



**MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT**
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Tourism Volumes & Flows series I Release Notes and Data Revisions

October 2026 release (September 2026 data)

Produced by Vistr Limited for the TEIC

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**People, Places
and Patterns**

1. Release summary

Following the previous updates to visitor days and visitor nights, this release adds data for September 2026 and revises the history of monthly unique visitor counts for domestic visitors (New Zealand and every region) and for international visitors by region, across the published history, January 2024 to March 2026; the same adjustment is applied consistently to the underlying history. The revisions put the history on the same basis as the data from April 2026, which comes from the upgraded mobile network data source, so that counts before and after April 2026 can be compared directly.

Key updates:

New data. Data for September 2026 is added across all published measures. As in every release, the most recent months have also been updated as more complete data has become available.

Domestic monthly unique counts. The history of domestic monthly unique counts has been revised for New Zealand and all 38 regions. Nationally, domestic counts for 2025 are 27% lower than previously published, and total-visitor counts 24% lower. Regional revisions for 2025 range from 17% lower (Taupō) to 47% lower (Taranaki).

International monthly unique counts by region. The history of international monthly unique counts has been revised for each region, for short-stay and long-stay visitors. National international counts are anchored to border arrivals and are not changed by this revision. For 2025, regional total international counts are 2% to 39% lower (median 18% lower).

What is unchanged. Visitor days and visitor nights, including the "visitor days by origin" flows measure, are not impacted by this release's changes to monthly unique counts, and no figure from April 2026 onward is changed by them. Seasonal patterns within the revised history are as before: each region's history is moved up or down as a whole. Other special changes in this release are described in section 3.

What this means for users:

- **Compare across April 2026 with confidence.** Domestic, total-visitor and regional international monthly unique counts are now on the same basis before and after April 2026.
- **Replace, don't splice.** If you hold monthly unique counts for any month before April 2026, replace them in full with the revised series rather than combining old and new values.
- **Ratios will shift for earlier periods.** Visitor days are not revised, so measures that divide visitor days by monthly unique counts (such as days per visitor) change for periods before April 2026 and are now comparable with later months.
- **Reach out with any questions.** If you are unsure about how these changes affect your usecase or have further questions relating to the technical aspects, get in touch.

Further detail on the changes outlined above is set out in the following sections.

2. Revision to monthly unique counts

What has changed. Monthly unique counts are revised across the published history, January 2024 to March 2026:

- for domestic visitors, and therefore total visitors, for New Zealand and all 38 regions; and
- for international visitors by region, for short-stay and long-stay visitors, and therefore total international and total visitors.

National international counts are not changed by the revision. Months from April 2026 onward are not changed. Local-resident counts, visitor days, visitor nights and flows are not part of this revision.

Why. From April 2026, the mobile data behind Tourism Volumes & Flows comes from an upgraded mobile network data source. The new source is treated as the better basis, so the history has been placed on the same basis. Two differences between the sources matter for monthly unique counts:

- **Domestic visitors.** The new source classifies relatively more people in each region as local residents and fewer as domestic visitors. Published domestic monthly unique counts therefore stepped down at April 2026: in the previous release, national domestic counts for April to August 2026 were 25% below the same months a year earlier.
- **International visitors.** National international counts are set each month to match border arrivals, so the national picture was not affected. But the new source picks up international visitors relatively more in some regions than in others. This shifted the split of international visitors between regions at April 2026, in a way that a normal year does not show.

How. Each region's history is multiplied by fixed factors, the same in every month, so seasonal patterns and growth rates within the history are unchanged. Only the level moves.

- **Domestic.** The factor combines one national adjustment, which brings the national history onto the new basis, with a regional adjustment, so that each region's share of domestic visitors continues smoothly through April 2026.
- **International.** National figures stay anchored to border arrivals. Each region has one factor for short-stay and one for long-stay visitors, set so that its share of short-stay and of long-stay visitors continues smoothly through April 2026, following its usual seasonal pattern.
- **Regional short-stay.** Regional counts add up to more than the national count, because a visitor touring the country is counted once nationally but in every region they visit in a month. From April 2026, the new source counts each short-stay visitor in fewer regions in a month, on average. So that regional short-stay growth stays in step with national growth across April 2026, the short-stay history of every region also receives one uniform adjustment.

Domestic: size of the revision

Nationally, domestic monthly unique counts for 2025 are 27% lower than previously published. Across the 38 regions the revision ranges from 17% lower (Taupō) to 47% lower (Taranaki), with a median of 28% lower. After the revision, national domestic counts for

April to August 2026 are 2% above the same months a year earlier. All regions are shown in appendix A1 and chart A3.

2025 monthly unique counts	Domestic	Total visitor
New Zealand	-27%	-24%
Auckland	-31%	-25%
Wellington	-34%	-30%
Canterbury	-42%	-33%
Queenstown	-25%	-16%
Rotorua	-22%	-24%

International: size of the revision

For 2025, regional total international counts are 2% (Canterbury) to 39% (Taranaki) lower, with a median of 18% lower. Every region is lower in total. All regions are shown in appendix A1 and chart A4.

- **Short-stay:** every region is lower, by 2% to 41% (median 19%).
- **Long-stay:** 15 regions are higher and 23 lower, from +56% (Fiordland) to -25% (Whanganui) (median -9%).
- **Most affected (total international):** Taranaki (-39%), Whanganui (-35%), Rotorua (-33%).
- **Least affected:** Canterbury (-2%), Waitaki (-3%), Southland (-4%).
- **Southern regions** (Otago and Southland) change relatively little in total: 3% to 12% lower, except Clutha (26% lower). Their long-stay counts are all higher, by 7% to 56%.

2025 monthly unique counts	Short-stay	Long-stay	Total international
New Zealand	-3%	0%	-2%
Auckland	-3%	-8%	-4%
Wellington	-8%	-10%	-9%
Canterbury	-2%	+6%	-2%
Queenstown	-7%	+30%	-5%
Rotorua	-35%	-6%	-33%

New Zealand figures are not changed by the revision. The small difference for 2025 in New Zealand short-stay counts comes from the winter months described in section 3.

What this means for users

- Domestic and total-visitor monthly unique counts, nationally and by region, and international monthly unique counts by region, can be compared across April 2026 again.

- Please replace any stored monthly unique counts before April 2026 in full, rather than combining old and new values.
- Visitor days are not revised. Measures that divide visitor days by monthly unique counts therefore change for periods before April 2026. For example, national domestic visitor days per visitor in a month, averaged over 2025, move from 3.8 to 5.1, about a third higher, and are now comparable with the figures from April 2026.
- The factors will be reviewed as more months of data on the new source become available, including the summer peak. Any change will be noted in a future release.

3. Other updates in this release

This section covers special changes that are not part of the regular monthly update cycle.

Queenstown and Wānaka. The adjustment for international visitors who return repeatedly to Queenstown and Wānaka, introduced in the August 2026 release, continues to apply to the Queenstown and Wānaka figures. It is now calculated within the regular production process, at regional level only. Queenstown and Wānaka international short-stay visitor days for May to October 2024 and 2025 are up to 12% lower than in the previous release, but still up to 41% higher than before the adjustment was introduced in the August 2026 release.

National international short-stay counts in winter 2024 and 2025. Because the Queenstown and Wānaka adjustment is now calculated within the regular production process at regional level, national international figures remain anchored to border arrivals in every month. As a result, national international short-stay monthly unique counts for May to October 2024 and May to October 2025 are 2% to 15% lower than in the previous release, with the largest difference in August, and national international short-stay visitor days for those months are up to 7% lower. Other months are not affected.

Domestic visitor days and nights from April 2026. From April 2026, the method for distributing domestic visitor activity between small areas within a region has been refined. Small-area adjustments now redistribute activity within a region without changing the regional total; previously they could change it, which mainly affected Rotorua. Alongside the usual updates to recent months, national domestic visitor days for April to August 2026 are up to 3% higher than previously published. Most regions are 2% to 5% higher, and Rotorua is 9% lower. Domestic visitor days before April 2026 are unchanged aside from the usual population model revisions (nationally by less than 0.2%).

Visitor days by origin: Southland origin. This release also contains updates to the visitor days by origin (flows), before October 2025, correcting how the home location of some visitors from Southland was recorded before October 2025. This raises Southland-origin visitor days for months before October 2025. Because origin markets are scaled to each destination's total visitor days, other origin markets are lower as a result: by 2% in total across January 2024 to September 2025, and by up to 14% in regions with a relatively high share of visitors from Southland, such as Clutha. Each destination's total visitor days are not changed.

Local-resident monthly unique counts for April to August 2026 have been revised in some regions, mainly in the South Island, removing a step at April 2026 in the previous release. National figures are unchanged.

Appendix

A1. Revision to 2025 monthly unique counts by region

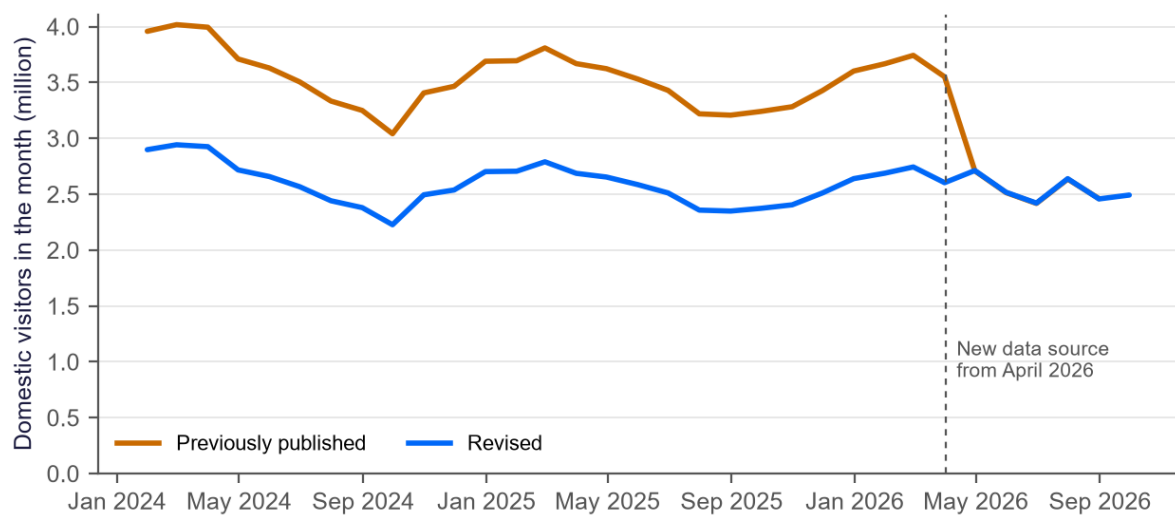
Change in the 2025 total of monthly unique counts, revised against previously published.

Region	Domestic	Total visitor	Int. short-stay	Int. long-stay	Total international
New Zealand	-27%	-24%	-3%	0%	-2%
Auckland	-31%	-25%	-3%	-8%	-4%
Canterbury	-42%	-33%	-2%	+6%	-2%
Central Otago	-25%	-19%	-7%	+32%	-5%
Clutha	-26%	-26%	-28%	+7%	-26%
Coastal Bay of Plenty	-27%	-25%	-11%	-12%	-11%
Coromandel	-17%	-20%	-35%	-14%	-33%
Dunedin	-36%	-29%	-5%	+16%	-4%
Fiordland	-40%	-24%	-14%	+56%	-12%
Gisborne	-21%	-20%	-14%	-10%	-14%
Hawke's Bay	-39%	-35%	-9%	-13%	-9%
Horowhenua	-25%	-25%	-34%	-17%	-32%
Hurunui	-24%	-24%	-22%	+4%	-20%
Kaikōura	-27%	-25%	-20%	+7%	-19%
Mackenzie	-28%	-19%	-9%	+44%	-7%
Manawatū	-30%	-30%	-32%	-23%	-31%
Marlborough	-32%	-31%	-25%	-19%	-25%
Nelson Tasman	-45%	-41%	-24%	-19%	-23%
Northland	-38%	-34%	-12%	-7%	-12%
Ōtorohanga	-27%	-27%	-26%	-11%	-25%
Queenstown	-25%	-16%	-7%	+30%	-5%
Rangitikei	-24%	-24%	-29%	-16%	-28%
Rotorua	-22%	-24%	-35%	-6%	-33%
Ruapehu	-20%	-21%	-25%	-12%	-24%
Southland	-45%	-30%	-5%	+35%	-4%
Taranaki	-47%	-46%	-41%	-20%	-39%
Tararua	-25%	-25%	-31%	-13%	-29%
Taupō	-17%	-18%	-24%	-12%	-23%
Timaru	-30%	-27%	-18%	+27%	-16%
Waikato	-27%	-25%	-18%	-11%	-17%

Waimate	-28%	-27%	-26%	+10%	-24%
Wairarapa	-27%	-25%	-12%	-5%	-11%
Waitaki	-29%	-21%	-4%	+47%	-3%
Waitomo	-27%	-26%	-25%	-11%	-24%
Wānaka	-28%	-20%	-10%	+37%	-9%
Wellington	-34%	-30%	-8%	-10%	-9%
West Coast	-32%	-29%	-24%	+7%	-22%
Whakatane	-27%	-26%	-6%	-12%	-7%
Whanganui	-28%	-28%	-36%	-25%	-35%

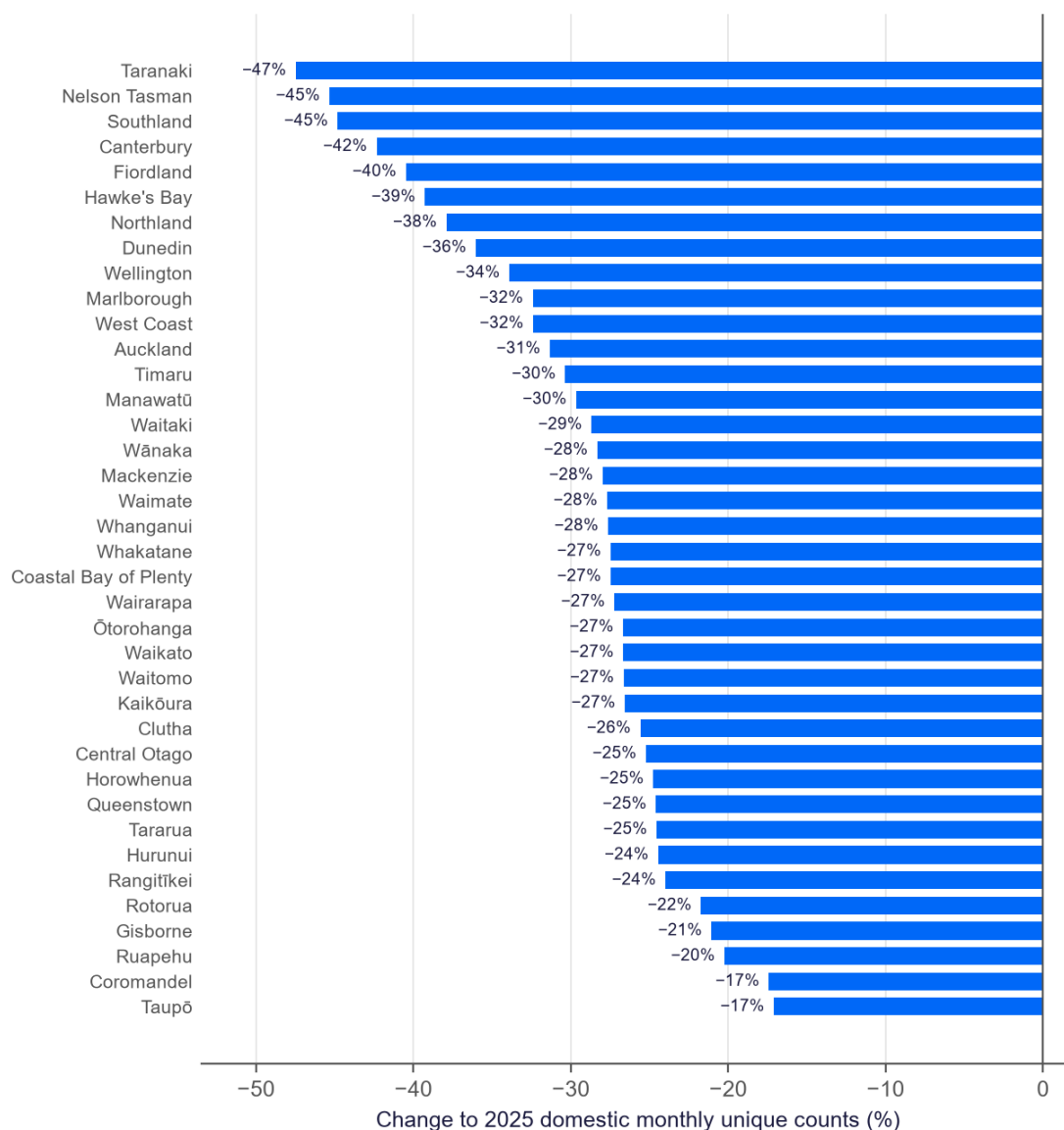
A2. National domestic monthly unique counts, before and after the revision

How to read this chart: the orange line is the national domestic series as previously published, and the blue line is the revised series. Before April 2026 the blue line sits below the orange line by the same proportion in every month, and it carries on into the months from April 2026 without a step.



A3. Revision to domestic monthly unique counts by region, 2025

How to read this chart: each bar shows how much a region's 2025 domestic monthly unique counts changed in this release. A longer bar means a larger downward revision. For New Zealand as a whole the change is -27%.



A4. Revision to international monthly unique counts by region, 2025

How to read this chart: each bar shows how much a region's 2025 total international monthly unique counts changed in this release. A longer bar means a larger downward revision. National international counts are not changed by the revision.

