



VIEWS ON TOURISM<sup>©</sup> PROGRAMME

# VIEWS ON TOURISM: NEW ZEALAND

YEAR ENDING JUNE 2025



# INTRODUCTION

This report updates findings of the Views on Tourism® research to include the year ending June 2025.<sup>1</sup> Tourism New Zealand is Angus & Associates' country-level partner for the Views on Tourism® research programme in New Zealand.

The Views on Tourism survey questions are designed to measure resident opinion on the value of international and domestic tourism and the extent to which tourism is having both positive and adverse impacts. The research considers New Zealand residents' views on tourism and its impacts, both on the country as a whole and their region, and contrasts this with sentiment expressed by residents of other destinations (currently Australia and Ireland) for context.

From 1 October 2023, the research was expanded to measure sentiment towards tourism activity **overall** (while also retaining separate international and domestic tourism sentiment measures), and residents' views on the impacts of tourism across the 'four capitals' (New Zealand's economy, environment, society, and culture).





# METHODOLOGY

The research is undertaken with a sample of at least  $n=250$  New Zealand residents each month, with the survey sample being representative of the New Zealand population (aged 18 years+) by age, gender and region. Data is collected continuously through the year, and the sample accumulates to at least  $n=3,000$  on an annual basis.

The survey sample is drawn from a leading online research panel.

For key measures, results for Australia and Ireland are included in the report to provide context for the New Zealand results. The same Views on Tourism® core question set and similar methodologies are used in those destinations.

## Tourism Approval Rating (TAR)

- Each TAR is an index 'score' calculated from responses to a set of statements about the benefits of tourism activity and its adverse impacts.
- The calculation gives equal weight to responses in relation to each statement.
- Separate TAR scores are calculated for international and domestic tourism and for tourism overall (i.e. there are three scores – one for inbound tourism, one for domestic tourism, and one for tourism overall).
- All TAR scores are calculated using the same methodology (i.e. they are comparable in this sense).
- The TAR is plotted on a six-section scale (Advocacy, Approval, Acceptance, Limited Acceptance, Threatened Acceptance and Disapproval) to highlight residents' overall perceptions of tourism ('tourism sentiment') on an ongoing basis.





## KEY INSIGHTS



Support for tourism remains very strong, with 94% of New Zealanders agreeing that **tourism** is good for New Zealand, and a stable 93% for each, when international and domestic tourism are considered separately.

### Tourism benefits & adverse impacts

Four in five adult New Zealanders surveyed in the year to June 2025 (82%) felt that they had **personally benefited** from tourism activity in their local area. This was consistent with the year prior. As in previous years, the most commonly-reported benefits were **economic** (more local businesses opening/being able to stay open - 36%, and opportunities for employment/income created by tourism - 36%).

In the same period, 72% of New Zealand survey respondents said they had been **negatively impacted** by tourism activity in their local area, which again aligned with the year prior. The top three areas in which respondents reported negative impacts were also consistent from year to year – more litter and waste generation – 30%, greater difficulty finding car parking – 25%, and damage to the natural environment – 23%.

### Tourism Approval Rating (TAR) scores


For the year ending June 2025, the New Zealand resident TAR score for **tourism overall** sits at the level of ‘acceptance’ (47). Both the international and domestic TAR scores have fallen slightly in the latest year to 47 and 58, respectively. This decline in TAR scores is because of an increase in the proportions of New Zealand residents who agree that visitors (and especially international visitors) are putting too much pressure on the country, and on New Zealand’s regions.

### Deep dive analysis: five-year trends in felt benefits and adverse impacts

This quarter’s deep dive focuses on the five-year period from YE June 2020 to YE June 2025 and examines changes in the personally felt benefits and adverse impacts of tourism. The analysis shows that the **top five** benefits and adverse impacts have been consistent throughout the five-year period, but the effects of the COVID-19 pandemic on tourism activity can be clearly seen in movements during this time.

A comparison of results for YE June 2025 with the period most closely approximating ‘pre-COVID’ conditions (the year ending June 2020) reveals some enduring impacts of the pandemic. With tourism activity still below pre-COVID levels, and changes in visitor market composition and length of stay, fewer New Zealanders are reporting a range of tourism benefits – economic, social, cultural and environmental – and also a range of adverse impacts. See pages 29-33 for detail.



A green-tinted photograph of a snowy mountain landscape. In the foreground, two skiers are visible on a slope; one is further down the slope on the left, and the other is in the center wearing a yellow jacket. In the bottom right corner, there is a wooden signpost with two directional signs. The background features a range of rugged, snow-covered mountains under a cloudy sky. A large white circle is overlaid on the left side of the image, containing the text.

## OVERALL SENTIMENT TOWARDS TOURISM ACTIVITY

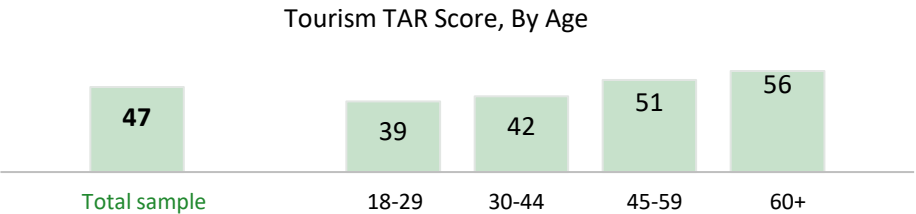


# OVERALL TOURISM

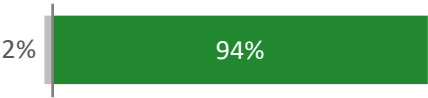
The vast majority of New Zealand residents agree that tourism is good for New Zealand (94%) and/or for their region (89%). More than one third (38%) believe that visitors put too much pressure on New Zealand, and three in ten (31%) believe that visitors put too much pressure on their region. These results have been consistent throughout the seven quarters in which this measure has been included to date.

For the year ending June 2025, the TAR score for tourism overall, which considers the positive and negative impacts of tourism, is at the level of ‘acceptance’ for New Zealand residents (at 47). By age, younger New Zealand residents view tourism less favourably than those in the older age groups.

The tourism TAR score is also lower than it is for the total sample amongst NZ Māori (41), Chinese (42) and Cook Island Māori (34).



Tourism is good for New Zealand



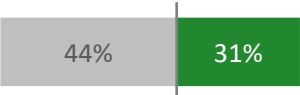
Tourism is good for my region



Visitors put too much pressure on New Zealand



Visitors put too much pressure on my region



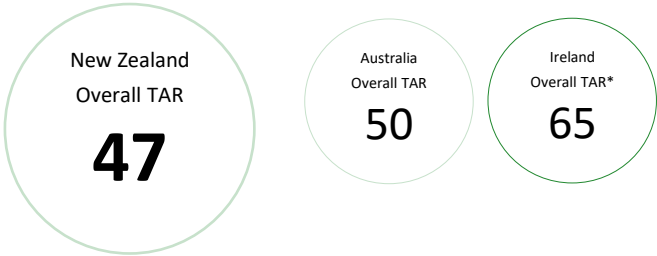
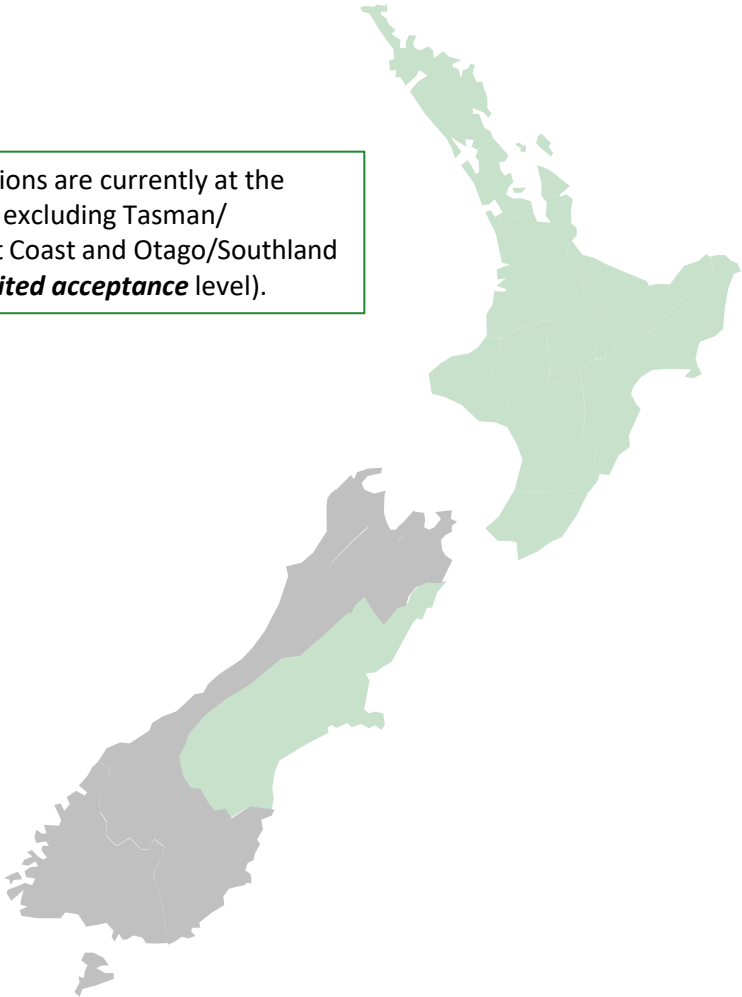
Disagree\*    Agree\*



# OVERALL TOURISM (CONT.)

The majority of NZ regions are currently at the **acceptance** level, excluding Tasman/Nelson/Marlborough/West Coast and Otago/Southland (which are at the **limited acceptance** level).

- Advocacy
- Approval
- Acceptance
- Limited Acceptance
- Threatened Acceptance
- Disapproval



Region	Overall TAR	N=
Northland	48	119
Auckland	49	1,008
Waikato	53	289
Bay of Plenty/Gisborne/Hawke’s Bay	49	387
Taranaki/Manawatu-Wanganui	49	228
Wellington	48	330
Tasman/Nelson/Marlborough/West Coast	38	124
Canterbury	46	390
Otago/Southland	37	302

Sample sizes for some regions are relatively small - some neighboring regions have been grouped to ensure sufficient sample. Regional TAR scores should be treated as indicative only - they show there is some variance at a regional level, and they provide context for the national TAR score. More detailed insights on regions/communities may be available from Angus & Associates or Regional Tourism Organisations.



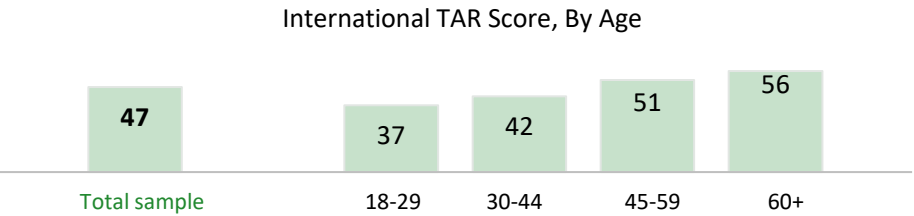
# INTERNATIONAL TOURISM

The vast majority of New Zealand residents also agree that **international tourism** is good for New Zealand (93%) and/or for their region (89%).

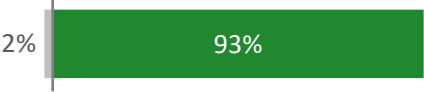
Reflecting the TAR score for ‘tourism overall’, the international TAR score is at the level of ‘acceptance’ for New Zealand residents (at 47). This is 2 points lower than in the year ending June 2024; a shift that can be explained by significant increases in the proportion of respondents indicating that international visitors **put too much pressure on New Zealand** and in the proportion indicating that international visitors **put too much pressure on their region**.

By age, younger New Zealand residents view international tourism less favourably than older residents.

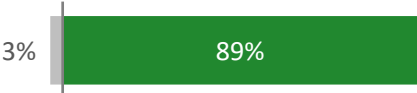
As with the overall TAR score, the international TAR score is also lower than average amongst NZ Māori (38), Chinese (41) and Cook Island Māori (35).



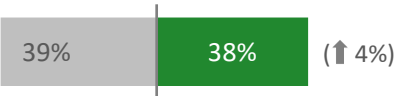
International tourism is good for New Zealand



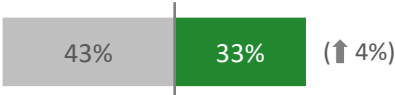
International tourism is good for my region



International visitors put too much pressure on New Zealand



International visitors put too much pressure on my region

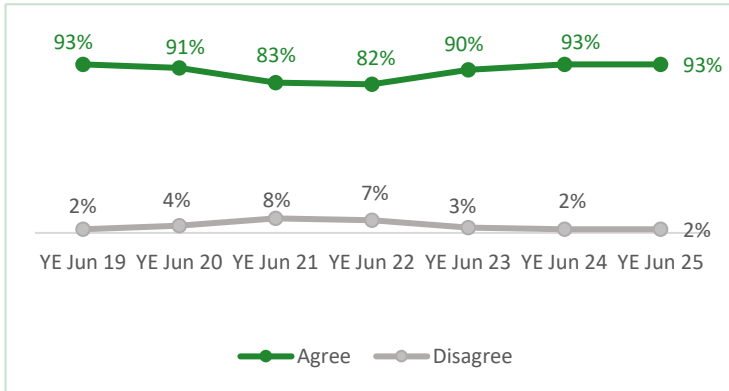


Disagree\*    Agree\*

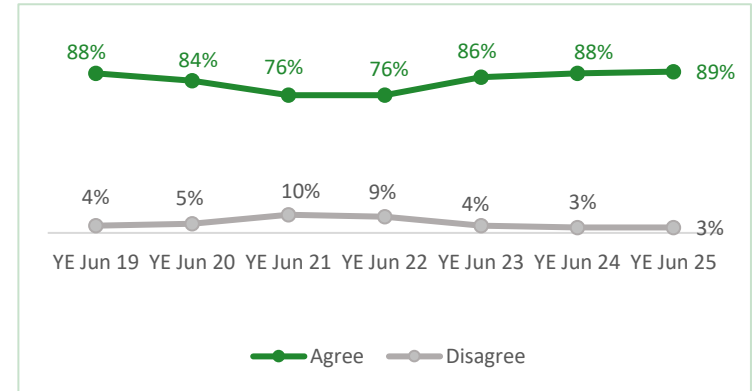


# INTERNATIONAL TOURISM

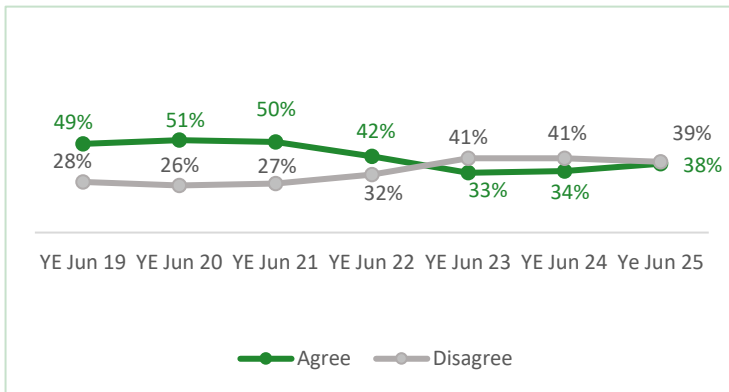
International tourism is good for New Zealand



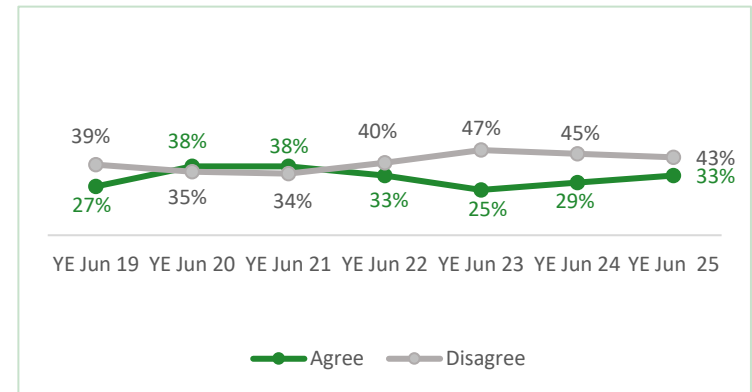
International tourism is good for my region



International visitors put too much pressure on New Zealand



International visitors put too much pressure on my region



Base: Total sample - New Zealand residents: YE Jun 19 (n=2,487); YE Jun 20 (n=2,863); YE Jun 21 (n=3,066); YE Jun 22 (n=3,111); YE Jun 23 (n=3,259); YE Jun 24 (n=3,049); YE Jun 25 (n=3,177)

\*Agree = Strongly agree + Agree + Somewhat agree; Disagree = Strongly disagree + Disagree + Somewhat disagree; 'Neither agree nor disagree' and 'Don't know' responses excluded

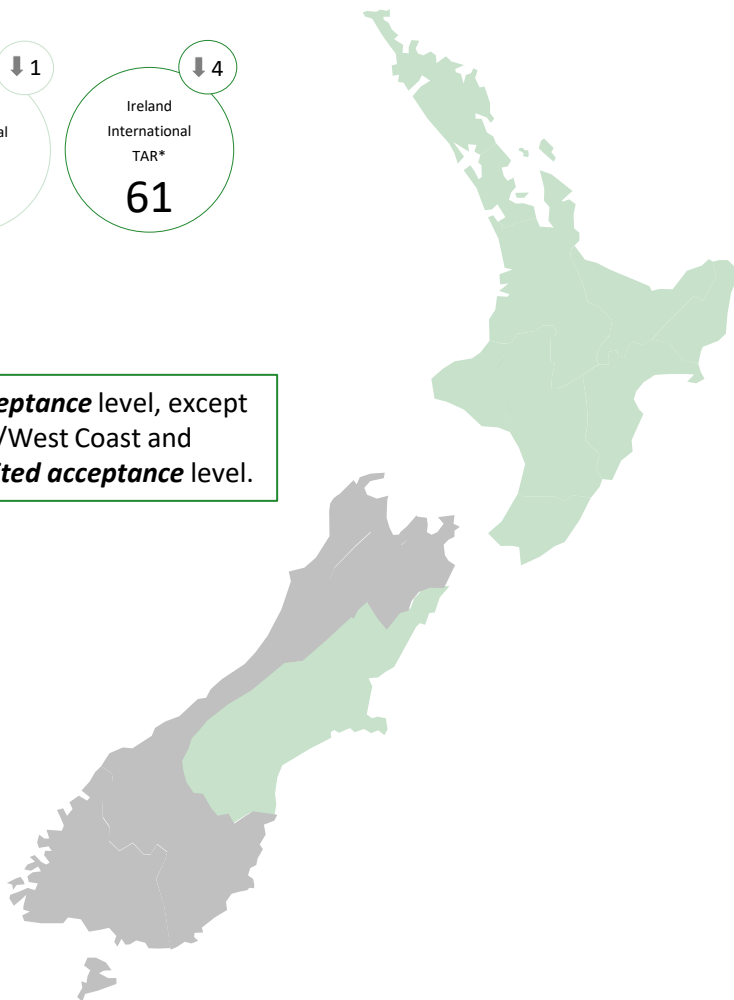


# INTERNATIONAL TOURISM (CONT.)

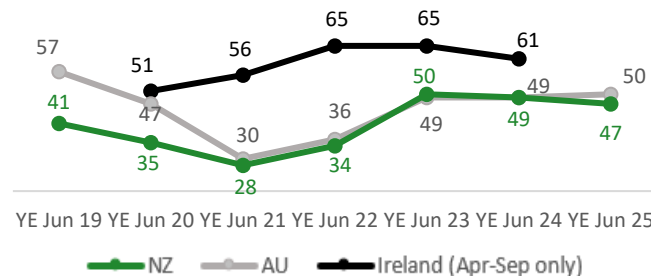


Every NZ region is currently at the **acceptance** level, except for Tasman/Nelson/Marlborough/West Coast and Otago/Southland which are at the **limited acceptance** level.

- Advocacy
- Approval
- Acceptance
- Limited Acceptance
- Threatened Acceptance
- Disapproval



Annual International TAR - Trend



Region	International TAR	N=
Northland	51	119
Auckland	49	1,008
Waikato	53	289
Bay of Plenty/Gisborne/Hawke's Bay	49	387
Taranaki/Manawatu-Wanganui	48	228
Wellington	48	330
Tasman/Nelson/Marlborough/West Coast	38	124
Canterbury	45	390
Otago/Southland	35	302

Sample sizes for some regions are relatively small - some neighboring regions have been grouped to ensure sufficient sample. Regional TAR scores should be treated as indicative only - they show there is some variance at a regional level, and they provide context for the national TAR score. More detailed insights on regions/communities may be available from Angus & Associates or Regional Tourism Organisations.

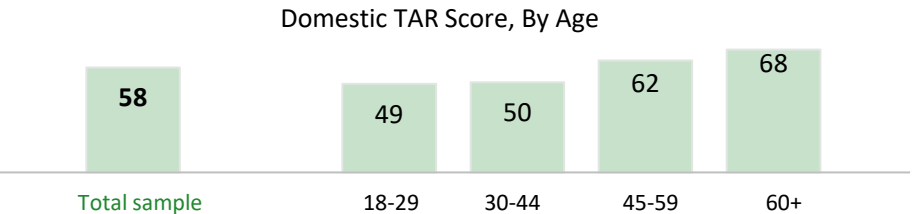


DOMESTIC TOURISM

As with tourism overall, and international tourism, the great majority of New Zealand residents agree that domestic tourism is good for New Zealand (93%) and/or for their region (91%). A quarter (26%) believe that domestic visitors put too much pressure on New Zealand, and a similar proportion (24%) believe that domestic visitors put too much pressure on their region.

New Zealand’s domestic TAR score, which takes into account the positive and negative impacts of domestic tourism, has fallen to 58, down from 59 in the previous 12-month period. As for international tourism, support for domestic tourism has a correlation with age (older residents are more likely to be supportive).

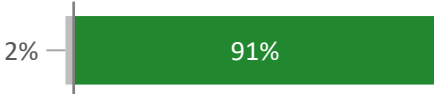
The domestic TAR score is lower than it is for the total sample amongst Chinese (48) and NZ Māori (52).



Domestic tourism is good for New Zealand



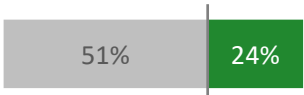
Domestic tourism is good for my region



Domestic visitors put too much pressure on New Zealand



Domestic visitors put too much pressure on my region



Disagree\* Agree\*

Base (YE Jun 2025): Total sample - New Zealand residents n=3,177

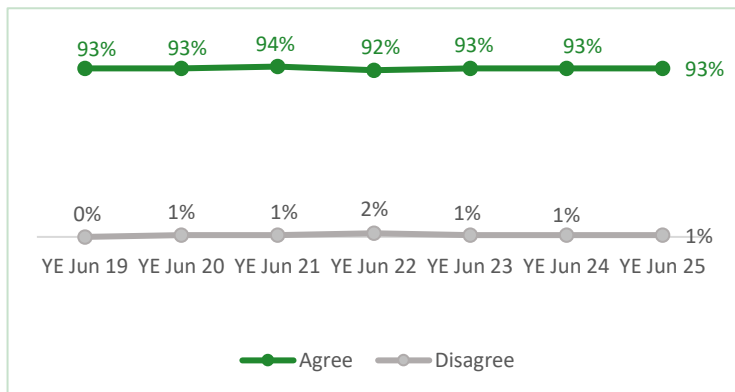
Arrows (↑/↓) indicate statistically significant differences vs YE Jun 2024 at 95% confidence level

\*Agree = Strongly agree + Agree + Somewhat agree; Disagree = Strongly disagree + Disagree + Somewhat disagree; 'Neither agree nor disagree' and 'Don't know' responses excluded

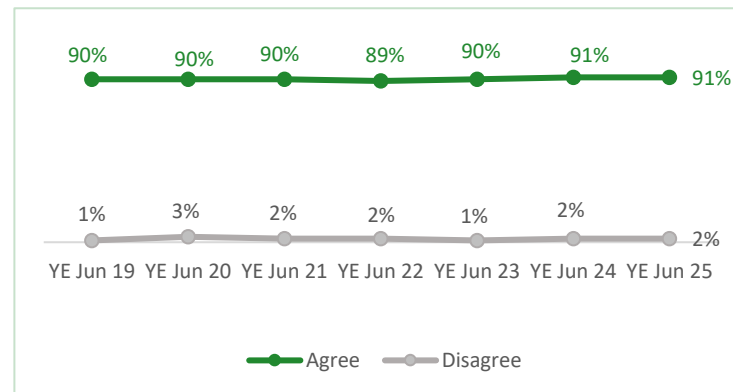


# DOMESTIC TOURISM

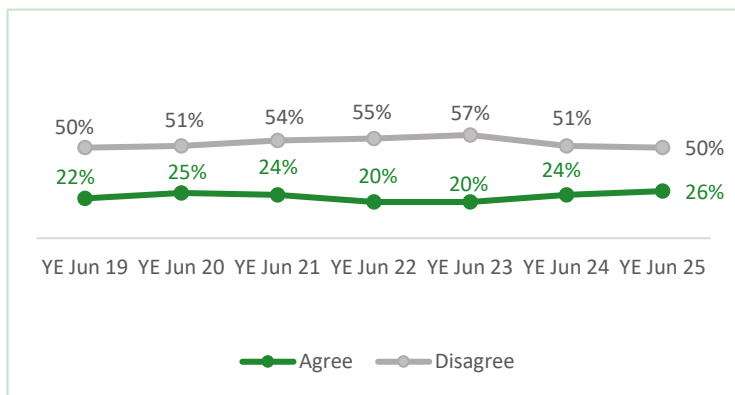
Domestic tourism is good for New Zealand



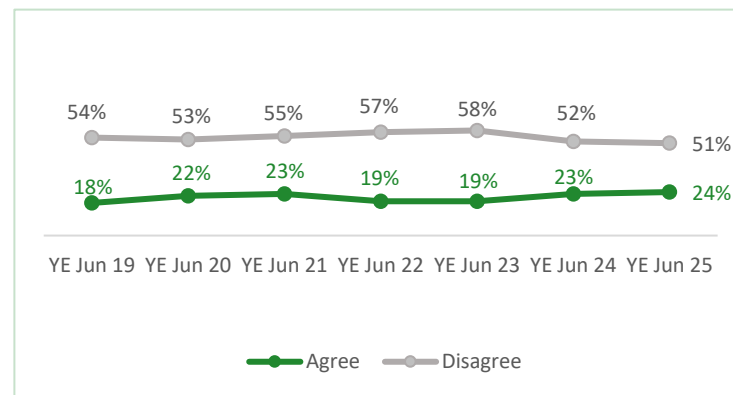
Domestic tourism is good for my region



Domestic visitors put too much pressure on New Zealand



Domestic visitors put too much pressure on my region



Base: Total sample - New Zealand residents: YE Jun 19 (n=2,487); YE Jun 20 (n=2,863); YE Jun 21 (n=3,066); YE Jun 22 (n=3,111); YE Jun 23 (n=3,259); YE Jun 24 (n=3,049); YE Jun 25 (n=3,177)

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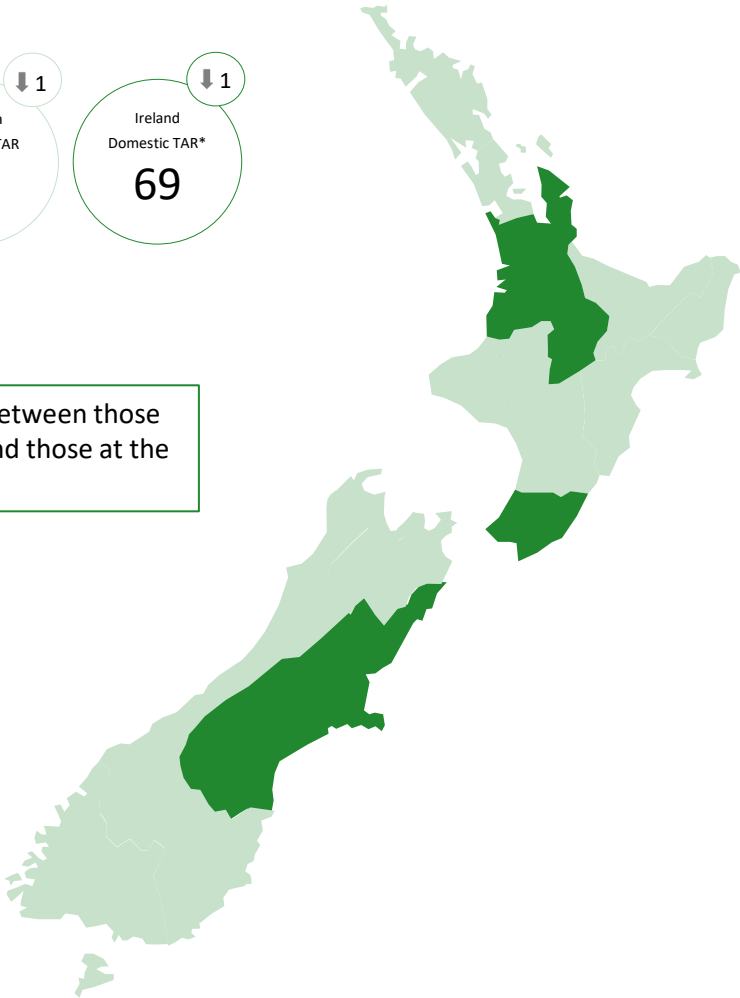


DOMESTIC TOURISM (CONT.)

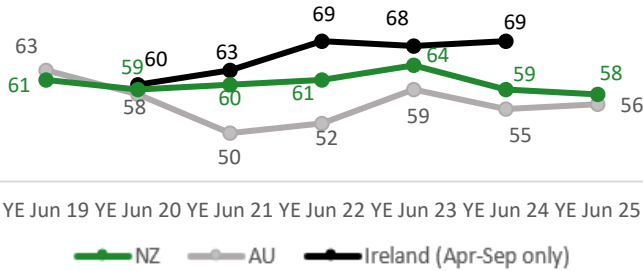


New Zealand regions are divided between those currently at the **acceptance** level and those at the **approval** level.

- Advocacy
- Approval
- Acceptance
- Limited Acceptance
- Threatened Acceptance
- Disapproval



Annual Domestic TAR - Trend



Region	Domestic TAR	N=
Northland	58	119
Auckland	56	1,008
Waikato	60	289
Bay of Plenty/Gisborne/Hawke’s Bay	57	387
Taranaki/Manawatu-Wanganui	58	228
Wellington	61	330
Tasman/Nelson/Marlborough/West Coast	58	124
Canterbury	60	390
Otago/Southland	58	302

Sample sizes for some regions are relatively small - some neighboring regions have been grouped to ensure sufficient sample. Regional TAR scores should be treated as indicative only - they show there is some variance at a regional level, and they provide context for the national TAR score. More detailed insights on regions/communities may be available from Angus & Associates or Regional Tourism Organisations.



# Views on Tourism Snapshot: New Zealand Residents

Research was conducted between July 2024 and June 2025 using Angus & Associates' [Views on Tourism](#)® programme. The sample includes n=3,177 New Zealand residents aged 18+ years.

## TOURISM APPROVAL RATING (TAR)

TAR score highlights residents' overall perceptions of tourism

Overall TAR:

International TAR:

Domestic TAR:



New Zealand

47

Australia

50

Ireland

65

New Zealand

47

(-2)

Australia

50

(-1)

Ireland

61

(-4)

New Zealand

58

(-1)

Australia

56

(-1)

Ireland

69

(-1)

82% of New Zealand residents have experienced **benefits** from tourism activity in their area, and the top 5 are...



More local businesses opening, or being able to stay open



Opportunities for employment & income



Opportunities to learn more about other cultures



Inspired them to travel domestically



Greater appreciation of the natural environment

72% of New Zealand residents have experienced **adverse impacts** from tourism activity in their area, and the top 5 are...



More litter and waste generation



Greater difficulty finding a car park



Damage to the natural environment



Takes longer to get to places due to traffic and congestion



Feel less safe driving

Residents most commonly want their local tourism industry to focus in the future on...



Improving community infrastructure



Creating employment for people in the community



Attracting more international visitors



Encouraging visitors to travel outside the peak season



Attracting more domestic visitors



A green-tinted photograph of a snowy mountain landscape. In the foreground, two skiers are visible on a slope; one is further down the slope on the left, and the other is in the center, wearing a yellow jacket. In the bottom right corner, there is a wooden signpost with two directional signs. The background features a range of rugged, snow-covered mountains under a cloudy sky. A large white circle is overlaid on the left side of the image, containing the title text.

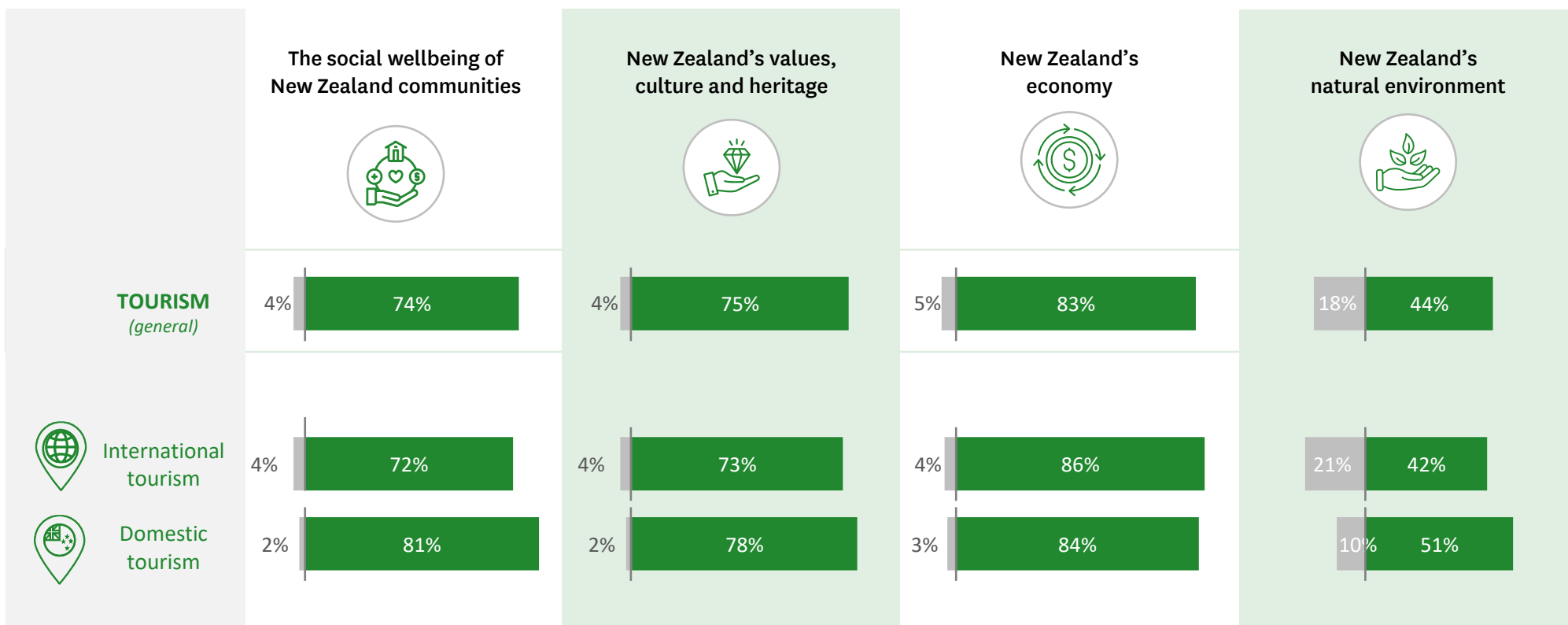
## IMPACTS OF TOURISM BASED ON THE FOUR CAPITALS



# POSITIVE / NEGATIVE IMPACTS OF TOURISM

New Zealand residents think tourism has the most positive impact on the economy and the most negative impact on the natural environment.

Thinking about the positive or negative impacts of tourism, what impacts would you say tourism has on...



Negative\* Positive\*

Base (YE Jun 2025): Total sample - New Zealand residents n=3,177

\*Negative = Very negative + Negative; Positive = Very positive + Positive;

'Neither positive nor negative' responses excluded



A green-tinted photograph of a snowy mountain landscape. In the foreground, two skiers are visible on a slope; one is further down the slope to the left, and the other is in the center, wearing a yellow jacket. In the bottom right corner, there is a wooden signpost with two directional signs. The background features a range of rugged, snow-covered mountains under a cloudy sky. A large white circle is overlaid on the left side of the image, containing the text.

## FELT BENEFITS & IMPACTS OF TOURISM ACTIVITY



# BENEFITS FROM TOURISM ACTIVITY IN LOCAL AREA

In which of the following ways, if any, would you say you/your family benefit from tourism activity in your local area?

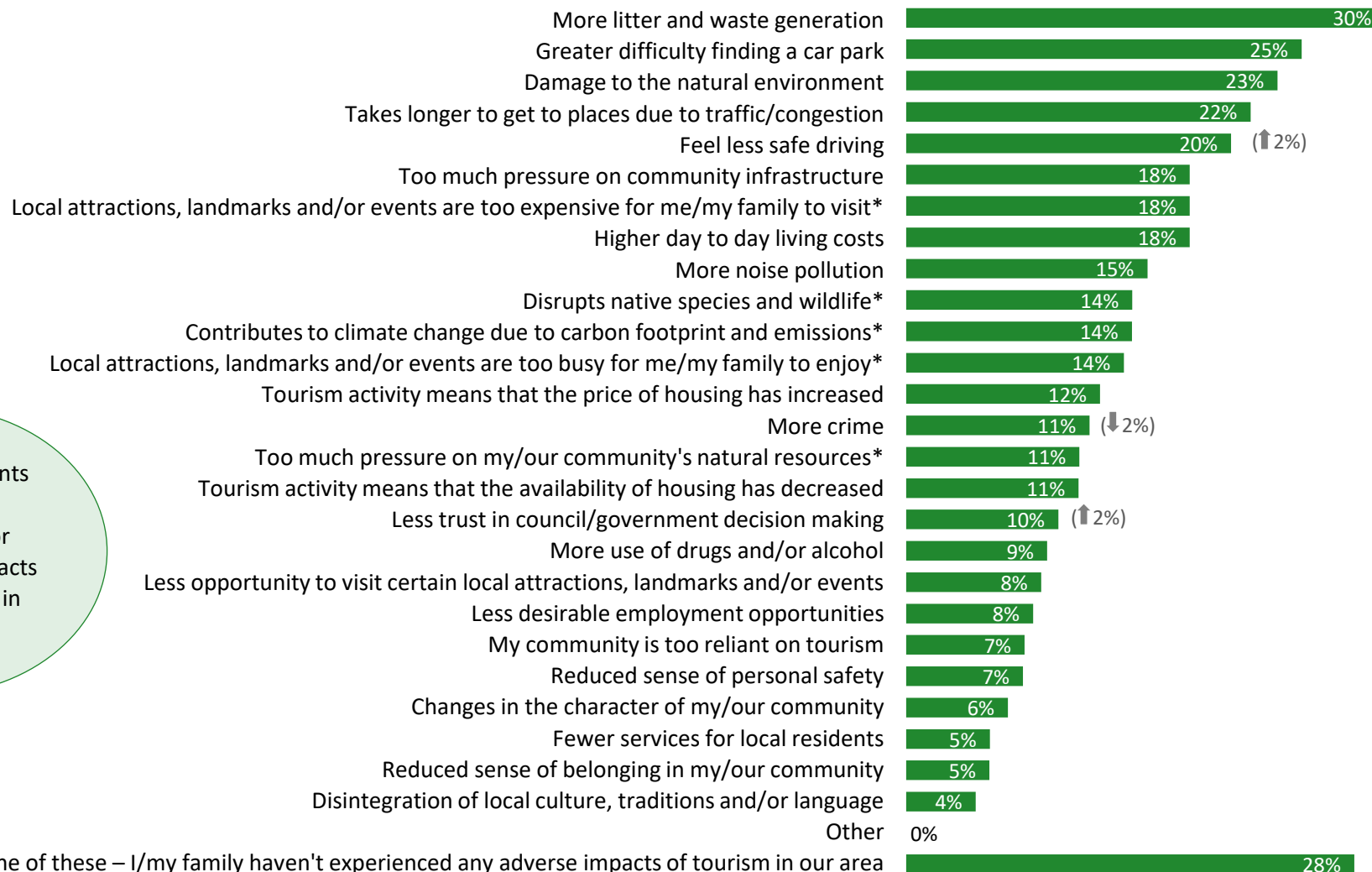
**82%** of NZ residents report having experienced one or more benefits of tourism activity in their local area





# NEGATIVE IMPACTS OF TOURISM ACTIVITY IN LOCAL AREA

In which of the following ways, if any, would you say you/your family are negatively impacted by tourism in your local area?



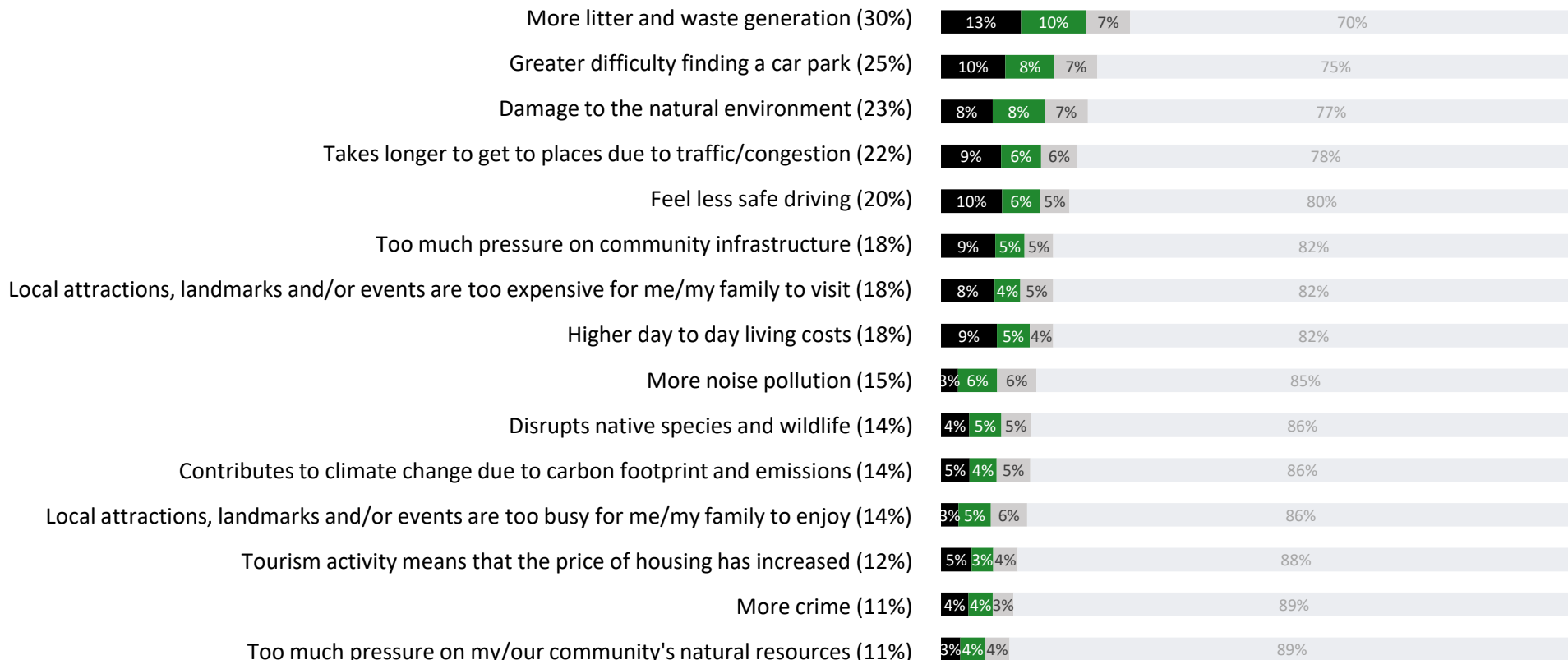
**72%** of NZ residents report having experienced one or more adverse impacts of tourism activity in their local area



# ACTION TAKEN TO ADDRESS THE NEGATIVE IMPACTS OF TOURISM

Thinking about the areas in which tourism has negatively impacted you/your family, would you say that:  
not enough action is being taken/enough action is being taken/don't know/no adverse impact?

## Negative impact (Top 15 - ranked by prevalence)



■ Not enough action taken
■ Enough action taken  
■ Don't know
■ No adverse impact

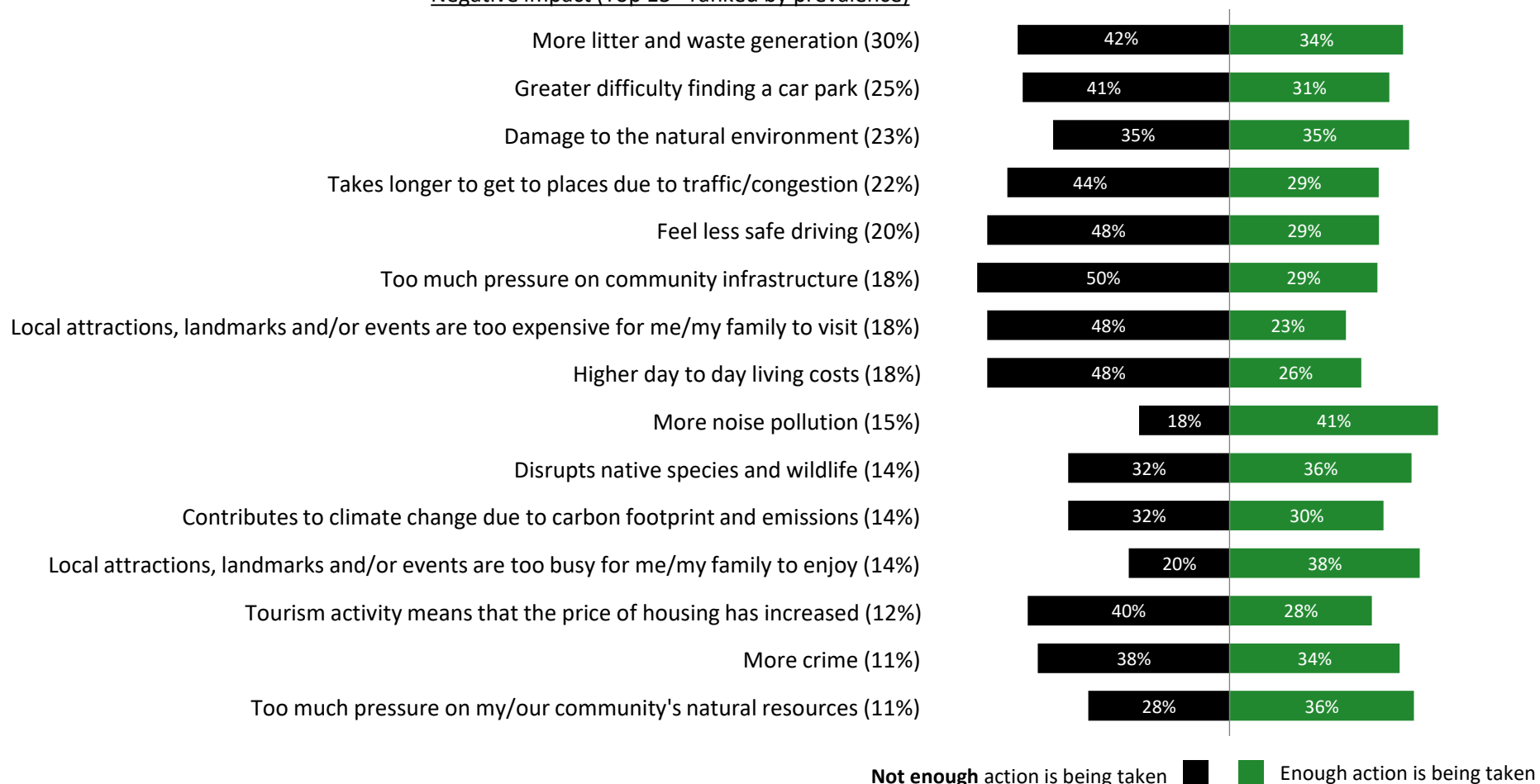
Base (YE Jun 2025): Total sample - New Zealand residents n=3,177



# ACTION TAKEN TO ADDRESS THE NEGATIVE IMPACTS OF TOURISM

Thinking about the areas in which tourism has negatively impacted you/your family, would you say that:  
not enough action is being taken/enough action is being taken?

## Negative impact (Top 15 - ranked by prevalence)



Base (YE Jun 2025): Total sample - New Zealand residents n=3,177  
'Don't know' and no impact responses excluded



A green-tinted photograph of a snowy mountain landscape. In the foreground, two skiers are visible on a slope; one is further down the slope, and the other is slightly higher and to the right. In the lower right corner, there is a wooden signpost with two directional signs. The background features a range of rugged, snow-covered mountains under a cloudy sky. A large white circle is overlaid on the left side of the image, containing the title text.

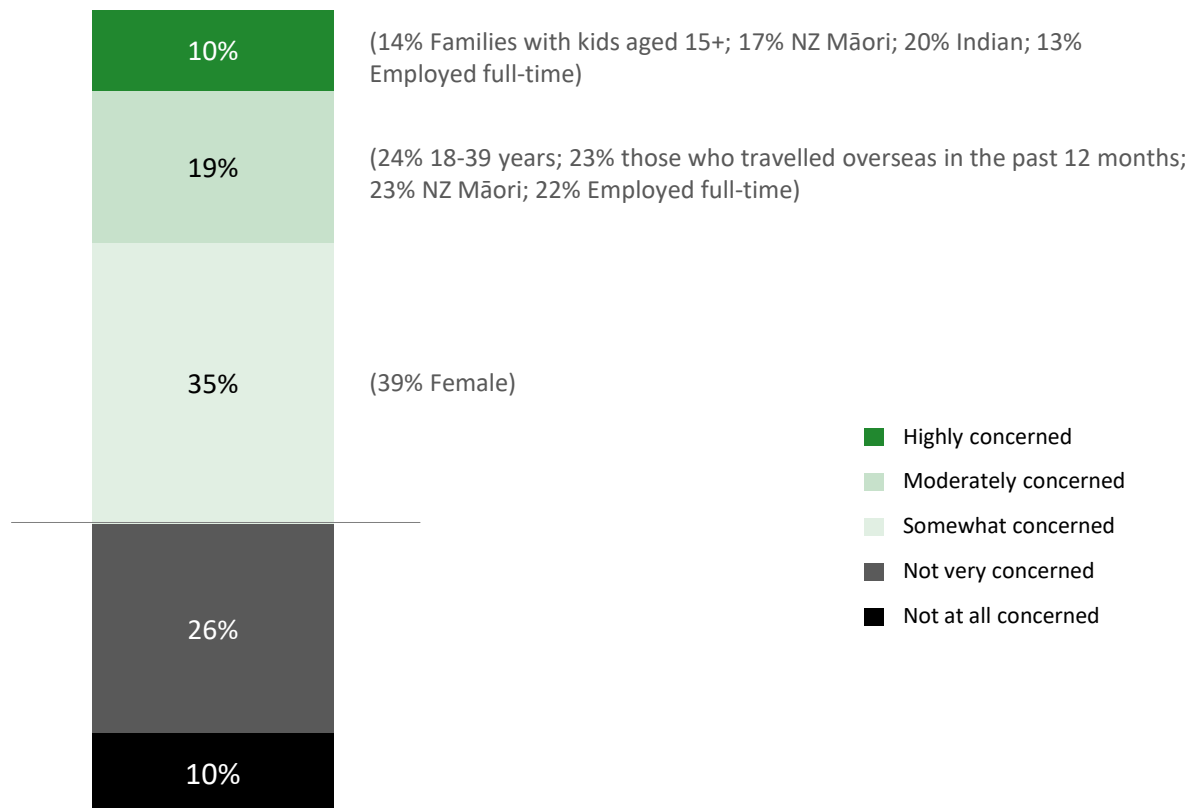
## ENVIRONMENTAL IMPACTS OF TOURISM



# CONCERN ABOUT ENVIRONMENTAL IMPACTS OF TOURISM

**Almost two-thirds** of New Zealand residents are concerned, to varying degrees, with the impact tourism could be having on the natural environment.

How concerned are you with any impact tourism could be having on New Zealand's natural environment?

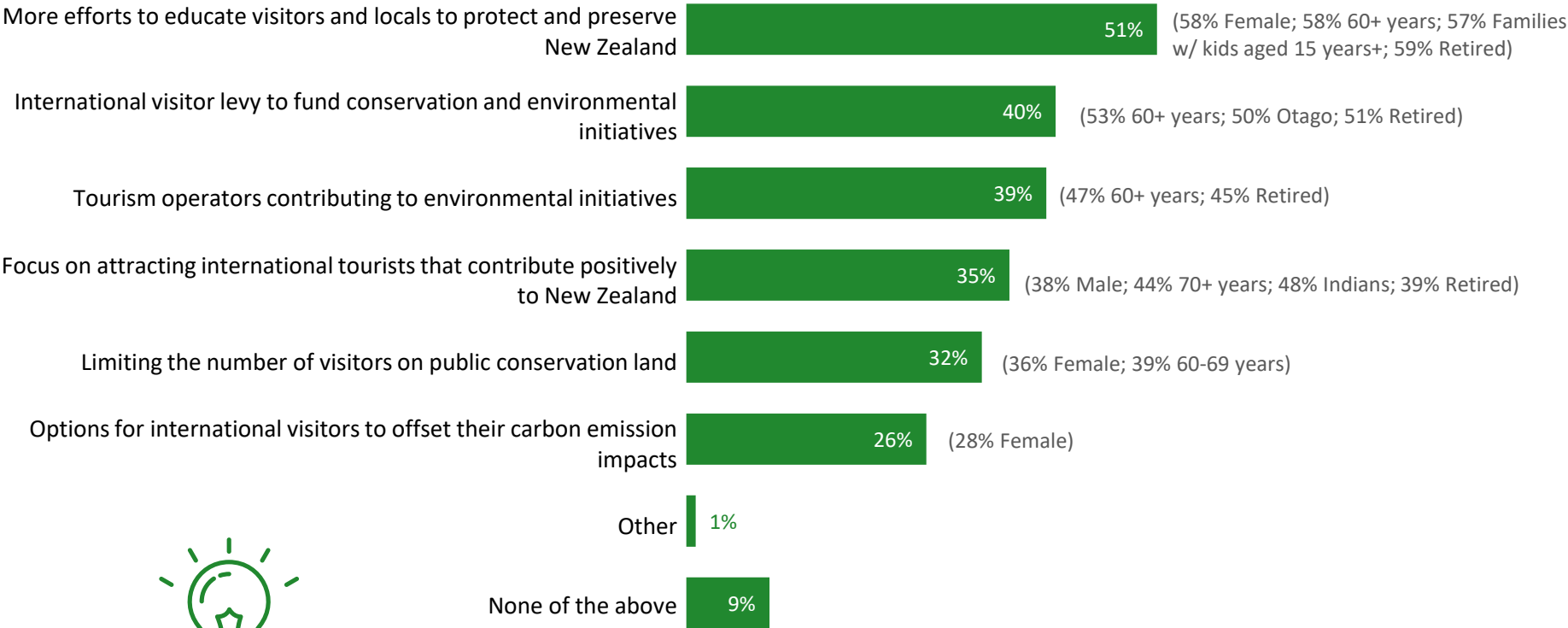





# MEASURES TO MITIGATE ENVIRONMENTAL IMPACTS

More than half of New Zealanders surveyed would like to see a greater education effort in place to protect New Zealand’s environment.

What measures would you like to see in place to mitigate environmental impacts of tourism?





A green-tinted photograph of a snowy mountain landscape. In the foreground, two skiers are visible on a slope; one is wearing a yellow jacket. In the lower right, a wooden signpost with two directional signs is visible. The background features a range of rugged, snow-covered mountains under a cloudy sky. A large white circle is overlaid on the left side of the image, containing the text.

## FUTURE FOCUS FOR LOCAL TOURISM INDUSTRY



# FUTURE FOCUS FOR TOURISM INDUSTRY

On which of the following would you like your local tourism industry to most focus in the future? (select up to three)



Base (YE Jun 2025): Total sample - New Zealand residents n=3,177

Arrows (↑/↓) indicate statistically significant differences vs YE Jun 2024 at 95% confidence level

\*Option added in Oct 23 so no comparison available



A green-tinted photograph of a snowy mountain landscape. In the foreground, two skiers are visible on a slope; one is wearing a yellow jacket. In the lower right, a wooden signpost has two directional signs: 'Exchange Drop' and 'To Lunch Room'. The background features a range of rugged, snow-covered mountains under a cloudy sky.

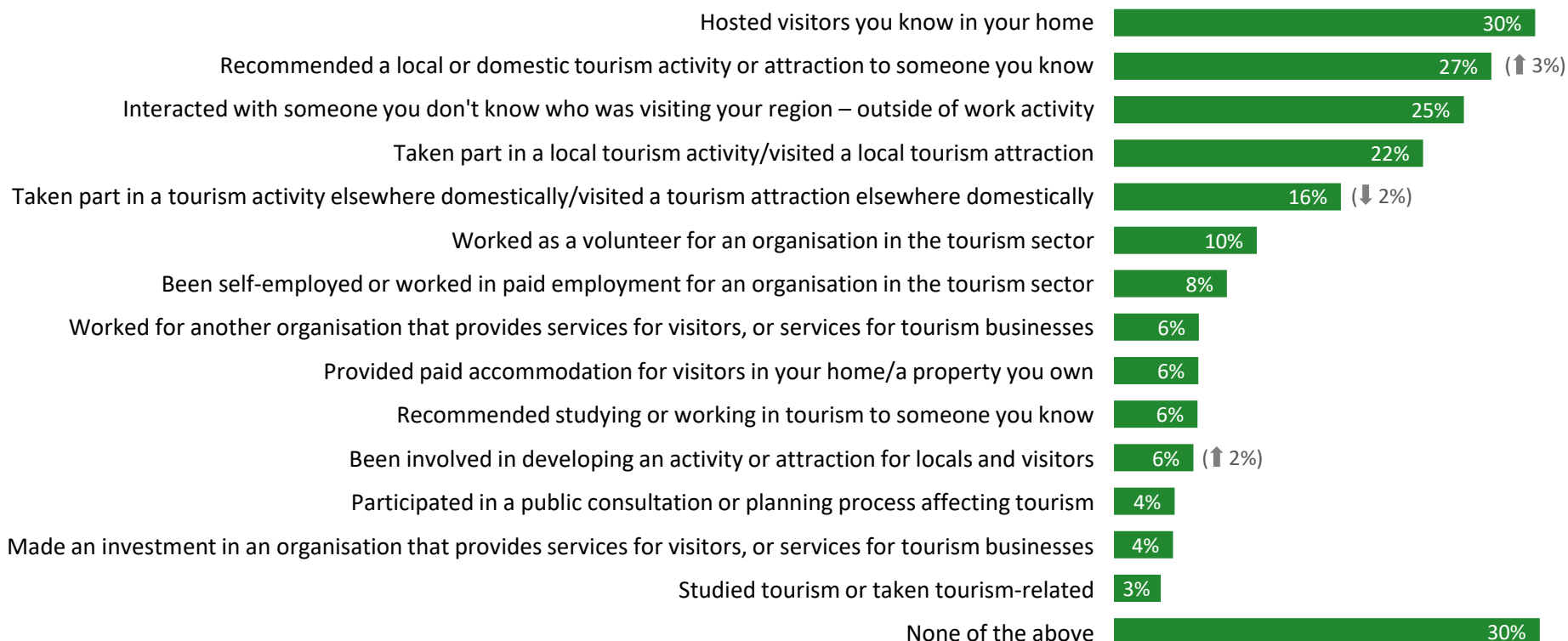
## RESIDENT ENGAGEMENT ACTIONS WITH VISITORS




# RESIDENT ENGAGEMENT ACTIONS WITH TOURISM/VISITORS

**70%** of New Zealand residents have engaged with tourism/visitors in some way during the past two years.

Which of the following have you personally done in the last two years (if any)?





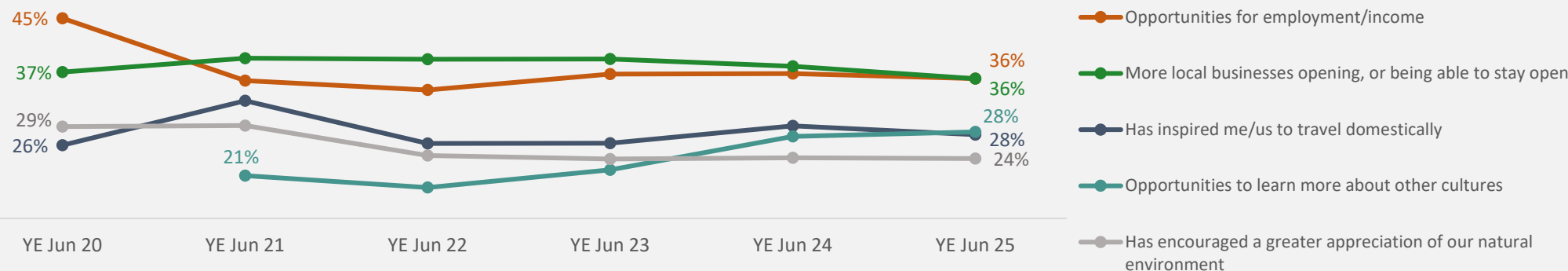
A green-tinted photograph of a snowy mountain landscape. In the foreground, two skiers are visible on a slope; one is wearing a yellow jacket. In the lower right, a wooden signpost with two directional signs is visible. The background features a range of rugged, snow-covered mountains under a cloudy sky. A large white circle on the left side of the image contains the title text.

## DEEP DIVE: FIVE- YEAR TRENDS IN FELT BENEFITS & IMPACTS



# BENEFITS FROM TOURISM ACTIVITY IN LOCAL AREA

## TOP 5 BENEFITS



The five most commonly reported **benefits of tourism** have been consistent over the five year period to June 2025, although the onset of the COVID-19 pandemic and its affects on tourism are plain to see.

The proportion of New Zealanders reporting 'opportunities for employment/income' as a benefit of tourism fell sharply in the year following the emergence of COVID and has recovered only slowly since. The proportion of New Zealanders reporting 'opportunities to learn more about other cultures' was subdued in the two years to June 2022 (while New Zealand's border was closed) but has increased steadily as international visitors have returned.

As shown overleaf, tourism's contribution to community vibrancy also took an immediate hit as the international border was closed and domestic tourism activity suppressed during the height of the COVID-19 pandemic. The same effect can be seen in 'opportunities to get involved with/attend local festivals and cultural events', in tourism 'enhanc(ing) the profile or identity' of New Zealand's regions, in access to 'improved transport services/transport developments', and in the 'greater sense of belonging to the community' engendered by tourism activity.

A comparison of the latest year's results with the period most closely approximating 'pre-COVID' conditions (the year ending June 2020) reveals a number of enduring impacts of the COVID pandemic. With international tourism yet to recover to pre-COVID levels, and the nature of the market changed in some respects, fewer New Zealanders are reporting the following as benefits of tourism in their local area: -

- My/our community is a more vibrant and friendly place to live
- Opportunities for employment/income
- Has given me/my family a greater sense of belonging to my/our community
- Has enhanced the profile or identity of my/our area
- Improved transport services/transport developments
- Has encouraged greater appreciation of our natural environment
- A greater variety of goods and services being available than otherwise would be
- Opportunities to get involved with/attend local festivals and cultural events.

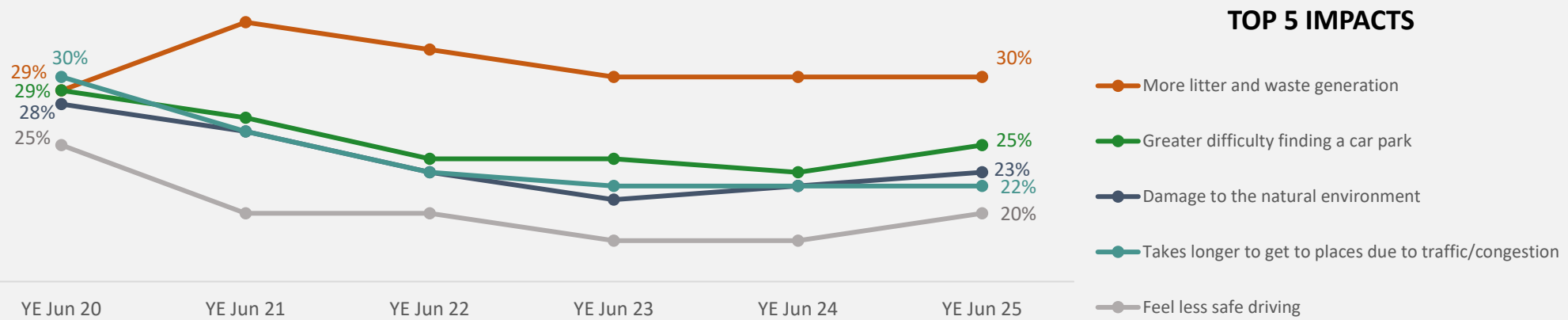
It is notable that this 'loss of felt benefit' is broadly-based, encompassing the social, cultural, economic and environmental dimensions of tourism's impact.



BENEFITS BY YEAR	YE Jun 20	YE Jun 21	YE Jun 22	YE Jun 23	YE Jun 24	YE Jun 25
Opportunities for employment/income	45%	36%	34%	37%	37%	36% (-9%)
More local businesses opening, or being able to stay open	37%	39%	39%	39%	38%	36% (-1%)
Has inspired me/us to travel domestically	26%	33%	26%	26%	29%	28% (+2%)
Opportunities to learn more about other cultures	N/A	21%	20%	22%	27%	28% (+7%)
Has encouraged a greater appreciation of our natural environment	29%	29%	24%	24%	24%	24% (-5%)
Improved services for my/our community	22%	23%	22%	23%	22%	23% (+1%)
A greater variety of goods and services being available than otherwise would be	28%	24%	23%	24%	24%	23% (-5%)
My/our community is a more vibrant and friendly place to live	35%	23%	21%	23%	24%	23% (-12%)
Opportunities to get involved with/attend local festivals and cultural events	27%	25%	22%	22%	23%	23% (-4%)
Has enhanced the profile or identity of my/our area	29%	23%	21%	23%	23%	22% (-7%)
Has encouraged a greater appreciation of our historic buildings and culturally significant sites	N/A	25%	20%	20%	21%	22% (-3%)
Encourages protection of significant cultural and heritage sites in my/our area	N/A	N/A	N/A	N/A	15%	20% N/A
Encourages protection of my/our local natural environment	N/A	N/A	N/A	N/A	14%	20% N/A
Improved quality of life	18%	19%	16%	18%	20%	19% (+1%)
Opportunities to learn more about my/our own culture	20%	19%	12%	14%	19%	19% (-1%)
Improved transport services/transport developments	24%	18%	16%	17%	19%	18% (-6%)
Has inspired me/us to travel internationally	18%	13%	11%	15%	19%	19% (+1%)
Enables me/my family to share our culture and values with the rest of the world	N/A	N/A	N/A	N/A	13%	18% N/A
Has given me/my family a greater sense of belonging to our community	21%	14%	11%	13%	15%	13% (-8%)
Has encouraged more sustainable behaviour in my/our community	13%	15%	12%	11%	12%	13% no change
Has increased awareness of climate change in my/our community	11%	12%	10%	10%	12%	10% (-1%)
Other	0%	0%	0%	0%	0%	0% no change
None of these – I/my family haven't benefited from tourism in our area	20%	20%	25%	20%	19%	18% (-2%)
Base: n=	2863	3066	3111	3259	3049	3177



# NEGATIVE IMPACTS OF TOURISM ACTIVITY IN LOCAL AREA



As is the case with benefits, the five most commonly reported **adverse impacts of tourism** have been consistent over the five year period to June 2025, although the influence of the COVID-19 pandemic and its effects on tourism activity can be seen **during** this period.

With the exception of 'more litter and waste' which (perhaps surprisingly) increased in the year following the emergence of COVID-19, the proportions of New Zealanders reporting each of the top five adverse impacts declined from the year ending June 2020 to the year ending June 2023. In most cases, these proportions then stabilised (in the year to June 2024), before increasing again slightly in the latest year.

The year following the onset of COVID also saw a decline in the proportions of New Zealanders reporting that they had been negatively impacted by tourism in relation to its impact on their sense of safety while driving; on day to day living costs; on the price and availability of housing; on the opportunities they had to visit certain local attractions, landmarks and/or events; and the desirability of the employment opportunities available.

A comparison of the latest year's results with the year ending June 2020 (the year most closely aligned with the pre-COVID period) again reveals a number of longstanding impacts. With tourism activity still below pre-COVID levels, and changed in some respects (e.g. In market composition and length of stay), fewer New Zealanders are reporting the following as adverse impacts of tourism in their local area: -

- Takes longer to get to places due to traffic/congestion
- Tourism activity means that the price of housing has increased
- Less opportunity to visit certain local attractions, landmarks and/or events
- Tourism activity means that the availability of housing has decreased
- Damage to the natural environment
- Feel less safe driving
- Less desirable employment opportunities
- Greater difficulty finding a car park
- Higher day to day living costs
- Too much pressure on community infrastructure
- Changes in the character of my/our community.



IMPACTS BY YEAR	YE Jun 20	YE Jun 21	YE Jun 22	YE Jun 23	YE Jun 24	YE Jun 25
More litter and waste generation	29%	34%	32%	30%	30%	30% (+1%)
Greater difficulty finding a car park	29%	27%	24%	24%	23%	25% (-4%)
Damage to the natural environment	28%	26%	23%	21%	22%	23% (-5%)
Takes longer to get to places due to traffic/congestion	30%	26%	23%	22%	22%	22% (-8%)
Feel less safe driving	25%	20%	20%	18%	18%	20% (-5%)
Higher day to day living costs	22%	19%	19%	18%	18%	18% (-4%)
Too much pressure on community infrastructure	22%	24%	19%	17%	16%	18% (-4%)
Local attractions, landmarks and/or events are too expensive for me/my family to visit	N/A	N/A	N/A	N/A	N/A	18% N/A
More noise pollution	13%	17%	17%	15%	15%	15% (+2%)
Disrupts native species and wildlife	N/A	N/A	N/A	N/A	N/A	14% N/A
Contributes to climate change due to carbon footprint and emissions	N/A	N/A	N/A	N/A	N/A	14% N/A
Local attractions, landmarks and/or events are too busy for me/my family to enjoy	N/A	N/A	N/A	N/A	N/A	14% N/A
Tourism activity means that the price of housing has increased	20%	16%	12%	11%	11%	12% (-8%)
More crime	N/A	11%	13%	13%	13%	11% no change
Tourism activity means that the availability of housing has decreased	17%	14%	10%	10%	11%	11% (-6%)
Too much pressure on my/our community's natural resources	N/A	N/A	N/A	N/A	N/A	11% N/A
Less trust in council/government decision making	12%	10%	10%	8%	8%	10% (-2%)
More use of drugs and/or alcohol	N/A	12%	10%	10%	10%	9% (-3%)
Less opportunity to visit certain local attractions, landmarks and/or events	15%	11%	8%	8%	7%	8% (-7%)
Less desirable employment opportunities	13%	10%	7%	7%	7%	8% (-5%)
Reduced sense of personal safety	7%	9%	8%	8%	9%	7% no change
My community is too reliant on tourism	8%	9%	9%	7%	7%	7% (-1%)
Changes in the character of my/our community	9%	7%	6%	6%	6%	6% (-3%)
Fewer services for local residents	5%	6%	5%	5%	5%	5% no change
Reduced sense of belonging in my/our community	5%	5%	4%	4%	4%	5% no change
Disintegration of local culture, traditions and/or language	6%	5%	4%	3%	4%	4% (-2%)
Other:	1%	1%	1%	1%	1%	0% (-1%)
None of these	28%	29%	35%	35%	30%	28% no change
Base: n=	2863	3066	3111	3259	3049	3177



## SAMPLE PROFILE





## SAMPLE PROFILE

Gender	
Male	48%
Female	51%
Gender diverse / Prefer not to say	1%
Age	
18 – 29 years	22%
30 – 39 years	17%
40 – 49 years	17%
50 – 59 years	17%
60 – 69 years	13%
70+ years	14%
Travel in Past 12 Months	
Travelled around New Zealand	75%
Travelled to Australia	25%
Travelled overseas (outside of Australasia)	28%
Have not travelled	14%
Base: Total sample	n=3,177

Region	
Northland	4%
Auckland	32%
Waikato	9%
Bay of Plenty	8%
Gisborne	1%
Hawke's Bay	4%
Taranaki	2%
Manawatū-Whanganui	5%
Wellington & Wairarapa	10%
Tasman	1%
Nelson	2%
Marlborough	1%
West Coast	0%
Canterbury	12%
Otago	8%
Southland	2%
Base: Total sample	n=3,177

Ethnicity	
New Zealand European	68%
Other European	7%
New Zealand Māori	11%
Cook Island Māori	1%
Indian	5%
Chinese	4%
Pacific Islander	3%
Other	12%
Household Composition	
My husband, wife or partner	56%
My mother and/or father	7%
My child/children aged under 5	11%
My child/children aged 5 - 14	17%
My child/children aged 15+	13%
Other family/relatives	9%
Other person(s)	7%
None of the above - I live alone	17%
Prefer not to say	1%
Base: Total sample	n=3,177





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& ASSOCIATES