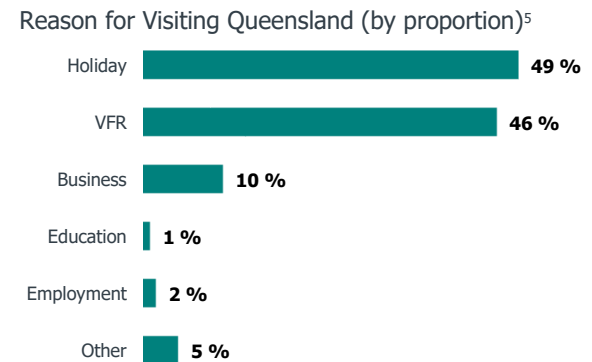
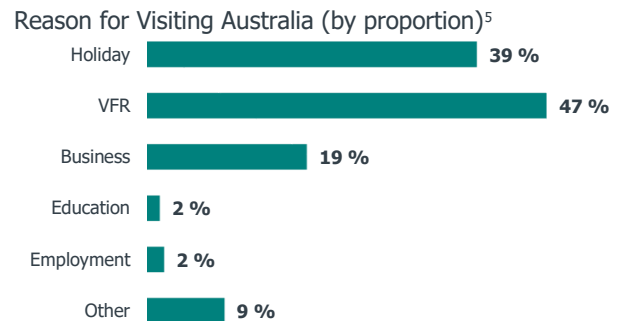


# New Zealand Market Snapshot

Year ending December 2018

New Zealand Visitors						New Zealand Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	1,259,000	▲ 2.1%	15%	10.4	▼ -0.2	\$1,643.5	▲ 1.2%	5%	\$1,305.5
<b>Holiday Visitors</b>	488,000	▲ 4.3%	11%	7.9	▲ 0.4				
To Queensland	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	483,000	▲ 4.0%	17%	10.4	▼ -0.1	\$578.1	▲ 5.2%	10%	\$1,196.1
<b>Holiday Visitors</b>	238,000	▲ 6.7%	13%	8.7	▲ 0.5				



Year ending Dec 2018	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
<b>Total Visitors</b>	20%	34%	35%	11%	50%	50%	56%	23%	12%	6%
<b>Holiday Visitors</b>	19%	33%	35%	13%	50%	50%	32%	37%	19%	11%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
<b>Total Visitors</b>	18%	32%	38%	12%	51%	49%	47%	28%	18%	6%
<b>Holiday Visitors</b>	16%	32%	37%	15%	53%	47%	24%	40%	26%	9%

Year ending Dec 2018	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	8%
<b>Total Visitors</b>	7%	6%	7%	6%	22%	48%	4%	
<b>Holiday Visitors</b>	8%	8%	7%	5%	24%	46%	2%	14%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
<b>Total Visitors</b>	6%	6%	7%	5%	22%	49%	4%	11%
<b>Holiday Visitors</b>	8%	9%	8%	5%	22%	47%	3%	17%

**Research Updates**  
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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

