**ECONOMIC**

**GOAL:** Grow tourism’s contribution to New Zealand’s economy
**MEASURE:** Annual tourism spend of $50 billion by 2025

- 2018: $39.3 billion
- 2019: $40.9 billion
- 2025 Goal: $50 billion

**GOAL ACHIEVED**

Source: Tourism Satellite Account March 2019

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**COMMUNITY**

**GOAL:** New Zealanders are welcoming hosts
**MEASURE:** 90% of New Zealanders are happy with the level of tourism and support growth

- 2018: 78%
- 2019: 79%
- 2025 Goal: 80%

Source: Mood of the Nation November 2019

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**VISITOR**

**GOAL:** Deliver outstanding visitor experiences
**MEASURE:** International and domestic visitor satisfaction of 96%

- 2018: 96%
- 2019: 97%
- 2025 Goal: 96%

**GOAL ACHIEVED**

Source: International Visitor Survey YE September 2019; Angus & Associates Visitor Insight Programme

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**ENVIRONMENT**

**GOAL:** Aotearoa is enhanced by tourism
**MEASURE:** 90% of tourism businesses have environmental plans to measure and reduce their carbon, waste and ecological footprint

- 2018: 80%
- 2019: 80%
- 2025 Goal: 80%

Source: New Zealand Tourism Sustainability Commitment Survey September 2019