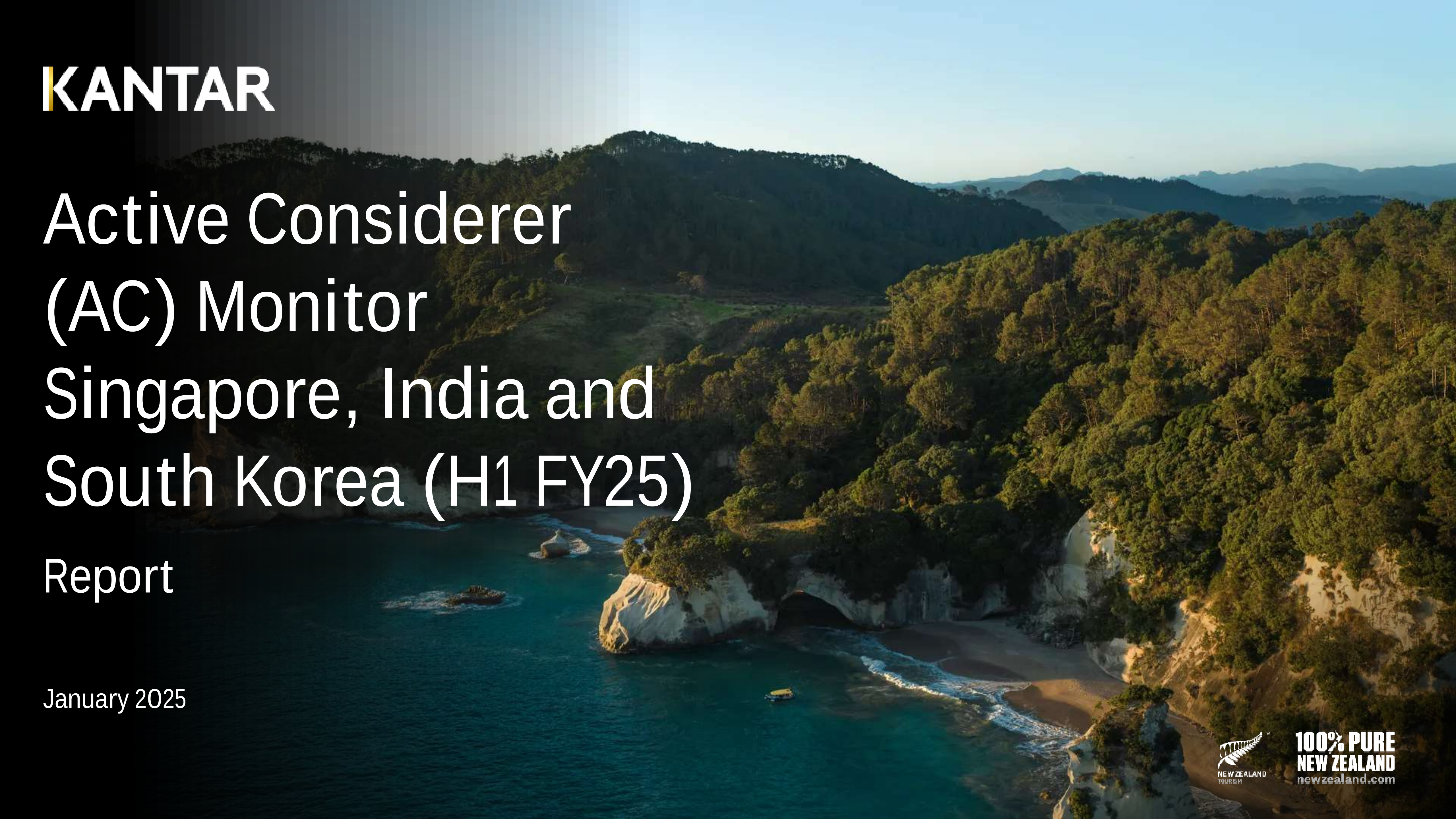

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Active Considerer (AC) Monitor Singapore, India and South Korea (H1 FY25)

Report

January 2025

NEW ZEALAND TOURISM

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newzealand.com

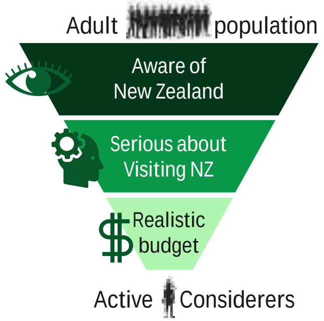
AC Monitor research specifications

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; as well as **(from FY25) India and Singapore**
- 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 FY25 where results are based on a 5-month period (Jul – Nov 24)

Kantar conducts a **bi-annual survey** for emerging markets:

- Canada and South Korea
- 300 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 2024 market sizing exercise

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Performance Dashboard

	Q4 FY24 Bi-annual dip	Q2 FY25 ACM tracker
Incidence of Active Considerers[1]	40%	23% ▼
Preference KPI[2] (total)	60%	68% ▲
First	44%	45%
Second	16%	23% ▲
Funnel[2]		
Dreaming	33%	41%
Discover	NA	41%
Planning	11%	0%
Booking	57%	18%

Brand areas to focus on[2]

Strengths	Need to dial up
Landscapes and scenery	All seasons
Indigenous culture	Relax & refresh
Relationship with the land	Range of experiences
Clean & unpolluted	Excitement

Top 5 competitors[2]

(% selected destination in their top five preferred destinations)

Japan	Australia	Switzerland	South Korea	China
48%	32%	28%	28%	20%

Top 5 knowledge gaps[3]

1. How easy it is to travel around
2. How long it takes to travel between the main attractions
3. What the best time of year is to do the activities I want to
4. How welcoming the locals are
5. The quality and variety of food and beverage options

Off-Peak Consideration[2]

78%

	Consideration	Preference
Spring	35%	28%
Summer	26%	22%
Autumn	39%	30%
Winter	24%	17%

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1. Sample size: Online population Q4 FY24 n = 812 | Q2 FY25 (5M) n = 3555
2. Sample size: ACs Q4 FY24 n = 300 | Q2 FY25 (5M) n = 750
3. Sample size: ACs Q2 FY25 n = 450

▲▼ *Significantly higher / lower than previous period*

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Performance Dashboard

Incidence of Active Considerers[1]

	Q4 FY24 Bi-annual dip	Q2 FY25 ACM tracker
Incidence of Active Considerers[1]	43%	34% ▼

Preference KPI[2]

	Q4 FY24 Bi-annual dip	Q2 FY25 ACM tracker
Total	78%	83%
First	57%	64% ▲
Second	21%	18%

Funnel[2]

	Q4 FY24 Bi-annual dip	Q2 FY25 ACM tracker
Dreaming	18%	18%
Discover	NA	46%
Planning	8%	0%
Booking	74%	36%

Brand areas to focus on[2]

Strengths	Need to dial up
Friendly people	Range of experiences
Landscapes & scenery	Unique experiences
Indigenous culture	Easy to travel around
Wildlife experience	Affordable to fly to

Top 5 competitors[2]

(% selected destination in their top five preferred destinations)

Australia	Singapore	Switzerland	UAE	Maldives
35%	35%	28%	25%	21%

Top 5 knowledge gaps[3]

1. What the best time of year is to do the activities I want to
2. The quality and variety of food and beverage options
3. How welcoming the locals are
4. How long it takes to travel between the main attractions
5. How easy it is to travel around

Off-Peak Consideration[2]

75%

	Consideration	Preference
Spring	31%	22%
Summer	45%	37%
Autumn	36%	23%
Winter	29%	16%

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1. Sample size: Online population Q4 FY24 n = 701 | Q2 FY25 (5M) n = 2933
2. Sample size: ACs Q4 FY24 (6M) n = 300 | Q2 FY25 (5M) n = 751
3. Sample size: ACs Q2 FY25 (5M) n = 450

▲▼ *Significantly higher / lower than previous period*

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Performance Dashboard

	Q4 FY24	Q2 FY25
Incidence of Active Considerers (1)	17%	▼ 14%
Preference KPI(2)	65%	67%
First	47%	41%
Second	18%	27%
Dreaming	52%	52%
Discover	N/A	32%
Planning	9%	1%
Booking	39%	16%
Consider off-peak travel to New Zealand(2)	74%	78%

Key brand weakness / strengths to focus on(2)

Strengths	Need to dial up
Indigenous culture	Landscapes and scenery
Local culture	Iconic attractions
Clean & unpolluted	Safe destination
Wildlife experiences	Family friendly

Top 5 competitors(2)

(% selected destination in their top five preferred destinations)

Australia	Japan	Hawaii	Canada	Switzerland
50%	35%	33%	29%	28%

Top 5 knowledge gaps(2)

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

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1. Sample size: Online population Q4 FY24 n = 2,766 | Q2 FY25 n = 3,086
2. Sample size: ACs Q4 FY24 n = 300 | Q2 FY25 (5M) n = 300

▲▼ *Significantly higher / lower than previous period*

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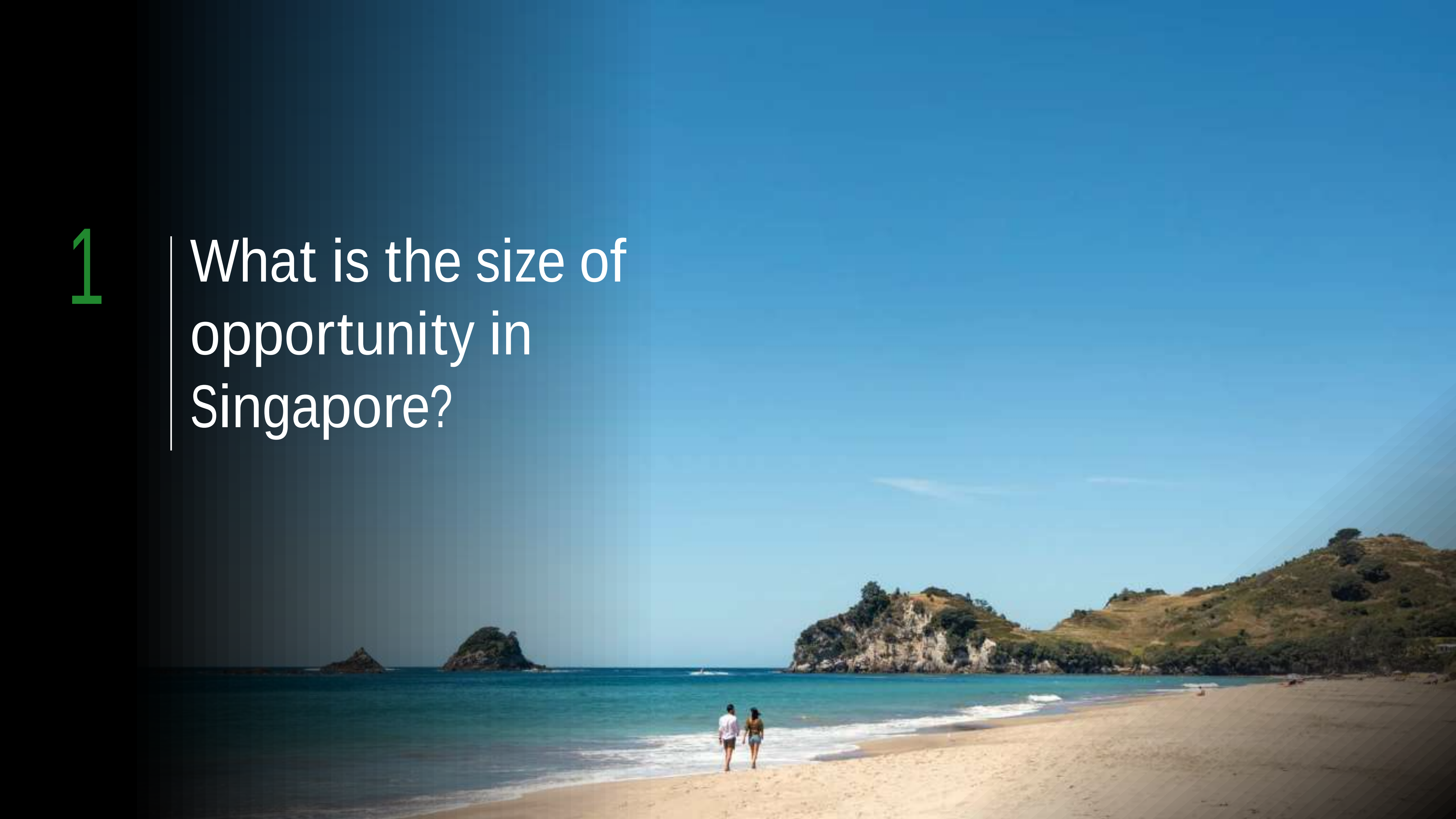
SINGAPORE

1

What is the size of opportunity in Singapore?



Active Considerer Funnel – Singapore

Active Considerers definition

Active Considerers find New Zealand highly appealing as a holiday destination, would seriously consider visiting in the next three years, see New Zealand as a preferred destination for their next holiday, and have a realistic budget for their visit (at least S$2,500 per person) to New Zealand.

Online population, 18-74 years of age[1] — 3.6m

59%

Find New Zealand **highly appealing** as a holiday destination, and… — 2.1m

72%

Would **seriously consider** visiting in the next three years, and… — 1.5m

93%

New Zealand is a preferred destination for their next holiday, and… — 1.4m

58%

Willing to spend at least S$2,500 per person on a holiday to New Zealand[2] — 0.8m

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1. The approx. AC pool size is based on the online population estimates as of November 2024 and the AC incidence rate for the current five months
2. Including accommodation and daily expenses. Based off actual market data spend (IVS 2019)

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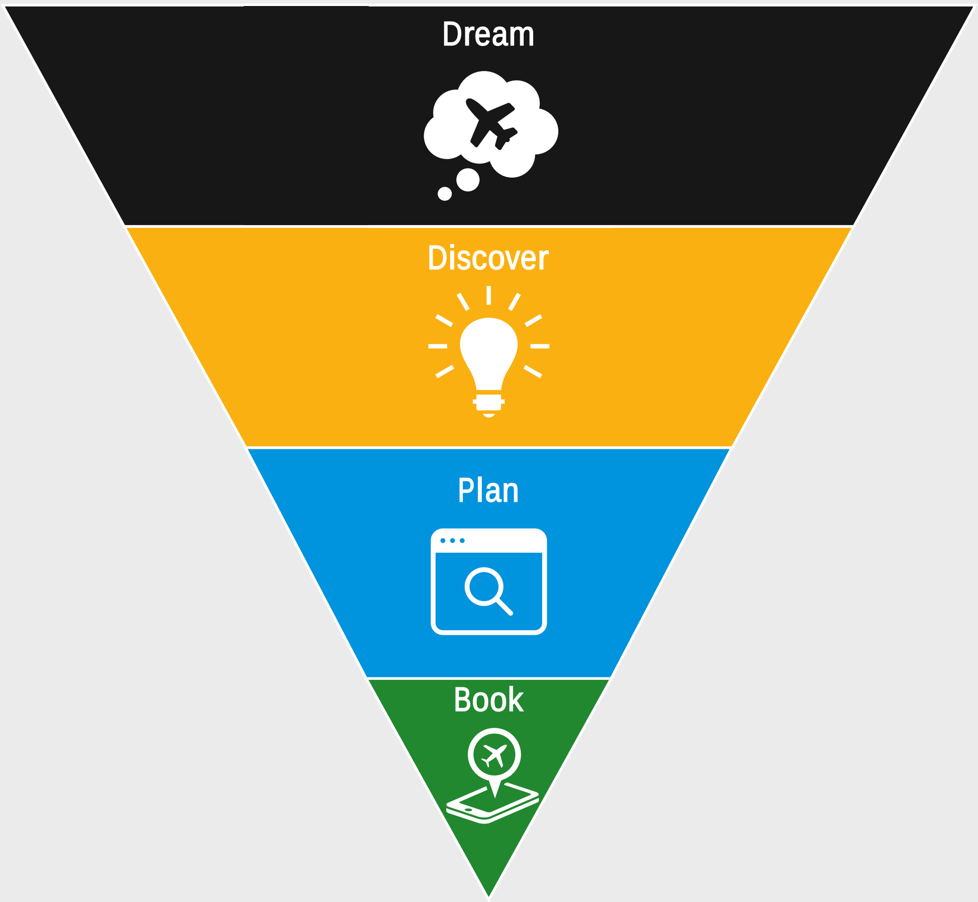
Journey funnel to New Zealand – Singapore



Book to come to NZ
Moment of Truth

	Active Considerers (0.8m)	Size (%) Q2 FY25	Size (%) Q4 FY24
Dream	0.3m	41%	*33%*
Discover	0.3m	41%	*NA*
Plan	0.0m	0%	*11%*
Book	0.1m	18%	*57%*

Note: FY25 change

- The questions used to identify the journey stage ACs are in were changed in Jul '24 (beginning of FY25) in order to include the 'Discover' layer
- Q4 FY24 results are included here to illustrate the funnel prior to the change .The change in % ACs at the Plan and Book stages from FY24 is not a true change – instead, it reflects the change in methodology
- However, the 4 stages (and the % within each) are now better aligned with Tourism New Zealand's digital channels

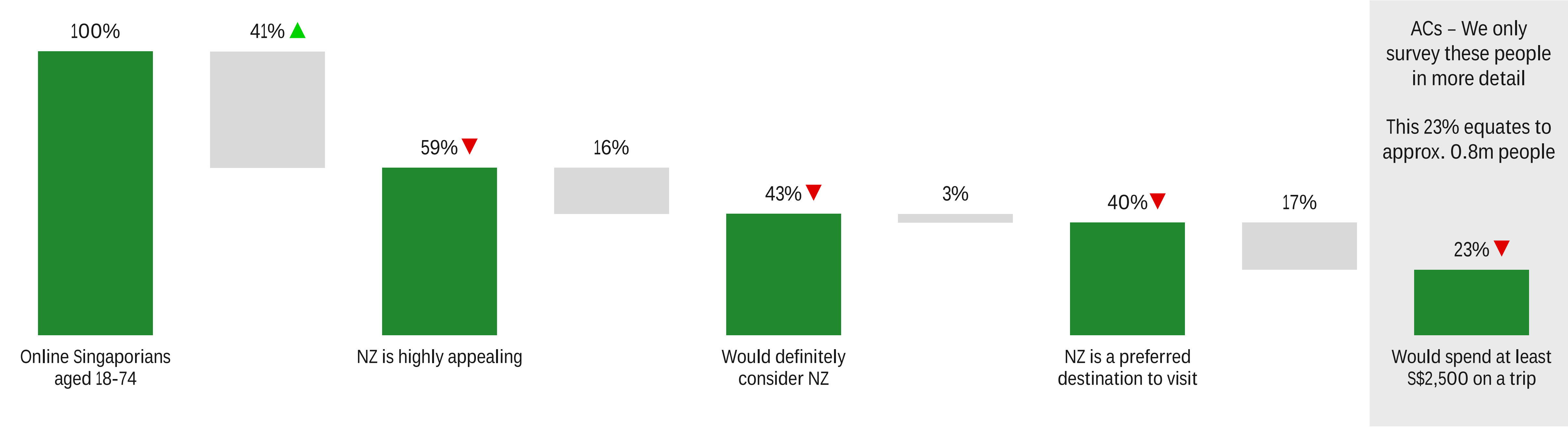
Note: The 'Discover' layer in the consumer journey funnel was added in Q2 FY25; in previous waves the funnel consisted of 'Dream', 'Plan' and 'Book' only

The AC incidence in Singapore is 23% - this is down from the previous period

Note: Continuous monitoring started at the beginning of FY25 – this change in methodology could be affecting the results and changes we see from the bi-annual dip in Q4 FY24

Qualifying criteria for defining ACs

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



Q4 FY24 bi-annual dip	100%	31%	69%	14%	54%	2%	52%	12%	40%

▲▼ *Significantly higher / lower than six month prior at 99%*

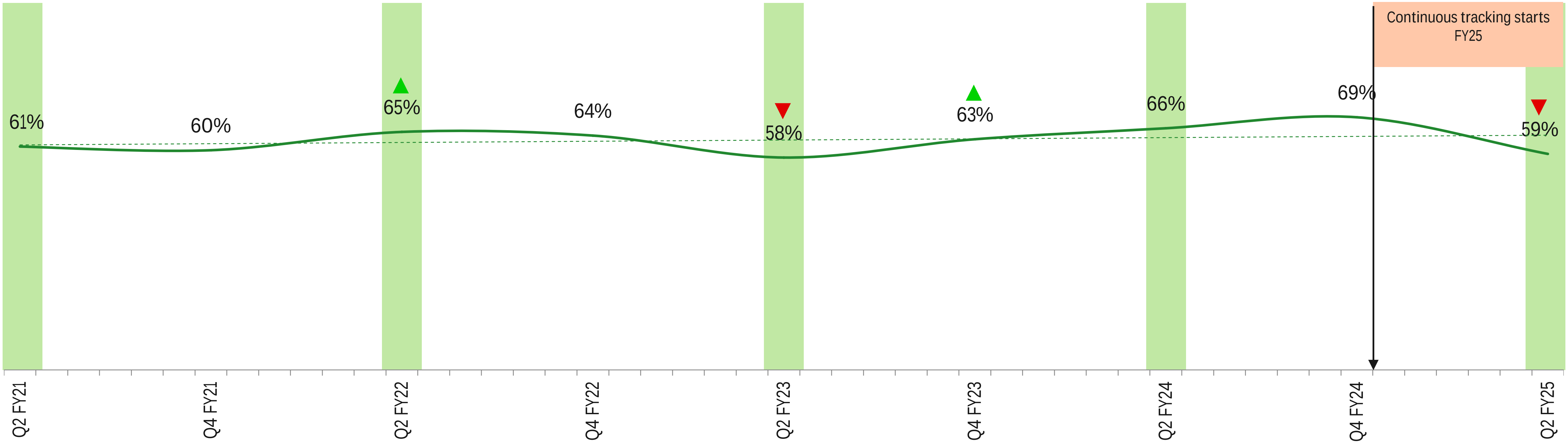
1. The approx. AC pool size is based on the online population estimates as of November 2024 and the AC incidence rate for the current five months
2. Sample size: Q2 FY25 n = 3555 | Q4 FY24 n = 812

New Zealand's appeal has dipped from a high of 69% but overall, the long-term trend is broadly stable

Appeal

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

- 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



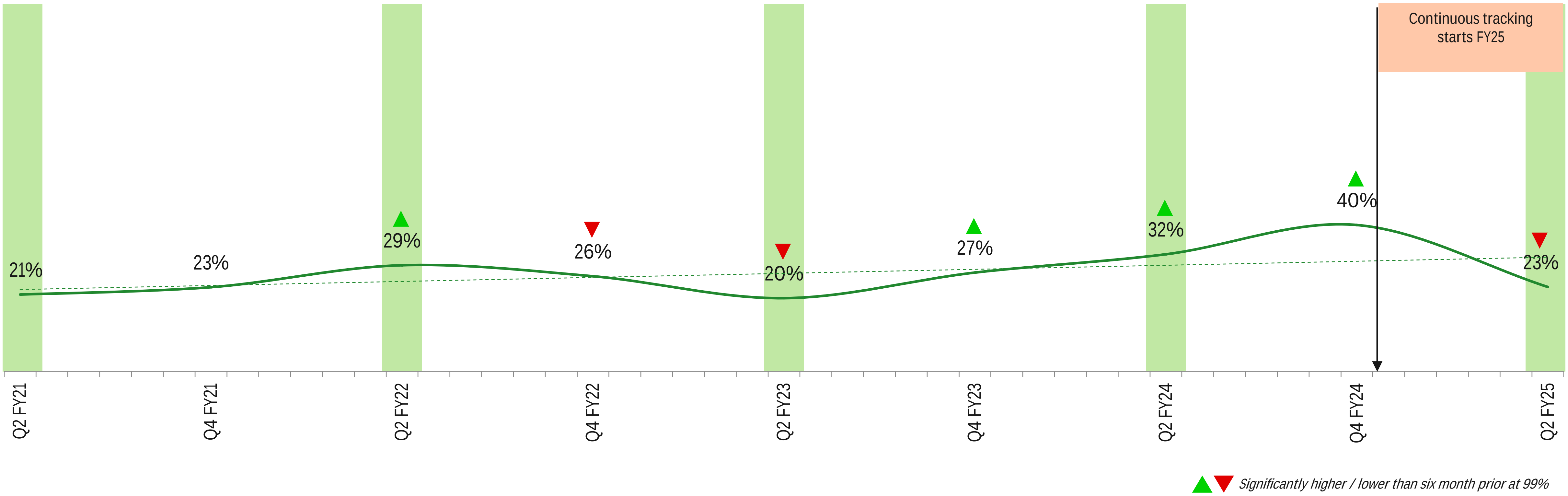
Significantly higher / lower than six month prior at 99%

1. Sample size: Q2 FY21 – Q2 FY25 (6MRA) n = 2139, 1372, 1780, 2053, 1617, 1162, 982, 812, 3555
2. Question "Putting aside any thoughts about time and cost, how appealing do you find New Zealand as a holiday destination?"

After a period of significant growth, the AC incidence has dropped back to levels seen two years ago

Incidence of ACs

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

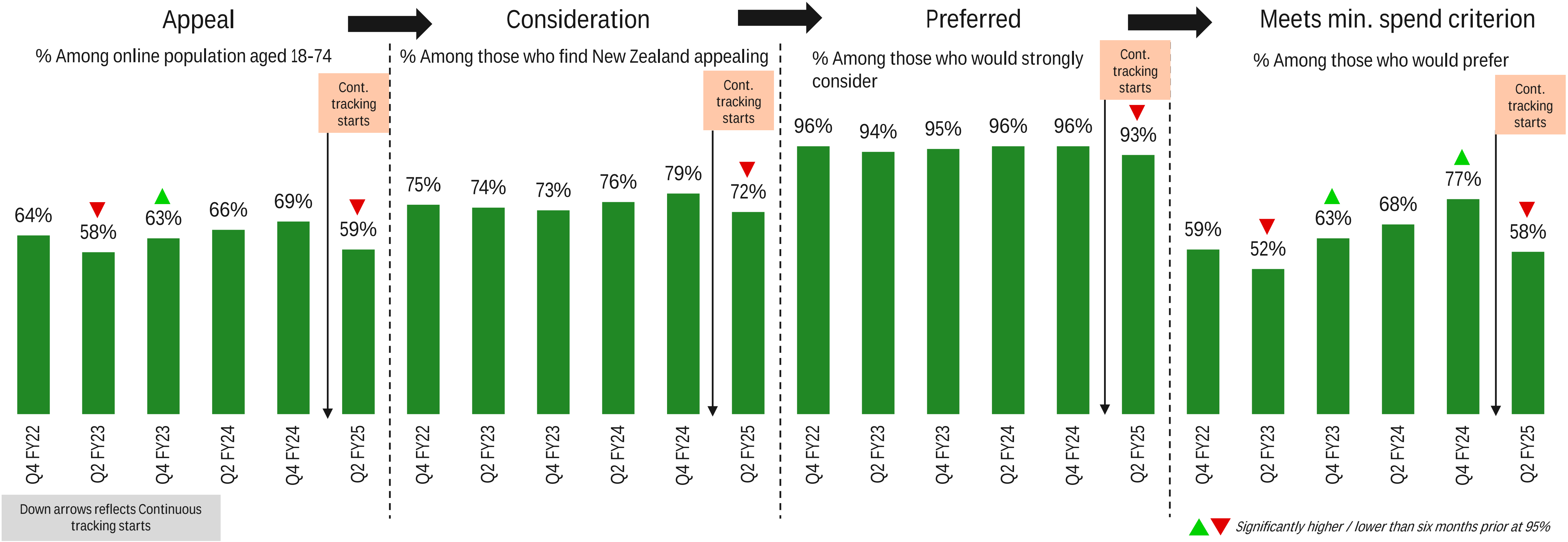


1. Sample size: Q2 FY21 – Q2 FY25 (6MRA) n = 2139, 1372, 1780, 2053, 1617, 1162, 982, 812 , 3555
2. % of population who find New Zealand as a holiday destination as highly appealing (%8-10), has strong consideration to holiday in New Zealand (%8-10), strongly prefers to holiday in New Zealand (%4-5), and would spend at least $1,500 AUD while holidaying in New Zealand

To grow incidence, focus growing appeal and its conversion into consideration

Conversion of ACs through the Consideration Funnel

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



1. Sample size: Q1 FY24 – Q2 FY25 (6MRA): Appeal n = 1985, 1617, 1162, 982, 812, 3555 | Consider n = 1258, 935, 730, 649, 544, 2088 | Prefer n = 933, 683, 536, 491, 431, 1489 | Spend n = 879, 627, 491, 459, 411, 1373
2. Question "Putting aside any thoughts about time and cost, how appealing do you find New Zealand as a holiday destination?"
3. Question "Would you consider visiting New Zealand for a holiday within the next three years?"
4. Question "To what extent do you agree or disagree that New Zealand is a preferred destination for your next holiday?"
5. Question "On a per person basis, how much would you be willing to spend on a holiday to New Zealand?"

With 0.8 million ACs, Singapore represents a relatively small opportunity to drive arrivals – this is more reflective of its smaller population size than AC incidence

	Appeal % Online users aged 18-74	AC incidence % Online users aged 18-74	Size of AC pool Million people
Australia	59%	26%	4.6
China	85%	58%	62.1
USA	55%	28%	59.5
UK	57%	23%	10.3
Germany	57%	16%	8.6
Japan	31%	5%	3.8
India	75%	34%	13.9
Singapore	**59%**	**23%**	**0.8**
South Korea	48%	14%	5.4
Canada	55%	28%	7.8

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Source for top 8 markets: AC Monitor | Online population aged 18-74 | Current 5M
Australia n = 3283 | China n = 1699 | USA n = 3994 | UK n = 3940 | Germany n = 5597 | Japan n = 25822 | India n = 2933 | Singapore n = 3555 | South Korea n = 3086 | Canada n = 1352

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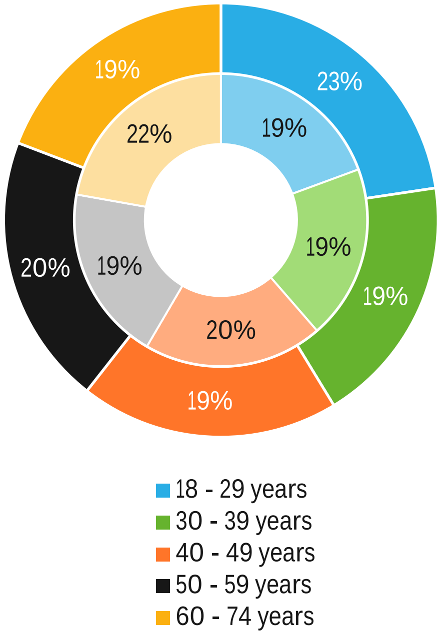
Compared to non-ACs, ACs are more likely to be male; 40% of ACs in Singapore are families with dependent children

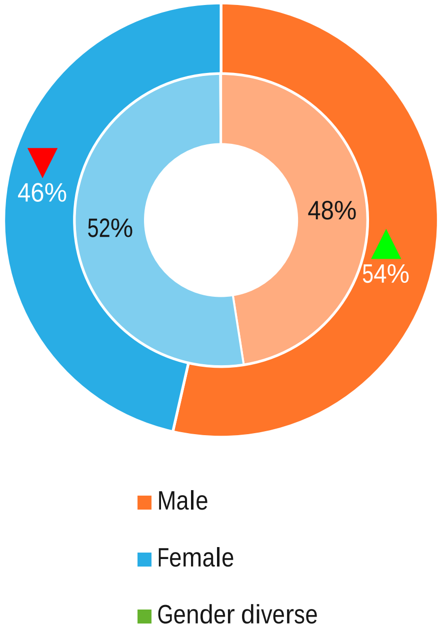
Profile of Active Considerers

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

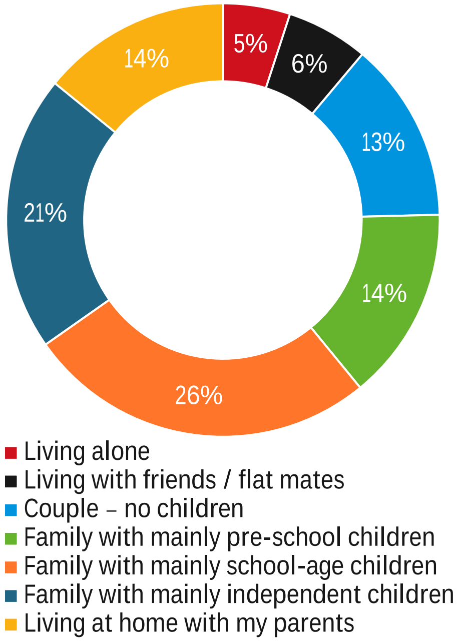
By age segment



By gender



Household Composition



Outer ring:
Singaporean Active Considerers

Inner ring:
Singaporean non-Active Considerers

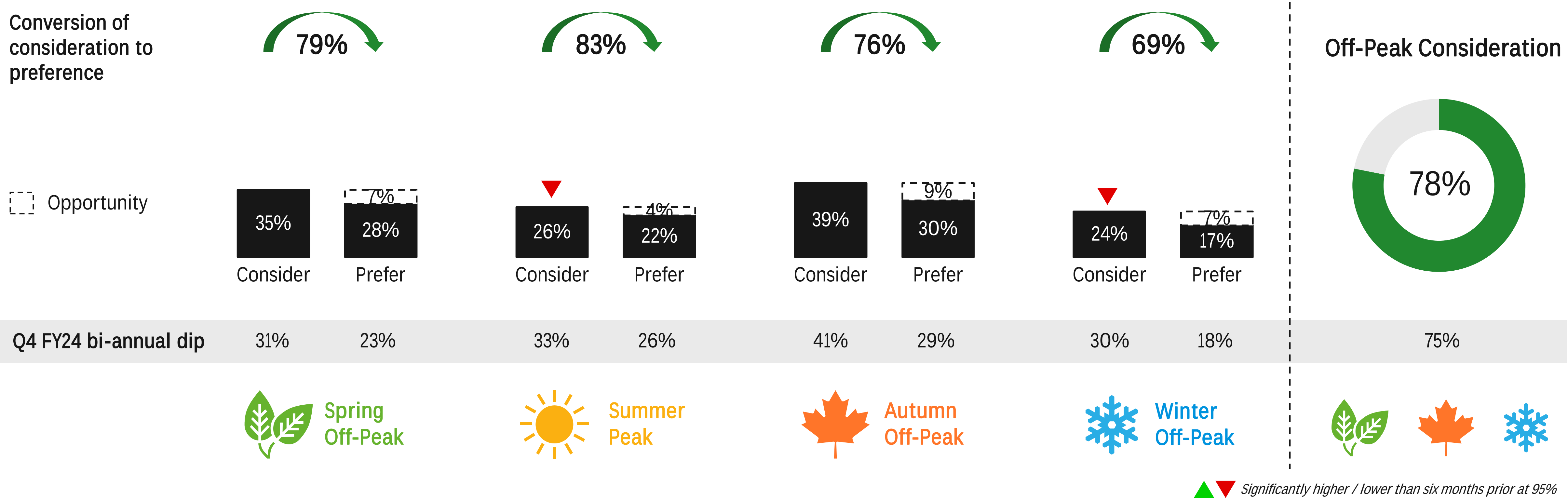
Significantly higher / lower than non-ACs

1. Sample size: ACs n = 746 | non-ACs n = 2809

With declined consideration for Summer, Off-Peak Consideration is indicatively up presenting a strong opportunity to drive off-peak arrivals, especially across the shoulder seasons

Seasons – Consideration & Preference

AC Monitor | Current 5M | Total Active Considerers



1. Sample size: Current 5M n = 750 | Previous period n = 299
2. Question: “At what time(s) of year would you consider visiting New Zealand?” When would you prefer to visit New Zealand?”
3. Spring = Sep, Oct, Nov | Summer = Dec, Jan, Feb | Autumn = Mar, Apr, May | Winter = Jun, Jul, Aug

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The demographic profile of Off-Peak Considerers leans towards those aged 60 plus years

Profile of Off-Peak Considerers

AC Monitor | Current 5M | Off-Peak Considerers

	Off-Peak Considerers	Peak-Only Considerers
Male	54%	51%
Female	46%	49%
Gender diverse		0%
18 to 29 yrs	22%	25%
30 to 39 yrs	20%	15%
40 to 49 yrs	19%	22%
50 to 59 yrs	19%	26%
60 to 74 yrs	21% ▲	13%
Less than S$10,000	35%	41%
S$10,000 – S$15,000	48% ▲	31%
S$16,000 or more	16% ▼	26%
Prefer not to say	1%	2%
SINK / DINK	25%	24%
Family (dependent children)	41%	39%
Family (independent children)	35%	37%

1. Sample size: Off-Peak Considerers n = 502 | Peak-Only Considerers n = 248

▲▼ *Significantly higher / lower than non-considerers of that season*

With 78% Off-Peak Consideration and higher consideration levels for the shoulder seasons than Summer, the opportunity to drive off-peak arrivals among Singaporean ACs is sizeable

Seasonal Consideration	Total Off-Peak % ACs	Spring Off-Peak	Summer Peak	Autumn Off-Peak	Winter Off-Peak
Australia	65%	32%	47%	32%	24%
China	84%	34%	30%	44%	31%
USA	65%	26%	49%	35%	20%
UK	57%	21%	48%	26%	19%
Germany	62%	31%	45%	24%	18%
Japan	68%	32%	42%	35%	18%
India	75%	31%	45%	36%	29%
Singapore	78%	35%	26%	39%	24%
South Korea	78%	35%	22%	38%	19%
Canada	63%	21%	50%	39%	23%

Source for top 8 markets: AC Monitor | Online population aged 18-74 | Current 5M
Australia n = 751 | China n = 754 | USA n = 750 | UK n = 750 | Germany n = 751 | Japan n = 750 | India n = 751 | Singapore n = 750

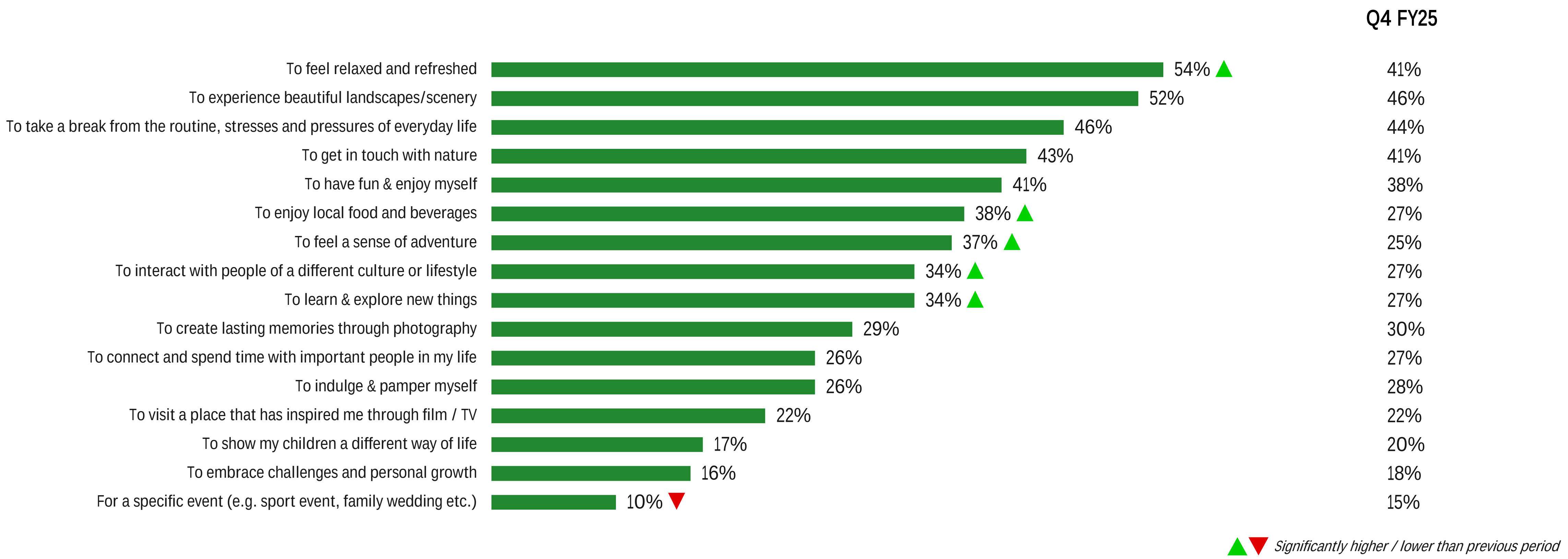
2

How can TNZ drive desirability of New Zealand as a holiday destination?

Marketing messages should look to dial up emerging motivations for visiting New Zealand including the need to feel relaxed, enjoy local food and beverages, interact with different people and learn and explore new things

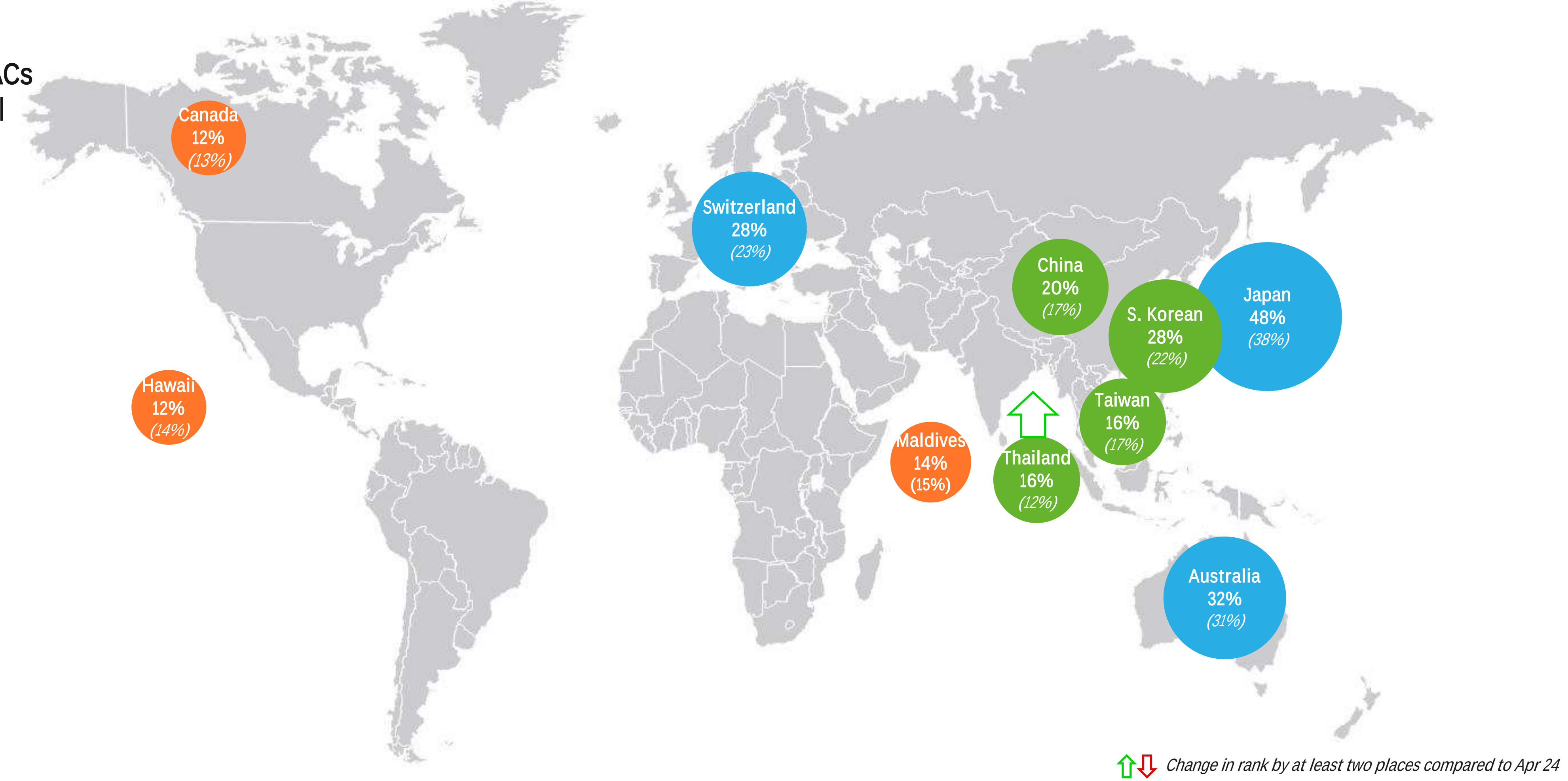
Reasons to visit New Zealand for a holiday

AC Monitor | Current 5M | Total Active Considerers



Based on preference, Japan remains New Zealand's top competitor, followed by Australia and Switzerland

Top ten competitor set for ACs
AC Monitor | Current 5M vs. Apr 24|
Total Active Considerers



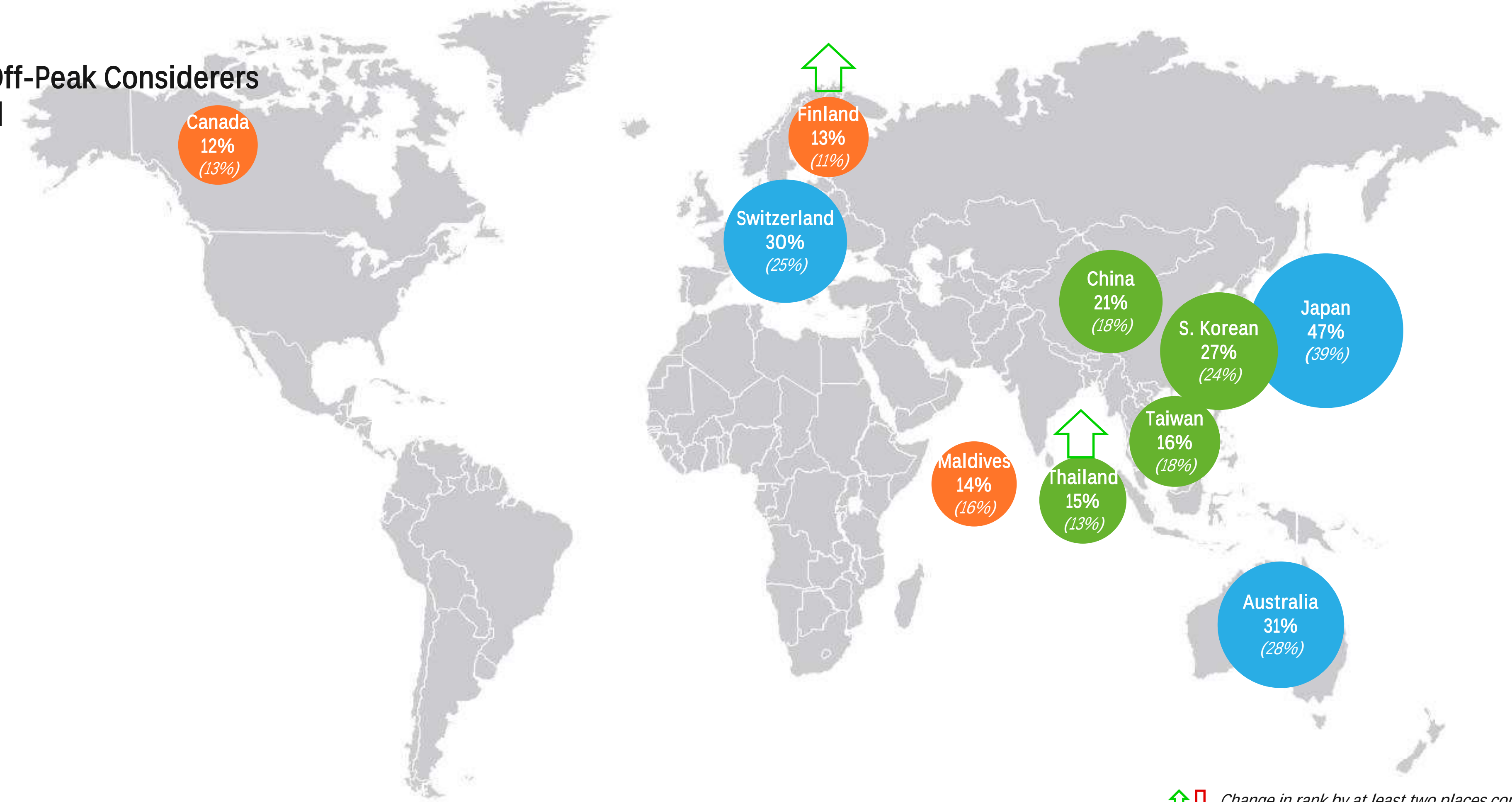
Bali moves from 7th position down to 16th

Legend
- Top 3
- Rank 4-7
- Rank 8-10

1. Sample size: Current 5M n = 750; Previous April 2024 n = 300
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?"

Off-Peak Considerers have a preference for Finland over Hawaii; otherwise, the top 10 competitor set is consistent with ACs as a whole

Top ten competitor set for Off-Peak Considerers
AC Monitor | Current 5M vs. Apr 24|
Off-Peak Considerers



Bali and Hawaii both move out of the Top 10

Legend
- Top 3
- Rank 4-7
- Rank 8-10

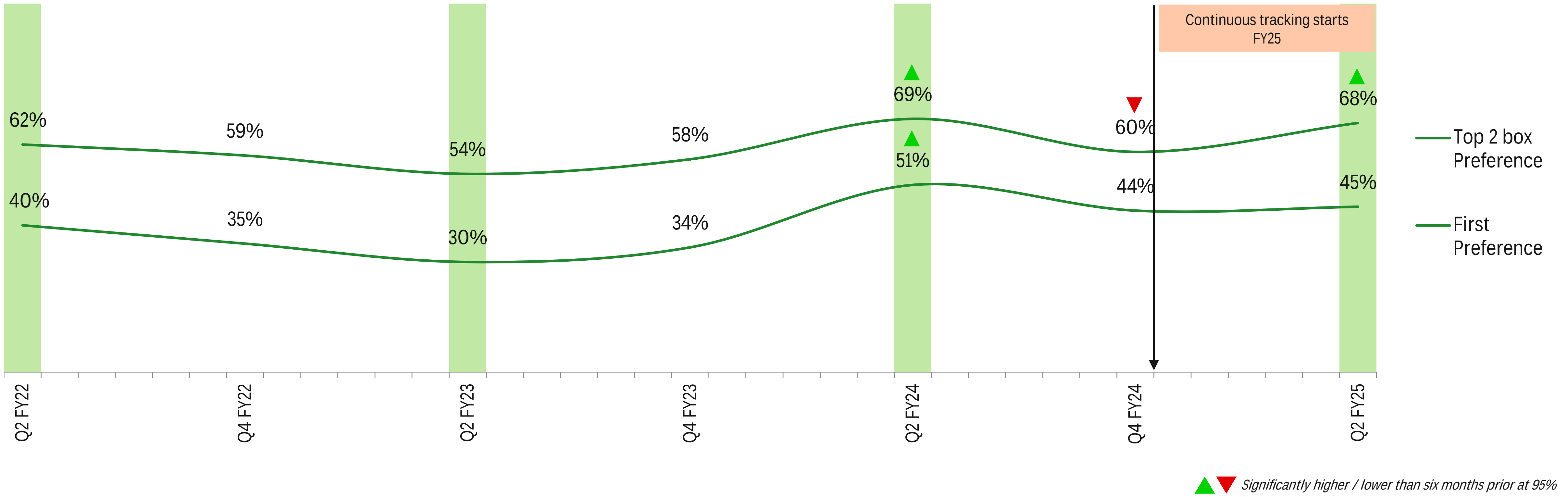
Change in rank by at least two places compared to Apr 24

1. Sample size: Current 5M n = 583; Previous April 2024 n = 220
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?"

Among ACs, top 2 box preference for New Zealand has recovered to peak levels of 68% but first-choice preference remains at the softer levels of 45%

New Zealand Preference KPI

AC Monitor | 6MRA | Total Active Considerers

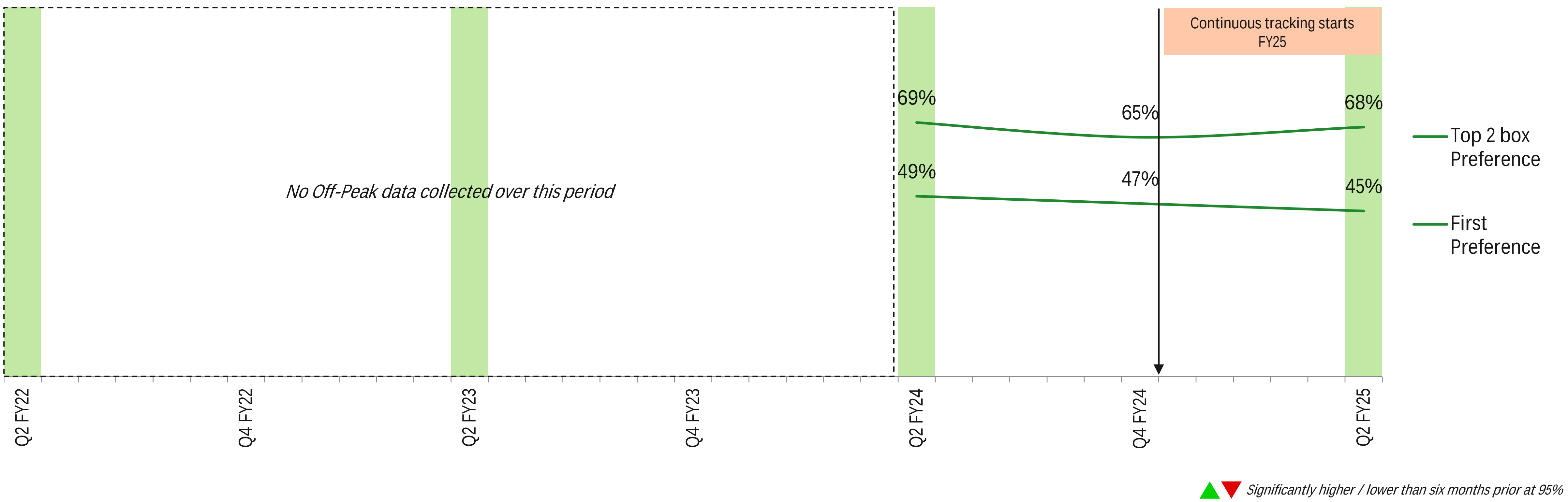


1. Sample size: Q2 FY22 – Q2 FY25 (6MRA) n = 500, 499, 300, 302, 301, 299 , 750
2. Question "Can you please rank those destinations in order of preference where 1 is your most preferred destination?"

Among Off-Peak Considerers, preference for New Zealand remains relatively stable

New Zealand Preference KPI for Off-Peak Considerers

AC Monitor | 6MRA | Off-Peak Considerers



1. Sample size: Q2 FY24 – Q2 FY25 (6MRA) n = 0, 0, 0, 366, 583
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 the brand associations that matter

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** NZ Channels: Paid, Owned, Earned	**Key Category Differentiators** What are the key category issues that TNZ can use to stand out, motivate and **drive cut-through** with ACs? Channels: Paid, Owned, Earned & Trade
Low Priority Drivers NZ Drivers that allow us to **differentiate** but are not core to "who we are", does not drive mental availability, emotional resonance Channels: Owned	**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 Channels: Owned, Trade

Categorising brand associations to the framework…

Strategic Brand Drivers

- Relax & refresh
- All seasons
- Landscapes & scenery
- Relationship with the land
- Unique experiences
- Iconic attractions
- Friendly people
- Indigenous culture

Key Category Differentiators

- Local culture
- Clean & unpolluted
- Wildlife experience
- Range of experiences
- Quality food & wine
- Range of adventure
- Amazing beaches
- Escape the ordinary

Low Priority Drivers

- Interesting cities

Hygiene Factors

- Safe destination
- Fun & enjoyment
- Family friendly
- Excitement
- Easy to travel around
- Affordable to fly to
- Affordable activities

Appendix: Brand attribute wording

We ask ACs which of their preferred destinations they associate with a number of statements, including the following core attributes:

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
Exciting to visit	Thinking about visiting makes me feel really excited
Clean & unpolluted	The environment there is clean and unpolluted
Beaches	Has amazing beaches and coastlines
Easy to travel around	It's easy to travel around to see and do things
Family friendly	Ideal for a family holiday
Friendly people	The locals are friendly and welcoming to all visitors
Fun & enjoyment	Ideal for having fun and enjoying yourself
Iconic attractions	Has iconic attractions and landmarks
Wildlife experiences	Has amazing wildlife experiences

Shorthand	Full wording
Interesting cities	Has interesting cities to visit
Landscapes & scenery	Spectacular natural landscapes and scenery
Local culture	Offers opportunities to experience local culture
Escape the ordinary	A place you can escape from the ordinary
Quality food & wine	Offers quality local food and wine experiences
Range of adventure	Offers a wide range of outdoor and 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
Indigenous culture	Has a unique indigenous culture

Context to preference driver analysis

Using Jaccard's analysis, we estimate which brand attributes and destination attributes drive preference for New Zealand and how New Zealand performs relative to its key competitors in order to identify priorities for 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-24 to Nov-24

While excitement and New Zealand’s clean and green image continue to drive preference, “destination safety” and “all seasons” are emerging drivers hence should be promoted

Top 15 drivers of preference for NZ

AC Monitor | % | 2024 (Jul-Nov 24) | Total Active Considerers | Index (see appendix)

Latest results	2024 rank	2023 rank	2022 rank[1]
Excitement	1	5	*
All seasons	2 ⇧	15	17
Clean & unpolluted	3	4	2
Safe destination	4 ⇧	18	3
Landscapes & scenery	5	1 ⇧	6
Fun & enjoyment	6	2	4
Range of adventure	7 ⇧	13 ⇩	7
Range of experiences	8 ⇧	14 ⇩	5
Family friendly	9	9 ⇩	1
Indigenous culture	10 ⇧	23 ⇩	14
Relax & refresh	11 ⇩	3 ⇧	10
Quality food & wine	12 ⇧	22	19
Friendly people	13	16 ⇩	11
Wildlife experiences	14 ⇩	7 ⇧	12
Escape the ordinary	15 ⇩	8 ⇧	15

Latest results	2024 rank	2023 rank	2022 rank[1]
Unique experiences	16 ⇩	11	9
Iconic attractions	17 ⇩	10	13
Amazing beaches	18	19	*
Relationship with the land	19 ⇩	12	16
Local culture	20	24 ⇩	18
Affordable activities	21	25	22
Easy to travel around	22	21	21
Interesting cities	23	20	20
Affordable to fly to	24	26	23

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
Escape the ordinary’ driver re-worded from ‘Ideal for escaping normal daily life’ to ‘A place you can escape from the Ordinary’ in FY24

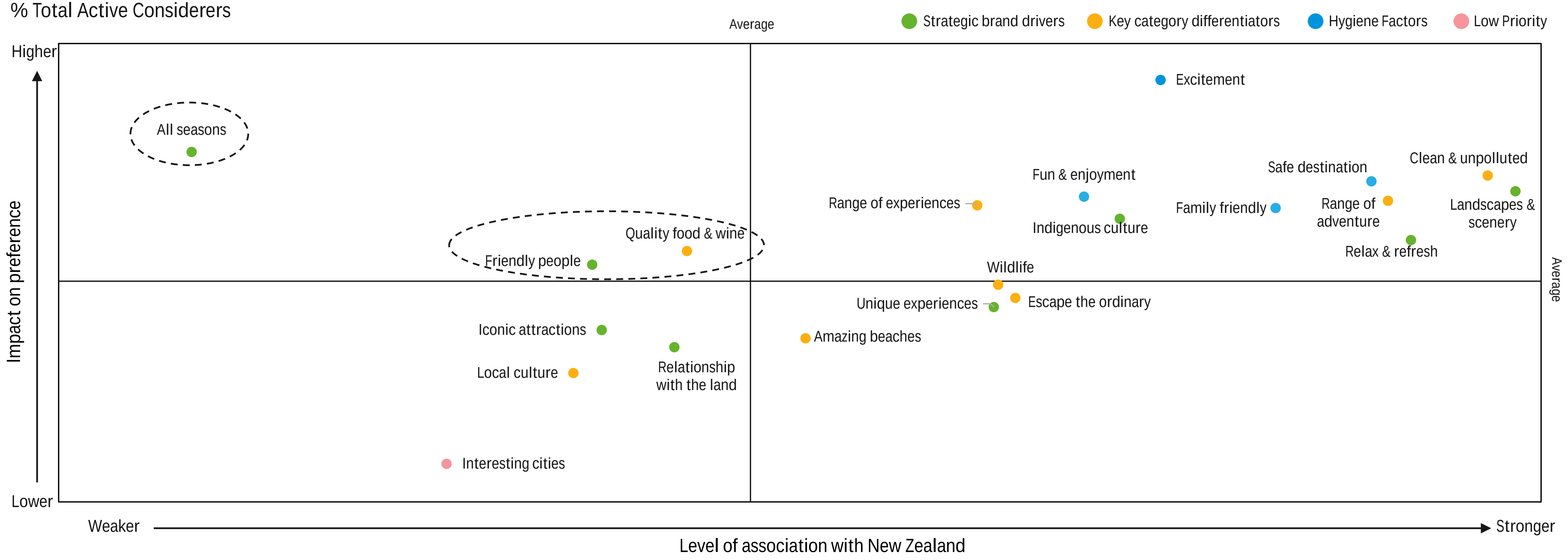
* Not asked at that time

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

New Zealand as a destination performs strongly on the high impact drivers, but there is opportunity to boost perceptions of all seasons and, to a lesser extent, friendly people and quality food & wine

Brand Associations of New Zealand x Impact on preference

% Total Active Considerers

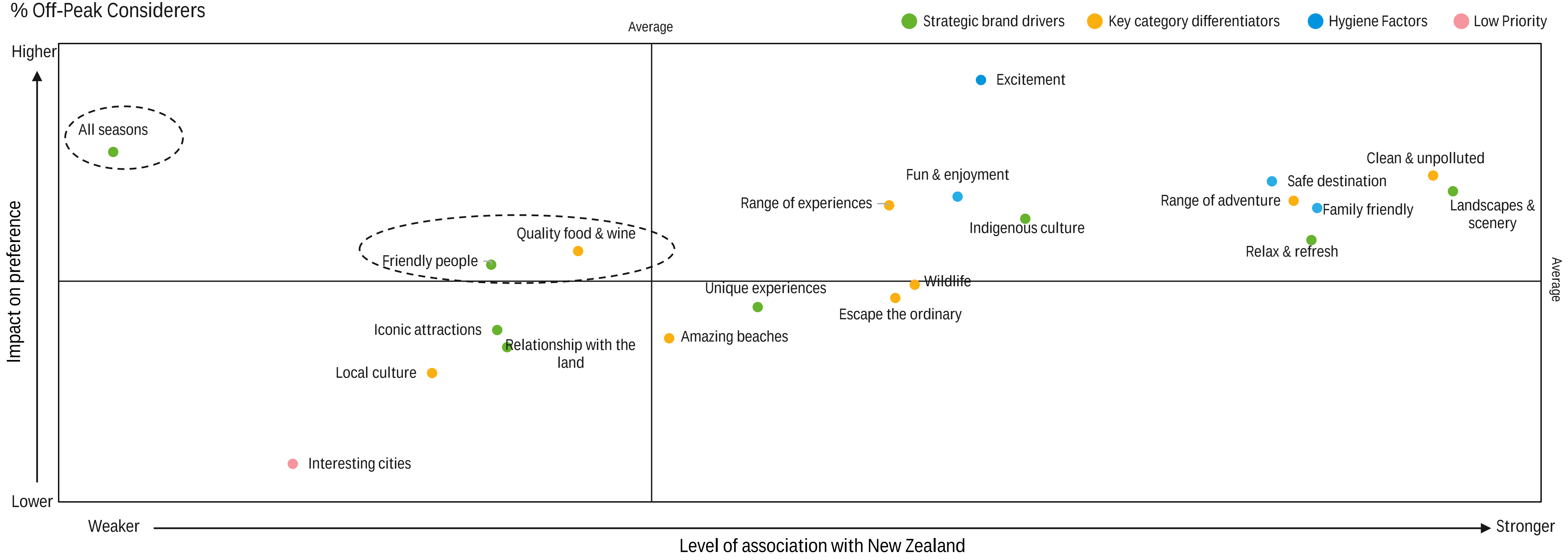


1. Sample size: n = 750
2. Question: "Which destinations, if any, do you associate with this statement?"
3. 'Affordable to fly to', 'Affordable activities' and 'Easy to travel around' drivers not included due to low impact and level of association
4. 'Escape the ordinary' driver re-worded to 'A place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

Among Off-Peak Considerers, there is also room to build perceptions of all seasons, friendly people and quality food & wine

Brand Associations of New Zealand x Impact on preference for Off-Peak Considerers

% Off-Peak Considerers



1. Sample size: n = 583
2. Question: "Which destinations, if any, do you associate with this statement?"
3. 'Affordable to fly to', 'Affordable activities' and 'Easy to travel around' drivers 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'

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100% PURE NEW ZEALAND

Relative to competitors, New Zealand's key strategic strengths are its landscape and scenery, indigenous culture and relationship with the land but there is an opportunity to boost its competitive positioning across all seasons, relax and refresh and iconic attractions

Relative brand positioning for Strategic Brand Drivers and Key Category Differentiators

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

		New Zealand	Japan	Australia	Switzerland	South Korea	China
Strategic Brand Drivers	All seasons	89	99	105	100	109	102
	Landscapes & scenery	107	90	92	120	81	104
	Indigenous culture	117	106	100	82	88	98
	Relax & refresh	93	99	100	130	97	78
	Friendly people	104	110	94	100	105	84
	Unique experiences	103	98	81	114	96	107
	Iconic attractions	88	104	89	106	96	123
	Relationship with the land	114	100	97	101	83	97
Key Category Differentiators	Clean & unpolluted	106	103	99	136	80	65
	Range of adventure	114	74	124	99	82	100
	Range of experiences	95	107	96	101	108	96
	Quality food & wine	96	101	109	97	100	97
	Wildlife	121	62	163	72	75	96
	Escape the ordinary	106	101	92	118	91	86
	Amazing beaches	111	76	156	75	91	84
	Local culture	95	117	78	80	127	111

Actions for TNZ:

Strengths:

- Landscapes and scenery
- Indigenous culture
- Relationship with the land
- Clean & unpolluted
- Range of adventure
- Wildlife experience

Drivers to dial up:

- All seasons
- Relax & refresh
- Iconic attractions
- Range of experiences
- Local culture

KANTAR

1. Sample size: n = 750
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

100% PURE NEW ZEALAND

Compared to other destinations, New Zealand is perceived to be more affordable to fly to but a less exciting and enjoyable place to visit

Relative brand positioning for Hygiene Factors and Low Priority

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

		New Zealand	Japan	Australia	Switzerland	South Korea	China
Hygiene Factors	Excitement	93	101	89	113	100	108
	Safe destination	97	108	95	100	116	85
	Fun & enjoyment	94	104	102	100	110	92
	Family friendly	94	107	107	109	105	78
	Affordable activities	96	98	94	68	108	147
	Easy to travel around	99	106	99	86	107	105
	Affordable to fly to	105	98	94	63	114	134
Low Priority	Interesting cities	80	109	81	107	112	122

Actions for TNZ:

Strengths:

- Affordable to fly to

Drivers to dial up:

- Excitement
- Fun & enjoyment
- Family friendly

1. Sample size: n = 750
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

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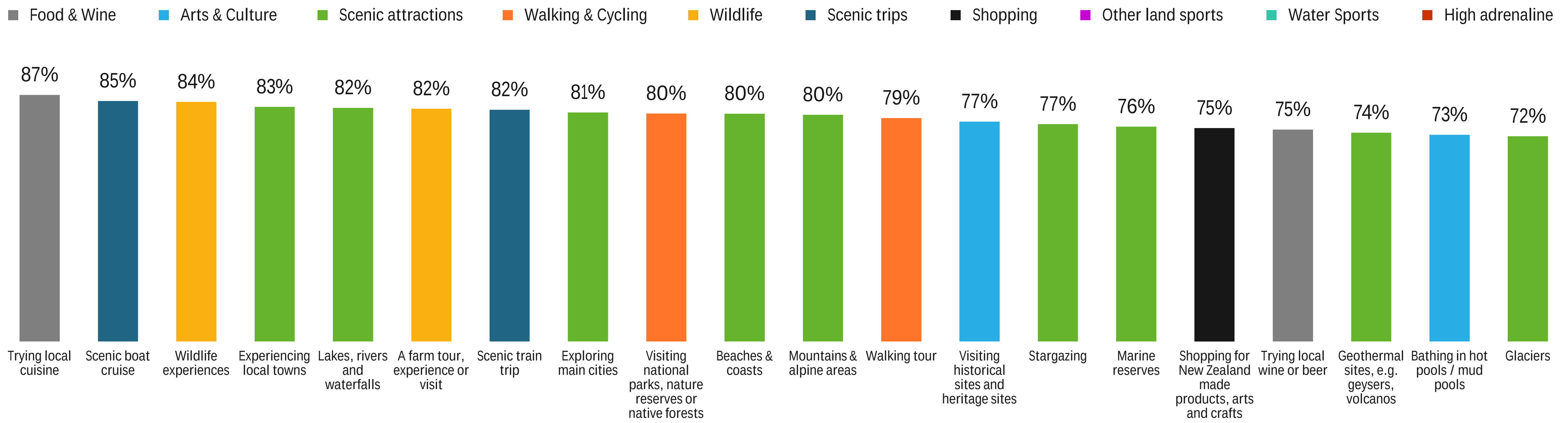
ACs have diverse interests, providing an opportunity to showcase those which can be done across off-peak seasons

Activities interested in doing in New Zealand (Top 20)
AC Monitor | Current 5M | Total Active Considerers



Off-Peak considerers																			
86%	83%	84%	81%	81%	▼ 79%	80%	79%	▼ 77%	78%	79%	78%	▼ 74%	75%	▼ 72%	▼ 72%	73%	73%	72%	72%

1. Sample size: Total ACs n = 300 | Off-Peak Considerers n = 239
2. Question "Which of the following would you be interested in seeing or doing when on holiday in New Zealand?"

▲▼ *Significantly higher / lower than Peak-Only Considerers*

3

How can TNZ maximise impact along consumer path to purchase?

Prioritising logistical concerns around the ease of travel in New Zealand, and guiding ACs on the best time of year for activities will help address key knowledge gaps and promote off-peak travel

Top ten knowledge gaps

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

Project Koru also found that some of these messages also need to be addressed at the brand level not just the tactical level (planning and booking)

	What do ACs want to know more about before choosing New Zealand?	Now	Previous 6 months
1	How easy it is to travel around	48% ▲	35%
2	How long it takes to travel between the main attractions	41% ▲	30%
3	What the best time of year is to do the activities I want to	40%	NA
4	How welcoming the locals are	39% ▲	30%
5	The quality and variety of food and beverage options	37% ▲	26%
6	What / where the recommended things to see and do are	37% ▲	24%
7	The length of time required to fly to New Zealand	36% ▲	29%
8	What the weather is like	35%	32%
9	How safe it is from crime	34% ▲	25%
10	The length of time needed to experience New Zealand properly	33% ▲	24%

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

1. Sample size: Current 5M n = 450 | Previous 6M n = 299
2. Question "Putting thoughts about costs aside, what are some of the concerns you have about choosing New Zealand for your next holiday?"

Tactical communications to address key knowledge gaps need to be surfaced through all stages of the funnel

Top ten knowledge gaps, by funnel stage

AC Monitor | Current 5M | Total Active Considerers

	What do ACs want to know more about before choosing New Zealand?	Dreaming	Discovering	Planning	Booking
1	How easy it is to travel around	49%	50%	Low sample size	46%
2	How long it takes to travel between the main attractions	39%	42%		42%
3	What the best time of year is to do the activities I want to	35%	45%		40%
4	How welcoming the locals are	36%	43%		35%
5	The quality and variety of food and beverage options	37%	38%		34%
6	What / where the recommended things to see and do are	36%	36%		38%
7	The length of time required to fly to New Zealand	35%	38%		35%
8	What the weather is like	33%	41% ▲		26% ▼
9	How safe it is from crime	34%	38%		28%
10	The length of time needed to experience New Zealand properly	34%	35%		30%

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

1. Sample size: Dreaming n = 156 | Discovering n = 189 | Planning n = 0 | Booking n = 105
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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100% PURE NEW ZEALAND

Messaging around the ease of travelling around New Zealand should indicatively be of higher priority when targeting Off-Peak Considerers

Top ten knowledge gaps for Off-Peak Considerers

AC Monitor | Current 5M | Off-Peak Considerers

	What do ACs want to know more about before choosing New Zealand?	Off-Peak Considerers	Peak-Only Considerers
1	How easy it is to travel around	50%	42%
2	How long it takes to travel between the main attractions	39%	47%
3	What the best time of year is to do the activities I want to	41%	37%
4	How welcoming the locals are	39%	39%
5	The quality and variety of food and beverage options	37%	38%
6	What / where the recommended things to see and do are	38%	33%
7	The length of time required to fly to New Zealand	35%	42%
8	What the weather is like	35%	33%
9	How safe it is from crime	35%	33%
10	The length of time needed to experience New Zealand properly	34%	31%

▲▼ *Significantly higher / lower than Peak-Only Considerers*

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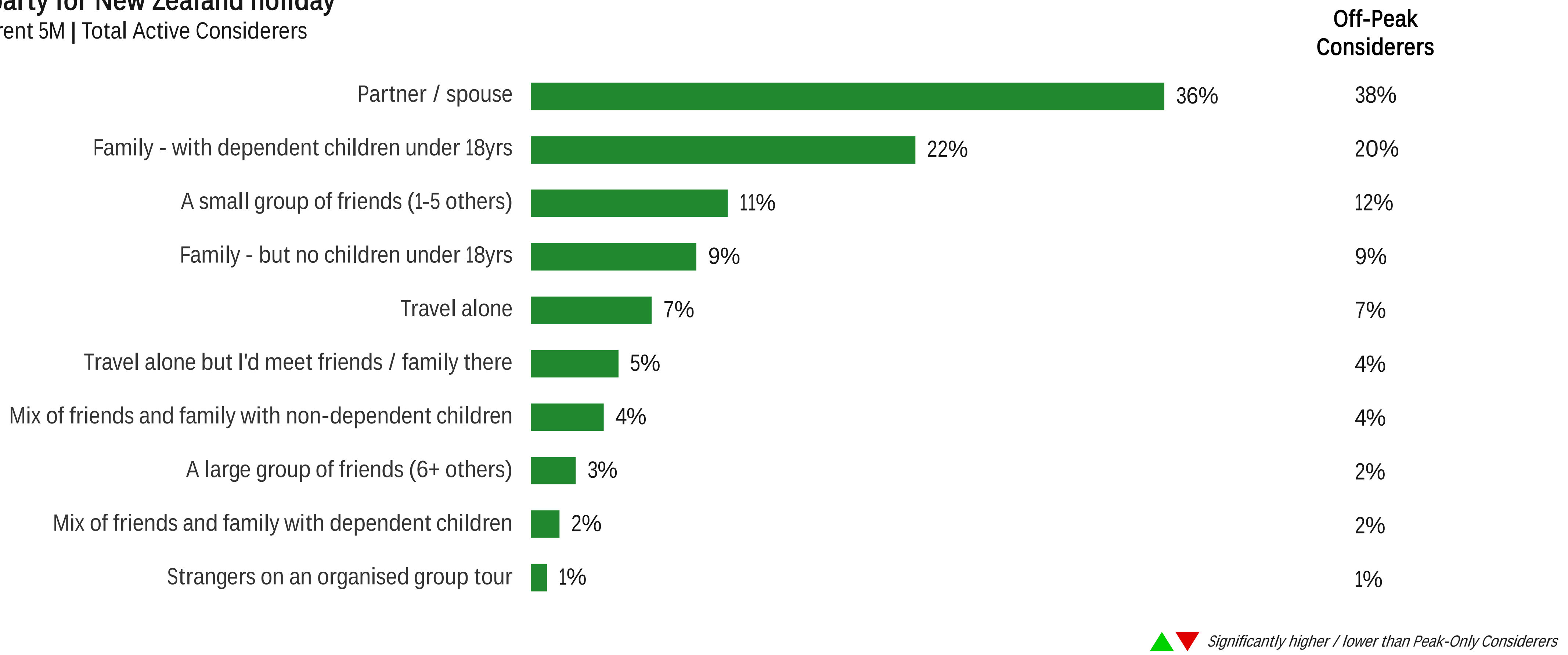
1. Sample size: Off-Peak Considerers n = 344 | Peak-Only Considerers n = 106
2. Question "Putting thoughts about costs aside, what are some of the concerns you have about choosing New Zealand for your next holiday?"

100% PURE NEW ZEALAND

Singaporean ACs and Off-Peak Considerers are most likely to travel to New Zealand with their spouse / partner followed by travelling with their dependent children

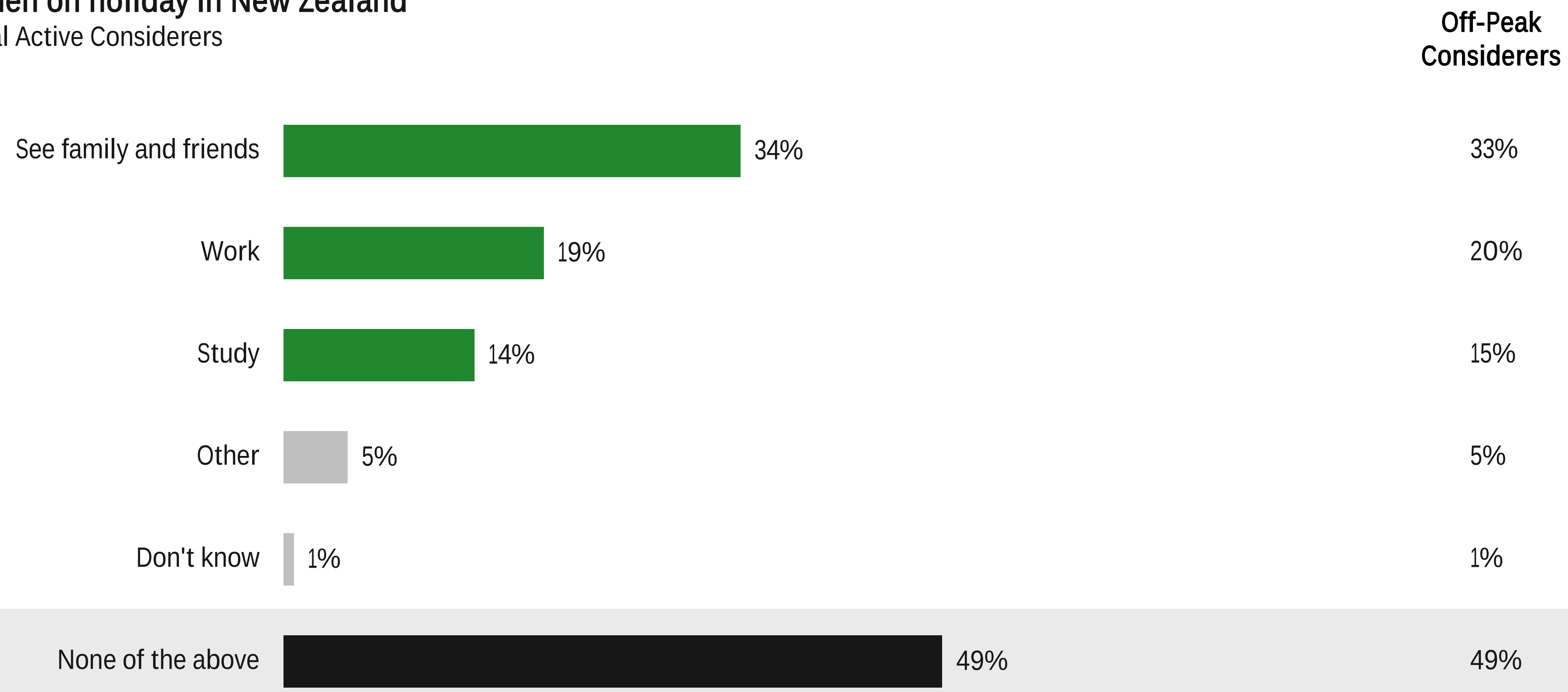
Likely travel party for New Zealand holiday
AC Monitor | Current 5M | Total Active Considerers



1. Sample size: Total ACs n = 750 | Off-Peak Considerers n = 583
2. Question "Who are you most likely to travel with on your trip to New Zealand?"

Around half of the AC pool intend to visit New Zealand for a holiday only, while 34% would look to visit family and friends; a similar trend is seen with Off-Peak Considerers

Additional intentions when on holiday in New Zealand
AC Monitor | Current 5M | Total Active Considerers



This represents ACs who are considering travelling to New Zealand for a holiday ONLY

Significantly higher / lower than Peak-Only Considerers

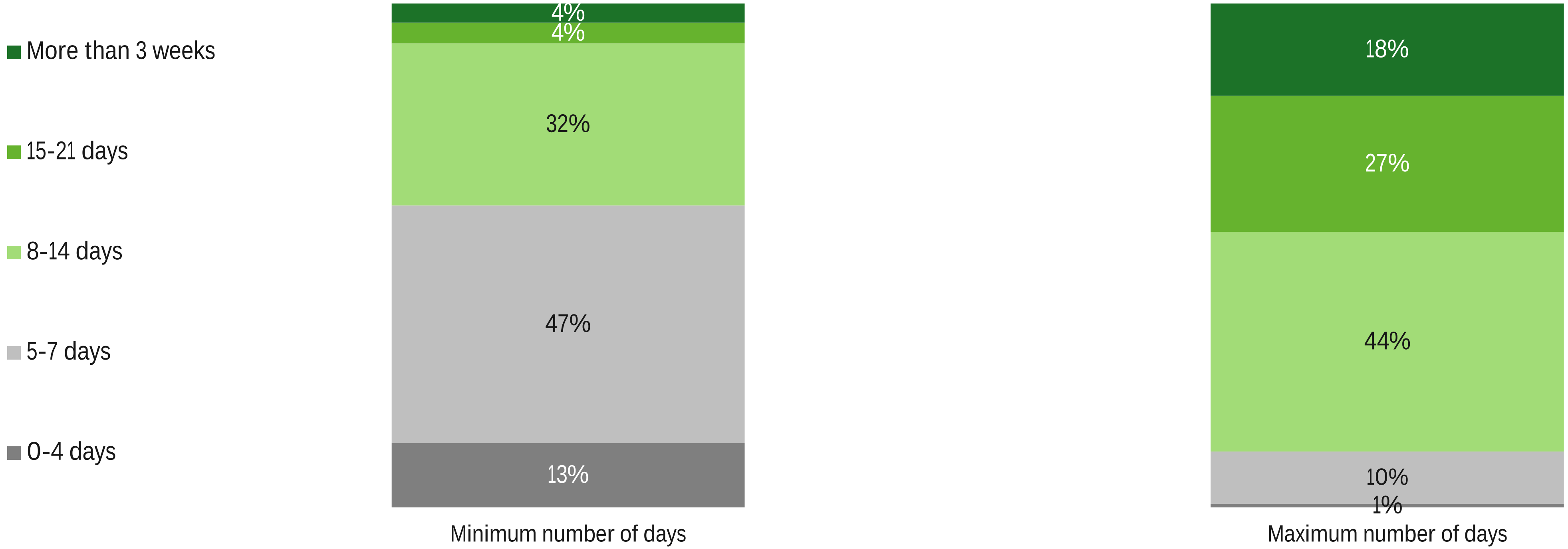
KANTAR

1. Sample size: Total ACs n = 750 | Off-Peak Considerers n = 583
2. Question "When considering travelling to New Zealand for a holiday, do you also intend to..."

100% PURE NEW ZEALAND

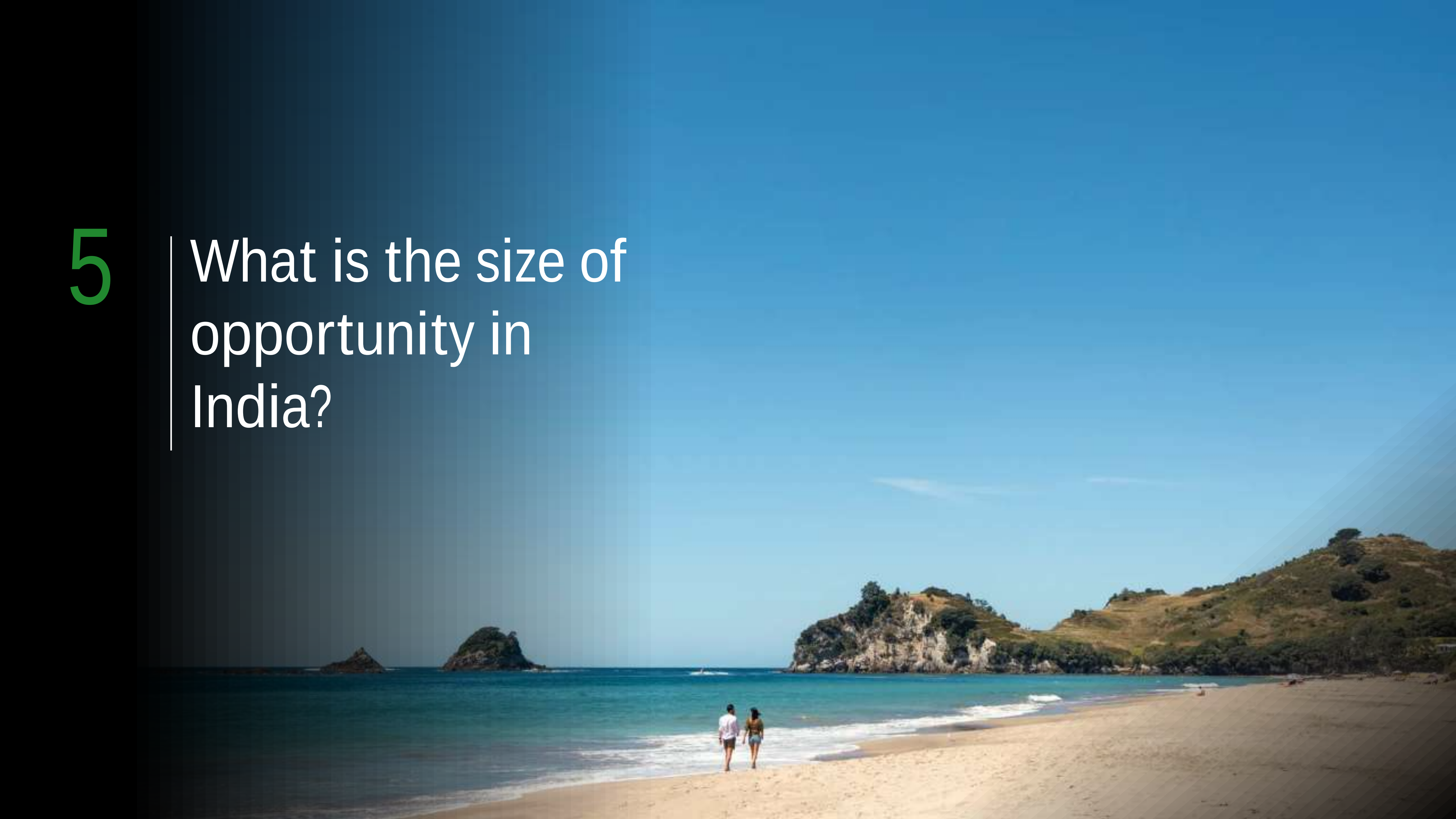
The vast majority of ACs would spend a minimum of 5 days in New Zealand and a maximum of 21 days

Ideal minimum and maximum numbers of days spent on holiday in New Zealand
AC Monitor | Current 5M | Total Active Considerers



1. Sample size: Total ACs n = 750
2. Question "Thinking about a future holiday in New Zealand, what would be the minimum and maximum amount of time you would ideally spend in New Zealand?"

INDIA



5 What is the size of opportunity in India?

Active Considerer Funnel – India

Active Considerers definition

Active Considerers find New Zealand highly appealing as a holiday destination, would seriously consider visiting in the next three years, see New Zealand as a preferred destination for their next holiday, and have a realistic budget for their visit (at least ₹160,000 INR per person) to New Zealand.

Online population, 18-74 years of age[1] — **41.7m**

75%

Find New Zealand **highly appealing** as a holiday destination, and... — **31.2m**

85%

Would **seriously consider** visiting in the next three years, and... — **26.5m**

96%

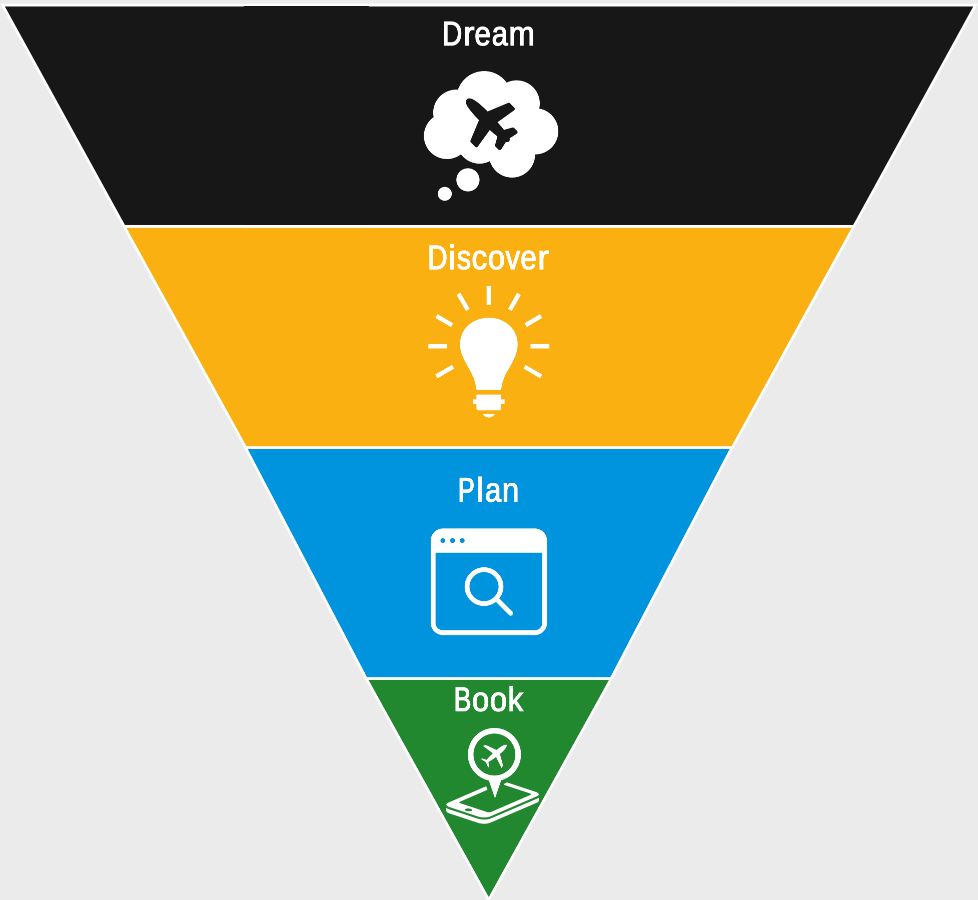
New Zealand is a **preferred destination** (top 5) for their next holiday, and... — **25.6m**

55%

Willing to spend at least ₹160,000 INR per person on a holiday to New Zealand[2] — **14.1m**

1. The approx. AC pool size is based on the online population estimates as of November 2024 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 – India



Book to come to NZ
Moment of Truth

	Active Considerers (14.1m)	Size (%) Q2 FY25	Size (%) Q4 FY24
Dream	2.5m	18%	*18%*
Discover	6.4m	46%	*NA*
Plan	0.0m	0%	*8%*
Book	5.1m	36%	*74%*

Note: FY25 change

- The questions used to identify the journey stage ACs are in were changed in Jul '24 (beginning of FY25) in order to include the 'Discover' layer
- Q4 FY24 results are included here to illustrate the funnel prior to the change .The change in % ACs at the Plan and Book stages from FY24 is not a true change – instead, it reflects the change in methodology
- However, the 4 stages (and the % within each) are now better aligned with Tourism New Zealand's digital channels

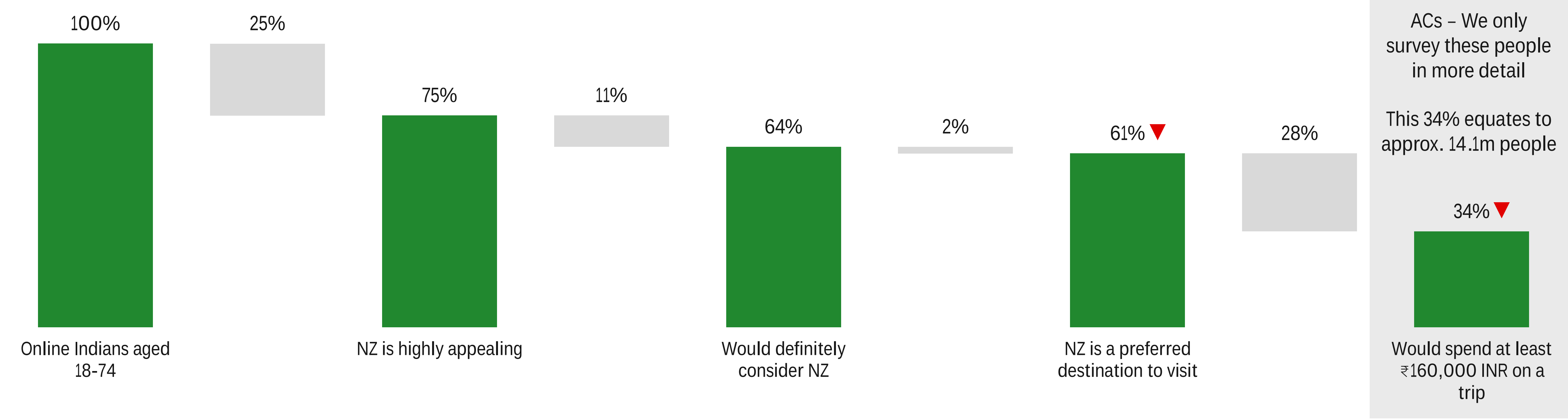
Note: The 'Discover' layer in the consumer journey funnel was added in Q2 FY25; in previous waves the funnel consisted of 'Dream', 'Plan' and 'Book' only

In the last 6 months, the AC incidence in India has slipped from 43% to 34% but the AC pool remains sizable at 14.1 million people across the three target cities

Note: Continuous monitoring started at the beginning of FY25 – this change in methodology could be affecting the results and changes we see from the bi-annual testing in Q4 FY24

Qualifying criteria for defining ACs

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



Q4 FY24 bi-annual dip	100%	25%	75%	8%	67%	1%	66%	23%	43%

▲▼ *Significantly higher / lower than six month prior at 99%*

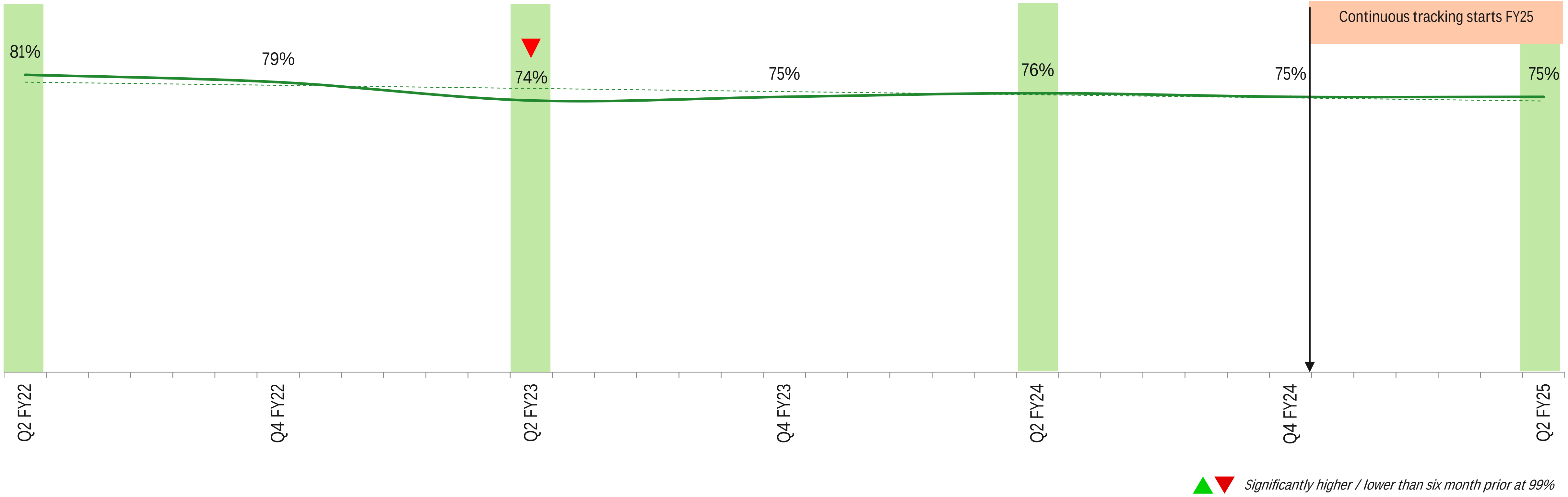
1. The approx. AC pool size is based on the online population estimates as of November 2024 and the AC incidence rate for the current five months
2. Sample size: Q2 FY25 n = 2933 | Q4 FY24 n = 701

New Zealand's appeal has showed little change since it dropped off Q2 FY23

Appeal

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

- 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

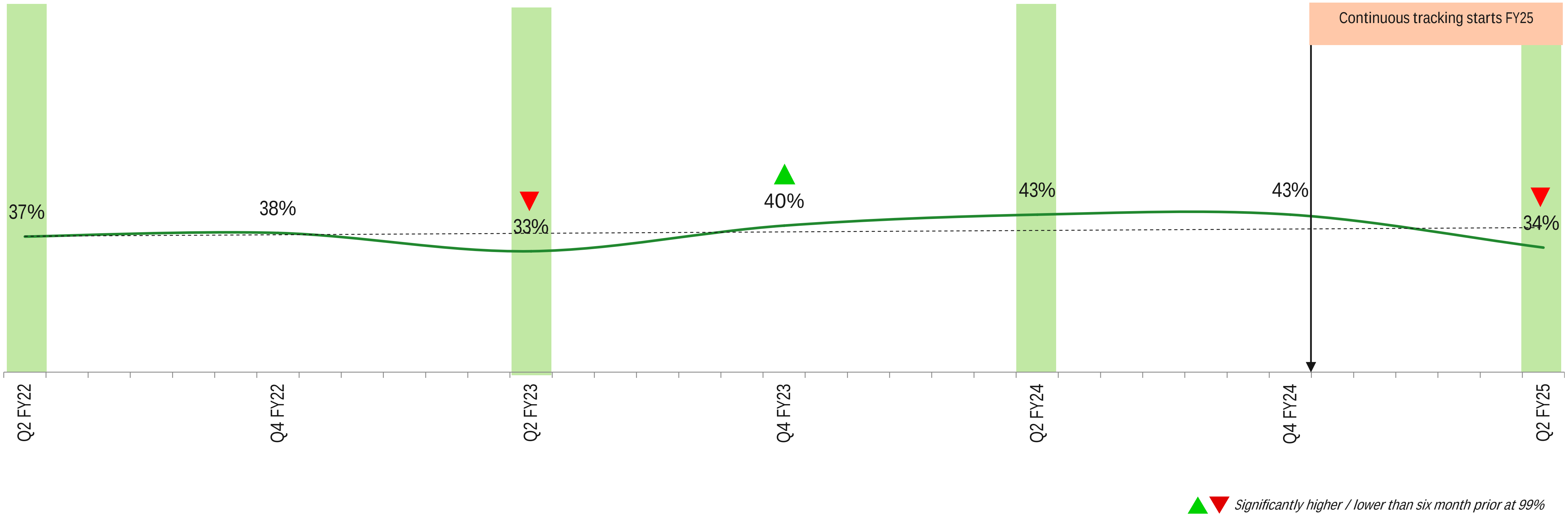


1. Sample size: Q2 FY22 n=867; Q4 FY22 n = 1,419; Q2 FY23 n = 1,349; Q4 FY23 n= 2,180; Q2 FY24 n = 906, Q4 FY24 n = Q2 FY25701, 2933
2. Question "Putting aside any thoughts about time and cost, how appealing do you find New Zealand as a holiday destination?"

After reaching peak levels of 43%, the AC incidence has recently dipped

Incidence of ACs

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

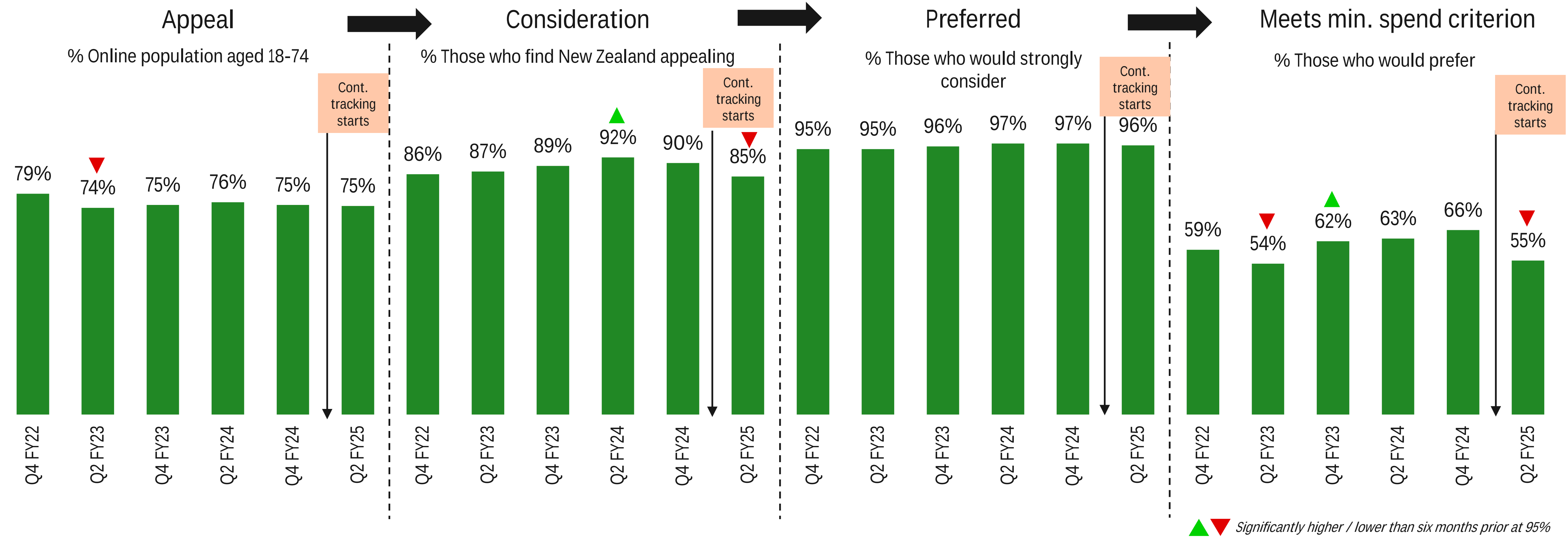


1. Sample size: Q2 FY22 – Q2 FY25 (6MRA) 867, 1419, 1349, 2180, 906, 701, 2933
2. % of population who find New Zealand as a holiday destination as highly appealing (%8-10), has strong consideration to holiday in New Zealand (%8-10), strongly prefers to holiday in New Zealand (%4-5), and would spend at least $1,500 AUD while holidaying in New Zealand

Declines in both 'consideration for New Zealand' and 'meets minimum spend' are contributing to the recent dip in AC incidence

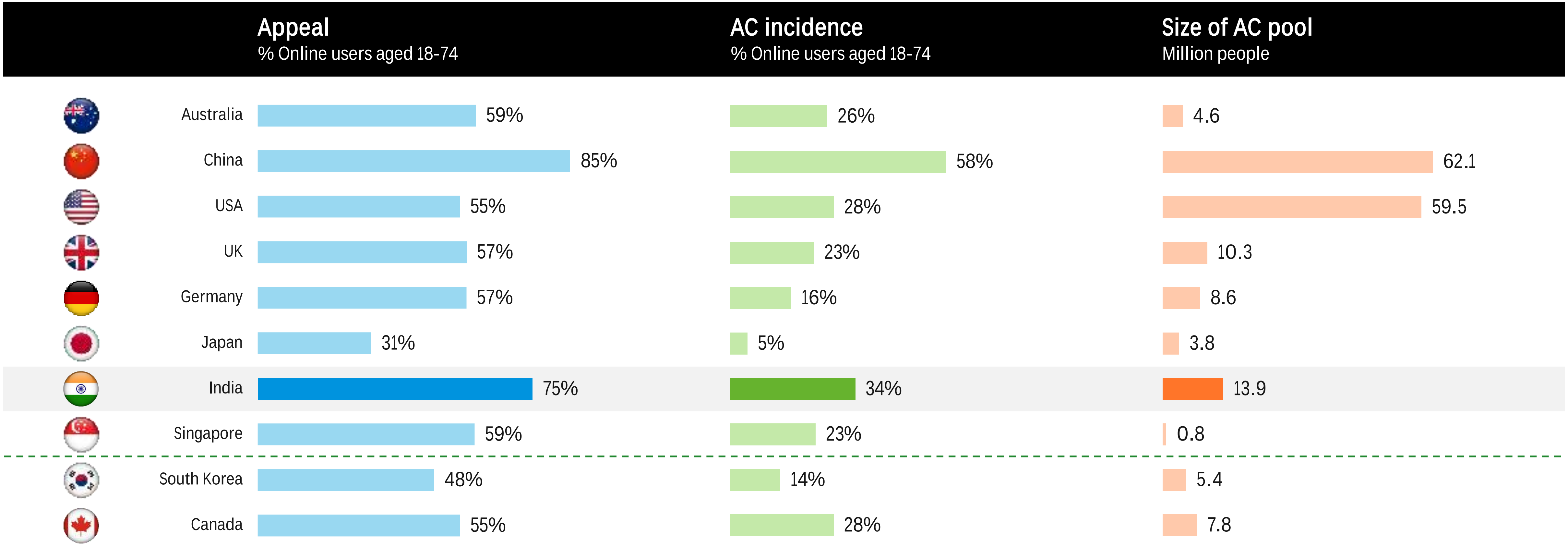
Conversion of ACs through the Consideration Funnel

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



1. Sample size: Q4 FY22 – Q2 FY25 (6MRA): Appeal n 1,419,1,349, 2,180, 906, 701, 2933 | Consider n = 1,127, 1,004, 1,670, 721, 536, 2140 | Prefer n = 973, 872, 1,504, 661, 485, 1834 | Spend n = 0 928, 828, 1,448, 639, 474, 1753
2. Question "Putting aside any thoughts about time and cost, how appealing do you find New Zealand as a holiday destination?"
3. Question "Would you consider visiting New Zealand for a holiday within the next three years?"
4. Question "To what extent do you agree or disagree that New Zealand is a preferred destination for your next holiday?"
5. Question "On a per person basis, how much would you be willing to spend on a holiday to New Zealand?"

With relatively strong levels of appeal and AC incidence, India continues to present a sizable opportunity to drive arrivals



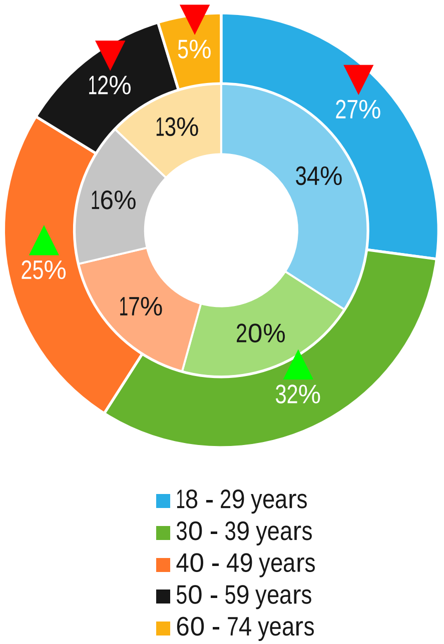
Source for top 8 markets: AC Monitor | Online population aged 18-74 | Current 5M
Australia n = 3283 | China n = 1699 | USA n = 3994 | UK n = 3940 | Germany n = 5597 | Japan n = 25822 | India n = 2933 | Singapore n = 3555

Compared to non-ACs, ACs are more likely to be aged 30 – 49 years and based in New Delhi; 60% have families with pre-school or school aged children

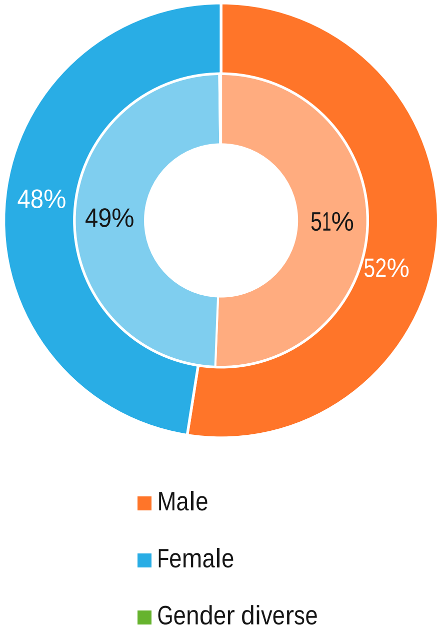
Profile of Active Considerers
AC Monitor | Current 5M | Active Considerers vs Non-Active Considerers

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

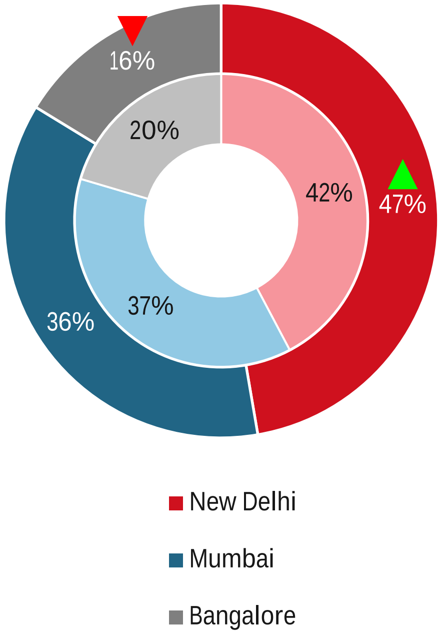
By age segment



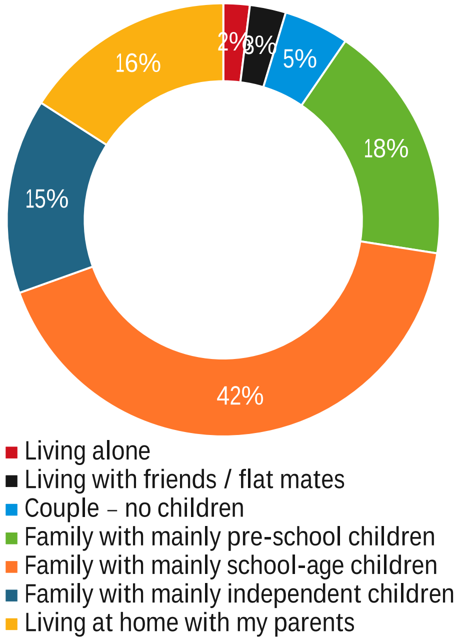
By gender



By region



Household Composition



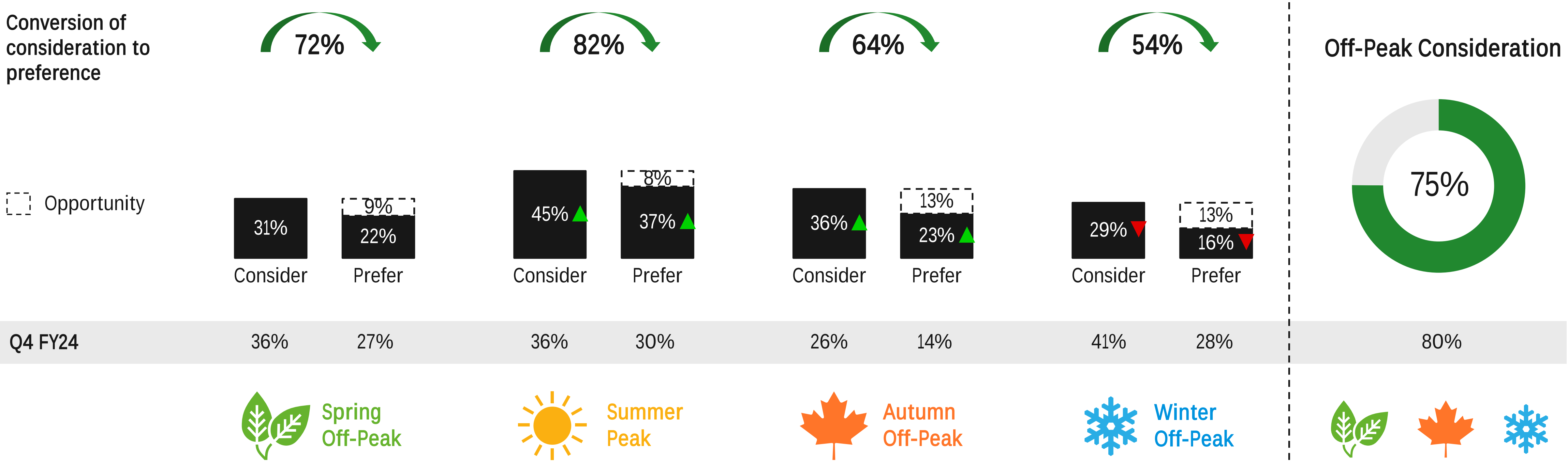
Significantly higher / lower than non-ACs

1. Sample size: ACs n = 901 | non-ACs n = 2032

Despite growing interest in Autumn, the decline in Winter and growth in Summer interest should be a watch out given the strategic objective to drive off-peak arrivals

Seasons – Consideration & Preference

AC Monitor | Current 5M | Total Active Considerers



Significantly higher / lower than six months prior at 95%

1. Sample size: Current 5M n = 751 | Previous period n = 300
2. Question: "At what time(s) of year would you consider visiting New Zealand?" When would you prefer to visit New Zealand?"
3. Spring = Sep, Oct, Nov | Summer = Dec, Jan, Feb | Autumn = Mar, Apr, May | Winter = Jun, Jul, Aug

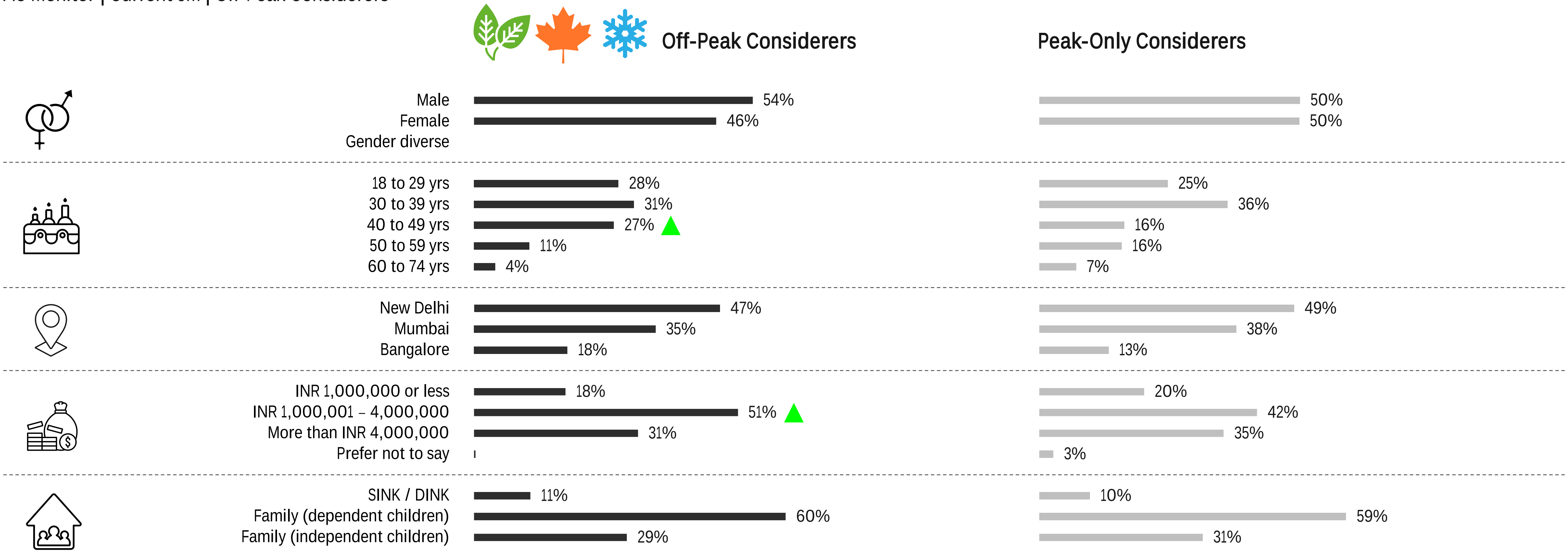
KANTAR

100% PURE NEW ZEALAND

The demographic profile of Off-Peak Considerers skews towards those aged 40 – 49 years and mid-income households

Profile of Off-Peak Considerers

AC Monitor | Current 5M | Off-Peak Considerers



1. Sample size: Off-Peak Considerers n = 502 | Peak-Only Considerers n = 248

Significantly higher / lower than non-considerers of that season

With 75% Off-Peak Consideration, the opportunity to drive off-peak arrivals among Indian ACs is sizeable, with Autumn presenting the biggest opportunity

Seasonal Consideration	Total Off-Peak % ACs	Spring Off-Peak	Summer Peak	Autumn Off-Peak	Winter Off-Peak
Australia	65%	32%	47%	32%	24%
China	84%	34%	30%	44%	31%
USA	65%	26%	49%	35%	20%
UK	57%	21%	48%	26%	19%
Germany	62%	31%	45%	24%	18%
Japan	68%	32%	42%	35%	18%
India	75%	31%	45%	36%	29%
Singapore	78%	35%	26%	39%	24%
South Korea	78%	35%	22%	38%	19%
Canada	63%	21%	50%	39%	23%

KANTAR

Source for top 8 markets: AC Monitor | Online population aged 18-74 | Current 5M
Australia n = 751 | China n = 754 | USA n = 750 | UK n = 750 | Germany n = 751 | Japan n = 750 | India n = 751 | Singapore n = 750

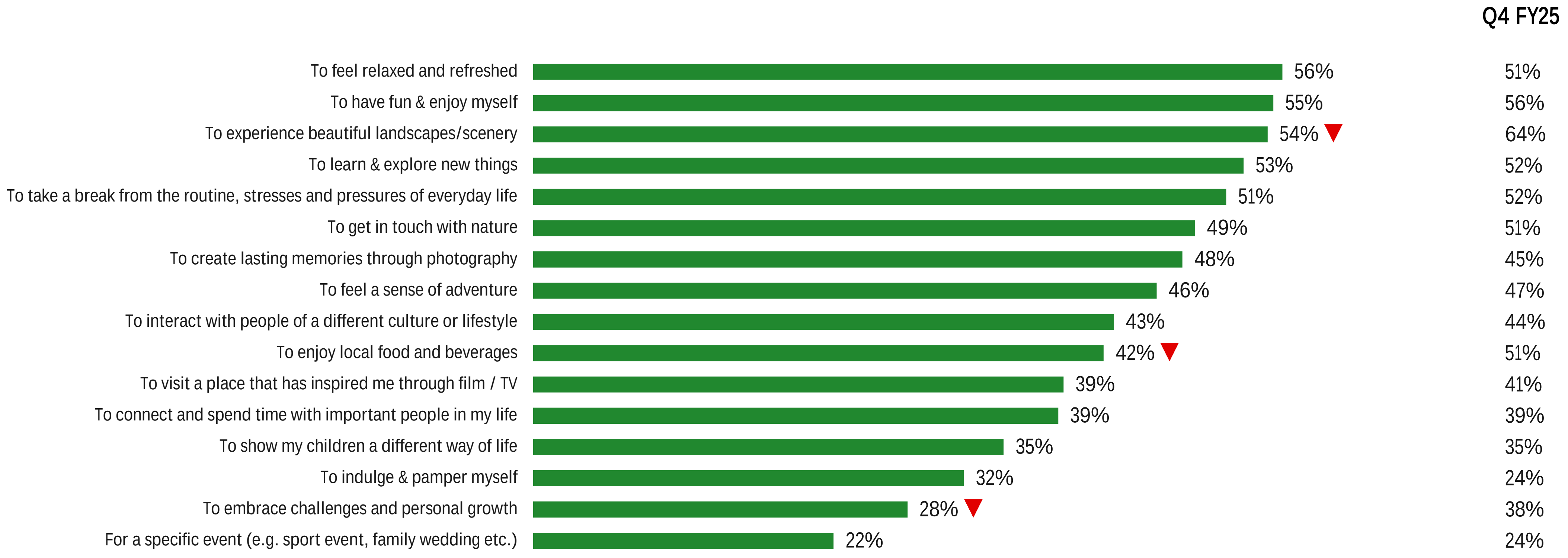
100% PURE NEW ZEALAND

6 How can TNZ drive desirability of New Zealand as a holiday destination?

Marcomms should emphasize key motivations to visit New Zealand, namely opportunities to relax and have fun, as well as experience beautiful landscapes which remains a top reason to visit

Reasons to visit New Zealand for a holiday

AC Monitor | Current 5M | Total Active Considerers

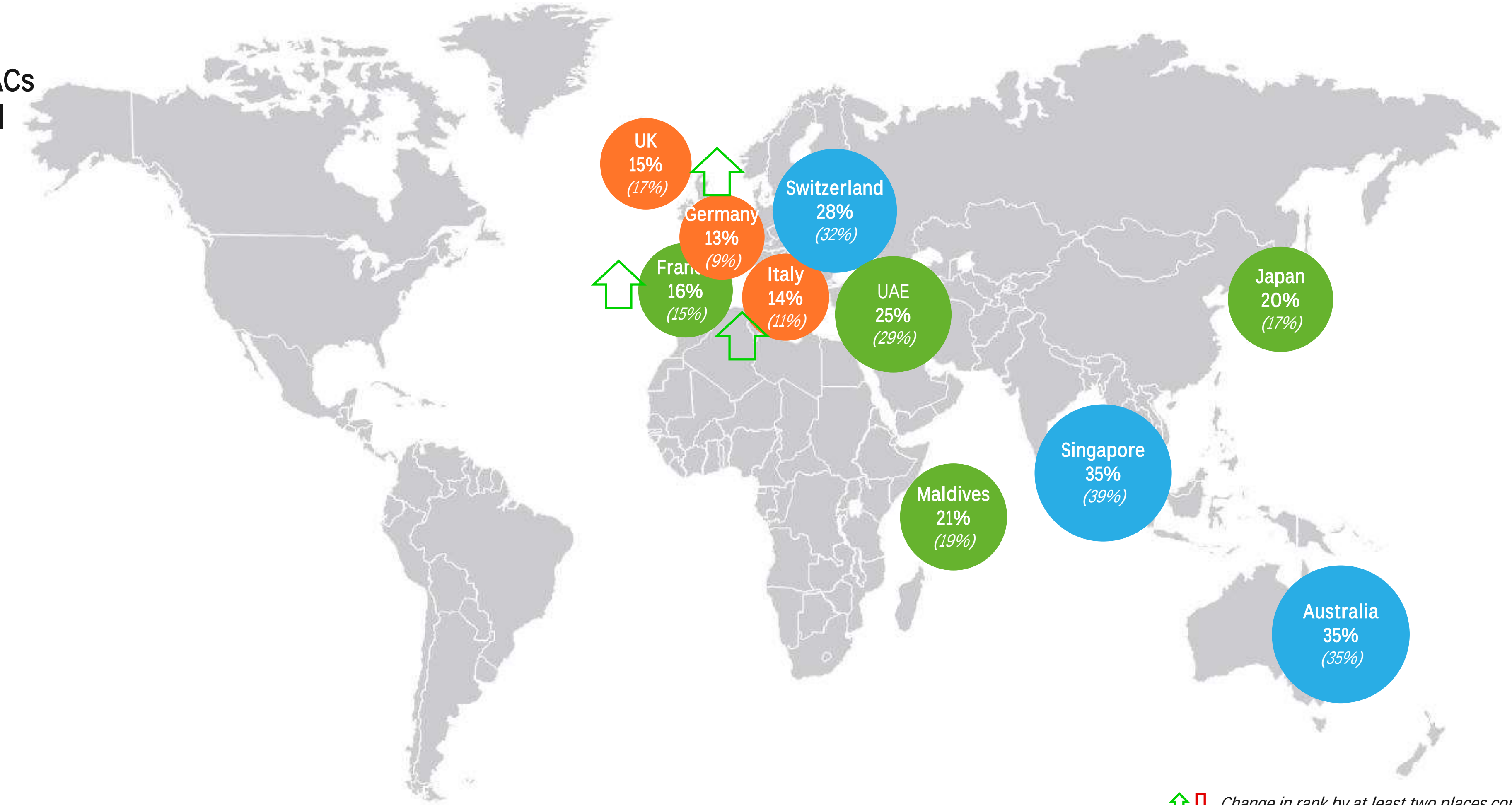


▲▼ *Significantly higher / lower than previous period*

Sample size: Current 5M n = 301 | **Q4 FY25** n = 0
Question "Why do you want to visit New Zealand for a holiday?"

There is a growing preference for Europe among Indian ACs but Australia and Singapore continue to **remain New Zealand's top competitors based on preference, followed by Switzerland**

Top ten competitor set for ACs
AC Monitor | Current 5M vs. Apr 24|
Total Active Considerers



USA drops from 6th position to 13th and Bali goes from 10th position to 14th

Legend
- Top 3
- Rank 4-7
- Rank 8-10

Change in rank by at least two places compared to Apr 24

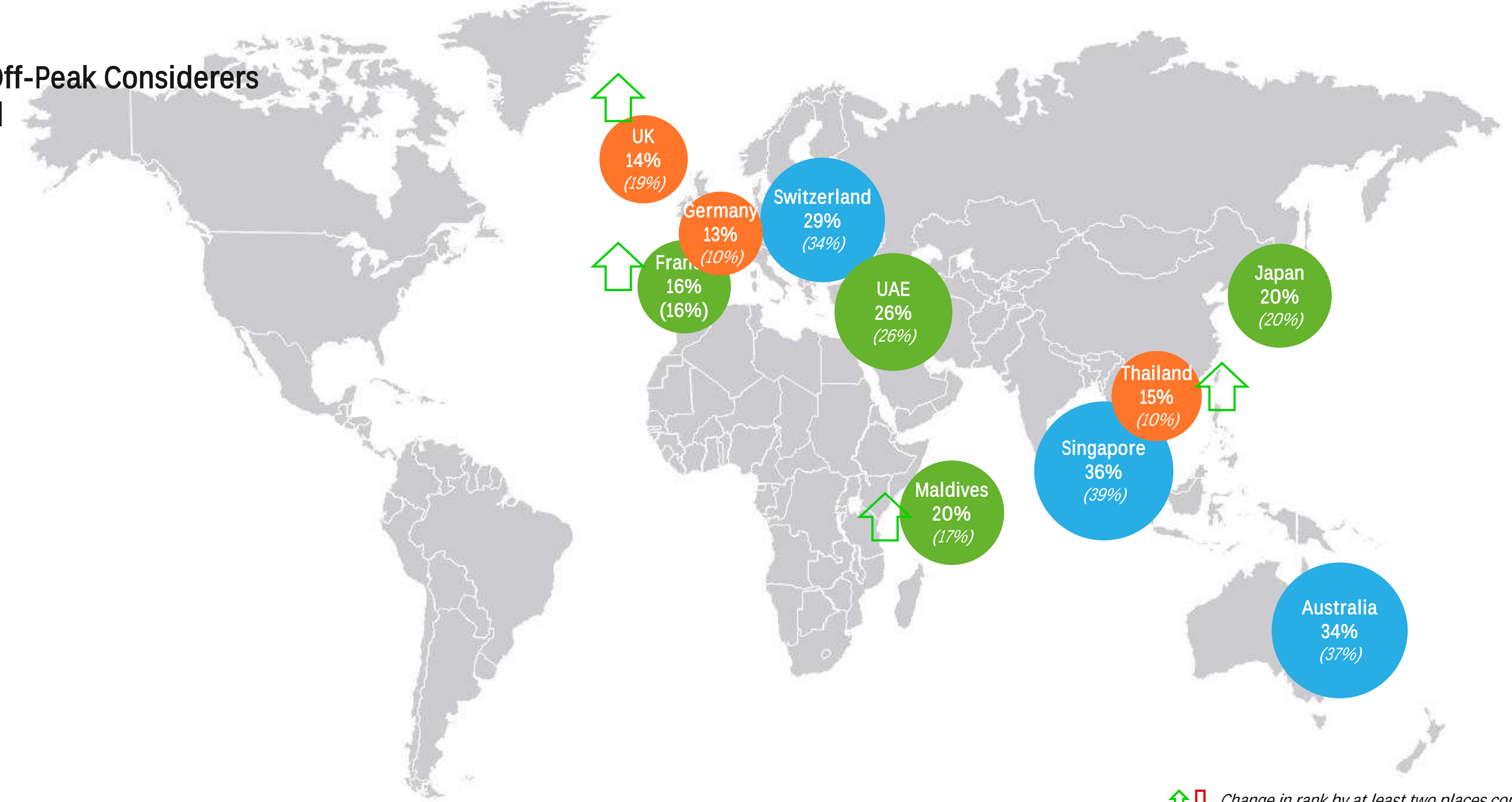
1. Sample size: Current 5M n = 751; Previous April 2024 n = 300
2. % selected destination in their top five preferred destinations
3. Figures in brackets denote previous 6 months
4. Question "Aside from New Zealand, what other four destinations make up your top five preferred destinations to visit for a holiday?"

KANTAR

100% PURE NEW ZEALAND

Off-Peak Considerers also show rising interest in Europe as well as Maldives and Thailand; however, **Singapore, Australia and Switzerland remain New Zealand's top 3 competitors**

Top ten competitor set for Off-Peak Considerers
AC Monitor | Current 5M vs. Apr 24|
Off-Peak Considerers



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Legend
- Top 3
- Rank 4-7
- Rank 8-10

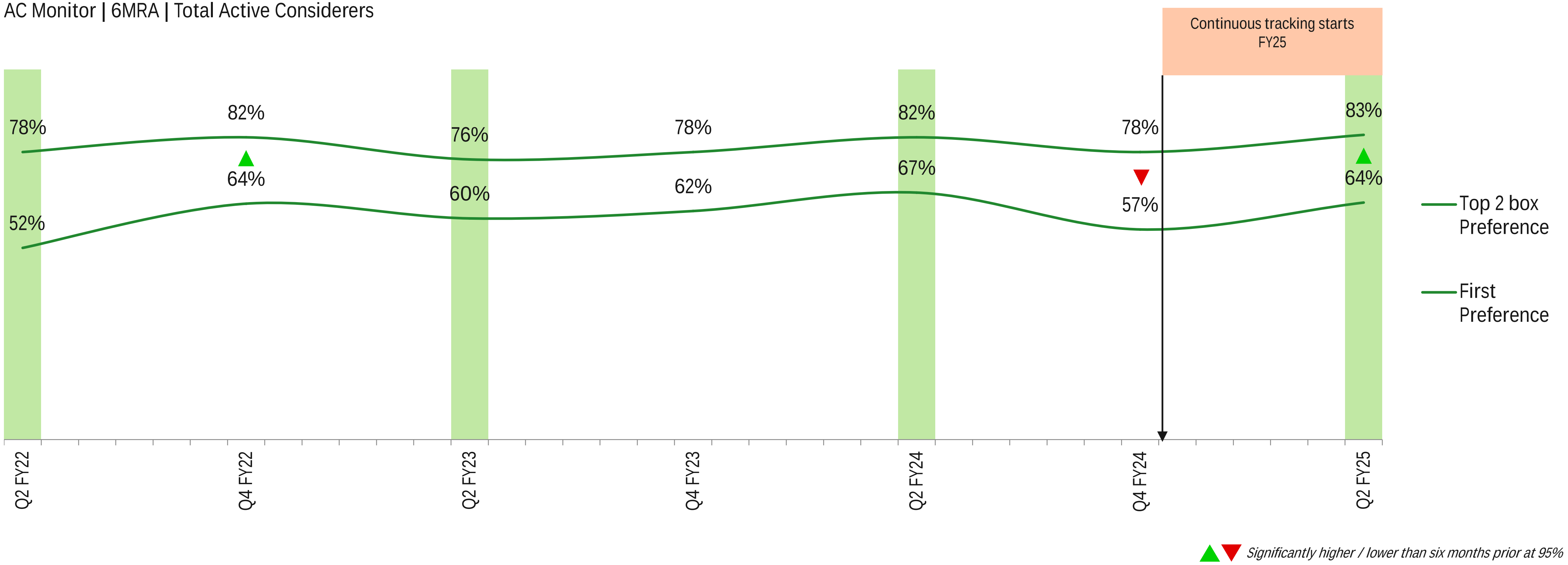
Change in rank by at least two places compared to Apr 24

1. Sample size: Current 5M n = 575 Previous April 2024 n = 251
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?"

Among ACs, top 2 box preference is at peak levels of 83% while first-choice preference has recovered to a healthy 64%

New Zealand Preference KPI

AC Monitor | 6MRA | Total Active Considerers

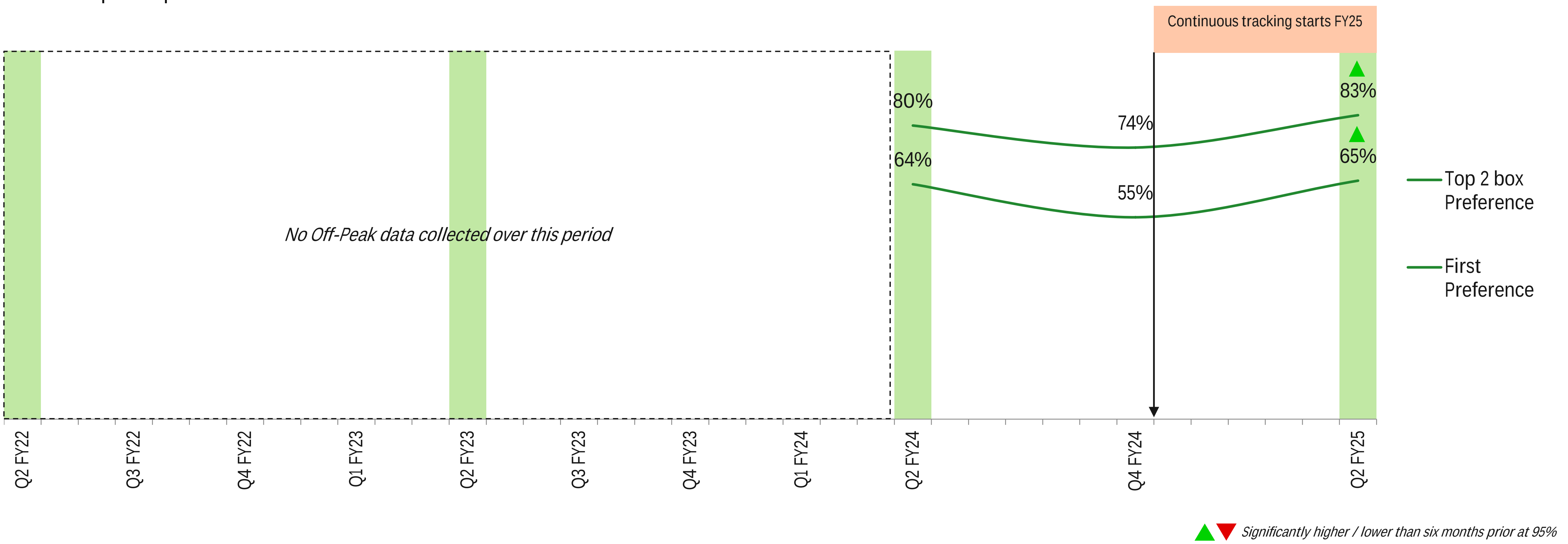


1. Sample size: Q2 FY22 – Q2 FY25 (6MRA) n =300, 300, 300, 300, 300, 300, 751
2. Question "Can you please rank those destinations in order of preference where 1 is your most preferred destination?"

Among Off-Peak Considerers, preference for New Zealand has recovered from a slight dip in the previous period

New Zealand Preference KPI for Off-Peak Considerers

AC Monitor | 6MRA | Off-Peak Considerers



1. Sample size: Q2 FY24 – Q2 FY25 (6MRA) n = 218,251, 575
2. Question “Can you please rank those destinations in order of preference where 1 is your most preferred destination?”

A framework to organise and optimise the brand associations that matter

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** NZ Channels: Paid, Owned, Earned	**Key Category Differentiators** What are the key category issues that TNZ can use to stand out, motivate and **drive cut-through** with ACs? Channels: Paid, Owned, Earned & Trade
Low Priority Drivers NZ Drivers that allow us to **differentiate** but are not core to "who we are", does not drive mental availability, emotional resonance Channels: Owned	**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 Channels: Owned, Trade

Categorising brand associations to the framework…

Strategic Brand Drivers	Key Category Differentiators
• Relax & refresh • All seasons • Landscapes & scenery • Relationship with the land • Unique experiences • Iconic attractions • Friendly people • Indigenous culture	• Local culture • Clean & unpolluted • Wildlife experience • Range of experiences • Quality food & wine • Range of adventure • Amazing beaches • Escape the ordinary
Low Priority Drivers	**Hygiene Factors**
• Interesting cities	• Safe destination • Fun & enjoyment • Family friendly • Excitement • Easy to travel around • Affordable to fly to • Affordable activities

Range of adventure and friendly people emerge as top preference drivers, while other strategic drivers grow in impact

Top 15 drivers of preference for NZ

AC Monitor | % | 2024 (Jul-Nov 24) | Total Active Considerers | Index (see appendix)

Latest results	2024 rank	2023 rank	2022 rank(1)
Range of adventure	1 ⇧	10 ⇧	15
Friendly people	2 ⇧	17 ⇩	9
Clean & unpolluted	3	2	3
Quality food & wine	4 ⇧	22	22
Landscapes & scenery	5 ⇧	18 ⇩	8
Safe destination	6	8	7
Excitement	7	7	*
Indigenous culture	8 ⇧	16	17
Family friendly	9	6	2
Unique experiences	10 ⇩	4	5
Fun & enjoyment	11	11 ⇩	4
Range of experiences	12 ⇩	3 ⇧	11
Iconic attractions	13 ⇧	20	19
Interesting cities	14	13	16
Relax & refresh	15 ⇧	24 ⇩	6

Latest results	2024 rank	2023 rank	2022 rank(1)
Wildlife experiences	16	19	18
Relationship with the land	17	21 ⇩	10
Easy to travel around	18 ⇩	9	12
Local culture	19 ⇩	15	13
Escape the ordinary	20 ⇩	14 ⇩	1
All seasons	21 ⇩	5 ⇧	14
Amazing beaches	22	23	*
Affordable to fly to	23	26	23
Affordable activities	24	25	21

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
Escape the ordinary' driver re-worded from 'Ideal for escaping normal daily life' to 'A place you can escape from the Ordinary' in FY24

* Not asked at that time

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

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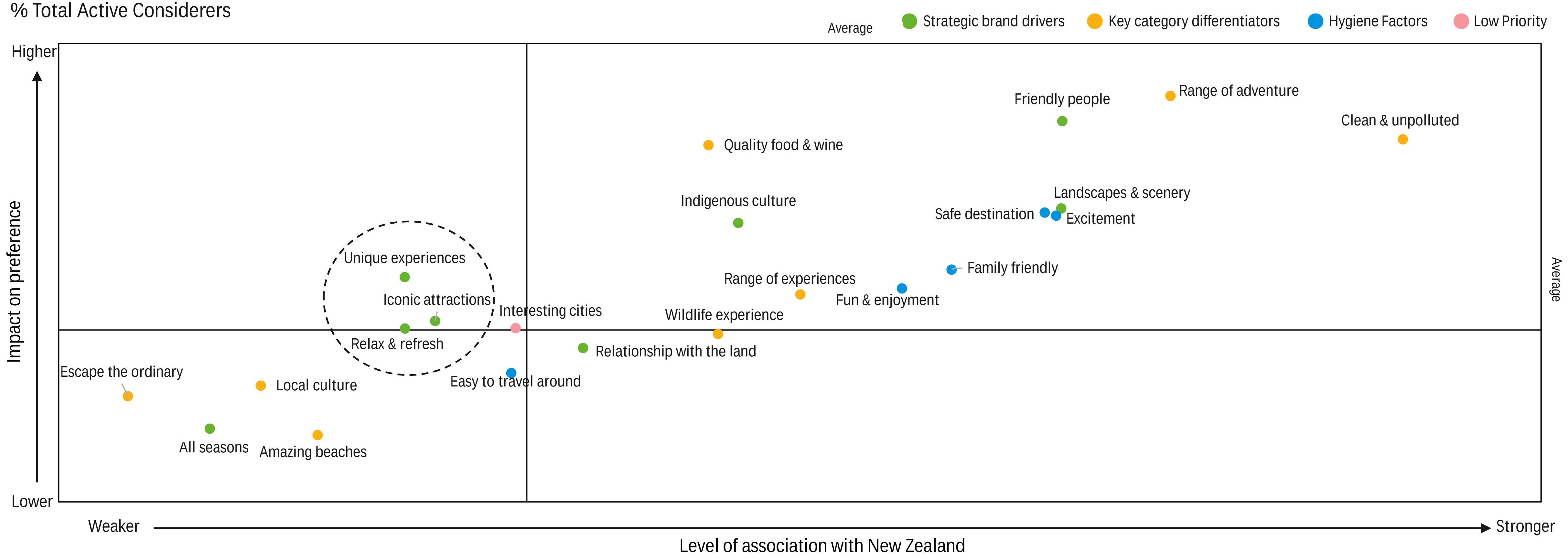
New Zealand as a destination performs strongly on the high impact drivers but perceptions of **‘unique experiences’, ‘iconic attractions’ and ‘relax and refresh’ could be enhanced**

Brand Associations of New Zealand x Impact on preference

% Total Active Considerers

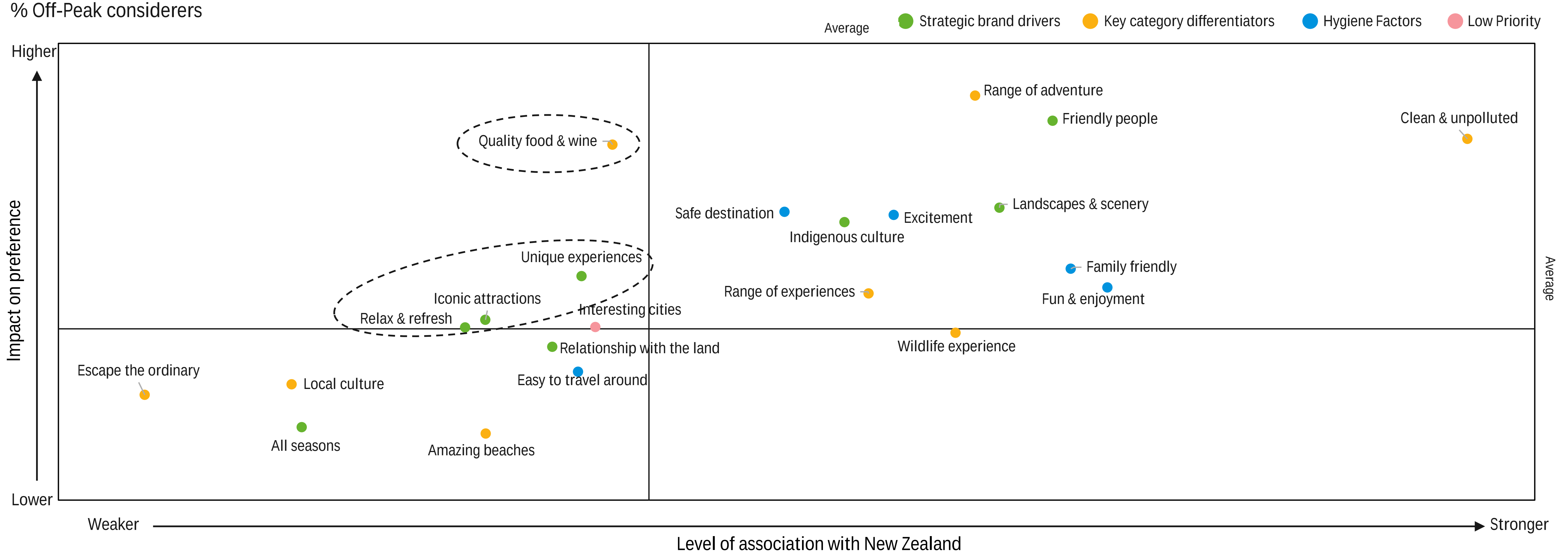


1. Sample size: n = 750
2. Question: ”Which destinations, if any, do you associate with this statement?”
3. ‘Affordable to fly to’ and ‘Affordable activities’ drivers not included due to low impact and level of association
4. ‘Escape the ordinary’ driver re-worded to ‘A place you can escape from the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

Among Off-Peak Considerers, there is also room to build perceptions of quality food and wine

Brand Associations of New Zealand x Impact on preference for Off-Peak Considerers

% Off-Peak considerers



1. Sample size: n = 575
2. Question: "Which destinations, if any, do you associate with this statement?"
3. 'Affordable to fly to' and 'Affordable activities' drivers 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'

Relative to competitors, New Zealand's core strengths are in its friendly people, stunning scenery, indigenous culture and wildlife, but there is an opportunity to boost perceptions of New Zealand as a place that has diverse, unique and relaxing experiences and iconic attractions

Relative brand positioning for Strategic Brand Drivers and Key Category Differentiators

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

	Brand Associations	New Zealand	Australia	Singapore	Switzerland	United Arab Emirates	Maldives
Strategic Brand Drivers	Friendly people	104	92	119	102	91	92
	Landscapes & scenery	109	104	86	114	93	91
	Indigenous culture	106	102	103	100	97	91
	Unique experiences	99	92	96	106	103	106
	Iconic attractions	97	106	103	104	102	87
	Relax & refresh	96	97	97	114	84	116
	Relationship with the land	101	102	92	103	101	99
	All seasons	98	101	98	91	104	108
Key Category Differentiators	Range of adventure	103	92	109	101	100	95
	Clean & unpolluted	103	102	90	107	97	101
	Quality food & wine	99	97	97	99	101	108
	Range of experiences	95	102	101	102	97	106
	Wildlife experience	109	119	86	97	91	93
	Local culture	102	97	100	101	101	100
	Escape the ordinary	98	95	106	106	97	99
	Amazing beaches	99	107	99	71	102	123

Actions for TNZ:

Strengths:

- Friendly people
- Landscapes & scenery
- Indigenous culture
- Wildlife experience

Drivers to dial up:

- Range of experiences
- Unique experiences
- Iconic attractions
- Relax & refresh

1. Sample size: n = 750
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

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Compared to other destinations, New Zealand is perceived to be less easy to travel around and less affordable to fly to

Relative brand positioning for Hygiene Factors and Low Priority

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

		New Zealand	Australia	Singapore	Switzerland	United Arab Emirates	Maldives
Hygiene Factors	Safe destination	98	101	102	105	104	89
	Excitement	101	96	96	104	103	100
	Family friendly	99	101	104	96	97	104
	Fun & enjoyment	98	102	106	96	97	101
	Easy to travel around	94	103	102	99	109	93
	Affordable to fly to	94	86	106	86	123	106
	Affordable activities	101	94	104	87	104	111
Low Priority	Interesting cities	98	111	98	106	102	85

Actions for TNZ:

Strengths:

Drivers to dial up:

- Easy to travel around
- Affordable to fly to

1. Sample size: n = 750
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

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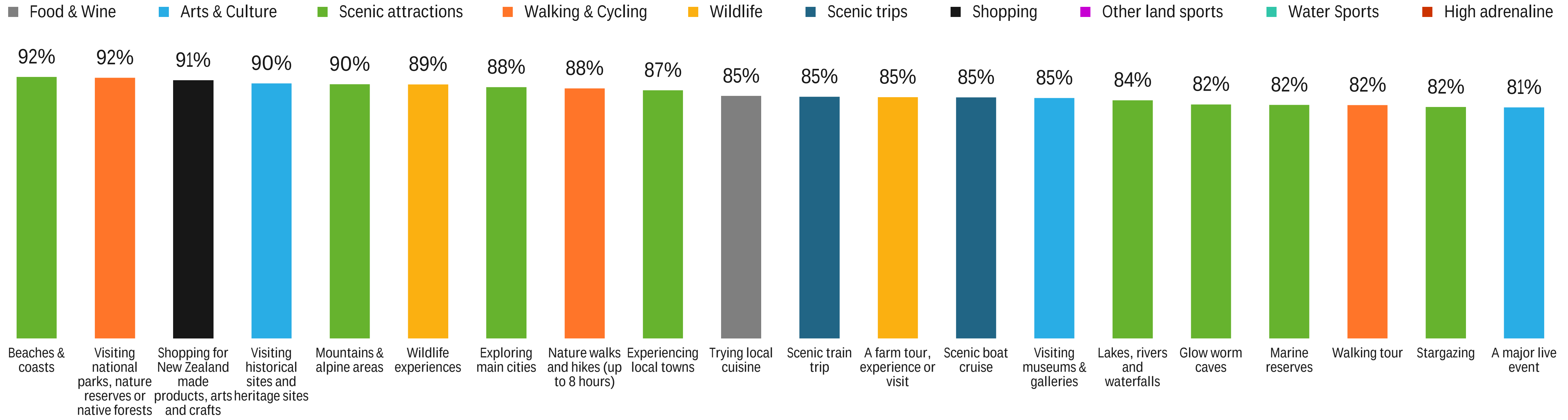
ACs have a diverse range of interests, presenting an opportunity to promote the range of experiences on offer in New Zealand and across all seasons

Activities interested in doing in New Zealand (Top 20)

AC Monitor | Current 5M | Total Active Considerers



Off-Peak considerers

Beaches & coasts	Visiting national parks, nature reserves or native forests	Shopping for New Zealand made products, arts and crafts	Visiting historical sites and heritage sites	Mountains & alpine areas	Wildlife experiences	Exploring main cities	Nature walks and hikes (up to 8 hours)	Experiencing local towns	Trying local cuisine	Scenic train trip	A farm tour, experience or visit	Scenic boat cruise	Visiting museums & galleries	Lakes, rivers and waterfalls	Glow worm caves	Marine reserves	Walking tour	Stargazing	A major live event
93%	93%	91%	90%	90%	90%	89%	88%	89%	86%	86%	87%	83%	84%	84%	▲ 85%	81%	83%	82%	82%

1. Sample size: Total ACs n = 301 | Off-Peak Considerers n = 225
2. Question "Which of the following would you be interested in seeing or doing when on holiday in New Zealand?"

▲▼ *Significantly higher / lower than Peak-Only Considerers*

7

How can TNZ maximise impact along consumer path to purchase?

Tactical communications should address growing logistical concerns in travelling around New Zealand and guide ACs on the ideal times of year for various activities as this is a key knowledge gap and provides an opportunity to promote off-peak travel

Top ten knowledge gaps

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

	What do ACs want to know more about before choosing New Zealand?	Now	Previous 6 months
1	What the best time of year is to do the activities I want to	49%	NA
2	The quality and variety of food and beverage options	46%	NA
3	How welcoming the locals are	45%	41%
4	How long it takes to travel between the main attractions	44%	44%
5	How easy it is to travel around	43% ▲	34%
6	The length of time required to fly to New Zealand	42% ▲	34%
7	What practices are in place to keep me safe from Covid (e.g. masks, hand sanitiser etc.)	42%	39%
8	How safe it is to participate in adventure activities	40%	45%
9	The length of time needed to experience New Zealand properly	39%	34%
10	Where I should get information about organising a holiday	39%	40%

Ranks higher now than six months ago

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

1. Sample size: Current 5M n = 450 | Previous 6M n = 300
2. Question "Putting thoughts aside costs aside, what are some of the concerns you have about choosing New Zealand for your next holiday?"

Dialling up messaging around the best time of year for various activities should be surfaced as early as the dreaming stage

Top ten knowledge gaps, by funnel stage

AC Monitor | Current 5M | Total Active Considerers

	What do ACs want to know more about before choosing New Zealand?	Dreaming	Discovering	Planning	Booking
1	What the best time of year is to do the activities I want to	48%	51%	Low sample size	48%
2	The quality and variety of food and beverage options	41%	43%		53% ▲
3	How welcoming the locals are	40%	45%		48%
4	How long it takes to travel between the main attractions	41%	43%		47%
5	How easy it is to travel around	43%	41%		46%
6	The length of time required to fly to New Zealand	52%	39%		42%
7	What practices are in place to keep me safe from Covid (e.g. masks, hand sanitiser etc.)	24% ▼	46%		45%
8	How safe it is to participate in adventure activities	36%	40%		43%
9	The length of time needed to experience New Zealand properly	35%	41%		38%
10	Where I should get information about organising a holiday	41%	34%		44%

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

1. Sample size: Dreaming n = 75 | Discovering n = 203 | Planning n = 1 | Booking n = 171
2. Question "Putting thoughts about costs aside, what are some of the concerns you have about choosing New Zealand for your next holiday?"

Compared to Peak-Only Considerers, Off-Peak Considerers are less concerned about the quality of food and beverage options, and the length of time needed to experience New Zealand properly

Top ten knowledge gaps for Off-Peak Considerers

AC Monitor | Current 5M | Off-Peak Considerers

	What do ACs want to know more about before choosing New Zealand?	Off-Peak Considerers	Peak-Only Considerers
1	What the best time of year is to do the activities I want to	49%	49%
2	The quality and variety of food and beverage options	43% ▼	56%
3	How welcoming the locals are	44%	48%
4	How long it takes to travel between the main attractions	43%	47%
5	How easy it is to travel around	42%	49%
6	The length of time required to fly to New Zealand	43%	39%
7	What practices are in place to keep me safe from Covid (e.g. masks, hand sanitiser etc.)	41%	43%
8	How safe it is to participate in adventure activities	39%	43%
9	The length of time needed to experience New Zealand properly	36% ▼	47%
10	Where I should get information about organising a holiday	38%	40%

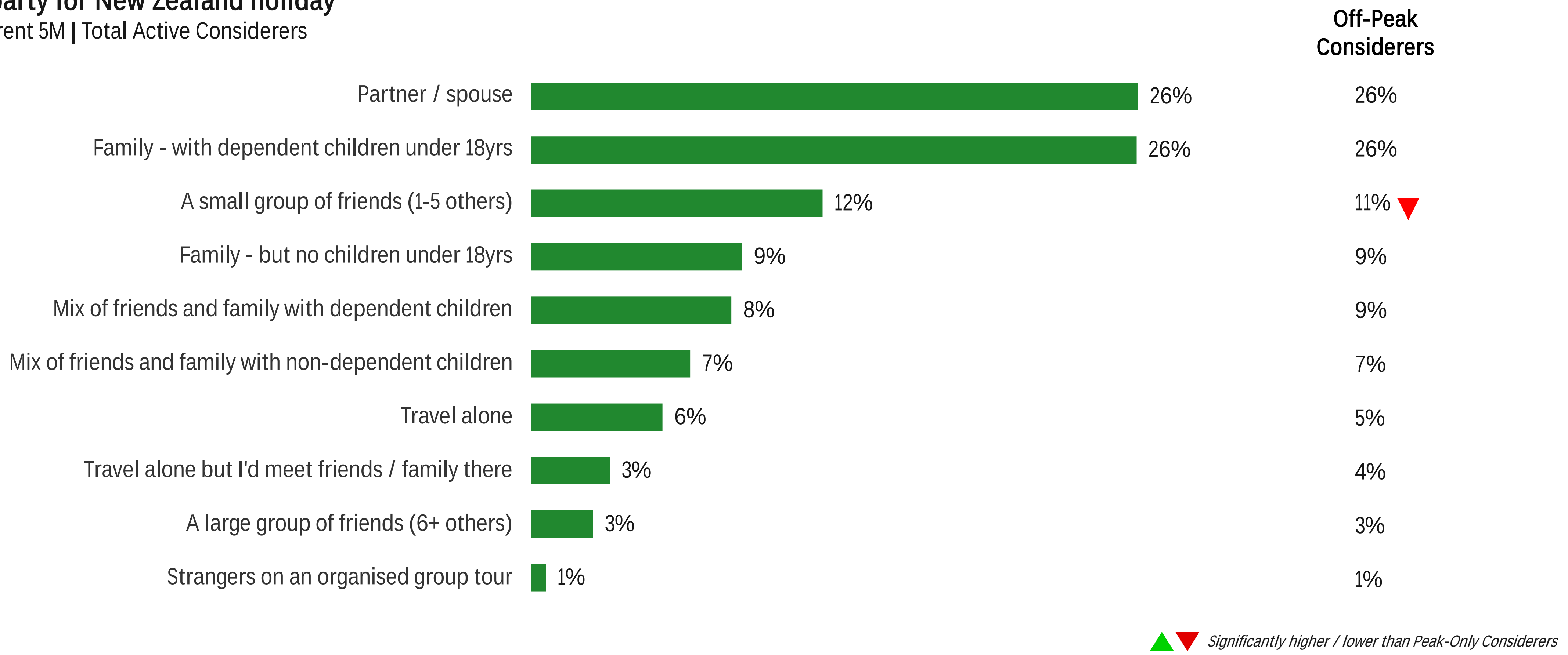
▲▼ *Significantly higher / lower than Peak-Only Considerers*

1. Sample size: Off-Peak Considerers n = 350 | Peak-Only Considerers n = 100
2. Question "Putting thoughts about costs aside, what are some of the concerns you have about choosing New Zealand for your next holiday?"

Indian ACs are most likely to travel to New Zealand with their spouse / partner or travel as a family group

Likely travel party for New Zealand holiday

AC Monitor | Current 5M | Total Active Considerers



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1. Sample size: Total ACs n = 751 | Off-Peak Considerers n = 575
2. Question "Who are you most likely to travel with on your trip to New Zealand?"

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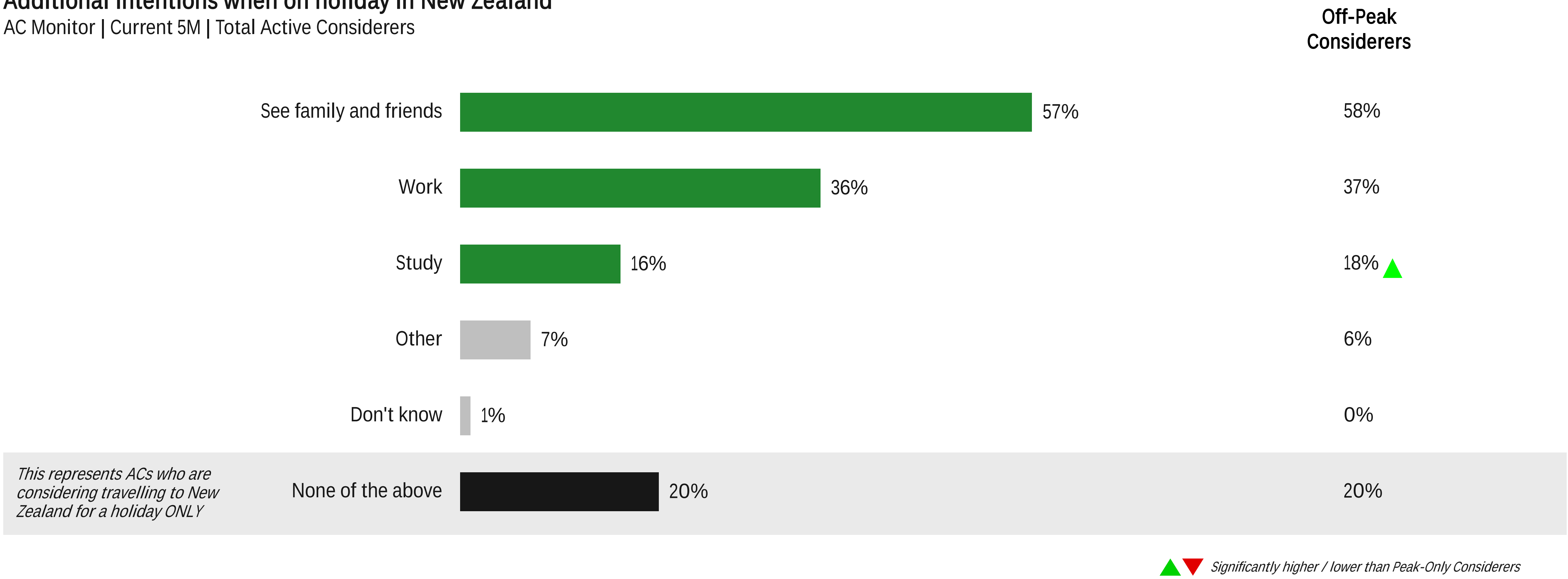
Over half of the AC pool intend to see family and friends while on holiday in New Zealand, while 36% intend to work

Additional intentions when on holiday in New Zealand

AC Monitor | Current 5M | Total Active Considerers

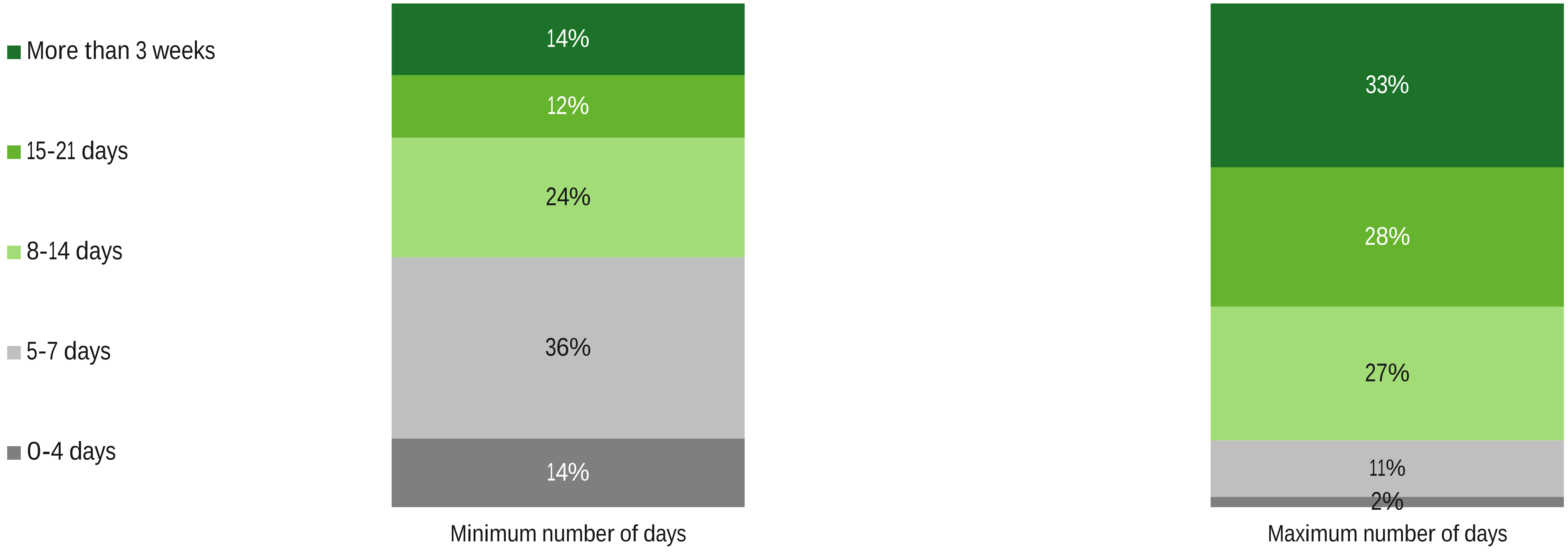


1. Sample size: Total ACs n = 751 | Off-Peak Considerers n = 575
2. Question "When considering travelling to New Zealand for a holiday, do you also intend to..."

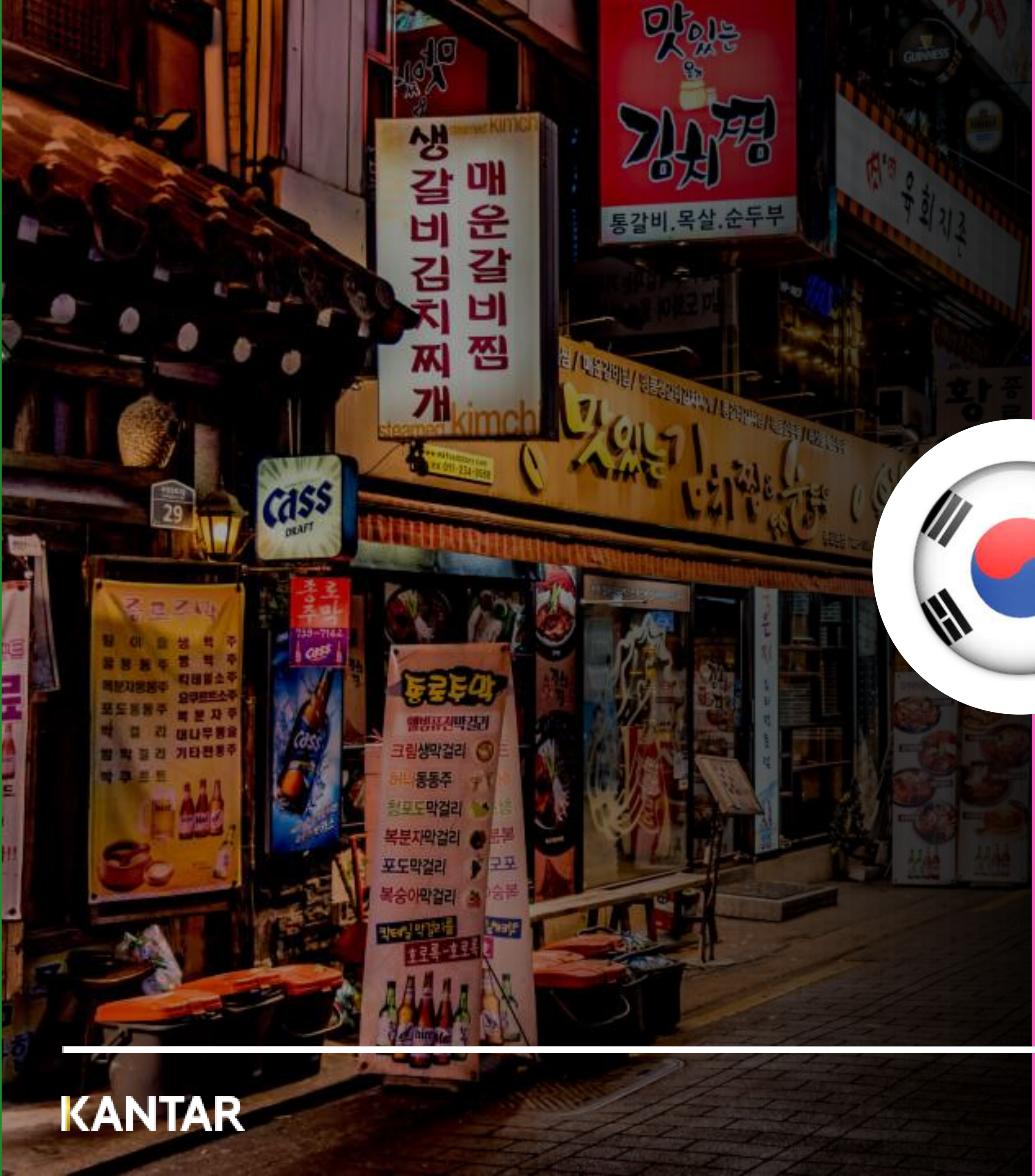
Most ACs would look to spend between 5 – 21 days in New Zealand

Ideal minimum and maximum numbers of days spent on holiday in New Zealand

AC Monitor | Current 5M | Total Active Considerers



1. Sample size: Total ACs n = 751
2. Question "Thinking about a future holiday in New Zealand, what would be the minimum and maximum amount of time you would ideally spend in New Zealand?"



SOUTH KOREA

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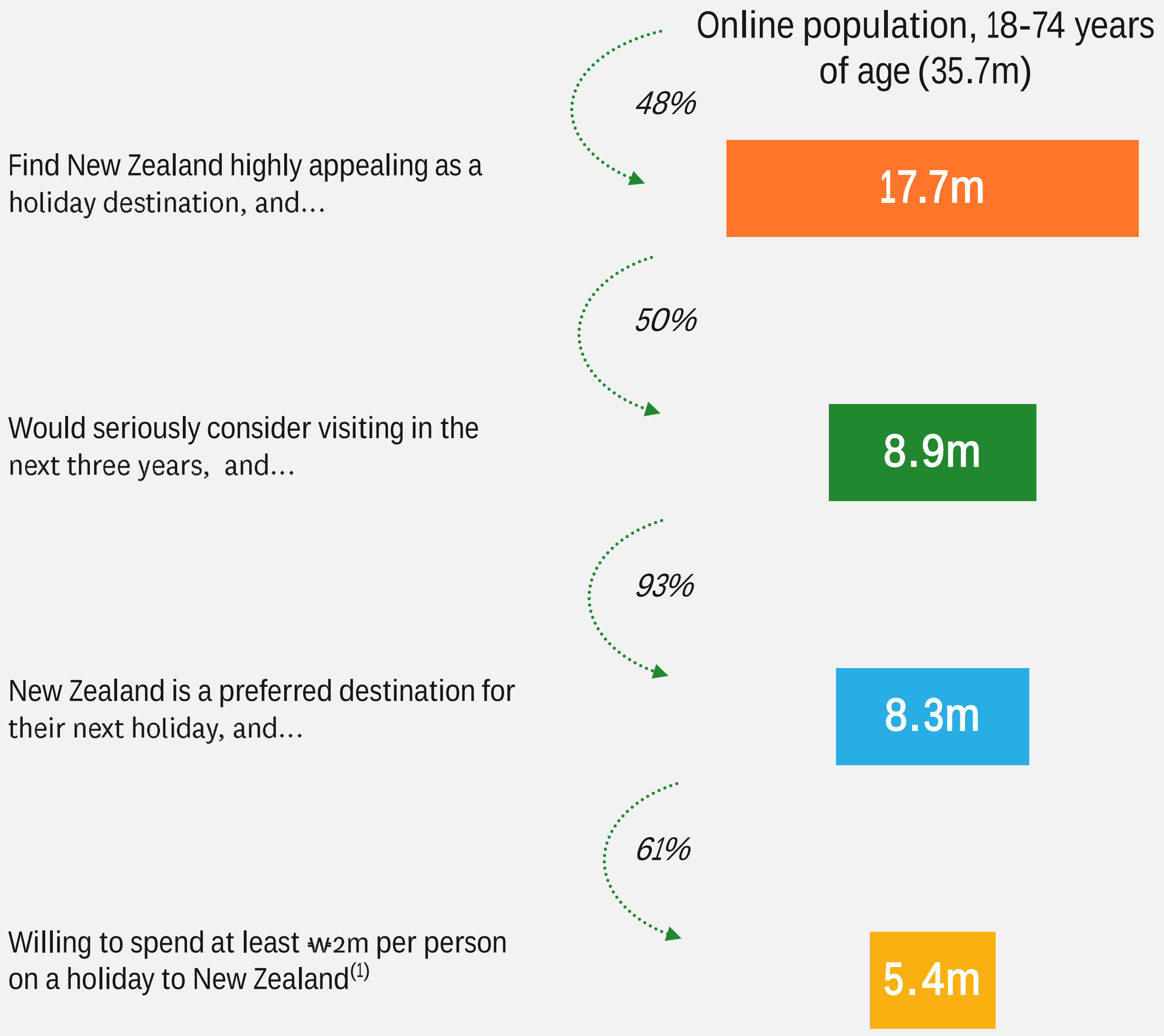
9 What is the size of opportunity for TNZ in South Korea?

Active Considerer journey funnel – South Korea

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 (₩2m per person on a holiday to New Zealand)



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(1) Including accommodation and daily expenses. Based off actual market data spend (IVS 2019)

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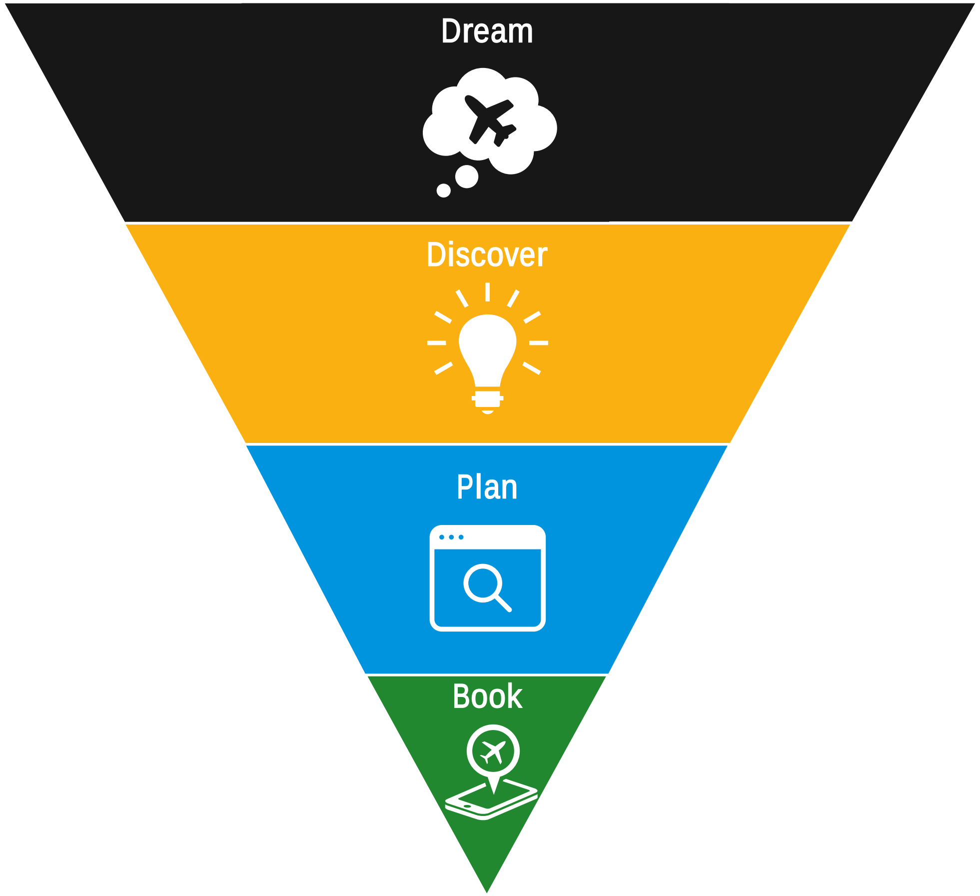
Consumer Journey funnel to New Zealand – South Korea



Active Considerers (5.4m)		Size (%) Q2 FY25	Size (%) Q4 FY24
Dream	2.8m	52%	*52%*
Discover	1.7m	32%	*N/A*
Plan	0.1m	1% ▼	*9%*
Book	0.9m	16% ▼	*39%*

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

The ‘Discover’ layer was added in Q2 FY25 affecting comparability in size of funnel stage over time

▲▼ *Significantly higher / lower than previous wave at 95%*

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Sample size: ACs Q2 FY25 n = 300
Note: The ‘Discover’ layer in the consumer journey funnel was added in Q2 FY25; in previous waves the funnel consisted of just ‘Dream’, ‘Plan’ and ‘Book’

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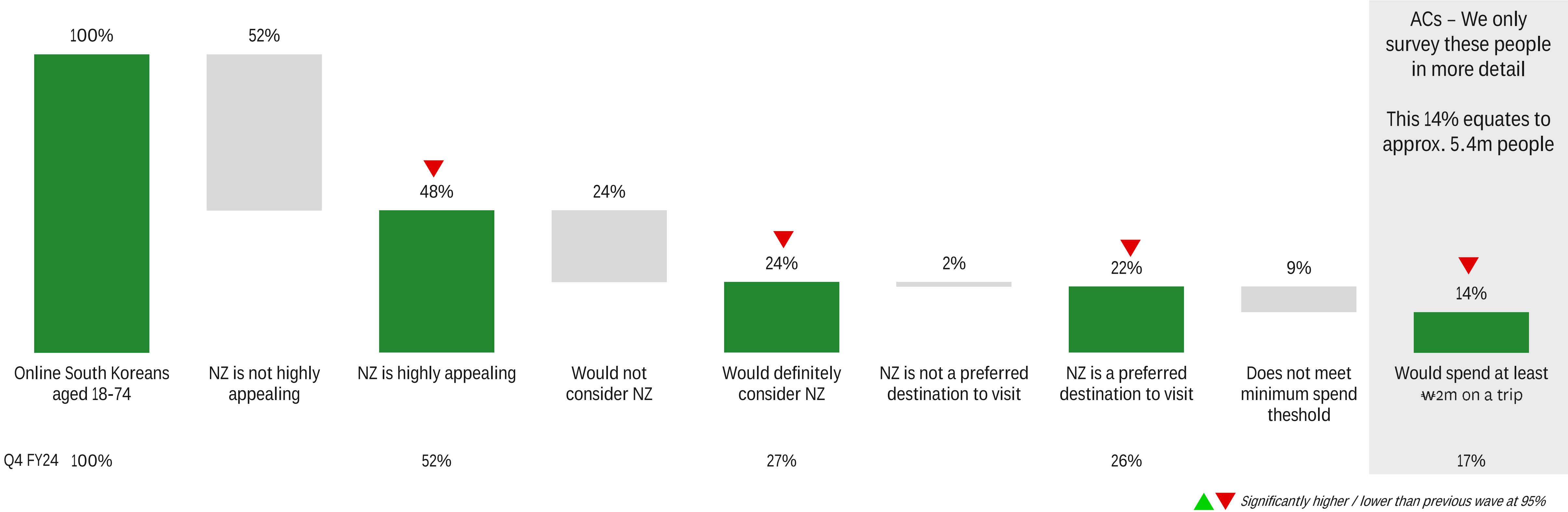
The opportunity in South Korea remains sizeable, but has recently reduced to 5.4 million ACs

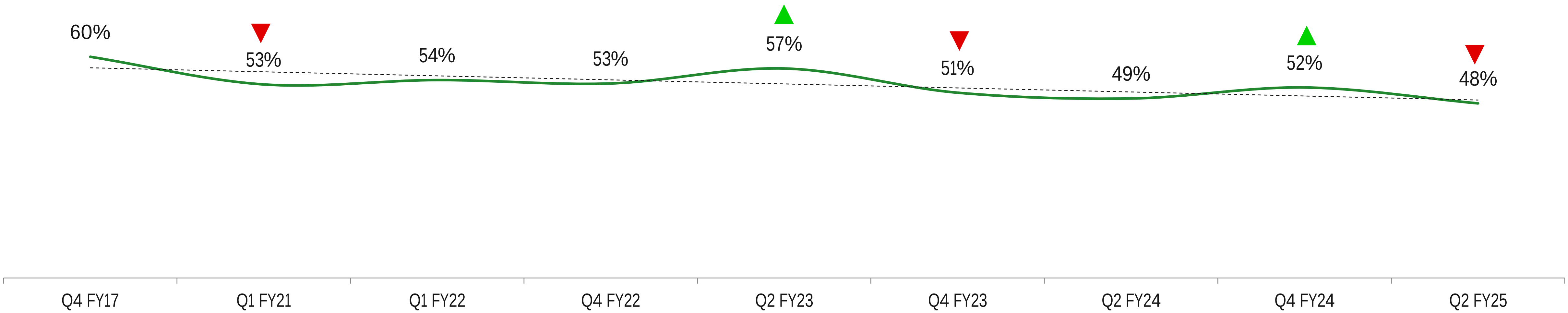
Qualifying criteria for defining ACs
% Online users aged 18-74 | Q2 FY25



Sample sizes: Q4 FY24 n = 2,766 | Q2 FY25 n = 3,086

Appeal of New Zealand as a holiday destination has softened this quarter and overall, there is a slight long-term downward trend

Appeal
% Online users aged 18-74



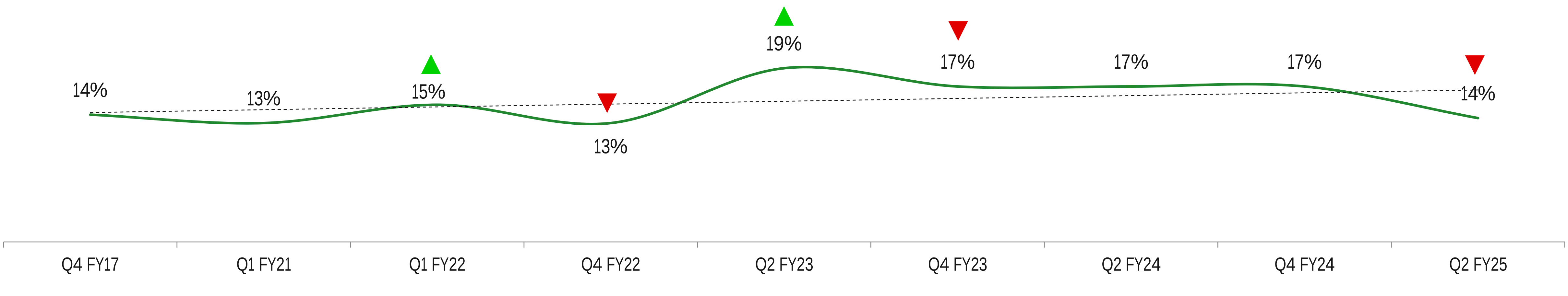
Significantly higher / lower than previous wave at 95%

Sample sizes: Q4 FY17 n = 3,386 Q1 FY21 n = 4,230; Q2 FY22 n = 2,855; Q4 FY22 n = 3,977; Q2 FY23 n = 3,147; Q4 FY23 n = 2,704; Q2 FY24 n = 2,582, Q4 FY24 n = 2,766; Q2 FY25 n = 3,086

After a recent period of stability, the AC incidence in South Korea has dipped from 17% to 14%

Incidence of ACs

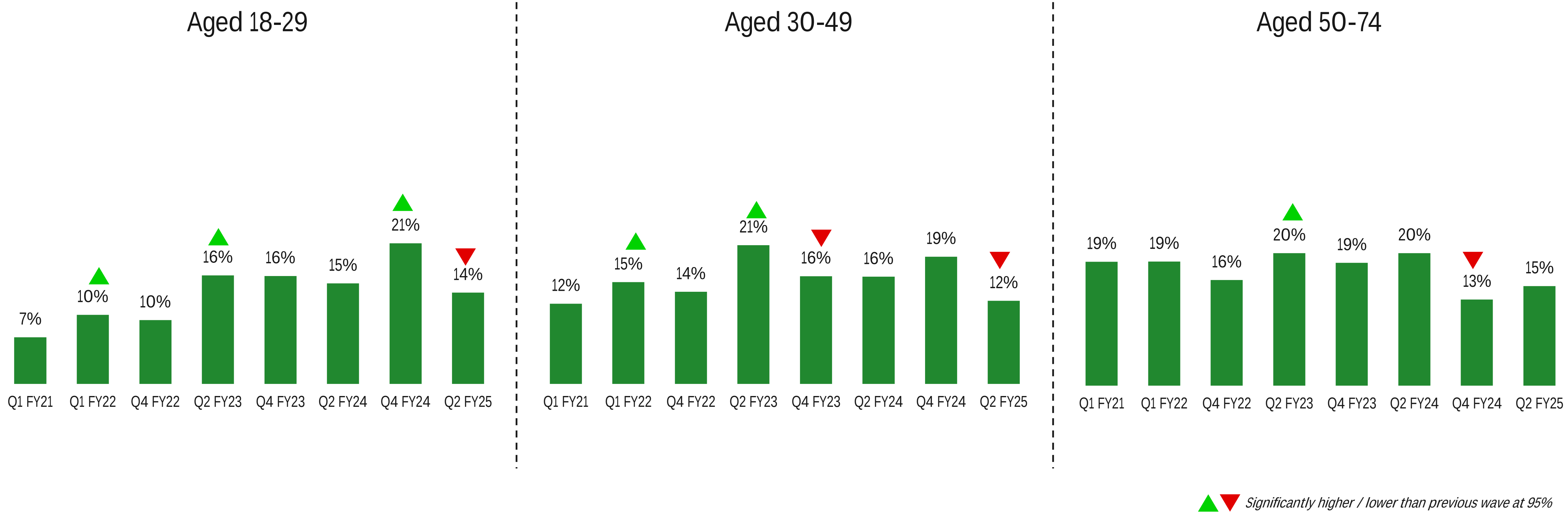
% Online users aged 18-74



Sample sizes: Q4 FY17 n = 3,386 | Q1 FY21 n = 4,230 | Q1 FY22 n = 2,855 | Q4 FY22 n = 3,977 | Q2 FY23 n = 3,147 | Q4 FY23 n = 2,704 | Q2 FY24 n = 2,582 | Q4 FY24 n = 2,766 | Q2 FY25 n = 3,086

The recent drop in AC incidence can be attributed to recent declines across both younger and middle-aged groups

Incidence of ACs
% Online users aged 18-74

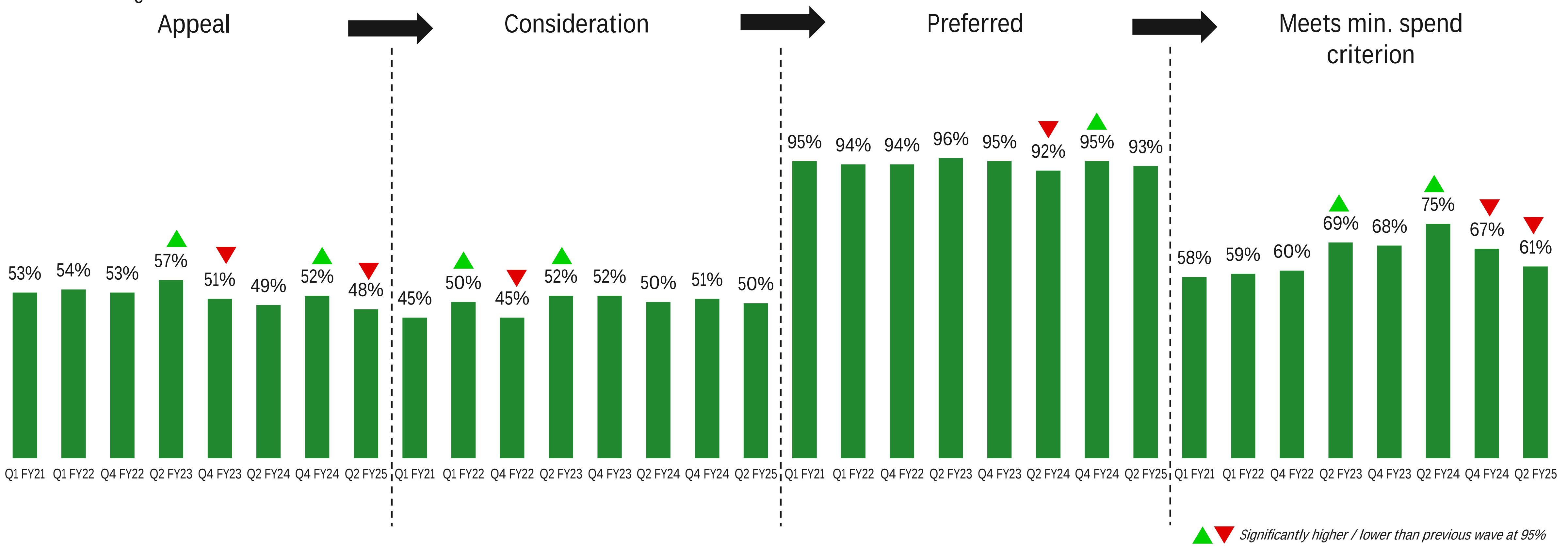


Sample sizes: (Q1 FY21 | Q1 FY22 | Q4 FY22 | Q2 FY23 | Q4 FY23 | Q2 FY24 | Q4 FY24 | Q2 FY25)
Aged 18-29 n = 985 | 822 | 1014 | 702 | 740 | 747 | 670 | 590.
Aged 30-49 n = 2,517 | 1,539 | 2,173 | 1,712 | 1,416 | 1,352 | 1,389 | 1,698.
Aged 50 – 74 n = 728 | 494 | 790 | 733 | 548 | 483 | 707 | 798.

The recent drop in AC incidence is primarily driven by a reduction in intended spend, followed by appeal

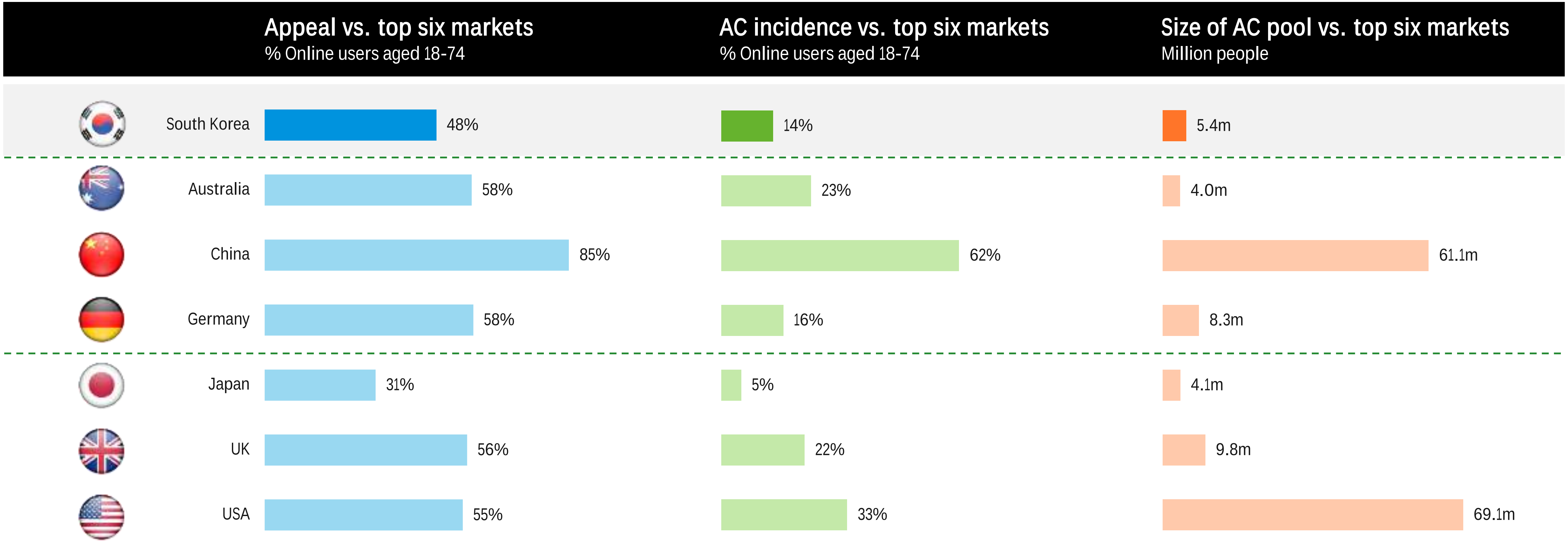
Conversion of ACs through the Consideration Funnel

% Online users aged 18-74



Sample size: Q1 FY21|Q1 FY22| Q4 FY22 | Q2 FY23 | Q4 FY23 | Q2 FY24 | Q4 FY24 | Q2 FY25; Appeal n = 4,230 | 2,855 | 3,977 |3,147 | 2,704 | 2,582 | 2,766 | 3,086;
Consider n = 2,159 | 1,463 | 2,030 | 1,688 | 1,343 | 1,236 | 1;411 | 1,431; Prefer n = 974 | 749 | 909 | 802 | 717 | 607 | 706 | 698; Spend n = 914 | 696 | 844 | 755 | 677 | 555 | 664 | 643
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?"

With 5.4 million ACs, South Korea continues to present a healthy opportunity to drive arrivals



Sample sizes: n = 3,086
Source for top 6 markets: AC Monitor | 6MRA | Online users aged 18-74 | Apr24 – Sep24
Australia n = 4,513 | China n = 1,633 | Germany n = 7,070 | Japan n = 23,693 | UK n = 5,082 | USA n = 4,189

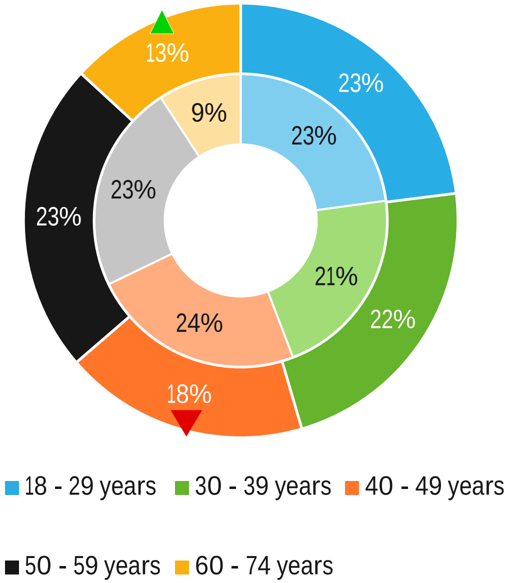
Compared to non-ACs, the AC profile skews towards males and those living in Seoul; 45% of the AC pool have pre-school or school aged children

Profile of Active Considerer

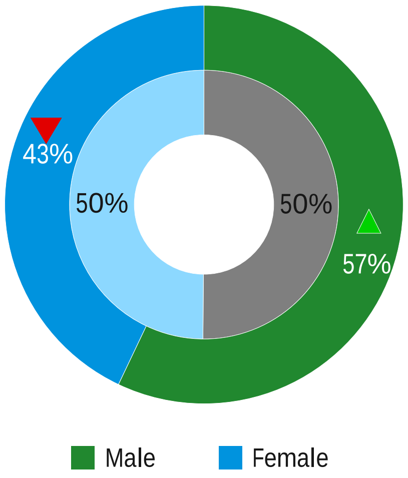
% Active Considerers vs % Non Active Considerers | Q2 FY25

Outer ring: South Korean Active Considerers
Inner ring : South Korean non-Active Considerers

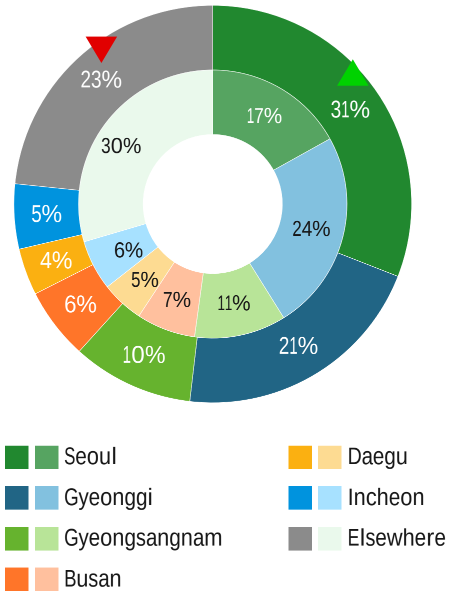
By age segment(1)



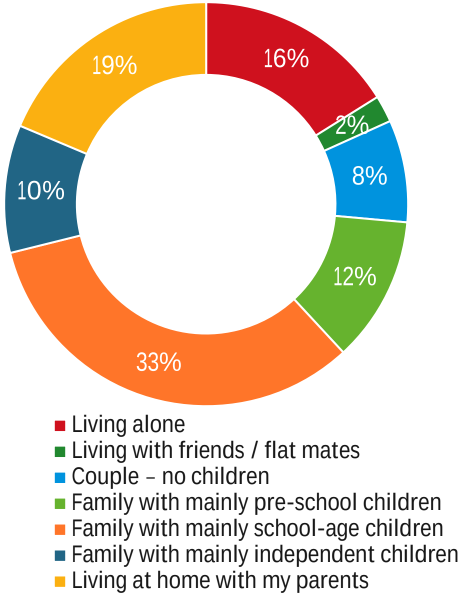
By gender(1)



By region(1)



Household Composition



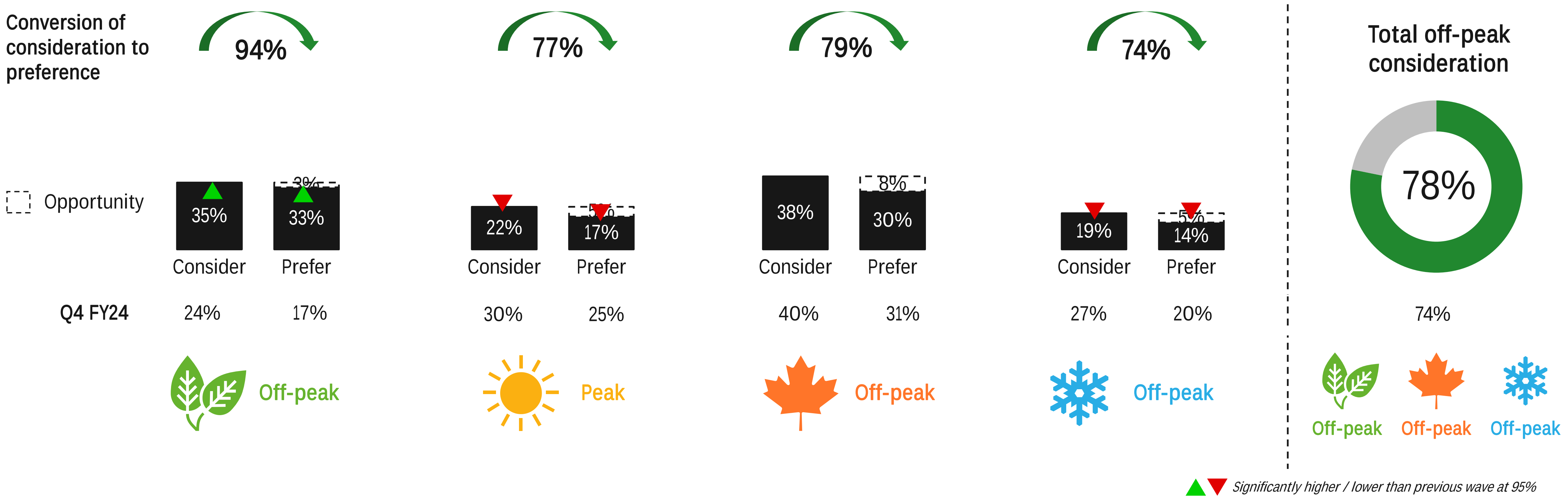
Significantly higher / lower than non AC's

Sample sizes: ACs n = 384 | Non ACs n = 2,702
Household composition (AC completes) n = 300

The majority of ACs would consider visiting New Zealand during off-peak seasons with Spring becoming an increasingly popular time to visit

Seasons – consideration & preference

% Active Considerers | Q2 FY25



The demographic profiles are comparable across considerers of all seasons although Autumn and Winter considerers skew younger

Profile of Seasonal Considerers
% Active Considerers | Q2 FY25

	Off-peak	Peak	Off-peak	Off-peak
Male	56%	57%	62%	67%
Female	44%	43%	38%	33%
18 to 29 yrs	19%	22%	31% ▲	30%
30 to 39 yrs	25%	23%	19%	26%
40 to 49 yrs	14%	24%	20%	21%
50 to 59 yrs	31% ▲	28%	18% ▼	13% ▼
60 to 74 yrs	10%	3%	12%	10%
Less than 50 million won	19%	16%	25%	17%
50 million to 79 million won	33%	44%	38%	39%
80 million to 149 million won	41%	34%	32%	36%
150 million won or more	7%	6%	5%	7%
SINK / DINK	41%	40%	52%	57% ▲
Family (dependent children)	45%	51%	41%	37%
Family (independent children)	14%	9%	7%	5%

Sample sizes: Spring n = 103 | Summer n = 67 | Autumn n = 111 | Winter n = 57

▲▼ *Significantly higher / lower than non-considerers of that season*

The demographic profile of Summer considerers is comparable to off-peak seasonal considerers

Profile of Seasonal Considerers
% Active Considerers | Q2 FY25

	Peak	Off-peak
Male	57%	60%
Female	43%	40%
18 to 29 yrs	22%	25%
30 to 39 yrs	23%	23%
40 to 49 yrs	24%	17%
50 to 59 yrs	28%	23%
60 to 74 yrs	3%	12%
Less than 50 million won	16%	20%
50 million to 79 million won	44%	36%
80 million to 149 million won	34%	38%
150 million won or more	6%	6%
SINK / DINK	40%	47%
Family (dependent children)	51%	44%
Family (independent children)	9%	9%

Sample sizes: Summer n = 67 | Off-peak n = 231
Off-peak considerers are those who would consider travelling to New Zealand in Spring, Winter or Autumn

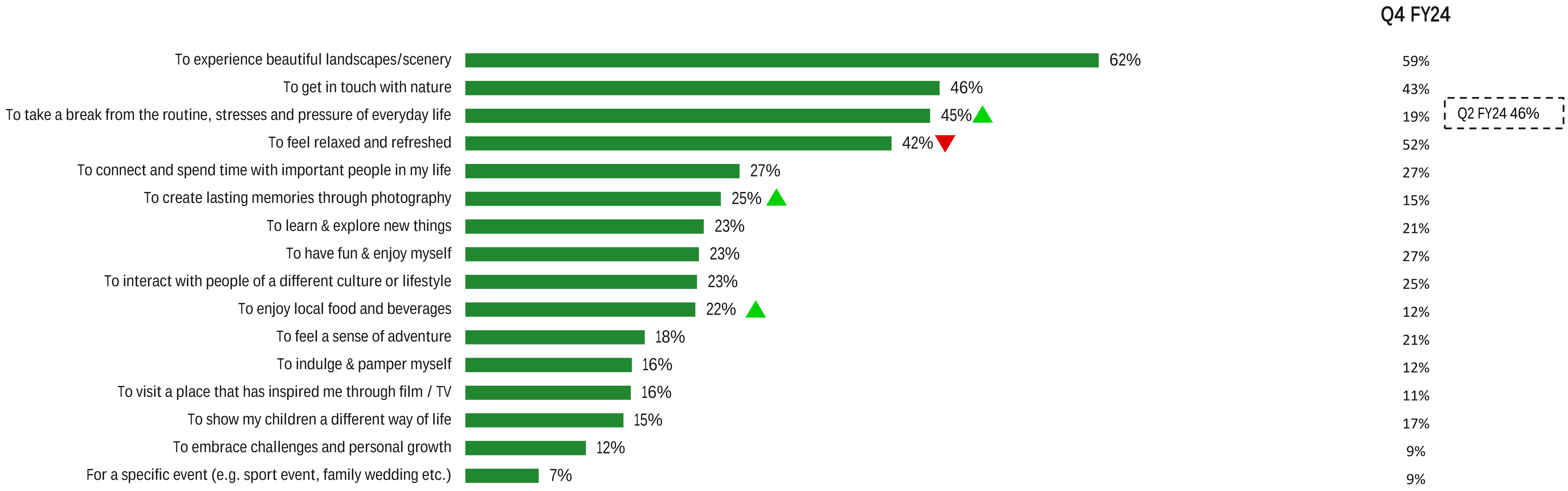
▲▼ *Significantly higher / lower than non-considerers of that / those season(s)*

10 How can TNZ drive desirability of New Zealand as a holiday destination?

Marketing messages should reinforce the key motivations for visiting New Zealand, such as the opportunities to experience beautiful scenery, connect with nature and take a break from routine, which has recently bounced back as a key reason to visit

Reasons to visit New Zealand for a holiday

% Active Considerers | Q2 FY25



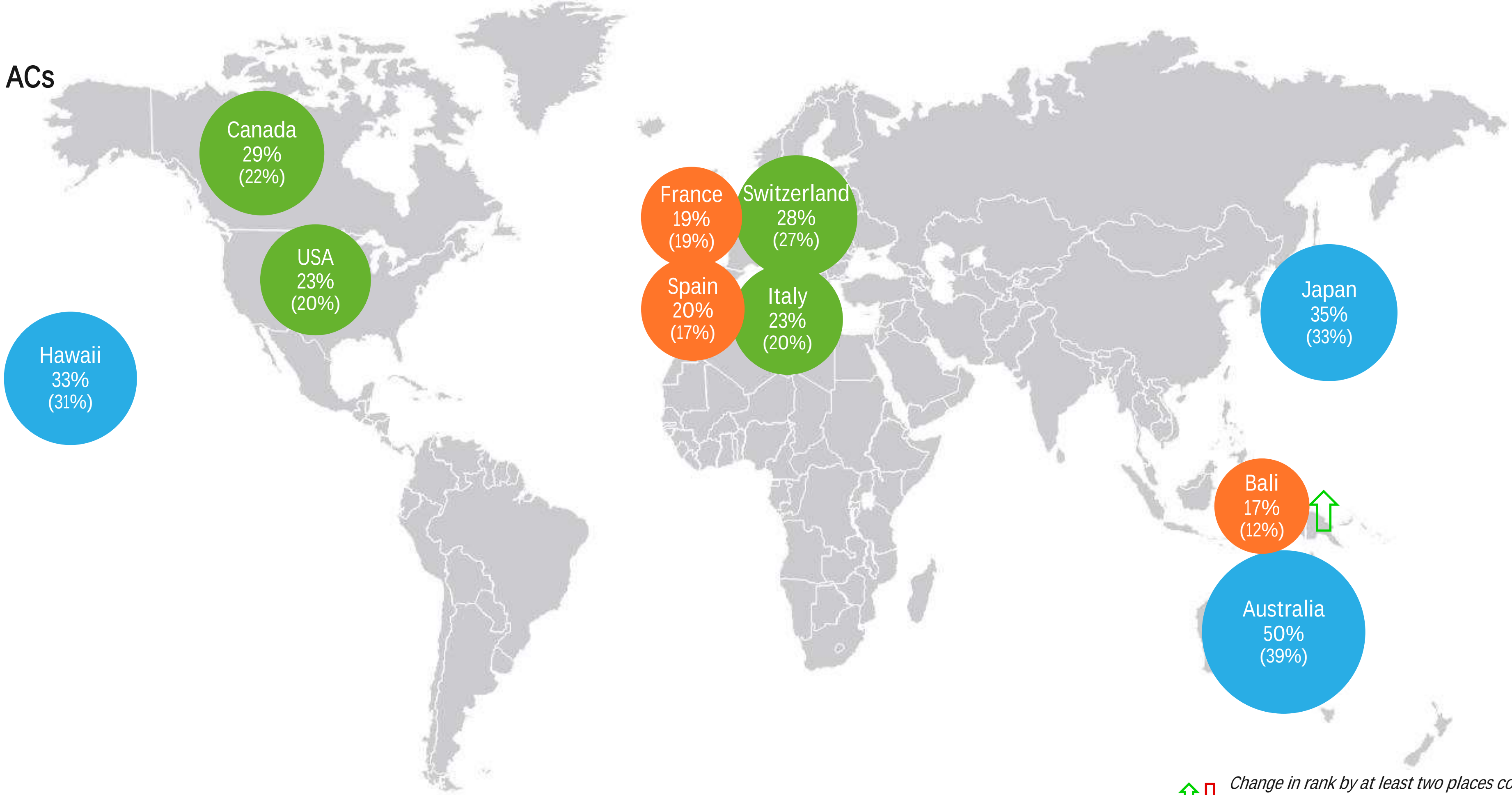
Sample size: Total ACs Q2 FY25 n = 300
Q "Why do you want to visit New Zealand for a holiday?"

▲▼ *Significantly higher / lower than non-preferers of that season*

Preference for Australia has recently strengthened, firmly positioning it as New Zealand's top competitor destination among South Koreans

Top ten competitor set for ACs

% Active Considerers | Q2 FY25



Bali has re-emerged as a top 10 competitor, replacing Singapore

Legend
- Top 3
- Rank 4-7
- Rank 8-10

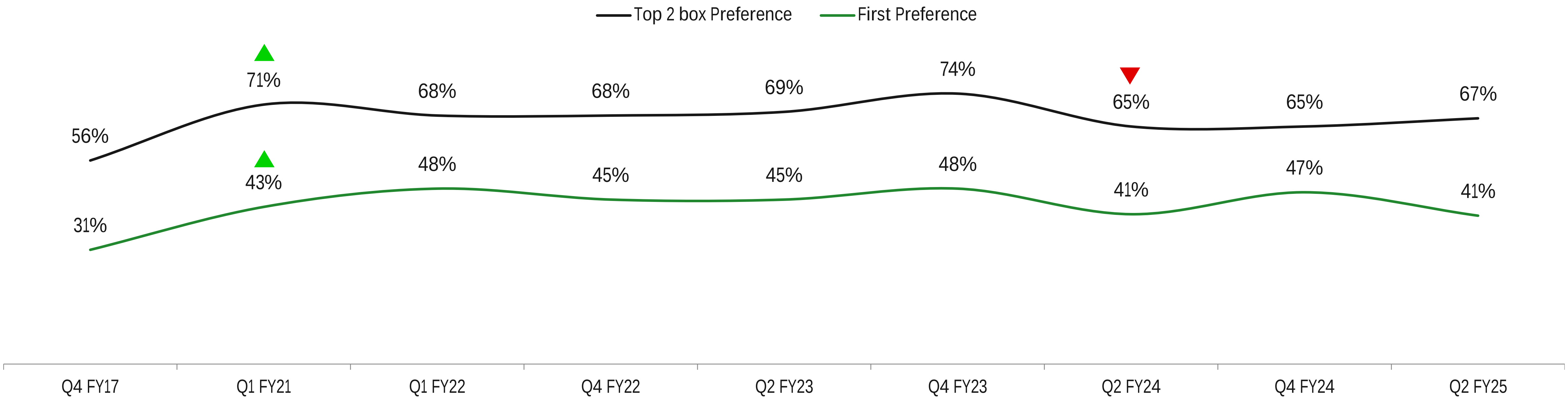
Change in rank by at least two places compared to previous wave

Sample sizes: Q4 FY24 n = 304, Q2 FY25 n = 300
% selected destination in their top five preferred destinations
Figures in brackets denote previous 6 months
Q "Aside from New Zealand, what other four destinations make up your top five preferred destinations to visit for a holiday?"

First choice preference has softened over the last 6 months, but the overall long-term trend is stable

Preference KPI

% Active Considerers | Over time



First preference scores:	Q4 FY17	Q1 FY21	Q1 FY22	Q4 FY22	Q2 FY23	Q4 FY23	Q2 FY24	Q4 FY24	Q2 FY25
Off-peak considerers[1]							38%	51% ▲	39% ▼

▲▼ *Significantly higher / lower than previous wave at 95%*

Sample sizes: Q4 FY17 n = 500 Q1 FY21 n = 301, Q1 FY22 n = 300, Q4 FY22 n = 300, Q2 FY23 n = 300, Q4 FY23 n = 300, Q2 FY24 n = 299, Q4 FY24 n = 304, Q2 FY25 n = 300
Q "Can you please rank those destinations in order of preference where 1 is your most preferred destination?"
1. Off-peak considerers are those who would consider travelling to New Zealand in Spring, Winter or Autumn

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100% PURE NEW ZEALAND

A framework to organize and optimize the brand associations that matter

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** NZ

Channels: Paid, Owned, Earned

Key Category Differentiators

What are the key category issues that TNZ can use to stand out, motivate and **drive cut-through** with ACs?

Channels: Paid, Owned, Earned & Trade

Low Priority Drivers

NZ Drivers that allow us to **differentiate** but are not core to "who we are", does not drive mental availability, emotional resonance

Channels: Owned

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

Channels: Owned, Trade

Categorising destination attributes to the framework…

Strategic Brand Drivers

- Relax & refresh
- All seasons
- Landscapes & scenery
- Relationship with the land
- Unique experiences
- Iconic attractions
- Friendly people
- Indigenous culture

Key Category Differentiators

- Local culture
- Clean & unpolluted
- Wildlife experience
- Range of experiences
- Quality food & wine
- Range of adventure
- Amazing beaches
- Escape normal life

Low Priority Drivers

- Interesting cities

Hygiene Factors

- Safe destination
- Fun & enjoyment
- Family friendly
- Excitement
- Easy to travel around
- Affordable to fly to
- Affordable activities

There is a strong opportunity to promote travel across all seasons and local culture as these have **emerged as key drivers of preference; other key drivers of preference align well with TNZ’s strategic** brand drivers

Brand Associations which drive preference for NZ

AC Monitor | % | Q2 FY25 (May ‘24 – Oct ’24 combined) | Total Active Considerers | Index (see appendix)

Latest results	Q2 FY25 rank	Q4 FY24 rank(1)	2022 rank(2)
Relax & refresh	1	2 ⇧	7
All seasons	2 ⇧	7 ⇧	12
Local culture	3 ⇧	9	10
Safe destination	4 ⇧	18 ⇩	6
Landscapes & scenery	5 ⇩	1	1
Relationship with the land	6	6	4
Fun & enjoyment	7	10 ⇧	15
Unique experiences	8	5 ⇧	11
Clean & unpolluted	9 ⇩	3	2
Iconic attractions	10 ⇧	21 ⇩	16
Family friendly	11	12 ⇩	5
Friendly people	12 ⇧	19 ⇩	14

Latest results	Q2 FY25 rank	Q4 FY24 rank(1)	2022 rank(2)
Indigenous culture	13	17	18
Excitement	14 ⇩	4	N/A
Wildlife experience	15 ⇩	11 ⇩	3
Range of experiences	16	15	17
Quality food & wine	17	20	20
Range of adventure	18	16 ⇩	8
Amazing beaches	19 ⇩	13	N/A
Escape the ordinary	20 ⇩	8	9
Interesting cities	21	23 ⇩	19
Easy to travel around	22	24	21
Affordable to fly to	23	25	22
Affordable activities	24	26	23

Changes in brand attribution list affect comparability in ranking over time

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

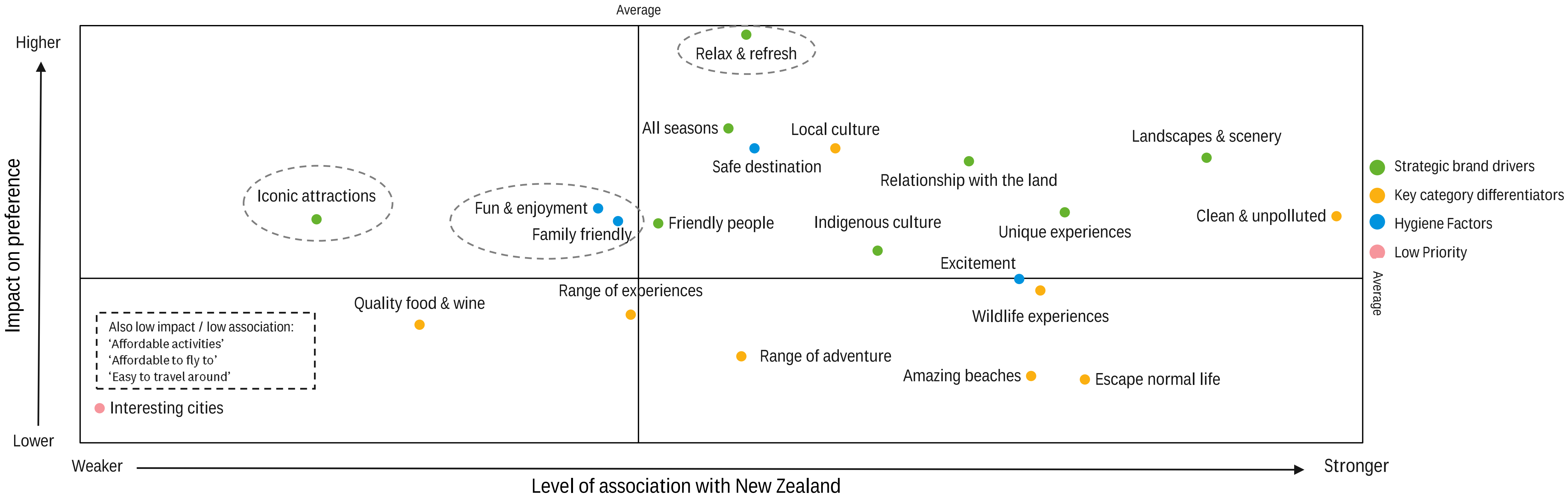
Some ranks may be missing if the statement has been removed for the current analysis period
* Not asked at that time

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

New Zealand as a destination performs well on the higher impact drivers but there is room to build perceptions of it as a place to relax, have fun, visit iconic attractions and its suitability for family holidays

Brand Associations of New Zealand x Impact on preference

% All markets



In relation to top competitors, New Zealand's key competitive strengths are its indigenous and local culture as well as its cleanliness, but there is room to strengthen perceptions of landscape and scenery, iconic attractions and all seasons

Relative brand positioning for Strategic Brand Drivers and Key Category Differentiators

% Active Considerers | Q2 FY25 | Total (New Zealand and top five competitors) | Index (see appendix)

		New Zealand	Australia	Japan	Hawaii	Canada	Switzerland
Strategic Brand Drivers	Relax & refresh	104	92	78	120	92	104
	All seasons	102	108	75	138	76	79
	Landscapes & scenery	100	107	37	97	132	151
	Relationship with the land	105	98	65	90	113	121
	Unique experiences	105	96	65	112	85	124
	Iconic attractions	83	97	112	114	119	146
	Friendly people	102	92	100	85	107	115
	Indigenous culture	119	97	75	119	53	50
Key Category Differentiators	Local culture	106	106	98	94	88	67
	Clean & unpolluted	114	97	37	87	117	121
	Wildlife experiences	117	154	25	64	87	45
	Range of experiences	97	97	107	78	118	118
	Quality food & wine	97	119	79	83	90	130
	Range of adventure	104	117	65	108	90	85
	Amazing beaches	107	120	48	154	77	38
	Escape the ordinary	101	96	75	106	104	128

Actions for TNZ:

Strengths:

- Indigenous culture
- Local culture
- Clean & unpolluted
- Wildlife experiences

Drivers to dial up:

- Landscapes and scenery
- Iconic attractions
- All seasons

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Sample size: Q2 FY25 n = 300
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 attributes within each country

100% PURE NEW ZEALAND

Additional focus needs to be on strengthening perceptions of New Zealand as a safe and family-friendly destination that is easy to travel around

Relative brand positioning for Hygiene Factors and Low Priority Drivers

% Active Considerers | Q2 FY25 | Total (New Zealand and top five competitors) | Index (see appendix)

		New Zealand	Australia	Japan	Hawaii	Canada	Switzerland
Hygiene Factors	Safe destination	90	95	128	73	122	130
	Fun & enjoyment	100	96	97	96	109	101
	Family friendly	95	85	125	115	123	79
	Excitement	100	87	80	109	97	151
	Easy to travel around	79	87	229	94	91	60
	Affordable to fly to	90	58	278	64	72	43
	Affordable activities	84	76	260	60	107	36
Low Priority	Interesting cities	89	103	127	110	107	92

Actions for TNZ:

Drivers to dial up:

- Safe destination
- Family friendly
- Easy to travel around

KANTAR

Sample size: Q2 FY25 n = 300
Question: "Which destinations, if any, do you associate with this statement?"

Relative weakness			100			*Relative strength*

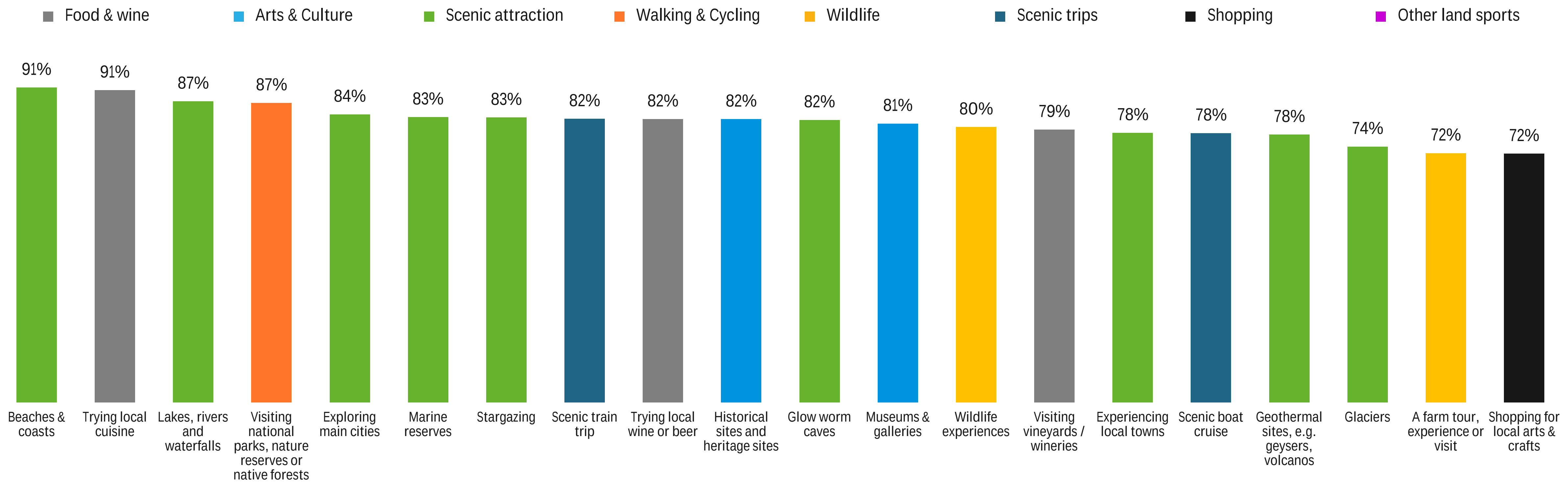
Heat map shading is across rows, i.e. compares attributes within each country

100% PURE NEW ZEALAND

The most common activities of interest are food and scenery related, presenting an opportunity to promote local cuisine and exploration as key holiday experiences

Activities interested in doing in New Zealand (Top 20)

% Active Considerers | Q2 FY25



To help shift people along the funnel, tactical communications need to address key knowledge gaps around flight duration, the ease of travel once here, safety from crime and the weather

Top ten knowledge gaps

% Active Considerers

What do ACs want to know more about before choosing New Zealand?		Q2 FY25	Q4 FY24
1	The length of time required to fly to New Zealand	31%	32%
2	How easy it is to travel around	31%	25%
3	How safe it is from crime	30%	35%
4	What the weather is like	29%	30%
5	How long it takes to travel between the main attractions	23%	25%
6	The length of time needed to experience New Zealand properly	21%	24%
7	What the best time of year is to do the activities I want to	21%	N/A
8	Whether there is a broad enough variety of things to see and do	18%	16%
9	Driving on the left-hand side of the road	18%	18%
10	How sophisticated / world-class the main cities are	17%	16%

Ranks higher now than six months ago

Significantly higher / lower than previous wave at 95%

Sample size: Q4 FY24 | Q2 FY25 n = 304 | 300

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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Knowledge gaps vary by funnel stage so targeted messaging is recommended: for instance, messages around travel time between attractions will have a greater impact on Bookers while messages around when best to visit for certain activities will have a greater impact on Discoverers

Top ten knowledge gaps, by funnel stage

% Active Considerers | Q2 FY25

	What do ACs want to know more about before choosing New Zealand?	Dreaming	Discovering	Planning	Booking
1	The length of time required to fly to New Zealand	32%	29%	*Sample size too low*	30%
2	How easy it is to travel around	25%	38%		35%
3	How safe it is from crime	30%	29%		30%
4	What the weather is like	30%	30%		23%
5	How long it takes to travel between the main attractions	20%	20% ▼		36%
6	The length of time needed to experience New Zealand properly	21%	24%		18%
7	What the best time of year is to do the activities I want to	17%	29%		21%
8	Whether there is a broad enough variety of things to see and do	15%	20%		23%
9	Driving on the left-hand side of the road	11%	28%		20%
10	How sophisticated / world-class the main cities are	17%	14%		21%

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

Sample size Dreaming n = 162, Discovering n = 91, Planning n = 3, Booking n = 44
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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Off-peak considerers appear more concerned by driving on the left and how sophisticated the main cities are but overall, the top knowledge gaps are comparable to the total AC group

Top ten knowledge gaps

% Active Considerers | Q2 FY25

	What do ACs want to know more about before choosing New Zealand?	All ACs	Off-peak considerers[1]
1	The length of time required to fly to New Zealand	31%	28%
2	How easy it is to travel around	31%	29%
3	How safe it is from crime	30%	30%
4	What the weather is like	29%	29%
5	How long it takes to travel between the main attractions	23%	22%
6	The length of time needed to experience New Zealand properly	21%	19%
7	What the best time of year is to do the activities I want to	21%	22%
8	Whether there is a broad enough variety of things to see and do	18%	18%
9	Driving on the left-hand side of the road	18%	20% ▲
10	How sophisticated / world-class the main cities are	17%	20% ▲

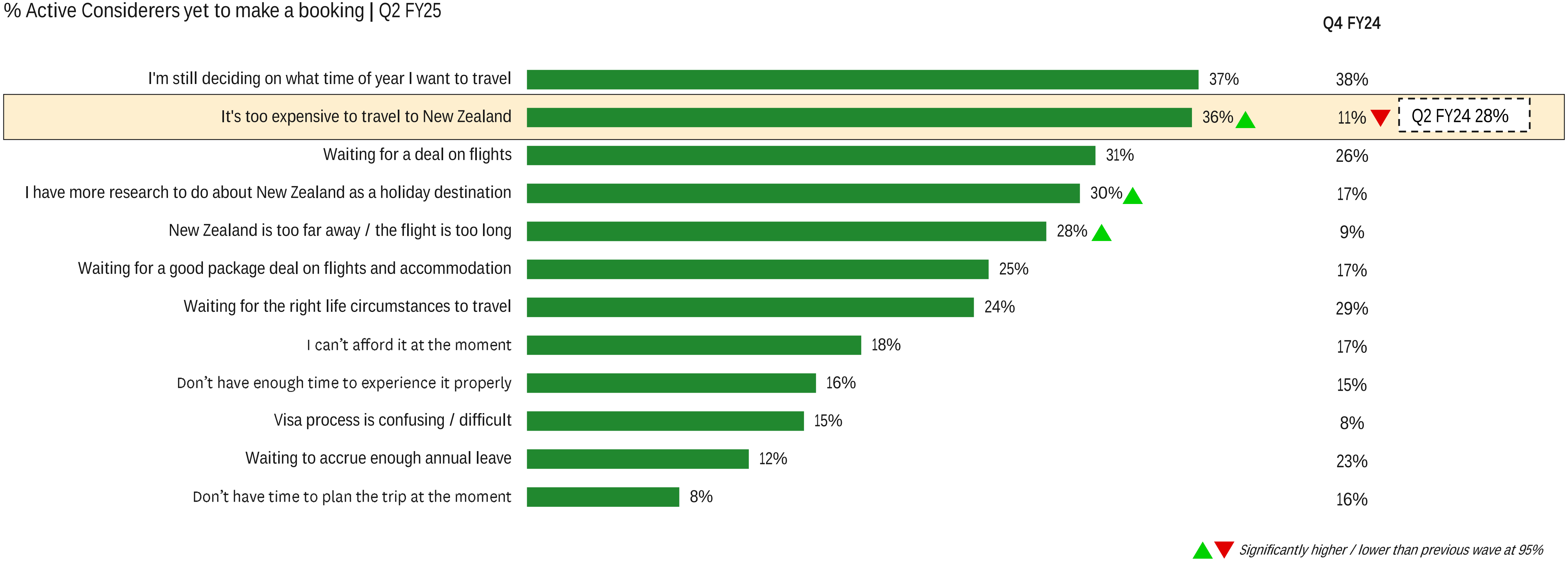
▲▼ *Significantly higher / lower than other group at 95%*

Sample size: Q2 FY25 n = 300 , Off=peak considerers n = 226
Question "Putting thoughts about costs aside, what are some of the concerns you have about choosing New Zealand for your next holiday?"
1. Off-peak considerers are those who would consider travelling to New Zealand in Spring, Winter or Autumn

Travel expense has bounced back as a key barrier to visit New Zealand, reflecting the seasonal fluctuations in airfares; collaborating with trade partners to offer deals and bundled packages can help to address these cost concerns

Barriers to booking holiday to New Zealand

% Active Considerers yet to make a booking | Q2 FY25



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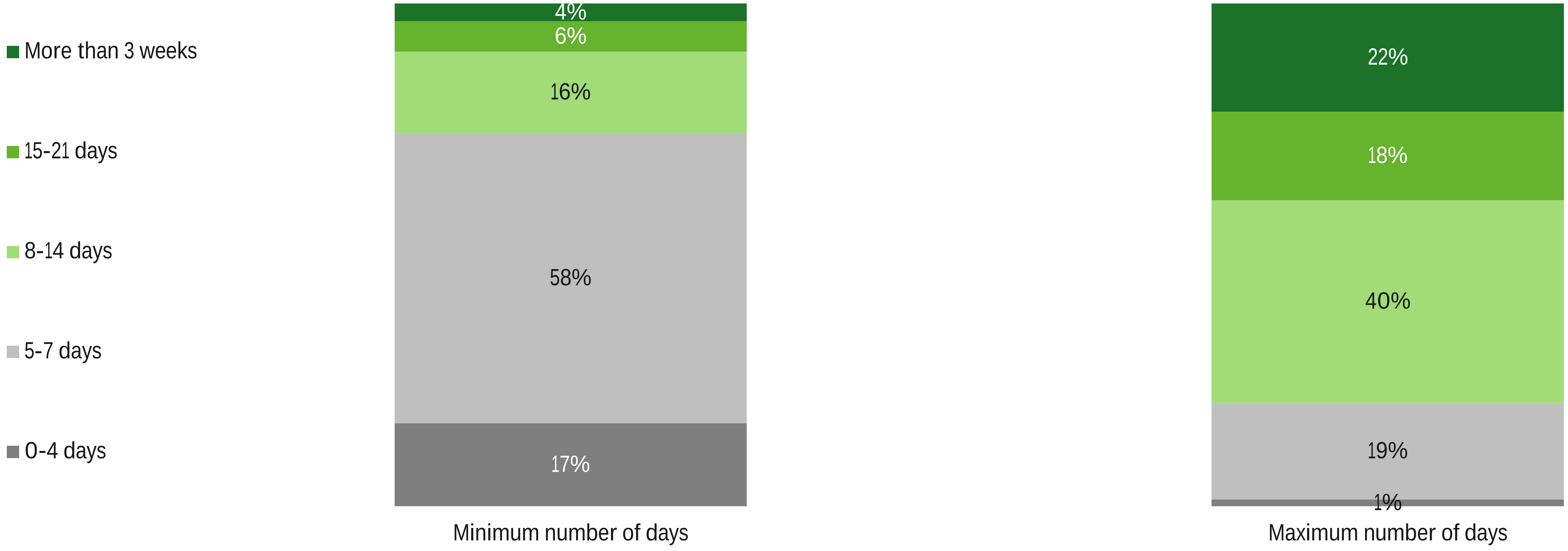
Sample size: Q4 FY24 | Q2 FY25 n = 143 | 43
Q "What is stopping you from making a booking?"

100% PURE NEW ZEALAND

The ideal number of holiday days to spend in New Zealand varies widely, with 22% of South Korean ACs considering spending more than 3 weeks in New Zealand

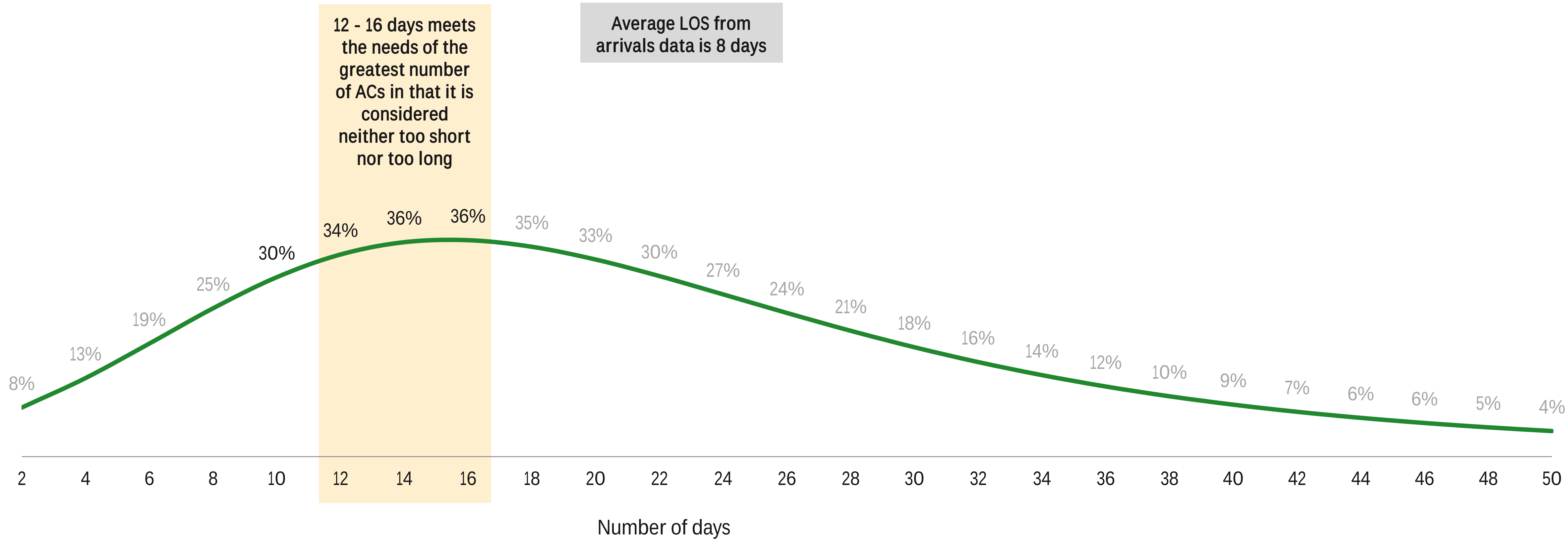
Ideal minimum and maximum numbers of days spent on holiday in New Zealand
% Active Considerers | Q2 FY25



Promoting holiday packages between 12 – 16 days will cater to the broadest range of ACs

Desired length of holiday in New Zealand (% for whom the number of days is neither too long or too short)

% Active Considerers | Q2 FY25

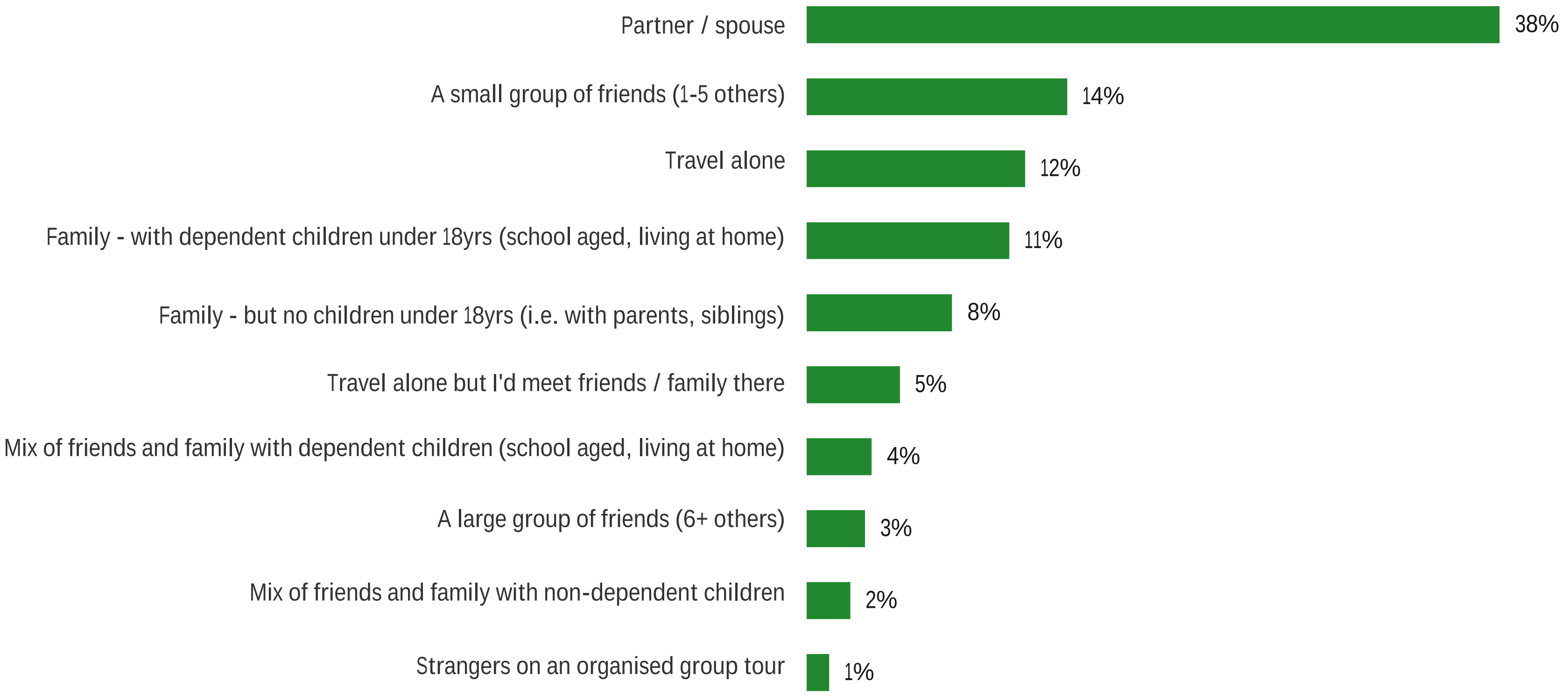


Sample size: Q2 FY25 n = 300

Q "Thinking about a future holiday in New Zealand, what would be the minimum and maximum amount of time you would ideally spend in New Zealand?"

South Korean ACs are more inclined to travel to New Zealand in smaller groups, with 38% likely to travel with a partner only

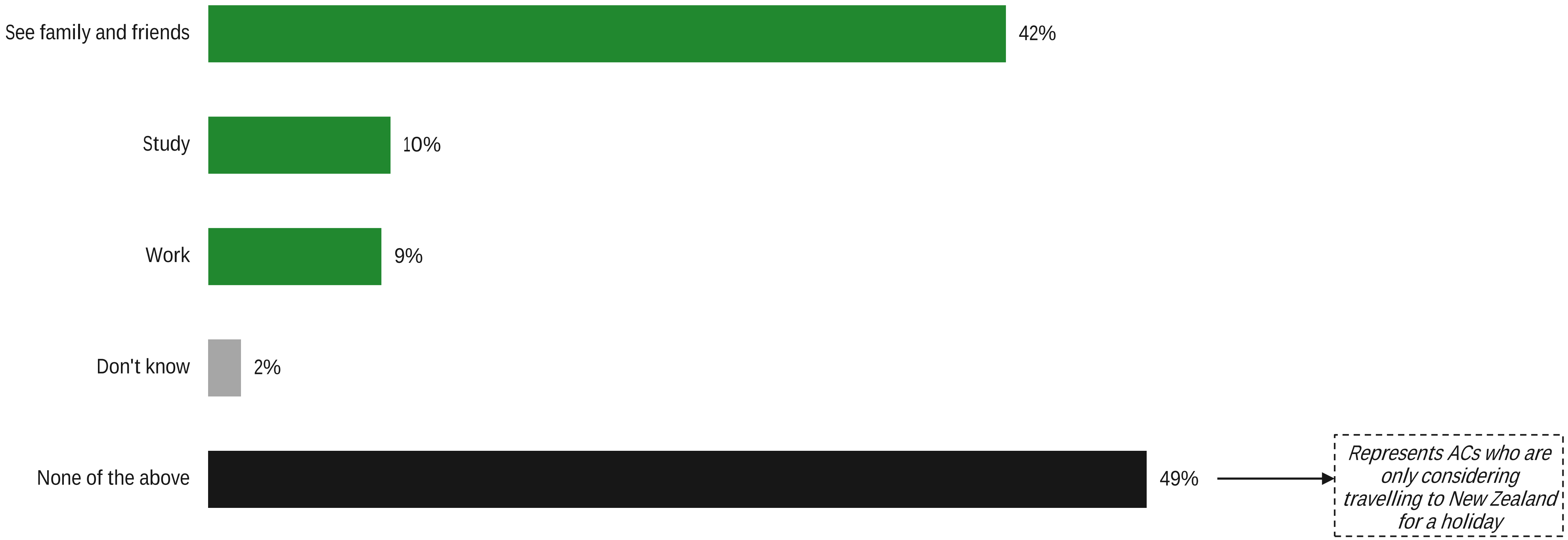
Likely travel party for New Zealand holiday
% Active Considerers | Q2 FY25



Sample size: Q2 FY25 n = 300
Q "Who are you most likely to travel with on your trip to New Zealand?"

Almost half of the AC pool intend to visit New Zealand for a holiday only, while 42% would look to visit family and friends while holidaying in New Zealand

Additional intentions when on holiday in New Zealand
% Active Considerers | Q2 FY25

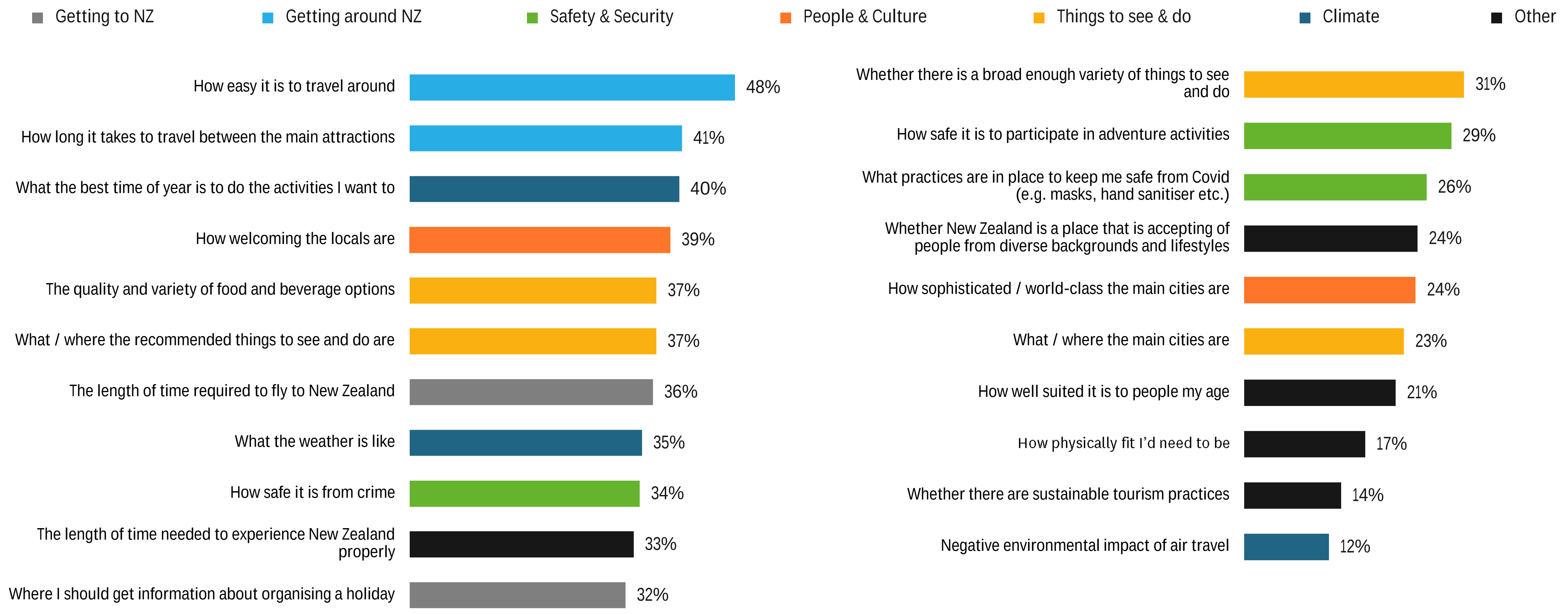


Sample size: Q2 FY25 n = 300
Q "When considering travelling to New Zealand for a holiday, do you also intend to.."

11 | Appendix

Knowledge gaps (full list)

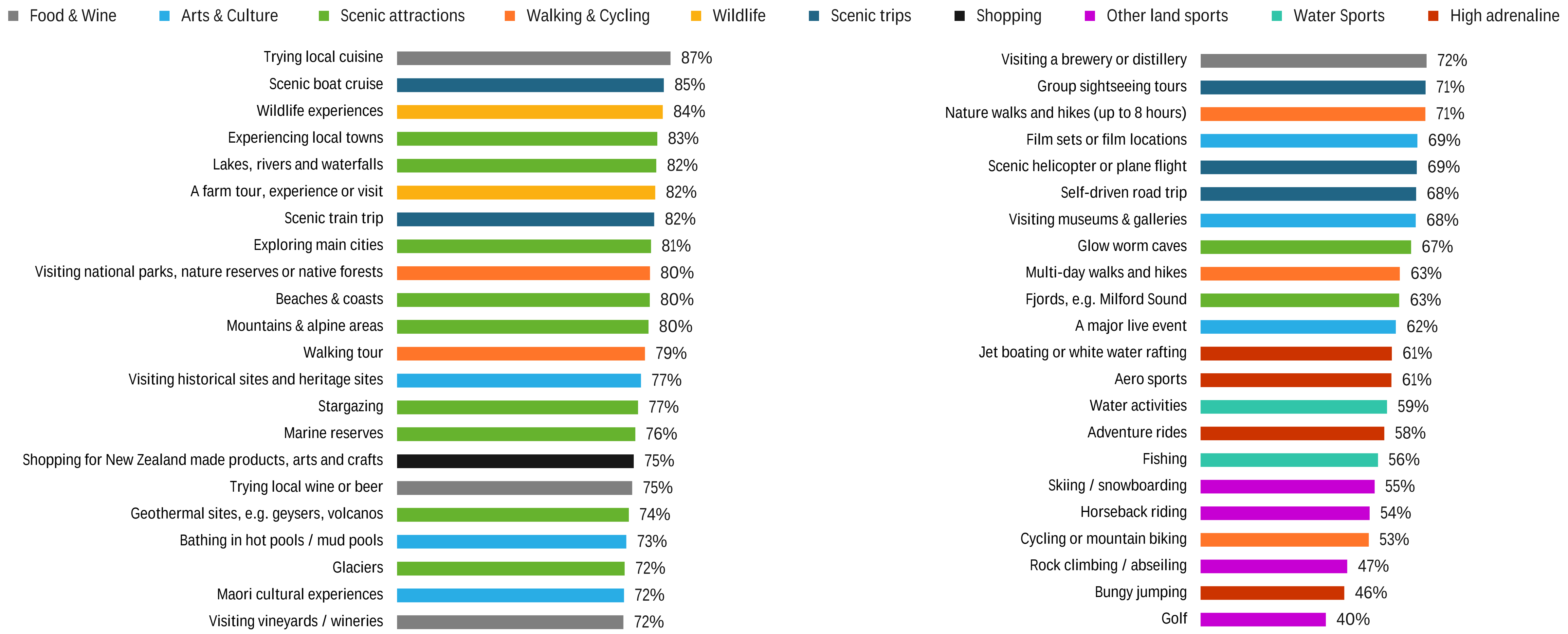
AC Monitor | Current 5M | Total Active Considerers



1. Sample size: Total ACs 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?"

Activities interested in doing in New Zealand (full list)

AC Monitor | Current 5M | Total Active Considerers

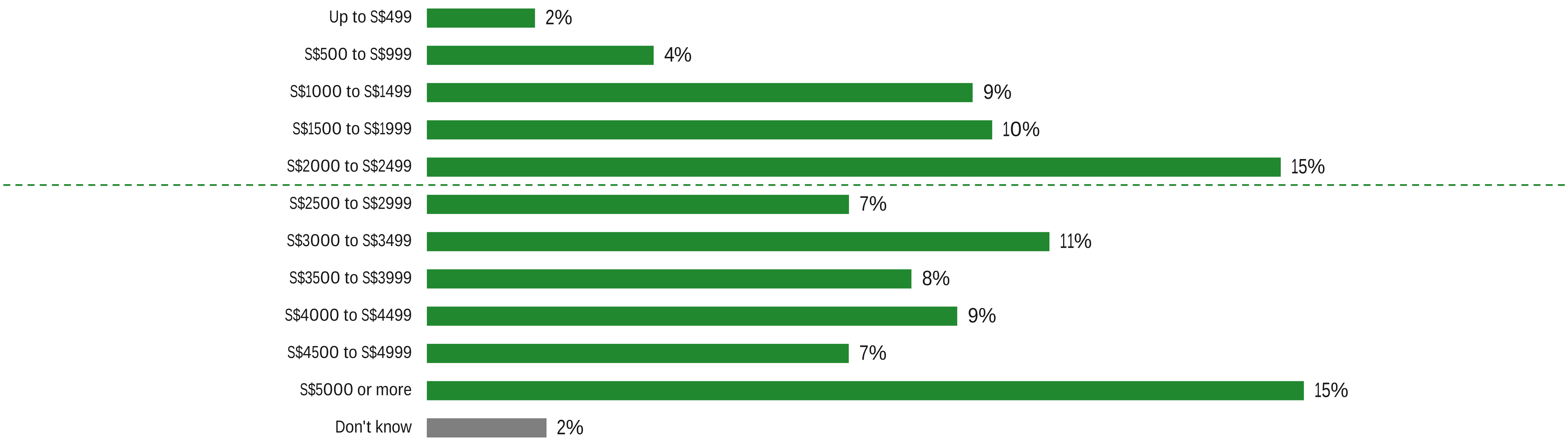


1. Sample size: Total ACs n = 300
2. Question “Which of the following would you be interested in seeing or doing when on holiday in New Zealand?”

Of those who agree that New Zealand is a preferred destination, 40% do not meet the spend threshold of S$2499

Spend on holiday in New Zealand

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



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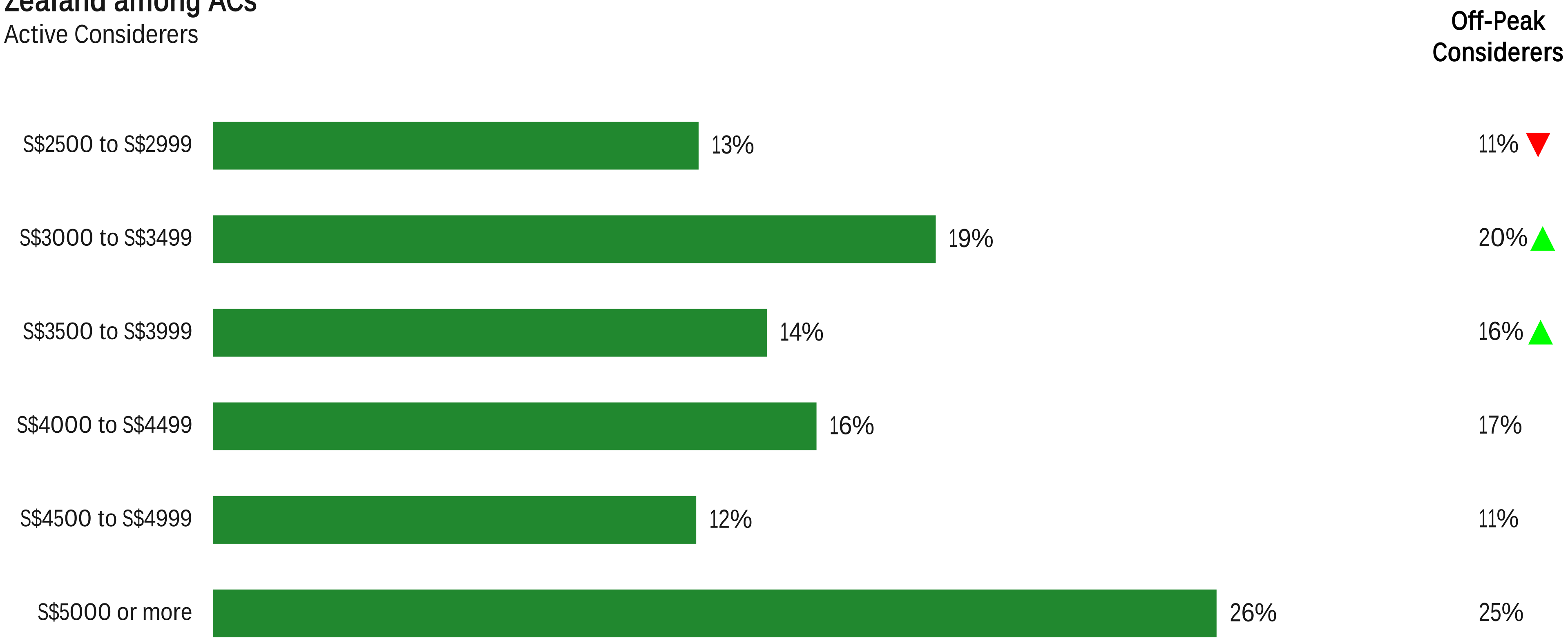
1. Sample size: n = 1373
2. Question "On a per person basis, how much would you be willing to spend on a holiday to New Zealand? Please include accommodation and daily expenses"

100% PURE NEW ZEALAND

Around a quarter of ACs would be willing to spend more than S$5000 on a holiday in New Zealand

Spend on holiday in New Zealand among ACs

AC Monitor | Current 5M | Total Active Considerers



▲▼ *Significantly higher / lower than Peak-Only Considerers*

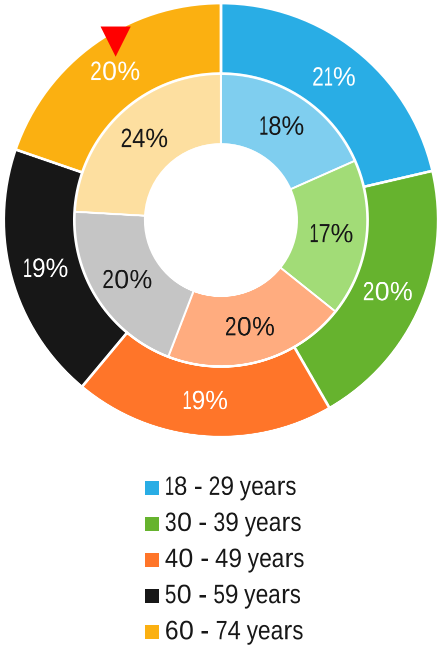
1. Sample size: Total ACs n = 751 | Off-Peak Considerers n = 489
2. Question "On a per person basis, how much would you be willing to spend on a holiday to New Zealand? Please include accommodation and daily expenses"

Compared to those who do not find New Zealand appealing, those who do are more likely to be aged 18-59 years

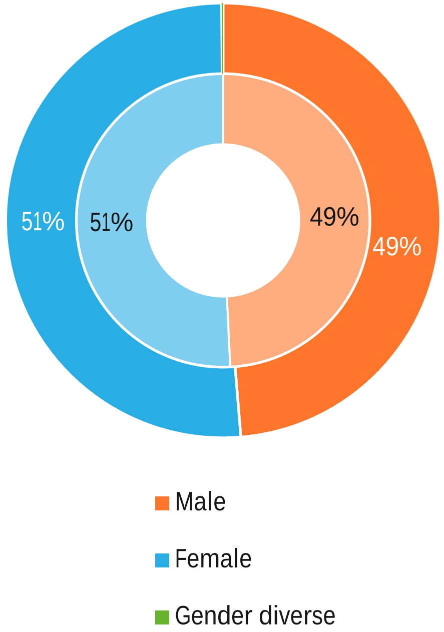
Profile of those who find New Zealand highly appealing

AC Monitor | Current 5M | Target online population aged 18-74

By age segment



By gender



Outer ring:
Those who find NZ highly appealing

Inner ring:
Those who do not find New Zealand highly appealing

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

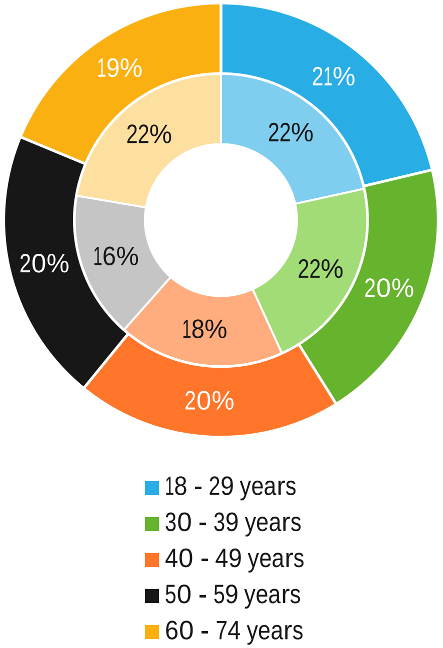
1. Sample size: Those who find New Zealand highly appealing n = 2088 | Those who do not find New Zealand highly appealing n = 1467

The demographic profile of those who would consider visiting New Zealand is similar to those who would not

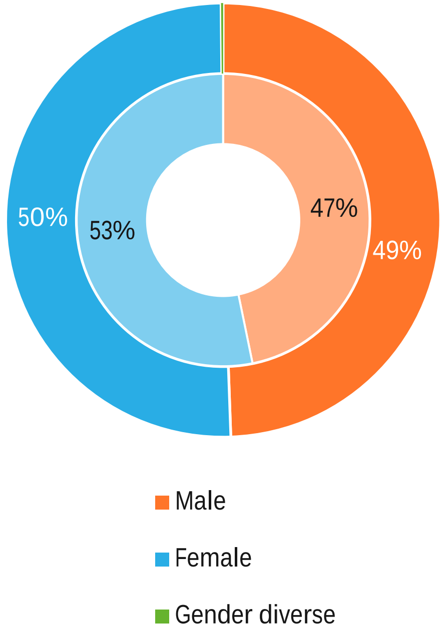
Profile of those who would seriously consider visiting New Zealand

AC Monitor | Current 5M | Those who find New Zealand highly appealing

By age segment



By gender



Outer ring:
Those who would seriously consider visiting New Zealand

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

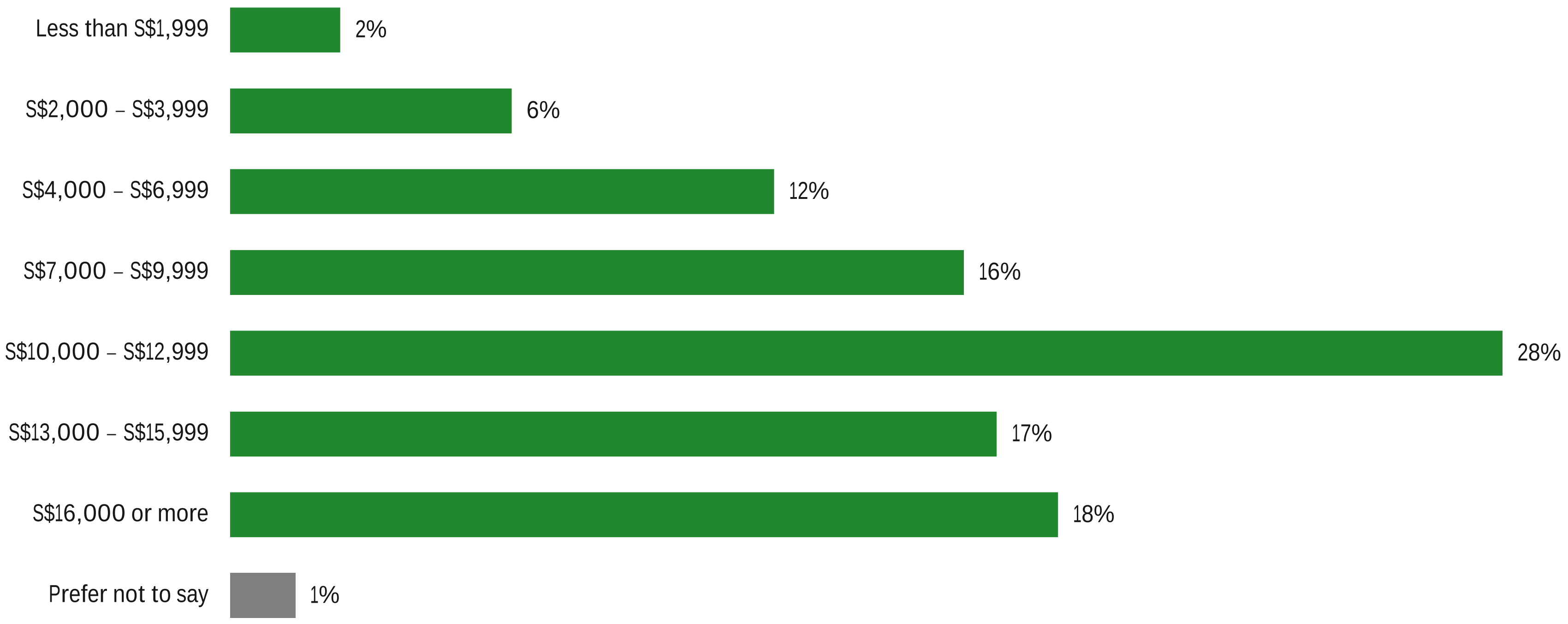
Significantly higher / lower than those who would not seriously consider

1. Sample size: Those who would seriously consider visiting New Zealand n = 1489 | Those who would not seriously consider visiting New Zealand n = 599

Around two thirds of ACs have an annual household income of over S$10,000

Household Income

AC Monitor | Current 5M | Total Active Considerers

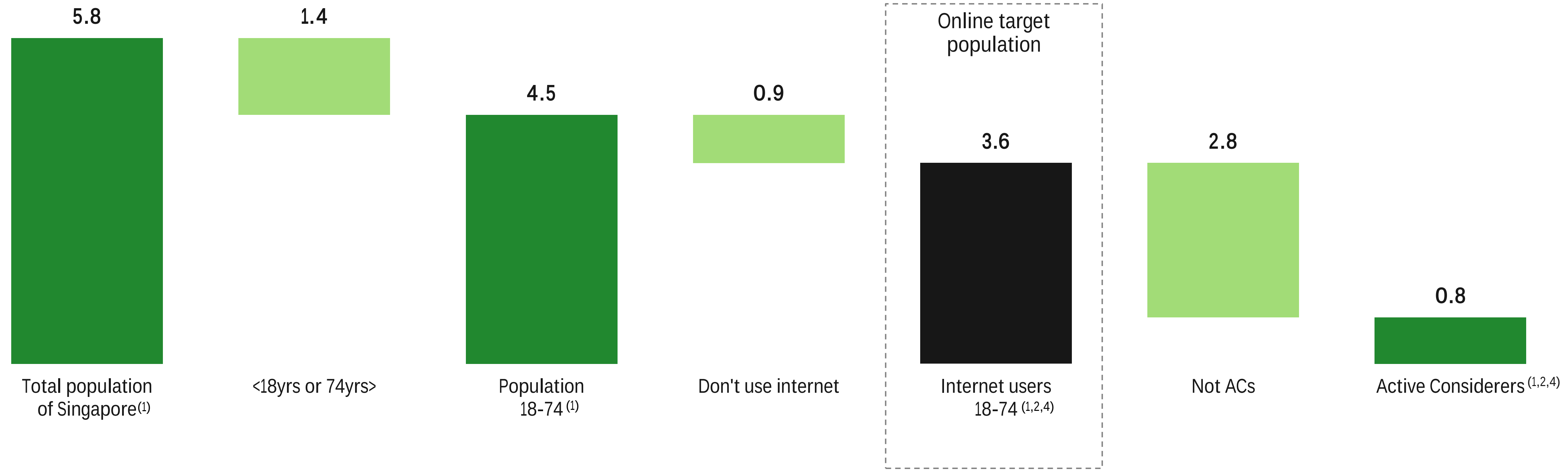


1. Sample size: Total ACs n = 750
2. Question "What is your total annual household income?"

Singapore Market Sizing

Market size, based on the AC incidence rate for five months to Nov 24

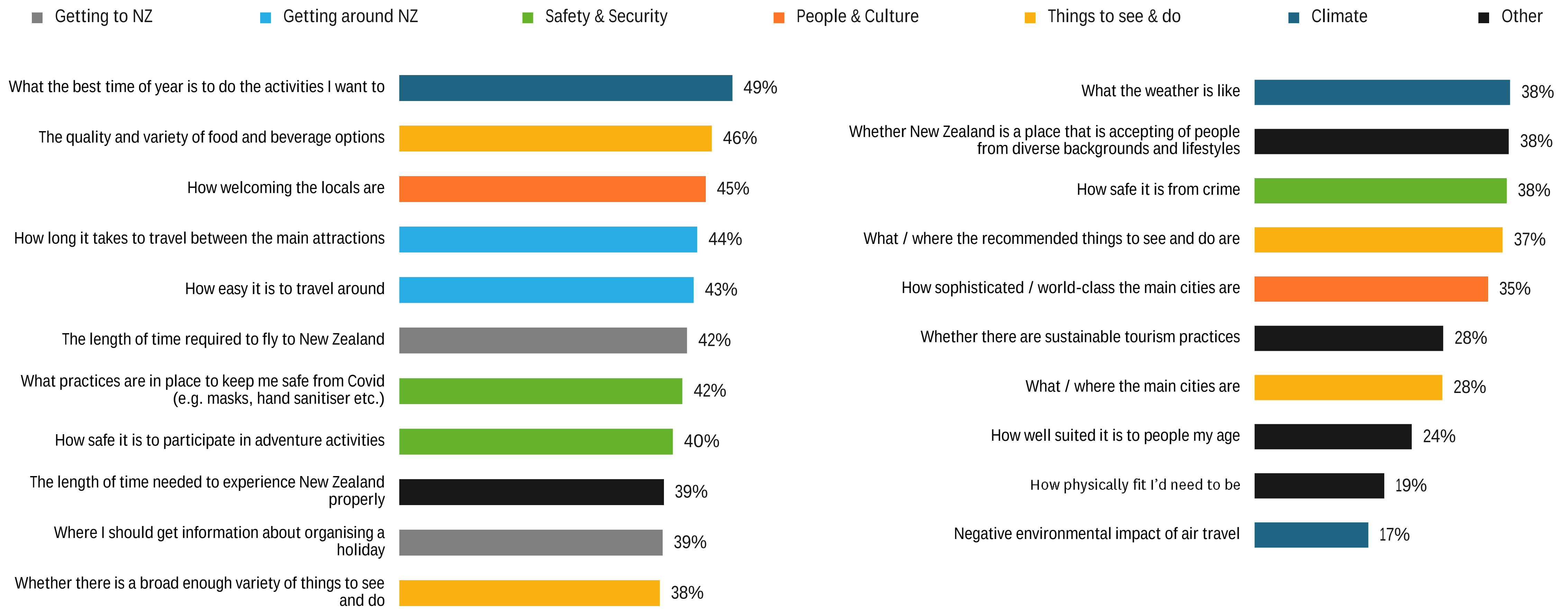
Nov 24 | Million people



1. Statistics Singapore, Population estimates on July 1st, by age and sex; Time period: at 1 Jul 2024; Coverage: Total population
2. Kantar Population Profiler, Internet usage by age; Coverage: Singapore; Time period: 2024
3. Tourism New Zealand, Active Considerer Monitor Singapore; Time period: Jul-Nov 24, under the latest AC definition
4. Kantar Analysis

Knowledge gaps (full list)

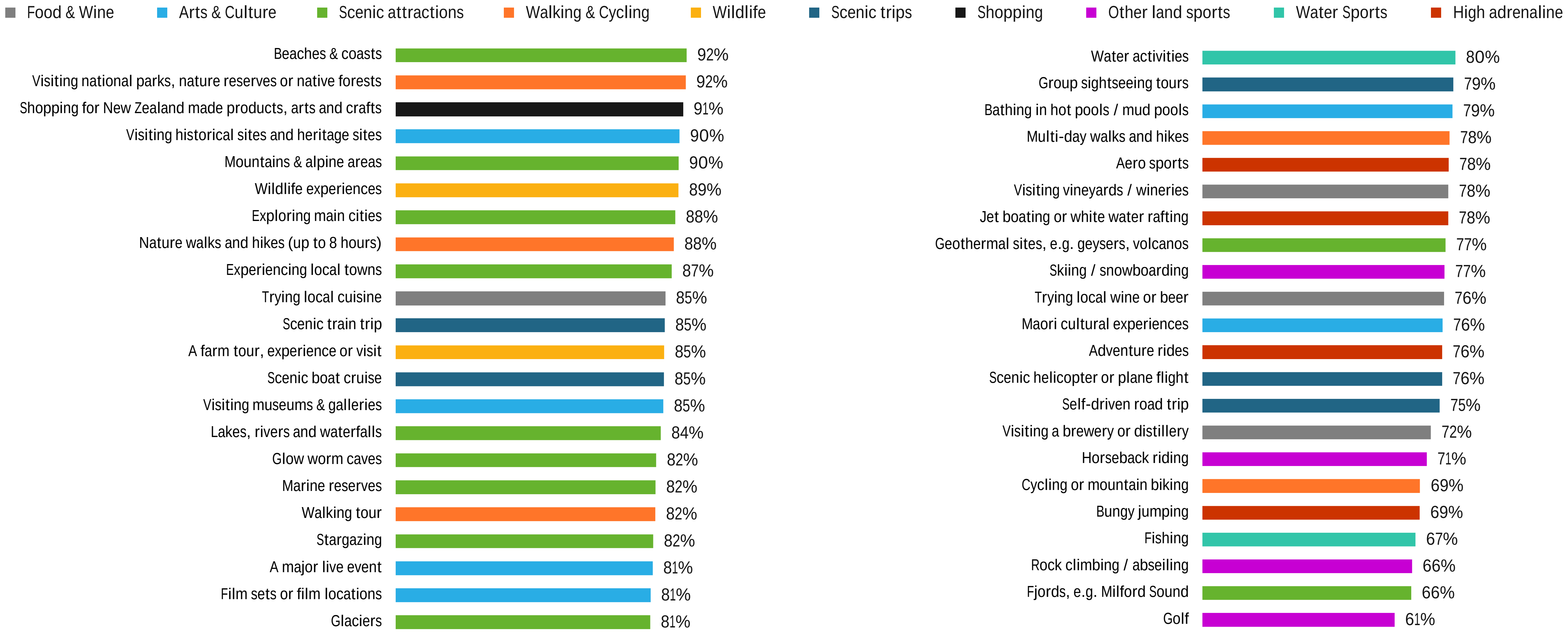
AC Monitor | Current 5M | Total Active Considerers



1. Sample size: Total ACs 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?"

Activities interested in doing in New Zealand (full list)

AC Monitor | Current 5M | Total Active Considerers

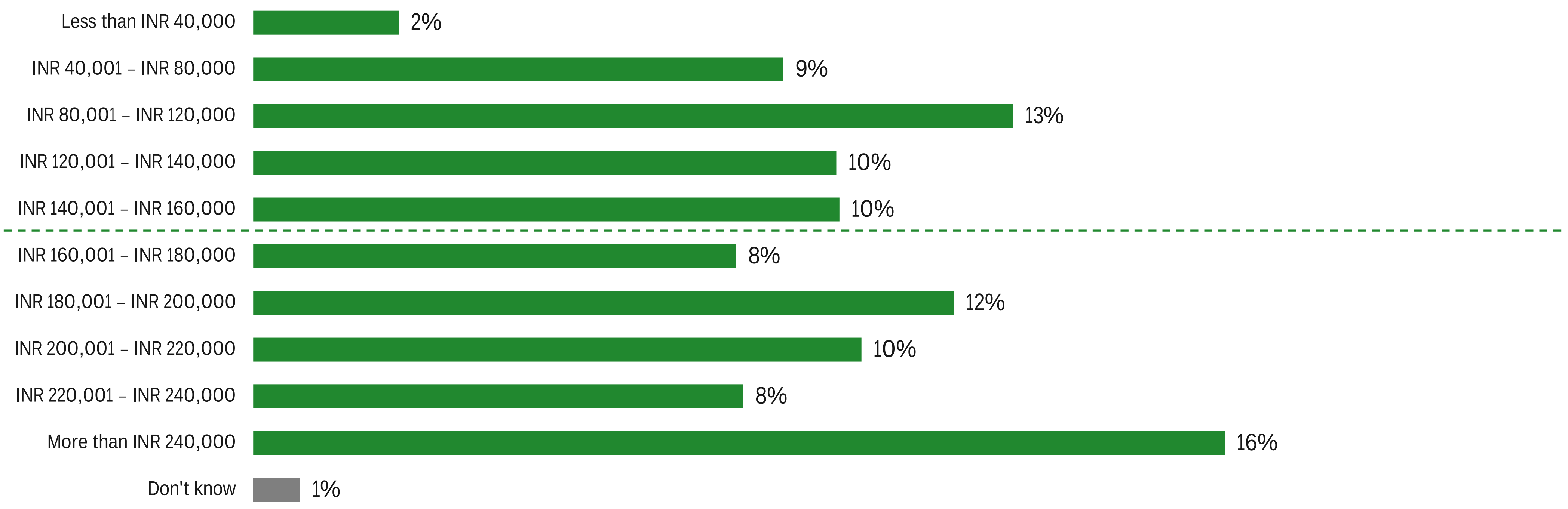


1. Sample size: Total ACs n = 301
2. Question "Which of the following would you be interested in seeing or doing when on holiday in New Zealand?"

Of those who agree that New Zealand is a preferred destination, 44% do not meet the spend threshold of INR 160,001

Spend on holiday in New Zealand

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

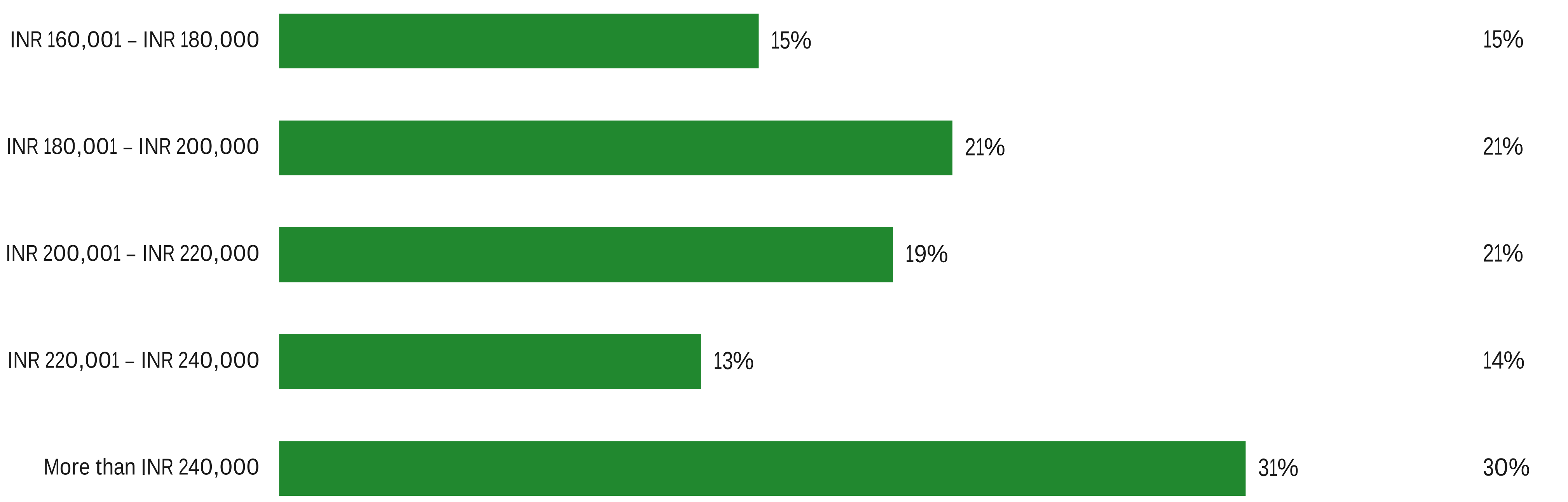


1. Sample size: n = 1753
2. Question "On a per person basis, how much would you be willing to spend on a holiday to New Zealand? Please include accommodation and daily expenses"

63% of ACs would be willing to spend between more than INR 200,000 on a holiday in New Zealand

Spend on holiday in New Zealand among ACs
AC Monitor | Current 5M | Total Active Considerers

Off-Peak Considerers



Significantly higher / lower than Peak-Only Considerers

1. Sample size: Total ACs n = 751 | Off-Peak Considerers n = 489
2. Question "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"

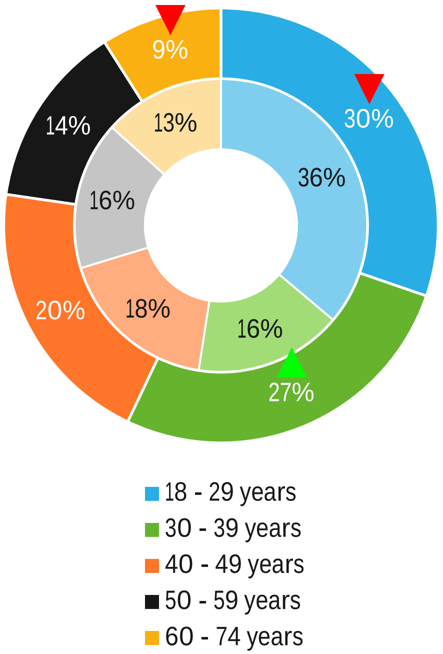
There are significantly more 30 – 39 year olds who find New Zealand appealing versus those who do not find it appealing

Profile of those who find New Zealand highly appealing

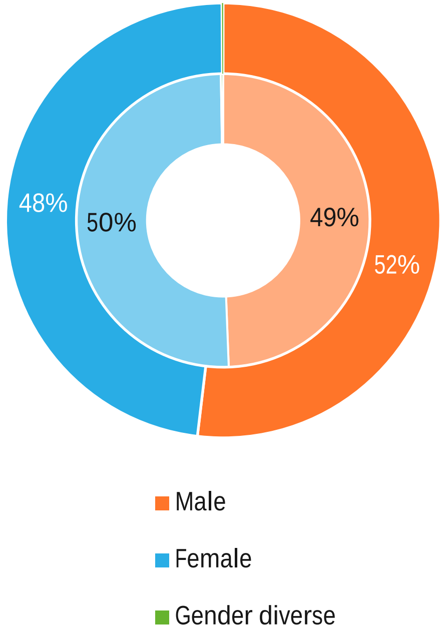
AC Monitor | Current 5M | Those who find New Zealand highly appealing vs. not

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

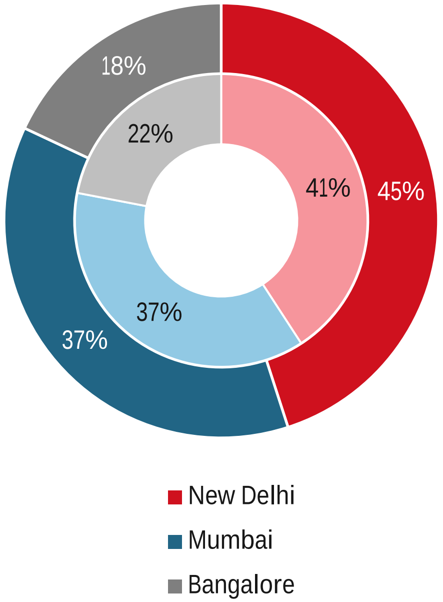
By age segment



By gender



By region



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

1. Sample size: Those who find New Zealand highly appealing n = 2140 | Those who do not find New Zealand highly appealing n = 793

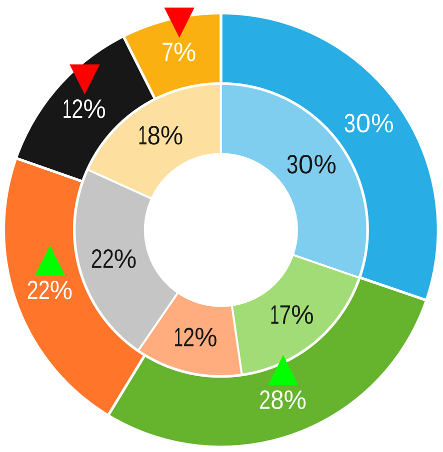
The demographic profile of those who would seriously consider visiting New Zealand skews towards those who are 30 – 49 years old and habitants of New Delhi

Profile of those who would seriously consider visiting New Zealand

AC Monitor | Current 5M | Those who find New Zealand highly appealing

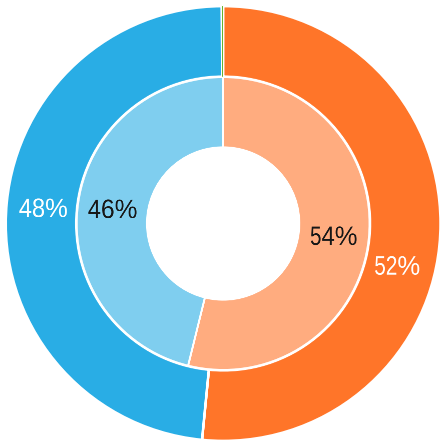
Outer ring: Those who would seriously consider visiting New Zealand
Inner ring : Those who would not seriously consider visiting New Zealand

By age segment



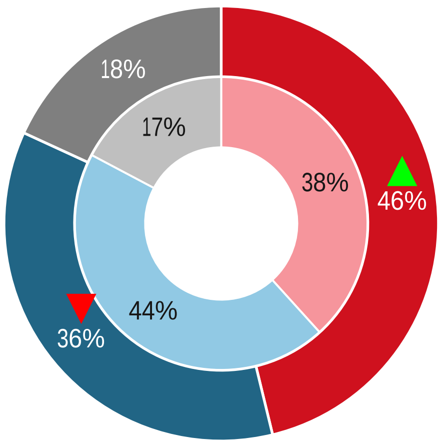
- 18 - 29 years
- 30 - 39 years
- 40 - 49 years
- 50 - 59 years
- 60 - 74 years

By gender



- Male
- Female
- Gender diverse

By region



- New Delhi
- Mumbai
- Bangalore

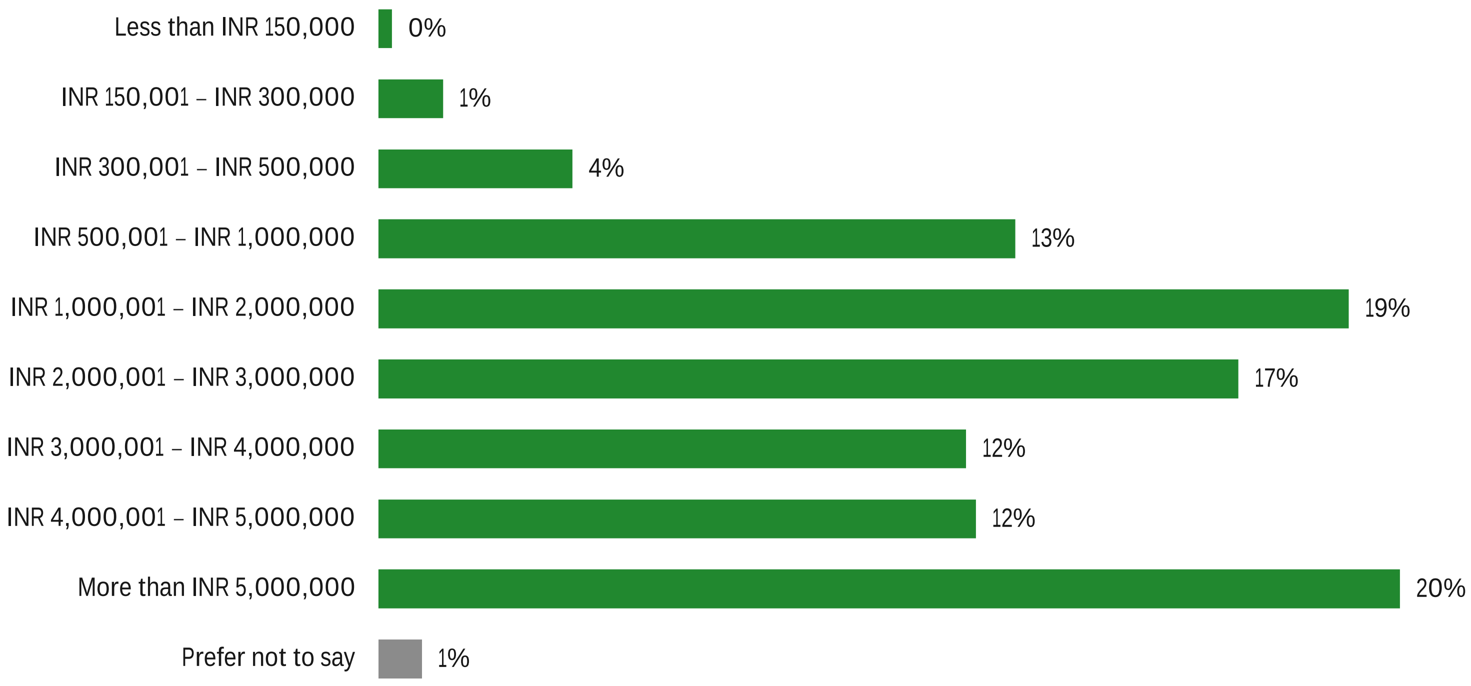
Significantly higher / lower than those who would not seriously consider

1. Sample size: Those who would seriously consider visiting New Zealand n = 1834 | Those who would not seriously consider visiting New Zealand n = 306

61% of ACs have an annual household income of over INR 2,000,00

Household Income

AC Monitor | Current 5M | Total Active Considerers

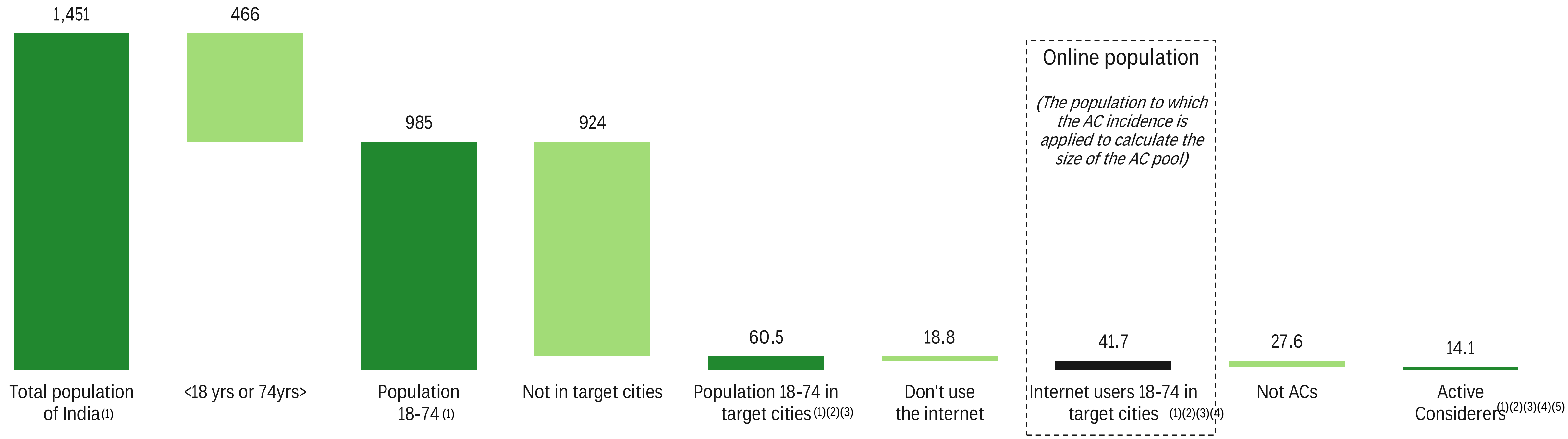


1. Sample size: Total ACs n = 751
2. Question "What is your total annual household income?"

India Market Sizing

Nov 24| Million people

Market size, based on the AC incidence rate for five months up to November 2024

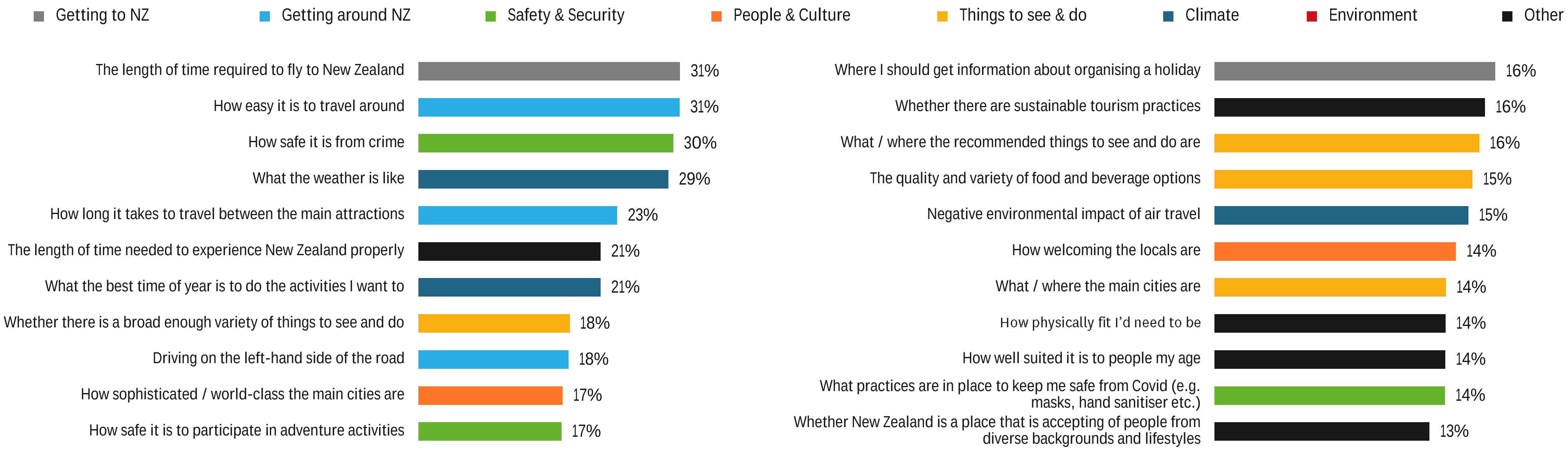


1. The World Bank, Population estimates by age and sex; Time period: 2024; Coverage: Total population
2. Census Organisation of India, Population estimate; Time period: 2024
3. Target cities: New Delhi, Mumbai, Bangalore
4. Internet in India Report 2022; Internet and Mobile Association of India (IAMAI) and Kantar
5. Tourism New Zealand, Active Considerer Monitor India; Time period: Jul-Nov 2024, under the latest AC definition

South Korean ACs exhibit a wide variety of knowledge gaps about New Zealand, most commonly flight duration, the logistics of getting around New Zealand, safety and weather

Knowledge gaps (full list)

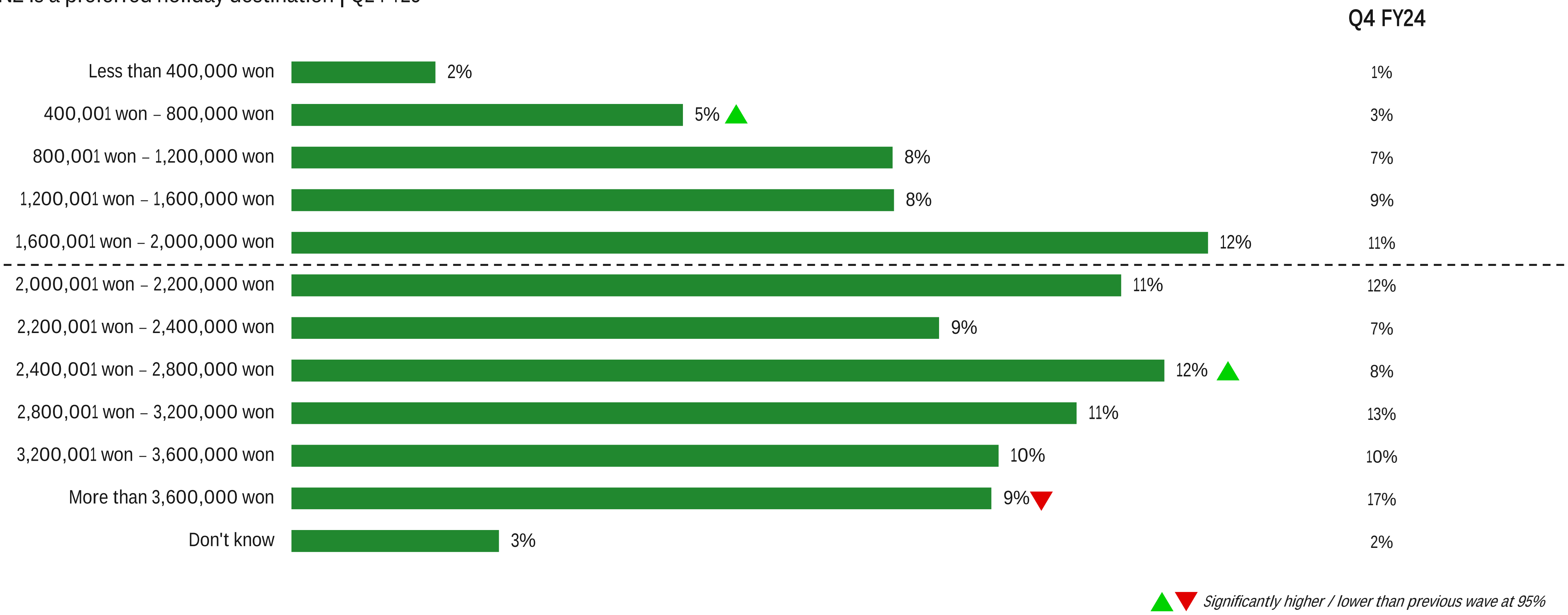
% Active Considerers | Q2 FY25



Of those in South Korea who agree New Zealand is a preferred destination, 61% meet the current spend criteria of ₩2m

Spend on holiday in New Zealand

% Those who agree NZ is a preferred holiday destination | Q2 FY25



Sample size: n = 643
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"

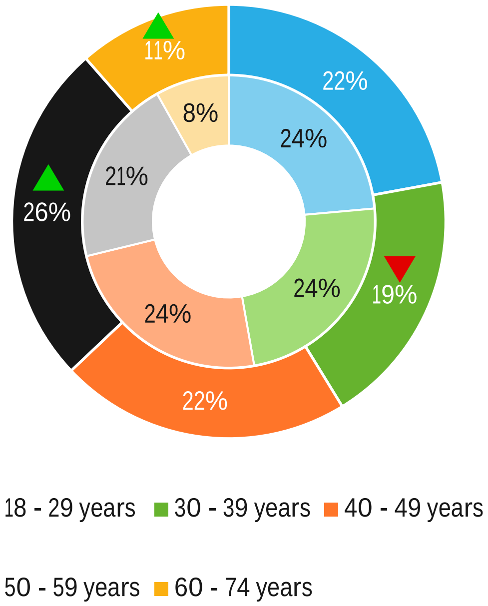
Older travellers aged 50 or above account for a larger proportion of those who find New Zealand appealing vs. those who do not

Profile of those who find New Zealand appealing

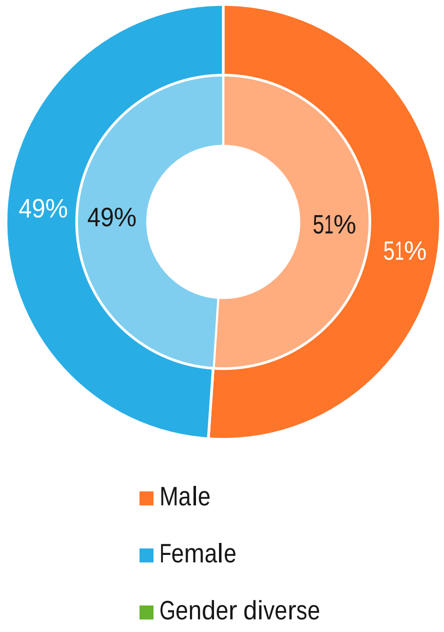
Those who find New Zealand appealing vs. not | Q2 FY25

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

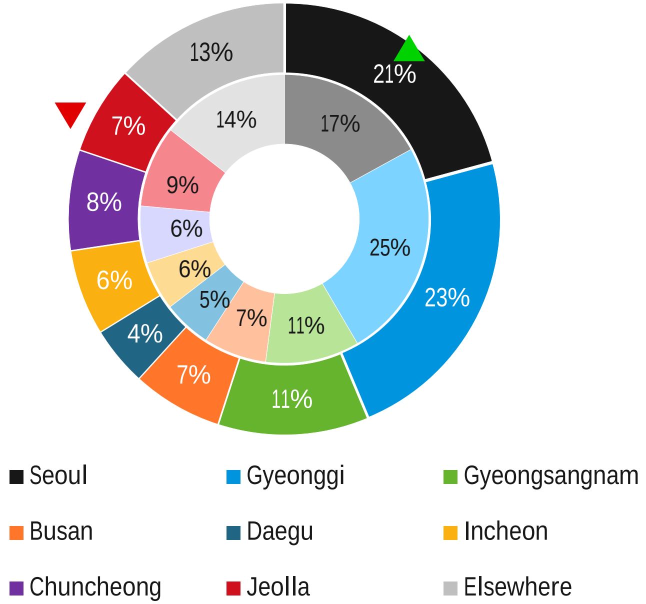
By age segment



By gender



By region



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

KANTAR

Sample sizes: Those who find New Zealand appealing n = 1,431 | Those who do not find New Zealand appealing n = 1,655

100% PURE NEW ZEALAND

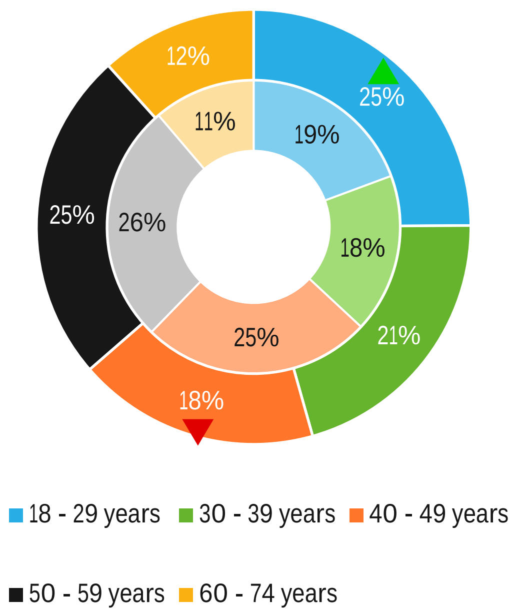
Compared to non-considerers, the profile of serious considerers is more skewed towards those aged 18–29 years as well as males and those living in Seoul

Profile of those who would seriously consider visiting New Zealand

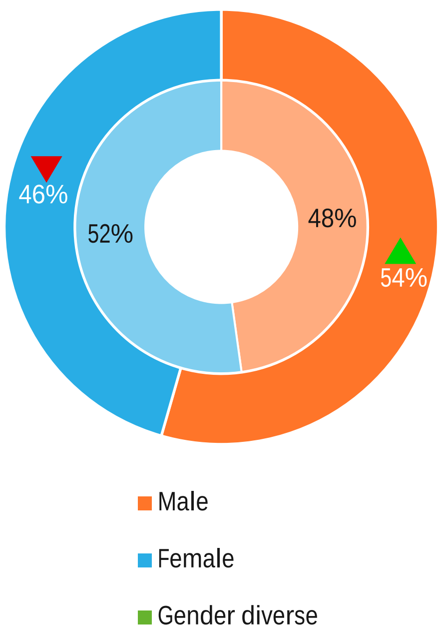
Those who would seriously consider vs. not | Q2 FY25

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

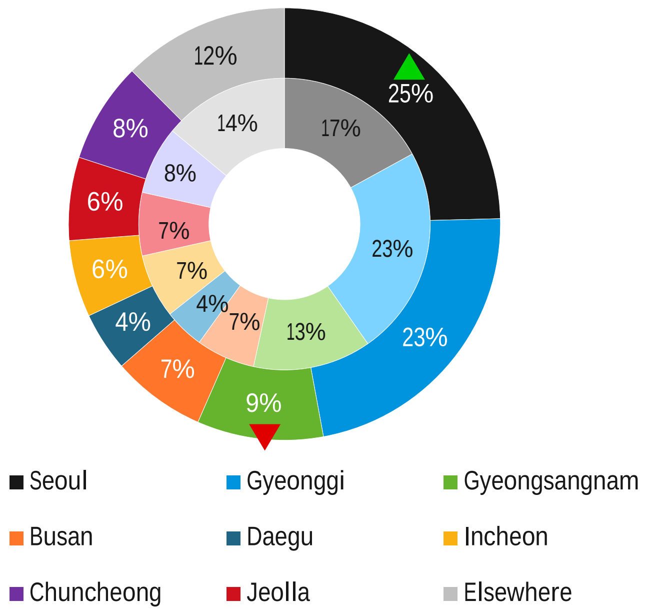
By age segment



By gender



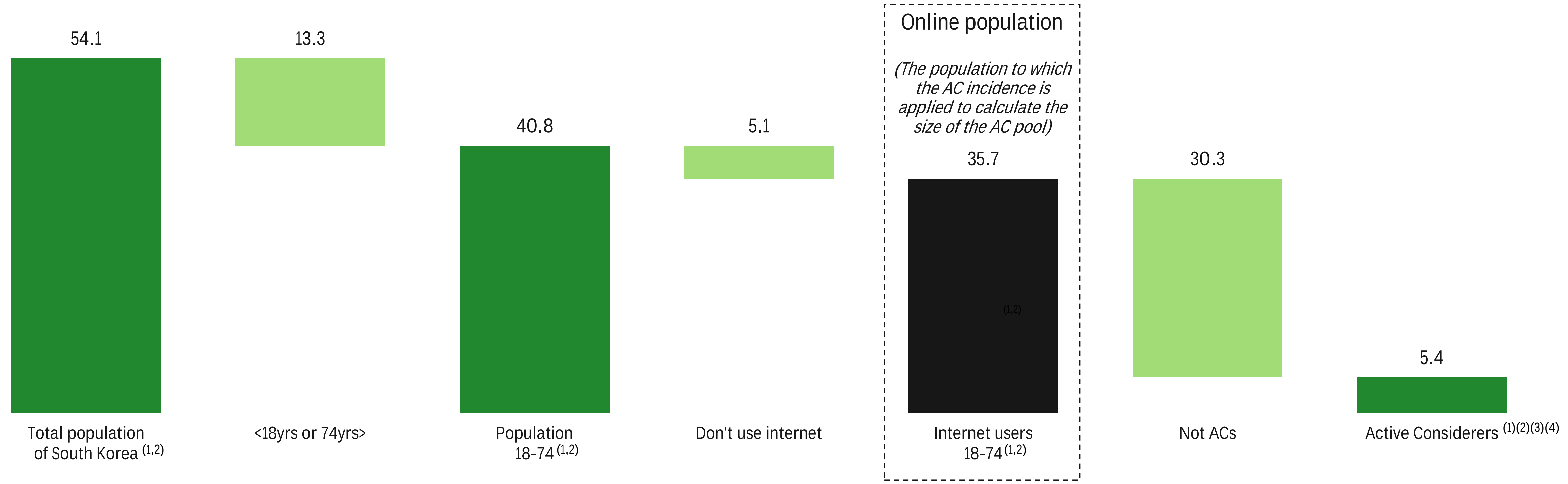
By region



Significantly higher / lower than those who would not seriously consider

South Korea Market Sizing

Market size, based on the AC incidence rate for Q2 FY25
Q2 FY25 | Million people



KOSIS, Projected Population by Age Group (Korea); Time period: 2024 projection; Coverage: Total population
Kantar Population Profiler, Internet usage by age; Coverage: South Korea; Time period: 2020
Tourism New Zealand, Active Considerer Monitor South Korea; Time period: Q2 FY25, under the latest AC definition
Kantar Analysis

Appendix: Brand positioning 'how to'

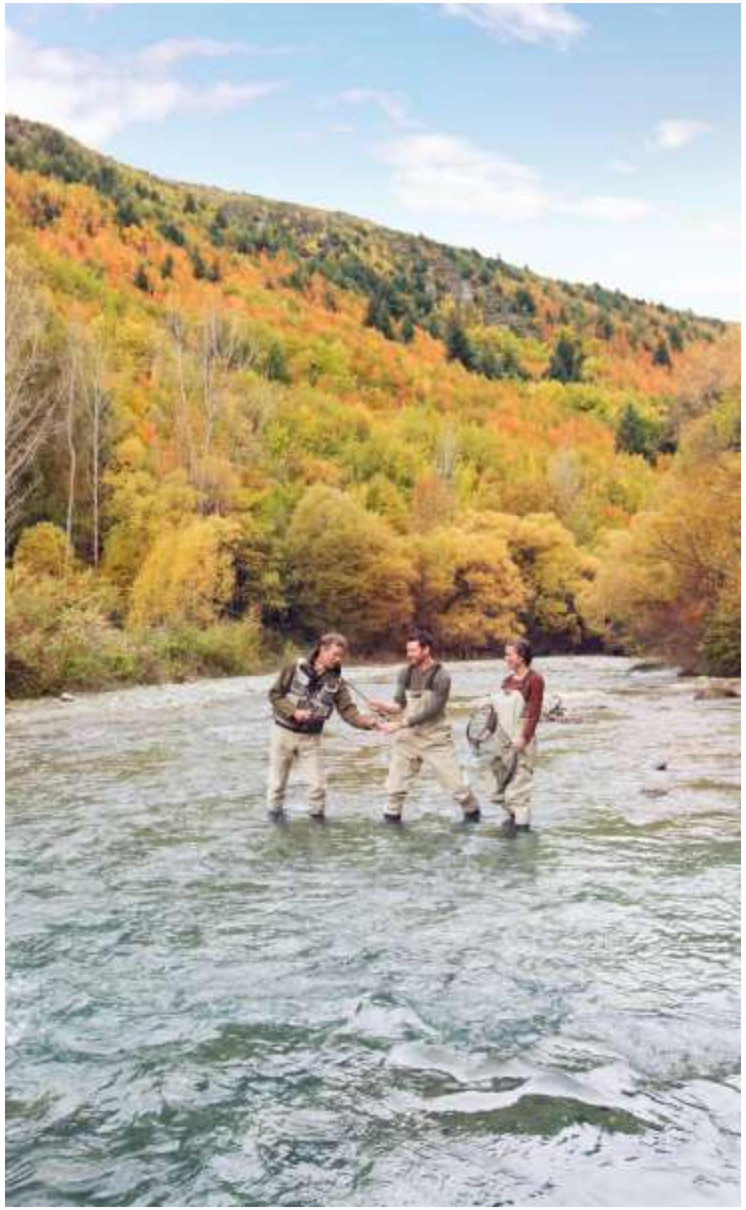
ACs are biased by their predisposition to New Zealand by design. Because we're already talking to people that really like the idea of visiting New Zealand, New Zealand tends to get rated much more favourably on the brand attributes than competitors do. To better understand relative performance, we need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



Appendix: Visitor consideration funnel

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

Organising a holiday is a process that can start with dreaming about visiting a destination, from doing some research and planning, through to making bookings for flights to that destination. In the last 12 months, have you done any research about visiting New Zealand for a holiday?

- Yes
  - Which of the following best describes the stage you are at with your research and planning for New Zealand holiday?
    - I have been exploring possibilities, but I have not started planning the details of my trip → **Discover**
    - I have done enough research and started actively planning the details of my trip
      - Have you reached a stage where you are ready to make firm bookings to travel to New Zealand for a holiday?
        - Yes, I'm ready to make firm bookings → **Book**
        - I've already made bookings → **Book**
        - No → **Plan**
- No → **Dream**