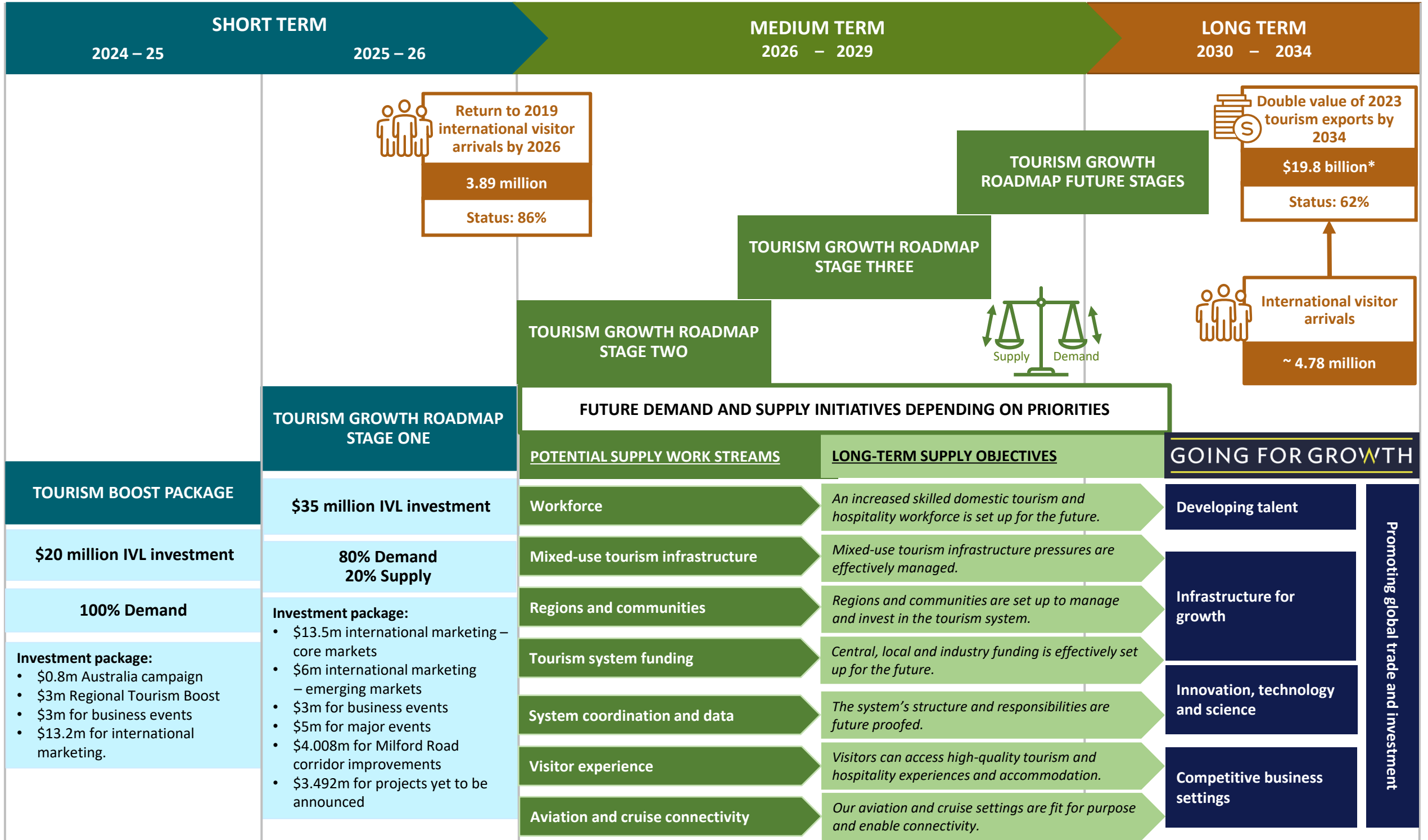


Tourism Growth Roadmap

MAY 2025

Objectives

- Increase the number of international visitors to New Zealand to at least 2019 levels by 2026 (**3.89 million**)
- Double the value of 2023 tourism exports (**\$9.9 billion***) by 2034 (**\$19.8 billion**)
- Grow the number of Kiwis in tourism and hospitality jobs



* Export target is based on International Visitor Survey data for YE December 2023 which does not include air transport exports.