

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

August 2010

Released by the Tourism Industry Association New Zealand

The travellers disposition

The mood of the New Zealand traveller seems to be improving with trends upwards in both the number of overnight trips taken within New Zealand in the last six months and the number of trips people are intending to take in the next six months. This improved mood also applies to international travel with 45% of New Zealanders planning an overseas trip in the next six months compared to 40% in February 2010.

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

None	19%
One	23%
Two	22%
Three	14%
Four	7%
Five+	15%

Average 2.5

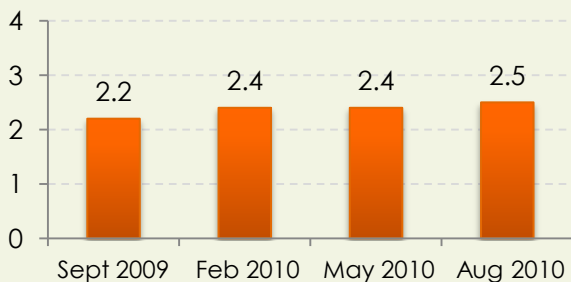
*A trip is defined as travel of more than 160 kilometres (round trip)

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

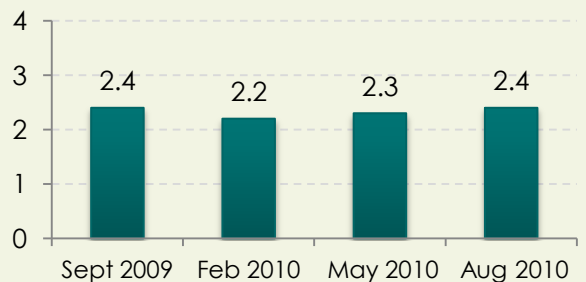
None	16%
One	27%
Two	27%
Three	11%
Four	6%
Five+	13%

Average 2.4

Q Average number of overnight leisure trips taken within NZ in the last six months ...



Q Average number of overnight leisure trips expecting to take within NZ in the next six months...



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



Last 6 months

71%	22%	2%	2%	1%	2%
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Next 6 months

73%	22%	1%	2%	1%	2%
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Q Thinking about all your trips within New Zealand in the last six months, which of the following did you do?

Spent more than expected	46%
Took laptop for personal reasons	36%
Had mobile phone coverage trouble	27%
Made new friends	23%
Stayed in contact with work though mobile/PDA	20%
Took work away on trip	17%
Stayed away longer, was having a good time	16%
Spent less than expected	16%



73% Would like to travel around New Zealand more, in the next six months, than are planning to

Q What's stopping people from travelling more?*

	Next 6 months
Finances	74%
Too busy at work	47%
Family commitments	29%
Didn't have enough leave	18%
Too busy outside work	18%
Other	5%

* Based on those who'd like to travel more

In the next six months...

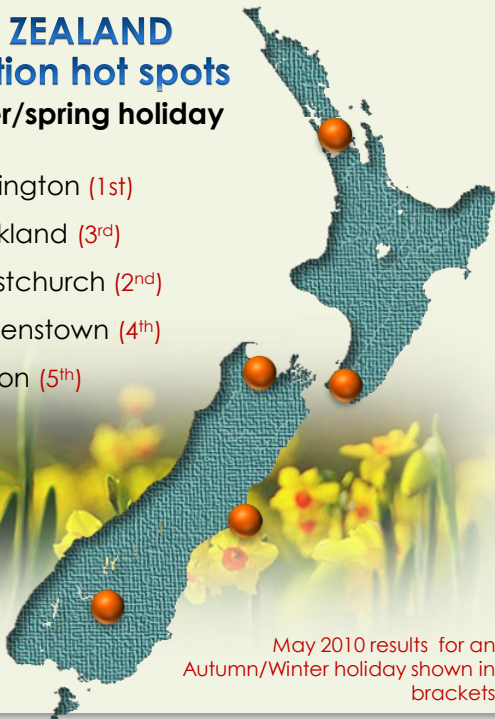
45% Of all New Zealanders intend to travel overseas (was 40% in February 2010)

18% Have already booked travel or accommodation for their next overseas holiday (was 13% in February 2010).



NEW ZEALAND destination hot spots - for a winter/spring holiday

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



May 2010 results for an Autumn/Winter holiday shown in brackets

WORLD destination hot spots - for a winter/spring holiday

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



May 2010 results for an Autumn/Winter holiday shown in brackets

Three most common reasons for wanting to visit the top three hot spots...



- 1 Visit friends/family (74%)
- 2 Something different to where I live (30%)
- 3 Want something completely relaxing (28%)



- 1 Visit friends/family (79%)
- 2 Want something completely relaxing (34%)
- 3 Attend an event (27%)



- 1 Visit friends/family (77%)
- 2 Something different to where I live (29%)
- 3 Never been there before (27%)

Likely activities on upcoming trips overseas...

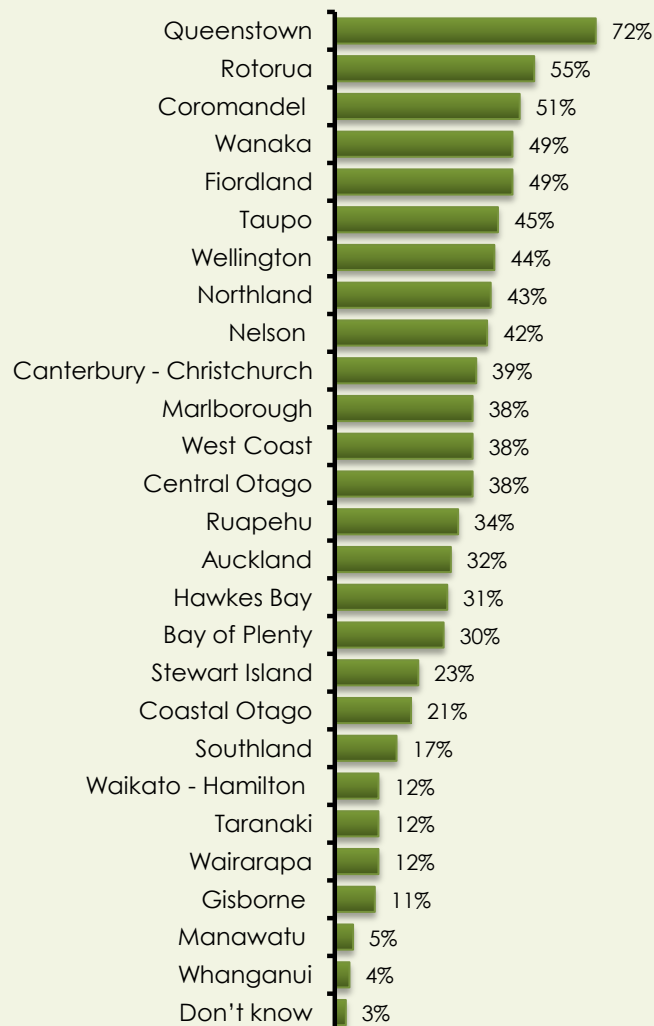


* Based on those likely to go overseas in the next six months

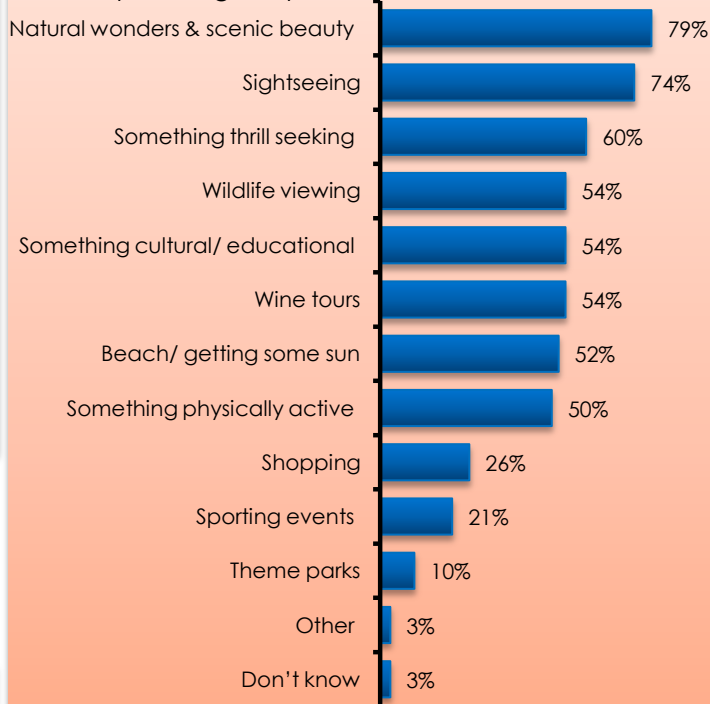
Recommending New Zealand



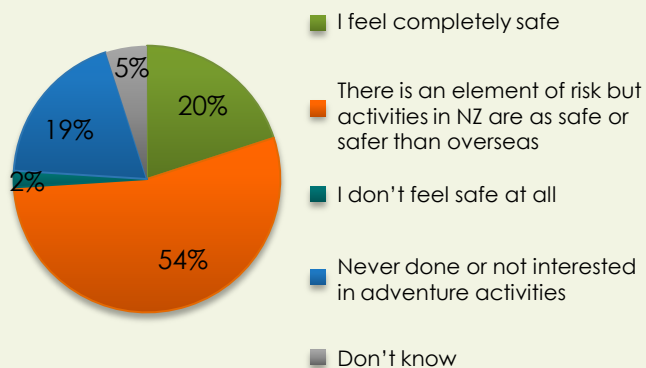
Q Places in New Zealand would recommend to someone overseas planning a trip....



Q Activities in New Zealand would recommend to someone overseas planning a trip...



Q Attitudes towards doing adventure activities within New Zealand....



Top 5 ski fields:

1. Whakapapa (20%)
2. Cardrona (17%)
3. Coronet (13%)
4. Turoa (12%)
5. Mt Hutt (8%)

* Based on those who go skiing

Top 5 snowboard fields:

1. Turoa (23%)
2. Cardrona (18%)
3. Whakapapa (10%)
4. Mt Hutt (8%)
5. The Remarkables (8%)

* Based on those who go snowboarding



17% of New Zealanders are planning to go skiing or snowboarding in the next 6 months

\$ Cost of a day's skiing or snowboarding



* Based on those who are interested in skiing/snowboarding

2.6% of New Zealanders haven't been skiing or snowboarding before and are planning on going this year

Methodology – the Mood of the New Zealand Traveller is a quarterly survey conducted by Colmar Brunton, a Millward Brown company. 1,039 New Zealanders aged 18+ were interviewed online from the 28th July to 4th August 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).