

Key Tourism Statistics

12 October 2011

International Visitor Arrivals¹ Year ended August 2011

International arrivals:

2,502,311 down -12,640 or -0.5% on the previous year.

Key Markets:

		Annual Growth
Australia	1,112,876	-0.7%
UK	219,265	-10.5%
USA	184,466	-4.2%
China	135,062	18.2%
Japan	75,115	-15.2%

Combined, these markets provided 66% of international visitors to New Zealand for the year ended August 2011

Purpose of Visit:

		Annual Growth
Holiday	1,164,787	-4.1%
Visit Friends / Relatives	797,825	1.5%
Business	248,934	0.9%

Average intended length of stay: 19.7

International Visitor Expenditure*² Year ended June 2011

Total Expenditure:

\$5.564 billion down \$390 million or 6.5% on the previous year.

Average expenditure per person, per trip	\$2,419
Median expenditure per person, per trip	\$1,540

Top Five International Markets:

	(millions)	Annual Growth
Australia	1,642	-5.8%
UK	576	-18.4%
USA	443	-13.9%
China	410	12.4%
Japan	268	-24.4%

Total Expenditure by Purpose of Visit:

	(millions)	Annual Growth
Holiday	2,894	-6.3%
Visit Friends / Relatives	1,018	-8.0%
Business	610	-5.0%

*Excludes international airfares

Outbound Tourism³ Year ended July 2011

Trips Abroad by New Zealand Residents:

2,073,116 up 98,521 or 5.0% on previous year.

Countries Visited by New Zealand Residents:

		Annual Growth
Australia	990,410	3.3%
Fiji	102,644	5.7%
UK	93,871	3.4%
USA	102,205	7.4%

Commercial Accommodation⁴ Year ended August 2011

Guest Nights by Accommodation Type:

		Annual Growth
Hotel	10,966,084	-0.8%
Motel	10,298,380	0.3%
Backpacker	4,438,764	-3.3%
Holiday Park	6,341,386	-1.3%
Total	32,044,614	-0.9%

Occupancy Rates:

Hotels	56.0%
Motels	47.0%
Backpackers	34.3%
Holiday Park	7.8%
Total	32.1%

Domestic Tourism⁵ Year ended June 2011

Domestic Trips:

	(millions)	Annual Growth
Day trips	28.9	-4.3%
Overnight trips	15.9	-4.4%
Total nights	48.0	-1.0%

Purpose of Visit:

	(millions)	Annual Growth
Holiday	3,145	-6.4%
Visit Friends / Relatives	2,603	6.4%
Business	2,884	8.5%

Expenditure:

	(millions)	Annual Growth
Day trip spend	3,310	7.6%
Overnight trip spend	5,606	-2.1%
Total domestic spend	8,916	1.3%

Average spend per day trip	\$199
Average spend per overnight trip	\$353
Average spend per night	\$117

Economic Contribution⁶ Year ended March 2010

Tourism Expenditure:

	(billions)
International [†]	\$9.5
Domestic [^]	\$12.9
Total	\$22.4

[†]Includes international airfares paid to New Zealand carriers.

Tourism Exports:

International tourist expenditure accounted for \$9.5 billion or 18.2% of New Zealand's total export earnings.

Tourism Contribution to GDP:

Tourism directly contributes \$6.5 billion (or 3.8%) to New Zealand's total GDP. A further \$8.6 billion (or 5%) is indirectly contributed. When comparing tourism to other industries, the direct contribution should be used.

Tourism Employment:

Tourism directly supports 92,900 full-time equivalent jobs (4.9% of the total workforce in New Zealand).

Forecasts to 2016⁷

International:

		Avg Annual Growth
Visitor arrivals	2.9 million	2.8%
Visitor expenditure	\$6.595 billion	2.7%

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:

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 2010 - 2016

This paper was prepared by the Tourism Strategy Group, Ministry of Economic Development. For further information visit the Tourism Strategy Group research website (www.tourismresearch.govt.nz) or email info@tourismresearch.govt.nz. Key Tourism Statistics are updated monthly.