

VALUE OF NEW ZEALAND MARKET

TOPLINE FIGURES¹



In the year ending December 2019, New Zealand was Australia's **second largest source market for international visitation** and **fourth most valuable for spend**.



New Zealand visitors are Australia's **third largest source market for regional dispersal**, spending 4.2 million nights in dispersed nights in regions.



The **1.4 million** New Zealanders who travelled to Australia in 2019 spent **\$2.6 BILLION**.

Of that, **\$1.9 BILLION** (or **73%**) was for leisure (Holiday and Visiting Friends and Relatives).

On average, a New Zealand Leisure visitor spends **\$1,940** per trip to Australia.



40% of all New Zealand outbound travel in 2019 was to **Australia**.



Over **90%** of New Zealand arrivals are repeat visitors.

DEMAND FOR AUSTRALIA²

65%

believe Australia is a **safe destination** to travel to, almost back to pre-COVID-19 levels.

70%

would like to travel to Australia in the future.

62%

have Australia at the top of their bucket list to visit once the pandemic is over.

CONSUMER BEHAVIOUR³

SAFETY AND SECURITY

is the most important factor for New Zealanders when selecting a holiday destination followed by **world class nature and wildlife, value for money, friendly citizens and rich history and heritage**.



Amongst New Zealanders, Australia is the **most highly associated destination** with the **top 3 importance factors**.

88%

of New Zealanders are aware of the experiences on offer in Australia with **59 per cent considering visiting Australia in the next four years**, and **38 per cent in the next two years**.



While Australia **strongly holds its position as the top destination** for New Zealanders to visit, Australia's biggest competitors are the UK, South Pacific, Fiji, USA, Hawaii and Japan.

FIND MORE INFORMATION ON NEW ZEALAND

[New Zealand market information](#)

['Be the First' campaign](#)

[Campaign background](#)