

# New Zealand

As part of the [ACT Government’s Tourism 2030 \(T2030\) strategy](#), New Zealand is identified as a key market of focus. The T2030 predicts international overnight expenditure in the ACT has the potential to reach \$1.4 billion by 2030.

## NZ visitors arriving to the ACT for leisure (holiday & VFR)

Year ending Dec 2023



## Planning & booking behaviours of NZ travellers

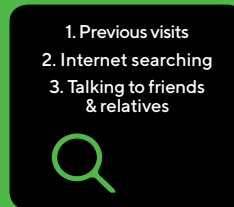
### PLANNING & BOOKING



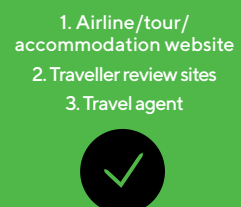
### PEAK TRAVEL PERIOD



### SOURCES FOR PLANNING



### SOURCES FOR BOOKING



## Top tourism experiences for NZ travellers

Tourism Australia’s Future of Demand research measures experiences which most motivate travellers when choosing a destination. From 140 experiences, the following (which align with Canberra’s offering) feature in the top 20 for travellers from NZ:



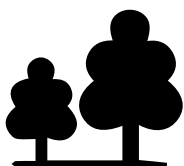
## Top Canberra experiences for NZ travellers

VisitCanberra’s research shows the following top five Canberra experiences appeal to travellers from NZ:



### LOCAL CUISINES & PRODUCE

Canberra is paradise for foodies offering a truly eclectic mix of dining styles, cuisines and experiences.



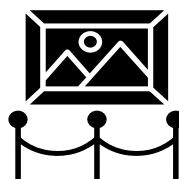
### OUTDOORS & NATURE

Canberra is a nature-lovers dream with natural beauty surrounding the city-centre.



### UNIQUE ACCOMMODATION

Glamping under the stars in a vineyard, slumbering near lions or sinking into luxe surrounds in the CBD – Canberra is full of unique accommodation that’ll make your holiday extra memorable!



### ARTS & CULTURE

An ever-changing line up of blockbuster exhibitions on display seasonally, the works of local and Australian artists on display year-round and exclusive behind-the-scenes tours.



### FAMILY-FRIENDLY ACTIVITIES

From nature themed playgrounds to attractions made for children, Canberra is the ultimate family-friendly destination.

## VisitCanberra’s key messages in NZ

“Canberra.  
A different kind  
of capital.”

“There’s more  
to discover in  
Australia’s capital  
city. Don’t miss  
out.”

“Extend your  
next Australian  
holiday in  
the capital,  
Canberra.”

## VisitCanberra’s activities in NZ



### Get involved

- **Sharing your news:** tell us about your new experiences that can be pitched to media and PR agencies or shared through our content.
- **Supporting famil visits:** gain exposure through trade or media familis by providing your experience free-of-charge or at a discounted rate.
- **Getting trade ready:** use our support programs to learn more about promoting and selling your product through trade partners, connect with the Australian Tourism Export Council and access their training library, and become involved in VisitCanberra trade engagement events and programs.
- **Attend Destination Canberra:** VisitCanberra holds an annual conference for the tourism industry. Join us for a day of inspirational presentations, practical learnings, and the opportunity to collaborate with your peers.

### Further resources

- [VisitCanberra’s calendar of upcoming international marketing and trade engagement activity](#)
- [Future of Demand Market Snapshots](#)
- [High Yield Traveller Profile for New Zealand](#)

For more information and contacts

[DOWNLOAD THE WORKING WITH VISITCANBERRA GUIDE](#)