

Media Statement

Tourism Confidence on the Up

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The monthly Tourism Industry Monitor (TIM) confirms an upward trend in industry confidence.

For the second month in a row, since the survey began in March, optimists have outweighed pessimists.

Forty-nine percent of those surveyed expect demand for tourism products will increase over the next three months, compared with 44% last month and 38% the month before.

“It is encouraging that sector sentiment is moving in the right direction, but it is equally important that we are careful that we don’t get overly optimistic,” says Bruce Bassett, Ministry of Tourism Research Manager. “The signs are better but the challenges still to be faced are real.”

Tourism Industry Association New Zealand Chief Executive Tim Cossar says a feeling of guarded optimism was clear among those attending the Inaugural NZ Tourism Leaders Symposium in Wellington earlier this week.

“We have experienced some of the toughest trading conditions in memory but there is a degree of confidence that the industry will emerge stronger from this period,” Mr Cossar says.

The Tourism Industry Monitor is an industry wide initiative. It is designed to provide the industry with monthly information on the performance of the tourism sector, including the short-term outlook. It is led by the Ministry of Tourism, the Tourism Industry Association, Tourism New Zealand and the New Zealand Hotel Council.

For a copy of the Tourism Industry Monitor visit www.tourismresearch.govt.nz/tim.

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ENDS

Business Confidence

Recent performance expectations indicate that confidence within the tourism industry is gradually being restored.

