



International Visitor Profile

New Zealand

Visitor Profile 2007

New Zealand Visitor Summary

- In 2007, there were 1,138,019 visitors to Australia an increase of 6% from the previous year, New Zealand is Australia's largest inbound market for arrivals.
- In 2007, the average length of stay for New Zealand visitors was 13 nights, much lower than the average of 30 nights for all visitors
- New Zealand travellers accounted for 9% of all international visitor nights in Australia in 2007.
- New Zealand is Australia's third largest source market in terms of total expenditure. In 2007, travellers from New Zealand spent a total of \$2.2 billion on trips to Australia, with an average expenditure of \$2,130 per trip.
- In 2007, 49% of New Zealand visitor nights were spent in dispersed areas, that is outside the major gateways of Sydney, Melbourne, Brisbane and Perth.

This section contains detailed information on visitors from New Zealand including:

- Visitor Arrivals
- Travel Party
- Demographics
- Seasonality
- Duration of Stay
- Destination Visited
- Leisure Activities
- Expenditure
- Planning and Booking Horizons
- Information Sources
- Internet Usage

The latest forecasts for this market from Tourism Forecasting Committee can be accessed on www.TRA.Australia.com

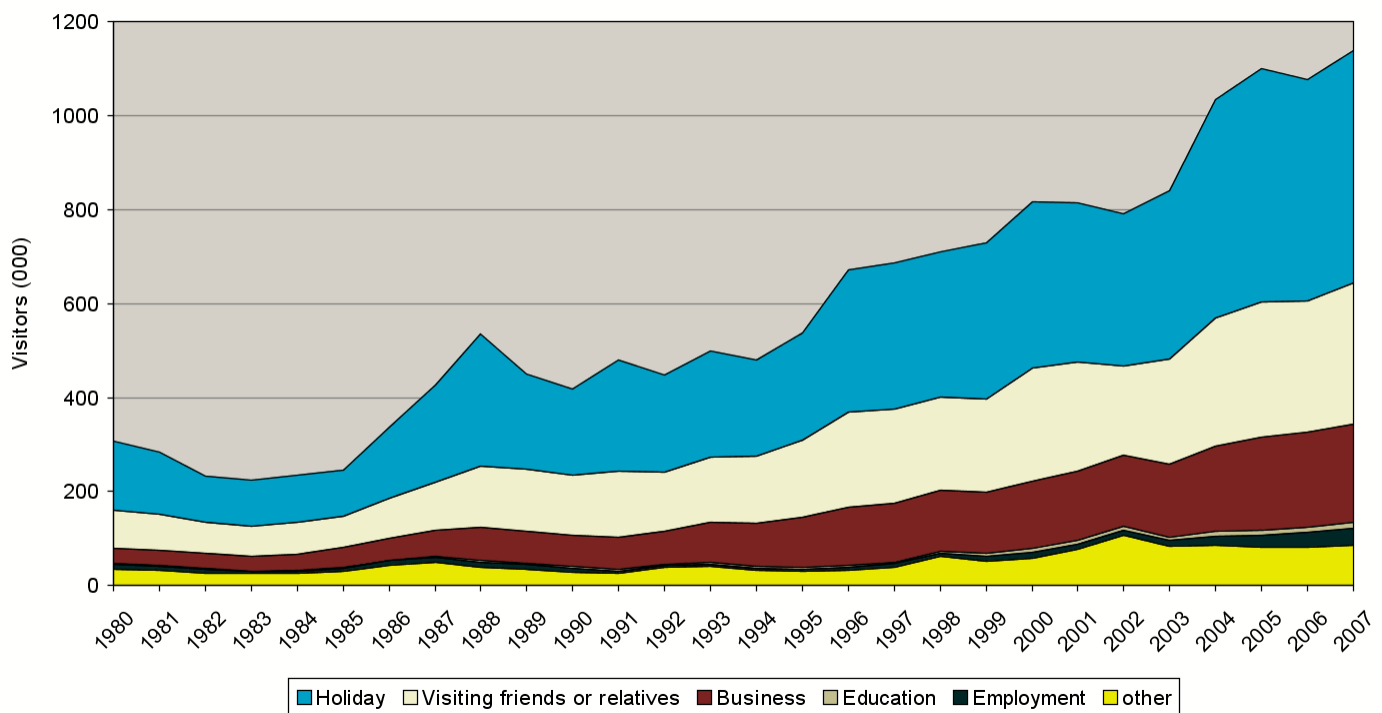
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Visitor Arrivals

- In 2007, the number of visitors from New Zealand totalled 1,138,019, almost four times the 307,092 arrivals in 1980 (Figure 1). New Zealand is currently Australia's largest inbound tourist market.
- In 2007, 494,983 visitors came for a holiday, 299,441 came to visit friends and relatives (VFR), 209,272 on business, 36,934 for employment, 12,219 for education and 85,169 for other purposes.
- Over the decade from 1998 to 2007, the annual average growth rate for visitors from New Zealand was 5%.
- In 2007, 92% or 944,574 of all visitors from New Zealand were repeat visitors (Figure 2). This is higher than the average of 57% across all markets.
- Total visitor arrivals from New Zealand increased by 6% in 2007.

Figure 1 - Visitors from New Zealand by main purpose of visit 1980 - 2007



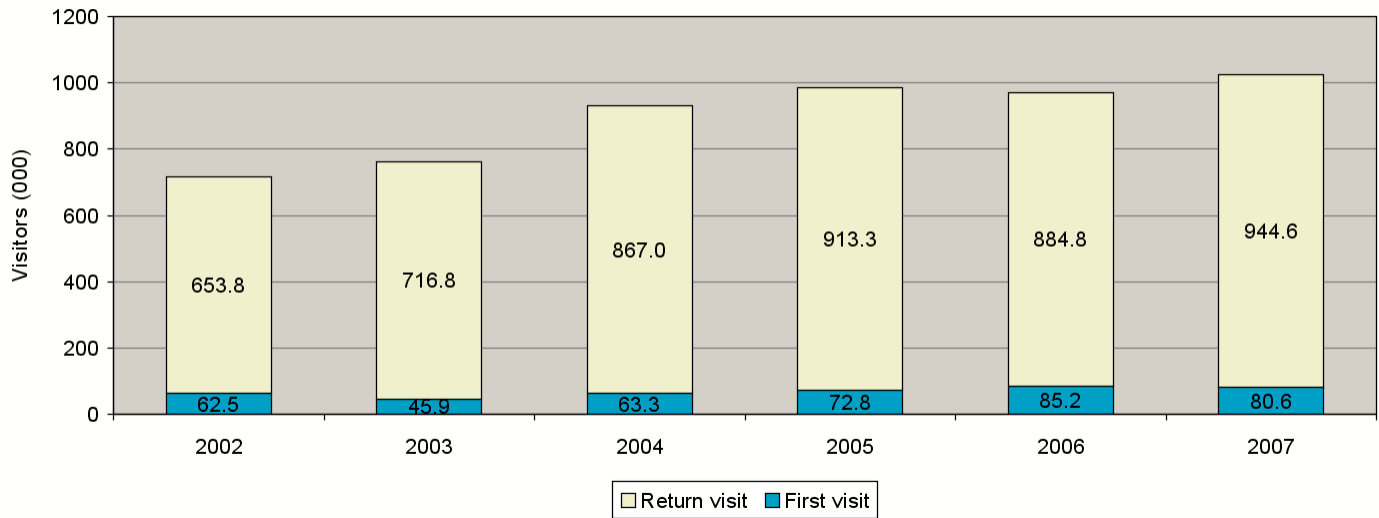
Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]

Base : All international visitors

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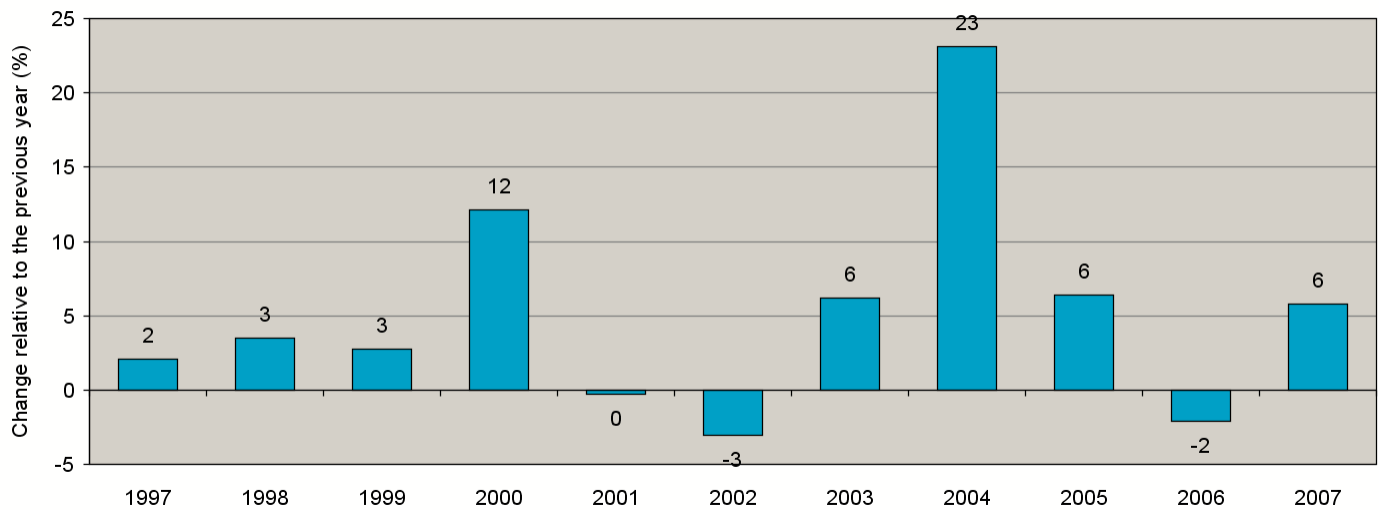
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Figure 2 - Visitors from New Zealand by first or return visit 2002 - 2007



Source: Tourism Research Australia, International Visitor Survey
 Base : All International visitors aged 15 years and over

Figure 3 - Change in visitors from New Zealand 1997 - 2007



Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]
 Base : All international visitors

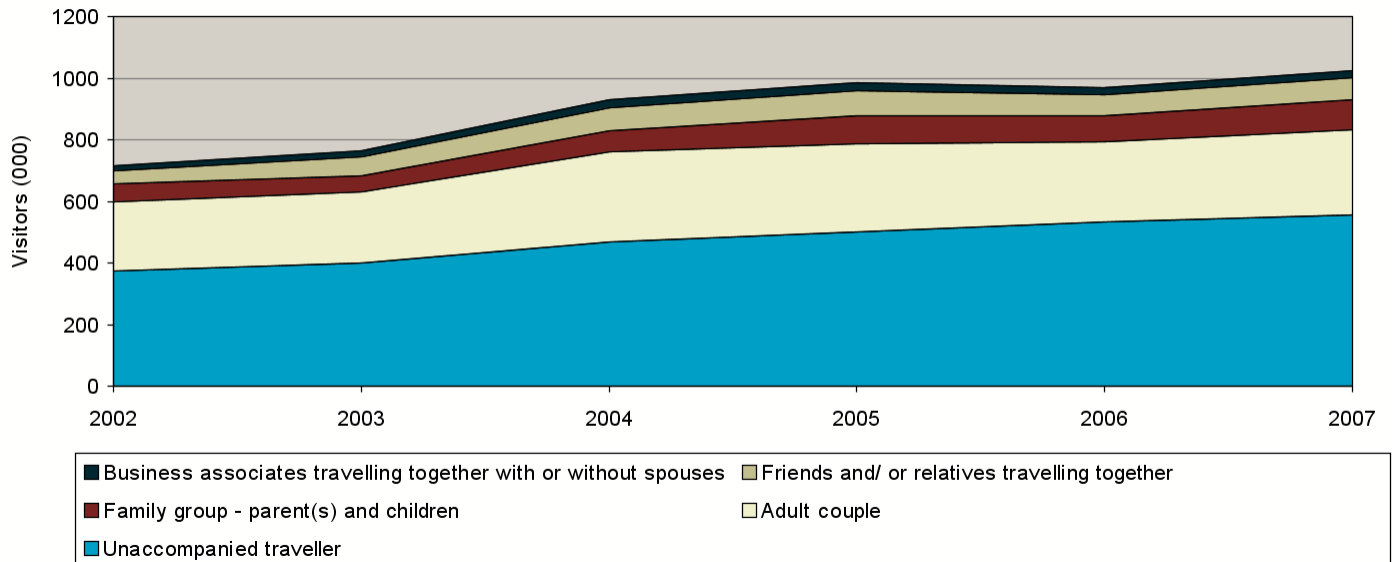
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Travel Party

- The majority of visitors from New Zealand travelled as an unaccompanied traveller or an adult couple (Figure 4 and Table 1).
- In 2007, the number of unaccompanied visitors from New Zealand was 557,303 or 54% of all visitors from New Zealand.

Figure 4 - Visitors from New Zealand by travel party description 2002 - 2007.



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

Table 1 - Visitors from New Zealand by travel party description 2002 - 2007.

Travel Party Description	2002		2003		2004		2005		2006		2007	
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	375.6	52	401.0	53	467.4	50	499.3	51	532.6	55	557.3	54
Adult couple	223.0	31	230.6	30	293.1	32	288.9	29	261.8	27	276.4	27
Family group - parent(s) and children	58.0	8	52.4	7	70.1	8	88.8	9	84.9	9	95.8	9
Friends and/ or relatives travelling together	44.2	6	61.1	8	73.8	8	81.9	8	66.3	7	72.1	7
Business associates travelling together with or without spouses	15.5	2	17.6	2	25.9	3	27.2	3	24.3	3	23.6	2
Total	716.3	100	762.7	100	930.3	100	986.1	100	970.0	100	1,025.2	100

Base : All visitors aged 15 years or over. Number in grey subject to sampling variability too high for practical purposes.
Source: Tourism Research Australia, International Visitor Survey.

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Visitor Demographics

Figure 5 - Visitors from New Zealand by age 1995 - 2007.

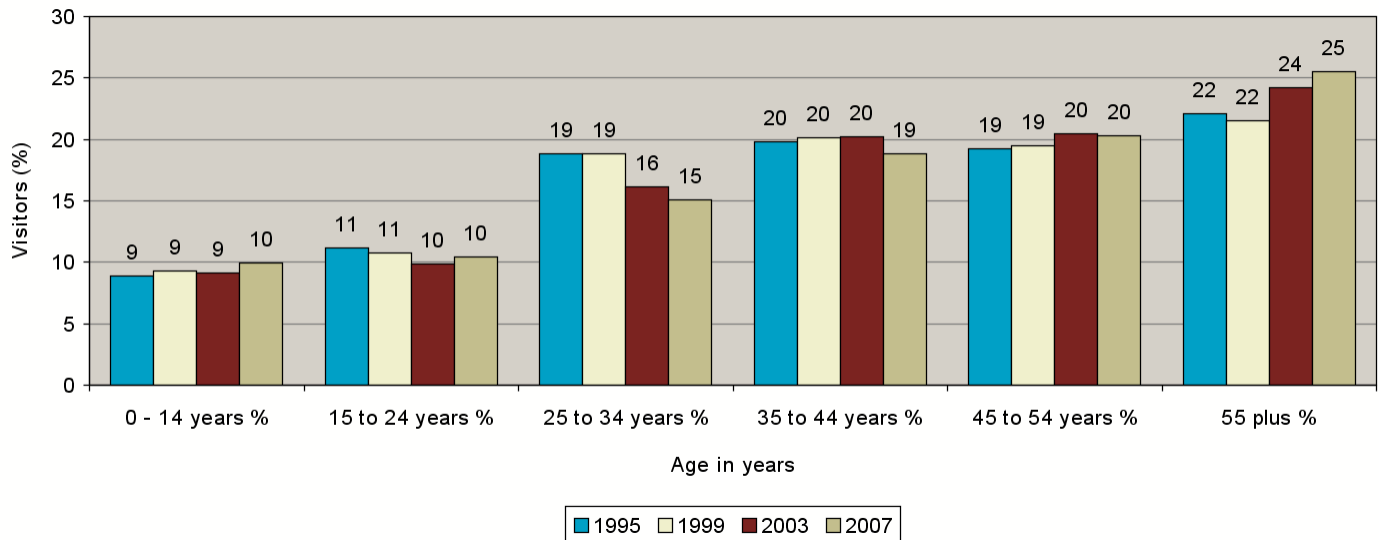
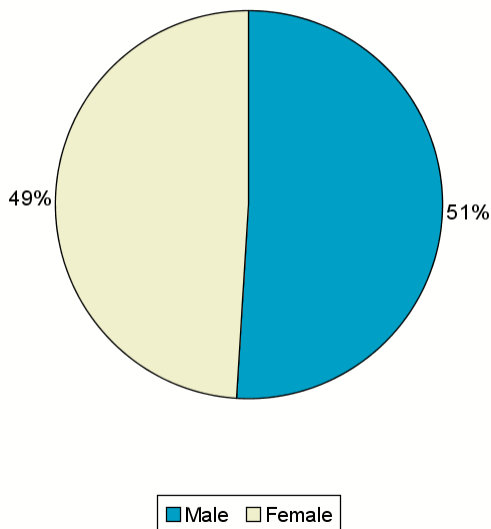


Figure 6 - Visitors from New Zealand by gender 2007



- In 2007, the age distribution shows 10% were aged 0-14 years, 10% were 15-24 years, 15% were 24-34 years, 19% were 35-44 years, 20% were aged 45-54 years and 25% were 55 and over.
- Of the visitors from New Zealand, 51% were males or 578,110 visitors and 49% were females or 559,909 visitors. The gender ratio of visitors from New Zealand is 103 males per 100 females.

Source: Department of Immigration and Citizenship.
Base : All International visitors.

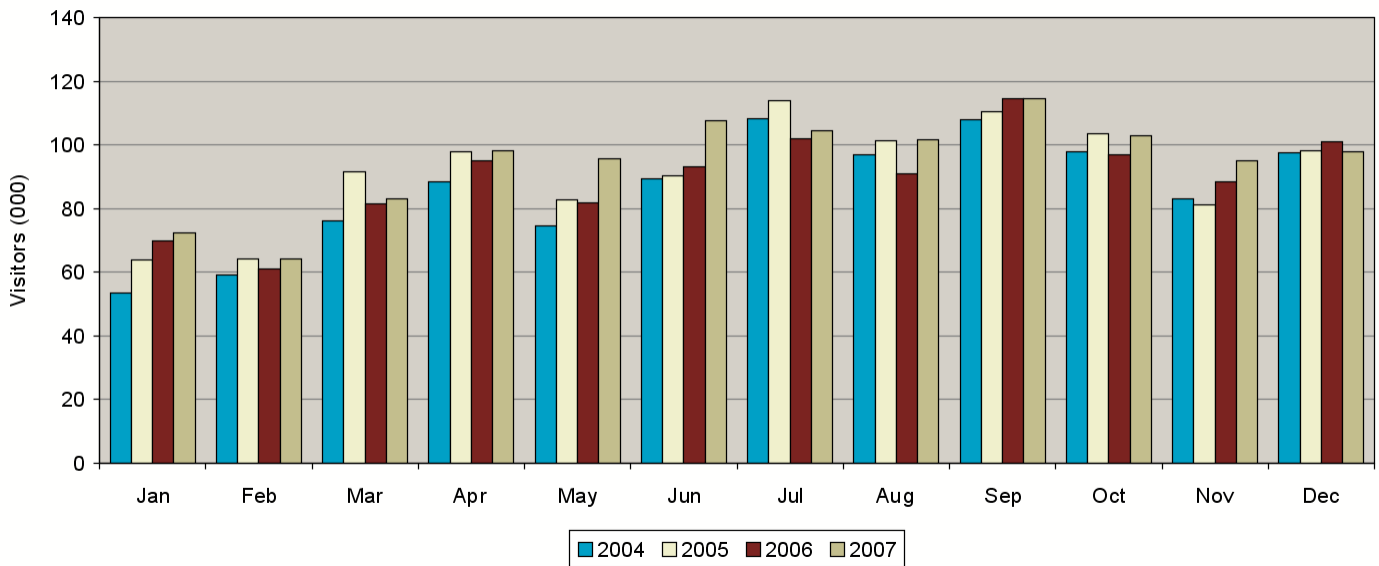
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Seasonality

- The seasonality of visitor arrivals from New Zealand is shown in Figure 7.
- In 2007, September was the peak month for visitors from New Zealand, followed by June and July.

Figure 7 - Visitors from New Zealand by month of arrival 2004 - 2007.



Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]
Base : All international visitors

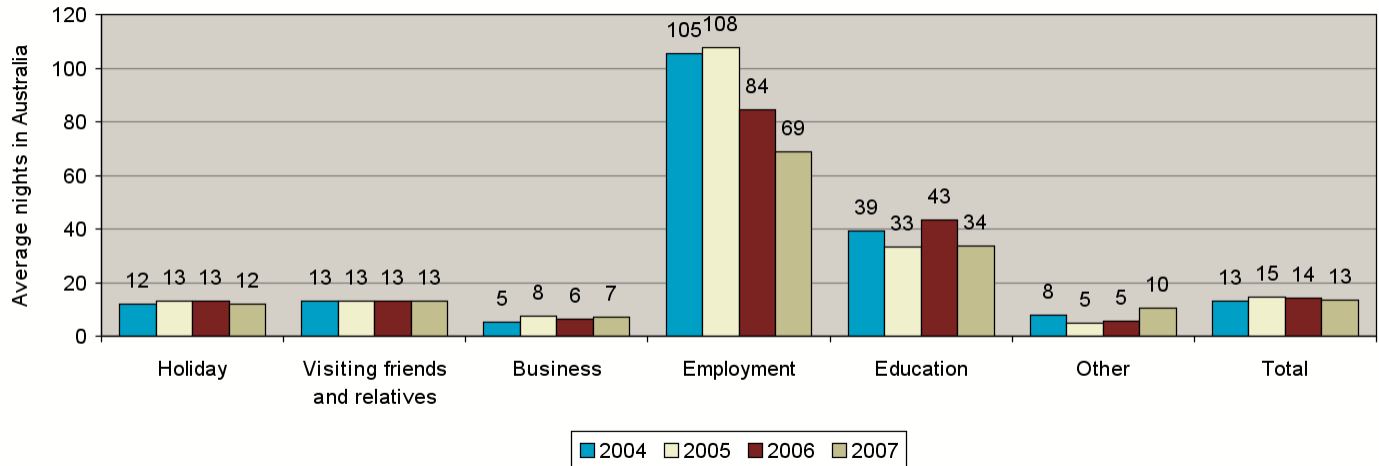
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Duration of Stay

- During 2007, visitors from New Zealand spent 13.8 million nights in Australia, being 9% of all visitor nights.

Figure 8 - Duration of stay for visitors from New Zealand by main purpose of visit 2004 - 2007.



Source: Tourism Research Australia, International Visitor Survey
 Base : All International visitors aged 15 years and over

Table 2 - Duration of stay for visitors from New Zealand by main purpose of journey

Nights in Australia	Average				Median (a)			
	2004	2005	2006	2007	2004	2005	2006	2007
Main purpose of journey								
Holiday	12	13	13	12	8	8	8	8
Visiting friends and relatives	13	13	13	13	9	8	8	8
Business	5	8	6	7	4	4	4	4
Employment	105	108	84	69	88	79	64	46
Education	39	33	43	34	9	7	8	7
Other	8	5	5	10	4	2	1	2
Total	13	15	14	13	7	7	7	7

Base: All visitors aged 15 years or over.

(a) Median nights represents the duration of stay for which 50 per cent of visitors stay less time and 50 per cent stay longer. The average number of nights is generally higher than the median because of the influence of a small number of visitors who stay for long periods.

Source: Tourism Research Australia, International Visitor Survey.

Note : Total Includes employment and other reasons.

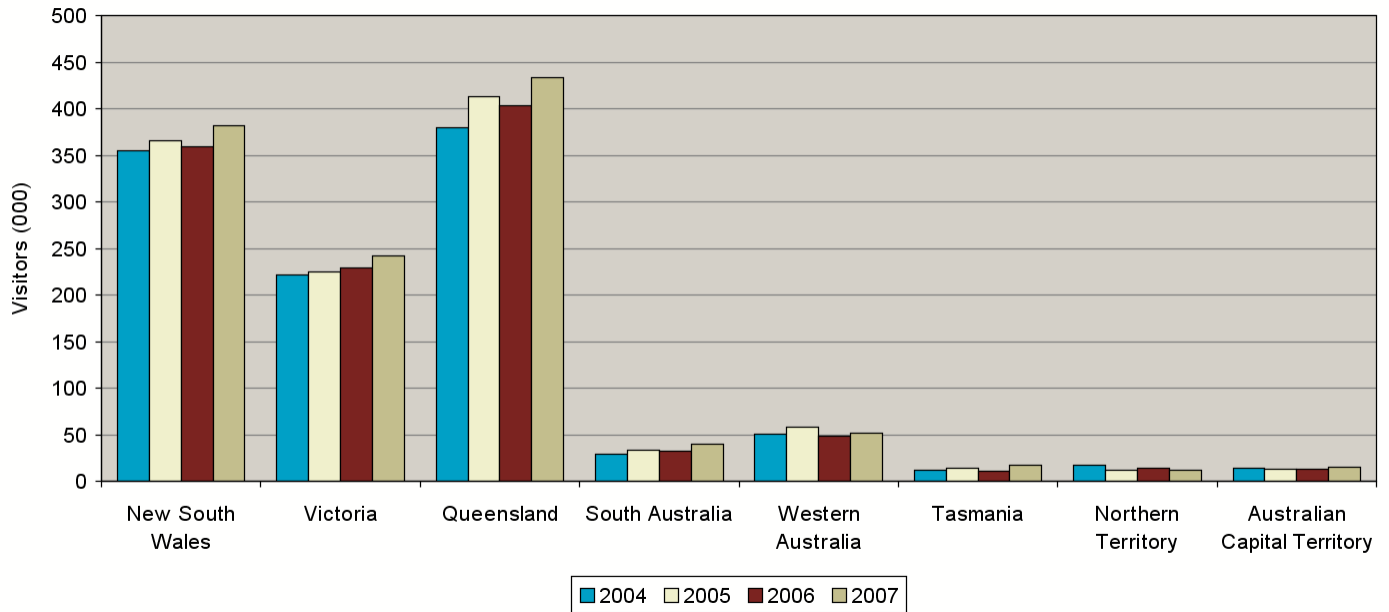
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Destination Visited

- In 2007, the most popular State or Territory for visitors from New Zealand was Queensland with 433,657 or 42% of visitors, staying for 5.2 million nights.

Figure 9 - Visitors from New Zealand by State/Territory visited



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

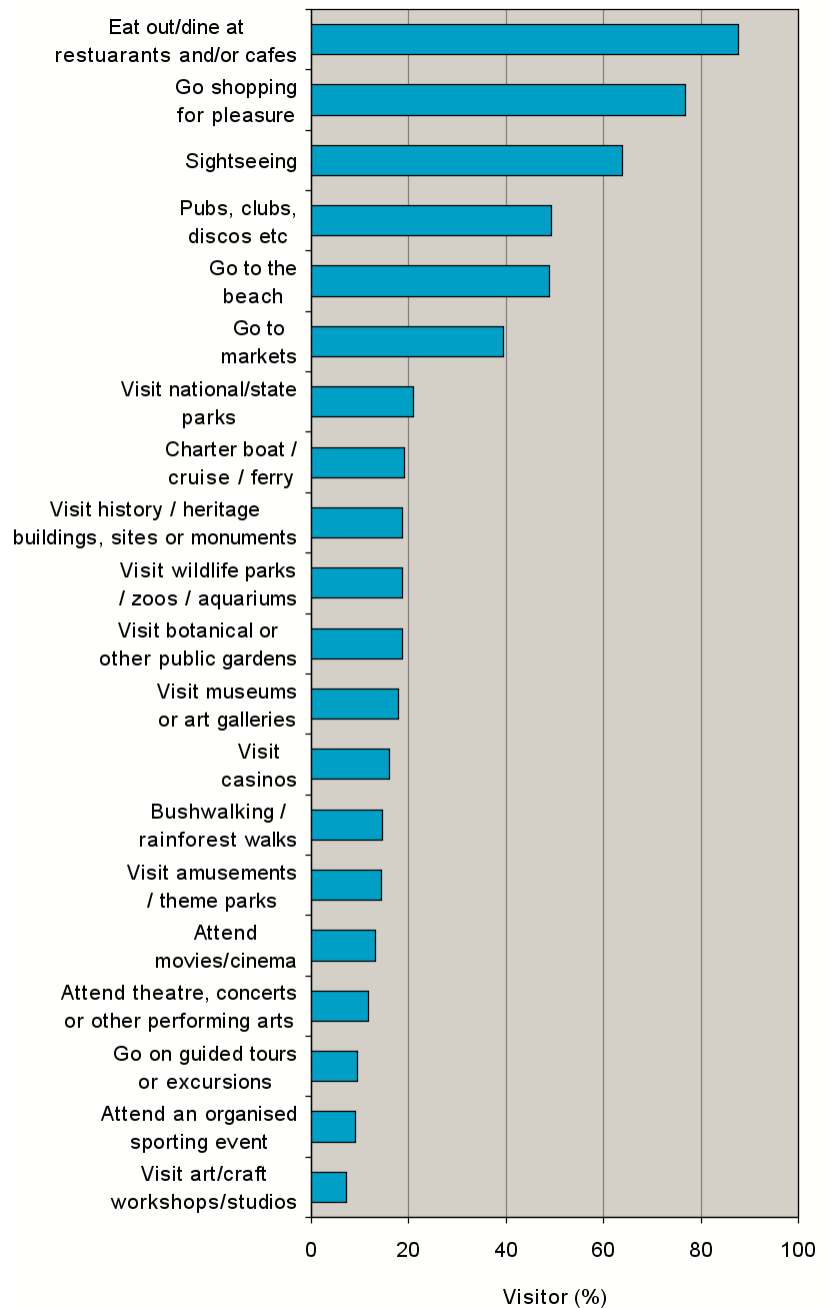
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Leisure Activities

- Figure 10 shows the most popular leisure activities undertaken by visitors from New Zealand whilst in Australia.
- The top five activities in 2007 were: eat out at restaurants and or cafes, go shopping for pleasure, sightseeing, visit pubs, clubs, discos etc and go to the beach (including swimming, surfing and diving).

Figure 10 - Visitors from New Zealand by leisure activities 2007



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

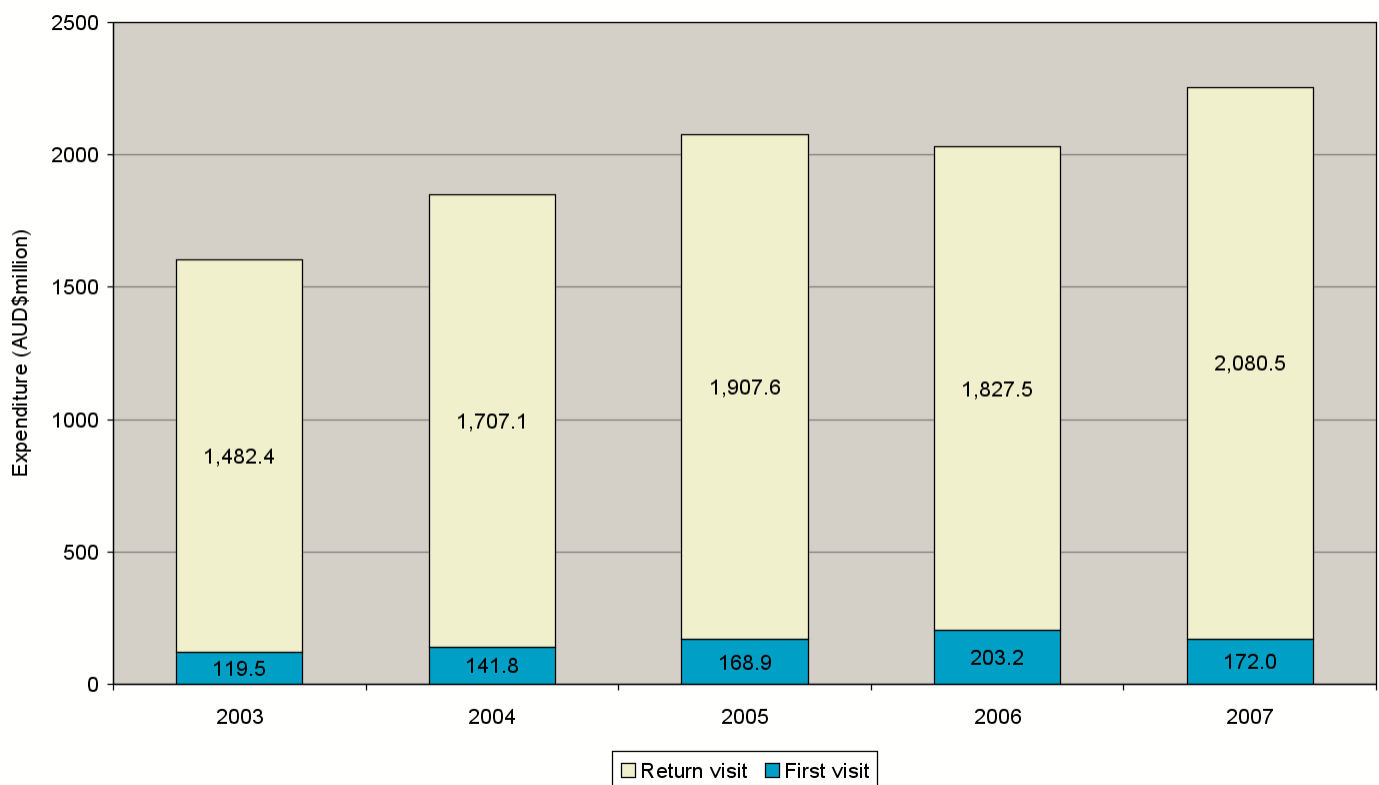
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Expenditure

- During 2007, visitors from New Zealand had a Total Inbound Economic Value (TIEV) of \$2.3 billion on trips to Australia (Figure 11). This is a increase of 11% on the previous year.
- Travellers from New Zealand accounted for 10% of all Total Inbound Economic Value (TIEV).
- A total of \$2.1 billion or 92% of TIEV from New Zealand came from visitors on a return trip to Australia while first time visitors spent \$172 million.
- In 2007, the average Total Inbound Economic Value (TIEV) for New Zealand visitors was \$2,197.

Figure 11 - Visitors from New Zealand : Total Inbound Economic Value (TIEV) by First vs Return Visit 2007.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : TIEV is calculated by the Tourism Forecasting Committee using total trip spend by inbound tourists to Australia as collected in Tourism Research Australia's International Visitor Survey and then benchmarking these results to the ABS Tourism Satellite Account (Cat. No.5249.0). All amounts are reported in Australian Dollars.

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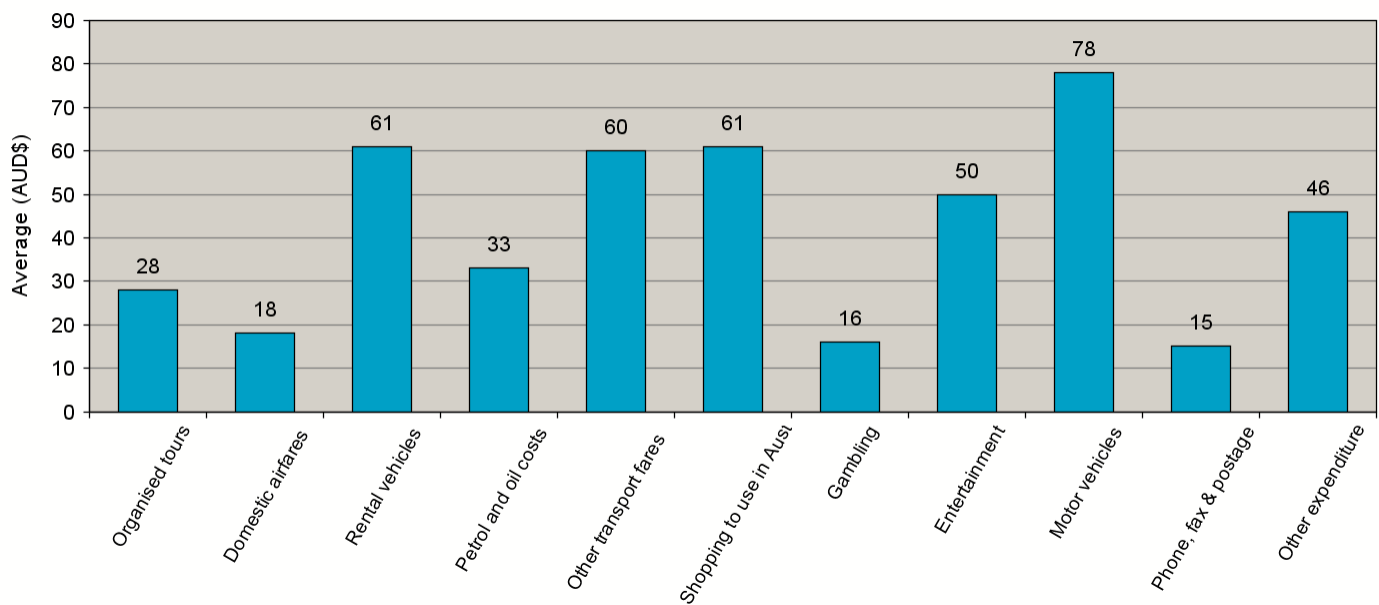
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Expenditure

- Figure 12 shows expenditure by item as an average for all international visitors from New Zealand. The table shows main items of expenditure which should be compared to the small items of expenditure.

Expenditure Item	Average A\$
International airfares	498
Food, drink & accommodation	701
Shopping to take home	277
Education	42
Package tour	137
Other (total of items charted)	466

Figure 12 - Average expenditure for visitors from New Zealand by expenditure item 2007.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : All amounts are reported in Australian Dollars.

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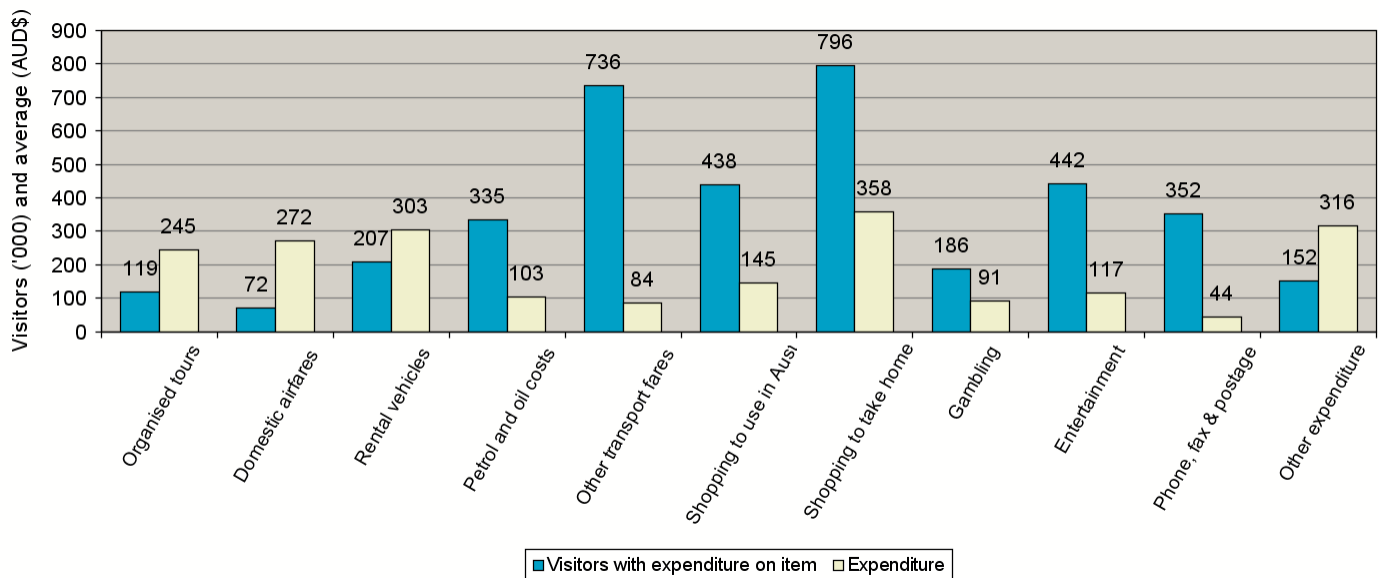
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Expenditure

- Figure 13 expresses average expenditure only for visitors who spent money on that item during their stay in Australia. For example, less than 2% of all visitors from New Zealand had expenditure on the purchase a motor vehicle however this was one of the largest spending items by this measure.
- In 2007, 78% of New Zealand travellers purchased 'shopping to take home' and 43% purchased 'shopping to use in Australia'.

Expenditure Item	Visitors ('000)	Average A\$
International airfares	917	557
Food, drink & accommodation	987	728
Motor vehicles	8	9,575
Package tour	108	1,305
Education	14	3,098

Figure 13 - Average expenditure for visitors from New Zealand with expenditure on item 2007.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : All amounts are reported in Australian Dollars

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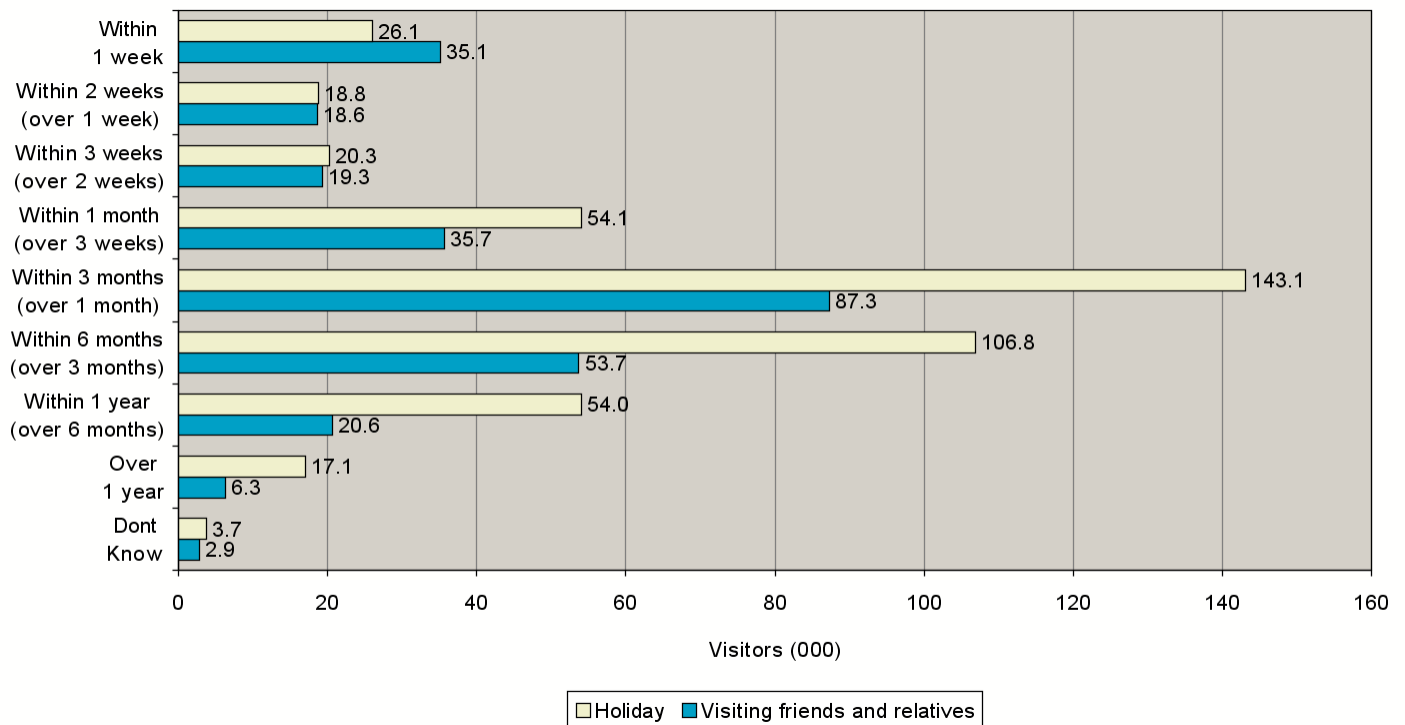
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Planning and Booking Horizons

- Of the leisure travellers from New Zealand, 63% prepare their trip within 3 months of arriving in Australia.
- In 2007, 59% of holiday visitors started planning within 3 months prior to arriving in Australia, 27% planned less than 1 month ahead and 16% began planning more than 6 months before arrival.
- Of the travellers visiting friends and relatives (VFR), 39% had started planning within 1 month of arriving in Australia whilst only 9% began planning more than 6 months before arrival.

Figure 14 - Leisure visitors from New Zealand: Planning horizon by main purpose of journey 2007.

"How long before you arrived in Australia did you start planning this trip?"



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

New Zealand

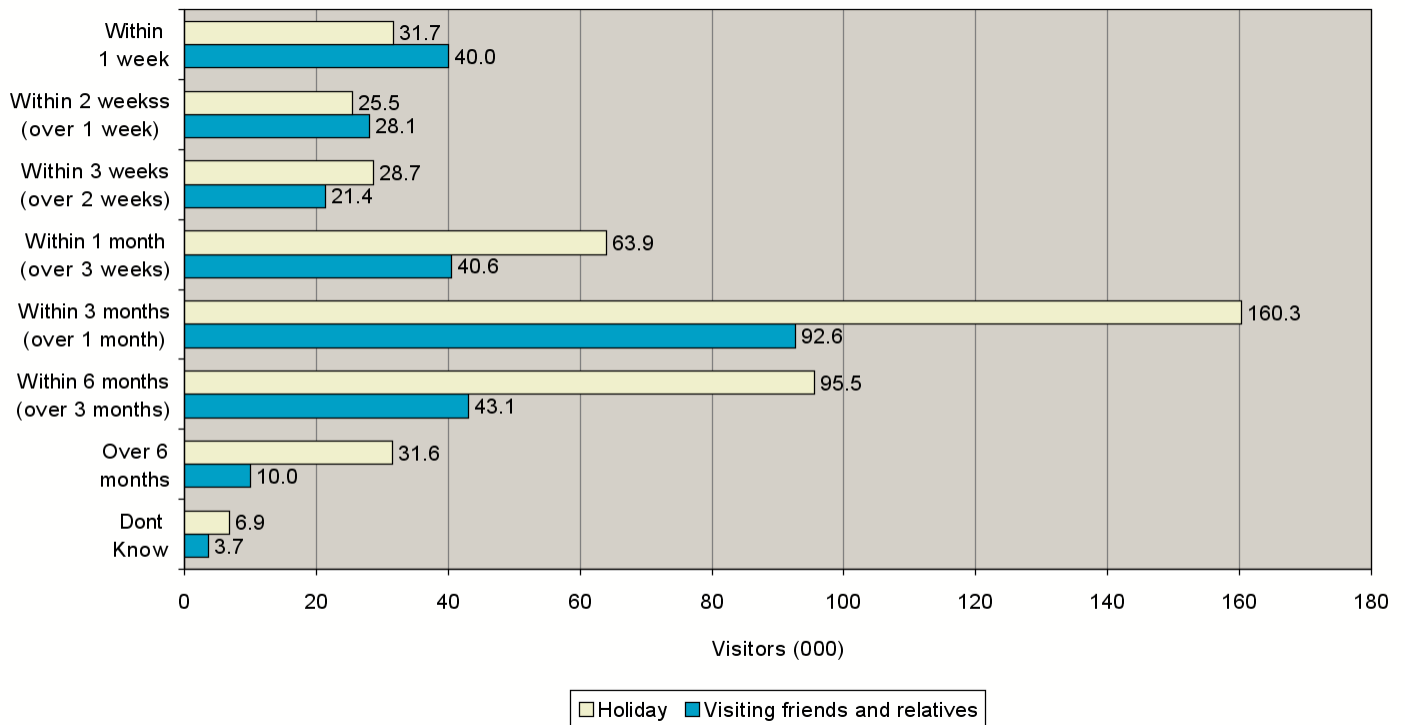
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Planning and Booking Horizons

- When booking flights, 34% of holiday travellers booked their ticket within one month of arrival, while 47% of VFR travellers booked flights within one month.
- Of the New Zealand leisure travellers, 7% booked their flight more than 6 months in advance.

Figure 15 - Leisure visitors from New Zealand: Booking horizon by main purpose of journey 2007.

"How long before you arrived in Australia did you book your airfare?"



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

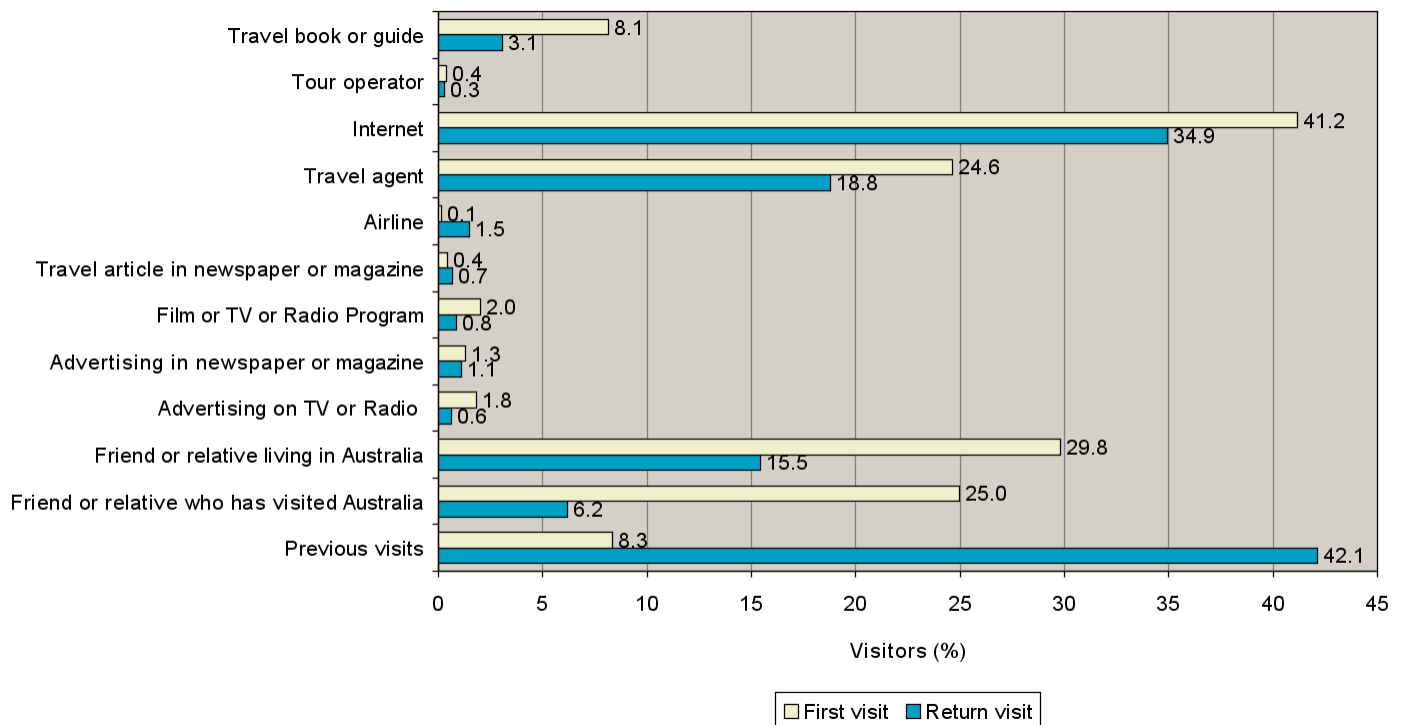
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Information Sources

- The most common source of information for first time travellers from New Zealand was the internet, this was used by 41% of first time visitors when planning their travel while 30% relied on a friend or relative living in Australia.
- Of the return visitors from New Zealand, 42% relied most heavily on knowledge from a previous visit or visits as a source of information about Australia.
- When planning this trip to Australia, 35% of return visitors obtained information from the internet.

Figure 16 - Visitors from New Zealand: Information sources on Australia by first or return visit 2007.



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

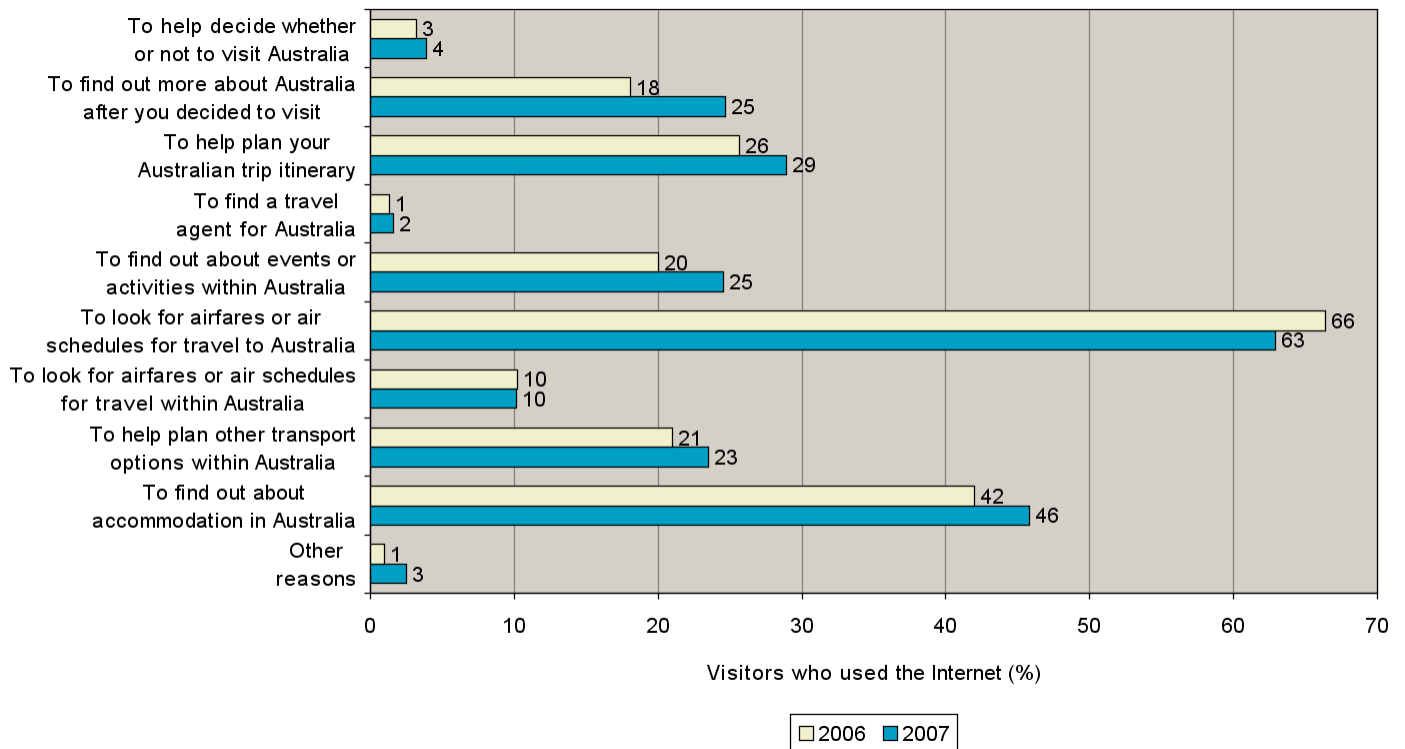
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Internet Usage

- In 2007, a total of 533,731 or 52% of visitors from New Zealand used the internet when planning their trip to Australia.
- Most visitors from New Zealand (63%) used the internet to look for airfares or air schedules for travel within Australia.

Figure 17 - Visitors from New Zealand by reasons for using the Internet 2006-2007.



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

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