

## FARM TOURISM

A POT OF GOLD OR JUST ANOTHER RAINBOW

by Andrew von Dadelzen.

## Contents

	PAGE
Introduction to the Kaitiaki Programme	2.
The Role of Tourism in New Zealand	3.
The Concept of Farm and Home Accomodation	4.
Getting started in Farm Tourism	5.
Farmstay Operators	6.
What the Agencies are looking for in Home Hosts	8.
An example of home-hosting through a tour operator	9.
A Farm Holiday Package	11.
Tourism Growth - Reality or Myth	14.
Marketing and Promotion	15.
A Success Story	16.
Summary	16.
 Appendix	
Places visitors spent at least one night	
Visitor arrivals	1957 to 1985
Visitor arrivals by purpose of visit	1981 to 1985
Visitor arrivals by months	1957 to 1985
Visitor arrivals by purpose and by months	1985
Intended length of stay	
Visitor arrivals by point of entry and mode of travel	
Visitor arrivals by country of residence..No	
Visitor arrivals by country of residence..%	
Reserve Bank travel receipts by currency	
Reserve Bank travel receipts by months	
 Membership list of the Inbound Tour Operators Council	

## INTRODUCTION

The Kellogg New Zealand Rural Leadership Programme is available to those involved in or allied to the Rural Community who show leadership ability. The aim of the programme is to enhance that ability to the benefit of both the participant and the Rural Community.

The programme is divided into three sections. The first is an intensive residential session of ten days at Lincoln College. The second, which is a non-residential session, entails the participants undertaking a thesis-type research project of their choice. The third section is a further seven days residential, half at Lincoln College, and half at the hub of politics and industry, in Wellington.

This paper, "Farm Tourism: a pot of gold or just another rainbow" is my choice, to complete the second section of the 1986 Kellogg programme.

## THE ROLE OF TOURISM IN NEW ZEALAND:

New Zealand is enjoying a visitor surge, and we must capitalise on this boom and use it to generate prosperity for all New Zealanders.

Last year we had more than 670,000 overseas visitors to New Zealand, spending \$1.2 billion, and supporting about 84,000 jobs in the New Zealand economy.

Recent forecasts indicate that by the year 1990, at least 900,000 people could be guests in this country each year. That will provide a extra 29,000 jobs.

At present there are 23 major hotel developments underway, about to start, or being planned. That alone will provide an extra 26,000 jobs in the construction and hotel industries over the next four years.

Why is New Zealand enjoying this unprecedented growth in tourism. It is because we are promoted overseas as "clean, green, and friendly". We are advertised as "the place to escape the rest of the world". We are a quality destination, not a mass market stop-over, and our challenge is to keep New Zealand as a top shelf product.

Research shows that most visitors like New Zealand because they feel safe, and because New Zealanders are friendly.

The "home and farm-stay" industry has an important part to play in this package. More and more visitors are seeking an active holiday experience, rather than a passive look at scenery through tour bus windows. The experience of staying in a New Zealand home, of seeing how we live, what we eat, and even how we decorate our homes is, for many, a highlight of their stay.

However it must be realised that at present, only 2000 visitors actually use farms as their main form of accomodation. With a similar number of properties servicing these tourists, customers are few and competition is strong.

One of our major tasks must be the efficient and effective marketing of our product. The farmstay industry has a long way to go in this area.

Current Government policy sees Tourism as a huge growth industry, and are encouraging a massive redirection of investment into it.

## THE CONCEPT OF FARM AND HOME ACCOMMODATION

Tourism must always adjust to shifting consumer needs. Over the past ten years, there has been a change in the motive for holiday travel, from a desire for physical rest to a search for a change and new experiences. In New Zealand this will mean more people seeking outdoors activities in wide variety and across the country.

The overseas visitor is increasingly looking to stay with a New Zealand family as part of their itinerary, and rural and farm holidays are just beginning to appeal to New Zealand's increasingly urban population.

When discussing Farm Tourism, it is important not to disregard the domestic tourist industry. Domestic tourism has an important role to promote a better understanding between a diminishing rural sector and an increasing urban sector.

However Domestic Tourism in the form of a rural holiday is more likely to be for a week or two in the school holidays, and in a self-contained farm cottage, rather than in a home inclusive of meals.

It must also be appreciated that few overseas visitors stay on one farm for more than one or two nights. Mostly this type of accommodation is seen as an enjoyable diversion from hotels or motels for a few nights out of a total New Zealand itinerary.

## THE REALITIES OF BECOMING INVOLVED

The reality is that few if any people who accommodate visitors in their homes make a lot of money out of it. Generally it should not be seen as a way of significantly supplementing your salary, wages or farm income. The level of business required to make a full or even part-time living out of renting out a spare bedroom or farm cottage does not exist. So, before going to substantial expense in adding an extra bedroom or redecorating, make sure that the costs can be recovered. Before committing large resources of time and money, carry out a feasibility study to ensure that the costs justify the rewards. I will go into further detail of a feasibility study, commencing on page 11

Remember that most hosts become involved simply because they want the opportunity to meet new people, enjoy entertaining and wish to share their lifestyle, albeit briefly, with others.

Having said that, it would be foolish to enter a project that was not going to reward the effort and inconvenience that must go with the Farm Tourism Industry.

## GETTING STARTED IN FARM TOURISM:

There are several different conceptual applications to farm tourism:

1. Home hosting, organised and marketed solely by the host.
2. Home hosting, with the host being contracted to an operator, who markets the concept for many hosts.
3. Renting of a farm cottage, where the visitor will probably do their own cooking.
4. Home-hosting, where the host supplies comprehensive on and/or off-farm attractions, probably over a period of several days.
5. Catering for bus tours, supplying attractions and lunch but not accommodation.

Anyone entering this industry must first decide what facilities they can willingly provide. The simplest way to get an introduction to home-hosting is to use an existing tour operator to co-ordinate the operation. The specialist tour operator will co-ordinate with similar overseas organisations and airlines, matching guests with the appropriate host farms. Many hosts register with more than one agency as bookings are not always frequent.

The percentage of tariff that the agency receives varies from agency to agency, but is often as high as 50 percent of the tariff paid by the visitor. Although this may appear very high it is probably advisable to enter the industry through an agency initially, as it is then possible to evaluate the industry without outlaying undue expense in the first instance.

Easy access to operators of farm-stay accommodation can be found in the New Zealand Tourist and Publicity Department's booklet: "New Zealand Accommodation Guide". This free booklet is available at most Tourist Information Centres, or by contacting the Department direct.

Listed are some of the better known agencies operating

	Telephones:
FARM HOLIDAY NZ LTD; P.O.Box 11 137; WELLINGTON.	04)723-216
FARMHOUSE AND COUNTRY HOLIDAY HOMES LTD. P.O.Box 31250. AUCKLAND.	09)492-17
Mr David Napier. FARMSTAY LTD. P.O.Box 630. ROTORUA.	(073)24-895
Mrs Dianah Williams. "Hapau". Private Bag. HAMELOCK NORTH.	(076)51-423
Mrs Dulcie Carson. NZ HOME HOSPITALITY LTD; P.O.Box 309. NELSON.	(054)82-424
HOSPITALITY HAERE MAI. P.O.Box 56 145. AUCKLAND.	(09)391-560
NZ TRAVEL HOSTS; 279 Williams Street KAIAPOI.	(27) 6340
RURAL TOURS NZ LTD. c/o Helen Hicks. P.O.Box 228 CAMBRIDGE.	(07-127)5091
THE FRIENDLY KIWI HOME HOSTING P.O.Box 5049. NELSON.	(054)85-915
Mrs Vivienne Bibby. P.O.Box 117 WAIPAWA.	(0728)68-202
Mr & Mrs Sam Hoppecks. N.Z. LIFE VACATIONS. R.D. 2; NGAUAWAHIA.	(071)254-864
Ms Micki Bruce. NZ FARM HOSTING LTD P.O.Box 3795. Pannell. AUCKLAND.	(09)394-780

	Telephone:
RURAL HOLIDAYS LTD. P.O.Box 2155, CHRISTCHURCH.	(03) 61-919
SELECTA FARM HOLIDAYS, 25 Nukuna Street, TAUPO.	074)88-355
NZ HOST HOMES LTD. P.O.Box 60, Russell, BAY OF ISLANDS.	(0805) 37-658
TOWN & COUNTRY HOME HOSTING, P.O.Box 143, CAMBRIDGE.	(071-27) 6511
THE FRIENDLY KIWI HOME HOSTING SERVICE, P.O.Box 5049 NELSON.	(054) 65-915
OKAIHAU VACATIONS FARMSTAY. Village Tea Shop, Settlers Way, OKAIHAU.	32 M
QUEENSTOWN HOME HOSTED HOLIDAYS, Lake Hayes R. D. 2, QUEENSTOWN	Arrowtown 496
FARM HOSPITALITY SERVICE MtView Road, RAETIHI.	(0658) 54-058
COUNTRY LIFE TIMARU Mrs B. Dale R. D. 2, TIMARU.	(056) 827
COTTAGE MEALS and TOURS LTD. P.O.Box 14345, WELLINGTON.	(04) 889-124
COME'N STAY HOLIDAYS, R. D. 1, WHAKATANE.	(076) 29-184
WAIKATO FARM HOLIDAYS, P. Fisher, R. D. 2, OTOROHANGA.	(081-332) 864

## WHAT THE AGENCIES ARE LOOKING FOR IN HOME HOSTS:

1. The hosts must have a warm, friendly personality. It is important that the guests are made to feel comfortable and welcomed as part of the family. The hosts must be prepared to go through the short falls of farm tourism, and still smile at the end of the day. This will only come from a genuine wish to meet and talk with people from different areas of the world. If the industry is to grow, tourists need to return home with a positive experience that they can encourage others to enjoy.
2. The home must be clean and tidy. Five-star living conditions are not expected but a high standard is required. One tour operator suggests the following: "At least one room, pleasantly decorated, preferably twin beds of a high standard of comfort, plus all necessary storage space for clothing. Use of private toilet and bathroom facilities is desirable but not essential. Atmosphere and hospitality is the key aspect."
3. Location. Operators are looking for a good spread of hosts around New Zealand, preferably on the main tourist routes. If you live in Rotorua or Queenstown you could be pretty sure of several bookings a month. Off the beaten (tourist) track it might be less than one a month.
4. On-farm or nearby attractions. Most tourists are just trying to get a night or two's experience in a New Zealand country home, and are not looking for an "adventure" experience, but any special local features are certainly an advantage, and may add an incentive to the tourist to visit.

It must be remembered that the number of farms offering farm hosting has doubled in the last three years, and with that level of dramatic growth continuing. However in the same period, visitor numbers have only grown by 20% in that period. Hence customers are limited and competition is becoming more fierce each day.

The NZTP believe that the market, on current expectations, can handle between 1200 and 1400 farm-hosts, but there are at least 2000 on the books and this number is growing fast. Farmers hoping to enter the industry for quick rewards and little input may be greatly disappointed.

## AN EXAMPLE OF HOME-HOSTING THROUGH A TOUR OPERATOR

- THE BOOKING:** The Tour Operator will usually ring for confirmation at least one month prior to the guests arrival.
- FREQUENCY:** This will depend on your location. Cambridge for example hosts 2 to 3 package tour busloads each week from the Spring through to the Autumn. Very few operate through the winter. The Home host in Cambridge could expect visitors 2 to 3 times per month. Other areas may be very much less frequent.
- PREPAREDNESS:** The house needs to be clean, linen changed, lawns mown and garden tidy.
- COLLECTION:** If the visitors are driving a rental car, then no collection is necessary. However for bus tours and some small groups it is usual to have to drive to a central collection point.
- THE ARRIVAL:** Visitors usually arrive mid to late afternoon. Often around 4 pm.
- LENGTH OF STAY:** Most visitors just stay the one night, leaving mid-morning the following day. Some however stay for two, three or four days. Consideration should be given to the requirement of having a foreign non-english speaking visitor in the house for several days. Japanese visitors for example are a pleasure for a short duration but very tiring for extended stays.
- FARM ACTIVITIES:** Most visitors like to have a look around the farm. They are usually happy to tag along and watch the day to day farm-work being undertaken. You are not expected to charge for this. Special excursions during longer stays would be by private arrangement.
- DRINKS:** Usually a pre-dinner drink is offered, and a bottle of New Zealand wine with the meal.
- MEALS:** A usual dinner would be:-  
 Roast lamb  
 Potato  
 Kumera  
 Peas  
 Gravy  
 Pavlova and kiwifruit
- A light, cooked or continental breakfast is usual.
- Note that overseas visitors usually eat much smaller portions than the average New Zealander.

- CHARGES:** The overseas visitor is charged at a rate of about \$80 per night for an adult. They pay the Tour operator direct, who in turn sends a cheque to the host for around half that amount, within two to three days of the visitors stay. The margin for the tour operator varies from operator to operator, and all operators were most reluctant to adequately justify their charge.
- PROFITABILITY:** It is advisable to have three or four visitors at one time, if possible. This will dramatically increase the profitability without unduly increasing the workload. It is estimated that with four guests returning \$160.00 per night, the direct costs are likely to be in the vicinity of \$60.00 leaving a margin of \$100.00. It is not a big money-spinner but can be rewarding, both financially and culturally.
- COST:** The Cost of setting this type of operation up should be minimal and it is a good initiation to the tourism industry.

## A FARM HOLIDAY PACKAGE

If you are wanting to instigate a comprehensive tourism package where, for instance, you accommodate and entertain tourists for several days at a time, it is likely to require capital expenditure to set up, and considerable effort to establish successfully.

Before commencing it is important to establish the market potential and requirements. A comprehensive feasibility study is essential.

Undertaking a feasibility study you should:

1. Write a brief written outline of the project and how it will operate.

At this initial stage you must consider the following aspects before proceeding further:

- a. MARKET RESEARCH:
  - Is it needed ?
  - Who wants it ?
  - How are you going to sell it ?

(i) Is it needed ?

Ascertain what tourists like doing, and match that with what you have got available that would appeal to THEM.

(ii) Who wants it ?

The first step is to approach the New Zealand Tourist and Publicity Department for statistics about where the tourist goes and what they see and do.

The needs of tourists differ depending upon their country of origin. For instance, the Japanese tourist usually spends only seven days in this country. They normally get two weeks vacation per year, spending one week of it on holiday, and returning to work for the second week as a mark of respect to their employer.

Do not overlook the New Zealand tourist, who is increasingly looking for an outdoor, physical experience. With the continual rural depopulation it is also expedient of the rural community to attract the urban population into the country to gain a better understanding of rural problems.

(iii) How to sell it ?

The logical first step is to approach the Inbound Tour Operators. They are responsible for 90% of the prepackaged bookings.

The Inbound Tour Operators are represented through the Travel Agents Association of New Zealand, who are resident in Britannic House, Jervois Quay, Wellington. The Executive Director is Mr.P.Lowry.

By using the services of an Inbound Tour Operator you can utilize their distribution network.

The overseas tourist is likely to:

1. go to a Retail Travel Agent who has a shopfront location. They will do an itinerary.
2. The Retailer will then go to a Wholesaler in the country of origin, who will put together the different component parts, one of which might be a New Zealand holiday.
3. They will then subcontract the New Zealand portion of the holiday to a New Zealand Inbound Tour Operator, who has an office in that country.

Note: The Inbound Tour Operator will usually require a commission of approximately 10%.

A note of caution: Do not rush into printing lots of colourful brochures without adequate market research. They are expensive to produce and getting them before your potential customers is not as easy as it sounds. Travel agencies around the world are continually swamped with literature that they can not hope to distribute.

- b. CAPITAL: Do you have adequate capital available to start the project and where will you obtain the balance?
- c. FINANCIAL ESTIMATES: It is crucial that a sound and conservative cash flow projection is undertaken, so that an assessment can be made of the Financial Position.
- d. LAND ZONING/REGULATIONS: Is the land you intend to use appropriately zoned and are there any trade practice regulations that affect the project or licences required to operate.
- e. ADVICE: Finally, after you have a firm idea of exactly what you propose and are sure that realistically it has potential, you should contact the following for advice. Remember that advice only has to be listened to and not necessarily taken, don't turn your back on it.

### Seek advice from:

**Regional Tourism Organisation:** To check what they think of the idea and obtain information on the local visitor industry.

**NZ Tourist and Publicity Department:** For reference material on tourism and advice on the overall tourism industry including incentives.

**Your Accountant:** To ensure that your project is based on sound business accounts.

**Local Authority:** For details of town planning regulations, building regulations, health regulations etc.

**DFC Small Business Agency:** For advice on operating your business, publications to assist you plan and run your business etc.

**Your Lawyer:** To assist you with legal matters during all phases of your business activities.

**Other Government Departments:** Such as Labour Department on employment, Inland Revenue on taxation, Ministry of Transport on vehicle licencing etc.

## 2. A BUSINESS PLAN

The most useful document that can be prepared by a potential developer is a written business plan.

It provides a framework within which much data can be collected, analysed and presented in a realistic manner, and ensures that all relevant information is included. It enables the developer to think through each step required to achieve a particular goal, be aware of their implications and take appropriate action to avoid unnecessary and expensive problems.

The plan should be referred to regularly once you are in operation to ensure that you are on the right path. The Small Business Agency of DFC has workbooks which you can complete to use as your plan.

## 3. A MARKETING PLAN

Your initial research will have indicated major markets to aim for, but you should now prepare a plan of how to market your project or service, as part of your business plan.

## TOURISM GROWTH - REALITY OR MYTH

Prominent members of the community within New Zealand have commented that New Zealand has become a favoured place to visit by tourists throughout the world because of its natural scenery and the ability tourists have to partake of many outdoor activities with relative ease. New Zealand is also an apparently politically stable environment for visitors. But is this environment conducive to continued growth in the tourism industry. Geoff Hamilton, a partner in the accountancy firm Coopers and Lybrand and the liquidator for the collapsed tour company Freedom Holidays (NZ) Ltd. believes that collapse highlighted several important factors that have a considerable influence on the tourism economy in this country.

He states that the demise of Freedom Holidays (NZ) Ltd was caused by three significant factors:

1. the company relied heavily on tax credits due to it which resulted from increased tour sales and export market development expenditure. Such tax credits are now being phased out.
2. the strengthening of the New Zealand dollar in late 1985 and early 1986 caused a slowdown in tourists in what could be termed the "budget end" of the market.
3. the management of Freedom Holidays spent some considerable time forecasting levels of sales which, in hindsight, were clearly not achievable. Unfortunately, company management believed they could achieve the sales levels forecast and spent large sums in advertising and promotion on the assumption that the sales would be realized. This did not happen and the company ran out of cash.

The weakness of the Australian dollar and the strengthening of the New Zealand dollar in 1986 has had a devastating effect on the number of Australian visitors, particularly to ski fields. You will see in the appendix titled "Visitor arrivals in New Zealand by country or area of last permanent residence" that Australia has historically made up about 45% of our tourist trade. Our new deregulated economy will mean that the tourism industry, along with other sectors of the economy, will be vulnerable to fluctuations of our currency.

This highlights the need for applying more realistic (conservative) assessments rather than emotive "blue sky" type predictions. This is particularly important in assessing a major commitment to Farm Tourism.

Considerable pain may yet have to be experienced in the tourism industry before the country converts what is an apparent myth into reality.

## MARKETING AND PROMOTION:

The NZTP Department are at present attempting to instigate the setting up of an "Association of Town and Country Home Hosts". Their belief is that to market the farm hosting concept most effectively - bigger is really best, and there is a need for a national organisation to market and promote home and farm stays both overseas and within New Zealand, as an interesting and different type of accommodation. This organisation needs to set and enforce generally agreed standards of tariffs and accommodation, so that the visitor knows that he or she can expect a fair and consistent deal. And lastly, this organisation needs to pool funds from its members so that an effective and efficient marketing and promotion strategy can be put into action.

In May 1986, I attended a meeting convened in Wellington by NZTP to attempt to co-ordinate the formation of an Association that would look after the interests of all those involved in the Homestay industry.

As a result, a steering committee was appointed with the mandate to report to possible members by October 1986 with draft constitution, membership criteria, operational standards, marketing plan and logo. The NZTP agreed to act as secretariat for two years if required.

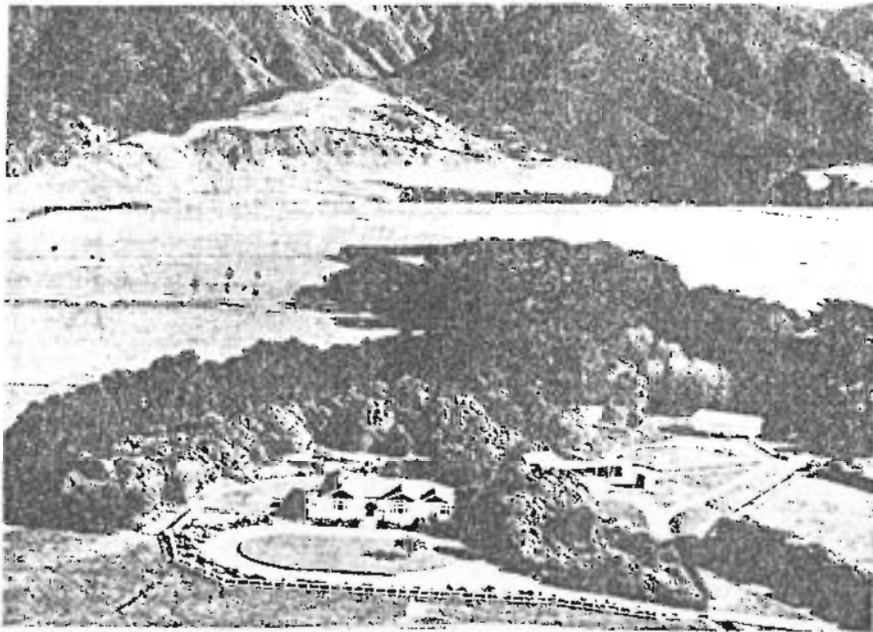
The steering committee is:

NZTP Representative	John Hanning
NZ Tourist Industry Federation Rep	Tony Staniford
Individual Representatives	Jenny Rayne Diane Williams
Regional Representatives	Mike Turner Bruce Wilson
Company Representatives	Helan Hicks Dulcie Carson David Napier
Ex Officio	Sue Edmonds

Unfortunately, by September the NZTP had not called any meeting of the steering committee, so the October deadline was unlikely to be met.

## A SUCCESS STORY

Wharekauhau Sporting Lodge is testimony that Farm Tourism can be successful. There are many other very successful operations and there is no reason, if comprehensive planning is used, that new operations will not also be successful. Wharekauhau Sporting Lodge is just a good illustration of a job well done.



Wharekauhau Lodge in the southern Wairarapa, set on the shores of Palliser Bay, sits amidst rural tranquility with the backdrop of mountain ranges.

## WHAREKAUHAU IS A WINNER!

Wharekauhau Sporting Lodge in the Wairarapa is a winner. This is the verdict of RHC International, a hotel and tourism operations company which has given Wharekauhau Lodge the award as the Best Lodge for 1985.

Wharekauhau Lodge, a colonial homestead on a large South Wairarapa sheep station, is guarded on the west by the brooding Rimutaka Mountains and on the east by twelve miles of scenic coastline. Outdoor activities predominate but it's the lodge itself which won Wharekauhau top honours.

Karen Winkel, operations manager for Retreat Holidays International, says Wharekauhau Lodge won on several counts.

"The best food and services, the best activities and entertainment, the best value for money, the best alterations to rooms and amenities, the best atmosphere and the best host and hostess were winning features for Wharekauhau," says Karen.

### SUMMARY.

Is tourism going to save New Zealand? Some think it is, but those in the industry have more modest objectives in mind while some are merely struggling to survive. Our clean air and green grass can attract a few yen or yankee dollars, but it's not easy money. If you want to enter the industry, then do your homework first and ensure that you are going to be rewarded for your efforts.

TOTAL COUNTRIES

QUESTION:- ON THE MAP FOLLOWING, CIRCLE ALL PLACES (APPROXIMATE AREAS) IN WHICH YOU STAYED AT LEAST ONE NIGHT?

	HOLIDAY (NOT WORKING)	VISIT FRIENDS AND RELATIVES	FULL TIME WORK	BUSINESS (PRIVATE/OFFICIAL)	WORKING HOLIDAY	FORMAL EDUCATION	STOPOVER	OTHER	TOTAL
BASE NUMBER	253 728	111 229	8 808	57 570	8 001	3 300	16 565	15 901	475 102
	%	%	%	%	%	%	%	%	%
BAY OF ISLANDS	19.64	8.87	8.28	2.84	13.87	10.34	1.31	7.03	13.97
KAITAIA	5.44	3.63	5.39	0.48	4.56	3.26	0.00	1.83	4.16
WHANGAREI	9.83	6.54	7.09	2.49	8.79	10.54	0.49	5.30	7.76
AUCKLAND	69.57	41.40	50.84	56.89	70.52	59.46	60.41	50.05	60.55
HAMILTON	8.41	10.40	12.65	6.15	15.57	9.60	8.64	17.24	9.12
WAITOMO	6.13	2.82	3.49	1.03	8.40	0.48	0.00	4.85	4.56
TAURANGA	5.10	9.11	6.76	2.18	9.47	2.05	0.17	7.28	5.69
WHAKATANE	2.50	4.13	2.41	1.16	4.76	1.06	0.49	3.59	2.72
GISBORNE	3.40	4.78	4.59	1.48	6.91	2.04	0.00	3.29	3.48
ROTORUA	55.69	22.58	25.74	14.19	40.61	34.78	10.16	28.26	40.33
TAUPO	16.10	13.92	15.89	7.54	23.58	14.36	3.73	10.92	14.26

TOTAL COUNTRIES

QUESTION:- ON THE MAP FOLLOWING, CIRCLE ALL PLACES (APPROXIMATE AREAS) IN WHICH YOU STAYED AT LEAST ONE NIGHT?

	HOLIDAY (NOT WORKING)	VISIT FRIENDS AND RELATIVES	FULL TIME WORK	BUSINESS (PRIVATE/OFFICIAL)	WORKING HOLIDAY	FORMAL EDUCATION	STOPOVER	OTHER	TOTAL
BASE NUMBER	253 728	111 229	8 808	57 570	8 001	3 300	16 565	15 901	475 102
	%	%	%	%	%	%	%	%	%
NEW PLYMOUTH	5.48	6.11	16.28	4.09	10.20	8.71	0.79	8.27	5.79
HAWERA	0.93	0.92	2.55	0.15	2.88	1.32	0.00	1.90	0.92
WANGANUI	11.78	6.16	3.92	2.57	9.54	4.91	1.70	6.15	8.75
PALMERSTON NORTH	0.87	0.54	2.32	0.09	2.07	4.42	0.79	2.20	0.82
CHATEAU	7.12	3.91	5.89	2.00	8.72	7.58	0.00	6.71	5.62
NAPIER	8.31	10.16	11.26	4.11	9.46	11.50	3.07	6.22	8.12
HASTINGS	3.48	6.94	6.45	3.36	7.96	2.41	0.17	4.81	4.34
MASTERTON	1.90	3.16	3.32	1.40	7.70	8.42	0.00	4.64	2.34
WELLINGTON	38.92	36.31	47.27	46.62	44.92	41.42	6.35	31.66	38.57

TOTAL COUNTRIES

QUESTION:- ON THE MAP FOLLOWING, CIRCLE ALL PLACES (APPROXIMATE AREAS) IN WHICH YOU STAYED AT LEAST ONE NIGHT?

	HOLIDAY (NOT WORKING)	VISIT FRIENDS AND RELATIVES	FULL TIME WORK	BUSINESS (PRIVATE/OFFICIAL)	WORKING HOLIDAY	FORMAL EDUCATION	STOPOVER	OTHER	TOTAL
BASE NUMBER	253 728	111 229	8 808	57 570	8 001	3 300	16 565	15 901	475 102
	%	%	%	%	%	%	%	%	%
PICTON	12.90	5.81	8.07	1.68	10.61	11.00	1.31	6.11	9.33
BLENHEIM	4.23	4.06	4.52	1.74	5.15	4.09	0.00	2.85	3.77
NELSON	18.90	10.10	10.70	3.89	17.35	15.07	1.67	6.70	14.10
KAIKOURA	2.67	2.55	4.89	0.67	7.83	2.79	0.39	1.89	2.48
WESTPORT	5.15	2.61	3.83	1.01	6.54	7.72	0.95	3.89	3.96
GREYMOUTH	24.20	6.52	11.00	3.07	15.46	11.08	2.09	10.71	16.26
HOKITIKA	5.10	3.47	7.66	0.49	4.78	7.83	0.00	2.69	4.05
FRANZ JOSEF	18.67	4.40	6.88	1.85	20.31	17.36	0.00	2.95	12.30
FOX GLACIER	15.89	3.41	6.17	1.02	7.49	1.06	1.31	4.64	10.18
HAAST	4.22	1.42	3.65	0.56	6.38	6.68	0.00	3.75	3.09
CHRISTCHURCH	66.50	27.98	41.34	27.54	57.29	47.16	10.10	48.87	50.58
METHVEN	2.54	0.36	0.00	0.22	1.28	0.00	0.00	1.49	1.59
ASHBURTON	3.96	1.97	5.02	1.04	4.69	3.00	0.00	3.50	2.95
MT COOK	27.14	6.09	9.80	3.06	19.11	11.47	0.73	12.63	17.88

TOTAL COUNTRIES

QUESTION:- ON THE MAP FOLLOWING, CIRCLE ALL PLACES (APPROXIMATE AREAS) IN WHICH YOU STAYED AT LEAST ONE NIGHT?

	HOLIDAY (NOT WORKING)	VISIT FRIENDS AND RELATIVES	FULL TIME WORK	BUSINESS (PRIVATE/OFFICIAL)	WORKING HOLIDAY	FORMAL EDUCATION	STOPOVER	OTHER	TOTAL
BASE NUMBER	253 728	111 229	8 808	57 570	8 001	3 300	16 565	15 901	475 102
	%	%	%	%	%	%	%	%	%
TEKAPO	7.78	2.58	4.12	1.18	3.27	2.59	0.00	3.22	5.31
TIMARU	6.48	4.53	3.55	1.90	7.83	15.06	0.00	4.56	5.28
OAMARU	4.47	2.16	1.39	0.63	1.33	4.60	0.00	1.09	3.14
PALMERSTON	1.04	0.97	1.91	0.12	2.58	0.00	0.00	0.43	0.92
DUNEDIN	30.02	12.33	17.83	7.99	24.80	16.35	1.36	14.04	21.82
WANAKA	10.18	5.02	9.17	1.09	14.50	4.51	0.00	2.66	7.50
QUEENSTOWN	54.27	13.81	22.20	7.43	39.85	26.02	2.39	20.60	36.24
ALEXANDRA	1.77	1.67	2.95	0.52	3.25	0.60	0.00	0.61	1.57
MILFORD SOUND	10.07	2.93	2.69	1.05	10.36	6.96	0.17	1.10	6.70
TE ANAU	35.11	7.66	13.73	3.48	18.87	20.02	0.17	10.44	22.74
MANAPOURI	2.81	1.31	3.03	0.32	1.42	0.60	0.00	0.43	2.00
GORE	2.34	2.19	0.91	0.53	3.74	4.48	0.00	1.16	2.00
INVERCARGILL	9.72	5.57	9.46	3.79	13.39	7.94	0.00	4.35	7.75

TOTAL  
VISITOR ARRIVALS TO NEW ZEALAND  
YEARS ENDED 31 MARCH 1957-1985

Year Ended 31 March	Holiday and Visiting Friends/Relatives		Percentage Increase Over Previous Year	Total Visitors	Percentage Increase Over Previous Year	Holiday and Visiting Friends/Relatives as a Percentage of Total Visitors	
1957	19 368		14.7	27 979	18.2	69.2	
1958	20 723		7.0	29 772	6.4	69.6	
1959	21 927		5.8	31 173	4.7	70.3	
1960	24 794		13.1	36 557	17.3	67.8	
1961	27 299		10.1	40 924	11.9	66.7	
1962	35 169		28.8	51 688	26.3	68.0	
1963	39 499		12.3	58 885	13.9	67.1	
1964	47 978		21.5	69 704	18.4	69.8	
1965	57 498		19.8	82 035	17.7	70.1	
1966	65 039		13.1	98 016	19.5	66.4	
1967	74 275		14.2	112 871	15.2	65.8	
1968	89 953		21.1	123 188	9.1	73.0	
1969	100 341		11.5	131 902	7.1	75.1	
1970	118 706		18.3	154 991	17.5	76.6	
1971	141 506		19.2	190 869	23.1	74.1	
Year Ended 31 March	Holiday	Percentage Increase Over Previous Year	Visiting Friends/Relatives	Percentage Increase Over Previous Year	Total Visitors	Percentage Increase Over Previous Year	Holiday and Visiting Friends/Relatives as a Percentage of Total Visitors
1972	141 690	27.4	34 872	15.3	227 580	19.2	77.6
1973	157 046	10.8	42 649	22.3	254 644	11.9	78.4
1974	187 822	19.6	57 013	33.7	318 244	25.0	76.9
1975	217 965	16.1	67 367	18.2	361 194	13.5	79.0
1976	243 248	11.6	69 576	3.3	384 586	6.5	81.3
1977	236 490	-2.8	69 888	0.5	380 222	-1.1	80.6
1978	234 592	-0.8	74 840	7.1	390 940	2.8	79.2
1979	247 483	5.5	76 701	2.5	418 744	7.1	77.4
1980	243 229	-1.8	96 236	25.5	445 195	6.3	76.3
1981	246 520	1.4	102 440	6.5	463 456	4.1	75.3
1982	248 150	0.7	108 988	6.4	472 581	2.0	75.6
1983	257 910	3.9	114 759	5.3	487 658	3.2	76.4
1984	285 845	10.8	116 793	1.8	518 441	6.3	77.7
1985	341 984	19.6	127 586	9.2	596 995	15.2	78.7

SOURCE: NZTP/DEPARTMENT OF STATISTICS (MIGRATION)

TOTAL  
VISITOR ARRIVALS BY PURPOSE OF VISIT  
YEARS ENDED 31 MARCH 1981, 1982, 1983, 1984 AND 1985  
PERCENTAGE ANNUAL CHANGE

Purpose	Number					Percentage Annual Change				
	1981	1982	1983	1984	1985	1981	1982	1983	1984	1985
Holiday	246 520	248 150	257 910	285 845	341 984	1.4	0.7	3.9	10.8	19.6
Visiting Friends & Relatives	102 440	108 988	114 759	116 793	127 586	6.5	6.4	5.3	1.8	9.2
Business	50 714	56 128	58 074	61 250	68 269	8.5	10.7	3.5	5.5	11.5
Working Holiday	15 578	16 096	16 880	15 373	16 039	1.0	3.3	4.9	-8.9	4.3
Education	2 769	3 076	3 233	3 249	3 308	-3.2	11.1	5.1	0.5	1.8
Stopover	17 448	15 667	16 932	14 904	17 484	22.3	-10.2	8.1	-12.0	17.3
Other	27 987	24 476	19 870	21 027	22 325	15.7	-12.6	-18.8	5.8	6.2
<b>TOTAL</b>	<b>463 456</b>	<b>472 581</b>	<b>487 658</b>	<b>518 441</b>	<b>596 995</b>	<b>4.1</b>	<b>2.0</b>	<b>3.2</b>	<b>6.3</b>	<b>15.2</b>

SOURCE: NZTP/DEPARTMENT OF STATISTICS (MIGRATION)

TOTAL  
VISITOR ARRIVALS TO NEW ZEALAND BY MONTHS  
 Years Ended 31 March 1957 - 1985

Year Ended 31 March	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Total
1956-57	2,171	1,398	1,061	1,150	1,232	1,761	2,441	3,903	3,277	3,368	3,162	2,955	27,979
1957-58	2,062	1,330	1,271	1,373	1,540	2,056	2,714	2,824	4,407	3,318	3,619	3,258	29,772
1958-59	2,687	1,413	1,202	1,262	1,597	2,377	2,371	2,753	4,923	3,770	3,817	3,001	31,173
1959-60	2,238	1,551	1,351	1,515	1,787	2,931	3,367	3,482	5,395	4,391	4,598	3,951	36,557
1960-61	2,453	1,783	1,568	1,599	1,944	2,874	3,862	3,952	6,159	5,213	5,171	4,346	40,924
1961-62	2,921	2,504	1,966	2,128	3,166	3,682	5,567	5,184	7,181	6,185	6,601	4,603	51,688
1962-63	3,351	2,936	2,336	2,485	3,026	4,107	6,172	6,798	8,325	7,421	6,584	5,524	58,885
1963-64	3,754	3,268	2,690	2,720	4,071	5,063	6,959	7,142	10,504	8,139	8,552	6,842	69,704
1964-65	4,195	4,163	3,205	2,993	4,308	5,469	7,750	8,672	11,641	9,716	11,456	8,467	82,035
1965-66	5,430	4,992	3,478	3,955	5,725	7,109	9,266	9,789	14,859	12,187	11,207	10,019	98,016
1966-67	6,678	6,692	4,377	5,105	7,678	7,285	10,992	10,146	15,729	14,587	12,457	11,145	112,871
1967-68	7,998	6,875	6,285	7,487	7,701	7,574	9,441	10,765	17,169	14,541	14,265	13,087	123,188
1968-69	7,891	7,368	6,059	7,052	8,550	7,328	10,409	12,176	21,328	13,809	15,323	14,609	131,902
1969-70	9,314	8,645	7,192	8,432	10,029	8,701	11,678	15,962	24,415	16,423	16,902	17,298	154,991
1970-71	12,086	9,974	8,837	10,463	12,917	10,338	15,552	18,597	28,193	19,761	22,278	21,873	190,869
1971-72	13,623	17,055	9,995	12,554	14,615	12,508	18,974	22,218	34,035	24,842	22,372	24,789	227,580
1972-73	16,299	13,944	11,207	14,674	16,204	13,593	21,782	23,380	39,376	27,925	26,995	29,265	254,644
1973-74	21,897	17,684	14,085	18,839	21,250	17,313	23,174	28,945	50,209	39,530	30,791	34,527	318,244
1974-75	25,443	21,898	14,890	18,221	24,627	20,779	28,630	32,624	56,982	44,209	35,180	37,711	361,194
1975-76	26,958	23,752	15,424	17,732	27,650	20,354	30,404	36,390	61,770	47,030	39,070	38,052	384,586
1976-77	27,212	24,134	13,312	17,444	27,632	21,404	31,572	36,472	60,696	48,176	35,792	36,376	380,222
1977-78	29,784	21,296	17,032	22,804	27,476	21,168	29,928	37,516	62,156	44,672	40,500	36,608	390,940
1978-79	28,524	23,060	15,760	20,892	28,992	23,048	35,052	40,564	69,304	49,968	42,068	41,512	418,744
1979-80	29,272	25,868	18,216	23,166	29,808	25,232	33,780	43,916	69,576	48,224	51,353	46,784	445,195
1980-81	31,284	26,681	22,817	26,944	32,902	25,567	37,113	44,788	70,706	49,699	48,783	46,172	463,456
1981-82	33,932	29,105	24,159	29,089	33,134	29,011	39,303	44,924	70,726	50,300	46,463	42,435	472,581
1982-83	37,339	29,408	24,699	30,412	35,463	30,226	33,294	44,954	71,733	50,086	48,477	46,567	487,653
1983-84	35,892	29,343	26,708	34,600	36,401	33,776	42,426	47,551	76,638	50,805	52,441	51,860	518,441
1984-85	45,661	34,516	31,611	35,560	39,301	37,164	47,088	56,558	85,046	57,417	63,805	63,268	596,995

TOTAL  
VISITOR ARRIVALS TO NEW ZEALAND BY PURPOSE AND BY MONTH  
YEAR ENDED 31 MARCH 1985

Purpose	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	TOTAL
Holiday	26 565	17 340	14 852	18 024	22 552	21 348	28 232	35 077	44 551	33 015	39 656	40 772	341 984
Visting Friends/ Relatives	9 256	6 968	7 669	7 960	6 972	6 184	6 988	9 440	30 578	13 990	11 481	10 100	127 586
Business	5 700	5 524	5 052	5 292	5 021	5 396	6 572	7 040	4 160	4 268	6 940	7 304	68 269
Working Holiday	516	1 200	1 022	1 060	1 248	1 132	1 496	1 565	1 860	1 308	1 431	1 388	16 039
Education	176	492	156	256	212	280	168	196	196	388	564	224	3 308
Stopover	1 200	1 472	1 148	1 400	1 284	1 176	1 468	1 576	1 584	1 964	1 524	1 688	17 484
Other	1 616	1 520	1 712	1 388	2 012	1 648	2 164	1 664	2 117	2 434	2 208	1 792	22 325
TOTAL	45 661	34 516	31 611	35 560	39 301	37 164	47 088	56 558	85 046	57 417	63 805	63 268	596 995

SOURCE: NZTP/DEPARTMENT OF STATISTICS (MIGRATION)

TOTAL

NUMBER OF VISITORS - INTENDED LENGTH OF STAY

PURPOSE OF VISIT TO NEW ZEALAND YEAR ENDED 31 MARCH 1985

LENGTH OF STAY	HOLIDAY	VISIT FRIENDS/RELATIVES	BUSINESS	TOTAL (INCL. OTHER)
1 DAY	3 556	880	2 232	23 710
2	4 776	1 120	5 404	15 632
3	11 2	1 652	8 240	23 560
4	13 852	1 889	8 204	25 837
5	17 860	1 924	7 316	29 344
6	16 672	1 800	4 540	24 272
7	23 981	5 976	8 496	41 769
8	13 988	2 388	2 840	20 432
9	7 348	1 276	1 052	10 304
10	21 497	5 748	4 472	33 934
11	6 308	1 324	604	8 592
12	11 192	2 156	1 072	15 104
13	5 396	1 304	472	7 528
14	33 015	12 042	3 632	51 173
15	13 916	2 516	1 000	18 228
16	9 580	2 180	556	12 852
17	8 044	1 828	408	10 636
18	10 552	1 904	360	13 168
19	5 200	984	168	6 540
20	9 824	2 530	612	13 478
21	21 348	11 275	1 269	35 136
22	6 580	1 668	152	8 544
23	5 092	1 348	160	6 676
24	3 296	1 508	116	5 020
25	2 992	1 340	128	4 576
26	2 484	952	60	3 560
27	1 220	588	40	1 884
28	3 976	2 376	172	6 740
29	1 008	512	28	1 588
1 month and under 2 months	30 718	31 006	2 636	68 572
2	3 6 773	8 371	672	17 244
3	4 4 368	7 204	468	13 736
4	5 1 136	1 613	112	3 793
5	6 664	684	72	1 849
6	7 2 300	3 252	404	9 988
7	8 84	112	20	400
8	9 68	96	16	460
9	10 56	104	20	396
10	11 32	88	32	452
11	12 28	68	12	288
<b>TOTAL VISITORS</b>	<b>341 984</b>	<b>127 586</b>	<b>68 269</b>	<b>596 995</b>
<b>Person days (000)</b>	<b>6 777</b>	<b>4 926</b>	<b>795</b>	<b>14 489</b>
<b>Average Length of Stay (Days)</b>	<b>20</b>	<b>39</b>	<b>12</b>	<b>24</b>
<b>Person days (&lt; 30 days, 000)</b>	<b>3 645</b>	<b>1 075</b>	<b>447</b>	<b>5 436</b>
<b>Persons (Less than 30 Days) as % of Total Persons</b>	<b>86.5</b>	<b>58.7</b>	<b>93.5</b>	<b>80.4</b>
<b>Person Days (&lt; 30 Days) As % of Total Person Days</b>	<b>53.8</b>	<b>21.8</b>	<b>56.2</b>	<b>37.5</b>

SOURCE: NZTP/DEPARTMENT OF STATISTICS (MIGRATION)

VISITOR ARRIVALS BY POINT OF ENTRY AND MODE OF TRAVEL

YEAR ENDED 31 MARCH 1966-85

	AUCKLAND			WELLINGTON			CHRISTCHURCH			OTHER			TOTAL		
	Sea	Air	Total	Sea	Air	Total	Sea	Air	Total	Sea	Air	Total	Sea	Air	Total
1965-66	9 338	52 188	61 526	3 642	14 536	18 178	103	17 775	17 878	171	263	434	13 254	84 762	98 016
1966-67	10 210	63 964	74 174	6 291	14 700	20 991	133	17 276	17 409	208	189	397	16 842	96 029	112 871
1967-68	7 041	70 748	77 789	5 230	15 495	20 725	91	24 226	24 317	349	8	357	12 711	110 477	123 188
1968-69	7 680	76 839	84 519	3 720	15 727	19 447	47	27 613	27 660	263	13	276	11 710	120 192	131 902
1969-70	5 903	95 004	100 907	2 993	17 703	20 696	128	32 815	32 943	380	65	445	9 404	145 587	154 991
1970-71	7 412	114 768	122 180	3 531	18 154	21 685	95	46 058	46 153	730	121	851	11 768	179 101	190 869
1971-72	8 057	140 815	148 872	3 033	19 557	22 590	350	54 953	55 303	746	69	815	12 186	215 394	227 580
1972-73	6 902	161 541	168 443	2 839	25 866	28 705	165	56 750	56 915	539	42	581	10 445	244 199	254 644
1973-74	8 109	199 314	207 423	2 043	32 584	34 627	200	74 705	74 905	1 277	12	1 289	11 629	306 615	318 244
1974-75	6 755	227 532	234 287	1 720	41 255	42 975	251	82 587	82 838	1 080	14	1 094	9 806	351 388	361 194
1975-76	6 750	240 532	247 282	170	40 264	40 434	128	94 976	95 104	1 326	92	1 418	8 374	375 864	384 238
1976-77	5 968	241 956	247 924	308	35 228	35 536	146	95 254	95 400	1 222	124	1 346	7 644	372 562	380 206
1977-78	6 236	259 796	266 032	548	30 540	31 088	124	91 900	92 024	1 092	36	1 128	8 000	382 272	390 273
1978-79	2 828	283 392	286 220	412	33 060	33 472	336	96 972	97 308	1 260	484	1 744	4 836	413 908	418 744
1979-80	2 440	306 693	309 133	1 492	33 856	35 348	372	97 310	97 682	2 196	836	3 032	6 500	438 695	445 195
1980-81	1 996	327 161	329 157	2 672	32 724	35 396	352	94 647	94 999	2 656	1 248	3 904	7 676	455 780	463 456
1981-82	1 980	334 610	336 590	1 300	32 272	33 572	412	97 807	98 219	3 392	808	4 200	7 084	465 497	472 581
1982-83	1 921	356 001	357 922	1 916	30 070	31 986	584	93 542	94 126	2 908	716	3 624	7 329	480 329	487 658
1983-84	1 868	386 353	388 221	2 036	27 144	29 180	616	97 237	97 853	2 235	952	3 187	6 755	511 686	518 441
1984-85	2 108	442 799	444 907	1 116	28 956	30 072	780	118 012	118 792	2 240	984	3 224	6 244	590 751	596 995

VISITOR ARRIVALS IN NEW ZEALAND  
BY COUNTRY OR AREA OF LAST PERMANENT RESIDENCE  
YEARS ENDED 31 MARCH 1961, 1962, 1963, 1964 AND 1965

NUMBER OF VISITORS

<u>COUNTRY OR AREA</u>	<u>1961</u>	<u>1962</u>	<u>1963</u>	<u>1964</u>	<u>1965</u>
Canada	17 780	16 614	18 818	22 193	23 816
United States	75 254	73 796	75 486	93 992	102 672
Caribbean, C&S America & Mexico	3 790	3 736	2 033	1 760	2 260
<b>AMERICA</b>	<b>96 824</b>	<b>94 146</b>	<b>96 337</b>	<b>117 945</b>	<b>128 748</b>
Austria	636	704	764	1 064	984
Belgium	476	436	400	372	448
France	1 916	1 916	1 924	1 960	2 220
Germany (F.R.)	8 220	9 041	9 044	9 200	10 135
Italy °	1 020	1 056	848	912	1 052
Netherlands	5 192	5 186	5 247	5 064	5 493
Scandinavia	3 256	3 352	3 528	3 852	5 164
Switzerland	2 768	3 097	3 873	4 392	4 768
Western Europe nei	1 116	896	980	832	728
East Europe	2 280	1 616	1 504	1 648	1 412
United Kingdom	35 306	37 144	37 854	40 496	41 254
Ireland	372	368	532	616	576
<b>EUROPE</b>	<b>62 558</b>	<b>64 812</b>	<b>66 498</b>	<b>70 408</b>	<b>74 234</b>
<b>AFRICA &amp; MIDDLE EAST</b>	<b>4 775</b>	<b>5 863</b>	<b>5 047</b>	<b>6 142</b>	<b>6 462</b>
<b>AUSTRALIA</b>	<b>215 516</b>	<b>214 380</b>	<b>217 371</b>	<b>223 946</b>	<b>265 579</b>
<b>PACIFIC ISLANDS</b>	<b>24 959</b>	<b>24 290</b>	<b>25 143</b>	<b>23 415</b>	<b>27 818</b>
Hong Kong	2 768	2 989	3 437	3 864	3 976
Japan	20 532	25 541	28 848	34 661	47 060
Indonesia	1 748	1 750	1 785	1 640	1 824
Malaysia	2 116	2 312	2 258	2 544	2 712
Philippines	820	808	800	960	997
Singapore	3 792	4 444	4 888	6 423	7 632
Thailand	725	812	768	1 008	1 076
Asia nei	4 252	4 754	4 854	6 084	7 128
<b>ASIA</b>	<b>36 753</b>	<b>43 410</b>	<b>47 638</b>	<b>57 184</b>	<b>72 405</b>
<b>OTHER COUNTRIES nei</b>	<b>2 139</b>	<b>761</b>	<b>2 224</b>	<b>852</b>	<b>1 336</b>
<b>UNSPECIFIED</b>	<b>19 932</b>	<b>24 919</b>	<b>27 400</b>	<b>18 549</b>	<b>20 413</b>
<b>TOTAL VISITORS</b>	<b>463 456</b>	<b>472 581</b>	<b>487 658</b>	<b>518 441</b>	<b>596 995</b>

VISITOR ARRIVALS IN NEW ZEALAND  
YEARS ENDED 31 MARCH 1984 AND 1985  
BY COUNTRY OF LAST PERMANENT RESIDENCE

	NUMBER		PERCENTAGE ANNUAL CHANGE
	1984	1985	
Australia	223 946	265 579	18.6
Canada	22 193	23 816	7.3
United States	93 992	102 672	9.2
United Kingdom	40 496	41 254	1.9
Japan	34 661	47 060	35.8
Germany (FR)	9 200	10 135	10.2
Netherlands	5 064	5 493	8.5
Singapore	6 423	7 632	18.8
Other Countries	63 917	72 941	14.1
Unspecified	18 549	20 413	10.0
<b>TOTAL</b>	<b>518 441</b>	<b>596 995</b>	<b>15.2</b>

SOURCE: NZTP/DEPARTMENT OF STATISTICS (MIGRATION)

VISITOR ARRIVALS IN NEW ZEALAND  
BY COUNTRY OR AREA OF LAST PERMANENT RESIDENCE  
YEARS ENDED 31 MARCH 1981, 1982, 1983, 1984 AND 1985

PERCENTAGE DISTRIBUTION OF VISITORS

<u>COUNTRY OR AREA</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>
Canada	3.8	3.5	3.9	4.3	4.0
United States	16.2	15.6	15.5	18.1	17.2
Caribbean, C&S America & Mexico	0.8	0.8	0.4	0.3	0.4
<b>AMERICA</b>	<b>21.0</b>	<b>19.9</b>	<b>19.8</b>	<b>22.7</b>	<b>21.6</b>
Austria	0.1	0.1	0.2	0.2	0.2
Belgium	0.1	0.1	0.1	0.1	0.1
France	0.4	0.4	0.4	0.4	0.4
Germany (F.R.)	1.8	1.9	1.9	1.8	1.7
Italy	0.2	0.2	0.2	0.2	0.2
Netherlands	1.1	1.1	1.1	1.0	0.9
Scandinavia	0.7	0.7	0.7	0.7	0.9
Switzerland	0.6	0.7	0.8	0.8	0.8
Western Europe nei	0.2	0.2	0.2	0.2	0.1
East Europe	0.5	0.3	0.3	0.3	0.2
United Kingdom	7.6	7.9	7.8	7.8	6.8
Ireland	0.1	0.1	0.1	0.1	0.1
<b>EUROPE</b>	<b>13.5</b>	<b>13.7</b>	<b>13.6</b>	<b>13.6</b>	<b>12.4</b>
<b>AFRICA &amp; MIDDLE EAST</b>	<b>1.0</b>	<b>1.2</b>	<b>1.0</b>	<b>1.2</b>	<b>1.1</b>
<b>AUSTRALIA</b>	<b>46.5</b>	<b>45.4</b>	<b>44.6</b>	<b>43.2</b>	<b>44.4</b>
<b>PACIFIC ISLANDS</b>	<b>5.4</b>	<b>5.1</b>	<b>5.2</b>	<b>4.5</b>	<b>4.7</b>
Hong Kong	0.6	0.6	0.7	0.7	0.7
Japan	4.4	5.4	5.9	6.7	7.8
Indonesia	0.4	0.4	0.4	0.3	0.3
Malaysia	0.5	0.5	0.5	0.5	0.5
Philippines	0.2	0.2	0.2	0.2	0.2
Singapore	0.8	0.9	1.0	1.2	1.3
Thailand	0.2	0.2	0.2	0.2	0.2
Asia nei	0.9	1.0	1.0	1.2	1.2
<b>ASIA</b>	<b>7.9</b>	<b>9.2</b>	<b>9.8</b>	<b>11.0</b>	<b>12.2</b>
<b>OTHER COUNTRIES nei</b>	<b>0.5</b>	<b>0.2</b>	<b>0.5</b>	<b>0.2</b>	<b>0.2</b>
<b>UNSPECIFIED</b>	<b>4.3</b>	<b>5.3</b>	<b>5.6</b>	<b>3.6</b>	<b>3.4</b>
<b>TOTAL VISITORS</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

SOURCE: NZTP/DEPARTMENT OF STATISTICS (MIGRATION)

NEW ZEALAND RESERVE BANK TRAVEL RECEIPTS BY CURRENCY  
(Excluding Fares)  
YEARS ENDED 31 MARCH 1960-1985  
\$NZ(000)

Year Ended 31 March	Australia	Percentage Inc. on Previous Year	United States	Percentage Inc. on Previous Year	Canada	Percentage Inc. on Previous Year	United Kingdom	Percentage Inc. on Previous Year	Other Sterling	Percentage Inc. on Previous Year	Other Non-Sterling	Percentage Inc. on Previous Year	TOTAL	Percentage Inc. on Previous Year
1959-60	3,036		1,102		128		1,983		184		95		6,528	5.5
1960-61	3,399	11.9	1,475	33.8	120	-6.2	2,159	8.8	312	69.5	54	-43.1	7,519	15.2
1961-62	3,543	4.2	1,626	10.2	217	80.8	2,572	19.1	258	-17.3	73	35.1	8,288	10.3
1962-63	3,646	2.9	1,726	6.1	226	4.1	2,633	2.3	329	27.5	111	52.0	8,671	4.6
1963-64	5,601	53.6	2,183	26.4	200	-11.5	2,821	7.1	314	-4.5	107	-3.6	11,225	29.4
1964-65	6,138	9.5	2,630	20.4	170	-15.0	3,156	11.8	314		130	21.4	12,538	11.7
1965-66	6,236	1.5	3,134	19.1	188	10.5	3,378	7.0	332	5.7	180	38.4	13,448	7.3
1966-67	7,168	16.5	3,374	7.6	218	15.9	3,176	-5.9	390	17.4	182	1.1	14,510	7.9
1967-68	8,720	21.6	4,783	41.7	184	-15.5	3,185	0.2	330	-15.3	200	9.8	17,401	19.9
1968-69	9,772	12.0	6,487	35.6	202	9.7	3,089	-3.0	342	3.6	206	3.0	20,096	15.5
1969-70	13,310	36.2	7,831	20.7	259	28.2	3,832	24.0	574	67.8	265	28.6	26,023	29.5
1970-71	15,889	19.3	10,945	39.7	361	39.5	5,178	35.1	809	40.9	362	36.6	33,543	28.9
1971-72	20,173	26.9	13,690	25.0	835	131.3	8,593	65.9	931	15.0	875	141.7	45,096	34.4
1972-73	27,118	34.4	17,201	25.6	1,065	27.5	9,542	11.0	1,217	30.7	1,255	43.4	57,399	27.3
Year Ended 31 March	Australia	Percentage Inc. on Previous Year	United States	Percentage Inc. on Previous Year	Canada	Percentage Inc. on Previous Year	United Kingdom	Percentage Inc. on Previous Year	Japan	Percentage Inc. on Previous Year	Other	Percentage Inc. on Previous Year	TOTAL	Percentage Inc. on Previous Year
1973-74	45,160	66.5	15,730	-8.5	1,321	24.0	11,641	21.9	365		4,261		78,479	36.7
1974-75	66,509	47.2	18,205	15.7	1,600	21.1	13,499	15.9	468	28.2	6,702	57.2	106,983	36.3
1975-76	94,244	41.7	24,124	32.5	2,001	25.0	12,521	-7.2	817	74.5	9,383	40.0	143,090	33.8
1976-77	102,554	8.8	35,358	46.5	2,358	17.8	10,357	-17.2	1,407	72.2	8,755	-6.6	160,789	12.4
1977-78	94,764	-7.5	38,491	8.8	2,325	-1.3	13,714	32.4	2,277	61.8	9,082	3.7	160,653	-0.1
1978-79	99,225	4.7	33,997	-11.6	2,494	7.2	16,807	22.5	2,509	10.1	10,845	19.4	165,877	3.3
1979-80	105,547	6.4	47,304	39.1	3,092	24.0	24,421	45.3	3,457	37.8	13,402	23.6	197,222	18.9
1980-81	119,016	12.8	61,539	30.1	4,660	50.7	30,942	26.7	4,605	33.2	18,349	36.9	239,112	21.2
1981-82	145,132	21.9	76,860	24.9	6,254	34.2	37,341	20.7	8,680	88.5	24,252	32.2	298,520	24.8
1982-83	135,161	-6.9	91,869	19.5	8,713	39.3	29,870	-20.0	12,539	44.5	26,052	7.4	304,205	1.9
1983-84	164,991	22.1	120,519	31.2	14,870	70.7	35,250	18.0	17,070	36.1	31,622	21.4	384,321	26.3
1984-85	237,872	44.2	199,296	65.4	24,003	61.4	58,126	64.9	26,669	56.2	50,588	60.0	596,554	55.2

Note: The Reserve Bank Travel Receipts are amounts received by the trading banks which are classified as travel receipts. They not necessarily represent total visitor expenditure in New Zealand. The amounts refer to receipts of currency from the specified countries expressed in \$NZ(000) and are not necessarily attributed to expenditure by nationals of these countries.

NEW ZEALAND RESERVE BANK TRAVEL RECEIPTS BY MONTHS  
(EXCLUDING FARES)  
YEARS ENDED 31 MARCH 1960-1985  
SNZ(000)

Year Ended 31 March	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Total
1959-60	614	345	309	333	310	398	443	695	718	837	728	796	6,528
1960-61	540	419	323	323	463	487	512	827	921	960	904	840	7,519
1961-62	499	511	392	421	574	482	748	830	715	1,221	989	906	8,288
1962-63	651	587	399	452	533	461	694	935	853	991	1,047	1,067	8,671
1963-64	880	700	475	580	577	764	961	1,066	1,222	1,520	1,378	1,103	11,225
1964-65	1,030	823	635	535	538	760	915	1,115	1,358	1,678	1,444	1,709	12,538
1965-66	1,030	774	626	542	762	854	1,012	1,122	1,784	1,728	1,602	1,614	13,448
1966-67	1,170	1,058	754	652	804	1,158	1,166	1,398	1,422	1,850	1,636	1,444	14,510
1967-68	1,150	932	896	714	905	950	1,253	1,658	1,885	2,517	2,403	2,140	17,401
1968-69	1,820	1,499	947	916	1,049	1,205	1,475	1,523	2,385	2,312	2,401	2,565	20,096
1969-70	2,154	1,663	1,236	1,263	1,328	1,767	1,958	2,133	3,033	3,586	2,833	3,069	26,023
1970-71	2,449	1,857	1,827	1,782	1,668	2,053	2,514	2,869	3,446	3,982	4,242	4,854	33,543
1971-72	3,205	2,896	2,418	2,413	2,402	3,091	3,648	3,619	5,346	5,745	5,237	5,075	45,096
1972-73	4,404	3,826	2,809	2,728	3,199	3,468	4,153	4,643	5,931	7,554	7,350	7,335	57,399
1973-74	7,770	5,425	5,513	3,626	4,277	5,086	6,085	6,130	6,350	11,346	7,723	9,148	78,479
1974-75	7,161	6,763	7,560	5,007	5,949	5,887	7,779	9,369	10,785	12,838	15,523	12,362	106,983
1975-76	10,005	7,957	6,547	5,807	8,692	9,048	14,420	11,481	15,673	17,002	19,054	17,402	143,090
1976-77	11,618	10,418	8,974	7,498	8,988	12,103	11,378*	10,931	17,730	19,818	18,149	19,185	160,790
1977-78	10,993	12,781	8,632	9,055	11,284	11,204	13,248	13,404	14,639	19,553	19,312	16,542	160,653
1978-79	12,012	10,748	7,381	8,594	10,317	11,698	13,443	14,179	18,071	22,631	17,893	18,910	165,877
1979-80	13,631	13,474	7,943	11,502	12,391	12,179	16,437	16,397	23,049	24,986	23,246	21,987	197,222
1980-81	15,557	12,759	10,155	15,127	14,550	17,032	18,114	21,090	24,766	29,537	26,363	34,062	239,112
1981-82	21,195	23,527	15,378	15,507	18,012	21,820	27,875	26,280	30,783	30,720	32,942	34,480	298,520
1982-83	24,228	19,687	17,751	18,323	19,679	22,622	20,391	27,113	31,142	31,842	33,874	37,553	304,205
1983-84	27,487	24,903	22,192	21,026	26,102	26,859	27,660	35,886	37,840	45,564	43,134	45,667	384,321
1984-85	35,906	36,719	24,751	49,870	65,973	58,135	42,449	48,276	48,865	63,170	63,777	58,659	596,554

NOTE: Individual months when added do not equal the total due to rounding errors as a result of the method of collation.

\*October 1976 figures are not comparable with October 1975 as October 1975 has major inconsistencies.

# Inbound Tour Operators Council (NZ)



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Atlantic & Pacific Travel Intl Ltd  
PO Box 3839  
AUCKLAND

.../2



Page 2.

Mr Bruce Coe  
Atlantic & Pacific Travel Intl Ltd  
PO Box 3839  
AUCKLAND

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PO Box 2570  
AUCKLAND

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PO Box 143  
CAMBRIDGE

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CTM Tours Ltd  
PO Box 1622  
AUCKLAND

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PO Box 6774  
Wellesley Street  
AUCKLAND

Mr Gus Maher  
Contiki Travel (NZ) Ltd  
PO Box 6774  
Wellesley Street  
AUCKLAND

Mr David De Haan  
David De Haan Travel Ltd  
PO Box 5177  
DUNEDIN

Ms Lynn Sutcliffe  
Direction Pacific a division of  
Travelsave Tours Ltd  
PO Box 751  
AUCKLAND

.../3

Page 3.

Mr Keryn Smith  
New Zealand Farm Holidays Ltd  
Private Bag, Parnell  
AUCKLAND 1

Mr Michael Wiedemann  
Funway Travel & Holidays  
- a division of Wiedemann Travel Ltd  
PO Box 7134  
AUCKLAND

Ms Teresa Connors  
Funway Travel & Holidays  
- a division of Wiedemann Travel Ltd  
PO Box 7134  
AUCKLAND

Mr Andy Leighton,  
Go New Zealand Holidays a division of  
Go International Holdings  
P.O. Box 68-440  
Newton  
AUCKLAND

Mr Bill Glasgow  
Guthreys Travel Centre  
PO Box 2047  
AUCKLAND

Mr Barry Doody  
Guthreys NZ Tours Ltd  
PO Box 343  
CHRISTCHURCH

Mr David Williams  
Horizon Holidays NZ Ltd  
PO Box 14069  
CHRISTCHURCH AIRPORT

Mr R McMillan  
Holiday Tours & Travel Ltd  
PO Box 7306  
Sydenham  
CHRISTCHURCH

Mr Warwick Purdie  
Horizon Holidays NZ Ltd  
PO Box 53037  
AUCKLAND

.../4

Page 4.

Mr Keith Johnston  
ID Tours South Pacific Ltd  
PO Box 2944  
AUCKLAND

Ms Ann Claydon  
International Holidays Ltd  
PO Box 4322  
AUCKLAND

Mr Jimmy Wong  
Jade Travel Ltd  
PO Box 3333  
AUCKLAND

Mr Ralph Levinson  
Landmark Travel (South Pacific) Ltd  
PO Box 6786  
AUCKLAND

Mr Alberto Ubeda  
Landmark Travel (South Pacific) Ltd  
PO Box 6786  
AUCKLAND

Mr Colin Ellis  
Manager - Tours Division  
Mount Cook Line  
PO Box 3653  
AUCKLAND

Mr N M T Geary  
Chairman  
Mount Cook Group  
Private Bag  
CHRISTCHURCH

Mr Peter Andrews  
Mount Cook Group Tours  
PO Box 3653  
AUCKLAND

Mr M Corner  
Mount Cook Line  
Private Bag  
CHRISTCHURCH

.../5

Page 5.

Mr John Badland  
Mutual Holidays Ltd  
PO Box 5913  
Wellesley Street  
AUCKLAND

Mr Paul O'Ryan  
Newmans Tours Ltd,  
C/- Newmans Rentals Ltd,  
PO Box 22-413,  
OTAHUHU.

Mr Martin Reid  
Newmans Tours Ltd  
PO Box 3719  
AUCKLAND

Mr Brian Shackleton  
Nomad Holidays a division of  
Cathgay Enterprises Ltd  
P.O. Box 2837,  
AUCKLAND

Mr David Hogan  
Pan Pacific Travel Corporation Ltd  
PO Box 3744  
AUCKLAND

Mr Ken Lyons  
QH Tours Ltd trading as  
Jetabout  
PO Box 59  
AUCKLAND

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Rainbow Adventure Holidays (NZ) Ltd  
PO Box 8327  
Symonds Street  
AUCKLAND

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Russell & Somers (Wellington) Ltd  
PO Box 194  
WELLINGTON

Mr Ian McIndoe  
Scholes Oakley Travel Ltd  
PO Box 4358  
AUCKLAND

Page 6.

Mr Ken Walton  
Silver Fern Tours Ltd trading as  
Silver Fern Holidays  
PO Box 206  
AUCKLAND

Mr Tony Petrie  
Sunbeam Tours Ltd  
PO Box 1641  
AUCKLAND

Mr Peter Black  
The Tour Company  
PO Box 3981  
AUCKLAND

Mr Gowan Patton  
New Zealand Tourist & Publicity Department  
Private Bag  
WELLINGTON

Mr John Sumner  
NZTP Travel Office  
PO Box 428  
AUCKLAND

Mr Roger Erickson  
Trans Tours NZ Ltd  
PO Box 3812  
AUCKLAND

Mr Raeburn Glanfield  
Thomas Cook NZ Ltd  
PO Box 24  
AUCKLAND

Mr Brian Avery  
Thomas Cook NZ Ltd  
PO Box 24  
AUCKLAND

Mr Peter Cleary  
Travel Consolidators NZ Ltd  
PO Box 1284  
AUCKLAND

Mrs Pat Keaton  
United Touring NZ Ltd  
PO Box 2126  
AUCKLAND

.../7

Page 7.

ALLIED MEMBER

Mr Mike Scott  
Chaffeurlux Services Ltd  
PO Box 7073  
ROTORUA

SECRETARIAT

Mr Peter Lowry, FNZIT  
Executive Director  
Travel Agents Association of New Zealand Inc.  
PO Box 1888  
WELLINGTON