Most New Zealanders think that New Zealand attracts the right number of visitors, however the proportion of New Zealanders who think that visitor numbers are too high has been increasing.

The percentage of New Zealanders who think that international tourism puts too much pressure on New Zealand has been increasing since December 2015, although it has been stable in recent years.

The majority of New Zealanders’ view is that international tourism is good for New Zealand.

New Zealanders are generally welcoming of and proud to host international visitors in New Zealand, and want them to have an enjoyable experience, demonstrating a strong element of manaakitanga among New Zealanders.

Kantar, on behalf of Tourism New Zealand and Tourism Industry Aotearoa, surveys 1080* New Zealanders in order to understand their perceptions of the value of international tourism, its benefits and challenges. The research study is conducted biannually, in November and March, which means it has been undertaken eleven times since December 2015.

*sample of 500 used prior to November 2018; sample of 1080 ensures robust insight at the regional level

March 2019

Source: Statistics New Zealand Tourism Satellite Account 2018 for economic and employment contribution
Research commissioned by Tourism New Zealand and Tourism Industry Aotearoa