

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

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

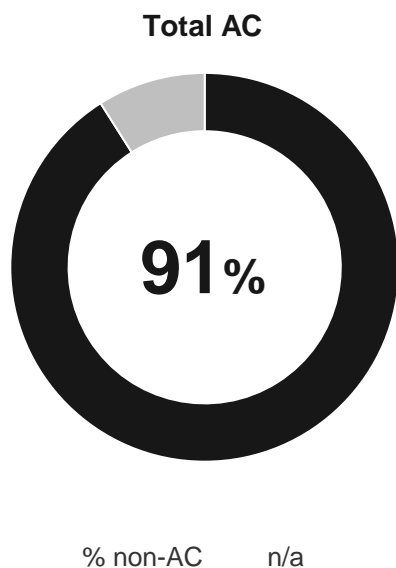


The majority of ACs in the UK are still concerned about contracting COVID-19, however this proportion is lower than in March

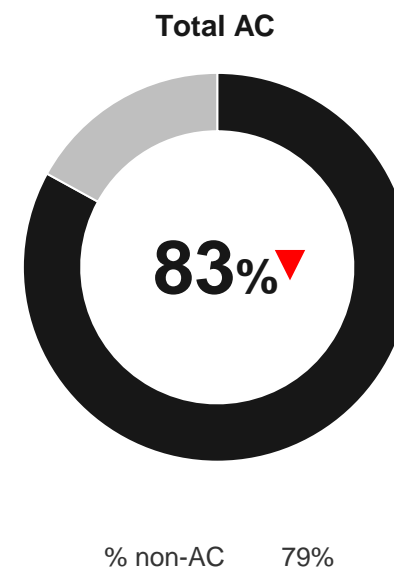
Concern about the risk of contracting COVID-19

% AC | June vs March 20

March 20



June 20



■ Concerned + Highly concerned ■ Not concerned

Notes:

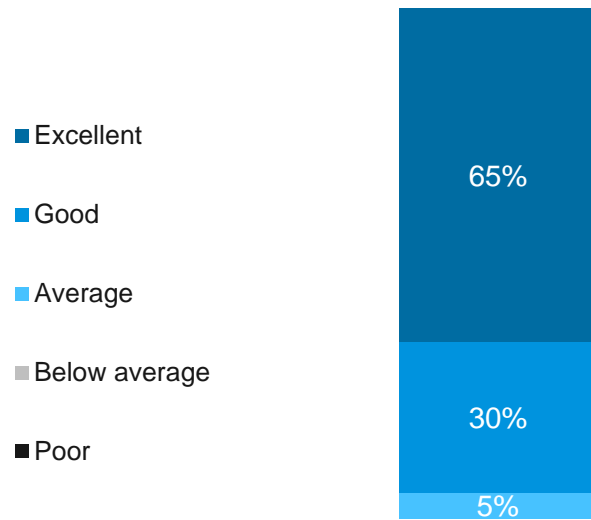
1. Sample: Active Considerers (AC) Mar n = 308 | Jun n = 301 | non Active Consideres (non-AC) Jun n = 300

▲ ▼ significantly higher / lower than March 20

Nearly all ACs rate New Zealand's health response to COVID-19 as either excellent or good and this fact improves perceptions of New Zealand as a holiday destination for 70% of ACs

Evaluation of New Zealand's health response

% AC | June 20

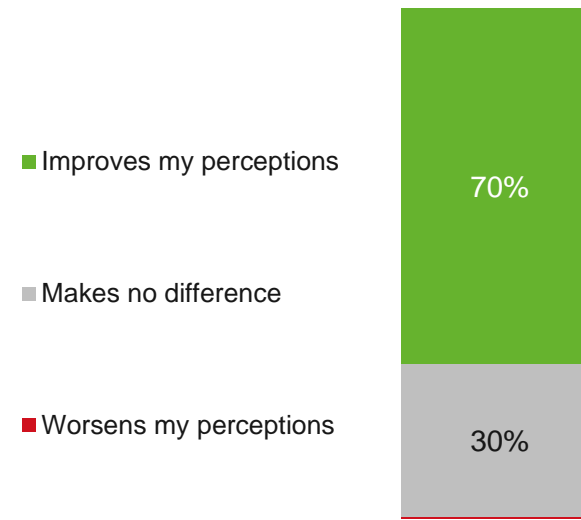


non-AC
(rated Excellent and Good)

87%

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

% AC | June 20



non-AC
(Improves perception)

41%

Notes:

1. Sample: Active Considerers (AC) n = 301 | non Active Consideres (non-AC) n = 300

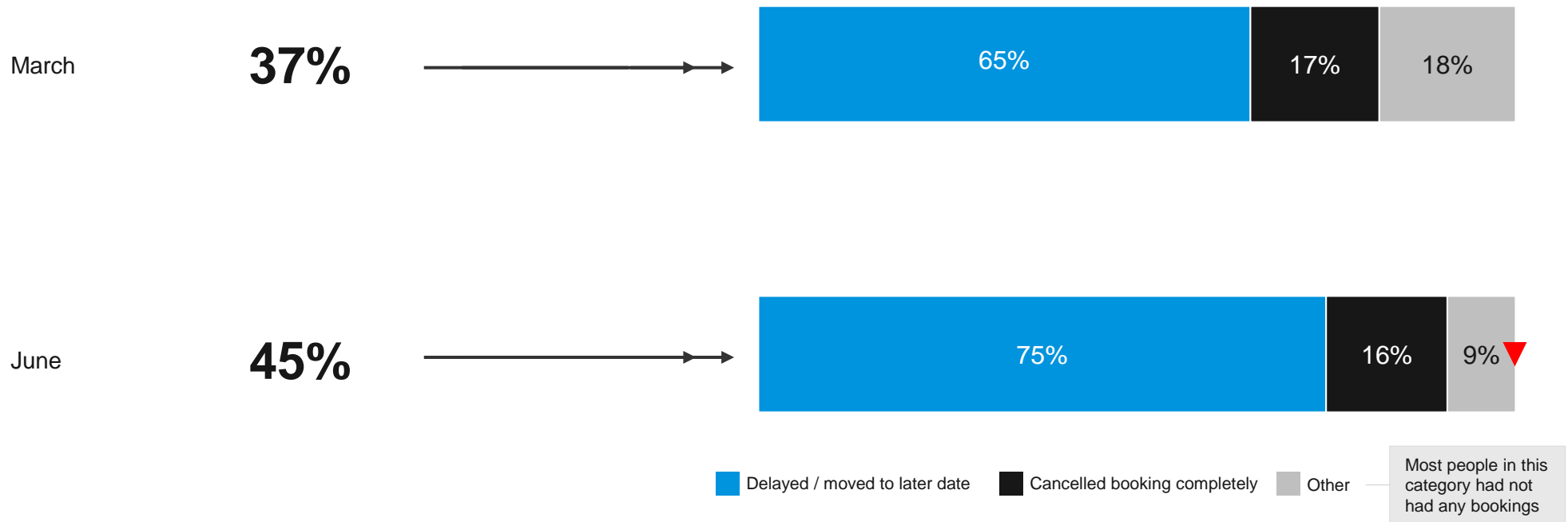
Almost half of ACs had plans to visit New Zealand prior to COVID-19, and 75% have chosen to delay their trip than cancel altogether

Had plans to visit New Zealand for a holiday prior to COVID-19

% AC | June vs March 20

Have delayed or cancelled the New Zealand holiday due to COVID-19

% AC who had plans to visit New Zealand prior to COVID-19 | June vs March 20



Notes:

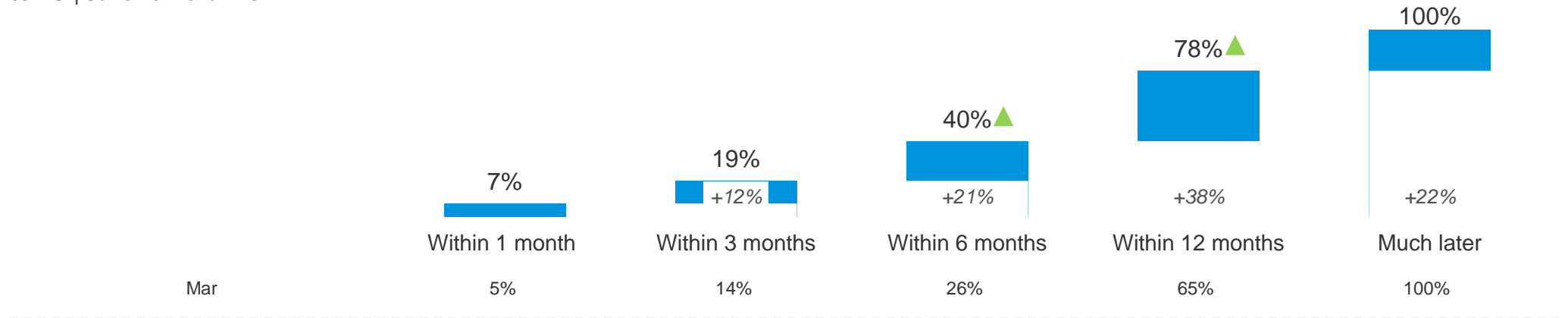
- Sample: Active Considerers (ACs) Mar n = 308 | Jun n = 301
- Sample: ACs who had plans to visit New Zealand plans Mar n = 112 | Jun n = 130

▲ ▼ significantly higher / lower than March 20

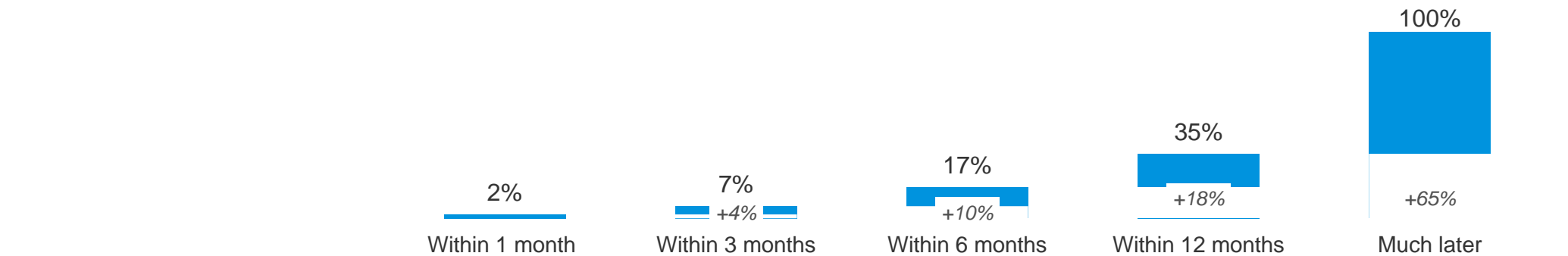
40% of ACs are ready to travel to New Zealand within six months of travel restrictions being lifted, and this figure is higher than March

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

% AC | June vs March 20



% non-AC | June 20



Notes:

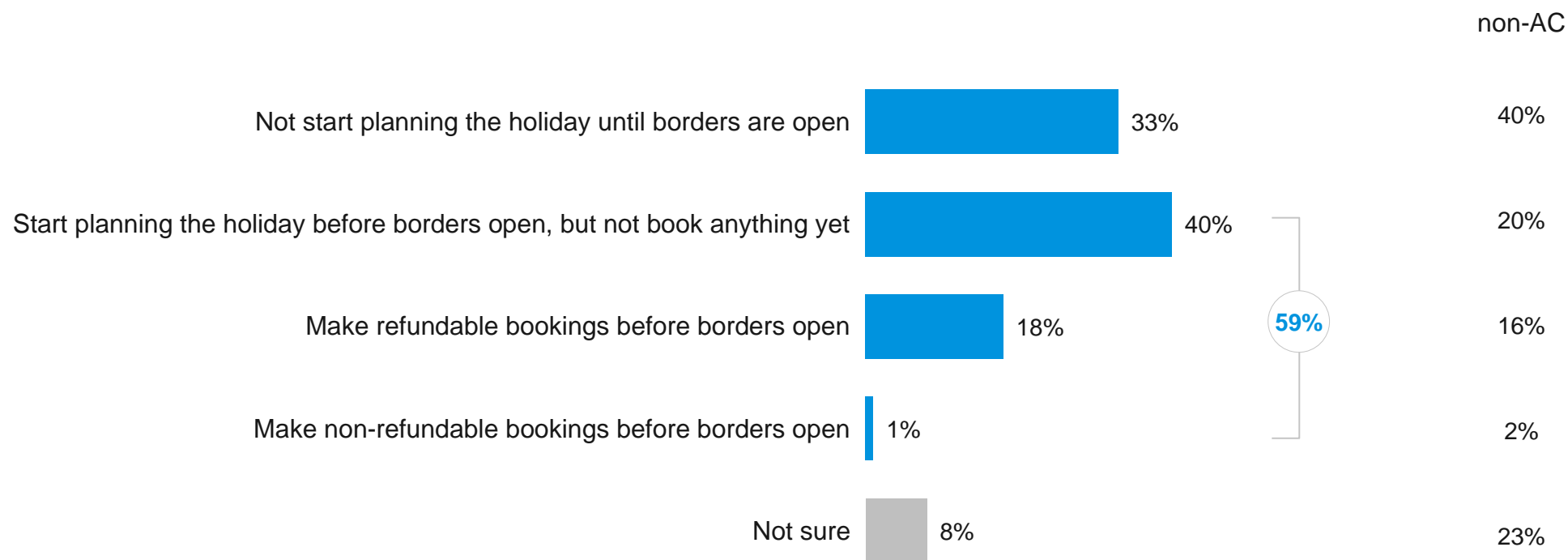
1. Sample: Active Considerers (AC) Mar n = 308 | Jun n = 301 | non Active Consideres (non-AC) Jun n = 300

▲ ▼ significantly higher / lower than March 20

59% of ACs are ready to start planning their trip before borders are open and 18% are even ready to make some refundable bookings

Approach to planning and booking New Zealand holiday

% AC who want to travel to New Zealand within 12 months | June 20



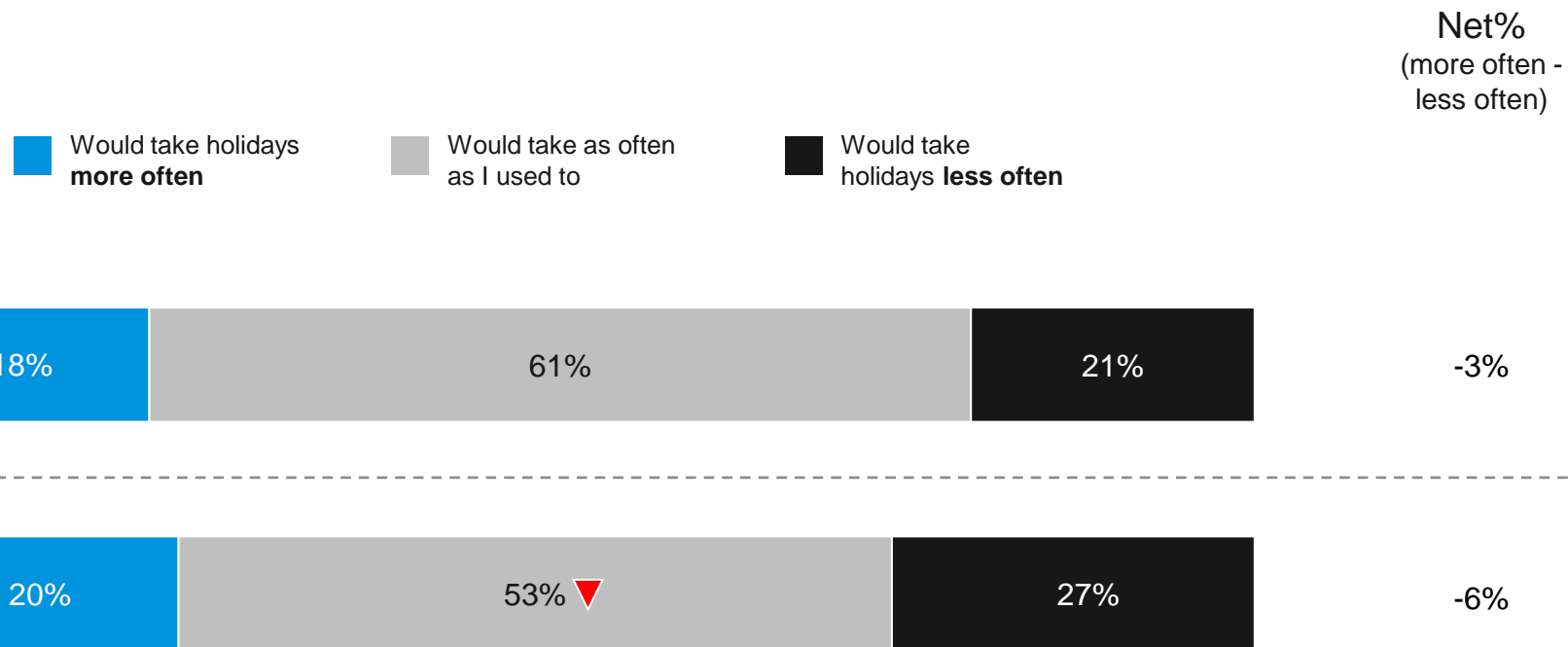
Notes:

1. Sample: Active Considerers (AC) n = 245 | non Active Considerers (non-AC) n = 127

In June fewer ACs than in March say they would take overseas holidays as often as they used to

Expected change to overseas holiday travel after COVID-19

% AC | June vs March 20



Notes:

1. Sample: Active Considerers (AC) March n = 308 | May n = 301

▲ ▼ significantly higher / lower than March 20