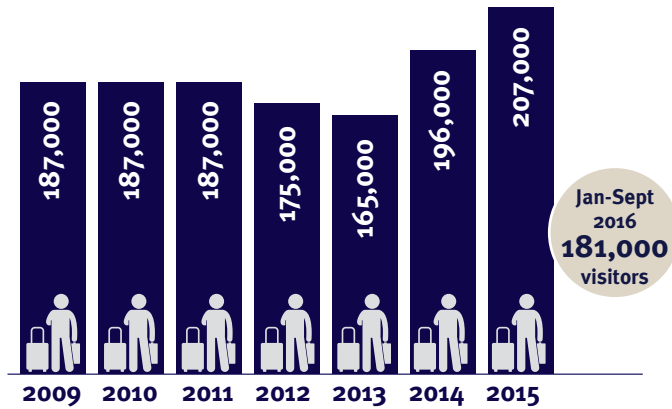


New Zealand

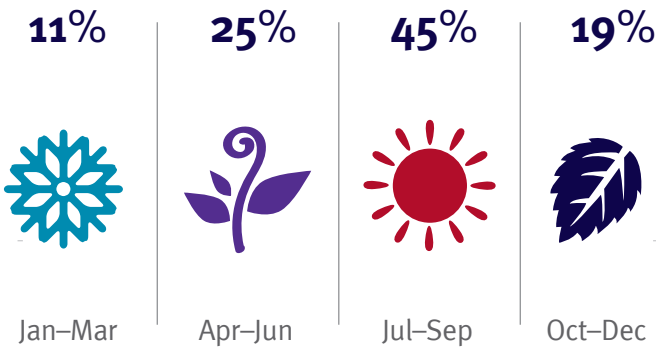
Inbound tourism overview

Annual visits

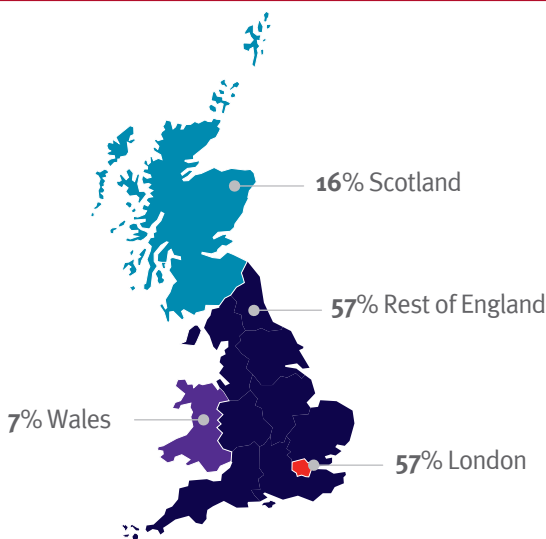


#31 Global ranking for inbound visits to Britain in 2015

Seasonal spread of travel (2015)

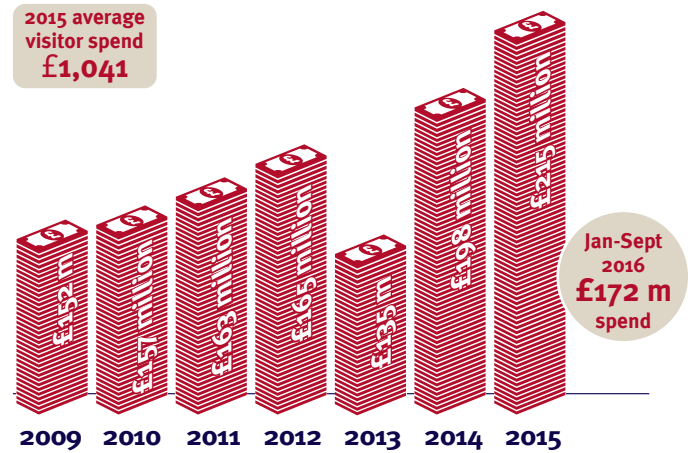


Regional spread of travel (2015)



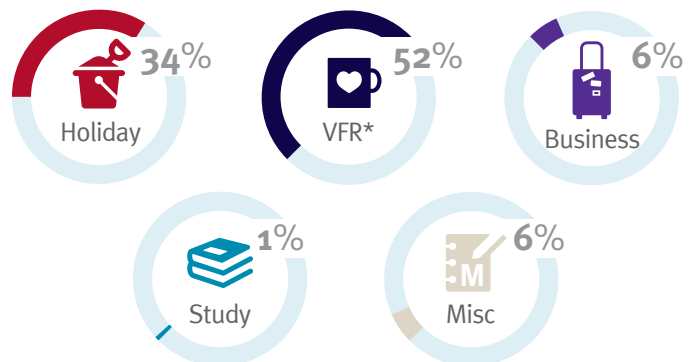
Percentages may not total 100% as single visit may include multiple regions.

Annual visitor spend

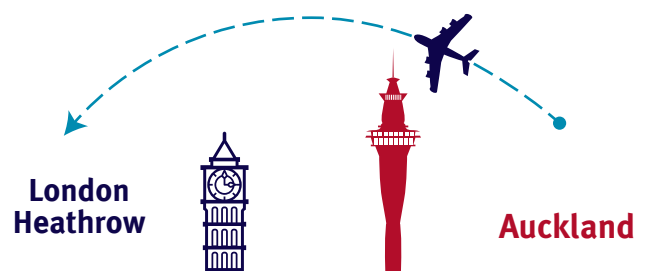


#26 Global ranking for inbound spend to Britain in 2015

Purpose of travel (2015)



Departure & destination airports** (2016)



Average flight seats per week** (2016)

2,330

Average length of stay (2015)

20 nights

*Visit friends and/or relatives, **direct, stopping flights only.

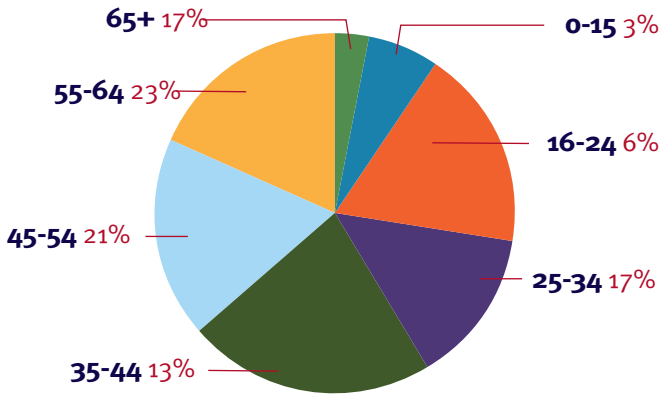
Sources: International Passenger Survey (IPS), Apex.



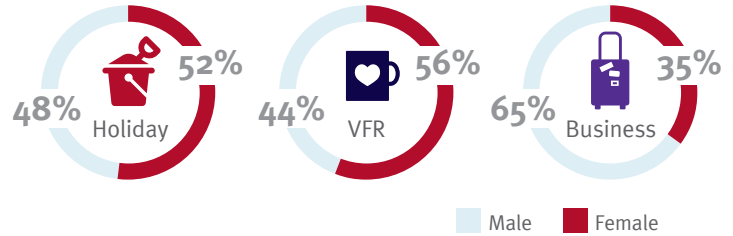
New Zealand

Visitor profile

Key demographics* (2013-2015)



Visitors' gender by visit purpose* (2013-2015)



Top three activities in the UK* (2011)



Went shopping



Went to the pub



Visited parks or gardens

Market segments & attributes



Affluent trendsetters

Affluent empty-nesters looking for exclusive, cultural and regional experiences



Active buzz-seekers

Digital-savvy travellers searching for exciting adventures and unique experiences away from their busy work schedule

Booking habits** (2016)

Booked transport online



73%

Stayed with friend and relatives



48%

Applicable to people who visited Britain.

Top influences in choosing a holiday destination** (2016)



Word of mouth



Price comparison websites

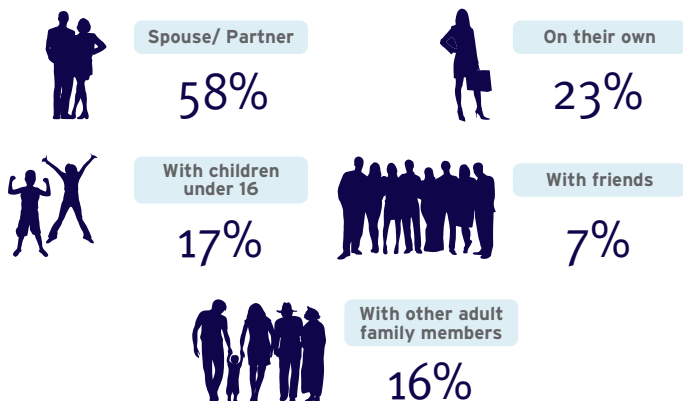


Information on search engines

Visitors' nationalities* (2013-2015)



Travel companions*** (2016)



Applicable to people who visited Britain.

66% of visitors from New Zealand are "extremely likely" to recommend Britain in 2015*