

Tourism 2025 Scorecard > 2018

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

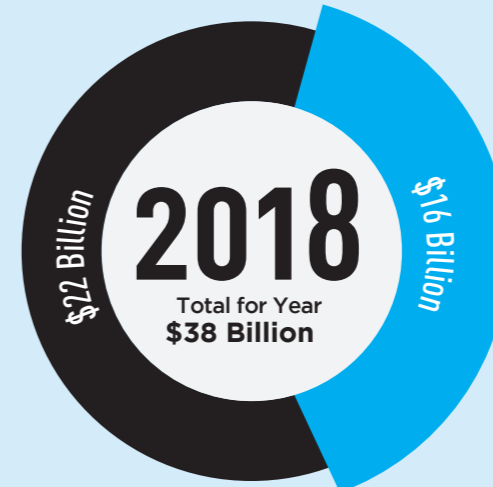
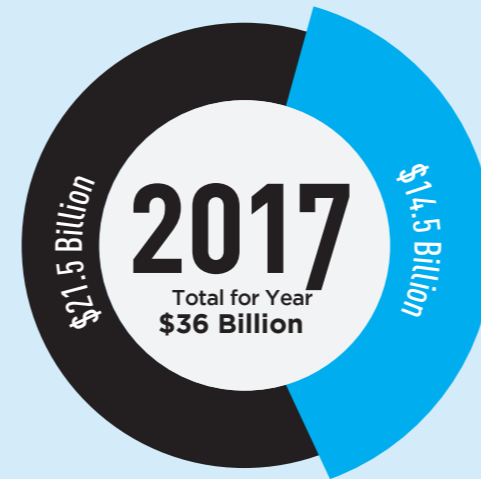
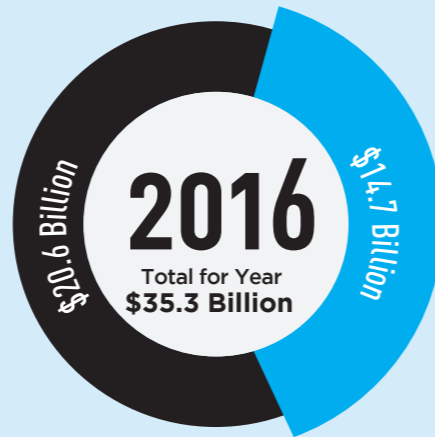
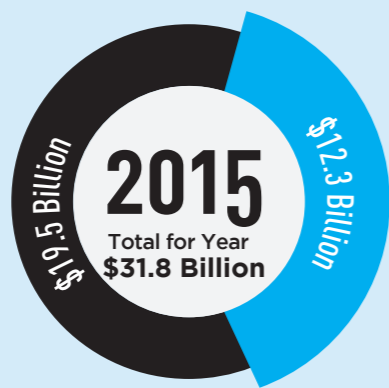
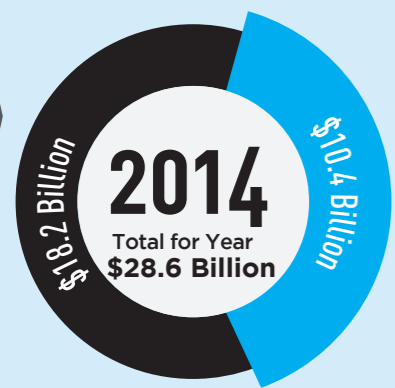
Target for Value

Tourism Expenditure

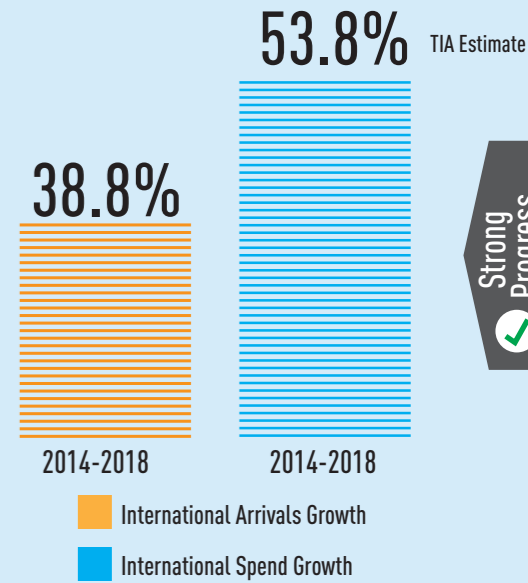
Source: Tourism Satellite Account
YE March

Domestic International

Strong Progress



TIA Estimate



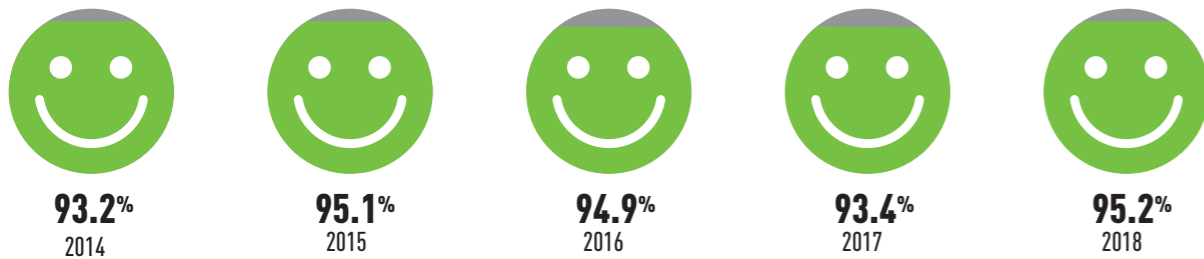
Strong Progress

Visitor Experience

Met or exceeded expectations

Source: International Visitor Survey
YE June

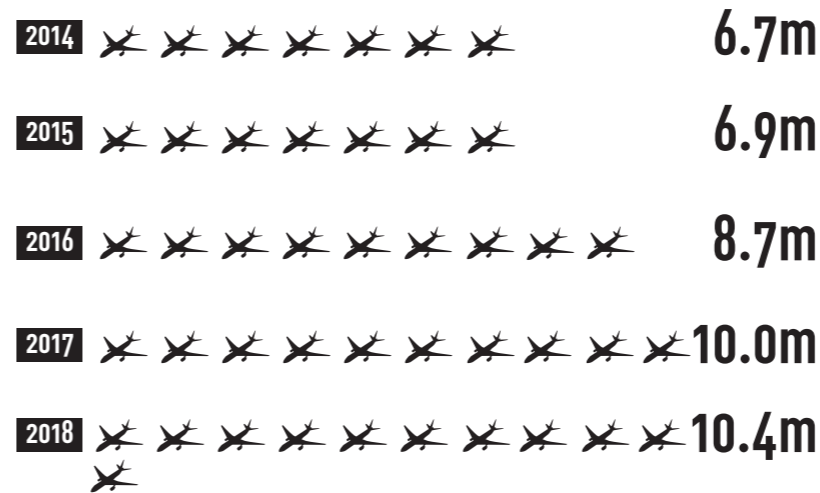
Maintained



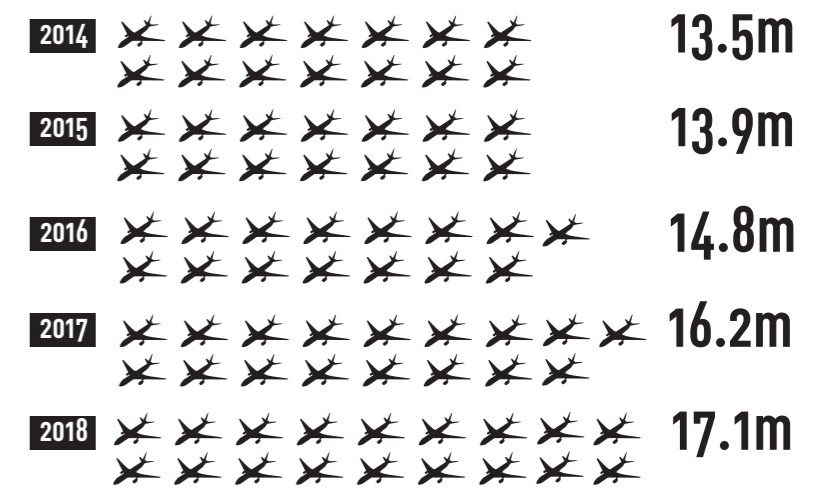
Connectivity

Source: Sabre - Total air capacity (seats)
YE March

International Seats



Domestic Seats



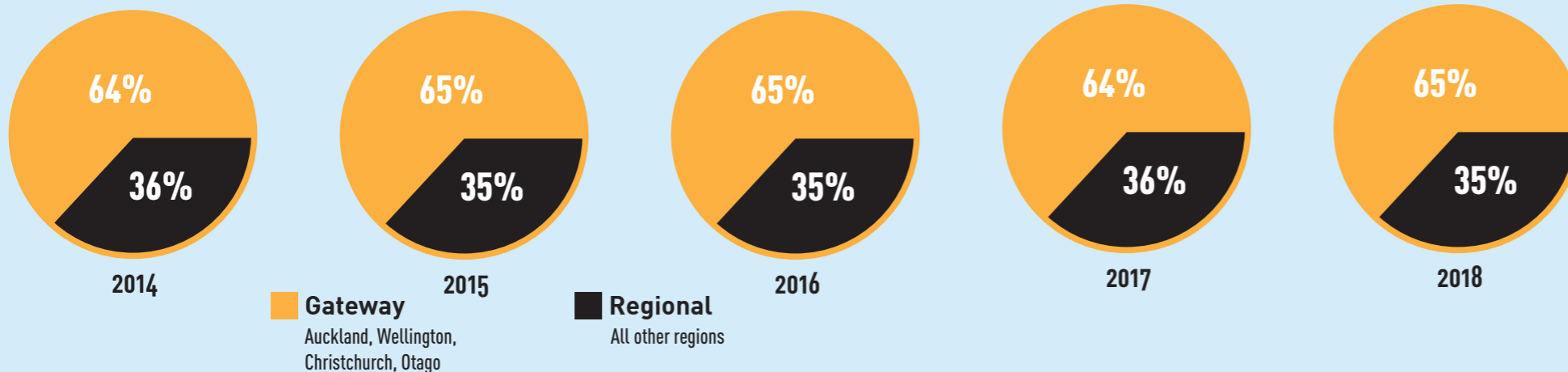
Strong Progress

Productivity

Dispersal of International Tourism spending

Source: MBIE Monthly Regional Tourism Estimates
YE August

No Progress

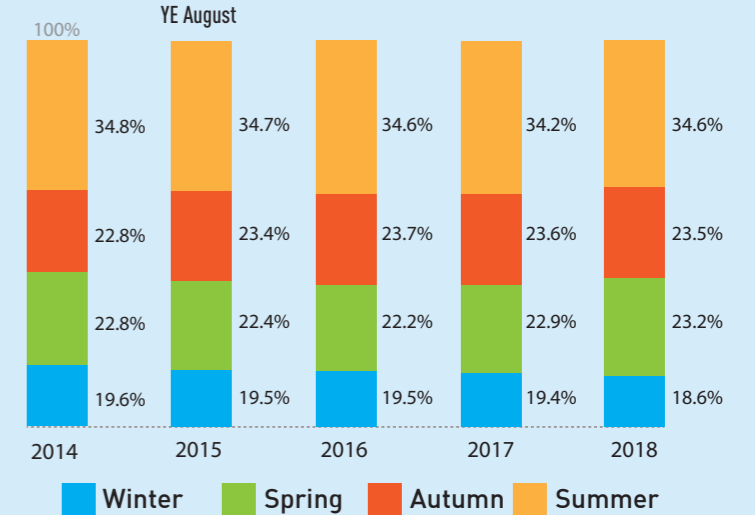


Gateway
Auckland, Wellington,
Christchurch, Otago

Regional
All other regions

Seasonality - International Arrivals by Season

Source: International Visitor Arrivals
YE August



No Progress