



Data for visitors to Australia for less than 12 months



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
1.4m



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%

Visitor spend



Average visitor spend
\$1,700



Total spend in Australia
\$2.1b



Change in total spend vs last year
+25%

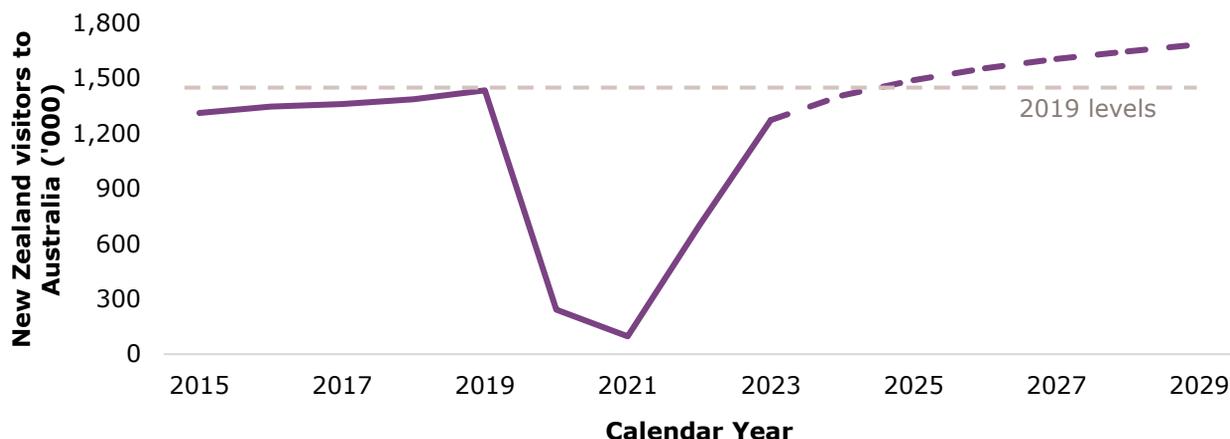


Change in total spend vs pre-pandemic
+29%

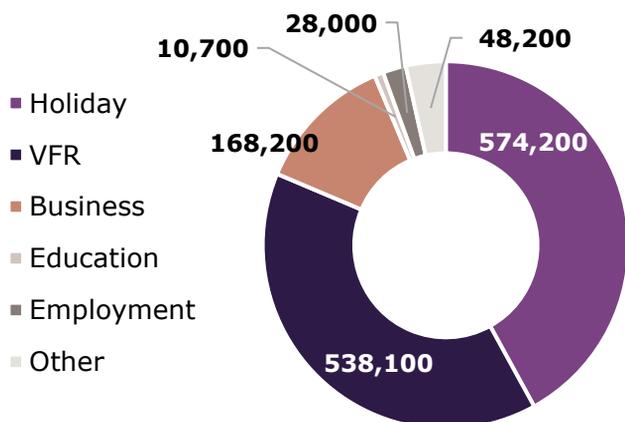


New Zealander visitors are forecasted to return to pre-pandemic levels in early 2025. 4 in 5 New Zealander visitors come to Australia for a holiday or visiting friends and relatives (VFR).

Forecast visitor growth



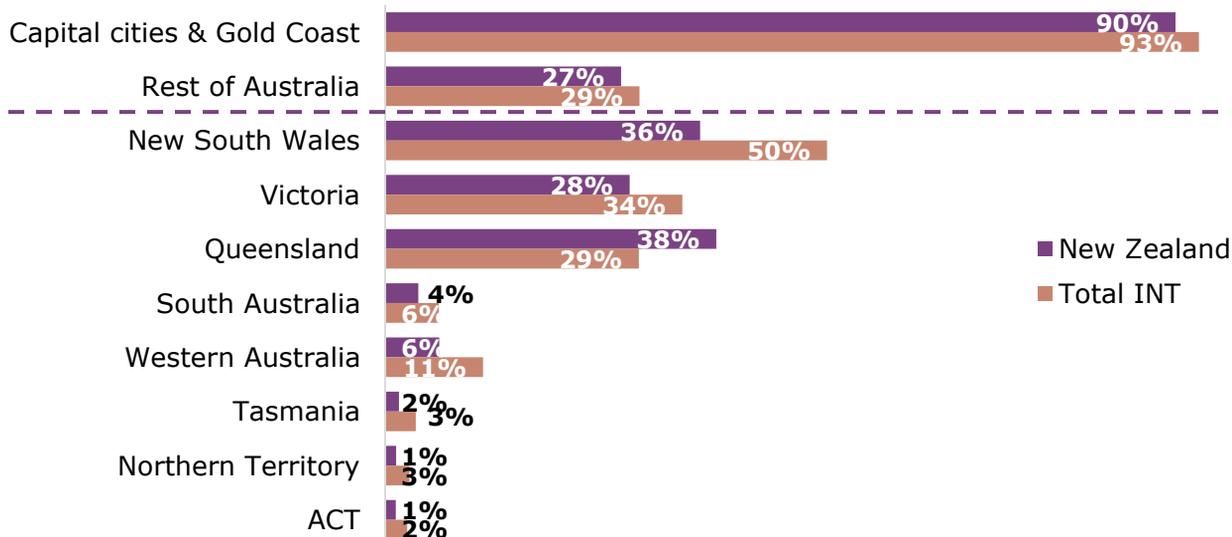
Main reason for visitation



	New Zealand	Total INT
Holiday	42%	43%
Visiting Friends or Relatives (VFR)	39%	34%
Business	12%	9%
Education	1%	6%
Employment	2%	4%
Other	4%	4%

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

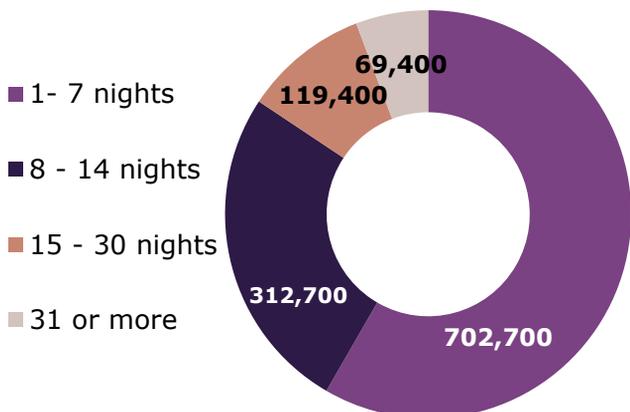
Where visitors stay





New Zealander visitors spend less nights in Australia compared to average international visitors. Key demand-driving experiences include social and outdoor activities, local attractions and going to the beach.

Nights Stayed



	New Zealand	Total INT
1- 7 nights	57%	34%
8 - 14 nights	25%	23%
15 - 30 nights	10%	17%
31 or more nights	6%	25%

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

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%

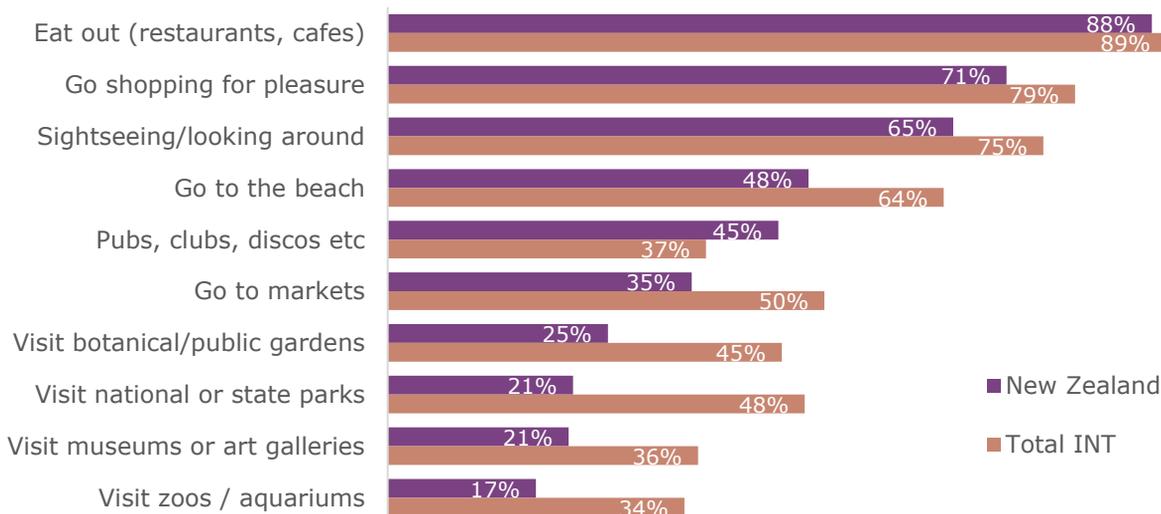


Return trip to
Australia

92%

Total INT: 64%

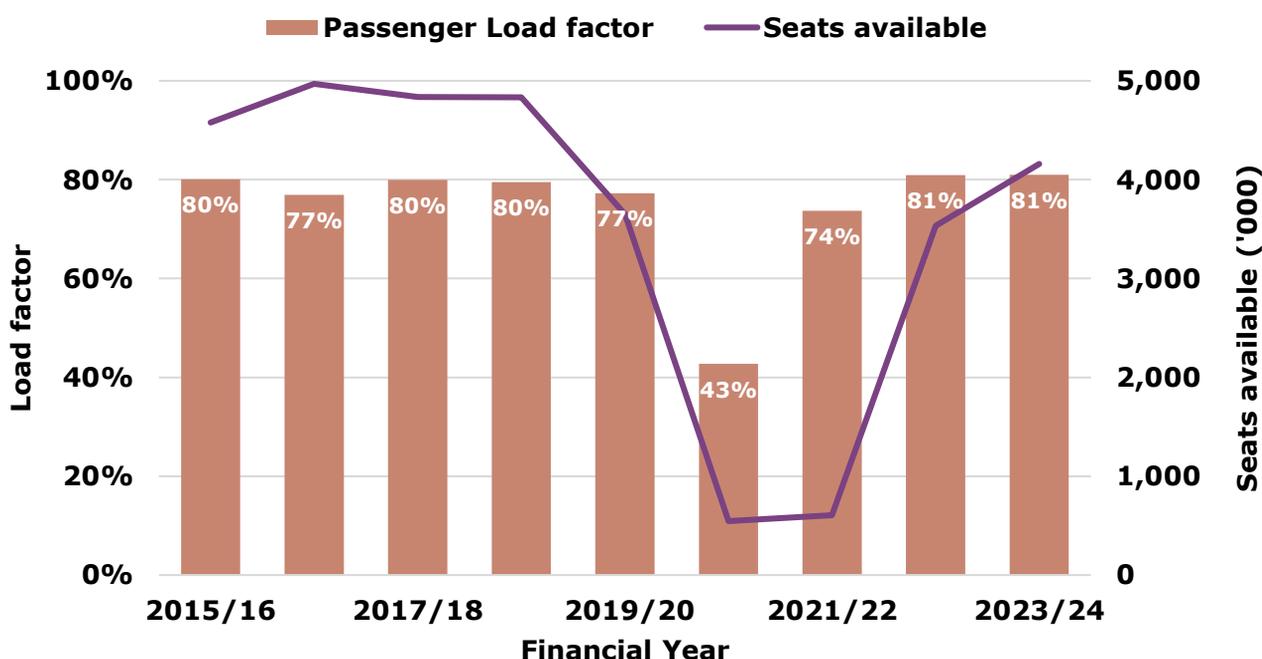
What visitors do





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



Australian visitors to market



Australian residents returning from market
1.3m



New Zealanders residents coming into Australia
1.4m



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 December 2024.

Prepared by Tourism Research Australia, Australian Trade and Investment Commission (Austrade). Web: www.tra.gov.au. Enquiries welcome at: tourism.research@tra.gov.au