

27 March 2017

Media Release

Goal to grow high value China tourism

The package of measures announced today to support tourism from China recognises the importance of this market for New Zealand's tourism industry, and the need to keep evolving in order to get the best value from it, according to Tourism Industry Aotearoa.

TIA Chief Executive Chris Roberts has welcomed today's announcement by Prime Minister Bill English that 2019 will be the China-New Zealand Year of Tourism. The announcement came during the official visit from Chinese Premier Li Keqiang.

"Visitor numbers from China have grown quickly to the point where they are now our second biggest visitor market after Australia, with 409,000 arrivals a year, spending \$1.7 billion. There is every reason to believe this will continue, especially given the enhanced air service agreement with China, and changes to the visa and arrival processes also announced today," Mr Roberts says.

"With two years to prepare for the China-New Zealand Year of Tourism, the tourism industry will be looking to develop further quality visitor experiences for this market, to encourage more high value visitors."

Growing the value of the China market so that visitors stay longer and spend more is a key factor in reaching the **Tourism 2025** goal of growing annual tourism revenue to \$41 billion.

For further information, please contact:

Ann-Marie Johnson
Communications Manager
Tourism Industry Aotearoa
DDI: 04 496 5001
Mobile: 027 600 4565
Email: ann-marie.johnson@tia.org.nz
www.tia.org.nz
www.tourism2025.org.nz

TOURISM INDUSTRY AOTEAROA

Level 4, 79 Boulcott Street, PO Box 1697, Wellington 6140, New Zealand
P +64 4 499 0104 www.tia.org.nz E info@tia.org.nz
[Facebook](#) [Twitter](#) [LinkedIn](#)

Three thick, parallel red diagonal stripes run from the bottom right corner towards the top left of the page.

KEY FACTS

- Tourism in New Zealand is a \$95 million per day industry. Tourism delivers around \$40 million in foreign exchange to the New Zealand economy each day of the year. Domestic tourism contributes another \$55 million in economic activity every day.
- Tourism is New Zealand's biggest export earner, contributing \$14.5 billion or 20.7% of New Zealand's foreign exchange earnings (year ended March 2016).
- 13.2% of the total number of people employed in New Zealand work directly or indirectly in tourism. That means 332,322 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.tia.org.nz for more information

TOURISM INDUSTRY AOTEAROA

Level 4, 79 Boulcott Street, PO Box 1697, Wellington 6140, New Zealand

P +64 4 499 0104 www.tia.org.nz E info@tia.org.nz

[Facebook](#) [Twitter](#) [LinkedIn](#)