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Active Considerer (AC) Monitor

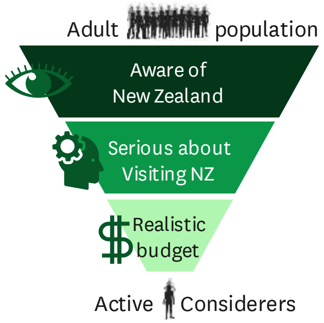
Europe (UK & Germany) H1 FY24

Report

January 2024

AC Monitor research specifications

- Kantar conducts a **monthly online survey** in each of Tourism New Zealand's six tier 1 & 2 markets:
  - Australia, China, Germany, Japan, UK and USA
  - 150 ACs per country each month
  - Standard reporting is of a **six-month rolling average** which avoids month-by-month variability and ensures a focus on long term trends in the data – the exception to this is Q2 FY24 where results are based on a 5-month period (Jul – Nov 23)
- Kantar conducts a **bi-annual survey** for emerging markets:
  - Canada, India, South Korea and Singapore
  - 300 – 500 ACs per country per wave



- We survey **Active Considerers (ACs) of New Zealand**
  - ACs are those who are aware of New Zealand, **serious** about visiting and who have a **realistic** budget
- Kantar ensures a representative sample by **weighting** to the age, gender and region distribution of the online population
  - Online population estimates come from Kantar's 2023 market sizing exercise

Performance Dashboard

	UK Q4 FY23	UK Q2 FY24	Germany Q4 FY23	Germany Q2 FY24
Incidence of Active Considerers[1]	17%	13%	12%	12%
NZ as a #1 Preferred destination[2]	61%	63%	61%	61%
First	34%	41%	36%	35%
Second	27%	22%	25%	26%
Dreaming	51%	42%	55%	49%
Planning	18%	17%	10%	10%
Booking	32%	41%	35%	41%

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1. Sample sizes: Online population UK Q4 FY23 (6MRA) n = 6465; Q2 FY24 (5MRA) n = 7962; Germany Q4 FY23 (6MRA) n = 8709; Q2 FY24 (5MRA) n = 7465
2. Sample sizes: ACs UK Q4 FY23 (6MRA) n = 900; Q2 FY24 (5MRA) n = 750; Germany Q4 FY23 (6MRA) n = 901; Q2 FY24 (5MRA) n = 749

NEW ZEALAND TOURISM 100% PURE NEW ZEALAND

Performance Dashboard

Brand areas to focus on

	UK – Strengths	UK – Dial up	Germany – Strengths	Germany – Dial up
	Affordable activities	Relax & refresh	Relationship with the land	Range of experiences
	Indigenous culture	Local culture	Indigenous culture	Fun & enjoyment
	Invites exploration	Friendly people	Clean & unpolluted	Amazing beaches
	Clean & unpolluted	Fun & enjoyment	Destination safety	Easy to travel round
	Relationship with the land	Amazing beaches	Relax and refresh	Affordable to fly to

Top 5 competitors

(% selected destination in their top five preferred destinations)

UK		Germany	
Australia	36%	Australia	37%
Canada	33%	Canada	35%
Italy	27%	USA	32%
Maldives	24%	Caribbean	25%
France	23%	Thailand	25%

Top 5 knowledge gaps

UK

1. The length of time required to fly to New Zealand
2. How easy it is to travel around
3. What the weather is like
4. How long it takes to travel between the main attractions
5. The length of time needed to experience New Zealand properly

Germany

1. The length of time required to fly to New Zealand
2. What the weather is like
3. How welcoming the locals are
4. How easy it is to travel around
5. Where I should get information about organising a {#hHoliday}

	UK – Consideration	UK – Preference	Germany – Consideration	Germany – Preference
Spring	25%	16%	32%	25%
Summer	49%	43%	43%	37%
Autumn	27%	16%	30%	19%
Winter	20%	13%	16%	11%

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1. Sample sizes: ACs Q2 FY24 (current 5 months) UK n = 749; Germany n = 750

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Key insights

- Despite showing signs of post-pandemic recovery a year ago, appeal of New Zealand has since dropped to 50%, the lowest levels seen since Covid
- Over the last year, there has also been a reduction in consideration and preference for New Zealand as well as willingness to spend £1,500 which have all contributed to a decline in AC incidence to 13%
- Within this pool, first-choice preference for New Zealand has recently strengthened to 41%, surpassing levels seen across the last two to three years
- There are 5.7 million potential ACs, of whom 41% are ready to book – to convert these ACs, focus on strengthening their preference for New Zealand and addressing key concerns and barriers to booking
- Competitors include Australia and Canada, followed by Italy which has recently increased in preference – thus, to drive preference, a key focus should be on enhancing New Zealand's competitive edge
  - Strategic brand messaging should play up New Zealand's strengths in inviting exploration, cleanliness and wildlife opportunities which emerge as stronger drivers of preference
  - Additionally, efforts should continue to promote its landscapes and scenery while building perceptions of New Zealand as a destination that exudes fun and excitement, is family friendly, has opportunities to relax and refresh and engage in local culture
- An additional area of focus to convert ACs through the funnel should be on tactical messages to address growing knowledge gaps around the length of time required to fly to New Zealand, the ease of travelling around and weather conditions
- Although preference to visit New Zealand is strongest in the summer, there are opportunities to drive non-peak arrivals throughout the shoulder seasons, with spring being more promising

Key insights

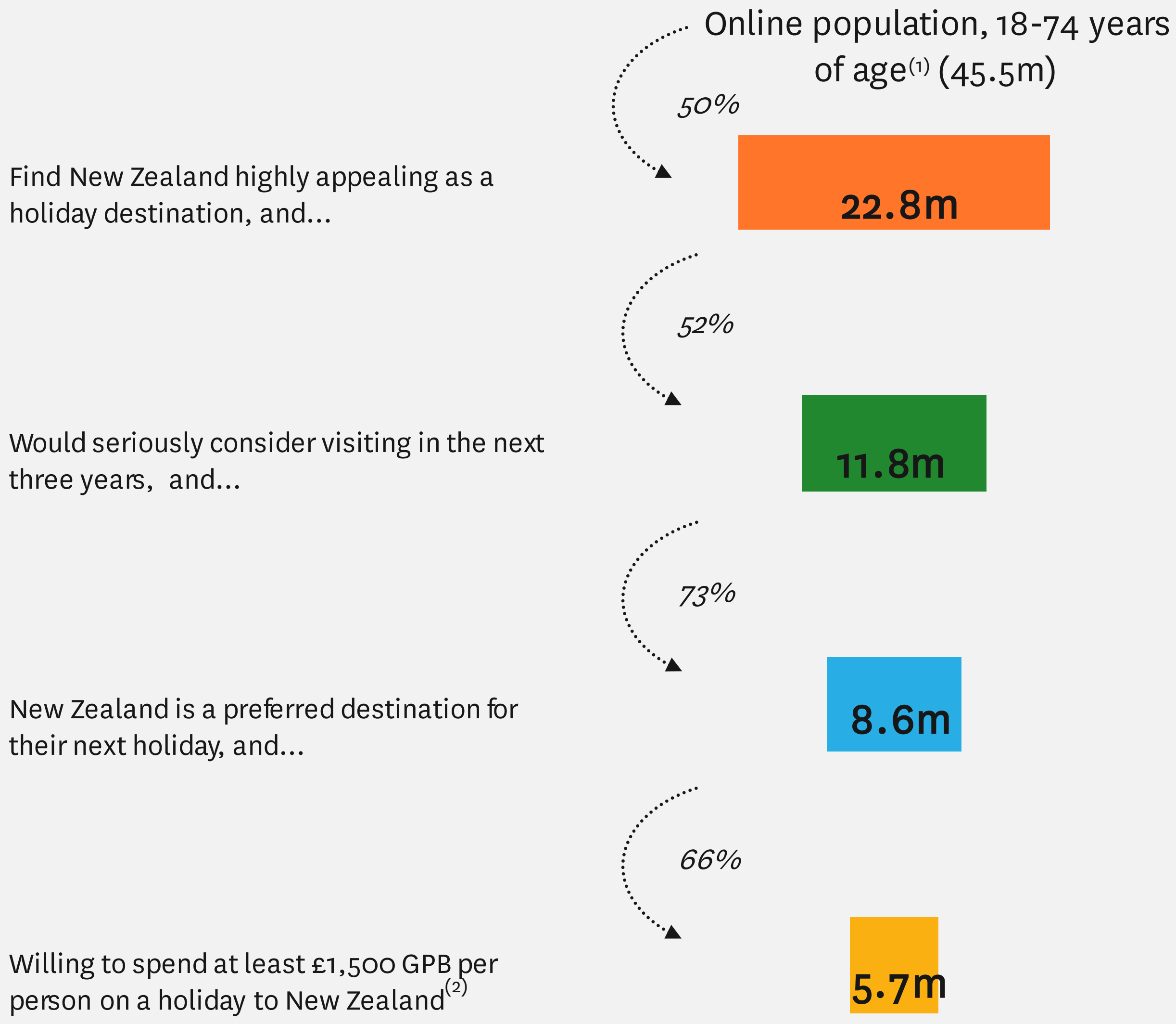
- Declining levels of appeal of New Zealand have contributed to a decline in AC incidence with current levels (13%) considerably lower than pre-pandemic (19%)
- Among ACs, preference levels for New Zealand remain broadly stable, with first-choice preference currently sitting at 35%
- There are 6.3 million potential ACs, of whom 41% are ready to book and 35% list New Zealand as their top preferred destination – to convert these ACs, focus on strengthening their preference for New Zealand and addressing key concerns and barriers to booking
- To drive preference, a key focus should be on enhancing New Zealand's competitive positioning – key competitors include Australia, Canada and the USA
    - Strategic brand messaging should promote New Zealand's safety, cleanliness and its relationship with the land
    - Additionally, brand messaging should seize the opportunity to build New Zealand's competitive edge on its stunning landscapes and opportunities to explore and escape the ordinary through its unique experiences and embracing culture
- Tactical activity should prioritise addressing key knowledge gaps regarding travel time, weather conditions, how welcoming the locals are, ease of travelling around and guiding ACs to essential trip-planning resources
- While preference is strongest for summer, there is an opportunity to encourage non-peak arrivals especially in spring

UNITED KINGDOM

Active Considerer journey funnel – United Kingdom

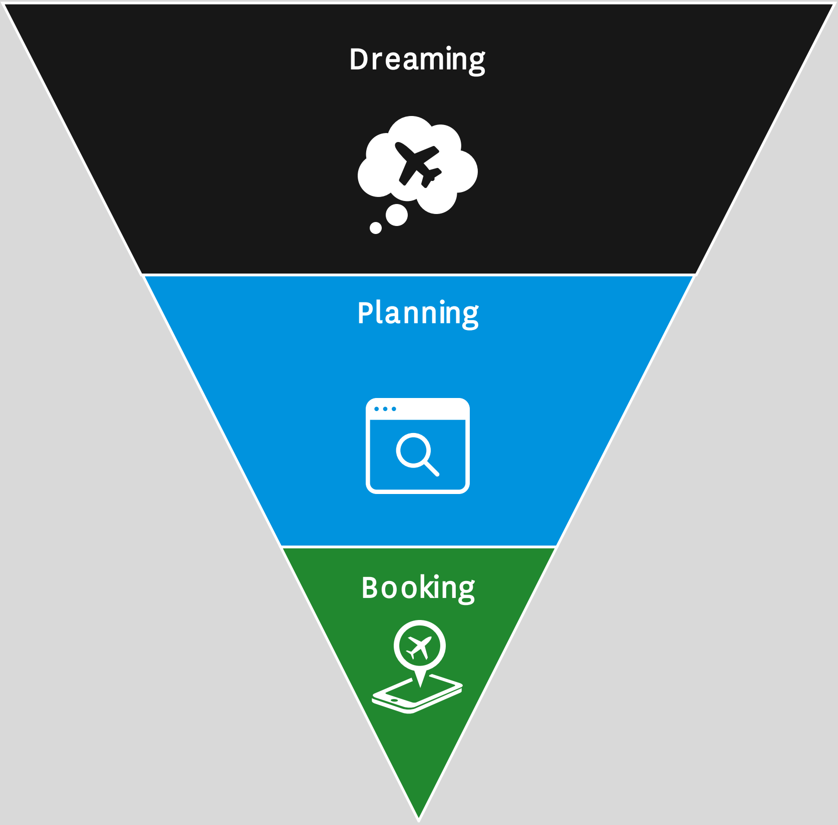
Active Considerers definition

Active Considerers find New Zealand highly appealing as a vacation destination, would seriously consider visiting in the next three years, see New Zealand as a preferred destination for their next vacation and have a realistic budget for their visit (£1,500 GPB per person on a holiday to New Zealand).



1. The approx. AC pool size is based on the online population estimates as of November 2023 and the AC incidence rate for the current five months
2. Including accommodation and daily expenses. Based off actual market data spend (IVS 2019)

Journey funnel to New Zealand – United Kingdom



Book to come to NZ
Moment of Truth

Size (%)

Active Considerers (5.7m)	AC's	Priority Mindset Group
2.4m	42%	53% ▲
1.0m	17%	22%
2.3m	41%	25% ▼

Comments

- 'Ready to book' is a claimed state of mind
- It doesn't mean ACs will book a flight tomorrow if possible to do so, but that the commitment to visit New Zealand is there, and they feel confident enough to consider it a place they'd book travel to
- A number of extrinsic (e.g. price, availability) and intrinsic (e.g. annual leave) factors need to align to make booking / conversion a reality
- We know that people continue researching and planning after reaching the 'ready to book' stage; it does not mean the end of engagement between consumers and TNZ / industry players

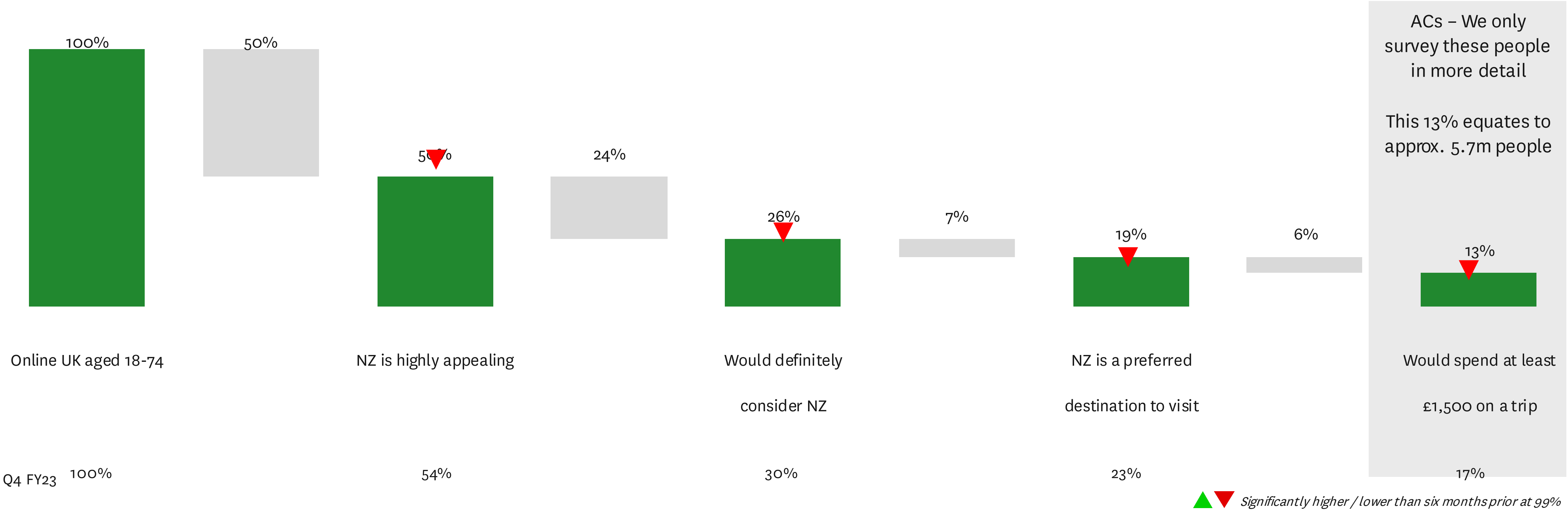
▲▼ *Significantly higher / lower than Non-Priority Mindset Group*

1. Sample size: Q2 FY24 (5MRA) n = 750

The opportunity in the UK remains sizeable, but it has recently reduced to 5.7 million potential ACs

Qualifying criteria for defining ACs

AC Monitor | Current 5MRA | % Online users aged 18-74



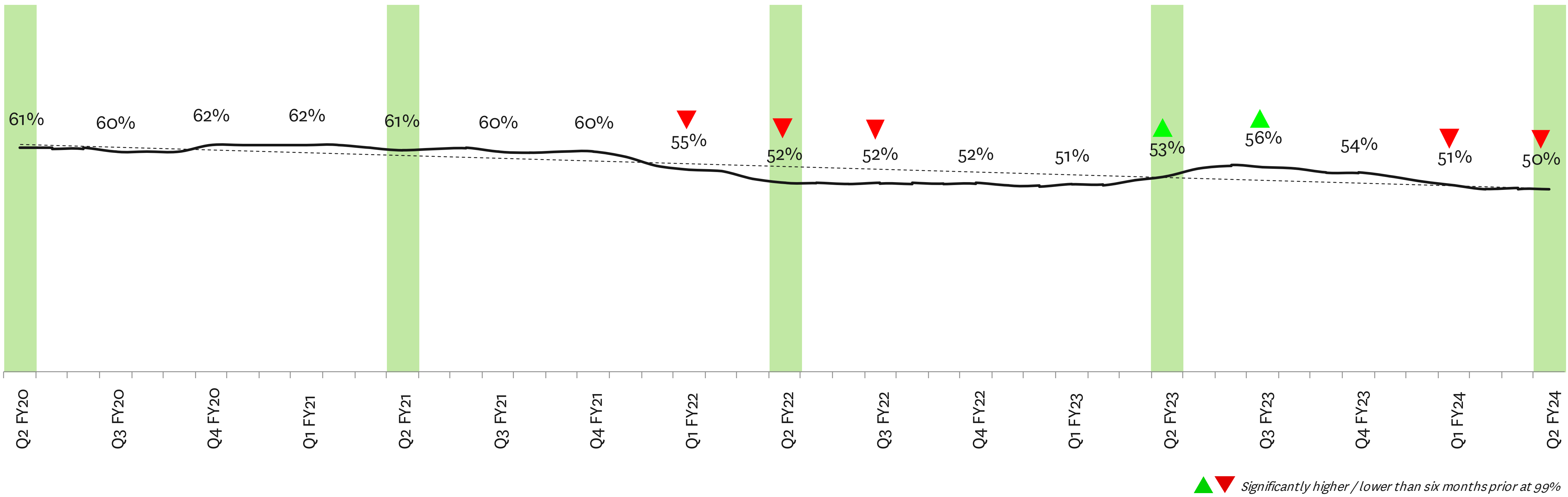
1. The approx. AC pool size is based on the online population estimates as of December 2022 and the AC incidence rate for the current five months
2. Sample size: n = 7962; Q4 FY23 n = 6465

Despite showing signs of post-pandemic recovery a year ago, appeal of New Zealand has since dropped to 50%, the lowest levels seen since Covid

- Appeal is measured among the total online population aged 18 to 74 years old, and is the 'above the funnel' measure
- Appeal measures the emotive connection to the brand, irrespective of the barriers people have in converting their appeal to active consideration and arrivals
- Appeal is likely to be impacted by macro situation, scalable events (i.e., Rugby World Cup, NZ handling of Covid pandemic), and high impact earned mass-reach media TNZ efforts

Appeal

AC Monitor | 6MRA | Target online population aged 18-74

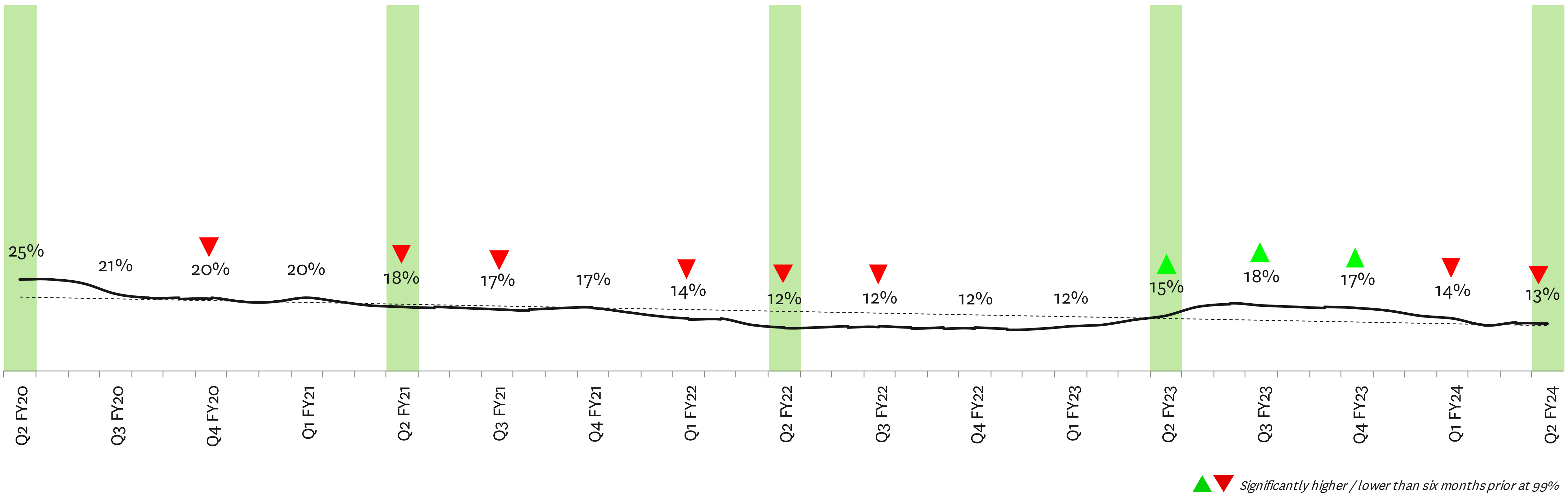


1. Sample size: Q2 FY20 – Q1 FY24 (6MRA), Q2 FY24 (5MRA) n = 4045, 4671, 4972, 4745, 5551, 7136, 7200, 8045, 10045, 9871, 10783, 10405, 7469, 6016, 6465, 8418, 7962
2. Question "Putting aside any thoughts about time and cost, how appealing do you find New Zealand as a holiday destination?"

The AC incidence has recently dropped back to the lower levels seen two years ago, thus remaining considerably lower than pre-pandemic levels

Incidence of ACs

AC Monitor | 6MRA | Target online population aged 18-74

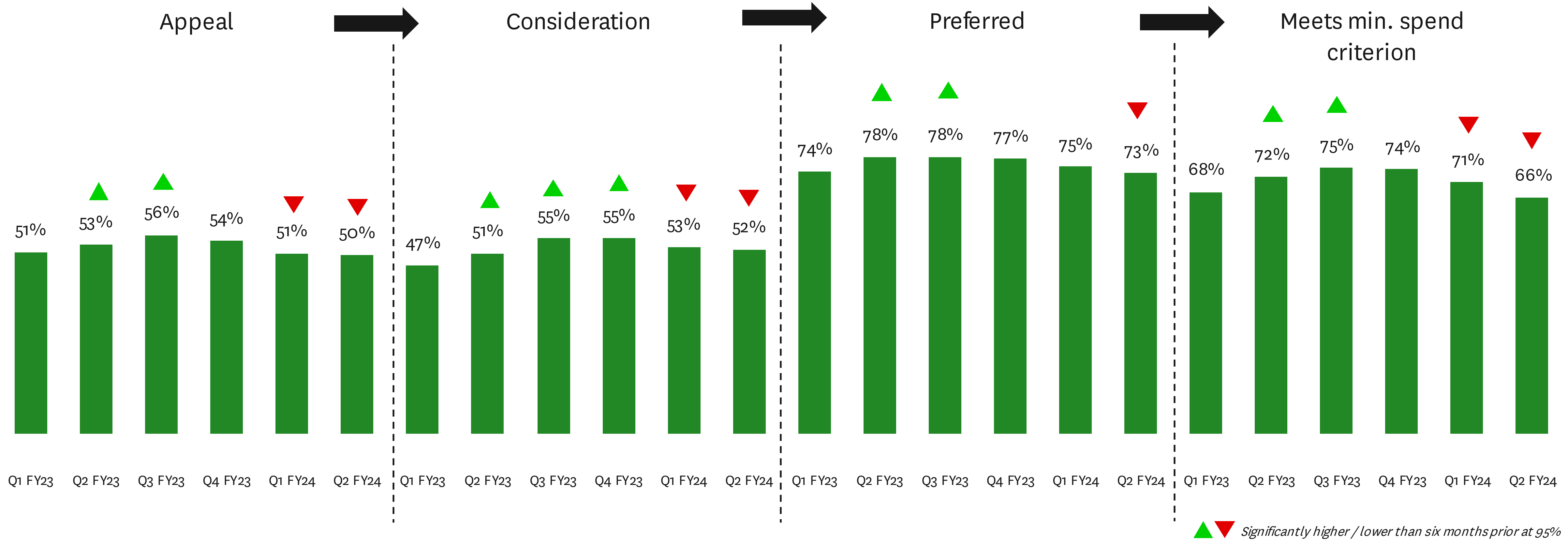


1. Sample size: Q2 FY20 – Q1 FY24 (6MRA), Q2 FY24 (5MRA) n = 4045, 4671, 4972, 4745, 5537, 7120, 7198, 8045, 10045, 9871, 10783, 10405, 7469, 6016, 6465, 8418, 7962
2. % of population who find New Zealand as a holiday destination as highly appealing (%8-10), has strong consideration to holiday in New Zealand (%8-10), strongly prefers to holiday in New Zealand (%4-5), and would spend at least £1,500 GBP while holidaying in New Zealand

Appeal, consideration, preference for New Zealand and willingness to spend at least £1,500 have all decreased over the last year, resulting in a decline in AC incidence

Conversion of ACs through the Consideration Funnel

AC Monitor | 6MRA | Target online population aged 18-74



Sample size: Q1 FY23 – Q1 FY24 (6MRA), Q2 FY24 (5MRA); Appeal n = 10405 | 7469 | 6016 | 6465 | 8418 | 7962 ; Consider n = 5284 | 3893 | 3262 | 3397 | 4180 | 3970; Prefer n = 2119 | 1771 | 1675 | 1715 | 1914 | 1793; Spend n = 1431 | 1323 | 1271 | 1276 | 1335 | 1223

Question "Putting aside any thoughts about time and cost, how appealing do you find New Zealand as a holiday destination?"

Question "Would you consider visiting New Zealand for a holiday within the next three years?"

Question "To what extent do you agree or disagree that New Zealand is a preferred destination for your next holiday?"

Question "On a per person basis, how much would you be willing to spend on a holiday to New Zealand?"

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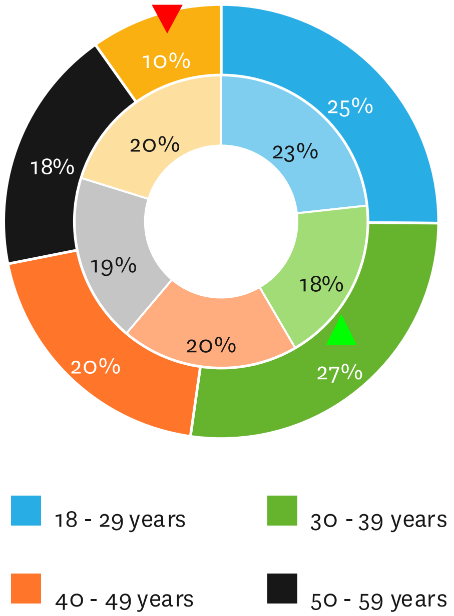
Compared to non-ACs, ACs are more likely to be aged 30-39 years and male; the priority mindsets make up 46% of the AC pool

Profile of Active Considerer

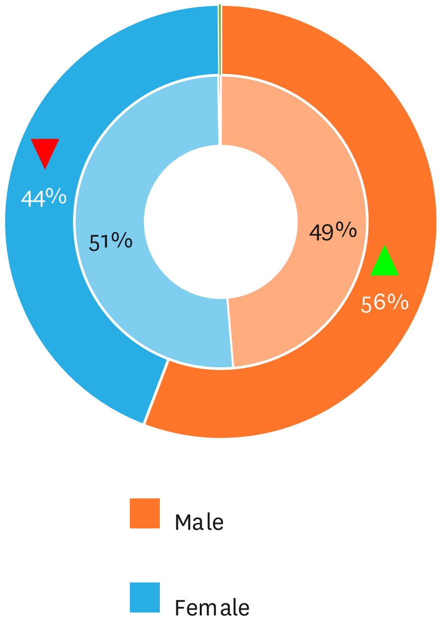
AC Monitor | Current 5MRA | Active Considerers vs Non-Active Considerers

Outer ring: UK Active Considerers
Inner ring: UK non-Active Considerers

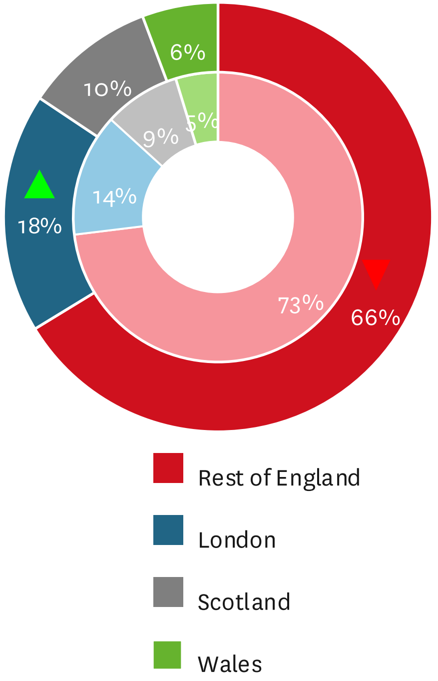
By age segment



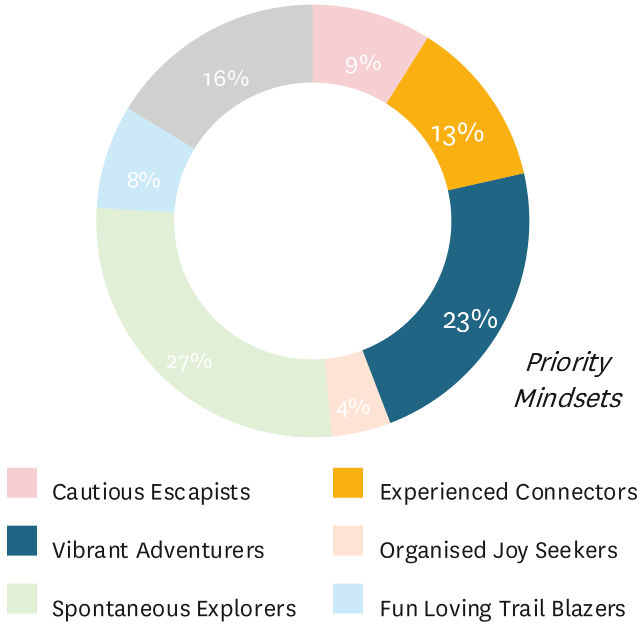
By gender



By region



Mindset Segments



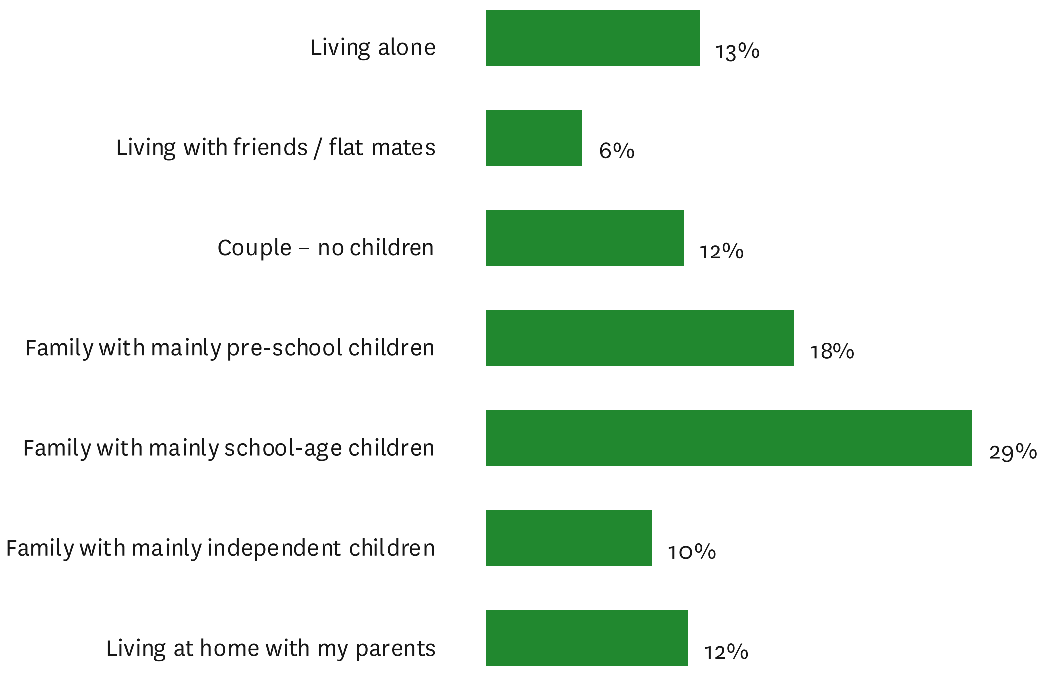
Significantly higher / lower than non-ACs

1. Sample sizes: ACs n = 750 | Non ACs n = 7212

The AC pool in the UK skews towards families and those with higher incomes

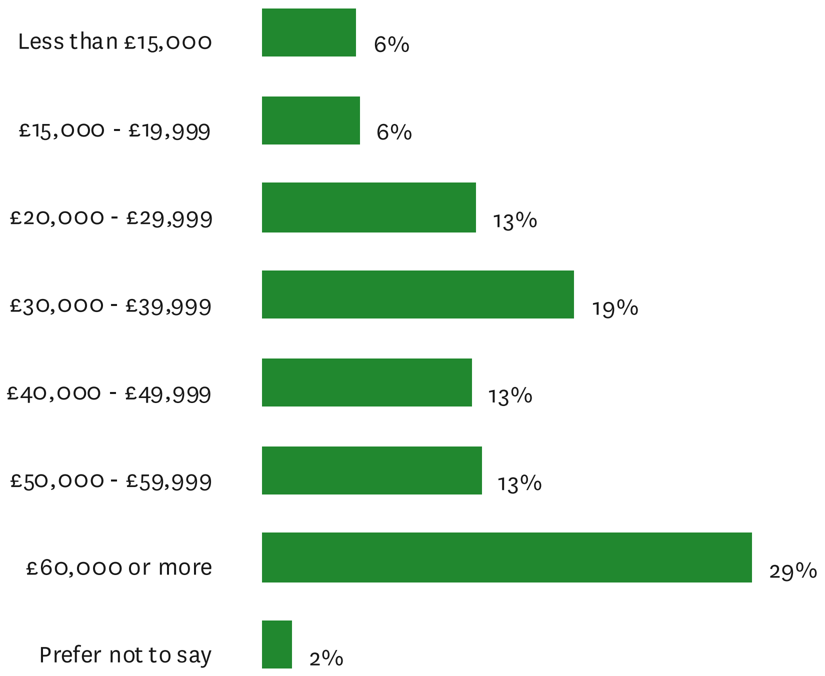
Household Composition

% Active Considerers | Current 5MRA



Household Income

% Active Considerers | Current 5MRA

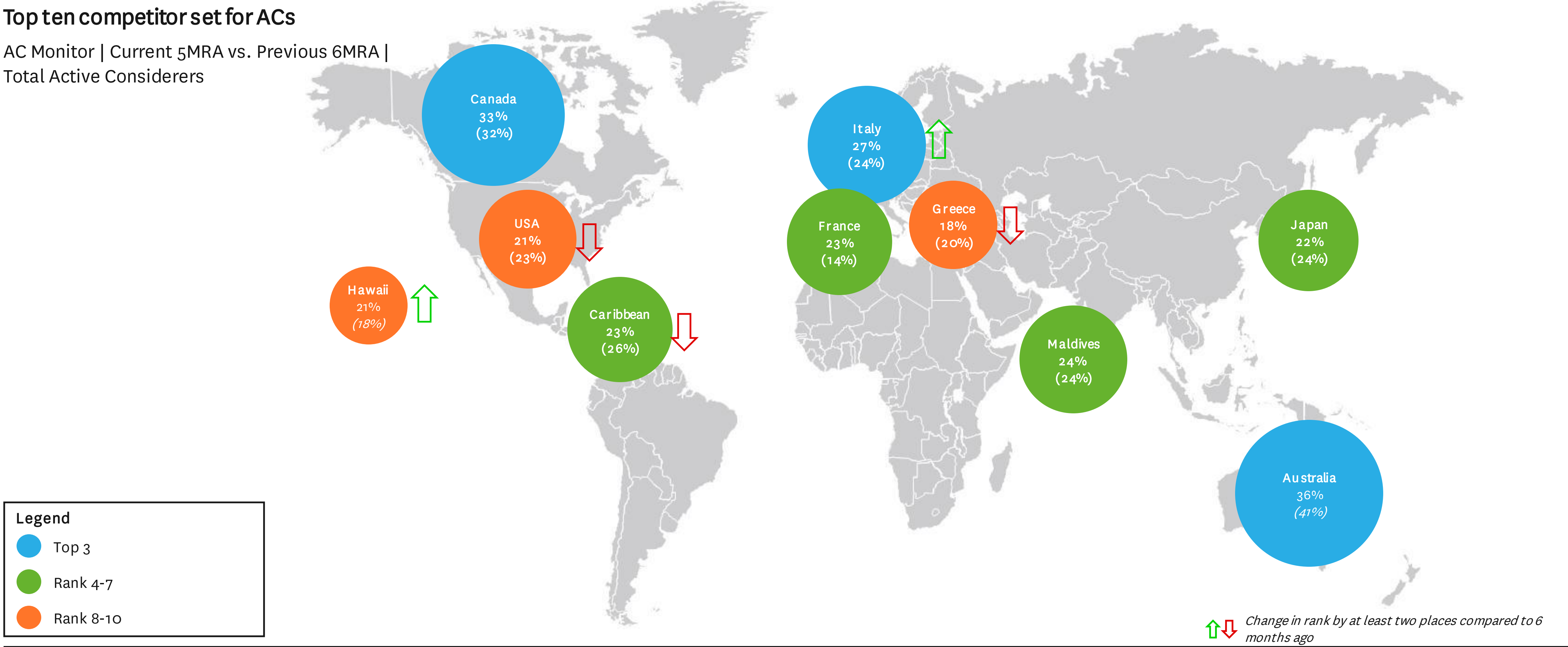


1. Sample size: n = 750
2. Q: “Which of these best describes your household?”
3. Q: “What is your total annual household income?”

Based on preference, top competitors to focus on are Australia and Canada, followed by Italy which has grown in preference

Top ten competitor set for ACs

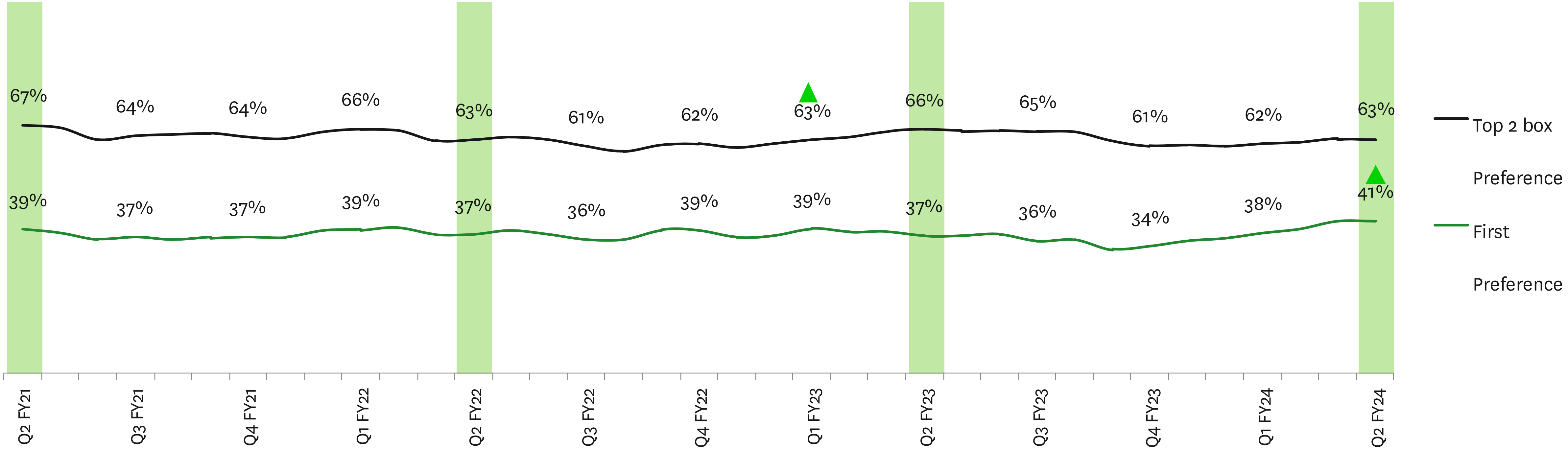
AC Monitor | Current 5MRA vs. Previous 6MRA | Total Active Considerers



1. Sample size: Current 5MRA n = 750; Previous 6 months n = 900
2. % selected destination in their top five preferred destinations
3. Figures in brackets denote previous 6 months
4. Question "Aside from New Zealand, what other four destinations make up your top five preferred destinations to visit for a holiday?"

First-choice preference for New Zealand has recently strengthened, surpassing levels seen across the last two to three years

New Zealand as a #1 Preferred Destination
AC Monitor | 6MRA | Total Active Considerers



Significantly higher / lower than six month prior at 95%

1. Sample size: Q2 FY21 – Q2 FY24 (6MRA) n = 901, 1050, 1051, 902, 901, 900, 900, 900, 900, 900, 900, 900, 900
2. Question "Can you please rank those destinations in order of preference where 1 is your most preferred destination?"

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A framework to organise and optimise how we leverage our brand associations

Strategic Brand Drivers Depending on brand positioning, what are the areas can TNZ leverage that might have higher impact on consumer decision making and connection – Drivers of unique, distinct New Zealand	**Key Category Differentiators** What are the key category issues that TNZ can use to stand out and cut-through with ACs?
Low Priority Drivers New Zealand drivers that allow us to differentiate but are not core to "who we are", does not drive mental availability, emotional resonance	**Hygiene Factors** What are the hygiene factors in the travel industry. TNZs journey should start here – Before communicating how our positioning exceeds expectations, we need to demonstrate these hygiene factors are in place.

Categorising destination brand associations to the framework…

Strategic Brand Drivers

- Landscapes & Scenery
- Embraces all visitors
- Unique experiences
- Relationship with the land
- Indigenous culture
- Exploration

Key Category Differentiators

- Clean and unpolluted
- Relax and refresh
- Friendly people
- Range of adventure
- Range of experiences
- All seasons
- Local culture
- Fun & Enjoyment
- Escape the ordinary
- Amazing beaches

Low Priority Drivers

- Wildlife experiences
- Interesting cities
- Iconic attractions/landmarks
- Quality Food and wine

Hygiene Factors

- Safe destination
- Affordable to fly to
- Affordable activities
- Family Friendly
- Easy to travel around
- Excitement

Appendix: Brand attribute wording

Wording for the preference drivers

Shorthand	Full wording
Affordable activities	Things to see and do are affordable
Affordable to fly to	It's affordable to fly to this destination
All seasons	Suitable for a holiday all year round
Clean & unpolluted	The environment there is clean and unpolluted
Easy to travel around	It's easy to travel around to see and do things
Embraces all visitors	A destination that embraces visitors of all cultures
Escape the ordinary	A place you can escape from the ordinary
Excitement	Thinking about visiting makes me feel really excited
Exploration	A place that invites exploration and discovery
Family friendly	Ideal for a family holiday
Friendly people	The locals are friendly and welcoming
Fun & enjoyment	Ideal for having fun and enjoying yourself
Iconic attractions	Has iconic attractions and landmarks

Shorthand	Full wording
Indigenous culture	Has a unique indigenous culture
Interesting cities	Has interesting cities to visit
Landscapes & scenery	Spectacular natural landscapes and scenery
Local culture	Offers opportunities to experience local culture
Quality food & wine	Offers quality local food and wine experiences
Range of adventure	Offers a wide variety of outdoor & adventure activities
Range of experiences	Offers a wide variety of tourist experiences
Relationship with the land	A destination where the people have a special relationship with the land
Relax & refresh	Ideal to relax and refresh
Safe destination	I would feel safe travelling around this destination
Unique experiences	Offers experiences that you can't get anywhere else
Wildlife	Has amazing wildlife experiences

Brand messaging should promote key drivers of preference, namely New Zealand's landscapes, wildlife and cleanliness, as well as emerging drivers such as local culture, family friendliness and a need to relax; conversely, messaging around safety and embracing visitors can be dialled down

Top 15 drivers of preference for New Zealand

AC Monitor | % | 2023 (Jan-Dec 23) | Total Active Considerers

Latest results	2023 rank	2022 rank(1)	2021 rank(1)
Excitement	1	*	1
Landscapes & scenery	2	2	2
Wildlife	3	24	*
Fun & enjoyment	4	9	14
Clean & unpolluted	5	13	5
Invites exploration	6	*	*
Range of adventure	7	5	4
Relax & refresh	8	22	19
Unique experiences	9	11	15
Local culture	10	14	16
Safe destination	11	1	3
Range of experiences	12	8	9
Iconic attractions	13	23	21
Family friendly	14	28	27
Embrace all visitors	15	7	10

Latest results	2023 rank	2022 rank(1)	2021 rank(1)
Indigenous culture	16	12	*
Friendly people	17	10	7
Escape the ordinary	18	15	13
Interesting cities	19	25	22
Quality food & wine	20	17	8
Amazing beaches	21	*	29
All seasons	22	26	26
Easy to travel around	23	27	18
Relationship with the land	24	18	11
Affordable activities	25	29	30
Affordable to fly to	26	31	32

Changes in brand attribution list affect comparability in ranking over time

Strategic Brand Drivers | Key Category Differentiators | Low Priority Drivers | Hygiene Factors

1. Some ranks may be missing if the statement has been removed for the current analysis period
* Not asked at that time

Moved up / down in rank by four or more places

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New Zealand as a destination performs strongly on its strategic high impact drivers, most notably landscapes and scenery and inviting exploration, but there is room to boost perceptions of family friendliness and opportunities to relax and refresh

Brand Associations of New Zealand x Impact on preference

% All

1. Sample size: n = 750
2. Question: "Which destinations, if any, do you associate with this statement?"
3. 'Affordable to fly to' driver not included due to low impact and level of association
4. 'Escape the ordinary' driver re-worded to 'A place you can escape from the ordinary in FY24

New Zealand compares favourably to competitors across strategic brand drivers, particularly on how it invites exploration and its indigenous culture and relationship with the land; however, there is room to strengthen perceptions on unique experiences and several category differentiators

Relative brand positioning for Strategic Brand Drivers and Key Category Differentiators

AC Monitor | Current 5MRA | Total Active Considerers (New Zealand and top five competitors) | Index (see appendix)

	Brand associations	New Zealand	Australia	Canada	Italy	Maldives	France
Strategic Brand Drivers	Landscapes & scenery	102	100	111	84	96	96
	Invites exploration	112	104	111	89	75	107
	Unique experiences	94	94	92	70	118	122
	Embraces all visitors	100	105	106	93	99	90
	Indigenous culture	113	131	60	72	79	131
	Relationship with the land	109	93	74	76	99	123
Key Category Differentiators	Fun & enjoyment	93	94	87	98	119	99
	Clean & unpolluted	111	79	90	75	101	106
	Range of adventure	100	104	111	73	102	93
	Relax & refresh	82	81	74	101	150	84
	Local culture	92	97	82	98	119	105
	Range of experiences	96	108	108	105	92	115
	Friendly people	93	82	104	87	118	107
	Escape the ordinary	95	90	92	80	126	78
	Amazing beaches	88	110	58	91	135	84
	All seasons	94	103	83	100	114	96

Actions for TNZ:

Strengths:

- Invites exploration
- Indigenous culture
- Relationship with the land
- Clean & unpolluted

Drivers to dial up:

- Unique experiences
- Fun & enjoyment
- Relax & refresh
- Local culture
- Friendly people
- Amazing beaches
- All seasons

1. Sample size: n = 300
2. Question: "Which destinations, if any, do you associate with this statement?"

Relative weakness | 100 | *Relative strength*

Heat map shading is across rows, i.e. compares the six countries on that attribute

Compared to other destinations New Zealand is perceived to be exciting, easy to travel around and having affordable activities

Relative brand positioning for Hygiene Factors and Low Priority

AC Monitor | Current 5MRA | Total Active Considerers (New Zealand and top five competitors) | Index (see appendix)

	Brand associations	New Zealand	Australia	Canada	Italy	Maldives	France
Hygiene Factors	Excitement	104	98	106	98	97	74
Hygiene Factors	Safe destination	101	102	107	108	106	37
Hygiene Factors	Family friendly	102	106	105	110	88	100
Hygiene Factors	Easy to travel around	109	91	102	134	86	69
Hygiene Factors	Affordable activities	114	102	95	153	62	101
Hygiene Factors	Affordable to fly to	101	85	109	211	53	154
Low Priority	Wildlife experience	108	121	121	58	80	101
Low Priority	Iconic attractions	102	120	119	129	63	128
Low Priority	Interesting cities	104	115	139	155	41	147
Low Priority	Quality food & wine	94	90	65	125	120	94

Actions for TNZ:

Strengths:

- Excitement
- Easy to travel around
- Affordable activities
- Wildlife experience

Drivers to dial up:

- Quality food & wine

1. Sample size: n = 300
2. Question: "Which destinations, if any, do you associate with this statement?"

Relative weakness			100			*Relative strength*
Heat map shading is across rows, i.e. compares the six countries on that attribute						

To convert potential ACs into arrivals, tactical communications need to address key knowledge gaps around the length of time required to fly to New Zealand, the ease of travelling around and weather conditions

Top ten knowledge gaps

AC Monitor | Current 5MRA vs. Previous 6MRA| Total Active Considerers

	What do ACs want to know more about before choosing New Zealand?	Now	Previous six months
1	The length of time required to fly to New Zealand	41%	43%
2	How easy it is to travel around	40% ▲	32%
3	What the weather is like	37%	32%
4	How long it takes to travel between the main attractions	31%	31%
5	The length of time needed to experience New Zealand properly	28%	27%
6	How welcoming the locals are	26%	23%
7	The quality and variety of food and beverage options	25% ▲	18%
8	What / where the recommended things to see and do are	25%	21%
9	How safe it is to participate in adventure activities	24%	19%
10	Where I should get information about organising a holiday	23%	19%

Ranks higher now than six months ago

▲▼ *Significantly higher / lower than six months prior at 95%*

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1. Sample size: Current 5MRA n = 450; Previous 6MRA n = 450
2. Question "Putting thoughts about costs aside, what are some of the concerns you have about choosing New Zealand for your next holiday?"

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Targeted messaging is recommended to guide ACs through the funnel; for instance, messaging about the length of time to fly to New Zealand should be dialled up for dreamers, whereas messages about food and beverage quality should be dialled up for those ready to book

Top ten knowledge gaps, by funnel stage

AC Monitor | Current 5MRA | Total Active Considerers

	What do ACs want to know more about before choosing New Zealand?	Dreaming	Planning	Booking
1	The length of time required to fly to New Zealand	52%	40%	29%
2	How easy it is to travel around	46%	47%	31% ▼
3	What the weather is like	41%	32%	36%
4	How long it takes to travel between the main attractions	35%	29%	26%
5	The length of time needed to experience New Zealand properly	31%	46%	15% ▼
6	How welcoming the locals are	27%	20%	27%
7	The quality and variety of food and beverage options	21%	20%	32% ▲
8	What / where the recommended things to see and do are	24%	27%	26%
9	How safe it is to participate in adventure activities	21%	16%	32% ▲
10	Where I should get information about organising a holiday	22%	11% ▼	29% ▲

▲▼ *Significantly higher / lower than comparison group at 95%*

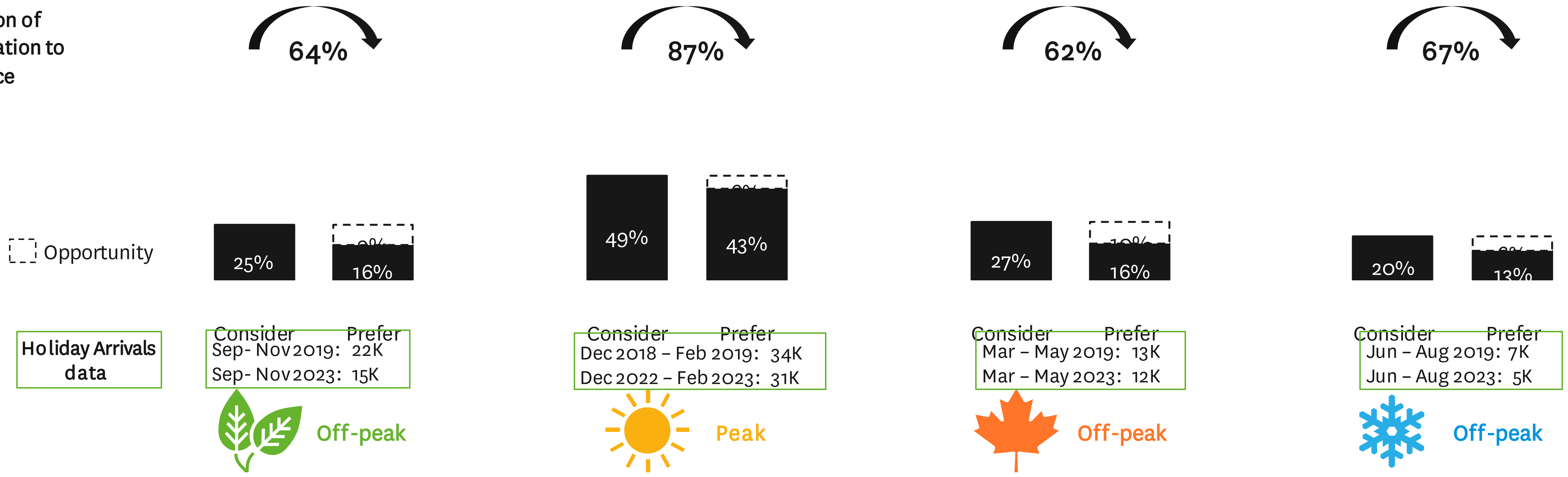
1. Sample size: Dreaming n = 203, Planning n = 83, Booking n = 164
2. Question "Putting thoughts about costs aside, what are some of the concerns you have about choosing New Zealand for your next holiday?"

ACs have a very strong preference to visit New Zealand in the summer but there are opportunities to encourage seasonal dispersal

Seasons – consideration & preference

AC Monitor | Current 5MRA | Total Active Considerers

Conversion of consideration to preference



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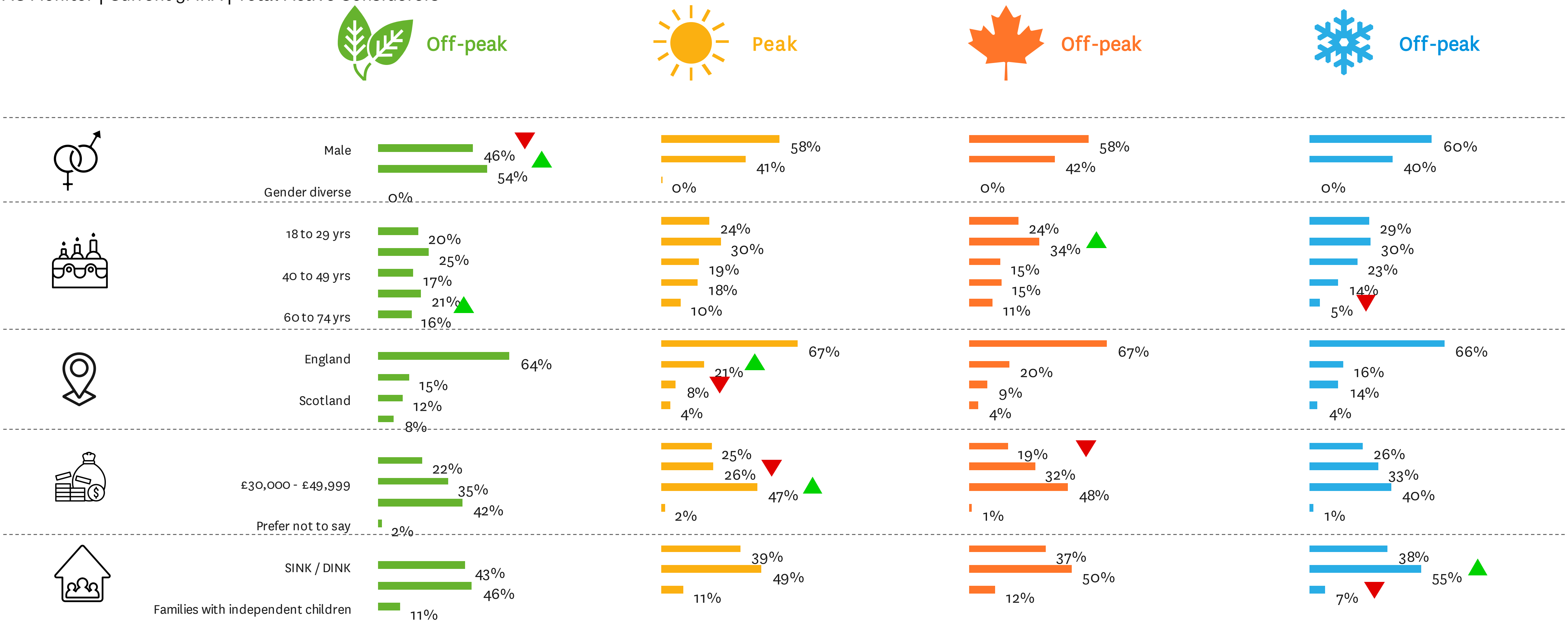
1. Sample size: n = 750
2. Spring 'Off-peak' refers to the period Sep, Oct, Nov; 'Peak' refers to the period Dec, Jan, Feb; Autumn 'Off-peak' refers to the period Mar, Apr, May; 'Off peak' refers to the period Jun, Jul, Aug
3. Stats NZ International Visitor Arrivals Dec 2018 – Nov 2019 and Dec 2022 – Feb 2023

NEW ZEALAND TOURISM | 100% PURE NEW ZEALAND

There is some variation in the demographic profiles of considerers of each season; for instance, Spring considerers skew female and older while Winter considerers skew towards young families

Profile of Seasonal Considerers

AC Monitor | Current 5MRA | Total Active Considerers



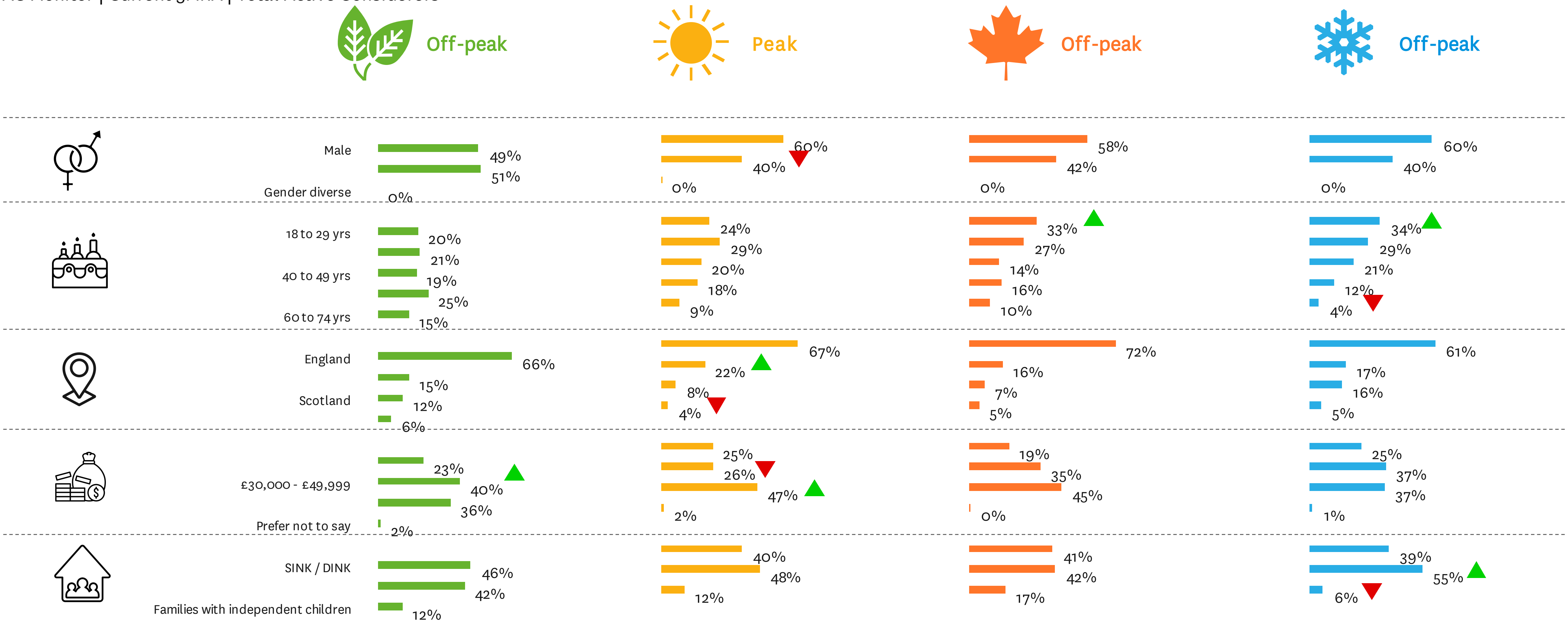
1. Sample sizes: Spring n = 207 | Summer n = 369 | Autumn n = 204 | Winter n = 139

Significantly higher / lower than non-considerers of that season

The demographic profiles vary between preferers of each season; for instance, Autumnal and Winter preferers skew younger while Winter also skews towards young families

Profile of Seasonal Preferers

AC Monitor | Current 5MRA | Total Active Considerers



1. Sample sizes: Spring n = 134 | Summer n = 320 | Autumn n = 126 | Winter n = 87

Significantly higher / lower than non-preferers of that season

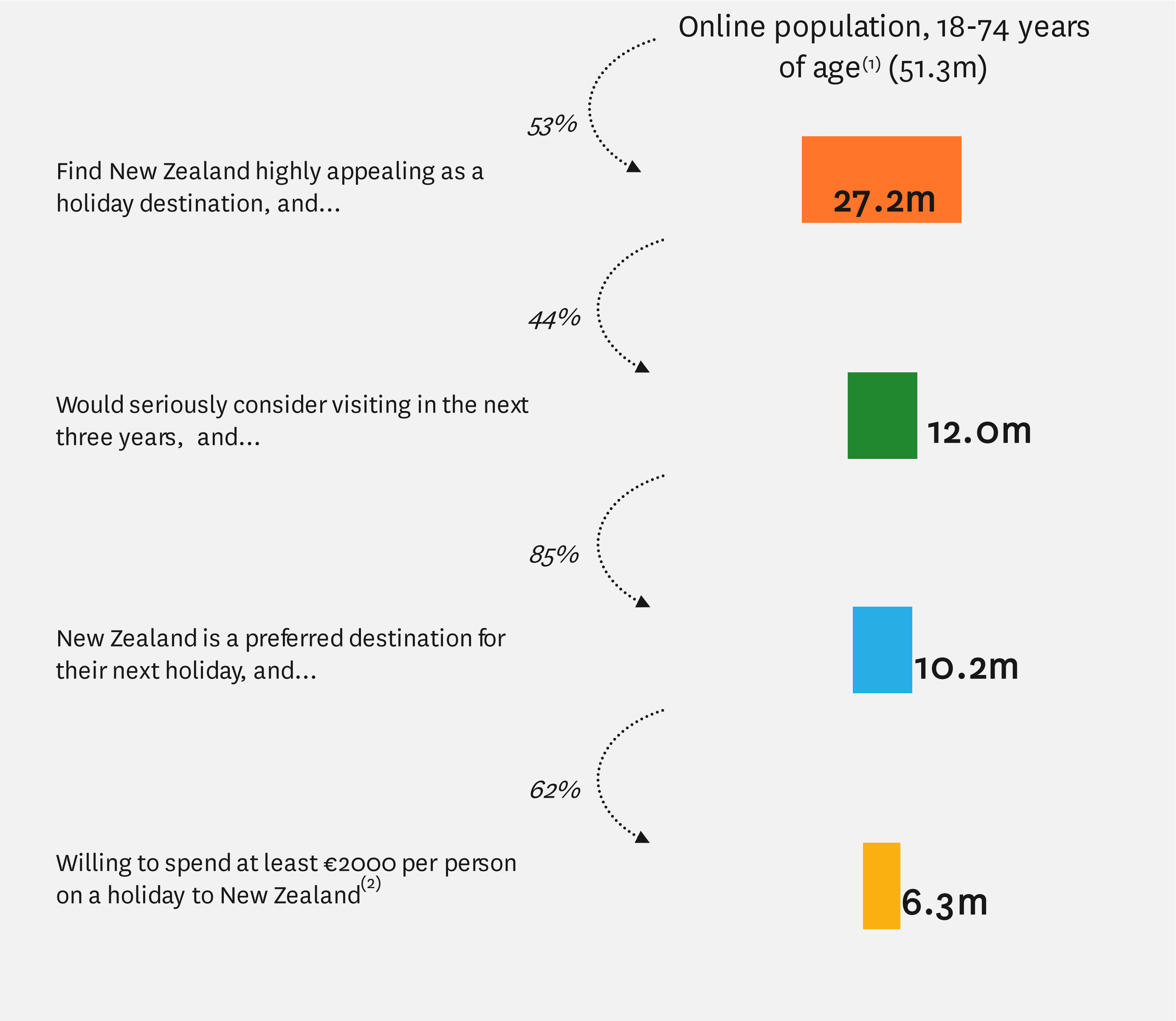
GERMANY


CANADA
USA
UK
CHINA
JAPAN
SOUTH KOREA
INDIA
SINGAPORE
AUSTRALIA
NEW ZEALAND

Active Considerer journey funnel – Germany

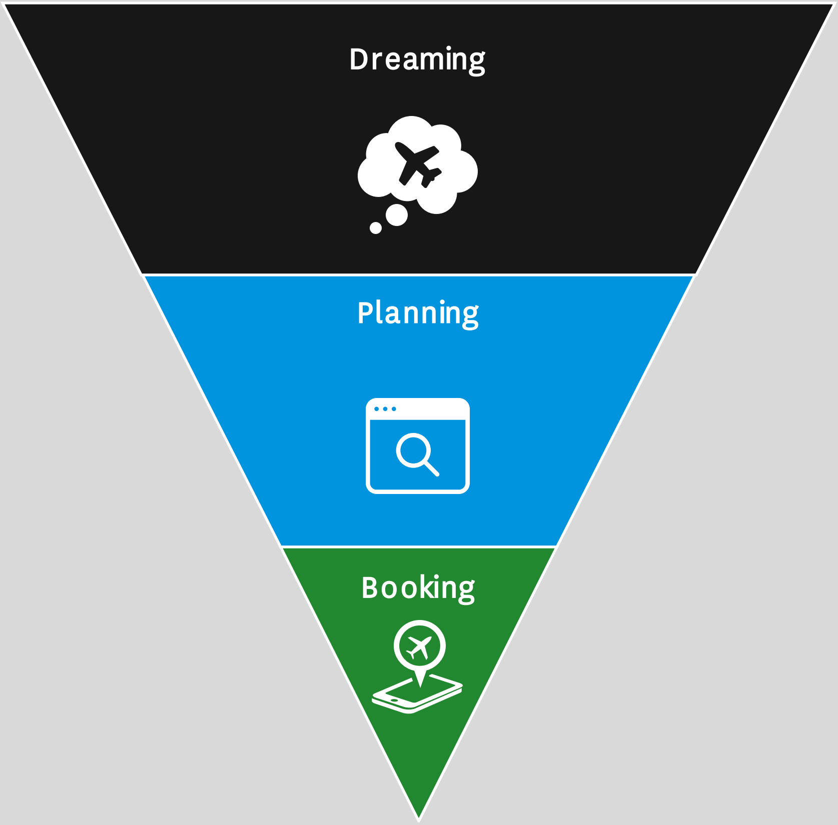
Active Considerers definition

Active Considerers find New Zealand highly appealing as a vacation destination, would seriously consider visiting in the next three years, see New Zealand as a preferred destination for their next vacation and have a realistic budget for their visit (€2000 per person on a holiday to New Zealand)



1. The approx. AC pool size is based on the online population estimates as of November 2023 and the AC incidence rate for the current five months
2. Including accommodation and daily expenses. Based off actual market data spend (IVS 2019)

Journey funnel to New Zealand - Germany



Book to come to NZ
Moment of Truth

Size (%)

Active Considerers (6.3m)	AC's	Priority Mindset Group
3.1m	49%	55% ▲
0.6m	10%	14%
2.6m	41%	31% ▼

Comments

- 'Ready to book' is a claimed state of mind
- It doesn't mean ACs will book a flight tomorrow if possible to do so, but that the commitment to visit New Zealand is there, and they feel confident enough to consider it a place they'd book travel to
- A number of extrinsic (e.g. price, availability) and intrinsic (e.g. annual leave) factors need to align to make booking / conversion a reality
- We know that people continue researching and planning after reaching the 'ready to book' stage; it does not mean the end of engagement between consumers and TNZ / industry players

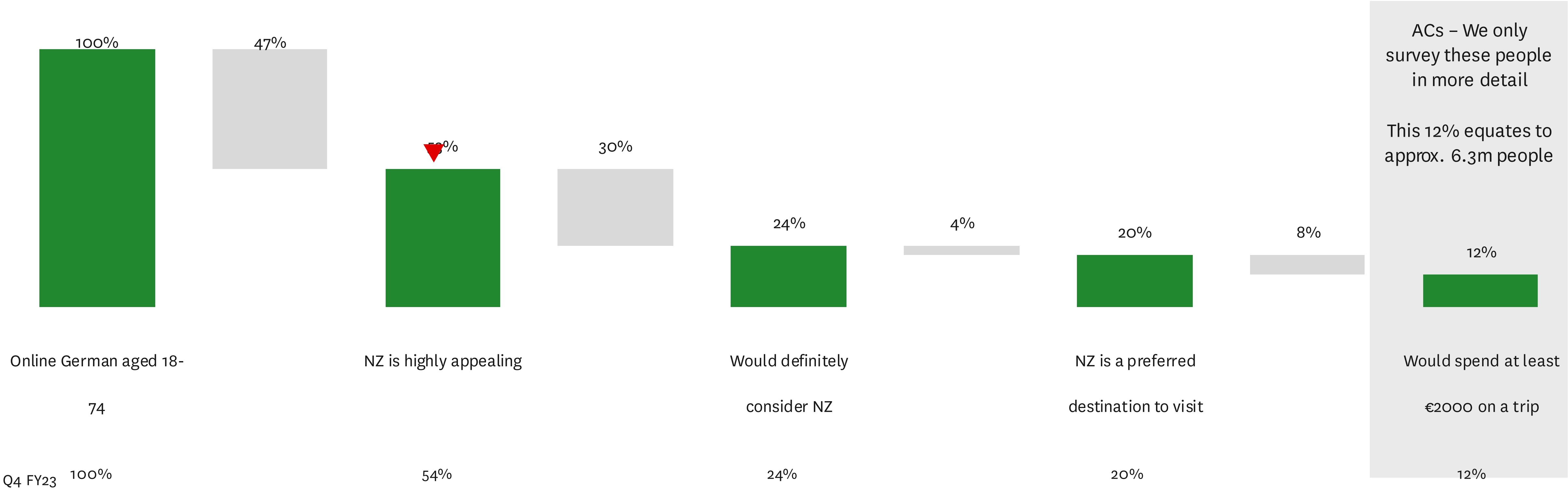
▲▼ *Significantly higher / lower than Non-Priority Mindset Group*

1. Sample size: Q2 FY24 (5MRA) n = 750

Germany presents a sizeable opportunity for TNZ with approximately 6.3 million ACs

Qualifying criteria for defining ACs

AC Monitor | Current 5MRA | % Online users aged 18-74



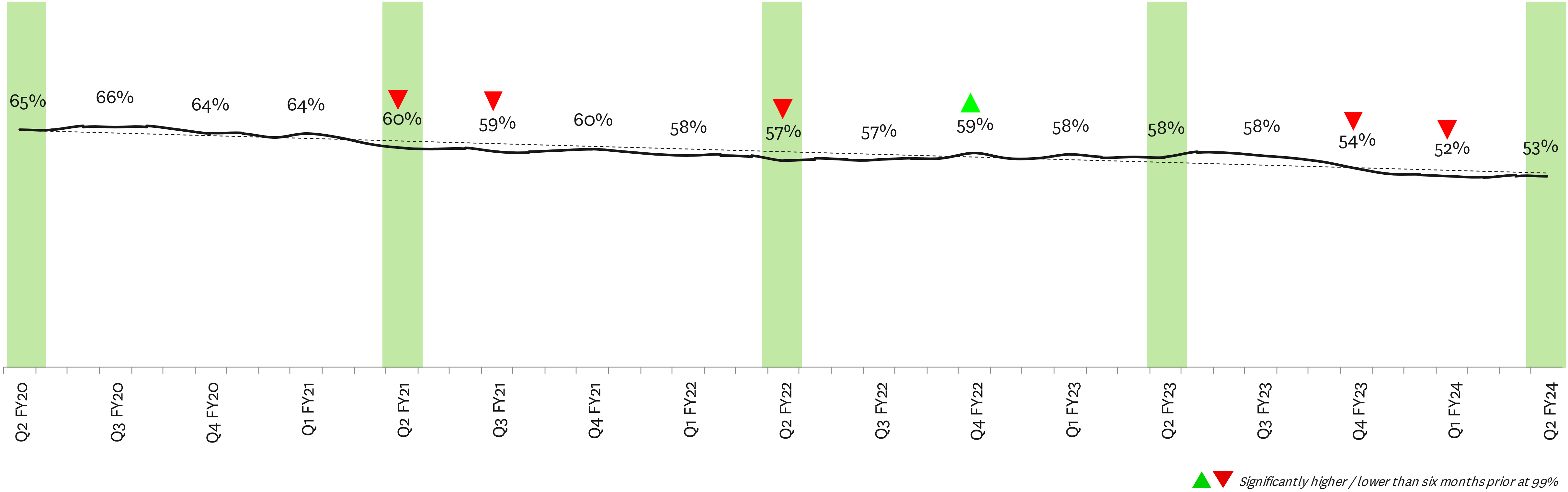
1. The approx. AC pool size is based on the online population estimates as of November 2023 and the AC incidence rate for the current five months
2. Sample size: n = 7465; Q4 FY23 n = 8709

New Zealand's appeal has slipped over the last year, marking a continued decline since the pandemic

- Appeal is measured among the total online population aged 18 to 74 years old, and is the 'above the funnel' measure
- Appeal measures the emotive connection to the brand, irrespective of the barriers people have in converting their appeal to active consideration and arrivals
- Appeal is likely to be impacted by macro situation, scalable events (i.e., Rugby World Cup, NZ handling of Covid pandemic), and high impact earned mass-reach media TNZ efforts

Appeal

AC Monitor | 6MRA | Target online population aged 18-74



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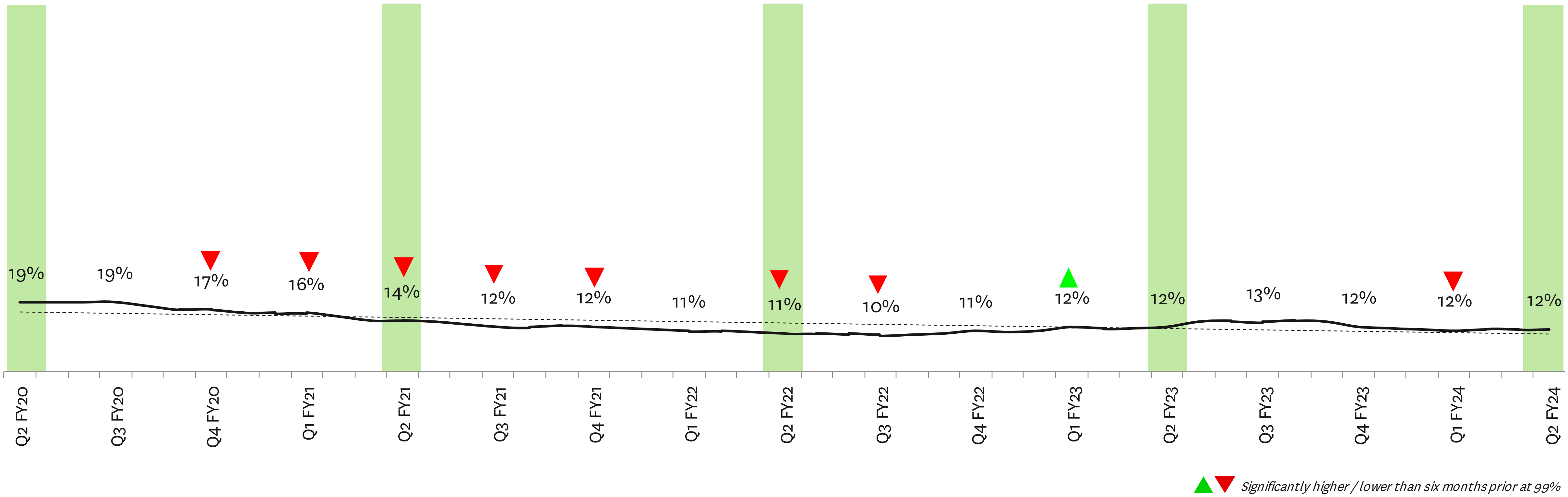
1. Sample size: Q2 FY20 – Q1 FY24 (6MRA), Q2 FY24 (5MRA) n = 5268, 5115, 5766, 6078, 7237, 9723, 9602, 9343, 10803, 11308, 9646, 9202, 9217, 8111, 8709, 9473, 7465
2. Question "Putting aside any thoughts about time and cost, how appealing do you find New Zealand as a holiday destination?"

NEW ZEALAND TOURISM | 100% PURE NEW ZEALAND

The incidence of ACs is struggling to recover after its post-pandemic decline

Incidence of ACs over time

AC Monitor | 6MRA | Target online population aged 18-74



1. Sample size: Q2 FY20 – Q1 FY24 (6MRA), Q2 FY24 (5MRA) n = 5268, 5115, 5766, 6078, 7166, 9634, 9584, 9343, 10803, 11308, 9646, 9202, 9217, 8111, 8709, 9473, 7465
2. % of population who find New Zealand as a holiday destination as highly appealing (%8-10), has strong consideration to holiday in New Zealand (%8-10), strongly prefers to holiday in New Zealand (%4-5), and would spend at least € 2000 while holidaying in New Zealand

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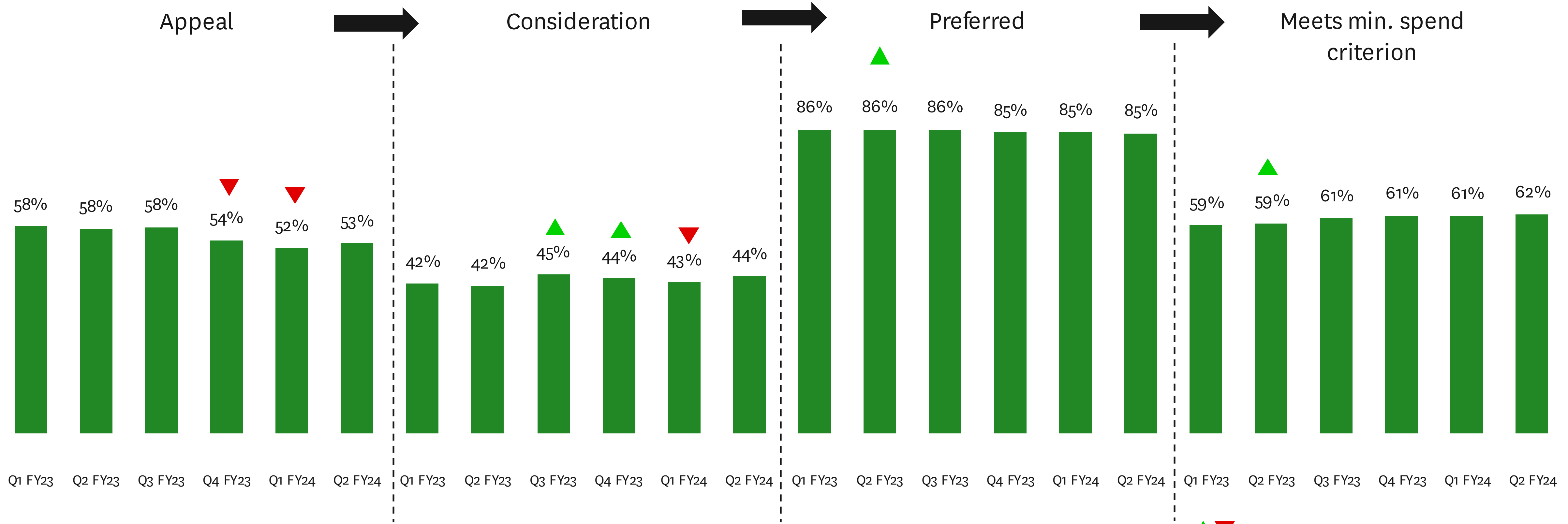
100% PURE NEW ZEALAND

To grow the AC pool, the key focus should be on growing appeal as this is the only stage of the AC funnel where levels have dropped

Conversion of ACs through the Consideration Funnel

AC Monitor | 6MRA | Target online population aged 18-74



Significantly higher / lower than six months prior at 95%

Sample size: Q1 FY23 – Q1 FY24 (6MRA), Q2 FY24 (5MRA); Appeal n = 6507 | 6601 | 5675 |6310 | 7825 | 7465 ; Consider n = 2979 | 2959 | 2654 | 2861 | 3482 | 3929; Prefer n = 1706 | 1722 | 1602 | 1714 | 1988 | 1537; Spend n = 1320 | 1355 | 1291 | 1353 | 1490 | 1271
Question "Putting aside any thoughts about time and cost, how appealing do you find New Zealand as a holiday destination?"
Question "Would you consider visiting New Zealand for a holiday within the next three years?"
Question "To what extent do you agree or disagree that New Zealand is a preferred destination for your next holiday?"
Question "On a per person basis, how much would you be willing to spend on a holiday to New Zealand?"

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NEW ZEALAND TOURISM 100% PURE NEW ZEALAND

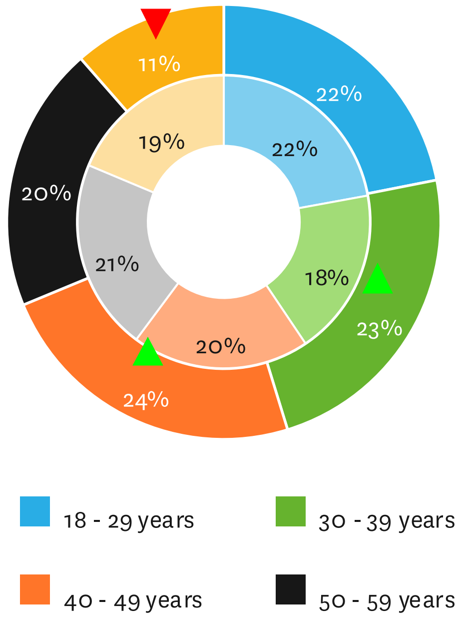
Compared to non-ACs, ACs are more skewed towards those aged 30-49 yrs old and males; the priority mindsets make up 41% of ACs

Profile of Active Considerer

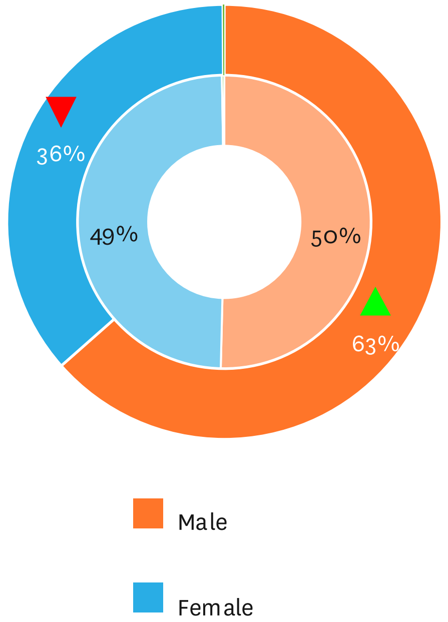
AC Monitor | Current 5MRA | Active Considerers vs Non-Active Considerers

Outer ring: German Active Considerers
Inner ring : German non-Active Considerers

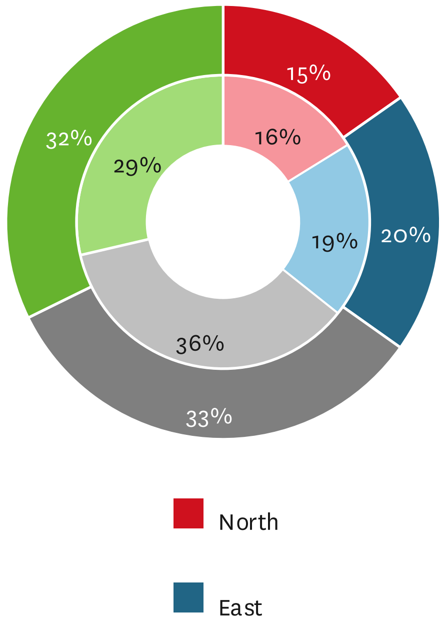
By age segment



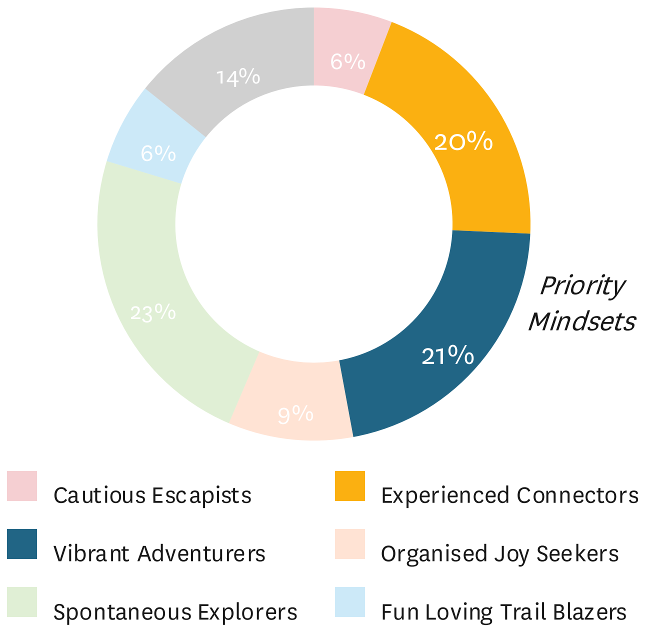
By gender



By region



Mindset Segments



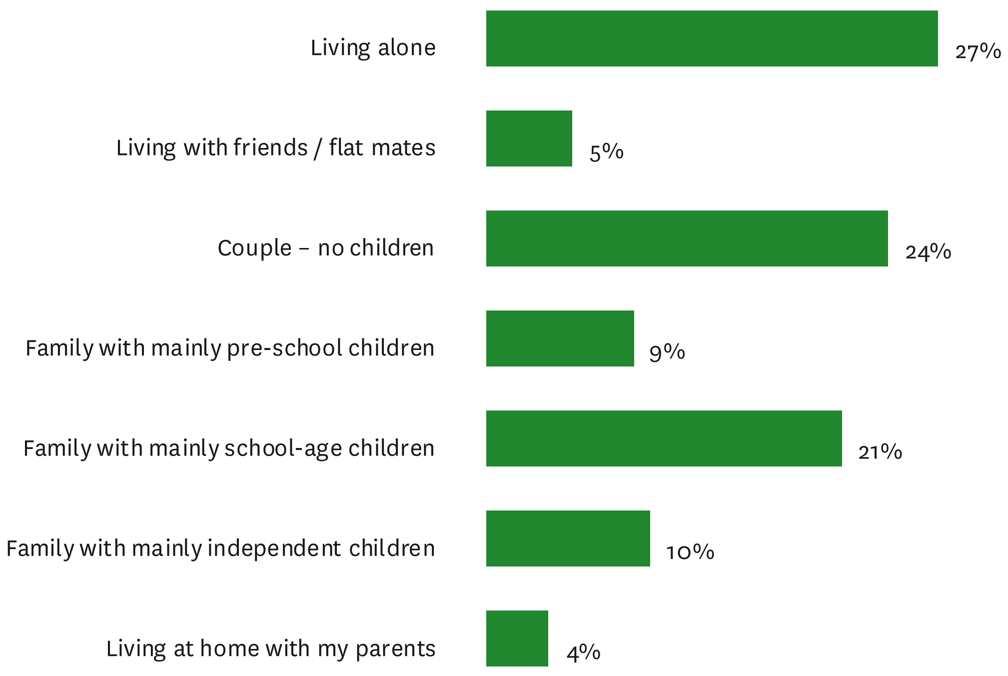
Significantly higher / lower than non-ACs

1. Sample sizes: ACs n = 749 | Non ACs n = 6716

Singles and couples make up a significant portion of the AC pool in Germany, and the total AC pool skews towards higher income households

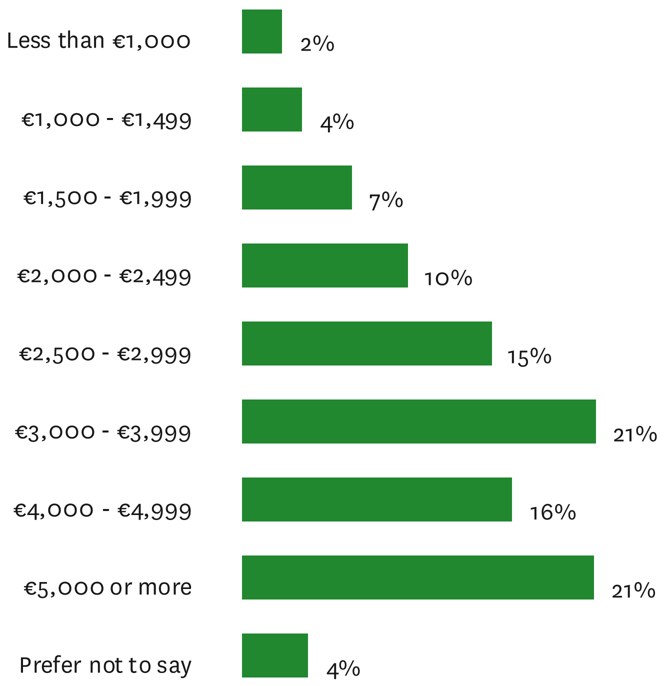
Household Composition

% Active Considerers | Current 5MRA



Household Income

% Active Considerers | Current 5MRA

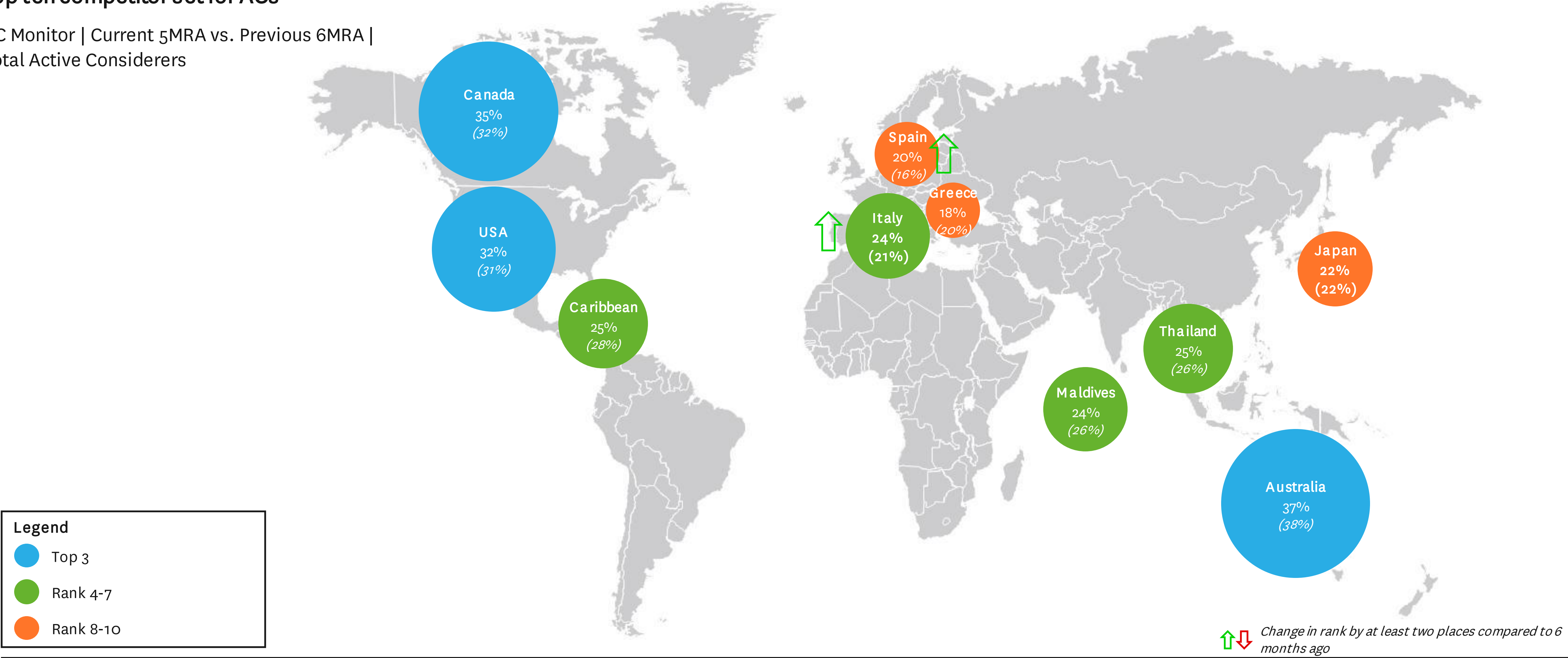


1. Sample size: n = 749
2. Q: "Which of these best describes your household?"
3. Q: "What is your total monthly household income?"

Australia, Canada and USA remain New Zealand’s top competitors based on preference

Top ten competitor set for ACs

AC Monitor | Current 5MRA vs. Previous 6MRA | Total Active Considerers

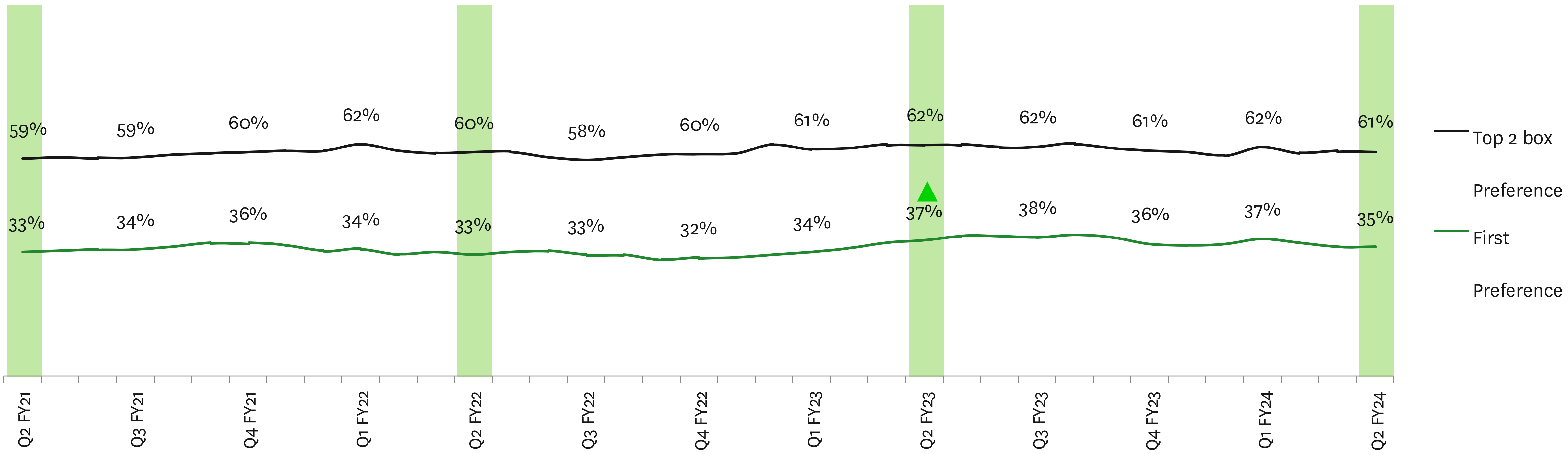


1. Sample size: Current 5MRA n = 749; Previous 6MRA n = 901
2. % selected destination in their top five preferred destinations
3. Figures in brackets denote previous 6 months
4. Question “Aside from New Zealand, what other four destinations make up your top five preferred destinations to visit for a holiday?”

Preference levels for New Zealand remain broadly stable

New Zealand as a #1 Preferred Destination

AC Monitor | 6MRA | Total Active Considerers



Significantly higher / lower than six months prior at 95%

1. Sample size: Q2 FY21 – Q2 FY24 (6MRA) n = 901, 1052, 1052, 900, 901, 901, 901, 901, 900, 901, 901, 900, 899
2. Question "Can you please rank those destinations in order of preference where 1 is your most preferred destination?"

Context to preference drivers

Using Jaccard's analysis, we estimate which destination attributes drive preference for New Zealand and how New Zealand performs relative to its key competitors in order to identify priority attributes to focus on in each market

We typically do brand preference driver analysis once a year on key markets

The brand driver analysis included in this report is based on the most recent results available: Data from Jul-23 to Dec-23

A framework to organize and optimize how we leverage our brand associations

Strategic Brand Drivers Depending on brand positioning, what are the areas can TNZ leverage that might have higher impact on consumer decision making and connection – Drivers of unique, distinct New Zealand	**Key Category Differentiators** What are the key category issues that TNZ can use to stand out and cut-through with ACs?
Low Priority Drivers New Zealand drivers that allow us to differentiate but are not core to "who we are", does not drive mental availability, emotional resonance	**Hygiene Factors** What are the Hygiene Factors in the travel industry. TNZs journey should start here – Before communicating how our positioning exceeds expectations, we need to demonstrate these hygiene factors are in place.

Categorising destination brand associations to the framework...

Strategic Brand Drivers

- Landscapes & Scenery
- Embraces all visitors
- Unique experiences
- Relationship with the land
- Indigenous culture
- Exploration

Key Category Differentiators

- Clean and unpolluted
- Relax and refresh
- Friendly people
- Range of adventure
- Range of experiences
- All seasons
- Local culture
- Fun & Enjoyment
- Escape the ordinary
- Amazing beaches

Low Priority Drivers

- Wildlife experiences
- Interesting cities
- Iconic attractions/landmarks
- Quality Food and wine

Hygiene Factors

- Safe destination
- Affordable to fly to
- Affordable activities
- Family Friendly
- Easy to travel around
- Excitement

Appendix: Brand attribute wording

Wording for the preference drivers

Shorthand	Full wording
Affordable activities	Things to see and do are affordable
Affordable to fly to	It's affordable to fly to this destination
All seasons	Suitable for a holiday all year round
Clean & unpolluted	The environment there is clean and unpolluted
Easy to travel around	It's easy to travel around to see and do things
Embraces all visitors	A destination that embraces visitors of all cultures
Escape the ordinary	A place you can escape from the ordinary
Excitement	Thinking about visiting makes me feel really excited
Exploration	A place that invites exploration and discovery
Family friendly	Ideal for a family holiday
Friendly people	The locals are friendly and welcoming
Fun & enjoyment	Ideal for having fun and enjoying yourself
Iconic attractions	Has iconic attractions and landmarks

Shorthand	Full wording
Indigenous culture	Has a unique indigenous culture
Interesting cities	Has interesting cities to visit
Landscapes & scenery	Spectacular natural landscapes and scenery
Local culture	Offers opportunities to experience local culture
Quality food & wine	Offers quality local food and wine experiences
Range of adventure	Offers a wide variety of outdoor & adventure activities
Range of experiences	Offers a wide variety of tourist experiences
Relationship with the land	A destination where the people have a special relationship with the land
Relax & refresh	Ideal to relax and refresh
Safe destination	I would feel safe travelling around this destination
Unique experiences	Offers experiences that you can't get anywhere else
Wildlife	Has amazing wildlife experiences

Positively, New Zealand's strategic drivers are well aligned with top drivers of preference so should be promoted; additionally, there is an opportunity to highlight New Zealand's safety and opportunities to escape which emerge as stronger drivers of preference

Top 15 drivers of preference for New Zealand

AC Monitor | % | 2023 (Jan-Dec 23) | Total Active Considerers

Latest results	2023 rank	2022 rank[1]	2021 rank[1]
Safe destination	1 ⇧	6	3
Landscapes & scenery	2	1	1
Unique experiences	3	4	5
Invites exploration	4	*	*
Escape the ordinary	5 ⇧	13	12
Excitement	6	*	2
Range of adventure	7	7	6
Relationship with the land	8	9 ⇧	13
Range of experiences	9 ⇩	3 ⇧	7
Friendly people	10 ⇩	5	4
Clean & unpolluted	11	14	11
Local culture	12 ⇩	8	10
Embrace all visitors	13 ⇩	2 ⇧	8
Wildlife	14 ⇧	20	*
All seasons	15	17	18

Latest results	2023 rank	2022 rank[1]	2021 rank[1]
Relax & refresh	16 ⇧	21	20
Fun & enjoyment	17 ⇧	22	19
Indigenous culture	18	18	*
Amazing beaches	19	*	21
Quality food & wine	20 ⇧	24	26
Iconic attractions	21 ⇧	26	25
Interesting cities	22	25	24
Family friendly	23 ⇧	27	28
Affordable activities	24 ⇧	28	30
Easy to travel around	25 ⇧	30	31
Affordable to fly to	26 ⇧	31	32

Changes in brand attribution list affect comparability in ranking over time

Strategic Brand Drivers | Key Category Differentiators | Low Priority Drivers | Hygiene Factors

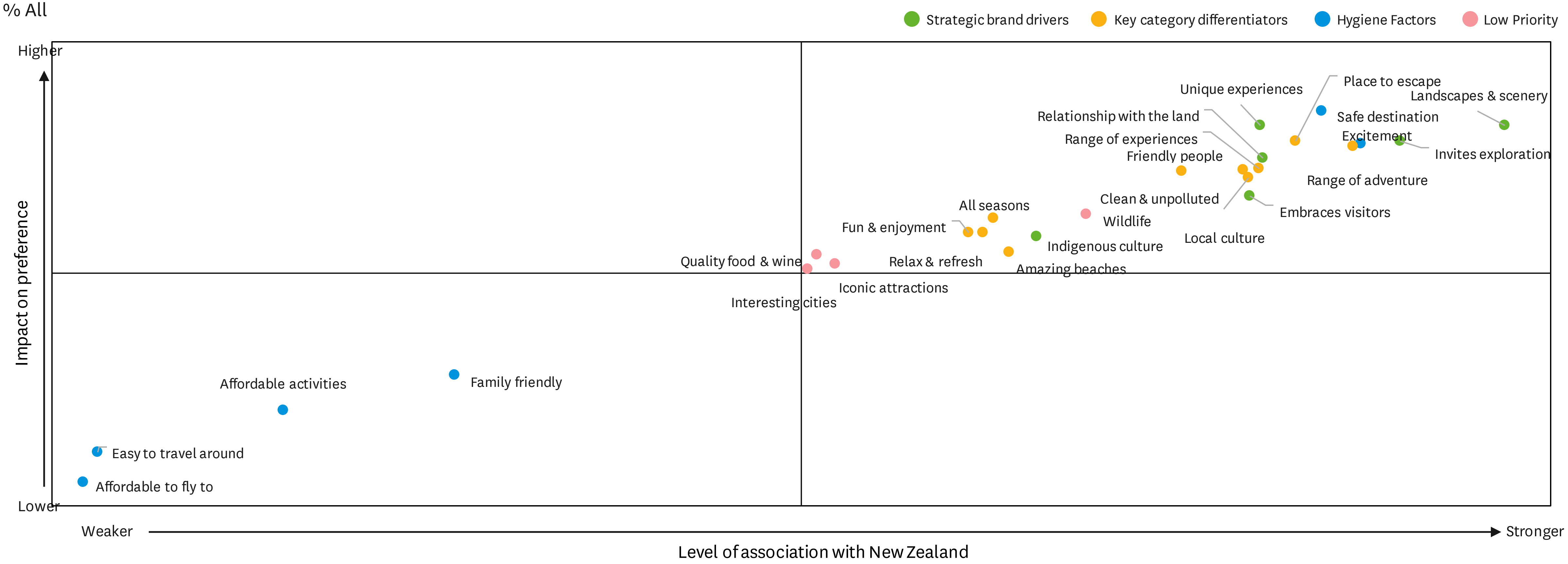
1. Some ranks may be missing if the statement has been removed for the current analysis period
* Not asked at that time

⇧⇩ *Moved up / down in rank by four or more places*

New Zealand as a destination has strong levels of association with the higher impact drivers, most notably landscapes and scenery and inviting exploration

Brand Associations of New Zealand x Impact on preference

% All



1. Sample size: Q2 FY24 n = 749
2. Question: "Which destinations, if any, do you associate with this statement?"
3. 'Escape the ordinary' driver re-worded to 'A place you can escape from the ordinary in FY24'

New Zealand's competitive strengths include its relationship with the land, indigenous culture and cleanliness, but there is an opportunity to strengthen its competitive edge across several strategic drivers and category differentiators

Relative brand positioning for Strategic Brand Drivers and Key Category Differentiators

AC Monitor | Current 5MRA | Total Active Considerers (New Zealand and top five competitors) | Index (see appendix)

	Brand associations	New Zealand	Australia	Canada	USA	Caribbean	Thailand
Strategic Brand Drivers	Landscapes & scenery	102	101	105	98	82	92
	Unique experiences	101	105	98	99	95	85
	Invites exploration	100	98	105	101	93	98
	Relationship with the land	106	101	100	83	89	91
	Embraces all visitors	99	104	96	90	109	107
	Indigenous culture	109	117	76	79	88	91
Key Category Differentiators	Escape the ordinary	100	92	106	93	113	94
	Range of adventure	100	103	111	106	70	91
	Range of experiences	94	100	93	118	104	114
	Friendly people	101	104	99	77	111	103
	Clean & unpolluted	125	95	107	39	78	44
	Local culture	101	104	96	82	97	116
	All seasons	101	96	71	108	138	96
	Relax & refresh	103	80	93	70	144	117
	Fun & enjoyment	95	92	87	115	122	114
	Amazing beaches	93	111	62	106	150	122

Actions for TNZ:

Strengths:

- Relationship with the land
- Indigenous culture
- Clean & unpolluted

Drivers to dial up:

- Range of experiences
- Fun & enjoyment
- Amazing beaches

1. Sample size: Q2 FY24 n = 750
2. Question: "Which destinations, if any, do you associate with this statement?"
3. 'Exploration' driver added in FY24 and not included in impact analysis

Relative weakness | 100 | *Relative strength*

Heat map shading is across rows, i.e. compares the six countries on that attribute

New Zealand stands outs for being a safe destination but there is room to strengthen its positioning on several hygiene factors, particularly ease of travelling around and affordability

Relative brand positioning for Hygiene Factors and Low Priority

AC Monitor | Current 5MRA | Total Active Considerers (New Zealand and top five competitors) | Index (see appendix)

		New Zealand	Australia	Canada	USA	Caribbean	Thailand
Hygiene Factors	Safe destination	106	101	107	87	91	71
	Excitement	99	95	102	103	102	94
	Family friendly	97	89	93	113	142	79
	Affordable activities	97	69	84	122	109	157
	Easy to travel around	94	79	84	144	109	125
	Affordable to fly to	94	85	93	127	90	143
Low Priority	Wildlife experience	99	118	122	87	62	89
	Quality food & wine	100	114	82	100	95	106
	Iconic attractions	95	112	92	137	71	95
	Interesting cities	88	111	114	148	60	97

Actions for TNZ:

Strengths:

- Safe destination

Drivers to dial up:

- Easy to travel around
- Affordable to fly to
- Interesting cities

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Sample size: Q2 FY24 n = 750
Question: "Which destinations, if any, do you associate with this statement?"
'Excitement' and 'Amazing beaches' driver added in FY24 and not included in impact analysis

Relative weakness			100			*Relative strength*
Heat map shading is across rows, i.e. compares the six countries on that attribute						

NEW ZEALAND TOURISM

100% PURE NEW ZEALAND

Tactical communications should prioritise addressing key knowledge gaps related to travel time, weather conditions, how welcoming the locals are, ease of travelling around and guiding ACs to essential trip-planning resources

Top ten knowledge gaps

AC Monitor | Current 5MRA vs. Previous 6MRA | Total Active Considerers

	What do ACs want to know more about before choosing New Zealand?	Now	Previous 6 months
1	The length of time required to fly to New Zealand	44%	44%
2	What the weather is like	37%	34%
3	How welcoming the locals are	27% ▲	19%
4	How easy it is to travel around	27%	22%
5	Where I should get information about organising a holiday	25%	20%
6	How long it takes to travel between the main attractions	24%	25%
7	The length of time needed to experience New Zealand properly	23%	27%
8	What / where the recommended things to see and do are	21%	23%
9	The quality and variety of food and beverage options	20% ▲	14%
10	How safe it is to participate in adventure activities	20%	20%

Ranks higher now than six months ago

▲▼ *Significantly higher / lower than six month prior at 95%*

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1. Sample size: Current 5MRA n = 449; Previous 6 months n = 451
2. Question "Putting thoughts about costs aside, what are some of the concerns you have about choosing New Zealand for your next holiday?"

NEW ZEALAND TOURISM

100% PURE NEW ZEALAND

Tactical activity needs to be surfaced earlier in the AC journey as dreamers have several knowledge gaps; however, messages around the length of time needed to experience New Zealand will be most effective among planners

Top ten knowledge gaps, by funnel stage

AC Monitor | Current 5MRA | Total Active Considerers

	What do ACs want to know more about before choosing New Zealand?	Dreaming	Planning	Booking
1	The length of time required to fly to New Zealand	46%	46%	40%
2	What the weather is like	38%	33%	36%
3	How welcoming the locals are	25%	28%	29%
4	How easy it is to travel around	32%	23%	20%
5	Where I should get information about organising a holiday	25%	21%	25%
6	How long it takes to travel between the main attractions	24%	21%	25%
7	The length of time needed to experience New Zealand properly	25%	41% ▲	14% ▼
8	What / where the recommended things to see and do are	19%	23%	23%
9	The quality and variety of food and beverage options	21%	10%	22%
10	How safe it is to participate in adventure activities	22%	11%	20%

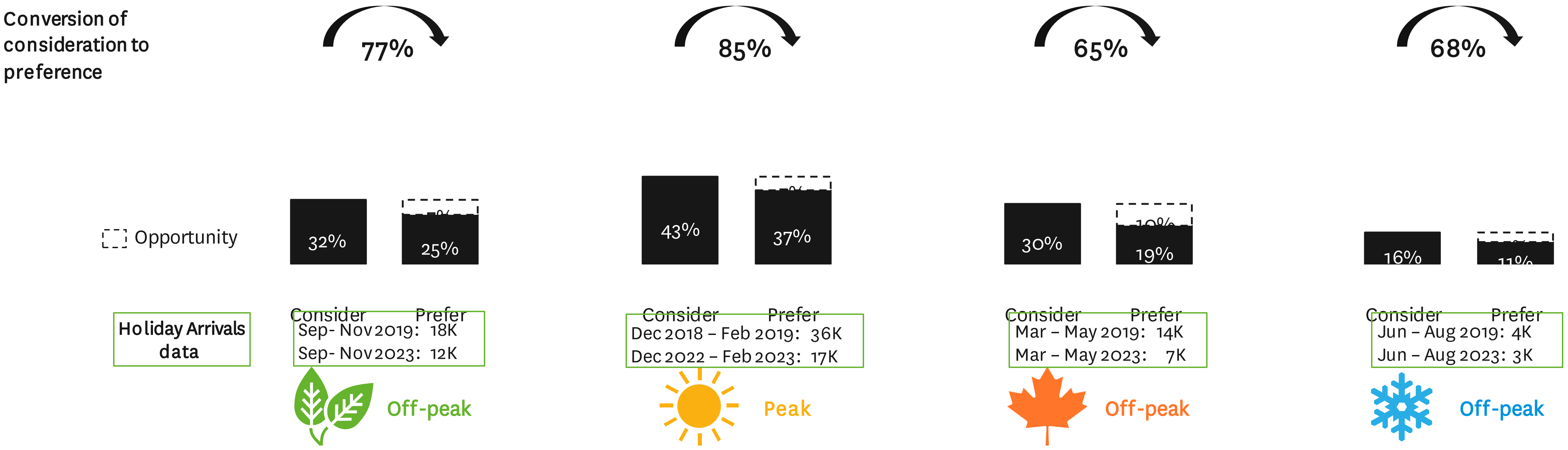
▲▼ *Significantly higher / lower than comparison group at 95%*

1. Sample size: Dreaming n = 232, Planning n = 55, Booking n = 162
2. Question "Putting thoughts about costs aside, what are some of the concerns you have about choosing New Zealand for your next holiday?"

While preference is strongest for summer, spring offers the strongest opportunity to drive off-peak arrivals

Seasons – consideration & preference

AC Monitor | Current 5MRA | Total Active Considerers

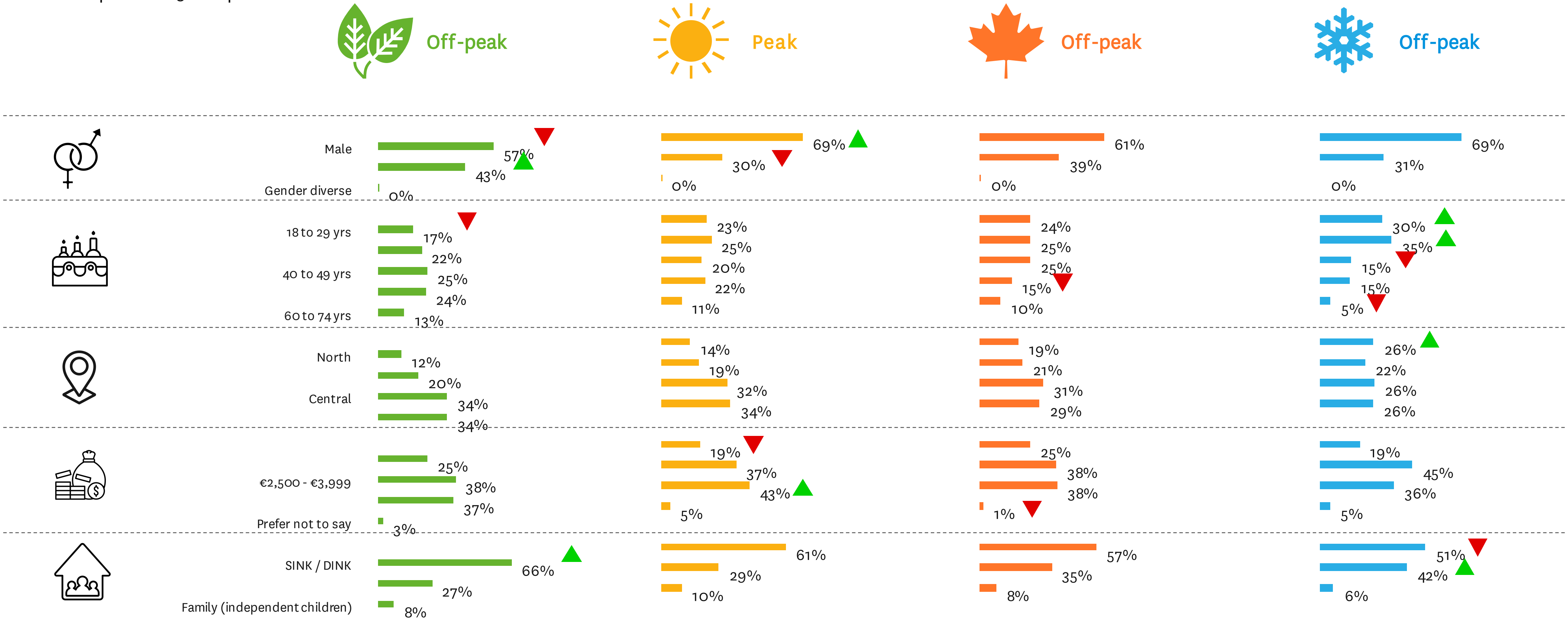


1. Sample size: n = 749
2. Spring 'Off-peak' refers to the period Sep, Oct, Nov; 'Peak' refers to the period Dec, Jan, Feb; Autumn 'Off-peak' refers to the period Mar, Apr, May; 'Off peak' refers to the period Jun, Jul, Aug
3. Stats NZ International Visitor Arrivals Dec 2018 – Nov 2019 and Dec 2022 – Feb 2023

There is some variation in the demographic profiles of considerers of each season; for instance, spring considerers skew female, non-families while winter considerers skew younger, with families

Profile of Seasonal Considerers

AC Monitor | Current 5MRA | Total Active Considerers



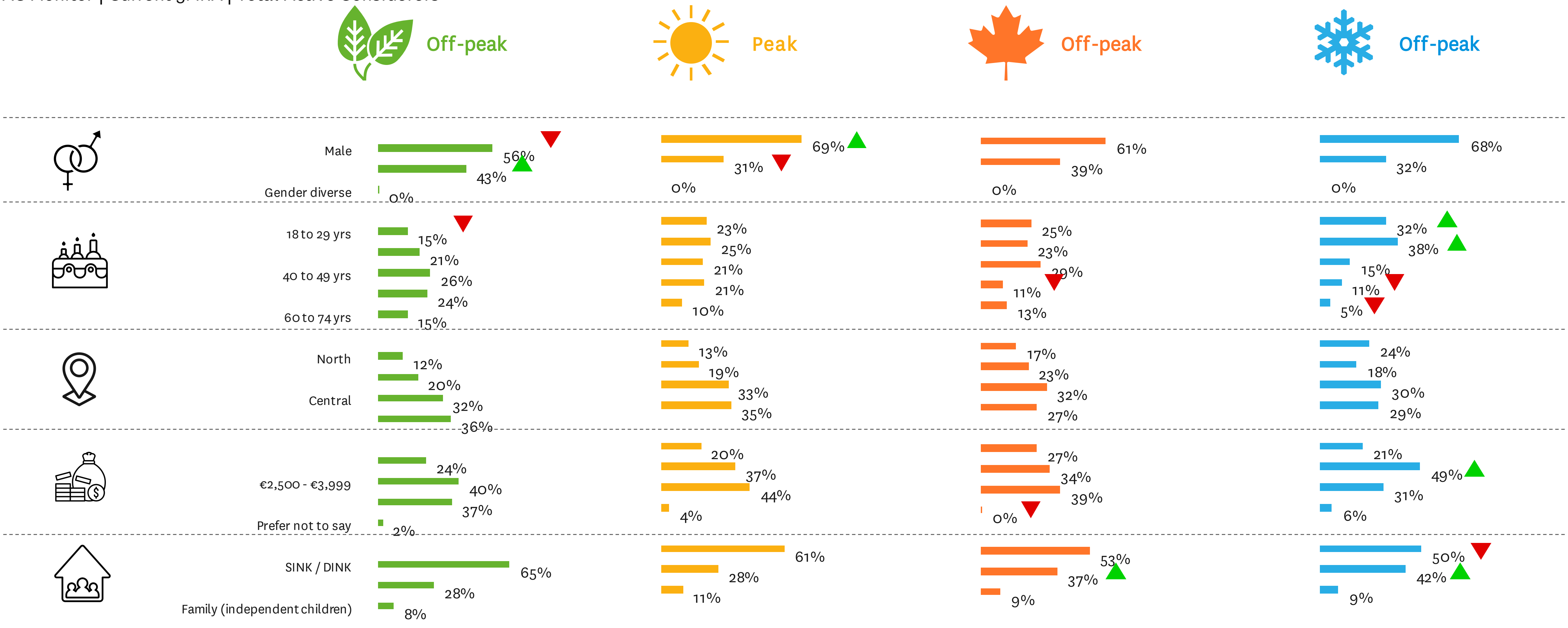
1. Sample sizes: Spring n = 251 | Summer n = 313 | Autumn n = 222 | Winter n = 107

Significantly higher / lower than non-considerers of that season

The demographic profiles of seasonal preferers vary by season; for instance, winter preferers skew towards younger ACs, with families while spring preferers skew female

Profile of Seasonal Preferers

AC Monitor | Current 5MRA | Total Active Considerers



1. Sample sizes: Spring n = 195 | Summer n = 267 | Autumn n = 143 | Winter n = 70

Significantly higher / lower than non-preferers of that season

1 Appendix

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NEW ZEALAND TOURISM

100% PURE NEW ZEALAND

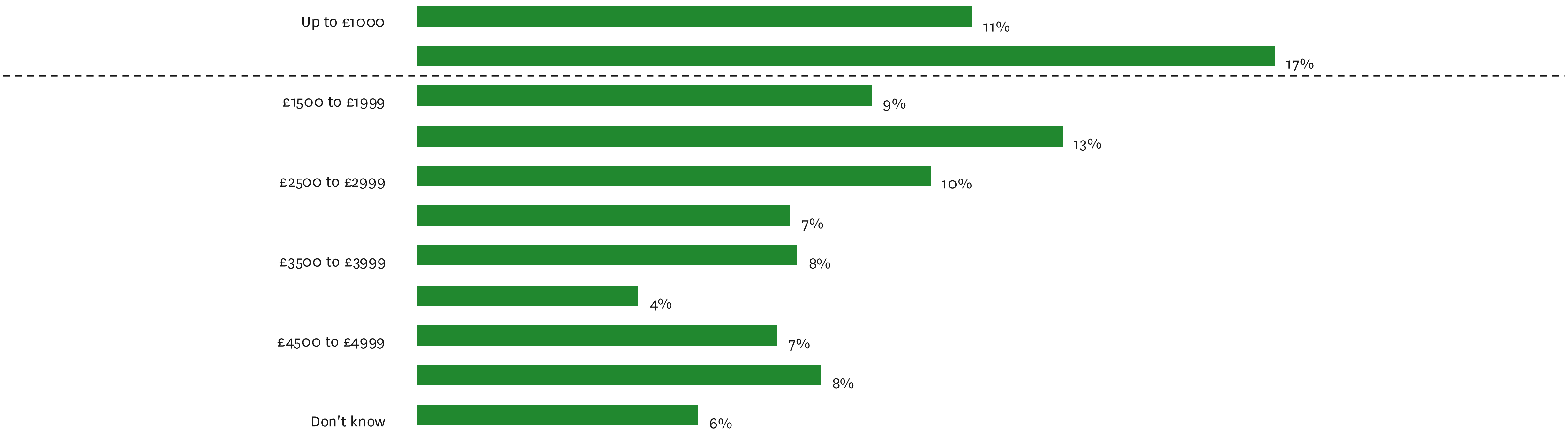
newzealand.com

Among those who agree New Zealand is a preferred destination, 28% do not meet the current spend criteria of £1,500 GPB

UK

Spend on holiday in New Zealand

% Those who agree NZ is a preferred holiday destination | Current 5MRA



Sample sizes: n = 1223

Q "On a per person basis, how much would you be willing to spend on a holiday to New Zealand? Please include accommodation and daily expenses but do not include flights"

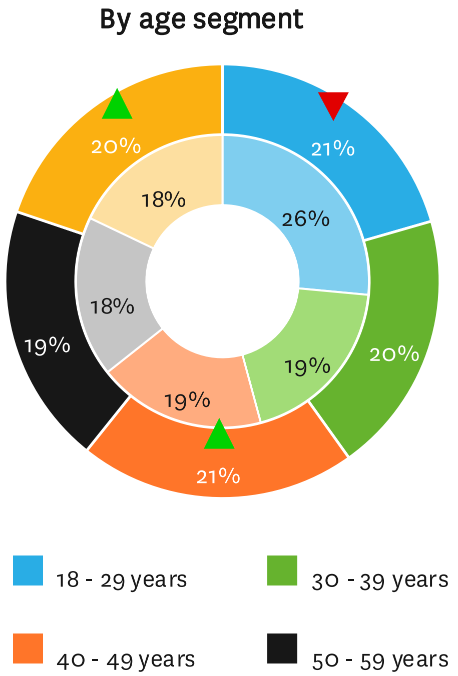
Compared to those who do not find New Zealand appealing, those who do skew less towards younger people (aged 18-29 yrs) and more towards Scotland

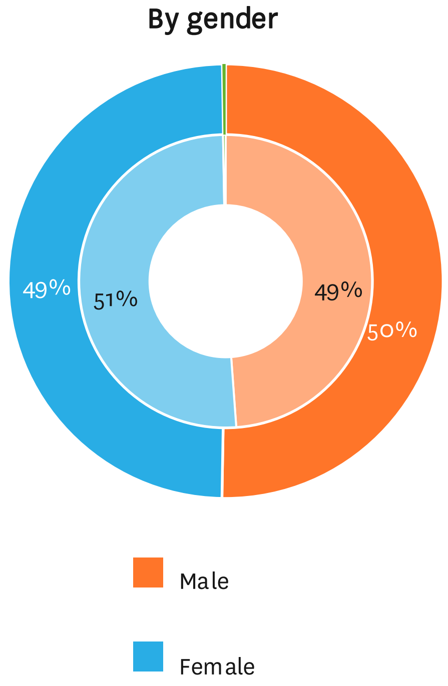
UK

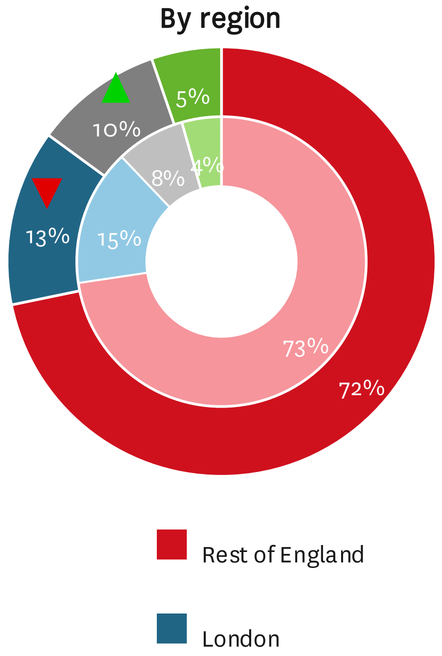
Profile of those who find New Zealand appealing

AC Monitor | Current 5MRA | Those who find New Zealand appealing vs. not

Outer ring: Those who find NZ appealing
Inner ring: Those who do not find New Zealand appealing







Significantly higher / lower than those who do not find New Zealand appealing

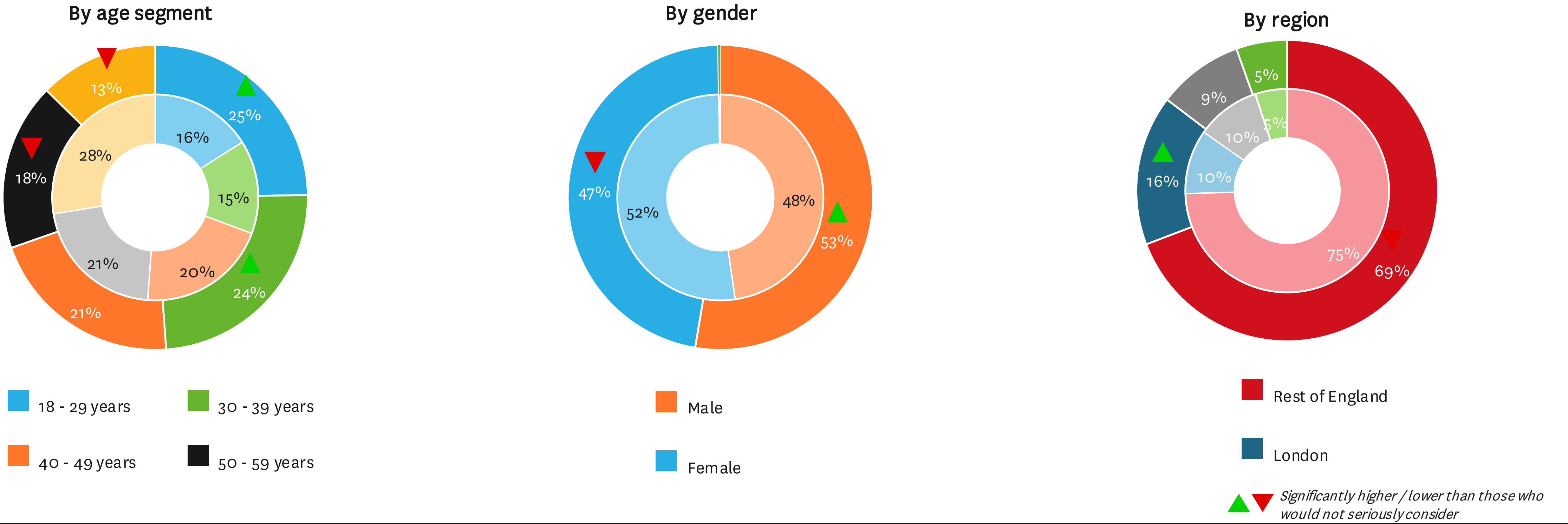
1. Sample sizes: Those who find New Zealand appealing n = 3970 | Those who do not find New Zealand appealing n = 3992

Compared to non-considerers, those who would seriously consider visiting New Zealand are more likely to be aged 18-29 years, male and reside in London

UK

Profile of those who would seriously consider visiting New Zealand
AC Monitor | Current 5MRA | Those who would seriously consider vs. not

Outer ring: Those who would seriously consider visiting New Zealand
Inner ring : Those who would not seriously consider



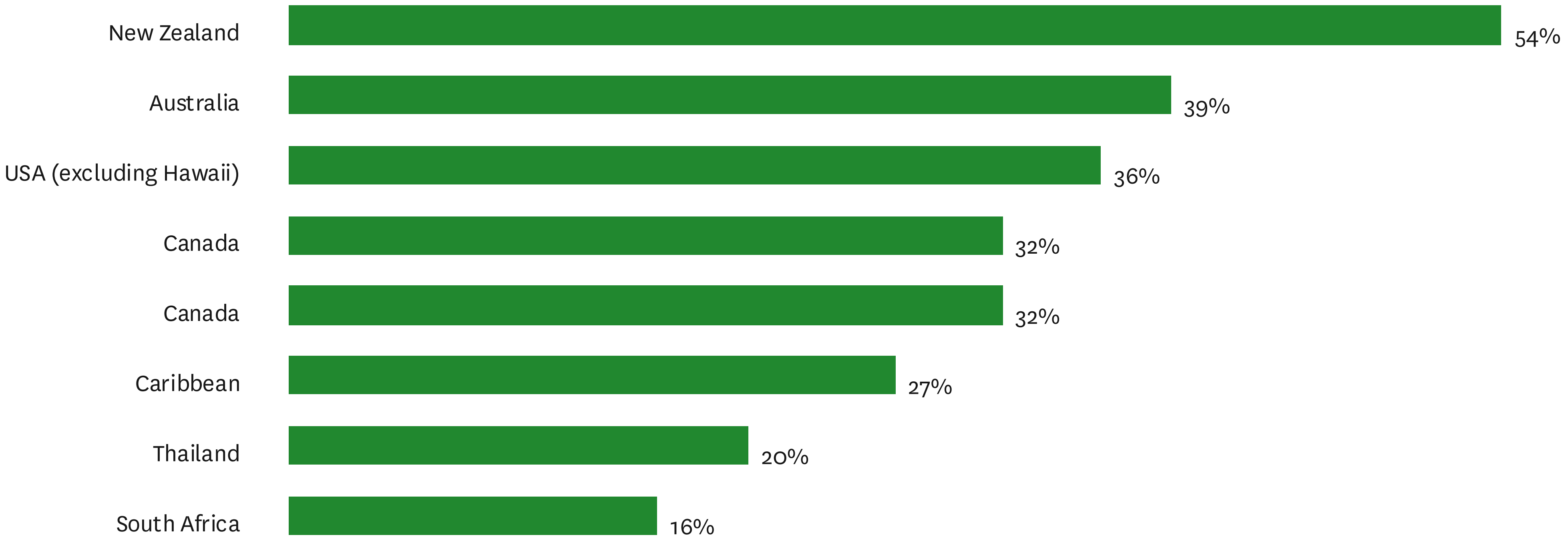
1. Sample sizes: Those who would seriously consider visiting New Zealand n = 1793 | Those who would not seriously consider visiting New Zealand n = 2177

New Zealand is the most commonly recognised holiday destination as having advertised recently

UK

Holiday destinations seen advertised or promoted recently (Prompted Awareness)

AC Monitor | Current 5MRA | Total Active Considerers



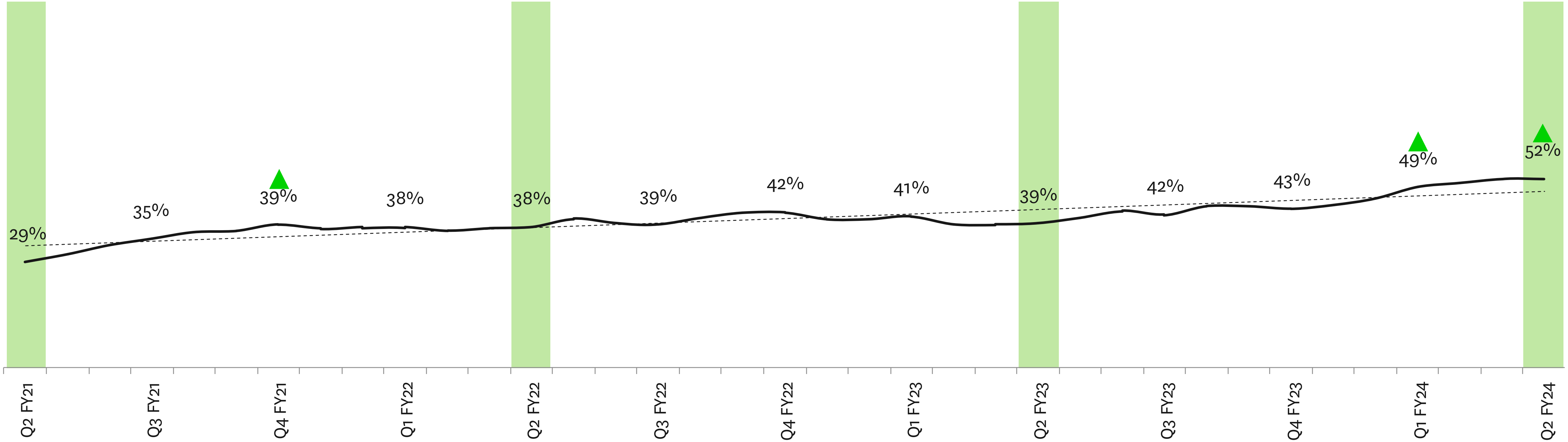
1. 1. Sample sizes: n = 750
2. Q "Which of these holiday destinations have you seen advertised or promoted recently?"

There has been a recent uplift in ACs awareness of New Zealand advertising, following steady growth since Covid

UK

Seen New Zealand advertised or promoted recently (Prompted Awareness)

AC Monitor | 6MRA | Total Active Considerers



Significantly higher / lower than six month prior at 99%

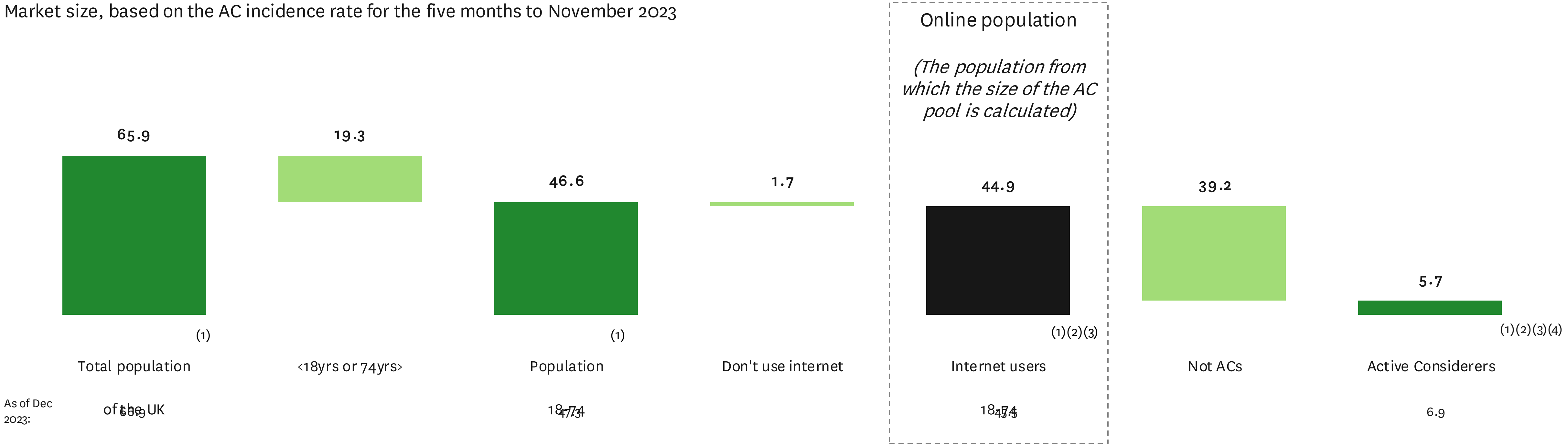
1. Sample size: Q2 FY21– Q2 FY24 (6MRA) n = 751, 1050, 1051, 902, 901, 900, 900, 900, 900, 900, 900, 900, 900
2. Q "Which of these holiday destinations have you seen advertised or promoted recently?"

UK Market Sizing

UK

Nov 23 | Million people

Market size, based on the AC incidence rate for the five months to November 2023



SOURCES/NOTES:

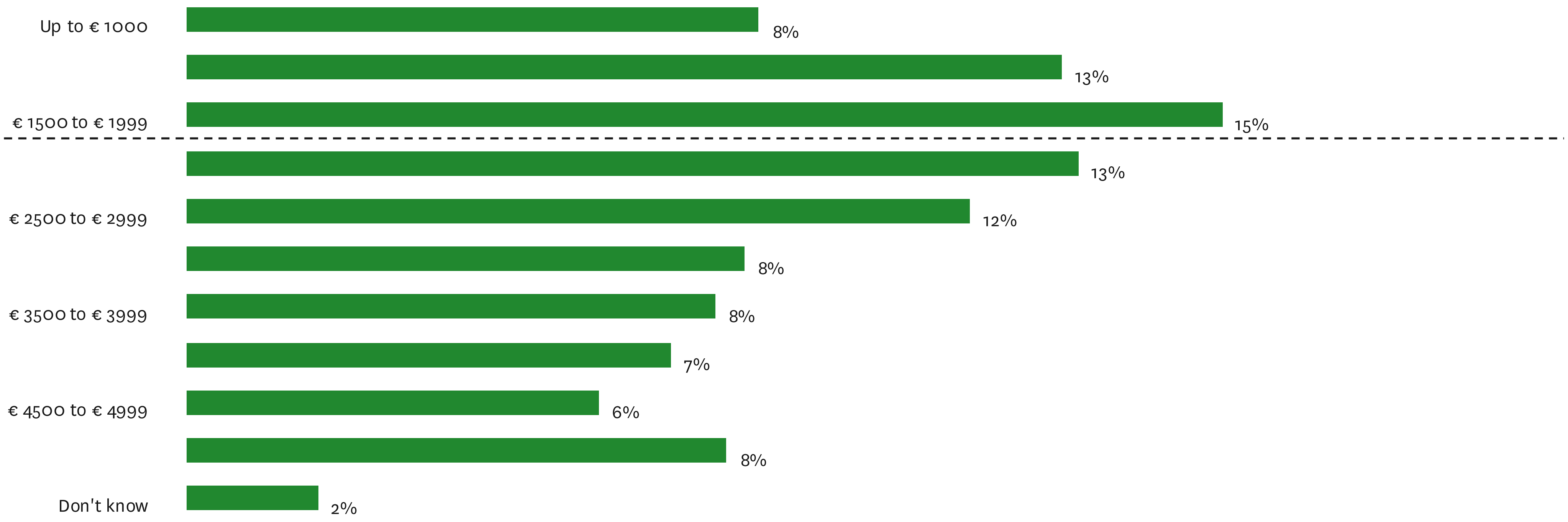
(1) UK Office for National Statistics, MYE2: Persons by single year of age and sex for local authorities in the UK; Time period: June 2021; Coverage: All persons in the United Kingdom
(2) Worldometer population clock, UK; Time period as at mid January 2024
(3) UK Office for National Statistics, Table 1B: Recent and lapsed internet users and internet non-users, UK; Time period: 2020; Coverage: Persons aged 16 years and over; Internet user definition: Adults who have used the internet within the last 3 months
(4) Tourism New Zealand, Active Considerer Monitor Australia; Time period: Jul-Nov 2023, under the latest AC definition
(5) Northern Ireland excluded
(6) Kantar Analysis

Among those who agree New Zealand is a preferred destination, 36% do not meet the current spend threshold of €2000

GERMANY

Spend on holiday in New Zealand

% Those who agree NZ is a preferred holiday destination | Current 5MRA



Sample sizes: n = 1271
Q "On a per person basis, how much would you be willing to spend on a holiday to New Zealand? Please include accommodation and daily expenses but do not include flights"

Compared to those who do not find New Zealand appealing, those who do are more likely to be aged 50-59 yrs and reside in South Germany

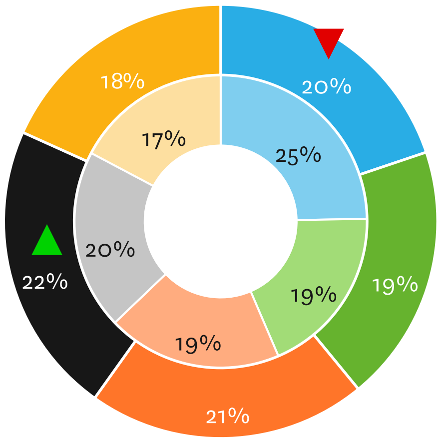
GERMANY

Profile of those who find New Zealand appealing

AC Monitor | Current 5MRA | Those who find New Zealand appealing vs. not

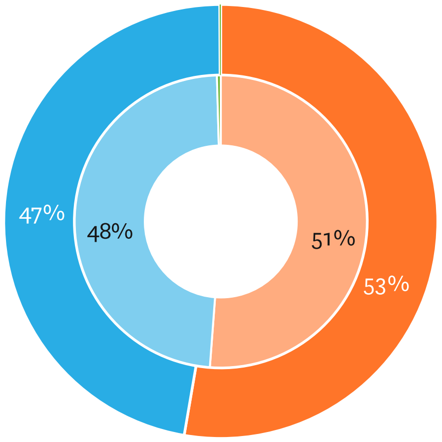
Outer ring: Those who find NZ appealing
Inner ring : Those who do not find New Zealand appealing

By age segment



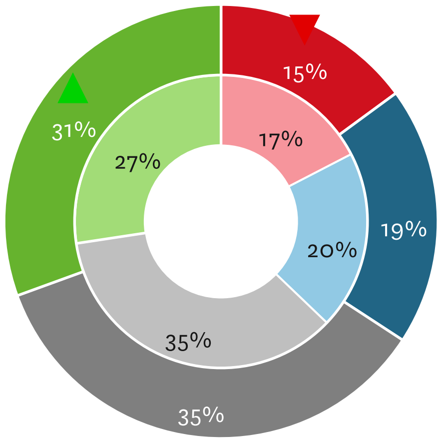
18 - 29 years
30 - 39 years
40 - 49 years
50 - 59 years

By gender



Male
Female

By region



North
East

Significantly higher / lower than those who do not find New Zealand appealing

1. Sample sizes: Those who find New Zealand appealing n = 3929 | Those who do not find New Zealand appealing n = 3536

Compared to non-considerers, those who would seriously consider visiting New Zealand are more likely to be aged 18-49 years, male and reside in South Germany

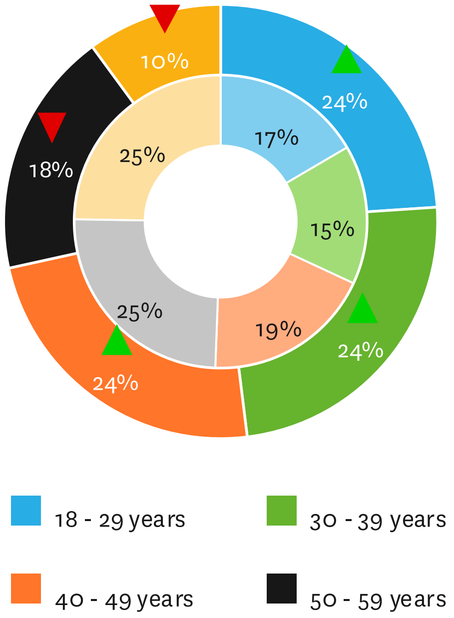
GERMANY

Profile of those who would seriously consider visiting New Zealand

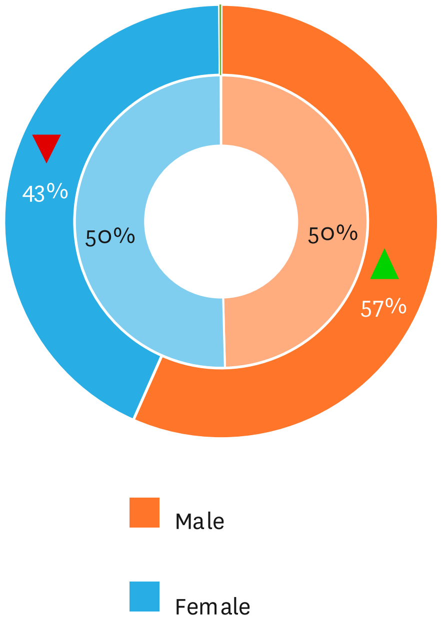
AC Monitor | Current 5MRA | Those who would seriously consider vs. not

Outer ring: Those who would seriously consider visiting New Zealand
Inner ring : Those who would not seriously consider

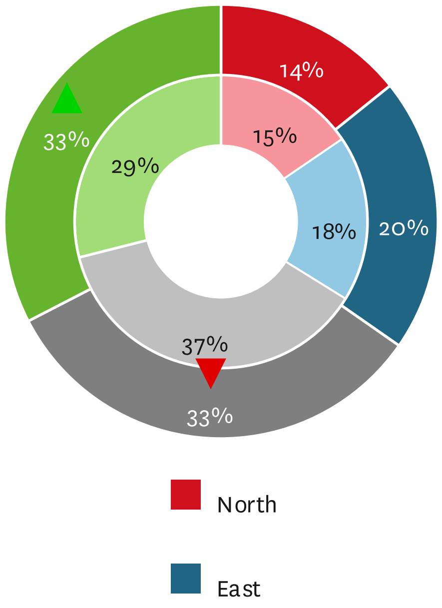
By age segment



By gender



By region



Significantly higher / lower than those who would not seriously consider

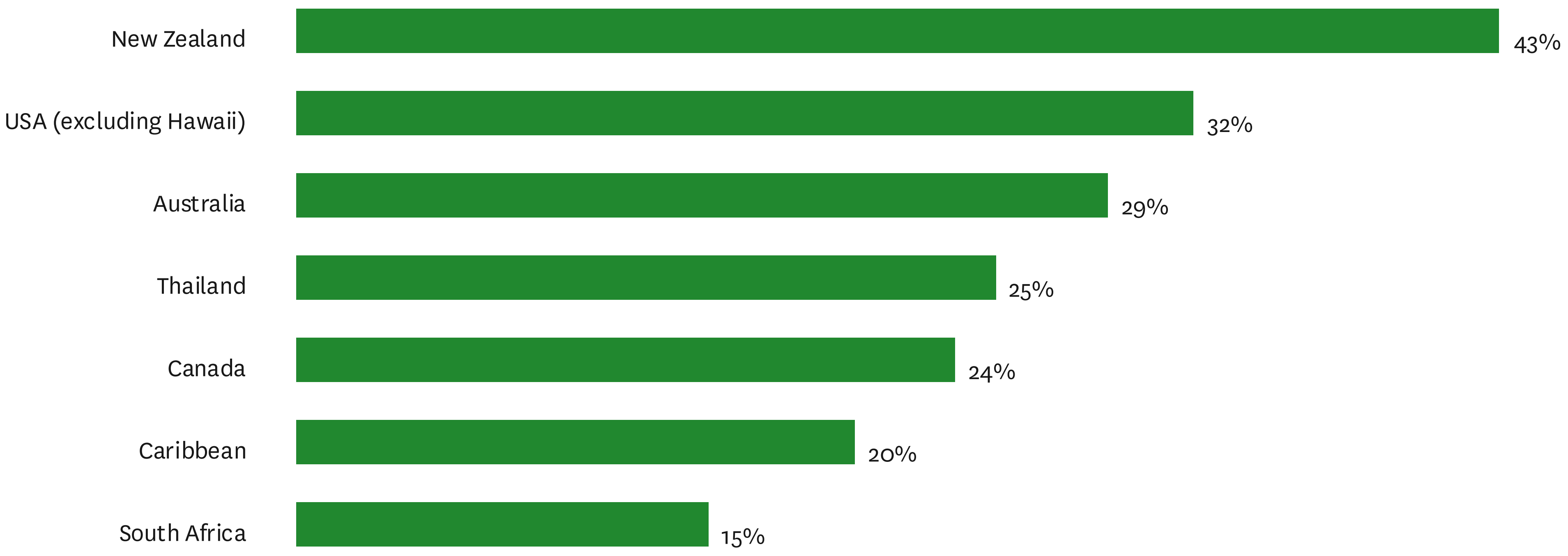
1. Sample sizes: Those who would seriously consider visiting New Zealand n = 1537 | Those who would not seriously consider visiting New Zealand n = 2392

New Zealand is the most common holiday destination that ACs can recall recently being advertised or promoted

GERMANY

Holiday destinations seen advertised or promoted recently (Prompted Awareness)

AC Monitor | Current 5MRA | Total Active Considerers



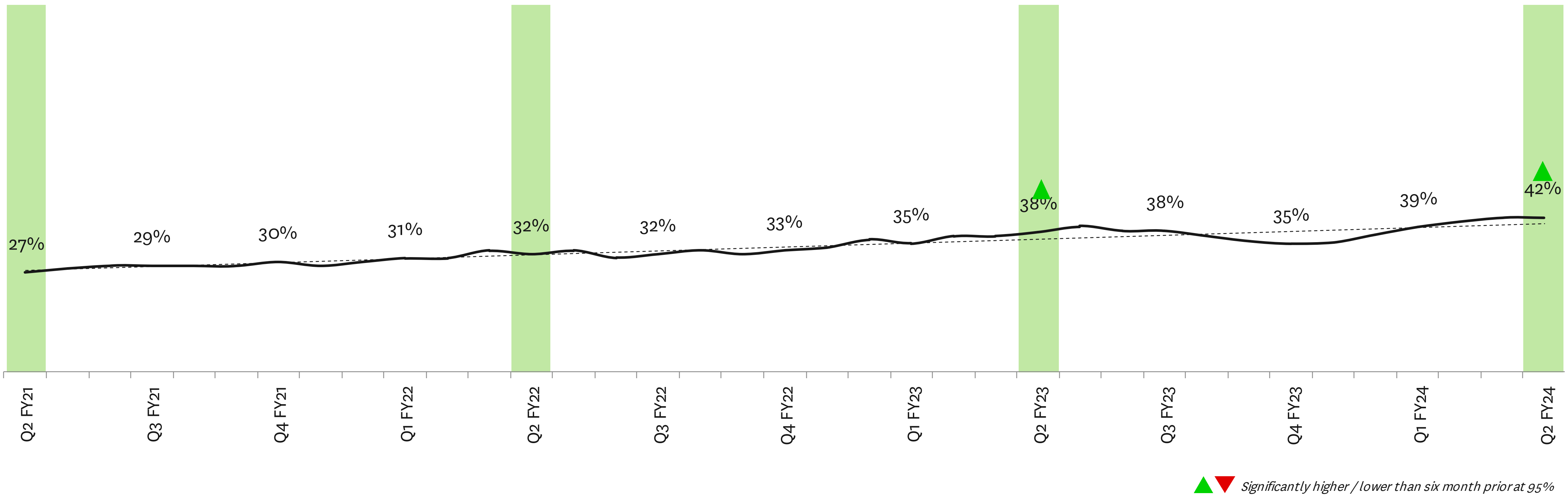
1. Sample sizes: n = 749
2. Q "Which of these holiday destinations have you seen advertised or promoted recently?"

Since the pandemic, German ACs have steadily recalled more New Zealand advertising or promotional activity

GERMANY

Seen New Zealand advertised or promoted recently (Prompted Awareness)

AC Monitor | 6MRA | Total Active Considerers



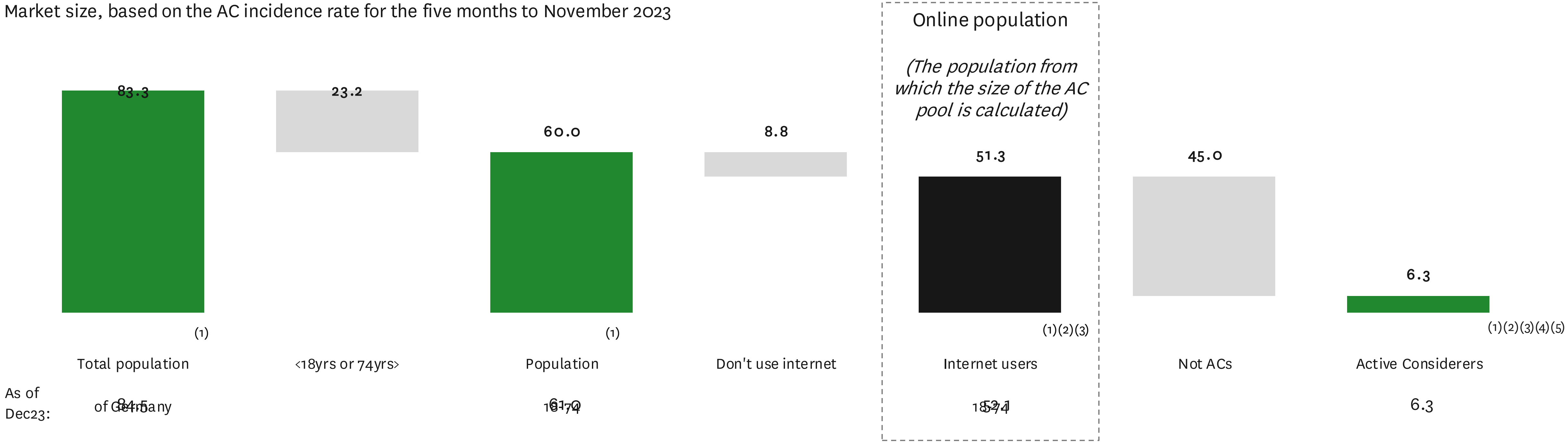
1. Sample size: Q3 FY20– Q2 FY23 (6MRA) n = 300, 300, 301, 751, 1052, 1052, 900, 901, 901, 901, 901, 900
2. Q "Which of these holiday destinations have you seen advertised or promoted recently?"

Germany Market Sizing

GERMANY

Nov 23 | Million people

Market size, based on the AC incidence rate for the five months to November 2023

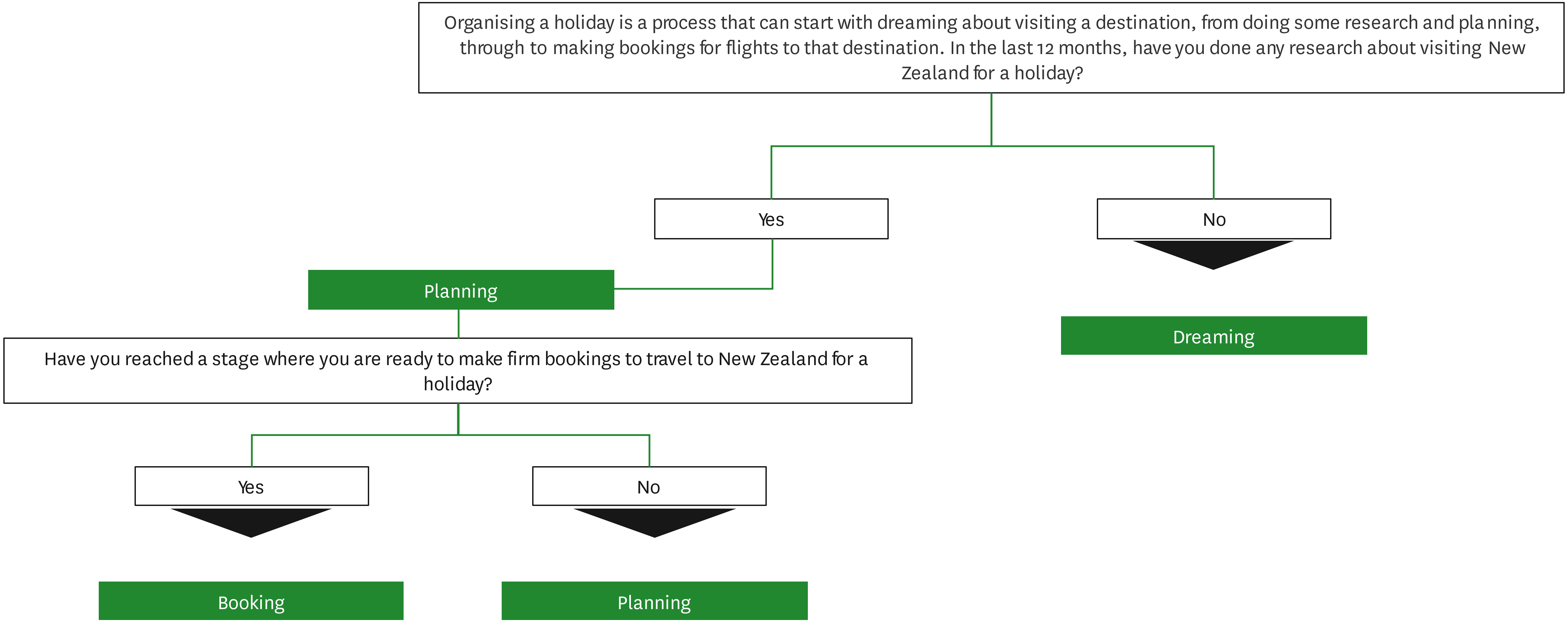


SOURCES/NOTES:

(1) Federal Statistical Office, Population: federal states, date, sex, age years, Time period: 31 December 2021; Coverage: Total population
(2) Worldometer population clock, Germany; Time period as at mid January 2024
(3) Kantar Population Profiler, Internet usage by age; Coverage: Germany; Time period: 2020
(4) Tourism New Zealand, Active Considerer Monitor Germany; Time period: Jul-Nov 2023, under the latest AC definition
(5) Kantar Analysis

Appendix: Visitor consideration funnel

We ask two questions to determine where someone is in the visitor consideration funnel …



Appendix: Brand positioning 'how to'

ACs are biased by their predisposition to New Zealand by design. Because we're already talking to people that really like the idea of visiting New Zealand, New Zealand tends to get rated much more favourably on the brand attributes than competitors do. To better understand relative performance, we need to adjust for this bias and provide an indexed view of performance:

- A score of 100 means performance is in line with expectations after adjusting for bias
- Above 100 indicates a relative strength
- Below 100 indicates a relative weakness

Scores are **relative**, i.e. removing / adding attributes and / or destinations from the analysis would give different scores

Brand associations	New Zealand	Japan	Australia	Taiwan	South Korea	Thailand
Spectacular natural landscapes and scenery						
The locals are friendly and welcoming						
Ideal to relax and refresh						
I would feel safe travelling around this destination						
Things to see and do are affordable						
Affordable to fly to this destination						

- We look at how a given number of competitors perform on a given number of attributes to derive an index that measures expected performance
- It's key to note that the score is relative – any change to the competitor and / or attribute sets will result in a change in the indices
  - For example, when we look at the top 10 versus when we look at the 12 monitor attributes, the scores reported for those same attributes will be different in each attribute set