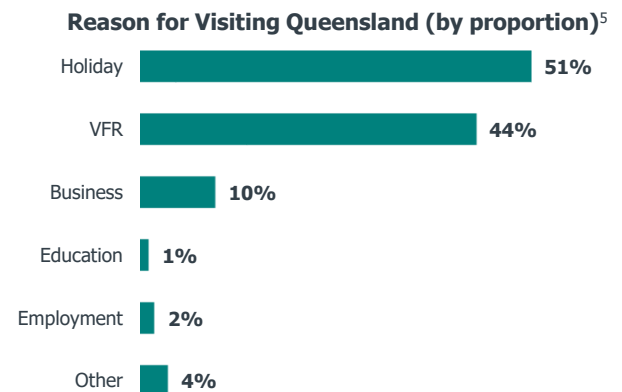
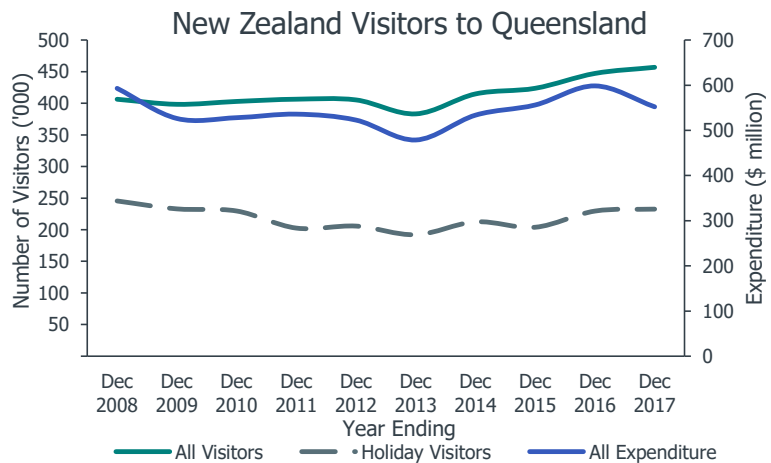
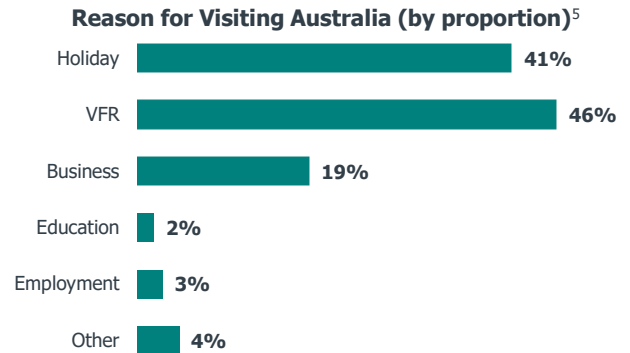


New Zealand Market Snapshot

Year ending Dec 2017

New Zealand Visitors						New Zealand Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	1,196,000	● -0.1%	15%	10.7	▼ -1.7	\$1,642.4	▼ -7.5%	6%	\$1,334.1
Holiday Visitors	490,000	▼ -1.4%	11%	7.5	▼ -0.8				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	457,000	▲ 2.2%	17%	10.5	▼ -1.2	\$552.1	▼ -7.7%	10%	\$1,197.2
Holiday Visitors	233,000	▲ 1.3%	12%	8.1	▼ -1.4				



Year ending Dec 2017	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	21%	33%	36%	10%	51%	49%	55%	24%	11%	6%
Holiday Visitors	22%	31%	37%	11%	50%	50%	31%	40%	17%	11%
To Queensland										
Total Visitors	19%	30%	39%	13%	49%	51%	43%	32%	15%	7%
Holiday Visitors	18%	31%	38%	14%	47%	53%	21%	47%	20%	11%

Year ending Dec 2017	Number of Previous Visits to Australia						On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	
To Australia							
Total Visitors	6%	6%	7%	7%	22%	46%	6%
Holiday Visitors	8%	8%	8%	8%	24%	40%	3%
To Queensland							
Total Visitors	6%	6%	7%	7%	22%	45%	6%
Holiday Visitors	7%	8%	8%	9%	22%	42%	4%

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

