



 Milford Sound
Fiordland

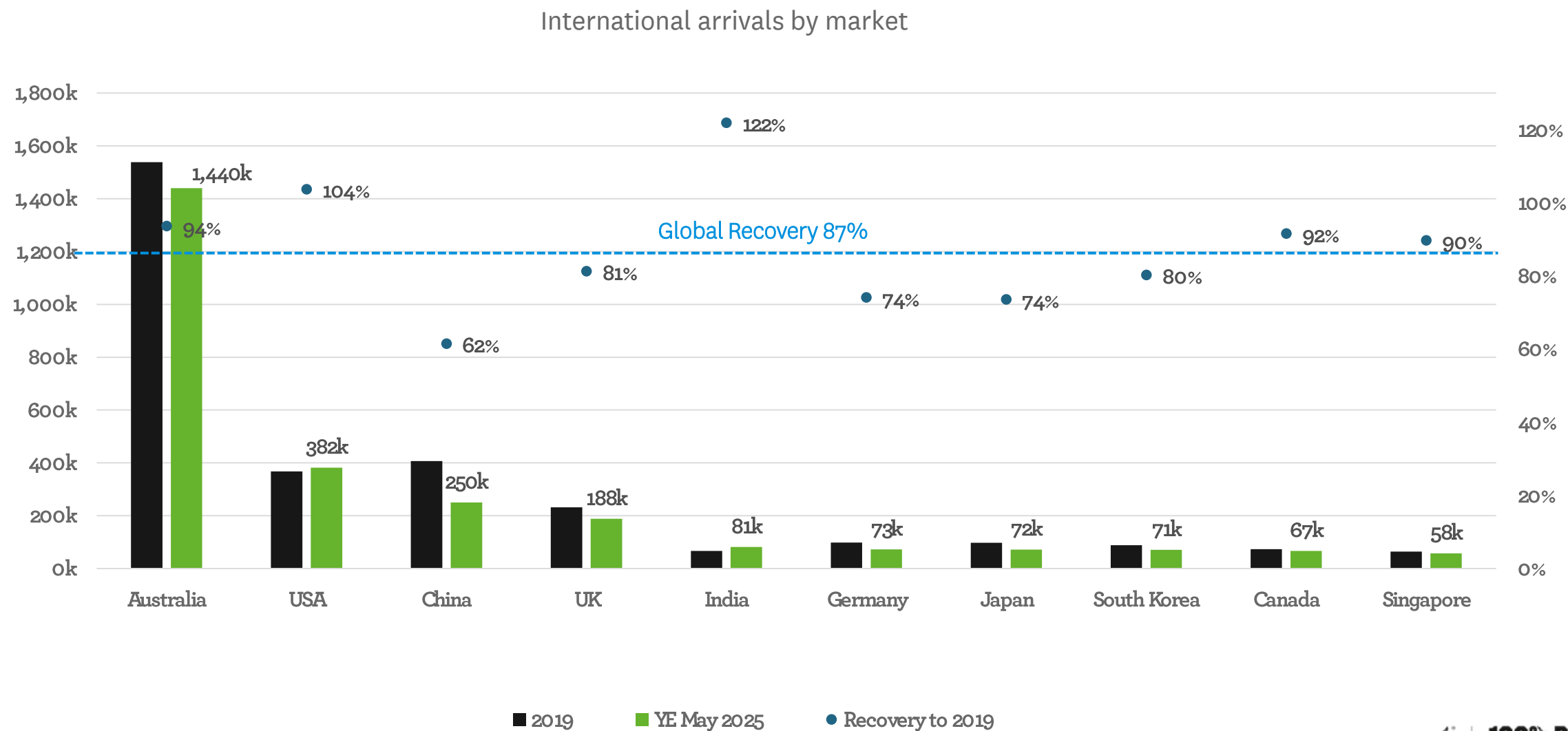
Performance Update

October 2025



**100% PURE
NEW ZEALAND**

International arrivals have recovered to 87% vs 2019. Forwards for summer are looking strong.



Arrivals by Age Group YE August 2025

ARRIVALS

YE August 2025

| Age Groups | Sum of Arrivals | Arrivals % Share | Arrivals - YoY % Change | Arrivals - YoY Change | Arrivals Recovery 2019 |
|------------|-----------------|------------------|-------------------------|-----------------------|------------------------|
| All people | 3,403,938 | 100% | 5.3% | 171,894 | 88% |
| Under 18 | 386,328 | 11% | 4.8% | 17,640 | 91% |
| 18-34 | 925,305 | 27% | 5.6% | 48,738 | 84% |
| 35-49 | 753,606 | 22% | 4.3% | 31,140 | 85% |
| 50-65 | 880,752 | 26% | 4.8% | 40,164 | 85% |
| 65+ | 457,947 | 13% | 8.1% | 34,212 | 106% |

| Travel Purpose | Sum of Arrivals | Arrivals % Share | Arrivals - YoY % Change | Arrivals - YoY Change | Arrivals Recovery 2019 |
|--------------------|-----------------|------------------|-------------------------|-----------------------|------------------------|
| All people (18-34) | 925,305 | | 5.6% | 48,738 | 84% |
| Business | 42,372 | 5% | 0.3% | 144 | 52% |
| Conference | 11,985 | 1% | -18.3% | 2,679 | 60% |
| Education | 21,609 | 2% | -10.9% | 2,634 | 60% |
| Holiday | 509,850 | 55% | 11.9% | 54,138 | 85% |
| Not Stated | 58,332 | 6% | -23.4% | 17,850 | 122% |
| Other | 39,198 | 4% | 3.0% | 1,158 | 67% |
| VFR | 241,959 | 26% | 7.3% | 16,461 | 92% |

Arrivals 18-34 by country

Arrivals by Country

All people (18-34)

| Country Name | Arrivals | Arrivals % Share | YoY % Change | YoY Change | Arrivals Recovery 2019 |
|--------------|----------|------------------|--------------|------------|------------------------|
| Australia | 399,279 | 43.2% | 11.0% | 39,486 | 91% |
| USA | 92,442 | 10.0% | -2.3% | - | 86% |
| China | 65,775 | 7.1% | 12.6% | 7,335 | 75% |
| UK | 56,436 | 6.1% | 13.3% | 6,609 | 83% |
| Germany | 27,678 | 3.0% | 6.7% | 1,740 | 63% |
| Japan | 22,572 | 2.4% | 26.6% | 4,743 | 82% |
| Canada | 16,944 | 1.8% | 7.9% | 1,245 | 81% |
| South Korea | 16,641 | 1.8% | 11.7% | 1,749 | 95% |
| Singapore | 16,281 | 1.8% | 14.3% | 2,034 | 84% |
| Not Stated | 15,603 | 1.7% | -40.3% | - | 70% |
| India | 15,015 | 1.6% | -15.7% | - | 85% |
| France | 13,809 | 1.5% | 13.4% | 1,629 | 71% |
| Taiwan | 12,657 | 1.4% | 19.4% | 2,055 | 98% |
| Hong Kong | 9,360 | 1.0% | 26.8% | 1,977 | 75% |
| Netherlands | 9,111 | 1.0% | 6.0% | 516 | 76% |

Source: Stats NZ | YE Aug 2025

Note that figures by age group are only available in the *Detailed* view. These numbers differ slightly from those in the *Public* view, so rounding is necessary w/

Accommodation

Source: IVS - Holidaymakers - YE June 2025

| Accommodation type | All Holidaymakers | 18-34 y/o | Diff |
|--|-------------------|-----------|--------|
| Hotel | 50.8% | 47.9% | -2.89% |
| House/ flat/ apartment booked through an online website (including Booking.com, A | 45.0% | 47.7% | 2.73% |
| Motel, Motor Inn or Serviced Apartment | 21.5% | 17.5% | -3.95% |
| Staying with family or friends | 13.2% | 13.3% | 0.16% |
| Other (paid) camping ground / holiday park (where you can stay in a tent, cabin, carav | 9.5% | 11.4% | 1.87% |
| Backpackers | 6.0% | 10.6% | 4.60% |
| Luxury Accommodation, 5-star Hotel, Luxury Lodge | 12.2% | 8.9% | -3.34% |
| Free camping - staying in a tent, caravan, campervan / motorhome | 5.5% | 8.1% | 2.64% |
| Youth Hostel, YMCA, YWCA | 4.1% | 7.4% | 3.35% |
| Camping at a National Park / Department of Conservation camping ground | 4.6% | 6.4% | 1.82% |
| Bed and Breakfast | 6.8% | 6.1% | -0.68% |
| House / flat that you paid some rent for | 5.8% | 5.3% | -0.43% |
| Another place where you pay to park a caravan or campervan / motorhome overnight | 2.7% | 3.4% | 0.64% |
| Farm-stay or Home-stay | 3.1% | 3.1% | 0.03% |

Accommodation 18-34 year old

Source: IVS - Holidaymakers

| Accommodation type | YE Dec 19 (18-34) | YE June 25 (18-34) | Diff |
|--|-------------------|--------------------|--------|
| Hotel | 43.5% | 47.9% | 4.4% |
| House/ flat/ apartment booked through an online website (including Booking.com, AirBnB, HomeSwap, HomeStay, Hotel.com, Expedia, etc) | N/A | 47.7% | |
| Motel, Motor Inn or Serviced Apartment | 25.1% | 17.5% | -7.6% |
| Staying with family or friends | 18.4% | 13.3% | -5.0% |
| Other (paid) camping ground / holiday park (where you can stay in a tent, cabin, caravan, | 15.9% | 11.4% | -4.5% |
| Backpackers | 21.1% | 10.6% | -10.5% |
| Luxury Accommodation, 5-star Hotel, Luxury Lodge | 14.7% | 8.9% | -5.8% |
| Free camping - staying in a tent, caravan, campervan / motorhome | 8.3% | 8.1% | -0.2% |
| Youth Hostel, YMCA, YWCA | 15.8% | 7.4% | -8.3% |
| Camping at a National Park / Department of Conservation camping ground | 9.1% | 6.4% | -2.7% |
| Bed and Breakfast | 14.6% | 6.1% | -8.5% |
| House / flat that you paid some rent for | 3.5% | 5.3% | 1.9% |
| Another place where you pay to park a caravan or campervan / motorhome overnight | 7.4% | 3.4% | -4.1% |
| Farm-stay or Home-stay | 7.7% | 3.1% | -4.6% |
| In a hut at a National Park / Department of Conservation area | 3.7% | 3.1% | -0.6% |
| A house/ flat/ apartment/ timeshare you own | N/A | 1.2% | |
| Other accommodation | 3.8% | 0.5% | -3.3% |
| Student residence | 2.5% | 0.3% | -2.3% |
| Yacht or other boat | 1.2% | 0.3% | -0.9% |
| Marae | 0.3% | 0.0% | -0.3% |



Activities

| Activities Participated | All Holidaymakers | 18-34 y/o | Diff |
|--|-------------------|-----------|--------|
| Went for a walk, hike, trek or tramp | 77.1% | 82.5% | 5.41% |
| Other natural attraction (e.g. mountain, lake, river, forest, etc.) | 78.8% | 81.0% | 2.13% |
| A national park | 63.6% | 66.8% | 3.27% |
| A beach | 52.1% | 55.2% | 3.13% |
| A film location, tour or experience | 34.9% | 38.4% | 3.51% |
| A public museum or art gallery | 42.1% | 37.3% | -4.75% |
| A glacier e.g. Fox, Franz Josef, Hooker Valley | 33.0% | 36.7% | 3.62% |
| A geothermal park (hot mud and possibly geysers) | 34.5% | 31.0% | -3.50% |
| Hot pools | 27.5% | 29.8% | 2.31% |
| Glow worm tour | 28.6% | 27.8% | -0.78% |
| A place that is significant to Māori, such as a landmark, remains of a Māori pa (fortified site) | 30.1% | 26.9% | -3.21% |
| Brewery, Gin, Vineyard / wine trail | 26.6% | 25.0% | -1.58% |
| Farm or orchard | 21.8% | 23.4% | 1.60% |
| Top-end restaurants | 24.7% | 23.1% | -1.64% |
| Swimming / surfing | 16.1% | 20.2% | 4.08% |
| Stargazing | 16.3% | 19.9% | 3.59% |
| A wildlife sanctuary (a sanctuary for New Zealand's endangered species) | 22.1% | 19.6% | -2.53% |
| Trip to watch whales, penguins or dolphins | 16.9% | 18.2% | 1.37% |
| Garden visit or flower show | 20.3% | 18.1% | -2.19% |
| Other important building or site | 20.4% | 18.1% | -2.25% |
| Zoo or wildlife park | 18.0% | 17.8% | -0.23% |
| Health spa or day spa | 12.5% | 16.3% | 3.75% |
| Extreme ride e.g. Luge, fly-by-wire, zorbing, flying fox/zip-lining | 13.3% | 16.2% | 2.87% |
| Rafting, canoeing, kayaking | 11.6% | 15.4% | 3.83% |
| Jet-boating | 14.4% | 14.1% | -0.28% |
| A marine park or marine reserve | 17.9% | 13.8% | -4.12% |
| Theme park or leisure park | 11.7% | 10.6% | -1.13% |
| Mountain climbing, rock climbing, abseiling, caving | 7.5% | 10.3% | 2.83% |
| Air activities such as paragliding, hang gliding, ballooning, skydiving | 6.9% | 10.0% | 3.10% |
| Food and/or wine/alcohol event or festival | 9.3% | 9.9% | 0.58% |
| Other boating | 13.5% | 9.7% | -3.74% |

Transport

| Transport method | All Holidaymakers | 18-34 y/o | Diff |
|---|-------------------|-----------|--------|
| Rental car | 47.1% | 45.6% | -1.54% |
| App-based services such as Uber, Ola, etc | 23.0% | 29.5% | 6.54% |
| Taxi / shuttle service | 29.9% | 28.0% | -1.86% |
| Plane (within New Zealand) | 19.2% | 20.3% | 1.06% |
| Local bus service | 16.4% | 19.7% | 3.32% |
| Tour bus | 16.9% | 15.2% | -1.69% |
| The ferry between the North Island and the South Island | 10.8% | 10.5% | -0.30% |
| Other ferry | 11.2% | 10.2% | -0.93% |
| Car or van owned by you / family / friend(s) / company | 9.0% | 10.0% | 0.96% |
| Bus service between towns / cities | 6.9% | 9.8% | 2.89% |
| Other boat or ship | 10.3% | 8.7% | -1.57% |
| Rental campervan / motor-home | 6.2% | 7.5% | 1.28% |
| Helicopter | 6.5% | 6.1% | -0.37% |
| Bicycle | 4.7% | 3.9% | -0.88% |
| Limousine / car with driver included | 4.0% | 3.7% | -0.35% |