



VISITOR INSIGHTS PROGRAMME
DOMESTIC VISITOR SATISFACTION MODULE

Year Ending June 2019 Update

VISITOR PERCEPTIONS

Domestic Leisure Travellers



70% of New Zealanders travelled domestically for leisure purposes within the past 12 months





Top 10 Regions Visited on Last Overnight Leisure Trip

23%	Auckland
14%	Wellington
13%	Northland
13%	Rotorua
11%	Taupo
11%	Christchurch
10%	Hamilton/Waikato
10%	Bay of Plenty
9%	Canterbury
8%	Coromandel Peninsula

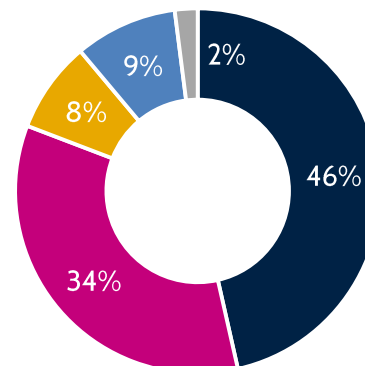
4.8 nights

New Zealanders who travelled domestically for leisure purposes within the past 12 months stayed an average of **4.8 nights** away from home on their last overnight trip

Time of Year of Last Overnight Trip:

	December 10%		June 8%
	January 17%		July 7%
	February 12%		August 8%
	March 11%		September 9%
	April 12%		October 9%
	May 9%		November 9%

Main reason for leisure travel:



- Holiday or short-break
- Visit family or friends
- Attend an event held by friends or family
- Attend an event held by someone else
- Other

8.7 out of 10

(1 = not at all satisfied – 10 = extremely satisfied)

Satisfaction averaged 8.7 out of 10 (on last leisure trip)

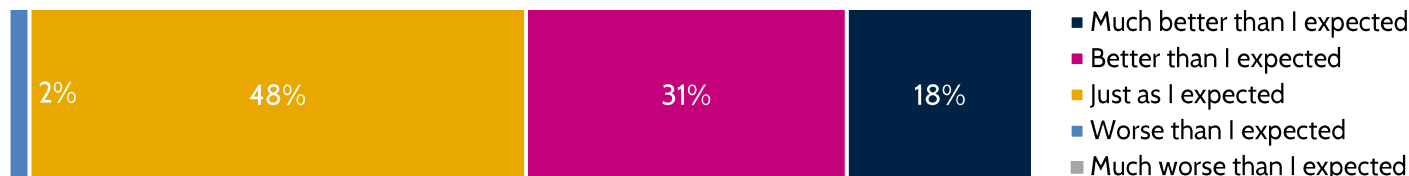


59% of domestic leisure travellers rated their last overnight trip 9 or 10 out of 10





Experience vs. Expectations:



49% of domestic travellers had their expectations exceeded

Reasons for Rating (Comments from Q2 2019 Respondents):

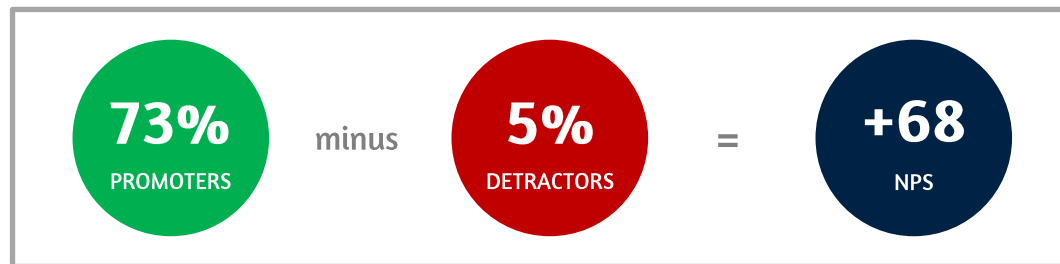
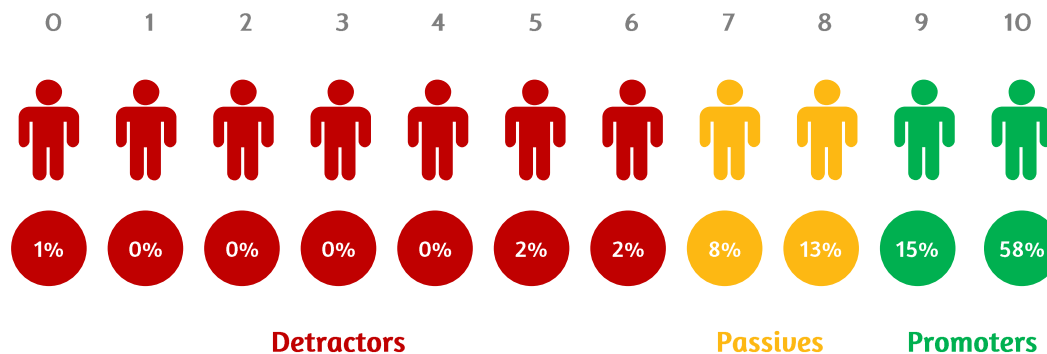
Worse	Better	Much Better
<p>Personal reasons were once again a common reason for experiences worse than expected</p> <p>“Poor quality of service and customer care. Food disappointing. Constantly in the car to get to places”</p> <p>“Very poor accommodation”</p> <p>“Not many attractions”</p> <p>“The service wasn't acceptable”</p> <p>“The weather was really bad”</p> <p>“Had stayed at the motel before but this time the bed wasn't very comfortable. The restaurant we wanted to go to had changed owner so wasn't as nice. Also the lack of reasonably priced restaurants open in the city, in fact the area doesn't seem to have anything happening after dark “</p>	<p>“Queenstown exceeded our expectations from the accommodation to dining options to all the activities there is to do”</p> <p>“It was much easier to get around than I expected. The venue for the concert was awesome”</p> <p>“Everything from booking the airline go accommodation was easy”</p> <p>“Forgot how beautiful Rotorua and Taupo are and Rotorua has changed and looks very nice in the town”</p> <p>“Enjoyed exploring the city and found some great places off the beaten track”</p> <p>“Never been to that region before nor had any friends. Not sure what to expect but it was very pleasant and the people were very friendly. The area we stayed was beautiful and the climate very pleasant. Plenty of places to eat and drink and the price of petrol much lower than the south island”</p> <p>“Discovered new and scenic places which makes us want to go back”</p> <p>“I saw so many places that are 'famous' in New Zealand but I had never travelled to them before. It was incredibly beautiful and I was really surprised with the country. I left with a better understanding of why tourists love it here”</p> <p>“I was told that Palmerston North was boring, but we did various walks and the shopping was good”</p>	



Net Promoter Score:

The Net Promoter Score (NPS) is an indicator used globally to measure customer engagement and loyalty, based on the likelihood of a customer recommending a product or service. Any positive score means that there are more loyal advocates willing to recommend a product or service (promoters) than unhappy critics (detractors). A passive customer is satisfied, but unenthusiastic. A high score of +100 means that every customer is a promoter, while a low score of -100 means that every customer is a detractor.

How likely are you to recommend New Zealand as a holiday destination to others?



Year Ending June 2019 Update

In the past 12 months, 70 percent of New Zealanders travelled domestically for leisure purposes, with the summer period recording the greatest proportion of last overnight trips (39 percent) and winter the least (23 percent).

Almost half of those who travelled domestically in the past 12 months for leisure purposes had their expectations exceeded, with only two percent having an experience worse than their expectations.

Those who had their expectations exceeded, cited a wide array of reasons, with the most popular being regions delivering more than anticipated, great hospitality and scenery. For those whose experience was worse than expected, most responses cited personal reasons.

Overall, domestic visitor satisfaction for the year ending June 2019 was 8.7 out of ten, which a high NPS score of +69 reported. These metrics continue to suggest positive experiences of domestic leisure travellers in New Zealand.

Breaking down the data by quarters, domestic travellers in Q2 2019 stayed an average 5.4 nights away from home on their last overnight trip (compared with 4.3 nights in Q2 2018) and more than half had their expectations exceeded (51 percent, up from 43 percent). All other findings remained consistent across quarters.

Angus & Associates is an independent research and strategic planning consultancy specialising in tourism and leisure. The Visitor Insights Programme (VIP) is our ongoing programme revealing how New Zealand's visitors think, feel and act.

The Visitor Perceptions programme (the online component of the VIP) is designed to monitor perceptions of regional travel destinations within New Zealand to meet the needs of organisations across the industry, including Regional Tourism Organisations/Economic Development Agencies and individual operators. The Visitor Perceptions programme offers subscribers a cost-effective approach to profiling visitors to their region and to monitoring and benchmarking communication awareness and brand perceptions, through a syndicated survey of the domestic and Australian travel markets.

The Visitor Perceptions programme is conducted online, including on mobile devices. A total sample of n=4,800 New Zealand and Australian travellers are included in the programme each year (a monthly sample of n=200 New Zealanders and n=200 Australians), recruited via SSI's consumer panel. Respondents must be aged 18+ years and must have travelled overnight within the past 12 months to participate in the research. Quotas based on New Zealand and Australian census data (region of residence, gender and age) have been set to ensure a representative and consistent sample to accurately monitor changes over time.

For the domestic visitor satisfaction tracking module, respondents must also have travelled overnight in New Zealand within the past 12 months for leisure purposes (i.e. excluding trips taken for the primary purpose of business, education, stopover, medical treatment and other non-leisure purposes).

This update is based on data collected between 1 July 2018 and 30 June 2019. The next update will be available in October.

For more information about these findings, and the Visitor Insights Programme, please contact:

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