

# TRAVEL SENTIMENT TRACKER

New Zealand  
Wave 28  
14 - 16 July 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 New Zealand
- Sample: n= 303 for New Zealand
- Sample is nationally representative
- This was the 28<sup>th</sup> wave of fieldwork, conducted from 14/07/21 to 16/07/21

# NEW ZEALAND

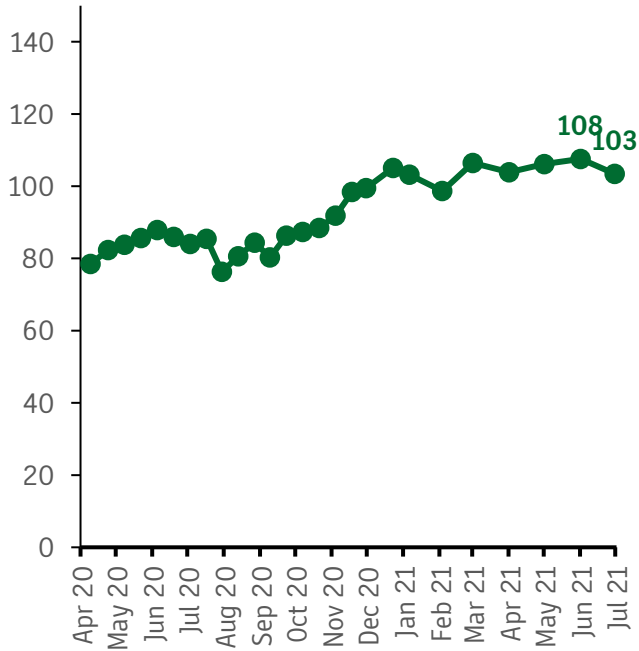


# TOP LINE NEW ZEALAND

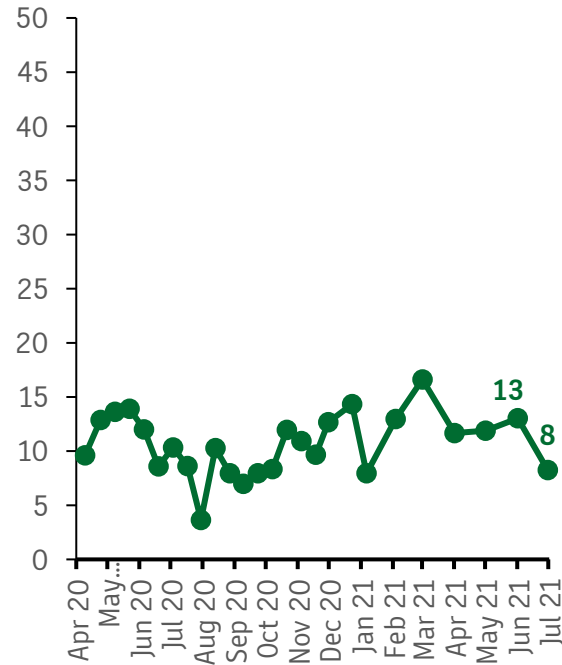
General consumer confidence and international travel sentiment are all down somewhat for NZ this wave, with Aus outbreak(s) likely impacting on travel intention. Perception of Aus as a safe destination has declined dramatically from 65% last wave to 36% this wave.

## CONSUMER CONFIDENCE INDEX

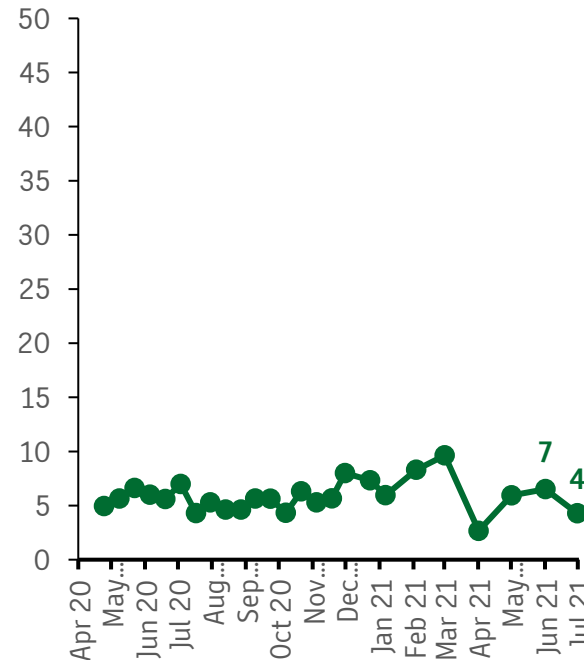
CONSUMER CONFIDENCE INDICATES POSITIVE/NEGATIVE SENTIMENT TOWARDS CURRENT AND EXPECTED PERSONAL & ECONOMIC CIRCUMSTANCES  
[<100 IS NEGATIVE, >100 POSITIVE]



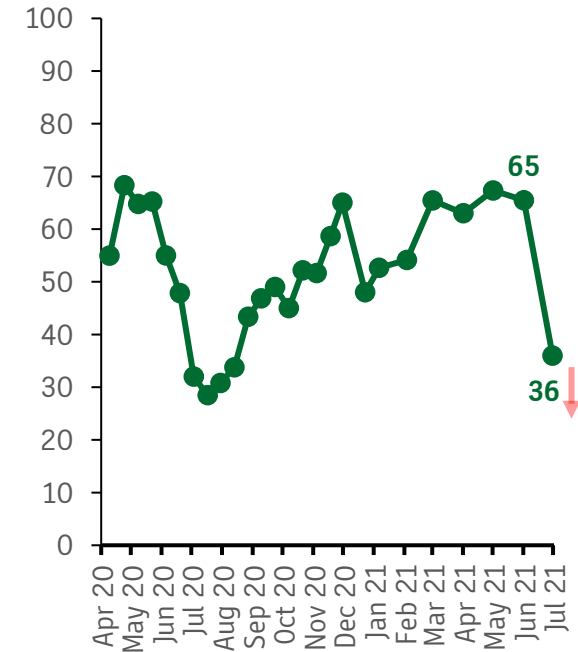
## TRAVEL INTENTION (0-6M)



## BOOKING INTENTION (NEXT MONTH)



## AUSTRALIA IS A DESTINATION THAT SEEMS SAFE TO TRAVEL



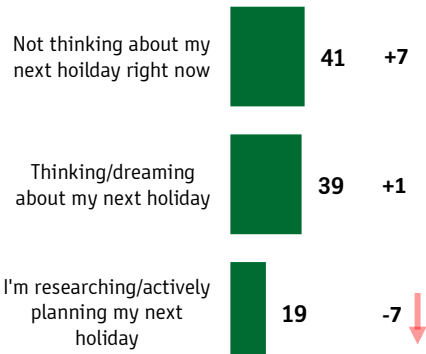
Booking intention = those who are 'very likely' or 'certain' to book in the next month.

Source: Travel Sentiment Tracker (latest wave n=303. Fieldwork for latest wave was conducted 14-16 July 2021).

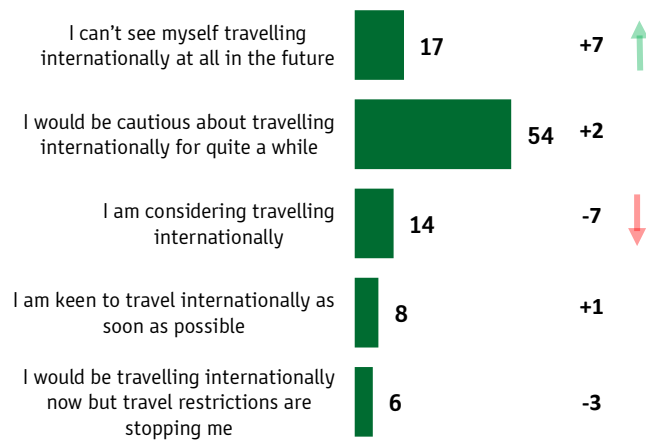
# SUMMARY METRICS – NZ

+/- indicates % change from previous wave  
 ↑ ↓ indicates a statistically significant shift

## ATTITUDES TO NEXT HOLIDAY



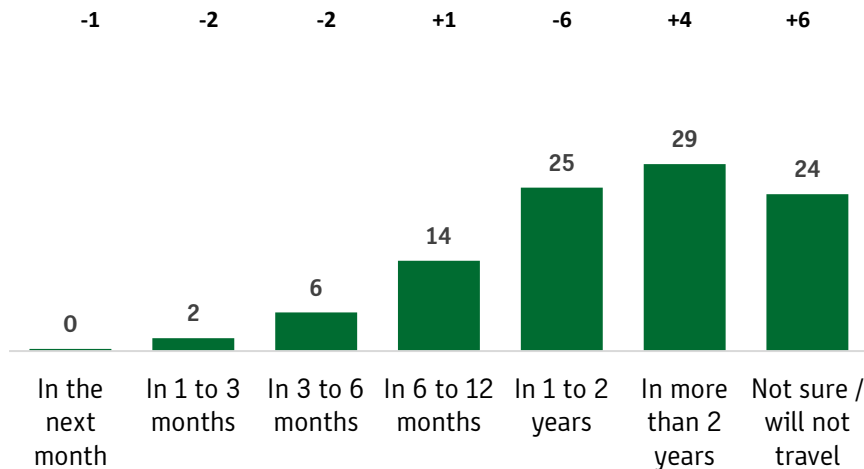
## ATTITUDES TO FUTURE INTERNATIONAL LEISURE TRIPS



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

*Insufficient sample*

## INTENDED TIMING OF NEXT INTERNATIONAL TRIP



## TOP 3 BARRIERS FOR INTL' TRAVEL (NEXT 6 MONTHS)

N=278



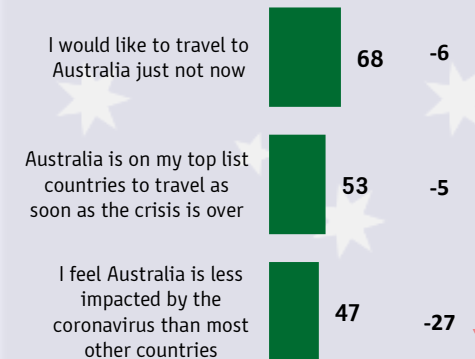
## CONSIDERING TRAVELING WITHIN AUSTRALIA % IN THE NEXT 4 YEARS

50 -5

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

27 -7

## ATTITUDES TOWARDS AUSTRALIA (% AGREE)



Small sample for triggers for international travel, indicative only.

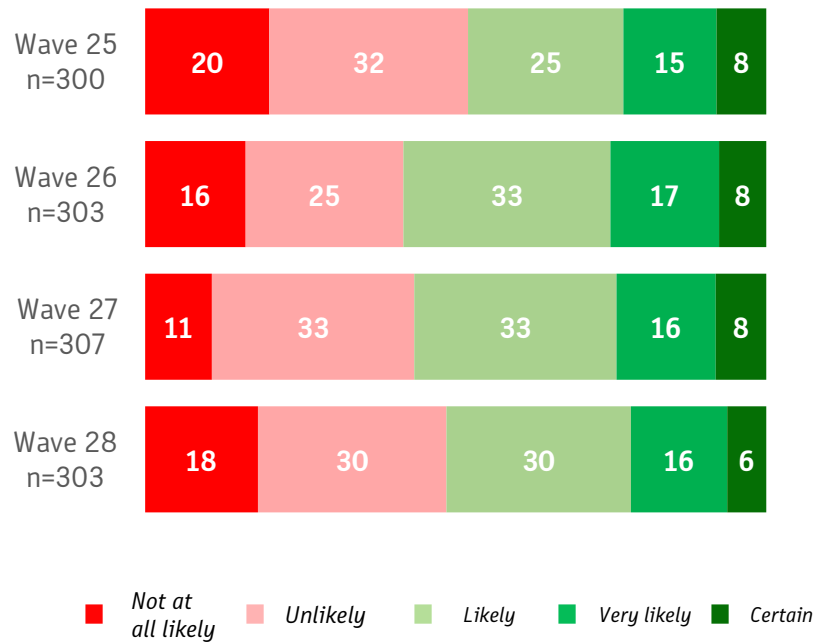
Source: Travel Sentiment Tracker (latest wave n=303. Fieldwork for latest wave was conducted 14-16 July 2021. Results compared to previous wave conducted 15-17 June 2021.

# TRAVEL FROM NZ TO AUS

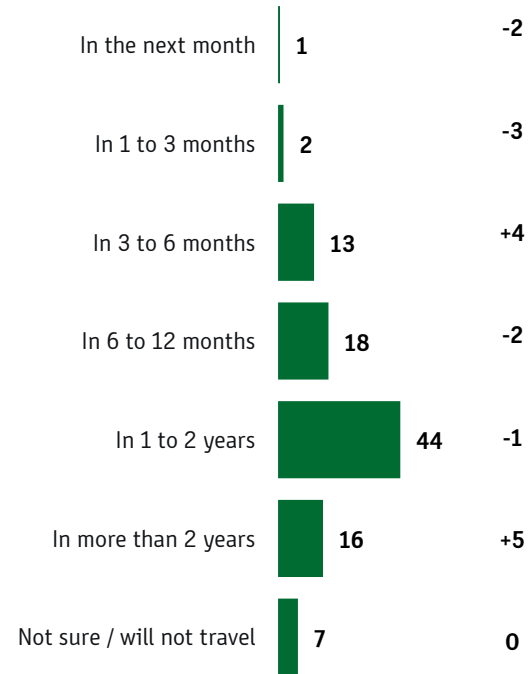
Intention for NZ travel to Aus in the next two years is down slightly to 22% this wave though more are now intending in a longer time frame. Holiday is the highest intended purpose of trip, though VFR is also prominent.

+/- indicates % change from previous wave  
 ↑ ↓ indicates a statistically significant shift

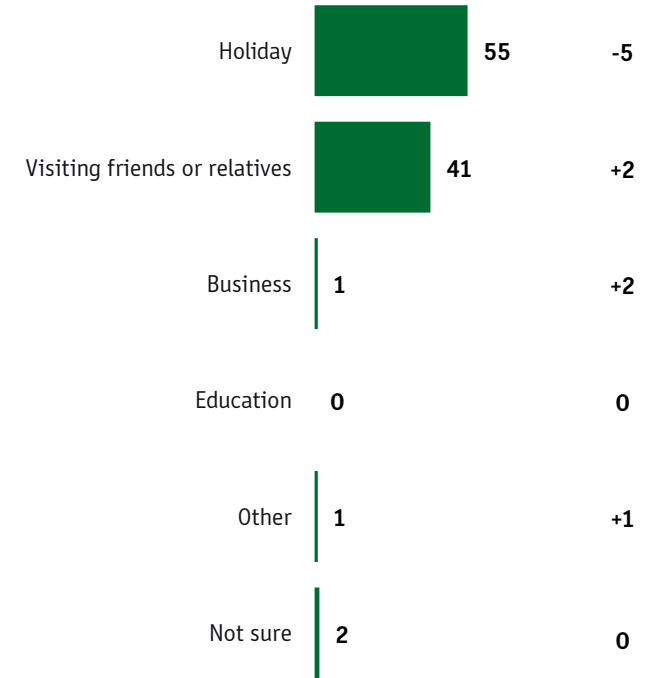
**INTENTION TO VISIT AUSTRALIA  
 % NZ RESPONDENTS**



**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**

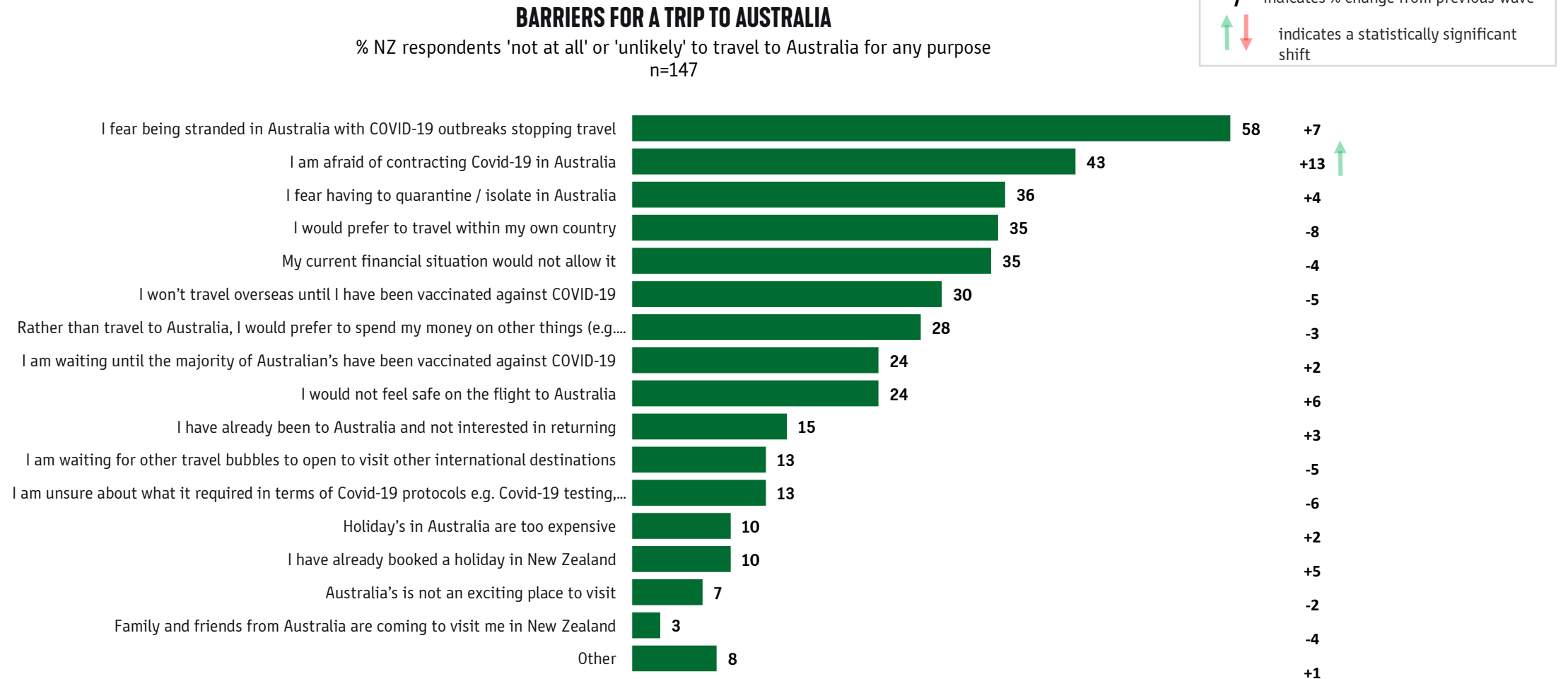


NZ to Aus n=174

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

Fear of being stranded in Australia is clearly the top barrier and up this wave, fear of having to quarantine isolate is also in the top three and up this wave. Fear of contracting the virus itself is up significantly this wave and is now the second biggest barrier.



Questions: Which of the following are reasons why you may be reluctant to travel to Australia in the next 6 months?

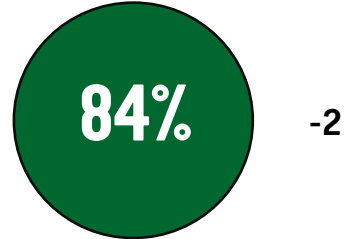
Source: Travel Sentiment Tracker (latest wave n=303. Fieldwork for latest wave was conducted 14-16 July 2021.

# NEW ZEALAND – DOMESTIC HOLIDAY

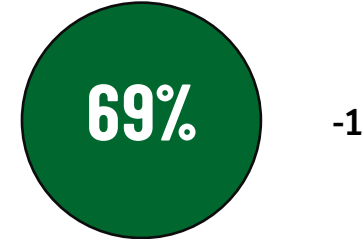
A high proportion of the NZ population are considering a domestic holiday, while 69% are actively planning a trip in NZ.

+/- indicates % change from previous wave  
↑ ↓ indicates a statistically significant shift

Considering to take a leisure trip within NZ  
% NZ respondents  
n=303



Actively planning to take a leisure trip within NZ  
% NZ respondents  
n=303





THANK YOU