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: 0%
- Automotive: 5%
- Agriculture: 10%
- Travel & Tourism: 15%
- Retail: 10%
- Financial Services: 5%
- Total: 100%

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

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

- 12.1% of total economy
- Total T&T GDP = TOP120.6MN (USD52.6MN)
- 2019 Travel & Tourism GDP growth vs +1.5% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

- 5.1 Jobs (000’s)
- (12.8% of total employment)

INTERNATIONAL VISITOR IMPACT

- TOP113.7 MN in visitor spend (59.2% of total exports)
- (USD49.6MN)

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%

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

SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING: 30%
- BUSINESS SPENDING: 70%
- DOMESTIC SPENDING: 7%
- INTERNATIONAL SPENDING: 93%

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