VISITOR EXPERIENCE

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.

International Tourism’s contribution to New Zealand is significant; visitors spend on average around $40million every day.
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Every day, visitors to your community are spending locally: it might be on a bed for the night, a rental car, petrol or maybe a bus ticket; buying meals, snacks and a coffee; visiting a museum or trying a round of golf; maybe hiring a bike for the cycle trails or skis for the slopes. All up, international visitors spend $40million every day – that’s around $3,000 for every New Zealander every year. All the while they are sharing their experiences with friends and family. New Zealand’s unique brand of welcome, our manaakitanga, sets us apart from the rest of the world and delivers an unforgettable experience. That’s why our international visitors give us a 9 out of 10 for satisfaction.

International tourism contributes $40m per day to the New Zealand economy, roughly $3k for every New Zealander, every year.

More than one in ten jobs is directly or indirectly generated by tourism.

One in five export dollars is generated by international tourism.

The international visitor experience in New Zealand is overwhelmingly positive across a range of measures.

Visitors are highly satisfied with their New Zealand experience.

And we are meeting or exceeding the expectations of New Zealand experience that visitors have.

Many visitors are likely to become advocates and recommend New Zealand as a destination to others.

Natural landscapes and scenery are the reason that make people want to come to New Zealand, so it’s important we meet or exceed expectations.

VISITOR EXPERIENCE

OVERALL SATISFACTION

Strong visitor satisfaction is achieved across key markets.

VISITORS FROM THE USA AND UK HAVE THE HIGHEST LEVELS OF SATISFACTION

OVERAL SATISFACTION OF NEW ZEALAND EXPERIENCE FOR ALL MARKETS

9/10

OVERALL EXPECTATIONS

In all major markets expectations are largely met or exceeded.

THERE IS AN OPPORTUNITY IN MARKETS WHERE ENGLISH IS NOT A FIRST LANGUAGE TO LIFT SATISFACTION AND MEET OR EXCEED EXPECTATIONS IN LINE WITH THAT OF ENGLISH SPEAKING MARKETS

EXPECTATIONS OF NZ EXPERIENCE MET OR EXCEEDED IN ALL MARKETS

94% MET
39% EXCEEDED
2% NOT SURE
4% WORSE THAN
95% WHEN EXPECTATIONS ARE EXCEEDED SATISFACTION CLIMBS TO 9.5 OUT OF 10
55% WHEN EXPECTATIONS ARE MET SATISFACTION IS STILL STRONG AT 8.9 OUT OF 10
VISITOR EXPERIENCE

NET PROMOTER SCORE

A high net promoter score indicates strong advocacy from past visitors helping to influence potential future visitors.

POTENTIAL VISITORS CARE A LOT ABOUT PERSONAL RECOMMENDATION
Ensuring positive experiences helps create positive word of mouth and sharing, increasing the likelihood that past visitors will recommend New Zealand to others

NET PROMOTER SCORE (LIKELIHOOD TO RECOMMEND NEW ZEALAND)

TOP FACTORS INFLUENCING CONSIDERATION OF NEW ZEALAND

#1 SPECTACULAR LANDSCAPES/NATURAL SCENERY
1. Spectacular landscapes/Natural scenery 46%
2. Always wanted to visit 29%
3. Visit friends/family 28%
4. Friends, family or colleague recommendation 27%
5. Somewhere new/never been there before 25%
6. Environmentally friendly image 21%
7. Walking and hiking 16%
8. The Hobbit trilogy movies 14%

Likely to recommend NZ to others score out of 10
Promoters 9-10
Passives 7-8
Detractors 1-6
NPS = Promoters - Detractors

Visitors from the UK, USA and Australia are our biggest advocates.
VISITOR EXPERIENCE
TECHNOLOGY

Sharing experiences with friends, family and social networks plays a big role in word of mouth and advocacy of New Zealand as a destination.

TECHNOLOGY USED WHILE IN NEW ZEALAND

- Smartphone: 73%
- Wi-Fi: 67%
- Laptop or tablet: 50%

SOCIAL MEDIA

- Global followers of @purenewzealand social media accounts: 3.8m

VISITORS INCREASINGLY USING INSTAGRAM TO SHARE THEIR #NZMUSTDO EXPERIENCE

SATISFACTION

Satisfaction is strong across all elements of the New Zealand experience.

SATISFACTION OF NEW ZEALAND EXPERIENCE - DETAIL (AVERAGE SCORE/10)

- NZ's natural and built environment: 9.2
- Sense of safety: 9.1
- Activities: 8.8
- Primary accommodation: 8.6
- Customer service: 8.6
- Shopping: 8.6
- Experience at iSITE: 8.5
- Commercial transportation: 8.4
- Māori activities: 8.3
- All accommodation: 8.1
- Food & Beverage: 8.1
- Tour guide: 8.0
Majority of visitors are highly satisfied with their overall New Zealand experience and individual elements of their experience. Where there are issues, cost is a common theme.

Our natural landscapes and scenery are the leading reasons why visitors consider coming here. Visitors’ expectations of our environment are largely met or exceeded.

**% SCORED BELOW 8/10 FOR SATISFACTION**

**30%**

**FOOD AND BEVERAGE**

Cost, range and quality were the most cited reasons for lower satisfaction.

**26%**

**ACCOMMODATION**

Cost, lack of free internet and poor/old facilities were the most cited reasons for lower satisfaction.

**20%**

**TRANSPORT**

Cost, and inconvenient public transport were cited most as reasons for lower satisfaction.

**98% of visitors rated the New Zealand environment as meeting or exceeding expectations**

**9.2/10**

**SATISFACTION FOR NATURAL AND BUILT ENVIRONMENT**

- 48% Met
- 50% Exceeded
- 2% Worse than
Visitors rate New Zealand highly for environmental management. Visitors rate individual sectors well on environmental management but there remain opportunities to improve and learn from industry best practice.
**VISITOR EXPERIENCE**

**MĀORI CULTURE**

Māori culture is an integral part of a New Zealand experience for many.

54% of all holiday visitors claim to have participated in, or experienced an element of Māori culture.

**VISITORS FROM THE UK, GERMANY, CHINA AND THE USA WERE MORE LIKELY TO HAVE A MĀORI CULTURE EXPERIENCE**

- See Māori artefacts, art/crafts: 31%
- Visit a Māori marae: 24%
- Other Māori culture activity: 18%
- See Māori art/crafts being created: 16%
- Eat Māori traditional food: 16%
- Māori performance: 15%
- Experience a Māori tradition: 12%

**NOTES**