

# Media Statement

## International visitor spend up 7.2% to \$6.7 billion



**EMBARGOED until 20 December 2006 - 11:00am**

International visitor spend increased to \$6.7 billion in the year to September 2006, up 7.2% on the previous year, according to data just released by the Ministry of Tourism.

“This is a strong result for the tourism industry, especially as the time period no longer includes the spending from the 2005 Lions Tour,” said Bruce Bassett, Ministry of Tourism Research Manager.

“Also, the number of international visitors dipped slightly over this period and the length of stay of these visitors decreased marginally, which shows that this is a real spend increase.”

The main reason for the boost is likely to be related to the weaker New Zealand dollar in the first and second quarters of 2006 giving visitors more purchasing power and so encouraging spending.

Key spend results from the latest figures include:

- Australia – down 2.7% to \$1.4b
- United Kingdom – down 5.6% to \$986m
- United States – up 11.1% to \$679m
- Germany – up 14.1% to \$248m
- Japan – down 24.9% to \$455
- China – up 16.7% to \$352m

“The drop in spend by visitors from the UK and Australia was expected following New Zealand’s 2005 Lions Tour boost from these countries,” said Mr Bassett.

The September year end spend figure (\$6.7b) is lower than the year end June 2006 figure (\$7.0b) which can be attributed to the influence of the Lions tour not being included in the September year results.

“The industry should be heartened by the growth in spending by our international visitors as we enter the January/February peak season,” said Mr Bassett.

For further information on the release of International Visitor Survey data please visit the Ministry of Tourism research website ([www.tourismresearch.govt.nz](http://www.tourismresearch.govt.nz)) or contact Markus Landvogt – telephone (04) 474 2683 or email [markus.landvogt@tourism.govt.nz](mailto:markus.landvogt@tourism.govt.nz)

**[www.tourismresearch.govt.nz](http://www.tourismresearch.govt.nz)**

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# Supplementary Data Sheet



## IVS Media Release December 2006 (prepared by the Ministry of Tourism)

Table 1 demonstrates **spend** by New Zealand's top 10 markets. Growth in spend by China (+16.7%) and the United States (+ 11.1%) markets has been most significant.

**Table 1: International Visitor Spend in New Zealand for Year Ended September (in \$NZm)**

<b>Top 10 Markets</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>Last change</b>
Australia	759	867	912	932	1,123	1,441	1,469	1,429	<b>-2.7%</b>
UK	491	562	706	844	882	942	1,045	986	<b>-5.6%</b>
USA	554	665	796	763	680	580	611	679	<b>11.1%</b>
Japan	566	733	705	657	614	632	605	455	<b>-24.9%</b>
Korea	59	149	155	225	496	498	270	314	<b>16.1%</b>
China	32	99	167	328	422	464	301	352	<b>16.7%</b>
Germany	128	166	195	196	227	204	217	248	<b>14.1%</b>
Canada	92	109	135	117	116	122	109	136	<b>24.3%</b>
Taiwan	114	123	125	125	143	118	84	111	<b>32.6%</b>
Singapore	63	96	106	77	79	79	128	62	<b>-51.2%</b>
Other	829	1,026	1,166	1,587	1,451	1,539	1,384	1,900	<b>37.3%</b>
<b>Total Spend</b>	<b>3,688</b>	<b>4,595</b>	<b>5,168</b>	<b>5,852</b>	<b>6,233</b>	<b>6,621</b>	<b>6,225</b>	<b>6,672</b>	<b>7.2%</b>