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.

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.

Agree or strongly agree

<table>
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<tr>
<th>STRONGLY AGREE</th>
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The majority of New Zealanders' view is that international tourism is good for New Zealand.

96%

PERCEPTIONS OF VISITOR NUMBERS

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

Top 3 perceived benefits and impacts of international tourism

1. Creates economic growth for the regions
2. Creates employment opportunities for residents
3. Increases traffic congestion on holiday routes

IS INTERNATIONAL TOURISM GOOD FOR NZ?

Pressure that visitors put on NZ

18% 24% 24% 18% 22% 20%

The impact of increased traffic congestion on holiday routes.

231K people are directly engaged in the tourism industry


28% 30% 27% 25% 23% 27%

51% 46% 51% 50% 47% 42%

13% 18% 19% 21% 23% 22%

Top 3 perceived benefits and impacts of international tourism

<table>
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<tr>
<th>BENEFTITS</th>
<th>IMPACTS</th>
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<tr>
<td>60%</td>
<td>41%</td>
</tr>
<tr>
<td>59%</td>
<td>39%</td>
</tr>
<tr>
<td>52%</td>
<td>35%</td>
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</table>

New Zealanders are generally welcoming of international tourists and feel that they generally have an enjoyable experience, demonstrating a strong element of manaakitanga among New Zealanders.

Results in increased traffic congestion on holiday routes

ATTITUDES TOWARDS INTERNATIONAL VISITORS

Tourism is New Zealand’s #1 export industry

International tourism contributes $14.5B to New Zealand’s economy

Source: Statistics New Zealand Tourism Satellite Account 2017 for economic and employment contribution

Research commissioned by Tourism New Zealand and Tourism Industry Aotearoa

NEW ZEALAND'S

IMPRESSIONS

17%

22%

28%