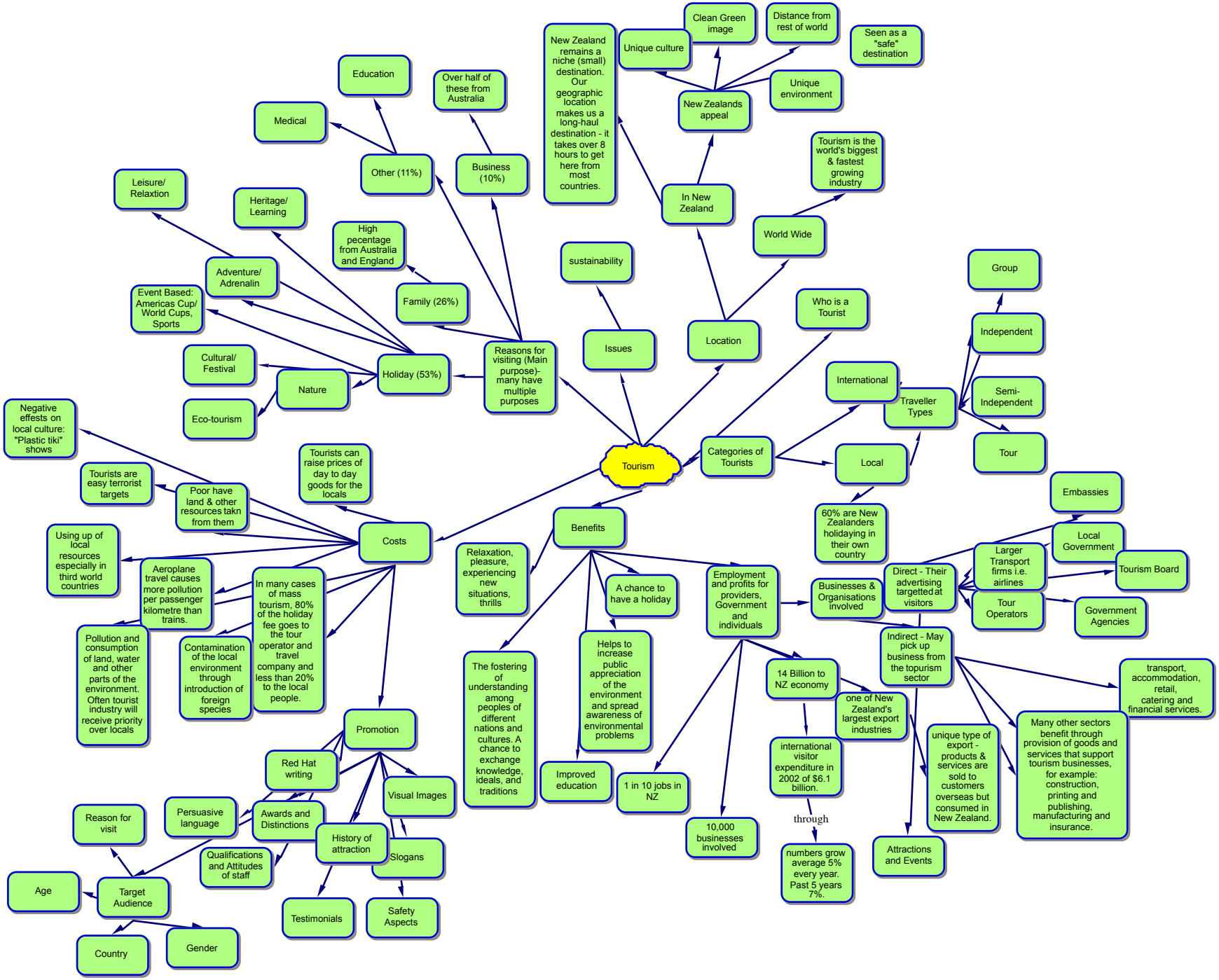
Tourism
Reasons for visiting (Main purpose)- many have multiple purposes
Holiday (53%)
Adventure/ Adrenalin
Event Based: Americas Cup/ World Cups, Sports
Leisure/ Relaxtion
Heritage/ Learning
Cultural/ Festival
Nature
Eco-tourism
Family (26%)
High pecentage from Australia and England
Other (11%)
Education
Medical
Business (10%)
Over half of these from Australia
Issues
sustainability
Location
In New Zealand
New Zealand remains a niche (small) destination. Our geographic location makes us a long-haul destination - it takes over 8 hours to get here from most countries.
New Zealands appeal
Unique culture
Clean Green image
Distance from rest of world
Seen as a "safe" destination
Unique environment
World Wide
Tourism is the world's biggest & fastest growing industry
Who is a Tourist
Categories of Tourists
Traveller Types
International
Local
Independent
Group
Semi-Independent
Tour
60% are New Zealanders holidaying in their own country
Costs
Poor have land & other resources takn from them
Tourists are easy terrorist targets
Negative effests on local culture: "Plastic tiki" shows
Tourists can raise prices of day to day goods for the locals
Using up of local resources especially in third world countries
Aeroplane travel causes more pollution per passenger kilometre than trains.
In many cases of mass tourism, 80% of the holiday fee goes to the tour operator and travel company and less than 20% to the local people.
Contamination of the local environment through introduction of foreign species
Pollution and consumption of land, water and other parts of the environment. Often tourist industry will receive priority over locals
Benefits
Relaxation, pleasure, experiencing new situations, thrills
A chance to have a holiday
The fostering of understanding among peoples of different nations and cultures. A chance to exchange knowledge, ideals, and traditions
Helps to increase public appreciation of the environment and spread awareness of environmental problems
Improved education
Employment and profits for providers, Government and individuals
Businesses & Organisations involved
Direct - Their advertising targetted at visitors
Larger Transport firms i.e. airlines
Embassies
Local Government
Tourism Board
Tour Operators
Government Agencies
Indirect - May pick up business from the topurism sector
transport, accommodation, retail, catering and financial services.
Many other sectors benefit through provision of goods and services that support tourism businesses, for example: construction, printing and publishing, manufacturing and insurance.
unique type of export - products & services are sold to customers overseas but consumed in New Zealand.
Attractions and Events
14 Billion to NZ economy
one of New Zealand's largest export industries
international visitor expenditure in 2002 of $6.1 billion.
through
numbers grow average 5% every year. Past 5 years 7%.
1 in 10 jobs in NZ
10,000 businesses involved
Promotion
Red Hat writing
Visual Images
Awards and Distinctions
Persuasive language
History of attraction
Slogans
Qualifications and Attitudes of staff
Testimonials
Safety Aspects
Reason for visit
Target Audience
Age
Country
Gender