

TOURIST ACTIVITY | MUSEUM TOURISM

NEW ZEALAND | SERIES B2 | APRIL 2008



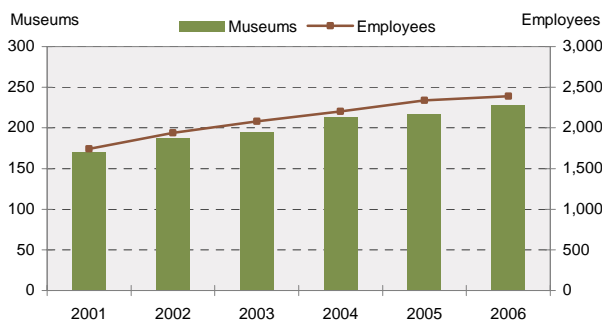
INTRODUCING THE MUSEUM TOURISM SECTOR

This report provides an overview of museum tourism in New Zealand including trends and characteristics of museum tourists. Museum visits are a popular tourist activity. Admission is generally free or by donation though some museums charge an admission fee.

Museum tourists are defined as international and domestic visitors, aged 15 years and over, who visit a museum at least once while travelling in New Zealand. Tourists who visit more than one museum in an area or visit a single museum on more than one occasion are counted only once. Residents who visit a museum within their local area are not included in this definition. Therefore, the figures in this report may understate the actual frequency of visitation to museums by international tourists and New Zealand residents.

How big is the museum sector?

In 2006, there were 228 museums in New Zealand, an increase of 58 or 34% over the last five years (Figure 1). Over half of the museums are located in the four major regions – Auckland (35), Wellington (32), Canterbury (31) and Otago (28).

Figure 1: Number of Museums and Employees, 2001-2006^{*1}

Note: Figure 1 refers to museums that are GST registered, either with annual sales or expenses over \$30,000 or employing over 3 staff. It excludes some smaller museums.

Museums employed 2,390 people in 2006 (up by 37% from 2001), with 73% being in the four key regions – Wellington (690), Auckland (510), Otago (280) and Canterbury (260). The majority of museums are small, 200 (88%) with fewer than 20 employees – 80 museums (35%) are owner-operated without any employees, 86 (38%) with 1-5 employees and 34 (15%) with 6-19 employees. There are 18 (8%) medium size museums with 20-49 employees, and 10 (4.4%) large museums with 50 or more employees.

The ten large museums employed 52% of all museum employees. The largest national museum (Te Papa in Wellington) with over 500 employees accounted for 74% of museum employees in the Wellington region. The three large museums in Auckland accounted for 71% of museum employees in that region.



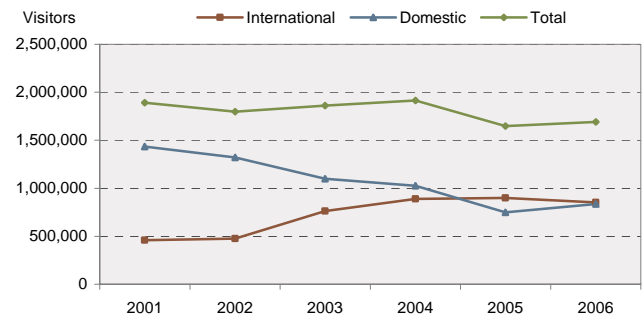
TRENDS IN MUSEUM TOURISM

How many tourists visit museums?

In 2006, almost 1.7 million tourists visited museums, comprising 51% international tourists and 49% domestic tourists.

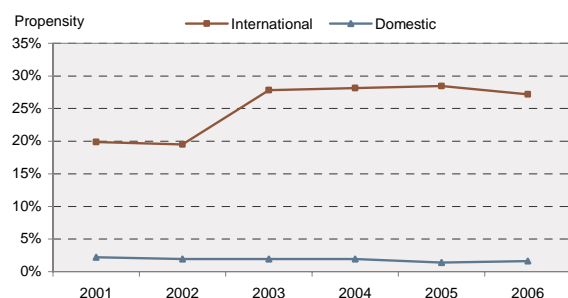
The total number of tourists visiting museums has been relatively stable over the last 6 years (Figure 2).

International museum visitors have been increasing, more so during 2003-2004 driven by a surge in Australian visitors stimulated by low trans-Tasman airfares. The growth spurt has since settled at around 900,000 a year. In contrast, domestic museum tourists have been decreasing, reflecting a declining trend in domestic tourism, although it rebounded slightly in 2006.

Figure 2: Tourists Visiting Museums, 2001-2006^{*2*3}

Note: Figure 2 refers to occasions or visits undertaken by tourists. Data is sourced from the IVS² and DTS³ surveys. Because of sample errors, data may exhibit volatility. Therefore readers should interpret the results with caution and place greater emphasis on the general trends than on absolute values.

Propensity, or likelihood, of international tourists visiting museums jumped from 19% in 2002 to 28% in 2003 owing to a surge in Australian visitors and has remained relatively steady since. Among domestic tourists, an average of around 2% have visited a museum as part of their travels since 2001 (Figure 3). Compared to other activities undertaken by tourists, these propensity levels are relatively high, reflecting the popularity of museum visits as a tourist activity.

Figure 3: Propensity to Visit Museums, 2001-2006^{*2*3}

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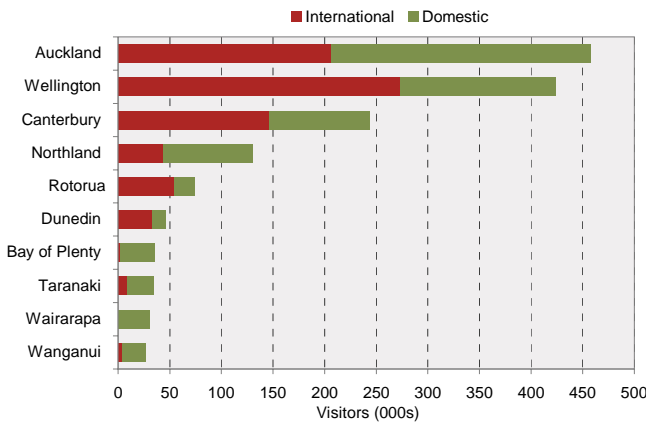
Where do tourists visit museums?

The Regional Tourism Organisation (RTO) areas which attracted the greatest number of international museum tourists over the 2005/06 period were Wellington (an average of 273,700 museum visitors per year, or 31% of all international museum visitors), Auckland (206,300, 24%) and Canterbury (146,400, 17%).

Among domestic tourists, the RTO areas most commonly visited by museum visitors in 2006 were Auckland (251,800 museum visitors), Wellington (150,400) and Canterbury (97,500). This pattern reflects the popularity of these regions as domestic tourist destinations.

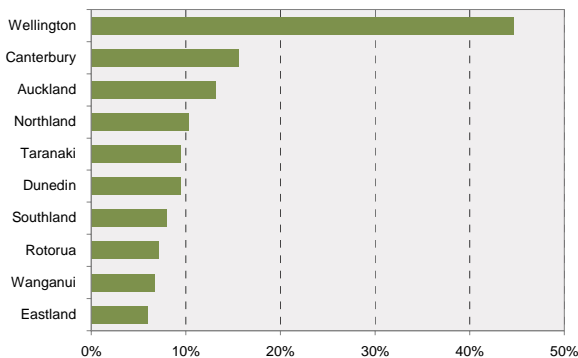
Overall, the Auckland RTO was the most popular region among all tourists who visited a museum as part of their New Zealand travel experience (on average 458,100 visitors per year over 2005/06). This was followed by Wellington (424,200), Canterbury (243,900) and Northland (130,100). Among the top ten visited areas, Rotorua (74%), Dunedin (71%) and Wellington (65%) attracted more international than domestic tourists to their museums (Figure 4).

Figure 4: Main RTO Destinations of International and Domestic Museum Tourists, 2005/06^{2,3}



Propensity to visit a museum was clearly highest in the Wellington RTO region, where 45% of all international tourists to the region visited a museum over the 2005/06 period. This high propensity in Wellington (and more specifically to visit Te Papa) clearly drives the overall high propensity of international tourists to visit a museum with propensity in the remaining areas well below the average for all international tourists, 28% (Figure 5).

Figure 5: Propensity of International Museum Tourists by RTO, 2005/06²



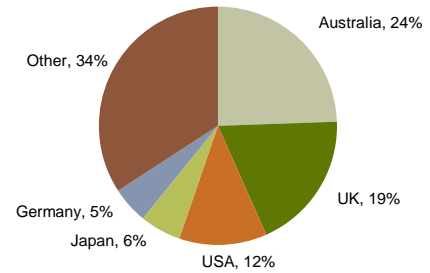
CHARACTERISTICS OF MUSEUM TOURISTS

Where do museum tourists come from?

Over the 2005/06 period, 53% of tourists visiting museums were international and 47% were domestic (excluding local residents).

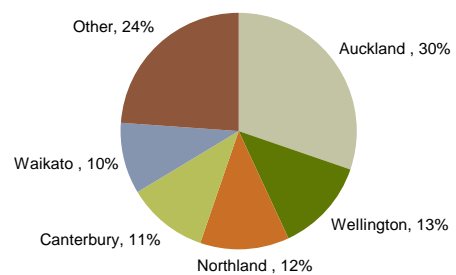
International visitors from Australia (24%), the United Kingdom (19%) and the United States (12%) made up the largest share of all international museum tourists over the 2005/06 period (Figure 6). This reflects the position of these markets as New Zealand's three largest international visitor markets.

Figure 6: Origin of International Museum Tourists 2005/06²



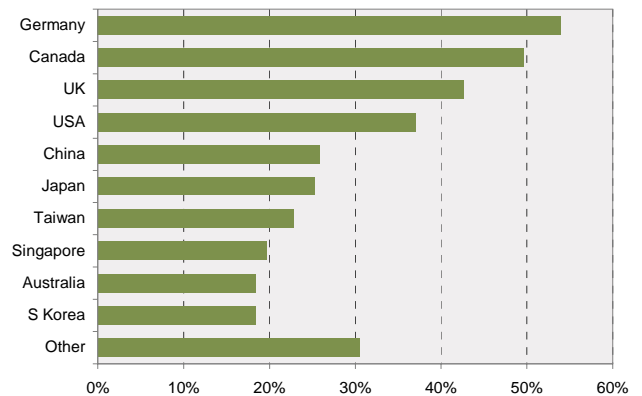
The largest shares of domestic tourists visiting museums were those from the five regions - Auckland (30%), Wellington (13%), Northland (12%), Canterbury (11%) and Waikato (10%) (Figure 7).

Figure 7: Origin of Domestic Museum Tourists, 2006³



International tourists with the highest propensity to visit museums were from Germany (54% of all German tourists visited a museum in 2005/06), followed by Canada (50%), the United Kingdom (43%) and the United States (37%). Only 18% of Australians (the largest international market) visited a museum, below the average propensity for all international tourists (28%) (Figure 8).

Figure 8: Propensity of International Museum Tourists by Market 2005/06²



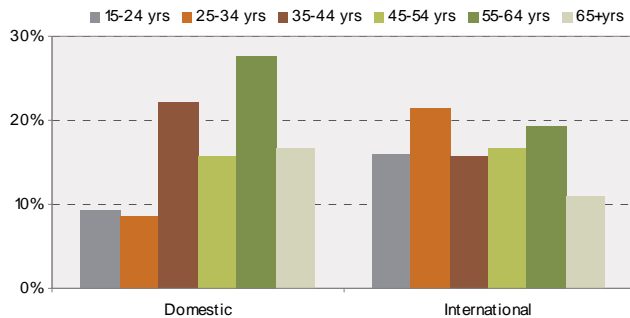
Propensity to visit museums among domestic tourists was highest among those from the Northland Region (4.2%), Nelson Region (3.1%), Auckland Region (2.0%) and Wellington Region (1.9%).

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What is the age-sex profile of museum tourists?

The age profiles of international and domestic museum tourists differ noticeably. Among internationals, the spread is relatively even, with those aged 25-34 years (21%) and 55-64 years (19%) accounting for the largest shares. Among domestic tourists, the profile is older with the largest proportion in the 55-64 and 35-44 age groups (Figure 9).

Figure 9: Age Profile of Museum Tourists, 2005/06 ^{*2*3}



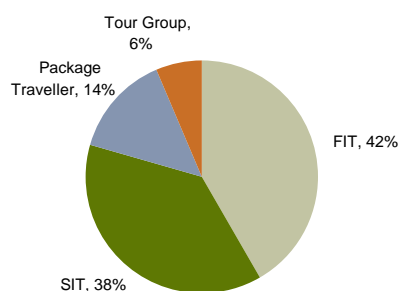
Among international tourists, propensity to visit museums is highest among younger (15-24 years, 33.3%) and older age groups (over 55 years, 32.6%) but lower amongst those aged 25-54 years (24.6%). Domestic tourists over 35 years have a higher propensity to visit museums (2.1%) than those aged 35 years and under (0.8%).

Slightly more females visit museums than males. Over the 2005/06 period, females comprised 53% of international visitors to museums and 56% of domestic visitors. Female tourists also have a higher propensity to visit a museum, 31.0% among international female tourists (compared to 25.0% for males) and 1.9% among domestic females (compared to 1.4% for males).

What are the travel styles of international museum tourists?

Fully-independent travellers (FITs, 42%) and semi-independent travellers (SITs, 38%) made up the largest shares of international museum tourists over 2005/06. Package travellers (14%) and tour group travellers (6%) made up the remaining one in five (Figure 10).

Figure 10: Travel Styles of International Museum Tourists, 2005/06 ^{*2}



FIT: made all NZ travel purchases after arrival (e.g. dom. airfares, lodging, activities etc.)
SIT: made at least one travel associated purchase before arrival in NZ.

International package travellers (34.1%), tour-group travellers (33.2%) and SITs (31.6%) had the highest propensity to visit a museum. Propensity of FITs (23.2%) was relatively lower.

Who do museum tourists travel with?

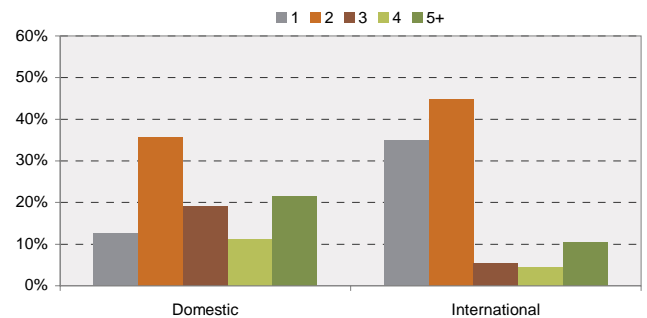
The greatest share of international tourists visiting museums over 2005/06 were travelling alone (35%) or with their spouse/partner (34%). Propensity was highest among those travelling with their spouse/partner (37%), with friends (35%) or with a tour group (33%).

Propensity was lowest among those travelling with business associates (12%).

Among domestic tourists, visitors to museums were most commonly travelling with their family (49%) or with their spouse/partner (40%).

These patterns were also reflected in the group size profile, with international museum tourists mostly travelling on their own (35%) or with one other (45%), and domestic museum tourists more likely to be travelling in twos (Figure 11).

Figure 11: Museum Tourists by Group Size, 2005/06 ^{*2*3}



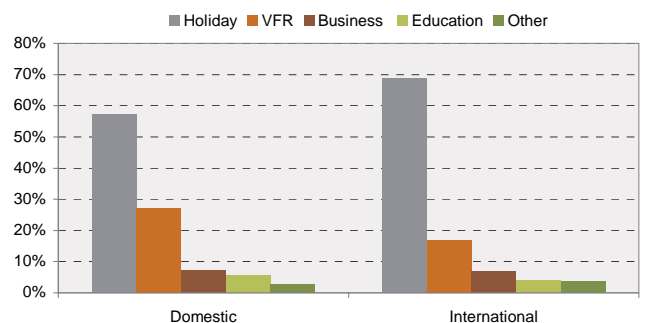
International tourists travelling in twos, showed the highest propensity to visit museums (35%) while those travelling alone had the lowest propensity (22%). Among domestic tourists, propensity was highest among those travelling in groups of five or more (2.6%).

What are the main purposes of travel of museum tourists?

Tourists on holiday (69%) made up the largest share of international visitors to museums over 2005/06. This group also had the greatest propensity to visit museums (38% of all international holiday tourists visited a museum), together with those visiting for education purposes (39%). International tourists visiting friends and relatives made up the second largest group (17%), but their overall propensity to visit (17%) was lower than average (28%).

Domestic museum visitors were also predominantly on holiday (57%) although a significant share were visiting friends or relatives (27%). Those travelling for educational purposes had the highest propensity to visit a museum (5.8%) followed by holiday visitors (2.3%).

Figure 12: Purpose of Travel of Museum Tourists, 2005/06 ^{*2*3}

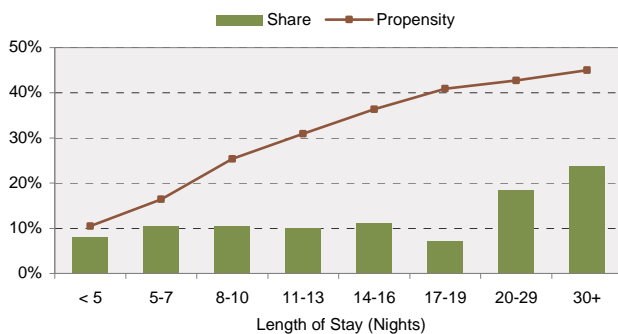


How long do international museum tourists stay in New Zealand?

International tourists who visit museums stayed longer on average (28 nights, 2005/06) than all international tourists (20 nights).

Over 2005/06, 42% of international museum tourists stayed in New Zealand for more than 20 nights. Likelihood of visiting a museum increases with length of stay. Those staying for 30 or more nights had the highest propensity to visit a museum (45%) (Figure 13).

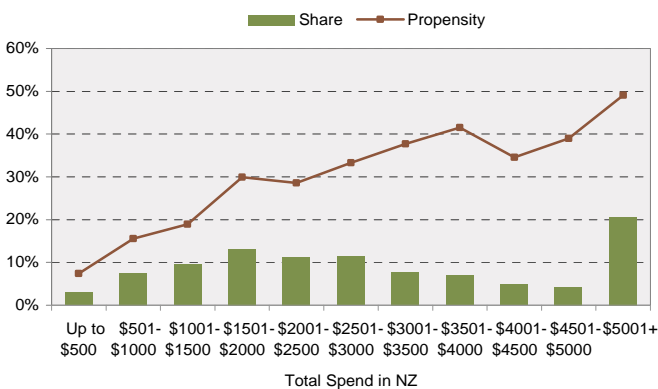
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Figure 13: International Museum Tourist Distribution and Propensity by Length of Stay in New Zealand, 2005/06²**How much do international museum tourists spend on their trip in New Zealand?**

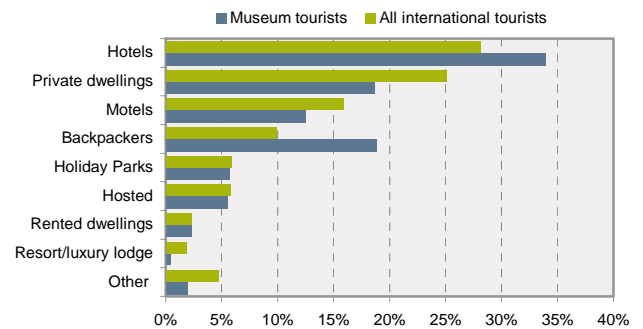
International museum tourists spent significantly more on average per trip (\$3,880, 2005/06) than general tourists (\$2,850).

In terms of average daily expenditure, museum tourists spent slightly less (\$136 per night) than the general tourists (\$140 per night).

Propensity to visit a museum also increased with total expenditure. Tourists spending over \$3,000 while in New Zealand (44% of international museum tourists) were twice as likely to visit a museum (42.6%) than those spending less than \$3,000 (21.8%) (Figure 14).

Figure 14: International Museum Tourist Distribution and Propensity by Total Expenditure in New Zealand, 2005/06²**What accommodation types do international museum tourists use?**

International museum tourists predominantly stayed in hotels (34% stayed in a hotel at some point on their trip), followed by backpackers (19%), private accommodation (19%) and motels (13%). They accounted for 85% of the accommodation stay by international museum tourists over the 2005/06 period (Figure 15).

Figure 15: Accommodation Used by International Museum Tourists, 2005/06²**What other activities do international museum tourists do?**

International tourists who visited museums over 2005/06 were more likely to undertake other activities that were also culturally focussed including visiting art galleries and attending major art/cultural events. In addition, they also appeared to have a keen interest in visiting many of New Zealand's natural attractions including Mt Taranaki, Abel Tasman National Park, Doubtful and Milford Sounds, Cape Reinga, and the South Island glaciers.

Table 1: Trends in Museum Tourism, 2001-2006^{2*3}

KEY INDICATORS	2001	2002	2003	2004	2005	2006
Museum Tourists						
Total	1,892,000	1,797,900	1,861,400	1,915,300	1,647,700	1,689,700
International	457,800	474,900	763,800	890,200	899,100	853,800
Domestic	1,434,200	1,323,000	1,097,600	1,025,100	748,600	835,900
Propensity to visit a museum						
International	19.9%	19.5%	27.8%	28.1%	28.5%	27.2%
Domestic	2.2%	1.9%	1.9%	2.0%	1.4%	1.6%

Table 2: Museum Tourists by Key Regions and Source Markets 2005/06^{2*3}

Top 5 Destination Regions (RTOs)	Wellington	Auckland	Canterbury	Northland	Rotorua	NZ
International	273,700	206,300	146,400	43,700	54,600	876,400
Domestic	75,200	125,900	48,700	43,200	9,700	792,200
Total	348,900	332,200	195,100	86,900	64,300	1,668,600
% Share	21%	20%	12%	5%	4%	100%
Top 5 International Source Markets	Australia	UK	USA	Japan	Germany	All
Tourists	213,200	167,700	103,800	49,500	42,200	876,400
% Share	24%	19%	12%	6%	5%	100%
Propensity	18.4%	42.7%	37.0%	25.2%	54.0%	27.8%
Top 5 Domestic Source Markets (Regions)	Auckland	Wellington	Northland	Canterbury	Waikato	All
Tourists	239,400	101,600	96,200	89,400	76,800	792,200
% Share	30%	13%	12%	11%	10%	100%
Propensity	2.0%	1.9%	4.2%	1.3%	1.1%	1.6%

DATA SOURCES

¹ Business Demography (Statistics NZ)

² IVS: International Visitor Survey (Ministry of Tourism)

³ DTS: Domestic Travel Survey (Ministry of Tourism)

This report is available on www.tourismresearch.govt.nz/analysis. It has been prepared for the Ministry of Tourism by Market Economics Limited (www.marketconomics.co.nz).

IMAGE CREDITS

Wellington Willis St. & Te Papa (Museum of New Zealand)

– Positively Wellington Tourism, www.WellingtonNZ.com

Cardrona Ski Field – www.cardrona.com

Southern Traverse – Michael Jacques, www.karapoti.co.nz

Wai-O-Tapu Champagne Pool – Destination Rotorua, www.rotoruaNZ.com

Lake Taupo Lodge – www.laketaupolodge.co.nz