

# ARGENTINA

Market information about our  
Visitors and our Active Considerers

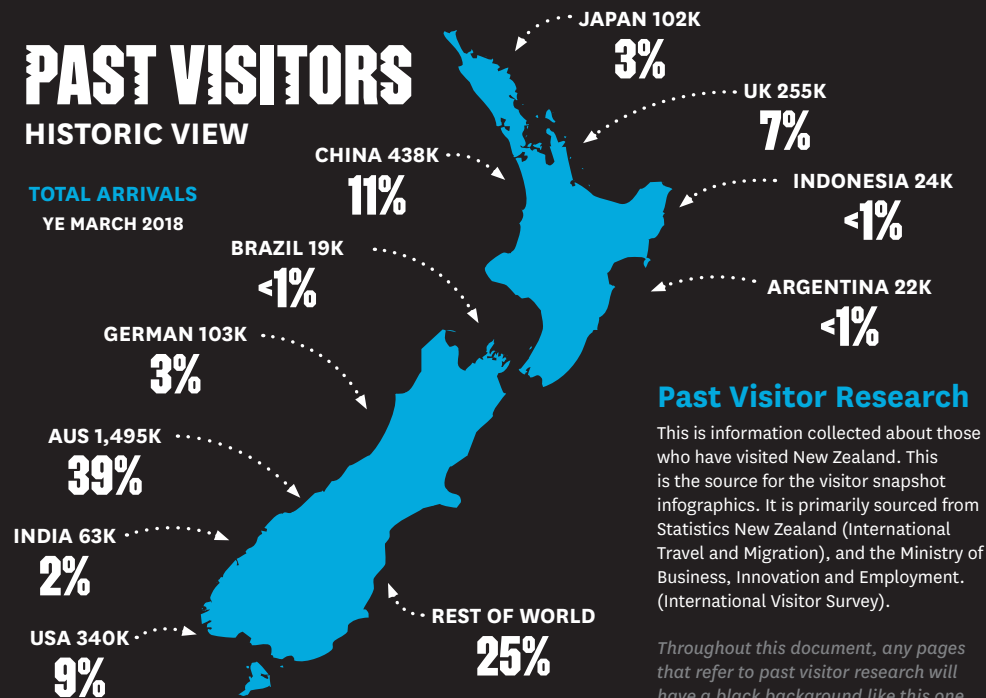




# PAST VISITORS

## HISTORIC VIEW

TOTAL ARRIVALS  
YE MARCH 2018



### Past Visitor Research

This is information collected about those who have visited New Zealand. This is the source for the visitor snapshot infographics. It is primarily sourced from Statistics New Zealand (International Travel and Migration), and the Ministry of Business, Innovation and Employment. (International Visitor Survey).

Throughout this document, any pages that refer to past visitor research will have a black background like this one.



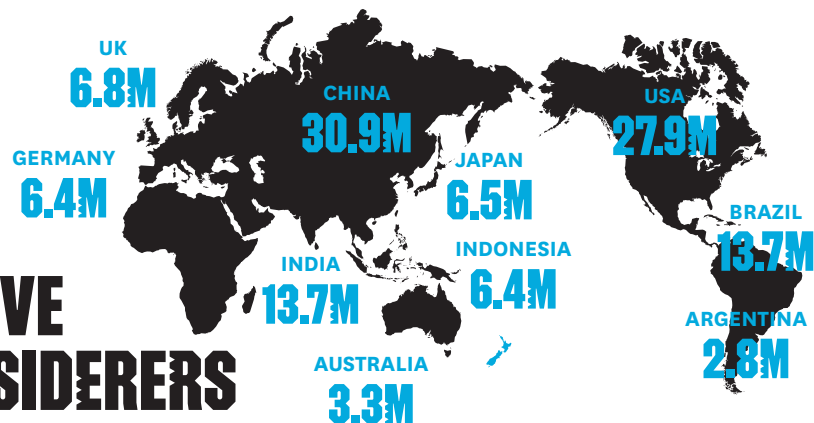
# ARGENTINA

## PAST VISITORS

Visitor numbers from Argentina have seen extraordinary growth since the commencement of a nonstop air service in late 2015

# ACTIVE CONSIDERERS

## FUTURE VIEW



### Active Considerer Research

An Active Considerer is someone who is considering coming to New Zealand for their next holiday, and New Zealand is one of their top five destinations they would most like to visit. Tourism New Zealand commissions ongoing research (Kantar TNS), to understand who these people are, and what their motivations and barriers are; this research is the key information source for understanding our future visitors. To ensure we gather information from a relevant audience in the Emerging Markets, we only survey those respondents that are in a higher socio-economic position.

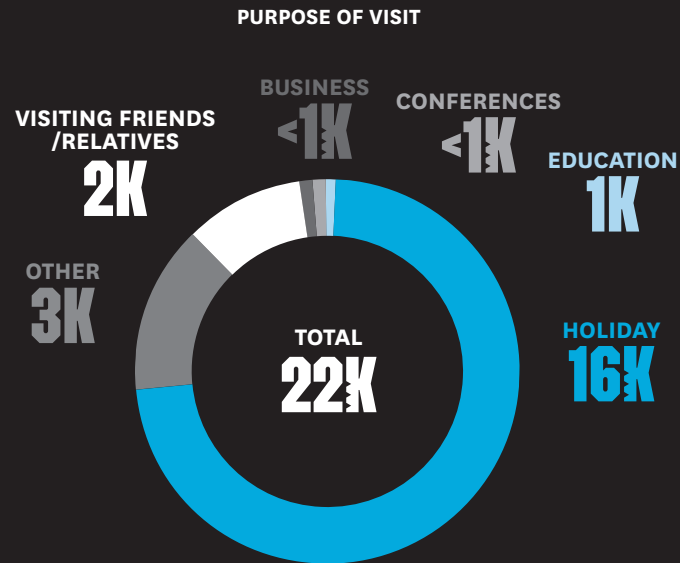
Throughout this document, any pages that refer to Active Considerer research will have a white background like this one.



# ARGENTINA

## VISITOR SNAPSHOT

Argentina has quickly grown to 22K total arrivals, 16K being holiday arrivals



### AVERAGE LENGTH OF STAY



HOLIDAY STAY  
DAYS 247k

TOTAL STAY  
DAYS 461k

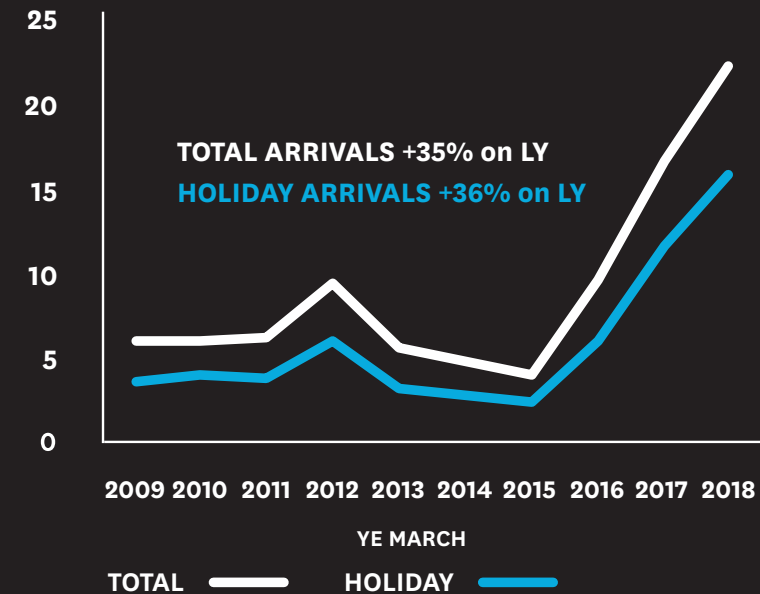
SOURCES: STATISTICS NEW ZEALAND INTERNATIONAL TRAVEL AND MIGRATION



## VISITOR GROWTH TREND

Argentina arrivals have maintained strong growth each year since nonstop flights started in late 2015

### ARGENTINA ARRIVALS (000)



# ARGENTINA

## VISITOR PROFILE

Independent Professionals are the largest segment, and Argentina has a relatively high portion of youth visitors compared to other emerging markets

### AGE PROFILE OF HOLIDAY VISITORS



**12%**

**YOUTH**  
Ages 18-24



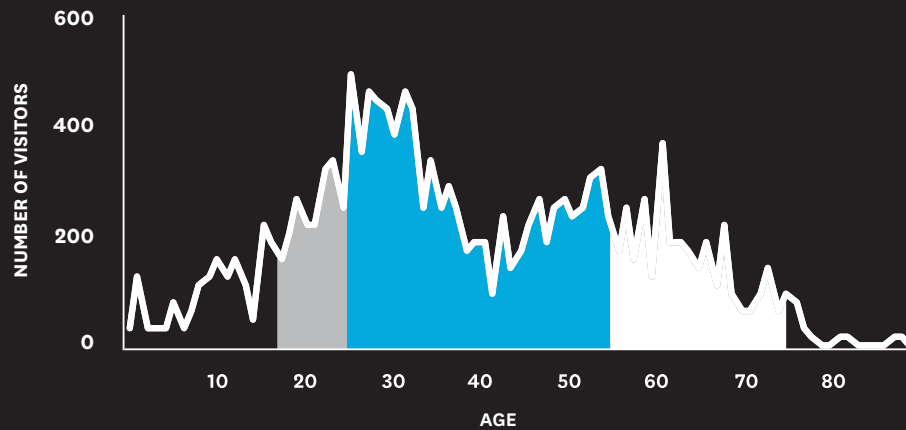
**55%**

**INDEPENDENT PROFESSIONALS**  
Ages 25-54



**20%**

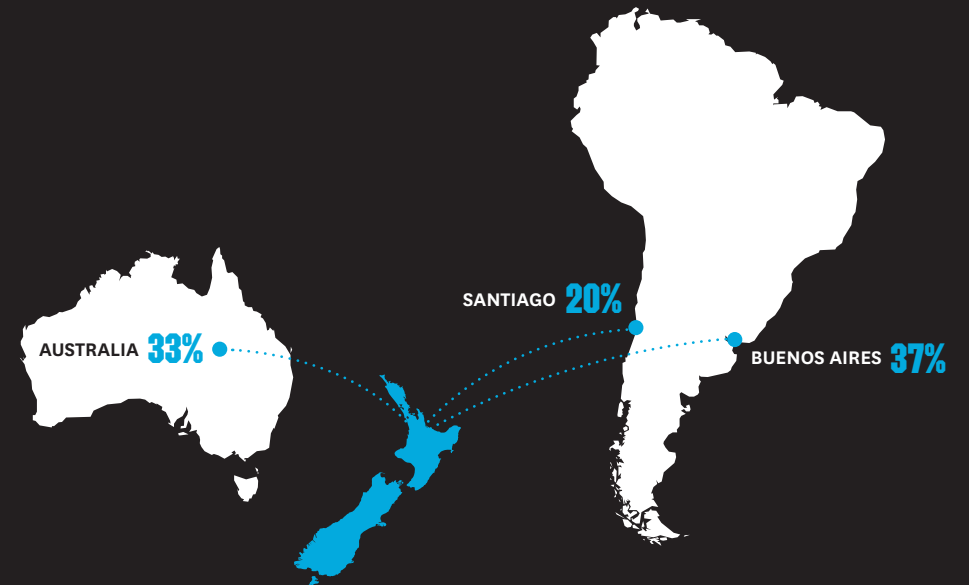
**ACTIVE BOOMERS**  
Ages 55-74



## VISITOR ROUTES

While nonstop flights to New Zealand are available, many visitors still come via Australia

### A THIRD OF ARGENTINA ARRIVALS STILL COME VIA AUSTRALIA





# ARGENTINA

## VISITOR TRAVEL SEASONS

Like its neighbour Brazil, Argentina arrivals skew toward summer months

### HOLIDAY VISITOR ARRIVALS BY SEASON



ARRIVE IN  
SUMMER

**45%**



ARRIVE IN  
AUTUMN

**22%**



ARRIVE IN  
WINTER

**12%**

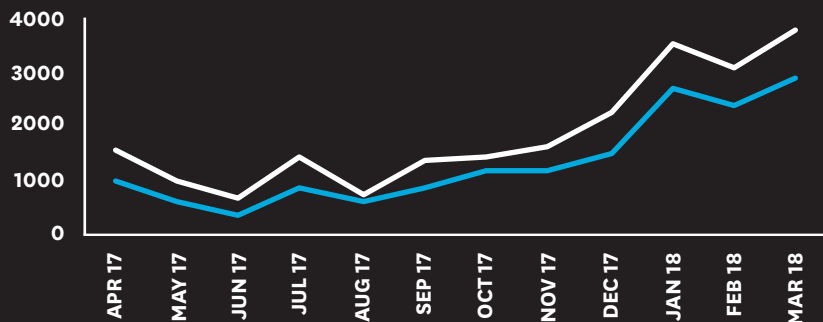


ARRIVE IN  
SPRING

**22%**

### MONTH OF ARRIVAL

— TOTAL — HOLIDAY



# ARGENTINA

## ACTIVE CONSIDERERS

Active Considerers are what we call our target audience. These people are aged 18-74, they are classified as being in a higher socio economic position, they are aware of New Zealand, and it is a preferred destination to visit for a holiday in the next three years. They also indicate that they are prepared to spend USD 2500 per person on their holiday.

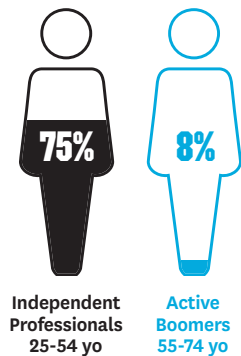


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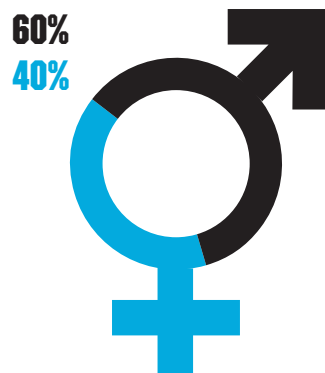
## ACTIVE CONSIDERER PROFILE

Argentinian Active Considerers = 2.8m

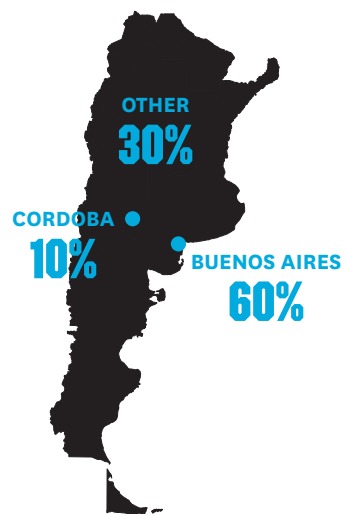
### MOST ACTIVE CONSIDERERS ARE INDEPENDENT PROFESSIONALS



### GENDER SKEWS MALE



### ACTIVE CONSIDERERS LIVE IN THE FOLLOWING REGIONS



### WHAT DO THEY NEED MORE INFORMATION ABOUT?



#### HOW TO INTERPRET THIS DATA

40% of Active Considerers said they wanted to know more about how easy it is to travel around

## ACTIVE CONSIDERER PROFILE

For our Argentinian Active Considerers, New Zealand is in the competitive set including destinations such as Italy, Australia, Spain, the USA, and France. Our strengths are our clean & unpolluted environment and range of adventure.

### WHAT ARGENTINIANS KNOW US FOR



### MESSAGES WE NEED TO COMMUNICATE MORE

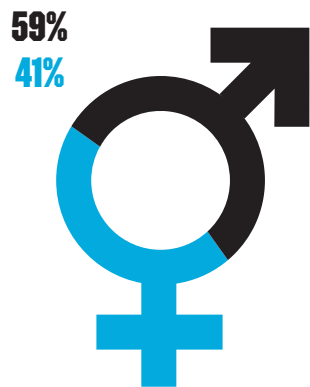


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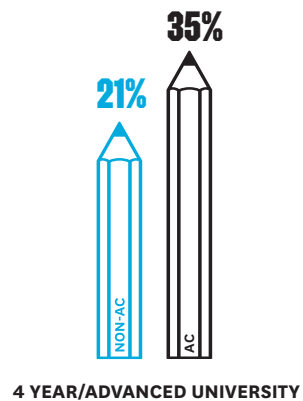
## ACTIVE CONSIDERER INDEPENDENT PROFESSIONAL PROFILE

Independent Professionals are people aged 25-54 years old. They are the largest segment within our Active Considerer target audience, making up 75% of our target audience.

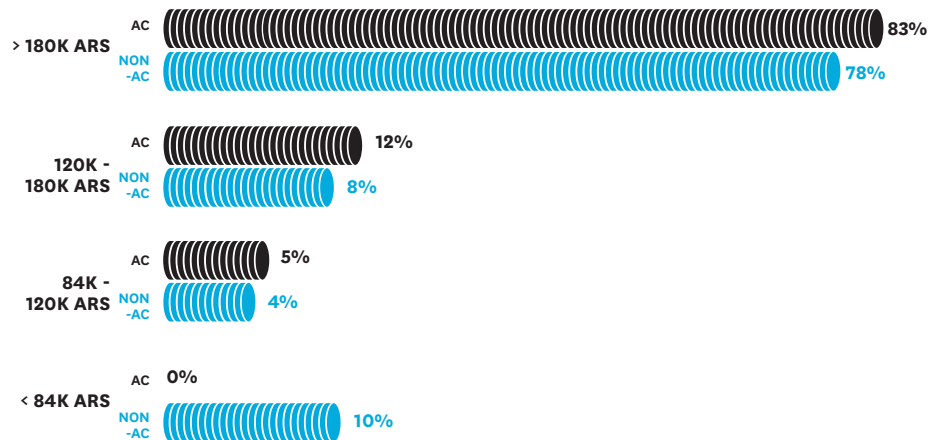
### GENDER SKEWS MALE



### INDEPENDENT PROFESSIONALS ARE MORE LIKELY TO BE TERTIARY QUALIFIED



### INDEPENDENT PROFESSIONALS ARE SLIGHTLY MORE LIKELY TO HAVE HIGHER HOUSEHOLD INCOME



# NOTES



### WHAT DO THEY NEED MORE INFORMATION ABOUT?



### HOW TO INTERPRET THIS DATA

40% of Active Considerers said they wanted to know more about how easy it is to travel around

**100% PURE**  
**NEW ZEALAND**  
[newzealand.com](http://newzealand.com)