

IVS Release – Key Highlights

International visitor spend increased, in line with arrivals

(International Visitor Survey – Year ending September 2025)

Release date: 2 December 2025

Overview

This release presents results from the International Visitor Survey (IVS) for:

- Year ending September 2025
- September quarter 2025.

Top-line results are available 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](#)

Notes on interpreting results

- All spend figures and percentage changes are in nominal terms unless stated otherwise.
- Where figures are in real terms, adjustments were made using Stats NZ's consumers price index to account for inflation.
- We compared the results for:
 - the year ending September 2025 to the year ending September 2024
 - the September quarter 2025 to the September quarter 2024.
- Prices increased 26% from September 2019 to September 2025, while annual inflation was only 2.6% from September 2024, so inflation adjustment is not necessary for annual changes.
- Quarterly results have a higher margin of error than annual results due to smaller sample sizes.
- Market breakdown includes Total, Australia, UK, USA, Rest of Europe, Asia, Germany, Canada, Rest of World, and China.
 - Asia excludes China, which is now reported separately due to a larger sample size.

- Asia is now composed of Japan, Korea, and Rest of Asia.

Further details on data quality (sample sizes, response rates, margins of error) are available [here](#).

Key highlights for the year ending September 2025

(Results cover 1 October 2024 to 30 September 2025)

Overall performance

- Annual spend increased by 5.3%, and visitor arrivals grew by 6.1%.

Annual spend

- International visitors contributed \$12.3 billion to New Zealand's economy, up 5.3% from 2024.
- International tourism remained New Zealand's second-largest export earner, behind Dairy (\$23.6 billion) and ahead of Meat and Edible Offal (\$9.9 billion).

Visitor arrivals

- 3.43 million international visitors arrived in New Zealand, up from 3.23 million in 2024 (+6.1%).

Spending by market

- Australia: Highest total spend at \$3.6 billion (up 3.8%).
- Asia: \$2.0 billion (up 11%).
- USA: \$1.8 billion (up 10%).

Spending patterns

- Highest median spend per visitor: Germany at \$6,509 (down 5%). Australians had the lowest at \$1,965 (down 1%). Longer stays generally correlate with higher spend.
- Highest median daily spend: China at \$419 (up 15%), followed by USA (\$375, up 13%) and Asia (\$316, up 12%). UK had the lowest at \$204, though up 13%.
- Overall median spend per visitor: \$2,820 (+7%).
- Median daily spend: \$300 (+6%).

Length of stay

- Median stay remained 9 days, consistent with 2024.
- Germany: Longest stays at 29 days, followed by other European visitors at 20 days.

Accommodation spend

- Total accommodation spend: \$3.2 billion (+7%).
 - Australians spent the most on accommodation: \$1.1 billion (+12%).
 - Canadians spent the least: \$80 million (+34%).
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Recovery to Pre-Pandemic Levels

- Overall spend and arrivals remain below 2019 levels but spend per visitor is close to 2019.
 - Inflation-adjusted visitor spend: \$9.7 billion (86% of 2019 levels).
 - Visitor numbers: 3.43 million, or 88% of 2019 levels (3.90 million).
 - Median spend per visitor: \$2,231 (93% of 2019 levels).
 - Median daily spend: \$237 (95% of 2019 levels).
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Key Highlights for the September Quarter 2025

(Results cover 1 July 2025 to 30 September 2025)

Quarterly performance

- International visitors spent \$2.1 billion, up 9.3% from 2024.
- Australia: Largest market at \$932 million, up 20%.
- International tourism ranked second-highest export, behind Dairy (\$4.3 billion) and ahead of Meat & Edible Offal (\$1.9 billion).

Visitor behaviour

- Median spend per visitor: \$2,493 (broadly consistent with 2024).
- Median length of stay: 8 days (similar to last year).
- Holiday spend: Up 17%, from \$1.1 billion to \$1.3 billion.

Visitor experience

- Net Promoter Score (NPS): Increased by 6 points to 70, indicating strong visitor satisfaction.
- Top activity: Walking, hiking, trekking, or tramping (62%, up from 58% in 2024), followed by 'visiting other natural attraction' (56%).