



PREMIUM

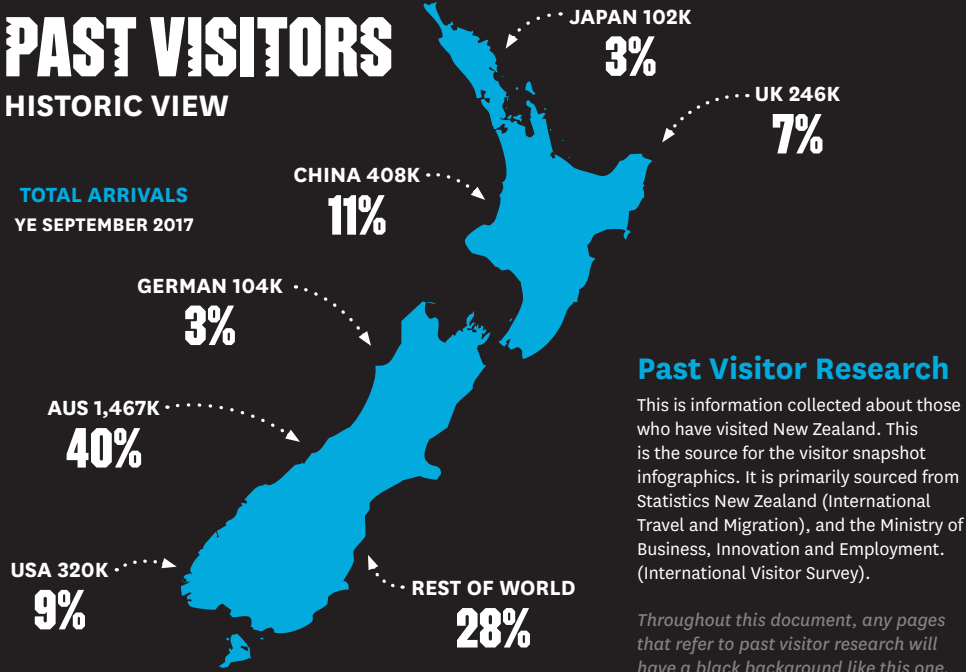
Market information about our
Visitors and our Active Considerers



PAST VISITORS

HISTORIC VIEW

TOTAL ARRIVALS
YE SEPTEMBER 2017



Past Visitor Research

This is information collected about those who have visited New Zealand. This is the source for the visitor snapshot infographics. It is primarily sourced from Statistics New Zealand (International Travel and Migration), and the Ministry of Business, Innovation and Employment. (International Visitor Survey).

Throughout this document, any pages that refer to past visitor research will have a black background like this one.

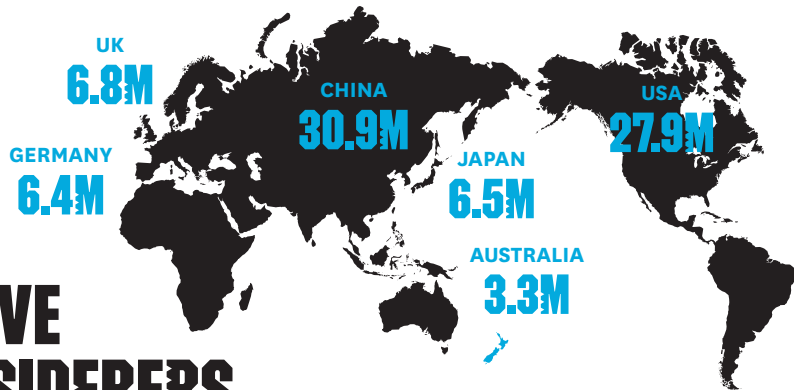
ACTIVE CONSIDERERS

FUTURE VIEW

Active Considerer Research

An Active Considerer is someone who is considering coming to New Zealand for their next holiday, and New Zealand is one of their top five destinations they would most like to visit. Tourism New Zealand commissions ongoing research (Kantar TNS), to understand who these people are, and what their motivations and barriers are; this research is the key information source for understanding our future visitors.

Throughout this document, any pages that refer to Active Considerer research will have a white background like this one.



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Capturing greater value from the lucrative Premium sector is an important component of Tourism New Zealand's strategy to grow the number of high-value visitors to New Zealand.

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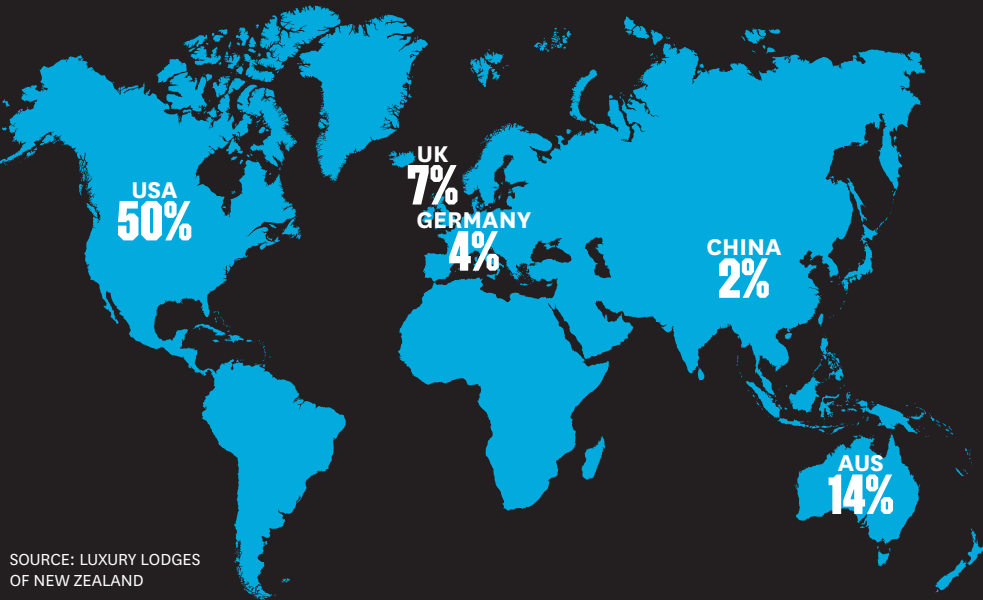
TOPLINE RESULTS



PREMIUM

With an average daily spend much greater than that of the average visitor's total spend these high value visitors have the potential to provide an economic benefit beyond that gained from just tourism.

TOP 5 COUNTRIES OF ORIGIN AND % OF REVENUE



SOURCE: LUXURY LODGES OF NEW ZEALAND

CREDIT CARD RANKING



SOURCE: MARKETVIEW

GROWTH IN SPEND AT THE LUXURY LODGES OF NEW ZEALAND



SOURCE: LUXURY LODGES OF NEW ZEALAND

DURATION



WERE UP TO THREE WEEKS IN DURATION

SOURCE: MARKETVIEW

REPEAT VISITATION TO NEW ZEALAND



MOST VISITED REGIONS



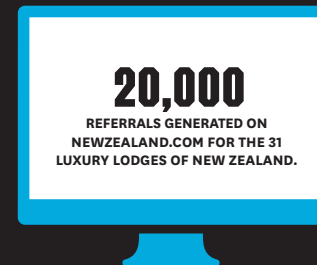
BUSINESS CLASS TRIPS



ROUNDRIP BUSINESS CLASS AIRFARES TO NEW ZEALAND FROM TOP SIX PRIORITY MARKETS

*PRO-RATED BY LENGTH OF STAY FOUR NIGHTS OR LONGER. SOURCED FROM IATA GAP, INDIRECT BOOKINGS ONLY. PURCHASED YEAR ENDING AUG 2017. SOURCE: MARKETVIEW

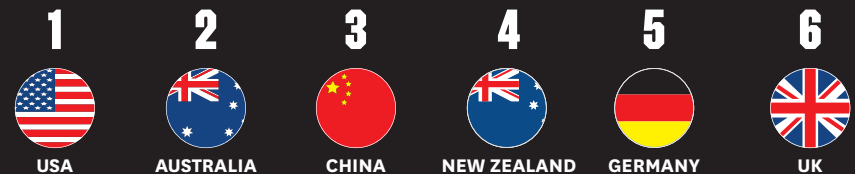
NEWZEALAND.COM STATISTICS FOR PERIOD JAN 1ST - DEC 31ST, 2017 SHOWS:



VISITS



TOP TRAFFIC AND REFERRAL MARKETS



SOURCE: ADOBE ANALYTICS

100% PURE
NEW ZEALAND
newzealand.com