

Media Statement



International visitor spend up 4.0% to \$6.4 billion

EMBARGOED until 30 March 2007 - 11:00am

The International Visitor Survey for the year ended December 2006 has been released by the Ministry of Tourism.

The headline result estimates total international visitor expenditure in New Zealand to be \$6.4 billion in 2006, up 4% on the previous year. This release incorporates a revision to 2005 estimates (refer footnote on Page 2).

New Zealand's top three markets continue to spend strongly on tourism activities in New Zealand - Australia \$1.5 billion, United Kingdom \$950 million and the USA \$700 million. Japan remains New Zealand's fourth largest market at \$475 million, although spend and visitor numbers are at a lower level than previous years.

The North Asia markets of China and South Korea increased their spending although they have yet to recover to the levels achieved when they had a higher education component in their visitor mix.

More than half of the total visitor spend is by Holiday travellers (\$3.5 billion). Visiting Friends and Family is the next largest group (\$1.2 billion) followed by Business travellers (\$883 million).

"This result affirms that the New Zealand tourism industry is operating at a high level and contributes a very large foundation of economic activity to the New Zealand economy," said Bruce Bassett, the Ministry's Research Manager.

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 Bruce Bassett – telephone (04) 498 7448 or email bruce.bassett@tourism.govt.nz.

www.tourismresearch.govt.nz

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Supplementary Data Sheet



IVS Media Release March 2007

Table 1: International Visitor Spend in New Zealand by Key Market for Year ended December (in \$NZm)

Top 10 Markets	1999	2000	2001	2002	2003	2004	2005	2006	Last change
Australia	788	858	946	934	1,176	1,437	1,494	1,467	-1.8%
UK	510	596	708	914	927	887	1,042	947	-9.1%
USA	507	756	768	762	628	611	597	697	16.7%
Japan	603	731	645	703	620	649	512	475	-7.2%
Korea	86	148	191	265	619	325	275	327	19.2%
China	64	115	201	419	424	409	274	326	19.0%
Germany	126	190	191	193	229	199	221	267	20.8%
Canada	119	91	133	129	105	130	107	178	66.2%
Taiwan	120	114	125	144	150	87	94	98	5.1%
Singapore	77	95	104	78	77	74	123	61	-51.0%
Other	897	1,074	1,223	1,599	1,428	1,490	1,396 R	1,534	9.9%
Total Spend	3,897	4,767	5,236	6,141	6,383	6,298	6,135 R	6,377	4.0%

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

Purpose of visit	1999	2000	2001	2002	2003	2004	2005	2006	Last change
Holiday	2,532	3,131	3,235	3,664	3,021	3,071	3,339	3,449	3.3%
VFR	515	549	689	718	1,195	1,218	1,070 R	1,226	14.6%
Business	540	546	647	704	841	804	815	883	8.3%
Education	188	381	475	807	859	721	438	556	27.0%
Other	121	159	190	244	467	484	474 R	264	-44.2%
Total Spend	3,897	4,767	5,236	6,141	6,383	6,298	6,135 R	6,377	4.0%

(R) Revision: The release of calendar year 2006 International Visitor Survey data includes a revision to expenditure figures for the preceding year. This is due to the removal of abnormal items of capital expenditure that the Ministry of Tourism does not consider to be representative of typical expenditure by visitors to New Zealand. The effect of the revision is to decrease the 2005 total expenditure figure from \$6.5b to \$6.1b. The Ministry of Tourism manages the IVS in accordance with international best practice set out by the UNWTO. For further information visit www.tourismresearch.govt.nz/Datasets/International%20Visitor%20Survey/IVS%20Revision%20Dec%202006.htm

Measurement Errors: As with any sample based survey, the results from the International Visitor Survey are subject to measurement errors. The sample error for total expenditure is $\pm 6\%$ (at the 95% confidence level). The sample errors associated with sub-national estimates (e.g. individual country markets) are larger than those associated with national estimates. Visit www.tourismresearch.govt.nz/Datasets/International+Visitor+Survey/Data+Reliability.htm for further details.