



Key Tourism Statistics

October 11, 2017

International visitor arrivals¹ (year ending August 2017)

	% of arrivals	Visits	Growth (pa)
Annual international arrivals:		3,670,000	9%
Australia (incl. Norfolk Island)	40%	1,462,000	6%
China	11%	404,000	0%
USA	9%	321,000	21%
UK	7%	246,000	15%
Germany	3%	104,000	14%
Japan	3%	102,000	6%

Combined, these markets provided 72.2% of international visits to New Zealand for the year ended August 2017.

Purpose of visit	Visits	Growth (pa)
Holiday/Vacation	1,912,000	11%
Visit Friends/Relatives	1,060,000	7%
Business	299,000	5%
Other	387,000	9%

Average intended length of stay:	Days	Growth (pa)
	19	-3%

Commercial accommodation³ (year ending August 2017)

Accommodation Type	Nights	Growth (pa)
Hotels	13,759,000	2%
Motels	12,298,000	4%
Holiday parks	7,757,000	4%
Backpackers	5,173,000	1%
Total	38,987,000	3%

Occupancy Rates	This month	Month last year
Hotels	62.8%	62.4%
Motels	50.6%	50.7%
Holiday parks	10.1%	9.9%
Backpackers	32.3%	32%
Total	35.6%	35.2%

Trips abroad by New Zealanders⁵ (year ending August 2017)

	Trips	Growth (pa)
Annual Outbound Departures	2,787,000	11%
Countries visited by New Zealanders		
Australia (incl. Norfolk Island)	1,219,000	6%
USA	209,000	15%
Fiji	166,000	6%
UK	119,000	2%
China	112,000	19%

International tourism forecasts⁷ (forecast period 2017 to 2023)

	2023	Growth (pa)
Total visitor arrivals (millions)	4.9	4.8%
Total visitor days (millions)	93.6	4.9%
Total visitor expenditure (\$ billions)	15.3	6.2%

Key international markets in 2023	Visits	Spend (\$m)
Australia	1,759,000	3,073
China	913,000	4,348
USA	440,000	1,715
UK	268,000	1,106
Germany	144,000	873
Japan	140,000	448

International visitor expenditure^{*2} (year ending June 2017)

		Growth (pa)
Total expenditure (\$ millions)	\$10,250	0%
Average expenditure per person per trip	\$3,170	-8%
Median expenditure per person per trip	\$2,130	-3%

Key international markets (\$ millions)	Current year	Growth (pa)
Australia	\$2,488	0%
China	\$1,503	-16%
USA	\$1,162	8%
UK	\$950	-5%
Germany	\$518	-8%
Japan	\$286	0%

Total spend by purpose of visit (\$ millions)	Current year	Growth (pa)
Holiday / vacation	\$6,547	4%
Visiting friends / relatives	\$2,074	-2%
Business	\$708	-20%
Other	\$920	-9%

* Excludes international airfares and individuals whose purpose of visit to New Zealand was to attend a recognised educational institute, and are foreign-fee paying students.

Economic contribution⁴ (year ending March 2016)

Tourism market	Expenditure (\$b)	Growth (pa)
International [†]	14.5	19.6%
Domestic	20.2	7.4%
Total	34.7	12.2%

† Includes international airfares paid to New Zealand carriers.

Tourism Exports

International tourist expenditure accounted for \$14.5 billion or 20.7% of New Zealand total export earnings.

Tourism Contribution to GDP

Tourism directly contributes \$12.9 billion (or 5.6%) to New Zealand total GDP. A further \$9.8 billion (or 4.3%) is indirectly contributed. When comparing tourism to other industries, the direct contribution should be used.

Tourism Employment

Tourism directly employed 188,136 people (7.5% of the total employment in New Zealand).

Regional Tourism Spend⁶ (year ending August 2017)

RTO (\$ millions)	Domestic	International	Total	Market Share
Auckland	3,619	4,332	7,951	29%
Christchurch	1,281	945	2,225	8%
Queenstown	706	1,490	2,196	8%
Wellington	1,320	745	2,066	8%
Waikato	1,076	373	1,448	5%
Northland	814	287	1,101	4%
Bay of Plenty	637	193	831	3%

Data sources

¹ Statistics New Zealand: International Travel and Migration. 'Business' excludes conferences.

² MBIE: International Visitor Survey. 'Business' excludes conferences.

³ Statistics New Zealand: Accommodation Survey.

⁴ Statistics New Zealand: Tourism Satellite Account.

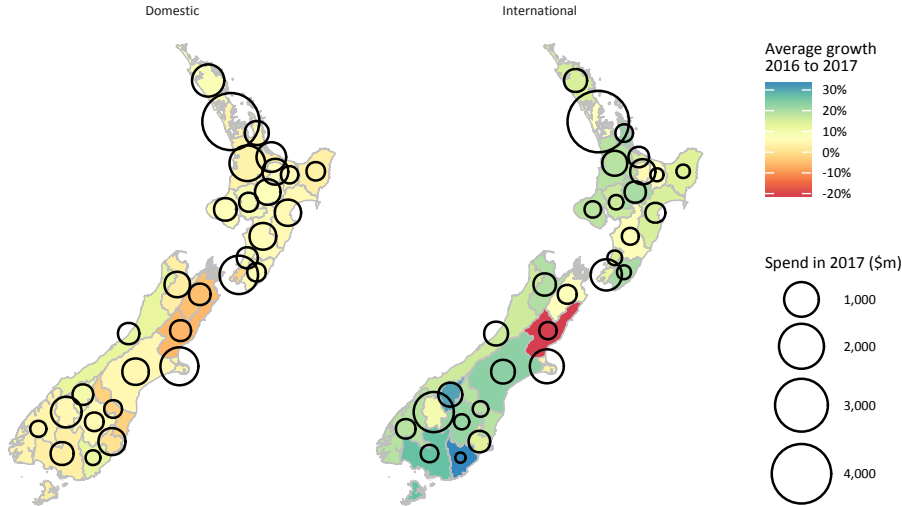
⁵ Statistics New Zealand: International Travel and Migration.

⁶ MBIE: Monthly Regional Tourism Estimates (RTO = Regional Tourism Organisation).

⁷ MBIE: New Zealand Tourism Forecasts 2017 to 2023. Expenditure forecasts based on International Visitor Survey data.

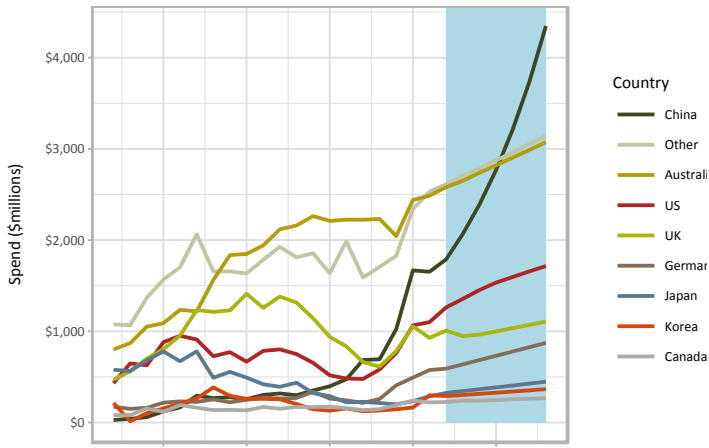


Distribution of international and domestic tourism spend for the year ending August 2017



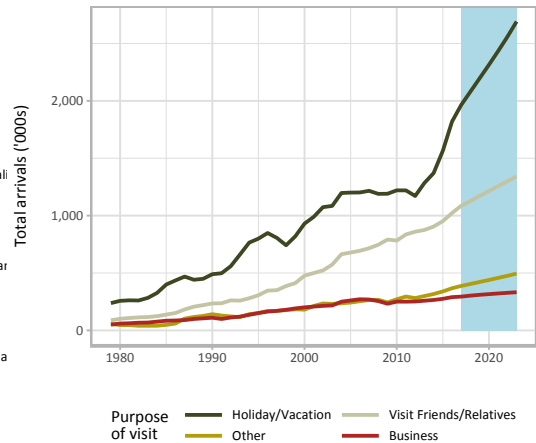
Source: MBIE - Monthly Regional Tourism Estimates

Total spend by country for the year ending December (blue shaded area is forecast)



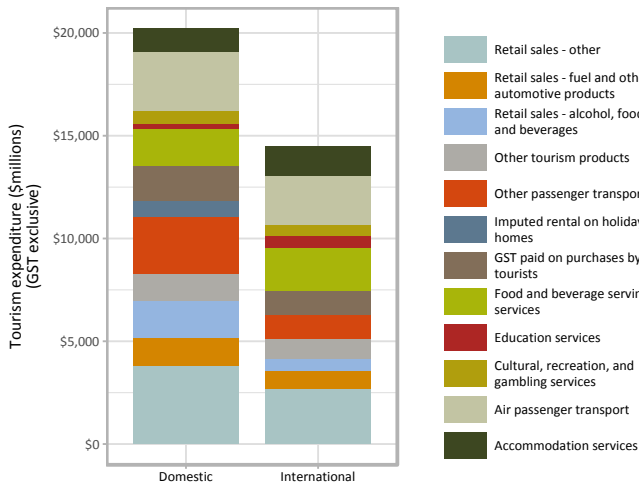
Source: MBIE - International Visitor Survey, MBIE - New Zealand Tourism Forecasts 2017 to 2023

Total arrivals by purpose of visit for the year ending December (blue shaded area is forecast)



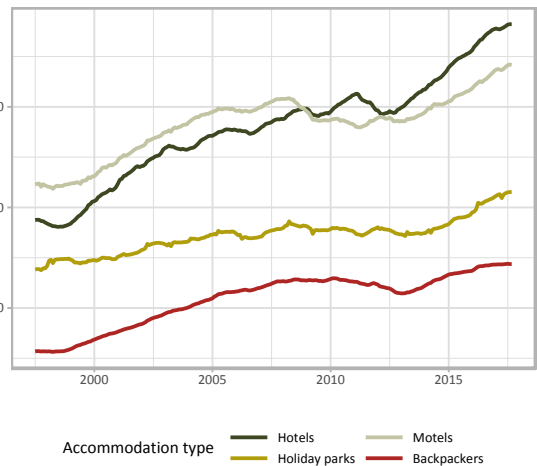
Source: Statistics New Zealand - International Travel and Migration, MBIE - New Zealand Tourism Forecasts 2017 to 2023

Tourism expenditure by industry (year ending Mar 2016)



Source: Statistics New Zealand - Tourism Satellite Account

Guest nights by accommodation type (month ending Aug 2017)



Source: Statistics New Zealand - Accommodation Survey