

Key visitor market arrivals travelling to New Zealand in month of **September 2023** were:

- Australia 116,630 visitors 89% return of arrivals compared to September 2019
- USA 12,604 visitors 81% return of arrivals compared to September 2019
- UK 6,237 visitors 75% return of arrivals compared to September 2019
- Canada 2,256 visitors 81% return of arrivals compared to September 2019
- Germany 2,746 visitors 66% return of arrivals compared to September 2019
- Singapore 3,008 visitors 77% return of arrivals compared to September 2019
- India 6,657 visitors 142% return of arrivals compared to September 2019
- China 19,061 visitors 69% return of arrivals compared to September 2019
- Korea 4,492 visitors 90% return of arrivals compared to September 2019
- Japan 3,653 visitors 69% return of arrivals compared to September 2019
- Philippines 2,552 visitors 133% return of arrivals compared to September 2019

Total return of international visitors for month of September 2023 was 85.9% compared to 2019. Have excluded NZ working immigration countries.

Country of residence of visitors								
September month 2019–23								
	Month September 2023					Change 2022–23		
	2019	2020	2021	2022	2023	Number	Percent	2023 vs 2019
<b>Total visitor arrivals<sup>(1)</sup></b>	<b>261,770</b>	<b>5,519</b>	<b>2,310</b>	<b>151,270</b>	<b>224,909</b>	<b>73,639</b>	<b>48.7</b>	<b>85.9%</b>
<b>Top 30 countries of residence</b>								
Australia	131,361	1,511	136	104,192	116,630	12,438	11.9	88.8%
China, People's Republic of	27,523	191	68	1,892	19,061	17,169	907.5	69.3%
United States of America	15,593	727	430	7,697	12,604	4,907	63.8	80.8%
India	4,695	159	171	1,700	6,657	4,957	291.6	141.8%
United Kingdom	8,329	744	262	5,452	6,237	785	14.4	74.9%
Korea, Republic of	4,992	63	33	1,156	4,492	3,336	288.6	90.0%
Japan	5,333	69	18	1,331	3,653	2,322	174.5	68.5%
Taiwan	4,280	32	27	517	3,367	2,850	551.3	78.7%
Fiji	2,337	54	21	1,889	3,079	1,190	63.0	131.8%
Singapore	3,907	60	36	2,872	3,008	136	4.7	77.0%
Malaysia	3,957	41	14	1,644	2,957	1,313	79.9	74.7%
Germany	4,135	73	36	1,734	2,746	1,012	58.4	66.4%
Philippines	1,921	175	84	557	2,552	1,995	358.2	132.8%
Canada	2,775	139	48	1,559	2,256	697	44.7	81.3%
French Polynesia	1,603	1	2	989	1,547	558	56.4	96.5%
Samoa	2,085	56	38	830	1,467	637	76.7	70.4%
Tonga	1,567	15	16	874	1,410	536	61.3	90.0%
Hong Kong (SAR)	2,974	79	21	733	1,327	594	81.0	44.6%
France	1,914	64	17	906	1,206	300	33.1	63.0%
South Africa	1,877	148	21	539	1,193	654	121.3	63.6%
Thailand	1,333	45	21	282	1,111	829	294.0	83.3%
Cook Islands	1,193	62	64	812	1,073	261	32.1	89.9%
Indonesia	1,720	18	5	216	1,036	820	379.6	60.2%
Viet Nam	642	13	1	115	1,003	888	772.2	156.2%
Italy	826	137	30	443	942	499	112.6	114.0%
Netherlands	977	32	23	555	879	324	58.4	90.0%
New Caledonia	1,250	3	2	538	836	298	55.4	66.9%
Chile	868	2	0	291	796	505	173.5	91.7%
Spain	936	61	16	438	704	266	60.7	75.2%
Austria	433	3	2	171	659	488	285.4	152.2%

## Annual Total Visitor Arrivals YE September 2023

YE September 2019 annual arrivals 3,902,924. YE September 2023 annual arrivals 2,767,699

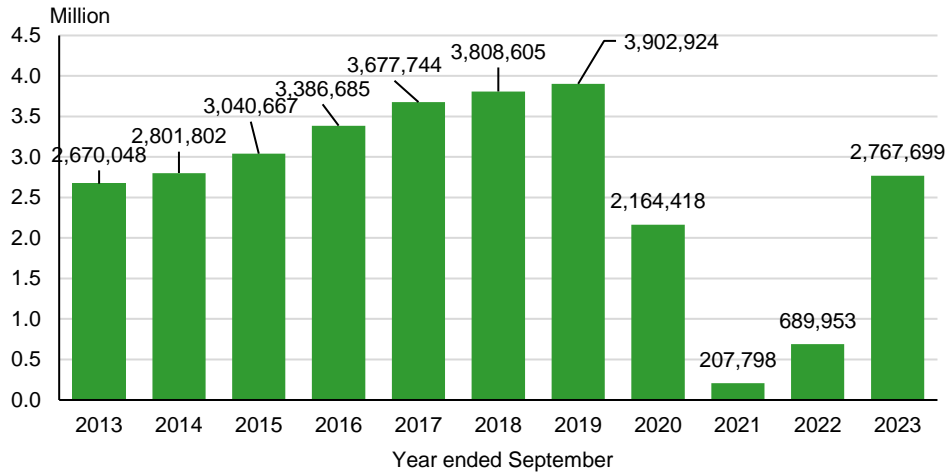
Total annual % return YE September 2023 compared to 2019 was **70.9%**. Variance of 1,135,225 arrivals.

Key market arrivals travelling to New Zealand 'Year-end' September 2023 were:

- Australia 1,256,418 visitors 82% return of YE arrivals compared to YE September 2019
- USA 304,100 visitors 82% return of YE arrivals compared to YE September 2019
- UK 171,884 visitors 74% return of YE arrivals compared to YE September 2019
- Singapore 49,142 visitors 77% return of YE arrivals compared to YE September 2019
- Canada 56,381 visitors 76% return of YE arrivals compared to YE September 2019
- Germany 54,294 visitors 54% return of YE arrivals compared to YE September 2019
- Netherlands 20,176 visitors 66% return of YE arrivals compared to YE September 2019
- Japan 44,056 visitors 45% return of YE arrivals compared to YE September 2019
- India 75,069 visitors 116% return of YE arrivals compared to YE September 2019
- China 105,403 visitors 26% return of YE arrivals compared to YE September 2019

Country of residence of visitors								
Year ended September 2019–23								
	Year ended September 2023					Change 2022–23		
	2019	2020	2021	2022	2023	Number	Percent	
<b>Total visitor arrivals<sup>(1)</sup></b>	<b>3,902,924</b>	<b>2,164,418</b>	<b>207,798</b>	<b>689,953</b>	<b>2,767,699</b>	<b>2,077,746</b>	<b>301.1</b>	<b>2023 vs 2019</b> <b>70.9%</b>
Top 30 countries of residence								
Australia	1,530,197	800,921	162,252	469,564	1,256,418	786,854	167.6	82.1%
United States of America	369,493	240,693	6,042	34,689	304,100	269,411	776.6	82.3%
United Kingdom	233,732	171,399	6,807	28,054	171,884	143,830	512.7	73.5%
China, People's Republic of	413,037	161,494	1,892	7,231	105,443	98,212	1358.2	25.5%
India	65,018	39,763	1,402	5,953	75,069	69,116	1161.0	115.5%
Canada	73,804	53,357	1,134	7,504	56,381	48,877	651.3	76.4%
Germany	100,876	71,469	806	5,410	54,294	48,884	903.6	53.8%
Singapore	63,764	35,938	1,168	12,701	49,142	36,441	286.9	77.1%
Korea, Republic of	86,608	53,496	402	5,512	45,385	39,873	723.4	52.4%
Japan	97,810	54,183	615	6,000	44,056	38,056	634.3	45.0%
Fiji	33,033	19,755	686	6,862	35,583	28,721	418.6	107.7%
Philippines	27,741	12,831	1,459	2,750	28,617	25,867	940.6	103.2%
Taiwan	52,701	26,874	263	2,141	26,703	24,562	1147.2	50.7%
Malaysia	46,990	20,089	301	5,720	25,978	20,258	354.2	55.3%
French Polynesia	25,048	14,257	32	4,608	22,447	17,839	387.1	89.6%
France	41,026	27,966	510	3,258	22,261	19,003	583.3	54.3%
Hong Kong (SAR)	54,929	29,433	874	4,516	21,507	16,991	376.2	39.2%
Netherlands	30,782	23,827	461	2,446	20,176	17,730	724.9	65.5%
Samoa	27,900	16,148	1,388	6,491	18,947	12,456	191.9	67.9%
South Africa	25,180	16,004	392	2,094	17,921	15,827	755.8	71.2%
Tonga	20,622	12,817	230	3,240	16,614	13,374	412.8	80.6%
New Caledonia	20,315	12,118	13	2,837	14,715	11,878	418.7	72.4%
Thailand	29,498	11,169	235	1,396	14,364	12,968	928.9	48.7%
Switzerland	22,041	16,022	375	1,591	13,282	11,691	734.8	60.3%
Cook Islands	13,810	7,445	4,018	6,042	12,296	6,254	103.5	89.0%
Indonesia	27,233	11,881	308	967	11,955	10,988	1136.3	43.9%
Ireland	12,674	8,777	318	2,311	11,494	9,183	397.4	90.7%
Italy	12,037	7,256	392	1,863	11,321	9,458	507.7	94.1%
Denmark	13,709	10,728	137	823	9,429	8,606	1045.7	68.8%
Spain	14,008	9,100	259	1,664	9,367	7,703	462.9	66.9%

## International Annual Visitor Arrivals September 2023

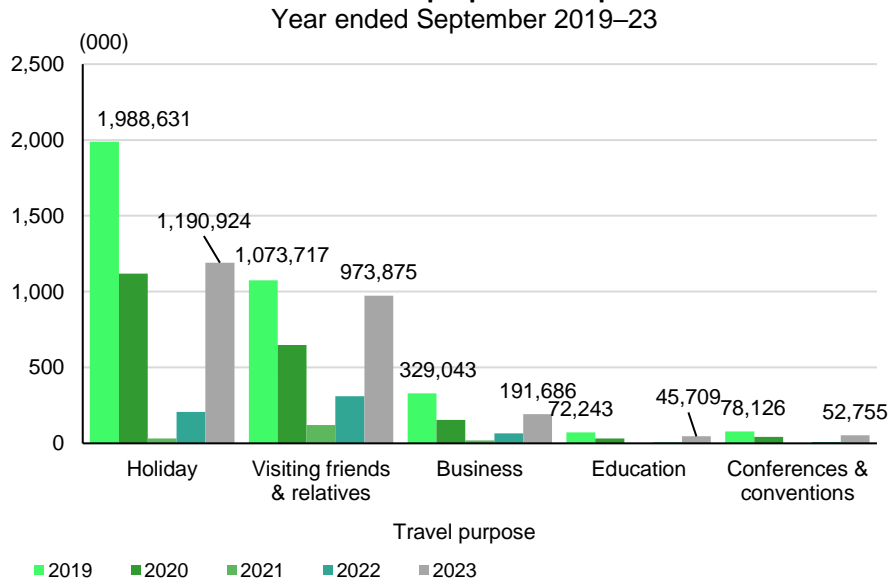


Source: Stats NZ

## Type of Visitor Arrivals YE September 2023

Key characteristics of visitors									
Year ended September 2019–23									
Key characteristic	Year ended September 2023					Change 2022–23		Percentage % return against 2019	Percentage % share total arrivals
	2019	2020	2021	2022	2023	Number	Percent		
<b>Total visitor arrivals<sup>(1)</sup></b>	<b>3,902,924</b>	<b>2,164,418</b>	<b>207,798</b>	<b>689,953</b>	<b>2,767,699</b>	<b>2,077,746</b>	<b>301.1</b>	<b>70.9%</b>	<b>2,617,030</b>
<b>Travel purpose</b>									
Holiday	1,988,631	1,119,742	32,005	207,790	1,190,924	983,134	473.1	59.9%	43.0%
Visiting friends & relatives	1,073,717	647,516	121,175	311,214	973,875	662,661	212.9	90.7%	35.2%
Business	329,043	153,904	19,631	64,804	191,686	126,882	195.8	58.3%	6.9%
Education	72,243	31,804	2,321	6,988	45,709	38,721	554.1	63.3%	1.7%
Conferences & conventions	78,126	43,128	643	9,450	52,755	43,305	458.3	67.5%	1.9%

## International Arrivals: Travel purpose YE September 2023



Source: Stats NZ