

# Visitor Economy Profile 2023-24: New Zealand

New Zealand is Australia’s largest inbound market, down 3% compared to pre-pandemic levels. Total spend from New Zealand visitors was $2.1 billion for FY2023–24.

## Visitor numbers

* Total visitors: 1.4 million
* Change vs last year: +26%
* Change vs pre-pandemic: -3%
* Rank: 1st

## Visitor group type

* Solo traveller: 54% (Total INT\*: 57%)
* Adult couple: 24% (Total INT: 20%)
* Family: 13% (Total INT: 12%)
* Other: 9% (Total INT: 11%)

\*Total INT = The average for total international visitors to Australia

## Visitor spend

* Average visitor spend: $1,700
* Total spend in Australia: $2.1 billion
* Change in total spend vs last year: +25%
* Change in total spend vs pre-pandemic: +29%

New Zealander visitors are forecasted to return to pre-pandemic levels in 2025. 4 in 5 New Zealander visitors come to Australia for a holiday or visiting friends and relatives (VFR).

## Forecast visitor growth

**Table 1: Forecast visitors to Australia, from 2015 to 2029**

| **Year** | **New Zealand visitors to Australia** |
| --- | --- |
| 2015 | 1,312,000 |
| 2016 | 1,345,000 |
| 2017 | 1,360,000 |
| 2018 | 1,385,000 |
| 2019 | 1,434,000 |
| 2020 | 242,000 |
| 2021 | 97,000 |
| 2022 | 698,000 |
| 2023 | 1,272,000 |
| 2024 | 1,406,000 |
| 2025 | 1,489,000 |
| 2026 | 1,554,000 |
| 2027 | 1,605,000 |
| 2028 | 1,646,000 |
| 2029 | 1,684,000 |

## Main reason for visitation

**Table 2: Main reason for visitation**

| **Reason** | **Number of visitors from New Zealand** | **Percentage of visitors from New Zealand** | **Total INT percentage of visitors\*** |
| --- | --- | --- | --- |
| Holiday |  574,200  | 42% | 43% |
| Visiting Friends or Relatives (VFR) |  538,100  | 39% | 34% |
| Business |  168,200  | 12% | 9% |
| Education |  10,700  | 1% | 6% |
| Employment |  28,000  | 2% | 4% |
| Other |  48,200  | 4% | 4% |

## Where visitors stay

**Table 3: Where visitors stay**

| **Location** | **Percentage of visitors from New Zealand** | **Total INT percentage of visitors\*** |
| --- | --- | --- |
| Capital cities & Gold Coast | 90% | 93% |
| Rest of Australia | 27% | 29% |
| New South Wales | 36% | 50% |
| Victoria | 28% | 34% |
| Queensland | 38% | 29% |
| South Australia | 4% | 6% |
| Western Australia | 6% | 11% |
| Tasmania | 2% | 3% |
| Northern Territory | 1% | 3% |
| ACT | 1% | 2% |

New Zealander visitors spend less nights in Australia compared to average international visitors. Key demand-driving experiences include eating out, shopping and sightseeing.

## Nights stayed

**Table 4: Nights stayed**

| **Nights** | **Number of visitors from New Zealand** | **Percentage of visitors from New Zealand** | **Total INT percentage of visitors\*** |
| --- | --- | --- | --- |
| 1–7 nights | 702,700 | 57% | 34% |
| 8–14 nights | 312,700 | 25% | 23% |
| 15–30 nights | 119,400 | 10% | 17% |
| 31 or more nights | 69,400 | 6% | 25% |

## Visitor experience rating and trip type

* Positive trip sentiment (7+ out of 10): 97% (Total INT: 96%)
* First trip to Australia: 8% (Total INT: 36%)
* Return trip to Australia: 92% (Total INT: 64%)

## What visitors do

**Table 5: What visitors do**

| **Activity** | **Percentage of visitors from New Zealand** | **Total INT percentage of visitors\*** |
| --- | --- | --- |
| Eat out / dine at a restaurant and/or cafe | 88% | 89% |
| Go shopping for pleasure | 71% | 79% |
| Sightseeing/looking around | 65% | 75% |
| Go to the beach | 48% | 64% |
| Pubs, clubs, discos etc | 45% | 37% |
| Go to markets | 35% | 50% |
| Visit botanical or other public gardens | 25% | 45% |
| Visit national parks / state parks | 21% | 48% |
| Visit museums or art galleries | 21% | 36% |
| Visit wildlife parks / zoos / aquariums | 17% | 34% |

Aviation capacity for New Zealand remains below pre-pandemic levels, reaching 86% of that level in FY2023-24. 1.3 million Australians visited New Zealand in FY2023-24.

## Aviation capacity

**Table 6: Aviation capacity**

| **Year** | **Passenger Load Factor** | **Seats Available** |
| --- | --- | --- |
| 2015–16 | 80% |  4,578,794  |
| 2016–17 | 77% |  4,969,804  |
| 2017–18 | 80% |  4,836,112  |
| 2018–19 | 80% |  4,832,562  |
| 2019–20 | 77% |  3,648,505  |
| 2020–21 | 43% |  545,950  |
| 2021–22 | 74% |  603,953  |
| 2022–23 | 81% |  3,534,211  |
| 2023–24 | 81% |  4,158,583 |

## Australians visitors to market

* Australians visitors to New Zealand: 1.3 million
* New Zealanders visitors to Australia: 1.4 million
* Net visitor balance: +57,500

## Data sources

* Tourism Research Australia, International Visitor Survey (IVS)
* Australian Bureau of Statistics, Overseas Arrivals and Departures
* Tourism Research Australia, forecasts (arrivals to Australia forecasts)
* Bureau of Infrastructure and Transport Research Economics, Aviation Statistics

Data may not sum to 100% for all measures due to rounding and visitors can visit more than one location and/or experienced more than one activity. Updated November 2024.

Prepared by Tourism Research Australia, Australian Trade and Investment Commission (Austrade).

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