

A man and a woman are shown from the chest up, laughing joyfully in the rain. The man is on the left, wearing an orange raincoat, and the woman is on the right, wearing a yellow raincoat. They are both looking towards each other. The background is a blurred, misty outdoor setting, possibly a forest or a mountain area. The overall mood is happy and adventurous.

# TE ŌHANGA

Understanding how visitors contribute to  
New Zealand's wellbeing  
November 2020

**FRESH INFO**



**100% PURE  
NEW ZEALAND**

# Introduction

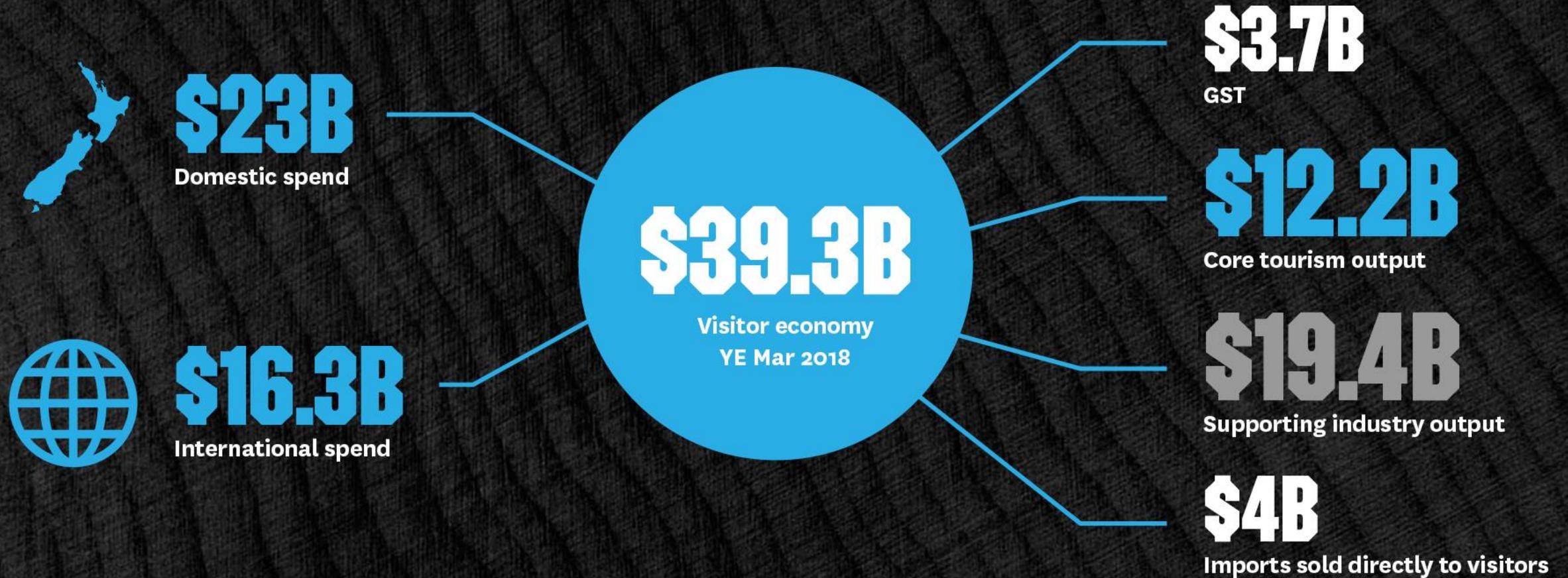
Tourism New Zealand and economists Fresh Info have conducted research to gain a better understanding of the value that visitors bring to Aotearoa.

This information is important for government and industry to understand how visitors contribute to New Zealand's wellbeing, and plan for a future where tourism gives back more than it takes to our people and communities.

The research was derived from existing MBIE MRTE and Stats NZ tourism data to understand economic contribution, productivity as well as the sector's carbon footprint, crown income and contribution to social amenities.

This is the first of continued research by Tourism New Zealand with further insights into some of the key findings released over the next year.

# The visitor economy



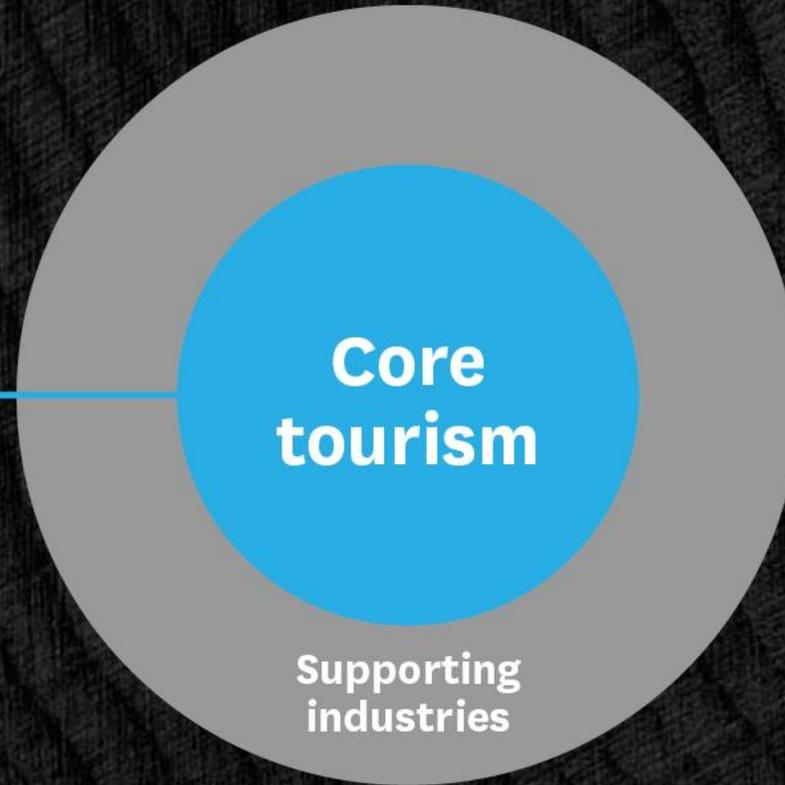
# The visitor economy

The visitor economy can be divided into core tourism and supporting industries

**\$12.2B**

**37%** Share of output sold to visitors

Attractions  
Accommodation  
Transport  
Rental & hiring services



**\$19.4B**

**4%** Share of output sold to visitors

Food & beverage  
Retail  
Arts & recreation  
Education services  
Other industries

# Productivity

Productivity of core tourism businesses is higher than supporting industries

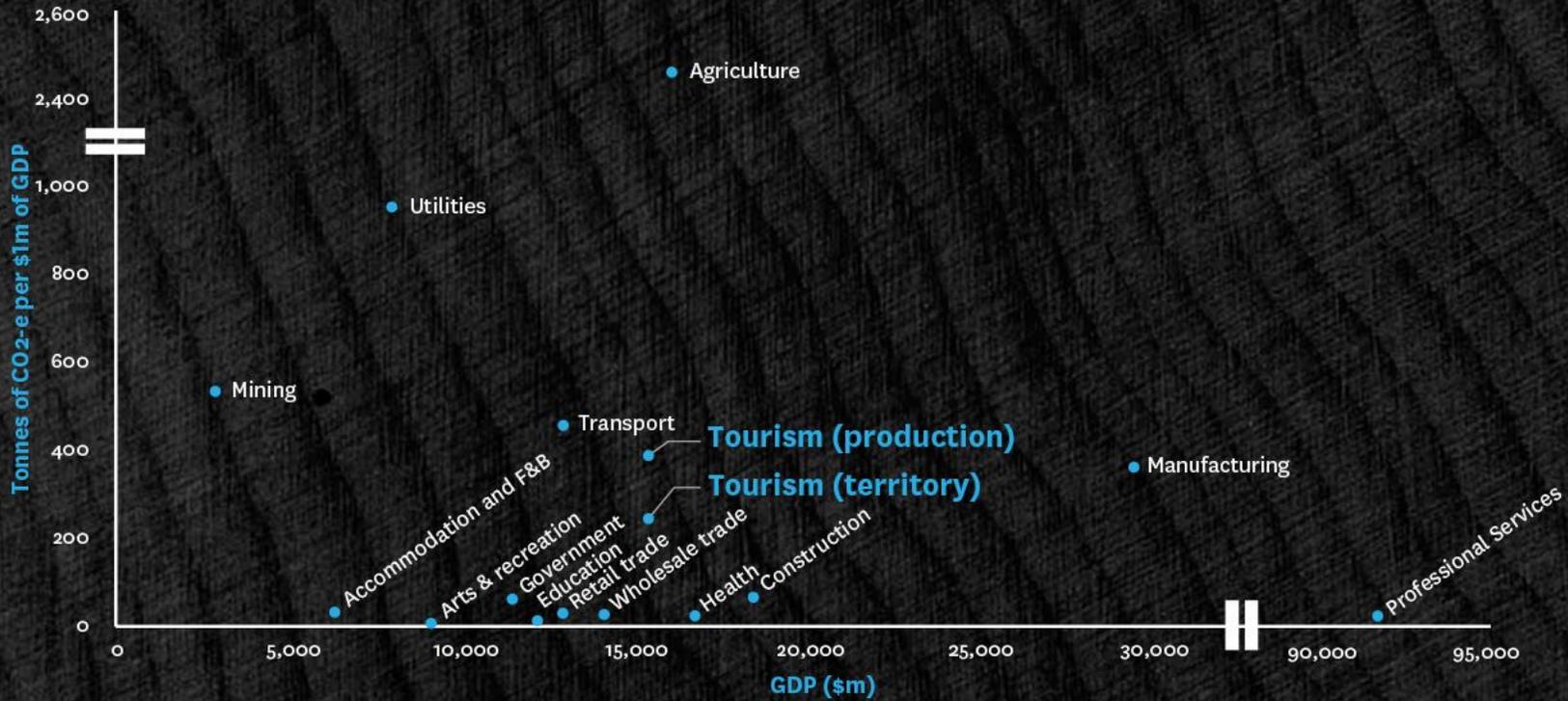


# Spending power

The daily spending power of a visitor is 2-3 times higher than that of a resident



# Carbon footprint



Source: Statistics NZ

# 7.4%

**Share of GHG emissions generated by tourism**

Including the emissions of foreign airlines that carry visitors to and from New Zealand  
(Production basis)

# 4.7%

**Share of GHG emissions generated by tourism**

Based on emissions produced within New Zealand, or by New Zealand-based companies  
(Territory basis)

# Contribution to crown income

Tourism is a significant contributor to crown income

**\$3.8B**

GST

+

**\$3.5B**

other

=

**\$7.3B**

TOTAL

Direct crown income from  
tourism in YE June 2019

# Contribution to crown income

**\$849**

direct crown income  
per international  
visitor



New Zealand  
residents pay

**\$11**

GST per day



International  
visitors pay

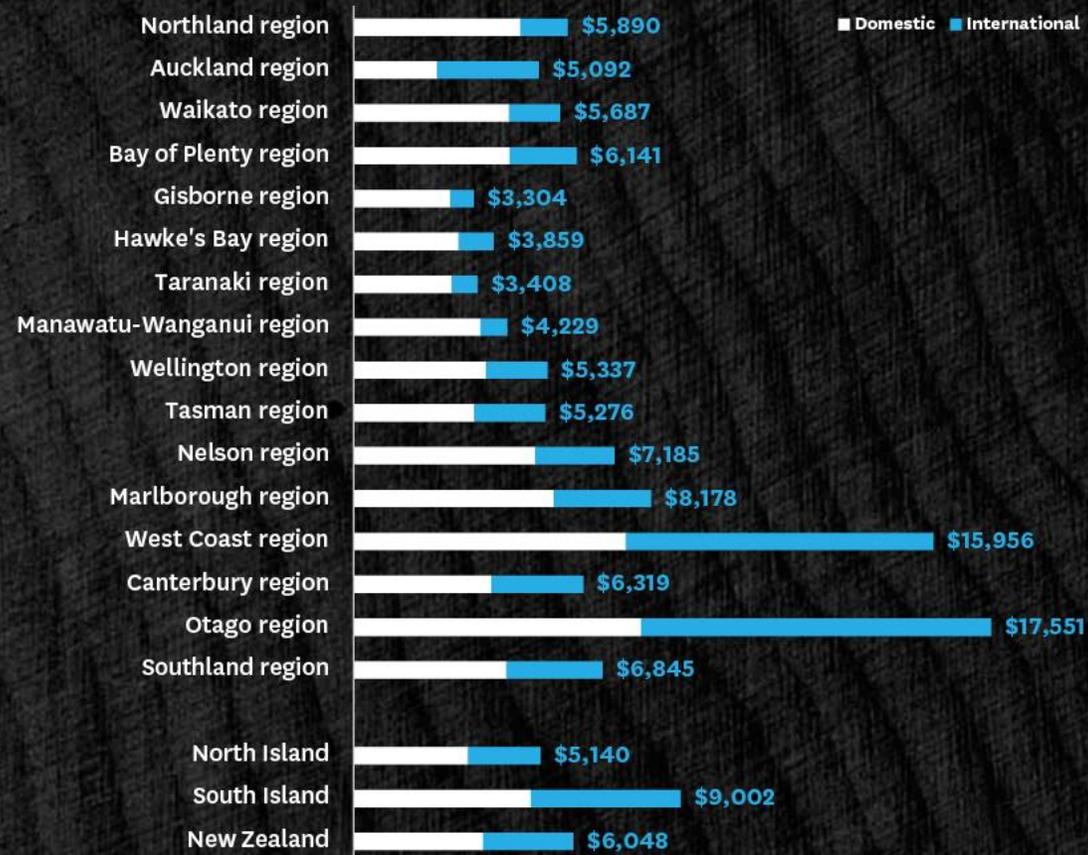
**\$26**

GST per day

**2.3x**

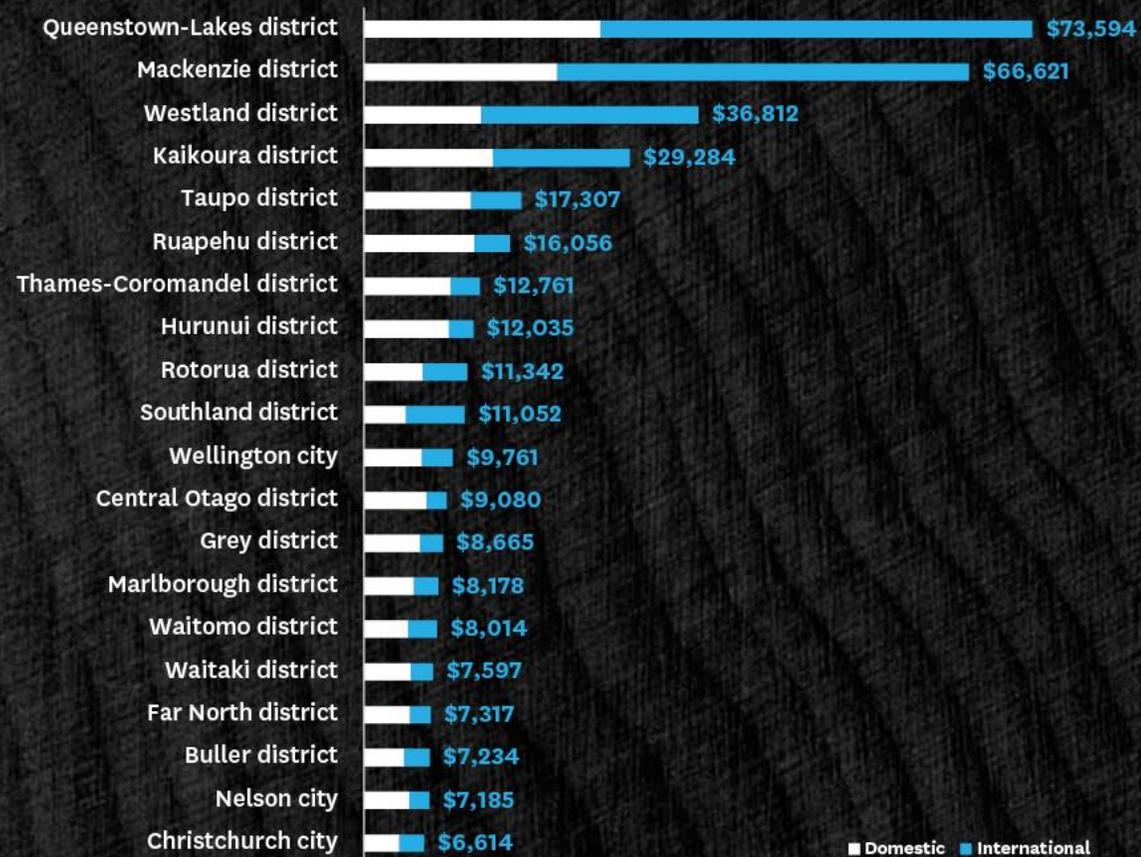
# Regional contribution

## Visitor spend per resident by region, YE July 2019



# Regional contribution

## TAs with highest levels of visitor spend per resident, YE July 2019



# Social amenity

Visitor spend helps to fund things in local communities that residents value

- Cafés, restaurants, bars and clubs
- Retail stores
- Recreational activities
- Museums & galleries
- Public/private transport services
- Events & event venues
- Road/rail/air connectivity

*This will be explored more in phase two*

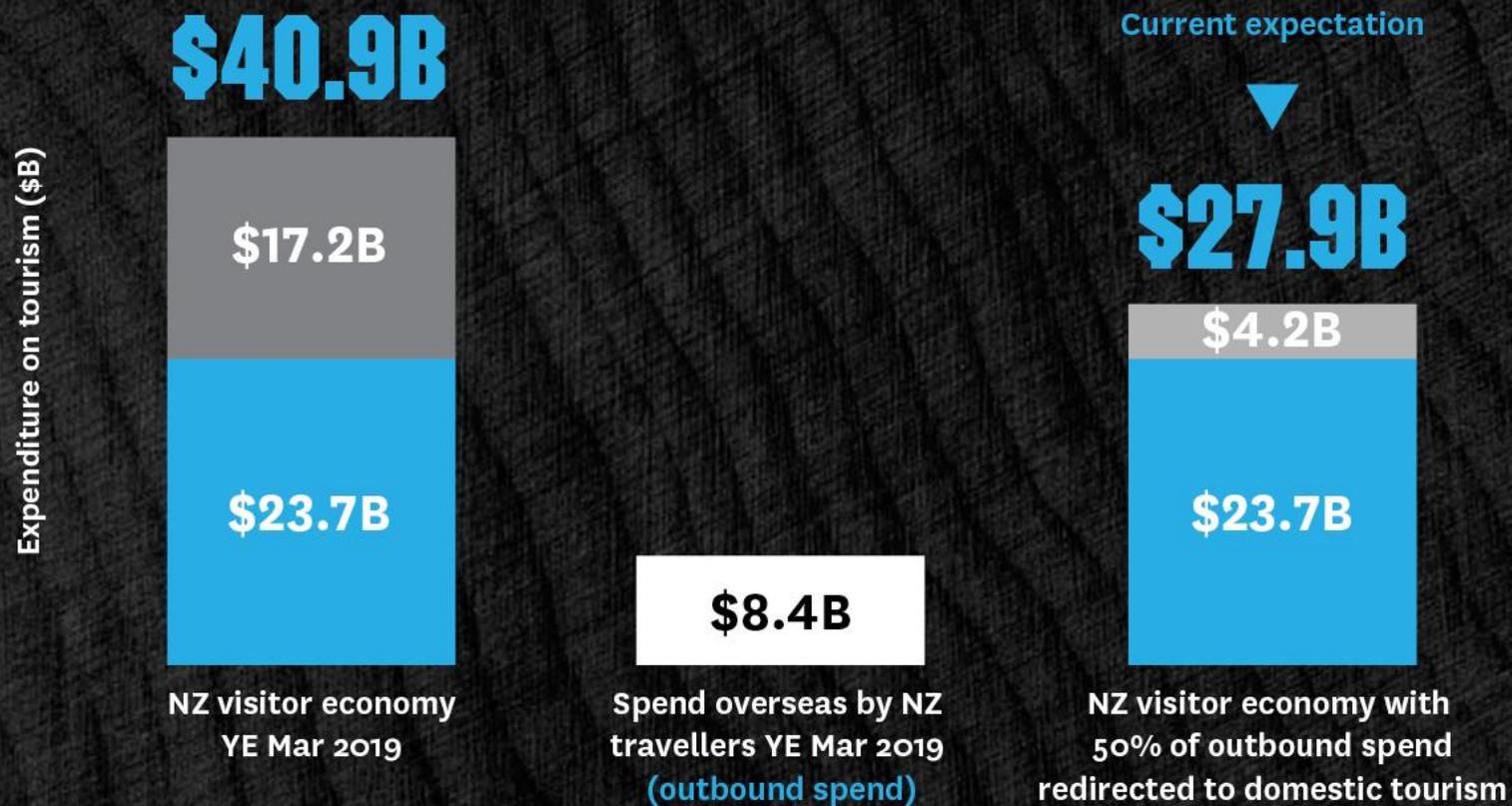
**59%**

of food & beverage outlets  
in Taupō would not exist  
without tourism

**23%**

of retail stores in  
Rotorua would not exist  
without tourism

# Visitor economy without international tourism



**42%**  
of New Zealand's visitor economy comes from international tourism

**\$12.9B**  
expected reduction in visitor economy

■ Domestic baseline ■ International visitor spend ■ Outbound spend ■ Domestic uplift

# Tourism is vital to New Zealand's recovery

Every  
**\$178K**  
of tourism  
spend

=



One job  
created

From  
**42**  
international  
visitors

Or  
**480**  
domestic  
overnight trips

**THANK YOU**  
**NGĀ MIHI**