

Mood of the New Zealand Traveller

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THE TRAVELLERS DISPOSITION

New Zealanders are keen to head overseas for their holidays – over four in ten intend to travel abroad in the next six months. They're going to catch-up with friends and family (59%), to experience something new or different (50%), and to relax (27%). Top of their destination wish lists are Australia, the USA and the UK.

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

None	19%
One	25%
Two	19%
Three	13%
Four	10%
Five+	14%

Average 2.6

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

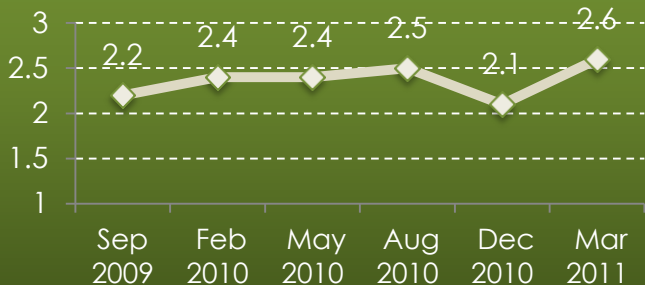
Q How many overnight trips* within NZ are you expecting to take in the **next** six months for purely personal or leisure reasons?

None	18%
One	29%
Two	23%
Three	12%
Four	5%
Five+	13%

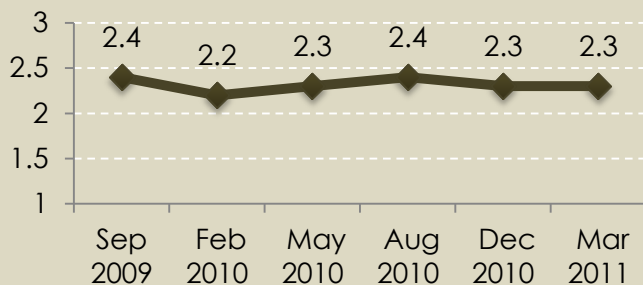
Average 2.3

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

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...?

Mode	Last 6 months	Next 6 months
CAR	73%	74%
PLANE	21%	20%
BUS	2%	2%
BOAT	2%	2%
TRAIN	1%	1%
OTHER	2%	1%



DESIRES AND BARRIERS

71% would like to travel around New Zealand more in the next six months than are planning to (compared with 73% in Dec 2010)

Q What's stopping people from travelling more?*

	Last 6 months	Next 6 months
Finances	71%	77%
Too busy at work	56%	51%
Family commitments	30%	26%
Didn't have enough leave	17%	21%
Too busy outside work	22%	20%
Other	22%	21%

44% of all New Zealanders intend to travel overseas in the next six months (compared to 43% in Dec 2010)



New Zealanders are expecting to take an average of 0.6 **overseas** trips in the next six months for personal/leisure reasons

New Zealand destination hot spots for a late Summer/Autumn holiday

1. Wellington (also top in Dec 2010)
2. Auckland (3 in Dec 2010)
3. Queenstown (4 in Dec 2010)
4. Christchurch (2 in Dec 2010)
5. Nelson (5 in Dec 2010)

(Dec 2010 results in brackets)

World destination hot spots – for a late summer/autumn holiday



1. Australia (also top in Dec 2010)
2. USA (2 in Dec 2010)
3. UK (4 in Dec 2010)
4. Fiji (3 in Dec 2010)
5. Rarotonga (5 in Dec 2010)

(Dec 2010 results in brackets)

Q Reasons for visiting NZ destinations top 3 hot spots...



- 1 Visit friends/family (70%)
- 2 Something different (33%)
- 3 Want something relaxing (29%)



- 1 Visit friends/family (81%)
- 2 Want something relaxing (33%)
- 3 For outdoor activities (28%)



- 1 Visit friends/family (45%)
- 2 Something different (44%)
- 3 Want something relaxing (42%)

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

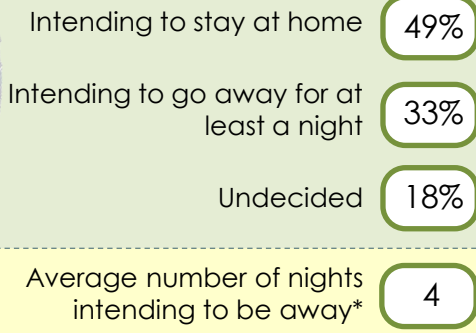


* Based on those taking personal overseas trips in the next 6 months



EASTER 2011

Easter holiday intentions...



* Based on those intending to go away

Of those likely to be going away...



Q What does Easter mean to you?

It's an opportunity for family time



52%

It's just a couple of days holiday



37%

It's an important Christian celebration which celebrates the resurrection of Christ



45%

It's an opportunity to eat Easter eggs and hot cross buns



16%

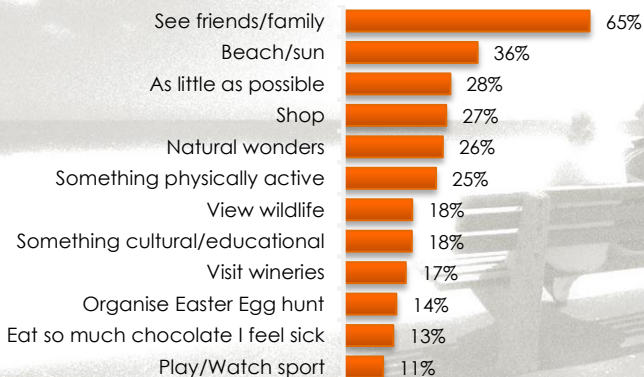
Q Do you think ANZAC Day should be moved if it falls on the same day as Easter?

65% Yes

31% No



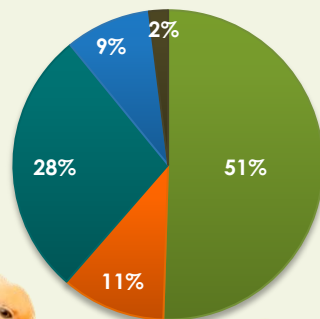
Q What would you like to do when you are away over Easter?



* Based on those likely to travel over Easter

Q Which day is more personally significant for you?

- ANZAC Day
- Easter Monday
- Both equally
- Neither are significant
- Don't know



Methodology – the Mood of the New Zealand Traveller is a quarterly survey conducted by Colmar Brunton, a Millward Brown company. 996 New Zealanders aged 18+ were interviewed online from the 23rd to 30th March 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).