

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

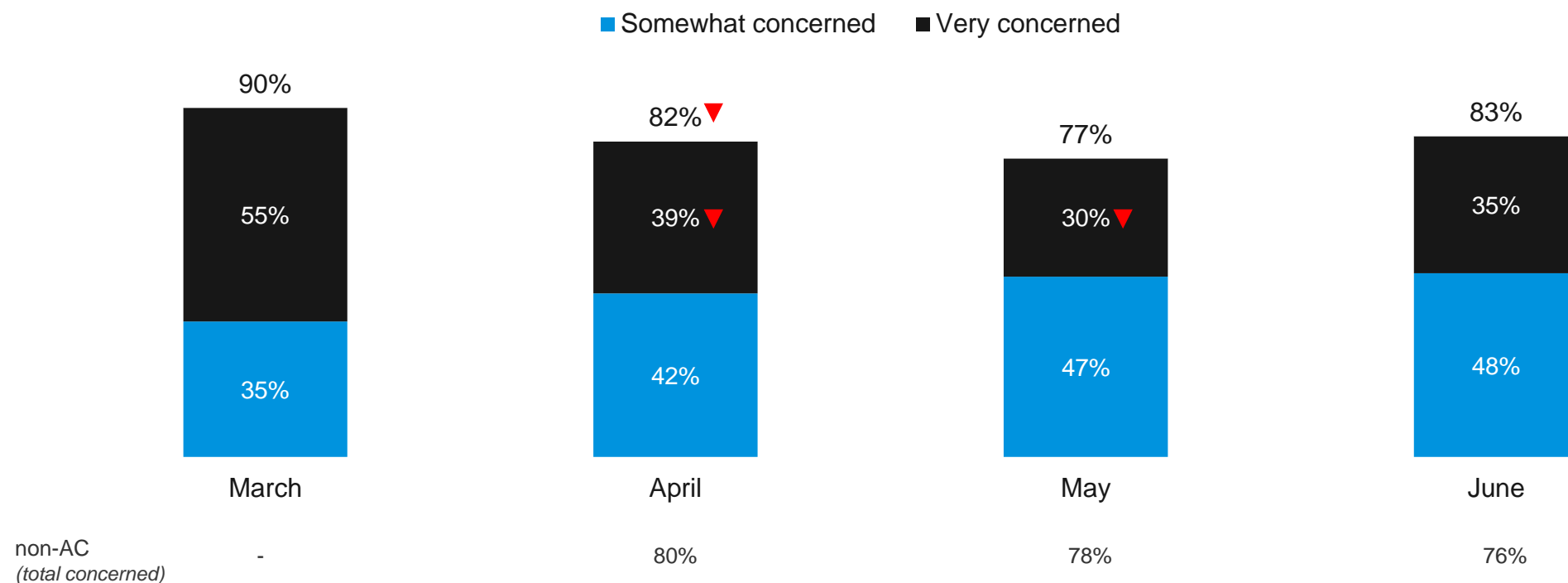
June 2020 (fieldwork period: 25 May – 06 June 2020)



The level of concern about the risk of contracting COVID-19 has remained unchanged among ACs compared to last month

Concern about the risk of contracting COVID-19

% AC | March – June 20



Notes:

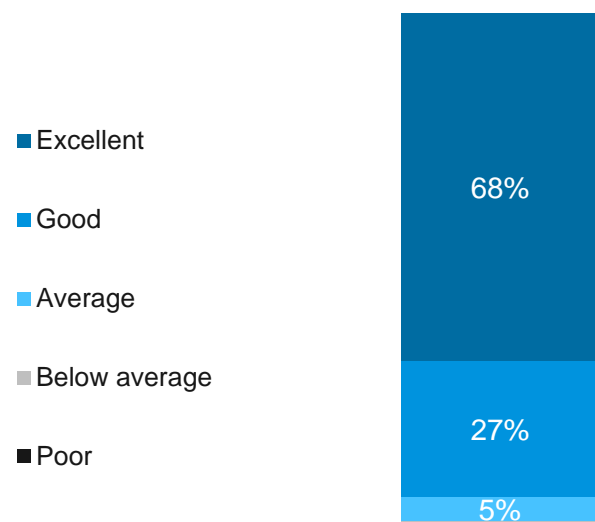
1. Sample: Active Considerers (AC) March n = 300 | April n = 300 | May n = 299 | Jun n = 300
2. non Active Consideres (non-AC) April n = 300 | May n = 300 | Jun n = 300

▲ ▼ significantly higher / lower than May 20

The majority of ACs rate New Zealand's health response to COVID-19 as excellent or good and this improves perceptions of New Zealand for more than two-thirds of ACs

Evaluation of New Zealand's health response

% AC | June 20

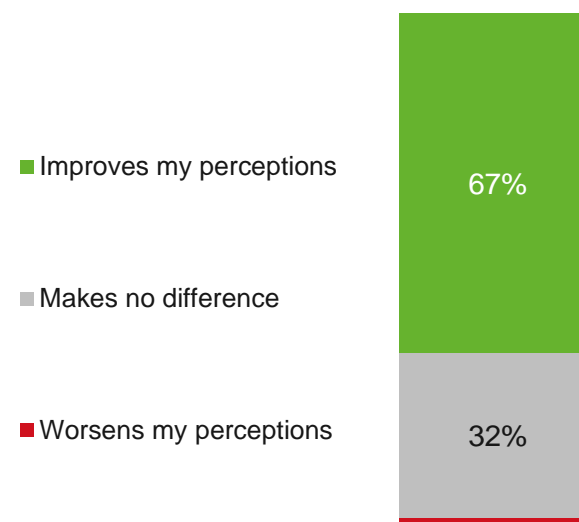


non-AC
(rated Excellent and Good)

83%

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

% AC | June 20



non-AC
(Improves perception)

35%

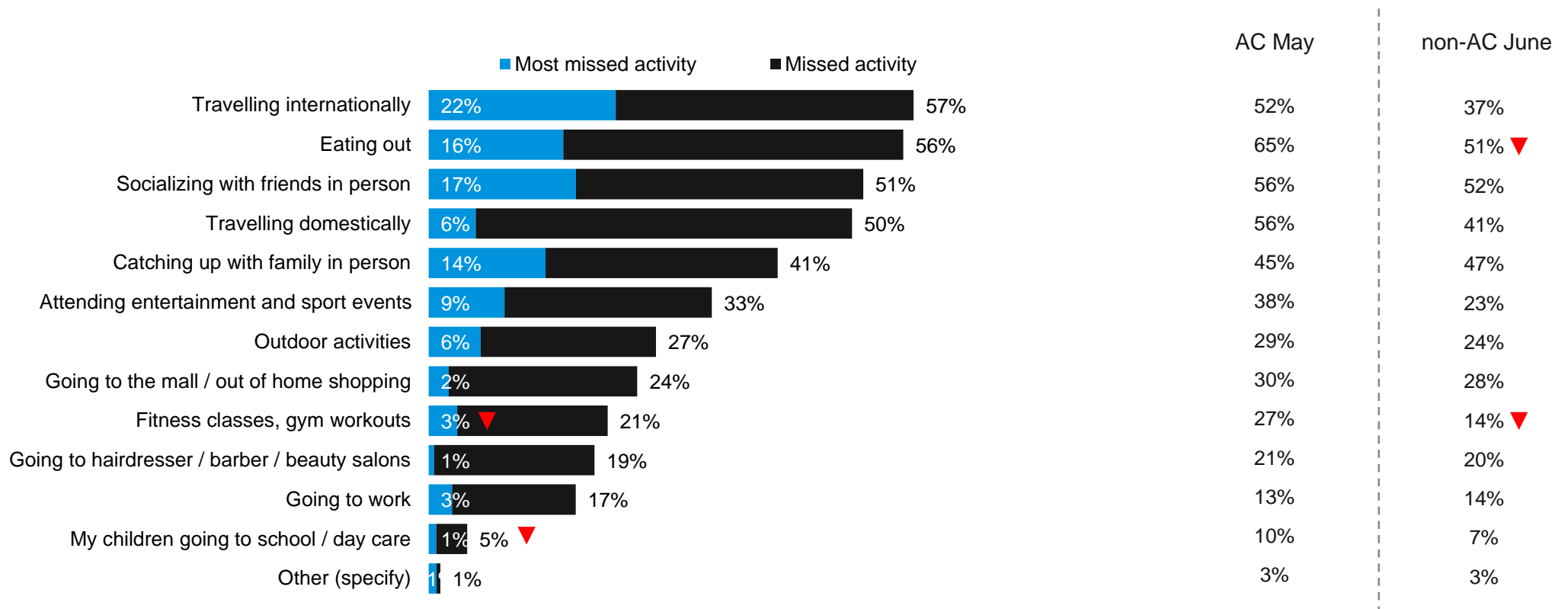
Notes:

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

Travelling overseas is the most missed activity for ACs

Activities consumers miss due to COVID-19 related requirements

% AC | June 20



Notes:

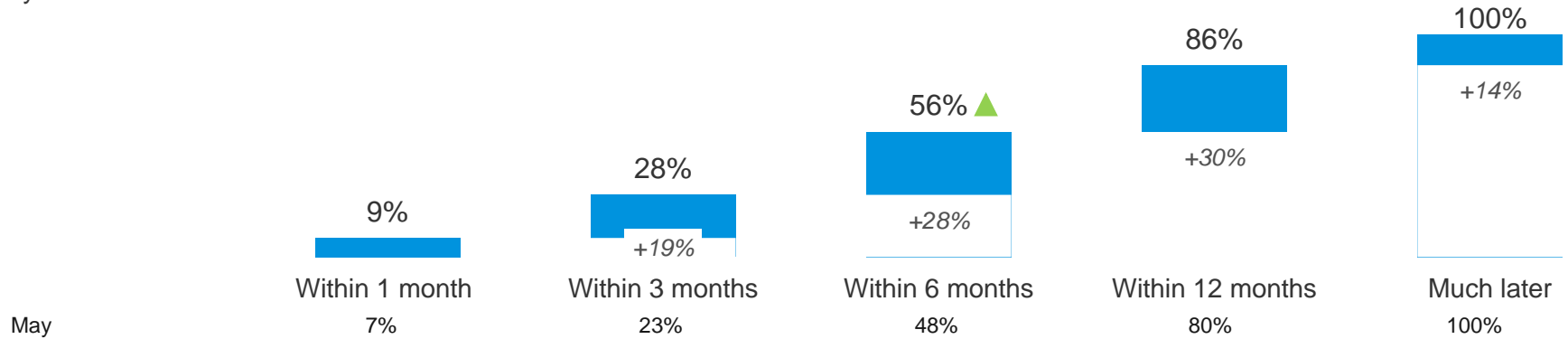
1. Sample: Active Considerers (AC) n = 300 | non Active Considerers (non-AC) n = 300

▲ ▼ significantly higher / lower than May 20

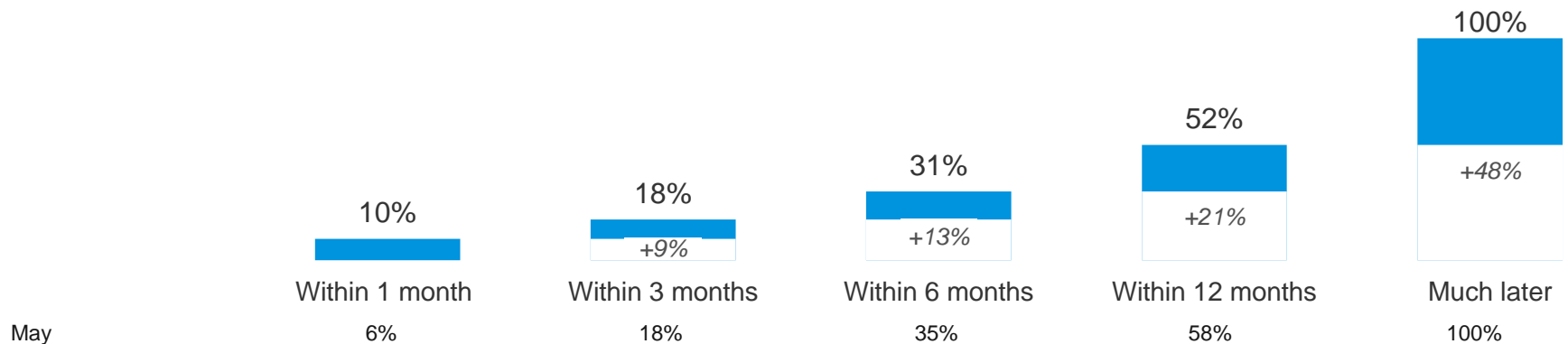
More than half of ACs are ready to travel abroad within six months of travel restrictions being lifted, and this figure is higher than last month

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

% AC | June vs May 20



% non-AC | June vs May 20



Notes:

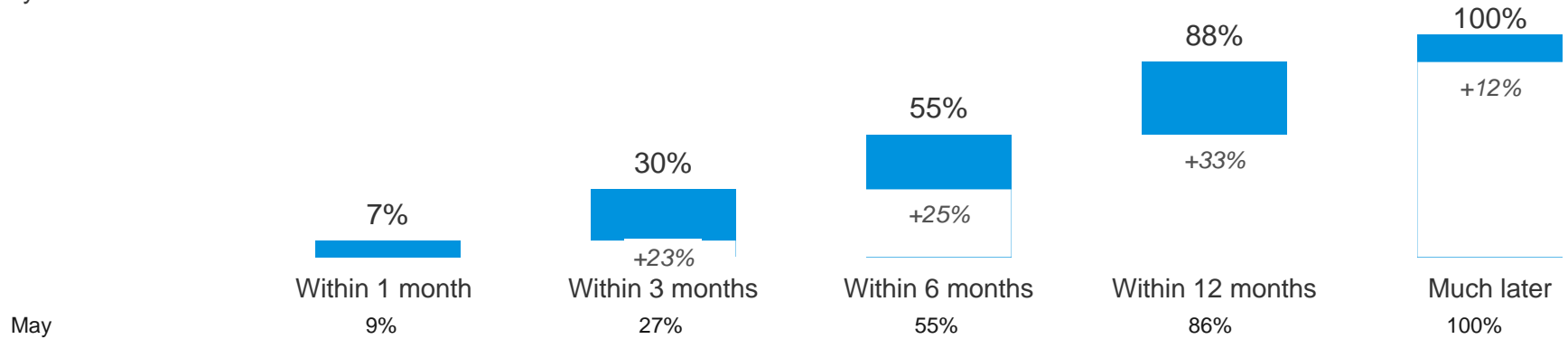
1. Sample: Active Considerers (AC) May n = 299 | Jun n = 300 | non Active Consideres (non-AC) May n = 300 | Jun n = 300

▲ significantly higher / lower than May 20

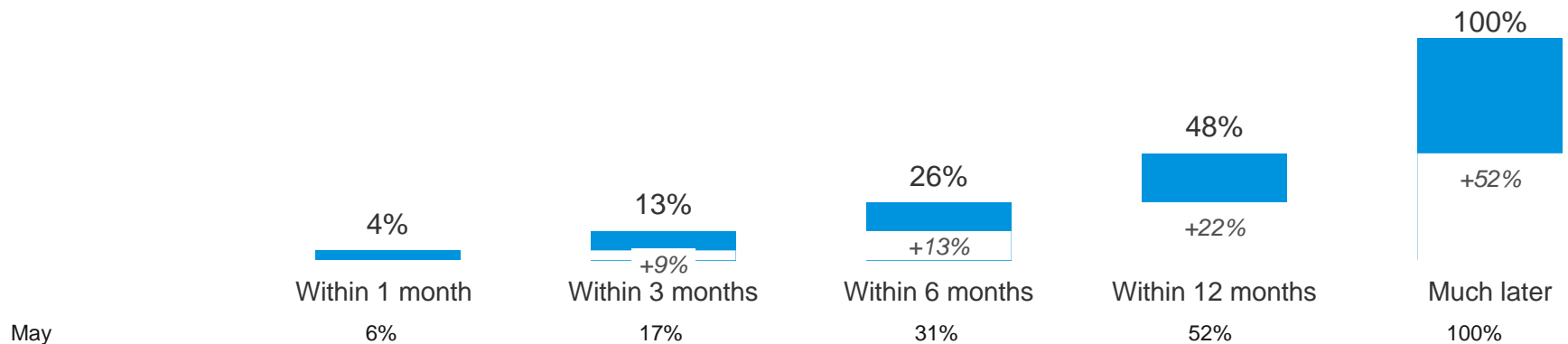
Pent-up demand for New Zealand holidays has remained stable since May: over half of ACs want to come to New Zealand within six months of restriction being lifted

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

% AC | June vs May 20



% non-AC | June vs May 20



Notes:

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

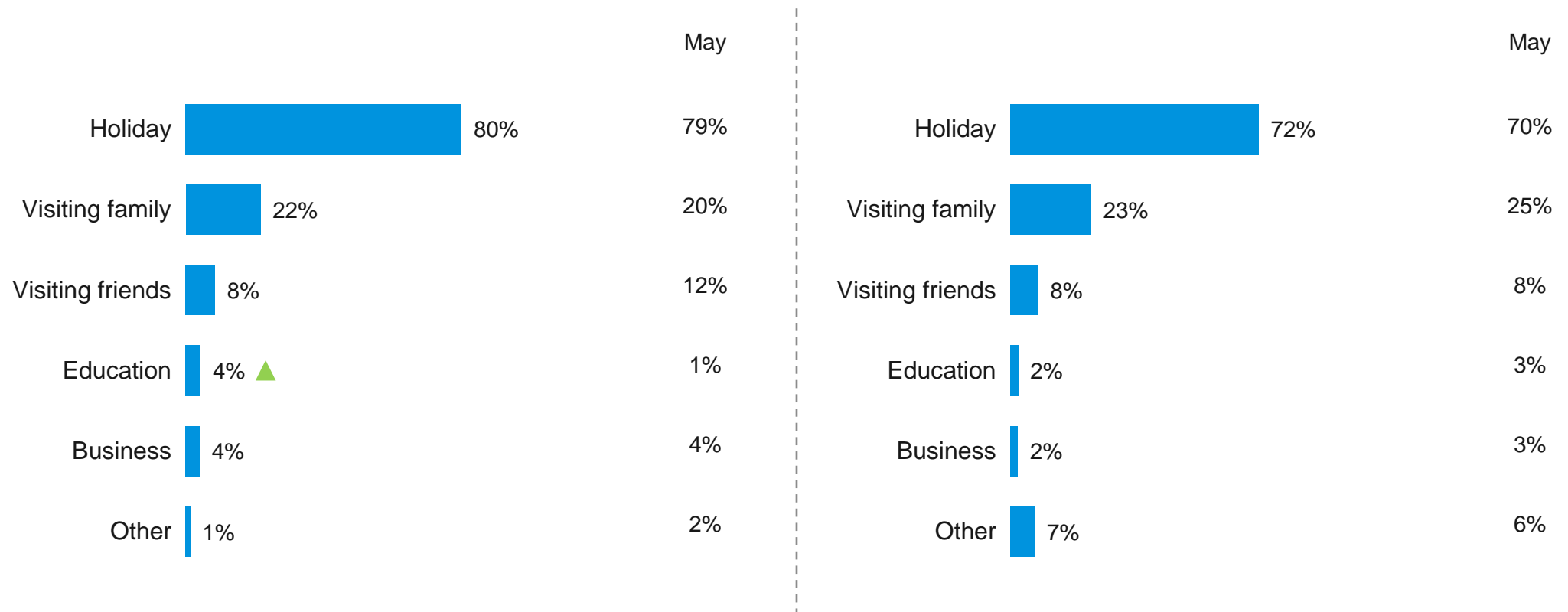
▲ significantly higher / lower than May 20

Holidaying remains the most popular reason for travelling overseas for the first time after travel restrictions are lifted

Reasons for first overseas trips after restrictions are lifted

% AC | June 20

% non-AC | June 20



Notes:

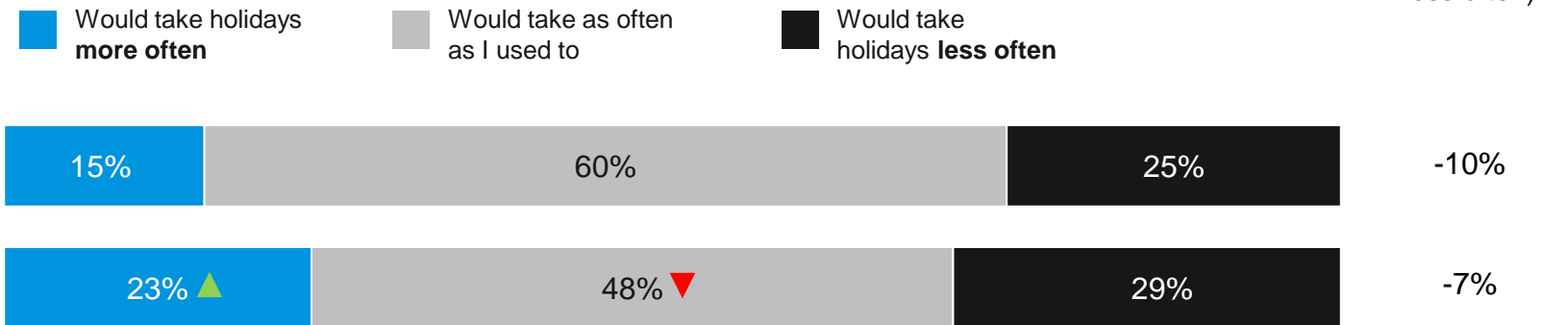
1. Sample: Active Considerers (AC) May n = 299 | Jun n = 300 | non Active Consideres (non-AC) May n = 300 | Jun n = 300

▲ ▼ significantly higher / lower than May 20

Compared to May, more ACs in June say they would take more frequent overseas holidays after COVID-19, however, the proportion of those who want to travel domestically more is still higher

Expected change to **international holiday** travel after COVID-19

% AC | June vs May 20



Expected change to **domestic holiday** travel after COVID-19

% AC | June vs May 20



Notes:

1. Sample: Active Considerers (AC) May n = 299 | Jun n = 300

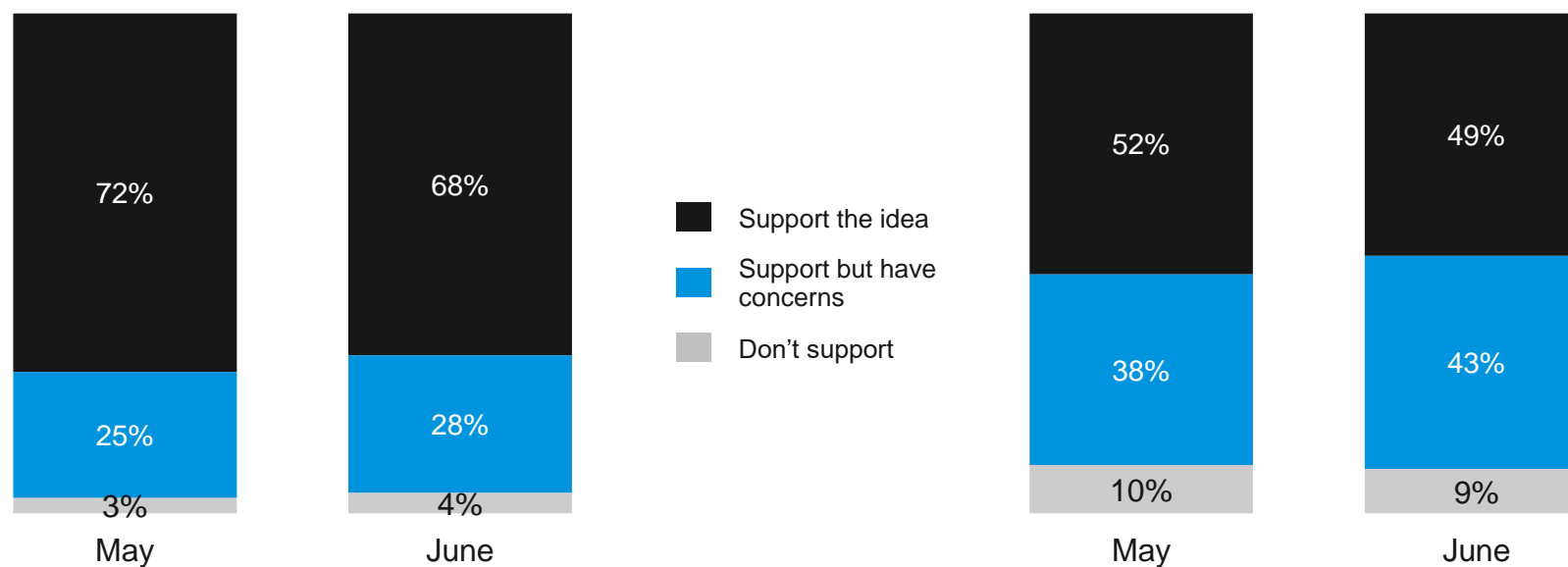
▲ ▼ significantly higher / lower than May 20

The level of support for the trans-Tasman bubble idea remains high, with around a third of ACs having some concerns about this idea

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

% AC

% non-AC



Notes:

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

▲ ▼ significantly higher / lower than May 20

Concerns about the idea of the trans-Tasman bubble are around regulations, procedures, general safety and possible prematurity of this idea

Concerns about the idea of a COVID-19 safe travel zone between Australia and New Zealand

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

General COVID-19 concerns	Regulations and procedures	Too soon for both countries	Virus on a flight or in a crowd
<p><i>"Covid starts up again"</i></p> <p><i>"I believe ALL international flights should be BANNED until all this COVID-19 is over, if it will ever be over. People have DIED from COVID-19 so MUST be taken seriously."</i></p> <p><i>"I fear the transmission might start to be carried from there"</i></p> <p><i>"We still have no vaccine so this would risk infection"</i></p> <p><i>"Spreading the virus between healthy people"</i></p> <p><i>"There will always be a concern until there is a vaccine"</i></p> <p><i>"I think it will create unnecessary traffic which will escalate the virus again"</i></p>	<p><i>"Are NZers really good at controlling covid19?"</i></p> <p><i>"Governments still bringing infected covid cases in from other countries"</i></p> <p><i>"Victoria's lack of control; quarantine on return restrictions; Cruise ship controls"</i></p> <p><i>"How it's managed, what regulations are put in place regarding travellers who may have returned to Australia or NZ from elsewhere then travelling within the Bubble"</i></p> <p><i>"The recent handling of a covid19 case in New Zealand that turned into an outbreak. Also that it will be deemed safe to fly when it's not safe, just for economic gain"</i></p> <p><i>"People can bypass customs by going through New Zealand"</i></p>	<p><i>"I feel NZ has done a good job containing the outbreak but in AUs not so much so once we start opening to all over the world then we can have more spread so it's just all the more concerning"</i></p> <p><i>"I don't believe we should open any borders until both countries are clear of the disease or there is a vaccine"</i></p> <p><i>"Australia has to deal with its Corona cases first"</i></p> <p><i>"It is a good idea but not while Australia has Covid-19 as it may spread to New Zealand"</i></p> <p><i>"Sharing the germ once it starts somewhere it will be hard to shut it down and stop the people sharing it. Look at what is happening in Victoria at the moment."</i></p>	<p><i>"Being near other people"</i></p> <p><i>"Being on a plane for 4 hours"</i></p> <p><i>"Main concern is being on airplane itself, contamination, airport safe zone? Airports cater for other domestic and international customers = community transmission"</i></p> <p><i>"It may lead to overcrowding"</i></p> <p><i>"The plane and the airports for starters. It is a bit hard to keep distance in both"</i></p> <p><i>"I am concerned about someone with Covid 19 being on the plane"</i></p> <p><i>"Catching it during travel"</i></p>

Notes:

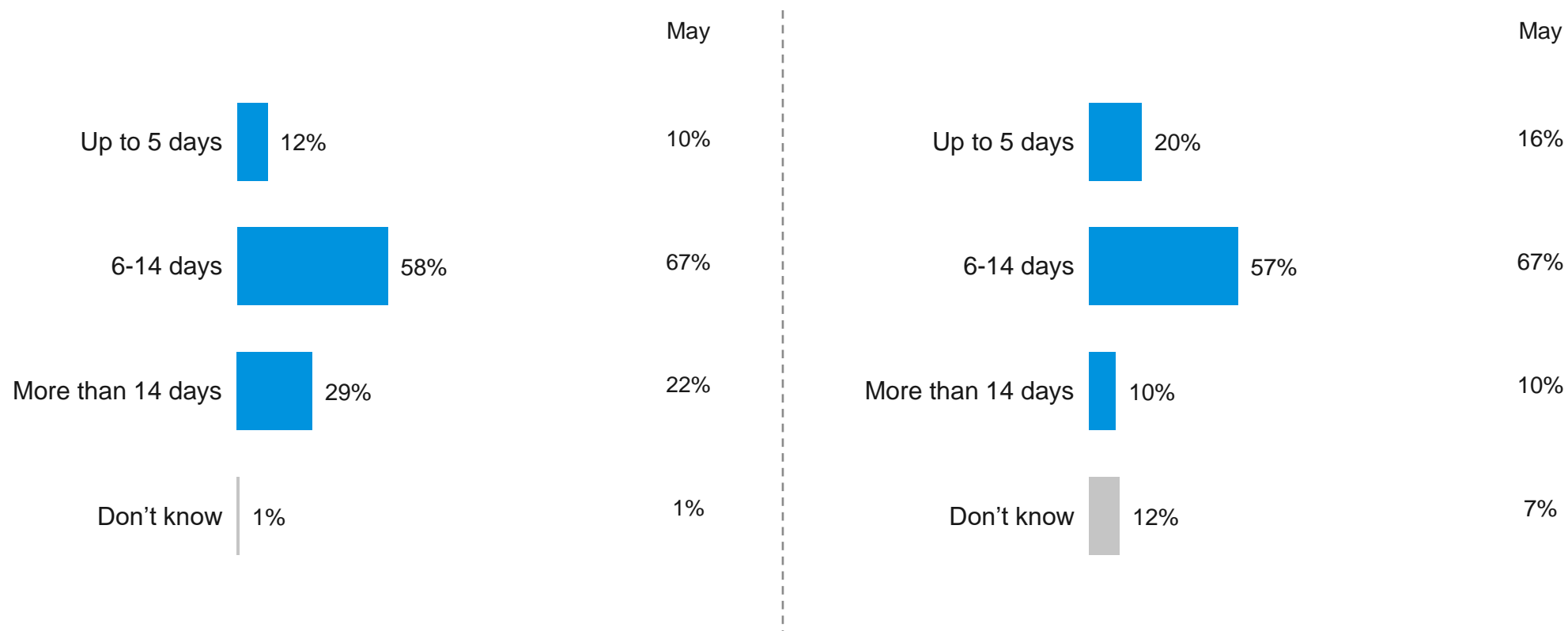
1. Sample: Active Considerers (AC) n = 299 | non Active Considerers (non-AC) n = 299

Holidaying remains the most popular reason for travelling overseas for the first time after travel restrictions are lifted

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

% AC who want to travel to New Zealand within 6 months | June 20

% non-AC who want to travel to New Zealand within 6 months | June 20



Notes:

1. Sample: Active Considerers (AC) May n = 166 | Jun n = 161 | non Active Consideres (non-AC) May n = 92 | Jun n = 76

▲ significantly higher / lower than May 20