WĀNAKA
AUGUST 2026 SNAPSHOT

MONTHLY CUMULATIVE VISITOR ESTIMATES (DAYS)

AUGUST 2026

354.0K
Total Visitor Days

3%
vs PY

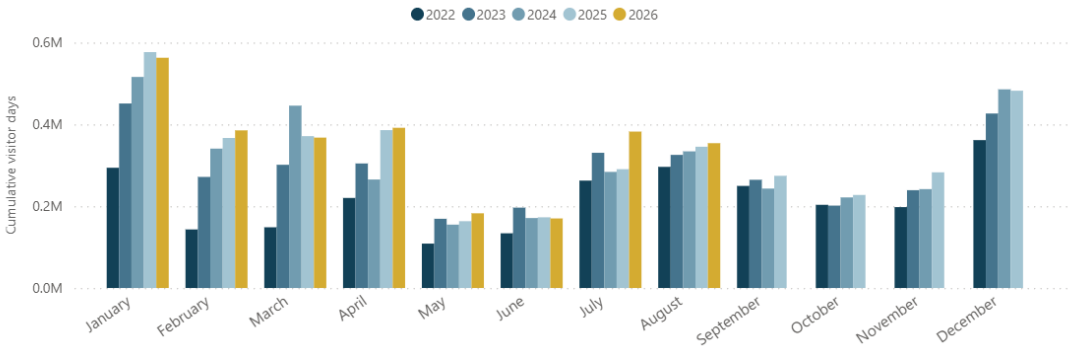
169.0K
Domestic

-11%
vs PY

185.0K
International

18%
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

52%
Occupancy Rate

2.4
Length of Stay

129.3K
Total Guest Nights

13%
vs PY

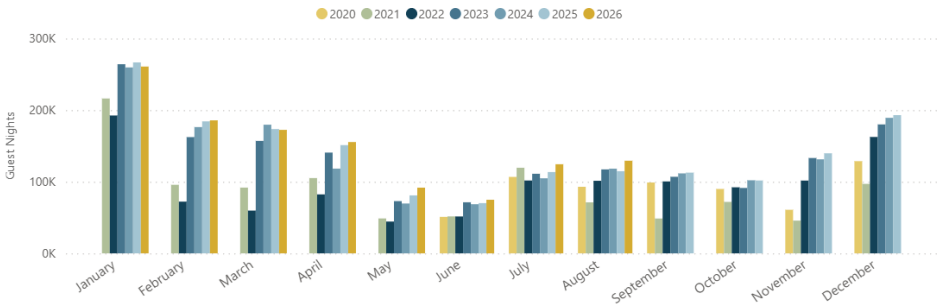
67.7K
Domestic

3%
vs PY

61.5K
International

26%
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

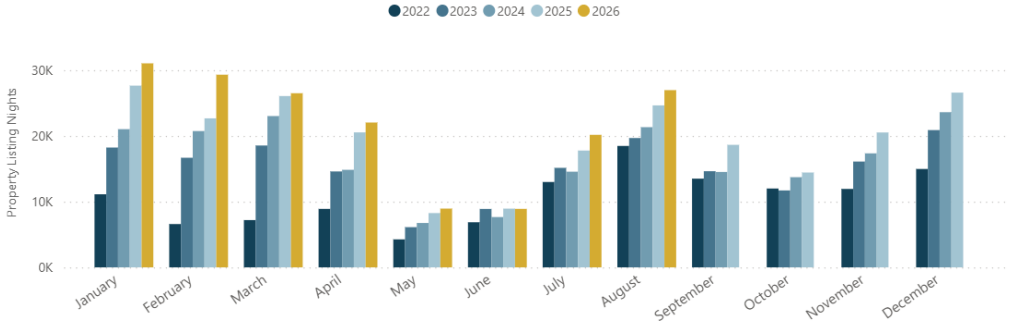
74%
Occupancy Rate

4.5
Length of Stay

27.0K
Property Listing Nights

9%
vs PY

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

WĀNAKA
AUGUST 2026 SNAPSHOT

QUEENSTOWN AIRPORT PASSENGER ARRIVALS

AUGUST 2026

134.5K
Total Passenger Arrivals

7%
vs PY

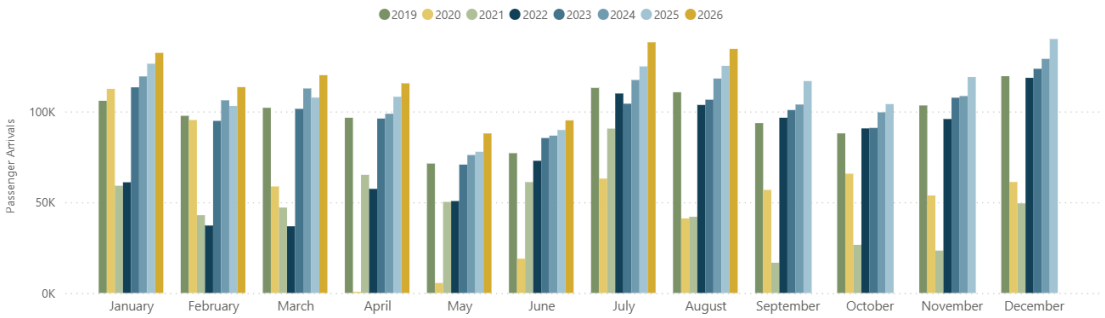
72.3K
Domestic

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

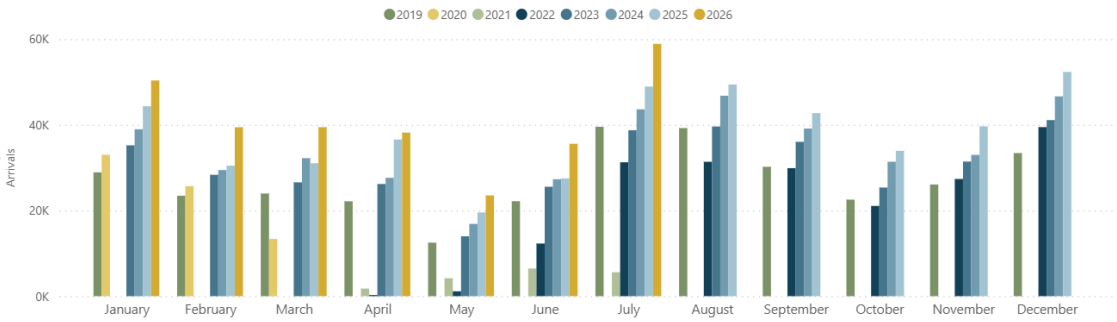
20%
vs PY

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

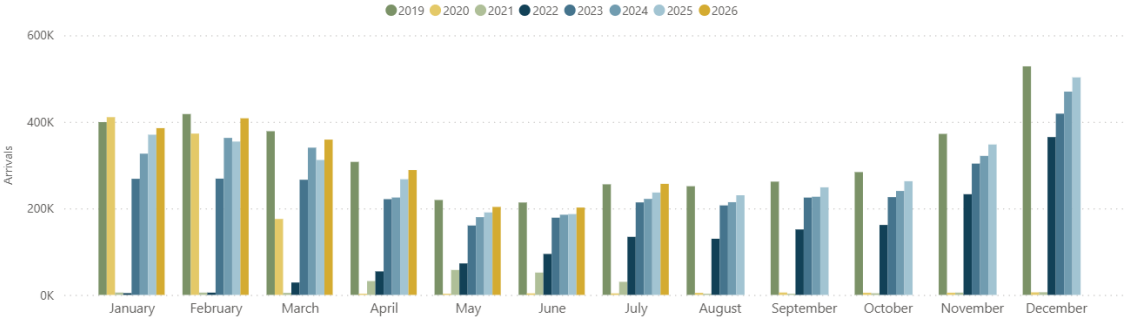
8%
vs PY

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

WĀNAKA
AUGUST 2026 SNAPSHOT

ESTIMATED VISITOR ELECTRONIC CARD EXPENDITURE

AUGUST 2026

$34.6M
Total

2%
vs PY

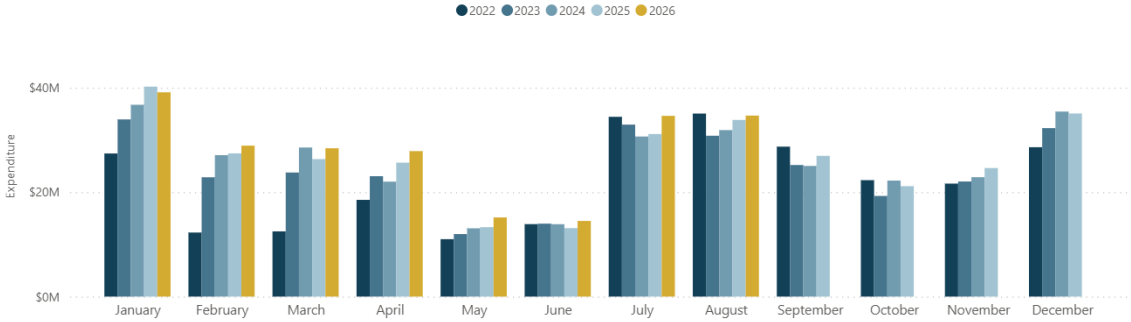
$16.3M
Domestic

-6%
vs PY

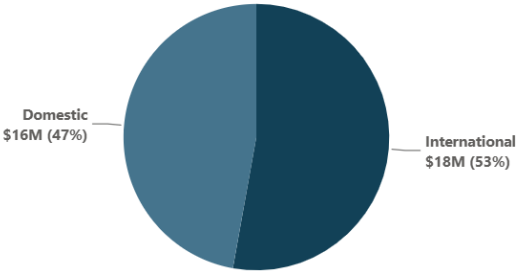
$18.3M
International

11%
vs PY

ESTIMATED VISITOR ELECTRONIC CARD EXPENDITURE



BY REGION / COUNTRY OF ORIGIN



Origin	Spend	vs PY
Auckland	$4,957,104	-3%
Rest of Otago	$2,973,916	-8%
Canterbury	$2,467,103	-15%
Wellington	$1,630,414	-4%
Waikato	$1,036,596	-0%
Bay of Plenty	$847,566	-12%
Hawke's Bay	$467,533	30%
Southland	$411,328	-3%
Taranaki	$318,505	52%
Northland	$289,298	-19%
Manawatu-Whanganui	$221,646	-27%
Tasman	$185,673	-24%
Nelson	$181,117	7%
Marlborough	$157,171	2%
West Coast	$106,650	5%
Gisborne	$91,219	-30%
Total	**$16,342,840**	**-6%**

Origin	Spend	vs PY
United States of America	$5,515,284	24%
Australia	$4,589,217	-13%
Rest of International	$2,026,952	87%
Rest of Asia	$1,527,928	-5%
United Kingdom	$1,194,785	18%
Rest of Europe	$1,120,436	25%
China	$861,797	2%
Africa and Middle East	$462,736	54%
Japan	$372,300	-8%
Rest of Americas	$331,038	30%
Canada	$185,074	-13%
Korea	$76,791	12%
Germany	$36,441	-4%
Rest of Oceania	$5,964	41%
Total	**$18,306,744**	**11%**

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.

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