IVS Release – Key Highlights

International visitor spend and arrivals continue to grow

(International Visitor Survey – Year ending June 2026)
Release date: 1 September 2026

Overview

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

- Year ending June 2026
- June quarter 2026.

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 June 2026 to the year ending June 2025

  - the June quarter 2026 to the June quarter 2025.

- Prices increased 30% from June 2019 to June 2026, while annual inflation was only 3% from June 2025, 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, 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 June 2026

(Results cover 1 July 2025 to 30 June 2026)

Overall performance

- Annual visitor spend increased by 20%, and visitor arrivals grew by 9%.

- Annual spend has been steadily increasing since the borders reopened to international visitors.

Visitor spend

- International visitors contributed $14.3 billion (up 20%) to New Zealand's economy.

- International tourism remained New Zealand's second-largest export earner, behind Dairy ($24.2 billion) and ahead of Meat and Edible Offal ($11.8 billion).

Visitor arrivals

- 3.67 million international visitors arrived in New Zealand, up from 3.38 million in 2025 (up 9%).

Spending by market

- Australia: Highest visitor market spend at $4.4 billion (up 25%).
- Asia: $2.2 billion (up 20%).
- USA: $2.2 billion (up 20%).

Spending patterns

- Highest median spend per visitor: Germany at $6,689 (up 1%). Australians had the lowest at $2,234 (up 15%). Longer stays generally correlate with higher spend.
- Highest median daily spend: China at $508 (up 30%), followed by USA ($399, up 7%) and Asia ($363, up 19%). Germany had the lowest at $215, up 8%.
- Overall median spend per visitor: $3,160 (up 12%).
- Median daily spend: $332 (up 14%).
- Visitors on holiday spent $9.7 billion, up 30%.
- Accommodation ($3.7 billion, up 21%) and eating out ($2.1 billion, up 25%) remained the top categories visitors spend on.

Length of stay

- Median length of stay: 10 days, consistent with 2025.
- Germany: Longest stay at 28 days (unchanged from 2025), followed by other European visitors at 21 days (broadly consistent with 2025).

Accommodation spend

- Total accommodation spend: $3.7 billion (up 21%).

- Australians spent the most on accommodation: $1.3 billion (up 21%).
- Canadians spent the least: $88 million (up 16%).

Recovery to Pre-Pandemic Levels

- Overall spend (when adjusted for inflation) and arrivals remain below 2019 levels but both median spend and daily spend per visitor are above 2019 levels.
- Inflation-adjusted visitor spend: $11 billion (98% of 2019 levels).
- Visitor numbers: 3.67 million, or 94% of 2019 levels (3.89 million).
- Median spend per visitor: $2,428 (106% of 2019 levels).
- Median daily spend per visitor: $255 (102% of 2019 levels).

Key Highlights for the June Quarter 2026

(Results cover 1 April 2026 to 30 June 2026)

Quarterly performance

- International visitors spent $3.1 billion, up 23% from same period last year.
- Australia was the largest visitor market at $837 million, up 16%.
- International tourism was ranked our third-highest export, behind Dairy ($6.4 billion) and Meat & Edible Offal ($3.9 billion).

Visitor behaviour

- Median spend per visitor: $2,967 (up 11%).

- Median length of stay: 9 days (similar to last year).
- Holiday spend: $2.1 billion, up 40%.

Visitor experience

- Net Promoter Score (NPS): Unchanged at 70, indicating strong visitor satisfaction.
- Top activity: Walking, hiking, trekking, or tramping (72%, up from 63%), followed by Other natural attraction (58%, similar to last year).