

Media Statement

International visitor spend levels off at \$6.3 billion



EMBARGOED until Thursday, 5 July 2007 - 3:00am

International visitor spend remained at \$6.3 billion in the year to March 2007, up only 0.2% on the previous year, according to data just released by the Ministry of Tourism.

“This is still a positive result for the tourism industry as it compares to a year that included the extraordinary impact of the 2005 Lions Tour,” said Bruce Bassett, Ministry of Tourism Research Manager.

“While arrival numbers grew 2.8% for the period, spend per trip decreased by 1.5%, which reflects the impact of the rising Kiwi dollar. This is in line with results of the findings of the exchange rate research released by the Ministry today which find that while visitor arrivals are not sensitive to exchange rates, the expenditure of these visitors is more sensitive.”

Key spend results from the latest figures include:

- Australia – down 4.0% to \$1,461m
- United Kingdom – down 19.5% to \$890m
- United States – up 12.7% to \$731m
- Germany – up 29.91% to \$270m
- Japan – down 8.2% to \$456
- China – up 38.1% to \$337m

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

www.tourismresearch.govt.nz

www.tourism.govt.nz

Supplementary Data Sheet



IVS Media Release March 2007 (prepared by the Ministry of Tourism)

Table 1 demonstrates **spend** by New Zealand's top 10 markets. Growth in spend by China (+38.1%), Germany (+29.9%), Korea (+ 23.9%) and the United States (+ 12.7%) has been most significant. The drop in spend from the UK (-19.5%) is due to comparison with the impacts of the 2005 Lions Tour.

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

Top 10 Markets	1999	2000	2001	2002	2003	2004	2005	2006	Last change
Australia	803	909	907	989	1,304	1,400	1,523	1,461	-4.0%
UK	515	685	777	867	946	933	1,105	890	-19.5%
USA	592	802	766	713	549	615	649	731	12.7%
Japan	662	700	662	654	640	572	497	456	-8.2%
China	80	122	253	447	391	404	244	337	38.1%
Korea	135	108	223	347	626	254	255	315	23.9%
Germany	140	198	197	202	217	218	207	270	29.9%
Canada	103	123	119	121	100	128	131	152	16.2%
Taiwan	119	129	124	160	125	77	101	88	-13.4%
Singapore	92	93	91	82	74	73	121	66	-45.2%
Other	959	1,041	1,426	1,611	1,340	1,470	1,442	1,525	5.7%
Total Spend	4,200	4,909	5,544	6,192	6,313	6,144	6,275	6,291	0.2%