KANTAR

Active Considerer (AC) Monitor Singapore, India & South Korea (H1 FY26)

Report

December 2025

NEW ZEALAND TOURISM

100% PURE NEW ZEALAND

newzealand.com

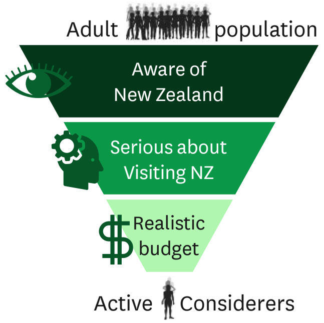
AC Monitor research specifications

Kantar conducts a **monthly online survey** in eight of Tourism New Zealand's markets:

- Australia, China (Tier 1 and 2 cities), Germany, Japan, UK and USA; as well as (from FY25) India (New Delhi, Mumbai and Bangalore) 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 FY26 where results are based on a 5-month period (Jul – Nov 25)

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 2025 market sizing exercise

Positive economic outlook supports travel demand growth for 2026, however persistent cost of living challenges are likely to lead to more value-based travel choices

MARKET CONTEXT

- **Economic outlook is steady but cautious:** Growth is projected at 1.5%–2.5% in 2025, revised upward after a strong first half, though momentum may ease later in the year amid U.S. tariff tensions affecting exports and business confidence.
- **Airline Capacity:** Singapore Airlines is adding an additional flight to Christchurch for summer 2025/2026, boosting seat capacity by over 23,000 and offering more choice for travelers

TRAVEL DEMAND

- **Outbound Travel Demand:**
  - Travel remains a priority: 59% of Singaporeans take at least one international trip a year
  - However, rising living costs are driving value-based choices: 65% travellers say that rising expenses have impacted their global travel plans. Off-peak season travel and early flight booking are the top cost saving measures among international travellers

Source: Information supplied by Tourism New Zealand; YouGov's report Singapore's International Traveller Outlook 2026.

Performance Dashboard

	Q4 FY25	Q2 FY26
Incidence of Active Considerers[1]	23%	26% ▲
Preference KPI[2] (total)	70%	69%
First	47%	50%
Second	24%	19% ▼
Funnel[2]		
Dreaming	30%	35%
Discovering	51%	45% ▼
Planning	0.5%	0.5%
Booking	19%	20%

Brand associations[2]

Strengths to leverage	Need to dial up
Wildlife experience	Iconic attractions
Indigenous culture	Quality food & wine
Amazing beaches	Local culture
Relationship with the land	Range of experiences

Top 5 competitors[2]

(% selected destination in their top five preferred destinations)

Japan	Australia	South Korea	Switzerland	China
54%	32%	27%	24%	20%

Top 5 knowledge gaps[3]

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

Top 5 booking barriers[4]

Low sample size (n<100)
Interpret with caution

1. I'm still deciding on what time of year I want to travel
2. Waiting for a good package deal on flights and accommodation
3. I have more research to do about New Zealand as a holiday destination
4. Waiting for the right life circumstances to travel
5. Waiting for a deal on flights

1. Sample size: Online population Q4 FY25 (6M) n = 4350 | Q2 FY26 (5M) n = 3152
2. Sample size: ACs Q4 FY25 (6M) n = 675 | Q2 FY26 (5M) n = 526
3. Sample size: ACs Q2 FY26 (5M) n = 450
4. Sample size: ACs Q2 FY26 (5M) n = 41

▲▼ *Significantly higher / lower than previous period*

Key insights

- The AC incidence has significantly increased to 26% in the latest period, equating to approximately 0.9 million people
- First-choice preference has grown from 47% to 50% in six months, signalling stronger predisposition and an opportunity to accelerate ACs conversion by removing booking barriers
- Japan is the leading key competitor to watch, followed by Australia and South Korea by some distance. To stand out, brand messaging should:
  - Leverage New Zealand's strengths, such as our landscapes & scenery, clean & green image and wildlife experiences which are stronger drivers of preference in 2025
  - Enhance New Zealand's competitive edge on other strategic drivers like interesting cities, iconic attractions, quality food & wine and range of experiences on offer
- Tactical communications should look to address ease of travelling within New Zealand, including travel times between main attractions and highlight optimal travel periods for activities, flight durations, and food and beverage quality
- The primary barriers for ACs who have not yet booked is uncertainty around best time of year to travel, alongside waiting for a compelling flight and accommodation package. Providing clearer guidance on travel timing, together with working closely with trade partners to offer bundled flight and accommodation deals, would help address these barriers
- Advertising cut-through for New Zealand has seen a substantial increase in the latest period to 64%

Despite robust economic growth and improving geopolitical conditions, outbound travel demand remains subdued in the near term

MARKET CONTEXT

- **Economic momentum is strong:** GDP surged 7.8% YoY in Apr-Jun 2025, a five-quarter high, and the IMF raised its 2025 growth forecast to 6.6%, signaling resilience growth despite global uncertainty.
- **Political environment stabilising**: India manages complex geopolitics with Pakistan and the U.S. while strengthening ties with major economies; relations with China are improving with visa resumption and direct flights restarting by Oct 2025.

TRAVEL DEMAND

- **Outbound Travel Faces Headwinds:**
  - Sharp decline in volumes: Outbound travel from India is down 24% YoY as of Sept 2025 (IATA), reflecting market volatility and cautious consumer sentiment.
  - Rising geopolitical tensions, airspace closures, and the Air India air crash have temporarily slowed momentum, shrinking booking windows and favoring visa-free or easy-visa destinations.

Performance Dashboard

	Q4 FY25	Q2 FY26
Incidence of Active Considerers[1]	34%	34%
Preference KPI[2] – First	63%	60%
Preference KPI[2] – Second	18%	19%
Preference KPI[2] – Total	81%	80%
Funnel[2] – Dreaming	18%	17%
Funnel[2] – Discovering	44%	47%
Funnel[2] – Planning	1.0%	0.1% ▼
Funnel[2] – Booking	37%	35%

Brand associations[2]

Strengths to leverage	Need to dial up
Wildlife experience	Clean & unpolluted
Landscapes and scenery	Range of experiences
Amazing beaches	Quality food & wine
Indigenous culture	Iconic attractions

Top 5 competitors[2]

(% selected destination in their top five preferred destinations)

Australia	Singapore	Switzerland	UAE	Japan
32%	32%	29%	25%	18%

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 easy it is to travel around
5. How safe it is to participate in adventure activities

Top 5 booking barriers[4]

Low sample size (n<100)
Interpret with caution

1. I have more research to do about New Zealand as a holiday destination
2. Waiting for a good package deal on flights and accommodation
3. Waiting for a deal on flights
4. I'm still deciding on what time of year I want to travel
5. Waiting to accrue enough annual leave

1. Sample size: Online population Q4 FY25 (6M) n = 3136 | Q2 FY26 (5M) n = 2473
2. Sample size: ACs Q4 FY25 (6M) n = 675 | Q2 FY26 (5M) n = 525
3. Sample size: ACs Q2 FY26 (5M) n = 450
4. Sample size: ACs Q2 FY26 (5M) n = 98

▲▼ *Significantly higher / lower than previous period*

Key insights

- India remains an attractive market with an AC incidence of 34% and 14.7m ACs across its three target cities. Importantly, 35% of this audience is already in a booking mindset, presenting a strong opportunity for conversion.
- With first-choice preference holding at 60%, efforts should continue to focus on converting ACs by addressing the key barriers and concerns preventing booking.
- Australia, Singapore and Switzerland are New Zealand's top competitors, with Australia strengthening its position and climbing the preference rankings. To standout and win in conversion:
  - Brand messaging should focus on enhancing New Zealand's key drivers of preference: solidifying perceptions that New Zealand is a clean, unpolluted destination with spectacular landscapes and scenery, and offers a wide variety of adventures.
  - Tactical messaging should address best times to visit New Zealand for key activities of interest, and promote our high-quality local cuisine and beverage options – both currently key knowledge gaps and concerns about choosing New Zealand as a holiday destination
- The perception that travelling to New Zealand is too expensive is growing, therefore working with trade partners to offer good package deals on flights and accommodation can help address booking barrier. Additionally, promoting holiday packages of 5-14 days would assist in moving ACs along the funnel.
- Destination New Zealand's advertising continues to perform strongly and has shown a notable increase compared to six months ago, now at 77%

Travel demand is resilient supported by improving long-haul connectivity, even as economic headwinds persist

MARKET CONTEXT

- **Economic Conditions are Challenging:** Growth is modest at ~0.8% GDP in 2025, with the government focused on stability amid trade uncertainties and high US tariffs.
- **Political Stability Restored:** After early-year turmoil and leadership change, a new government is prioritising economic and political stability despite ongoing legal proceedings.
- **Air Connectivity Challenge:** reduction in capacity on Air NZ flights by 18%, compensated but only slightly by an increase capacity with Korea Air; focus is on partnerships with JetStar and China Eastern to support growth via indirect connections.

TRAVEL DEMAND

- **Outbound Travel Demand is Resilient:**
  - **Outbound travel is rebounding:** 19.4M trips by August (+2.8% YoY), expected to surpass 30M by year-end, driven by better connectivity and improving consumer confidence.
  - **Short-haul dominates:** 62% of trips are to nearby destinations, led by China and Japan, while long-haul markets like Australia are surging (+40% vs. 2019) thanks to expanded direct flights.

Performance Dashboard

	Apr 25	Oct 25
Incidence of Active Considerers[1]	17%	21% ▲
Preference KPI[2]	69%	67%
First	50%	50%
Second	19%	18%
Funnel[2]		
Dreaming	49%	36% ▼
Discover	30%	37%
Planning	1%	1%
Booking	20%	26%

Brand associations (3)

Strengths to leverage	Dial up
Relationship with the land	Range of experiences
Indigenous culture	Iconic attractions
Clean & unpolluted	Interesting cities
Wildlife experiences	Easy to travel around

Top 5 competitors (3)

(% selected destination in their top five preferred destinations)

Australia	Japan	Canada	Hawaii	USA
36%	31%	28%	25%	24%

Top 5 knowledge gaps (3)

1. What the weather is like
2. How safe it is from crime
3. The length of time required to fly to New Zealand
4. How easy it is to travel around
5. What the best time of year is to do the activities I want to

Top 5 booking barriers(4)

1. Waiting for the right life circumstances to travel
2. I'm still deciding on what time of year I want to travel
3. Waiting for a deal on flights
4. Don't have enough time to experience it properly
5. It's too expensive to travel to New Zealand

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1. Sample size: Online population Oct 25 n = 2,174 | Apr 25 n = 2,216
2. Sample size: ACs Oct 25 n = 299 | Apr 25 n = 301
3. Sample size: ACs Oct 25 n = 299
4. Sample size: ACs Oct 25 n = 57

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

Key insights

- The AC incidence in South Korea has seen continued improvement this period (from 17% in Apr 25 to 21% in Oct 25), primarily driven by a significant uplift in consideration. With a 6% uplift in booking mindset, South Korea continues to present a healthy opportunity to drive arrivals with approximately 7.3 million ACs
- Among ACs, first-choice and top two preference for New Zealand has remained stable from Apr 25, with first-choice preference maintain its peak-level of 50% this quarter
- With the vast majority of ACs in Dreaming and Discovery stages, the biggest opportunity in South Korea is to accelerate conversion through the funnel by motivating planning and booking. To do this, marketing efforts need to be targeted at maintaining strong preference for New Zealand among existing ACs and addressing key concerns and barriers to booking
- Australia remains the key competitor to watch although preference continues to incrementally dip, followed by Japan and Hawaii. In response, brand messaging should promote New Zealand's strengths as a destination which embraces its relationship with the land, the indigenous culture and clean & green image. Additionally, it should focus on enhancing perceptions of being a destination that offers a range of experiences with interesting cities and iconic attractions
- Waiting for travel packages is becoming less of a hurdle for visiting New Zealand; however, choosing the right time of year to travel remains a key barrier, reflecting a lack of knowledge about what New Zealand offers throughout the year. Providing ACs with this additional information would help overcome the barrier. Additionally, promoting holiday packages of 12–16 days would assist in moving ACs along the funnel.
- Positively, awareness of 100% Pure New Zealand has seen an uplift of +10% in the latest period (from 40% in Apr 25 to 50% in Oct 25)

SINGAPORE

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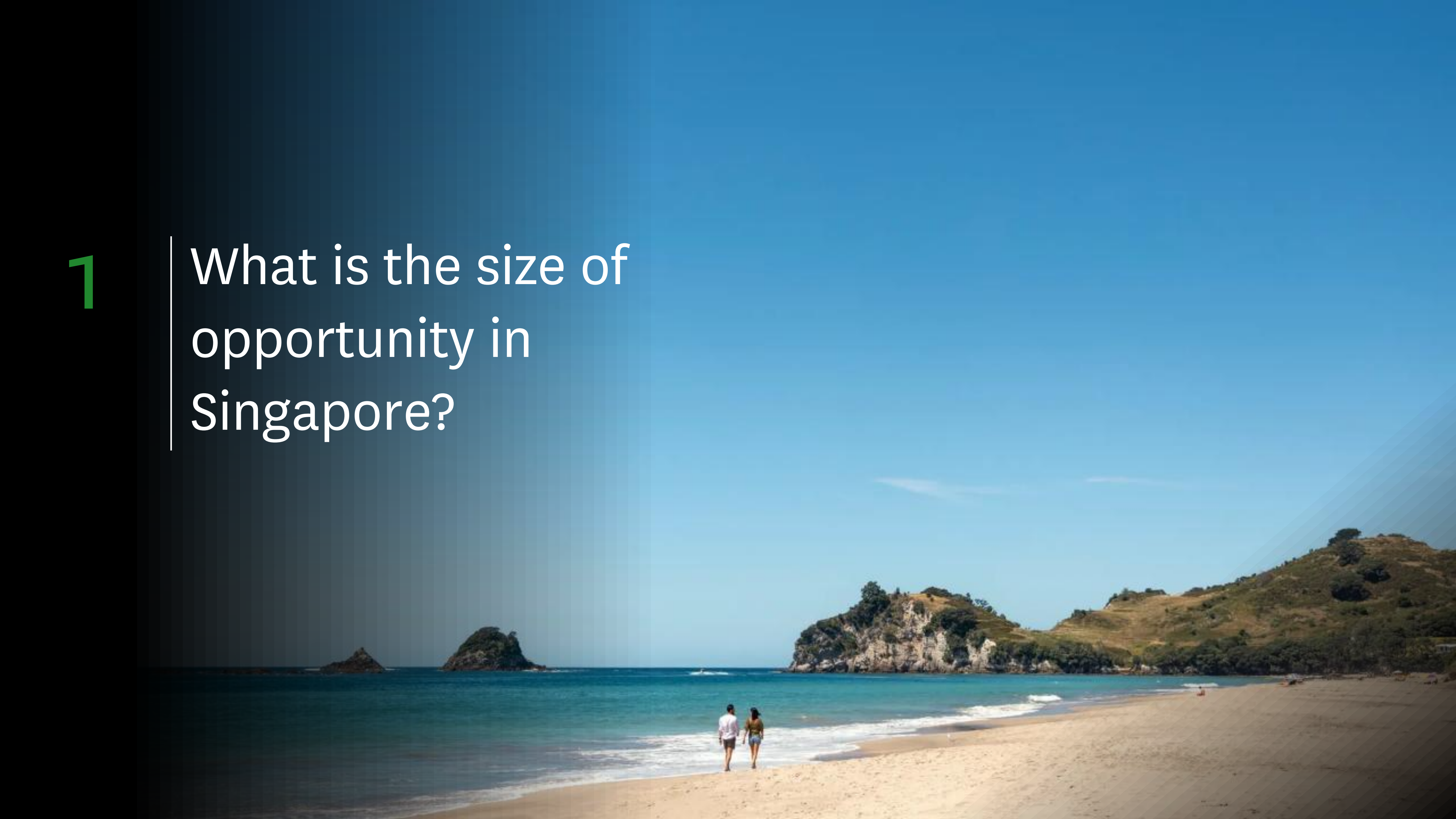
1 What is the size of opportunity in Singapore?



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.

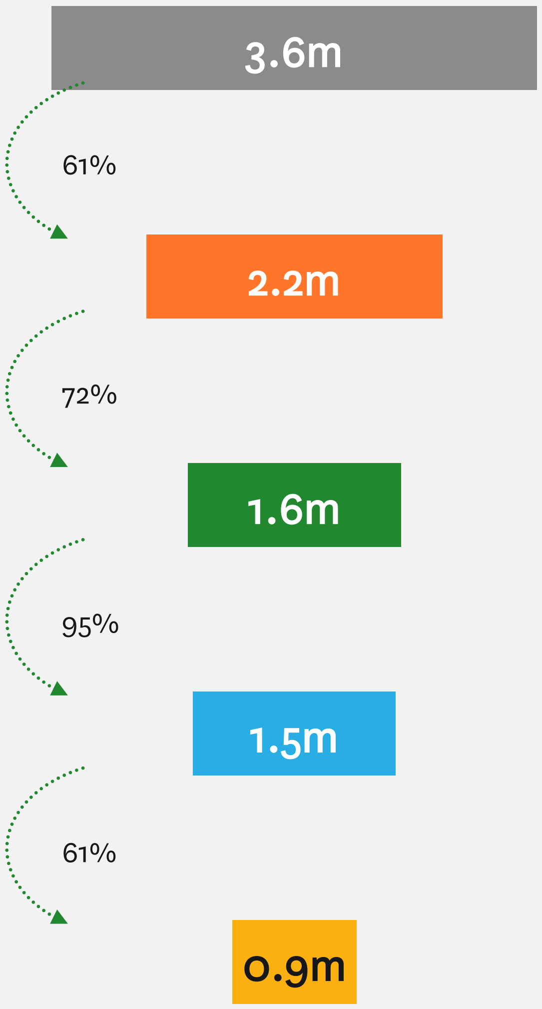
Online population, 18-74 years of age[1]

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

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

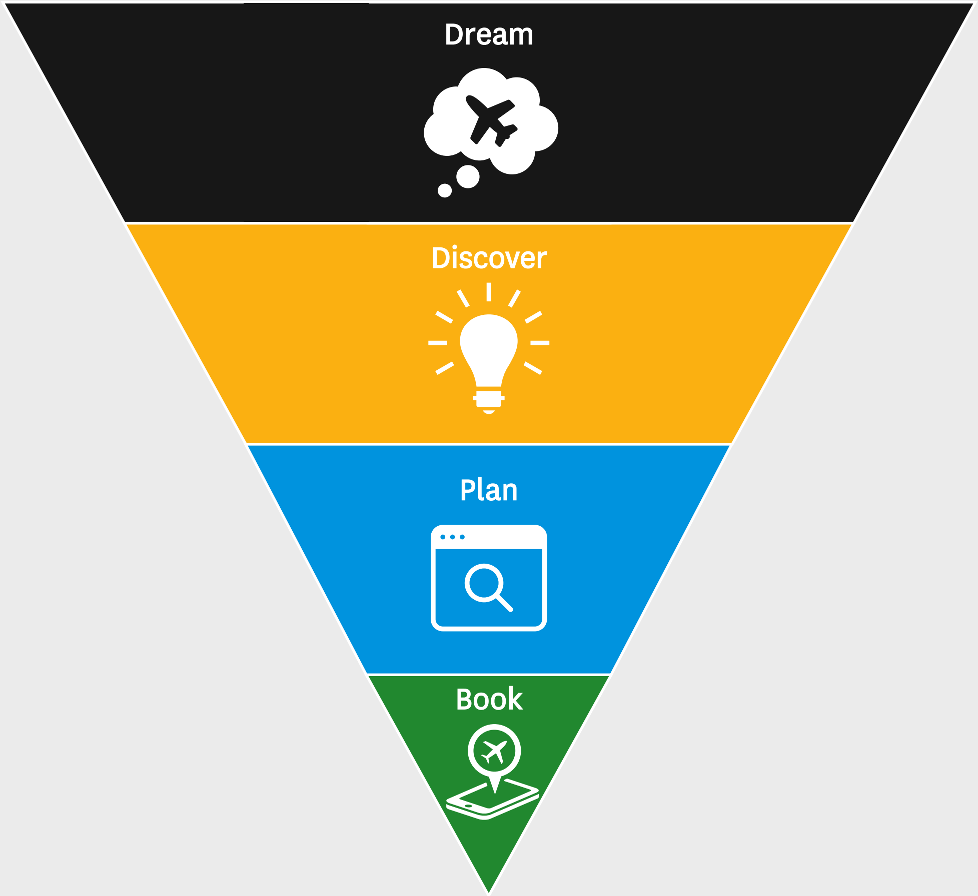
New Zealand is a preferred (top 5) destination for their next holiday, and...

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



1. The approx. AC pool size is based on the online population estimates as of November 2025 and the AC incidence rate for the current five months
2. Including accommodation and daily expenses. Based off actual market data spend

Journey funnel to New Zealand – Singapore



Book to come to NZ
Moment of Truth

Active Considerers (0.9m)	Size (%) Q2 FY26	Size (%) Q4 FY25
0.3m	35%	*30%*
0.4m	45% ▼	*51%*
0.0m	0.5%	*0.5%*
0.2m	20%	*19%*

60k Arrivals [1]

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

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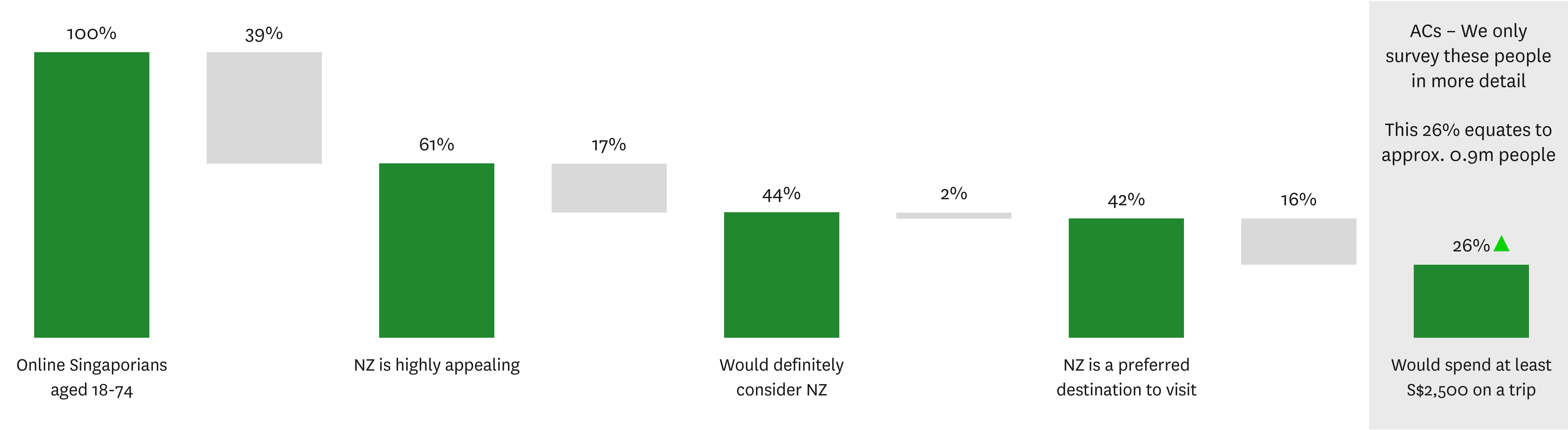
1. Total annual arrivals (Oct 24 - Sep 25) as supplied by TNZ, rounded to nearest 1k people

The AC incidence in Singapore has significantly increased to 26%, equating to approximately 0.9 million people

Qualifying criteria for defining ACs

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



Previous 6M	100%	41%	59%	16%	43%	3%	40%	17%	23%

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

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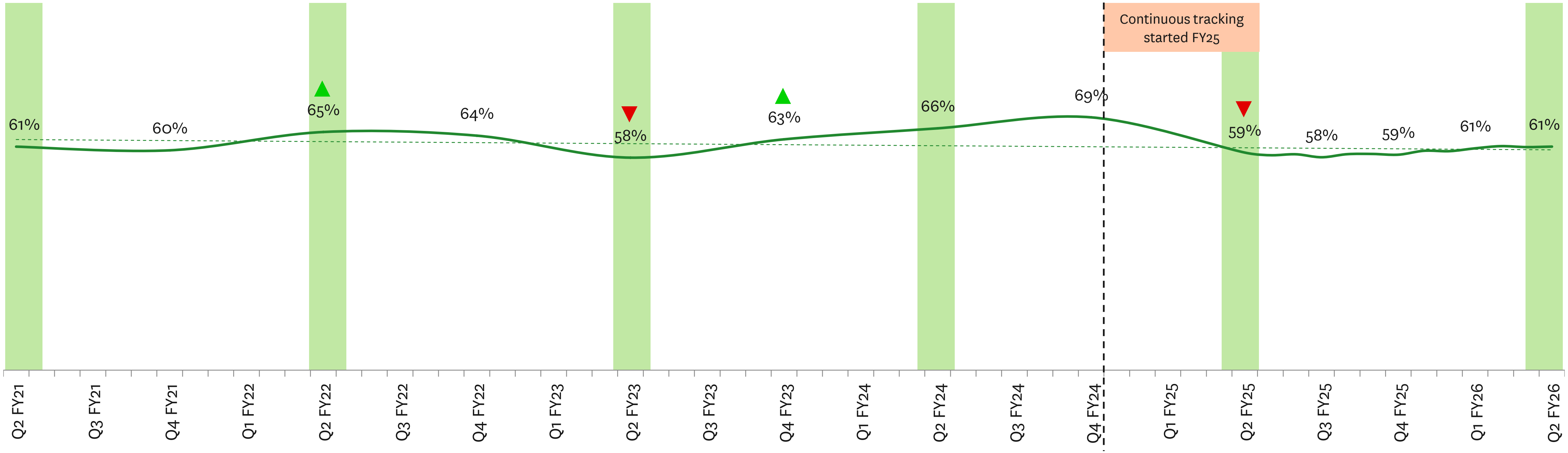
The approx. AC pool size is based on the online population estimates as of November 2024 and the AC incidence rate for the current five months
Sample size: Q2 FY26 n = 3152 | Q4 FY25 n = 4350

Appeal for New Zealand as a holiday destination has remained consistent during the past year

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



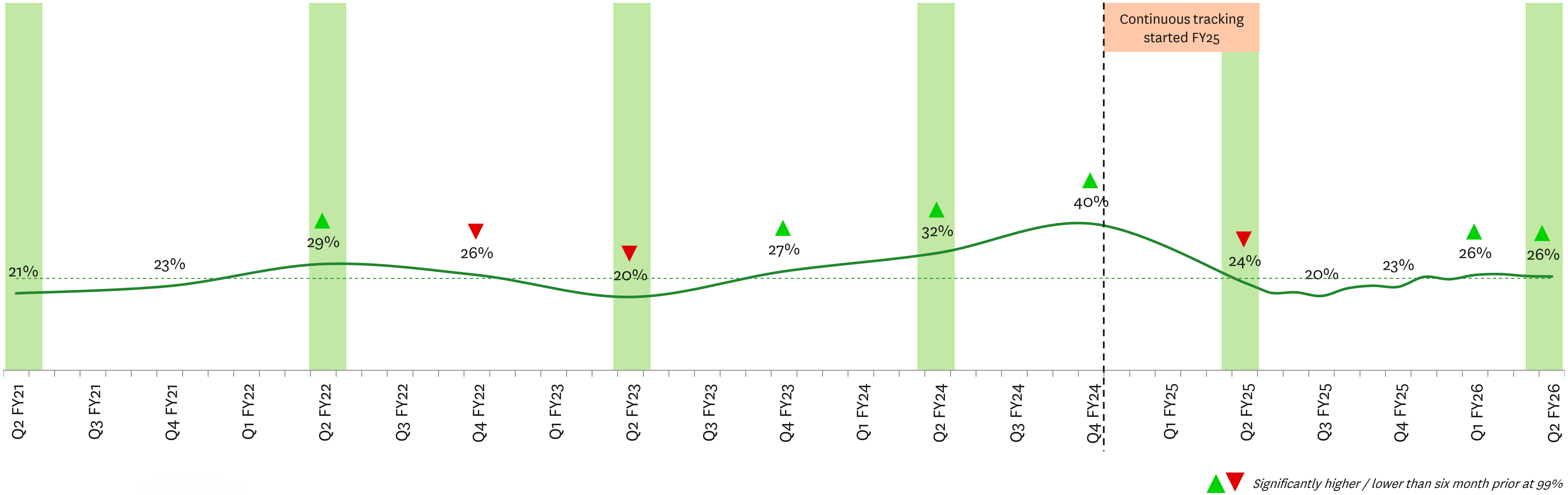
Significantly higher / lower than six month prior at 99%

Sample size: Q2 FY21 – Q2 FY26 (6MRA) minimum n = 812 | maximum n = 4947
Question “Putting aside any thoughts about time and cost, how appealing do you find New Zealand as a holiday destination?”

The AC incidence in Singapore is above levels seen six month prior

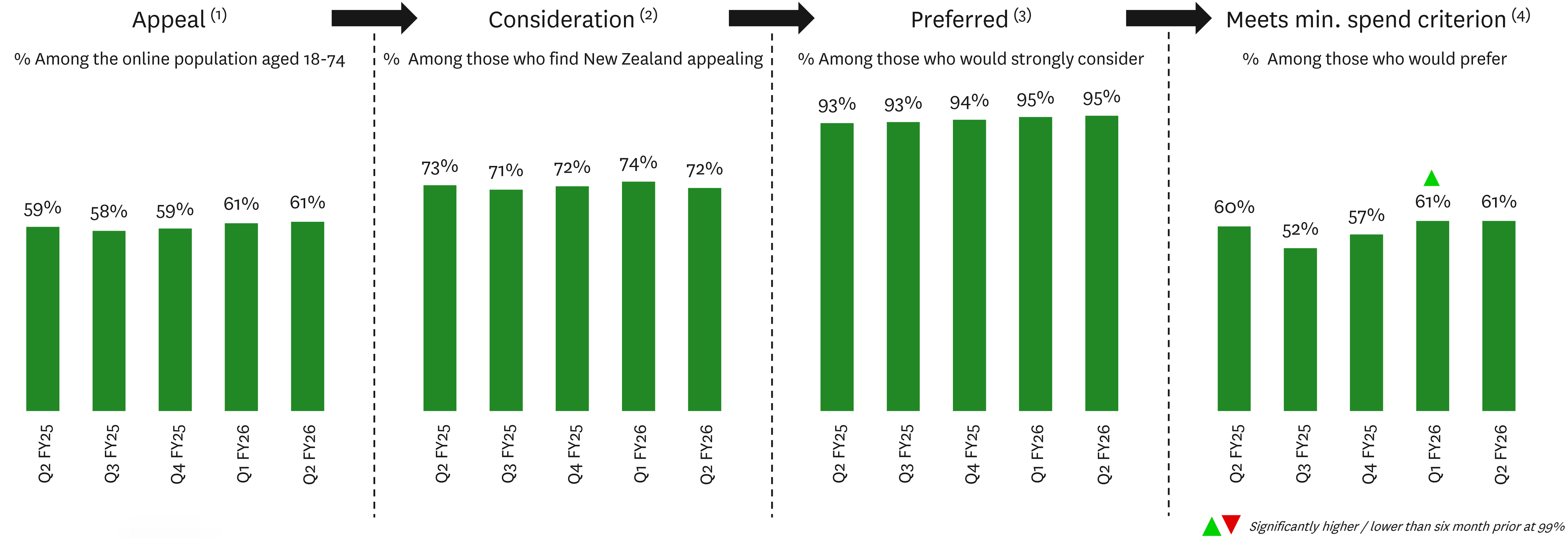
Incidence of ACs

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



Conversion through the consideration funnel is largely stable, but with a directional increase in the proportion of people meeting the min. spend criterion

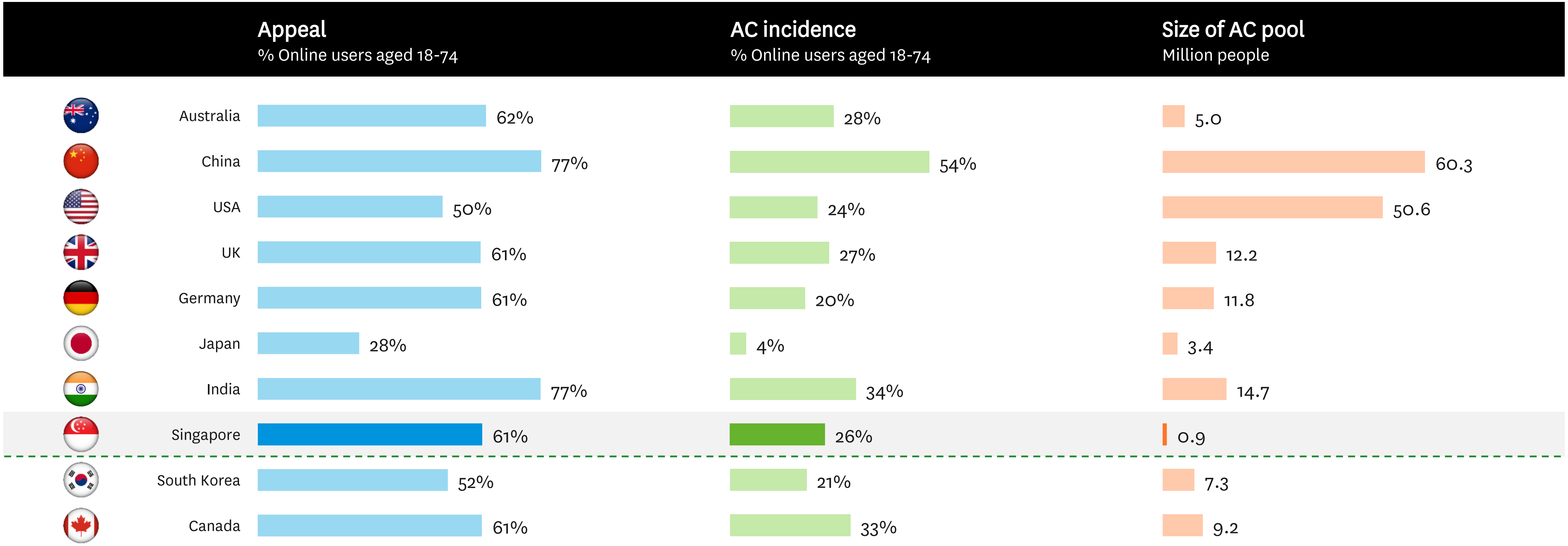
Conversion of ACs through the Consideration Funnel
AC Monitor | 6MRA | Target online population aged 18-74



Sample size: Q1 FY25 – Q2 FY26 (6MRA): Appeal minimum n = 1721, maximum n = 4947 | Consider minimum n = 1030, maximum n = 2838 | Prefer minimum n = 740, maximum n = 2000 | Spend minimum n = 685, maximum n = 1853

1. Question "Putting aside any thoughts about time and cost, how appealing do you find New Zealand as a holiday destination?"
2. Question "Would you consider visiting New Zealand for a holiday within the next three years?"
3. Question "To what extent do you agree or disagree that New Zealand is a preferred destination for your next holiday?"
4. Question "On a per person basis, how much would you be willing to spend on a holiday to New Zealand?"

Singapore, with 0.9 million ACs, offers limited potential for increasing arrivals relative to other markets due to its small population rather than AC prevalence

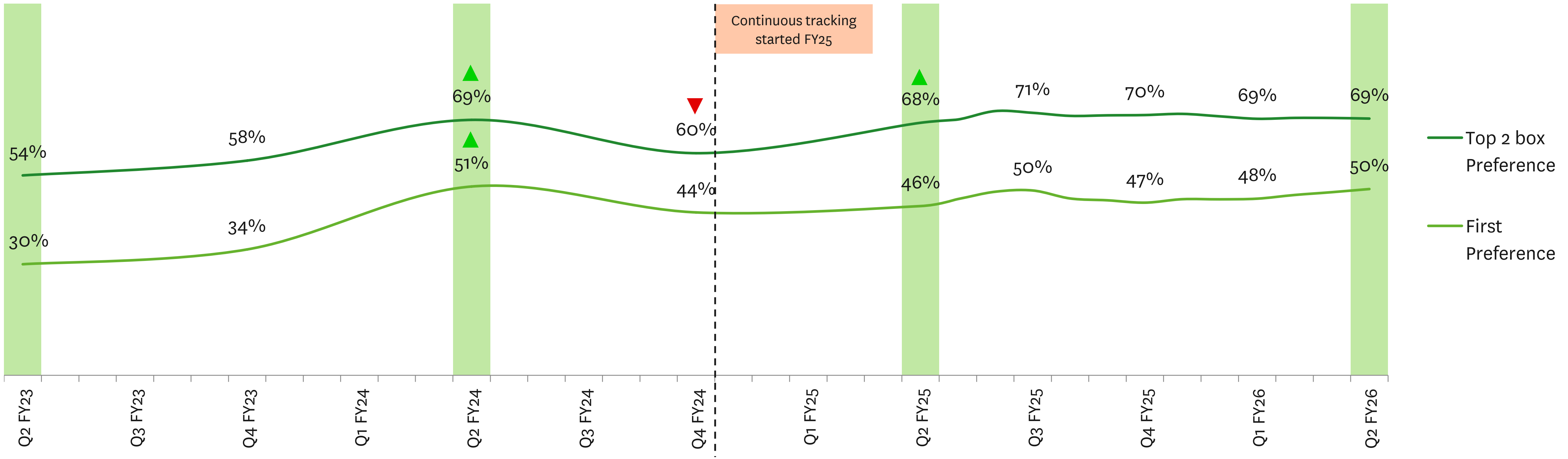


Source for top 8 markets: AC Monitor | Online population aged 18-74 | Current 5M
Australia n = 2945 | China n = 1475 | USA n = 3881 | UK n = 3889 | Germany n = 4546 | Japan n = 24642 | India n = 2473 | Singapore n = 3152 | South Korea n = 2174 | Canada n = 1327

Among ACs, top 2 box and first-choice preference for New Zealand has stabilised at 69% and 50% respectively

New Zealand Preference KPI

AC Monitor | 6MRA | Total Active Considerers



Significantly higher / lower than six month prior at 95%

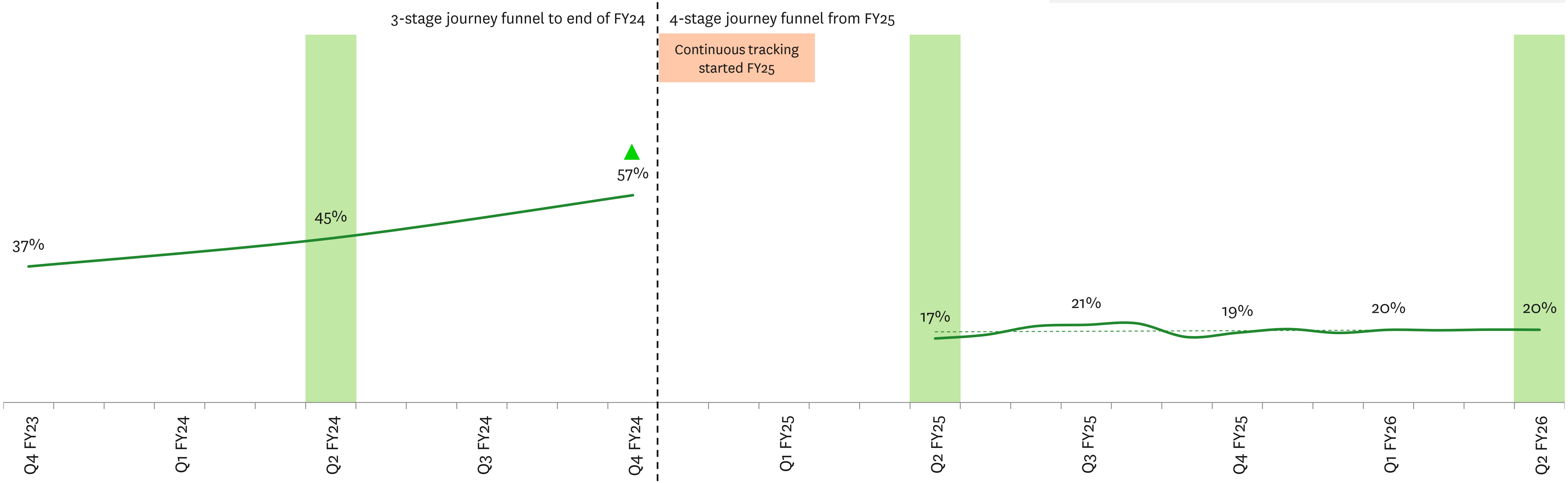
Sample size: Q2 FY23 – Q2 FY26 (6MRA) n = 300, 302, 301, 299, 900, 900, 900, 900, 751
Question "Can you please rank those destinations in order of preference where 1 is your most preferred destination?"

The percentage of ACs in the booking mindset has stayed consistent throughout the past year

ACs in the Booking Mindset

AC Monitor | 6MRA | Active Considerers

First 5 months of FY25 not shown as the 6MRA for these months include data from both the 3-stage and 4-stage journey funnels. Q2 FY25 onwards includes 6MRA data from the current 4-stage journey funnel only.



Significantly higher / lower than six month prior at 95%

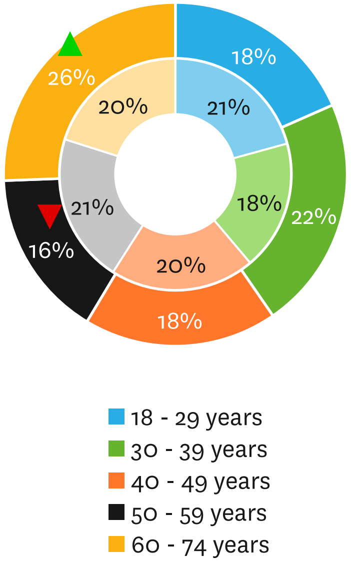
Compared to non-ACs, ACs are more likely to be 60-74, and those in higher household income brackets

Profile of Active Considerers

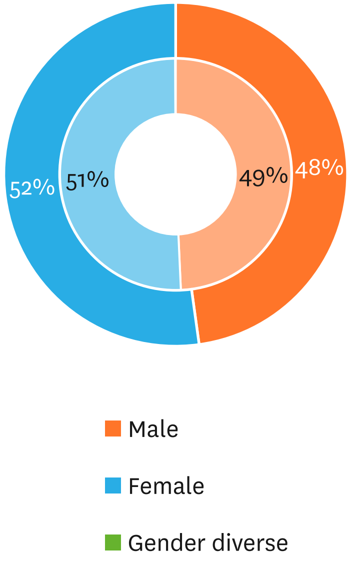
AC Monitor | Current 5M | Active Considerers vs Non-Active Considerers

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

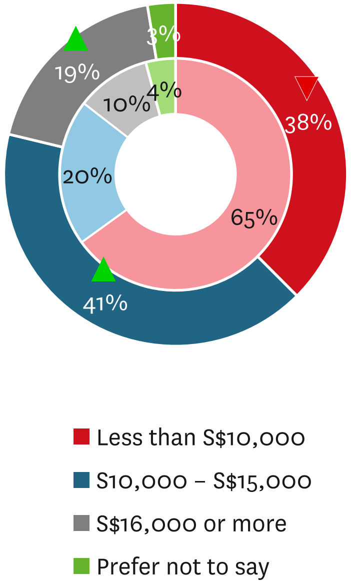
By age segment



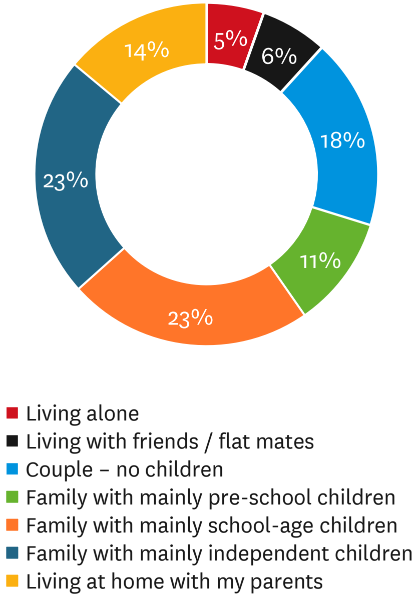
By gender



By household income



Household composition



2

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

Brand messaging should continue to emphasise New Zealand's beautiful landscapes, as well as the opportunities for relaxation and connection with nature, in order to appeal to visitors' core motivations

Reasons to visit New Zealand for a holiday

AC Monitor | Current 5M | Total Active Considerers

Reason	Current 5M	Previous 6 months
To experience beautiful landscapes/scenery	54%	53%
To feel relaxed and refreshed	49%	52%
To get in touch with nature	42%	43%
To take a break from the routine, stresses and pressures of everyday life	36%	43%
To have fun & enjoy myself	36%	41%
To feel a sense of adventure	31%	27%
To learn & explore new things	29%	36%
To enjoy local food and beverages	27%	31%
To interact with people of a different culture or lifestyle	26%	25%
To indulge & pamper myself	26%	24%
To create lasting memories through photography	26%	27%
To visit a place that has inspired me through film / TV	23%	18%
To connect and spend time with important people in my life	21%	20%
To show my children a different way of life	17%	17%
To embrace challenges and personal growth	15%	14%
For a specific event (e.g. sport event, family wedding etc.)	12%	12%

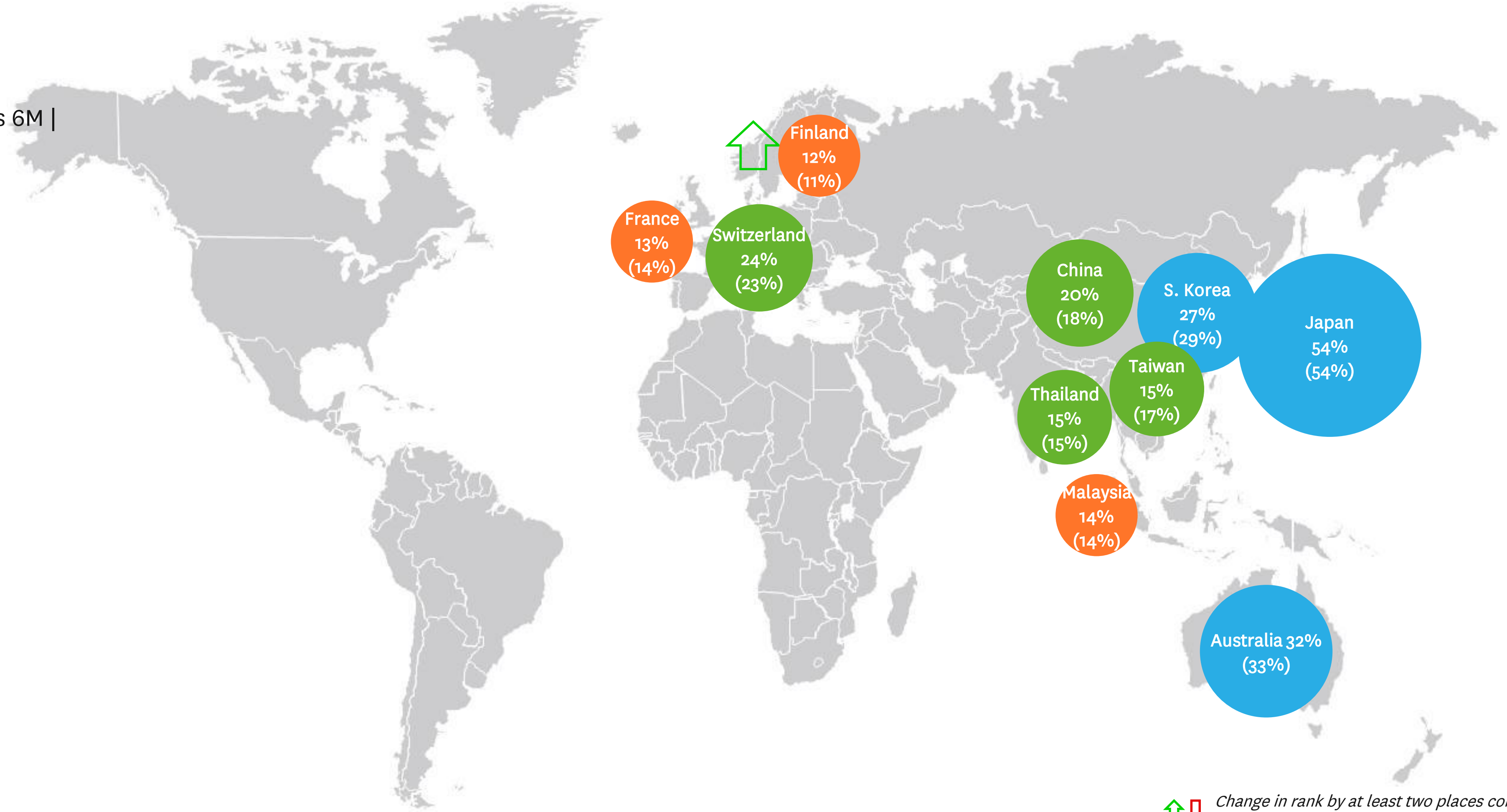
Significantly higher / lower than previous period at 95%

Sample size: Current 5M n = 301 | Previous 6M n = 450
Question "Why do you want to visit New Zealand for a holiday?"

Japan, Australia and South Korea remain New Zealand's top competitors in terms of preference; Canada has dropped out of the top 10 while Finland has moved into the top 10

Top ten competitor set for ACs

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



Canada has moved out of the top 10. Finland has moved into the top 10

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

Change in rank by at least two places compared to 6 months ago

Sample size: Current 5M n = 751 | Previous 6 months n = 900
% selected destination in their top five preferred destinations
Figures in brackets denote previous 6 months
Question "Aside from New Zealand, what other four destinations make up your top five preferred destinations to visit for a holiday?"

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
- Year round
- Landscapes & scenery
- Relationship with the land
- Unique experiences
- Iconic attractions
- Friendly & welcoming
- 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 associations 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
Year round	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 & welcoming	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-25 to Nov-25

Brand messaging should focus on key drivers of preference – landscapes and scenery, range of adventure and experiences, a clean and welcoming image, as well as a place to escape

Drivers of preference for NZ

AC Monitor | Rank | 2025 (Jul-Nov 25) | Total Active Considerers

Latest results	2025 rank	2024 rank	2023 rank
Landscapes & scenery	1	5	1
Range of adventure	2 ⇧	7 ⇧	13
Range of experiences	3 ⇧	8 ⇧	14
Safe destination	4	4 ⇧	18
Clean & unpolluted	5	3	4
Place to escape	6 ⇧	15 ⇩	8
Excitement	7 ⇩	1	5
Fun & enjoyment	8	6	2
Indigenous culture	9	10 ⇧	23
Friendly & welcoming	10	13	16
Relax & refresh	11	11 ⇩	3
Relationship with the land	12 ⇧	19 ⇩	12
Unique experiences	13	16 ⇩	11
Family friendly	14 ⇩	9	9
Wildlife experience	15	14 ⇩	7

Latest results	2025 rank	2024 rank	2023 rank
Iconic attractions	16	17 ⇩	10
All year-round	17 ⇩	2 ⇧	15
Local culture	18	20	24
Interesting cities	19	23	20
Amazing beaches	20	18	19
Quality food & wine	21 ⇩	12 ⇧	22
Easy to travel around	22	22	21
Affordable activities	23	21	25
Affordable to fly to	24	24	26

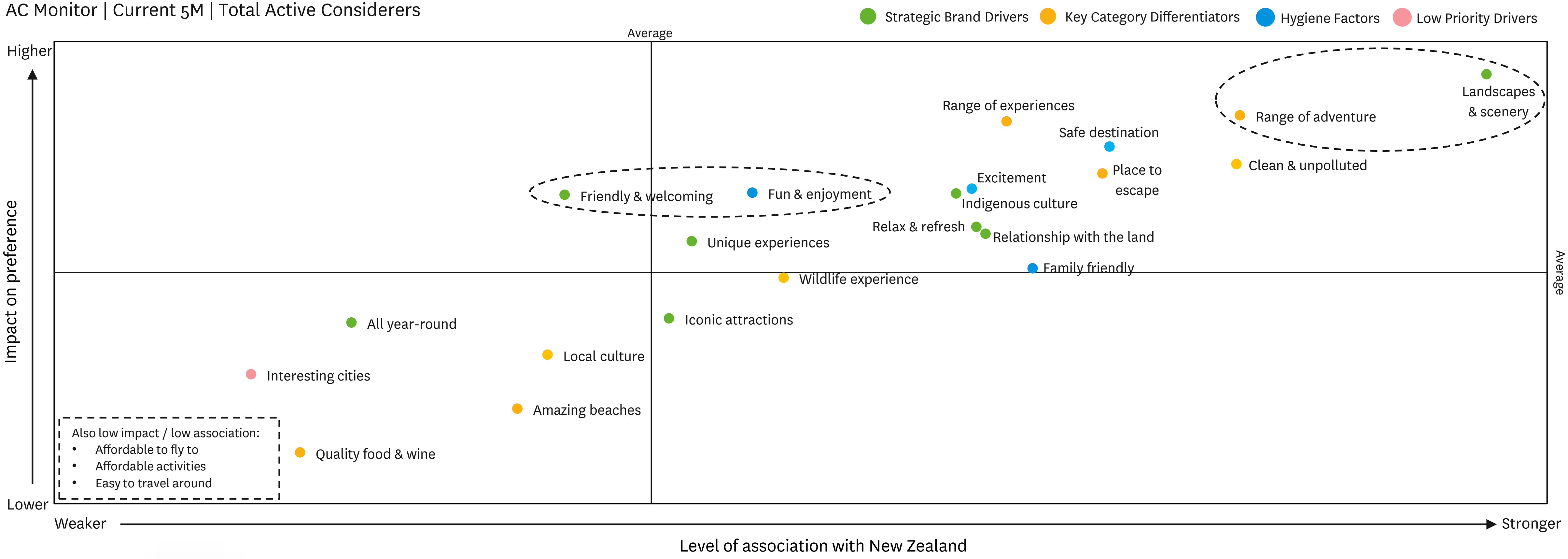
Strategic Brand Drivers | Key Category Differentiators | Low Priority Drivers | Hygiene Factors

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

New Zealand, as a travel destination, is strongly associated with high-impact factors such as its landscapes and diverse adventure opportunities; there remains potential to further enhance perceptions relating to aspects of fun and enjoyment, and being friendly and welcoming

Brand Associations of New Zealand x Impact on preference

AC Monitor | Current 5M | Total Active Considerers



Sample size: n = 751
Question: "Which destinations, if any, do you associate with this statement?"
Hidden statements: "Affordable to fly to", "Affordable activities" and "Easy to travel around" are hidden (lower on preference and weaker on association)

Relative to competitors, New Zealand's wildlife experience and indigenous culture offer key strengths, but there is room to boost perceptions of iconic attractions, range of experiences, quality food and wine, and 'all year-round'

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	South Korea	Switzerland	China
Strategic Brand Drivers	Landscapes & scenery	105	85	100	81	120	105
	Indigenous culture	120	99	106	94	70	105
	Friendly & welcoming	103	118	90	95	100	91
	Relax & refresh	108	91	97	98	122	80
	Relationship with the land	114	99	107	76	108	88
	Unique experiences	103	95	92	96	123	89
	Iconic attractions	87	102	89	94	111	121
	All year-round	97	93	95	101	105	112
Key Category Differentiators	Range of adventure	114	85	119	72	109	92
	Range of experiences	92	105	95	107	97	107
	Clean & unpolluted	110	116	102	86	126	52
	Place to escape	112	94	90	97	121	80
	Wildlife experience	129	64	167	66	83	80
	Local culture	94	117	85	119	81	109
	Amazing beaches	120	76	165	81	71	81
	Quality food & wine	93	105	112	102	91	99

Actions for TNZ:

Strengths:

- Wildlife experience
- Indigenous culture
- Amazing beaches
- Range of adventure
- Relationship with the land
- Place to escape
- Clean & unpolluted
- Relax & refresh
- Landscapes and scenery

Drivers to dial up:

- Iconic attractions
- Range of experiences
- Quality food & wine
- Local culture

Sample size: n = 751
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

New Zealand's reputation for affordable flights and activities, ease of travelling around and interesting cities could be improved

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	South Korea	Switzerland	China
Hygiene Factors	Safe destination	98	111	88	105	111	87
	Excitement	95	102	88	103	120	94
	Fun & enjoyment	94	110	91	110	101	97
	Family friendly	96	107	100	104	103	91
	Easy to travel around	87	116	87	119	78	121
	Affordable activities	89	90	82	127	57	165
	Affordable to fly to	78	96	93	144	55	151
Low Priority	Interesting cities	81	108	90	117	105	108

Actions for TNZ:

Drivers to dial up :

- Affordable to fly to
- Interesting cities
- Easy to travel around
- Affordable activities
- Fun & Enjoyment
- Excitement

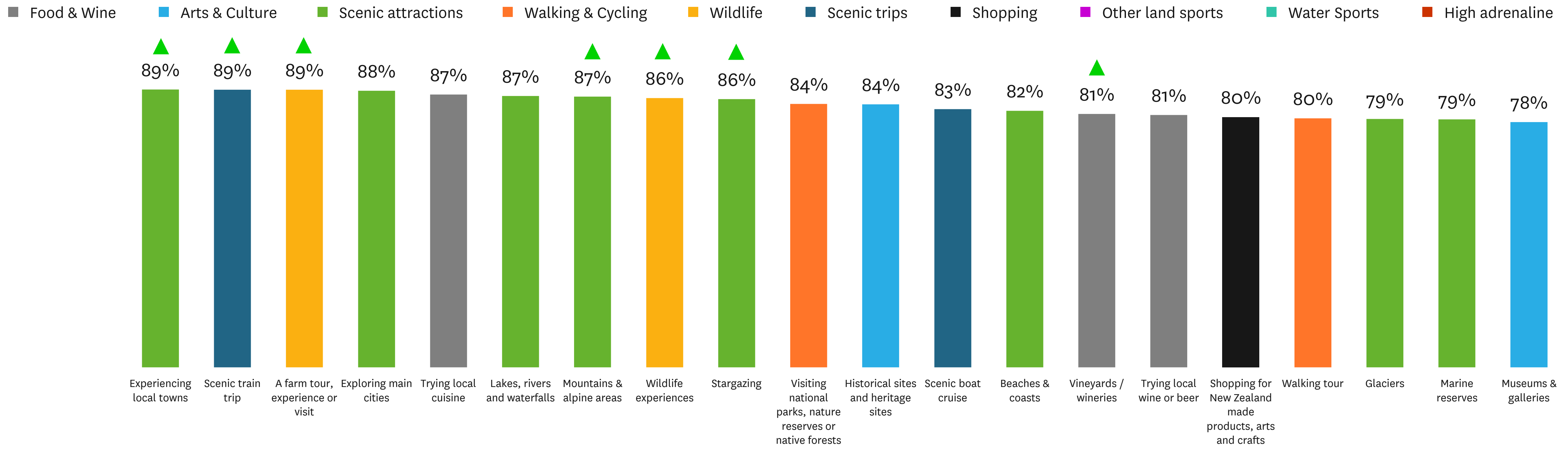
Sample size: n = 751
Question: "Which destinations, if any, do you associate with this statement?"

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

Interest has increased across a range of activities this period, particularly on local towns, scenic train trips, farm tours, mountain landscapes, wildlife experiences, stargazing, and vineyards — highlighting the breadth of experiences appealing to ACs in New Zealand

Activities interested in doing in New Zealand (Top 20)

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



	Experiencing local towns	Scenic train trip	A farm tour, experience or visit	Exploring main cities	Trying local cuisine	Lakes, rivers and waterfalls	Mountains & alpine areas	Wildlife experiences	Stargazing	Visiting national parks, nature reserves or native forests	Historical sites and heritage sites	Scenic boat cruise	Beaches & coasts	Vineyards / wineries	Trying local wine or beer	Shopping for New Zealand made products, arts and crafts	Walking tour	Glaciers	Marine reserves	Museums & galleries
Previous 6 months	83%	83%	80%	84%	86%	84%	81%	80%	78%	84%	84%	80%	86%	75%	76%	80%	80%	75%	77%	76%

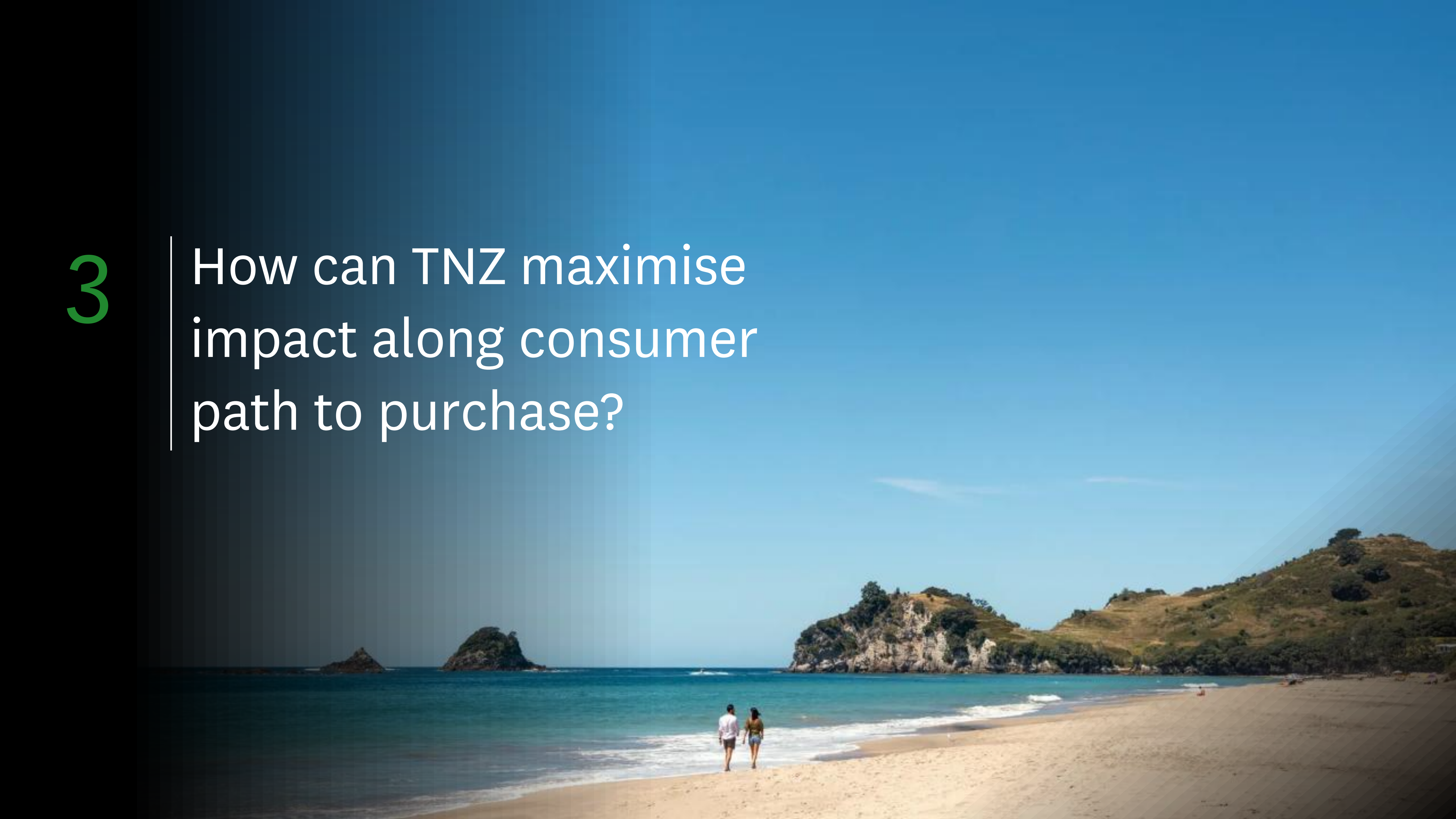
KANTAR

Sample size: Total ACs n = 301 | Previous 6M n = 450
Question "Which of the following would you be interested in seeing or doing when on holiday in New Zealand?"

Significantly higher / lower than previous period at 95%

NEW ZEALAND TOURISM 100% PURE NEW ZEALAND

3 How can TNZ maximise impact along consumer path to purchase?



ACs want details about ease of travelling within New Zealand, including travel times between main attractions; messaging should highlight optimal travel periods for activities, flight durations, and food and beverage quality

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	How easy it is to travel around	41%	44%
2	What the best time of year is to do the activities I want to	36%	35%
3	How long it takes to travel between the main attractions	36%	40%
4	The length of time required to fly to New Zealand	33%	33%
5	The quality and variety of food and beverage options	33%	31%
6	What / where the recommended things to see and do are	32%	32%
7	How safe it is from crime	31%	34%
8	How safe it is to participate in adventure activities	31%	31%
9	What the weather is like	31% ▼	39%
10	The length of time needed to experience New Zealand properly	29%	26%

Ranks higher now than six months ago

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

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

Similar messages needed for Dreamers, Discoverers, and those in the Booking phase, but Discoverers need more details on how easy it is to travel around, while Bookers want information about safety of adventure activities

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	45%	46% ▲	Low sample size (n<50)	30% ▼
2	What the best time of year is to do the activities I want to	35%	38%		37%
3	How long it takes to travel between the main attractions	31%	39%		35%
4	The length of time required to fly to New Zealand	30%	36%		33%
5	The quality and variety of food and beverage options	30%	35%		33%
6	What / where the recommended things to see and do are	30%	33%		33%
7	How safe it is from crime	31%	33%		30%
8	How safe it is to participate in adventure activities	29%	27%		41% ▲
9	What the weather is like	34%	33%		26%
10	The length of time needed to experience New Zealand properly	26%	29%		30%

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

Sample size: Dreaming n = 114 | Discovering n = 211 | Planning n = 5 | Booking n = 120
Question "Putting thoughts about costs aside, what are some of the concerns you have about choosing New Zealand for your next holiday?"

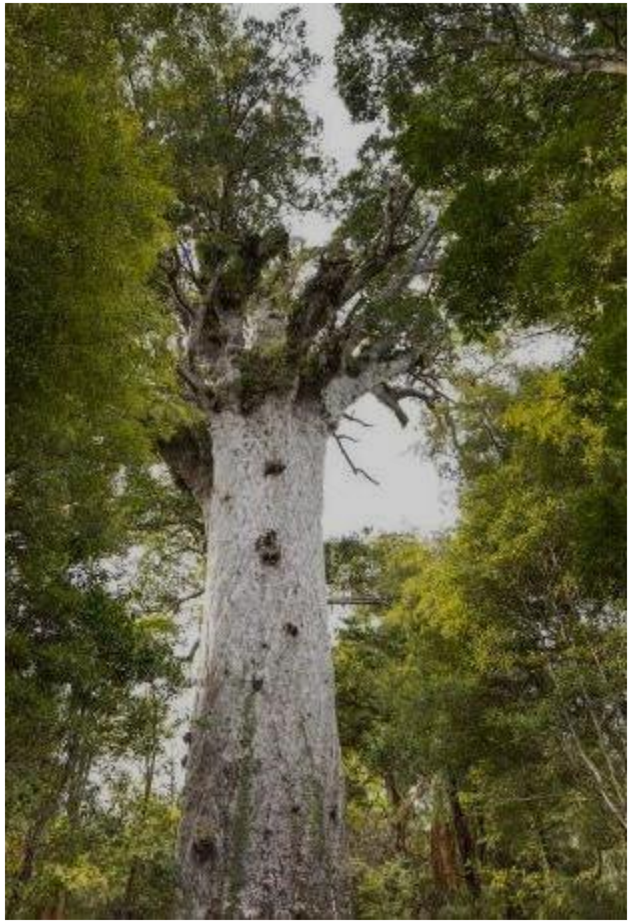
The key barrier for ACs who haven't booked yet is deciding the best time of year to travel and waiting for a good package deal on flights and accommodation

Barriers to booking holiday to New Zealand

AC Monitor | Current 5M vs. Previous 6M | ACs who are ready to book, but haven't

	Current 5M	Previous 6 months
I'm still deciding on what time of year I want to travel	39%	50%
Waiting for a good package deal on flights and accommodation	36%	45%
I have more research to do about New Zealand as a holiday destination	25%	25%
Waiting for the right life circumstances to travel	19%	13%
Waiting for a deal on flights	19% ▼	48%
Waiting to accrue enough annual leave	17%	13%
New Zealand is too far away / the flight is too long	16%	12%
Don't have time to plan the trip at the moment	16%	9%
It's too expensive to travel to New Zealand	12%	14%
I can't afford it at the moment	10%	4%
Visa process is confusing / difficult	7%	9%
Don't have enough time to experience it properly	6%	10%

Low sample size (n<50). Interpret with caution



KANTAR

Sample size: Current 5M n = 41 | Previous 6M n = 43
Question "What is stopping you from making a booking?"

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

NEW ZEALAND TOURISM | 100% PURE NEW ZEALAND

The intention to use travel aggregators for booking is the strongest for all aspects of a trip; however local transport providers are also likely sources for booking transport, just as airline websites are for flight bookings

Note: This is claimed future behaviour in the survey, and as such, there are explainable differences with other data sources such as IATA, which record actual behaviours.

Likely sources to use to book trip elements for a New Zealand holiday

AC Monitor | Current 5M | Total Active Considerers

Flights

Source	Current	Previous 6M
Travel aggregator websites / apps	37%	35%
Airline websites / apps	33%	37%
Tour operators / packaged tour	17%	10%
Travel agent (online or offline)	12%	16%
Other	0%	0%
Don't know	0%	2%

Accommodation

Source	Current	Previous 6M
Travel aggregator websites / apps	37%	42%
Directly with the hotel / motel / resort provider	16%	18%
Directly with a short term rental / home stays	14%	11%
Tour operators / packaged tour	13%	10%
Airline websites / apps	10%	8%
Travel agent (online or offline)	8%	10%
Other	0%	1%
Don't know	1%	0%

Activities

Source	Current	Previous 6M
Travel aggregator websites / apps	33%	38%
Visitor / tourist information centre(s) in New Zealand	16%	12%
Directly with local tourism operator	15%	13%
Part of a tour / packaged deal	15%	12%
Travel agent (online or offline)	10%	14%
Through the hotel / accommodation provider	10%	7%
Other	1%	1%
Don't know	2%	3%

Transport

Source	Current	Previous 6M
Travel aggregator websites / apps	28%	32%
Directly with the transport provider	24%	21%
Directly with the hotel / accommodation provider	14%	11%
Visitor / tourist information centre(s) in New Zealand	13%	11%
Travel agent (online or offline)	12%	10%
Airline websites / apps	6%	9%
Other	0%	1%
Don't know	3%	4%

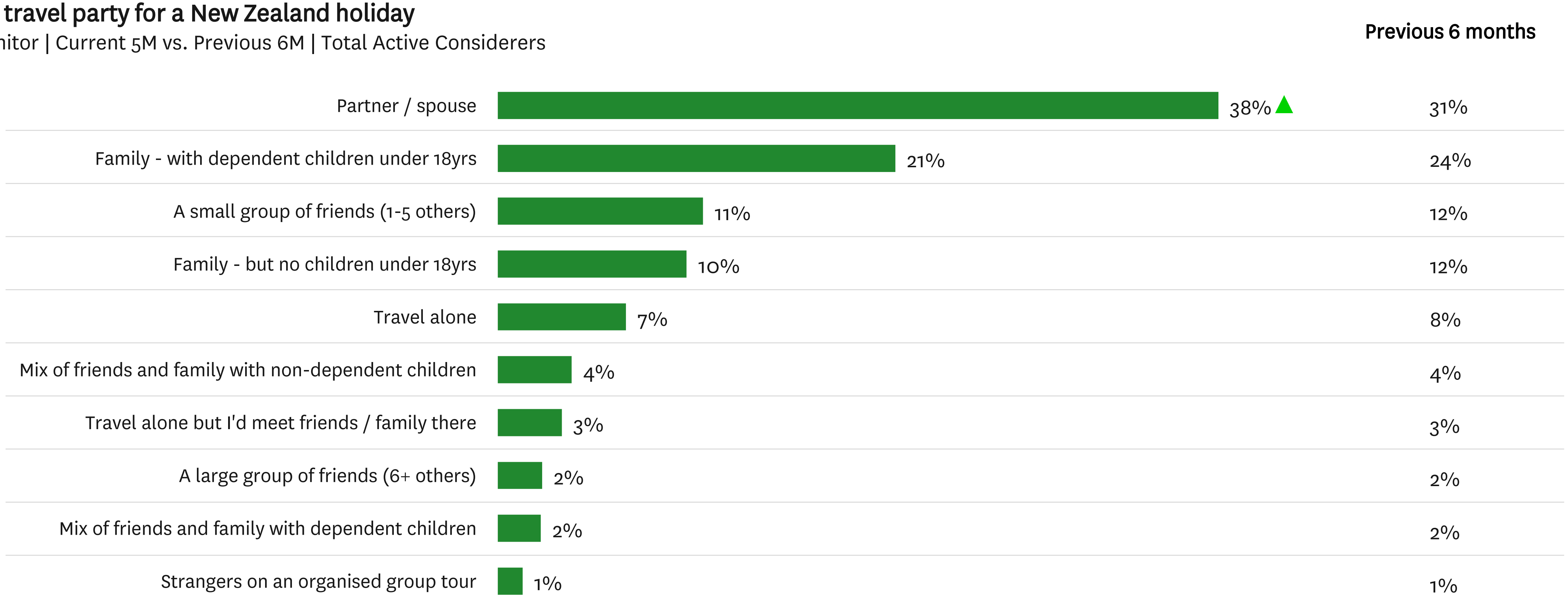
Significantly higher / lower than previous period at 95%

Sample size: Current 5M n = 450 | Previous 6M n = 150
Question "If you were to travel to New Zealand for a holiday, how would you be most likely to book... your flights to get there? accommodation? activities and experiences? transport within New Zealand?"
Examples provided for 'Travel aggregator websites / app': Expedia, Trip.com
Examples provided for 'Directly with a short term rental / home stay': Airbnb (accommodation only)

ACs from Singapore are significantly more likely to be travelling with their partner or spouse compared to six months ago, while 21% are likely to be travelling with family and dependent children

Likely travel party for a New Zealand holiday

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

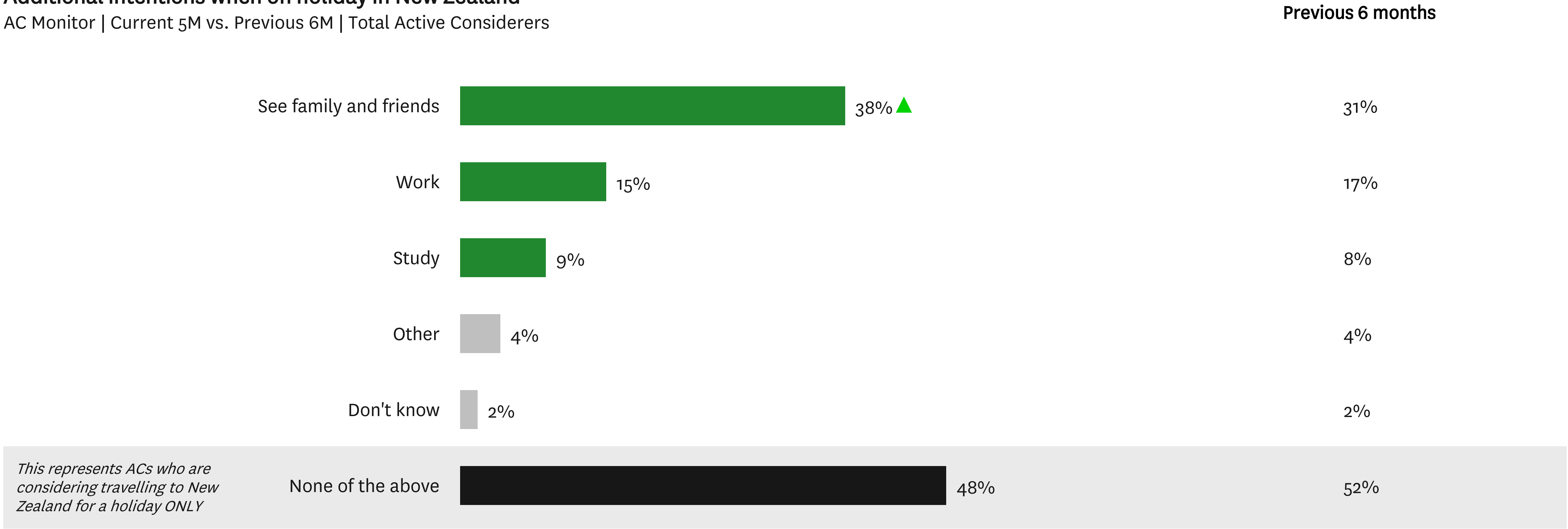


▲▼ *Significantly higher / lower than previous period at 95%*

Sample size: Current 5M n = 751 | Previous 6M n = 900
Question "Who are you most likely to travel with on your trip to New Zealand?"

48% of ACs are considering travelling to New Zealand only for a holiday; 38% also intend to visit friends and family while holidaying in New Zealand, a significant increase compared to six months ago

Additional intentions when on holiday in New Zealand
AC Monitor | Current 5M vs. Previous 6M | Total Active Considerers



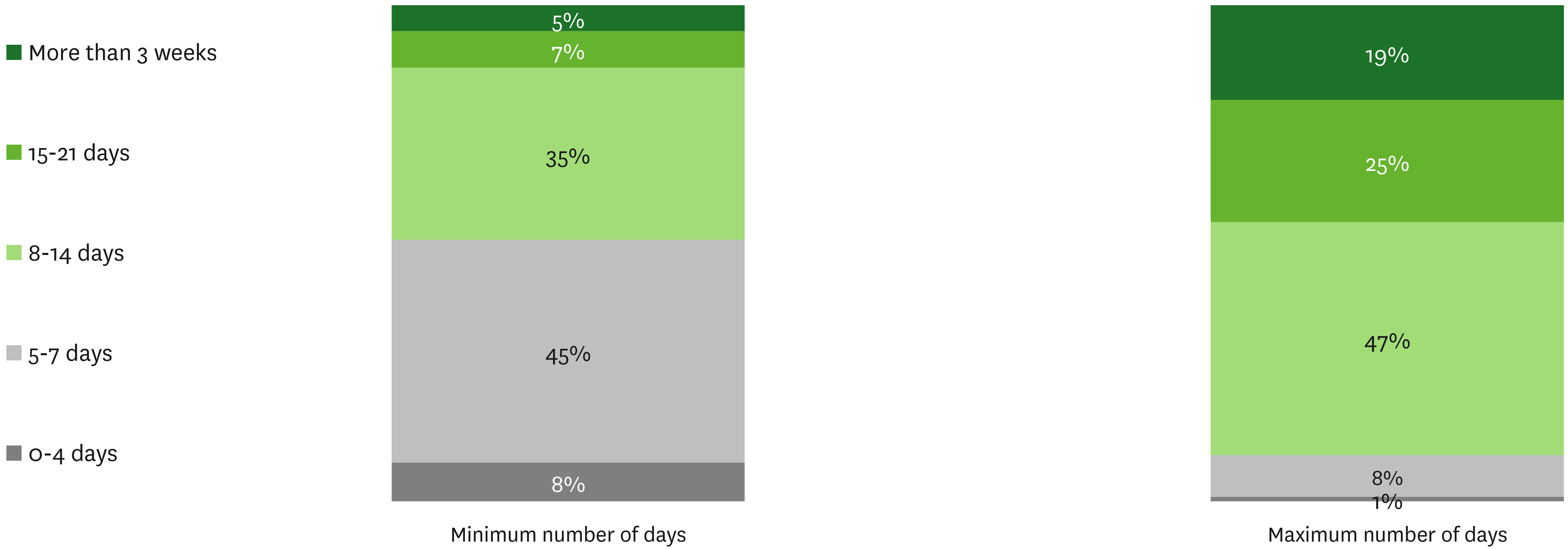
Significantly higher / lower than previous period at 95%

Sample size: Current 5M n = 751 | Previous 6M n = 900
Question "When considering travelling to New Zealand for a holiday, do you also intend to..."

The majority of Singaporean ACs ideally plan to spend 5 to 14 days on holiday in New Zealand

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

AC Monitor | Current 5M | Total Active Considerers

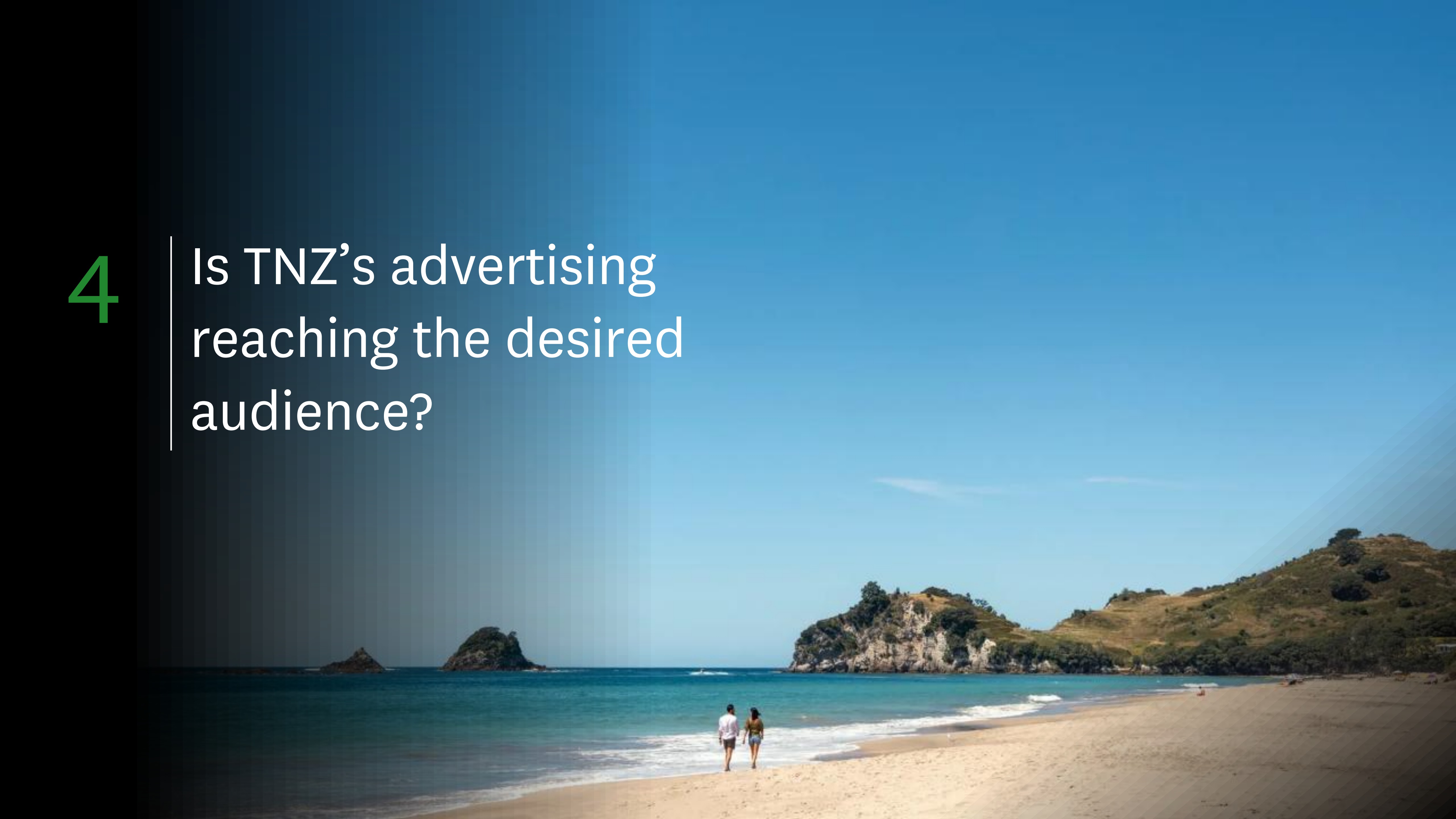


Sample size: Total ACs n = 751

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?"

4

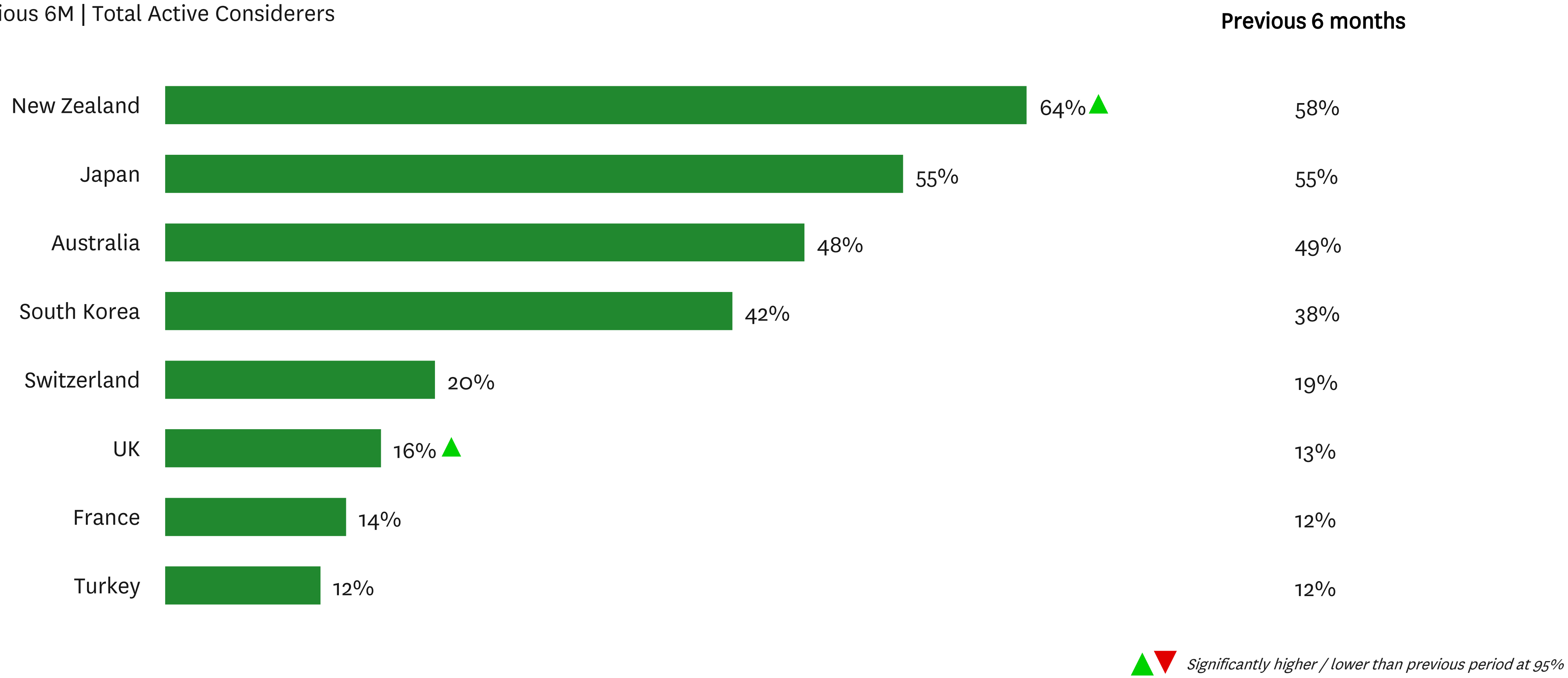
Is TNZ's advertising reaching the desired audience?



Compared to competing destinations, advertising for New Zealand consistently achieves the highest recall and has seen a substantial increase compared to six months ago

Holiday destinations seen advertised or promoted recently (Prompted Awareness)

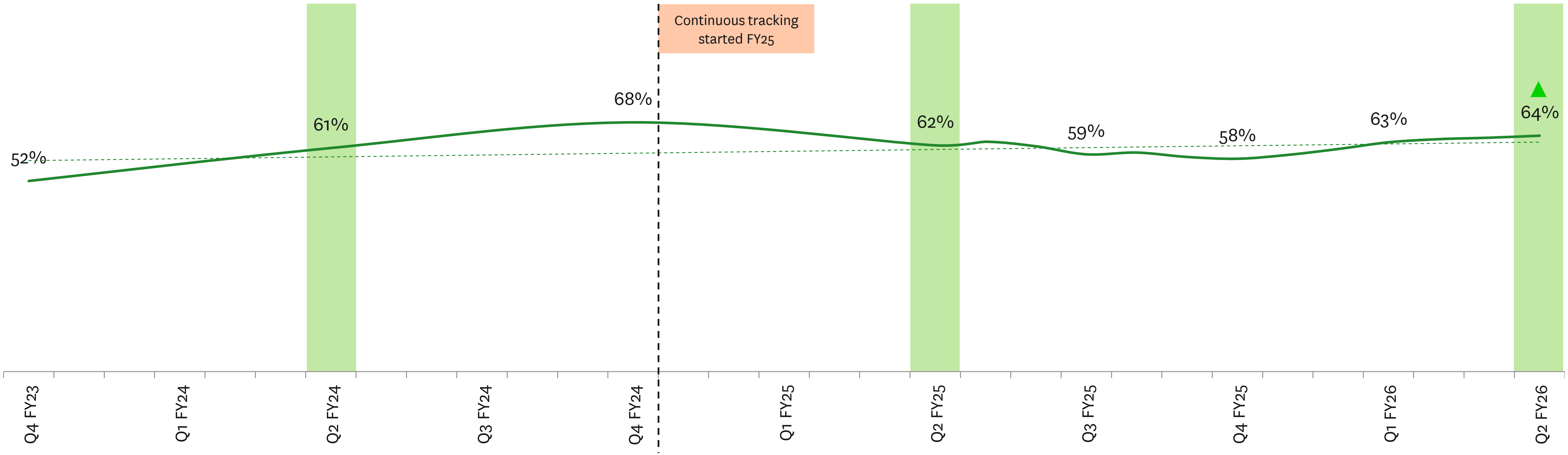
AC Monitor | Current 5M vs. Previous 6M | Total Active Considerers



Sample size: Current 5M n = 750 | Previous 6M n = 900
Question "Which of these holiday destinations have you seen advertised or promoted recently?"

Recall of destination New Zealand advertising has significantly increased in the latest period compared to six months prior

Seen New Zealand advertised or promoted recently (Prompted Awareness)
AC Monitor | 6MRA | Total Active Considerers



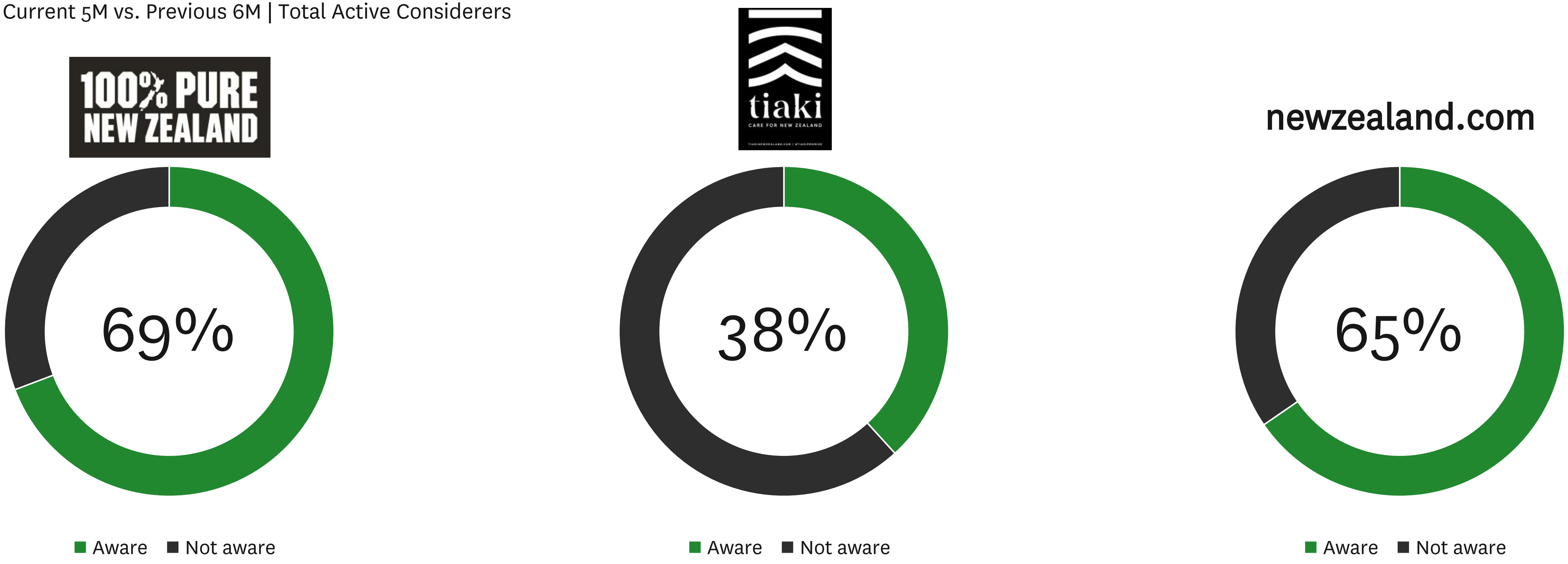
Significantly higher / lower than six month prior at 95%

Sample size: Q2 FY21 – Q2 FY26 (6MRA) minimum n = 299 maximum n = 900
Question "Which of these holiday destinations have you seen advertised or promoted recently?"

Around two-thirds of Singaporean ACs reported prompted awareness of 100% Pure New Zealand and newzealand.com, while Tiaki was recognised by 38%

Asset awareness

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



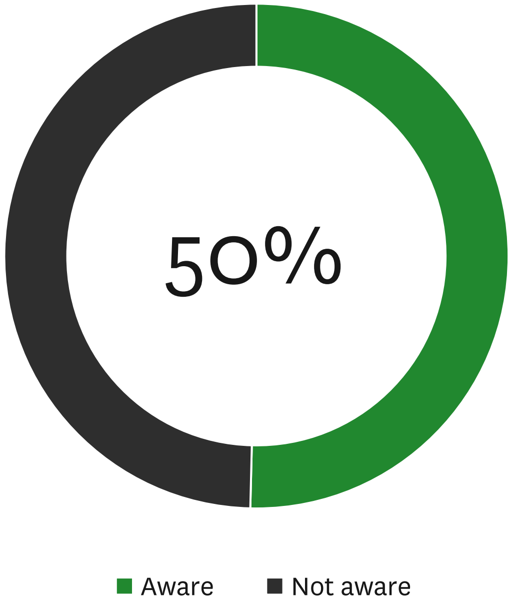
Previous 6M	72%	42%	70%

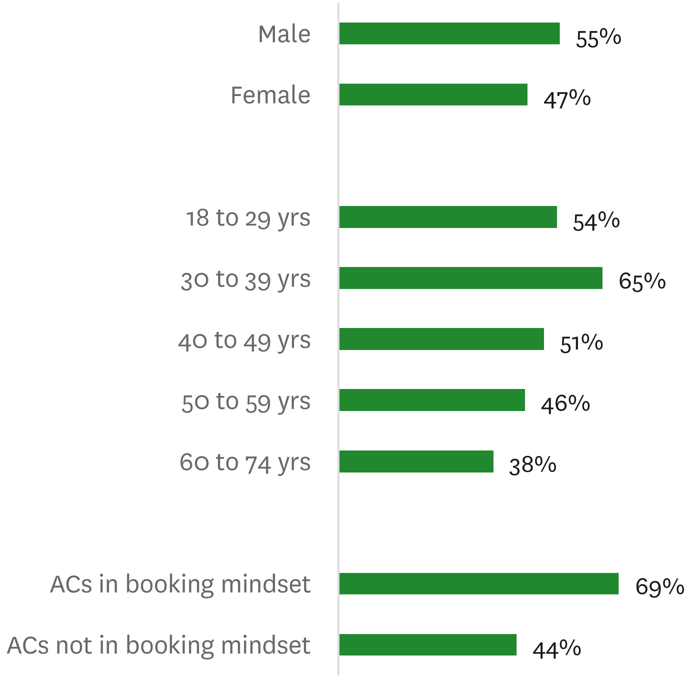
Half of ACs have seen the Ariki campaign ad, with higher viewership among males, people aged 30-39, and those in the booking mindset

Ariki Campaign awareness

AC Monitor | Current 5M | Total Active Considerers

Low sample size (n<100) for some groups. Interpret with caution





Significantly higher / lower than other groups at 95%

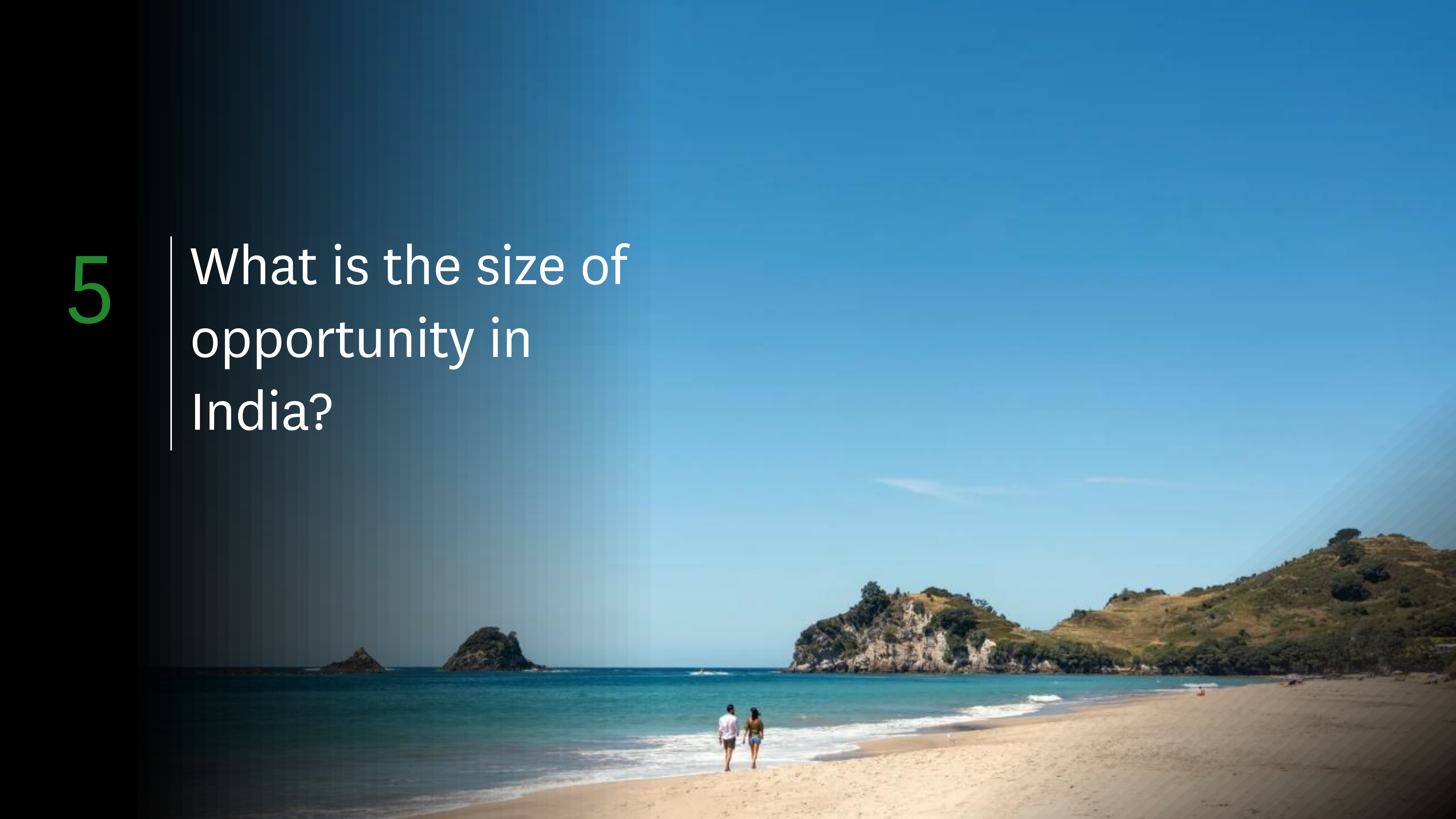
KANTAR

Sample size: Current 5M n = 751 | Male n = 376 | Female n = 375 | 18-29 n = 148 | 30-39 n = 149 | 40-49 n = 149 | 50-59 n = 143 | 60-74 n = 162 | Younger Solos n = 44 | Middle-Aged Solos n = 47 | Young Couples n = 55 | Middle-Aged Couples n = 198 | Families n = 252 | ACs in booking mindset n = 186 | ACs not in booking mindset n = 565
Question "Have you seen this ad?"

NEW ZEALAND TOURISM 100% PURE NEW ZEALAND

INDIA

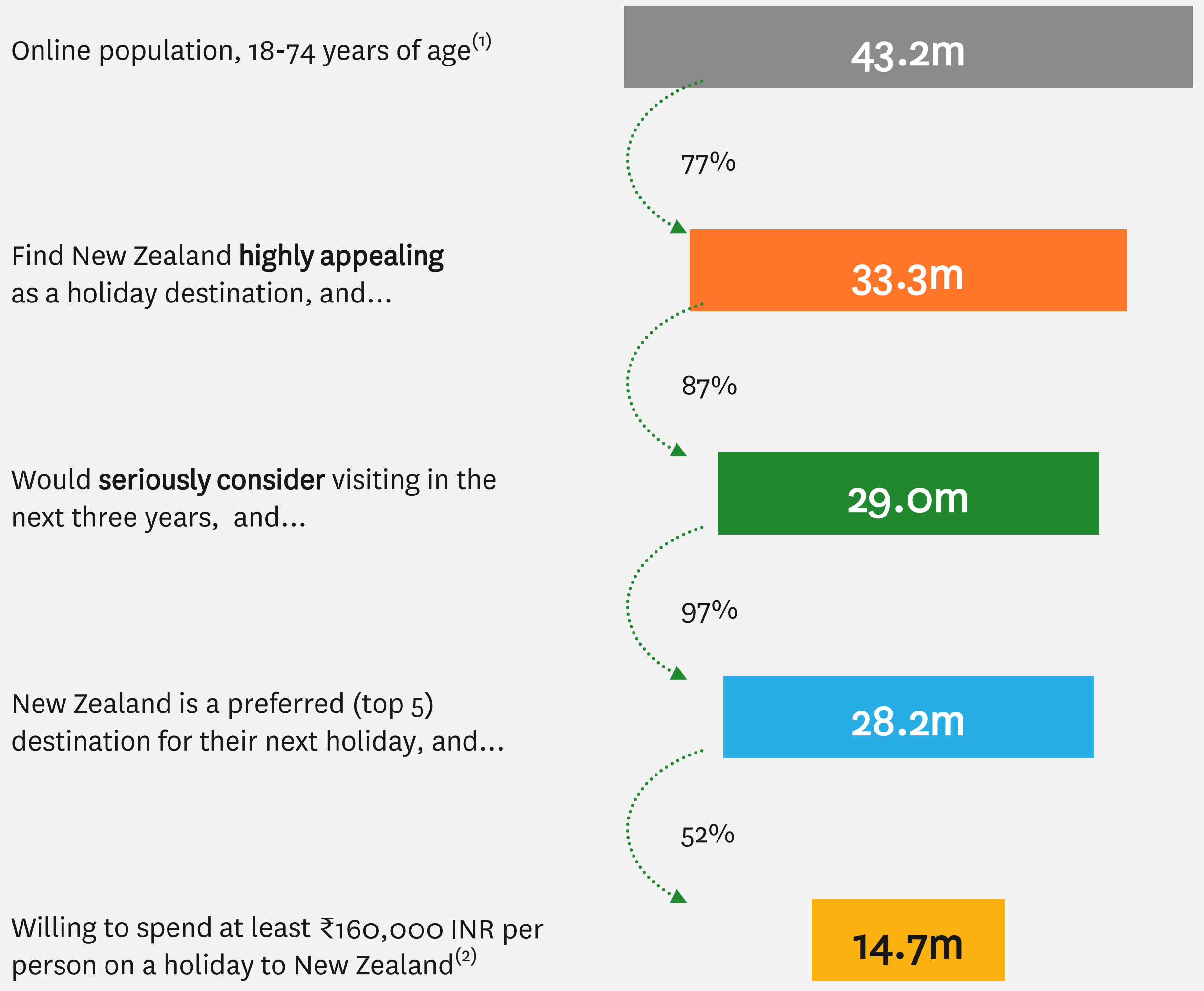
5 What is the size of opportunity in India?



Active Considerer Funnel – India

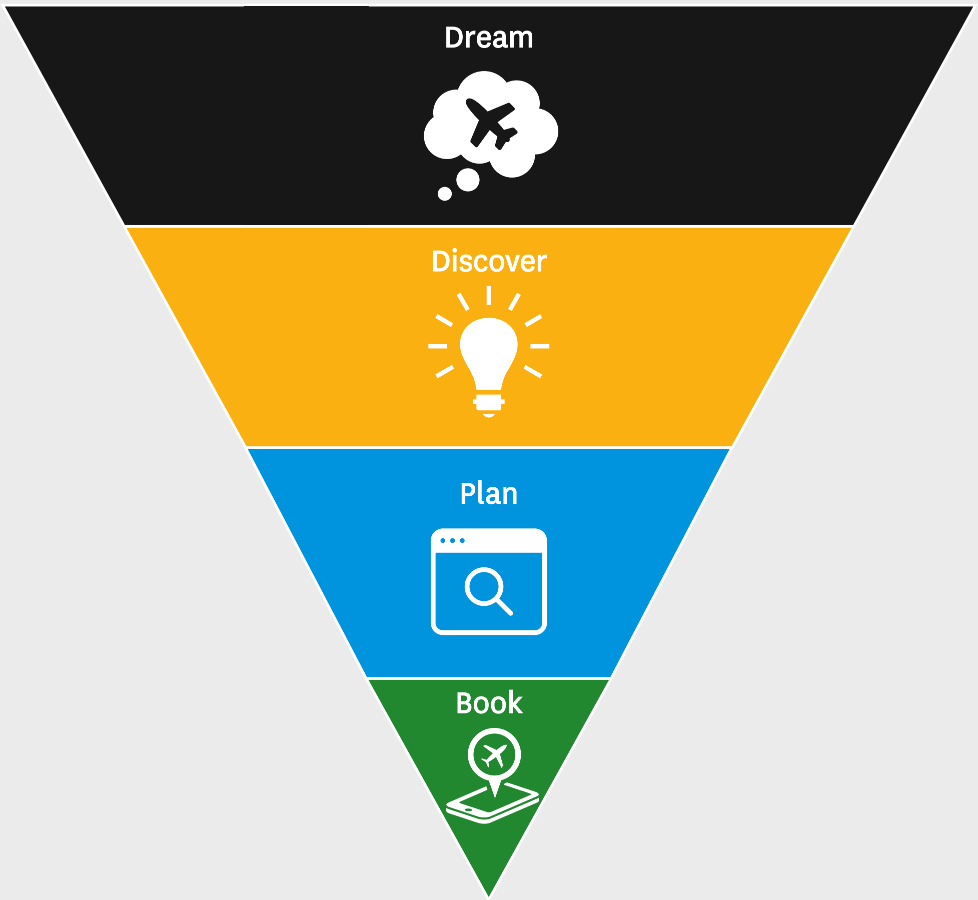
Active Considerers definition

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.



1. The approx. AC pool size is based on the online population estimates as of November 2025 and the AC incidence rate for the current five months
2. Including accommodation and daily expenses. Based off actual market data spend

Journey funnel to New Zealand – India



Book to come to NZ
Moment of Truth

	Active Considerers (14.7m)	Size (%) Q2 FY26	Size (%) Q4 FY25
Dream	2.5m	17%	*18%*
Discover	7.0m	47%	*44%*
Plan	0.0m	0.1% ▼	*1.0%*
Book	5.2m	35%	*37%*

81k Arrivals (1)

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

KANTAR

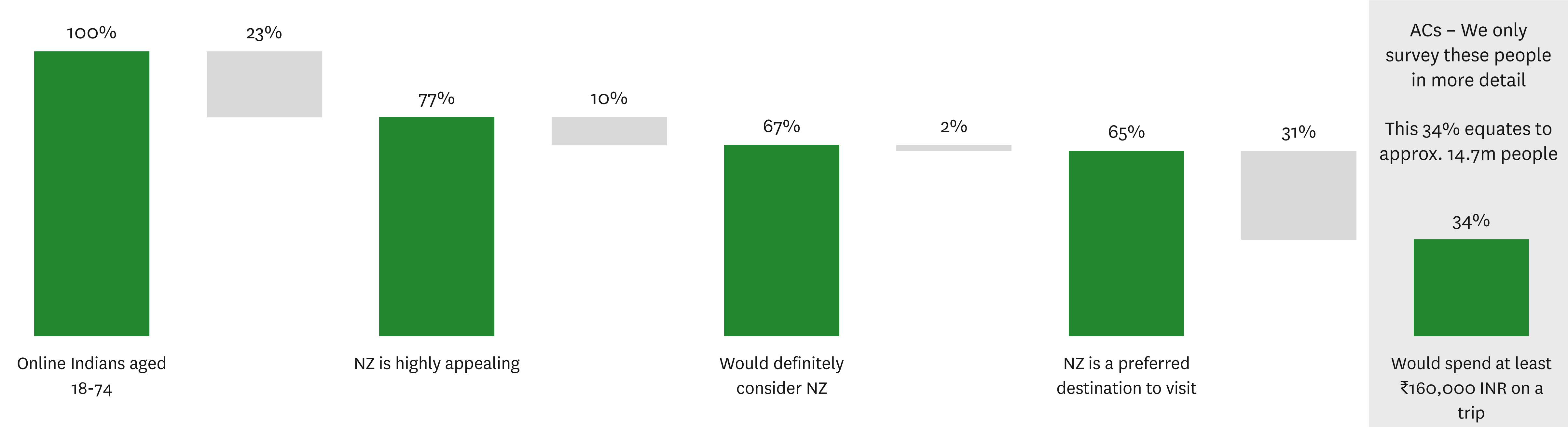
1. Total annual arrivals (Oct 24 - Sep 25) as supplied by TNZ, rounded to nearest 1k people

NEW ZEALAND TOURISM 100% PURE NEW ZEALAND

The incidence of ACs in India has remained stable at 34%, corresponding to an estimated 14.7 million individuals across the three target cities

Qualifying criteria for defining ACs

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



Previous 6M	100%	23%	77%	10%	67%	3%	63%	30%	34%

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

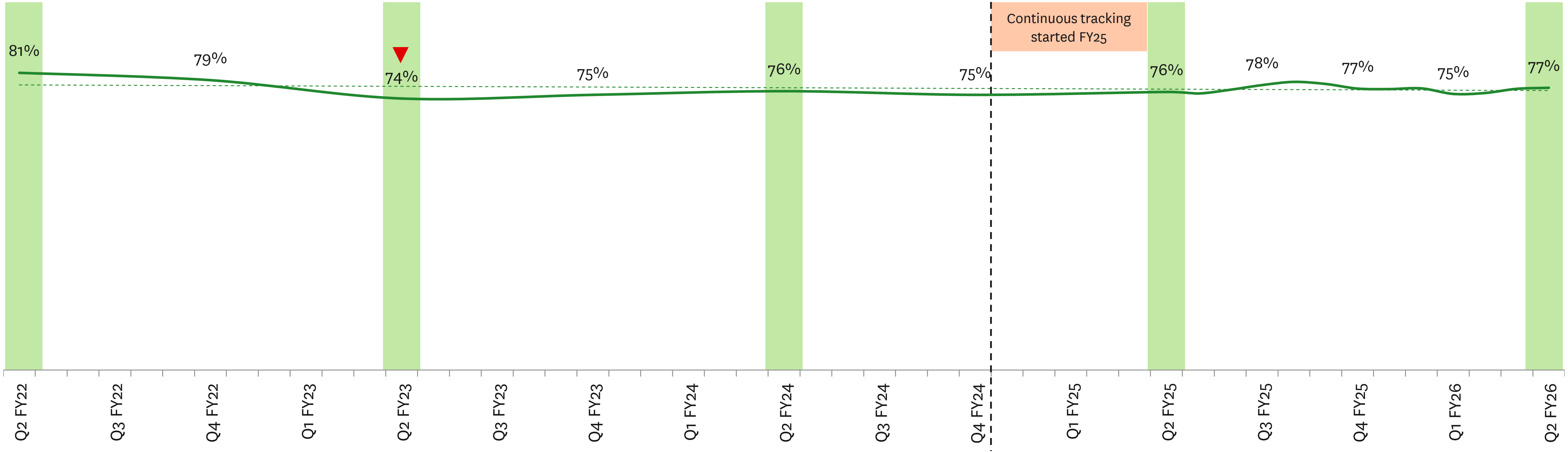
The approx. AC pool size is based on the online population estimates as of November 2024 and the AC incidence rate for the current five months
Sample size: Q2 FY26 n = 2473 | Q4 FY25 n = 3136

Appeal has remained consistent during the past year

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



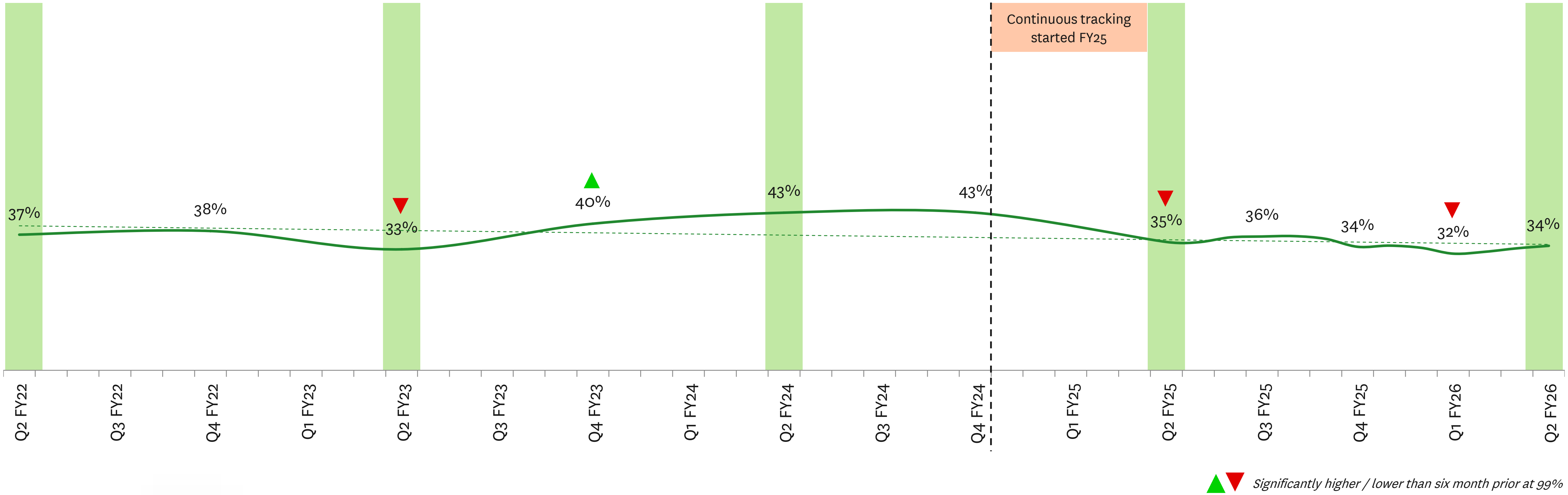
Significantly higher / lower than six month prior at 99%

Sample size: Q2 FY18 – Q2 FY26 (6MRA) minimum n = 906 | maximum n = 3426
Question “Putting aside any thoughts about time and cost, how appealing do you find New Zealand as a holiday destination?”

AC incidence has also remained stable at 34% in the latest period

Incidence of ACs

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

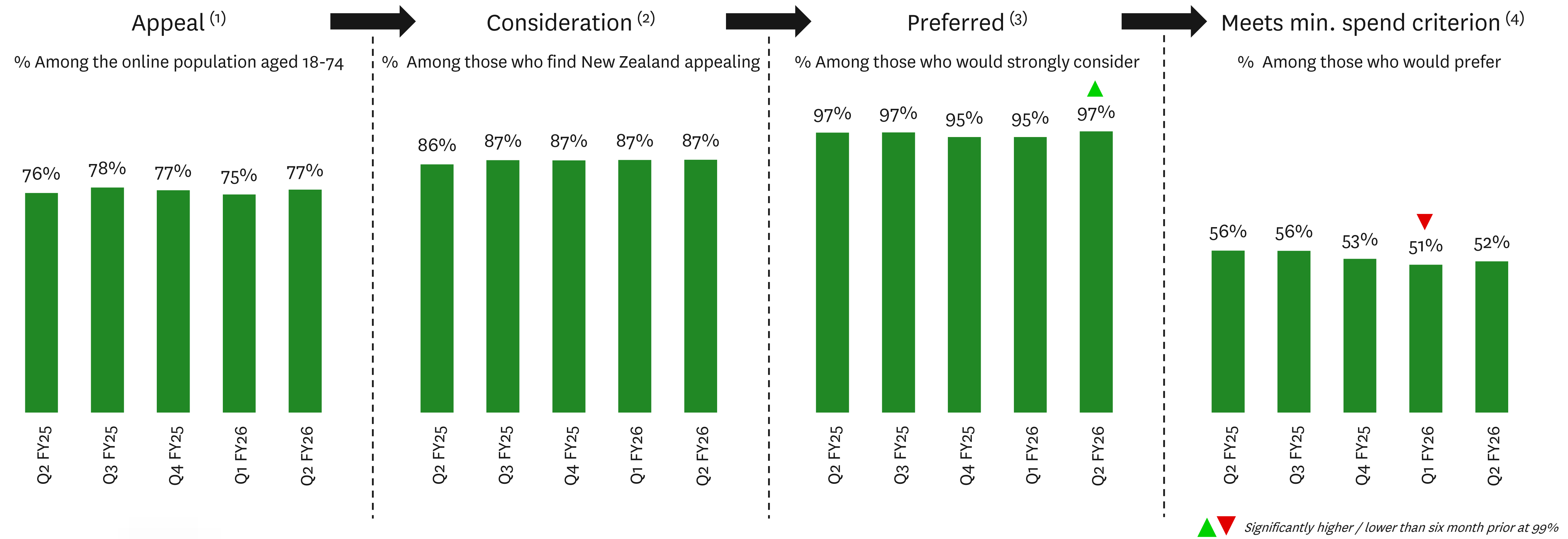


Sample size: Q2 FY18 – Q2 FY26 (6MRA) minimum n = 710 | maximum n = 3426
% of population who find New Zealand as a holiday destination as highly appealing (%8-10), has strong consideration to holiday in New Zealand (%8-10), strongly prefers to holiday in New Zealand (%4-5), and would spend at least ₹160,000 INR while holidaying in New Zealand

Compared to last six months, conversion from consideration into preference has rebounded, and all other funnel metrics are stable

Conversion of ACs through the Consideration Funnel

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



Sample size: Q1 FY25 – Q2 FY26 (6MRA): Appeal minimum n = 2766, maximum n = 3426 | Consider minimum n = 1869, maximum n = 2497 | Prefer minimum n = 1605, maximum n = 2132 | Spend minimum n = 1543, maximum n = 2031

1. Question "Putting aside any thoughts about time and cost, how appealing do you find New Zealand as a holiday destination?"
2. Question "Would you consider visiting New Zealand for a holiday within the next three years?"
3. Question "To what extent do you agree or disagree that New Zealand is a preferred destination for your next holiday?"
4. Question "On a per person basis, how much would you be willing to spend on a holiday to New Zealand?"

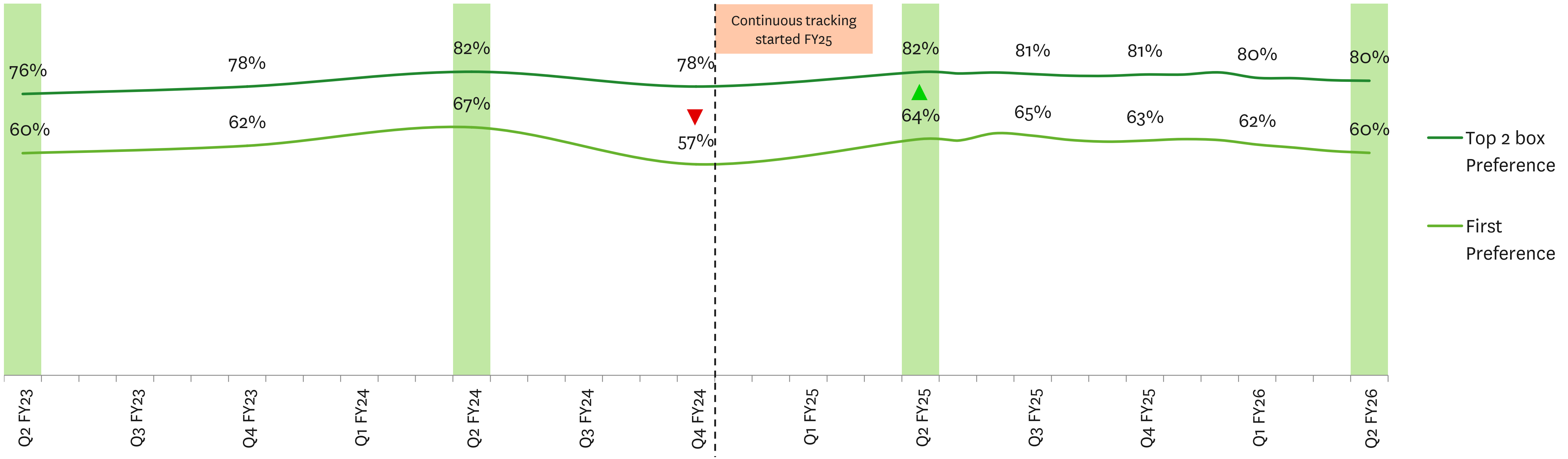
India provides the third largest pool of ACs, with an estimated total of 14.7 million

	Appeal % Online users aged 18-74	AC incidence % Online users aged 18-74	Size of AC pool Million people
Australia	62%	28%	5.0
China	77%	54%	60.3
USA	50%	24%	50.6
UK	61%	27%	12.2
Germany	61%	20%	11.8
Japan	28%	4%	3.4
India	**77%**	**34%**	**14.7**
Singapore	61%	26%	0.9
South Korea	52%	21%	7.3
Canada	61%	33%	9.2

Source for top 8 markets: AC Monitor | Online population aged 18-74 | Current 5M
Australia n = 2945 | China n = 1475 | USA n = 3881 | UK n = 3889 | Germany n = 4546 | Japan n = 24642 | India n = 2473 | Singapore n = 3152 | South Korea n = 2174 | Canada n = 1327

Preference for New Zealand remains stable among ACs, with top 2 box preference at 80% and first-choice at 60%

New Zealand Preference KPI
AC Monitor | 6MRA | Total Active Considerers



Significantly higher / lower than six month prior at 95%

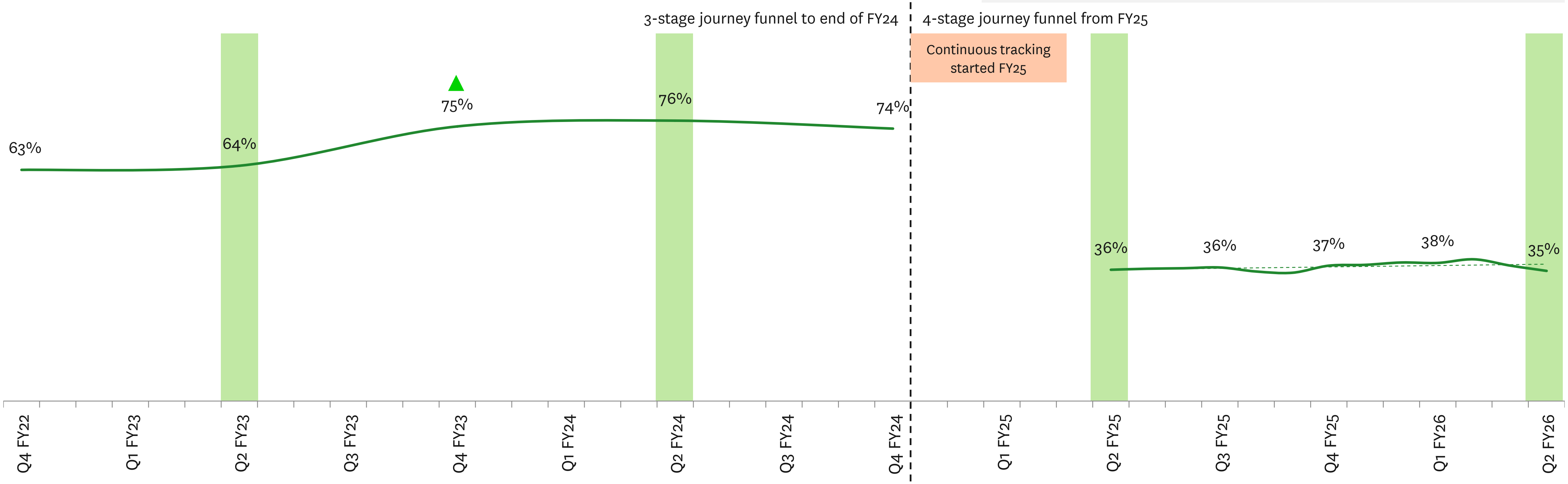
Sample size: Q2 FY23 – Q2 FY26 (6MRA) n = 300, 300, 300, 300, 901, 902, 901, 900, 750
Question "Can you please rank those destinations in order of preference where 1 is your most preferred destination?"

The percentage of ACs in the booking mindset has stayed consistent throughout the year

ACs in the Booking Mindset

AC Monitor | 6MRA | Active Considerers

First 5 months of FY25 not shown as the 6MRA for these months include data from both the 3-stage and 4-stage journey funnels. Q2 FY25 onwards includes 6MRA data from the current 4-stage journey funnel only.



Significantly higher / lower than six month prior at 95%

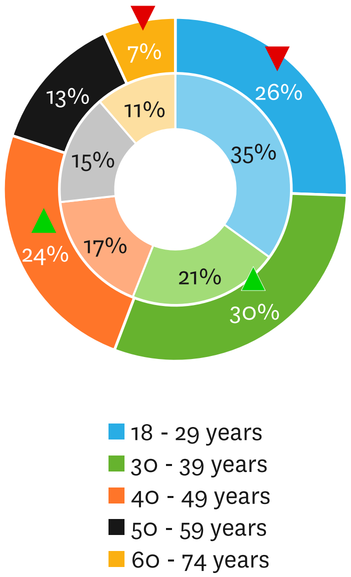
The Indian AC pool skews towards 30-49 year olds, New Delhi residents, and those in the over INR 1 million household income bracket; over 50% of ACs are families with pre-school or school-age children

Profile of Active Considerers

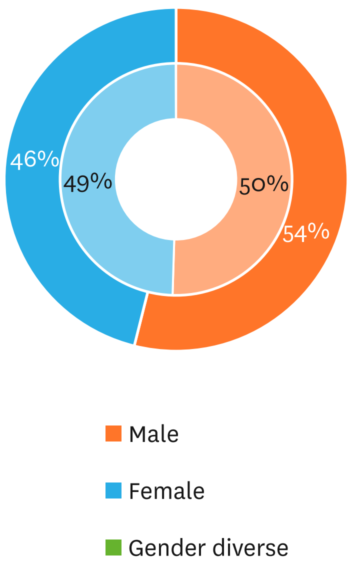
AC Monitor | Current 5M | Active Considerers vs Non-Active Considerers

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

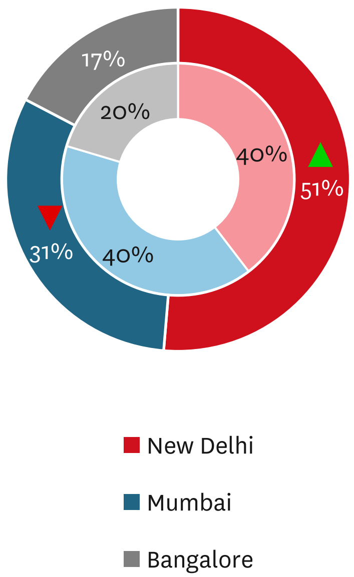
By age segment



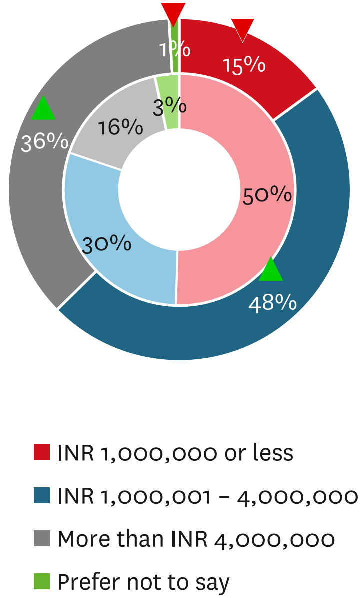
By gender



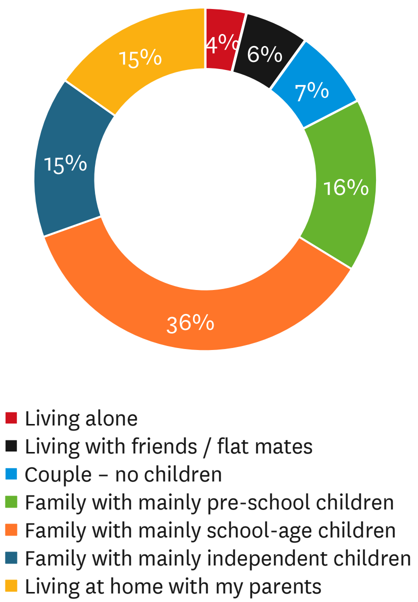
By region



By household income



Household composition



6

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

Brand messaging should highlight New Zealand's scenic landscapes, nature experiences, and opportunities for taking a break from everyday life

Reasons to visit New Zealand for a holiday

AC Monitor | Current 5M | Total Active Considerers

	Current 5M	Previous 6 months
To experience beautiful landscapes/scenery	59%	59%
To get in touch with nature	50%	52%
To take a break from the routine, stresses and pressures of everyday life	50%	44%
To have fun & enjoy myself	49%	53%
To feel relaxed and refreshed	48%	51%
To learn & explore new things	48%	46%
To feel a sense of adventure	47%	46%
To create lasting memories through photography	43%	41%
To enjoy local food and beverages	43%	39%
To interact with people of a different culture or lifestyle	42%	41%
To visit a place that has inspired me through film / TV	37%	32%
To connect and spend time with important people in my life	31% ▼	40%
To show my children a different way of life	31%	34%
To indulge & pamper myself	29%	31%
To embrace challenges and personal growth	28%	28%
For a specific event (e.g. sport event, family wedding etc.)	24%	25%

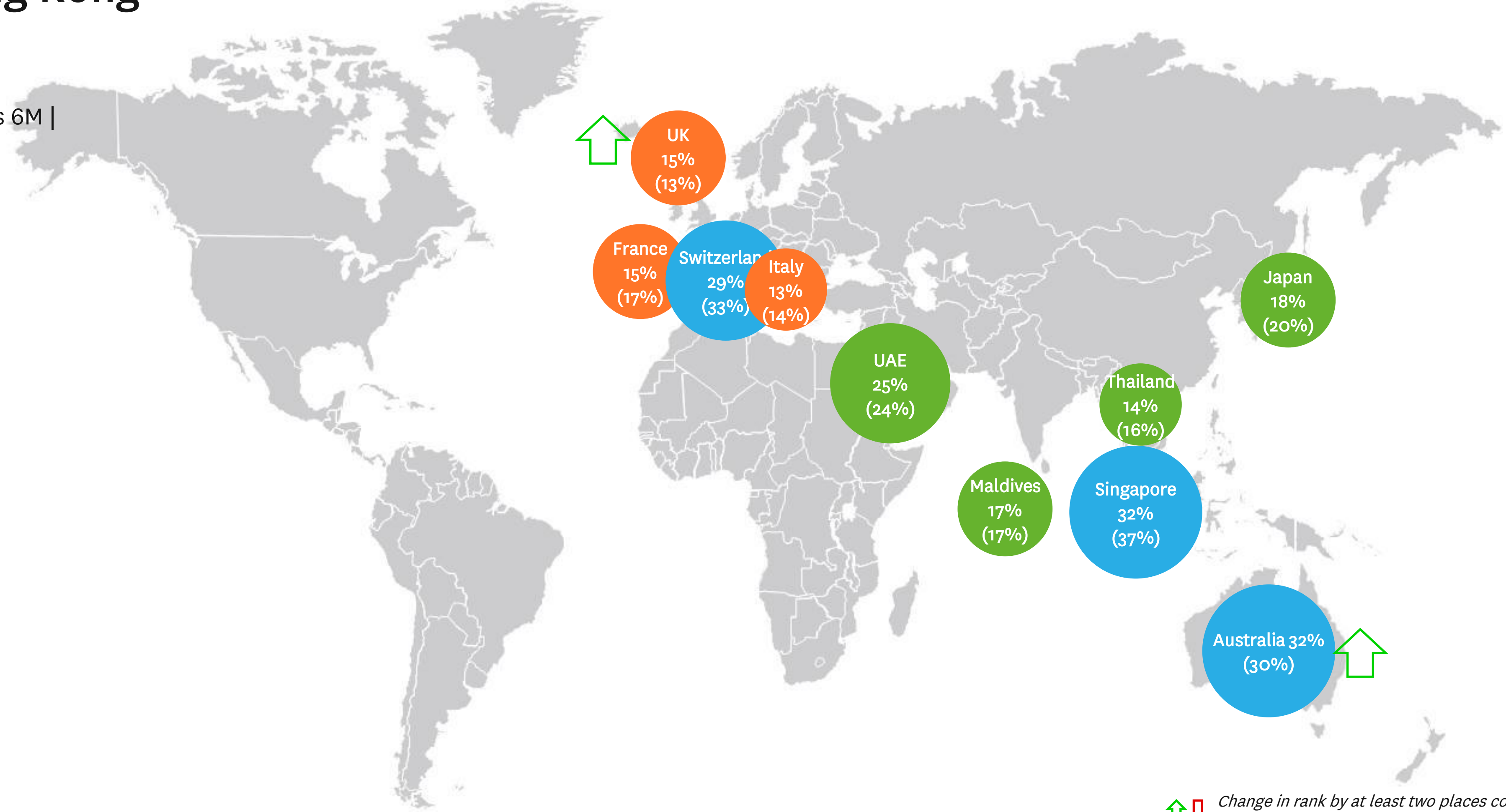
▲▼ *Significantly higher / lower than previous period at 95%*

Sample size: Current 5M n = 300 | Previous 6M n = 450
Question "Why do you want to visit New Zealand for a holiday?"

Australia, Singapore and Switzerland are New Zealand's top competitors in terms of preference; both Australia and UK have moved up in preference ranking, while UK has moved into the top 10 at the expense of Hong Kong

Top ten competitor set for ACs

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



Hong Kong has moved out of the top 10. UK has moved into the top 10

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

Change in rank by at least two places compared to 6 months ago

Sample size: Current 5M n = 750 | Previous 6 months n = 901
% selected destination in their top five preferred destinations
Figures in brackets denote previous 6 months
Question "Aside from New Zealand, what other four destinations make up your top five preferred destinations to visit for a holiday?"

Categorising brand associations to the framework…

Strategic Brand Drivers	Key Category Differentiators
• Relax & refresh • Year-round • Landscapes & scenery • Relationship with the land • Unique experiences • Iconic attractions • Friendly & welcoming • 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

The appeal of interesting cities has emerged as the primary factor influencing preference; additionally, brand messaging should emphasise core drivers, such as cleanliness, lack of pollution, and wildlife experiences, to effectively differentiate within the category

Drivers of preference for NZ

AC Monitor | Rank | 2025 (Jul-Nov 25) | Total Active Considerers

Latest results	2025 rank	2024 rank	2023 rank
Interesting cities	1 ⇧	14	13
Clean & unpolluted	2	3	2
Wildlife experience	3 ⇧	16	19
Fun & enjoyment	4 ⇧	11	11
Excitement	5	7	7
Range of experiences	6 ⇧	12 ⇩	3
Relax & refresh	7 ⇧	15 ⇩	24
Unique experiences	8	10 ⇩	4
Easy to travel around	9 ⇧	18 ⇩	9
Iconic attractions	10	13 ⇧	20
Local culture	11 ⇧	19 ⇧	15
Range of adventure	12 ⇩	1 ⇧	10
Landscapes & scenery	13 ⇩	5 ⇧	18
Place to escape	14 ⇩	20 ⇩	14
Safe destination	15 ⇩	6	8

Latest results	2025 rank	2024 rank	2023 rank
Friendly & welcoming	16 ⇩	2 ⇧	17
Relationship with the land	17	17	21
Amazing beaches	18	22	23
Family friendly	19 ⇩	9	6
Indigenous culture	20 ⇩	8 ⇧	16
All year-round	21	21 ⇩	5
Quality food & wine	22 ⇩	4 ⇧	22
Affordable to fly to	23	23	26
Affordable activities	24	24	25

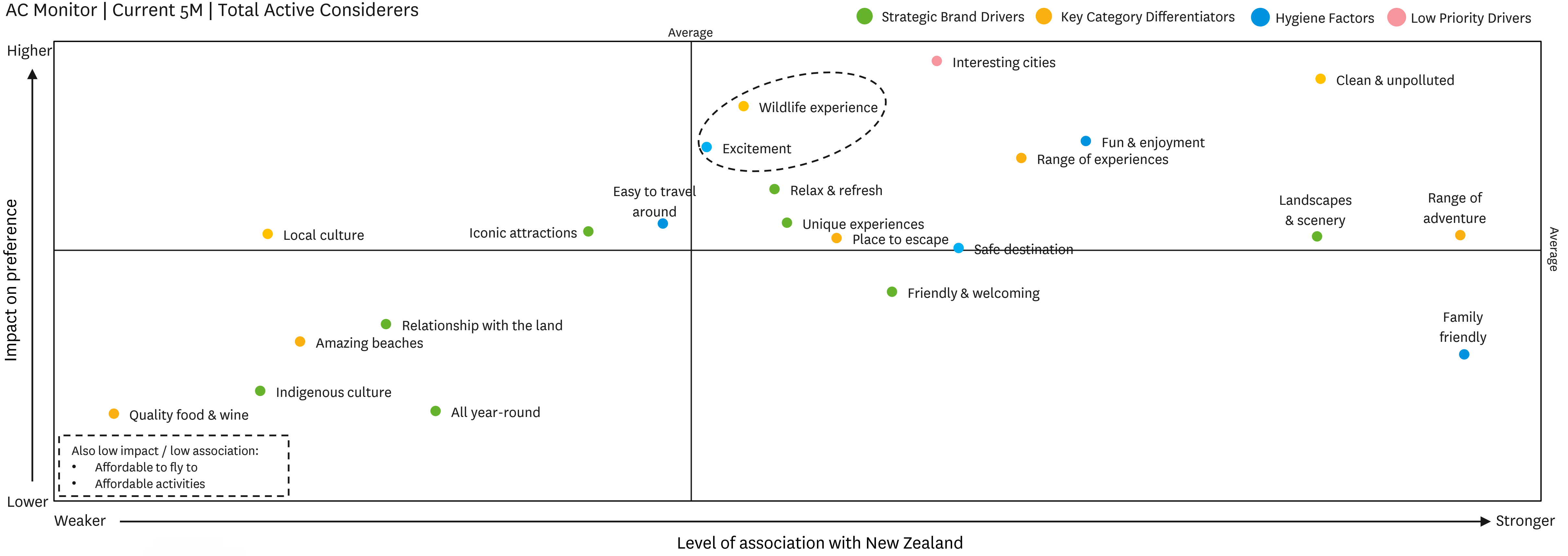
Strategic Brand Drivers | Key Category Differentiators | Low Priority Drivers | Hygiene Factors

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

New Zealand is highly regarded as a clean, unpolluted destination with spectacular landscapes and scenery, offering a wide variety of adventures, however, perceptions of our wildlife experience and excitement are relatively modest, and these areas should receive more attention

Brand Associations of New Zealand x Impact on preference

AC Monitor | Current 5M | Total Active Considerers



Sample size: n = 750

Question: "Which destinations, if any, do you associate with this statement?"

Hidden statements: "Affordable to fly to" and "Affordable activities" are hidden (lower on preference and weaker on association)

New Zealand's core strength is our wildlife experiences, amazing beaches, landscapes and scenery, and indigenous culture; however we are competing closely with Australia also on those strengths

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	Australia	Singapore	Switzerland	United Arab Emirates	Japan
Strategic Brand Drivers	Relax & refresh	99	105	92	112	99	92
	Unique experiences	99	102	91	90	107	111
	Iconic attractions	97	96	101	106	99	103
	Landscapes & scenery	107	109	91	108	89	95
	Friendly & welcoming	103	91	104	107	99	97
	Relationship with the land	103	102	90	111	94	101
	Indigenous culture	105	104	95	94	97	104
	All year-round	100	101	102	97	109	90
Key Category Differentiators	Clean & unpolluted	94	105	99	105	89	111
	Wildlife experience	111	123	99	91	83	89
	Range of experiences	95	96	103	105	97	107
	Local culture	98	96	97	97	98	117
	Range of adventure	101	110	98	89	112	86
	Place to escape	102	102	100	97	99	99
	Amazing beaches	108	122	104	86	83	93
	Quality food & wine	96	97	99	98	105	105

Actions for TNZ:

Strengths:

- Wildlife experience
- Landscapes & scenery
- Amazing beaches
- Indigenous culture

Drivers to dial up:

- Clean & unpolluted
- Range of experiences
- Quality food & wine
- Iconic attractions

Sample size: n = 750
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

While New Zealand is regarded as somewhat safer than Australia, it is still perceived as less safe compared to other destinations; there is an opportunity to improve the perceptions of New Zealand having interesting cities

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	Japan
Hygiene Factors	Fun & enjoyment	99	90	105	106	106	94
	Excitement	98	99	105	116	87	97
	Easy to travel around	98	96	101	98	113	93
	Safe destination	96	84	109	105	103	105
	Family friendly	100	94	99	103	100	105
	Affordable to fly to	102	82	119	81	118	95
	Affordable activities	101	99	104	91	114	88
Low Priority	Interesting cities	92	99	96	100	100	116

Actions for TNZ:

Drivers to dial up :

- Interesting cities
- Safe destination

KANTAR

Sample size: n = 750
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						

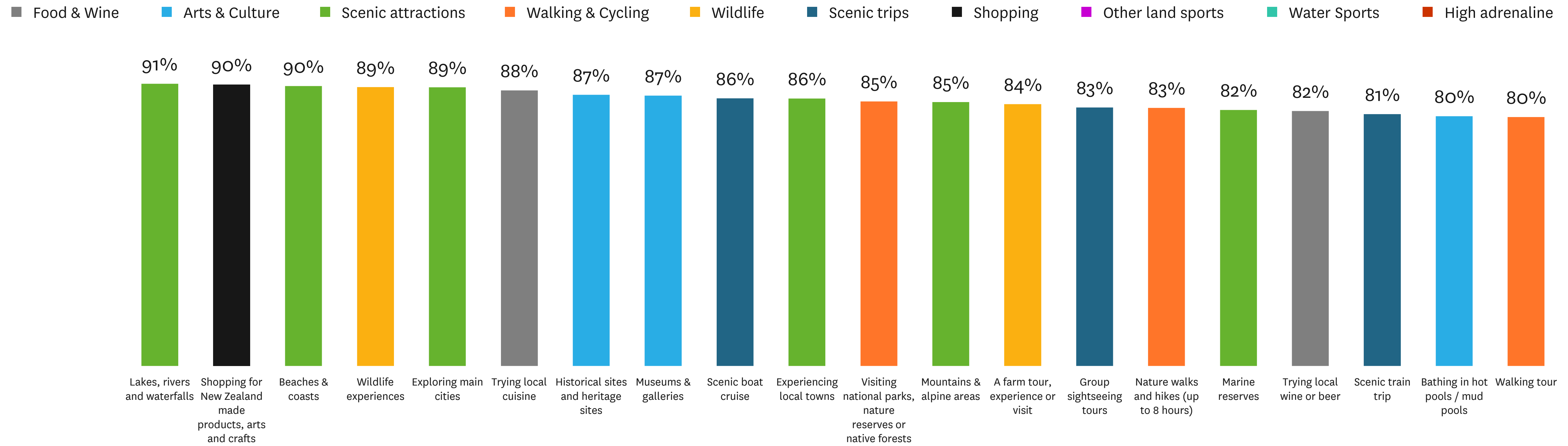
NEW ZEALAND TOURISM

100% PURE NEW ZEALAND

ACs are interested in many different activities, which allows us to highlight the variety of experiences available in New Zealand

Activities interested in doing in New Zealand (Top 20)

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



Previous 6 months	90%	90%	90%	90%	86%	90%	87%	84%	85%	88%	87%	89%	82%	83%	83%	83%	79%	85%	80%	83%

Sample size: Total ACs n = 300 | Previous 6M n = 450
Question "Which of the following would you be interested in seeing or doing when on holiday in New Zealand?"

Significantly higher / lower than previous period at 95%

7 How can TNZ maximise impact along consumer path to purchase?

In order to drive New Zealand as the destination of choice, messaging should address best times to visit New Zealand for key activities of interest, and promote our high quality local cuisine and beverage options

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%	47%
2	The quality and variety of food and beverage options	44%	44%
3	How welcoming the locals are	40%	42%
4	How easy it is to travel around	40%	41%
5	How safe it is to participate in adventure activities	39%	40%
6	The length of time required to fly to New Zealand	39%	43%
7	Where I should get information about organising a holiday	39%	42%
8	Whether New Zealand is a place that is accepting of people from diverse backgrounds and lifestyles	39%	37%
9	How safe it is from crime	38%	35%
10	How long it takes to travel between the main attractions	38% ▼	49%

Ranks higher now than six months ago

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

KANTAR

Sample size: Current 5M n = 450 | Previous 6M n = 451
Question "Putting thoughts about costs aside, what are some of the concerns you have about choosing New Zealand for your next holiday?"

NEW ZEALAND TOURISM 100% PURE NEW ZEALAND

The same tactical communications are likely to be effective for Dreamers, Discoverers, and individuals in the Booking phase, however, providing additional details about travel times between attractions would be particularly beneficial to those in the Booking mindset

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	51%	46%	Low sample size (n<50)	51%
2	The quality and variety of food and beverage options	43%	50%		42%
3	How welcoming the locals are	42%	38%		42%
4	How easy it is to travel around	62% ▲	34% ▼		39%
5	How safe it is to participate in adventure activities	34%	38%		43%
6	The length of time required to fly to New Zealand	48%	36%		41%
7	Where I should get information about organising a holiday	28%	42%		41%
8	Whether New Zealand is a place that is accepting of people from diverse backgrounds and lifestyles	43%	38%		40%
9	How safe it is from crime	47%	39%		36%
10	How long it takes to travel between the main attractions	27%	33%		44% ▲

Dreaming: Low sample size (n<100). Interpret with caution

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

Sample size: Dreaming n = 51 | Discovering n = 176 | Planning n = 4 | Booking n = 219
Question "Putting thoughts aside costs aside, what are some of the concerns you have about choosing New Zealand for your next holiday?"

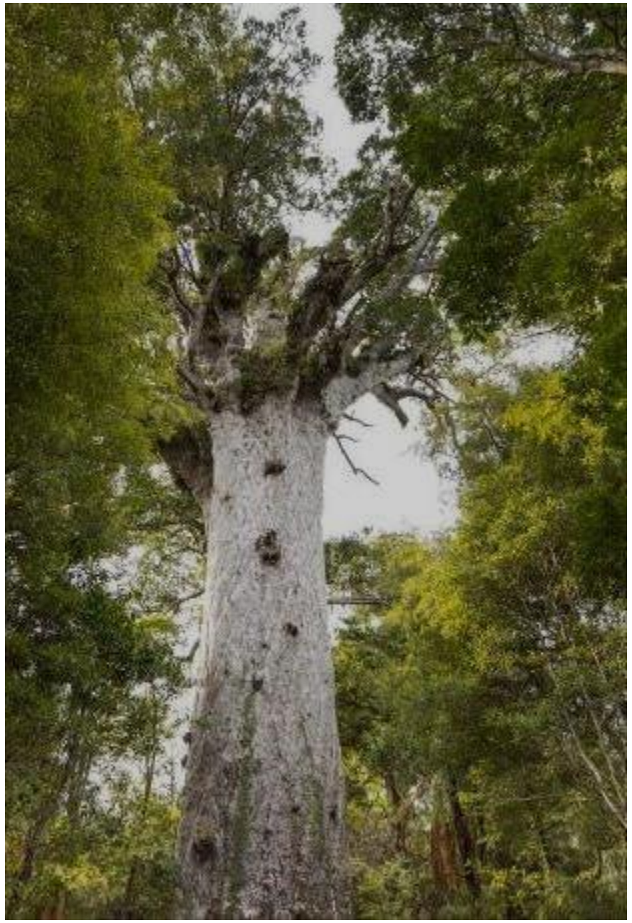
Providing additional information on New Zealand as a holiday destination and working with trade partners to offer flight deals can help prompt ACs to book

Barriers to booking holiday to New Zealand

AC Monitor | Current 5M vs. Previous 6M | ACs who are ready to book, but haven't

	Current 5M	Previous 6 months
I have more research to do about New Zealand as a holiday destination	51% ▲	29%
Waiting for a good package deal on flights and accommodation	44%	35%
Waiting for a deal on flights	39%	34%
I'm still deciding on what time of year I want to travel	37%	28%
Waiting to accrue enough annual leave	30%	36%
Waiting for the right life circumstances to travel	30%	30%
Visa process is confusing / difficult	23%	27%
Don't have time to plan the trip at the moment	19%	12%
It's too expensive to travel to New Zealand	18% ▲	9%
New Zealand is too far away / the flight is too long	17%	19%
Don't have enough time to experience it properly	17%	20%
I can't afford it at the moment	14%	9%

Low sample size (n<100). Interpret with caution



KANTAR

Sample size: Current 5M n = 98 | Previous 6M n = 116
Question "What is stopping you from making a booking?"

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

NEW ZEALAND TOURISM | 100% PURE NEW ZEALAND

Travel aggregators are the most popular channel through which ACs intend to book all trip elements for a New Zealand holiday

Likely sources to use to book trip elements for a New Zealand holiday

AC Monitor | Current 5M | Total Active Considerers

Note: This is claimed future behaviour in the survey, and as such, there are explainable differences with other data sources such as IATA, which record actual behaviours.

Flights

Source	Current 5M	Previous 6M
Travel aggregator websites / apps	64%	55%
Airline websites / apps	16% ▼	24%
Travel agent (online or offline)	10%	10%
Tour operators / packaged tour	9%	11%
Other	1%	1%
Don't know		0%

Accommodation

Source	Current 5M	Previous 6M
Travel aggregator websites / apps	64% ▲	51%
Airline websites / apps	9%	11%
Tour operators / packaged tour	8%	8%
Directly with the hotel / motel / resort provider	7%	6%
Travel agent (online or offline)	7% ▼	15%
Directly with a short term rental / home stays	6%	8%
Other		0%
Don't know		0%

Activities

Source	Current 5M	Previous 6M
Travel aggregator websites / apps	56%	49%
Visitor / tourist information centre(s) in New Zealand	14%	16%
Travel agent (online or offline)	8% ▼	14%
Through the hotel / accommodation provider	8%	9%
Directly with local tourism operator	7%	7%
Part of a tour / packaged deal	6%	5%
Other		0%
Don't know		0%

Transport

Source	Current 5M	Previous 6M
Travel aggregator websites / apps	51%	47%
Visitor / tourist information centre(s) in New Zealand	13%	12%
Directly with the hotel / accommodation provider	11%	8%
Travel agent (online or offline)	10%	11%
Directly with the transport provider	8%	13%
Airline websites / apps	6%	8%
Other	0%	0%
Don't know	0%	0%

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

Sample size: Current 5M n = 450 | Previous 6M n = 150
Question "If you were to travel to New Zealand for a holiday, how would you be most likely to book… your flights to get there? accommodation? activities and experiences? transport within New Zealand?"
Examples provided for 'Travel aggregator websites / app': MakeMyTrip, Booking.com
Examples provided for 'Directly with a short term rental / home stay': Airbnb (accommodation only)

Indian ACs intend to visit New Zealand in smaller groups; 30% are likely to travel with a partner, while 24% prefer traveling as a family with dependent children

Likely travel party for a New Zealand holiday

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

	Current	Previous 6 months
Partner / spouse	30%	33%
Family - with dependent children under 18yrs	24%	24%
A small group of friends (1-5 others)	11%	10%
Family - but no children under 18yrs	9%	8%
Travel alone	6%	7%
Mix of friends and family with non-dependent children	6%	4%
Mix of friends and family with dependent children	6%	6%
Travel alone but I'd meet friends / family there	4%	4%
A large group of friends (6+ others)	3%	3%
Strangers on an organised group tour	1%	1%

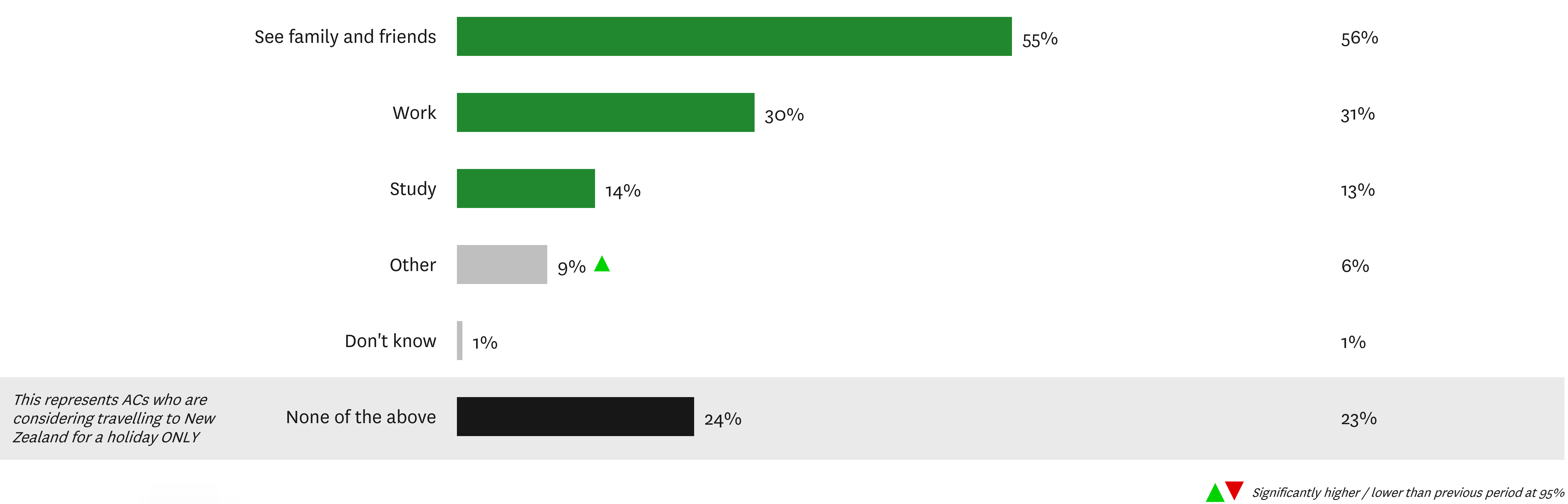
Significantly higher / lower than previous period at 95%

Sample size: Current 5M n = 750 | Previous 6M n = 901
Question "Who are you most likely to travel with on your trip to New Zealand?"

Only 24% of the AC pool intend to visit New Zealand for a holiday only, over half of ACs intend to combine their holiday with family and friends visit

Additional intentions when on holiday in New Zealand

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

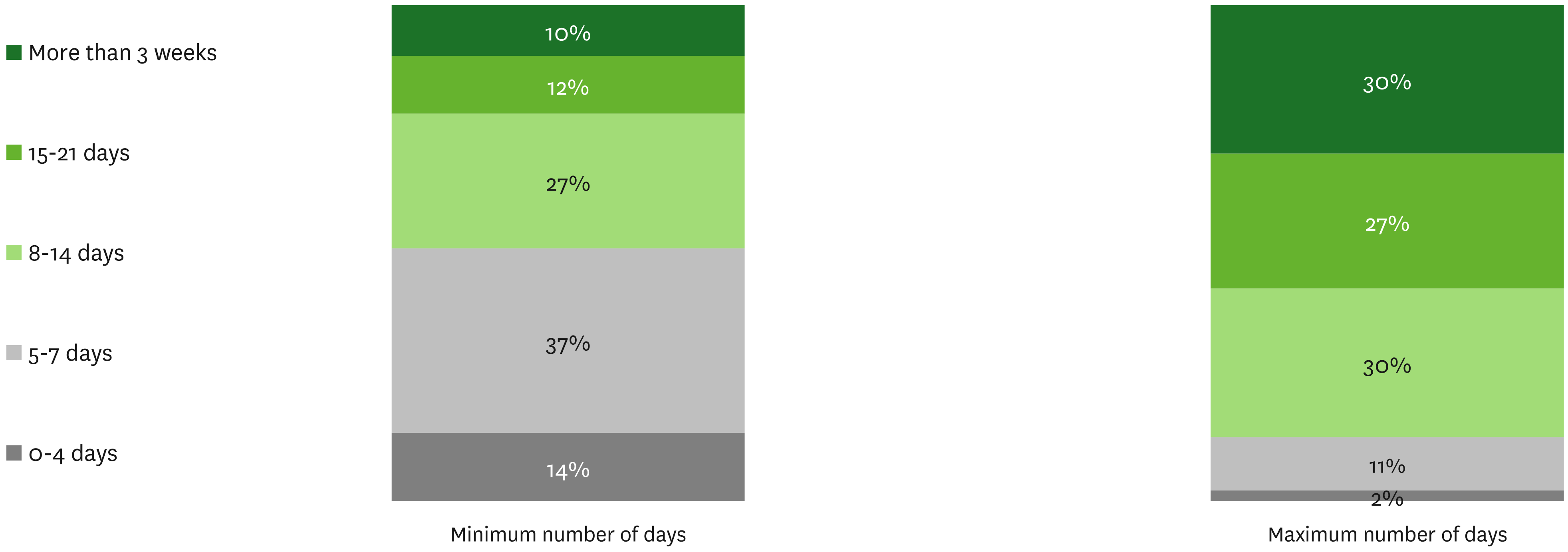


Sample size: Current 5M n = 750 | Previous 6M n = 901
Question "When considering travelling to New Zealand for a holiday, do you also intend to…"

The majority of Indian ACs plan to spend between 5 and 14 days during their holiday in New Zealand

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

AC Monitor | Current 5M | Total Active Considerers



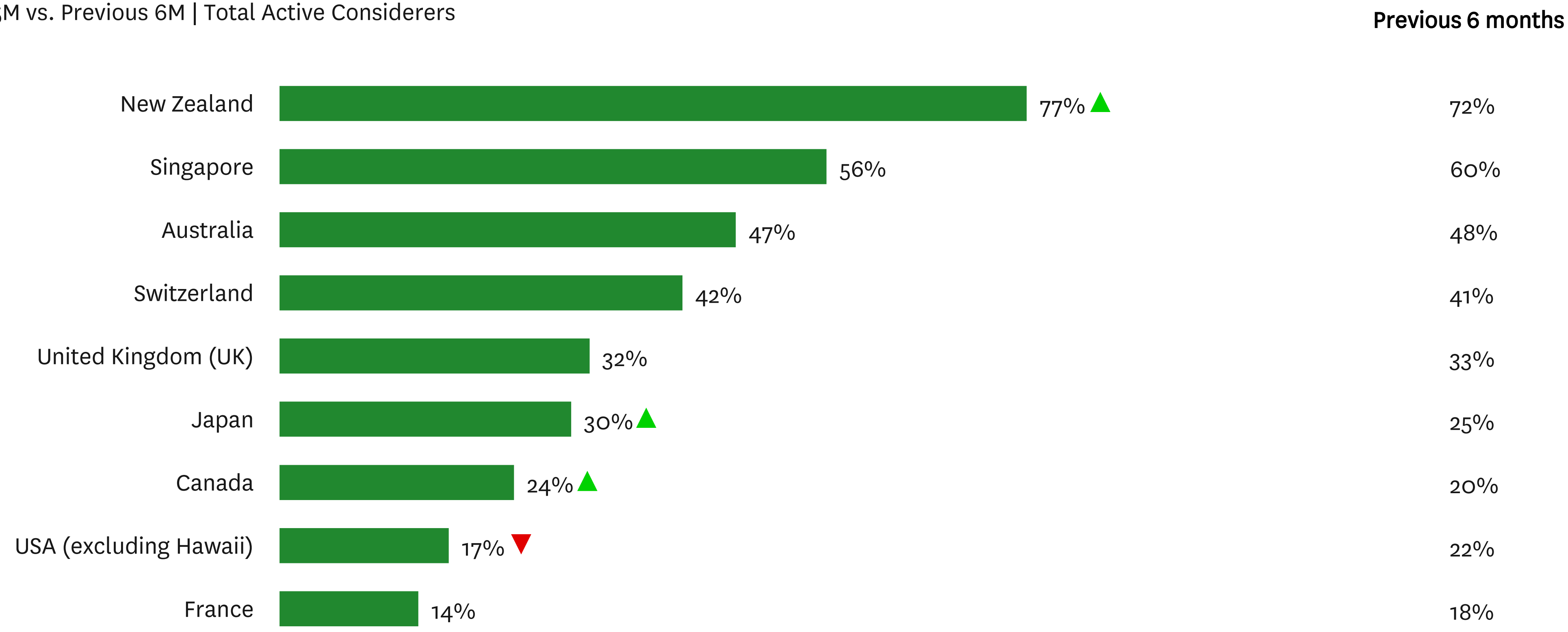
Sample size: Total ACs n = 750
Question "Thinking about a future holiday in New Zealand, what would be the minimum and maximum amount of time you would ideally spend in New Zealand?"

8 Is TNZ’s advertising reaching the desired audience?

Destination New Zealand's advertising maintains the highest recall rates among competitor destinations and has shown a notable increase compared to six months prior

Holiday destinations seen advertised or promoted recently (Prompted Awareness)

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



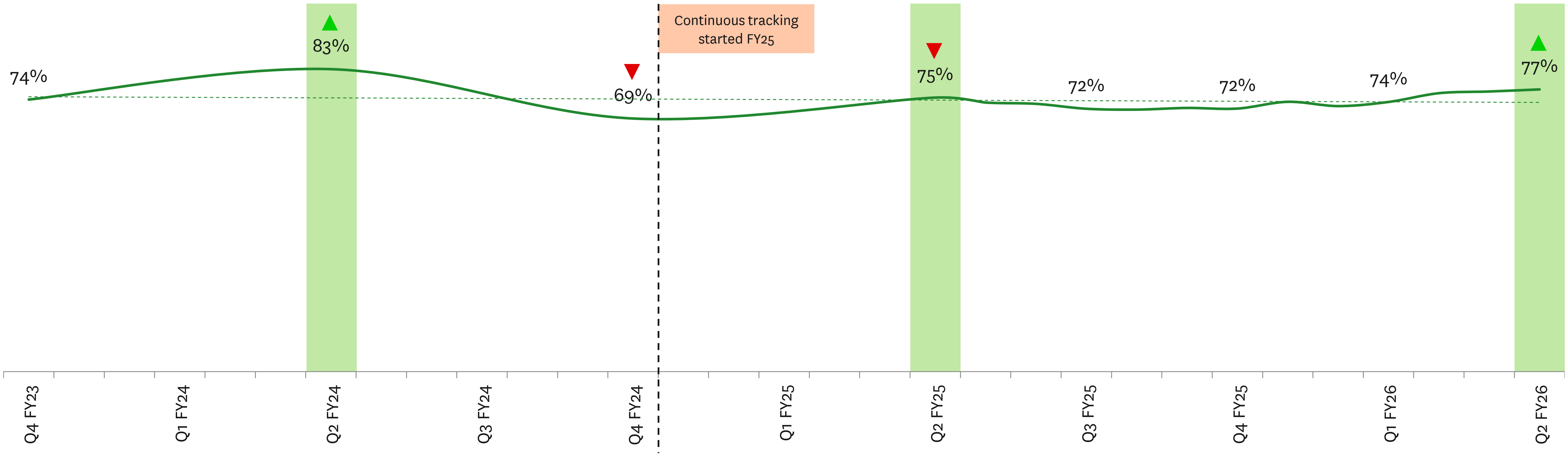
Significantly higher / lower than previous period at 95%

Sample size: Current 5M n = 750 | Previous 6M n = 901
Question "Which of these holiday destinations have you seen advertised or promoted recently?"

Advertising awareness for New Zealand has rebounded to 77%, following a softening in the previous six-month period

Seen New Zealand advertised or promoted recently (Prompted Awareness)

AC Monitor | 6MRA | Total Active Considerers



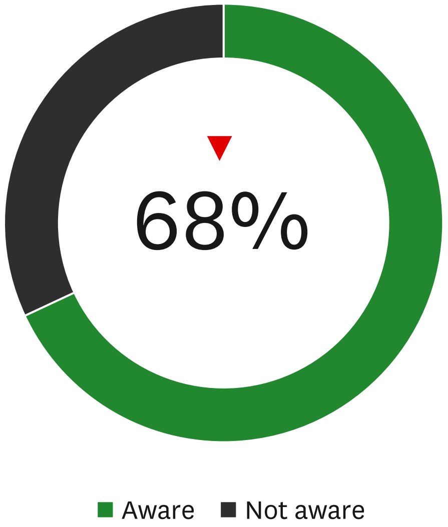
Significantly higher / lower than six month prior at 95%

Awareness of 100% Pure New Zealand has weakened among ACs to 68%; prompted awareness of newzealand.com sits at 84%, and Tiaki at just over half of the AC pool

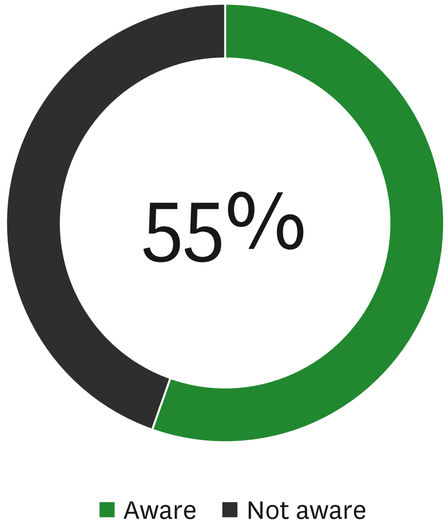
Asset awareness

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

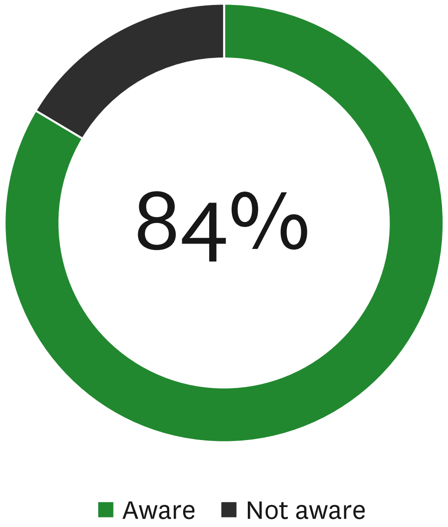
100% PURE NEW ZEALAND



tiaki
CARE FOR NEW ZEALAND



newzealand.com



	100% Pure New Zealand	Tiaki	newzealand.com
Previous 6M	76%	61%	86%

Sample size: Current 5M n = 300 | Previous 6M n = 450
Question "Have you seen / heard of the following before today?"

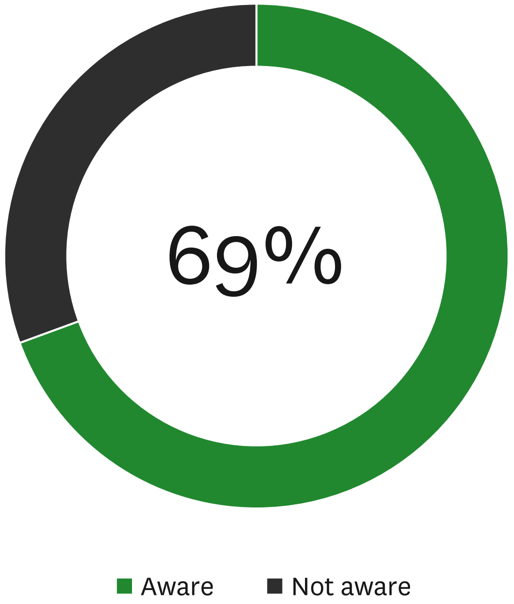
Significantly higher / lower than previous period at 95%

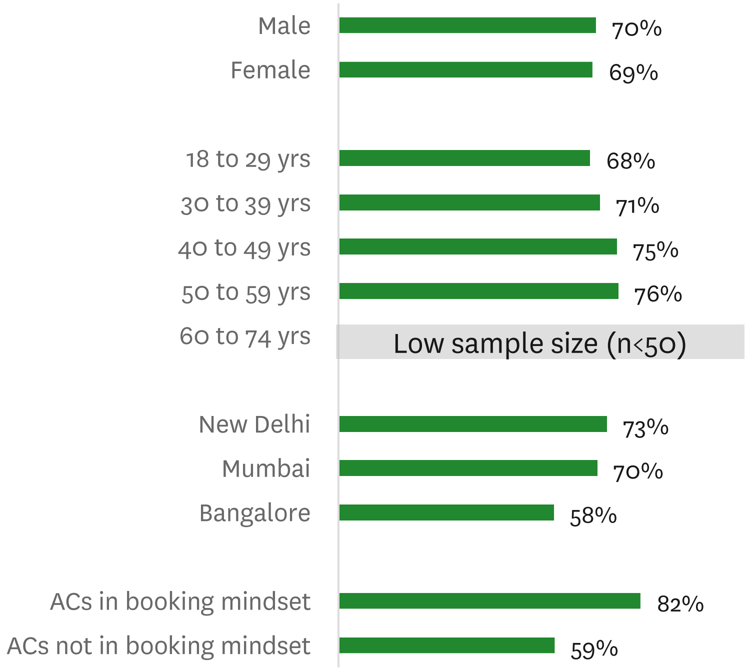
69% have seen the Ariki campaign ad, with a significantly greater number of those; aged 40-49, from New Delhi, and those in the booking mindset

Ariki Campaign awareness

AC Monitor | Current 5M | Total Active Considerers

Low sample size (n<100) for some groups. Interpret with caution

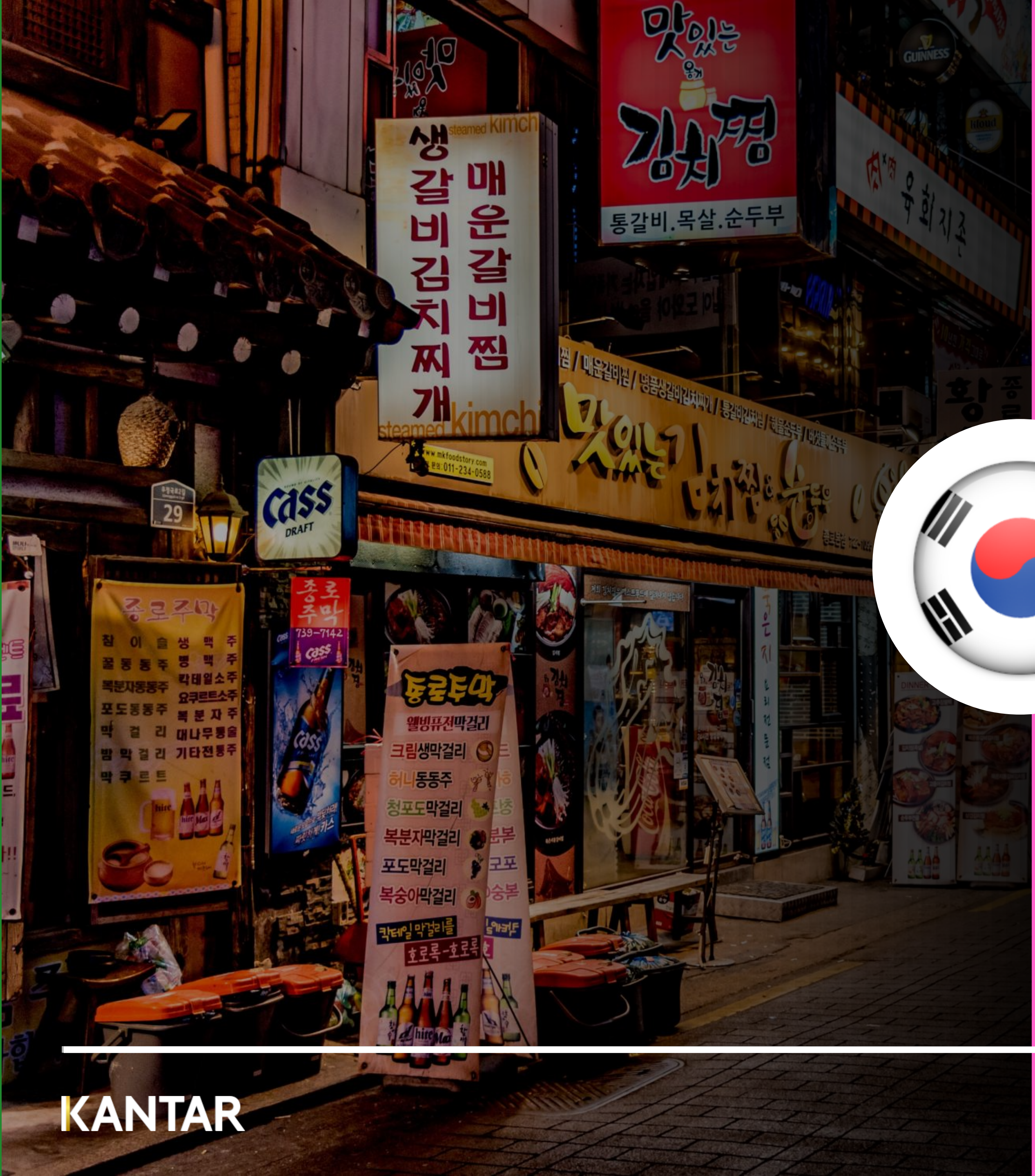




Significantly higher / lower than other groups at 95%

Sample size: Current 5M n = 750 | Male n = 369 | Female n = 381 | 18-29 n = 325 | 30-39 n = 234 | 40-49 n = 121 | 50-59 n = 52 | 60-74 n = 18 | New Delhi n = 263 | Mumbai n = 248 | Bangalore n = 239 | Younger Solos n = 97 | Middle-Aged Solos n = 14 | Young Couples n = 77 | Middle-Aged Couples n = 153 | Families n = 379 | ACs in booking mindset n = 339 | ACs not in booking mindset n = 411

Question "Have you seen this ad?"



SOUTH KOREA

KANTAR

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

Active Considerer journey funnel – South Korea

Active Considerers definition

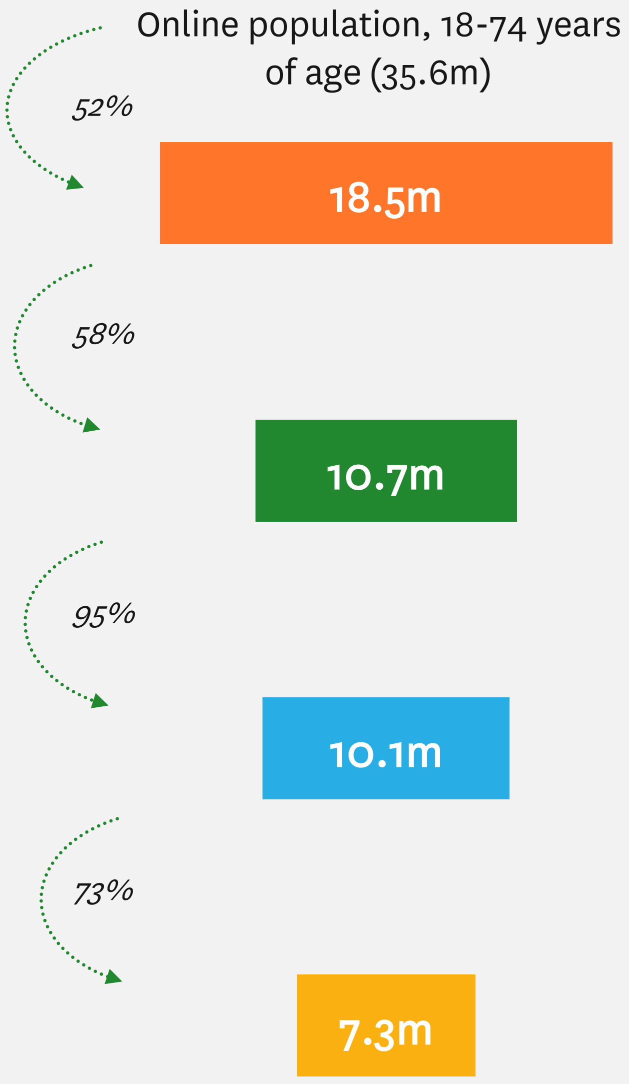
Active Considerers find New Zealand highly appealing as a vacation destination, would seriously consider visiting in the next three years, see New Zealand as a preferred destination for their next vacation and have a realistic budget for their visit (₩2m per person on a holiday to New Zealand)

Find New Zealand highly appealing as a holiday destination, and...

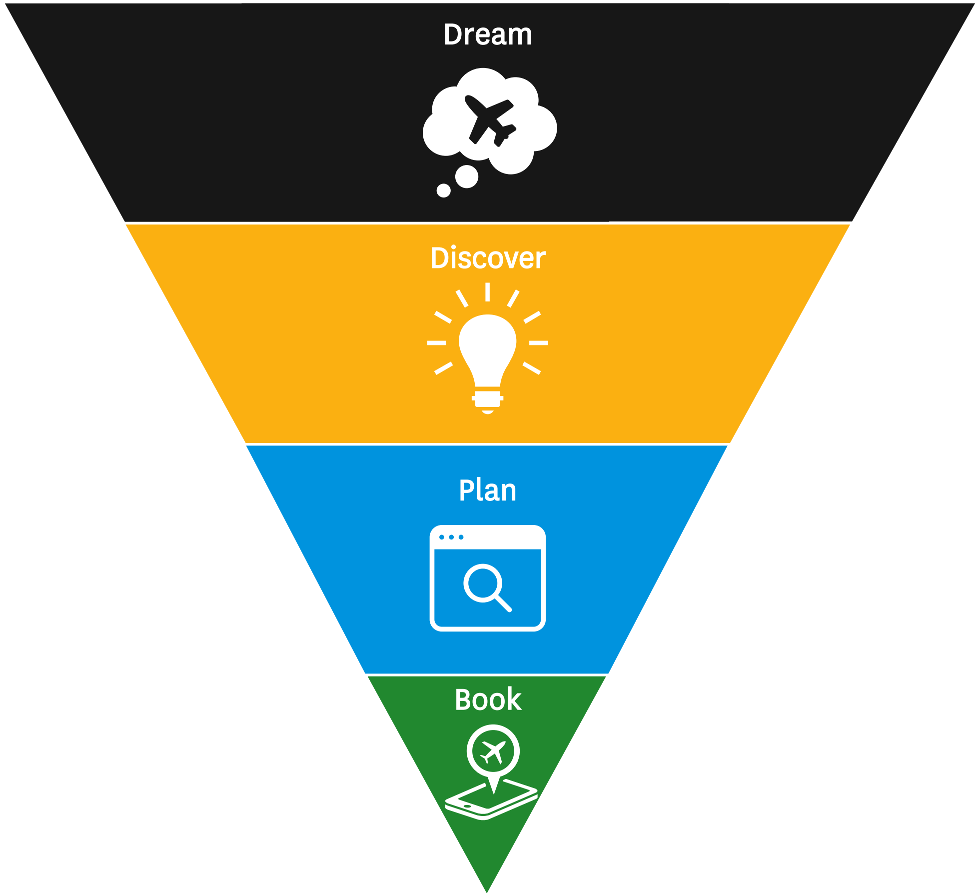
Would seriously consider visiting in the next three years, and...

New Zealand is a preferred destination for their next holiday, and...

Willing to spend at least ₩2m per person on a holiday to New Zealand[1]



Consumer Journey funnel to New Zealand – South Korea



Active Considerers (7.3m)		Size (%) Oct 25	Apr 25
Dream	2.6m	36% ▼	49%
Discover	2.7m	37%	30%
Plan	0.1m	1%	1%
Book	1.9m	26%	20%

Comments

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

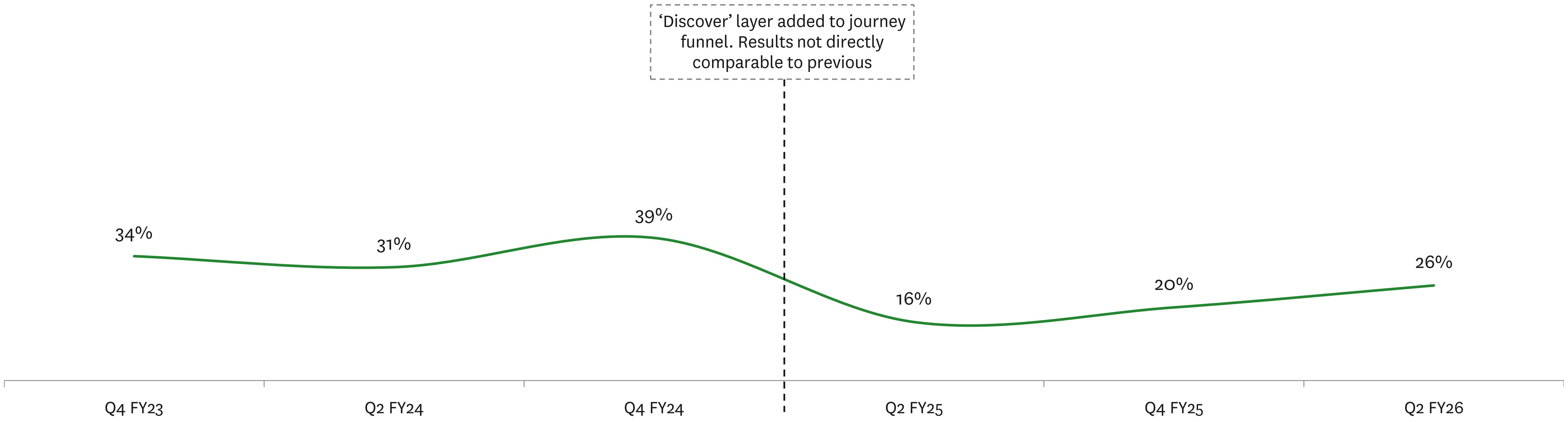
▲▼ *Significantly higher / lower than previous wave at 95%*

Sample size: ACs Oct 25 n = 299
Note: The 'Discover' layer in the consumer journey funnel was added in Oct 24; in previous waves the funnel consisted of just 'Dream', 'Plan' and 'Book'

Positively, we are seeing and upward trend over the last 12 months on proportion of ACs in the booking mindset

ACs in the Booking Mindset

% Active Considerers



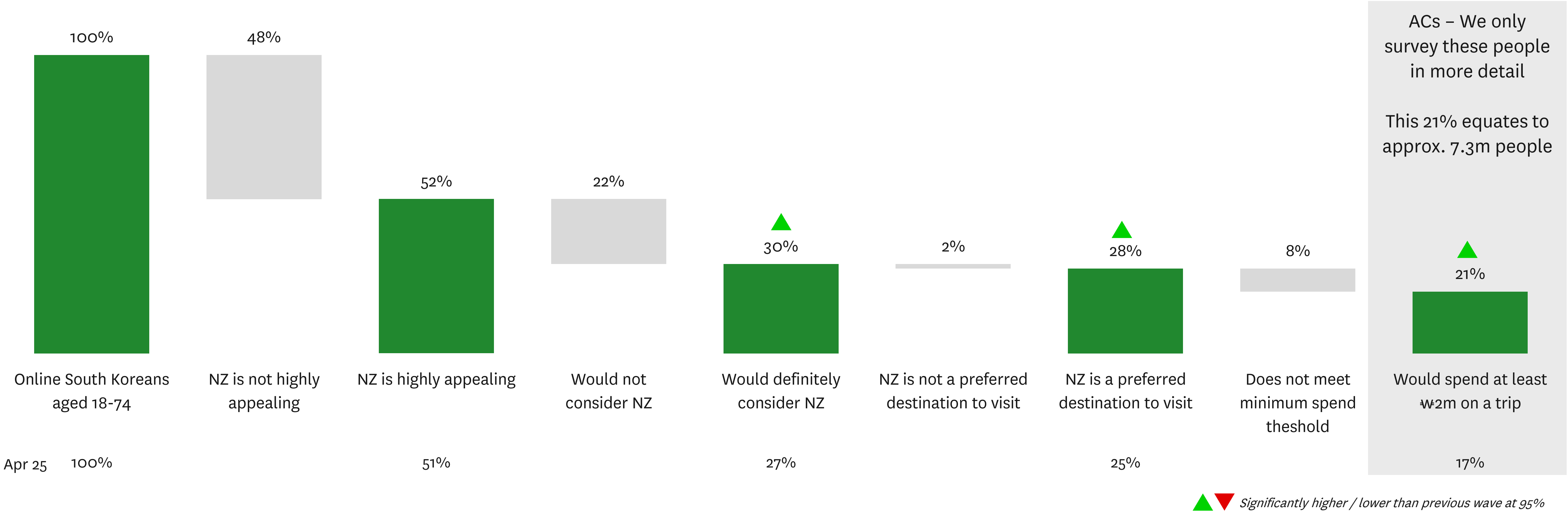
Significantly higher / lower than previous wave at 95%

Sample sizes: Q4 FY23 n = 300, Q2 FY24 n = 299, Q4 FY24 n = 304, Q2 FY25 n = 300, Q4 FY25 n = 301; Q2 FY26 n = 299
Note: The ‘Discover’ layer in the consumer journey funnel was added in Q2 FY25 affecting all stages of the Journey funnel; in previous waves the funnel consisted of just ‘Dream’, ‘Plan’ and ‘Book’, therefore results are not directly comparable

The AC incidence in South Korea has significantly increased over the last 6 months to 21%, equating to a sizeable opportunity of 7.3 million ACs

Qualifying criteria for defining ACs

% Online users aged 18-74 | Oct 25

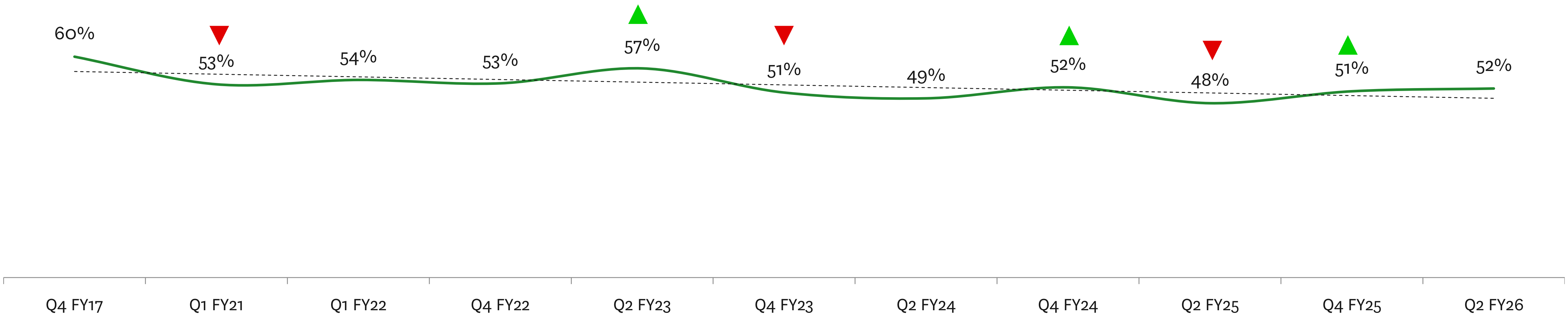


Sample sizes: Oct 25 n = 2,174 | Apr 25 n = 2,216

Appeal of New Zealand as a holiday destination is comparable to six months ago

Appeal

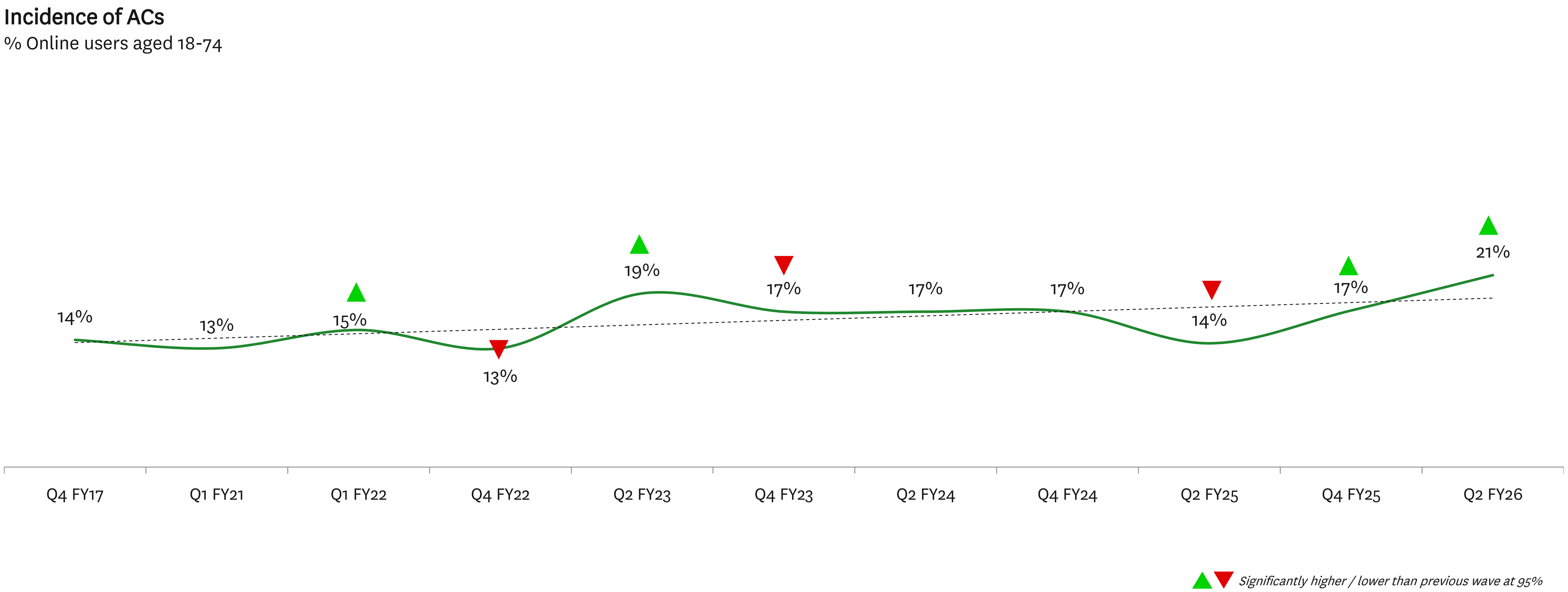
% Online users aged 18-74



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; Oct 24 n = 3,086; Apr 25 n = 2,216; Oct 25 n = 2,174

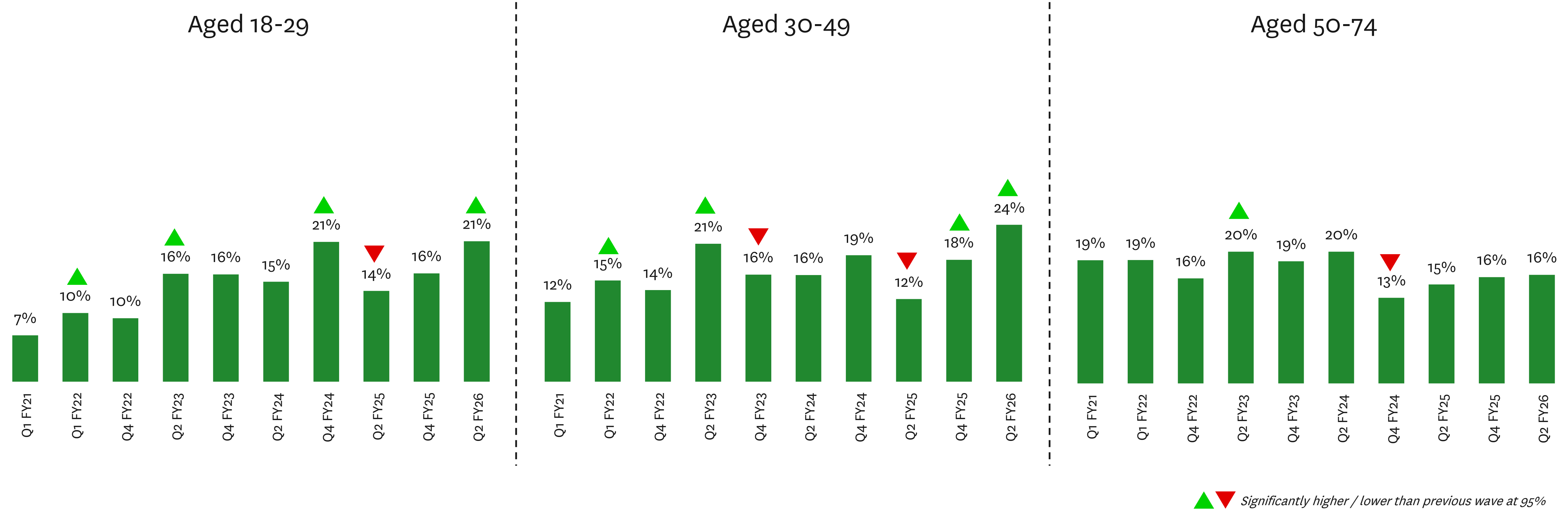
The AC incidence has seen a further surge this quarter, reaching a record high of 21% since tracking began



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 | Oct 24 n = 3,086 | Apr 25 n = 2,216 | Oct 25 n = 2,174

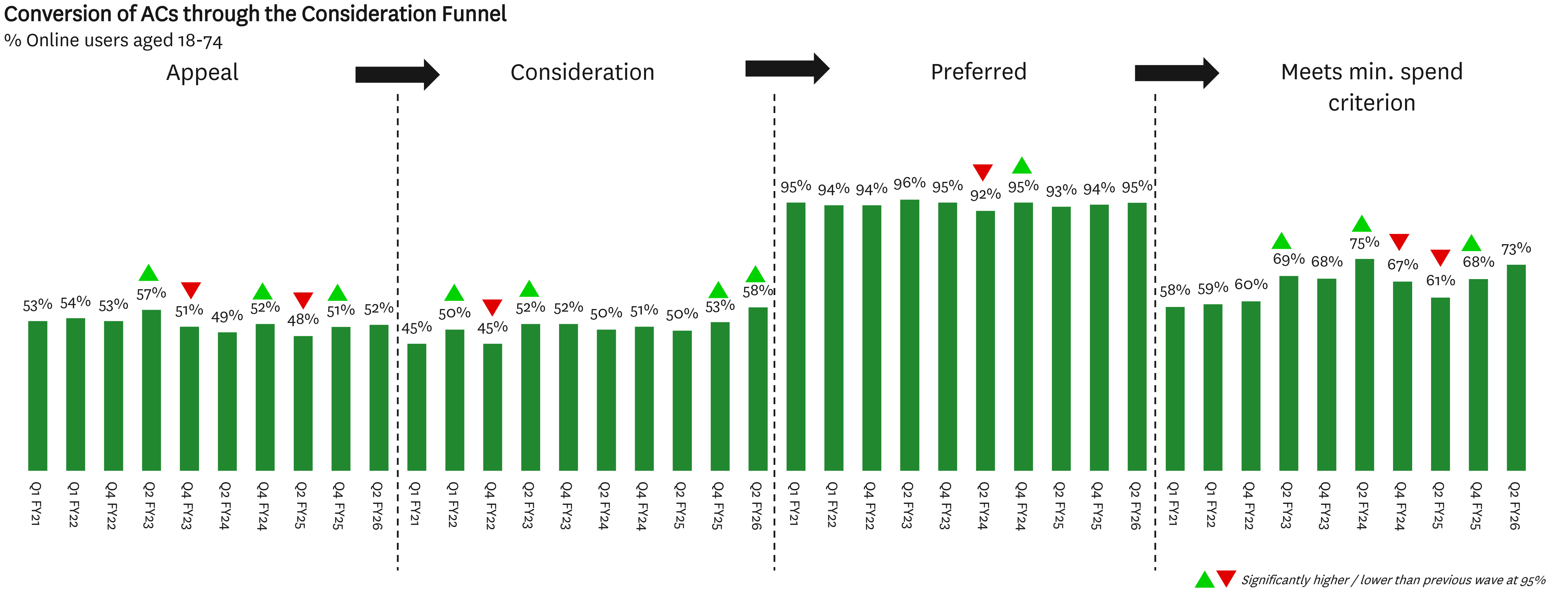
The increase in AC incidence can be attributed to significant uplifts among 18-29 and 30-49 year old groups

Incidence of ACs
% Online users aged 18-74



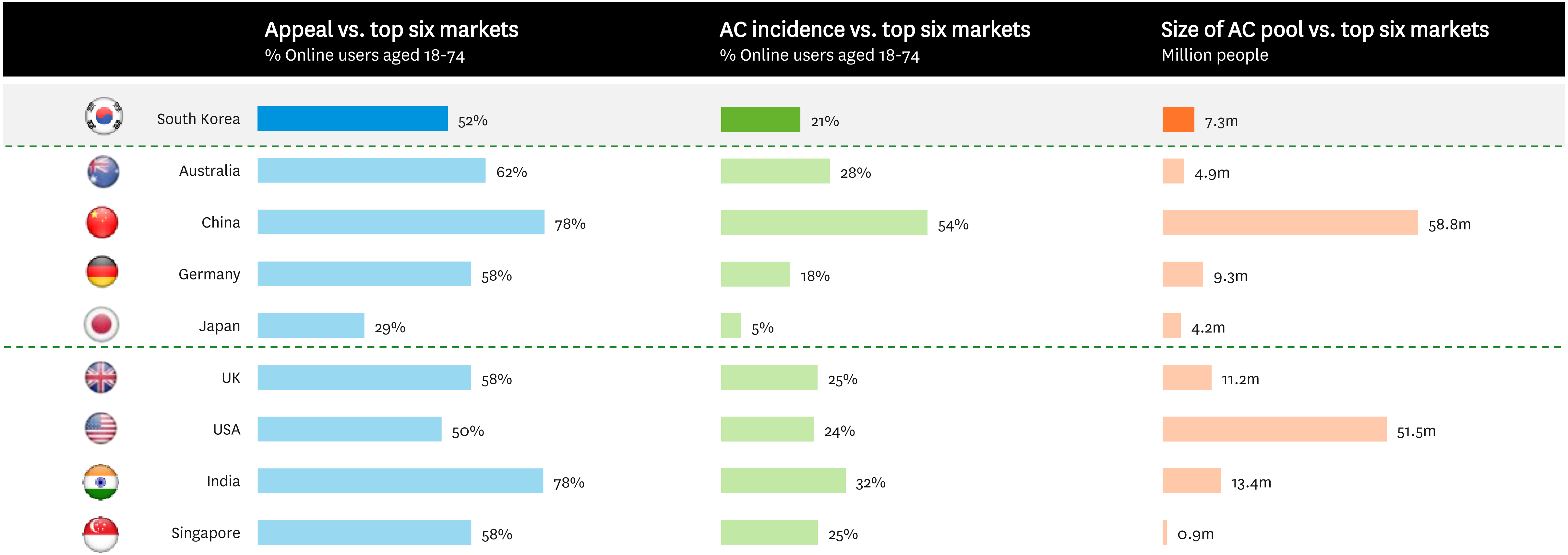
Sample sizes: (Q1 FY21 | Q1 FY22 | Q4 FY22 | Q2 FY23 | Q4 FY23 | Q2 FY24 | Q4 FY24 | Oct 24 | Apr 25 | Oct 25)
Aged 18-29 n = 985 | 822 | 1014 | 702 | 740 | 747 | 670 | 590 | 454 | 416.
Aged 30-49 n = 2,517 | 1,539 | 2,173 | 1,712 | 1,416 | 1,352 | 1,389 | 1,698 | 1,227 | 1,086.
Aged 50 – 74 n = 728 | 494 | 790 | 733 | 548 | 483 | 707 | 798 | 535 | 672.

The recent uplift in AC incidence is primarily driven by a continued improvement in consideration



Sample size: Q1 FY21|Q1 FY22| Q4 FY22 | Q2 FY23 | Q4 FY23 | Q2 FY24 | Q4 FY24 | Q2 FY25 | Q4 FY25 | Q2 FY26; Appeal n = 4,230 | 2,855 | 3,977 |3,147 | 2,704 | 2,582 | 2,766 | 3,086 | 2,216 | 2,174;
Consider n = 2,159 | 1,463 | 2,030 | 1,688 | 1,343 | 1,236 | 1;411 | 1,431 | 1,096 | 1,115; Prefer n = 974 | 749 | 909 | 802 | 717 | 607 | 706 | 698 | 578 | 640;
Spend n = 914 | 696 | 844 | 755 | 677 | 555 | 664 | 643 | 541 | 604
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 7.3 million ACs, South Korea continues to present a healthy opportunity to drive arrivals



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Sample sizes: n = 1,811
Source for top 6 markets: AC Monitor | 6MRA | Online users aged 18-74 | Apr25 – Sep25
Australia n = 3,990 | China n = 2,632 | Germany n = 7,225 | Japan n = 33,004 | UK n = 5,507 | USA n = 4,994 | India n = 3,895 | Singapore n = 4,511

NEW ZEALAND TOURISM | 100% PURE NEW ZEALAND

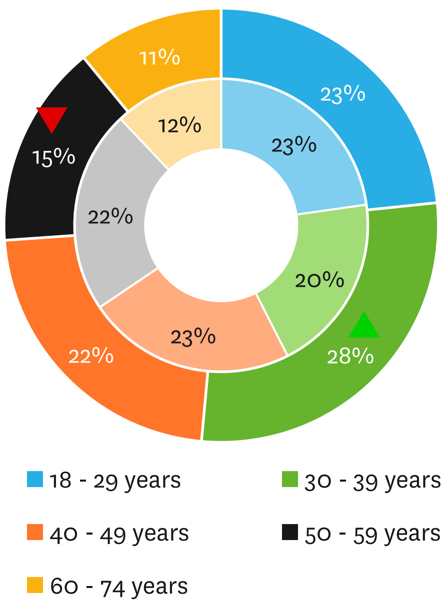
Compared to non-ACs, the AC profile skews towards 30-39 year olds, males, and those living in Seoul; 47% of the AC pool have pre-school or school aged children

Profile of Active Considerer

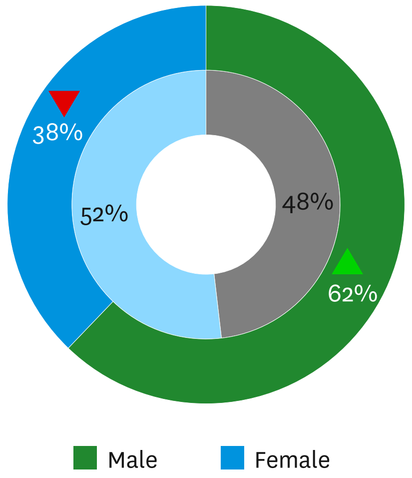
% Active Considerers vs % Non Active Considerers | Oct 25

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

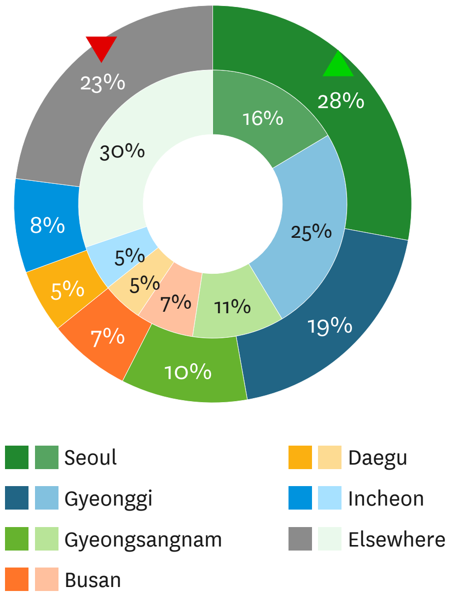
By age segment(1)



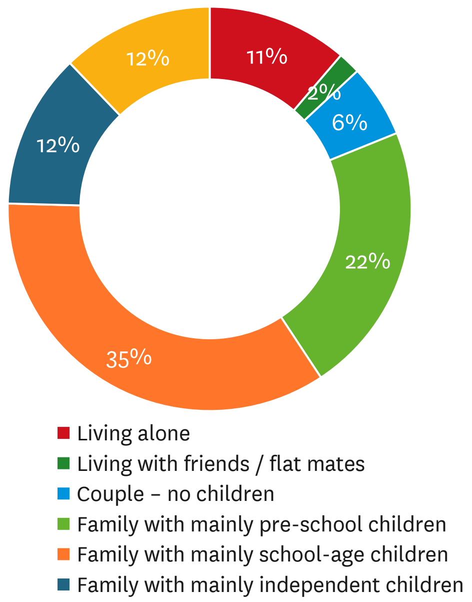
By gender(1)



By region(1)



Household Composition



Significantly higher / lower than non AC's

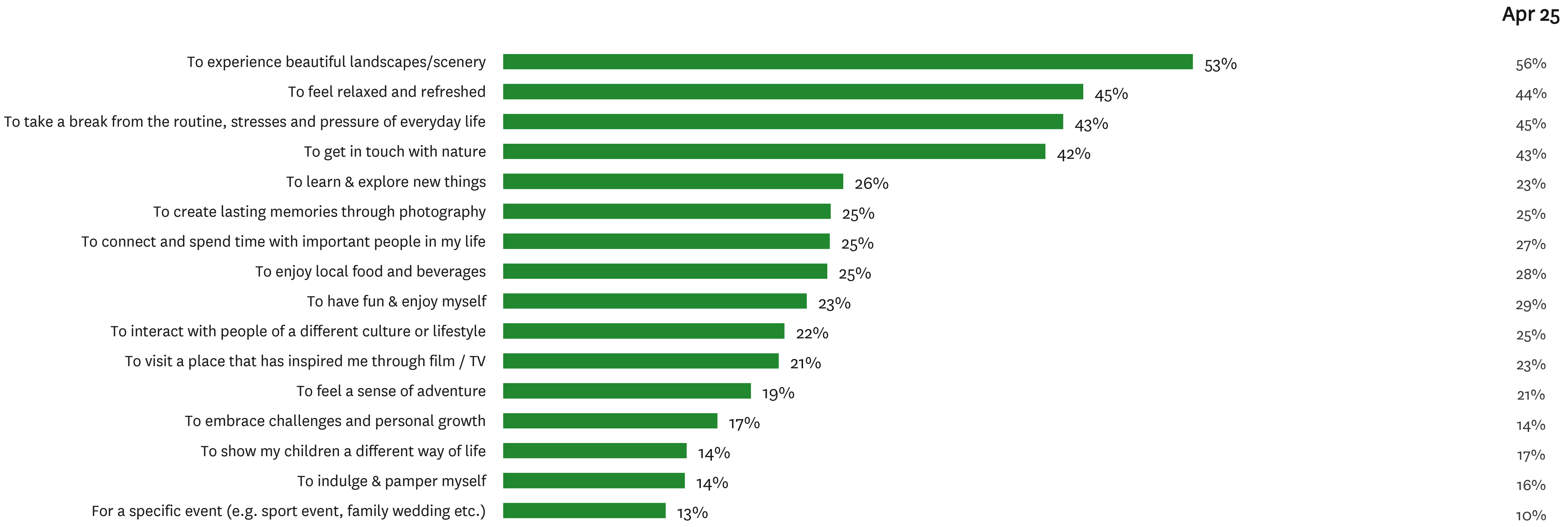
Sample sizes: ACs n = 430 | Non ACs n = 1,744
Household composition (AC completes) n = 299

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

Marcomms should reinforce the key motivations to visit New Zealand, such as the opportunities to experience beautiful scenery, to feel relaxed and take a break, and to connect with nature

Reasons to visit New Zealand for a holiday

% Active Considerers | Oct 25



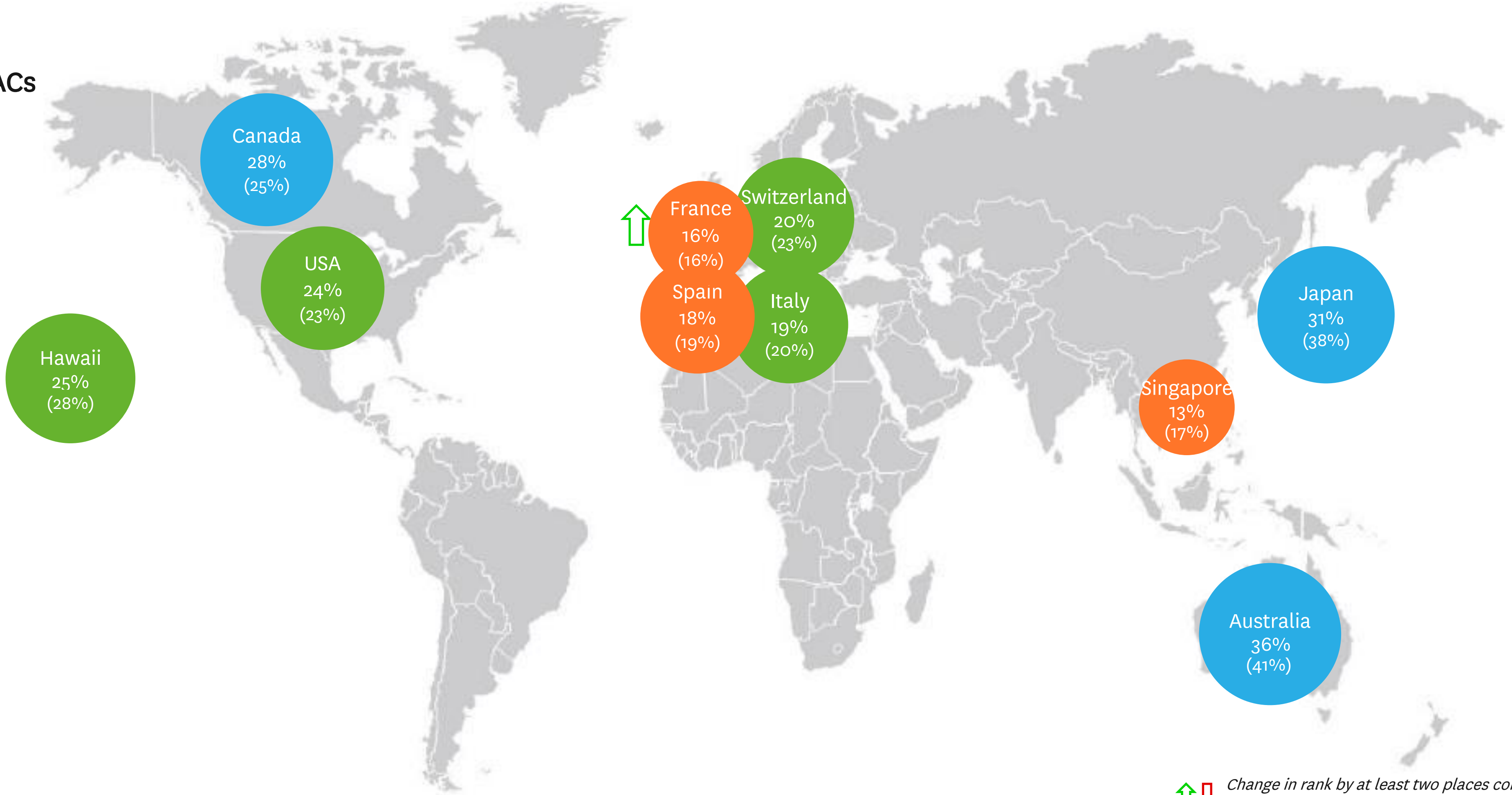
Significantly higher / lower than previous wave at 95%

Sample size: Total ACs Oct 25 n = 299
Q "Why do you want to visit New Zealand for a holiday?"

Australia remains New Zealand's top competitor among South Korean ACs, but preference has been trending downwards

Top ten competitor set for ACs

% Active Considerers | Oct 25



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

Legend

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

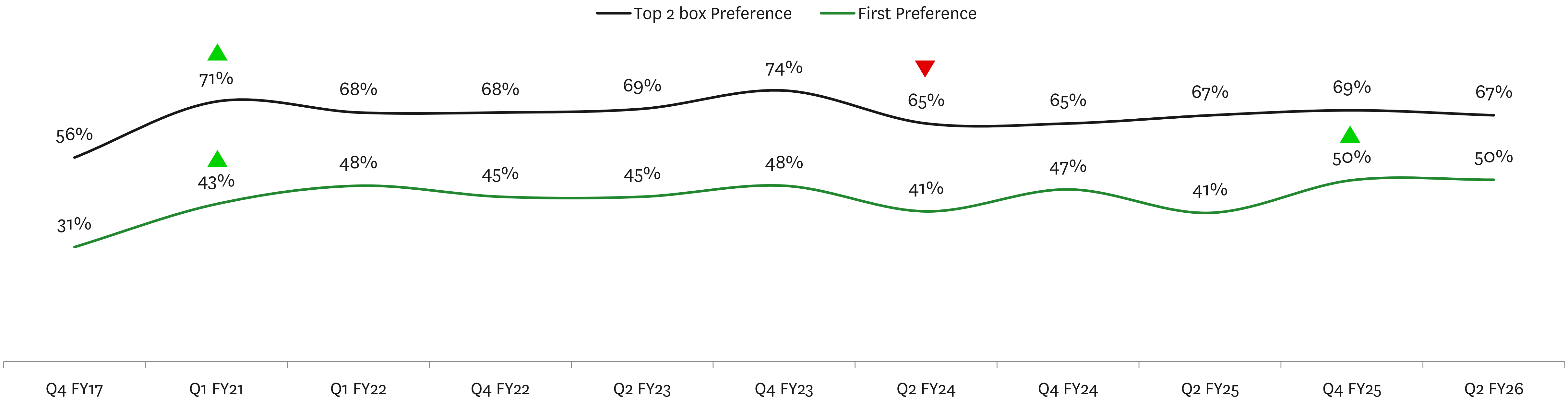
Change in rank by at least two places compared to previous wave

Sample sizes: Oct 25 n = 299; Apr 25 n = 301
% 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 maintained its peak level of 50% this quarter, and top two preference remains stable across the past year

Preference KPI

% Active Considerers | Over time



Significantly higher / lower than previous wave at 95%

KANTAR

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, Q4 FY25 n = 301; Q2 FY26 n = 299

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

NEW ZEALAND TOURISM 100% PURE NEW ZEALAND

Context to preference drivers

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

We typically do brand preference driver analysis once a year on key markets and on an ad hoc basis on emerging markets

The brand driver analysis included in this report is based on data from Apr-25 to Oct-25

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 year-round
- Landscapes & scenery
- Relationship with the land
- Unique experiences
- Iconic attractions
- Friendly & welcoming
- 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 New Zealand's clean and green image in addition to being an exciting destination that offers a place to escape as these are 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 | % | Oct 25 (Apr '25 – Oct '25 combined) | Total Active Considerers | Index (see appendix)

Latest results	Oct 25 rank	Oct 24 rank	Apr 24 rank
Clean & unpolluted	1 ⇧	9	3
Excitement	2 ⇧	14	4
Place to escape	3 ⇧	20	8
Relationship with the land	4	6	6
Landscapes & scenery	5	5	1
Relax & refresh	6	1	2
Safe destination	7	4	18
Amazing beaches	8 ⇩	19	13
All year-round	9 ⇩	2	7
Family friendly	10	11	12
Friendly & welcoming	11	12	19
Unique experiences	12 ⇩	8	5

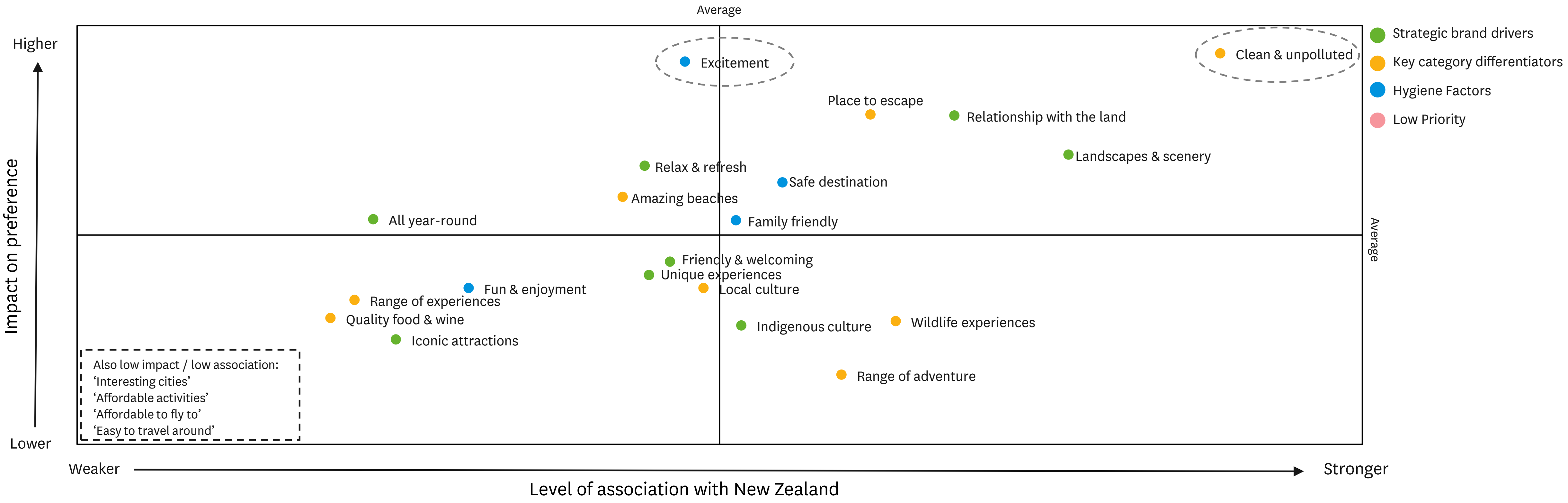
Latest results	Oct 25 rank	Oct 24 rank	Apr 24 rank
Fun & enjoyment	13 ⇩	7	10
Local culture	14 ⇩	3	9
Range of experiences	15	16	15
Quality food & wine	16	17	20
Wildlife experience	17	15	11
Indigenous culture	18 ⇩	13	17
Iconic attractions	19 ⇩	10	21
Range of adventure	20	18	16
Interesting cities	21	21	23
Easy to travel around	22	22	24
Affordable activities	23	24	26
Affordable to fly to	24	23	25

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

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

New Zealand as a destination performs well on a number of higher impact drivers including clean & unpolluted and place to escape, but there is room to build perceptions of an exciting destination

Brand Associations of New Zealand x Impact on preference
% All markets



Sample size: South Korea Oct 25 n = 299
Question: "Which destinations, if any, do you associate with this statement?"
'Interesting cities', 'Affordable to fly to', 'Affordable activities' and 'Easy to travel around' drivers not included due to low impact and level of association

Relative to key competitors, New Zealand has several strategic and category strengths to leverage, but there is scope to strengthen perceptions of its iconic attractions and range of experiences

Relative brand positioning for Strategic Brand Drivers and Key Category Differentiators

% Active Considerers | Oct 25 | Total (New Zealand and top five competitors) | Index (see appendix)

		New Zealand	Australia	Japan	Canada	Hawaii	USA
Strategic Brand Drivers	Relationship with the land	111	106	90	100	82	48
	Landscapes & scenery	105	93	67	148	94	90
	Relax & refresh	103	82	91	96	142	66
	All year-round	99	105	100	66	122	93
	Friendly & welcoming	105	96	87	88	102	97
	Unique experiences	102	102	85	100	108	94
	Indigenous culture	117	110	78	50	89	58
	Iconic attractions	89	125	88	101	91	158
Key Category Differentiators	Clean & unpolluted	116	96	63	112	93	49
	Place to escape	100	105	69	125	100	109
	Amazing beaches	98	118	64	89	153	75
	Local culture	99	101	107	87	102	99
	Range of experiences	89	119	100	104	84	155
	Quality food & wine	97	115	86	88	103	119
	Wildlife experience	111	148	47	94	69	63
	Range of adventure	103	110	67	99	105	107

Actions for TNZ:

Strengths:

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

Drivers to dial up:

- Iconic attractions
- Range of experiences
- Quality food & wine

Sample size: Oct 25 n = 299
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						

Additional focus needs to be on strengthening perceptions of New Zealand as a destination with interesting cities that are easy to travel around

Relative brand positioning for Hygiene Factors and Low Priority Drivers

% Active Considerers | Oct 25 | Total (New Zealand and top five competitors) | Index (see appendix)

		New Zealand	Australia	Japan	Canada	Hawaii	USA
Hygiene Factors	Excitement	100	85	89	117	104	119
	Safe destination	99	77	122	134	84	91
	Family friendly	98	91	108	112	95	104
	Fun & enjoyment	100	68	107	122	76	154
	Easy to travel around	81	75	175	90	117	135
	Affordable activities	90	81	205	61	73	96
	Affordable to fly to	86	80	219	66	99	59
Low Priority	Interesting cities	87	93	106	105	112	169

Actions for TNZ:

Drivers to dial up:

- Easy to travel around
- Affordable activities
- Affordable to fly to
- Interesting cities
- Family friendly

Sample size: Oct 25 n = 299
Question: "Which destinations, if any, do you associate with this statement?"

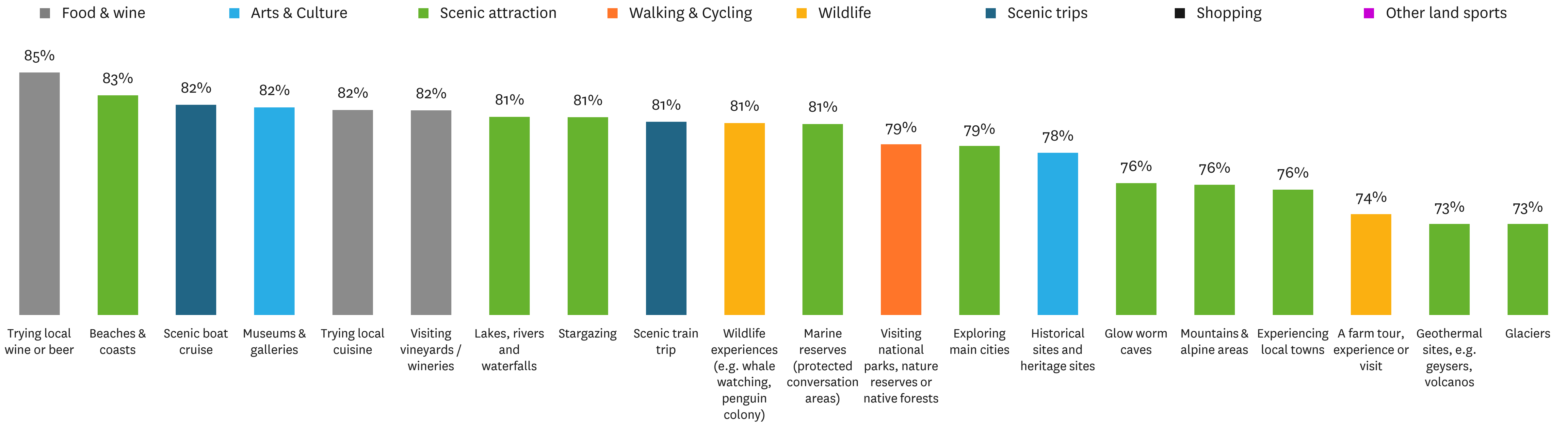
Relative weakness			100			*Relative strength*

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

The most attractive activities of interest are food related, however activities related to scenery feature prominently also, presenting an opportunity to promote local cuisine and opportunities to explore and connect with nature

Activities interested in doing in New Zealand (Top 20)

% Active Considerers | Oct 25



To help shift people along the funnel, tactical communications need to address key knowledge gaps such as the weather, safety and flight duration

Top ten knowledge gaps

% Active Considerers

	What do ACs want to know more about before choosing New Zealand?	Oct 25	Apr 25
1	What the weather is like	36%	33%
2	How safe it is from crime	29%	28%
3	The length of time required to fly to New Zealand	28%	32%
4	How easy it is to travel around	21%	23%
5	What the best time of year is to do the activities I want to	21%	20%
6	How long it takes to travel between the main attractions	20%	25%
7	Driving on the left-hand side of the road	18%	19%
8	How safe it is to participate in adventure activities	17%	19%
9	The length of time needed to experience New Zealand properly	17%	20%
10	Where I should get information about organising a holiday	17%	21%

Ranks higher now than six months ago

Significantly higher / lower than previous wave at 95%

Sample size: Oct 25 | Apr 25 | n = 299 | 301

Question: "Putting thoughts about costs aside, what are some of the concerns you have about choosing New Zealand for your next holiday?"

Knowledge gaps are relatively consistent across all funnel stages, however specific messaging around safety and travel options within New Zealand will have a greater impact on Discoverers

Top ten knowledge gaps, by funnel stage

% Active Considerers | Oct 25

	What do ACs want to know more about before choosing New Zealand?	Dreaming	Discovering	Planning	Booking
1	What the weather is like	26%	34% ▼	Sample size too low	53%
2	How safe it is from crime	26%	42% ▲		18%
3	The length of time required to fly to New Zealand	26%	32%		25%
4	How easy it is to travel around	23%	26% ▲		13%
5	What the best time of year is to do the activities I want to	20%	25%		18%
6	How long it takes to travel between the main attractions	18%	28% ▲		13%
7	Driving on the left-hand side of the road	26%	13%		16%
8	How safe it is to participate in adventure activities	16%	22%		13%
9	The length of time needed to experience New Zealand properly	15%	19%		16%
10	Where I should get information about organising a holiday	17%	18%		13%

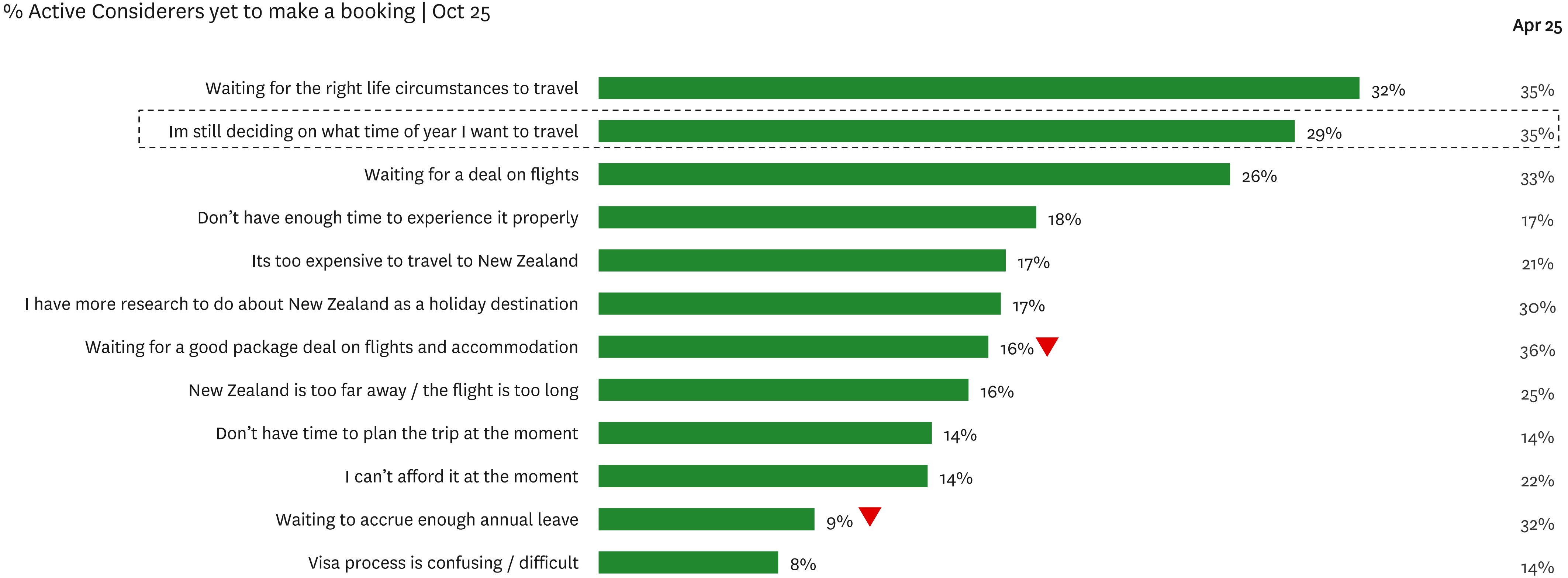
▲▼ *Significantly higher / lower than comparison group at 95%*

Sample size Dreaming n = 112, Discovering n = 111, Planning n = 3, Booking n = 73
Question "Putting thoughts about costs aside, what are some of the concerns you have about choosing New Zealand for your next holiday?"

Waiting for package deals is becoming less of a hurdle for visiting New Zealand, however deciding the right time of year to travel remains a key barrier; hence, providing ACs with additional info regarding travel at different points of the year would help overcome this barrier

Barriers to booking holiday to New Zealand

% Active Considerers yet to make a booking | Oct 25



Significantly higher / lower than previous wave at 95%

KANTAR

Sample size: Oct 25 | Apr 25 | n = 57 | 61
Q "What is stopping you from making a booking?"

100% PURE NEW ZEALAND

Travel aggregator websites and apps, followed by travel agents, are key avenues to influence ACs as these are the most likely channels used to book a New Zealand holiday

Likely sources to use to book trip elements for a New Zealand holiday

% Active Considerers | Oct 25

Flights

Source	%
Travel aggregator websites / apps	41%
Travel agent (online or offline)	22%
Airline websites / apps	20%
Tour operators / packaged tour	16%

Accommodation

Source	%
Travel aggregator websites /apps	45%
Travel agent (online or offline)	19%
Directly with the hotel / motel / resort provider	12%
Tour operators / packaged tour	11%
Directly with a short term rental / home stays	9%
Airline websites / apps	5%

Activities

Source	%
Travel aggregator websites / apps	34%
Travel agent (online or offline)	18%
Part of a tour / packaged deal	17%
Directly with local tourism operator	15%
Visitor / tourist information centre(s) in New Zealand	8%
Through the hotel / accommodation provider	6%
Don't know	2%

Transport

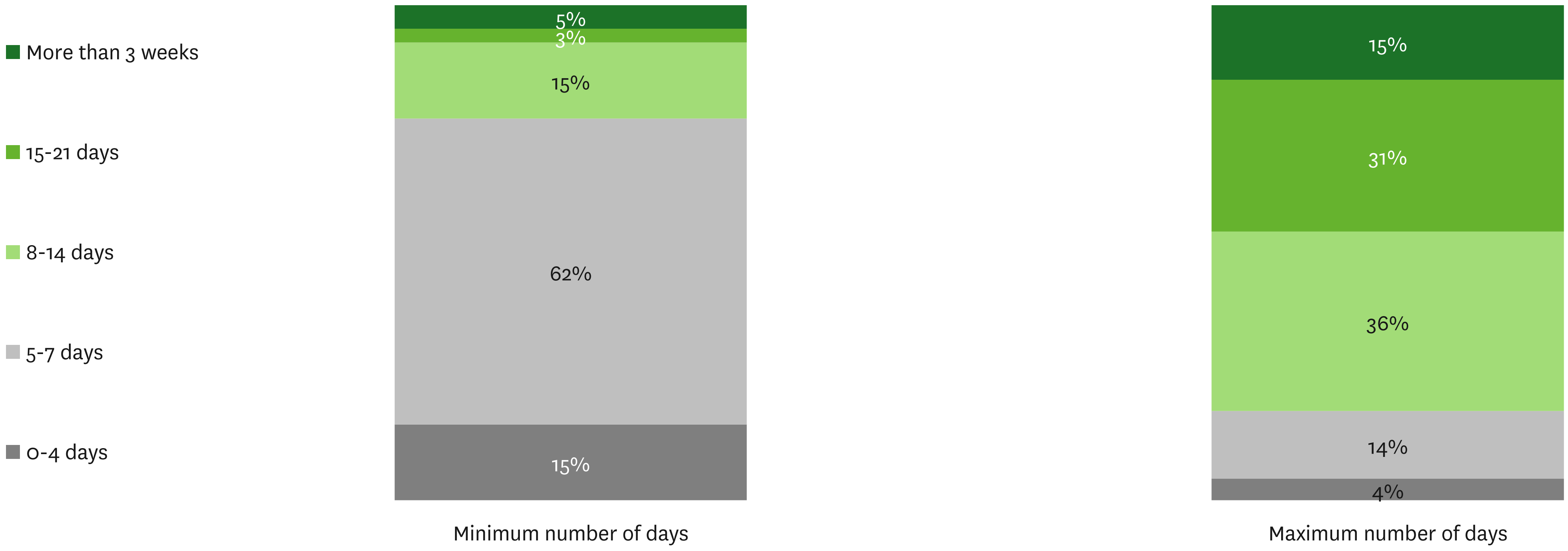
Source	%
Travel aggregator websites / apps	38%
Travel agent (online or offline)	26%
Directly with the transport provider	12%
Visitor / tourist information centre(s) in New Zealand	9%
Directly with the hotel / accommodation provider	7%
Airline websites / apps	7%
Don't know	1%

Sample size: Oct 25 n = 299
Q If you were to travel to New Zealand for a holiday, how would you be most likely to book… flights, accommodation, activities, transport?
Question methodology changed from being multi select in Oct 24, to single select in Apr 25
Travel aggregator website / app examples provided: Interpark Tour, Hanatour, Agoda, Booking.com, Skyscanner, Trip.com, Airbnb (for accommodation only)

The ideal number of holiday days to spend in New Zealand varies widely, with 18% of ACs looking to spend no more than 7 days in New Zealand while 15% would look to spend more than 3 weeks

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

% Active Considerers | Oct 25



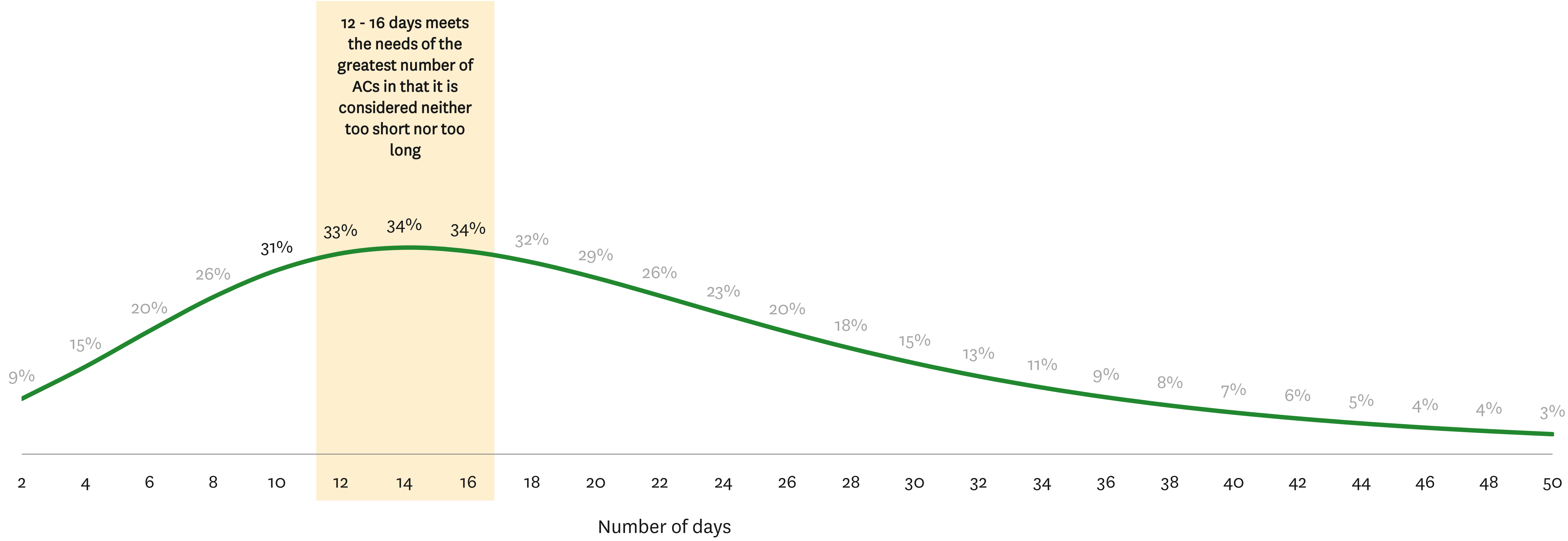
Sample size: Oct 25 n = 299

"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?"

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 | Oct 25



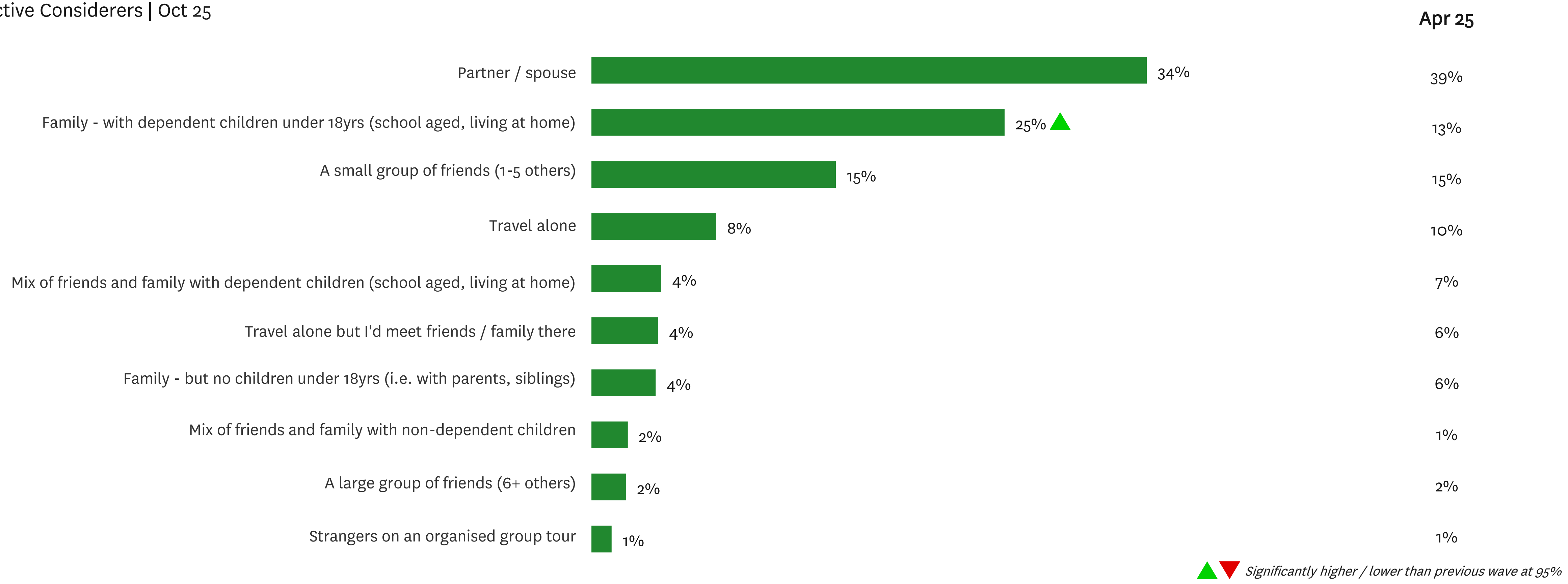
Sample size: Oct 25 n = 299

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, most likely with a partner / spouse or as a family (with dependent children)

Likely travel party for New Zealand holiday

% Active Considerers | Oct 25

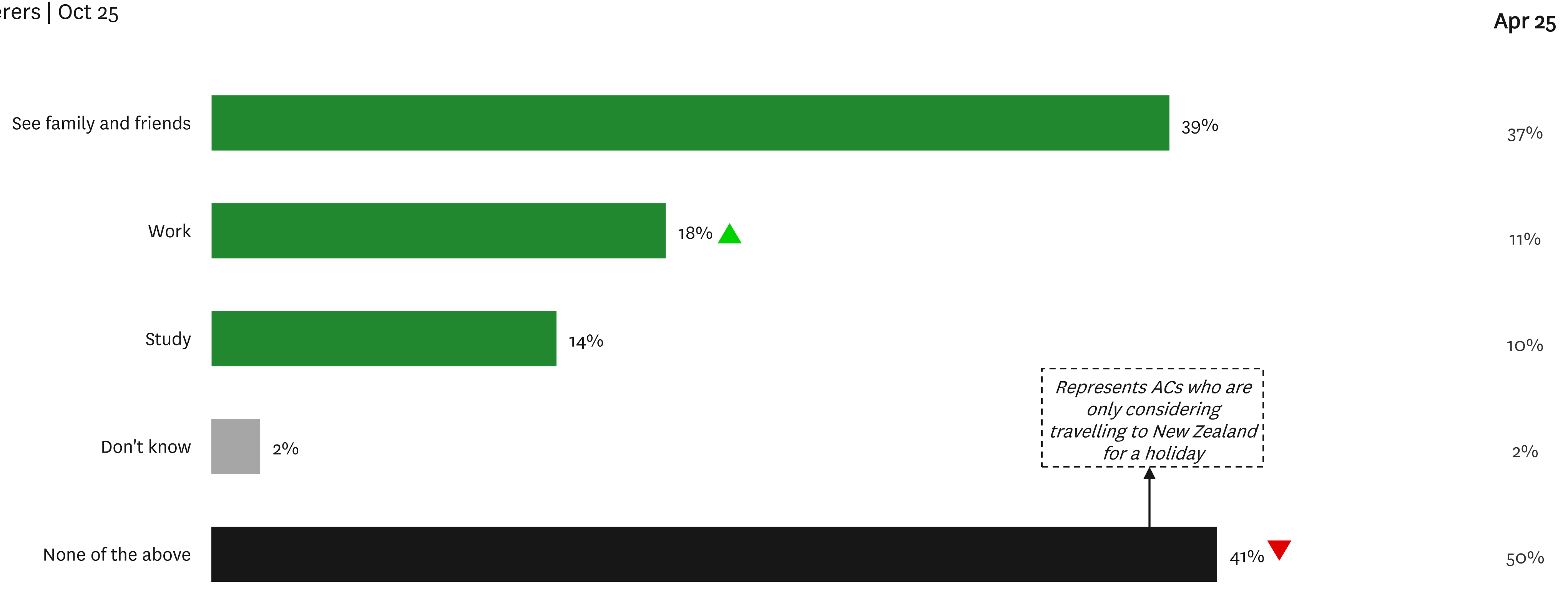


Sample size: Oct 25 n = 299 | Apr 25 n = 301
Q "Who are you most likely to travel with on your trip to New Zealand?"

There has a been a sharp decline in those intending to visit New Zealand for a holiday only, with significantly more ACs intending to work when on holiday compared to six months ago

Additional intentions when on holiday in New Zealand

% Active Considerers | Oct 25



Significantly higher / lower than previous wave at 95%

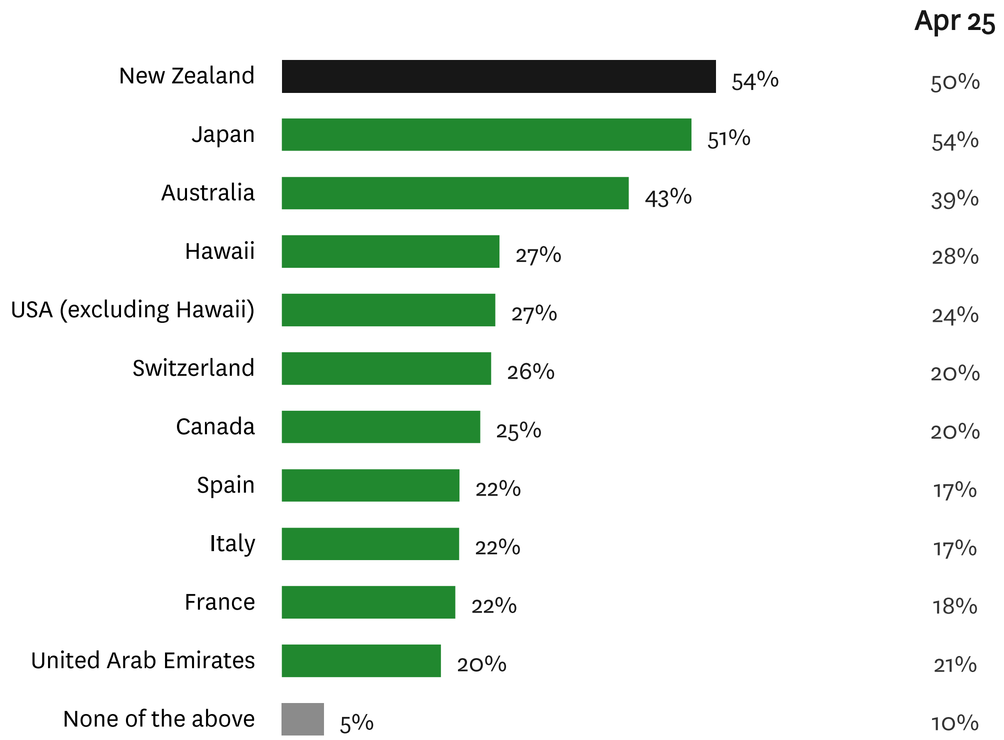
Sample size: Oct 25 n = 299 | Apr 25 n = 301

Q "When considering travelling to New Zealand for a holiday, do you also intend to.."

Destination New Zealand advertising achieved the highest level of recall this quarter; recall of New Zealand content remains strongest on social media, however there was a significant drop compared to six months ago

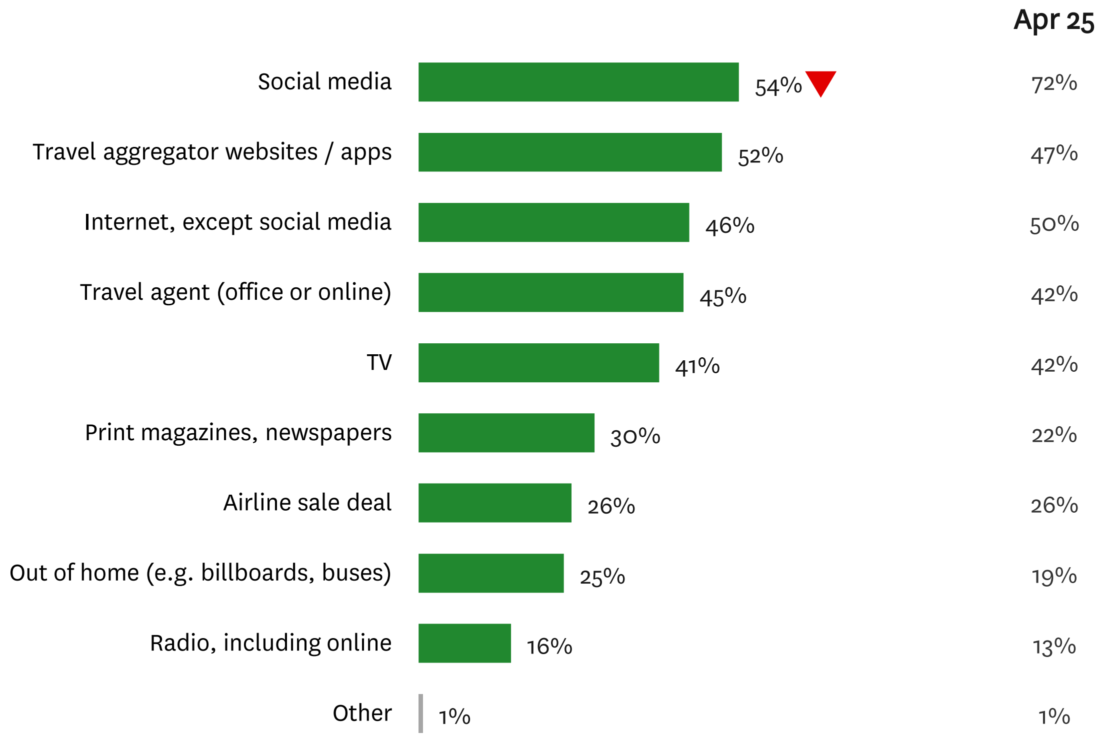
Holiday destinations seen advertised recently (prompted awareness)

% Active Considerers | Oct 25



Channels recalled seeing New Zealand content (prompted awareness)

% Those who recall seeing New Zealand content | Oct 25



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

KANTAR

Sample size: Prompted Awareness Oct 25 n = 299; Apr 25 n = 301| Prompted Awareness Oct 25 n = 159; Apr 25 NZ n = 159
Q "Which of these holiday destinations have you seen advertised or promoted recently?"
Q "You mentioned that you have seen some advertisements or content prompting New Zealand. Where have you seen these?"

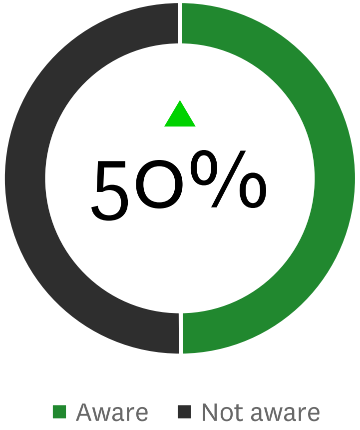
NEW ZEALAND TOURISM 100% PURE NEW ZEALAND

Awareness of 100% Pure and newzealand.com has markedly improved from six months ago

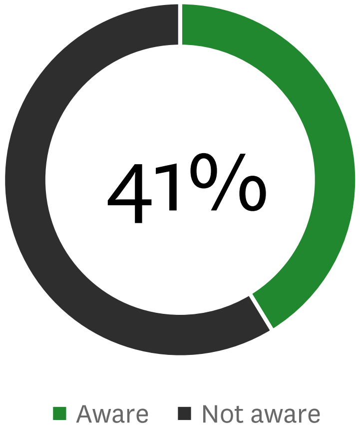
Asset awareness

% Active Considerers | Oct 25

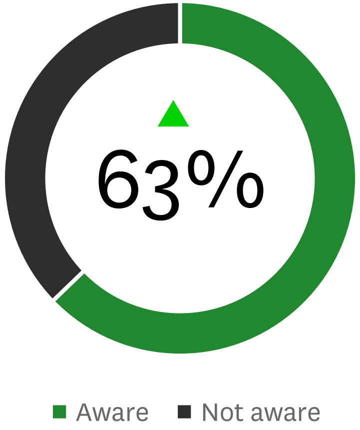
100% PURE NEW ZEALAND

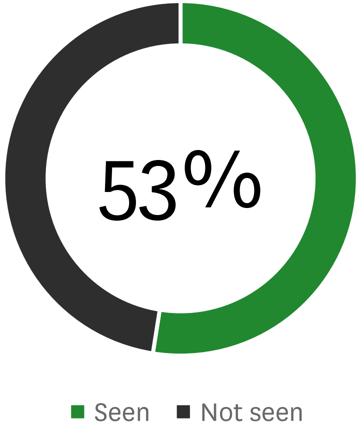


tiaki



newzealand.com





	100% Pure New Zealand	tiaki	newzealand.com	
Apr-25	40%	36%	55%	N/A

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

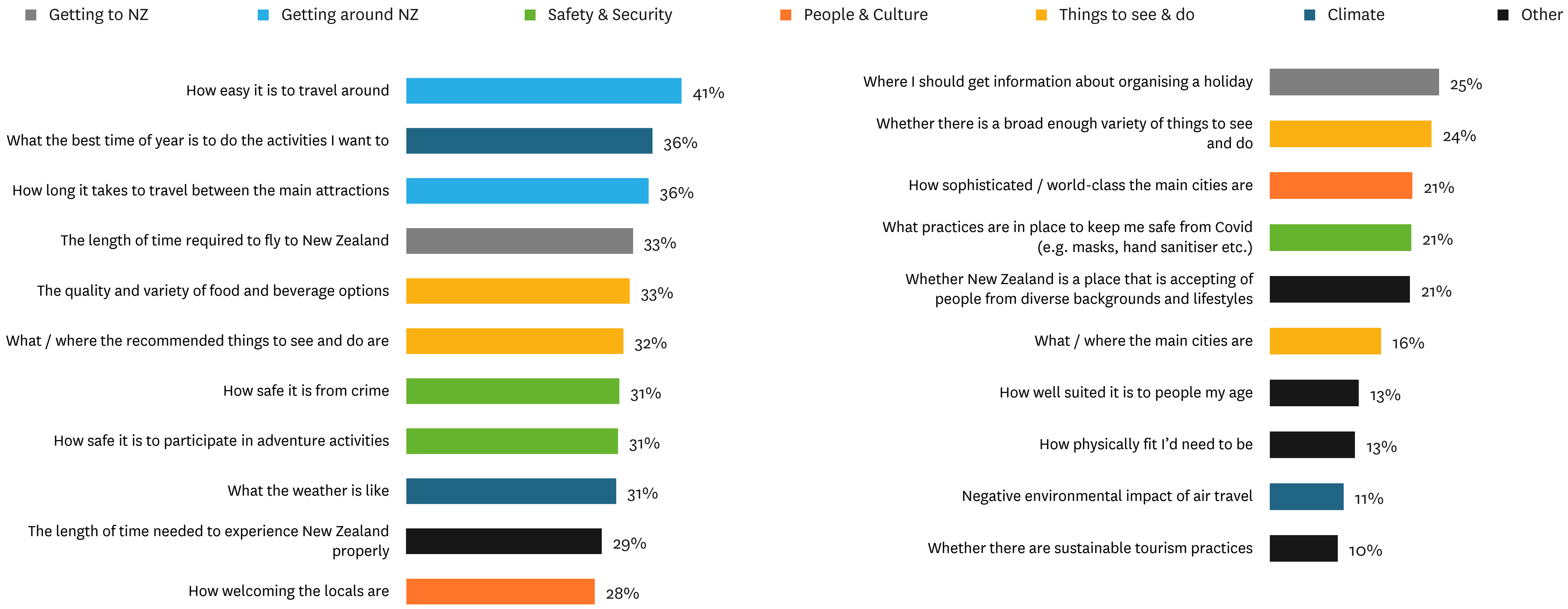
11 | Appendix

SINGAPORE

KANTAR

Knowledge gaps (full list)

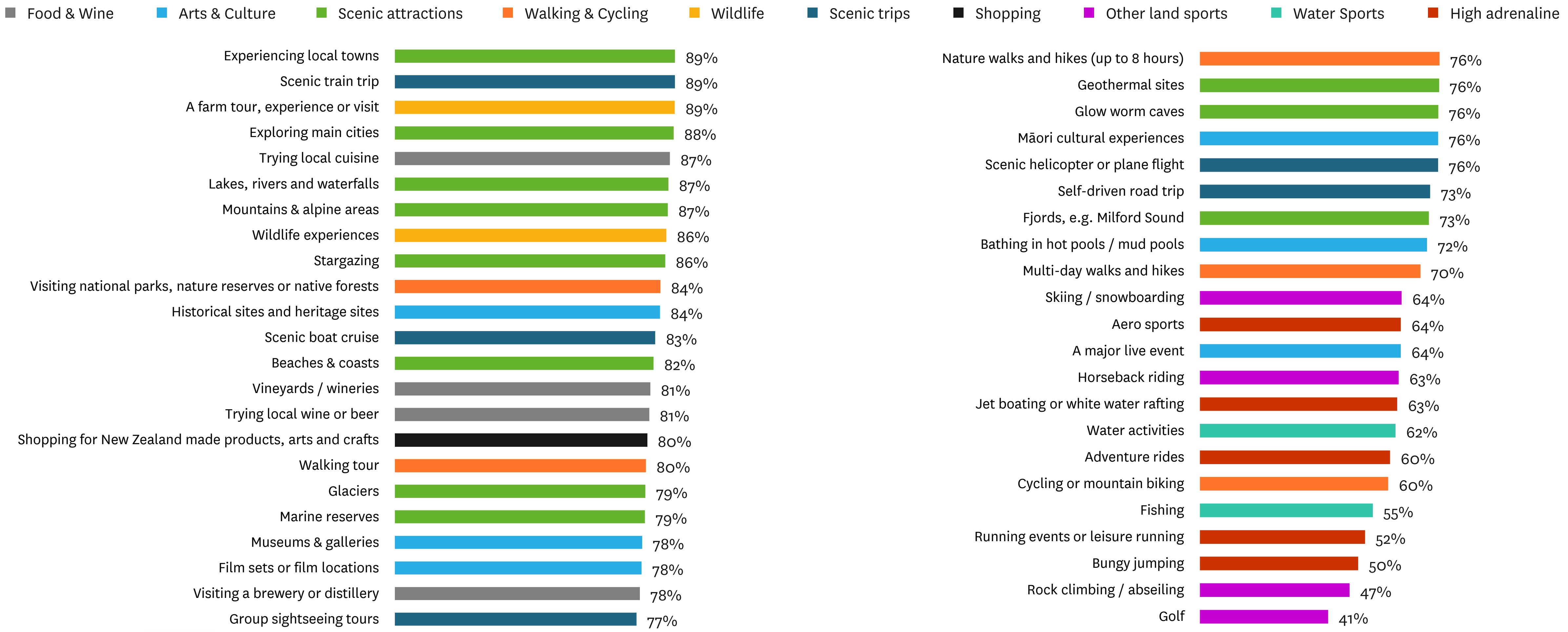
AC Monitor | Current 5M | Total Active Considerers



Sample size: Total ACs n = 450
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

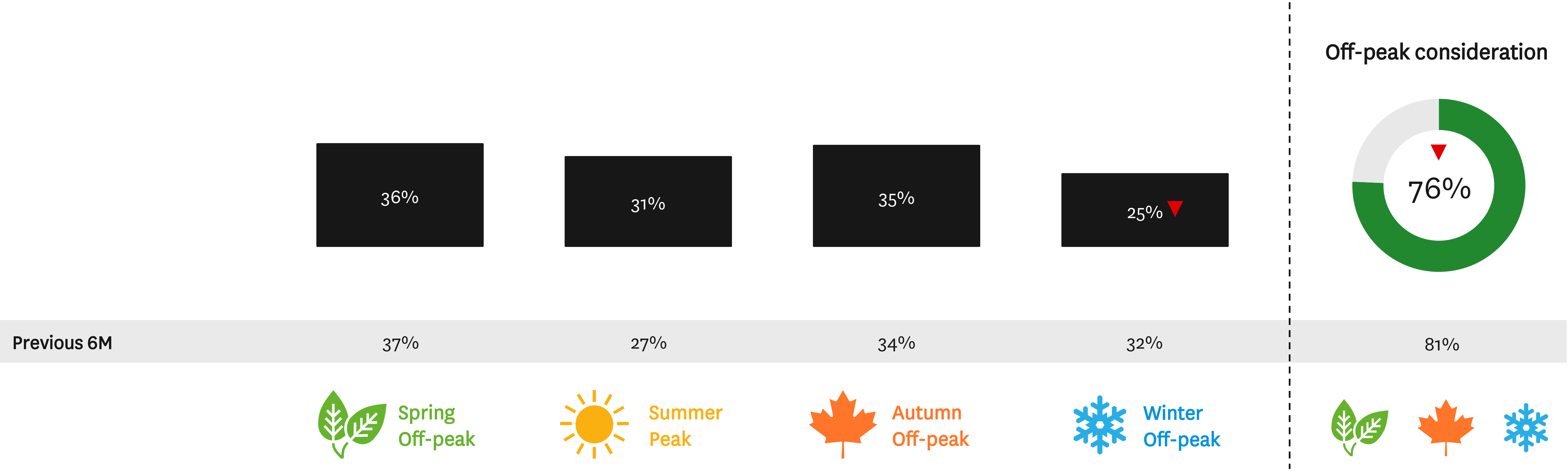


Sample size: Total ACs n = 301
Question “Which of the following would you be interested in seeing or doing when on holiday in New Zealand?”

Spring remains the most considered season to visit New Zealand, with Autumn not far behind; Winter consideration has dropped significantly, lowering off-peak consideration overall

Seasons – Consideration

AC Monitor | Current 5M | Total Active Considerers



Significantly higher / lower than previous period at 95%

KANTAR

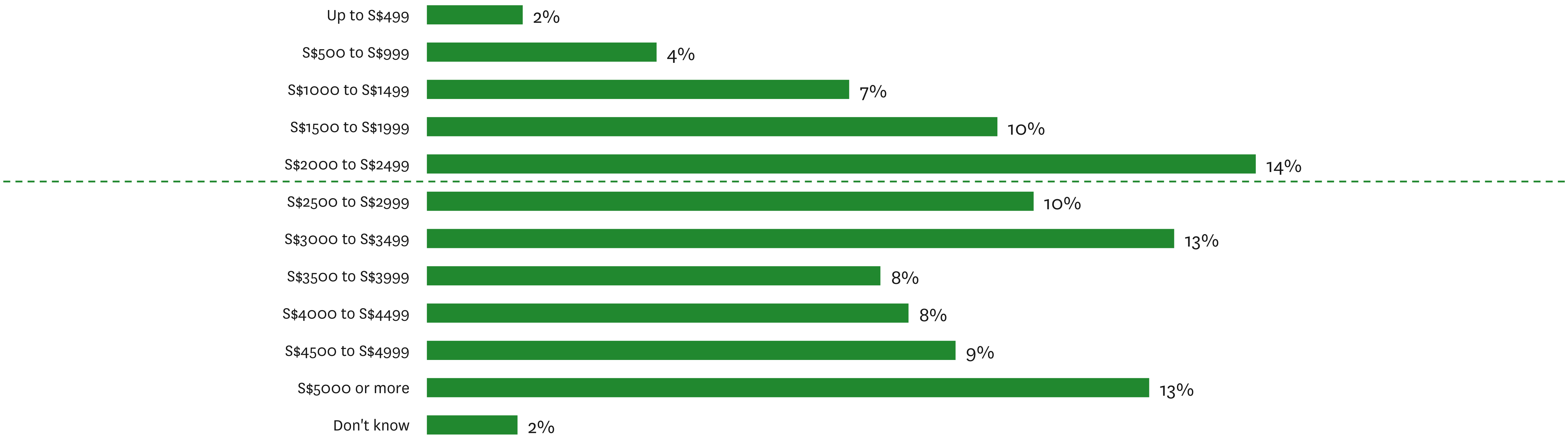
Sample size: Current 5M n = 751 | Previous 6M n = 900
Question: "At what time(s) of year would you consider visiting New Zealand?" When would you prefer to visit New Zealand?"
Spring = Sep, Oct, Nov | Summer = Dec, Jan, Feb | Autumn = Mar, Apr, May | Winter = Jun, Jul, Aug

NEW ZEALAND TOURISM 100% PURE NEW ZEALAND

Amongst those who agree that New Zealand is a preferred holiday destination, 37% do not meet the current spend threshold

Spend on holiday in New Zealand

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

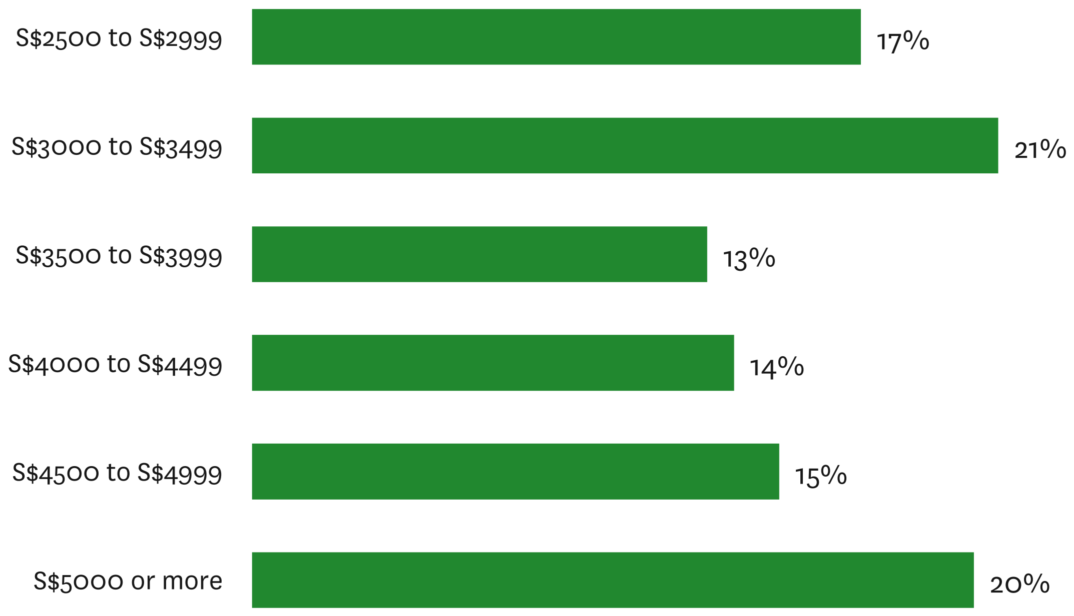


Sample size: n = 1272
Question "On a per person basis, how much would you be willing to spend on a holiday to New Zealand? Please include accommodation and daily expenses"

Younger couples are more likely to spend less on their holiday in New Zealand, conversely families are likely to spend more compared to other segments

Spend on holiday in New Zealand among ACs, by Demand Segment

AC Monitor | Current 5M | Total Active Considerers



Low sample size (n<100). Interpret with caution (Younger Couples)

	Younger Solos	Middle-Aged Solos	Younger Couples	Middle-Aged Couples	Families
S$2500 to S$2999	Low sample size (n<50)	Low sample size (n<50)	18%	19%	11% ▼
S$3000 to S$3499			36% ▲	17%	22%
S$3500 to S$3999			13%	12%	13%
S$4000 to S$4499			16%	17%	12%
S$4500 to S$4999			7%	19%	16%
S$5000 or more			11%	16%	27% ▲

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

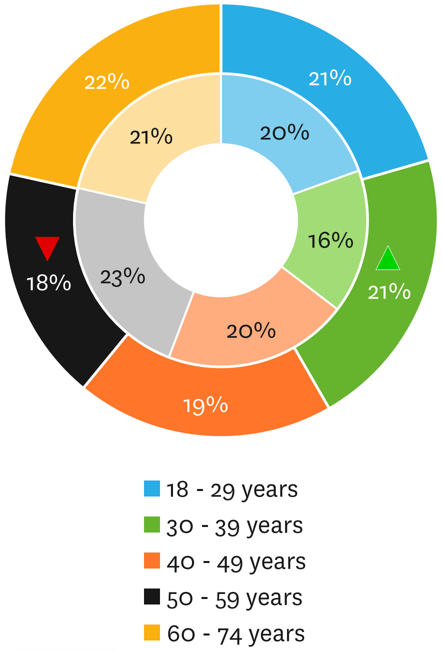
Sample size: Total ACs n = 751 | Younger Solos n = 44 | Middle-Aged Solos n = 47 | Younger Couples n = 55 | Middle-Aged Couples n = 198 | Families n = 252
Question "On a per person basis, how much would you be willing to spend on a holiday to New Zealand? Please include accommodation and daily expenses"

Those who find New Zealand appealing are more likely to be aged 30-39

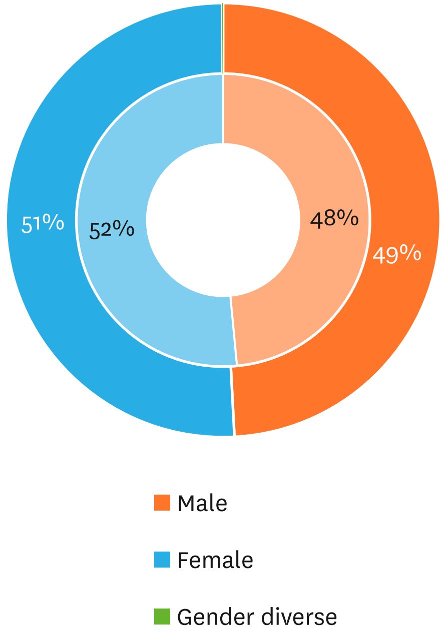
Profile of those who find New Zealand highly appealing
AC Monitor | Current 5M | Those who find New Zealand highly appealing vs. not

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

By age segment



By gender

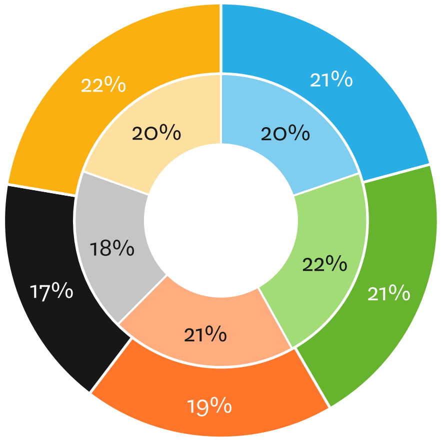


The profile of those who consider visiting New Zealand is comparable to those who do not

Profile of those who would seriously consider visiting New Zealand
AC Monitor | Current 5M | Those who find New Zealand highly appealing

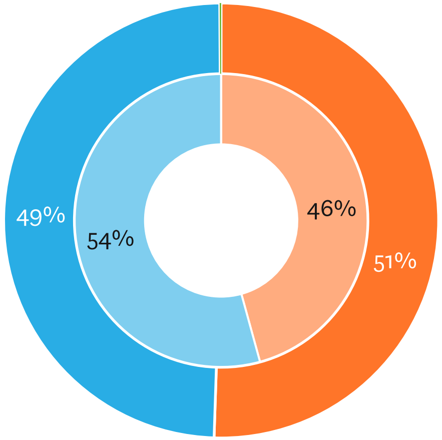
Outer ring: Singaporeans who would seriously consider visiting New Zealand
Inner ring: Singaporeans who would not seriously consider visiting New Zealand

By age segment



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

By gender



- Male
- Female
- Gender diverse

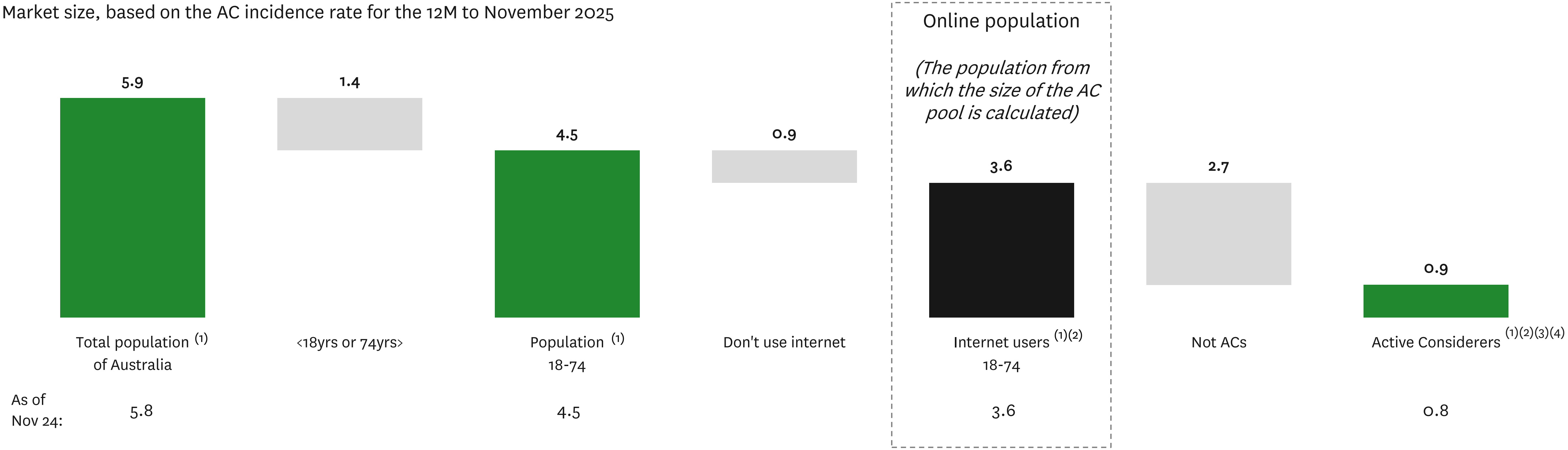
Sample size: Those who would seriously consider visiting New Zealand n = 1343 | Those who would not seriously consider visiting New Zealand n = 540

Significantly higher / lower than those who would not seriously consider visiting New Zealand appealing at 99%

Singapore Market Sizing

Nov 25 | Million people

Market size, based on the AC incidence rate for the 12M to November 2025



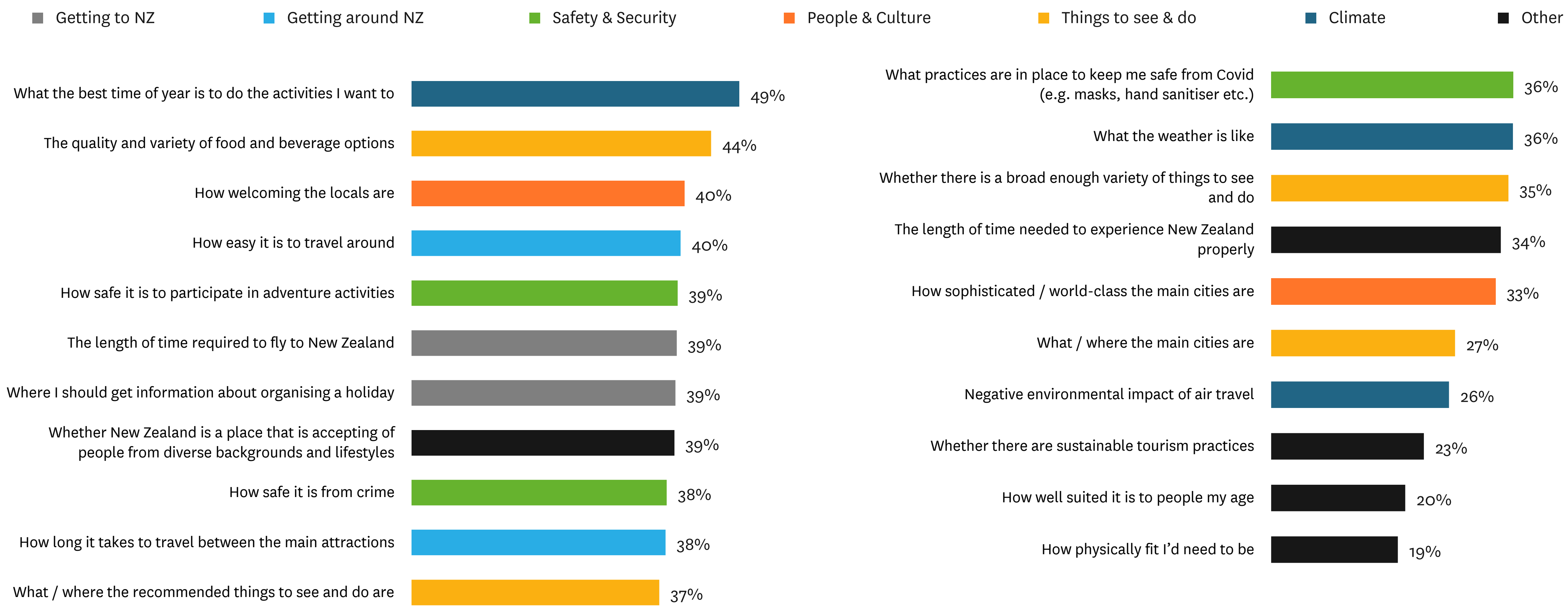
SOURCES/NOTES:

(1) Statistics Singapore, Population estimates on November 1st, by age and sex; Time period: at 1 Nov 2025; Coverage: Total population
(2) Kantar Population Profiler, Internet usage by age; Coverage: Singapore; Time period: 2025
(3) Tourism New Zealand, Active Considerer Monitor Singapore; Time period: Jul-Nov 25, under the latest AC definition
(4) Kantar Analysis

INDIA

Knowledge gaps (full list)

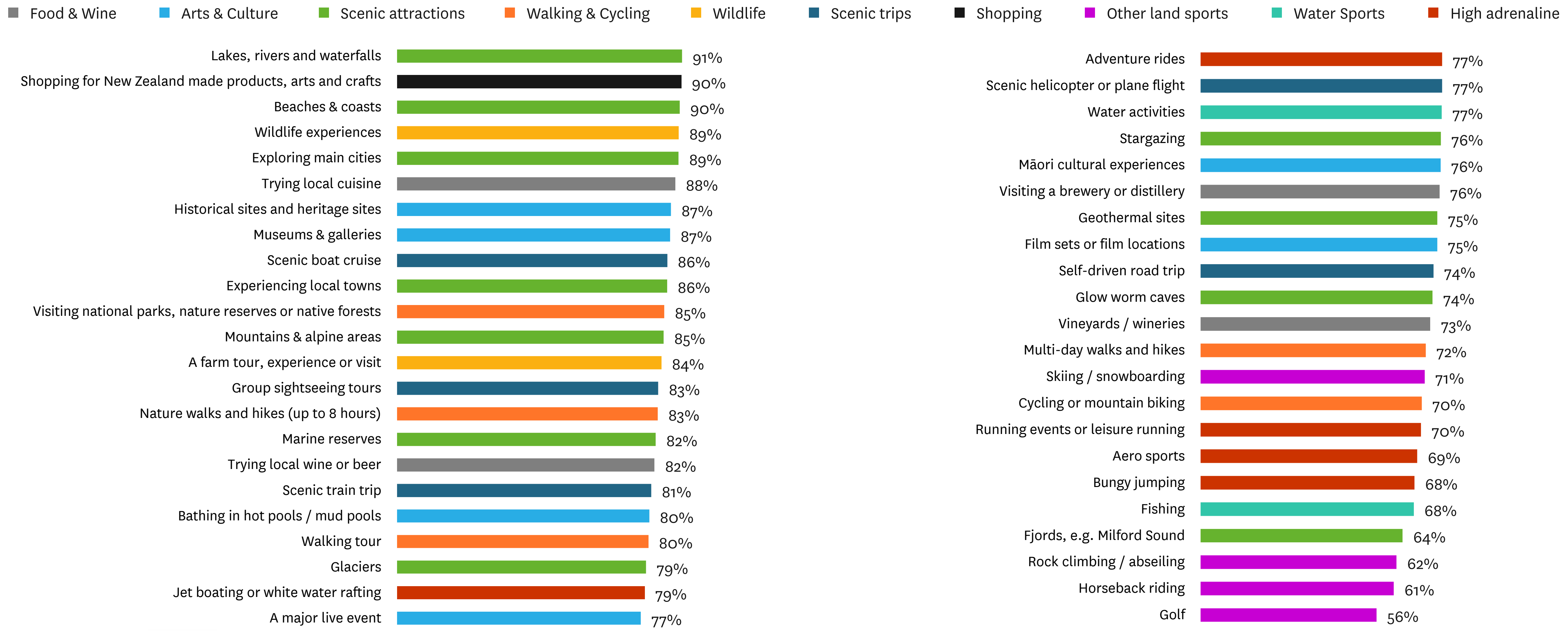
AC Monitor | Current 5M | Total Active Considerers



Sample size: Total ACs n = 450
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

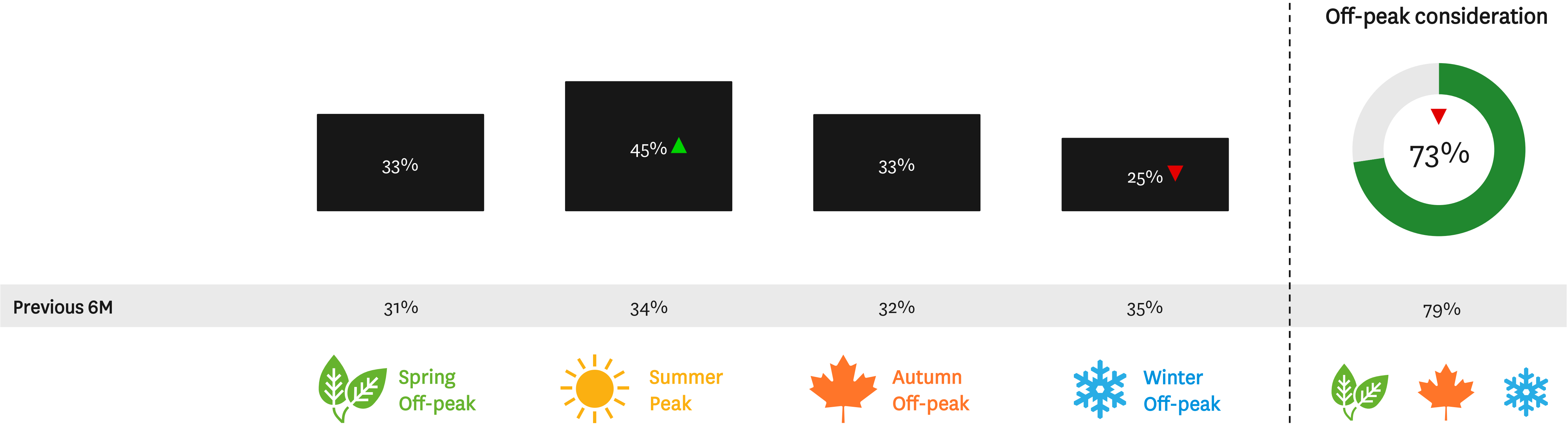


Sample size: Total ACs n = 300
Question “Which of the following would you be interested in seeing or doing when on holiday in New Zealand?”

Summer remains the most considered time to visit New Zealand, and has risen significantly since the previous six-month period

Seasons – Consideration

AC Monitor | Current 5M | Total Active Considerers



Significantly higher / lower than previous period at 95%

KANTAR

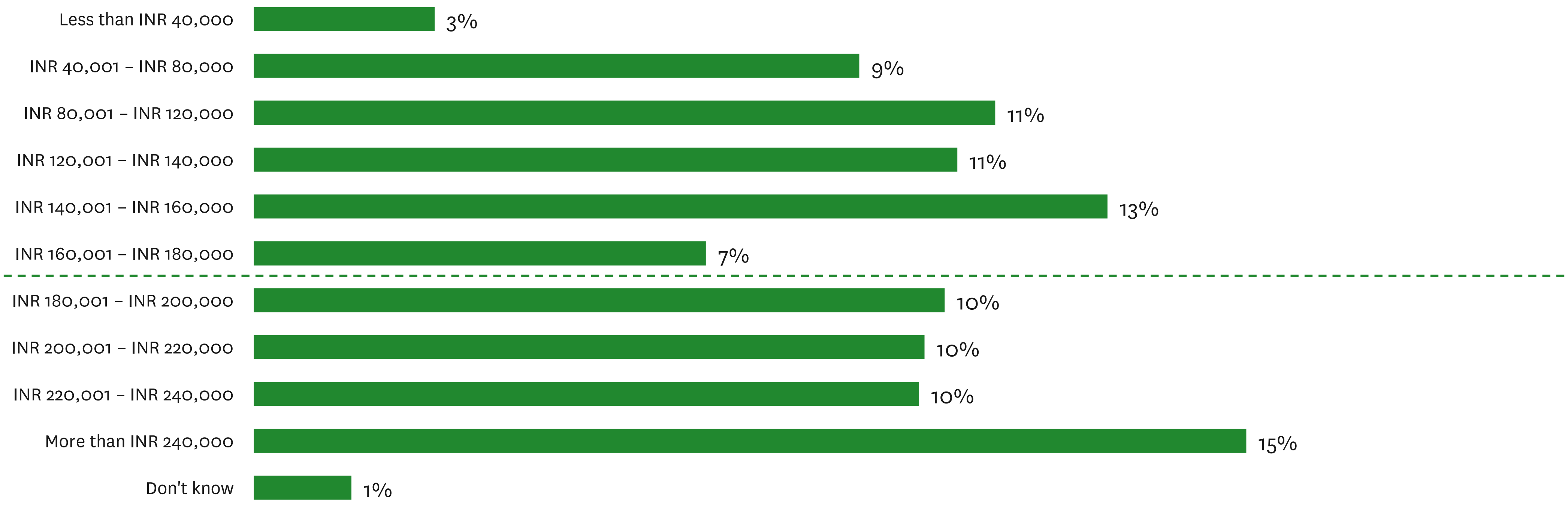
Sample size: Current 5M n = 750 | Previous 6M n = 901
Question: "At what time(s) of year would you consider visiting New Zealand?" When would you prefer to visit New Zealand?"
Spring = Sep, Oct, Nov | Summer = Dec, Jan, Feb | Autumn = Mar, Apr, May | Winter = Jun, Jul, Aug

100% PURE NEW ZEALAND

Amongst Indians who agree that New Zealand is a preferred holiday destination, over half do not meet the current spend threshold

Spend on holiday in New Zealand

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



Sample size: n = 1543

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”

Both Younger and Middle-Aged Couples are likely to spend more on their New Zealand than other segments

Spend on holiday in New Zealand among ACs, by Demand Segment

AC Monitor | Current 5M | Total Active Considerers

Low sample size (n<100) for some segments. Interpret with caution

		Younger Solos	Middle-Aged Solos	Younger Couples	Middle-Aged Couples	Families
INR 160,001 – INR 180,000	13%	15%	Low sample size (n<50)	11%	13%	13%
INR 180,001 – INR 200,000	20%	19%		16%	16%	22%
INR 200,001 – INR 220,000	19%	23%		24%	18%	20%
INR 220,001 – INR 240,000	19%	20%		6% ▼	16%	22% ▲
More than INR 240,000	28%	23%		42% ▲	37% ▲	23% ▼

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

Sample size: Total ACs n = 750 | Younger Solos n = 97 | Middle-Aged Solos n = 14 | Younger Couples n = 77 | Middle-Aged Couples n =153 | Families n = 379
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"

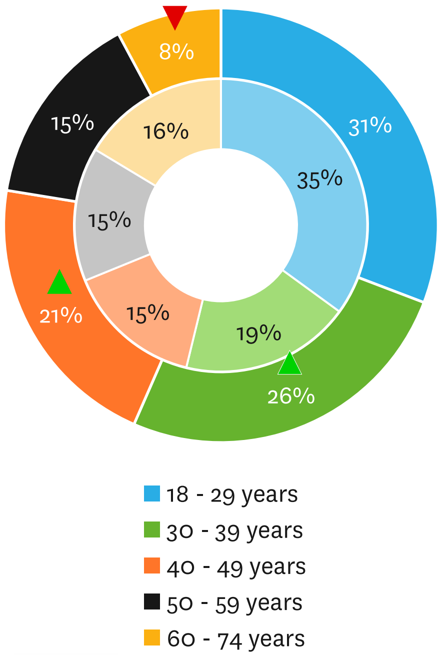
There are significantly more New Delhi residents and 30 – 49 year olds who find New Zealand appealing versus those who do not find it appealing

Profile of those who find New Zealand highly appealing

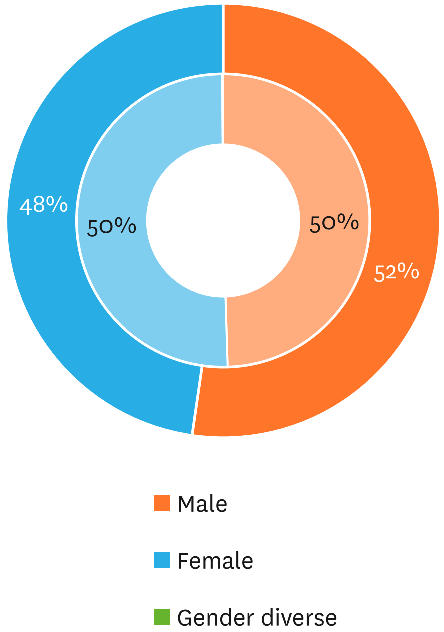
AC Monitor | Current 5M | Those who find New Zealand highly appealing vs. not

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

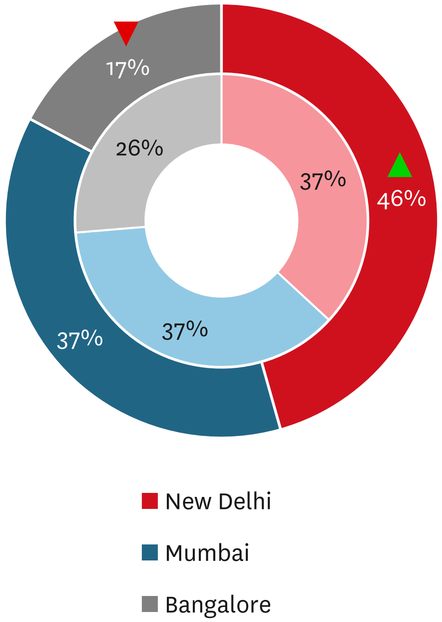
By age segment



By gender



By region



Sample size: Those who find New Zealand highly appealing n = 1869 | Those who do not find New Zealand highly appealing n = 604

Significantly higher / lower than those who do not find New Zealand appealing at 99%

KANTAR

100% PURE NEW ZEALAND

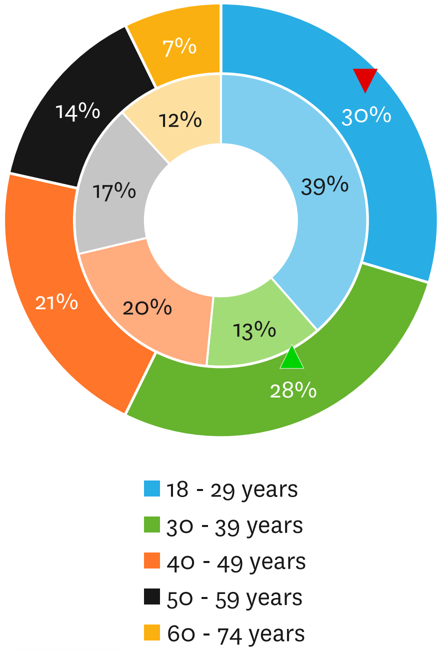
Individuals aged 30 to 49 and residents of New Delhi comprise the primary demographic expressing serious consideration of visiting New Zealand

Profile of those who would seriously consider visiting New Zealand

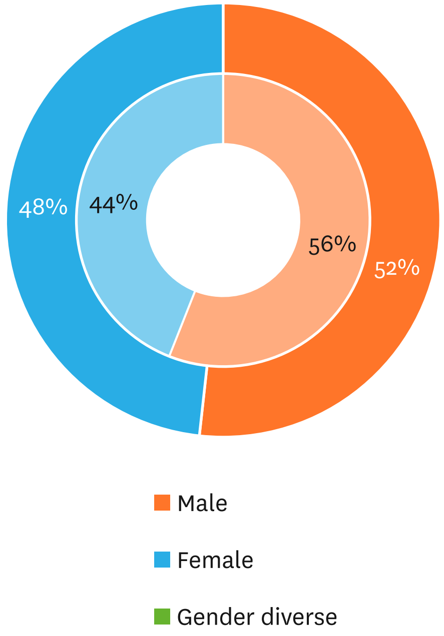
AC Monitor | Current 5M | Those who find New Zealand highly appealing

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

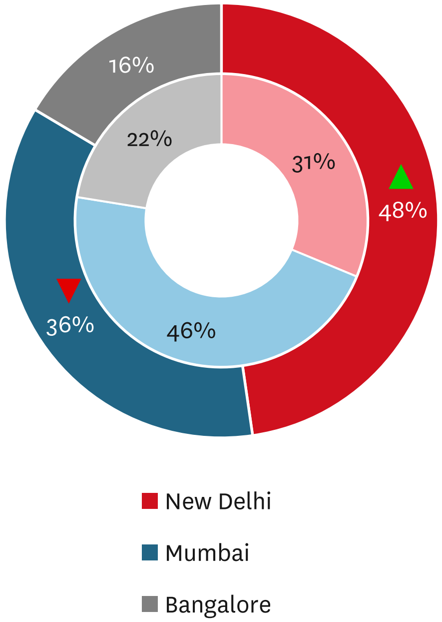
By age segment



By gender



By region



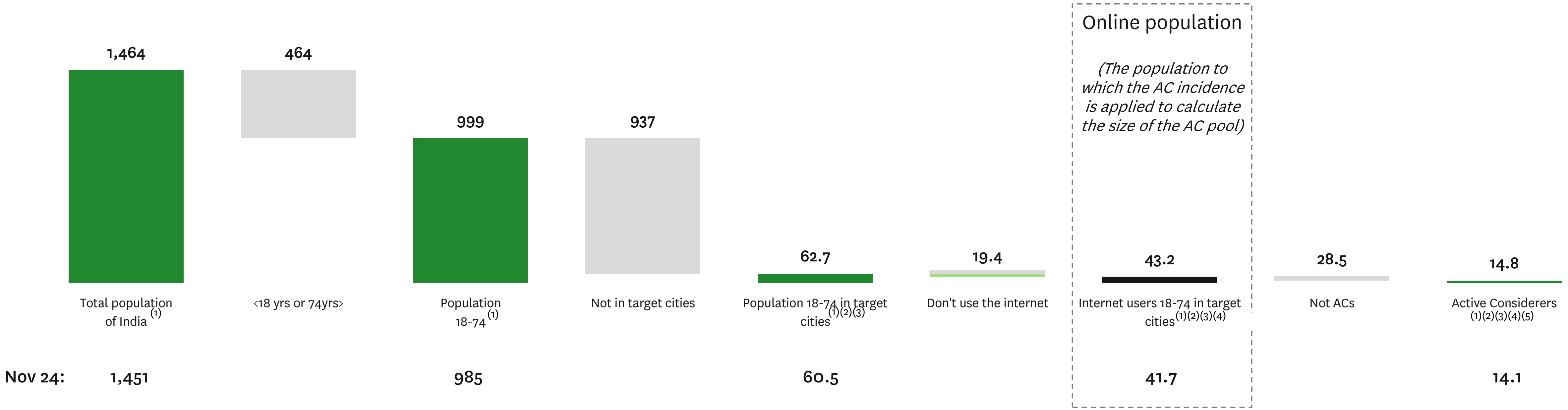
Sample size: Those who would seriously consider visiting New Zealand n = 923 | Those who would not seriously consider visiting New Zealand n = 5849

Significantly higher / lower than those who would not seriously consider visiting New Zealand appealing at 99%

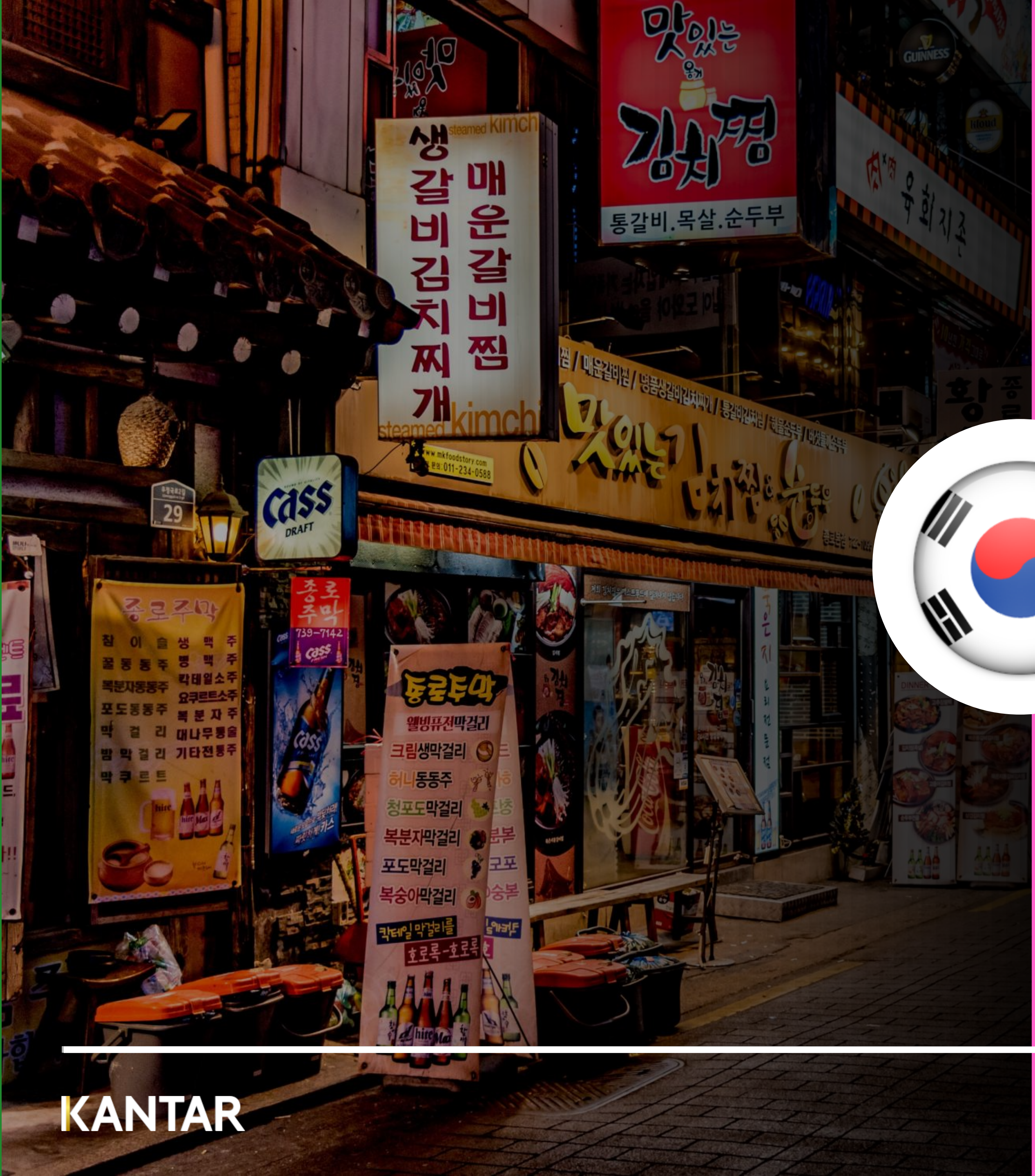
India Market Sizing

Nov 25 | Million people

Market size, based on the AC incidence rate for the 12M to November 2025



SOURCES/NOTES:
(1) The World Bank, Population estimates by age and sex; Time period: 2025; Coverage: Total population
(2) Census Organisation of India, Population estimate; Time period: 2025
(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 2025, under the latest AC definition



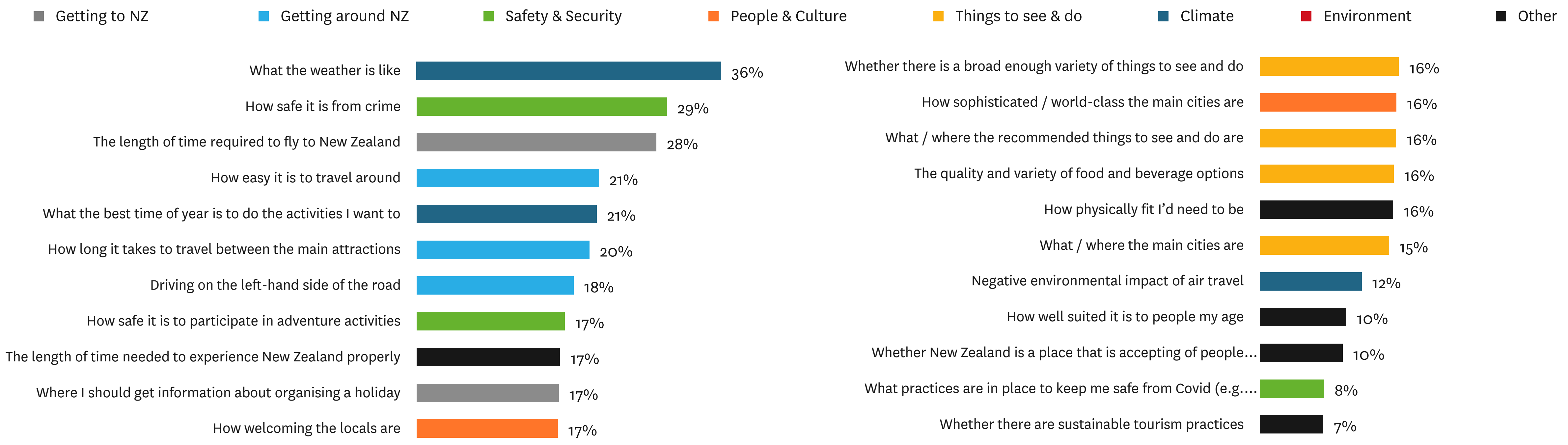
SOUTH KOREA

KANTAR

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

Knowledge gaps (full list)

% Active Considerers | Oct 25



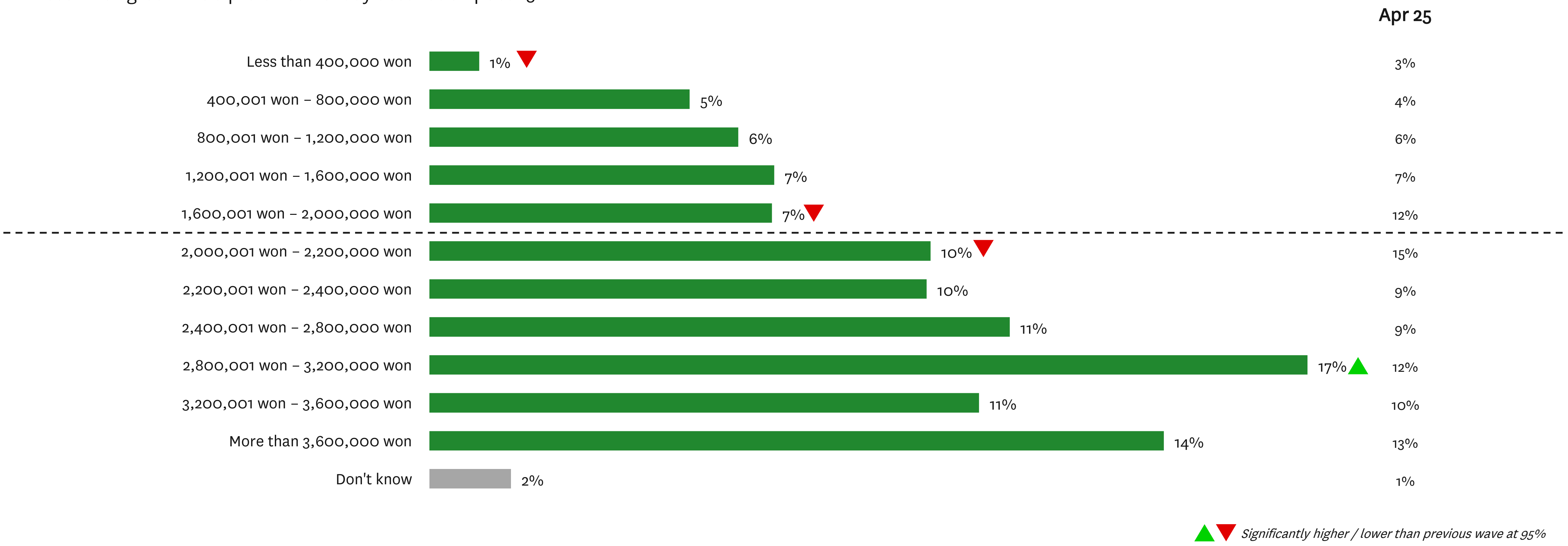
Sample size: Oct 25 n = 299

Q "Putting thoughts about costs aside, what are some of the concerns you have about choosing New Zealand for your next holiday?"

Of those in South Korea who agree New Zealand is a preferred destination, 73% meet the current spend criteria of ₩2m

Spend on holiday in New Zealand

% Those who agree NZ is a preferred holiday destination | Oct 25



Sample size: Oct 25 n = 604
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"

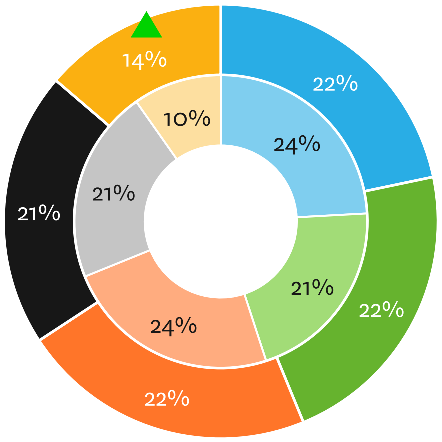
Males, older travellers aged 60-74 and those living in Seoul account for a larger proportion of those who find New Zealand appealing vs. those who do not

Profile of those who find New Zealand appealing

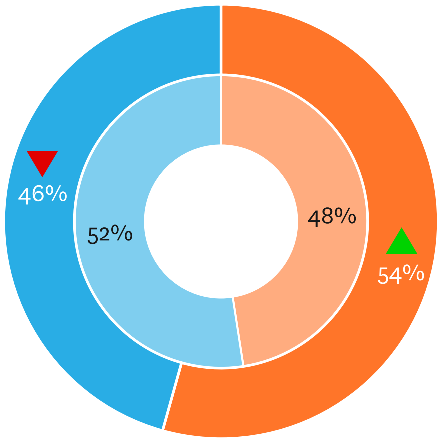
Those who find New Zealand appealing vs. not | Oct 25

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

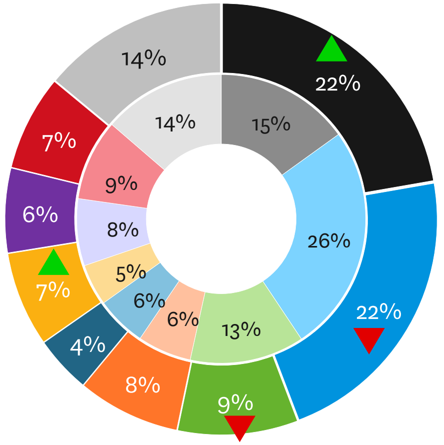
By age segment



By gender



By region



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

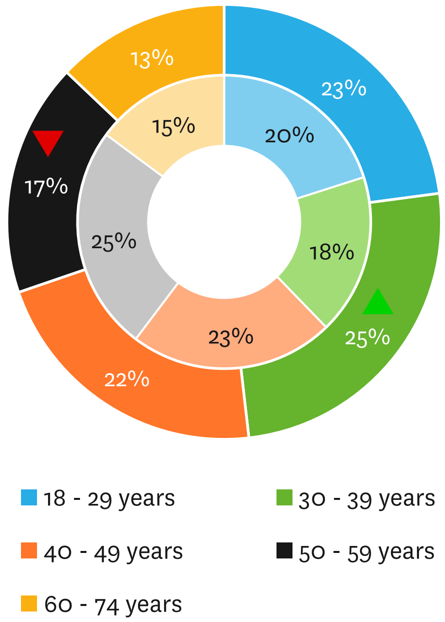
Compared to non-considerers, the profile of serious considerers is more skewed towards males, 30-39 year olds and those living in Seoul

Profile of those who would seriously consider visiting New Zealand

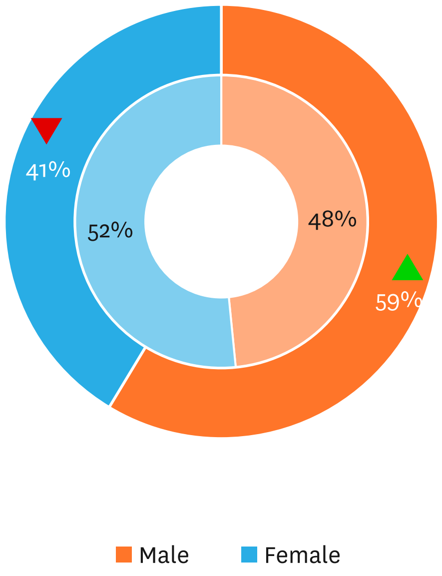
Those who would seriously consider vs. not | Oct 25

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

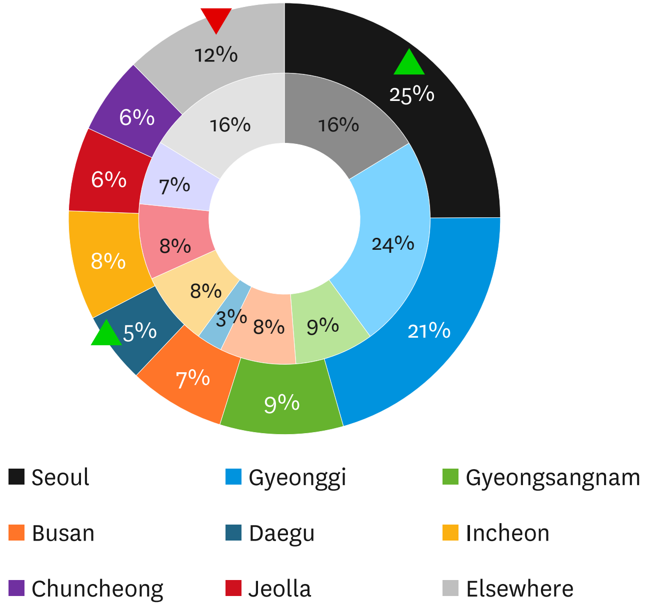
By age segment



By gender



By region



Significantly higher / lower than those who would not seriously consider

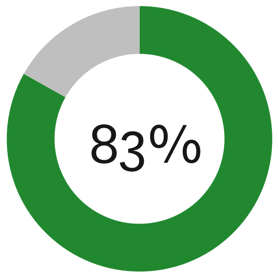
As we approach the Summer season, Summer consideration has markedly improved this quarter – conversion remains the highest for Spring considerers

Seasons – consideration & preference

% Active Considerers | Oct 25

	Spring (Off-peak)		Summer (Peak)		Autumn (Off-peak)		Winter (Off-peak)	
Conversion of consideration to preference	88%		61%		79%		82%	
	Consider	Prefer	Consider	Prefer	Consider	Prefer	Consider	Prefer
Oct 25	33%	29%	28% ▲	17%	33%	26%	28%	23%
Opportunity		4%		10%		7%		5%
Apr 25	39%	32%	21%	14%	30%	23%	34%	27%

Total off-peak consideration



Apr 25: 85%

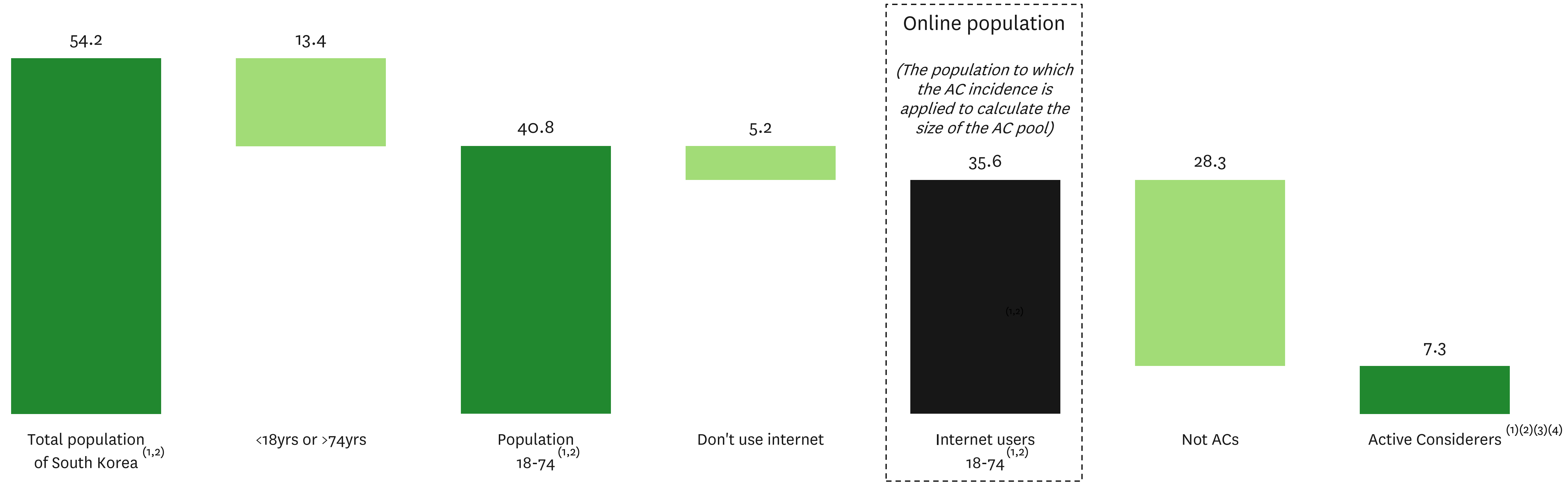
Off-peak Off-peak Off-peak

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

Sample size Oct 25 n = 299
Spring 'Off-peak' refers to the period Sep, Oct, Nov; 'Peak' refers to the period Dec, Jan, Feb; Autumn 'Off-peak' refers to the period Mar, Apr, May; 'Off peak' refers to the period Jun, Jul, Aug

South Korea Market Sizing

Market size, based on the AC incidence rate for Oct 25
Oct 25 | Million people



KOSIS, Projected Population by Age Group (Korea); Time period: 2025 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: Oct 25, 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 …