

# Key Tourism Statistics

July 2010



## International Visitor Arrivals<sup>1</sup> Year ended June 2010

### International arrivals:

2,501,264 up 89,868 or 3.7% on the previous year.

### Key Markets:

		Annual Growth
Australia	1,119,439	11.1%
UK	248,930	-5.1%
USA	194,008	-1.4%
China	105,190	-2.2%
Japan	83,587	-5.5%

Combined, these markets provided 70% of international visitors to New Zealand for the year ended June 2010.

### Purpose of Visit:

		Annual Growth
Holiday	1,206,219	4.6%
Visit Friends & Relatives (VFR)	786,523	4.0%
Business	245,309	4.6%

Average intended length of stay: 20.3 days

## International Expenditure<sup>2</sup> Year ended March 2010

### Total Expenditure:

\$5.964 billion down \$136 million or 2.2% on the previous year.

Average expenditure per person, per day	\$118
Average expenditure per person, per trip	\$2,633

### Top Five International Markets: (millions) Annual Growth

Australia	\$1,768	9.4%
UK	\$729	-20.4%
USA	\$531	-13.1%
China	\$360	17.1%
Japan	\$348	-22.3%

### Total Expenditure by Purpose of Visit:

	(millions)	Annual Growth
Holiday	\$3,131	-6.8%
VFR	\$1,097	-6.8%
Business	\$643	-15.5%

\*Excludes international airfares

## Outbound Tourism<sup>3</sup> Year ended June 2010

### Trips Abroad by New Zealand Residents:

1,968,175 up 48,387 or 2.5% on the previous year

### Countries Visited by New Zealand Residents: Annual Growth

Australia	951,641	1.6%
Fiji	97,324	6.8%
UK	90,445	1.8%
USA	93,707	2.8%
China	60,634	7.1%

## Commercial Accommodation<sup>4</sup> Year ended May 2010

### Guest Nights by Accommodation Type:

		Annual Growth
Hotels	10,906,095	4.0%
Motels	10,295,519	-0.3%
Backpackers	4,603,952	0.2%
Campgrounds/holiday park	6,418,596	0.4%
Total	32,224,167	1.3%

### Occupancy Rates:

Hotels	54.4%
Motels	47.7%
Backpackers	42.1%
Campgrounds/holiday park	15.0%
Total	36.3%

## Domestic Tourism<sup>5</sup> Year ended March 2010

	(millions)
Day trips	29.6
Overnight trips	16.7
Total nights	48.8

### Purpose of Visit:

	(millions)
Holiday	17.7
VFR	15.5
Business	11.1

### Expenditure:

	(millions)
Day trip spend	\$2,969
Overnight trip spend	\$5,750
Total domestic spend	\$8,719

Average spend per day trip	\$100
Average spend per overnight trip	\$344
Average spend per night	\$118

## Economic Contribution<sup>6</sup> Year ended March 2009

### Tourism Expenditure:

	(billions)
International	\$9.3*
Domestic	\$12.4
Total	\$21.7

(Domestic expenditure comprises \$9.7 billion household expenditure and \$2.7 billion business and government expenditure)

### Tourism Exports:

International tourist expenditure accounted for \$9.3 billion or 16.4% of New Zealand's total export earnings.

### Direct and Indirect Contribution to GDP:

Tourism directly and indirectly contributes \$15.0 billion (or 9.1%) to New Zealand's total GDP (excluding GST and import duties).

### Tourism Employment:

Tourism supports 94,600 direct and 90,200 indirect (184,800 total) full-time equivalent jobs (9.6% of the total workforce in New Zealand).

\*Includes international airfares paid to New Zealand carriers.

## Forecasts to 2016<sup>7</sup>

### International:

		Avg Annual Growth
Visitor arrivals	3.1 million	3.5%
Visitor nights	57.7 million	2.8%
Visitor expenditure	\$8.166 billion	4.0%

### Domestic:

Outbound trips	2.4 million	3.0%
Domestic Overnight trips	19.4 million	-0.2%
Domestic Day trips	36.7 million	0.1%
Domestic visitor nights	56.1 million	-0.2%
Domestic visitor expenditure	\$9.893 billion	1.5%

### Data Sources

<sup>1</sup> International Visitor Arrivals and Departures

<sup>2</sup> International Visitor Survey

<sup>3</sup> International Visitor Arrivals and Departures

<sup>4</sup> Commercial Accommodation Monitor

<sup>5</sup> Domestic Travel Survey

<sup>6</sup> Tourism Satellite Account

<sup>7</sup> New Zealand Tourism Forecasts 2010 - 2016

This paper has been prepared by the Ministry of Tourism. For further information please refer to the Ministry of Tourism research website: [www.tourismresearch.govt.nz](http://www.tourismresearch.govt.nz). Alternatively you can email us at: [info@tourismresearch.govt.nz](mailto:info@tourismresearch.govt.nz)

Key Tourism Statistics are updated monthly.