



Data for visitors to Australia for less than 12 months



New Zealand is Australia's largest inbound market. In 2025 New Zealand saw a 3% year-on-year increase in visitation, and a 17% increase in spend in Australia.

Visitor numbers



Total visitors
1,435,050



Change vs last year
+3%



Rank
1st

Visitor spend



Average visitor spend
\$1,850



Total spend in Australia
\$2.4b



Change in total spend vs last year
+17%

Visitor group type



Solo traveller
57%
Total INT: 54%



Adult couple
24%
Total INT: 20%



Family/ friends group
18%
Total INT: 23%

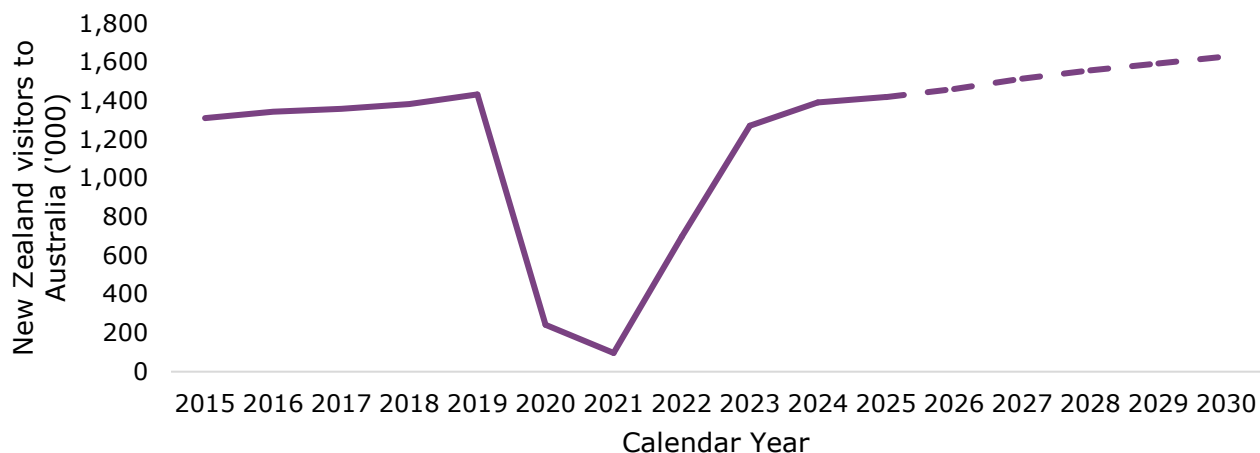


Other
2%
Total INT: 3%

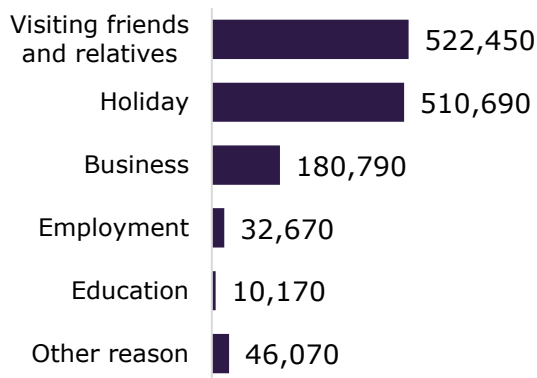


New Zealand visitors are forecast to increase to 1.6 million in 2030. New Zealanders are most likely to visit friends and family, and much more likely to visit Queensland than the average international traveller.

Forecast visitor growth



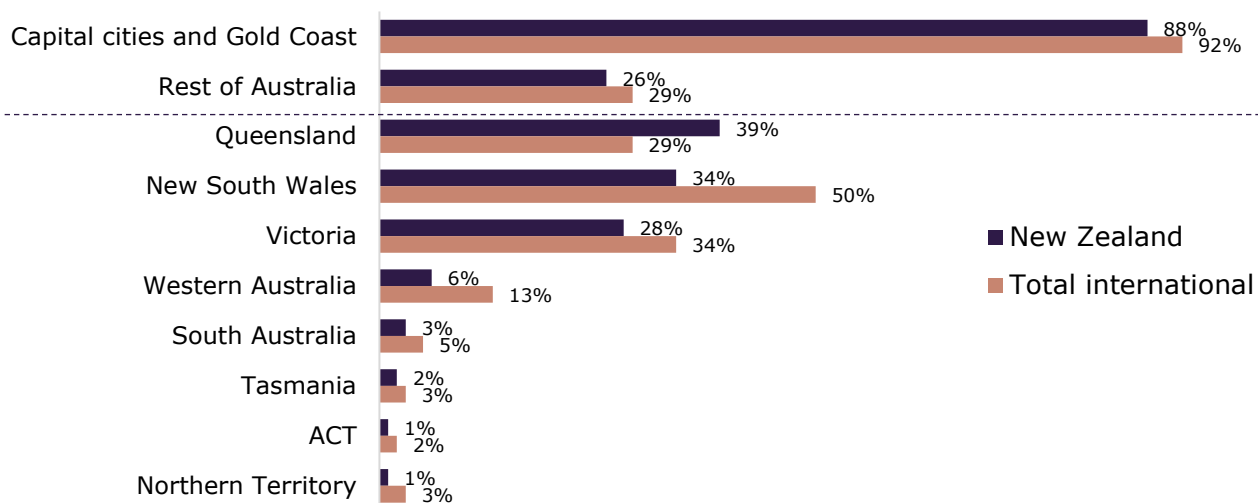
Main reason for visitation



	New Zealand	Total INT
Visiting friends and relatives	40%	34%
Holiday	39%	43%
Business	14%	9%
Employment	3%	4%
Education	1%	7%
Other reason	4%	3%

*Total INT = The average for total international visitors to Australia

Destinations visited





New Zealand visitors spend less nights in Australia than the average international visitor and do fewer activities on average. Many New Zealanders have been to Australia before.

Nights Stayed

	New Zealand	Total INT
1- 7 nights	59%	34%
8 - 14 nights	24%	23%
15 - 30 nights	10%	17%
31 or more nights	5%	25%

*Total INT = The average for total international visitors to Australia

Visitor experience rating and trip type



Positive trip sentiment
 (7+ out of 10)
97%
 Total INT: 97%

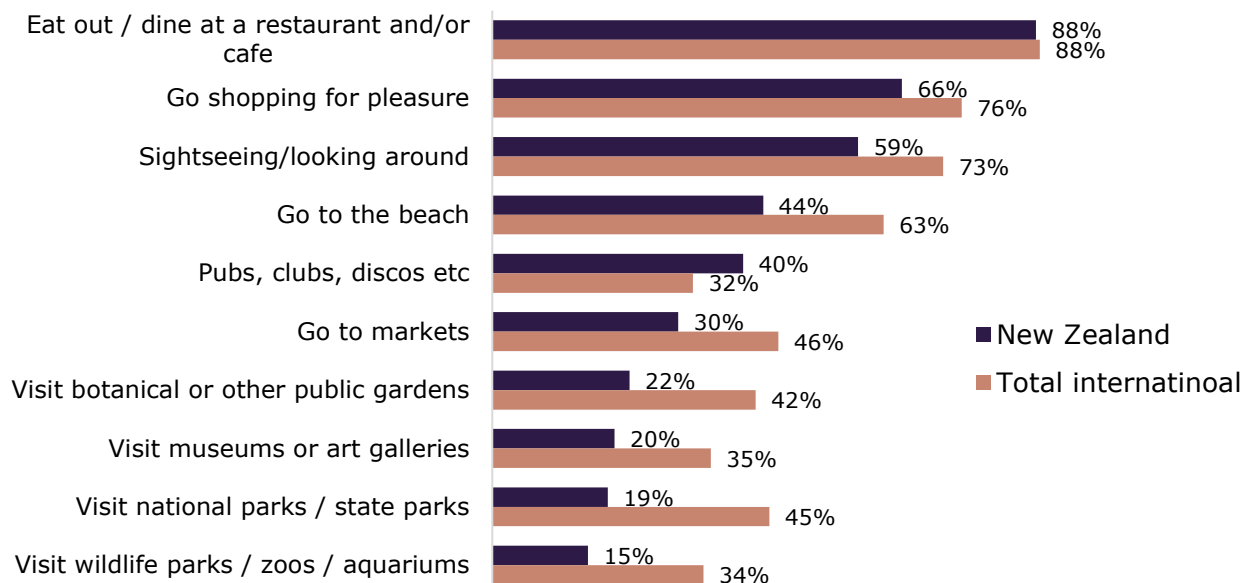


First trip to
 Australia
13%
 Total INT: 41%



Return trip to
 Australia
87%
 Total INT: 59%

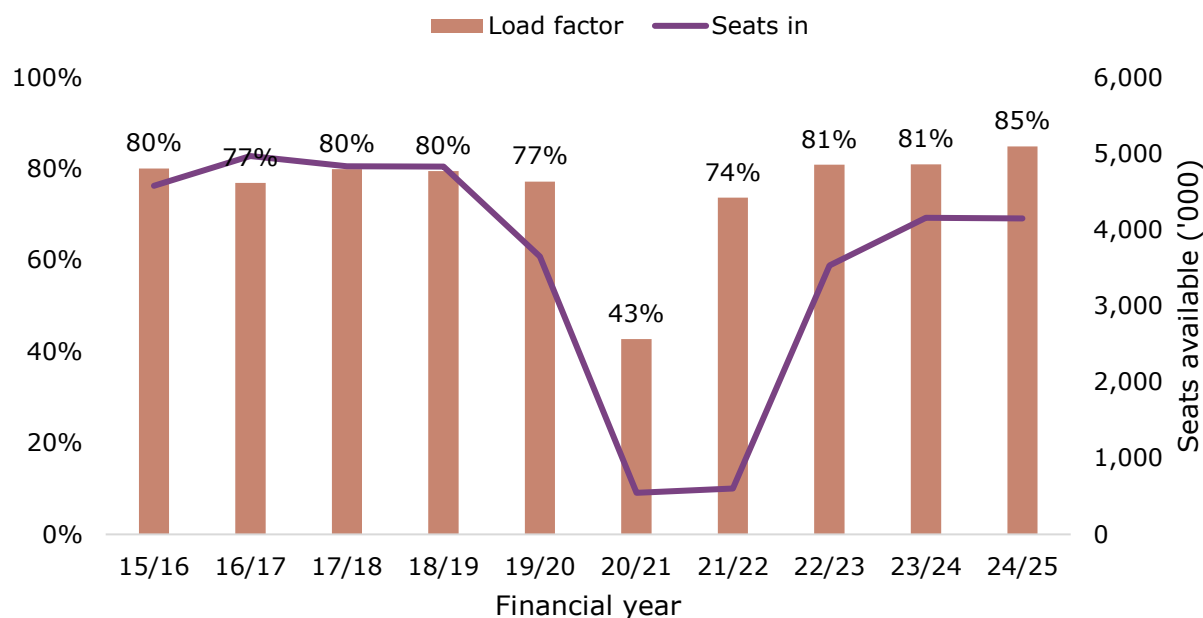
What visitors do





While seat capacity has remained steady, the load factor has seen a 4% increase over the last year. Over 1.4 million Australians visited New Zealand in 2025, an increase of 6% on the year prior.

Direct aviation capacity



Australian visitors to market



Australians' visiting
 New Zealand
1,451,690



New Zealand residents
 Coming into Australia
1,435,050



NET visitor
 balance
-16,640

Data sources

- Tourism Research Australia, International Visitor Survey (IVS)
- Australian Bureau of Statistics, Overseas Arrivals and Departures
- Tourism Research Australia, forecasts (arrivals to Australia forecasts)
- Bureau of Infrastructure and Transport Research Economics, Aviation Statistics

Data may not sum to 100% for all measures due to rounding and visitors can visit more than one location and/or experienced more than one activity. Updated March 2026.

Prepared by Tourism Research Australia, Australian Trade and Investment Commission (Austrade). Web: www.tra.gov.au. Enquiries welcome at: tourism.research@tra.gov.au