

TOURISM 2025 SCORECARD

> TO 2016

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

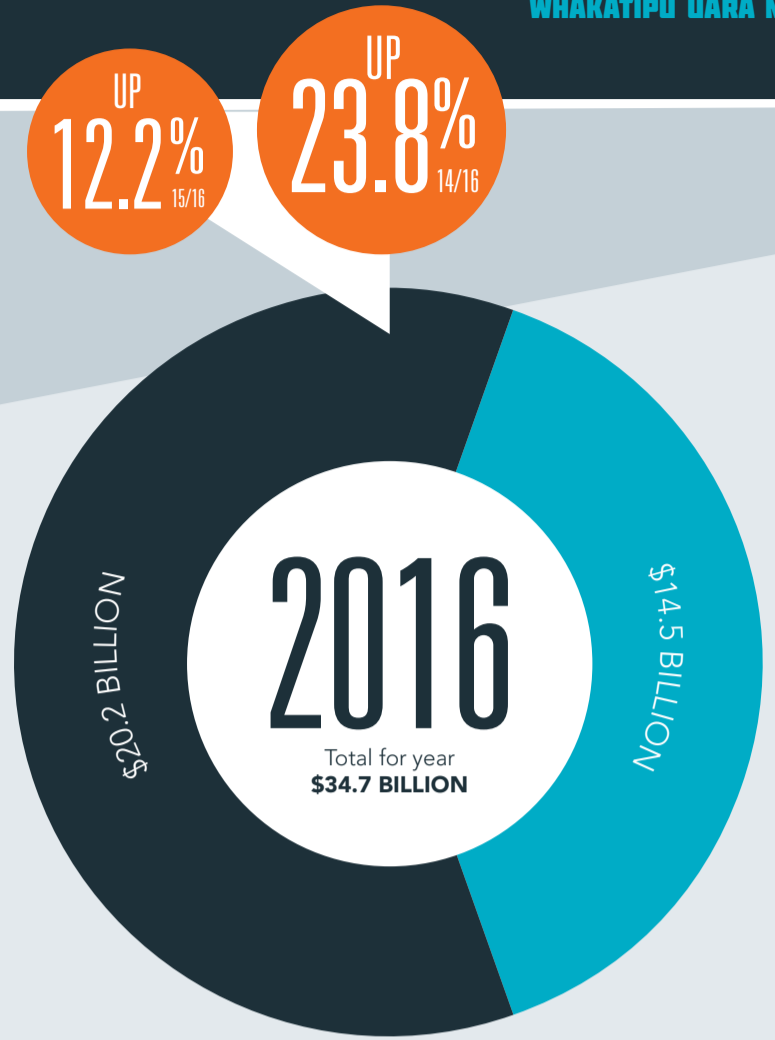
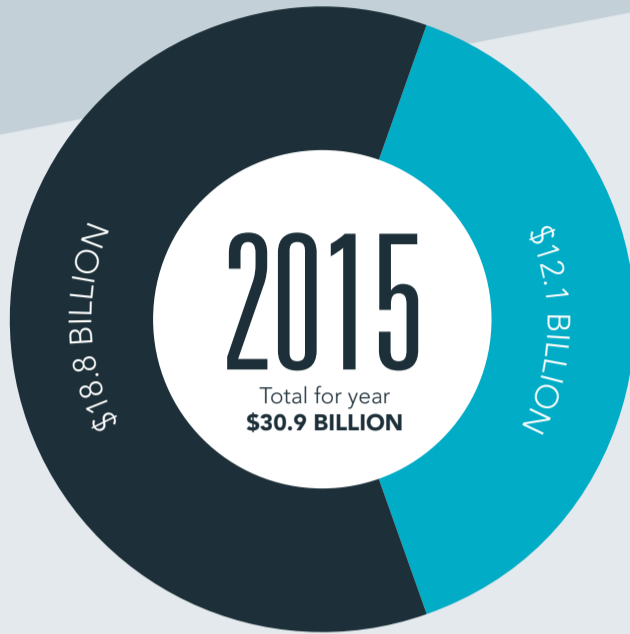
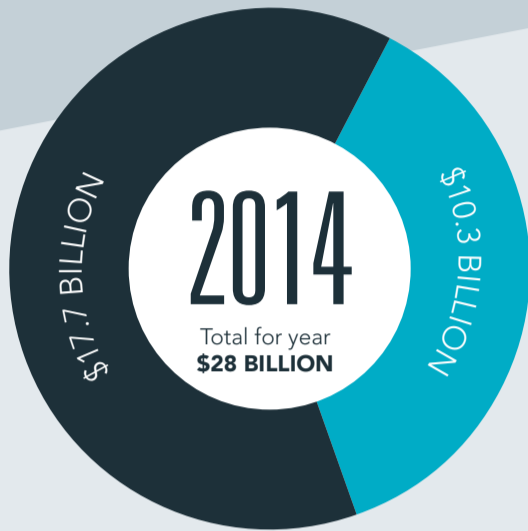
TOURISM 2025
GROWING VALUE TOGETHER
WHAKATIPU UARA NGATAHI

TARGET FOR VALUE

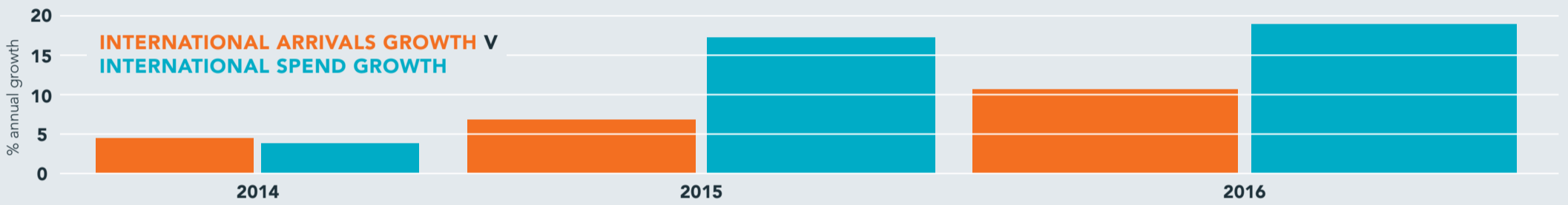
TOURISM EXPENDITURE

Source: Tourism Satellite Account

DOMESTIC INTERNATIONAL



STRONG PROGRESS



VISITOR EXPERIENCE

VISITOR SATISFACTION

Source: International Visitor Survey



MAINTAINED

CONNECTIVITY

INTERNATIONAL

Source: SABRE - Total air capacity (seats)



DOMESTIC

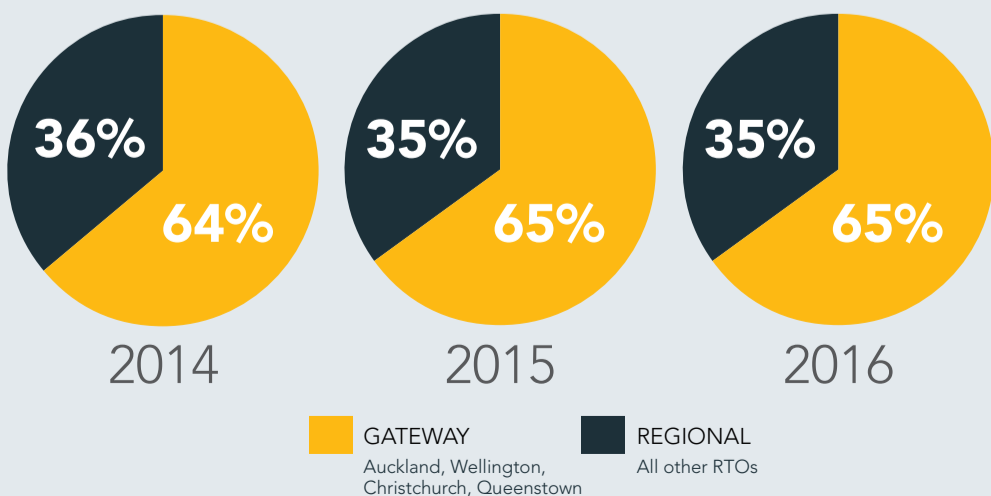


STRONG PROGRESS

PRODUCTIVITY

DISPERSAL OF TOURISM SPENDING

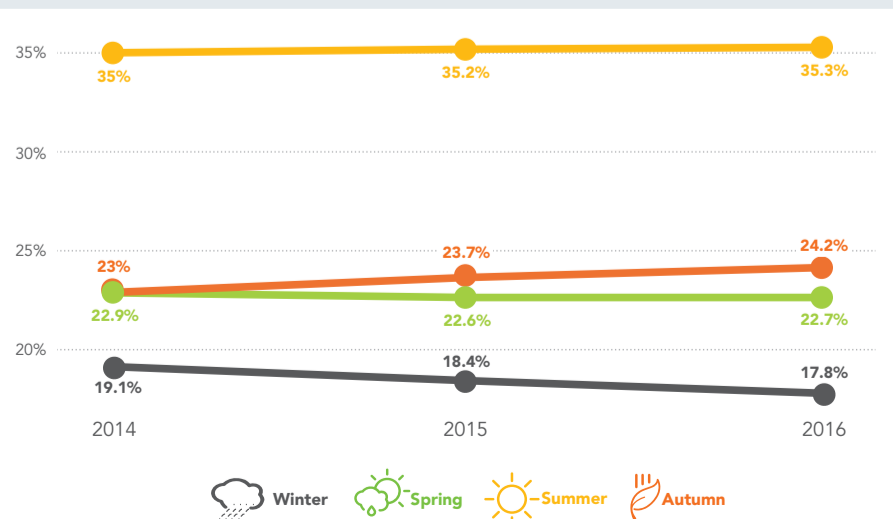
Source: MBIE Monthly Regional Tourism Estimates



NO PROGRESS

SEASONALITY - International Visitor Arrivals by Season

Source: MBIE



NO PROGRESS