

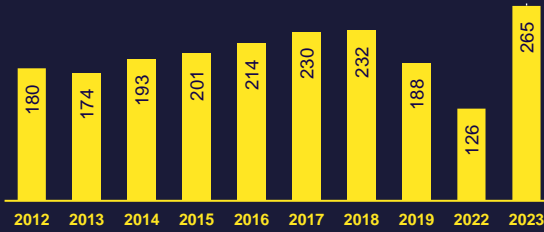


# New Zealand

Market snapshot  
Visitor Profile



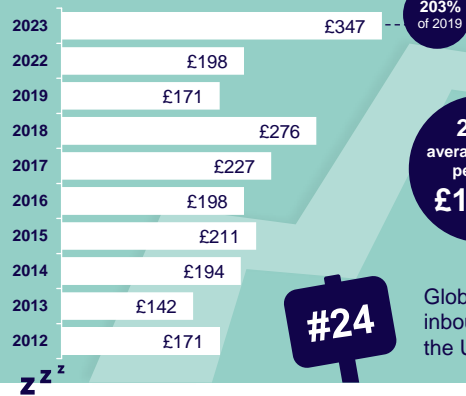
## Annual visits (000s)\*



#28

Global ranking for inbound visits to the UK in 2023

## Annual visitor spend (£m)\*

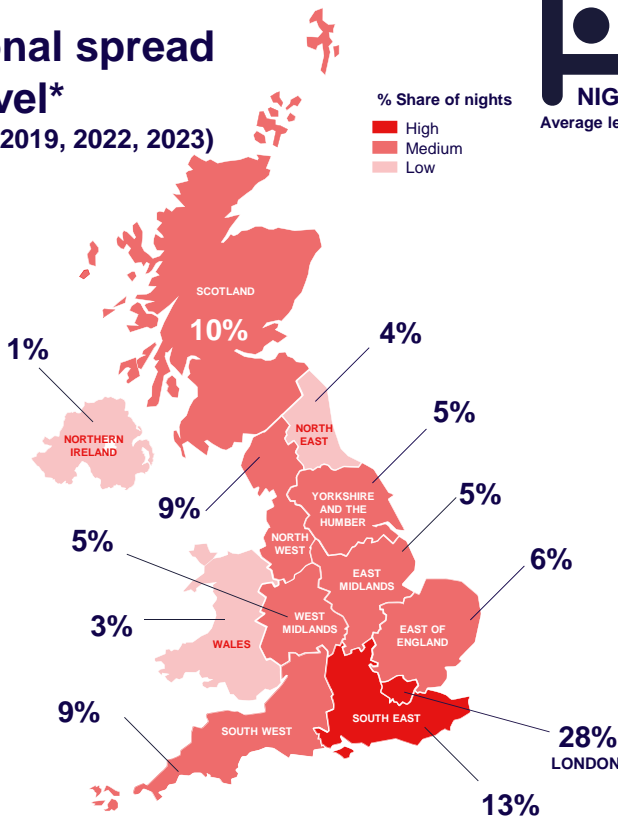


2023 average spend per visit  
**£1,307**

#24

Global ranking for inbound spend in the UK in 2023

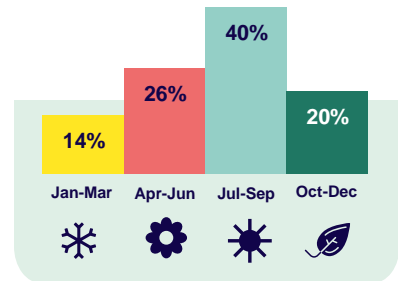
## Regional spread of travel\* (average 2019, 2022, 2023)



15 NIGHTS  
Average length of stay

UK visits from New Zealand and their visitor spending far exceeded pre-pandemic levels, setting new records in 2023. On average, visitors from New Zealand stay almost twice as long as an international visitor and spend 60% more per visit.

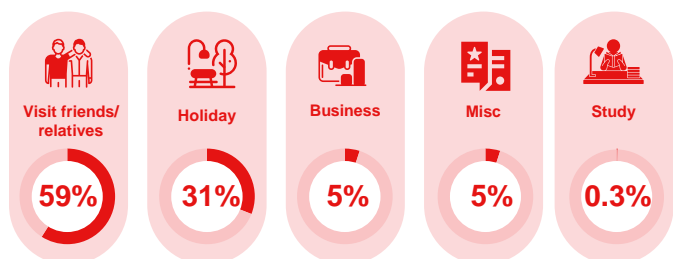
## Seasonal spread of travel\* (2023)



## NZ to UK Connectivity (2023)



## Purpose of travel\* (2023)



Sources: \*International Passenger Survey (IPS) by ONS. All spend is stated in nominal terms. NB: NZ borders opened mid-2022. \*\*Apex as of June 2024.



Consumer website: [visitbritain.com](http://visitbritain.com)  
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