

Key Tourism Statistics

March 2010



International Visitor Arrivals¹ Year ended February 2010

International arrivals:

2,482,300 up 57,236 or 2.4% on the previous year.

Key Markets:

		Annual Growth
Australia	1,099,433	12.2%
UK	256,222	-6.2%
USA	197,590	-2.1%
China	102,332	-9.0%
Japan	79,679	-18.9%

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

Purpose of Visit:

		Annual Growth
Holiday	1,198,055	3.3%
Visit Friends & Relatives (VFR)	792,153	6.6%
Business	234,757	-5.0%

Average intended length of stay: 20.4 days

International Expenditure*² Year ended December 2009

Total Expenditure:

\$6.187 billion up \$240 million or 4.0% on the previous year.

Average expenditure per person, per day	\$122
Average expenditure per person, per trip	\$2,783

Top Five International Markets:

	(millions)	Annual Growth
Australia	\$1,776	11.6%
UK	\$812	-11.0%
USA	\$597	-3.2%
China	\$337	27.0%
Japan	\$379	-9.6%

Total Expenditure by Purpose of Visit:

	(millions)	Annual Growth
Holiday	\$3,296	1.0%
VFR	\$1,172	-1.5%
Business	\$639	-20.9%

*Excludes international airfares

Outbound Tourism³ Year ended February 2010

Trips Abroad by New Zealand Residents:

1,927,319 down 22,513 or 1.2% on the previous year

Countries Visited by New Zealand Residents:

		Annual Growth
Australia	944,857	-0.2%
Fiji	94,590	-1.9%
UK	87,425	-5.5%
USA	87,733	-5.4%
China	57,510	-0.7%

Commercial Accommodation⁴ Year ended January 2010

Guest Nights by Accommodation Type:

		Annual Growth
Hotels	10,704,393	0.2%
Motels	10,359,577	-2.0%
Backpackers	4,664,350	1.3%
Campgrounds/holiday park	6,473,041	-0.1%
Total	32,201,363	-0.4%

Occupancy Rates:

Hotels	53.8%
Motels	47.9%
Backpackers	42.9%
Campgrounds/holiday park	15.3%
Total	36.5%

Domestic Tourism⁵ Year ended December 2008

	(millions)	Annual Growth
Day trips	28.3	3.6%
Overnight trips	15.1	1.1%
Total nights	44.5	0.4%

Purpose of Visit:

	(millions)	Annual Growth
Holiday	17.7	4.3%
VFR	14.1	11.3%
Business	9.2	-13.6%
Education	0.5	30.2%
Other	1.6	17.9%

Expenditure:

	(millions)	Annual Growth
Day trip spend	\$2,920	14.5%
Overnight trip spend	\$5,138	2.0%
Total domestic spend	\$8,058	6.2%

Average spend per day trip	\$103
Average spend per overnight trip	\$341
Average spend per night	\$116

Economic Contribution⁶ 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 2015⁷

		Annual Growth
International:		
Visitor arrivals	2.9 million	2.5%
Visitor nights	55.8 million	1.9%
Visitor expenditure	\$8.215 billion	4.7%

Domestic:

Outbound trips	2.2 million	1.8%
Domestic Overnight trips	18.6 million	0.5%
Domestic Day trips	35.1 million	0.8%
Domestic visitor nights	55.0 million	0.4%
Domestic visitor expenditure	\$9.935 billion	3.0%

Data Sources

¹ International Visitor Arrivals and Departures

² International Visitor Survey

³ International Visitor Arrivals and Departures

⁴ Commercial Accommodation Monitor

⁵ Domestic Travel Survey

⁶ Tourism Satellite Account

⁷ New Zealand Tourism Forecasts 2009 - 2015

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. Alternatively you can email us at: info@tourismresearch.govt.nz

Key Tourism Statistics are updated monthly.