QUEENSTOWN JUNE 2026 SNAPSHOT

DOMESTIC MONTHLY CUMULATIVE VISITOR ESTIMATES (DAYS)

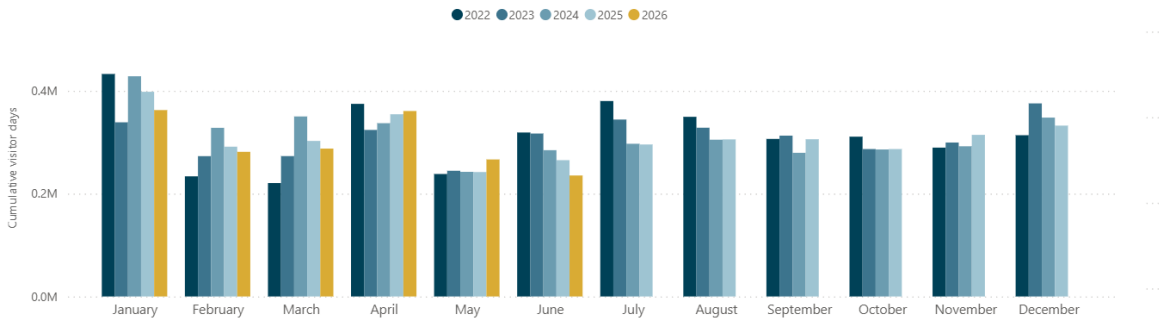
NOTE: International visitor volume data in TV&F is unavailable from April 2026 due to the 3G network phaseout disrupting the international device data feed; domestic data is unaffected. As a result, international visitor counts have been omitted from the data for April onwards.

JUNE 2026

235.3K Domestic
-11% vs PY

(Blank) International
-100% 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

JUNE 2026

62% Occupancy Rate

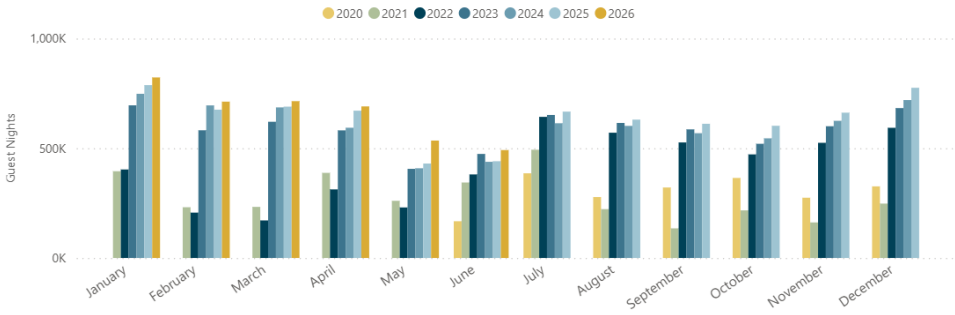
491.6K Total Guest Nights
12% vs PY

3.0 Length of Stay

193.7K Domestic
4% vs PY

297.8K International
17% 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

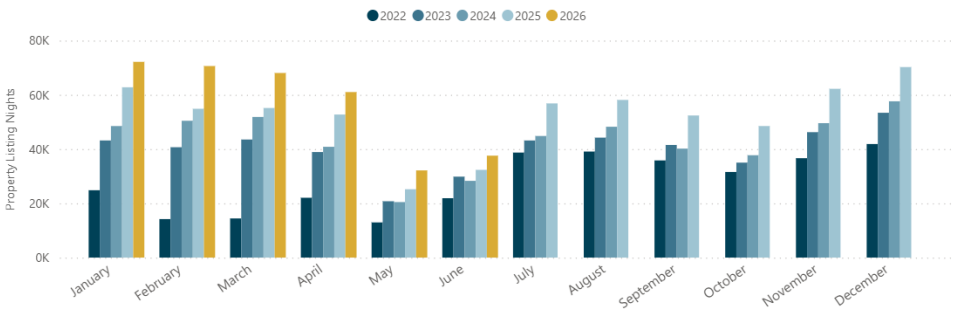
JUNE 2026

59% Occupancy Rate

37.6K Property Listing Nights
16% vs PY

4.2 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.

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QUEENSTOWN JUNE 2026 SNAPSHOT

QUEENSTOWN AIRPORT PASSENGER ARRIVALS

JUNE 2026

95.1K
Total Passenger Arrivals

6%
vs PY

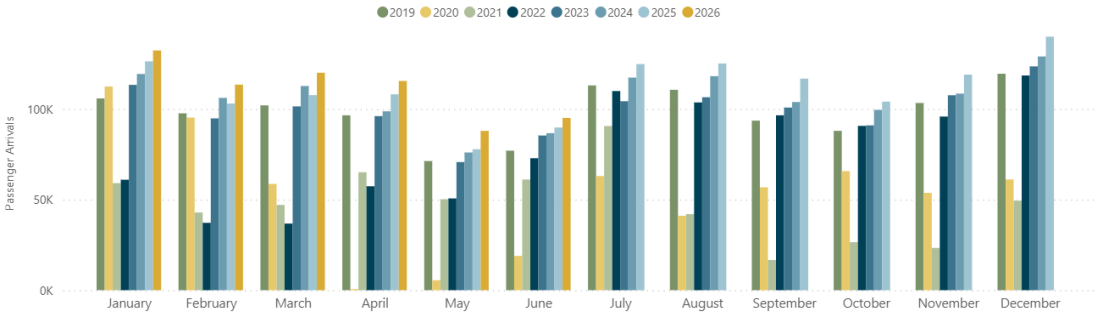
56.0K
Domestic

-3%
vs PY

39.1K
International

22%
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.

MAY 2026

23.5K
Total ZQN Arrivals

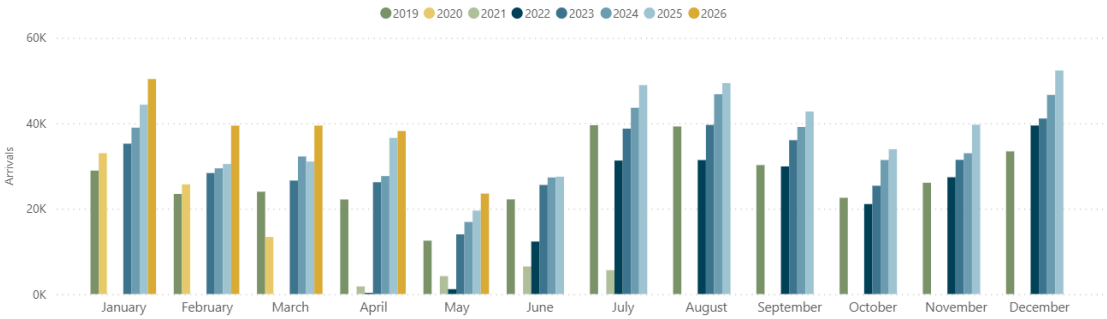
20%
vs PY

LAST 12 MONTHS

485.4K
Total ZQN Arrivals

13%
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.

MAY 2026

203.3K
Total NZ Arrivals

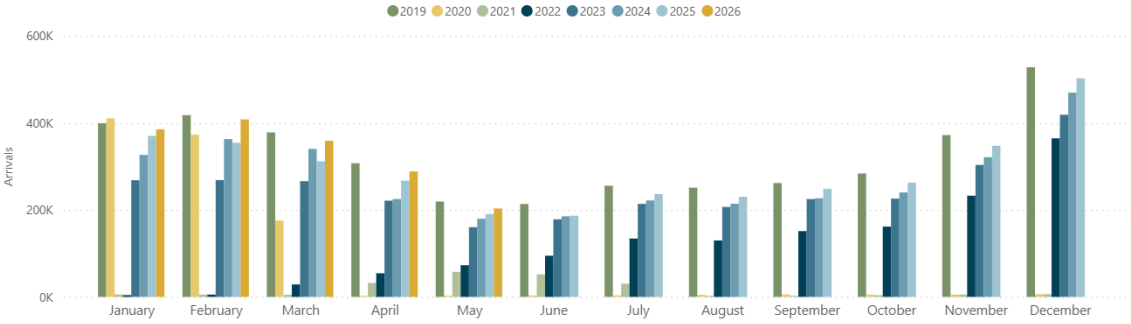
7%
vs PY

LAST 12 MONTHS

3.7M
Total NZ Arrivals

8%
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.

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QUEENSTOWN JUNE 2026 SNAPSHOT

ESTIMATED VISITOR ELECTRONIC CARD EXPENDITURE

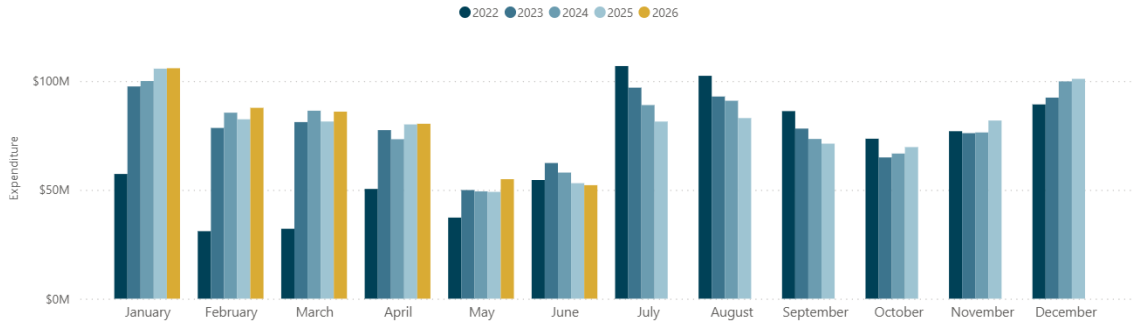
JUNE 2026

$52.1M
Total

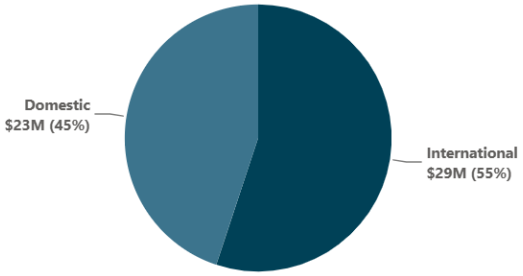
-2%
vs PY

Domestic	International
$23.4M	$28.7M
-17% vs PY	16% vs PY

ESTIMATED VISITOR ELECTRONIC CARD EXPENDITURE



BY REGION / COUNTRY OF ORIGIN



Origin	Spend	vs PY
Auckland	$6,244,200	-17%
Rest of Otago	$5,077,983	-13%
Canterbury	$3,882,119	-22%
Southland	$2,328,680	-20%
Wellington	$1,518,024	-26%
Waikato	$1,284,289	-13%
Bay of Plenty	$992,478	-15%
Northland	$408,655	-8%
Hawke's Bay	$359,243	2%
Manawatu-Whanganui	$348,255	-20%
Tasman	$271,059	1%
Taranaki	$225,145	-40%
Nelson	$170,464	-4%
Marlborough	$141,153	29%
Gisborne	$81,953	4%
West Coast	$70,259	-29%
Total	**$23,403,959**	**-17%**

Origin	Spend	vs PY
United States of America	$9,046,646	22%
Australia	$7,186,099	2%
Rest of Asia	$3,526,348	1%
Rest of International	$3,046,496	77%
Rest of Europe	$1,762,649	55%
United Kingdom	$1,297,493	-18%
China	$816,714	14%
Africa and Middle East	$678,642	52%
Rest of Americas	$655,292	31%
Japan	$306,221	2%
Canada	$201,162	-2%
Korea	$116,347	-4%
Germany	$52,107	-39%
Rest of Oceania	$35,038	39%
Total	**$28,727,256**	**16%**

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.

VISITOR EXPERIENCE

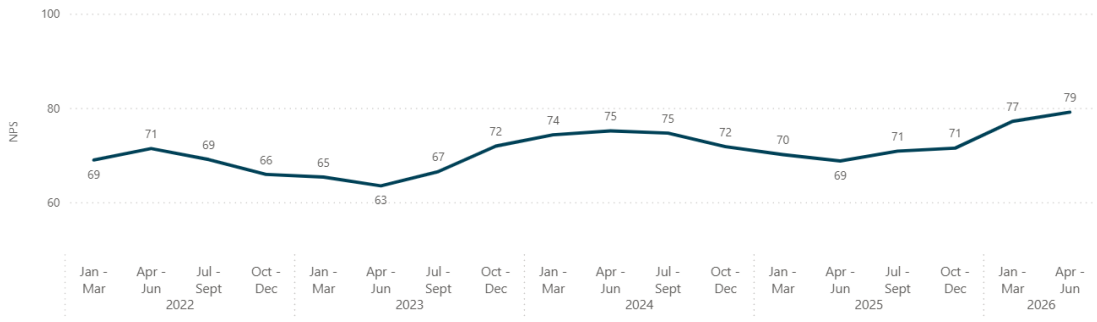
LAST 12 MONTHS YE JUNE 2026

79
NPS Score

+9.7 pts
vs PY

Domestic NPS	International NPS
71	84
+12.6 pts vs PY	+6.7 pts vs PY

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.

An overview of Visitor Experience insights relating to Net Promoter Score, activities undertaken, locations visited and intention to return. Note: NPS measures likelihood to recommend visiting the area to others. Prior to 1 June 2023 data Queenstown only. Wānaka joined the Visitor Experience Survey Programme in July 2023. Data is provisional and unweighted, DQ and LWT reserve the right to adapt or alter as necessary and advised by Angus & Associates.
Source: Queenstown & Wānaka Visitor Experience Survey, conducted by Angus & Associates. (Queenstown data starts 1 January 2022, Wānaka data starts 1 July 2023)
Sample: 713 (YE June 2026)

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