



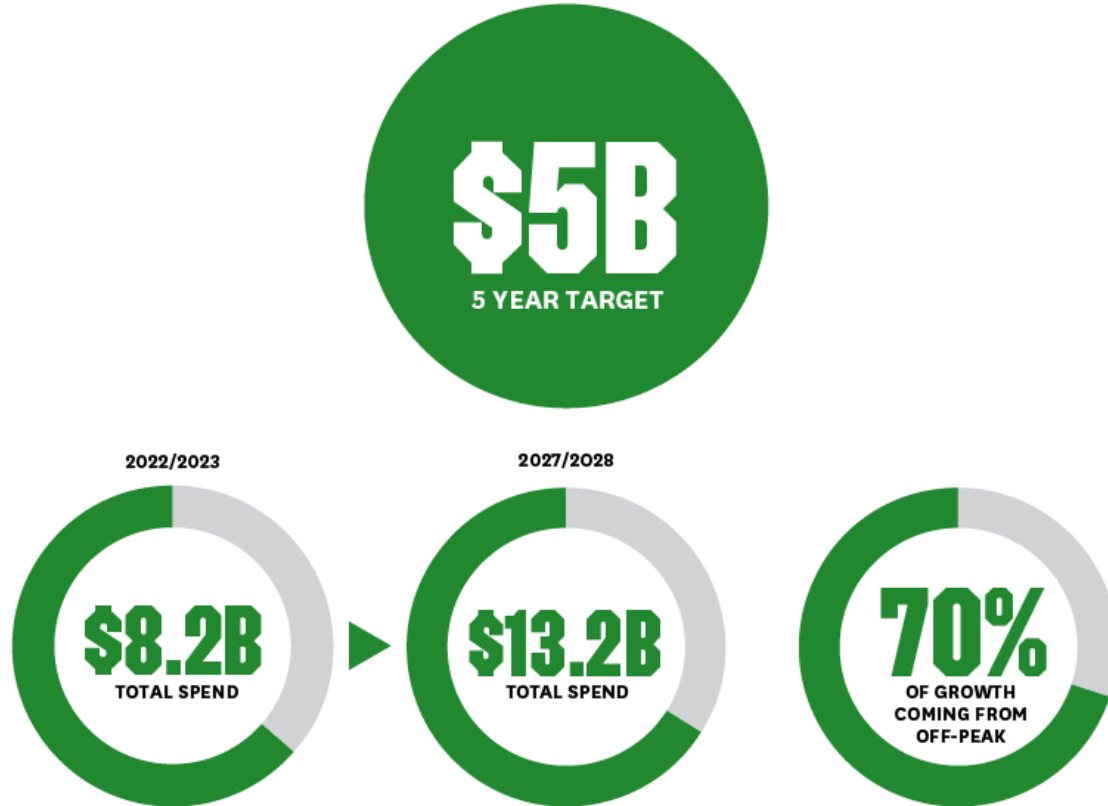
Hobbiton™ Movie Set Tours,
Matamata



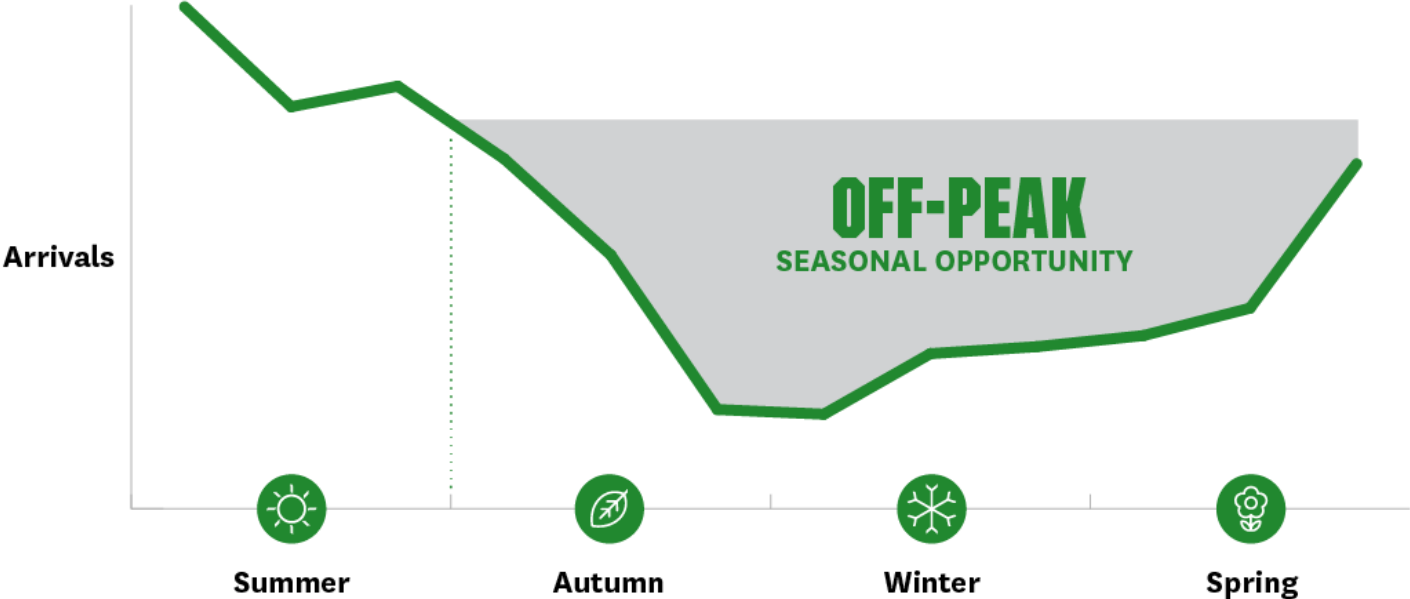
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Tourism New Zealand Strategy

Tourism New Zealand 2028 growth aspiration



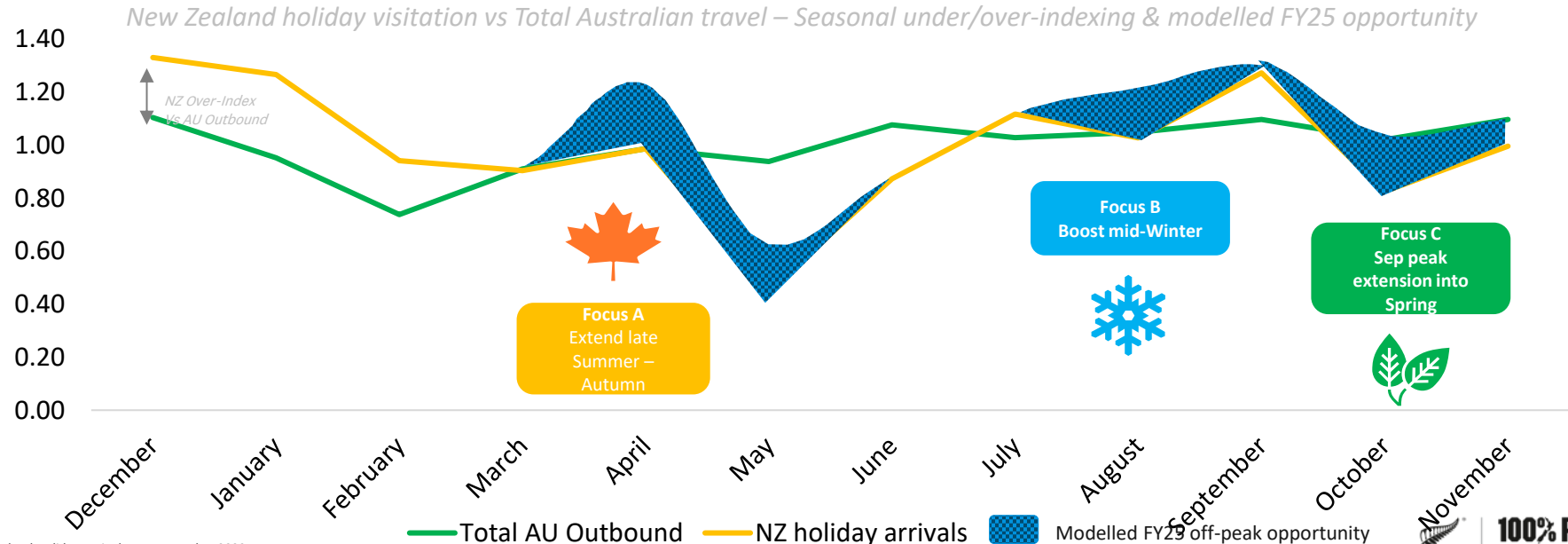
The opportunity to grow off-peak arrivals and address seasonality in New Zealand



Off-peak focus in Australia: Specific opportunities for growth

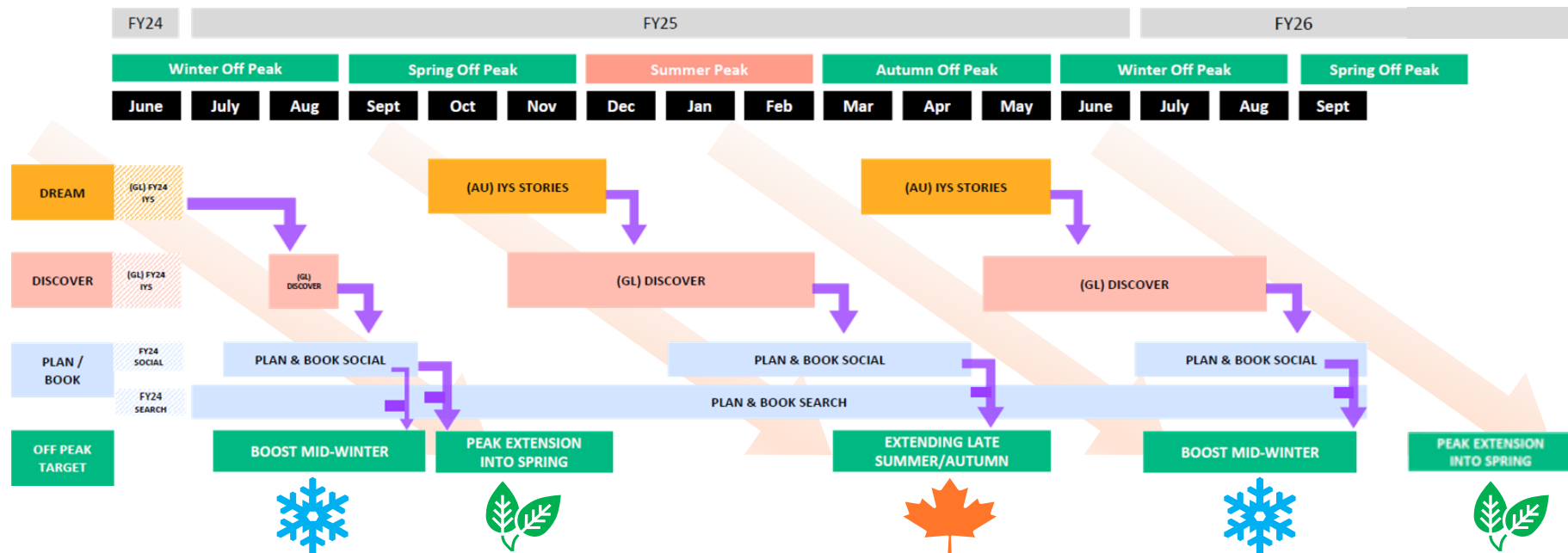
Where is the highest impact opportunity to drive off-peak travel from Australia

Extend existing travel behaviors to grow off-peak travel volume



Waterfalling Australian market activity into priority arrival periods

Following visitors through dream, discover, plan and booking phases based on evidence-based lead time



3 bursts of media activity, that waterfall through Dream, Discover, Plan & Book aligned to average visitor consideration & booking windows - from priority off-peak visitation periods in Autumn, Winter and Spring



**Storytelling & content that drives
off peak consideration & AU arrivals**



Abel Tasman National Park,
Nelson



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Focus A - Extend late Summer – Autumn

Apr -May // Storytelling & content to extend Summer into Autumn

Apr -May // Storytelling & content to extend Summer into Autumn

Strategic brand driving experiences



Cycling & Landscape

Brand Halo

Distinctly New Zealand

AU Appeal Driver

Off-Peak Truth

Cycling, mountain biking, day rides and great rides are at their best in the autumn months – as the heat fades away, and long warm days remain.

Cycling is a common & strong story in underrepresented regions, and Australians travel to New Zealand 'looking for somewhere new' at 43% in Autumn – double the rate of any other season

Source: Tourism New Zealand International Visitor Survey



Autumn Colour

Distinctly New Zealand

Appeal Driver

Off-Peak Truth

There are rich & diverse visual stories to tell of Autumn landscapes across the country. Yellow tussocked valleys set against florescent blue lakes. Reds, oranges and yellows framing towns and country sides.



Food, Bev & Wine

Brand Halo

AU Appeal Driver

Off-Peak Truth

Cities & Urban centers, cultural exploration through food, destination dining and wine regions.

Autumn is the highest period of the year for 'Food & Wine' as a travel motivator (29%).

Source: Tourism New Zealand International Visitor Survey



Strategic Brand Driving Experiences: Apr-May

Detail: Autumn strategic brand driving experiences for Australia: 1



Cycling & Landscape

Brand Halo

Distinctly New Zealand

AU Appeal Driver

Off-Peak Truth

Cycling, mountain biking, day rides and great rides are at their best in the autumn months – as the heat fades away, and long warm days remain.

Most Great Rides can be cycled all year round. Autumn is a fantastic alternative to summer thanks to fewer riders on popular trails along with colourful foliage such as golden leaves.

43%

Cycling is a common & strong story in underrepresented regions, and Australians travel to New Zealand 'looking for somewhere new' at 43% in Autumn – double the rate of any other season.

Source: Tourism New Zealand International Visitor Survey



This could come to life as...

- City e-bike tours
- Single and multi-day cycle tours
- Great Rides of New Zealand
- Mountain biking
- Heli-biking

Strategic Brand Driving Experiences: Apr-May

Detail: Autumn strategic brand driving experiences for Australia: 2



Autumn Colour

Distinctly New Zealand

AU Appeal Driver

Off-Peak Truth

There are rich & diverse visual stories to tell of Autumn landscapes across the country. Yellow tussocked valleys set against florescent blue lakes. Reds, oranges and yellows framing towns and country sides.

From March to May, the crisp air and clear skies make it the perfect time to explore the country's scenic beauty.



Australian visitors list landscapes and scenery as a motivator for travel in Autumn.

Source: Tourism New Zealand International Visitor Survey



This could come to life as...

- Road trips across the North Island and South Island
- Train travel through epic vistas
- Seasonal delights
- Rich cultural experiences
- Hiking and cycling
- Harvest season
- Food and wine festivals

Strategic Brand Driving Experiences: Apr-May

Detail: Autumn strategic brand driving experiences for Australia: 3



Food, Bev & Wine

Brand Halo

Off-Peak Truth

AU Appeal
Driver

Cities & Urban centers, cultural exploration through food, destination dining and wine regions.

Autumn in New Zealand is a season of celebration, marked by festivals that showcase the country's vibrant culture and seasonal delights.

29%

Autumn is the highest period of the year for 'Food & Wine' as a travel motivator.

Source: Tourism New Zealand International Visitor Survey



This could come to life as...

- Urban food tours
- Fresh seafood caught off the boat
- Farm to table experiences
- Māori storytelling and cultural experiences
- Wineries, breweries and distilleries
- Food and wine festivals
- Fine dining
- Gastronomy itineraries (e.g. Classic New Zealand Wine Trail)



Focus B - Boost mid-Winter

Jul-Aug // Storytelling & content that boosts Mid Winter

Jul-Aug // Storytelling & content that boosts Mid Winter



Strategic brand driving experiences



Ski & Snow

Brand Halo

Distinctly New Zealand

AU Appeal Driver

Off-Peak Truth

29 ski resorts across 2 islands. Adventure set amongst stunning alpine vistas. Experiences on mountain and off, adventures beyond ski resorts, and world class apres.

Key AU Differentiators in Snow quality, reliability, Size & quality of runs, Heli Ski, Glacier Ski.

Source: Tourism New Zealand 'Project Oscar' Winter Research 2024



Wellness & Rejuvenation

Brand Halo

Distinctly New Zealand

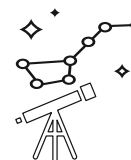
AU Appeal Driver

Off-Peak Truth

Geothermal hot pools and crisp mountain air are at their most invigorating in winter months.

'To Relax & Refresh' is the #1 driver of leisure destination brand appeal among Australians

Source: Tourism New Zealand 'Project Koru' Appeal drivers research 2023



Stargazing & Dark Sky

Brand Halo

AU Appeal Driver

Off-Peak Truth

Dark Sky reserves come to life in crisp winter skies. Māori new year celebrated with the rise of Matariki in the night sky.



Strategic Brand Driving Experiences: Jul-Aug



Detail: Winter strategic brand driving experiences for Australia: 1



Ski & Snow

Brand Halo

Distinctly New Zealand

AU Appeal Driver

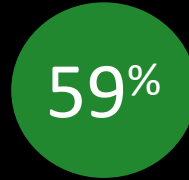
Off-Peak Truth

From June to October, snow transforms New Zealand's alpine landscapes into a winter wonderland.

29 ski resorts across 2 islands. Adventure set amongst stunning alpine vistas and world class après.

Differentiators in Heli Ski, Glacier Ski and back country.

Source: Tourism New Zealand 'Project Oscar' Winter Research 2024



More than half of Australian visitors that visited in Winter 2023 participated in skiing, snowboarding, sledging or other snow sports.

Source: Tourism New Zealand International Visitor Survey



This could come to life as...

- Skiing & Snowboarding
- Heli-skiing
- Glacier climbing
- Snow shoeing
- Scenic flights
- Après ski

Strategic Brand Driving Experiences: Jul-Aug



Detail: Winter strategic brand driving experiences for Australia: 2



Example imagery – Wellness & Rejuvenation



Wellness & Rejuvenation

Brand Halo

Distinctly New Zealand

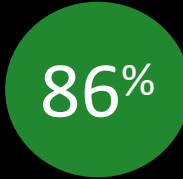
AU Appeal Driver

Off-Peak Truth

Geothermal hot pools and crisp mountain air are at their most invigorating in winter months.

'To Relax & Refresh' is the #1 driver of leisure destination brand appeal among Australians

Source: Tourism New Zealand 'Project Koru' Appeal drivers research 2023



Australian Active Considerers are extremely interested in bathing in hot/mud pools during the off-peak in New Zealand.

Source: Active Considerer Monitor data 6-month period ending July 2024



This could come to life as...

- Hot/mud pools
- Health/day spas
- Wellness retreats and classes
- Luxury and cosy accommodation
- Geothermal experiences
- Dining and events

Strategic Brand Driving Experiences: Jul-Aug

Detail: Winter strategic brand driving experiences for Australia: 3



Stargazing & Dark Sky

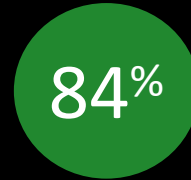
Brand Halo

AU Appeal
Driver

Off-Peak Truth

Dark Sky reserves come to life in crisp winter skies. Māori New Year celebrated with the rise of Matariki in the night sky.

There's no better time for stargazing than winter. Visibility improves due to lower humidity and the nights are longer



Australian Active Considerers are extremely interested in stargazing experiences during an off-peak holiday in New Zealand.

Source: Active Considerer Monitor data 6-month period ending July 2024



This could come to life as...

- Stargazing across the North Island and South Island
- Dark Sky Reserves
- Bespoke accommodation options
- Outdoor hot tubs
- Dining under the stars
- Celebrating Matariki – Māori New Year



Focus C - Sep peak extension into Spring

Sep-Oct // Storytelling & content that drives Spring extension

Sep-Oct // Storytelling & content that drives Spring extension



Strategic brand driving experiences



Great Walks & Hiking

Brand Halo

Distinctly New Zealand

AU Appeal Driver

Off-Peak Truth

Hiking, wilderness and alpine exploration is at its most invigorating in the spring air. Snow still sits on peaks, landscapes come to life.

70% of AU visitors list Landscape and scenery as a motivator for travel in Spring – the highest of all seasons

Source: Tourism New Zealand International Visitor Survey



Adventure & Spring Ski

Brand Halo

Distinctly New Zealand

Appeal Driver

Adventure activity, from bungee to jet boat, zip-line to mountain biking. World class ski-ing continues deep into September in the South Island, a unique differentiator so close to home for Australians.



Spring Road Trips

Brand Halo

AU Appeal Driver

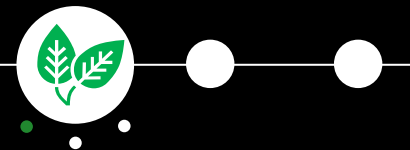
Off-Peak Truth

Spectacular diversity within a short drive, at a time of year where you can ski, swim, hike and relax.



Strategic Brand Driving Experiences: Sep-Oct

Detail: Spring strategic brand driving experiences for Australia: 1



Example imagery - Walks / Hiking



Great Walks & Hiking

Brand Halo

Distinctly New Zealand

AU Appeal Driver

Off-Peak Truth

Hiking, wilderness and alpine exploration is at its most invigorating in the spring air. Snow still sits on peaks, landscapes come to life.



Australian visitors list landscapes and scenery as a motivator for travel in Spring – the highest of all seasons.

Source: Tourism New Zealand International Visitor Survey

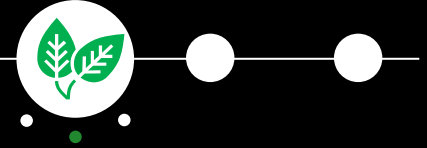


This could come to life as...

- Multi-day treks
- Urban walking tours
- Alpine hiking
- Great Walks of New Zealand
- Coastal walkways
- Guided hiking journeys

Strategic Brand Driving Experiences: Sep-Oct

Detail: Spring strategic brand driving experiences for Australia: 2



Adventure & Spring Ski

Brand Halo

Distinctly New Zealand

AU Appeal Driver

Home of adventure tourism, New Zealand has plenty of exciting and thrilling one-of-a-kind experiences, from bungy to jet boat, zip-line to mountain biking.

World class skiing continues deep into September in the South Island, a unique differentiator so close to home for Australians.



of Australians are motivated by the variety of outdoor and adventure activities on offer in Spring as a shoulder season.

Source: Tourism New Zealand International Visitor Survey

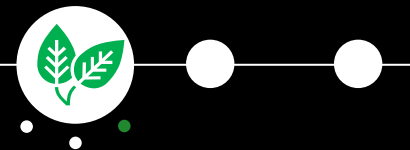


This could come to life as...

- Jet boating
- Rafting
- Zip-lining and tree adventures
- Bungy jumping and swings
- Glacier hiking
- Mountain biking
- Nature and wildlife
- Fjords and boat tours

Strategic Brand Driving Experiences: Sep-Oct

Detail: Spring strategic brand driving experiences for Australia: 3



Example imagery – Spring Road Trips



Spring Road Trips

Brand Halo

Off-Peak Truth

AU Appeal
Driver

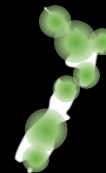
Spectacular diversity within a short drive, at a time of year where you can ski, swim, hike and relax.

As the days grow longer and nature bursts into life, New Zealand transforms into a springtime paradise. Whether you're seeking adventure travel, exploring nature, or looking for relaxation, it is the perfect time to visit.



Australian Active Considerers are interested in off-peak self-driven road trips in New Zealand.

Source: Active Considerer Monitor data 6-month period ending July 2024



This could come to life as...

- Day trips from urban cities
- Multi-day road trips
- Hire cars, campervans and guided tours
- Experiencing off the beaten track accommodation
- Proximity of experiences from beaches to mountains and forests, dining to Māori culture

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