



# AVERAGE VISITOR INSIGHTS

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## Segment Insights Guides

Note this is the average visitor insights to allow for comparison with other segment insight guides

**EXPLORE BEHAVIOURS, MOTIVATIONS, AND TRENDS THAT DRIVE VISITORS TO TAKE PART IN EXPERIENCES WITHIN THE DISTRICT AND ACROSS NEW ZEALAND.**

**NOTE THIS DOCUMENT IS THE AVERAGE VISITOR INSIGHTS TO ALLOW FOR COMPARISON WITH OTHER SEGMENT INSIGHT GUIDES**

The Segment Insight Guides provide members with an understanding of how visitors engage with activities and experiences in Queenstown and Wānaka. They align with the RTOs' activity segment strategy, targeting high-intent audiences who share the region's values and seasonal interests, supporting sustainable year-round demand and local businesses.

Insights are drawn from reputable regional and national sources, such as the Queenstown Lakes Visitor Experience Survey and New Zealand International Visitor Survey. Variations may occur where data is limited, and some generalisations are based on survey findings.



# NEW ZEALAND INSIGHTS

## INTERNATIONAL VISITOR SURVEY INSIGHTS

The following insights are drawn from International Visitor Survey\* holiday respondents while visiting New Zealand.

### Participation



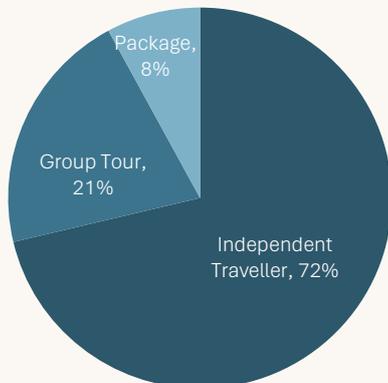
### Top countries of origin

- Australia
- USA
- China
- Singapore
- England

### Average length of stay



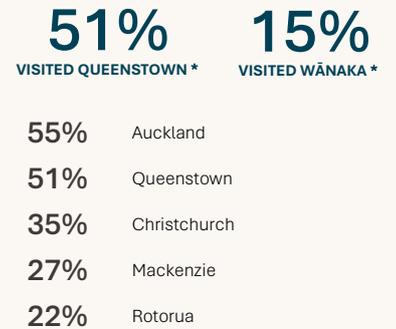
### Travel style



### Regions visited

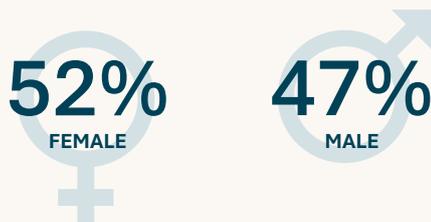


### Top regions visited



Share of respondents that stayed at least one night in respective regions. Not additive to 100% as visitors stay in different locations during their trip.

### Gender#



### Average spend per trip



Inclusive of all on the ground costs and international flights

\*The International Visitor Survey is designed for national use and has an unknown margin of error when segmented to regional or activity specific analysis. Users are advised to consider values as indicative and not rely on them for important decisions.  
# If the gender categories do not add to 100%, this reflects respondents who chose not to disclose their gender or who identify with another gender  
Source: International Visitor Survey data (year ended June 2025), accessed on 23 September 2025. Time period: 1 July 2024 – 30 June 2025. Sample size: 4420.



# QUEENSTOWN WĀNAKA INSIGHTS

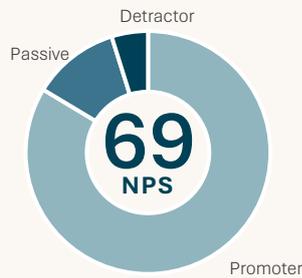
## VISITOR EXPERIENCE INSIGHTS

The following insights are drawn from Queenstown Wānaka Visitor Experience Survey\* respondents.

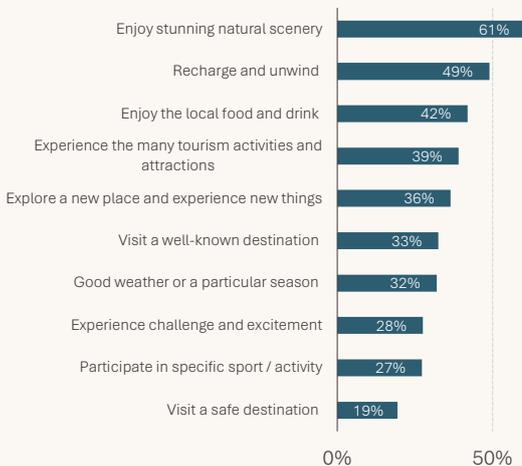
### Participation



### Net Promoter Score



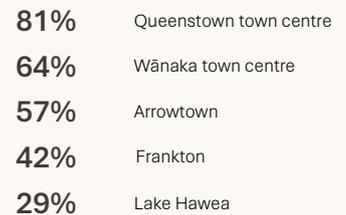
### Top motivations for visiting



### Locations visited



### Top locations visited



### Intention to return



45% of respondents intend to return in the next 12 months.

### Activities undertaken



### Segment activities undertaken



### Other activities undertaken



\* Visitor Experience category is "participated in ski, snow or ice activities" respondents  
Source: Queenstown Wānaka Visitor Experience Survey, Destination Queenstown and Lake Wānaka Tourism, conducted by Angus & Associates. Time period: 1 July 2023 – 30 June 2025. Sample size: 2355.

# ABOUT

## ABOUT THE RTOS

Destination Queenstown (DQ) and Lake Wānaka Tourism (LWT) are the Regional Tourism Organisations (RTOS) responsible for destination marketing, both domestically and internationally, and destination management, delivering selected initiatives from the Queenstown Lakes' destination management plan.

The RTOs' role is to market Queenstown and Wānaka as leading tourism destinations. This focuses on attracting high contributing visitors and supporting the delivery of the destination management plan to ensure we have a resilient and future focused industry, within a thriving community and environment. DQ and LWT communicate and connect with visitors to generate preference for our region and to create understanding of our place and our values. We help businesses to be resilient and prepared for the future through capability building and we engage with our community and show leadership in caring for our place.

The RTO strategy has evolved to support the goals of Travel to a Thriving Future, as well as continuing to support the visitor economy with values aligned marketing, product development and capability building in line with a regenerative tourism future.

## ABOUT THE SEGMENTS

The RTOs use a segment-led approach to connect with visitors who are drawn to the region's key activities and experiences and who share similar interests and values. Marketing efforts focus on influencing high-intent audiences, encouraging them to experience Queenstown and Wānaka responsibly, and attracting values-aligned, high-contributing visitors. This approach supports sustainable, year-round demand and benefits a broad range of local businesses.

The segment-led strategy is especially important in the New Zealand and Australian markets, where segments help position and strengthen the destination brands, driving sustainable demand and attracting the right visitors.

### SEGMENTS

- Adrenaline
- Biking
- Hiking / walking
- Skiing
- Golf
- Food and drink
- Arts, culture and heritage
- Stargazing