

Media Statement



Tourist Spend 4% up in 2009

Monday 22 February 2010 – for immediate release

International tourism spending increased by 4% reaching \$6.2 billion in the 2009 calendar year, according to data released today by the Ministry of Tourism.

“The level of spending for 2009 was an excellent result considering the raft of challenges faced during the year, from the global financial crisis through to the influenza pandemic mid-year,” said Ray Salter, Ministry of Tourism General Manager.

“Once again the tourism industry has adapted to the conditions, and has done a great job in keeping tourism activity and spending at such high levels.”

Australia was the star performer, with spending by our Australian visitors increasing by 11.6% to \$1.8 billion.

“At a time when our important long-haul markets were heavily affected by the recession, it was very pleasing to see our largest market perform so well. Australia, as our nearest and largest market, really bucked the trend in a tough year that saw international arrivals down globally at -4.2%”.

Spend by key long-haul markets such as the UK (down 11% to \$812 million), US (down 3.2% to \$597 million), Japan (down 9.6% to \$379 million) and South Korea (down 3.3% to \$193 million) were the disappointing markets in 2009.

Germany performed well in 2009 with a 22.5% spend increase reaching \$293 million for the year. Spend by Chinese visitors was up by 27% to \$337 million due to an increase in the number longer staying visitors.

Mr Salter said that the Ministry would be revisiting its forecasts over the next month to incorporate current global conditions. He stated that all the signs were pointing to continued overall improvement in conditions for the tourism industry.

For further information on the release of International Visitor Survey data please visit the Ministry of Tourism research website (www.tourismresearch.govt.nz/ivs) or contact Ray Salter – telephone 021 452 316 or email ray.salter@tourism.govt.nz.

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Supplementary Data Sheet

International Visitor Survey, year ended December 2009 (in NZD millions).

(Prepared by the Ministry of Tourism)

Table 1: International Visitor Spend by Key Markets for year ended December 2009

Key Markets	2005	2006	2007	2008	2009	2009/2008 Change*	2009/2008 % Change
Australia	1,360	1,434	1,610	1,591	1,776	185	11.6%
UK	1,019	906	979	912	812	-100	-11.0%
USA	563	655	667	617	597	-20	-3.2%
Japan	477	412	419	419	379	-40	-9.6%
Korea	218	250	257	200	193	-7	-3.3%
China	239	264	273	265	337	72	27.0%
Germany	220	266	246	239	293	54	22.5%
Other	1,473	1,725	1,697	1,704	1,801	97	5.7%
Total Spend	5,569	5,911	6,147	5,947	6,187	240	4.0%

*Totals may not add due to rounding.

Table 2: International Visitor Spend by Purpose of Visit for year ended December 2009

Purpose	2005	2006	2007	2008	2009	2009/2008 Change	2009/2008 % Change
Holiday	3,199	3,377	3,304	3,263	3,296	33	1.0%
VFR**	991	1,101	1,224	1,189	1,172	-17	-1.5%
Business	684	656	794	808	639	-169	-20.9%
Other	695	778	824	687	1,080	393	57.2%
Total Spend	5,569	5,911	6,147	5,947	6,187	240	4.0%

*Totals may not add due to rounding.

**VFR Visiting Friends and Relatives