UK VISITOR FACTS

38% under 35
39% university educated
23% household income above £50,000

TOP PREFERRED COUNTRIES TO VISIT:
- New Zealand
- Australia
- Canada
- USA

OUTLINE OF JAMES’ NEW ZEALAND HOLIDAY

Approx $5,000 pp
2-3 week stay
- Sightseeing
- Friends and family/hotels
- Self-drive, likely a campervan, ferry between the islands

JAMES’ TRAVEL PREFERENCES

BUDGET  LUXURY
Open to mid-to-low-level accommodation and may stay with friends and family, allowing him to spend more on activities.

CITY  NATURE
Wants to experience the great New Zealand outdoors.

OBSERVE  IMMERSE
Looking for a balance of challenging and relaxing activities.

INDIVIDUAL  GROUP
This will be a self-planned trip. He is not interested in a group tour or a packaged deal.

RELAXATION  EXCITEMENT
The ideal holiday has a mix of challenging and relaxing activities, and the opportunity to experience local lifestyle.

STRUCTURE  SPONTANEOUS
Some activities will be planned but allowing flexibility.

WHY NEW ZEALAND FOR JAMES?

James and his partner want to visit New Zealand to experience the country’s iconic landscapes and scenery. While they’re here, they will also look to venture outside of their comfort zone with some high adrenaline activities. He wants to experience all aspects of New Zealand, from the serene lakes and rivers to sampling local cuisine and bars, and the hospitality of locals.

JAMES’ EXPERIENCE AS A FREE INDEPENDENT TRAVELLER (FIT) TO NEW ZEALAND:

• Given the distance from London, James will have to plan and save enough annual leave from work before making this trip
• Like Kiwis, Brits have a high sense of independence - James and his partner are comfortable traveling on their own terms, which means they are prepared to look after themselves while on holiday
• James and his partner want to experience all aspects of New Zealand, from the serene lakes and rivers to sampling local cuisine and bars, and the hospitality of New Zealanders
• Along with his partner they want to experience the great New Zealand outdoors, including national parks, beaches, lakes and rivers, geothermal sites and wildlife experiences (especially seal colonies, native birds and glow worms)
• They are keen on nature walks, but prefer those under three hours’ duration
• They’d like to experience Māori culture, and will stop during their road trip to visit a Māori landmark or pā site, as well as Te Papa
• High adrenaline activities are of interest to James such as rafting
• Film locations are a must-see for James. He recently watched The Hobbit and is excited to visit the film set while in New Zealand.

WHAT MAY IMPROVE JAMES’ VISITOR EXPERIENCE?

• Option of both observation and immersion. The ability to watch or choose to be involved in a unique cultural experience
• Being connected and having reliable WiFi available during their holiday
• Clear information and signs about camping rules and requirements.