

**Media Release**

**September 6, 2013**

**Tourism Insights for Southland and Fiordland**

Tourism operators, councils and regional tourism organisations can now get a much better idea of where and how tourists spend money in the south.

The Ministry of Business, Innovation and Employment has started publishing figures on where and how visitors spend their money at a regional level.

The data is of interest to tourism operators, other businesses, councils and regional tourism organisations which are involved in marketing their services and products, and planning for tourism respectively.

It is the first time comprehensive statistics on tourist spending have been released publicly and figures are available by industry, visitors' country of origin, regional council, territorial authority and regional tourism organisation (RTO).

It uses anonymous electronic card transactions made since 2008 to provide absolute dollar estimates of tourism expenditure at a detailed regional level.

Venture Southland tourism sector manager Tareen Ellis said the estimates are intended to be updated annually.

"It is great to see this kind of regional information being put together by the Ministry. They will help provide more certainty around planning in the tourism industry," she said.

The statistics show for the year ending March 2012 international visitor expenditure in Fiordland was \$60m while domestic tourists spent \$50m.

In Fiordland, international visitors spent 36% of their money on food and beverage services, 23% on accommodation, 18% on retail sales - fuel and other automotive and 11% on other tourism products, 7% on other retail sales and 4% on other passenger transport.

Of Fiordland's domestic visitor spend – 56% came from Southlanders and 11% from Otago visitors.

In Southland, domestic visitors spent \$200m in the year ending March 2012. Of that spend – 43% was from Southlanders travelling within their own region and 22% from Otago visitors.

"We've always known domestic tourism is a critical component of the visitor market and this is further evidence of it," Mrs Ellis said.

A third of international visitor spend in Southland was by Australian visitors (33%) and another third by Europeans (35%), followed by people from Asian countries (15%) and those from USA/Canada (12%).

In Southland, international visitors spent 29% of their money on accommodation, 24% on other passenger transport, 13% on food and beverage, 13% on other retail sales, 11% on retail sales - fuel and other automotive, and 9% on other tourism products.

Venture Southland enterprise and strategic projects manager Steve Canny said the statistics provided clear signals of the changes in visitor trends and would allow businesses to target products more acutely to the market.

“It really means that our decisions have to be very customer attuned. It’s not simply a matter of continuing to do what you’ve always done.”

Visitors wanted authentic New Zealand experiences, but businesses also needed to understand what made visitors tick, he said.

## **ENDS**

### **For more information contact:**

Venture Southland Enterprise and Projects Co-ordinator Karyn Owen 03 211 1400 or 021 932 340

### **Fiordland**

- International tourist expenditure in Fiordland RTO (total in year ending March 2012 = \$60m)
- Domestic tourist expenditure in Fiordland RTO (total in year ending March 2012 = \$50m)
- Fiordland received a higher percentage of visitor spend from the rest of Europe (18%), UK (11%), rest of Asia (11%), USA (11%), and Germany (9%) compared to the average of all New Zealand international tourism (the rest of Europe 11%, UK 10%, rest of Asia 10%, USA 8%, and Germany 4%).
- Fiordland received a higher percentage of visitor spend from people from Southland (56%) and Otago (11%) than any other source of domestic visitors, compared to all New Zealand domestic tourism (Southland 3%, Otago 7%). Southland domestic visitors typically spent more than 56% in Fiordland, compared to the average of other regions which was 3%.
- In Fiordland, international visitors spent a higher percentage on accommodation (23%), food and beverage serving services (36%), retail sales - fuel and other automotive (18%), and other tourism products (11%) compared to the average of all New Zealand international tourism (accommodation 18%, food and beverage 27%, retail sales – fuel and other automotive 6%, other tourism products 12%).
- In Fiordland, domestic visitors spent similar amounts as they would other regions, except for accommodation they typically spent 4% more (Fiordland 13% vs average 9%), and 6% less on other tourism products (Fiordland 6% vs average 12%).

### **Southland**

- International tourist expenditure in Southland RTO (total in year ending March 2012 = \$60m).
- Domestic tourist expenditure in Southland RTO (total in year ending March 2012 = \$200m).

- Southland received a higher percentage of visitor spend from Australia (33%), rest of Europe (16%), UK (11%), USA (9%) compared to the average of all New Zealand international tourism (Australia 29%, rest of Europe 11%, UK 10%, USA 8%).
- Southland received a higher percentage of visitor spend from people from Southland (43%) and Otago (22%) than any other source of domestic visitors, compared to the average of all New Zealand domestic tourism (Southland 3%, Otago 7%). Southland domestic visitors typically spent 43% in Southland, compared to the average of other regions which was 3%.
- In Southland, international visitors spent a higher percentage on accommodation (29%), other passenger transport (24%), and retail sales - fuel and other automotive (11%), compared to the average of all New Zealand international tourism (accommodation 18%, other passenger transport 14%, retail sales – fuel and other automotive 6%).
- In Southland, domestic visitors spent similar amounts as they would other regions for accommodation and food and beverage services, but spend more on retail sales – other (40%), retail sales – fuel and automotive (24%), and less on other passenger transport (7%) and other tourism products (8%), compared to other regions (retail sales – other 33%, retail sales – fuel and automotive 21%, other passenger transport 14%, other tourism products 12%).

To access the Regional Tourism Estimates go to <http://www.med.govt.nz/sectors-industries/tourism/tourism-research-data/other-research-and-reports/regional-data>



