

CHINA

Visitors & Market Insights

July 2025



**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 people are aged 18-74, find New Zealand highly appealing, have New Zealand as a preferred holiday destination within the next three years and a realistic budget for their trip.

About our Visitor Insights and Data

TNZ leverage a range of insight sources to support our marketing activity, including TNZ's Active Considerer Monitor, Statistics New Zealand's International Visitor Arrivals and MBIE's International Visitor Survey.

Mix of Markets

The mix of markets covered in our Market Snapshots include:

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



VISITOR INSIGHTS

Latest China market arrivals insights

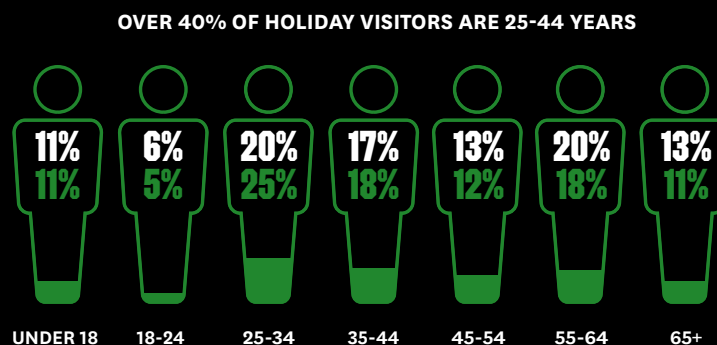
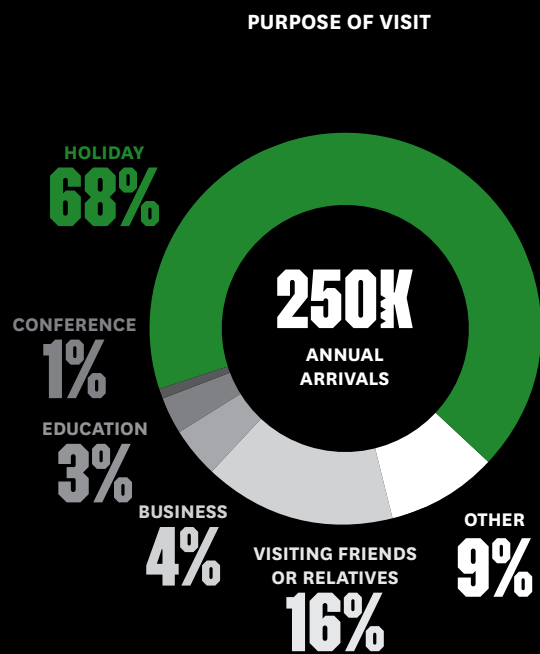


CHINA

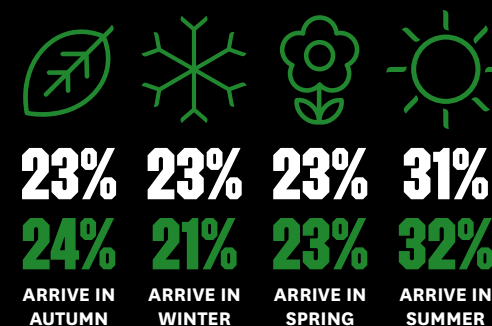
TRAVELLER INSIGHTS



Last year, 250,000 Chinese visitors came to New Zealand, with 68% arriving for holidays. Summer was the peak season, and most holidaymakers stayed around nine days. Females made up 59% of holiday visitors, and 43% were aged 25-44.



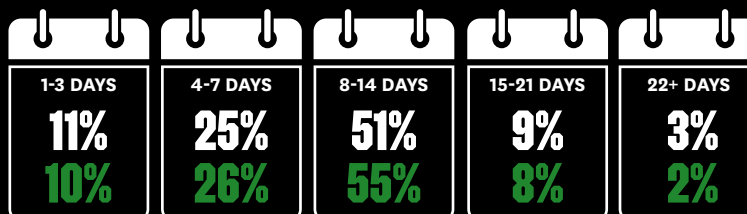
ONE-THIRD OF VISITORS COME IN SUMMER*



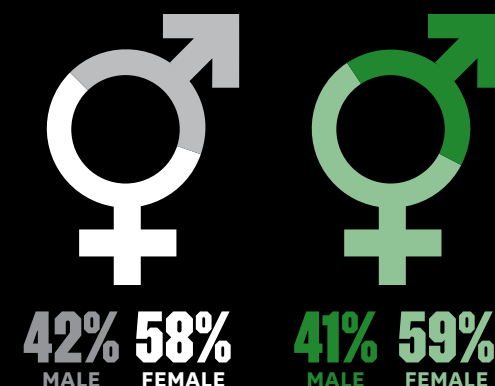
AVERAGE LENGTH OF STAY



LENGTH OF STAY (DAYS)



GENDER OF VISITORS



ALL VISITORS HOLIDAY VISITORS

Source: Stats NZ international Visitor Arrivals – Year ending May 2025 –

*Seasons: Autumn 24, Winter 24, Spring 24, Summer 24/25

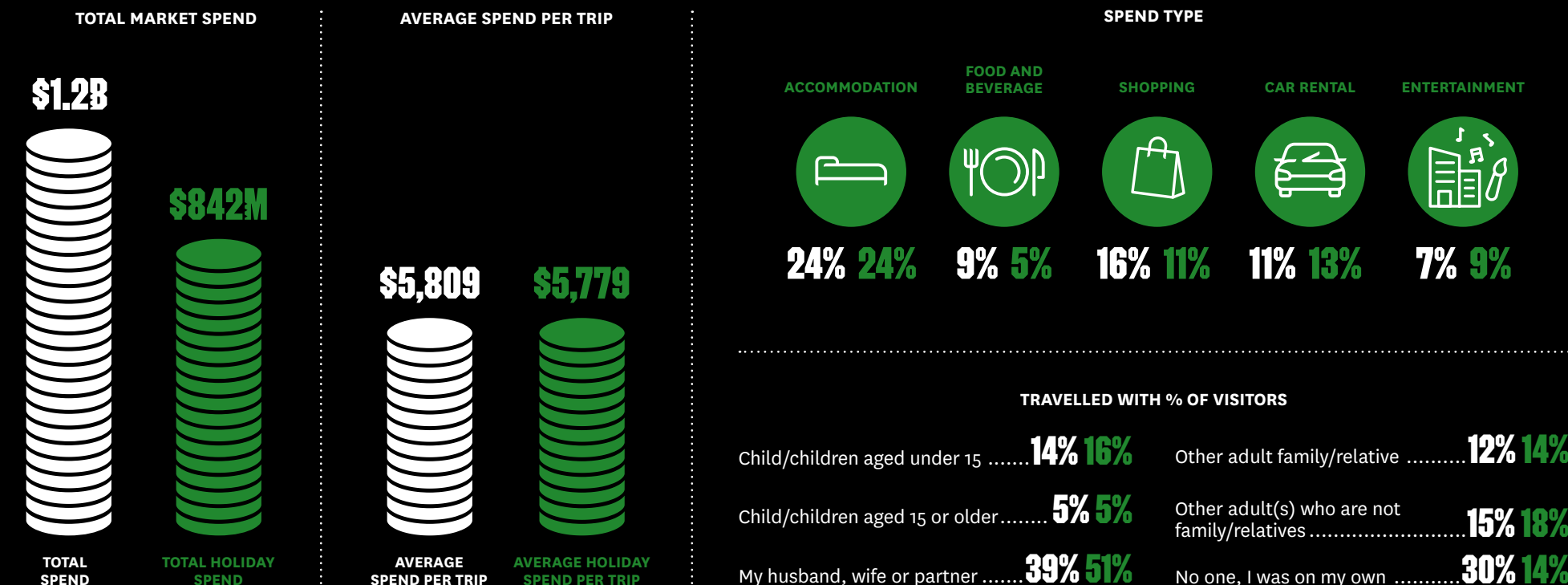
Due to rounding, the sum of individual group percentages may not total exactly 100%

CHINA

VISITOR SNAPSHOT



Chinese visitors spent \$1.2 billion in New Zealand, with holiday travellers accounting for \$842 million or 70% of that spend. The average spend per trip was \$5,809, with \$5,779 by those visiting on holiday. Around one quarter of total spending went toward accommodation, and half of holiday visitors travelled with their significant other.



ALL VISITORS HOLIDAY VISITORS

Source: MBIE, International Visitor Survey. Year ending March 2025.

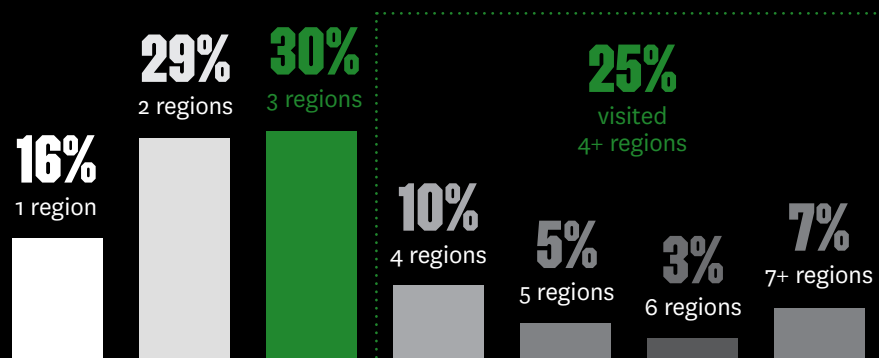
CHINA

TRAVELLER INSIGHTS

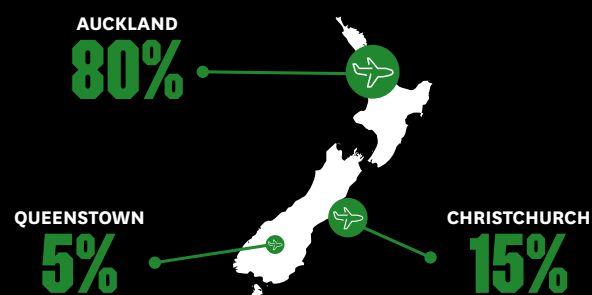


Most Chinese holidaymakers visited the North Island (78%) and the South Island (75%), showing relatively even dispersion, with 53% visiting both islands. Among these travellers, 25% visited four or more regions, with Auckland, Queenstown-Lakes District and Christchurch being the most popular destinations.

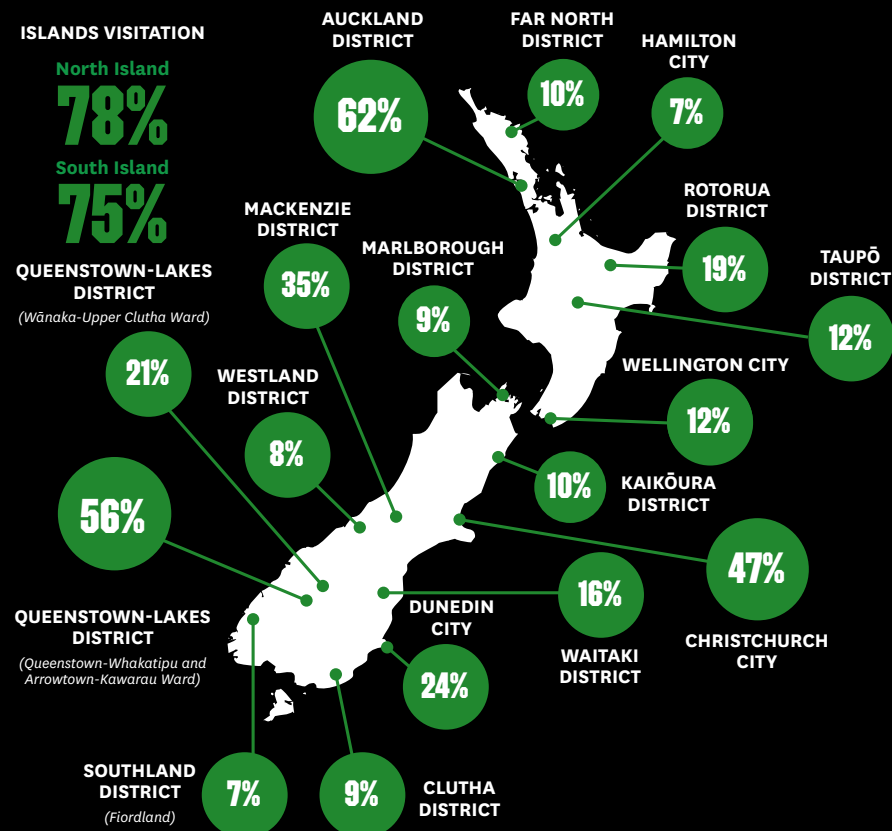
NUMBER OF REGIONS VISITED PER VISIT



ARRIVAL AIRPORT



REGIONS STAYED IN



Source: MBIE, International Visitor Survey. Year ending March 2025.

Source: Statistics NZ international Visitor Arrivals – Year ending May 2025 (Port of Arrival)

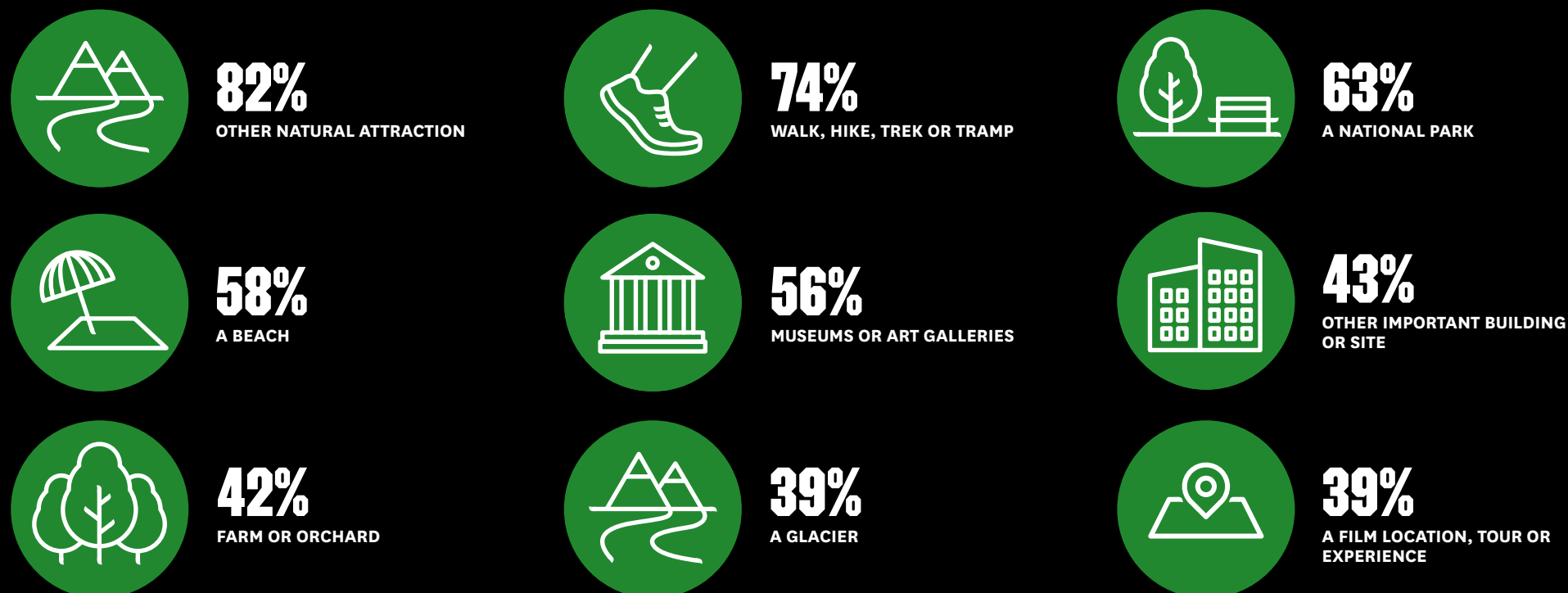
CHINA

TRAVELLER INSIGHTS



Most visitors favoured natural attractions such as mountains, lakes and national parks. Many also went on walks and hikes and visited museums and art galleries. Around 4 in 10 enjoyed fine dining and film location experiences.

TOP ACTIVITIES ENJOYED BY CHINESE IN NEW ZEALAND



Source: MBIE, International Visitor Survey | Year ending March 2025 | Holiday Visitors

CHINA

TRAVELLER INSIGHTS



Chinese holiday visitors predominantly stayed in houses or apartments booked online, as well as traditional hotels and motels. Popular transport choices included rental cars, domestic flights, app-based services, and taxis or shuttles.

POPULAR ACCOMMODATION TYPES



61%

House/apartment booked
online (Airbnb etc)



39%

Hotel



27%

Motel, motor inn or
serviced apartment



17%

Bed and
Breakfast



14%

With family
or friends



13%

Luxury
accommodation



8%

House/flat that you
paid some rent for



8%

Farm-stay or
home-stay



7%

Other (paid) camping
ground/holiday park

MODES OF TRANSPORT



43%

Rental car



41%

Plane
(within New Zealand)



27%

Uber or other
app based



22%

Taxi/shuttle



15%

Car/van owned by
you/family/friend



14%

Local bus service



12%

Limousine/car with
driver included



10%

Tour bus



10%

Helicopter

OUR FUTURE TRAVELLERS

Our Active Considerers

They are Tourism New Zealand's marketing audiences. These people are aged 18-74, find New Zealand highly appealing, have New Zealand as a preferred holiday destination within the next three years and a realistic budget for their trip.

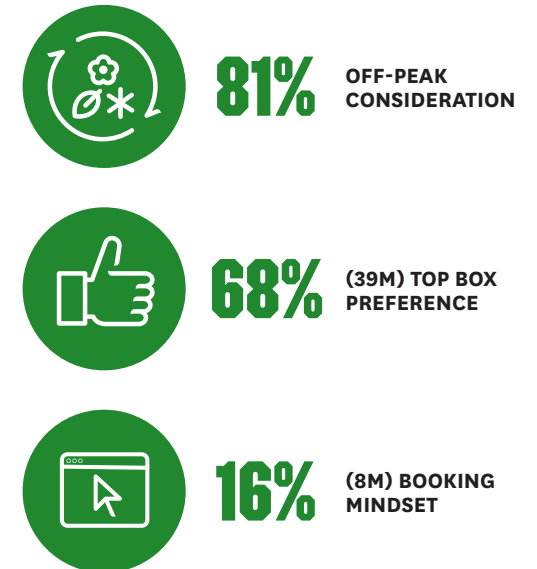
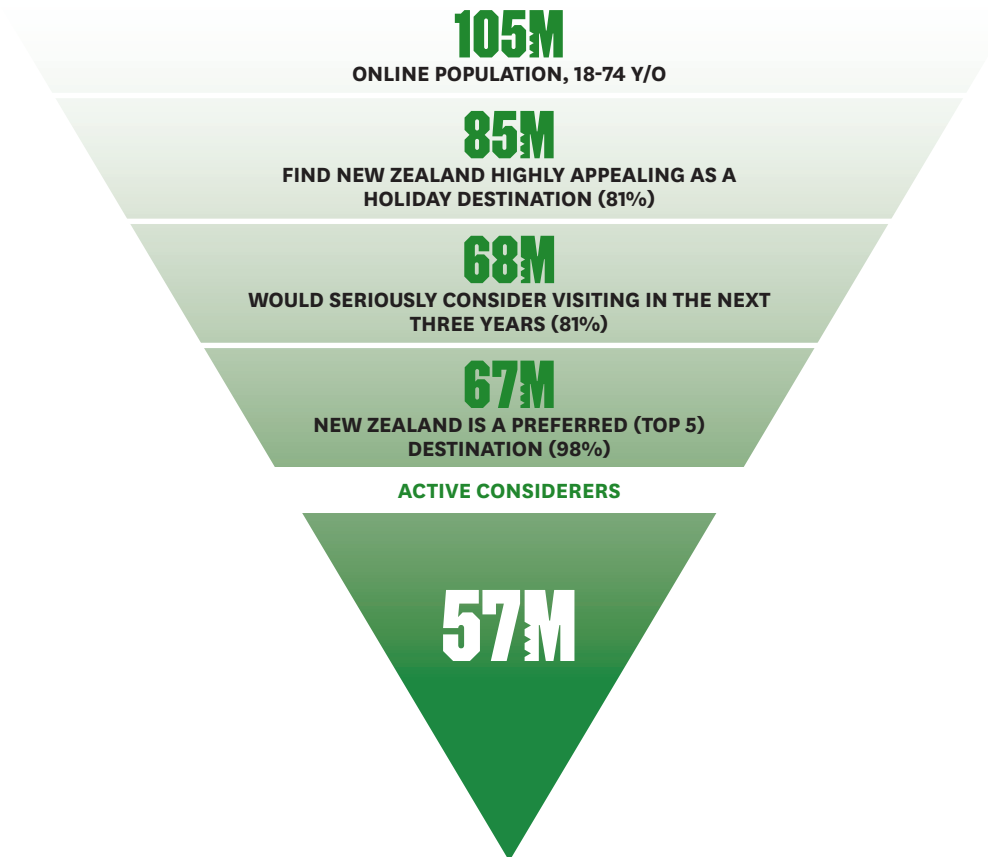


CHINA

ACTIVE CONSIDERERS



81% percent of the Chinese online audience finds New Zealand appealing (85 million), with 57 million of these qualifying as Active Considerers. Of those Active Considerers, 68% identify New Zealand as their top destination choice - representing a sizeable pool of Active Considerers.



Active Considerers (ACs) are aged 18-74, have New Zealand as a preferred holiday destination in the next three years and a realistic budget for their trip. Chinese indicate they are willing to spend at least CNY12500 pp on a holiday to New Zealand.

Source: Active Considerer Monitor data 6-month period ending June 2025

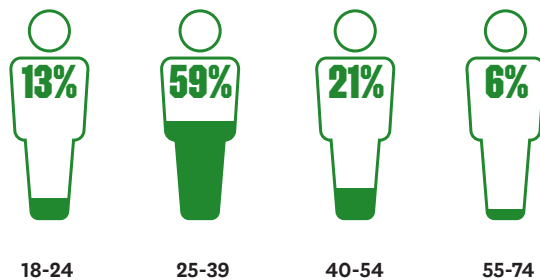
CHINA

ACTIVE CONSIDERERS

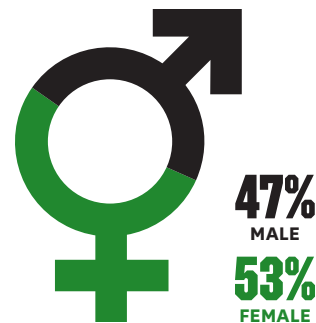


Chinese Active Considerers are typically aged 25–39. They are spread across major Chinese cities, and approximately one-third have a monthly household income exceeding 60,000 CNY.

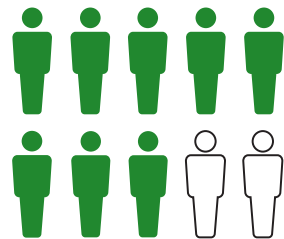
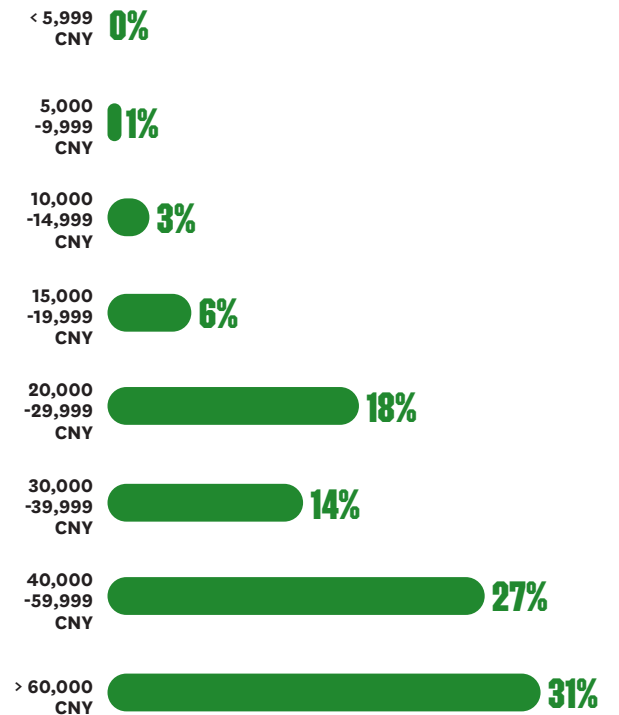
AGE SEGMENT OF ACTIVE CONSIDERERS



GENDER OF ACS



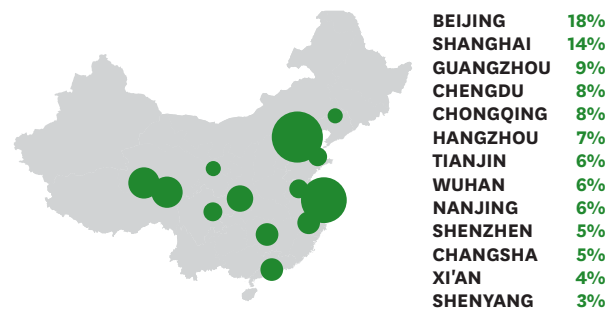
MONTHLY HOUSEHOLD INCOME - ACS



8 OUT OF 10 ACS ARE BETWEEN

25-54

ACTIVE CONSIDERERS ARE FAIRLY SPREAD IN THE MAIN CITIES IN CHINA



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

Active Considerers (ACs) are aged 18-74, have New Zealand as a preferred holiday destination in the next three years and Chinese indicate they are willing to spend at least CNY12500 pp on a holiday to New Zealand.

Source: Active Considerer Monitor data 6-month period ending June 2025 (only selected cities in China are included)

CHINA

ACTIVE CONSIDERERS



Among Chinese Active Considerers, New Zealand is viewed as an affordable getaway that offers an escape from the ordinary. It is renowned for its unique experiences, vibrant local culture, and pristine, unspoiled environment.

BRAND ASSOCIATIONS



THINGS TO SEE AND DO ARE AFFORDABLE

62%



THINKING ABOUT VISITING MAKES ME FEEL EXCITED

59%



THE ENVIRONMENT THERE IS CLEAN AND UNPOLLUTED

59%



OFFERS EXPERIENCES THAT YOU CANNOT GET ANYWHERE ELSE

59%



I WOULD FEEL SAFE TRAVELLING AROUND THIS DESTINATION

59%



A PLACE YOU CAN ESCAPE FROM THE ORDINARY

58%



SPECTACULAR LANDSCAPES AND SCENERY

58%



IDEAL FOR HAVING FUN AND ENJOYING YOURSELF

58%



HAS A UNIQUE INDIGENOUS CULTURE

58%

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Source: Active Considerer Monitor data 6-month period ending June 2025

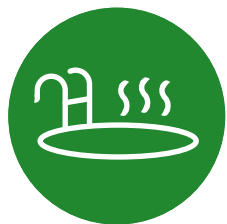
CHINA

ACTIVE CONSIDERERS



Active Considerers in China are motivated by relaxation, nature, and fun, with growing interest in photography and local food. The appetite for meaningful, restorative, and culturally rich experiences remains strong.

REASONS TO VISIT NEW ZEALAND



TO FEEL RELAXED AND REFRESHED
42%



TO GET IN TOUCH WITH NATURE
38%



TO HAVE FUN & ENJOY MYSELF
37%



TO ENJOY LOCAL FOOD AND BEVERAGES
36%



TO EXPERIENCE BEAUTIFUL LANDSCAPES/SCENERY
36%



TO INTERACT WITH PEOPLE OF A DIFFERENT CULTURE OR LIFESTYLE
32%



TO LEARN & EXPLORE NEW THINGS
31%



TO TAKE A BREAK FROM THE ROUTINE, STRESSES AND PRESSURES OF EVERYDAY LIFE
31%



TO CREATE LASTING MEMORIES THROUGH PHOTOGRAPHY
28%

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Source: Active Considerer Monitor data 6-month period ending June 2025

CHINA

ACTIVE CONSIDERERS



Overall, New Zealand continues to captivate visitors with its rich mix of food, nature, and culture—making it a top destination for diverse and meaningful travel experiences.

ACTIVITIES SPARKING INTEREST AMONG THOSE INTENDING TO VISIT



TRYING LOCAL CUISINE
80%



SCENIC BOAT CRUISE
79%



TRYING LOCAL WINE OR BEER
77%



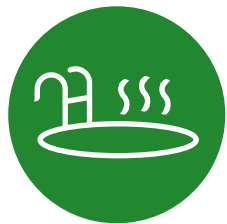
BEACHES & COASTS
77%



SHOPPING FOR NEW ZEALAND MADE
PRODUCTS, ARTS & CRAFTS
76%



EXPERIENCING LOCAL TOWNS
76%



BATHING IN HOT/MUD POOLS
74%



GEO THERMAL SITES
73%



FJORDS
73%

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Source: Active Considerer Monitor data 6-month period ending June 2025

CHINA

ACTIVE CONSIDERERS



Chinese travellers are looking for reassurance around personal safety, seamless travel logistics, and greater variety in food and beverage offerings.

KNOWLEDGE GAPS FOR CHOOSING NEW ZEALAND AS A HOLIDAY



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NGA MIHI