

KIWIS' TRAVEL AMBITIONS IN A COVID-19 WORLD

Research First is an insights company focussed on making the complex simple. We have spent almost 20 years understanding the impact of change on human behaviour and advising governments, businesses, and social enterprises on what this means for them.

We've been heavily involved in the tourism and events sector for many years, providing insights into global and domestic markets, product and sector innovation and market sizing.

As a nation of explorers, Kiwis are sending some clear messages about their travel and tourism intentions in a COVID-19 world.

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60% of the domestic market consider the cost of tourist activities off putting.

39% are looking to take a domestic break within 3 months of travel restrictions being lifted, **13%** are thinking within a month.
There is pent-up demand for domestic tourism.

ALMOST 2/3 see the risk of spreading and/or contracting Covid-19 as a barrier to travel domestically.
This is more than double the number who stated personal finances as a barrier.

70% will stay within their own island; **14%** will most likely take a staycation, **13%** will travel but stay local, **44%** will travel further but within the same island. Only **16%** will travel between islands and just **10%** are looking to travel abroad.

SHORT BREAKS
Holidays will likely be short, over half (**58%**) will only be away for up to 3 nights for their next holiday.
A quarter though (**27%**) are looking to be away for a week to 10 days.

80% will spend money on eating out in the next 6 months. Likelihood to spend was lower in other activity areas but still shows market resilience: **42%** will spend on culture and heritage trips, **34%** on spa visits or pampering, **33%** on nature activities, **28%** on concerts, theatre or sports events and **26%** on outdoor adventure (e.g. ski fields).

INTERNATIONAL flight credit will stay in the international market for when the time is right – only **1 in 10** will use this credit for domestic leisure flights.

DOMESTIC flight credit will stay in the domestic market.

BOOK DIRECT
Booking directly with tourism providers is the top choice of Kiwis, cutting out the middleman and supporting local. Booking websites and deal websites are also popular due to ease of use and cheap deals. Use of i-SITES and other agents is currently limited.

New Zealand: Why Not?
-Flight of the Conchords

