

Key Tourism Statistics

October 2009



International Visitor Arrivals¹ Year ended September 2009

International arrivals:

2,425,192 down 43,872 or 1.8% on the previous year.

Key Markets:

		Annual Growth
Australia	1,045,447	8.0%
UK	259,639	-10.2%
USA	197,730	-8.1%
China	103,842	-11.7%
Japan	79,690	-28.9%

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

Purpose of Visit:

		Annual Growth
Holiday	1,168,247	-2.3%
Visit Friends & Relatives (VFR)	766,882	4.2%
Business	228,905	-13.1%

Average intended length of stay: 20.4 days

International Expenditure*² Year ended June 2009

Total Expenditure:

\$6,016 million down \$161 million or 2.6% on the previous year.

Average expenditure per person, per day	\$125
Average expenditure per person, per trip	\$2,750

Top Five International Markets:

	(millions)	Annual Growth
Australia	\$1,637	-3.3%
UK	\$826	-18.6%
USA	\$608	-1.7%
China	\$334	28.0%
Japan	\$422	-0.9%

Total Expenditure by Purpose of Visit:

	(millions)	Annual Growth
Holiday	\$3,280	-1.6%
VFR	\$1,085	-14.0%
Business	\$688	-15.3%
Education	\$627	42.9%
Other	\$336	2.1%

*Excludes international airfares

Outbound Tourism³ Year ended September 2009

Trips Abroad by New Zealand Residents:

1,917,265 down 58,725 or 3.0% on the previous year

Countries Visited by New Zealand Residents:

		Annual Growth
Australia	940,891	-1.0%
Fiji	91,373	-7.8%
UK	88,453	-5.7%
USA	87,857	-7.7%
China	55,987	-5.5%

Commercial Accommodation⁴ Year ended August 2009

Guest Nights by Accommodation Type:

		Annual Growth
Hotels	10,510,469	-1.5%
Motels	10,249,953	-4.9%
Backpackers	4,529,543	-1.2%
Camping Grounds	6,387,131	-2.0%
Hosted	496,278	-13.8%
Total	32,173,375	-2.9%

Occupancy Rates:

Hotels	53.7%
Motels	48.7%
Backpackers	42.6%
Camping Grounds	15.2%
Hosted	23.5%
Total	36.1%

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.