QUEENSTOWN AUGUST 2026 SNAPSHOT

MONTHLY CUMULATIVE VISITOR ESTIMATES (DAYS)

AUGUST 2026

780.2K
Total Visitor Days

3%
vs PY

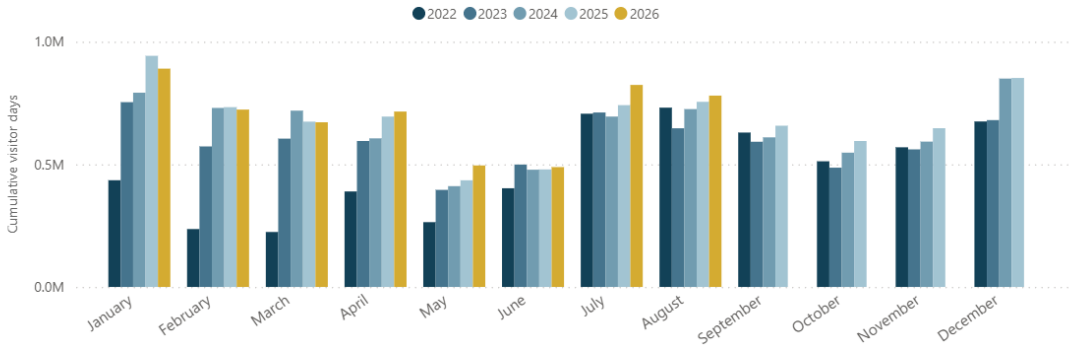
306.0K
Domestic

474.2K
International

0%
vs PY

5%
vs PY

CUMULATIVE VISITOR DAYS



Estimated cumulative visitor days counts by month based on cellphone "pings". Note: Visitor daily count estimates refers to peak daily visitor volumes (not unique visitors) within a given geography and time of day. Cumulative visitor days are the total number of daily visitors counted over a given period, usually a month. For example, a visitor in the region for three days is counted three times.
Source: MBIE Tourism Volumes and Flows. Further information.

COMMERCIAL ACCOMMODATION

AUGUST 2026

78%
Occupancy Rate

686.9K
Total Guest Nights

9%
vs PY

3.3
Length of Stay

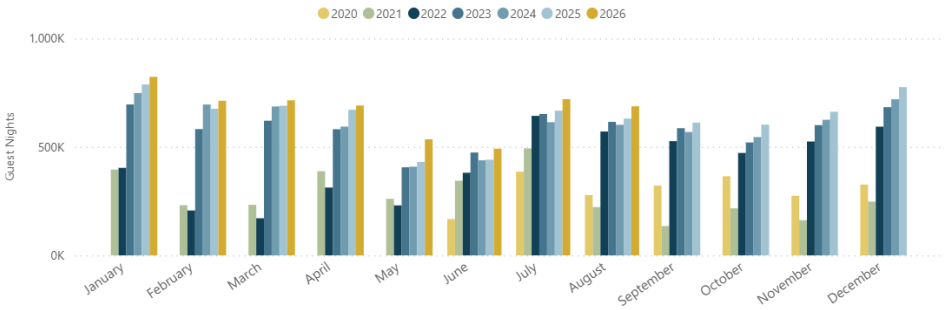
224.5K
Domestic

462.1K
International

-2%
vs PY

15%
vs PY

TOTAL GUEST NIGHTS



Data represents information gathered from the commercial properties who agreed to supply their information to the accommodation data programme, so its an estimation only.
Source: Accommodation Data Programme. Further information.

NON-COMMERCIAL ACCOMMODATION

AUGUST 2026

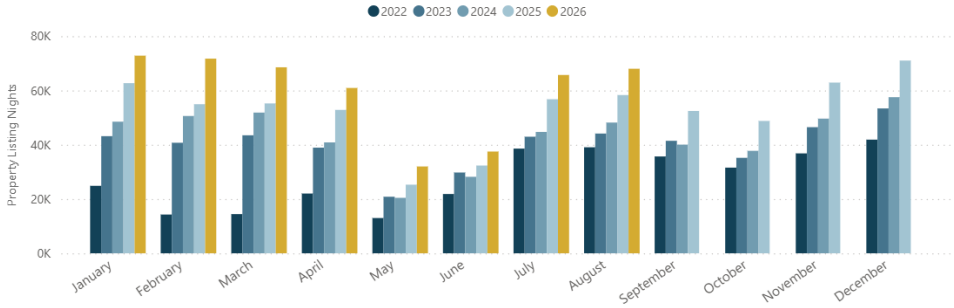
75%
Occupancy Rate

68.0K
Property Listing Nights

17%
vs PY

4.3
Length of Stay

TOTAL PROPERTY LISTING NIGHTS



The number of property listing nights (booked non-commercial properties).Note: Listing nights represents the number of properties booked, not the number of rooms, beds or guest nights. Non-commercial is also known as short term rental or alternative rental booked on platforms like AirBNB or Vrbo.
Source: AirDNA. Further information.

Wānaka | Queenstown NEW ZEALAND

QUEENSTOWN AUGUST 2026 SNAPSHOT

QUEENSTOWN AIRPORT PASSENGER ARRIVALS

AUGUST 2026

134.5K
Total Passenger Arrivals

7%
vs PY

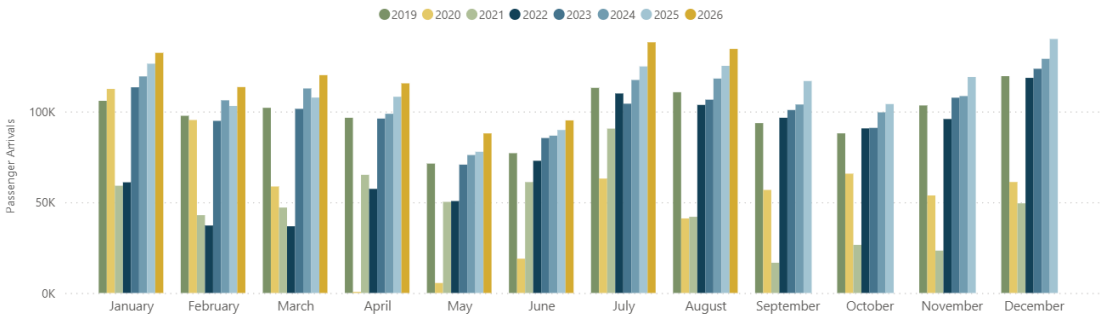
72.3K
Domestic

0%
vs PY

62.2K
International

18%
vs PY

MONTHLY PASSENGER ARRIVALS



The number of passengers that arrived through Queenstown Airport
Source: Queenstown Airport Passenger History. Further information.

INTERNATIONAL VISITOR ARRIVALS QUEENSTOWN ARRIVAL PORT*

* International visitor arrival data is usually released a month after the other datasets in this resource, so the most recent available figures have been included.

JULY 2026

58.9K
Total ZQN Arrivals

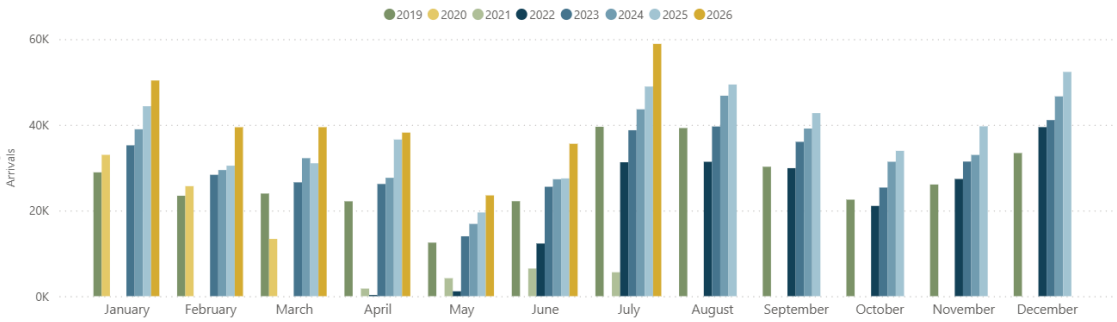
20%
vs PY

LAST 12 MONTHS

503.4K
Total ZQN Arrivals

16%
vs PY

MONTHLY INTERNATIONAL VISITOR ARRIVALS



International visitor arrivals through the Queenstown border crossing / arrival port.
Source: StatsNZ International Visitor Arrivals - visitor arrivals by country of residence, purpose and NZ port (monthly). Further information.

INTERNATIONAL VISITOR ARRIVALS TOTAL NEW ZEALAND*

* International visitor arrival data is usually released a month after the other datasets in this resource, so the most recent available figures have been included.

JULY 2026

256.6K
Total NZ Arrivals

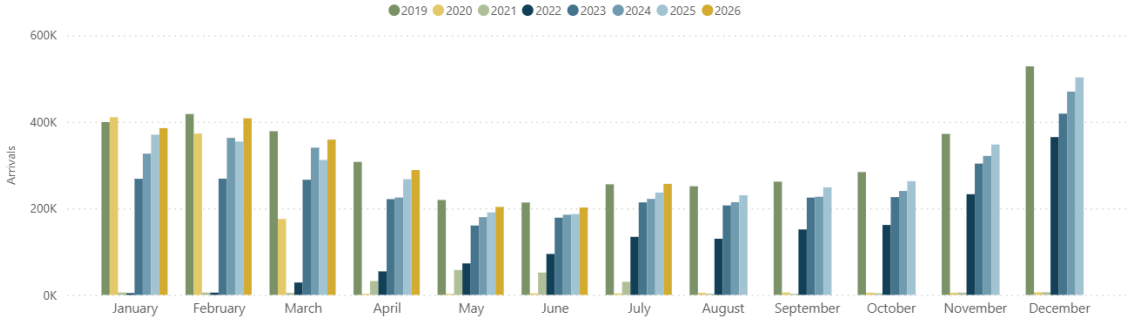
8%
vs PY

LAST 12 MONTHS

3.7M
Total NZ Arrivals

9%
vs PY

MONTHLY INTERNATIONAL VISITOR ARRIVALS



International visitor arrivals through any arrival port into New Zealand (total New Zealand)
Source: StatsNZ International Visitor Arrivals - visitor arrivals by country of residence, purpose and NZ port (monthly). Further information.

Wānaka | Queenstown NEW ZEALAND

QUEENSTOWN AUGUST 2026 SNAPSHOT

ESTIMATED VISITOR ELECTRONIC CARD EXPENDITURE

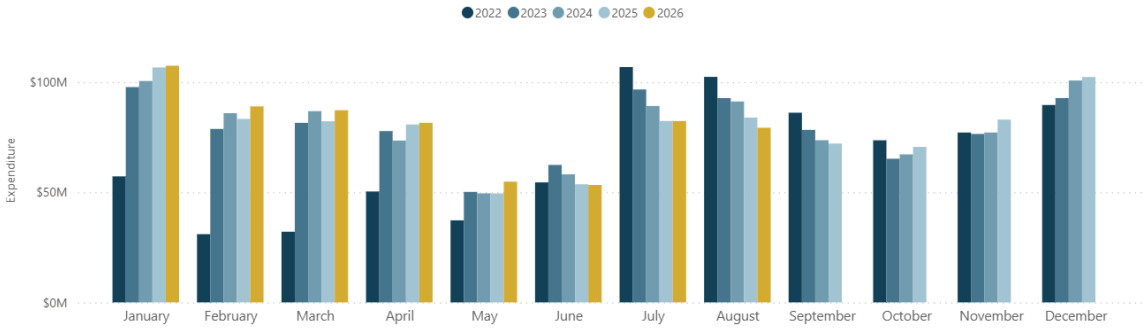
AUGUST 2026

$79.3M
Total

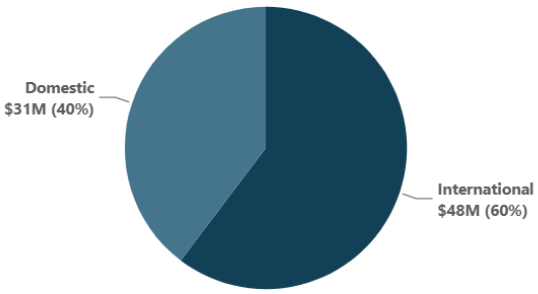
-6%
vs PY

Domestic	International
$31.5M	$47.8M
-12% vs PY	-1% vs PY

ESTIMATED VISITOR ELECTRONIC CARD EXPENDITURE



BY REGION / COUNTRY OF ORIGIN



Origin	Spend	vs PY
Auckland	$10,430,997	-9%
Rest of Otago	$5,693,720	-5%
Canterbury	$4,552,888	-16%
Wellington	$2,269,348	-33%
Southland	$2,079,886	-20%
Waikato	$1,541,189	-13%
Bay of Plenty	$1,499,958	-5%
Northland	$653,794	-5%
Marlborough	$649,786	299%
Hawke's Bay	$463,077	-22%
Manawatu-Whanganui	$450,098	-27%
Tasman	$319,286	-14%
Nelson	$317,810	-7%
Taranaki	$296,193	-22%
West Coast	$132,830	65%
Gisborne	$109,743	-25%
Total	**$31,460,606**	**-12%**

Origin	Spend	vs PY
United States of America	$13,843,391	13%
Australia	$12,966,842	-18%
Rest of International	$5,415,605	81%
Rest of Asia	$4,643,187	-14%
Rest of Europe	$3,042,287	13%
United Kingdom	$2,236,779	-23%
China	$2,158,223	-18%
Africa and Middle East	$1,257,821	6%
Rest of Americas	$869,631	6%
Japan	$785,241	-13%
Canada	$254,137	-24%
Korea	$173,430	-25%
Germany	$92,825	6%
Rest of Oceania	$82,742	15%
Total	**$47,822,142**	**-1%**

Source Marketview Council Tool. Visitor related electronic card expenditure in the district over time. Note: MarketView expenditure is in person electronic card spend related to tourism expenditure from out of region visitors. Does not account for internet or cash transactions. Figures are not inflation adjusted.