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Aus, Singapore, US lead holiday visitor recovery – TECNZ

20 Nov 2023 By Sara Barker | sara.barker@tourismticker.com | @tourismticker

Australia, Singapore and the United States are leading the holiday visitor arrival recovery among New Zealand’s top source markets, according to an analysis by the Tourism Export Council of New Zealand.

| Table | Country | Annual Arrivals YE Sep 2019 | Annual Arrivals YE Sep 2023 | % Return 2023 vs 2019 | % Return Holiday arrivals | |
|-------|-------------|--------------------------------|--------------------------------|-----------------------------|---------------------------------|---|
| T8 | Australia | 1,530,197 | 1,256,418 | 82% | 84% | AUS: Good recovery, holiday arrivals tracking well, good VFR return (88%), conf/conv good (73%) |
| T22 | China | 413,037 | 105,443 | 26% | 18% | CHN: Slow annual recovery, slow holiday arrival return, moderate VFR return (59%), education (44%) |
| T58 | USA | 369,493 | 304,100 | 82% | 76% | USA: Good recovery and holiday arrivals trend, higher VFR return (108%), good education (60%) |
| T50 | UK | 233,732 | 171,884 | 74% | 59% | UK: Good recovery trend, slower holiday arrival return, high VFR return (88%), good business (66%) |
| T54 | Germany | 100,876 | 54,294 | 54% | 49% | GER: Slow recovery trend, slow holiday arrival return, higher VFR return (79%), good education (59%) |
| T32 | Japan | 97,810 | 44,056 | 45% | 32% | JPN: Slow recovery trend, slow holiday arrival return, higher VFR return (65%), strong education (103%) |
| T36 | South Korea | 86,608 | 45,385 | 90% | 47% | SK: Good recovery trend, slower holiday arrival return, high VFR return (78%), good education (62%) |
| T62 | Canada | 73,804 | 56,381 | 76% | 65% | CAN: Good recovery trend, fair holiday arrival return, high VFR return (100%), good education (74%) |
| T40 | India | 65,108 | 75,069 | 115% | 55% | IND: Strong recovery trend, lower holiday return, high VFR return (190%), strong education (124%) |
| T38 | Singapore | 63,764 | 49,142 | 77% | 81% | SQ: Strong recovery and holiday arrival trend, higher VFR return (85%), moderate education (52%) |
| T42 | Hong Kong | 54,929 | 21,507 | 39% | 32% | HK: Slow recovery and holiday arrival trend, higher VFR return (62%), low education return (29%) |
| T46 | Taiwan | 52,701 | 26,703 | 51% | 48% | TAI: Slow recovery and holiday arrival trend, higher VFR (65%), good education return (75%) |
| T44 | Malaysia | 46,990 | 25,978 | 55% | 48% | MAL: Slow recovery and holiday arrival trend, higher VFR return (81%), moderate education (46%) |
| T56 | France | 41,026 | 22,261 | 54% | 46% | FRA: Slow recovery and holiday arrival trend, higher VFR return (76%), moderate education (55%) |
| T48 | Thailand | 29,498 | 14,364 | 49% | 36% | THA: Slow recovery and holiday arrival trend, higher VFR return (75%), good education return (74%) |

TECNZ holiday arrival analysis to the year ending September 2023. Source: TECNZ

All three markets are enjoying a good recovery in holiday visitor numbers, with Australia totalling 505,282 for the year to September 2023, equating to 84% of the corresponding year in pre-Covid 2019.

“Good recovery, holiday arrivals tracking well, good VFR return (88%), conference/conventions good (73%),” said TENCZ in an industry update last week.

Holiday visitors from Singapore was at 81% of pre-Covid, the US was at 76%, followed by Canada at 65%.

TECNZ said lagging markets for the September year included China at 18% of pre-Covid, Japan and Hong Kong both at 32%, and Thailand at 46%. The association said these markets had good or strong VFR returns but faced slower recovery and holiday arrivals.

For the year ended September 2023, 1.19 million people visited New Zealand for a holiday, about 60% of the pre-Covid levels, according to Stats NZ's latest travel figures released last week.

For the month of September, holiday visitor arrivals totalled 105,912, the highest seen for that month since 2019, when 125,207 were recorded.

The September arrival numbers were boosted by Australia and the USA, continuing their annual trend, but the slower-recovering Chinese market was also starting to return.

Tourism New Zealand said on Friday that it was focused on driving off-peak travel from Asian markets, with New Zealand's off-peak seasons providing a break from tropical heat across Asia, as well as aligning with school and religious holidays, and the wedding and honeymoon season.

"Tourism is critical to New Zealand's economy, particularly if it can provide a boost during off peak seasons," TNZ chief executive René de Monchy said.

"We are focused on attracting high quality visitors, this includes off peak arrivals to ensure visitation is spread out across the year.

"We are also seeing international visitors spend around 18% more than pre-Covid, with length of stay on par with 2019 and strong off-peak arrivals. This shows our strategy to attract value over volume is working."

The agency said tourism was New Zealand's third biggest export earner in the June-April 2023 quarter.

[Overall international visitor arrivals for the year to September 2023](#) totalled 2.77 million or about 71% of that seen during the 12 months to the same month in pre-Covid 2019.