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Media Release

Growing domestic travel to support NZ economy

There's never been a better time for New Zealanders to see for themselves why 3.2 million visitors a year flock to our shores, the Tourism Industry Association New Zealand (TIA) says.

"Easter traditionally marks the end of the peak tourism season. We are delighted that AA Traveller is encouraging Kiwis to see their own backyard through this autumn and winter," TIA Chief Executive Chris Roberts says.

AA Traveller has today launched the *Great Spot Specials* campaign that offers exciting deals with leading TIA members. The *Great Spot Specials* website www.aa.co.nz/greatspot makes it simple for New Zealanders to select a place to visit, an activity to do, work out their travel arrangements and book accommodation.

Mr Roberts says the importance of domestic tourism was clearly identified in the industry's [Tourism 2025](#) growth framework.

"Domestic tourism is officially valued at \$18.1 billion, greater than the value of international tourism. We want to see that number grow to \$22.6 billion by 2025.

"Increasing domestic travel at off-peak times will help the industry smooth out seasonal peaks and troughs, and improve productivity. If Kiwis are given the right incentives and information, they will visit different regions at different times of the year."

Domestic tourism also offers huge potential for boosting regional development.

"If we can persuade more New Zealanders to use their discretionary dollars on a domestic travel experience, we will have more successful tourism businesses significantly contributing to the social and economic vitality of New Zealand.

"This will ensure the visitor economy benefits will be realised sooner, helping the tourism industry achieve its [Tourism 2025](#) goal of growing annual tourism revenue from the current \$30 billion to \$41 billion by 2025."

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Key Facts

- Tourism in New Zealand is an \$81.6 million per day industry. Tourism delivers around \$32 million in foreign exchange to the New Zealand economy each day of the year. Domestic tourism contributes another \$49 million in economic activity every day
- Tourism is one of New Zealand's biggest export industries, earning \$11.8 billion or 17.4% of New Zealand's foreign exchange earnings (year ended March 2015)
- 12.1% of the total number of people employed in New Zealand work directly or indirectly in tourism. That means 295,908 people are working in the visitor economy
- The [Tourism 2025](#) growth framework has a goal of growing total tourism revenue to \$41 billion a year by 2025.

Visit www.tianza.org.nz for more information.