

Increasing Customer Visitor Spend in New Zealand

MRII Data Analysis Award Report
November 2024



Research Background & Methodology

This [MRII Data Analysis Award](#) report outlines key spending strategies and findings from the New Zealand International Visitor Survey. The survey was fielded from July 2013 to December 2023, among **N=19,643,695*** New Zealand visitors. All data was analyzed using the Harmoni by Infotools platform.

Core Objectives & Considerations

1. Propose strategies to **increase visitor expenditure** in New Zealand to improve a struggling economy.
2. Consider ways to **influence the length of stay** before visitors book their flights to increase trip durations.
3. Evaluate **spending behaviors**, key **expenditure areas**, and the **factors that influence higher spending**.

Top Strategies to Increase New Zealand Visitor Expenditure



Promote the Tiaki Care for NZ Campaign across channels.

Visitors are drawn to NZ for its natural beauty and spend more when aware of the Tiaki campaign. The Tiaki message complements NZ's outdoor attractions and could serve as the core of its tourism brand strategy, like [Costa Rica's "Pura Vida" campaign](#), to enhance brand equity.



Create a discounted Tiaki National Parks Pass and have visitors accept a Tiaki pledge.

A discounted national parks pass will encourage visitors to explore NZ's beautiful outdoors, leading to longer trips and increased spending. Linking the Tiaki campaign with this pass and requiring visitors accept a version of the Tiaki pledge upon their purchase are powerful cross promotion strategies to amplify Tiaki campaign awareness.



Boost the Qualmark name by increasing partnerships with premier tourist-driven businesses.

Visitors who spend more money on their trips tend to use Qualmark-accredited services. To enhance Qualmark's visibility and perceived value, consider expanding partnerships with high-quality, tourism-driven businesses in NZ.



Send travel agents pre-planned trip itineraries that promote tours and trip packages.

Visitors who book tours and packages spend more, prolong their stays, and have a better trip experience. Travel agents are more likely to book tours and packages. Posting curated itineraries online and sharing them with travel agents can help promote tours and packages and simplify trip planning for visitors.

Visitors who are aware of the Tiaki Care For NZ campaign **spend more on their trip.**

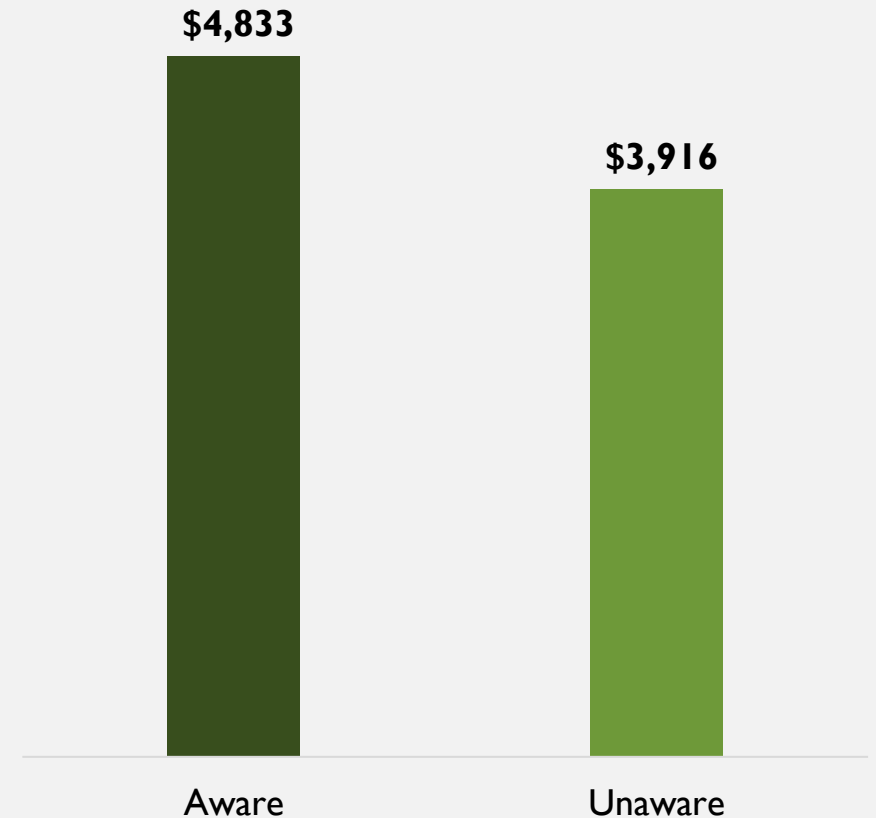
Promote the Tiaki Campaign, which highlights our shared responsibility for NZ's natural attractions to increase visitor spending and brand equity. The Tiaki promise should be featured on the Welcome to New Zealand website, airline sites, isite, travel platforms, tours, packages, Qualmark-accredited services, and tied to the discounted national parks pass.

Tiaki Care For NZ Campaign Assets



Average Total Spend by Tiaki Campaign Awareness

Showing spend among total



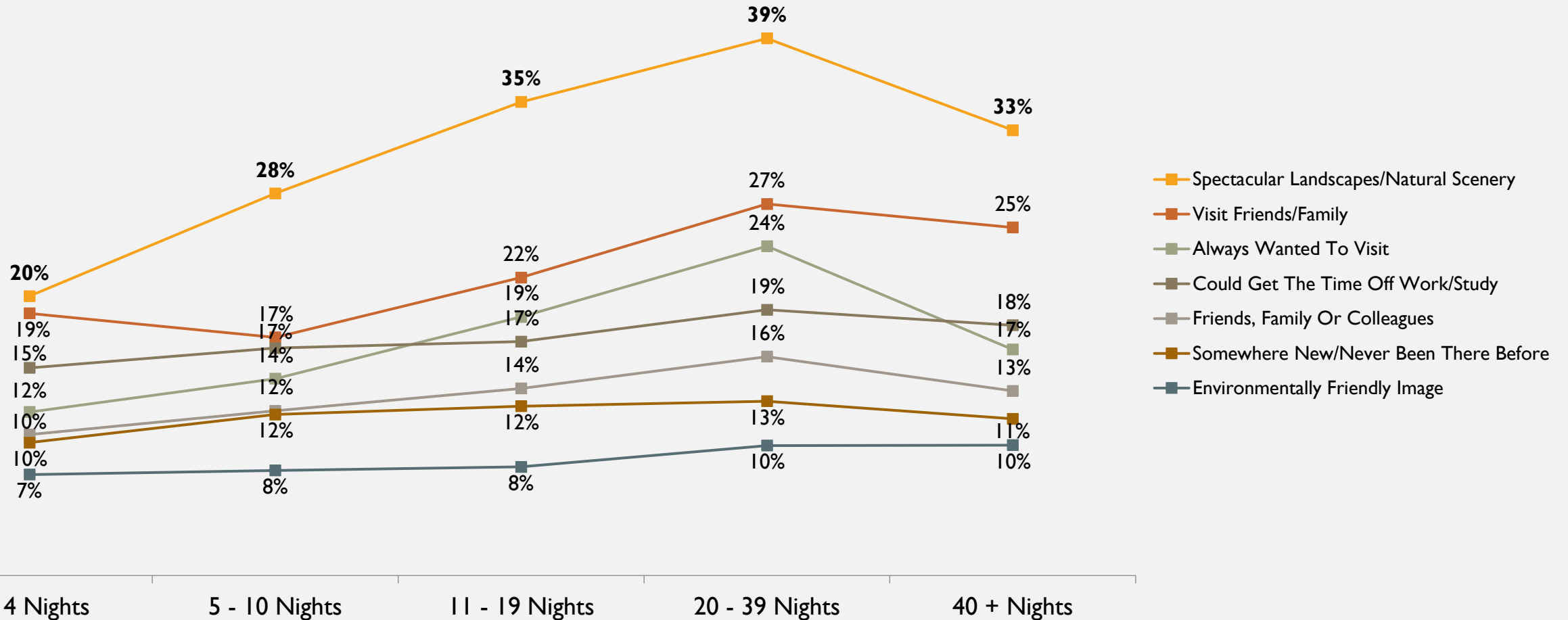
Note: Not showing "Don't Know" Tiaki Campaign Awareness response.

Interest in NZ's natural attractions drives visitors to **stay longer on their trip.**

The discounted Tiaki National Parks Pass will encourage visitors to explore NZ's natural attractions, resulting in extended stays.

Factors Influencing Average Number of Nights Spent

Showing % selected for top seven factors among total

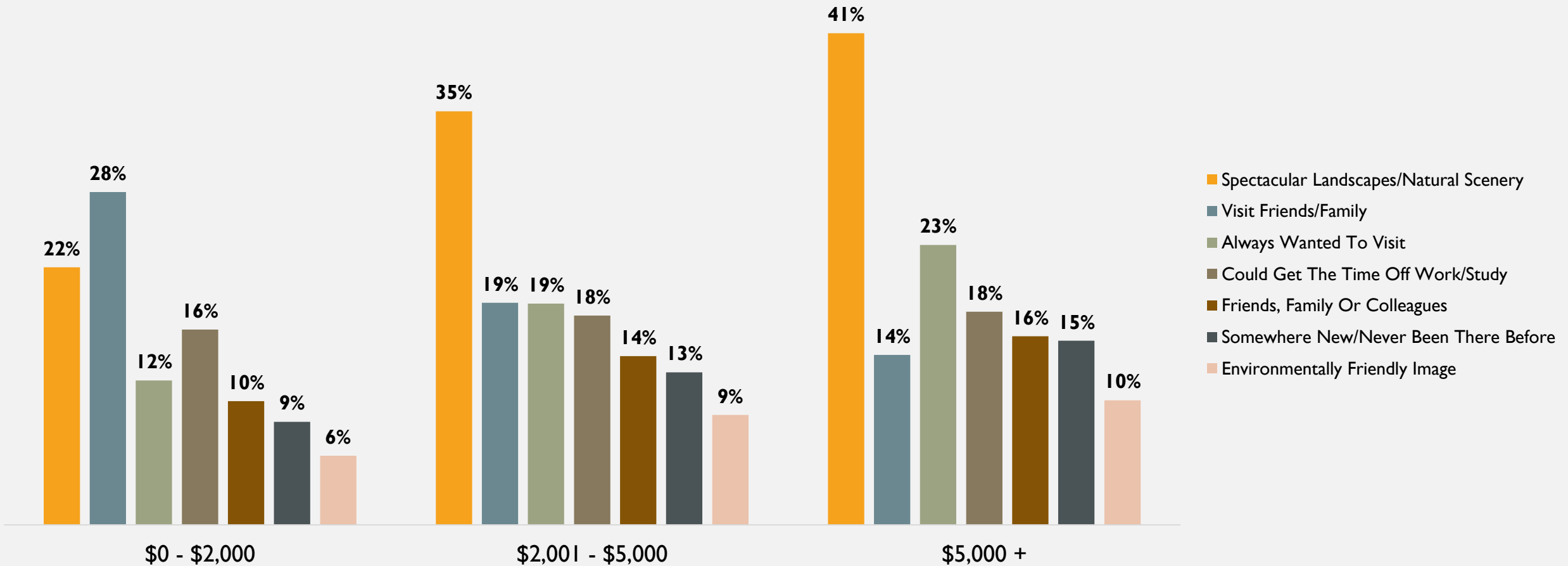


Interest in NZ's natural attractions also drives visitors to spend more on their trip.

Extended trips with the discounted Tiaki National Parks Pass will lead to visitors spending more in other places.

Factors Influencing Average Total Spend

Showing % selected for top seven factors among total

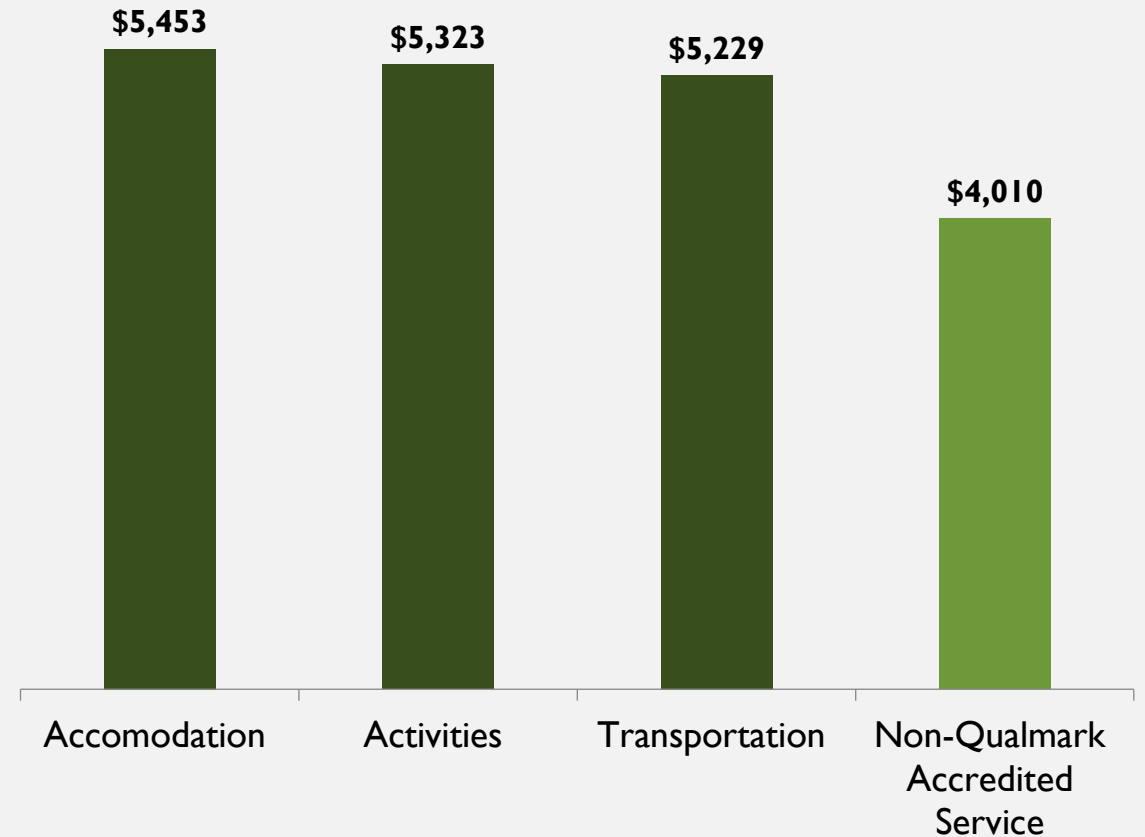


Visitors aware of the Qualmark accreditation spend more overall and utilize accredited accommodations, activities, and transportation during their trip.

Qualmark appears to be trusted by higher-spending visitors. To attract more of these visitors, increase Qualmark awareness by expanding partnerships with premier tourism-driven businesses.

Average Total Spend When Using a Qualmark-Accredited Service

Showing spend among total



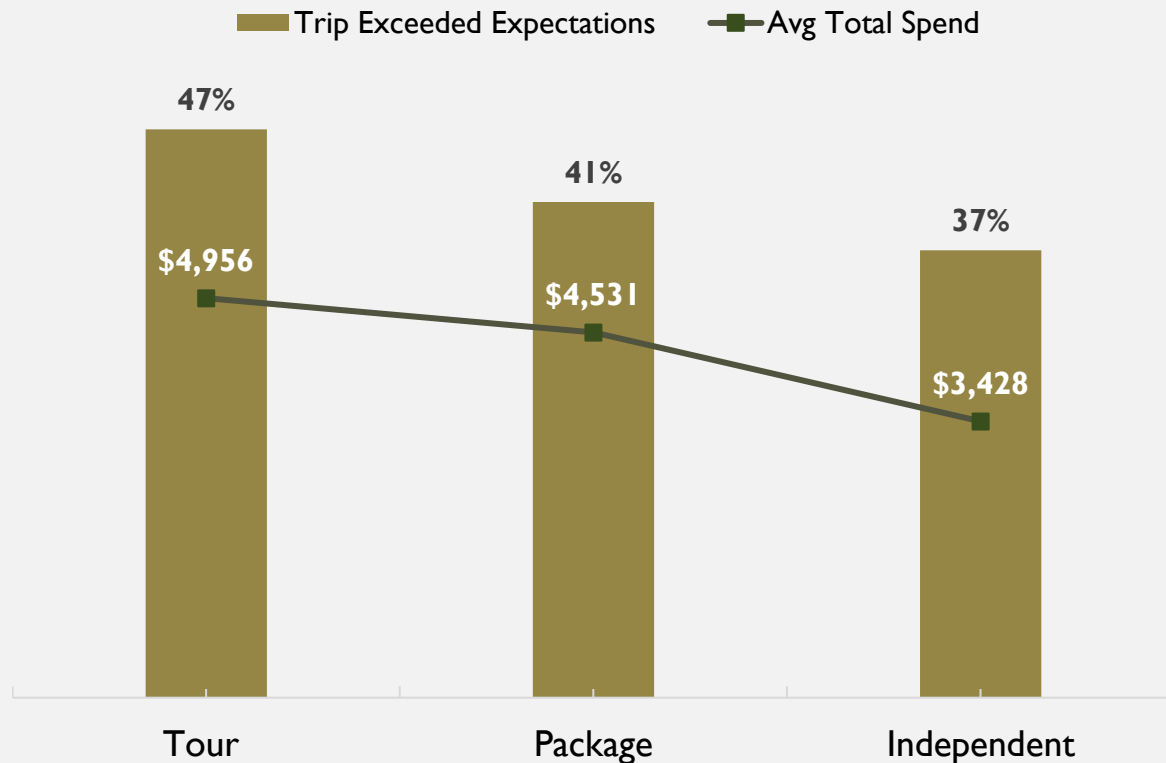
Note: Not showing "Not Sure" Qualmark Accreditation response.

Visitors who booked a tour or package **spent more and had a better trip experience** than independent travelers.

Encourage visitors to sign up for a tour or package by emphasizing that their experience in NZ will be enhanced by not dealing with frustrating travel logistics.

Post-Trip Assessment & Average Total Spend by Travel Style

Showing % selected 'exceeded expectations' and spend among total



Note: Only showing "Exceeded Expectations" on 4-point assessment scale.

Why Independent Travelers Were Dissatisfied With Their Visit

"Some accommodations were **really nice, some not so**, but that just depends on them and on **what we booked.**"

"Some accommodations were **not clean, even though we put a lot of time researching the accommodation** options before we arrived."

"We only stayed in motel/hotels that we found while driving around on the road. Every town we went to was almost sold out due to a number of different school sport events and there was limited options left available. **For this reason, they were usually pretty crappy places that no one else wanted.**"

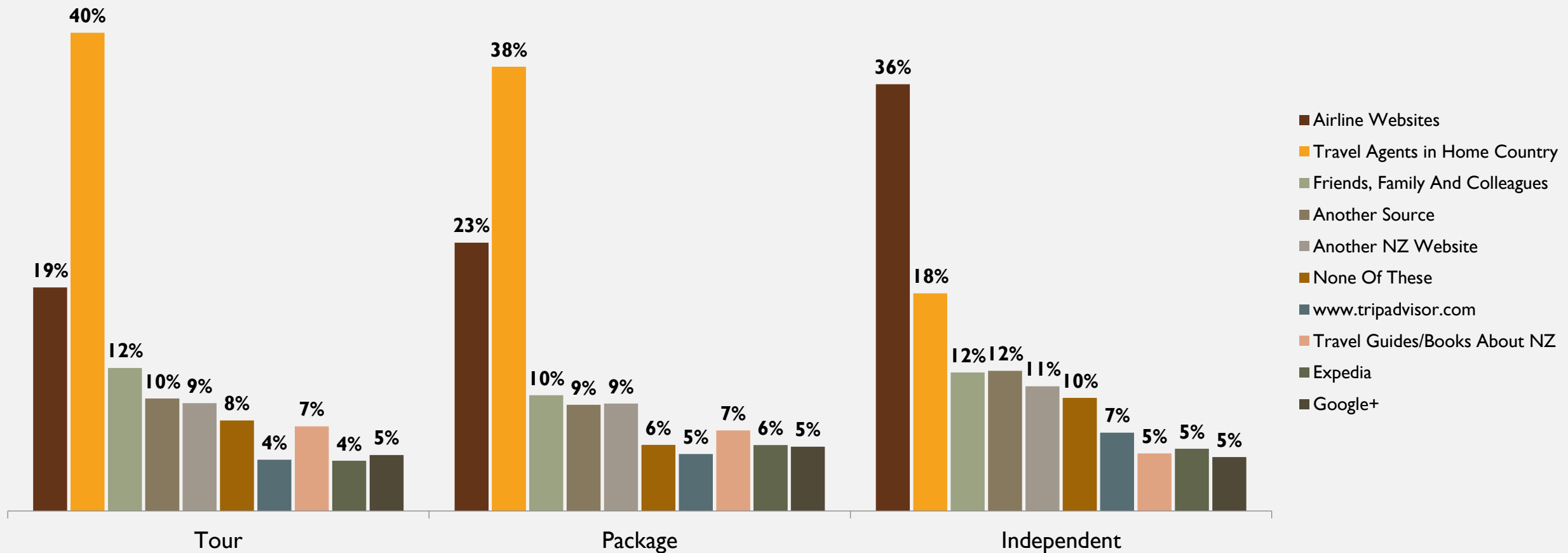
"The public transportation in smaller towns almost doesn't exist. **There is need for a car, but I don't drive.**"

Tours and packages are more frequently booked through travel agents, whereas independent travelers prefer airline websites.

Create pre-planned itineraries to share with travel agents and airline websites to boost tour and package bookings. In the itineraries, communicate that tours and packages enhance the travel experience by alleviating the stress of planning what to see and do.

Booking Source by Travel Style

Showing % selected for top seven sources among total



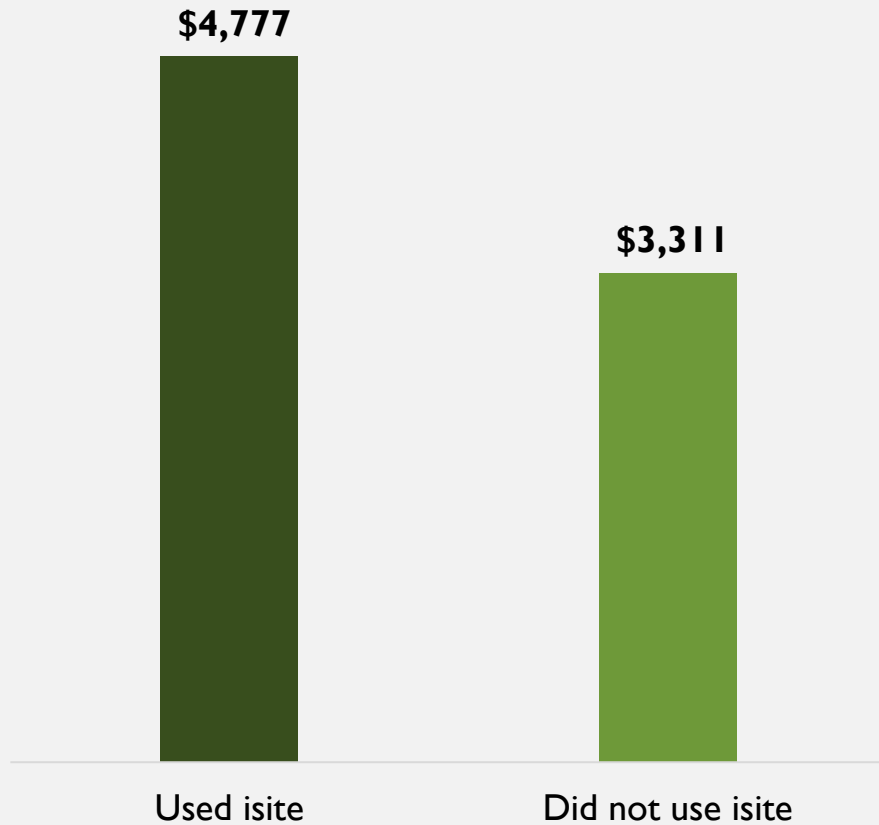
Note: Combined all "Travel Agents in Home Country" booking sources (e.g., travel agents online, in-person, phone).

Visitors who go on isite **spend more** on their trip.

To increase visitor spending, partner with airlines, travel agents, and travel websites to promote isite as a digital travel guide. Target independent travelers who have time to explore after arrival.

Average Total Spend by isite Usage

Showing spend among total



Note: Not showing "Don't Know" and "Wasn't aware of isite before today" responses.

Having Free Time On Trip by Travel Style

Showing % selected "Yes" to having free time on trip among total

