

QUEENSTOWN JANUARY SNAPSHOT

CUMULATIVE VISITOR ESTIMATES

JANUARY 2026

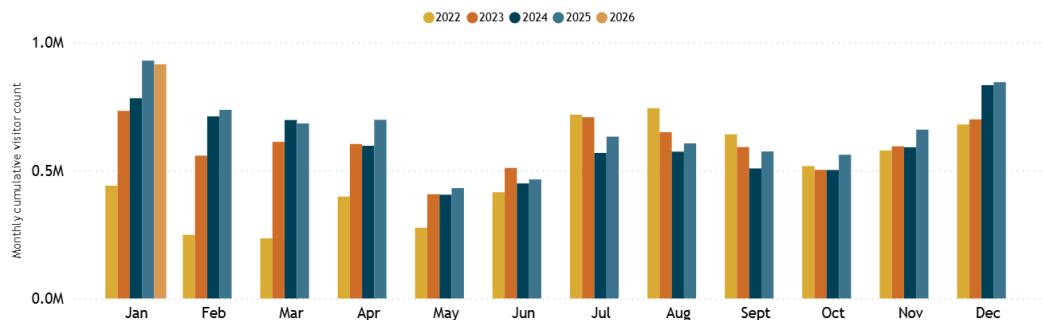
MONTHLY CUMULATIVE VISITOR ESTIMATES

914.6K

Total visitor days
-1.5%
vs prior year

390.1K Domestic
-6.4%

524.5K International
+2.4%



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

MONTHLY CUMULATIVE VISITOR ESTIMATES

90%
Occupancy rate

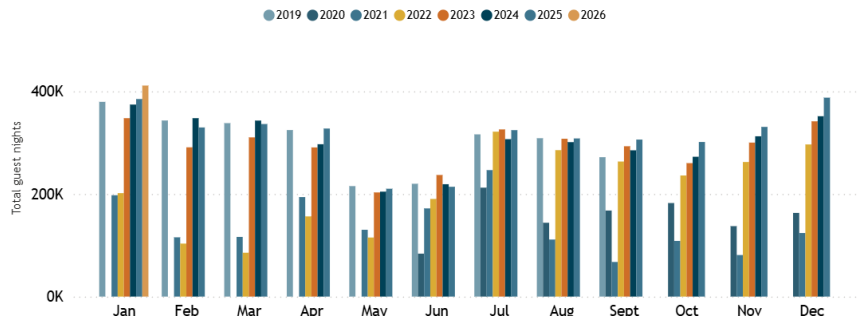
411.3K

Total guest nights
+6.8%
vs prior year

2.7
Average length of stay

268.9K International
+4.1%

142.4K Domestic
+12.3%



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

JANUARY 2026

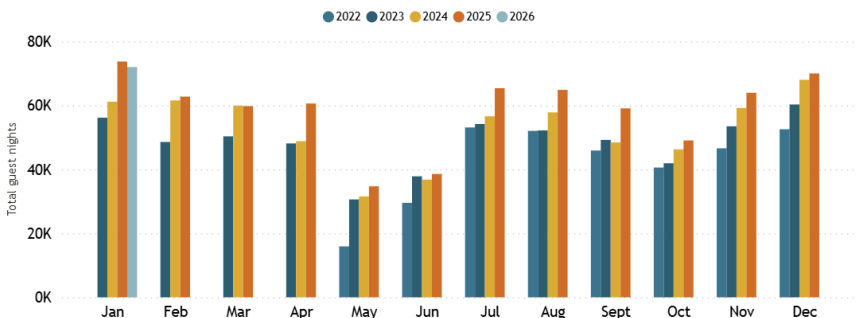
MONTHLY CUMULATIVE VISITOR ESTIMATES

75%
Occupancy rate

72.0K

Total property listing nights
-2.3%
vs prior year

3.6
Average length of stay



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

QUEENSTOWN JANUARY SNAPSHOT

VISITOR CREDIT CARD EXPENDITURE

JANUARY 2026

MONTHLY VISITOR CREDIT CARD EXPENDITURE

\$104.4M

Total credit card expenditure

+2.7%

vs prior year



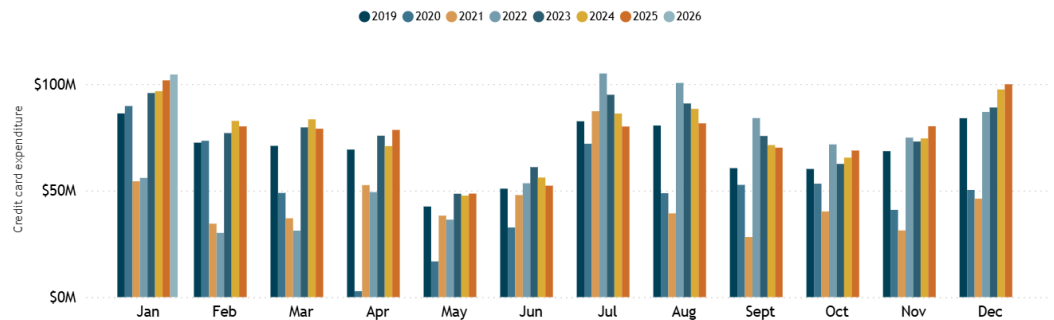
\$38M

Domestic
-2.3%

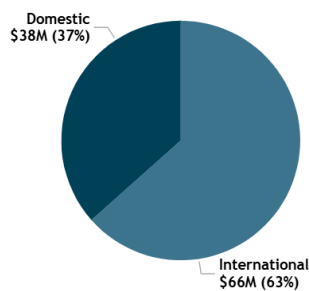


\$66M

International
+5.8%



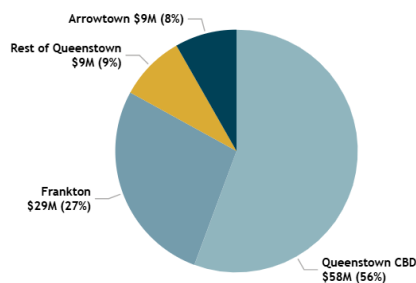
BY REGION / COUNTRY OF ORIGIN



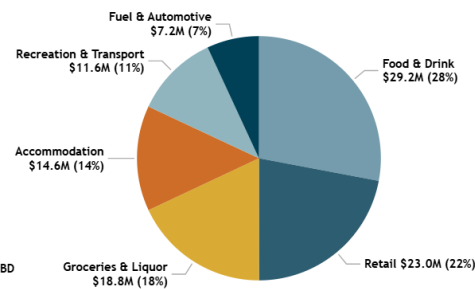
Domestic	Expenditure	Share	vs PY
Auckland	\$9.9M	26%	-6%
Rest of Otago	\$7.7M	20%	6%
Canterbury	\$7.1M	19%	-7%
Southland	\$4.3M	11%	5%
Wellington	\$2.8M	7%	-21%
Other Domestic	\$2.4M	6%	-3%
Bay of Plenty	\$1.5M	4%	21%
Waikato	\$1.5M	4%	-11%
Northland	\$1.0M	3%	88%
Total	\$38.2M	100%	-2%

International	Expenditure	Share	vs PY
USA	\$24.3M	37%	12%
Australia	\$12.3M	19%	-10%
Other International	\$7.4M	11%	50%
United Kingdom	\$6.3M	9%	4%
Rest of Europe	\$5.8M	9%	16%
Rest of Asia	\$4.6M	7%	-2%
China	\$1.9M	3%	-33%
Canada	\$1.2M	2%	-0%
Germany	\$1.0M	2%	-13%
Japan	\$0.8M	1%	11%
Korea	\$0.8M	1%	-5%
Total	\$66.3M	100%	6%

BY SUBREGION



BY INDUSTRY TYPE



Industry Group	Share	Expenditure	vs PY
Food & Drink	28%	\$29.2M	1%
Retail	22%	\$23.0M	3%
Groceries & Liquor	18%	\$18.8M	7%
Accommodation	14%	\$14.6M	3%
Recreation & Transport	11%	\$11.6M	-3%
Fuel & Automotive	7%	\$7.2M	10%
Total	100%	\$104.4M	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 JANUARY SNAPSHOT

QUEENSTOWN AIRPORT PASSENGER ARRIVALS

JANUARY 2026

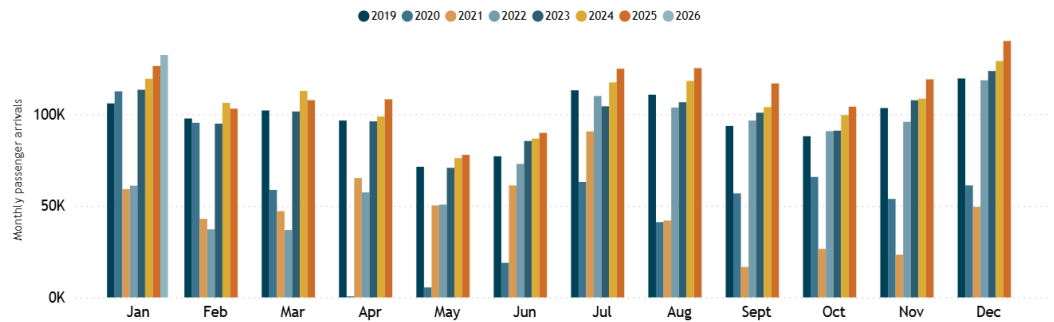
MONTHLY PASSENGER ARRIVALS

132.3K

Total passenger arrivals
+4.7%
vs prior year

77.2K Domestic
+0.6%

55.1K International
+11.2%



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.

DECEMBER 2025

MONTHLY INTERNATIONAL VISITOR ARRIVALS

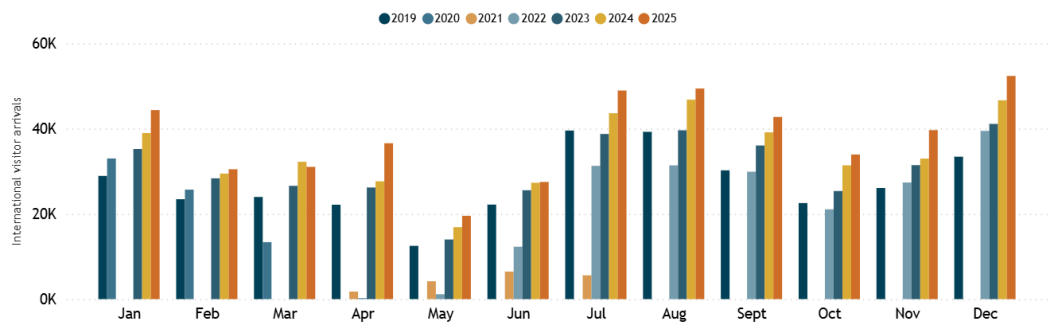
52.3K

International visitor arrivals
+12.3%
vs prior year

LAST 12 MONTHS

456.4K

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.

DECEMBER 2025

MONTHLY INTERNATIONAL VISITOR ARRIVALS

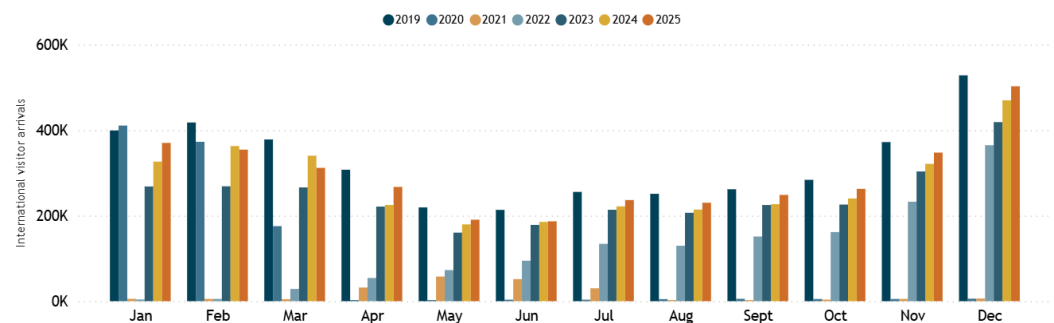
502.6K

International visitor arrivals
+7.0%
vs prior year

LAST 12 MONTHS

3.5M

International visitor arrivals
+5.9%
vs prior year

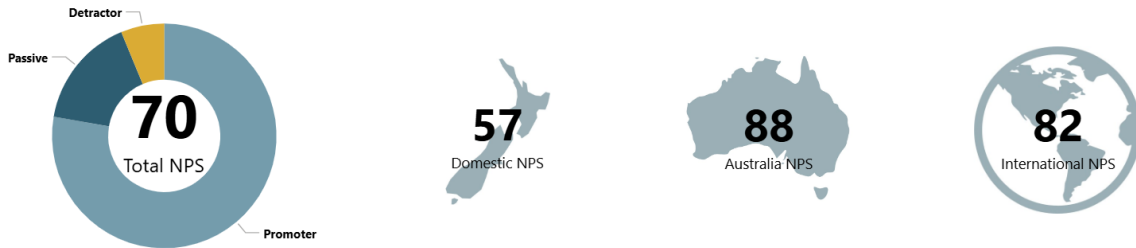


International visitor arrivals through any arrival port into New Zealand (total New Zealand)
Source: StatsNZ International Visitor Arrivals - visitor arrivals by country of residence, purpose and NZ port (monthly), [Further information](#).

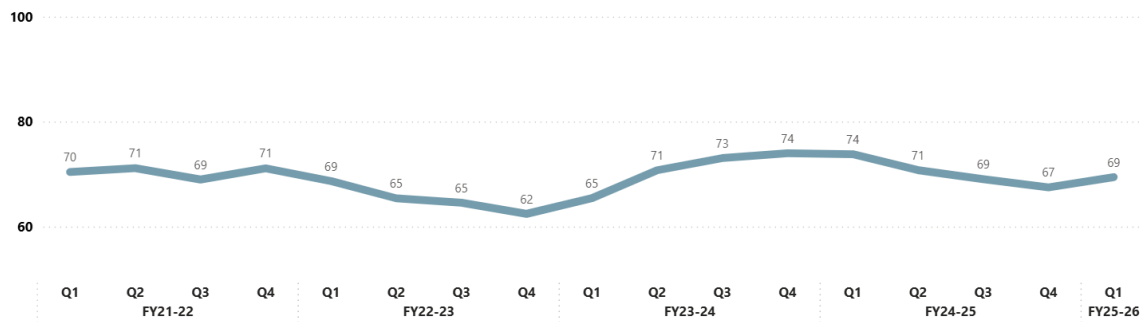
QUEENSTOWN JANUARY SNAPSHOT

VISITOR EXPERIENCE

NET PROMOTER SCORE - LAST 12 MONTHS YE DECEMBER 2025



NET PROMOTER SCORE OVER TIME (ROLLING 12 MONTH AVERAGE)



Note: The scale of the Y axis does not start at zero, to allow clearer interpretation of trend movements.

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