



NEW ZEALAND REGIONAL TOURISM FORECASTS 2010-2016 GISBORNE RTO

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Tourism Strategy Group
Ministry of Economic Development



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This report is one of a series of reports produced within the annual tourism forecasting programme.

The main report titles within the 2010 programme are:

- New Zealand Tourism Forecasts 2010-2016 – Summary Document
- New Zealand Regional Tourism Forecasts 2010-2016
(These are individual reports for Regional Tourism Organisation (RTO) areas)

These forecast reports, as well as pivot tables, are available for download at www.tourismresearch.govt.nz/forecasts.

All of the forecasting reports are prepared for the Tourism Strategy Group, MED, by Covec Limited.

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Introduction

This report contains tourism forecasts for the Gisborne RTO area that can be used to support local tourism investment, planning and development. The annual forecasts cover the period 2010-2016 and provide estimates of future visits and visitor nights segmented by traveller origin, purpose of travel and type of travel.

Forecasts of tourism expenditure are also included in this year's programme, although data constraints prevent detailed segmentation beyond total international and domestic spend. The expenditure figures take inflation into account and include GST. Key exclusions are expenditure on international airfares, as well as some government and business expenditure.

More information can be found in electronic format in the *regional pivot tables* which can be downloaded from www.tourismresearch.govt.nz/forecasts. The regional pivot tables allow users to view historical and forecast data at the regional level in both tabular and graphical form.

Base Data: The forecasts in this report are based on historical data derived from the International Visitor Survey (IVS) and the Domestic Travel Survey (DTS).

These data have been smoothed to reduce the volatility caused by small sample sizes (see Table A2 in the Appendix for a summary of sample sizes in 2009). The smoothing process involves combining data across multiple time periods in small sample areas to identify long-term trends and relativities. The result is much smoother historical data that preserve regional differences and represent more realistic growth trends.

Also, the IVS and DTS data have been adjusted to include travel by children under 15 years of age who fall outside the scope of the surveys. In addition, some government and business travel is not captured in the DTS because it is primarily a household survey.

Methodology: The regional forecasts have been developed by modelling and extrapolating historical relationships between the origins of travellers, their main purpose of travel, and their propensities to visit various RTO areas. The model used to forecast international visitor activity also takes port of entry into account as this has a major influence on regional travel patterns. A full methodology document can be downloaded from www.tourismresearch.govt.nz/forecasts.

Definitions of Key Tourism Measures

	Domestic	International
Day Trip	A trip by a person of at least 40km (one way) within New Zealand but outside their usual environment, completed within the same day.	Not applicable.
Overnight Trip	A trip by a person resulting in one or more nights spent away from home within New Zealand.	A trip by a person that results in one or more nights being spent in New Zealand.
Day Visit	The number of people visiting a destination within the RTO for one hour or more without staying a night. Day visits can be generated by people on overnight trips and day trips.	
Overnight Visit	The number of visits to a destination within the RTO that result in a stay of at least one night.	
Visitor Nights	The number of visitor nights spent in destinations within the RTO in all forms of accommodation.	
Origin	Regional council areas (see full list in Appendix).	Australia, United States, Japan, South Korea, China, United Kingdom, Germany, Rest of World.

1. Summary for Gisborne RTO

Total Visits

- Total visits by travellers to Gisborne RTO are forecast to rise from 934,000 in 2009 to 944,000 in 2016 - an increase of 1.1% (10,000) or 0.2% p.a.
- International visits are expected to increase from 88,000 in 2009 to 108,000 in 2016, representing growth of 20,000 or 23.1%. The share of total visits generated by international visitors is expected to increase from 9.4% to 11.4%.
- Domestic visits are expected to decrease from 847,000 in 2009 to 836,000 in 2016, representing a contraction of 10,000 or 1.2%. The share of total visits generated by domestic visitors is expected to decrease from 90.6% to 88.6%.

Figure 1: Visits to Gisborne RTO by Origin of Traveller (000s)

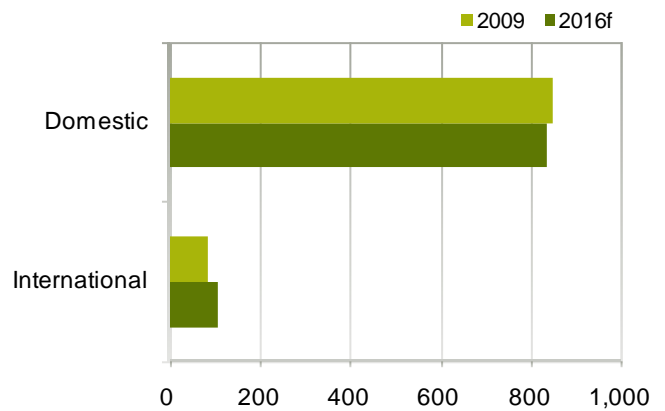
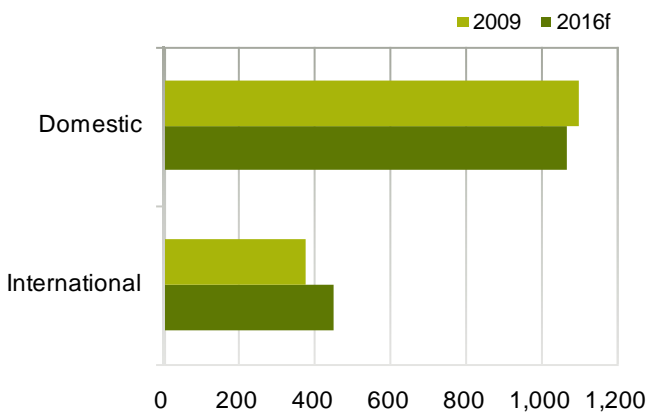


Figure 2: Visitor Nights in Gisborne RTO by Origin of Traveller (000s)



Total Visitor Nights

- Total visitor nights in Gisborne RTO are forecast to rise from 1.476 million in 2009 to 1.519 million in 2016 - an increase of 2.9% (43,000) or 0.4% p.a.
- International visitor nights are expected to increase from 377,000 in 2009 to 452,000 in 2016, representing growth of 75,000 or 19.8%. The share of total visitor nights generated by international visitors is expected to increase from 25.6% to 29.8%.
- Domestic visitor nights are expected to decrease from 1.098 million in 2009 to 1.067 million in 2016, representing a contraction of 32,000 or 2.9%. The share of total visitor nights generated by domestic visitors is expected to decrease from 74.4% to 70.2%.

Total Visitor Expenditure

- Total expenditure by visitors to Gisborne RTO is forecast to increase from \$142 million in 2009 to \$161 million in 2016 - growth of 13.4% (\$19 million) or 1.8% p.a.
- International visitor expenditure is expected to increase from \$28 million in 2009 to \$36 million in 2016, representing growth of \$8 million or 29.0%. The share of total expenditure generated by international visitors is expected to increase from 19.7% to 22.4%.
- Domestic visitor expenditure is expected to increase from \$114 million in 2009 to \$125 million in 2016, representing growth of \$11 million or 9.6%. The share of total visitor expenditure generated by domestic visitors is expected to decrease from 80.3% to 77.6%.

Figure 3: Visitor Expenditure in Gisborne RTO by Origin of Traveller (\$NZm)

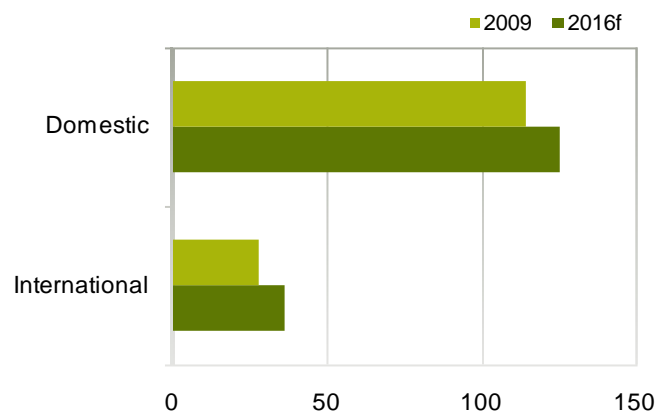


Figure 4: Shares of Total Visits to Gisborne RTO by Origin of Traveller (% of all visits)

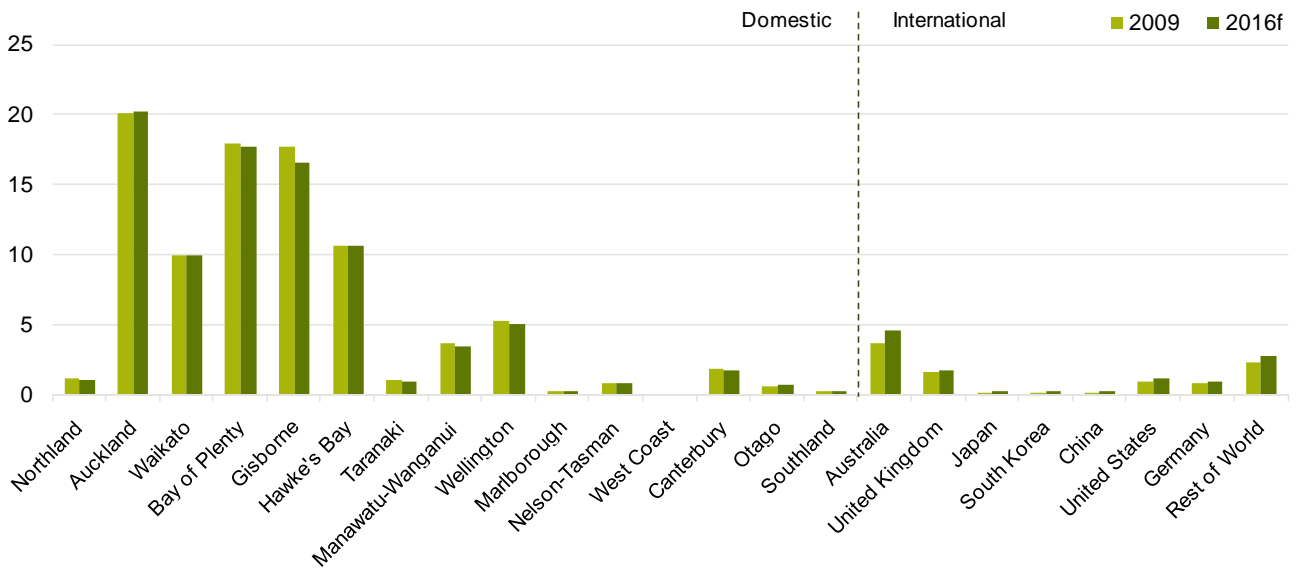


Figure 5: Shares of Total Visitor Nights in Gisborne RTO by Origin of Traveller (% of all visitor nights)

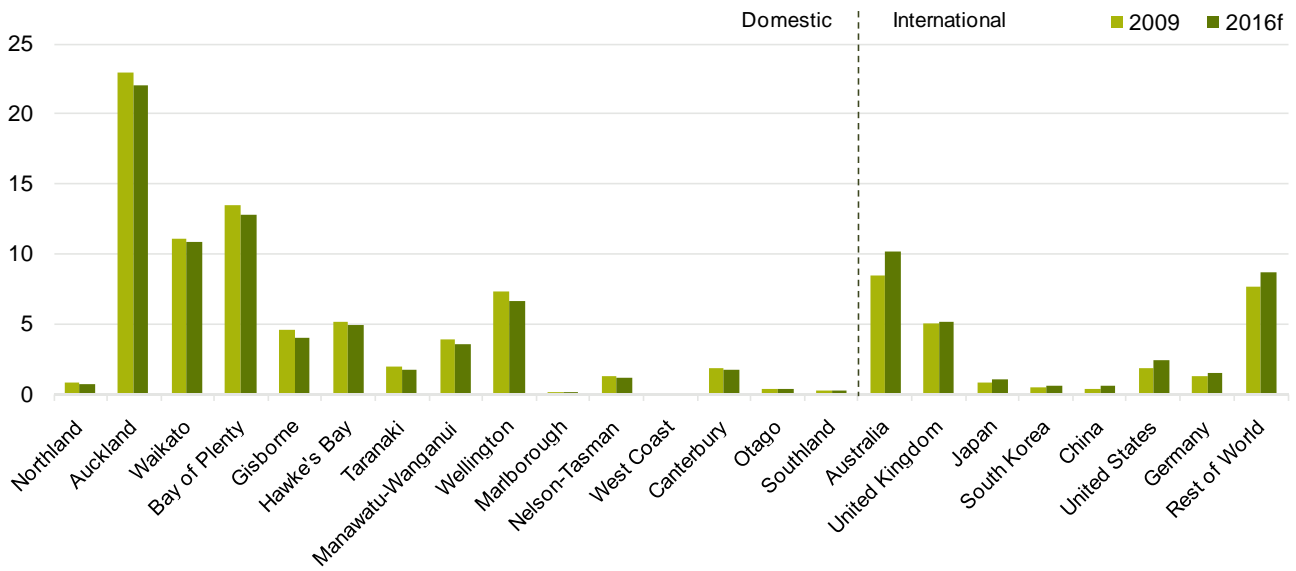


Table 1: Summary of Tourism Forecasts for Gisborne RTO

Market	Calendar Year	Visits (000s)			Nights (000s)	Av. Nights per Visit	Expenditure (\$NZm)
		Overnight	Day	Total			
Domestic	2004	363	463	826	1,071	2.95	101
	2005	361	462	823	1,063	2.95	103
	2006	367	469	836	1,077	2.93	108
	2007	361	461	822	1,051	2.91	108
	2008	360	460	821	1,058	2.94	108
	2009	373	473	847	1,098	2.94	114
	2010f	371	470	841	1,089	2.93	114
	2011f	368	467	835	1,077	2.92	116
	2012f	368	466	834	1,072	2.92	117
	2013f	368	466	834	1,071	2.91	119
	2014f	368	467	835	1,069	2.91	121
	2015f	368	467	836	1,068	2.90	123
	2016f	368	468	836	1,067	2.89	125
International	2004	64	15	79	343	5.38	24
	2005	65	15	80	342	5.26	24
	2006	66	16	82	360	5.43	25
	2007	67	16	83	361	5.39	27
	2008	69	16	85	379	5.49	27
	2009	70	17	88	377	5.39	28
	2010f	71	18	89	382	5.35	28
	2011f	76	19	95	399	5.27	30
	2012f	77	19	96	406	5.28	31
	2013f	79	20	99	418	5.27	32
	2014f	82	20	102	430	5.26	34
	2015f	84	21	105	442	5.25	35
	2016f	86	21	108	452	5.24	36
Total	2004	427	478	905	1,414	3.31	126
	2005	426	477	903	1,405	3.30	127
	2006	433	484	917	1,436	3.31	133
	2007	428	477	905	1,412	3.30	135
	2008	429	477	906	1,436	3.35	135
	2009	444	491	934	1,476	3.33	142
	2010f	443	488	931	1,470	3.32	142
	2011f	444	486	930	1,477	3.32	146
	2012f	445	485	930	1,479	3.33	148
	2013f	447	486	933	1,489	3.33	151
	2014f	450	487	937	1,499	3.33	155
	2015f	452	488	941	1,509	3.34	158
	2016f	455	489	944	1,519	3.34	161
Growth 2010-2016							
Domestic	Change	-5	-5	-10	-32	-0.05	11
	Total	-1.3%	-1.1%	-1.2%	-2.9%	-1.5%	9.6%
	Annual	-0.2%	-0.2%	-0.2%	-0.4%	-0.2%	1.3%
International	Change	16	4	20	75	-0.15	8
	Total	23.2%	22.6%	23.1%	19.8%	-2.7%	29.0%
	Annual	3.0%	3.0%	3.0%	2.6%	-0.4%	3.7%
Total	Change	11	-1	10	43	0.01	19
	Total	2.5%	-0.2%	1.1%	2.9%	0.4%	13.4%
	Annual	0.4%	0.0%	0.2%	0.4%	0.1%	1.8%

Note: The visits and nights figures are rounded to the nearest thousand, and the expenditure figures are rounded to the nearest million. The percentage changes are calculated using unrounded figures, and may differ slightly from those calculated using rounded figures.

2. Visits to Gisborne RTO

Total Visits

- In 2009 international and domestic travellers made a total of 934,000 visits to Gisborne RTO. International overnight travellers accounted for 70,000 (7.5%) of these visits, domestic overnight travellers 373,000 (40.0%), international day travellers 17,000 (1.9%) and domestic day travellers 473,000 (50.6%).
- By 2016 total visits to Gisborne RTO are forecast to increase by 10,000 (1.1%) to 944,000, with international overnight visits up 16,000 (23.2%) to 86,000, domestic overnight visits down 5,000 (1.3%) to 368,000, international day visits up 4,000 (22.6%) to 21,000 and domestic day visits down 5,000 (1.1%) to 468,000.

Figure 6: Visits to Gisborne RTO by Origin of Traveller and Trip Type (000s)

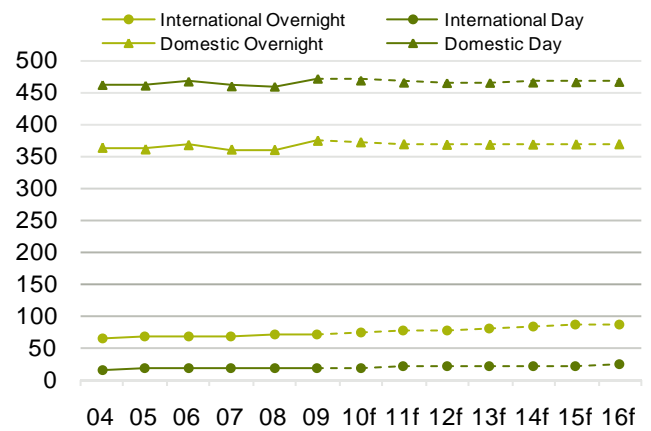
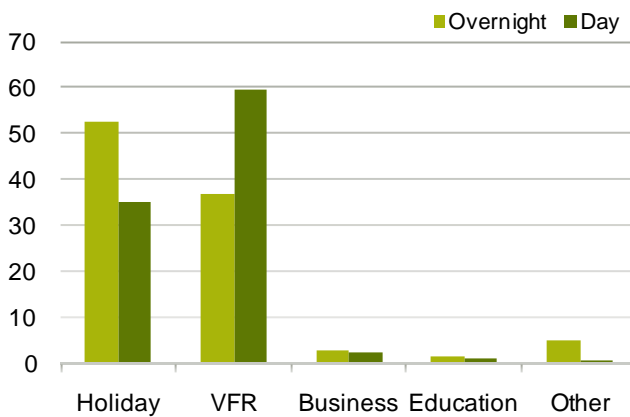


Figure 7: Shares of International Visits to Gisborne RTO by Purpose of Trip in 2009 (%)



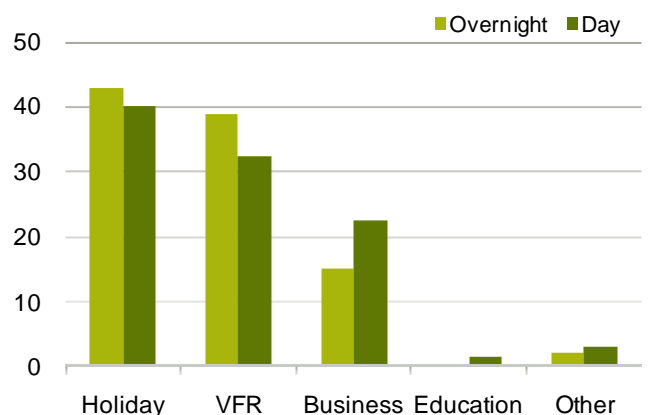
International Visits

- In 2009 holiday travellers generated 52.9% of international overnight visits to Gisborne RTO, travellers visiting friends and relatives (VFR) 37.0%, business travellers 3.0%, education travellers 1.8% and other travellers 5.3%. This distribution is not expected to change greatly over the forecast period.
- Holiday travellers generated 35.2% of international day visits to Gisborne RTO in 2009, VFR travellers 59.8%, business travellers 2.9%, education travellers 1.2% and other travellers 0.9%. No significant change in the purpose composition is expected between 2009 and 2016.

Domestic Visits

- In 2009 holiday travellers generated 43.0% of domestic overnight visits to Gisborne RTO, VFR travellers 39.1%, business travellers 15.3%, education travellers 0.3% and other travellers 2.2%. The business share is expected to increase to 17.8% by 2016, while the VFR share is expected to fall to 37.2%.
- Holiday travellers generated 40.3% of domestic day visits to Gisborne RTO in 2009, VFR travellers 32.5%, business travellers 22.6%, education travellers 1.6% and other travellers 3.0%. The business share is expected to increase to 26.3% by 2016, while the VFR share is expected to fall to 30.1%.

Figure 8: Shares of Domestic Visits to Gisborne RTO by Purpose of Trip in 2009 (%)



3. Visits to Gisborne RTO by Origin of Traveller

International Visits

- International visits to Gisborne RTO are expected to increase from 88,000 in 2009 to 108,000 in 2016, representing growth of 20,000 or 23.1%.
- Travellers from Australia accounted for the largest share of international visits to Gisborne RTO in 2009 at 39.0%, followed by the United Kingdom at 16.7% and the United States at 8.8%.
- In 2016 the largest share of international visits to Gisborne RTO is expected to come from Australia at 40.0%, followed by the United Kingdom at 14.6% and the United States at 9.6%.

Figure 9: Shares of International Visits to Gisborne RTO by Origin of Traveller (%)

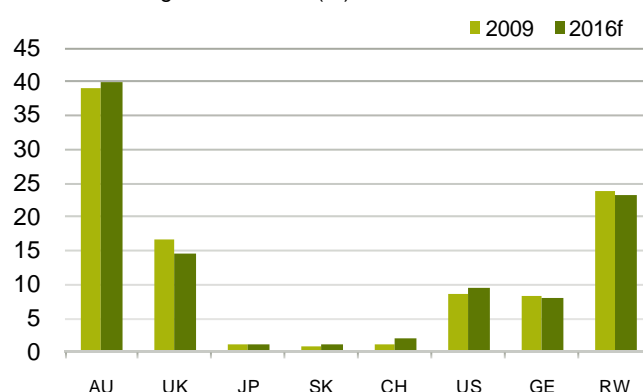
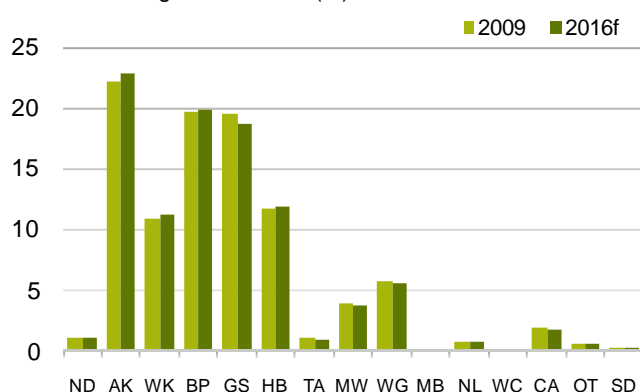


Figure 10: Shares of Domestic Visits to Gisborne RTO by Origin of Traveller (%)



Domestic Visits

- Domestic visits to Gisborne RTO are expected to decrease from 847,000 in 2009 to 836,000 in 2016, representing a contraction of 10,000 or 1.2%.
- Travellers from Auckland accounted for the largest share of domestic visits to Gisborne RTO in 2009 at 22.2%, followed by Bay of Plenty at 19.7% and Gisborne at 19.5%.
- In 2016 the largest share of domestic visits to Gisborne RTO is expected to come from Auckland at 22.8%, followed by Bay of Plenty at 20.0% and Gisborne at 18.7%.

Table 2a: Shares of International Visits to Gisborne RTO by Origin of Traveller

Origin	International Shares		
	2009	2016f	Change
Australia	39.0%	40.0%	1.0%
United Kingdom	16.7%	14.6%	-2.0%
Japan	1.1%	1.2%	0.1%
South Korea	0.9%	1.3%	0.4%
China	1.3%	2.0%	0.6%
United States	8.8%	9.6%	0.9%
Germany	8.3%	8.0%	-0.3%
Rest of World	23.9%	23.2%	-0.7%
All Countries	100.0%	100.0%	0.0%

Note: The "change" column describes the percentage point difference, not the actual percentage change

Table 2b: Shares of Domestic Visits to Gisborne RTO by Origin of Traveller

Origin	Domestic Shares		
	2009	2016f	Change
Northland	1.2%	1.1%	-0.1%
Auckland	22.2%	22.8%	0.6%
Waikato	10.9%	11.2%	0.3%
Bay of Plenty	19.7%	20.0%	0.2%
Gisborne	19.5%	18.7%	-0.8%
Hawke's Bay	11.7%	11.9%	0.2%
Taranaki	1.1%	1.0%	-0.1%
Manawatu-Wanganui	4.0%	3.9%	-0.1%
Wellington	5.8%	5.6%	-0.2%
Marlborough	0.2%	0.2%	0.0%
Nelson-Tasman	0.9%	0.8%	-0.1%
West Coast	0.0%	0.0%	0.0%
Canterbury	1.9%	1.9%	0.0%
Otago	0.6%	0.7%	0.1%
Southland	0.3%	0.2%	0.0%
New Zealand	100.0%	100.0%	0.0%

4. Visitor Nights in Gisborne RTO

Total Visitor Nights

- In 2009 international and domestic travellers spent a total of 1.476 million visitor nights in Gisborne RTO. International travellers accounted for 377,000 (25.6%) of these nights and domestic travellers the remaining 1.098 million (74.4%).
- By 2016 total visitor nights in Gisborne RTO are forecast to increase by 43,000 (2.9%) to 1.519 million, with international visitor nights up 75,000 (19.8%) to 452,000 and domestic visitor nights down 32,000 (2.9%) to 1.067 million.

Figure 11: Visitor Nights in Gisborne RTO by Origin of Traveller (000s)

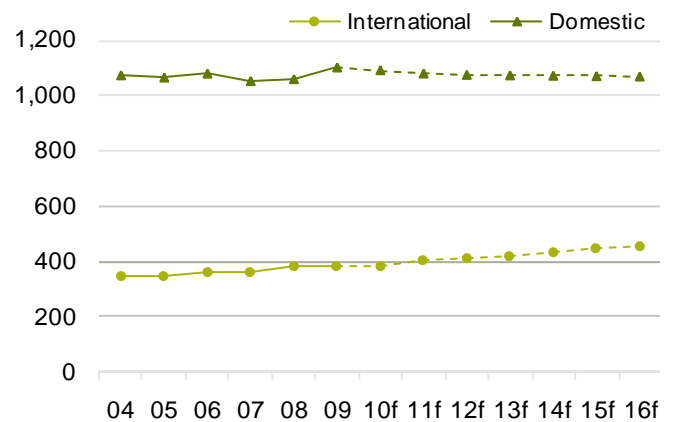
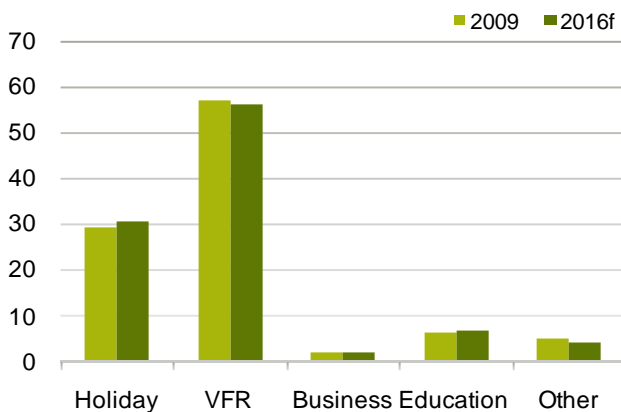


Figure 12: Shares of International Visitor Nights in Gisborne RTO by Purpose of Trip (%)



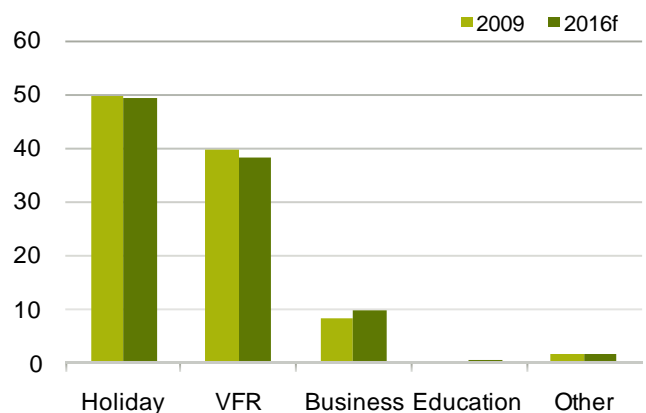
International Visitor Nights

- In 2009 holiday travellers generated 29.5% of international visitor nights spent in Gisborne RTO, travellers visiting friends and relatives (VFR) 57.2%, business travellers 2.0%, education travellers 6.4% and other travellers 5.0%. This distribution is not expected to change greatly over the forecast period.

Domestic Visitor Nights

- In 2009 holiday travellers generated 49.5% of domestic visitor nights spent in Gisborne RTO, VFR travellers 39.8%, business travellers 8.5%, education travellers 0.5% and other travellers 1.7%. No significant change in the purpose composition is expected between 2009 and 2016.

Figure 13: Shares of Domestic Visitor Nights in Gisborne RTO by Purpose of Trip (%)



5. Visitor Nights in Gisborne RTO by Origin of Traveller

International Visitor Nights

- International visitor nights in Gisborne RTO are expected to increase from 377,000 in 2009 to 452,000 in 2016, representing growth of 75,000 or 19.8%.
- Travellers from Australia accounted for the largest share of international visitor nights in Gisborne RTO in 2009 at 32.8%, followed by the United Kingdom at 19.4% and the United States at 7.0%.
- In 2016 the largest share of international visitor nights in Gisborne RTO is expected to come from Australia at 34.0%, followed by the United Kingdom at 17.3% and the United States at 8.0%.

Figure 14: Shares of International Visitor Nights in Gisborne RTO by Origin of Traveller (%)

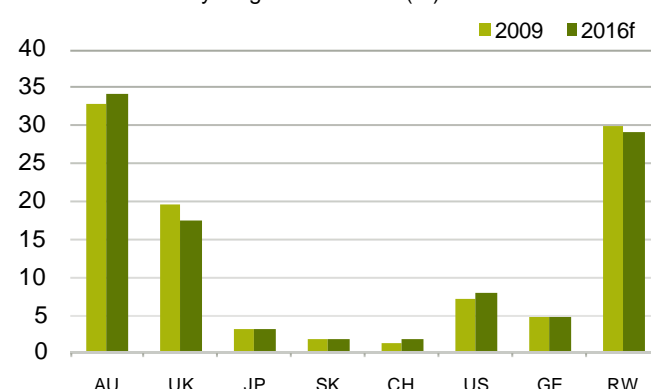
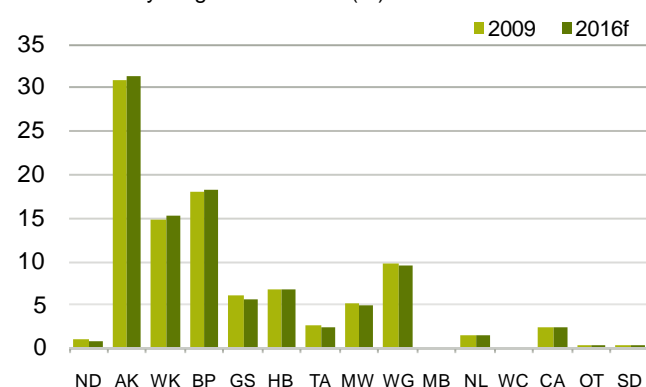


Figure 15: Shares of Domestic Visitor Nights in Gisborne RTO by Origin of Traveller (%)



Domestic Visitor Nights

- Domestic visitor nights in Gisborne RTO are expected to decrease from 1.098 million in 2009 to 1.067 million in 2016, representing a contraction of 32,000 or 2.9%.
- Travellers from Auckland accounted for the largest share of domestic visitor nights in Gisborne RTO in 2009 at 30.8%, followed by Bay of Plenty at 18.1% and Waikato at 14.8%.
- In 2016 the largest share of domestic visitor nights in Gisborne RTO is expected to come from Auckland at 31.3%, followed by Bay of Plenty at 18.2% and Waikato at 15.3%.

Table 3a: Shares of International Visitor Nights in Gisborne RTO by Origin of Traveller

Origin	International Shares		
	2009	2016f	Change
Australia	32.8%	34.0%	1.2%
United Kingdom	19.4%	17.3%	-2.2%
Japan	3.1%	3.1%	0.0%
South Korea	1.8%	1.8%	0.0%
China	1.1%	1.8%	0.7%
United States	7.0%	8.0%	1.0%
Germany	4.7%	4.8%	0.0%
Rest of World	29.9%	29.1%	-0.8%
All Countries	100.0%	100.0%	0.0%

Note: The “change” column describes the percentage point difference, not the actual percentage change.

Table 3b: Shares of Domestic Visitor Nights in Gisborne RTO by Origin of Traveller

Origin	Domestic Shares		
	2009	2016f	Change
Northland	1.0%	0.9%	0.0%
Auckland	30.8%	31.3%	0.5%
Waikato	14.8%	15.3%	0.5%
Bay of Plenty	18.1%	18.2%	0.1%
Gisborne	6.1%	5.7%	-0.4%
Hawke's Bay	6.8%	6.9%	0.1%
Taranaki	2.6%	2.4%	-0.2%
Manawatu-Wanganui	5.1%	5.0%	-0.1%
Wellington	9.7%	9.4%	-0.3%
Marlborough	0.1%	0.1%	0.0%
Nelson-Tasman	1.6%	1.5%	-0.1%
West Coast	0.0%	0.0%	0.0%
Canterbury	2.4%	2.4%	0.0%
Otago	0.4%	0.4%	0.0%
Southland	0.3%	0.3%	0.0%
New Zealand	100.0%	100.0%	0.0%

6. Visitor Expenditure in Gisborne RTO

Total Expenditure

- In 2009 international and domestic visitors spent a total of \$142 million in Gisborne RTO. International visitors accounted for \$28 million (19.7%) of this expenditure and domestic visitors the remaining \$114 million (80.3%).
- By 2016 total visitor expenditure in Gisborne RTO is forecast to increase by \$19 million (13.4%) to \$161 million, with international expenditure up \$8 million (29.0%) to \$36 million and domestic expenditure up \$11 million (9.6%) to \$125 million.
- The share of national visitor expenditure captured by Gisborne RTO is forecast to decrease from 0.94% in 2009 to 0.89% in 2016.

Figure 16: Visitor Expenditure in Gisborne RTO by Origin of Traveller (\$NZm)

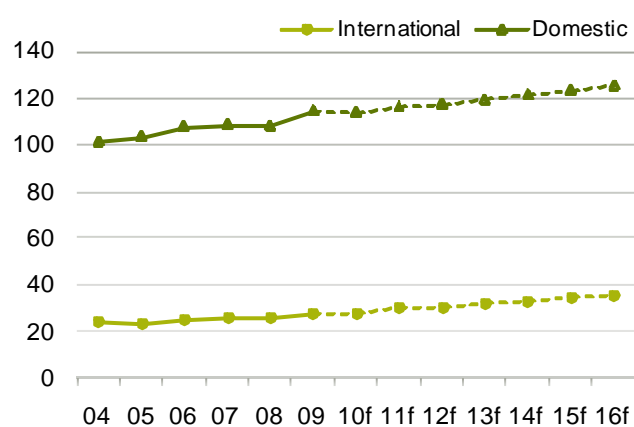


Table 4: Visitor Expenditure in Gisborne RTO by Origin of Traveller (\$NZm)

Calendar Year	International	Domestic	Total	Share of NZ	Share of Gisborne RTO		
					International	Domestic	Total
2004	24	101	126	0.93%	19.4%	80.6%	100.0%
2005	24	103	127	0.94%	18.8%	81.2%	100.0%
2006	25	108	133	0.94%	19.1%	80.9%	100.0%
2007	27	108	135	0.93%	19.7%	80.3%	100.0%
2008	27	108	135	0.94%	19.7%	80.3%	100.0%
2009	28	114	142	0.94%	19.7%	80.3%	100.0%
2010f	28	114	142	0.93%	19.6%	80.4%	100.0%
2011f	30	116	146	0.91%	20.8%	79.2%	100.0%
2012f	31	117	148	0.91%	20.9%	79.1%	100.0%
2013f	32	119	151	0.91%	21.3%	78.7%	100.0%
2014f	34	121	155	0.90%	21.7%	78.3%	100.0%
2015f	35	123	158	0.90%	22.1%	77.9%	100.0%
2016f	36	125	161	0.89%	22.4%	77.6%	100.0%
Growth 2010-16	8	11	19				
Total	29.0%	9.6%	13.4%				
Annual	3.7%	1.3%	1.8%				

Appendix

Table A1: Origins of Visitors and Abbreviations

Domestic Origins (Regional Council Areas)		International Origins
Northland Region (ND)	Nelson-Tasman Region (NL)	Australia (AU)
Auckland Region (AK)	Marlborough Region (MB)	United Kingdom (UK)
Waikato Region (WK)	West Coast Region (WC)	Japan (JP)
Bay of Plenty Region (BP)	Canterbury Region (CA)	South Korea (SK)
Gisborne Region (GS)	Otago Region (OT)	China (CH)
Hawke's Bay Region (HB)	Southland Region (SD)	United States (US)
Taranaki Region (TA)		Germany (GE)
Manawatu-Wanganui Region (MW)		Rest of the World (RW)
Wellington Region (WG)		

Table A2: RTOs and Constituent Territorial Authorities

Northland RTO	Far North Di	Wanganui RTO	Wanganui Di	
	Kaipara Di	Wairarapa RTO	Carterton Di	
Auckland RTO	Whangarei Di	Kapiti-Horowhenua RTO	Masterton Di	
	Auckland City		South Wairarapa Di	
	Franklin Di	Wellington RTO	Horowhenua Di	
	Manukau City		Kapiti Coast Di	
	North Shore City		Lower Hutt City	
	Papakura Di		Porirua City	
Rodney Di	Upper Hutt City			
Waitakere City	Wellington City			
Coromandel RTO	Hauraki Di	Marlborough RTO	Marlborough Di	
	Thames-Coromandel Di	Nelson RTO	Nelson City	
Waikato RTO	Hamilton City	Canterbury RTO	Tasman Di	
			Ashburton Di	
			Chatham Islands Territory	
			Christchurch City	
			Hurunui Di	
			Kaikoura Di	
Bay of Plenty RTO	Tauranga City	Mackenzie Di*		
	Western Bay of Plenty Di	Selwyn Di		
Rotorua RTO	Rotorua Di	Timaru Di*		
Lake Taupo RTO	Taupo Di	Waimakariri Di		
Kawerau-Whakatane***	Kawerau Di	Timaru RTO	Waimate Di	
		Whakatane Di	Timaru Di*	
Gisborne RTO	Gisborne Di	MacKenzie RTO	Mackenzie Di*	
	Opotiki Di	Waitaki RTO	Waitaki Di	
Taranaki RTO	New Plymouth Di	West Coast RTO	Buller Di	
		South Taranaki Di		Grey Di
			Stratford Di	Westland Di
Hawke's Bay RTO	Central Hawke's Bay Di	Lake Wanaka RTO	Queenstown-Lakes Di**	
		Queenstown RTO	Queenstown-Lakes Di**	
		Central Otago RTO	Central Otago Di	
		Dunedin RTO	Dunedin City	
		Clutha***	Clutha Di	
Ruapehu RTO	Ruapehu Di	Fiordland RTO	Southland Di**	
Manawatu RTO	Manawatu Di	Southland RTO	Gore Di	
	Palmerston North City		Invercargill City	
	Rangitikei Di		Southland Di**	
	Tararua Di			

*Also counted as part of Canterbury RTO; **Divided into two RTOs; ***Currently not a funded RTO; Di = District

Figure A1: Map of New Zealand RTO Areas

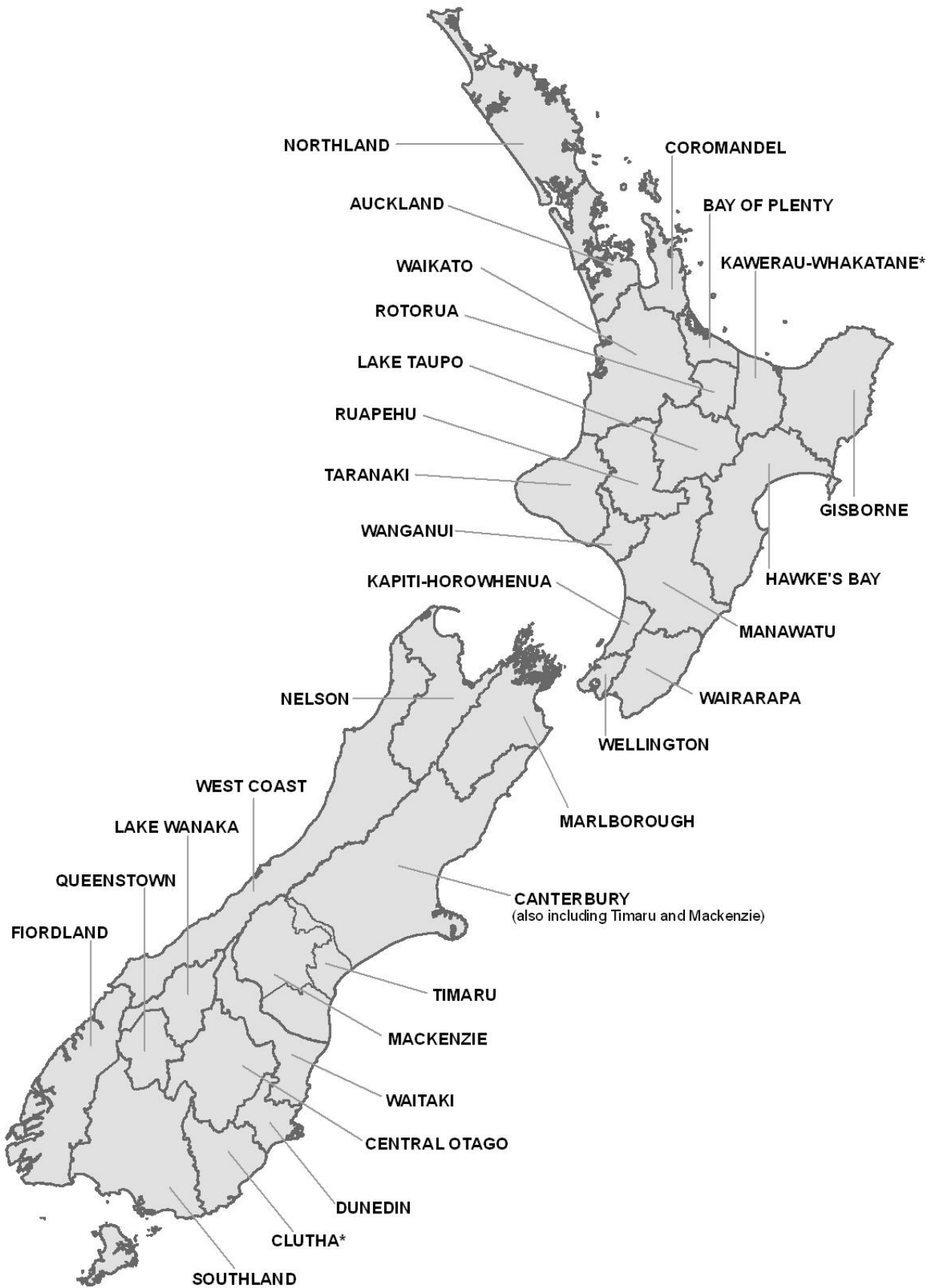


Table A2: Sample Sizes Underlying Regional Estimates in 2009

Destination	International Visits		Domestic Visits	
	Overnight	Day	Overnight	Day
Auckland RTO	5,086	1,483	1,103	902
Bay of Plenty RTO	512	191	379	337
Canterbury RTO	3,937	1,370	746	690
Central Otago RTO	107	141	112	111
Timaru RTO	171	178	62	78
Coromandel RTO	561	347	319	270
Dunedin RTO	815	256	208	192
Gisborne RTO	164	45	126	123
Fiordland RTO	845	986	43	23
Hawke's Bay RTO	559	158	356	316
Kapiti-Horowhenua RTO	112	112	148	189
Lake Taupo RTO	930	476	314	218
Lake Wanaka RTO	612	359	106	110
Mackenzie RTO	669	659	44	53
Manawatu RTO	279	147	246	301
Marlborough RTO	652	308	167	128
Nelson RTO	1,114	561	217	198
Northland RTO	1,115	886	462	542
Queenstown RTO	1,669	700	151	129
Rotorua RTO	1,459	390	259	263
Ruapehu RTO	185	70	114	109
Southland RTO	368	248	103	162
Taranaki RTO	238	83	198	203
Waikato RTO	866	759	435	542
Wairarapa RTO	105	121	110	110
Waitaki RTO	283	306	69	65
Wanganui RTO	127	45	72	80
Wellington RTO	1,784	195	594	389
West Coast RTO	1,956	1,231	156	158
New Zealand	27,489	12,947	7,522	7,116

The figures in the table above describe the number of International Visitor Survey (IVS) and Domestic Travel Survey (DTS) respondents that reported visiting each RTO in 2009. The number of visitations is equivalent to the sample size for a region e.g. the 2009 estimate of international overnight visits to Auckland is based on a sample of 5,086 responses.

The IVS is based on a sample of 5,200 departing international visitors each year, and the DTS is based on 15,000 telephone interviews each year.