

CHINA

Visitor & Market Insights

July 2026



**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

To promote New Zealand as a visitor destination to key markets around the world. Tourism New Zealand's strategy is focused on driving year-round arrivals to support economic growth.

Market Approach

Tourism New Zealand (TNZ) focuses on shaping the 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

These are international holiday travellers, aged 18-74, who find New Zealand highly appealing. New Zealand is among their top 5 preferred destinations to visit, they have serious intentions to visit in the next 3 years, and they have a realistic budget for their trip.

About our Visitor Insights and Data

TNZ leverages a range of insight sources to support our marketing activity, including TNZ's Active Considerer Monitor, Stats NZ's International Visitor Arrivals and MBIE's International Visitor Survey.

Markets

The markets covered in our Snapshots include:

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



VISITOR INSIGHTS

International Visitor Arrivals

International arrivals sourced from Stats NZ; includes non-New Zealand or New Zealand residents living overseas who are arriving for a stay of less than 12 months

International Visitor Survey

International Visitor Survey (IVS) commissioned by the Ministry of Business, Innovation and Employment (MBIE); captures survey data from international visitors shortly after their trip to New Zealand

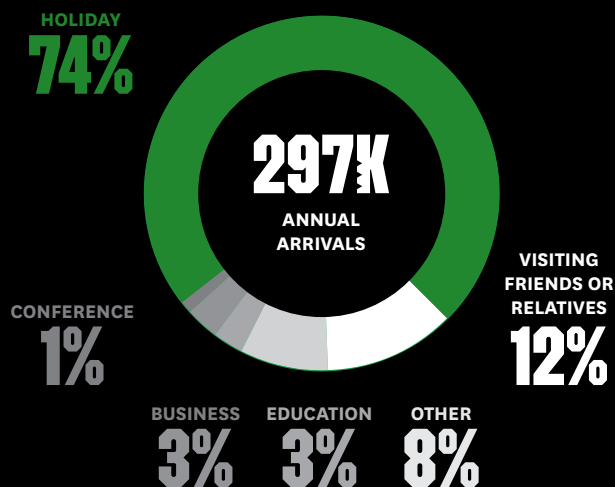
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VISITOR INSIGHTS | ARRIVALS

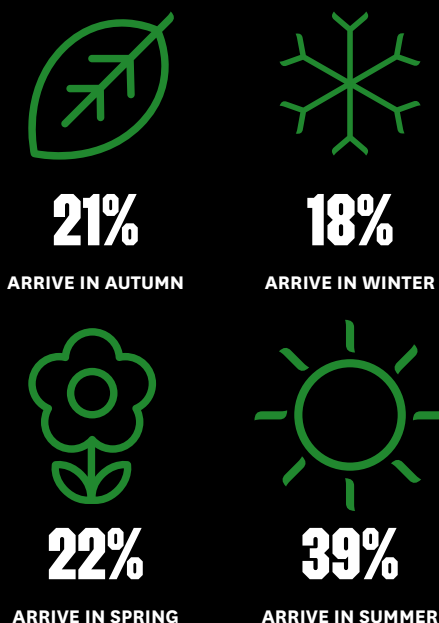


China is New Zealand's third-largest visitor market, with 297,000 arrivals last year. Holiday travel dominates (74%), while visiting friends and relatives accounts for a smaller share (12%). Arrivals are strongly concentrated in summer (39%), reflecting a more seasonal travel pattern than many other markets

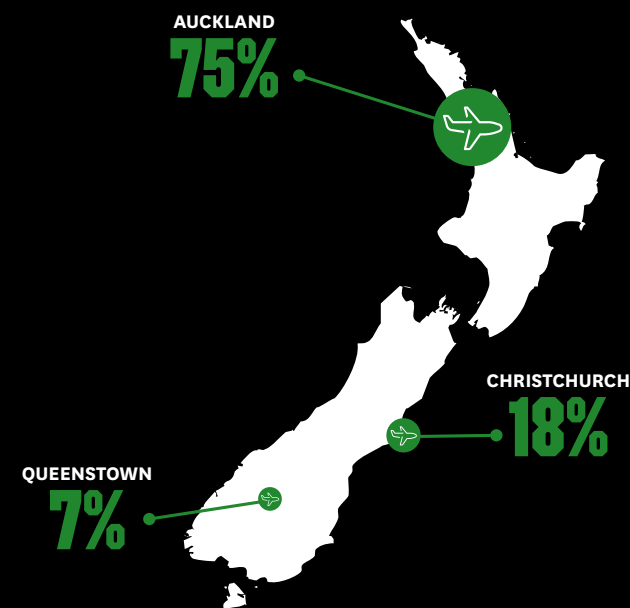
HOLIDAY TRAVEL IS THE PRIMARY DRIVER OF CHINESE VISITATION



SUMMER ATTRACTS THE HIGHEST SHARE OF ARRIVALS



AUCKLAND AIRPORT IS THE PRIMARY GATEWAY FOR CHINESE VISITORS



Source: Stats NZ International Visitor Arrivals – all arrivals – year ending March 2026

Seasons: Autumn 25/26 (April and May 2025 and March 2026), Winter 25 (June–August 2025), Spring 25 (September–November 2025), and Summer 25/26 (December 2025–February 2026).

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VISITOR INSIGHTS | WHO THESE HOLIDAYMAKERS ARE



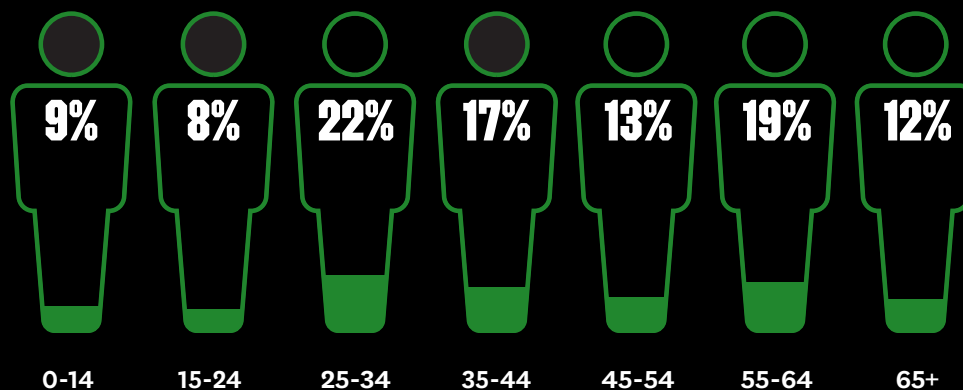
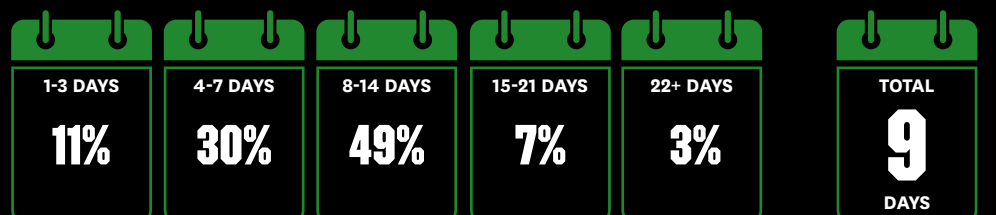
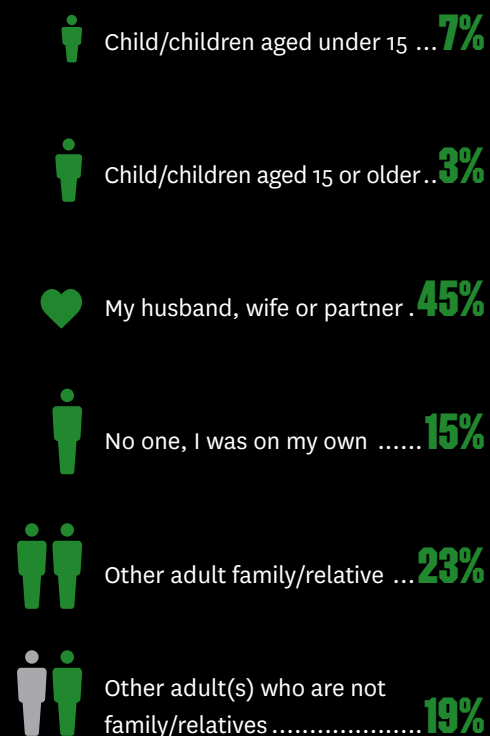
Chinese holiday visitors are primarily aged 25–34 (22%) and 55–64 (19%). Travel is commonly undertaken with partners (45%) and extended family members. Nearly half of visitors stay between 8–14 days, supporting longer holiday itineraries

FEMALE VISITORS
OUTNUMBER MALES

58%
FEMALE

42%
MALE

TRAVEL IS LARGELY DRIVEN BY MULTI-GENERATIONAL GROUPS

LENGTH OF STAY
(DAYS)AVERAGE
LENGTH OF STAYVISITORS ARE PREDOMINANTLY ADULTS
TRAVELLING AS COUPLES AND FAMILY GROUPS

Less than 0.5% of visitors selected 'Another gender'

Sources: Stats NZ International Holiday Arrivals | Year Ending March 2026

International Visitor Survey | Year ending March 2026 | Holiday Visitors (Travel Party)

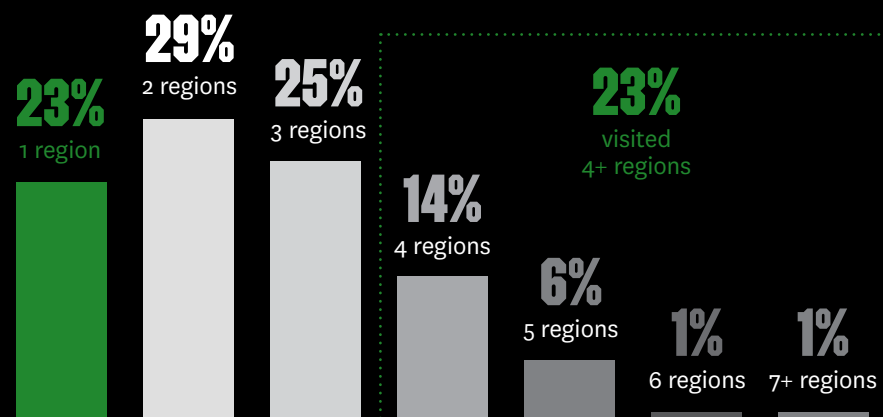
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VISITOR INSIGHTS | WHERE THEY GO



Chinese holiday travel is characterised by broad geographic exploration. 82% visit the South Island and 61% visiting the North Island, with 43% travelling to both. Queenstown, Auckland, Christchurch, and Mackenzie are among the most visited destinations

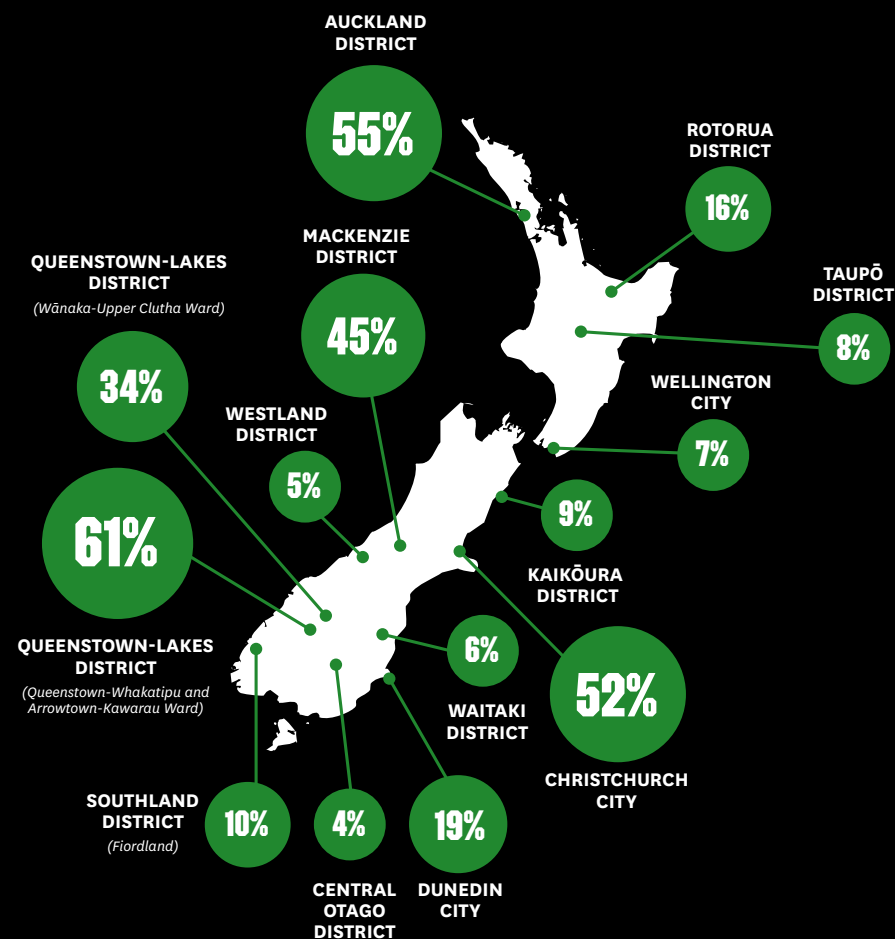
CHINESE VISITORS EXPLORE WIDELY ACROSS NEW ZEALAND



CHINESE VISITORS TYPICALLY EXPLORE BOTH ISLANDS AND MULTIPLE DESTINATIONS



QUEENSTOWN, AUCKLAND, AND CHRISTCHURCH ARE KEY DESTINATIONS



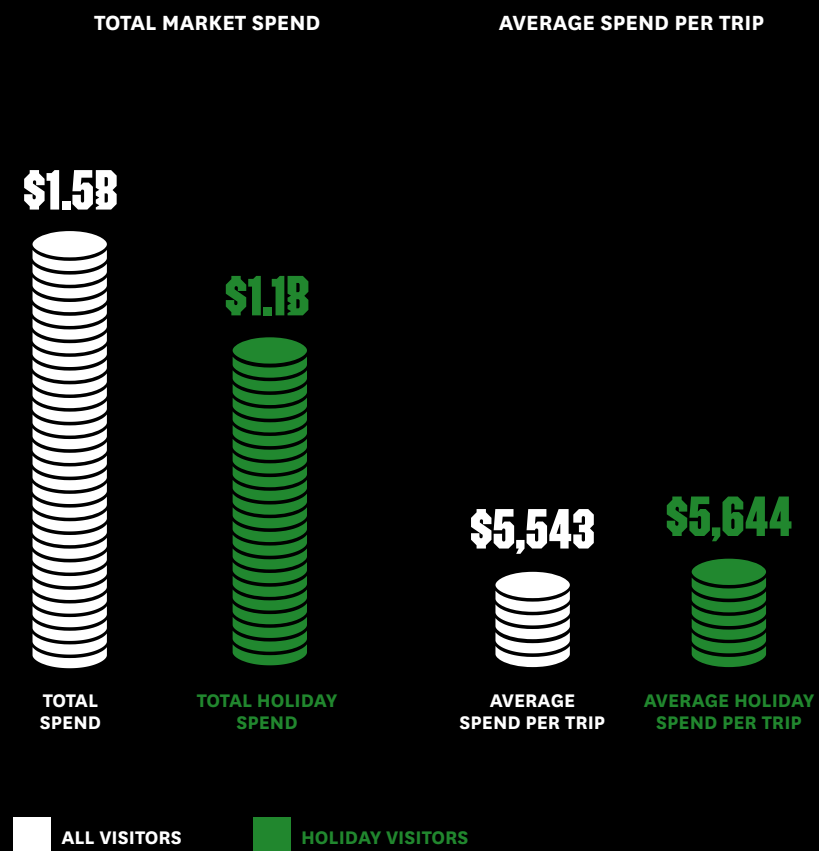
Source: MBIE, International Visitor Survey | Year ending March 2026 | Holiday Visitors

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VISITOR INSIGHTS | HOW MUCH THEY SPEND



Chinese visitors spent NZ\$1.5 billion in New Zealand last year, including NZ\$1.1 billion from holiday travel. Average spend exceeds NZ\$5,500 per trip



ACCOMMODATION ACCOUNTS FOR THE LARGEST SHARE OF VISITOR SPENDING

ACCOMMODATION



24%

FOOD AND BEVERAGE



5%

SHOPPING



15%

CAR RENTAL



11%

ENTERTAINMENT



10%

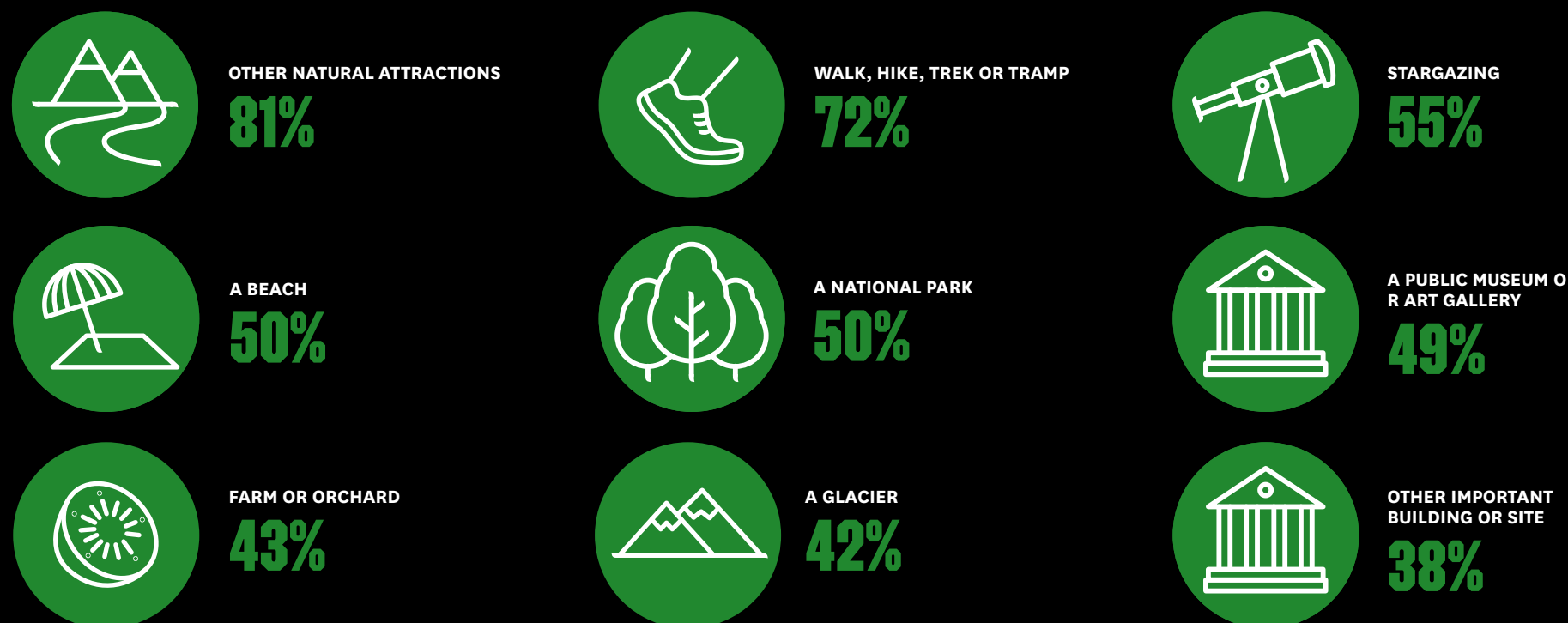
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VISITOR INSIGHTS | WHAT THEY DO



Chinese holidaymakers are drawn to New Zealand's natural scenery, with mountains, lakes, forests, and walking experiences among the most popular activities. Stargazing, museums, farm visits, glaciers, and cultural attractions also shape the visitor experience

TOP ACTIVITIES ENJOYED BY CHINESE ON HOLIDAY IN NEW ZEALAND



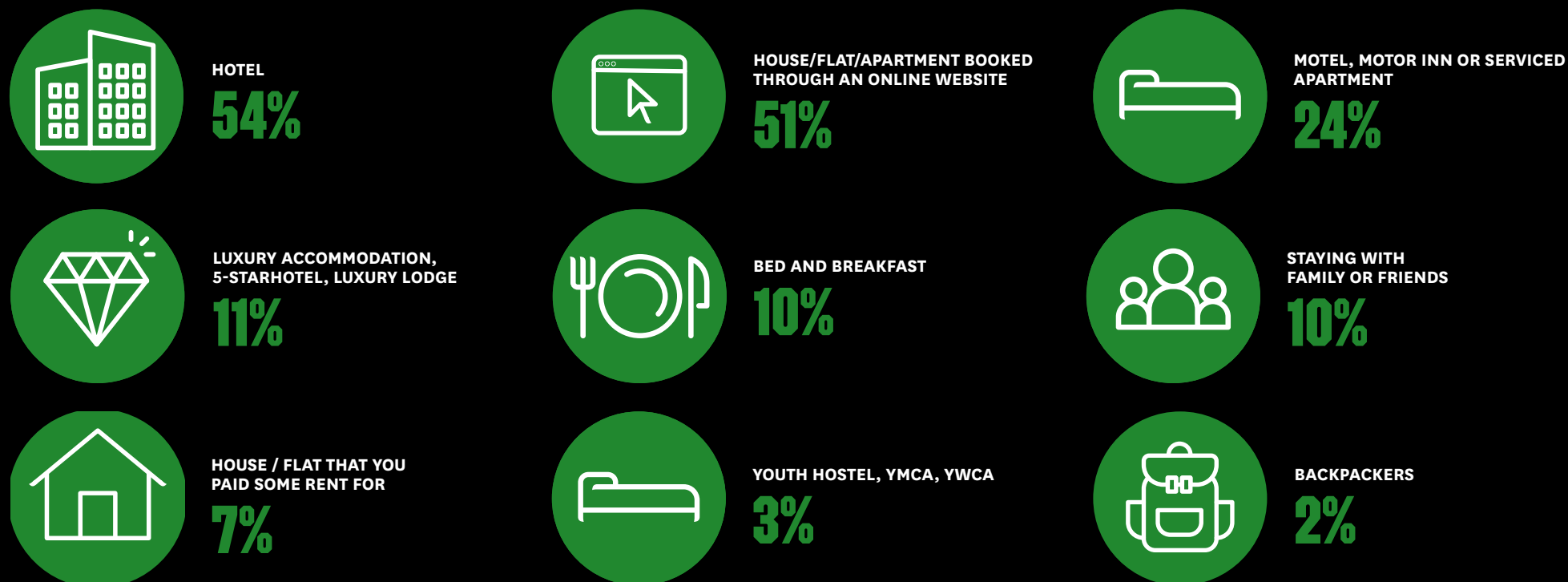
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VISITOR INSIGHTS | WHERE THEY STAY



Hotels are the most popular accommodation choice (54%), closely followed by online-booked houses and apartments (51%). Motels, serviced apartments, and luxury accommodation provide additional options

POPULAR ACCOMMODATION TYPES



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VISITOR INSIGHTS | HOW THEY TRAVEL



Rental cars (44%) and domestic flights (43%) are used at similar rates, reflecting the tendency for Chinese visitors to cover multiple destinations across New Zealand. Taxis, shuttles, rideshare services, and public transport further support travel

HOW THEY TRAVEL



OUR FUTURE TRAVELLERS

Active Considerers

Who qualifies as an Active Considerer?

Active Considerers are travellers who meet all four criteria:

- **High appeal** – Find New Zealand highly appealing as a holiday destination
- **Strong intent** – Would seriously consider visiting in the next three years
- **Destination preference** – Agree that New Zealand is a preferred destination for their next holiday
- **Realistic budget** – Have a minimum spend level aligned to the market

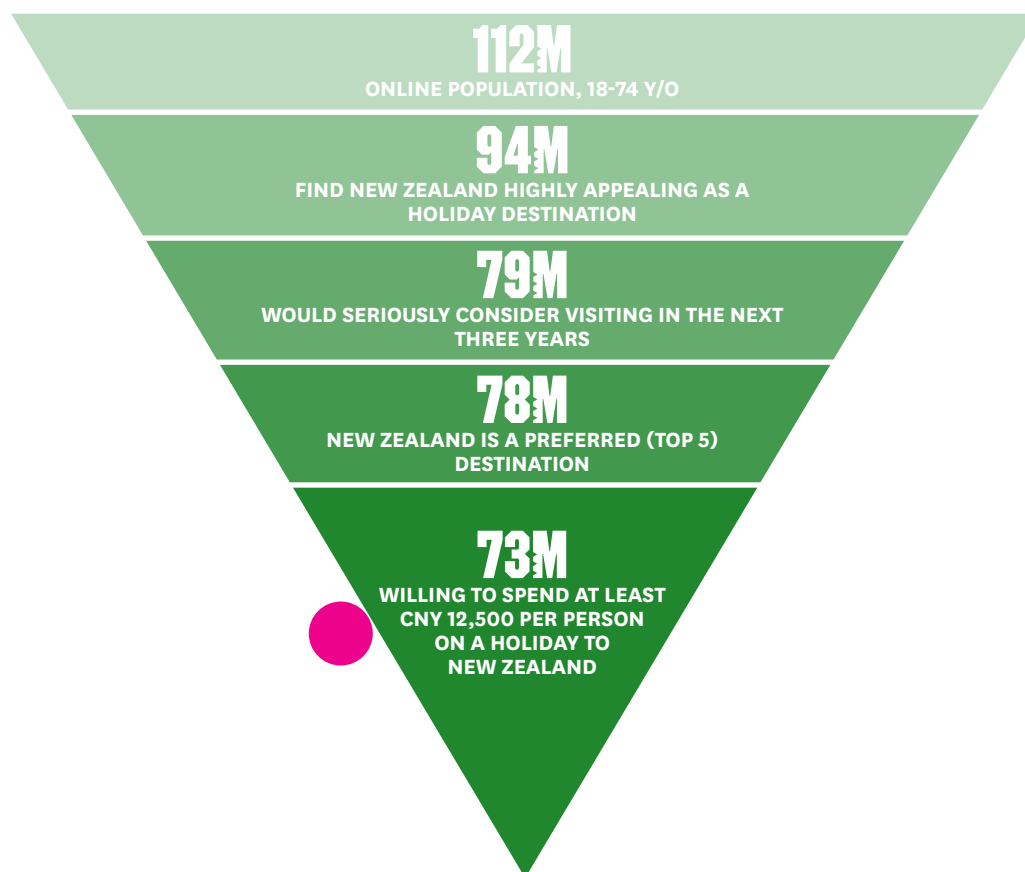
NOTE: In China and India, we do not target the entire online populations, rather we target specific cities.

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ACTIVE CONSIDERERS | JOURNEY FUNNEL



An estimated 73 million Chinese travellers qualify as Active Considerers, with two-thirds (66%) ranking New Zealand as their preferred destination. Interest extends beyond summer, with 85% willing to travel during off-peak seasons



85% OFF-PEAK CONSIDERATION*



66% (48M) TOP PREFERENCE** AMONG ACTIVE CONSIDERERS



17% (12M) BOOKING MINDSET***

*Off-Peak Consideration: Would consider travelling during autumn, winter, or spring, in addition to or instead of summer.

**Top Preference: Rank New Zealand as their #1 destination choice

***Booking Mindset: Ready to make firm bookings or have already booked their trip

Source: Active Considerer Monitor data six-month period ending May 2026

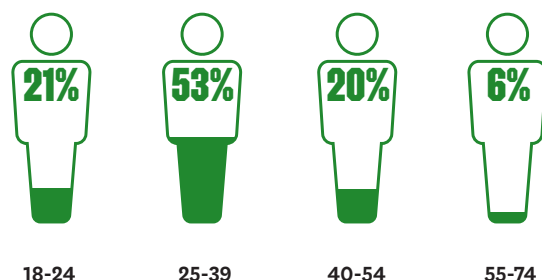
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ACTIVE CONSIDERERS | WHO THEY ARE & WHERE THEY LIVE

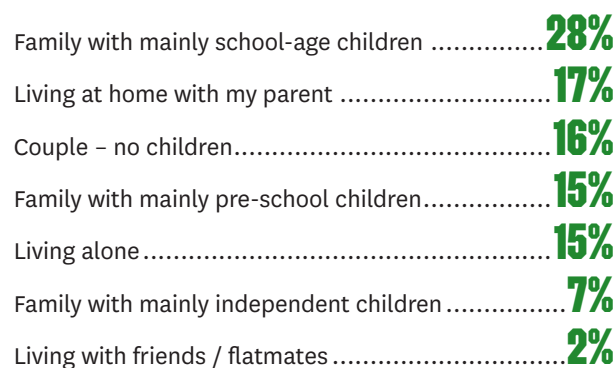


Chinese Active Considerers are predominantly aged 25–54 (73%) and are concentrated in major metropolitan centres, including Shanghai, Beijing, Guangzhou, and Chengdu. Family households make up the largest audience segment

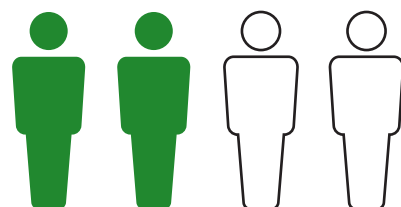
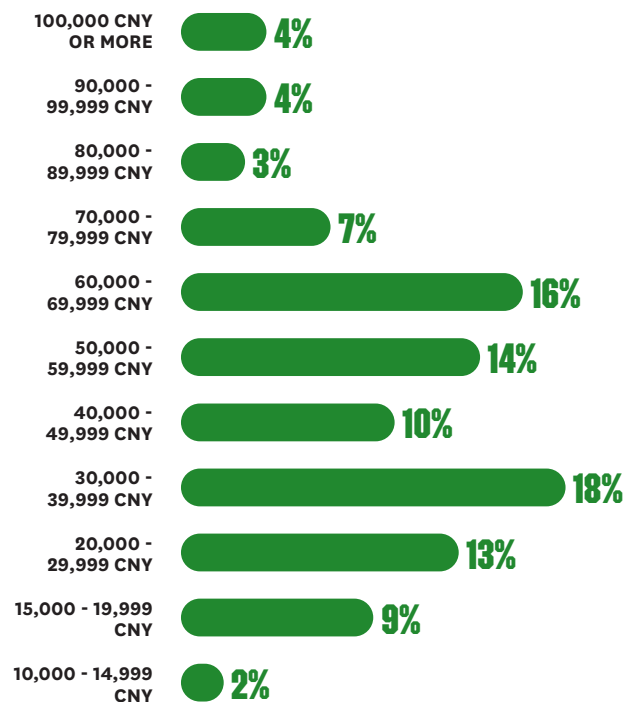
AGE SEGMENT OF ACTIVE CONSIDERERS



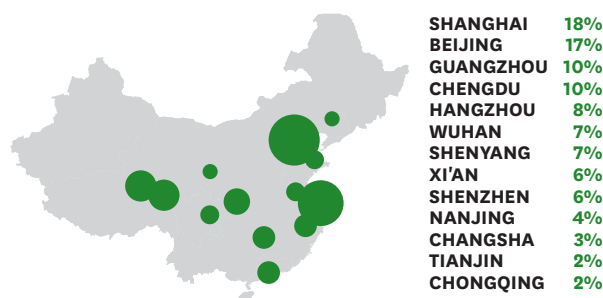
FAMILIES WITH CHILDREN OF ALL AGES REPRESENT THE MAJORITY OF ACS



MONTHLY HOUSEHOLD INCOME IS SPREAD WIDELY AMONG ACS



SHANGHAI AND BEIJING ARE THE MOST POPULAR SOURCE REGIONS



*Doesn't include those selecting 'prefer not to answer'

Source: Active Considerer Monitor data six-month period ending May 2026

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ACTIVE CONSIDERERS | HOW THEY SEE NEW ZEALAND



Chinese Active Considerers associate New Zealand with safety, clean environments, wildlife experiences, welcoming locals, and opportunities to experience local culture. The destination is also seen as a place to escape everyday life



Source: Active Considerer Monitor data six-month period ending May 2026

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ACTIVE CONSIDERERS | REASONS TO VISIT NEW ZEALAND



Chinese Active Considerers are primarily motivated by opportunities to connect with nature, relax and refresh, experience beautiful scenery, and enjoy local food and beverage experiences



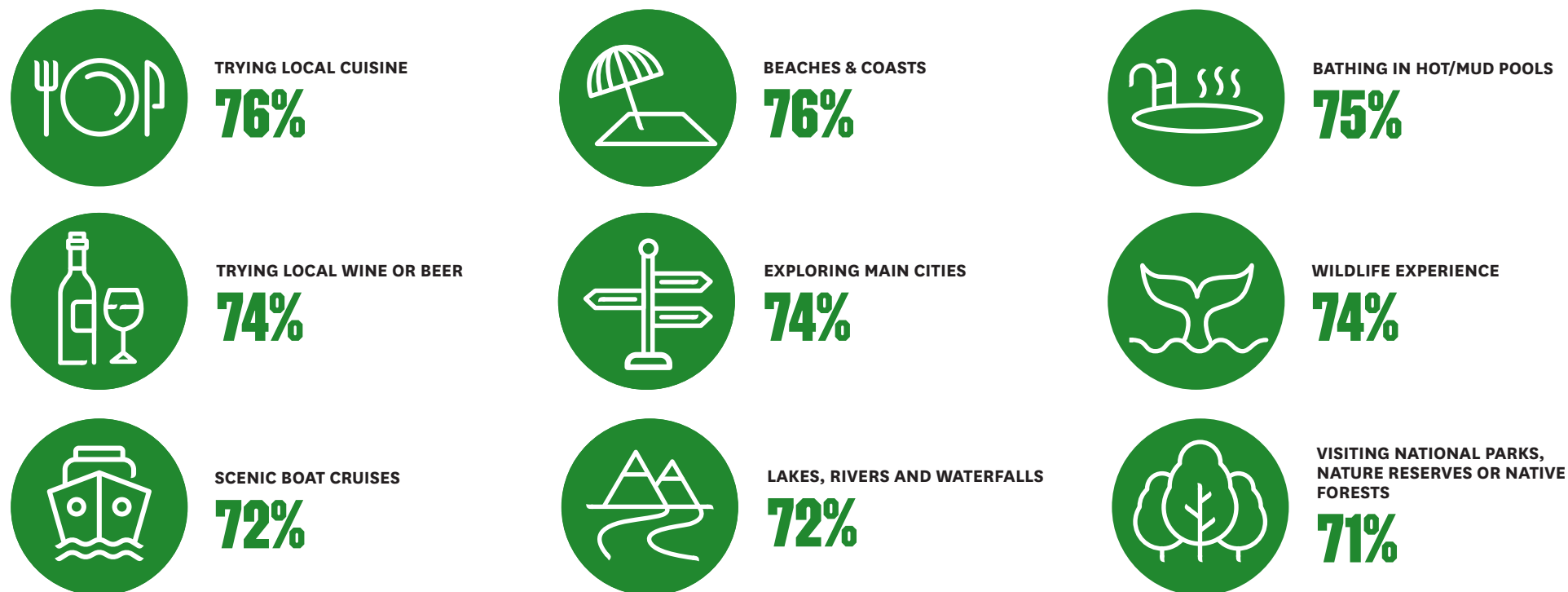
Source: Active Considerer Monitor data six-month period ending May 2026

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ACTIVE CONSIDERERS | WHAT THEY WOULD LIKE TO SEE & DO IN NEW ZEALAND



Local cuisine, beaches, hot pools, wine and beer experiences, main cities, wildlife encounters, scenic cruises, and visits to national parks drive interest



Source: Active Considerer Monitor data six-month period ending May 2026

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ACTIVE CONSIDERERS | WHAT THEY NEED TO KNOW BEFORE VISITING NEW ZEALAND



Visitors seek practical information about how easy it is to travel around New Zealand, the safety of activities and destinations, local hospitality, food options, and recommended experiences before booking



Source: Active Considerer Monitor data six-month period ending May 2026

NGA MIHI