

NEW ZEALAND VISITOR PROFILE: UK

July 2022 - June 2023



Abel Tasman National Park
Nelson



**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

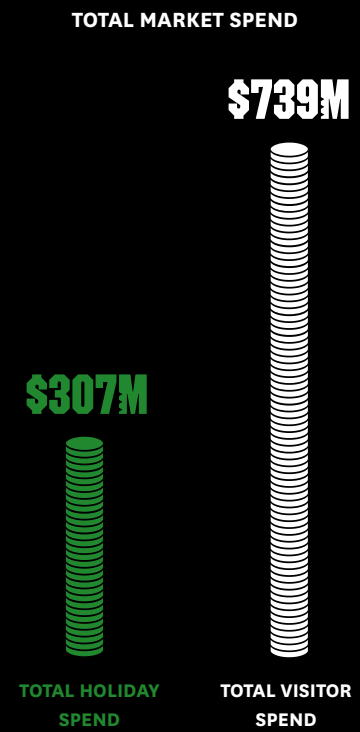
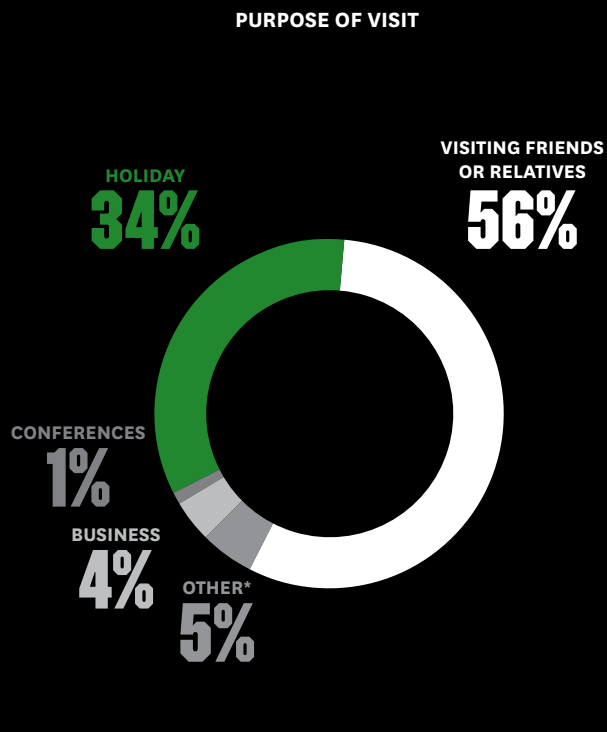




VISITOR SNAPSHOT



The number of visitors from the UK who arrived in New Zealand in the year ending June 2023 was 166,419 making up 6.6% of total arrivals. The majority of them (56%) came to visit friends and relatives, and 34% for holiday purposes spending about \$307 million



Source: Stats NZ International Visitor Arrivals July 2022 – June 2023
 MBIE International Visitor Survey (IVS) July 2022 – June 2023
 *Other or not stated

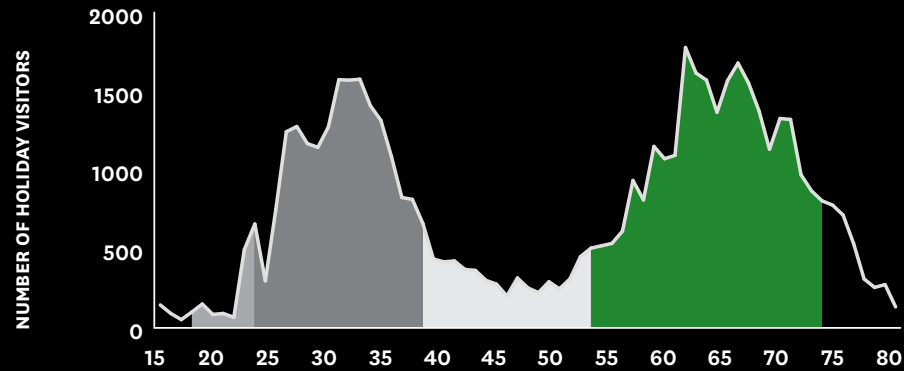
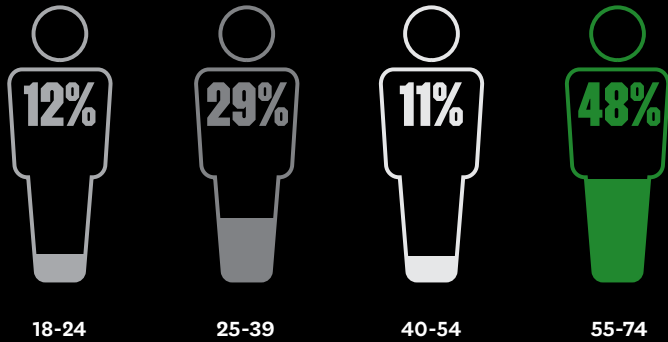


VISITOR SNAPSHOT

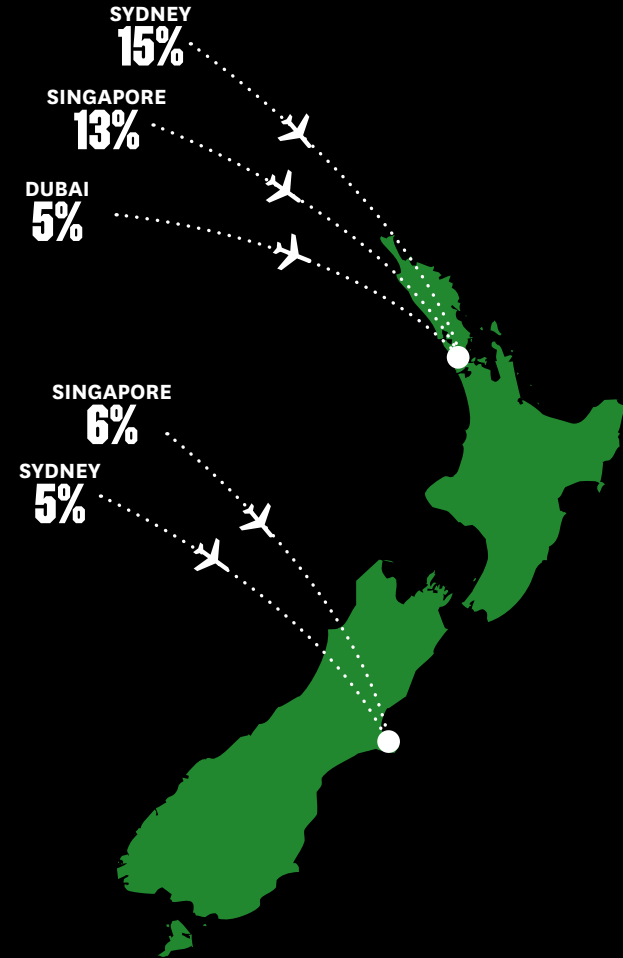


Nearly half of UK visitors were 55-74

AGE PROFILE OF HOLIDAY VISITORS



Most arrivals came via Sydney and Singapore



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



VISITOR SNAPSHOT

Most visitors came to New Zealand in summer, which accounts for 57% of the holiday arrivals whilst shoulder seasons added up 40% of them evenly split between autumn (20%) and spring (20%)



57%

ARRIVE IN SUMMER



20%

ARRIVE IN AUTUMN



3%

ARRIVE IN WINTER



20%

ARRIVE IN SPRING

POPULAR ACTIVITIES

77%



CULTURAL EXPERIENCES

76%



NATURAL ATTRACTIONS

61%



ADVENTURE TOURISM

57%



MĀORI CULTURE

48%



GLACIERS

A third of UK holiday visitors stayed more than 15 days in New Zealand, 41% of them being in the country for more than 22 days



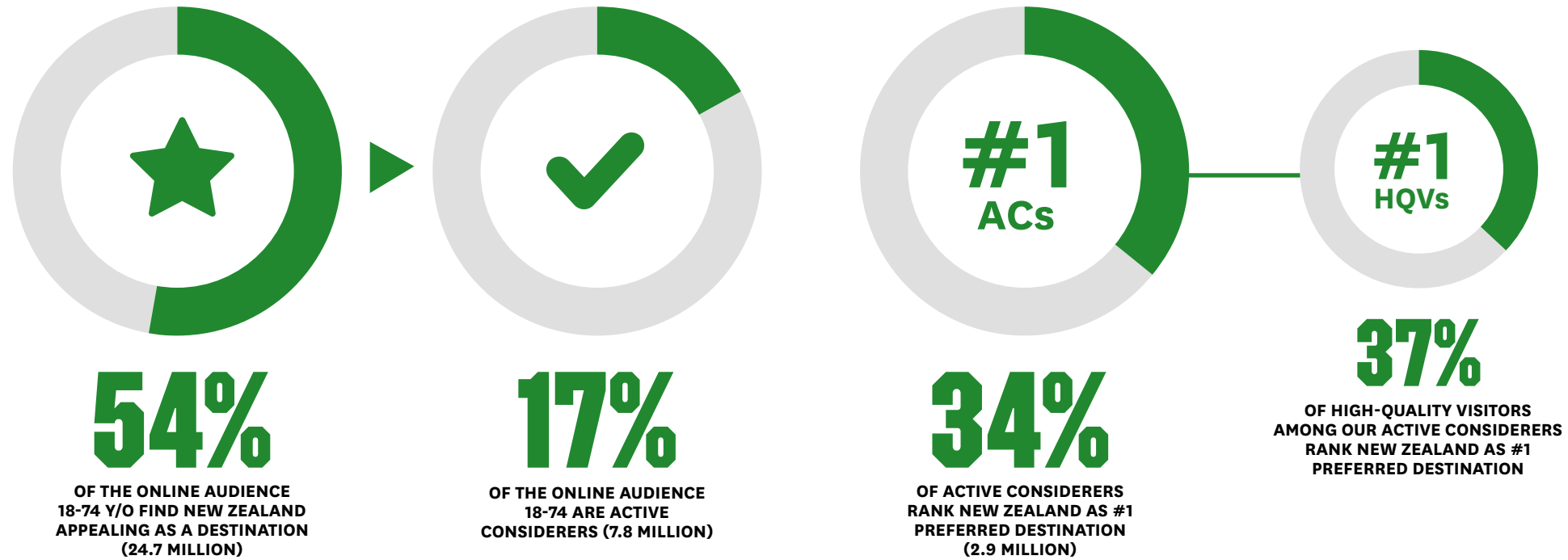
AVERAGE NIGHTS SPENT BY HOLIDAY VISITORS IN THE REGIONS



Source: Stats NZ international visitor arrivals June 2023
MBIE International Visitor Survey June 2023



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



ACTIVE CONSIDERERS AND HIGH QUALITY VISITORS – PROFILE



TOTAL ACTIVE CONSIDERERS

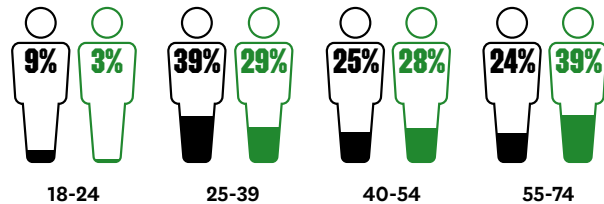
7.8M

APPROXIMATE NUMBER OF ACTIVE CONSIDERERS IN UK.

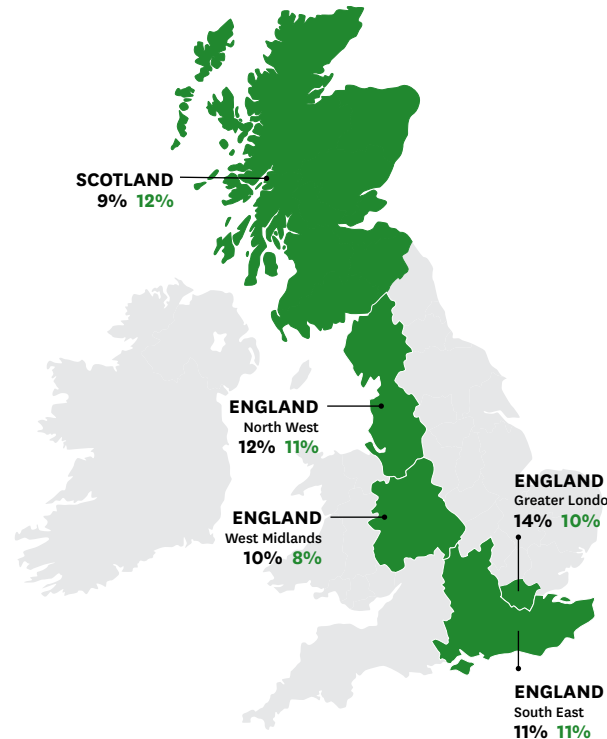
39% OF THEM ARE HQVs (3.0M)



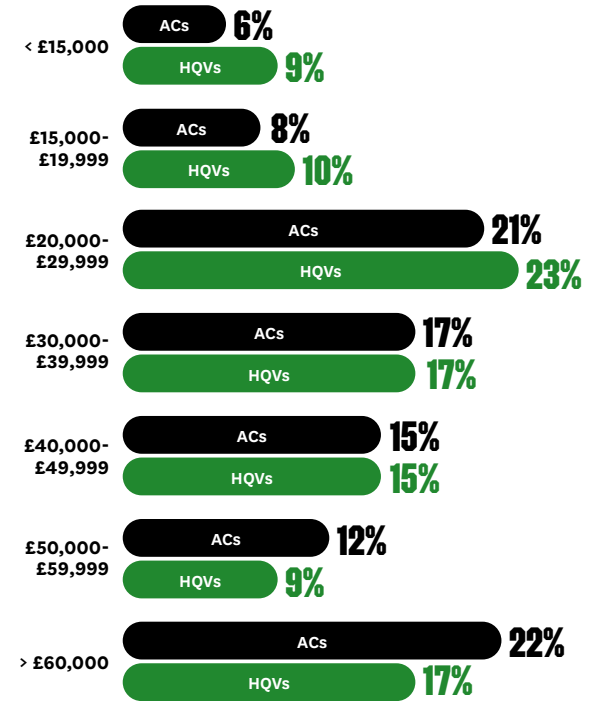
AGE SEGMENT OF ACTIVE CONSIDERERS



REGIONAL SPREAD



ANNUAL HOUSEHOLD INCOME SPREAD - ACs VS HQVs



KEY

- Active Considerers
- High Quality Visitors

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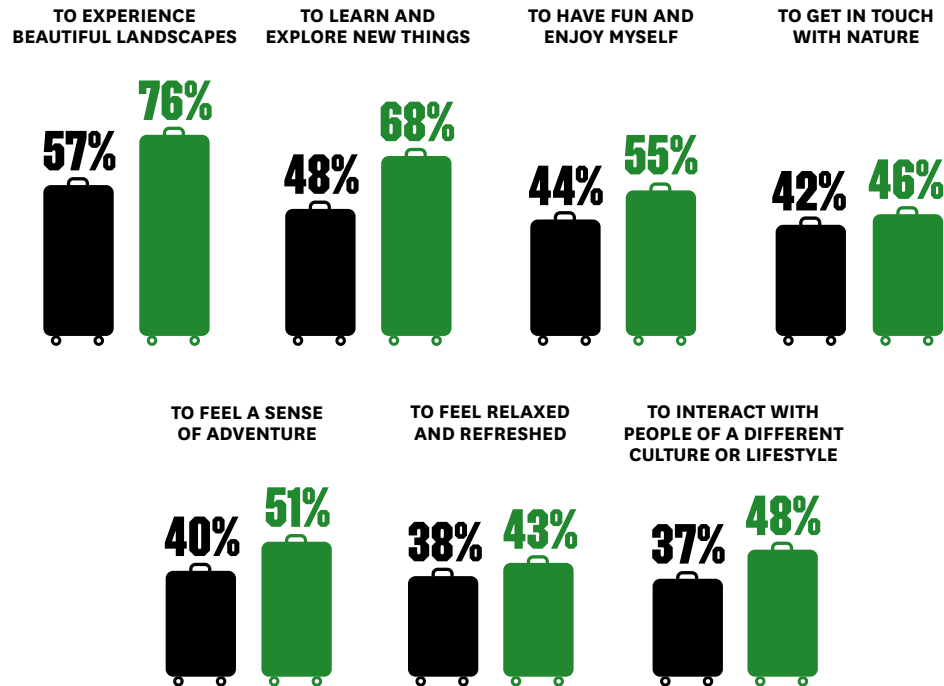
Active Considerer Monitor data 6-month period ending June 2023



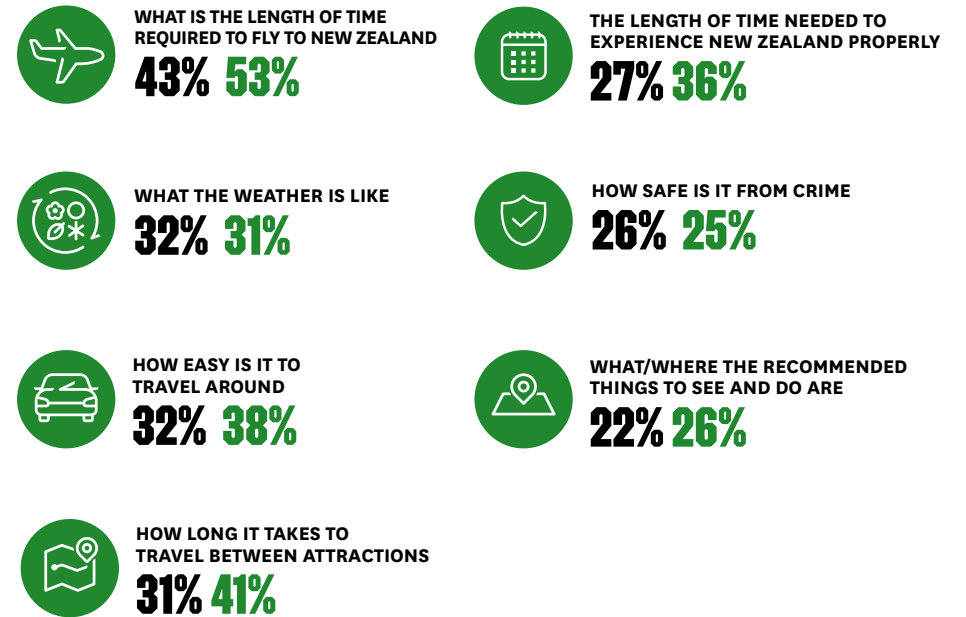
ACTIVE CONSIDERERS AND HIGH QUALITY VISITORS – MOTIVATIONS AND BARRIERS



REASONS FOR VISITING NEW ZEALAND ON HOLIDAY



KNOWLEDGE GAPS



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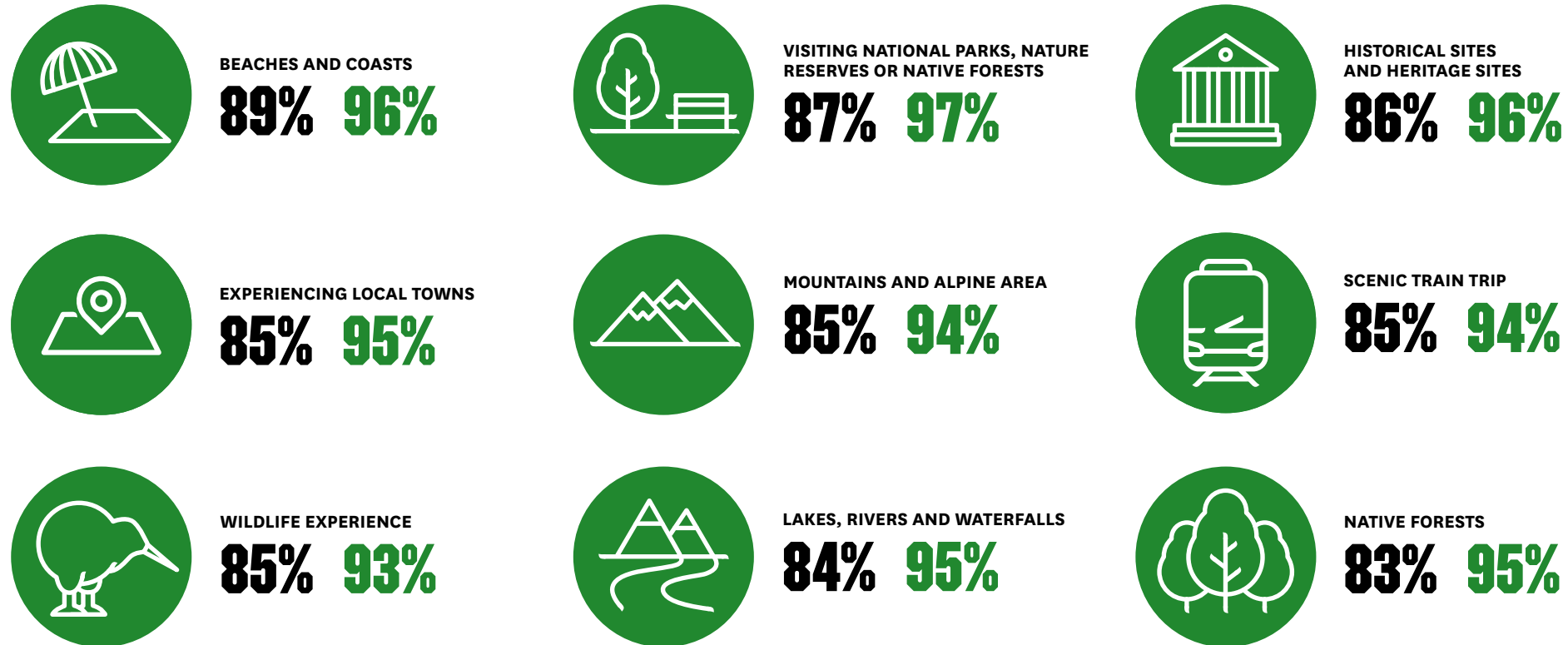
Active Considerer Monitor data 6-month period ending June 2023

KEY

- Active Considerers
- High Quality Visitors

UK



ACTIVE CONSIDERERS AND HIGH QUALITY VISITORS – INTEREST IN ACTIVITIES



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Active Considerer Monitor data 6-month period ending June 2023

KEY

-  Active Considerers
-  High Quality Visitors