

NEW ZEALAND WINE TOURISM

CHRIS YORKE, GLOBAL MARKETING DIRECTOR, NEW ZEALAND WINEGROWERS

JUANAPPEL RIPPOU UNICARD WAMAKA



NEW ZEALAND WINE
PURE DISCOVERY

THE NEW ZEALAND GOVERNMENT'S TOURISM OBJECTIVES

SUPPORT REGIONAL GROWTH



TARGET SHOULDER SEASON

TARGET PREMIUM VISITORS



INCREASE VISITOR SATISFACTION

THE INTERNATIONAL WINE TOURIST

\$3.8 BILLION
 SPENT PER YEAR
 ⬆️ 35% SINCE 2015

712,135
 VISITORS PER YEAR
 ⬆️ 29% SINCE 2015



PROPENSITY OF THE TOP VISITOR MARKETS TO VISIT A WINERY

41%	USA
26%	AUSTRALIA
21%	CHINA



SPENDS **52.1% MORE** THAN THE AVERAGE HOLIDAY VISITOR

STAYS **6 DAYS** LONGER & VISITS **4.6 VS 3.5** REGIONS

27% OF ALL VISITORS VISITED A WINERY

42% OF CYCLISTS & **42%** OF GOLFERS VISITED A WINERY



THE DOMESTIC WINE TOURIST

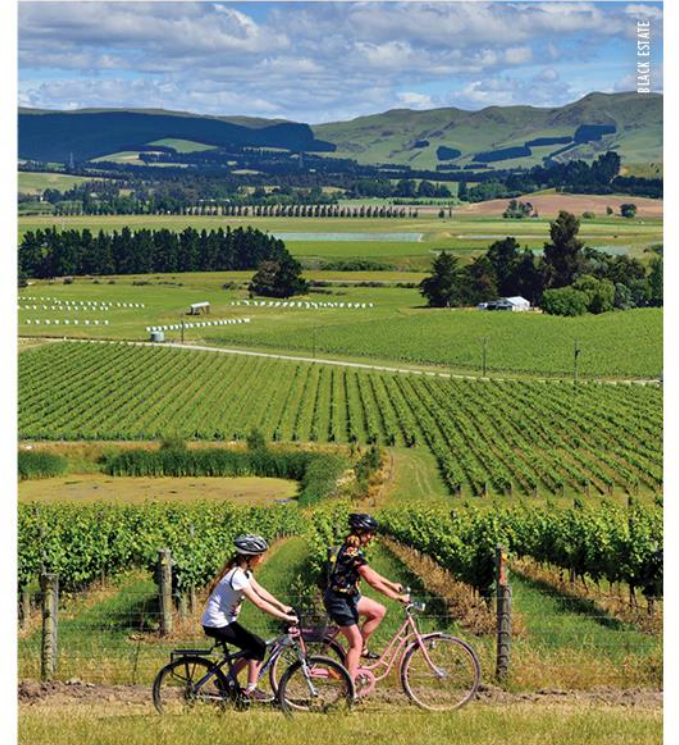
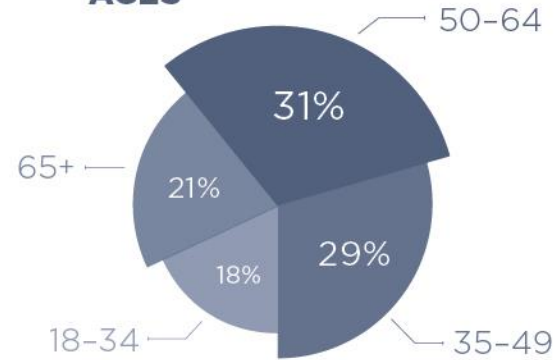
\$97,259
HOUSEHOLD INCOME
AVERAGE



55% FEMALE / 45% MALE



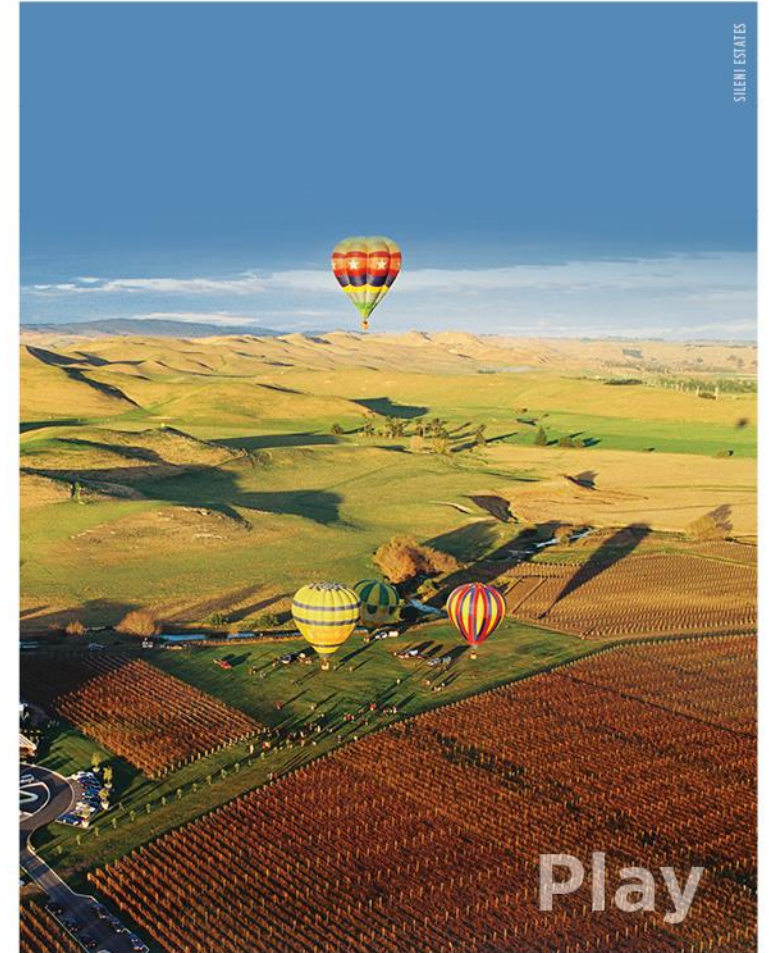
AGES



TRAVELS WITH
91% ADULTS ONLY
9% +CHILDREN



WINE+



279 WINERIES OFFERING 433 EXPERIENCES

WINE TOURISM STRATEGY

FIVE KEY FOCUS AREAS

PRODUCT
DEVELOPMENT



PARTNERSHIPS



PROMOTION



PREPARATION



SUPPORT



THE GREAT AOTEAROA WINE TRAIL



KEY

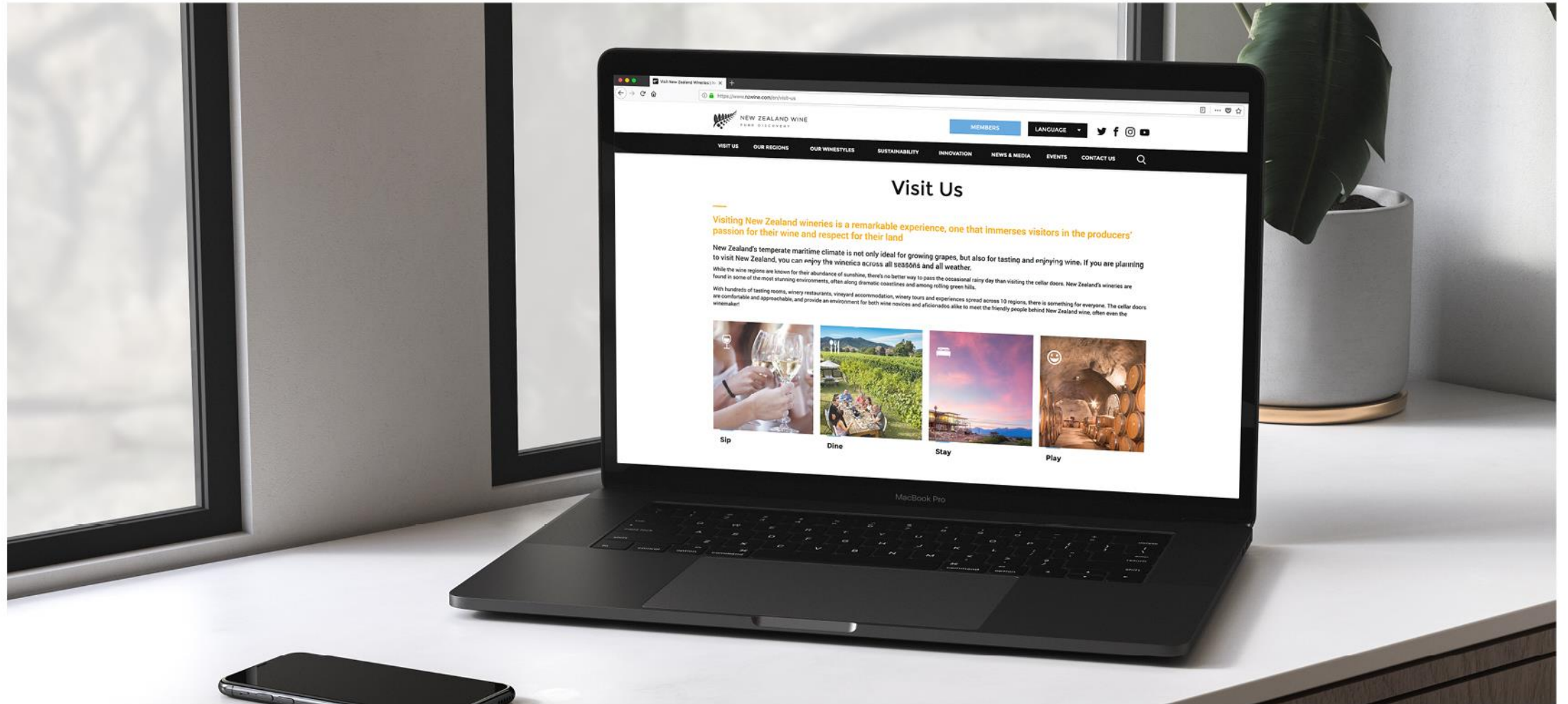
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|---------------|---------|
| MAORI CULTURE | FISHING |
| DOLPHINS | GOLFING |
| SKIING | BEACHES |
| HIKING | SURFING |
| KIWIS | CYCLING |
| WHALES | |

- AIRPORT FERRY

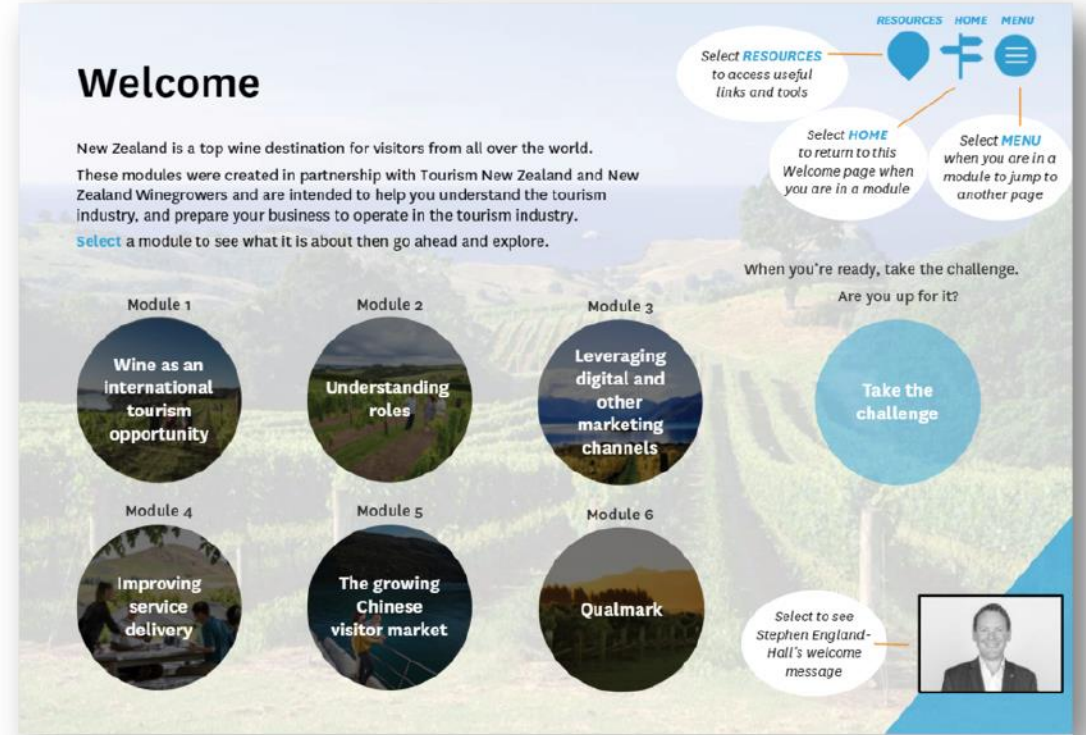
nzwine.com/visit



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ONLINE EDUCATION MODULES



educationmodules.newzealand.com

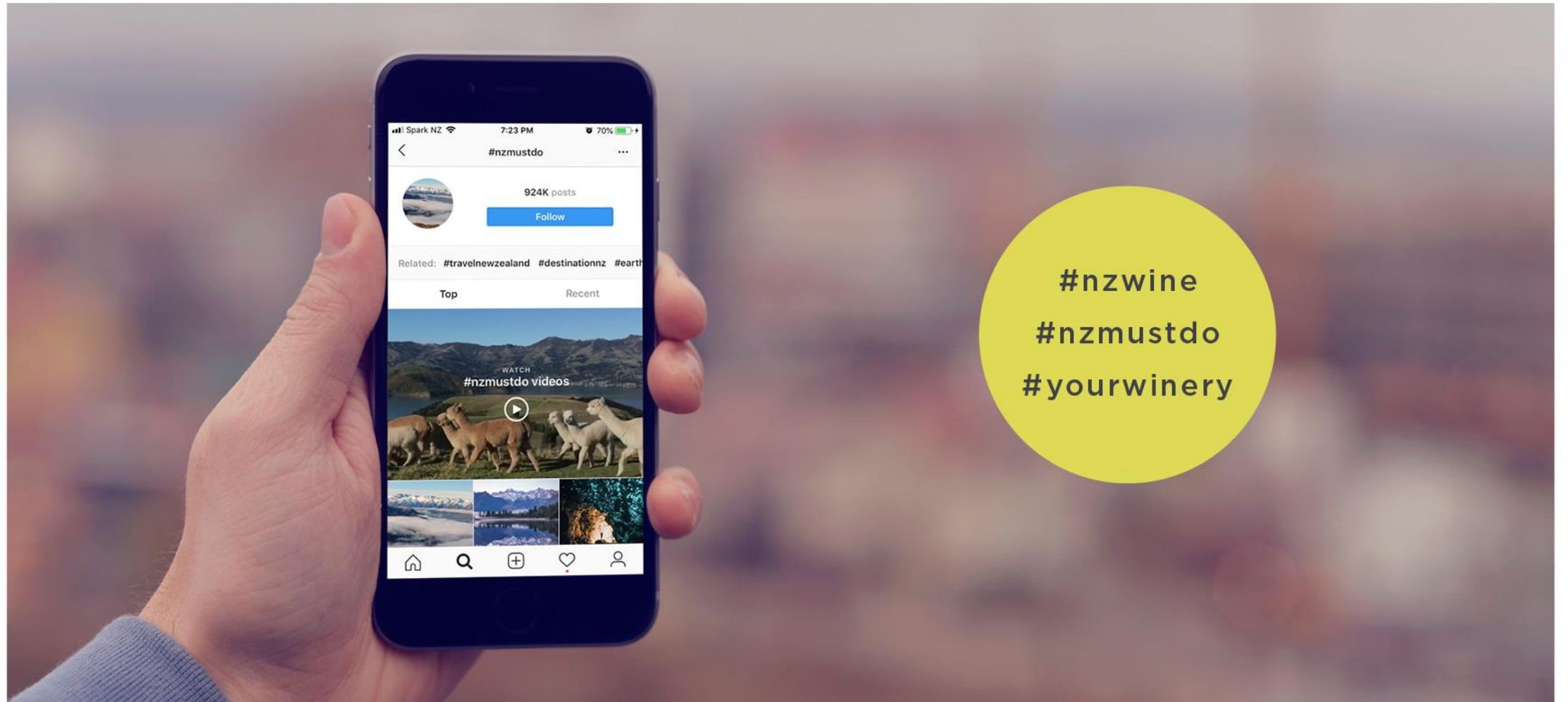
NATIONAL CELLAR DOOR DAY



SATURDAY 17 NOVEMBER 2018



SOCIAL MEDIA



#nzwine
#nzmustdo
#yourwinery

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