

Pōneke Pulse

An economic pulse check for Wellington businesses from
Wellington City Council

October 2022

Come on to
our new
ity

Summer Menu!

Burger Wellington
available from
11/10

Absolutely Positively
Wellington City Council

Me Heke Ki Pōneke

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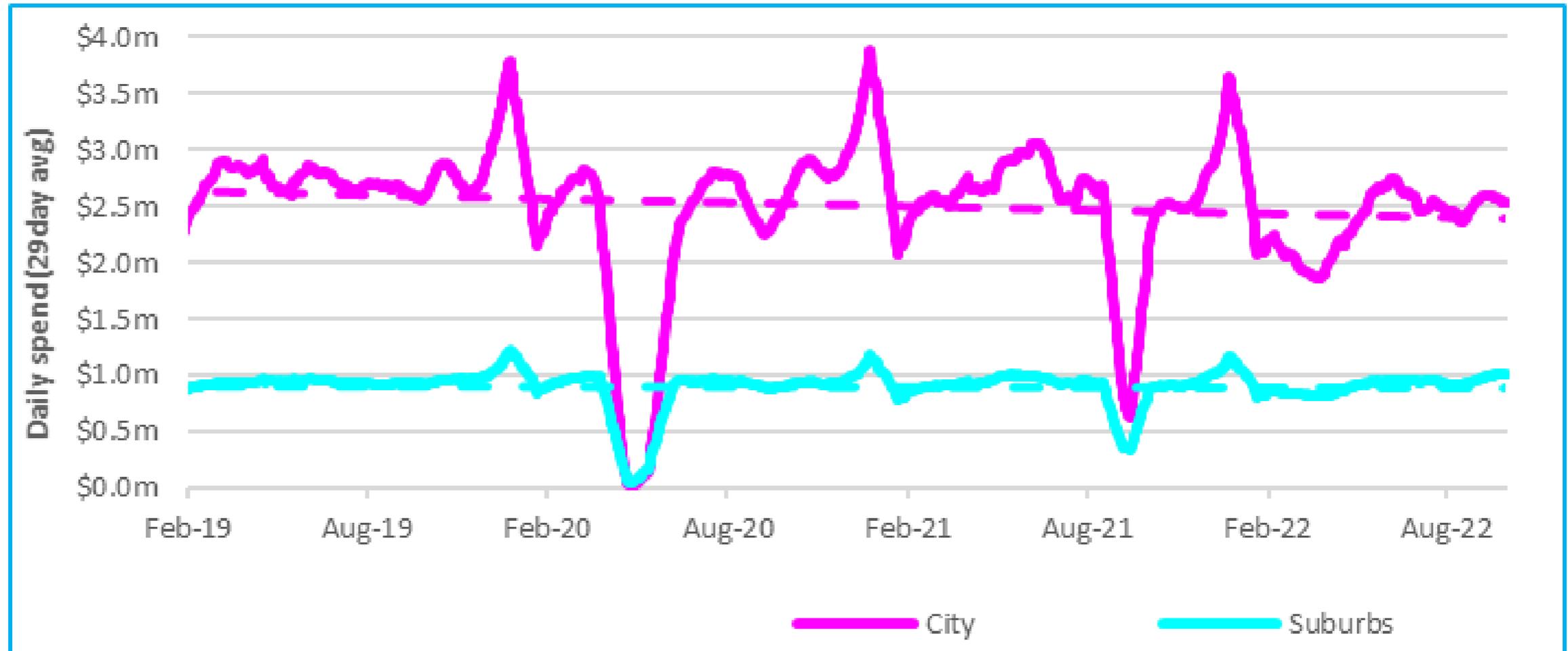
General update – central city

- Spend
- Commuting
- People

September spotlight – Summer arrives

- Visitors grow
- Cruise ships arrive
- Sector opportunity and challenge

Spend: Long-term trends (hospo + retail)

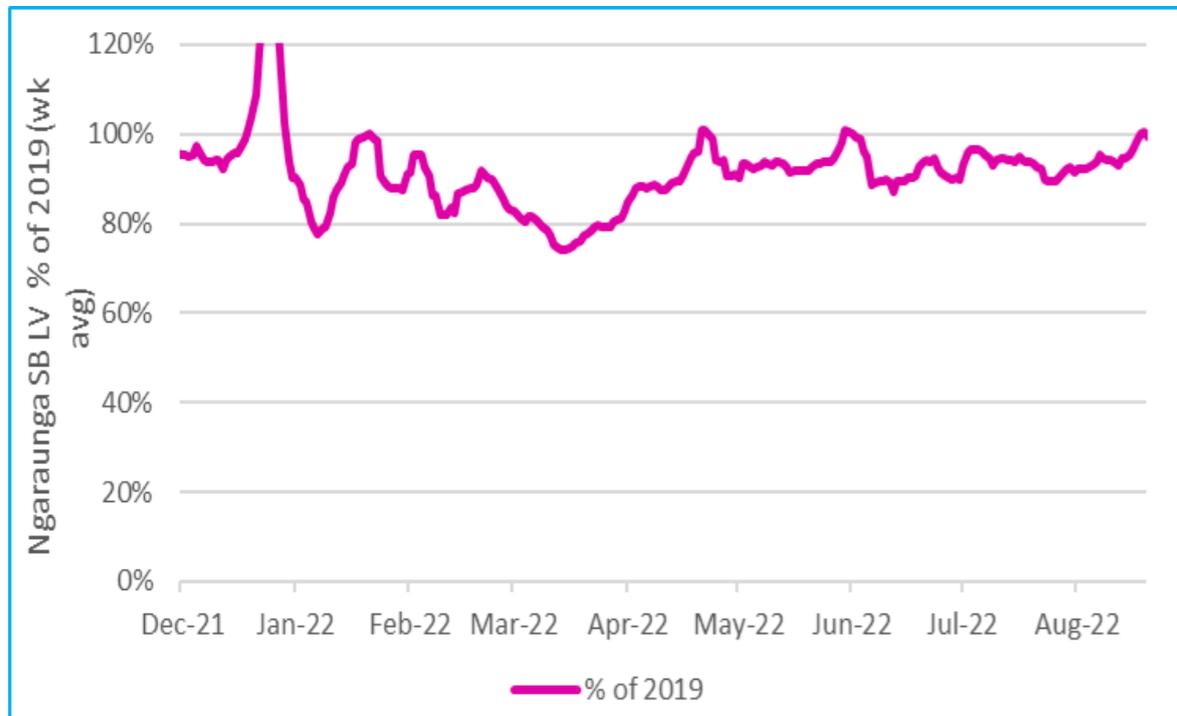


Since 2019:

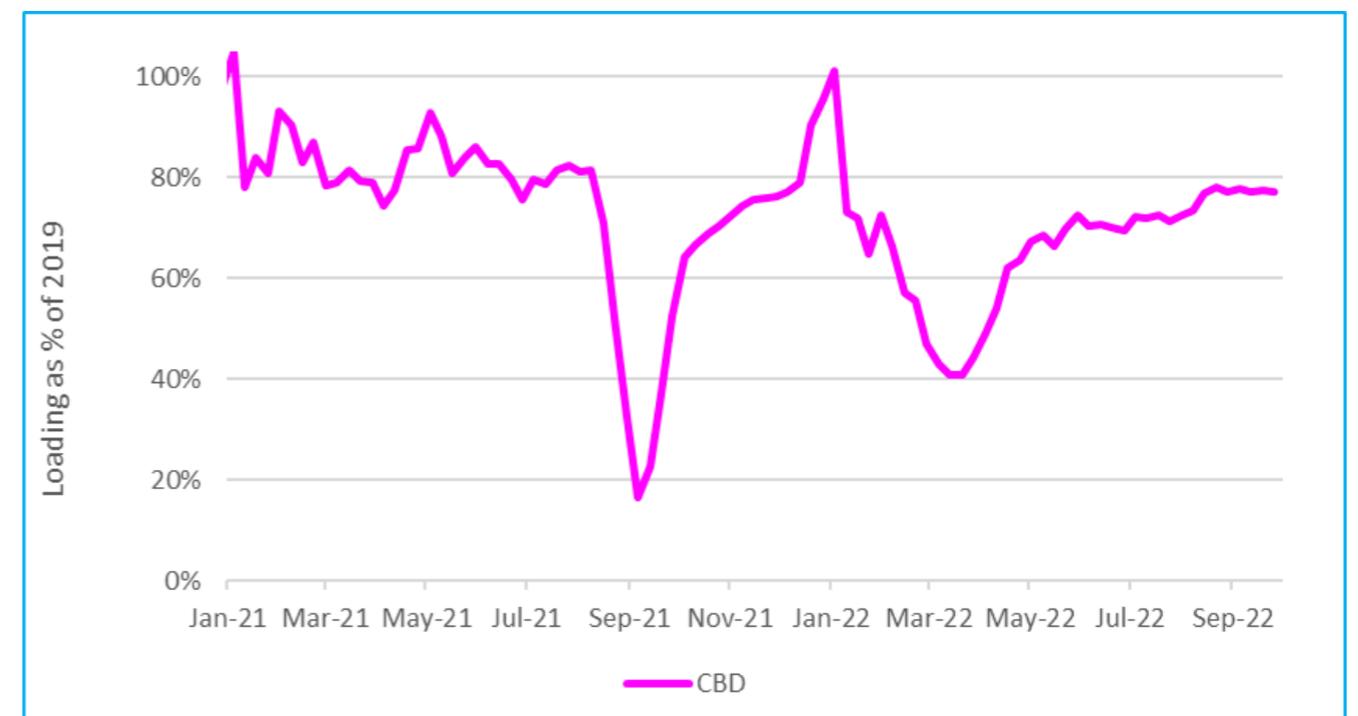
- CBD spend has ‘tracked’ down
- Suburban spend stable
- Net impact: CBD contributes less to the City
 - Attributed to less visitors and Working from Home

Commuting: Car and CBD bus PAX up

Car counts at Ngauranga Gorge



Bus loadings



- Cars: returned to 2019 levels
- CBD bus loadings – stabilised at 80% of 2019 levels
 - Driven by Working from Home
 - Despite low fares
 - Aggravated by driver shortage

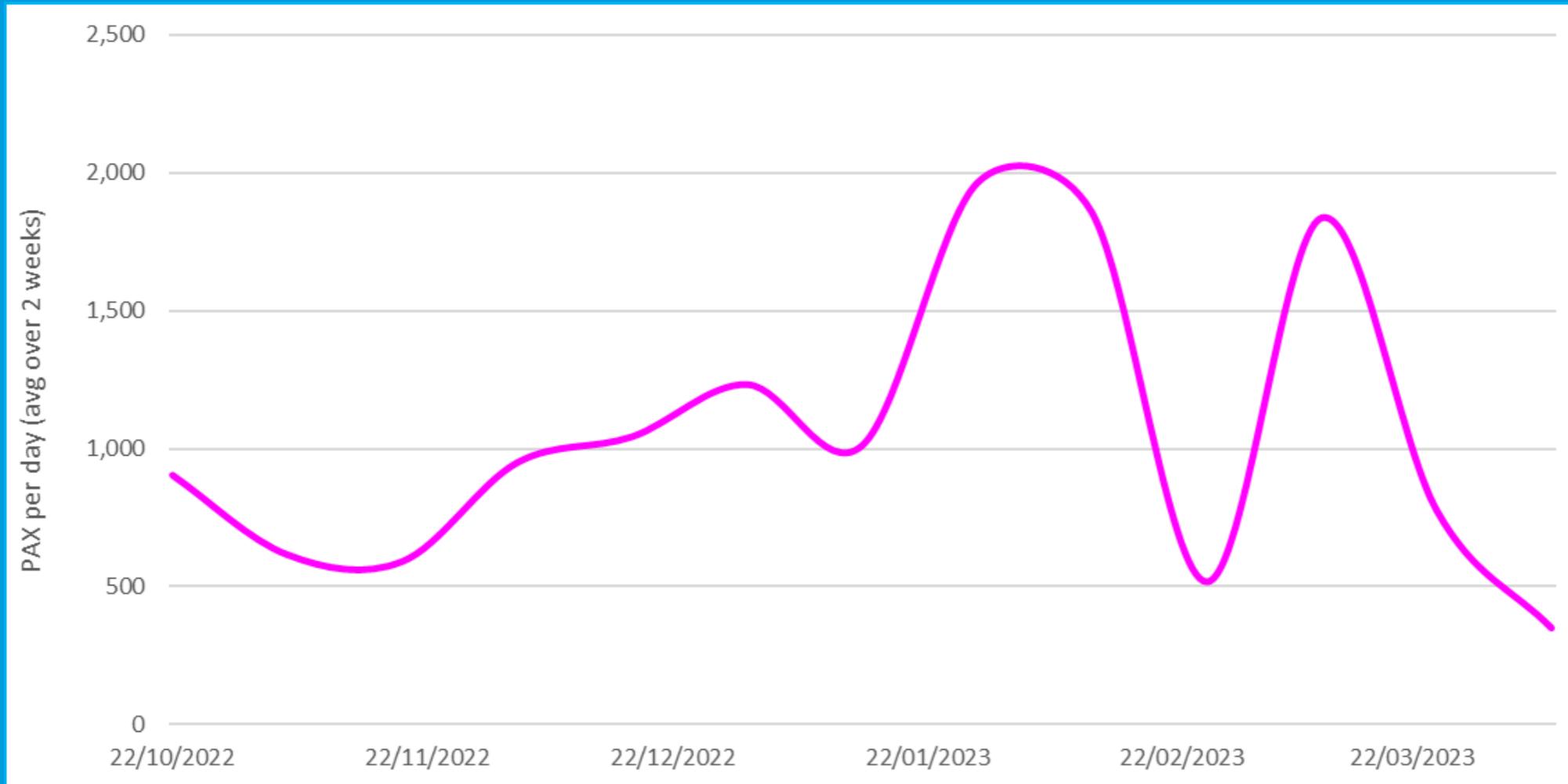
October spotlight: Summer arrives and the visitors return



Summer arrives; so do the visitors

- Cruise ships return
 - 2022/23 schedule almost at 2019's record levels
- International visitors return
 - Links to US and beyond re-establishing
 - 'Brain Drain' easing off
 - But China taking its time ...
- Long-list of summer events lined up:
 - Black Caps, Homegrown
 - Strong list of international acts including Guns n' Roses and British comedians Rob Beckett and Sandi Toksvig
 - FIFA Women's World Cup in July
 - La Niña conditions on the Australian East Coast brings excess rain thereby encouraging more visitors here (perhaps)

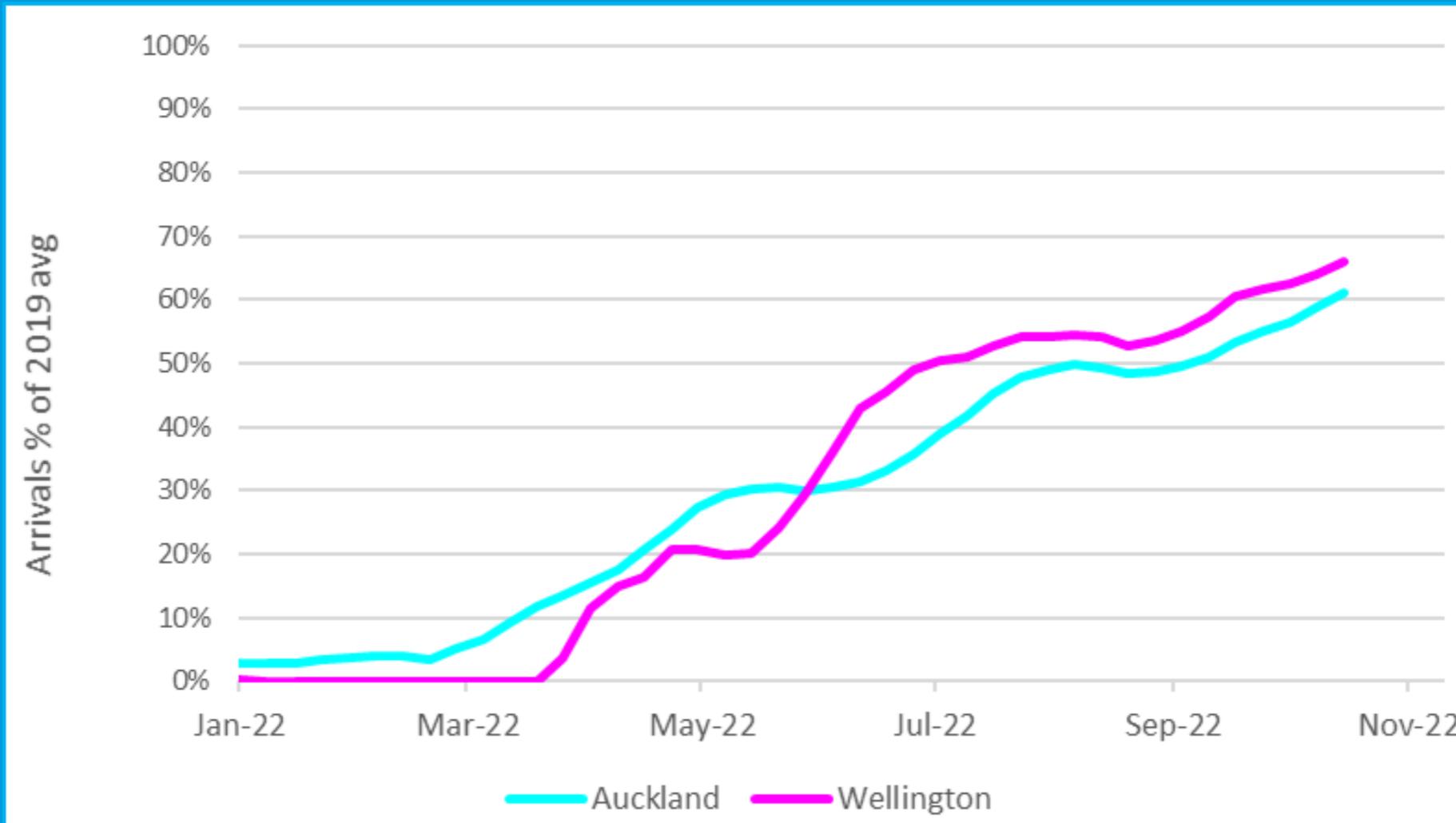
Cruise ships return



Source: CentrePort

- Ovation Of The Seas on the first of many visits
 - COVID-19 outbreak managed
- Australian and other visitors arrive en-masse
- Presents opportunities for Hospo, Retail and experience merchants

Visitors: Arrival trends

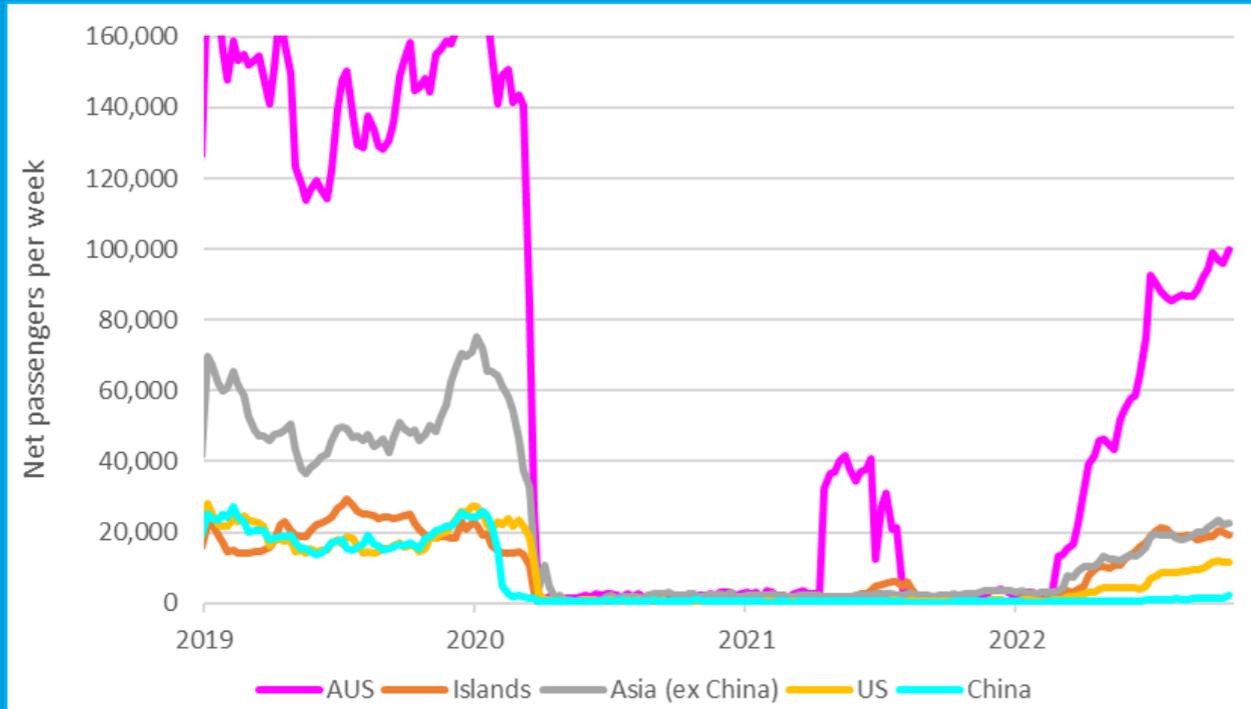


Source: StatsNZ

- Trending up
 - Both airports close to 60% of 2019
 - Airlines re-building capacity, constrained by staff availability and risks of entering markets that are re-building

Visitors: Net migrant flows

Passenger capacity by area of the world:



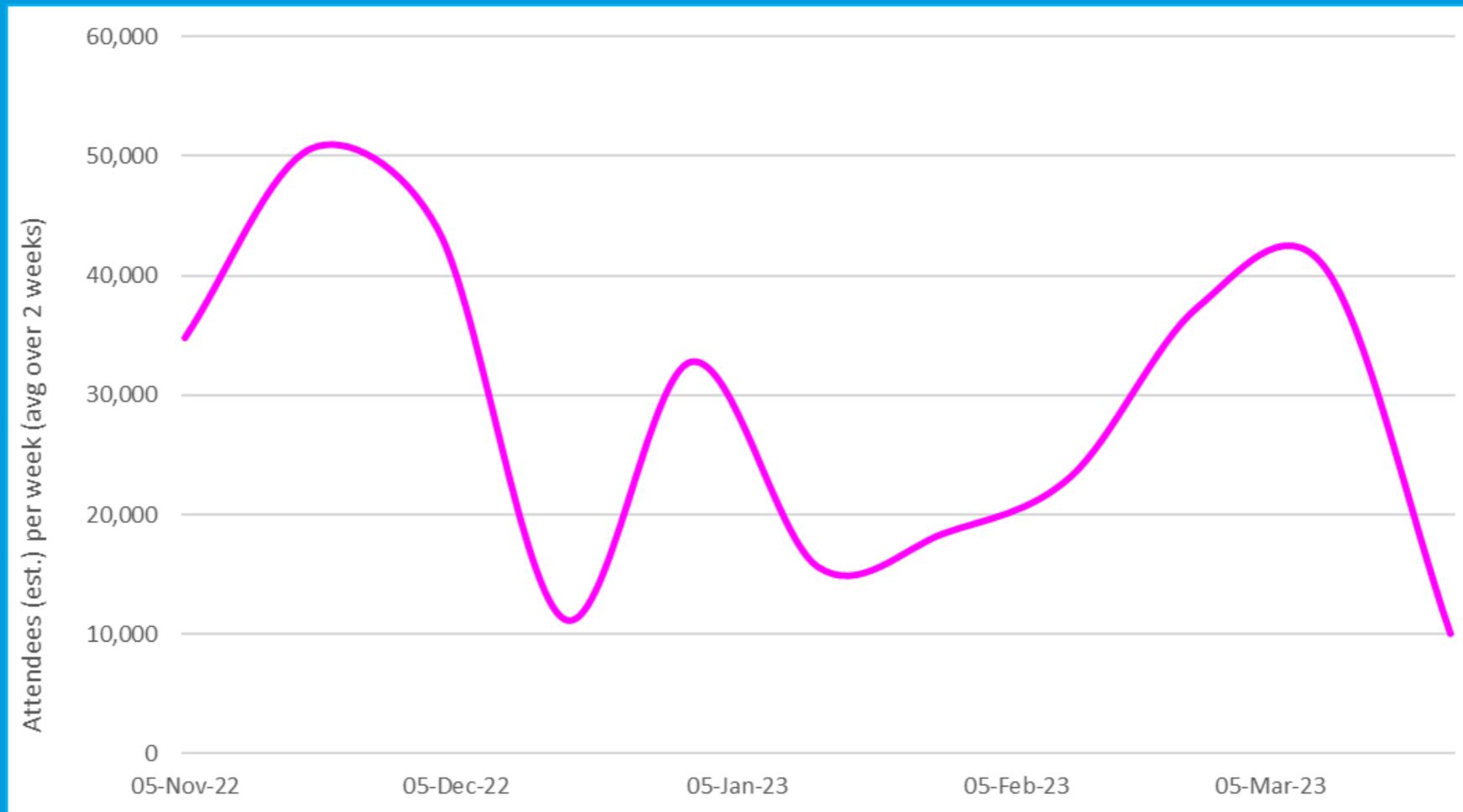
Net migration: AKL versus WLG:



- Capacity returning but limited by aircrew
- Australia 66% and rising slowly
- US almost are previous levels
- Asia increasing slowly
- China yet to return

- Pent-up demand for OE + job-change
- AKL A/P: loss reversing
- WLG A/P: 5,000 pa loss
- 'Brain drain' starting to stabilise?
- Perhaps a suggestion of a recovery?

Events: Summer



Source: WellingtonNZ events schedule + estimated venue occupancy

- Events are 'peaky' around early and late summer
 - Pre-Christmas: i.e. a Very Welly Christmas captures the festive spirit
 - Feb/March: i.e. Homegrown as Wellingtonians return home and the weather is more stable
- Schedule covers a diverse range of acts and events:
 - BlackCaps (cricket), Homegrown (local bands), Phoenix (soccer)
 - Music and comedy lovers are well served leading into Christmas with a strong line up of international acts including Guns n Roses, the Pixies, Rob Beckett and Sandi Toksvig (of QI fame), ABBA and Bee Gees tributes alongside our own Avantdale Bowling Club.
 - Plus many other music, sports, comedy, and festival offerings including Wellington Jazz Festival.

Events: FIFA Women's World Cup competition



Source: WCC

- Winter schedule
 - 20th July to 20th Aug 2023
- US team based in Wellington
 - Their fans and entourage expected to make a big impact

Got questions or to sign up to receive Pōneke Pulse updates email:
Economicwellbeing@wcc.govt.nz