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.TOURISMNEWZEALAND.COM
### Walking & Hiking

With a range of walking options, most international visitors participate in short walks of up to three hours.

<table>
<thead>
<tr>
<th>Walking Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short walk between half hour &amp; three hours</td>
<td>51%</td>
</tr>
<tr>
<td>Short walk under half hour</td>
<td>24%</td>
</tr>
<tr>
<td>Day walk over three hours</td>
<td>19%</td>
</tr>
<tr>
<td>Overnight trek/tramp</td>
<td>3%</td>
</tr>
<tr>
<td>Great NZ walk</td>
<td>8%</td>
</tr>
<tr>
<td>Day or overnight walk</td>
<td>23%</td>
</tr>
</tbody>
</table>

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

For further information visit [www.tourismnewzealand.com](http://www.tourismnewzealand.com)
WALKING IS A POPULAR ACTIVITY ACROSS ALL MAJOR MARKETS. LONGER WALKS ARE PARTICULARLY POPULAR AMONG GERMAN AND UK VISITORS

<table>
<thead>
<tr>
<th>ANY WALK VISITORS BY MARKET</th>
<th>29%</th>
<th>15%</th>
<th>11%</th>
<th>7%</th>
<th>6%</th>
<th>3%</th>
</tr>
</thead>
<tbody>
<tr>
<td>% OF MARKET PARTICIPATING</td>
<td>59%</td>
<td>52%</td>
<td>67%</td>
<td>71%</td>
<td>73%</td>
<td>43%</td>
</tr>
<tr>
<td>SHORT WALKS</td>
<td>17%</td>
<td>14%</td>
<td>27%</td>
<td>34%</td>
<td>58%</td>
<td>18%</td>
</tr>
<tr>
<td>DAY OR OVERNIGHT WALKS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

WALKERS AND HIKERS ARE HIGHLY SATISFIED WITH THEIR OVERALL NEW ZEALAND EXPERIENCE AND ARE LIKELY TO RECOMMEND NEW ZEALAND AS A DESTINATION

SATISFACTION OF NEW ZEALAND EXPERIENCE

<table>
<thead>
<tr>
<th>Promoters (9-10)</th>
<th>Passives (7-8)</th>
<th>Detractors (1-6)</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.1/10</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

NET PROMOTER SCORE

<table>
<thead>
<tr>
<th>ALL WALKING AND HIKING</th>
<th>79%</th>
</tr>
</thead>
<tbody>
<tr>
<td>DAY AND OVERNIGHT WALKS</td>
<td>83%</td>
</tr>
</tbody>
</table>

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.

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

CYCLING IS DEFINED AS ANY OF THE BELOW:

NZ CYCLE TRAIL  
CYCLE TOURING  
MOUNTAIN BIKING  
OTHER CYCLING

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

Cycling Visitors by Market:
- 28%
- 12%
- 10%
- 10%
- 8%
- 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%
- Promoters (9-10)
- Passives (7-8)
- Detractors (1-6)

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.

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

- 2% of holiday visitors golfed in the last three years or 35k average number of holiday visitors per year.
- 14 marquee courses.
- 24 experience courses.
- 32,000 rounds played by international visitors at marquee courses in 2016, +17% vs. 2015.

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 vs. 16 nights all holiday visitors.

*Industry data of golf holiday packages sold.
Most golfers are Australian visitors

Golf visitors by market:
- 46% Australian
- 11% Chinese
- 6% American
- 7% UK
- 5% German
- 3% Japanese

Holiday visitors who participate in golf have a strong propensity to visit vineyard and wineries.

Golfers are more likely to visit the following regions:
- Otago
- Waikato
- Northland
- Nelson
- Hawke’s 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:
- 85%
  - Promoters (9-10)
  - Passives (7-8)
  - Detractors (1-6)

For further information visit www.tourismnewzealand.com
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](http://WWW.TOURISMNEWZEALAND.COM)
AUSTRALIA IS THE LARGEST SINGLE MARKET FOR SKIING

SKI VISITORS BY MARKET

64% 4% 4% 3%

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

FOR FURTHER INFORMATION VISIT WWW.TOURISMNEWZEALAND.COM
A QUARTER OF VISITORS TO VINEYARDS AND WINERIES OR FOOD AND WINE EVENTS ARE AUSTRALIAN

<table>
<thead>
<tr>
<th>Wine &amp; Food Visitors by Market</th>
<th>Australia</th>
<th>China</th>
<th>USA</th>
<th>UK</th>
<th>Germany</th>
<th>Japan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vineyard/Winery Visitors</td>
<td>26%</td>
<td>14%</td>
<td>12%</td>
<td>9%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Food and Wine Event Visitors</td>
<td>24%</td>
<td>13%</td>
<td>7%</td>
<td>7%</td>
<td>9%</td>
<td>2%</td>
</tr>
</tbody>
</table>

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)