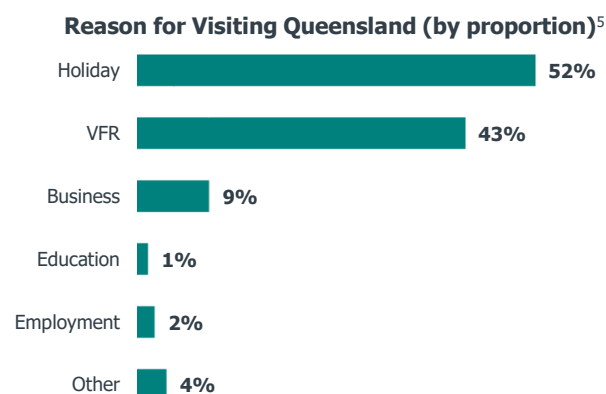
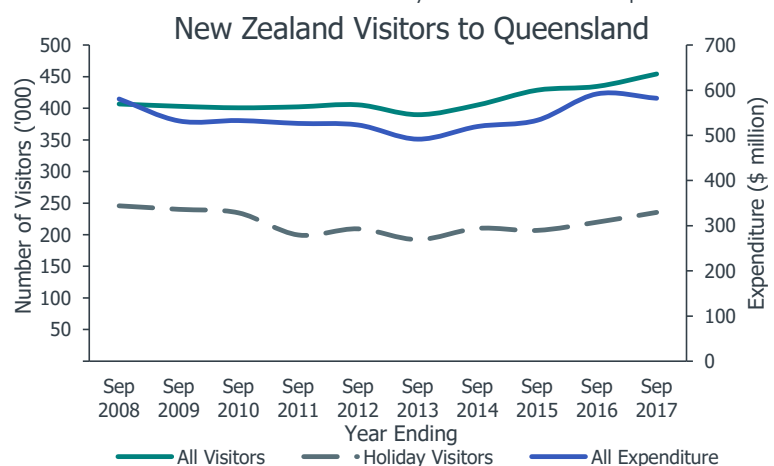
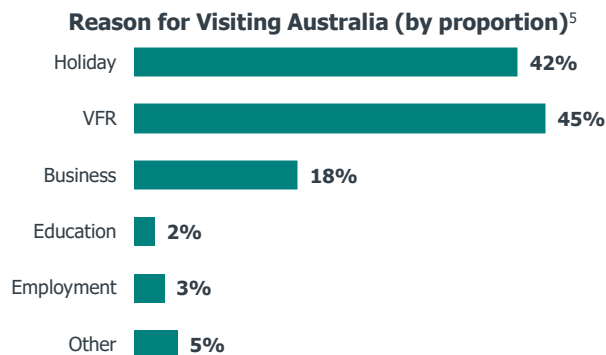


New Zealand Market Snapshot

Year ending Sep 2017

New Zealand Visitors						New Zealand Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	1,192,000	0.3%	15%	11.5	-1.3	\$1,732.0	-1.9%	6%	\$1,414.3
Holiday Visitors	499,000	2.0%	11%	7.6	-1.6				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	454,000	4.5%	17%	10.8	-2.0	\$582.1	-1.6%	11%	\$1,268.6
Holiday Visitors	235,000	7.1%	13%	7.9	-3.1				



Year ending Sep 2017	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	22%	33%	36%	9%	51%	49%	54%	24%	12%	7%
Holiday Visitors	22%	31%	37%	11%	51%	49%	31%	39%	17%	12%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	19%	31%	38%	12%	50%	50%	42%	32%	16%	7%
Holiday Visitors	18%	31%	38%	13%	49%	51%	19%	46%	21%	12%

Year ending Sep 2017	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	6%	6%	8%	7%	22%	45%	5%	8%
Holiday Visitors	7%	8%	8%	8%	24%	42%	3%	14%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	5%	7%	7%	7%	22%	46%	6%	13%
Holiday Visitors	6%	8%	7%	8%	23%	44%	4%	18%

Research Updates
To receive an email alert whenever new tourism figures are released, please [click here](#).

1. ALoS - Average length of stay.
2. Expenditure data is sourced from Tourism Research Australia and is inclusive of package expenditure.
3. Non-core - Countries not included by TRA in individual analysis are grouped by continent or region.
4. Tourism Research Australia - Forecasting.
5. Due to visitors having more than one main reason for travel, proportions equal to more than 100%.
Note: Unless specified, all data is from Tourism Research Australia, International Visitor Survey

