



## Key Tourism Statistics

February 12, 2020

### International visitor arrivals<sup>1</sup> (year ending November 2019)

	% of arrivals	Visits	Growth (pa)
<b>Annual international arrivals:</b>		3,890,000	1%
Australia (incl. Norfolk Island)	39%	1,536,000	3%
China	10%	408,000	-9%
USA	9%	365,000	5%
UK	6%	233,000	-1%
Germany	3%	99,000	-2%
Japan	3%	97,000	-3%

Combined, these markets provided 70.4 % of international visits to New Zealand for the year ended November 2019.

<b>Purpose of visit</b>	Visits	Growth (pa)
Holiday/Vacation	1,954,000	-3%
Visit Friends/Relatives	1,065,000	-3%
Business	337,000	12%
Other	528,000	25%

### Commercial accommodation<sup>3</sup> (year ending September 2019)

<b>Accommodation Type</b>	Nights	Growth (pa)
Hotels	14,570,000	2%
Motels	12,497,000	1%
Holiday parks	8,453,000	2%
Backpackers	5,025,000	-1%
Total	40,546,000	1%

<b>Occupancy Rates</b>	This month	Month last year
Hotels	64.4%	64.7%
Motels	56.7%	55.3%
Holiday parks	13.1%	12.8%
Backpackers	36.1%	36.6%
Total	39%	38.6%

### Trips abroad by New Zealanders<sup>5</sup> (year ending November 2019)

	Trips	Growth (pa)
<b>Total</b>	3,081,000	2%
<b>Countries visited by New Zealanders</b>		
Australia (incl. Norfolk Island)	1,264,000	3%
USA	205,000	-5%
Fiji	190,000	-1%
China	141,000	7%
UK	129,000	4%

### International tourism forecasts<sup>7</sup> (forecast period 2019 to 2025)

	2025	Growth (pa)
Total visitor arrivals (millions)	5.1	4%
Total visitor days (millions)	94.8	4.3%
Total visitor expenditure (\$ billions)	14.9	4.3%

<b>Key international markets in 2025</b>	Visits	Spend (\$m)
Australia	1,779,000	2,931
China	696,000	2,800
USA	512,000	1,877
UK	285,000	1,224
Korea	160,000	403
India	125,000	251

### International visitor expenditure<sup>\*2</sup> (year ending September 2019)

		Growth (pa)
<b>Total expenditure (\$ millions)</b>	\$11,310	2%
Average expenditure per person per trip	\$3,350	2%
Median expenditure per person per trip	\$2,390	9%

<b>Key international markets (\$ millions)</b>	Current year	Growth (pa)
Australia	\$2,671	5%
China	\$1,829	12%
USA	\$1,415	15%
UK	\$953	0%
Germany	\$584	2%
Canada	\$309	21%

<b>Total spend by purpose of visit (\$ millions)</b>	Current year	Growth (pa)
Holiday / vacation	\$7,029	0%
Visiting friends / relatives	\$2,151	-5%
Business	\$759	-11%
Other	\$1,371	53%

\* Excludes international airfares and individuals whose purpose of visit to New Zealand was to attend a recognised educational institute, and are foreign-fee paying students.

### Economic contribution<sup>4</sup> (year ending March 2019)

<b>Tourism market</b>	Expenditure (\$b)	Growth (pa)
International <sup>+</sup>	17.2	5.2%
Domestic	23.7	3.3%
Total	40.9	4.0%

<sup>+</sup> Includes international airfares paid to New Zealand carriers.

#### Tourism Exports

International tourist expenditure accounted for \$17.2 billion or 20.4% of New Zealand total export earnings.

#### Tourism Contribution to GDP

Tourism directly contributes \$16.1 billion (or 5.8%) to New Zealand total GDP. A further \$11.2 billion (or 4.0%) is indirectly contributed. When comparing tourism to other industries, the direct contribution should be used.

#### Tourism Employment

Tourism directly employed 229,566 people (8.4% of the total employment in New Zealand).

### Regional Tourism Spend<sup>6</sup> (year ending December 2019)

<b>Region (\$ millions)</b>	Domestic	International	Total	Market Share
Auckland	4,050	4,833	8,883	29 %
Otago	1,850	2,277	4,128	14 %
Canterbury	2,384	1,662	4,046	13 %
Wellington	1,907	918	2,825	9 %
Waikato	2,047	714	2,761	9 %
Bay of Plenty	1,396	607	2,004	7 %
Northland	855	269	1,124	4 %

### Data sources

<sup>1</sup> Statistics New Zealand: International Travel and Migration. 'Business' excludes conferences.

<sup>2</sup> MBIE: International Visitor Survey. 'Business' excludes conferences.

<sup>3</sup> Statistics New Zealand: Accommodation Survey.

<sup>4</sup> Statistics New Zealand: Tourism Satellite Account.

<sup>5</sup> Statistics New Zealand: International Travel and Migration. Data on 'Traveller Arrivals' is used

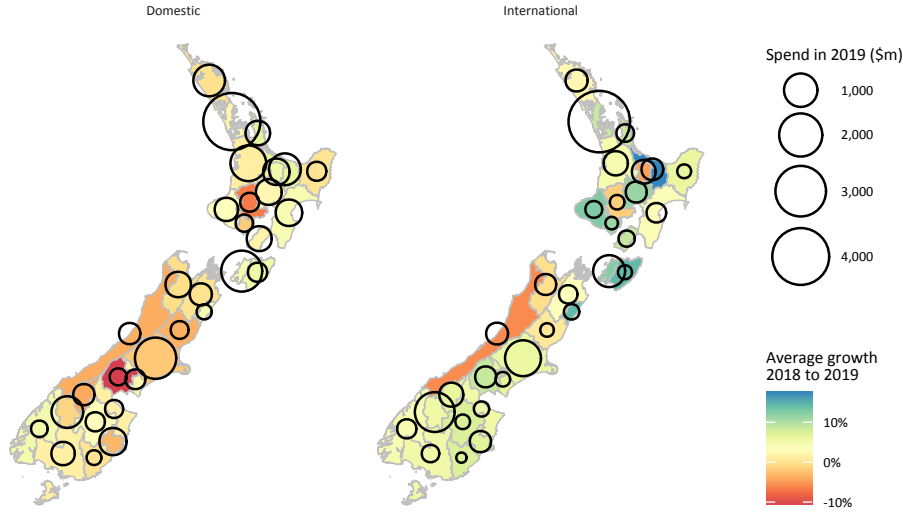
<sup>6</sup> MBIE: Monthly Regional Tourism Estimates.

<sup>7</sup> MBIE: New Zealand Tourism Forecasts 2019 to 2025. Expenditure forecasts based on International Visitor Survey data.

This paper was prepared by the Ministry of Business, Innovation and Employment (MBIE). For further information visit the tourism data section of the Ministry's website <https://www.mbie.govt.nz/immigration-and-tourism/tourism-research-and-data/>. Key Tourism Statistics are updated regularly throughout the month as data is released.

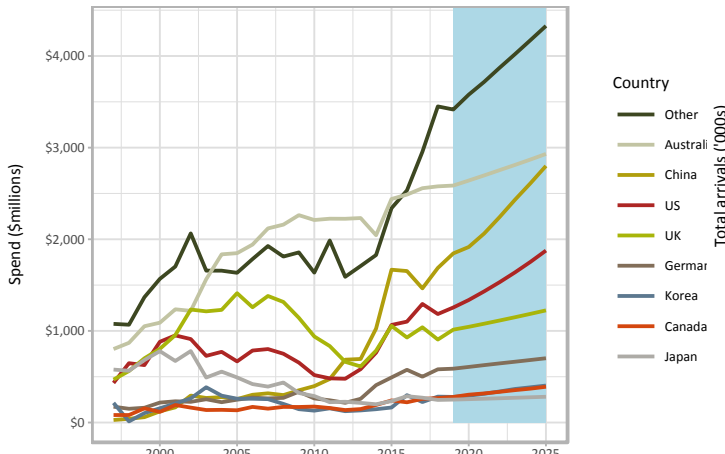


Distribution of international and domestic tourism spend for the year ending December 2019



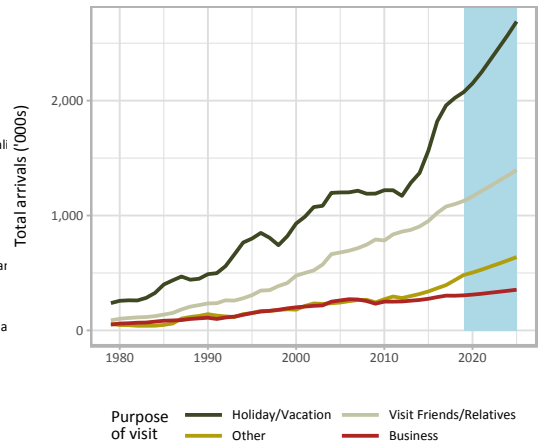
Source: MBIE - Monthly Regional Tourism Estimates

Total spend by country for the year ending December (blue shaded area is forecast)



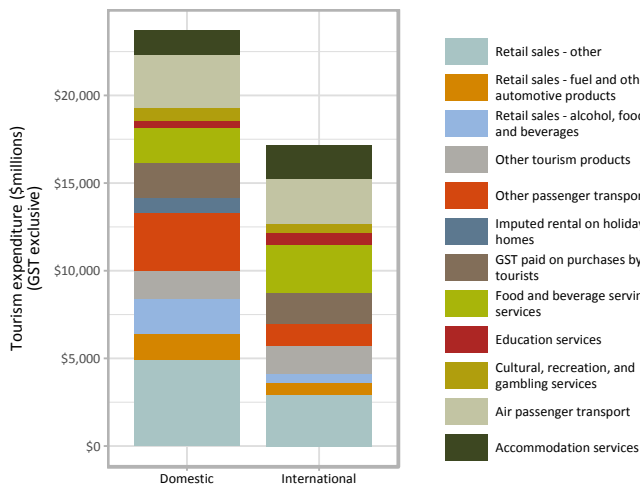
Source: MBIE - International Visitor Survey, MBIE - New Zealand Tourism Forecasts 2019 to 2025

Total arrivals by purpose of visit for the year ending December (blue shaded area is forecast)



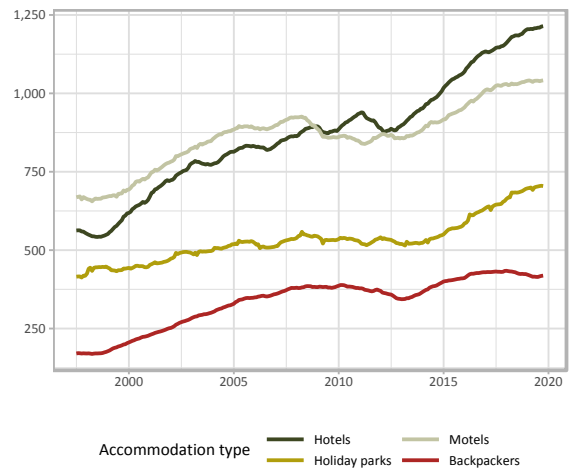
Source: Statistics New Zealand - International Travel and Migration, MBIE - New Zealand Tourism Forecasts 2019 to 2025

Tourism expenditure by industry (year ending Mar 2019)



Source: Statistics New Zealand - Tourism Satellite Account

Guest nights by accommodation type (month ending Sep 2019)



Source: Statistics New Zealand - Accommodation Survey