

22 May 2024

By email only: Steve Armitage, Co-Chair, Tourism Data Leadership Group  
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Steve,

**Tourism Data – publication of Tourism Satellite Account**

I attended this month's TRENZ Tourism Summit, which included speeches by Minister of Tourism Matt Doocey, Rene De Monchy of Tourism New Zealand and Greg Foran from Air New Zealand. It struck me how many of the "big picture" tourism statistic quoted by various speakers were taken from the FY2023 Tourism Satellite Account. In other words, the data was almost 13 months out of date.

After making enquiry with Tourism Research Australia, which is part of Australian Trade and Investment Commission (Austrade), I understand the Australian Tourism Satellite Account is typically published in early December following a June year-end. In other words, the Australian Tourism Satellite Account is published a little over five months after year-end.

New Zealand's Tourism Satellite Account for FY2023 was published 29 February 2024. This is 11 months after year-end.

As part of the work you're doing with the Tourism Data Leadership Group, HCA would certainly support efforts to have NZ's Tourism Satellite Account delivered in a more timely fashion and consistent with the timeframes achieved in Australia. It appears to us that the data might be available "behind the scenes" to Treasury, MBIE Tourism and other government departments. By the time the Tourism Satellite Account is published widely and made available to industry groups such as HCA, it is almost a full year out of date.

Thanks for your ongoing efforts to improve the quality of tourism data in New Zealand. Let us know if there's anything HCA can do in support.

Yours sincerely  
**Hotel Council Aotearoa**



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