

IVS Release – Key Highlights

International visitor spend and arrivals both increased

(International Visitor Survey – Year ending December 2025)

Release date: 3 March 2026

Overview

This release presents results from the International Visitor Survey (IVS) for:

- Year ending December 2025
- December quarter 2025.

Top-line results are available on MBIE's Tourism Evidence and Insights Centre (TEIC).

[International Visitor Survey](#) – Tourism Evidence and Insights Centre

Microdata is also published on MBIE's website.

[International Visitor Survey data](#)

Notes on interpreting results

- All spend figures and percentage changes are in nominal terms unless stated otherwise.
- Where figures are in real terms, adjustments were made using Stats NZ's consumers price index to account for inflation.
- We compared the results for:
 - the year ending December 2025 to the year ending December 2024
 - the December quarter 2025 to the December quarter 2024.
- Prices increased 27% from December 2019 to December 2025, while annual inflation was only 2.8% from December 2024, so inflation adjustment is not necessary for annual changes.
- Quarterly results have a higher margin of error than annual results due to smaller sample sizes.
- Market breakdown includes Total, Australia, UK, USA, Rest of Europe, Asia, Germany, Canada, Rest of World, and China.
 - Asia excludes China, which is now reported separately due to a larger sample size.

- Asia is now composed of Japan, Korea, and Rest of Asia.

Further details on data quality (sample sizes, response rates, margins of error) are available [here](#).

Key highlights for the year ending December 2025

(Results cover 1 January 2025 to 31 December 2025)

Overall performance

- Annual visitor spend increased by 3%, and visitor arrivals grew by 6%.
- Annual spend has been steadily increasing since the borders reopened to international visitors.

Visitor spend

- International visitors contributed \$12.5 billion (up 3%) to New Zealand's economy.
- International tourism remained New Zealand's second-largest export earner, behind Dairy (\$24.2 billion) and ahead of Meat and Edible Offal (\$10.4 billion).

Visitor arrivals

- 3.51 million international visitors arrived in New Zealand, up from 3.31 million in 2024 (up 6%).

Spending by market

- Australia: Highest total spend at \$3.8 billion (up 11%).
- Asia: \$2.0 billion (up 7%).
- USA: \$1.9 billion (up 13%).

Spending patterns

- Highest median spend per visitor: Germany at \$6,716 (up 7%). Australians had the lowest at \$2,046 (up 5%). Longer stays generally correlate with higher spend.
- Highest median daily spend: China at \$456 (up 24%), followed by USA (\$386, up 16%) and Asia (\$319, up 7%). UK had the lowest at \$212, though up 13%.
- Overall median spend per visitor: \$2,850 (up 3%).
- Median daily spend: \$309 (up 8%).
- Visitors on holiday spent \$8.2 billion, up 11%.
- Accommodation (\$3.2 billion, up 5%) and eating out (\$1.8 billion, up 3%) remained the top industries visitors spend on.

Length of stay

- Median length of stay: 9 days, consistent with 2024.
- Germany: Longest stay at 30 days (up 20%), followed by other European visitors at 20 days (down 5%).

Accommodation spend

- Total accommodation spend: \$3.2 billion (up 5%).
 - Australians spent the most on accommodation: \$1.2 billion (up 13%).
 - Canadians spent the least: \$79 million (up 12%).
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Recovery to Pre-Pandemic Levels

- Overall spend and arrivals remain below 2019 levels but daily spend per visitor is close to 2019.
 - Inflation-adjusted visitor spend: \$9.9 billion (86% of 2019 levels).
 - Visitor numbers: 3.51 million, or 90% of 2019 levels (3.89 million).
 - Median spend per visitor: \$2,248 (90% of 2019 levels).
 - Median daily spend per visitor: \$244 (94% of 2019 levels).
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Key Highlights for the December Quarter 2025

(Results cover 1 October 2025 to 31 December 2025)

Quarterly performance

- International visitors spent \$3.4 billion, up 7%.
- Australia: Largest market at \$1.1 billion, up 29%.
- International tourism ranked second-highest export, behind Dairy (\$7.1 billion) and ahead of Meat & Edible Offal (\$2.7 billion).

Visitor behaviour

- Median spend per visitor: \$3,091 (up 1.5%).
- Median length of stay: 9 days (similar to last year).
- Holiday spend: \$2.4 billion, up 25%.

Visitor experience

- Net Promoter Score (NPS): Increased by 5 points to 73, indicating strong visitor satisfaction.
- Top activity: Walking, hiking, trekking, or tramping (73%, up from 68%), followed by 'visiting other natural attraction' (66%, up from 62%).