New Zealand

Inbound tourism overview

Annual visits

<table>
<thead>
<tr>
<th>Year</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>193,000</td>
</tr>
<tr>
<td>2015</td>
<td>201,000</td>
</tr>
<tr>
<td>2016</td>
<td>214,000</td>
</tr>
<tr>
<td>2017</td>
<td>230,000</td>
</tr>
<tr>
<td>2018</td>
<td>232,000</td>
</tr>
<tr>
<td>2019</td>
<td>188,000</td>
</tr>
</tbody>
</table>

Global ranking for inbound visits to the UK in 2019

#41

Annual visitor spend

<table>
<thead>
<tr>
<th>Year</th>
<th>Spend (2014)</th>
<th>Global ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>£194 m</td>
<td>#41</td>
</tr>
<tr>
<td>2015</td>
<td>£211 m</td>
<td>#38</td>
</tr>
<tr>
<td>2016</td>
<td>£198 m</td>
<td>#38</td>
</tr>
<tr>
<td>2017</td>
<td>£227 m</td>
<td>#38</td>
</tr>
<tr>
<td>2018</td>
<td>£276 m</td>
<td>#38</td>
</tr>
<tr>
<td>2019</td>
<td>£214 m</td>
<td>#41</td>
</tr>
</tbody>
</table>

2019 average spend per visit from New Zealand: £913
2019 global average spend per visit: £696

Regional spread of travel (2017-2019)

73% of New Zealand visitor nights are spent outside London

Visitors’ origin (2019)

High
Medium
Low

Visitors’ origin (2019)

Visiting Friends and Relatives
A key volume audience from New Zealand is the Visiting Friends & Relatives market - over 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

Priority market segments & attributes

Seasonal spread of travel (2019)

Jan–Mar: 12% 20%
Apr–Jun: 28% 25%
Jul–Sep: 40% 29%
Oct–Dec: 20% 25%

New Zealand Data
Global Average
(all inbound markets)

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