

# Media Statement



## Tourism Spend up 1.2% to \$6.1 billion

**Friday 6 November 2009 – For immediate release**

Spending by international visitors reached \$6.1 billion in the year to September 2009, up 1.2% on the previous year, according to data released today by the Ministry of Tourism.

“This increase is a good result given the 1.8% decline in international arrivals over the period,” said Bruce Bassett, Ministry of Tourism Research Manager.

“The past year covers the full duration of the global economic downturn, so to come through that period with a positive spend result is a very credible achievement. It reflects an industry that has responded effectively to the challenges through changing market focus, honing business practices and stimulating demand.”

“The diversity of the sector is a real strength, with Australia (up 3.7% to \$1.7 billion) delivering increased spend associated with strong growth over the second half of the year. Other markets performed well due to the overall favourable exchange rates over the year, especially the US market (up 6.6% to \$629 million).”

“In line with the fall in arrivals, spending by a number of Asian markets fell (Japan, South Korea), but China spending increased (up 32.4% to \$319 million) due largely to an increase in longer staying education visitors.”

For further information on the release of International Visitor Survey data please visit the Ministry of Tourism research website ([www.tourismresearch.govt.nz/ivs](http://www.tourismresearch.govt.nz/ivs)) or contact Bruce Bassett – telephone 021 609 674 or email [bruce.bassett@tourism.govt.nz](mailto:bruce.bassett@tourism.govt.nz).

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# Supplementary Data Sheet

## Embargoed until 11am November 6<sup>th</sup>, 2009.

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

(Prepared by the Ministry of Tourism)

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

| Key Markets        | 2005         | 2006         | 2007         | 2008         | 2009         | 2009/2008 Change* | 2009/2008 % Change |
|--------------------|--------------|--------------|--------------|--------------|--------------|-------------------|--------------------|
| Australia          | 1,336        | 1,396        | 1,539        | 1,655        | 1,716        | 61                | 3.7%               |
| UK                 | 1,008        | 933          | 933          | 971          | 818          | -153              | -15.8%             |
| USA                | 604          | 629          | 701          | 590          | 629          | 39                | 6.6%               |
| Japan              | 541          | 398          | 403          | 407          | 392          | -14               | -3.5%              |
| Korea              | 237          | 232          | 239          | 235          | 189          | -46               | -19.6%             |
| China              | 254          | 285          | 268          | 241          | 319          | 78                | 32.4%              |
| Germany            | 219          | 245          | 250          | 242          | 299          | 57                | 23.5%              |
| Other              | 1,482        | 1,676        | 1,687        | 1,688        | 1,741        | 53                | 3.2%               |
| <b>Total Spend</b> | <b>5,683</b> | <b>5,795</b> | <b>6,021</b> | <b>6,028</b> | <b>6,102</b> | <b>74</b>         | <b>1.2%</b>        |

\*Totals may not add due to rounding.

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

| Purpose            | 2005         | 2006         | 2007         | 2008         | 2009         | 2009/2008 Change | 2009/2008 % Change |
|--------------------|--------------|--------------|--------------|--------------|--------------|------------------|--------------------|
| Holiday            | 3,188        | 3,325        | 3,316        | 3,310        | 3,312        | 2                | 0.1%               |
| VFR**              | 990          | 1,105        | 1,194        | 1,217        | 1,141        | -76              | -6.3%              |
| Business           | 682          | 602          | 830          | 784          | 661          | -123             | -15.7%             |
| Education          | 510          | 466          | 368          | 406          | 620          | 214              | 52.8%              |
| Other              | 312          | 297          | 312          | 311          | 368          | 57               | 18.4%              |
| <b>Total Spend</b> | <b>5,683</b> | <b>5,795</b> | <b>6,021</b> | <b>6,028</b> | <b>6,102</b> | <b>74</b>        | <b>1.2%</b>        |

\*Totals may not add due to rounding.

\*\*VFR Visiting Friends and Relatives