

A stylized, dark gray graphic of a whale's tail, showing the characteristic curved shape and the fluke, set against a black background. The graphic is positioned behind the text, with the tail pointing towards the top right.

**The Economic Argument  
for  
WHALE SONG  
Tourism**

In the last 12 months

**3.7 million**

international visitors came to New Zealand

In the last 12 months  
The international visitor market grew by

**8%**

from the previous year,

An increase of **270,461**

Of **3,700,00** visitors to New Zealand

Just

**111,000** came to Kapiti

So, Just **0.3%** of all visitors of  
New Zealand visit Kapiti

Tourism contributes

**\$14.5 billion** to

New Zealand exports (6% of GDP)

Accounting for **21%**

of total export earnings

Domestic visitors account for **60%**  
of tourism expenditure in New Zealand

International visitors **40%**

In the last 12 months  
domestic tourists made

**22,225,000**

overnight trips



Just **154,286** of them  
were to Kapiti

In the last 12 months

Total tourism expenditure for the  
Kapiti district  
year ending October 2017 was

**\$172 million**

**\$136 million** Domestic visitors

**\$36 million** International visitors

**\$172 million** from a national total  
of **\$14.5 billion**

**1.2%** of the total for New Zealand

Tourism directly employs

**231,000** New Zealanders

or **8%** of the workforce

The sector has generated

**21,000**

new jobs year ending March 2017 (+9%)

**399,150** people

Are directly and indirectly employed in  
tourism in New Zealand

**14.5%** of the total number of people  
employed in New Zealand

The total contribution to New Zealand's  
economy made by tourism is

**\$36 billion**

If **WHALE SONG** can increase visitor

numbers to Kapiti by **10%**

It will mean additional revenue of

**\$17.2 million** per year

and **478** full time jobs



If **WHALE SONG** can increase visitor  
numbers to Kapiti by **100%**

It will mean additional revenue of

**\$172 million** per year  
and **4789** full time jobs

**this is our goal**