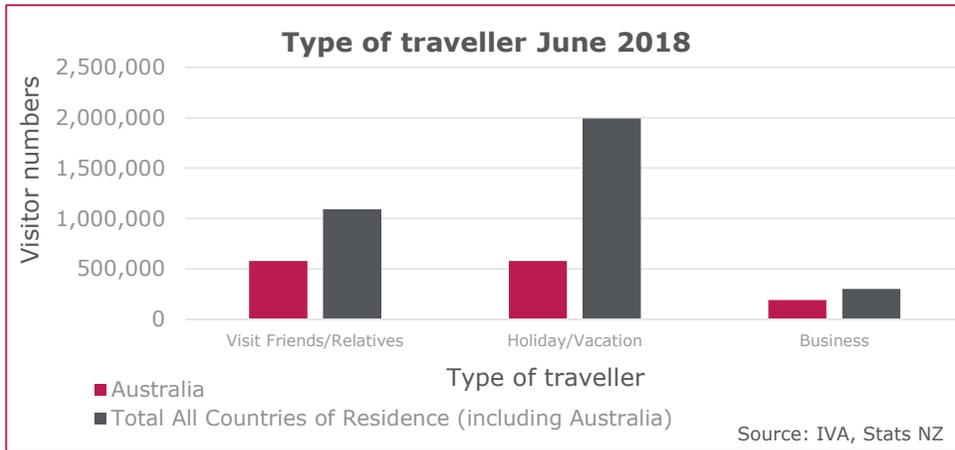
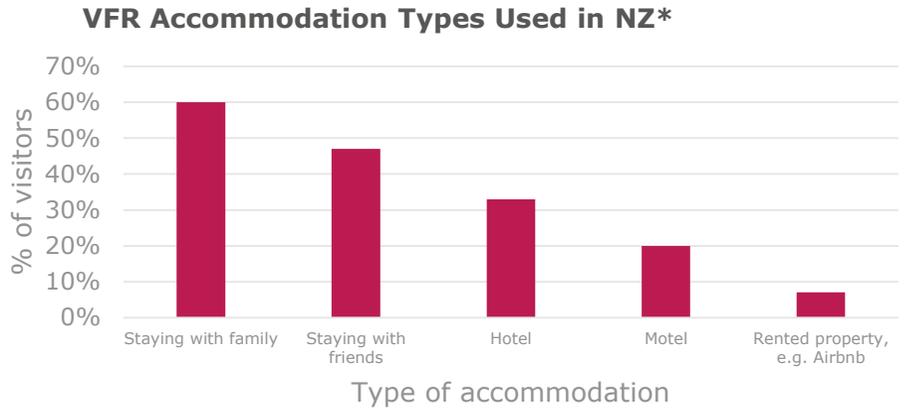


INSIGHT AT A GLANCE - the Australian Visiting Friends and Relatives (VFR) market

An overview of characteristics of the Australian VFR market arriving via Auckland (September 2018).

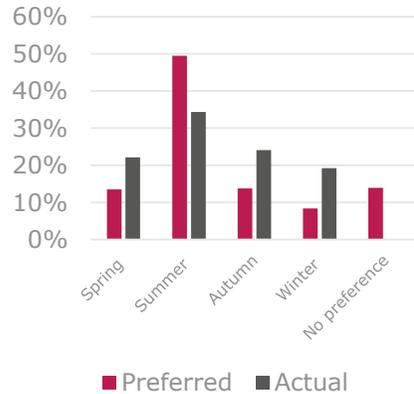


Of all visitors from Australia, 43% are VFR (580,000), with around the same share of holiday visitors (578,640). There is a markedly different mix compared to all visitors to NZ (including Australia), with just under 2 million holidaymakers and just over 1 million arriving for the main purpose of VFR.



60% of VFR visitors from Australia stayed with family and 47% stayed with friends during their trip. VFR visitors from Australia also stayed in a variety of commercial accommodation (33% in hotels and 20% in motels). **Note:** This adds to more than 100% due to multiple accommodation types for each trip.

Australian VFR Season of Visit (Via Auckland)



Australian VFR visitors prefer to visit over the summer season (49%) while 34.4% actually visit over this period. A much smaller number prefer visiting in spring, autumn and winter although Australian VFR arrivals show a much higher proportion actually arrive in the off-season.

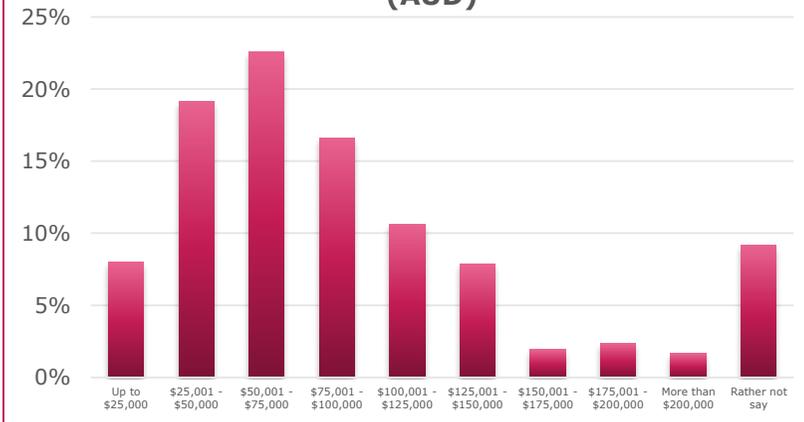
The research also shows:

- 74% of Australian VFR visitors also have the dual purpose of holidaying in New Zealand*.
- Australian VFR visitors spend less (\$221 per person per day)** than holiday visitors (\$346 per person per day)** overall, but Auckland hosts spend an average total of \$460***, which is significant*.
- One third or 8 million Australian residents have friends or family in NZ*.

**Source: MBIE International Visitor Survey, Q4 2015 –Q3 2016

***Source: AIAL-Kantar TNS AKL VFR Host Survey; Base: Hosts, n = 684

Australian VFR personal income level (AUD)*



VFR travellers from Australia have high personal income levels, with 41% earning over \$75,000 p.a (AUD).

Source: * Identifying the potential for the Australia VFR market to grow NZ Tourism (Kantar TNS/ Auckland Airport March-April 2018)