

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)

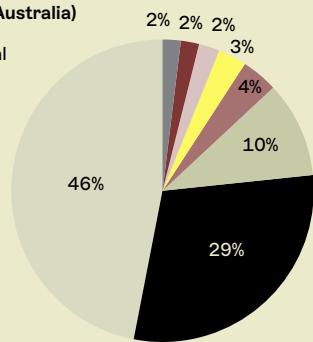
- Air New Zealand (NZ) (Christchurch to Adelaide)

- Multiple airlines offering connections via other Australian airports

VISITOR ACCOMMODATION TYPE AND TRAVEL PARTY DESCRIPTIONS*

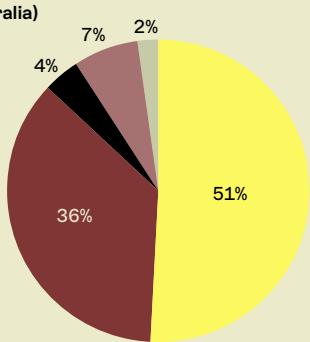
Visitor accommodation type (in South Australia)

- 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

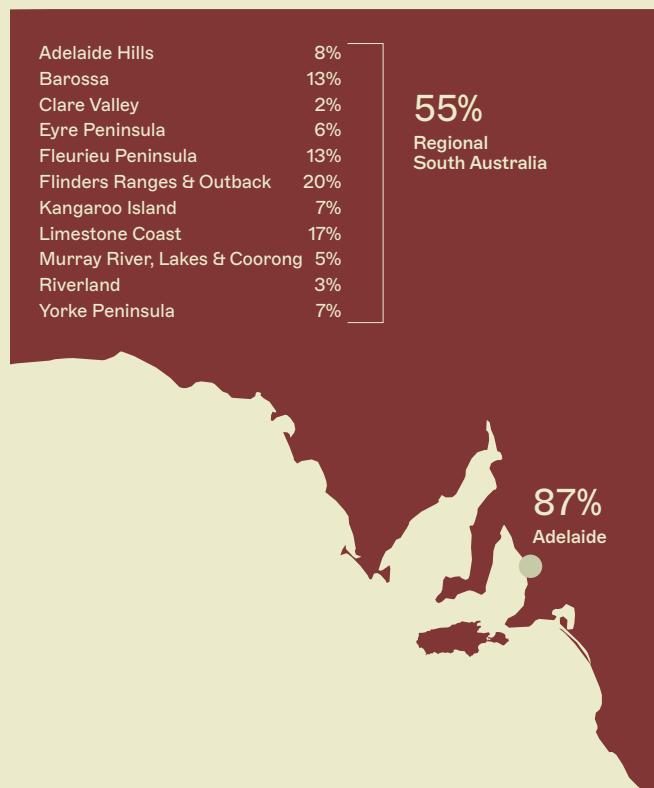


MARKET INSIGHTS

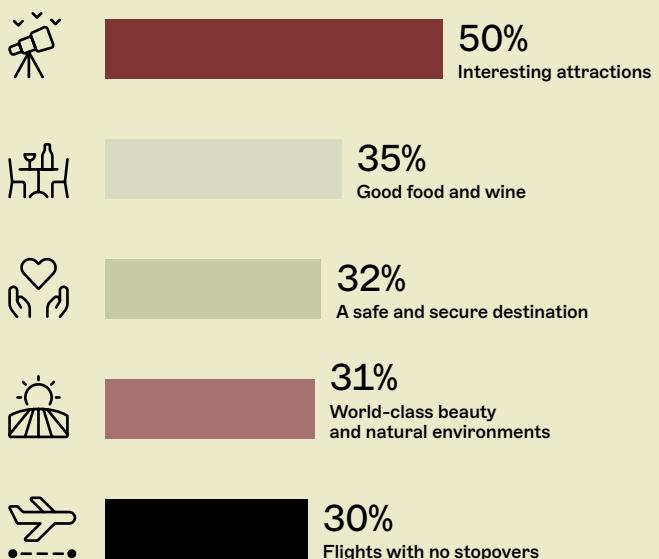
- The South Australian Tourism Commission (SATC) invests in consumer demand-driving activity in New Zealand via TV on demand, digital, out-of-home (billboard) and PR platforms. Targeted media placements drive visits to southaustralia.com where Kiwis can engage with South Australia content and link to 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*



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%

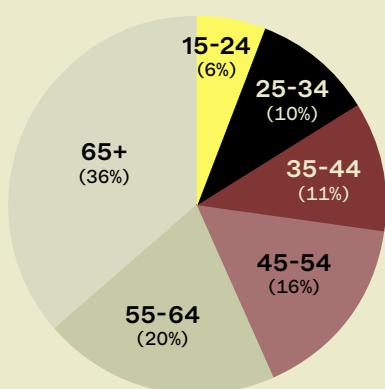
Direct with
Experience Provider



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

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NEW ZEALAND

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Government of South Australia

South Australian Tourism Commission

KEY DISTRIBUTION PARTNERS

LEISURE TRAVEL PARTNERS	TRAVEL BRAND AFFILIATES
Helloworld	Helloworld The Travel Brokers NZ Travel Brokers My Travel Group
House of Travel	House of Travel Travel Advocates Wanderlust Experts
Flight Centre Travel Group	Flight Centre Envoyage Brokers Travel Associates Travel Managers World Travellers
First Travel Group	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

airbnb

Tripadvisor

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.

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