

# NEW ZEALAND VISITOR PROFILE: USA

July 2022 - June 2023



100% PURE  
NEW ZEALAND

# TOURISM NEW ZEALAND'S MARKET APPROACH

## Our Purpose

Enrich Aotearoa New Zealand and all who visit.

Tourism must enrich New Zealand and the wellbeing of New Zealanders – contributing more than what it takes.

Tourism must create jobs, restore nature, enhance our heritage, build our national reputation and make us proud.

## Our Role

Tourism New Zealand is New Zealand's national destination marketing organisation.

## Market Approach

Tourism New Zealand focuses on shaping the high-quality visitor mix through activity across a diverse portfolio of markets.

Our markets are determined by factors including there being an existing or potential group of people actively considering New Zealand as a destination.

## Active Considerers

Among those considering overseas travel, Tourism New Zealand is focused on attracting Active Considerers, our target marketing audience. These people are aged 18-74, have New Zealand as a preferred holiday destination in the next three years, and have the means to do so.

## High Quality Visitors

Among those actively considering a New Zealand holiday, Tourism New Zealand further focuses on attracting High Quality Visitors.

These visitors are defined by the way they positively contribute to New Zealand's natural environment, culture, society and economy.

They are determined by their scope of activities, how they travel across seasons and regions, their environmental consciousness and engagement with our local culture and communities.

## Mix of Markets

Our markets include:

- Australia
- China
- United States
- Germany
- Japan
- United Kingdom

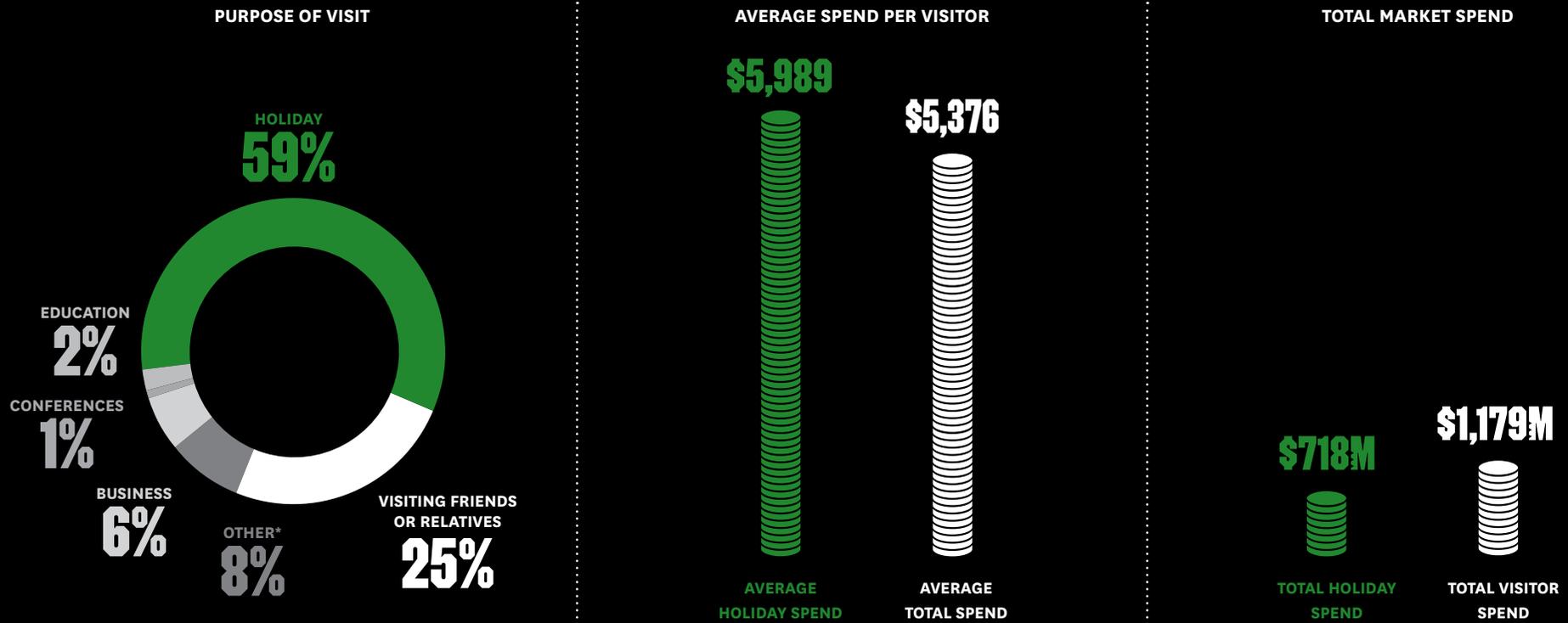


# USA

## VISITOR SNAPSHOT



The number of visitors from the USA who arrived in New Zealand in the year ending June 2023 was 264,321 making up 10.5% of total arrivals. The majority of them (59%) came for holiday purposes spending about \$718 million



Source: Stats NZ International Visitor Arrivals July 2022 – June 2023

MBIE International Visitor Survey (IVS) July 2022 – June 2023

\*Other or not stated

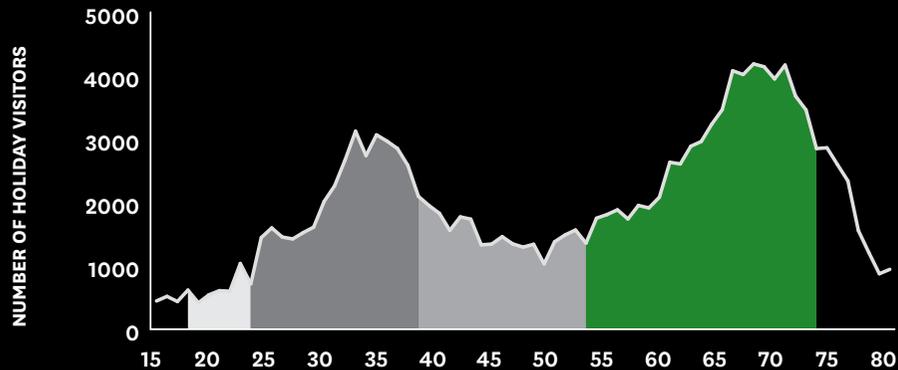
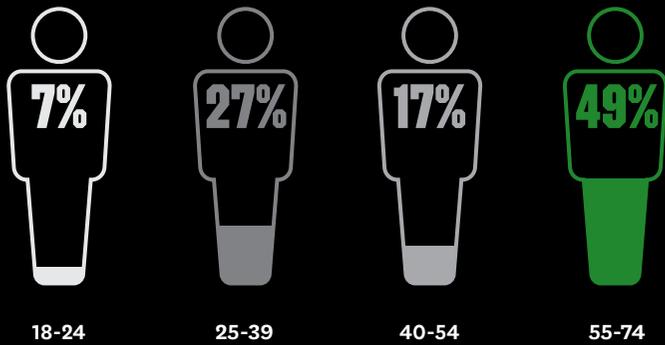
# USA

## VISITOR SNAPSHOT

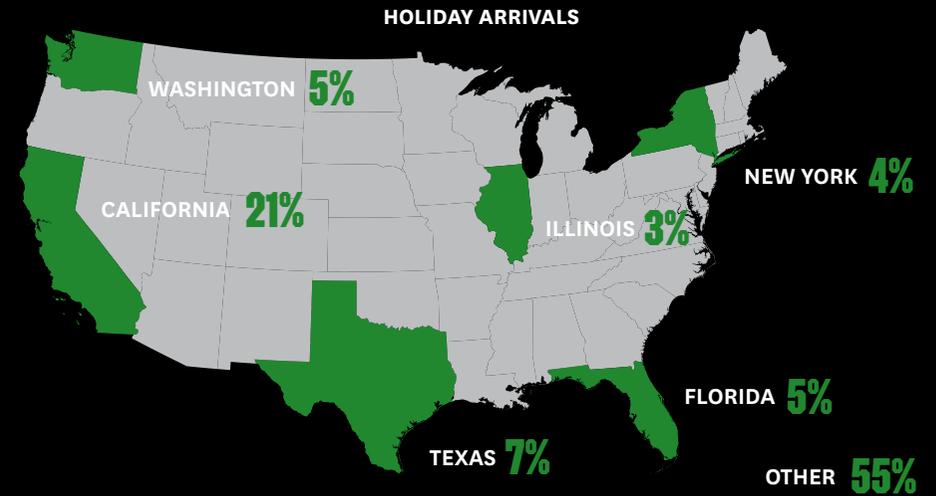


Nearly half of US visitors were 55-74

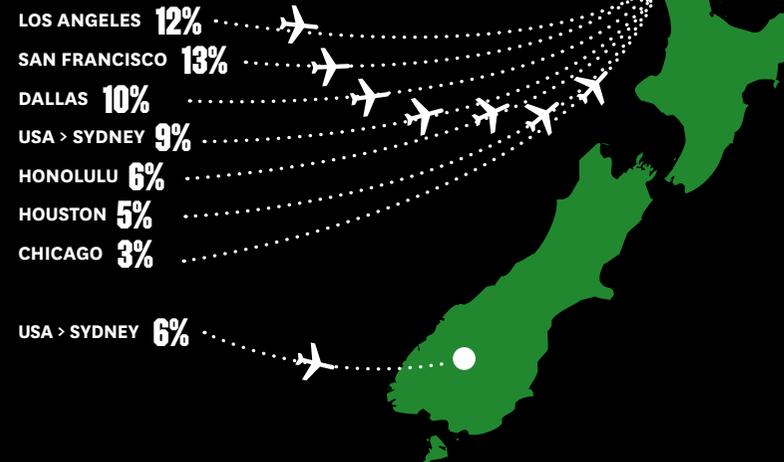
AGE PROFILE OF HOLIDAY VISITORS



Most holiday visitors from the USA came from California



Most holiday arrivals flew directly from the US to Auckland



Source: Stats NZ International Visitor Arrivals July 2022 – June 2023  
 MBIE International Visitor Survey (IVS) July 2022 – June 2023

# USA

## VISITOR SNAPSHOT

Nearly half of holiday arrivals made it to New Zealand in summer. Autumn also saw a high number of visitors, indicating a strong preference for the mild weather and scenic beauty of New Zealand in these seasons



**47%**

ARRIVE IN SUMMER



**28%**

ARRIVE IN AUTUMN



**8%**

ARRIVE IN WINTER



**17%**

ARRIVE IN SPRING

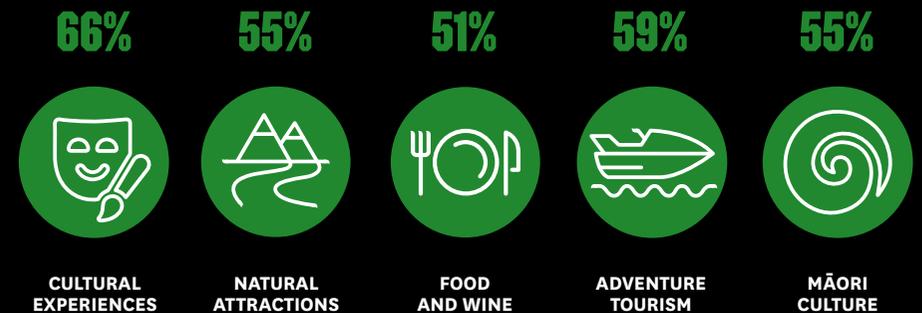


Most holiday travellers spent between 8 and 14 days exploring our attractions and culture

### LENGTH OF STAY (DAYS)

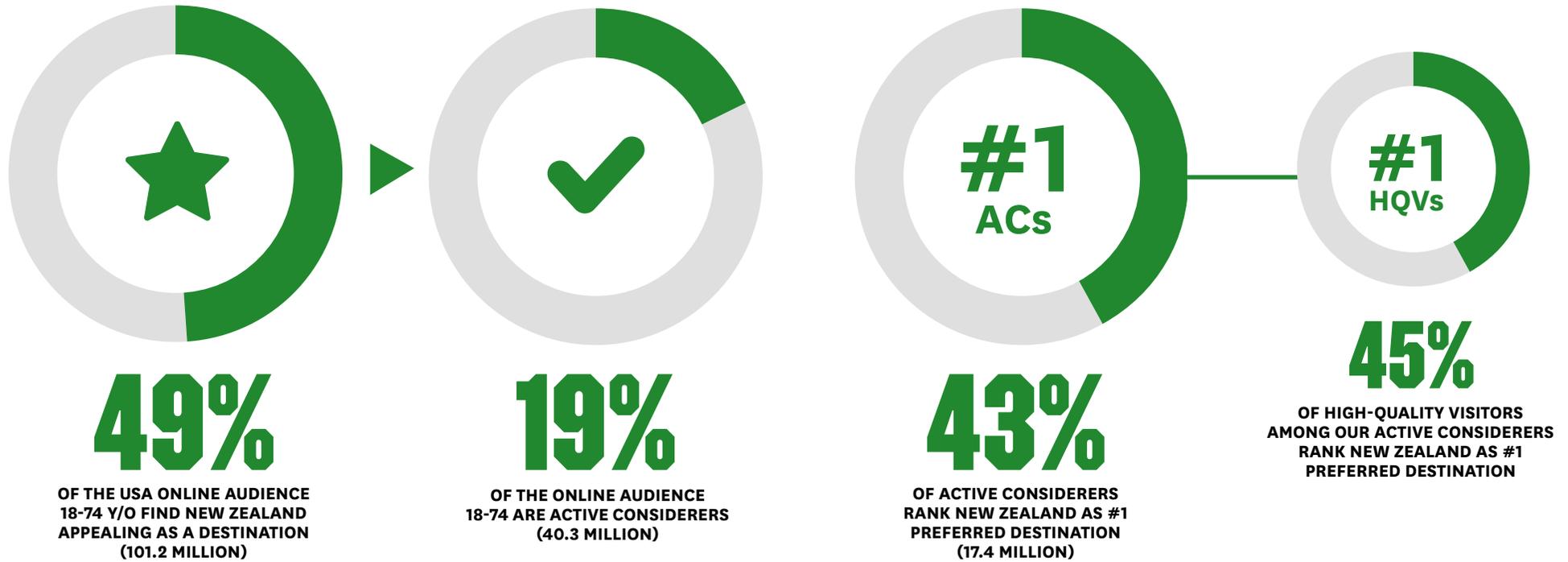


### POPULAR ACTIVITIES



# USA

## ACTIVE CONSIDERER METRICS



Active Considerers (ACs) are aged 18-74, have New Zealand as a preferred holiday destination in the next three years, and have the means to do so. Within our AC pool, we further target High Quality Visitors (HQVs) for conversion to arrivals. They see more regions, are sustainability minded and have higher preference for and urgency to visit New Zealand.

Active Considerer Monitor data 6-month period ending June 2023



# USA

## ACTIVE CONSIDERERS AND HIGH QUALITY VISITORS – PROFILE

### TOTAL ACTIVE CONSIDERERS

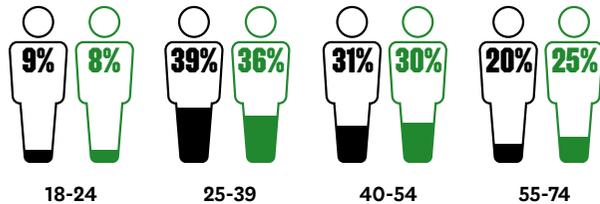
**40.3M**

APPROXIMATE NUMBER OF USA ACTIVE CONSIDERERS

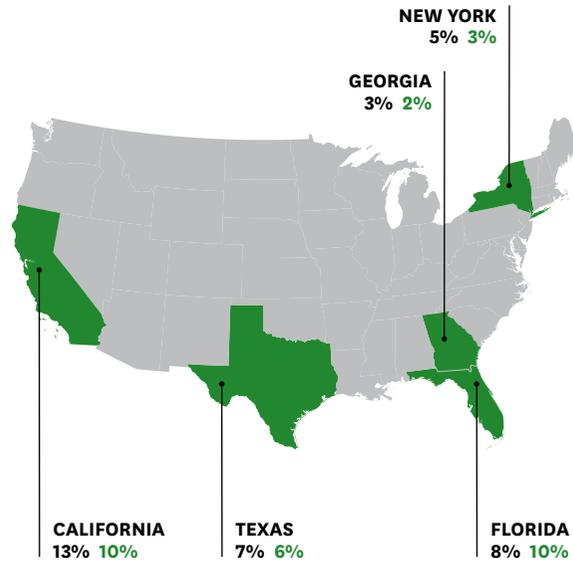
**43%**  
OF THEM ARE HQVs (17.3M)



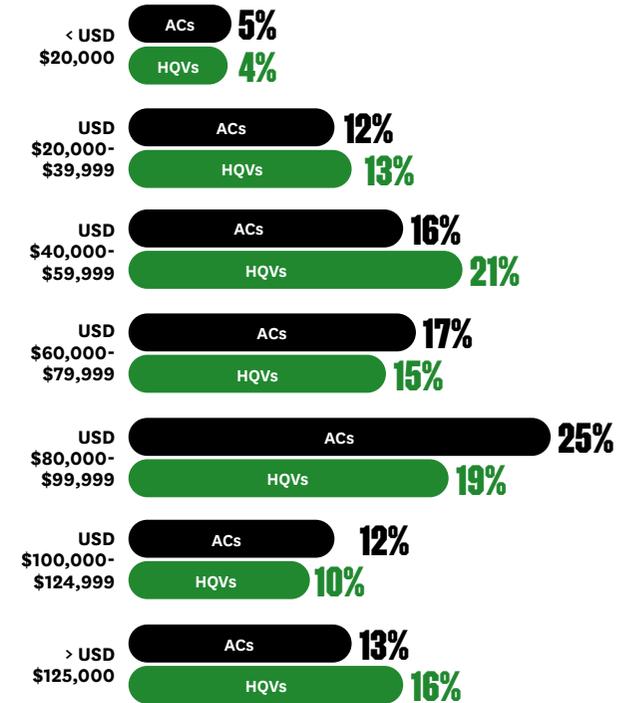
### AGE SEGMENT OF ACTIVE CONSIDERERS



### ACTIVE CONSIDERERS LIVE MAINLY IN CALIFORNIA



### ANNUAL HOUSEHOLD INCOME SPREAD - ACs VS HQVs



#### KEY

- Active Considerers
- High Quality Visitors

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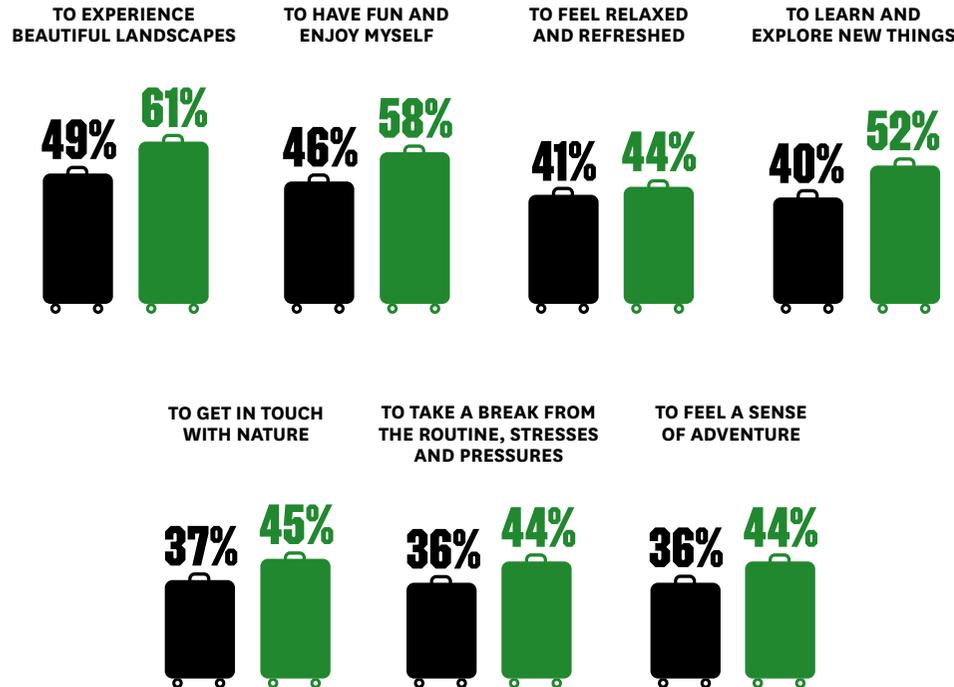
Active Considerer Monitor data 6-month period ending June 2023

# USA

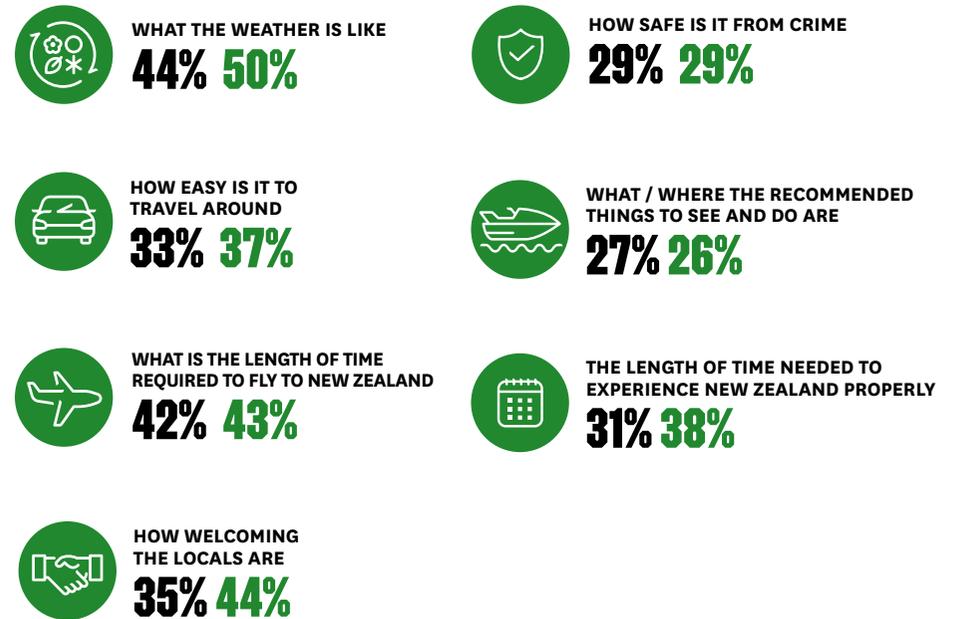
## ACTIVE CONSIDERERS AND HIGH QUALITY VISITORS – MOTIVATIONS AND BARRIERS



### REASONS FOR VISITING NEW ZEALAND ON HOLIDAY



### KNOWLEDGE GAPS



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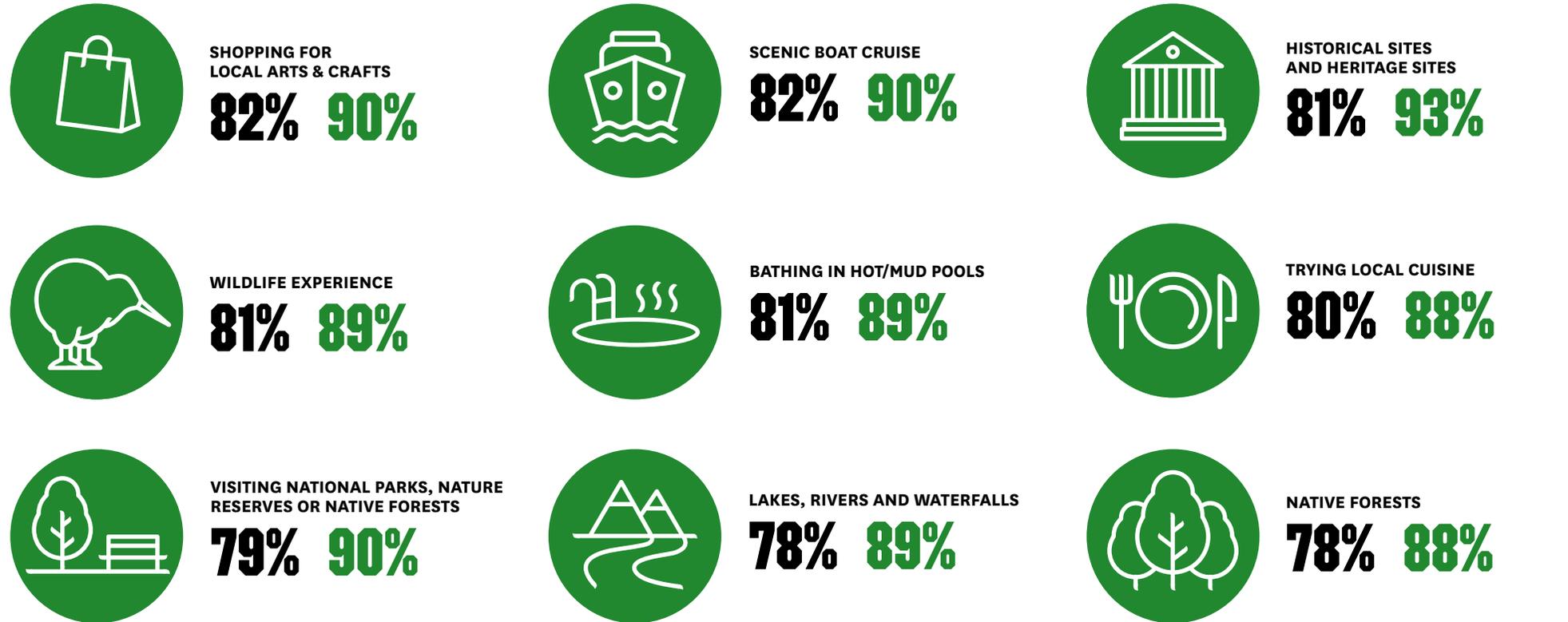
Active Considerer Monitor data 6-month period ending June 2023

#### KEY

- Active Considerers
- High Quality Visitors

# USA

## ACTIVE CONSIDERERS AND HIGH QUALITY VISITORS – INTEREST IN ACTIVITIES



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Active Considerer Monitor data 6-month period ending June 2023

### KEY

-  Active Considerers
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