

KANTAR



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

November 2020

Fieldwork period:

16 November – 01 December 2020



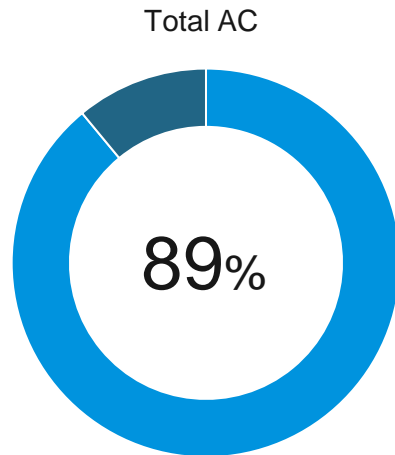
**100% PURE
NEW ZEALAND**
newzealand.com

The majority of ACs in the USA remain concerned about the potential risk of contracting COVID-19

Concern about the risk of contracting COVID-19 (Concerned + highly concerned)

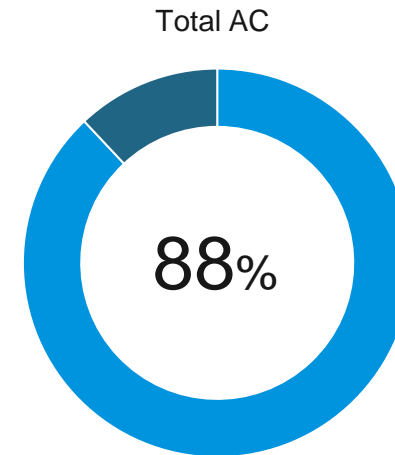
% AC

June 20



% Non-AC 89%

November 20



% Non-AC 85%

Concerned + Highly concerned

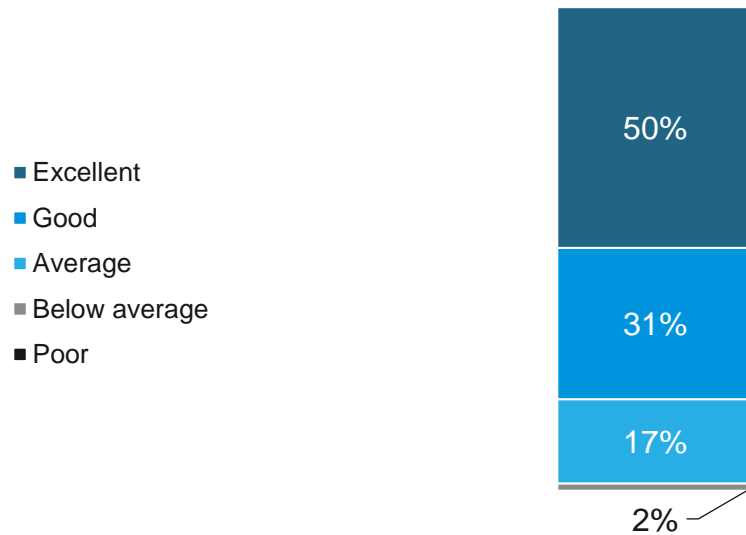
Not concerned

▲▼ significantly higher / lower than previous period

Most ACs rate New Zealand's health response to COVID-19 positively and this improves perceptions of New Zealand for over 60% of them

Evaluation of New Zealand's health response

% AC | November 20



% Non-AC
(rated Excellent and Good)

51%

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

% AC | November 20



% Non-AC
(Improves my perceptions)

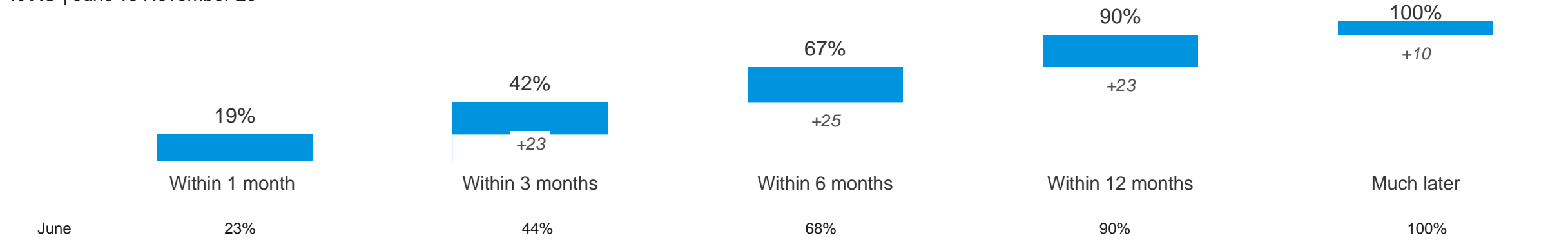
22% ▼

▲▼ significantly higher / lower than previous period

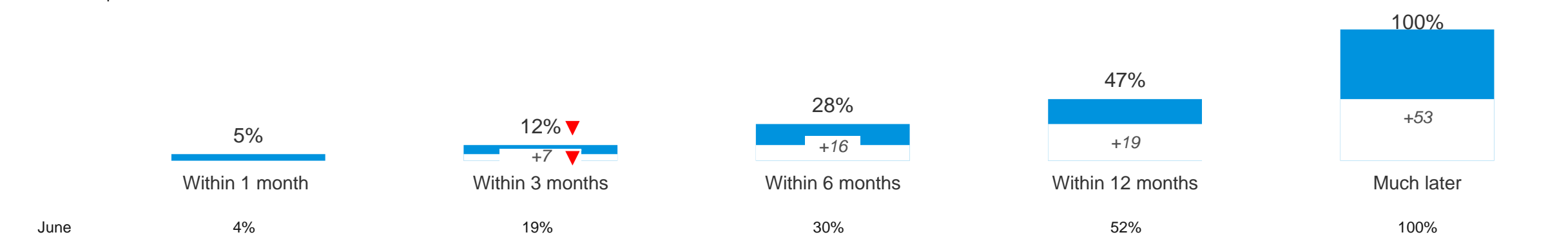
The level of pent-up demand for international holiday trips remains high: over two thirds of ACs are ready to travel abroad within six months of restrictions being lifted

Speed of international holiday demand recovery after restrictions are lifted

% AC | June vs November 20



% Non-AC | June vs November 20

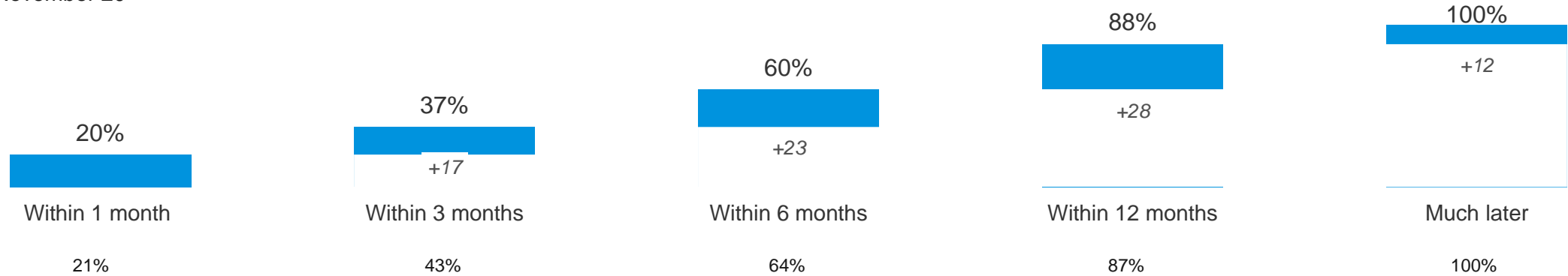


▲ / ▼ significantly higher / lower than previous period

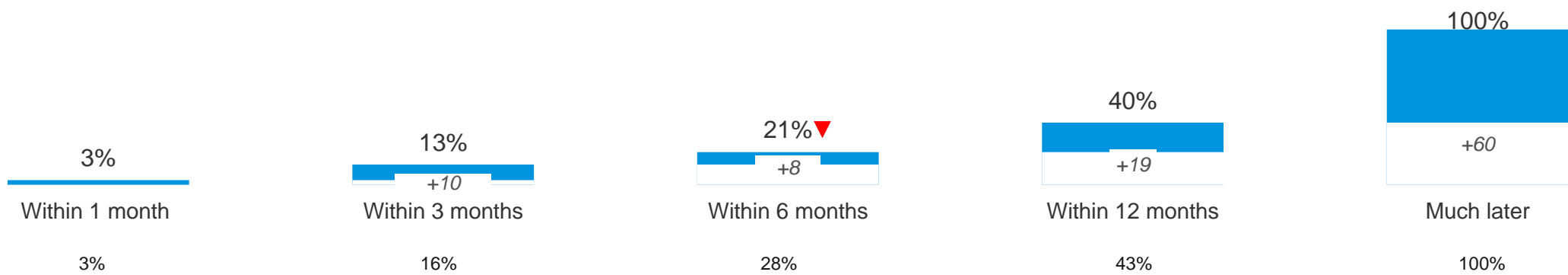
60% of ACs are wanting to come to New Zealand for a holiday within six months of the borders being opened, unchanged compared to the previous dip

Speed of New Zealand holiday demand recovery after restrictions are lifted

% AC | June vs November 20



% Non-AC | June vs November 20



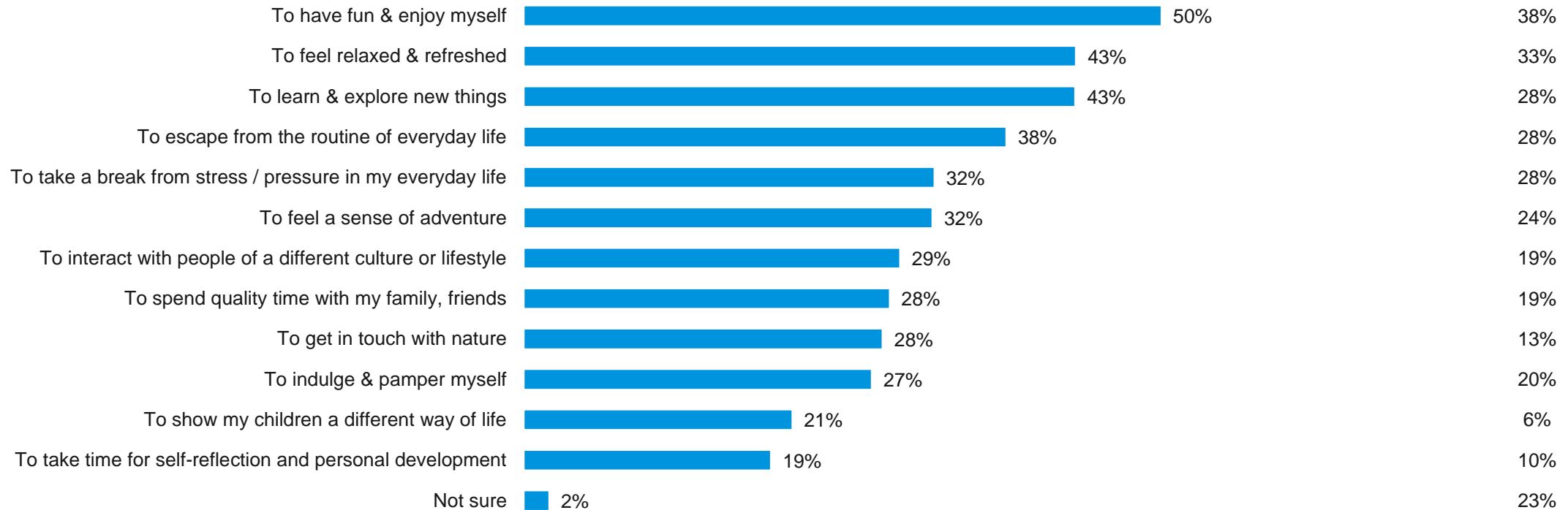
▲▼ significantly higher/lower than previous period

Enjoyment, relaxation and desire to explore new things are the three most common reasons that would drive ACs to travel internationally after the pandemic passes

Needs/reasons driving the desire to travel internationally for a leisure holiday once COVID-19 passes

% AC | November 20

% Non-AC

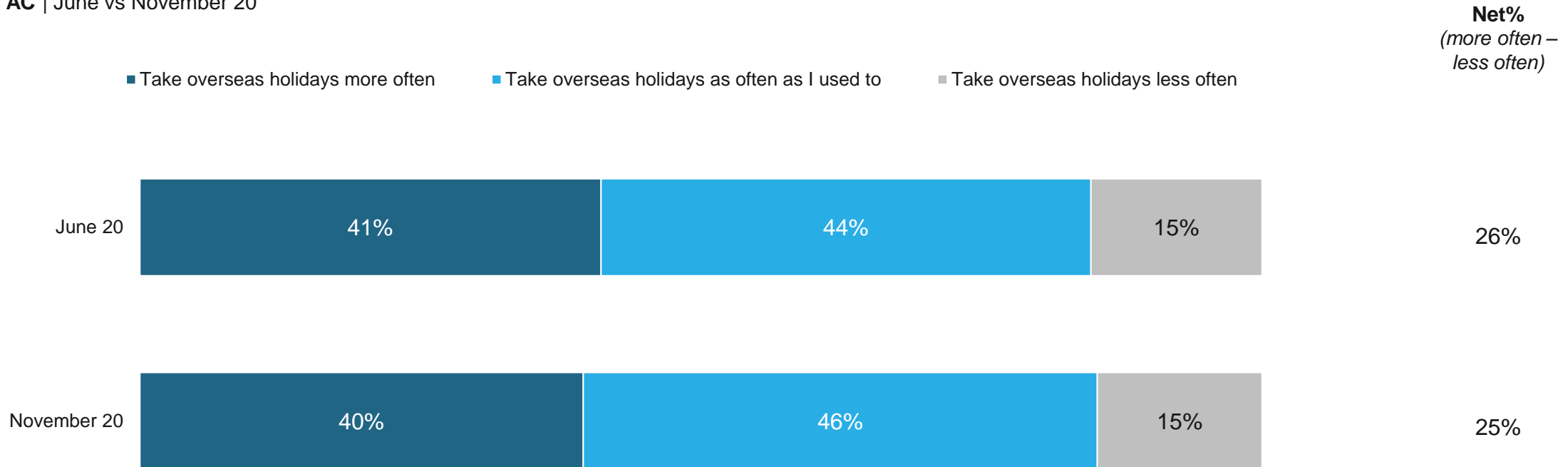


▲▼ significantly higher / lower than previous period

The majority of ACs are willing to take overseas holidays same or more often after the COVID-19 pandemic and this sentiment has remained steady since June

Expected change to overseas holiday travel after COVID-19

% AC | June vs November 20

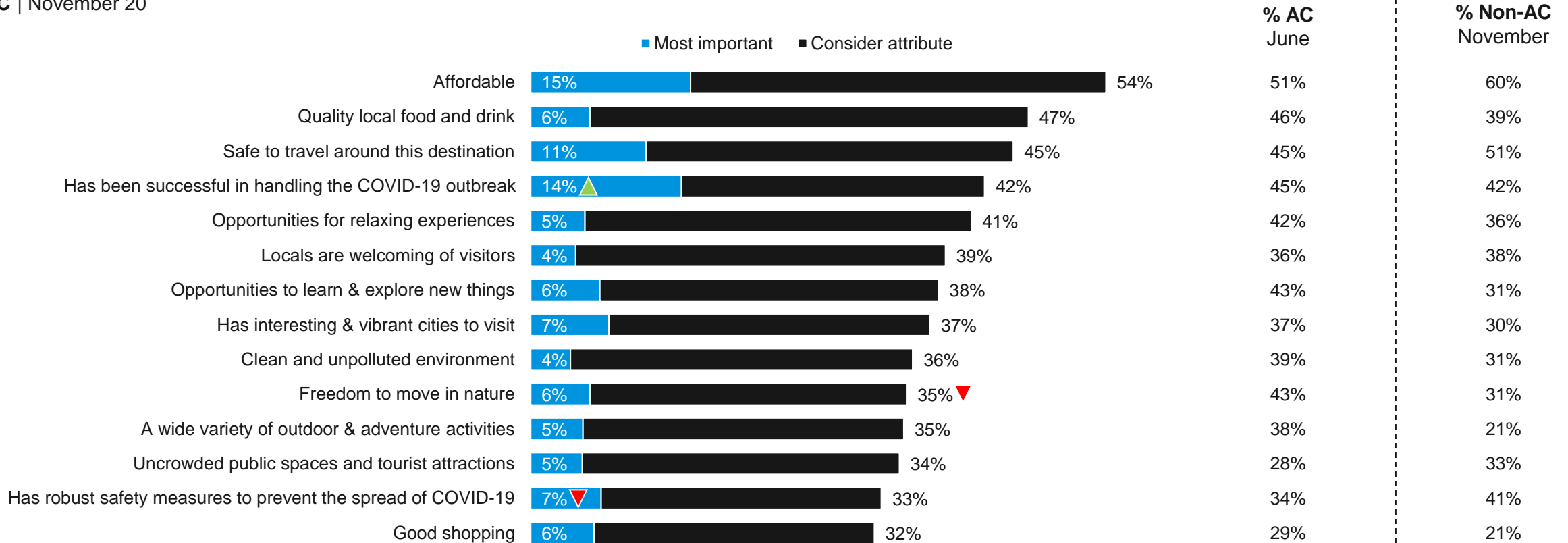


▲▼ significantly higher / lower than previous period

Affordability and success in handling the COVID-19 outbreak are the two most important criteria ACs consider when choosing a holiday destination

Attributes considered when choosing destination after COVID-19

% AC | November 20



▲▼ significantly higher / lower than previous period