NEW ZEALAND
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%.

1 in 4 net new jobs were created by Travel & Tourism over the last five years.

Global GDP impact by sector (2018 data). Share of total economy GDP

NEW ZEALAND 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

15.0% OF TOTAL ECONOMY

Total T&T GDP = NZD43.6BN (USD32.3BN)

+0.5%

2019 Travel & Tourism GDP growth vs +2.5% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

479.4 JOBS (000's)

(19.8% of total employment)

INTERNATIONAL VISITOR IMPACT

NZD15.1BN in visitor spend (20.6% of total exports)

(USD11.2BN)

INBOUND ARRIVALS

1. AUSTRALIA 40%
2. CHINA 12%
3. UNITED STATES 9%
4. UNITED KINGDOM 6%
5. GERMANY 3%
REST OF WORLD 30%

OUTBOUND DEPARTURES

1. AUSTRALIA 36%
2. UNITED STATES 8%
3. UNITED KINGDOM 6%
4. FIJI 5%
5. CHINA 4%
REST OF WORLD 41%

Note: Data are average shares over the 2016-2018 period
Source: Oxford Economics, national sources and UNWTO

SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING 82%
- BUSINESS SPENDING 18%
- DOMESTIC SPENDING 61%
- INTERNATIONAL SPENDING 39%

1All values are in constant 2019 prices & exchange rates
As reported in March 2020