

# MOOD OF THE NATION



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. This research study is conducted biannually, in November and then again in March, and has been undertaken since December 2015.

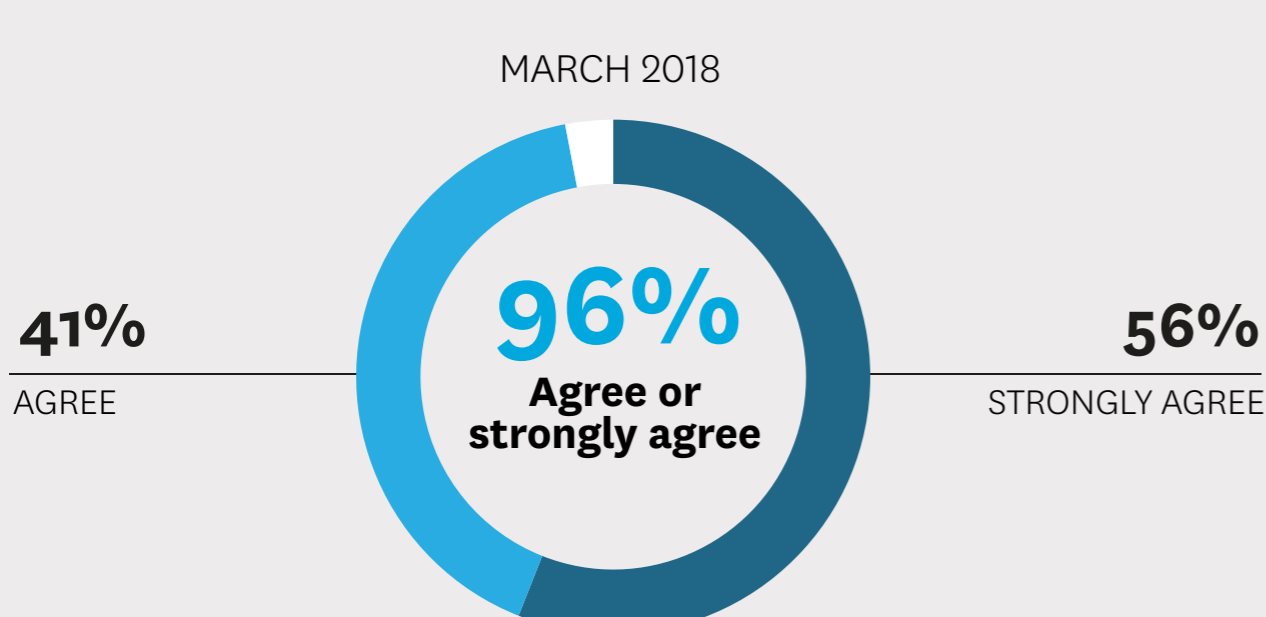
Tourism is New Zealand's **#1** export industry

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

**231K** people are directly employed by the tourism industry

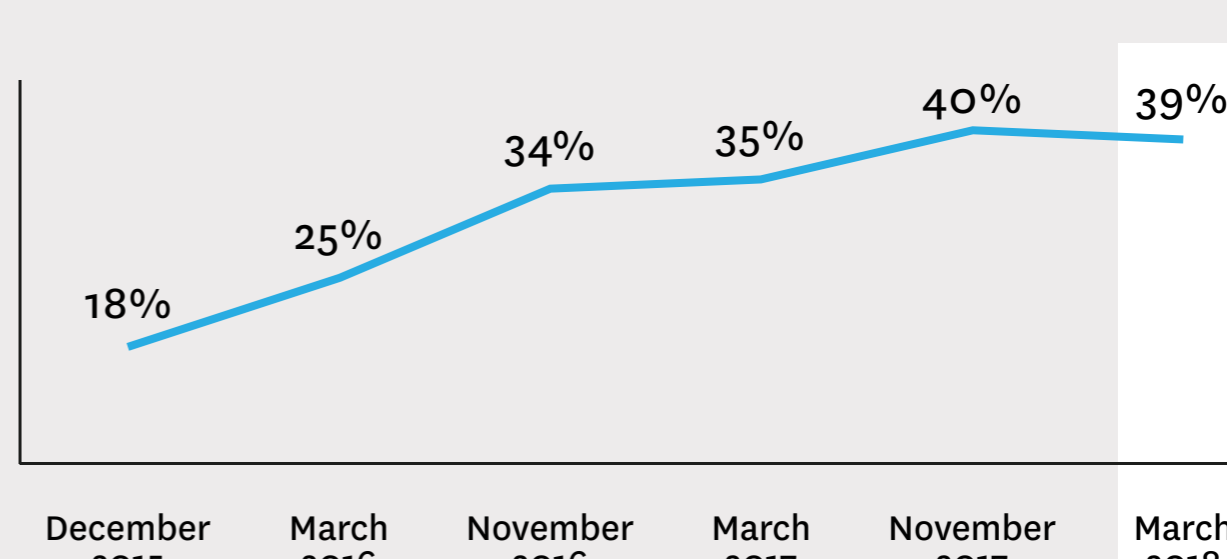
## IS INTERNATIONAL TOURISM GOOD FOR NZ?

The majority of New Zealanders' view is that international tourism is good for New Zealand.



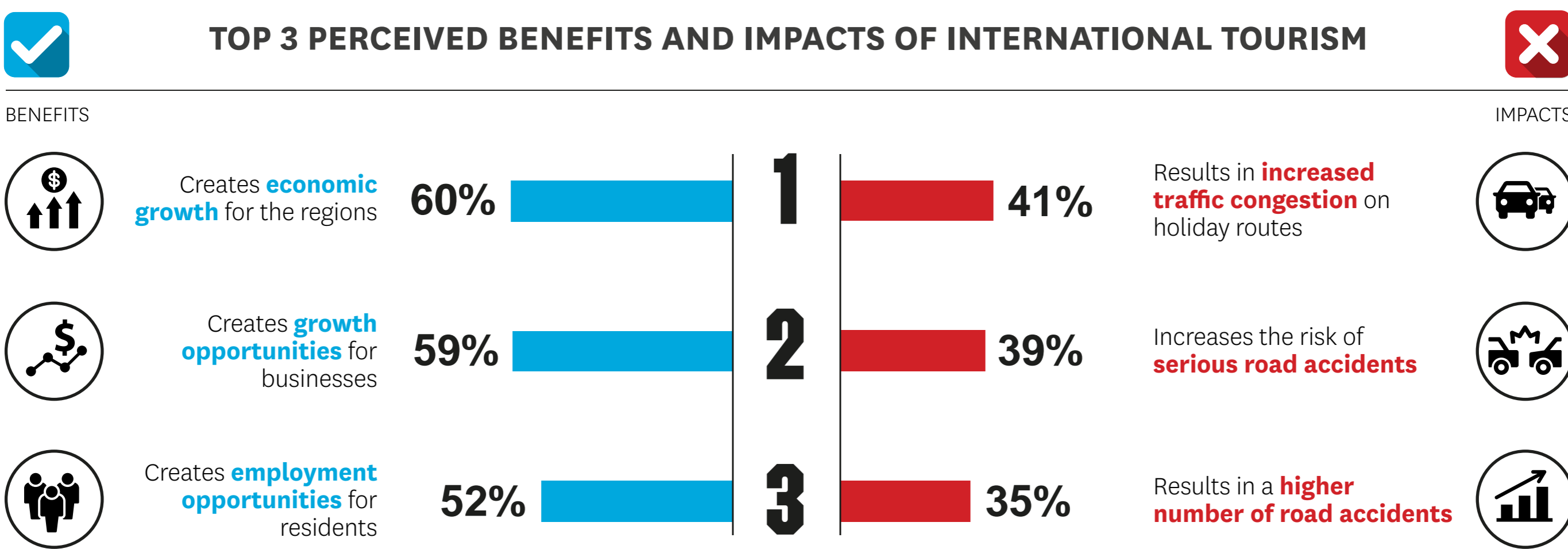
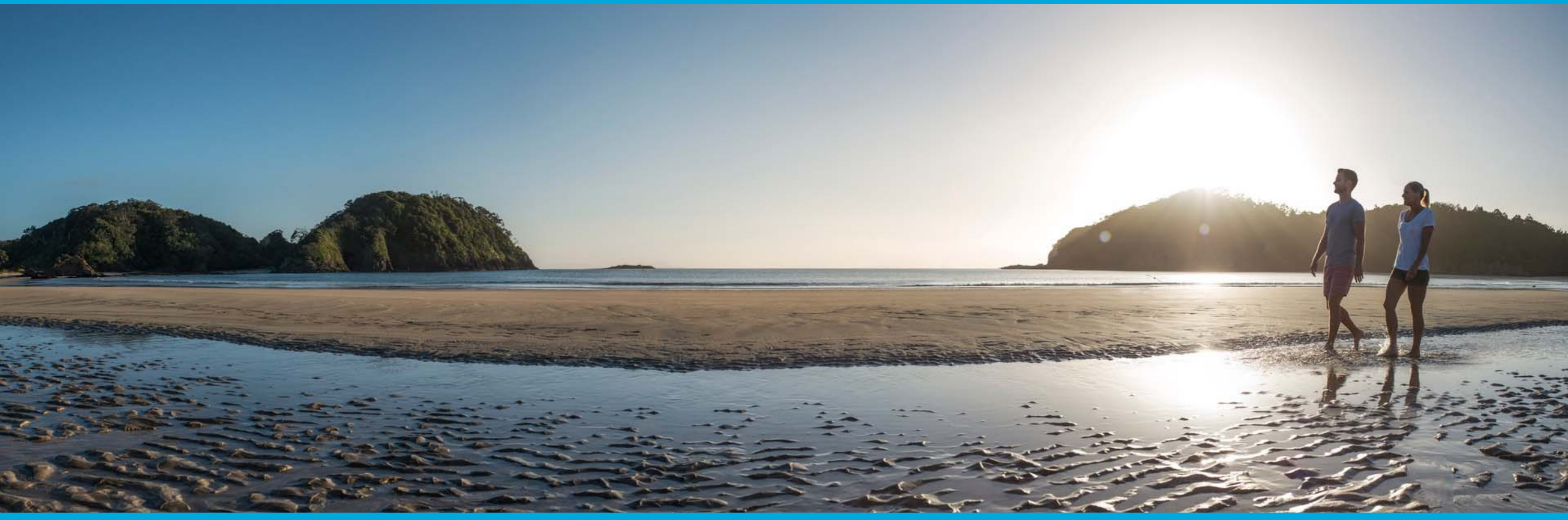
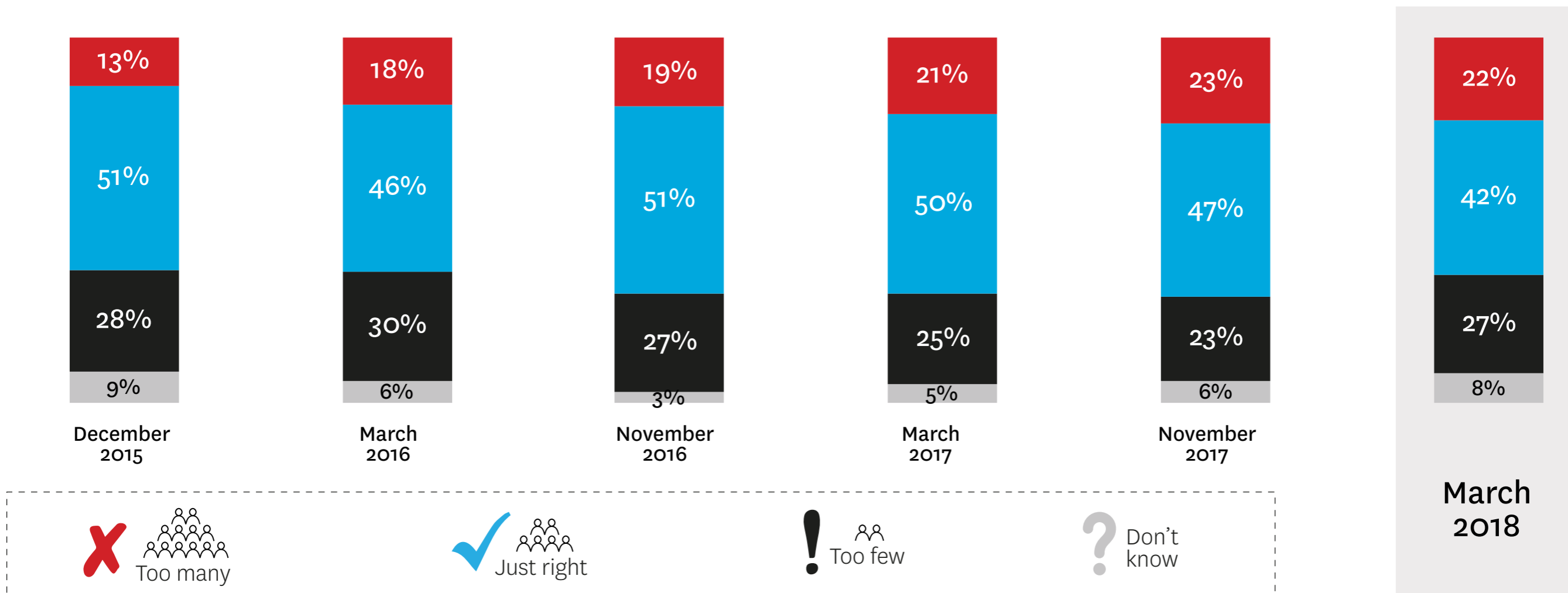
## PRESSURE THAT VISITORS PUT ON NZ

The percentage of New Zealanders who think that international tourism puts too much pressure on New Zealand has been increasing since December 2015, with the trend now stabilising.



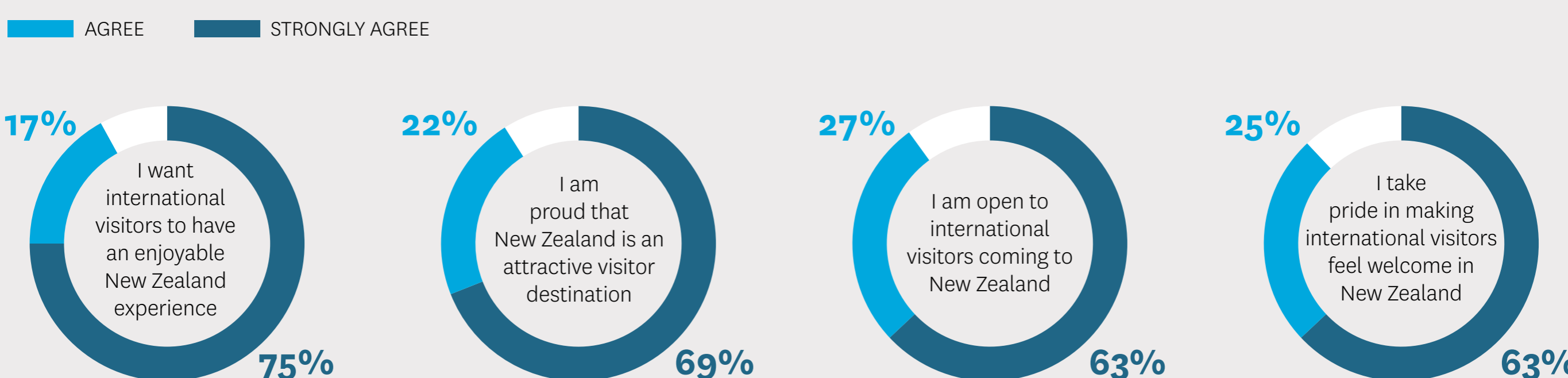
## PERCEPTIONS OF VISITOR NUMBERS

The common view is that New Zealand attracts just the right number of international visitors, while one in five think that the country attracts too many international visitors – a stable result over the past year.



## ATTITUDES TOWARDS INTERNATIONAL VISITORS

New Zealanders are generally welcoming of and proud to host international visitors in New Zealand, and want them to have an enjoyable experience, demonstrating a strong element of manaakitanga among New Zealanders.



Source: Statistics New Zealand Tourism Satellite Account 2017 for economic and employment contribution. Research commissioned by Tourism New Zealand and Tourism Industry Aotearoa.