



# CREATING APPEAL FOR HIGH NET WORTH INDIVIDUALS

2021 HNWI Survey Snapshot

Minaret Station, Lake Wānaka



100% PURE  
NEW ZEALAND  
[newzealand.com/luxury](https://www.newzealand.com/luxury)

# RESEARCH OBJECTIVES

- Gain a clear understanding of the tourism drivers of High Net Worth Individuals (HNWI)
- Understand New Zealand's current positioning in the minds of HNWIs
- Uncover any regional differences between HNWIs
- Provide data to support a strategy to target this group

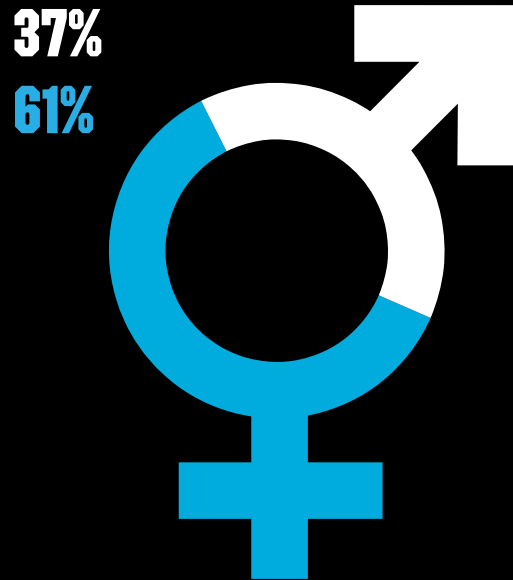
## SURVEY SAMPLE

- 650 HNWI in total
- All with at least US\$1M in investable assets
- Sourced from Europe, North America, Asia Pacific (APAC) and Australia
- All willing to spend US\$850 per night on holiday accommodation

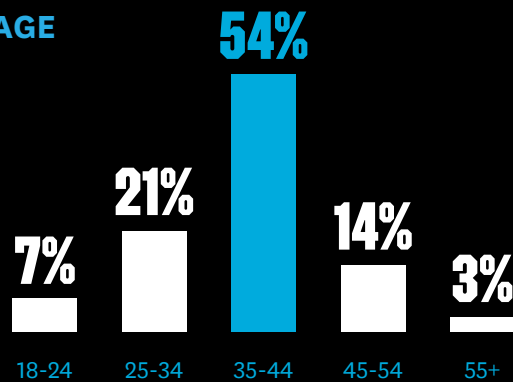


# DEMOGRAPHICS OF SURVEY PARTICIPANTS

## GENDER



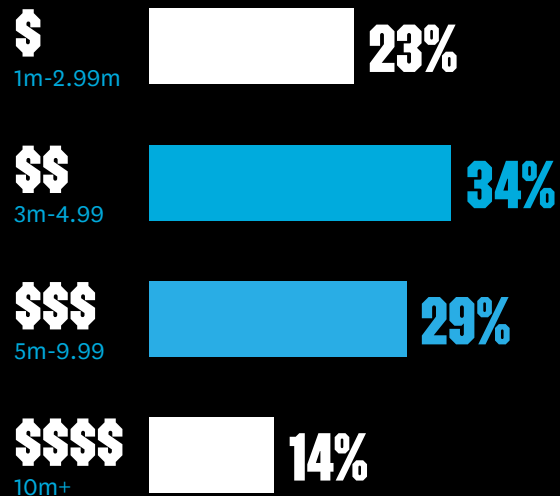
## AGE



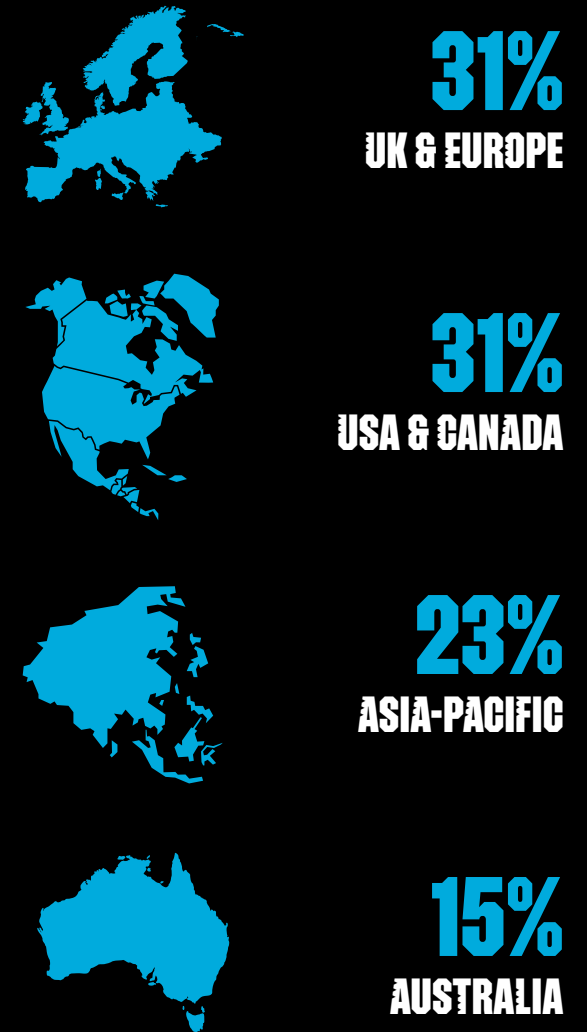
## WORKING STATUS



## INVESTABLE ASSETS



## MARKETS



# HOLIDAY ATTRIBUTES

Strong scores amongst the following measures shows high demands and expectations of HNW consumers.

Note that 'Living like a local' was considered to be especially important when on a travelling holiday.

## IMPORTANT HOLIDAY FEATURES

The following attributes were ranked either 'quite important' or 'very important'.



Getting the best possible quality and service



Experiencing something for the first time



Living like a local (experiencing the places, restaurants and events that residents enjoy)



Making connections with new people or cultures

# ACCOMMODATION PREFERENCE

All luxury accommodation types are highly attractive to HNW consumers.

Hotels and luxury B&Bs have the highest high future consideration rate.

## LIKELIHOOD OF CONSIDERING ACCOMMODATION TYPES IN THE FUTURE

Participants answered 'definitely consider' or 'probably consider'.



Hotel



Luxury B&B



Resort Complex



Private Cabin/Villa



Private Apartment



Luxury Retreat



Luxury Camping



Lodge

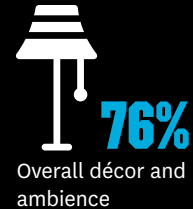
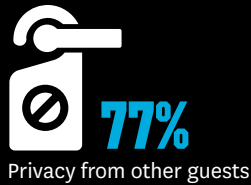
# ACCOMMODATION FEATURES

This audience has high expectations of their accommodation with all features scoring highly.

The most important accommodation features are privacy and décor – needs not seen amongst the general public.

## IMPORTANCE OF GENERAL ACCOMMODATION FEATURES

Participants answered 'quite important' or 'essential'.

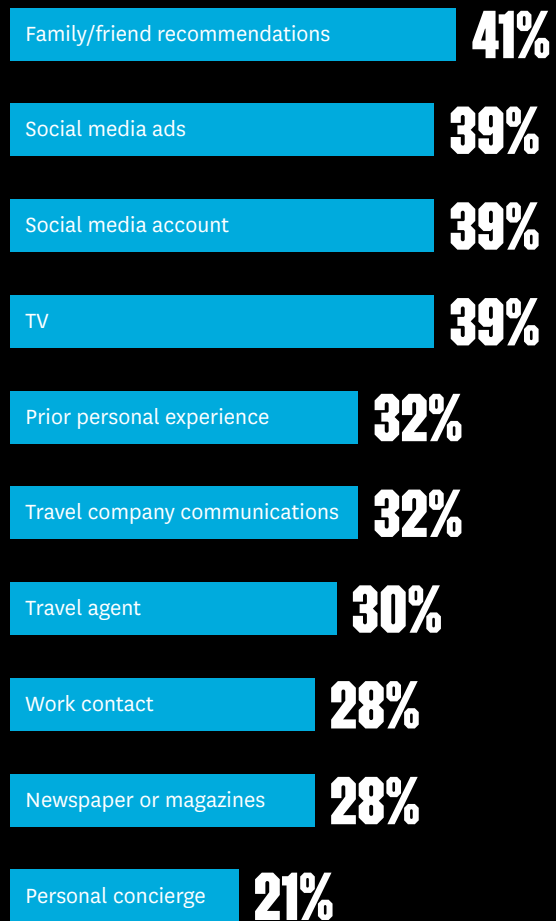


# HOLIDAY INSPIRATION & INFORMATION

Close friends and social media are the key sources of inspiration when looking at potential holiday destinations. TV advertising is also a powerful tool.

When moving from inspiration to planning a trip to New Zealand, the role of the travel professional becomes significant.

## INSPIRATION SOURCES



## INFORMATION SOURCES



65%

Would engage a travel advisor, agent or network to gain information about New Zealand as a holiday destination



63%

Need to know more about New Zealand

## TRUST IN INFORMATION SOURCES



78%

Trust their own online research



76%

Trust word of mouth from friends and family

# KNOWLEDGE AND APPEAL

Two in three of the surveyed HNWI's claimed knowledge about New Zealand as a holiday destination.

Those living in closer proximity to New Zealand (APAC and AUS) are significantly more knowledgeable about New Zealand as a holiday destination and find it more appealing.

Of those who **wouldn't** consider New Zealand in the next 12 months, 63% say they don't know enough about the destination.

## KNOWLEDGE OF NEW ZEALAND



**65%**

Know a lot or a fair amount about New Zealand

## APPEAL OF NEW ZEALAND

**54%**

Find New Zealand appealing



**76%** 

Say New Zealand is the place to be.

**76%** 

Say New Zealand feels safe from COVID-19

## CONSIDERATION



**26%**

score 10 out of 10 to visit in the next three years

## DESTINATION PREFERENCE

Of countries HNWI's would consider visiting in the next 12 months, New Zealand ranks third behind USA and Japan.

**#1** USA **19%** **#2** JAPAN **15%** **#3** NEW ZEALAND **14%**





# LENGTH AND TYPE OF STAY

Typically, HNWIs holiday for longer than the general public. The average length of stay is approximately two weeks with over 40% staying longer.

Travelling holidays and active winter holidays rank high amongst this audience.

## LENGTH OF STAY IN NEW ZEALAND

**40%+**

of HNWIs visit NZ for more than a fortnight vs 20% of the general public

**13**  **DAYS**

Average stay is around 13 days

## TYPES OF HOLIDAY

**#1** 

Ranked destination for traveling holiday/road trip

**#3** 

Ranked destination for active winter holidays



North America are most likely to be interested in a resort/hotel-based holiday



City breaks the type of trip most considered by Australian HNWIs



Beach holidays most highly considered by HNWIs from UK and Europe



APAC are most likely of HNWIs to be interested in an Active winter holiday

# SUMMARY

New Zealand has a positive perception among HNWI's with high appeal and consideration.

New Zealand's strong handling of Covid-19 is cited as a strong reason to consider visiting.

Our focus for 2022, once the borders are re-opened, will be to accelerate the recovery by scaling up high-value conversion across markets and priority audiences.

Engagement with trade is essential for this audience to move through the conversion funnel from inspiration to information gathering.

Style, privacy, relaxation and quality time with loved ones feature high in the desires of HNWI's.

Increasing knowledge and portraying New Zealand as a popular destination will translate to increased consideration.

Encouraging travelling holidays and emphasising proximity to amenities and points of interest will appeal to HNWI travellers and ultimately lead to more visits.



# NGĀ MIHI

Matakauri Lodge, Queenstown



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