

QUEENSTOWN FEBRUARY SNAPSHOT

CUMULATIVE VISITOR ESTIMATES

FEBRUARY 2026

MONTHLY CUMULATIVE VISITOR ESTIMATES

721.4K

Total visitor days
-2.0%
vs prior year



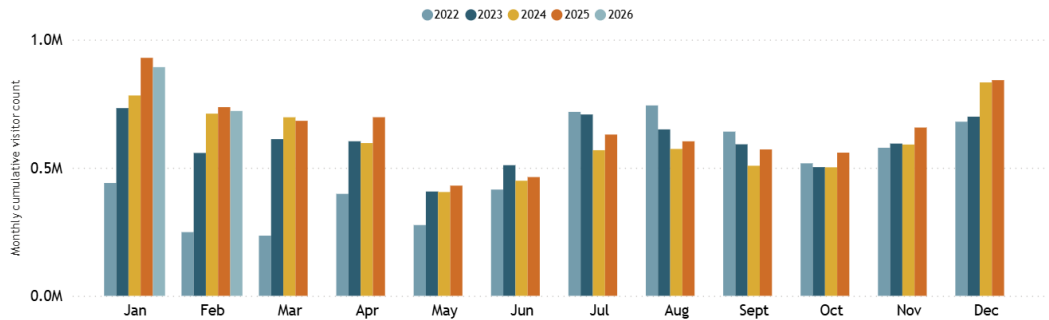
307.3K

Domestic
-0.2%



414.1K

International
-3.4%



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

FEBRUARY 2026

MONTHLY CUMULATIVE VISITOR ESTIMATES



93%

Occupancy rate

356.2K

Total guest nights
+8.1%
vs prior year



2.5

Average length of stay



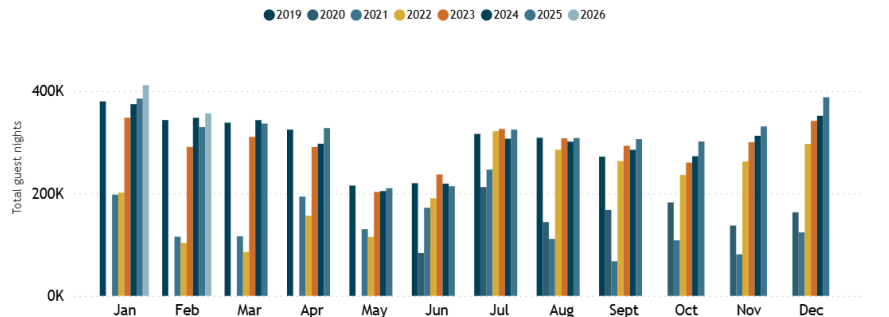
228.7K

International
+6.0%



127.5K

Domestic
+12.0%



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

FEBRUARY 2026

MONTHLY CUMULATIVE VISITOR ESTIMATES



85%

Occupancy rate

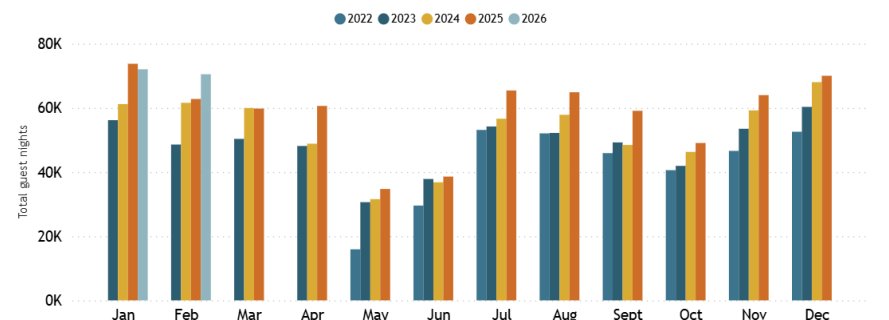
70.5K

Total property listing nights
+12.3%
vs prior year



3.3

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.](#)



Wanaka

Queenstown
NEW ZEALAND

QUEENSTOWN FEBRUARY SNAPSHOT

VISITOR CREDIT CARD EXPENDITURE

FEBRUARY 2026

MONTHLY VISITOR CREDIT CARD EXPENDITURE

\$86.4M

Total credit card expenditure

+7.8%

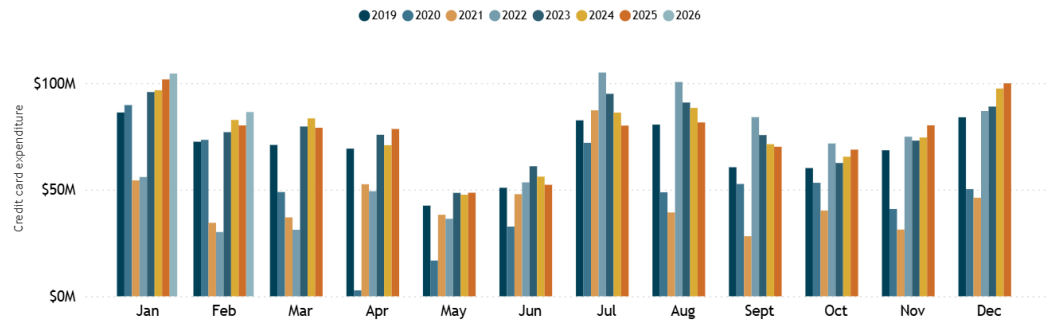
vs prior year

\$28M

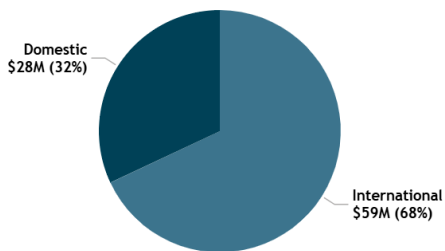
Domestic
-1.3%

\$59M

International
+12.7%



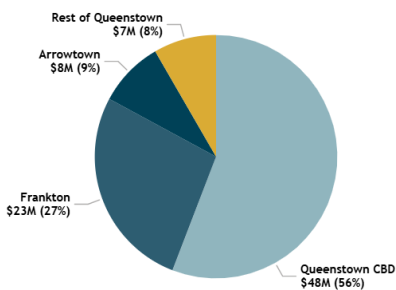
BY REGION / COUNTRY OF ORIGIN



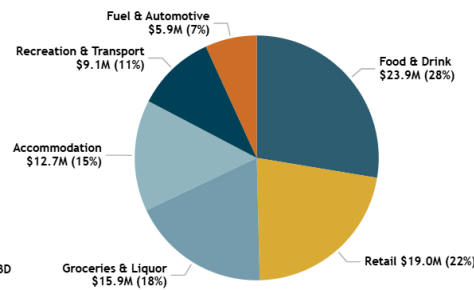
Domestic	Expenditure	Share	vs PY
Auckland	\$7.2M	26%	1%
Rest of Otago	\$5.9M	21%	5%
Canterbury	\$5.2M	19%	3%
Southland	\$2.4M	9%	-11%
Other Domestic	\$2.0M	7%	-8%
Wellington	\$1.9M	7%	-20%
Waikato	\$1.5M	5%	20%
Bay of Plenty	\$1.1M	4%	-11%
Northland	\$0.4M	2%	-2%
Total	\$27.6M	100%	-1%

International	Expenditure	Share	vs PY
USA	\$21.6M	37%	11%
Australia	\$7.6M	13%	-15%
China	\$5.6M	9%	104%
United Kingdom	\$5.4M	9%	-1%
Other International	\$5.4M	9%	47%
Rest of Europe	\$5.1M	9%	14%
Rest of Asia	\$4.4M	7%	26%
Canada	\$1.5M	2%	2%
Germany	\$0.9M	2%	-23%
Korea	\$0.7M	1%	9%
Japan	\$0.7M	1%	3%
Total	\$58.8M	100%	13%

BY SUBREGION



BY INDUSTRY TYPE



Industry Group	Share	Expenditure	vs PY
Food & Drink	28%	\$23.9M	4%
Retail	22%	\$19.0M	8%
Groceries & Liquor	18%	\$15.9M	14%
Accommodation	15%	\$12.7M	27%
Recreation & Transport	11%	\$9.1M	-10%
Fuel & Automotive	7%	\$5.9M	6%
Total	100%	\$86.4M	8%

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 FEBRUARY SNAPSHOT

QUEENSTOWN AIRPORT PASSENGER ARRIVALS

FEBRUARY 2026

MONTHLY PASSENGER ARRIVALS

113.4K

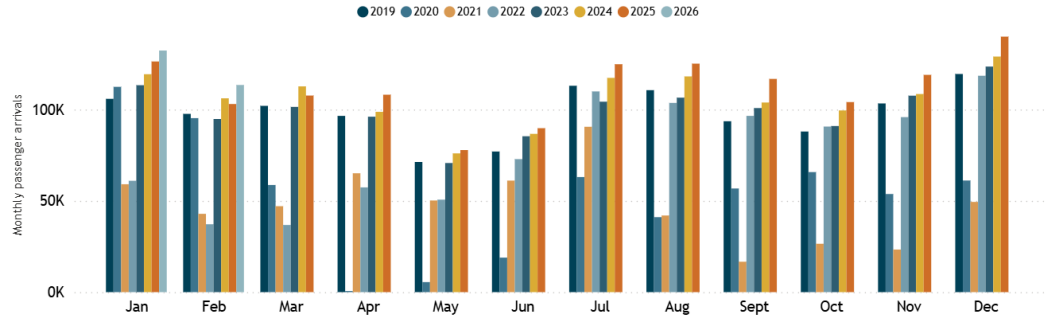
Total passenger arrivals
+10.1%
vs prior year



71.6K
Domestic
+2.3%



41.8K
International
+26.7%



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.

JANUARY 2026

MONTHLY INTERNATIONAL VISITOR ARRIVALS

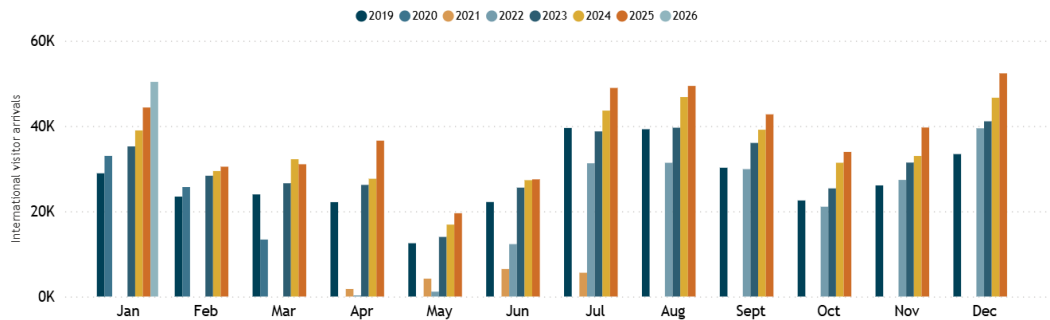
50.3K

International visitor arrivals
+13.5%
vs prior year

LAST 12 MONTHS

462.4K

International visitor arrivals
+10.5%
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.

JANUARY 2026

MONTHLY INTERNATIONAL VISITOR ARRIVALS

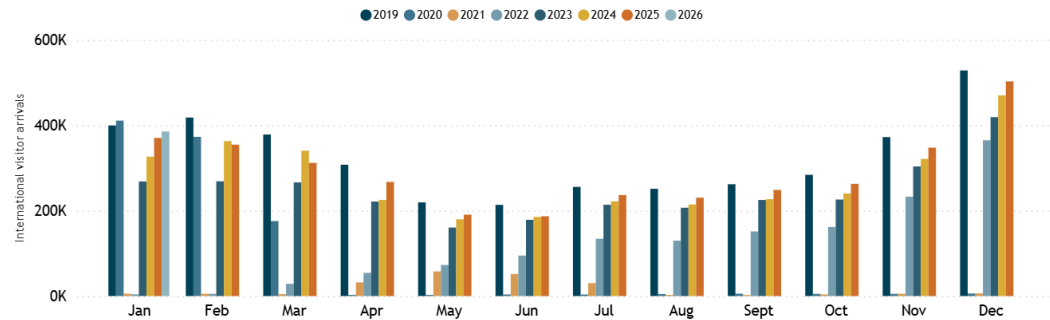
385.4K

International visitor arrivals
+4.1%
vs prior year

LAST 12 MONTHS

3.5M

International visitor arrivals
+5.0%
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](#).