New Zealand
Inbound tourism overview

**Annual visits***

<table>
<thead>
<tr>
<th>Year</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>187,000</td>
</tr>
<tr>
<td>2012</td>
<td>175,000</td>
</tr>
<tr>
<td>2013</td>
<td>165,000</td>
</tr>
<tr>
<td>2014</td>
<td>196,000</td>
</tr>
<tr>
<td>2015</td>
<td>207,000</td>
</tr>
<tr>
<td>2016</td>
<td>213,000</td>
</tr>
<tr>
<td>2017</td>
<td>220,000</td>
</tr>
<tr>
<td>2018</td>
<td>216,000</td>
</tr>
</tbody>
</table>

*Global ranking for inbound visits to the UK in 2018: 31*

**Regional spread of travel*** (2016-2018)

.Pattern of regional spread of travel

*73% of New Zealand visitor nights are spent outside London*

**Seasonal spread of travel*** (2018)

<table>
<thead>
<tr>
<th>Season</th>
<th>nights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan–Mar</td>
<td>12%</td>
</tr>
<tr>
<td>Apr–Jun</td>
<td>26%</td>
</tr>
<tr>
<td>Jul–Sep</td>
<td>42%</td>
</tr>
<tr>
<td>Oct–Dec</td>
<td>20%</td>
</tr>
</tbody>
</table>

**Annual visitor spend***

<table>
<thead>
<tr>
<th>Year</th>
<th>Spend (£m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>163</td>
</tr>
<tr>
<td>2012</td>
<td>163</td>
</tr>
<tr>
<td>2013</td>
<td>165</td>
</tr>
<tr>
<td>2014</td>
<td>198</td>
</tr>
<tr>
<td>2015</td>
<td>235</td>
</tr>
<tr>
<td>2016</td>
<td>211</td>
</tr>
<tr>
<td>2017</td>
<td>218</td>
</tr>
<tr>
<td>2018</td>
<td>255</td>
</tr>
</tbody>
</table>

*2018 average spend per visit from New Zealand: £1,181*

*2018 global inbound average spend per visit: £604*

**Purpose of travel*** (2018)

<table>
<thead>
<tr>
<th>Purpose</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>VFR**</td>
<td>51%</td>
</tr>
<tr>
<td>Holiday</td>
<td>38%</td>
</tr>
<tr>
<td>Misc</td>
<td>7%</td>
</tr>
<tr>
<td>Business</td>
<td>5%</td>
</tr>
<tr>
<td>Study</td>
<td>0%</td>
</tr>
<tr>
<td>Study</td>
<td>0%</td>
</tr>
</tbody>
</table>

*Data showing % of all visits from New Zealand all inbound markets*

**Average length of stay (2018)**

*New Zealand 13 nights*

**One-stop routes to Britain from New Zealand (2018)**

*7 Airlines operating one-stop routes in 2018*

**Purpose of travel*** (2018)

*Data showing % of all visits from New Zealand all inbound markets*

**VisitBritain**

Level 16, The Gateway, 1 Macquarie Place, Sydney, NSW 2000, Australia

+61 (0) 28 247 2272

VisitBritain.AustraliaTrade @VisitBritain VisitBritain.org

VisitBritainBiz @VisitBritainBiz Media centre: media.visitbritain.com

VisitBritain @VisitBritain Corporate website: visitbritain.org

LoveGreatBritain @LoveGreatBritain.ANZ Trade website: trade.visitbritain.com

Image library: visitbritainimages.com
New Zealand

Visitor profile

Key demographics: age groups & gender* (2016-2018)

- Age
  - 0-15: 3%
  - 16-24: 9%
  - 25-34: 9%
  - 35-44: 13%
  - 45-54: 21%
  - 55-64: 18%
  - 65+: 20%

- Gender
  - Male: 52%
  - Female: 48%

Travel companions* (2017)

- Spouse/Partner: 49%
- On their own: 34%
- With children under 18: 13%
- With other adult family members: 11%
- With friends: 4%

Visitors' origin* (2017)

- Auckland: 50%
- Bay of Plenty: 2%
- Gisborne: 1%
- Hawkes Bay: 3%
- Wellington: 13%
- Marlborough: 7%
- Canterbury: 9%
- West Coast: 2%
- Southland: 1%
- Nelson: 1%
- Waikato: 5%
- Manawatu-Wanganui: 1%
- Canterbury: 9%
- Marlborough: 7%
- Gisborne: 1%
- Northland: 4%

Priority market segments & attributes

- Visits Friends and Relatives
  - A key volume audience from New Zealand is the Visiting Friends & Relatives market - almost half of outbound visitors to the UK

- Explorers
  - Mature and active travellers willing to spend generously to explore comfortably the UK, this is a key segment for value

Booking habits** (2016)

- Booked air transport online: 73%
- Stayed with friends and relatives: 48%

Top influences in choosing a holiday destination** (2016)

1. Word of mouth
2. Price comparison websites
3. Information on search engines

Top three activities in the UK* (2007-2017)

- Dining in restaurants
- Going shopping
- Going to the pub

Top motivations for choosing Britain for a holiday** (2016)

- Visiting friends or relatives
- Cultural attractions
- Wide variety of places to visit
- Countryside / natural beauty

Sources: *International Passenger Survey (IPS), **VisitBritain/Ipsos 'Decisions and Influences' research.

80% of staying holidaymakers from New Zealand were "extremely likely" to recommend Britain in 2017*