

Mood of the New Zealand Traveller

Released by The Tourism Industry Association
New Zealand – July 2011

THE TRAVELLERS DISPOSITION



New Zealanders love their holidays: in the next six months nearly nine in ten are intending to take an overnight trip within New Zealand, and over four in ten are expecting to travel overseas. They also prefer sunshine to ski slopes – for their ideal holiday 45% would like to escape to warmer overseas climates during the NZ winter, 44% would like to make the most of the NZ summer and holiday here, and only 2% would prefer to holiday in the NZ winter to hit the slopes and outdoors.

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

None	16%
One	23%
Two	21%
Three	14%
Four	11%
Five+	15%

Average 2.7

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

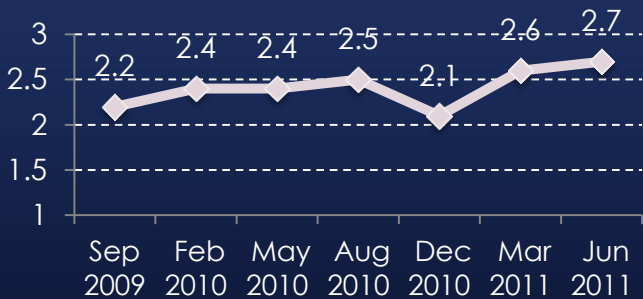
Q How many overnight trips* within NZ are you expecting to take in the **next** six months for purely personal or leisure reasons?

None	12%
One	26%
Two	25%
Three	16%
Four	8%
Five+	13%

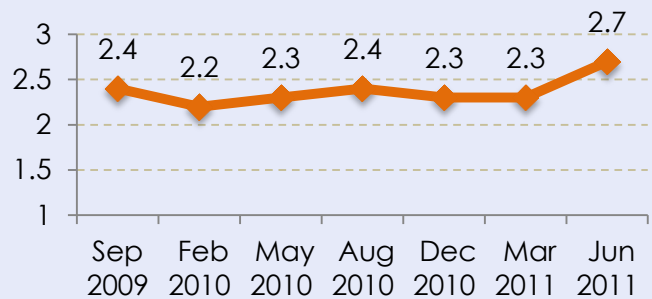
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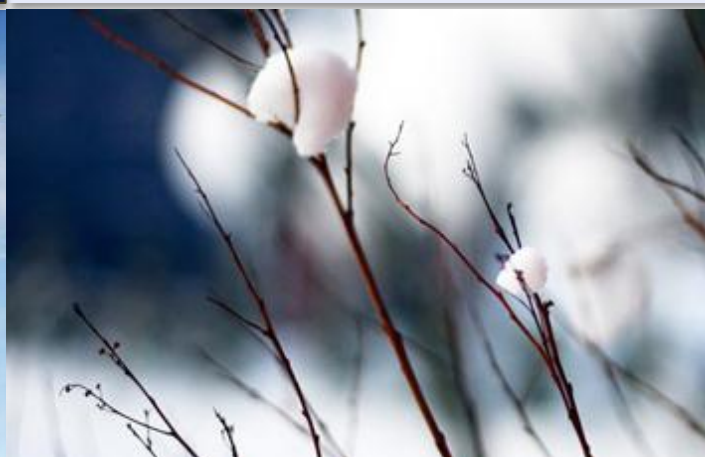
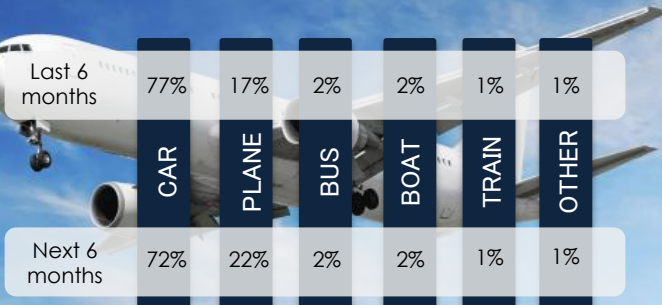
Q Average number of overnight leisure trips taken within NZ in the **last** six months – over time



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...?



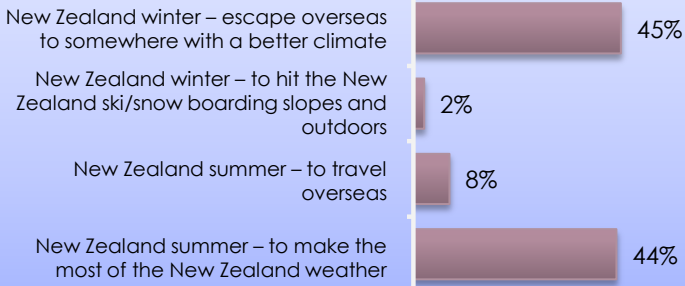
DESIRES AND BARRIERS



77%

would like to travel around New Zealand more in the next six months than are planning to (compared with 71% in Mar 2011)

Q Ideally, when would New Zealanders prefer to go on holiday?



Q What's stopping people from travelling more?



New Zealand destination hot spots for a winter holiday

- Wellington** (also top in Mar 2011)
- Auckland** (also 2nd in Mar 2011)
- Queenstown** (also 3rd in Mar 2011)
- Rotorua** (8th in Mar 2011)
- Nelson** (also 5th in Mar 2011)

World destination hot spots for a winter holiday

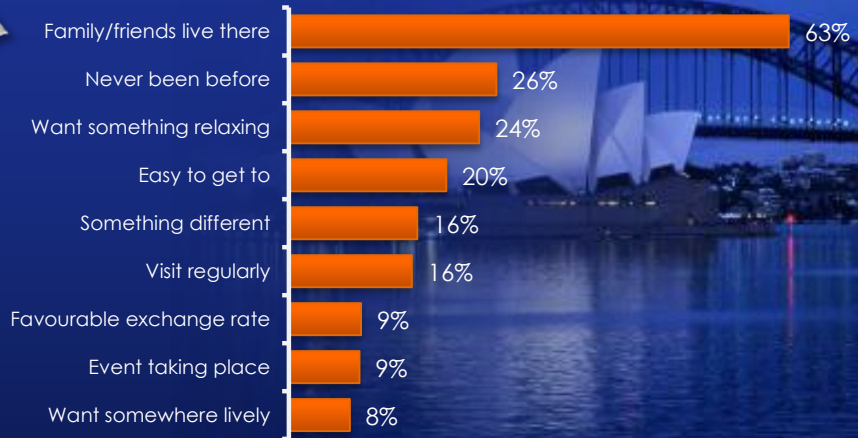


- Australia (also top in Mar 2011)
- USA (also 2nd in Mar 2011)
- UK (also 3rd in Mar 2011)
- Rarotonga (5th in Mar 2011)
- Thailand (9th in Mar 2011)

43% of all New Zealanders intend to travel overseas in the next six months (compared to 44% in Mar 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 Mar 2011)

Q Reasons for travelling overseas in the next six months...



* Based on those taking personal overseas trips in the next 6 months

SKIING AND SNOWBOARDING



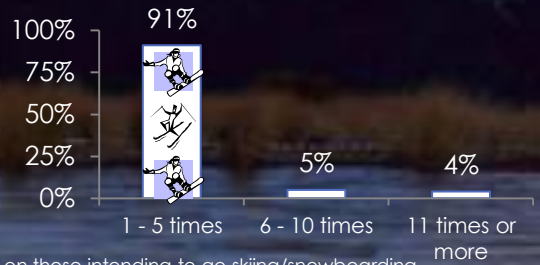
19%

of New Zealanders are planning to go skiing and/or snowboarding in the next six months, just over 80,000 of whom will be going for the first time...

In the next six months:

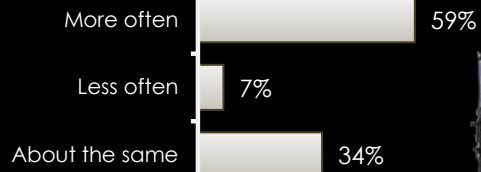
- 11%** of New Zealanders will be skiing,
- 6%** will be snowboarding, and
- 2%** of New Zealanders are planning to do both!

Q How many times do you intend to go skiing or snowboarding within NZ in the next 6 months*...



*Based on those intending to go skiing/snowboarding

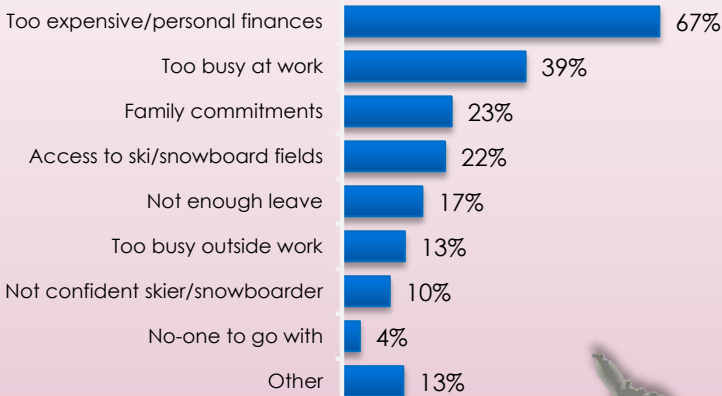
Q How often are you intending to go compared with last year?*



*Based on those who have been skiing/snowboarding before

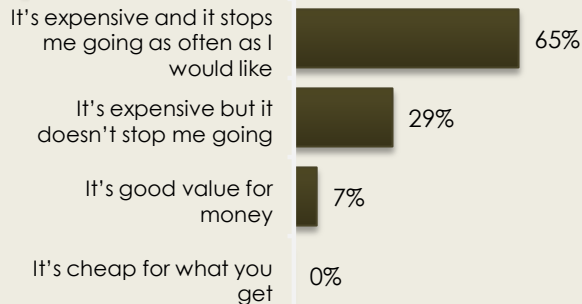


Q What's keeping New Zealanders from hitting the slopes more often?*



*Based on those who are going less often/same as last year

Q Cost of a day on the slopes...*



*Based on those intending to go skiing/snowboarding

Best place to go*:

SKIING

1. Coronet Peak (3rd in Aug 2010)
2. Cardrona (2nd in Aug 2010)
3. Treble Cone (7th in Aug 2010)
4. Whakapapa (1st in Aug 2010)
5. Mount Hutt (also 5th in Aug 2010)

SNOWBOARDING

1. Coronet Peak (7th in Aug 2010)
2. Cardrona (also 2nd in Aug 2010)
3. Turoa (1st in Aug 2010)
4. Treble Cone (6th in Aug 2010)
5. The Remarkables (also 5th in Aug 2010)

Where actually going*:

SKIING

1. Whakapapa
2. Turoa
3. Cardrona
4. Coronet Peak
5. Mount Hutt

SNOWBOARDING

1. Whakapapa
2. Turoa
3. Coronet Peak
4. Cardrona
5. The Remarkables



*Based on those intending to go skiing/snowboarding

*Based on those intending to go skiing/snowboarding

RUGBY WORLD CUP

10%

of New Zealanders have heard of the Real NZ Festival

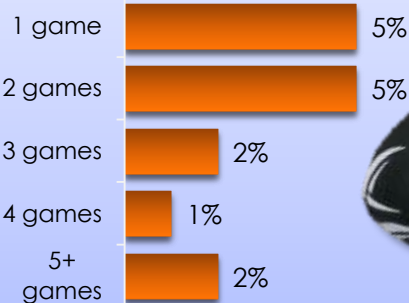


71% of New Zealanders are intending to watch at least some of this year's Rugby World Cup

15% will attend live games

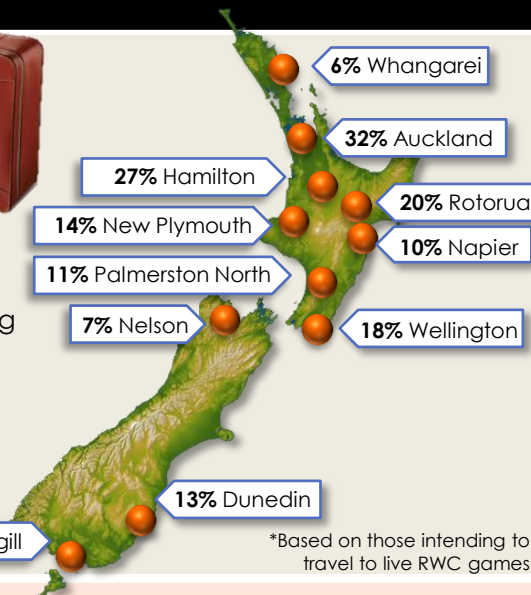
70% will watch games on TV, etc.

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



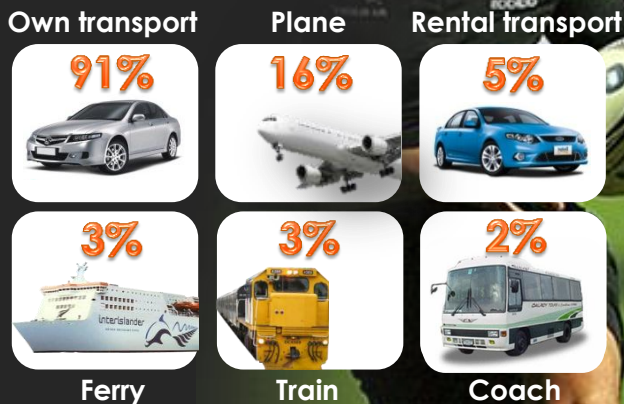
50%

Of those attending live games are intending to travel. They're going to*...



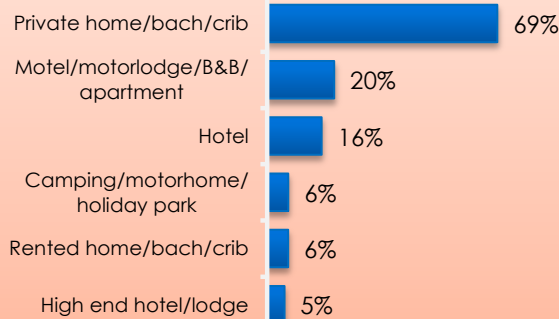
*Based on those intending to travel to live RWC games

Q How plan to travel to the games*



11% of travelling New Zealand rugby fans are yet to organise **any** of their travel arrangements

69% of New Zealanders intending to travel to live games will take overnight trips, they're planning to stay in...



23% 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

Methodology – the Mood of the New Zealand Traveller is a quarterly survey conducted by Colmar Brunton, a Millward Brown company. 1,016 New Zealanders aged 18+ were interviewed online from the 15th to 22nd June 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 is +/-3.1% (at the 95% confidence interval).