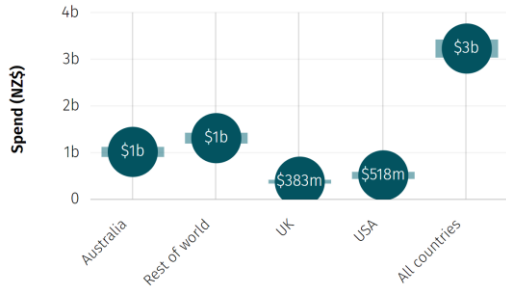


# International Visitor Survey – March 2023 quarter

Bars around each circle indicate the error around the estimate due to sampling. If we ran the survey 20 times, we expect the true figure to be within the error bar 19 times. Source: MBIE, updated 2023-06-02 11am

## TOTAL SPEND

By country of residence



Total spend	Aus	UK	USA	All countries
Low bound	\$913m	\$341m	\$442m	\$3.04b
Estimate	\$1.02b	\$383m	\$518m	\$3.24b
High bound	\$1.13b	\$424m	\$594m	\$3.43b

## MEDIAN SPEND PER VISITOR



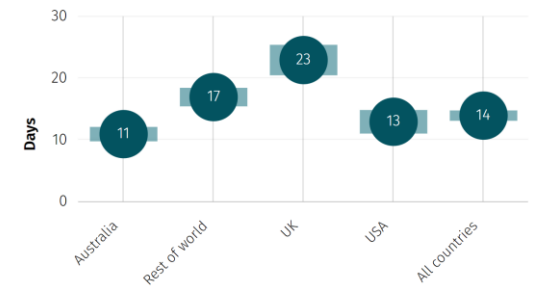
Spend per visitor	Aus	UK	USA	All countries
Low bound	\$1967	\$3520	\$3443	\$2819
Estimate	\$2201	\$3944	\$4036	\$2999
High bound	\$2435	\$4367	\$4629	\$3179

## MEDIAN DAILY SPEND PER VISITOR



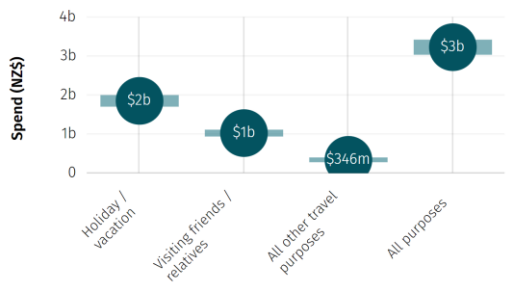
Daily spend per visitor	Aus	UK	USA	All countries
Low bound	\$187	\$132	\$297	\$198
Estimate	\$209	\$148	\$348	\$211
High bound	\$231	\$163	\$399	\$224

## LENGTH OF STAY

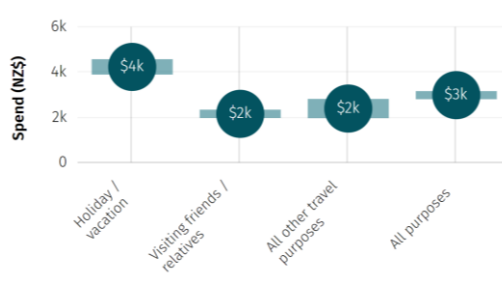


Length (days)	Aus	UK	USA	All countries
Low bound	9.8	20.5	11.1	13.2
Estimate	11	23	13	14
High bound	12.2	25.5	14.9	14.8

By main purpose of travel



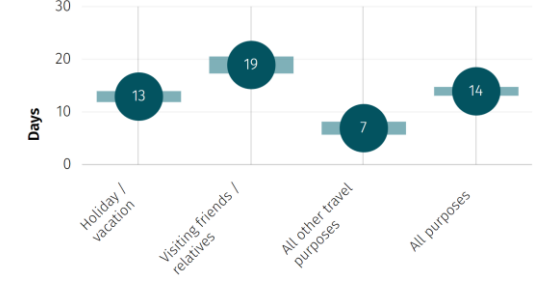
Total spend	Holiday / vacation	VFR	All purposes
Low bound	\$1.71b	\$944m	\$3.04b
Estimate	\$1.86b	\$1.03b	\$3.24b
High bound	\$2.01b	\$1.12b	\$3.43b



Spend per visitor	Holiday / vacation	VFR	All purposes
Low bound	\$3909	\$1987	\$2819
Estimate	\$4250	\$2172	\$2999
High bound	\$4591	\$2357	\$3179



Daily spend per visitor	Holiday / vacation	VFR	All purposes
Low bound	\$289	\$102	\$198
Estimate	\$314	\$111	\$211
High bound	\$339	\$121	\$224



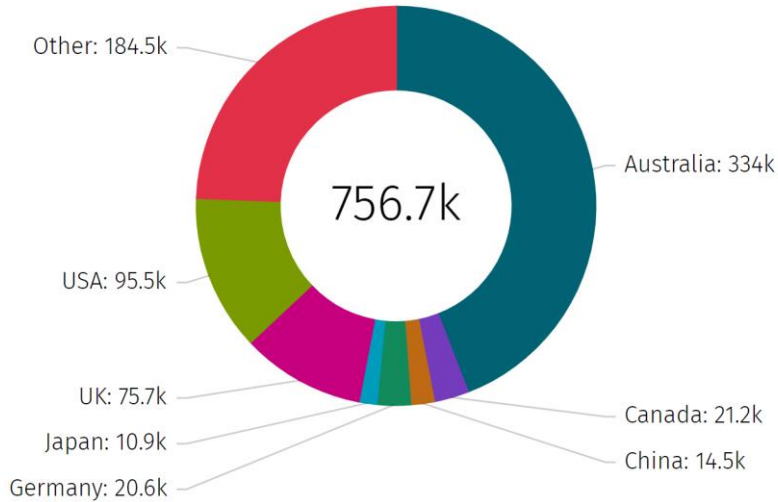
Length of stay (days)	Holiday / vacation	VFR	All purposes
Low bound	12	17.4	13.2
Estimate	13	19	14
High bound	14	20.6	14.8

# International Visitor Survey – March 2023 quarter

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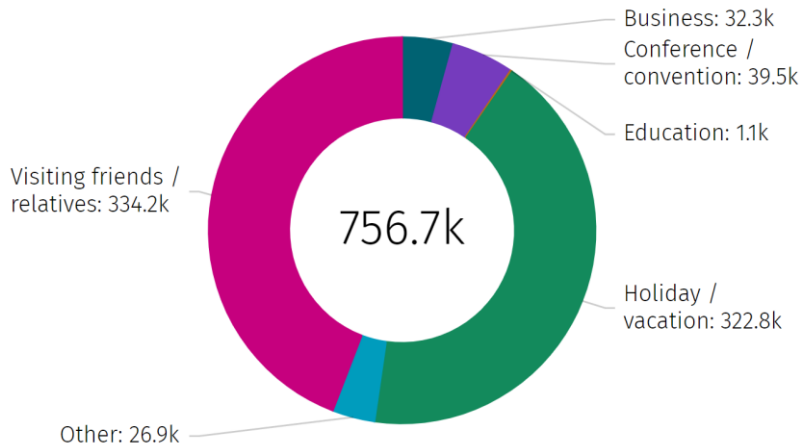
## VISITOR DEPARTURES

### By country of residence



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

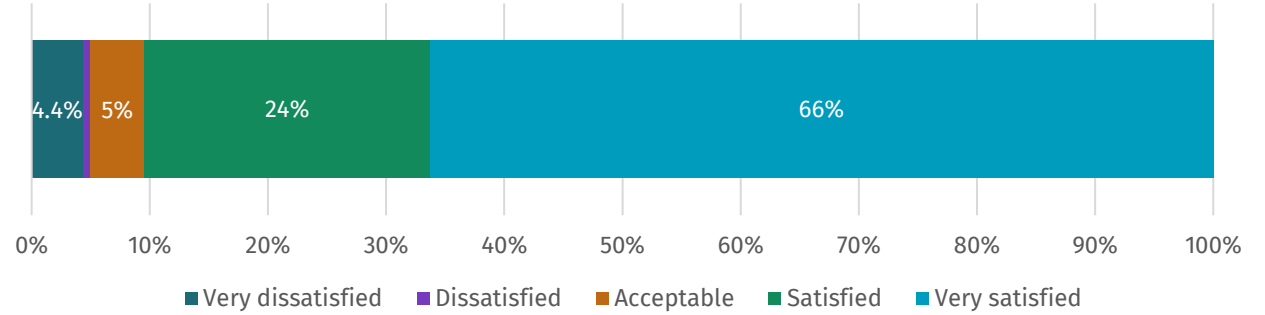
### By main purpose of travel



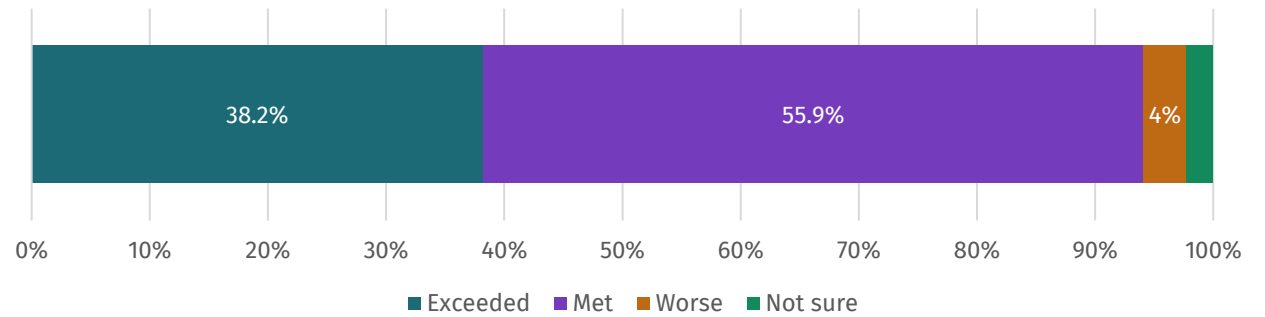
These figures exclude travellers under 15, and used provisional figures for the last month of the quarter.

## VISITOR SATISFACTION

### 90% of international visitors to Aotearoa New Zealand were satisfied or very satisfied



### 38% of international visitors had their expectations exceeded



### 75% are highly likely (9-10 out of 10) to recommend New Zealand to others

