NEW ZEALAND WINE TOURISM

CHRIS YORKE, GLOBAL MARKETING DIRECTOR, NEW ZEALAND WINEGROWERS
THE NEW ZEALAND GOVERNMENT’S TOURISM OBJECTIVES

SUPPORT REGIONAL GROWTH

TARGET PREMIUM VISITORS

TARGET SHOULDER SEASON

INCREASE VISITOR SATISFACTION
THE INTERNATIONAL WINE TOURIST

$3.8 BILLION
SPENT PER YEAR
35% SINCE 2015

712,135
VISITORS PER YEAR
29% SINCE 2015

27% OF ALL VISITORS
VISITED A WINERY

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

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
THE DOMESTIC WINE TOURIST

$97,259

HOUSEHOLD INCOME AVERAGE

55% FEMALE
45% MALE

AGES

31% 50-64
21% 65+
18% 18-34
29% 35-49

TRAVELS WITH

91% ADULTS ONLY
9% +CHILDREN

NEW ZEALAND WINE PURE DISCOVERY
279 WINERIES OFFERING 433 EXPERIENCES
WINE TOURISM STRATEGY

FIVE KEY FOCUS AREAS

PRODUCT DEVELOPMENT

PARTNERSHIPS

PROMOTION

PREPARATION

SUPPORT
THE GREAT AOTEAROA WINE TRAIL

nzwine.com/visit
Welcome

New Zealand is a top wine destination for visitors from all over the world. These modules were created in partnership with Tourism New Zealand and New Zealand Winegrowers and are intended to help you understand the tourism industry and prepare your business to operate in the tourism industry.

Select a module to see what it is about then go ahead and explore.

Module 1: Wine as an international tourism opportunity
Module 2: Understanding roles
Module 3: Leveraging digital and other marketing channels
Module 4: Improving service delivery
Module 5: The growing Chinese visitor market
Module 6: Qualmark

Select MENU when you are in a module to jump to another page.

When you're ready, take the challenge.

Are you up for it?

Select RESOURCES to access useful links and tools.

Select CHALLENGE to receive weekly challenges.

educationmodules.newzealand.com
NATIONAL CELLAR DOOR DAY

SATURDAY 17 NOVEMBER 2018
SOCIAL MEDIA

#nzwine
#nzmustdo
#yourwinery