

Data release

IVS Year end June 2006 data released



The Ministry of Tourism's International Visitor Survey for data to **year end June 2006** has just been released on the Ministry of Tourism's research website www.tourismresearch.govt.nz.

Key spend results from the latest figures include:

- **Total spend by international visitors up 16.4% to \$7 billion**
- Australia - up 14.6%, to \$1.6b
- United Kingdom – up 19.6% to \$1.1b
- Germany - up 13.1% to \$239m
- Japan – down 17.1% to \$476m
- China – down 17.2% to \$324m

The primary reasons for the increase are considered to be:

- Exchange rates – the New Zealand dollar was weaker than it had been the previous year. This gave international visitors greater purchasing power encouraging spending.
- The Lion's Tour occurred within the measurement period and had a strong impact increasing visitors and spend by visitors from the United Kingdom.
- The previous year, year end June 2005, experienced a period of particularly soft spend. Consequently the current measure can be seen as a 'bounce back' from a poorly performing year.

For further information on the release of International Visitor Survey data please visit the Ministry of Tourism research website (www.tourismresearch.govt.nz) or contact Markus Landvogt - telephone (04) 474 2683 or email markus.landvogt@tourism.govt.nz.

Ministry of Tourism
www.tourism.govt.nz www.tourismresearch.govt.nz

Supplementary Data Sheet



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Table 1 demonstrates **spend** by New Zealand's top 10 markets. Growth in spend by Australian (+14.6%) and the UK (+ 19.6%) markets has been most significant.

Table 1: International Visitor Spend in New Zealand for Year ended June (in \$NZm)

Top 10 Markets	1999	2000	2001	2002	2003	2004	2005	2006	Last change
Australia	738	830	903	932	1,084	1,296	1,390	1,593	14.6%
UK	503	548	683	824	894	940	921	1,101	19.6%
USA	555	646	816	732	724	574	619	652	5.4%
Japan	554	706	678	673	637	658	575	476	-17.1%
Korea	53	138	123	229	382	616	253	266	4.8%
China	26	97	142	294	414	409	392	324	-17.2%
Germany	134	155	203	186	224	206	212	239	13.1%
Canada	91	102	138	119	113	118	112	133	18.5%
Taiwan	106	117	138	116	145	127	84	114	37.0%
Singapore	64	90	108	76	83	80	63	130	107.5%
Other	813	1,000	1,135	1,482	1,508	1,443	1,374	1,948	41.8%
Total Spend	3,637	4,429	5,066	5,663	6,207	6,468	5,993	6,977	16.4%

] Table 2 illustrates **spend** by international holiday makers by purpose of visit since 1998. Note that the holiday expenditure in 2006 exceeded the all-time high recorded in 2002.

Table 2: International Visitor Spend in New Zealand by Purpose of Visits for Year ended June 2006 (in \$NZm)

Purpose of visit	1999	2000	2001	2002	2003	2004	2005	2006	Last change
Holiday	2,349	2,951	3,238	3,429	3,316	3,045	3,135	3,616	15.3%
VFR	466	511	653	705	927	1,342	1,048	1,280	22.0%
Business	516	555	572	699	800	703	859	860	0.1%
Education	178	272	418	601	830	843	595	537	-9.8%
Other	122	139	185	228	331	536	355	685	93.1%
Total Spend	3,637	4,429	5,066	5,663	6,207	6,468	5,993	6,977	16.4%