

NEW ZEALAND

Market Outputs for New Zealand
15-17 June 2021

INTRODUCTION

- The Travel Sentiment Tracker was established to provide a regular assessment of the key confidence and travel indicators for key Tourism Australia markets
- This report includes findings for Australia and New Zealand
- Sample: n=752 for Australia and n= 307 for New Zealand
- Sample is nationally representative
- This was the 27th wave of fieldwork, conducted from 15/06/21 to 17/06/21

TOP LINE NEW ZEALAND

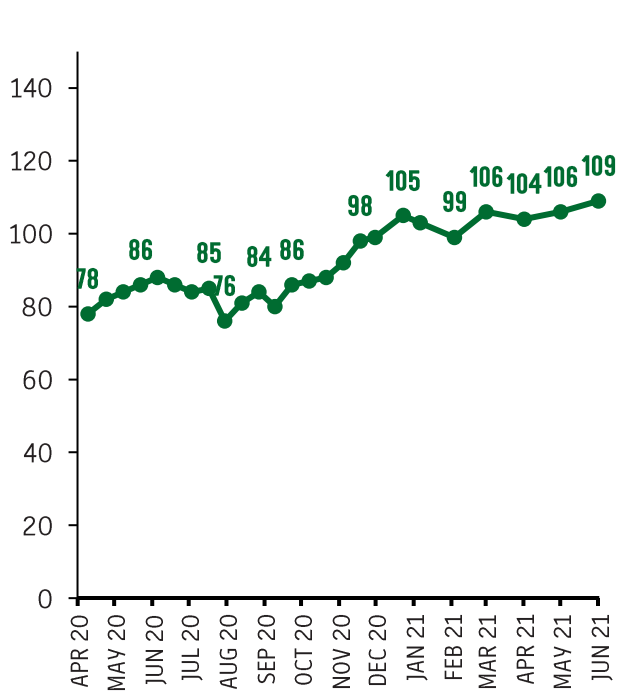
Sentiment in New Zealand is holding up this wave with general confidence continuing to edge up and travel and booking intention also holding up. Perceptions of Australia as a safe destination is down but only slightly.

+/- indicates % change from previous wave

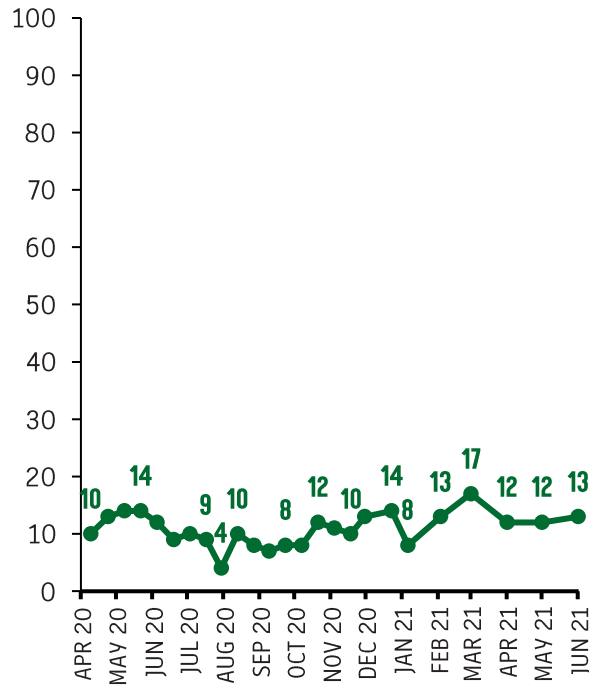
↑↓ indicates a statistically significant shift

CONSUMER CONFIDENCE INDEX

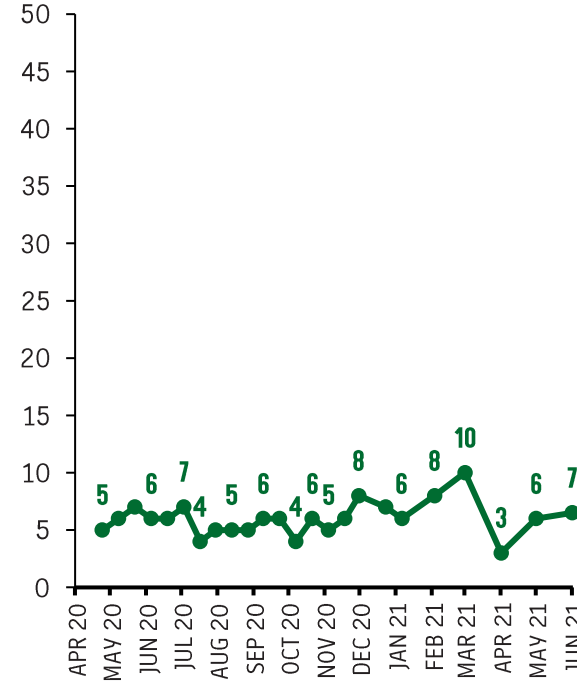
Consumer confidence indicates positive/negative sentiment towards current and expected personal & economic circumstances (<100 is negative, >100 positive)



INTERNATIONAL TRAVEL INTENTION (0-6M)



INTERNATIONAL BOOKING INTENTION (NEXT MONTH)



I FEEL IT IS SAFE TO TRAVEL TO AUSTRALIA

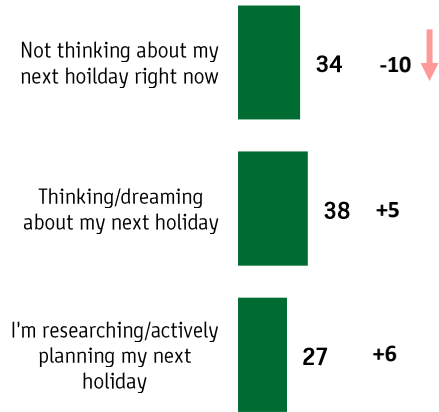


Booking intention = those who are 'very likely' or 'certain' to book in the next month.

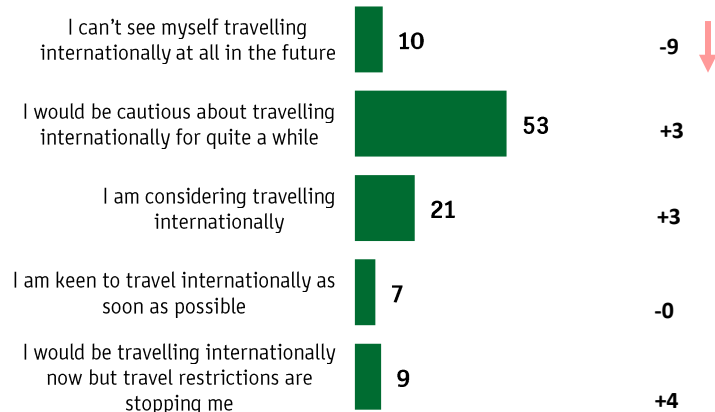
Source: Travel Sentiment Tracker (latest wave n=307). Fieldwork was conducted 15-17 June 2021. International booking intention results only available from wave 2.

SUMMARY METRICS – NZ

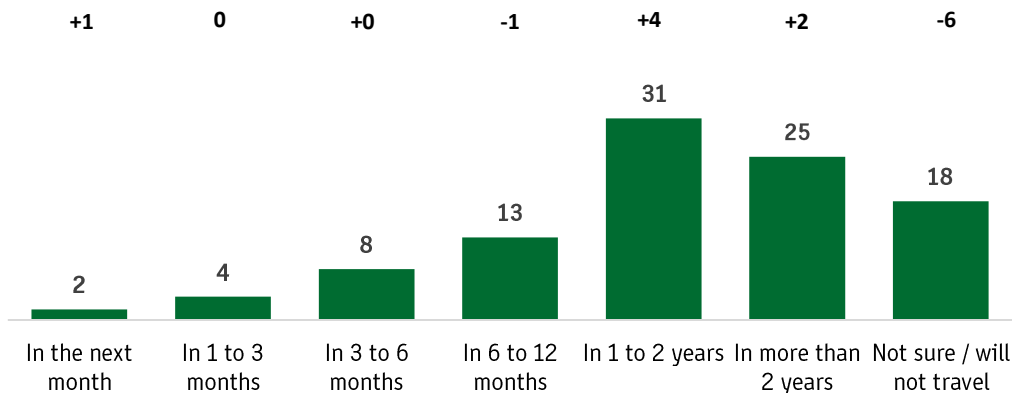
ATTITUDES TO NEXT HOLIDAY



ATTITUDES TO FUTURE INTERNATIONAL LEISURE TRIPS



INTENDED TIMING OF NEXT INTERNATIONAL TRIP



TOP 3 TRIGGERS FOR INT'L TRAVEL (NEXT 6 MONTHS)

+/- indicates % change from previous wave

↑↓ indicates a statistically significant shift

Insufficient sample

TOP 3 BARRIERS FOR INT'L TRAVEL (NEXT 6 MONTHS)



CONSIDERING TRAVELING WITHIN AUSTRALIA % IN THE NEXT 4 YEARS

55

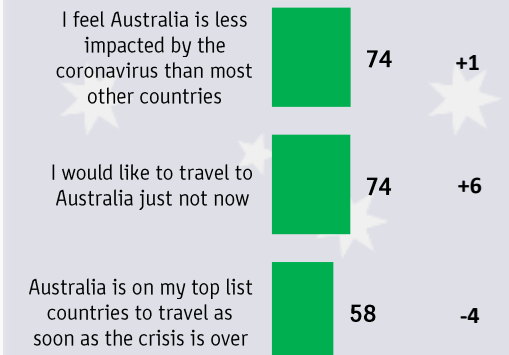
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ACTIVELY PLANNING TO TRAVEL TO AUSTRALIA % IN THE NEXT 2 YEARS

34

-7

ATTITUDES TOWARDS AUSTRALIA (% AGREE)



Small sample for triggers for international travel, indicative only.

Source: Travel Sentiment Tracker (latest wave n=307). Fieldwork for latest wave was conducted 15-17 June 2021. Results compared to previous wave conducted 15-19 May 2021.

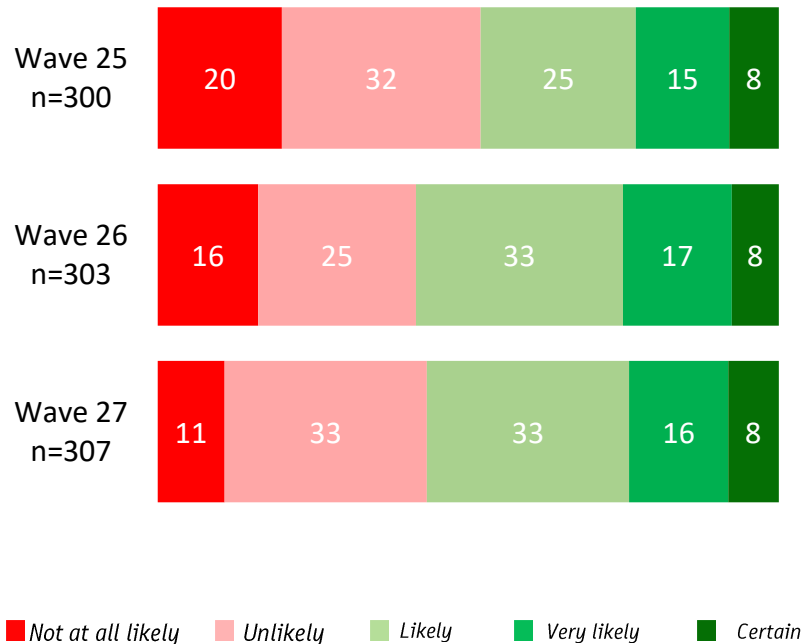
TRAVEL FROM NZ TO AUS

Intention for Kiwis to travel to Australia in the next two years is largely steady this wave though more are now intending in 1-2 years and fewer in 3-12 months. Over half now intending a holiday.

■ NZ to Aus n=174 +/- indicates % change from previous wave ↑↓ indicates a statistically significant shift

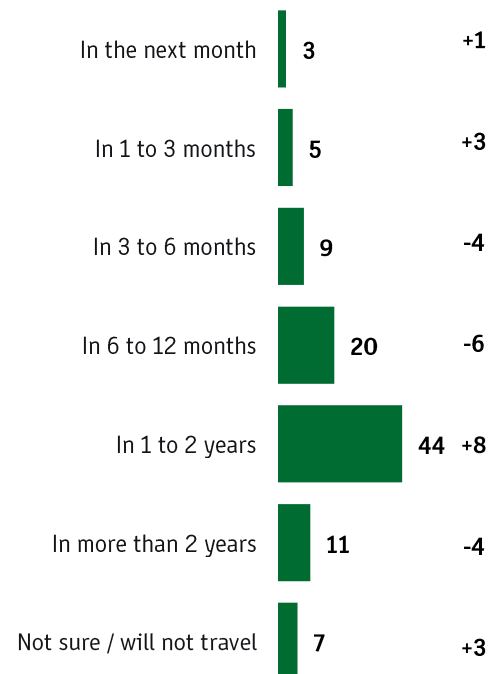
INTENTION TO VISIT AUSTRALIA

% NZ respondents



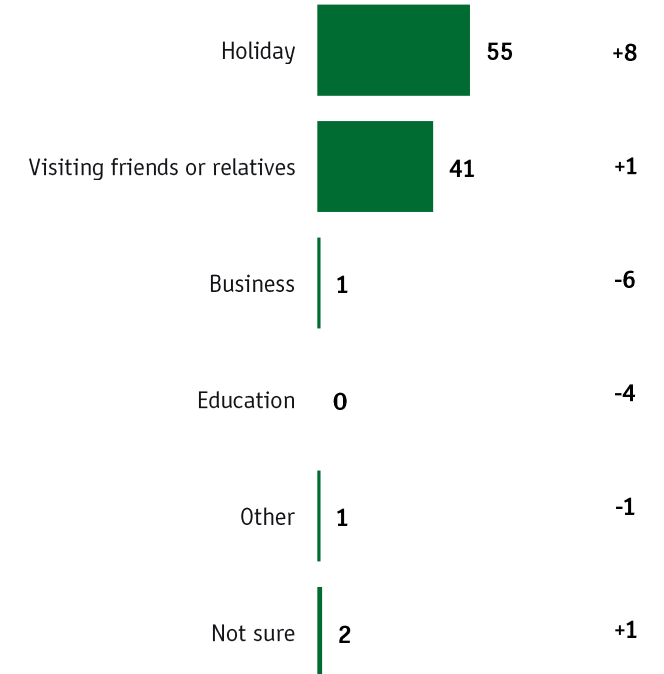
INTENDED TIMING OF NEXT TRIP TO AUS

% those likely to certain to visit



INTENDED TYPE OF TRIP TO AUS

% those likely to certain to visit



Questions: How likely are you to visit Australia for any purpose in the next 2 years? When do you think you would be likely to next visit Australia for any purpose? What do you think will be the primary purpose of your trip to Australia in the next 2 years?

BARRIERS FOR A TRIP TO AUSTRALIA

Half of those New Zealanders who are not intending to travel to Australia fear being stranded in the country due to COVID-19 outbreaks (while a further 32% fear having to quarantine / isolate in Aus).
 44% prefer to explore their own country while 38% believe their financial situation would not allow a trip to Aus.
 Around 1/3 prefer to wait until they are vaccinated before making any international trip while 22% are waiting until majority of Australians are also vaccinated.
 30% fear contracting the virus.

BARRIERS FOR A TRIP TO AUSTRALIA

% NZ respondents 'not at all' or 'unlikely' to travel to Australia for any purpose
 n=133



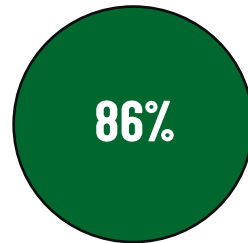
Questions: Which of the following are reasons why you may be reluctant to travel to Australia in the next 6 months?
 Source: Travel Sentiment Tracker (latest wave n=307). Fieldwork for latest wave was conducted 15-17 June 2021

NEW ZEALAND - DOMESTIC HOLIDAY

The vast majority of New Zealanders are considering to take a domestic holiday in the next 4 years, while 70% are actively planning a trip within New Zealand.

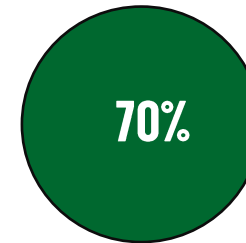
CONSIDERING TO TAKE A LEISURE TRIP WITHIN NZ

% NZ respondents
n=307



ACTIVELY PLANNING TO TAKE A LEISURE TRIP WITHIN NZ

% NZ respondents
n=307



THANK YOU