

TRAVEL AND ACCOMMODATION

Inbound tourism is cautiously optimistic as the borders open, and bookings build. Quoted in Stuff, Tourism Export Council chief executive Lynda Keene says bookings suggest international arrivals might return to 55% to 60% of pre-pandemic levels over the coming spring and summer season. However, with the number of operating tourism proprietors down significantly in the last 12 months and low pay and poor conditions in the tourism and hospitality sectors needing an urgent fix, the domestic tourism market remains critically important.

We have taken a look at travel and accommodation plans for the next few months. The data comes from a nationally representative survey of New Zealanders. For more information, please contact liz@researchfirst.co.nz

©Research First, July 2022



	Used March - May	Planning to use over winter
Mid-range hotels/motels/Airbnbs	40%	39%
Stay with family or friends	44%	36%
Budget hotels/motels/Airbnbs	28%	26%
Luxury hotels/motels/Airbnbs	20%	15%
Commercial campground or holiday park	16%	11%
DOC campsite	12%	8%
Freedom camping on public land	12%	7%
Backcountry hut	2%	3%

MID-RANGE AND NO COST

topped accommodation choices over the autumn.

44%

of travellers stayed with family or friends, **40%** at mid-range properties. Budget hotels/motels and Airbnbs were used by a quarter of travellers, a similar proportion of the market used luxury options.

BUDGET OR LUXURY?

Mid-range and no cost are also the choice for winter holidays. However, budget options will get a bigger share of the market than luxury, during the colder season.

CAMPERS ARE STILL CAMPING.

The warm autumn attracted **16%** of travellers to use commercial campgrounds and **12%** to DOC sites. In winter this only drops slightly to **11%** for commercial campgrounds and **8%** for DOC campsites.

TWO THIRDS

of us are intending to travel to holiday over winter. For most this will be a short trip (2-3 days **60%**, 4-5 days **32%**).



RELAXATION

Our summer research showed the majority of people prioritise relaxation when planning domestic summer holidays. The same is true for winter holidays; **53%** are looking for relaxation. For the rest of us, nature and wildlife are prioritised by **18%**, sport and adventure by **11%**, food and drink experiences by **7%**, art, culture and heritage opportunities by **5%** and retail opportunities by **5%**.

TOP LOCATIONS

For North Island Travellers popular destinations for the next three months include Auckland, Bay of Plenty and Waikato.

In the South, travellers will head to Canterbury and Otago.

