

NEW ZEALAND VISITOR PROFILE: JAPAN

July 2022 - June 2023



Lake Tekapo/Takapō
Canterbury



**100% PURE
NEW ZEALAND**

TOURISM NEW ZEALAND'S MARKET APPROACH

Our Purpose

Enrich Aotearoa New Zealand and all who visit.

Tourism must enrich New Zealand and the wellbeing of New Zealanders – contributing more than what it takes.

Tourism must create jobs, restore nature, enhance our heritage, build our national reputation and make us proud.

Our Role

Tourism New Zealand is New Zealand's national destination marketing organisation.

Market Approach

Tourism New Zealand focuses on shaping the high-quality visitor mix through activity across a diverse portfolio of markets.

Our markets are determined by factors including there being an existing or potential group of people actively considering New Zealand as a destination.

Active Considerers

Among those considering overseas travel, Tourism New Zealand is focused on attracting Active Considerers, our target marketing audience. These people are aged 18-74, have New Zealand as a preferred holiday destination in the next three years, and have the means to do so.

High Quality Visitors

Among those actively considering a New Zealand holiday, Tourism New Zealand further focuses on attracting High Quality Visitors.

These visitors are defined by the way they positively contribute to New Zealand's natural environment, culture, society and economy.

They are determined by their scope of activities, how they travel across seasons and regions, their environmental consciousness and engagement with our local culture and communities.

Mix of Markets

Our markets include:

- Australia
- China
- United States
- Germany
- Japan
- United Kingdom

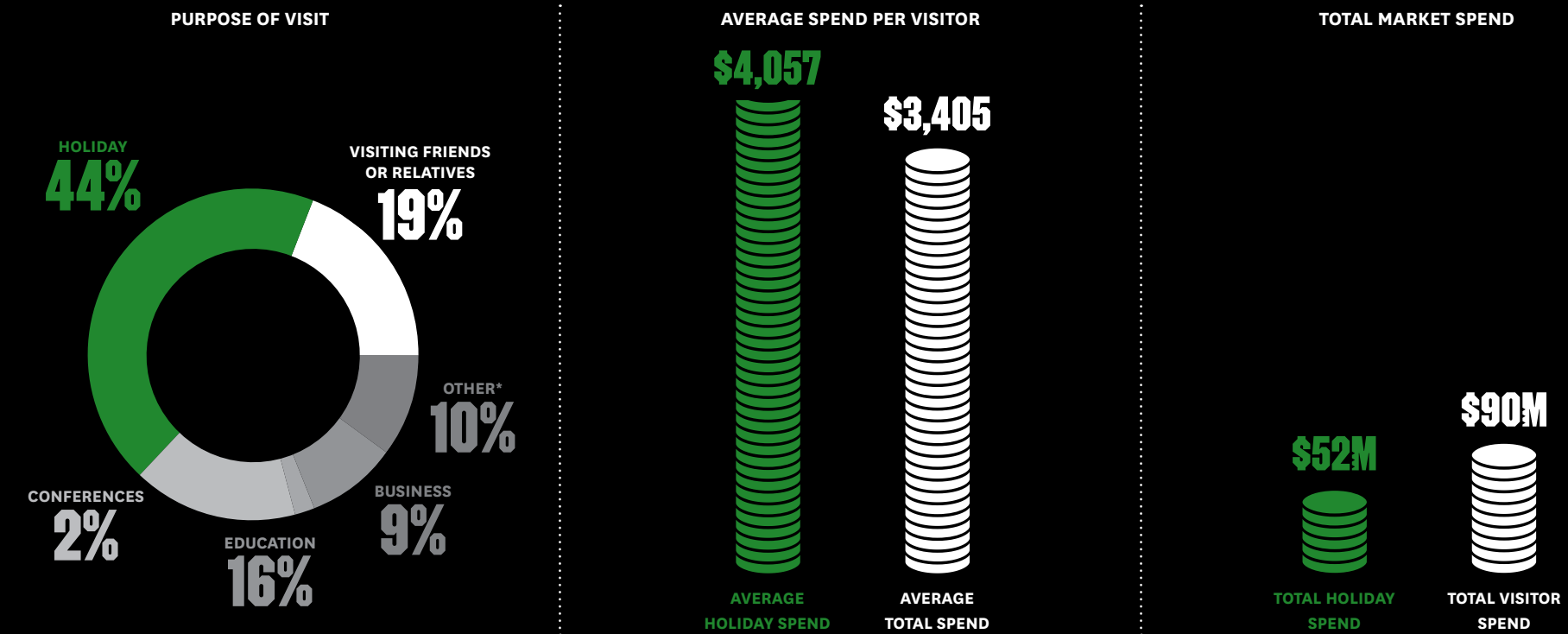


JAPAN

VISITOR SNAPSHOT



The number of visitors from Japan who arrived in New Zealand in the year ending June 2023 was 33,060 making up 1.3% of total arrivals. Most of them (44%) came for holiday purposes spending about \$52 million



Source: Stats NZ International Visitor Arrivals July 2022 – June 2023

MBIE International Visitor Survey (IVS) July 2022 – June 2023

*Other or not stated

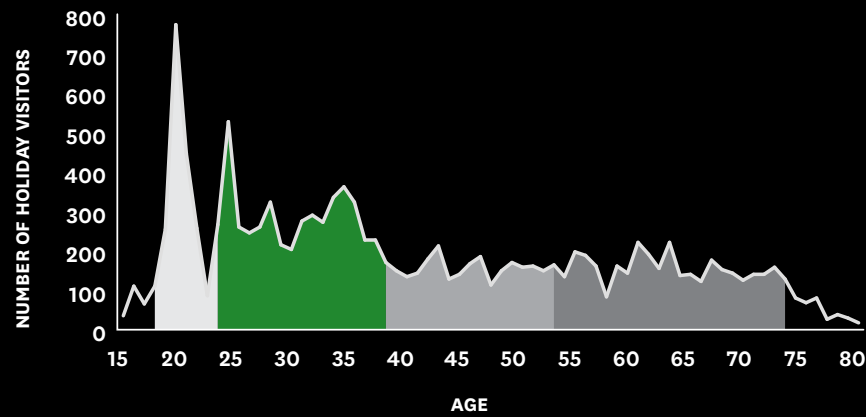
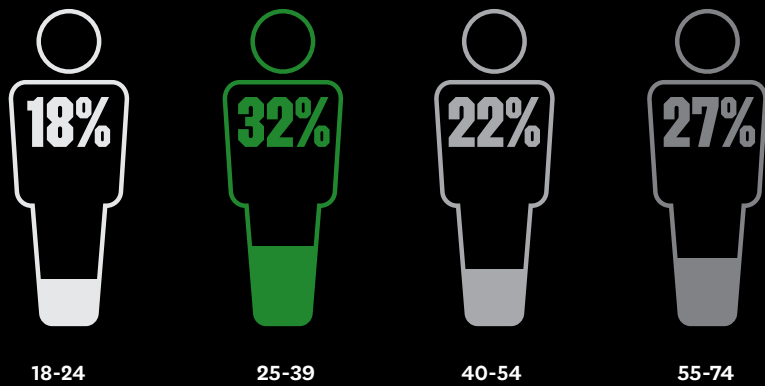


JAPAN

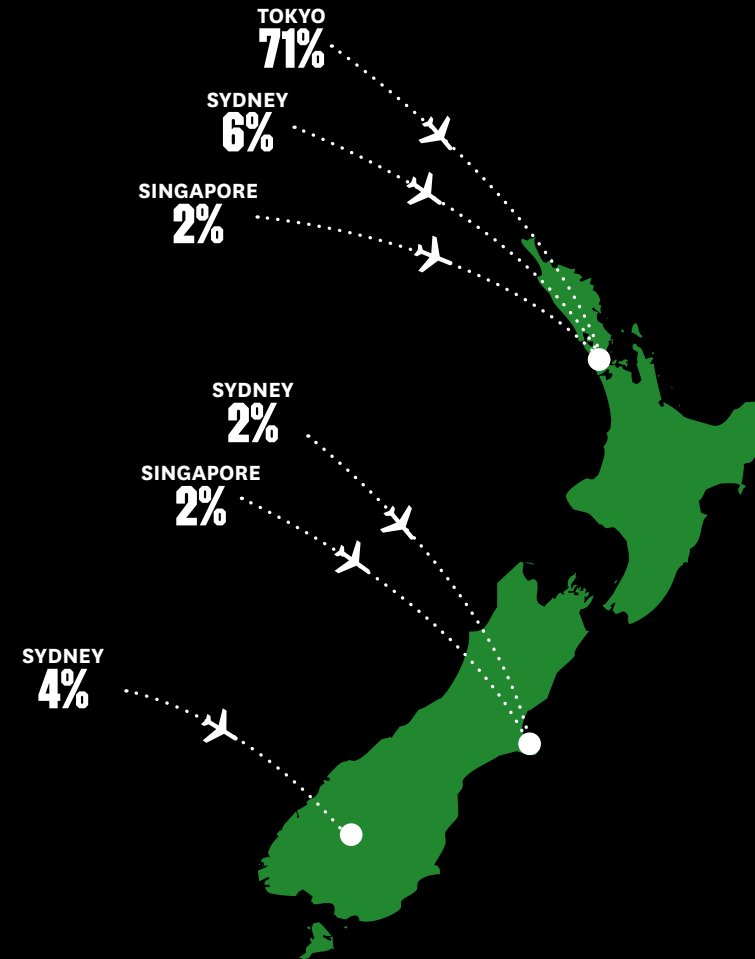
VISITOR SNAPSHOT

The majority of holiday visitors from Japan are aged between 25-39

AGE PROFILE OF HOLIDAY VISITORS



The vast majority of Japanese visitors travel directly to New Zealand



Source: Stats NZ International Visitor Arrivals July 2022 – June 2023
 MBIE International Visitor Survey (IVS) July 2022 – June 2023

JAPAN

VISITOR SNAPSHOT

New Zealand has a strong appeal for Japanese tourists who enjoy summer, and the mild weather and the colourful foliage of the autumn months



34%

ARRIVE IN
SUMMER



39%

ARRIVE IN
AUTUMN



14%

ARRIVE IN
WINTER



13%

ARRIVE IN
SPRING

Nearly half of holiday visitors stayed for 4-6 days in New Zealand, followed by a quarter who stayed between 8 to 14 days

LENGTH OF STAY (DAYS)

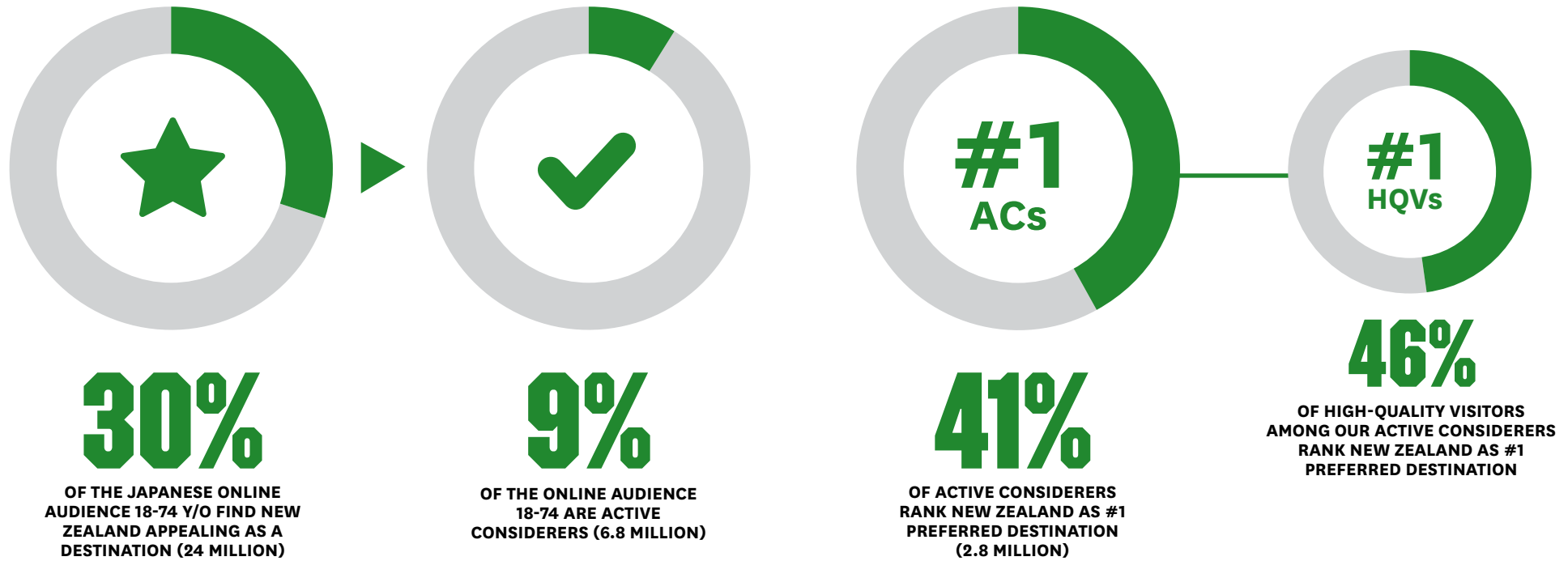


POPULAR ACTIVITIES



JAPAN

ACTIVE CONSIDERER METRICS



Active Considerers (ACs) are aged 18-74, have New Zealand as a preferred holiday destination in the next three years, and have the means to do so. Within our AC pool, we further target High Quality Visitors (HQVs) for conversion to arrivals. They see more regions, are sustainability minded and have higher preference for and urgency to visit New Zealand.

Active Considerer Monitor data 6-month period ending June 2023



JAPAN

ACTIVE CONSIDERERS AND HIGH QUALITY VISITORS – PROFILE

TOTAL ACTIVE CONSIDERERS

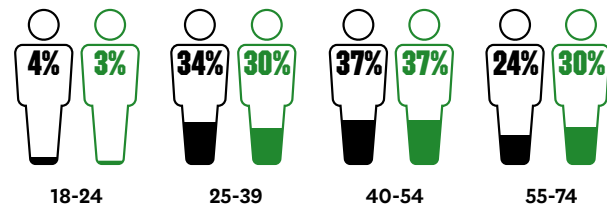
6.8M

APPROXIMATE NUMBER OF ACTIVE CONSIDERERS IN JAPAN.

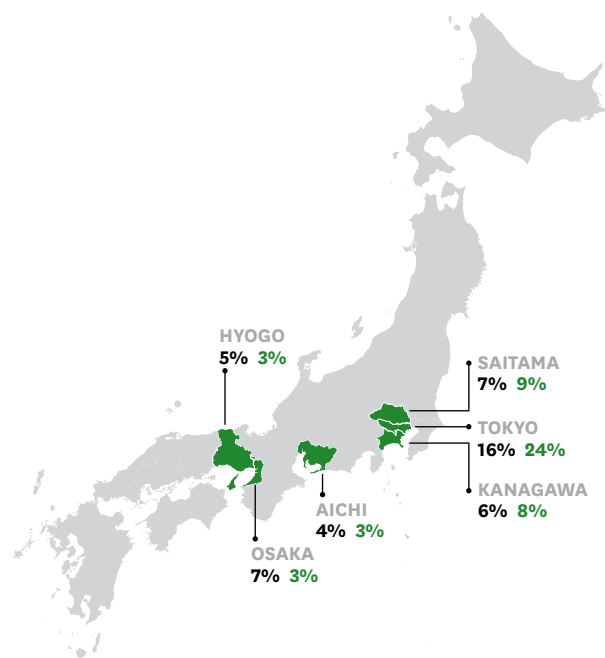
22% OF THEM ARE HQVs (1.5M)



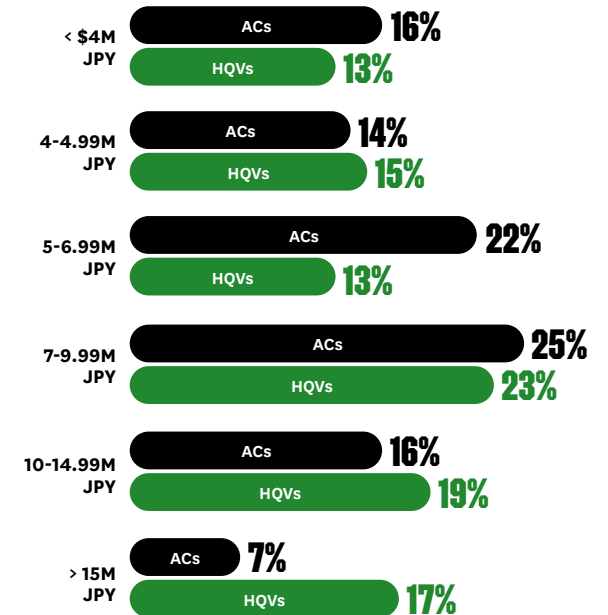
AGE SEGMENT OF ACTIVE CONSIDERERS



ACTIVE CONSIDERERS LIVE MAINLY IN TOKYO



ANNUAL HOUSEHOLD INCOME SPREAD - ACs VS HQVs



KEY

- Active Considerers
- High Quality Visitors

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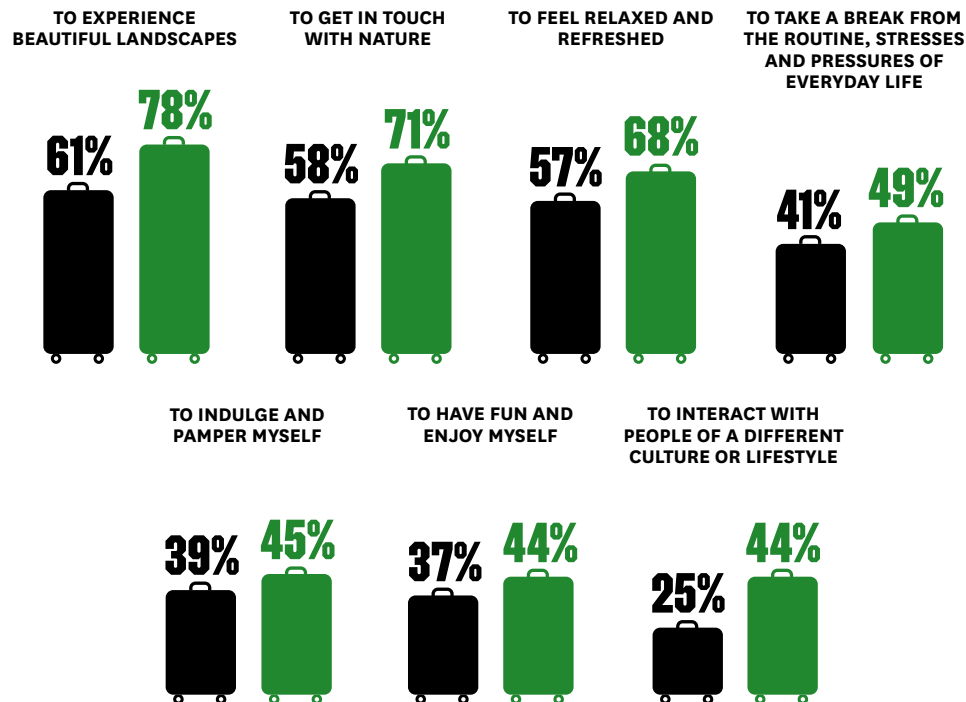
Active Considerer Monitor data 6-month period ending June 2023

JAPAN

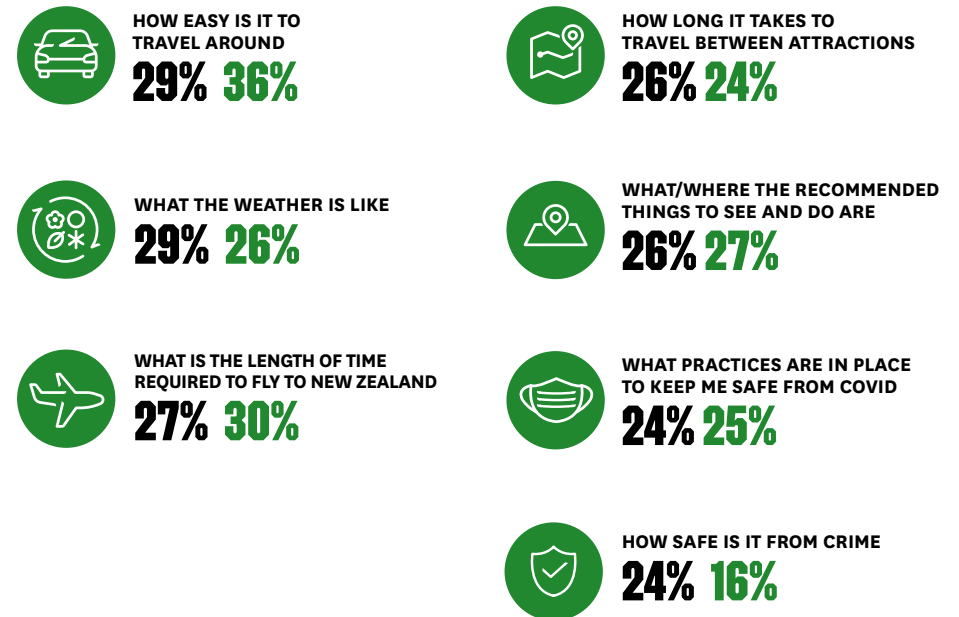
ACTIVE CONSIDERERS AND HIGH QUALITY VISITORS – MOTIVATIONS AND BARRIERS



REASONS FOR VISITING NEW ZEALAND ON HOLIDAY



KNOWLEDGE GAPS



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Active Considerer Monitor data 6-month period ending June 2023

KEY

- Active Considerers
- High Quality Visitors

JAPAN

ACTIVE CONSIDERERS AND HIGH QUALITY VISITORS – INTEREST IN ACTIVITIES



EXPLORING MAIN CITIES
87% **92%**



LOCAL CUISINE
85% **91%**



LAKES, RIVERS, WATERFALLS
85% **93%**



SHOPPING FOR NZ PRODUCTS
85% **94%**



VISITING NATIONAL PARKS, NATURE RESERVES OR NATIVE FORESTS
84% **93%**



SCENIC TRAIN TRIP
83% **90%**



BATHING IN HOT/MUD POOLS
82% **92%**



SCENIC BOAT CRUISE
82% **92%**



WILDLIFE EXPERIENCE
82% **93%**

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