SECTION

# 4/5



# APPENDIX 1

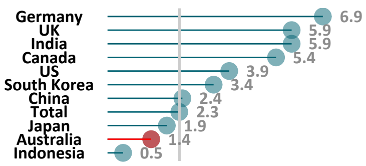
SUMMARIES OF SEASONALITY AND REGIONAL DISPERSAL PROFILES FOR SELECTED MARKETS : THIS APPENDIX PRESENTS ONE-PAGE SUMMARIES ON SEASONALITY AND REGIONAL DISPERSAL FOR 10 SELECTED MARKETS. THIS INCLUDES AUSTRALIA, CHINA, THE US, THE UK, JAPAN, GERMANY, SOUTH KOREA, CANADA, INDIA, AND INDONESIA. DUE TO LACK OF DATA, RELATIVELY LIMITED INFORMATION CAN BE PRESENTED FOR INDIA AND INDONESIA.

# Australia

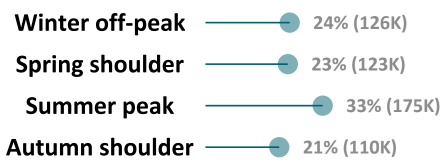
## Seasonality profile: summary and highlights

- Australia is New Zealand's largest tourism market. It is short-haul and one of the least seasonal markets. In additional to summer, visitors also prefer to travel during winter for the skiing season.
- Arrivals grew strongly in both spring and summer on last year.
- Holidaymakers aged under 30 accounted for the lion's share during winter. For other seasons, people of different age groups were quite evenly distributed.
- Arrivals for holidaymakers aged 30–39 and those 70+ grew faster than other age groups during the last year.

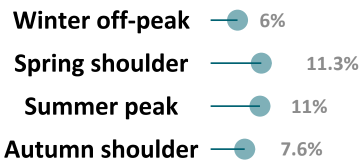
Ratio of arrivals, summer vs winter




Share of arrivals by season (2015/16)



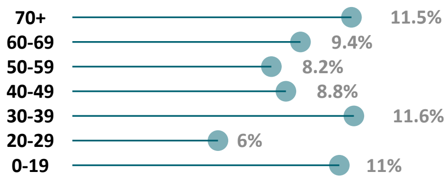

Arrivals growth on the last year by season




Age profile – percentage of arrivals by age group by season

| | Winter off-peak | Spring shoulder | Summer peak | Autumn shoulder |
|---|---|---|---|---|
| 70+ | 1% | 5% | 5% | 7% |
| 60-69 | 6% | 14% | 12% | 15% |
| 50-59 | 11% | 16% | 16% | 17% |
| 40-49 | 13% | 14% | 14% | 14% |
| 30-39 | 18% | 17% | 16% | 17% |
| 20-29 | 30% | 19% | 20% | 16% |
| 0-19 | 20% | 16% | 18% | 13% |

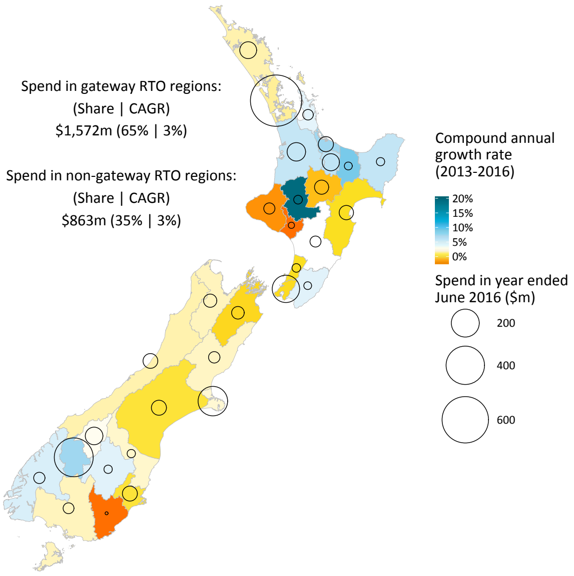
Arrivals growth on the last year by age group



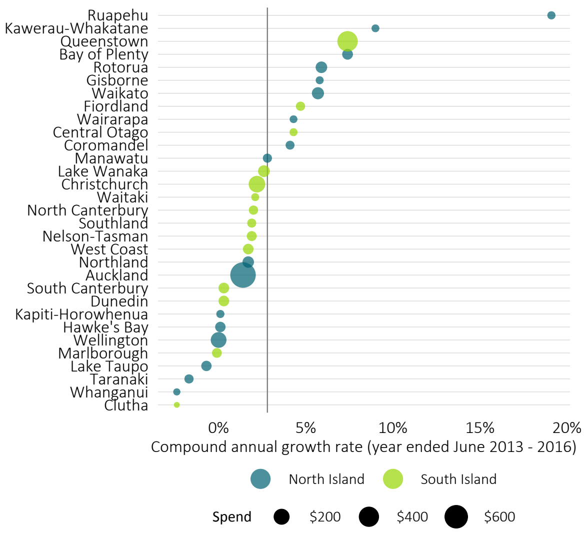
## Regional dispersal profile: summary and highlights

- Australians are the largest spender in non-gateway RTO regions, contributing to $863 million in tourism income in 2016. However, regional dispersal level for the market just sits on average – 35 per cent spent in non-gateway RTO regions.
- Spend in both gateway and non-gateway RTO regions grew at the same speed (3 per cent per year)
  for the past three years, implying a static regional dispersal level.
- All RTO regions experienced positive growth in spend from Australian visitors for the past three years, except for Clutha, Whanganui, and Lake Taupo.
- Only a handful of RTO regions experienced above-average growth, and most are in the North Island.

Spend and CAGR for the past three years by RTO region




Change in spend by RTO region from the fastest to the slowest

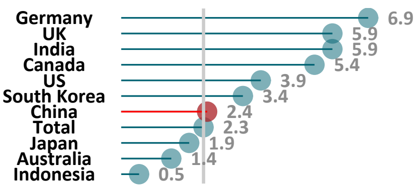


# China

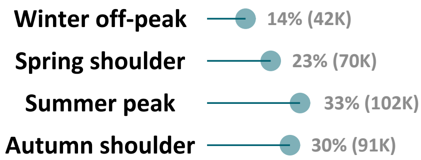
## Seasonality profile: summary and highlights

- China is New Zealand's largest long-haul tourism market by arrivals and has a relatively low level of seasonality. Visitors prefer to travel during summer, and almost equally during autumn.
- Arrivals grew more strongly in all non-peak seasons than in the peak season during the last year.
- Winter is a more popular holiday season for families with young kids, suggested by the age group distribution. For the shoulder season, visitors aged 50+ account for the majority of arrivals.
- Arrivals for holidaymakers aged 20–29 and 50+ grew faster than other age groups during the last year.

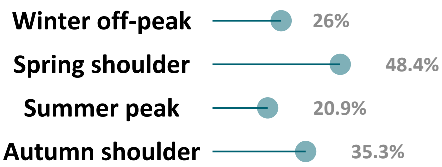
Ratio of arrivals, summer vs winter




Share of arrivals by season (2015/16)



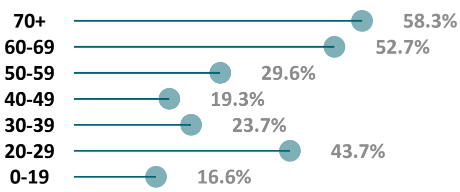

Arrivals growth on the last year by season




Age profile – percentage of arrivals by age group by season

| | Winter off-peak | Spring shoulder | Summer peak | Autumn shoulder |
|---|---|---|---|---|
| 70+ | 2% | 5% | 3% | 5% |
| 60-69 | 10% | 19% | 12% | 28% |
| 50-59 | 16% | 26% | 19% | 27% |
| 40-49 | 25% | 15% | 22% | 14% |
| 30-39 | 16% | 17% | 19% | 13% |
| 20-29 | 11% | 15% | 12% | 11% |
| 0-19 | 21% | 2% | 13% | 2% |

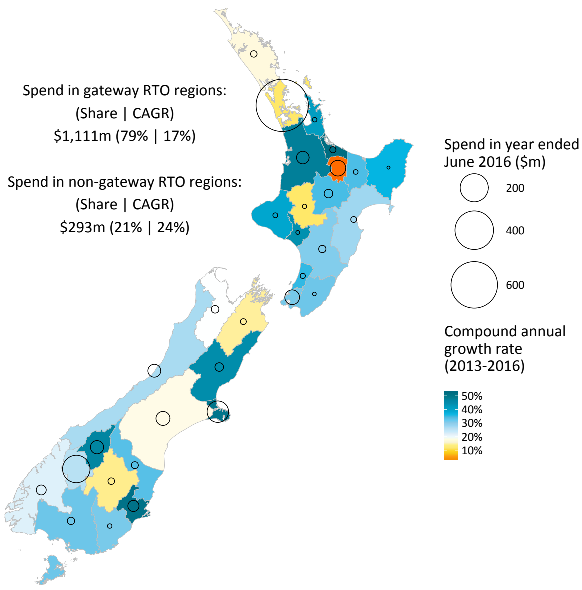
Arrivals growth on the last year by age group



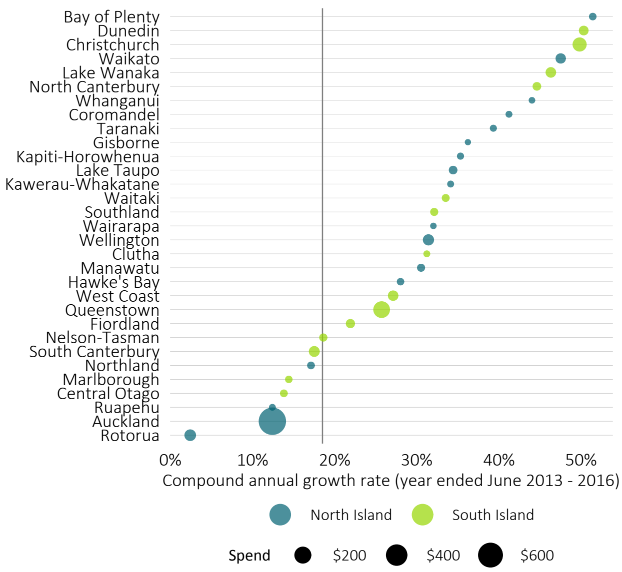
## Regional dispersal profile: summary and highlights

- China is the least regionally dispersed market – 21 per cent spent in non-gateway RTO regions. However, the absolute spend ($293 million) ranks China fourth place, and is higher than Germany's ($273 million), which is the most regionally dispersed market.
- Spend in non-gateway RTO regions (24 per cent) grew at a higher speed than in gateway RTO regions (17 per cent) for the past three years, implying an improving regional dispersal level.
- All RTO regions experienced positive growth in spend from Chinese visitors for the past three years.
- Apart from only a handful of RTO regions, all others experienced above-average growth for the past three years, albeit from a small base.

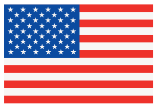
Spend and CAGR for the past three years by RTO region




Change in spend by RTO region from the fastest to the slowest



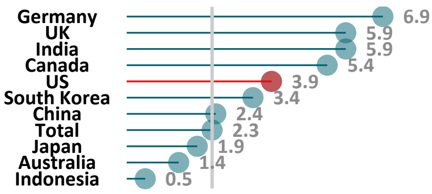
# United States of America



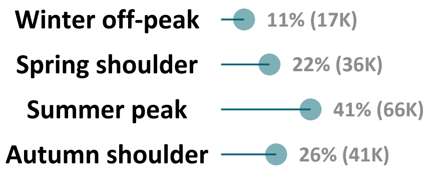
## Seasonality profile: summary and highlights

- The US is New Zealand's third largest tourism market by arrivals. It has a higher degree of seasonality than Asian markets but the lowest among long-haul countries with English as a primary or secondary language. Most visitors arrive in summer.
- Arrivals grew more strongly in all non-peak seasons than in the peak season during the last year.
- Winter is a popular holiday season for young travellers, suggested by the age group distribution. For all other seasons, people aged 20–39 and 50+ account for the majority of arrivals.
- Arrivals for holidaymakers aged 20–29 grew faster than other age groups during the last year.

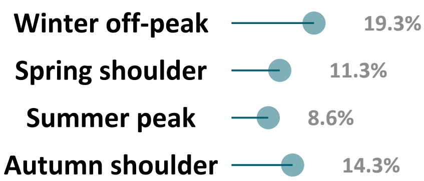
Ratio of arrivals, summer vs winter




Share of arrivals by season (2015/16)



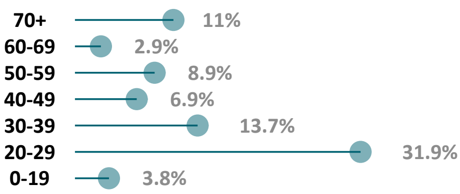

Arrivals growth on the last year by season




Age profile – percentage of arrivals by age group by season

| | Winter off-peak | Spring shoulder | Summer peak | Autumn shoulder |
|---|---|---|---|---|
| 70+ | 1% | 10% | 11% | 7% |
| 60-69 | 5% | 24% | 34% | 17% |
| 50-59 | 8% | 15% | 17% | 14% |
| 40-49 | 8% | 6% | 6% | 7% |
| 30-39 | 14% | 12% | 12% | 15% |
| 20-29 | 45% | 30% | 17% | 29% |
| 0-19 | 18% | 3% | 5% | 11% |

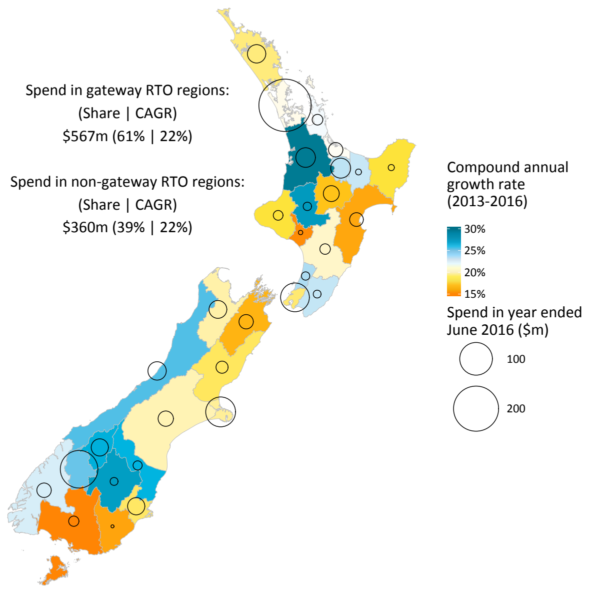
Arrivals growth on the last year by age group



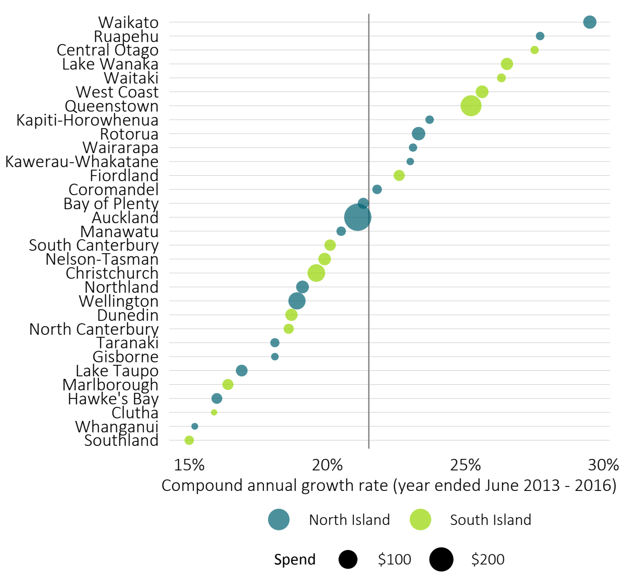
## Regional dispersal profile: summary and highlights

- The regional dispersal level for the US is slightly above average – 39 per cent spent in non-gateway RTO regions. It is the third largest spender ($360 million) in non-gateway RTO regions after Australia ($863 million) and the UK ($457 million).
- Spend in both gateway and non-gateway RTO regions grew at the same speed (22 per cent per year) for the past three years, implying a static regional dispersal level.
- All RTO regions experienced strong and positive growth in spend from American visitors for the past three years.
- About half of RTO regions experienced above-average growth, and they are tourism hot spots in both the South and North Islands.

Spend and CAGR for the past three years by RTO region




Change in spend by RTO region from the fastest to the slowest

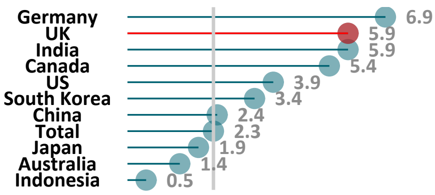


# United Kingdom

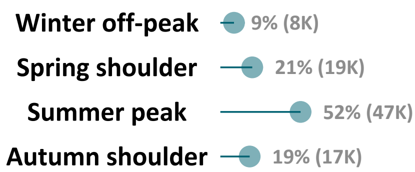
## Seasonality profile: summary and highlights

- The UK is New Zealand's fourth largest tourism market by arrivals.
  It is a long-haul market with the second highest degree of seasonality after Germany. More than 50 per cent of visitors arrive in summer.
- Arrivals grew more strongly in the peak season than in non-peak seasons, implying a worsening seasonal pattern.
- Winter is a popular holiday season for young travellers, suggested by the age group distribution. For all other seasons, both retirees (aged 50+) and people aged 20–29 account for the lion's share of arrivals.
- Arrivals for holidaymakers aged 70+ and under 20 grew faster than other age groups during the last year.

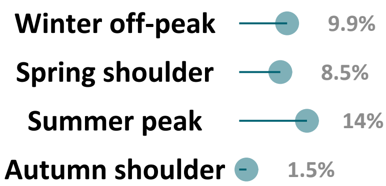
Ratio of arrivals, summer vs winter




Share of arrivals by season (2015/16)



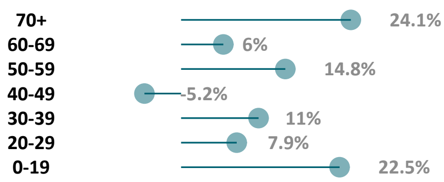

Arrivals growth on the last year by season




Age profile – percentage of arrivals by age group by season

| | Winter off-peak | Spring shoulder | Summer peak | Autumn shoulder |
|---|---|---|---|---|
| 70+ | 1% | 10% | 11% | 7% |
| 60-69 | 5% | 24% | 34% | 17% |
| 50-59 | 8% | 15% | 17% | 14% |
| 40-49 | 8% | 6% | 6% | 7% |
| 30-39 | 14% | 12% | 12% | 15% |
| 20-29 | 45% | 30% | 17% | 29% |
| 0-19 | 18% | 3% | 5% | 11% |

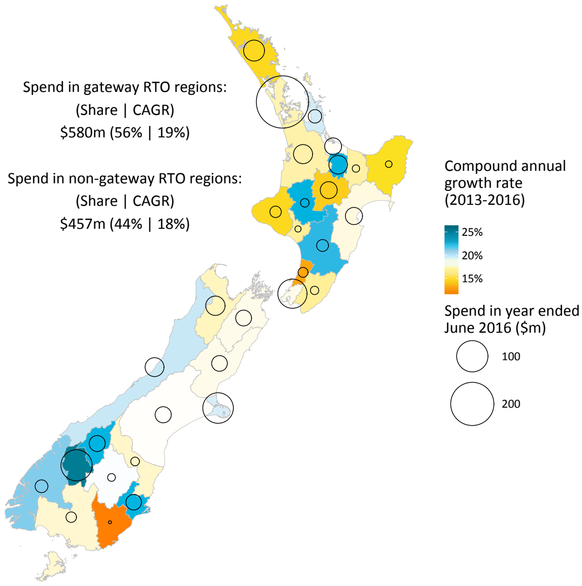
Arrivals growth on the last year by age group



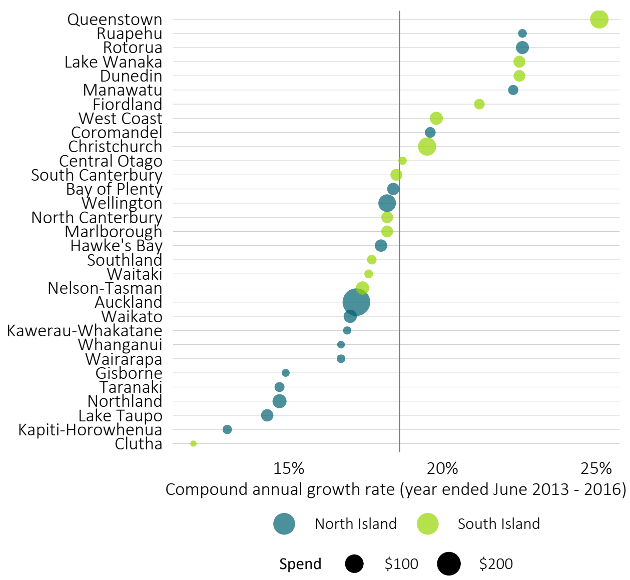
## Regional dispersal profile: summary and highlights

- The UK is the third most regionally dispersed market after Germany and Canada – 44 per cent spent in non-gateway RTO regions. It is the second largest spender ($457 million) in non-gateway RTO regions after Australia ($863 million).
- Spend in both gateway and non-gateway RTO regions grew at roughly the same speed (18 per cent per year) for the past three years, implying a static regional dispersal level.
- All RTO regions experienced strong and positive growth in spend from visitors from the UK for the past three years.

Spend and CAGR for the past three years by RTO region




Change in spend by RTO region from the fastest to the slowest

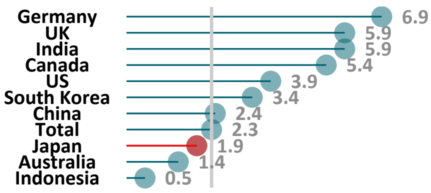


# Japan

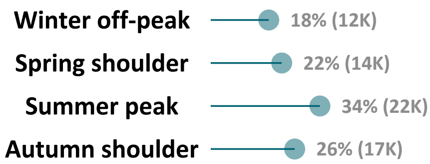
### Seasonality profile: summary and highlights

- Japan has a relatively low level of seasonality. Visitors prefer to travel during summer as well as during autumn.
- Arrivals grew more strongly in autumn than in other seasons.
- Winter is a popular holiday season for young travellers, suggested by the age group distribution. For all other seasons, people aged 20–29 and 60+ account for the majority of arrivals.
- Arrivals for holidaymakers aged 20–49 and 70+ grew faster than other age groups during the last year.

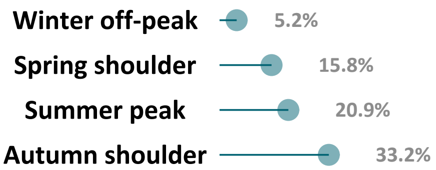
Ratio of arrivals, summer vs winter




Share of arrivals by season (2015/16)



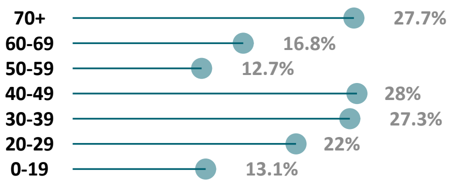

Arrivals growth on the last year by season




Age profile – percentage of arrivals by age group by season

| | Winter off-peak | Spring shoulder | Summer peak | Autumn shoulder |
|---|---|---|---|---|
| 70+ | 5% | 12% | 11% | 8% |
| 60-69 | 9% | 25% | 27% | 21% |
| 50-59 | 8% | 10% | 11% | 10% |
| 40-49 | 10% | 10% | 12% | 10% |
| 30-39 | 10% | 14% | 10% | 12% |
| 20-29 | 10% | 11% | 15% | 17% |
| 0-19 | 48% | 17% | 13% | 21% |

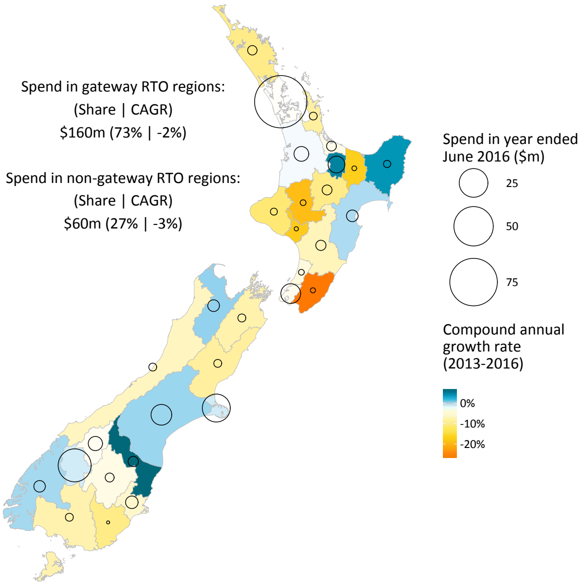
Arrivals growth on the last year by age group



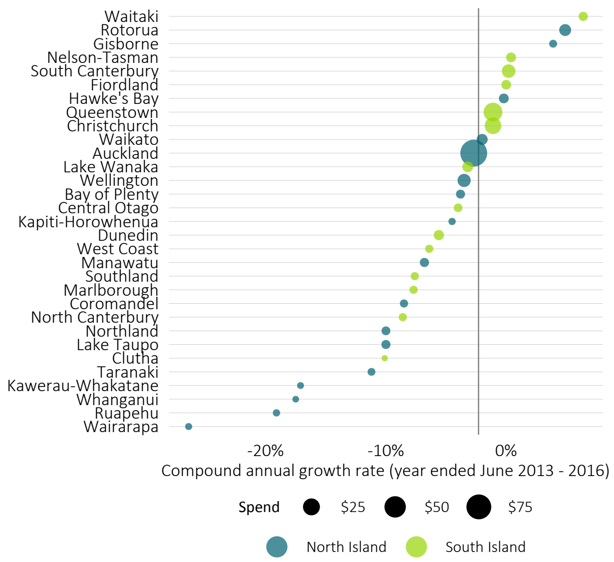
## Regional dispersal profile: summary and highlights

- Japan is the only market that experienced a decrease in spend. Its share of spend in non-gateway RTO regions is 27 per cent ($60 million).
- Spend in both gateway and non-gateway RTO regions decreased at roughly the same speed (2 per cent per year) for the past three years, implying a static regional dispersal level.
- All RTO regions experienced a decrease in spend from Japanese visitors for the past three years, except for Waitaki, Rotorua, and Gisborne.

Spend and CAGR for the past three years by RTO region




Change in spend by RTO region from the fastest to the slowest



# Germany

## Seasonality profile: summary and highlights

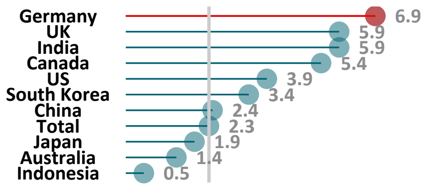
› Germany has the highest degree of seasonality – around seven times more visitors arriving in summer than in winter.

› Arrivals grew more strongly in winter than in other seasons.

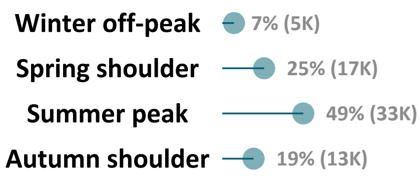
› Winter is the most popular holiday season for young travellers, suggested by the age group distribution. For all other seasons, young travellers aged 20–29 also dominate.

› Arrivals for holidaymakers aged 50+ and under 30 grew faster than other age groups during the last year.

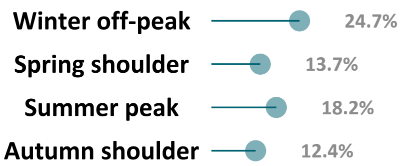
Ratio of arrivals, summer vs winter




Share of arrivals by season (2015/16)



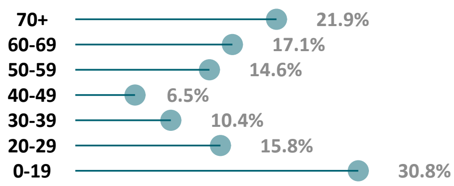

Arrivals growth on the last year by season




Age profile – percentage of arrivals by age group by season

| | Winter off-peak | Spring shoulder | Summer peak | Autumn shoulder |
|---|---|---|---|---|
| 70+ | 0% | 3% | 4% | 4% |
| 60-69 | 3% | 9% | 10% | 7% |
| 50-59 | 6% | 11% | 17% | 13% |
| 40-49 | 7% | 8% | 11% | 10% |
| 30-39 | 10% | 16% | 18% | 15% |
| 20-29 | 47% | 30% | 27% | 33% |
| 0-19 | 28% | 23% | 13% | 18% |

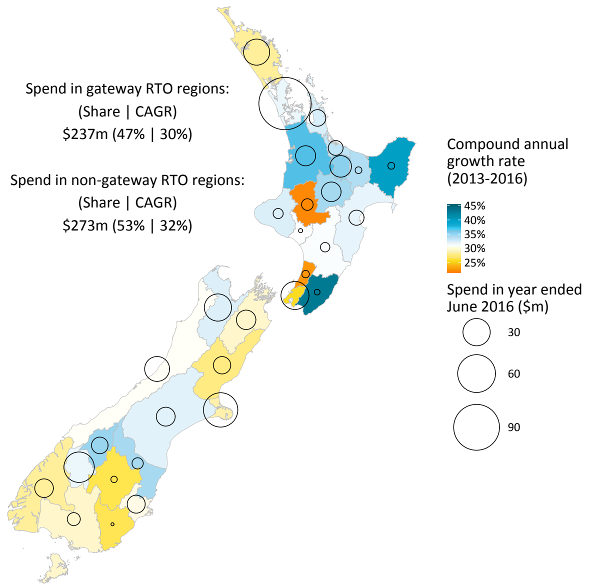
Arrivals growth on the last year by age group



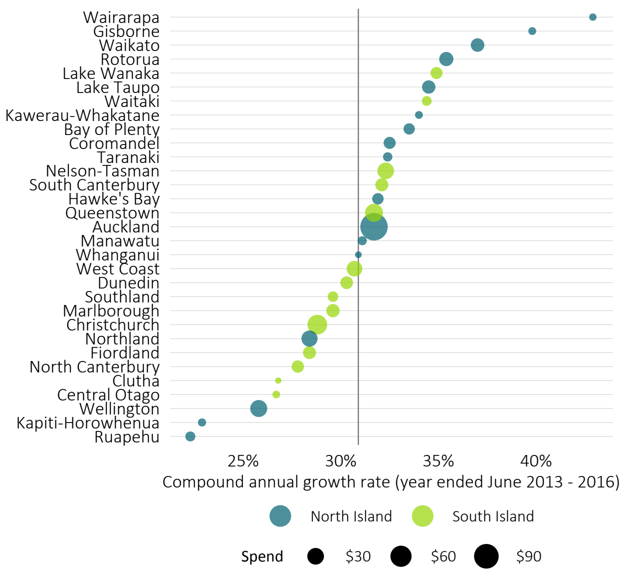
## Regional dispersal profile: summary and highlights

- Germany is the most regionally dispersed market – 53 per cent spent in non-gateway RTO regions. This could be partly due to the longer length of stay for this market. Germany is the fifth largest spender ($273 million) in non-gateway RTO regions after Australia, the UK, the US, and China.
- Spend in both gateway and non-gateway RTO regions grew at roughly the same speed (32 per cent per year) for the past three years, implying a static regional dispersal level.
- All RTO regions experienced strong and positive growth in spend from German visitors for the past three years.
- Interestingly, certain conventionally less popular RTO regions experienced above-average growth in German tourism spend – Wairarapa, Gisborne, Taranaki, and Hawke's Bay.

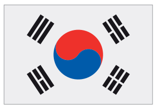
Spend and CAGR for the past three years by RTO region




Change in spend by RTO region from the fastest to the slowest



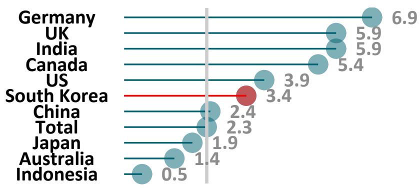
# South Korea



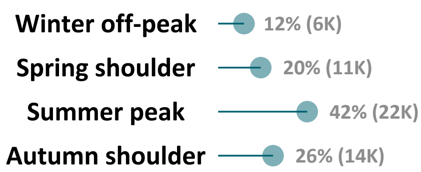
**Seasonality profile: summary and highlights**

- South Korea has a relatively low level of seasonality. Most visitors prefer to travel during summer.
- Arrivals grew more strongly in the peak season than in all non-peak seasons during the last year, implying a worsening seasonal pattern.
- For the shoulder seasons, people aged 50+ account for over 60 per cent of arrivals.
- Arrivals for holidaymakers aged 60+ grew faster than other age groups during the last year.

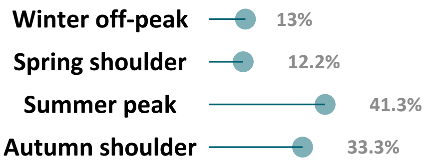
Ratio of arrivals, summer vs winter




Share of arrivals by season (2015/16)



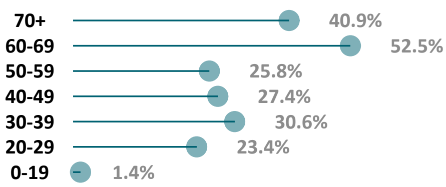

Arrivals growth on the last year by season




Age profile – percentage of arrivals by age group by season

| | Winter off-peak | Spring shoulder | Summer peak | Autumn shoulder |
|---|---|---|---|---|
| 70+ | 1% | 3% | 2% | 4% |
| 60-69 | 11% | 28% | 15% | 31% |
| 50-59 | 21% | 30% | 29% | 35% |
| 40-49 | 14% | 13% | 18% | 12% |
| 30-39 | 15% | 12% | 11% | 10% |
| 20-29 | 18% | 9% | 13% | 6% |
| 0-19 | 19% | 6% | 13% | 2% |

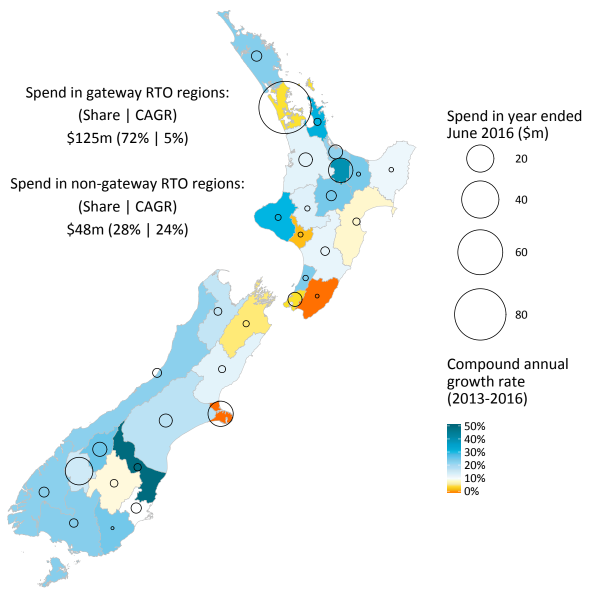
Arrivals growth on the last year by age group



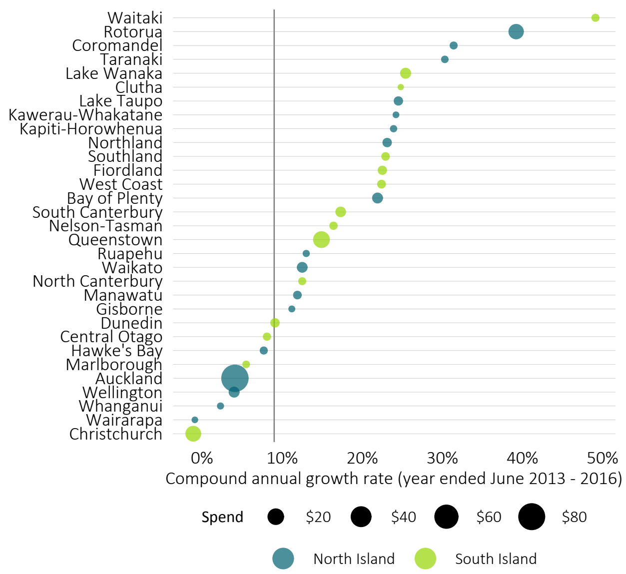
## Regional dispersal profile: summary and highlights

- South Korea is the most regionally dispersed market among Asian countries – 28 per cent spent in non-gateway RTO regions.
- Spend in non-gateway RTO regions grew at a significantly higher speed (24 per cent) than in gateway RTO regions (5 per cent) for the past three years, implying an improving regional dispersal level.
- All RTO regions experienced positive growth in spend from South Korean visitors for the past three years, except for Christchurch and Wairarapa.
- Apart from only a handful of RTO regions, all others experienced above-average growth for the past three years, albeit from a small base.

Spend and CAGR for the past three years by RTO region




Change in spend by RTO region from the fastest to the slowest

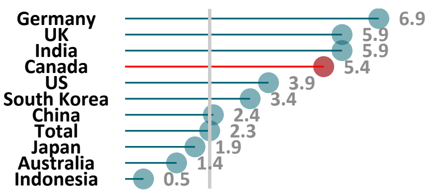


# Canada

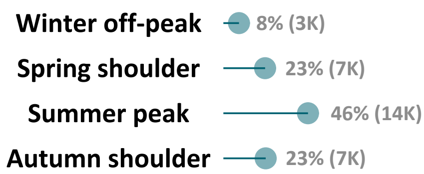
**Seasonality profile: summary and highlights**

- Canada has a relatively high level of seasonality. Most visitors prefer to travel during summer.
- Arrivals grew more strongly in the peak season than in all non-peak seasons during the last year, implying a worsening seasonal pattern.
- Winter is the most popular holiday season for young travellers, suggested by the age group distribution. For all other seasons, people aged 20–29 and 50+ account for a majority of arrivals.
- Arrivals for holidaymakers aged 30–39 grew faster than other age groups during the last year.

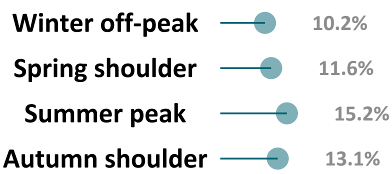
Ratio of arrivals, summer vs winter




Share of arrivals by season (2015/16)



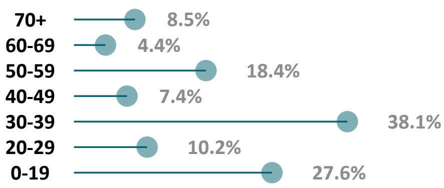

Arrivals growth on the last year by season




Age profile – percentage of arrivals by age group by season

| | Winter off-peak | Spring shoulder | Summer peak | Autumn shoulder |
|---|---|---|---|---|
| 70+ | 0% | 12% | 13% | 6% |
| 60-69 | 7% | 32% | 27% | 21% |
| 50-59 | 16% | 16% | 18% | 18% |
| 40-49 | 12% | 6% | 7% | 9% |
| 30-39 | 10% | 9% | 13% | 12% |
| 20-29 | 33% | 21% | 18% | 22% |
| 0-19 | 22% | 4% | 5% | 11% |

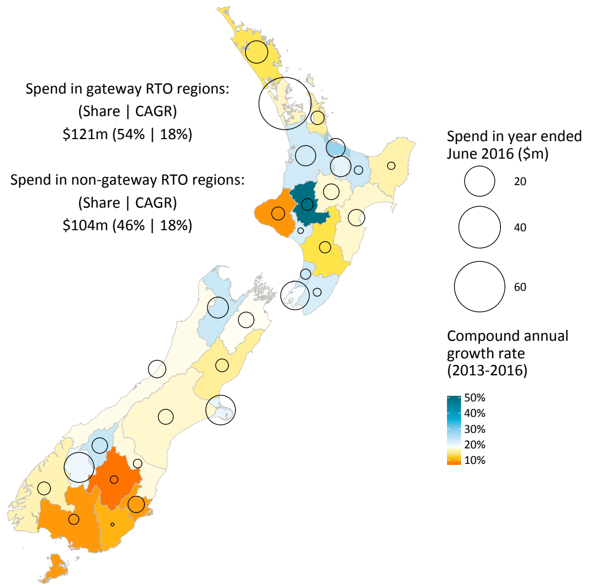
Arrivals growth on the last year by age group



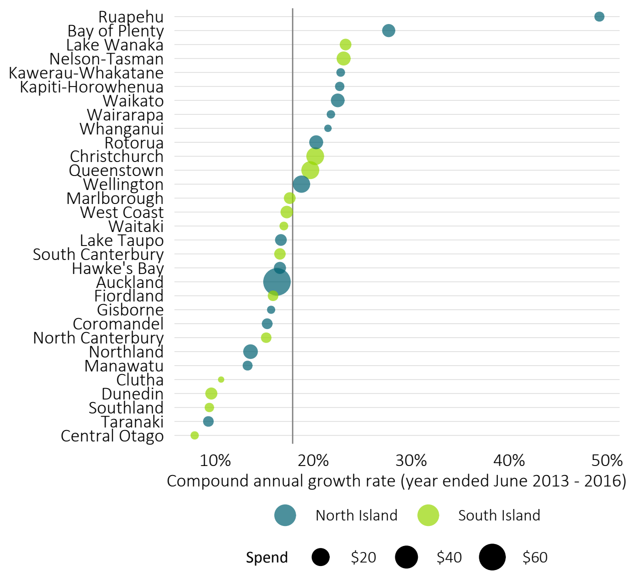
## Regional dispersal profile: summary and highlights

- Canada is the second most regionally dispersed market – 46 per cent spent in non-gateway RTO regions. It is the sixth largest spender ($104 million) in non-gateway RTO regions after Australia, the UK, the US, China, and Germany.
- Spend in both gateway and non-gateway RTO regions grew at the same speed (18 per cent per year) for the past three years, implying a static regional dispersal level.
- All RTO regions experienced strong and positive growth in spend from Canadian visitors for the past three years.
- About half of RTO regions experienced above-average growth, and they are tourism hot spots in both the South and North Islands.

Spend and CAGR for the past three years by RTO region




Change in spend by RTO region from the fastest to the slowest

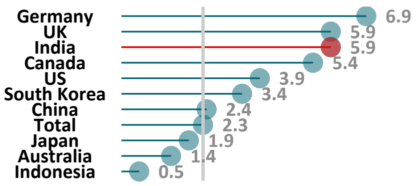


# India

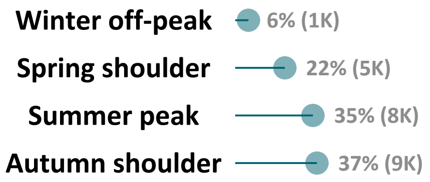
### Seasonality profile: summary and highlights

- India is an emerging tourism market for New Zealand. India has a different seasonality profile, with autumn being the peak season instead of summer.
- Arrivals grew more strongly in the peak season than in all non-peak seasons during the last year, implying India's seasonal pattern shifting to a more conventional one.

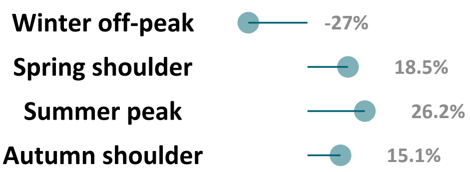
Ratio of arrivals, summer vs winter




Share of arrivals by season (2015/16)




Arrivals growth on the last year by season

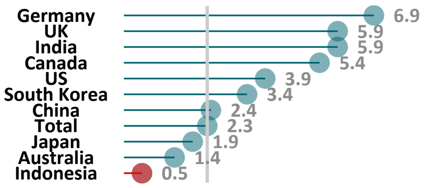


# Indonesia

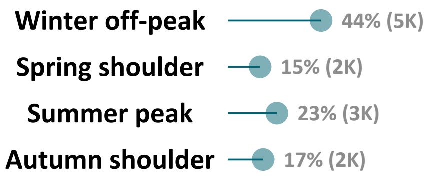
### Seasonality profile: summary and highlights

- Indonesia is an emerging tourism market for New Zealand. Indonesia has a completely opposite seasonality profile with winter being the peak season instead of summer.
- Arrivals grew more strongly in both the winter and spring seasons than in all other seasons during the last year.

Ratio of arrivals, summer vs winter




Share of arrivals by season (2015/16)




Arrivals growth on the last year by season