

# Media Statement



## Domestic visitor spend exceeds \$7b level

**EMBARGOED until: Friday 1 December 2006, 12:00 noon**

Research just released by the Ministry of Tourism shows that domestic travellers within New Zealand spent \$7.1 billion in the year to June 2006, an increase of 4.9% compared to the same period the previous year.

“It’s encouraging to see the spend increase by domestic travellers. A substantial proportion of this increase has been driven by holiday travellers rather than those on business or visiting friends and family,” says Bruce Bassett, Research Manager, Ministry of Tourism.

“The research shows that spending on overnight trips increased by 10.4% to \$4.6 billion, even though the number of overnight trips declined by 2.7% to 14.3 million.”

Day trip spending fell by 4.0% to \$2.5 billion. The actual number of day trips fell by 5.2% to 29.1 million.

Spending by those on holiday increased by the most significant proportion (up 15.3% to \$2.8b), followed by those visiting friends and relatives (up 4.6% to \$2b), and business travellers (up 3.3% to \$1.7b).

Mr Bassett said the data showed that much of the spend increase was driven by higher transport related expenditure that increased by 14.9% to \$2.2 billion – a result attributed to high fuel prices and a slight increase of 1.1% in the number of nights spent away from home.”

The Domestic Travel Survey is a telephone survey of 15,000 New Zealand residents undertaken throughout the year. A range of data and reports from the survey are available on the Ministry of Tourism’s research website – [www.tourismresearch.govt.nz](http://www.tourismresearch.govt.nz)

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**ENDS**

**Ministry of Tourism:**

[www.tourism.govt.nz](http://www.tourism.govt.nz)

[www.tourismresearch.govt.nz](http://www.tourismresearch.govt.nz)

**Ministry of Tourism – DTS Media Release December 2006**  
**Supplementary information**

Table 1 demonstrates change in domestic traveller spend by traveller type. For all traveller types the travel expenditure increased, especially for holiday travellers. Their spend has been 15.3% higher than in the previous year. Total spend is up by \$330 million compared to year end June 2005.

**Table 1: Annual Expenditure for Types of Travellers (in \$NZb)**

| <b>Traveller Types</b>  | YE Sep 2004 | YE Dec 2004 | YE Mar 2005 | YE Jun 2005 | YE Sep 2005 | YE Dec 2005 | YE Mar 2006 | YE Jun 2006 | Change to previous year |
|-------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------------------|
| Holiday                 | 2.7         | 2.6         | 2.5         | 2.4         | 2.4         | 2.5         | 2.7         | 2.8         | +15.3%                  |
| Visit Friends/Relatives | 1.9         | 1.9         | 2.0         | 1.9         | 1.9         | 1.9         | 2.0         | 2.0         | +4.6%                   |
| Business                | 2.1         | 1.8         | 1.8         | 1.6         | 1.6         | 1.6         | 1.7         | 1.7         | +3.3%                   |
| <b>Total</b>            | <b>7.5</b>  | <b>7.2</b>  | <b>7.0</b>  | <b>6.8</b>  | <b>6.7</b>  | <b>6.8</b>  | <b>7.0</b>  | <b>7.1</b>  | <b>+4.9 %</b>           |

**Table 2: Annual Numbers of Trips per Trip Type (in million trips)**

| <b>Number of Trips</b> | YE Sep 2004 | YE Dec 2004 | YE Mar 2005 | YE Jun 2005 | YE Sep 2005 | YE Dec 2005 | YE Mar 2006 | YE Jun 2006 | Change to previous year |
|------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------------------|
| Overnight trips        | 15.1        | 15.1        | 14.7        | 14.7        | 14.3        | 14.3        | 14.4        | 14.3        | -2.7%                   |
| Daytrips               | 28.8        | 29.1        | 31.3        | 30.7        | 32.0        | 31.5        | 29.7        | 29.1        | -5.2%                   |
| <b>Total</b>           | <b>43.9</b> | <b>44.1</b> | <b>45.9</b> | <b>45.4</b> | <b>46.4</b> | <b>45.8</b> | <b>44.1</b> | <b>43.4</b> | <b>-4.4 %</b>           |

**Table 3: Annual Expenditure per Trip Type (in \$NZb)**

| <b>Spend per Trip Type</b> | YE Sep 2004 | YE Dec 2004 | YE Mar 2005 | YE Jun 2005 | YE Sep 2005 | YE Dec 2005 | YE Mar 2006 | YE Jun 2006 | Change to previous year |
|----------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------------------|
| Overnight trips            | 4.6         | 4.5         | 4.2         | 4.2         | 4.1         | 4.2         | 4.5         | 4.6         | +10.4%                  |
| Daytrips                   | 2.9         | 2.7         | 2.8         | 2.6         | 2.6         | 2.6         | 2.5         | 2.5         | -4.0%                   |
| <b>Total</b>               | <b>7.5</b>  | <b>7.2</b>  | <b>7.0</b>  | <b>6.8</b>  | <b>6.7</b>  | <b>6.8</b>  | <b>7.0</b>  | <b>7.1</b>  | <b>+4.9 %</b>           |