

TOURISM: BOOKING BEHAVIOUR

We used Queenstown as a test case to understand a bit more about pre-booking versus booking in the destination for a range of tourism experiences.

The data shows the type of experience does alter behaviour:

2/3 of those that are booking the biggest ticket items will book in advance.

50:50 split for those booking adventure, leisure and sightseeing activities

Fork and Knife Dining experiences and dining reservations are more likely to be booked at the destination.

Local travel/booking agents are unlikely to be used by domestic tourists, either before they arrive or at the destination. Instead, kiwis prefer to book direct through operator websites or online travel agents, if booking in advance, or through the operator's store/outlet at the destination. Accommodation providers are also a solid source of bookings.

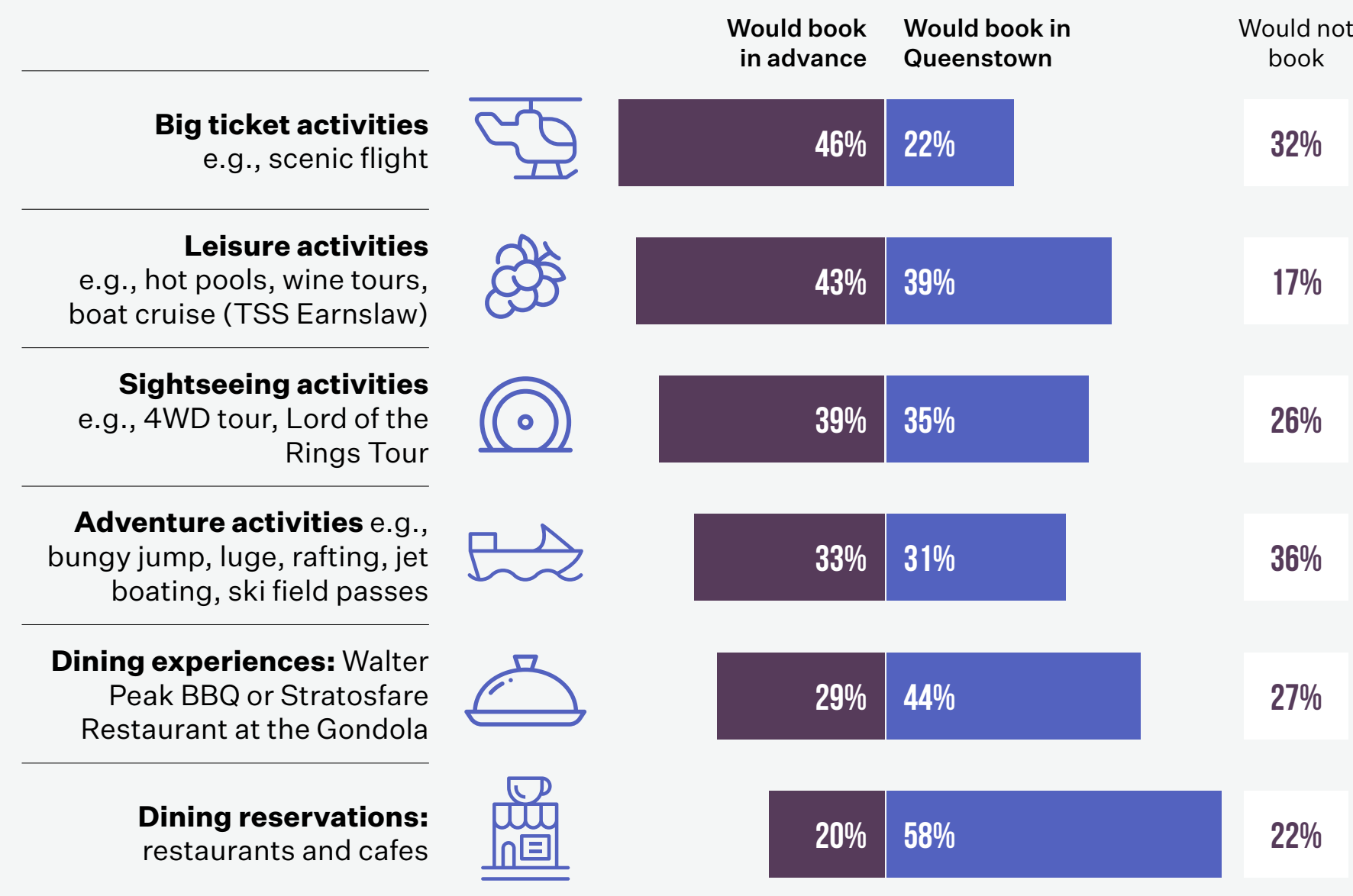
Finally, to add context, we filtered the sample to look at which activities were the most popular amongst domestic visitors to New Zealand's adventure capital. The less adventurous activities of scenic walks/hikes and hot pools topped the list. However, the luge, jet boats, snowsports and bungy also made it into the top 10.

This is a quick dive into activity in Queenstown. To find out more, or to understand your location in more detail, contact liz@researchfirst.co.nz

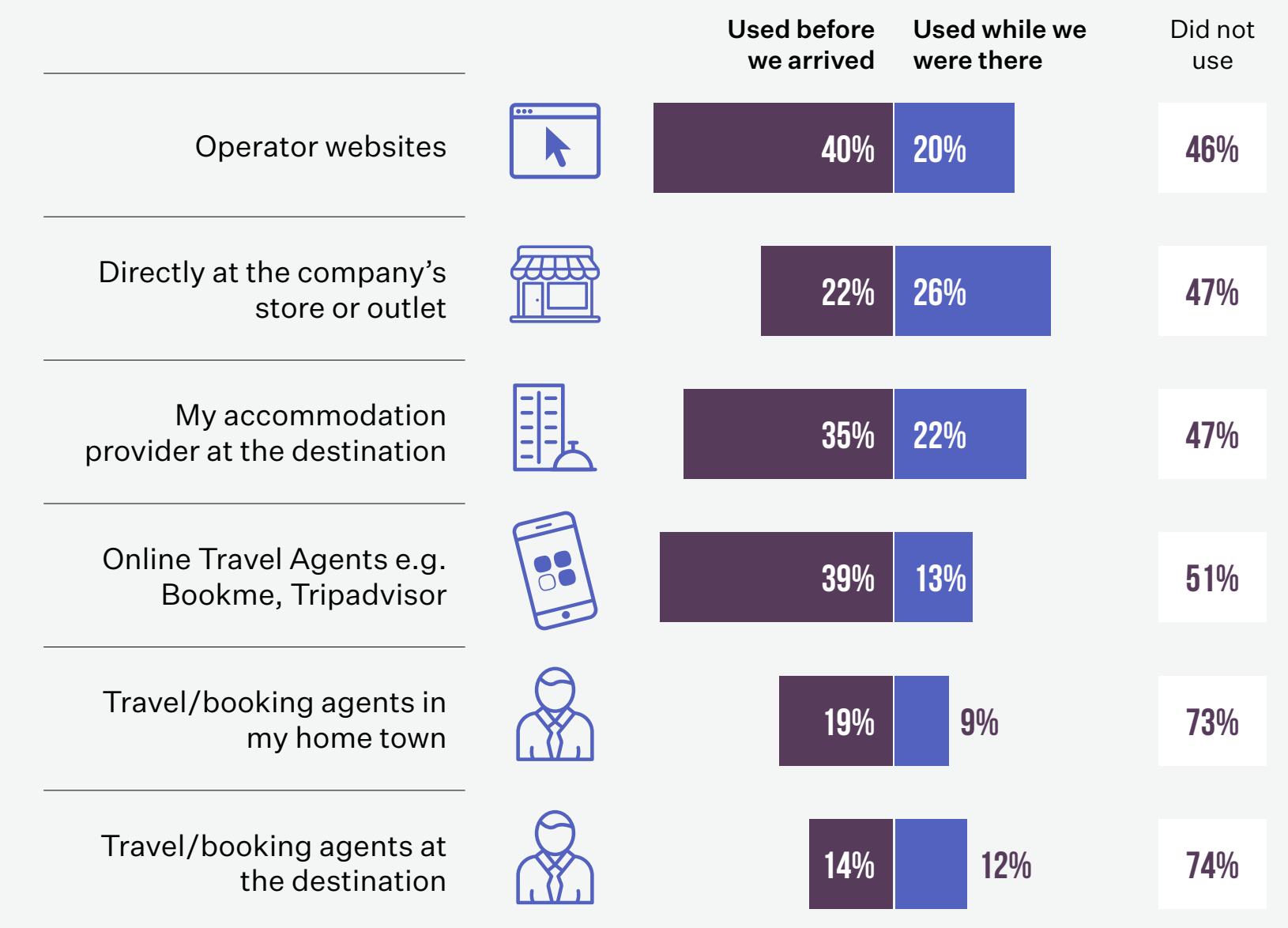
in association with



If you were travelling to Queenstown for a holiday, which of the following are you likely to book before leaving home? (Total sample)



Think about your last holiday within NZ. Which of the following methods did you use to book activities and experiences? (Total sample)

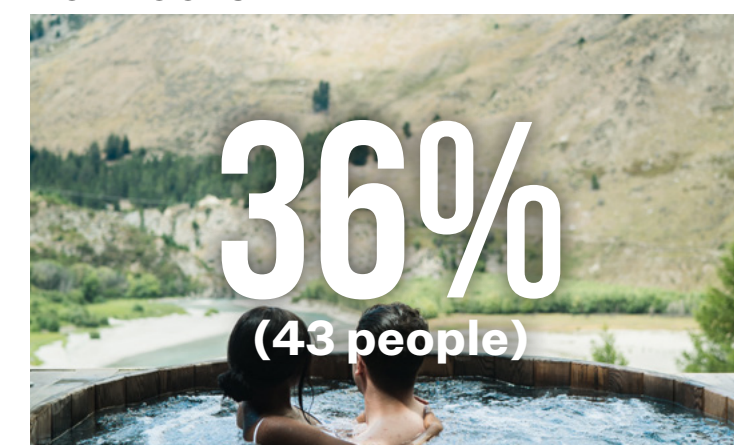


Which of the following activities did you do whilst in Queenstown? (Leisure visitors in the last 3 years)

SCENIC WALK/HIKE



HOT POOLS



LUGE



BOAT CRUISE



HERITAGE SITES



JET BOAT



Activity	%	Number of people
Ski / snowboard	19%	22
Bungy jump / swing	17%	20
Wine tour	14%	16
Casino	13%	15
Scenic flight	11%	13
Zipline	11%	13
Golf	8%	10
Mountain biking	8%	10
Fishing	5%	6
Strip club	3%	3
Rafting	3%	3
Kayaking / paddleboarding	3%	3
Hunting	2%	2
Horse trek	1%	1
None of these	7%	8
People who had visited QT for leisure in the last 3 years		118