

IVS Release - Key Highlights

International visitor spend and arrivals both on the rise

(International Visitor Survey results – Year-end June 2024)

September 4 2024

Overview

This release includes total results from the International Visitor Survey (IVS) for year-end June 2024 and separately for the June 2024 quarter.

Top-line results can be found on MBIE's Tourism Evidence and Insights Centre (TEIC).

[International Visitor Survey](#) – Tourism Evidence and Insights Centre

Microdata is also published on MBIE's website.

[International Visitor Survey data](#)

We advise caution when using and interpreting IVS quarterly level results

Results on the TEIC for the June quarter 2024 are presented for Australia, Rest of World and Total (all countries). Quarterly level statistics have a higher margin of error than annual level statistics due to the smaller sample size resulting from a shorter survey period. Consistent with a decrease in international visitor arrivals for the shoulder season, the total sample size for the June quarter (April to June 2024) is lower than for the March quarter (January to March 2024) which means some market breakdowns available for the previous quarter are not possible for the current quarter.

For year-end June 2024, market breakdown is the same as for year-end March 2024 and includes Total, Australia, UK, USA, Rest of Europe, Asia, Germany, Canada, and Rest of World. The margin of error is still too large for China to be separated from Asia for analysis.

More information on data quality, including sample sizes, response rates and margin of errors, can be found [here](#).

Key highlights for year-end June 2024 (July 2023 – June 2024)

All spend figures that are compared with 2019 are adjusted for inflation using Stats NZ CPI¹ to account for how much of the extra spending by tourists is being driven by higher prices.

Annual spend at 85% of 2019 levels, up 5% from last quarter

- **International visitors contributed \$11.6 billion to New Zealand's economy** – For the year ending in June 2024, international tourism generated a total of \$11.6 billion. When compared to pre-pandemic levels, this total represents 85% or about \$9.4 billion after inflation adjustments.
- **Visitor numbers at 83% of pre-pandemic levels** – There has been a shift in visitor composition, with a decrease [in proportions] in visitors staying with family and friends or those from Australia, and an increase in higher-spending tourists. Arrivals that fall into these visitor categories are now returning to 2019 levels, and the proportion of visitors who tend to spend more, has grown.
- **International visitor spend showed stronger growth** - Visitor spend increased from 80% of pre-pandemic levels for year-end March 2024 to 85% of pre-pandemic levels for year-end June 2024.

¹ [Consumers *price index \(CPI\) | Stats NZ](#)

- **International tourism was the second highest export earner** – International tourism ranked as New Zealand’s second largest export earner, following dairy (\$19 billion), and ahead of meat and edible offal (\$8.7 billion).²
- **Visitors from Germany spent the most overall** – The median spend per visitor was \$2,598 (92% of pre-pandemic levels). Visitors from Germany had the highest median spend per visitor at \$6,563 (after adjusting for inflation, 105% of pre-pandemic levels). Australians spent the least per visitor at \$1,998, despite spending at 105% of 2019 levels. Median spend per visitor for visitors from Asia have reached 86% of pre-pandemic levels (\$3,107). A higher median spend per visitor generally correlates with the length of visit – the longer the visit the greater the overall spend per visitor.
- **Visitors from the United States had the highest daily spend** – The median daily spend for all countries was \$284 (92% of pre-pandemic levels). Visitors from the United States spent the most per day at \$342 (94% of pre-pandemic levels), followed by visitors from Asia (\$309 – 72% of 2019 levels) and Australia (\$294 per day – 96% of 2019 levels). The UK had the lowest median daily spend at \$177 (79% of pre-pandemic levels). Germany and Rest of World surpassed pre-pandemic median daily spend by 28% and 40%, respectively.
- **Length of stay is similar to 2019 levels.** – The median length of stay for all visitors was 10 days, broadly consistent with 2019 levels.
- **Visitors from Germany stayed longer and spent more per visit** – Visitors from Germany had the longest median length of stay at 26 days, followed by visitors from Rest of Europe at 21 days.

Visitor spend increased between year-end March 2024 and year-end June 2024

- **Accommodation spending rose** – Spend on accommodation by all visitors increased 5% from \$2.9 billion to \$3.0 billion. Hotel stays were the most popular accommodation choice (36%), followed by staying with family or friends (34%).
- **Visitors from Australia boosted spend on accommodation** – Spend on accommodation by visitors from Australia increased 3% from \$989.2 million to \$1.0 billion. Visitors from Canada spent the least on accommodation (\$63.0 million), a slight decrease from \$63.5 million.
- **Visitors spending on eating out increased slightly** – Total spend for all visitors on eating out was \$1.7 billion, an increase of 3% from \$1.6 billion for year-end March 2024. Visitors from Australia spent \$587.2 million on eating out, an increase of 2%. Visitors from Canada spent the least on eating out at \$37.0 million, up 2% from \$36.2 million.

Key highlights for June 2024 quarter (April - June 2024)

All spend figures that are compared with the June 2023 quarter are adjusted for inflation using Stats NZ CPI³ to account for how much of the extra spending by tourists is being driven by higher prices.

Visitor spend is up 17 percent from June 2023 quarter

- **International visitors brought \$2.6 billion into New Zealand** – Spend from all international visitors was up 17% from the same quarter in 2023, totalling \$2.6 billion in the June 2024 quarter. The increase outpaced the 5% rise in visitor arrivals during the same period. Australian visitors remain the single largest market, spending \$773.8 million during the quarter.
- **When adjusted for inflation, the median spend per visitor increased** – Median spend per visitor increased 3% from the June 2023 quarter, reaching \$2,670 in the June 2024 quarter. This increase is partly due to an increasing proportion of visitors from Asia who tend to spend more.
- **Median length of stay has remained unchanged from June 2023 quarter at 10 days**
- **International tourism was the second highest export** – International visitor spend was second, behind dairy (\$5.0 billion), and closely followed by meat and edible offal (\$2.57 billion) for the June 2024 quarter.⁴

² [overseas-merchandise-trade-june-2024.xlsx \(live.com\)](#)

³ [Consumers *price index \(CPI\) | Stats NZ](#)

⁴ [overseas-merchandise-trade-june-2024.xlsx \(live.com\)](#)

- **Visitors spent most on accommodation followed by eating out** – Visitors spent \$671.8 million on accommodation, an increase of 21% from \$538.6 million in the June 2023 quarter. Staying with family or friends (38%) was the most popular accommodation choice for the quarter, followed by hotel (34%) stays. Online rental accommodation (30%) follows as the third most popular choice.
- **Net promoter score remains steady** – The net promoter score (NPS) measures the net effect of visitors' likelihood to recommend New Zealand as a holiday destination to others. The NPS decreased to 64 points compared with 68 points last quarter. This change is not statistically significant, indicating sustained visitor satisfaction.

International visitor spend aligns with international visitor numbers

- International visitor spend is now in line with visitor arrivals, when compared with year-end June 2019.
 - Total spend is 85% of pre-pandemic levels, inflation adjusted – \$11.6 billion (year-end June 2024) compared with \$11.1 billion (year-end June 2019)
 - Visitor numbers are 83% of pre-pandemic levels – 3.21 million (year-end June 2024) compared with 3.89 million (year-end June 2019).
 - Flight capacity for year-end June 2024 returned to 90% of year-end June 2019 levels.
 - Growth in key markets this quarter. Although visitor numbers from some markets are still below 2019 levels, there is noticeable growth. For example, visitor arrivals from China had increased to 55% of 2019 levels.⁵
- Travel purpose has shifted compared with same quarter last year. The proportion of international visitors coming for holiday/vacation has increased while visiting friends and family decreased slightly.
 - For the June quarter 2024, visitors coming for holiday/vacation increased to 43% of all visitors, up from 40% in the June quarter 2023, visitors coming to visit friends and relatives decreased slightly from 34% to 33%.
 - Visitors travelling for a holiday typically spend more than those coming to visit friends and family. This visitor category contributed to the increase in overall visitor spend (17%, adjusted for inflation) from same quarter last year, compared to a 5% increase in visitor arrivals.

⁵ [international-travel-june-2024.xlsx \(live.com\)](#)