

Tourism 2025 Scorecard > 2017

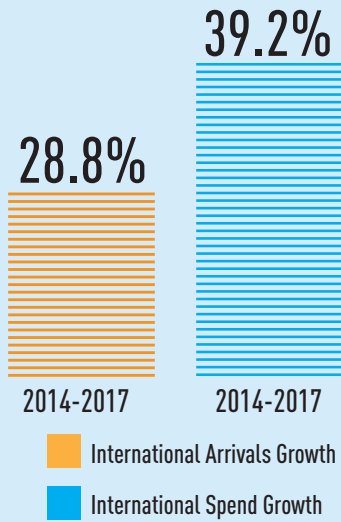
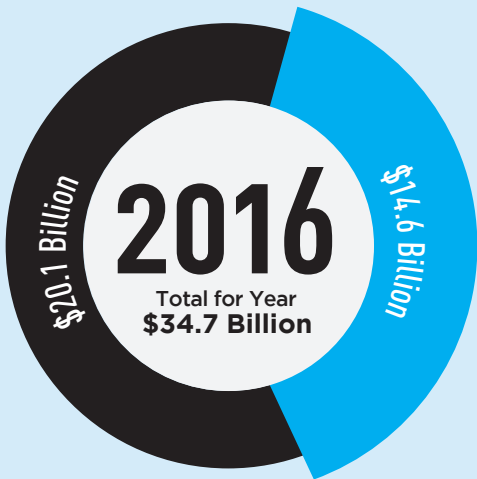
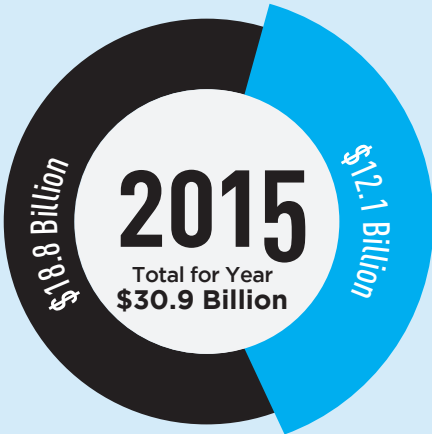
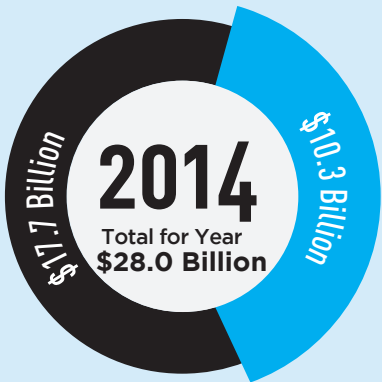
The Aspirational Goal:
\$41 Billion total tourism
revenue in 2025

Target for Value

Tourism Expenditure

Source: Tourism Satellite Account

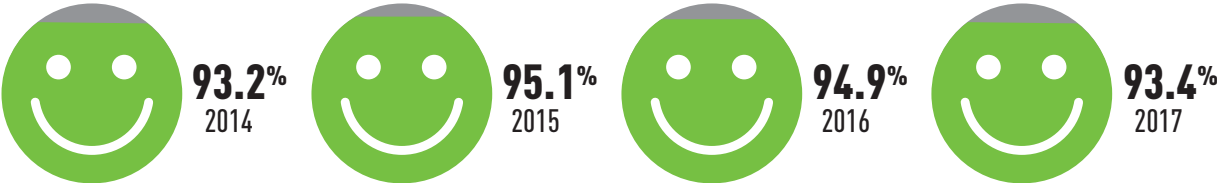
Domestic International



Progress

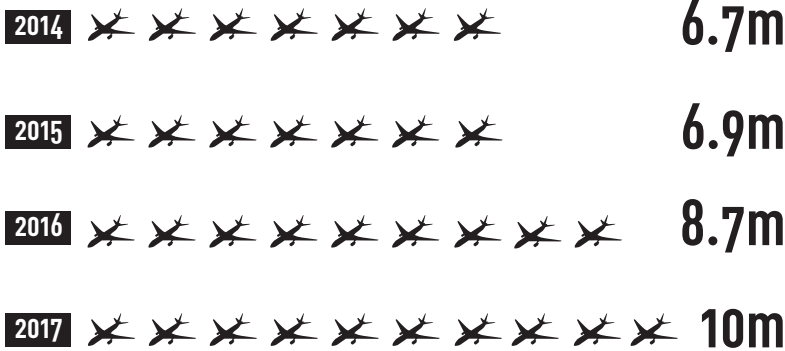
Visitor Experience

Met or exceeded expectations
Source: International Visitor Survey

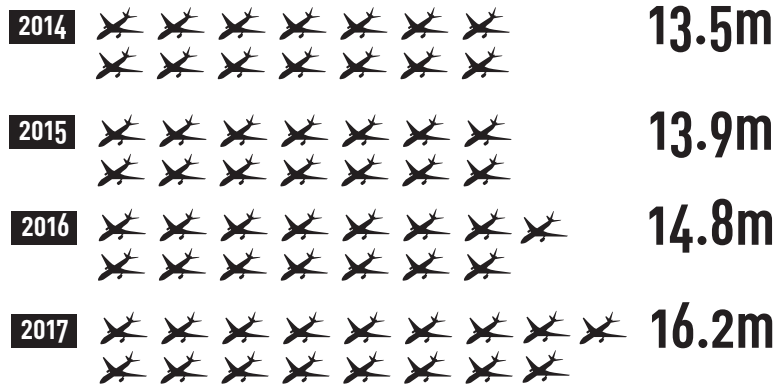


Connectivity

International Seats
Source: Sabre - Total air capacity (seats)



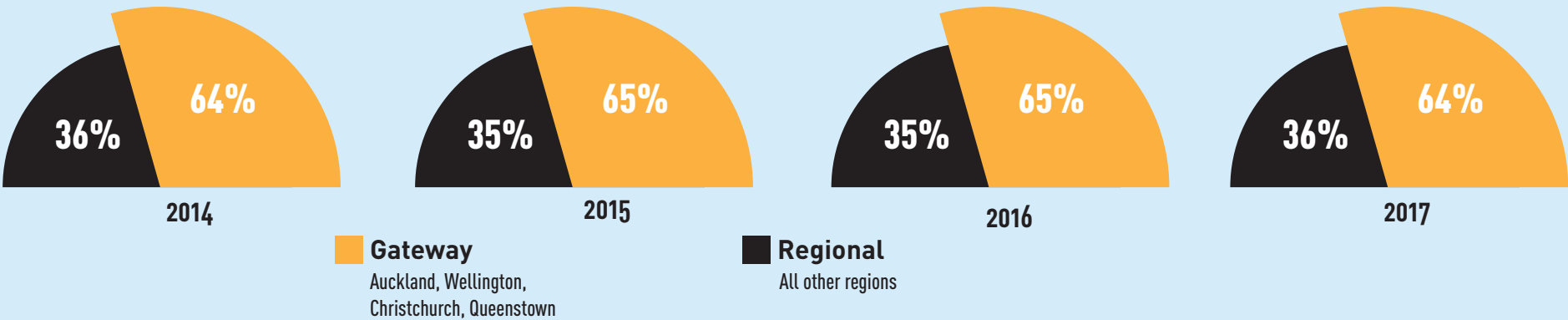
Domestic Seats



Strong Progress

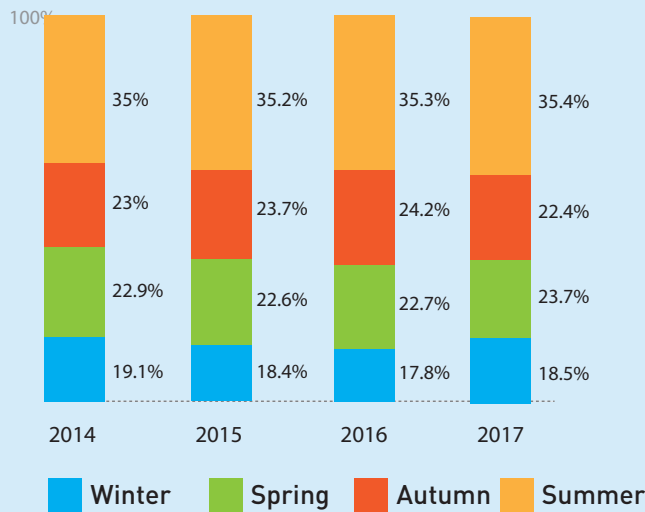
Productivity

Dispersal of Tourism spending
Source: MBIE Monthly Regional Tourism Estimates



Seasonality - International Arrivals by Season

Source: MBIE



No Progress