

Monthly Regional Tourism Estimates (MRTEs) Release – Key Highlights

Release date: 31 March 2026

Overview

This release marks the first publication in the revised MRTE series and presents historical results from January 2023 to February 2026. Results are provided for:

- Year ending February 2026
- February 2026

Top-line results are available on MBIE's Tourism Evidence and Insights Centre (TEIC) [Monthly Regional Tourism Estimates](#)

Notes on interpreting results

- All spend figures are nominal, unless stated otherwise
 - Spend figures represent total visitor spending
 - Industry breakdowns are not included this month while allocation methods are refined to meet user needs and data-privacy requirements
 - This revised MRTE series fully replaces both the 2016–2020 MRTEs and the TECT measures. Results from the discontinued series are not directly comparable with the TECTs or revised MRTEs.
 - The revised MRTEs will now be released on an ongoing monthly basis.
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Key highlights for the historical Monthly Regional Tourism Estimates (MRTEs)

Total Visitor Spending in New Zealand

- Year ending February 2026:
\$46.5 billion, an increase of 11% compared with 2025
- February 2026:
\$4.6 billion, up 13% from February 2025

Visitor Spending by Visitor Type

- Year ending February 2026:
 - International visitors: \$19.6 billion, up 24%
 - Domestic visitors: \$27.0 billion, up 3%
- February 2026:
 - International visitors: \$2.3 billion, up 18%
 - Domestic visitors: \$2.4 billion, up 8%

Visitor Spending by Region

- Year ending February 2026 (Top 3 regions):
 1. Auckland: \$13.6 billion, up 22%
 2. Otago: \$7.1 billion, up 3%
 3. Canterbury: \$5.8 billion, up 9%
 - February 2026 (Top 3 regions):
 1. Auckland: \$1.3 billion, up 32%
 2. Otago: \$800 million, up 2%
 3. Canterbury: \$579 million, up 10%
 - Top regions in terms of % change for year ending February 2026:
 1. Auckland: \$13.6 billion, up 22%
 2. Gisborne: \$305 million, up 19%
 3. Nelson: \$524 million, up 12%
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