

Key Tourism Statistics

January 2010



International Visitor Arrivals¹ Year ended November 2009

International arrivals:

2,439,252 down 14,303 or 0.6% on the previous year.

Key Markets:

		Annual Growth
Australia	1,068,667	10.3%
UK	258,060	-10.1%
USA	195,038	-8.3%
China	104,527	-6.8%
Japan	78,885	-24.2%

Combined, these markets provided 70% of international visitors to New Zealand for the year ended November 2009.

Purpose of Visit:

		Annual Growth
Holiday	1,176,065	-0.3%
Visit Friends & Relatives (VFR)	778,378	5.3%
Business	229,794	-10.9%

Average intended length of stay: 20.3 days

International Expenditure*² Year ended September 2009

Total Expenditure:

\$6,102 million up \$74 million or 1.2% on the previous year.

Average expenditure per person, per day	\$124
Average expenditure per person, per trip	\$2,771

Top Five International Markets:

	(millions)	Annual Growth
Australia	\$1,716	3.7%
UK	\$818	-15.8%
USA	\$629	6.6%
China	\$319	32.4%
Japan	\$392	-3.5%

Total Expenditure by Purpose of Visit:

	(millions)	Annual Growth
Holiday	\$3,312	0.1%
VFR	\$1,141	-6.3%
Business	\$661	-15.7%
Education	\$620	52.8%
Other	\$368	18.4%

*Excludes international airfares

Outbound Tourism³ Year ended November 2009

Trips Abroad by New Zealand Residents:

1,921,103 down 58,387 or 2.9% on the previous year

Countries Visited by New Zealand Residents:

		Annual Growth
Australia	942,572	-0.8%
Fiji	91,477	-9.2%
UK	87,180	-7.0%
USA	88,515	-6.2%
China	55,948	-7.0%

Commercial Accommodation⁴ Year ended November 2009

Guest Nights by Accommodation Type:

		Annual Growth
Hotels	10,558,837	-1.7%
Motels	10,309,994	-3.6%
Backpackers	4,613,957	0.6%
Campgrounds/holiday park	6,393,586	-2.3%
Total	31,876,374	-2.1%

Occupancy Rates:

Hotels	53.3%
Motels	48.0%
Backpackers	42.6%
Campgrounds/holiday park	15.1%
Total	36.2%

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 million	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 million	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.