

KANTAR

Domestic Travel View Report

Quarterly – December 2022

December 2022



Key insights

What is the size of the opportunity with the domestic market?

- Demand for domestic holidays remains strong, with 70% of NZers planning to take one in the next 12 months, 44% of whom have already booked aspects of their trip
- Over the next six months, there is an opportunity to capitalise on the immediate demand of domestic holidays over upcoming long weekends but also cater to those seeking to travel outside peak holiday times (34% planning to travel outside of school holidays)
- Focus on driving short breaks and long weekends: they are the preferred holiday types, and demand for longer trips is declining due to NZers experiencing financial constraints and prioritising overseas holidays

What are the drivers for domestic holidays?

- TNZ can capitalize on the strong demand for domestic holidays by focusing on key holiday motivators, such as relaxation, visiting family/friends, and exploring more of New Zealand
- By tailoring marketing efforts to specific segments, such as targeting Here & Now-ers for short breaks and long weekends and Lux Adventures for holidays centred around specific activities, TNZ can effectively drive demand for domestic holidays
- Additionally, focus activities on promoting New Zealand's spectacular natural scenery, opportunities for relaxation and cost-effective accommodation options
- By utilising newzealand.com to inspire travel within New Zealand, and increasing awareness of it, the decision-making process can be influenced

How does New Zealand deliver to holiday experiences?

- Perceptions of how well New Zealand holidays meet expectations remain positive.
- While New Zealand holidays are generally perceived as good value, there has been some increase in those who rated them as poor value for money, with air travel being seen as particularly expensive, possibly due to peak prices over the Christmas and New Year period.

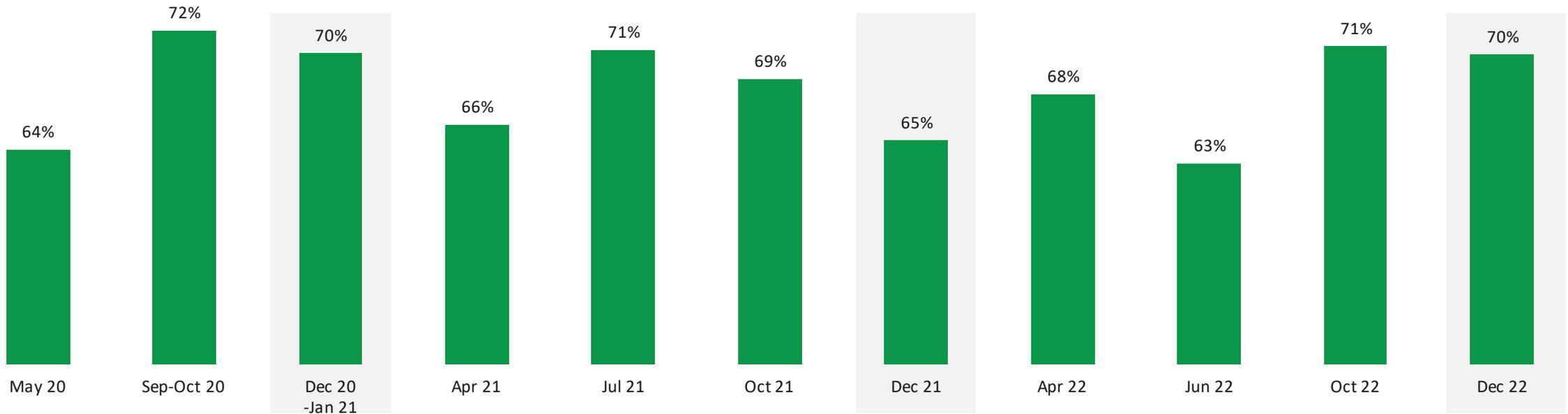
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What is the size of the opportunity with the domestic market?



Demand for domestic holidays remains high at 70%, above the levels seen in the same month a year ago

% NZers intending to holiday domestically in the next 12 months



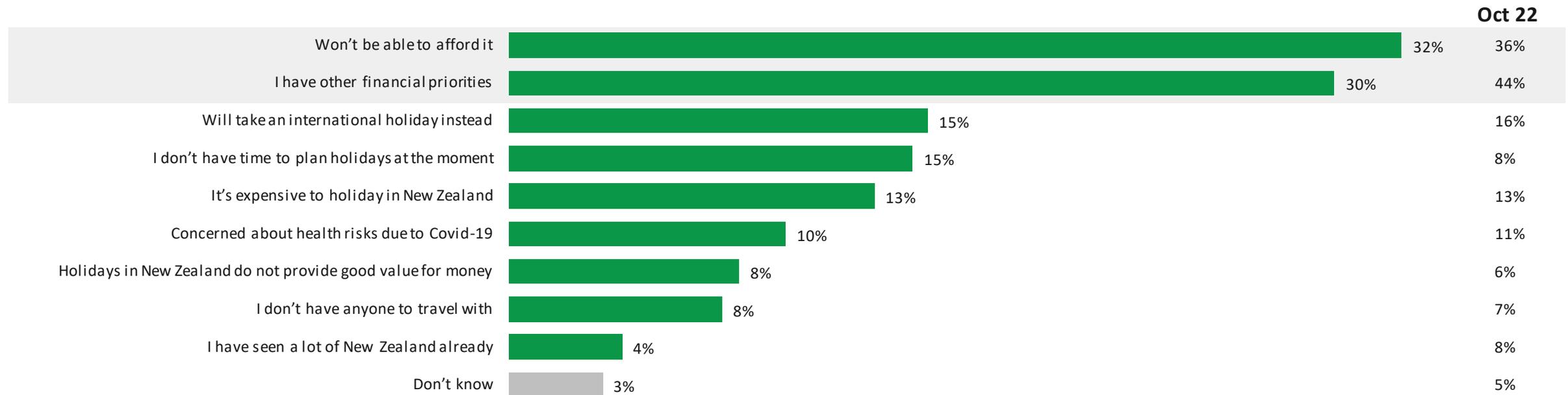
▲ ▼ Significantly higher / lower than Oct 22

Desire: Will you be taking a holiday within New Zealand in the next 12 months?

Sample size: May 20 n = 757, Sep-Oct 20 n = 1208, Dec 20-Jan 21 n = 1204, Apr 21 n = 1191, Jul 21 n = 1200, Oct 21 n = 1203, Dec 21 n = 1203, Apr 22 n = 1200, Jun 22 n = 1200, Oct 22 n = 1200, Dec 22 n = 1200

Affordability and competing financial priorities are the key barriers to increasing interest in domestic holidays

Reasons for not planning to take a New Zealand holiday (% who do not plan to take a domestic holiday in next 12 months, Dec 22)



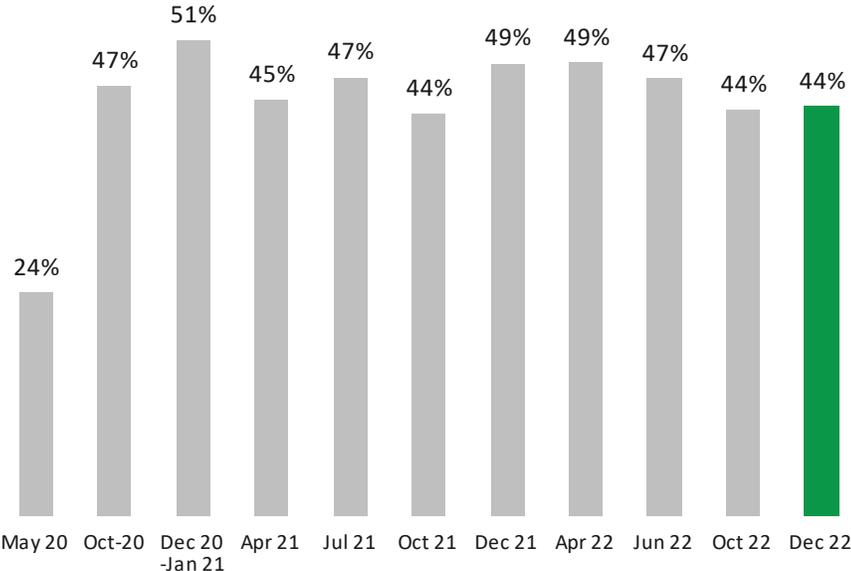
▲ ▼ Significantly higher / lower than Oct 22

WHY: You mentioned that you are not planning to take a holiday within New Zealand in the next 12 months. Why is that?

Sample size: Dec 22 n = 78, Oct 22 n = 61

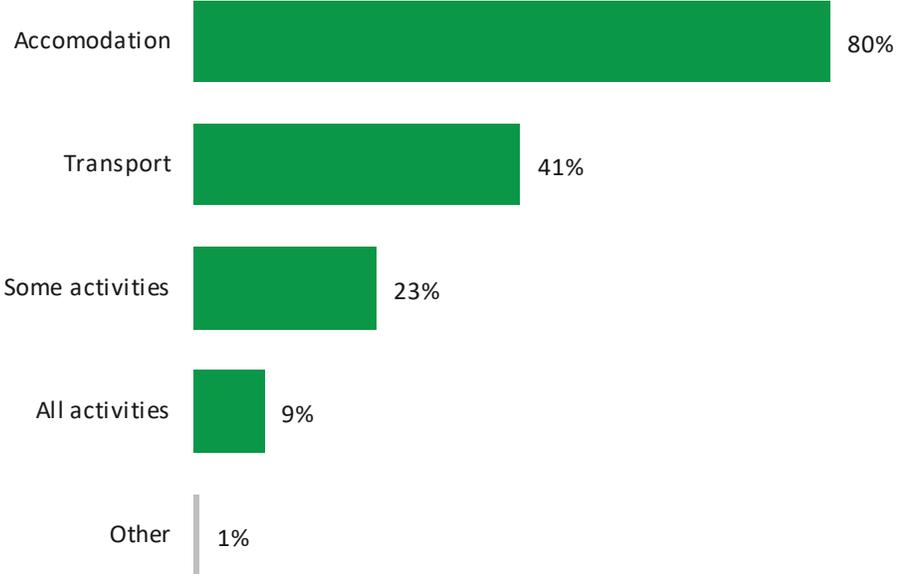
A significant proportion of NZers who are planning a holiday have already booked certain aspects of their trip, with accommodation being the top priority

Booked any part of your next New Zealand holiday in the next 12 months



Among these 44% ...

Elements of New Zealand holiday already booked, Dec 22



▲ ▼ Significantly higher / lower than Oct 22

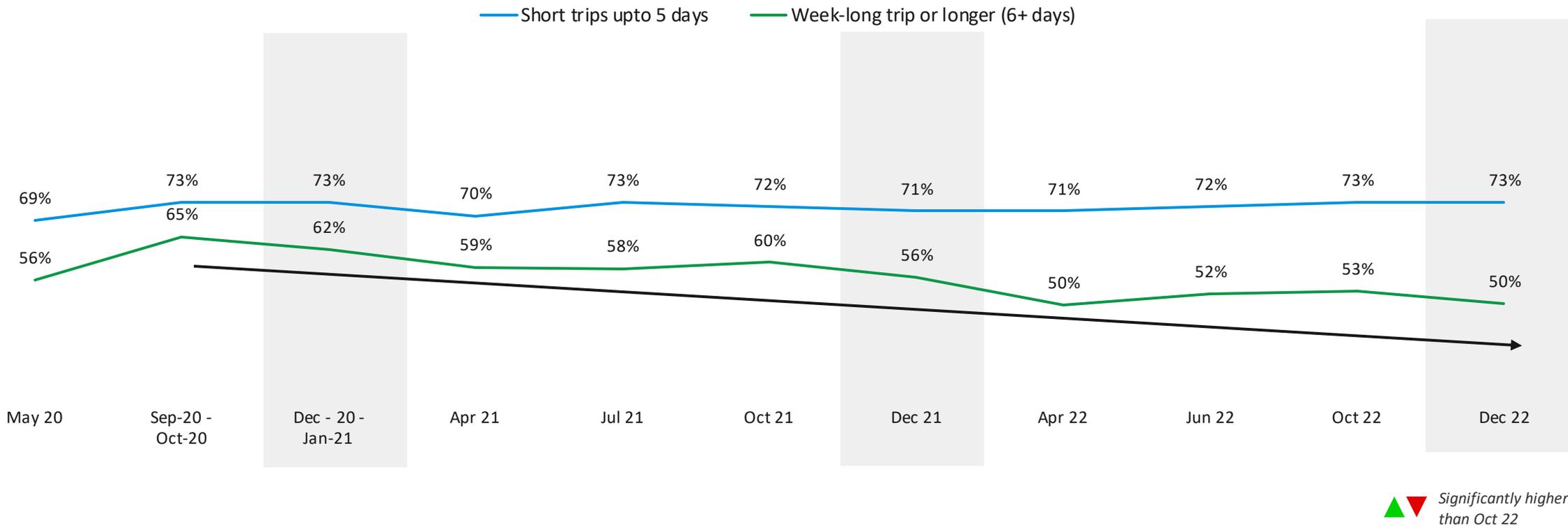
Stage B: Have you booked any part (i.e. accommodation, transport, activities, etc.) of your next New Zealand holiday?
 Booked: Which elements of your next New Zealand holiday have you already booked?
 Sample size: Dec 22 n = 832 | 370

The demand for extended domestic holidays continues to decline, while trips up to five days remain steady

Length of holiday NZers are looking to take in the next 12 months (% All NZers)



- Holiday is the main reason for planning an overseas trip: 26% Apr 22 to 45% Dec 22 (slide 37)
- Very Concerned about inflation: 39% May 22 to 44% Nov 22 (Kantar Issues Update Dec 22)

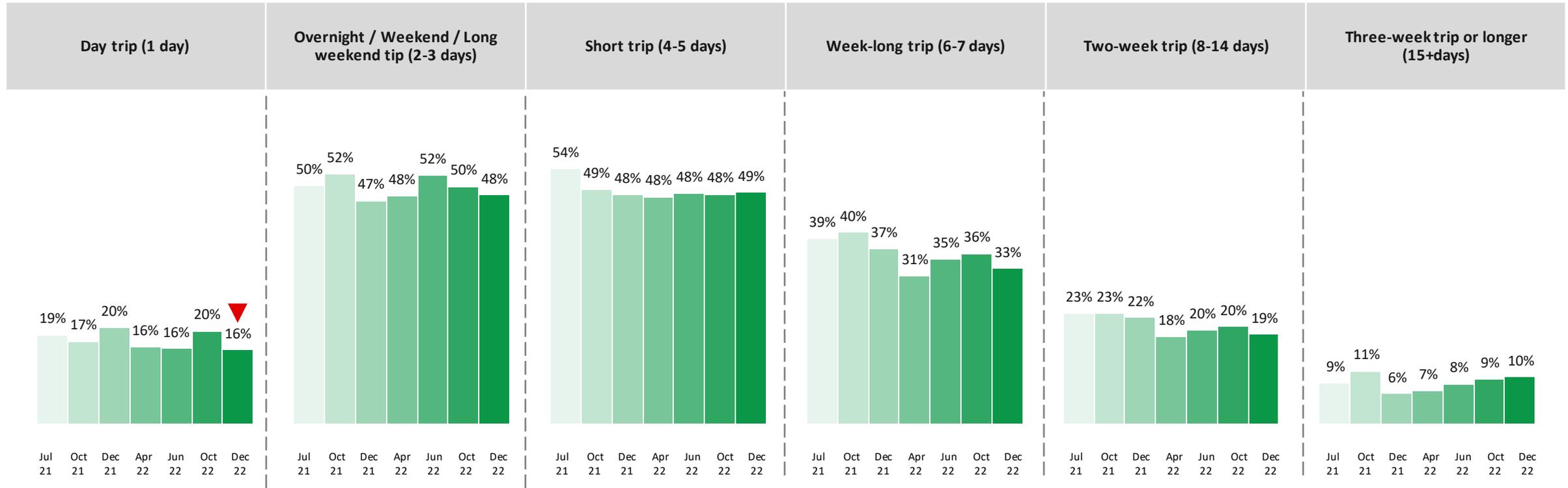


Type2: What type(s) of New Zealand holiday would you want to take in the next 12 months?

Sample size: May 20 n = 474, Sep-Oct 20 n = 852, Dec 20-Jan 21 n = 839, Apr 21 n = 781, Jul 21 n = 852, Oct 21 n = 833, Dec 21 n = 773, Apr 22 n = 813, Jun 22 n = 763, Oct 22 n = 849, Dec 22 n = 832

Short and weekend trips remain the preferred length of time for domestic holidays

Length of holiday NZers are looking to take in the next 12 months (% All NZers)



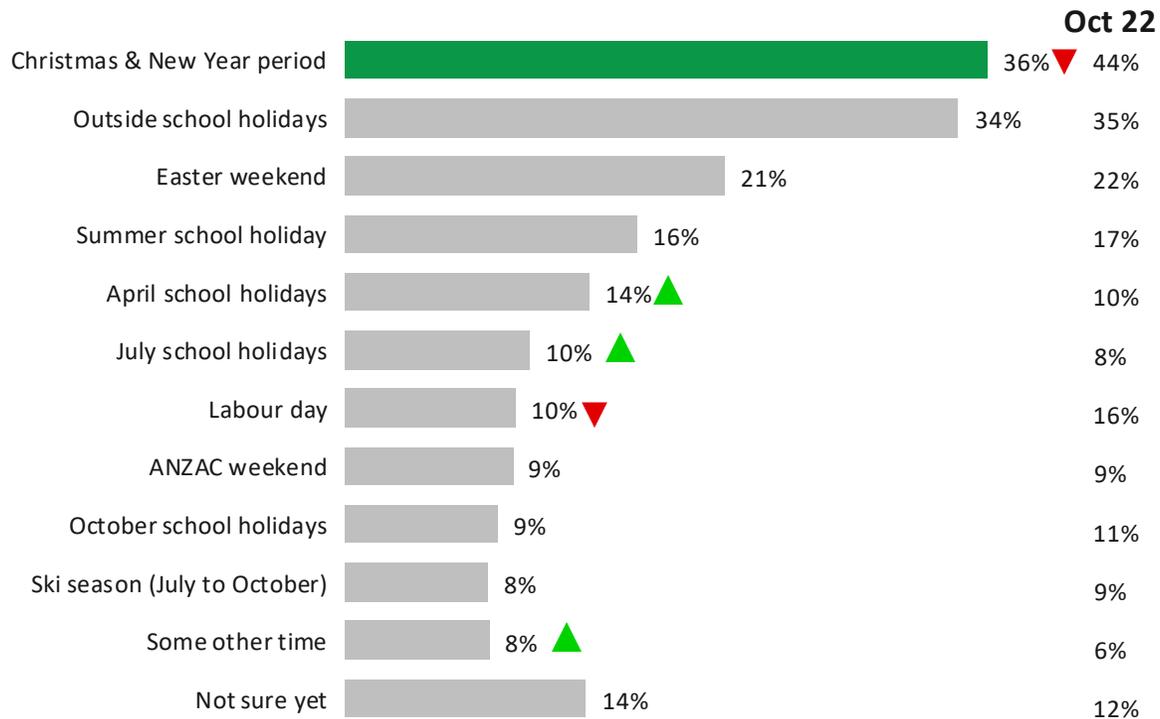
▲ Significantly higher / lower than Oct 22

Type2: What type(s) of New Zealand holiday would you want to take in the next 12 months?

Sample size: Jul 21 n = 852, Oct 21 n = 833, Dec 21 n = 773, Apr 22 n = 813, Jun 22 n = 763, Oct 22 n = 849, Dec 22 n = 832

Over the next six months, there is an opportunity to capitalise on the immediate demand by promoting domestic holidays over upcoming long weekends, and specifically targeting the Lux Adventurers

When NZers are likely to travel within New Zealand for a holiday in the next 12 months (% All NZers, Dec 22)



▲ ▼ Significantly higher / lower than Oct 22

Holiday plans over the next 6 months

	Easter weekend	ANZAC weekend	April school holidays	Julyschool holidays	Outside school holidays
Lux Adventurers	26% ▲	10%	16%	12%	32%
ThriftyPlanners	17%	4% ▼	13%	13%	37%
Considered Rejuvenators	15% ▼	7%	8% ▼	7%	39%
Here & Now-ers	21%	14% ▲	17%	10%	26% ▼
Curious Explorers	25%	11%	13%	9%	48% ▲

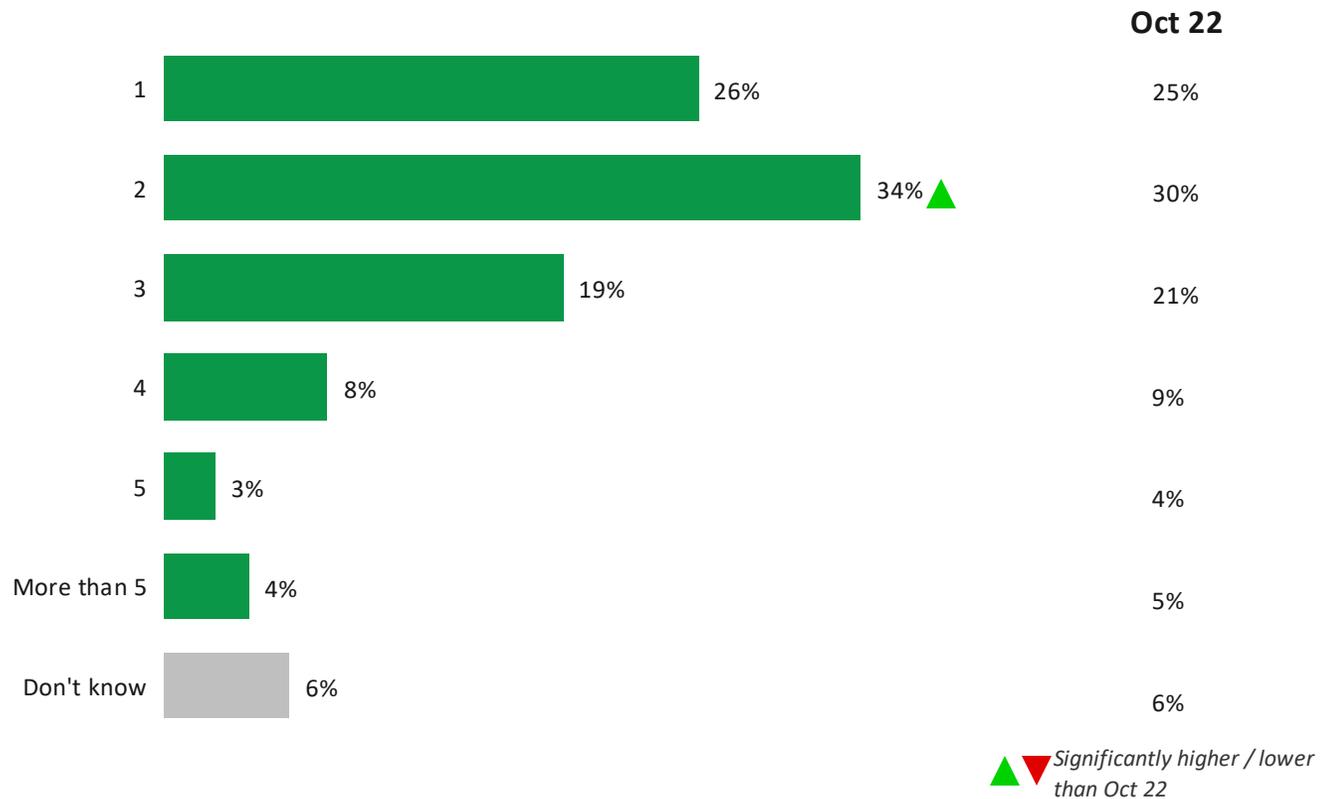
Curious Explorers are more keen on travelling outside of school holidays than other mindsets

▲ ▼ Significantly higher / lower than other mindsets

When2: In the next 12 months, when are you likely to travel within New Zealand for a holiday?

The average NZer takes two domestic holidays per year; within the priority mindsets, Lux Adventurers and Here & Now-ers tend to take more holidays – targeting these mindsets can potentially increase the frequency of domestic holidays

Number of domestic holidays NZers typically take in a year (% All NZers, Dec 22)



	Average no. of holidays a year
Total	2.4
Lux Adventurers	2.4
Thrifty Planners	2.1 ▼
Considered Rejuvenators	2.1 ▼
Here & Now-ers	2.5 ▲
Curious Explorers	2.6 ▲

Curious Explorers on average take more holidays per year than other mindsets

▲ ▼ Significantly higher / lower than other mindsets

Frequency: How many domestic holidays do you typically take in a year?

Sample size: Total Dec n = 1200 | Lux Adventurers n = 341 | Thrifty Planners n = 194 | Considered Rejuvenators n = 241 | Here & Now-ers n = 264 | Curious Explorers n = 160
Oct n = 1200

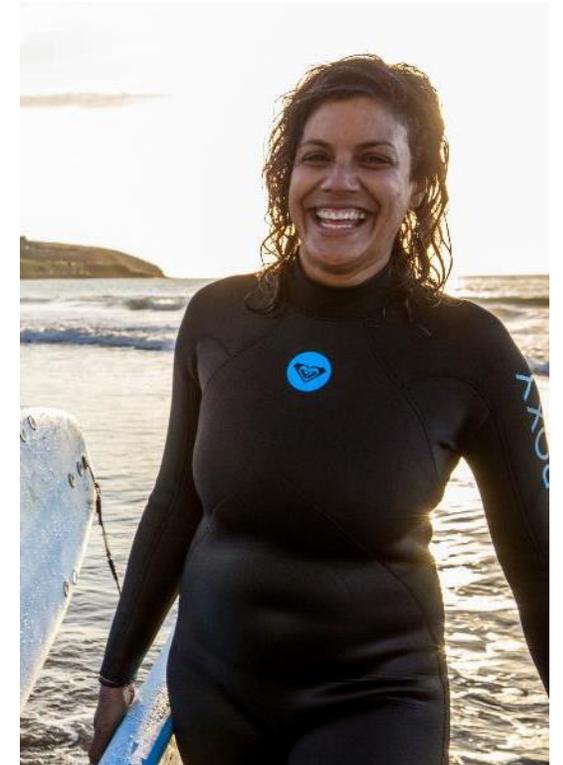
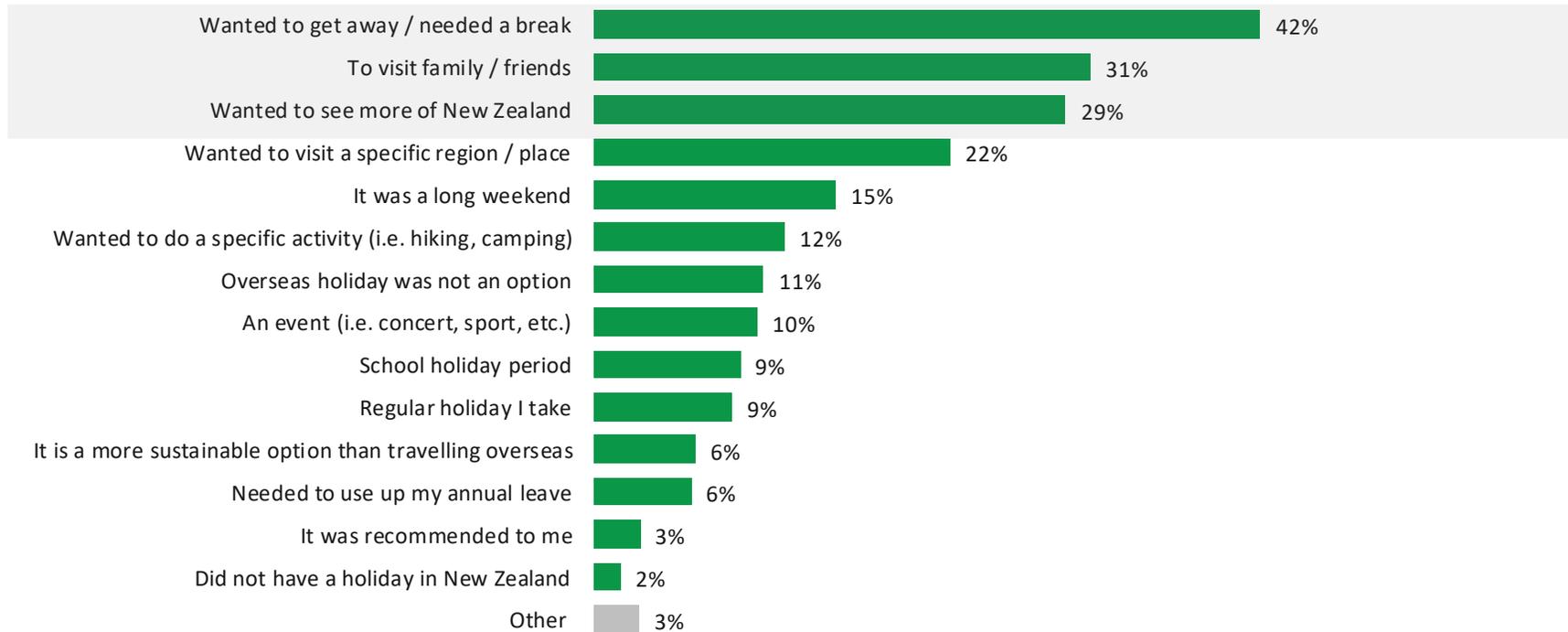
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What are the drivers
for domestic holidays?



Key holiday drivers for New Zealanders are: seeking relaxation, visiting family/friends, and exploring more of New Zealand

Reasons for the last holiday within New Zealand (% All NZers, Dec 22)

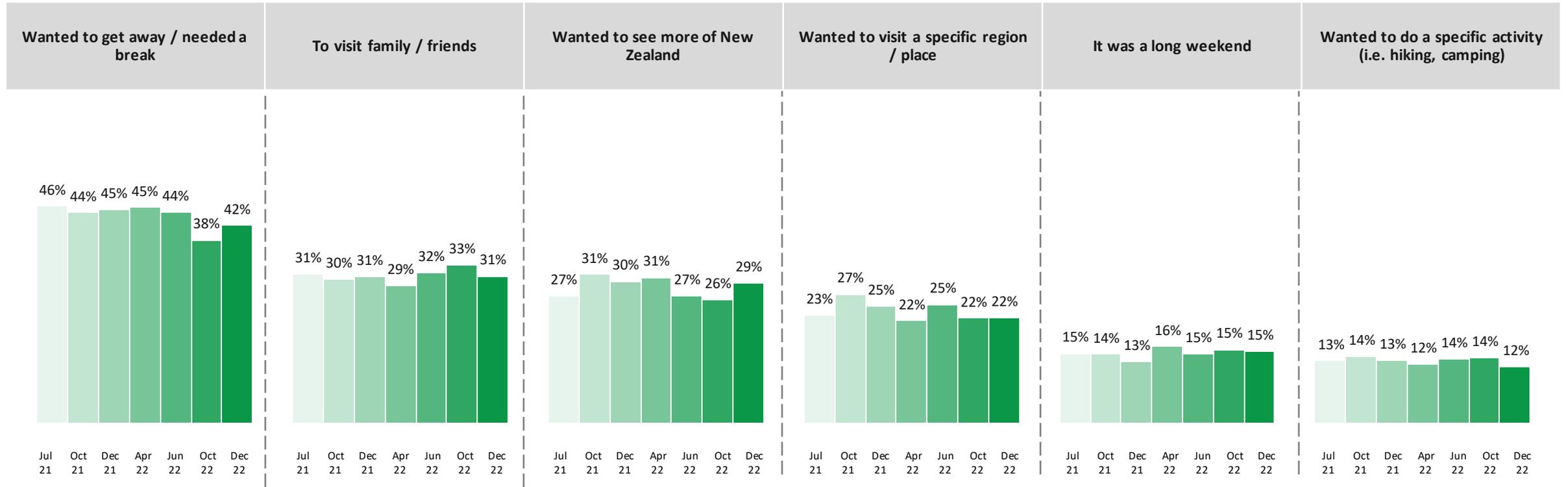


LAST: Thinking about the last time you took a holiday within New Zealand (other than over the Christmas and New Year's period) what prompted that decision?

Sample size: Dec 22 n = 1200

The key reasons to take a domestic holiday have remained consistent over time

Top 6 reasons for the last holiday within New Zealand over time (% All NZers)



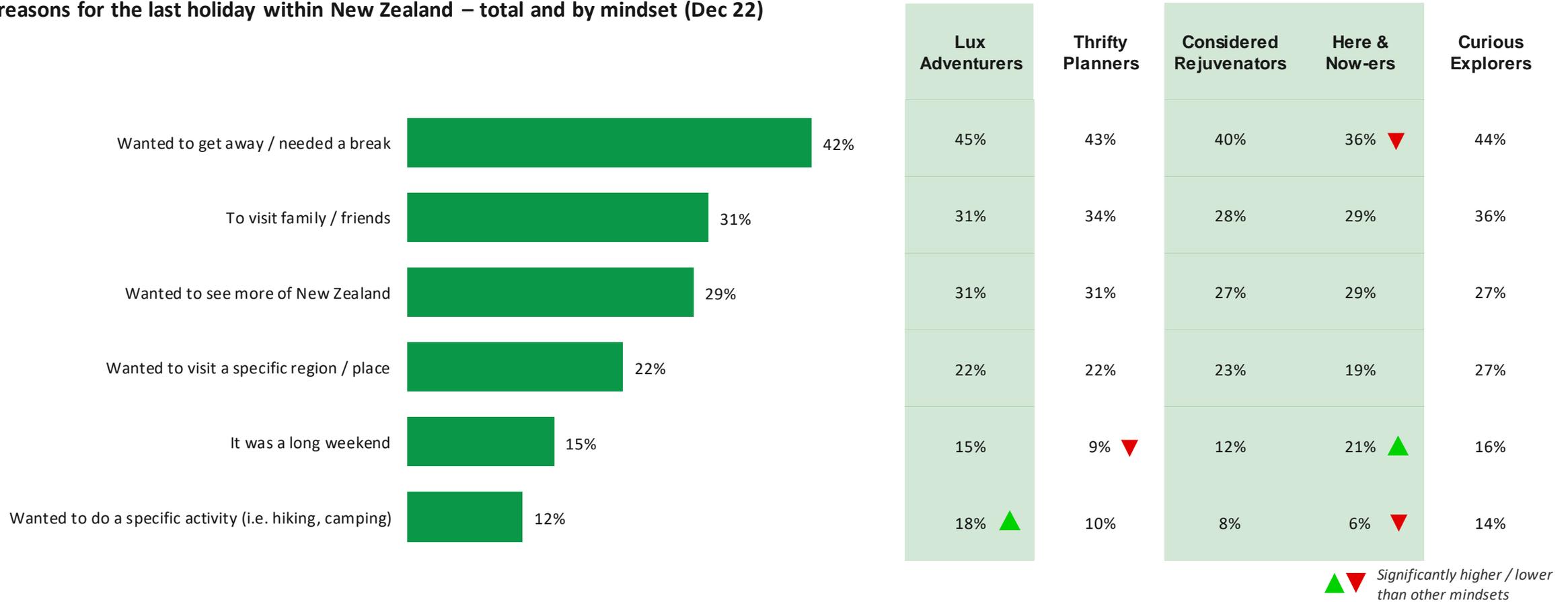
▲ ▼ Significantly higher / lower than Oct 22

LAST: Thinking about the last time you took a holiday within New Zealand (other than over the Christmas and New Year's period) what prompted that decision?

Sample size: Jul 21 n = 1200, Oct 21 n = 1203, Dec 21 n = 1203, Apr 22 n = 1200, Jun 22 n = 1200, Oct 22 n = 1200, Dec 22 n = 1200

Priority mindsets have different reasons to holiday - Here & Now-ers focus on long weekend getaways, Lux Adventurers travel for specific activities

Top 6 reasons for the last holiday within New Zealand – total and by mindset (Dec 22)

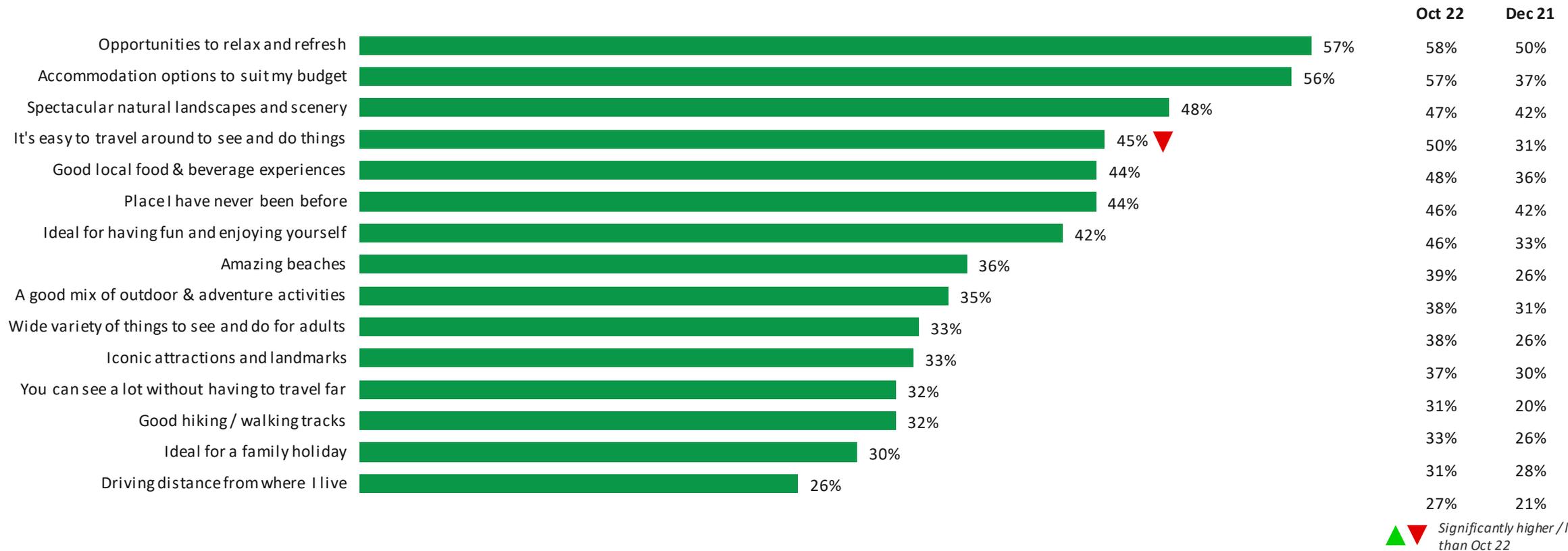


LAST: Thinking about the last time you took a holiday within New Zealand (other than over the Christmas and New Year's period) what prompted that decision?

Sample size: Total n = 1200 | Lux Adventurers n = 341 | Thrifty Planners n = 194 | Considered Rejuvenators n = 241 | Here & Now-ers n = 264 | Curious Explorers n = 160

NZers continue to look for relaxing holidays, an opportunity to experience New Zealand's spectacular natural scenery and cost-effective accommodation options

Factors that are important to NZers when deciding to take next holiday (% NZers planning a holiday, Dec 22)



While the top drivers of domestic holidays are similar between mindsets, Here & Now-ers however have lower interest in natural landscapes and scenery

Factors that are important to NZers when deciding to take next holiday – by mindset (% NZers planning a holiday, Dec 22)

	Lux Adventurers	Thrifty Planners	Considered Rejuvenators	Here & Now-ers	Curious Explorers
Opportunities to relax and refresh	48% ▼	69% ▲	69% ▲	47% ▼	69% ▲
Accommodation options to suit my budget	53%	59%	66% ▲	41% ▼	72% ▲
Spectacular natural landscapes and scenery	48%	48%	60% ▲	32% ▼	67% ▲
It's easy to travel around to see and do things	40%	45%	55% ▲	44%	42%
Good local food & beverage experiences	40%	40%	59% ▲	38% ▼	50%
Place I have never been before	46%	42%	45%	40%	49%
Ideal for having fun and enjoying yourself	41%	45%	38%	36% ▼	59% ▲
Amazing beaches	42% ▲	31%	37%	29% ▼	42%
A good mix of outdoor & adventure activities	47% ▲	22% ▼	20% ▼	34%	42%
Wide variety of things to see and do for adults	38%	31%	39%	24% ▼	36%
Iconic attractions and landmarks	39% ▲	31%	28%	30%	33%
You can see a lot without having to travel far	32%	34%	34%	33%	28%
Good hiking/ walking tracks	36%	29%	24% ▼	26% ▼	48% ▲
Ideal for a family holiday	29%	30%	27%	33%	28%
Driving distance from where I live	25%	24%	32%	23%	30%

▲ ▼ Significantly higher / lower than other mindsets

While perceptions of New Zealand holidays remain fairly consistent this quarter, ‘a variety of different types of holiday experiences’ sees a significant increase

Perceptions of New Zealand holidays (% All NZers who agree with the statement, Dec 22)



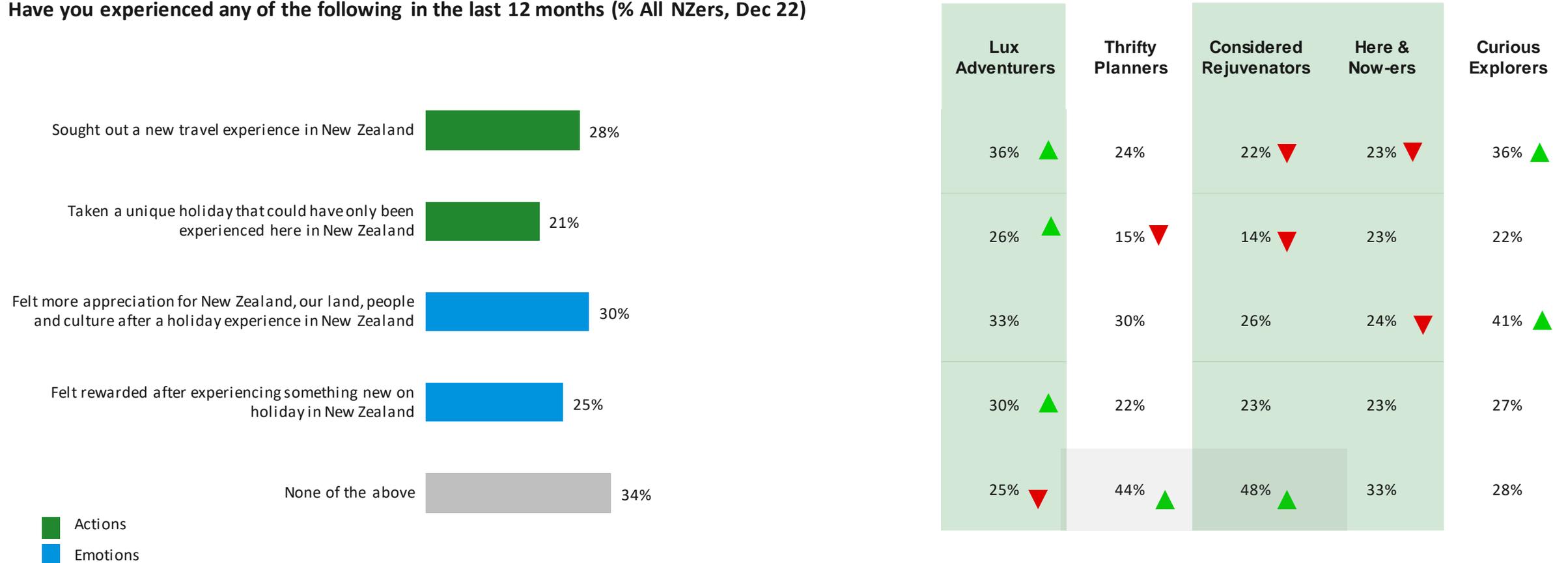
▲ ▼ Significantly higher / lower than Oct 22

attitudes: To what extent do you agree or disagree with these statements?

Sample size: Oct 22 n = 1200, Dec 22 n = 1200; % strongly agree + agree with the statement

28% of NZers claim to have sought a new travel experience recently and 21% claim to have sought a unique holiday experience

Have you experienced any of the following in the last 12 months (% All NZers, Dec 22)

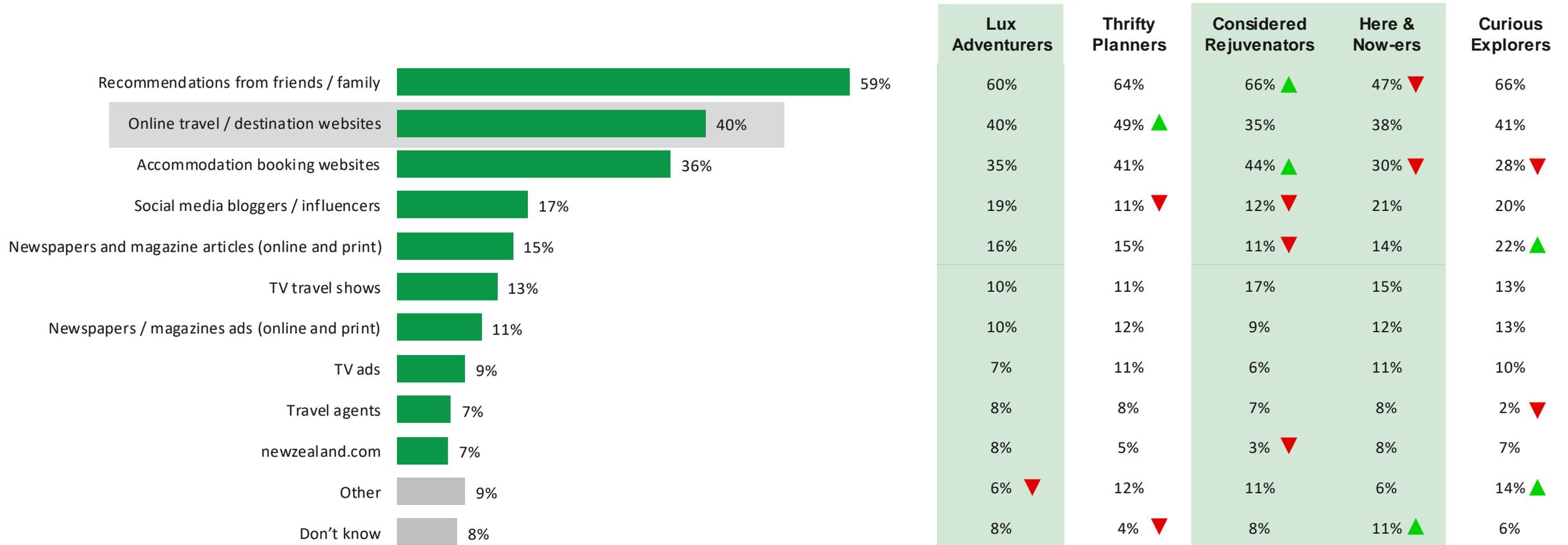


NEW: Have you done any of the following in the last 12 months?

Sample size: Total n = 1200 | Lux Adventurers n = 341 | Thrifty Planners n = 194 | Considered Rejuvenators n = 241 | Here & Now-ers n = 264 | Curious Explorers n = 160
 Sample size: Dec n = 1200

newzealand.com has an opportunity to inspire travel within New Zealand, and is an opportunity for TNZ to influence the decision-making process

Sources of inspiration when deciding where in New Zealand to go on holiday (% All NZers, Dec 22)



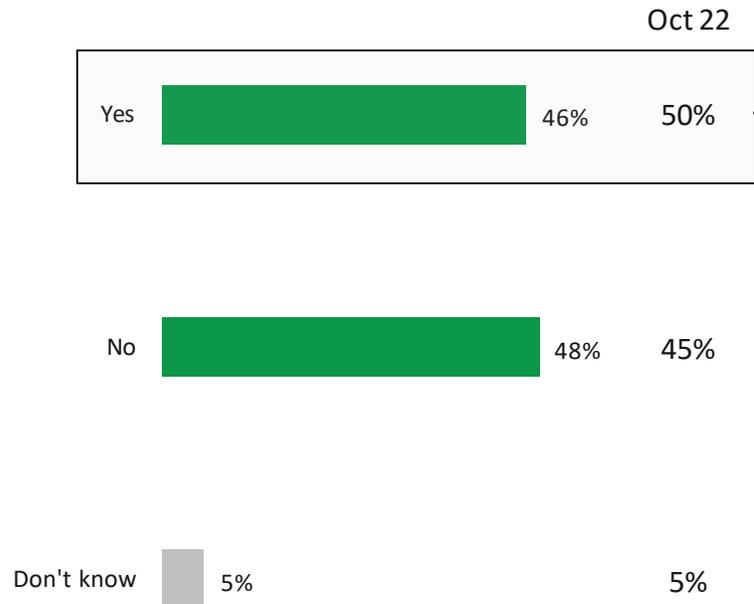
CHN: Where do you look for inspiration when deciding where in New Zealand to go on holiday?

Sample size: Total n = 1200 | LuxAdventurers n = 341 | ThriftyPlanners n = 194 | Considered Rejuvenators n = 241 | Here & Now-ers n = 264 | Curious Explorers n = 160

▲ ▼ Significantly higher / lower than other mindsets

Despite delivering to industry, awareness of Qualmark among consumers is stable at 46%

Awareness of Qualmark - total and by mindset (% All NZers, Dec 22)



Question: Qualmark is New Zealand tourism's official quality assurance organisation, providing a trusted guide to travel in New Zealand. Had you heard of Qualmark before today?

Mindsets	Dec 22	Oct 22
Lux Adventurers	47%	49%
Thrifty Planners	43% ▼	54%
Considered Rejuvenators	58%	60%
Here & Now-ers	34%	32%
Curious Explorers	56%	63%

▲ ▼ Significantly higher / lower than Oct 22

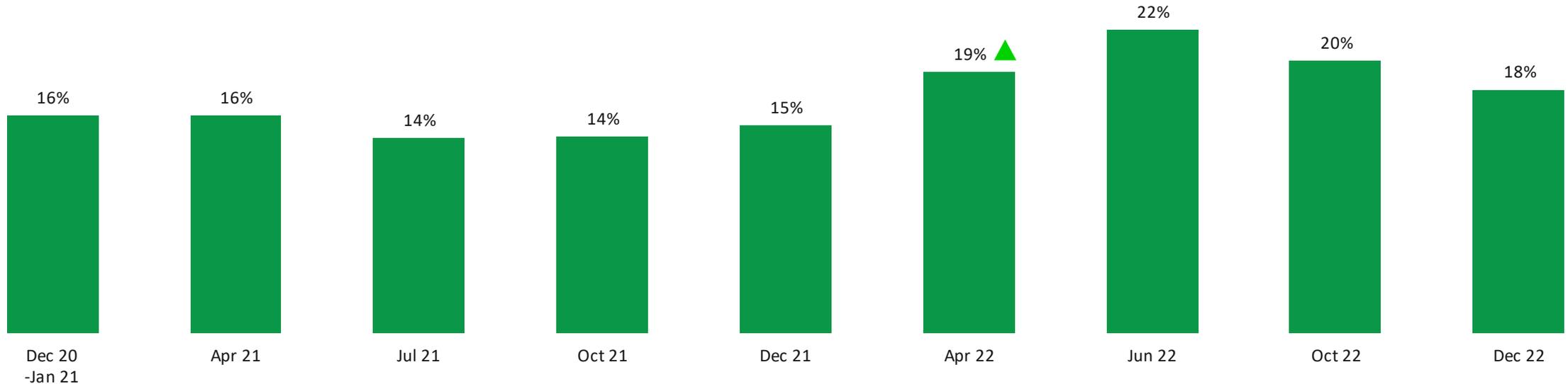
QMark: Qualmark is New Zealand tourism's official quality assurance organisation, providing a trusted guide to travel in New Zealand. Had you heard of Qualmark before today?

Sample size: Total n = 1200 | LuxAdventurers n = 341 | ThriftyPlanners n = 194 | Considered Rejuvenators n = 241 | Here & Now-ers n = 264 | Curious Explorers n = 160

Tiaki awareness has declined this quarter, compared to June 22

Awareness of Tiaki Promise (% All NZers)

Question: Have you heard of the Tiaki Promise – an initiative encouraging New Zealanders to care for New Zealand and its environment and culture?



▲ ▼ Significantly higher / lower than previous quarter

Tiaki: Have you heard of the Tiaki Promise – an initiative encouraging New Zealanders to care for New Zealand and its environment and culture?

Sample size: Dec 20-Jan 21 n = 902, Apr 21 n = 1191, Jul 21 n = 1200, Oct 21 n = 1203, Dec 21 n = 1203, Apr 22 n = 1200, Jun 22 n = 1200, Oct 22 n = 1200, Dec 22 n = 1200

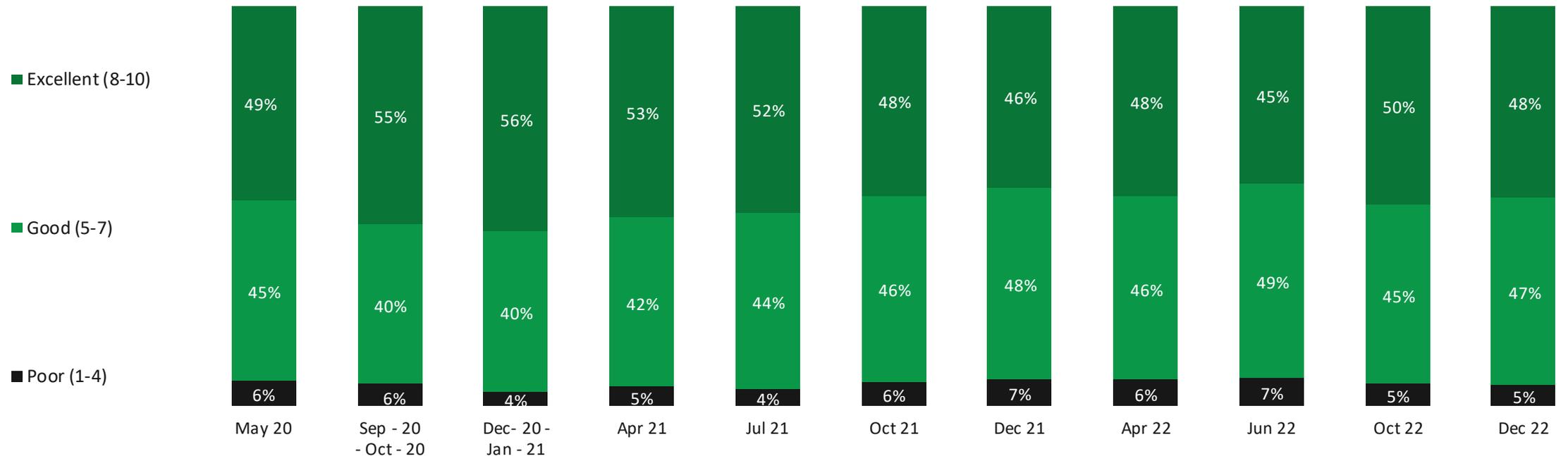
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How does New Zealand deliver to holiday experiences?



Perceptions of how well New Zealand holidays deliver to expectations have remained consistent this quarter

How well New Zealand delivers to expectations as a holiday destination (% All NZers)



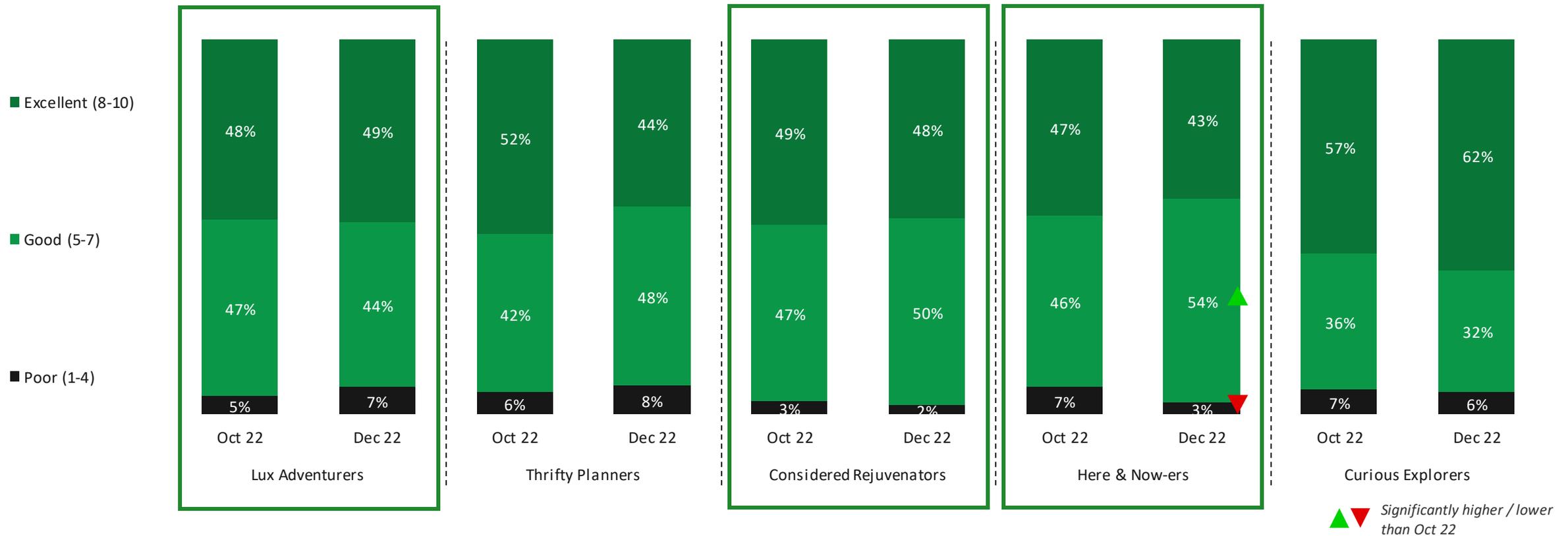
▲ ▼ Significantly higher / lower than Oct 22

EXPT: Overall, how well does New Zealand deliver to your expectations as a holiday destination?

Sample size: May 20 n = 757, Sep-Oct 20 n = 1208, Dec 20-Jan 21 n = 1204, Apr 21 n = 1191, Jul 21 n = 1200, Oct 21 n = 1203, Dec 21 n = 1203, Apr 22 n = 1200, Jun 22 n 1200, Oct 22 n = 1200, Dec 22 n = 1200

While Perceptions of New Zealand meeting expectations are stable across most mindsets, positive responses from Here & Now-ers have increased with more rating the performance as “good” vs. Oct 22

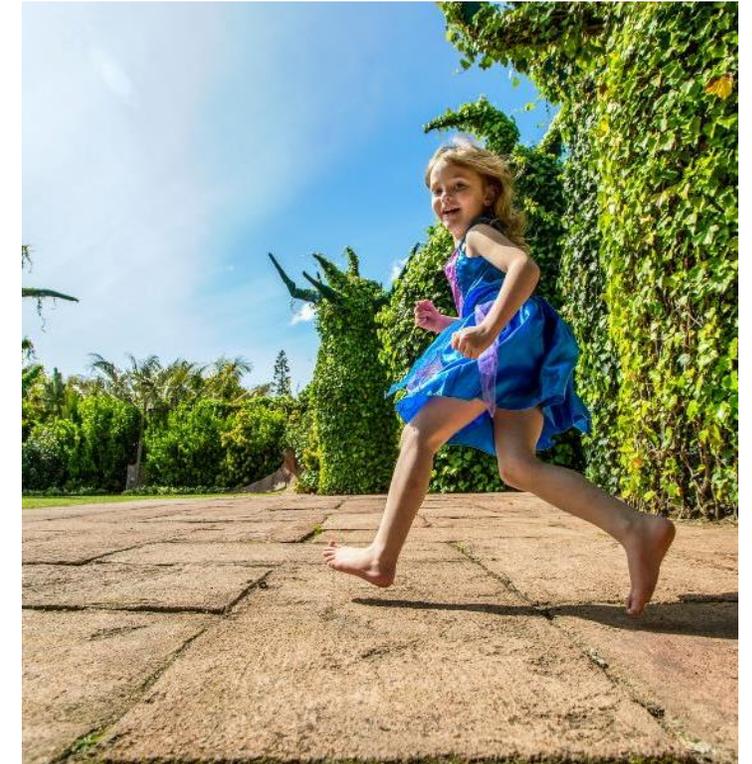
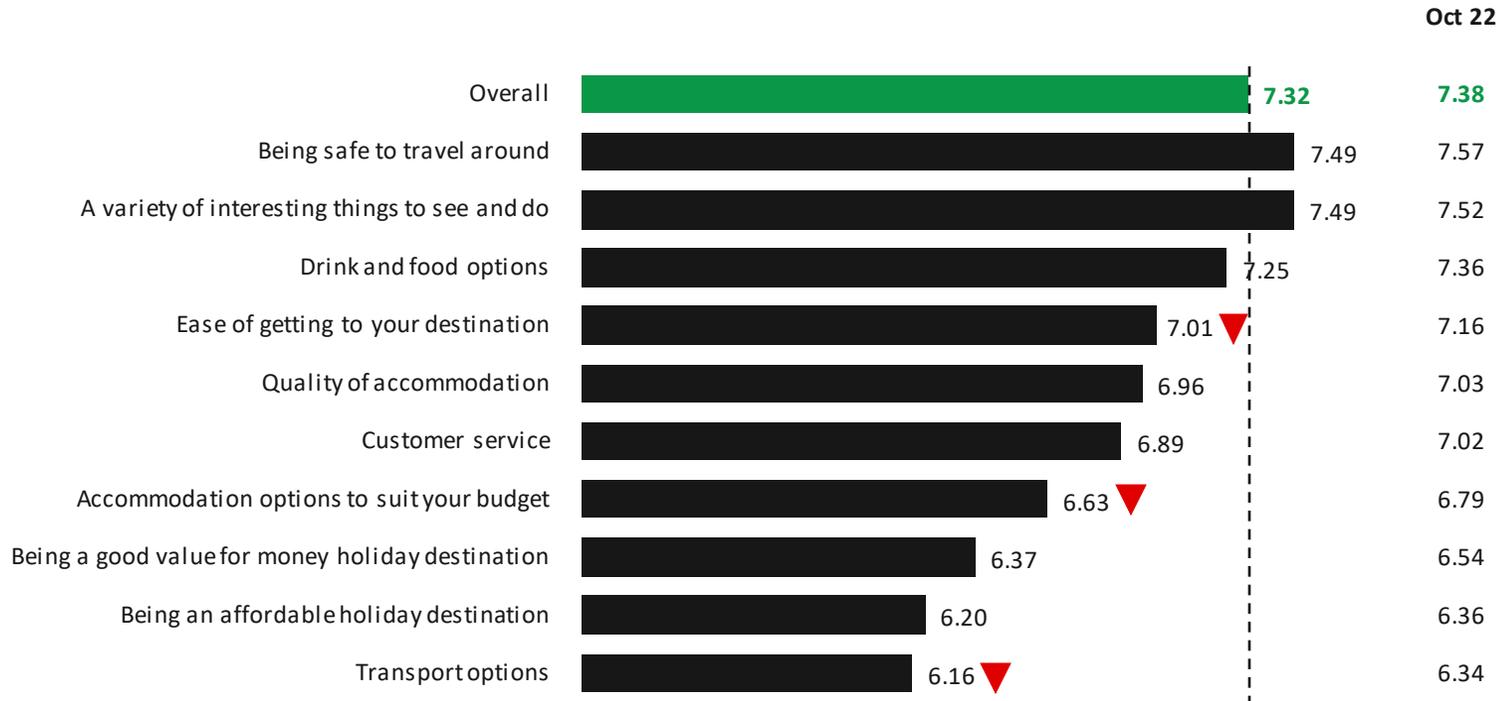
How well New Zealand delivers to expectations as a holiday destination – by mindset



EXPT: Overall, how well does New Zealand deliver to your expectations as a holiday destination?

New Zealand holidays are rated lower on the ease of travel, transport options, and affordable accommodation in Dec 22

How well New Zealand delivers on various holiday experiences (mean score, Dec 22)



▲ ▼ Significantly higher / lower than Oct 22

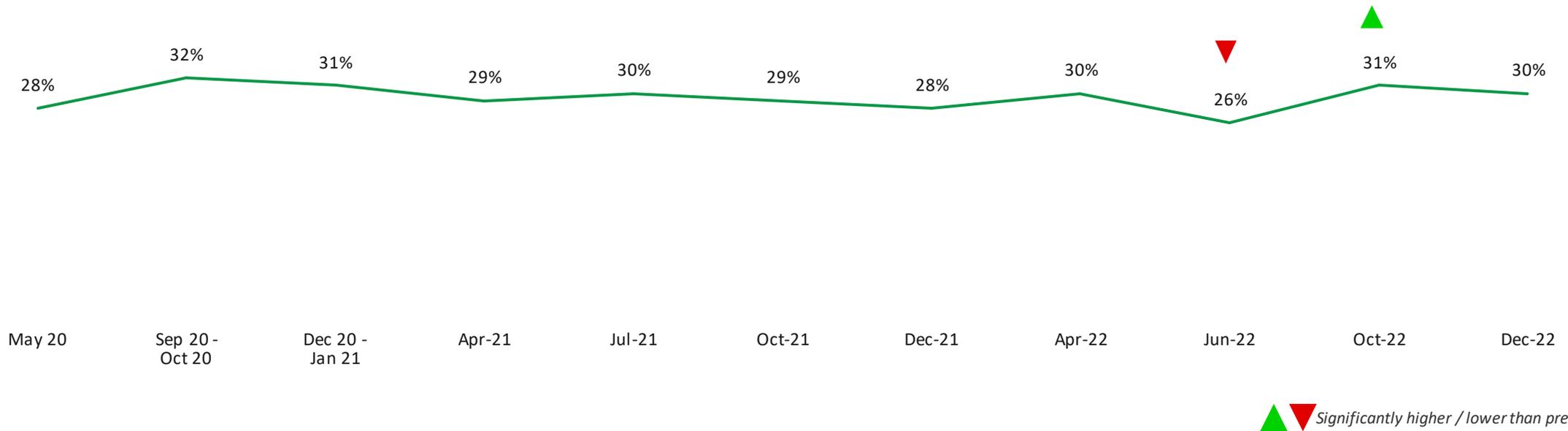
EXP: Thinking about what you expect from the holiday destination, how well does New Zealand deliver on the following holiday experiences?

Sample size: Oct 22 n = 1200, Dec 22 n = 1200

Most New Zealanders perceive domestic holidays to be good value for money

Perceptions value for money of holidays within New Zealand (% All NZers)

Overall value for money (Excellent 8-10)



EXP: Thinking about what you expect from the holiday destination, how well does New Zealand deliver on the following holiday experiences?

Sample size: May 20 n = 757, Sep-Oct 20 n = 906, Dec20-Jan 21 n = 902, Apr 21 n = 1191, Jul 21 n = 1200, Oct 21 n = 1203, Dec 21 n = 1203, Apr 22 n = 1200, Jun 22 n = 1200, Oct 22 n = 1200, Dec 22 n = 1200; 10 point scale where 1=poor and 10=excellent

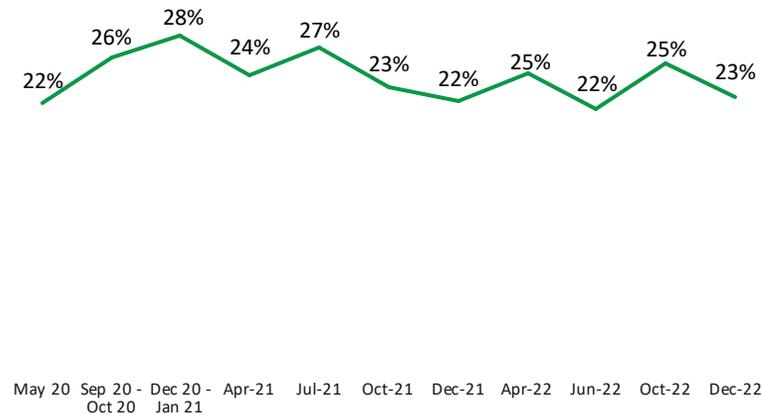
Perceptions of value for money are relatively similar across all aspects of a holiday

Perceptions value for money of holidays within New Zealand (% All NZers)

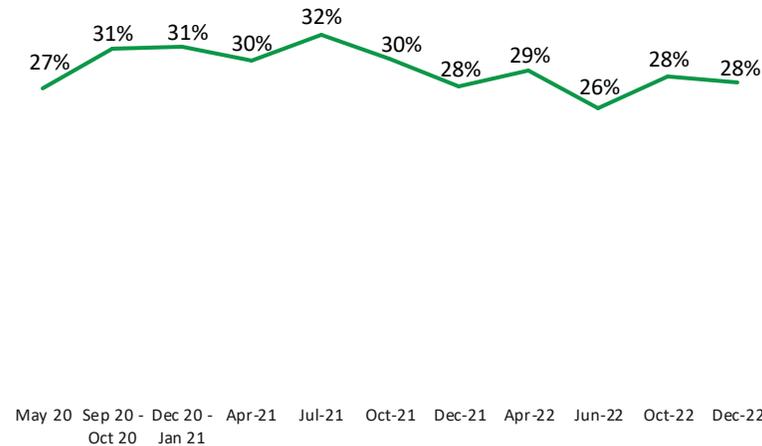
Overall value for money (Excellent 8-10)



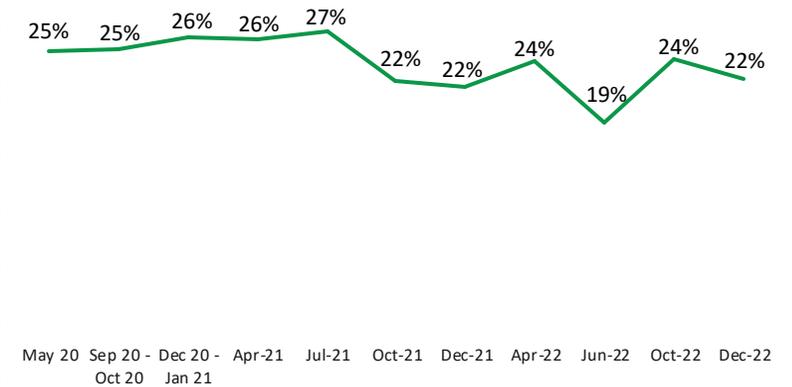
Activities



Food & drink options



Accommodation



Significantly higher / lower than Oct 22

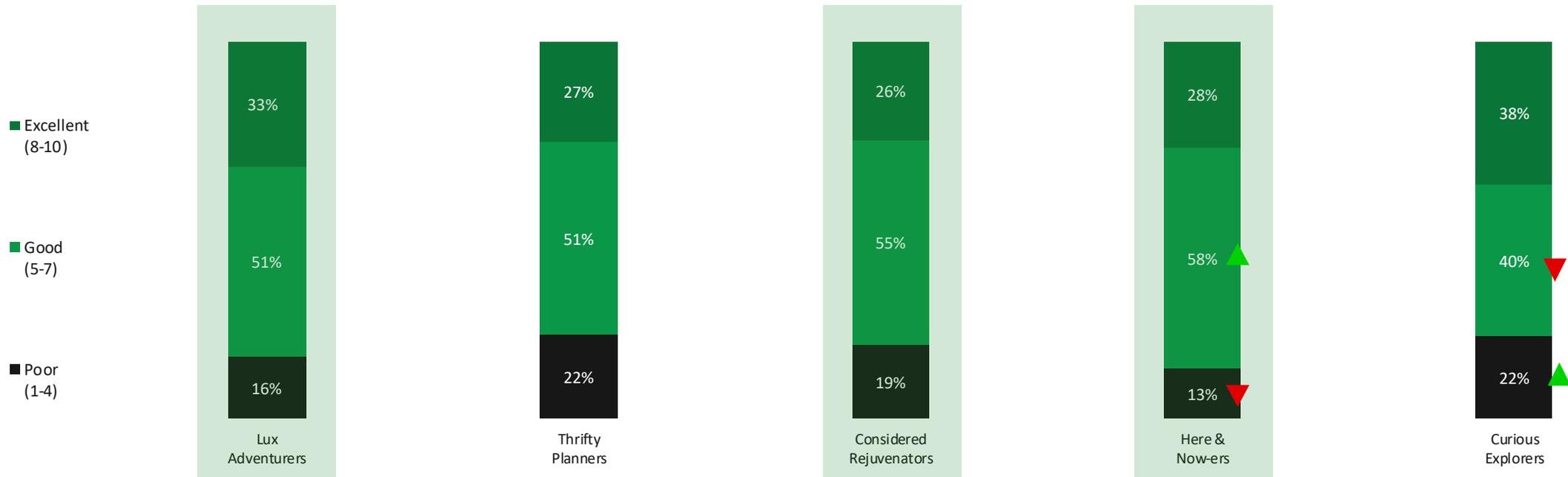
PRICE: Thinking about the cost of New Zealand holiday, how would you rate the 'value for money' of the following?

Sample size: May 20 n = 757, Sep-Oct 20 n = 906, Dec20-Jan 21 n = 902, Apr 21 n = 1191, Jul 21 n = 1200, Oct 21 n = 1203, Dec 21 n = 1203, Apr 22 n = 1200, Jun 22 n = 1200, Oct 22 n = 1200, Dec 22 n = 1200; 10 point scale where 1 = poor and 10 = excellent

Here & Now-ers have better perceptions of value for money in domestic holidays than other mindsets

Perceptions value for money of holidays within New Zealand (% All NZers, Dec 22)

Overall value for money



▲ ▼ Significantly higher / lower than other mindsets

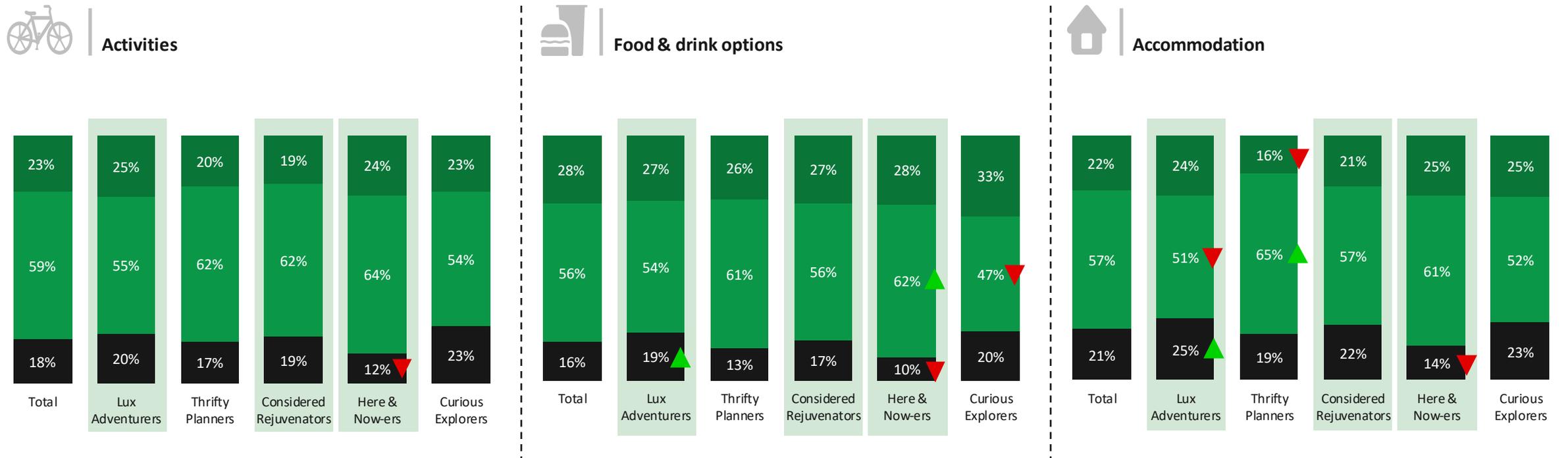
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10 point scale where 1 = poor and 10 = excellent

Perceptions of good value for money for food & drink options are particularly higher among Here & Now-ers, and an opportunity to improve perceptions of value for money among Lux Adventurers for food & drink options and accommodation

Perceptions value for money of holidays within New Zealand (% All NZers, Dec 22)

Overall value for money



▲ ▼ Significantly higher / lower than other mindsets

PRICE: Thinking about the cost of New Zealand holiday, how would you rate the 'value for money' of the following?

Sample size: Total n = 1200 | Lux Adventurers n = 341 | Thrifty Planners n = 194 | Considered Rejuvenators n = 241 | Here & Now-ers n = 264 | Curious Explorers n = 160
10 point scale where 1 = poor and 10 = excellent

The perceptions of the value for money of air travel have decreased compared to Oct 22

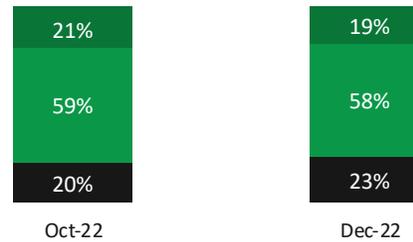
Perceptions value for money of holidays within New Zealand (% All NZers)

Overall value for money

Air travel



Bus and coach



Ferries



Rail



Car rental



Motorhomes and campervans rental



  Significantly higher / lower than Oct 22

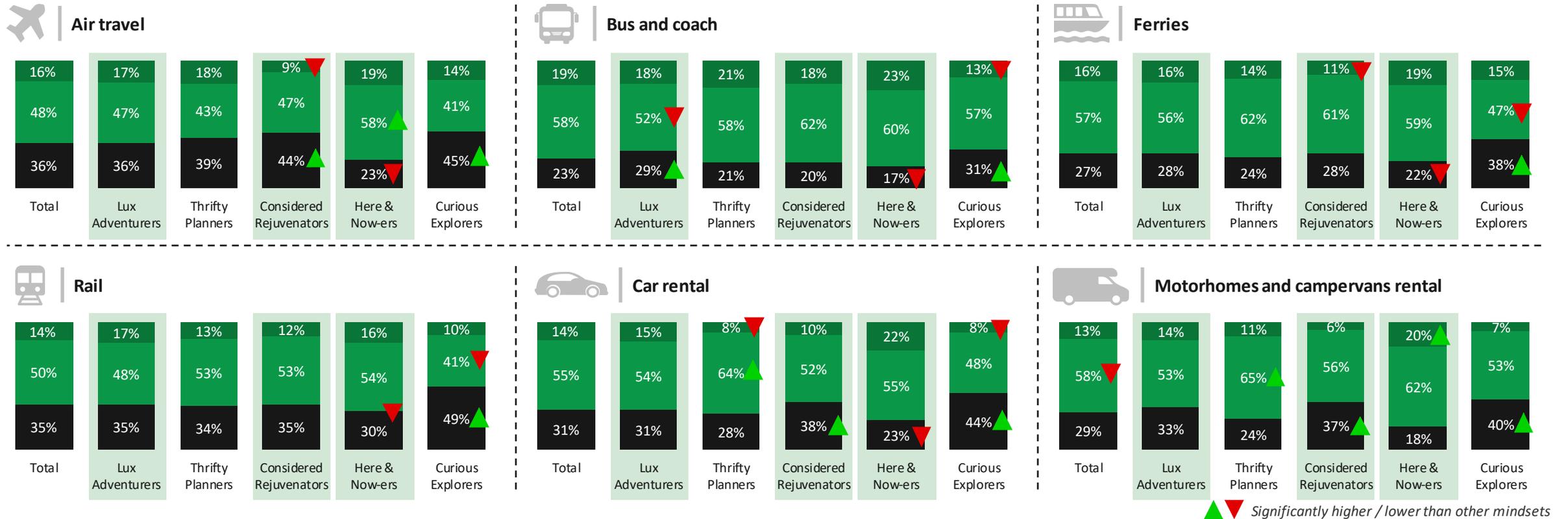
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Perceptions of value for money of transport options vary by mindset, with Curious Explorers showing lower value across all options

Perceptions value for money of holidays within New Zealand (% All NZers, Dec 22)

Overall value for money



PRICE: Thinking about the cost of New Zealand holiday, how would you rate the 'value for money' of the following?

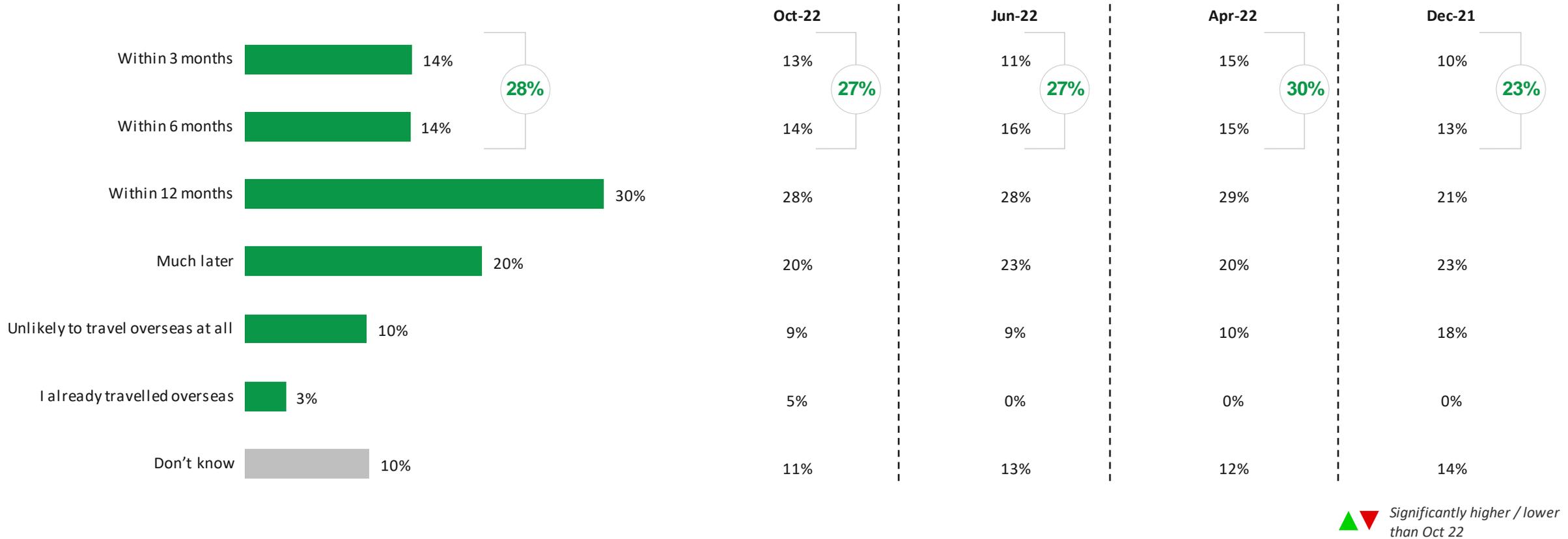
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10 point scale where 1 = poor and 10 = excellent

Appendix – overseas holiday plans



58% of NZers are planning to take an overseas holiday in the next 12 months, stable from Oct 22

How soon NZers intend to travel for overseas holiday (% All NZers, Dec 22)

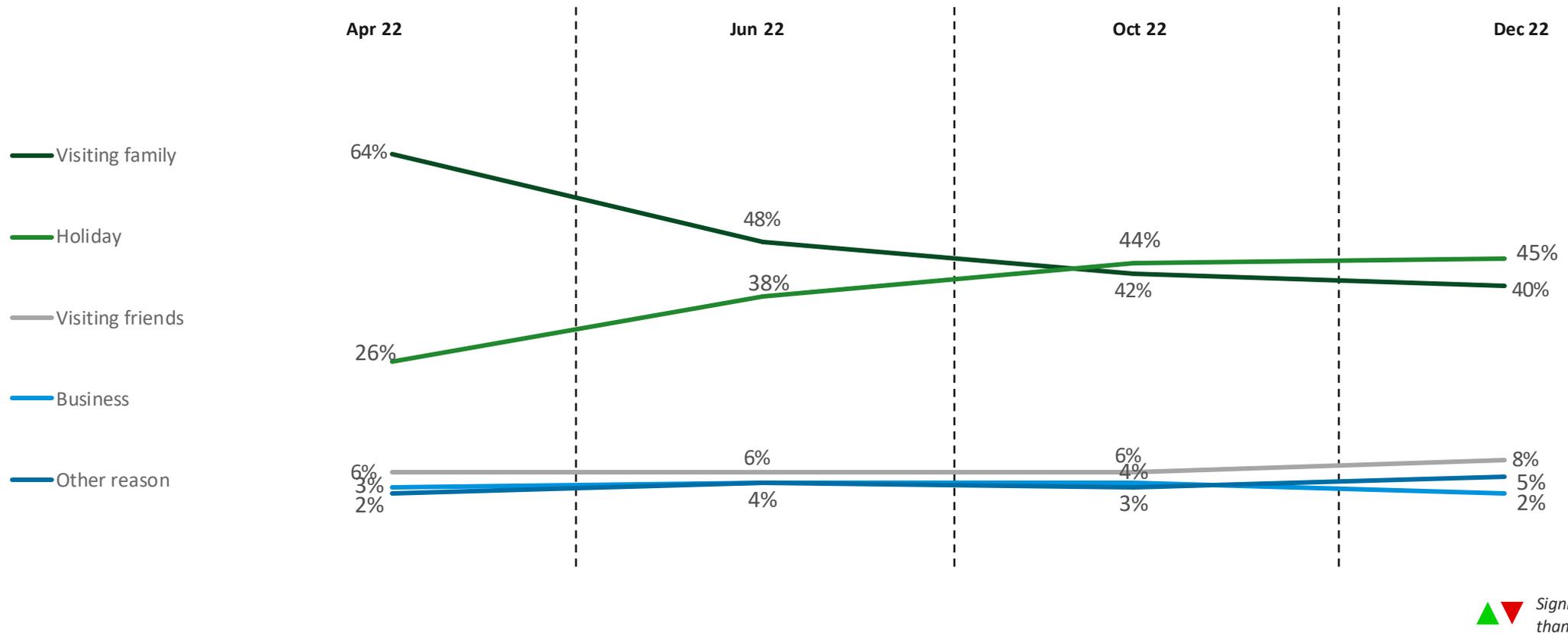


INTEND: How soon do you intend to travel overseas for a holiday next?

Sample size: Dec 21 n = 1203, Apr 22 n = 1200, Jun 22 n = 1200, Oct 22 n = 1200, Dec 22 n = 1200

Taking a holiday has surpassed visiting family as a key reason to travel overseas

Main reason for first overseas trip in the next 6 months (% All NZers)

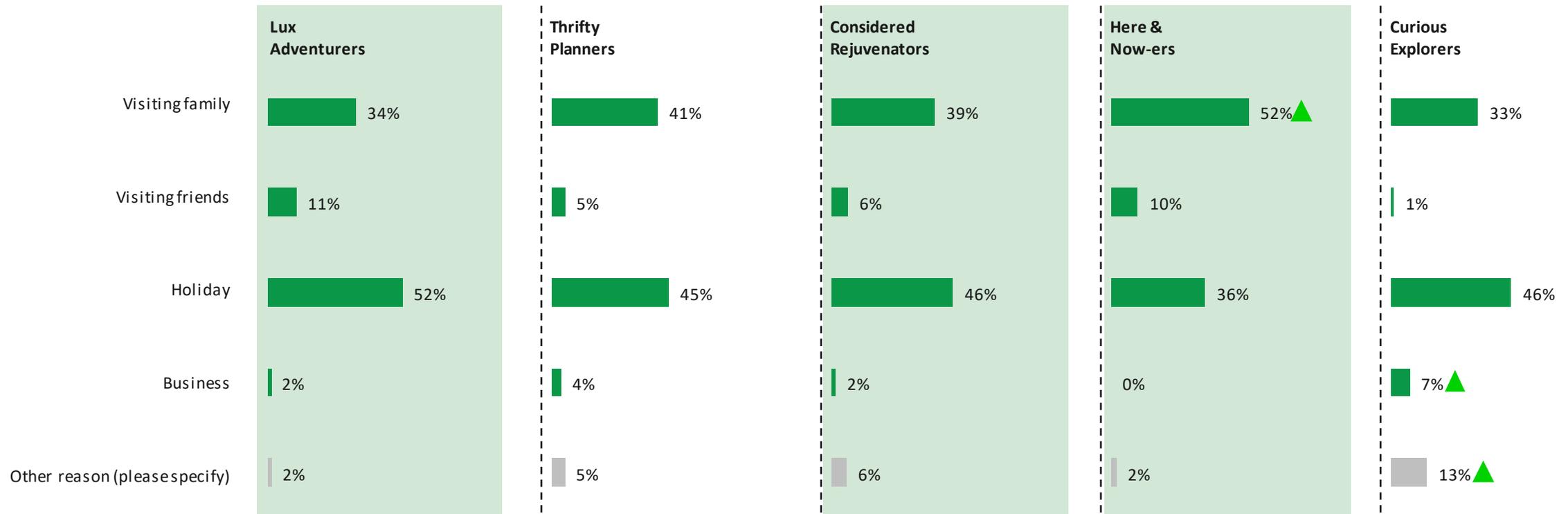


INTENDWHY: What will be the main reason for your next overseas trip in the next 6 months?

Sample size: Apr 22 n = 346, Jun 22 n = 320, Oct 22 n = 326, Dec 22 n = 307

Lux Adventurers are more likely to plan an overseas holiday in the next six months

Main reason for first overseas trip in the next 6 months - by mindset (Dec 22)



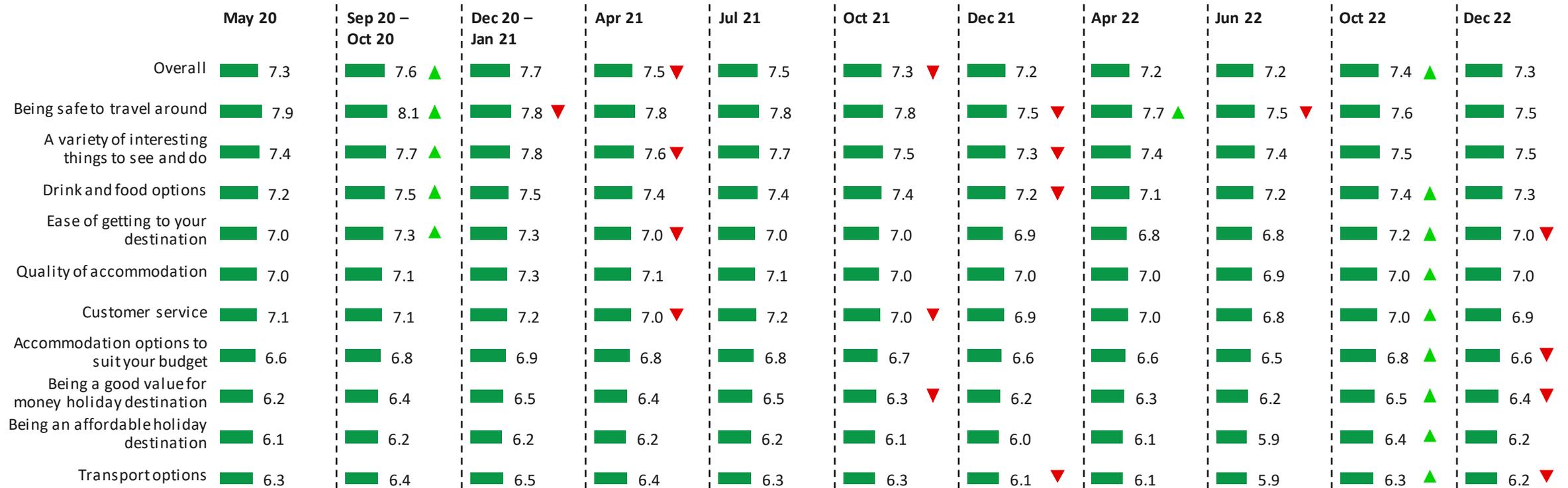
▲ ▼ Significantly higher / lower than other mindsets

Appendix – additional data by mindsets



Drivers of New Zealand holiday expectations

How well New Zealand delivers on various holiday experiences (mean score)



Research methodology and sample



(Dec 22)

Dec 22 fieldwork period |
13 December– 23
December 2022



Total sample

1200



Survey length (max)

15 min



Sample



December 22

Auckland	293
Waikato	140
Bay of Plenty	67
Gisborne	11
Hawke's Bay	87
Taranaki	18
Manawatu-Whanganui	74
Wellington	163
Tasman	5
Nelson	25
Marlborough	9
West Coast	8
Canterbury	148
Otago	79
Southland	20
Northland	53
Total	1200

KANTAR

Thank you

