

UNITED KINGDOM

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

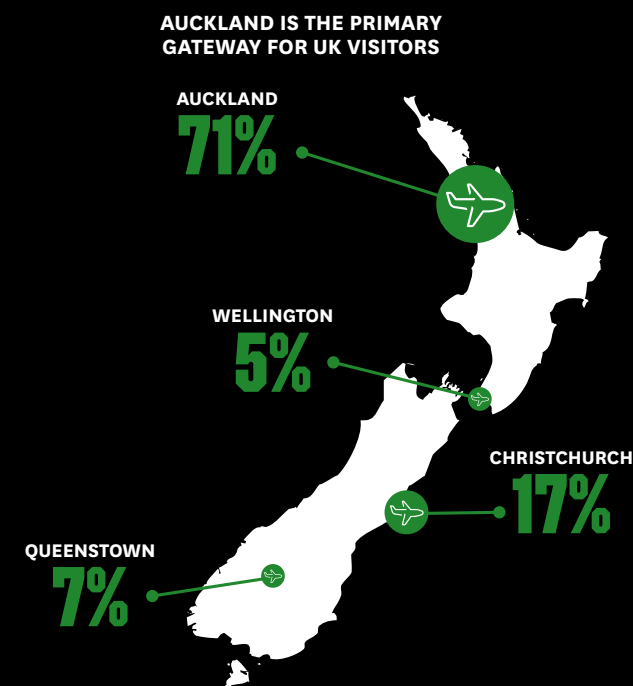
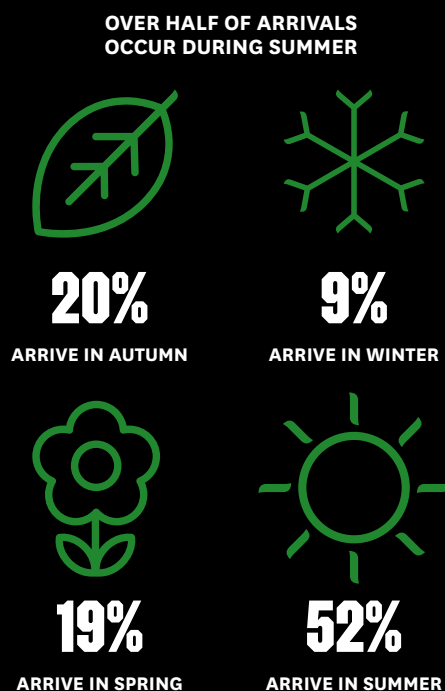
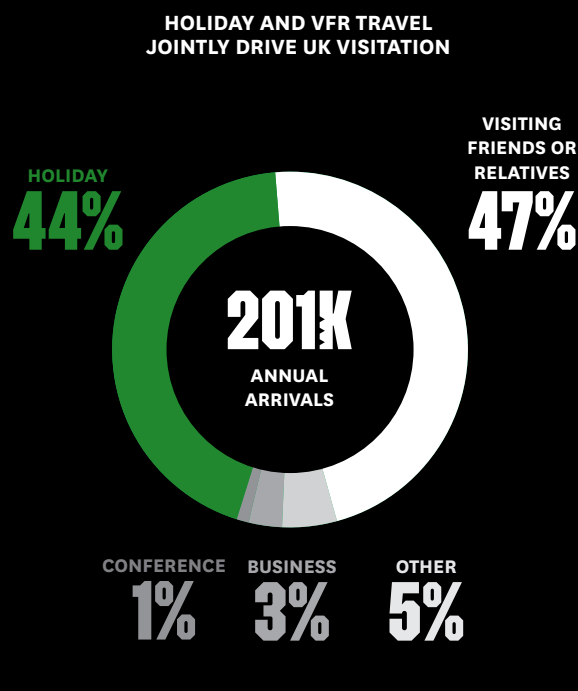
International Visitor Survey (IVS) commissioned by the Ministry of Business, Innovation and Employment (MBIE); captures survey data from international visitors shortly after their trip to New Zealand



VISITOR INSIGHTS | ARRIVALS



The UK delivered 201,000 arrivals last year, with holiday (44%) and visiting friends and relatives (47%) contributing almost equally. Arrivals are highly seasonal, with more than half occurring in summer (52%)



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).

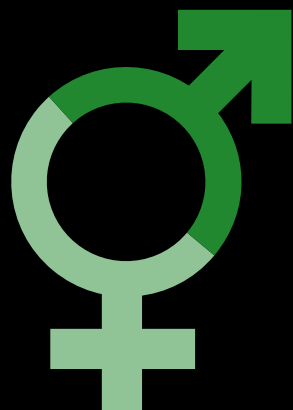


VISITOR INSIGHTS | WHO THESE HOLIDAYMAKERS ARE



UK visitors stay longer than most markets and primarily travel as couples. Holiday visitors stay an average of 15 days, and older travellers (55+) make up a substantial share of visitors (44%)

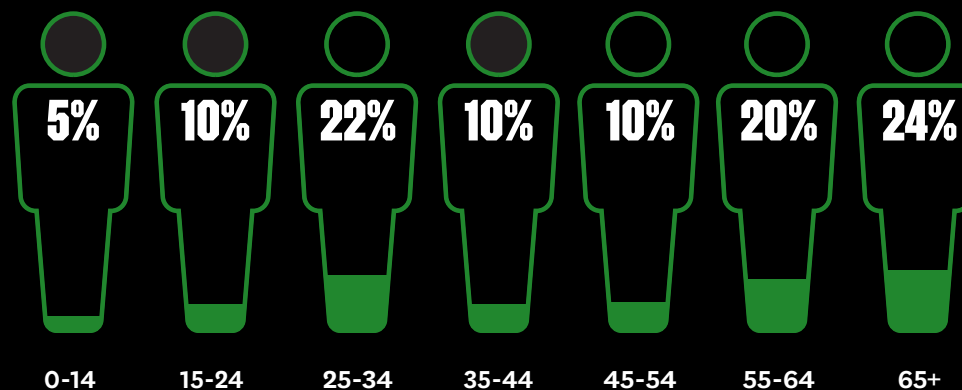
GENDER IS BROADLY BALANCED



52%
FEMALE

48%
MALE

44% ARE AGED 55 YEARS OR OLDER



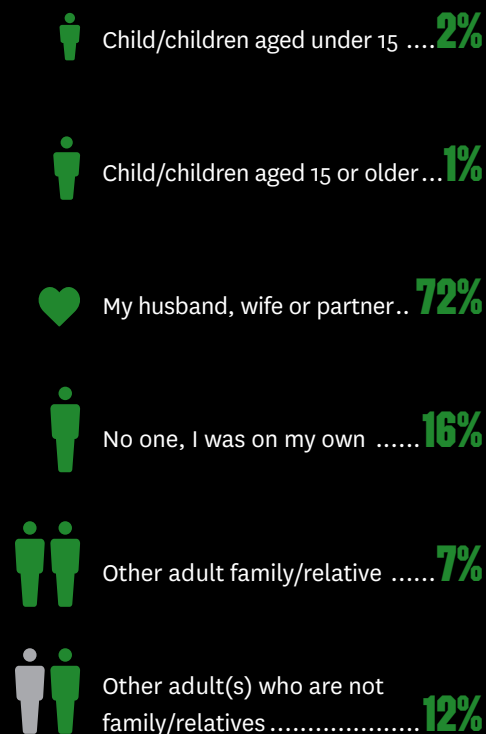
LENGTH OF STAY (DAYS)



AVERAGE LENGTH OF STAY



COUPLES 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)

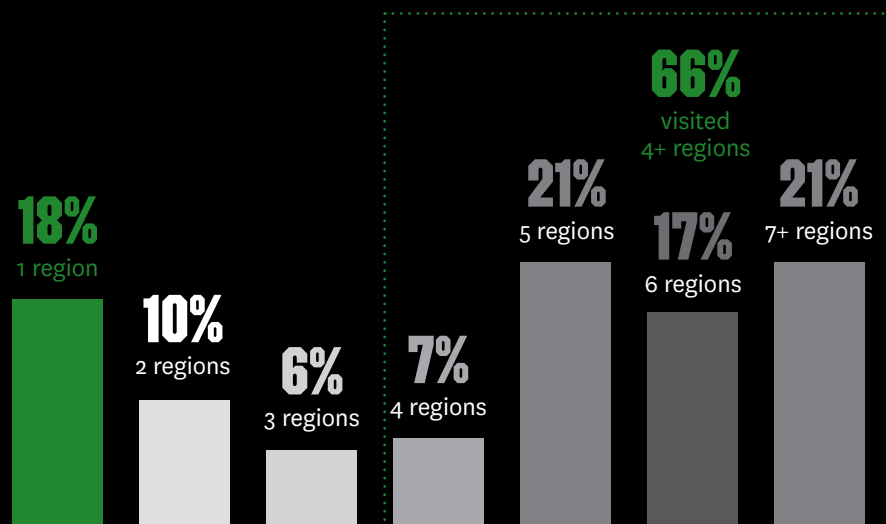


VISITOR INSIGHTS | WHERE THEY GO



UK holidaymakers travel extensively across New Zealand. Six in ten visit both islands, while two-thirds (66%) visit four or more regions, supporting strong regional dispersal

66% VISIT FOUR OR MORE REGIONS

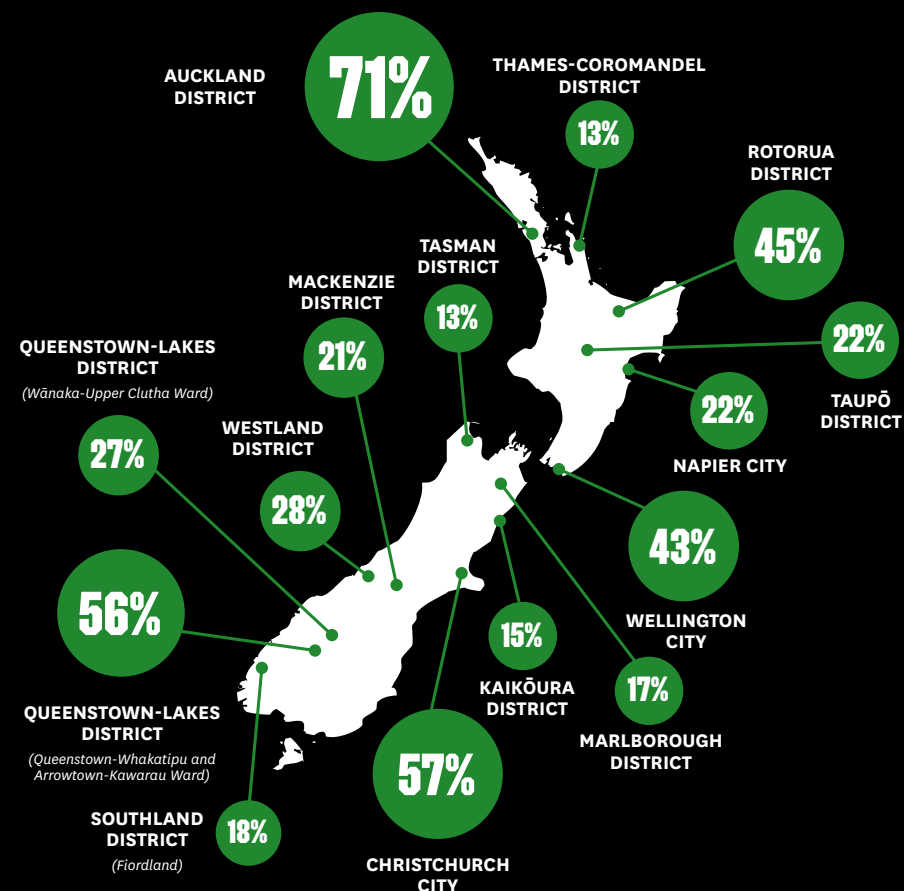


60% VISIT BOTH ISLANDS



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

TRAVEL COMMONLY EXTENDS WELL BEYOND THE MAIN TOURISM CENTRES

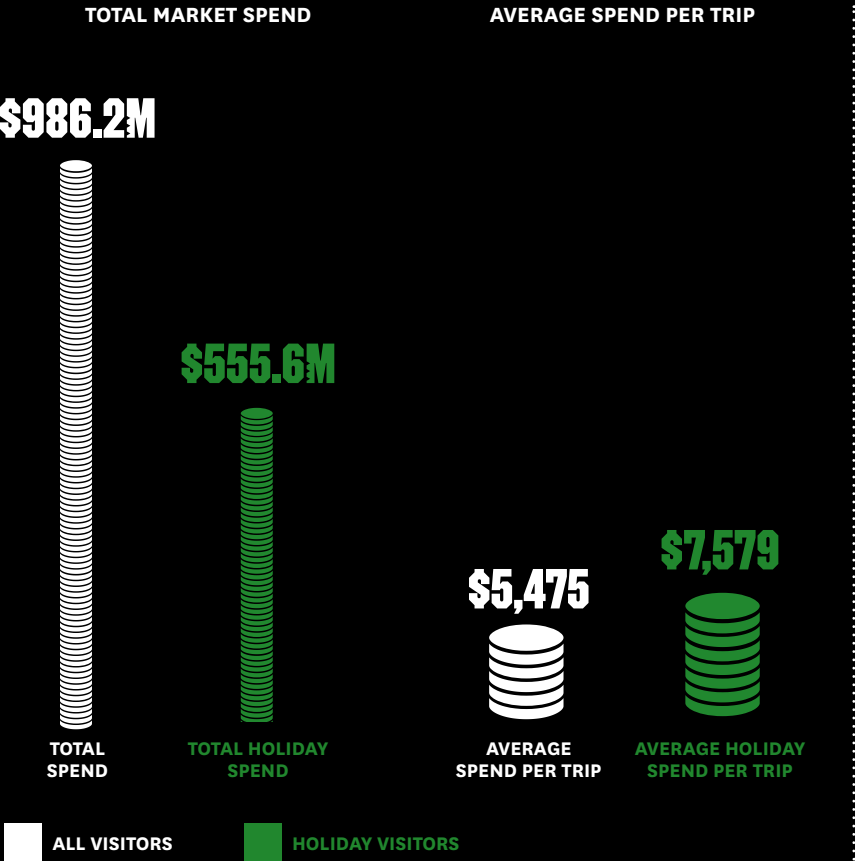




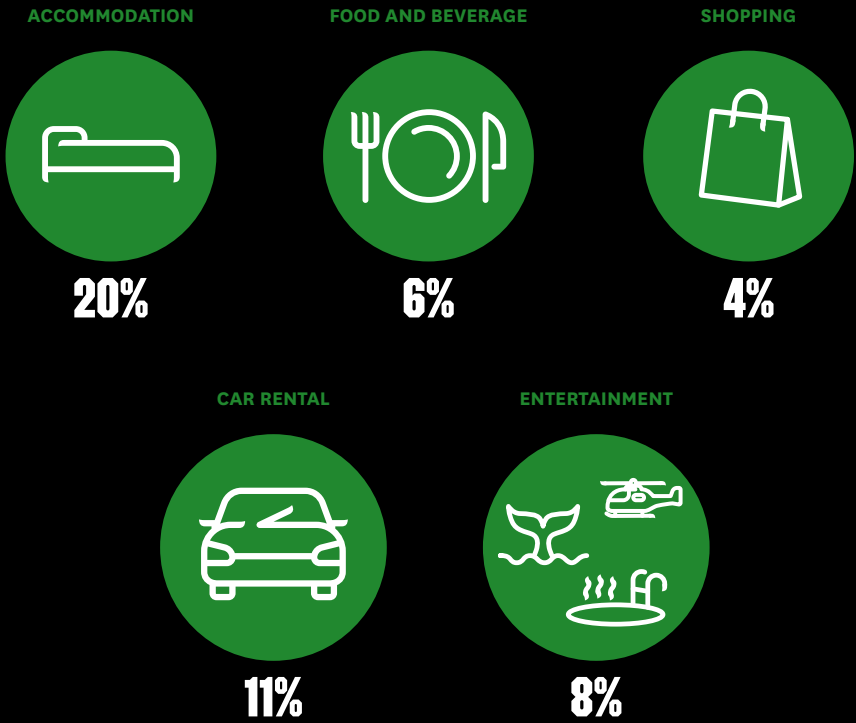
VISITOR INSIGHTS | HOW MUCH THEY SPEND



UK visitors contributed nearly NZ\$1 billion to the New Zealand economy last year, including NZ\$556 million from holiday travel. Holidaymakers spent an average of NZ\$7,579 per trip, reflecting long stays and extensive travel patterns.



LONG STAYS SUPPORT STRONG SPENDING ACROSS ACCOMMODATION, TRANSPORT, AND EXPERIENCES



Source: MBIE, International Visitor Survey | Year ending March 2026 | Holiday Visitors (Spend Type)



VISITOR INSIGHTS | WHAT THEY DO



Nature and cultural experiences shape the visitor experience, from national parks and beaches to museums and Māori cultural attractions

TOP ACTIVITIES ENJOYED BY UK VISITORS ON HOLIDAY IN NEW ZEALAND





VISITOR INSIGHTS | WHERE THEY STAY



Accommodation is led by hotels, alongside online-booked rentals, motels, and visiting friends and relatives. Camping and backpacker stays reflect the market's longer travel patterns

POPULAR ACCOMMODATION TYPES



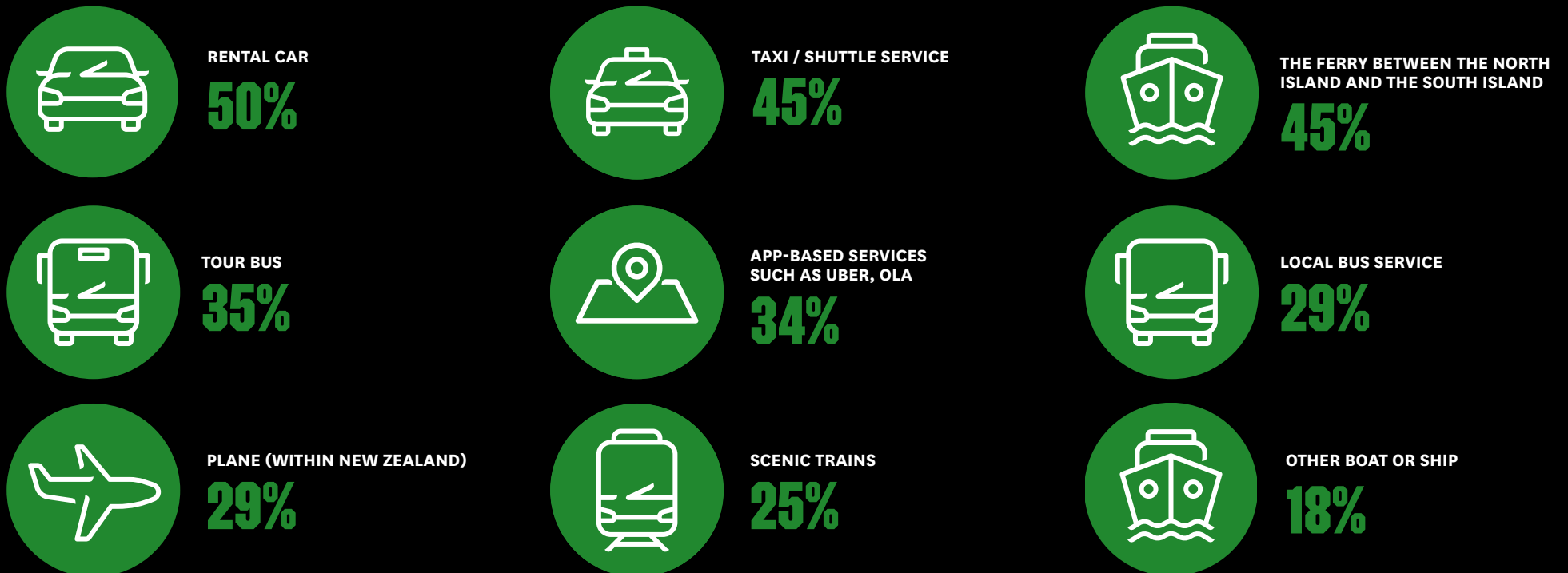


VISITOR INSIGHTS | HOW THEY TRAVEL



Rental cars anchor travel around New Zealand, while ferries, public transport, domestic flights, and scenic rail journeys support exploration across both islands

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





ACTIVE CONSIDERERS | JOURNEY FUNNEL



An estimated 11 million UK travellers qualify as Active Considerers, with 43% ranking New Zealand as their preferred destination. Nearly two-thirds would consider travelling during off-peak periods



65% OFF-PEAK CONSIDERATION*



43% (4.6M) TOP PREFERENCE** AMONG ACTIVE CONSIDERERS



12% (1.2M) 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

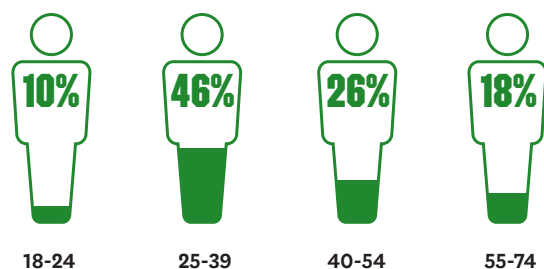


ACTIVE CONSIDERERS | WHO THEY ARE & WHERE THEY LIVE

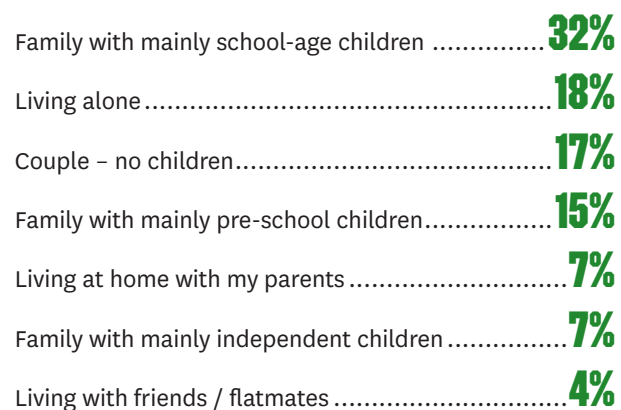


Affluent families and mid-life adults drive consideration, with Active Considerers concentrated across England, particularly in Greater London, the North West, and South East

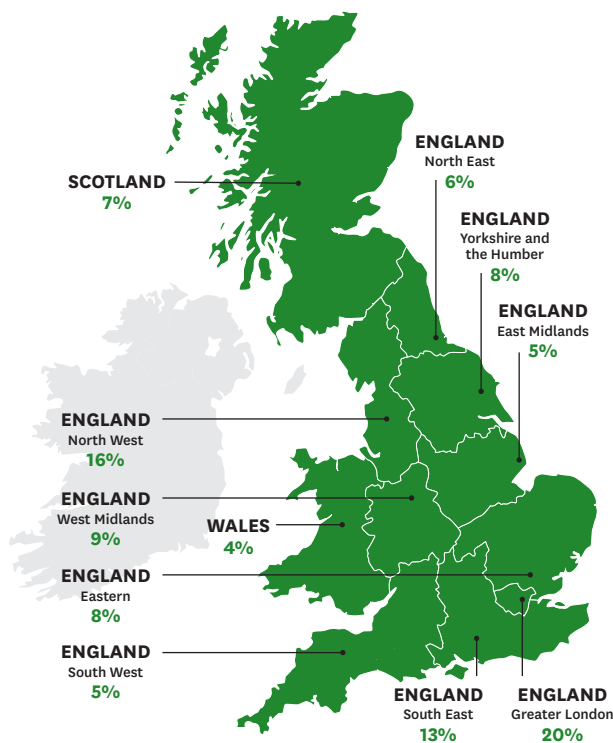
NEARLY THREE-QUARTERS ARE AGED 25-54



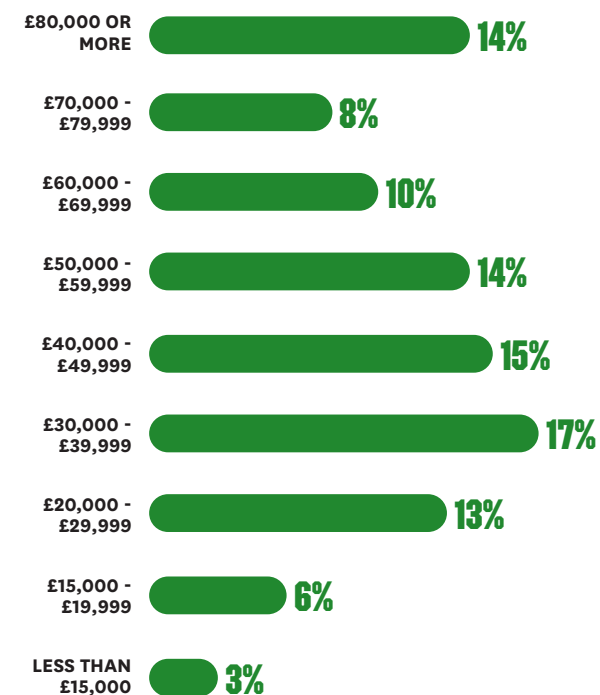
FAMILIES FORM THE LARGEST HOUSEHOLD SEGMENT



GREATER LONDON IS THE LARGEST SOURCE REGION



THE MAJORITY OF ACS HAVE AN ANNUAL HOUSEHOLD INCOME OF AT LEAST £40,000



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

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



ACTIVE CONSIDERERS | HOW THEY SEE NEW ZEALAND



Nature, authenticity, and cultural richness shape perceptions of New Zealand, alongside outdoor adventure and unique experiences



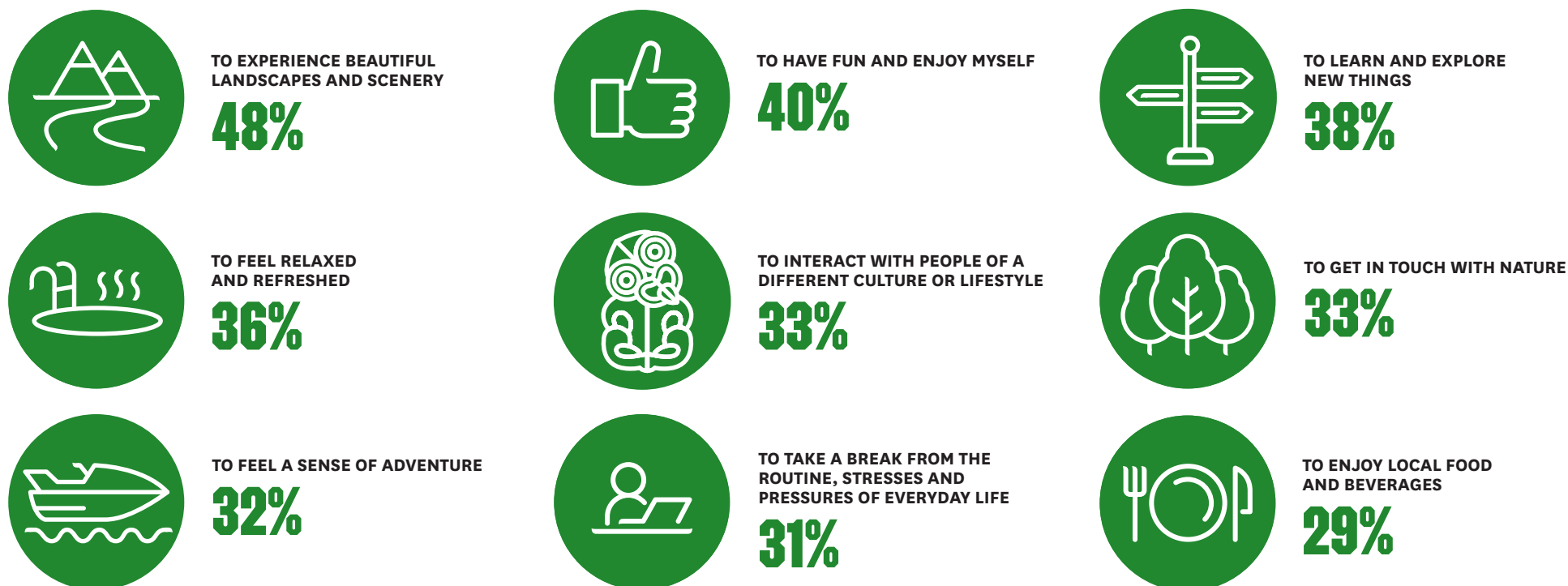
Source: Active Considerer Monitor data six-month period ending May 2026



ACTIVE CONSIDERERS | REASONS TO VISIT NEW ZEALAND



Scenery, discovery, and adventure drive visit intent, with Active Considerers seeking beautiful landscapes, new experiences, relaxation, cultural connection, and opportunities to explore



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



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



Nature, culture, wildlife, and local experiences drive interest, spanning beaches, local cuisine, heritage attractions, scenic rail journeys, and authentic encounters



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

UK

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



Distance, travel times, and trip logistics are key considerations, with Active Considerers seeking guidance on flights, transport, seasonal conditions, safety, and experiences



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

NGA MIHI