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Tourism . . . how do we compare

Travelling is the only thing you buy that makes you richer. We travel not to escape life but for life not to escape us.

New Zealand has become one of the dream destinations, a perceived safe place many people have on their bucket list, a place to visit once in their lifetime.

I've been a tourist myself in this country and have seen many beautiful spots. Whilst living in the Waikato I'm regularly drawn to the South Island just so that I can get my dose of mountains - can't have a life without "Baerge".

Total estimated visitor spending in New Zealand continues to grow and reached NZ\$ 9.7 billion for the year ending 2015, up 31 % on the previous year. World-wide, NZ only gets under half a percentage of the international travel market. By comparison NZ\$ 30 Billion were generated in Switzerland during 2014.

NZ lists 142 000 guest beds, Switzerland 270 000, these figures don't include B&B s and Holiday Homes or AirBnB.

I own a small part of this prosperous enterprise, a Holiday Park in Te Aroha. It's a good time to be involved, when everyone in this industry thinks so positively. Camping is an easy holiday. You just roll up, pitch a tent and watch the children play while you prepare a BBQ with your friends.

About 10% of New Zealand's Tourism earnings are generated in Holiday Parks. Switzerland has 250 – 300 camping plätze whereas New Zealand has more like 350. Both countries also offer cabin accommodation. The holiday park sector provides 36% of New Zealand's commercial accommodation capacity and 19% of commercial guest nights.

- In the year ended December 2015 holiday parks provided 7,024,063 guest nights, an average of 60 people staying in each of the 300 or so parks in New Zealand every night....not that many in Te Aroha I might add.

- Guest nights to holiday parks are made up of 32% international visitors and 68% domestic visitors. Lately there has been a significant increase in Asian and Indian families trying out the camping experience, flashing their brand new gear with gadgets galore. Putting up a tent has become so much easier with the new designs. These families

are often immigrants to NZ themselves and many are Aucklanders having short adventures to the countryside.

- While staying at holiday parks, guests contribute over \$1 billion in direct expenditure to local communities.
- Approximately \$612 million (60%) of the expenditure is contributed by domestic travelers, with the balance of \$405 million (40%) by international travelers.

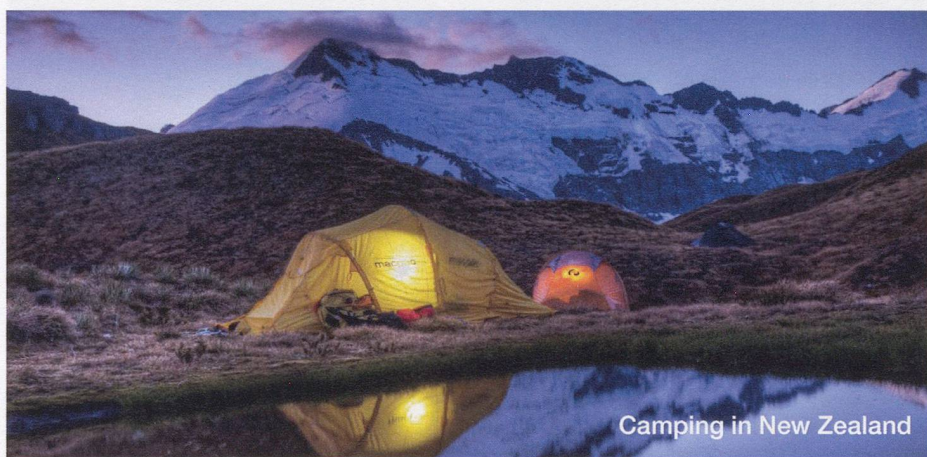
Camping Plaetze in Switzerland are similar

to those in New Zealand. Base charges are similar but extra fees make the Swiss option much more expensive in the end. In Switzerland you have to pay Tourist Tax, peoples individual fees, cleaning costs, rubbish fees, power connection fees and coins are required to run hot taps of water in the laundry. There is even a dog tax. If you consider spending your Swiss Holiday camping, there is a comprehensive list of Holiday Parks online, including videos and booking sites under www.swisscamps.ch.

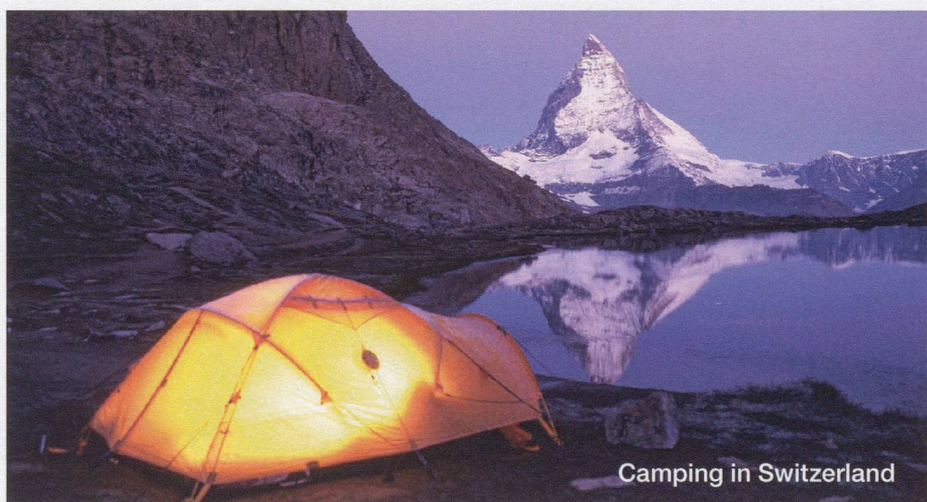
Compiled by Anna Blaettler



Holiday Park in Te Aroha



Camping in New Zealand



Camping in Switzerland