PREMIUM

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.
With an average daily spend much greater than that of the average visitor’s total spend these high value visitors have the potential to provide an economic benefit beyond that gained from just tourism.

**TOP 5 COUNTRIES OF ORIGIN AND % OF REVENUE**

- **USA**: 50%
- **UK**: 7%
- **GERMANY**: 4%
- **CHINA**: 2%
- **AUS**: 14%

**CREDIT CARD RANKING**

1. **American Express**
2. **Visa**
3. **MasterCard**

**GROWTH IN SPEND AT THE LUXURY LODGES OF NEW ZEALAND**

InCREASED BY 141% FROM YEAR END MARCH 2012 TO MARCH 2017

**DURATION**

OF VISITS WERE UP TO THREE WEEKS IN DURATION

**DURATION**

**NEWZEALAND.COM STATISTICS FOR PERIOD JAN 1ST - DEC 31ST, 2017 SHOWS:**

- **BUSINESS CLASS TRIPS**
  - Roundtrip business class airfares to New Zealand from top six priority markets
  - $450 million

- **REPEAT VISITATION TO NEW ZEALAND**
  - 32% of luxury lodge customers returned to New Zealand at least once over the last five years

- **MOST VISITED REGIONS**
  - Auckland
  - Waikato
  - Otago

- **TOP TRAFFIC AND REFERRAL MARKETS**
  - USA
  - Australia
  - China
  - New Zealand
  - Germany
  - UK

*Pro-rated by length of stay four nights or longer. Sourced from IATA GAP, indirect bookings only. Purchased year ending Aug 2017. Source: Marketview

*Source: Adobe Analytics

*Source: Marketview

*Source: Luxury Lodges of New Zealand