



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

June 2022

Fieldwork period:

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



# Key insights

Despite overseas travel being limited to Chinese ACs, the majority of ACs remain keen to travel: 89% of ACs are keen to travel within six months of travel restrictions lifting.

Uncertainty about travelling post-Covid and concerns around the potential of contracting COVID-19 are the top barriers to booking overseas travel, and as such destination's response to managing COVID-19 risks will play a key role in how ACs choose their holiday destination post-Covid.

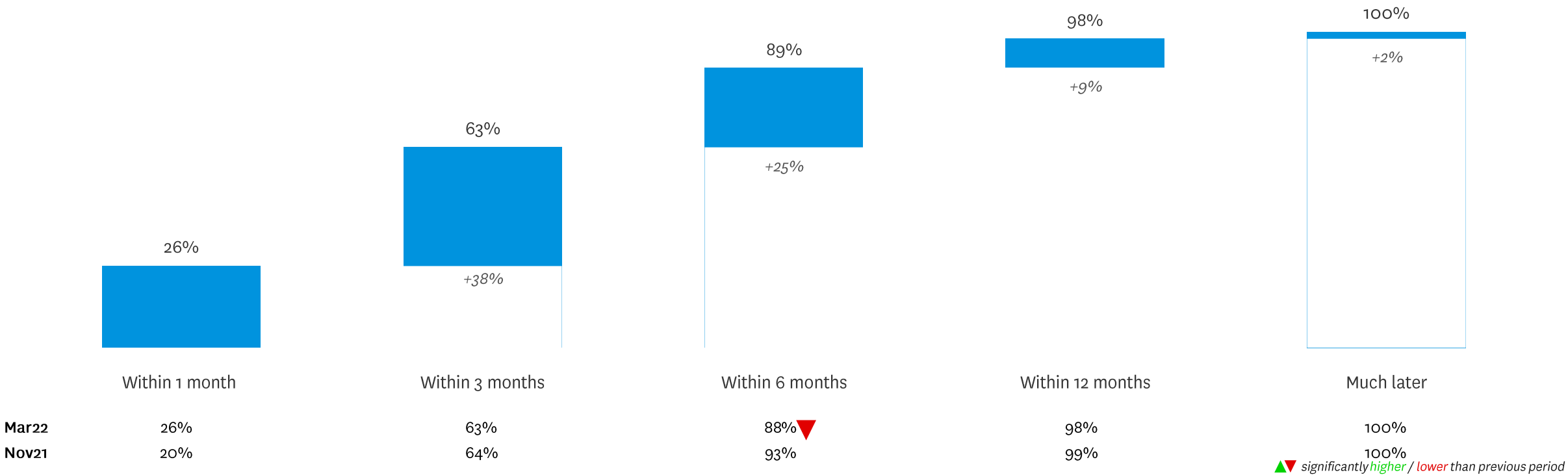
The appetite for a holiday in New Zealand remains solid & stable, with 62% of ACs being eager to travel to New Zealand within three months of it being a possibility.

While travel is restricted, the majority of ACs are not adverse to destination advertising – sites such as Weibo, Douyin & Bilibili are the most widely used channels for travel inspiration, and offer Tourism New Zealand an opportunity to keep New Zealand front of ACs mind.

# Nine out of ten ACs are wanting to travel overseas for a holiday within six months of travel restrictions easing – results have remained stable since March 22

## Speed of overseas holiday demand recovery after restrictions are lifted

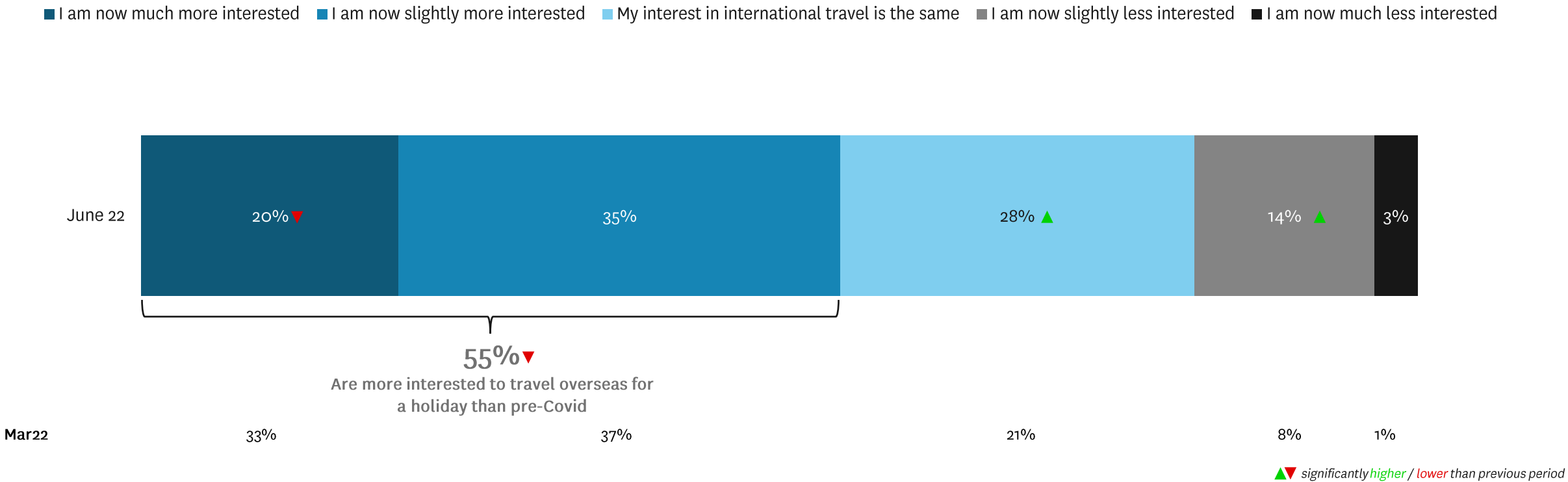
% AC | Jun 22



# 55% of ACs are plan to travel more than pre-Covid levels – although this enthusiasm has damped since Mar 22

## Interest in overseas holiday compared to pre-Covid

% AC | Jun 22



# Once COVID-19 outbreak passes, ACs are eager to travel more, both within and outside Asia

## Interest in overseas holiday compared to pre-Covid

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■ Take overseas holidays to destinations in Asia more often   ■ Take overseas holidays to destinations in Asia as often as I used to   ■ Take overseas holidays to destinations in Asia less often



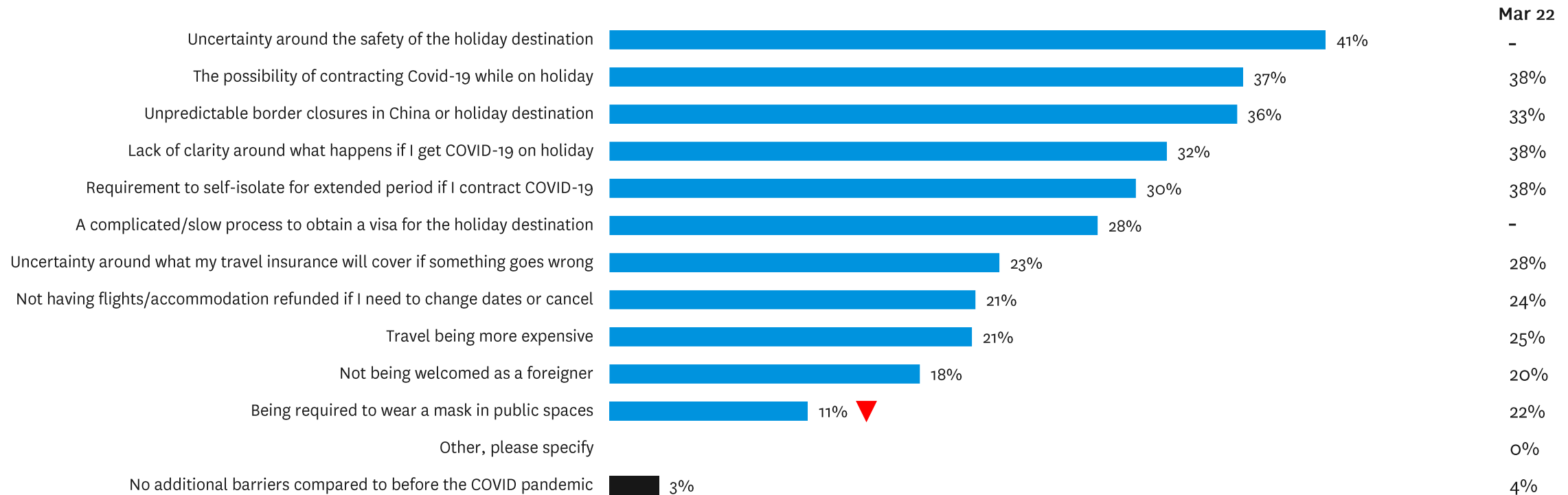
■ Take overseas holidays outside Asia more often   ■ Take overseas holidays outside Asia as often as I used to   ■ Take overseas holidays outside Asia less often



# Uncertainty about travelling post COVID-19 and concerns around possibility of contracting COVID-19 are the top barriers to booking overseas travel

## Biggest barriers to booking overseas holiday

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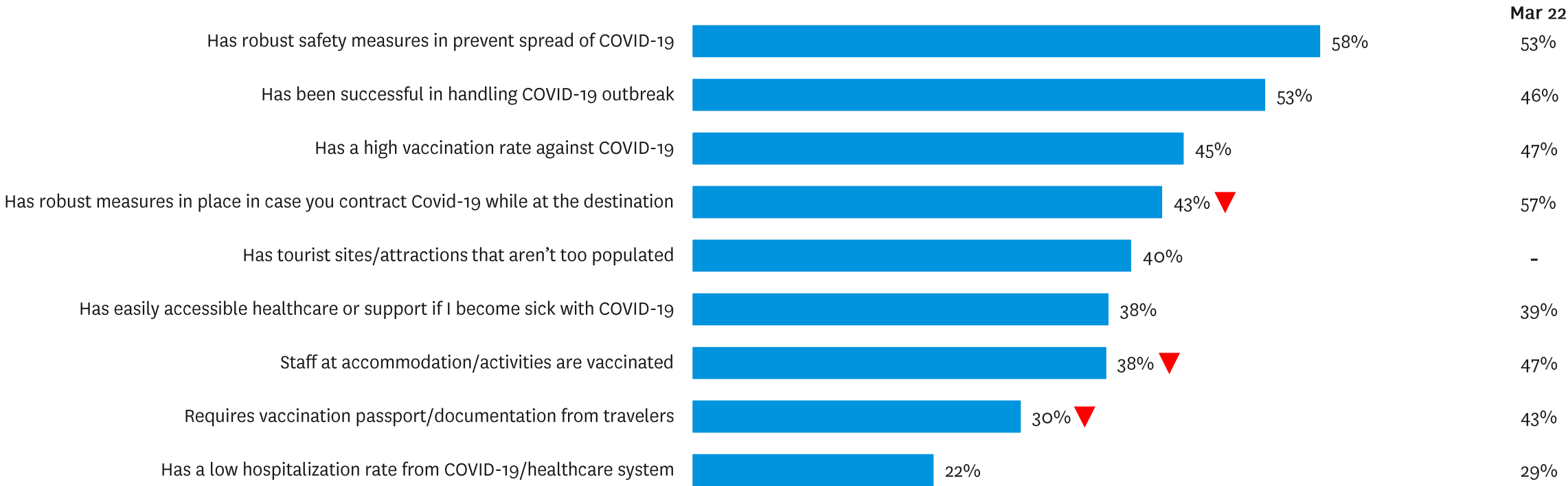


▲▼ significantly higher / lower than previous period

# Destination’s response to managing COVID-19 risks will play a key role in how ACs choose holiday destinations post-Covid

## TOP 15 attributes considered when choosing destination after COVID-19

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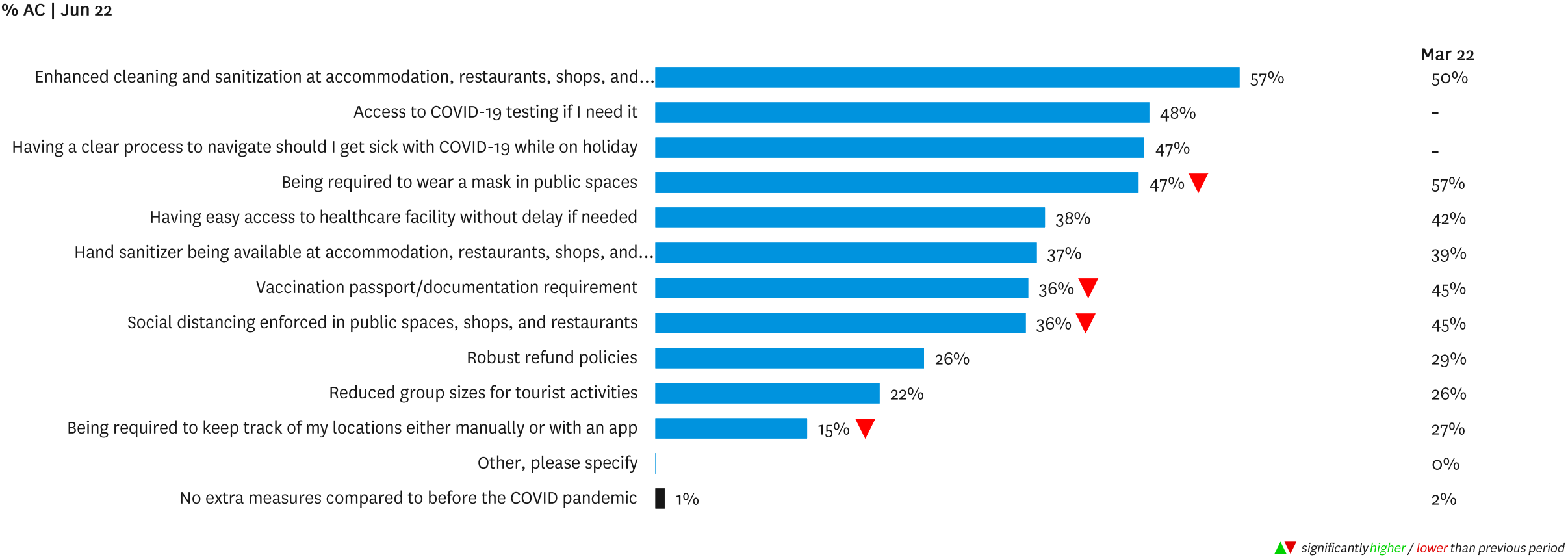
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# From their chosen holiday destination ACs would like to see high sanitisation levels, access to COVID-19 testing, and a clear process of what to do if you contract COVID-19

## Measures would like to see implemented at the destination



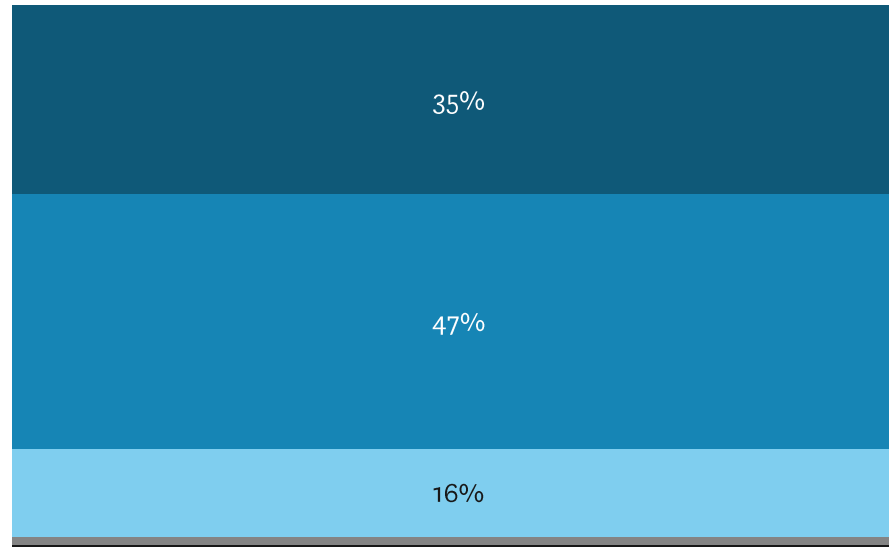


# Although international travel is currently limited, and concerns around COVID-19 hinders eagerness to travel, destination advertisements are still welcomed by ACs

## Impact of advertising while international holiday is not available

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- Seeing holiday destination advertising makes me feel much more positively about travelling to that destination
- ...slightly more positively...
- ...doesn't change...
- ...slightly more negatively...
- ...much more negatively...



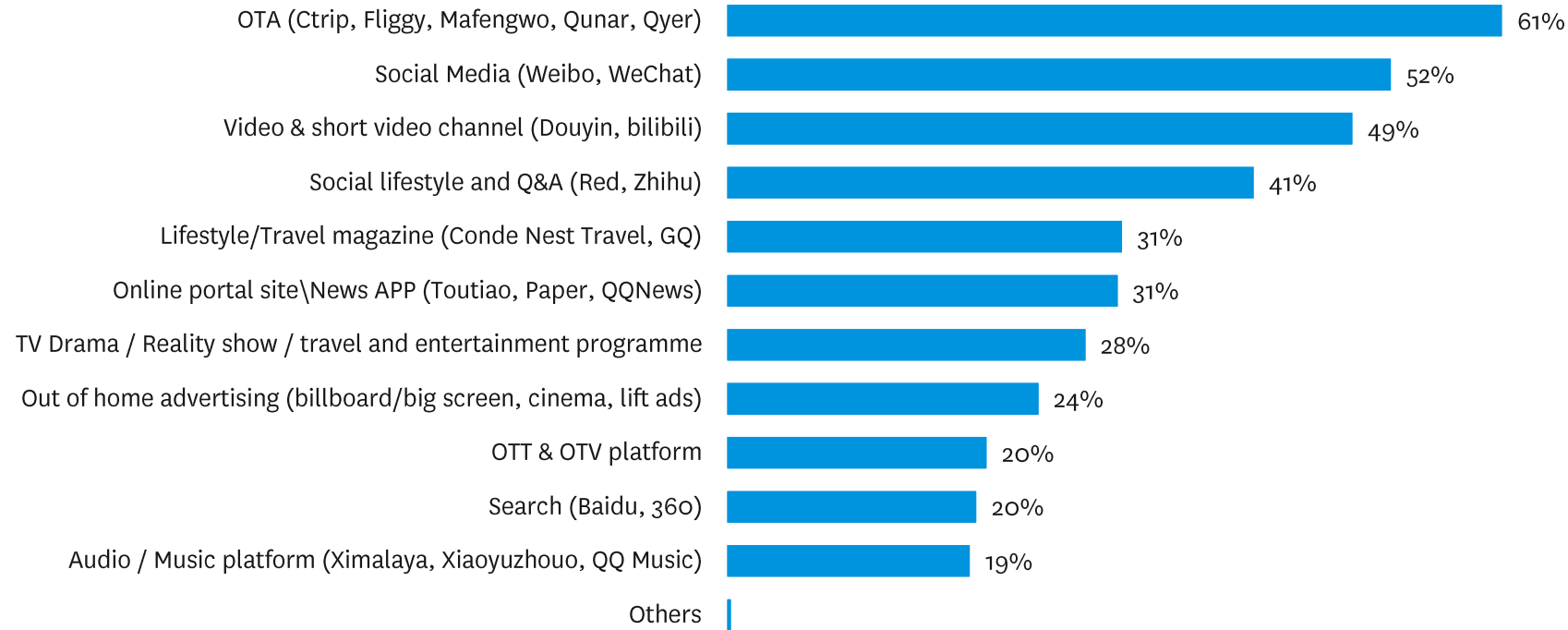
82%  
Are positively about travelling to that destination

Jun 22

# OTAs, Weibo, WeChat, Douyin and Bilibili are the most widely used channels for travel inspiration

## Channels used for travel inspiration

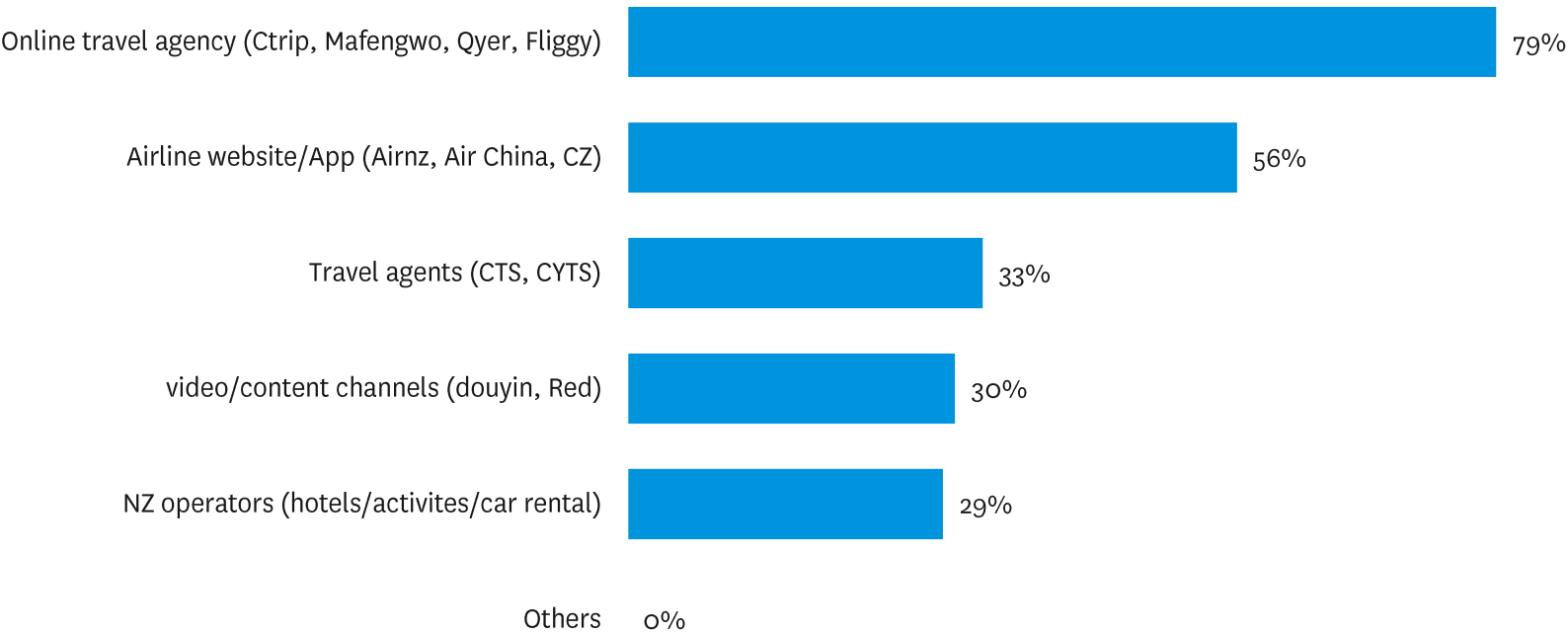
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# The majority of ACs book their travel via online travel agencies, with many also booking directly with the airline

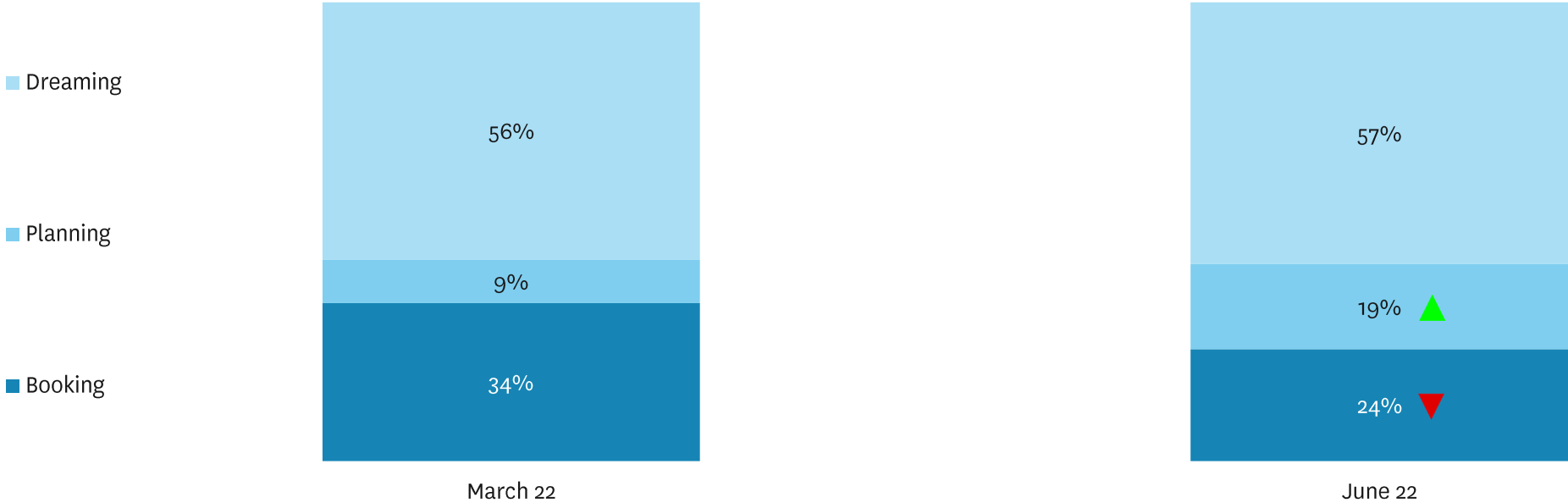
## Channels used for travel booking

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# As travel restrictions for China ACs remain in place, there has been a decline in the proportion of ACs who state that they are ready to book their New Zealand holiday

Journey funnel  
% AC

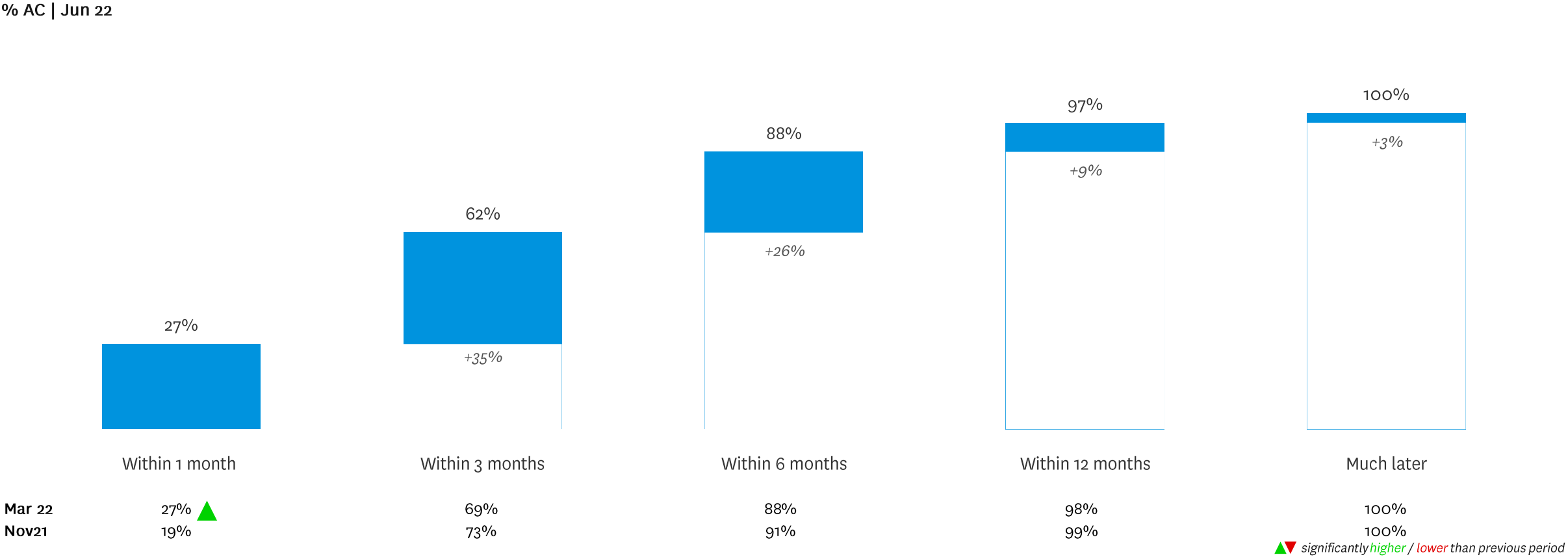


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# Demand for New Zealand holidays within six months remains sturdy relative to March 2022

## New Zealand holiday demand recovery after restrictions are lifted



# Levels of preference for New Zealand as a travel destination have remained stable since March 2022

Most likely to come within the six months of restrictions being lifted

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