

The Power of Tourism

Healthy Rivers Wai Ora

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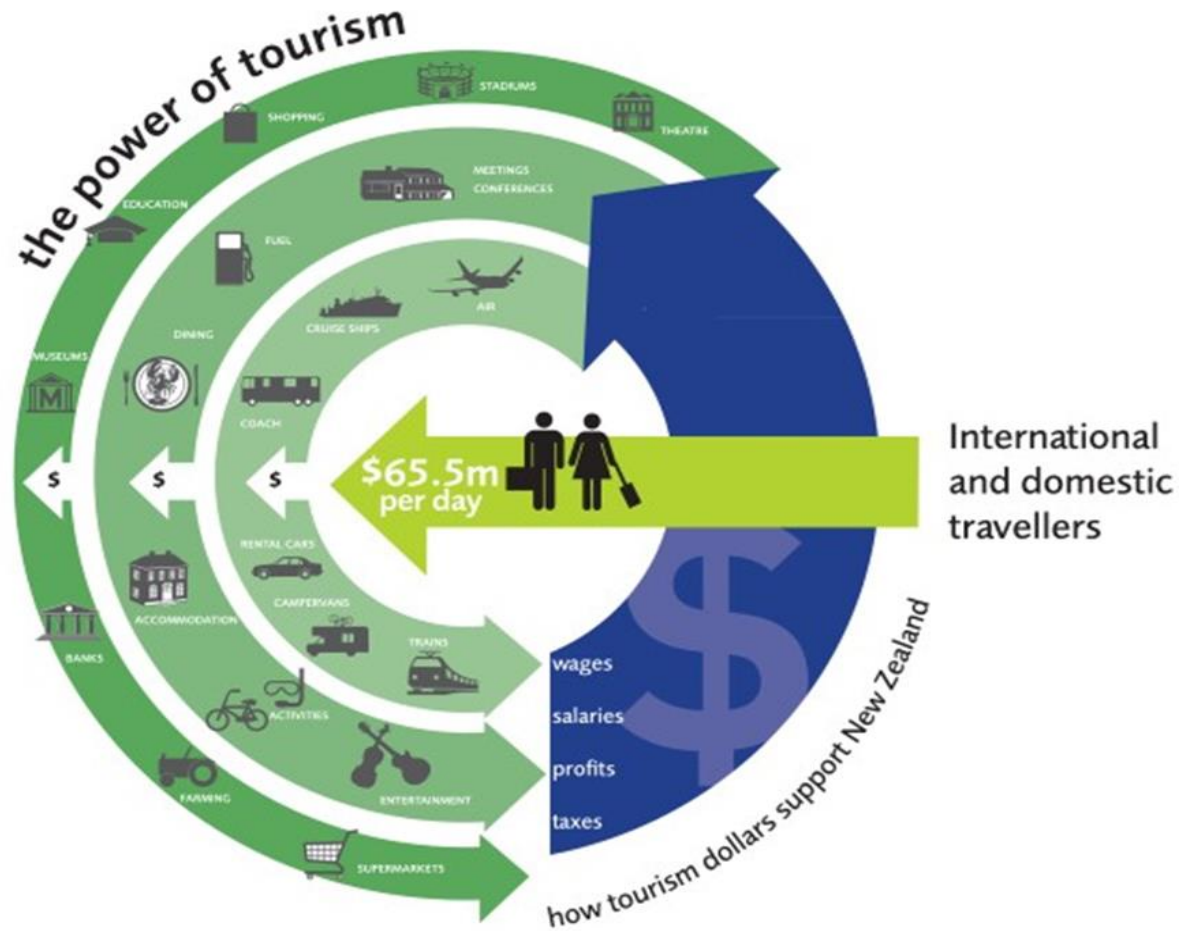
Value of Tourism to New Zealand

- \$29.8b visitor economy +10.3%
 - \$11.8b international +17.1%
 - \$18.1b domestic +6.3%
- 3.173m international arrivals +11%
- NZ's largest export sector – 17.4% exports
- Contributes \$10.6b to GDP
- Large employer 168,000+ FTEs – 6.9% of NZ employment
- \$1.3b GST
- Key economic driver, considered the “shop window” to economic development – visit, study, work, invest & live



Source: MBIE Year End Mar 2015

Tourism has the ability to transform



International Arrivals 3,173,000 (+11%)



Aus 1,331,000 +6%



Germany 86,000 +9%



China 371,000 +42%



Korea 64,992 +17.1%



USA 248,000 +12%



Canada 52,352 +7.3%



UK 208,000 +6%



Singapore 49,584 +5.8%



Japan 89,000 +9%



India 46,000 +23%

International Visitor Arrivals (Year Ending January 2016, MBIE)



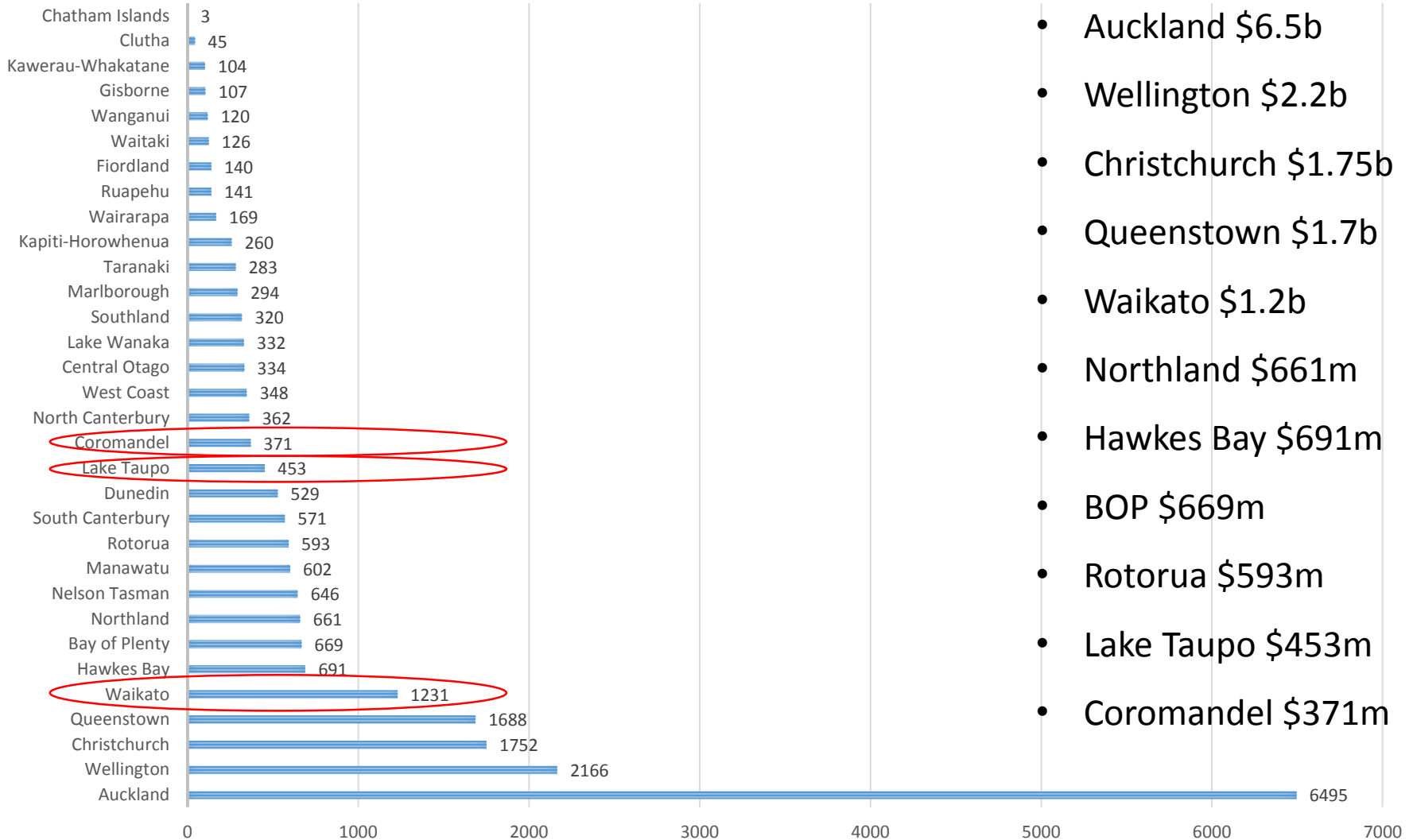
Value of Tourism to Waikato Region

- \$1.23b Hamilton & Waikato region visitor economy
 - ✓ International \$233m
 - ✓ Domestic \$998m
- Great Lake Taupo \$453m
 - ✓ International \$146m
 - ✓ Domestic \$307m
- Coromandel \$371m
 - ✓ International \$73m
 - ✓ Domestic \$298m



Source: MBIE Year End Mar 2015

Total Visitor Expenditure



- Auckland \$6.5b
- Wellington \$2.2b
- Christchurch \$1.75b
- Queenstown \$1.7b
- Waikato \$1.2b
- Northland \$661m
- Hawkes Bay \$691m
- BOP \$669m
- Rotorua \$593m
- Lake Taupo \$453m
- Coromandel \$371m



New Zealand's landscape and natural attractions are the main reasons why visitors come to NZ

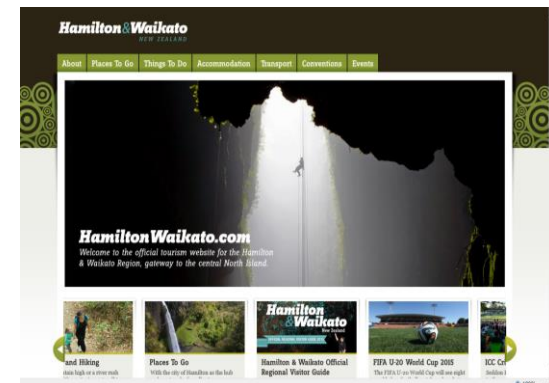
**100% PURE
NEW ZEALAND**

Activities & Attractions Visitors Participated In



Role of Regional Tourism Organisations (RTOs)

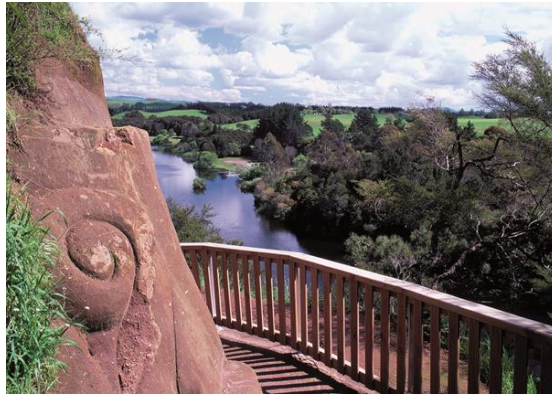
- Promote their regions to grow visitor arrivals, nights & spend
- Provide economic benefits to communities, social, cultural interaction
- Lead/coordinate promotional activities, enable collaboration and scale to be effective in highly complex and competitive markets
- Partner with Tourism New Zealand, support & coordinate activities on the ground
- Responsible for domestic marketing
- 30 across NZ – funded by local govt and tourism sector



Recreational Activities



Recreational Activities



Recreational Activities



Waikato, Coromandel & Taupo Regions

- Visitor sector key contributors to regional economies
- Well located for visitor flow & populations
- Diverse tourism offer – abundant with natural resources
 - coastline, rivers, lakes, mountains, forests & pasture
- Visitors want to engage and experience our environment
- Provides an opportunity for recreation, learning, appreciation & sharing stories
- Supports commercial activity
- Quality of the visitor experience critical for
 - Enjoyment
 - Reputation
 - Value for money
 - Word of mouth



TOURISM

2025



GROWING VALUE TOGETHER

WHAKATIPU UARA NGATAHI

THE ASPIRATIONAL GOAL

\$41 billion

total tourism revenue in 2025

HOW WE ARE GETTING THERE

By improving the competitiveness
of New Zealand tourism

Thank you

