

# MOOD OF THE NATION



Twice-yearly since December 2015 Kantar TNS, on behalf of Tourism New Zealand and Tourism Industry Aotearoa, surveys a nationally representative sample of 500 adult New Zealanders in order to understand their perceptions of the value of international tourism, its benefits and challenges.

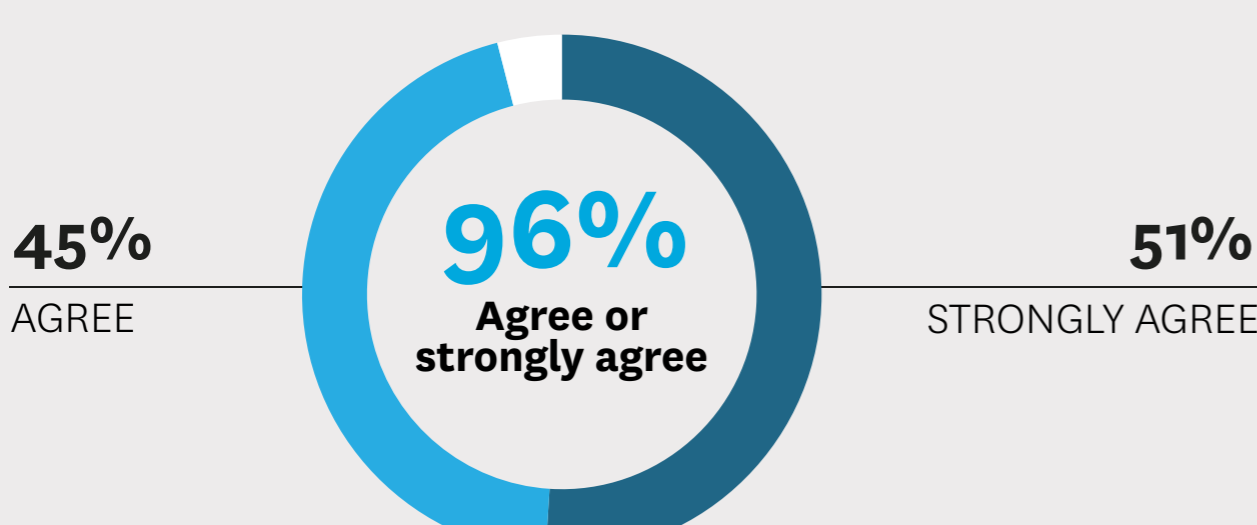
Tourism is New Zealand's **#1** export industry

International tourism contributes **\$14.5B** to New Zealand's economy each year

**188K** people are directly employed by the tourism industry

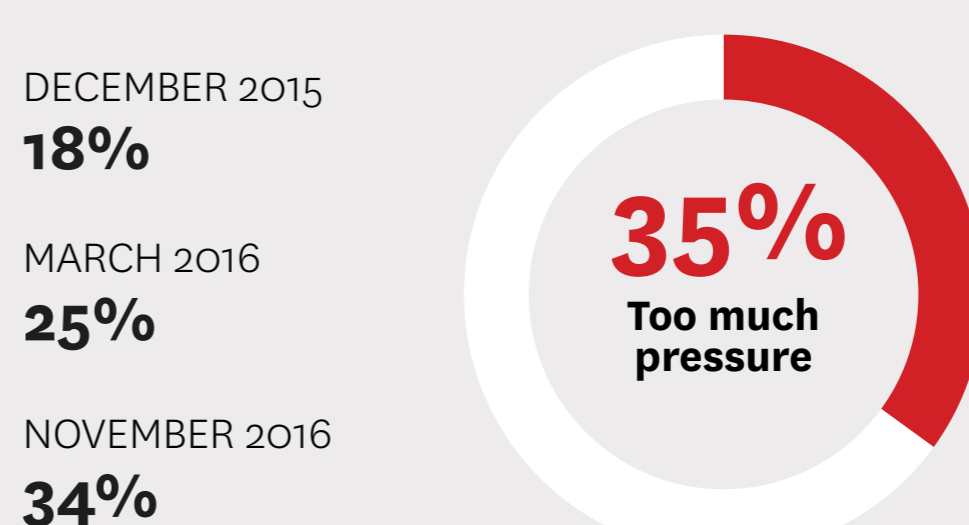
## IS INTERNATIONAL TOURISM GOOD FOR NZ?

Almost all New Zealanders agree that international tourism is good for the country.



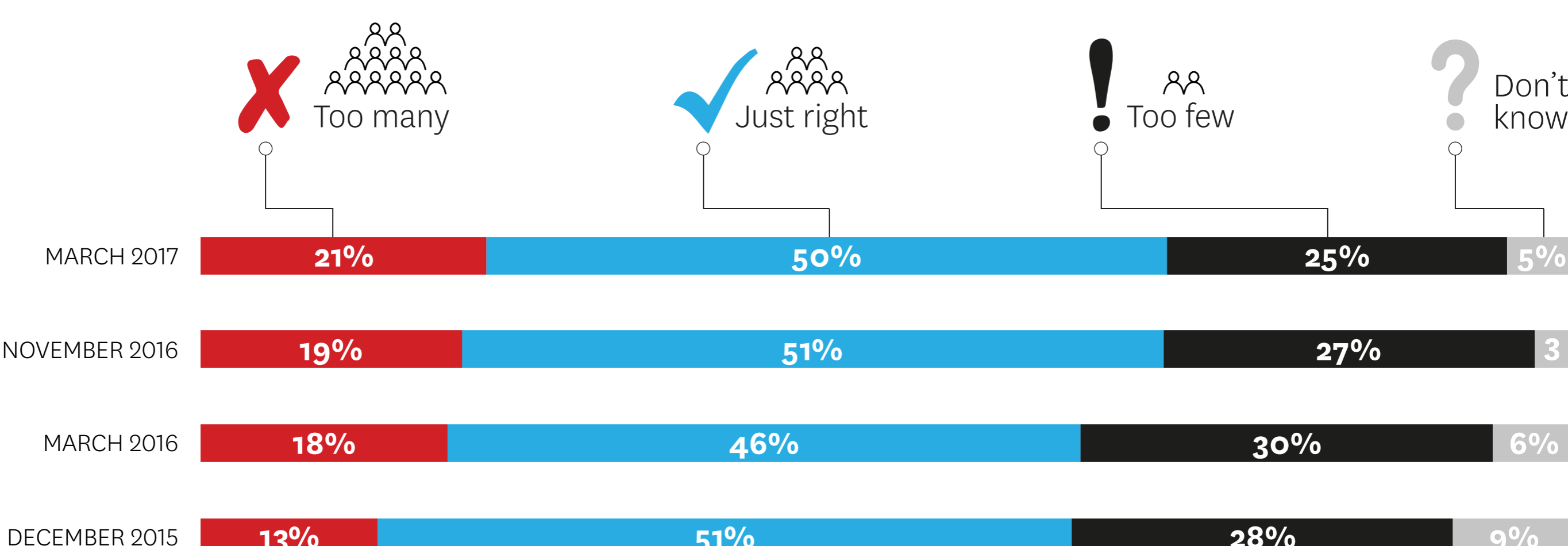
## PRESSURE THAT TOURISTS PUT ON NZ

35% of Kiwis think international visitors put too much pressure on New Zealand, an increasing trend that has stabilised.



## PERCEPTIONS OF VISITOR NUMBERS - BASED ON ACTUAL NUMBER OF CURRENT VISITORS

Half of New Zealanders feel the country attracts about the right number of international visitors, a quarter feel New Zealand should be attracting more, and 21% think New Zealand attracts too many; an upward trend since December 2015.



## TOP 3 PERCEIVED BENEFITS & CHALLENGES OF INTERNATIONAL TOURISM



Source: Stats NZ Tourism Satellite Account 2016 for economic and employment contribution  
Research commissioned by Tourism New Zealand and Tourism Industry Aotearoa

