

QUEENSTOWN DECEMBER SNAPSHOT

CUMULATIVE VISITOR ESTIMATES

DECEMBER 2025

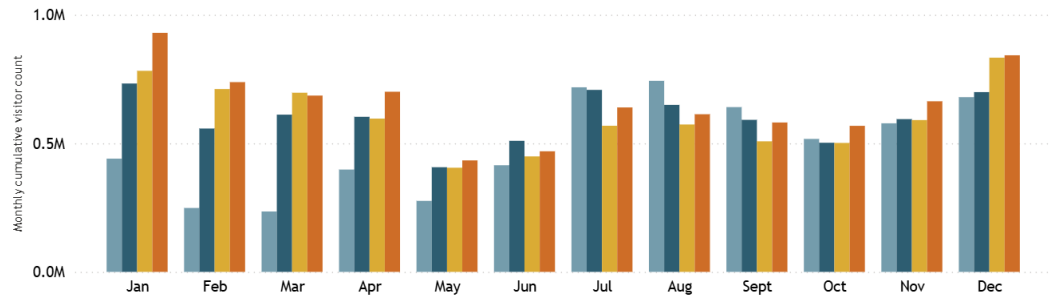
MONTHLY CUMULATIVE VISITOR ESTIMATES

842.5K

Total visitor days
+1.1%
vs prior year

357.7K Domestic
-2.0%

484.8K International
+3.6%



Cumulative daily peak visitor estimated counts by month based on cellphone "pings". Visitor daily count estimates refer to peak daily visitor volumes (not unique visitors) for a specific market within a given geography and time of day. Cumulative visitor estimates 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: Vistr Visitor Volume Estimates. [Further information.](#)

COMMERCIAL ACCOMMODATION

DECEMBER 2025

MONTHLY CUMULATIVE VISITOR ESTIMATES

84%
Occupancy rate

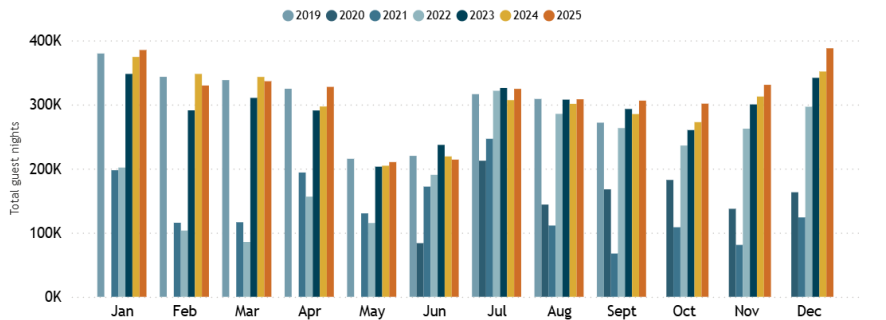
387.7K

Total guest nights
+10.3%
vs prior year

2.6
Average length of stay

265.0K International
+14.8%

122.7K Domestic
+1.8%



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

DECEMBER 2025

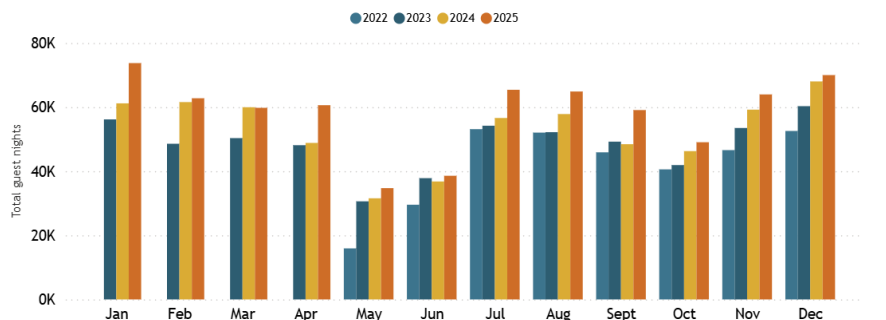
MONTHLY CUMULATIVE VISITOR ESTIMATES

77%
Occupancy rate

70.0K

Total property listing nights
+2.9%
vs prior year

3.6
Average length of stay



A property represents a listed property on a non-commercial rental website like Airbnb, it doesn't represent the number of stay units, beds or guest nights. Non-commercial is also known as short term rental or alternative rental.

Source: AirDNA. [Further information.](#)

QUEENSTOWN DECEMBER SNAPSHOT

VISITOR CREDIT CARD EXPENDITURE

DECEMBER 2025

MONTHLY VISITOR CREDIT CARD EXPENDITURE

\$99.9M

Total credit card expenditure

+2.5%

vs prior year



\$36M

Domestic

-4.4%

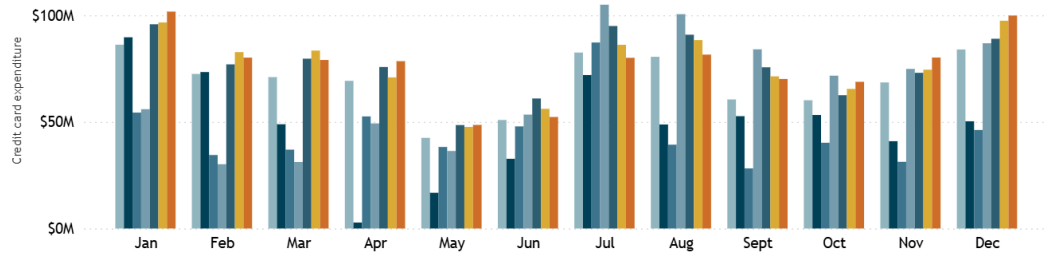


\$63M

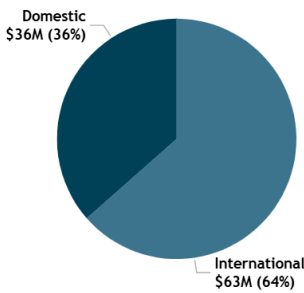
International

+7.0%

2019 2020 2021 2022 2023 2024 2025



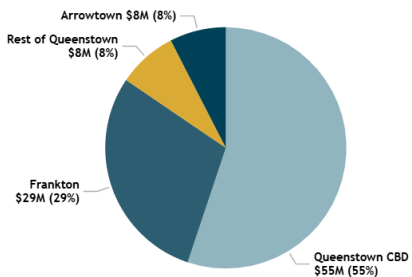
BY REGION / COUNTRY OF ORIGIN



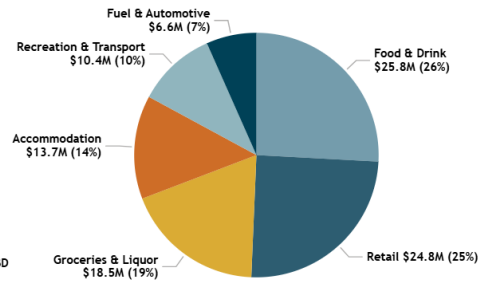
Domestic	Share	Expenditure	vs PY
Auckland	27%	\$9.7M	-4%
Rest of Otago	22%	\$7.9M	-3%
Canterbury	19%	\$7.0M	7%
Southland	11%	\$3.9M	-7%
Wellington	7%	\$2.7M	-9%
Other Domestic	6%	\$2.3M	-16%
Waikato	3%	\$1.2M	-23%
Bay of Plenty	3%	\$1.2M	-10%
Northland	1%	\$0.5M	2%
Total	100%	\$36.4M	-4%

International	Share	Expenditure	vs PY
USA	37%	\$23.5M	15%
Australia	17%	\$10.5M	-11%
Other International	11%	\$6.7M	44%
Rest of Asia	10%	\$6.6M	-4%
Rest of Europe	8%	\$5.0M	7%
United Kingdom	8%	\$4.9M	-5%
China	4%	\$2.7M	39%
Canada	2%	\$1.0M	-2%
Japan	1%	\$0.9M	12%
Germany	1%	\$0.8M	-23%
Korea	1%	\$0.7M	-4%
Total	100%	\$63.4M	7%

BY SUBREGION



BY INDUSTRY TYPE



Industry Group	Share	Expenditure	vs PY
Food & Drink	26%	\$25.8M	1%
Retail	25%	\$24.8M	-0%
Groceries & Liquor	19%	\$18.5M	6%
Accommodation	14%	\$13.7M	7%
Recreation & Transport	10%	\$10.4M	-3%
Fuel & Automotive	7%	\$6.6M	12%
Total	100%	\$99.9M	3%

Note: Visitor expenditure refers to money spent on tourism-related activities. DQ LWT use Marketview visitor spend figures as our expenditure measure. Marketview visitor expenditure reflects in-person card transactions only, so it excludes cash, online, and app-based payments. It is not adjusted for inflation, and it captures electronic card transactions processed through Queenstown and Wānaka terminals only. As booking and payment channels continue to shift, this dataset is becoming less representative of total visitor spend. DQ and LWT continue to advocate for the reinstatement of a dataset that provides a more complete view of visitor expenditure. Source: Worldline/Marketview Tourism Data. [Further information.](#)

QUEENSTOWN DECEMBER SNAPSHOT

QUEENSTOWN AIRPORT PASSENGER ARRIVALS

DECEMBER 2025

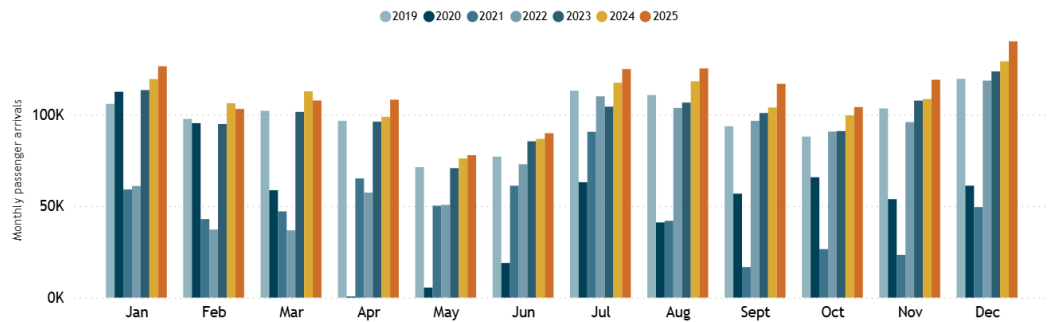
MONTHLY PASSENGER ARRIVALS

139.9K

Total passenger arrivals
+8.5%
vs prior year

83.8K Domestic
+6.0%

56.2K International
+12.4%



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.

NOVEMBER 2025

MONTHLY INTERNATIONAL VISITOR ARRIVALS

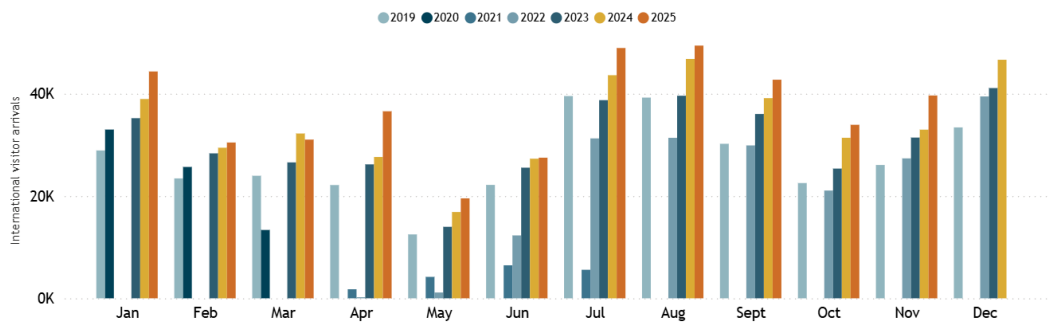
39.6K

International visitor arrivals
+20.3%
vs prior year

LAST 12 MONTHS

450.7K

International visitor arrivals
+10.6%
vs prior year



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.

NOVEMBER 2025

MONTHLY INTERNATIONAL VISITOR ARRIVALS

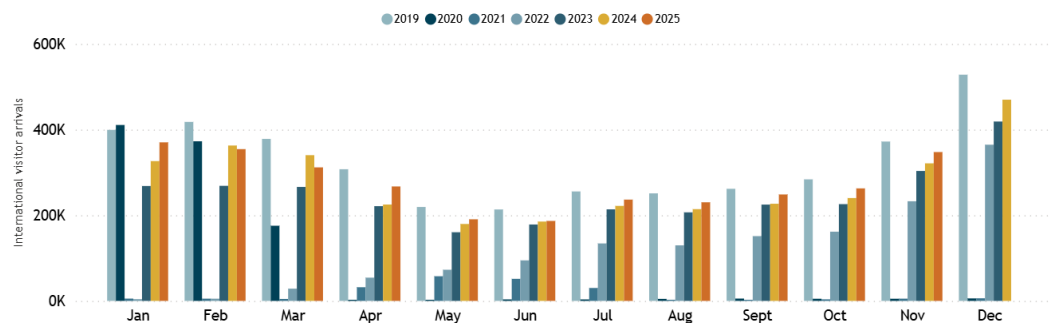
347.6K

International visitor arrivals
+8.2%
vs prior year

LAST 12 MONTHS

3.5M

International visitor arrivals
+6.6%
vs prior year

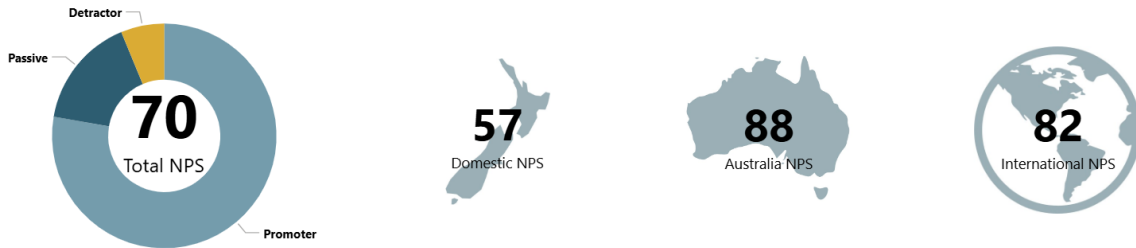


International visitor arrivals through any arrival port into New Zealand (total New Zealand)
Source: StatsNZ International Visitor Arrivals - visitor arrivals by country of residence, purpose and NZ port (monthly), [Further information](#).

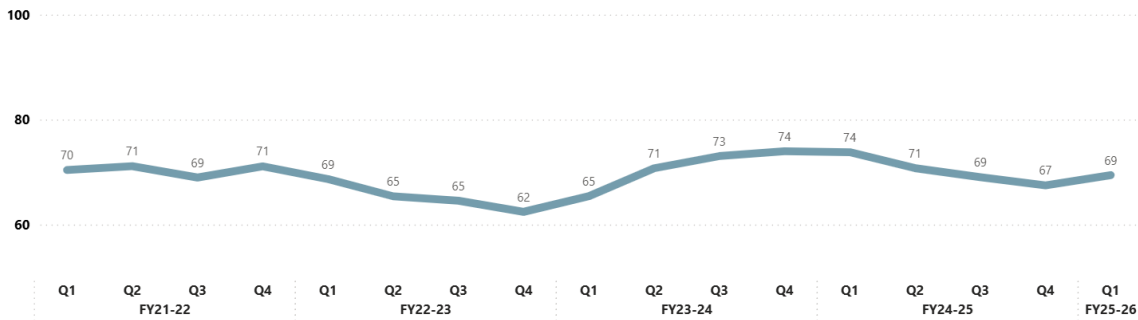
QUEENSTOWN DECEMBER SNAPSHOT

VISITOR EXPERIENCE

NET PROMOTER SCORE - LAST 12 MONTHS



NET PROMOTER SCORE OVER TIME (ROLLING 12 MONTH AVERAGE)



Research programme commissioned by DQ and LWT and facilitated by Angus & Associates, providing insights into how visitors think, feel and act. [Further information.](#)
Source: Queenstown Lakes Visitor Experience Survey, Destination Queenstown and Lake Wānaka Tourism, conducted by Angus & Associates. Base: Queenstown Visitors YE Dec 2025 – total sample (n=512)