

# KANTAR

## Domestic travel view

Quarterly (Sep – Oct 20)

November 2020



# The outlook for domestic holidays for the next 12 months is positive

## Key headlines

1

There is strong and further growing desire for New Zealand holidays

2

New Zealander's already strong perceptions of what domestic holidays can offer is improving

3

New Zealander's experience with domestic holidays is improving

# Key messages (1 of 3)

1

## **There is a strong and further growing desire for New Zealand holidays**

- 72% of New Zealanders are planning a holiday within New Zealand in the next 12 months – a notable uplift on 64% in May 20
- Since May 2020, the desire for domestic holidays has notably increased among both SINKS / DINKS and Families
- There has been an increase in desire for short gateways (e.g. weekend & short stays) compared to May 2020, especially among DINKS / SINKS; this could be an opportunity to drive regional repertoire
- Interest in two-week trips has also increased since May possibly due to the approaching Christmas / New Year holiday period when New Zealanders typically take annual leave

## Key messages (2 of 3)

### 2

#### **New Zealander's already strong perceptions of what domestic holidays can offer are improving further**

- There has been a improvement in perceptions of what New Zealand holidays have to offer, most notably on the following aspects:
  - Great for relaxing holiday
  - Variety of holiday experiences
  - There is more to do than nature and adventure activities
  - Great hospitality for domestic tourism
- There is an opportunity to strengthen messages around unique experiences, as perceptions while strong have not shifted since May 2020

## Key messages (3 of 3)

### 3

#### **New Zealander's experience with domestic holidays is improving**

- There has been an increase in proportion of New Zealanders having an excellent experience with domestic holidays, to 55% in Sep-Oct 20 vs. 49% in May 20
- The key areas where experience has improved are:
  - Variety of things to see and do
  - Drink and food options
  - Ease of getting to destination
  - Safety of travelling around

1

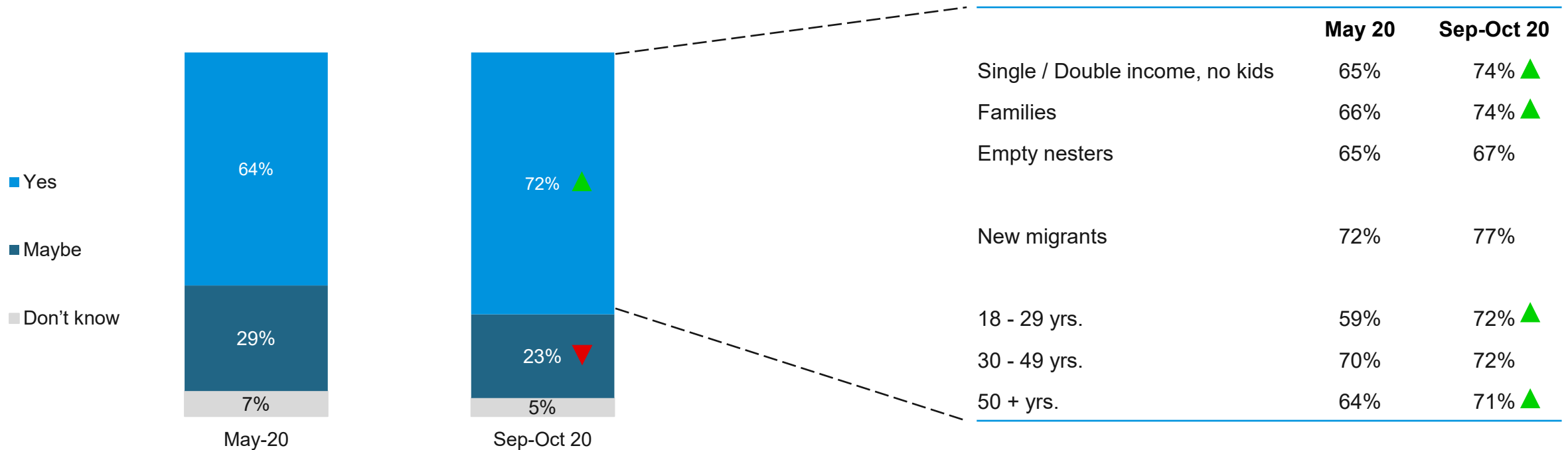
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## Demand for domestic holidays



# There is a growing demand for domestic holidays, with 72% of New Zealanders now planning a holiday within New Zealand in the next 12 months

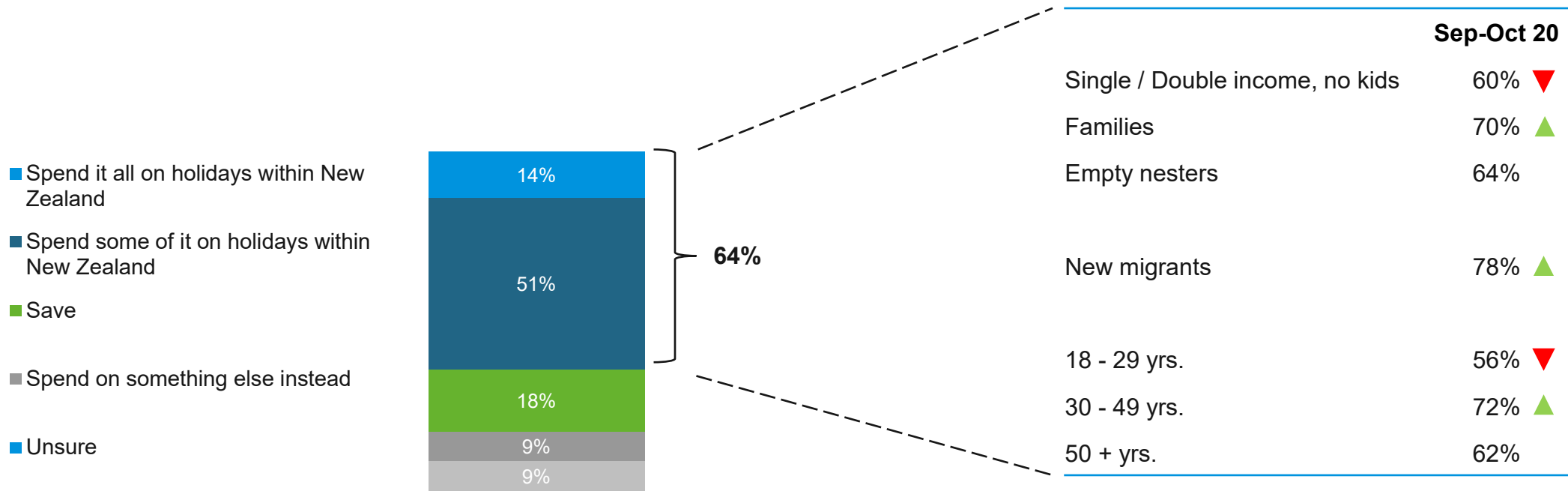
% NZers intending to holiday domestically in the next 12 months – total and by segment



▲ ▼ Significantly higher / lower than May-20

# A considerable proportion of New Zealanders are planning to shift their overseas holiday spend towards domestic holidays, especially new migrants and families

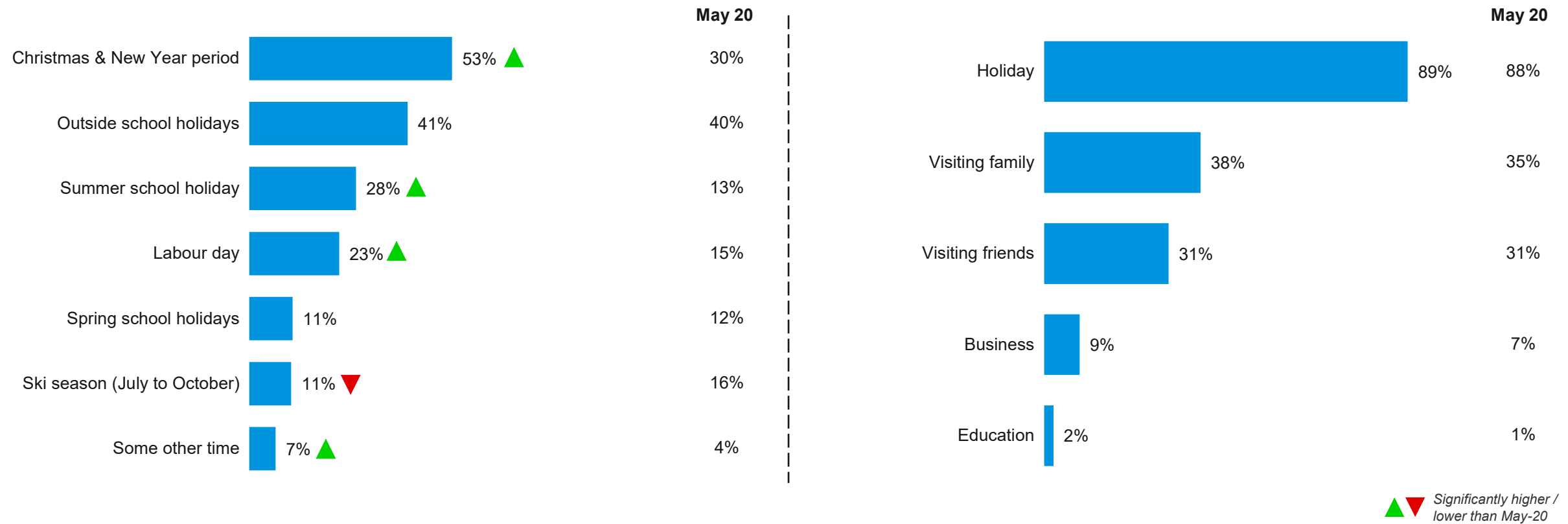
What NZers plan to do with money saved on overseas holidays due to Covid-19  
 (% NZers who will take a domestic holiday in next 12 months, Sep-Oct 20)





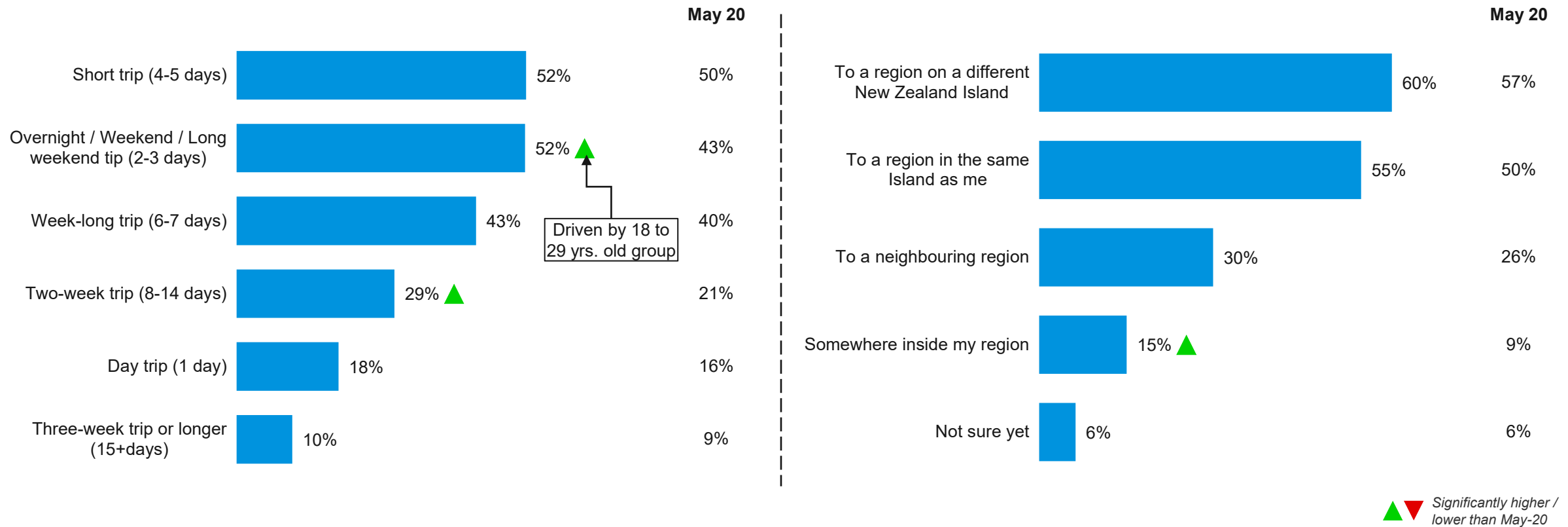
# Compared to May 2020, more New Zealanders are planning to take a domestic holiday during the Christmas / New Year period and summer school holidays – ‘holiday’ remains the primary reason for wanting to travel domestically

Timing of the domestic holiday and reason for travel (% NZers who will take a domestic holiday in the next 12 months, Sep-Oct 20)



# There is a strong and growing appetite for weekend getaways; interest in two-week trips has also increased since May possibly due to the approaching Christmas / New Year holiday period

Where New Zealanders want to travel for a holiday and for how long (% NZers who will take a domestic holiday in the next 12 months, Sep-Oct 20)



2

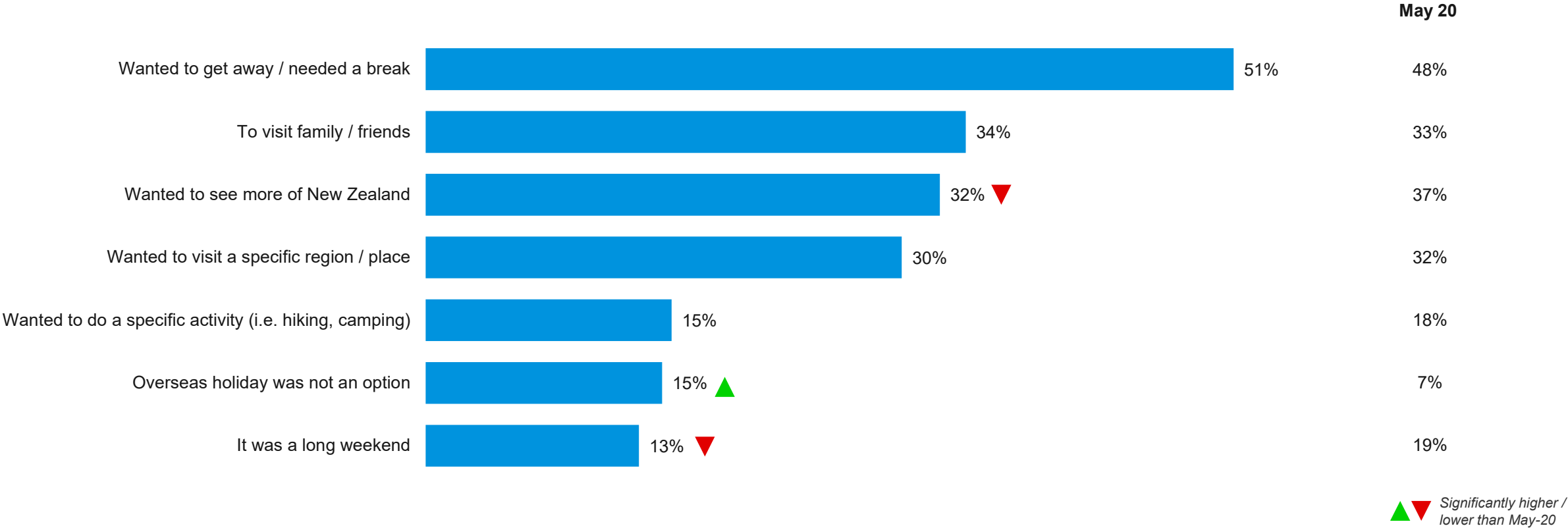
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## Perceptions of New Zealand holidays



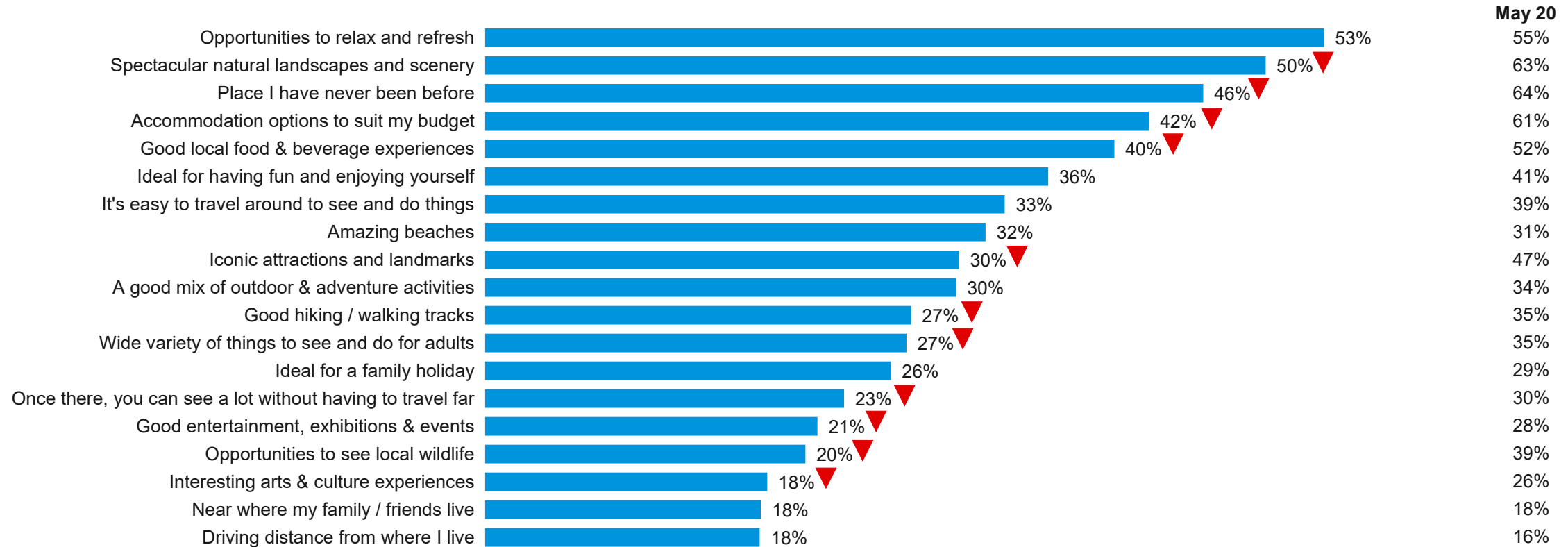
# The main trigger for domestic holiday remains needing a break, however less people appear to be motivated by wanting to see more of New Zealand compared to May 2020 – Possibly indicative of the time of year, and what a year it’s been

Reasons for the last holiday within New Zealand (% All NZers, Sep-Oct 20)



# A number of factors have lessened in their influence on the choice of domestic holiday location – probably reflecting a tough year, most New Zealanders are simply looking for a opportunity to relax and refresh

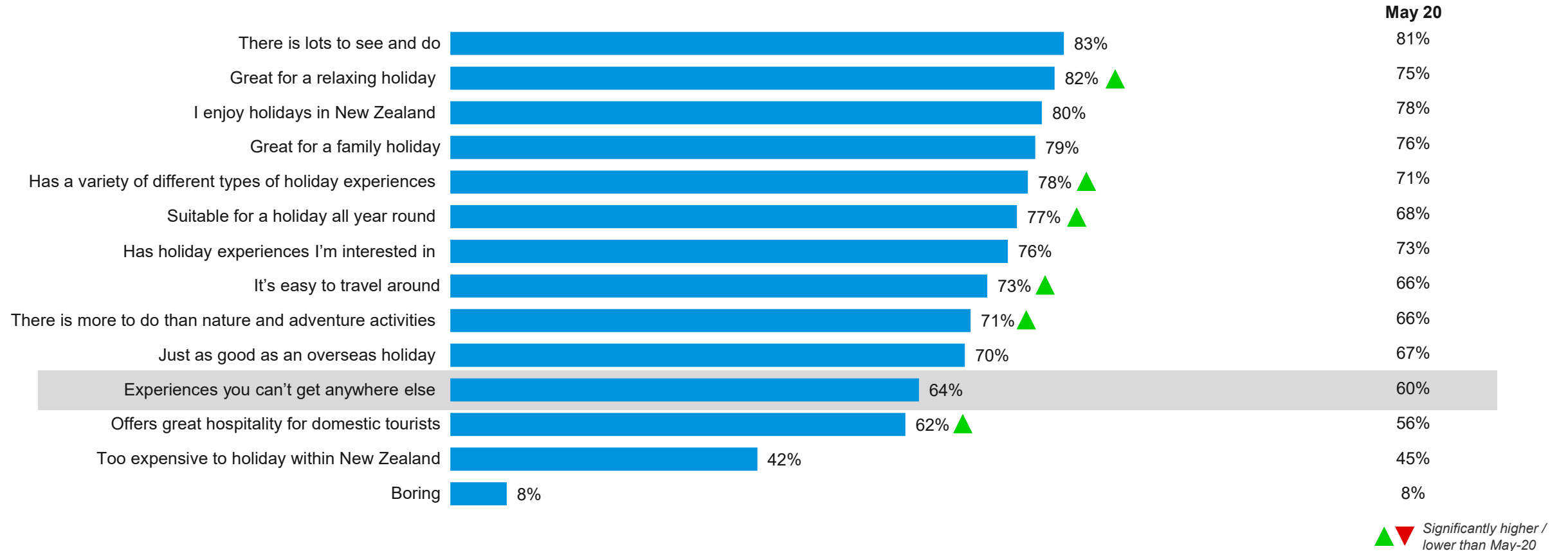
Aspect New Zealanders are looking for in the New Zealand holiday location (% NZers planning a holiday, Sep-Oct 20)



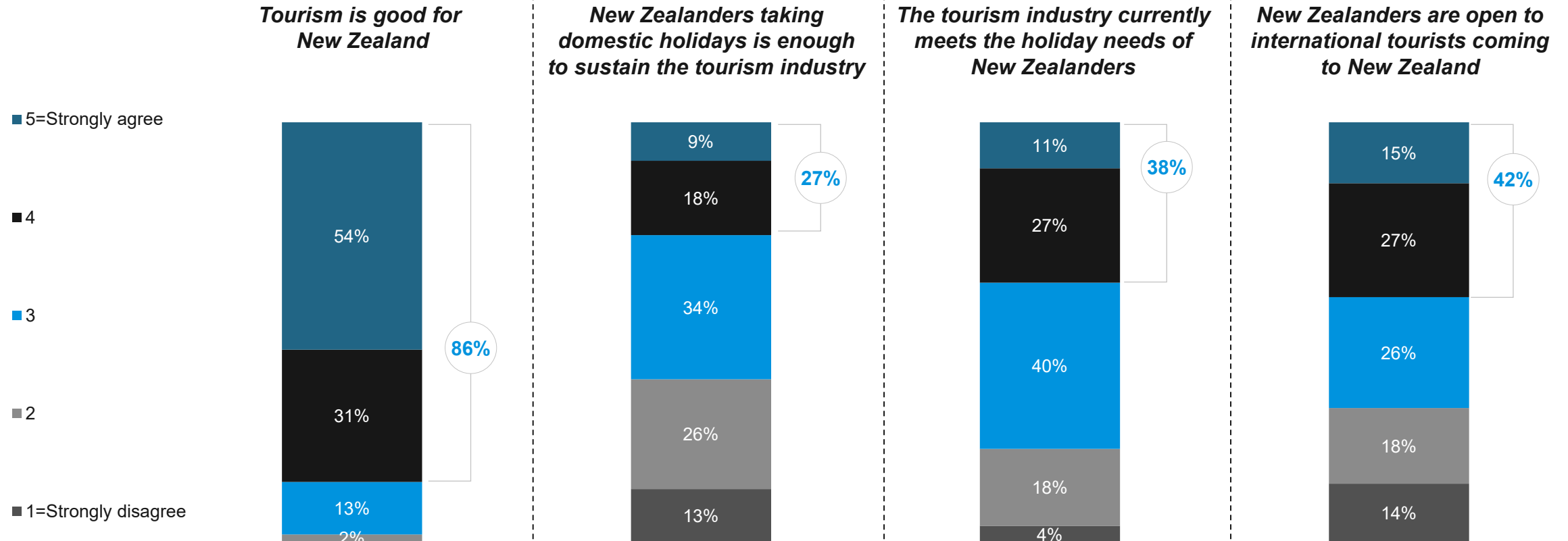
▲ Significantly higher /  
▼ lower than May-20

# There has been a notable improvement in perceptions of what New Zealand holidays have to offer, with a further opportunity to strengthen messages around unique experiences

Perceptions of New Zealand holidays (% All NZers who agree with the statement, Sep-Oct 20)



# Most New Zealanders (86%) believe that tourism is good for New Zealand, but less than a third of New Zealanders (27%) think taking domestic holidays is enough to sustain the industry



3

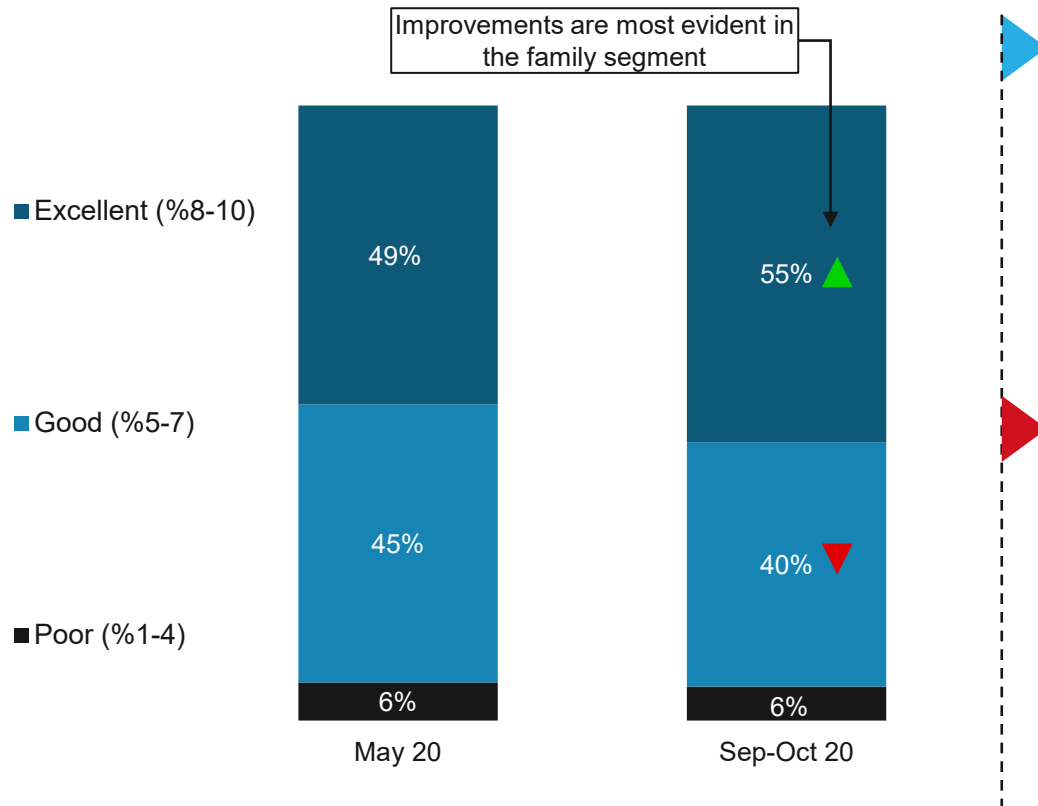
## New Zealand holiday experience





# Notably, there has been an increase in proportion of New Zealanders having an excellent experience with domestic holidays

How well New Zealand delivers to expectations as a holiday destination (% All NZers who agree with the statement, Sep-Oct 20)



## Positive feedback

- “While there are a lot of things to do in New Zealand...”
- “New Zealand offers everything and more than most overseas countries ..”
- “Lots of interesting places to visit, experiences, scenery, activities to do make it ideal”
- “I enjoy travelling within New Zealand especially in areas I am familiar with”

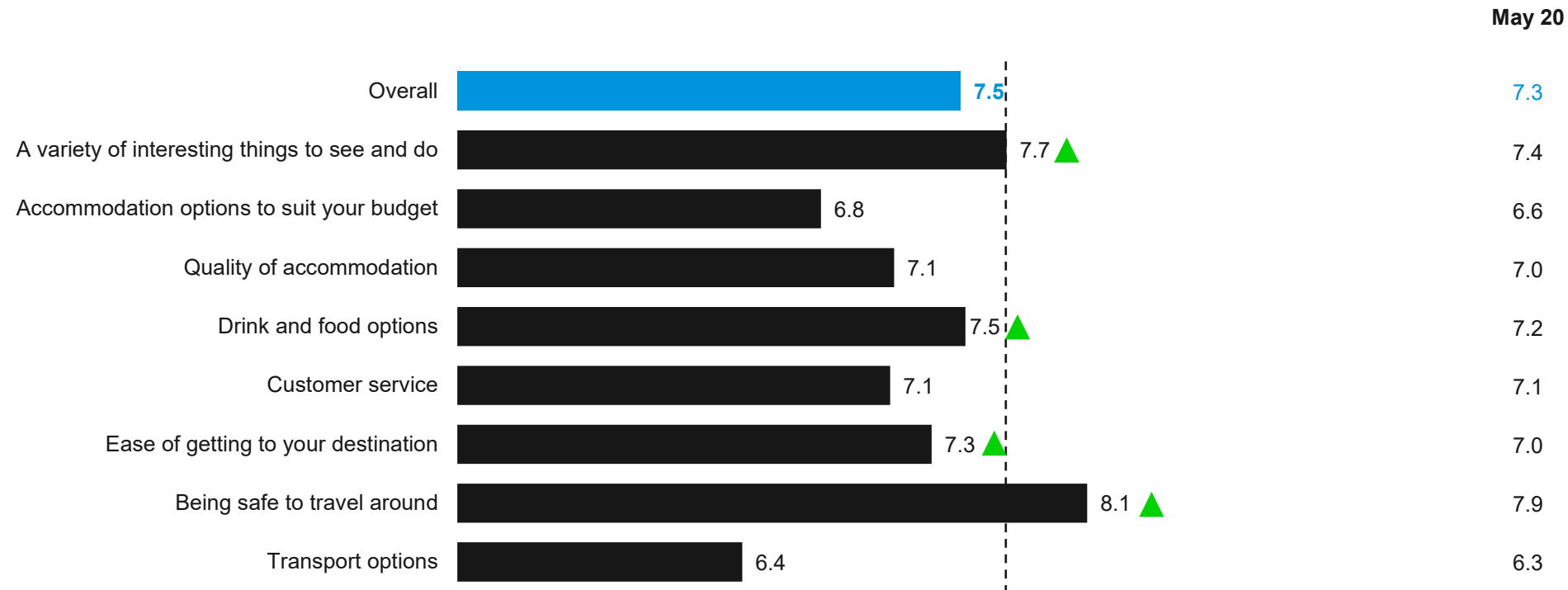
## Negative feedback

- “The best part about travelling around New Zealand is the walks and scenery, there are so many amazing walks and places, general experience. However, other than that every activity and experience has a big price tag attached but I suppose people need to earn money, however, 80% of things felt like tourist traps and rip offs”
- “We have found that we New Zealanders are treated as (or were until Covid 19 locked down the borders) second class guests, because we do not have as much money to spend as the international tourists ...The accommodation is generally NOT good and is also expensive in New Zealand”

▲ ▼ Significantly higher / lower than May-20

# The key areas where experience has improved are: variety of things to see and do, drink and food options, ease of getting to destination and safety of travelling around

How well New Zealand delivers on various holiday experiences (mean score, Oct 20)



▲ ▼ Significantly higher / lower than May-20

# Accommodation is most likely to cause delight, followed by service and scenery

## Delights of domestic travel (from most recent New Zealand holiday)

	THEME	VERBATIM COMMENTS
MOST COMMON	Great accommodation	<p><i>"Some discounted attractions on West Coast and discounted accommodation were great and made be book. It was great accommodation and service"</i></p> <p><i>"Accommodation was really good, service was friendly"</i></p> <p><i>"Good quality accommodation, lots of facilities/activities"</i></p>
	Great customer service	<p><i>"My recent trip was to stay with family and one night in a motel in Rotorua where the customer service was great"</i></p> <p><i>"The customer service at a couple of venues was great, nothing was a hassle"</i></p> <p><i>"Customer service is very personable, rugged adventure holidays, lots of cycle trails"</i></p>
	Scenery	<p><i>"Awesome scenery, meeting other kiwis on holiday"</i></p> <p><i>"Seeing the top end of NZ including Cape Reinga and Ninety Mile Beach, eating out having local fish and wine, enjoying lots of amazing scenery, staying in great motels"</i></p> <p><i>"The different scenery of the region. The distance we travelled and the adventure that accompanies going somewhere new and away from my usual town. The cultural aspects of the region I visited"</i></p>
	Family	<p><i>"Eating out with family, spending more time with grandchildren"</i></p> <p><i>"Spending time with family, getting away for a break, having a change of scenery"</i></p> <p><i>"The hotel we stayed was awesome and family friendly"</i></p>
LEAST COMMON	Dinning out	<p><i>"Quality of food and drink"</i></p> <p><i>"Great food and wine..."</i></p> <p><i>"...new food places"</i></p>



# While most New Zealanders enjoy their domestic holiday experience, the cost of domestic travel is the main reasons why they might feel less satisfied

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

	THEME	VERBATIM COMMENTS
↑ MOST COMMON	Nothing	<i>"Nothing really. Maybe that except for Wellington there isn't really another big city to go to have that sort of holiday"</i>
		<i>"Nothing has disappointed me. Perhaps Wellington needs more attractions"</i>
		<i>"Absolutely nothing. I always go with an open mind and enjoy whatever experiences come my way. I don't go on holiday to be miserable"</i>
↓ LEAST COMMON	Cost	<i>"Price of airfare"</i>
		<i>"The cost of accommodation"</i>
		<i>"The cost of activities"</i>
		<i>"The price of eating out"</i>
	Weather	<i>"Cannot always trust the weather during springtime for outdoor activities"</i>
		<i>"The unexpected cold weather and wind (weather forecast going wrong)"</i>
		<i>"The weather was appalling but that's how it is"</i>
	Infrastructure	<i>"Condition of roads and amount of roadworks"</i>
		<i>"Poor roads, slow traffic"</i>
		<i>"Auckland traffic and roadworks puts huge delays on already arduous travels times"</i>
	Covid-19	<i>"Poor hotel service and offerings due to Covid (supposedly) but I suspect for cost savings in reality"</i>
		<i>"Cost of food and beverages in cafes and restaurants. e.g. Since Covid basic coffee price has risen 10%. Snacks such as sandwiches are small and overpriced (but this has always been a problem in NZ compared to overseas)"</i>
		<i>"The lack of service. Also the fact that motels are now full of emergency housing people and hotels are full of Covid returnees - doesn't make you want to stay in any of them."</i>

# Appendix

# Research methodology and sample

	Total sample	Survey length (max)
 Short dip (Sep 20)	302	10 min
 Deep dive (Oct 20)	906	15 min
<b>Total</b>	<b>1208</b>	

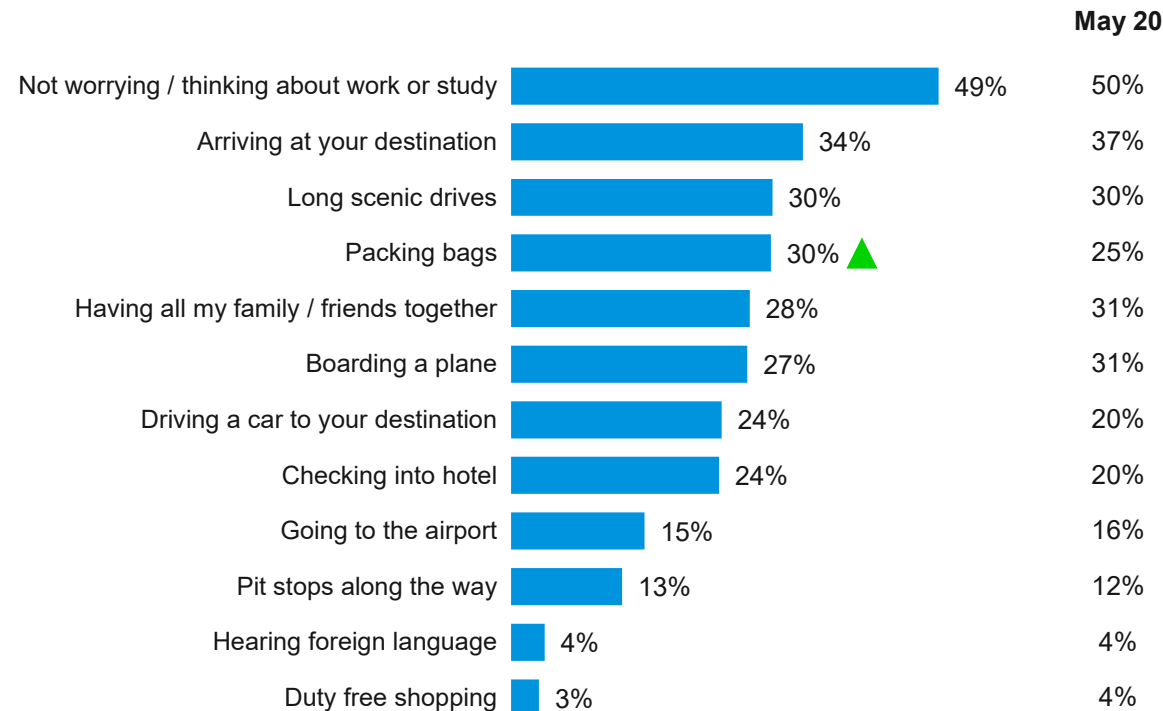
Sep 20 Dip fieldwork period | 14 – 23 Sep

Oct 20 Dip fieldwork period | 12 – 27 Oct

Sample	Sep-Oct 20
<b>New migrants</b>	120
<b>Northland</b>	50
<b>Auckland</b>	280
<b>Waikato</b>	150
<b>Bay of Plenty</b>	60
<b>Gisborne</b>	100
<b>Hawkes Bay</b>	
<b>Taranaki</b>	100
<b>Manawatu-Whanganui</b>	
<b>Wellington</b>	150
<b>Tasman</b>	50
<b>Nelson</b>	
<b>Marlborough</b>	
<b>Canterbury</b>	150
<b>Otago</b>	80
<b>Other SI</b>	30
<b>Total</b>	<b>1200</b>

# 'Holiday' is about escaping daily grind, relaxing and spending time with family

Prompted feelings of going on holiday (% All NZers, Oct 20)



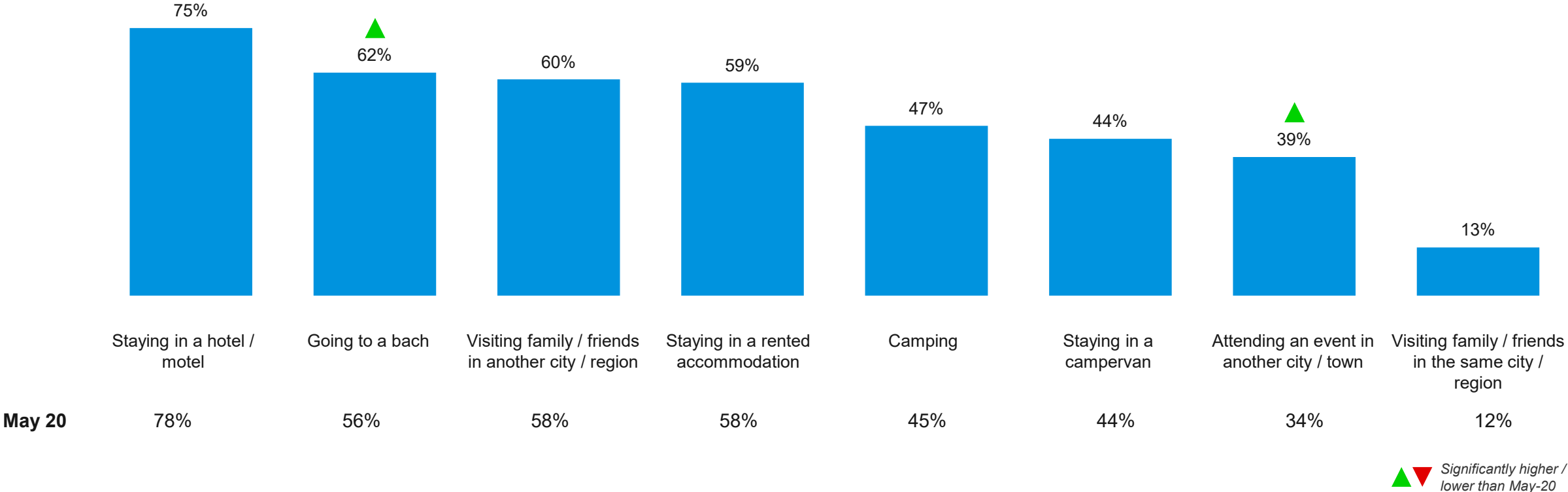
Unprompted feelings of going on holiday (Oct 20)



▲ ▼ Significantly higher / lower than May-20

# Staying in a hotel is a recipe to get a 'holiday' feeling for the majority of New Zealanders

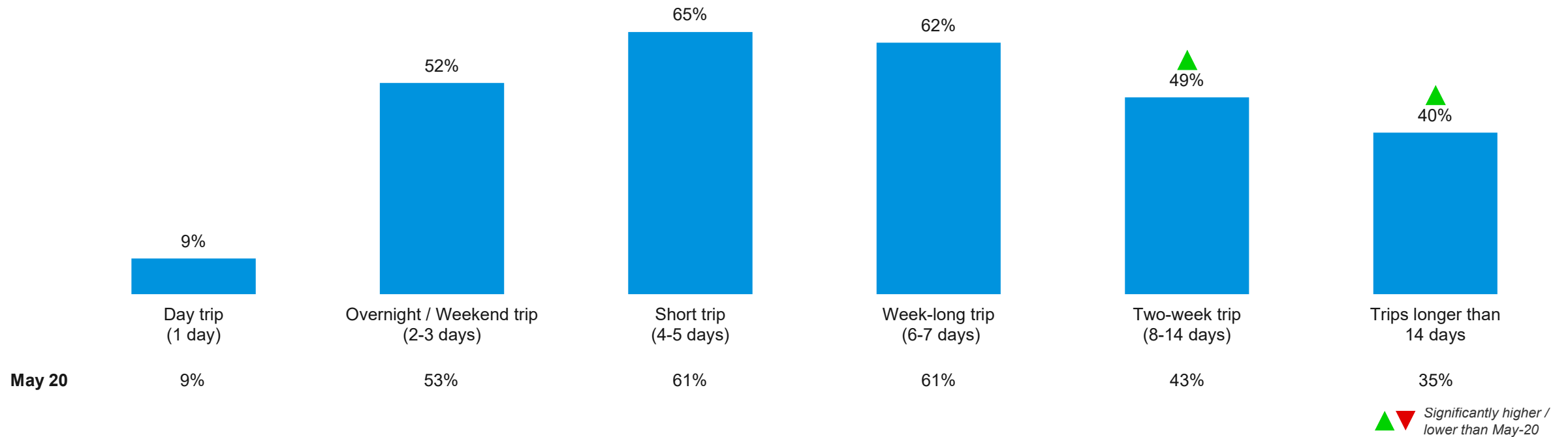
Associated occasion of a 'holiday' in the context of a holiday within New Zealand (% All NZers, Oct 20)





# While domestic holiday is not strictly defined by a specific length of time, the majority of New Zealanders need to spend at least two weeks to feel that they are on holiday

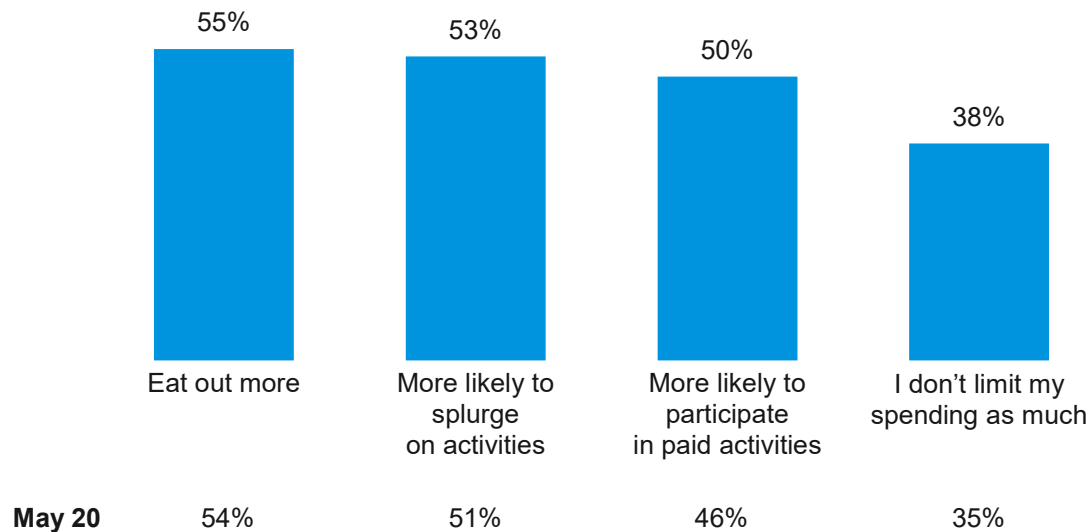
Associated length of a 'holiday' in the context of a holiday within New Zealand (% All NZers, Oct 20)



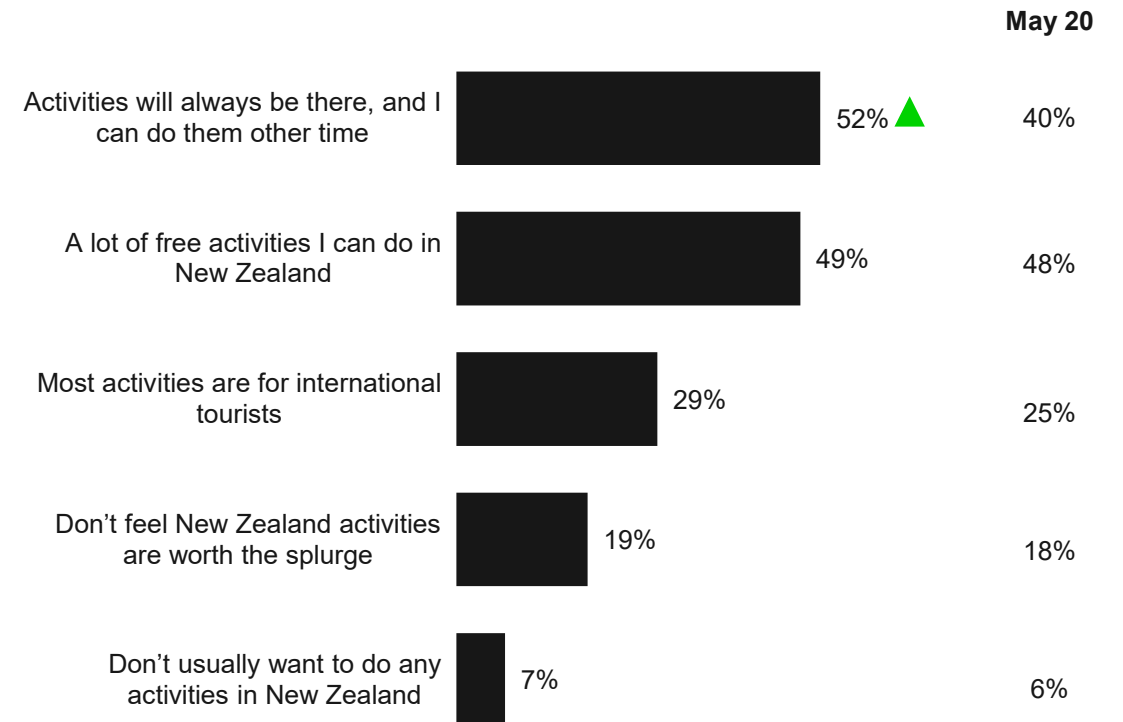
# When holidaying domestically, many New Zealanders choose not to spend as much on activities as they do when overseas, because activities will always be there

## Claimed differences in spending behaviour (Oct 20)<sup>(1)</sup>

Compared to my holiday within New Zealand, on overseas holiday I ...



## Reasons for limiting spending while on holiday in New Zealand (Oct 20)<sup>(2)</sup>



▲ ▼ Significantly higher / lower than May-20