

# Media Statement



## Tourism Confidence Stays Positive

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The Tourism Industry Monitor (TIM) confirms that tourism confidence is staying positive, with more optimists across the sector than pessimists.

The business confidence index result for November is 122 (with 100 being neutral). The index has now been positive for three months, having been negative since the survey began in March 2009.

Performance issues faced by the sector are changing. Demand remains the main factor, cited by 76% of businesses. However, competition/discounting is emerging having been cited by 42% of businesses (up from mid-30% in earlier months). “We welcome this optimism” says Bruce Bassett, Ministry of Tourism Research Manager. “But it should be cautioned that the sector still faces challenges, particularly in terms of strong competition and discounting practices”.

The Tourism Industry Monitor is an industry wide initiative. It is designed to provide the industry with monthly information on the performance of the tourism sector, including the short-term outlook. It is led by the Ministry of Tourism, the Tourism Industry Association, Tourism New Zealand and the New Zealand Hotel Council.

For a copy of the Tourism Industry Monitor visit [www.tourismresearch.govt.nz/tim](http://www.tourismresearch.govt.nz/tim).

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