

NZME.
TellME

**Travel survey wave 6
2025.**

NZME TellME respondents

Travel lovers love NZME travel.

Understanding and inspiring Kiwi travellers



Almost 3.2 million travel intenders* engage with NZME across our unique mix of digital, print and audio channels.



Almost 9 in 10 New Zealanders place a significant importance on travel so we know that Kiwis love travel as much as we do.



At NZME we provide the information, inspiration and resources that resonate with Kiwi travellers driving consideration, action, and adventures.

Travel trends.

An industry overview

Travel continues to be a top priority for Kiwis.



Official travel levels remain just shy of pre-2020 figures, likely impacted by the on-going cost of living pressures and global uncertainty.

Almost half of Kiwi travellers (45%) have reconsidered a travel decision due to high prices in the last year.^



Travelling Kiwis are showing strong intent, with those who've already planned and booked trips for the next year up +50% YOY.^

+11%

Travel advertisers are off to a strong start in 2025, showing confidence in the market, with spend up +11% from January to June compared to the same period last year.+



Travel trends.

What we are seeing



9 in 10 Kiwis intend to travel in the next year.^

Domestic travel interest grows as overseas plans ease slightly.



Solo travel is booming reflecting global trends, up +12% YoY^, especially among women and independent travellers aged 18-34.

More than half of solo travellers are considering a cruise.^



Domestic travel interest is being driven by domestic migration, particularly south, to Christchurch.*

Visiting family has become an increasingly common reason for travel, growing by +16% YoY.^



Wellness travel is up +3% YoY^, as more Kiwis prioritise self-care, rest and relaxation.

From spa treatments to massages, this trend mirrors international patterns, particularly among independent travellers aged 18-34.

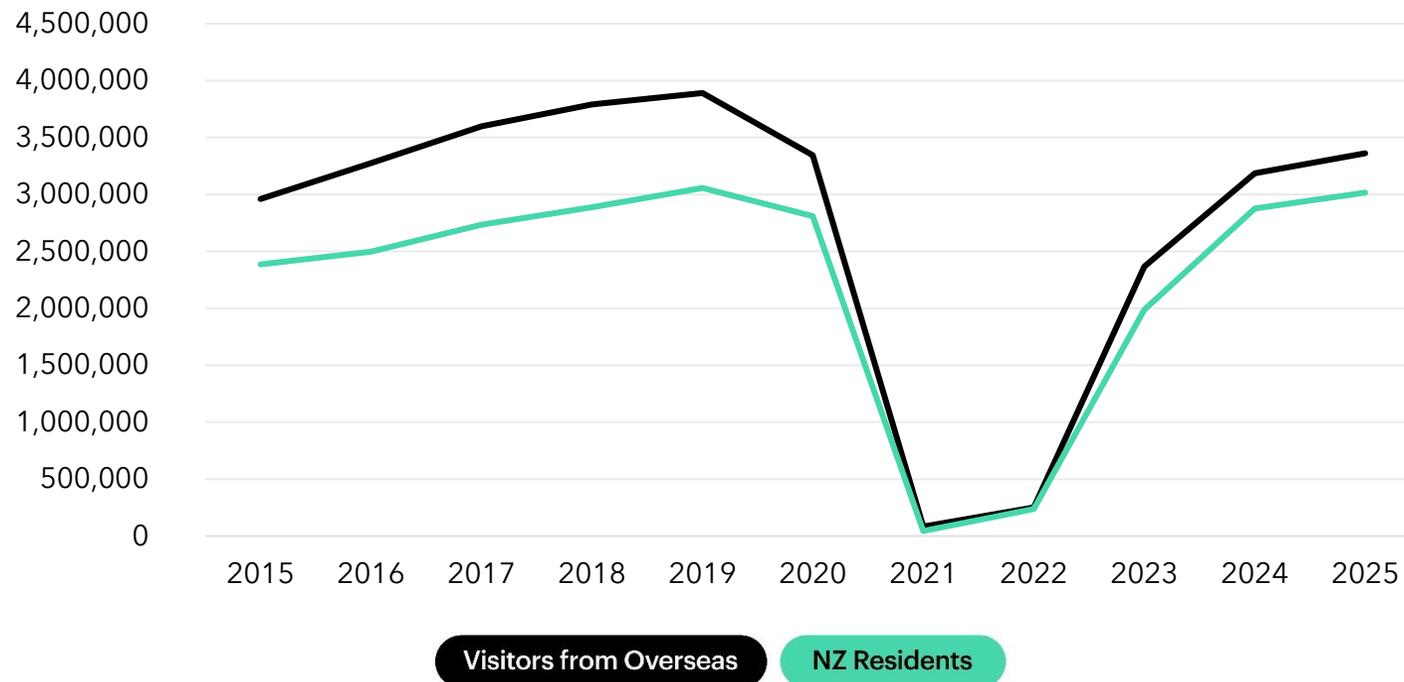


While Kiwis are making fewer overseas trips, they're travelling for longer and spending more – with the average overseas spend up +15% YoY.^

The travel comeback continues.

The number of Kiwis travelling is almost back to pre-Covid levels

International arrivals – year ended April



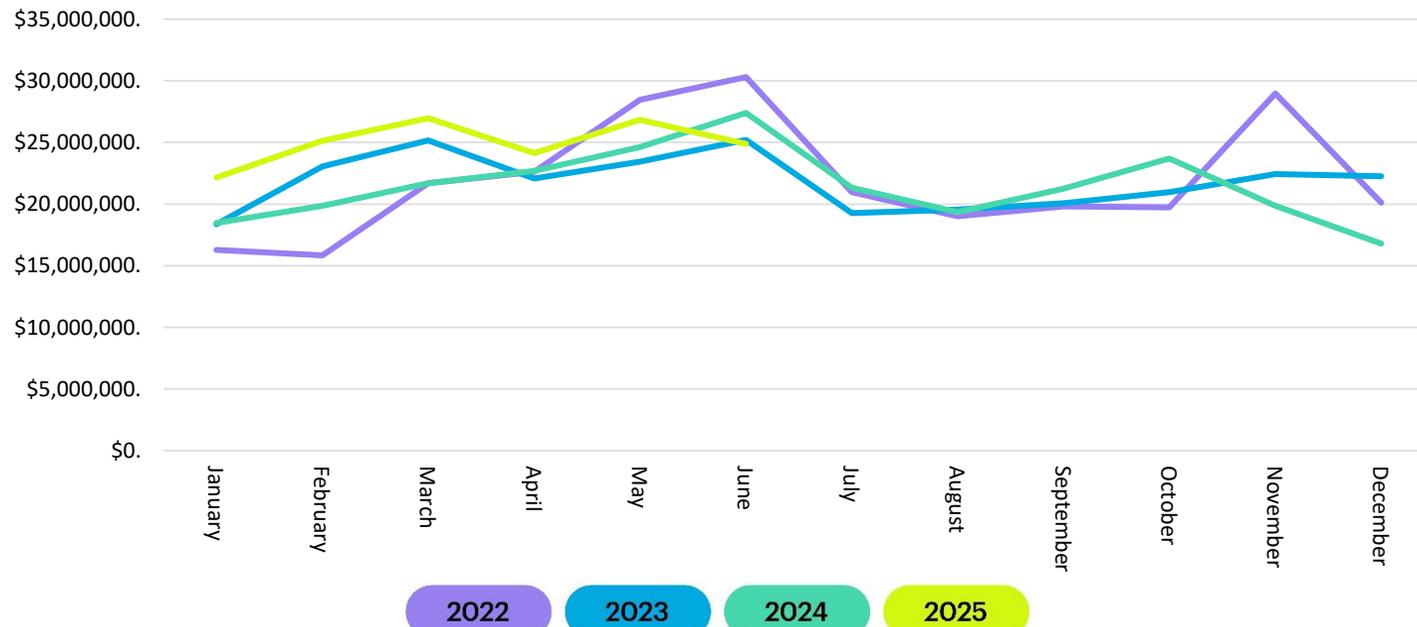
There have been over 3 million overseas arrivals into NZ by residents in the year ended April 2025 up +4.9% YoY.

The domestic travel industry has also seen the number of visitors increase +5.5%, now at 86% of year ended April 2019 levels.

Travel advertisers start strong in 2025.

Ad spend among travel advertisers in the first half of this year is up +11%, compared to the same period in 2024

Advertising spend within the Travel category (ratecard)



Travel category advertisers spent over \$257 million rate card on advertising in 2024, which was a -1.7% (or \$4.5 million) decrease on 2023 spend.

Travel category spend in 2024:

- 33% on outdoor platforms
- 17% on TV
- 17% on radio
- 17% online (including display and social platforms)

2022 +32.1% YOY

2023 -0.7% YOY

2024 -1.7% YOY



The travel opportunity.

Half of Kiwi travellers are still in the market for their next holiday. With growing confidence, many are locking in plans earlier, driven by a desire to maximise value.



Timing matters – brands must be top of mind early in the journey.

International travellers

Domestic travellers

- Nearly 2 million Kiwis plan to travel overseas in the next year*
- Avg. spend: \$10,602 per overseas trip (+15%)
- 36% haven't booked yet
- Kiwis are elevating their travel, with 1 in 4 planning to fly premium or business class

- More than 3.3 million Kiwis plan to travel domestically in the next year*
- Avg. spend: \$2,170 per domestic trip (-7%)
- 54% haven't booked yet
- Over 55 are leading the way in exploring NZ's hidden gems, choosing to holiday beyond main regions

Kiwis continue to invest in travel.

Overseas travellers stayed longer and spent more, while shorter domestic trips led to lower average spending

Domestic travel (average spend)

\$2,170

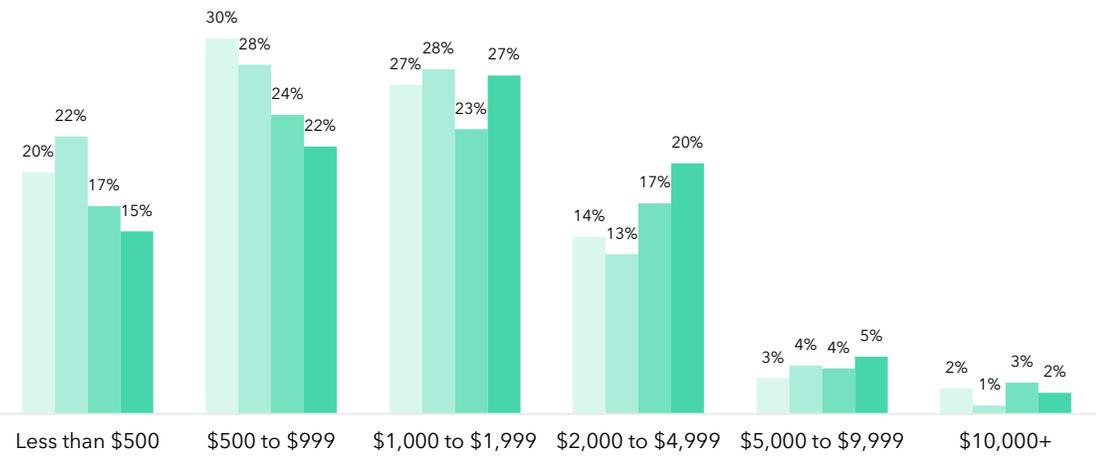
-7% on last year

International travel (average spend)

\$10,602

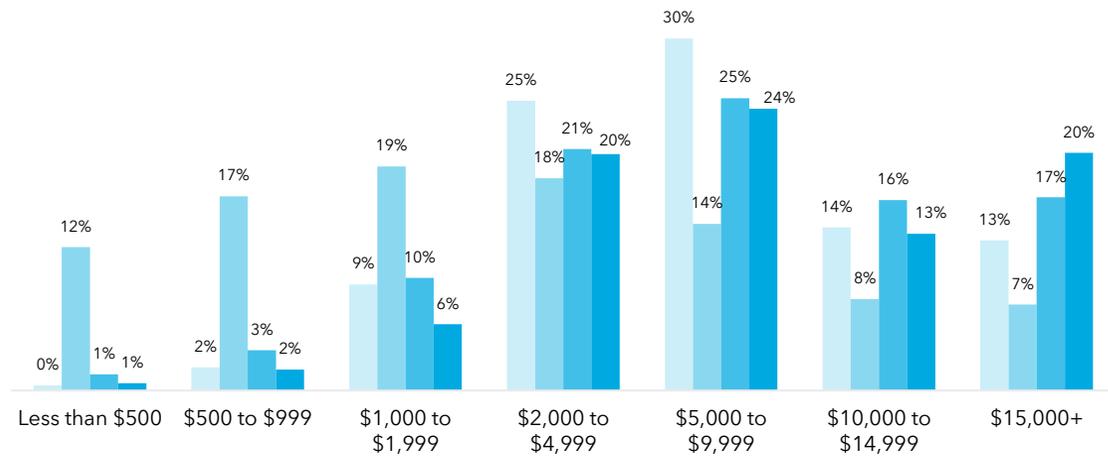
+15% on last year

Domestic travel spending trends



Wave 3 Wave 4 Wave 5 Wave 6

Overseas travel spending trends



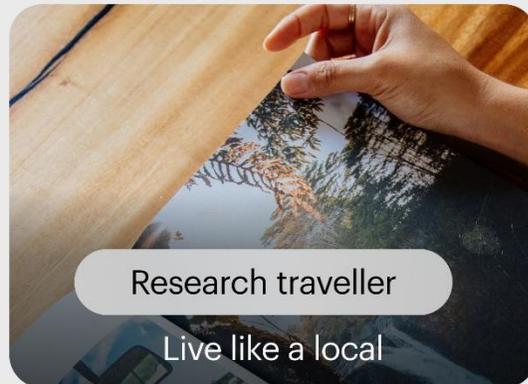
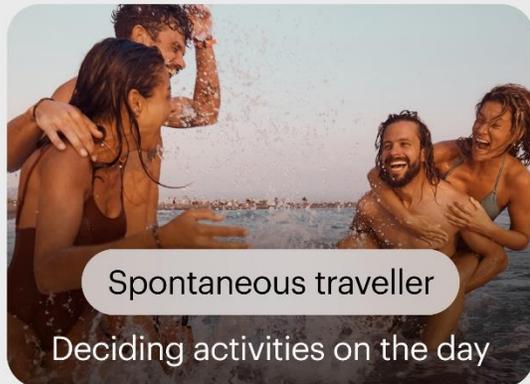
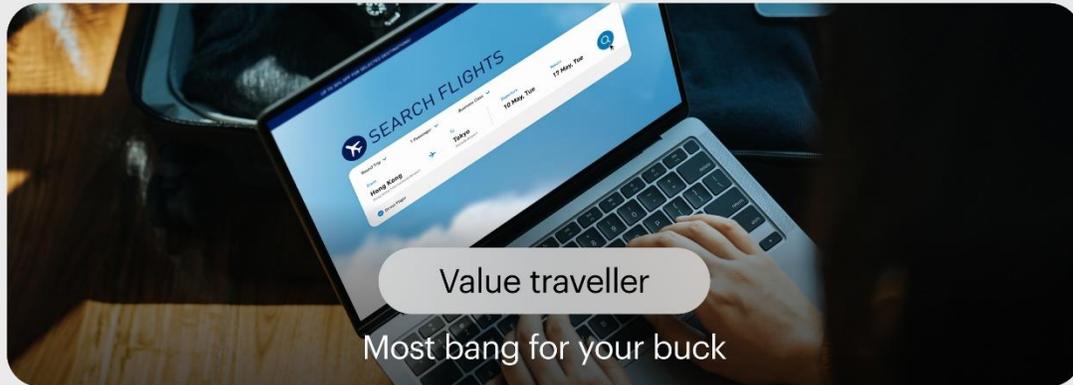
Wave 3 Wave 4 Wave 5 Wave 6



Source: NZME TellMe Travel Survey Wave 3 Mar23, Wave 4 Sep23, Wave 5 May24, Wave 6 Jun25

Kiwi travellers love a good deal.

Most identify as value travellers - seeking quality experiences that deliver more for less



Our top three strategies for feeling like true 'value travellers' include:



Booking flights & accommodation well in advance (88%)



Travelling during off-peak seasons (58%)



Staying in self-contained accommodation to save on food costs (49%)



Value is an individual perception and can cover all budget levels. New Zealand travellers want "value" and don't want to feel ripped off, so suppliers will need to be careful they don't step over the line and lose credibility with their customers by overpricing their product and/or service. We are already seeing a small percentage of customers saying, "you know what, I'm not paying that, and I'll go or do something else", and fair enough, too

Rick Felderhof – Managing director of Our World Ltd

Getting there.

Kiwis are favouring booking direct with price as the key driver

Price is the number one factor for Kiwis when booking flights, as they actively seek out the best deal.

For travelling families, directness (no or limited stopovers) is the next most important factor. Mature and independent travellers place less emphasis on this, instead prioritising the airline and flight times.



*Premiumisation – more demand for premium cabins**

While the majority of Kiwis (63%) will be flying economy on their next trip, 27% are planning to travel Economy Plus or Premium Economy, and 1 in 10 intend to fly Business or First Class.

Mature travellers are more inclined to splash out for Premium Economy & Business.



How we're booking:

- 60% book flights direct with airline
- 23% book flights through a travel agent (mature travellers more likely)
- 12% book flights through a booking site



The top flight booking sites (for those not booking direct):

1



2



3



Planning where to stay.

Kiwis are clicking their way to the perfect holiday spot

Location & accessibility are the most important factors for Kiwis when booking their holiday accommodation.

Followed by guest reviews, ratings and free cancellation.

The fact that free cancellation is so important when booking accommodation reflects the ongoing uncertainty many Kiwis are feeling about travel.



How we're booking:

- 41% are using booking sites when booking their travel accommodation
- 31% book direct with the accommodation provider
- 21% book through a travel agent (mature travelers more likely)



For those using booking sites:



The journey inward.

Solo and wellness travel is in growth,
resonating with Kiwis

- Solo travel is continuing to increase, +12% YoY, especially among females and the younger independent travellers (18-34s).
- Increase in wellness travel is also more prevalent among the independent travellers (18-34s).
- And we're seeing the rise in JOMO travel (joy of missing out). Kiwis are embracing the opportunity to switch off, increasingly visiting destinations away from crowds & off the beaten track.*

Top wellness experiences Kiwis seek when travelling include:

- 🌿 Spa treatments & massages
- 🍏 Healthy food focused travel
- 🌊 Thermal springs & hot pools
- 🌲 Nature immersion
(hiking, forest bathing)
- 📵 Digital detox
(disconnecting from social media & work)

Motivations for solo travel

- 📅 Complete flexibility and freedom
- 🧘 Relaxation and selfcare

Barriers to solo travel

- 🛡️ Concerns of safety
- 🏠 Increased cost of solo travelling
- driven by the lack of accommodations catering for solo travellers

Still cruising.

Kiwi travellers are increasingly drawn to the cruise experience

41%

41% have been on a cruise

58%

58% are planning or considering a cruise in the next year +29% YoY



1-2 weeks is the cruise length that appeals most



Who's cruising?

- Half of cruise intenders would be taking their first-ever cruise
- Over half of solo travellers are considering a cruise
- Younger Kiwis are keen — 26% of under-29s are considering a cruise, compared to 17% of over-65s*
- Multi-generational families are more likely to consider cruising as a group travel option



Why cruise?

- The opportunity to easily explore multiple destinations
- Value for money (all-inclusive)

Most popular cruise destinations:



Our travel audiences.



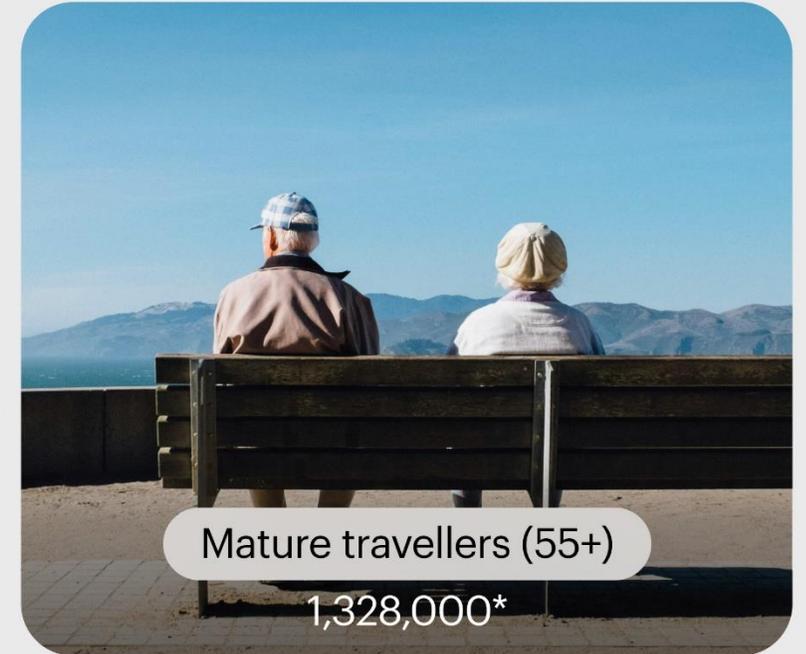
Adventure and experience is front of mind when travelling as a young independent traveller. Whilst they still plan, it's not every detail so that there is more flexibility.

Where to next?
Japan, Queenstown



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

Where to next?
Fiji, Wellington



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

Where to next?
England, Christchurch

Domestic travel.

For the love of exploration

Sightseeing

Family

Food & drinks



Domestic holiday spend is down -7% YoY, with Kiwis planning to spend an average of \$2,170. This dip may reflect a rise in quick 1-2 day getaways, along with a shift in travel spend toward overseas trips.



81%* crave rest, relaxation and the chance to recharge when exploring their own backyard.



76%* of domestic travellers are visiting family or friends.



Since 2018, Canterbury has led North-to-South Island migration, attracting 42,765 movers - 4 in 10 from Auckland.^



Christchurch is now the top domestic destination, with 21% of Kiwis planning a visit - led by mature travellers.



Two-thirds* of Kiwis want to escape the crowds and explore off the beaten track in NZ.



Independents

Intrepid
Frequent flyers, or train/bus



Families

Convenience
Flying to save time and hire car

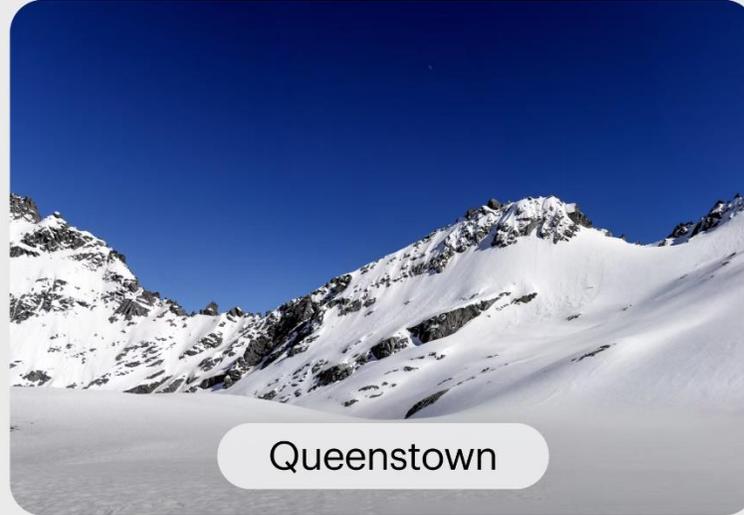


Mature Travellers

Off the beaten track
Road trip and campervans



Top domestic destinations.



Independents (18-34):

1. Queenstown 38%
2. Auckland 34%
3. Wellington 28%
4. Christchurch 22%

Families (35-54):

1. Wellington 24%
2. Christchurch 23%
3. Queenstown 22%
4. Auckland 15%

Mature travellers (55+):

1. Christchurch 20%
2. Wellington 18%
3. Queenstown 15%
4. Auckland 13%

International travel.

Adventure, a bit of indulgence and culture

History

Culture

Exploration



46%* of Kiwis plan to travel overseas in the next year.



Australia remains the top international destination, with 47% planning to visit in the next year.



42%* are seeking luxury and indulgence.



Overseas trip spend is up +15% YoY, with Kiwis opting for bigger and longer international getaways.



75%* want to be immersed in culture, tradition, and history when travelling overseas.



Independents

Adventure and wellness

Booking direct, availability of no-frills airfares



Families

Relax and explore

Everything is taken care of



Mature Travellers

Discovery

Advice from travel agents



Top overseas destinations.



Independents (18-34):

1. Australia 43%
2. Japan 17%
3. Bali 11%
4. England 11%

Families (35-54):

1. Australia 42%
2. Japan 13%
3. Fiji 11%
4. USA 10%

Mature travellers (55+):

1. Australia 49%
2. England 11%
3. Elsewhere in Europe 10%
4. USA 10%

Travel shaped by lifestage.



- ▲ Crave adventure and struggle to switch off - Queenstown is their #1 spot
- 🕒 Spontaneous travellers, open to last-minute plans
- 🏙️ Like cities and the buzz of bright lights
- 🚢 55% are considering a cruise
- 🍏 Wellness travel is on the rise
- 💰 Economic conditions are having an impact - 49% are taking fewer trips, and 6 in 10 have reconsidered travel due to high prices
- 📸 Inspired by friends, social media, and online search.



- 📅 Family holidays are the highlight of their year
- ♣️ Prefer to avoid crowds and go off the beaten track
- ✍️ Like to plan well ahead. 63% are considering travel in 2026 and beyond
- ✈️ Direct flights are a key priority
- 💰 Economic factors play a role - 43% are taking fewer trips and spending less, and 59% have reconsidered travel due to high costs
- 📸 Inspired by friends, family, online search, and travel websites



- 🕒 Taking longer trips, both in NZ and overseas
- 💰 Spending more — including on premium economy or business class flights
- 👥 Often travelling to visit friends
- 📸 Inspired by travel websites, search, friends/family, and tourism operators
- 🎧 Research online, then book via travel agents for peace of mind

Inspired to explore.

What we're looking for and where we find it

Trends on the rise

+71%

increase in travel inspiration from radio.

+12%

increase from newspapers, driven by mature travellers.

Kiwis are also getting inspo from travel websites and tourism operators are becoming more influential — with tourism operators especially resonating among mature travellers.

Kiwis seek travel inspiration on:

- Places to visit
- Authentic experiences
- Tip, tricks and travel hacks

Top sources of travel inspiration

- Friends and family
- Online search
- Travel websites

Audience differences

- Social media plays a larger role in inspiring travel for younger, independent travellers
- Print and tourism operators play a significant role in influencing older Kiwis

Travel intenders across NZME.

With NZME's **unique mix of digital, print and audio** channels you can **reach 3.19 million (82%) of travel intenders across NZ.**

Access additional audiences through NZME's leading podcast network and scalable social media channels.

 **NZME Print**
1,584,000 (41%)

Why include print? **Print is credible**, it can change the way audiences feel about something or someone.
Recommended Product: Travel, NZ Herald

 **NZME Radio**
1,665,000 (43%)

Why include radio? **Radio is engaging**, and it puts audiences in a good mood.
Recommended Product: ZM, The Hits

 **NZME Digital**
2,151,000 (55%)

Why include digital? **Digital is relevant**, audiences feel it's good for finding out what's new.
Recommended Product: nzherald.co.nz/travel, iHeartRadio

SOURCE: Nielsen CMI Q2 24 – Q1 25 fused Apr'25 Monthly coverage for Daily & Community titles*, Weekly coverage for Newspaper Inserted Magazines *includes Waikato Herald and Weekend Sun, Monthly UA for Digital, Weekly Reach for Radio (GfK RAM S1 25) *Triton NZ Metrics Mar 2025 ^Triton NZ Podcast Metrics Mar 2025

Access to the NZME network:

 **iHeartRadio**

925,000
Kiwis listen
monthly*

NZME.
PODCAST NETWORK

Reaching more
than 840,000
New Zealanders^



Connect with
millions of Kiwis
via NZME socials

NZME.
TelME

NZME travel audience.

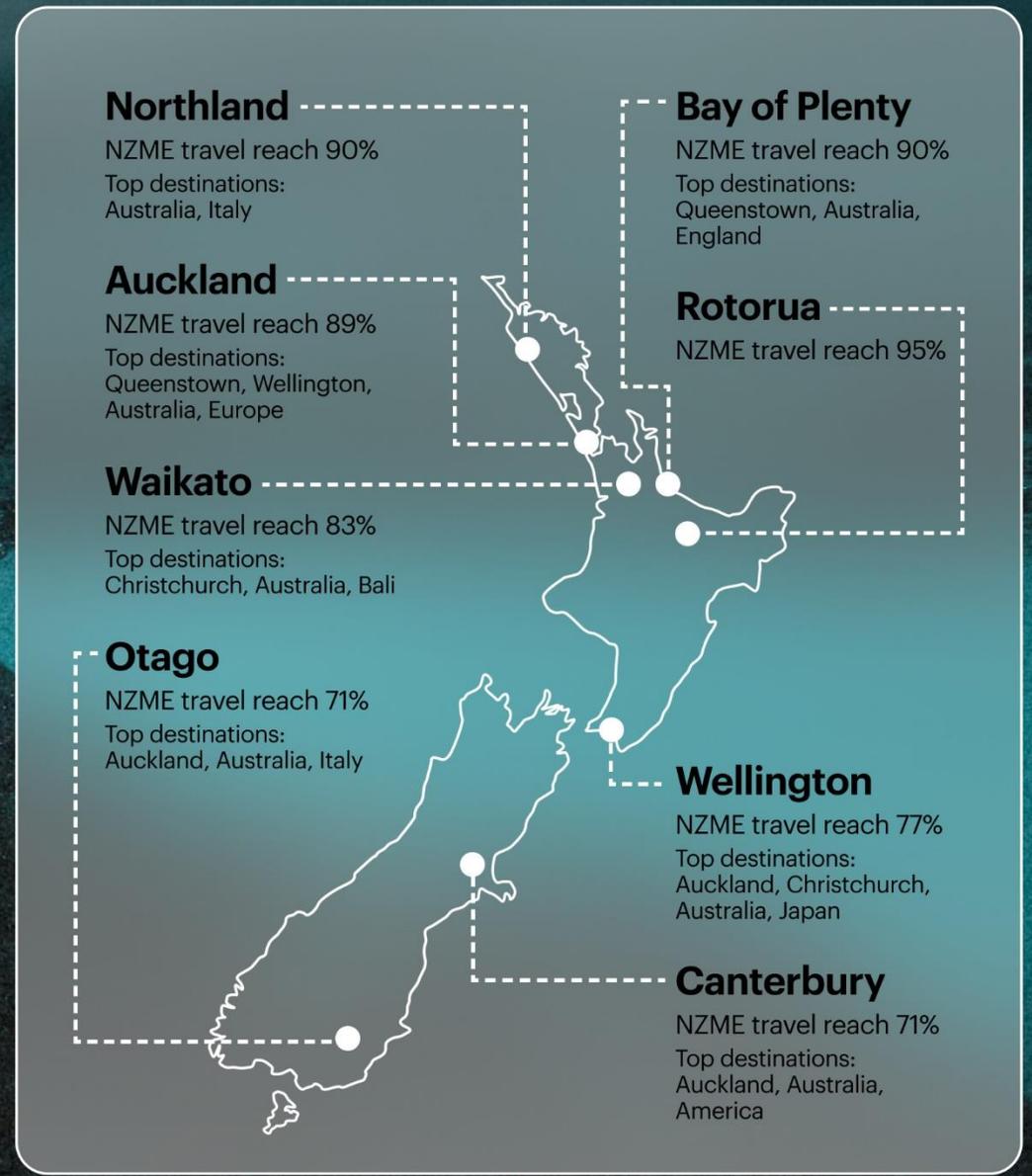
Reaching 3,188,000 of the travel audience



nzherald.co.nz 1,965,000 Travel Audience: 1,776,000	iHeartRadio^ 809,000 Travel Audience: 739,000	NZH 1,031,000 Travel Audience: 932,000	ZM 441,000 Travel Audience: 394,000	Travel Tuesday 420,000 Travel Audience: 380,000
Newstalk ZB 670,000 Travel Audience: 601,000	Herald on Sunday 303,000 Travel Audience: 276,000	Weekend Herald 646,000 Travel Audience: 588,000	Hauraki 213,000 Travel Audience: 189,000	Reset/Sunday Travel 198,000 Travel Audience: 176,000
The Hits 416,000 Travel Audience: 373,000	Canvas 264,000 Travel Audience: 236,000	OneRoof 767,000 Travel Audience: 681,000	Timeout 275,000 Travel Audience: 248,000	Daily Newspapers 251,000 Travel Audience: 226,000
Community Newspapers 104,000 Travel Audience: 96,000	Coast 281,000 Travel Audience: 246,000	GOLD Sport 29,000 Travel Audience: 26,000	Flava 168,000 Travel Audience: 152,000	Viva Weekly 219,000 Travel Audience: 196,000

Source: Nielsen CMI Q2 24 - Q1 25 fused Apr'25 AP15+, Monthly coverage for Daily & Community titles*, Weekly coverage for Newspaper Inserted Magazines
*includes Waikato Herald and Weekend Sun, Monthly UA for Digital, Weekly reach for Radio (GfK RAM S1 2025) ^iHeart monthly claimed listening

NZME reaches 82% of travel intenders across NZ.*



SOURCE: Nielsen CMI Q2 24 - Q1 25 Apr '25 Fused AP15+, Monthly coverage for Daily & Community titles^, Weekly coverage for Newspaper Inserted Magazines ^includes Waikato Herald and Weekend Sun, Monthly UA for Digital, Weekly Reach for Radio (GfK RAM S1 25)

Why NZME?

Your ultimate travel companion

Trusted

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

One-stop shop

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

Reach

Our platforms engage with 3.19 million (82%) of all travel target demographics.*

Connected

We're connected to real Kiwis via travel content that captures attention and resonates. So, when you advertise with NZME Travel you know you'll connect with your customers and drive results for your business.

NZME audiences go places.

They come to us before they go

NZME reaches 3.19 million Kiwi travel intenders



Our Travel brand reaches 763,000 New Zealanders



We publish the #1 Travel magazine in New Zealand



Our audience spend an average of \$10,602 on overseas holidays*



Thank you.

Capture the attention of your travel audiences when you advertise with NZME. To learn more about how we can help your business, get in touch today.

nzme.co.nz/advertise

NZME. NEW ZEALAND
MEDIA AND
ENTERTAINMENT