



NZME.
TellME

Travel Survey
Wave 4 2023
NZME TellME respondents

At NZME, we love travel, and we know Kiwis love to travel.

With a rich and unique mix of radio, digital, social, and print channels we're engaging with over 3 million travel intenders.

The information, inspiration and resources we share resonate with Kiwi travellers to drive consideration, action, and adventures.

“Jobs fill your pocket, but adventures fill your soul.”

- Jamie Lyn Beatty





3.7 MILLION
kiwis are intending to
travel in the next year

NZME reaches over
3 MILLION
of them

NZME.

SOURCE: Nielsen CMI Q3 22 - Q2 23 fused Aug'23



And we know that travel intent is growing

With travel restrictions a thing of the past, New Zealanders are making up for lost time. Big trips are on the cards. Over half of international travelers have taken or are planning on taking a significant trip to make up for the travel they missed out on.

Planning has started for mid-winter breaks overseas in 2024, and NZME can reach 1.4m international travel intenders.

1.7 million

Intend to travel internationally in the next year*

3.2 million

Intend to travel domestically in the next year*

With international travel back. Big time.

This time last year Kiwis told us they were excited about their future travel plans, ticking off those bucket list destinations.

This year we've seen these plans come to fruition, with 21% taking significant trips.

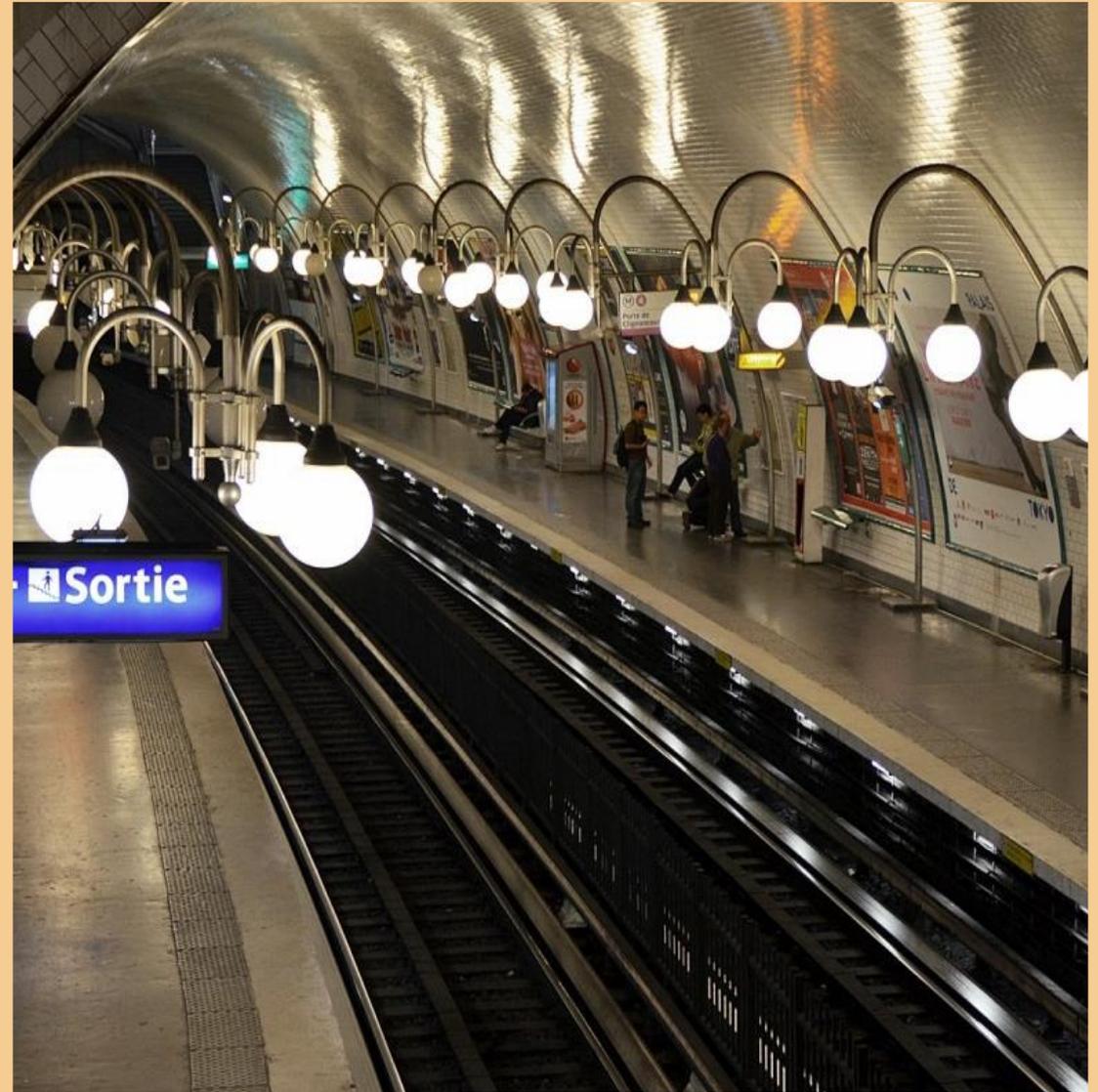
Trip length is substantially increasing, and international travel intention has soared.

+51%

International travel intention has increased*

-5%

Domestic travel intention has decreased slightly*



*Source: Nielsen CMI Q3 22 - Q2 23 Aug'23 Fused compared to the previous year

Because travel is important to us.

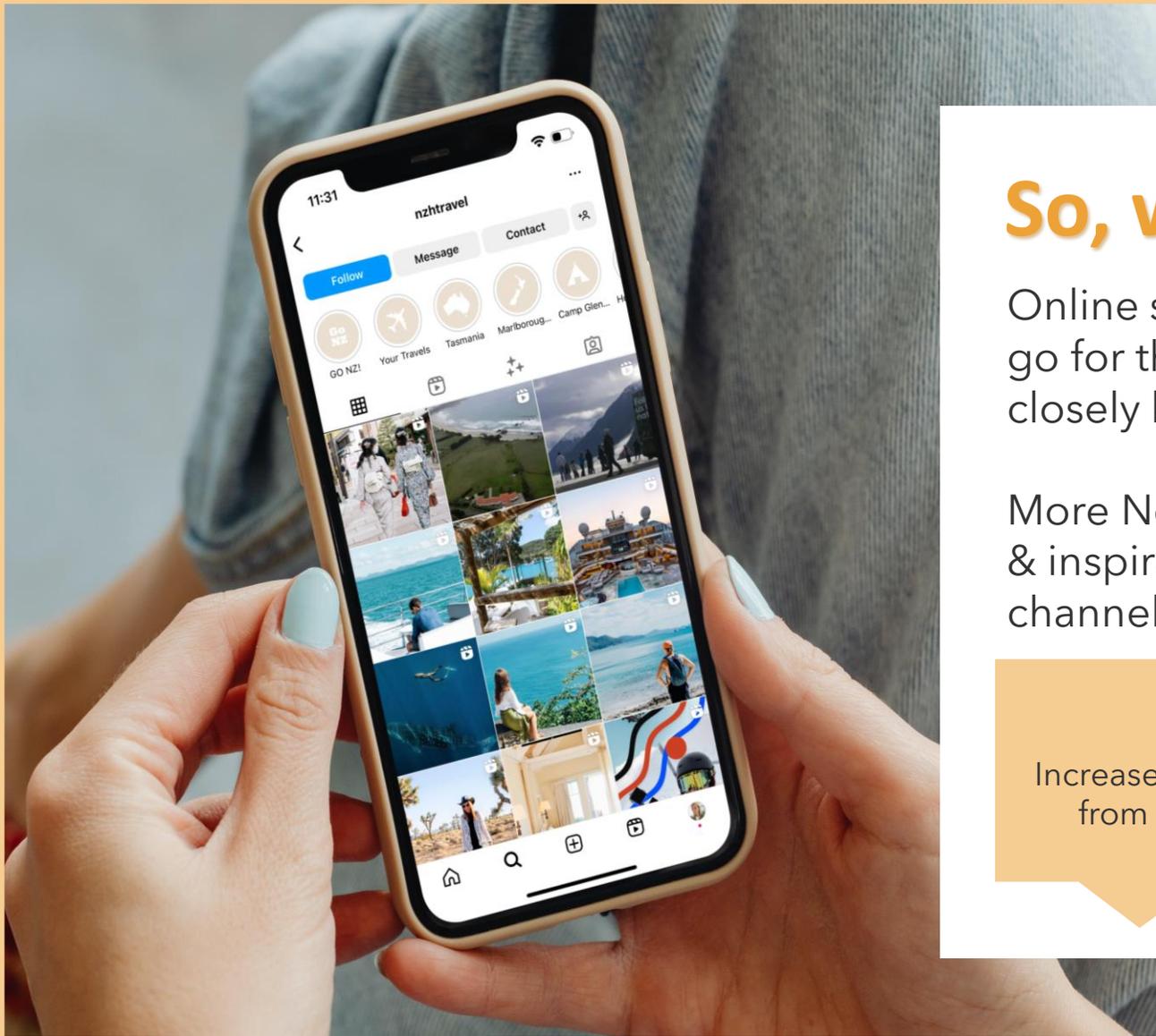
93% of Kiwis place an importance on travel.

Kiwis love travel, it's synonymous with our identity, so despite times of uncertainty, our need to experience something outside of our daily lives means travel is a 'necessity'.

We may be more mindful of spending on our trips right now, but travel continues to be an essential part of our calendar year.

Travel Importance





So, we seek inspiration.

Online search has become the number 1 place Kiwis go for their travel planning & inspiration, followed closely by friends & family and travel websites.

More New Zealanders are getting their travel ideas & inspiration from radio, podcasts & social media channels.

2.5x

Increase in travel inspiration
from radio & podcasts

+36%

Increase in travel inspiration
from social channels

Our travel audiences.



Independents (18-34)
1,145,000*

Adventure and experience is front of mind when travelling as a young independent traveller, whilst they still plan, it's not every detail so that there is more flexibility.

Where to next?
Japan, Queenstown



Families (35-54)
1,197,000*

The time of life where a break is not only wanted but needed. They like to travel with a set plan, you will likely find them with a mixed holiday of lounging and exploring.

Where to next?
Australia, Wellington



Mature Travellers (55+)
1,287,000*

Some say it's the best time to travel, more money & time so they can really explore. As more confident & experienced travelers, they know how to get the best out of their holidays.

Where to next?
Europe, Christchurch

Domestic Travel.

For the love of nature

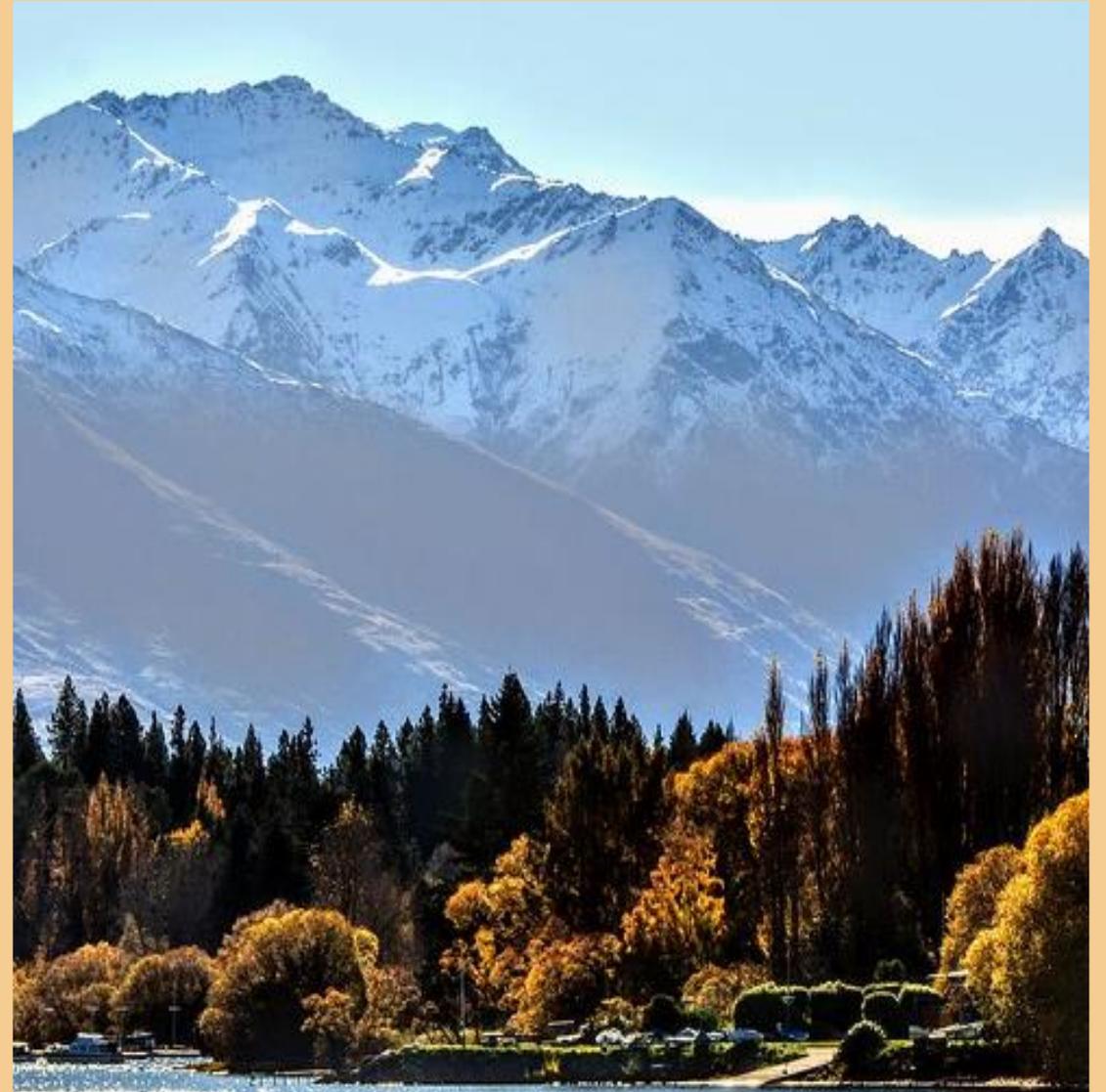
ADVENTURE | NATURE | OUTDOORS

A quarter of Kiwis are apprehensive about domestic travel post recent weather events and have changed their summer holidays plans as a result.

In saying that, **43% have booked** their NZ summer holiday.

Kiwis are **spending \$1,600** on an average domestic holiday.

**Most are travelling domestically during
December - March 2023/24**



Top domestic destinations.

Queenstown continues to be the most popular domestic destination for Kiwis, offering activities all year round. Other must visit destinations include:

78%* INTEND TO TRAVEL DOMESTICALLY IN THE NEXT YEAR



Queenstown 17%



Wellington 17%



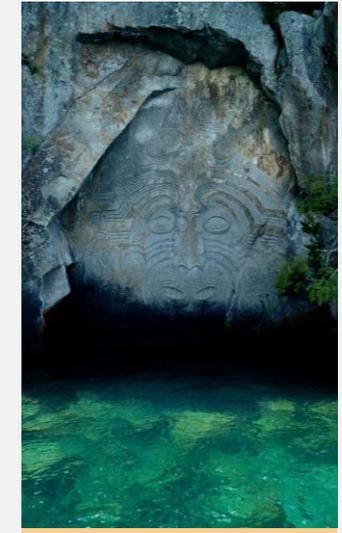
Christchurch 14%



Auckland 11%

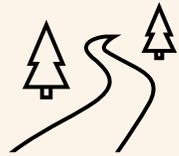


Coromandel 8%



Taupo 7%

Motivations and travel styles.



Peaceful

Away from crowds or off the beaten track (68%*)



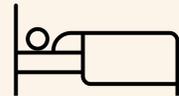
Motivation

Rest, relaxation and recharge (83%*)



Mode

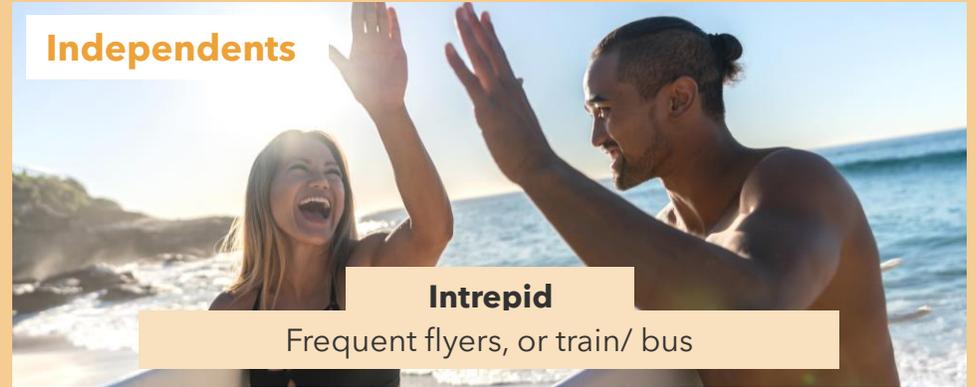
On average they take **three*** flights per year within NZ



Accommodation

They spend around \$1,500 on accommodation*

Independents



Intrepid

Frequent flyers, or train/ bus

Families



Convenience

Flying to save time, and hire car

Mature Travellers



Set their own pace

Road trip & campervans

Feels like summer.

New Zealanders are ready for summer holidays, with the average number of intended trips on the rise.

Those quick summer jaunts are just around the corner.

As we make our way to popular summer regions like Tauranga, Coromandel & Taupo with last year's weather a distant memory, we are spending more time with our favourite media.



39% of Kiwi road trippers enjoy **listening to more radio** when taking a lengthy drive.



Over half (57%) will keep up with the **latest news** via their favourite news site or app.

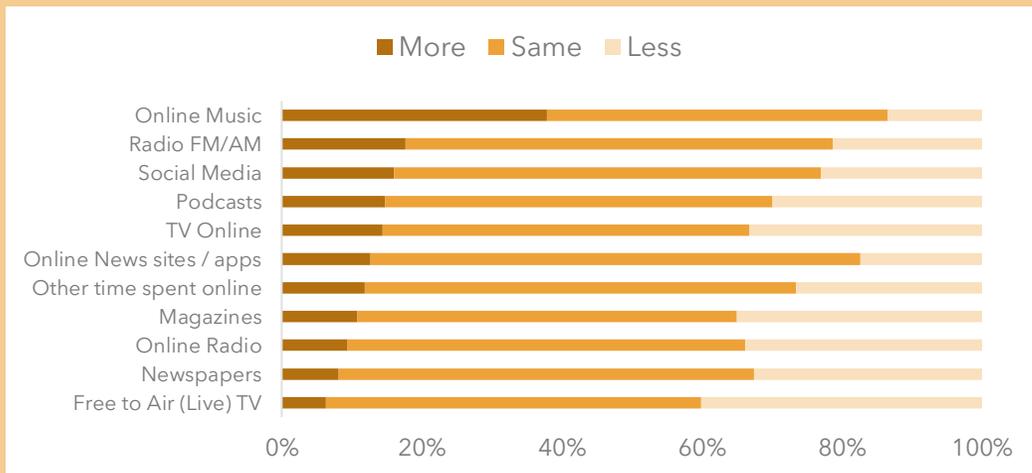


1 in 4 will look out for their **local community newspaper** at their summer destination.



The sound of summer.

Our media habits in the summer months change. As we spend more time on the go, we are consuming more online music, radio, social media & podcasts, while watching less TV (FTA in particular).



International Travel.

For the love of adventure

HISTORY | CULTURE | EXPLORE

Kiwis are taking their time to carefully plan their next holiday.

While nearly a third are planning to take a significant trip to make up for lost time, **63% of overseas travel intenders are yet to book** their next holiday.

Kiwis are **spending \$7,800** on an average overseas holiday.

45% Kiwis intend to travel internationally from April 2024



Top international destinations.

Australia continues to be the most popular international destination for New Zealanders on their next holiday. Other must visit destinations include:

41%* INTEND TO TRAVEL INTERNATIONALLY IN THE NEXT YEAR



Australia 38%



England 12%



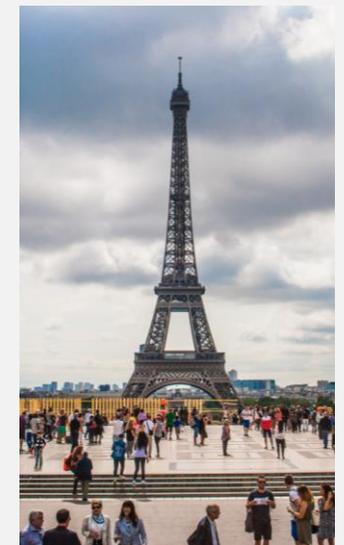
Japan 9%



Italy 9%

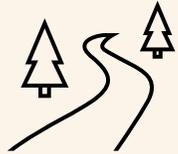


America 8%



France 8%

Motivations and travel styles.



Style

Indulgent and luxury accommodation (44%*)



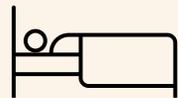
Mode

On average they fly international twice* per year



Motivation

Immersed in cultures, traditions and history (71%*)



Travel & Accommodation

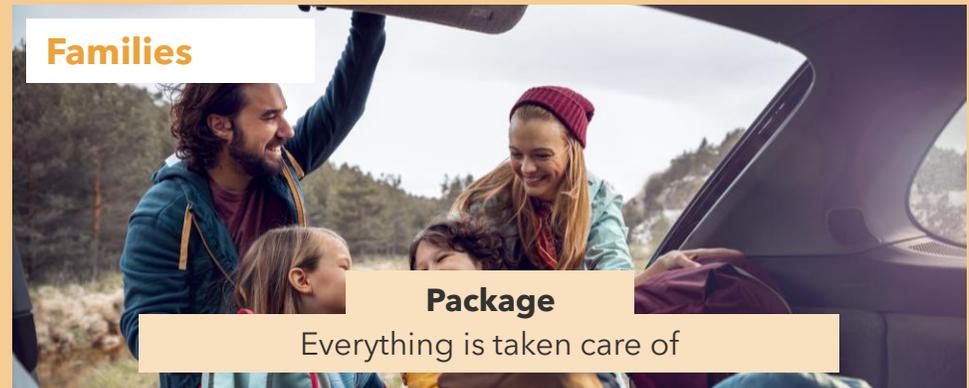
On average they will spend over \$5k*



Independents

Consistency

Booking direct, Availability of no-frills airfares



Families

Package

Everything is taken care of



Mature Travelers

Budget

Advice from travel agents

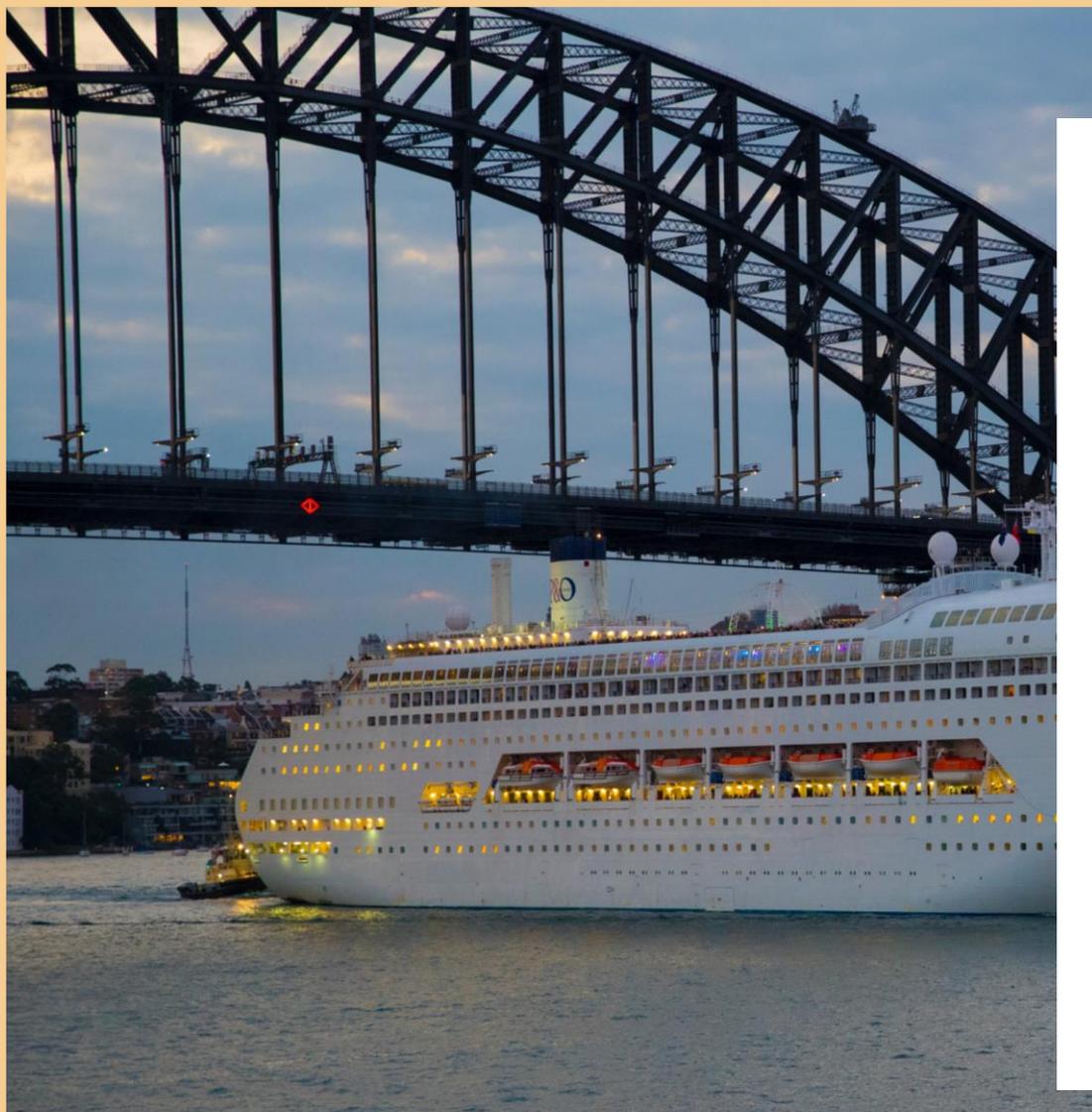
Time to stopover.

With long flight times from New Zealand to get to many dream destinations, Kiwis like to break up their travel with a short stopover.

Almost 1 in 4 of Kiwis going overseas are including a stopover in their trip - with the majority (62%) stopping for less than 48 hours.

Singapore, various Australian cities and the UAE including Dubai & Abu Dhabi are the top destinations for a quick stopover.





Let's Cruise.

Continuing to increase in popularity, cruises have historically been seen as an older type of holiday and are now appealing to a younger generation.

Over a quarter of cruise intenders are under 29 years (27%), compared to 16% aged over 65 years*.

The five most popular cruise destinations are:

1. Pacific Islands,
2. New Zealand coastline,
3. Mediterranean/Greek Islands,
4. Australia and
5. Caribbean.

43%

Would consider going on a cruise in the next year

+7%

Cruise intention has increased compared to 6 months ago[^]

Advertising Spend

Travel Industry 2019 - 2023



Path to Travel with NZME

Dreaming

41% intend to travel overseas and 78% domestically in the next 12 months*

Planning

Online search, friends/family & travel sites are top of the list when planning travel, with radio, podcasts & social platforms now having more influence.

Booking

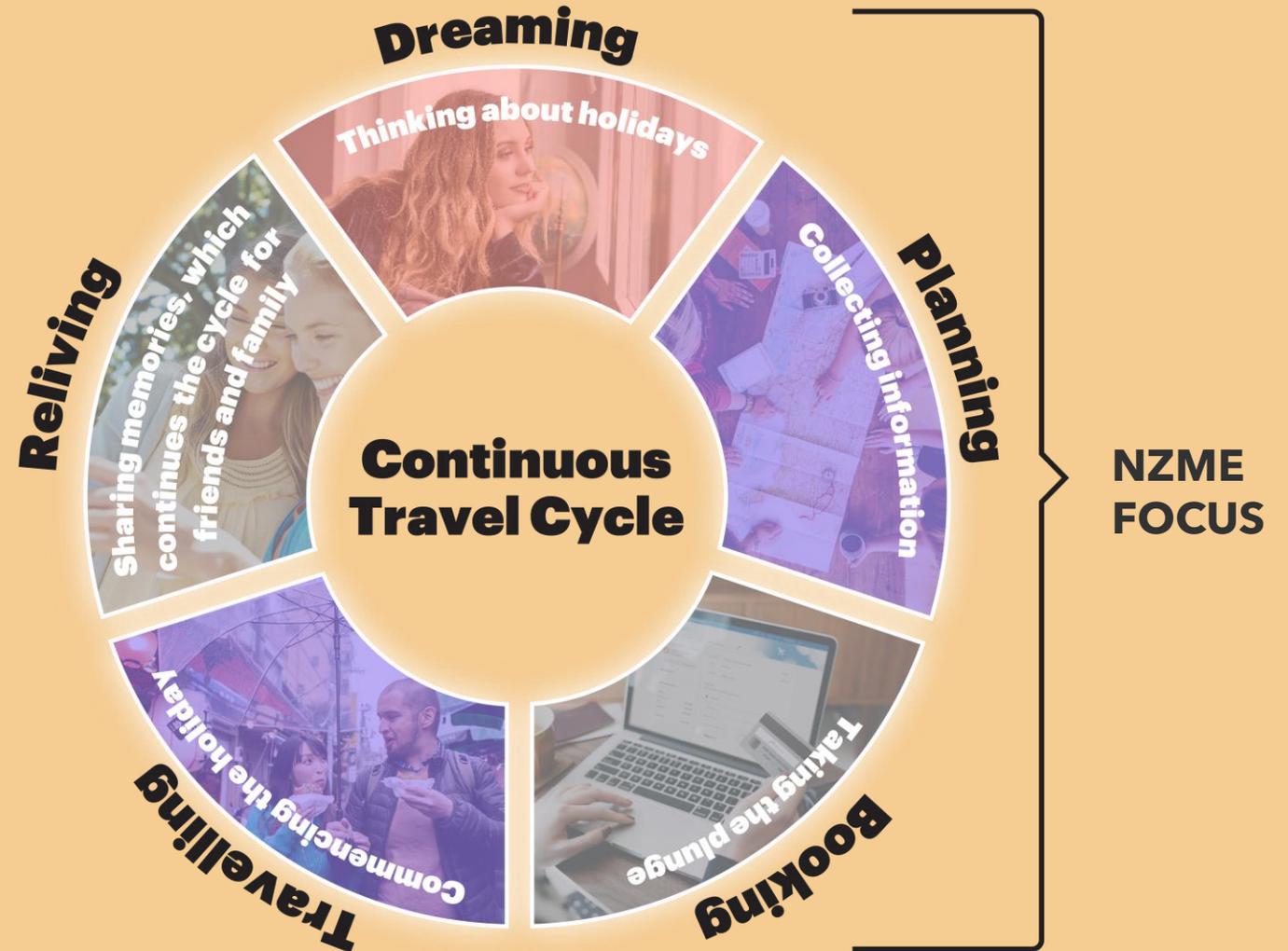
63% are yet to book their next intended overseas trip & 3 in 4 like to be able to book direct*

Travelling

We love to have sight-seeing, beaches and food and drink when we holiday

Reliving

51% have travelled overseas in the last 12 months, with 48% sharing photos/videos on social media.



NZME Travel Audience

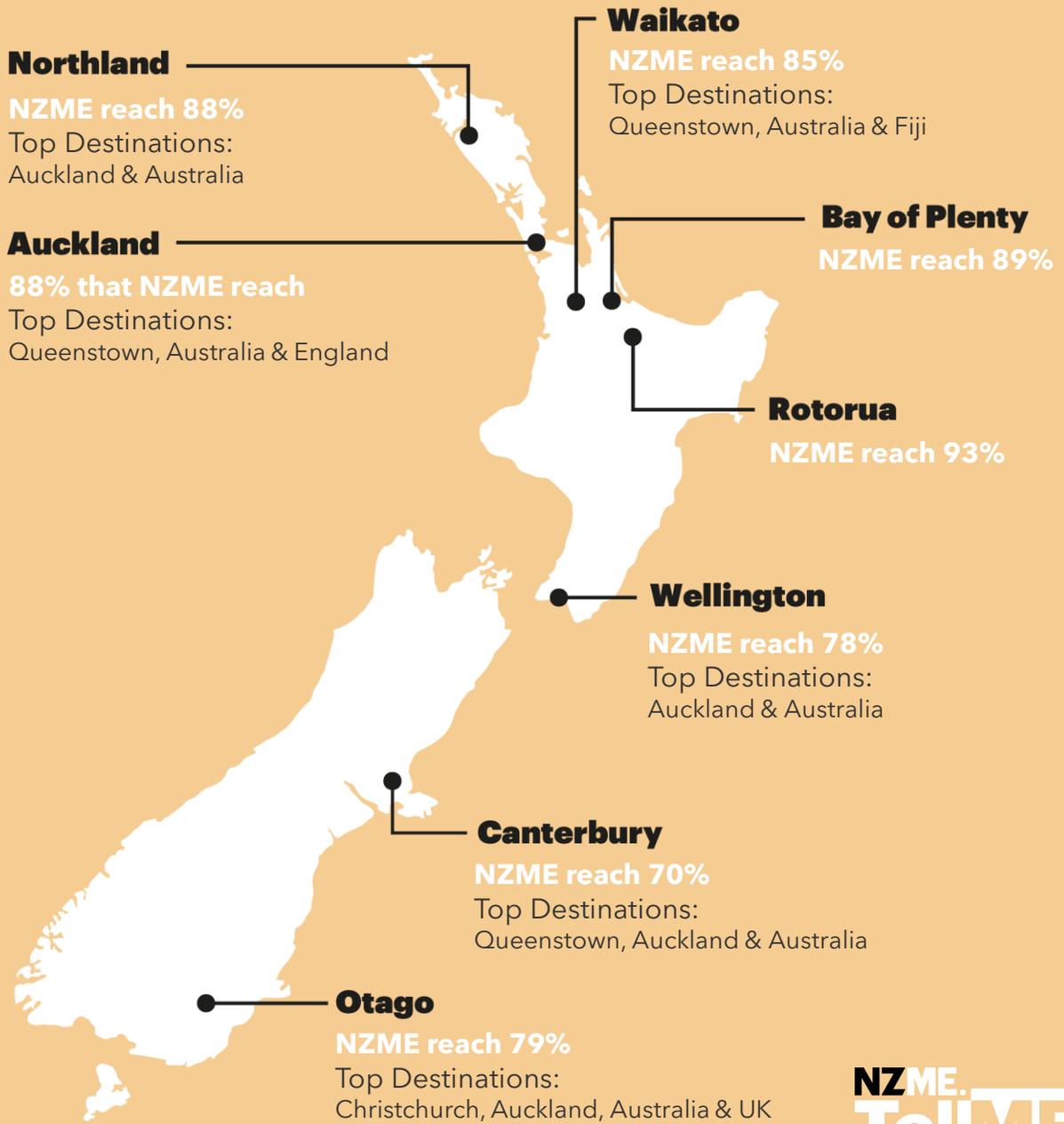
Reaching
3,059,000
Travel Intenders



NZME Reaches 82% Travel Intenders across New Zealand*



*Source: Nielsen CMI Q3 22 - Q2 23 Aug '23 Fused AP15+. Monthly coverage for Daily & Community titles, Weekly coverage for Newspaper Inserted Magazines, Monthly UA for Digital, Weekly Reach for Radio (GfK RAM S1 22). Note: Fused data has potential for duplication.



Why NZME...



TRUSTED

Audiences trust us. Aligning your brand with ours will drive trust and credibility with audiences.



REACH

Our platforms engage over 82% (3,059,000) of all travel target demographics*



ONE-STOP SHOP

From dreaming to reliving, we connect you to audiences every step of the way driving action.



NZME AUDIENCES GO PLACES.

They come to us before they go



NZME reaches **3.06 million** Kiwi travel intenders



Our Travel brand reaches **over 800,000** New Zealanders



We publish New Zealand's **#1 travel magazine**



Our audience spend an average **\$7,800** on overseas holidays*