QUEENSTOWN JULY 2026 SNAPSHOT

DOMESTIC MONTHLY CUMULATIVE VISITOR ESTIMATES (DAYS)

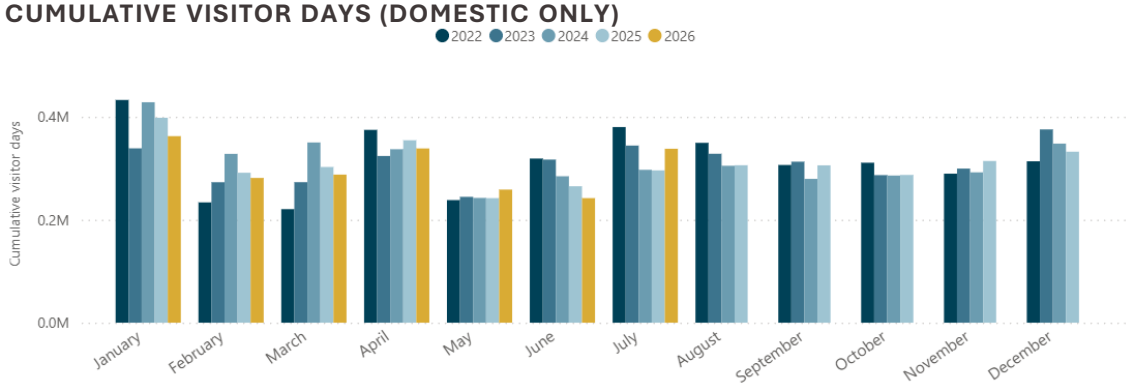
NOTE: International visitor volume data in TV&F is unavailable from April 2026 due to the 3G network phaseout disrupting the international device data feed; domestic data is unaffected. As a result, international visitor counts have been omitted from the data for April onwards.

JULY 2026

337.9K
Domestic

14%
vs PY

CUMULATIVE VISITOR DAYS (DOMESTIC ONLY)



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

JULY 2026

66%
Occupancy Rate

534.9K
Total Guest Nights

24%
vs PY

2.8
Length of Stay

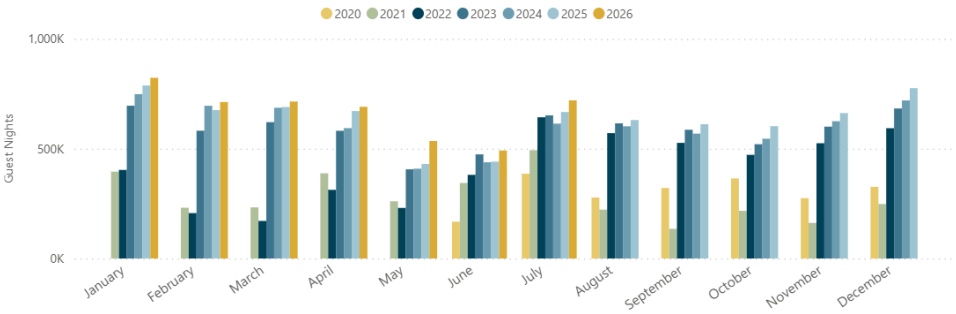
212.9K
Domestic

321.9K
International

22%
vs PY

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

JULY 2026

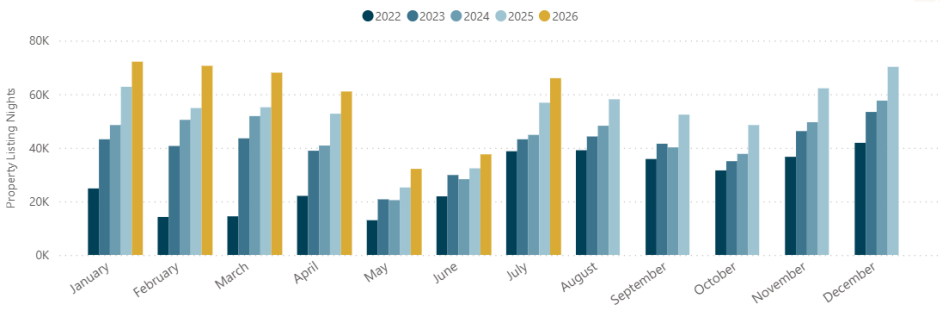
75%
Occupancy Rate

66.0K
Property Listing Nights

16%
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 JULY 2026 SNAPSHOT

QUEENSTOWN AIRPORT PASSENGER ARRIVALS

JULY 2026

138.1K
Total Passenger Arrivals

11%
vs PY

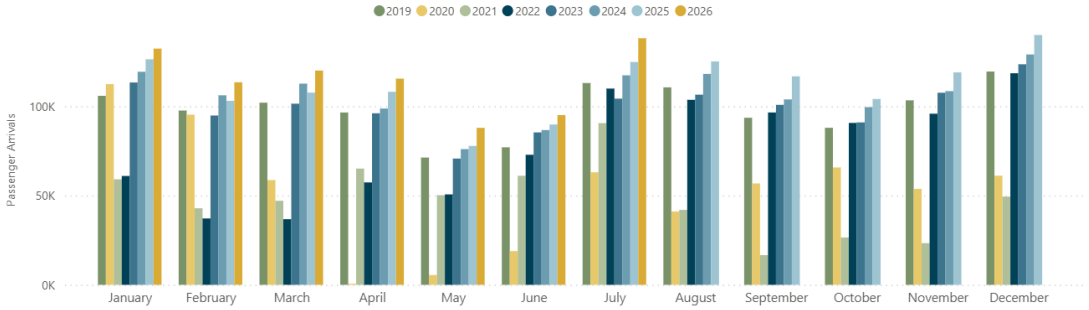
74.1K
Domestic

4%
vs PY

64.0K
International

19%
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.

JUNE 2026

35.6K
Total ZQN Arrivals

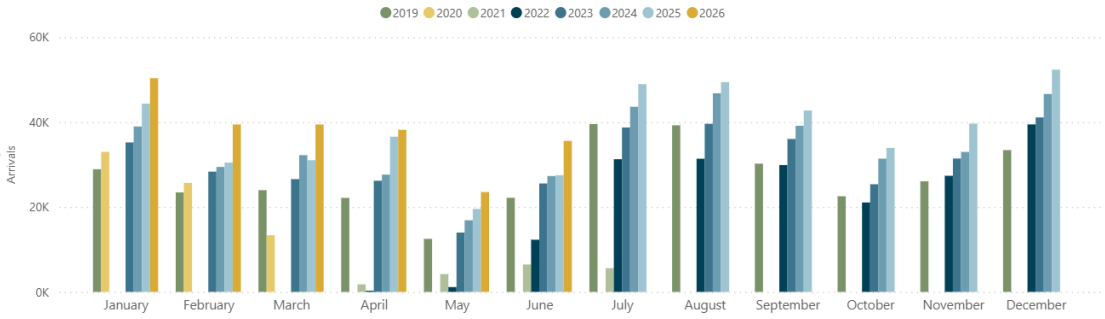
29%
vs PY

LAST 12 MONTHS

493.5K
Total ZQN Arrivals

15%
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.

JUNE 2026

201.9K
Total NZ Arrivals

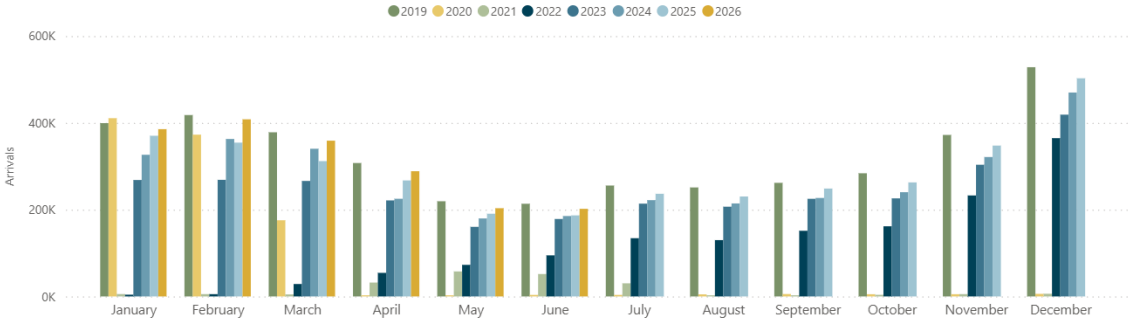
8%
vs PY

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 JULY 2026 SNAPSHOT

ESTIMATED VISITOR ELECTRONIC CARD EXPENDITURE

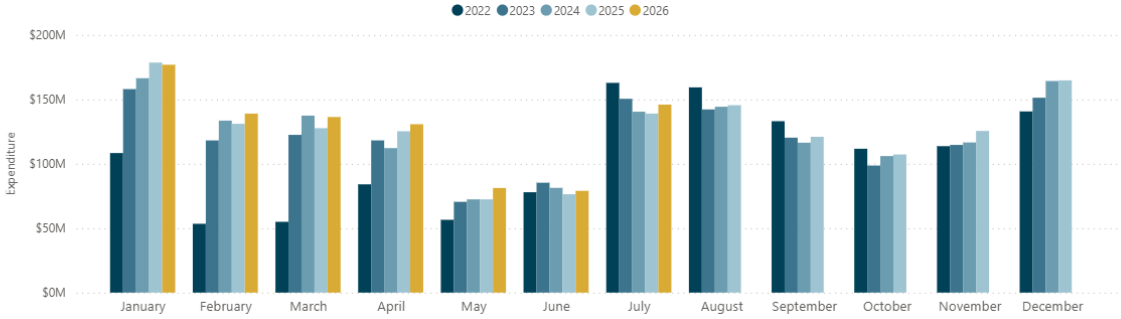
JULY 2026

$145.9M
Total

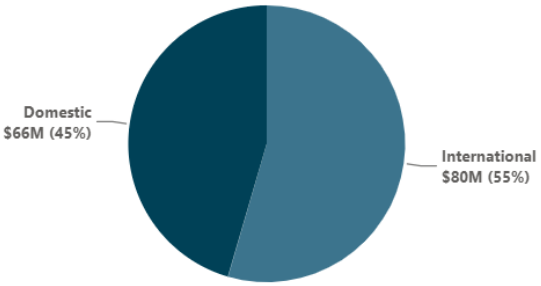
5%
vs PY

$66.4M	$79.6M
Domestic	International
-4% vs PY	13% vs PY

ESTIMATED VISITOR ELECTRONIC CARD EXPENDITURE



BY REGION / COUNTRY OF ORIGIN



Origin	Spend	vs PY
Auckland	$20,027,846	-6%
Rest of Otago	$12,777,401	2%
Canterbury	$11,569,980	-2%
Wellington	$4,557,909	-15%
Southland	$4,310,856	3%
Waikato	$3,437,114	-13%
Bay of Plenty	$2,779,596	3%
Manawatu-Whanganui	$1,481,778	4%
Northland	$1,317,088	2%
Hawke's Bay	$1,032,369	10%
Tasman	$749,286	-22%
Taranaki	$721,781	14%
Marlborough	$509,329	9%
Nelson	$411,221	-22%
West Coast	$340,478	2%
Gisborne	$326,354	-17%
Total	**$66,350,385**	**-4%**

Origin	Spend	vs PY
United States of America	$22,871,860	27%
Australia	$22,365,190	-9%
Rest of International	$9,042,932	75%
Rest of Asia	$6,942,744	-6%
Rest of Europe	$5,187,744	53%
United Kingdom	$4,516,100	4%
China	$2,966,213	21%
Africa and Middle East	$2,035,651	41%
Rest of Americas	$1,292,342	3%
Japan	$1,171,918	59%
Korea	$524,321	4%
Canada	$418,375	-18%
Germany	$166,454	-4%
Rest of Oceania	$89,090	-10%
Total	**$79,590,933**	**13%**

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.