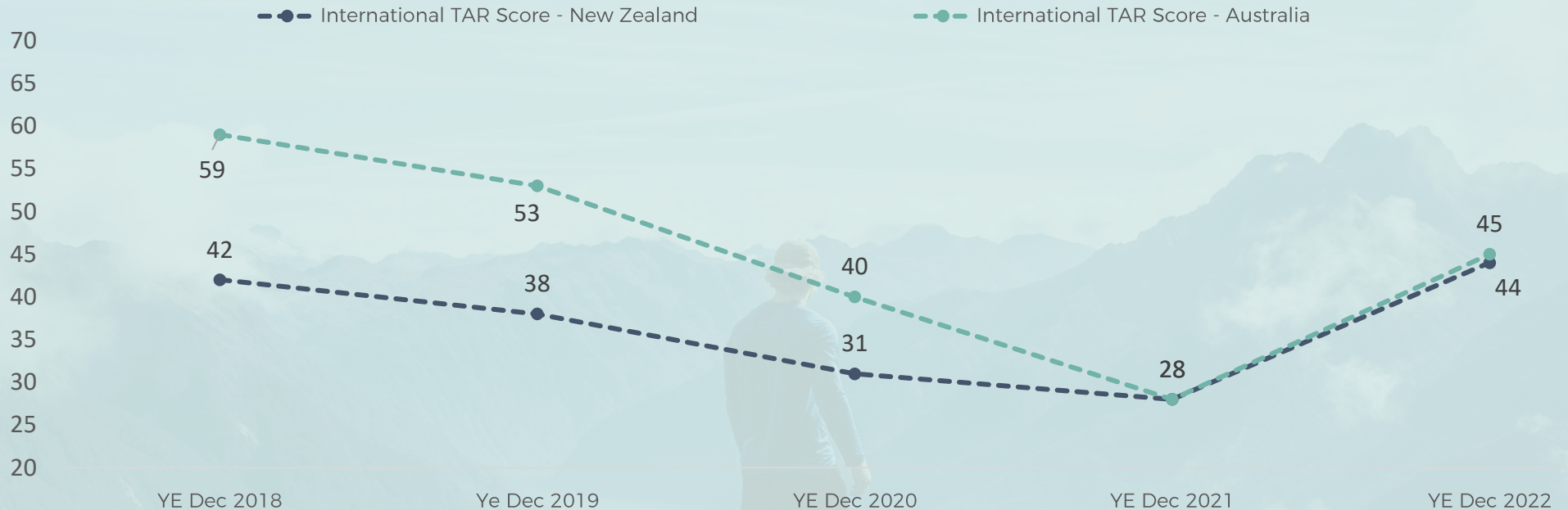


# Community support for international tourism bounces back

## Annual International Tourism Approval Rating (TAR) Scores



### Strongest influences on positive sentiment in NZ

- More local businesses opening/being able to open
- Has encouraged more sustainable behaviour in my/our community
- Has improved services for my/our community
- Has provided opportunities to learn more about my/our own culture
- Has improved overall quality of life



### Strongest influences on negative sentiment in NZ

- Reduced sense of belonging in my/our community
- Too much pressure on community infrastructure (e.g., roads, waste-water, toilet facilities)
- Reduced sense of personal safety
- Over-reliance on tourism, causing significant impacts as the sector grows or declines
- Damage to the natural environment

The survey samples are population-representative (n=2,400 Australia annually | n=3,000 New Zealand annually)

Source: Angus & Associates' Visitor Insights Programme

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