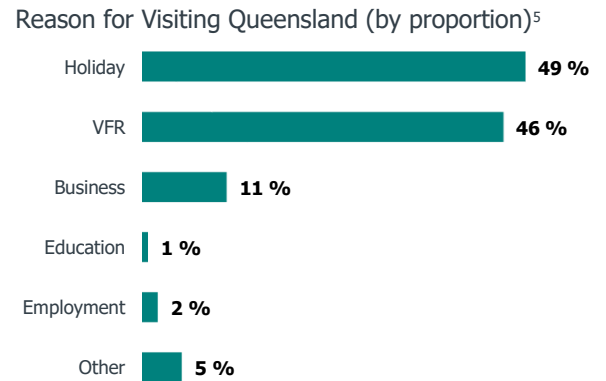
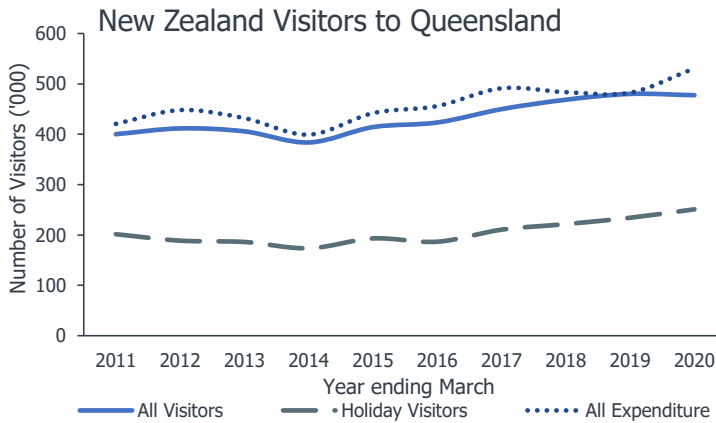
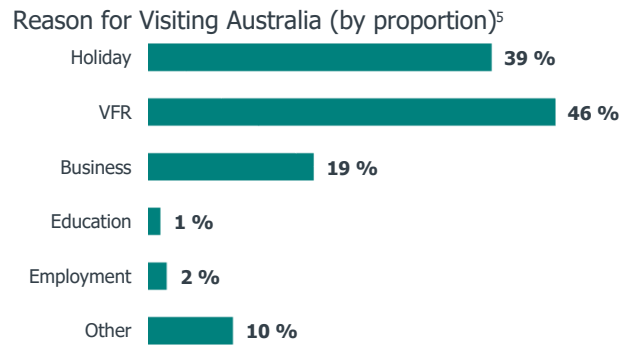
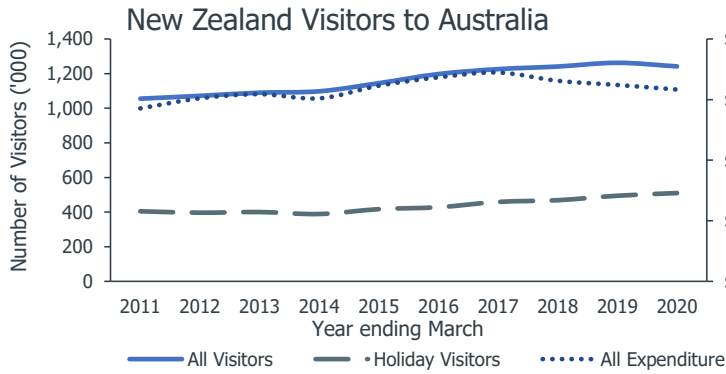


# New Zealand Market Snapshot

Year ending March 2020

To Australia	New Zealand Visitors					New Zealand Expenditure			
	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	1,242,000	▼ -1.6%	15%	10.6	▲ 0.3	\$1,582.4	▼ -2.3%	6%	\$1,274.6
<b>Holiday Visitors</b>	510,000	▲ 3.1%	12%	7.5	▲ 0.0				
To Queensland	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	477,000	▼ -0.5%	19%	10.3	▲ 0.1	\$619.3	▲ 10.0%	11%	\$1,297.0
<b>Holiday Visitors</b>	251,000	▲ 7.1%	15%	7.9	▼ -0.4				



Year ending March 2020	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
<b>To Australia</b>	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
<b>Total Visitors</b>	20%	32%	37%	11%	50%	50%	53%	25%	13%	6%
<b>Holiday Visitors</b>	19%	29%	38%	14%	50%	50%	28%	42%	19%	10%
<b>To Queensland</b>	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
<b>Total Visitors</b>	16%	29%	40%	15%	51%	49%	42%	32%	17%	6%
<b>Holiday Visitors</b>	16%	28%	39%	17%	53%	47%	22%	46%	23%	8%

Year ending March 2020	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
<b>To Australia</b>	0 (First)	1	2	3	4 - 7	8 - 20	21+	On Pkg Tour
<b>Total Visitors</b>	6%	6%	7%	7%	21%	47%	6%	9%
<b>Holiday Visitors</b>	8%	6%	7%	8%	23%	44%	3%	17%
<b>To Queensland</b>	0 (First)	1	2	3	4 - 7	8 - 20	21+	On Pkg Tour
<b>Total Visitors</b>	6%	5%	7%	6%	21%	49%	5%	13%
<b>Holiday Visitors</b>	7%	6%	7%	7%	23%	46%	4%	20%

**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

