

# NEW ZEALAND

INTERNATIONAL MARKET UPDATE 2025

## MARKET OVERVIEW

- New Zealand is South Australia's 4th largest inbound market and reached record highs in expenditure, 42% up on the prior year, to \$93m for the year end June 2025.
- Kiwis will book through a variety of sources, and due to their familiarity with Australia they are comfortable booking directly with operators.
- Key demand-driving experiences include food and wine, events and festivals, Murray River cruising and houseboating and other distinctive landscapes on Adelaide's doorstep.
- 43% of visits are for the purpose of Holiday, 34% for Visiting Friends and Relatives (VFR).\*
- Typical peak travel periods are Spring (September–November) and Autumn (March–May).
- 94% of New Zealand visitors to South Australia have been to Australia before.\*



## FAST FACTS & FIGURES


Data is an annual average over 2 years ending June 2024-June 2025

NEW ZEALAND	HOLIDAY	VFR	BUSINESS	OTHER	TOTAL
VISITS (SA)	24 ,000	16 ,000	6 ,000	3 ,000	45 ,000
VISITS (AUS)	524 ,000	603 ,000	164 ,000	178 ,000	1 ,247 ,000
NIGHTS (SA)	152 ,000	203 ,000	32 ,000	79 ,000	466 ,000
NIGHTS (AUS)	3,966,000	6,312,000	945,000	3,220,000	14,443,000
ALOS - NIGHTS (SA)	6	13	5	27	10
ALOS - NIGHTS (AUS)	8	10	6	18	12
EXPENDITURE (SA)					\$79m


ALOS = AVERAGE LENGTH OF STAY. VFR = VISITING FRIENDS AND RELATIVES.  
\*DATA IS AN ANNUAL AVERAGE OVER 2 YEARS ENDING JUNE 2024-JUNE 2025.

## SNAPSHOT OF CURRENT STATISTICS – JUNE 2025


### VISITORS

 43k

### NIGHTS

 554k

### AVERAGE LENGTH OF STAY

 13 nights


### EXPENDITURE

 \$93m

### AVERAGE SPEND

 \$167 per night      \$2,161 per visitor

### INTERNATIONAL RANKING IN SOUTH AUSTRALIA

 #4 for visitors  
#8 for nights  
#5 for expenditure

## AIR ACCESS

### DIRECT AIRLINE

- Air New Zealand (NZ) (Auckland to Adelaide)

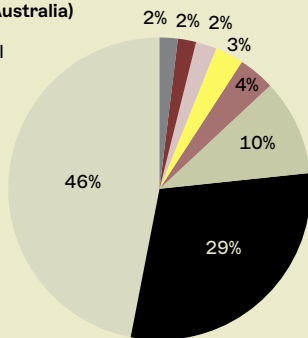
### SEASONAL DIRECT AIRLINES

- Qantas Airways (QF) (Auckland to Adelaide)
- Air New Zealand (NZ) (Christchurch to Adelaide)
- Multiple airlines offering connections via other Australian airports

## VISITOR ACCOMMODATION TYPE AND TRAVEL PARTY DESCRIPTIONS\*

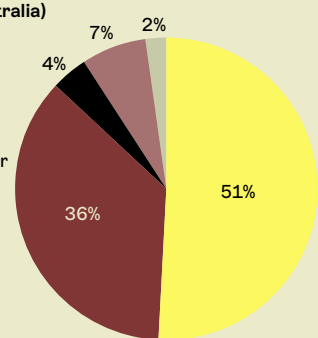
### Visitor accommodation type (in South Australia)

- Caravan or camping - non-commercial
- Other private accommodation
- Caravan park or commercial camping ground
- Own property
- Other commercial accommodation
- Rented house/apartment/flat/unit
- Hotels and similar accommodation
- Friends or relatives' property



### Travel party description (to South Australia)

- Travelling alone
- Adult couple
- Family group - parents and children
- Friends or relatives travelling together
- Other travel party

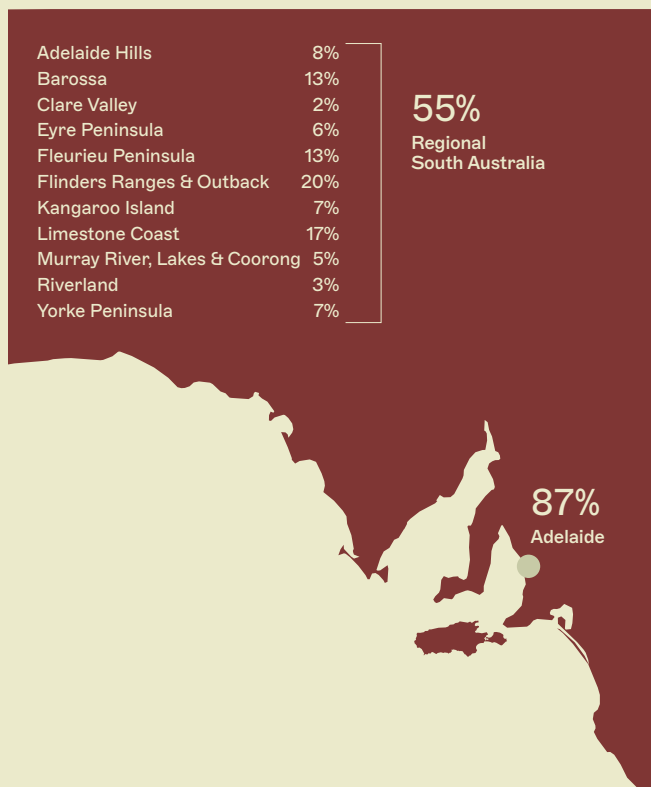


## MARKET INSIGHTS

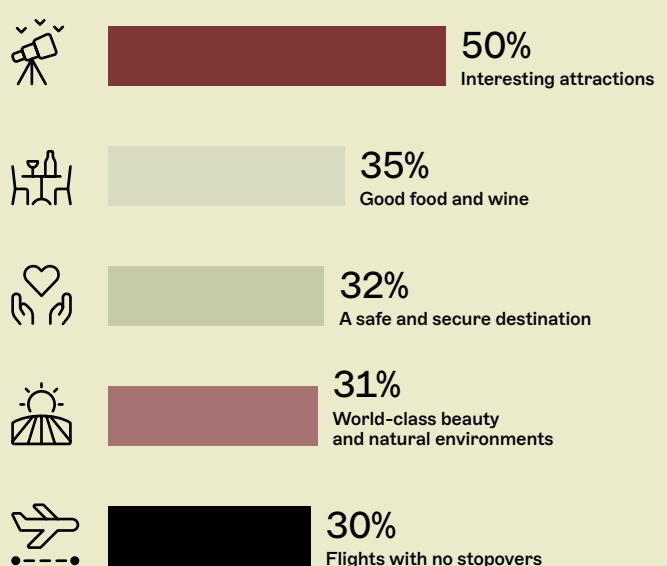
- The South Australian Tourism Commission (SATC) invests in consumer demand-driving activity in New Zealand via TV on demand, digital, out-of-home (billboard) and PR platforms. Targeted media placements drive visits to southaustralia.com where Kiwis can engage with South Australia content and link to booking partners.
- An always-on consumer-direct approach in the New Zealand market remains pivotal in maintaining awareness and consideration levels and drives pipeline demand for the State.
- Working with local trade partners throughout the year ensures South Australian itinerary packages support the consumer activity, closing the loop for the customer and reinforcing how easy it is to plan and book South Australia.
- The SATC continues to develop its strong relationship with airline partners such as Air New Zealand and Qantas, working to drive further increases to frequency of direct flights into Adelaide.

- New Zealand travellers seek experiences different from those available to them in their home country. For example, culinary/wine experiences incorporating historic buildings and local culture, houseboating and river cruising on the Murray River, the pink lakes and the Outback all appeal strongly to our New Zealand audience.
- New Zealand's travel landscape continues to strengthen, with consultant numbers estimated to be back to around 2,500 nationwide.
- When compared to the frequented Eastern Gateways, South Australia is still considered 'unfamiliar' to many Kiwis, putting the destination in a strong position as this audience seeks out new and different destinations. At the same time, giving our repeat audience the reasons to return and experience a different side of South Australia remains key.

## VISITOR DISPERSAL\*\*



## FACTORS FOR CHOOSING TO VISIT SOUTH AUSTRALIA\*



\*DATA IS AN ANNUAL AVERAGE OVER 2 YEARS ENDING JUNE 2024-JUNE 2025.  
+DATA INCLUDES VISITORS WHO TRAVELLED TO MULTIPLE REGIONS FOR ALL PURPOSES.

## TARGET MARKET PROFILE



### PRIMARY

High yield experience seekers aged 45-65 years (not yet retired). Travelling without children and have the time and money to travel. Comfortable booking direct but open to package offers.



### SECONDARY

Younger professional, younger couples/groups of friends aged 30-45 years. Driven by food, wine and unique South Australian events. Open to a long weekend away.

## BOOKING PREFERENCES



27%

Online Travel Agent  
(eg. Expedia)



53%

Direct with Airline



32%

Retail Travel Agent/  
Tour Operator



30%

Direct with  
Accommodation



15%

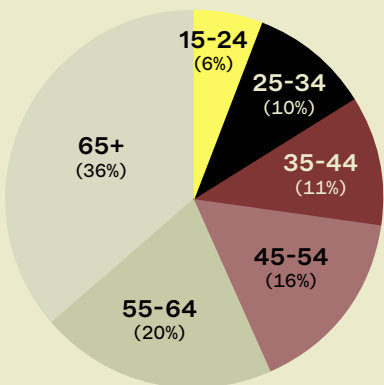
Direct with  
Experience Provider



4%

Other

## NEW ZEALAND VISITORS TO SOUTH AUSTRALIA BY AGE GROUP\*



## NEW ZEALAND CHECKLIST

Consider the following points when targeting travellers from New Zealand:

- ✓ Demonstrate accessibility from Adelaide or other well known regions for Kiwis (eg. the Riverland is a 3 hour drive from Adelaide via the Barossa).
- ✓ Highlight food and wine as part of the overall experience (eg. sunset canapés in the Outback).
- ✓ Educate Kiwis on what a South Australian holiday 'looks like'. Close the loop with itineraries and packages that make planning easy.
- ✓ Focus on distinctive experiences or imagery that can't be confused for elsewhere in New Zealand or Australia.

## CONTACT

### ADELAIDE

Dylan Beach

Manager, Western Markets  
dylan.beach@sa.gov.au

### NEW ZEALAND

Stacey Kerr

Regional Manager, New Zealand  
stacey.kerr@adelaide.com



Government of South Australia  
South Australian Tourism Commission

## KEY DISTRIBUTION PARTNERS

### LEISURE TRAVEL PARTNERS

Helloworld

House of Travel

Flight Centre Travel Group

First Travel Group

### TRAVEL BRAND AFFILIATES

Helloworld

The Travel Brokers

NZ Travel Brokers

My Travel Group

House of Travel

Travel Advocates

Wanderlust Experts

Flight Centre

Envoyage Brokers

Travel Associates

Travel Managers

World Travellers

You Travel

Independents

ITA Networks

## OTHER NOTABLE PLAYERS

- Expedia TAAP
- ANZCRO
- Cruise World
- Event Travel Specialists
- Sports Travel Specialists

## TOP ONLINE TRAVEL AGENTS\*

Booking.com



## TOP TRAVEL RESOURCES

stuff

The New Zealand Herald

AIR NEW ZEALAND

# ON AVERAGE 5% OF KIWIS WILL BOOK SOUTH AUSTRALIA THROUGH AN OTA, LARGELY FOR RESEARCH PURPOSES (BASED ON NEW ZEALAND BOOKING DATA TO SOUTH AUSTRALIA FROM ANNUAL WIDER MARKET TRACKER SURVEYS).

\*DATA IS AN ANNUAL AVERAGE OVER 2 YEARS ENDING JUNE 2024-JUNE 2025.  
DISCLAIMER: SOURCE: INTERNATIONAL VISITOR SURVEY JUNE 2024 AND JUNE 2025 CONDUCTED BY TOURISM RESEARCH AUSTRALIA, CONSUMER DEMAND PROJECT (CDP) 2024. TOTALS MAY NOT ADD TO 100% DUE TO ROUNDING. DISCLAIMER: THIS SUMMARY HAS BEEN PREPARED BY THE SOUTH AUSTRALIAN TOURISM COMMISSION (SATC) IN GOOD FAITH. WHILE EVERY CARE HAS BEEN TAKEN IN PREPARING THE INFORMATION, THE SATC DOES NOT REPRESENT OR WARRANT THAT IT IS CORRECT, COMPLETE, OR SUITABLE FOR THE PURPOSES FOR WHICH YOU WISH TO USE IT. BY USING THIS INFORMATION, YOU ACKNOWLEDGE THAT IT IS PROVIDED BY SATC WITHOUT ANY RESPONSIBILITY ON BEHALF OF THE SATC AND AGREE TO RELEASE AND INDEMNIFY THE SATC FOR ANY LOSS OR DAMAGE THAT YOU OR ANY THIRD PARTY MAY SUFFER AS A RESULT OF YOUR RELIANCE ON THIS INFORMATION. PRODUCED BY THE SOUTH AUSTRALIAN TOURISM COMMISSION DECEMBER 2025.