
Tourism Satellite Account

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- **First release of an official measure of the economic impact of tourism**
 - **International comparability**
 - *conforms to the international guidelines (OECD, World Travel Organisation)*
 - **Consistent with other industry statistics, such as the value-added of agriculture, manufacturing etc.**

Terminology

● Satellite Account

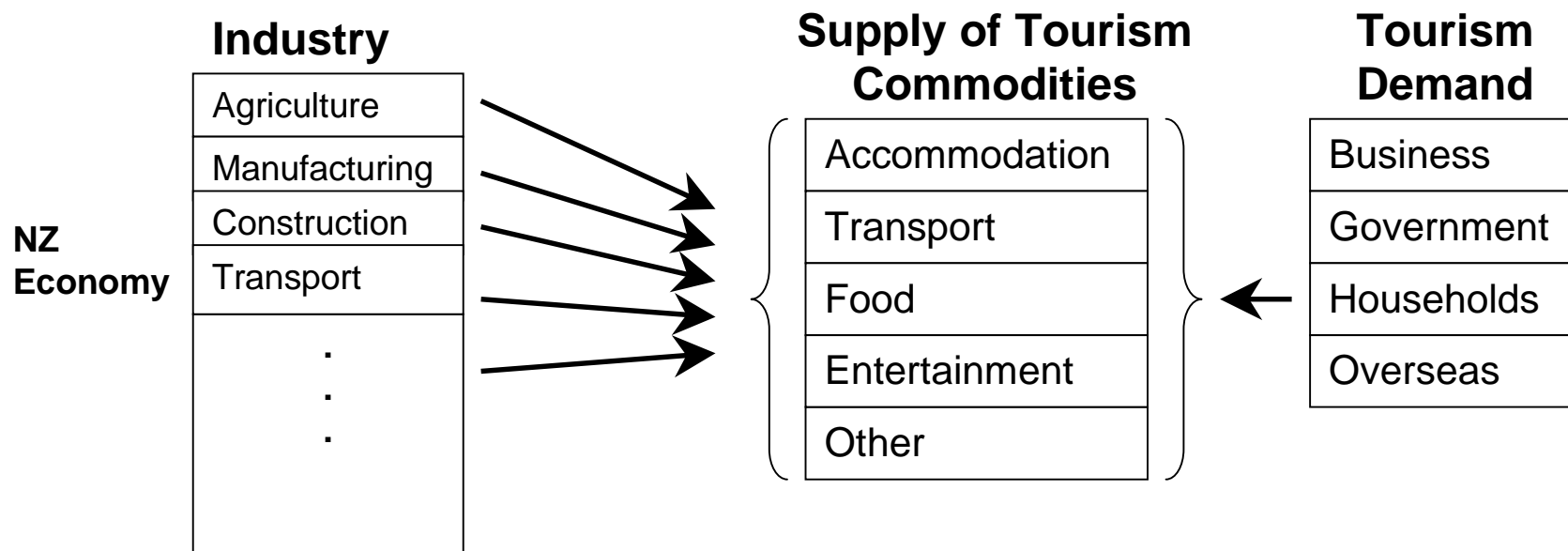
- *general term applied to a set of tables containing financial and non-financial statistics on tourism*
- *tables are “linked to”, but not part of, the core National Accounts*
- *consistent with National Accounts measures*
- *aim is to bring together a range of data that focuses on tourism and present this within an accepted framework*

Terminology (ctd.)

- **Tourist expenditure covers:**

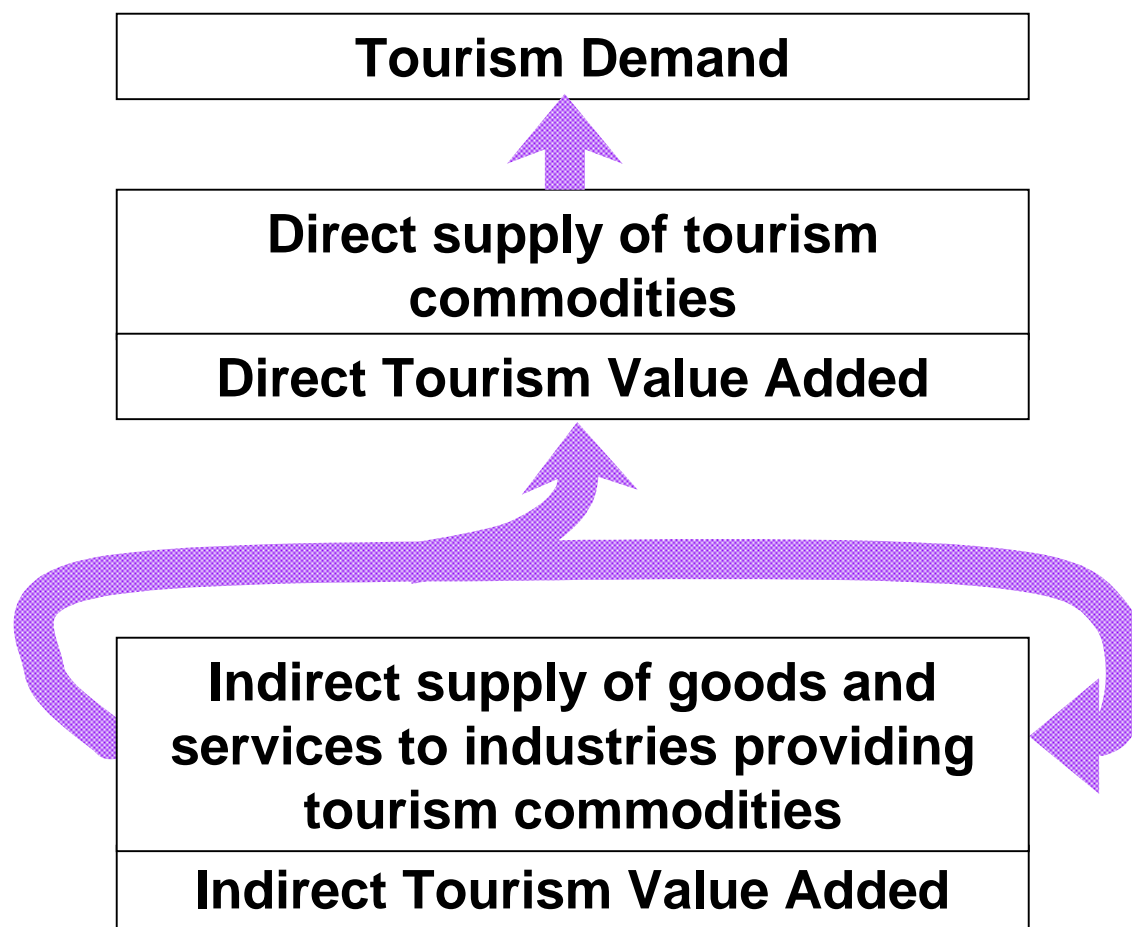
- ***overseas visitors expenditure***
- ***business and recreational travel expenditure within New Zealand (by industry, government and households)***
 - ◆ *travel is defined as “outside usual environment”, and for a limited time*
- ***outbound New Zealand travellers’ expenditure on domestically produced services (e.g. Air New Zealand fares)***

Defining the “Tourism Industry”



- **Tourism does not conform to standard industry definitions**
- **Defined by the scope of the tourism commodities demanded which can be sourced from many different industries**

Direct and Indirect Tourism Demand



Key Results from TSA95

Tourism Demand \$9,109 million

Business	\$1,093m (12%)	Government	\$ 195m (2%)
Households	\$3,516m (39%)	Overseas	\$4,305m (47%)



Direct supply of tourism commodities

Direct Tourism Value Added: 3.4% of GDP
58,000 FTE persons engaged (4.1% of NZ total)



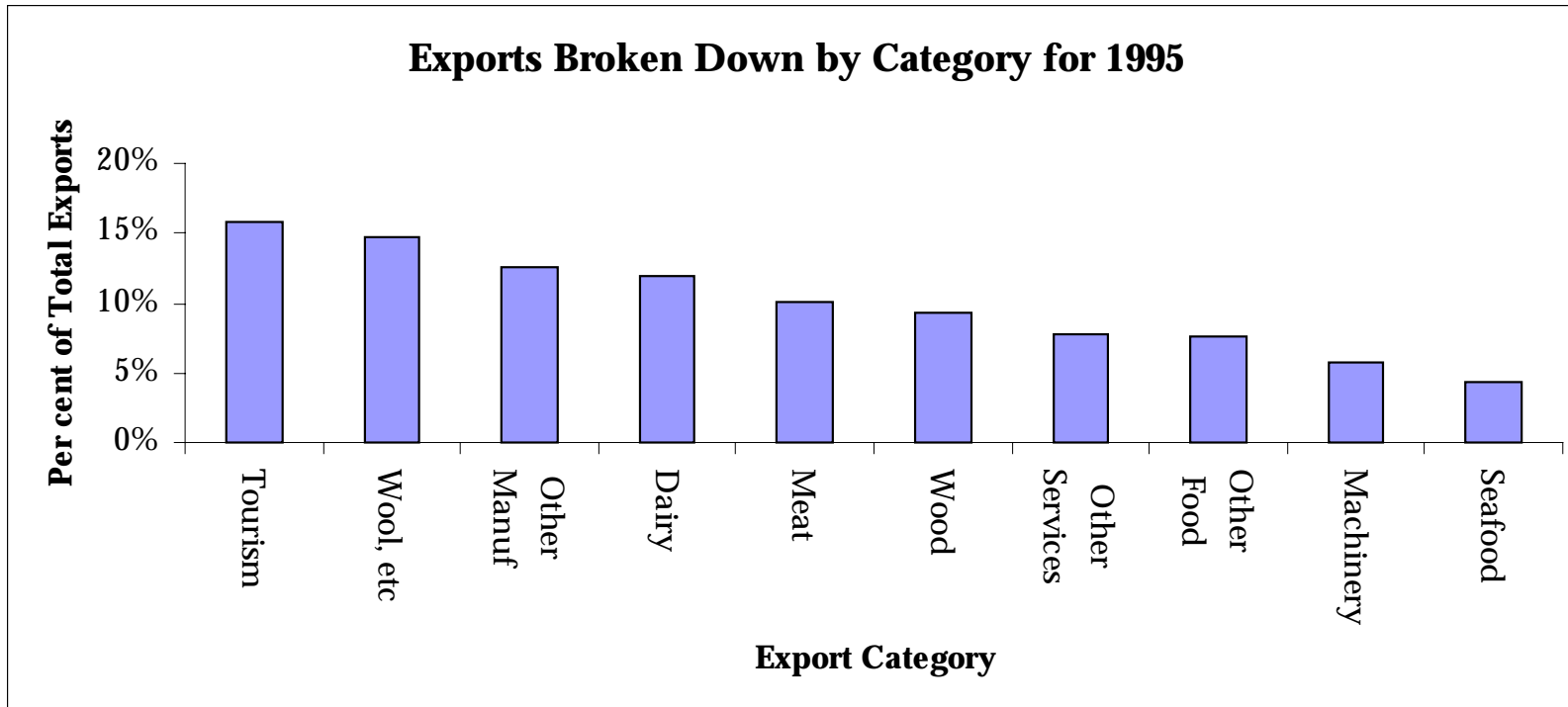
Indirect supply to industries providing tourism commodities

Indirect Tourism Value Added: 4.6% of GDP
60,000 FTE persons engaged (4.3% of NZ total)

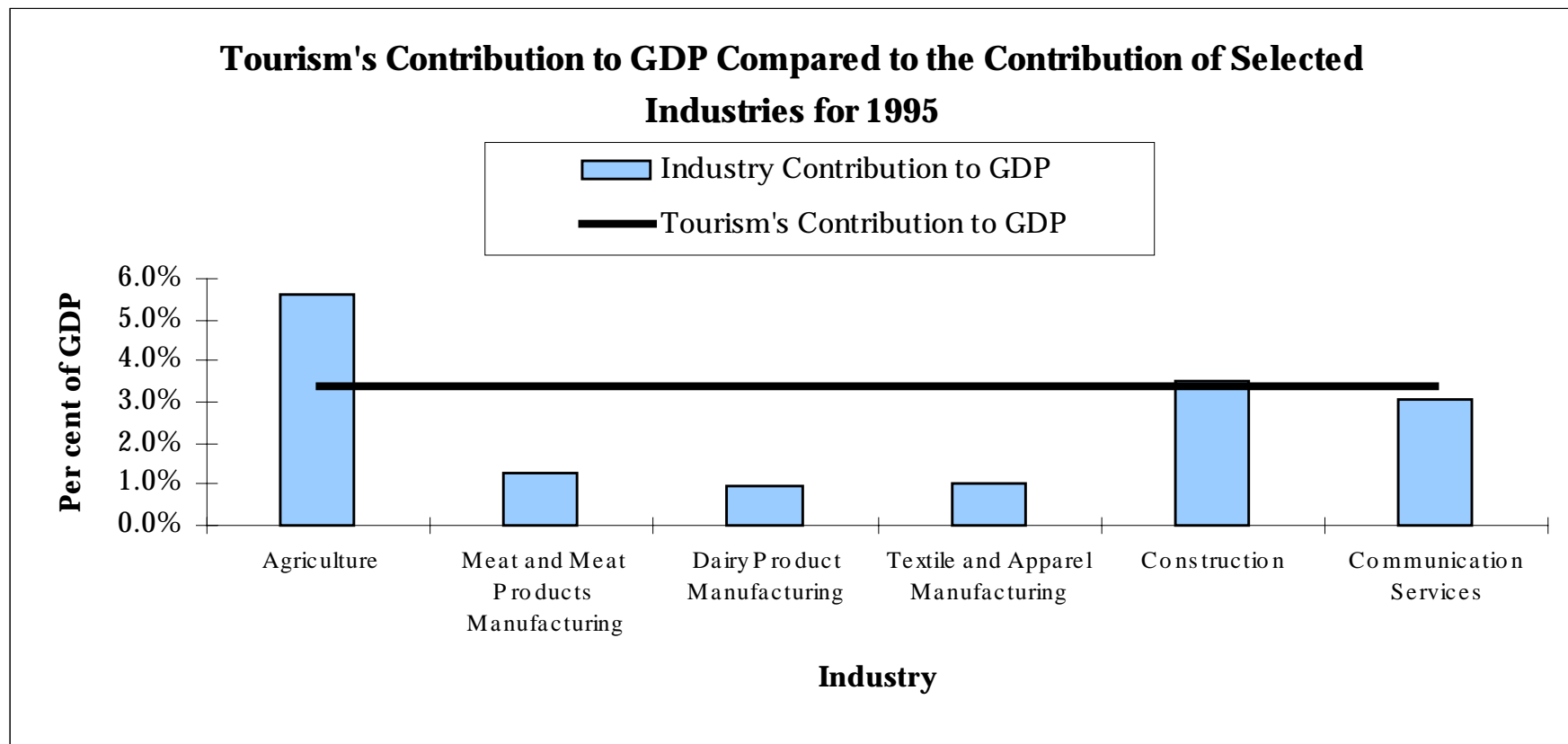
Total Direct and Indirect: 8% of GDP, 8.4% of FTE persons engaged

Inbound Tourism Spending and Export Earnings

- 1995 : \$4,305 m. or 15.8% of total exports
- 1998 : \$4,339 m. or 15.3% of total exports



Tourism Direct Contribution to GDP



International Comparisons

	New Zealand (1995)	Canada (1988)	USA (1992)	Norway (1993)
Direct Tourism GDP as a % of total GDP	3.40%	2.2%	1.9%-2.2%	2.90%
International travel expenditure as a % of total tourist expenditure	47%	22%	19%-22%	32%

Data Sources

● Supply Side

- *1995 Input Output Study*
- *Rest of Economy Survey 1996*
- *Census of Distribution 1992*
- *Manufacturing Census 1995*
- *Local Authority Census*
- *PPI weights*
- *Annual Reports*
- *Business Activity (employment)*

Data Sources (ctd)

● Expenditure side

- *International Visitors Survey*
- *Household Economic Survey*
- *CPI Revision Weightings*
- *Domestic Travel Study 89/90*
- *ABS & Statistics Canada Travel Breakdowns*
- *1995 Input Output study*
- *SNZ Business Surveys*
- *Government Sector data*

Future Work

- **Domestic Travel Survey 1999**
 - *part of original project funding*
 - *third part was for a forecasting model*
- **Office of Tourism and Sport sponsorship**
- **TSAs for 1998, 1999 and possibly 2000**
 - *begin work March 2000*
 - *review methodology and definitions*