

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

December 2010

Released by the Tourism Industry Association New Zealand



The travellers' disposition

New Zealanders tell us that their Christmas/ New Year break will be more stressful and involve less travel than last year. Last year 57% expected some stress over Christmas/ New Year, this year 68% are expecting some stress. Last year 33% intended to stay home over Christmas/ New Year, this year 42% are.

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

None	25%
One	23%
Two	24%
Three	11%
Four	8%
Five+	9%

Average 2.1

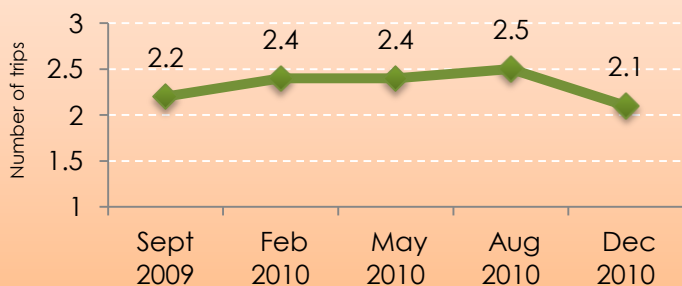
Q How many overnight trips within NZ are you expecting to take in the next six months for purely personal or leisure reasons?

None	14%
One	27%
Two	27%
Three	14%
Four	7%
Five+	10%

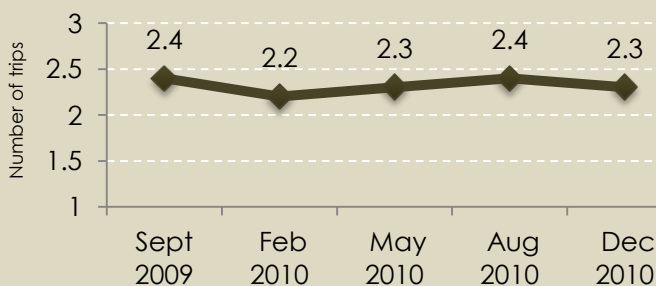
Average 2.3

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

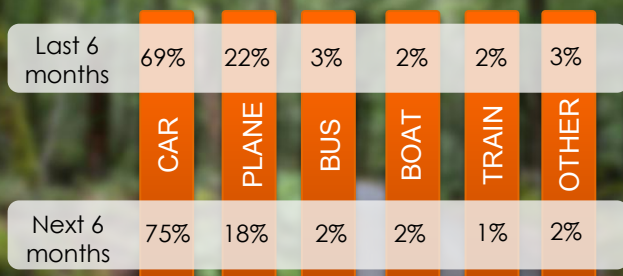
Average number of overnight leisure trips taken within NZ in the last six months – over time:



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...?



Q Activities during New Zealand trips in the last six months*

Activity	Aug 2010	Dec 2010
Spent more than expected	46%	50%
Took a laptop for personal reasons	36%	30%
Took a laptop for work reasons	13%	15%
Had trouble with mobile coverage	27%	22%
Stayed away longer because having a good time	10%	14%

*Based on those that have travelled in the last 6 months



73%

...of all New Zealanders would like to travel around New Zealand more in the next six months than planned to

What's stopping them...?



Q

What's stopping people from travelling more?*

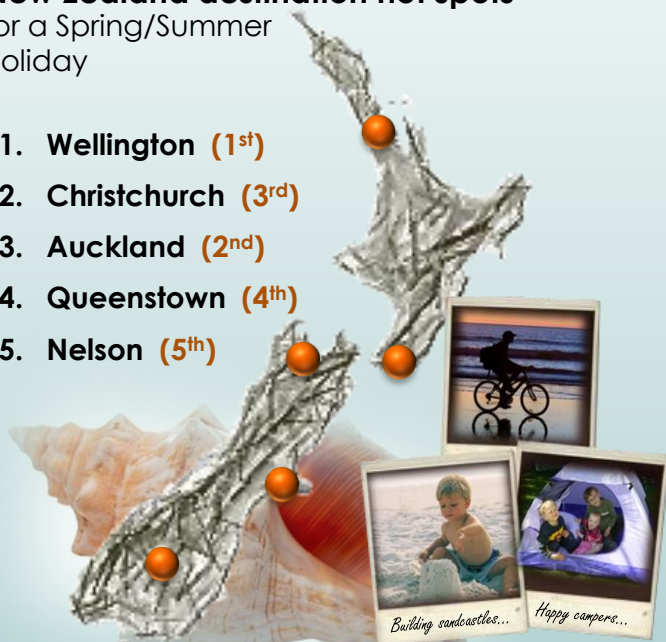
Next 6 months

	Finances	72%
	Too busy at work	50%
	Family commitments	32%
	Don't have enough leave	21%
	Too busy outside work	16%
	No one to go with	8%
	Other	14%

* Based on those who'd like to travel more

New Zealand destination hot spots for a Spring/Summer holiday

1. **Wellington (1st)**
2. **Christchurch (3rd)**
3. **Auckland (2nd)**
4. **Queenstown (4th)**
5. **Nelson (5th)**



August 2010 results for a winter/ spring holiday shown in brackets

World destination hot spots – for a Spring/Summer holiday

1. **Australia (1st)**
2. **USA (2nd)**
3. **Fiji (3rd)**
4. **United Kingdom (5th)**
5. **Rarotonga (4th)**

August 2010 results for a winter/ spring holiday shown in brackets



Attitude towards travel insurance when travelling within New Zealand or overseas...

	Within NZ	Overseas
I always travel with travel insurance	9%	73%
I mostly travel with travel insurance – depends where I go	6%	18%
I seldom travel with travel insurance	16%	5%
I never travel with travel insurance	69%	4%



In the next six months...

43%

...of all New Zealanders intend to travel overseas

11%

...of all New Zealanders have booked travel or accommodation for their next overseas holiday





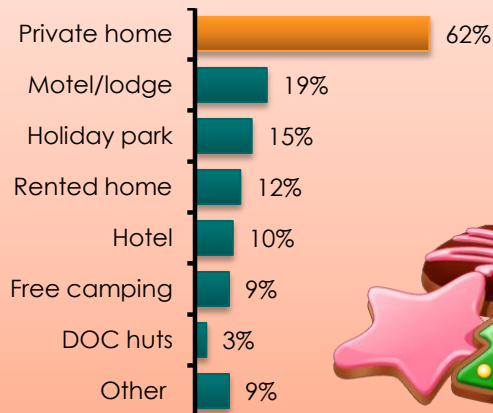
Q Over the Christmas/New Year holiday period this year, will you be...



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

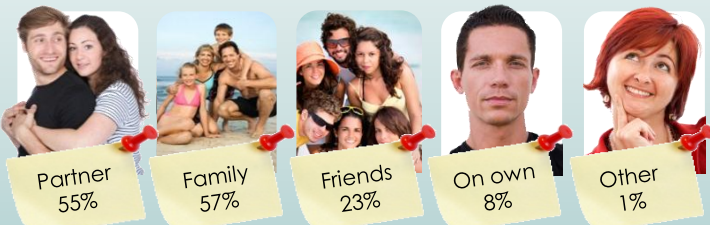
70% ...Of those that will be travelling have decided exactly where they will be going

Q Where are you going to be staying while away over Christmas/New Year?*



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

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

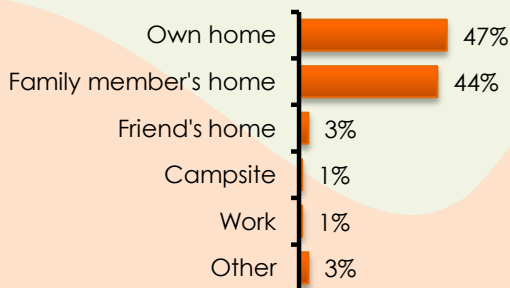


*Based on those likely to be away over the Christmas/ New Year holiday

Top 5 Christmas dinners...



Q Where are you planning to spend Christmas day this year?



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

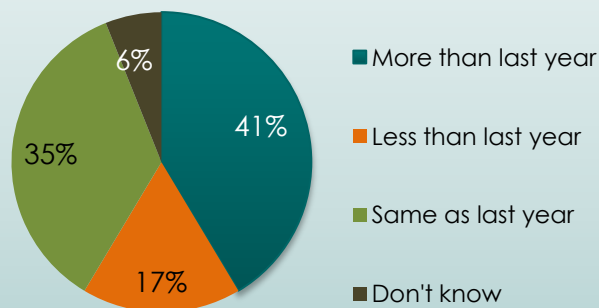


Sources of frustration over Christmas/New Year...





Q Are you expecting to spend more, less, or the same compared to any trips you took last year over Christmas/New Year?*



* Based on those likely to travel over Christmas/New Year

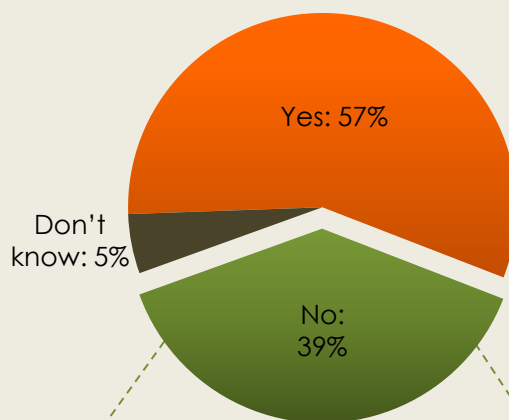


43%

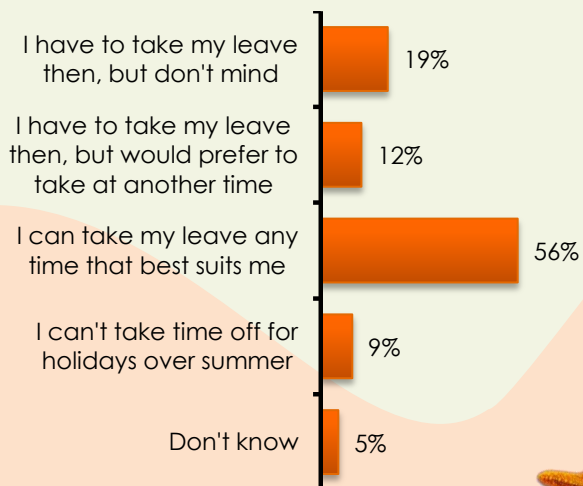
...of New Zealanders would consider taking a flight on Christmas day to save money



Q Do you think the 'great kiwi summer holiday' still exists?



Q Attitude towards taking leave over the Christmas/New Year period...



- 18% Too expensive
- 11% Pressure of work makes it difficult
- 6% Weather unreliable
- 1% Beach too crowded
- 3% Other reason



Methodology – the Mood of the New Zealand Traveller is a quarterly survey conducted by Colmar Brunton, a Millward Brown company. 1,000 New Zealanders aged 18+ were interviewed online from the 17th to 24th November 2010. 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).