

SINGAPORE

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

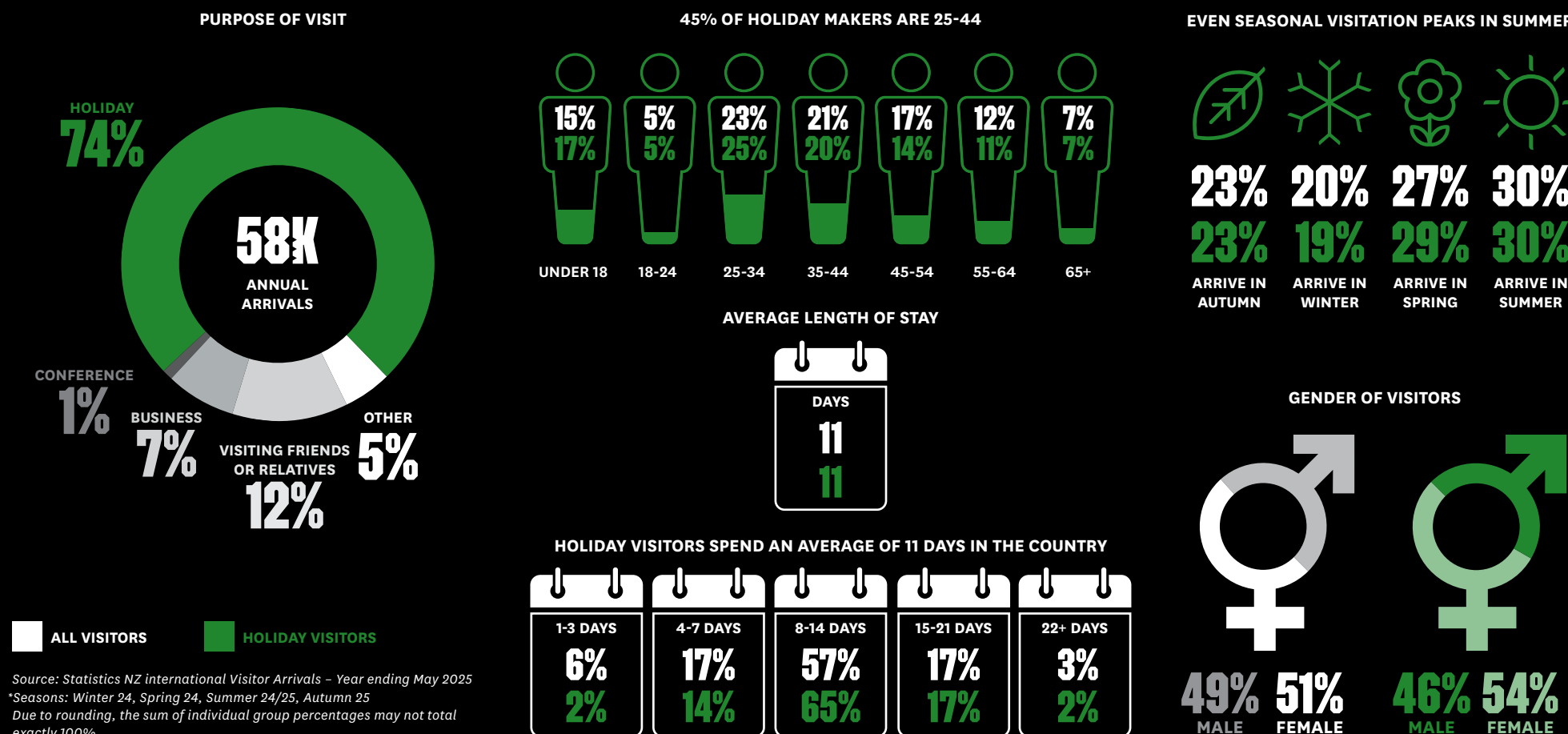
Latest Singapore market arrival insights

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TRAVELLER INSIGHTS



Last year, 58,000 Singaporeans visited New Zealand, with 74% arriving for holidays. Most holidaymakers were aged 25-44 and stayed an average of 11 days, with summer and spring being the peak seasons. A majority (65%) stayed between 8 and 14 days, indicating a preference for mid-length trips.



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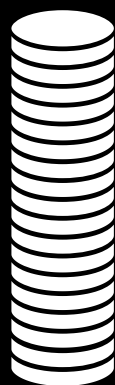
VISITOR SNAPSHOT



Singaporean visitors spent \$372.7 million in NZ, with \$267.9 million by holidaymakers. The average spend per trip was \$4,597, rising to \$4,986 for holidays. About one third of spending was on accommodation, and visitors were more likely to travel with their significant other.

TOTAL MARKET SPEND

\$372.7M



TOTAL
SPEND

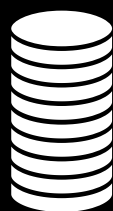
\$267.9M



TOTAL HOLIDAY
SPEND

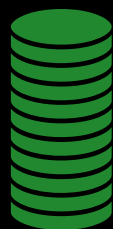
AVERAGE SPEND PER TRIP

\$4,597



AVERAGE
SPEND PER TRIP

\$4,986



AVERAGE HOLIDAY
SPEND PER TRIP

TRAVELLED WITH % OF VISITORS

Child/children aged under 15	17%	20%	Other adult family/relative	24%	30%
Child/children aged 15 or older	7%	7%	Other adult(s) who are not family/relatives	13%	12%
My husband, wife or partner	49%	63%	No one, I was on my own	17%	7%

SPEND TYPE

ACCOMMODATION



30%

FOOD AND
BEVERAGE



7%

SHOPPING



9%

CAR RENTAL



15%

ENTERTAINMENT



8%

ALL VISITORS

HOLIDAY VISITORS

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

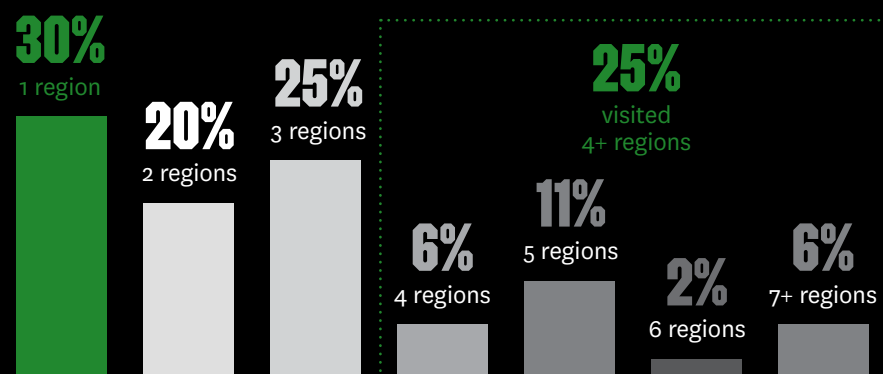
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TRAVELLER INSIGHTS

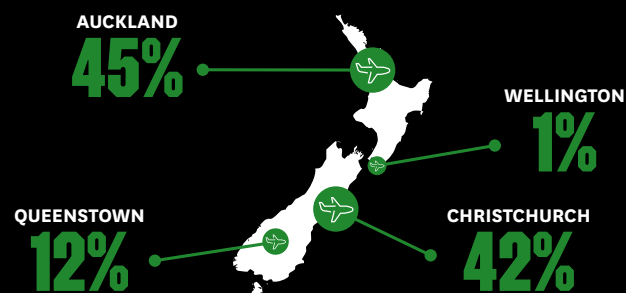


Singaporean holidaymakers favour the South Island (74%), while 54% visit the North Island, and 28% visit both. While 30% visit only one region, around a quarter explore four or more. The most popular destinations are Queenstown-Lakes District, Christchurch, and Auckland.

NUMBER OF REGIONS VISITED PER VISIT

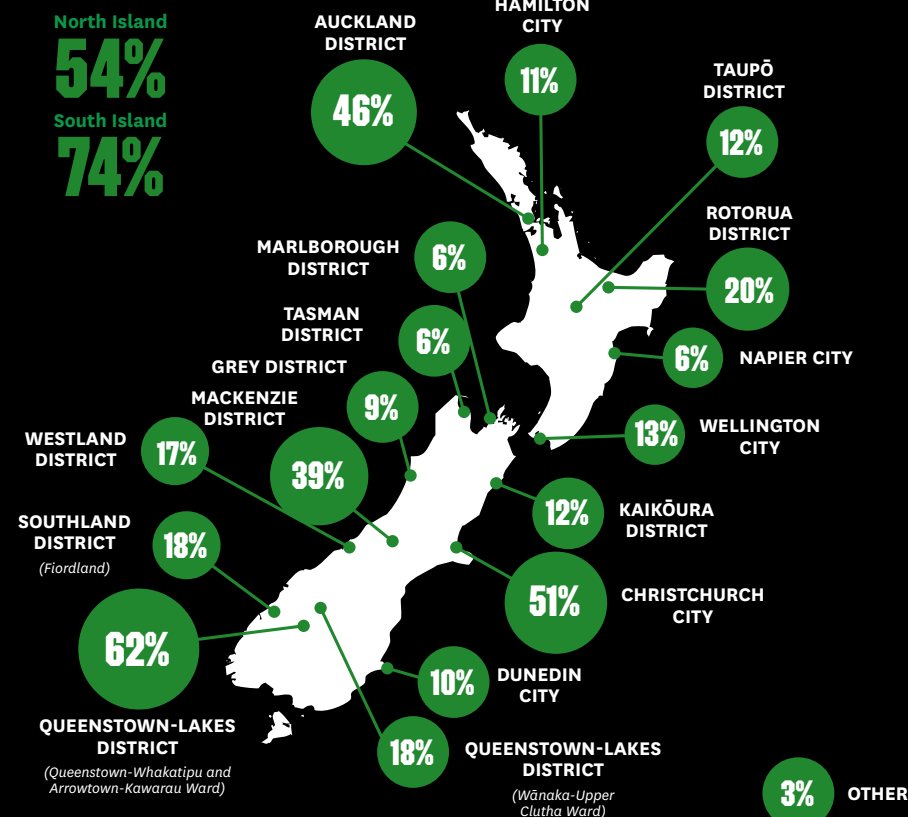


ARRIVAL AIRPORT



REGIONS VISITED PER VISIT

ISLANDS VISITATION



Source: MBIE, International Visitor Survey | Year ending March 2025 | Holiday Visitors
NZ Stats - Holiday Arrivals (Port of Arrival)

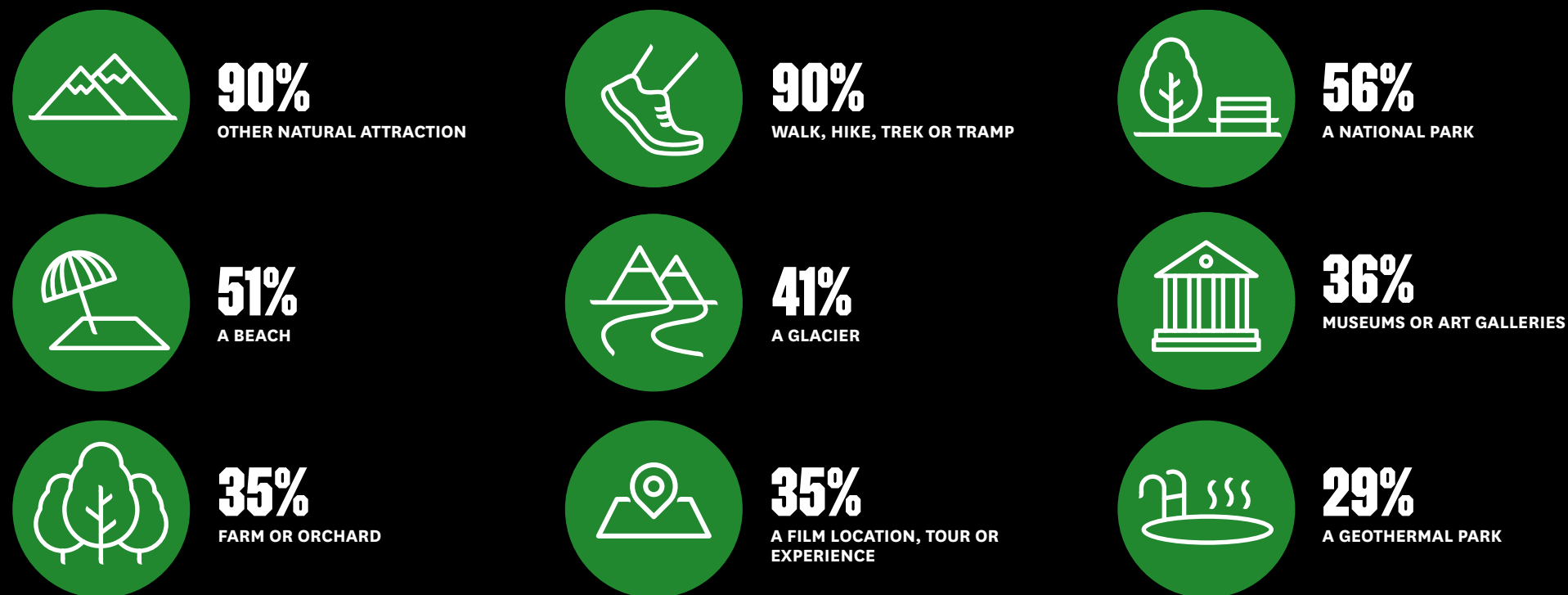
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TRAVELLER INSIGHTS



Singaporean travellers in New Zealand are drawn to its natural beauty, with mountains, lakes, hiking trails, and national parks topping their list. Beyond nature, they're drawn to farms/orchards, a film location, tour or experience and experience geothermal sights.

TOP ACTIVITIES ENJOYED BY SINGAPOREANS IN NEW ZEALAND



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

SINGAPORE

TRAVELLER INSIGHTS



Most visitors from Singapore opted for online-booked private accommodations, followed by hotels. Rental cars were the most popular transport options among holidaymakers.

POPULAR ACCOMMODATION TYPES



58%

House/Apartment booked online (AirBnb etc)



54%

Hotel



18%

Motel, Motor Inn or Serviced Apartment



15%

Luxury Accommodation



6%

Holiday park (tent, cabin or campervan)



6%

House/flat that you paid some rent for



6%

With family or friends



5%

Youth Hostel, YMCA, YWCA



4%

Backpackers

MODES OF TRANSPORT



63%

Rental car



22%

Uber or other app based



20%

Taxi/shuttle



18%

Plane (within New Zealand)



15%

Tour bus



12%

Local bus service



11%

Other boat or ship



9%

Ferry between North and South Island



9%

Other ferry

OUR FUTURE TRAVELLERS

Our Active Considerers

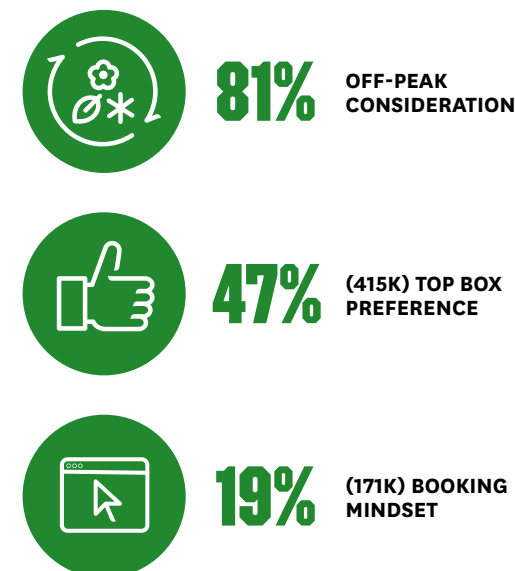
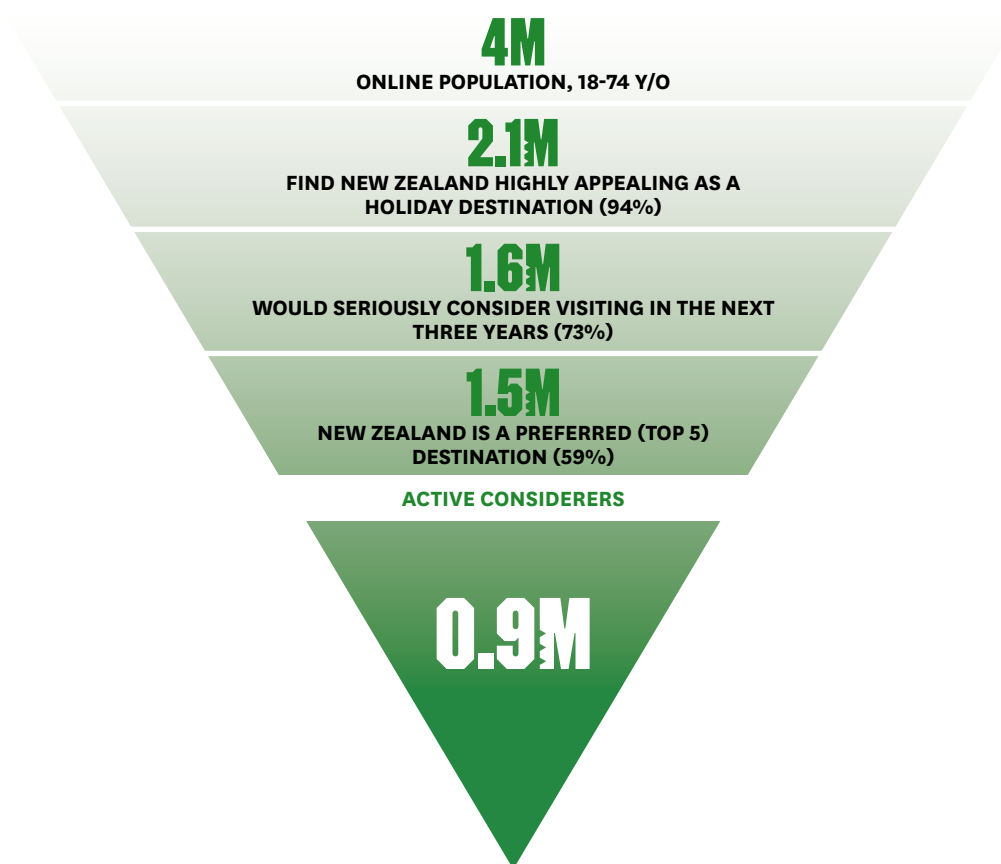
They are Tourism New Zealand's marketing audiences. These people are aged 18-74, find New Zealand highly appealing, have New Zealand as a preferred holiday destination within the next three years and a realistic budget for their trip.

SINGAPORE

ACTIVE CONSIDERERS



New Zealand appeals to 59% of Singapore's online population aged 18-74 — that's 2.1 million people. Of these, 1.6 million would seriously consider visiting, 1.5 million rank it in their top five destinations, and 0.9 million are willing to spend a realistic budget — 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 Singaporeans indicate they are willing to spend at least S\$2500 pp on a holiday to New Zealand
 Source: Active Considerer Monitor data 6-month period ending June 2025

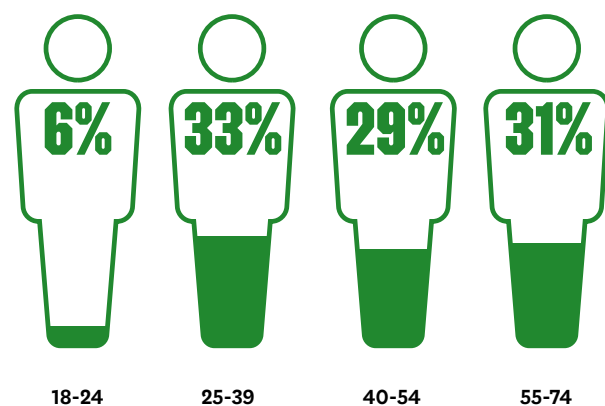
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ACTIVE CONSIDERERS

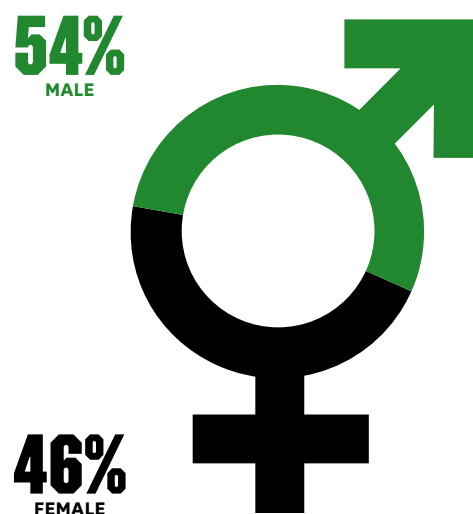


Active Considerers are evenly spread across the 25 to 74 age range, with nearly 1 in 5 reporting a household income of over S\$16,000 per month.

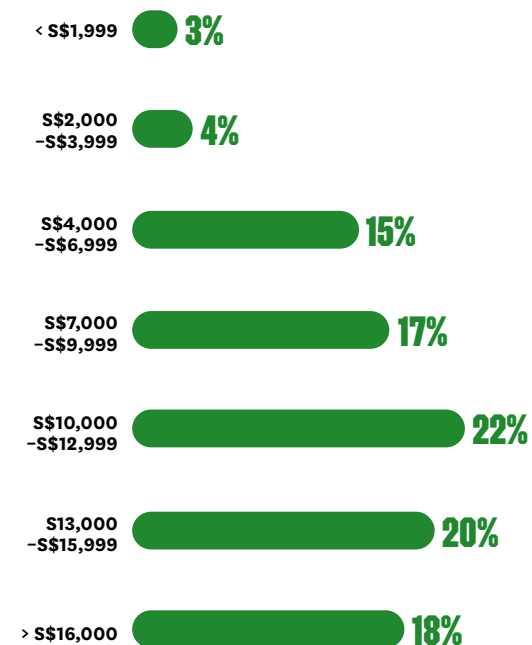
2/3 ACS ARE BETWEEN 25-54 Y/O (%)



GENDER OF ACS



ANNUAL HOUSEHOLD INCOME SPREAD - ACS



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

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SINGAPORE

ACTIVE CONSIDERERS



New Zealand is strongly associated with stunning natural scenery, diverse outdoor and tourist activities, and a clean, safe, and refreshing environment. It is also seen as an exciting, family-friendly destination offering wildlife experiences and an escape from the ordinary.

BRAND ASSOCIATIONS



SPECTACULAR NATURAL
LANDSCAPES AND SCENERY

78%



OFFERS A WIDE VARIETY OF
OUTDOOR & ADVENTURE ACTIVITIES

75%



OFFERS A WIDE VARIETY OF
TOURIST EXPERIENCES

73%



IDEAL TO RELAX
AND REFRESH

73%



THE ENVIRONMENT THERE
IS CLEAN AND UNPOLLUTED

72%



HAS AMAZING WILDLIFE
EXPERIENCES

72%



IDEAL FOR A FAMILY HOLIDAY

72%



A PLACE YOU CAN ESCAPE FROM
THE ORDINARY

71%



I WOULD FEEL SAFE TRAVELLING
AROUND THIS DESTINATION

71%

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

SINGAPORE

ACTIVE CONSIDERERS



Travellers are most drawn to New Zealand for its beautiful landscapes (53%), the opportunity to relax (52%), and to connect with nature (43%). Other key motivations include escaping daily stress, having fun, and exploring new experiences.

REASONS TO VISIT NEW ZEALAND



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SINGAPORE

ACTIVE CONSIDERERS



The top activities people are most interested in are trying local cuisine and visiting beaches and coasts (both 86%), followed closely by nature-related and cultural experiences such as national parks, cities, and heritage sites.

ACTIVITIES SPARKING INTEREST AMONG THOSE INTENDING TO VISIT



TRYING LOCAL CUISINE

86%



BEACHES & COASTS

86%



VISITING NATIONAL PARKS,
NATURE RESERVES OR FORESTS

84%



LAKES, RIVERS AND WATERFALLS

84%



EXPLORING MAIN CITIES

84%



HISTORICAL SITES
AND HERITAGE SITES

84%



SCENIC TRAIN TRIP

83%



EXPERIENCING LOCAL TOWNS

83%



MOUNTAINS & ALPINE AREAS

81%

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

SINGAPORE

ACTIVE CONSIDERERS



Top concerns for choosing New Zealand as a holiday destination include ease of travel within the country (44%), the time it takes to travel between main attractions (40%), and weather conditions (39%). Other notable worries involve seasonal timing, safety, and travel duration.

KNOWLEDGE GAPS FOR CHOOSING NEW ZEALAND AS A HOLIDAY



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NGĀ MIHI