Special Interest sectors focus on activities that have a high personal appeal to travellers. They can be the main reason for why they choose New Zealand as a destination, or one element of a broader New Zealand holiday. Special Interest sectors are a priority for Tourism New Zealand:

- Visitors who participate in Special Interest sectors generally have higher average spend than other visitors

- Special Interest activities encourage regional dispersal and product development

- They help drive non-peak travel having appeal over spring and autumn, and for ski winter travel

This infographic highlights behaviour of holiday visitors over the three years to March 2017. Data is sourced from the Ministry of Business, Innovation and Employments International Visitor Survey.
WALKING AND HIKING ARE POPULAR ACTIVITIES AND ENABLE VISITORS TO EXPERIENCE OUR LANDSCAPES AND SCENERY. THOSE VISITORS WHO DO LONGER WALKS VISIT FIVE TO SIX REGIONS ON AVERAGE WHICH HELPS SPREAD THEIR VALUE ACROSS THE COUNTRY.

WALKING AND HIKING ARE POPULAR ACTIVITIES FOR MANY TOURISTS WITH A RANGE OF OPTIONS FROM EASY SHORT WALKS TO MULTI-DAY GREAT WALKS

73% OF HOLIDAY VISITORS PARTICIPATED IN WALKING/HIKING IN THE LAST THREE YEARS OR 1.1M AVERAGE NUMBER PER YEAR

14% CITE WALKING AND HIKING AS A FACTOR INFLUENCING CONSIDERATION OF NEW ZEALAND

AS THE MAJORITY OF HOLIDAY VISITORS PARTICIPATE IN A WALKING OR HIKING ACTIVITY, THE AVERAGE SPEND AND LENGTH OF STAY IS SIMILAR TO THAT OF ALL HOLIDAY VISITORS

AVG SPEND

$4,100 VS. $3,900 ALL HOLIDAY VISITORS

LENGTH OF STAY

19 NIGHTS VS. 16 NIGHTS ALL HOLIDAY VISITORS

FOR FURTHER INFORMATION VISIT WWW.TOURISMNWE Zealand.com
WITH A RANGE OF WALKING OPTIONS MOST INTERNATIONAL VISITORS PARTICIPATE IN SHORT WALKS OF UP TO THREE HOURS

51% SHORT WALK BETWEEN HALF HOUR & THREE HOURS
24% SHORT WALK UNDER HALF HOUR
19% DAY WALK OVER THREE HOURS
3% OVERNIGHT TREK/TRAMP
8% GREAT NZ WALK

DAY OR MULTI-DAY WALKERS SPEND MORE AND STAY NEARLY TWICE AS LONG AS THE AVERAGE HOLIDAY VISITOR

AVG SPEND DIFFERENCE

$4,800
VS. $3,900 ALL HOLIDAY VISITORS

LENGTH OF STAY

31 NIGHTS
VS. 16 NIGHTS ALL HOLIDAY VISITORS

DAY AND OVERNIGHT WALKERS VISIT MORE REGIONS

REGIONS VISITED OVERNIGHT
3.5 ALL HOLIDAY VISITORS

5 - 6 REGIONS

NATIONAL PARKS VISITED
1.6 ALL HOLIDAY VISITORS

3 NATIONAL PARKS
WALKING AND HIKING

Walking is a popular activity across all major markets. Longer walks are particularly popular among German and UK visitors.

Any walk visitors by market:
- Australia: 29%
- China: 15%
- USA: 11%
- UK: 7%
- Germany: 6%
- Japan: 3%

% of market participating:
- Short walks: 59%
- Day or overnight walks: 17%

Satisfaction of New Zealand experience:
- Promoters (9-10): 9.1/10
- Net Promoter Score all walking and hiking: 79%
- Net Promoter Score day and overnight walks: 83%

Walkers and hikers are highly satisfied with their overall New Zealand experience and are likely to recommend New Zealand as a destination.

For further information visit www.tourismnewzealand.com
Cycling is a growing special interest and a way to have a unique holiday experience. Those who cycle while in New Zealand tend to visit more regions and are more likely to enjoy New Zealand wine at a vineyard.

Cycling is a significant special interest activity with nearly 10% of holiday visitors participating in some form of cycling while in New Zealand.

9% of holiday visitors participated in a cycling activity in the last three years or

138k average number of visitors per year

Cycling is defined as any of the below:

NZ Cycle Trail
Cycle Touring
Mountain Biking
Other Cycling

Visitors who participate in cycling spend more and stay longer

Avg spend difference

$4,900 vs. $3,900 all holiday visitors

Length of stay

33 nights vs. 16 nights all holiday visitors

For further information visit www.tourismnewzealand.com
Australia is the largest single market for cycling.

Cycling Visitors by Market

- Australia: 28%
- China: 12%
- USA: 10%
- United Kingdom: 10%
- Germany: 8%
- Others: 3%

Cycling Visitors go to more regions and are more likely to visit vineyards and wineries.

- Regions visited overnight: 5 regions vs. 3.5 all holiday visitors
- Visit vineyards: 44% vs. 25% of all holiday visitors

Cyclists are highly satisfied with their overall New Zealand experience and are likely to recommend New Zealand as a destination.

- Satisfaction of New Zealand Experience: 9.1/10
- Net Promoter Score: 82%

FOR FURTHER INFORMATION VISIT WWW.TOURISMNEWZEALAND.COM
Golf is a growing niche special interest, targeting a high value visitor. Golf visitors also have extremely high satisfaction with their New Zealand experience.

Golf is a niche special interest sector that aligns with the premium market. Golfers spend more and stay longer than average holiday visitors.

2% of holiday visitors golfed in the last three years or 35k average number of holiday visitors per year.

New Zealand has a range of world class marquee golf courses and experience courses.

14 marquee courses
32,000 rounds played by international visitors in 2016 (+17% vs. 2015)
27 experience courses

Golfers spend more and stay longer than average holiday visitors.

Average spend
$4,800 vs. $3,900 all holiday visitors

Average spend of a golf visitor from US approximately*
$19,000

Length of stay
27 nights vs. 16 nights all holiday visitors

*Industry data of golf holiday packages sold
MOST GOLFERS ARE AUSTRALIAN VISITORS

GOLF VISITORS BY MARKET

- Australian: 46%
- Chinese: 11%
- American: 6%
- British: 7%
- German: 5%
- Japanese: 3%

HOLIDAY VISITORS WHO PARTICIPATE IN GOLF HAVE A STRONG PROPENSITY TO VISIT VINEYARD AND WINERIES

GOLFERS ARE MORE LIKELY TO VISIT THE BELOW REGIONS

- Otago
- Waikato
- Northland
- Nelson
- Hawkes Bay

VISIT VINEYARDS

- 41%
- vs. 25% of all holiday visitors

HOLIDAY VISITORS WHO GOLF ARE VERY LIKELY TO RECOMMEND NEW ZEALAND

SATISFACTION OF NEW ZEALAND EXPERIENCE

- 9.3/10

NET PROMOTER SCORE

- Promoters (9-10): 85%
- Passives (7-8)
- Detractors (1-6)
SKI DRIVES WINTER TRAVEL PRIMARILY FROM AUSTRALIA BY LEVERAGING A KEY NATURAL RESOURCE AND PROVIDING A PLATFORM FOR A WINTER HOLIDAY EXPERIENCE. MANY SKIERS VISIT NEW ZEALAND MULTIPLE TIMES.

SKI IS A VITAL SECTOR TO ENSURING A STRONG WINTER SEASON FOR THE TOURISM INDUSTRY

7% OF HOLIDAY VISITORS SKIED IN THE LAST THREE YEARS OR

110K AVERAGE NUMBER PER YEAR

SKI IS DEFINED AS ANY OF THE BELOW:

- SKIING
- SNOWBOARDING
- SNOW SPORTS

SKI VISITORS PROVIDE A TOURISM BOOST IN WINTER, PARTICULARLY TO THE SOUTH ISLAND

30% OF ALL HOLIDAY VISITORS IN WINTER CLAIM TO SKI AND

64% OF WINTER VISITORS WHO ARRIVE IN THE SOUTH ISLAND CLAIMED TO SKI

LENGTH OF STAY

18 NIGHTS VS. 16 NIGHTS ALL HOLIDAY VISITORS

FOR FURTHER INFORMATION VISIT WWW.TOURISMNEWZEALAND.COM
Australia is the largest single market for skiing.

Ski visitors by market:
- 64% Australian skiers
- 4% Chinese skiers
- 4% American skiers
- 3% British skiers

Skiers that visit are likely to return to New Zealand:
- 52% skiers on a repeat visit
- 59% Australian skiers on a repeat visit

Skiers have an excellent visitor experience with strong satisfaction and are very likely to recommend New Zealand as a destination.

Satisfaction of New Zealand experience: 9.1/10

Net Promoter Score: 87%

- Promoters (9-10)
- Passives (7-8)
- Detractors (1-6)
WINE AND FOOD EXPERIENCES ADD DEPTH AND RICHNESS TO A NEW ZEALAND HOLIDAY AND ARE ENJOYED BY MOST VISITORS. THOSE WHO VISIT VINEYARDS TYPICALLY BEING HIGHER VALUE.

NEARLY A QUARTER OF HOLIDAY VISITORS EXPERIENCE NEW ZEALAND WINE BY VISITING A VINEYARD OR WINERY

- 25% OF HOLIDAY VISITORS VISITED A VINEYARD OR WINERY IN THE LAST THREE YEARS OR
- 372k AVERAGE NUMBER PER YEAR

- 11% OF HOLIDAY VISITORS ATTENDED A FOOD OR WINE EVENT IN THE LAST THREE YEARS OR
- 171k AVERAGE NUMBER PER YEAR

HOLIDAY VISITORS WHO VISITED A VINEYARD OR ATTENDED A FOOD OR WINE EVENT SPEND MORE AND STAY LONGER

- AVG SPEND: $4,900 vs. $3,900 ALL HOLIDAY VISITORS
- LENGTH OF STAY: 23 NIGHTS vs. 16 NIGHTS ALL HOLIDAY VISITORS
A quarter of visitors to vineyards and wineries or food and wine events are Australian.

Vineyard/Winery Visitors by Market:
- 26% Australian
- 14% Chinese
- 12% American
- 9% British
- 5% German
- 3% Japanese

Food and Wine Event Visitors by Market:
- 24% Australian
- 13% Chinese
- 7% American
- 7% British
- 9% German
- 2% Japanese

Wine and food visitors have an excellent visitor experience with strong satisfaction and are very likely to recommend New Zealand as destination.

Satisfaction of New Zealand Experience: 9.1/10

Net Promoter Score: 79%
- Promoters: (9-10)
- Passives: (7-8)
- Detractors: (1-6)