



Moutohorā Island,
Bay of Plenty



**100% PURE
NEW ZEALAND**

[newzealand.com](https://www.newzealand.com)

Tourism New Zealand Update

01 July 2022

Tourism New Zealand's Role

As New Zealand's national destination marketing organisation, Tourism New Zealand's role is to generate and shape tourism demand, and maximise the contribution of international and domestic visitors.



Operating Context



International borders were closed until recently, and the global tourism market will be highly competitive



Rebuild and recovery will take several years



New Zealanders expect tourism to show up differently



Attracting high quality visitors that will Enrich Aotearoa is more important than ever

Our four focus areas for FY23



Build brand



**Accelerate
recovery**



**Maximise
contribution**



Toitū, toiroa

Portfolio approach



Domestic

In the short term the domestic market will sustain the sector through recovery.



International Business Events

Both conference and incentive delegates are amongst the highest quality visitors New Zealand can attract.



International

Our investment will focus on Australia, China and the USA, which made up 60 percent of international tourism value pre-COVID-19 and will continue to play a major role in high value holiday visitation.

International: Global trends are starting to emerge

Whilst we can identify a few high-level trends in travel behaviour, they differ across markets, and can change rapidly



Shorter lead times, longer trips
and higher spend are the most
significant booking trends

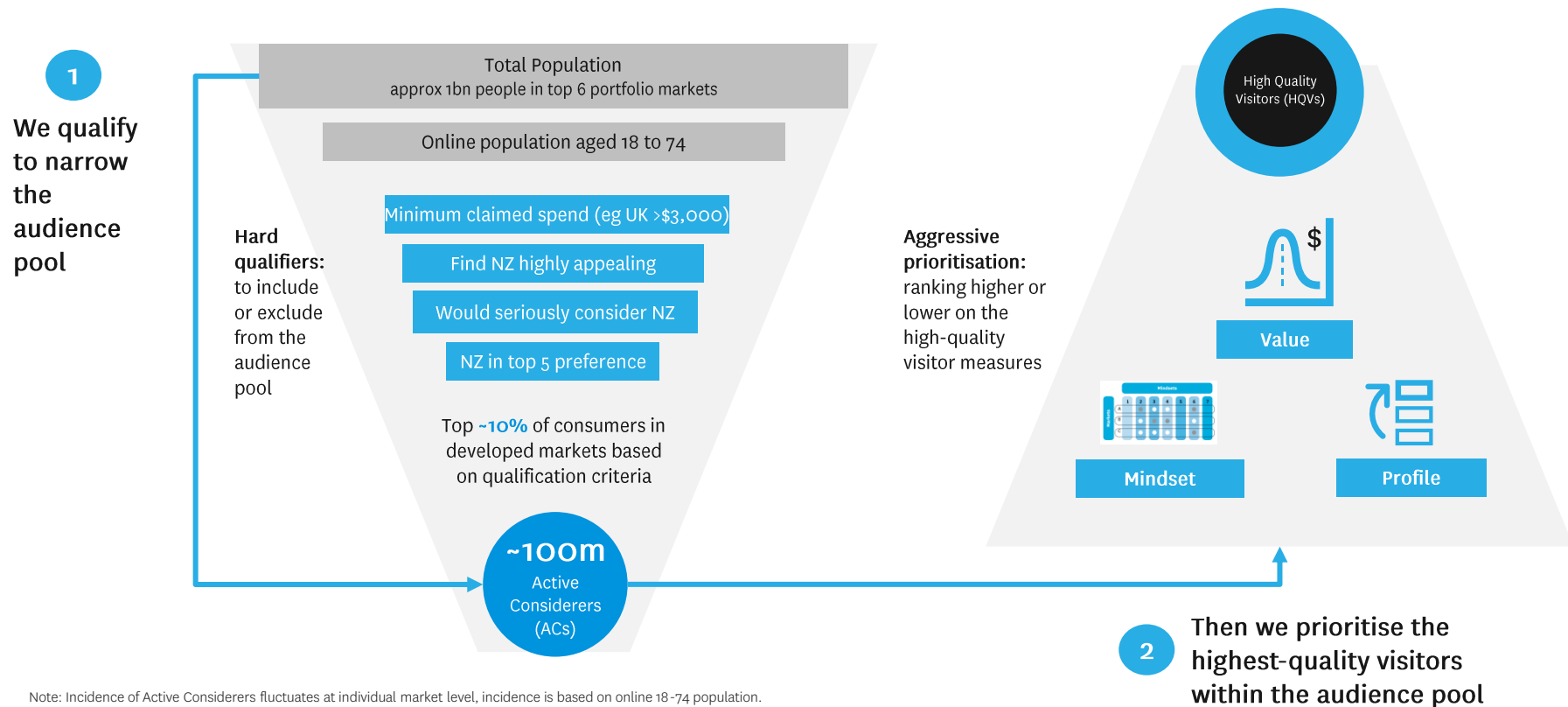


Once in a lifetime, unique, and
meaningful travel predicted to
lead the sector recovery



More people are seeking
nature for escape and
rejuvenation

Framework for targeting high-quality visitors



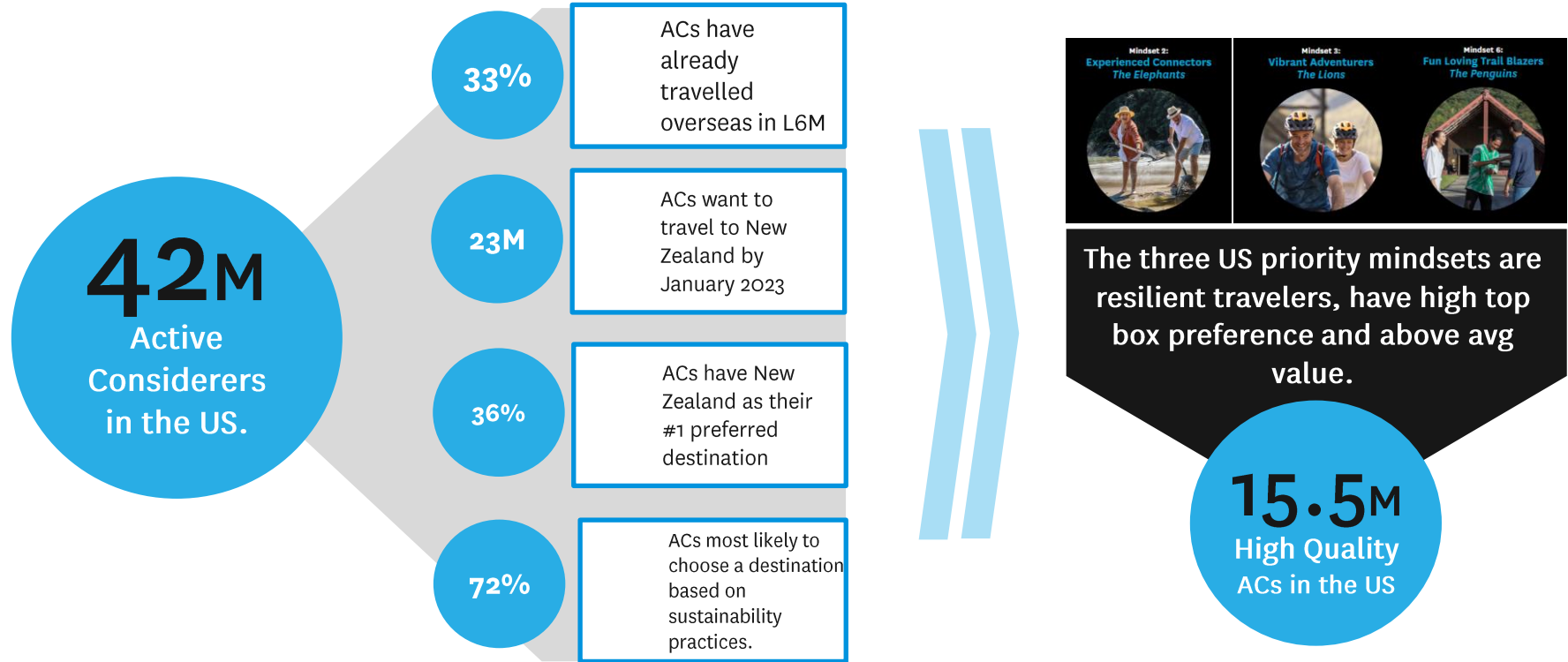
Note: Incidence of Active Considerers fluctuates at individual market level, incidence is based on online 18-74 population.

*'Claimed' spend excludes the cost of the airfare to get to New Zealand.

Actual 'on the ground' spend typically exceeds claimed/intended spend upfront.



Case Study USA: High Quality Audience



Domestic: Foundation Market

New Zealand plays a key role in the tourism eco-system and is an ongoing, high-quality opportunity



Our largest visitor market
\$20b or 60% of all tourism expenditure (Pre-Covid).



Supports Social License
Kiwis participating in tourism positively impacts sector's license to operate.



High Quality Opportunity
Kiwis travel year-round, visit all regions, and take multiple trips per year.

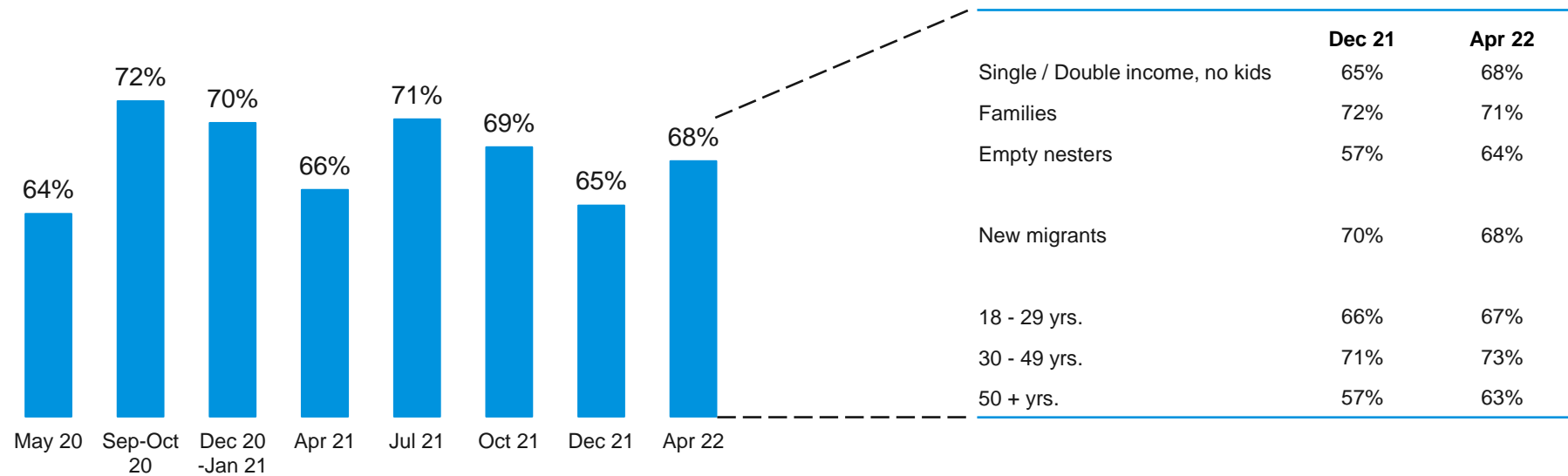


Highly resilient market
Domestic market will support international recovery and provide future resilience.

Demand for domestic holidays remains high

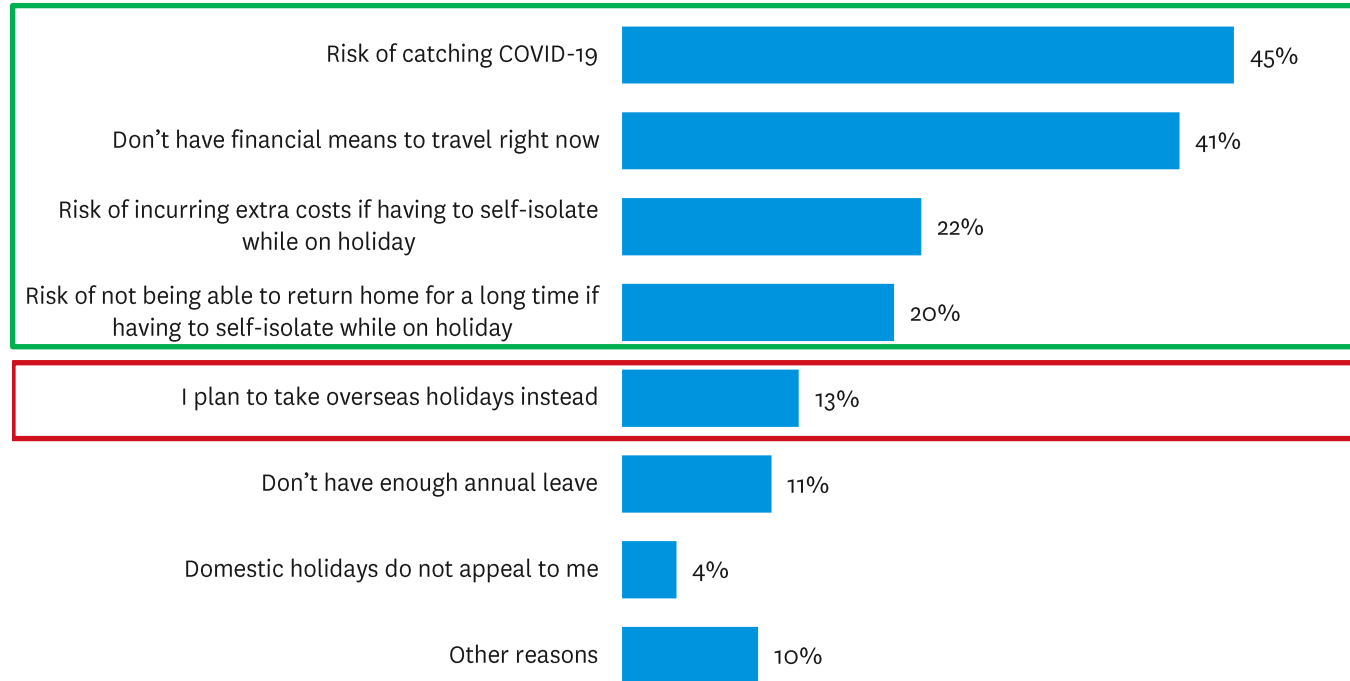
Over two thirds of Kiwis planning a trip in the next 12-months

Intent to travel domestically in the next 12 months – total and by segment (% 'Yes, planning a holiday')



▲ ▼ Significantly higher / lower than previous quarter

Covid fears and finances key barriers currently



Domestic Travel View Report, March 2022; Sample size: n = 427

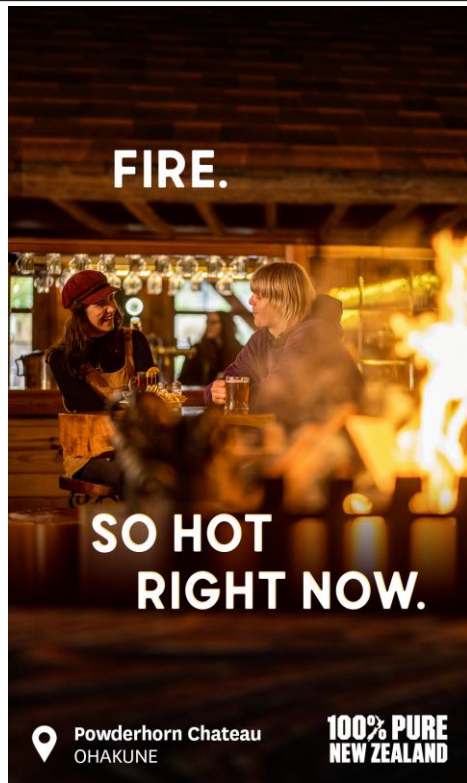
Barriers from taking a holiday within New Zealand in the next 12 months (% All NZers, Mar 22)



Strong activity calendar to drive Domestic demand

Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Winter		Global campaign launch	Spring school hols					Autumn mindful travel	Winter		
Growing Value on the Ground											
Always On Activity											
<ul style="list-style-type: none">Seasonal gift vouchers activation (e.g. Christmas)Facebook Connect, Google localTNZ database eDMsSEM, DCOContent partnership											

Currently Live – Winter. So Hot Right Now.



Winter – Our best performing domestic campaign do date

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Cosy into Winter and pull up a chair at ParrotDog Brewery Wellington 🍺



ParrotDog Brewery WELLINGTON

newzealand.com
Winter. So hot right now. [Learn more](#)

Like Comment Share

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What's more wintery than exploring glowworms at Waitomo Caves ✨




Waitomo Glowworm Caves WAIKATO

newzealand.com
Winter. So hot right now. [Learn more](#)

👍❤️👏 476 89 Comments 55 Shares

Like Comment Share



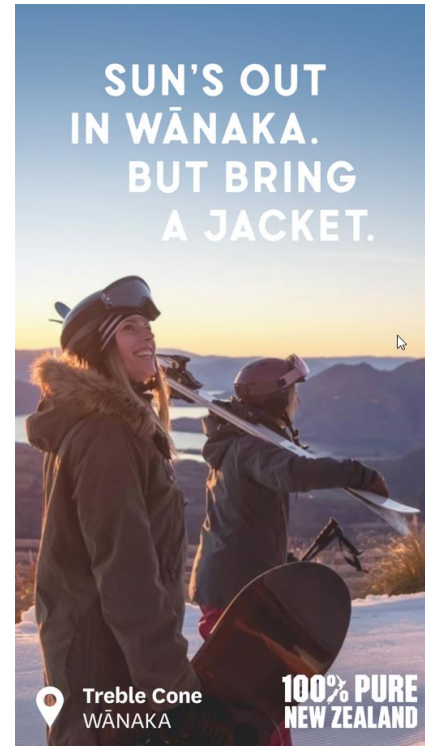
Top 10 North Island winter experiences in New Zealand [Learn More](#)

newzealand.com



Top 10 things to do in Rotorua [Learn More](#)

newzealand.com



SUN'S OUT IN WĀNAKA. BUT BRING A JACKET.

Treble Cone WĀNAKA

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OOH examples



What can you do today to leverage our upcoming activity?

1.



register.newzealand.com

Make sure your Business Listing and Product Listings are up to date on the **Tourism Business Database**

2.



[Insights.tourismnewzealand.com](https://insights.tourismnewzealand.com)

Get familiar with the international **consumer mindsets** Tourism New Zealand will be targeting

3.



Keep your **Regional Tourism Organisation**, and update them on any NEW experiences or changes to your product offering

4.



qualmark.co.nz

Join **Qualmark** for Priority on newzealand.com, access to Famils, Events and a requirement for paid campaigns

What else is to come?

Tourism New Zealand KiwiLinks

July/
Aug

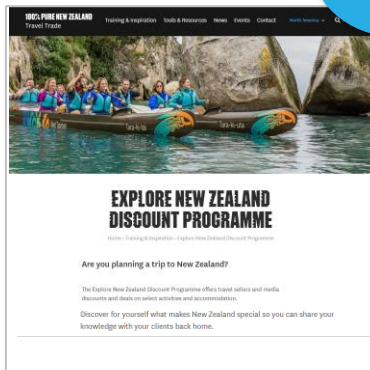


An opportunity to reconnect with key product buyers and decision makers

tourismnewzealand.com/events

Explore Pass Relaunch

TBC



Please consider updating your trade rates/offers

Famils

Oct



Please consider hosting our groups. Sellers are keen to get to NZ to ensure destination readiness

PLUS... What else can you do:

- Keep us informed of any updates or new additions to your products for the travel trade or any good new stories that media will like
- Ensure your product is listed at the local and neighbouring i-SITE's
- Use our social media hashtags in your day to day social media, such as #NZMustDo
- Incorporate the Tiaki promise into your operation. For Tiaki Tools for your Business go to www.tourismnewzealand.com/tools-for-your-business/tiaki-care-for-new-zealand/
- Use the Help & Resources area of www.register.newzealand.com

THANK YOU NGĀ MIHI

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