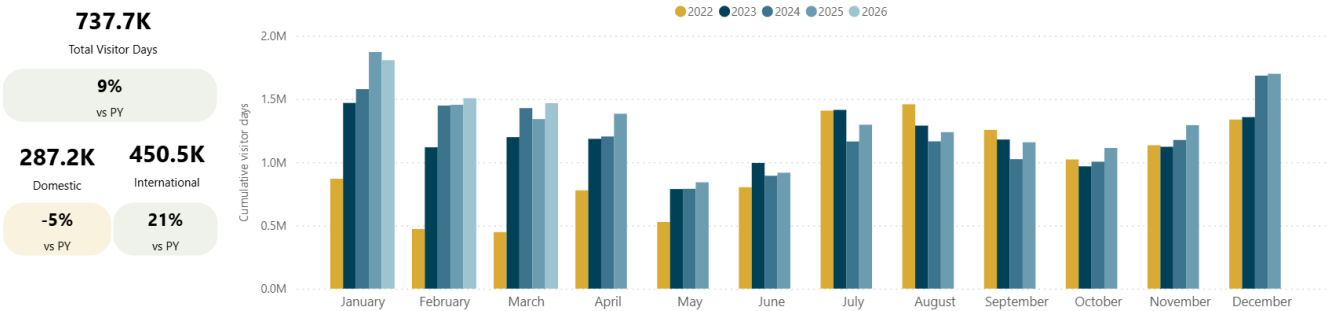


QUEENSTOWN MARCH SNAPSHOT

MONTHLY CUMULATIVE VISITOR ESTIMATES (DAYS)

MARCH 2026

CUMULATIVE VISITOR DAYS

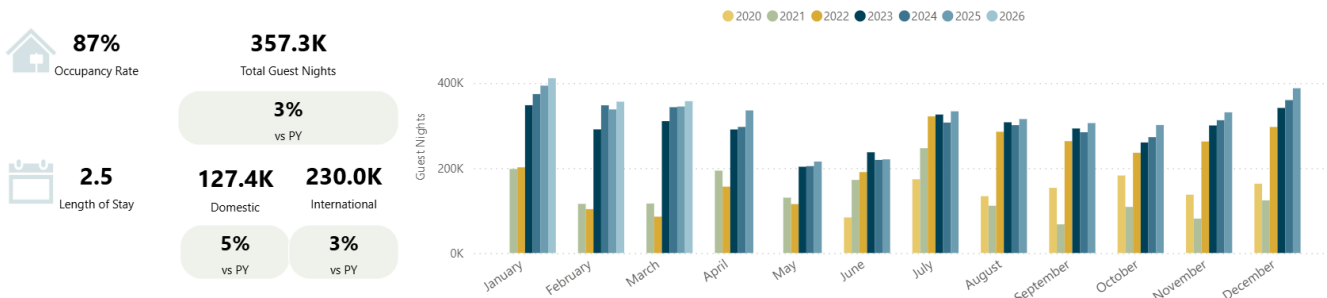


Estimated cumulative visitor days counts by month based on cellphone "pings". Note: Visitor daily count estimates refers to peak daily visitor volumes (not unique visitors) within a given geography and time of day. Cumulative visitor days are the total number of daily visitors counted over a given period, 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

MARCH 2026

TOTAL GUEST NIGHTS

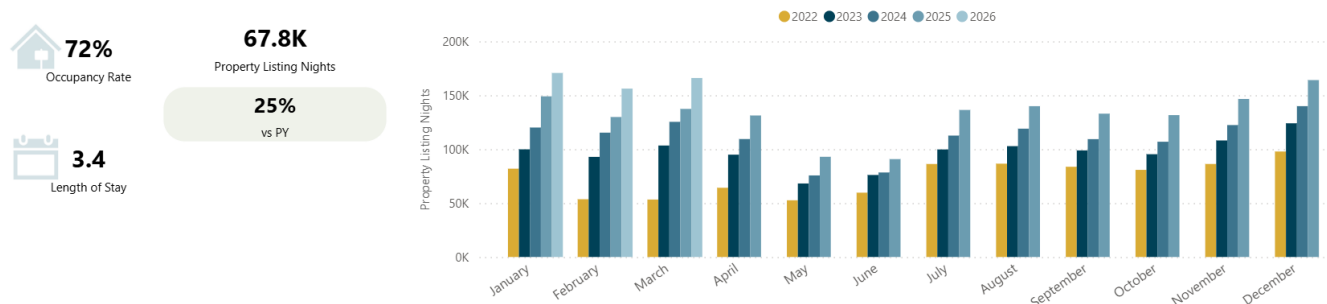


Data represents information gathered from the commercial properties who agreed to supply their information to the accommodation data programme, so its an estimation only. Source: Accommodation Data Programme. [Further information.](#)

NON-COMMERCIAL ACCOMMODATION

MARCH 2026

TOTAL PROPERTY LISTING NIGHTS



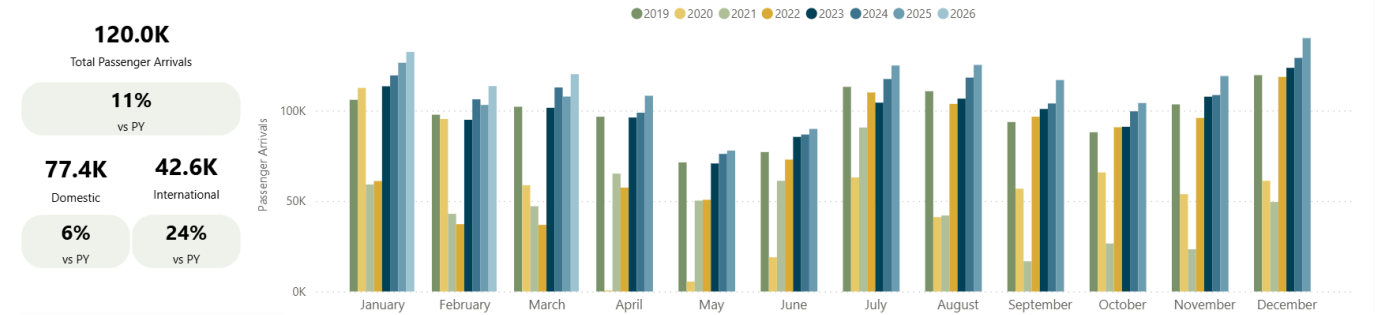
The number of property listing nights (booked non-commercial properties). Note: Listing nights represents the number of properties booked, not the number of rooms, beds or guest nights. Non-commercial is also known as short term rental or alternative rental booked on platforms like AirBNB or Vrbo. Source: AirDNA. [Further information.](#)

QUEENSTOWN MARCH SNAPSHOT

QUEENSTOWN AIRPORT PASSENGER ARRIVALS

MARCH 2026

MONTHLY PASSENGER ARRIVALS



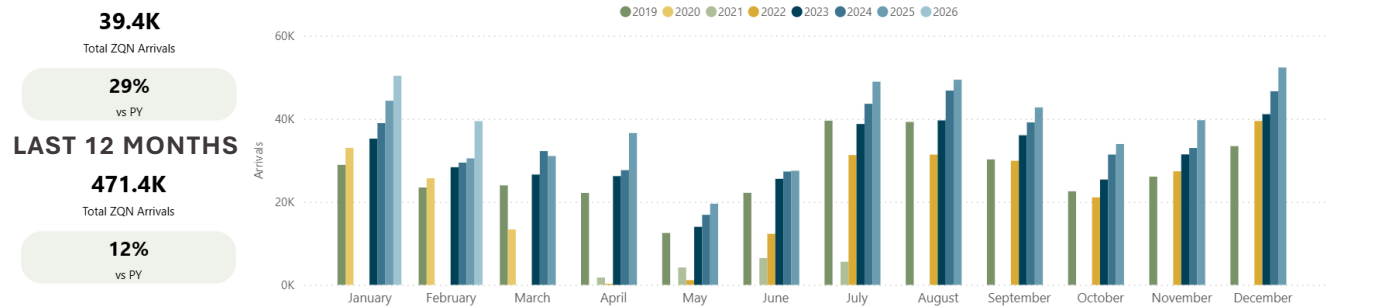
The number of passengers that arrived through Queenstown Airport
Source: Queenstown Airport Passenger History. [Further information.](#)

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.

FEBRUARY 2026

MONTHLY INTERNATIONAL VISITOR ARRIVALS



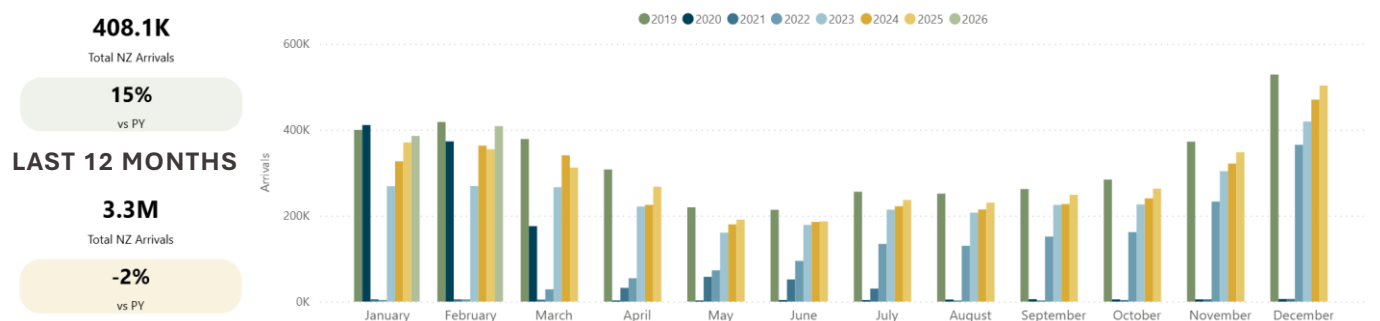
International visitor arrivals through the Queenstown border crossing / arrival port.
Source: StatsNZ International Visitor Arrivals - visitor arrivals by country of residence, purpose and NZ port (monthly). [Further information.](#)

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.

FEBRUARY 2026

MONTHLY INTERNATIONAL VISITOR ARRIVALS



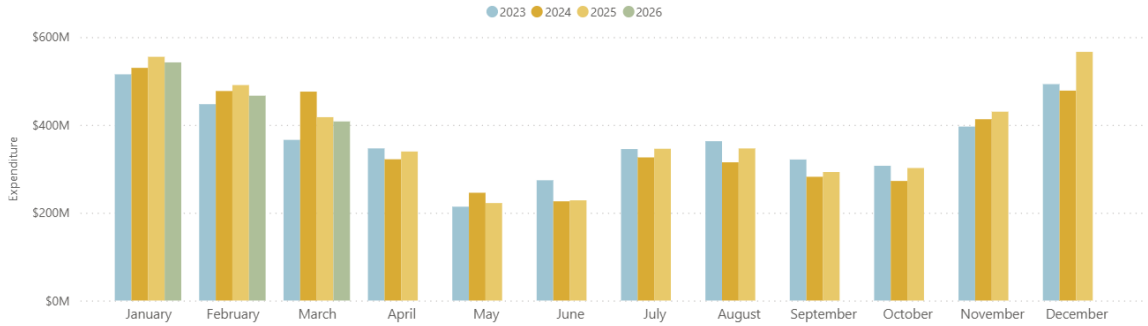
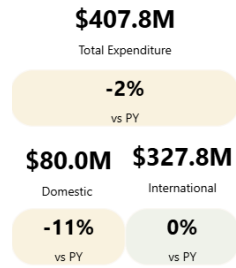
International visitor arrivals through any arrival port into New Zealand (total New Zealand)
Source: StatsNZ International Visitor Arrivals - visitor arrivals by country of residence, purpose and NZ port (monthly). [Further information.](#)

QUEENSTOWN MARCH SNAPSHOT

ESTIMATED VISITOR EXPENDITURE

MARCH 2026

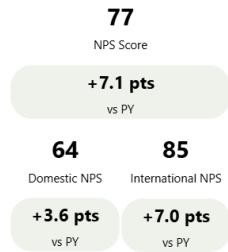
ESTIMATED VISITOR EXPENDITURE



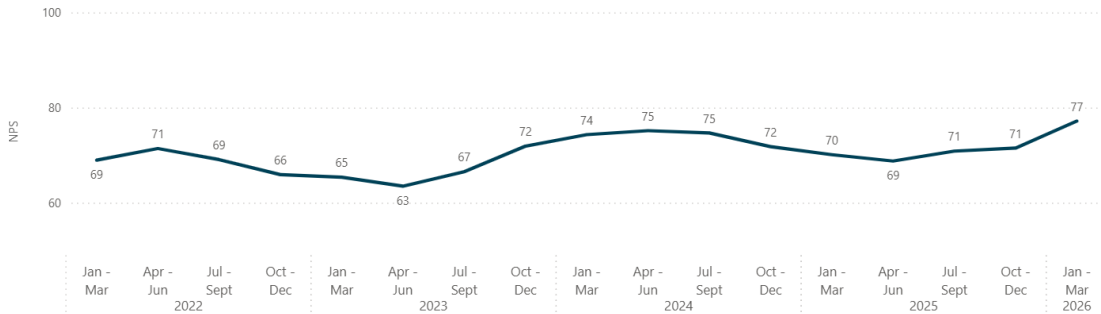
Visitor expenditure over time. Note: Includes cash, card and online purchases. As a modelled series, figures are subject to revision. Source: MBIE Monthly Regional Tourism Estimates. [Further information.](#)

VISITOR EXPERIENCE

LAST 12 MONTHS
YE MARCH 2026



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: 552