



VISITOR INSIGHTS PROGRAMME
DOMESTIC VISITOR SATISFACTION MODULE

Year Ending September 2019 Update

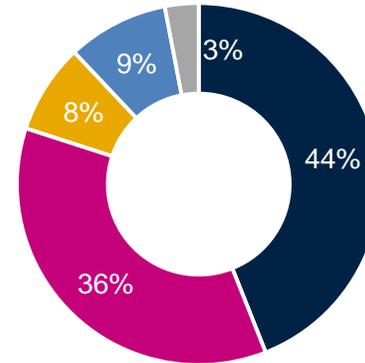


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72% of New Zealanders travelled domestically for leisure purposes within the past 12 months

Main reason for leisure travel:



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

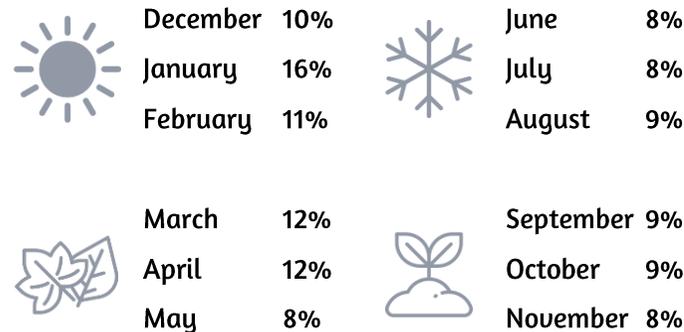
Top 10 Regions Visited on Last Overnight Leisure Trip

- 24%** Auckland
- 14%** Wellington
- 13%** Northland
- 12%** Rotorua
- 11%** Christchurch
- 11%** Taupō
- 10%** Hamilton/Waikato
- 10%** Bay of Plenty
- 8%** Canterbury
- 7%** 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:



8.6 out of 10

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

Satisfaction averaged 8.6 out of 10 (on last leisure trip)



57% of domestic leisure travellers rated their last overnight trip 9 or 10 out of 10



Experience vs. Expectations:



48% of domestic travellers had their expectations exceeded

Reasons for Rating (Comments from Q3 2019 Respondents):

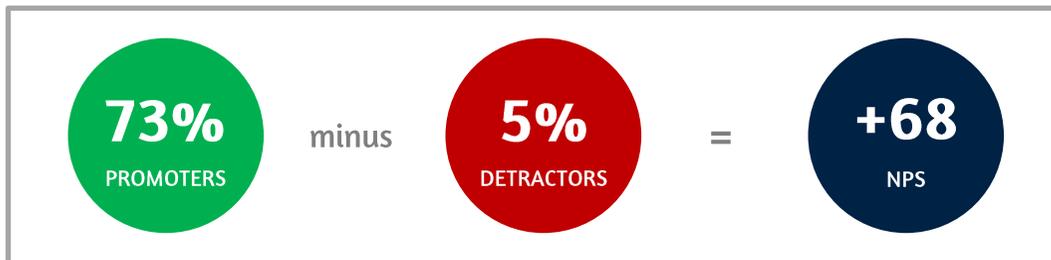
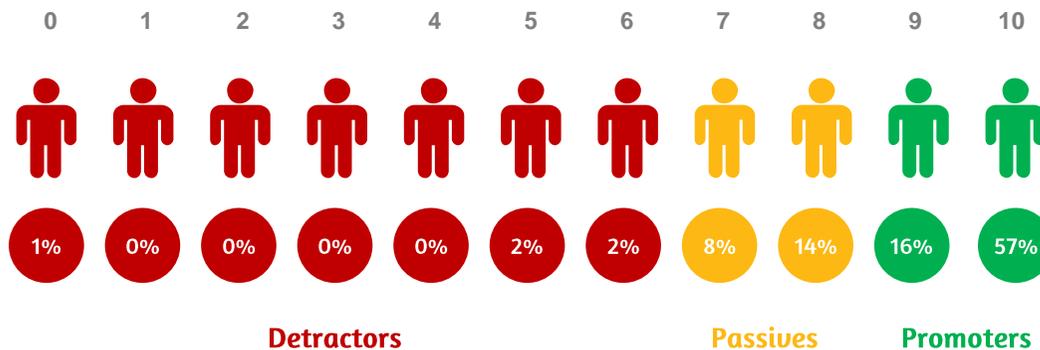
Worse	Better	Much Better
<p>Accommodation was a common reason for experiences to be worse than expected</p> <p>“Bad weather and sickness”</p> <p>“Our hotel was a huge let down”</p> <p>“Underperforming motels in Rotorua and disgraceful accommodation in Taupo”</p> <p>“Expensive accommodation and poor access to areas which I wanted to visit”</p> <p>“The scenery was just below my expectations”</p> <p>“Bad customer service”</p> <p>“Disappointed that Christchurch has not progressed in rebuilding as it should. Accommodation only average and expensive.”</p>	<p>“Absolutely brilliant transport service. Was expecting it to be rubbish but it amazed me.”</p> <p>“Beautiful nature, meeting new people, learn about cultural history and customs”</p> <p>“Christchurch had really improved since I'd been there last & there was lots of new things to do”</p> <p>“Going on holiday in winter I didn't think was the best plan, but it turned out amazing as places were a lot quieter and peaceful, and it made the whole experience special”</p> <p>“Great scenery that is much better in person. Good mixture of things to do and relaxation.”</p> <p>“It was more relaxing and the scenery was breath taking just what we needed”</p> <p>“There is so much to do on a budget in Wellington”</p> <p>“Visiting the Eastwoodhill Arboretum on a sunny day in Autumn was a magic experience for a photographer”</p> <p>“We drove from Auckland to Wellington, and since it was my first time ever, I got to see a lot of new scenery. Also, the city of Wellington has a lot of good things to do in it, and especially a lot of good cafes. I enjoy how Wellington doesn't feel too much like a 'big city', especially coming from Auckland.”</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 September 2019 Update

In the past 12 months, 72 percent of New Zealanders travelled domestically for leisure purposes, with the highest proportion of last overnight trips occurring in the summer season (37 percent) and the lowest proportion in the winter season (25 percent).

Of those who travelled domestically in the past 12 months for leisure purposes, almost half had their expectations exceeded. Only three percent had an experience worse than their expectations.

Those who had their expectations exceeded cited a wide array of reasons, with the most common themes being the nature and scenery, regions delivering more than anticipated, and experiencing great hospitality. For those whose experience was worse than expected, many responses cited accommodation issues.

Overall, domestic visitor satisfaction for the year ending September 2019 was 8.6 out of 10 and the NPS score is +68. These metrics continue to suggest that domestic leisure travellers in New Zealand are having very positive experiences.

Comparing Q3 2019 to Q3 2018, the findings suggest that a higher proportion of New Zealanders travelled domestically for leisure purposes in the most recent 12 month period (up five percent to 74 percent in Q3 2019). All other findings remain consistent.



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 October 2018 and 30 September 2019. The next update will be available in January.

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

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