

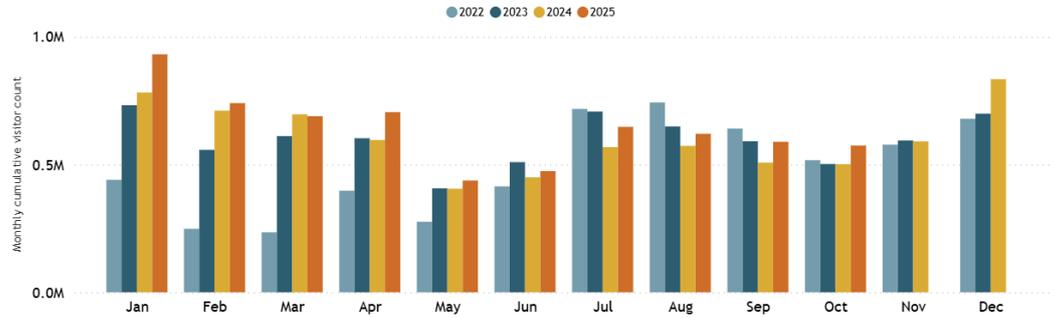
QUEENSTOWN OCTOBER SNAPSHOT

CUMULATIVE VISITOR ESTIMATES

OCTOBER 2025



MONTHLY CUMULATIVE VISITOR ESTIMATES



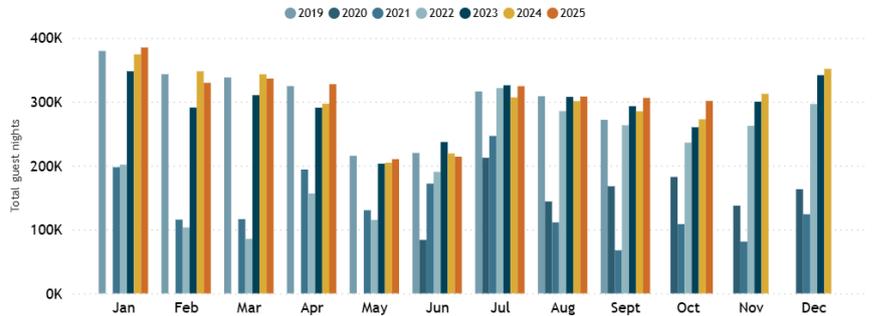
Cumulative daily peak visitor estimated counts by month based on cellphone "pings". Visitor daily count estimates refer to peak daily visitor volumes (not unique visitors) for a specific market within a given geography and time of day. Cumulative visitor estimates are the total number of daily visitors 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

OCTOBER 2025



MONTHLY CUMULATIVE VISITOR ESTIMATES



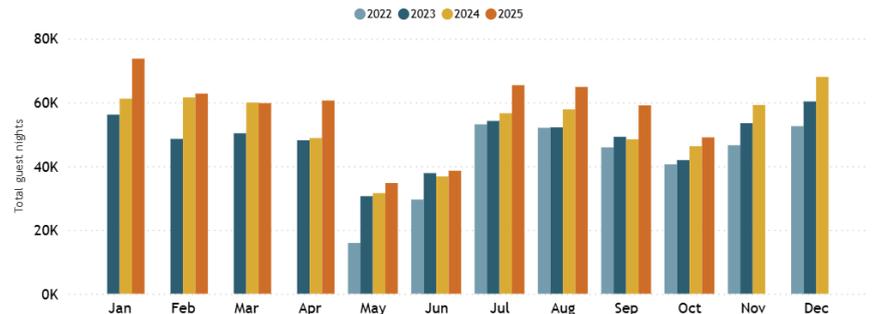
Data represents information gathered from the commercial properties who agreed to supply their information to the accommodation data programme, so its an estimation only. Source: Accommodation Data Programme. [Further information.](#)

NON-COMMERCIAL ACCOMMODATION

OCTOBER 2025



MONTHLY CUMULATIVE VISITOR ESTIMATES



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.](#)

QUEENSTOWN OCTOBER SNAPSHOT

VISITOR CREDIT CARD EXPENDITURE

OCTOBER 2025

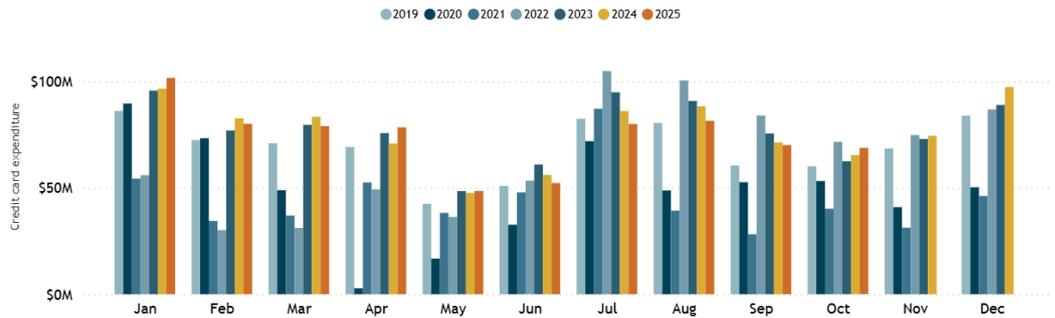
MONTHLY VISITOR CREDIT CARD EXPENDITURE

\$68.8M

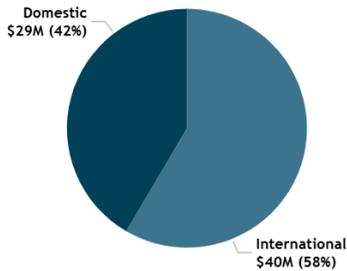
Total credit card expenditure

+5.1%
vs prior year

\$28.6M Domestic **-9.0%**
\$40.2M International **+18.1%**



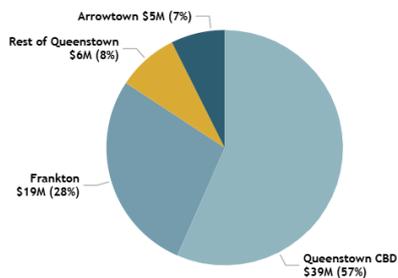
BY REGION / COUNTRY OF ORIGIN



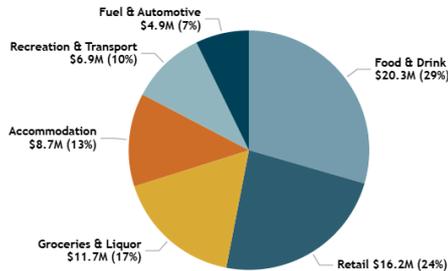
Domestic	Share	Expenditure	vs PY
Auckland	26%	\$7.5M	-18%
Rest of Otago	20%	\$5.6M	-6%
Canterbury	17%	\$5.0M	-2%
Southland	10%	\$2.8M	-12%
Other Domestic	8%	\$2.3M	6%
Wellington	7%	\$2.1M	-18%
Waikato	6%	\$1.6M	4%
Bay of Plenty	4%	\$1.1M	-5%
Northland	2%	\$0.5M	0%
Total	100%	\$28.6M	-9%

International	Share	Expenditure	vs PY
USA	30%	\$12.1M	36%
Australia	26%	\$10.3M	-6%
Rest of Asia	10%	\$4.2M	21%
Other International	10%	\$4.1M	81%
United Kingdom	7%	\$2.7M	8%
China	6%	\$2.6M	7%
Rest of Europe	6%	\$2.5M	18%
Korea	1%	\$0.5M	69%
Japan	1%	\$0.5M	35%
Canada	1%	\$0.4M	-7%
Germany	1%	\$0.3M	-18%
Total	100%	\$40.2M	18%

BY SUBREGION



BY INDUSTRY TYPE



Industry Group	Share	Expenditure	vs PY
Food & Drink	29%	\$20.3M	6%
Retail	24%	\$16.2M	5%
Groceries & Liquor	17%	\$11.7M	5%
Accommodation	13%	\$8.7M	8%
Recreation & Transport	10%	\$6.9M	-2%
Fuel & Automotive	7%	\$4.9M	11%
Total	100%	\$68.8M	5%

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 OCTOBER SNAPSHOT

QUEENSTOWN AIRPORT PASSENGER ARRIVALS

OCTOBER 2025

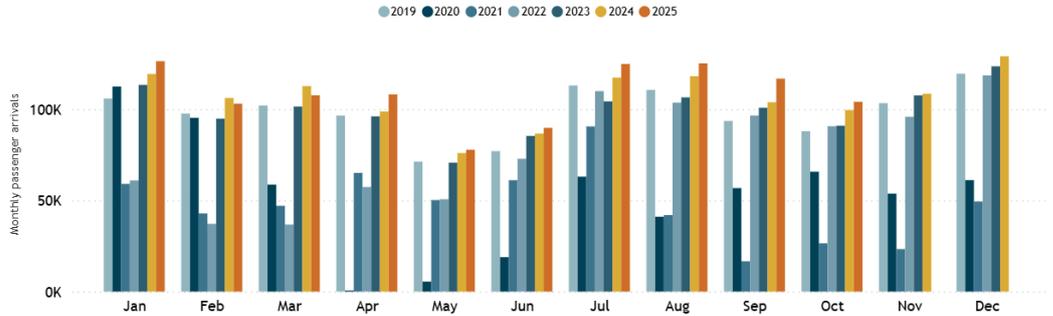
MONTHLY PASSENGER ARRIVALS

104.1K

Total passenger arrivals
+4.6%
vs prior year

65.1K Domestic
+4.4%

38.9K International
+4.9%



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.

SEPTEMBER 2025

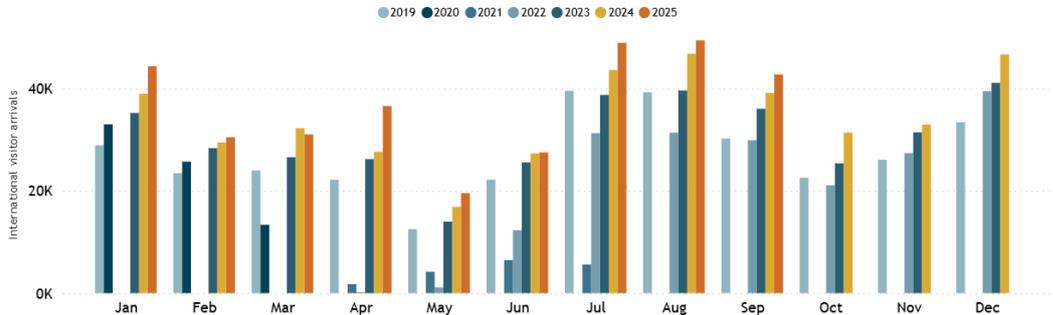
MONTHLY INTERNATIONAL VISITOR ARRIVALS

42.7K

International visitor arrivals
+9.2%
vs prior year

441.4K

International visitor arrivals
+10.4%
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.

SEPTEMBER 2025

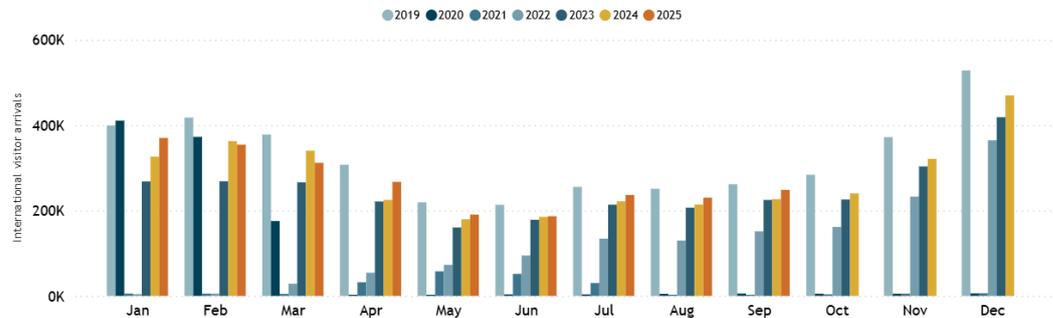
MONTHLY INTERNATIONAL VISITOR ARRIVALS

248.6K

International visitor arrivals
+9.6%
vs prior year

3.4M

International visitor arrivals
+6.1%
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](#).