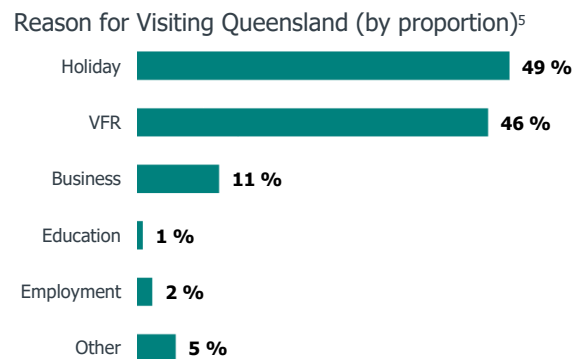
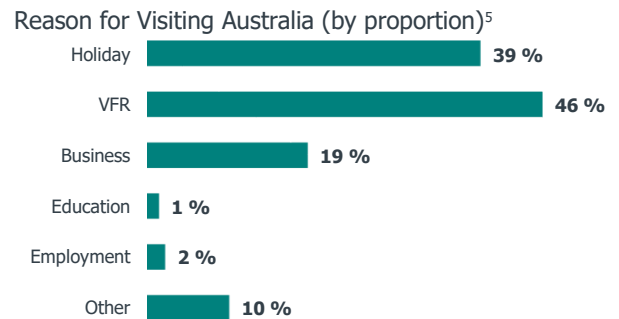


New Zealand Market Snapshot

Year ending March 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	1,262,000	▲ 1.7%	15%	10.2	▼ -0.2	\$1,620.3	▼ -2.1%	5%	\$1,283.6
Holiday Visitors	494,000	▲ 5.5%	11%	7.5	▼ -0.4				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	480,000	▲ 2.5%	18%	10.2	▼ -0.1	\$562.8	● -0.2%	9%	\$1,172.4
Holiday Visitors	234,000	▲ 5.7%	13%	8.3	▼ -0.4				



Year ending March 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%	56%	23%	12%	6%
Holiday Visitors	18%	32%	36%	14%	51%	49%	34%	36%	19%	10%
To Queensland										
Total Visitors	17%	31%	39%	12%	51%	49%	46%	27%	19%	6%
Holiday Visitors	15%	32%	37%	15%	53%	47%	24%	40%	27%	9%

Year ending March 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%	23%	47%	5%	8%
Holiday Visitors	8%	7%	7%	6%	24%	44%	2%	13%
To Queensland								
Total Visitors	6%	7%	7%	6%	22%	49%	4%	11%
Holiday Visitors	7%	8%	7%	6%	22%	46%	3%	16%

Research Updates
To receive an email alert whenever new tourism figures are released, please [click](#)

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

