

KANTAR



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

November 2020

Fieldwork period:

16 November – 01 December 2020



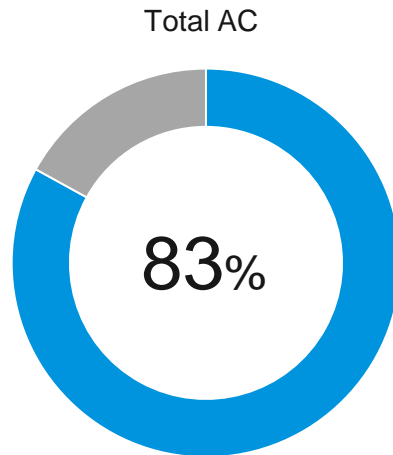
**100% PURE
NEW ZEALAND**
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The majority of ACs in Australia remain concerned about the potential risk of contracting COVID-19

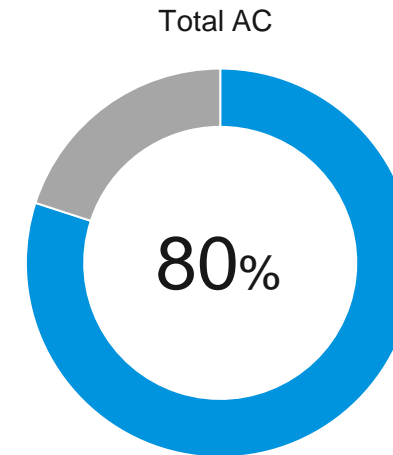
Concern about the risk of contracting COVID-19 (Concerned + highly concerned)

% AC

June 20



November 20



Concerned + Highly concerned

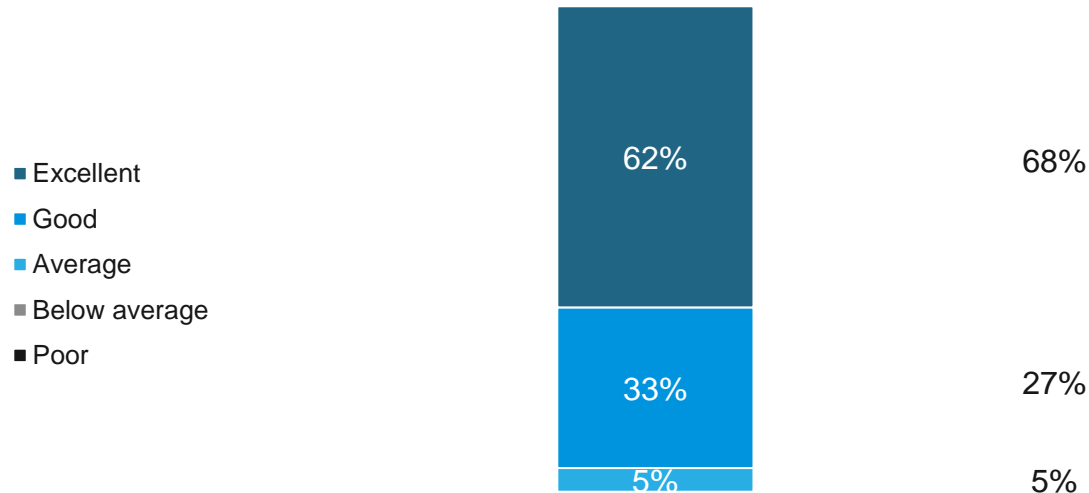
Not concerned

▲▼ significantly higher / lower than previous period

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

Evaluation of New Zealand's health response

% AC | November 20



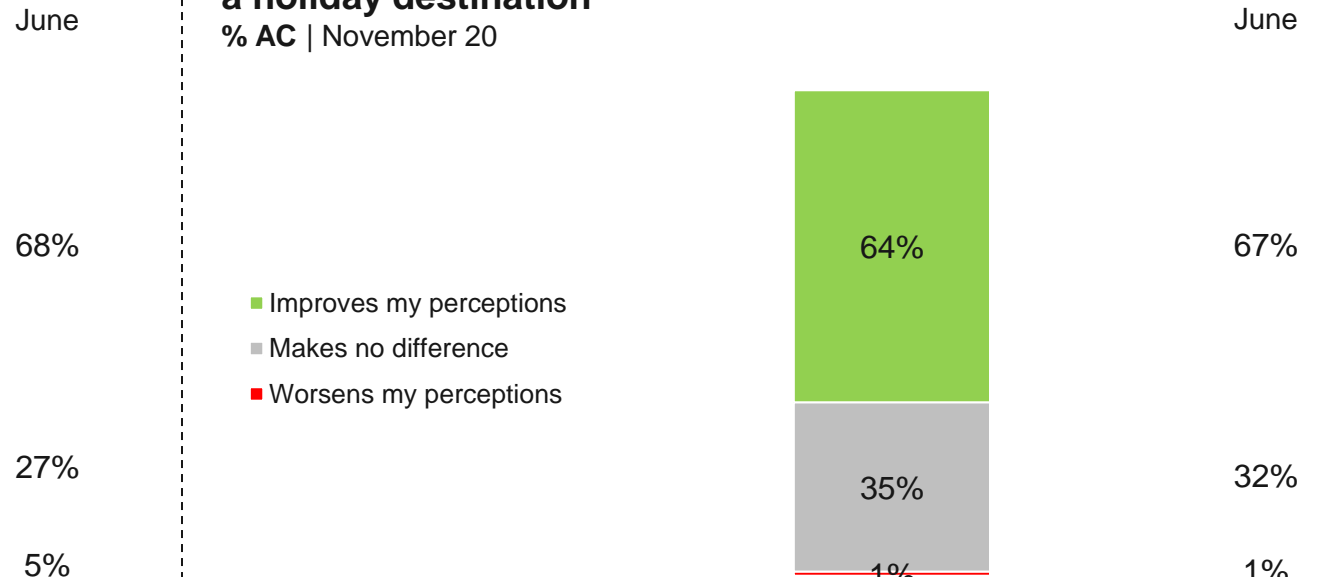
% Non-AC
(rated Excellent and Good)

85%

83%

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

% AC | November 20



% Non-AC
(Improves my perceptions)

30%

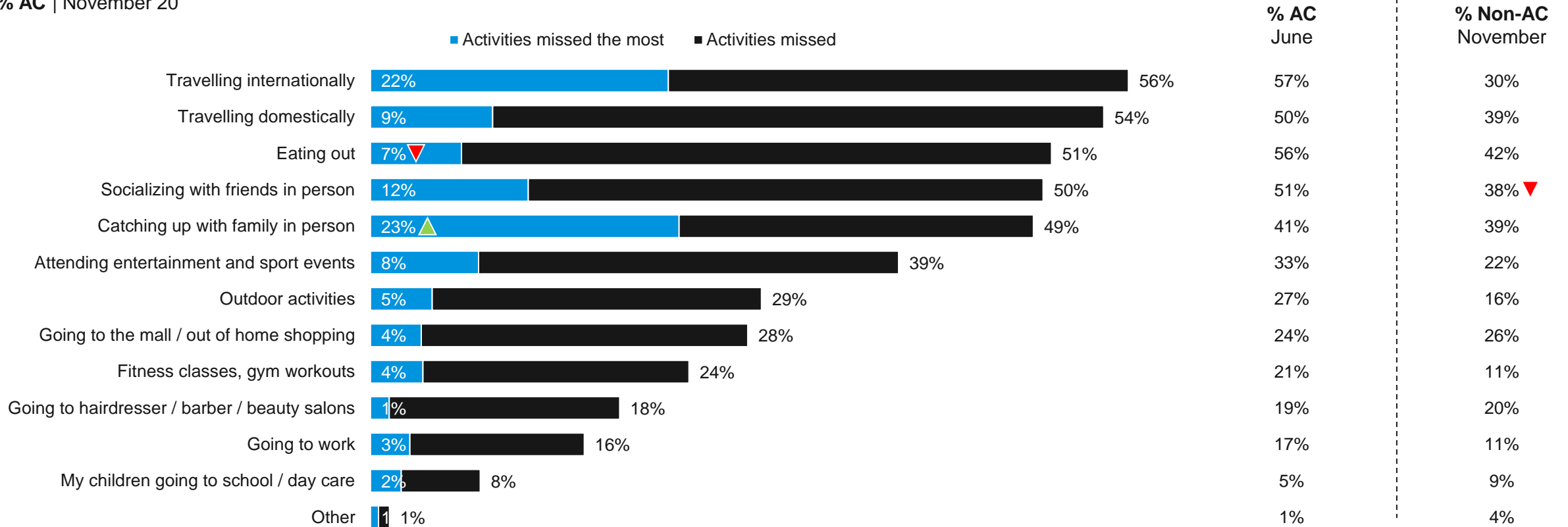
35%

▲ significantly higher / lower than previous period

Catching up with family and travelling internationally are the activities ACs miss doing the most

Activities missed being able to do due to COVID-19 restrictions

% AC | November 20

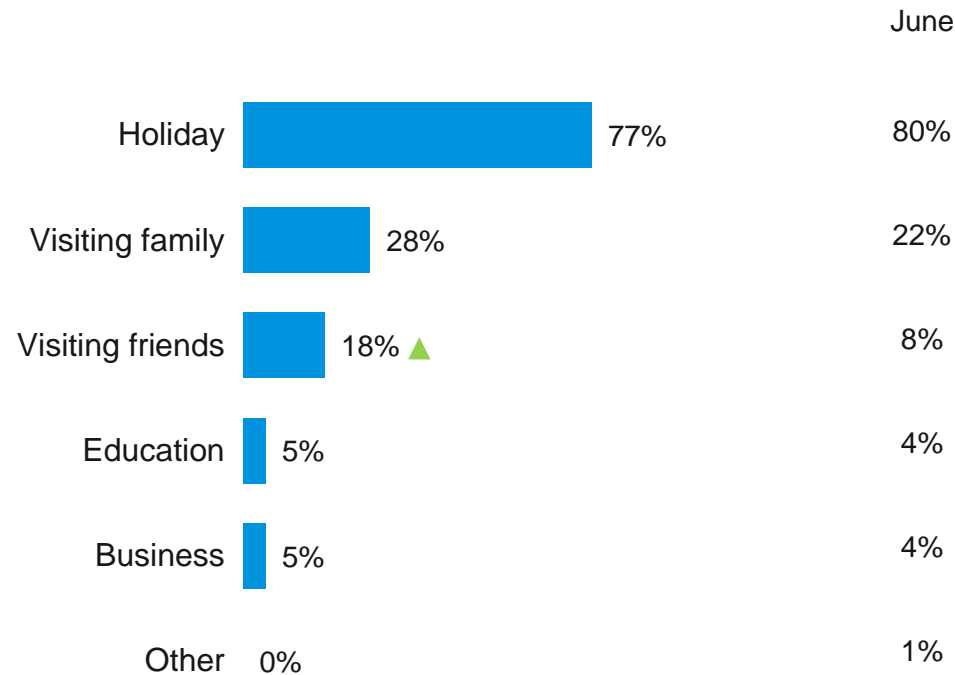


▲ significantly higher / ▼ lower than previous period

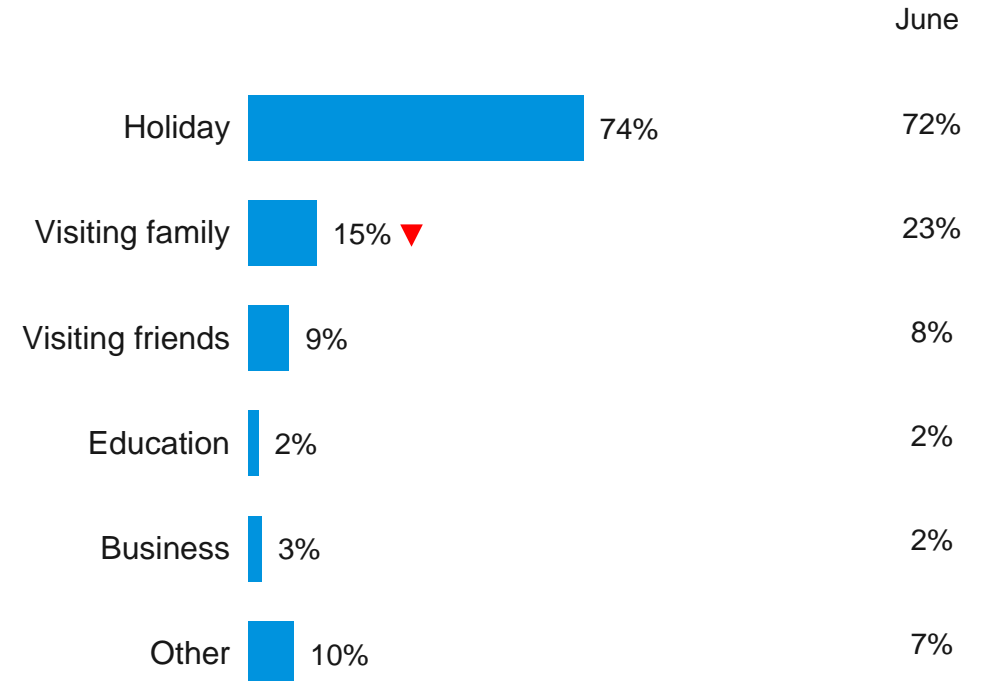
Holiday is by far the most common reason for a first overseas trip for both ACs and non-ACs

Main reason for your first overseas trip

% AC | November 20



% Non-AC | November 20

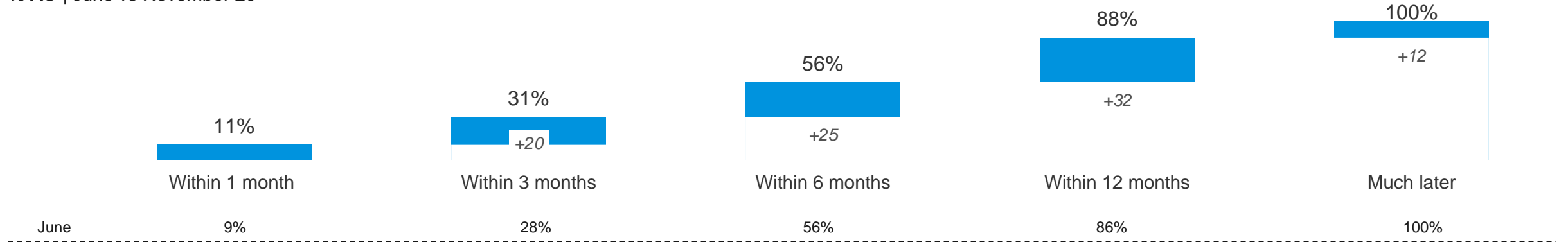


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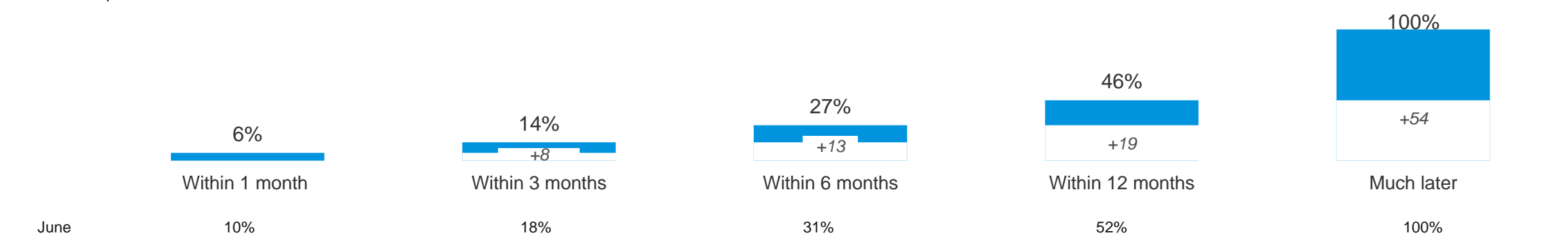
Demand for international travel remains high for ACs, with over half wanting to travel abroad within the next six months of restrictions being lifted; this is the opposite for non-ACs, who are more prepared to wait much longer to travel internationally

Speed of international holiday demand recovery after restrictions are lifted

% AC | June vs November 20



% Non-AC | June vs November 20

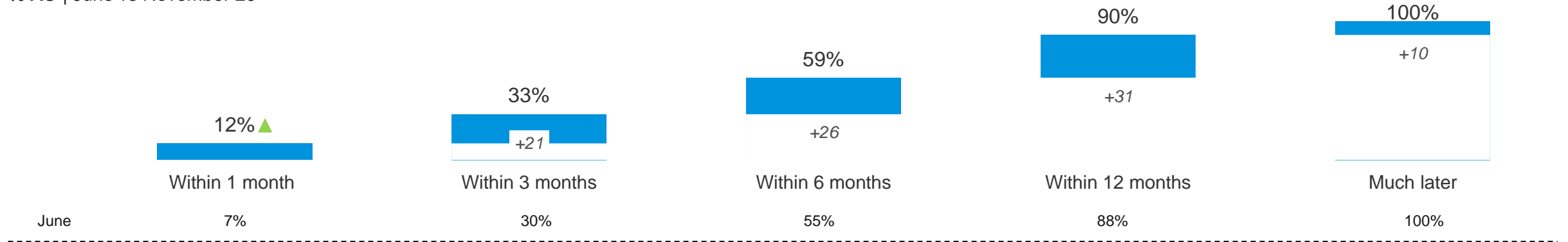


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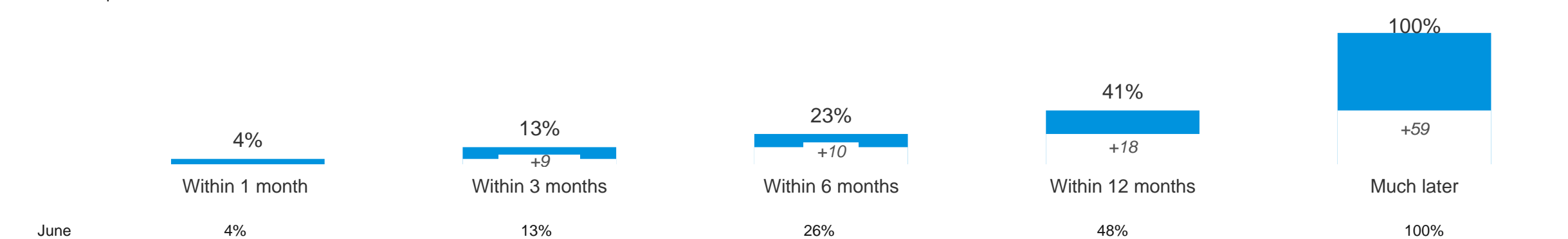
More ACs are ready to come to New Zealand within one month of borders being open; the level of demand within six months period remains stable at 59%

Speed of New Zealand holiday demand recovery after restrictions are lifted

% AC | June vs November 20



% Non-AC | June vs November 20



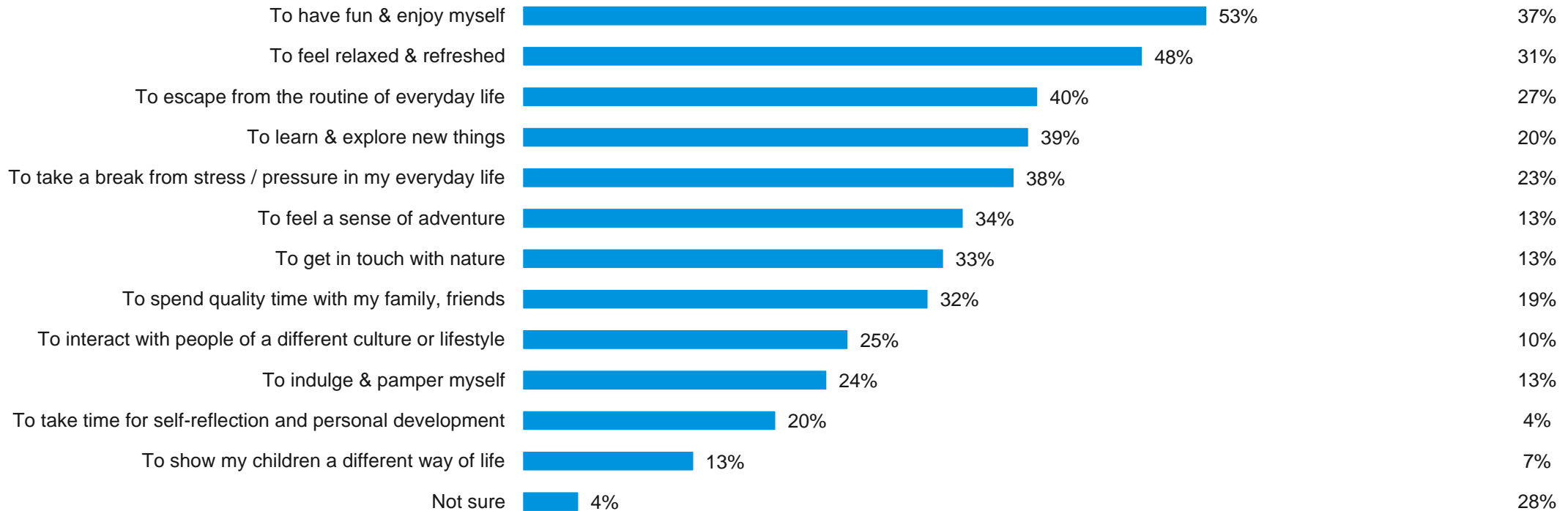
▲▼ significantly higher / lower than previous period

Enjoyment and relaxation are the key needs that would motivate ACs to travel internationally once COVID-19 passes

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

% AC | November 20

% Non-AC

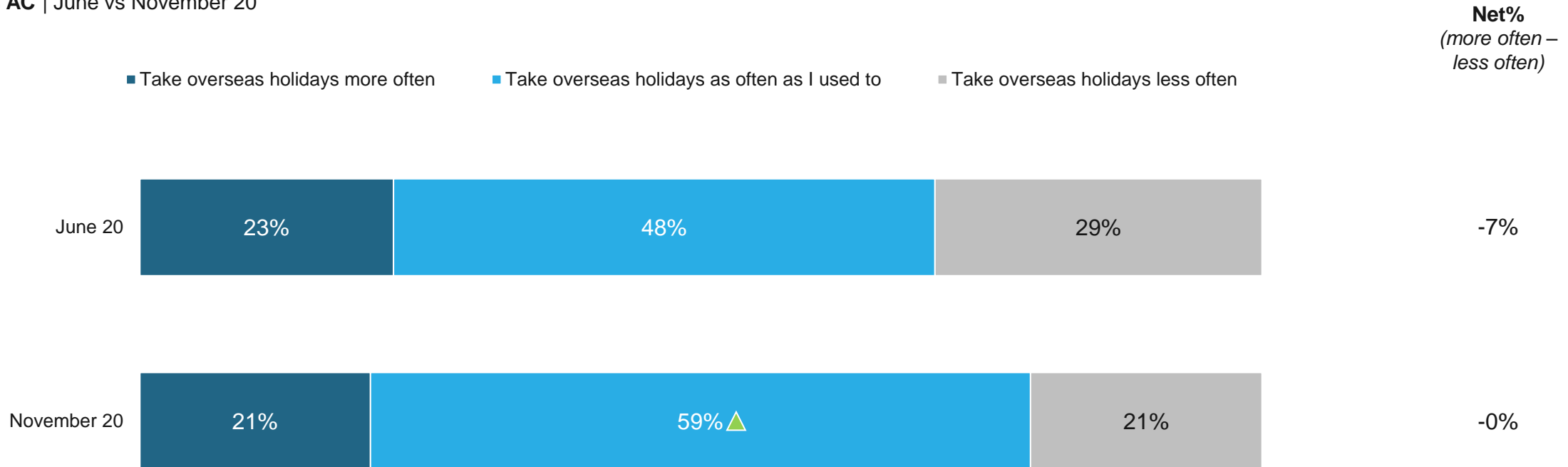


▲ significantly higher / lower than previous period

Over a half of ACs plan to travel overseas as often as they did prior to the COVID-19 pandemic; this proportion has increased from June to November

Expected change to overseas holiday travel after COVID-19

% AC | June vs November 20

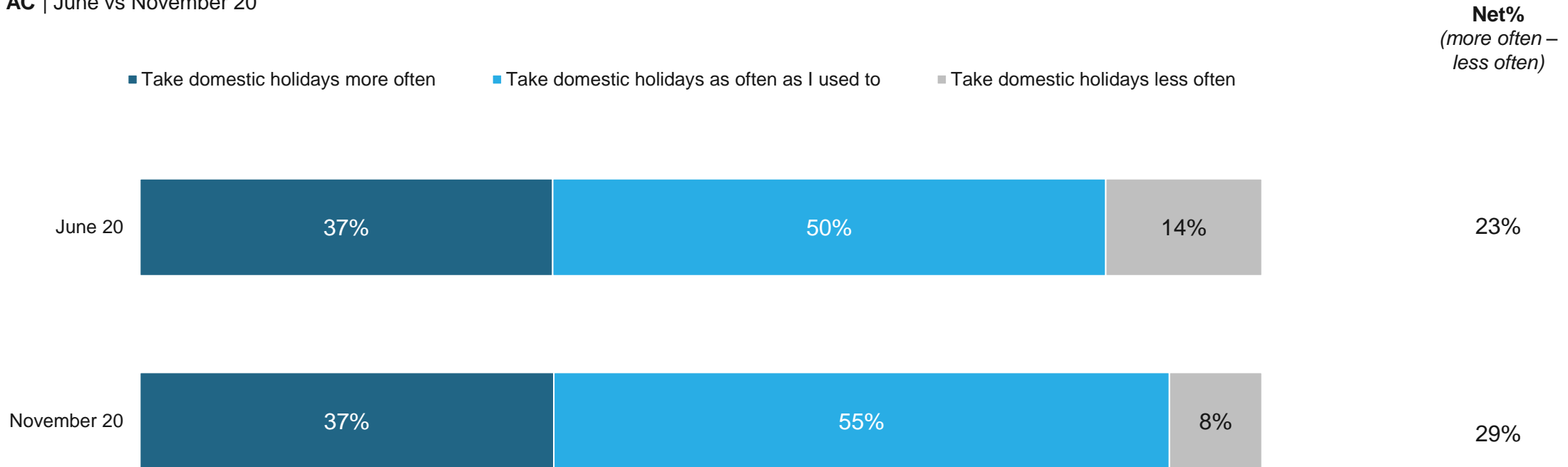


▲ significantly higher / lower than previous period

ACs plan to travel domestically as much or more than they did before COVID-19, with only a small proportion planning to travel within their own country less frequently

Expected change to domestic holiday travel after COVID-19

% AC | June vs November 20

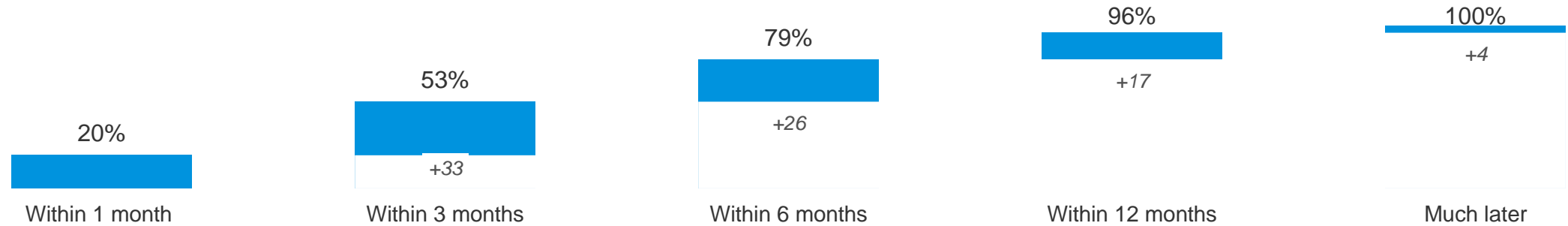


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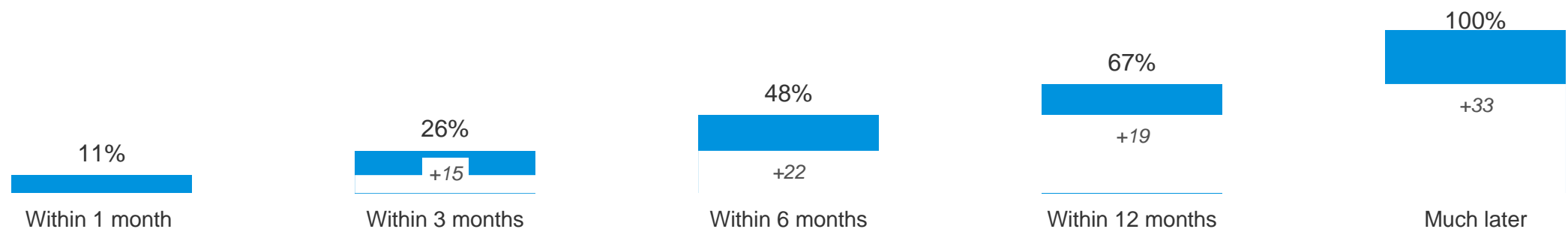
Demand to travel domestically among ACs is high, with over half intending to do so within the next three months

Speed of Australia domestic holiday demand recovery

% AC | November 20



% Non-AC | November 20

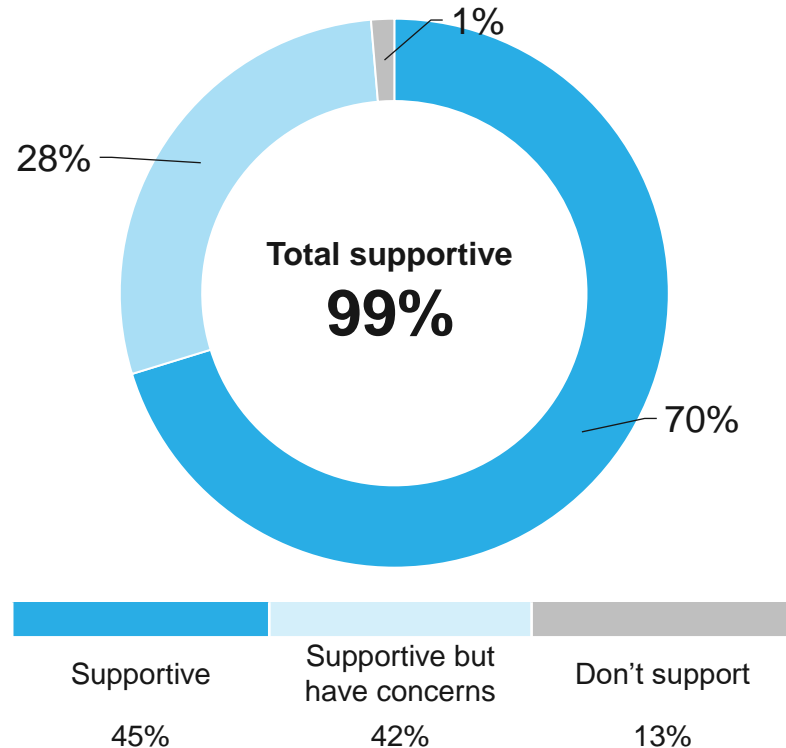


▲ / ▼ significantly higher / lower than previous period

The vast majority of ACs and non-ACs support creating a trans-Tasman safe travel zone; with only a few people vocalising concerns around an outbreak occurring in either country and the logistical implications of that

Support for creating trans-Tasman travel safe zone

% AC | November 20



▲▼ significantly higher / lower than previous period

Reasons for concerns around the idea of Trans-Tasman bubble

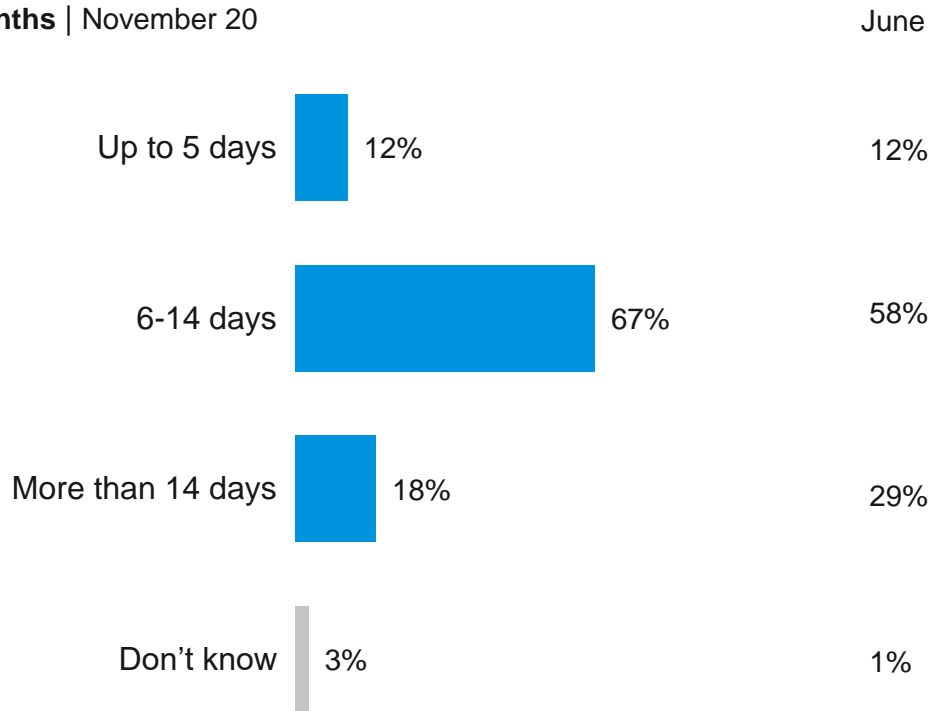
(verbatim)

- "That if the bubble isn't open to all Australian states you'd get people trying to jump borders"*
- "In case they [New Zealand] have a breakout and it's picked up after potentially infected people are already in Australia and haven't quarantined"*
- "I would like to have the vaccination for the virus first"*
- "Australia or New Zealand letting other countries in bursting the bubble"*
- "If another outbreak happens will the bubble close?"*
- "Going over and then something happening to close our borders and being stuck, or then having to go into isolation which would be an extra cost"*
- "The risk of infection is still high and not fully under control"*
- "Cost and implementation"*
- "I think a vaccine needs to be available first"*
- "I'm concerned that people from other countries may try to get into Australia by coming in via New Zealand"*
- "Who is monitoring it?"*
- "That the proper quarantine rules are followed"*
- "Cases have been increasing in South Australia so it is still a volatile situation"*

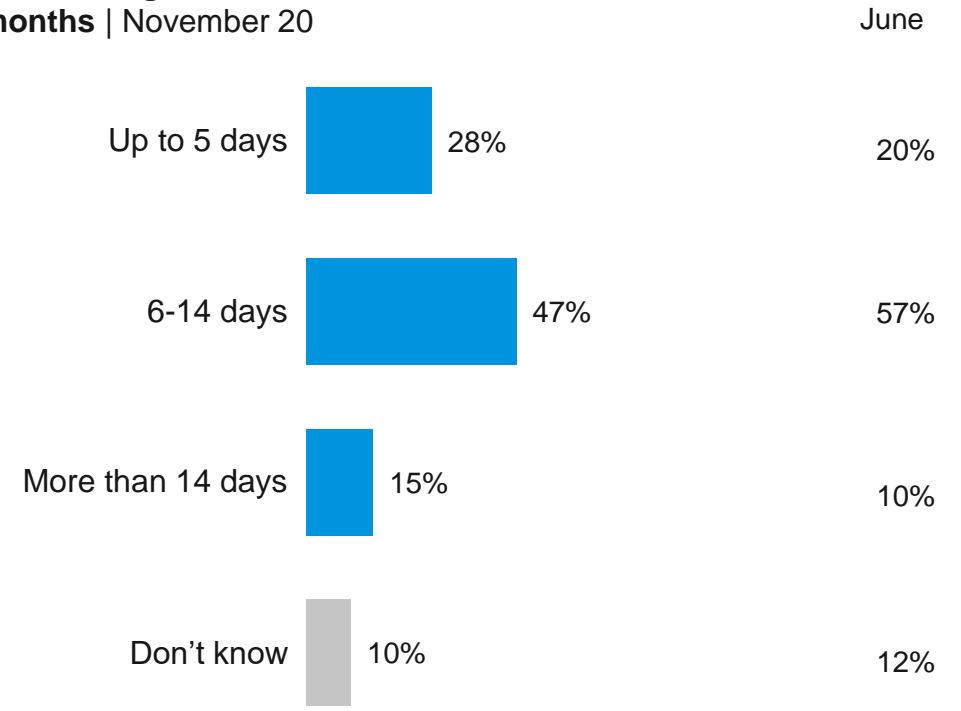
ACs plan on taking extended holidays when visiting New Zealand for the first time after restrictions are lifted: the majority wanting to travel for more than 5 days

Length of holiday when visiting New Zealand for the first time after restrictions are lifted

% AC intending to travel to New Zealand within 6 months | November 20



% Non-AC intending to travel to New Zealand within 6 months | November 20



▲ significantly higher / lower than previous period