

High Value Travellers NEW ZEALAND



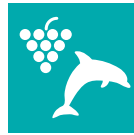
DEFINITION OF A HIGH VALUE TRAVELLER



Travel
Long Haul



Considering
or intending to
visit Australia.



Motivated by nature
and wildlife, aquatic
and coastal, and food
and wine experiences



Represent "high value": above
average trip expenditure, and
a higher likelihood to stay
longer and disperse further

Size of the market¹

0.8 million HVTs in NZ
considering Australia
Representing **27%** of the
NZ long haul travel market
An additional **1.0 million**
HVTs in NZ not currently
considering Australia

Drivers of Destination Choice²

Important factors when choosing
a long haul destination



World class nature and wildlife



A safe and secure destination



A destination that offer value
for money

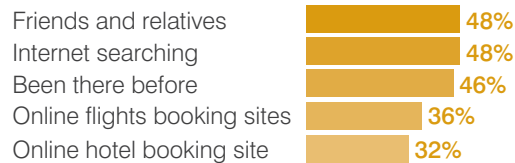


Good food, wine, local cuisine
and produce

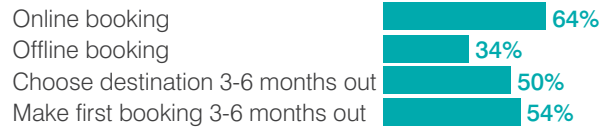


Friendly and open citizens,
local hospitality

Planning Sources¹

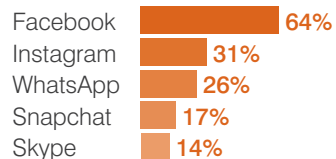


Booking Behaviour¹



Social Media³

Top sources used to share overseas holiday experiences



WA SPECIFIC INSIGHTS

Most Appealing WA Experiences³

When prompted with pictures and
descriptions of WA destinations and
experiences.



Coastal / beach



Observing wildlife / marine life



Outdoor / nature



Food and wine



Engaging with wildlife / marine life

Likely length of stay in WA is **8 nights³**.

Around one in three have a **friend
or relative** that lives in WA³.

Biggest barrier to visiting WA is a
preference for **other Australian
destinations**, followed by cost to
travel there and a lack of urgency³.

"A safe and
secure
destination"

