

**KANTAR**

**Active Considerer  
(AC) Monitor  
USA & Canada (H1 FY26)**

Report

December 2025



**100% PURE  
NEW ZEALAND**  
newzealand.com

# AC Monitor research specifications

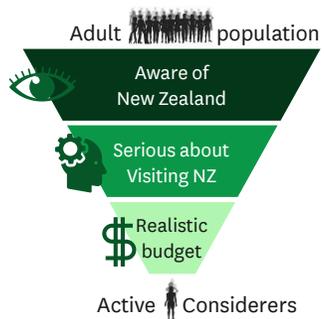


Kantar conducts a **monthly online survey** in eight of Tourism New Zealand’s markets:

- 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

# The US outbound travel demand is resilient for now, but challenging labour market and economic uncertainty signal potential headwinds ahead



## MARKET CONTEXT



- **Growth but Fragile:** the US economy is growing (at 3.8% in Q2 FY25) above expectations, driven by strong consumer spending, despite sluggish job growth and the highest unemployment in 4 years
- **Labor Market Softening:** Growing corporate caution and economic strain, with major layoffs announced in October by Amazon (14k), Nestlé (16k), and UPS (48k)
- **Consumers Resilience:** despite persistent inflation, demand remains strong for now with consumers still spending, with retail sales rose 0.6% in August
- **Inflation Risks Ahead:** Tariff impact on prices has proven to be modest to date, but future hikes and unresolved trade tensions could push inflation higher and curb spending
- **Rising Uncertainty keeps Consumers on Edge:** trade tensions with China remain unresolved, and a government shutdown over the extended period of time added more volatility

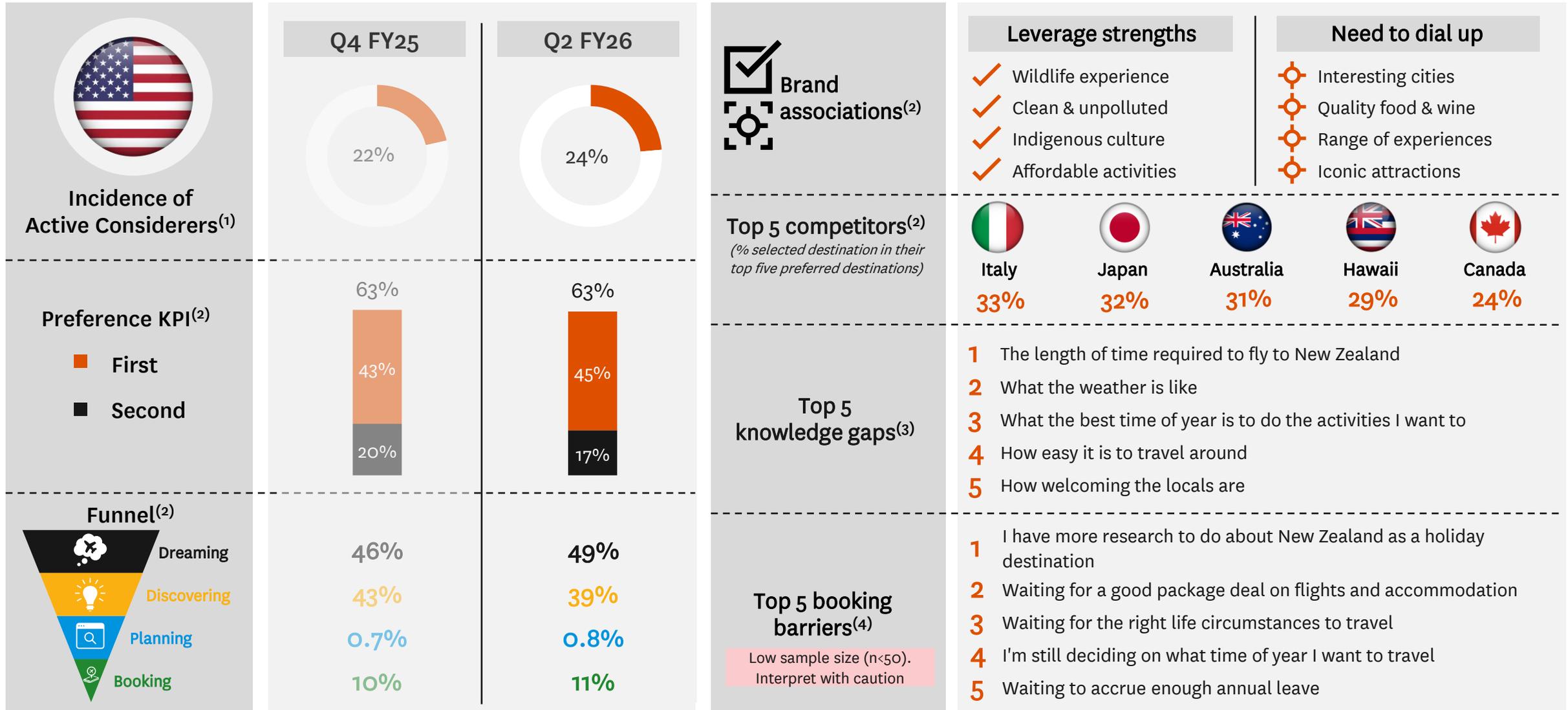
## TRAVEL DEMAND



- **Outbound Travel Demand is Growing:**
  - The overall number of trips taken by US citizens to international destinations increased by 4.0% in the first nine months of 2025, growing to 84.4 million trips
  - Outbound travel now sits at least 20% above the pre-pandemic levels



# Performance Dashboard



# Key insights



- USA remains an attractive opportunity to drive arrivals: the AC incidence this quarter is stable at 24%, resulting in an estimated 50.6 million ACs. Appeal for New Zealand has stabilised over the past 6 months following the decline experienced at the start of 2025.
- With the vast majority of ACs staying in Dreaming and Discovery stages, the biggest opportunity in USA is to accelerate conversion through the funnel by motivating planning and booking. Booking mindset is currently at 11% for the latest period.
- Italy, Japan and Australia are the top competitor destinations, with Japan moving up in the rankings. In response to key competitors, strategic brand messages should emphasise New Zealand's strengths including its pristine, unpolluted environment, exceptional wildlife experiences, and rich indigenous culture. To maximise its appeal, messaging should emphasise the country's breathtaking landscapes and scenery, while positioning it as an attractive, year-round destination.
- To help shift people along the journey funnel, providing ACs with additional information on flight duration, weather, best time of the year for activities and options for travelling around would be beneficial to help address these key knowledge gaps.
- Travel aggregators are ACs' primary booking channel, but travel agents remain a valuable lever for TNZ to influence choices at the point of conversion. Local hotels and accommodation providers also strongly shape decisions on where to stay and how to get around, making them critical partners.

# Canada outbound travel demand faces headwinds due to economic uncertainty, rising unemployment, and trade-driven inflation



## MARKET CONTEXT



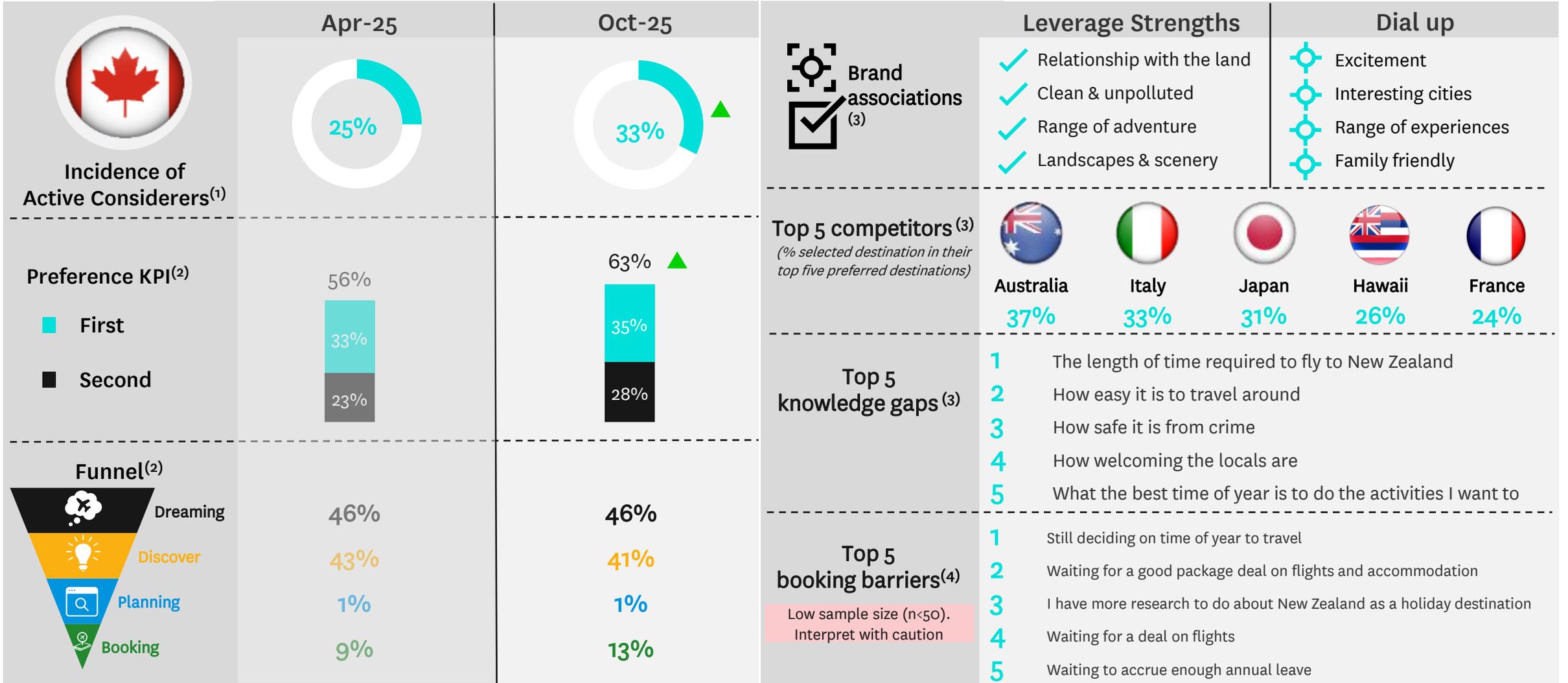
- **Sharp Economic Contraction:** GDP fell 1.6% in Q2, the steepest decline in nearly a decade (excluding COVID), driven by weak exports and business investment
- **Muted 2026 Economic Outlook:** GDP forecast at modest 1.2%, but with potential rebound to 1.8% if trade tensions ease later this year
- **Trade Disruptions:** Ongoing disputes with the U.S. on trade tariffs are fueling inflation (2.4% in Sept) and adding cost pressures
- **Labor Market Strain:** Unemployment climbed to a high 7.1%, with job growth stalled since early 2025
- **Shaken Consumer Sentiment:** a dip in consumer confidence across Canada for the month of December, signaling cautious sentiment amid economic uncertainty and tariff concerns

## TRAVEL DEMAND



- **Outbound Travel Demand Outlook is Strong:**
  - Canada outbound travel has dropped sharply in mid-year, with 12.1% decline in overseas trips made by Canadians in Q2 2025, however that was driven by a sharp drop in visits to the US, while other destination are growing (+10.4% year over year)
  - Demand for international travel remains resilient for now , but political tensions (especially with the U.S.) and a weaker Canadian dollar are shifting patterns, favoring domestic travel and overseas trips over US visits

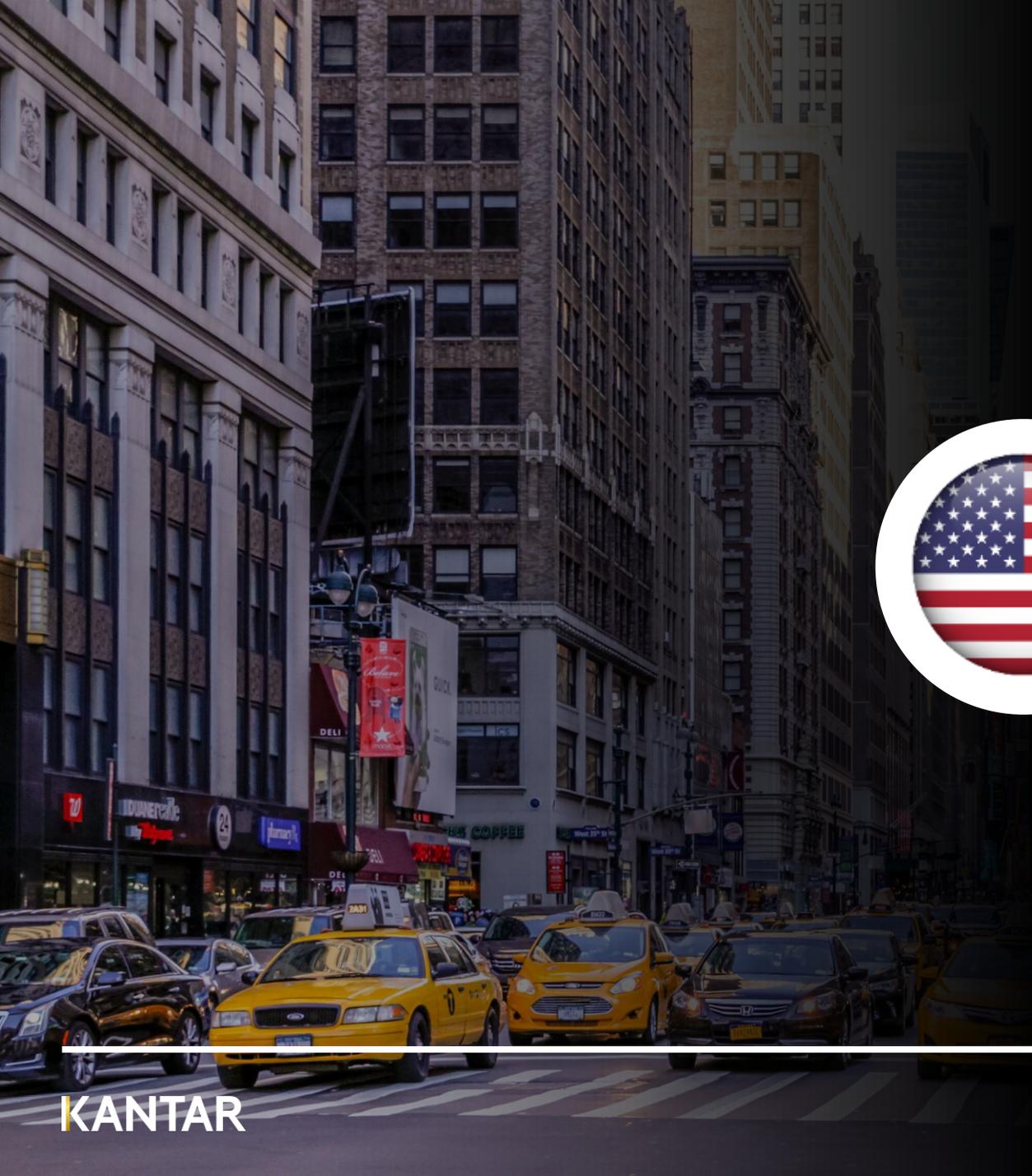
# Performance Dashboard



# Key insights



- **Canada remains an attractive opportunity to drive arrivals:** the AC incidence this quarter has seen a significant uplift (33% in Oct 25 vs. 25% in Apr 25), resulting in an estimated 9.2 million ACs.
- The rise in incidence has been experienced across all age groups, with the biggest driver being a positive shift in appeal for New Zealand (61% in Oct 25 vs. 53% in Apr 25) and more modest uplifts in consideration and preference also.
- With the vast majority of ACs staying in Dreaming and Discovery stages, **the biggest opportunity in Canada is to accelerate conversion through the funnel by motivating planning and booking.** Encouragingly, there has been growth in the booking mindset (+4% in Oct 25 to 13%).
- **Australia, Italy and Japan have remained as the top competitor destinations from Apr 25,** with Hawaii and France emerging once again as leading destinations after experiencing declines in preference in Apr 25. In response to key competitors, **strategic brand messages should emphasise New Zealand's strengths** in its relationship with the land, its clean and unpolluted environment and stunning landscapes and scenery, as well as its wide range of opportunities for adventure. Additionally, there is room to strength perceptions of New Zealand as a destination that has interesting cities to explore, offers excitement and a wide range of experiences, as well as being a family friendly destination.
- **There is an opportunity to help shift ACs along the funnel** by providing greater assurance on safety concerns and how welcoming local people are, in addition to helping ACs decide on the optimal time of year to enjoy their desired activities as these are key knowledge gaps. Tactical marketing messages should also look to address key logistical concerns, such as flight duration to New Zealand and the ease of travel within the country, while offering deals on flights and accommodation will help facilitate conversion of ACs. Promoting holiday packages between 16 – 20 days will cater to the broadest range of ACs
- While travel aggregators are the most popular channel to book various trip elements, **travel agents provide a valuable opportunity for TNZ** to influence ACs' booking decisions. Additionally, local hotel / accommodation providers play a key role in shaping decisions related to accommodation and transport



# THE UNITED STATES OF AMERICA

1

What is the size of  
opportunity in the  
USA?



# Active Considerer Funnel – USA

## 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 \$1,500 USD per person) to New Zealand.

Online population, 18-74 years of age<sup>(1)</sup>

214.5m

50%

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

107.8m

72%

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

77.4m

87%

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

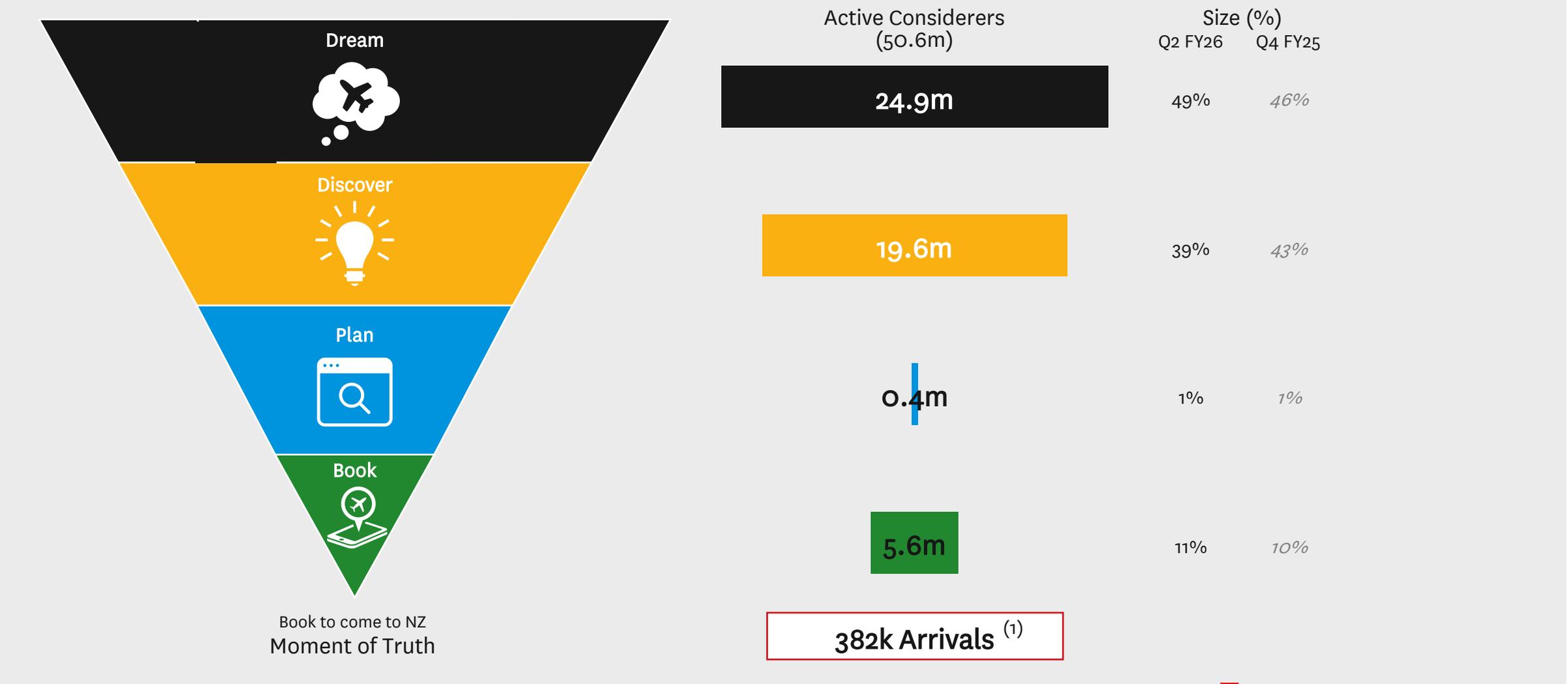
67.5m

75%

Willing to spend at least \$1,500 USD per person on a holiday to New Zealand<sup>(2)</sup>

50.6m

# Journey funnel to New Zealand – USA



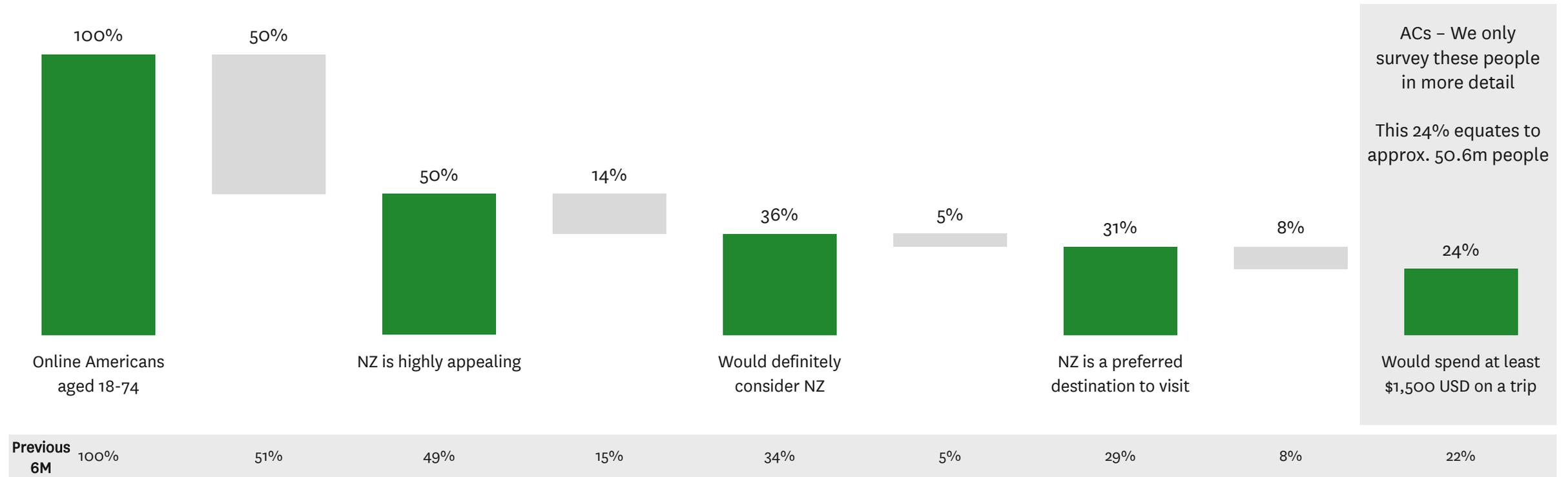
▲ Significantly higher / lower than previous period

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

# The AC incidence in USA is 24% which equates to 50.6 million people providing a sizable opportunity to drive arrivals

## Qualifying criteria for defining ACs

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



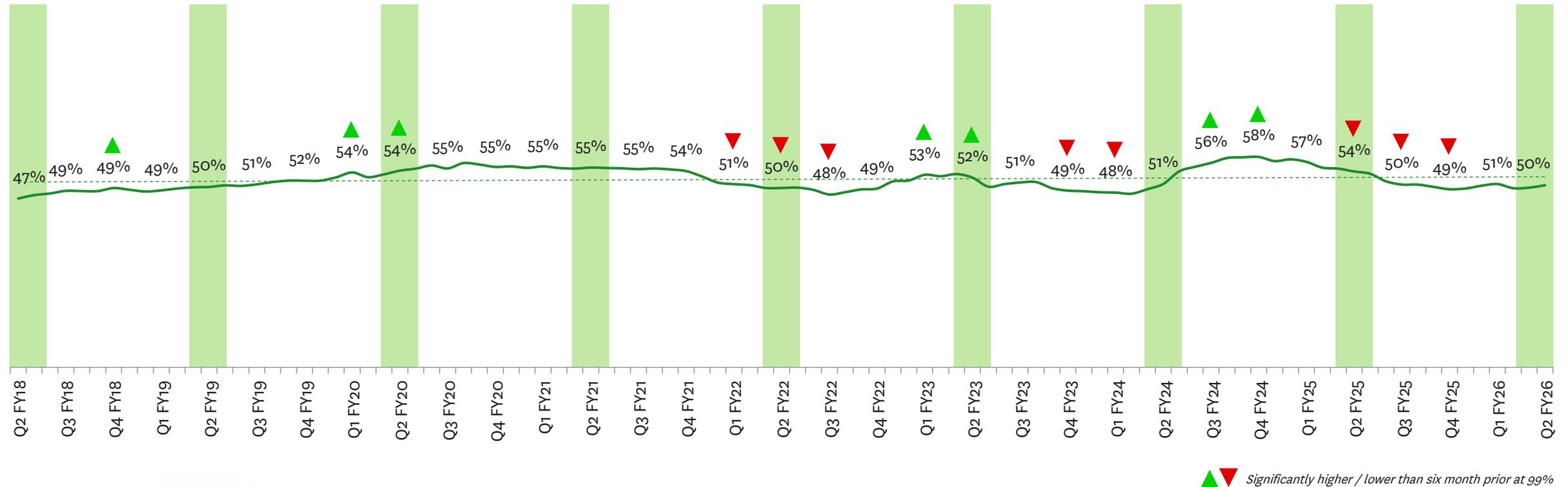
▲ ▼ Significantly higher / lower than six month prior at 99%

# Appeal for New Zealand has stabilised over the past 12 months, after declining from its peak in Q4 FY 24

## Appeal

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

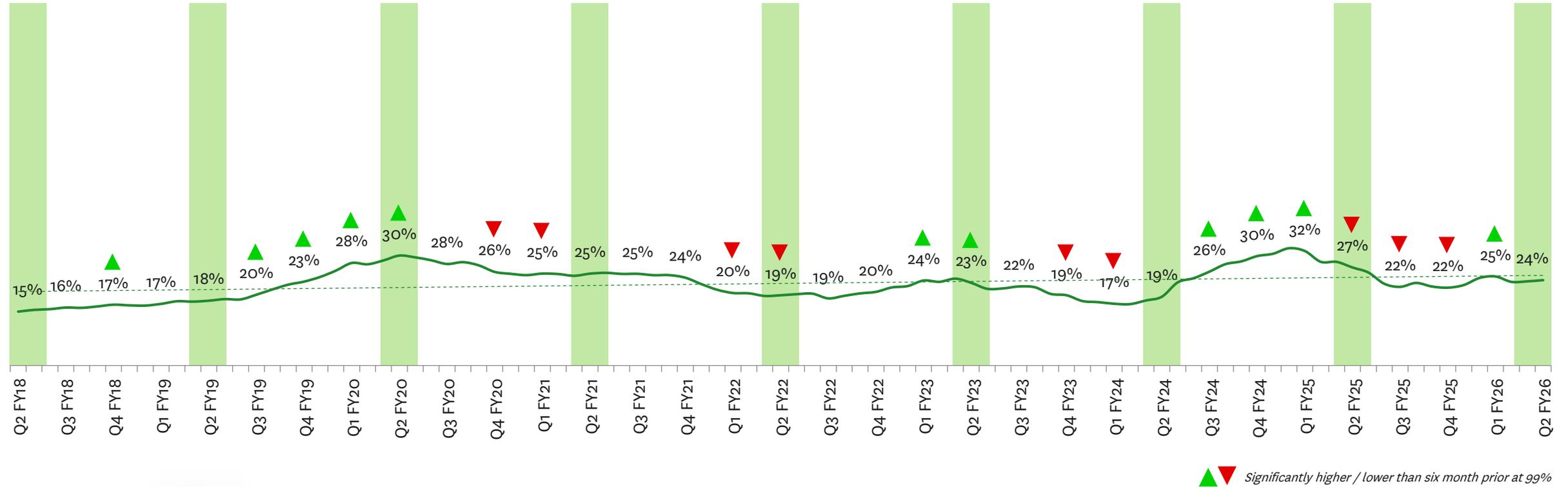
- Appeal is measured among the total online population aged 18 to 74 years old, and is the ‘above the funnel’ measure
- **Appeal measures the emotive connection to the brand, irrespective of the barriers people have in converting their appeal to active consideration and arrivals**
- Appeal is likely 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



# The AC incidence is lower than last year but has seen growth towards the end of the year

## Incidence of ACs

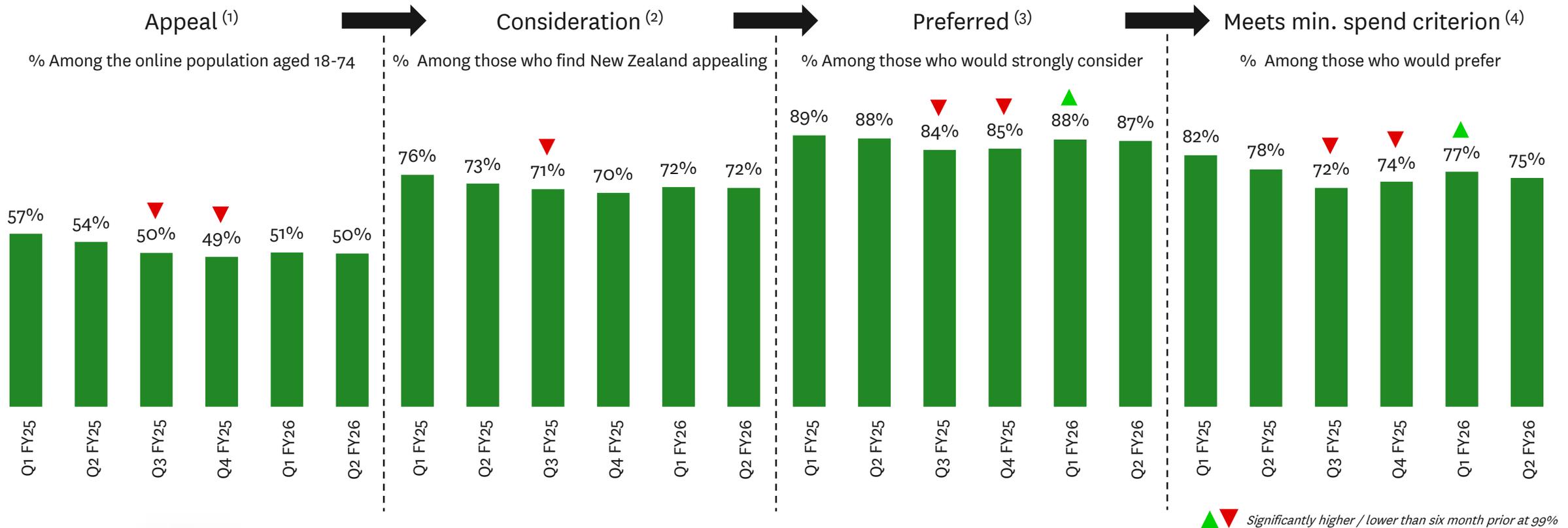
AC Monitor | 6MRA | Target online population aged 18-74



# Conversion through the AC funnel showed improvement in the first quarter, and has remained relatively stable in the second quarter

## Conversion of ACs through the Consideration Funnel

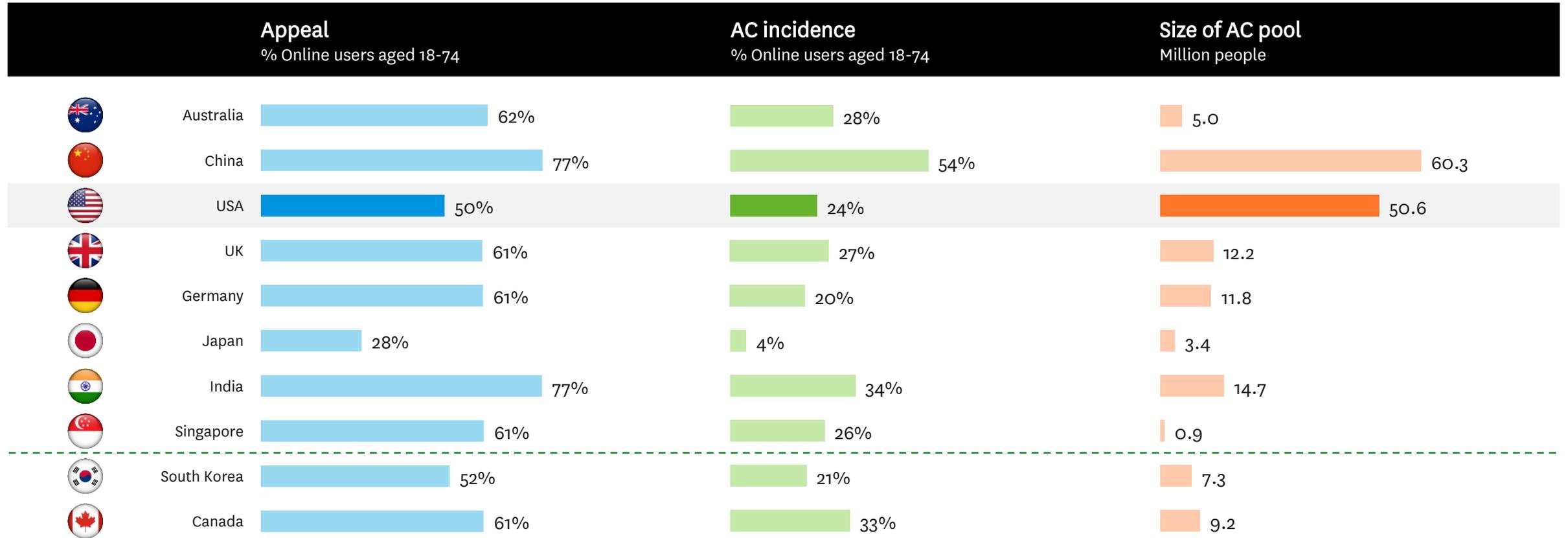
AC Monitor | 6MRA | Target online population aged 18-74



Sample size: Q1 FY25 - Q2 FY26 (6MRA): Appeal minimum n = 3881, maximum n = 5318 | Consider minimum n = 1826, maximum n = 2470 | Prefer minimum n = 1241, maximum n = 1655 | Spend minimum n = 1053, maximum n = 1344

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?"

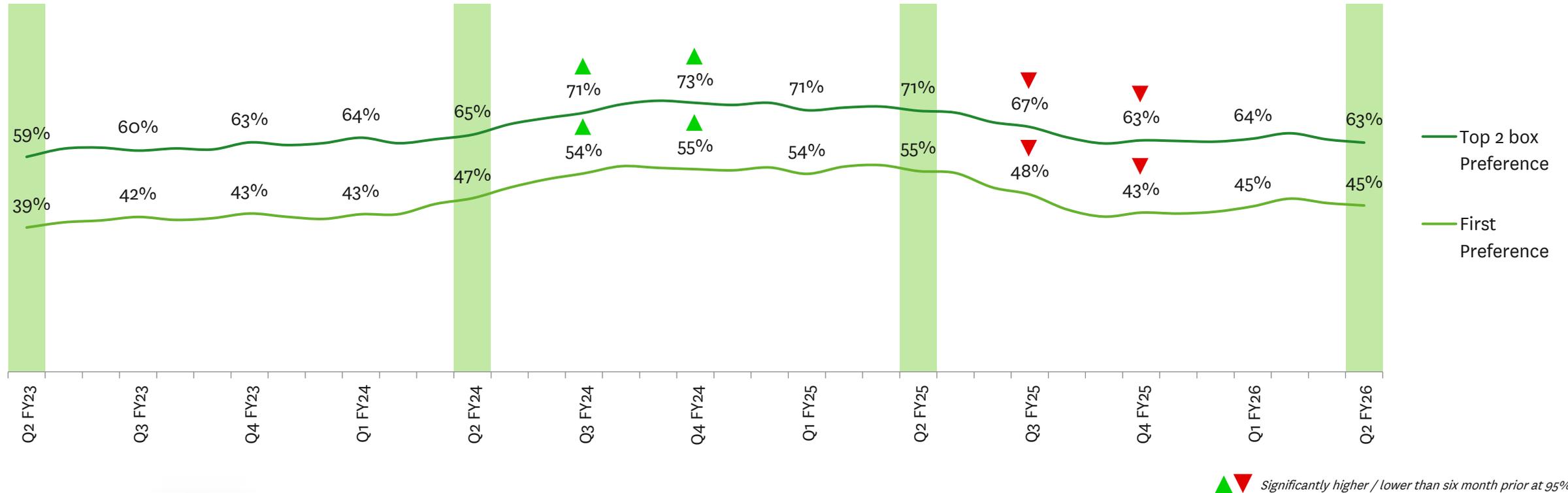
# USA continues to represent a sizeable opportunity for New Zealand with 50.6 million ACs



# While the declines in the first choice and second choice preference have been arrested in the latest period, preferences levels are considerably below Q2 FY25

## New Zealand Preference KPI

AC Monitor | 6MRA | Total Active Considerers

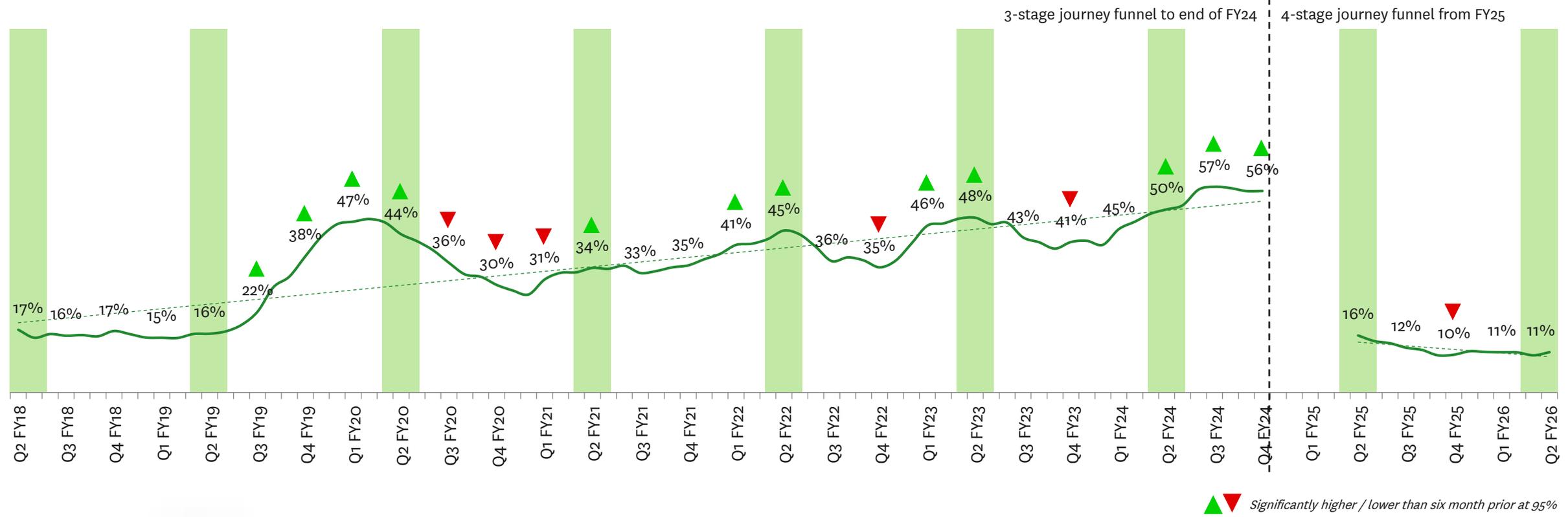


# ACs in the booking mindset have stabilised following the decline experienced six months ago

## 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.



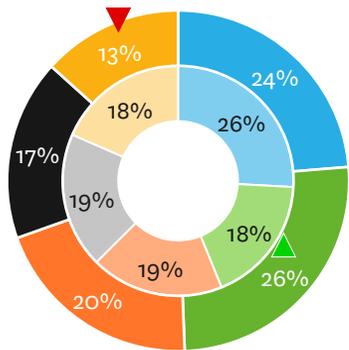
# Compared to non-ACs, ACs are more likely to be 30-39 years old, males, skew towards residents of West and high household incomes; 42% of ACs have pre-school or school-aged children

## Profile of Active Considerers

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

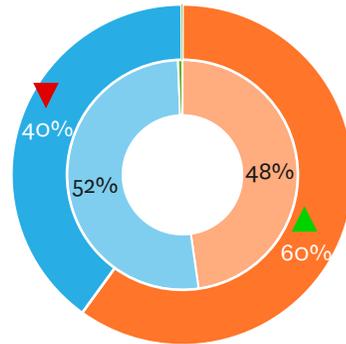
Outer ring: American Active Considerers  
Inner ring: American non-Active Considerers

By age segment



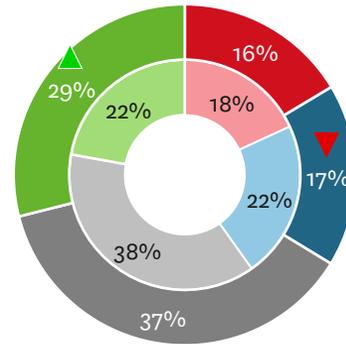
- 18 - 29 years
- 30 - 39 years
- 40 - 49 years
- 50 - 59 years
- 60 - 74 years

By gender



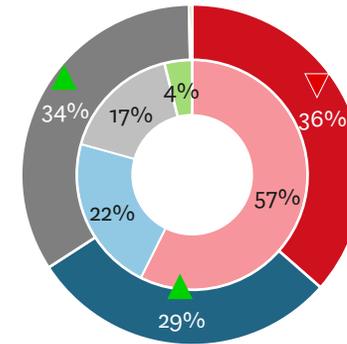
- Male
- Female
- Gender diverse

By region



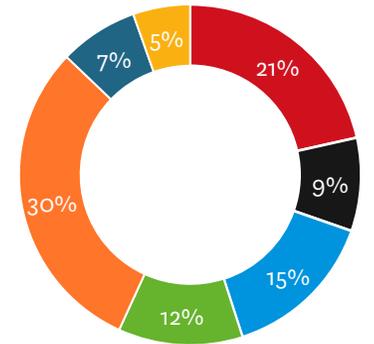
- Northeast
- Midwest
- South
- West

By household income



- Less than USD \$60,000
- USD \$60,000 - \$99,999
- USD \$100,000 or more
- Prefer not to say

Household composition



- Living alone
- Living with friends / flat mates
- Couple - no children
- Family with mainly pre-school children
- Family with mainly school-age children
- Family with mainly independent children
- Living at home with my parents

2

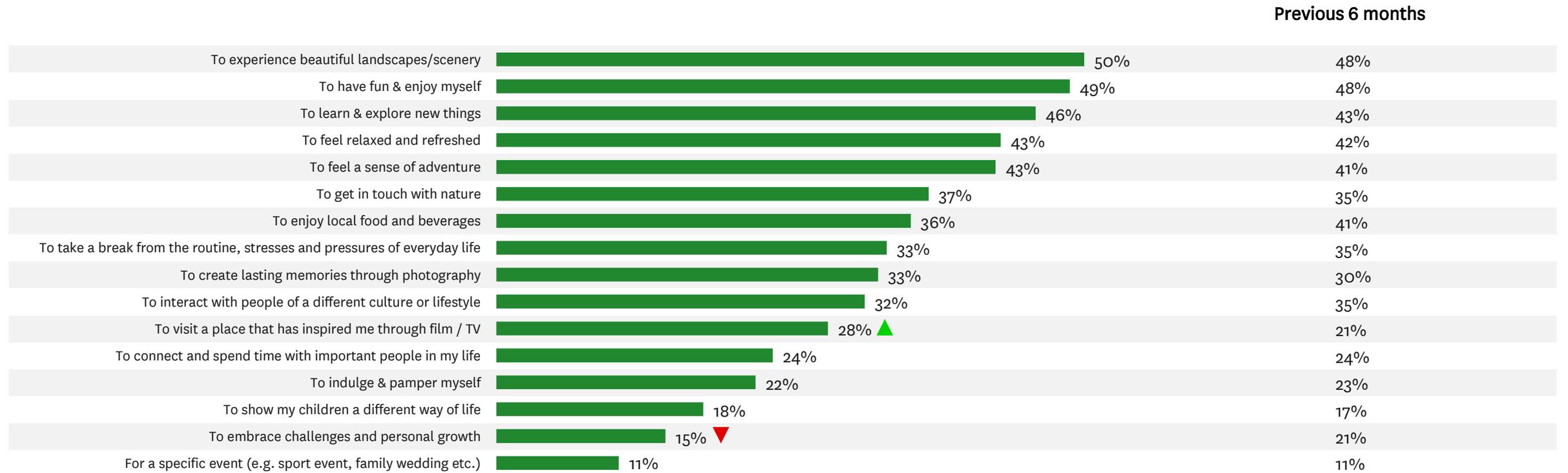
How can TNZ drive desirability of New Zealand as a holiday destination?



# Marketing messages should continue to reinforce beautiful landscapes, a place to have fun, explore new things and feel relaxed and refreshed; there has also been a significant increase in inspired through film or TV as a reason for visiting New Zealand

## Reasons to visit New Zealand for a holiday

AC Monitor | Current 5M | Total Active Considerers



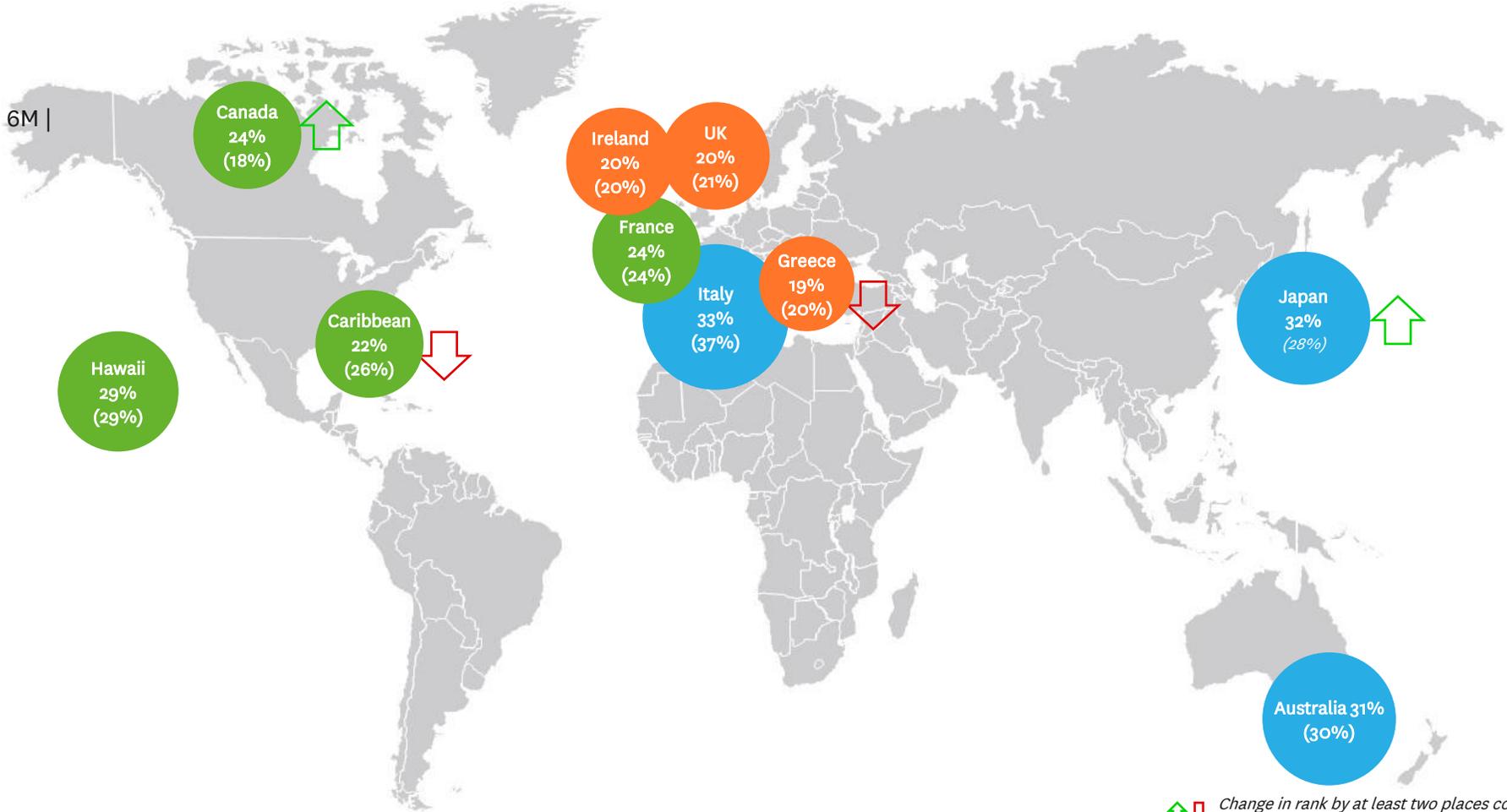
▲ ▼ Significantly higher / lower than previous period at 95%



# The top competitor set remains the same, but interest in Japan continues to grow, levelling up with Australia

## Top ten competitor set for ACs

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



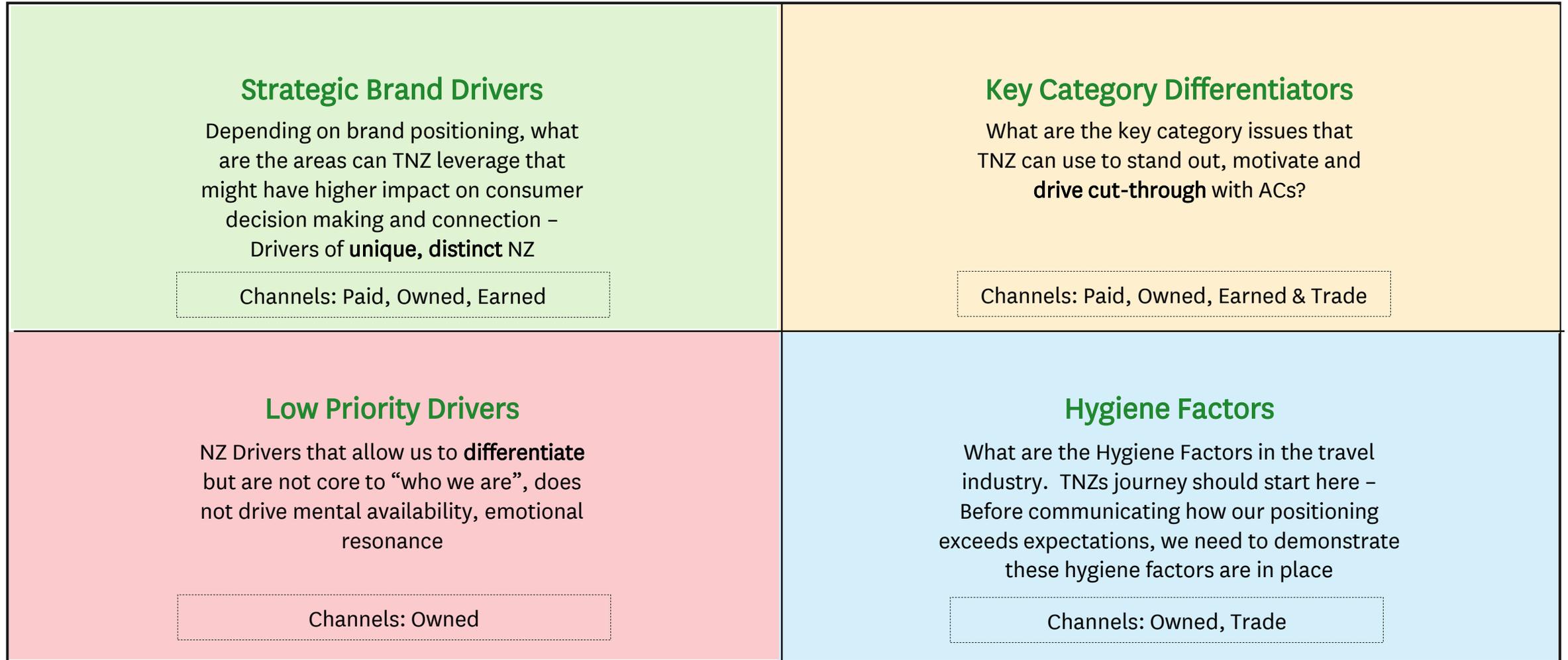
There have been no changes to the top 10 this year

### Legend

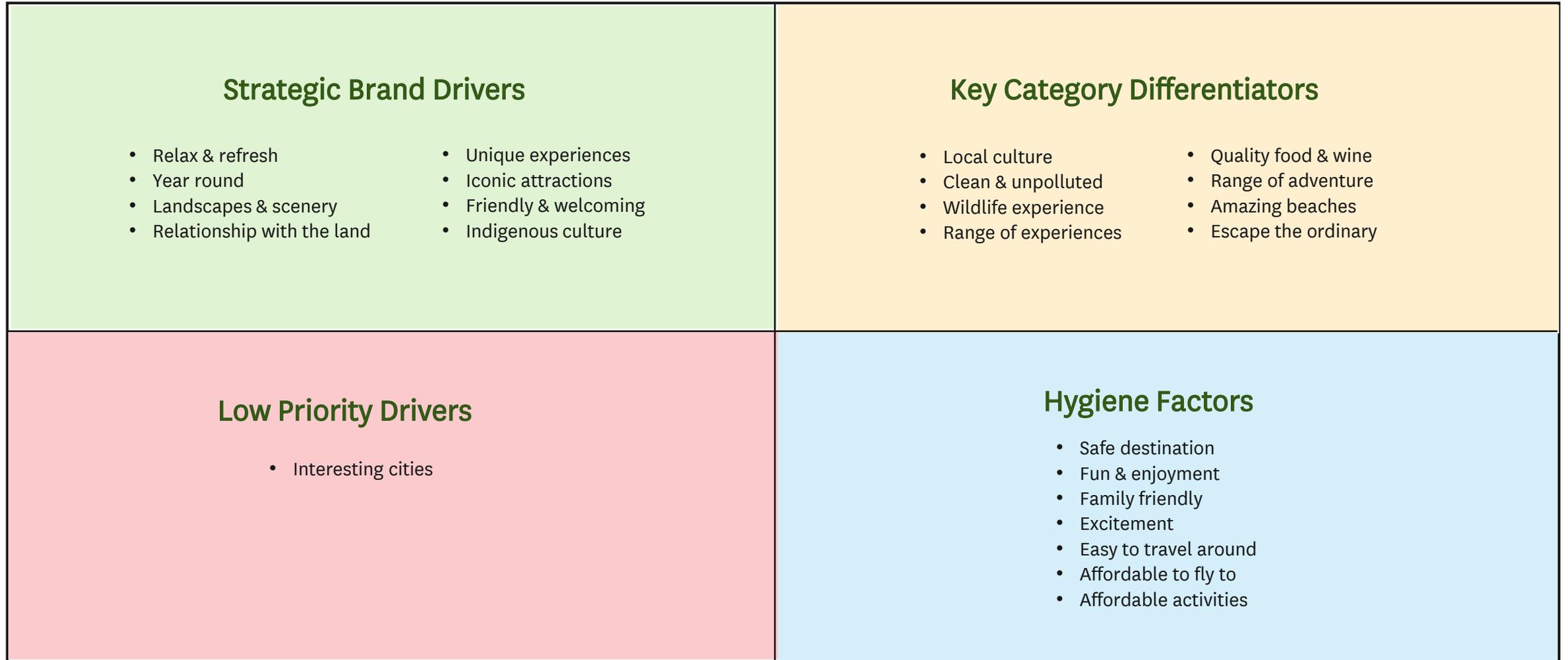
- Top 3
- Rank 4-7
- Rank 8-10

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

# A framework to organise and optimise the brand associations that matter



# Categorising brand associations to the framework...



## 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

# The key drivers of preference for New Zealand are its reputation for being safe and a sense of excitement - supporting these are our strategic drivers, landscapes and scenery, along with being an all-year-round destination

## Drivers of preference for NZ

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

Latest results	2025 rank	2024 rank	2023 rank
Safe destination	1	2	8
Excitement	2	9	2
Landscapes & scenery	3	5	14
All year-round	4	1	22
Family friendly	5	15	23
Place to escape	6	19	6
Local culture	7	16	9
Unique experiences	8	11	7
Range of adventure	9	4	5
Fun & enjoyment	10	7	1
Clean & unpolluted	11	8	11
Relationship with the land	12	13	21
Indigenous culture	13	3	19
Wildlife experience	14	21	15
Range of experiences	15	6	4

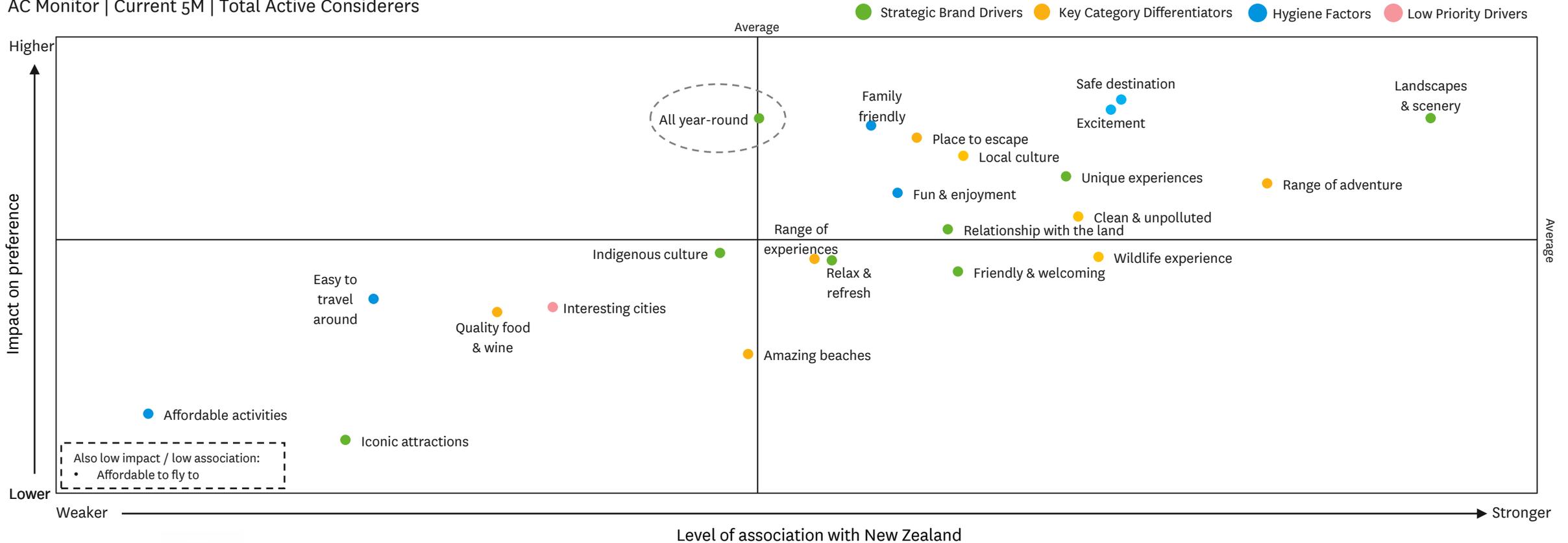
Latest results	2025 rank	2024 rank	2023 rank
Relax & refresh	16	12	13
Friendly & welcoming	17	20	16
Easy to travel around	18	18	3
Interesting cities	19	23	17
Quality food & wine	20	22	25
Amazing beaches	21	10	24
Affordable activities	22	17	18
Iconic attractions	23	14	20
Affordable to fly to	24	24	26

Strategic Brand Drivers	Key Category Differentiators
Low Priority Drivers	Hygiene Factors

# New Zealand performs strongly on a few of the strategic drivers such as landscapes and scenery, unique experiences and relationship with the land – there is potential to strengthen perceptions of New Zealand as a year-round destination

## Brand Associations of New Zealand x Impact on preference

AC Monitor | Current 5M | Total Active Considerers



# Relative to competitors, New Zealand's strengths lie in being clean & unpolluted, having great wildlife experiences and indigenous culture, with an opportunity to address weaknesses in perceptions of range of experiences, food & wine, and iconic attractions

## Relative brand positioning for Strategic Brand Drivers and Key Category Differentiators

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

	New Zealand	Italy	Japan	Australia	Hawaii	Canada	
Strategic Brand Drivers	Landscapes & scenery	101	100	94	104	102	98
	All year-round	102	105	85	115	110	78
	Unique experiences	103	94	118	102	101	80
	Relationship with the land	104	91	93	108	107	94
	Indigenous culture	107	83	105	102	110	87
	Relax & refresh	105	91	81	99	118	101
	Friendly & welcoming	103	103	96	94	94	110
	Iconic attractions	93	127	108	99	85	92
Key Category Differentiators	Place to escape	101	98	123	99	94	84
	Local culture	97	115	117	92	93	89
	Range of adventure	102	88	79	118	103	108
	Clean & unpolluted	118	66	101	94	103	112
	Wildlife experience	118	61	73	142	88	112
	Range of experiences	90	116	110	103	96	89
	Quality food & wine	92	130	104	87	95	98
	Amazing beaches	103	101	79	117	128	63

### Actions for TNZ:

#### Strengths:

- Clean & unpolluted
- Wildlife experience
- Indigenous culture
- Relax & refresh

#### Drivers to dial up:

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

# New Zealand is seen as having affordable activities, and is almost on par with other hygiene factors with key competitors

## 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	Italy	Japan	Australia	Hawaii	Canada
Hygiene Factors	Safe destination	97	89	105	99	101
	Excitement	97	100	113	100	98
	Family friendly	96	100	90	86	109
	Fun & enjoyment	95	100	107	99	107
	Easy to travel around	97	117	93	86	96
	Affordable activities	106	96	111	74	82
	Affordable to fly to	92	103	83	78	102
Low Priority	Interesting cities	87	117	124	100	79

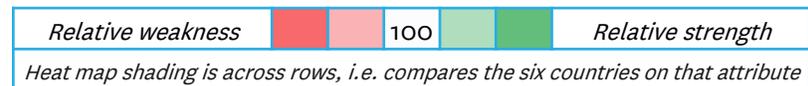
### Actions for TNZ:

#### Strengths:

- Affordable activities

#### Drivers to dial up:

- Interesting cities
- Affordable to fly to

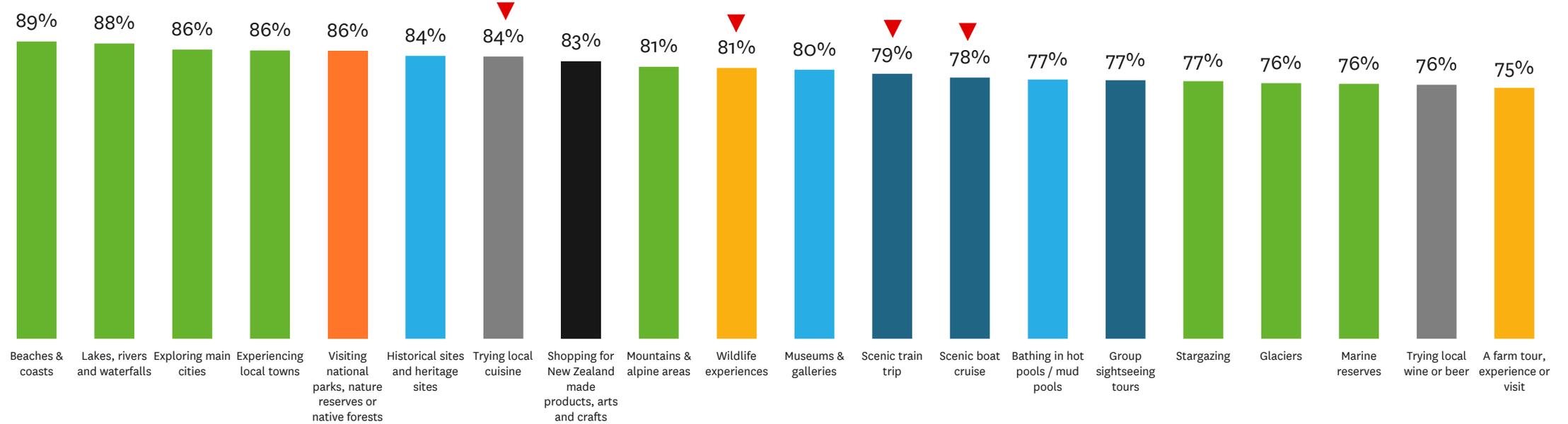


# ACs are primarily attracted to natural & scenic attractions, followed by local cuisine and shopping

## Activities interested in doing in New Zealand (Top 20)

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

■ Food & Wine
■ Arts & Culture
■ Scenic attractions
■ Walking & Cycling
■ Wildlife
■ Scenic trips
■ Shopping
■ Other land sports
■ Water Sports
■ High adrenaline



Previous 6 months	90%	89%	87%	86%	86%	87%	90%	87%	83%	87%	83%	85%	86%	77%	76%	82%	76%	79%	78%	75%
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3

How can TNZ maximise impact along consumer path to purchase?

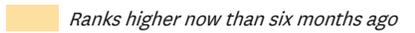


# To help shift people along the funnel, tactical communications need to address key knowledge gaps such as flight duration, weather, best time of the year for activities and ease of travelling around

## 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	The length of time required to fly to New Zealand	40%	42%
2	What the weather is like	38%	33%
3	What the best time of year is to do the activities I want to	37%	37%
4	How easy it is to travel around	36%	39%
5	How welcoming the locals are	32%	36%
6	How safe it is from crime	31%	33%
7	What / where the recommended things to see and do are	31%	32%
8	How safe it is to participate in adventure activities	30%	31%
9	Where I should get information about organising a holiday	29%	27%
10	How long it takes to travel between the main attractions	29%	29%

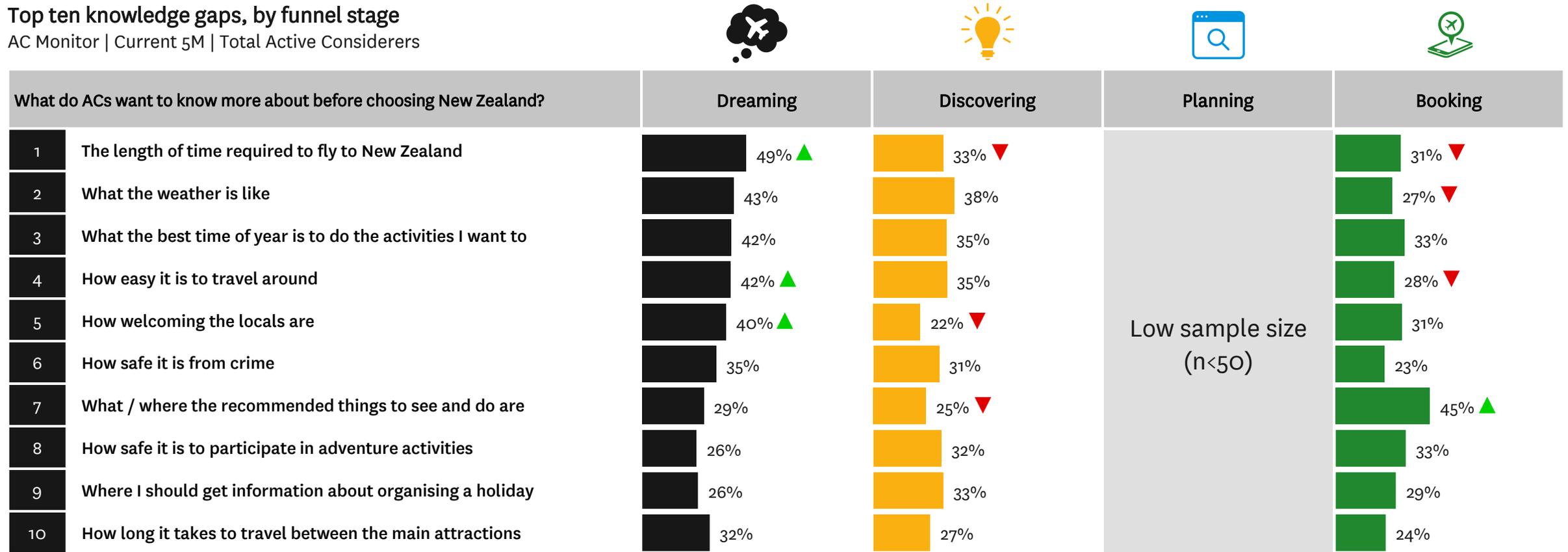
 Ranks higher now than six months ago

  Significantly higher / lower than previous period at 95%

# ACs in the booking stage are primarily focused on what or where the recommended things to see and do are; in contrast, those still dreaming about a trip are curious about practical details, such as flight duration, ease of getting around, and the warmth of local hospitality

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

Top ten knowledge gaps, by funnel stage  
AC Monitor | Current 5M | Total Active Considerers

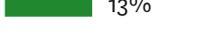


▲ ▼ Significantly higher / lower than other funnel stages at 95%

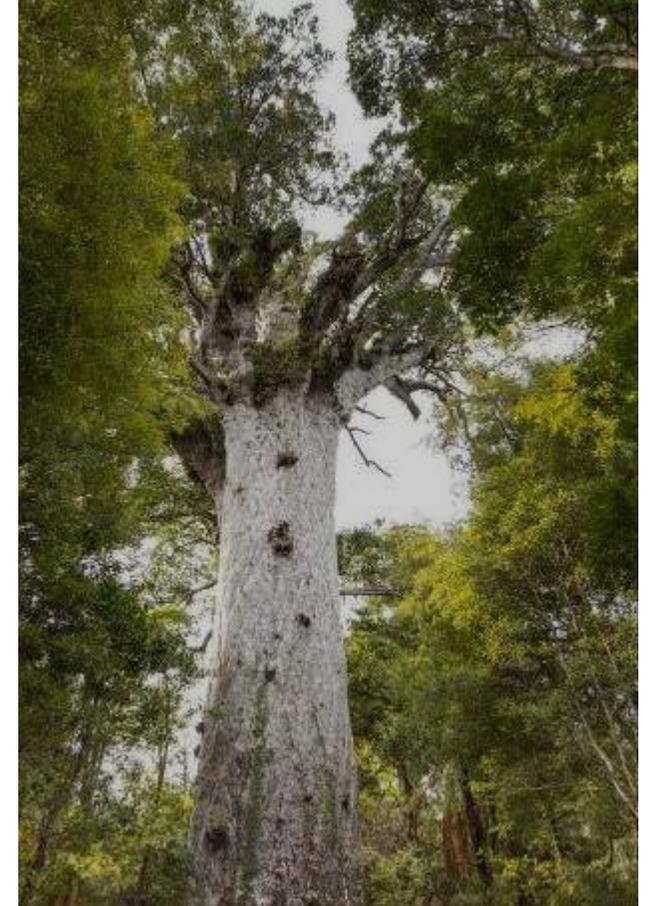
# Key barriers to travelling to New Zealand include the need for more research, waiting for attractive deals on flights and accommodation, finding the right time to travel, and deciding the best time of year to visit

## Barriers to booking holiday to New Zealand

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

		Previous 6 months
I have more research to do about New Zealand as a holiday destination	 33%	22%
Waiting for a good package deal on flights and accommodation	 32%	44%
Waiting for the right life circumstances to travel	 28%	18%
I'm still deciding on what time of year I want to travel	 26%	35%
Waiting to accrue enough annual leave	 22%	39%
Waiting for a deal on flights	 20%	26%
Visa process is confusing / difficult	 15%	5%
New Zealand is too far away / the flight is too long	 13%	1%
Don't have time to plan the trip at the moment	 11%	3%
I can't afford it at the moment	 9%	15%
It's too expensive to travel to New Zealand	 5%	4%
Don't have enough time to experience it properly	 2%	3%

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

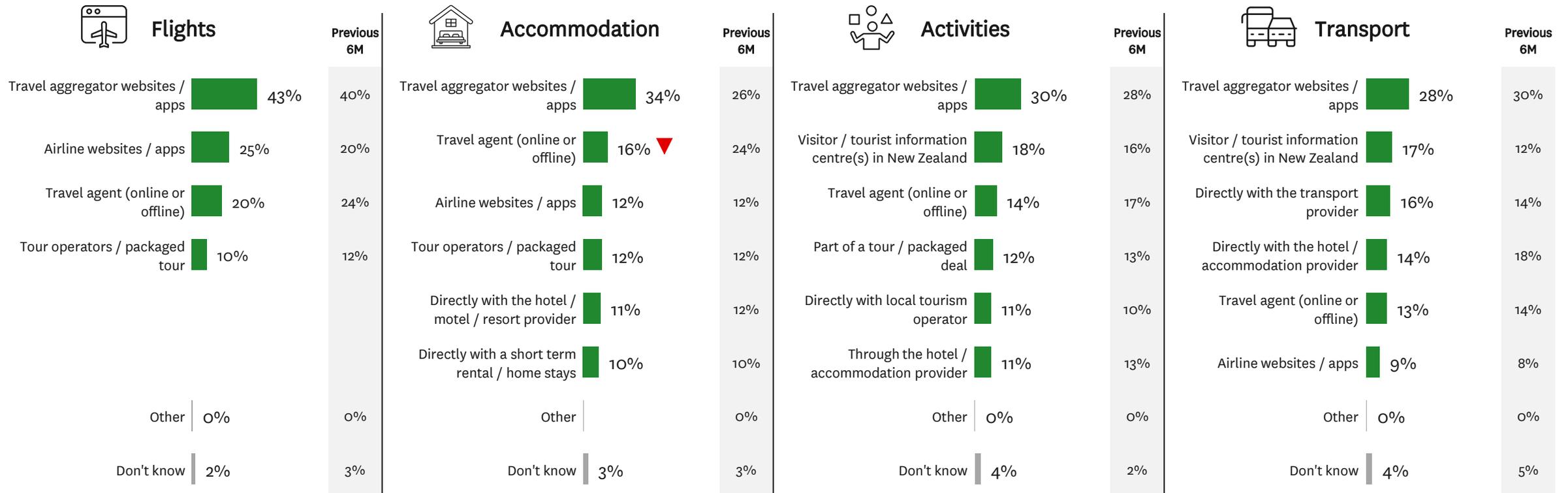


# Travel aggregator websites / apps tend to be the most used platforms for booking trips, from flights all the way through to transport once you arrive

## 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.



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

# ACs are more likely to travel to New Zealand with their partner / spouse, this is unchanged from the previous 6 months

## Likely travel party for a New Zealand holiday

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

Previous 6 months

Travel Party	Current 5M	Previous 6M
Partner / spouse	32%	35%
Family - with dependent children under 18yrs	19%	18%
Travel alone	13%	13%
A small group of friends (1-5 others)	8%	10%
Family - but no children under 18yrs	8%	7%
Travel alone but I'd meet friends / family there	6%	5%
Mix of friends and family with non-dependent children	4%	3%
A large group of friends (6+ others)	3%	3%
Mix of friends and family with dependent children	3%	2%
Strangers on an organised group tour	1%	2%

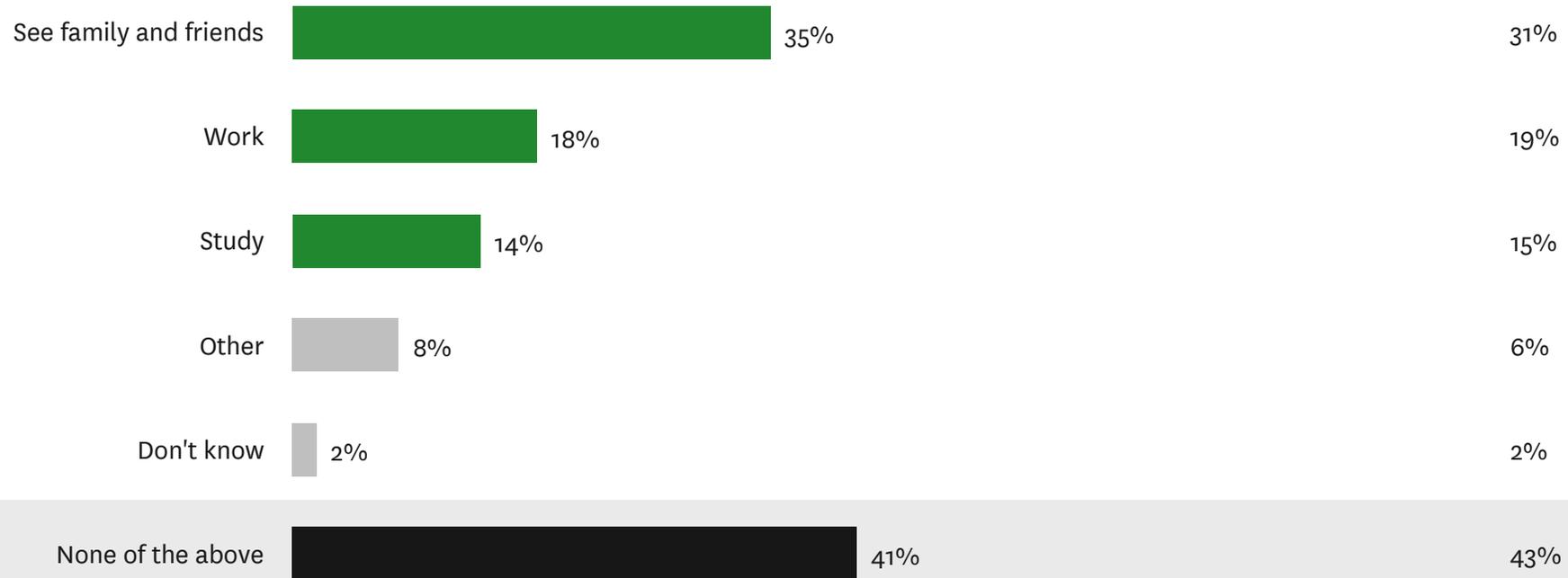
  Significantly higher / lower than previous period at 95%

# When coming for a holiday, more than a third of ACs intend to also to see family and friends

## Additional intentions when on holiday in New Zealand

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

Previous 6 months



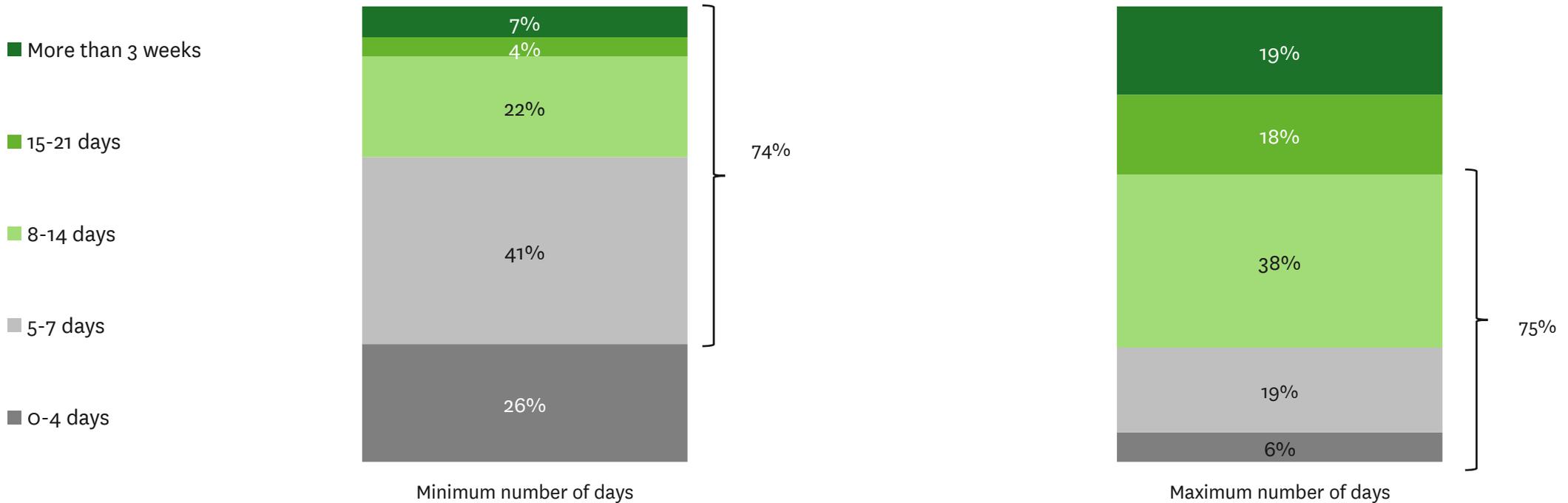
*This represents ACs who are considering travelling to New Zealand for a holiday ONLY*

  Significantly higher / lower than previous period at 95%

# The ideal vacation time spans 5-14 days, creating an opportunity to showcase both short and longer itineraries

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

AC Monitor | Current 5M | Total Active Considerers



4

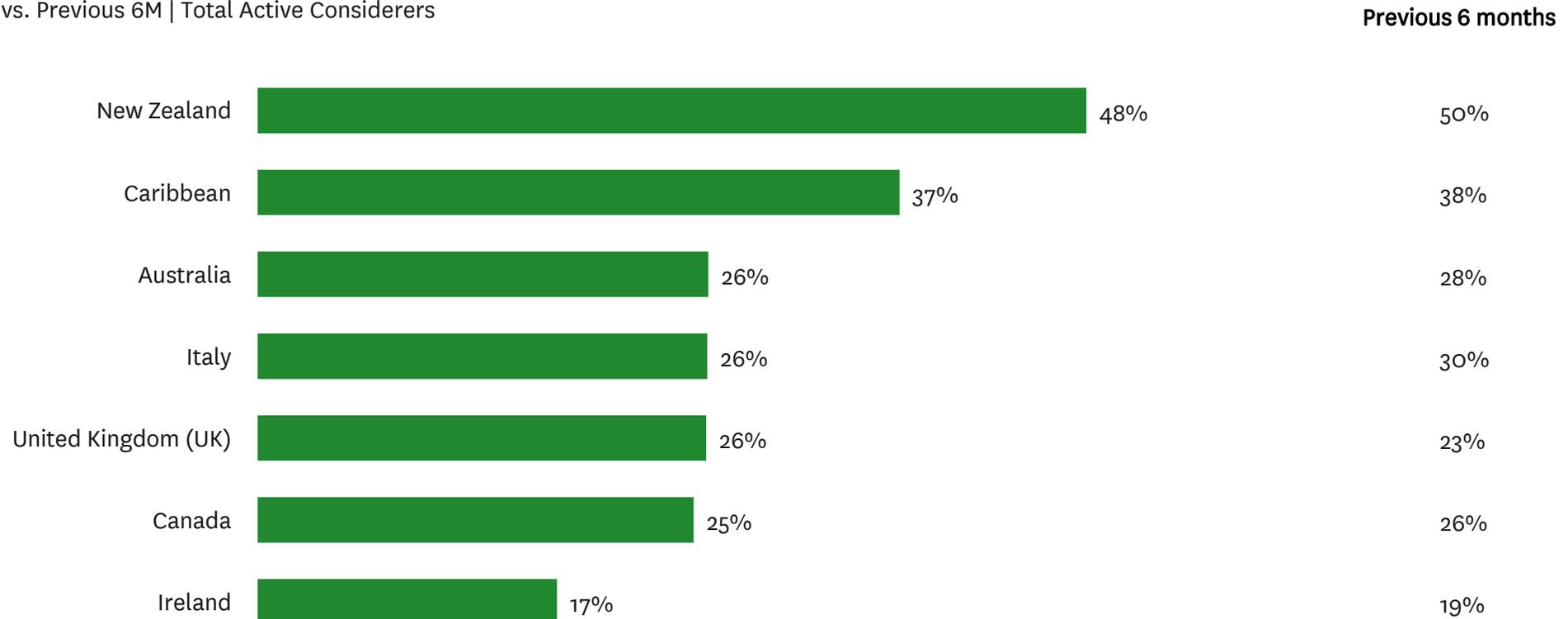
Is TNZ's advertising reaching the desired audience?



# Destination New Zealand advertising delivers higher recall than competitor destinations, though with no growth on the previous period

## Holiday destinations seen advertised or promoted recently (Prompted Awareness)

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



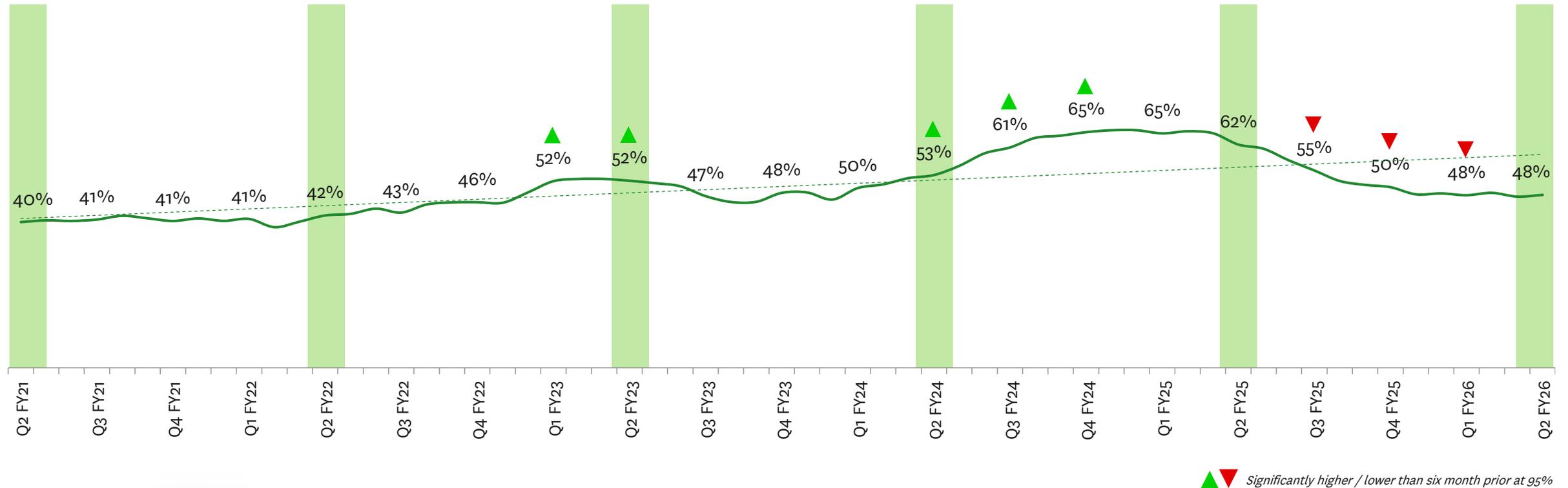
  Significantly higher / lower than previous period at 95%



# Following a decline in Q3 FY25, awareness of Destination New Zealand has now plateaued

## Seen New Zealand advertised or promoted recently (Prompted Awareness)

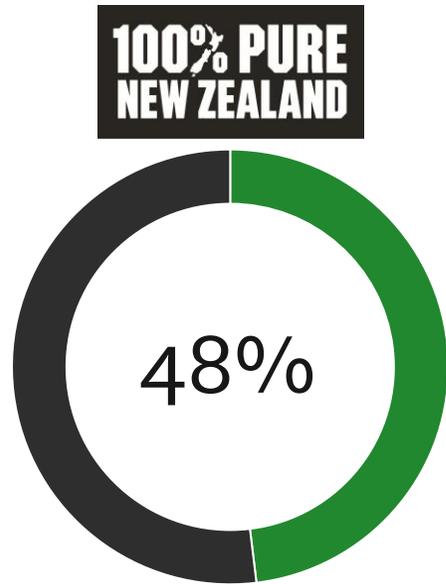
AC Monitor | 6MRA | Total Active Considerers



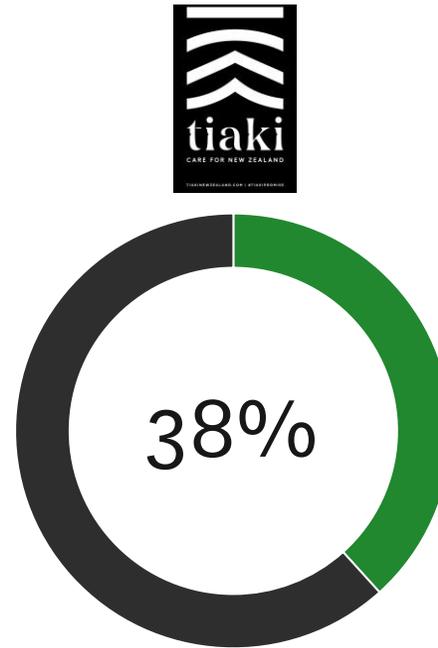
# Awareness across all assets remain steady – when prompted, 48% of ACs recognise 100% Pure New Zealand

## Asset awareness

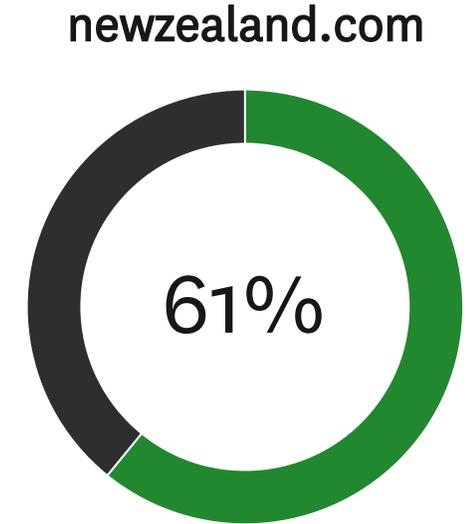
AC Monitor | Current 5M vs. Previous 6M | Total Active Considerers



■ Aware ■ Not aware



■ Aware ■ Not aware



■ Aware ■ Not aware

Previous 6M

45%

37%

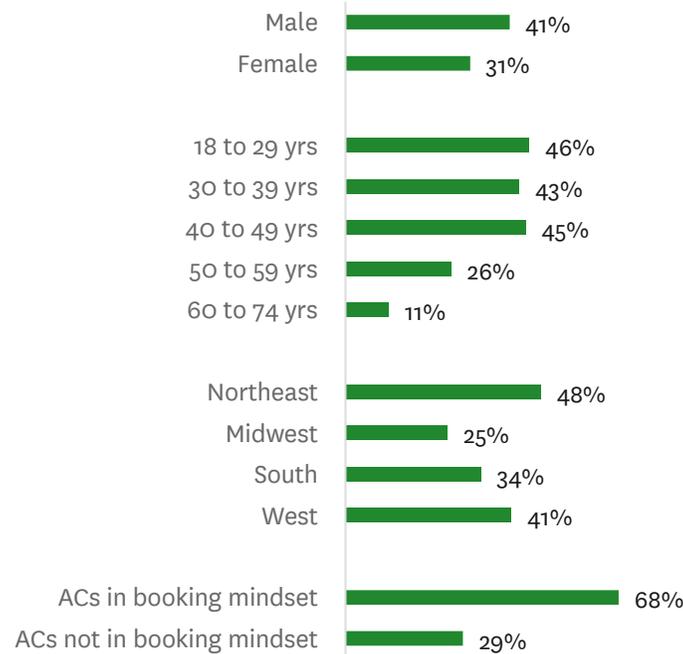
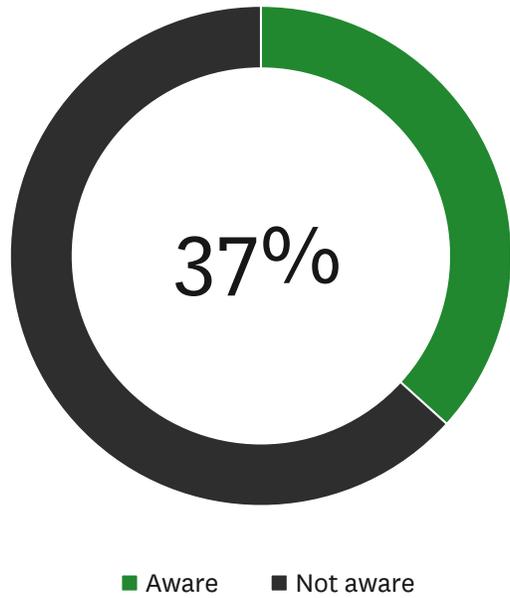
60%



# Ariki awareness stands at 37% and is significantly higher among males, those under 50 years, and residents of the Northeast

## Ariki Campaign awareness

AC Monitor | Current 5M | Total Active Considerers



▲ ▼ Significantly higher / lower than other groups at 95%



CANADA

KANTAR

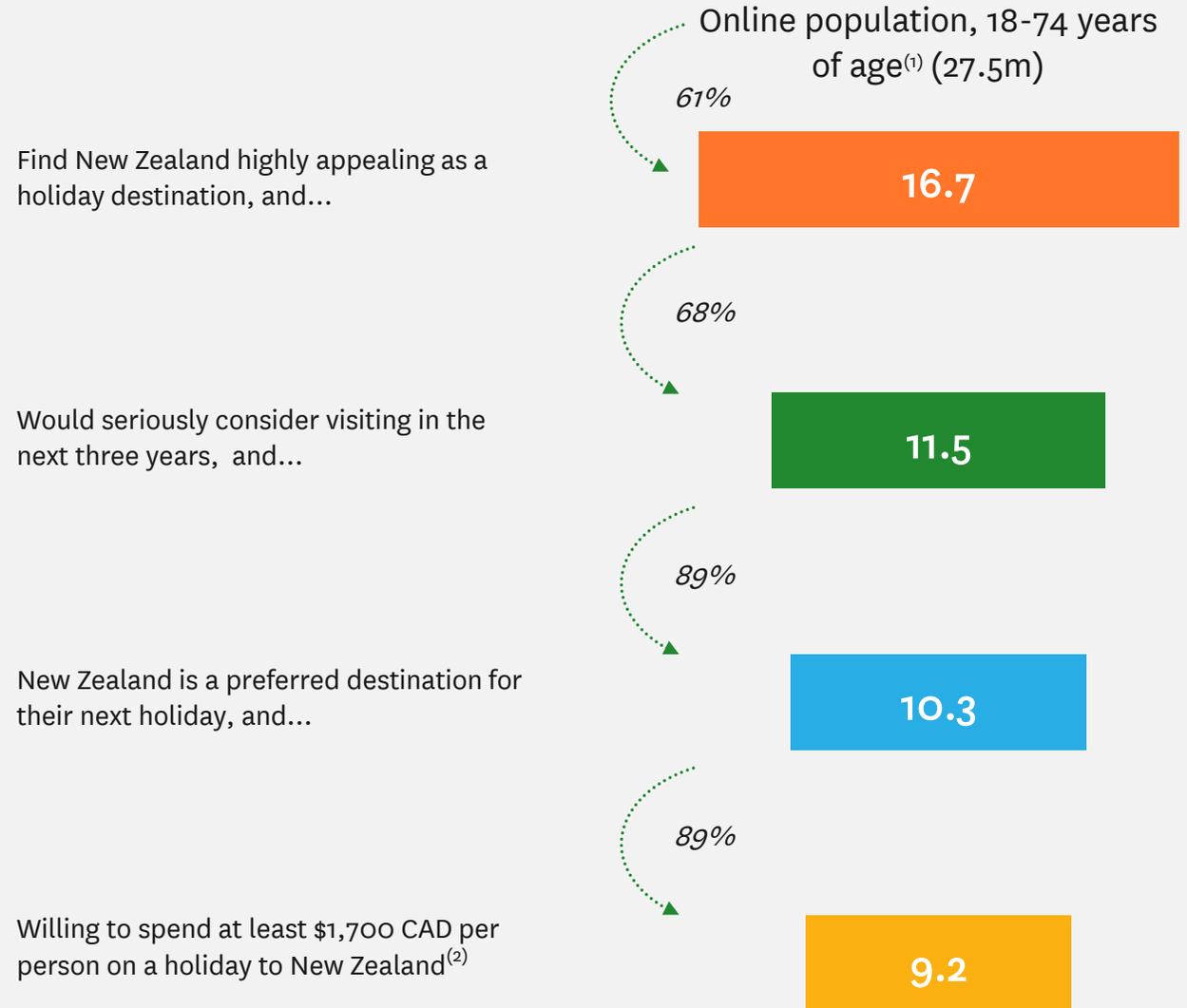
5

What is the size of opportunity for TNZ in Canada?

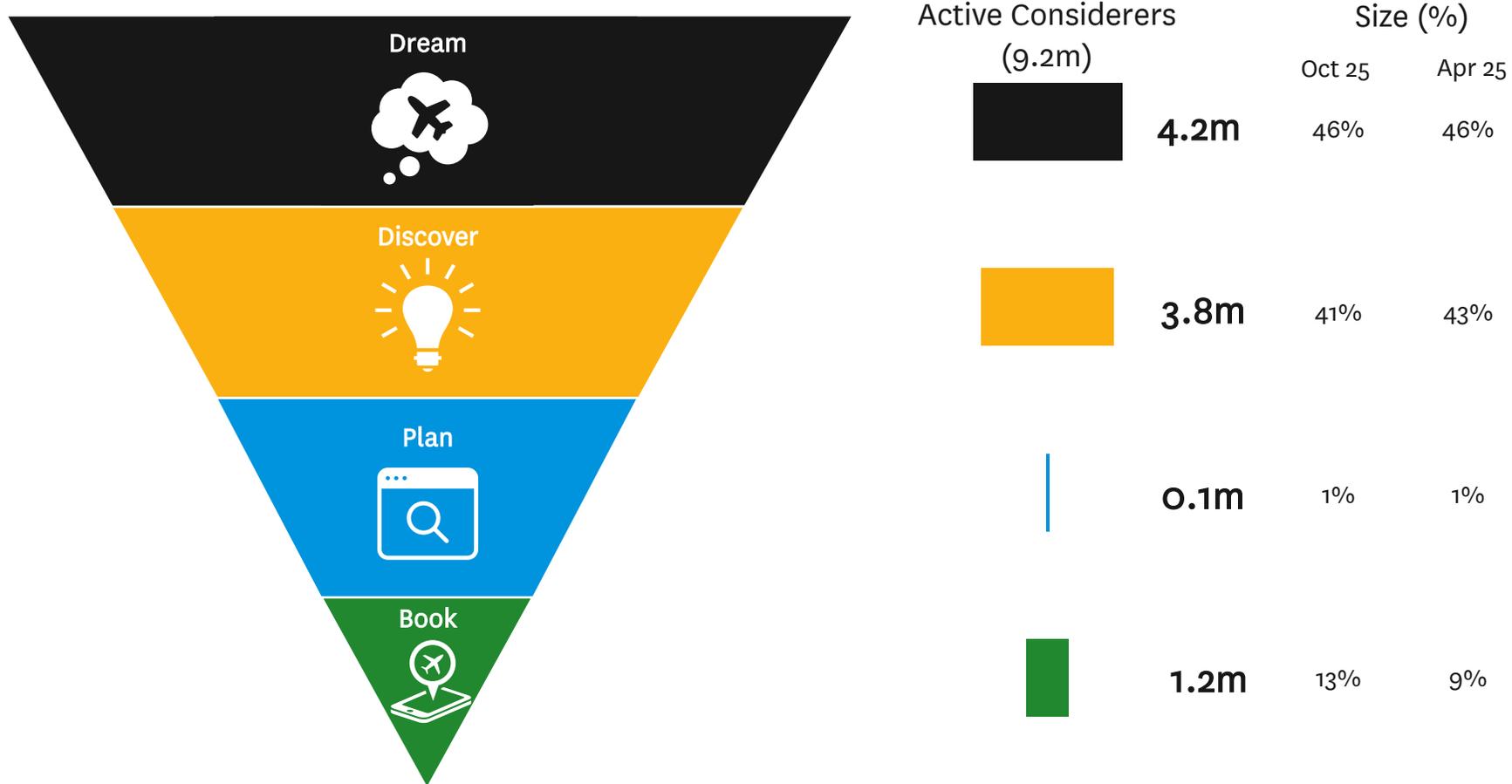
# Active Considerer journey funnel – Canada

## 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 (C\$1,700 per person on a holiday to New Zealand).



# Consumer Journey funnel to New Zealand – Canada

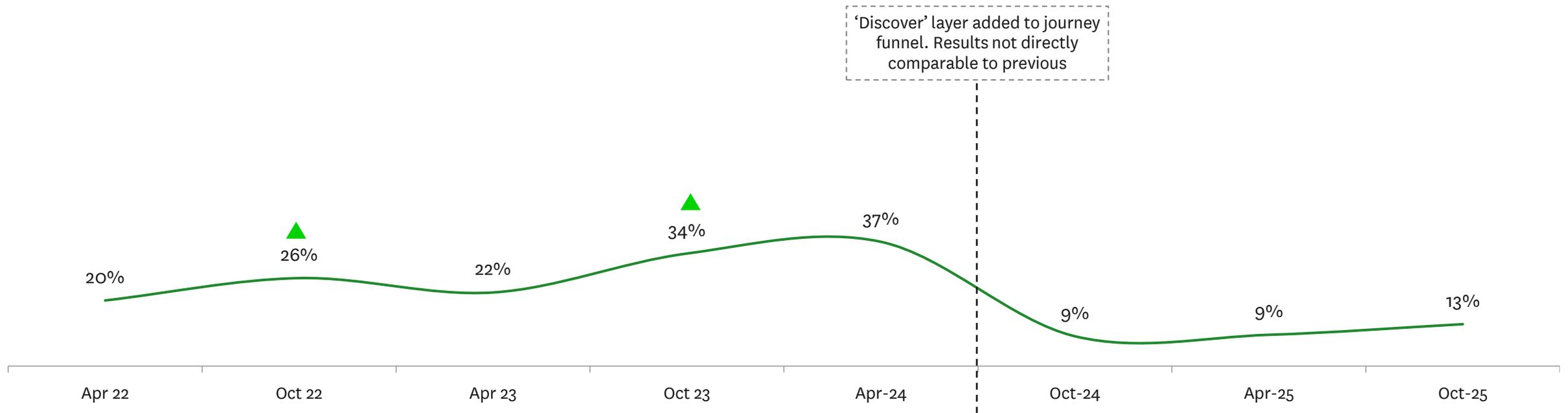


▲ ▼ Significantly higher / lower than previous wave at 95%

Although not significant, there is a positive shift in the proportion of ACs in the booking mindset compared to the previous period, following a pattern typically seen in October

### ACs in the Booking Mindset

% Active Considerers

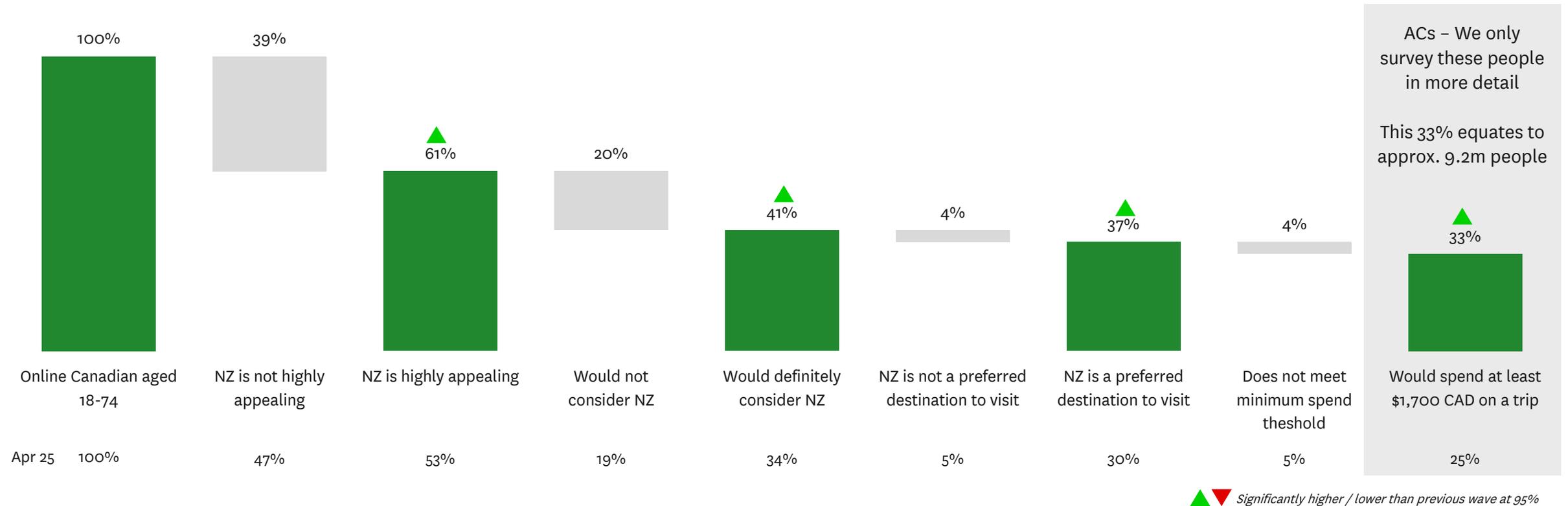


▲ ▼ Significantly higher / lower than previous wave at 95%

# With an AC incidence now at 33%, equating to 9.2 million people, the size of the opportunity in Canada has significantly increased since Apr 25

## Qualifying criteria for defining ACs

AC Monitor | Oct 25 | % Online users aged 18-74

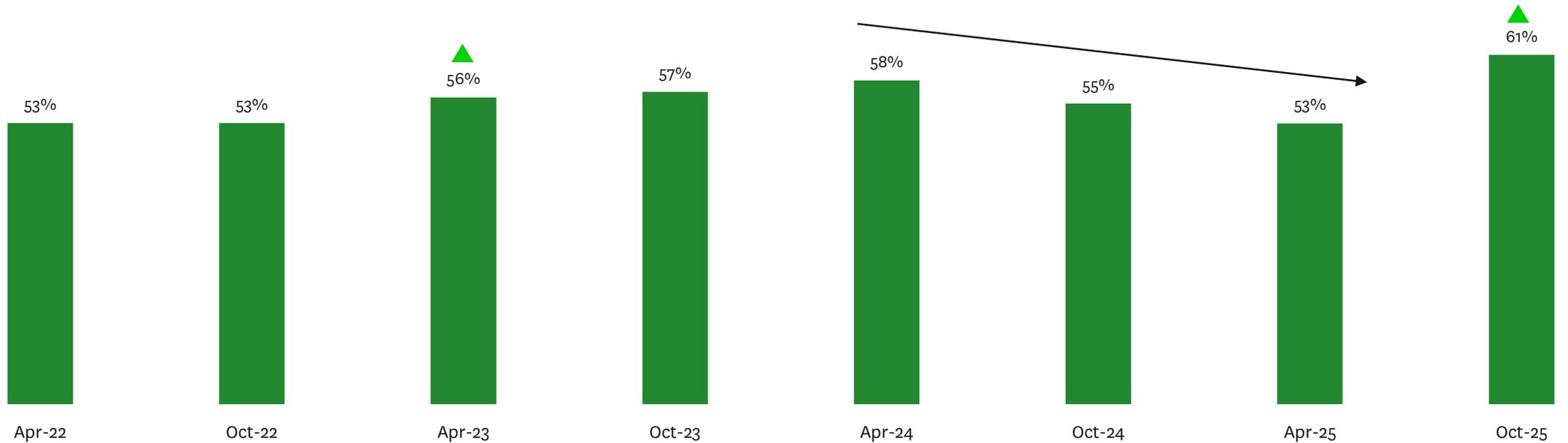


# After experiencing a downward trend over the past year, appeal for New Zealand as a holiday destination has soared to all-time-high in Oct 25

## Appeal

% Online users aged 18-74

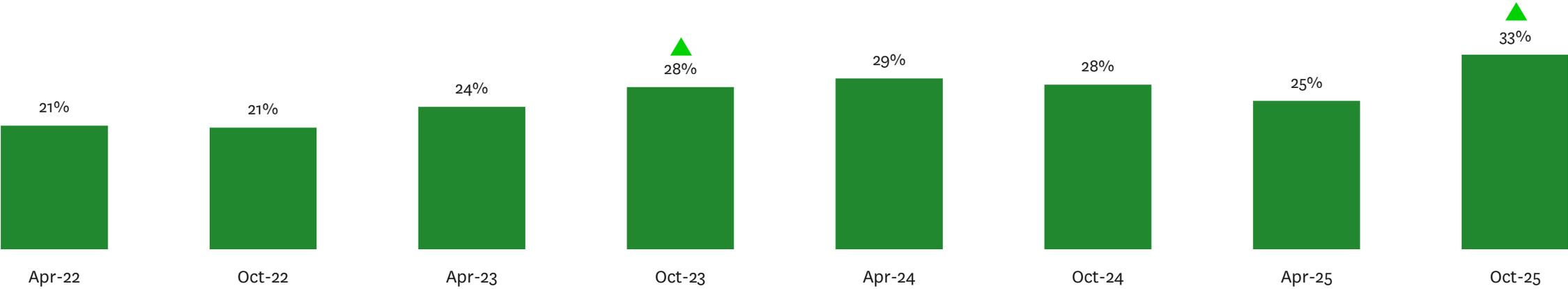
- Appeal is measured among the total online population aged 18 to 74 years old, and is the 'above the funnel' measure
- Appeal measures the emotive connection to the brand, irrespective of the barriers people have in converting their appeal to active consideration and arrivals
- Appeal is likely to be 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 previous wave at 95%

# The AC incidence in Canada has reached record levels in Oct 25, showing significant improvement from Apr 25

Incidence of ACs  
% Online users aged 18-74

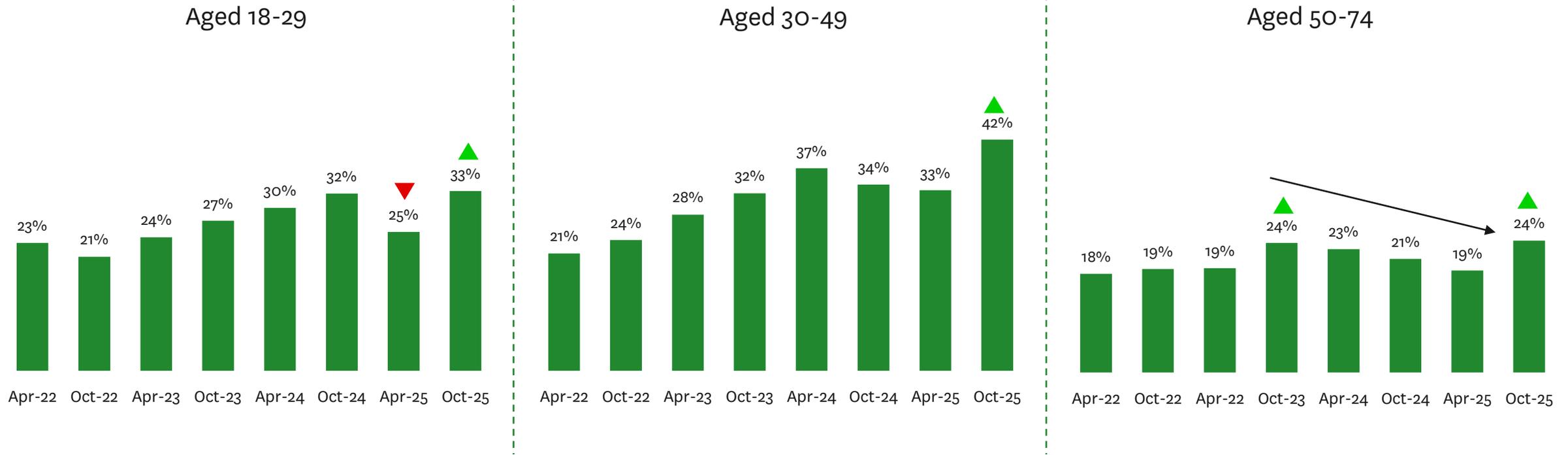


▲ ▼ Significantly higher / lower than previous wave at 95%

# Active consideration has increased across all age groups this quarter with the highest incidence among 30-49 year olds; among 50-74 year olds this halts a downward trend experienced in AC incidence since Oct 23

## Incidence of ACs

% Online users aged 18-74 | By age group

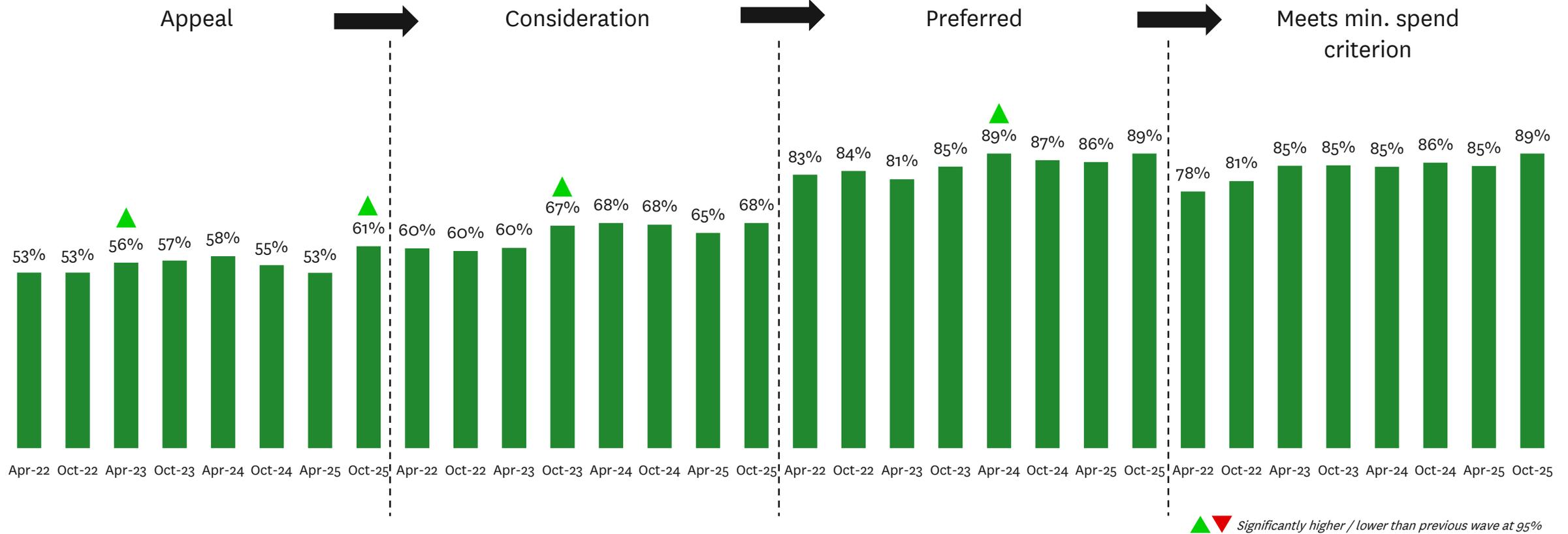


▲ ▼ Significantly higher / lower than previous wave at 95%

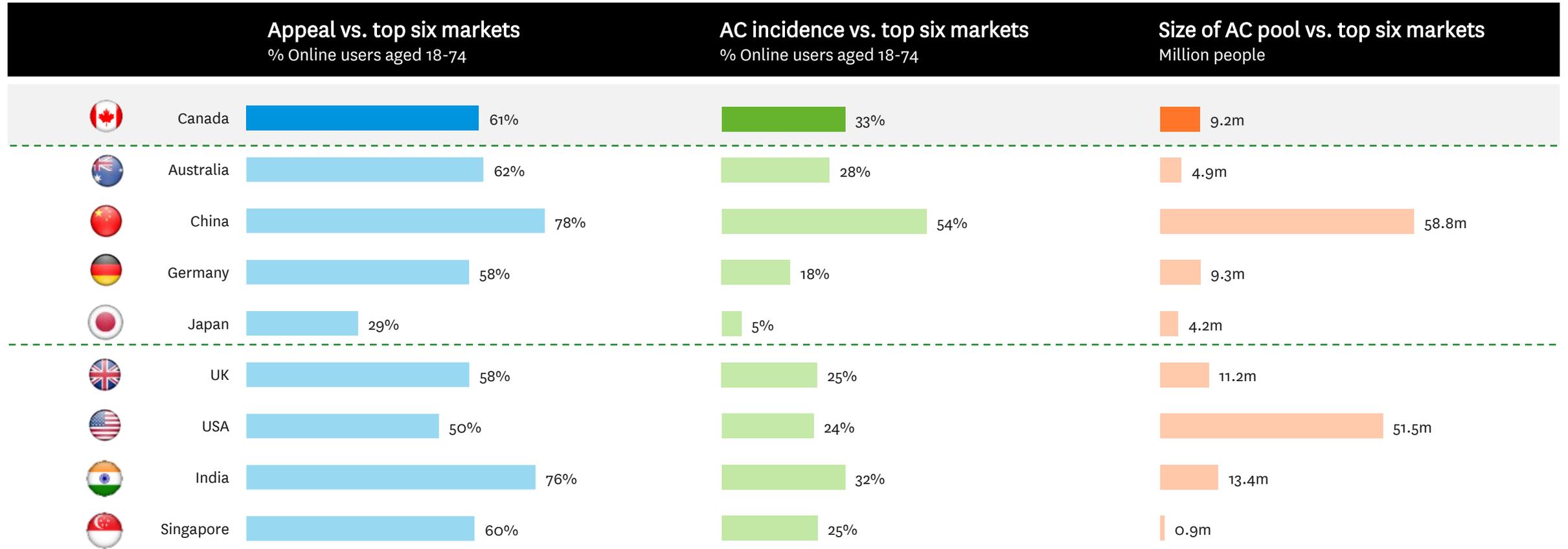
# The uplift in AC incidence this quarter is driven by a significant improvement in appeal, with an uplift, albeit more modest, in consideration

## Conversion of ACs through the Consideration Funnel

% Online users aged 18-74



# With 9.2 million ACs, Canada continues to represent an attractive opportunity for TNZ

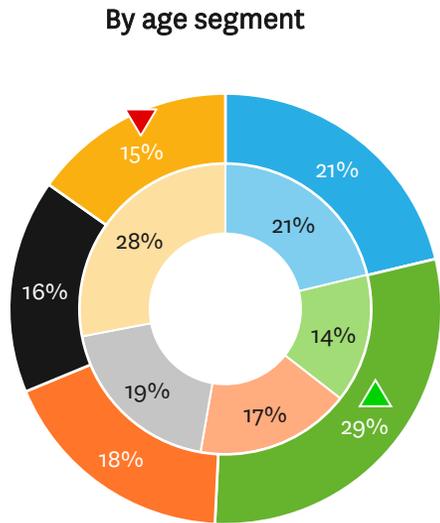


# ACs are concentrated in Ontario and skewed towards males and those aged 30-49 years; 37% of the AC pool have pre-school or school-aged children

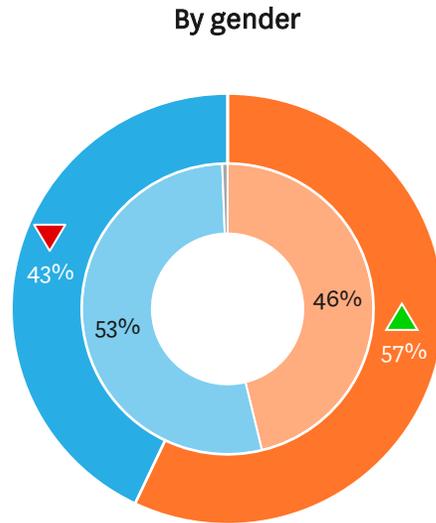
## Profile of Active Considerers

% Active Considerers vs Non-Active Considerers | Oct 25

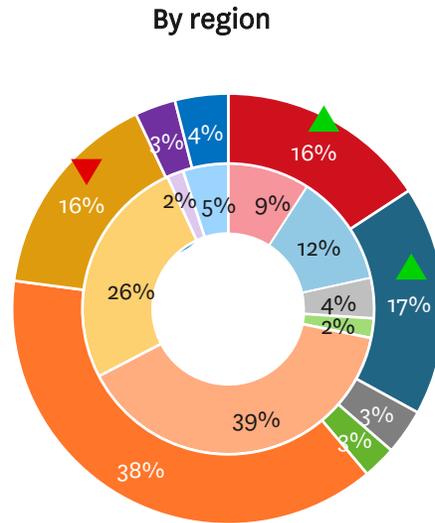
Outer ring: Canada Active Considerers  
Inner ring : Canada non-Active Considerers



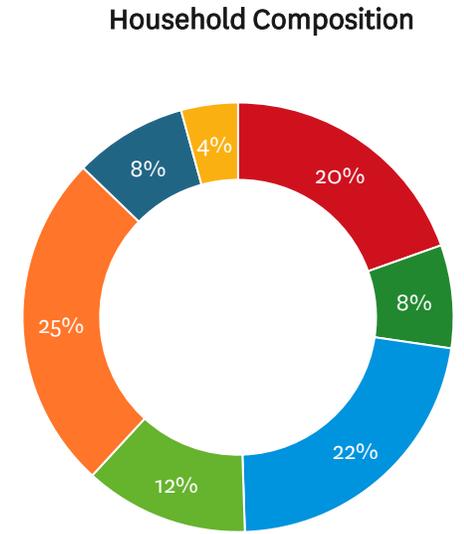
- 18 - 29 years
- 30 - 39 years
- 40 - 49 years
- 50 - 59 years
- 60 - 74 years



- Male
- Female
- Gender diverse



- Alberta
- British Columbia
- Manitoba
- Nova Scotia
- Ontario
- Quebec
- Saskatchewan
- Elsewhere



- Living alone
- Living with friends / flat mates
- Couple - no children
- Family with mainly pre-school children
- Family with mainly school-age children
- Family with mainly independent children

▲ ▼ Significantly higher / lower than non AC's

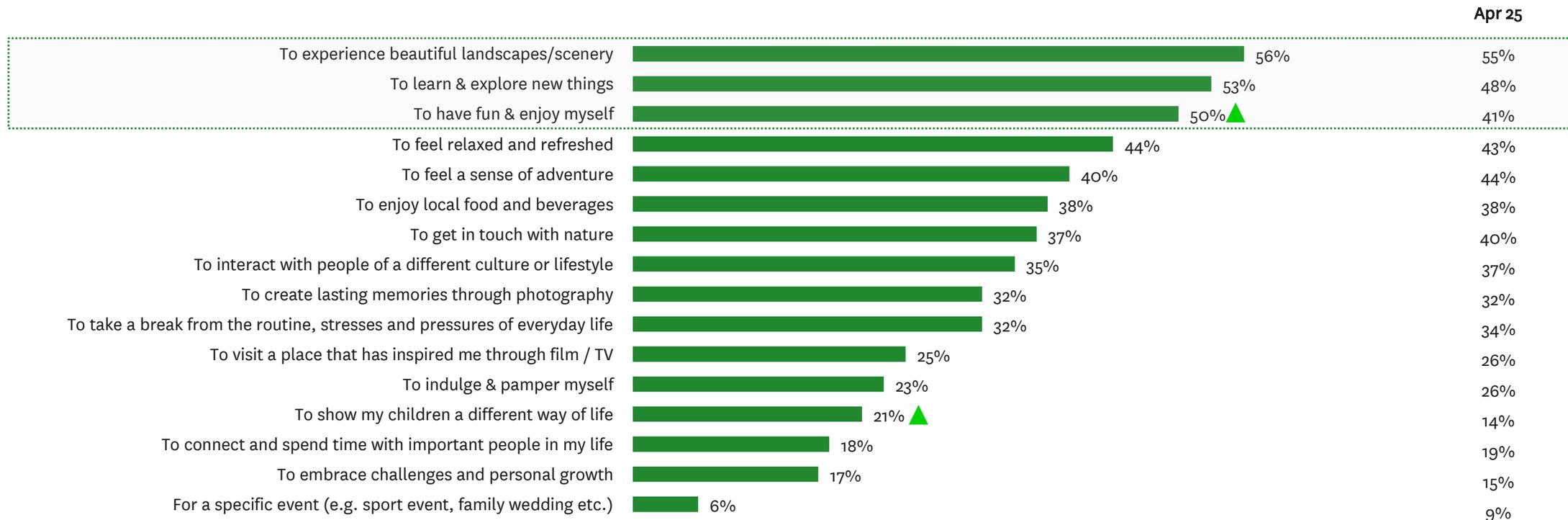
6

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

# Brand messaging should continue to highlight key motivations for visiting New Zealand by showcasing our stunning landscapes and exploration opportunities; This period, there is an increased focus on fun & enjoyment, and giving children a different way of life as reasons to visit

## Reasons to visit New Zealand

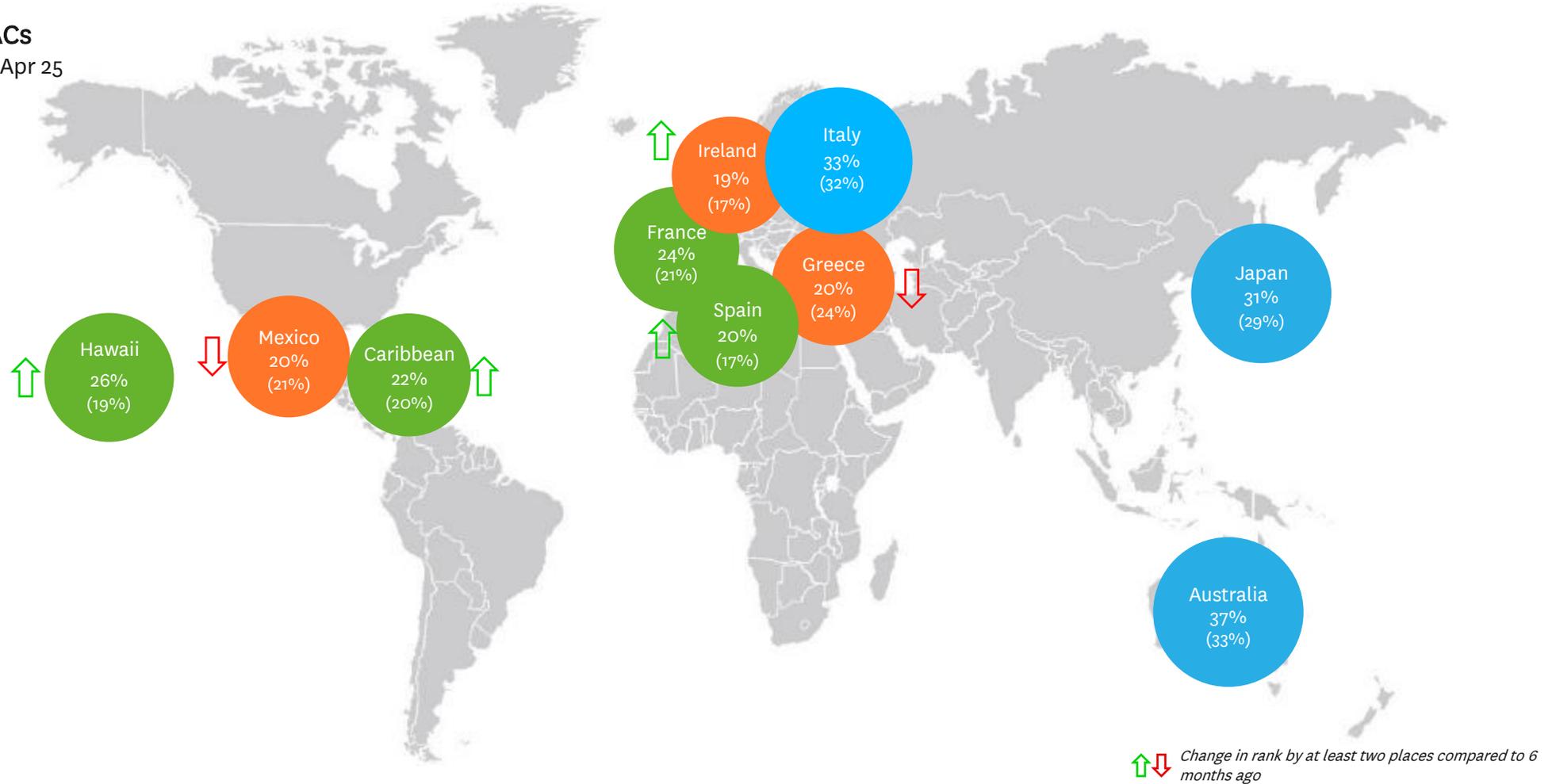
% Active Considerers | Oct 25



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

# Preference for Australia, Italy and Japan as the top competitor destinations has remained unchanged; Hawaii has seen the biggest jump in preference since Apr 25

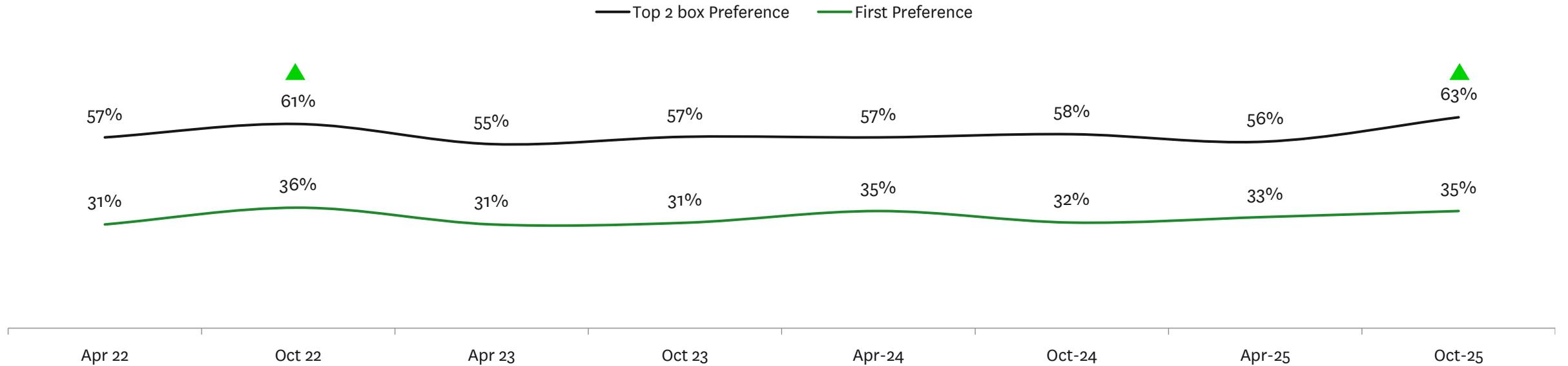
Top ten competitor set for ACs  
 % Active Considerers | Oct 25 vs Apr 25



# Among ACs, first-choice preference for New Zealand remains stable however there has been a significant uplift in top two preference this quarter

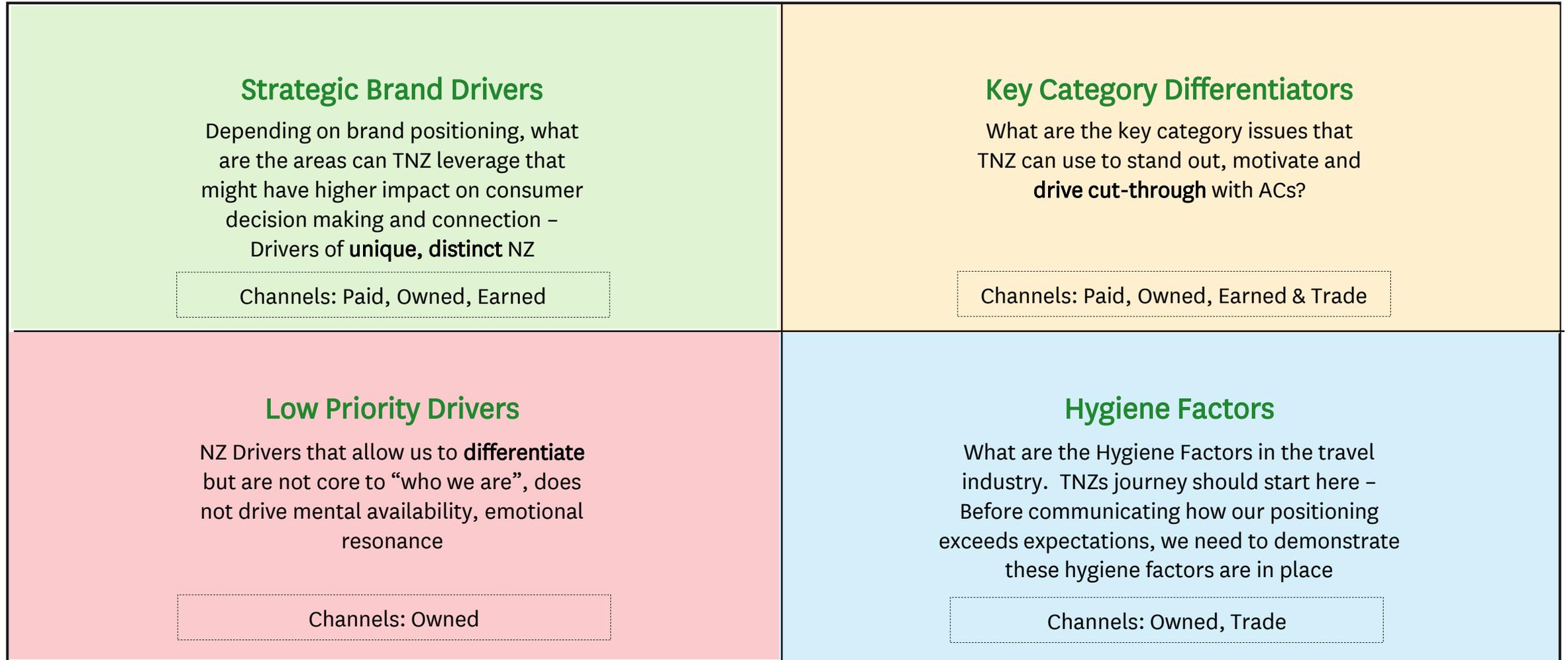
## Preference KPI

% Active Considerers



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

# A framework to organise and optimise the brand associations that matter



# Brand associations

## 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

# Brand messaging should focus on key drivers of preference, emphasising connection to the land, adventure, landscapes, clean image, as well as safe environment; messaging around our beaches and food & wine offerings could be dialled up

## Brand Associations which drive preference for NZ

AC Monitor | % | Oct 24 (Apr '25 – Oct '25 combined) | Total Active Considerers | Index (see appendix)

Latest results	Oct '25 rank	Oct '24 rank	Apr '24 rank <sup>(1)</sup>
Relationship with the land	1 ↑	15	15
Range of adventure	2 ↑	10	12
Landscapes & scenery	3	5	3
Clean & unpolluted	4	6	4
Safe destination	5	2	9
Excitement	6 ↓	1	1
Unique experiences	7 ↑	16	19
Interesting cities	8 ↑	22	23
All seasons	9	12	10
Range of experiences	10	13	18
Family friendly	11	14	17
Escape normal life	12 ↓	8	2
Local culture	13	11	16
Fun & enjoyment	14 ↓	4	5
Friendly people	15 ↓	7	14

Latest results	Oct '25 rank	Oct '24 rank	Apr '24 rank <sup>(1)</sup>
Iconic attractions	16	18	22
Indigenous culture	17	20	20
Relax & refresh	18	17	21
Amazing beaches	19 ↓	3	7
Quality food & wine	20	19	24
Wildlife experiences	21 ↓	9	6
Easy to travel around	22	21	13
Affordable activities	23	23	25
Affordable to fly to	24	24	26

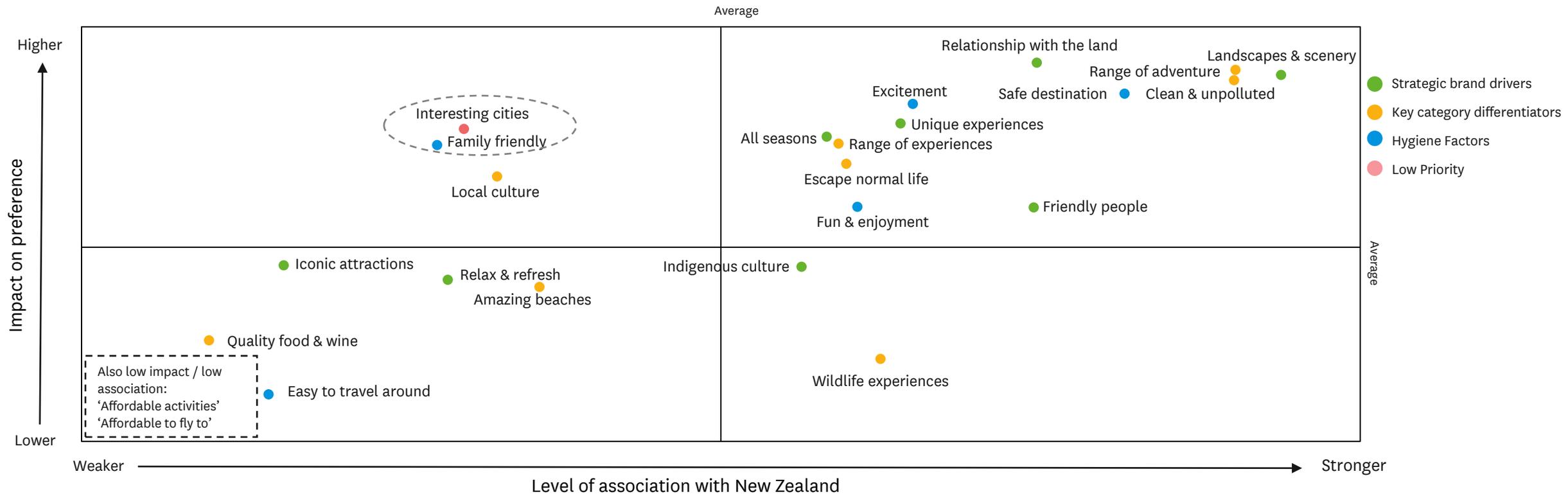
Changes in brand attribution list affect comparability in ranking over time	Strategic Brand Drivers	Key Category Differentiators
	Low Priority Drivers	Hygiene Factors

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

# New Zealand as a destination demonstrates stronger associations with higher impact drivers – particularly its landscapes & scenery, range of adventure and clean & green image; however there remains potential to promote New Zealand’s interesting cities and family friendly environment

## Brand Associations of New Zealand x Impact on preference

% All markets



# Relative to competitors, New Zealand has several strategic and category brand strengths it can leverage but there is room to boost perceptions of its iconic attractions, a place to relax and refresh, range of experiences on offer, local culture, and ability to sample quality food and wine

## 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	Italy	Japan	Hawaii	France	
Strategic Brand Drivers	Relationship with the land	112	105	66	75	126	62
	Landscapes & scenery	104	98	93	96	109	81
	Unique experiences	103	102	97	119	79	75
	All seasons	105	103	89	97	100	75
	Friendly people	105	96	93	96	101	83
	Iconic attractions	85	100	134	109	101	146
	Indigenous culture	114	116	41	69	145	42
	Relax & refresh	97	100	99	94	135	89
Key Category Differentiators	Range of adventure	106	109	78	90	97	92
	Clean & unpolluted	113	95	83	86	97	67
	Range of experiences	95	101	112	115	101	89
	Place to escape	100	84	94	121	107	100
	Local culture	88	98	110	121	102	141
	Amazing beaches	100	118	90	47	142	106
	Quality food & wine	89	88	158	100	65	165
	Wildlife experience	118	158	26	53	81	53

### Actions for TNZ:

#### Strengths:

- Relationship with the land
- All seasons
- Friendly people
- Indigenous culture
- Range of adventure
- Clean & unpolluted
- Wildlife experience

#### Drivers to dial up:

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

# Perception of New Zealand having affordable activities is stronger than key competitors Hawaii, Australia and France but there is room to improve its perceived opportunities for excitement and fun, as well as being a family friendly destination with interesting cities

## 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	Italy	Japan	Hawaii	France
Hygiene Factors	Safe destination	99	101	114	108	78	100
	Excitement	96	95	99	124	100	103
	Family friendly	96	99	111	102	116	88
	Fun & enjoyment	92	95	114	109	103	126
	Easy to travel around	90	91	136	120	80	127
	Affordable activities	111	79	114	100	66	89
	Affordable to fly to	104	78	100	95	88	148
Low Priority	Interesting cities	89	93	126	130	77	138

### Actions for TNZ:

#### Strengths:

- Affordable activities

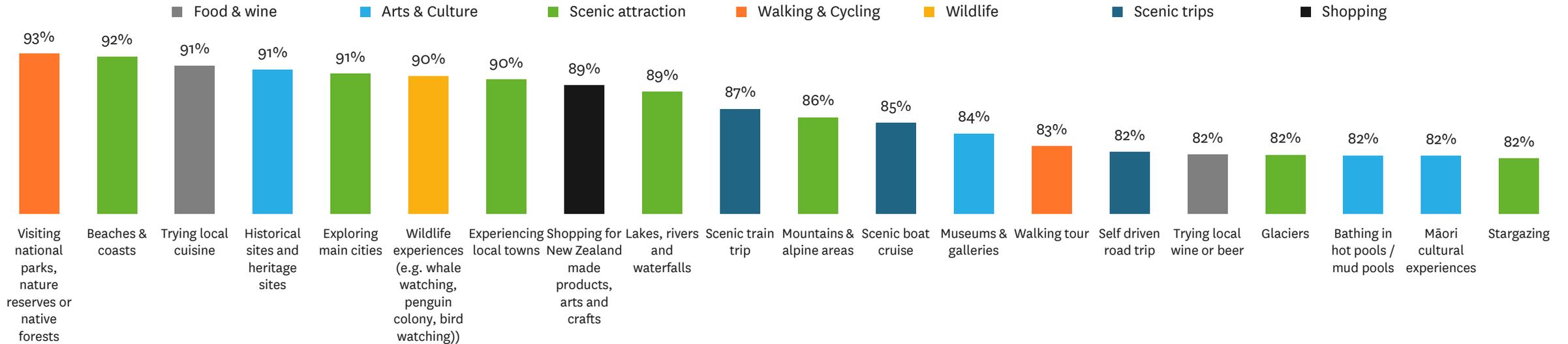
#### Drivers to dial up:

- Interesting cities
- Excitement
- Family friendly
- Fun & enjoyment
- Easy to travel around

# The most common activities of interest include visiting our national parks, beaches & coasts and trying local cuisine; promoting these activities and other scenic attractions can help strengthen less competitive brand perceptions, such as iconic attractions and quality cuisine

## Activities interested in doing in New Zealand (Top 20)

% Active Considerers | Oct 25



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

# The length of time required to fly to New Zealand remains the top concern for potential travellers, as well as the ease of travel and safety; weather concerns become less prevalent this quarter

## Top ten knowledge gaps

% Active Considerers | Over time

		Oct-25	Apr-25
1	The length of time required to fly to New Zealand	42%	48%
2	How easy it is to travel around	39%	37%
3	How safe it is from crime	38%	33%
4	How welcoming the locals are	36%	36%
5	What the best time of year is to do the activities I want to	33%	37%
6	What the weather is like	30% ▼	39%
7	How safe it is to participate in adventure activities	29%	26%
8	How long it takes to travel between the main attractions	29%	30%
9	The quality and variety of food and beverage options	26%	25%
10	The length of time needed to experience New Zealand properly	25%	30%

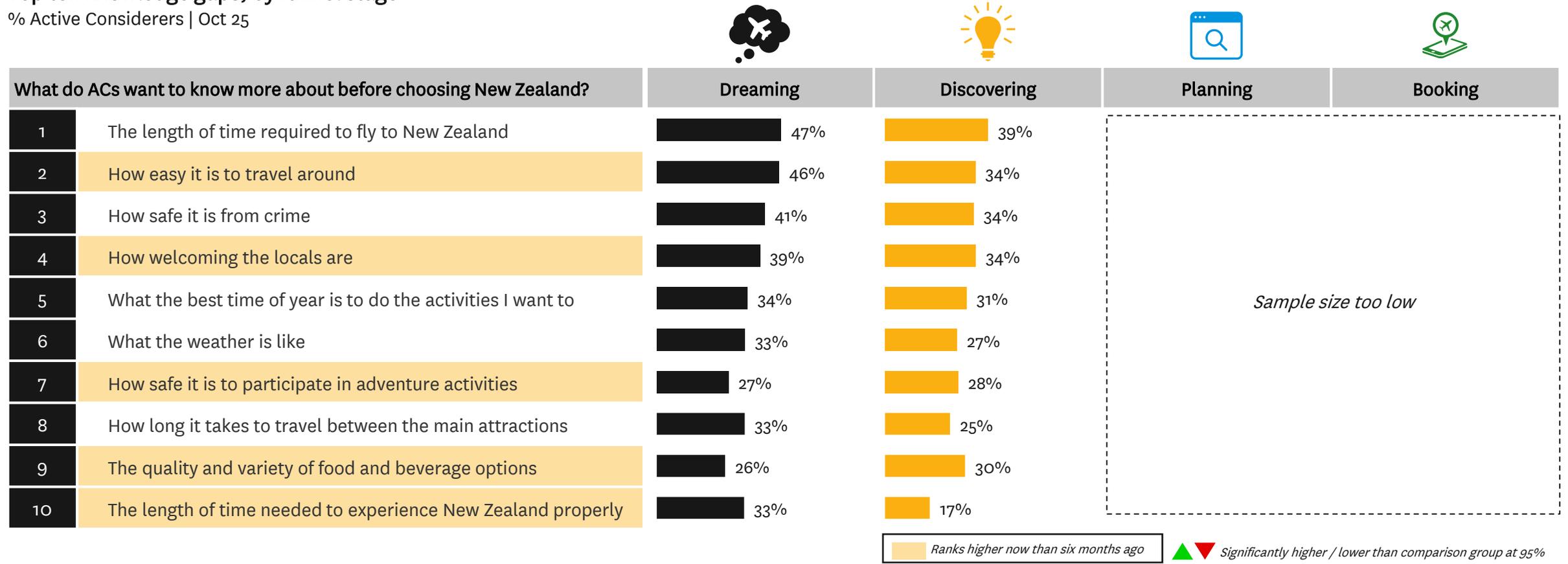
Ranks higher now than six months ago

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

# Similar tactical communications would resonate with Dreamers and Discoverers

## Top ten knowledge gaps, by funnel stage

% Active Considerers | Oct 25

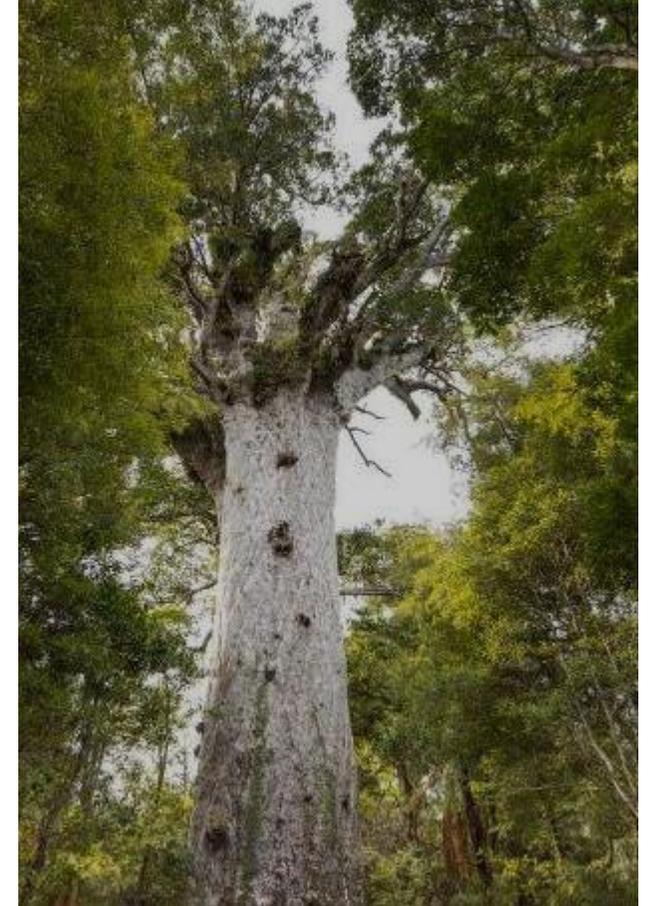


# TNZ can help prompt ACs to book by providing advice on the best time of the year to travel, and working with trade partners to offer bundled package deals on flights and accommodation

## Barriers to booking holiday to New Zealand

% Active Considerers | Oct 25

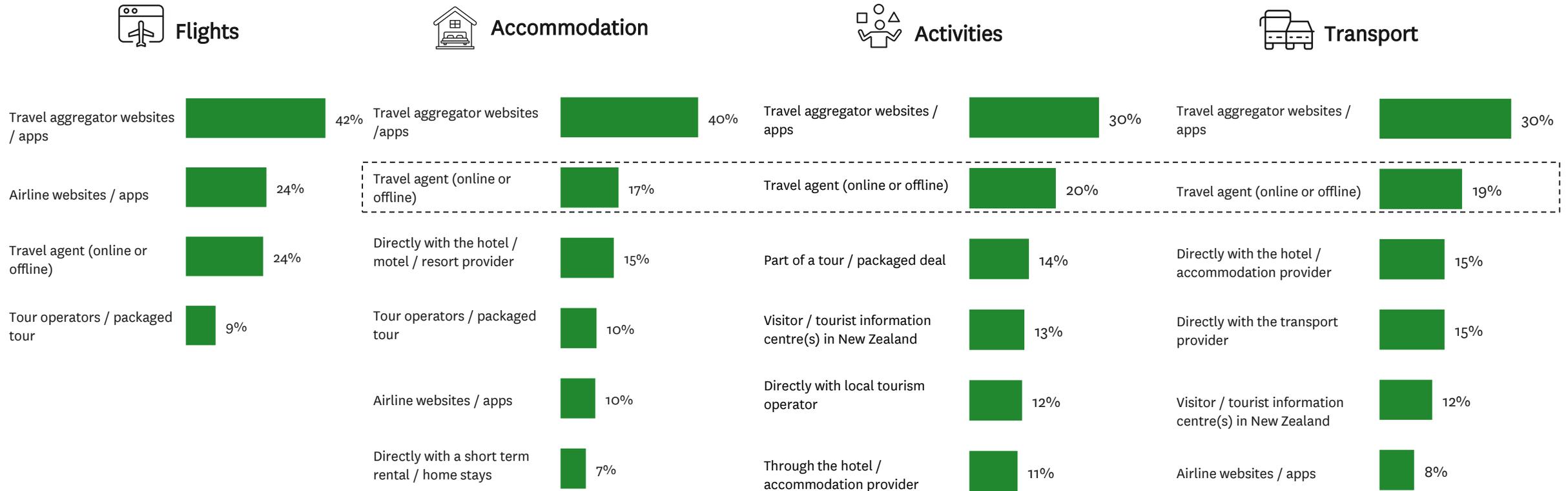
Apr 25



# While travel aggregators are the most popular channel to book various trip elements, travel agents provide an opportunity to influence ACs; additionally, local hotel / accommodation providers play a key role in shaping decisions related to accommodation and transport

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

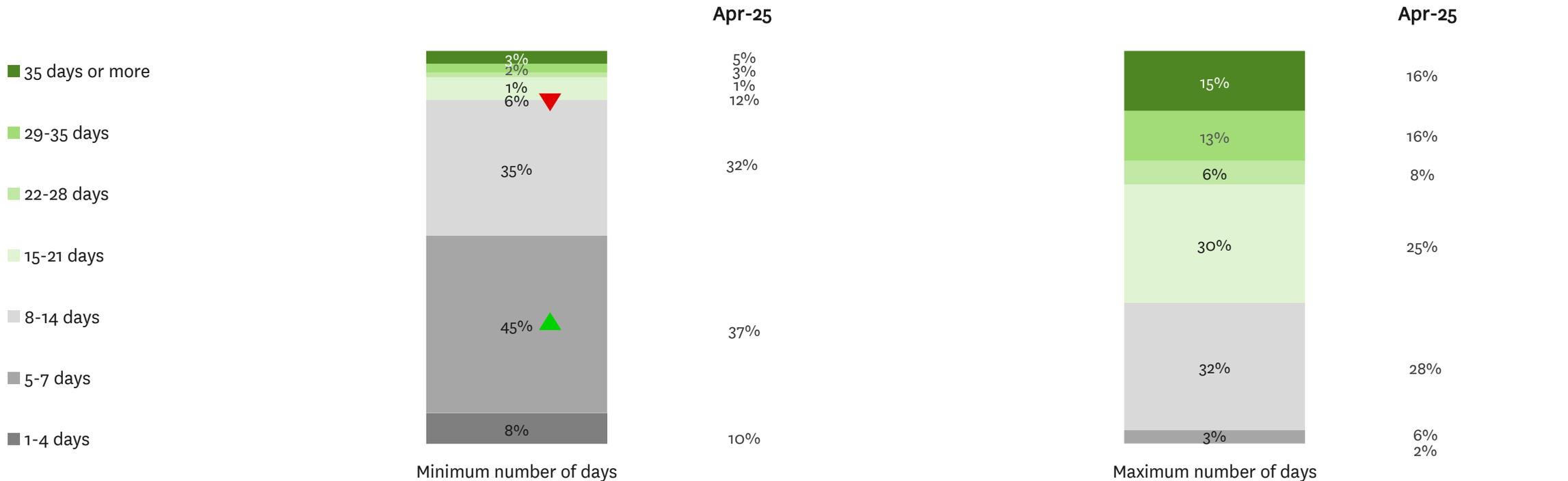
% Active Considerers | Oct 25



# Most Canadians are looking to spend between 5 - 21 days on holiday in New Zealand, although there is a shift towards shorter minimum number of days in New Zealand

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

% Active Considerers | Oct 25



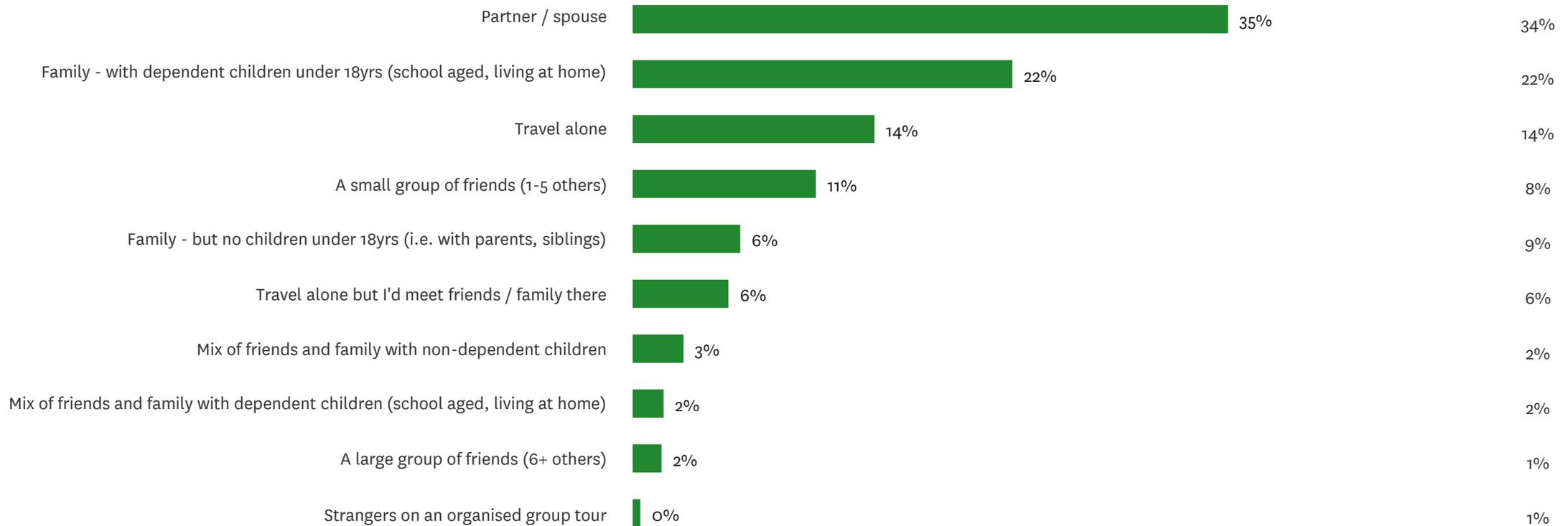
▲ ▼ Significantly higher / lower than previous wave at 95%

# Canadian ACs are more inclined to travel to New Zealand in smaller groups, with 35% likely to travel with a partner; an additional 11% would most likely travel with a small group of friends

## Likely travel party for New Zealand holiday

% Active Considerers | Oct 25

Apr-25



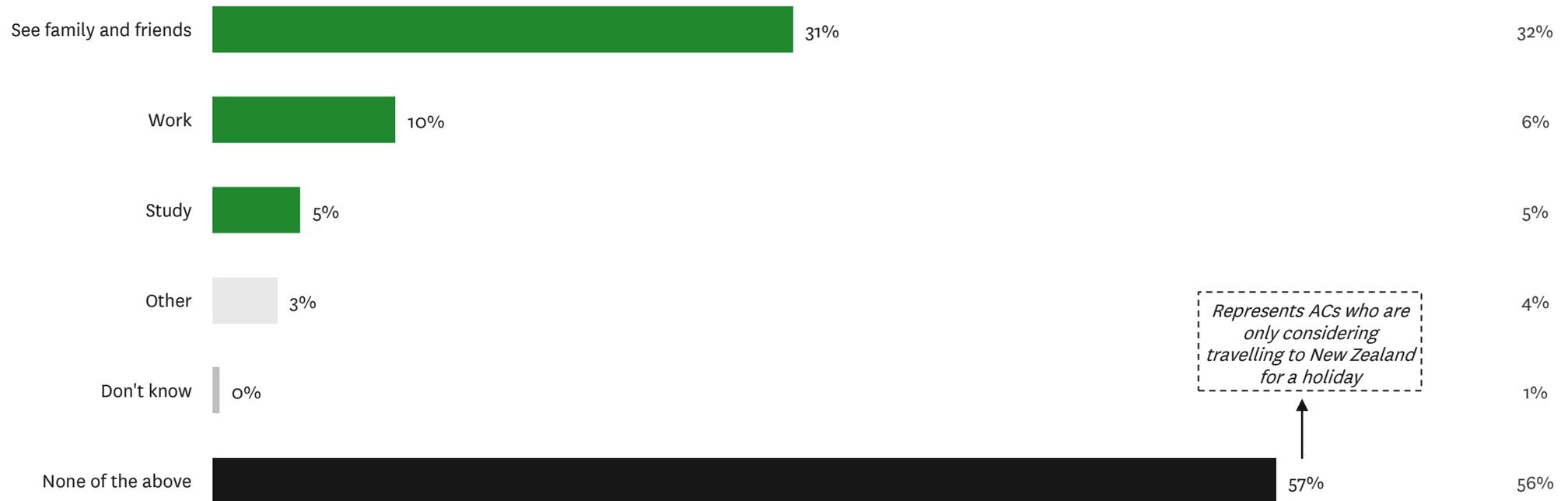
▲ ▼ Significantly higher / lower than previous wave at 95%

# Over half of the AC pool intend to visit New Zealand for a holiday only, while 31% would look to visit family and friends while on holiday in New Zealand

## Additional intentions when on holiday in New Zealand

% Active Considerers | Oct 25

Apr-25

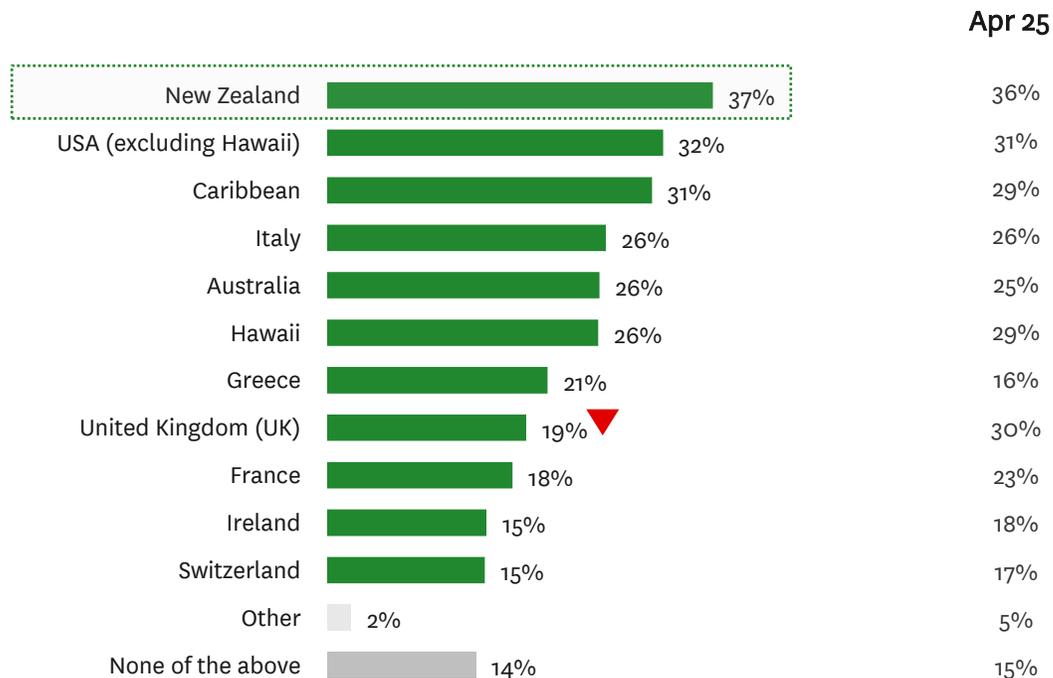


▲ ▼ Significantly higher / lower than previous wave at 95%

# Destination New Zealand advertising achieves higher levels of recall than other competitor destinations, followed by the USA; ACs are most likely to recall New Zealand content from social media and/or travel aggregator websites/apps

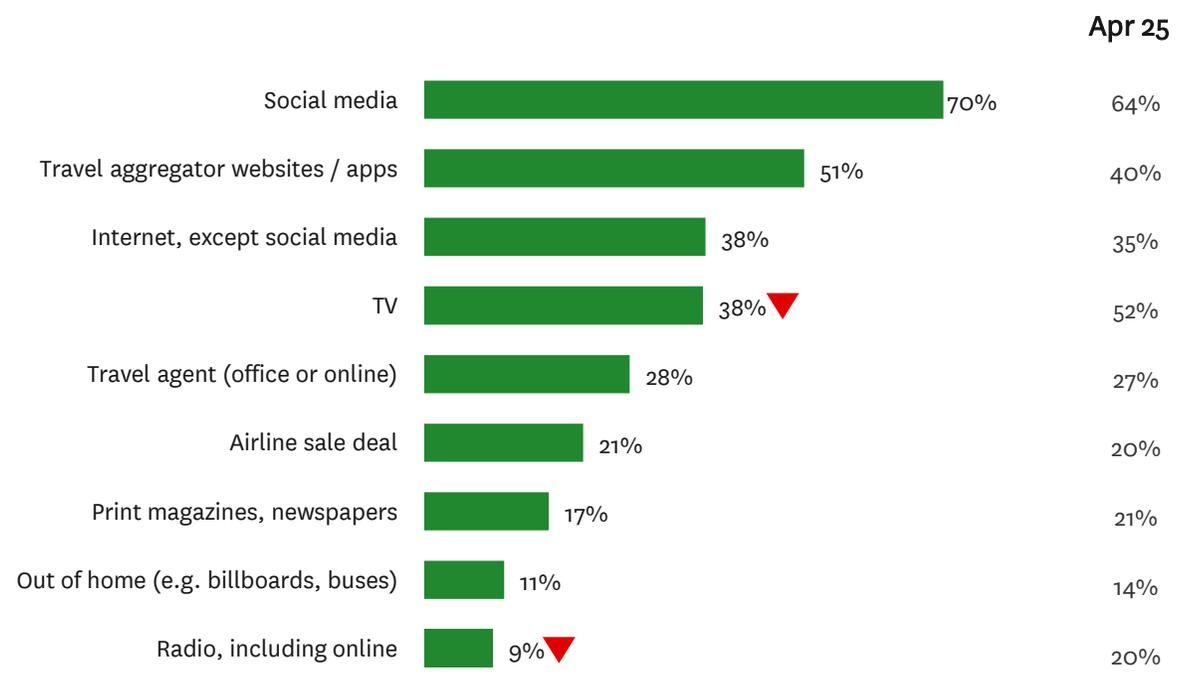
## Holiday destinations seen advertised recently (prompted awareness)

% Active Considerers | Oct 25



## Channels recalled seeing New Zealand content (prompted awareness)

% Those who recall seeing New Zealand content | Oct 25

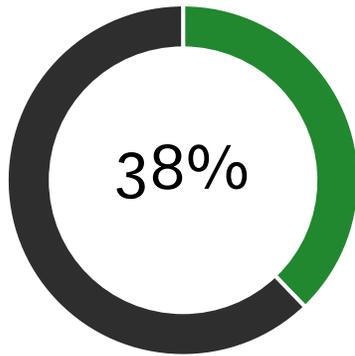


▲ ▼ Significantly higher / lower than previous wave at 95%

# 29% of Canadian ACs have seen our Ariki campaign ad, while prompted awareness of our three brand assets remains comparable to the last quarter

## Prompted asset awareness

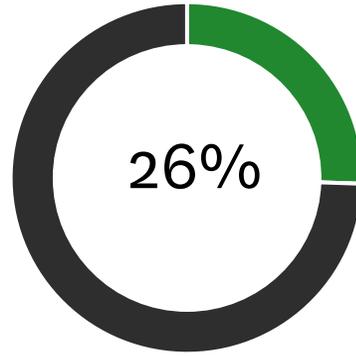
% Active Considerers | Oct 25



■ Aware ■ Not aware

Apr-25

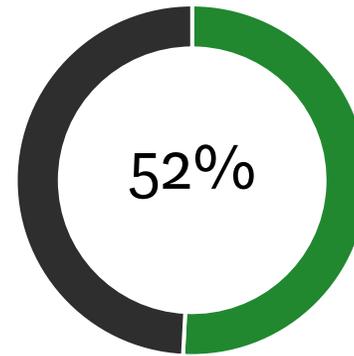
38%



■ Aware ■ Not aware

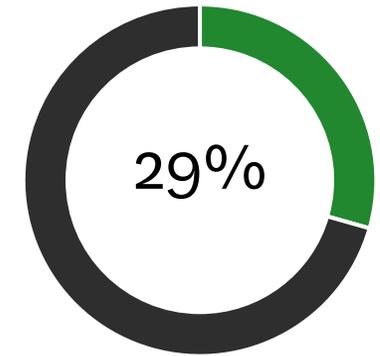
25%

newzealand.com



■ Aware ■ Not aware

50%



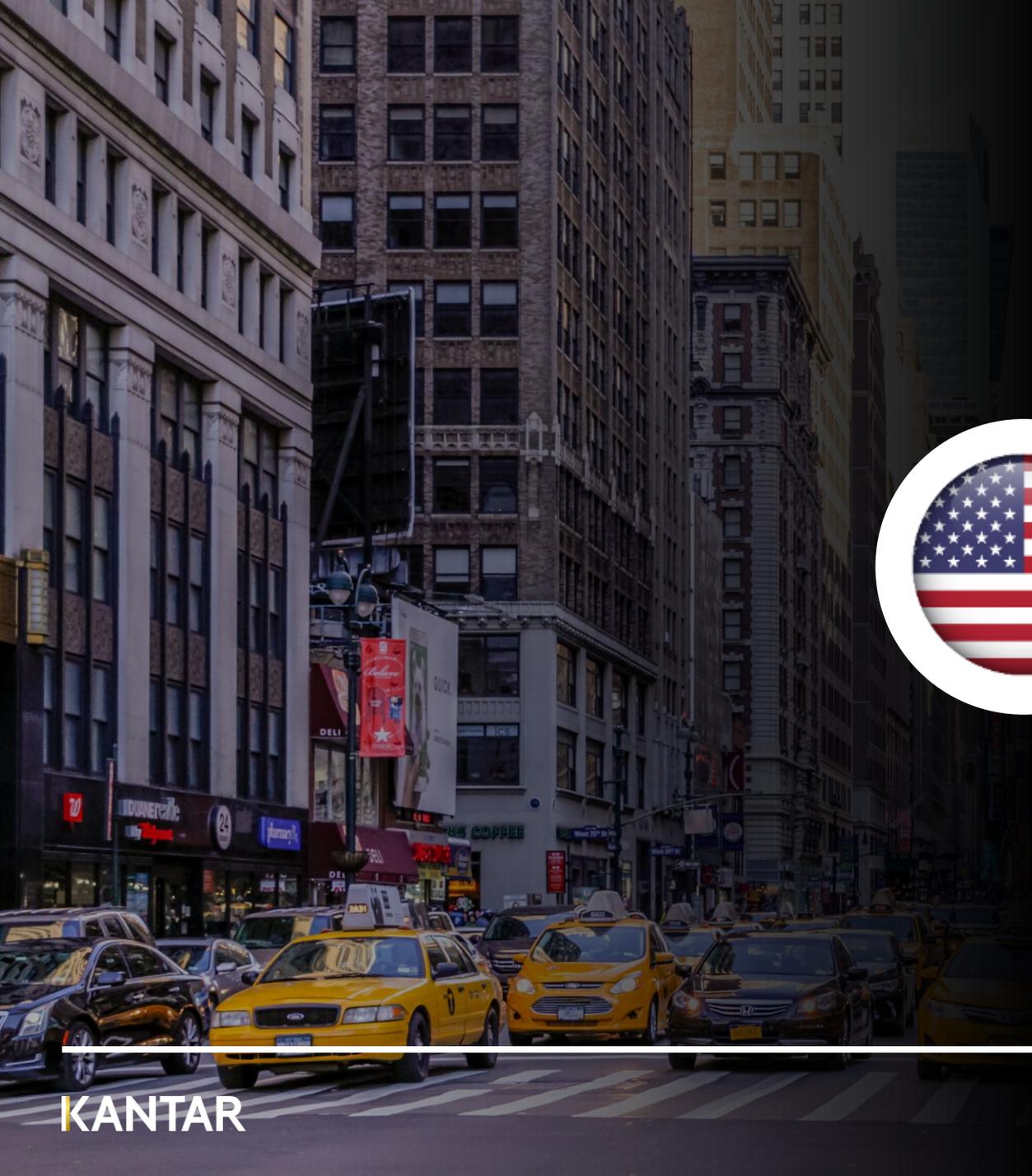
■ Seen ■ Not seen

N/A

7

Appendix

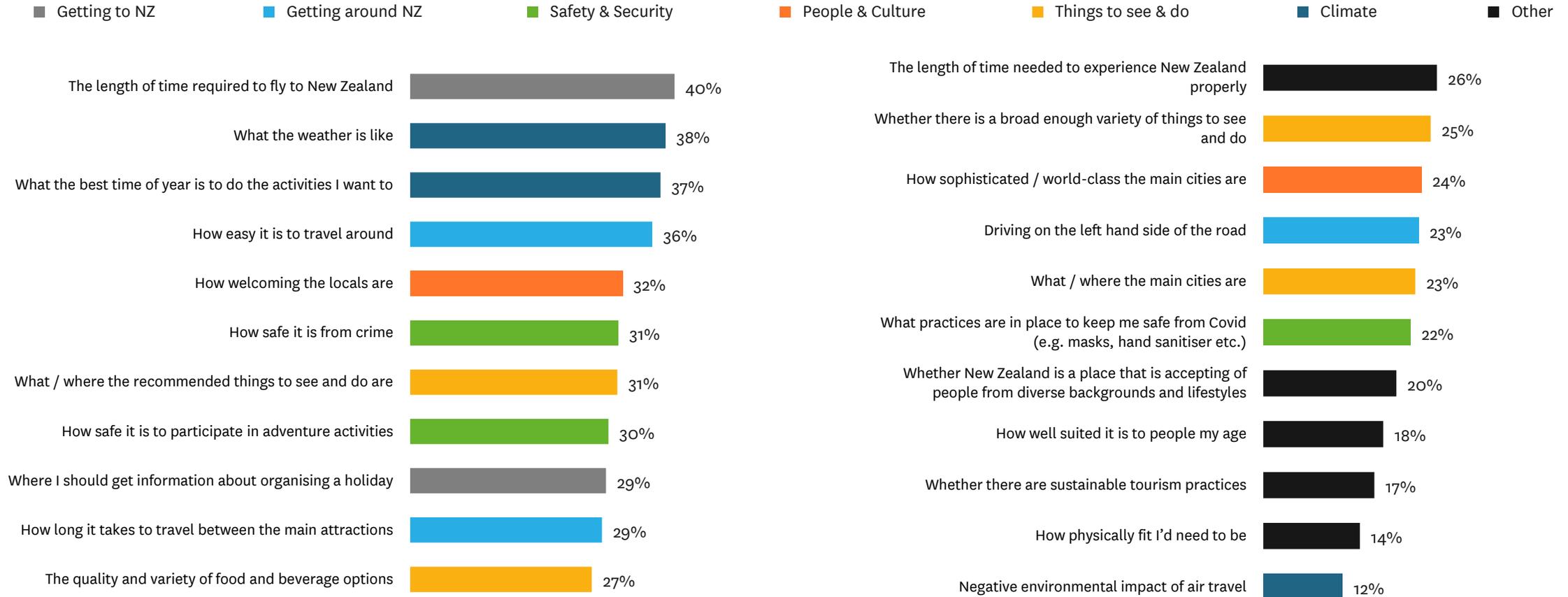




# THE UNITED STATES OF AMERICA

# Knowledge gaps (full list)

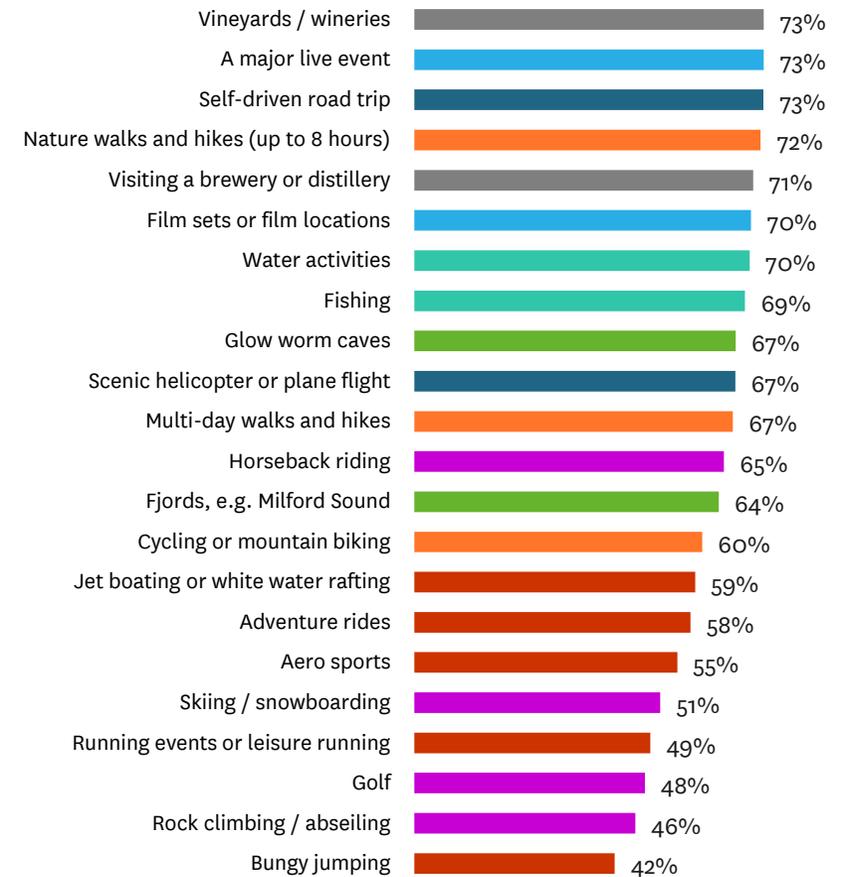
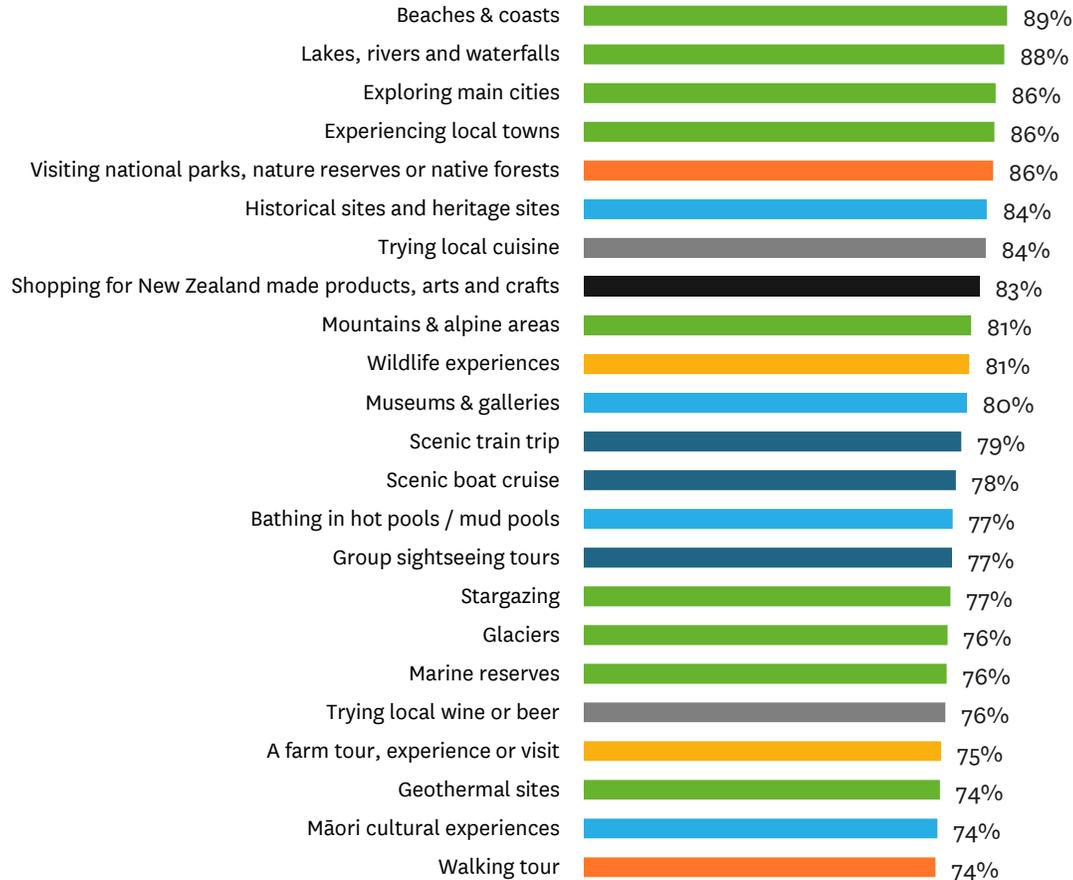
AC Monitor | Current 5M | Total Active Considerers



# Activities interested in doing in New Zealand (full list)

AC Monitor | Current 5M | Total Active Considerers

■ Food & Wine  
 ■ Arts & Culture  
 ■ Scenic attractions  
 ■ Walking & Cycling  
 ■ Wildlife  
 ■ Scenic trips  
 ■ Shopping  
 ■ Other land sports  
 ■ Water Sports  
 ■ High adrenaline

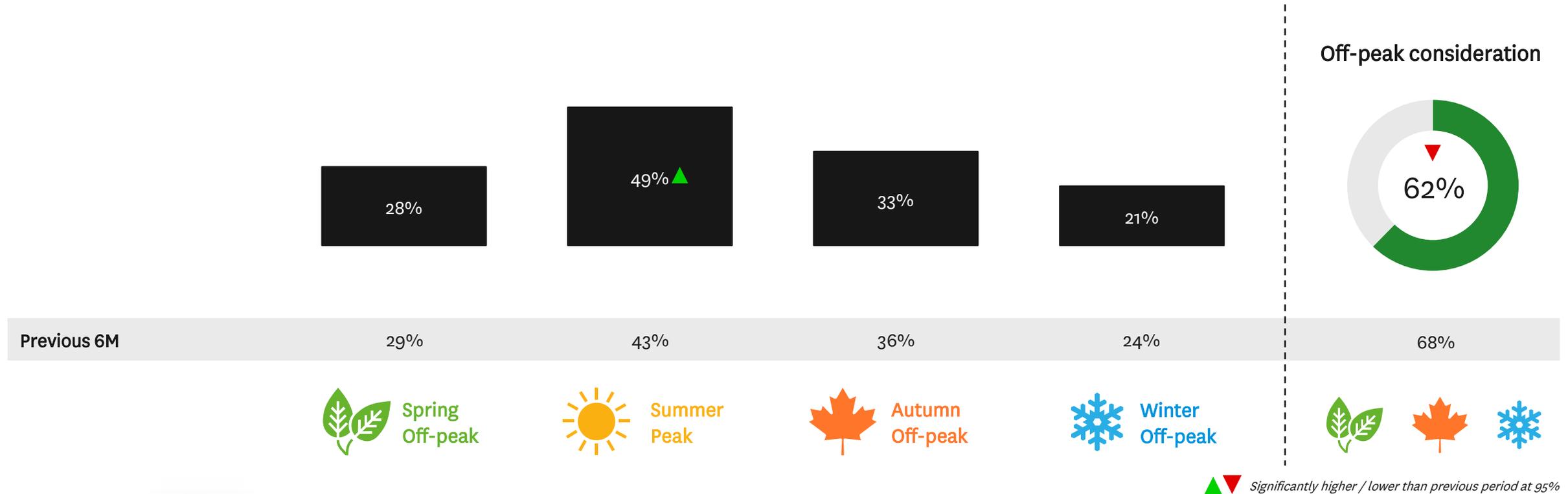


# Total off-peak consideration is down, as more ACs are considering Summer travel



## Seasons – Consideration

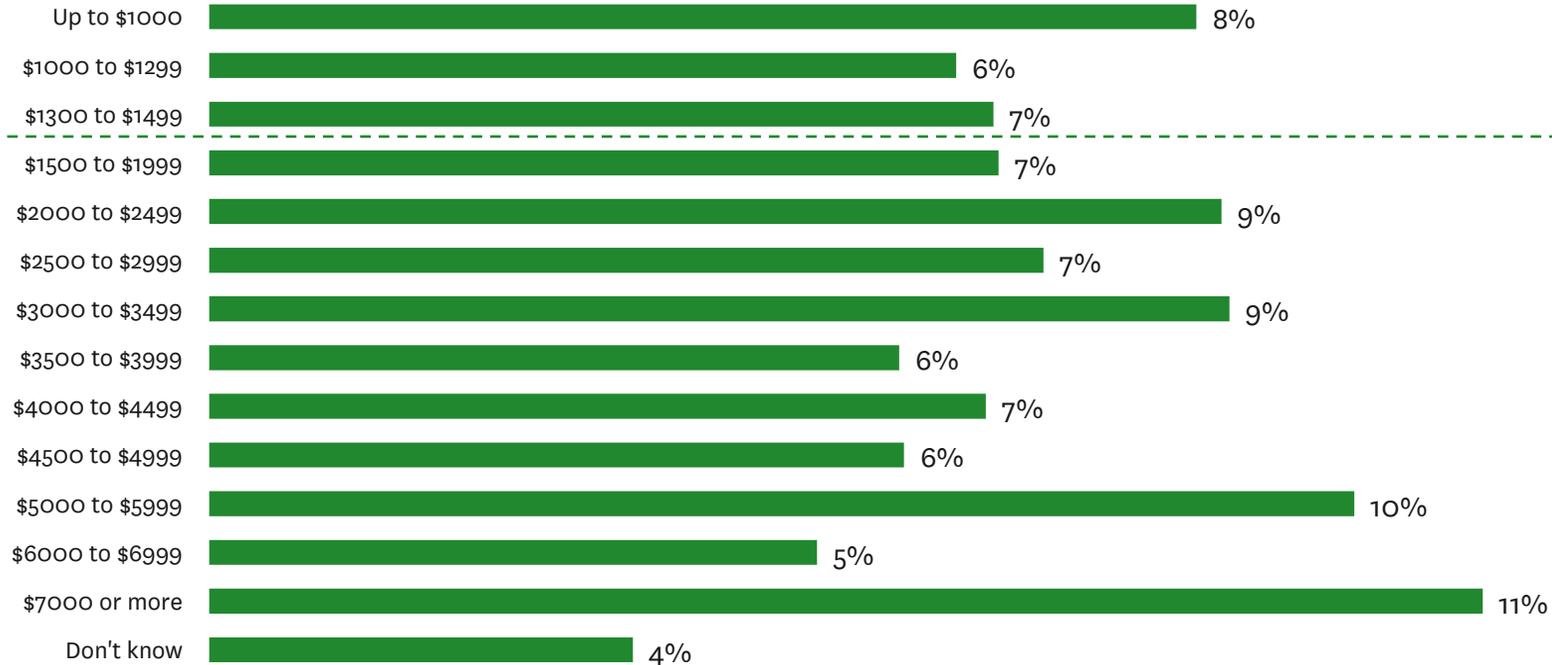
AC Monitor | Current 5M | Total Active Considerers



# Amongst ACs who agree that New Zealand is a preferred holiday destination, 21% do not meet the current spend threshold of \$1,499USD

## Spend on holiday in New Zealand

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



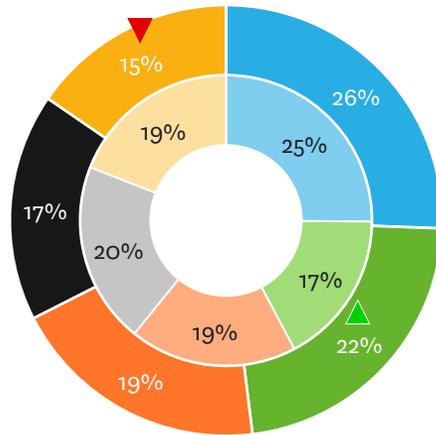
# Americans who find New Zealand appealing are more likely to be 30-39 yrs. old, males and living in the West

## Profile of those who find New Zealand highly appealing

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

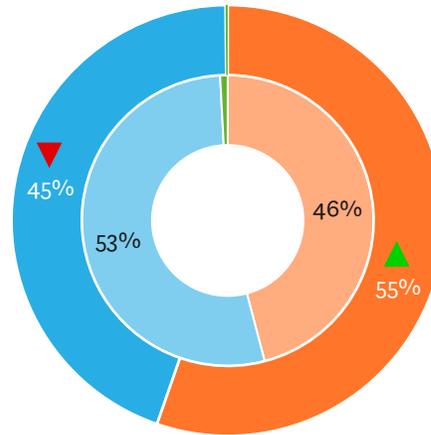
Outer ring: Americans who find NZ highly appealing  
Inner ring: Americans who do not find New Zealand highly appealing

By age segment



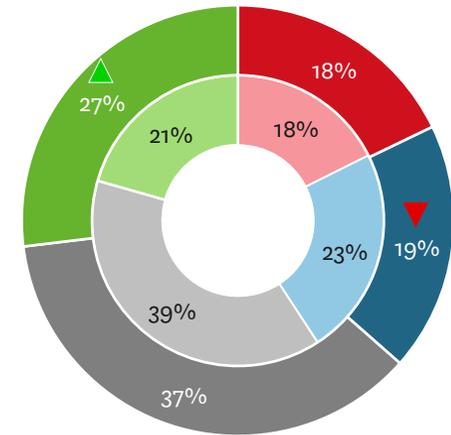
- 18 - 29 years
- 30 - 39 years
- 40 - 49 years
- 50 - 59 years
- 60 - 74 years

By gender



- Male
- Female
- Gender diverse

By region



- Northeast
- Midwest
- South
- West

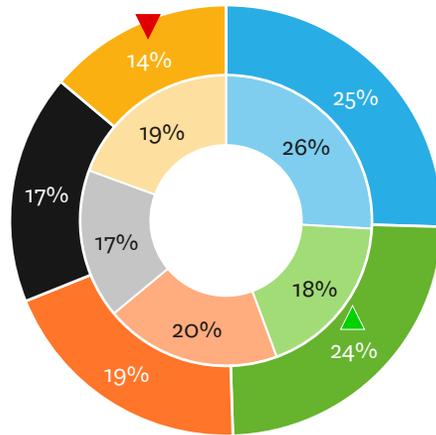
# Americans who seriously consider New Zealand are more likely to be 30-39 yrs. old

## Profile of those who would seriously consider visiting New Zealand

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

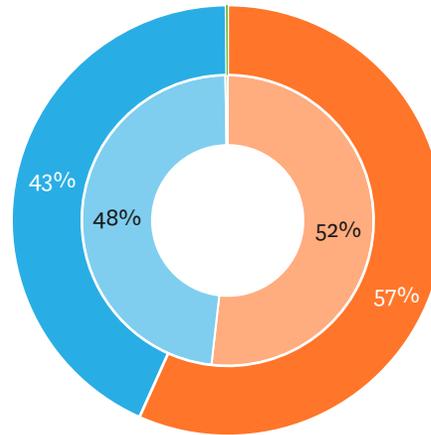
Outer ring: Americans who would seriously consider visiting New Zealand  
 Inner ring: Americans who would not seriously consider visiting New Zealand

By age segment



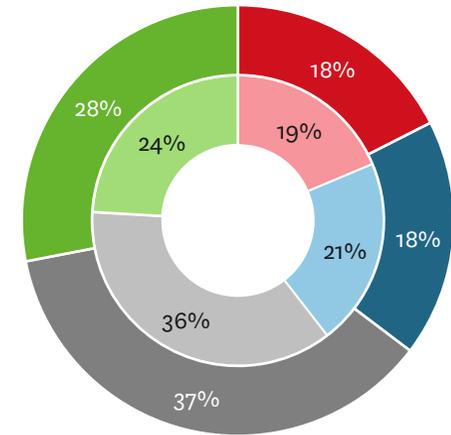
- 18 - 29 years
- 30 - 39 years
- 40 - 49 years
- 50 - 59 years
- 60 - 74 years

By gender



- Male
- Female
- Gender diverse

By region



- Northeast
- Midwest
- South
- West

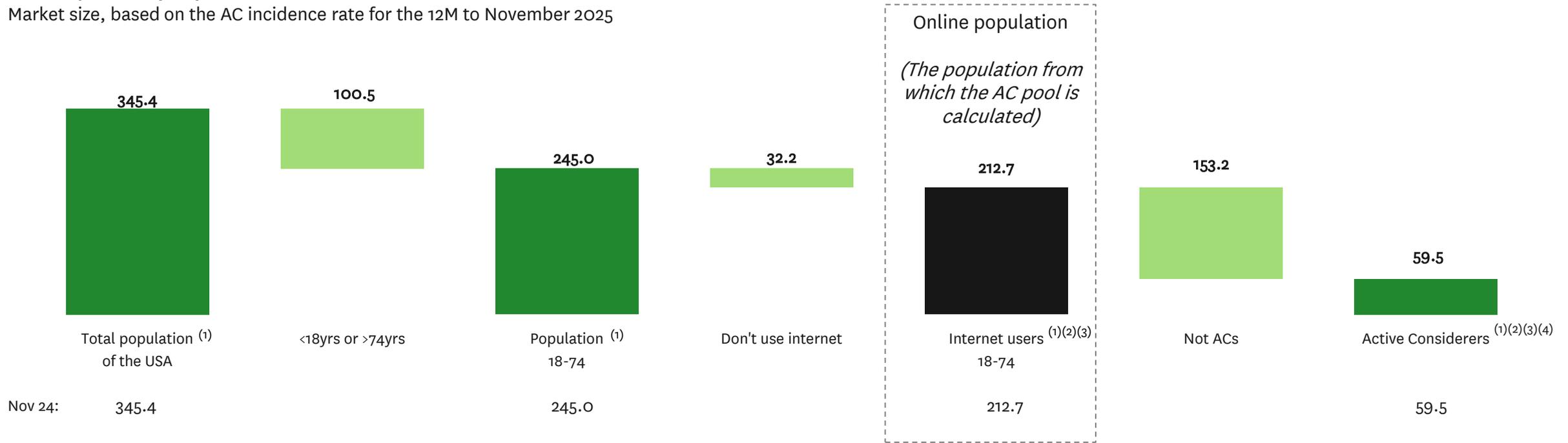


# USA Market Sizing



## Nov 25 | Million people

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



Nov 24: 345.4

245.0

212.7

59.5

SOURCES/NOTES:

- (1) US Census Bureau, Annual Estimates of the Civilian Population by Single Year of Age and Sex for the United States and States; Time period ending: 1 November 2025; Coverage: Civilian population
- (2) Worldometer population clock, USA; Time period as at 1 November 2025
- (3) Kantar Population Profiler, Internet usage by age; Time period: 2025
- (4) Tourism New Zealand, Active Considerer Monitor Australia; Time period: Jul-Nov 2025, under the latest AC definition
- (5) Kantar Analysis



CANADA

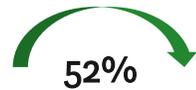
KANTAR

# Summer remains the most preferred time to visit New Zealand, with consideration shifting upwards this quarter; with the Winter season having just passed, consideration and preference has understandably significantly decreased from Apr 25

## Seasons – consideration & preference

% Active Considerers | Oct 25

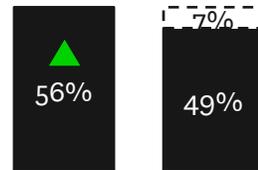
Conversion of consideration to preference



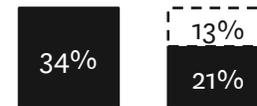
Opportunity



Consider Prefer



Consider Prefer



Consider Prefer



Consider Prefer

Apr 25

25% 15%

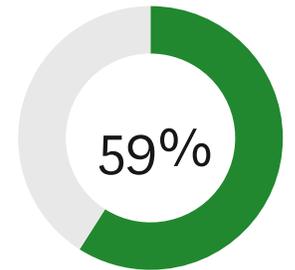
48% 41%

28% 15%

25% 21%



Off-peak consideration



Apr 25 64%

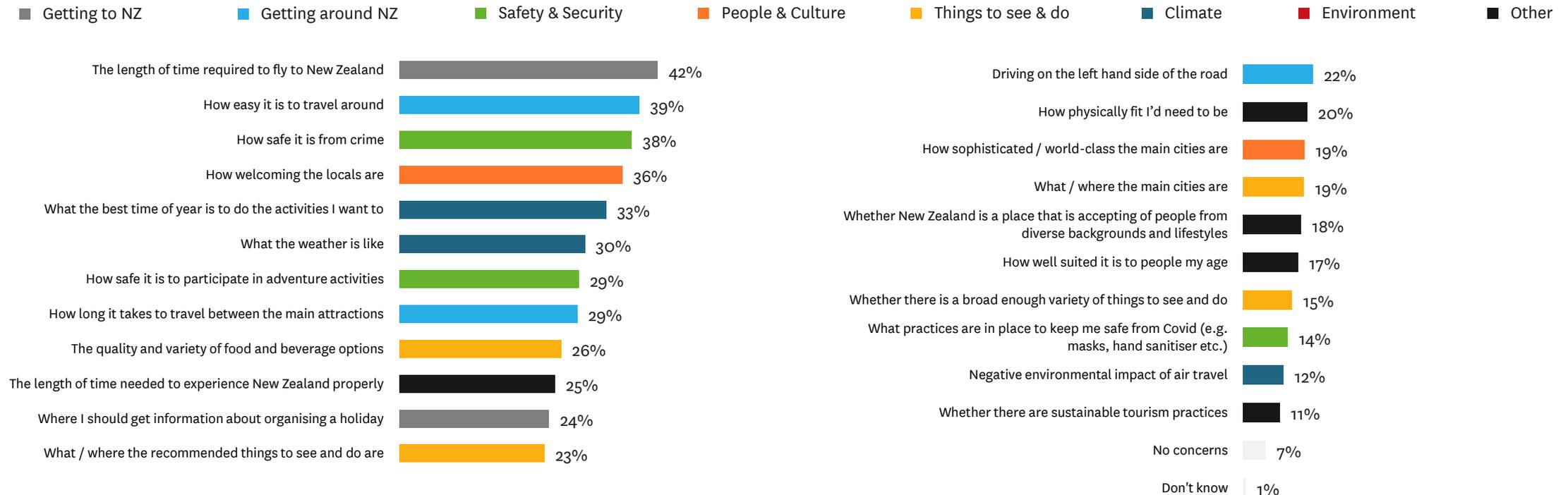


▲ ▼ Significantly higher / lower than previous wave at 95%

# Top concerns around visiting New Zealand are mainly logistical – ACs need reassurances around the time needed to get to New Zealand and how easy it is to travel around the country

## Knowledge gaps (full list)

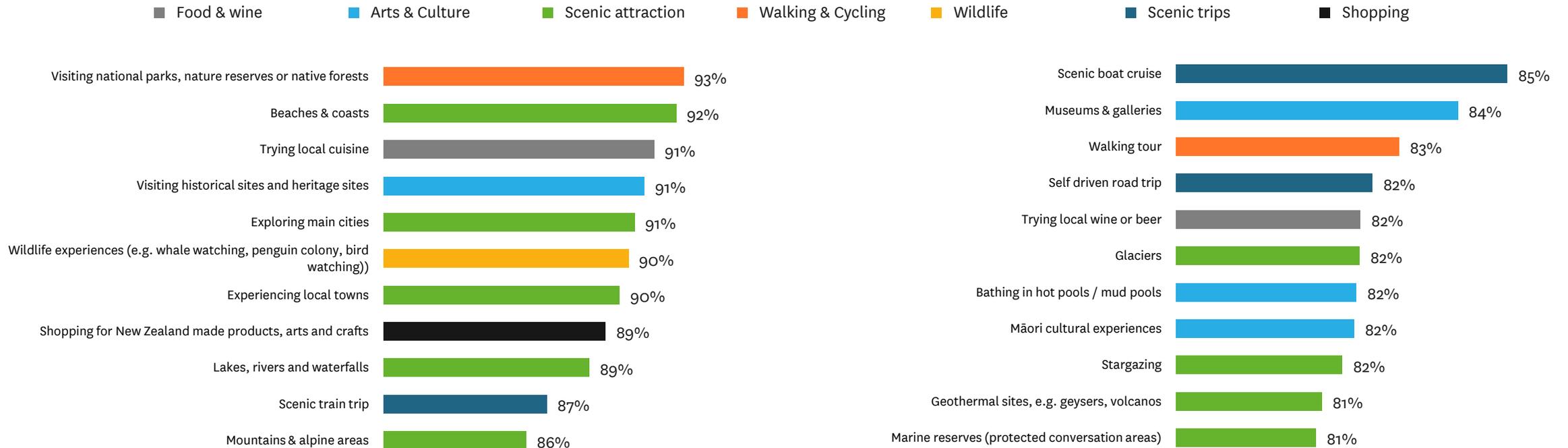
% Active Considerers | Oct 25



The most common activities of interest include visiting our national parks, beaches & coasts and trying local cuisine; promoting these activities and other scenic attractions can help strengthen less competitive brand perceptions, such as iconic attractions and quality cuisine

### Activities interested in doing in New Zealand (full list)

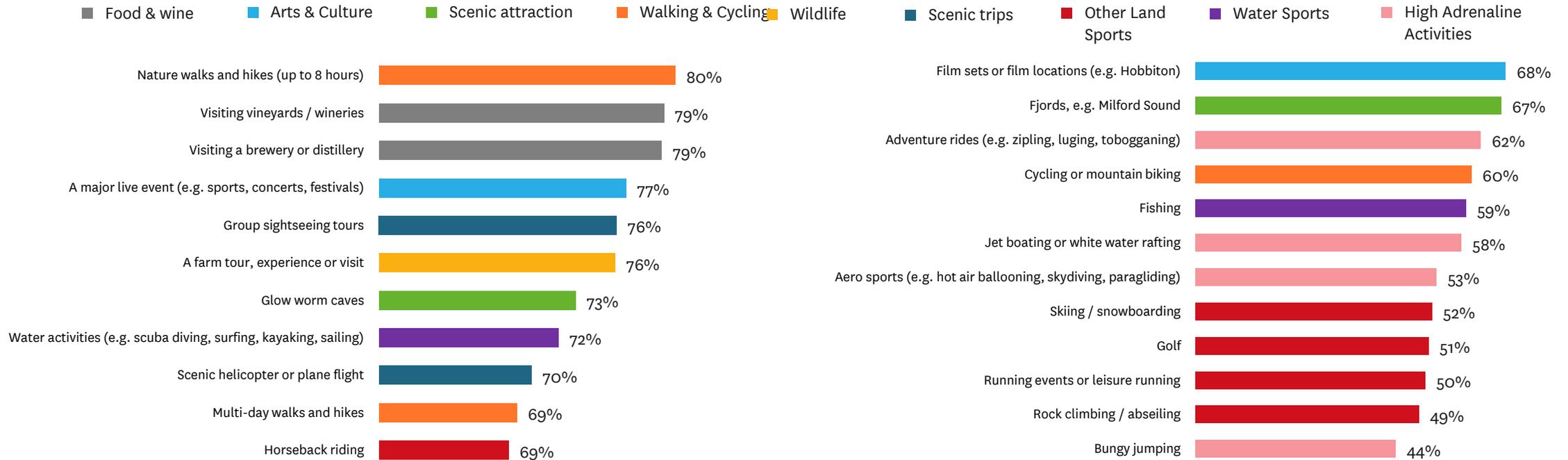
% Active Considerers | Oct 25



# General sporting and high adrenaline activities generate less interest among ACs

## Activities interested in doing in New Zealand (full list continued)

% Active Considerers | Oct 25

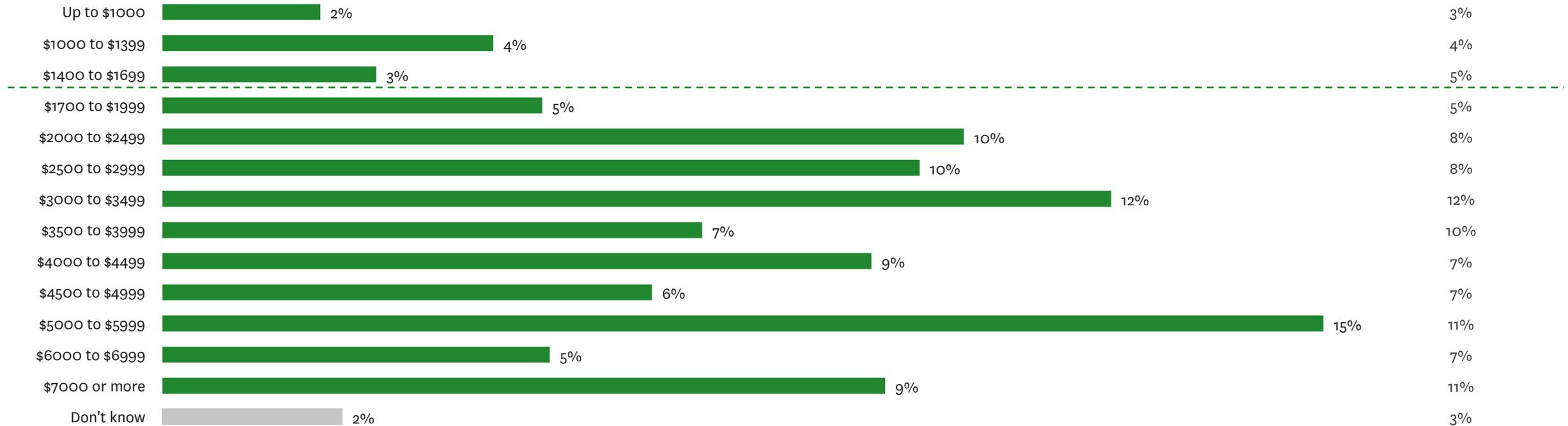


# Amongst Canadians who agree that New Zealand is a preferred holiday destination, only 9% do not meet the current spend threshold of \$1,700 CAD

## Anticipated spend on holiday in New Zealand

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

Apr 25



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

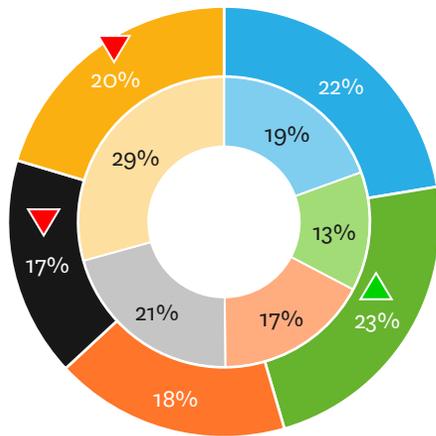
# Compared to those who do not find New Zealand appealing, those who do are more likely to be males, residing in Alberta and in the 30-39 year old range

## Profile of those who find New Zealand appealing

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

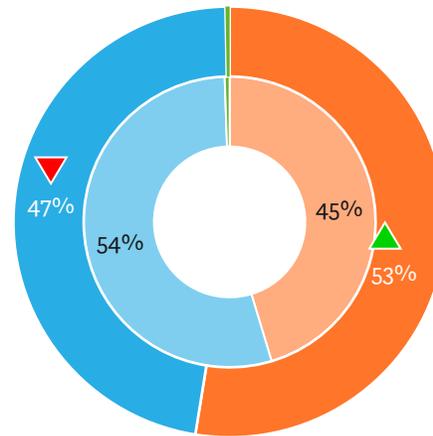
Outer ring: Those who find NZ appealing  
Inner ring: Those who do not find New Zealand appealing

By age segment



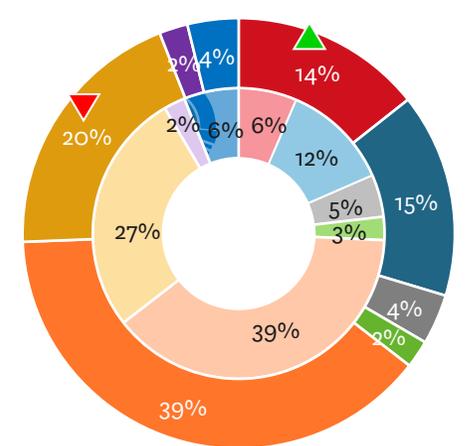
- 18 - 29 years
- 30 - 39 years
- 40 - 49 years
- 50 - 59 years
- 60 - 74 years

By gender



- Male
- Female
- Gender diverse

By region



- Alberta
- British Columbia
- Manitoba
- Nova Scotia
- Ontario
- Quebec
- Saskatchewan
- Elsewhere

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

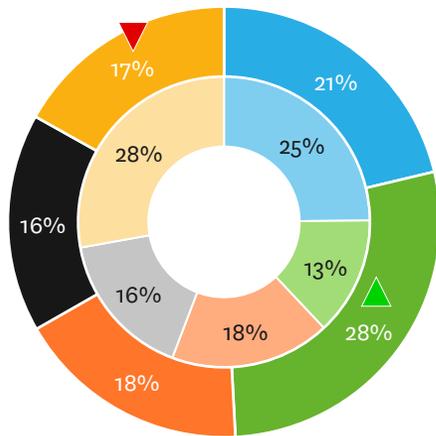
# Compared to non-considerers, the profile of serious considerers in Canada is skewed more towards those aged between 30-39 years and those residing in Alberta and Saskatchewan

## Profile of those who would seriously consider visiting New Zealand

Those who would seriously consider vs. not | Oct 25

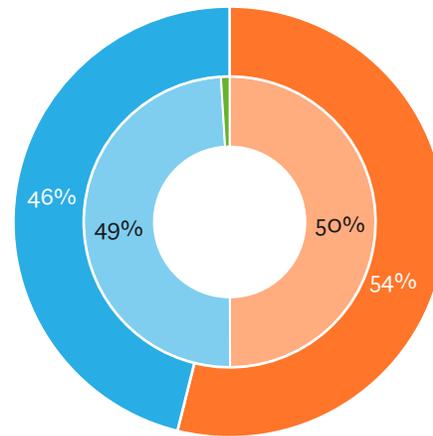
Outer ring: Those who would seriously consider visiting New Zealand  
Inner ring : Those who would not seriously consider

By age segment



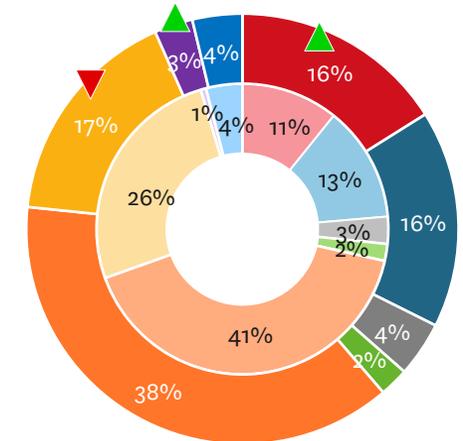
- 18 - 29 years
- 30 - 39 years
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- Male
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- Gender diverse

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- Alberta
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- Elsewhere

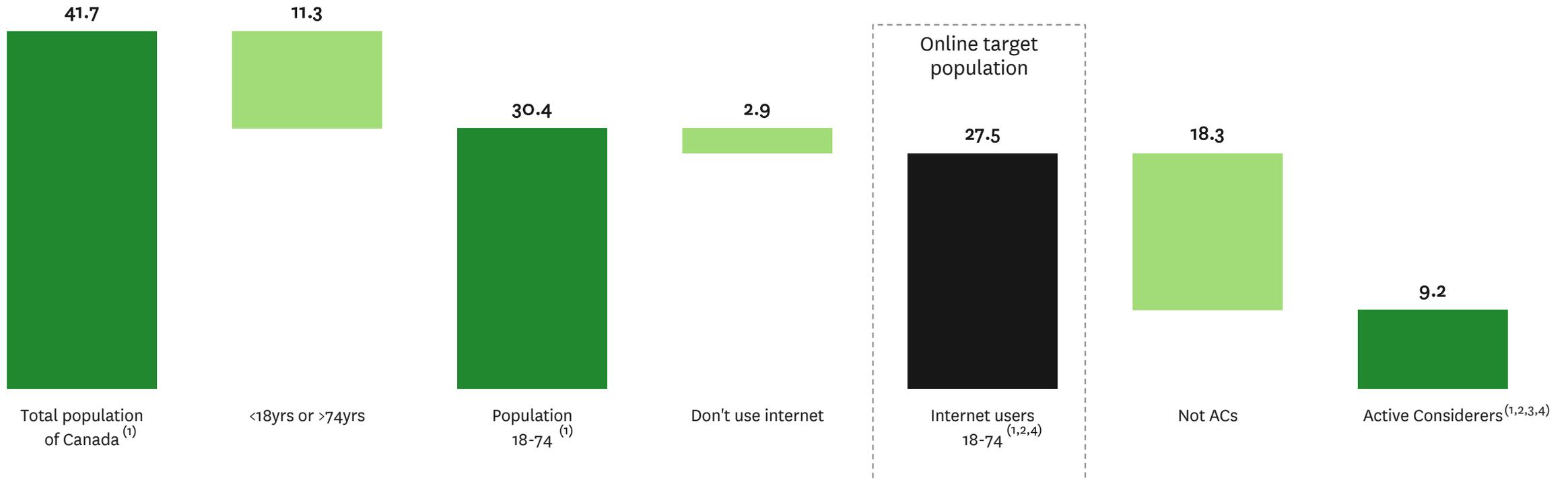
▲ Significantly higher / lower than those who would not seriously consider

# Canada Market Sizing



## Market size, based on the AC incidence rate for Oct 25

Oct 25 | Million people



# 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:

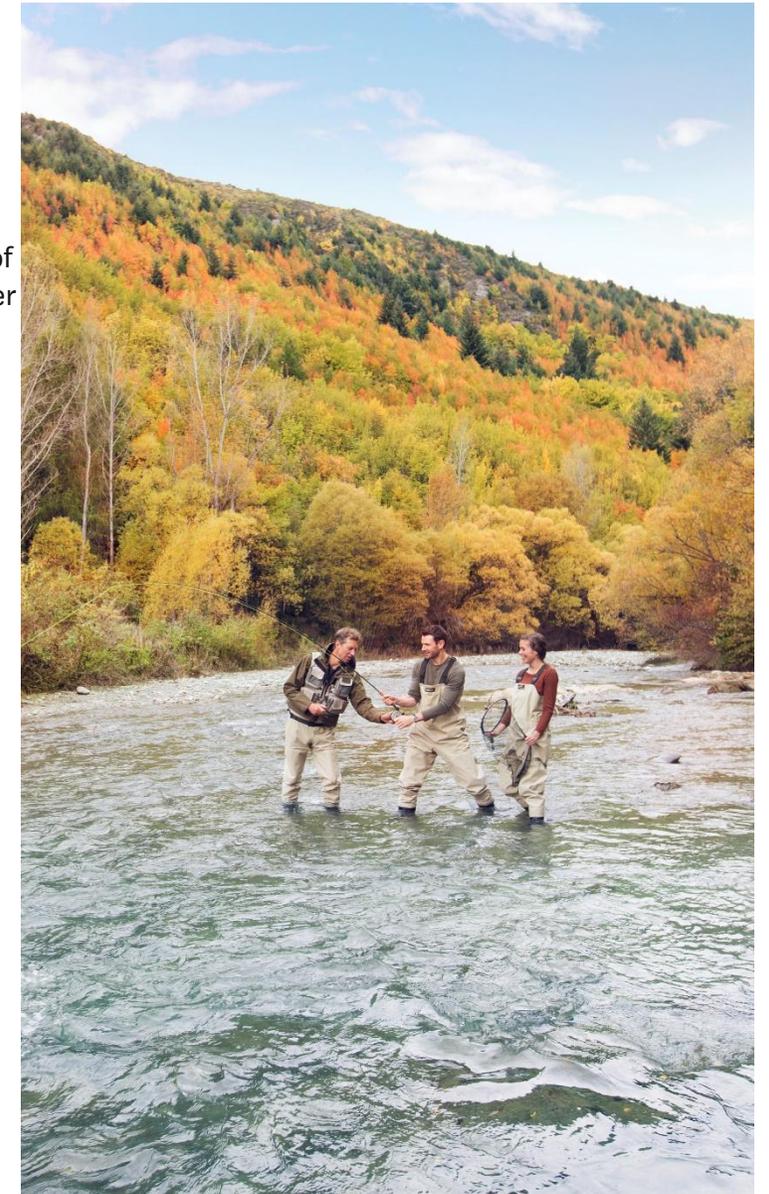
- A score of 100 means performance is in line with expectations after adjusting for bias
- Above 100 indicates a relative strength
- Below 100 indicates a relative weakness

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	Green	Light Green	Light Green	Light Green	Light Green	Red
The locals are friendly and welcoming	Red	Light Green	Light Green	Light Green	Light Green	Green
Ideal to relax and refresh	Green	Light Green	Light Green	Light Green	Light Green	Light Green
I would feel safe travelling around this destination	Light Green	Red				
Things to see and do are affordable	Red	Light Green	Light Green	Light Green	Light Green	Green
Affordable to fly to this destination	Red	Light Green	Light Green	Light Green	Light Green	Green

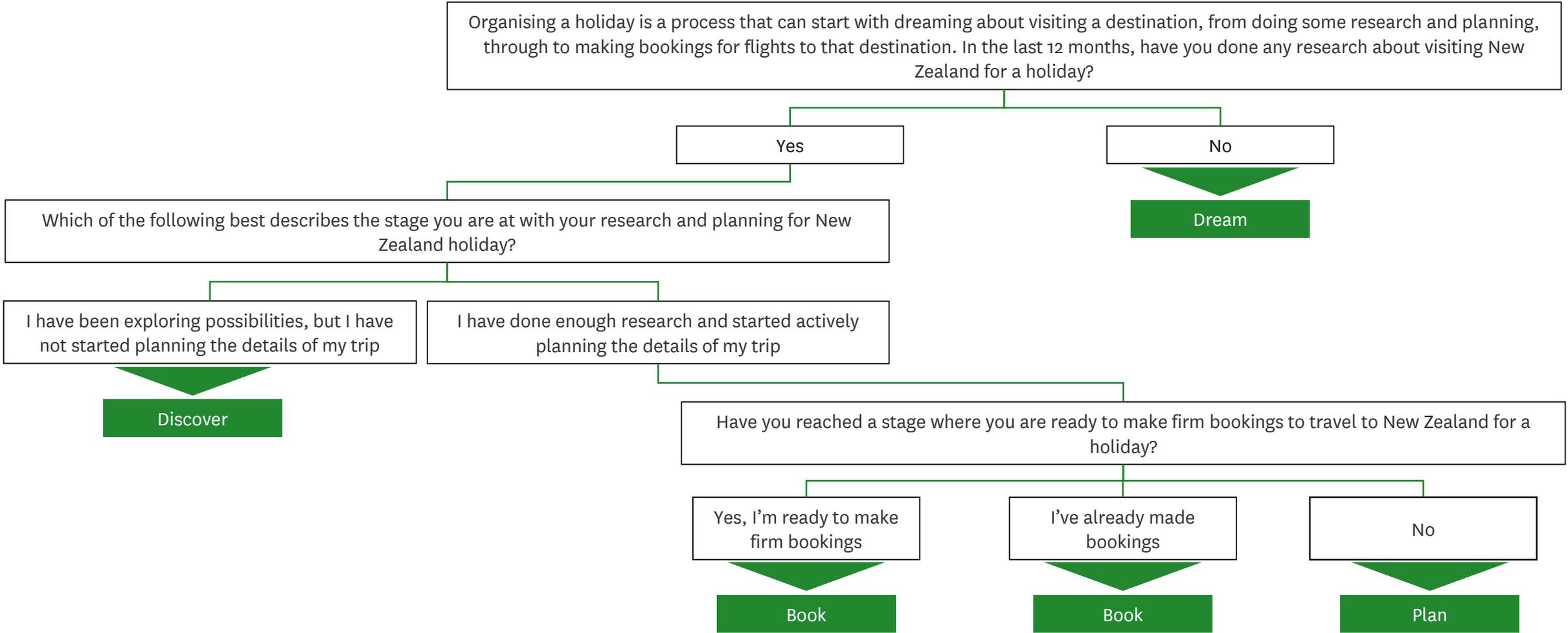
Annotations:

- Horizontal arrow pointing from New Zealand to Thailand in the 'Spectacular natural landscapes and scenery' row.
- Vertical arrow pointing from New Zealand to Thailand in the 'Affordable to fly to this destination' row.
- Text in the 'The locals are friendly and welcoming' row: "We look at how a given number of competitors perform on a given number of attributes to derive an index that measures expected performance"
- Text in the 'Ideal to relax and refresh' row: "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"
- Text in the 'Things to see and do are affordable' row: "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 ...



# 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