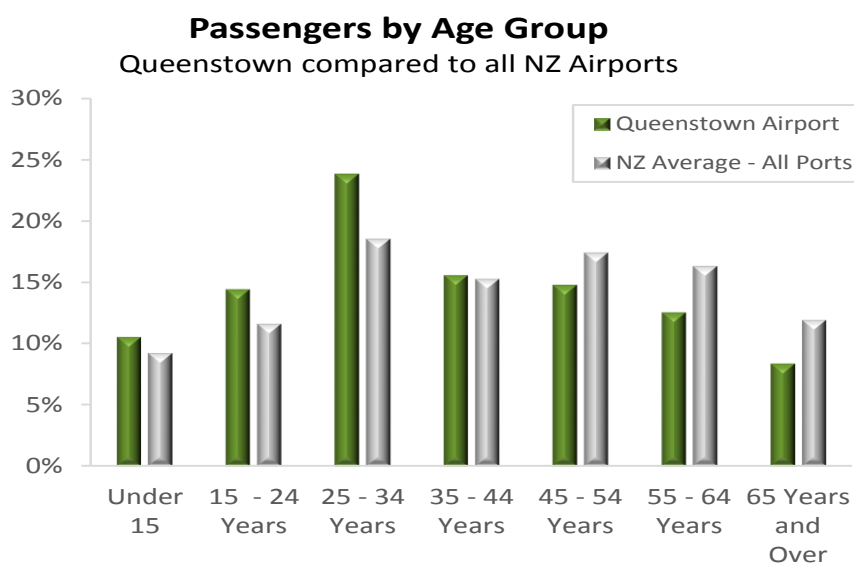
Passengers by Age Group



- The largest age cohort is the 25-34 year olds making up 24% of international passengers. This is also the fastest growing age group, with growth of 20% over the previous 12 months.

QAC International Passengers by Age Group - All Residents

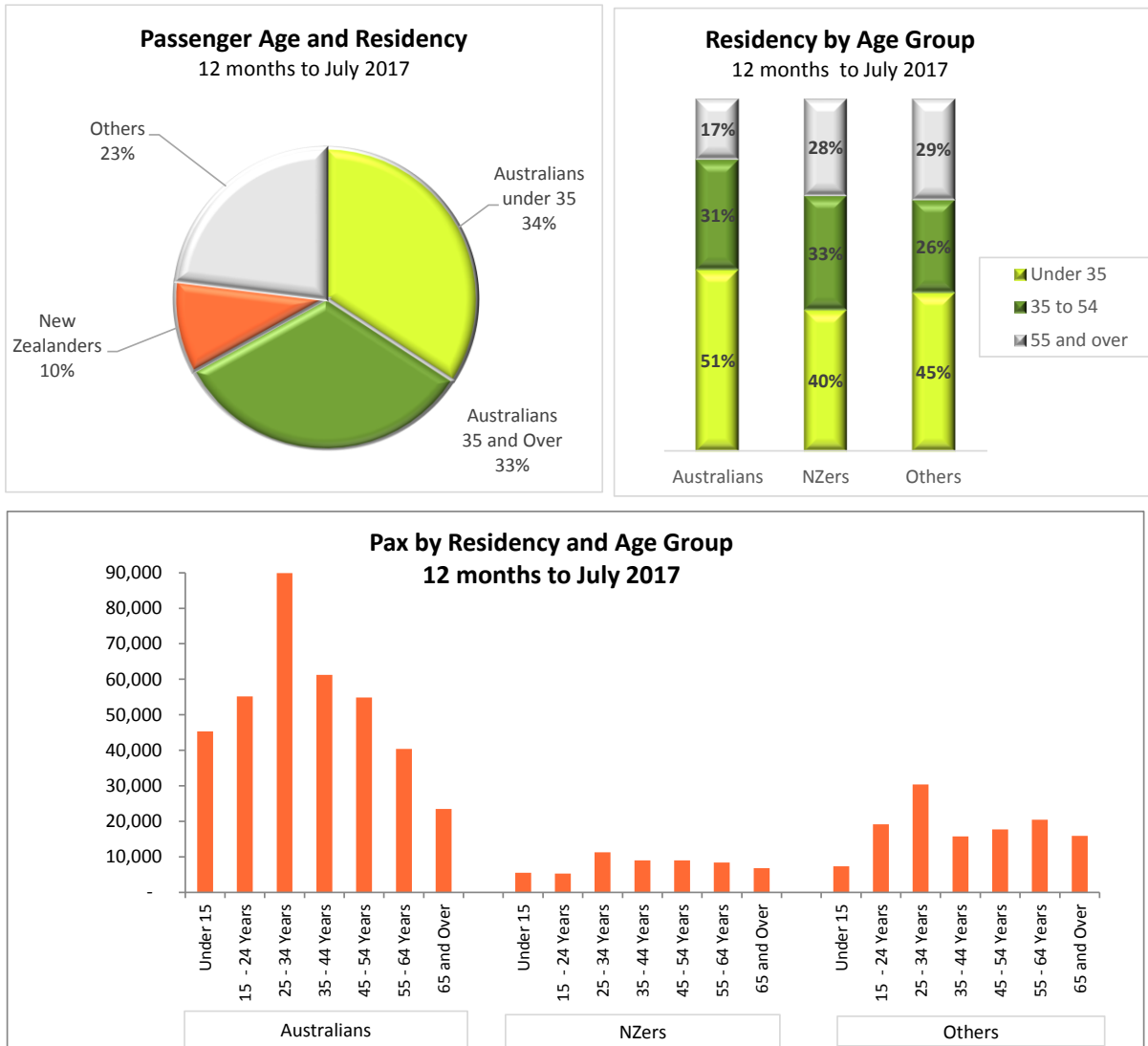
	Under 15 Years	15 - 24 Years	25 - 34 Years	35 - 44 Years	45 - 54 Years	55 - 64 Years	65 Years Plus	Total
12 months to July 2017	58,225	79,570	131,602	85,997	81,590	69,220	46,261	552,465
Growth over same period last yr	14%	11%	20%	11%	11%	11%	7%	13%
% of QAC International Pax	11%	14%	24%	16%	15%	13%	8%	100%



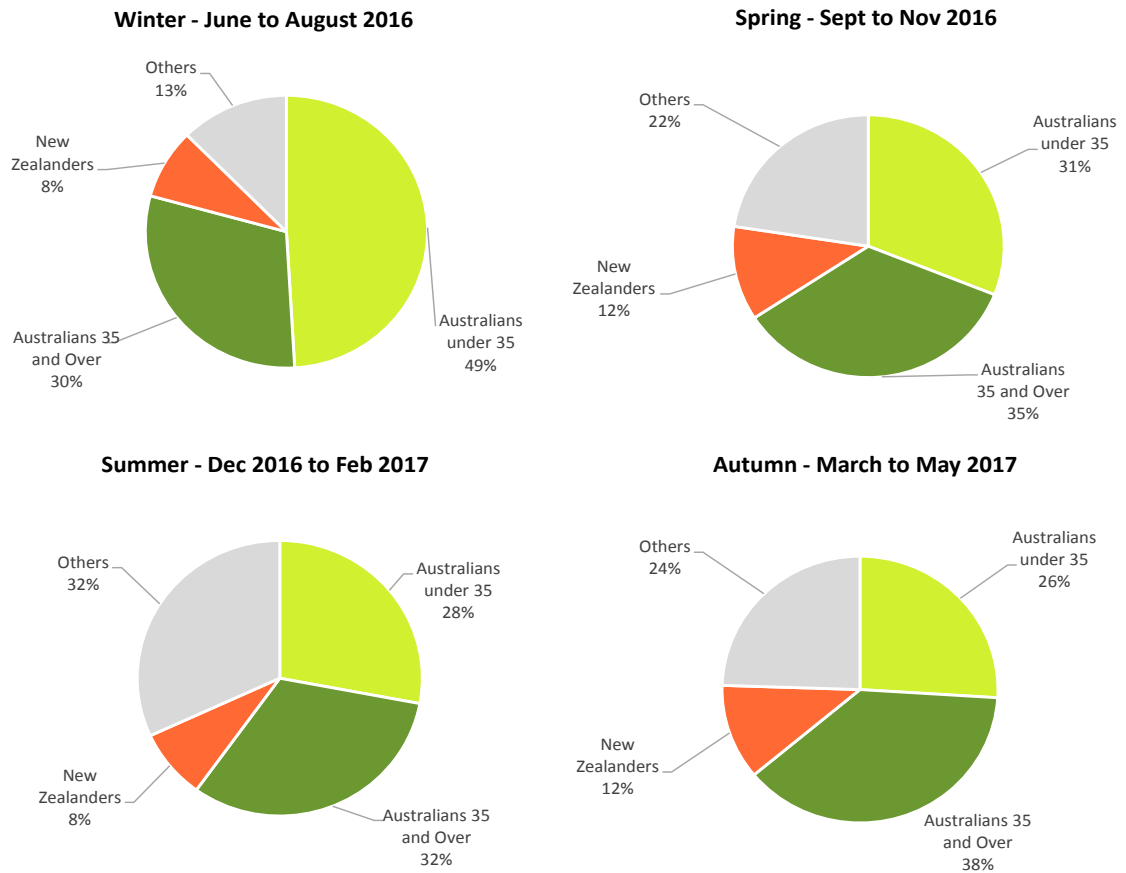
- Queenstown clearly attracts a higher proportion of young passengers than other NZ airports

Passenger Age and Residency Summary

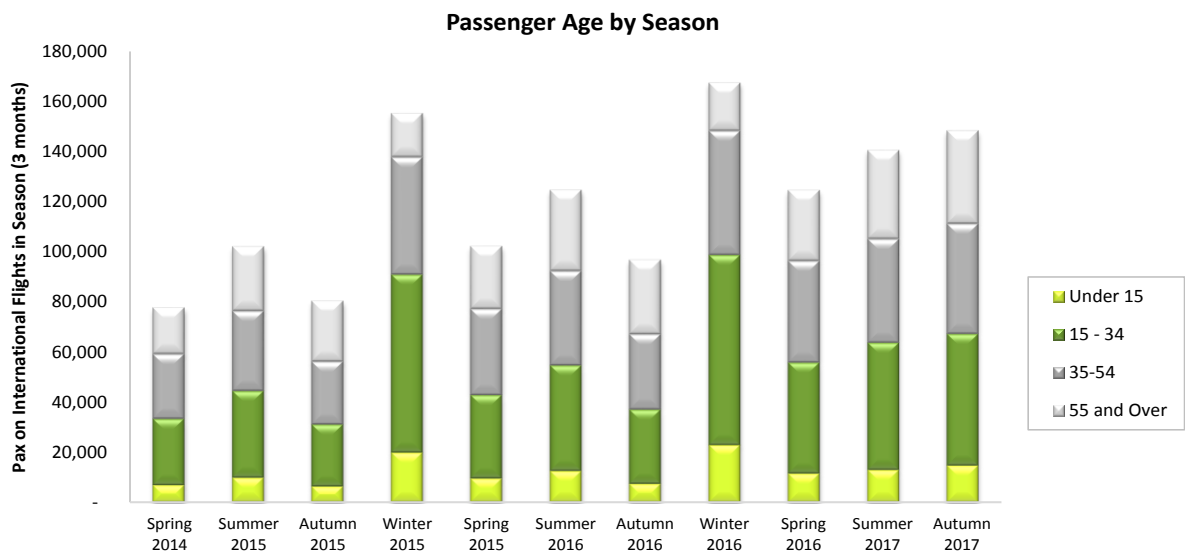
- Queenstown Airport's International passenger profile is dominated by Australians.
- Australian visitors have a younger age profile than other residencies.



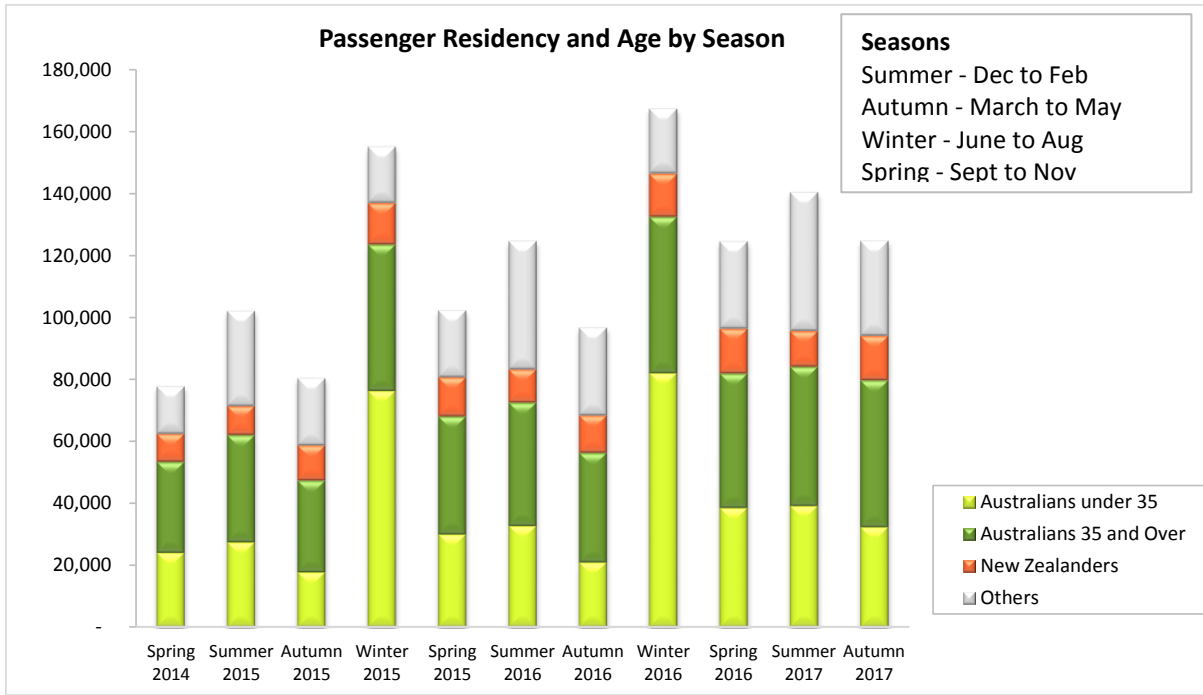
The Four Seasons



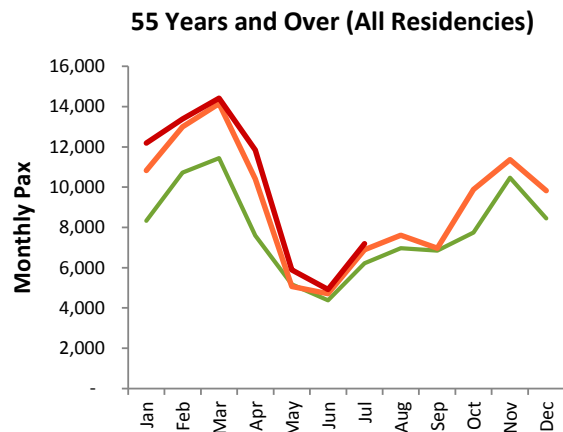
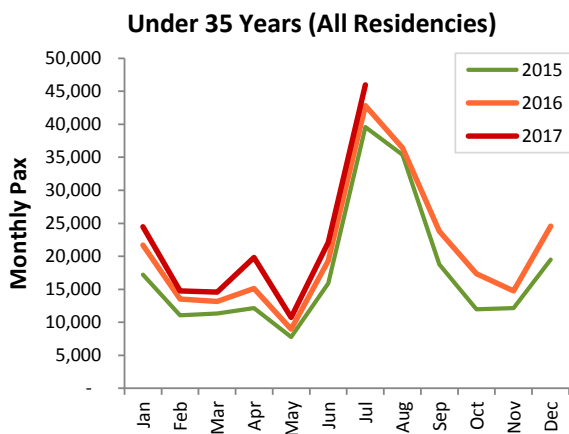
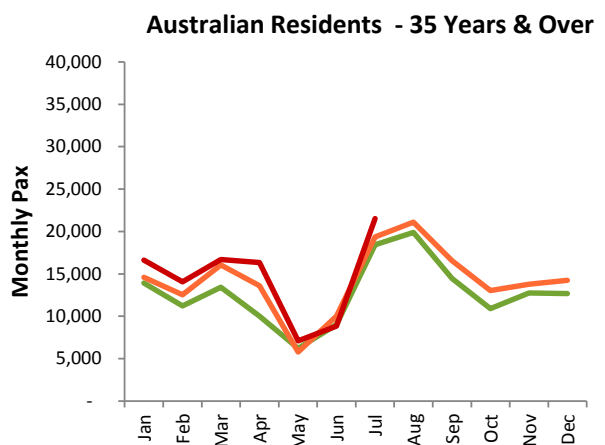
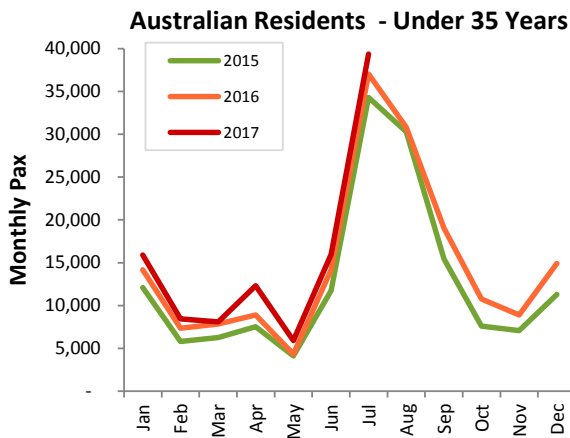
- In winter 79% of passengers are Australian, while in summer they drop to 60%.
- Australians under 35 years old make up half of winter’s visitors.
- Visitors from other countries peak in summer – possibly more as an artefact of the drop-off in Australian visitors.
- New Zealanders are evenly spread through the year, but would peak in school holidays.



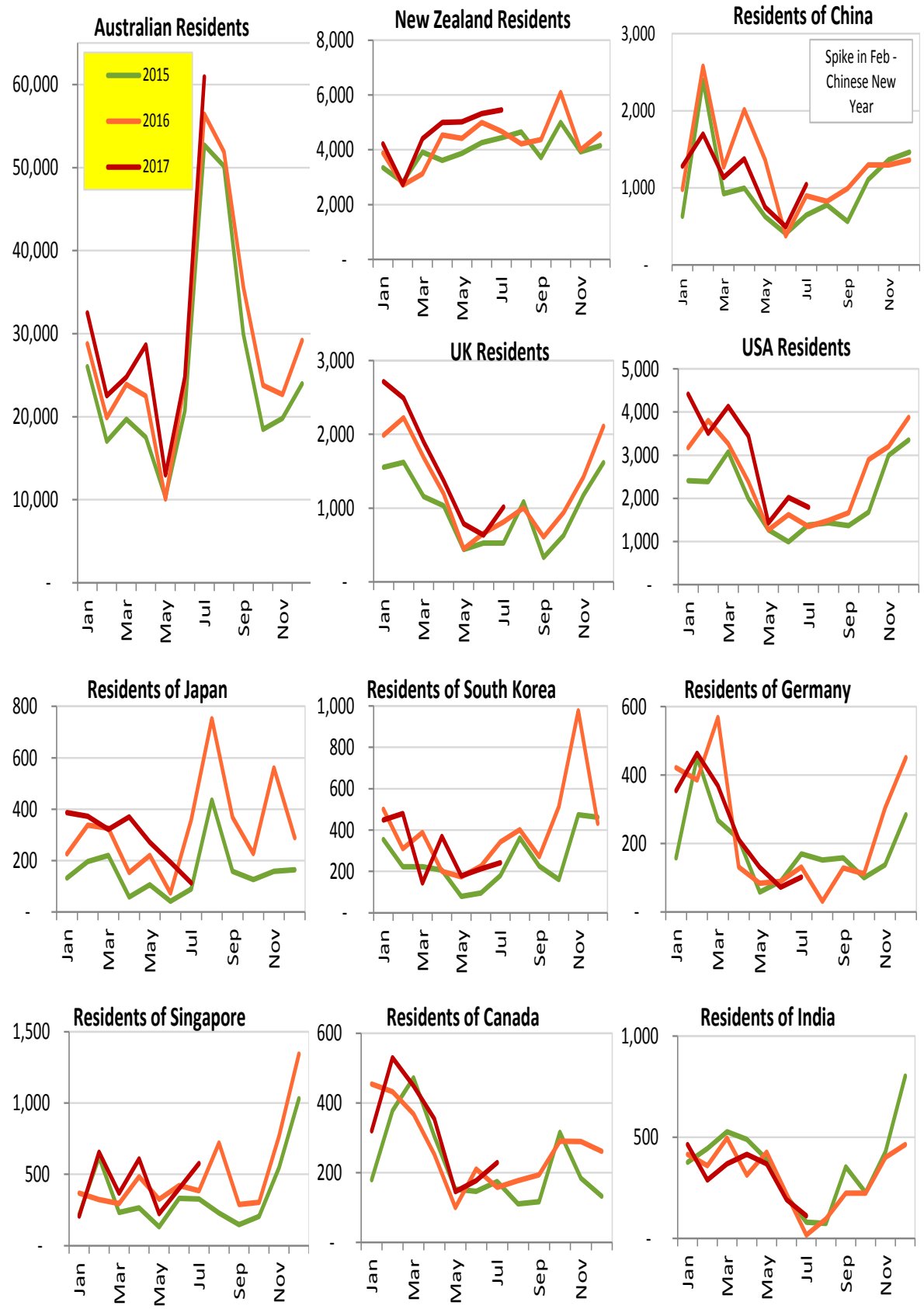
- Passengers over 55 peak in summer and autumn.



Monthly Passenger Numbers – Specific Markets

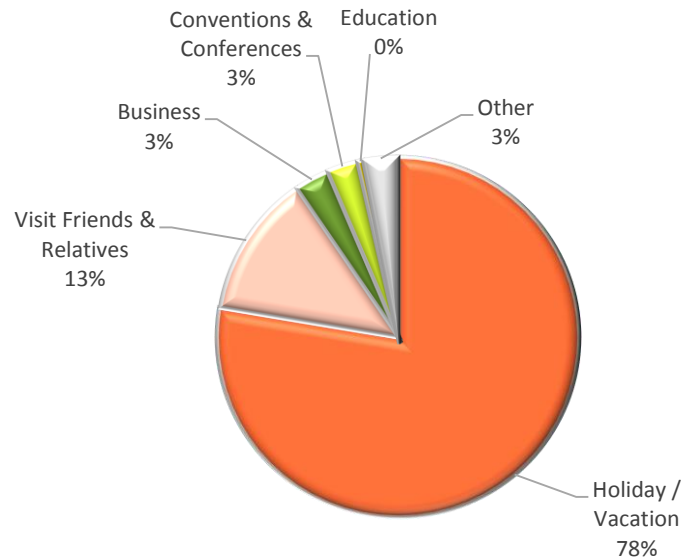


Passengers By Nationality



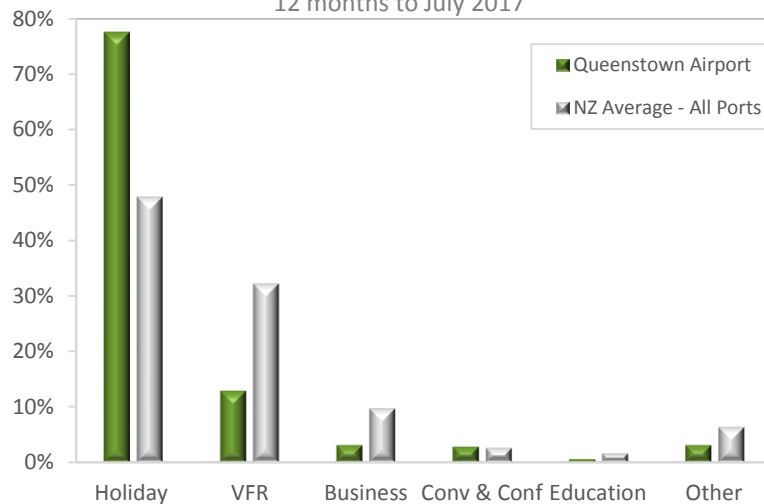
Passengers by Purpose

**Queenstown Airport
International Pax by Purpose**
12 Months July 2017



- As with any resort Queenstown has a huge proportion of passengers on holiday.

International Passengers by Purpose
12 months to July 2017



- Compared to other NZ airports, passengers on international flights that are on holiday is much higher.
- Given the relatively low number of local permanent residents it is not surprising that visiting friends & relatives is much lower than at other airports.