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:

of those that are booking the biggest ticket items book in advance. split for those booking adventure, leisure and sightseeing activities 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



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

Would I in adva

Big ticket activities e.g., scenic flight

Rings Tour

Leisure activities e.g., hot pools, wine tours, boat cruise (TSS Earnslaw)

Sightseeing activities

e.g., 4WD tour, Lord of the

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Adventure activities e.g., bungy jump, luge, rafting, jet boating, ski field passes

Dining experiences: Walter Peak BBQ or Stratosfare Restaurant at the Gondola

> **Dining reservations:** restaurants and cafes



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

SCENIC WALK/HIKE

5 people

BOAT CRUISE





HERITAGE SITES



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

l book vance	Would book in Queenstown	Would not book		Used before we arrived	Used while we were there	Did not use
46 %	22%	32 %	Operator websites	40 %	20%	46 %
43 %	39 %	17 %	Directly at the company's store or outlet	22 %	26%	47 %
39 %	35%	26 %	My accommodation provider at the destination	35%	22 %	47 %
33%	31%	36 %	Online Travel Agents e.g. Bookme, Tripadvisor	39 %	13%	51 %
29 %	44 %	27 %	Travel/booking agents in my home town	19%	9 %	73 %
20 %	58%	22%	Travel/booking agents at the destination	14%	12%	74 %
20%	58%	22%	Travel/booking agents at	14%	12 %	74 %

JET BOAT



	%	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