

MOOD OF THE NATION

MARCH 2019

Kantar TNS, on behalf of Tourism New Zealand and Tourism Industry Aotearoa, surveys 1080* New Zealanders in order to understand their perceptions of the value of international tourism, its benefits and challenges. This research study is conducted biannually, in November and then again in March, and has been undertaken since December 2015.

*sample of 500 used prior to November 2018; sample of 1080 ensures robust insight at the regional level



Tourism is
New Zealand's
#1
export industry



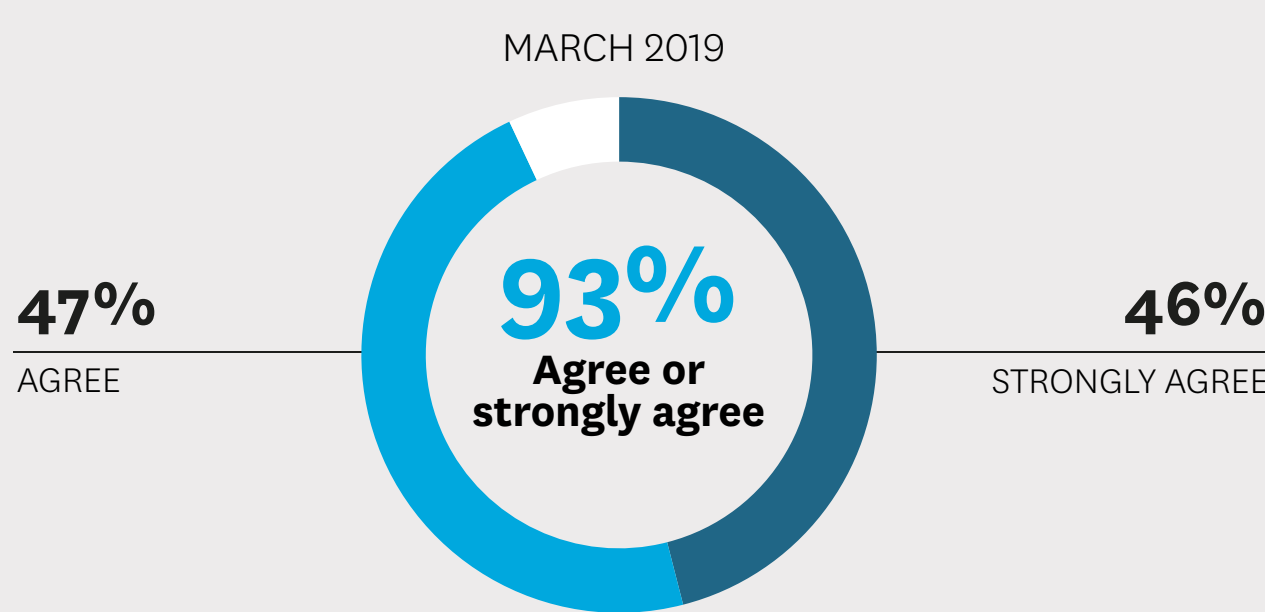
International
tourism contributes
\$16.2B
to New Zealand's
economy



216K
people are directly
employed by the
tourism industry

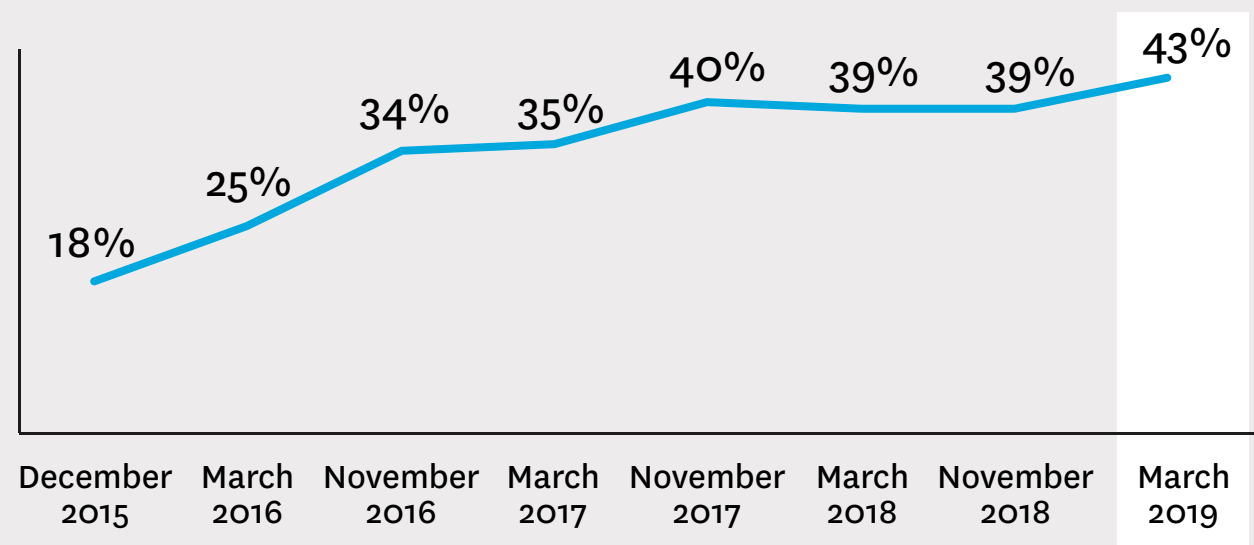
IS INTERNATIONAL TOURISM GOOD FOR NZ?

The majority of New Zealanders' view is that international tourism is good for New Zealand.



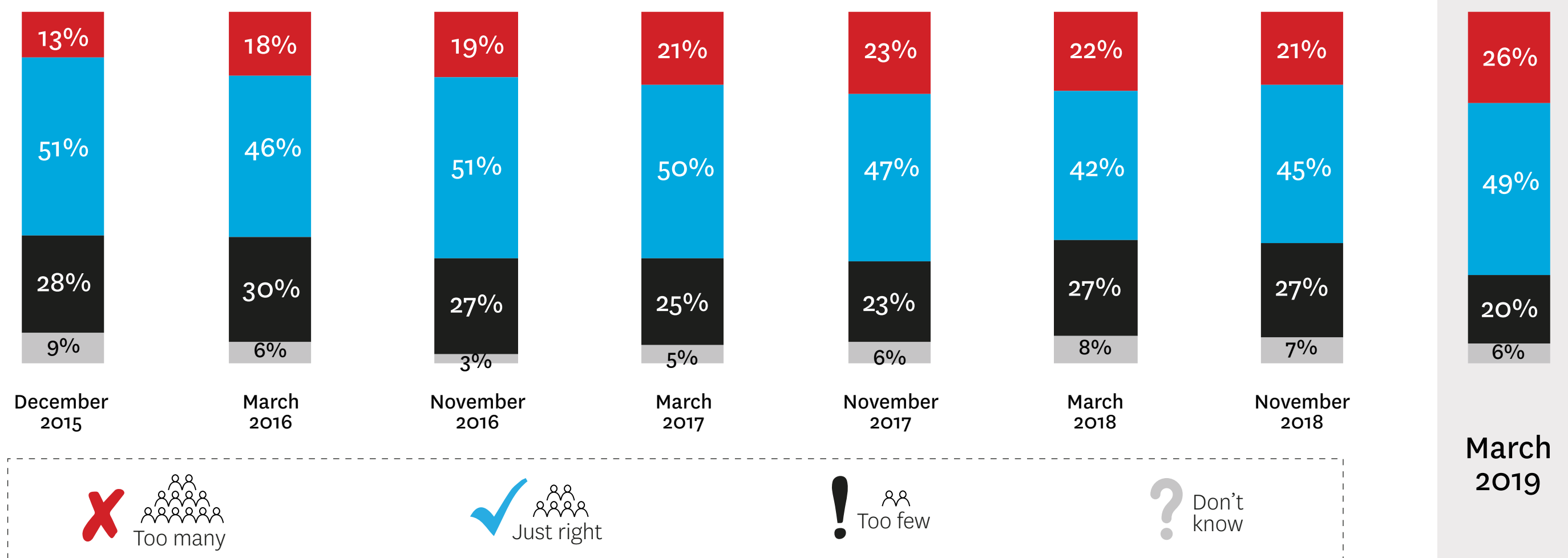
PRESSURE THAT VISITORS PUT ON NZ

The percentage of New Zealanders who think that international tourism puts too much pressure on New Zealand has been increasing since December 2015, although it has been stable in recent years.



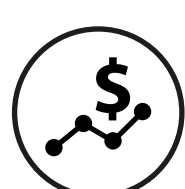
PERCEPTIONS OF VISITOR NUMBERS

Most New Zealanders think that New Zealand attracts the right number of visitors, however the proportion of New Zealanders who think that visitor numbers are too high has been increasing.



TOP 3 PERCEIVED BENEFITS AND IMPACTS OF INTERNATIONAL TOURISM

BENEFITS



Creates **growth opportunities** for businesses

59%

1

50%

Results in **increased traffic congestion** on holiday routes



Creates **economic growth** for the regions

58%

2

43%

Results in **increased littering**



Creates **employment opportunities** for residents

55%

3

41%

Increases the risk of **serious road accidents**



ATTITUDES TOWARDS INTERNATIONAL VISITORS

New Zealanders are generally welcoming of and proud to host international visitors in New Zealand, and want them to have an enjoyable experience, demonstrating a strong element of manaakitanga among New Zealanders.

AGREE | STRONGLY AGREE

