

SINGAPORE

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

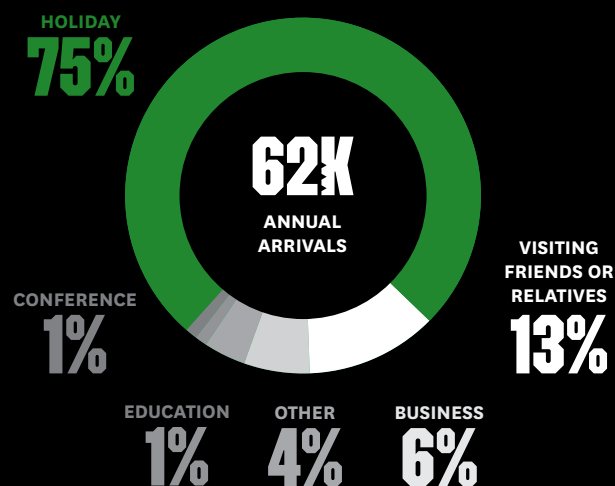
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VISITOR INSIGHTS | ARRIVALS

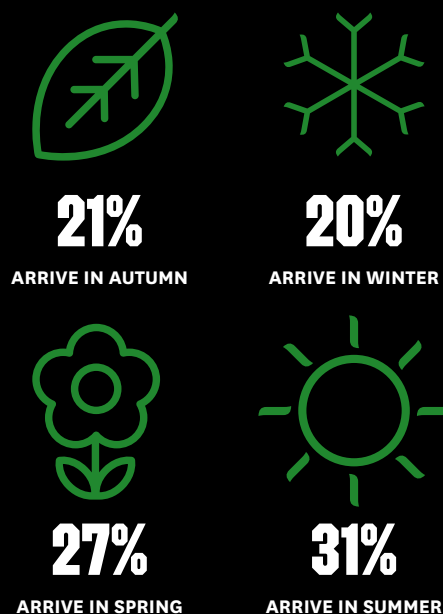


Singapore delivered 62,000 arrivals last year, with holiday travel accounting for three-quarters of visitors (75%). Visitation peaks in summer (31%) but remains relatively balanced throughout the year, supporting year-round tourism demand

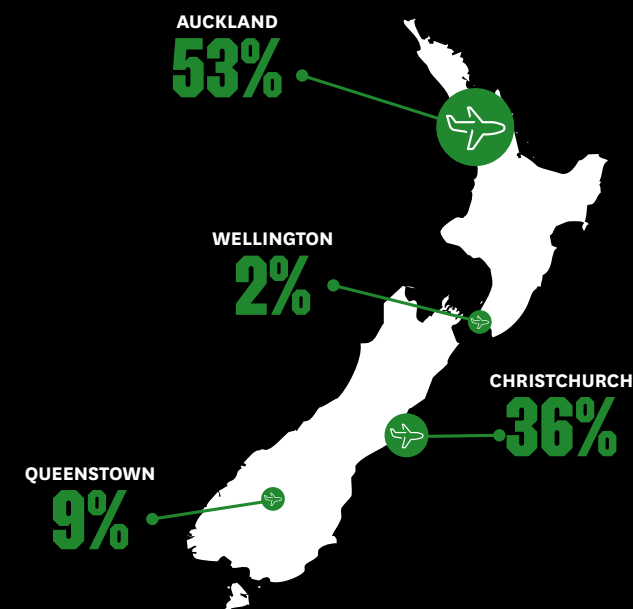
HOLIDAY TRAVEL OVERWHELMINGLY DRIVES SINGAPOREAN VISITATION



SUMMER AND SPRING SEE THE HIGHEST SHARE OF ARRIVALS



AUCKLAND AND CHRISTCHURCH ARE THE PRIMARY GATEWAYS



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

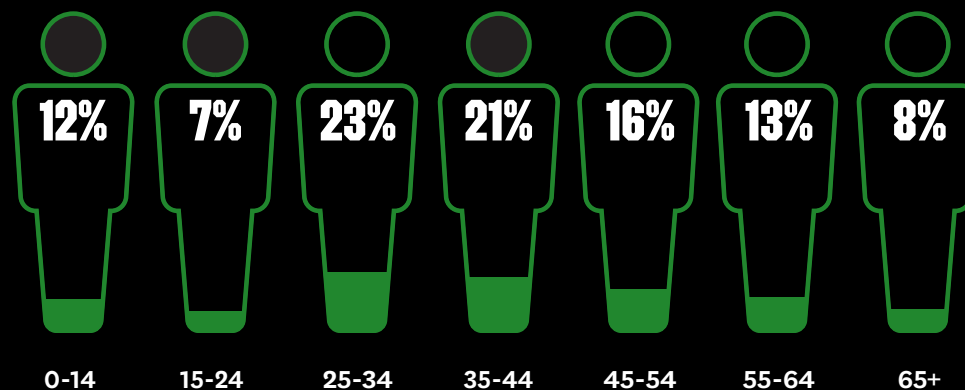


Singaporean visitors are primarily couples and family travellers. The market is concentrated among those aged 25–44 (44%) and nearly six in ten stay 8–14 days

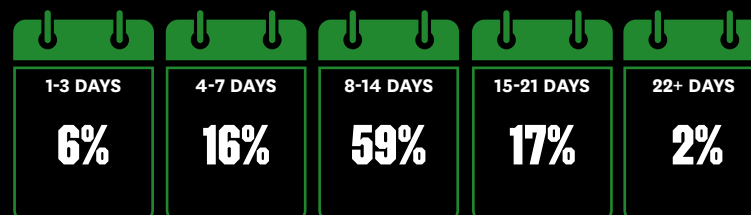
GENDER IS EVENLY BALANCED



60% ARE AGED 25–54



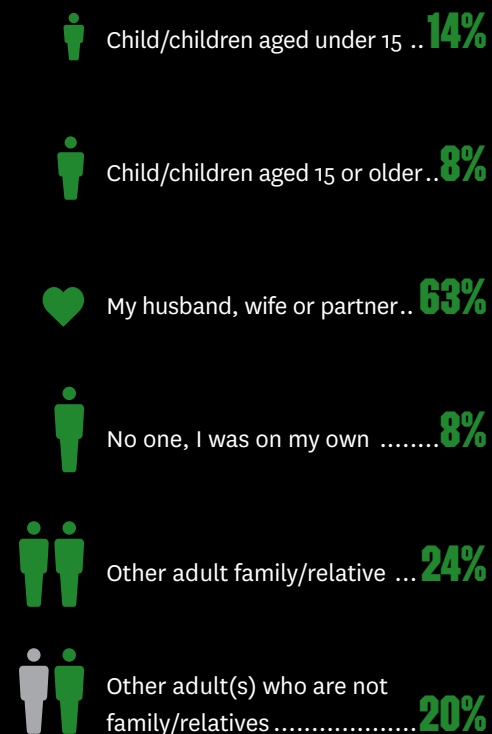
LENGTH OF STAY (DAYS)



AVERAGE LENGTH OF STAY



COUPLES AND FAMILIES DOMINATE TRAVEL PARTY COMPOSITION



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)

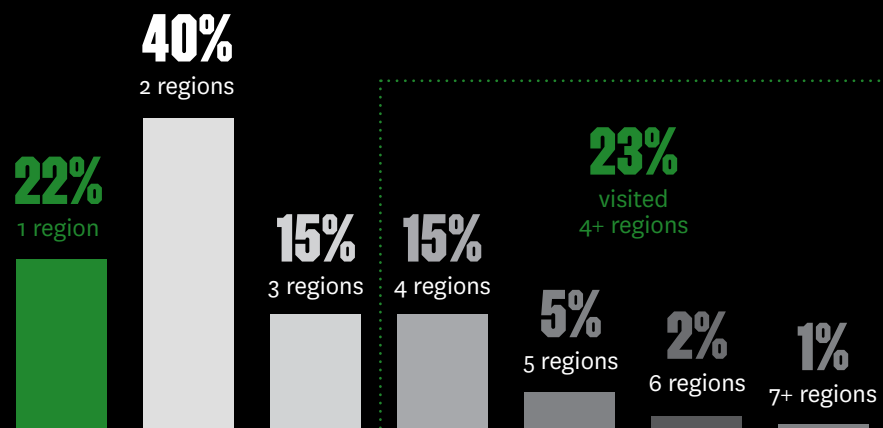
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VISITOR INSIGHTS | WHERE THEY GO



Singaporean holidaymakers show a strong preference for the South Island, with 82% visiting. Travel is typically concentrated across a smaller number of destinations, although nearly a quarter (23%) visit four or more regions

70% VISIT TWO TO FOUR REGIONS

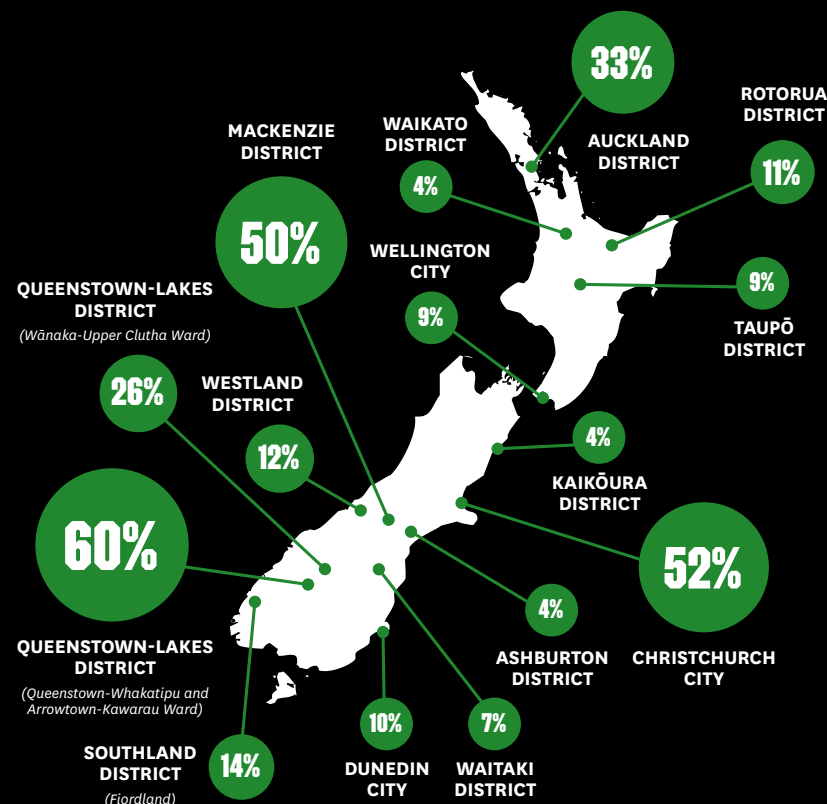


SOUTH ISLAND VISITATION REACHES 82%



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

QUEENSTOWN, CHRISTCHURCH, AND MACKENZIE FORM THE CORE VISITOR CIRCUIT

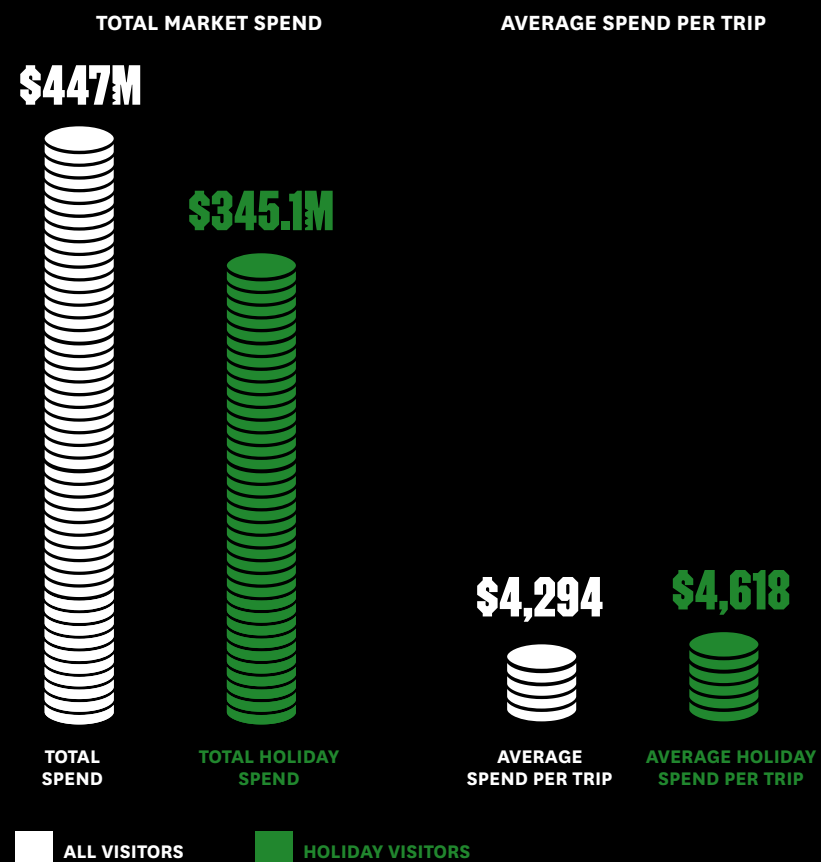


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VISITOR INSIGHTS | HOW MUCH THEY SPEND



Singaporean visitors contributed NZ\$447 million to the New Zealand economy last year, including NZ\$345 million from holiday travel. Holidaymakers spent an average of NZ\$4,618 per trip, reflecting the value of this high-yield market



ACCOMMODATION AND VEHICLE HIRE ACCOUNT FOR ALMOST HALF OF HOLIDAY EXPENDITURE

ACCOMMODATION



29%

FOOD AND BEVERAGE



6%

SHOPPING



8%

CAR RENTAL



16%

ENTERTAINMENT



12%

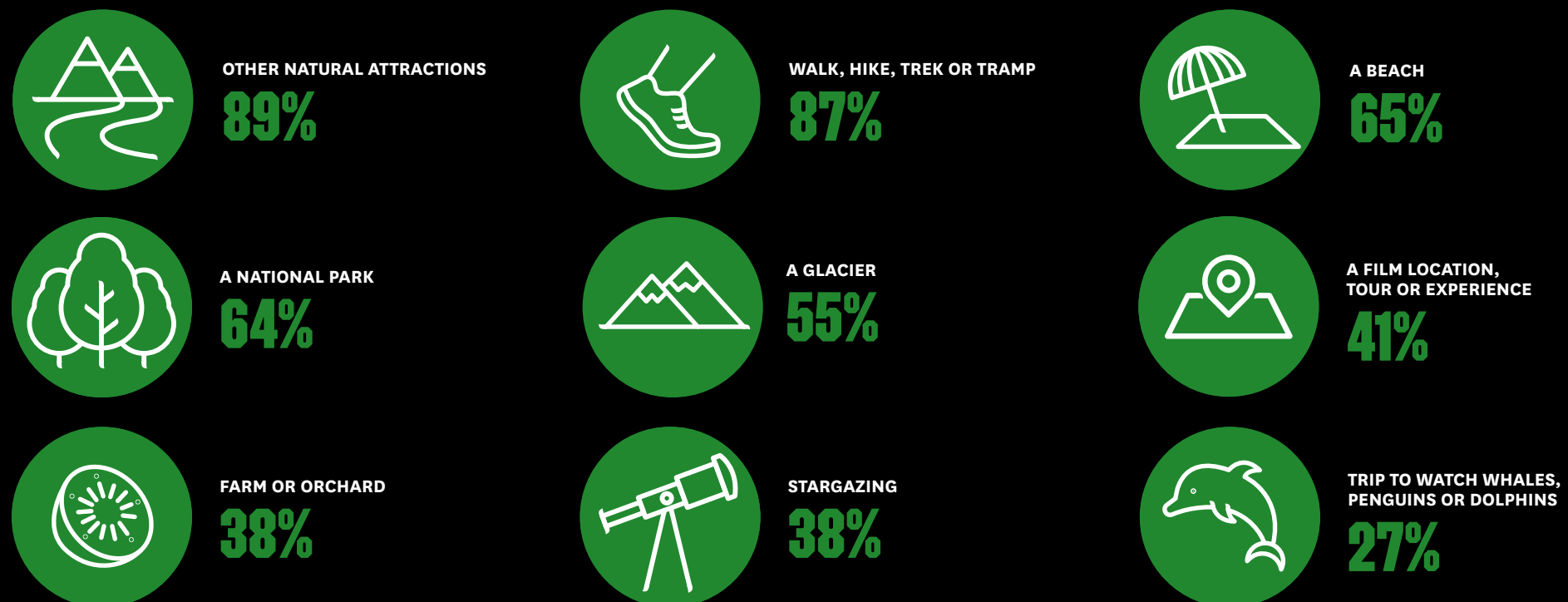
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VISITOR INSIGHTS | WHAT THEY DO



Singaporean holidaymakers are drawn to New Zealand's natural landscapes, with walking experiences playing a key role. Unique experiences such as glaciers, wildlife encounters, stargazing, and film locations further enhance appeal

TOP ACTIVITIES ENJOYED BY SINGAPOREANS ON HOLIDAY IN NEW ZEALAND



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VISITOR INSIGHTS | WHERE THEY STAY



Online-booked accommodation and hotels dominate stays. Motels and serviced apartments provide additional flexibility

POPULAR ACCOMMODATION TYPES



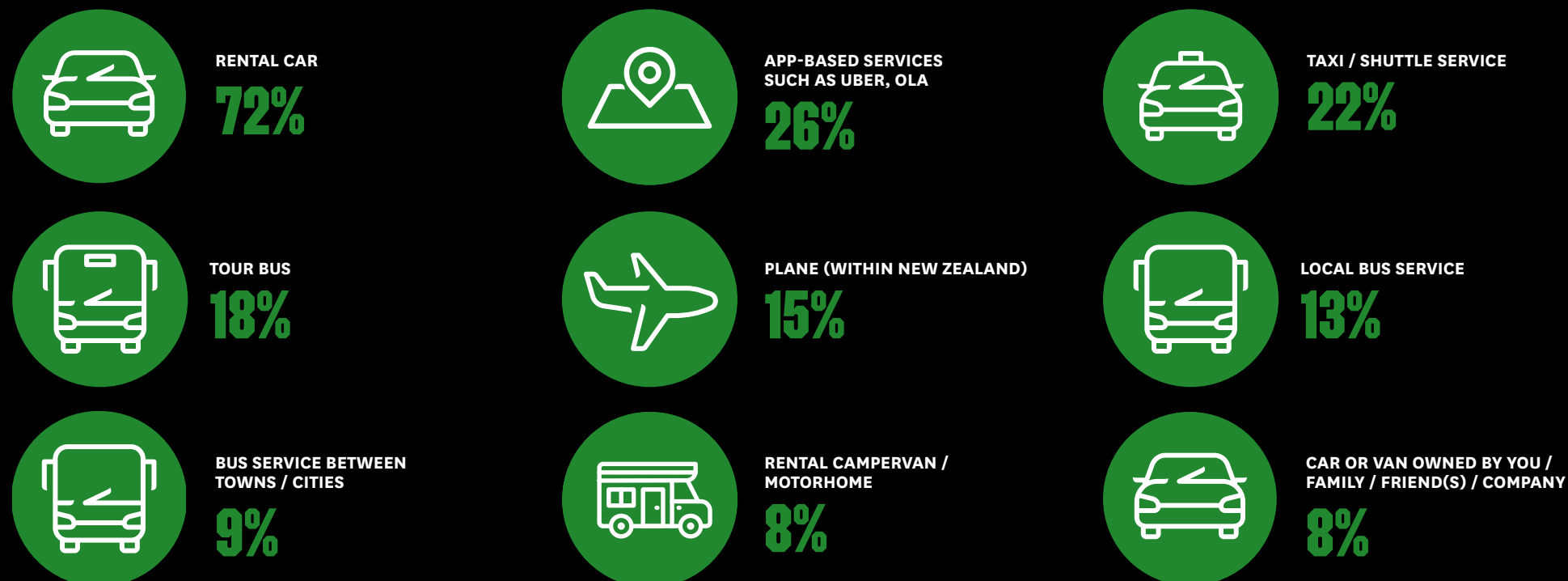
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VISITOR INSIGHTS | HOW THEY TRAVEL



Rental cars are the backbone of Singaporean travel within New Zealand, used by nearly three-quarters of holidaymakers. Rideshare services, taxis, tour buses, and domestic aviation provide additional options

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



Abel Tasman National Park
Nelson Tasman

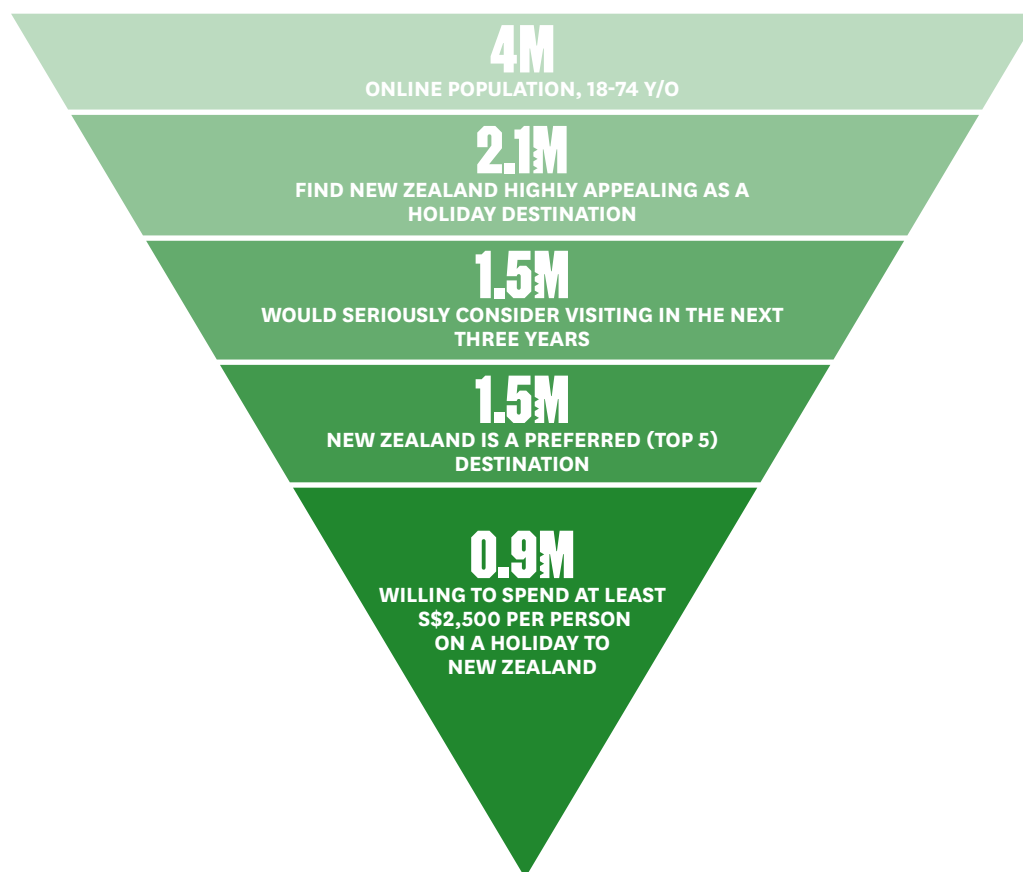


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ACTIVE CONSIDERERS | JOURNEY FUNNEL



Almost one million Singaporean travellers qualify as Active Considerers, with almost half (49%) ranking New Zealand as their preferred destination. Interest extends beyond summer, with 82% willing to travel during off-peak periods



82% OFF-PEAK CONSIDERATION*



49% (443K) TOP PREFERENCE** AMONG ACTIVE CONSIDERERS



19% (173K) 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

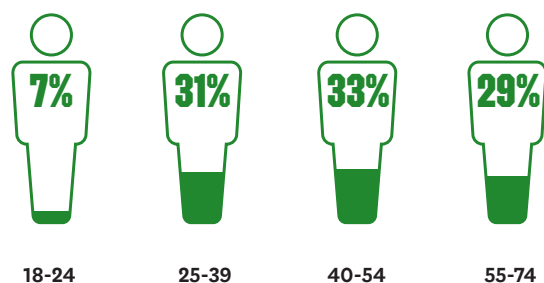
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ACTIVE CONSIDERERS | WHO THEY ARE & WHERE THEY LIVE

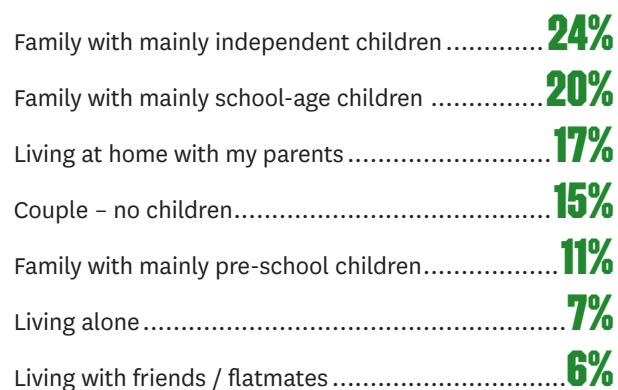


Active Considerers are affluent and family-oriented, predominantly aged 25–54 (64%), with strong representation from older travellers aged 55–74 (29%)

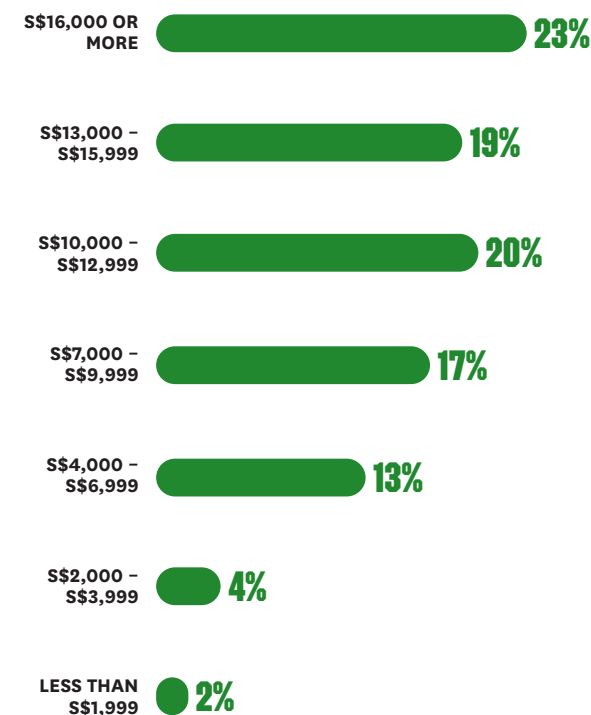
AGE SEGMENT OF ACTIVE CONSIDERERS



FAMILIES ARE THE LARGEST HOUSEHOLD SEGMENT

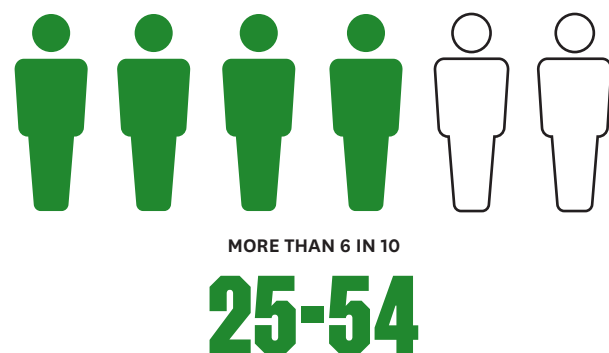


HIGHER-INCOME HOUSEHOLDS DOMINATE THE AUDIENCE

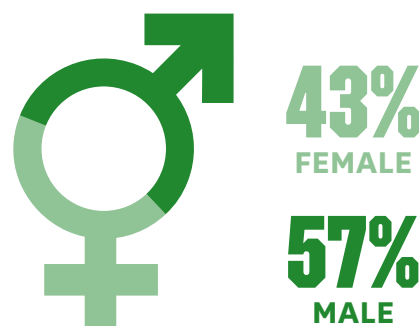


*Doesn't include those selecting 'prefer not to answer'

**Income is per month



GENDER OF ACTIVE CONSIDERERS



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

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ACTIVE CONSIDERERS | HOW THEY SEE NEW ZEALAND



Spectacular scenery, adventure, relaxation, family appeal, and a strong connection to nature shape perceptions of New Zealand



SPECTACULAR NATURAL
LANDSCAPES AND SCENERY

79%



OFFERS A WIDE VARIETY OF OUTDOOR
AND ADVENTURE ACTIVITIES

76%



THE ENVIRONMENT THERE
IS CLEAN AND UNPOLLUTED

75%



IDEAL TO RELAX AND REFRESH

75%



THINKING ABOUT VISITING MAKES
ME FEEL REALLY EXCITED

75%



IDEAL FOR A FAMILY HOLIDAY

74%



IDEAL FOR HAVING FUN AND
ENJOYING YOURSELF

73%



A DESTINATION WHERE THE
PEOPLE HAVE A SPECIAL
RELATIONSHIP WITH THE LAND

72%



OFFERS A WIDE VARIETY OF
TOURIST EXPERIENCES

72%

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

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ACTIVE CONSIDERERS | REASONS TO VISIT NEW ZEALAND



Scenery, nature, and relaxation drive visitor intent, while local cuisine, exploration, adventure, and cultural experiences further strengthen appeal



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



New Zealand appeals through its blend of nature, wildlife, scenic landscapes, and food experiences, alongside the chance to discover local towns and urban destinations



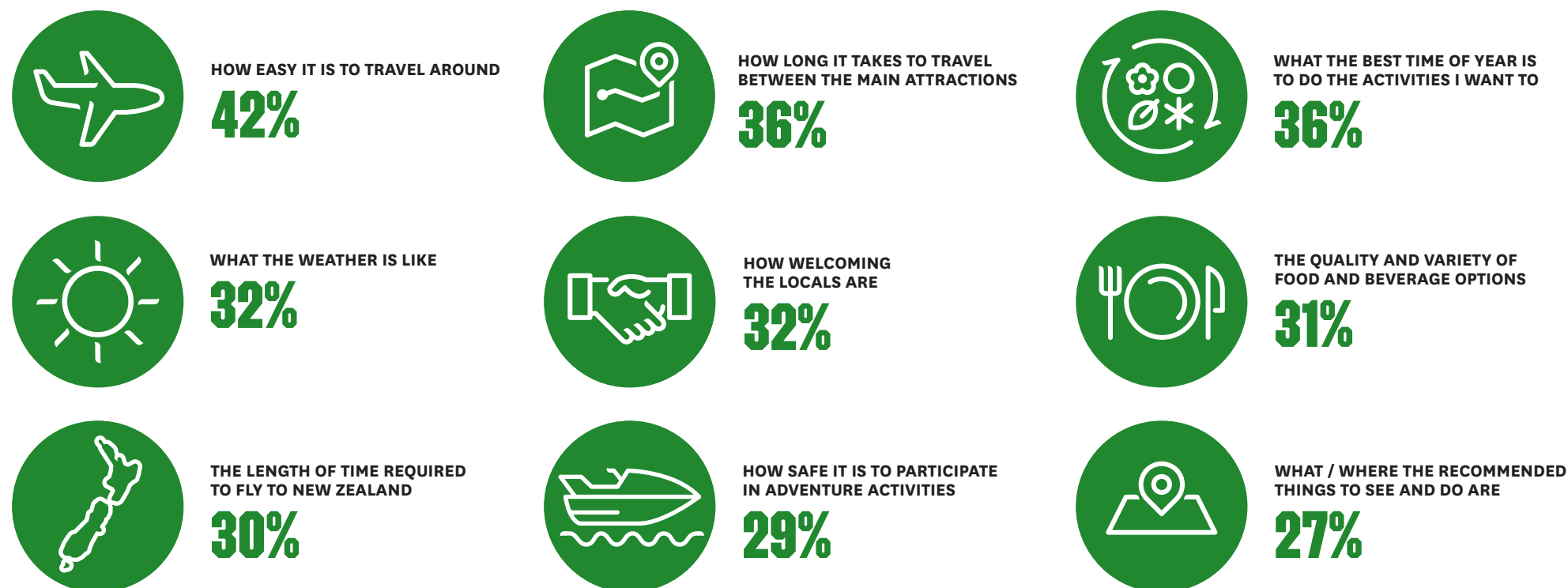
Source: Active Considerer Monitor data six-month period ending May 2026

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



Travel logistics and trip planning are key considerations, particularly transport, travel times, seasonal conditions, hospitality, food experiences, and flight duration



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

NGA MIHI