

# Tourism 2025 Scorecard > 2018

The Aspirational Goal: \$41 Billion total tourism revenue in 2025

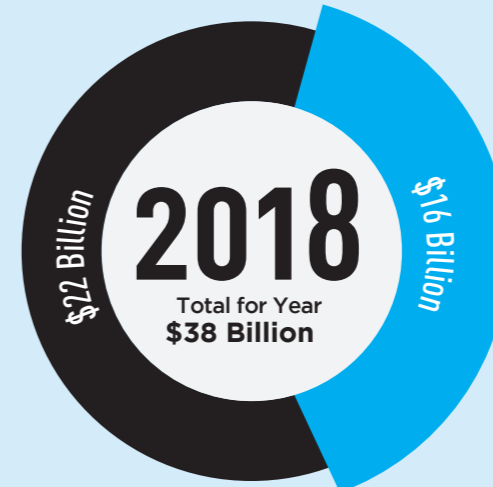
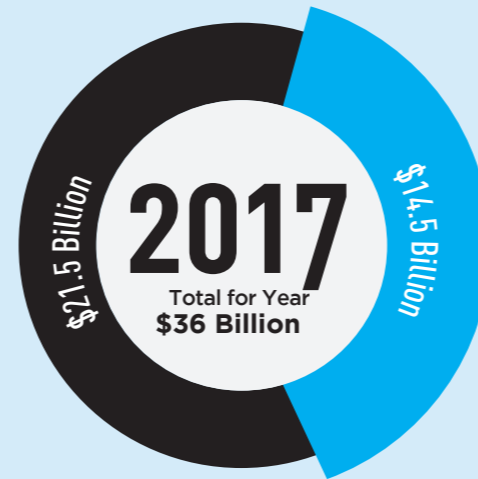
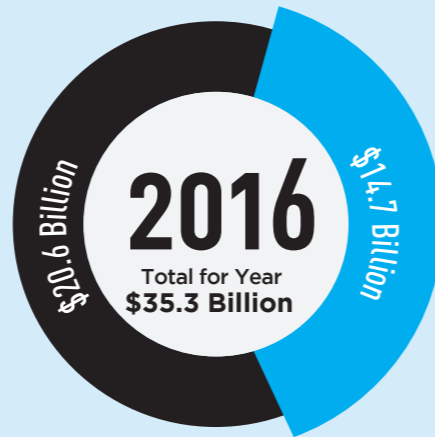
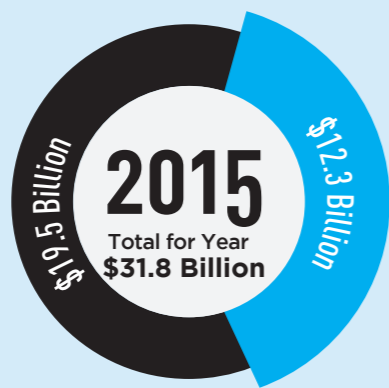
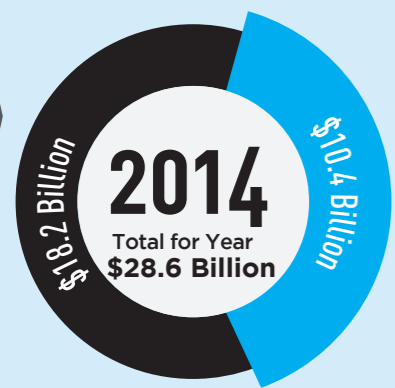
## Target for Value

### Tourism Expenditure

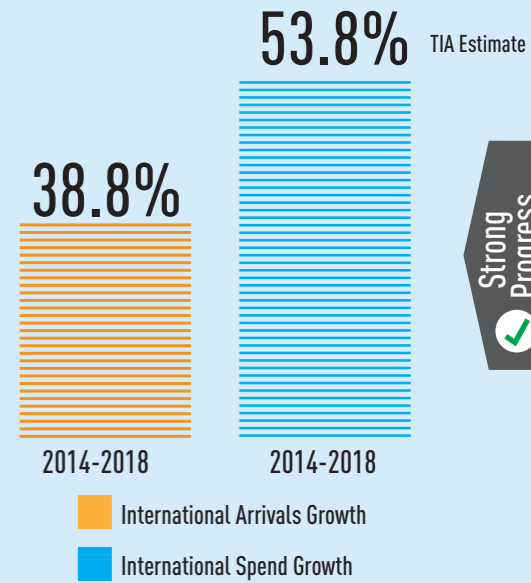
Source: Tourism Satellite Account  
YE March

Domestic International

Strong Progress



TIA Estimate



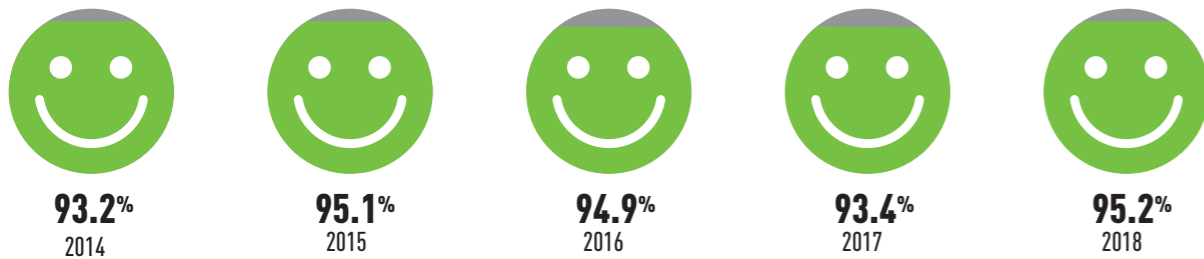
Strong Progress

## Visitor Experience

Met or exceeded expectations

Source: International Visitor Survey  
YE June

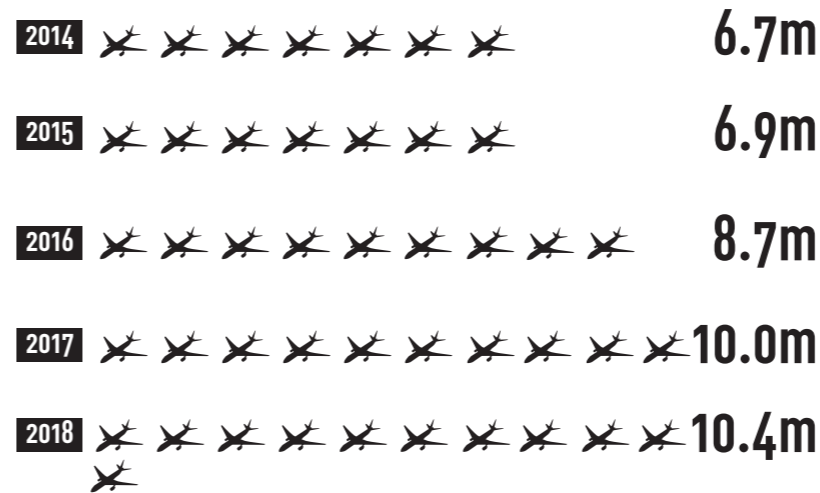
Maintained



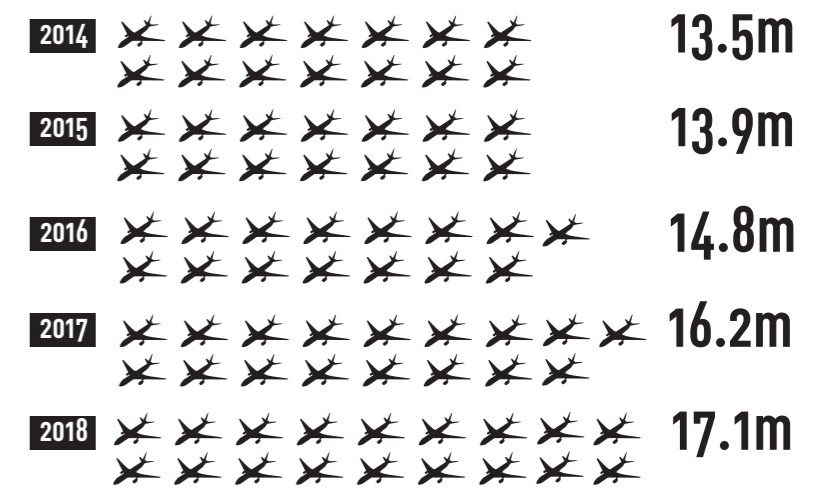
## Connectivity

Source: Sabre - Total air capacity (seats)  
YE March

International Seats



Domestic Seats



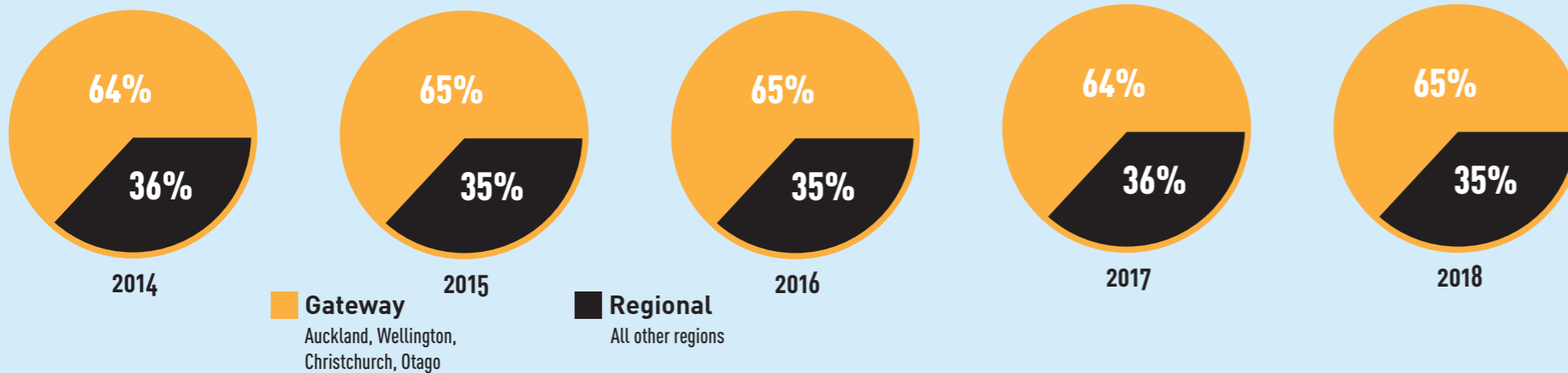
Strong Progress

## Productivity

Dispersal of International Tourism spending

Source: MBIE Monthly Regional Tourism Estimates  
YE August

No Progress

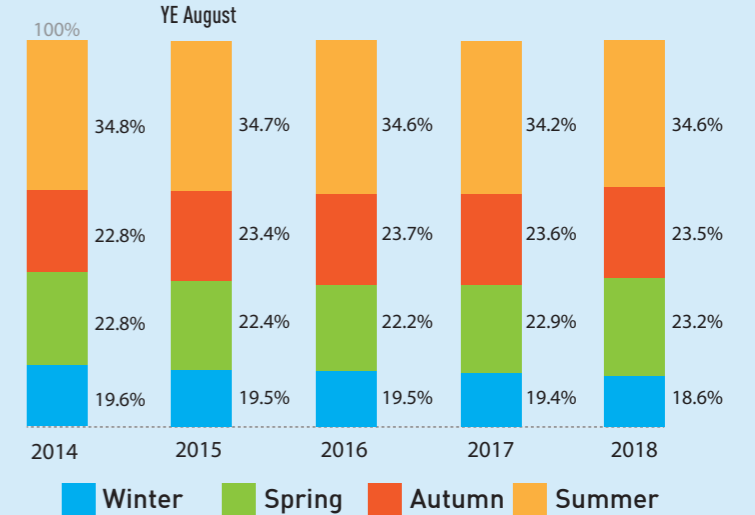


**Gateway**  
Auckland, Wellington, Christchurch, Otago

**Regional**  
All other regions

## Seasonality - International Arrivals by Season

Source: International Visitor Arrivals  
YE August



No Progress