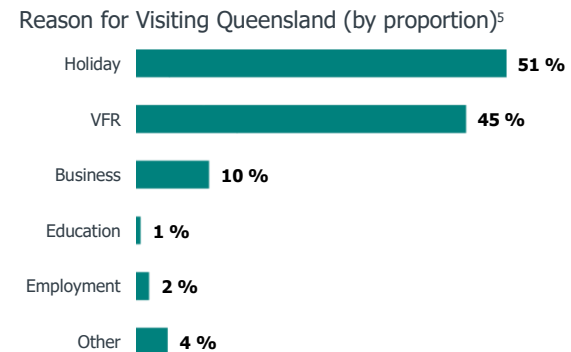
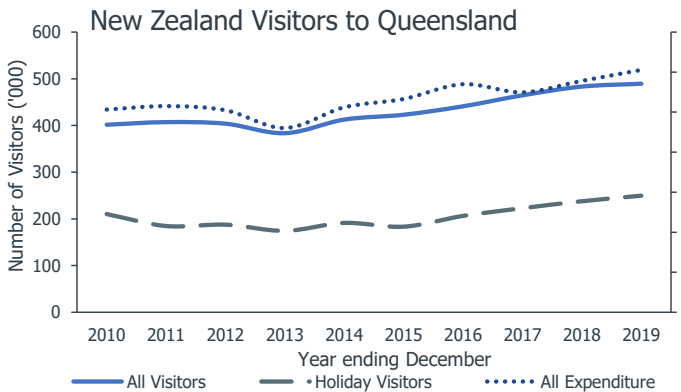
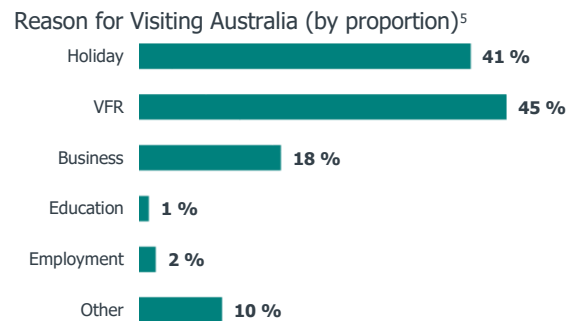


New Zealand Market Snapshot



Year ending December 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	1,299,000	▲ 3.2%	15%	10.0	▼ -0.4	\$1,630.3	▼ -0.8%	5%	\$1,254.8
Holiday Visitors	533,000	▲ 9.2%	11%	7.3	▼ -0.5				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	489,000	▲ 1.3%	18%	9.7	▼ -0.7	\$605.4	▲ 4.7%	10%	\$1,237.0
Holiday Visitors	250,000	▲ 5.0%	13%	7.9	▼ -0.7				



Year ending December 201	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	20%	32%	38%	11%	50%	50%	53%	24%	13%	6%
Holiday Visitors	20%	29%	38%	14%	50%	50%	30%	40%	20%	9%
To Queensland										
Total Visitors	17%	28%	41%	14%	51%	49%	42%	31%	19%	6%
Holiday Visitors	17%	28%	38%	16%	53%	47%	21%	44%	25%	8%

Year ending December 201	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%	6%	8%
Holiday Visitors	8%	6%	7%	9%	23%	44%	3%	16%
To Queensland								
Total Visitors	6%	5%	7%	7%	21%	48%	6%	13%
Holiday Visitors	8%	6%	7%	8%	23%	44%	5%	19%

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

