

INTERNATIONAL MARKET TRENDS AND FORECASTS 2025-2027

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NZ International Arrivals YE March 2025

YE March 2019 annual arrivals 3,867,756. YE March 2025 annual arrivals 3,320,687.

Total annual % return YE March 2025 compared to 2019 was **86%**. Variance of 547,069 arrivals.

	• Australia	1,402,019 visitors	94% return of arrivals compared to March 2019
	• USA	376,998 visitors	104% return of arrivals compared to March 2019
	• China	248,353 visitors	57% return of arrivals compared to March 2019
	• UK	183,706 visitors	<u>80%</u> return of arrivals compared to March 2019
	• India	<u>81,743</u> visitors	120% return of arrivals compared to March 2019
	• Korea	71,551 visitors	80% return of arrivals compared to March 2019
	• Germany	71,888 visitors	<u>70%</u> return of arrivals compared to March 2019
	• Canada	65,892 visitors	<u>91%</u> return of arrivals compared to March 2019
	• Japan	71,417 visitors	72% return of arrivals compared to March 2019
	• Singapore	57,040 visitors	<u>93%</u> return of arrivals compared to March 2019
	• France	30,414 visitors	<u>71%</u> return of arrivals compared to March 2019

Visitor by Purpose of Travel YE Mar 2025

Key characteristics of visitors

Year ended March 2021–25

Key characteristic	2019	Year ended March 2025					Change 2024–25		Recovery vs 2019
		2021	2022	2023	2024	2025	Number	Percent	
Total visitor arrivals⁽¹⁾	3,867,756	52,690	229,370	2,199,073	3,183,376	3,320,687	137,311	4.3	86%
Travel purpose									
Holiday	2,007,510	1,081	32,570	873,903	1,473,757	1,648,137	174,380	11.8	82%
Visiting friends & relatives	1,073,853	21,351	138,479	863,534	1,010,349	1,031,855	21,506	2.1	96%
Business	305,902	4,295	19,832	154,751	197,679	199,775	2,096	1.1	65%
Education	67,158	1,049	2,307	26,628	50,469	50,889	420	0.8	76%
Conferences & conventions	76,855	32	671	33,730	61,846	62,159	313	0.5	81%

YE Dec 2019 Segment of Visitors

Holiday	55%
VFR	30%
Business	10%
Education	2%
Conferences	3%

Recovery led by VFR. NZ needs to attract more holiday visitors.

Source: StatsNZ YE Mar 2025 and TECNZ Update 21 May 2025

Forecast of International Visitors/\$ Returning YE Mar 2025-2027

TECNZ's arrival forecasts for countries based on research and assumptions noted below.

Assumptions:

- International arrivals YE Mar 2025 (actual)
- Airline connectivity and capacity 27 airlines, 42 dests
- Demand from offshore tour wholesalers/agents
- Forward booking levels held by Inbound Tour Operators
- Country recovery YE Mar25: US (104%), Australia (94%), India (120%), Canada (91%), Korea (80%) and Singapore (93%). Slower recovery from UK (80%), Germany (70%) and European markets. China (57%) and Asian markets still soft rebound compared to Western markets.
- Airfare prices not falling as fast as anticipated
- Geo-political/economic status in source markets
- Higher intra-regional travel than long-haul due to economic conditions in source markets
- Russia-Ukraine War and Europe energy crisis
- Israel-Palestine War and affect on European/US travel patterns
- Possible direct flight from India 2027-2028
- Government/private sector proactive promotion in 2025 and 2026
- Price sensitivity in offshore markets to travel to long-haul countries. NZ doesn't outprice itself loaded visitor taxes, levies.



*Source: StatsNZ Arrivals YE Mar 25 and TECNZ insights
Updated 21 May 2025*

Summary: Forecast of International Visitors/\$ Returning YE Mar 2025-2027

Key message:

Country recovery YE Mar25: US (104%), Australia (94%), India (120%), Canada (91%), Korea (80%) and Singapore (93%). Slower recovery from UK (80%), Germany (70%) and European markets. China (57%) and Asian markets still soft rebound compared to Western markets.

By YE Mar 2025, actual arrivals were 86% of pre-Covid annual arrivals (2019). Upcoming 2025-2026 season might see arrivals flat in some markets and some growth (5%) in other markets. UK, Germany and Europe and China still soft with forward bookings at the moment.

Arrivals (000's):

- By YE Mar 2025 annual number of arrivals 3,320,687 = 86%
- By YE Mar 2026 annual number of arrivals 3,652,752 = 95%
- By YE Mar 2027 annual number of arrivals 3,882,632 = 101%



Source: StatsNZ Arrivals YE Mar 2025 and TECNZ insights
Updated 21 May 2025

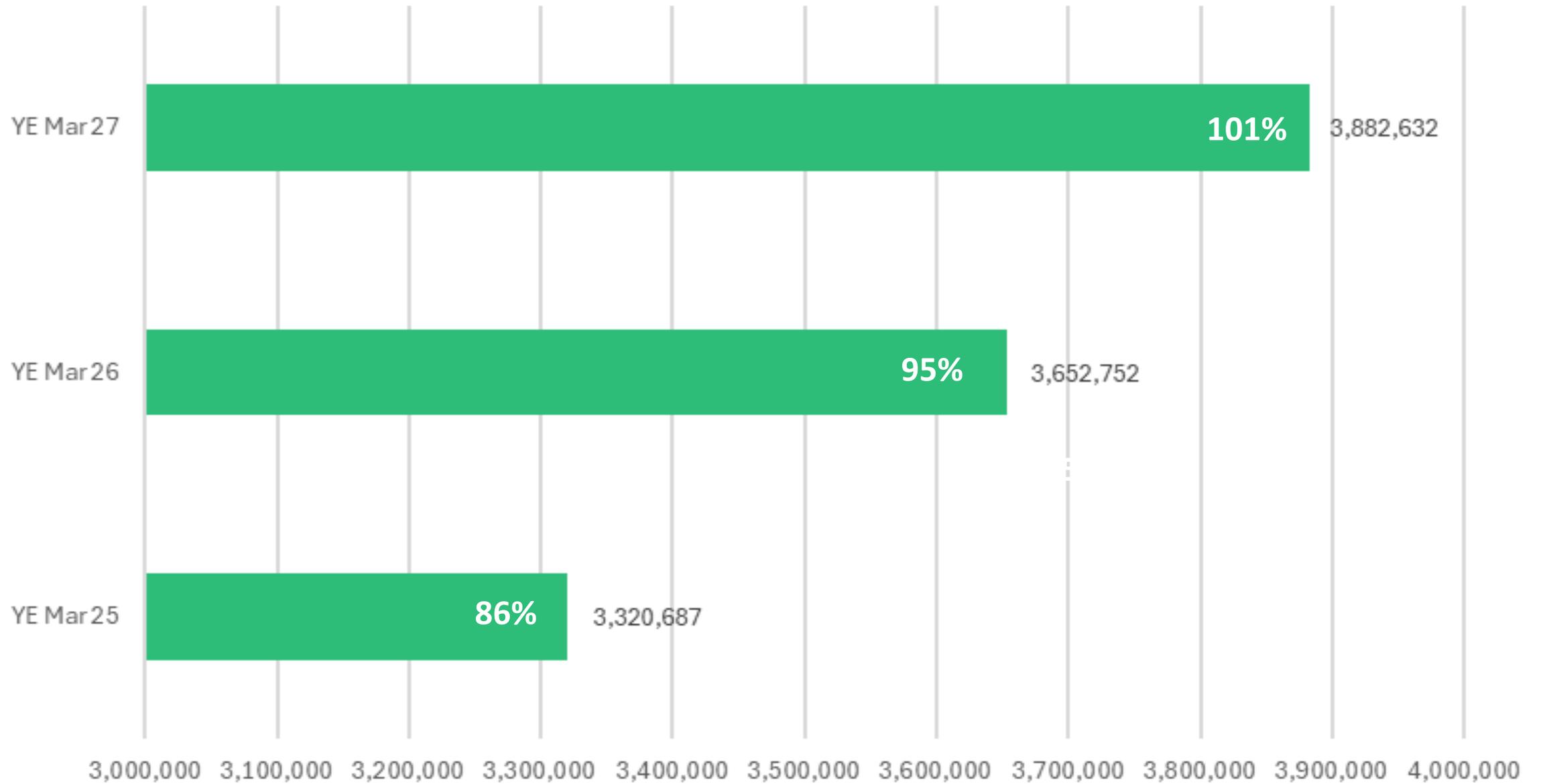
NZ International Tourism Recovery Roadmap (No. Arrivals 000's and % Recovery)

Forecast shows it will take another two years to YE Mar 2027 to see growth from pre-Covid arrivals total annual visitor arrivals 3,882,632 (101%)

	YE Mar 2019	Assumptions	Forecast Act Mar 25	Forecast YE Mar 26	Forecast YE Mar 27
 Australia	1,491,000	<ul style="list-style-type: none"> Actual arrivals YE Mar 2025 Airline connectivity and capacity 27 airlines, 42 dests Demand from offshore tour wholesalers/agents Forward booking levels held by Inbound Tour Operators Country recovery YE Mar25: US (104%), Australia (94%), India (120%), Canada (91%), Korea (80%) and Singapore (93%). Slower recovery from UK (80%), Germany (70%) and European markets. China (57%) and Asian markets still soft rebound compared to Western markets. Airfare prices not falling as fast as anticipated Geo-political/economic status in source markets Higher intra-regional travel than long-haul due to economic conditions in source markets Russia-Ukraine War and energy crisis Israel-Palestine War and affect on European/US travel patterns Possible direct flight from India 2027-2028 Government/private sector proactive promotion in 2025 and 2026 Price sensitivity in offshore markets to travel to long-haul countries. NZ doesn't outprice itself loaded visitor taxes, levies. 	(94%) 1,402,019	(100%) 1,491,000	(105%) 1,565,550
 USA	362,394		(104%) 376,998	(110%) 398,633	(112%) 405,881
 China	434,323		(57%) 248,353	(67%) 290,996	(85%) 369,175
 UK	230,307		(80%) 183,706	(88%) 202,670	(100%) 230,307
 Germany	102,107		(70%) 71,888	(80%) 81,686	(90%) 91,896
 Japan	99,300		(72%) 71,417	(80%) 79,440	(90%) 89,370
 South Korea	88,963		(80%) 71,551	(90%) 80,067	(100%) 88,963
 India	68,281		(120%) 81,743	(130%) 88,765	(140%) 95,593
 Singapore	61,622		(93%) 57,040	(99%) 61,006	(102%) 62,854
 Taiwan	48,299		(102%) 49,221	(105%) 50,714	(105%) 50,714
 Hong Kong	56,661		(58%) 33,026	(66%) 37,396	(80%) 45,329
 France	42,591		(71%) 30,414	(80%) 34,073	(90%) 38,332
 Netherlands	30,883		(80%) 24,783	(88%) 27,177	(100%) 30,883
 Canada	72,701		(91%) 65,892	(98%) 71,247	(102%) 74,155

Source: StatsNZ YE Mar 2025 Arrivals, TECNZ updated 21 May 2025

NZ International Arrival Forecasts (000's) YE Mar 2025-2027



Source: TECNZ Forecast based on Stats NZ Countries Annual International Arrivals as at YE Mar 2025, TECNZ updated 21 May 2025