

Impact of the COVID-19 pandemic on intentions to travel among Australian consumers

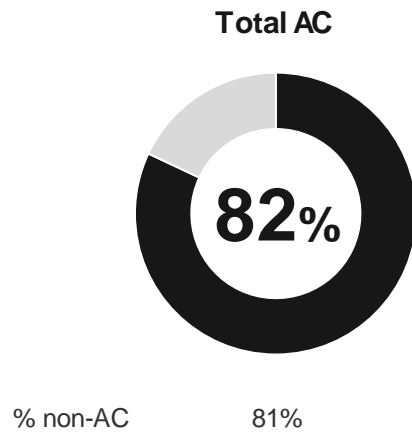
May 2020 (fieldwork period: 25 May – 06 June 2020)



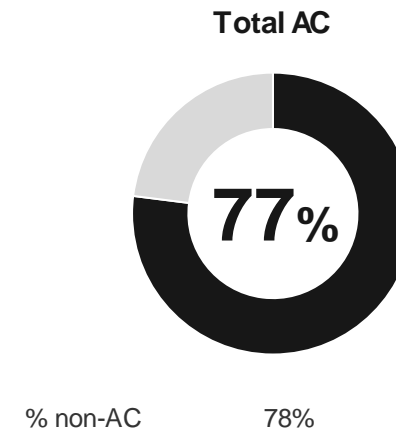
77% of ACs in Australia are still concerned about contracting COVID-19, however this figure is lower than April

% Consumers concerned about the risk of contracting COVID-19

April 20



May 20



■ Concerned + Highly concerned ■ Not concerned

Notes:

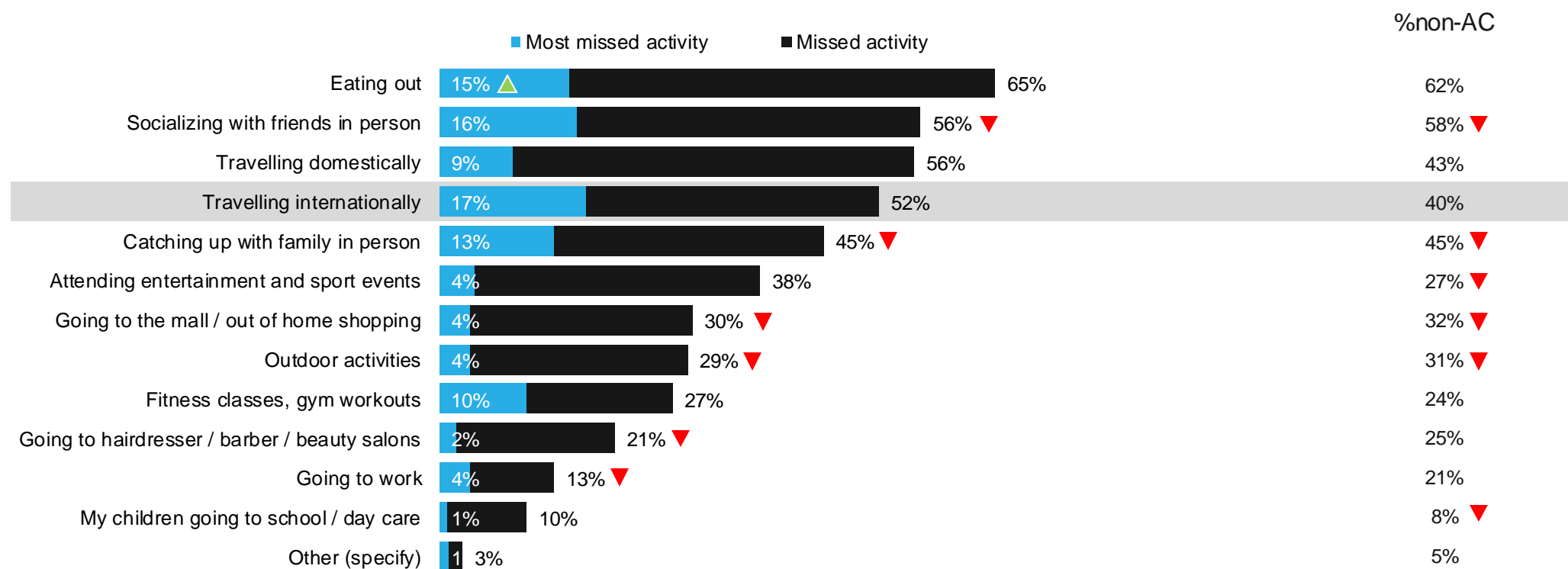
1. Sample: Active Considerers (AC) April n = 300 | May n = 299 | non Active Consideres (non-AC) April n = 297 | May n = 299

▲ ▼ significantly higher / lower than April 20

Travelling overseas remains one of the most missed activities for ACs

Activities consumers miss due to COVID-19 related requirements

% AC | May 20



Notes:

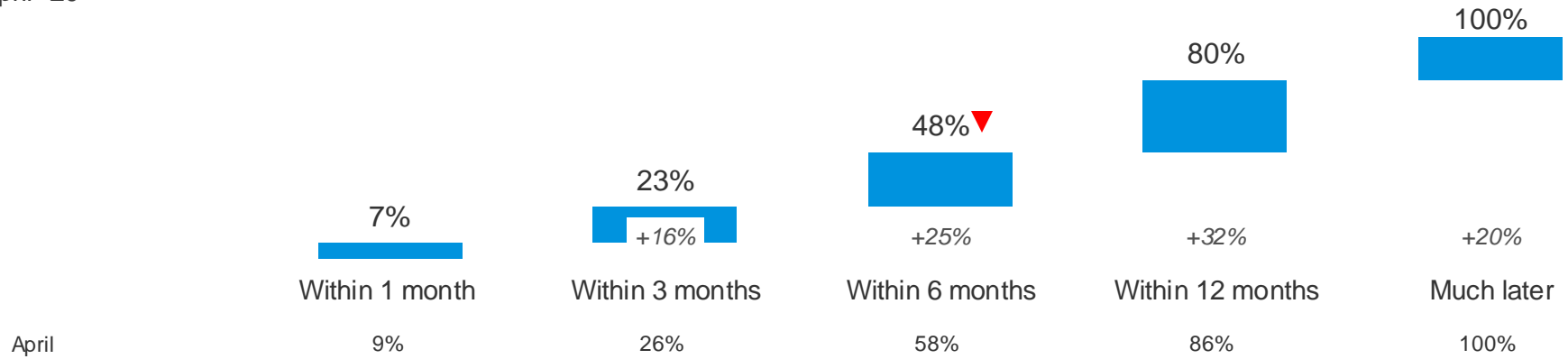
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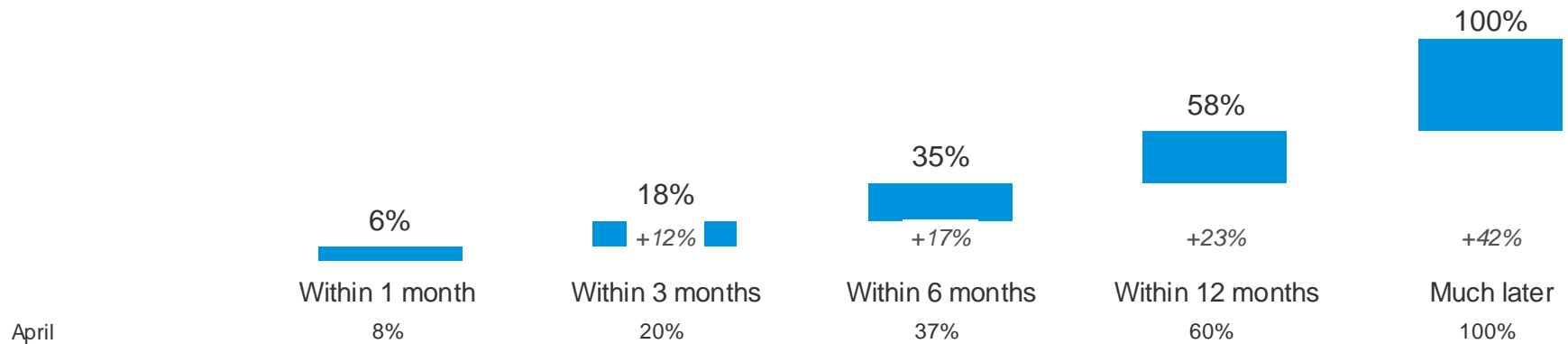
Slightly fewer ACs are ready to travel abroad within six months of travel restrictions being lifted compared to April

Speed of **international holiday** demand recovery after restrictions are lifted

% AC | May vs April 20



% non-AC | May vs April 20



Notes:

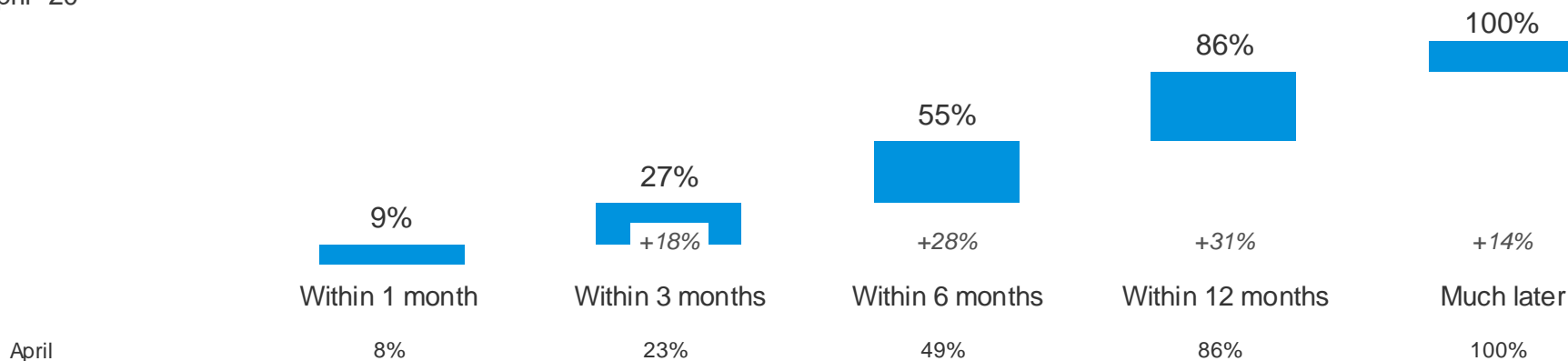
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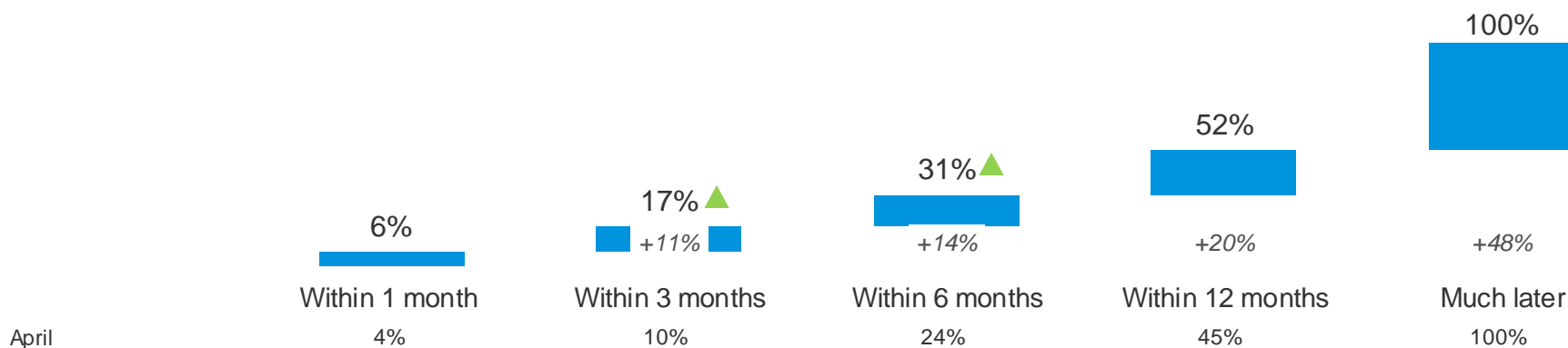
Pent-up demand for New Zealand holidays has remained stable since April: over half of ACs want to come to New Zealand within 6 months of restriction being lifted

Speed of **New Zealand holiday** demand recovery after restrictions are lifted

% AC | May vs April 20



% non-AC | May vs April 20



Notes:

1. Sample: Active Considerers (AC) April n = 300 | May n = 299 | non Active Considerers (non-AC) April n = 297 | May n = 299

▲ ▼ significantly higher / lower than April 20

Holidaying remains the top reason for the first overseas trip for Australian ACs after travel restrictions are lifted

Reasons for first overseas trips after restrictions are lifted

% AC | May 20



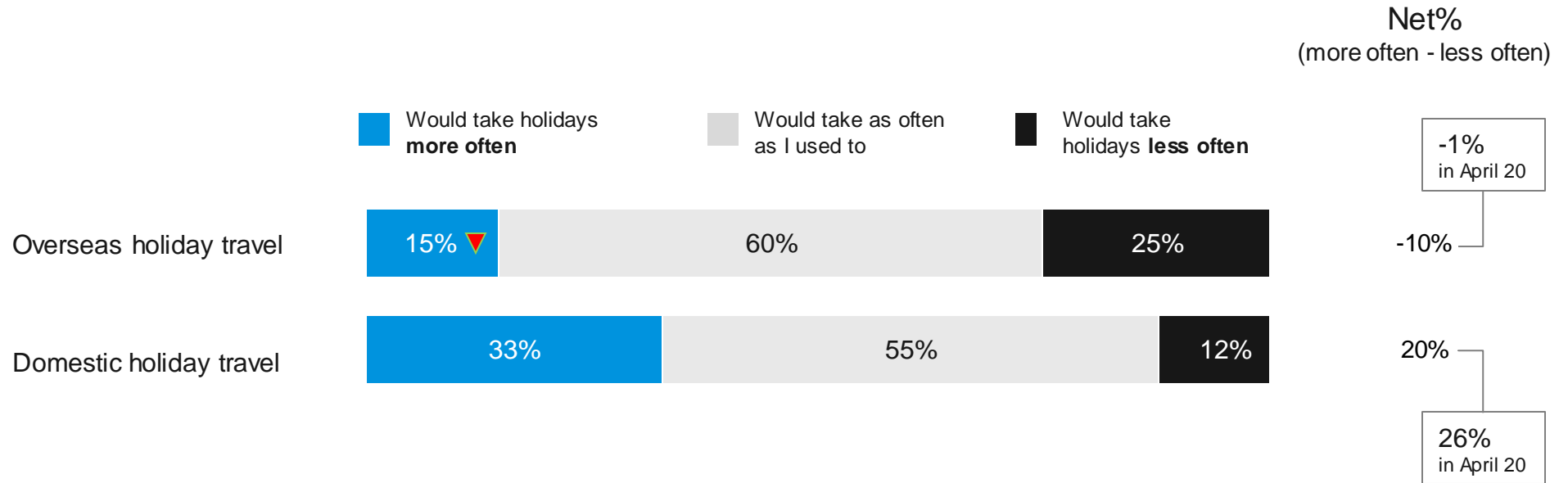
Notes:

1. Sample: Active Considerers (AC) n = 299 | non Active Considerers (non-AC) n = 299

Over a third of ACs are keen to travel more often domestically after COVID-19, while most are unlikely to want to take more frequent overseas holidays

Expected change to holiday travel after COVID-19

% AC | May 20



Notes:

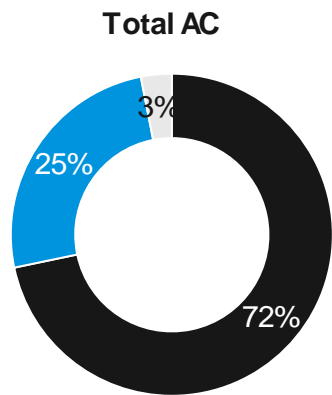
1. Sample: Active Considerers (AC) n = 299

▲ ▼ significantly higher / lower than April 20

An overwhelming majority of ACs support the idea of a trans-Tasman bubble, with just under a third of ACs having concerns around general safety of this idea, regulations and procedures

Support the idea of creating a COVID-19 safe travel zone between Australia and New Zealand

% AC | May 20



- Yes, I'm supportive of this idea
- Yes, I'm supportive of this idea but have some concerns
- No, I don't support this idea

% AC who support 97%

% non-AC who support 90%

Notes:

1. Sample: Active Considerers (AC) n = 299 | non Active Consideres (non-AC) n = 299

What are your concerns?

AC & non-AC who don't support the idea or have concerns | May 20

General COVID-19 concerns

"Still no guarantee of safety in travelling"

"Australia still has cases of the virus and may pass it back to New Zealand"

"What if New Zealand gets an outbreak doesn't tell us and then we have a health crises on our hands"

Contracting virus on a flight

"Simply the additional chance of contracting Covid.. not just on land but in the plane"

"With Qantas for instance not going to be using social distance on their planes and planes notorious for circulating germs it seems rife for outbreaks from airplanes"

Too soon to travel overseas

"That the government will bow to pressure out of economic reasons (instead of considering the health crisis) and decide it is safe to open the borders much too early and we will get a second wave of the virus that will devastate our state and country"

"We should all stay in our own country's for now till we have a vaccine"

"I think it's too soon given that a 2nd wave of covid19 is inevitable"

Regulations and procedures

"Will the bubble be proof against intruders from other countries?"

"How will the restrictions be supervised?"

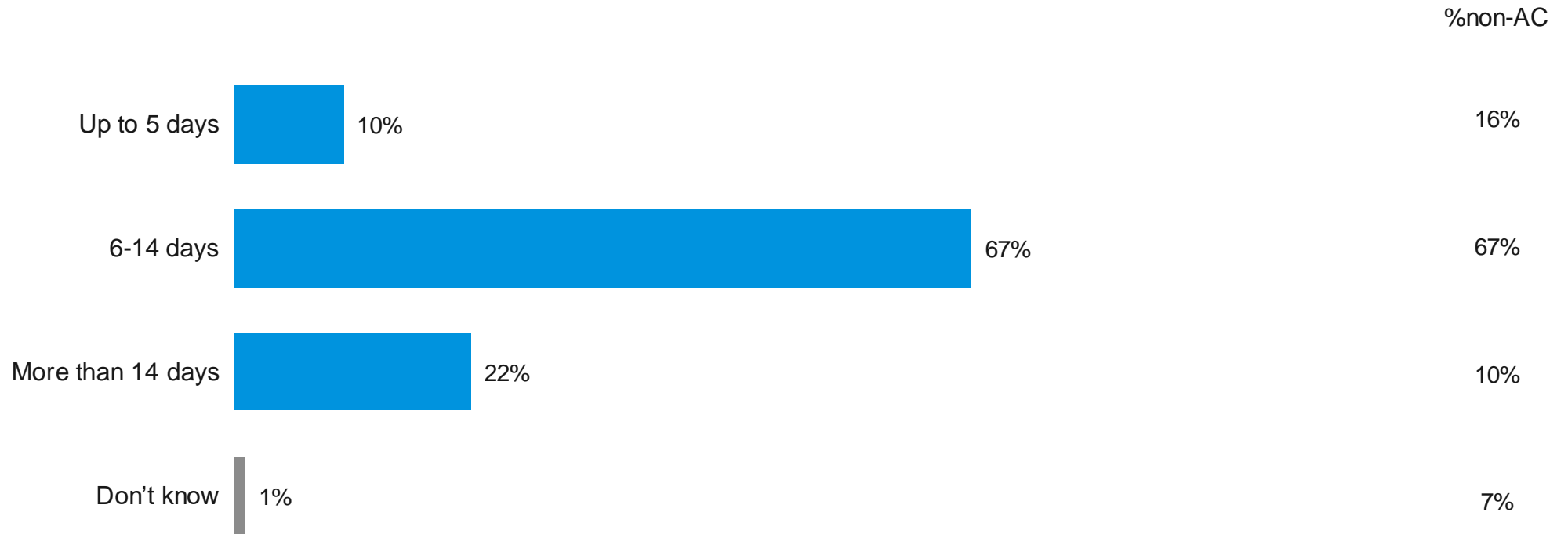
"There would have to be strict regulations in place e.g. testing people before the enter for the corona virus"

"Having to isolate for 14 days once arriving in NZ and then when we get back to Australia"

Most ACs want to take long holiday trips to New Zealand rather than short break trips

Desired length of the first New Zealand holiday after travel restrictions are lifted

% AC who want to travel to New Zealand within 6 months after restrictions are lifted | May 20



Notes:

1. Sample: Active Considerers (AC) n = 166 | non Active Considerers (non-AC) n = 92