

Tourism data factsheet: COVID-19 response

This data compiles a range of sources to assist planning and decision-making around COVID-19. Sources used in this factsheet include data from Customs NZ, Immigration NZ, and Marketview Ltd.

Many of these data sources are provisional, indicative or early estimates, and may not align with officially released data. The data is released much earlier than usual, for the purposes of COVID-19 planning, and often doesn't have the level of checking, validation and adjustment required for official statistics. Therefore, they are likely to change, and should not be directly compared with official statistics. Please treat these numbers as they should be treated –as early indicators of potential impacts, and not definitive results.

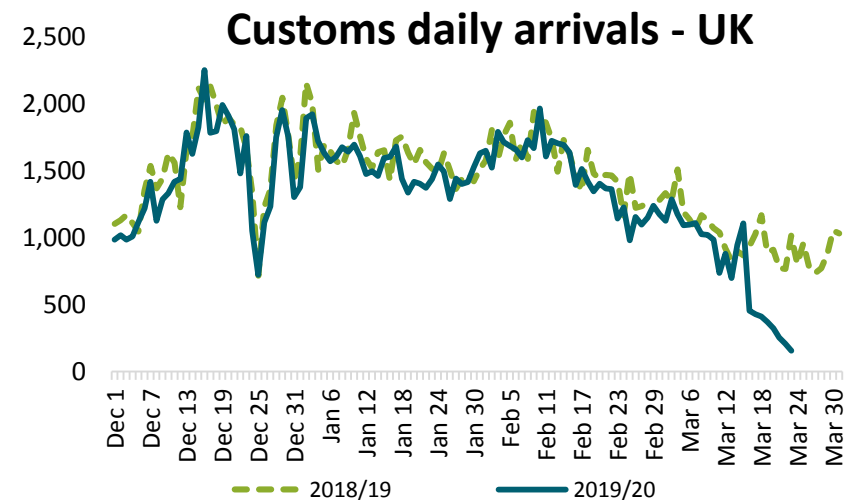
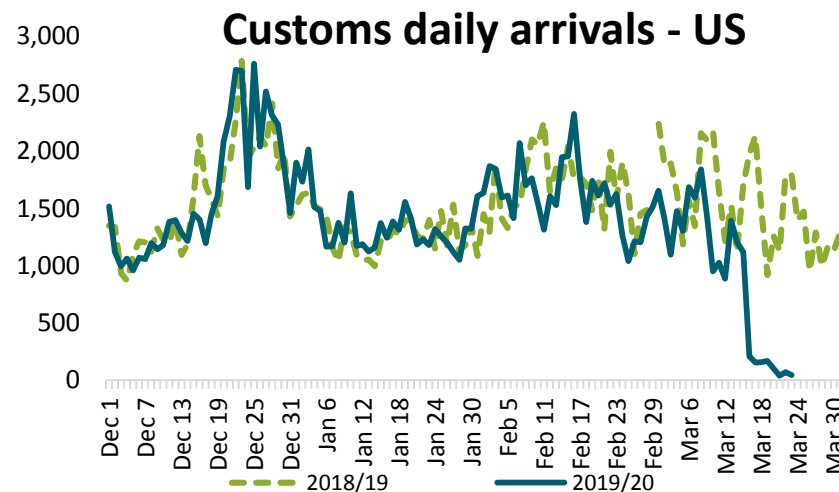
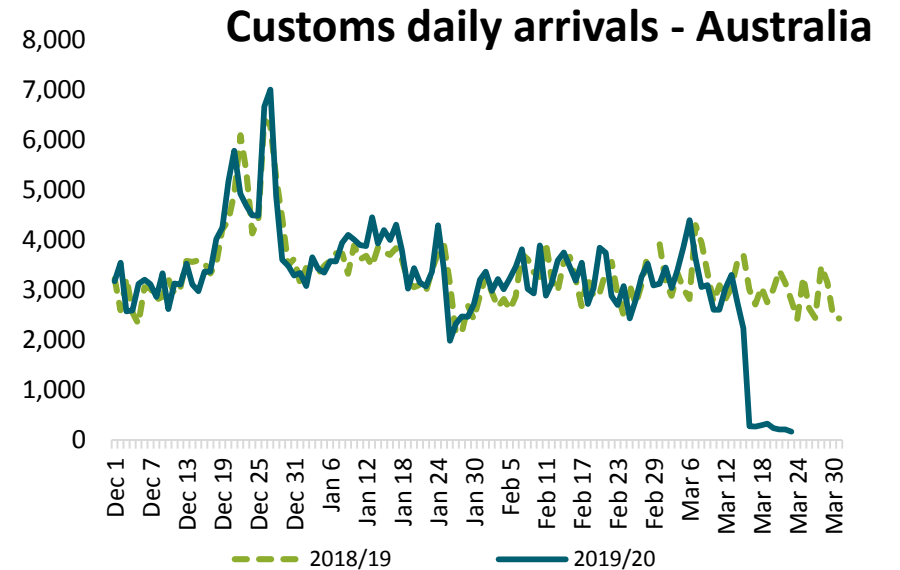
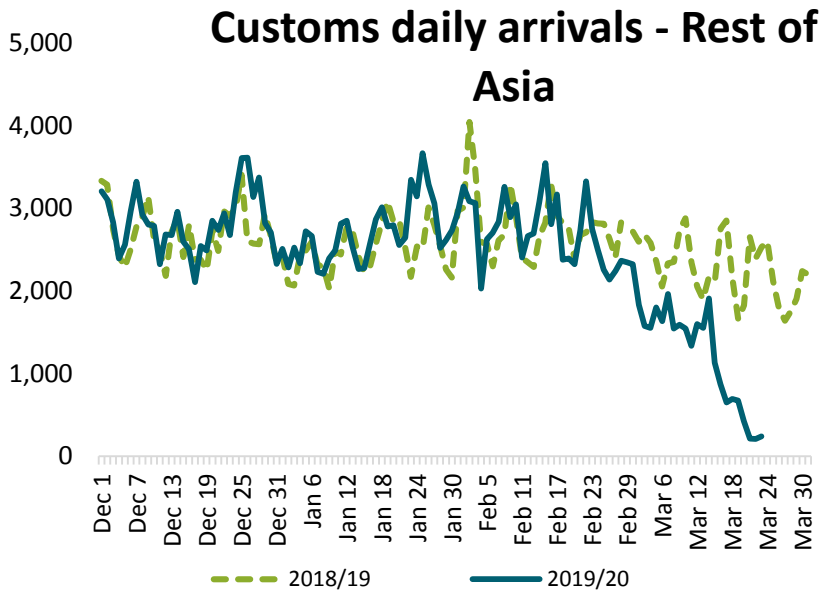
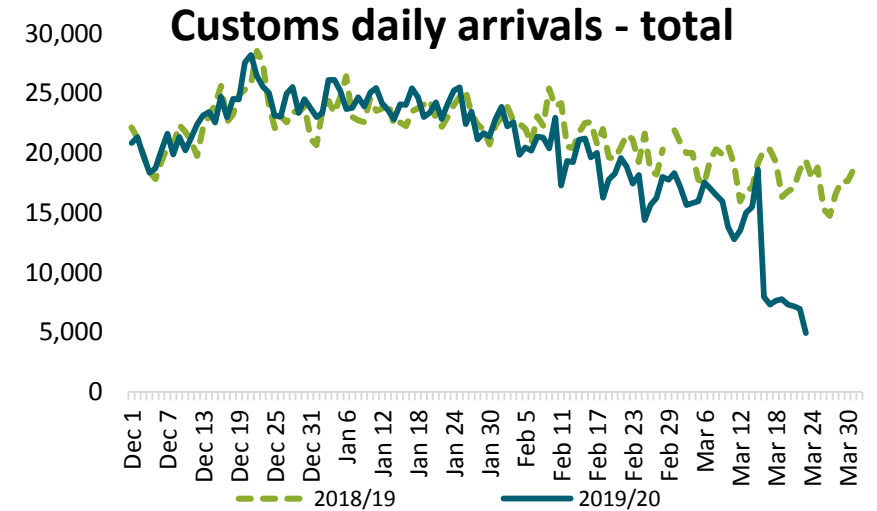
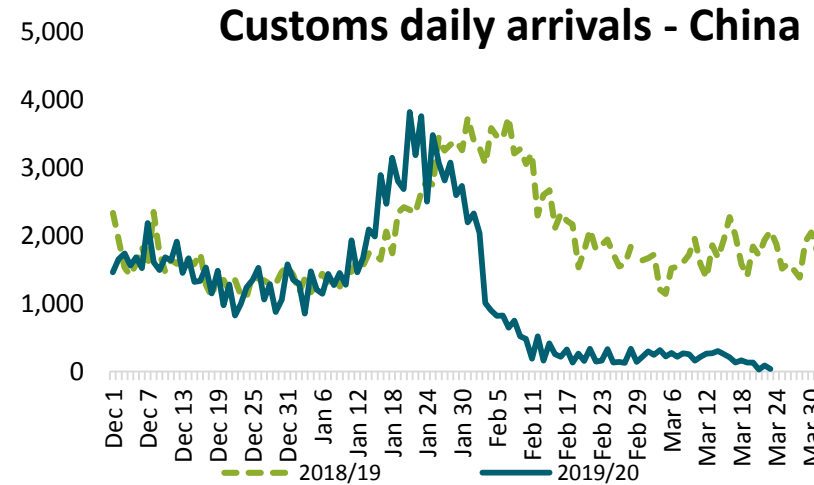
Customs visitor arrivals

Caveats: These are raw counts of arrivals of commercial air passengers based on Customs craft arrival data using passport information. It may be amended at any time.

- Customs arrivals data are available up to 23 March 2020.
- Following the announcements over the past week, visitor arrivals have slowed towards a stop. We assume that most /all arrivals picked up as “visitors” on the 23rd are New Zealand residents returning home on foreign passports.

Nationality	Same day		% change
	Arrivals (March 23)	previous year	
Total	4,938	19,413	-75%
China	38	2,074	-98%
Rest of Asia	240	2,529	-91%
Australia	172	2,804	-94%
US	46	1,800	-97%
UK	154	1,014	-85%

Source: Customs NZ



Source: Customs NZ

Marketview card spend

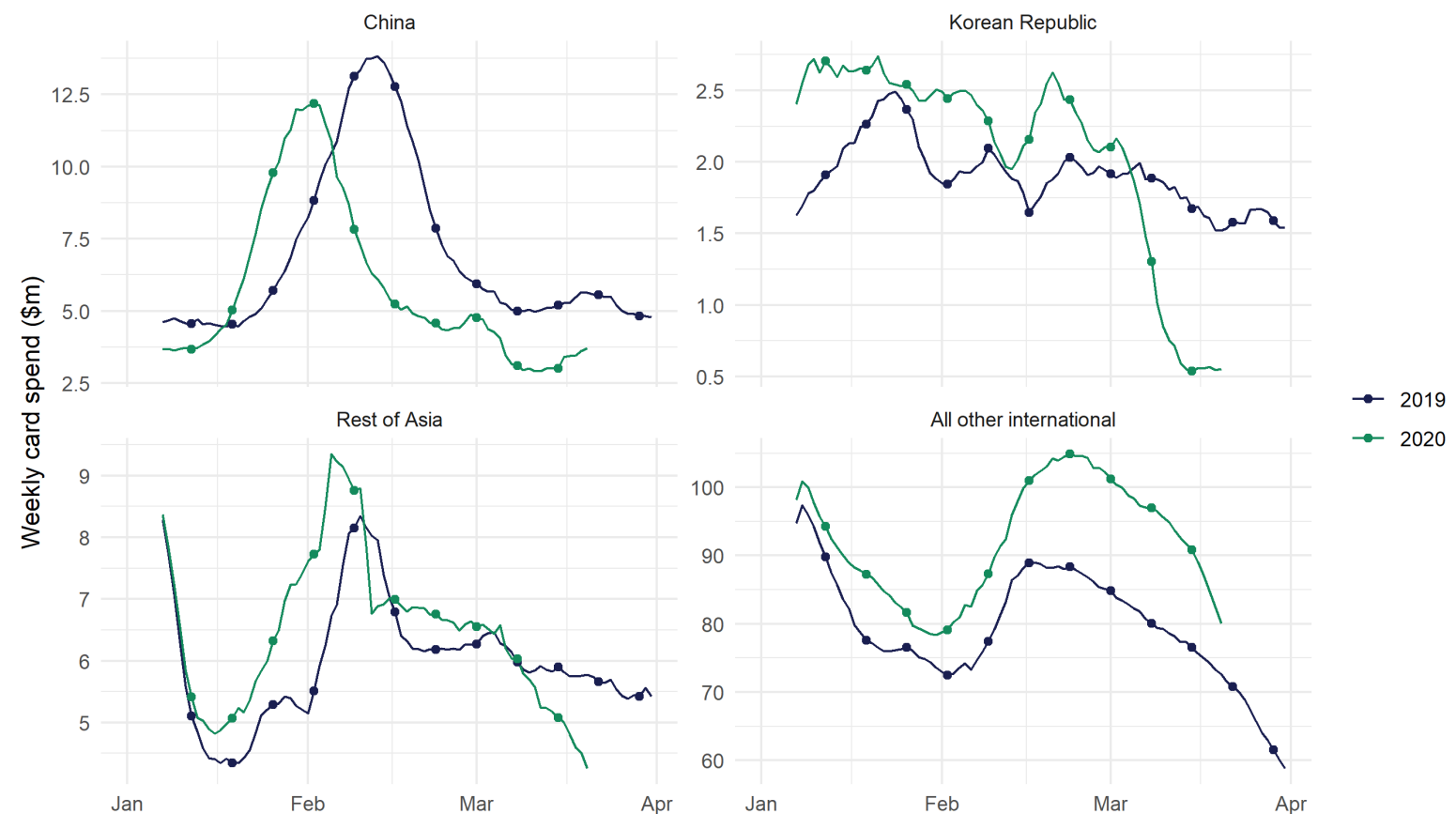
- Marketview has provided raw electronic card international tourism expenditure as a leading indicator. Latest data is for March 20 2020.
- China, Korea, and Rest of Asia are showing drops below last years' activity.
- Other international expenditure remains higher than last year, but is falling. This result is surprising, and warrants further analysis to understand this.

NB: We are working with Marketview in adding more markets. Regions and industries into this data. Expected time to receive the data is Friday, so will aim to release for next edition of the fact sheet..

Caveats: These are raw counts of electronic card transactions. The data is partial, and reflects spending on the Paymark network only. The approximately represents 60% of all payments, but this varies by market. China may be less representative on the network, as they are more likely to use cash or alternative electronic payments. These numbers will not align with the Monthly Regional Tourism Estimates.

Rolling 7-day average of international card spend in New Zealand

*Spending on Paymark network only



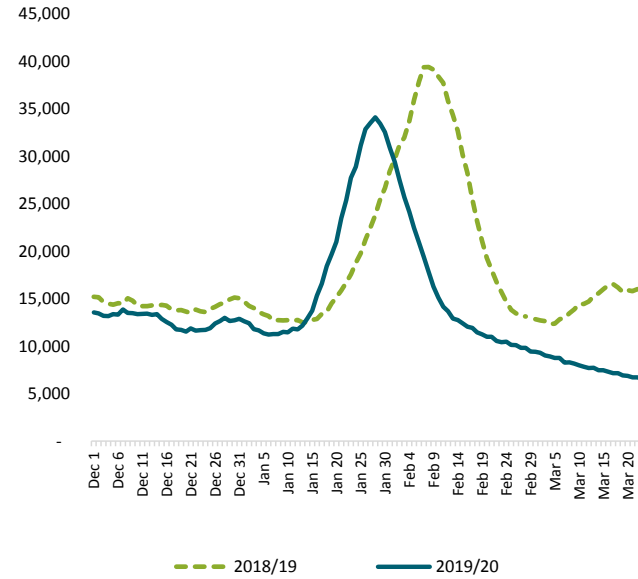
Source: Marketview

Immigration NZ data

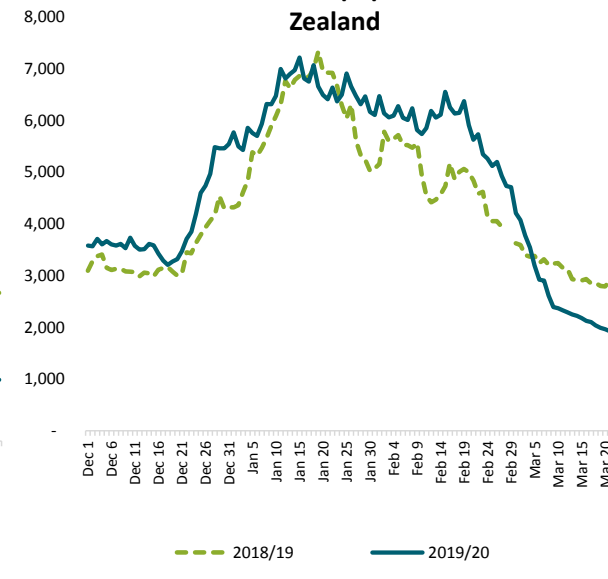
Visitor population in New Zealand

- Immigration NZ can identify, for visitor visa holders, how many are in the country at any given time. Latest data is for March 24, 2020.
- On March 24, 2020, there were 69,700 visitor visa holders in New Zealand. There were 10,300 British, 6,400 US visitors, and 6,500 Chinese here as of March 24.
- There are significantly different results shown by market. The Chinese slow reduction suggests that many visitors are staying in New Zealand (probably with friends and family). Data shows that the average length of stay of Chinese visitors is increasing markedly.
- A more rapid fall is seen in the South Korea visitor population. India has seen much growth over last year, suggesting a high number of people staying longer with friends and family.
- Looking at all visa types, there were 315,200 visa holders in the country on 24 March, with 84,100 student visa holders, 62,800 essential skills work visas, 48,400 family visas and 39,300 working holiday visas.

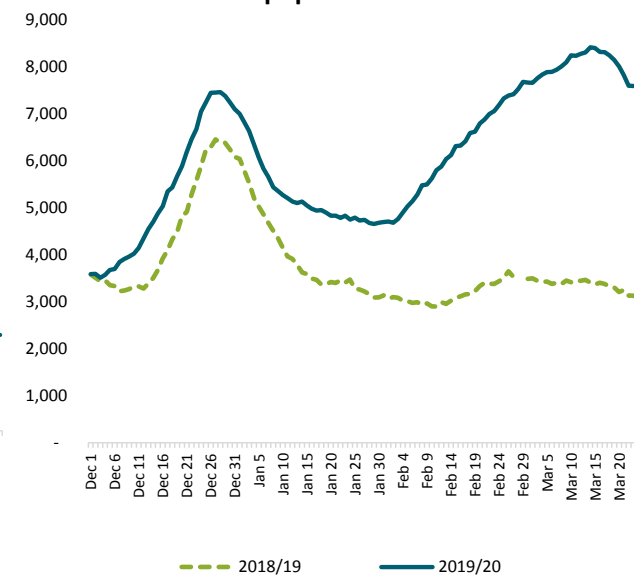
China visitor population in New Zealand



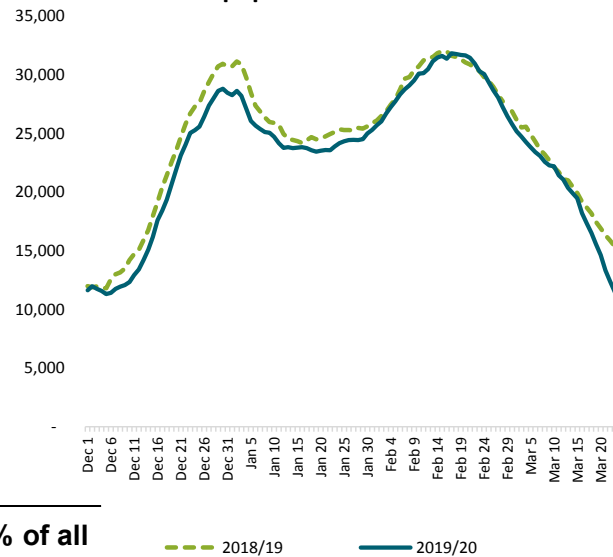
South Korea visitor population in New Zealand



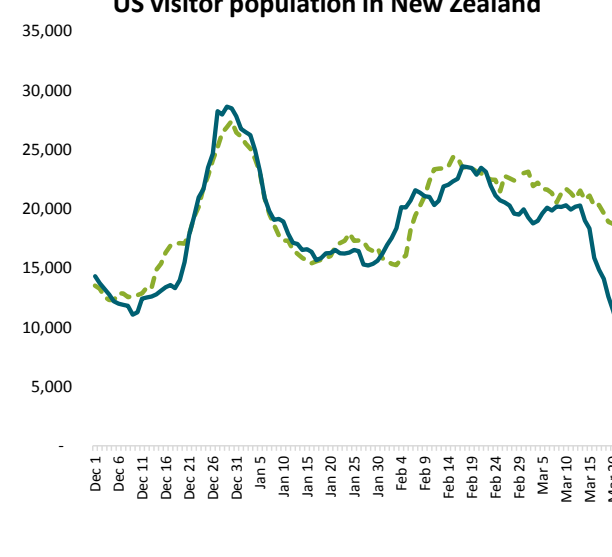
India visitor population in New Zealand



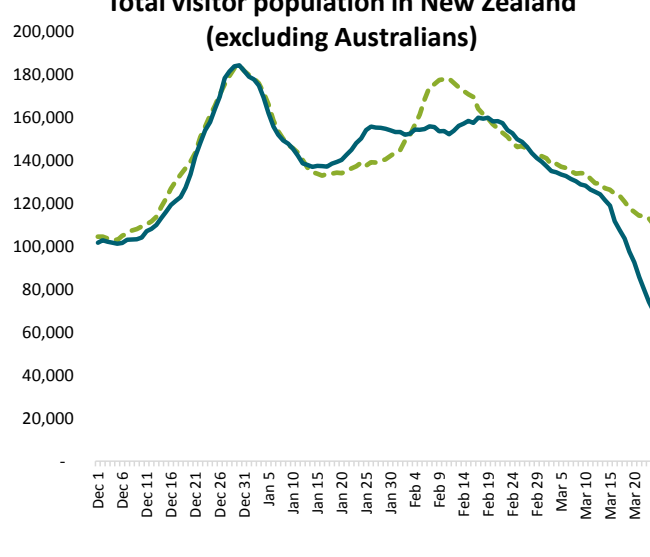
UK visitor population in New Zealand



US visitor population in New Zealand



Total visitor population in New Zealand (excluding Australians)



Visitor visas in New Zealand

Nationality	Visitor Visa holders in NZ, March 24, 2020	% of all visitors
Great Britain	10,300	15%
United States of America	6,400	9%
Germany	7,600	11%
China	6,500	9%
India	7,600	11%
Canada	2,400	3%
France	3,300	5%
Japan	1,500	2%
South Africa	1,800	3%
South Korea	1,900	3%
Other	20,400	29%
Total	69,700	100%

Source: Immigration NZ

All visa types in New Zealand

	24-Mar			
	2019		2020	
	Counts	Percentage	Counts	Percentage
Essential Skills	52,600	15%	62,800	20%
Family	43,500	13%	48,400	15%
Recognised Seasonal Employer	10,000	3%	10,800	3%
Student	84,800	25%	84,100	27%
Working Holiday Scheme	44,000	13%	39,300	12%
Visitors	110,200	32%	69,700	22%
Totals	345,100	100%	315,200	100%

Source: Immigration NZ

Source: Immigration NZ