

Media Statement



Domestic visitor spend stabilises

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New Ministry of Tourism data shows that domestic travellers within New Zealand spent \$7.0 billion in the year to March 2006, a decline of 0.4% compared to the same period the previous year.

“The data suggests that the rate of decline in domestic tourism activity has slowed significantly,” says Bruce Bassett, Research Manager, Ministry of Tourism, “and that a new balance is being struck between the number of kiwis heading off-shore at the expense of domestic travel.”

The research shows that spending on overnight trips increased by 5.1% to \$4.5 billion even though the number of overnight trips declined by 2.0% to 14.4 million. The increased spend appears to be primarily driven by higher transport related expenditure that increased by 10.7% to \$2.1 billion – a result directly attributed to rising fuel costs.

Day trip spending fell by 8.8% to \$2.5 billion. The actual number of day trips fell by 4.9% to 29.7 million.

“The rising price of fuel over the survey period is apparent in the data, increasing the level of expenditure on transportation while the overall expenditure has declined slightly off a reasonably significant fall in total trip activity,” says Mr Bassett.

Mr Bassett added that the recent launch of the AA’s ‘101 Must-Dos for Kiwis’ campaign can only be good news for the domestic tourism sector as it provides a compelling reminder that New Zealand is an outstanding destination for kiwis, just as it is for our international visitors.

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

For further information, contact Markus Landvogt – telephone (04) 474 2683 or email markus.landvogt@tourism.govt.nz.

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Ministry of Tourism:

www.tourism.govt.nz

www.tourismresearch.govt.nz

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Supplementary information

Table 1 demonstrates change in domestic traveller spend per traveller type. Even though the change of the total expenditure is slightly (0.4%) behind last years figures, the absolute rolling values show a positive trend with about \$160 million higher spend compared to the year end December 2005. The spend of holiday travellers has increased by 6.1% over the previous year.

Table 1: Annual Expenditure on a rolling quarterly basis for Types of Travellers (in \$NZb)

Traveller Types	YE Jun 2004	YE Sep 2004	YE Dec 2004	YE Mar 2005	YE Jun 2005	YE Sep 2005	YE Dec 2005	YE Mar 2006	Change previous year
Holiday	2.8	2.7	2.6	2.5	2.4	2.4	2.5	2.7	6.1%
Visiting Friends & Relatives	1.9	1.9	1.9	2.0	1.9	1.9	1.9	2.0	-0.1%
Business	2.1	2.1	1.8	1.8	1.6	1.6	1.6	1.7	-4.7%
Total	7.6	7.5	7.2	7.0	6.8	6.7	6.8	7.0	-0.4%

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

Number of Trips	YE Jun 2004	YE Sep 2004	YE Dec 2004	YE Mar 2005	YE Jun 2005	YE Sep 2005	YE Dec 2005	YE Mar 2006	Change previous year
Overnight trips	14.9	15.1	15.1	14.7	14.7	14.3	14.3	14.4	-2.0%
Daytrips	29.3	28.8	29.1	31.3	30.7	32.0	31.5	29.7	-4.9%
Total	44.2	43.9	44.1	45.9	45.4	46.4	45.8	44.1	-3.9%

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

Number of Trips	YE Jun 2004	YE Sep 2004	YE Dec 2004	YE Mar 2005	YE Jun 2005	YE Sep 2005	YE Dec 2005	YE Mar 2006	Change previous year
Overnight trips	4.6	4.6	4.5	4.2	4.2	4.1	4.2	4.5	5.1%
Daytrips	3.0	2.9	2.7	2.8	2.6	2.6	2.6	2.5	-8.8%
Total	7.6	7.5	7.2	7.0	6.8	6.7	6.8	7.0	-0.4%