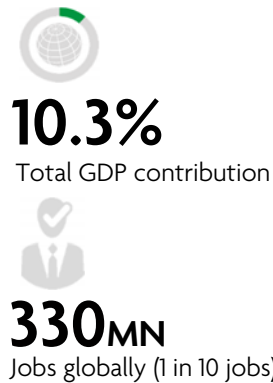


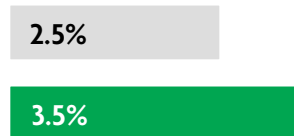
# NEW ZEALAND

## 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS <sup>1</sup>

### GLOBAL DATA 2019



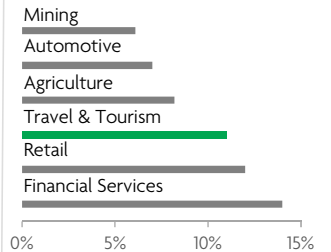
While the global economy grew by 2.5%,  
**Travel & Tourism grew significantly more at 3.5%**



**1 in 4 net new jobs** were created by Travel & Tourism over the last five years



**Global GDP impact by sector (2018 data).** Share of total economy GDP



### NEW ZEALAND 2019 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

**15.0% OF TOTAL ECONOMY**

Total T&T GDP = NZD43.6BN (USD32.3BN)

**+0.5%**

2019 Travel & Tourism GDP growth vs **+2.5%** real economy GDP growth



CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

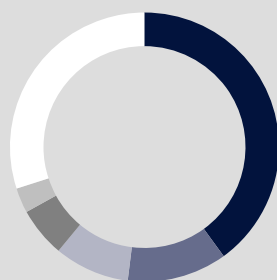
**479.4** JOBS (000's)  
(19.8% of total employment)



INTERNATIONAL VISITOR IMPACT

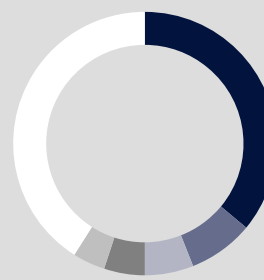
**NZD15.1<sub>BN</sub>**  
in visitor spend (**20.6%** of total exports)  
(USD11.2BN)

### INBOUND ARRIVALS



- 1. AUSTRALIA **40%**
- 2. CHINA **12%**
- 3. UNITED STATES **9%**
- 4. UNITED KINGDOM **6%**
- 5. GERMANY **3%**
- **REST OF WORLD 30%**

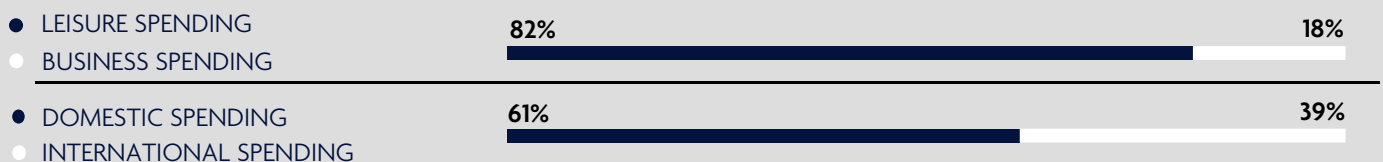
### OUTBOUND DEPARTURES



- 1. AUSTRALIA **36%**
- 2. UNITED STATES **8%**
- 3. UNITED KINGDOM **6%**
- 4. FIJI **5%**
- 5. CHINA **4%**
- **REST OF WORLD 41%**

Note: Data are average shares over the 2016-2018 period  
Source: Oxford Economics, national sources and UNWTO

### SECTOR CHARACTERISTICS (2019)



<sup>1</sup>All values are in constant 2019 prices & exchange rates  
As reported in March 2020