

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

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

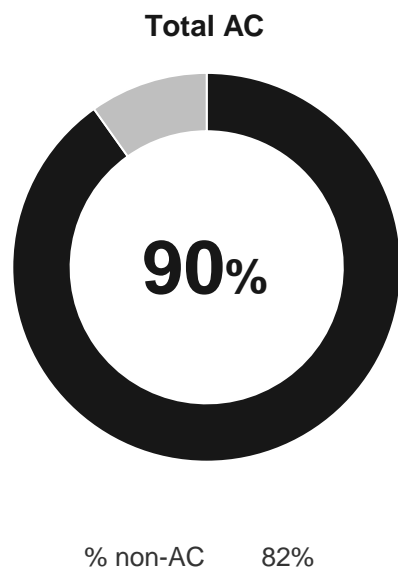


# The majority of ACs in the USA remain concerned about the potential risk of contracting COVID-19

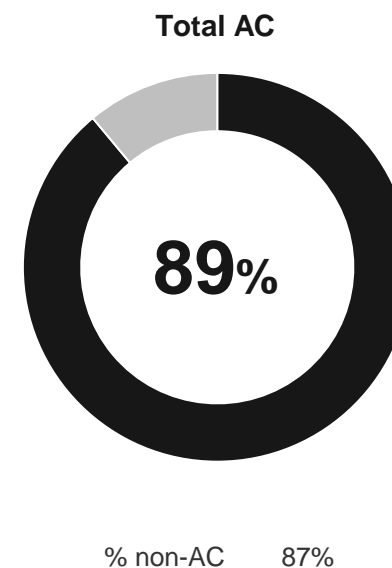
## Concern about the risk of contracting COVID-19

% AC | June vs May 20

May 20



June 20



■ Concerned + Highly concerned    ■ Not concerned

Notes:

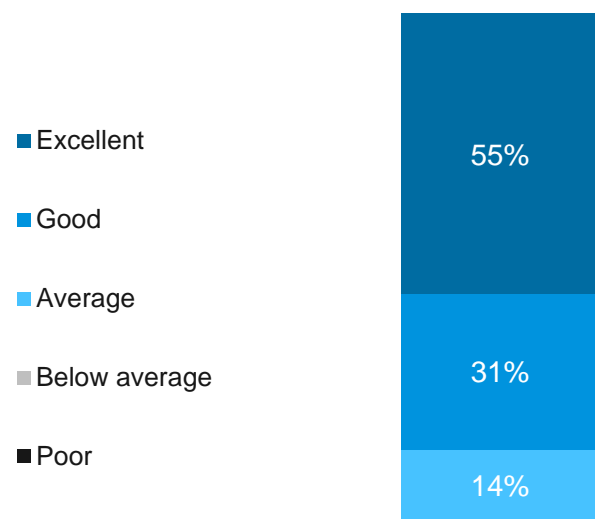
1. Sample: Active Considerers (AC) May n = 300, Jun n = 299 | non Active Consideres (non-AC) May n = 302, Jun n = 293

▲ ▼ significantly higher / lower than May 20

# The greater part of ACs rate New Zealand's health response to COVID-19 as excellent or good and this improves perceptions of New Zealand for around two-thirds of ACs

## Evaluation of New Zealand's health response

% AC | June 20

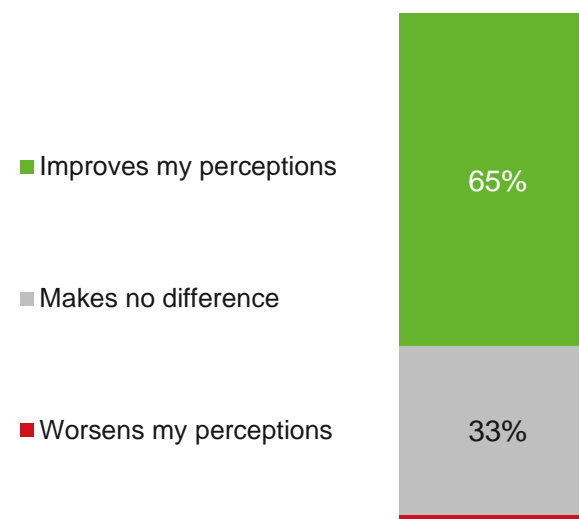


non-AC  
(rated Excellent and Good)

55%

## Impact of the health response on perceptions of New Zealand as a holiday destination

% AC | June 20



non-AC  
(Improves perception)

30%

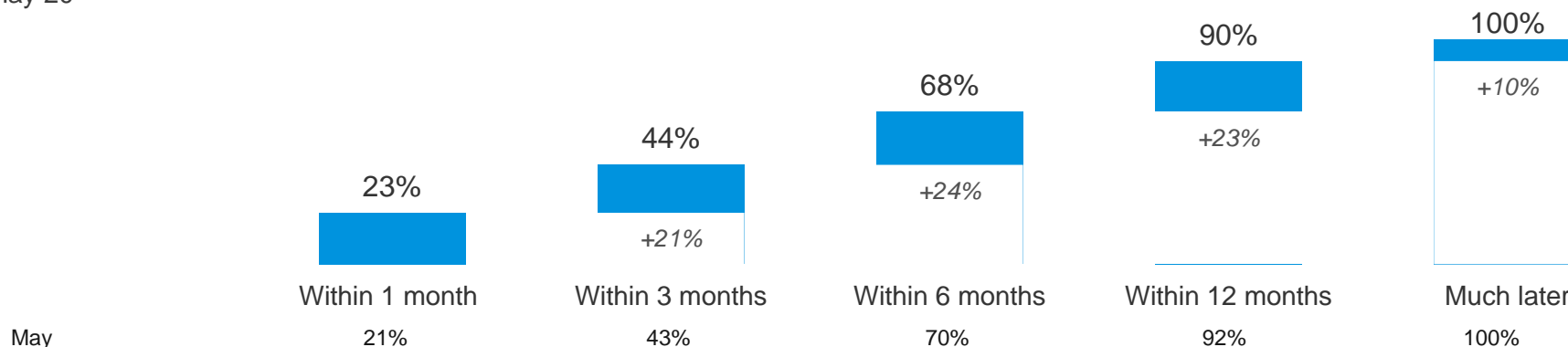
### Notes:

1. Sample: Active Considerers (AC) n = 299 | non Active Consideres (non-AC) n = 293

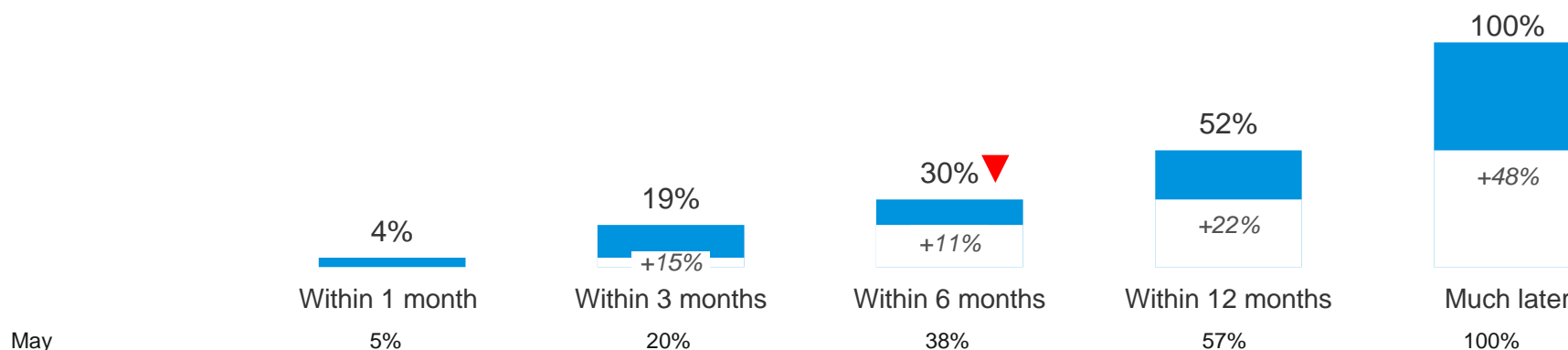
# There level of pent-up demand for international holiday trips remains high: over two thirds of ACs are ready to travel abroad within six months of restrictions being lifted

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

% AC | June vs May 20



% non-AC | June vs May 20



Notes:

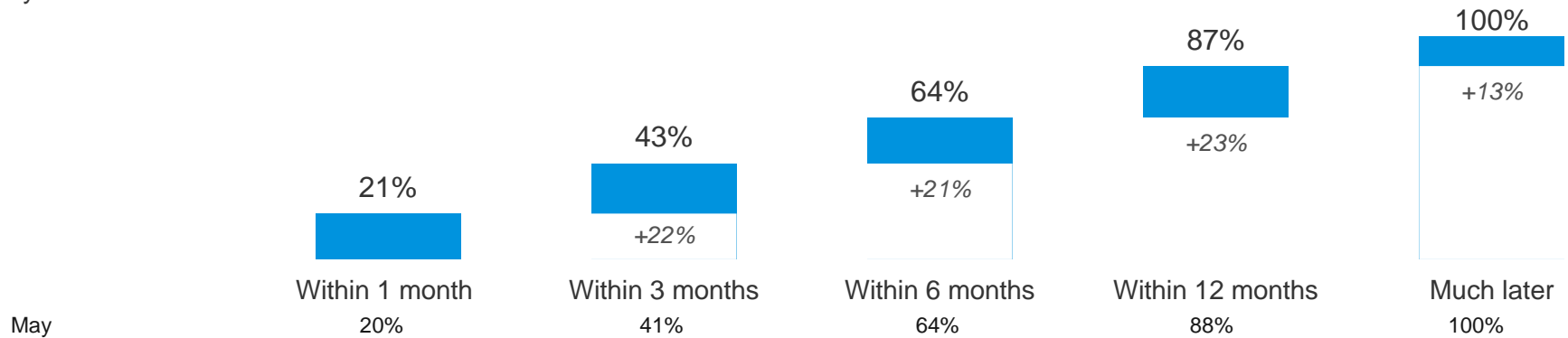
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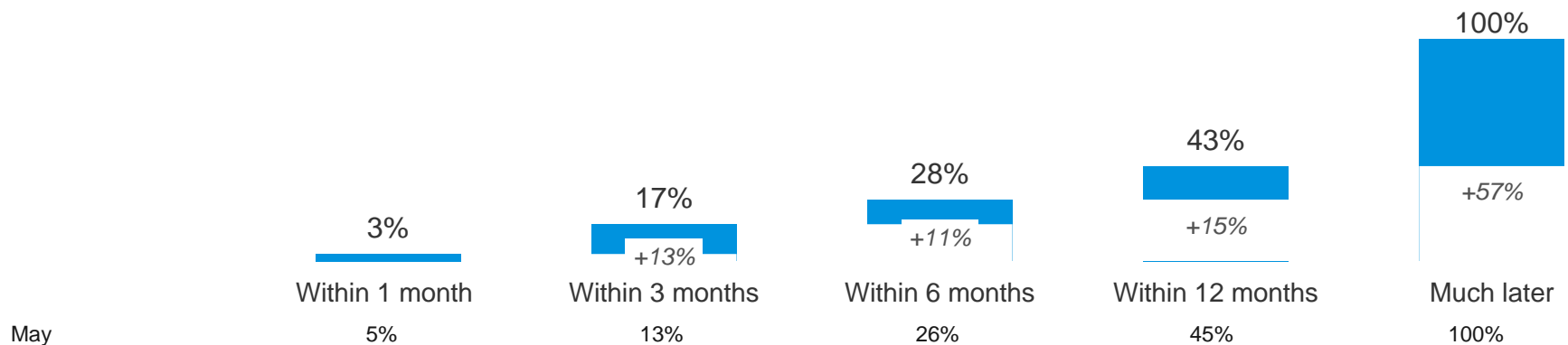
# Pent-up demand for New Zealand holidays remains stable in June with 64% of ACs wanting to come to New Zealand within six months of borders being open

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

% AC | June vs May 20



% non-AC | June vs May 20



Notes:

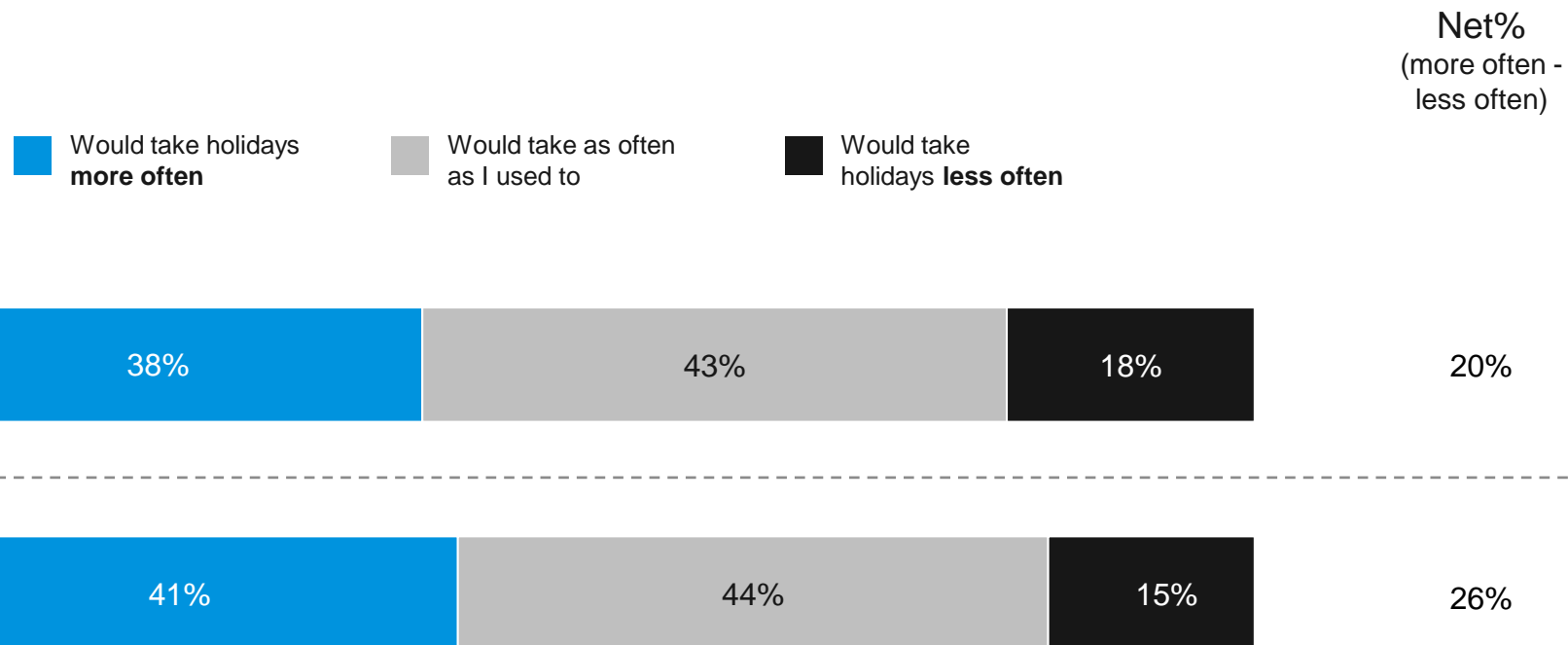
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▲ ▼ significantly higher / lower than May 20

# Over 40% of ACs are willing to take overseas holidays more often after the COVID-19 pandemic and this proportion has not changed since May

## Expected change to overseas holiday travel after COVID-19

% AC | June vs May 20



Notes:

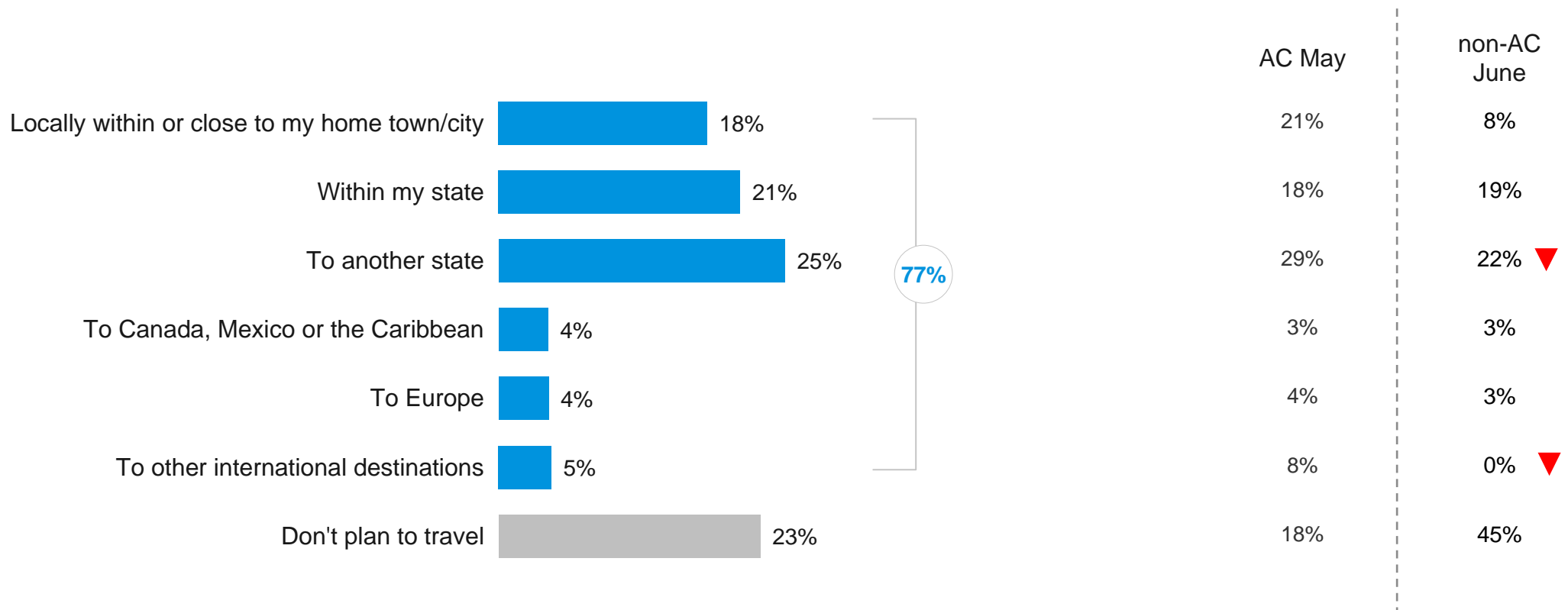
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▲ ▼ significantly higher / lower than May 20

The majority of ACs plan to travel before the end of 2020, however, these trips are most likely to be domestic or regional with only 5% planning to travel long haul

### Plan to travel before the end of this year

% AC | June 20



Notes:

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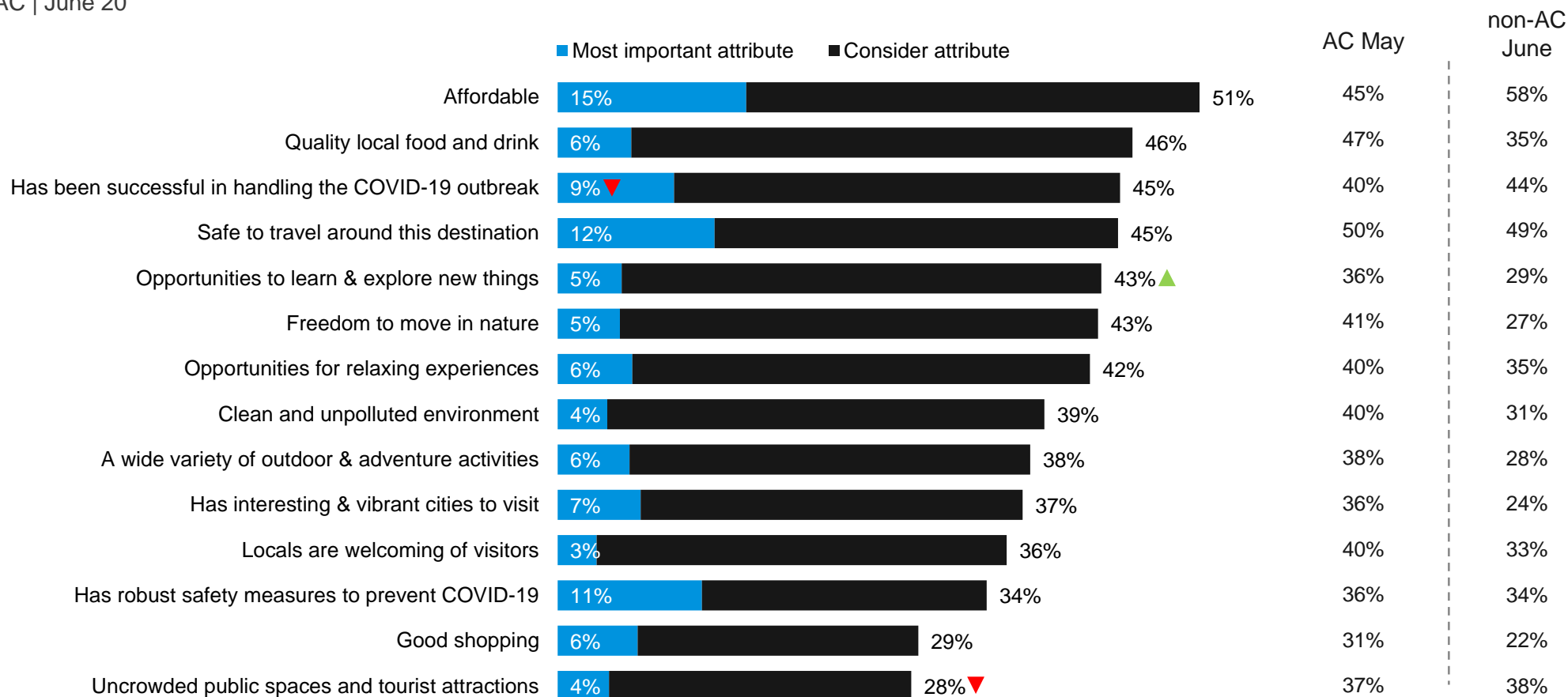
▲ ▼ significantly higher / lower than May 20



# Affordability, safety and robust safety measures are the most important criteria ACs consider when choosing a holiday destination

## Attributes considered when choosing destination after COVID-19

% AC | June 20



Notes:

1. Sample: Active Considerers (AC) n = 299 | non Active Considerers (non-AC) n = 293

▲ significantly higher / lower than May 20  
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