

KIWIS INTEND TO SPEND THE LAST OF THOSE LAZY SUMMER DAYS JUST RELAXING.

New Zealanders certainly took up the gauntlet over summer in response to the 'Do something new, New Zealand' push by Tourism New Zealand. However, best efforts fell short of what was needed to fill the spending gap left by the absence of international tourism.

With the international market traditionally pushing another \$3billion dollars into the economy over February and March, the question now becomes how much can we rely on Kiwis to keep helping out?

A nationally representative sample New Zealanders suggests that the last of the lazy summer days will be all about relaxation, rather than outdoor adventure attractions. Spending will also be curbed but that doesn't mean it's out with the comfortable bed and hot shower in favour of the kiwi camp experience.

Our social listening analysis suggests that apart from the odd break away, we might be all holidayed out for a while! A great Kiwi Christmas and valued time with family may have fuelled the tank, for now.

For more information contact liz@researchfirst.co.nz

February 2021



2/3
are planning to travel for a holiday in the next 3 months. Short trips of 4-5 days or less will be most popular, but 29% intend to stay put.

SELF-DRIVE
options are central to destination choice. 57% will travel in their own car or campervan, while 14% will hire a car and 5% a campervan. By contrast, 36% will fly.

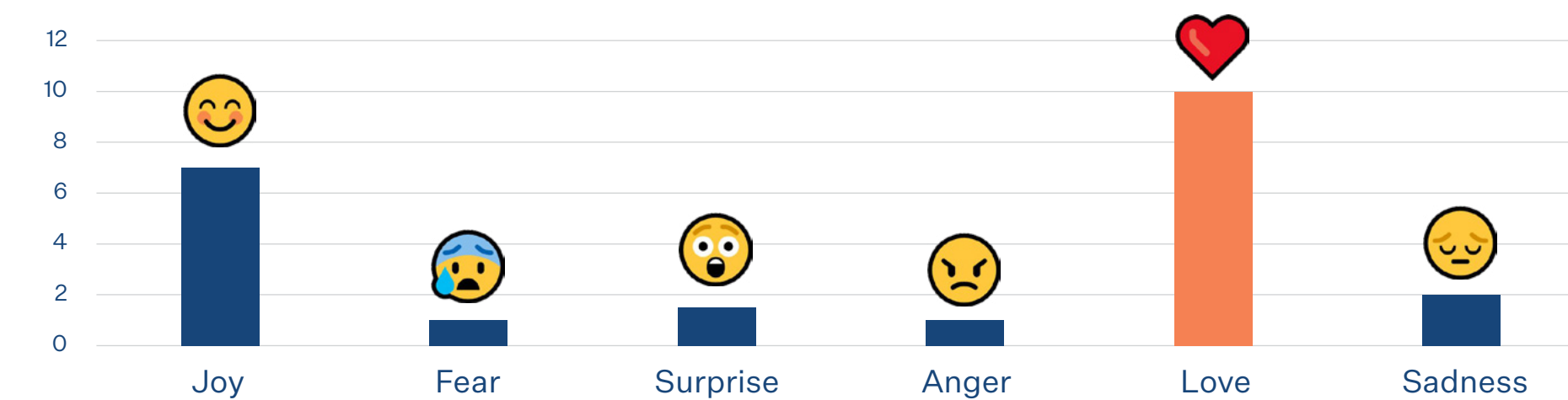
MID-RANGE
hotels/motels/Airbnb accommodation options will be most favoured (48%), while 41% will opt to stay with staying family and friends. Only 16% will seek out luxury accommodation.

RELAXATION
58% will prioritise relaxation when planning their next domestic holiday. Looking at the rest of us, destination choice will be primarily influenced by nature and wildlife activities for 14%, arts culture and heritage opportunities for 10%, food and drink experiences for 10%, sports and adventure activities for just 7% and retail opportunities for 1%.

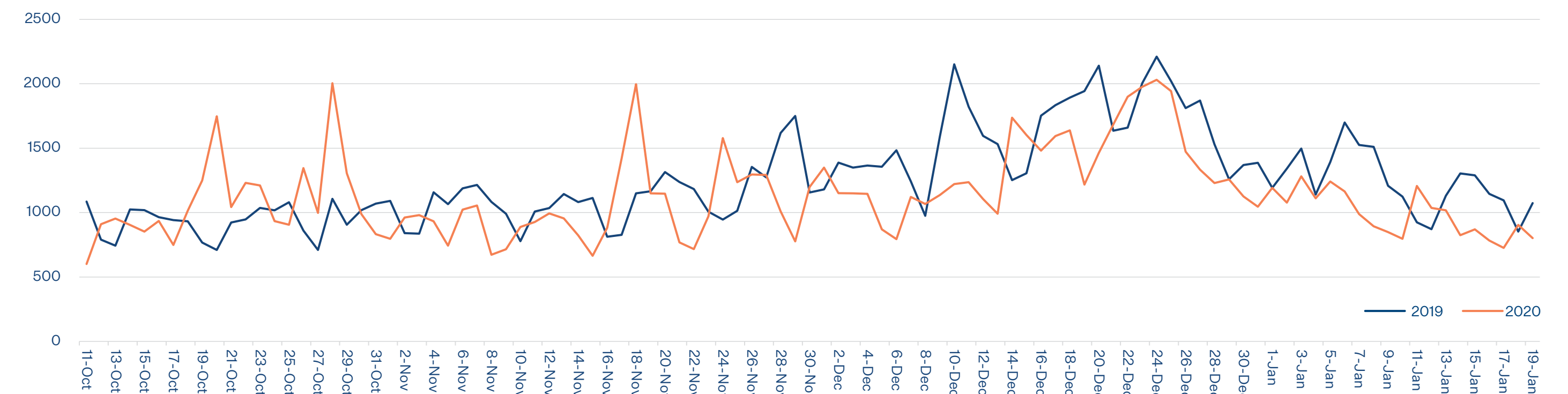
SEDATE ACTIVITIES:
Spas and thermal pools, zoos/wildlife parks and museums top the list of attractions where we are likely to spend over the next 3 months. Demand for adventure tourism type activities is likely to be minimal.

Social listening analysis shows a significant drop in tourism related discussion this year when compared with the summer holidays last year. By region, Wellingtonians are driving much of the getaway chatter.

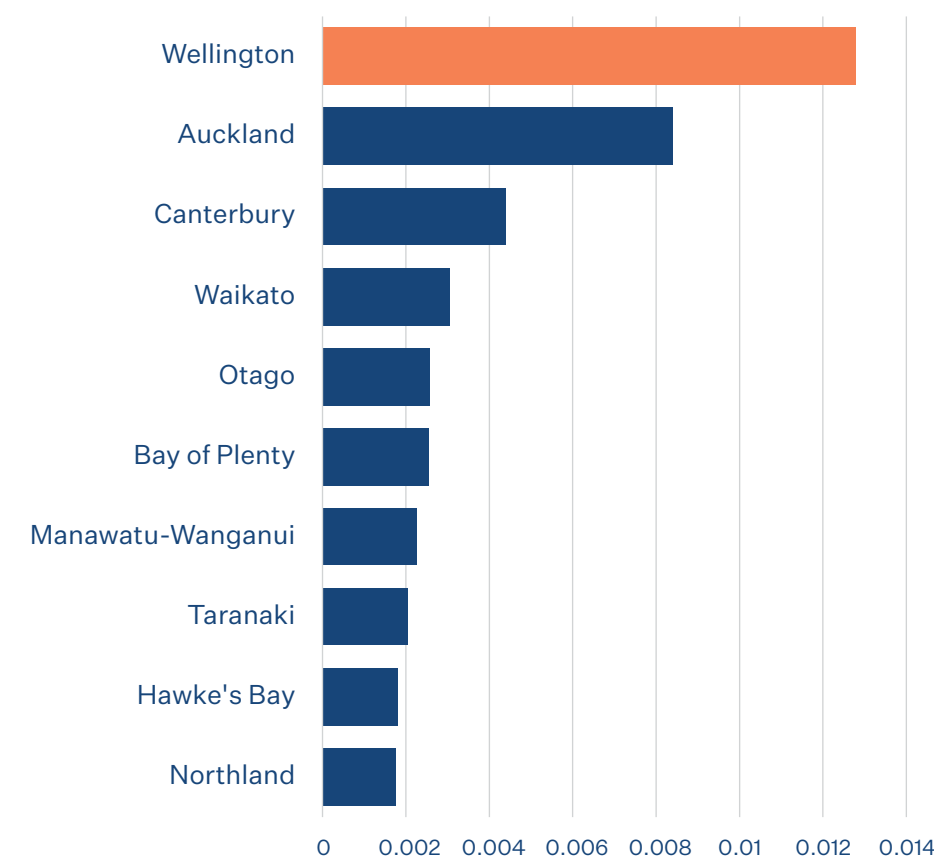
Automated Sentiment Analysis across top social media platforms:



Tourism Discussion Levels: 2019 v 2020



Discussion levels adjusted for population.

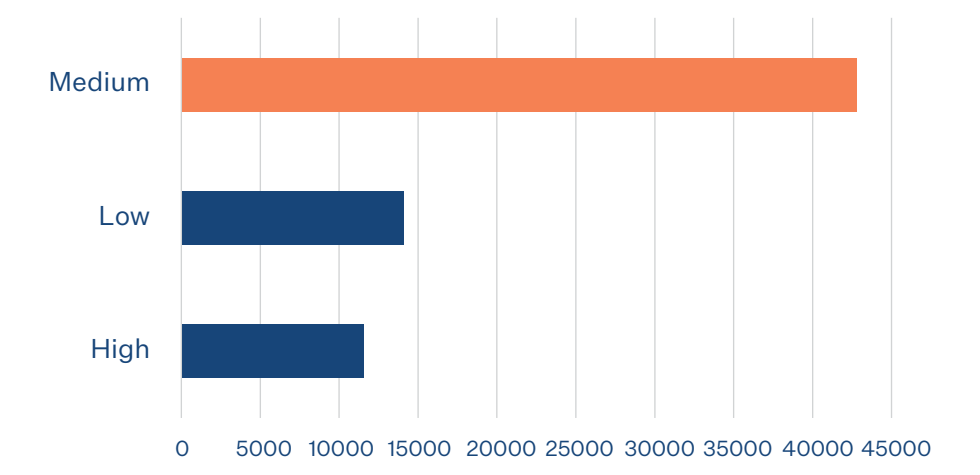


Top trending emojis



1 #newzealand 2 #travel
3 #holiday 4 #nz
5 #tourism 6 #christmas
7 #adventure 8 #covid19
9 #vacation 10 #nzpol

Author authority level



Top destinations in the chatter:

1. Queenstown
2. Auckland
3. Wellington
4. South Island
5. Christchurch

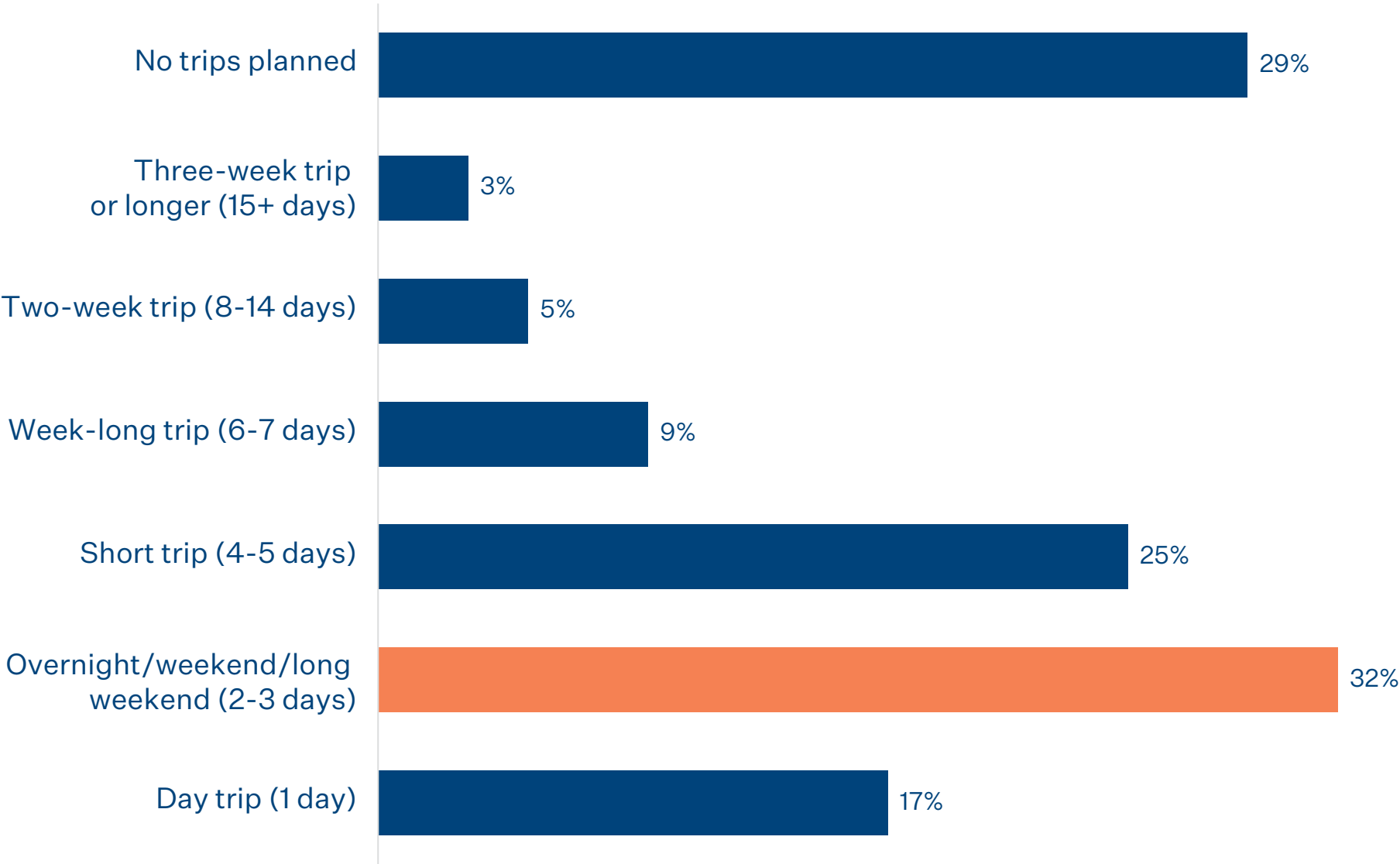


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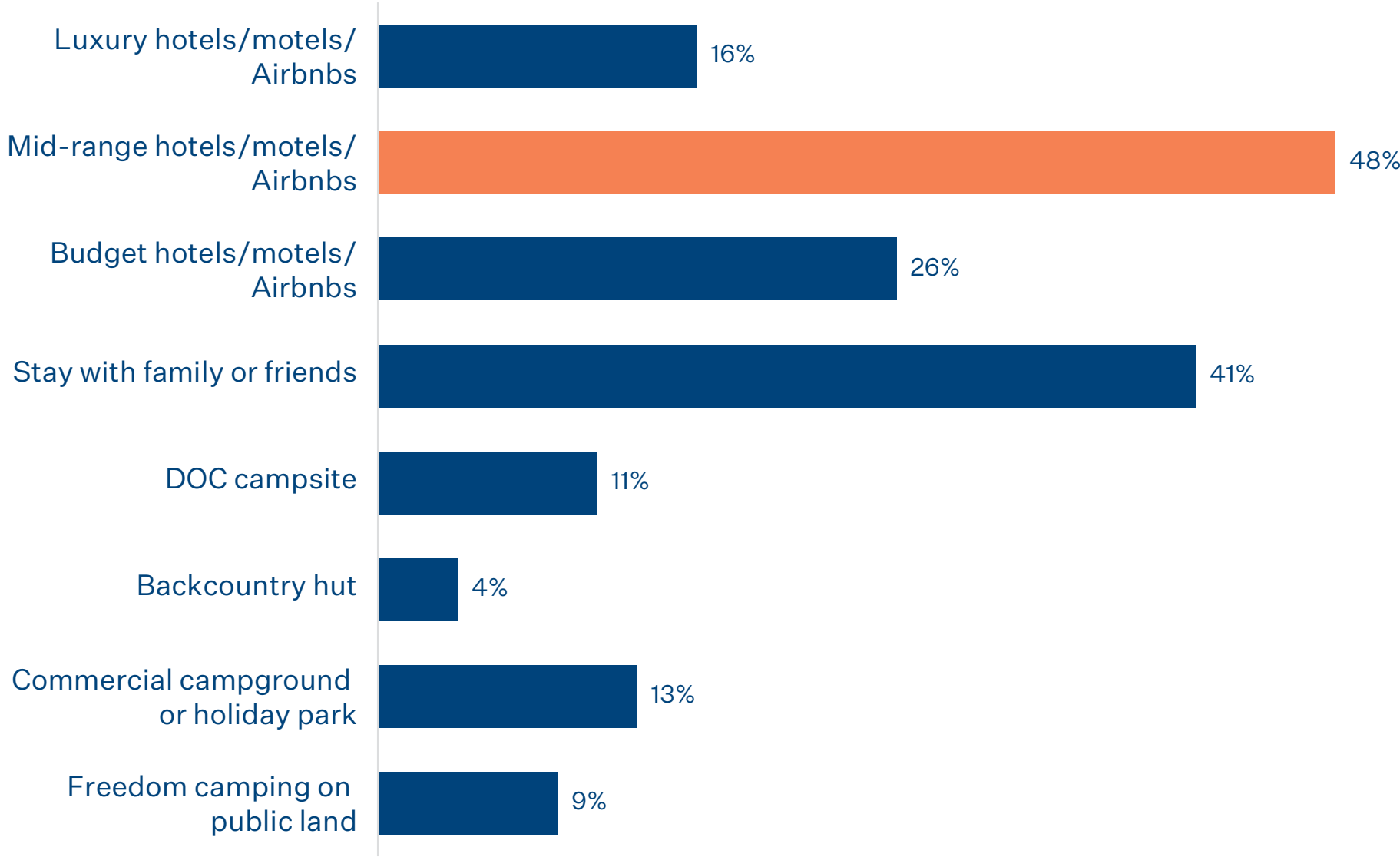
Additional Information.
For more information contact
liz@researchfirst.co.nz

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Are you intending to travel for a holiday in the next 3 months
(this includes the Easter public holidays)? Tick all that apply



Which of the following accommodation options are you planning to use for holidays in the next 3 months (this includes the Easter public holidays)? Tick all that apply.



Which of the following activities and attractions are you likely to spend money on in the next 3 months (this includes the Easter public holidays)?

Spa or thermal pools	29%
Zoos and Wildlife Parks	29%
Museum – general or natural history	27%
Art gallery or exhibition	18%
Science museum / Discovery Centre	17%
Boat cruises	16%
Kayak/Paddleboard hire	12%
Stargazing	11%
Bike tours / bike parks	10%
Zip lining	10%
Jet boat	9%
Fishing charter	8%
Rafting	7%
Scenic flights (helicopter or aeroplane)	7%
Sky diving	6%
Guided hike	5%
Bungee jumping	4%
None of the above	30%