These packs provide a brief snapshot of our core visitor markets prior to the interruption of international travel due to Covid-19.
Pre-Covid, China was New Zealand’s 2nd largest market by arrivals, comprising 11% of total arrivals. Chinese visitors spent $1.7b in the past year - 15% of all visitor spend. Of which, $333m was spent in the regions.

Chinese holiday visitors have a high spend per day of NZ$476

Regions refer to RTOs excluding those home to the larger international airports: AKL, WLG, CHC, and ZQN
Holiday arrivals from China are reasonably balanced across ages.

The highest proportion of Chinese holiday visitors come from Tier 1 cities.

Source: Based on YE Jan Arrivals. Age demographic is determined based on their age at time of travel.
Chinese holiday arrivals are slightly skewed towards a summer holiday.

Chinese visitors tend to visit for 1-2 weeks.

**LENGTH OF STAY (DAYS)**

<table>
<thead>
<tr>
<th>Days</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-3 days</td>
<td>29%</td>
</tr>
<tr>
<td>4-7 days</td>
<td>23%</td>
</tr>
<tr>
<td>8-14 days</td>
<td>35%</td>
</tr>
<tr>
<td>15-21 days</td>
<td>6%</td>
</tr>
<tr>
<td>22+ days</td>
<td>7%</td>
</tr>
</tbody>
</table>

**TOP TRAVEL ROUTES**

<table>
<thead>
<tr>
<th>Route</th>
<th>% of Arrivals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shanghai &gt; Auckland</td>
<td>19%</td>
</tr>
<tr>
<td>Guangzhou &gt; Auckland</td>
<td>9%</td>
</tr>
<tr>
<td>Melbourne &gt; Auckland</td>
<td>9%</td>
</tr>
<tr>
<td>Guangzhou &gt; Christchurch</td>
<td>9%</td>
</tr>
<tr>
<td>Brisbane &gt; Auckland</td>
<td>8%</td>
</tr>
</tbody>
</table>

**Popular Activities**

- Wildlife activities
- Geothermal attractions
- Museums, galleries and live performances
- Māori cultural experiences
Active Considerers (ACs) are what we call our target audience. These people are aged 18-74, and have New Zealand as a preferred holiday destination in the next three years. They also indicate that they are prepared to spend ¥10,000 per person on their holiday.

**Total Active Considerers**
- Approximate number of active considerers in China (Dec 2019): 35.8M

**Age Segment of Active Considerers**
- 21-30: 45%
- 31-40: 38%
- 41-50: 17%

**Tertiary Education of ACS (Bachelor’s degree or higher)**
- Yes: 95%
- No: 5%

**Regional Spread of ACS**
- Beijing: 21%
- Shanghai: 16%
- Chengdu: 10%
- Changsha: 6%
- Guangzhou: 10%

Active considerer data is from the 6 month period ending April 2020.
Appeal of and preference for NZ as a holiday destination have remained high during the Covid-19 pandemic.

Active considerer data is from the 12 month period ending April 2020.
CHINA
ACTIVE CONSIDERER MINDSET

WHAT DO ACTIVE CONSIDERERS WANT FROM A HOLIDAY IN NEW ZEALAND?

- **47%**
  - TO GET IN TOUCH WITH NATURE

- **41%**
  - TO FEEL RELAXED

- **39%**
  - TO FEEL REFRESHED

- **37%**
  - TO HAVE FUN AND ENJOY MYSELF

- **32%**
  - TO LEARN AND EXPLORE NEW THINGS

*the 41-50 age group are the most interested in getting in touch with nature (66%)

WHAT DO THEY NEED MORE INFORMATION ABOUT?

- **DOES IT GET TOO HOT IN SUMMER?**
  - **22%**

- **HOW SAFE IS IT TO PARTICIPATE IN ADVENTURE ACTIVITIES?**
  - **23%**

- **HOW SAFE IS IT FROM CRIME?**
  - **29%**

- **HOW WELCOMING ARE THE LOCALS?**
  - **20%**

- **HOW EASY IT IS TO TRAVEL AROUND?**
  - **26%**

*31-40 age group are the most concerned about activity safety (30%)

WHO ARE THEY MOST INTERESTED IN TAKING TRIPS WITH?

- 21-30 year old Active Considerers are interested in trips with their partner or group of friends.

- 31-50 year old Active Considerers are interested in trips with their partner or as a family with their children.

DO THEY PLAN ON TRAVELLING IN AN ORGANISED TOUR?

- **NO**
  - **43%**

- **YES**
  - **36%**

- **DON’T KNOW**
  - **15%**

*1/3 of 31-40 year olds plan to travel in an organized tour group.

Nearly 1/3 ACS from China plan to travel in an organized tour group.

Active considerer data is from the 6 month period ending April 2020
CHINA

WHILE BORDERS ARE CLOSED, WE ARE SEEING PENT UP DEMAND TO TRAVEL TO NEW ZEALAND WHEN IT BECOMES POSSIBLE

WHO IS LIKELY TO BOOK A TRIP IN THE NEXT THREE MONTHS?²

Younger – 41% are under 34 years old

More likely to be single

From Tier-1 cities

SPEED OF NEW ZEALAND HOLIDAY DEMAND RECOVERY AFTER RESTRICTIONS ARE LIFTED¹

CUMULATIVE

▲ Significantly higher than March 2020

1. Active considerer monitor, TNZ, April 2020