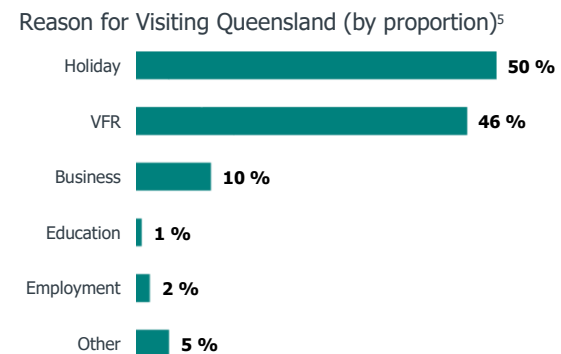
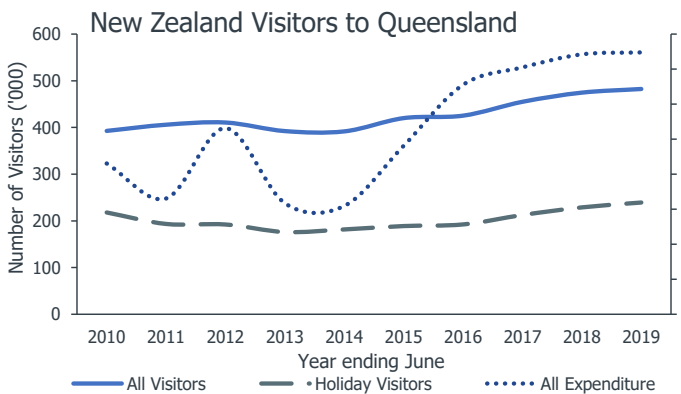
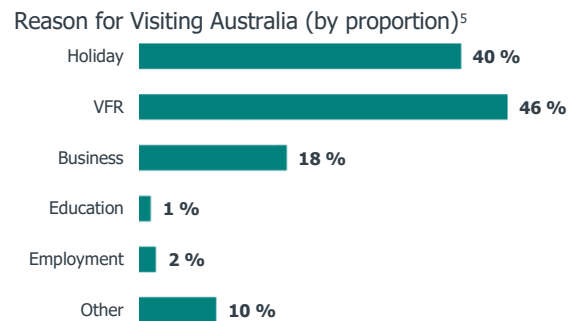
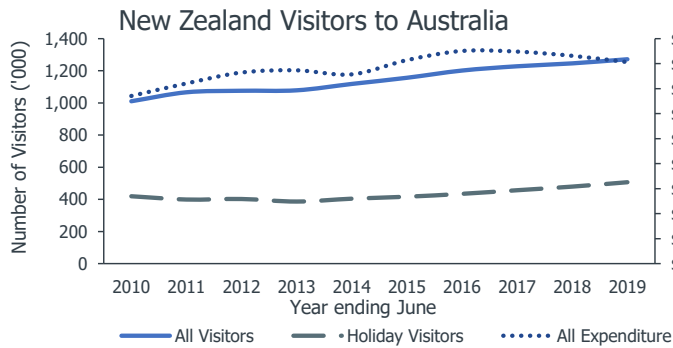


New Zealand Market Snapshot



Year ending June 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	1,272,000	▲ 2.1%	15%	10.1	▼ -0.3	\$1,612.6	▼ -3.0%	5%	\$1,267.9
Holiday Visitors	507,000	▲ 5.7%	11%	7.5	▼ -0.4				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	482,000	▲ 1.6%	18%	10.0	▼ -0.4	\$569.5	● 0.2%	9%	\$1,180.6
Holiday Visitors	239,000	▲ 4.6%	13%	8.3	▼ -0.5				



Year ending June 2019	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	19%	34%	36%	11%	51%	49%	55%	23%	12%	6%
Holiday Visitors	18%	31%	37%	14%	51%	49%	33%	37%	19%	10%
To Queensland										
Total Visitors	17%	31%	39%	13%	51%	49%	44%	29%	18%	6%
Holiday Visitors	15%	31%	39%	15%	54%	46%	23%	42%	26%	8%

Year ending June 2019	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia								
Total Visitors	7%	6%	7%	7%	22%	47%	8%	
Holiday Visitors	8%	7%	8%	7%	24%	44%	14%	
To Queensland								
Total Visitors	6%	6%	6%	6%	22%	48%	11%	
Holiday Visitors	8%	7%	6%	7%	23%	47%	17%	

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

