

NEW ZEALAND

2021 Annual Research: Key Highlights¹

Global Data



Total GDP contribution:

2019

10.4%

USD 9,170 BN

2020

5.5%

USD 4,671 BN



Total Travel & Tourism jobs:

2019

334 MN

= 1 in 10 jobs

2020

272 MN

= 1 in 11 jobs

Total Travel & Tourism GDP change in 2020:

-49.1%

=USD -4,498 BN

Global Economy GDP change:

-3.7%

1 in 4 net new jobs
were created by Travel &
Tourism during 2014-2019



Change in Jobs in 2020²

-61.6 MN
-18.5%

New Zealand Key Data

2019

2020



Total contribution of Travel & Tourism to GDP:

14.0%

of Total
Economy

Total T&T GDP = NZD45.5BN
(USD29.6BN)

8.8%

of Total
Economy

Total T&T GDP = NZD28.4BN
(USD18.4BN)

-37.6%

Change in Travel
& Tourism GDP
vs -1.1% real
economy GDP
change



Total contribution of Travel & Tourism to Employment:

424.0

Jobs (000s)
(15.7 % of total employment)

392.9

Jobs (000s)
(14.4 % of total employment)

Change in jobs²:

-7.3%

-31.1 (000s)



Visitor Impact
International:

NZD **15.9** BN

Visitor spend
18.0% of total exports (USD10.3BN)

NZD **7.4** BN

Visitor spend
9.4% of total exports (USD4.8BN)

Change in
international visitor
spend:

-53.4%

-USD 5.5 BN

Domestic:

NZD **25.1** BN

Visitor spend
(USD 16.3BN)

NZD **17.5** BN

Visitor spend
(USD 11.3BN)

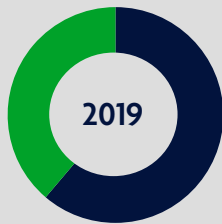
Change in domestic
visitor spend:

-30.4%

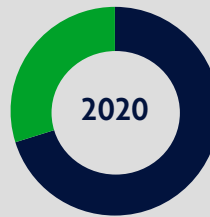
-USD 4.9 BN

New Zealand Sector Characteristics

Domestic vs International Spending:

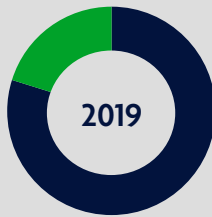


● Domestic Spending:
USD 16.3BN (61%)
● International Spending:
USD 10.3BN (39%)

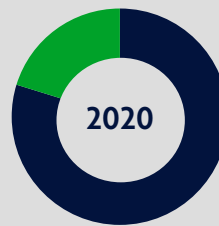


● Domestic Spending:
USD 11.3BN (70%)
● International Spending:
USD 4.8BN (30%)

Leisure vs Business Spending:



● Leisure Spending:
USD 21.2BN (80%)
● Business Spending:
USD 5.4BN (20%)



● Leisure Spending:
USD 12.9BN (80%)
● Business Spending:
USD 3.3BN (20%)

Inbound Arrivals³

2019	2020
1. Australia 40%	1. Australia 38%
2. China 11%	2. United States 12%
3. United States 10%	3. United Kingdom 9%
4. United Kingdom 6%	4. China 5%
5. Germany 3%	5. Germany 3%
Rest of world 32%	Rest of world 33%

Outbound Departures³

2019	2020
1. Australia 37%	1. Australia 35%
2. United States 8%	2. United States 6%
3. Fiji 5%	3. Fiji 6%
4. United Kingdom 5%	4. United Kingdom 6%
5. China 4%	5. Indonesia 5%
Rest of world 41%	Rest of world 42%

1. All values are in constant 2020 prices & exchange rates. As reported in March 2021

2. Where the country or region has implemented job support schemes and supported jobs are still recorded as employment by national statistical authorities, job losses exclude those supported jobs (where known)

3. Source: Oxford Economics, national sources and UNWTO