MELISSA’S TRAVEL PREFERENCES

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

- Melissa and her husband are planning their trip themselves. They’re planning a self-drive holiday to fully explore New Zealand, visiting both the North and South Islands, and spending a few days in several places.
- Melissa prefers to travel comfortably, she doesn’t mind spending a little more when it comes to accommodation. They’ll be staying in a combination of hotels (most of the time), motels and B&B’s.
- They want to experience first-hand what it’s like to live the local lifestyle, so they’ll mostly use a rental car to get around and occasionally use a taxi.
- They’re excited about a holiday that has a mix of both challenging and relaxing activities.
- Unlikely to stray off the beaten track, they’ll focus on visiting the key tourist hot spots. They’ll immerse themselves in nature, visiting national parks, beaches, geothermal sites, glaciers, and wildlife experiences – particularly glow worms and native birds.
- Adrenaline and high intensity activities have little appeal to Melissa and her family.
- Visiting Hobbiton and sampling local food and wines, and learning about traditional culture is also on the to-do list.

WHAT MAY IMPROVE MELISSA’S VISITOR EXPERIENCE?

- A list of ‘must dos’ or bucket list activities that they feel like they can tick off while they’re here.
- Access to luxury experiences and accommodation.
- Offer variety – within a city, an experience or nature. They want the ability to have it all in one trip.

Top Activities:
- Short walks
- Museums and art galleries
- Food and wine
- Beaches
- Cultural activities

Likely Itinerary:
- Auckland
- Rotorua
- Wellington
- Christchurch
- Queenstown
- Wanaka

Top Preferred Countries to Visit:
- New Zealand
- Australia
- Italy
- Caribbean

USA Visitor Facts:
- 36% under 35
- 32% university educated
- 14% household income above $125,000 USD

USA Visitor Facts:

New Zealand is a place I’ll only visit once, so I want to maximise my time while I’m here and do the things I want to do. This means combining a range of experiences from hiking to culture to more luxurious experiences.”

Insights produced from Tourism New Zealand research, Auckland Airport research and official data sources.