12.1% OF TOTAL ECONOMY +1.3% 
vs +1.5% real economy GDP growth

5.1 JOBS (000’s) 
(12.8% of total employment)

TOP 113.7 MN in visitor spend (59.2% of total exports) 
(USD49.6MN)

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

Mining
Automotive
Agriculture
Travel & Tourism
Retail
Financial Services

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

INBOUND ARRIVALS

1. NEW ZEALAND 48%
2. AUSTRALIA 21%
3. UNITED STATES 13%
4. FIJI 4%
5. CHINA 2%
REST OF WORLD 12%

OUTBOUND DEPARTURES

1. NEW ZEALAND 57%
2. AUSTRALIA 26%
3. UNITED STATES 9%
4. CHINA 3%
5. SOUTH KOREA 0%
REST OF WORLD 5%

SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING
- BUSINESS SPENDING
- DOMESTIC SPENDING
- INTERNATIONAL SPENDING

30% 70%
7% 93%

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