BACKGROUND:

- The Covid-19 pandemic has had a significant impact on the New Zealand tourism industry, which is subsequently now facing the biggest economic struggle since the Global Financial Crisis.

- With regional travel restrictions now lifted (June 2020), stimulating demand for domestic travel is key to offset some of the economic losses for the tourism industry.

- Before Covid-19, 60% ($23.7 billion) of New Zealand’s tourism expenditure came from New Zealanders holidaying domestically, while New Zealanders also previously spent $9 billion on overseas travel per year.

- Thus, capturing a portion of this international holiday spend domestically while borders are closed is critical to the sector’s recovery.

- Tourism New Zealand was asked to help kickstart domestic tourism to help the sector get back on its feet in a bid to restart New Zealand’s economy.

- To meet this objective, Tourism New Zealand required in-depth understanding of the domestic audience’s travel attitudes, sentiment and behaviours.
Key insights and recommendations

1. There is a strong demand for domestic holidays, driven by both desire to support the economy and to see more of New Zealand – however, the economic impacts of Covid-19 might dampen the appetite for domestic travel for some.

2. For most New Zealanders the feeling of being on holiday is not defined by boarding a plane to go overseas – it is more so about heading somewhere to relax and escape their daily routine.

3. There is a recognition amongst New Zealanders of the immediate, unique opportunity to experience a quieter New Zealand in the absence of international visitors – particularly known destination hot-spots.

4. New Zealanders are keen to discover new places in New Zealand where they can relax, sample good food, and see iconic landmarks – marketing communications should reflect these motivations.

5. Perceptions that domestic holidays are too expensive and lack value for money limit the desire for domestic travel for some: Deals could stimulate demand short-term, but long-term a more sustainable solution is needed.

   **Opportunity:** Build an experience-based value proposition i.e. 60% of New Zealanders agree that New Zealand offers unique experiences.

6. Weekend and short trips are the most likely holidays New Zealanders will take. Having enough time / annual leave is often the main barrier for not taking longer trips.

   **Opportunity:** Encourage and promote greater frequency with a focus on repertoire / dispersal.
There is a strong demand for domestic holidays, driven by both desire to support the economy and to see more of New Zealand – however, the economic impacts of Covid-19 might dampen the appetite for domestic travel for some.

- There is a solid level of demand for domestic holidays: 64% intend to holiday in New Zealand in the next 12 months.

- Right now most New Zealanders are certain they can afford a holiday, but many are nervous about their on-going financial security – the economic impacts of Covid-19 might dampen demand for domestic holidays for some.

- 43% of New Zealanders intend to spend more than they typically would on domestic holidays: Restaurants & cafes, accommodation and transport providers are likely to benefit the most.

- 47% of New Zealanders intend to take more frequent domestic holidays rather than longer holidays, presenting the opportunity to encourage travel to new destinations.

- Supporting the local economy is a strong reason to travel more domestically, but 56% of New Zealanders are also motivated by the opportunity to see more of their own country and go somewhere new - underpinning the domestic brand positioning of ‘Try Something New, New Zealand’.

- The long-term outlook for the domestic travel market is encouraging, as indicated by New Zealanders’ healthy level of intent to continue to choose domestic holidays over international (52%).
There is an opportunity to drive perception that New Zealanders can have a ‘real’ holiday in their own country, just as they would overseas:

- For most New Zealanders the feeling of being on holiday is not defined by boarding a plane, and is more so about going somewhere to relax and escape the daily grind
- While domestic holidays are not strictly defined by a specific length of time, the majority of New Zealanders need to travel to a different region to feel that they are on holiday

Most New Zealanders are aware of how interesting, fun and relaxing a domestic holiday can be

There is an opportunity to strengthen messages around unique experiences and ease of travelling around (i.e. many options to travel other than by car)
Marketing communications would be well placed to reflect the main things New Zealanders are looking for from their domestic holiday, i.e.:

- Places they have not been before
- Amazing scenery, opportunities to relax & refresh
- Food & beverage experiences
- Fun and excitement

The following messages can be dialled-up:

- Great year-round holiday experiences, to stimulate on-going demand especially amongst those not bound by school holidays
- The uniqueness of New Zealand experiences

New Zealanders are keen to discover new places in New Zealand where they can relax, sample good food, and see iconic landmarks – marketing communications should reflect these motivations
Barriers:
- Low perceptions of affordability of domestic holidays (only 32% of New Zealanders see them as affordable) and, thus, value money, are a significant barrier:
  - Demand impact: 34% of New Zealanders say it is too expensive for them to take a domestic holiday
  - Satisfaction impact: High cost is the main reason why New Zealanders might feel less satisfied with their holiday experience
- There is also an apathy when it comes to spending on paid activities, i.e. “activities will always will be there” attitude: Operators need to think about how they can create a sense of urgency

Opportunity:
Build an experience based value proposition, i.e. 60% of New Zealanders agree that New Zealand offers experiences that can’t be had elsewhere
Barriers:
- To a large degree New Zealanders’ desire to take longer holidays is hindered by not having enough available annual leave
- This is also the main reason why New Zealanders don’t extend day trips and overnight trips

Opportunities:
- While weekend gateways and short trips are the most likely holiday New Zealanders will take, there is a good appetite for longer trips amongst certain audience segments that the industry can tap into (40% plan to take a week long trip, 21% plan to take a two-week long trip)
  - Empty nesters are more open to longer trips (8 days and longer)
  - Single / Double income, no kids households have a stronger preference for short trips (4-5 days)
- A large proportion of New Zealanders are open to travelling outside school holidays – predominately non-family segments – opportunity to stimulate all-year-round travel
Short-term and long-term considerations for driving appetite for domestic holidays

**Short-term**

- A strong desire to travel domestically more and spend more - financial impacts of Covid-19 might curb this intention for some
- Government-level messages to support New Zealand’s economy are fuelling the current desire to travel domestically
- Leverage key motivations: unique opportunity to see & experience New Zealand at its quietest
- Deals and discounts can stimulate demand in the short-term
- Focus on driving frequency & repertoire vs. duration

**Long-term**

- Long-term outlook is encouraging: 52% of New Zealanders intend to continue to choose domestic over international holidays
- Build on desire to want to see more of New Zealand and overcome apathy / “always will be there” attitudes, i.e. message unique experiences and sense of urgency to do them
- Build an experience based value proposition
- Opportunity to show New Zealanders that they don’t need to go overseas to have a ‘real’ holiday
Detailed findings
There is a strong demand for domestic holidays, driven by both desire to support the economy and to see more of New Zealand – however, the economic impacts of Covid-19 might dampen the appetite for domestic travel for some.
There is a solid level of demand among New Zealanders for domestic holiday: 64% intent to holiday in New Zealand in the next 12 months, with the highest intent among the segment of new migrants.

% NZers intending to holiday domestically in the next 12 months – total and by segment:

- Single / Double income, no kids: 65%
- Families: 66%
- Empty nesters: 65%
- New migrants: 72% (significantly higher)
- 18 - 29 yrs.: 59%
- 30 - 49 yrs.: 70% (significantly higher)
- 50 + yrs.: 64%

Sample size n = 757

KANTAR
The economic impacts of Covid-19 are likely to dampen demand for domestic holidays: while right now most New Zealanders are certain they can afford a holiday, many are nervous about their financial security.

Impact of the Covid-19 pandemic on NZers financial situation (% NZers who plan to take a domestic holiday in next 12 months)

- I must now significantly limit my discretionary spending
  - Disagree: 50%
  - Unsure: 25%
  - Agree: 25%

- I am worried about my own job security and my household income
  - Disagree: 53%
  - Unsure: 23%
  - Agree: 24%

- I will be able to afford a holiday in New Zealand
  - Disagree: 12%
  - Unsure: 20%
  - Agree: 68%

The impact of Covid-19 on New Zealanders’ financial situation and spending behaviour is likely to become even more severe as New Zealand moves deeper into recession over the next 6-12 months.

The impacts of Covid-19 on personal finances is more felt within the 30 to 54 yrs. old group – empty nester / retirees and NZers in high income groups appear to be less impacted than other groups.

Sample size n = 502
The long-term outlook for domestic travel is encouraging, as indicated by New Zealanders’ healthy level of intent to continue to choose domestic holidays over international travel.

### Overseas holiday intentions after travel restrictions are lifted (% All NZers)

- I won’t travel overseas for a while at all, and holiday within New Zealand instead: 36%
- I will limit my overseas holidays, and holiday within New Zealand instead: 22%
- I will want travel overseas more often than before Covid-19: 8%
- Don’t know / Too soon to tell: 30%
- Other: 36%

### Longer term overseas travel intentions (% All NZers)

- I will want travel overseas more often than before Covid-19: 8%
- I will limit my overseas holidays, and holiday within New Zealand instead: 22%
- I won’t travel overseas for a while at all, and holiday within New Zealand instead: 30%
- Other (specify): 4%
- Don’t know / Too soon to tell: 32%
- None of the above: 3%

Sample size n = 757
43% of New Zealanders intend to spend more than they typically would on domestic holidays: Restaurants & cafes, accommodation and transport providers are likely to benefit the most.

Intended change in spend on holidays within New Zealand compared to typical year before Covid-19 (% NZers who plan to take a domestic holiday in next 12 months)

<table>
<thead>
<tr>
<th>Expected spend on domestic holidays</th>
<th>Expect to spend more</th>
<th>No change</th>
<th>Expect to spend less</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>43%</td>
<td>63%</td>
<td>62%</td>
<td>57%</td>
<td>43%</td>
</tr>
<tr>
<td>39%</td>
<td>62%</td>
<td>57%</td>
<td>57%</td>
<td>35%</td>
</tr>
<tr>
<td>15%</td>
<td>43%</td>
<td>32%</td>
<td>32%</td>
<td>16%</td>
</tr>
</tbody>
</table>

Where New Zealanders are looking to spend more

- Accommodation: 63%
- Scenic activities: 62%
- Eating out: 57%
- Transport: 57%
- Adventure activities: 43%
- Shopping: 35%
- Cultural activities: 32%
- Cycling: 16%

This point in time claimed intent only, but a promising indication.

Sample size n = 502
Most New Zealanders intend to take more frequent domestic holidays rather than longer holidays – possibly a positive trend as more destinations could benefit

Intended change in holiday behaviour vs. pre COVID-19 (% NZers who plan to take a domestic holiday in next 12 months)\(^{(1)}\)

Segments with a stronger intent for longer holidays:
- Aucklanders
- New migrants
- High income groups
- Intention to change holiday behaviour are not age or life stage dependant
- Aucklanders are generally more likely to travel domestically more vs. their pre Covid-19 habits, when we compare to other NZers

1. Sample size n = 502
While supporting the local economy is a strong reason to travel more domestically, New Zealanders are also motivated by opportunity to see more of their own country – opportunity to translate this desire into action

Reasons for wanting to take more frequent / longer holidays within New Zealand (% NZers who plan to take a domestic holiday in next 12 months) (2)

- To support local economy: 64%
- To see more of New Zealand: 56%
- Visit a place in New Zealand I have not been before: 55%
- To substitute for overseas holidays: 50%
- To visit my family / friends more often: 26%

A slightly stronger motivator among those who intend to take longer domestic holidays vs. pre COVID-19; and also empty nesters

A stronger motivator among those who intend to take longer domestic holidays vs. pre COVID-19; and also empty nesters

1. Sample size n = 299
Most New Zealanders believe it is important to travel to support local businesses, and that now is a great time to avoid tourist crowds.

Motivation to travel within New Zealand travel (% All NZers who agree with the statement)

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is important that New Zealanders travel within their own country more now to support local businesses</td>
<td>82%</td>
</tr>
<tr>
<td>Now is a great opportunity to see New Zealand without typical tourist crowds</td>
<td>80%</td>
</tr>
<tr>
<td>It’s important for New Zealanders to travel within their own country to experience and learn more about it</td>
<td>79%</td>
</tr>
<tr>
<td>Now is a great opportunity to experience New Zealand like international visitors do</td>
<td>71%</td>
</tr>
<tr>
<td>While I can’t go overseas, I will try to see more of New Zealand</td>
<td>70%</td>
</tr>
</tbody>
</table>

Sample size n = 757
For most New Zealanders the feeling of being on holiday is not defined by boarding a plane to go overseas – it is more so about heading somewhere to relax and escape their daily routine.
The feeling of ‘holiday’ is not constrained by specific actions such as boarding a plane, and is more about escaping the daily grind – thus, there is an opportunity to drive perceptions that New Zealanders can have a ‘real’ holiday in their own country.

**Prompted feelings of going on holiday (% All NZers)**

- Not worrying / thinking about work or study: 50%
- Arriving at your destination: 37%
- Having all my family / friends together: 31%
- Boarding a plane: 31%
- Long scenic drives: 30%
- Packing bags: 25%
- Driving a car to your destination: 20%
- Checking into hotel: 20%
- Going to the airport: 16%
- Pit stops along the way: 12%
- Duty free shopping: 4%
- Hearing foreign language: 4%

**Unprompted feelings of going on holiday**

Sample size n = 757
While a domestic holiday is not strictly defined by a specific length of time, the majority of New Zealanders need to travel to a different region to feel that they are on holiday.

Association with a ‘holiday’ in the context of a holiday within New Zealand (% All NZers)

- Day trip (1 day): 9%
- Overnight / Weekend trip (2-3 days): 53%
- Short trip (4-5 days): 61%
- Week-long trip (6-7 days): 61%
- Two-week trip (8-14 days): 43%
- Trips longer than 14 days: 35%

90% would need to travel outside their region for it to feel like a holiday.

28% could travel within the same region for a holiday.

Sample size n = 757
There is a recognition amongst New Zealanders of the immediate, unique opportunity to experience a quieter New Zealand in the absence of international visitors – particularly known destination hot-spots
New Zealanders are aware of how interesting, fun and relaxing a domestic holiday can be – there is an opportunity to strengthen messages around unique experiences and ease of travelling around (i.e. many options to travel other than by car)

Perceptions of New Zealand holidays (% All NZers who agree with the statement)

- There is lots to see and do: 81%
- I enjoy holidays in New Zealand: 78%
- Great for a relaxing holiday: 75%
- Has holiday experiences I’m interested in: 73%
- Has a variety of different types of holiday experiences: 71%
- Suitable for a holiday all year round: 68%
- Just as good as an overseas holiday: 67%
- There is more to do than nature and adventure activities: 66%
- It’s easy to travel around: 66%
- Experiences you can’t get anywhere else: 60%
- Long drive times make domestic holidays arduous: 27%
- Boring: 8%

Sample size n = 757; % strongly agree + agree with the statement
While the main trigger for a domestic holiday has been needing a break, many New Zealanders also travel more purposely (i.e. to visit a specific region, or to see more of New Zealand) – motivations the industry can tap into to drive demand.

Reasons for the last holiday within New Zealand (% All NZers)

- Wanted to get away / needed a break: 48%
- Wanted to see more of New Zealand: 37%
- To visit family / friends: 33%
- Wanted to visit a specific region / place: 32%
- It was a long weekend: 19%
- Wanted to do a specific activity: 18%
- An event (i.e. concert, sport, etc.): 13%

A stronger motivator among empty nesters

Sample size n = 757
New Zealanders are keen to discover new places in New Zealand where they can relax, sample good food, and see iconic landmarks – marketing communications should reflect these motivations.
New Zealanders are keen to discover new places where they can have fun but also relax & refresh, experience good food, and see iconic landmarks - marketing messages need to reflect these motivations

Top seven things New Zealanders are looking for in the New Zealand holiday

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Place I have <em>never been before</em></td>
</tr>
<tr>
<td>2</td>
<td>Spectacular natural <em>landscapes</em></td>
</tr>
<tr>
<td>3</td>
<td>Accommodation options to <em>suit my budget</em></td>
</tr>
<tr>
<td>4</td>
<td>Opportunities to <em>relax and refresh</em></td>
</tr>
<tr>
<td>5</td>
<td>Good local <em>food &amp; beverage experiences</em></td>
</tr>
<tr>
<td>6</td>
<td><em>Iconic</em> attractions and landmarks</td>
</tr>
<tr>
<td>7</td>
<td>Ideal for having <em>fun</em> and enjoying yourself</td>
</tr>
</tbody>
</table>

The top things New Zealanders are looking for are very similar across various segments, with some minor differences:

- Families have a stronger focus on activities for children and family-friendly locations
- Food & beverage experiences are more important to empty nesters
- New migrants have a stronger interest of outdoor adventure activities and nightlife

COVID-19 has had very little impact on how New Zealanders decide on their domestic holiday destination

Sample size n = 502
New Zealanders are less interested in wildlife experiences, and beaches (it is possible because they are ubiquitous), and art and culture experiences

**Aspect New Zealanders are looking for in the New Zealand holiday (% NZers planning a holiday)**

- Place I have never been before: 64%
- Spectacular natural landscapes and scenery: 63%
- Accommodation options to suit my budget: 61%
- Opportunities to relax and refresh: 55%
- Good local food & beverage experiences: 52%
- Iconic attractions and landmarks: 47%
- Ideal for having fun and enjoying yourself: 41%
- It's easy to travel around to see and do things: 39%
- Opportunities to see local wildlife: 39%
- Good hiking / walking tracks: 35%
- Wide variety of things to see and do for adults: 35%
- Amazing beaches: 31%
- Good entertainment, exhibitions & events: 28%
- Interesting arts & culture experiences: 26%
- Good camping options: 21%
- Near where my family / friends live: 18%
- Wide variety of things to see and do for children: 16%
- Driving distance from where I live: 16%
- Where I can fly to: 15%

Sample size n = 502
Perceptions that domestic holidays are too expensive and lack value for money limit the desire for domestic travel for some: Deals could stimulate demand short-term, but long-term a more sustainable solution is needed.
There is a perception that it is expensive to holiday within New Zealand

Perceptions of cost of holidays within New Zealand (% All NZers)

It is **expensive** to holiday within New Zealand

New Zealand holidays are **affordable**

- Perceptions of high cost of domestic travel are the main barrier to wanting to take a domestic holiday, with 34% saying it was too expensive to holiday within New Zealand.

- The cost of domestic travel, activities and accommodation were also cited as the main reasons why New Zealanders were left feeling disappointed on their most recent holiday.

Sample size n = 757
Perceptions of value for money of New Zealand holidays are relatively weak – this could be an opportunity to drive value perceptions through communicating enriching experiences rather than price levers.

Perceptions value for money of holidays within New Zealand (% All NZers)

**Overall value for money**
- Excellent (%8-10): 18%
- Good (%5-7): 28%
- Poor (%1-4): 54%

**Food and drink options**
- Excellent (%8-10): 15%
- Good (%5-7): 58%
- Poor (%1-4): 27%

**Activities**
- Excellent (%8-10): 25%
- Good (%5-7): 22%
- Poor (%1-4): 53%

**Accommodation**
- Excellent (%8-10): 21%
- Good (%5-7): 54%
- Poor (%1-4): 25%

**Transport**
- Excellent (%8-10): 27%
- Good (%5-7): 20%
- Poor (%1-4): 53%

Sample size n = 757; 10 point scale where 1 = poor and 10 = excellent
The cost of domestic travel is also the main reasons why New Zealander’s might feel less satisfied with their domestic holiday experience

Disappointments of domestic travel (from most recent New Zealand holiday)

<table>
<thead>
<tr>
<th>THEME</th>
<th>VERBATIM COMMENTS</th>
</tr>
</thead>
</table>
| Cost                   | “Cost, service Queenstown was a just a rip off”  
“Price a bit more than budgeted for”  
“Too expensive compared to some overseas holidays” |
| Weather                | “Due to weather conditions, our Fox Glacier experience was cancelled”  
“Weather let me down, was a little disappointing”  
“Bad weather. Cold wet rain and strong winds prevented us from enjoying the great outdoors.” |
| Expensive activities   | “Cost of activities for kiwis”  
“The cost of doing activities. Cheaper prices should be offered to residents/taxpayers.”  
“Sometimes the cost of entering a place is priced for the overseas tourist. Perhaps NZ resident pricing is a good idea” |
| Tourist crowds         | “Too crowded, too many people”  
“Too many tourists in many places and many activities I would have loved to do were way too expensive”  
“The attractions being full of international tourists, over crowded & run down” |
| Accommodation          | “Expensive hotels and not getting much for it compared to worldwide hotels”  
“The costs for accommodations and experience are usually higher than a lot of Asian countries for example - can stay at a very fancy hotel expending the same amount of money of an old hostel room here.”  
“Cost for locals of hotels and experiences” |
When holidaying domestically, many New Zealanders choose not to spend as much on activities as they do when overseas, because there are a lot of free activities and also because there is some degree of apathy towards domestic paid activities.

<table>
<thead>
<tr>
<th>Claimed differences in spending behaviour&lt;sup&gt;(1)&lt;/sup&gt;</th>
<th>Reasons for limiting spending while on holiday in New Zealand&lt;sup&gt;(2)&lt;/sup&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compared to my holiday within New Zealand, on overseas holiday I ...</td>
<td>A lot of free activities I can do in New Zealand&lt;sup&gt;48%&lt;/sup&gt;</td>
</tr>
<tr>
<td>Eat out more</td>
<td>Activities will always be there, and I can do them other time&lt;sup&gt;40%&lt;/sup&gt;</td>
</tr>
<tr>
<td>51%</td>
<td>Most activities are for international tourists&lt;sup&gt;25%&lt;/sup&gt;</td>
</tr>
<tr>
<td>More likely to splurge on activities</td>
<td>Don't feel New Zealand activities are worth the splurge&lt;sup&gt;18%&lt;/sup&gt;</td>
</tr>
<tr>
<td>54%</td>
<td>Don't usually want to do any activities in New Zealand&lt;sup&gt;6%&lt;/sup&gt;</td>
</tr>
<tr>
<td>More likely to participate in paid activities</td>
<td></td>
</tr>
<tr>
<td>46%</td>
<td></td>
</tr>
<tr>
<td>I don't limit my spending as much</td>
<td></td>
</tr>
<tr>
<td>35%</td>
<td></td>
</tr>
</tbody>
</table>
Weekend and short trips are the most likely holidays New Zealanders will take. Having enough time / annual leave is often the main barrier for not taking longer trips.
While weekend getaways and short trips are the most likely holiday New Zealanders will take, there is an appetite for longer trips amongst certain audience segments the industry can tap into.

Types of New Zealand holiday in the next 12 months (% NZers who plan to take a domestic holiday in next 12 months)

- Day trip (1 day): 16%
- Overnight / Weekend / Long weekend trip (2-3 days): 43%
- Short trip (4-5 days): 50%
- Week-long trip (6-7 days): 40%
- Two-week trip (8-14 days): 21%
- Trips longer than 14 days: 9%

Sample size $n = 472$
Not having enough time or travelling for a specific reason are the largest reasons why New Zealanders don’t extend day trips and overnight trips.

### Reasons for not staying longer on a weekend trip (% who have taken a weekend trip)

<table>
<thead>
<tr>
<th>Reason</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did not have enough time</td>
<td>39%</td>
</tr>
<tr>
<td>Went for a specific event / occasion</td>
<td>36%</td>
</tr>
<tr>
<td>Cost reasons</td>
<td>32%</td>
</tr>
<tr>
<td>Wanted to save my annual leave for another holiday</td>
<td>28%</td>
</tr>
<tr>
<td>There was not much to do</td>
<td>5%</td>
</tr>
</tbody>
</table>

### Reasons for not staying overnight on an day trip (% who have taken a daytrip)

<table>
<thead>
<tr>
<th>Reason</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Went for a specific event / occasion</td>
<td>41%</td>
</tr>
<tr>
<td>Did not have enough time</td>
<td>30%</td>
</tr>
<tr>
<td>Cost reasons</td>
<td>24%</td>
</tr>
<tr>
<td>Wanted to save my annual leave for another holiday</td>
<td>11%</td>
</tr>
<tr>
<td>There was not much to do</td>
<td>8%</td>
</tr>
</tbody>
</table>

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1. Sample size n = 536  
2. Sample size n = 416
By and large New Zealanders’ desire to take longer holidays comes down to having enough annual leave to do so; for the regions, events are an opportunity to drive desire for weekend getaways

Associated length of different types of domestic trips (% All NZers)

- Day trip (1 day): 30%
- Overnight / Weekend trip (2-3 days): 17%
- Short trip (4-5 days): 12%
- Week-long trip (6-7 days): 11%
- Two-week trip (8-14 days): 10%
- Three-week trip or longer (15+ days): 9%

Hiking / Day walks: 7% 13% 15% 21% 38% 47%
Attend an event: 5% 9% 11% 11% 7% 6%
Public holidays: 5% 13% 15% 21% 7% 6%
Ski holiday: 10% 17% 16% 11% 6% 4%
Visit family / friends: 12% 19% 17% 11% 5% 20%
School holidays: 11% 8% 4% 11% 13% 9%
Camping trip: 6% 13% 15% 17% 20% 38%
Festive holiday period: 10% 15% 21% 18% 9% 6%
Annual holiday: 5% 9% 7% 18% 17% 47%

Sample size n = 757
A large proportion of New Zealanders are open to travelling outside school holidays – this is predominately non-family segments

When intend to take domestic holiday (% NZers who will take a domestic holiday in the next 12 months)

- Outside school holidays: 40%
- Christmas & New Year period: 30%
- Winter school holidays: 16%
- Ski season: 16%
- Labour day: 15%
- Summer school holiday: 13%
- Spring school holidays: 12%

This is mostly SINKS / DINKS and Empty nesters

Sample size n = 502