Stefan's Travel Preferences

**Budget / Luxury**
Stefan and his partner will spend time camping, traveling in a rented vehicle and staying in good quality hotels.

**City / Nature**
New Zealand has been a desired destination for some time. He wants to see the beauty that New Zealand is known for.

**Observe / Immerse**
Hiking and exploring in nature are activities that Stefan and his partner are very interested in.

**Individual / Group**
They want to travel freely without worrying about other people's schedules.

**Relaxation / Excitement**
They want to see and do all that New Zealand's natural landscape has to offer, including hikes and visits to national parks.

**Structure / Spontaneous**
They will likely plan all details of their holiday themselves.

Why New Zealand for Stefan?
Stefan and his partner have been dreaming of visiting New Zealand for a while. Many of their friends and family have visited and say it's a beautiful country. He wants to see the natural beauty New Zealand is world famous for. Hiking and exploring in nature are activities that Stefan and his partner are most interested in, and is what drew them to New Zealand.

Desires for my holiday:
Completing some of the Great Walks and visiting National Parks.
Stefan and his partner are highly interested in understanding and learning about Māori culture; and will visit several landmarks of Māori significance including the Waitangi Treaty Grounds.

Top Activities
- Nature/Wildlife
- Hiking
- Sightseeing
- Culture

Likely Itinerary
- Auckland
- Waitomo Caves
- Northland
- Taupō
- Rotorua
- Tauranga
- Wellington
- Christchurch
- Queenstown
- West Coast

What may improve Stefan’s visitor experience?
- Clear information and signage about camping rules and requirements
- Informational list of less popular regional hiking tracks – the hidden gems
- More guidance on where and how they can experience New Zealand culture.