

Media Statement

Increase in domestic travel spend

Spending by domestic travellers increased by 9.3% to \$7.5b in the year to December 2006, data released by the Ministry of Tourism shows.

The primary reason for the spend increase is considered to be a switch from day trips to overnight trips. Day trips have reduced by 6.4% while overnight trips have increased by 3.3%.

Overnight trips generate higher expenditure overall, as accommodation is often purchased. Spending on overnight trips increased by 15.5% to \$4.8b while day trip spending decreased by -0.6% to \$2.6b.

This Domestic Travel Survey result has been corroborated by other key tourism monitors. For instance, outbound travel by New Zealand residents declined by 0.4% over the period which suggests that more Kiwis would be traveling internally rather than heading offshore. As well, the Commercial Accommodation Monitor recorded an increase of around 3% in guest night activity by domestic travellers for the same period. Together, these indicators point to a reasonably buoyant level of domestic travel activity.

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

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

Traveller Types	YE Dec 2004	YE Mar 2005	YE Jun 2005	YE Sep 2005	YE Dec 2005	YE Mar 2006	YE Jun 2006	YE Sep 2006	YE Dec 2006
Holiday	2.6	2.5	2.4	2.4	2.5	2.7	2.8	2.9	3.0
Visiting Friends & Relatives	1.9	2.0	1.9	1.9	1.9	2.0	2.0	2.1	2.1
Business	1.8	1.8	1.6	1.6	1.6	1.7	1.7	1.8	2.0

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

Number of Trips	YE Mar 2005	YE Jun 2005	YE Sep 2005	YE Dec 2005	YE Mar 2006	YE Jun 2006	YE Sep 2006	YE Dec 2006	Change previous year
Overnight trips	14.7	14.7	14.3	14.3	14.4	14.3	14.4	14.7	+3.3%
Daytrips	31.3	30.7	32.0	31.5	29.7	29.1	28.7	29.5	-6.4%
Total	45.9	45.4	46.4	45.8	44.1	43.4	43.1	44.2	-3.5%

Table 3 demonstrates a shift of expenditure pattern. New Zealanders are spending more on overnight trips and less on day trips.

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

Number of Trips	YE Mar 2005	YE Jun 2005	YE Sep 2005	YE Dec 2005	YE Mar 2006	YE Jun 2006	YE Sep 2006	YE Dec 2006	Change previous year
Overnight trips	4.2	4.2	4.1	4.2	4.5	4.6	4.7	4.8	+15.5%
Daytrips	2.8	2.6	2.6	2.6	2.5	2.5	2.5	2.6	-0.6%
Total	7.0	6.8	6.7	6.8	7.0	7.1	7.2	7.5	+9.3%