

# Media Statement



## Tourism Spend \$22 billion

**Wednesday 28 October 2009 – For immediate release**

Tourism expenditure reached \$21.7 billion a year, according to new figures out today, says Bruce Bassett, Ministry of Tourism Research Manager.

The Tourism Satellite Account: 2009 (TSA), published today by Statistics New Zealand, shows tourism spend in New Zealand rose by 1.1% in the year to March 2009.

The figures also show international tourism expenditure accounted for \$9.3 billion, or 16.4% of New Zealand's exports, confirming tourism as one of New Zealand's most powerful export earners. Domestic tourism expenditure was \$12.4 billion.

Mr Bassett says the report demonstrates just how important tourism is to New Zealand's economy, directly and indirectly contributing 9.1% of GDP and 9.6% of employment.

"It shows that tourism continues to be a major part of the economy. Even with the slowdown in the global economy over the past couple of years, tourism has maintained its very important position in the New Zealand economy.

"Behind these figures lies the innovation and determination of thousands of tourism and tourism related businesses. These results are a testament to their efforts."

Tourism Satellite Accounts are produced by a number of nations and use methodology sanctioned by the United Nations World Tourism Organisation (UNWTO). New Zealand now produces the most up-to-date TSA in the world, with data current to March of this year.

This release includes changes from implementing the latest UNWTO recommendations for the TSA. The most significant change is to the treatment of retail margins, all of which had previously been included in value added, but now only the margins of the final transaction with the customer are included. The impact of this has been to shift around \$1.4 billion from direct tourism value-added to indirect value-added.

"The UNWTO change is a logical step that makes the treatment of tourism consistent with other sectors of the economy.

"The TSA provides the essential understanding of the way that tourism works within the New Zealand economy and it is clear that despite recent challenges, this contribution is very large and also very resilient.

For further information on the release of Tourism Satellite Account please visit the Ministry of Tourism research website ([www.tourismresearch.govt.nz/tsa](http://www.tourismresearch.govt.nz/tsa)) or contact Bruce Bassett – telephone 021 609 674 or email [bruce.bassett@tourism.govt.nz](mailto:bruce.bassett@tourism.govt.nz).

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