

NEW ZEALAND VISITOR PROFILE: CHINA

July 2022 - June 2023



Lake Wānaka
Otago



**100% PURE
NEW ZEALAND**

TOURISM NEW ZEALAND'S MARKET APPROACH

Our Purpose

Enrich Aotearoa New Zealand and all who visit.

Tourism must enrich New Zealand and the wellbeing of New Zealanders – contributing more than what it takes.

Tourism must create jobs, restore nature, enhance our heritage, build our national reputation and make us proud.

Our Role

Tourism New Zealand is New Zealand's national destination marketing organisation.

Market Approach

Tourism New Zealand focuses on shaping the high-quality visitor mix through activity across a diverse portfolio of markets.

Our markets are determined by factors including there being an existing or potential group of people actively considering New Zealand as a destination.

Active Considerers

Among those considering overseas travel, Tourism New Zealand is focused on attracting Active Considerers, our target marketing audience. These people are aged 18-74, have New Zealand as a preferred holiday destination in the next three years, and have the means to do so.

High Quality Visitors

Among those actively considering a New Zealand holiday, Tourism New Zealand further focuses on attracting High Quality Visitors.

These visitors are defined by the way they positively contribute to New Zealand's natural environment, culture, society and economy.

They are determined by their scope of activities, how they travel across seasons and regions, their environmental consciousness and engagement with our local culture and communities.

Mix of Markets

Our markets include:

- Australia
- China
- United States
- Germany
- Japan
- United Kingdom

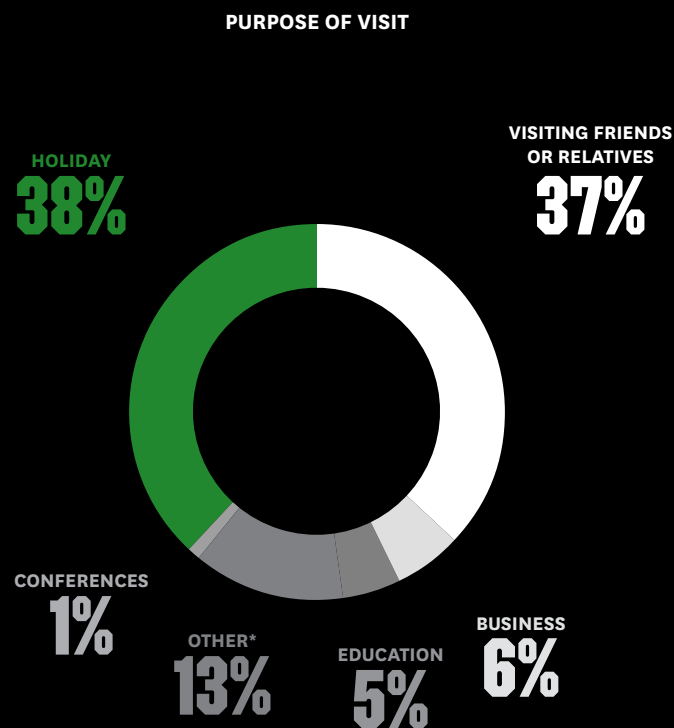


CHINA

VISITOR SNAPSHOT



The number of visitors from China who arrived in New Zealand in the year ending June 2023 was 59,343 making up 2.4% of total arrivals. The main reasons for their travel were holiday (38%) and visiting friends or relatives (37%)



Stats NZ International Visitor Arrivals July 2022 - June 2023. (Please note that spend figures from the MBIE International Visitor Survey (IVS) are not available for China due to small sample base size at the time of reporting)

*Other or not stated

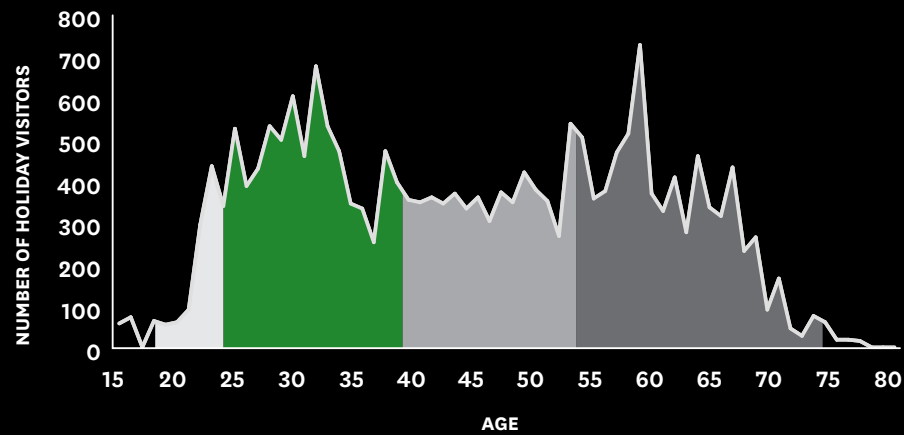
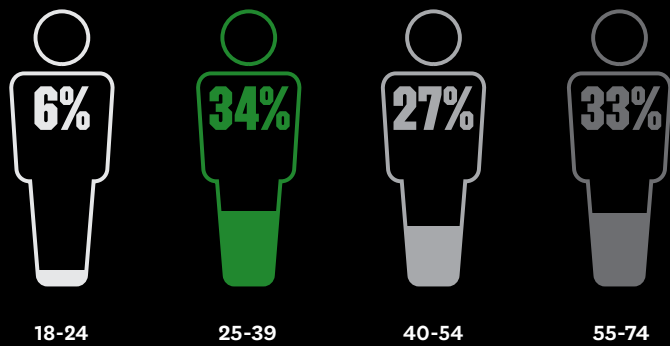
CHINA

VISITOR SNAPSHOT



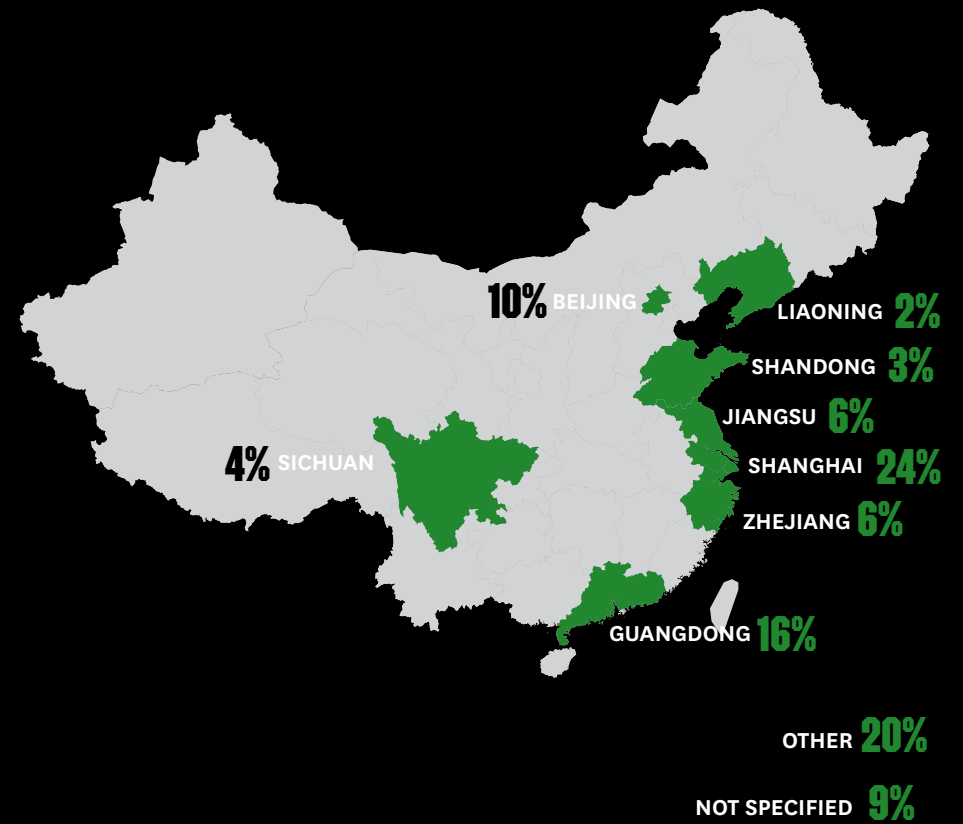
34% of Chinese holiday arrivals were aged 25-39

AGE PROFILE OF HOLIDAY VISITORS



Over 50% of Chinese holiday visitors are from Shanghai, Guangdong or Beijing

HOLIDAY ARRIVALS BY REGION



CHINA

VISITOR SNAPSHOT

The autumn season is a popular time for Chinese tourists to travel to New Zealand, where they can experience pleasant temperatures and colorful foliage



15%

ARRIVE IN SUMMER



59%

ARRIVE IN AUTUMN



21%

ARRIVE IN WINTER

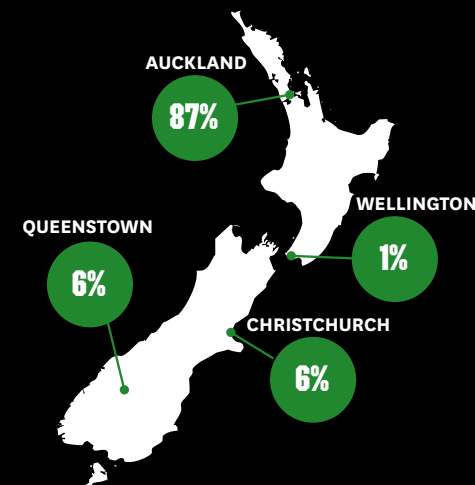


5%

ARRIVE IN SPRING

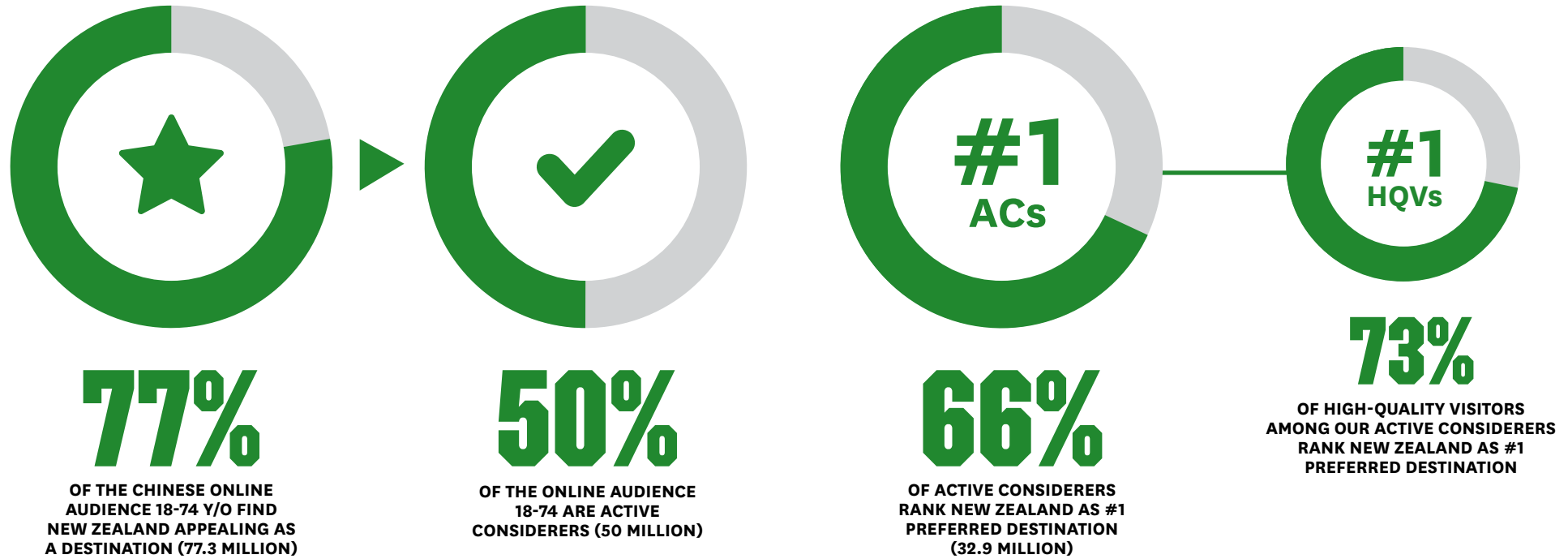
The length of stay for Chinese visitors in New Zealand varies, but a significant proportion (39%) prefers to spend between 8 to 14 days in the country

LENGTH OF STAY (DAYS)



CHINA

ACTIVE CONSIDERER METRICS



Active Considerers (ACs) are aged 18-74, have New Zealand as a preferred holiday destination in the next three years, and have the means to do so. Within our AC pool, we further target High Quality Visitors (HQVs) for conversion to arrivals. They see more regions, are sustainability minded and have higher preference for and urgency to visit New Zealand.

Active Considerer Monitor data 6-month period ending June 2023

CHINA

ACTIVE CONSIDERERS AND HIGH QUALITY VISITORS – PROFILE



TOTAL ACTIVE CONSIDERERS

50M

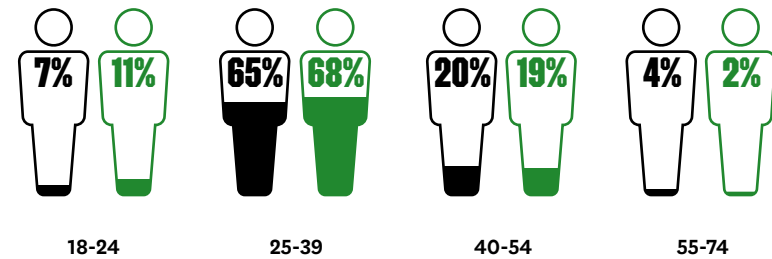
APPROXIMATE NUMBER OF ACTIVE CONSIDERERS IN CHINA

49%

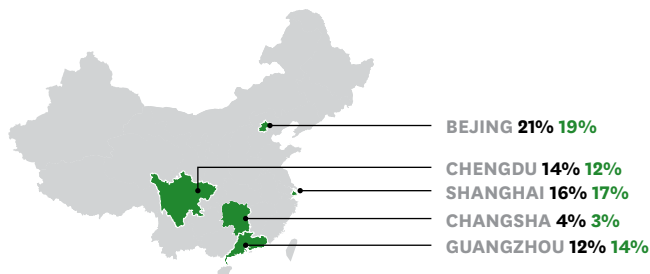
OF THEM ARE HQVs (24.5M)



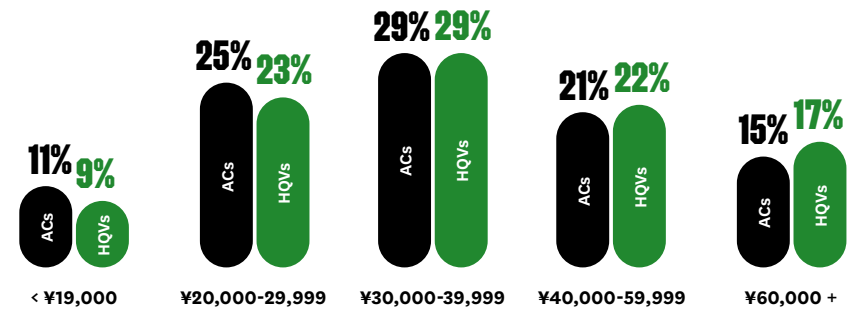
AGE SEGMENT OF ACTIVE CONSIDERERS



REGIONAL SPREAD



MONTHLY HOUSEHOLD INCOME SPREAD - ACs VS HQVs



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Active Considerer Monitor data 6-month period ending June 2023

KEY

- Active Considerers
- High Quality Visitors

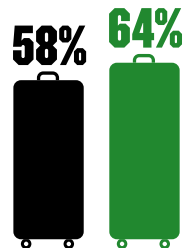
CHINA

ACTIVE CONSIDERERS AND HIGH QUALITY VISITORS – MOTIVATIONS AND BARRIERS

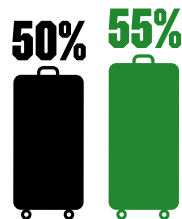


REASONS FOR VISITING NEW ZEALAND ON HOLIDAY

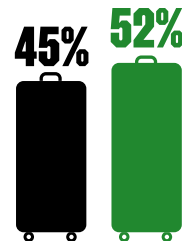
TO GET IN TOUCH WITH NATURE



TO EXPERIENCE BEAUTIFUL LANDSCAPES



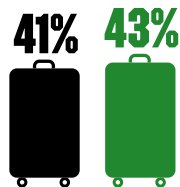
TO LEARN AND EXPLORE NEW THINGS



TO FEEL RELAXED AND REFRESHED



TO HAVE FUN AND ENJOY MYSELF



TO INTERACT WITH PEOPLE OF A DIFFERENT CULTURE OR LIFESTYLE



TO CONNECT AND SPEND TIME WITH IMPORTANT PEOPLE IN MY LIFE



KNOWLEDGE GAPS



WHAT THE WEATHER IS LIKE

29% 39%



HOW EASY IS IT TO TRAVEL AROUND

28% 30%



HOW SAFE IS IT TO PARTICIPATE IN ADVENTURE ACTIVITIES

26% 32%



HOW SAFE IS IT FROM CRIME

25% 31%



HOW WELCOMING ARE THE LOCALS

25% 27%



WHETHER THERE IS A BROAD ENOUGH VARIETY OF THINGS TO SEE AND DO

22% 24%

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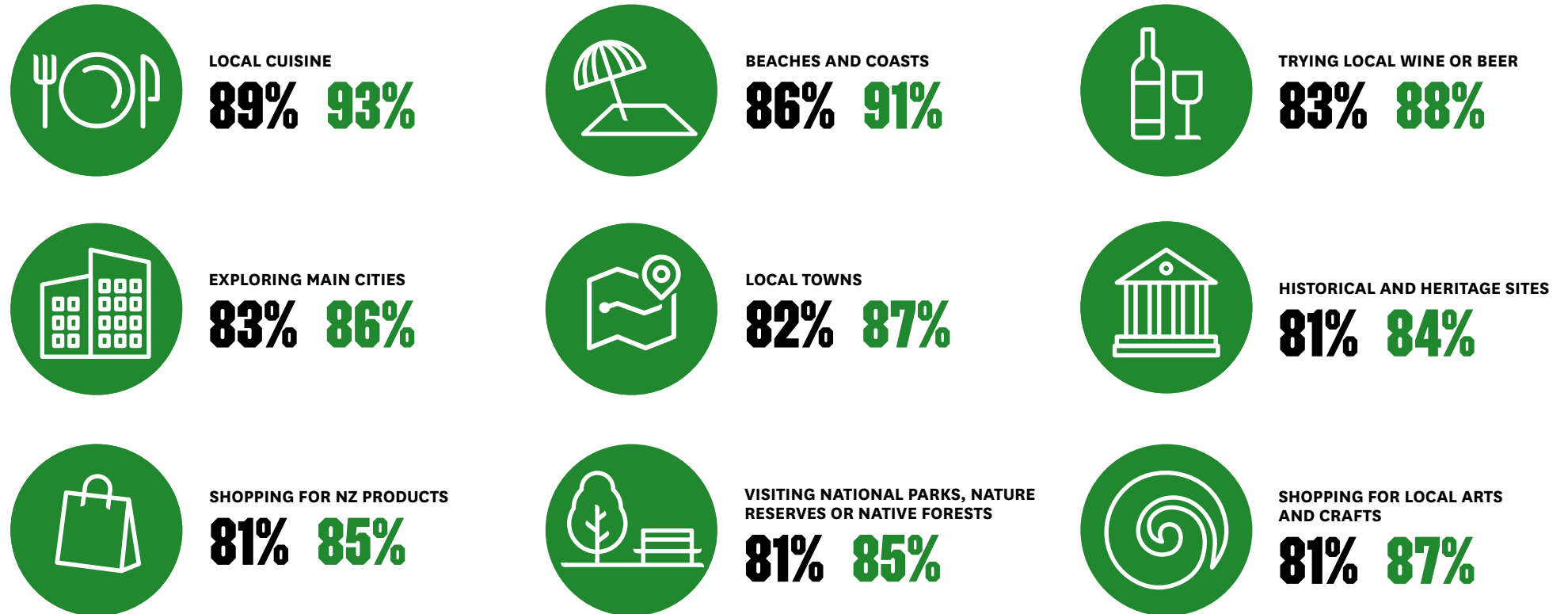
Active Considerer Monitor data 6-month period ending June 2023

KEY

- Active Considerers
- High Quality Visitors

CHINA

ACTIVE CONSIDERERS AND HIGH QUALITY VISITORS – INTEREST IN ACTIVITIES



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KEY

- Active Considerers
- High Quality Visitors