



Media Statement

Thursday 22 December 2011

Rugby World Cup a win for tourism industry

The Rugby World Cup was a winner with the tourism industry, with demand and profitability increasing across the sector over the past three months.

More than 60 percent of businesses believed business during the Rugby World Cup met or bettered expectations, according to the Ministry of Economic Development's Tourism Industry Monitor. Demand increased by 2.1 percent and profitability by 2.7 percent.

Peter Ellis, Tourism Research and Evaluation Manager at the Ministry of Economic Development, said the Monitor backed up other research showing the Rugby World Cup as a boon for business.

"The tourism industry's confidence was the highest it has ever been in this survey leading up to the cup and it met or improved on the expectations of almost two-thirds of the industry."

The outlook for the next three months is strong as well, with the business confidence index in positive territory at 107. However, the industry has concerns about the global economic outlook, the exchange rate, the impacts of the Christchurch earthquake and the international visitor market.

Confidence is higher in the North Island than in the South Island over the summer tourism period.

The Tourism Industry Monitor, released quarterly by the Ministry of Economic Development, is an online survey that measures business performance and expectation from online respondents. There were 503 respondents to the current survey.

For more information visit the Ministry's tourism research website (<http://www.med.govt.nz/sectors-industries/tourism/tourism-research-data/other-research-and-reports/tourism-industry-monitor>) or contact Tourism Research and Evaluation Manager Peter Ellis at 04 498 7448 or 029 771 0135 or on peter.ellis@med.govt.nz