MINISTRY OF BUSINESS, INNOVATION & EMPLOYMENT
HĪKINA WHAKATUTUKI

New Zealand Tourism Forecasts 2018 – 2024

May 2018

**MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT**

HĪKINA WHAKATUTUKI

Ministry of Business, Innovation and Employment (MBIE)

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Foreword

It is my pleasure to release the international tourism forecasts from the Ministry of Business, Innovation and Employment (MBIE) for the 2018-2024 period.

Tourism makes a critical contribution to New Zealand's economic success. Government aims to ensure that all New Zealanders benefit from the value that tourism delivers, and that tourism delivers inclusive growth.   Its destination marketing investment is focussed on establishing New Zealand as a high value destination that has year-round appeal to visitors from diverse markets. Government also supports the sector and local government to provide the infrastructure, amenities and attractions essential for quality visitor experiences, and to create enduring jobs and skills' pathways in tourism for New Zealanders.

With international arrivals and spend expected to continue to grow in the coming years, government is focussed on encouraging visitors to explore not only our iconic destinations, but also lesser-known regions across New Zealand. It is also working to encourage and support the sustainable use of New Zealand's resources for tourism and to manage impacts from rapid growth.

The forecasts are based on econometric modelling, current trends and best available forecasts of international factors. They provide a baseline for what will happen 'if things keep going this way'. The forecasts do not set targets and are not numbers carved in stone. Rather, I hope that these forecasts will encourage strategic thinking and planning from the industry so that it can continue to provide visitors with high-quality experiences while striving toward the aspirational goals set out in the Tourism 2025 framework. The Government will also use these forecasts to inform its work in supporting the industry.

The forecasts are subject to the global situation. We have modelled a range of possible outcomes and present an average of these. The actual values in the future are likely to deviate from the modelled average.

The Ministry uses a technical committee to moderate and improve the forecast results. The technical committee consists of members from the Ministry, Air New Zealand, Airways New Zealand, Auckland International Airport, Christchurch International Airport, Queenstown Airport, Tourism Holdings Ltd, Tourism Industry Aotearoa, Tourism New Zealand and Wellington International Airport. This approach of combining quantitative modelling with expert industry knowledge has worked well to deliver better results. I would like to take this opportunity to thank all of you who were involved in this process.

I hope that tourism organisations, businesses and stakeholders find these forecasts helpful in their planning and investment decision-making.

Eileen Basher, General Manager
Research, Evaluation and Analytics
Ministry of Business, Innovation and Employment

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Key Messages

Visitor arrivals are forecast to reach 5.1 million by 2024

› International visitor arrivals to New Zealand are forecast to reach 5.1 million visitors in 2024 (from 3.7 million in 2017, up 37.1 per cent). This equates to a growth rate of 4.6 per cent per year.

› Strong short-term growth will be driven by a range of factors, including favourable economic situations, low travel costs, and destination marketing. This growth is forecast to moderate in the medium to long term.

International spend is forecast to reach nearly $15 billion by 2024

› Total annual international spend[1] is forecast to reach $14.8 billion in 2024, up 39.7 per cent from 2017, equating to a 4.9 per cent growth rate per year. Spend growth is forecast to grow at a slightly higher rate than visitor numbers, suggesting that spend per visitor will increase.

China is expected to become our largest market by spend

› China is expected to become New Zealand's largest tourism market by spend at the end of the forecast period, reaching $3.1 billion annually by 2024 (compared with $3.0 billion for Australia). China visitor numbers are expected to reach 800,000 by the end of the forecast period.

› China is expected to contribute to 27.4 per cent of total international visitor growth from 2017 to 2024, and 38 per cent of total visitor spending.

Australia will remain our largest source of visitor arrivals

› Australia is New Zealand's largest visitor market and is forecast to remain so over the forecast period. We forecast that this market will contribute 1.8 million annual visitors to New Zealand by 2024, up 23 per cent from 2017, or 3.0 per cent each year.

Other Asian markets will continue to grow

› Increased connectivity and air capacity is forecast to drive short-term growth in visitors from other Asian markets besides China, including India, Indonesia, and Singapore.

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1   This measure refers to spend by travellers aged 15 and over, excluding international airfares, and individuals whose purpose of visit to New Zealand was to attend a recognised educational institute, and are foreign-fee paying students.

Background

Each year, the Ministry of Business, Innovation and Employment (MBIE) produces international tourism forecasts to support planning and investment processes in the tourism industry.

The forecasts are developed using MBIE's tourism forecasting model with input from a technical moderation committee of industry participants. This approach, supported by discussions with members of the industry, helped develop this outlook. The forecasts are based on microeconomic drivers, such as projected airfare costs and airline capacity, as well as macroeconomic drivers, such as projected exchange rates, oil prices, the global economy and the economies of our key visitor markets.

The forecasts provide a baseline for international tourism arrivals and spending. They can be used to help industry plan strategically but are not in any way setting targets for specific markets.

Expenditure in the forecasts refer to spend by travellers aged 15 and older, excluding international airfares, and individuals whose purpose of visit to New Zealand was to attend a recognised educational institute, and who are foreign-fee paying students. They may not align with other measures of tourism expenditure.

MBIE will continue to update the forecasts annually. They are based on estimated future demand and, as such, are not limited by any potential supply constraints, such as the capacity of accommodation, international flights and other factors such as emissions targets, or changes to government policies in our visitor markets or at home. These factors could limit actual growth to below what is forecast.

While the forecasts provide our best estimates of expected growth, the further out the time frame, the greater the uncertainty. The forecasts presented are averages of a range of modelled outcomes adjusted based on intelligence provided by the technical committee members who are tourism industry specialists. The actual values are likely to deviate from the modelled average (see the section on **Uncertainty in the Forecasts** for details).

A review of the performance of our previous tourism forecast has been conducted and included in the report. The review suggests that last years' forecasts predicted 2017 arrivals and spend relatively well – though, of course, there remains the potential for improvements (see the section on **Performance of the 2017–2023 Forecasts** for details).

The Tourism 2025 framework provides a shared vision and common framework for the industry to increase the contribution of tourism to the New Zealand economy – with a goal of achieving $41 billion in domestic and international tourism spending by 2025. Government is helping industry realise that goal by shaping demand towards higher-value visitors, supporting the industry to deliver high-quality visitor experiences and helping ensure all regions and communities benefit from tourism. The tourism forecasts for 2018-2024 project that New Zealand is on target to meet and exceed the industry's goal, based on the growth of international tourism spending alone.

Interactive web tool and market summaries

An interactive web tool to explore forecast data by market is available on MBIE's website, as well as downloadable one-page summaries for each market. These can be found here: **http://www.mbie.govt.nz/info-services/sectors-industries/tourism/tourism-research-data/international-tourism-forecasts/interactive-web-tool**.

INTERNATIONAL TOURISM FORECASTS 2018 – 2024

International tourism forecasts, 2018 – 2024

Strong growth is forecast for both international arrivals and spend in New Zealand across the forecast period, driven by strong growth in Asian markets, especially China, and continued growth in established markets such as Australia, US and the UK.

All markets
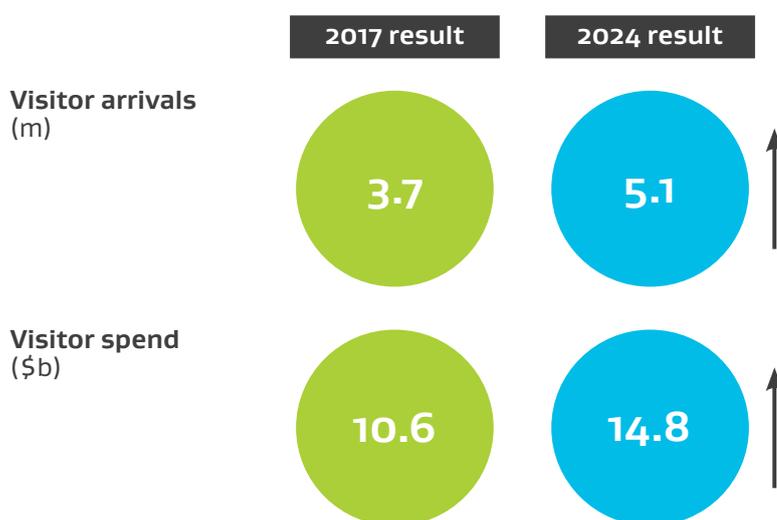
	2017 result	**2024 result**
Visitor arrivals (m)	3.7	5.1 ↑
Visitor spend ($b)	10.6	14.8 ↑

Overall international visitor arrivals to New Zealand are forecast to reach 5.1 million visitors in 2024 (from 3.7 million in 2017, up 37.1 per cent). This equates to a growth rate of 4.6 per cent per year.

Overall international visitor spend in New Zealand is forecast to reach $14.8 billion in 2024 (from $10.6 billion in 2017, up 39.7 per cent). This equates to a growth rate of 4.9 per cent per year. Spend is projected to grow at a faster pace than visitor numbers over the forecast period, suggesting that spend per visitor will increase.

Table 1: International tourism forecasts show strong growth in visitors and spend

Year	2017	2018	2019	2020	2021	2022	2023	2024	Total	Annual[2]
Total spend ($m)	$10,563	$11,030	$11,729	$12,334	$12,956	$13,559	$14,164	$14,761	39.7%	4.9%
Total visitors (000s)	3,734	3,916	4,128	4,329	4,527	4,726	4,926	5,120	37.1%	4.6%
Total days (m)	68.9	73	77.2	81.1	84.8	88.8	92.7	96.7	40.3%	5.0%
Spend per day ($)	$190	$198	$199	$201	$202	$205	$207	$208	9.4%	1.3%
Avg length of stay (days)	18.5	18.6	18.7	18.7	18.7	18.8	18.8	18.9	2.3%	0.3%

2   Compound annual growth rate from 2017 to 2024.

As seen in Figure 1, Australia provides, and will continue to provide, the largest share of our international visitor arrivals. We project that short-term growth will be supported by favourable economic conditions and relatively low travel costs. In the medium-to-long term, growth will continue as long as economic indicators remain strong.

Figure 1: Australia is projected to remain New Zealand's largest market in terms of volume
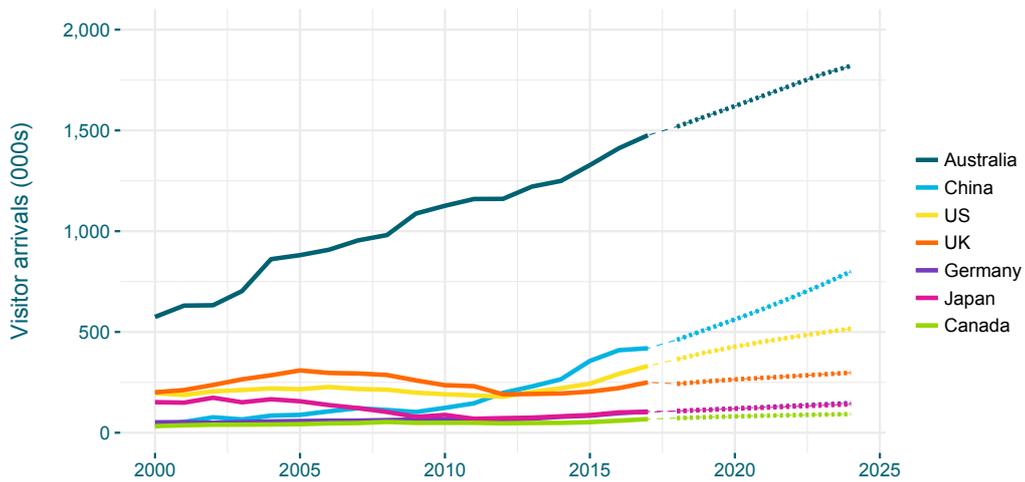
Source: Stats NZ and MBIE

China is New Zealand's second largest tourism market in terms of both arrivals and spend. This market is expected to grow strongly during the forecast period, reaching and surpassing Australia as the largest contributor to spend by 2024[3].

Figure 2: Australia is currently our largest market by spend, but China is projected to overtake it by the end of the forecast period
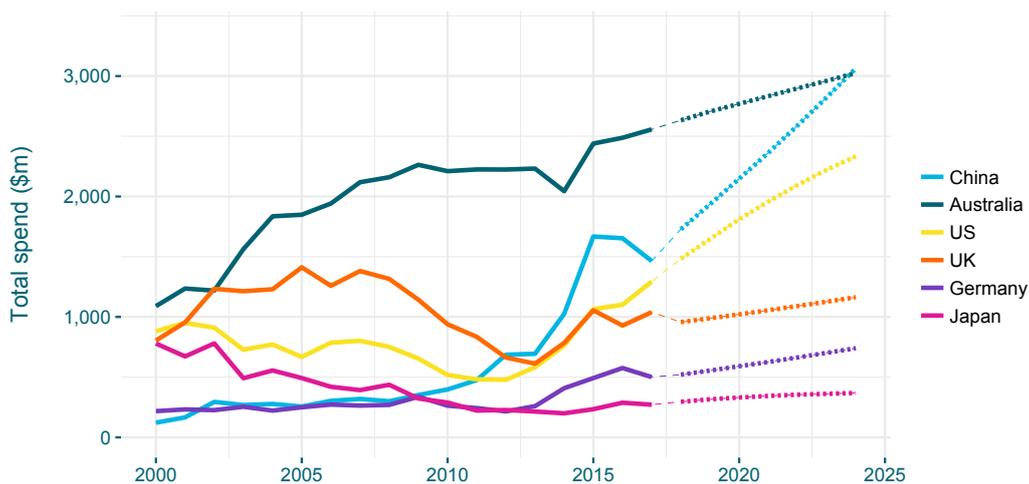
Source: MBIE

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3   Poorer-than-expected results for 2017 in Chinese arrivals and spend estimates have led to a significant revision in forecasts downwards from the 2017-2023 edition. Factors driving the Chinese visitor market are complex and uncertainty remains around expected growth.

Other Asian countries (Japan, South Korea and Singapore) are expected to grow strongly, albeit from relatively smaller visitor bases than the China market. These markets are expected to maintain their growth momentum in the short term, supported by an increase in airline seat capacity and low airfare costs. Visitor growth is expected to moderate in the longer term.

Growth in US visitor arrivals is expected to be strong (especially for the next couple of years) due to favourable economic conditions there. The expected fall in direct flight capacity occurring in 2018 (see Figure 8) is expected to recover in subsequent years. Economic growth and a stronger US dollar is expected to boost spending of US visitors who come to New Zealand in the short-to-medium term.

The DHL British and Irish Lions Tour in 2017 led to an one-off positive shock in UK visitor numbers and spend last year, which are expected to drop slightly in 2018 as the market returns to 'business as usual'. In the medium and long term, the UK market is expected to show moderate growth as the competition from cheaper European destinations is expected to limit a strong upturn in UK visitor arrivals.

Both the German and Canadian markets are expected to maintain strong growth in the short term, with growth moderating in the medium-to-long term. Short-term growth will be supported by an increase in airline seat capacity, and positive local economic conditions.

Figure 3: Visitor growth from China and other Asian markets is expected to outperform traditional tourism markets, though Australia remains our largest market by volume
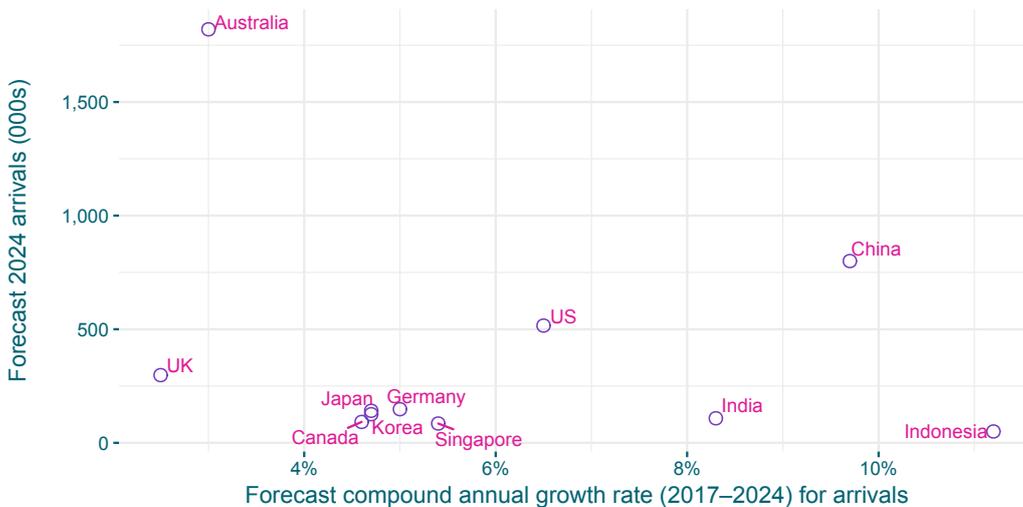
Source: Stats NZ and MBIE

Figure 4: China is forecast to be New Zealand's largest market by spend in 2024
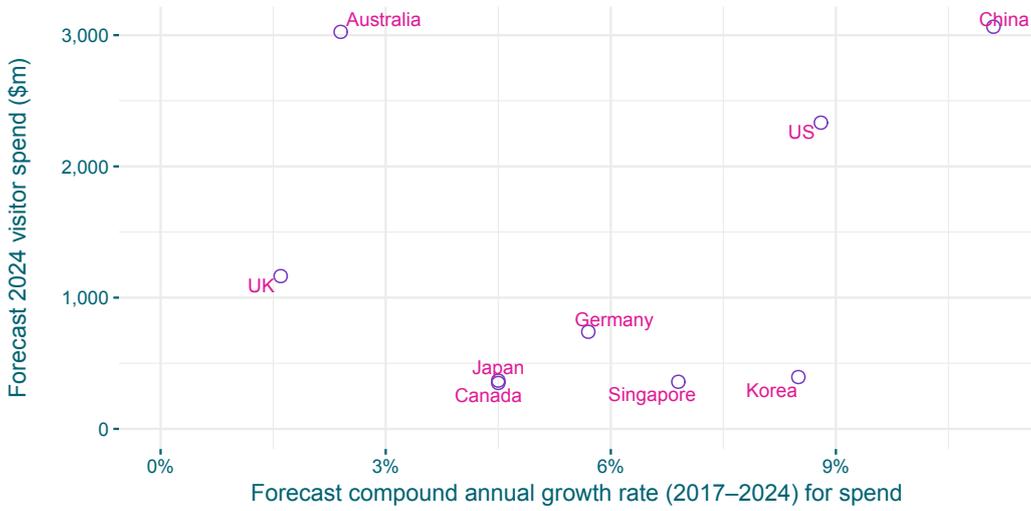
Source: MBIE

When looked at by purpose of visit, holiday-makers have increased the most in recent years, and they are forecast to be the key driver for the overall growth of international visitors. Holiday visitor arrivals are forecast to increase 43 per cent to 2,808,000 by 2024, while visiting friends and relations (VFR) will increase 33 per cent to 1,434,000; and business visitors are forecast to reach 350,000; an increase of 15 per cent.

Figure 5: Growth of international visitors will be largely driven by holiday-makers – visitor arrivals by purpose of visit
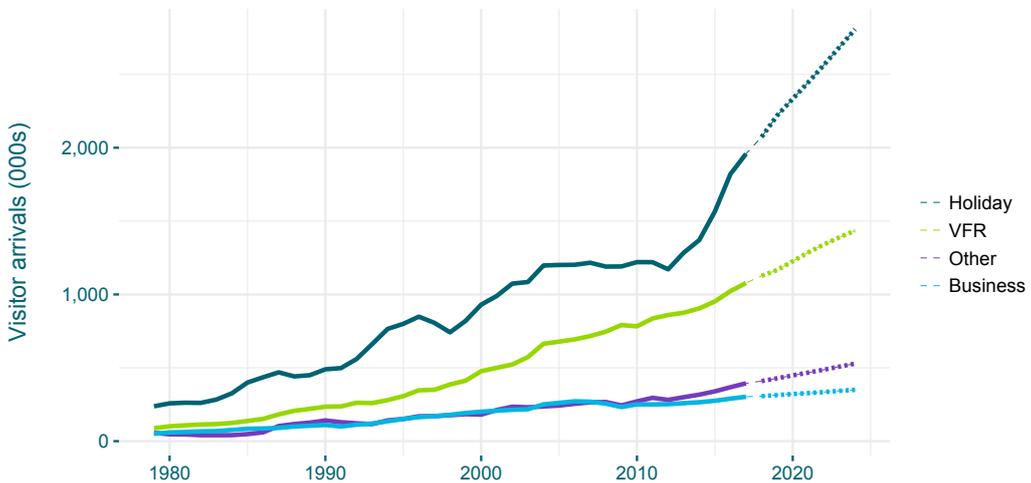
Source: Stats NZ and MBIE

DRIVERS OF
THE FORECASTS

Drivers of the forecasts

This section provides an analysis of recent performance and the drivers of the 2018 forecasts.

Arrivals

Figure 6 shows the historic share of international visitor arrivals to New Zealand over time. While visitors from Oceania (mostly Australians) made up the largest share of New Zealand's international visitors up to 2017, Asian markets are growing proportionately more than other markets in recent years.

In 2017, there was a slowdown in Chinese visitor number growth (up two per cent over the year compared with double digit growth in previous years) which led to a small reduction in overall Asian market share. At the same time, improved airline capacity to the US, Canada and South America has led to an improved market share.

Figure 6: Arrivals from Asian markets are growing
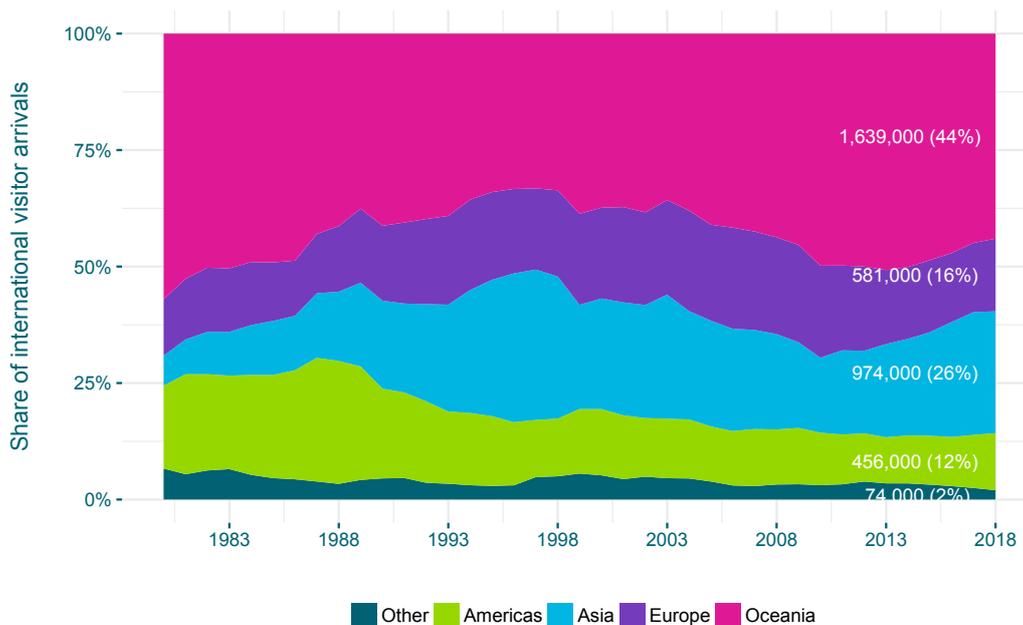
Source: Stats NZ and MBIE

Air capacity

The increase in airline connectivity and capacity is one of the key contributors to the increase in international visitors to New Zealand. New routes starting and routes being cancelled from a country are likely to make a significant impact on international visitors from that country.

The non-stop flight capacity is projected to stay at the same level in 2018 (see Figure 7). Increases in non-stop flights from Asia (especially China, Japan and South Eastern Asian countries), the Middle East (connecting to European markets), and South America offset decreases from Australia and United States (markets which have been experiencing high levels of competition). Figure 8 illustrates how New Zealand is connected to the rest of world through airlines and where non-stop flights are going to change in 2018.

Figure 7: Overall non-stop flight capacity to New Zealand will be unchanged in 2018
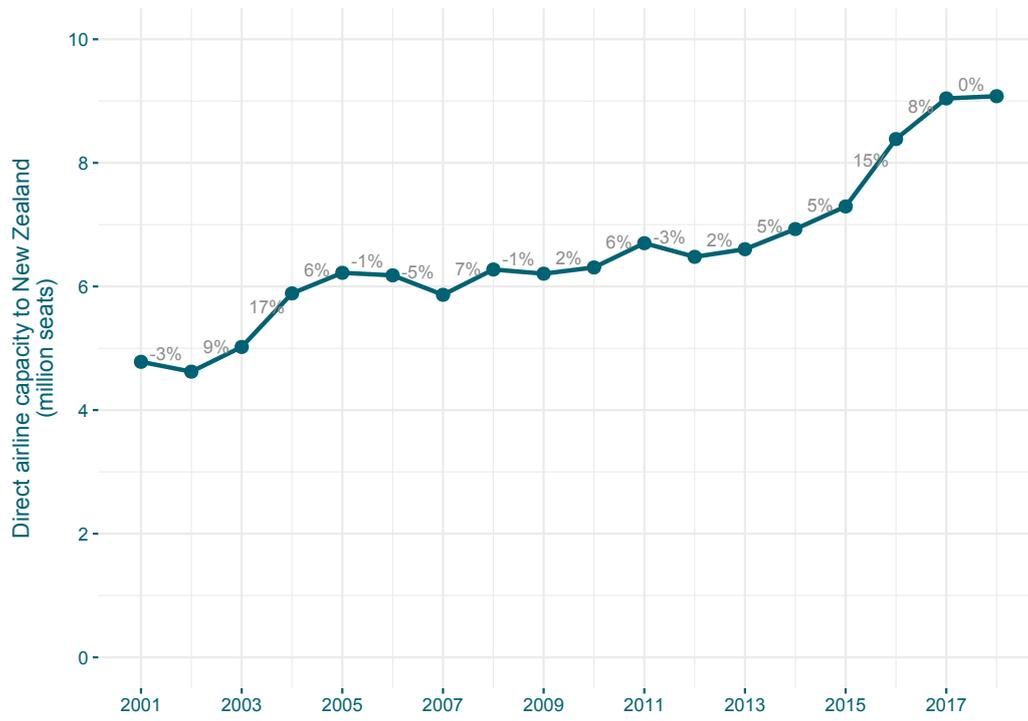
Source: Sabre and MBIE

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Figure 8: Falling US and Australia air capacity in 2018 offsets growth in most other markets

Decreased capacity for 2018   Discontinued route   Increased capacity for 2018   No change in capacity

Argentina
[62,600; 16%]

United States
[729,000; -3%]

Canada
[85,300; 11%]

Chile
[115,300; 4%]

French Polynesia
[88,500; 1%]

Niue
[17,500; 12%]

Cook Islands
[165,600; 7%]

Western Samoa
[176,400; 23%]

Fiji Islands
[345,900; 4%]

Tonga
[89,100; 5%]

NEW ZEALAND

Philippines
[39,600; 1193%]

Vanuatu
[26,700; 4%]

Norfolk Islands
[-; -%]

Japan
[175,400; 9%]

Hong Kong - China
[373,300; 1%]

Vietnam
[11,400; 6%]

New Caledonia
[47,800]

Australia
[4,960,000; -5%]

China
[574,500; 7%]

South Korea
[91,800; 5%]

Malaysia
[105,300]

Singapore
[359,600; 5%]

Indonesia
[31,500; 100%]

United Arab Emirates
[183,200; -2%]

Thailand
[108,800; 34%]

Qatar
[94,500; 11%]

FORECASTS DRIVERS AND ANALYSIS BY COUNTRY

Forecast drivers and analysis by country

This section provides an overview of the drivers behind the forecasts for New Zealand's largest tourism markets, along with some smaller markets with strong growth potential. Detailed one-page summaries of the forecast numbers by country are available in *Appendix A: Forecast summaries by country*. Only countries that have a sufficiently large number of visitors have a forecast for tourism spend, due to the limitations of the International Visitor Survey as a data source[4].

Australia

	2017 result	**2024 result**
Visitor arrivals (000s)	1,476	1,820 (up 3.0% p.a.) ↑
Visitor spend ($m)	2,557	3,025 (up 2.4% p.a.) ↑
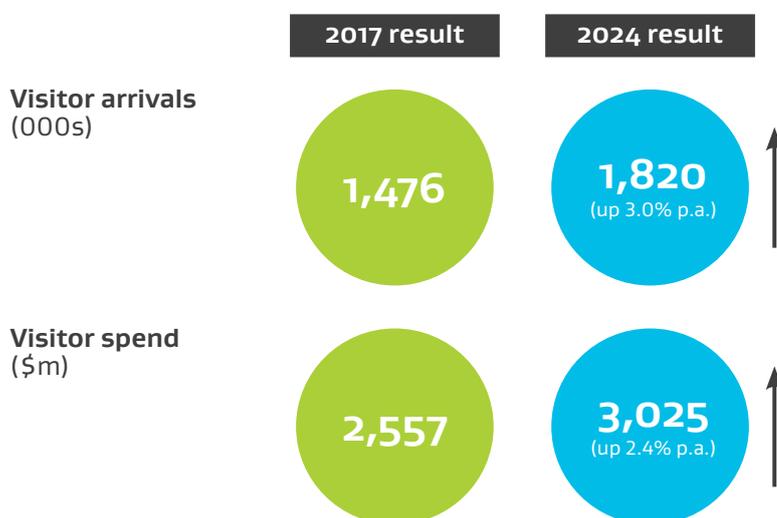
Australia is New Zealand's only major short-haul market and provides many of our international visitor arrivals. Many Australian residents visit friends and relatives and tend to come more frequently but stay for shorter periods than visitors from long-haul markets. Of the 1.5 million Australian arrivals in 2017, nearly a third were New Zealand passport holders.

The growth in arrivals from Australia was still strong in 2017, up 4.6 per cent, but slightly moderated from the 6 per cent growth seen in the previous two years.

In the short term, we can expect moderate growth in the Australian visitor market due to decreased airline capacity in 2018. The recently announced end of the trans-Tasman alliance between Air New Zealand and Virgin Alliance may lead to a short-term bounce in Australian visitors, mainly across 2019. Long-term drivers include the movement of New Zealanders to Australia and the subsequent growth of travellers visiting friends and relatives.

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4   The IVS is a sample survey. Countries with small samples in the survey (due to relatively low visitor numbers) are subject to higher amounts of error. If the historical spend time series for a country is not sufficiently robust, separate spend forecasts are excluded.

We expect that the growth in spending will continue into 2018 and 2019, as long as Australian economic indicators remain solid. The economy will continue growing at a robust pace. Business investment outside the housing and mining sectors will pick up. The strengthening labour market and household incomes will sustain private consumption, and inflation and wages will pick up gradually.

The longer-term outlook for Australia remains optimistic. The movement of New Zealanders (living in Australia) across the Tasman continues to grow visitor arrivals. That said, the broadening appeal of new and growing Asian markets may temper longer-term growth (see Figure 9).

Figure 9: Asian destinations may increasingly compete with New Zealand for Australian tourists
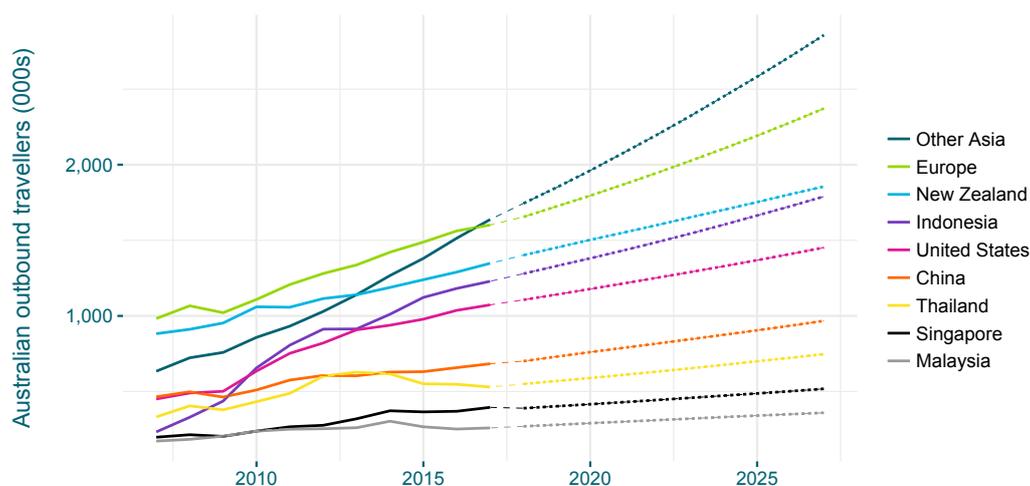
Source: Tourism Research Australia

Asia

Due to its proximity and growing middle-class population, Asia is an important source of growth for New Zealand tourism, currently and in the future. Outbound tourism from this region is changing the profile of New Zealand's international tourism markets. Recent sustained visitor growth has coincided with expanding growth in spend.

Currently visitor numbers from other Asian markets are relatively small (compared to the China market for example) but are growing strongly. According to the latest IMF World Economic Outlook Update for January 2018[5], GDP growth is forecast to be strong for many of these markets in 2018, such as Indonesia, Philippines, and Vietnam; this suggests that visitor growth in these markets is likely to continue.

Part of Tourism New Zealand's recent marketing focus has been on India and Indonesia, where it considers there are long-run opportunities for New Zealand. Tourism New Zealand is focused on accelerating growth in high-value visitors from these markets over the long term.

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5   https://www.imf.org/en/Publications/WEO/Issues/2018/01/11/world-economic-outlook-update-january-2018

Figure 10: Visitor arrivals from some Asian countries grew strongly over 2017

Source: International Travel and Migration, Stats NZ

China
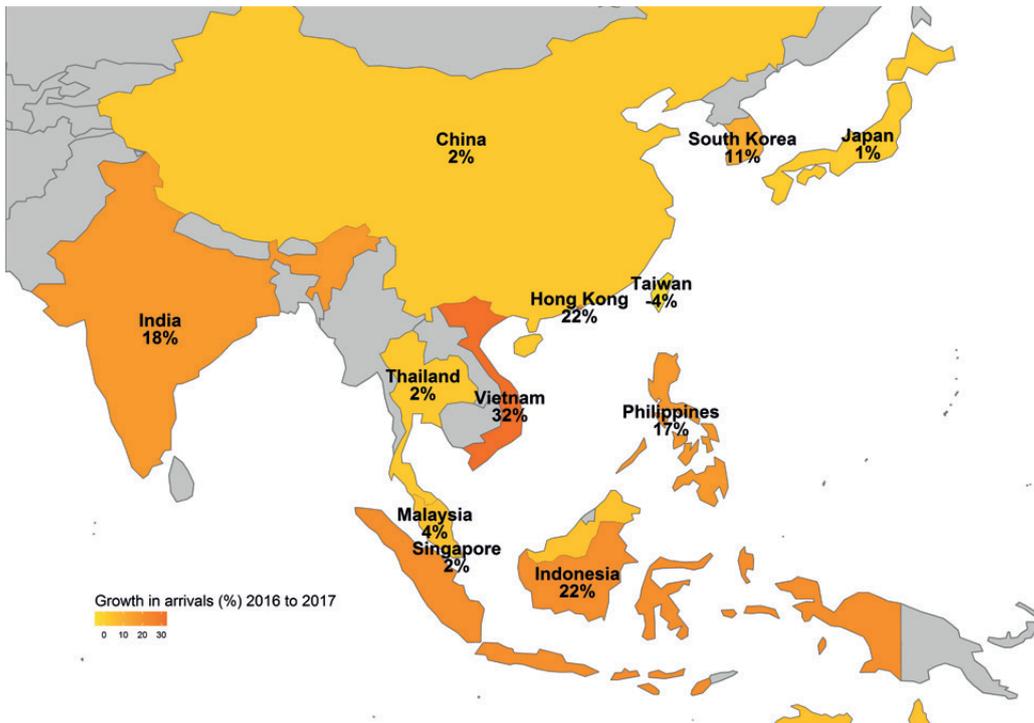
	2017 result	**2024 result**
Visitor arrivals (000s)	419	800 (up 9.7% p.a.) ↑
Visitor spend ($m)	1,464	3,064 (up 11.1% p.a.) ↑
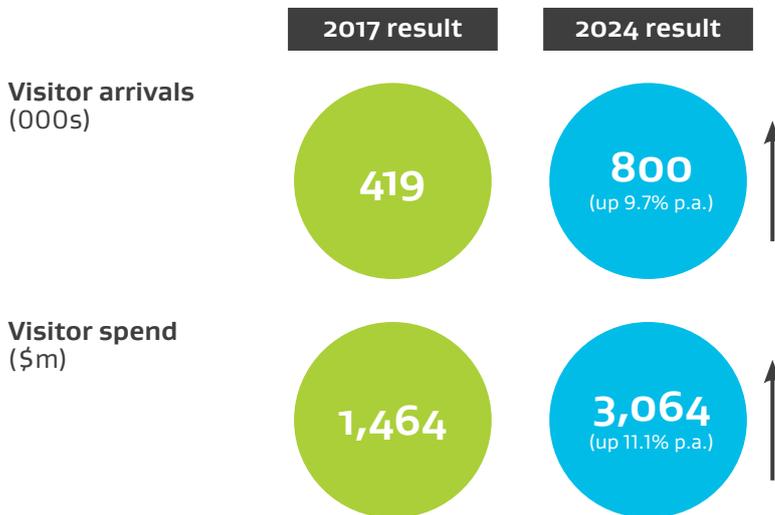
Last year, Chinese visitors spent $1.5 billion in the New Zealand economy. Chinese visitors grew by two per cent in 2017 – a significant slowdown compared with previous years. The short-term slowdown in growth is expected to be temporary (with positive signs seen already in 2018) and more sustainable growth is expected to pick up during the medium-to-long term as China transitions from a maturing to a mature tourism market[6] for New Zealand. Chinese visitors to Australia have recently replaced New Zealanders as Australia's largest visitor market, and this is likely to have a flow-on effect onto the New Zealand market.

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6   The profile of the Chinese tourism market becomes more similar in that of traditional markets such as the US and UK.

The short-term slowdown in growth may be partly attributed to the relative value of the New Zealand dollar versus the Chinese currency, as well as price sensitivity in this market. The longer-term trend shows that there has been a significant change in the mix of Chinese tourists over the past ten years. The share of working-age visitors (aged from 35 to 55) has decreased significantly while the share of younger and older visitors (those more likely to be travelling within friend or family groups) has increased significantly, as shown in Figure 11.

Figure 11: Friend and family-based Chinese travel groups dominate the market
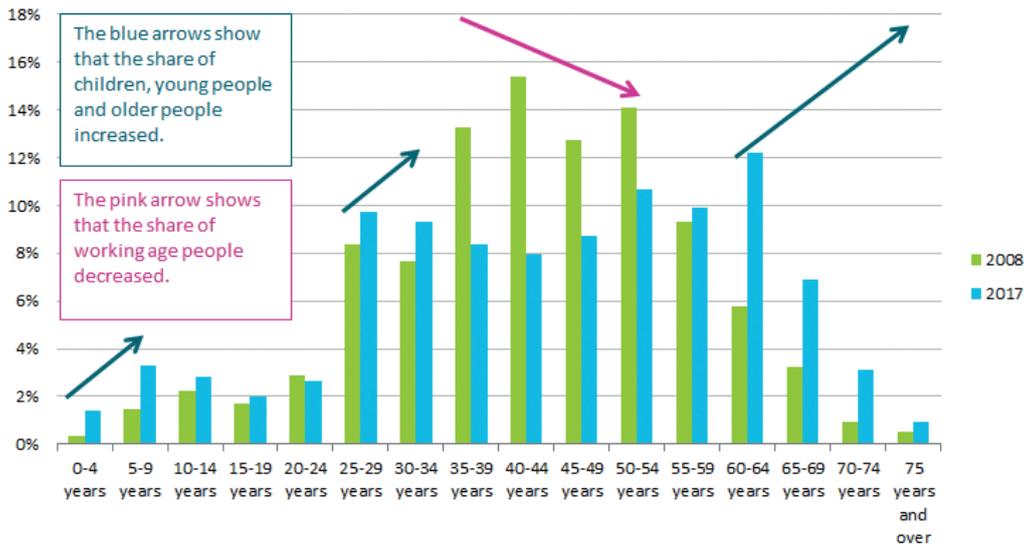
Source: International Travel and Migration, Stats NZ and MBIE

The change in the mix of Chinese tourists has dramatically increased their length of stay and expanded the regions where they visit. As shown in Figure 12, the share of Chinese holiday-makers spending more than one week in New Zealand has increased from around 10 per cent to more than 50 per cent over the past 10 years.

Figure 12: Chinese holiday-makers are spending more time in New Zealand
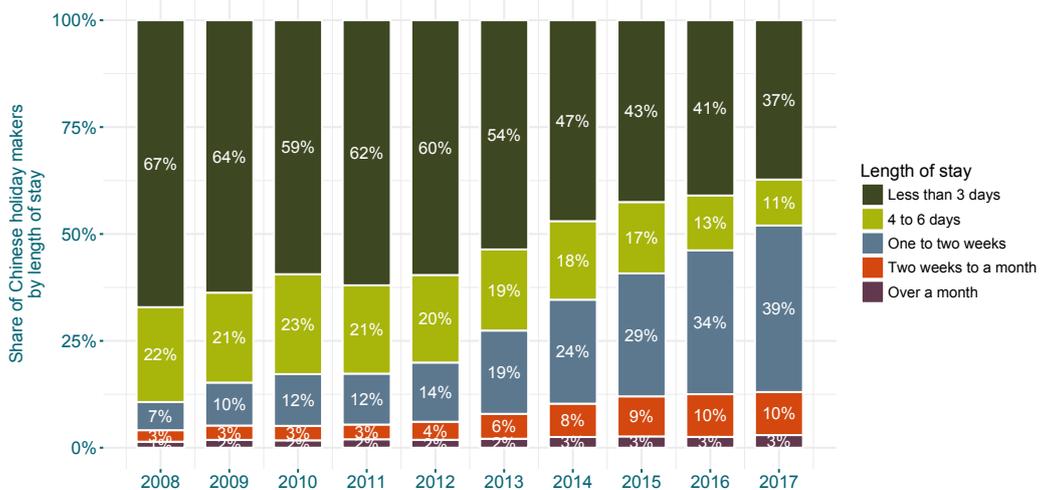
Source: International Travel and Migration, Stats NZ and MBIE

The rapid increase in length of stay distinguishes China from other Asian markets such as Korea and Japan, and makes the profile of the market more similar to that of traditional markets such as Australia and the United States. As shown in Figure 13, the share of Chinese holiday-makers staying more than one week is approaching that of Australia and the United States. However, more than a third of the Chinese visitor market still stay less than three days.

Figure 13: The share of long-stay Chinese holiday-makers is approaching that of Australia and the United States
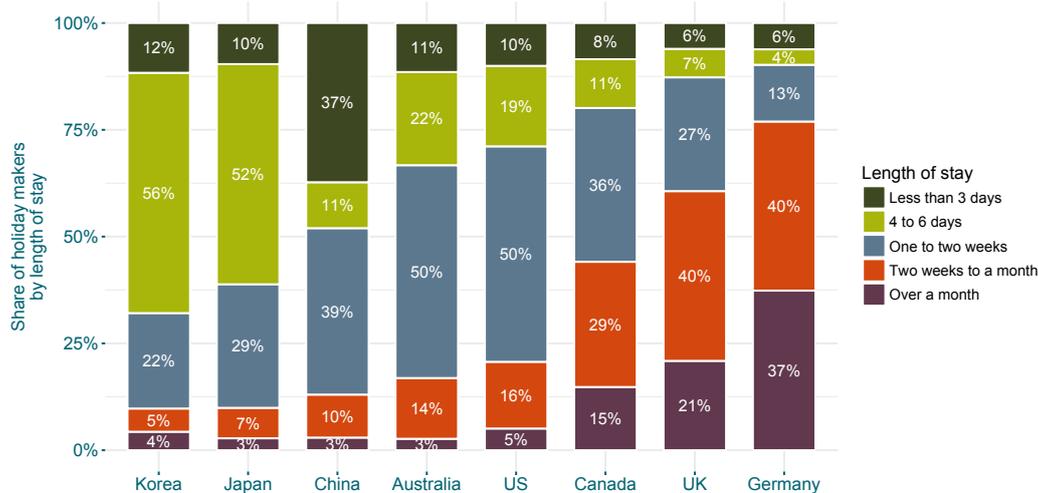
Source: International Travel and Migration, Stats NZ and MBIE

With more time spent in New Zealand, Chinese visitors travel beyond major cities and attractions and into some provincial regions. Over the past five years, Chinese spend growth has been lower in the four main "gateway" regions (Auckland, Wellington, Queenstown and Christchurch) than in other regions (see Figure 14).

In particular, growth in Chinese spend can be seen in Taranaki, South Canterbury, the Waikato and the Bay of Plenty.

Figure 14: The Chinese are visiting more regions than before, improving regional dispersal

Spend in gateway RTO regions:
(Share | CAGR)
$1,294m (79% | 20%)

Spend in non-gateway RTO regions:
(Share | CAGR)
$351m (21% | 23%)

Compound annual
growth rate
(2012-2017)

40%
20%
0%

Spend in year ended
December 2017 ($m)

250

500

750
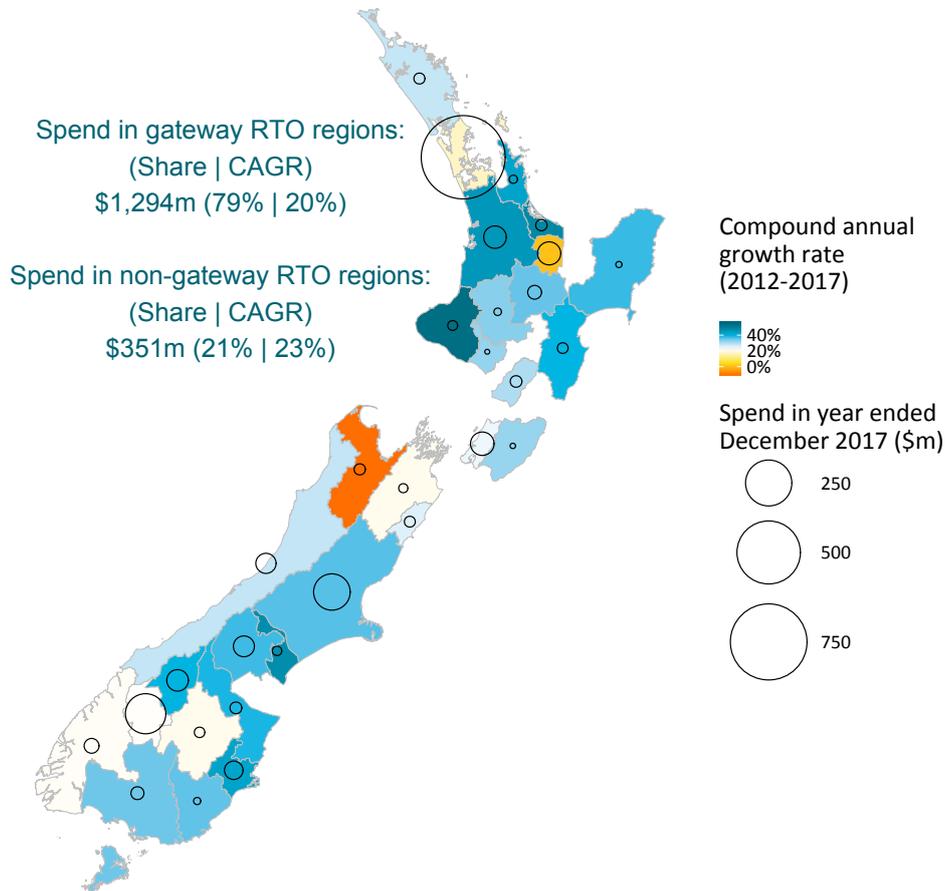
Source: Monthly Regional Tourism Estimates, MBIE

Note: RTO stands for Regional Tourism Organisations

Note: Gateway RTO regions include Auckland, Wellington, Christchurch, and Queenstown

Chinese economic growth is projected to be below 7 per cent over the next two to three years (according to the IMF), as China rebalances its economy and increases the quality of economic growth, reorienting itself towards consumption and away from exports (though they remain heavily export-driven). These factors encourage rather than hinder Chinese households from undertaking international travel. We expect visitor arrivals from China to continue to grow strongly over the forecast horizon.

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Japan

	2017 result	**2024 result**
Visitor arrivals (000s)	102	148 (up 4.7% p.a.) ↑
Visitor spend ($m)	271	368 (up 4.5% p.a.) ↑
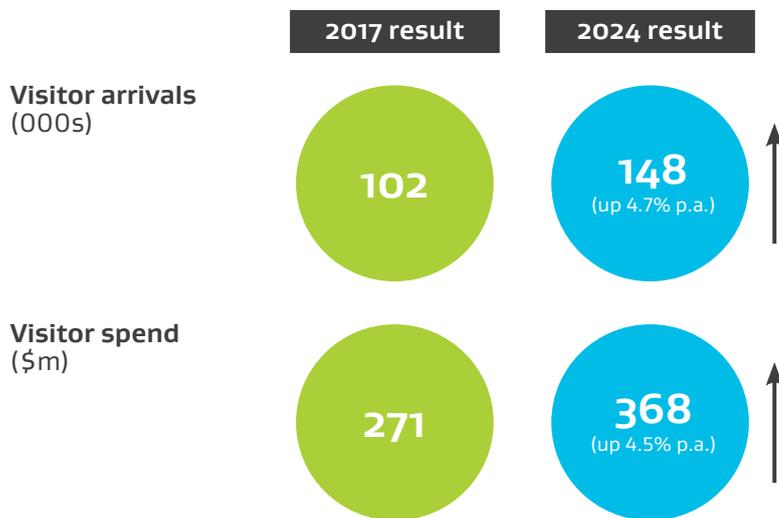
According to the IMF, the economic growth forecast for Japan has been revised up for 2018 and 2019, reflecting upward revisions to external demand, the supplementary budget for 2018, and the carryover from stronger-than-expected recent activity. Over the medium term, a shrinking labour force will weigh on Japan's growth prospects, although its per-capita income growth rates are projected to remain near the levels seen over the past several years.

This strong domestic performance, along with recent increases in airline capacity, was the main driver of recent visitor growth. We expect these factors will continue to contribute towards growth in Japanese visitors in the short-to-medium term. Risks to the outlook include geopolitical tension in the East Asian area and/or the global economy, and the subsequent flow-on impact this may have on the Japanese economy.

South Korea

	2017 result	**2024 result**
Visitor arrivals (000s)	91	126 (up 4.7% p.a.) ↑
Visitor spend ($m)	224	395 (up 8.5% p.a.) ↑
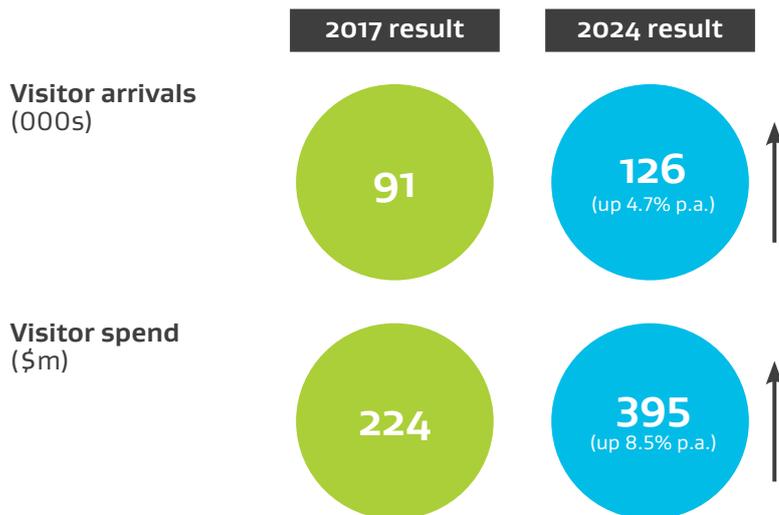
The South Korean visitor market has been volatile over the last few years and is difficult to predict, with changes in demand largely driven by internal factors. Korean visitor arrivals increased 10.8 per cent in 2017, to 91,000 visitors. Korean household consumption has increased in 2017 and this trend is expected to continue. We expect moderate growth from the Korean market in the short-to-medium term.

South Korea's economy improved in 2017 thanks to the Pyeongchang Winter Olympics and easing global trade tensions. Most analysts expect this growth to continue in later years. Interest rates have been low, stimulating consumption and investment in the economy. This contributes to economic growth, which helps to support outbound tourism.

Risks to the outlook include geopolitical tension in the East Asian area and/or the global economy and the subsequent flow-on impact on the South Korean economy.

India

2017 result	2024 result

Visitor arrivals
(000s)

62

108
(up 8.3% p.a.)

In the latest IMF forecasts, the growth forecast for India is expected to pick up for 2018 and 2019. Economic growth is projected to strengthen to above 7 per cent, gradually recovering from the short-term adverse impact of rolling out the Goods and Services Tax (GST) and measures to choke off the black economy, including demonetisation. In the longer run, the Indian economy is expected to grow, supporting its outbound tourism.

India holds much promise as an emerging market for New Zealand in the future. The size of the market is huge, with India's current population at 1.3 billion and it is set to overtake China as the most populous country in 2022 (as forecast by the United Nations). Incomes are also growing along with the cohort of middle class – who are the people most likely to travel. However, India's average income and GDP per capita is much lower than other emerging regions, such as South America or China, reducing the ability of many people to travel abroad in the short term.

We expect this market to have an increasing propensity to travel to New Zealand. Indian visitors stay a long time in New Zealand; on average for 50 days per trip in 2017. This is driven by a large number of education visitors. Stricter enforcement of student visas may decrease both educational visitors and the average length of stay, but Indian visitors on other classes of visa are predicted to more than make up for this in the medium to long term.

We are unable to produce spend forecasts for this market as the sample size is not sufficiently large in the source data from the International Visitor Survey.

24

Indonesia

2017 result	2024 result

Visitor arrivals
(000s)

24

50
(up 11.2% p.a.)

Like India, Indonesia has a sizeable and growing population. Over time, Indonesia's middle class will expand and will look to take advantage of tourism opportunities.

Visitor arrivals from Indonesia have surged in recent years, passing the level seen in the mid-1990s before the Asian financial crisis and Global Financial Crisis when visits plummeted. Although the aggregate arrivals are smaller than arrivals from other destinations, total visitor numbers have more than doubled in the last seven years. Air New Zealand fly a seasonal service to Bali and Emirates are due to start a year-round daily service between Auckland and Denpasar in mid-2018.

The outlook for continued expansion looks positive. Indonesians are starting to travel abroad, know Australia well and are increasingly choosing New Zealand as a destination. Like visitors from India, the number of Indonesian visitors to New Zealand is predicted to experience robust growth over the coming years.

We are unable to produce spend forecasts for this market as the sample size is not sufficiently large in the source data from the International Visitor Survey.

Singapore

2017 result	2024 result

Visitor arrivals
(000s)

59

85
(up 5.4% p.a.)

Singapore has long been an important transfer stop connecting New Zealand to European, Middle East, and South East Asian markets. In recent years, strong economic growth, and newly added direct flights has seen Singapore in its own right become an important destination market to New Zealand.

Driven by existing direct connectivity, low airfare prices and their high personal income level, we forecast that arrivals from Singapore will grow at around 5.4 per cent a year, reaching more than 85,000 in 2024. We are unable to produce spend forecasts for this market as the sample size is not sufficiently large in the source data from the International Visitor Survey.

North America

The US

2017 result	2024 result

Visitor arrivals
(000s)

331

516
(up 6.5% p.a.)

Visitor spend
($m)

1,294

2,333
(up 8.8% p.a.)
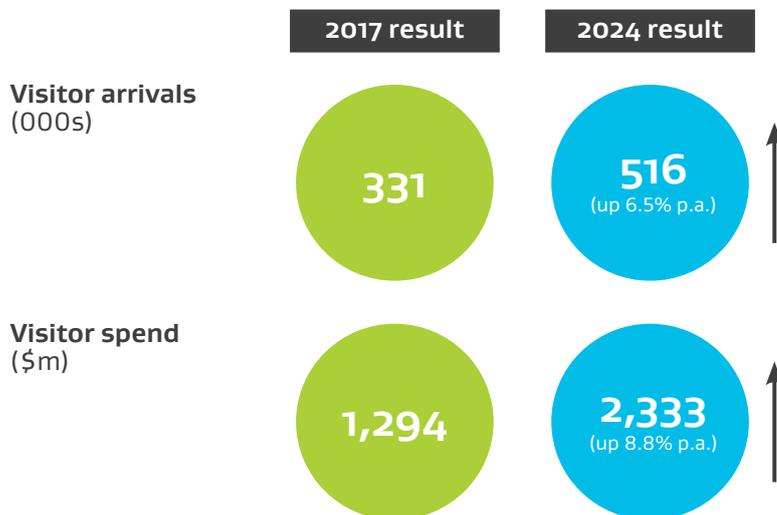
As noted by the IMF, the US tax policy changes are expected to stimulate activity, with the short-term impact mostly driven by the investment response to the corporate income tax cuts. The effect on US growth is estimated to be positive through 2020, cumulating to 1.2 per cent through that year, with a range of uncertainty around this central scenario. Due to the temporary nature of some of its provisions, the tax policy package is projected to lower growth for a few years from 2022 onwards. The effects of the package on output and its trading partners contribute about half of the cumulative revision to global growth over 2018 and 2019.

Growth in visitor arrivals is expected to be strong for the next couple of years. The improving economy, stronger US dollar and the increase in the retired population (who tend to have the biggest travel budget) are expected to boost spending of US visitors who come to New Zealand.

Marketing, airline economics and the capacity on key routes will also help determine how many US visitors will come to New Zealand. Figure 15 shows that in 2017, most US visitors to New Zealand came from California. Air New Zealand's route to Houston has opened up a direct connection between New Zealand and America's southern states for the first time. As a result, Texas became the second largest state in terms of arrivals and the fastest in terms of growth in arrivals to New Zealand. The direct flight from Houston is also unlocking the potential for visitors from the East Coast, as will the newly-confirmed direct flight from Chicago, which is due to start in November 2018.

Figure 15: California contributed the largest share of US visitors to New Zealand of any states

Source: International Travel and Migration, Stats NZ

Canada

2017 result	2024 result

Visitor arrivals (000s)

67
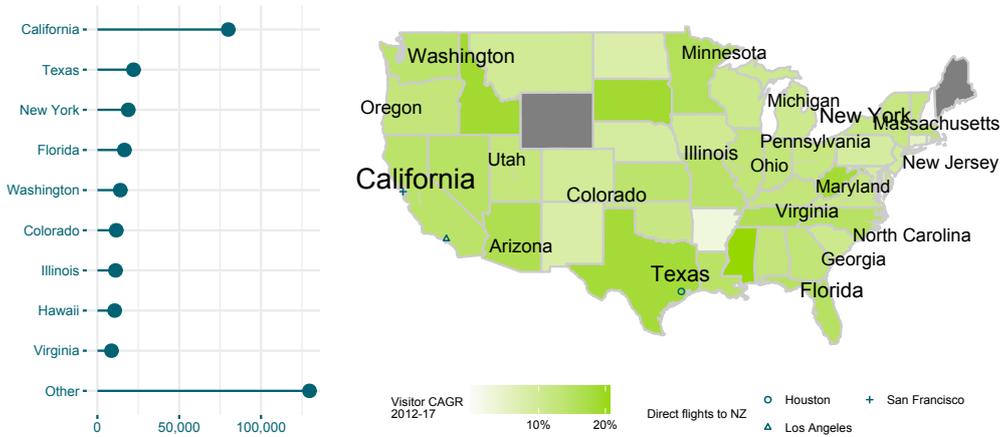
92
(up 4.6% p.a.)

Canada's economic growth is projected to increase to 2.2 per cent in 2018. Strong economic growth in the first half of 2017 is set to ease in coming quarters. Growth has been led by household consumption, which should slow as rapid job growth and wealth effects from house price appreciation abate.

Visitor growth from Canada was strong in 2017, at 12.7 per cent. Looking forward, we expect strong growth in visitor arrivals and spend from Canada in the short term, slowing in the longer term.

We are unable to produce spend forecasts for this market as the sample size is not sufficiently large in the source data from the International Visitor Survey.

Europe

According to the IMF, growth rates for many of the euro area economies have been revised up, especially for Germany, Italy, and the Netherlands, reflecting the stronger momentum in domestic demand and higher external demand.

However, important long-standing commercial agreements, such as the economic arrangements between the United Kingdom and rest of the European Union, are under renegotiation. An increase in trade barriers and regulatory realignments would weigh on global investment and reduce production efficiency, exerting a drag on potential growth in advanced, emerging market, and developing economies. The new Emirates flight between Dubai and Auckland will provide more capacity between New Zealand and Europe going forward.

The UK

	2017 result	**2024 result**
Visitor arrivals (000s)	250	298 (up 2.5% p.a.) ↑
Visitor spend ($m)	1,039	1,164 (up 1.6% p.a.) ↑
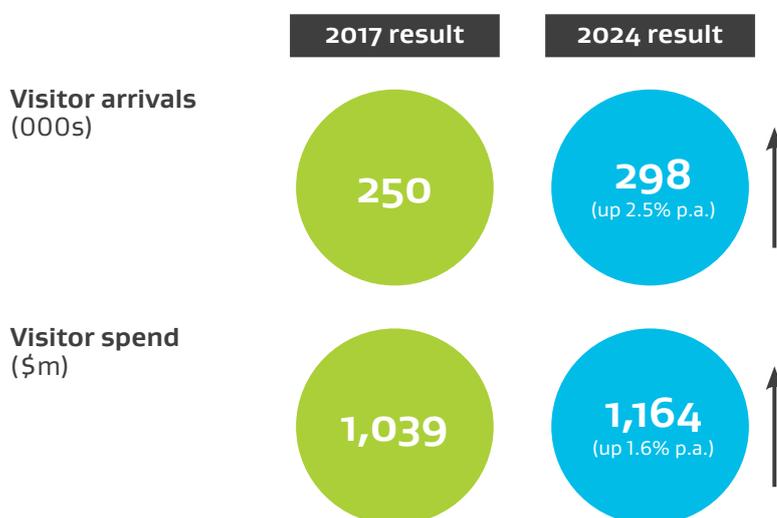
The UK's economic growth is expected to weaken in 2018 and 2019. Private consumption is projected to remain subdued as higher inflation, pushed up by the past depreciation of sterling, holds back household purchasing power. The unemployment rate is at a record low, but with slower growth this is unlikely to persist. Exchange rate depreciation should support exports, while import growth is projected to fall owing to weaker private consumption.

An agreement about a transition period linked to the EU exit after March 2019 is assumed and should support growth in 2018 and in 2019, reducing the extent to which uncertainty weighs on domestic spending. Prospects of maintaining the closest possible economic relationship between the United Kingdom and the European Union would further support economic growth.

The DHL British and Irish Lions Tour stimulated a 13 per cent increase in arrivals from the UK in 2017. In the short term, we expect the level of arrivals to decrease slightly as 2018 returns to 'business as usual'. For the medium to long term, we expect moderate visitor and spend growth from this market. The competition from cheaper European destinations is expected to limit a strong upturn in UK visitor arrivals going forward.

28

Germany

	2017 result	2024 result
Visitor arrivals (000s)	105	148 (up 5.0% p.a.) ↑
Visitor spend ($m)	500	740 (up 5.7% p.a.) ↑
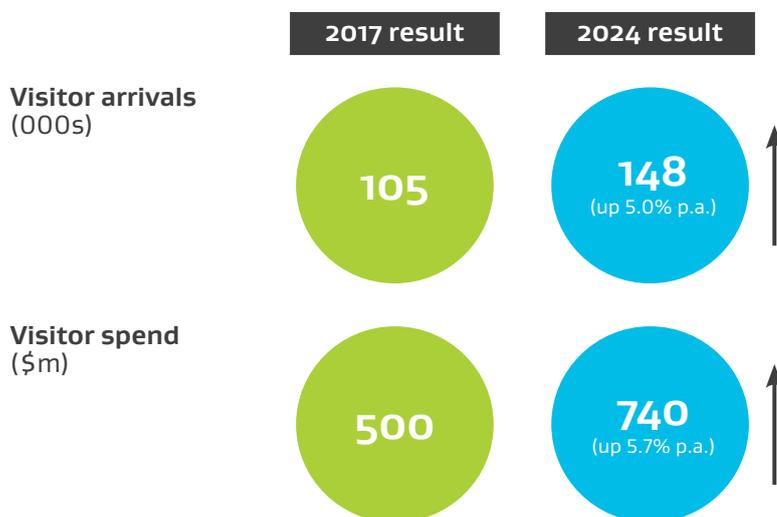
The profile of German visitors is materially different to most other visitors to New Zealand. A lot of Germans enter New Zealand on working holiday visas, stay for longer and spend less per day than other international visitors. The overall spend per visitor for this market is above average.

The number of working holiday visas means that labour market conditions in Germany could impact on the number of German visitor arrivals here in the medium term.

German economic growth is projected to remain solid and employment is set to expand further. Stronger activity in the Euro area is boosting exports and business investment. The German economy has had a stronger-than-expected performance during the latter part of 2017. Consequently, the growth projections for 2018 have also been revised upward, supporting the German economic outlook. Household consumption and residential investment are relatively strong and expected to pick up across the rest of 2018 and into 2019. These factors are likely to keep growth in German visitor arrivals strong for the next two to three years.

UNCERTAINTY IN THE FORECASTS

Uncertainty in the forecasts

This section shows some of the uncertainty behind the published forecast results.

Any forecast will involve uncertainty; MBIE's tourism forecasts are no exception. The published results only show a set of point estimates, which can be thought of as weighted-average values of possible outcomes from our forecast models. There is a wide range of uncertainty for those point estimates. Countries that have relatively few visitors to New Zealand, or have volatile or unstable visitor growth patterns, have greater uncertainty around their forecasts and so tend to have wider prediction intervals.

Figure 16 and Figure 17 illustrate the uncertainty in the forecasts. They display the prediction intervals at an 80 per cent (darker grey region) and 95 per cent (dark and light grey regions) confidence level respectively, for the total arrival and spend by both Chinese and Australian visitors. A 95 per cent confidence level would mean that there is a 95 per cent chance that a future value will fall in the grey area. For example, there is a 95 per cent chance that total spend by Chinese visitors in 2024 can be any number ranging between $2.0 billion to $4.0 billion.

Figure 16: Prediction intervals of total arrivals and spending of Chinese visitors
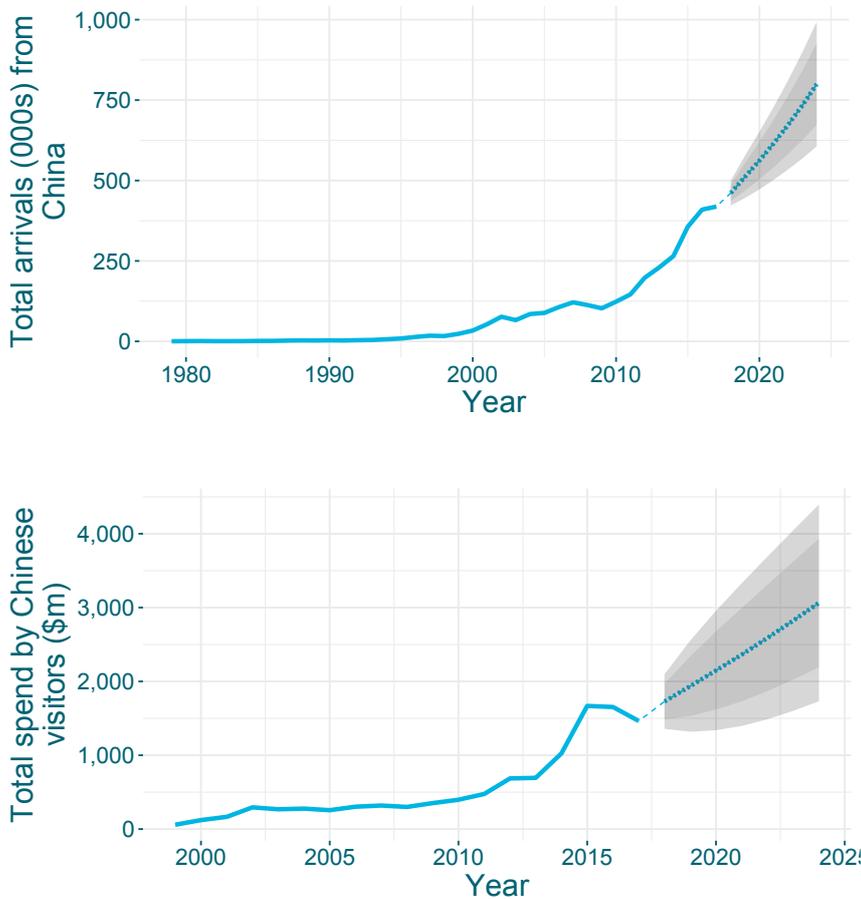
Source: Stats NZ, MBIE

Figure 17: Prediction intervals of total arrivals and spending of Australian visitors
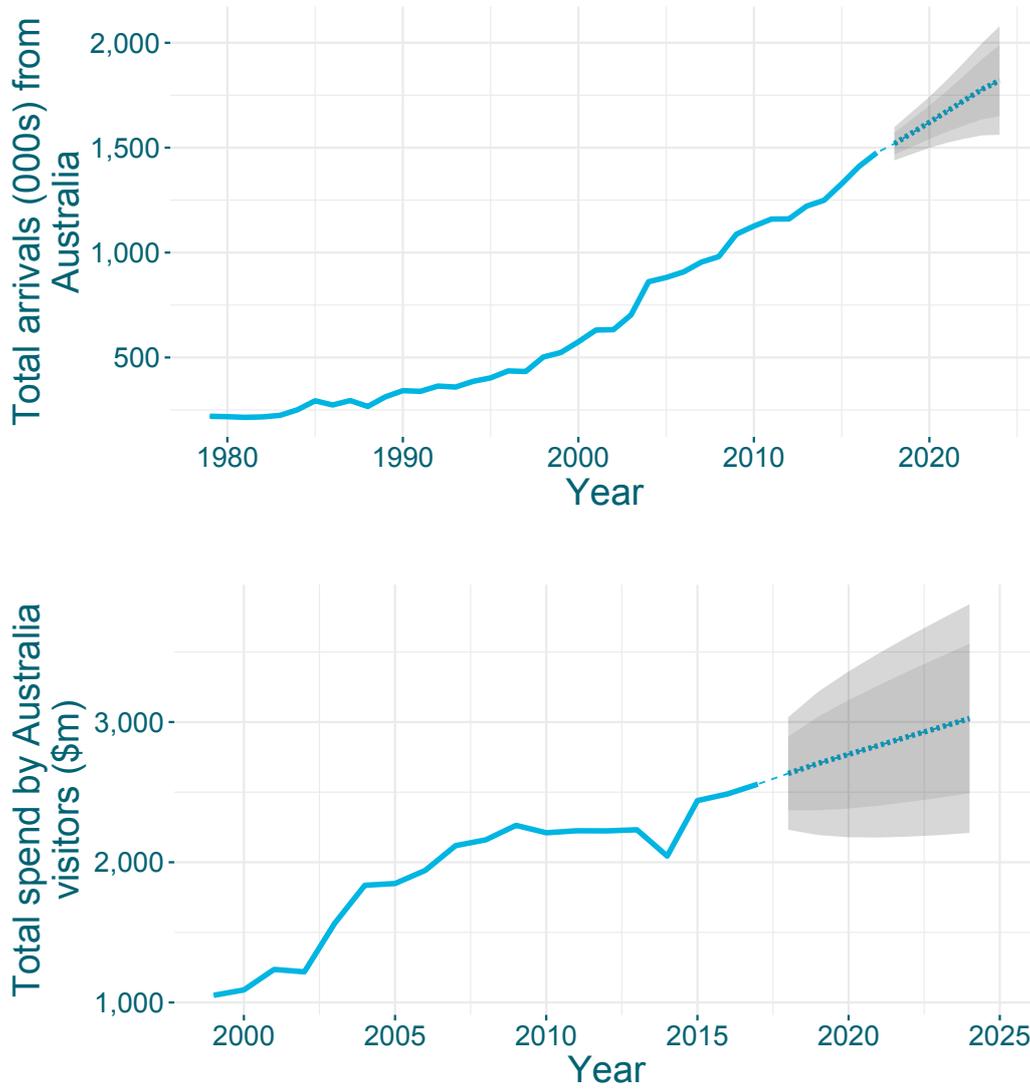
Source: Stats NZ, MBIE

PERFORMANCE OF THE 2017 – 2023 FORECASTS

Performance of the
2017 – 2023 forecasts

This section provides an overview of the performance of MBIE's 2017-2023 tourism forecasts.

For the 2017 year from the 2017-2023 forecasts, total arrivals were over-forecast by 0.3 per cent, while spend was over-forecast by 1.2 per cent, which makes the 2017 forecasts the most accurate forecast over the past seven years.

The greater divergence for spend highlights the fact that spend is more difficult to forecast due to a greater number of complicating factors.

On a per-country basis, results were more varied. Smaller countries showed greater divergence from the forecasts, while more established countries were generally more accurate.

Figure 18: Forecast vs actual for the 2017 –2023 forecasts
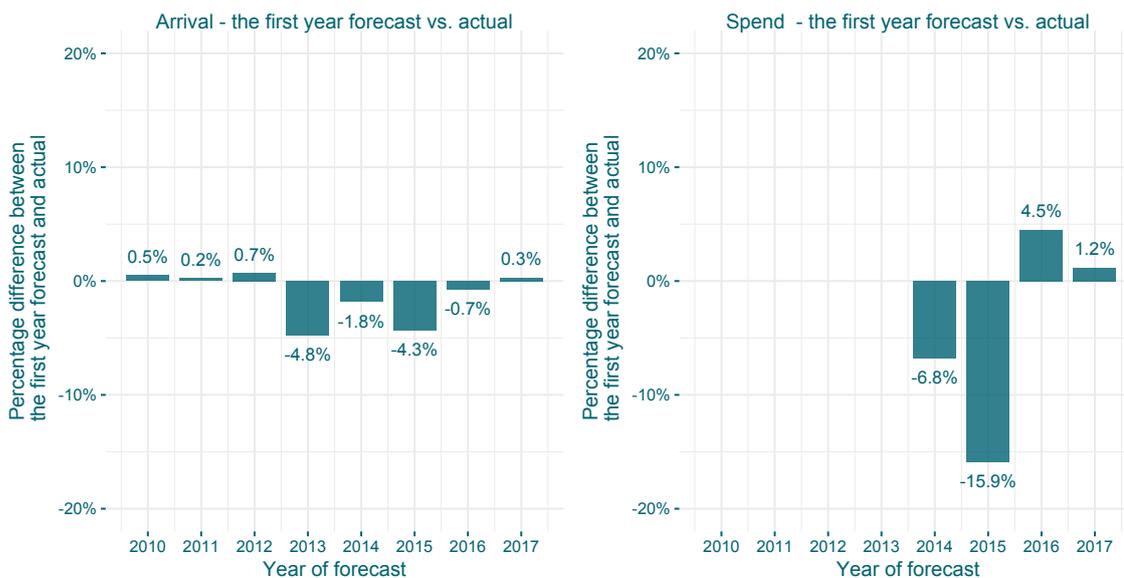
Source: MBIE

Figure 19: Forecast vs actual for the 2016 –2022 forecasts by country

Arrival - the first year forecast vs. actual

Spend - the first year forecast vs. actual
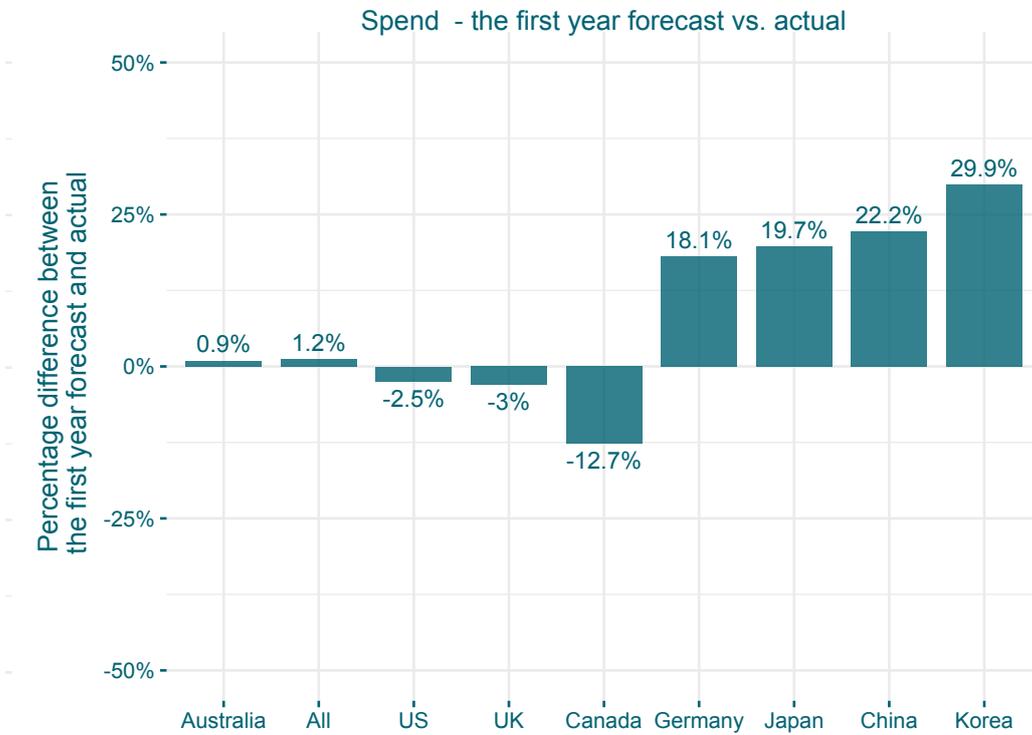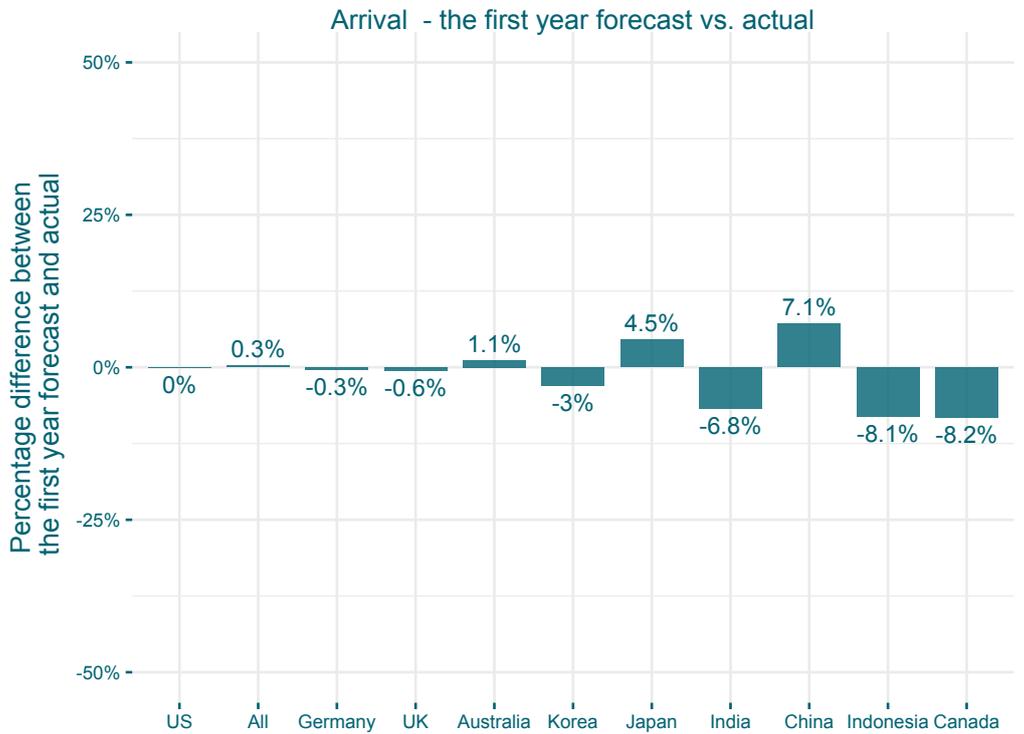
Source: MBIE

APPENDIX A:
FORECAST SUMMARIES
BY COUNTRY

All markets

Summary	2017	2024	
Total spend ($m)[1]	10,563	14,761	↑
Total visitors (000s)[2]	3,734	5,120	↑
Total days (000s)[2]	68,924	96,726	↑
Spend per day ($)[3]	190	208	↑
Avg length of stay (days)[2]	18	19	↑

(A) Total spend per year

(B) Spend per visitor day

(C) Total visitor days

(D) Average length of stay

(E) Total visitor arrivals

(F) Visitor mix
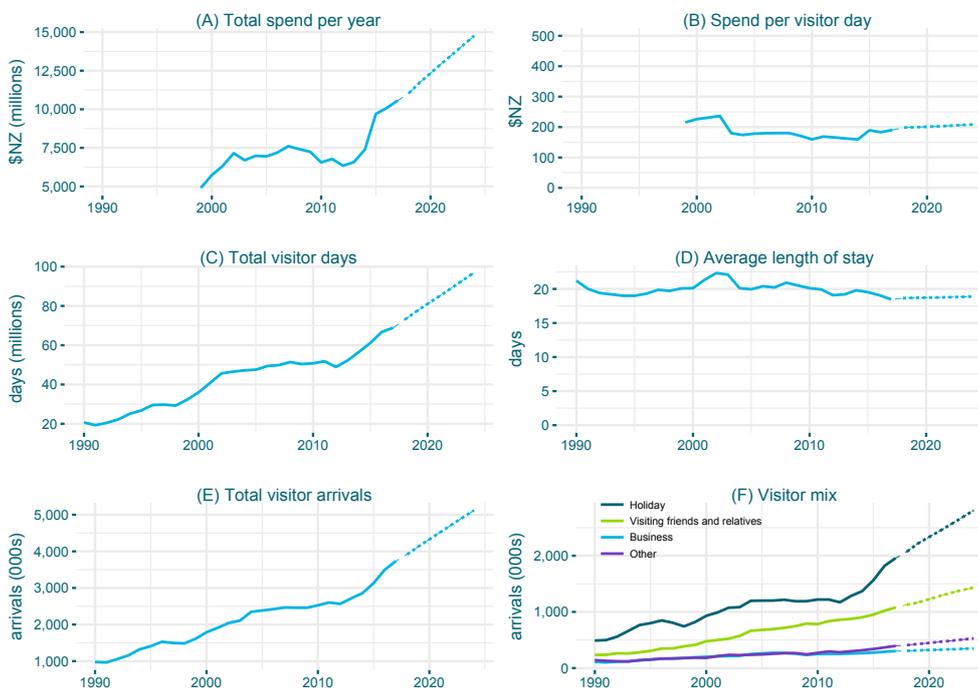
Year	2017	2018	2019	2020	2021	2022	2023	2024	Growth Total	Growth Annual[4]
Total spend ($m)[1]	10,563	11,030	11,729	12,334	12,956	13,559	14,164	14,761	40%	4.9%
Total visitors (000s)[2]	3,734	3,916	4,128	4,329	4,527	4,726	4,926	5,120	37%	4.6%
Total days (000s)[2]	68,924	73,000	77,161	81,050	84,847	88,789	92,749	96,726	40%	5%
Spend per day ($)[3]	190	198	199	201	202	205	207	208	9%	1.3%
Avg length of stay (days)[2]	18	19	19	19	19	19	19	19	2%	0.3%

1. International Visitor Survey, MBIE; 2. International Travel & Migration data, Statistics New Zealand; 3. Derived from the International Visitor Survey; 4. Compound annual growth rate (2017-2024).

Australia

24% Share of all spend in NZ

Summary	2017	2024	
Total spend ($m)[1]	2,557	3,025	↑
Total visitors (000s)[2]	1,476	1,820	↑
Total days (000s)[2]	14,411	17,190	↑
Spend per day ($)[3]	208	200	↓
Avg length of stay (days)[2]	10	9	↓

Visitor market characteristics[4]	
GDP per capita (PPP)	46,012
Population (millions)	24
Outbound departures (millions)	10
Outbound spend (USD mn)	24,889

(A) Total spend per year

(B) Spend per visitor day

(C) Total visitor days

(D) Average length of stay

(E) Total visitor arrivals

(F) Visitor mix
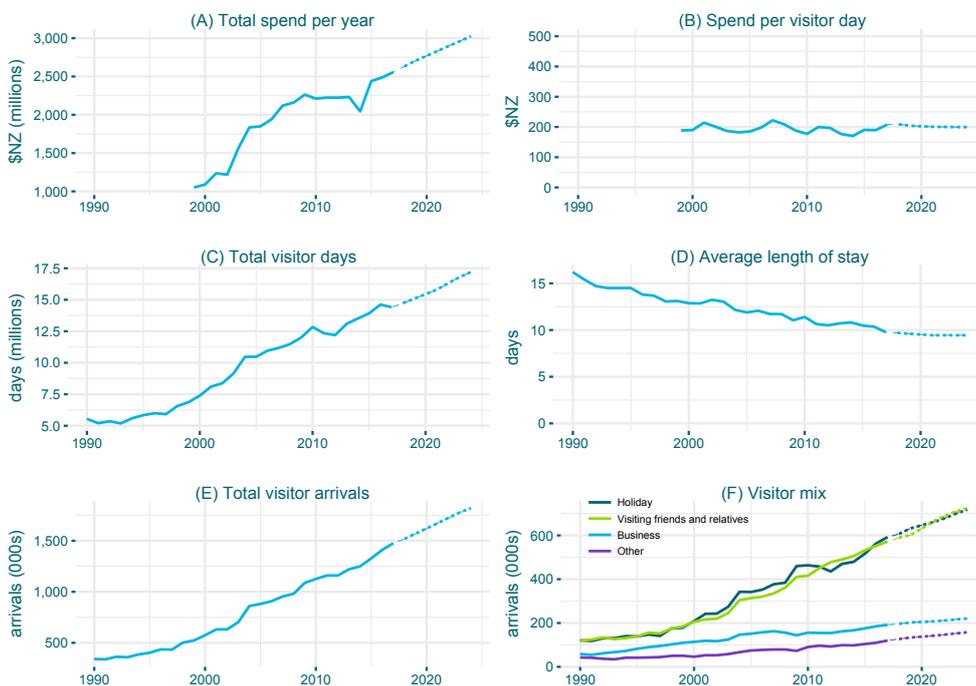
Year	2017	2018	2019	2020	2021	2022	2023	2024	Total	Annual[5]
									Growth	
Total spend ($m)[1]	2,557	2,633	2,705	2,770	2,833	2,898	2,961	3,025	18%	2.4%
Total visitors (000s)[2]	1,476	1,519	1,570	1,621	1,673	1,726	1,778	1,820	23%	3%
Total days (000s)[2]	14,411	14,730	15,085	15,438	15,804	16,304	16,790	17,190	19%	2.6%
Spend per day ($)[3]	208	209	205	202	201	200	200	200	-4%	-0.6%
Avg length of stay (days)[2]	10	10	10	10	9	9	9	9	-3%	-0.5%

1. International Visitor Survey, MBIE; 2. International Travel & Migration data, Statistics New Zealand; 3. Derived from the International Visitor Survey; 4. World Bank data (http://data.worldbank.org/indicator); 5. Compound annual growth rate (2017-2024).

China

14%
Share of all spend in NZ

Summary	2017	2024	
Total spend ($m)[1]	1,464	3,064	↑
Total visitors (000s)[2]	419	800	↑
Total days (000s)[2]	7,593	14,989	↑
Spend per day ($)[3]	265	348	↑
Avg length of stay (days)[2]	18	19	↑

Visitor market characteristics[4]	
GDP per capita (PPP)	15,529
Population (millions)	1,379
Outbound departures (millions)	135
Outbound spend (USD mn)	261,129

(A) Total spend per year

(B) Spend per visitor day

(C) Total visitor days

(D) Average length of stay

(E) Total visitor arrivals

(F) Visitor mix

Holiday
Visiting friends and relatives
Business
Other
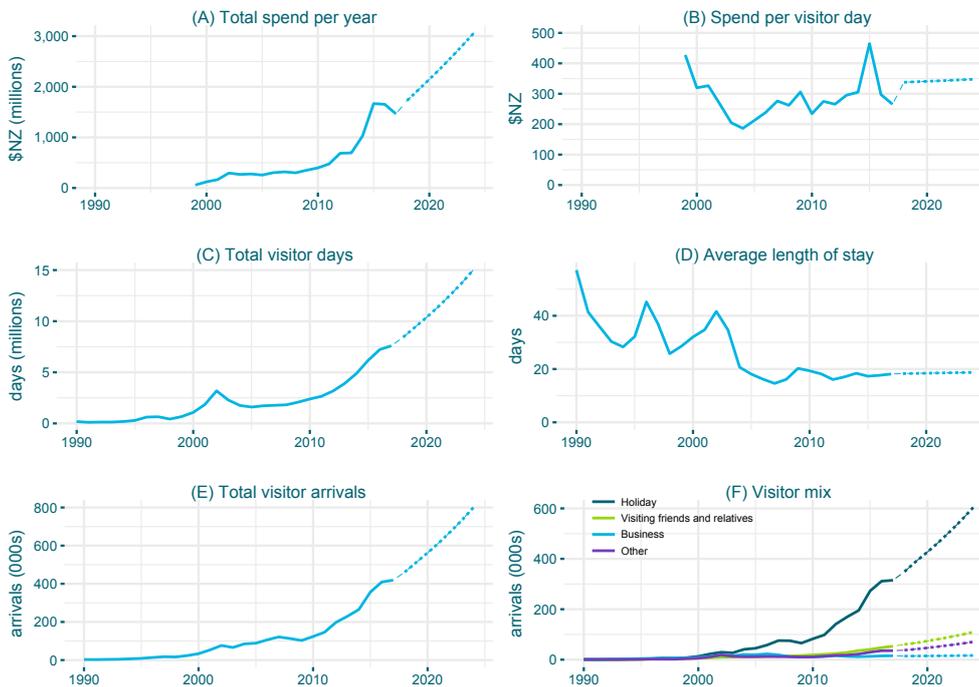
Year	2017	2018	2019	2020	2021	2022	2023	2024	Growth Total	Annual[5]
Total spend ($m)[1]	1,464	1,728	1,936	2,148	2,363	2,589	2,823	3,064	109%	11.1%
Total visitors (000s)[2]	419	461	512	562	616	673	734	800	91%	9.7%
Total days (000s)[2]	7,593	8,429	9,397	10,362	11,395	12,508	13,693	14,989	97%	10.2%
Spend per day ($)[3]	265	338	339	341	342	344	346	348	31%	3.9%
Avg length of stay (days)[2]	18	18	18	18	19	19	19	19	3%	0.5%

1. International Visitor Survey, MBIE; 2. International Travel & Migration data, Statistics New Zealand; 3. Derived from the International Visitor Survey; 4. World Bank data (http://data.worldbank.org/indicator); 5. Compound annual growth rate (2017-2024).

United States of America

12%
Share of all
spend in NZ

Summary	2017	2024	
Total spend ($m)[1]	1,294	2,333	↑
Total visitors (000s)[2]	331	516	↑
Total days (000s)[2]	5,091	7,751	↑
Spend per day ($)[3]	302	303	↑
Avg length of stay (days)[2]	15	15	→

Visitor market characteristics[4]	
GDP per capita (PPP)	57,638
Population (millions)	323
Outbound departures (millions)	73
Outbound spend (USD mn)	123,620

(A) Total spend per year

(B) Spend per visitor day

(C) Total visitor days

(D) Average length of stay

(E) Total visitor arrivals

(F) Visitor mix
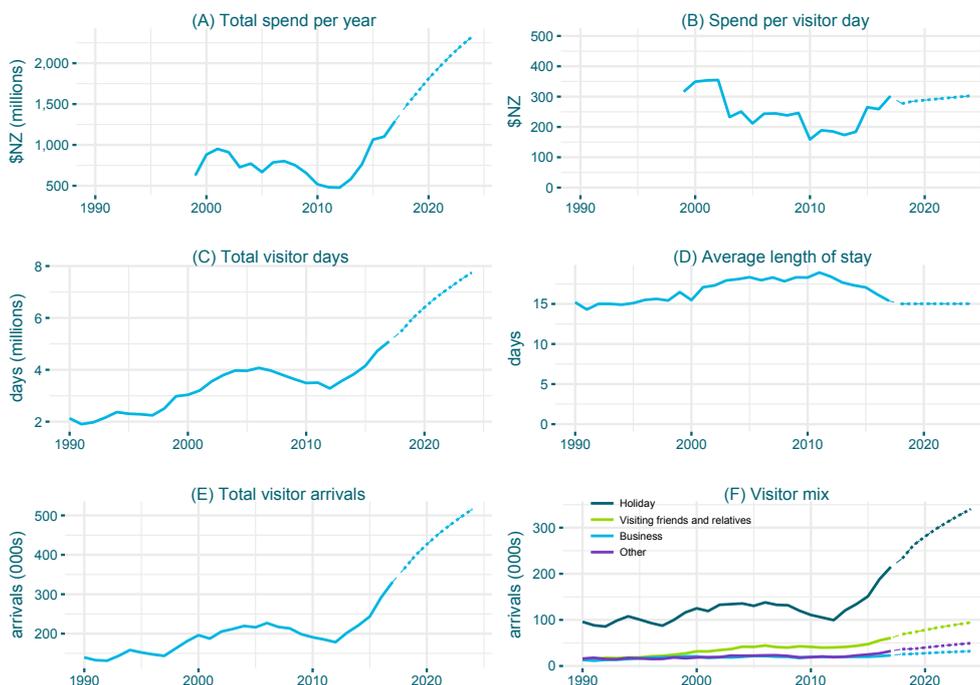
Year	2017	2018	2019	2020	2021	2022	2023	2024	Growth Total	Growth Annual[5]
Total spend ($m)[1]	1,294	1,482	1,646	1,812	1,957	2,095	2,222	2,333	80%	8.8%
Total visitors (000s)[2]	331	364	399	427	452	475	496	516	56%	6.5%
Total days (000s)[2]	5,091	5,466	5,984	6,407	6,794	7,129	7,452	7,751	52%	6.2%
Spend per day ($)[3]	302	277	285	288	292	296	299	303	0%	0.1%
Avg length of stay (days)[2]	15	15	15	15	15	15	15	15	-2%	-0.3%

1. International Visitor Survey, MBIE; 2. International Travel & Migration data, Statistics New Zealand; 3. Derived from the International Visitor Survey; 4. World Bank data (http://data.worldbank.org/indicator); 5. Compound annual growth rate (2017-2024).

United Kingdom

10%
Share of all
spend in NZ

Summary	2017	2024		Visitor market characteristics[4]	
Total spend ($m)[1]	1,039	1,164	↑	GDP per capita (PPP)	42,609
Total visitors (000s)[2]	250	298	↑	Population (millions)	66
Total days (000s)[2]	6,507	8,617	↑	Outbound departures (millions)	71
Spend per day ($)[3]	152	165	↑	Outbound spend (USD mn)	64,774
Avg length of stay (days)[2]	26	29	↑		

(A) Total spend per year

(B) Spend per visitor day

(C) Total visitor days

(D) Average length of stay

(E) Total visitor arrivals

(F) Visitor mix
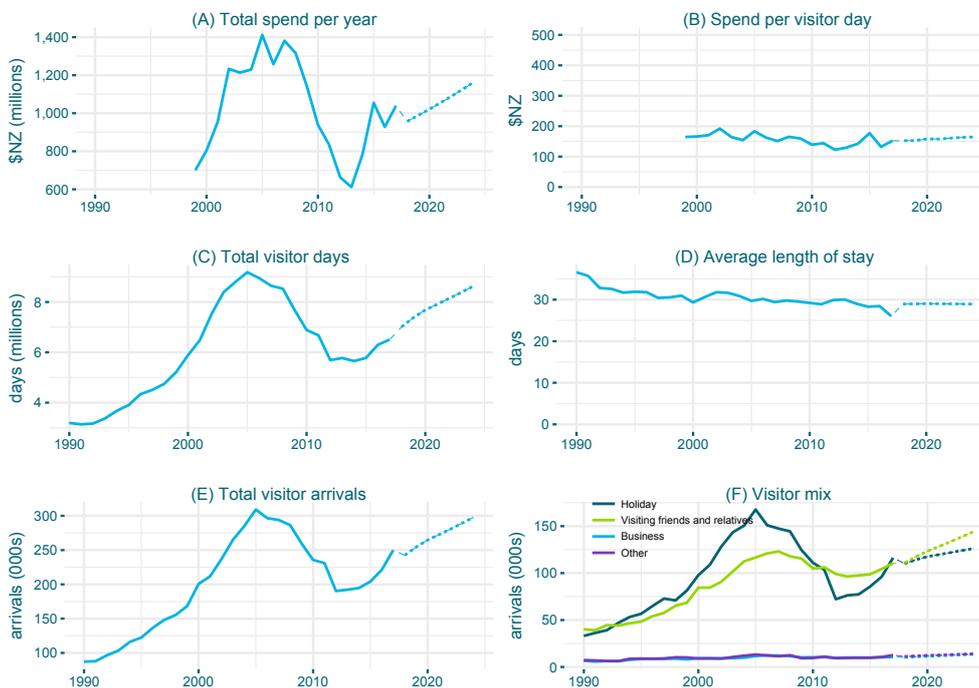
Year	2017	2018	2019	2020	2021	2022	2023	2024	Growth Total	Annual[5]
Total spend ($m)[1]	1,039	957	989	1,021	1,055	1,090	1,126	1,164	12%	1.6%
Total visitors (000s)[2]	250	242	255	265	273	281	289	298	19%	2.5%
Total days (000s)[2]	6,507	7,011	7,378	7,683	7,910	8,139	8,375	8,617	32%	4.1%
Spend per day ($)[3]	152	152	153	158	158	161	163	165	8%	1.1%
Avg length of stay (days)[2]	26	29	29	29	29	29	29	29	11%	1.5%

1. International Visitor Survey, MBIE; 2. International Travel & Migration data, Statistics New Zealand; 3. Derived from the International Visitor Survey; 4. World Bank data (http://data.worldbank.org/indicator); 5. Compound annual growth rate (2017-2024).

Germany

5%
Share of all spend in NZ

Summary	2017	2024	
Total spend ($m)[1]	500	740	↑
Total visitors (000s)[2]	105	148	↑
Total days (000s)[2]	4,787	6,733	↑
Spend per day ($)[3]	95	107	↑
Avg length of stay (days)[2]	46	46	→

Visitor market characteristics[4]	
GDP per capita (PPP)	48,861
Population (millions)	83
Outbound departures (millions)[6]	91
Outbound spend (USD mn)	79,906

(A) Total spend per year

(B) Spend per visitor day

(C) Total visitor days

(D) Average length of stay

(E) Total visitor arrivals

(F) Visitor mix

- Holiday
- Visiting friends and relatives
- Business
- Other
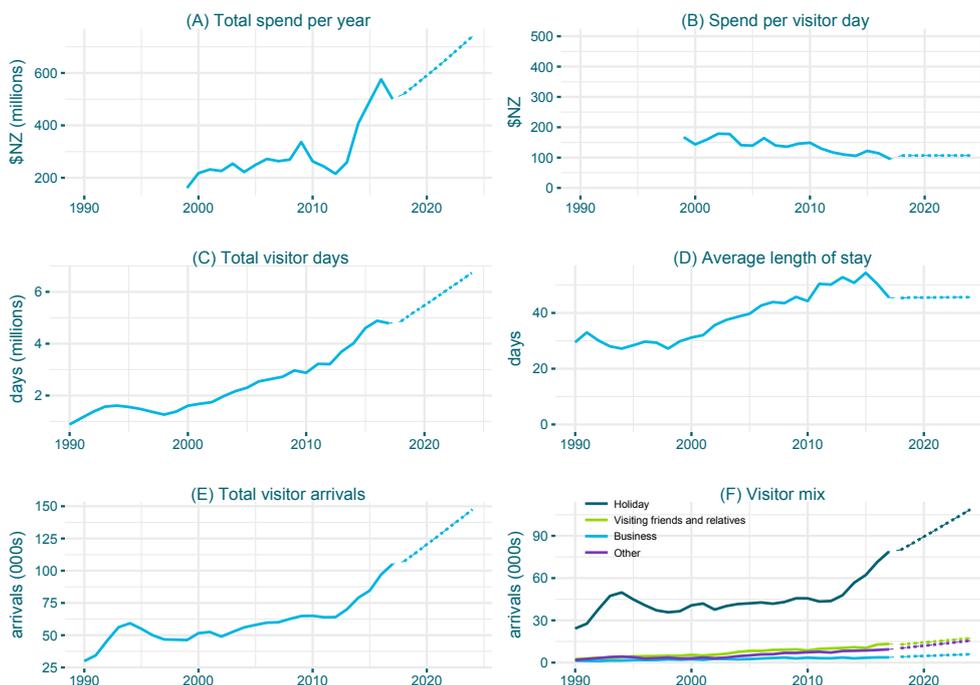
Year	2017	2018	2019	2020	2021	2022	2023	2024	Growth Total	Growth Annual[5]
Total spend ($m)[1]	500	520	554	590	626	663	701	740	48%	5.7%
Total visitors (000s)[2]	105	107	114	120	127	134	141	148	40%	5%
Total days (000s)[2]	4,787	4,861	5,181	5,478	5,786	6,105	6,413	6,733	41%	5%
Spend per day ($)[3]	95	107	107	107	107	107	107	107	12%	1.7%
Avg length of stay (days)[2]	46	45	46	45	46	46	46	46	0%	0%

1. International Visitor Survey, MBIE; 2. International Travel & Migration data, Statistics New Zealand; 3. Derived from the International Visitor Survey; 4. World Bank data (http://data.worldbank.org/indicator); 5. Compound annual growth rate (2017-2024); 6. 2009 value.

Japan

3%
Share of all
spend in NZ

Summary	2017	2024		Visitor market characteristics[4]	
Total spend ($m)[1]	271	368	↑	GDP per capita (PPP)	42,203
Total visitors (000s)[2]	102	141	↑	Population (millions)	127
Total days (000s)[2]	1,612	2,194	↑	Outbound departures (millions)	17
Spend per day ($)[3]	200	213	↑	Outbound spend (USD mn)	18,562
Avg length of stay (days)[2]	16	16	→		

(A) Total spend per year

(B) Spend per visitor day

(C) Total visitor days

(D) Average length of stay

(E) Total visitor arrivals

(F) Visitor mix
- Holiday
- Visiting friends and relatives
- Business
- Other
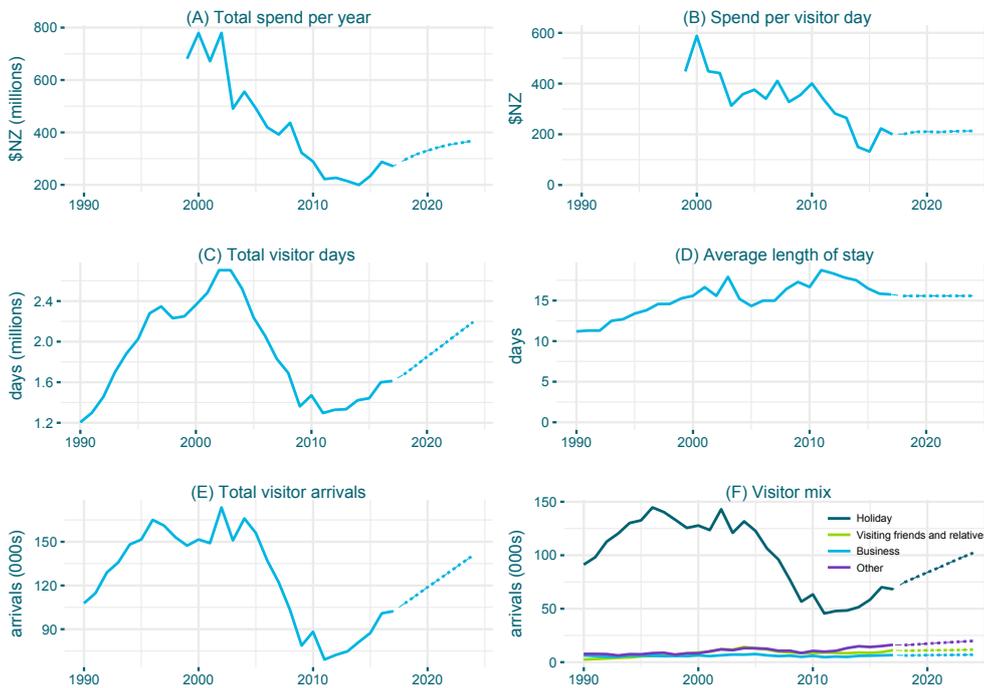
Year	2017	2018	2019	2020	2021	2022	2023	2024	Growth Total	Annual[5]
Total spend ($m)[1]	271	295	316	331	344	354	361	368	36%	4.5%
Total visitors (000s)[2]	102	108	113	119	124	130	135	141	38%	4.7%
Total days (000s)[2]	1,612	1,677	1,762	1,851	1,935	2,022	2,109	2,194	36%	4.5%
Spend per day ($)[3]	200	201	210	210	209	211	213	213	7%	0.9%
Avg length of stay (days)[2]	16	16	16	16	16	16	16	16	-1%	-0.2%

1. International Visitor Survey, MBIE; 2. International Travel & Migration data, Statistics New Zealand; 3. Derived from the International Visitor Survey; 4. World Bank data (http://data.worldbank.org/indicator); 5. Compound annual growth rate (2017-2024).

South Korea

2%
Share of all
spend in NZ

Summary	2017	2024		Visitor market characteristics[4]	
Total spend ($m)[1]	224	395	↑	GDP per capita (PPP)	36,532
Total visitors (000s)[2]	91	126	↑	Population (millions)	51
Total days (000s)[2]	1,413	1,946	↑	Outbound departures (millions)	22
Spend per day ($)[3]	245	312	↑	Outbound spend (USD mn)	26,642
Avg length of stay (days)[2]	15	15	→		

(A) Total spend per year

(B) Spend per visitor day

(C) Total visitor days

(D) Average length of stay

(E) Total visitor arrivals

(F) Visitor mix
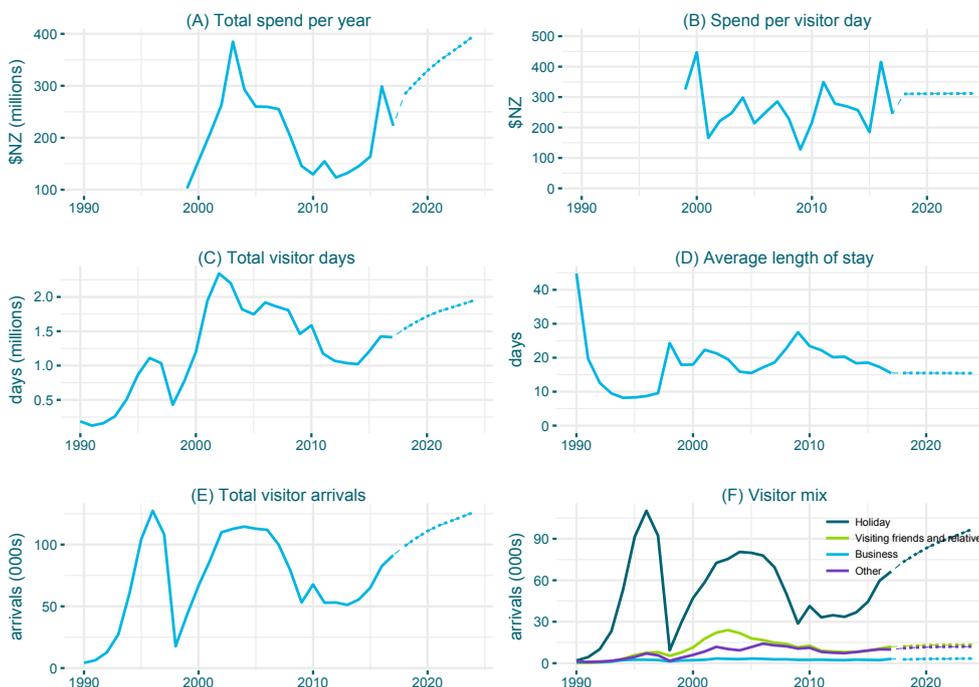
Year	2017	2018	2019	2020	2021	2022	2023	2024	Growth Total	Annual[5]
Total spend ($m)[1]	224	284	307	329	348	363	379	395	77%	8.5%
Total visitors (000s)[2]	91	99	105	111	115	119	122	126	38%	4.7%
Total days (000s)[2]	1,413	1,530	1,629	1,718	1,788	1,840	1,892	1,946	38%	4.7%
Spend per day ($)[3]	245	310	311	311	311	311	312	312	27%	3.5%
Avg length of stay (days)[2]	15	15	15	15	15	15	15	15	0%	0%

1. International Visitor Survey, MBIE; 2. International Travel & Migration data, Statistics New Zealand; 3. Derived from the International Visitor Survey; 4. World Bank data (http://data.worldbank.org/indicator); 5. Compound annual growth rate (2017-2024).

Canada

Summary	2017	2024	
Total visitors (000s)[1]	67	92	↑
Total days (000s)[1]	1,588	2,277	↑
Avg length of stay (days)	24	25	↑

Visitor market characteristics[2]	
GDP per capita (PPP)	44,644
Population (millions)	36
Outbound departures (millions)	31
Outbound spend (USD mn)	29,067

(A) Total visitor days

(B) Average length of stay

(C) Total visitor arrivals

(D) Visitor mix
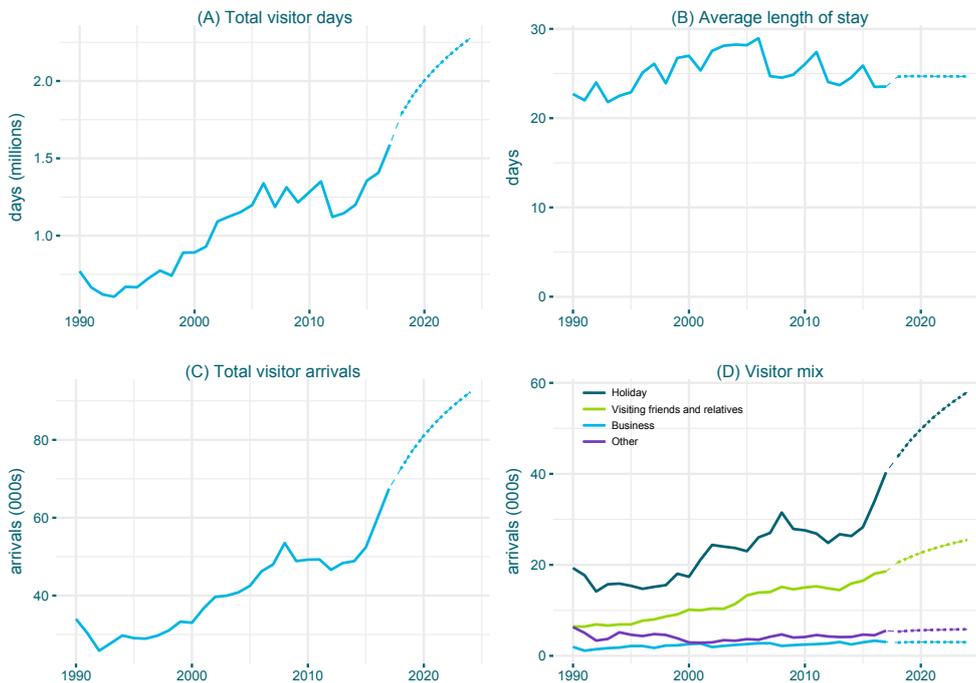
									GROWTH	
Year	2017	2018	2019	2020	2021	2022	2023	2024	Total	Annual[3]
Total visitors (000s)[1]	67	72	77	81	84	87	90	92	37%	4.6%
Total days (000s)[1]	1,588	1,787	1,908	2,003	2,085	2,156	2,220	2,277	43%	5.3%
Avg length of stay (days)[1]	24	25	25	25	25	25	25	25	5%	0.7%

1. International Travel & Migration data, Statistics New Zealand; 2. World Bank data (http://data.worldbank.org/indicator); 3. Compound annual growth rate (2017-2024); 4. For Canada, Singapore, India, and Inodnesia, we are not able to produce spend forecasts as the sample size is not sufficiently large in the source data from the International Visitor Survey; 5. Please note that March 2017 year visitor arrivals were 63,200, slightly lower than the calendar year 2017 forecast of 62,000. The March results came too late to be included, so short-term results may be slightly higher than those forecast.

Singapore

Summary	2017	2024	
Total visitors (000s)[1]	59	85	↑
Total days (000s)[1]	772	1,183	↑
Avg length of stay (days)	13	14	↑

Visitor market characteristics[2]	
GDP per capita (PPP)	87,833
Population (millions)	6
Outbound departures (millions)	9
Outbound spend (USD mn)	22,102

(A) Total visitor days

(B) Average length of stay

(C) Total visitor arrivals

(D) Visitor mix
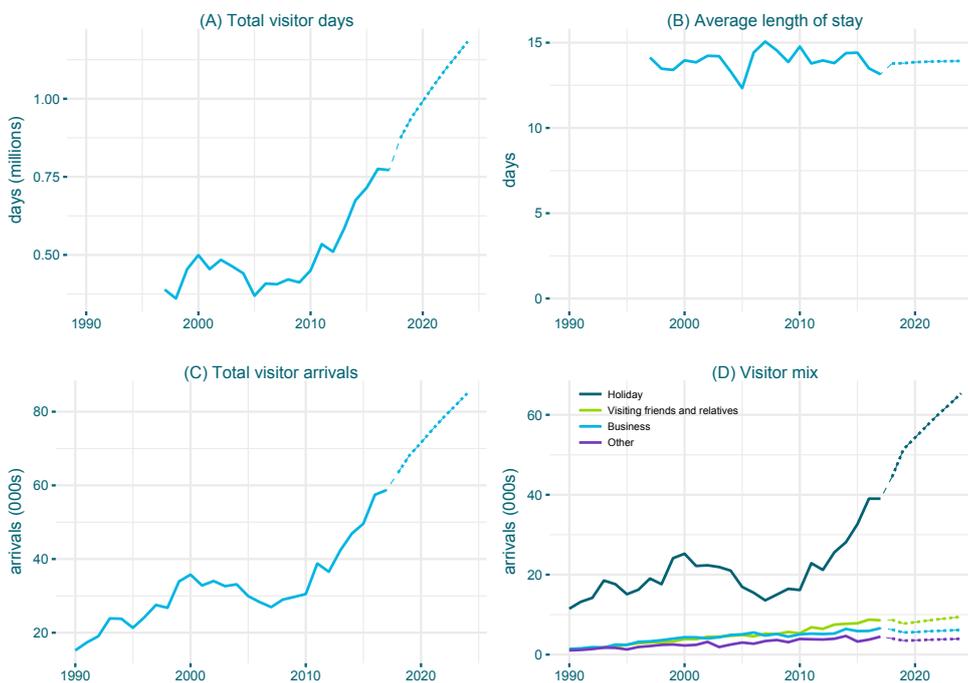
									GROWTH	
Year	2017	2018	2019	2020	2021	2022	2023	2024	Total	Annual[3]
Total visitors (000s)[1]	59	63	68	72	75	79	82	85	45%	5.4%
Total days (000s)[1]	772	874	940	992	1,044	1,093	1,137	1,183	53%	6.3%
Avg length of stay (days)[1]	13	14	14	14	14	14	14	14	6%	0.8%

1. International Travel & Migration data, Statistics New Zealand; 2. World Bank data (http://data.worldbank.org/indicator); 3. Compound annual growth rate (2017-2024); 4. For Canada, Singapore, India, and Inodnesia, we are not able to produce spend forecasts as the sample size is not sufficiently large in the source data from the International Visitor Survey.

India

Summary	2017	2024	
Total visitors (000s)[1]	62	108	↑
Total days (000s)[1]	3,109	5,567	↑
Avg length of stay (days)	50	52	↑

Visitor market characteristics[2]	
GDP per capita (PPP)	6,571
Population (millions)	1,324
Outbound departures (millions)	22
Outbound spend (USD mn)	16,377

(A) Total visitor days

(B) Average length of stay

(C) Total visitor arrivals

(D) Visitor mix
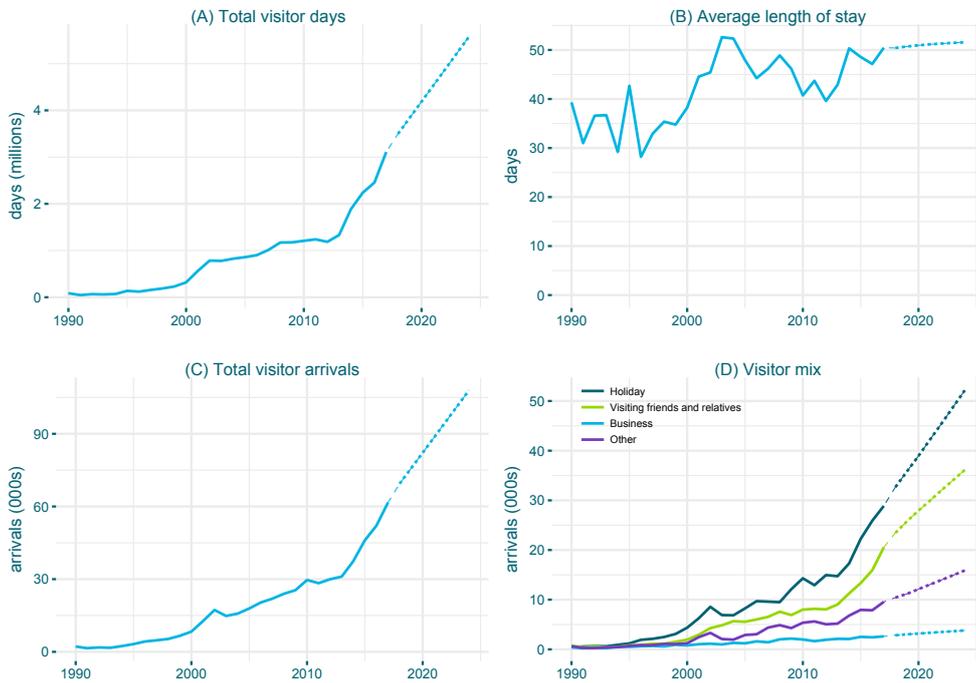
									GROWTH	
Year	2017	2018	2019	2020	2021	2022	2023	2024	Total	Annual[3]
Total visitors (000s)[1]	62	69	76	82	89	95	101	108	75%	8.3%
Total days (000s)[1]	3,109	3,498	3,843	4,188	4,532	4,877	5,222	5,567	79%	8.7%
Avg length of stay (days)[1]	50	50	51	51	51	51	51	52	2%	0.3%

1. International Travel & Migration data, Statistics New Zealand; 2. World Bank data (http://data.worldbank.org/indicator); 3. Compound annual growth rate (2017-2024); 4. For Canada, Singapore, India, and Inodnesia, we are not able to produce spend forecasts as the sample size is not sufficiently large in the source data from the International Visitor Survey.

Indonesia

Summary	2017	2024		Visitor market characteristics[2]	
Total visitors (000s)[1]	24	50	↑	GDP per capita (PPP)	11,609
Total days (000s)[1]	420	971	↑	Population (millions)	261
Avg length of stay (days)	18	19	↑	Outbound departures (millions)	8
				Outbound spend (USD mn)	7,549

(A) Total visitor days

(B) Average length of stay

(C) Total visitor arrivals

(D) Visitor mix
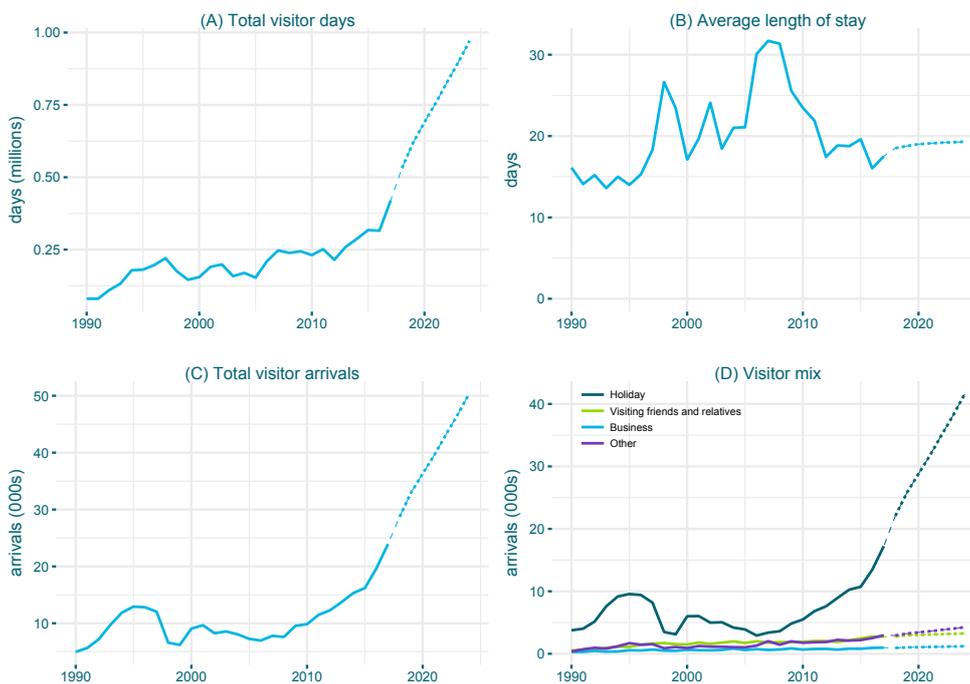
Year	2017	2018	2019	2020	2021	2022	2023	2024	GROWTH Total	Annual[3]
Total visitors (000s)[1]	24	29	33	36	40	43	47	50	110%	11.2%
Total days (000s)[1]	420	531	620	690	756	828	897	971	132%	12.7%
Avg length of stay (days)[1]	18	19	19	19	19	19	19	19	10%	1.4%

1. International Travel & Migration data, Statistics New Zealand; 2. World Bank data (http://data.worldbank.org/indicator); 3. Compound annual growth rate (2017-2024); 4. For Canada, Singapore, India, and Inodnesia, we are not able to produce spend forecasts as the sample size is not sufficiently large in the source data from the International Visitor Survey.

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Other

28%
Share of all
spend in NZ

Summary	2017	2024	
Total spend ($m)[1]	2,955	3,320	↑
Total visitors (000s)[2]	891	1,179	↑
Total days (000s)[2]	25,920	35,029	↑
Spend per day ($)[3]	170	166	↓
Avg length of stay (days)[2]	29	30	↑

(A) Total spend per year

(B) Spend per visitor day

(C) Total visitor days

(D) Average length of stay

(E) Total visitor arrivals

(F) Visitor mix
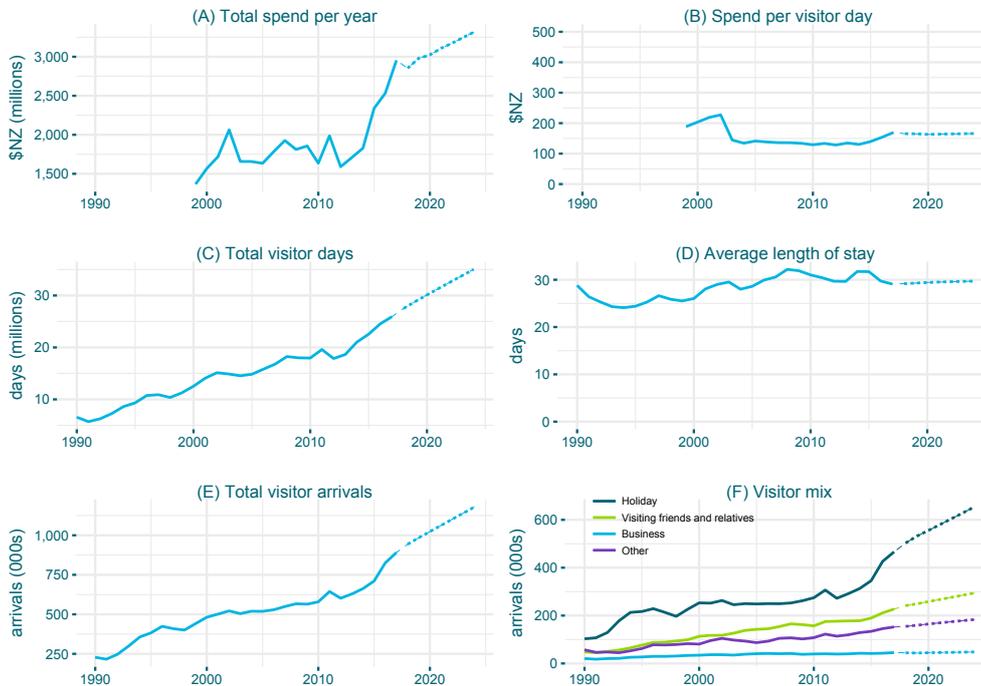
									Growth	
Year	2017	2018	2019	2020	2021	2022	2023	2024	Total	Annual[4]
Total spend ($m)[1]	2,955	2,853	2,980	3,024	3,109	3,174	3,249	3,320	12%	1.7%
Total visitors (000s)[2]	891	943	984	1,023	1,062	1,101	1,140	1,179	32%	4.1%
Total days (000s)[2]	25,920	27,509	28,836	30,110	31,351	32,585	33,805	35,029	35%	4.4%
Spend per day ($)[3]	170	165	165	163	164	165	165	166	-2%	-0.3%
Avg length of stay (days)[2]	29	29	29	29	30	30	30	30	2%	0.3%

1. International Visitor Survey, MBIE; 2. International Travel & Migration data, Statistics New Zealand; 3. Derived from the International Visitor Survey; 4. Compound annual growth rate (2017-2024).