

UNITED KINGDOM

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 UK market arrival insights
International Visitor Survey



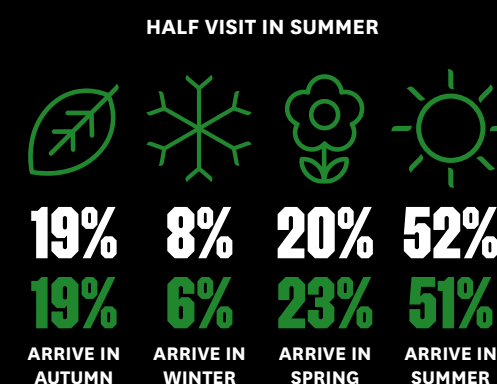
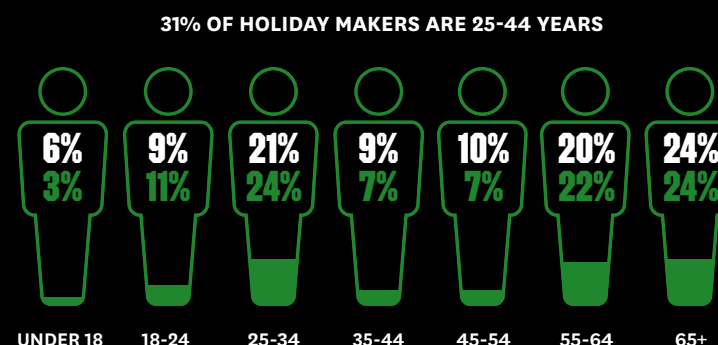
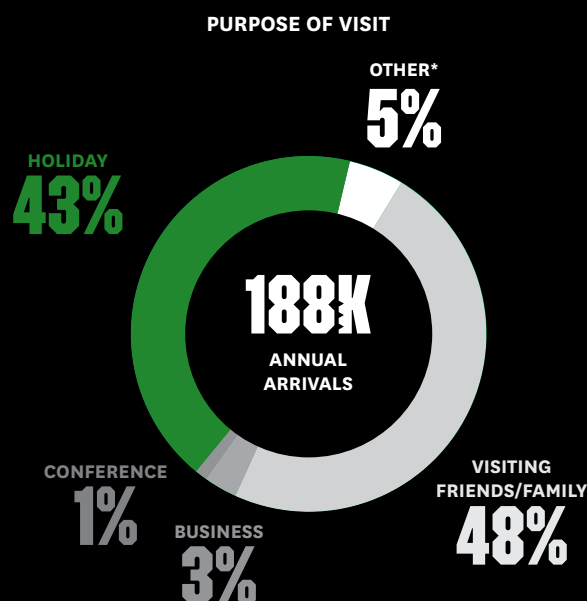
Hobbiton™ Movie Set Tours
Waikato

UK

TRAVELLER INSIGHTS



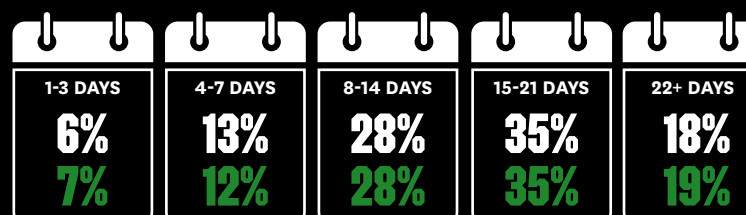
Last year, 188,000 UK visitors came to New Zealand, with 43% arriving for holidays. Summer was the peak season, and holidaymakers stayed an average of 15 days. Most were aged 55+, with 35% staying 15–21 days. Visiting friends and family was the most popular travel reason, followed by holiday travel.



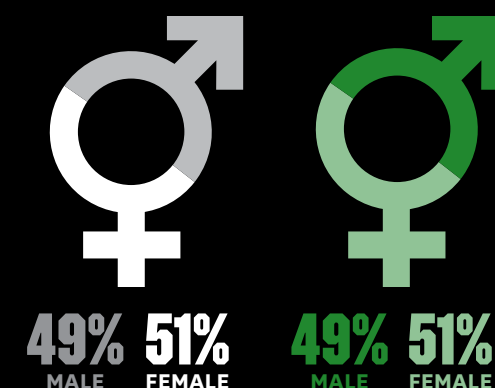
AVERAGE LENGTH OF STAY



LENGTH OF STAY (DAYS)



GENDER OF VISITORS



ALL VISITORS HOLIDAY VISITORS

Source: Statistics NZ International Visitor Arrivals – Year ending May 2025

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

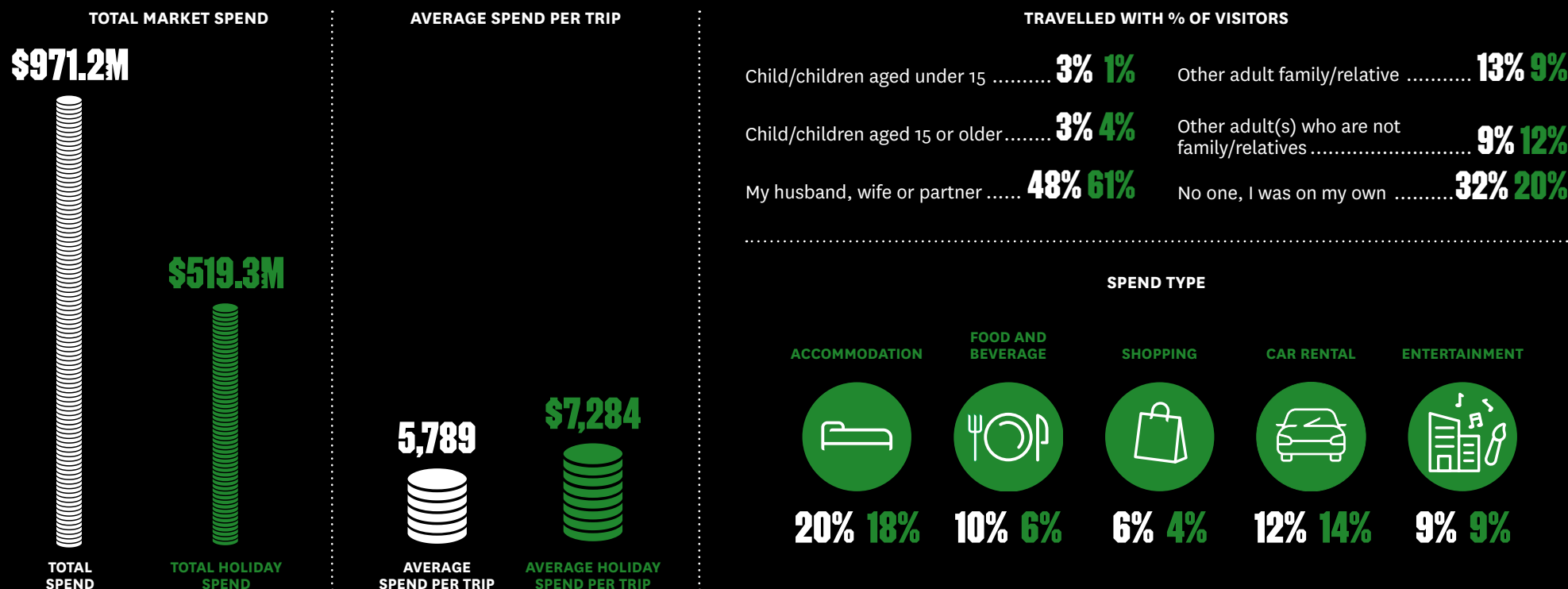
Due to rounding, the sum of individual group percentages may not total exactly 100%

UK

VISITOR SNAPSHOT



UK visitors spent \$971.2 million in NZ, with \$519.3 million by holidaymakers. The average spend per trip was \$5,789, rising to \$7,284 for holidays. Less than a fifth was spend on accommodation, and visitors were more likely to travel with their significant other.



ALL VISITORS HOLIDAY VISITORS

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

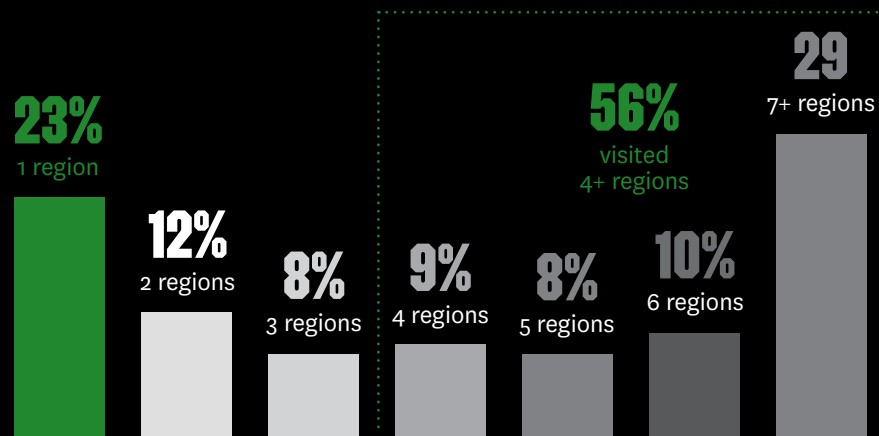


HOLIDAY TRAVELLER INSIGHTS

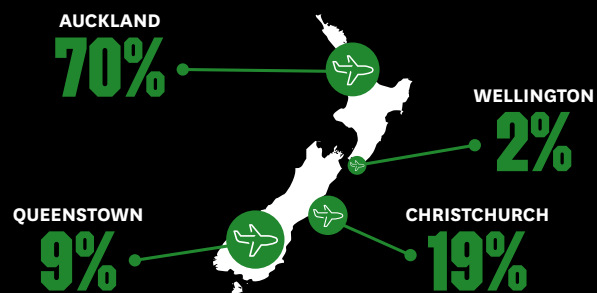


UK visitors often travel extensively throughout New Zealand, with 56% visiting four or more regions. Both main islands are popular—82% visited the North Island and 72% the South Island, with 55% experiencing both. Auckland, Queenstown-Lakes District, and Christchurch were among the most visited regions.

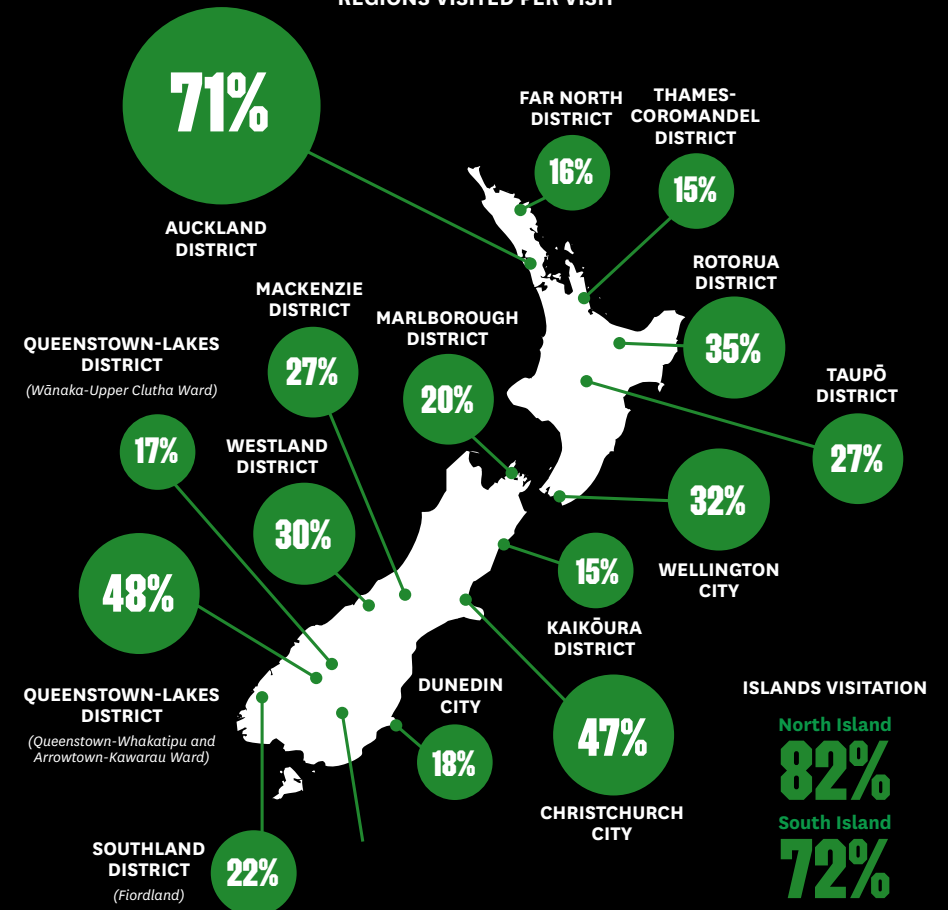
NUMBER OF REGIONS VISITED PER VISIT



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)

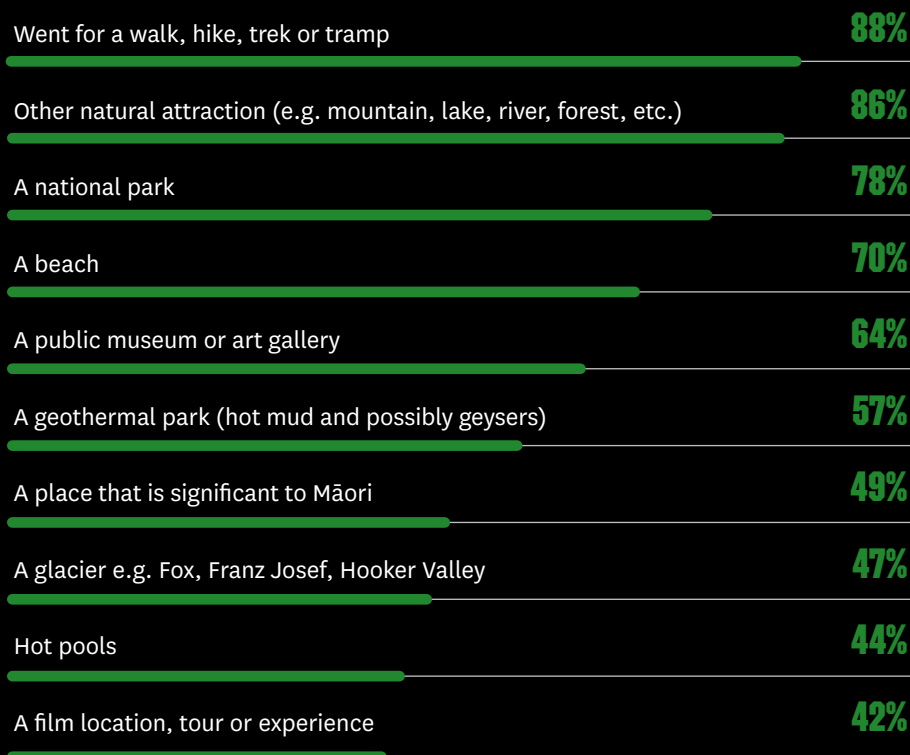


HOLIDAY TRAVELLER INSIGHTS



The most common activities or attractions visited by UK visitors were walks, hikes, or tramps followed by natural attractions like mountains, lakes, or forests and beaches. Cultural and geothermal experiences were also popular, with over half visiting geothermal parks, hot pools, glaciers, or places significant to Māori.

TOP ACTIVITIES ENJOYED BY UK VISITORS IN NEW ZEALAND



88%

Walk, hike, trek or tramp



86%

Other natural attractions



78%

A national park



70%

A beach



64%

Museum or art gallery



57%

A geothermal park (hot mud and possibly geysers)



HOLIDAY TRAVELLER INSIGHTS



Most visitors from the UK opted for hotels or online-booked private accommodations, followed by motels/serviced apartments and camping grounds. Taxis/shuttles and rental cars were popular transport options among holidaymakers. About 1 in 3 used the ferry to travel between the North and South Island.

POPULAR ACCOMMODATION TYPES



58%

Hotel



40%

House/apartment booked online (AirBnb etc)



27%

Family or friends



26%

Motel, motor inn or serviced apartment



17%

Paid camping ground/holiday park



16%

Backpackers



12%

Luxury accommodation



12%

Bed and Breakfast



10%

Free camping

MODES OF TRANSPORT



42%

Taxi/shuttle



36%

Rental car



27%

Ferries



23%

Local bus service



22%

Tour bus



22%

Uber or other app based



22%

Plane
(within New Zealand)



14%

Scenic trains



14%

Other boat or ship

OUR FUTURE TRAVELLERS

Active Considerers

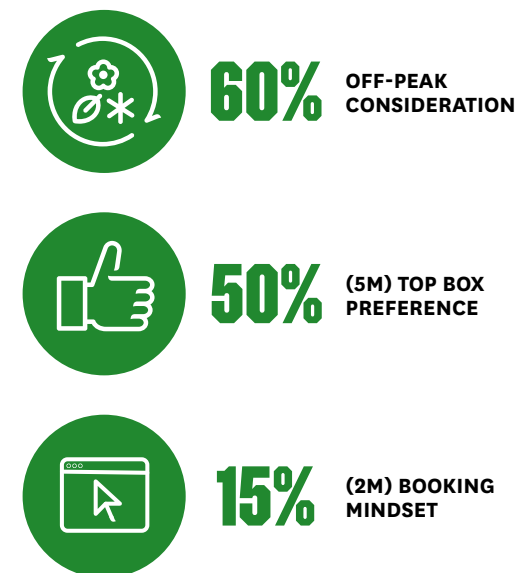
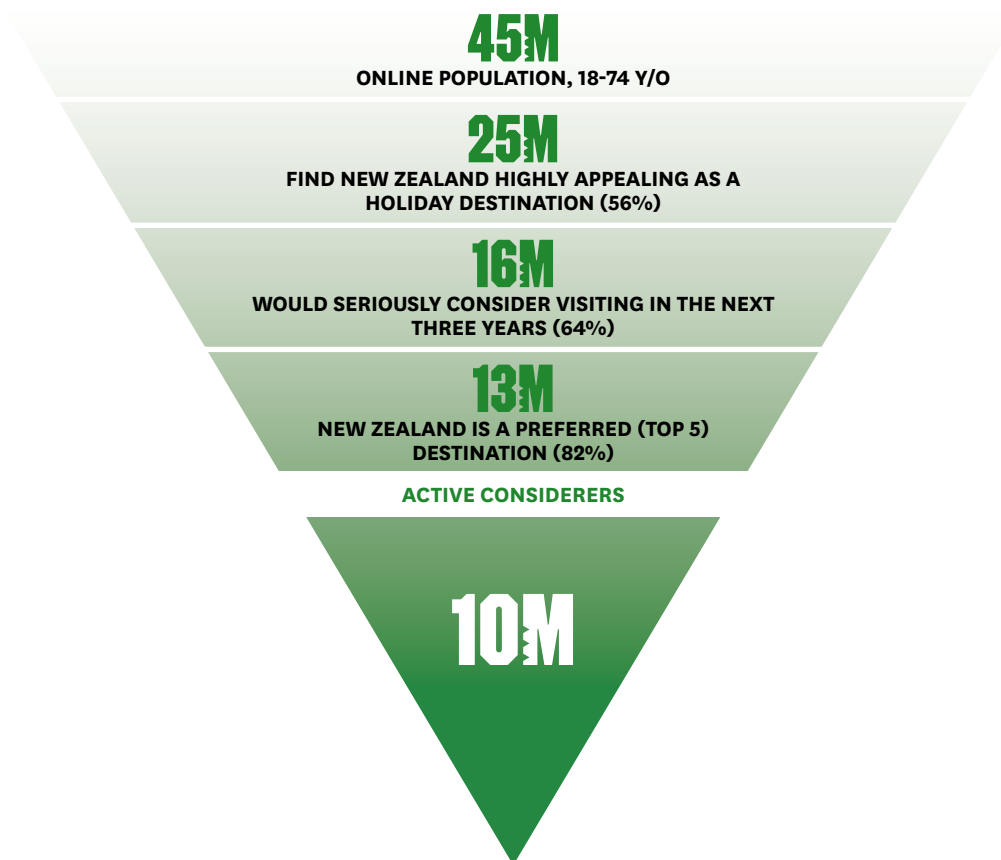
They are Tourism New Zealand's marketing audiences. These people are aged 18-74, find New Zealand highly appealing, have New Zealand as a preferred holiday destination within the next three years and a realistic budget for their trip.

UK

ACTIVE CONSIDERERS



New Zealand appeals to 56% of the UK's online population aged 18-74 — that's 25 million people. Of these, 16 million would seriously consider visiting, 13 million rank it in their top five destinations, and 10 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 the UK ACs indicate they are willing to spend at least £1500 pp on a holiday to New Zealand.

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

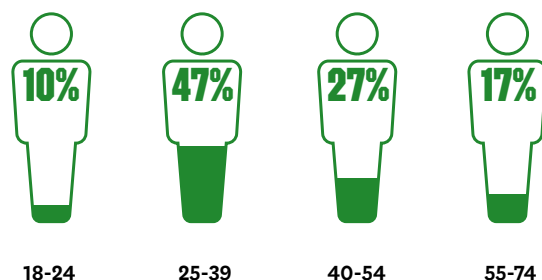
UK

ACTIVE CONSIDERERS

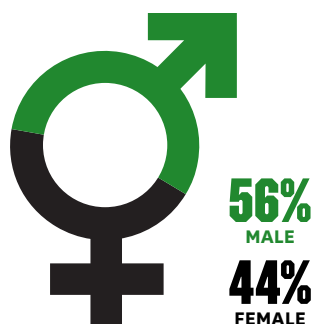


Active Considerers skew 25-39, with nearly 1 in 5 residing in London and about one-third have a household income of £60,000 or more.

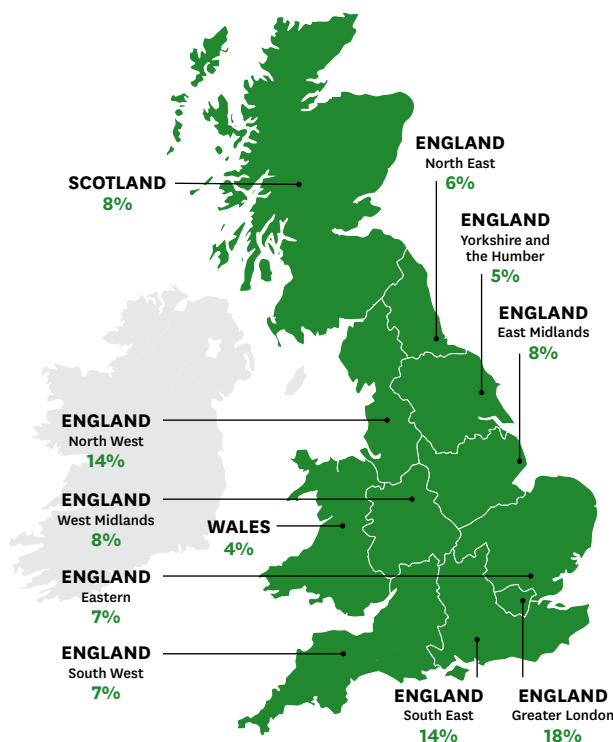
AGE SEGMENT OF ACTIVE CONSIDERERS



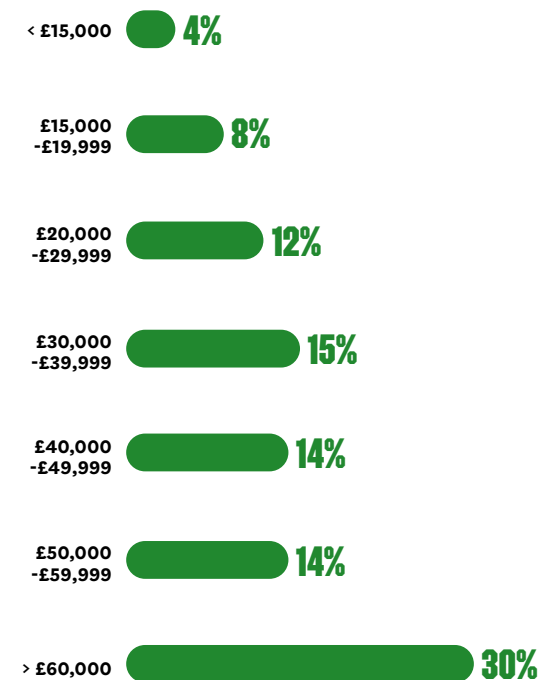
GENDER OF ACs



ACTIVE CONSIDERERS LIVE MAINLY IN NORTH WEST ENGLAND



ANNUAL HOUSEHOLD INCOME SPREAD - ACs



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

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



New Zealand is strongly associated with safety, excitement, and a wide range of outdoor and tourist activities. Visitors also value its natural beauty, clean environment, welcoming locals, and unique indigenous culture.

BRAND ASSOCIATIONS



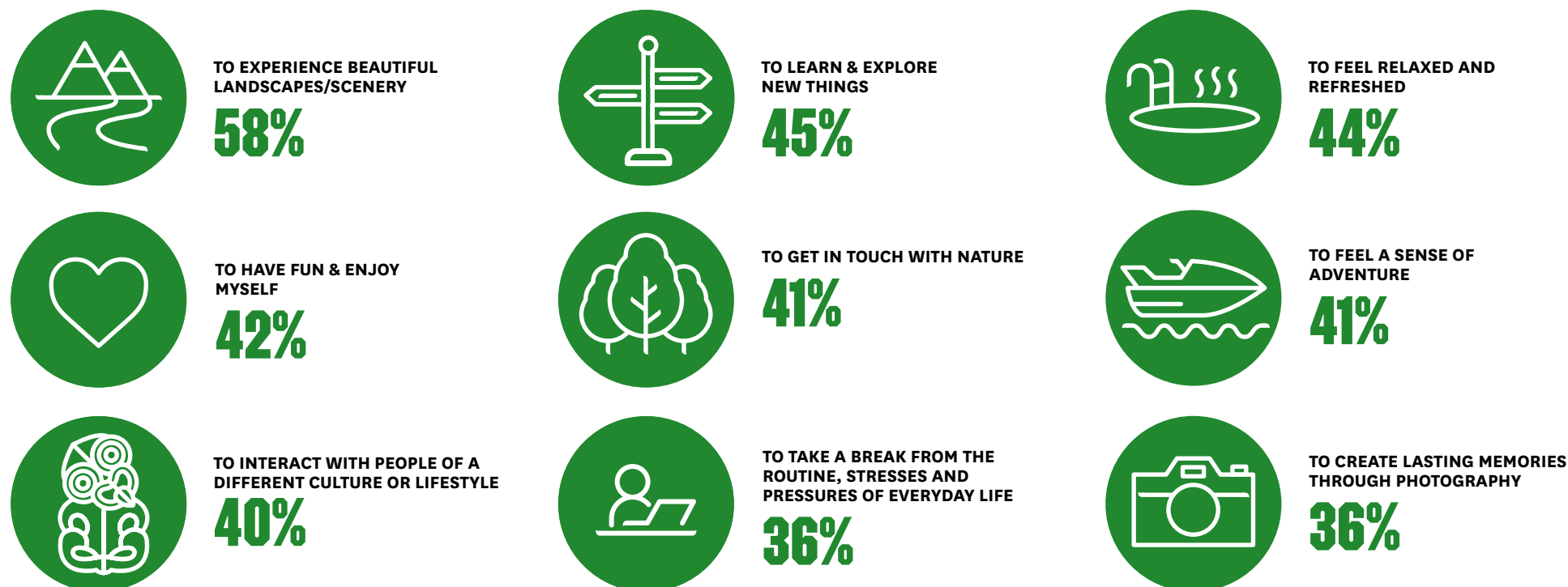
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Source: Active Considerer Monitor data 6-month period ending June 2025



Top reasons Active Considerers want to visit New Zealand are to experience its beautiful landscapes, learn and explore new things, have fun and relax, and get in touch with nature.

REASONS TO VISIT NEW ZEALAND



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



ACTIVE CONSIDERERS



Active Considerers show high interest in a wide range of experiences in New Zealand, with top activities including beaches and coasts, national parks and forests, and trying local cuisine. Cultural, nature, and city experiences also rank highly, such as exploring local towns, shopping for local products, and visiting historical sites.

ACTIVITIES SPARKING INTEREST AMONG THOSE INTENDING TO VISIT



TRYING LOCAL CUISINE

87%



BEACHES & COASTS

87%

VISITING NATIONAL PARKS,
NATURE RESERVES OR NATIVE
FORESTS

87%

EXPERIENCING LOCAL
TOWNS

86%

HISTORICAL SITES AND
HERITAGE SITES

85%

SHOPPING FOR NEW ZEALAND
MADE PRODUCTS, ARTS AND
CRAFTS

85%



EXPLORING MAIN CITIES

85%



LAKES, RIVERS AND WATERFALLS

85%



WILDLIFE EXPERIENCES

84%

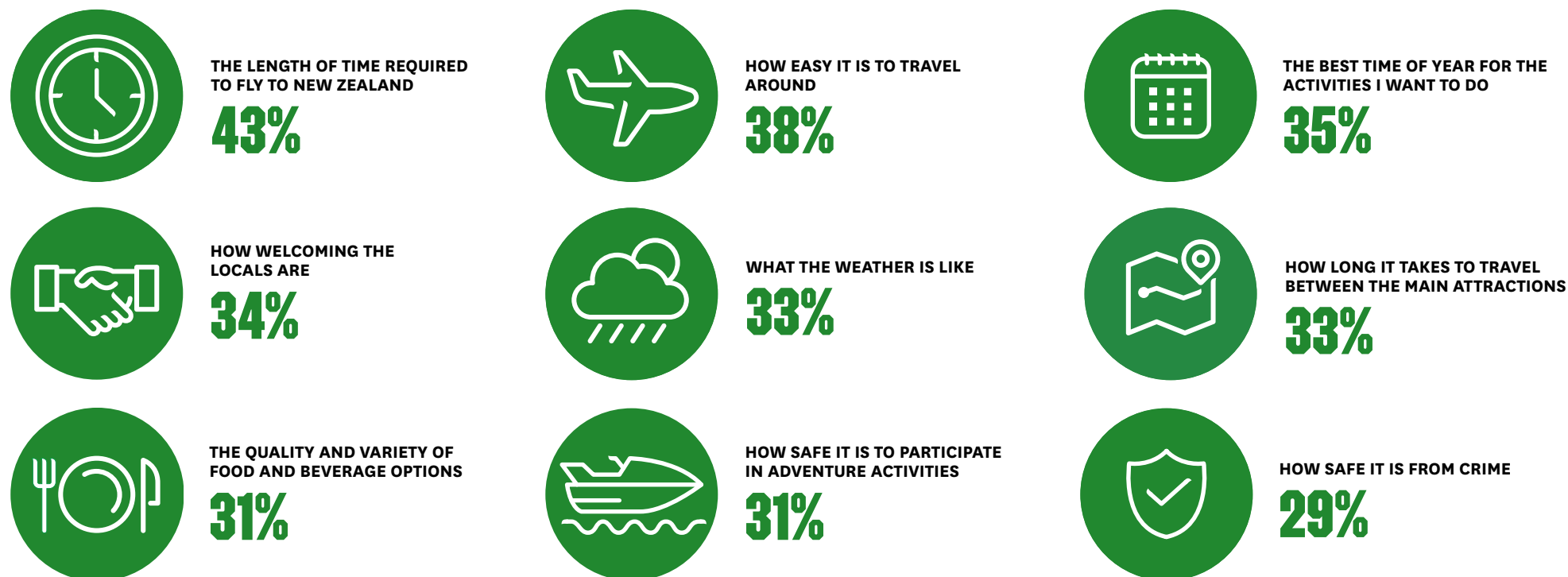
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Source: Active Considerer Monitor data 6-month period ending June 2025



Key concerns for travellers considering New Zealand include the long flight time, ease of getting around, and the timing of activities. Safety in adventure activities and food and beverage variety have seen notable increases in concern compared to the previous year.

KNOWLEDGE GAPS FOR CHOOSING NEW ZEALAND AS A HOLIDAY



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NGĀ MIHI