

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.

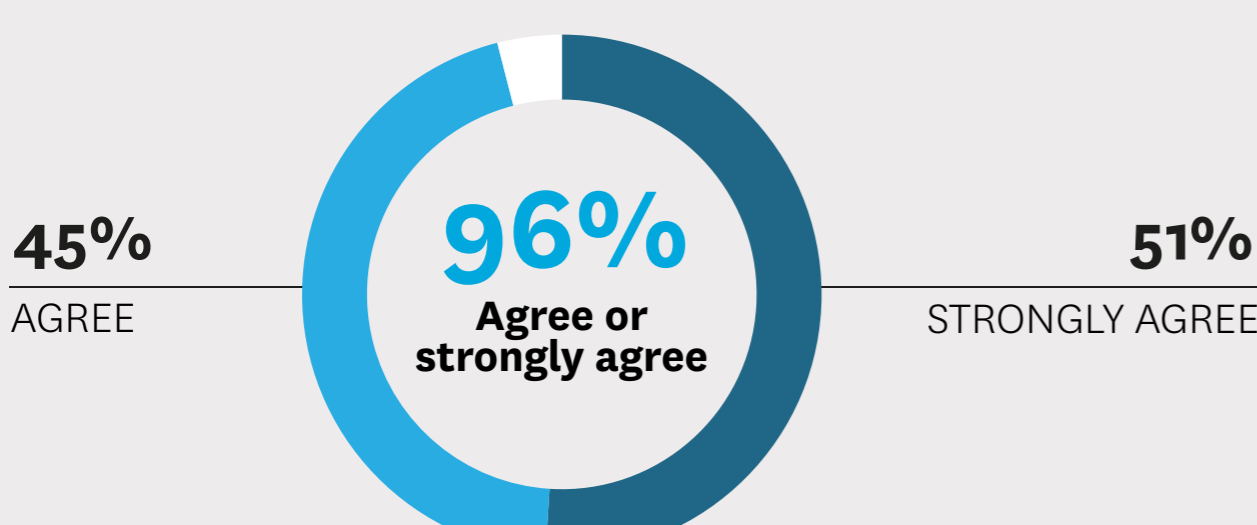
Tourism is New Zealand's **#1** export industry

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

188K people are directly employed by the tourism industry

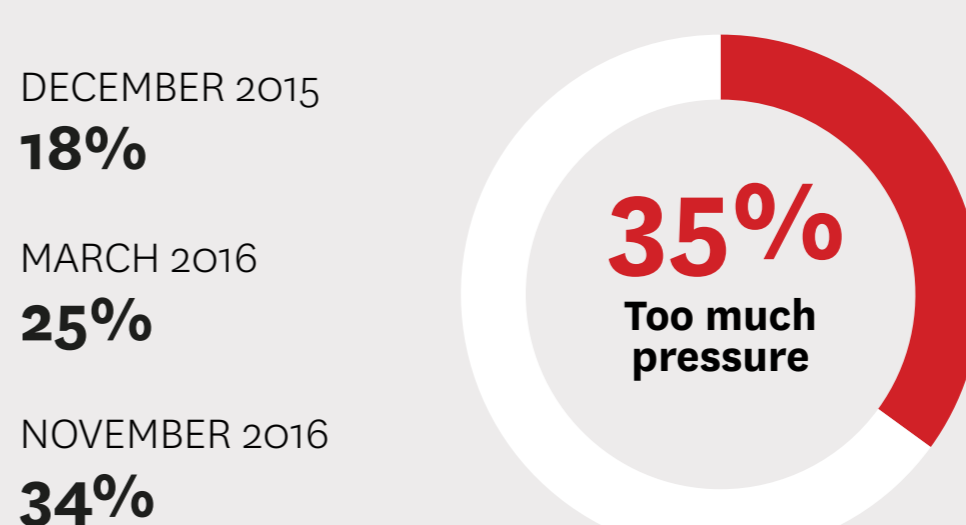
IS INTERNATIONAL TOURISM GOOD FOR NZ?

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



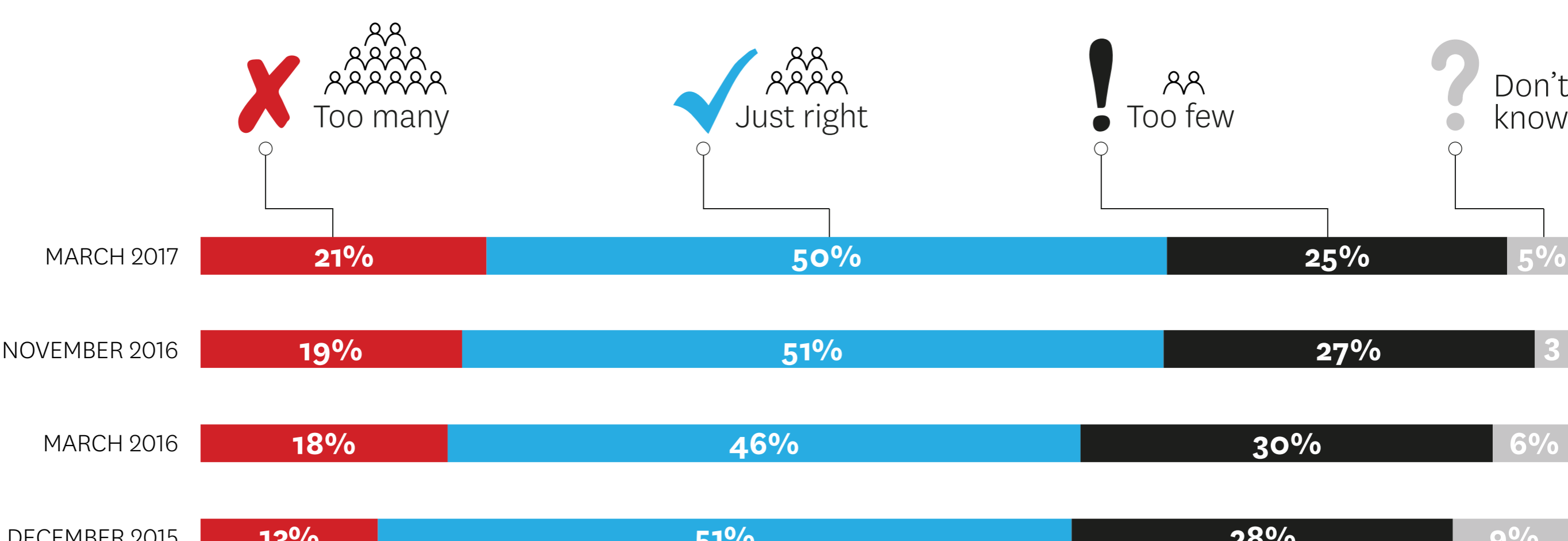
PRESSURE THAT TOURISTS PUT ON NZ

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

