

# JAPAN

These packs provide a brief snapshot of our core visitor markets prior to the interruption of international travel due to Covid-19.



Hot Water Beach, Coromandel



**100% PURE  
NEW ZEALAND**

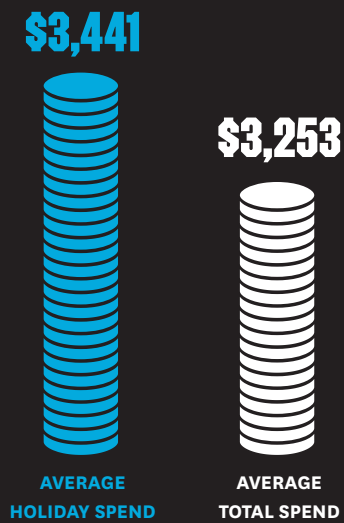
# JAPAN

## VISITOR SNAPSHOT

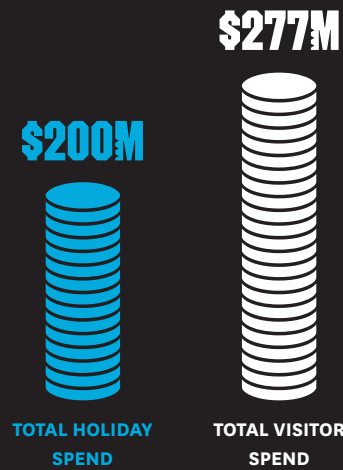


Japan was New Zealand's 5th largest market by arrivals, comprising 2.6% of total arrivals. Japanese visitors spent \$277M in the past year.

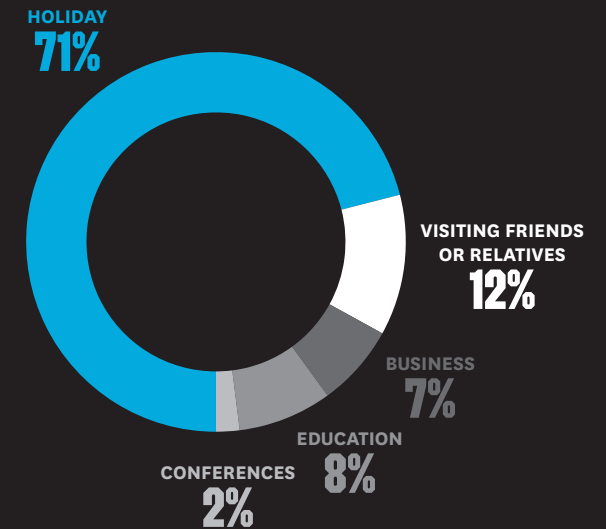
AVERAGE SPEND PER VISITOR



TOTAL MARKET CONTRIBUTION SPEND



PURPOSE OF VISIT



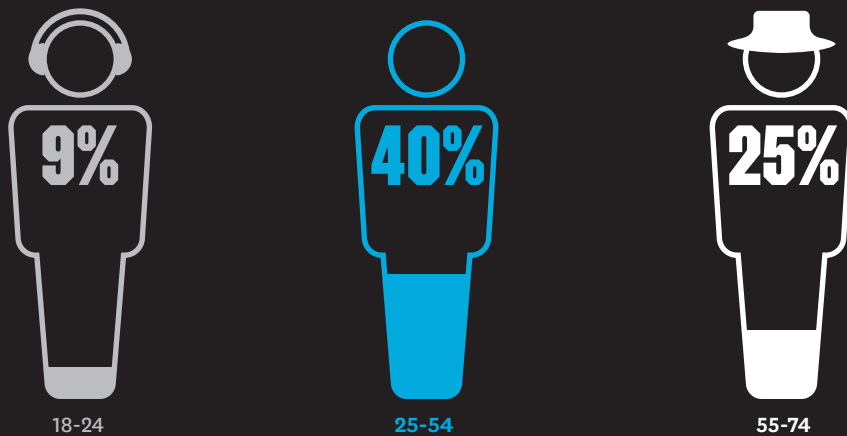
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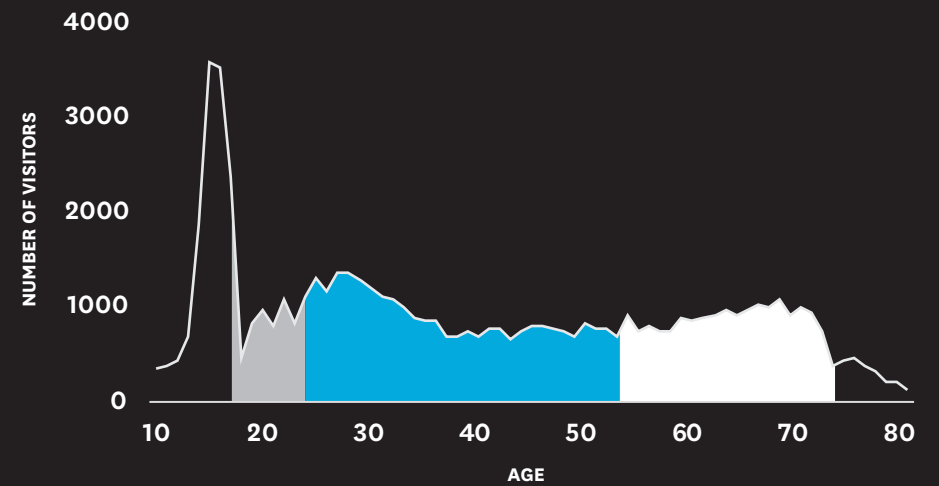


A large number of <18s travel to NZ for high school trips, causing a spike in arrivals. Excluding these students, 25-34 represents the largest proportion of arrivals.

AGE PROFILE OF HOLIDAY VISITORS



HOLIDAY ARRIVALS BY AGE



Age demographic is determined based on their age at time of travel  
 Source: Stats NZ international visitor arrivals Feb 2020

# JAPAN

## VISITOR ACTIVITIES



Japanese holiday arrivals are slightly skewed towards a summer holiday



**37%**

ARRIVE IN SUMMER



**24%**

ARRIVE IN AUTUMN



**18%**

ARRIVE IN WINTER



**21%**

ARRIVE IN SPRING

The vast majority of Japanese visitors travel directly to New Zealand



**41%**  
OF JAPANESE VISITORS RENT A CAR



**35%**  
TRAVEL BY TOUR BUS

### TOP TRAVEL ROUTES

ROUTE	% OF ARRIVALS
TOKYO > AUCKLAND	59%
OSAKA > AUCKLAND	11%
SYDNEY > AUCKLAND	4%
SYDNEY > QUEENSTOWN	3%
HONG KONG > AUCKLAND	2%
BRISBANE > AUCKLAND	2%

7 out of 10 holiday visitors stay in New Zealand for a week or less

### LENGTH OF STAY (DAYS)



### Popular Activities



WILDLIFE ACTIVITIES



WATER ACTIVITIES



MUSEUMS, GALLERIES AND LIVE PERFORMANCES



MĀORI CULTURAL EXPERIENCES

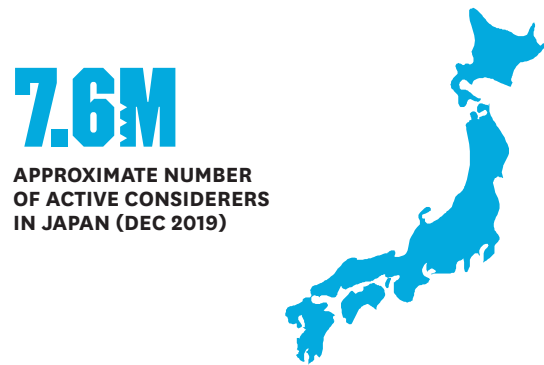
# JAPAN

## ACTIVE CONSIDERER PROFILE

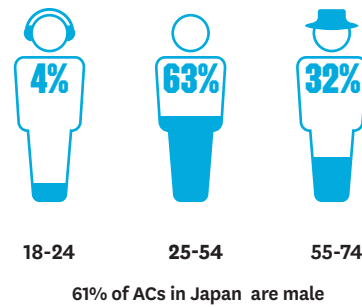


Active Considerers (ACs) are what we call our target audience. These people are aged 18-74, and have New Zealand as a preferred holiday destination in the next three years. They also indicate that they are prepared to spend ¥100,000 per person on their holiday.

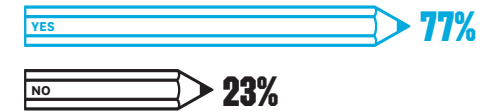
### TOTAL ACTIVE CONSIDERERS



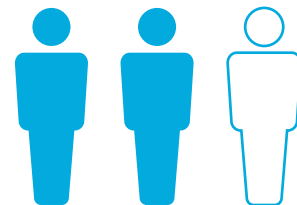
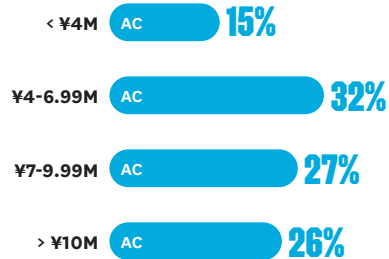
### AGE SEGMENT OF ACTIVE CONSIDERERS



### TERTIARY EDUCATION OF ACS (BACHELOR'S DEGREE OR HIGHER)



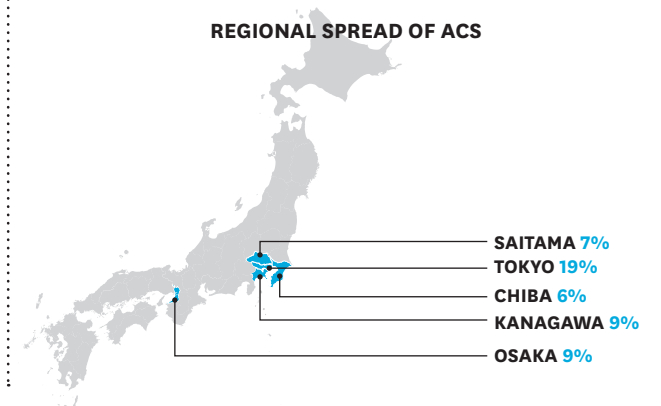
### ANNUAL HOUSEHOLD INCOME OF ACS



NEARLY 2/3 ACS IN JAPAN ARE BETWEEN

**25-54**

### REGIONAL SPREAD OF ACS



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

# JAPAN

## ACTIVE CONSIDERER METRICS



Appeal of NZ as a holiday destination has been slowly increasing over the last 12 months. Preference followed this trend though has seen a lift in April 2020. The prevalence of Active Considerers among the Japanese audience has been steady over the last 12 months.



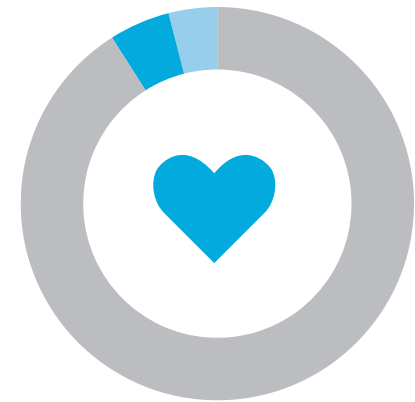
**37%**

ONLINE AUDIENCE 18-74 FIND  
NEW ZEALAND APPEALING AS  
A DESTINATION



**9%**

OF ONLINE AUDIENCE 18-74 ARE  
ACTIVE CONSIDERERS



**64%**

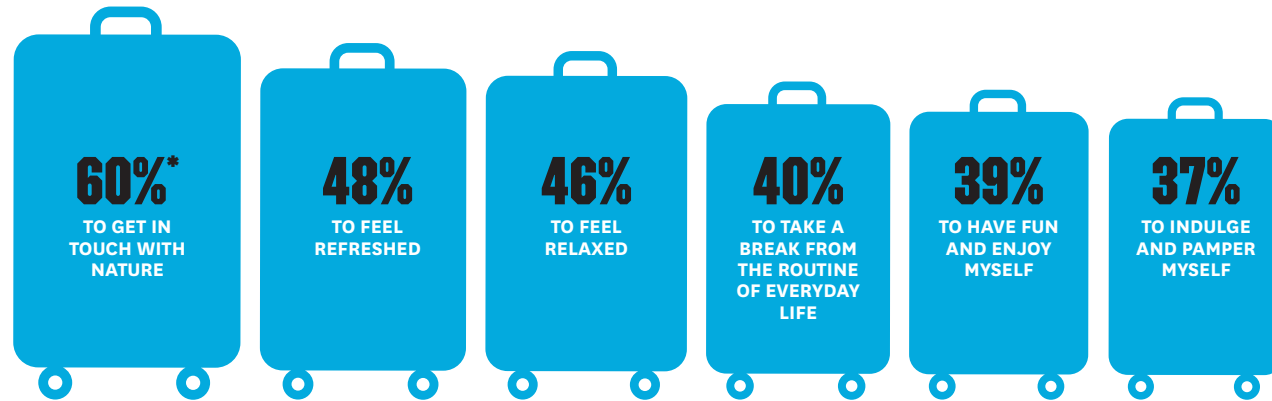
ACTIVE CONSIDERERS RANK  
NEW ZEALAND #1 OR #2 AS A  
PREFERRED DESTINATION

# JAPAN

## ACTIVE CONSIDERER MINDSET

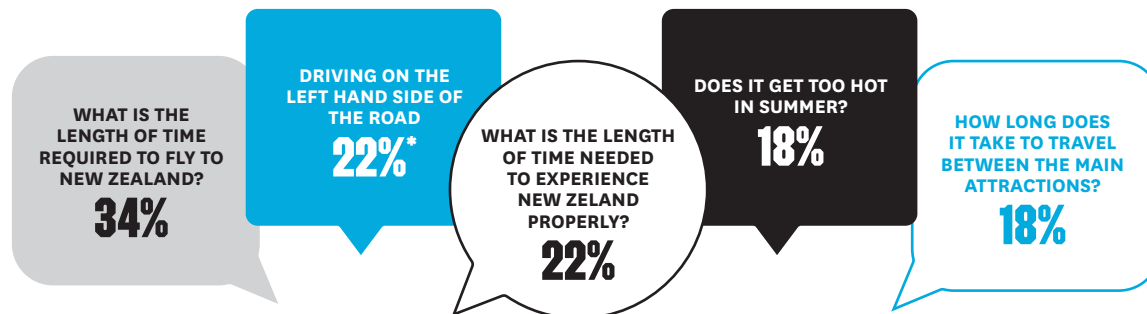


### WHAT DO ACTIVE CONSIDERERS WANT FROM A HOLIDAY IN NEW ZEALAND?



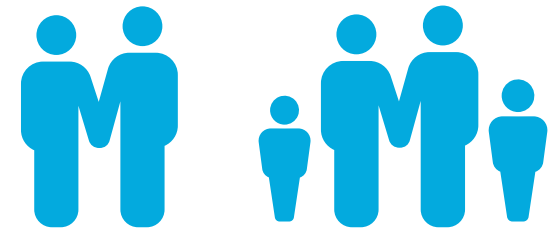
\*the 55-74 age group are the most interested in getting in touch with nature (73%)

### WHAT DO THEY NEED MORE INFORMATION ABOUT?

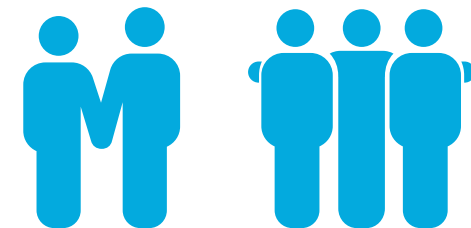


\*55-74 age group are more concerned than the younger ACs about driving on the left hand side of the road (29%)

### WHO ARE THEY MOST INTERESTED IN TAKING TRIPS WITH?



Most often, 25-54 year old ACs are interested in trips with their partner or children



Most often, 55-74 year old ACs are interested in trips with their partner or friends

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APPEAL OF NEW ZEALAND AS A HOLIDAY DESTINATION HAS BEEN SLOWLY INCREASING OVER THE LAST 12 MONTHS, WHILE THE INCIDENCE OF ACS HAS BEEN STEADY AT JUST UNDER 10%.



**40%**

OF JAPANESE ACS HAVE AN IMPROVED PERCEPTION OF NEW ZEALAND

**27%**

OF JAPANESE ACS EXPECT TO TRAVEL OVERSEAS LESS OFTEN AFTER COVID-19

SPEED OF NEW ZEALAND HOLIDAY DEMAND RECOVERY AFTER RESTRICTIONS ARE LIFTED

