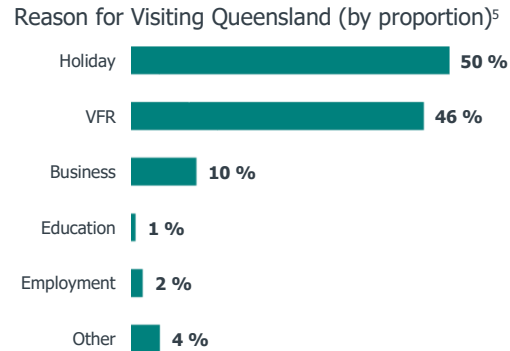
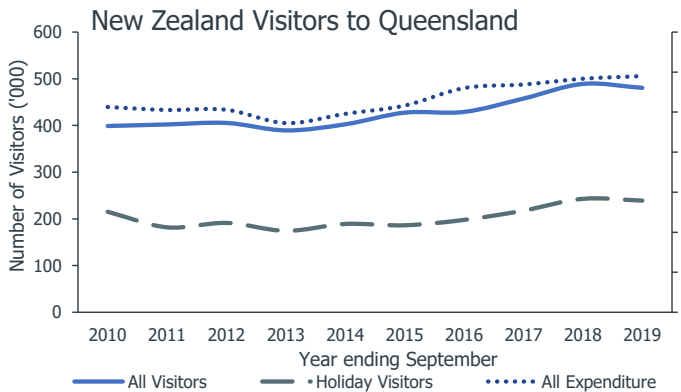
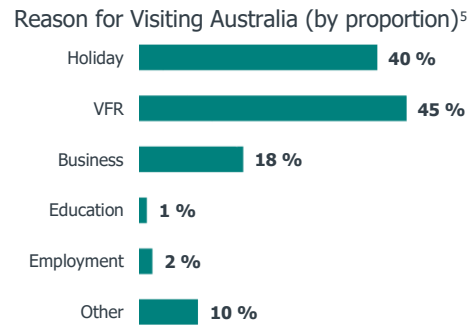


New Zealand Market Snapshot



Year ending September 2019

New Zealand Visitors						New Zealand Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	1,276,000	▲ 1.5%	15%	10.2	▼ -0.1	\$1,614.4	▼ -3.0%	5%	\$1,265.4
Holiday Visitors	516,000	▲ 6.5%	11%	7.4	▼ -0.4				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	481,000	▼ -1.7%	17%	10.1	▼ -0.1	\$590.0	▲ 1.1%	10%	\$1,227.7
Holiday Visitors	239,000	▼ -1.6%	13%	8.3	▼ -0.4				



YE Sep 2019	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	18%	33%	37%	12%	50%	50%	54%	24%	13%	6%
Holiday Visitors	18%	31%	37%	14%	50%	50%	31%	39%	19%	9%
To Queensland										
Total Visitors	16%	31%	39%	14%	50%	50%	44%	30%	19%	6%
Holiday Visitors	15%	31%	37%	16%	53%	47%	23%	42%	26%	8%

YE Sep 2019	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia								
Total Visitors	6%	6%	7%	7%	22%	46%	5%	8%
Holiday Visitors	8%	6%	8%	8%	24%	43%	3%	15%
To Queensland								
Total Visitors	6%	6%	7%	6%	22%	47%	5%	12%
Holiday Visitors	8%	6%	6%	7%	25%	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

