

# Mood of the New Zealand Traveller

Released by The Tourism Industry Association  
New Zealand – December 2011

## The Travellers Disposition...

Over half of New Zealanders are planning to go away over the Christmas and New Year period, which is more than in 2010 and 2009. Fifty-two percent will be heading somewhere within NZ and 6% are off overseas. Whilst they're away they'll be starting work on their New Year's resolutions; over half of New Zealanders are intending to reduce their debt (55%), increase savings (53%), and/or to exercise more (52%) in 2012.

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

None	25%
One	20%
Two	18%
Three	14%
Four	7%
Five+	14%

**Average 2.4**

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

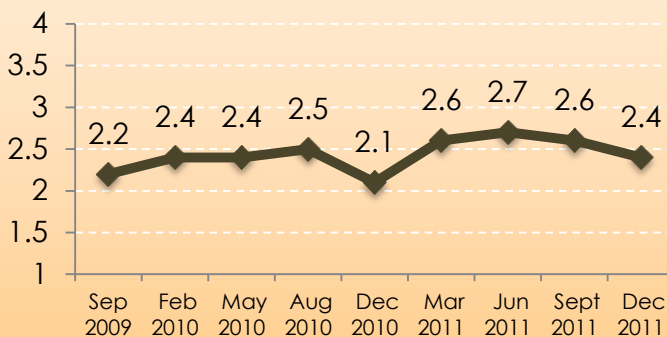
None	12%
One	22%
Two	26%
Three	14%
Four	6%
Five+	12%

**Average 2.3**

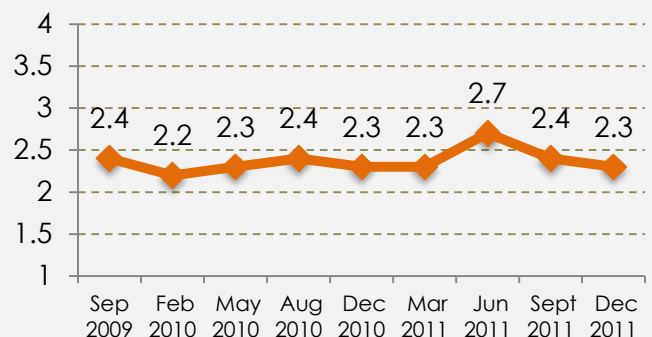
\*A trip is defined as travel of more than 160 kilometres (round trip)

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**Q** Average number of overnight leisure trips taken within NZ in the **last** six months – over time



**Q** Average number of overnight leisure trips expecting to take within NZ in the **next** six months – over time



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

LAST six months

NEXT six months



# Desires & Barriers...

**69%**

would like to travel around New Zealand more in the next six months than currently planning to (compared with 74% in Sep 2011).

**Q** What's stopping people from travelling more?

Last 6 months    Next 6 months

	Finances	68%	72%
	Too busy at work	54%	51%
	Family commitments	27%	25%
	Too busy outside work	22%	19%
	Didn't have enough leave	17%	24%
	Other	24%	19%

**Q** Reasons for visiting NZ destinations top three hot spots...



- 1 Visit friends/family (69%)
- 2 Something different (33%)
- 3 Relaxing (30%)



- 1 Visit friends/family (78%)
- 2 Something different (29%)
- 3 Relaxing (29%)



- 1 Visit friends/family (46%)
- 2 Outdoor activities (44%)
- 3 Something different (40%)

\* Based on those visiting each destination

## New Zealand's hot spots for a summer/autumn holiday

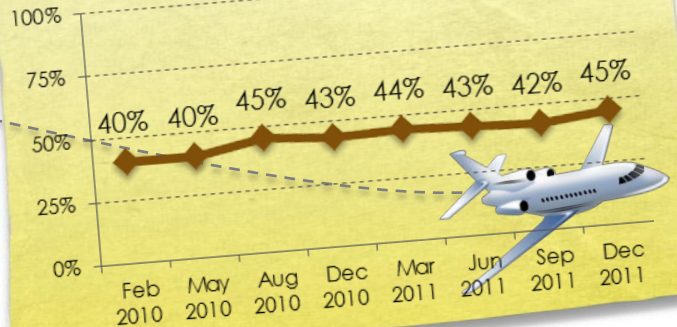
- 1 **Wellington**  
(also top in Sep 2011)
- 2 **Auckland**  
(also 2<sup>nd</sup> in Sep 2011)
- 3 **Queenstown**  
(also 3<sup>rd</sup> in Sep 2011)
- 4 **Christchurch**  
(also 4<sup>th</sup> in Sep 2011)
- 5 **Rotorua**  
(6<sup>th</sup> in Sep 2011)



Around 1 in 4 New Zealanders planning to visit the Bay of Plenty have changed some aspect of their plans because of Rena

\* These are the destinations within NZ respondents would most like to visit in the next 6 months. Based on those taking personal trips in NZ in the next 6 months (n=938)

45% of all New Zealanders intend to travel overseas in the next six months - which is an average of 0.6 trips each (same as Sep 2011)



## World destination hot spots for a summer/autumn holiday

The bigger the word the greater the number of mentions\*



The top five overseas destinations are: 1) Australia (also 1<sup>st</sup> in Sep 2011), 2) Fiji (3<sup>rd</sup>), 3) UK (4<sup>th</sup>), 4) USA (2<sup>nd</sup>), and 5) Rarotonga (also 5<sup>th</sup> in Sep 2011)

\* Based on those intending to take personal overseas trips in the next 6 months (n=398)

**Q** Reasons for travelling overseas in the next six months...

- |             |  |  |
|-------------|--|--|
| <b>AUS</b>  |  | <ul style="list-style-type: none"> <li>1 Visit friends/family</li> <li>2 Never been before</li> <li>3 Relaxing</li> </ul>            |
| <b>FIJI</b> |  | <ul style="list-style-type: none"> <li>1 Relaxing</li> <li>2 Something different</li> <li>3 Visit friends/family</li> </ul>          |
| <b>UK</b>   |  | <ul style="list-style-type: none"> <li>1 Visit friends/family</li> <li>2 Never been before</li> <li>3 Something different</li> </ul> |

\* Based on those visiting each destination

# Christmas and New Year...

Q Over the Christmas and New Year holidays this year, will you be...

	Dec 2011	Dec 2010	Sept 2009
Staying at home	30%	42%	33%
Going away (somewhere in NZ)	52%	46%	45%
Going away (somewhere overseas)	6%	5%	6%
Haven't decided yet	12%	14%	18%
Average number of nights away*	7.4	7.4	9.0
Intend to be away five nights or more*	49%	55%	69%

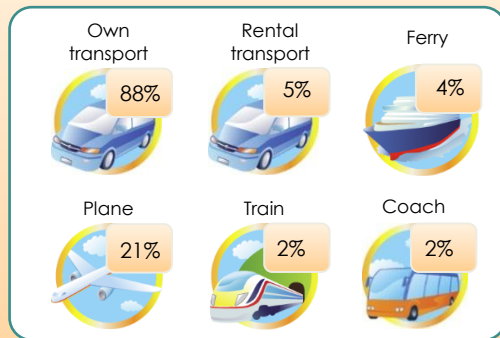
\*Based on those going away for at least one night

70%

...of those that will be travelling have decided exactly where they will be going.



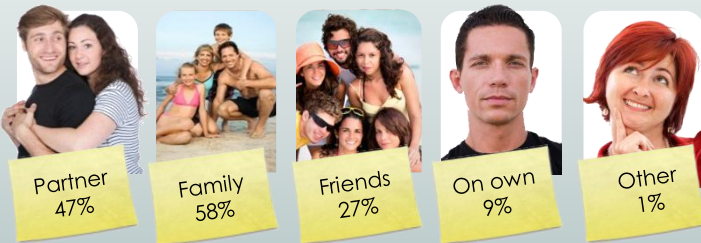
Q How are you planning to travel over Christmas and New Year...



18%

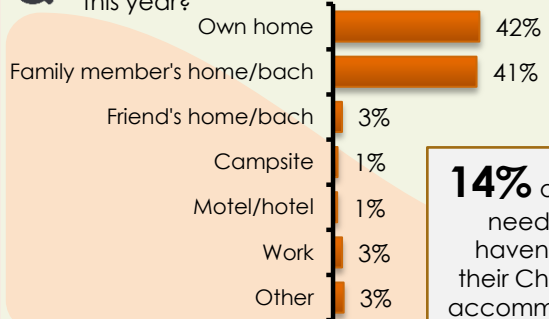
...of those needing to organise transport are yet to book **any** of it.

Q Who are you likely to be travelling with over the Christmas and New Year period?



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

Q Where are you planning to spend **Christmas Day** this year?



14% of those who need to do so haven't booked their Christmas Day accommodation yet

Top five Christmas dinners...



47%

...would fly on Christmas Day if it saved money



Q Sources of frustration over Christmas and New Year

	Dec 2011	Dec 2010	Sept 2009
Money worries	22%	-	-
Present choosing/shopping	12%	-	-
Relations (not staying with you)	10%	13%	11%
Traffic	8%	11%	13%
Having to work	8%	11%	-
Other	13%	25%	16%
Not expecting any stress	23%	32%	43%

Q Where are you intending to spend New Year's Eve this year?



Q What are you planning to do in 2012?



# Rugby World Cup...

93%

of New Zealanders actually watched at least some of this year's Rugby World Cup

LIVE 24%



92% ON TV/OTHER SCREEN, ETC.

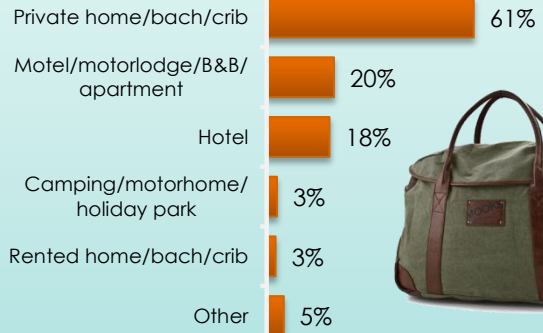


41% of New Zealanders watched or attended more games than they originally intended to before the tournament started

25%

of New Zealanders attending live games took at least one overnight trip to do so

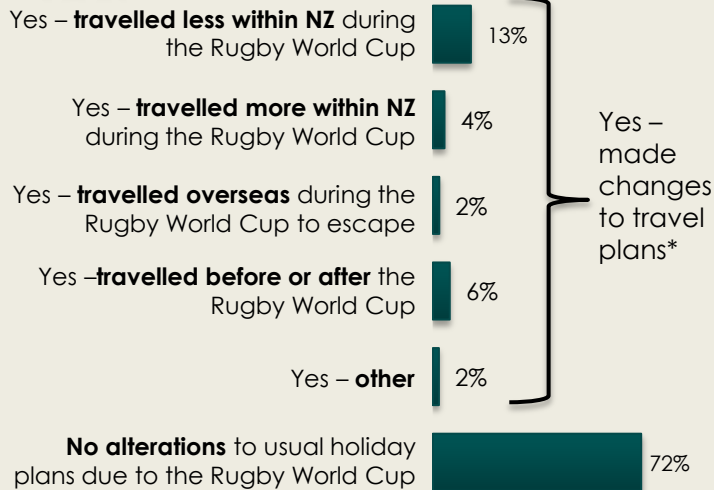
They stayed in...



\*Based on those going away for at least one night. Beware: please treat results as indicative only as based on small base size (n=60)

28%

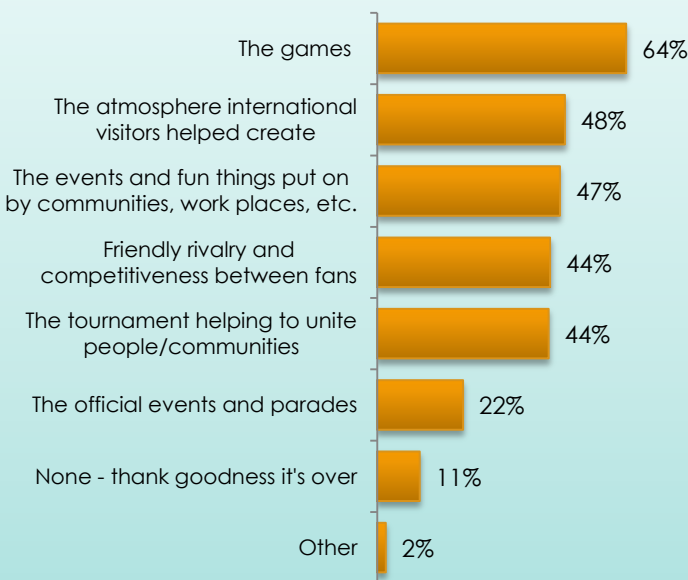
of New Zealanders changed their travel plans because of the Rugby World Cup...



\* Does not add to 100% due to question rounding

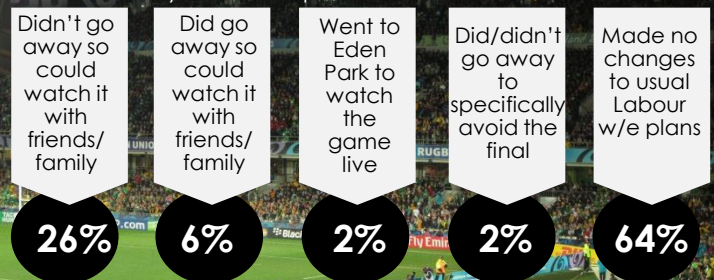
9% of New Zealanders went to see an All Blacks Victory Parade(s) live, and 40% watched them on TV

New Zealander's favourite things about the Rugby World Cup were...



36%

of New Zealanders changed their usual Labour Day weekend plans to watch the final...



**Methodology** - the Mood of the New Zealand Traveller is a quarterly survey conducted by Colmar Brunton, a Millward Brown company. 1,009 New Zealanders aged 18+ were interviewed online from the 16<sup>th</sup> to 23<sup>rd</sup> November 2011. 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 for the total sample size is +/-3.1% (at the 95% confidence interval). Results based on sub-groups should be treated as indicative only due to small base sizes.