



# Impact of the COVID-19 pandemic on intentions to travel among German Active Considerers

June 2022

Fieldwork period:  
21<sup>st</sup> June – 3<sup>rd</sup> July 2022



# Key insights

There is a strong appetite for travel: half of the Active Considerers (ACs) have already travelled internationally in the last six months, the majority (82%) are planning a big long-haul overseas holiday by April 2023, and 44% of ACs would like to take overseas holidays more often in the next two years

ACs who are looking to take trips more often, on average, plan to take between 3 and 4 international holidays a year, with a combination of short breaks and long trips

ACs are most commonly looking for destinations that offer; the ability to freely move around in nature, opportunities to explore and learn new things, and feel safe to travel around

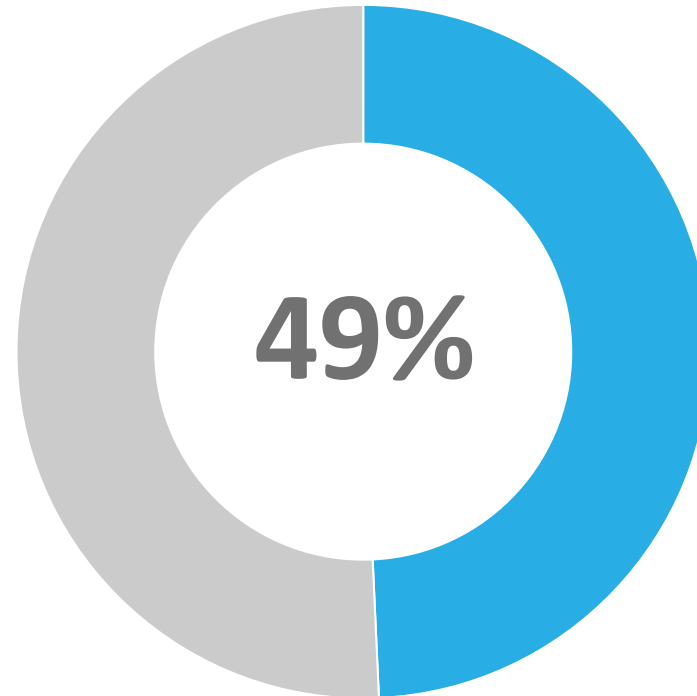
Visits to New Zealand are likely to be spread out across the next year – with 37% of ACs wanting to visit by the summer of 22/23

With COVID-19 related factors are becoming less relevant, price of airfare and flight length are top concerns when booking a holiday to New Zealand – travel promotions, especially through travel agents (both physical and online), can motivate ACs to move from planning their holiday into booking

# Half of ACs have travelled overseas for a holiday in the last six months

## Travelled overseas for a holiday in the last six months

% AC | Jun 22

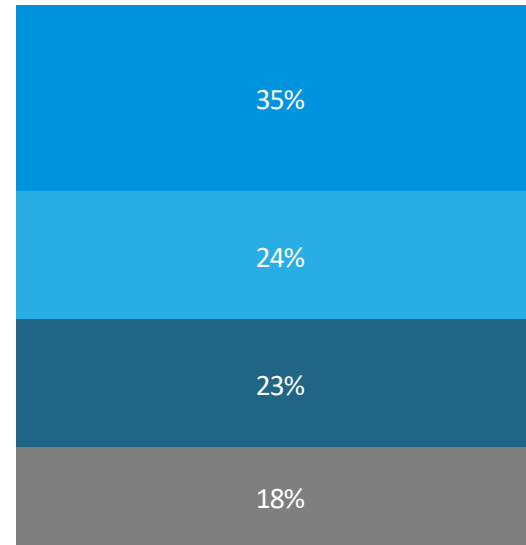


# 82% of ACs plan to take a big long-haul overseas holiday by April next year

## Likely dates to take next big trip (long-haul) overseas holiday

% AC | Jun 22

- Between July 2022 and October 2022
- Between November 2022 and February 2023
- Between March 2023 and April 2023
- Later than May 2023

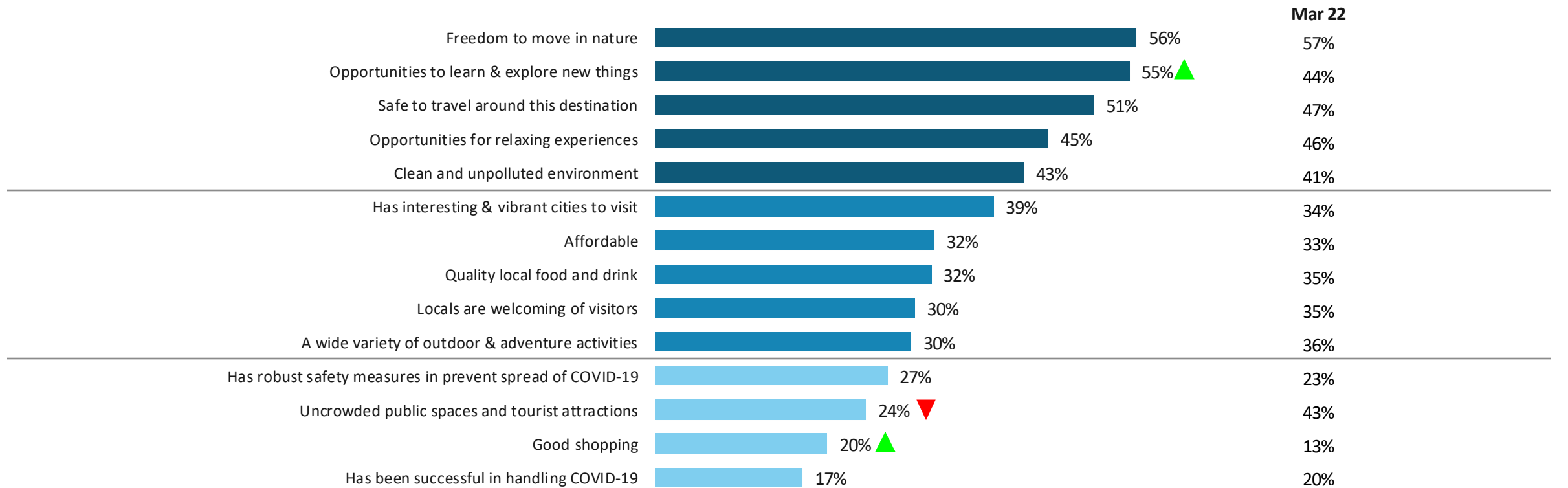


June 22

# Freedom to move in nature, opportunities to explore and learn new things, and feeling safe when travelling around are the key attributes when choosing a holiday destination

## Attributes considered when choosing destination

% AC | Jun 22



▲ ▼ significantly higher/lower than previous period

# Discovering and experiencing new cultures combined with the longing for travel are most common motivators to take an international holiday

## Needs, reasons, and motivations to take an international holiday

% AC | Jun 22

### To discover & experience new cultures

*Wants to get to know other countries*

*Get to know a lot of new things*

*Spend different moments getting to know another culture and people from another culture*

*To get to know and enjoy new cultures and the vastness of the world better*

*Improve language and see something new*

*Curiosity, broadening of horizons, relaxation*

*Explore new landscapes and cities, relax, enjoy nature*

*See and experience something different. curiosity*

### Longing for travel

*I haven't been on vacation in a long time, would like to get to know a new country and relax with my son and myself*

*I would love to see the world and travel to my favourite country again to feel fulfilled*

*I haven't been on vacation for at least 3 years and now I want to experience something.*

*After a long time with the corona virus, I would like to see something completely new and beautiful again. And New Zealand is one of the most beautiful countries in my opinion.*

*I want to get out again after 5 years without a vacation*

### To relax

*Relaxation and getting to know new landscapes and people and their traditions and preferences*

*Recreation adventure cultural education*

*Relaxation, explore new things, spend time with family*

*Relaxation, gain new impressions, get to know something new!*

*Relaxation, the urge for something new, distant cultures, foods and countries*

*Relaxation and new adventures*

### Re-connecting with family

*Going there with my daughter because she lived there for 1 year*

*Traveling to Paris with my girlfriend to see the Eiffel Tower*

*I want to experience something nice with my girlfriend, far away from home.*

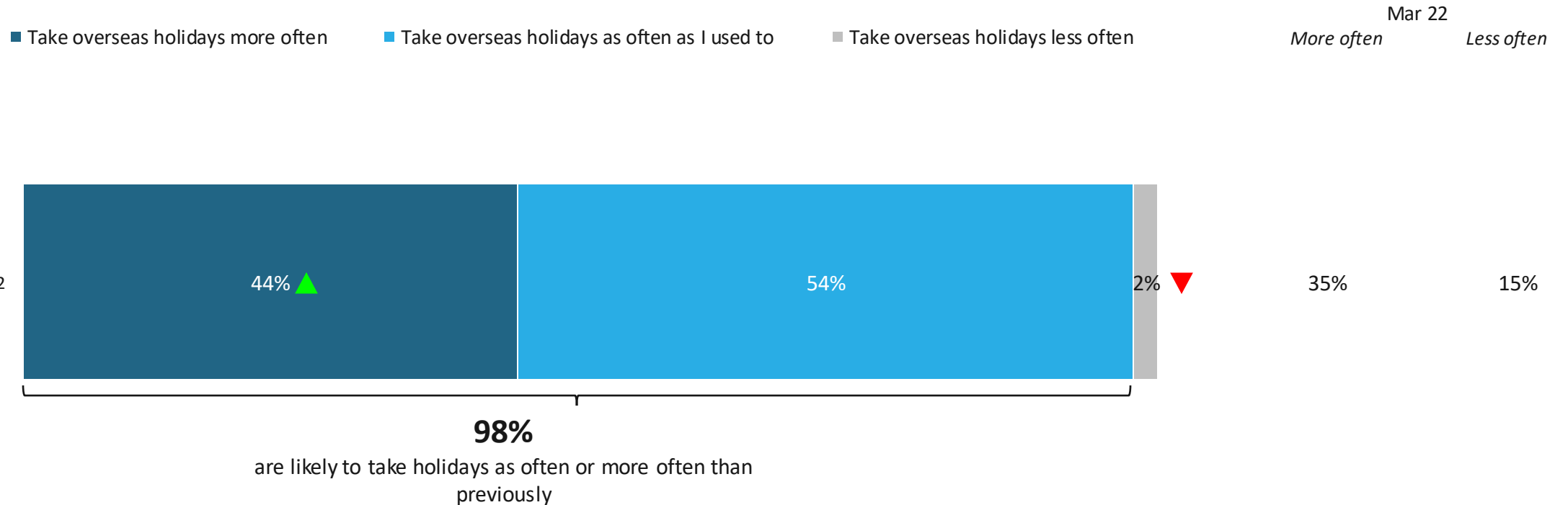
*Escape the winter and visit friends*

*Visiting friends in Spain, motorcycle tour of Europe without booking*

# 44% of ACs would like to take overseas holidays more often in the next two years – this has increased from 35% in Mar 22

## Expected change to overseas holiday travel

% AC | Jun 22



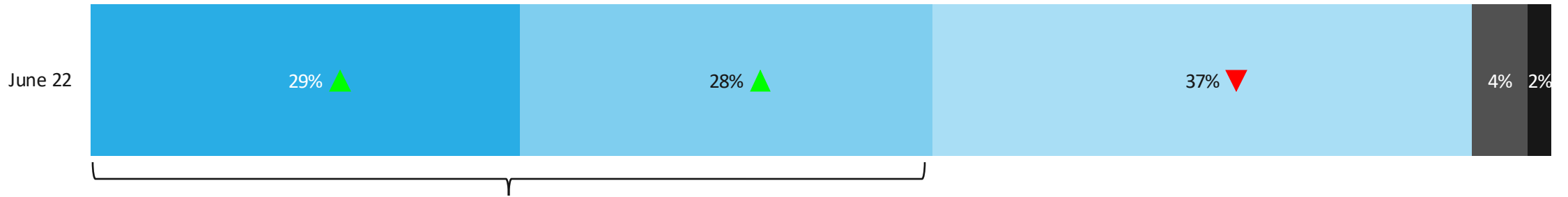
▲▼ significantly higher/lower than previous period

# There is growing interest in travelling to multiple overseas destinations as a part of a single overseas trip

## Interest in multiple countries while travelling overseas

% AC | Jun 22

■ I am now much more interested   ■ I am now slightly more interested   ■ My interest in multiple destination international travel is the same   ■ I am now slightly less interested   ■ I am now much less interested



**58%**

are more interested in travelling to multiple countries as part of a single overseas vacation

Mar 22

22%

21%

49%

6%

2%

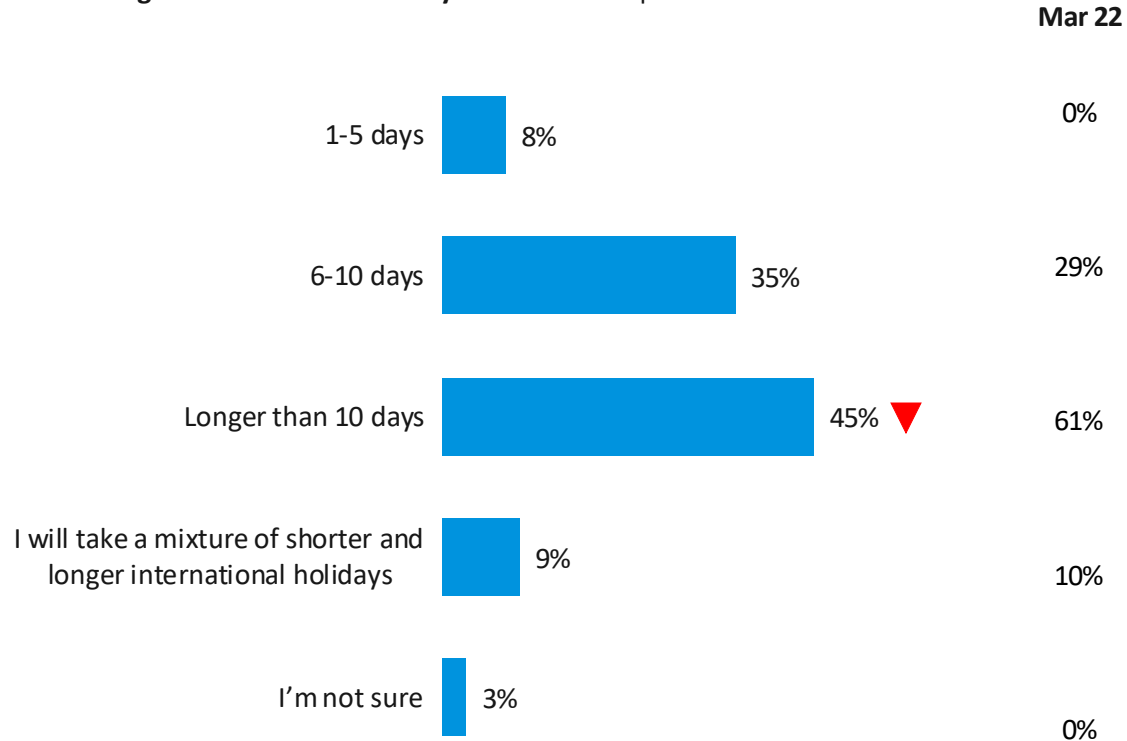
▲▼ significantly higher/lower than previous period



# ACs who are looking to take trips more often, on average, plan to take between 3 and 4 international holidays a year, with a combination of short breaks and long trips

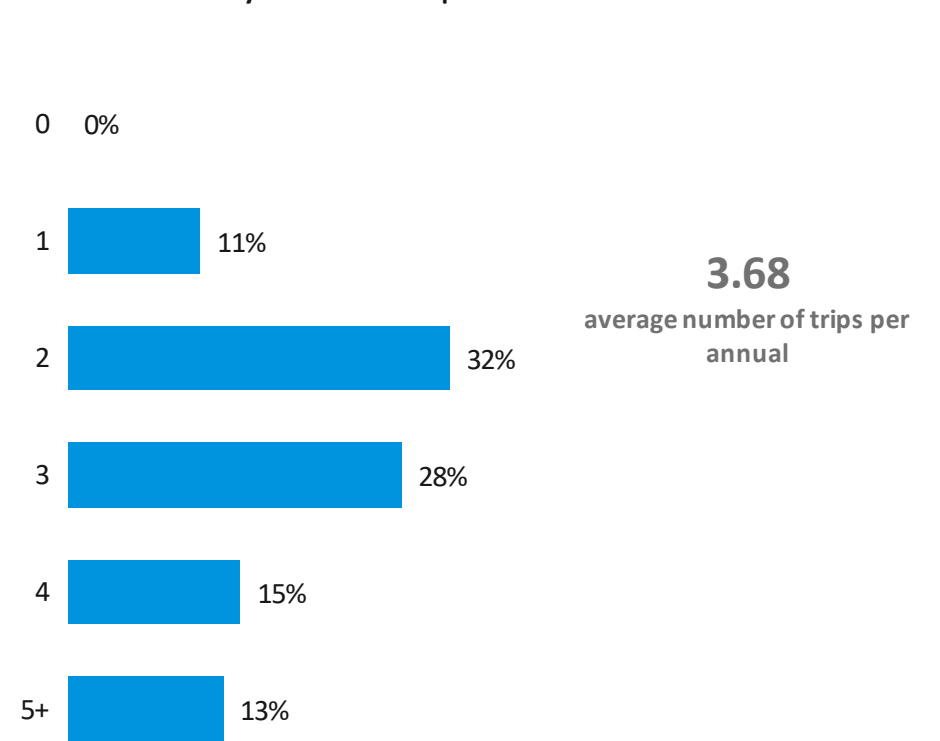
## Likely duration of each holiday across the next 2 years

% AC looking to take overseas holidays more often<sup>(1)</sup> | Jun 22



## Average number of international holidays per annual

% AC looking to take overseas holidays more often<sup>(2)</sup> | Jun 22



▲ ▼ significantly higher/lower than previous period

Notes:

- Sample: Active Considerers (AC); March 22 n = 101 | June 22 n = 142
  - Sample: Active Considerers (AC); Jun22 n = 119 (excluding those who 'don't know')
- Q: "In general, how long (in days) do you think you will spend on most international holidays over the next two years?"  
Q: "Over the next two years, how many international holidays do you think you might take in a year?"

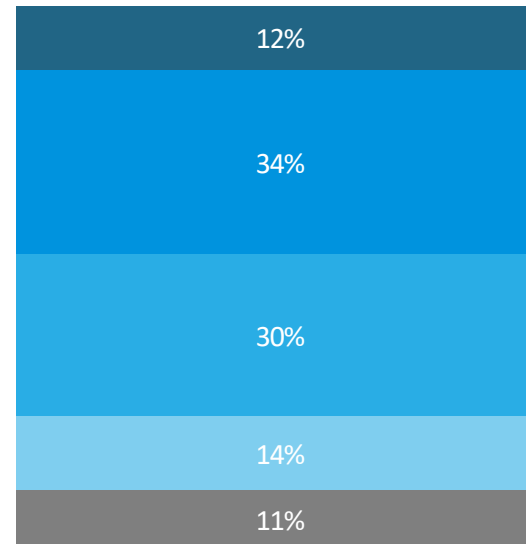


# On average, ACs are likely to take three months from once they had a destination in mind to book a holiday

## Lead time between identifying destination and booking holiday

% AC | June 22

- Less than 1 month
- 1-2 months
- 3-4 months
- 4-6 months
- 6 + months



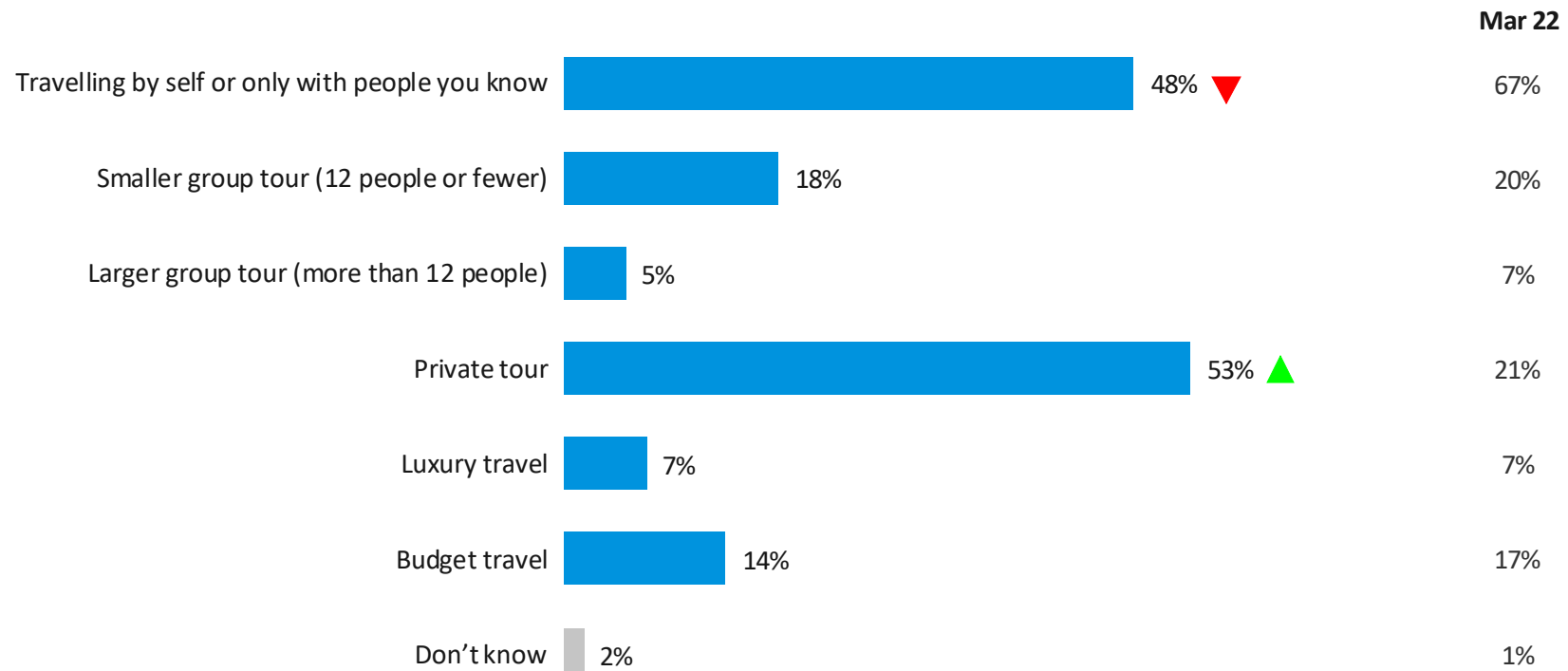
June 22

**3 months**  
average duration of lead time  
between identify destination  
and booking holiday

# Preference for a private tour has increased considerably since Mar 22

## Interest in type of international holiday

% AC | Jun 22



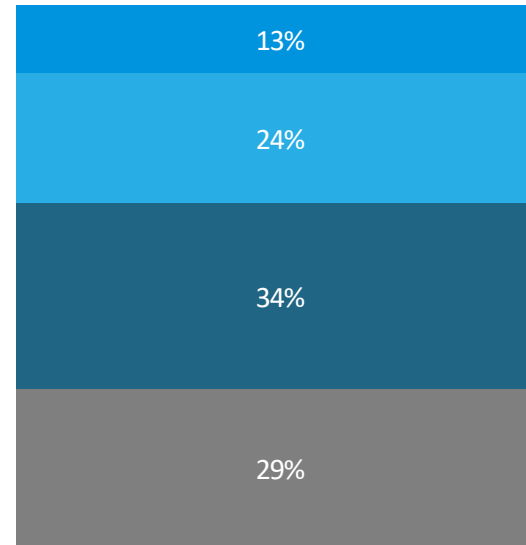
▲▼ significantly higher/lower than previous period

# Visits to New Zealand are likely to be spread out across the next year – with 37% of ACs wanting to visit by the summer of 22/23

## Likely dates to travel to New Zealand

% AC | Jun 22

- Between June 2022 and October 2022
- Between November 2022 and February 2023
- Between March 2023 and June 2023
- Later than June 2023

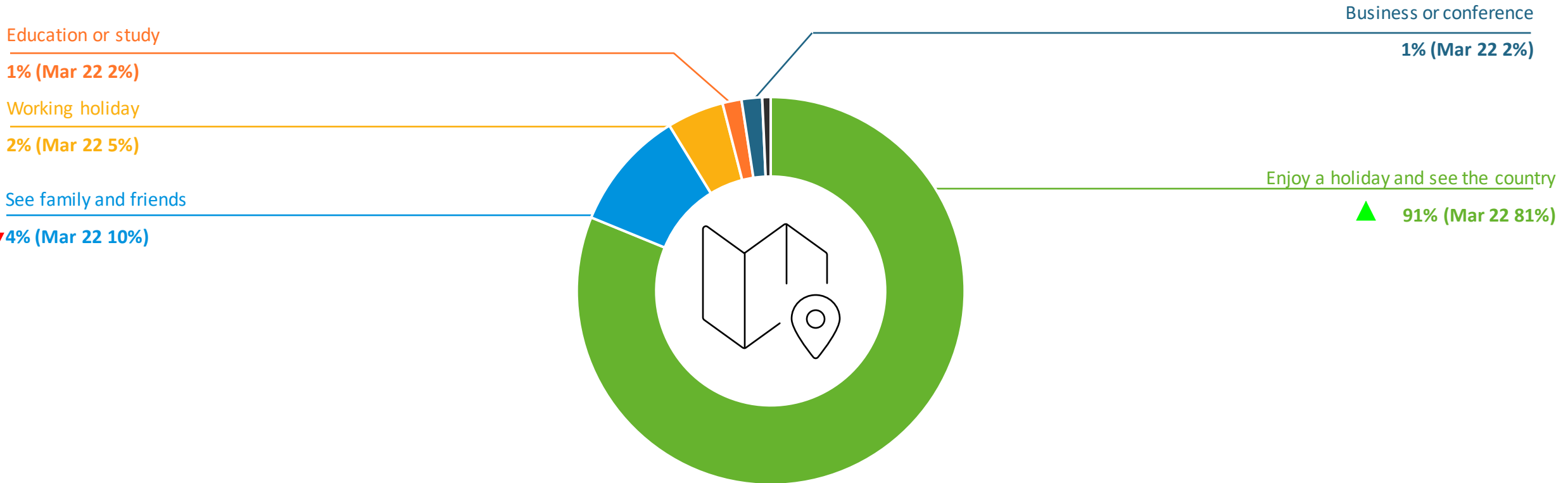


June 22

# Holidays and being able to explore New Zealand are key reasons ACs book a trip to New Zealand

## Key reason to book a trip to New Zealand

% AC | Jun 22

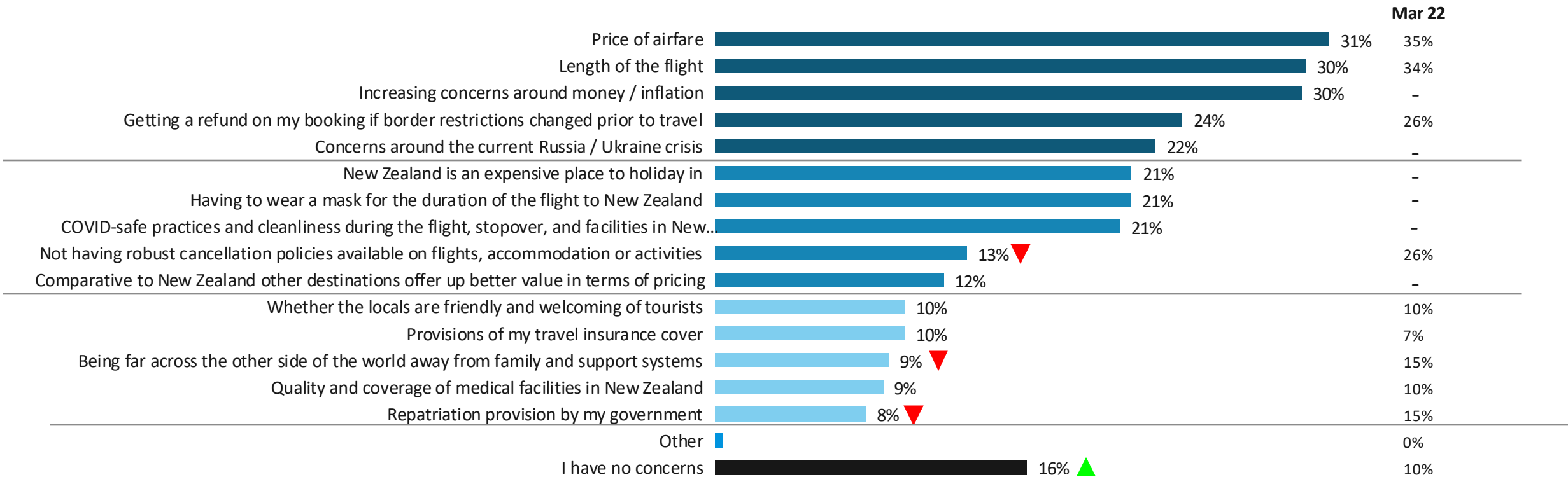


▲▼ significantly higher/lower than previous period

# Price of airfare and flight length are top concerns when booking a holiday to New Zealand – COVID-19 related factors are becoming less relevant

## Concerns about booking a holiday in New Zealand

% AC | Jun 22

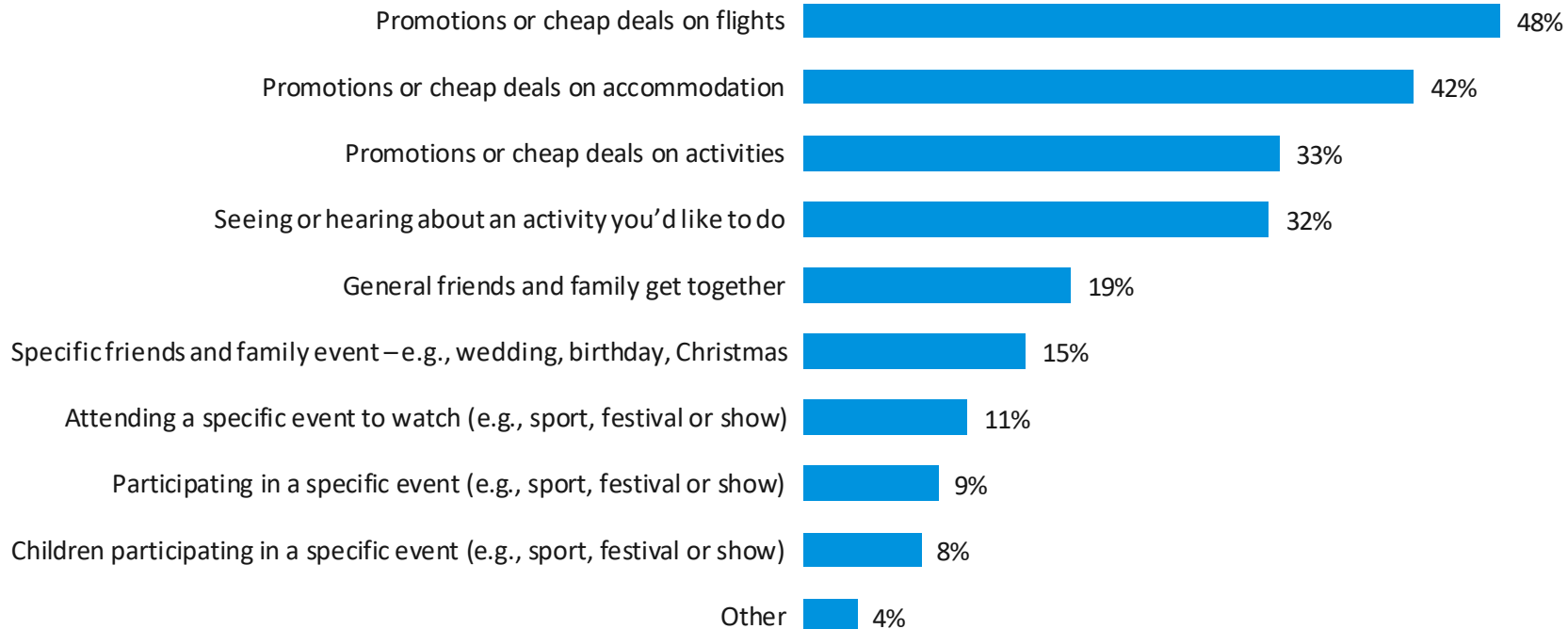


▲▼ significantly higher/lower than previous period

# Price promotions on flights, accommodation and activities are the key triggers that can move ACs from planning their holiday into booking

## Trigger moving ACs from planning to booking

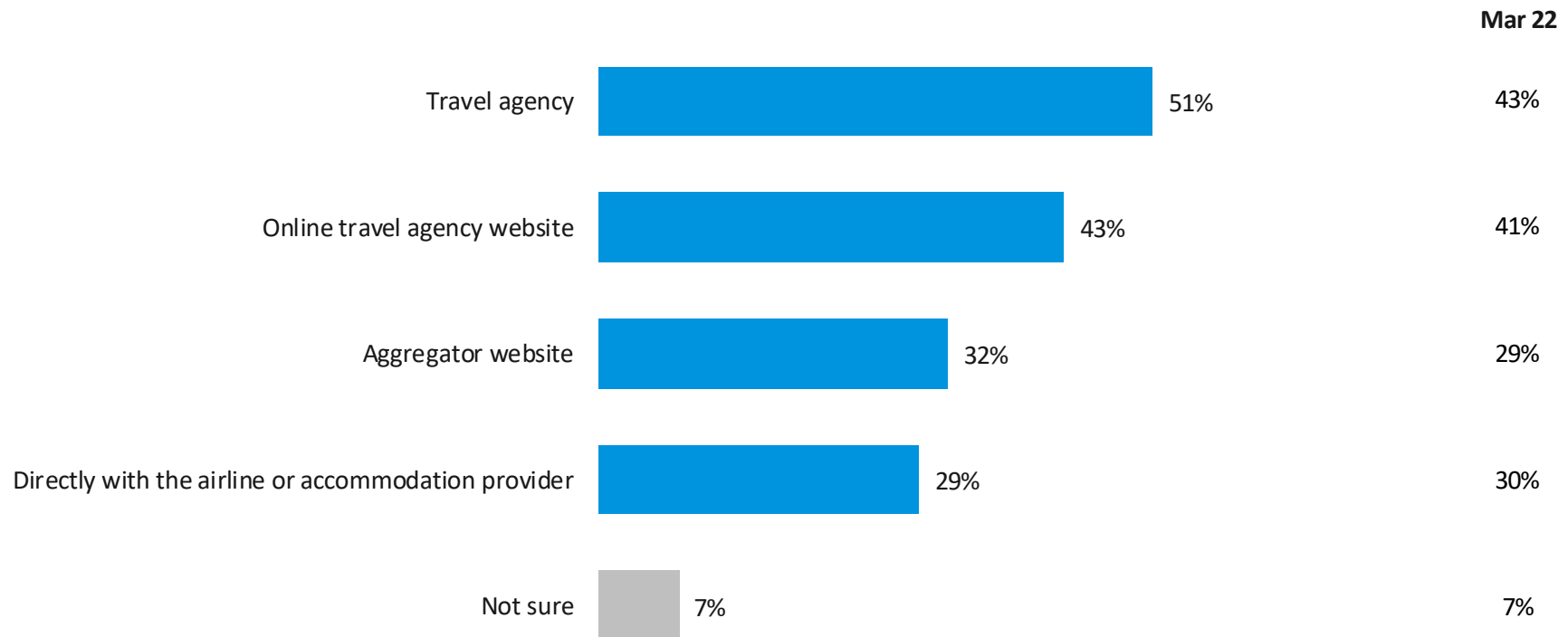
% AC | Jun 22



# ACs are split in their preference for how they would like to book their New Zealand travel – travel agents in either physical or online remain popular option for German ACs

## Preferred channels to book a New Zealand holiday

% AC | Jun 22



▲/▼ significantly higher/lower than previous period