



NORTHLAND REGION

VISITOR PROFILES: HISTORIC SNAPSHOT

JULY 2021 – JUNE 2024

VISITOR PROFILES: BACKGROUND & RESEARCH APPROACH



Background

Angus & Associates is an independent strategic research consultancy specialising in tourism and leisure. Our Visitor Profiles offering is a part of our Visitor Insights programme, designed to monitor perceptions of regional travel destinations and address the needs of various industry stakeholders, including Regional Tourism Organisations and Economic Development Agencies. The Visitor Profiles product provides subscribers with a cost-effective approach to profiling and monitoring recent visitors to their region through a syndicated survey of the domestic and Australian travel markets.

As an introduction to the Visitor Profiles product, this report provides a snapshot from existing survey data collected between July 2021 and June 2024.

Research Approach

The survey is conducted online, including on mobile devices. At least 7,200 New Zealand and Australian travellers participate each year (a monthly sample of n=300 New Zealand and n=300 Australian residents), recruited from an online consumer panel. Participants must be 18 years or older and have travelled overnight in the past 12 months. Quotas based on New Zealand and Australian census data (region of residence, gender, and age) ensure a representative and consistent sample to accurately monitor changes over time.

For more information about this research please contact:

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VISITOR PROFILES: NORTHLAND REGION

NEW ZEALAND TRAVELLERS



70% of New Zealanders travelled domestically in the past year



13% of New Zealanders who travelled domestically in the past year **visited** the Northland region

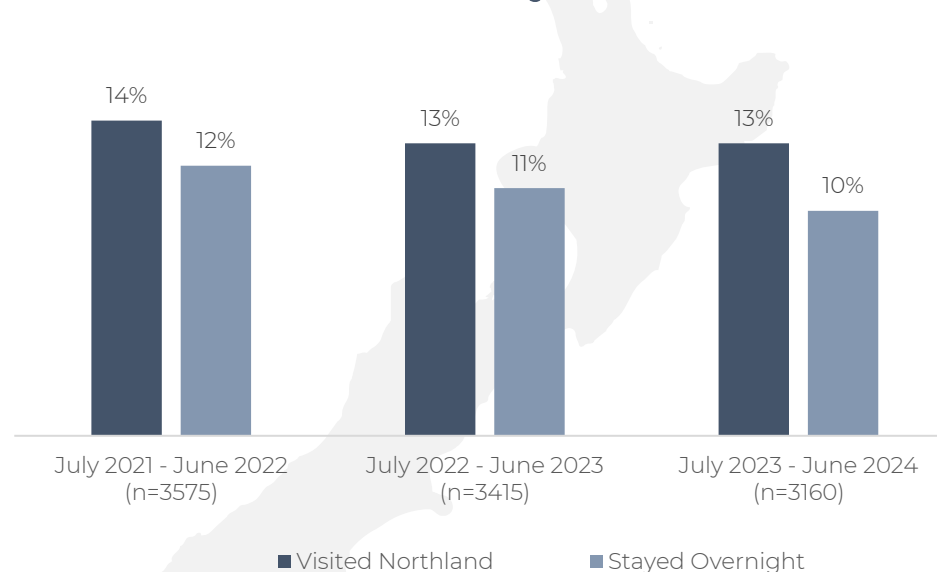


10% of New Zealanders who travelled domestically in the past year **stayed overnight** in the Northland region



The domestic visitor profile for Northland region skews towards male, the younger generation (aged 20-29), NZ Māori, Indians and residents of neighbouring region Auckland, which is also by far the largest source of visitors.

Domestic Travel to Northland Region – Tourism Market Share



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NEW ZEALAND TRAVELLERS



New Zealanders
(Travelled Around Northland Visitors
NZ in P12M)

Gender		
Male	48%	56%
Female	51%	44%
Region of Residence		
North Island (NET)	75%	91%
South Island (NET)	25%	9%
Auckland	32%	63%
Waikato	10%	10%
Bay of Plenty	7%	6%
Tairāwhiti / Gisborne	1%	0%
Manawatū-Whanganui	6%	1%
Hawke's Bay	4%	2%
Wellington (& Wairarapa)	11%	6%
Marlborough	1%	0%
Nelson	1%	0%
Tasman	1%	0%
West Coast	1%	0%
Canterbury	13%	4%
Otago	5%	3%
Southland	2%	1%
Base: July 2021 – June 2024	n=10,150	n=1,330

New Zealanders
(Travelled Around Northland Visitors
NZ in P12M)

Age		
18–19 years	4%	4%
20–29 years	18%	20%
30–39 years	17%	17%
40–49 years	17%	15%
50–59 years	17%	15%
60–69 years	13%	13%
70+ years	15%	16%
Ethnicity		
New Zealand European	70%	70%
New Zealand Māori	11%	13%
Indian	5%	6%
Chinese	4%	2%
Pacific Islander	3%	3%
Australian	2%	2%
Other (NET)	17%	16%
Household Composition		
Children living in household	35%	35%
- Children aged under 5 years	11%	11%
- Children aged 5 -14 years	18%	18%
- Children aged 15 years or older	13%	13%
Base: July 2021 – June 2024	n=10,150	n=1,330

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AUSTRALIAN TRAVELLERS



11%

of Australian travellers surveyed had travelled to New Zealand in the past 12 months



21% of Australians who travelled to New Zealand in the past year **visited** the Northland region

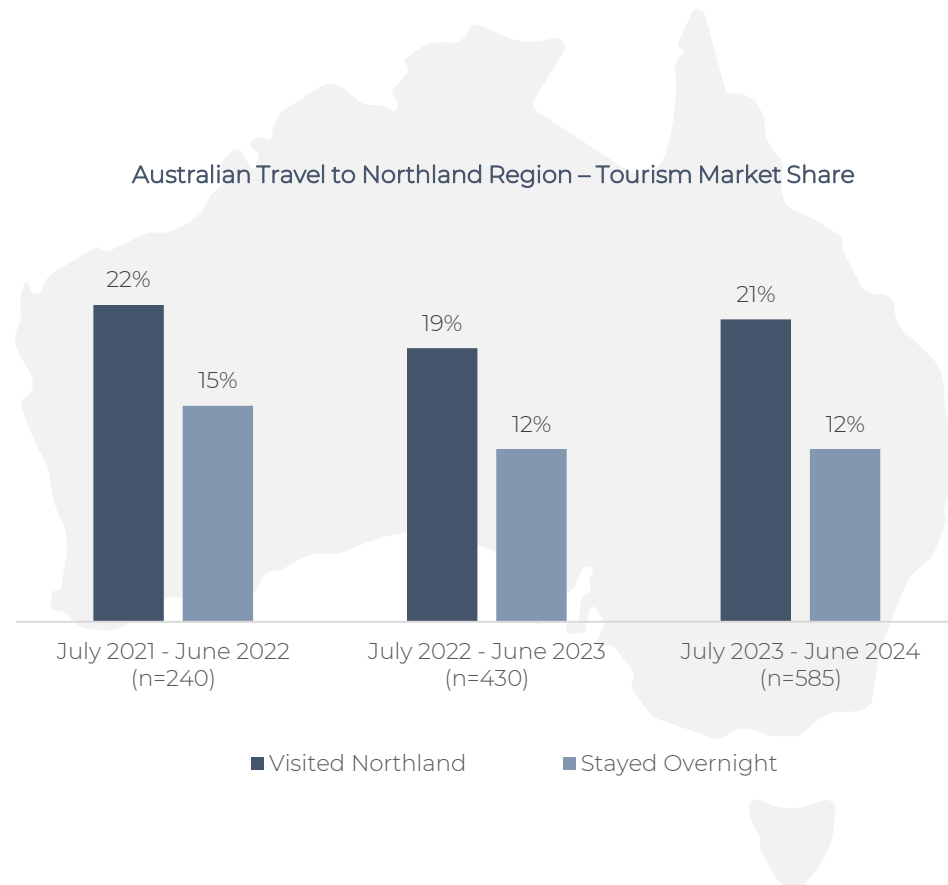


12% of Australians who travelled to New Zealand in the past year **stayed overnight** in the Northland region



Northland attracts a significant number of Australian visitors. The Australian visitor profile for the Northland region skews towards older adults (aged 70+) and families with children aged 5 -14 years. NSW is the largest source of visitors.

Australian Travel to Northland Region – Tourism Market Share



Base: Australians who have travelled to NZ in Past 12 Months

VISITOR PROFILES: NORTHLAND REGION

AUSTRALIAN TRAVELLERS



	Australians (Travelled to NZ in P12M)	Northland Visitors
Gender		
Male	57%	59%
Female	43%	41%
Age		
18–19 years	4%	4%
20–29 years	25%	29%
30–39 years	25%	23%
40–49 years	19%	15%
50–59 years	11%	10%
60–69 years	8%	8%
70+ years	8%	11%
Region of Residence		
Australian Capital Territory	2%	5%
New South Wales	34%	36%
Northern Territory	1%	0%
Queensland	18%	19%
South Australia	5%	6%
Tasmania	2%	2%
Victoria	27%	22%
Western Australia	10%	10%
Base: July 2021 – June 2024	n=1,255	n=254

	Australians (Travelled to NZ in P12M)	Northland Visitors
Ethnicity		
Australian	77%	81%
Indian	3%	4%
Chinese	3%	5%
New Zealand European	9%	4%
Indigenous Australian/ Torres Strait Islander	2%	3%
Middle Eastern	1%	0%
Other (NET)	14%	11%
Household Composition		
Children living in household	44%	46%
- Children aged under 5 years	14%	16%
- Children aged 5 -14 years	26%	32%
- Children aged 15 years or older	15%	11%
Base: July 2021 – June 2024	n=1,255	n=254

