



Media Statement

Tuesday, 8 November 2011

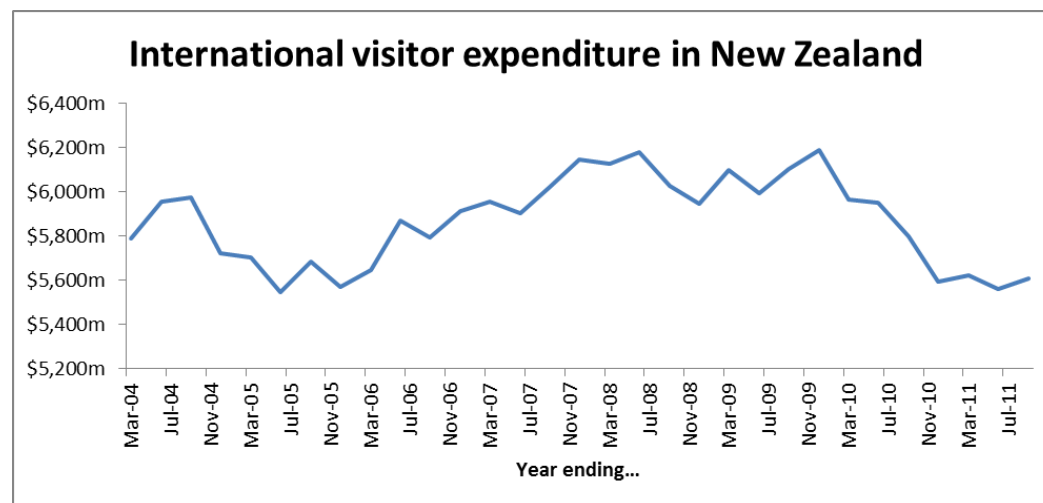
Tourism spending decrease begins to flatten out

Tourism spending has fallen in the past twelve months but the drop may have bottomed out for now, research from the Ministry of Economic Development shows.

Spending by international visitors dropped by 3.3 percent to \$5.6 billion in the year ending September 2011, according to the International Visitors Survey.

Ministry of Economic Development's Tourism Research and Evaluation Manager, Peter Ellis, said the level of spending is consistent with the three previous quarterly releases of the survey.

"Total visitor expenditure seems to have stabilized for now at around \$5.6 billion, the level it has been since December last year. The timing of the Rugby World Cup, boosting visitor numbers and spending just ahead of summer, should help the industry up from this level and show up in the next survey results – so long as the summer peak season is a normal one."



Spending by British and American tourists dropped by 15.1 percent and 9.1 percent respectively. Spending by Australians, our biggest market, dropped by 1.5 percent. Chinese expenditure increased by 5.5 percent.

The International Visitors Survey is based on interviews of tourists departing from New Zealand airports. The next release is in February 2012.

For more information visit the Ministry's tourism research website (www.tourismresearch.govt.nz/ivs) or contact Tourism Research and Evaluation Manager Peter Ellis at 04 498 7448 or 029 771 0135 or on peter.ellis@med.govt.nz.

Supplementary Data Sheet

International Visitor Survey, year ended September 2011

(Prepared by the Tourism Strategy Group at Ministry of Economic Development)

**Table 1: International visitor spend by key markets for year ended September 2011
(in NZ\$ million)**

Key Markets (in NZ\$ million)	2007	2008	2009	2010	2011	2010/2011 Change*	2010/2011 % Change
Australia	1,539	1,655	1,716	1,680	1,655	-24	-1.5%
UK	933	971	818	680	577	-102	-15.1%
USA	701	590	629	484	440	-44	-9.1%
Japan	403	407	392	365	239	-126	-34.6%
Korea	239	235	189	223	196	-27	-12.1%
China	268	241	319	384	404	21	5.5%
Germany	250	242	299	264	245	-18	-7.0%
Other	1,687	1,688	1,741	1,721	1,851	130	7.5%
Total Spend	6,021	6,028	6,102	5,800	5,607	-192	-3.3%

*Totals may not add due to rounding.

**Table 2: International arrivals in New Zealand from key markets for the year ended
September 2011 (in thousands)**

Key Markets (in thousands)	2007	2008	2009	2010	2011	2010/2011 Change*	2010/2011 % Change
Australia	941	969	1,046	1,123	1,124		0.1%
UK	302	289	260	243	230		-5.3%
USA	218	215	198	192	185		-3.6%
Japan	126	112	80	88	74		-15.3%
Korea	108	87	55	64	56		-12.1%
China	118	118	104	115	136		17.5%
Germany	60	61	64	65	65		-0.1%
Other	603	619	619	627	678		8.2%
Total	2,475	2,469	2,425	2,517	2,548		1.2%

*Totals may not add due to rounding.

**Table 3: International visitor spend by purpose of visit for year ended September 2011
(in NZ\$ million)**

Purpose (in NZ\$ million)	2007	2008	2009	2010	2011	2010/2011 Change*	2010/2011 % Change
Holiday	3,316	3,310	3,312	3,017	2,909	-108	-3.6%
VFR**	1,194	1,217	1,141	1,027	1,057	30	2.9%
Business	830	784	661	622	638	16	2.6%
Other	681	717	989	1,134	1,004	-130	-11.5%
Total Spend	6,021	6,028	6,102	5,800	5,607	-192	-3.3%

*Totals may not add due to rounding.

**VFR Visiting Friends and Relatives