YOUTH

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.

Backpacker
Backpackers (Youth in Germany and the UK) typically stay longer, do more activities, and visit more regions than our average holiday visitor.

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.
Arrivals data from Statistics New Zealand allows us to measure the number of 18-24 holiday visitors to New Zealand as a proxy for the Backpacker sector. Behaviour of these visitors while in New Zealand is measured using MBIE’s International Visitor Survey which uses a slightly wider 15-24 age range. This sector typically stay longer, do more activities, and visit more regions than our average holiday visitor, for these reasons TNZ have a specific focus on this youth 18-24 year old sector.

At Tourism New Zealand ‘Backpackers’ are defined as people aged 18-24, interested in an extended holiday that would include destinations in the Asia Pacific. Tourism New Zealand commission on-going research in the UK and Germany to better understand who these people are, and what their motivations and barriers to travel are. This research is the key information source for understanding our future Backpacker visitor.
YOUTH
YOUTH VISITORS KEY MARKETS: GERMANY & UK

YOUTH 18-24

GERMANY
19K VISITORS
83 DAYS
83
AVERAGE LENGTH OF STAY

UK
16K VISITORS
41 DAYS
41
AVERAGE LENGTH OF STAY

AVERAGE SPEND DIFFERENCE

$5K

$3.8K
ALL HOLIDAY VISITORS

7.2

24

VS. $3.8K
ALL HOLIDAY VISITORS

VS. 3.7
ALL HOLIDAY VISITORS

VS. 14
ALL HOLIDAY VISITORS

SOURCES: STATS NZ INTERNATIONAL TRAVEL AND MIGRATION YE DEC 2017 (HOLIDAY VISITORS), MBIE INTERNATIONAL VISITOR SURVEY YE DEC 2017 (HOLIDAY VISITORS), 3 YEARS ENDED DEC 2017 FOR GERMANY AND UK SPEND, REGION AND ACTIVITIES. INFORMATION SOURCED FROM THE INTERNATIONAL VISITOR SURVEY (SPEND, REGIONS VISITED, ACTIVITIES) IS BASED ON A 15-24 AGE GROUP. INFORMATION FROM ARRIVALS DATA IS BASED ON A 18-24 AGE GROUP.

BACKPACKER
POTENTIAL FUTURE VISITORS

Backpackers are people aged 18-24. They are interested in taking an ‘extended holiday’ visiting at least one Asia Pacific destination. An extended holiday is defined as a 2-12 month holiday which could involve visiting a number of destinations, working or volunteering, and travelling ‘backpacker’ style.

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WHAT DO GERMAN BACKPACKERS KNOW US FOR

- Landscapes & scenery
- Safe destination
- Friendly people
- Place to base yourself and chill out

MESSAGES WE NEED TO COMMUNICATE MORE

- Fun & Enjoyment
- Unique experiences

OTHER DESTINATIONS GERMAN BACKPACKERS ARE INTERESTED IN INCLUDE

- Australia
- USA
- Canada
- Japan
- Spain

WHAT DO UK BACKPACKERS KNOW US FOR

- Landscapes & scenery
- Safe destination
- Fun & Enjoyment
- Easy to travel around
- Range of experiences

MESSAGES WE NEED TO COMMUNICATE MORE

- Unique experiences
- Range of experiences

OTHER DESTINATIONS UK BACKPACKERS ARE INTERESTED IN INCLUDE

- Australia
- Spain
- Japan
- France

GERMANY BACKPACKER PROFILE

German Potential Future Visitors = $3.8m

UK BACKPACKER PROFILE

UK Backpacker Active Considerers = 2.7m

GERMAN BACKPACKERS DREAMING ABOUT COMING TO NEW ZEALAND WANT TO KNOW MORE INFORMATION ABOUT

- Transport Options 36%
- Things to See and Do 43%
- Accommodation Options 59%
- Local Culture 36%

HOW TO INTERPRET THIS DATA

59% of Backpackers dreaming about coming to New Zealand said they want to know more about accommodation options in New Zealand.

UK BACKPACKERS DREAMING ABOUT COMING TO NEW ZEALAND WANT TO KNOW MORE INFORMATION ABOUT

- Transport Options 36%
- Things to See and Do 38%
- Accommodation Options 48%
- How Long it Takes to Travel Between Attractions & Locations 32%

HOW TO INTERPRET THIS DATA

48% of Backpackers dreaming about coming to New Zealand said they want to know more about accommodation options in New Zealand.