

# International Visitor Survey – September 2022 quarter

Bars around each circle indicate sampling error of each estimate. A 95% confidence interval is used so if the survey was repeated 100 times, we expect the true figure to be within the error bar 95 times.  
Source: MBIE, updated 2022-12-02 11am

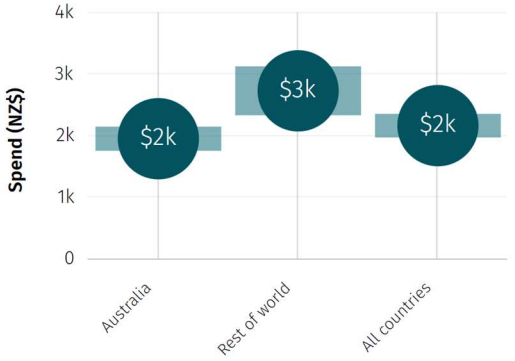
## TOTAL SPEND

By country of residence



Total spend	Australia	Rest of world	All countries
Low bound	\$563m	\$342m	\$935m
Midpoint	\$626m	\$400m	\$1.03b
High bound	\$689m	\$458m	\$1.12b

## MEDIAN SPEND PER VISITOR



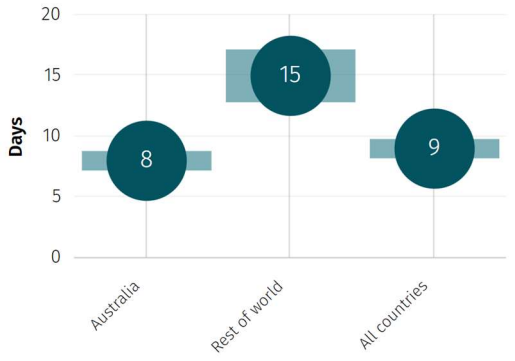
Spend per visitor	Australia	Rest of world	All countries
Low bound	\$1764	\$2340	\$1981
Midpoint	\$1960	\$2738	\$2173
High bound	\$2157	\$3136	\$2365

## MEDIAN DAILY SPEND PER VISITOR



Daily spend per visitor	Australia	Rest of world	All countries
Low bound	\$238	\$191	\$232
Midpoint	\$265	\$224	\$254
High bound	\$291	\$256	\$276

## LENGTH OF STAY

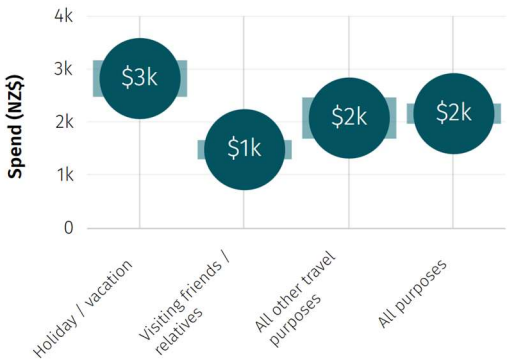


Length of stay (days)	Australia	Rest of world	All countries
Low bound	7.2	12.8	8.2
Midpoint	8	15	9
High bound	8.8	17.2	9.8

By main purpose of travel



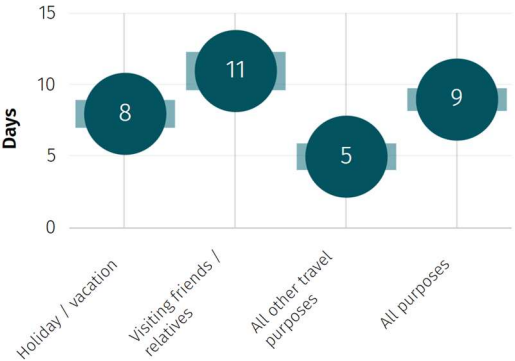
Total spend	Holiday / vacation	VFR	All purposes
Low bound	\$421m	\$256m	\$935m
Midpoint	\$479m	\$292m	\$1.03b
High bound	\$538m	\$327m	\$1.12b



Spend per visitor	Holiday / vacation	VFR	All purposes
Low bound	\$2491	\$1309	\$1981
Midpoint	\$2837	\$1491	\$2173
High bound	\$3183	\$1673	\$2365



Daily spend per visitor	Holiday / vacation	VFR	All purposes
Low bound	\$290	\$110	\$232
Midpoint	\$330	\$125	\$254
High bound	\$370	\$141	\$276



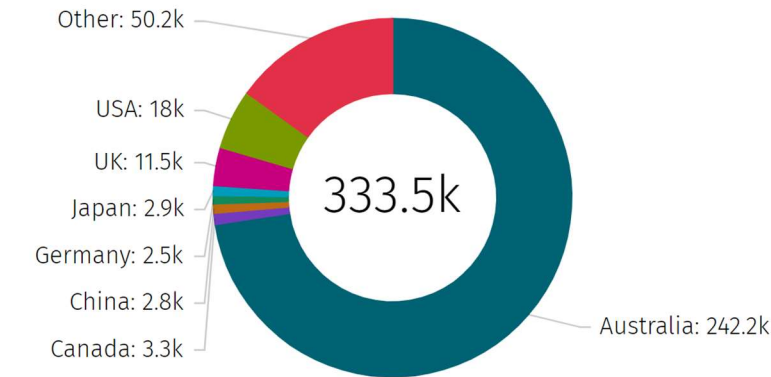
Length of stay (days)	Holiday / vacation	VFR	All purposes
Low bound	7.0	9.7	8.2
Midpoint	8	11	9
High bound	9.0	12.3	9.8

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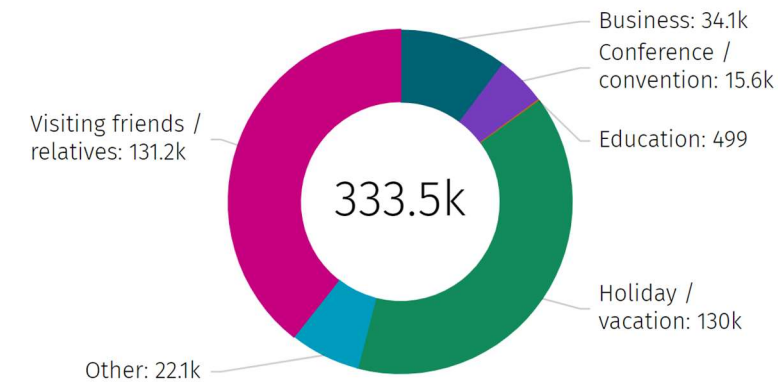
## VISITOR DEPARTURES

By country of residence



These figures exclude travellers under 15, and used provisional figures for the last month quarter.

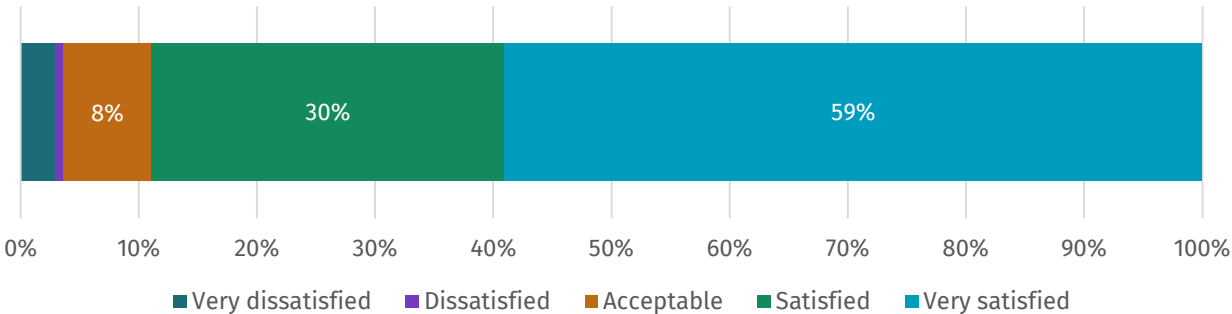
By main purpose of travel



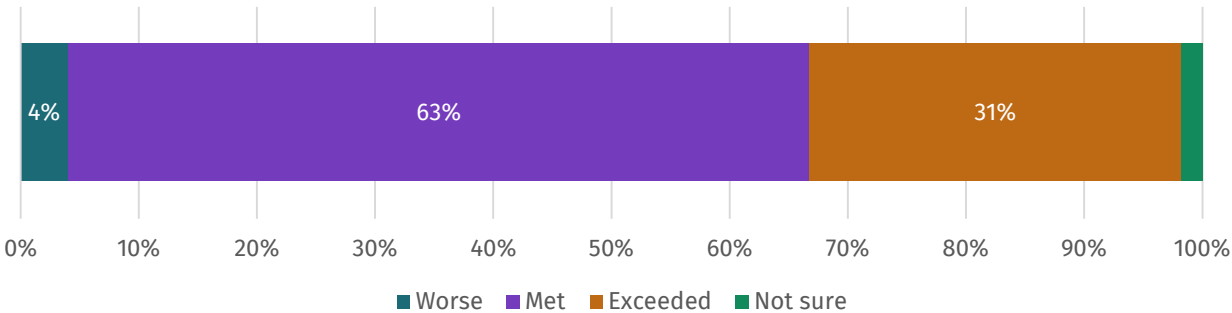
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## VISITOR SATISFACTION

89% of international visitors to Aotearoa New Zealand were satisfied or very satisfied



31% of international visitors had their expectations exceeded



70% are highly likely (9-10 out of 10) to recommend New Zealand to others

