

UNITED KINGDOM

These packs provide a brief snapshot of our core visitor markets prior to the interruption of international travel due to Covid-19.

Picton



**100% PURE
NEW ZEALAND**

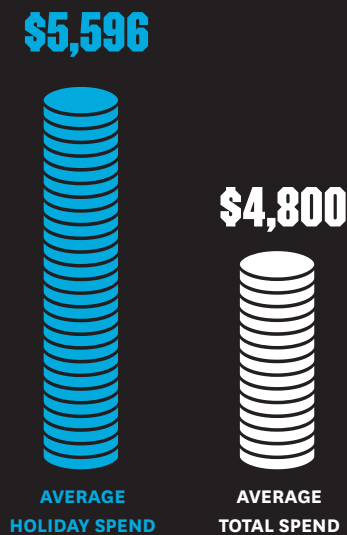
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VISITOR SNAPSHOT

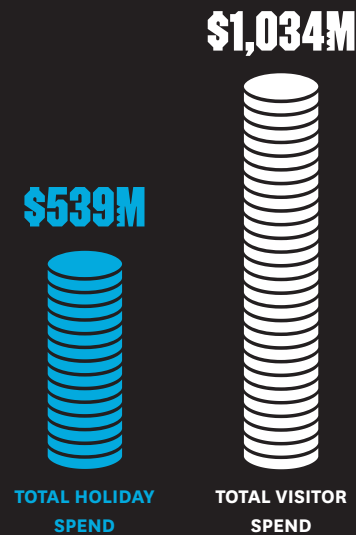


UK was New Zealand's 4th largest market by arrivals, comprising 6% of total arrivals. UK visitors have a longer stay on average and have a relatively high proportion of spend in the regions (43%)

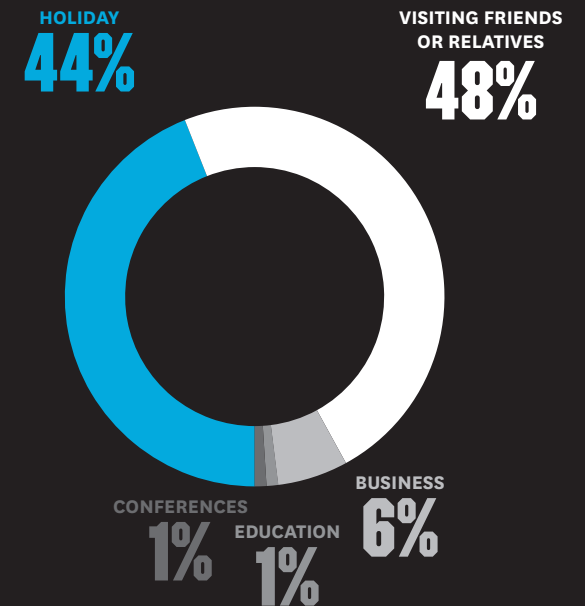
AVERAGE SPEND PER VISITOR



TOTAL MARKET CONTRIBUTION SPEND



PURPOSE OF VISIT



Regions refer to RTOs excluding those home to the larger international airports: AKL, WLG, CHC, and ZQN

Source: Stats NZ international visitor arrivals Feb 2020

MBIE International Visitor Survey December 2019

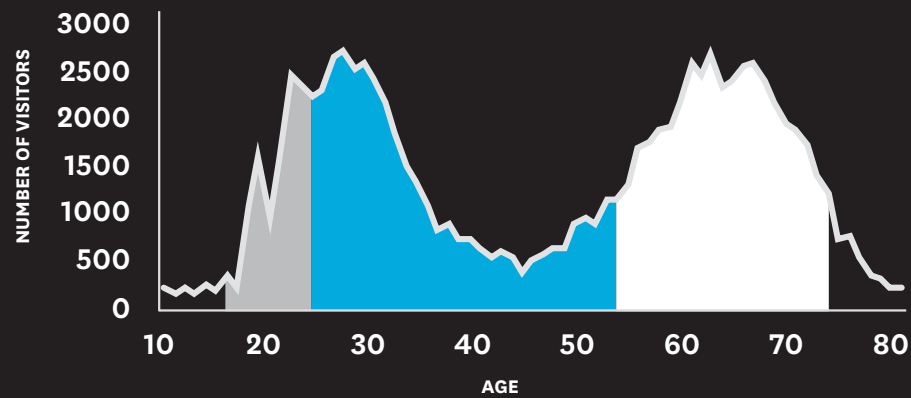
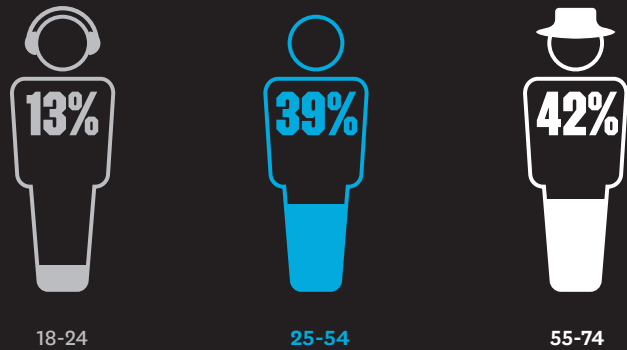


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VISITOR SNAPSHOT

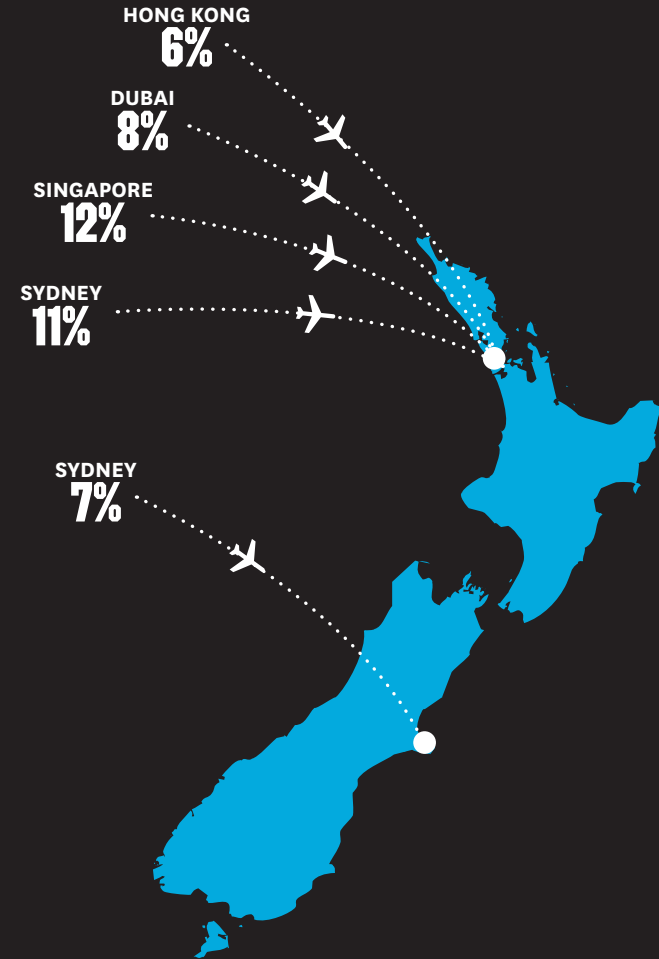
39% of UK holiday arrivals are aged 25-54

AGE PROFILE OF HOLIDAY VISITORS



Age demographic is determined based on their age at time of travel
 Source: Stats NZ international visitor arrivals Feb 2020

UK visitors have no direct flights but arrival via a number of ports





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VISITOR ACTIVITIES

UK is largely skewed towards summer arrivals but stay longer and spend more regionally



50%

ARRIVE IN SUMMER



21%

ARRIVE IN AUTUMN



8%

ARRIVE IN WINTER



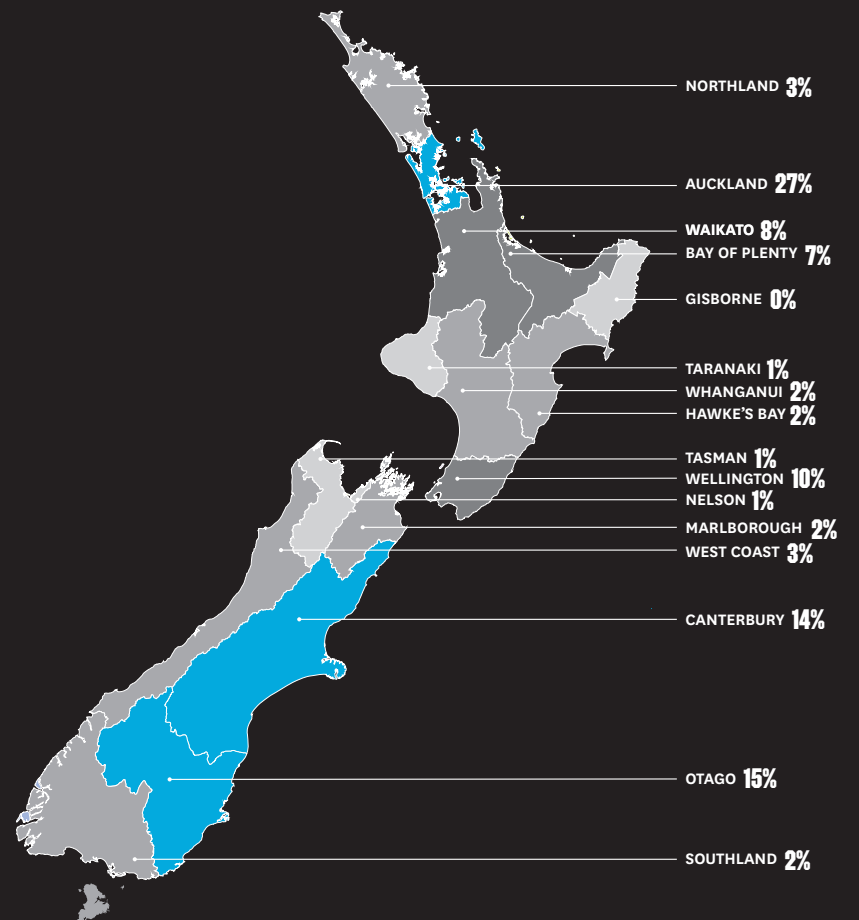
21%

ARRIVE IN SPRING

LENGTH OF STAY (DAYS)



UK visitors spend \$453M in the regions



Source: Stats NZ international visitor arrivals Feb 2020
 MBIE Regional Tourism Estimates Feb 2020
 MBIE International Visitor Survey December 2019

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ACTIVE CONSIDERER PROFILE



Active Considerers (ACs) are what we call our target audience. These people are aged 18-74, and have New Zealand as a preferred holiday destination in the next three years. They also indicate that they are prepared to spend £1,500 per person on their holiday.

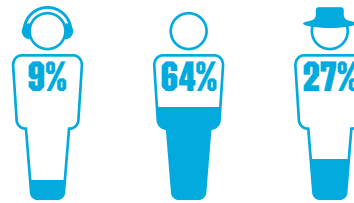
TOTAL ACTIVE CONSIDERERS

11.3M

APPROXIMATE NUMBER OF UK ACTIVE CONSIDERERS (DEC 2019)



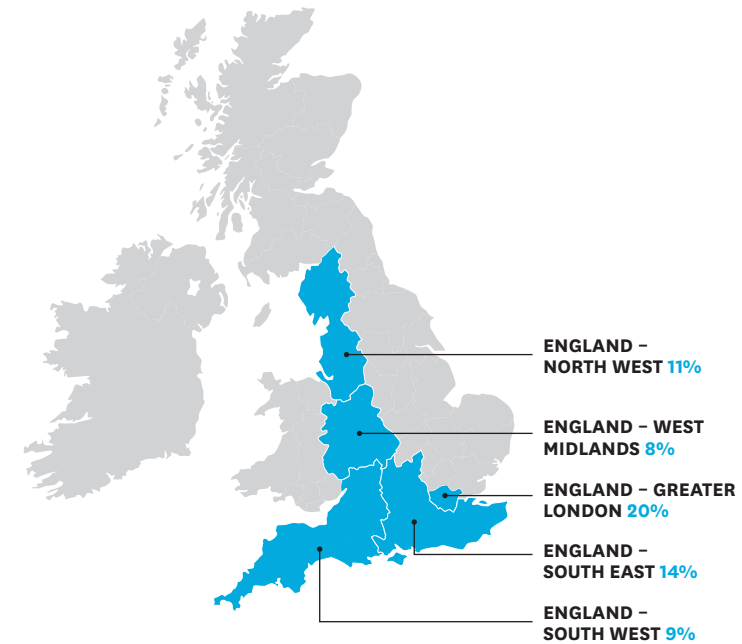
AGE SEGMENT OF ACTIVE CONSIDERERS



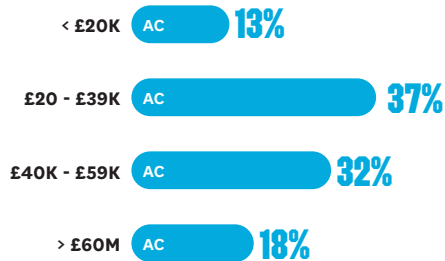
18-24 25-54 55-74

NEARLY 2/3 ACS IN THE UK ARE BETWEEN 25-54

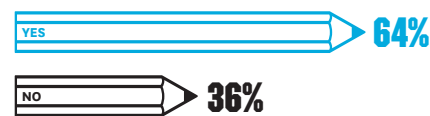
REGIONAL SPREAD OF ACS



ANNUAL HOUSEHOLD INCOME OF ACS



TERTIARY EDUCATION OF ACS (BACHELOR'S DEGREE OR HIGHER)



Active considerer data is from the 6 month period ending April 2020

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ACTIVE CONSIDERER METRICS



Appeal of NZ as a holiday destination has been steady over the last 12 months and has remained so during the Covid-19 pandemic.



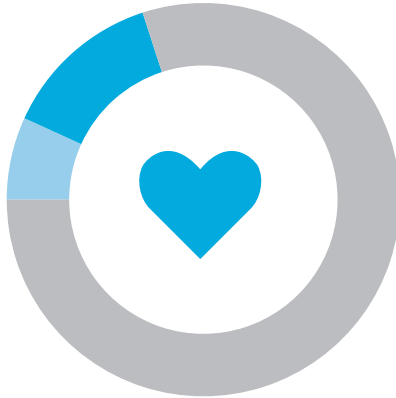
60%

ONLINE AUDIENCE 18-74 FIND
NEW ZEALAND APPEALING AS
A DESTINATION



20%

OF ONLINE AUDIENCE 18-74 ARE
ACTIVE CONSIDERERS



66%

ACTIVE CONSIDERERS RANK
NEW ZEALAND #1 OR #2 AS A
PREFERRED DESTINATION

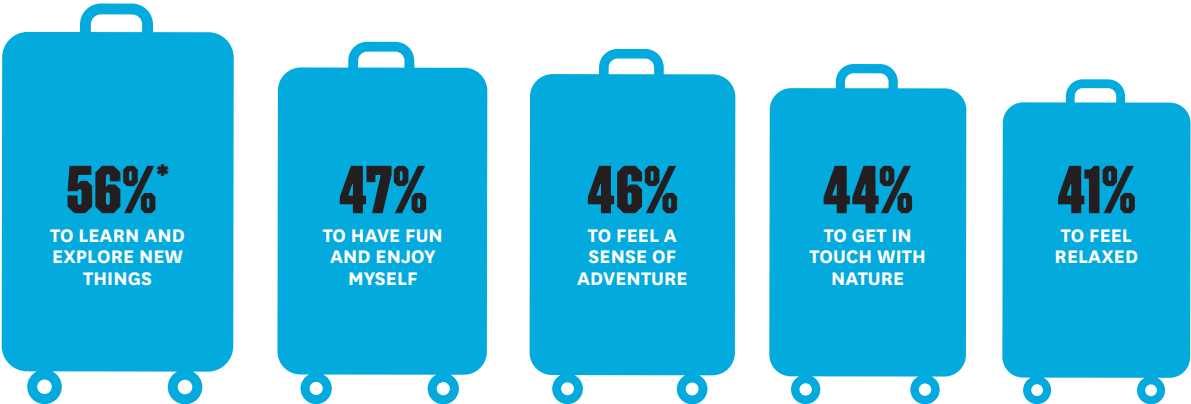
metrics are from April 2020

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ACTIVE CONSIDERER MINDSET

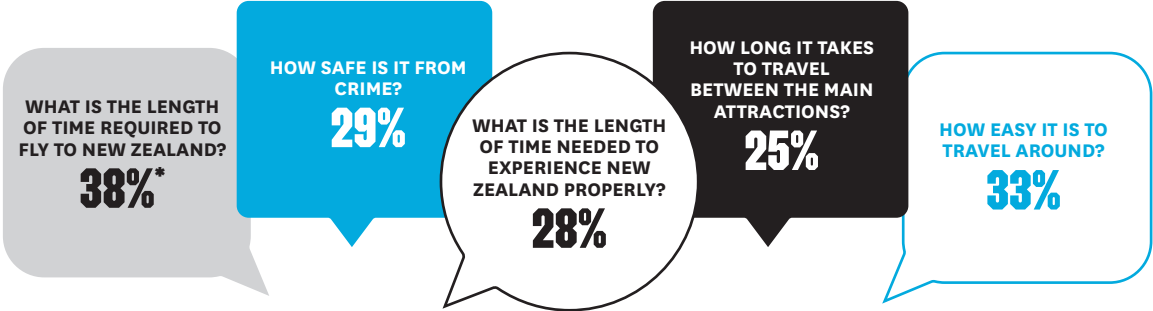


WHAT DO ACTIVE CONSIDERERS WANT FROM A HOLIDAY IN NEW ZEALAND?



*the 55-74 age group are the most interested in learning and exploring new things (71%)

WHAT DO THEY NEED MORE INFORMATION ABOUT?



*55-74 age group are the most concerned about flight travel time to NZ (46%)



Most often, Active Considerers are interested in trips with their partner or as a family with their children.



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DEMAND FOR NEW ZEALAND REMAINS STRONG, DESPITE COVID-19



52%

OF UK ACS HAVE AN IMPROVED PERCEPTION OF NEW ZEALAND

21%

OF UK ACS EXPECT TO TRAVEL OVERSEAS LESS OFTEN AFTER COVID-19

SPEED OF NEW ZEALAND HOLIDAY DEMAND RECOVERY AFTER RESTRICTIONS ARE LIFTED

