Key Findings

1 in 2 international holiday tourists did some sort of adventure tourism during their stay in New Zealand.

1 in 3 international holiday tourists did some sort of extreme adventure tourism during their stay in New Zealand.

Tourists that did adventure tourism while in NZ spent a total of $1.6 billion in New Zealand. This is equivalent to 60 per cent of all holiday related tourism expenditure.

The Netherlands and Germany are the two countries most likely to do adventure tourism while in NZ.

Jet boating, glacier walks and the luge are the most popular adventure tourism activities undertaken by international tourists.

Source: MBIE; International Visitor Survey, 2012
In 2012 over 500,000 international holiday tourists participated in some form of adventure tourism during their stay in New Zealand. This represents 51 per cent of New Zealand’s holiday market.

367,000 international holiday tourists participated in extreme adventure tourism during their stay in New Zealand. This is equivalent to 37 per cent of holiday tourists.

Source: MBIE; International Visitor Survey, 2012
Tourism Expenditure

$1.6 billion  In 2012, holiday tourists that did adventure tourism activities in New Zealand spent $1.6 billion during their stay in New Zealand

This is equivalent to 60% of holiday related tourism expenditure

International holiday tourists that do adventure tourism activities in New Zealand spend $3,200 each per person

Note: this expenditure is not just on adventure tourism activities. It includes all expenditure made by tourists that did adventure tourism activities within New Zealand eg accommodation, food, beverage, transport, other activities etc.

Participation in Adventure Tourism

Participation in adventure tourism has remained relatively constant over the last decade. Participation in extreme adventure tourism has however seen a decreasing trend.

Source: MBIE, International Visitor Survey
From New Zealand’s top ten holiday markets Dutch, German, Singaporean, UK and Canadian tourists are the most likely to participate in adventure tourism activities while in New Zealand.

New Zealand’s key Asian markets of Korea, Japan and China are the least likely to participate in Adventure tourism. Only 15 per cent of Chinese tourists do some form of adventure tourism while in New Zealand.

Source: MBIE; International Visitor Survey, 2010 to 2012
Top Adventure Activities

Participation in Adventure Tourism Activities – Top 10

Holiday Tourists Only

Jet boating, glacier walking, luge, bungy jumping and sky diving are the most popular adventure tourism activities for international holiday tourists.

Jet boating is the most popular activity (over 14 per cent of intl holiday tourists) due to its appeal to a wide demographic range.

Source: MBIE, International Visitor Survey, 2010 to 2012
Popular Regions for Adventure Tourism

Regions Visited - Index

West Coast RTO (51%)
Lake Wanaka RTO (25%)
Nelson RTO (27%)
Waitaki RTO (11%)
Queenstown RTO (66%)
Fiordland RTO (30%)
Central South Island RTO (7%)
Ruapehu RTO (8%)
Southland RTO (9%)
Huronui RTO (9%)
Mackenzie RTO (27%)
Dunedin RTO (28%)
Marlborough RTO (18%)
Lake Taupo RTO (25%)
Canterbury RTO (66%)
Coromandel RTO (15%)
Northland RTO (21%)
Waikato RTO (16%)
Wellington RTO (35%)
Manawatu RTO (4%)
Hawke’s Bay RTO (11%)
Taranaki RTO (4%)
Rotorua RTO (41%)
Bay of Plenty RTO (8%)
Auckland RTO (60%)

Regions that over index in terms of visitation for international holiday tourists that do adventure tourism are:
• The West Coast
• Lake Wanaka
• Nelson
• Waitaki
• Queenstown
• Fiordland
• Central South Island
• Ruapehu

On a volume basis the regions most visited by adventure tourism tourists are:
• Canterbury
• Queenstown
• Auckland
• West Coast
• Rotorua
• Wellington
• Fiordland

Note: volumes are shown on the Y axis titles

Source: MBIE, International Visitor Survey, 2010 to 2012
Unsurprisingly youth are more likely to participate in adventure tourism activities. The most likely age group to undertake adventure tourism during their stay in New Zealand are 20 to 29 year olds.

Middle aged and older tourists still participate in adventure tourism, it is simply they are slightly less likely to do adventure tourism activities during their stay in NZ.

The older tourists get the less likely they are to be interested in participating in adventure tourism.

Source: MBIE; International Visitor Survey, 2010 to 2012
Gender of Adventure Tourists

Gender of Adventure Tourists
Holiday Tourists Only

48% Male
52% Female

Adventure tourism is done by both males and females during their stay in NZ, and is not a gender specific genre.

Source: MBIE, International Visitor Survey, 2010 to 2012
Satisfaction with adventure tourism activities is high. The lowest scoring adventure tourism product based on satisfaction is skiing and snowboarding where expense seems to drive satisfaction down.

Source: MBIE, International Visitor Survey, 2010 to 2012
NEWZEALAND.COM
Adventure seekers on newzealand.com

• In the 12 months to April 2013:
  − 30% of visitors to the site consumed adventure content (~3.6m unique visitors)
    • 11% consumed extreme adventure content (~1.3m unique visitors)
  − 9% of business listing referrals went to adventure operators (72,000 referrals)

• Consume North Island and South Island content equally
  − Top 5 regions: Auckland, Queenstown, Christchurch-Canterbury, Rotorua, West Coast
  − The West Coast significantly over-indexes as a region of interest for adventure seekers on newzealand.com

• Adventure seekers behave much like any other visitor in terms of accommodation preferences

• Adventure seekers are more likely than the average visitor to visit the site from within Australia or New Zealand
Traffic by Market

Adventure seekers are more likely to be in Australia and New Zealand

Note: Chinese visitors are far less likely to view any content other than campaign pages, which affects their likelihood to enter the ‘adventure seekers’ segment.
Accommodation Searches

Top Accommodation Types for Adventure Seekers on newzealand.com

Adventure seekers seek the same accommodation types as everyone else
CONCLUSION
Conclusion

Over half of our international holiday tourists undertake some sort of Adventure tourism while in New Zealand. Adventure tourism is undertaken by young and old, male and female and is popular in most markets. Adventure tourism is a mainstream New Zealand product that helps to generate a significant proportion of New Zealand’s tourism related expenditure.

It is recommended adventure tourism is well represented in New Zealand’s marketing – particularly in Australian and Western markets.
Adventure Tourism Definition

For this research outdoor adventure tourists are defined as anyone that did these activities while in New Zealand:

Abseiling
Ballooning
Bungy Jumping
Canoeing
Caving
Extreme Rides
Fishing
Glacier Walk
Heliboarding/Skiing
Jet Boating
Kayaking
Luge
Mountain Biking

Mountain Climbing
Parachuting
Paraponting
Blackwater Rafting
Whitewater Rafting
Sailing
Scuba Diving/Snorkling
Skiing
Snowboarding
Rock Climbing
Surfing
Water Skiing

Developed in conjunction with TIA. Note this list is purely for research purposes and is not a formal definition or exhaustive list.
Extreme Adventure Definition

For this research extreme adventure tourists are defined as anyone that did these activities while in New Zealand:

Abseiling
Bungy Jumping
Canoeing
Caving
Extreme Rides
Glacier Walking
Heliboarding/Skiing
Jet Boating
Kayaking
Luge
Mountain Biking

Mountain Climbing
Parachuting
Paraponting
Blackwater Rafting
Whitewater Rafting
Scuba Diving/Snorkling
Snowboarding
Rock Climbing
Surfing
Water Skiing
4wd Sports

Developed using Support Adventure adventure tourism definitions