



Media release

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## **Kiwis agree - tourism and its benefit to communities continue to be good for New Zealand**

93 percent of New Zealanders continue to agree that international tourism is good for New Zealand, according to the latest Mood of the Nation research released today.

“Tourism is New Zealand’s number one export earner, it’s vital to communities across the country providing one in every seven jobs, so it’s fantastic that Kiwis see the benefits it delivers,” says Tourism New Zealand Chief Executive Stephen England-Hall.

“This research is incredibly important to help us understand how Kiwis are feeling about tourism so the government and industry can take action to ensure that the sector gives back more than it takes to our country and people.”

The research also shows that Kiwis remain proud that their country is an attractive visitor destination but have concerns about the impact it can have in particular areas. Pressure on infrastructure remains the top concern for New Zealanders (39%) followed by impacts on the environment (22%) with concern about traffic congestion and overcrowding of national parks and great walks both at 13%.

A range of initiatives and investment are in place to address these pressures. The International Visitor Levy (IVL) is expected to raise over \$450 million over 5 years, funding projects to ensure New Zealand gets the best from tourism growth. The Tourism Infrastructure Fund (TIF) provides up to \$25 million annually to support regions in developing critical tourism infrastructure.

Tourism Industry Aotearoa chief executive Chris Roberts says the latest Mood of the Nation shows that Kiwis are responding positively to efforts by the industry and Government to address the challenges of tourism growth.

“Concerns about traffic congestion, accommodation shortages and freedom camping are significantly down on the previous survey. As the summer visitor season hits its peak, we are continuing to keep a close watch on pressure points and will work with Government and industry to find solutions,” Mr Roberts says.

Ends

The Mood of the Nation research is undertaken by Kantar TNS on behalf of Tourism New Zealand and Tourism Industry Aotearoa in November and March each year, to measure New Zealanders' perceptions of international tourism.

The survey results show New Zealanders' views are stable across key areas like perceptions of tourism pressure as New Zealand enters a cycle of slowed international holiday visitor arrival growth.

Key facts:

- 54% of New Zealanders believe tourism creates growth opportunities for businesses
- 55% of New Zealanders believe tourism creates employment opportunities for residents
- 55% of New Zealanders believe tourism creates economic growth for the regions
- 12% of New Zealanders know tourism is the country's top export earner
- In the past year international tourism contributed \$17.2 billion to New Zealand's economy
- Tiaki: Care for New Zealand launched its new campaign on 25 November 2019, actively encouraging international and domestic travellers to act as guardians of Aotearoa
- 86% of New Zealanders agree initiatives like **Tiaki – Care for New Zealand** are important in helping inform people on how to travel responsibly in New Zealand
- A new **responsible camping campaign** launched on 2 December 2019, encouraging people to plan their journeys, use facilities and look after our home

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