

NEW ZEALAND

Market Profile



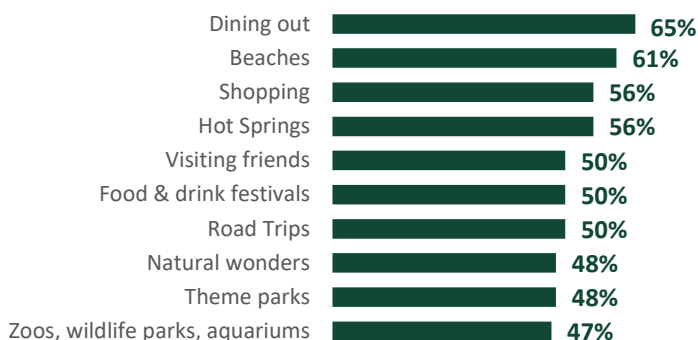
Market insights

- + International tourism from New Zealand is expected to continue its recovery in 2023, and NZ, the only directly connected international market to Tasmania, is showing strong signs of having similar visitor number as in 2019 by the end of 2024. There were 20,200 visitors to Tasmania from NZ in December 2019.
- + NZ is a peak value market for Australia and Tasmania as NZ visitors tend to spend more per night on a shorter stay. In December 2019 NZ was the 5th largest international leisure market and the 6th highest spending leisure market for Tasmania.
- + NZ visitors are likely to stay (+7 nights) and are more likely to have visited Tasmania previously, just above a third (40%) visited before most likely due to having friends and family in Tasmania.
- + Viewing historic & heritage locations are key drivers for NZ visitors and they enjoy exploring museums and galleries, they are also more likely to visit Salamanca Market & farmers markets in Tasmania.
- + Visitors are likely to choose overnight accommodation across all areas of the State with a particular emphasis on the East Coast and Northern Tasmania.

Source: Tourism Tasmania's Tasmanian Visitor Survey. All values on this page are the average across 2017-19, International Visitor Survey, Tourism Research Australia. YE Dec 2019 & TRA International Forecast 2023-2028

Interest in general tourism experiences

Experiences with the highest level of interest when on holiday anywhere for New Zealand visitors.



Source: Tourism Australia [Future of Demand](#) market profile



Tasmania's associations

NZ visitors ranking[^] of Tasmania compared to other Australian destinations for the 24 experiences associated with Australia:

[^] Ranking of Tourism Australia's CDP associations	Average+	HYT*
Rich history and heritage	2	2
WC nature and wildlife	4	4
Good food and wine	7	7
WC aquatic and coastal	8	8

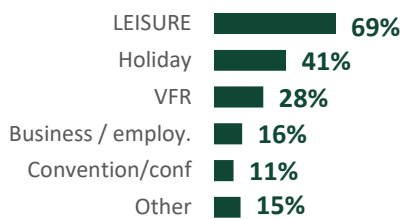
[^]Source: Tourism Australia: Ranked by importance to market. CDP means Consumer Demand Project. WC means World Class. *HYT means Tourism Australia's [High Yield Traveller](#) classification. +Average: survey respondents from this country who have travelled outside their country in the last 5 years or the in the next 2 years.

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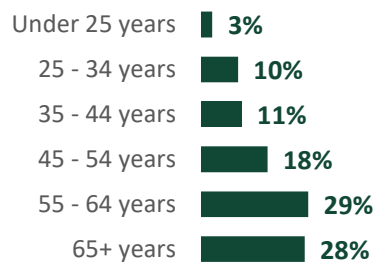
All data refers to New Zealand visitors to Tasmania.

Purpose of visit

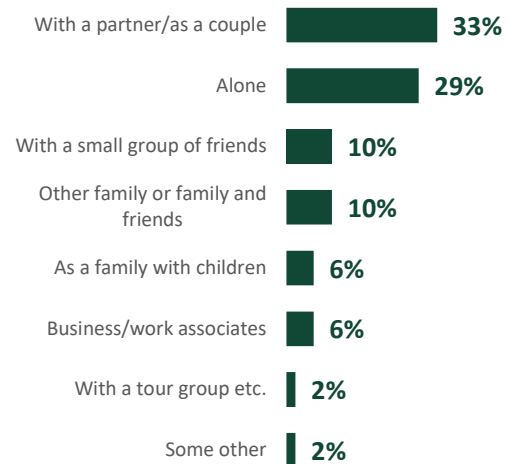


VFR = visiting friends or relatives
Leisure = holiday + VFR

Age



Travel party



Compared to the average international visitor to Tasmania:

- More likely to be visiting friends or family
- More likely to be aged over 55; largest cohort is aged over 55 - 64 years
- More likely to be travelling as a couple / with a partner or alone

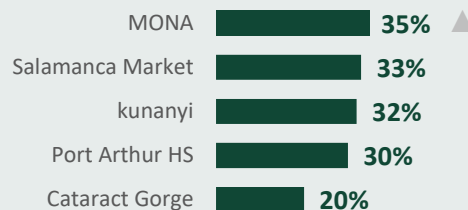
Top 5's in Tasmania

All data indicates top experiences visitors from this country participated in while in Tasmania.

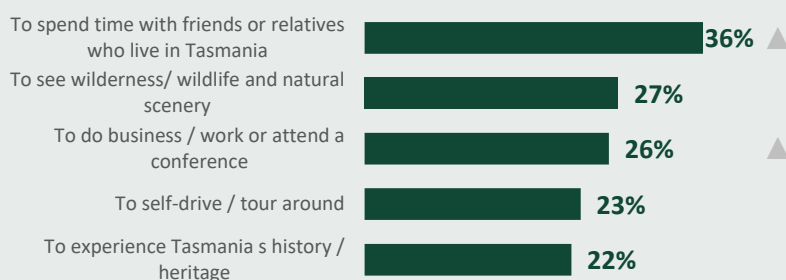
Activities



Attractions



Top influences to visit



▲ indicates more likely to participate in than the average international visitor.



Image: Salamanca Market - City of Hobart & Alastair Bett