

# MOOD OF THE NEW ZEALAND TRAVELLER

Released by The Tourism Industry Association  
New Zealand – September 2011

## The Travellers Disposition



New Zealanders are gearing up for the Rugby World Cup – nearly two in ten (18%), or over half a million, are planning to attend live games, and seven in ten (71%) will follow at least some of the action on TV. The Rugby World Cup has also caused changes to New Zealanders' usual holiday plans, with just over a quarter (26%) saying they have made alterations or additional considerations to them this year because of the upcoming tournament.

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

None .....	20%
One .....	22%
Two .....	21%
Three .....	13%
Four .....	9%
Five+ .....	15%

**Average 2.6**

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

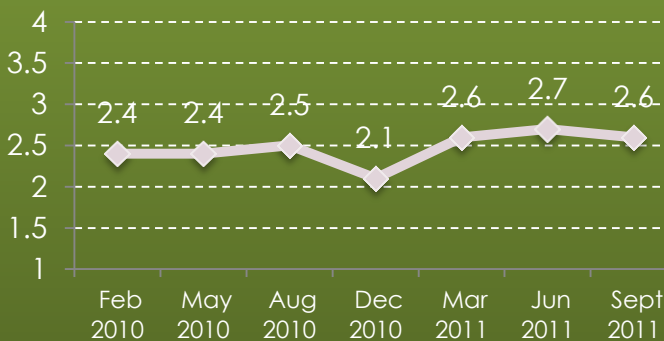
**Q** How many overnight trips\* within NZ are you expecting to take in the **next** six months for purely personal or leisure reasons?

None .....	11%
One .....	28%
Two .....	28%
Three .....	12%
Four .....	8%
Five+ .....	13%

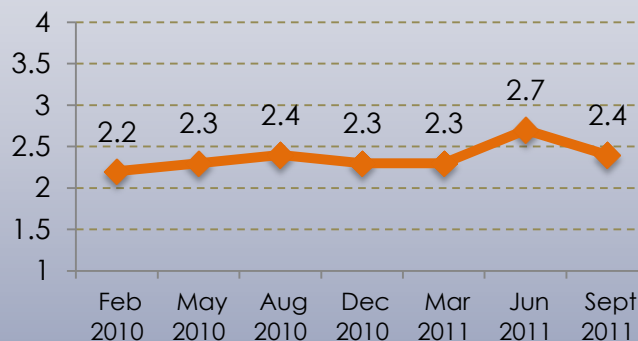
**Average 2.4**

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

**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...?

Mode	Last 6 months	Next 6 months
CAR	71%	69%
PLANE	21%	23%
BUS	2%	2%
BOAT	2%	2%
TRAIN	1%	2%
OTHER	2%	2%



# Desires & Barriers

**74%**

Would like to travel around New Zealand more in the next six months than currently planning to (compared with 77% in Jul 2011).

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

Last 6 months    Next 6 months

Finances	67%	71%
Too busy at work	56%	54%
Family commitments	28%	27%
Too busy outside work	20%	20%
Didn't have enough leave	18%	21%
Other	24%	20%

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



- 1 Visit friends/family (73%)
- 2 Something different (34%)
- 3 Never been before (26%)



- 1 Visit friends/family (80%)
- 2 Event taking place (33%)
- 3 Regularly go there (31%)

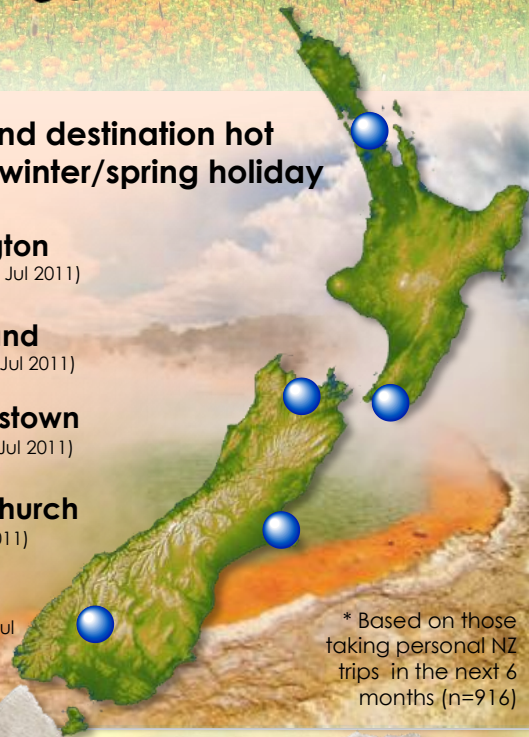


- 1 Visit friends/family (50%)
- 2 Something different (45%)
- 3 Never been before (40%)

\* Based on those visiting each destination

## New Zealand destination hot spots for a winter/spring holiday

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



\* Based on those taking personal NZ trips in the next 6 months (n=916)

42% of all New Zealanders intend to travel overseas in the next six months (compared to 43% in Jul 2011)

And they're expecting to take an average of **0.6** overseas trips in the next six months for personal or leisure reasons (same as Jul 2011)

## World destination hot spots for a winter/spring holiday



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

## Dream a little....

Where would you rather be on Sunday 23<sup>rd</sup> October 2011?

At Eden Park watching the Rugby World Cup final

32%

68%

On an island, far, far away....

Top five international city break destinations (if money, time, and distance were no object)...

New York



14%

Paris



13%

Rome



12%

London



9%

Las Vegas



8%

# Rugby World Cup

**45%** of New Zealanders wish the Rugby World Cup started tomorrow!

**73%**

Of New Zealanders are intending to watch at least some of this year's Rugby World Cup (compared to 71% in Jul 2011)

**18% LIVE**



(compared to 15% in Jul 2011)

**71% ON TV/OTHER SCREEN, ETC.**



(compared to 70% in Jul 2011)

**55%**

have had enough of the Rugby World Cup already and want the hype to be over

The number of live Rugby World Cup games New Zealanders are expecting to attend are...

**8%** one game (compared to 5% in Jul 2011)

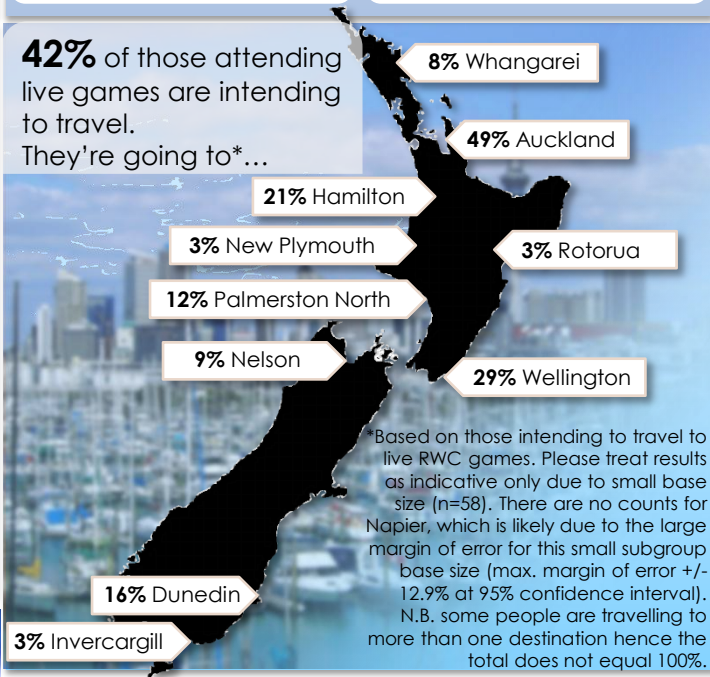
**4%** two games (compared to 5% in Jul 2011)

**2%** three games (compared to 2% in Jul 2011)

**1%** four games (compared to 1% in Jul 2011)

**3%** five or more games (compared to 2% in Jul 2011)

**42%** of those attending live games are intending to travel. They're going to\*...



**Q** How plan to travel to the games\*

Own transport

**84%**



Plane

**36%**



Rental transport

**3%**



**17%**



Train

**3%**

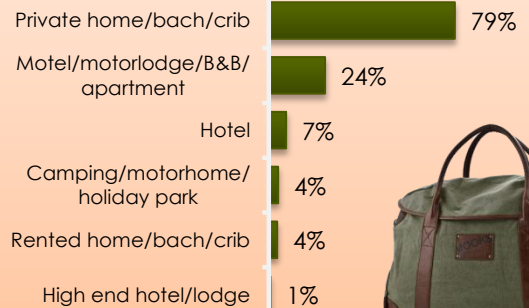


Coach

**5%**

of travelling New Zealand rugby fans are yet to organise **any** of their travel arrangements (compared to 11% in Jul 2011)

**71%** of New Zealanders travelling to live games intend to take overnight trips. They're planning to stay in\*...



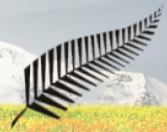
**5%**

of New Zealand rugby fans staying overnight are yet to organise **any** of their accommodation\*

\*Based on those intending to travel to live RWC games. Beware: small base size (n=58)

\*Based on those intending to take overnight trips to live RWC games. Beware: very small base size (n=38)

# Rugby World Cup

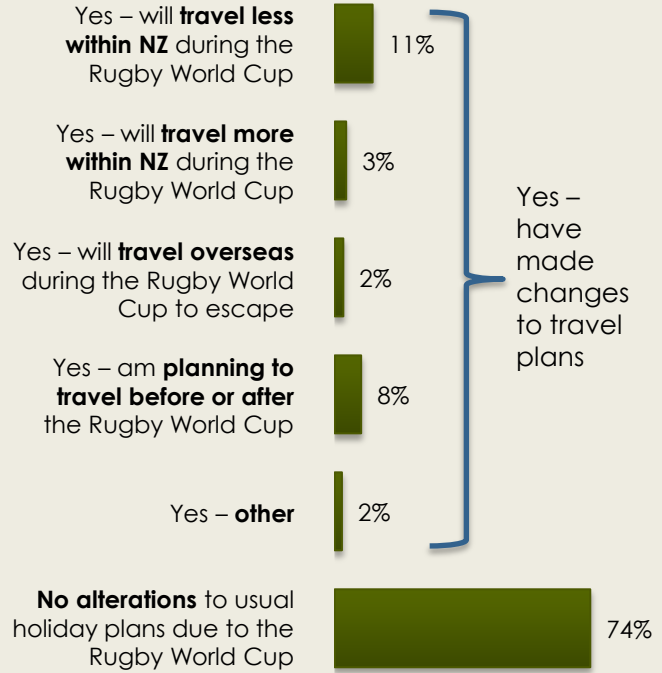


9%

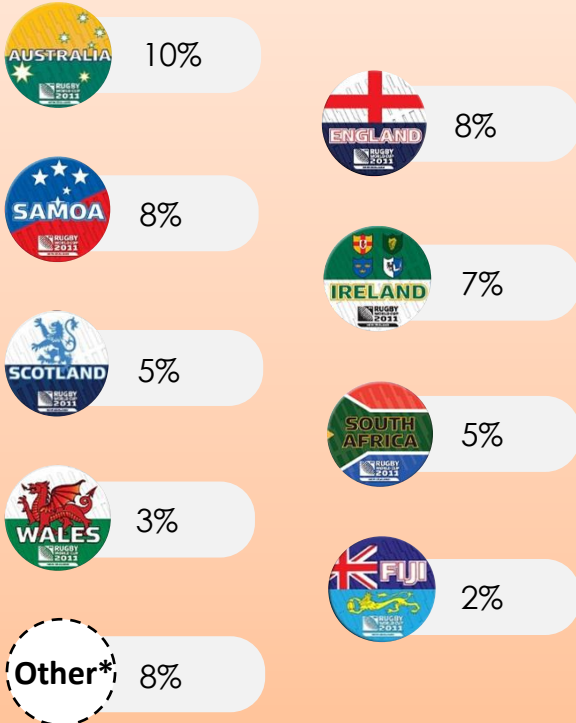
of New Zealanders are going to take time off work to follow the Rugby World Cup...

...and those taking time off intend to be away from work around **2.5 days** on average

**26%** of New Zealanders have changed their travel plans due to the Rugby World Cup...



Aside from the All Blacks, New Zealanders will also be cheering on...



\* All other teams 1% or less

**29%** No one else – it's the All Blacks or nothing for me!

**14%** No one – I have no interest in rugby or the teams taking part whatsoever



NEW ZEALAND FESTIVAL

**Methodology** – the Mood of the New Zealand Traveller is a quarterly survey conducted by Colmar Brunton, a Millward Brown company. 963 New Zealanders aged 18+ were interviewed online from the 11<sup>th</sup> to 21<sup>st</sup> August 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 +/-3.2% (at the 95% confidence interval). Results based on sub-groups should be treated as indicative only due to small base sizes. Population projections are based on New Zealanders aged 18 years and over based on the 2006 census.