

Key Tourism Statistics

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MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT
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International Visitor Arrivals ¹			Domestic Tourism ⁵		
Year ended March 2014			Year ended Dec 2012		
		Annual Growth		(millions of trips)	Annual Growth
Annual International arrivals	2,752,257	5%	Domestic Trips		
			Day trips	31.1	-4%
			Overnight trips	16.6	-6%
			Total nights stayed	49.8	-3%
Key International Markets			Purpose of Visit		
Australia	1,221,152	4%	Holiday	16.8	-1%
China, excluding Hong Kong and Macau	239,712	14%	Visit Friends / Relatives	15.6	-6%
UK	191,872	1%	Business	13.3	-7%
USA	207,664	10%			
Japan	73,344	-3%	Expenditure	(millions)	
Combined, these markets provided 70% of international visitors to New Zealand for the year ended March 2014			Day trip spend	\$3,670	-2%
			Overnight trip spend	\$6,154	1%
			Total Trips spend	\$9,824	0%
Purpose of Visit:			Average spend per day trip	\$118	2%
Holiday	1,303,776	8%	Average spend per overnight trip	\$372	8%
Visit Friends / Relatives	876,768	2%	Average spend per night	\$124	4%
Business	262,672	5%			
Average intended length of stay:	20				

International Visitor Expenditure ^{*2}			Economic Contribution ⁶		
Year ended December 2013			Year ended March 2013		
		Annual Growth		(billions)	Annual Growth
Total Expenditure	\$6.67 billion	5%	Tourism Expenditure		
Average expenditure per person, per trip	\$2,760	-1%	International [†]	\$9.8	2%
Median expenditure per person, per trip	\$1,880	-3%	Domestic	\$14.2	2%
			Total	\$23.9	2%
Key International Markets	(millions)		†Includes international airfares paid to New Zealand carriers.		
Australia	\$2,247	1%	Tourism Exports		
China, excluding Hong Kong and Macau	\$732	7%	International tourist expenditure accounted for \$9.8 billion or 16.1% of New Zealand's total export earnings.		
UK	\$608	-8%	Tourism Contribution to GDP		
USA	\$582	22%	Tourism directly contributes \$7.3 billion (or 3.7%) to New Zealand's total GDP. A further \$9.8 billion (or 5.0%) is indirectly contributed. When comparing tourism to other industries, the direct contribution should be used.		
Japan	\$214	-6%	Tourism Employment		
Total Expenditure by Purpose of Visit			Tourism directly supports 110,800 full-time equivalent jobs (5.7% of the total workforce in New Zealand).		
Holiday	\$3,799	8%			
Visit Friends / Relatives	\$1,785	-5%			
Business	\$548	3%			
*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.					

Trips abroad by NZers ³			Forecasts to 2019 ⁷		
Year ended March 2014			Compound Annual Growth		
		Annual Growth			
Annual Outbound Departures	2,198,667	2%	International		
			Visitor arrivals	3.1 million	2.9%
			Visitor nights	56.0 million	2.0%
			Visitor expenditure	\$6.5 billion	2.6%
Countries Visited by New Zealand Residents			Key International Markets	Total Visitors	Total Spend (million)
Australia	1,034,020	5%	Australia	1,422,000	\$1,919
USA	146,060	20%	China	448,000	\$1,220
Fiji	114,200	9%	UK	169,000	\$367
UK	96,120	3%	USA	220,000	\$480
			Japan	61,000	\$106
Commercial Accommodation⁴	Year ended March 2014		Data Sources:		
Guest Nights by Accommodation Type		Annual Growth	1 International Travel and Migration - 'Business' excludes conferences.		
Hotel	11,601,131	6%	2 International Visitor Survey - Figures in grey are not statistically significant.		
Motel	10,737,174	4%	'Business' excludes conferences.		
Backpacker	4,498,826	8%	3 International Travel and Migration		
Holiday Park	6,289,676	-1%	4 Accommodation Survey		
Total	33,126,807	4%	5 Domestic Travel Survey		
Occupancy Rates	Month of March 2014	YE March 2014	6 Tourism Satellite Account		
Hotels	67%	59%	7 New Zealand's Tourism Sector Outlook: Forecasts for 2013-2019		
Motels	62%	52%			
Backpackers	51%	41%			
Holiday Park	18%	15%			
Total	45%	38%			

This paper was prepared by the Ministry of Business, Innovation & Employment. For further information visit the tourism data section of the Ministry's website ([www.http://www.med.govt.nz/sectors-industries/tourism](http://www.med.govt.nz/sectors-industries/tourism)). Key Tourism Statistics are updated regularly throughout the month as data is released.