

# Biking Insights Guide

Queenstown is world-renowned for having some of the best mountain biking and trail biking in the Southern Hemisphere. Queenstown is home to three lift-assisted parks, world-class jump lines and technical trails, and a well-connected network of maintained trails throughout the region with a variety of trails to suit all levels and styles. Bikers appreciate the range of amenities such as bike rental, transport options and a welcoming bike community. Off-trail experiences, high-profile biking events, food and drink offerings and the unique, natural scenery all elevate Queenstown's biking proposition.

## Queenstown Insights\*

70

Net Promoter  
Score

8.8

Overall  
satisfaction

12%

Participation rate  
(Visitor)

43%

Participation rate  
(Resident)

5.7

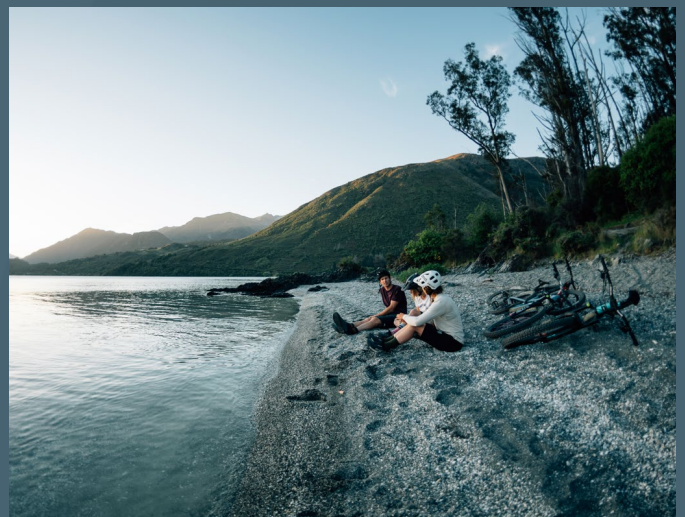
Length of stay (nights) Intend to return in the  
next 12 months

49%

- The biking segment can be split broadly into two types of visitors:
  - **Holiday first.** People who consider the biking offer at a destination, but it's not the key driver for destination selection. They form most of the biking segment and will hire bikes in destination.
  - **Passion first.** People who select the destination due to the biking offering, smaller in numbers but play an important role in building the destination reputation. They often bring their own bikes.
- Largely from New Zealand and Australia.
- Having rental shops/ bike hire/ specialist retail is an important part of the visitor experience.
- Generally, biking visitors are between 30-60 years old, are well-educated and have higher than average earnings.
- Visitors who participate in biking are high spending – on average spending 50% more.

## Global Trends

- Biking's popularity is increasing globally, with rapid growth during the pandemic. The mountain bike market is expected to grow by 10% in the next five years.
- Advancements in bike technology such as e-bikes and frames tailored to specific demographics (such as youth and women) is appealing to a wider audience.
- Travellers seeking "slow travel" are turning to biking as an ideal mode of transportation to explore destinations at a relaxed pace.
- Queenstown has a thriving biking community and a rapidly growing network of trails.



## Find out more

- [Biking Market Development Plan - Destination Queenstown.](#)
- [Queenstown Trails Trust | Queenstown Mountain Bike Club](#)
- [Mountain Biking in Australia](#)

# Walking & Hiking Insights Guide

Queenstown is a spectacular destination for outdoor enthusiasts and nature lovers, with a range of trails catering to all abilities. Queenstown serves as the gateway to three of New Zealand's Great Walks and several national parks, including the renowned UNESCO heritage site Te Wāhipounamu - South West New Zealand, which visitors can explore via a variety of short walks and multi-day hikes. Queenstown also provides infrastructure support, including track transport, Department of Conservation services, lodging, guiding, and fully-inclusive hiking packages.

## Queenstown Insights\*

**69**

Net Promoter  
Score

**8.8**

Overall  
satisfaction

**48%**

Participation rate  
(Visitor)

**58%**

Participation rate  
(Resident)

**4.8**

Length of stay  
(nights)

**58%**

Intend to return in the  
next 12 months

- Hiking visitors often use Queenstown as a base for undertaking their outdoor activities, and frequently return. Over 65% have been to Queenstown at least once before.
- Visitors are mostly from New Zealand, Australia, the UK and North America, as well as Japan, Korea and Germany.
- They are generally younger, between 25-39 years old, as well as strong interest from 50-64-year-olds.
- International travellers who come to NZ for walking and hiking stay longer and spend more than the average visitor: \$4,100 compared to \$3,900 and stay 19 days compared to 16 days.
- 51% of international visitors to New Zealand are interested in short walks (three hours or less). 23% are interested in a day or overnight walk.

## Global Trends

- Visitors are looking for sustainable travel options, leading to a rise in walking and hiking tours that focus on reducing waste, supporting local communities, and minimising environmental impact.
- Visitors looking for immersive experiences in nature are turning to multi-day walking and hiking tours.
- Wellness-focused walking/hiking tours offer complementing yoga, meditation, and spa treatments to enhance health benefits and promote holistic wellness.



## Find out more

- [Walking and Hiking - Special Interest Sectors](#) - Tourism New Zealand
- [Soft adventure motivation: an exploratory study of hiking tourism](#) - Emerald Insight
- [Visitor Research](#) - Department of Conservation
- [Recreation reports and research](#) - Department of Conservation
- [Summer 2021/22 visitor insights report](#) - Department of Conservation



# Golf Insights Guide

Queenstown is New Zealand's premier golf destination. Surrounded by stunning landscapes, Queenstown has eight easily accessible courses including four championship courses. Host destination of the New Zealand Open, Queenstown's temperate climate and long days provide an attractive setting for keen golfers. A variety of off-the-green activities, accommodation and sophisticated food and drink offering enhances Queenstown's golf proposition.

## Queenstown Insights\*

82

Net Promoter Score

8.7

Overall satisfaction

7%

Participation rate (Visitor)

15%

Participation rate (Resident)

6.1

Length of stay (nights)

68%

Intend to return in the next 12 months

- Current estimated daily capacity across the seven facilities: over 450 players in peak season, and over 330 players in shoulder season.
- Typically play between 0.5 and 0.75 rounds per day during their stay.
- Most golf visitors are from New Zealand and the Eastern Seaboard of Australia.
- While smaller in numbers, golf visitors from Asia and North America stay longer and spend more than average international visitors.
- Golfers are generally 60+ years old, but there is popularity in the 20-24 age bracket.
- Spend an estimated 20% of their total expenditure at golf facilities, so upwards of 80% of expenditure is dispersed through the wider visitor economy.
- Restaurants, wineries, and luxury accommodation are all important destination elements that golf visitors seek out.

## Global Trends

- Popularity increased during the pandemic. New Zealand experienced a 9.3% increase vs 2019.
- Golf is becoming more diverse and inclusive, with rising interest from women and youth, as seen in increased club memberships and rounds played.
- Golf is an active-leisure activity that offers visitors the opportunity to experience natural environments which is increasingly being sought out by visitors.
- Due to visitor's time limitations, there are many short format courses being built.



## Find out more

- [Golf Market Development Plan - Destination Queenstown](#)
- [Golf New Zealand | Discover Golf NZ](#)
- [Golf Australia Participation Report - Golf Australia](#)
- [Golf's 2020 Vision: The HSBC Report - HSBC](#)
- [Travel Motives and Golf Tourists: An Exploratory Study - Journal of Tourism Insights](#)



# Ski & Snow Sports Insights Guide

Queenstown is the Southern Hemisphere's most attractive ski and snow sports destination. Four ski areas are within easy access, offering quality snow and diverse terrain. A range of snow activities outside of the ski areas such as heliskiing, snowshoeing and alpine pursuits are available. Several high-profile events take place during the winter months including Winter Pride, Winter Games and Snow Machine. Queenstown's vibrant town centre offers over 150 bars and restaurants, diverse accommodation options, and services including ski rentals and mountain transportation.

## Queenstown Insights\*

66

Net Promoter Score

8.6

Overall satisfaction

24%

Participation rate (Visitor)

53%

Participation rate (Resident)

5.7

Length of stay (nights)

63%

Intend to return in the next 12 months

- The four ski areas have a total estimated daily capacity of 17,000 skiers.
- Most visitors are from New Zealand (largely Auckland and Wellington), and the Eastern Seaboard of Australia (QLD, VIC and NSW).
- Majority of Australians are beginner level (66%).
- Varying range of age profiles – anywhere between 20–54 years old.
- Residents account for one of every five skier days.
- Serviced apartments and short-term holiday rentals become the preferred accommodation type over the ski months.
- Ski/ snowboarding is the number one activity that New Zealanders associate Queenstown with (67%), and number two for Australians (30%).

## Global Trends

- Increased profile and felt impacts of climate change have meant ski resorts are adopting policies and working to reduce their impact on the environment and climate. Visitors are also seeking sustainable travel options in the ski industry.
- Increased diversification in experience offerings such as mountain biking from ski areas.
- Travelers seeking unique experiences, such as ice climbing, snowshoeing and backcountry skiing.
- There is a growing emphasis on diversity and inclusion, specifically making the sport more accessible for all backgrounds and abilities.



## Find out more

- [Ski – Special Interest Sectors](#) - Tourism New Zealand
- [Trend Report: The Evolution of Winter Travellers](#) - Skift
- [Understanding and Quantifying Mountain Tourism](#) - UNTWO
- [How The Ski And Snowboard Industry Is Changing & What Comes Next](#) - Forbes



# Adrenaline Insights Guide

Queenstown has earned global recognition as the "adventure capital of the world" due to its thriving adventure tourism industry. The diverse environment and year-round thrills have attracted adventurers and entrepreneurs, resulting in world-firsts such as commercial jet boating and bungee jumping, and New Zealand's first commercial ski field, rafting, paragliding and skydiving. From high-octane adrenaline to gentle and accessible experiences, Queenstown adventures are inclusive. Queenstown's history and love of adventure continues to shape the vibrant culture, inspiring innovative new ways to challenge and thrill visitors.

## Queenstown Insights\*

83

Net Promoter Score

9.0

Overall satisfaction

17%

Participation rate (Visitor)

4.8

Length of stay (nights)

63%

Intend to return in the next 12 months

- Age profile skews toward a younger demographic – between 20-35 years olds.
- 1 in 3 international visitors to New Zealand take part in an adrenaline activity.
- Adrenaline activities are the third activity association that New Zealanders associate Queenstown with (62%), and the fifth for Australians (27%).
- Strong participation rates from New Zealand, Australia and the UK.
- New Zealanders are increasingly viewing adrenaline travel as an element of adventure travel.
- New Zealand audiences define adventure travel as "getting off the beaten track" and "seeing or doing something new".
- Adventure travellers are motivated by aspects like "recharging the batteries" and "being curious to explore new places".

## Global Trends

- What is viewed as "adrenaline travel" has expanded to include authentic cultural immersion like hiking to remote villages and involvement with philanthropic ventures.
- Travel operators and agents are increasingly offering expertise and curated itineraries for adrenaline travel experiences.
- Solo adrenaline adventures are on the rise, driven by personal growth, self-discovery, and the thrill of pushing limits in unfamiliar environments.
- Women are becoming increasingly interested and involved in adrenaline travel, participating in extreme sports and empowering themselves.



## Find out more

- [Intrepid Adventure Index New Zealand](#) - Intrepid Travel
- [Adventure Travel Trends 2023](#) - Adventure Travel Trade Association
- [State of the Industry Snapshot](#) - Adventure Travel Trade Association
- [Adventure Travel Trade Association](#)



# Food & Drink Insights Guide

Queenstown boasts over 150 bars, restaurants and cafés offering an extensive range to tempt all tastebuds. From fine dining to bustling eateries, family-friendly cafes and boutique restaurants, Queenstown is home to people from around the globe which makes for a diverse, innovative food scene. Seasonal local produce and international flavours are widely celebrated on menus around town. Queenstown is also home to New Zealand's highest and most southerly wine region, featuring world-renowned Central Otago Pinot Noir and other varietals.

## Queenstown Insights\*

70

Net Promoter Score

8.8

Overall satisfaction

85%

Participation rate (Restaurant & cafes)

31%

Participation rate (Bars & Clubs)

25%

Participation rate (Wineries)

61%

Intend to return in the next 12 months

- Not surprisingly almost all visitors that come to Queenstown experience a restaurant or café during their visit.
- Visitors who engage with a winery or wine experience tend to:
  - Have a high Net Promoter Score (77).
  - Be from New Zealand (66%).
  - Be between 25-34 or 60-69 years old.
- Visitors who experience a bar or club tend to:
  - Have a high Net Promoter Score (72).
  - Be between 20-34 years old.
- 75% of food and drink offerings are in the Queenstown CBD.
- Majority of local producers are beverage (namely wine, craft beer and spirits).

## Global Trends

- Food and drink providers are adopting sustainable/ regenerative practices, such as reducing waste and using local ingredients to minimise environmental impact.
- Technology is being integrated, improving efficiency and enhancing experience.
- Providers are creating immersive experiences to engage their guests, for example interactive cooking and foraging.
- Guests/ visitors are increasingly interested in locally sourced and authentic offerings.
- Craft beer, natural wine, artisanal cocktails, and alcohol-free options are growing popularity.



## Find out more

- [Food and Drink Market Development Plan - Destination Queenstown](#)
- [Wine & Food – Special Interest Sectors - Tourism New Zealand](#)
- [Taste of place report: New Zealand - World Food Travel](#)
- [Food tourism's moment in the New Zealand sun - Emerald Insight](#)

