

Recent research on New Zealand's tourism statistics

So, let's consider where we expect to see visitors coming from in 2012. You can see from this chart that we anticipate the vast majority of our visitors to continue to come from our neighbour Australia. Other significant markets are the UK — which we have included along with Nordic countries and Ireland —, North-East Asia, principally Japan, and the Americas, notably the US of course.

Let's take a closer look at our biggest market by far, Australia. This graph shows that visitor numbers from Australia will continue to _____. Growth here will _____ steady, as it has been for the last twenty or more years. We expect this to continue, thanks to a combination of low airfares and aggressive marketing by our Ministry of Tourism in Australia. With total growth around 3% per annum, we expect numbers from Australia will _____ around 1.2 million.

As for why people come here, we don't expect that to _____ much at all. What we can see here is that we expect almost no change, in fact, with the top reason continuing to remain holiday — where it's mainly _____ and _____ activities that are of interest — and then the principal other reasons ... _____ and _____, and business.

