

Holiday hotspots or housing headaches?

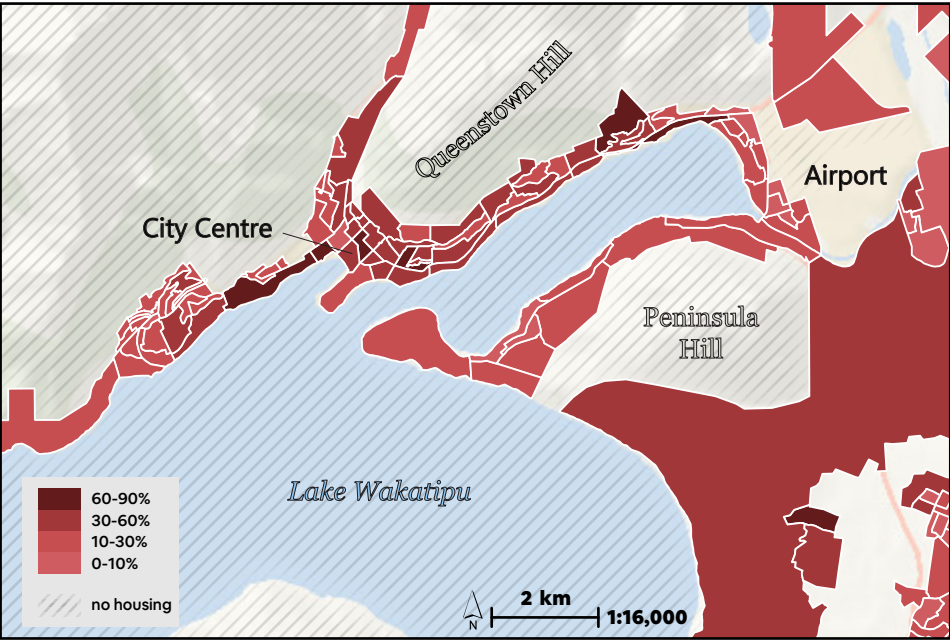
Airbnbs as a percentage of private dwellings* across New Zealand districts

The bach is an iconic experience of holidays in New Zealand, with many families opting to own baches or second homes in the country's most scenic areas as a getaway.

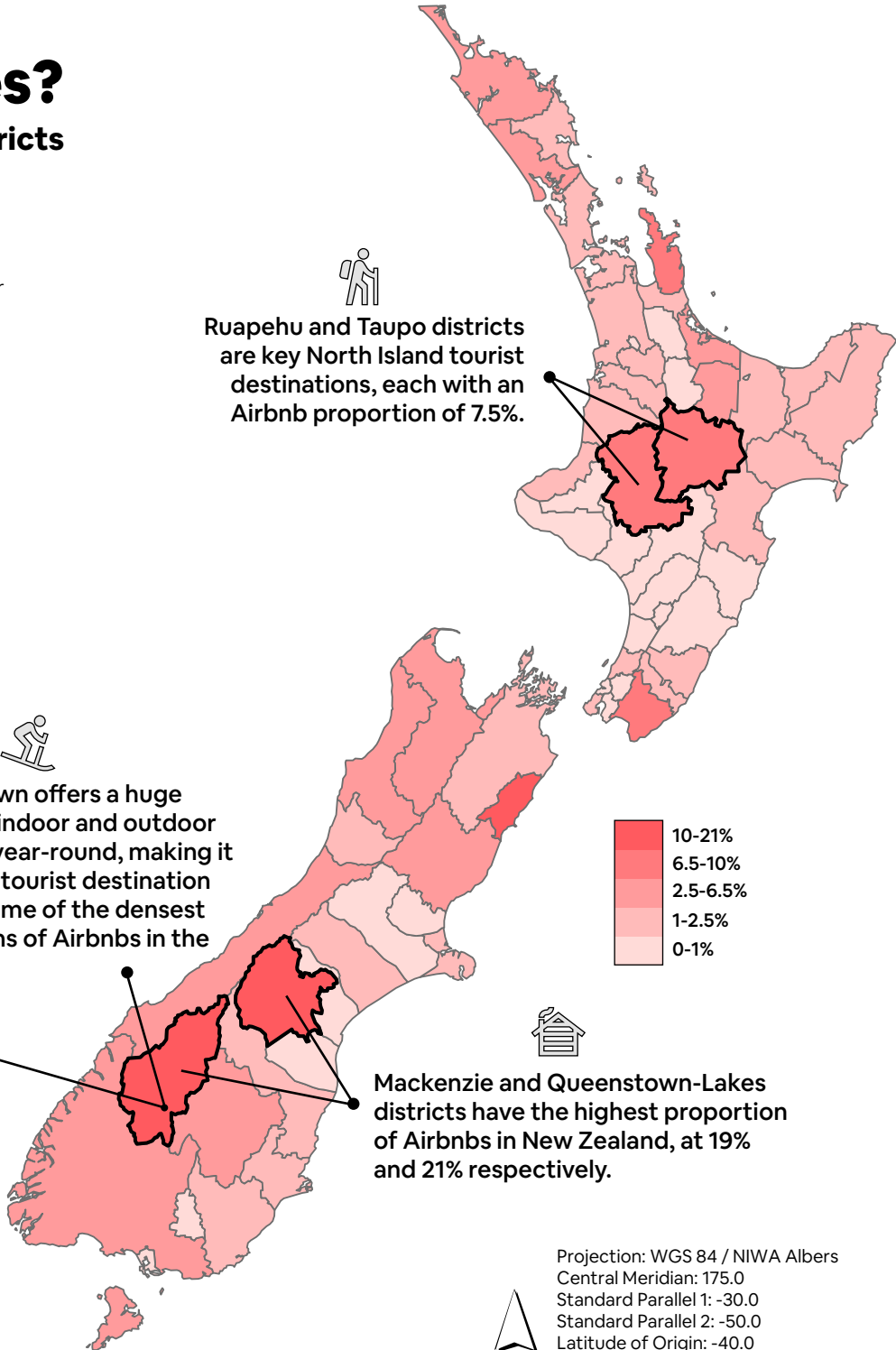
But what about when the house is not in use? Airbnb (or alternative sites like Bookabach or Bachcare) offer ways to provide a return on expensive housing investments with a hotel-style per-night pricing model, incentivising short-term stays.

While this might be convenient for holiday-goers and property investors, seasonal workers and locals experience the brunt of housing unaffordability [1], prompting councils to implement action plans [2] and mayors to comment on the “high proliferation” of Airbnbs [3].

A closer look at Queenstown, the “Adventure Capital of the World”



Queenstown offers a huge variety of indoor and outdoor activities year-round, making it a valuable tourist destination and has some of the densest proportions of Airbnbs in the country.



* private dwellings at time of the 2023 census. Includes occupied and unoccupied, and excludes under construction homes

Sources:
Data - Inside Airbnb (New Zealand Jan '25), Stats NZ Data Finder (2023 Census). Icons - Material Icons
[1] <https://www.1news.co.nz/2023/11/06/sleeping-in-my-car-next-to-a-15m-house-life-in-queenstowns-housing-crisis/>
[2] https://www.qldc.govt.nz/media/44ijufq0/1a-qldc_joint-housing-action-plan_a4_jun23_v5.pdf
[3] <https://www.mackenzie.govt.nz/pages/public-notice/2024/mackenzie-district-council-values-residents-feedback-on-draft-long-term-plan>