

The Fly Buys / Colmar Brunton Mood of the New Zealand Traveller

Released by the Tourism Industry Association New Zealand



The travellers' disposition

New Zealanders are still feeling the bite of the recession when it comes to discretionary spending like domestic travel. While having the desire to do a lot more travel around the country, concern about our finances is preventing us from planning and taking more trips around the country in the next six months.

Q How many trips* have you taken in the last six months within New Zealand for purely personal or leisure reasons?

None	19%
One	22%
Two	20%
Three	12%
Four	9%
Five+	17%

Average 2.8

Q How many trips within New Zealand for purely personal or leisure reasons are you expecting to take in the next six months?

None	8%
One	27%
Two	27%
Three	14%
Four	11%
Five+	14%

Average 2.9

*A trip is defined as travel of more than 160 kilometres (round trip)

Q How many overnight trips have you taken in the last six months for purely personal or leisure reasons?

None	26%
One	22%
Two	22%
Three	11%
Four	9%
Five+	10%

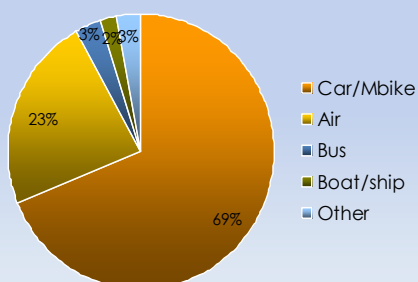
Average 2.2

Q How many overnight trips are you expecting to take in the next six months for purely personal or leisure reasons?

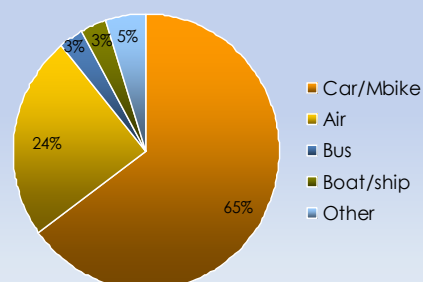
None	20%
One	23%
Two	23%
Three	13%
Four	8%
Five+	13%

Average 2.4

Q How many of these trips did you mainly travel by?

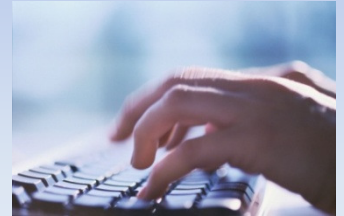
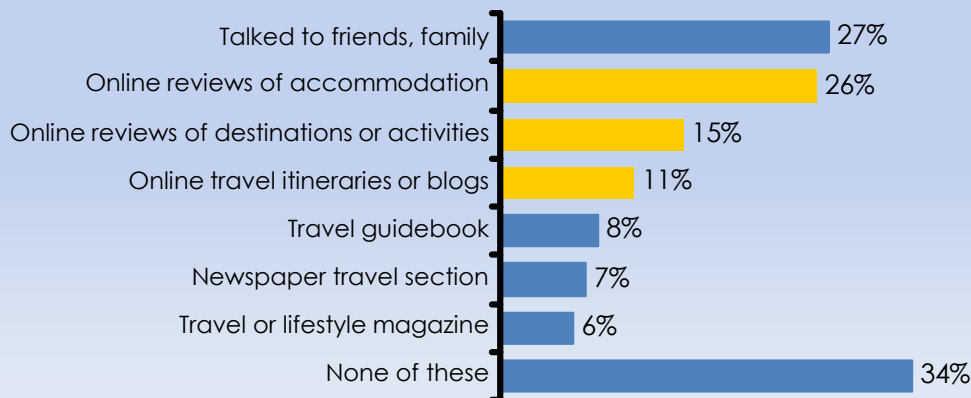


Q How many of these trips are you likely to travel mainly by?



Planning and activities

MAIN TOOLS USED TO PLAN NEW ZEALAND TRIP IN LAST SIX MONTHS*

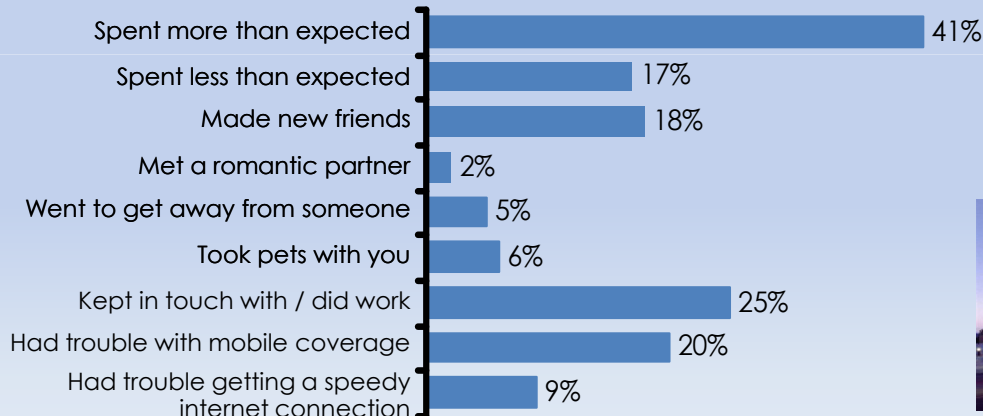


*Based on those who have travelled

New Zealanders are embracing online planning tools (user reviews and online itineraries) – we're now more likely to use an online planning tool (35% in total) than we are to get the advice of friends, colleagues, and family.

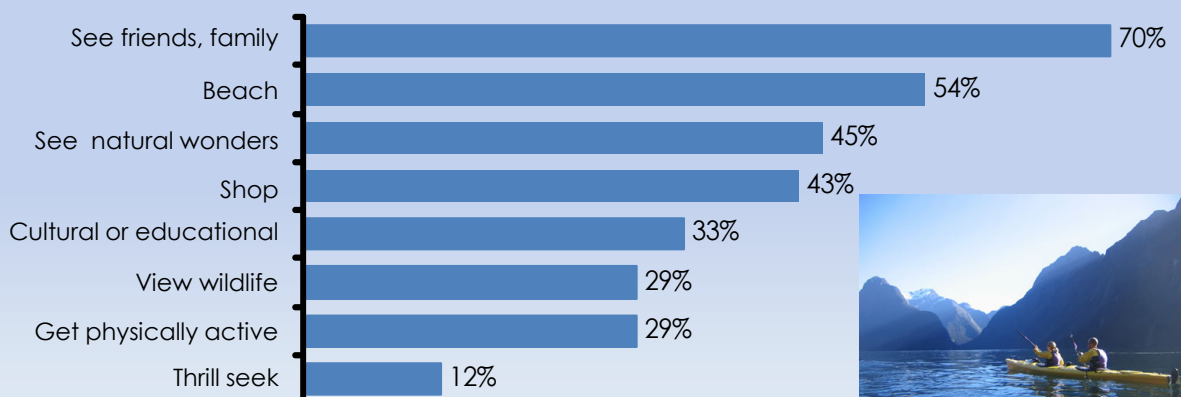
Some of us can't completely get away from work when we go away – 25% of people travelling for personal and leisure reasons in the last six months did some work or kept in touch with work while away.

ACTIVITIES ON NEW ZEALAND TRIPS IN LAST SIX MONTHS*



*Based on those who have travelled

PLANNED ACTIVITIES ON FUTURE TRIPS**



**Based on those likely to travel

Desires and barriers

Q Would you have liked to have travelled more around New Zealand than you did?

Yes 80%
 No 16%
 Don't know 4%

Q Would you like to travel more around New Zealand in the next six months than you're planning to?

Yes 69%
 No 24%
 Don't know 7%



WHAT'S STOPPING PEOPLE?



Finances

Last 6 months
70%

Next 6 months
72%



Too busy at work

53%

51%



Too busy outside work

22%

23%



Didn't have enough leave

18%

24%



Other

24%

20%

New Zealand destination hot spots – the most desirable

1. Wellington
2. Auckland
3. Christchurch
4. Queenstown
5. Nelson



World destination hot spots – the most desirable



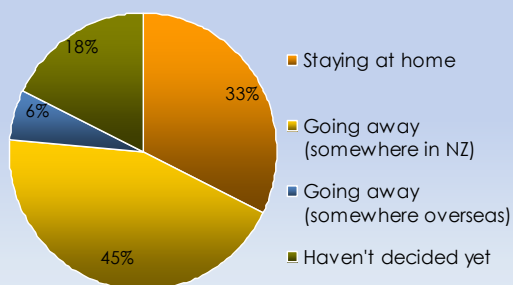
21%

choose Wellington as their ideal New Zealand destination making it the number one domestic holiday hot spot. Dunedin just missed out on making it into the top five, finishing just behind Nelson.

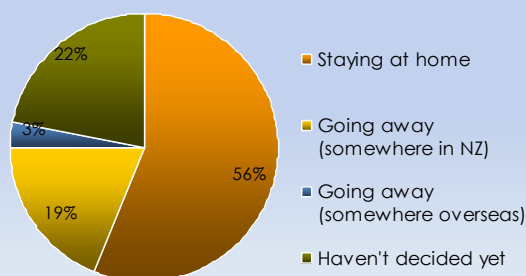


Labour Weekend and Christmas/New Year

Q Over the Christmas/New Year holiday period, this year will you be....



Q Over the Labour Weekend this year are you going to be....



Q Have you made up your mind about exactly where you'll be going?*

Yes	65%
No	33%
Don't know	2%

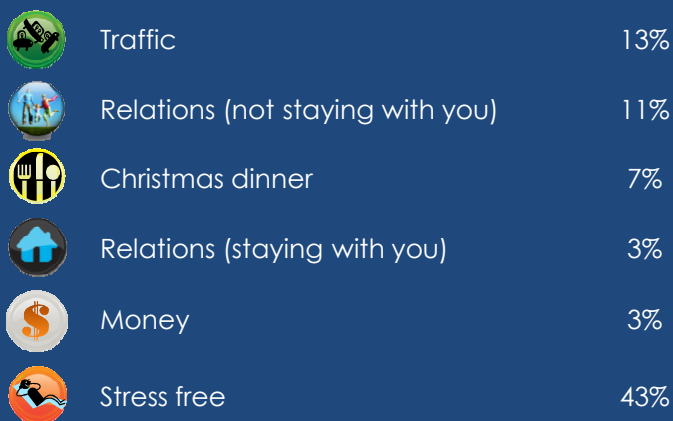
*Based on those likely to be away over the Christmas/New Year holiday

Q How many nights do you plan to be away from home over the Christmas break?*

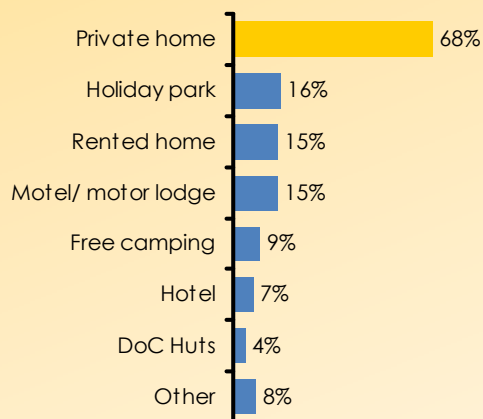
Zero	1%
One	3%
Two	7%
Three	10%
Four	10%
Five +	69%

Average 9.0

Sources of frustration over Christmas/New Year



Q Where will you be staying while away over Christmas/ New Year?*



Methodology – the Mood of the New Zealand Traveller is a quarterly survey conducted by Colmar Brunton, a Millward Brown company. 1,003 New Zealanders aged 18+ were interviewed online from the 23rd to 30th September 2009. Survey participants were sourced from Colmar Brunton's Fly Buys panel. The results have been post-weighted so that they are representative of the age, gender, and location of the New Zealand online population. The maximum margin of error of the survey is +/-3.1% (at the 95% confidence interval).

