

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

May 2010

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The travellers' disposition



New Zealanders' intention to travel has remained pretty constant in the last nine months. In the next six months 83% (or 2,468,600) of adult New Zealanders are planning at least one overnight trip. The majority of us are willing to base our travel decisions on what offers for flights and accommodation we notice.

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

None	18%
One	25%
Two	24%
Three	12%
Four	9%
Five+	12%

Average 2.4

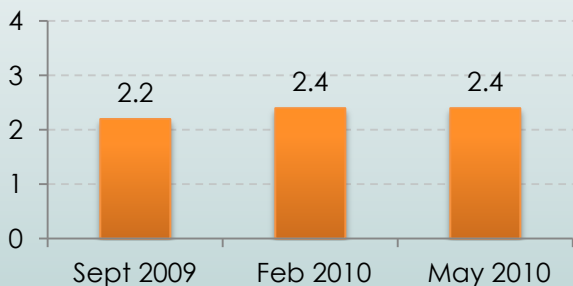
Q How many overnight trips are you expecting to take in the next six months for purely personal or leisure reasons?

None	17%
One	26%
Two	25%
Three	13%
Four	8%
Five+	11%

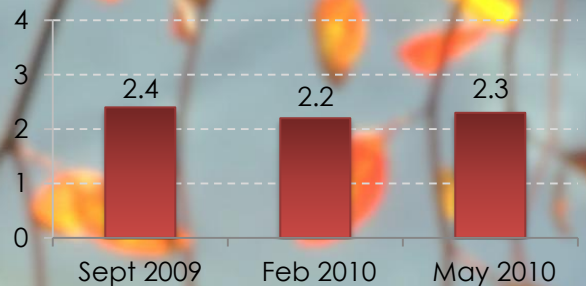
Average 2.3

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

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



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



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



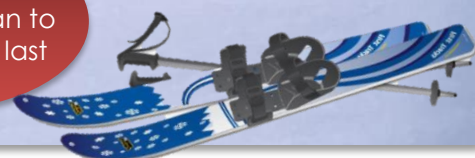
Last 6 months: 74% (Car), 20% (Plane), 2% (Bus), 2% (Boat), 1% (Train), 2% (Other)

Next 6 months: 72% (Car), 22% (Plane), 1% (Bus), 2% (Boat), 1% (Train), 1% (Other)

Q Are you planning on doing any skiing/snowboarding in the next 6 months?

Yes, day trips 7%
 Yes, weekends/overnight 7%
 Yes, more than one night 4%

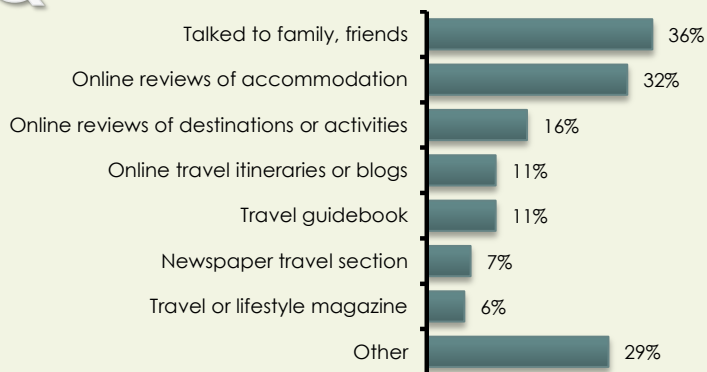
10% of New Zealanders plan to do more than last year



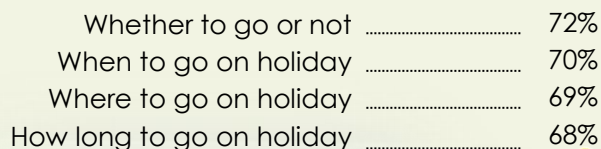
Planning trips away



Q Tools used in the last six months to plan trips away....

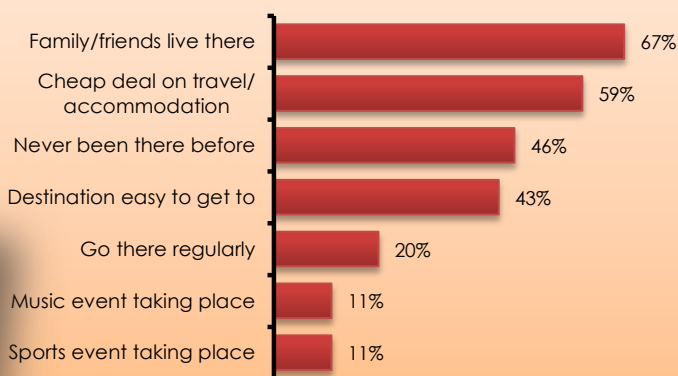


Holiday decisions affected by finding a cheap flight or accommodation...



Most NZers are open to having aspects of their holiday decisions influenced by offers

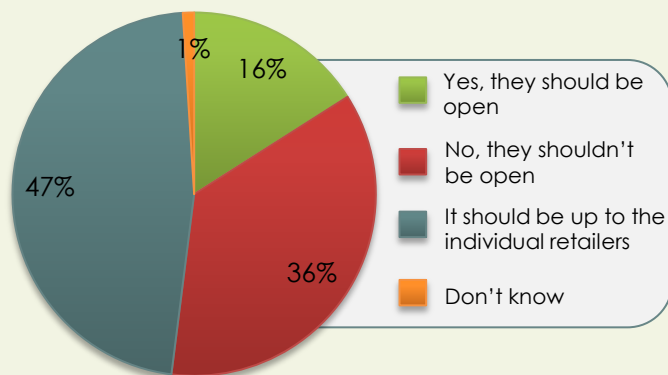
Q What influences decisions when choosing where to go on trips...



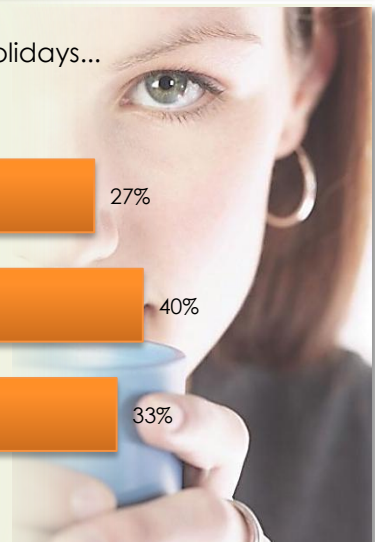
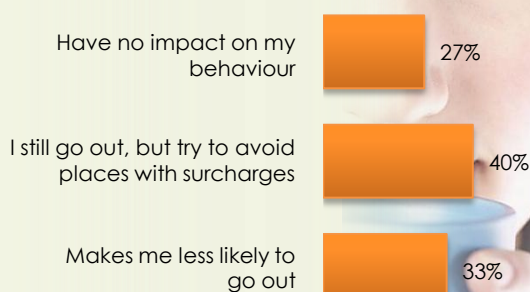
Public Holidays



Q Do you think all retailers should be open on public holidays such as Good Friday and Easter Sunday?



Surcharges on public holidays...



Desires and barriers

69% ...of all New Zealanders would like to travel around New Zealand more in the next six months than planning to

Q What's stopping people from travelling more?*

	Next 6 months
Finances	73%
Too busy at work	49%
Family commitments	30%
Don't have enough leave	17%
Too busy outside work	17%
Other	2%

* Based on those who'd like to travel more

Likely activities on upcoming trips around New Zealand....



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

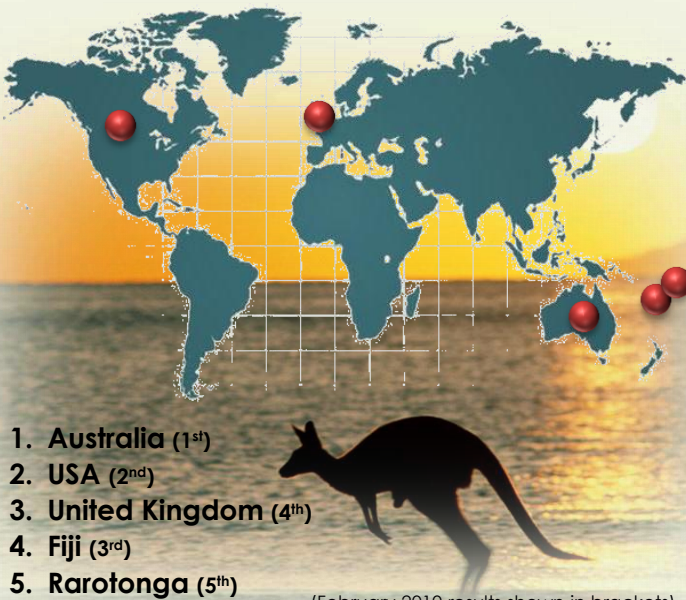
New Zealand destination hot spots – for an autumn/winter holiday

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



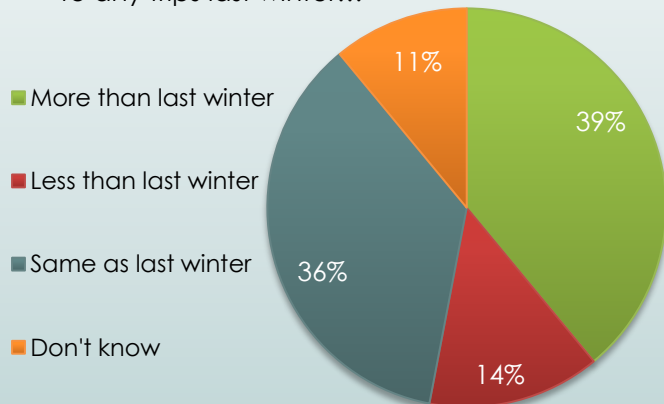
(February 2010 results shown in brackets)

World destination hot spots – for an autumn/winter holiday



(February 2010 results shown in brackets)

Q Are you expecting to spend more, less or the same on trips in the next 6 months, compared to any trips last winter...



In the next six months...

40%

...of all New Zealanders intend to travel overseas



Queens Birthday 2010



Q Queens Birthday weekend intentions...

Intending to stay at home	48%
Intending to go away for at least a night	20%
Undecided	32%
Average number of nights intending to be away	
2.7	
Intending to spend 4 or more nights away from home	
4%	

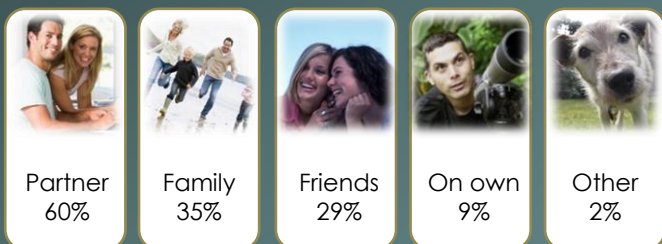
Of those likely to be going away.....

73% ...know exactly where they are going

38% ...have made travel or accommodation plans already

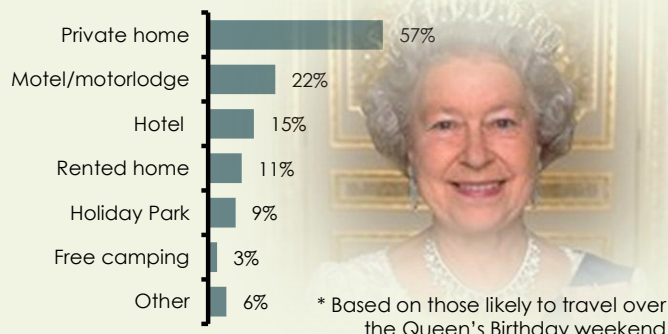


Q Who are you most likely to be travelling with over the Queen's Birthday weekend?*



* Based on those likely to travel over the Queen's Birthday weekend

Q Where are you most likely to stay while away over the Queen's Birthday weekend?*

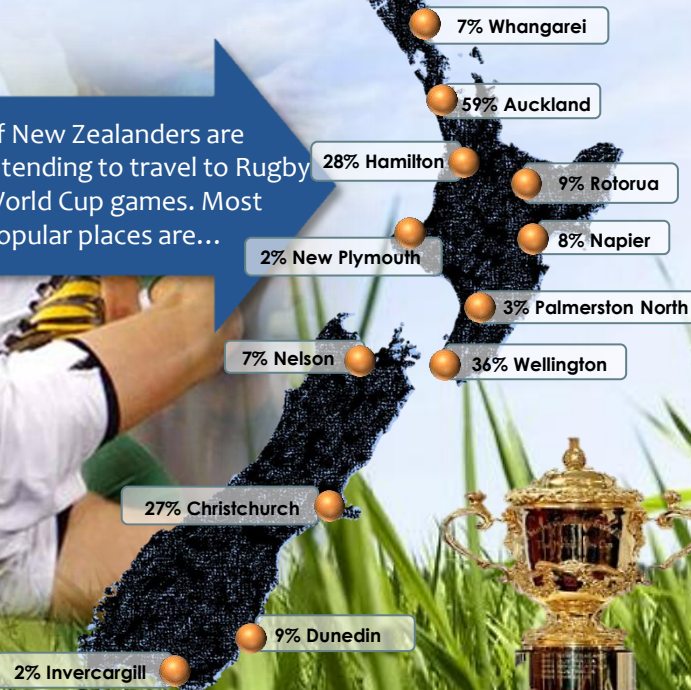


Rugby World Cup 2011

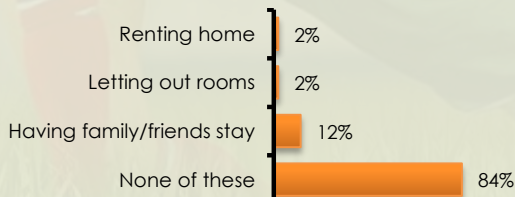


12% of New Zealanders are planning to attend games at Rugby World Cup

5% of New Zealanders are intending to travel to Rugby World Cup games. Most popular places are...



Q During Rugby World Cup will you be renting your home or having visitors to stay with you?



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 5th to 12th May 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).