



# Activating consumer insights to grow off-peak holiday visitation

November 2024

# In this presentation we will cover

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NEW ZEALAND**

Key learnings and how  
this will influence TNZ  
activity



Opportunities for  
industry, by market  
and season



# What we set out to do

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## HOW TO WIN

How can TNZ can grow consideration for NZ as a year-round destination and convert this into off-peak holiday visitation?



## WHERE TO PLAY

Which audiences should we focus on?  
What are their needs and motivations?



## WHAT TO DO

How can NZ own and communicate a 'year-round' or off-peak position with audiences?

## METHODOLOGY - We spoke to approximately 4,300 people across 2 key stages

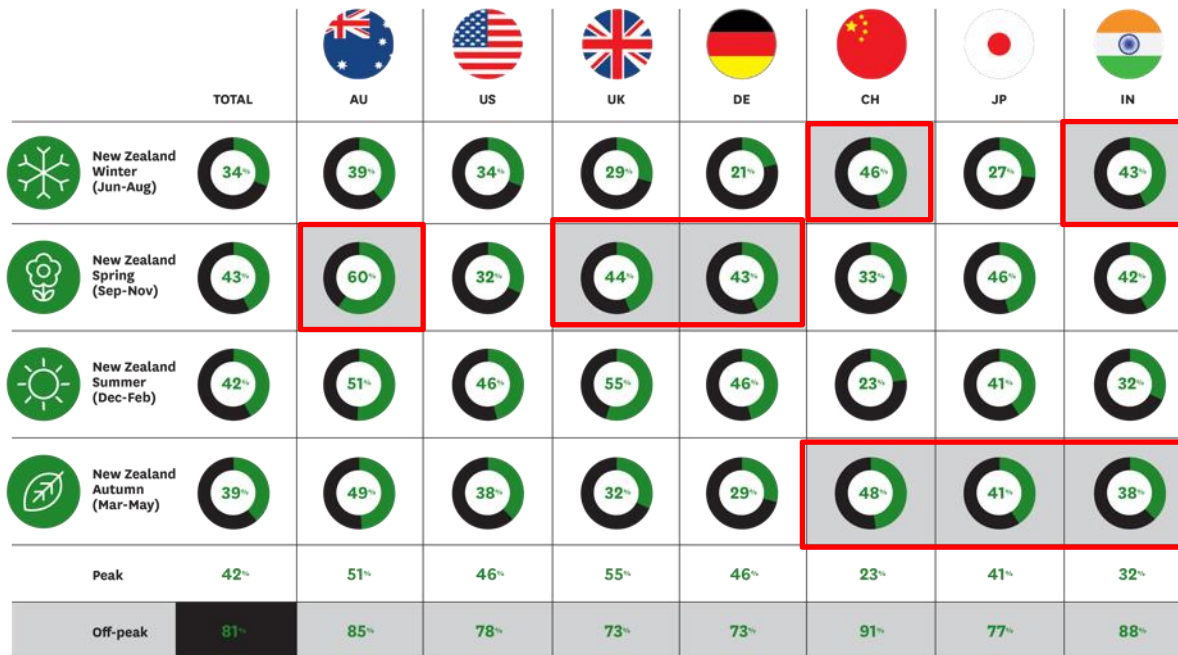
- 1. Quantitative demand and sizing in 7 markets - US, AU, UK, CHN, JP, DE, IN**  
Assess the opportunities, size demand, motivators and barriers  
N = 300 Active Considerers and 300 Non-Active considerers by market; **total n = 4200**
- 2. Qualitative deep-dive research in 7 markets - US, AU, UK, CHN, JP, DE, IN**  
In-depth exploration of barriers, motivations and needs; brand & creative territories  
2 hour focus group conversations – 3 per market, 21 in total; **total n < 126**

+Additional phases





# 1. Strong appetite for off-peak



81%

of audiences\* would consider visiting New Zealand in the off-peak period



Most travellers (68%) have a strong preference for travel May-October, overlapping with summer in the Northern hemisphere.



This indicates climate could be a driver to 'escape to' milder weather.

\*In this study, we spoke to a mix of Active Considerers of a New Zealand holiday and Non-Active Considerers.

Active Considerers are defined as holiday travellers who have high appeal for a New Zealand holiday, would seriously consider visiting in the next 3 years, and have the monetary means to do so

## 2. Destination is the #1 decision



**Destination choice** is the primary factor in holiday planning, followed by time of year to travel



**Seasonality** can be a powerful secondary message, people begin to think about this during discovery/planning.



**Weather** is the most important factor when considering **when** to travel



### 3. NZ is well placed for a 'year-round' positioning



There is a strong perception that New Zealand can be enjoyed in any season



The motivations to travel to NZ align with the perception of NZ as a year-round destination.



There are a broad range of NZ activities seen as year-round

#### KEY FUNCTIONAL NEEDS

- Natural landscapes
- Local food
- Wildlife
- Iconic/recognizable attractions
- Outdoor activities
- Cultural experiences
- Opportunities to immerse in local culture

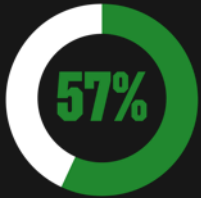
#### KEY EMOTIVE NEEDS

- Unwind/rejuvenate/relax
- Broaden horizons
- Adventure and new experiences
- Activities that bring joy
- Escape the routine
- Sense of freedom and being spontaneous
- Reconnect with people

## 4. New audience opportunity for TNZ's targeted conversion

Three off-peak demand segments present an opportunity for conversion, which we'll target as a combined group.

### THEY REPRESENT



of the off-peak audience

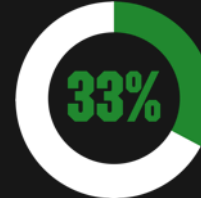


of all travellers

### FLEXIBILITY – 63%



I am flexible and usually choose the dates based on good flight deals available



I am very flexible. I travel whenever I want to or whenever it suits the people I'm traveling with

### SEASONAL PREFERENCE FOR NZ



prefer off-peak travel

### % OF SUPER SEGMENT IN EACH COUNTRY



AU

57%



US

33%



UK

32%



DE

35%



CH

29%



JP

48%



IN

36%

## 5. Challenges for Tourism New Zealand to be aware of

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### BROAD BARRIERS



Cost and distance  
are still long-haul  
barriers



Lack of knowledge  
about New Zealand  
– whether peak or  
off-peak



Low awareness of what  
makes us unique or iconic  
– critical to social currency  
and distinctiveness



Desire for a no  
compromises holiday  
– travel needs to deliver more  
and be even more special



## 5. Challenges for Tourism New Zealand to be aware of *(continued)*

### OFF-PEAK MESSAGING WATCH-OUTS



Weather – Unfavourable weather conditions to explore and enjoy outdoor activities are a strong concern, and a barrier for off-peak travel



Overt seasonality messaging can be limiting and distracting



No negativity around other seasons  
– Talking up the benefits of one season, while criticising another can be polarising e.g. avoid the overcrowding of summer



Value/Cost an appealing benefit, but care must be taken about how we talk about this as it risks carrying negative connotations and can be seen as 'less trustworthy' e.g. lower costs in the off-season



Large proportion of considering audiences are families – Ensure they feel represented and can connect to imagery



Balancing the need for peace and relaxation with “too quiet” - core audiences (and families) need variety and a mix of diverse activities and downtime



Over amplifying high adrenaline adventure-based imagery is a watch out. Comparatively, strong appeal for “adventure light” as it appeals more broadly e.g. rafting

## 6. A 'Year-round New Zealand' position

With seasonal detail and in-market activation drives the greatest appeal and conversion to New Zealand

### NEW ZEALAND HAS GREAT THINGS TO DO ALL YEAR ROUND

What to do, see, taste, discover, experience during...



**Spring**

Seasonal experiences in New Zealand provides the necessary detail regarding destination New Zealand to support trip planning

There is an opportunity to reframe seasonality as simply the “best times to experience New Zealand” as there is overall low knowledge of New Zealand



**Summer**



**Autumn**



**Winter**



**In-market holidays**

New Zealand can also benefit from designing product to fit around the key annual leave periods in each market because this is when they can/want to travel.



Wānaka  
Otago



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## 7. Drivers of travel timing to address



**Weather** – the #1 issue determining travel timing



**Experience** – allure of better, high-quality experiences



**Availability** – not as widely considered but more real for NZ considerer



**Sustainability** – high potential differentiator with ACs



Milford Sound  
Fiordland



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Golden Bay  
Nelson Tasman

## What we'll do next



Evolve our TNZ audience and marketing communications strategy



A new message and creative framework to bring off-peak messages to life across our FY25/26 activity



Sharing insights with industry to support the off-peak focus



Use insights to guide the development of the Industry and Product Strategy



We're engaging with in-market teams directly to help bring it all to life and embed this important research into our approach



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**Understanding opportunity areas  
for industry**

## Key features of the off-peak group who are primed to take tangible action

AUDIENCE	ACTIVE CONSIDERERS	OFF-PEAK AUDIENCE
Off-peak consideration	<b>69%</b> would travel in the off-peak months	<b>100%</b> would travel in the off-peak months
Demographics	<b>58%</b> Families <b>42%</b> Sinks and Dinks  <b>42%</b> are 18-34 years <b>41%</b> are 35-55 years <b>18%</b> 56+ years	<b>54%</b> Sinks and Dinks <b>46%</b> Families  <b>Skew older</b> <b>27%</b> are 18-34 years <b>45%</b> are 35-55 years <b>28%</b> 56+ years
The kind of NZ holiday and experiences they are after...	More relaxation and pamper, with family	More active, adventurous holiday for couples
Activities	<b>Nature and wildlife, Emphasising</b> Outdoor activities Water based activities Zoo/wildlife parks Shopping	<b>Nature and wildlife, Emphasising</b> Food/culinary experiences Iconic attractions and landmarks Immersion in local culture Geothermal sites



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# We still need to deliver to our visitors needs year round

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## What does the visitor want to feel?

### (emotive needs)

Relaxation, rejuvenation, peacefulness, heart-felt welcome, authentic & deep connections (to land and people), sense of safety/reassurance



## What do they want the holiday to deliver?

### (functional needs)

Stunning/Pristine landscapes, wildlife, culture, iconic attractions & landmarks, local food, arts & culture, new adventures/experiences



## A holiday to NZ says I am... (social/identity needs)

Nature lover, Open & Curious – Leaning into local life, Caring and sustainability-minded – Keen to treat our land with respect



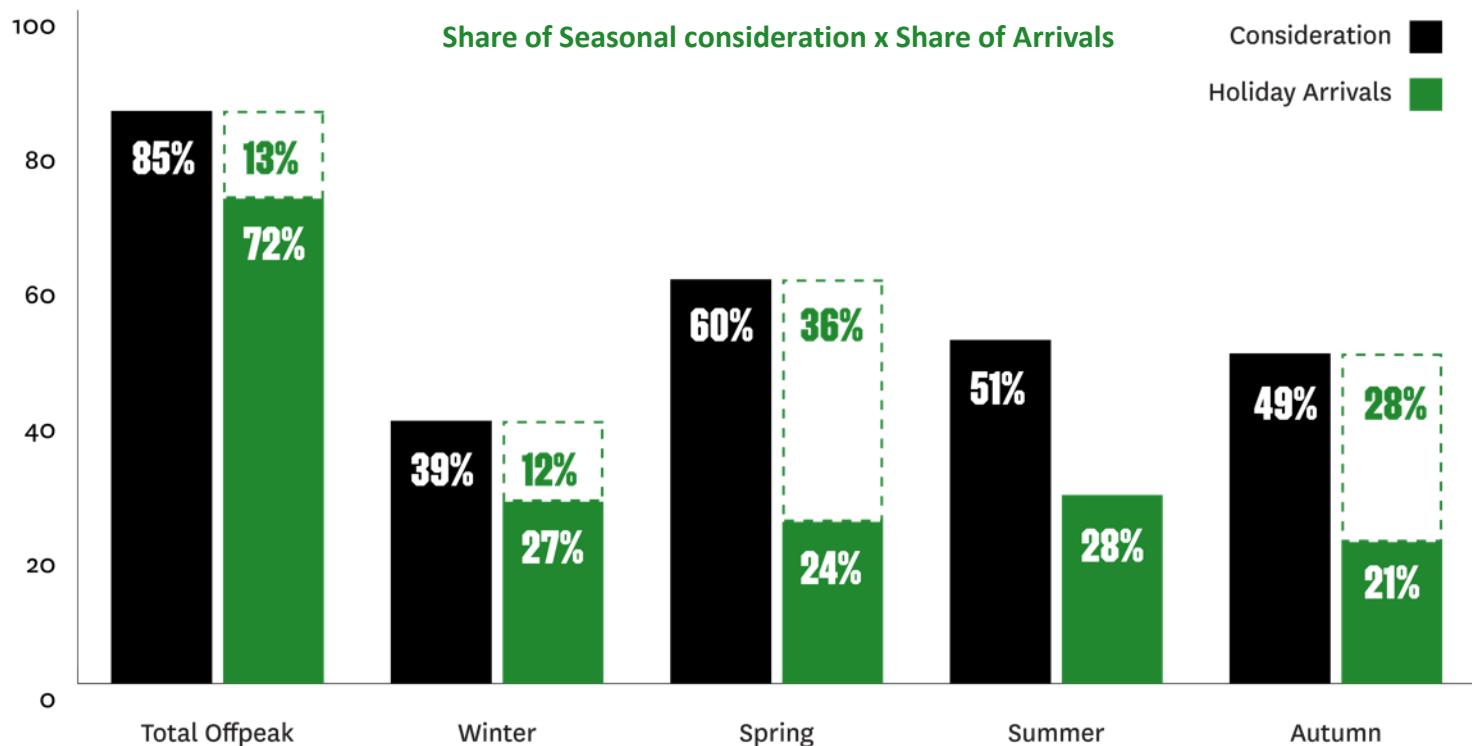
## Action

When considering your product experience and how you communicate and sell your product, look at how these attributes are included. Make it clear that this is what they're getting.



# Market Opportunities - Australia

Opportunity to grow shoulders; Season with highest consideration/opportunity for growth is Spring



\*This reflects claimed seasonal consideration as an output of this study





# What makes Australian visitors unique in their off-peak needs?



A New Zealand holiday must deliver to our spectacular landscapes, wildlife experiences, food & culture experiences, and our milder off-peak climate. Additionally,

**Australians are drawn to NZ for its....**

- Outdoor adventures
- Iconic attractions
- Distinct wineries, breweries, distilleries



In addition to looking for adventure new experiences, unwinding rejuvenation, escaping the routine, the sense of escape and joy, **Australians are after experiences that....**

- Deliver a sense of freedom and spontaneity
  - Elevates social currency, e.g. “social flex” through sharing their epic holiday adventures



Across all markets there is interest in our natural attractions – landscapes, lakes, rivers, waterfalls, native forests. **Australians are specifically interested in these additional activities....**

- Glaciers and alpine areas
  - Hot-pools
- Geothermal sites
- Self-driven road trips



# Australians prefer unique activities for each season



## NZ Summer

- Beaches & coasts
- Māori cultural experiences
- Horse riding
- Experiencing local towns & main cities
- Group sightseeing tours
- Group sightseeing tours
- Zoo or wildlife park
- A Live event  
(e.g. sports, concert, festival)



## NZ Autumn

- Visiting a brewery or distillery
- Film sets or film locations (eg. Hobbiton)
- Vineyards / wineries
- Glaciers
- Bathing in hot pools / mud pools
- Self-driven road trips
- Marine reserves  
(protected conversation areas)



## NZ Winter

- Multi-day walks and hikes
- Rock climbing/abseiling
- Skiing / snowboarding
- Adventure rides (e.g. Ziplining, lugging, tobogganing)
- Bungy jumping
- Jet boating or white water rafting
- Aero sports (e.g. hot air ballooning, skydiving, paragliding)



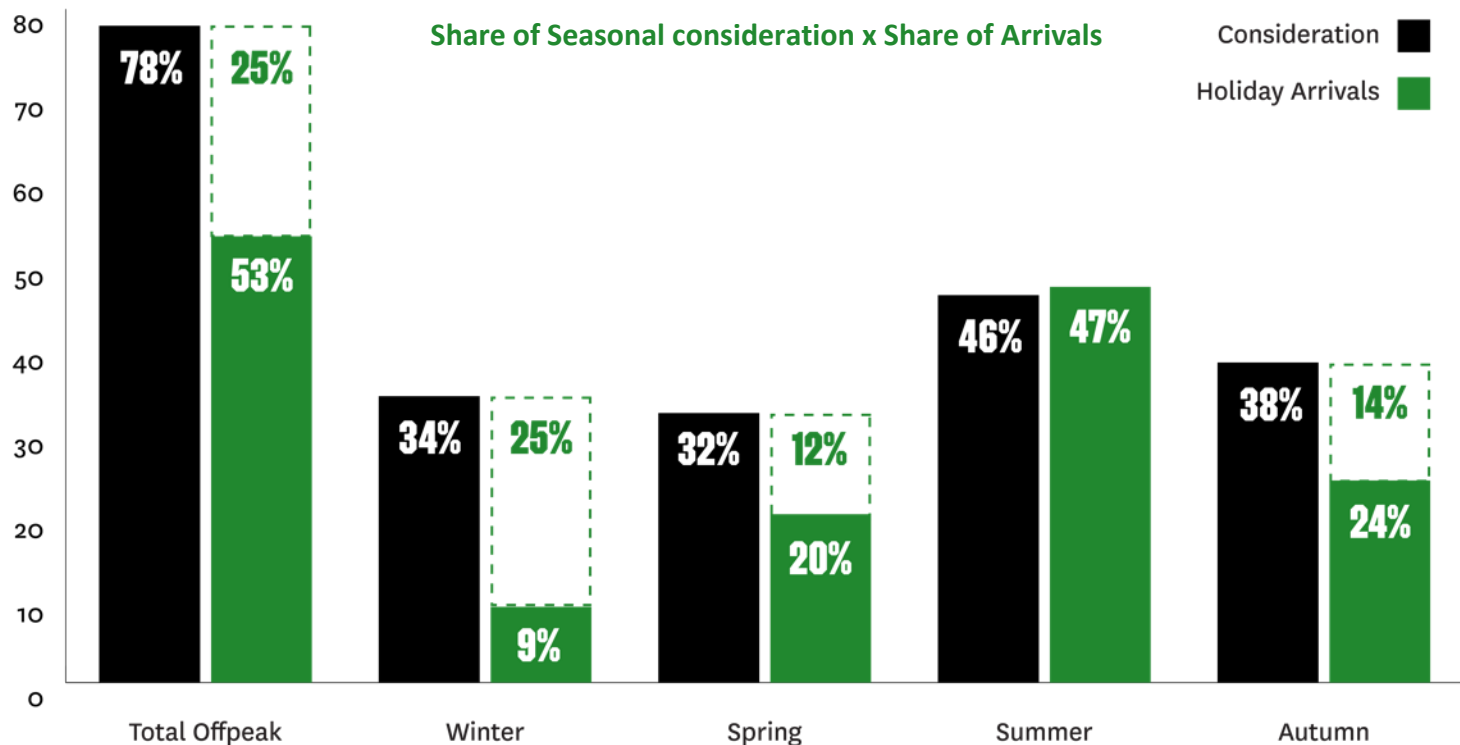
## NZ Spring

- Scenic train trips
- Historical and heritage sites
- Fjords, e.g. Milford Sounds
- Stargazing
- Trying local wine or beer
- Wildlife experiences  
(e.g. whale watching, penguin colony)

# Market Opportunities - US



Insights indicate room to grow Winter, Spring, Autumn – TNZ US teams driving shoulder opportunities a FY25 action.



\*This reflects claimed seasonal consideration as an output of this study



# What makes US visitors unique in their off-peak needs?



A New Zealand holiday must deliver to our spectacular landscapes, wildlife experiences, food & culture experiences, and our milder off-peak climate. Additionally, **US visitors are drawn to NZ for its....**

- Cultural experiences
- Outdoor activities
- Relaxation based experiences



In addition to looking for adventure new experiences, unwinding rejuvenation, escaping the routine, the sense of escape and joy, **US visitors are after experiences that....**

- Leave a positive experience on communities



Across all markets there is interest in our natural attractions – landscapes, lakes, rivers, waterfalls, native forests. **US visitors are more so interested in these activities....**

- Coastlines and beaches
- Guided walking tours
  - Boat cruises
  - Exploring cities



# US holiday visitors prefer unique activities for each season



## NZ Summer

Beaches & coasts  
Water activities (e.g. Snorkelling, diving, surfing, kayaking )  
Experiencing local towns  
Group sightseeing tours  
Adventure rides (e.g. ziplining, lugging, tobogganing)



## NZ Autumn

Visiting a brewery or distillery  
Trying local wine or beer  
Vineyards / wineries  
Bungy jumping  
Theme experience (e.g. All Blacks Experience, Antarctic Centre)



## NZ Winter

Rock climbing / abseiling  
Skiing / snowboarding



## NZ Spring

Beaches & coasts  
Native forests  
Lakes, rivers and waterfalls  
Stargazing  
Māori cultural experiences  
Historical sites and heritage sites  
Museums, observatories & galleries  
Trying local cuisine  
Wildlife experiences (e.g. whale watching, penguin colony)  
Walking tour

\*This is based on unique preferences of specific seasons (and not consideration). These preferences are more interested in this activity by season vs. preferences of other seasons

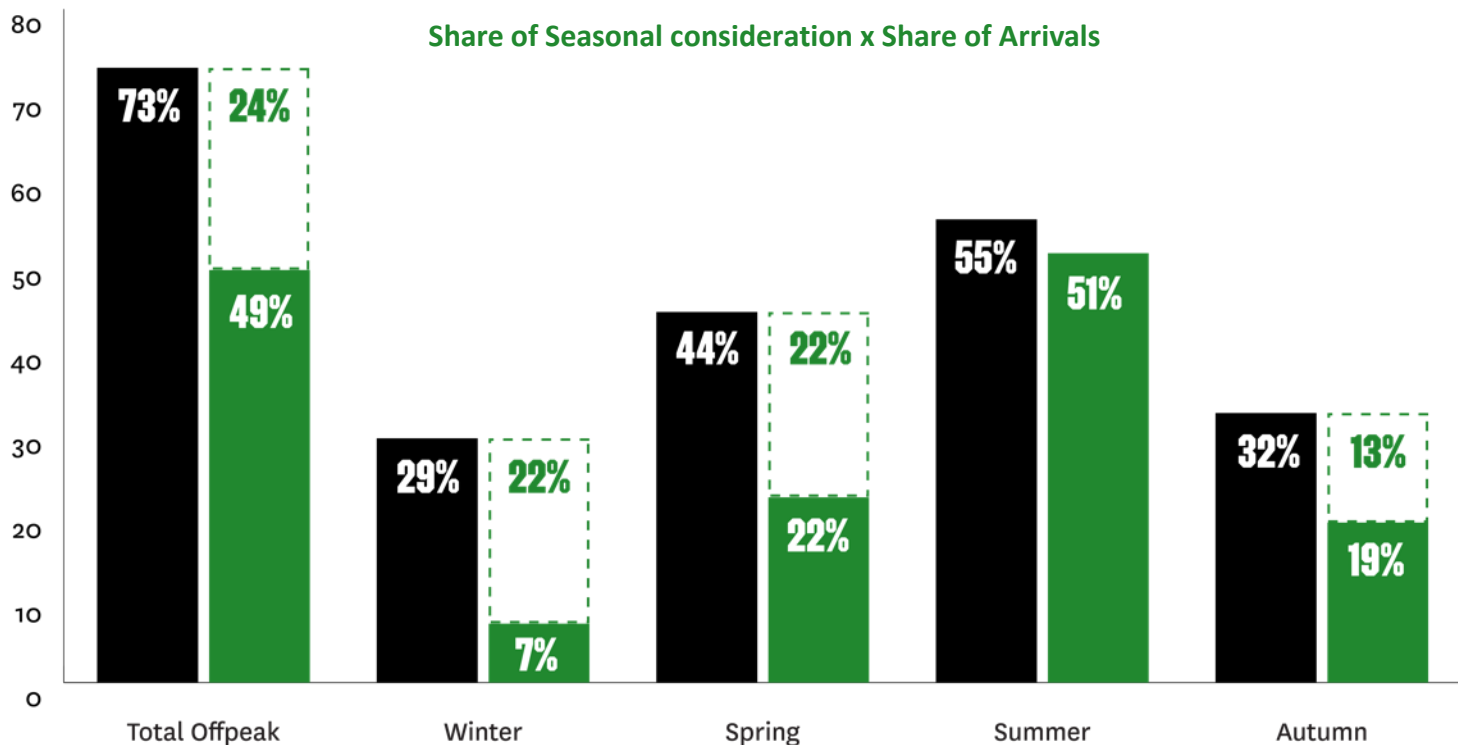


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# Market Opportunities - UK

Room to convert consideration in Spring, Autumn and Winter for UK market – TNZ UK team focussing on shoulders as a FY25 opportunity



\*This reflects claimed seasonal consideration as an output of this study



# What makes UK visitors unique in their off-peak needs?



A New Zealand holiday must deliver to our spectacular landscapes, wildlife experiences, food & culture experiences, and our milder off-peak climate. Additionally,

**UK visitors are drawn to NZ for its unique....**

- Wildlife experiences
- Cultural experiences
- Iconic attractions
- Luxury accommodations



In addition to looking for adventure new experiences, unwinding rejuvenation, escaping the routine, the sense of escape and joy,

**UK visitors are after experiences that....**

- Deliver a sense of personal growth
- New experiences that broaden horizons
- Reconnecting with people in order to make lasting memories



Across all markets there is interest in our natural attractions – landscapes, lakes, rivers, waterfalls, native forests. **UK Visitors are specifically interested in these additional activities....**

- Coastlines and beaches
- Historic and heritage sites
- Guided walking tours
- Exploring our main cities
- Visiting museums, galleries etc.

# UK holiday visitors prefer unique activities for each season



## NZ Summer

Beaches & coasts  
Zoo or wildlife park  
Jet boating or white water rafting  
Horse riding



## NZ Autumn

Golf  
Rock climbing / abseiling



## NZ Winter

Bungy jumping  
Skiing / snowboarding  
Adventure rides  
(e.g. ziplining, lugging, tobogganing)  
Cycling or mountain biking  
A Live sports event  
(e.g. sports, concert, festival)  
Aero sports  
(e.g. hot air ballooning,  
skydiving, paragliding)  
Fishing



## NZ Spring

Lakes, rivers and waterfalls  
Trying local cuisine  
Historical sites and heritage sites  
Wildlife experiences  
(e.g. Whale watching, penguin colony)  
Scenic train trip  
Experiencing local towns  
Native forests  
Geothermal sites, e.g. geysers, volcanoes  
Glaciers  
Museums, observatories & galleries  
Stargazing  
Fjords, e.g. Milford Sound

\*This is based on unique preferences of specific seasons (and not consideration). These preferences are more interested in this activity by season vs. preferences of other seasons

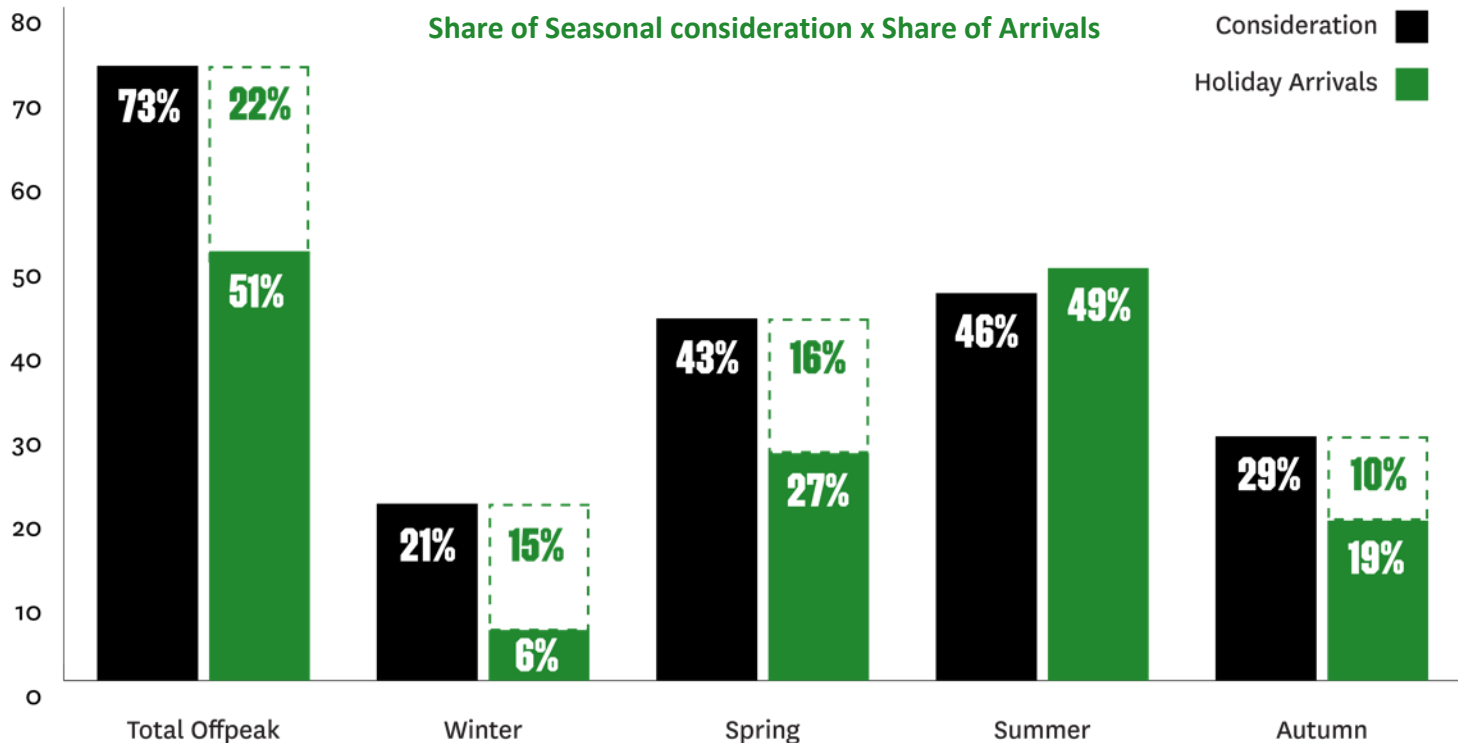


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# Market Opportunities - Germany



Winter and Spring offer especially strong conversion opportunities among German travellers – TNZ DE team focussing on shoulders as an immediate opportunity



\*This reflects claimed seasonal consideration as an output of this study



# What makes German visitors unique in their off-peak needs?



A New Zealand holiday must deliver to our spectacular landscapes, wildlife experiences, food & culture experiences, and our milder off-peak climate. Additionally,

**Germans are drawn to NZ for its....**

- Outdoor activities
- Local culture immersion
- Iconic attractions and landmarks



In addition to looking for adventure new experiences, unwinding rejuvenation, escaping the routine, the sense of escape and joy,

**Germans are after experiences that....**

- Broaden their horizons
- Deliver a sense of freedom and spontaneity
  - Encourage personal growth



Across all markets there is interest in our natural attractions – landscapes, lakes, rivers, waterfalls, native forests. **Germans are specifically interested in these additional activities....**

- Day walks and hikes in nature
  - Trying local cuisine
  - Wildlife experiences
- Historical and heritage sites

# US holiday visitors prefer unique activities for each season



## NZ Summer

Beaches & coasts

Water activities (e.g. Snorkelling,  
diving, surfing, kayaking )

Lakes, rivers and waterfalls

Scenic boat cruise

Glaciers

Adventure rides  
(e.g. Ziplining, lugging, tobogganing)

Bathing in hot pools / mud pools

Trying local cuisine

Nature walks and hikes (up to 8 hours)



## NZ Autumn

Golf

A Live event  
(e.g. sports, concert, festival)

Scenic train trip

Theme experience (e.g. All Blacks  
Experience, Antarctic Centre)

Rock climbing / abseiling

Museums, observatories  
& galleries



## NZ Winter

Skiing / snowboarding

Aero sports (e.g. hot air ballooning,  
skydiving, paragliding)

Bungy jumping



## NZ Spring

Guided walking tour

Native forests

Wildlife experiences (e.g. Whale  
watching, penguin colony)

Māori cultural experiences

Fjords, e.g. Milford Sound

Geothermal sites,  
e.g. geysers, volcanoes

\*This is based on unique preferences of specific seasons (and not consideration). These preferences are more interested in this activity by season vs. preferences of other seasons

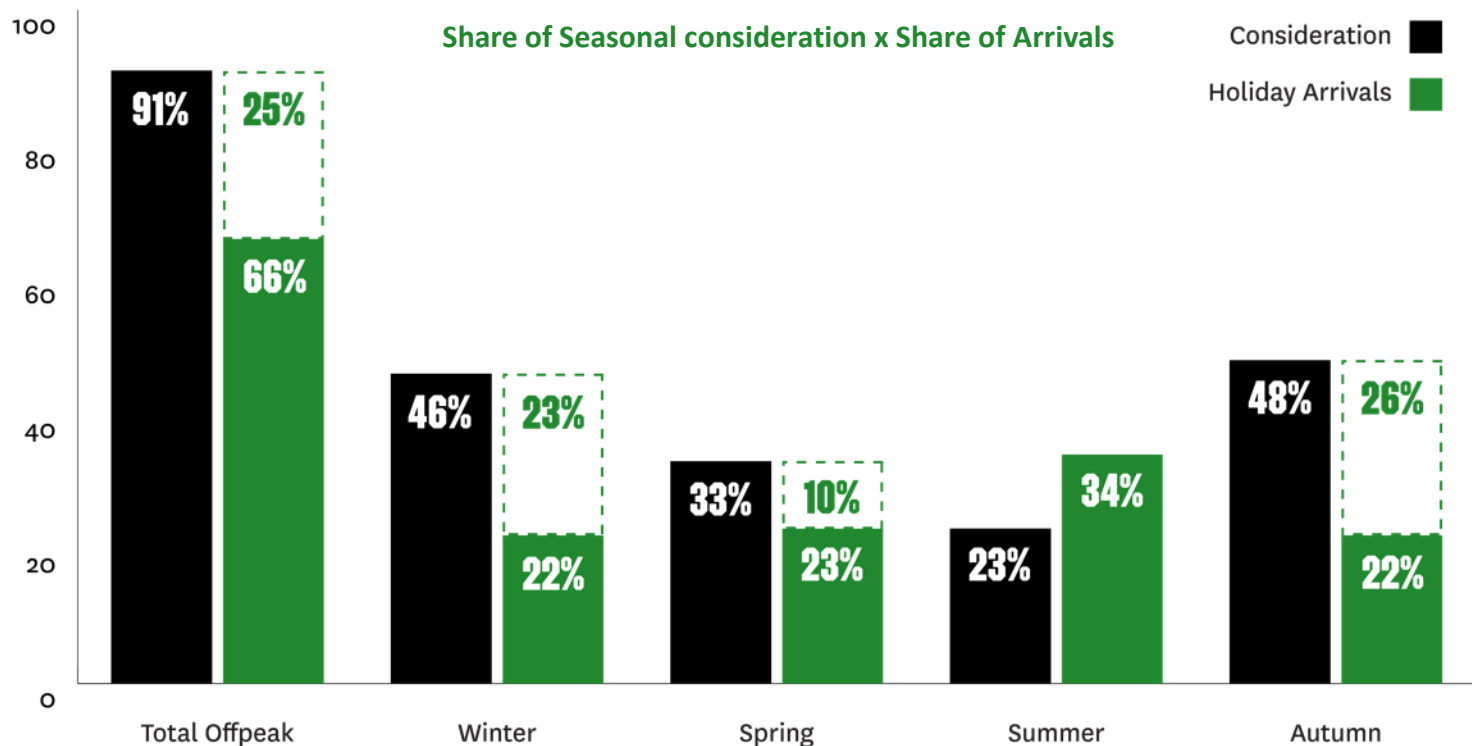


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# Market Opportunities - China



With high off-peak consideration, China offers massive off-peak growth opportunities – Particularly in Autumn and Winter, a focus in FY25



\*This reflects claimed seasonal consideration as an output of this study

# What makes Chinese visitors unique in their off-peak needs?



A New Zealand holiday must deliver to our spectacular landscapes, wildlife experiences, food & culture experiences, and our milder off-peak climate. Additionally, **Chinese visitors are drawn to NZ for its....**

- Events and festivals
- Outdoor activities
- Bustling cities and urban experiences
- Iconic attractions and landmarks



In addition to looking for adventure new experiences, unwinding rejuvenation, escaping the routine, the sense of escape and joy, **Chinese visitors are after experiences that....**

- Broaden their horizons
- Allow them to celebrate a special occasion with loved ones
- Deliver a sense of freedom and spontaneity



Across all markets there is interest in our natural attractions – landscapes, lakes, rivers, waterfalls, native forests. **Chinese visitors are specifically interested in these additional activities....**

- Beaches and coasts
- Adventure rides
- Geothermal sites
- Water activities

# Chinese holiday visitors prefer unique activities for each season



## NZ Summer

Beaches & coasts

Water activities (e.g. Snorkelling,  
diving, surfing, kayaking )

Fjords, e.g. Milford Sound

Scenic boat cruise

Experiencing local towns & main cities

Historical sites and heritage sites

Trying local cuisine, wine or beer

Marine reserves  
(protected conversation areas)



## NZ Autumn

Scenic helicopter or plane flight

Fishing

Aero sports (e.g. hot air ballooning,  
skydiving, paragliding)



## NZ Winter

Multi-day walks and hikes

Adventure rides (e.g. ziplining,  
lugging, tobogganing)



## NZ Spring

Geothermal sites,  
e.g. geysers, volcanoes

Stargazing

Bathing in hot pools / mud pools

Lakes, rivers and waterfalls

Theme experience (e.g. All Blacks  
Experience, Antarctic Centre)

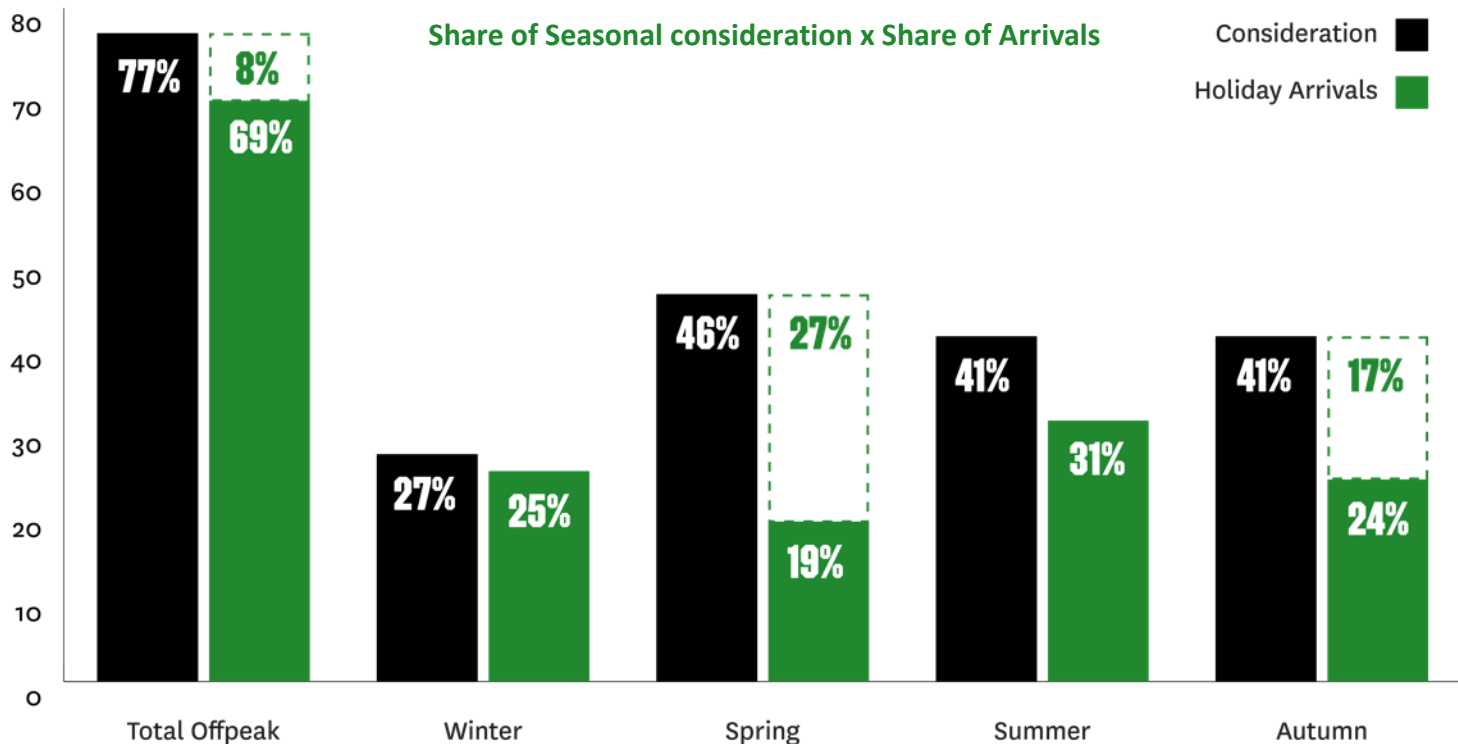
Skiing / snowboarding

Wildlife experiences (e.g. whale  
watching, penguin colony)

# Market Opportunities - Japan



Opportunity to convert Japanese audiences considering a Spring holiday in particular



\*This reflects claimed seasonal consideration as an output of this study



# What makes Japanese visitors unique in their off-peak needs?



A New Zealand holiday must deliver to our spectacular landscapes, wildlife experiences, food & culture experiences, and our milder off-peak climate. Additionally, **Japanese visitors are drawn to NZ for its....**

- Iconic attractions
- Bustling cities and urban experiences
- Opportunities to immerse in local culture
  - Outdoor activities



In addition to looking for adventure new experiences, unwinding rejuvenation, escaping the routine, the sense of escape and joy, **Japanese visitors are after experiences that....**

- Allow them to reconnect and create lasting memories with loved ones
  - Broaden their horizons
- Deliver a sense of freedom and spontaneity



Across all markets there is interest in our natural attractions – landscapes, lakes, rivers, waterfalls, native forests. **Japanese visitors are specifically interested in these additional activities....**

- Trying local cuisine
- Beaches and coasts
- Scenic boat cruises
- Day walks and hikes in nature

# Japanese holiday visitors desire unique activities for each season



## NZ Summer

Glow worm caves  
Water activities (e.g. Snorkelling,  
diving, surfing, kayaking )  
Zoo or wildlife park  
Beaches & coasts  
Nature walks and hikes  
(up to 8 hours)  
Geothermal sites,  
e.g. geysers, volcanoes  
Wildlife experiences  
(e.g. whale watching, penguin colony)



## NZ Autumn

Fishing  
Guided walking tour  
Visiting a brewery or distillery  
Stargazing  
Native forests



## NZ Winter

Aero sports (e.g. hot air ballooning,  
skydiving, paragliding)  
Skiing / snowboarding  
A Live event  
(e.g. sports, concert, festival)  
Golf  
Group sightseeing tours  
Film sets or film locations  
(e.g. Hobbiton)



## NZ Spring

Māori cultural experiences  
Exploring main cities  
Scenic boat cruise  
Trying local cuisine  
Lakes, rivers and waterfalls

\*This is based on unique preferences of specific seasons (and not consideration). These preferences are more interested in this activity by season vs. preferences of other seasons

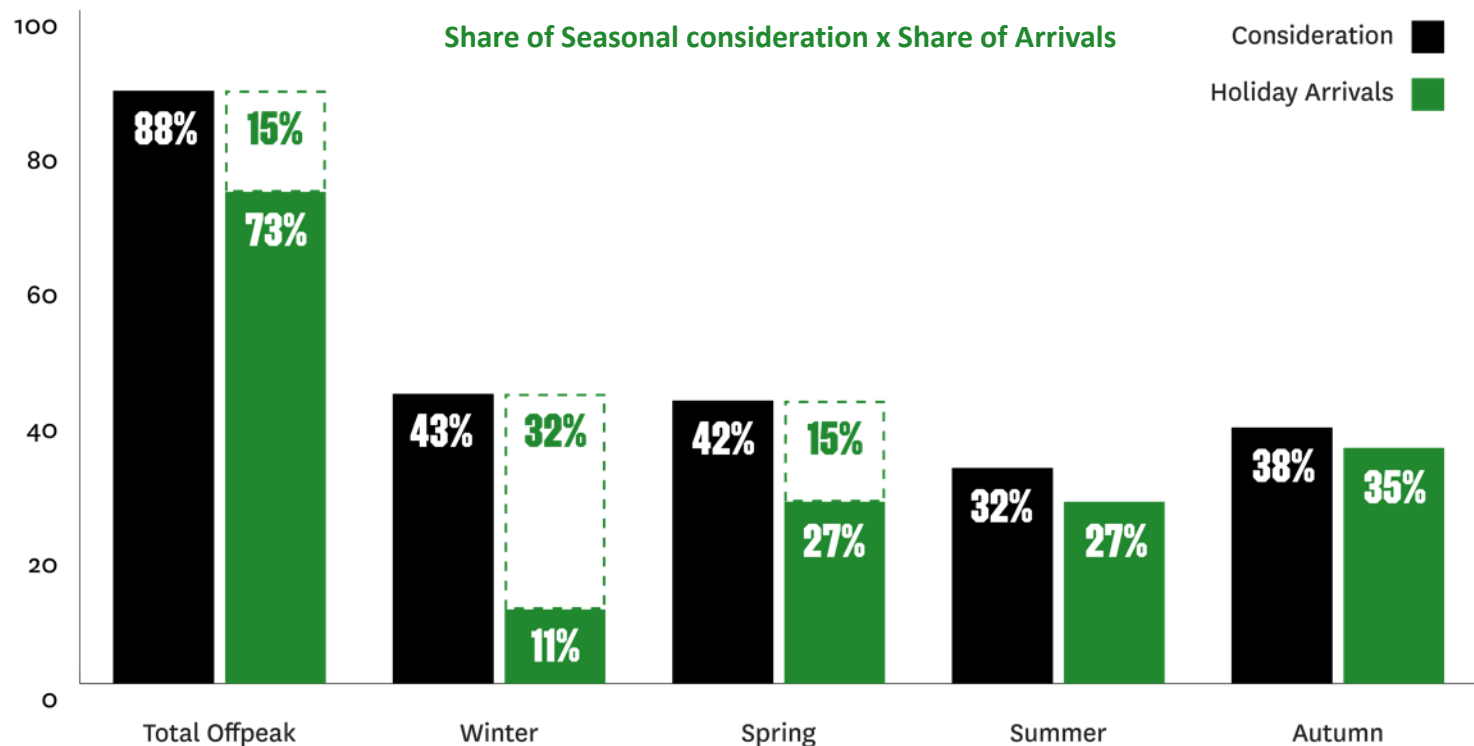


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# Market Opportunities - India



Season with highest consideration/opportunity is Winter, followed by Spring. Continue to hold Autumn.



\*This reflects claimed seasonal consideration as an output of this study

# What makes Indian visitors unique in their off-peak needs?



A New Zealand holiday must deliver to our spectacular landscapes, wildlife experiences, food & culture experiences, and our milder off-peak climate. Additionally,

**Indian visitors are drawn to NZ for its....**

- Bustling cities and urban experiences
  - Outdoor activities
- Iconic attractions and landmarks



In addition to looking for adventure new experiences, unwinding rejuvenation, escaping the routine, the sense of escape and joy,

**Indian visitors are after experiences that....**

- Broaden their horizons
- Allow them to make a positive impact
  - Encourage personal growth



Across all markets there is interest in our natural attractions – landscapes, lakes, rivers, waterfalls, native forests. **Indian visitors are uniquely interested in these additional activities....**

- Mountains and alpine areas
  - Beaches and coasts
  - Trying local cuisine
  - Water activities

# Indian holiday visitors desire unique activities for each season



## NZ Summer

Film sets or film locations  
(e.g. Hobbiton)  
Stargazing



## NZ Autumn

A Live sports event  
(e.g. sports, concert, festival)  
Guided walking tour  
Visiting a brewery or distillery  
Historical sites and heritage sites



## NZ Winter

Marine reserves  
(protected conversation areas)  
Geothermal sites, e.g. geysers, volcanoes  
Scenic helicopter or plane flight  
Bathing in hot pools / mud pools  
Nightlife, bars and clubs  
Shopping for New Zealand made  
products, arts and crafts  
Nature walks and hikes  
(up to 8 hours)  
Adventure rides (e.g. ziplining,  
lugging, tobogganing)  
Aero sports (e.g. hot air ballooning,  
skydiving, paragliding)



## NZ Spring

Wildlife experiences (e.g. whale  
watching, penguin colony)  
Vineyards / wineries  
Zoo or wildlife park  
Lakes, rivers and waterfalls  
Exploring main cities and local towns  
Fishing  
Scenic boat cruise

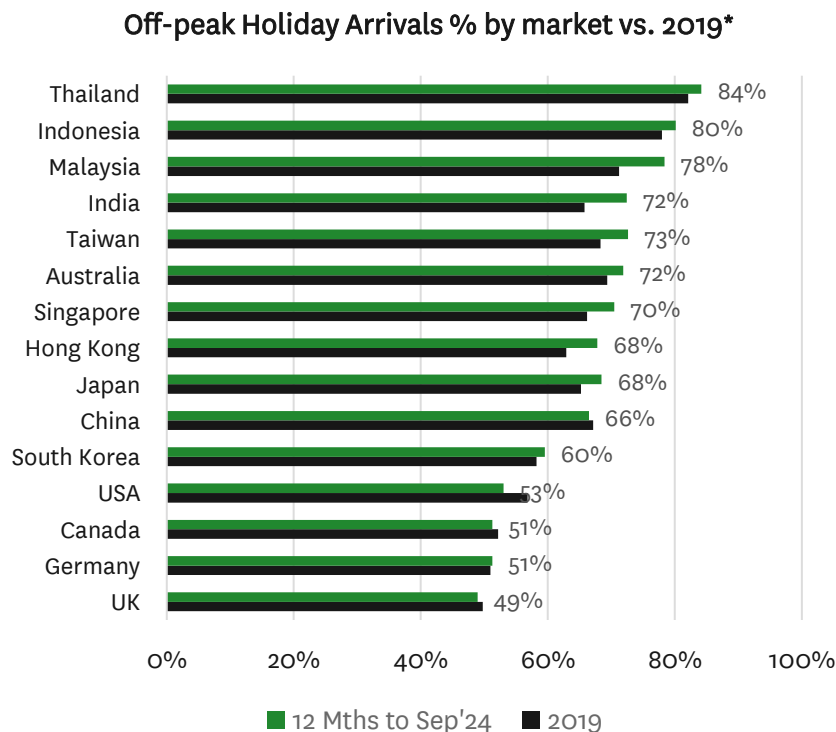
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# In summary, there are emerging pathways to reinforce

- The appetite for off-peak travel to New Zealand is strong across all markets, with **various markets offering more specific seasonal opportunities** (Autumn is a better opportunity with Asia compared to Europe, where Spring is a stronger opportunity)
- Many more say they would consider visiting New Zealand in the off-peak than actual arrivals, providing **pathways for untapped demand**
- **Consider the demographic differences:** Year-round audiences more evenly dispersed across ages (18-55 years), largely families. Off peak audiences, more independent couples, over-indexing to SINKs and DINKs.
- **Still looking for 100% New Zealand:** Activities and experience preference vary by market and season, but key to remember that certain activities and audience needs are year-round.
- **Using other insights at our disposal:** Asian visitors skew towards off-peak arrivals, imperative to consider opportunities here







**How you can use these insights**

# Your Product

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- **Target markets**  
Understand your target markets are looking for and align your product to that.
- **Seasonal variations**  
Consider what visitors might be looking for at different times of the year and alter the offering to match.
- **Push seasonal advantage**  
Identify what changes in your product by season and what the appeal of that may be to visitors.
- **No compromises holiday**  
Talk about the things that make your experience special.
- **Range of Markets**  
Look at the whether there are visitors from other markets that you could attract to your product.



📍 Blenheim  
Marlborough



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## Your Communications

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- **Match communications to off-peak traveller**  
Have communications that appeal to visitors that are likely to travel in the off-peak. For example, this may include more imagery of families. Talk to the benefit and experience of this
- **Value/cost**  
Is an appealing benefit, but care must be taken about how we talk about this as it risks carrying negative connotations and is seen as 'less trustworthy' - i.e. lower costs in the off-season
- **Balancing peace with too quiet**  
Quiet doesn't work for core audiences who need variety and a mix of diverse activities and downtime. Be mindful when telling consumers that it is quieter.
- **International holidays**  
Look at targeting and offerings around key annual leave periods.



# Weather

- **No negativity around other seasons**

Talking up the benefits of one season while criticising another was polarising e.g. overcrowding in summer

- **Overt seasonality messaging can be limiting and distracting**

Lead with the positive attributes of the experience rather than messaging on the season or weather.

- **Weather is an important factor when choosing when to travel**

The key is that NZ weather isn't too bad and you can still do a wide range of activities. Keep talking about what you

- **Weather may impact your experiences**

Is there an opportunity to work with other operators to have good contingency plans if your experience is impacted by negative weather.





## Other Considerations

- **Destination versus experience**

Before someone is committed to a trip it's important to talk to New Zealand as a destination. After you know they are coming, it's about when and what.

- **Trade**

There may be opportunities for variations in itineraries based on audience drivers.

- **Market Snapshots**

- Find more information about each of our key markets [HERE](#)



Rotorua  
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