UNITED KINGDOM

Market information about our Visitors and our Active Considerers
Past Visitor Research

This is information collected about those who have visited New Zealand. This is the source for the visitor snapshot infographics. It is primarily sourced from Statistics New Zealand (International Travel and Migration), and the Ministry of Business, Innovation and Employment (International Visitor Survey).

Throughout this document, any pages that refer to past visitor research will have a black background like this one.

Active Considerer Research

An Active Considerer is someone who is considering coming to New Zealand for their next holiday, and New Zealand is one of their top five destinations they would most like to visit. Tourism New Zealand commissions ongoing research (Kantar TNS), to understand who these people are, and what their motivations and barriers are; this research is the key information source for understanding our future visitors.

Throughout this document, any pages that refer to Active Considerer research will have a white background like this one.

Past Visitors

Historic View

Total Arrivals
YE September 2017

UK 246K
7%

CHINA 408K
11%

GERMANY 104K
3%

AUS 1,467K
40%

USA 320K
9%

REST OF WORLD
28%

United Kingdom

Past Visitors

UK visitors tend to visit New Zealand for a month on average and visit five to six regions during their visit.
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VISITOR SNAPSHOT

United Kingdom is our fourth largest market. Over 90% of UK visitors come for a holiday or to visit friends and relatives.

PURPOSE OF VISIT

- Holiday: 113k
- Visiting friends/relatives: 110k
- First time: 20k
- Repeat: 10k
- Education: 1k
- Business: 10k
- Conferences: 2k
- Other: 10k

AVERAGE LENGTH OF STAY

- Holiday: 2.8m
- Total: 6.6m

HOLIDAY VISITORS

- First time: 77%
- Repeat: 23%

TOTAL MARKET CONTRIBUTION SPEND

- Holiday: $457m
- Total: $950m

SOURCES: STATISTICS NEW ZEALAND INTERNATIONAL TRAVEL AND MIGRATION; MBIE INTERNATIONAL VISITOR FORECASTS; MBIE INTERNATIONAL VISITOR SURVEY; MBIE REGIONAL TOURISM ESTIMATES

VISITOR GROWTH TREND

UK market forecast to grow to over 260k by 2023.
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VISITOR PROFILE

UK holiday visitors tend to skew younger and older with a sizeable youth segment.

AGE PROFILE OF HOLIDAY VISITORS

14%  
YOUTH  
Ages 18-24

40%  
INDEPENDENT PROFESSIONALS  
Ages 25-54

40%  
ACTIVE BOOMERS  
Ages 55-74

VISITOR ROUTES

With no direct services most UK holiday visitors come via Australia. A third will also holiday in Australia prior to arriving in New Zealand.

33% OF UK HOLIDAY VISITORS CLAIMED TO HAVE VISITED AUSTRALIA PRIOR TO ARRIVING IN NEW ZEALAND

54%  ARRIVE VIA AN AUSTRALIAN PORT
10%  VIA SINGAPORE
9%  VIA DUBAI/DOHA
8%  VIA HONG KONG
4%  VIA USA
3%  VIA CHINA

40%  ACTIVE BOOMERS  
Ages 55-74

14%  YOUTH  
Ages 18-24

40%  INDEPENDENT PROFESSIONALS  
Ages 25-54

YEARS
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VISITOR TRAVEL SEASONS
Just under half (44%) of UK holiday visitors escape the northern hemisphere winter to visit New Zealand in summer months.

MOST OF UK HOLIDAY VISITORS ARRIVE IN SUMMER, AND ~40% IN THE SHOULDER SEASONS

ARRIVE IN SUMMER
44%

ARRIVE IN AUTUMN
18%

ARRIVE IN WINTER*
20%

ARRIVE IN SPRING
18%

*20% HISTORICALLY HIGH - DRIVEN BY LIONS TOUR IN 2017

UK visitors tend to visit a lot of regions, between five and six on average.

VISITOR DESTINATIONS

NORTHLAND
32%

AUCKLAND
76%

WAIKATO
30%

BAY OF PLENTY
49%

GISBORNE
59%

HAWKE’S BAY
5%

WELLINGTON
12%

MARLBOROUGH
50%

CANTERBURY
63%

OTAGO
21%

SOUTHLAND
34%

WEST COAST
52%

MANAWATU-WHANGANUI
18%

TASMAN
18%

TARANAKI
67%

NELSON
24%

MANAWATU-WHANGANUI
18%

BAY OF PLENTY
59%

WELLINGTON
12%

MARLBOROUGH
50%

CANTERBURY
63%

OTAGO
21%

SOUTHLAND
34%

WEST COAST
52%

MANAWATU-WHANGANUI
18%

TASMAN
18%

TARANAKI
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BAY OF PLENTY
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WELLINGTON
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MARLBOROUGH
50%

CANTERBURY
63%

OTAGO
21%

SOUTHLAND
34%

WEST COAST
52%
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VISITOR ACTIVITIES

Top activities for UK holiday visitors.

- NATIONAL PARK: 84%
- WALK/HIKE/TRAMP: 86%
- MUSEUM / ART GALLERY: 71%
- OBSERVING WILDLIFE: 92%
- SCENIC BOAT TRIP: 68%
- MĀORI CULTURAL EXPERIENCE / ACTIVITY: 69%
- GONDOLA / CABLE CAR: 52%
- HOT POOLS: 52%
- BEACH: 78%
- GLACIER: 53%

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VISITOR ACCOMMODATION AND TRANSPORT

UK holiday visitors use a variety of accommodation and transport types. Many self drive either with a rental car or campervan.

- HOTEL: 54%
- MOTEL / MOTOR INN / SERVICED APPT: 47%
- FAMILY AND FRIENDS: 32%
- BACKPACKER / HOSTELS: 27%
- CAMPING: 26%
- BED AND BREAKFAST: 24%
- LUXURY: 14%

UK HOLIDAY VISITORS VISIT THREE TO FOUR NATIONAL PARKS ON AVERAGE

MOST POPULAR

- FIO RDLAND: 50%
- MT ASPIRING: 48%
- AORAKI / MT COOK: 36%

SELF DRIVE IS A POPULAR OPTION FOR AUSTRALIAN VISITORS

- TAXI / SHUTTLE: 54%
- RENTAL CAR: 49%
- COOK STRAIT FERRY: 43%
- TOUR BUS: 38%
- FERRY OR BOAT SERVICE: 32%
- BUS SERVICE: 30%
- PLANE: 27%
- CAMPERVAN: 19%
- TRAIN: 17%
- PRIVATE CAR: 15%
UK visitors have an excellent experience in New Zealand with high satisfaction scores and many are likely to recommend New Zealand as a destination.

UK visitors are highly satisfied with their New Zealand experience

Expectations of New Zealand experience met or exceeded

97%

48% Exceeded
49% Met
2% Worse than
1% Not sure

Active Considerers are what we call our target audience. These people are aged 18-74, they are aware of New Zealand, and it is a preferred destination to visit for a holiday in the next three years. They also indicate that they are prepared to spend £1,500 per person on their holiday.
Active Considerers from the UK are here to learn and explore new things as well as have fun and enjoy themselves. To help our visitors achieve this, we need to communicate the time it takes to fly to New Zealand and how easy it is to travel around.

**WHAT DO ACTIVE CONSIDERERS WANT FROM A HOLIDAY IN NEW ZEALAND?**

- To learn and explore new things: 61%
- To have fun and enjoy myself: 60%
- To feel relaxed: 53%
- To broaden my mind: 49%
- To feel a sense of adventure: 43%

**WHAT DO THEY NEED MORE INFORMATION ABOUT?**

- The length of time required to fly to NZ: 34%
- The length of time I need to experience NZ properly: 25%
- How easy it is to travel around: 31%
- How long it takes to travel between the main attractions: 23%

**HOW TO INTERPRET THIS DATA**

31% of Active Considerers said they wanted to know more about how easy it is to travel around New Zealand.
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ACTIVE CONSIDERER PROFILE

For UK Active Considerers, New Zealand is in the competitive set including destinations such as Australia, the USA, Canada and the Caribbean. Our strengths are our landscapes and scenery as well as our clean and unpolluted environment.

WHAT THE UK KNOW US FOR

- Clean & unpolluted
- Landscapes & scenery
- Range of adventure
- Safe Destination

MESSAGES WE NEED TO COMMUNICATE MORE

- Seeing lots without travelling far
- Easy to travel around
- Friendly people
- Unique experiences

NOTES
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ACTIVE CONSIDERER INDEPENDENT PROFESSIONAL PROFILE

Independent Professionals are aged 25-54 years old. They are our largest segment within our Active Considerer target audience, making up 64% of our target audience.

**GENDER SKEWS MALE**

61%
39%

**INDEPENDENT PROFESSIONALS ARE MORE LIKELY TO BE TERTIARY QUALIFIED**

35%
44%

**UNIVERSITY DEGREE OR HIGHER QUALIFICATION**

**INDEPENDENT PROFESSIONALS ARE MORE LIKELY TO HAVE HIGHER HOUSEHOLD INCOME**

> £50K
AC: 26%
NON-AC: 16%

£35K - £49K
AC: 28%
NON-AC: 21%

£21K - £34K
AC: 24%
NON-AC: 29%

< £21K
AC: 22%
NON-AC: 34%

**WHAT DO INDEPENDENT PROFESSIONALS WANT FROM A HOLIDAY IN NEW ZEALAND?**

- 59% TO HAVE FUN AND ENJOY MYSELF
- 55% TO LEARN AND EXPLORE NEW THINGS
- 53% TO FEEL RELAXED
- 49% TO BROADEN MY MIND
- 46% TO TAKE A BREAK FROM THE ROUTINE OF EVERYDAY LIFE

**WHAT DOES THEIR HOLIDAY LOOK LIKE?**

- 57% SELF DRIVE EXPLORING: Renting, borrowing or purchasing a vehicle to travel NZ in. They have high mobility across regions so typically do more activities.
- 52% STAYING FOR 2-4 WEEKS
- 50% TRAVELLING WITH PARTNER OR SPOUSE
- 48% TEND TO ARRIVE IN SUMMER

**WHAT DO THEY NEED MORE INFORMATION ABOUT?**

- 27% HOW SAFE IT IS FROM CRIME
- 28% HOW EASY IT IS TO TRAVEL AROUND
- 30% THE LENGTH OF TIME NEEDED TO FLY TO NEW ZEALAND
- 21% THE LENGTH OF TIME NEEDED TO EXPERIENCE NEW ZEALAND PROPERLY
Active Boomers are people aged 55-74 years old. They are the second largest segment of our Active Considerer target audience, making up 24% of our target audience.

**GENDER SKews MALE**

- 58% Male
- 42% Female

**ACTIVE BoomERS ARE MORE LIKELY TO BE TERTIARY QUALIFIED**

- 31%
- 28%

**UNIVERSITY DEGREE OR HIGHER QUALIFICATION**

**ACTIVE BoomERS ARE MORE LIKELY TO HAVE HIGHER HOUSEHOLD INCOME**

- > £50K
  - AC: 14%
  - NON-AC: 10%
- £35K - £49K
  - AC: 26%
  - NON-AC: 16%
- £21K - £34K
  - AC: 28%
  - NON-AC: 31%
- < £21K
  - AC: 32%
  - NON-AC: 43%

**WHAT DO ACTIVE BoomERS WANT FROM A HOLIDAY IN NEW ZEALAND?**

- 75% To learn and explore new things
- 64% To have fun and enjoy myself
- 54% To feel relaxed
- 53% To broaden my mind
- 52% To interact with people of a different culture or lifestyle

**WHAT DOES THEIR HOLIDAY LOOK LIKE?**

- 60% Staying for 4 weeks
- 53% Travelling with partner or spouse
- 53% Tend to arrive in summer

**SELF DRIVE EXPLORING**

Renting, borrowing or purchasing a vehicle to travel NZ in. They have high mobility across regions so typically do more activities.

**WHAT DO THEY NEED MORE INFORMATION ABOUT?**

- What/where the recommended things to see and do are
- How safe it is from crime
- How easy it is to travel around
- The length of time required to fly to New Zealand
- How long it takes to travel between the main attractions

- 23%
- 33%
- 37%
- 45%
- 30%