

Tourism

Key Information	Why is this Useful?	What is Happening?
Number of international passenger movements through Christchurch International Airport per year.	The number of international passenger movements indicates the size of the international traveller market for Christchurch Airport. This has major flow-on effects for the City's economy.	● During the year to June 1999, there were 971,000 international passenger movements at Christchurch international Airport.
Largest short-term international visitors group through Christchurch Airport.	Tourism is a main market for New Zealand. An awareness of how the market changes over time helps the tourism industry to effectively promote the City, both nationally and internationally.	● Australians are Christchurch's largest visitor group arriving via the Airport. Although their market share has declined overall numbers have increased during the last ten years.
Most common reason for visiting New Zealand	Identifies visitor needs and intentions.	● In 1999, 70 per cent of short-term international visitors travelled to New Zealand primarily for a holiday.
Number of accommodation establishments available in the City.	Identifies the size of the accommodation industry currently operating in the City.	↑ The number of accommodation establishments in the City increased from 163 to 171 between 1997 and 1999.
Total guest nights.	Measures the amount of time visitors spend in the City. This can have major implications for the local economy.	↑ Total guest nights numbered 2,195,297 in the year to June 1999.
Accommodation capacity.	Provides an indication of the demand for accommodation in the City.	● The occupancy rate for all accommodation establishments in Christchurch averaged 50 per cent in 1999.

Other Related Sections: Part 3: The City's Economy, Built Environment, Urban Amenity, Transportation.

International Visitors

Christchurch has a well-established reputation as a domestic and international tourist destination. The City serves not only those who come to participate in its attractions and festivals but also those who use it as a gateway to Canterbury and the South Island. Christchurch International Airport is the main arrival/departure point for many of these short-term visitors. In the year to June 1999, there were approximately 971,000 international passenger movements through the airport (including New Zealanders travelling overseas).

Increasing numbers of travellers are also visiting on cruise ships berthing at the Port of Lyttelton. During the 1997/98 season a record 26 ships visited the port. According to a survey released by McDermott Fairgray on the economic contribution of the cruise industry, cruise-ship visits to Canterbury during 1997/98 were valued at \$6 million, double the amount in the previous year.

Visitor Origin and Purpose

All international travellers are required to complete arrival/departure cards when entering or leaving the country. The card asks for basic information such as country of permanent residence and reason for visiting. A sample of results is then taken to analyse broad

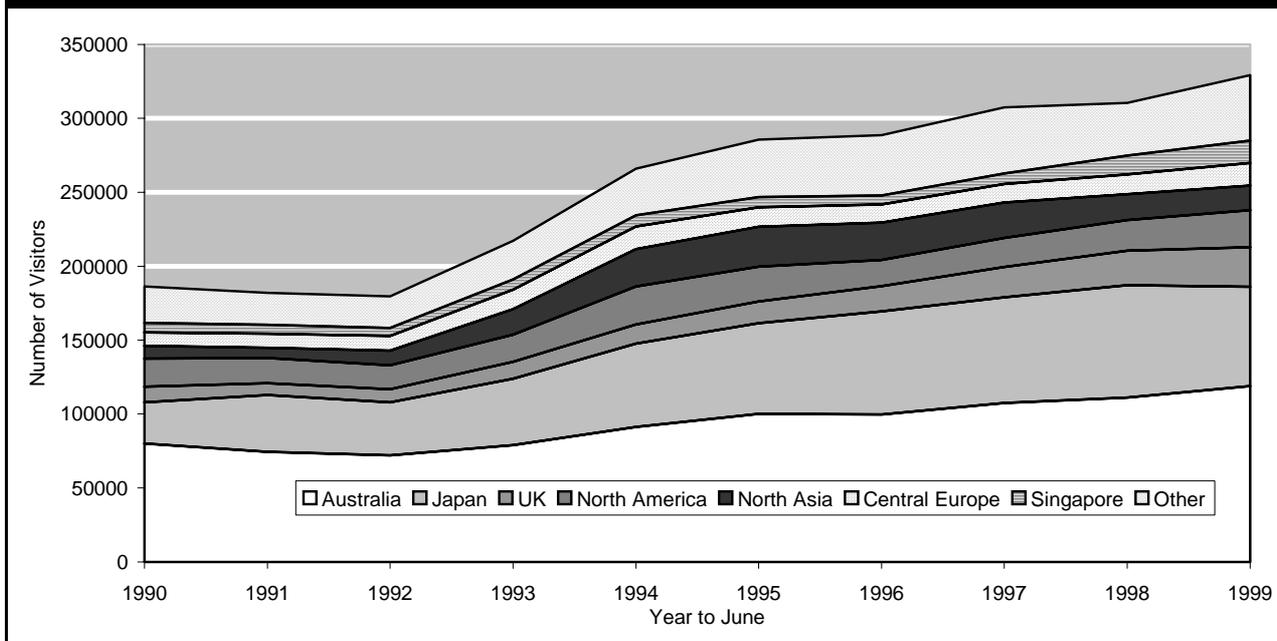
visitor trends. Airports are the main gateways for tourists to enter a sea-bound country like New Zealand so information from arrival/departure cards can be a good indicator of regional markets and visitor purpose.

Australians have been the largest visitor group travelling through Christchurch International Airport over the past ten years. In 1990 they contributed 79,989 people (43 per cent) of all international visitors. While their share of the market has declined (36 per cent in 1999), the total number of Australian travellers increased to 118,957 in 1999. The majority (57 per cent) travel to New Zealand for a holiday or vacation, with a further 26 per cent visiting friends and relatives.

Japan is another expanding market, experiencing rapid growth since 1990, with visitor numbers rising from 27,897 to 67,029 in 1999. This has seen its market share increase from 15 per cent to 20 per cent over the ten year period (Figure 3.20).

In 1999 a holiday or vacation was the main reason for 70 per cent of short-term international visitors coming to New Zealand. Other purposes for visiting included visiting friends and relatives (17 per cent), and private or official business (6 per cent) (Figure 3.21).

Table 3.20 Number of Short Term International Visitors through Christchurch Airport by Region



Source: Statistics New Zealand, International Visitor Movements.

Growth markets

Since 1997 there has been a decline in visitors from many Asian countries as a result of the downturn in the Asian economies. Singapore has been the exception. From 1997 to 1998 the number of Singaporean visitors doubled to over 13,000 and continued to rise in 1999. This level of growth may make Singapore a significant market in the future.

Despite depressed conditions in Asia, a low New Zealand dollar combined with relatively buoyant Western economies has meant tourist numbers from Australia, North America and the United Kingdom have remained steady.

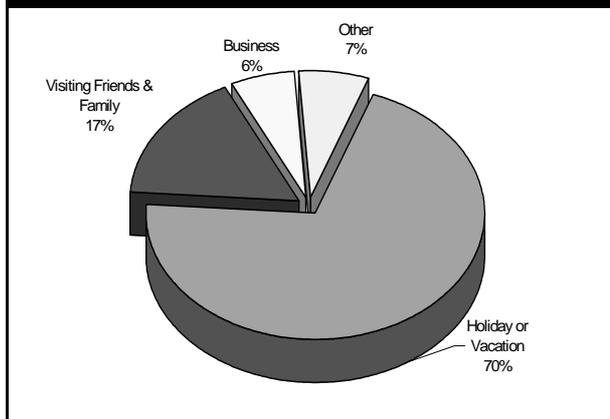
Visitor Accommodation

According to Statistics New Zealand's Accommodation Survey in June 1999, there was a range of accommodation types available in the City including 31 hotels, 93 motels, 16 backpackers, 24 hosted and 8 caravan parks. Numbers for all types of accommodation have remained fairly stable since June 1997, with motels experiencing the most growth over the period (Table 3.15).

Total guest nights in the City for both domestic and international visitors numbered 2,195,297 in the year to June 1999. This was 83,736 more nights than the previous year.

Accommodation capacity can often be a useful indicator of levels of supply and demand. For the year to June 99 occupancy rates for all establishments averaged 50 per cent. Hotels had the highest occupancy rates during the year with an average of 58 per cent, while caravan parks had the lowest with 25 per cent.

Fig 3.21 Main Reason for Short-term Visits to New Zealand, 1999



Source: Statistics New Zealand, International Visitor Movements.

Table 3.15 Number of Accommodation Establishments

	1997	1998	1999
Hotels	31	32	31
Motels	85	88	93
Backpackers	15	17	16
Hosted	23	22	24
Caravan Parks	9	8	8
Total	163	167	171

Source: Statistics New Zealand, Accommodation Survey.