

## Media Statement

### **Confidence starts to return to tourism**

**Wednesday 16 September 2009 – For immediate release**

Data released today indicates that the worst may be over for the tourism industry according to the Tourism Industry Monitor (TIM).

The monitor's confidence index shows that confidence is returning to the tourism industry with optimists now slightly outweighing pessimists for the first time since the monitor began in March this year.

Forty four percent of those surveyed believe that demand for tourism products will increase in the next three months, compared to the same period last year. Forty one percent believe that demand will fall. The balance thought it would be the same.

"We're cautiously saying, the worst may be over for tourism and things are slowly on the improve," says Bruce Bassett, Ministry of Tourism Research Manager.

Tourism Industry Association Chief Executive Tim Cossar has been holding meetings with hundreds of operators around the country. Operators are saying that in the short-term, hopes are being placed on the Australian market, while they have less certainty around long-haul markets.

"Operators are saying that Australia is vital in the short-term, but we cannot forget New Zealand's traditional markets as we move out of the recession."

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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