

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

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

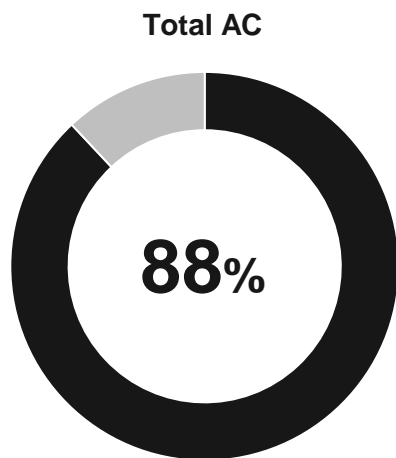


# 77% of ACs in Germany are still concerned about contracting COVID-19, however this figure is lower than that seen in March

## Concern about the risk of contracting COVID-19

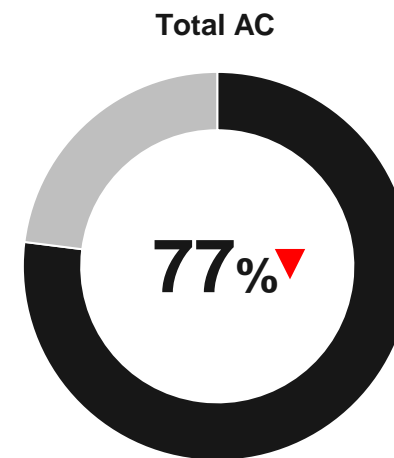
% AC | June vs March 20

March 20



% non-AC n/a

June 20



% non-AC 73%

■ Concerned + Highly concerned    ■ Not concerned

Notes:

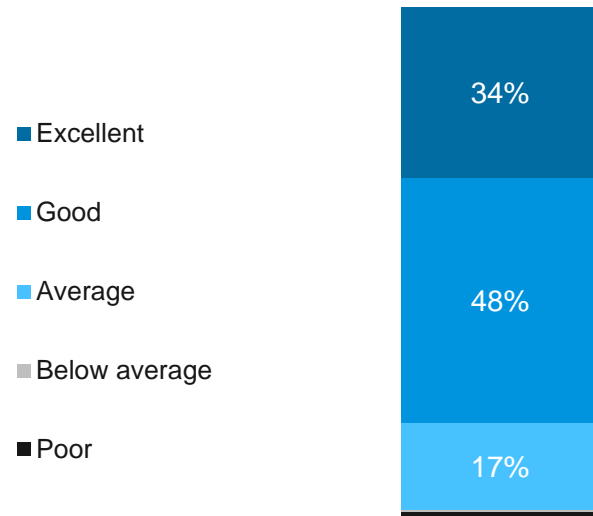
1. Sample: Active Considerers (AC) Mar n = 297 | Jun n = 299 | non Active Consideres (non-AC) Jun n = 296

▲ ▼ significantly higher / lower than March 20

# The majority of ACs (82%) rate New Zealand's health response to COVID-19 as either good or excellent - this improves perceptions of New Zealand as a holiday destination for 41% of ACs

## Evaluation of New Zealand's health response

% AC | June 20

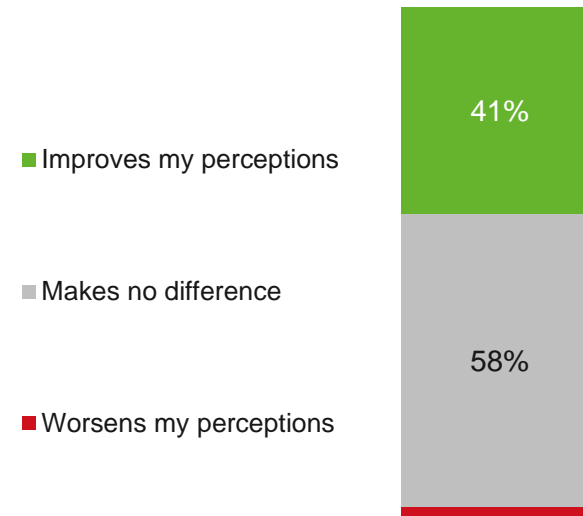


non-AC  
(rated Excellent and Good)

58%

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

% AC | June 20



non-AC  
(Improves perception)

19%

### Notes:

1. Sample: Active Considerers (AC) n = 299 | non Active Considerers (non-AC) n = 296

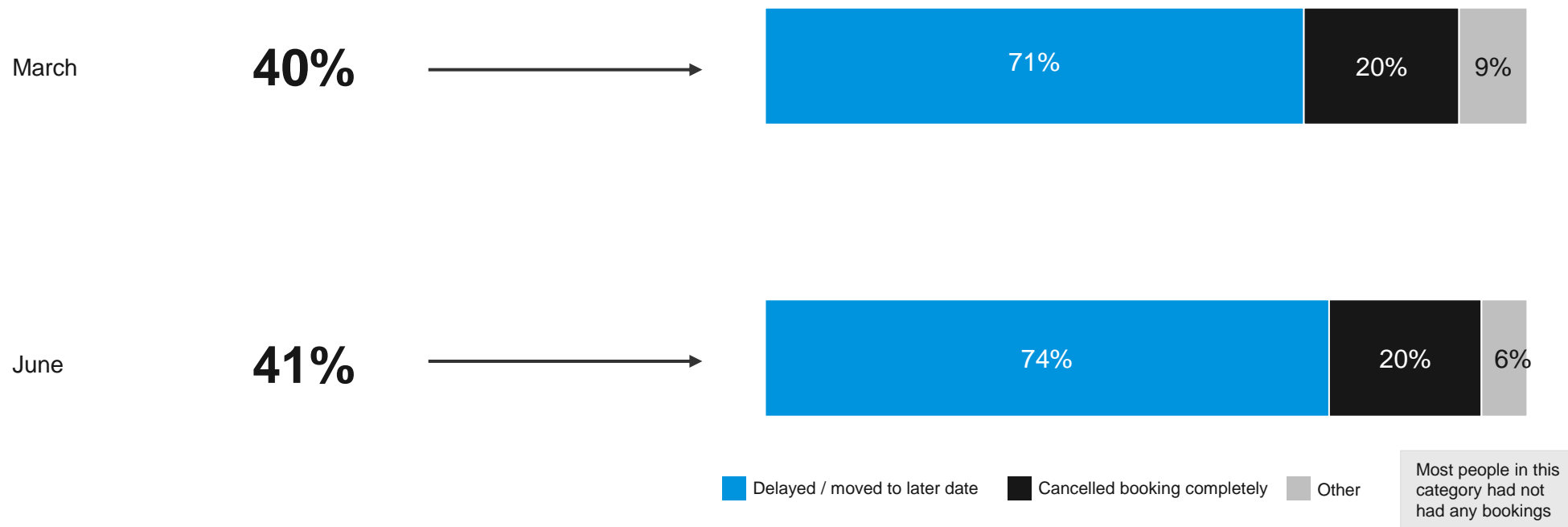
# Around 40% of ACs had plans to visit New Zealand prior to COVID-19, and most of these ACs have chosen to postpone this trip rather than cancel outright

## 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:

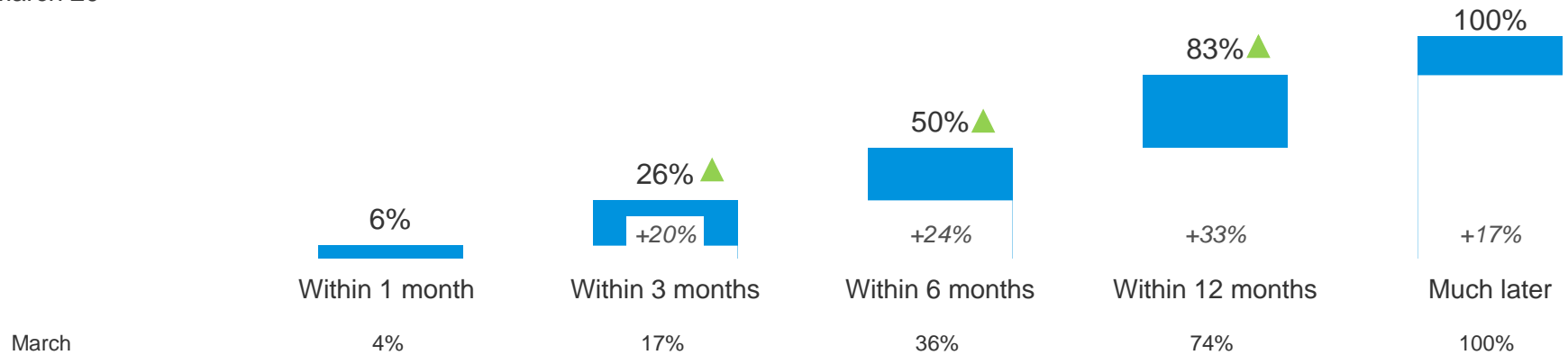
- Sample: Active Considerers (ACs) Mar n = 297 | Jun n = 299
- Sample: ACs who had plans to visit New Zealand plans Mar n = 188 | Jun n = 123

▲ ▼ significantly higher / lower than March 20

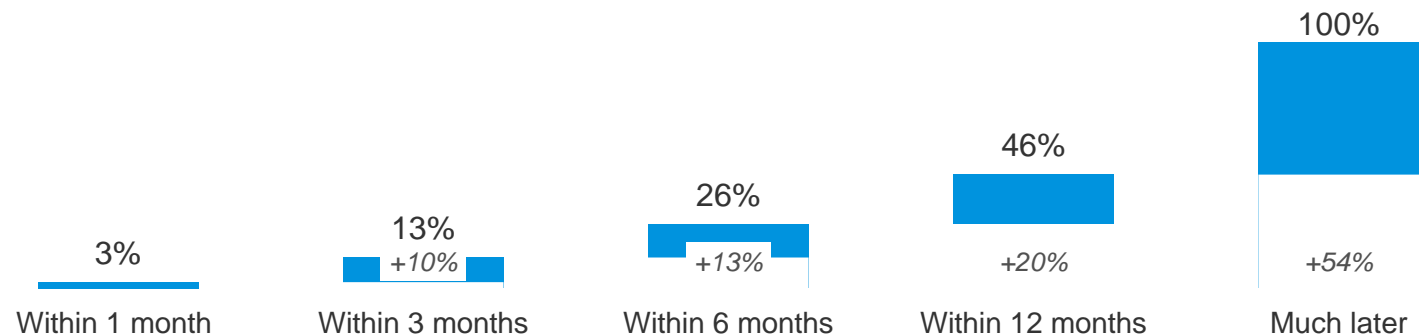
# Pent-up demand for New Zealand holidays has increased since March: a quarter of ACs are willing to come to New Zealand within three months and over 80% are ready to come within a year of restriction being lifted

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

% AC | June vs March 20



% non-AC | June 20



Notes:

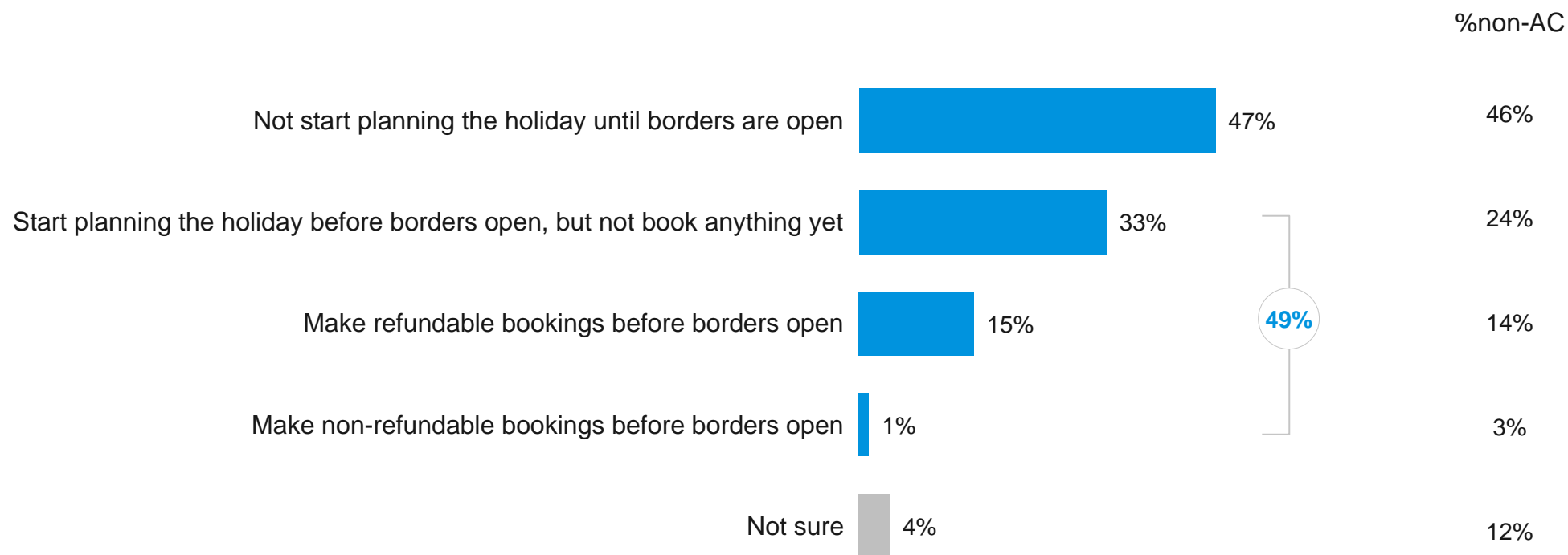
1. Sample: Active Considerers (AC) Mar n = 297 | Jun n = 299 | non Active Consideres (non-AC) Jun n = 296

▲ ▼ significantly higher / lower than March 20

# Half of ACs are open to start planning their trip before borders are open, but another half prefers not to start any planning until travel restrictions are lifted

## Approach to planning and booking New Zealand holiday

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



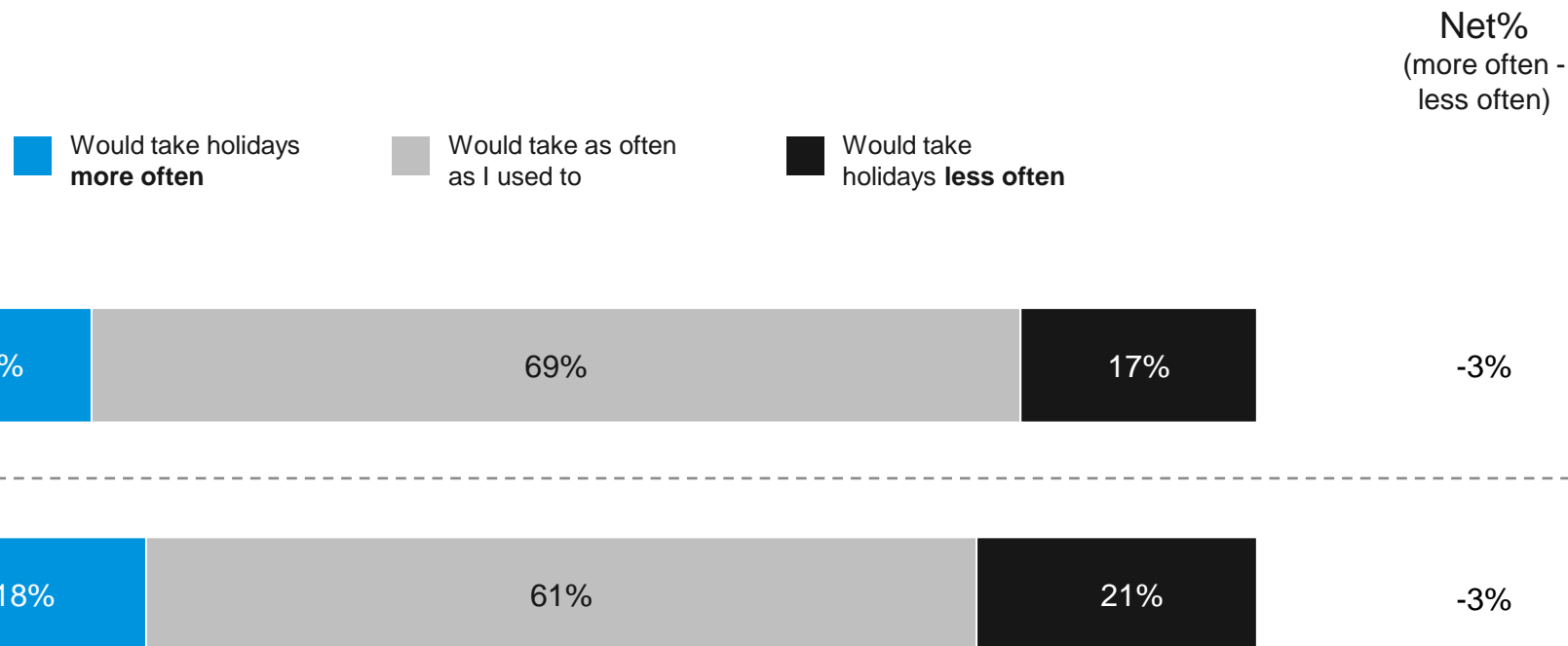
### Notes:

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

# Overall ACs are likely to take overseas holidays after the COVID-19 pandemic as often as they used to and this intention has not changed since March

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

% AC | June vs March 20



Notes:

1. Sample: Active Considerers (AC) March n = 297 | June n = 299

▲ ▼ significantly higher / lower than March 20