

#TravelWithVisa

Unlock more of New Zealand
with Visa

**New Zealand Destination Guide
June 2023**

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TRAVEL INTENTIONS

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The change in travel intent

Asia Pacific (AP) travel industry recovery is rapidly underway and is expected to be the first region to recover to pre-pandemic levels by 2023¹. In the current environment, travelers are looking for memorable and seamless travel experiences but being mindful of their budget parameters.

Travel intention themes:²



Travel interest continues to rise

Pandemic life triggered a pent-up energy to take a break and fulfill social needs after being stuck at home for so long.

With the easing of travel restrictions, more AP consumers are intending to travel, and more AP regions are welcoming international travelers.



Travelers seek to maximise the value of their investment

Travelers are looking to squeeze every ounce of value out of post-pandemic trips, searching for the best deals and experiences to make their money go further.



Travelers opt for cashless payments

The majority of travelers prefer cashless payment with growing interest for contactless payments – an everlasting impact of COVID-19.



Increasing emphasis on holistic wellbeing

AP consumers are looking to travel with an emphasis on caring for their mental health and self-discovery. They are also protecting themselves with vaccinations, insurance and research on travel clinics and health news before embarking on their journey.

WHY NEW ZEALAND?



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Travel Intentions for New Zealand

With New Zealand borders open to international travel and flight capacity forecast to increase over the next 6 months, demand for travel to New Zealand is expected to rebound strongly.

With major events such as the FIFA Women's World Cup 2023™ to be held in New Zealand over July and August this year, this will add further interest and demand.

Travel intent:

According to Visa Global Travel Intentions (GTI) report*, travellers to New Zealand are expecting leisure pursuits and stunning outdoor adventures with top activities including;

1. Outdoor activities such as sightseeing and hiking mountains
2. Shopping and visiting malls
3. Local cultural food experiences at cafes and restaurants
4. Visiting unique cultural landmarks such as cathedrals

Desired Tourism Experiences for Travelers to New Zealand*:

With New Zealand's excellent local cuisine, modern shopping options and vast natural wonders and wildlife, **New Zealand meets a lot of the attributes that travelers are looking for in their next holiday.**



Outdoor activities



Shopping



Dining Out

Did you know?***

- International visitor arrivals have increased by 722% in the last year due to border re-openings. This is 65% of pre-pandemic levels.
- Visitors spend an average of NZD \$3.4K per trip.
- The average length of stay in New Zealand is approximately 15 days
- For 30% of Australians and 20% of Americans, New Zealand is their preferred next holiday destination

** Source: Tourism New Zealand Tourism Data, [Tourism New Zealand](#) & [Australia](#) & [USA](#) consumer profiles.

* Internal reference: [GTI New Zealand Inbound report](#)

NEW ZEALAND'S KEY ATTRACTIONS

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New Zealand's Key Attractions

From New Zealand's untamed wilderness to rich cultural experiences, here are a few of New Zealand's greatest attractions which will be appealing to visitors from international markets.

Unique nature and wildlife



New Zealand's natural wonders are sure to impress with ancient forests and stunning coastlines.

From mesmerizing glow worms to awe-inspiring whales, it's easy to get close to New Zealand's unique creatures.

[Discover NZ's nature and wildlife](#)

Gourmet food and wine



Incredible seasonal produce, fresh seafood, and world-renowned wine and craft beer.

Each region of New Zealand offers foodies unique dining and entertainment experiences with the views to match.

[Discover NZ's food and wine](#)

Adrenaline adventures



Home of adventure tourism, New Zealand offers many thrilling one-of-a-kind experiences.

From kayaking and skiing, to canyoning and mountain biking, New Zealand's landscape has something for everyone.

[Discover NZ's adventures](#)

Ancient culture



Māori culture is an integral part of life in Aotearoa, New Zealand.

Make the connections between New Zealand's past, present and future by embarking on guided experiences to understand its rich culture.

[Discover NZ's ancient culture](#)

VISA TRAVEL OFFERS FOR NEW ZEALAND



Spotlight: Visa Wellington on a Plate



Travel Booking Sites



Transport & Logistics



Adventures & Experiences



Tours & Sightseeing



Coming Soon: Airport Shopping





Spotlight – Visa Wellington on a Plate



Visa is the Headline Sponsor and Exclusive Payment Partner of Visa Wellington on a Plate, a partnership spanning 14 years.

Discover why Wellington is known as a culinary capital in Asia Pacific, as chefs go next level with exclusive dishes and special menus from hundreds of participating restaurants, cafes, bars and food trucks. Each year, Visa Wellington on a Plate serves up a new festival theme to inspire participating venues and event organisers to create an exciting and unique programme. In 2023, Visa Wellington on a Plate consists of two events:

5-21 May – Dine Wellington and Cocktail Wellington

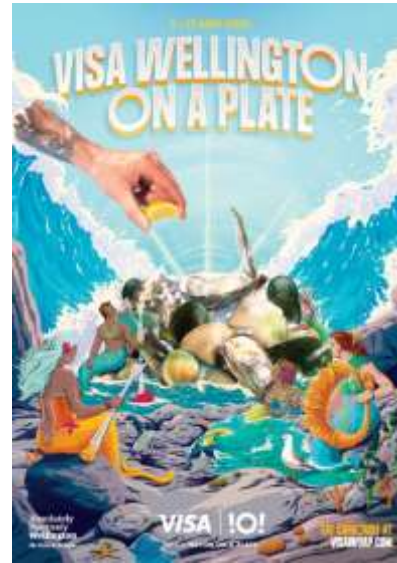
A 2-week festival featuring unique cocktail and dining Festival Events and Pop Ups.

11-27 August – Burger Wellington

Presented by Garage Project, more than 200 burgers will be on offer as everyone from the humble convenience store to high-end hotels vie for the coveted title of the ultimate burger.

Leverage Visa’s partnership with Wellington on a Plate to create unique campaigns promoting travel to New Zealand

Exclusive programs and packages can be customized for to create premium Visa Cardholder experiences and events in the 2024 program. Speak to your Visa representative for more information.



Travel Booking Sites

Booking.com

Get up to 10% cashback on accommodation bookings at Booking.com when you pay with Visa.

Create your ultimate Australian travel adventure by planning your accommodation through Booking.com

How to redeem:

- Step 1: Create a Booking.com account
- Step 2: Choose an accommodation with a cashback badge
- Step 3: Book and pay with a valid Visa card

Available for all Visa cardholders.

Validity Date: Book and stay until 31 December 2024

Offer ID*: [146337](#)



Other offers

Operator		Offer	Details	Offer ID*
	Agoda	Save 10% / 8%	Get 10% cashback on domestic hotel bookings. Get 8% cashback on international hotel bookings.	150987
	IHG	Save 15%	15% off domestic and international stays	150837
	Hotels.com	Save 8%	8% off accommodation. Book until 31 December 2022 and stay until 31 March 2023	110886



* Please see individual VMORC IDs for offer terms and conditions.

Transport & Logistics

Hertz

10% cashback on car rentals

- Self-drive rentals (with minimum 1 day rental)
- Self-drive rentals and One Complimentary Rental Day (with minimum 6 or more days' rental)
- Self-drive rentals and additional 10% (with minimum 6 or more days' rental)
- Self-drive rentals and Free One Car Class Upgrade (with minimum 5 or more days' rental)

Discount varies by market.

Available for all Visa cardholders.

Validity Date: Book and pick up until 31 December 2023

Offer ID*: [115137](#)



* Access all Visa offers in the Merchant Offer Resource Centre (VMORC) through Visa Online - please contact your Visa representative for instructions to access Visa Online. Please see individual VMORC IDs for offer terms and conditions.



Other offers

Operator	Offer	Details	Offer ID*
 Rentalcars.com	Save 10%	Get 10% cashback on car rentals. Book and pick up until 31 December 2026.	147997
 QEEQ	Save 6%	Get 6% off car rental coupons or 25% off a Diamond membership coupon until 31 December 2023.	153016
 Jucy	Save 10%	Get 10% cashback on the daily rate of JUCY Car and Campervan rentals. Pick up and return by 1 October 2023.	151163
 TravelSIM	Save 15%	Purchase an international eSIM and get 15% off.	151142



Adventures & Experiences



20% off New Zealand experiences

Spend NZD\$100 (USD\$56) and get NZD\$20 (USD\$11) cashback

Bookme is your source for fun activities, experiences, attractions and tours across New Zealand. You could:

- **Take to the skies** – Get a bird's eye view with a scenic flight across the Fox Glacier.
- **Take to the water** – Experience a Bay of Islands sailing adventure or embark on a whale watching tour.
- **Take to the road** – Go on a horse trek on Waiheke Island or hire a bike to explore Lake Wanaka.

Available for all Visa cardholders.

Validity Date: Available until 31 December 2023.

Offer ID*: [152590](#)



Other offers

Operator	Offer	Details	Offer ID*
 RedBalloon	Save 10%	Spend \$250 AUD (\$160 USD) and get AU\$25 (\$16 USD) cashback. Available until 1 March 2024.	153541
	Milford Sound Tour	A full-day small group tour to Milford Sound from Queenstown with a sightseeing cruise. Available until 30 June 2024.	153681
	Otago Peninsula Penguin Viewing	A 90-minute evening educational tour to see hundreds of little blue penguins return to roost. Available until 30 June 2024.	153677
	Lord of the Rings 4WD Tour, Queenstown	A half-day Wakatipu Basin 4-wheel drive tour visiting prime filming locations from The Lord of the Rings. Available until 30 June 2024.	153679
	Walking Tour, Auckland	Experience Auckland's hidden gems on a walking tour with personalized attention. Available until 30 June 2024.	153675



* Please see individual VMORC IDs for offer terms and conditions.

Tours & Sightseeing



Get 10% off a Hobbiton Movie Set Experience

Go on a Hobbiton tour from Auckland to two of New Zealand's most magical sites. The tour includes:

- A scenic drive through New Zealand's North Island aboard a luxury coach.
- A boat ride to the Glowworm Grotto during an underground boat ride on the Waitomo River.
- A delicious lunch at the Green Dragon Inn.
- Explore the Hobbiton Movie set, where parts of The Lord of the Rings movies were filmed and have your photo taken in front of hobbit holes, home to Bilbo Baggins.

Available for all Visa cardholders.

Validity Date: Available until 30 June 2024.

Offer ID*: [153674](#)



* Please see individual VMORC IDs for offer terms and conditions.



Other offers

Operator	Offer	Details	Offer ID*
	Speight Brewery, Dunedin	Save 10%	Get 10% off a Speight Brewery Small Group Guided Tour. Available until 30 June 2024. 153678
	City Tour & Wine Tasting, Auckland	Save 10%	Morning sightseeing tour with a winery lunch and afternoon wine tasting. Available until 30 June 2024. 153676
	Museum of New Zealand Guided Tour	Save 10%	A 60-minute small group guided tour at the Museum of New Zealand Te Papa Tongarewa. Available until 30 June 2024. 153684
	Gibbston Valley Wine Tour, Queestown	Save 10%	A guided cellar tour in the comfort of a luxury Mercedes van, for tastings of Gibbston Valley wines. Available until 30 June 2024. 153680
	Private city tour, Wellington	Save 10%	A private half-day tour of the capital's highlights, in a comfortable air-conditioned vehicle. Available until 30 June 2024. 153685

PROMOTIONAL TERRITORIES & VISA MARKETING SERVICES



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End-to-end Travel Experiences

Bundling several of the offers*, you can provide their customers with a great value travel package.

For example:



Getting Started

The Visa cardholder has started planning their dream trip to New Zealand.

- They use the **Booking.com** offer to arrange their flights to New Zealand.
- With the **IHG Hotels & Resorts** offer, they book at the Intercontinental Auckland hotel for a perfect place to start their NZ adventure.



Finalising the itinerary

The trip is getting closer, and it's time to book those final trip elements.

- They decide that a roadtrip is in order through the South Island, so they book a custom campervan through **Jucy**.
- Sharing their adventures and being contactable through their trip is important, so they organize a Pre-paid eSIM for their mobile phone with **TravelSim**.



Memorable Experiences

Our traveler has arrived in New Zealand and can't wait to explore.

- They enjoy a foodie weekend in Wellington, enjoying one-of-a-kind dining experiences through **Visa Wellington on a Plate**.
- After a quick flight to Queenstown, they seek out some adrenaline experiences during their roadtrip, including a whitewater rafting tour through **Bookme**.

Promotional Territories

Three opportunities to position New Zealand as a key travel destination.



FIFA Women's World Cup 2023™

Visa is the worldwide partner for the FIFA Women's World Cup 2023™. This is the first time the event is being held in the southern hemisphere, with games being played across 9 cities in New Zealand and Australia.

With significant growth of popularity in Women's Football, Visa customers will be looking for unique travel experiences to compliment their journey to the tournament as they explore New Zealand.



Visa Wellington on a Plate

As the largest culinary event in the southern hemisphere, Visa Wellington on a Plate has a program of over 100 ticketed festival events and 250 participating restaurants.

With two events in May and August, celebrating the incredible range of talent and produce that New Zealand has to offer, Visa Wellington on a Plate offers a great opportunity to tap into a key consumer passion point of food and wine, centred around connection.



Easy Contactless Payments

Travelers are looking for safe and seamless payment experiences when they travel. Contactless payments are protected by multiple layers of security and accepted by over 74% of merchants across New Zealand.

Visa customers can tap to pay with their contactless credit or debit card, or a variety of payment-enabled devices such as mobile phones and smart watches all over New Zealand where they see the contactless icon.



New Zealand Travel Planning

Ready to inspire your cardholders to promote New Zealand as an ideal cross-border travel destination?

Contact your Visa Representative to understand how Visa Marketing Services can help you create a unique travel strategy.

Visa Marketing Services

Research and Insights

Access to Visa's proprietary research and insights, including our Global Travel Insights. Visa's research experts can also conduct custom payments research projects.

Marketing Advisory

Access to Visa's Marketing experts to advise or develop marketing communication strategies to stimulate outbound travel.

Creative Services

Specialist cards and payments creative design and production services.

Campaign Development and Execution

Services include campaign concept development, creative design and production, media strategy planning and buying, and campaign management.

Sponsorship and Partnerships

Access to Visa's sponsorship assets, providing unique experiences and/or compelling offers for Visa customers.

Additional unique assets available to Visa Clients

Customised Programs – Visa Wellington on a Plate

- Partner with Visa Wellington on a Plate and local tourism partners to create exclusive dining travel experiences or premium events.

Image Sourcing

- Visa Marketing can source unique imagery from key New Zealand tourism bodies, highlighting the cities and regions of New Zealand most popular for your customers.
- Custom imagery from participating Merchant Offer partners (in addition to what is available in Visa Online) also available on request.

**Thank
you**