

# The Fly Buys / Colmar Brunton

## Mood of the New Zealand Traveller

February 2010

Released by the Tourism Industry Association New Zealand



### The travellers' disposition



We're a nation of travellers – 79% (or 2,350,000) of adult New Zealanders have taken an overnight trip in the last six months. In the next six months 71% (or 2,112,000) of us are planning to take an average of 2.2 overnight trips – a total of 4,646,000 overnight trips.

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

None .....	14%
One .....	21%
Two .....	21%
Three .....	14%
Four .....	10%
Five+ .....	19%

**Average 3.2**

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

None .....	13%
One .....	27%
Two .....	25%
Three .....	13%
Four .....	6%
Five+ .....	16%

**Average 2.8**

\*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 .....	21%
One .....	23%
Two .....	22%
Three .....	13%
Four .....	7%
Five+ .....	14%

**Average 2.4**

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

None .....	29%
One .....	25%
Two .....	21%
Three .....	10%
Four .....	6%
Five+ .....	9%

**Average 2.2**

New Zealanders who've been cycling on holidays in the last six months

Short rides .....	6%
Long rides .....	1%
Cycling holiday .....	0.5%

These percentages meant that approximately 223,000 adult NZers have included cycling on their holidays in the last six months.



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



Last 6 months 73% 19% 2% 2% 1% 3%

Next 6 months 73% 20% 1% 3% 1% 2%



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

Yes .....	71%
No .....	20%
Don't know .....	9%

## WHAT'S STOPPING PEOPLE FROM TRAVELLING MORE?\*

Next 6 months

Finances	71%
Too busy at work	48%
Family commitments	29%
Didn't have enough leave	19%
Too busy outside work	16%
Other	18%

\* Based on those who'd like to travel more

## New Zealand destination hot spots – the most preferred for a late summer/autumn holiday

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



(October 2009 results shown in brackets)

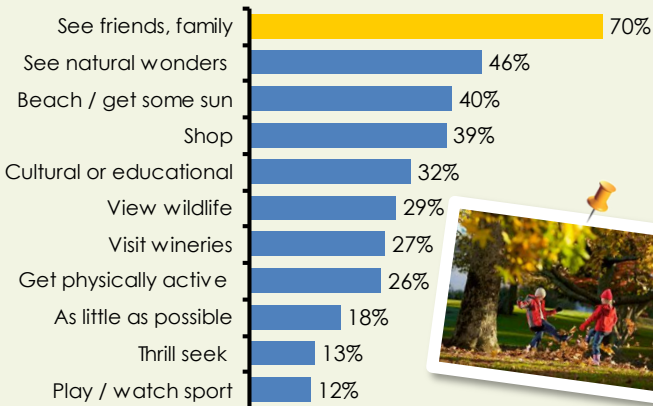
## World destination hot spots – the most preferred for a late summer/autumn holiday



1. Australia (1<sup>st</sup>)
2. USA (2<sup>nd</sup>)
3. Fiji (4<sup>th</sup>)
4. United Kingdom (3<sup>rd</sup>)
5. Rarotonga (NA)

(October 2009 results shown in brackets)

## Likely activities on late summer/autumn holiday\*



\* Based on those likely to travel in the next 6 months



## In the next 6 months....

**40%**

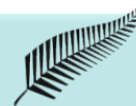
...of all New Zealanders intend to travel overseas

**13%**

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



# Christmas and New Year holiday



## Christmas/New Year holiday intentions back in September 2009

Intending to stay at home .....	33%
Intending to go away for at least a night .....	50%
Undecided .....	18%
Average number of nights intending to be away .....	9.0
Intending to spend 5 or more nights away from home .....	28%

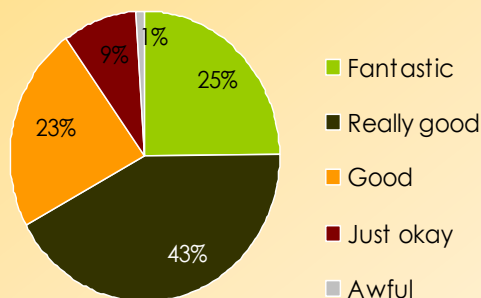


## Actual Christmas/ New Year holidays

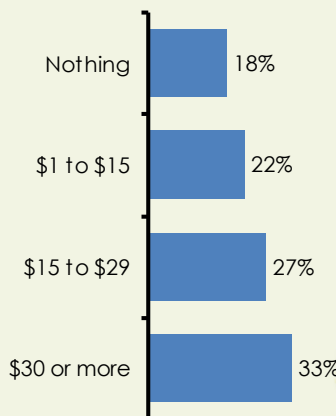
Stayed at home .....	51%
Went away for at least a night .....	49%
Average number of nights away .....	7.2
Spent 5 or more nights away from home .....	26%



Overall, how would you rate your Christmas/ New Year holiday?



## Daily household supermarket spend while away over Christmas/ New Year



While away over Christmas / New Year the average New Zealand household spent \$31 a day at supermarkets. When we take into account the sheer number of households away the \$31 a day average equates to approximately \$22,679,000 per day.

## The best rating New Zealand Christmas/ New Year holiday experiences



% = visitors who said they had a 'fantastic' or 'really good' time at each location

## The keys to a great holiday\*

Spending time with family .....	34%
Company of friends .....	19%
The weather...hot sunny weather .....	18%
Relaxation – no work! .....	19%

\* Based on those who rated their Christmas/ New Year holiday as 'fantastic' or 'really good'

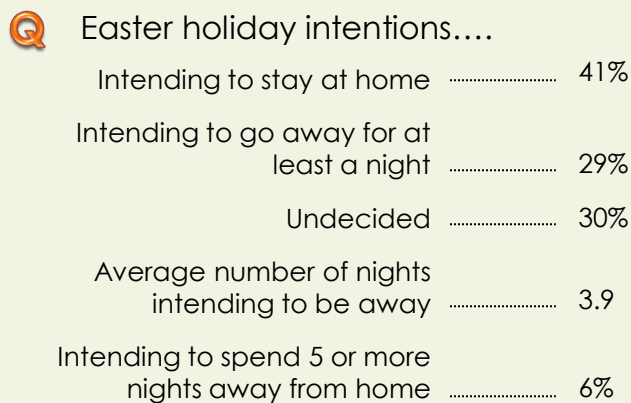
## What makes an awful holiday\*

*"The weather wasn't great, it rained a lot – quite disappointing"*  
*"Too many people, family tension!"*  
*"Only had stat days off before having to be back at work"*

\* Based on those who rated their Christmas/ New Year holiday as 'just okay' or 'awful'



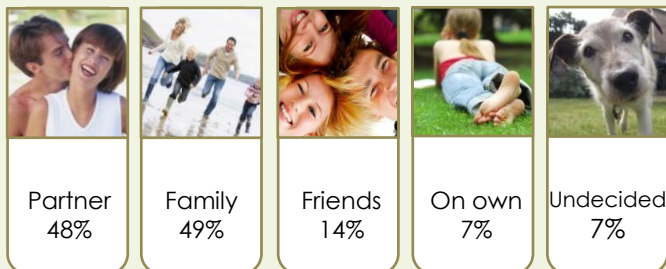
# Easter 2010



## Of those likely to be going away.....

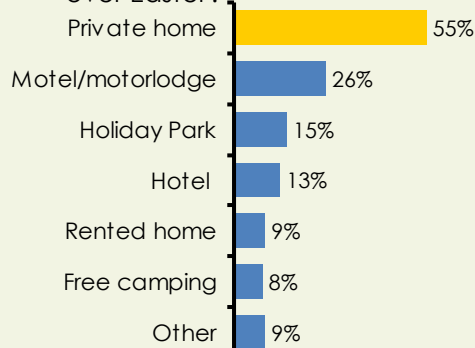


**Q** Who are you most likely to be travelling with over Easter?\*



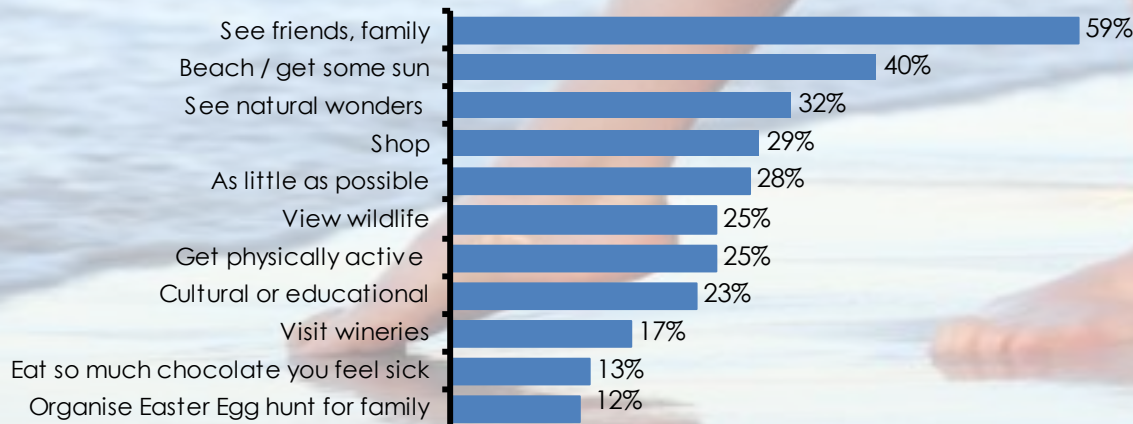
\* Based on those likely to travel over Easter

**Q** Where are you most likely to stay over Easter?\*



\* Based on those likely to travel over Easter

**Q** What would you like to do while you're away over Easter?\*



\* Based on those likely to travel over Easter

**Methodology** – the Mood of the New Zealand Traveller is a quarterly survey conducted by Colmar Brunton, a Millward Brown company. 1,023 New Zealanders aged 18+ were interviewed online from the 27<sup>th</sup> January to 3<sup>rd</sup> February 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).

