NZME. TellME

Travel survey wave 7 2026.

NZME TellME respondents

The NZME audience loves travel.

3.28 million travel intenders engage with NZME across our unique mix of digital, print and audio channels. That's 82% of the New Zealand market – all in one place.*

Travel is a top priority for Kiwis, with 92% considering it important in their lives - so we know 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.

Source: NZME TellMe Travel Survey March 2026; *Nielsen CMI Q1 25 - Q4 25 fused Jan 26.

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Travel trends.

An industry overview

The recovery is real - and Kiwis are committed.
Overseas travel in 2025 has reached its highest level in over a decade, with strong forward momentum.* More than half of all bookings are already made, and almost 2 in 3 Kiwis heading overseas have already locked in their holiday for the coming year.

Confidence is holding, even as conditions shift.
Economic pressures have had limited impact on travel decisions so far, with the number of Kiwis reconsidering a travel decision due to high prices having dropped -6% YoY.

+16%

The industry is backing the category.
Travel advertisers returned with conviction in 2025, lifting spend +16% YoY on 2024 — reversing two consecutive years of decline.^ This signals that the industry itself sees sustained demand ahead.

Watch factors.
Global economic volatility and geopolitical instability remain variables to monitor. However, the combination of record travel levels, strong forward bookings, and renewed advertiser confidence positions the category well to navigate uncertainty.

Source: NZME TellMe Travel Survey March 2026; *Stats NZ Visitor Arrivals YE December 2025; ^Nielsen AIS Travel Category 2023, 2024, 2025.

Travel trends.

What we are seeing

Travel intent is increasing - with 94% of Kiwis intending to travel in the next year.

The number of overseas trips planned has grown slightly and the number of domestic trips has stayed the same.

Kiwis are spending more on travel and going for longer.

Overseas spend has increased +3% and trip length by +12%. Domestically, spend has increased +6% with trips on average being +22% longer.

AI is becoming increasingly important for Kiwis in their travel planning & inspiration.

The use of AI in travel planning has increased +190% in the last year – with over half of Kiwis now using it in this way.

+29% more Kiwis are travelling for events than in 2024 - including milestones such as birthdays/anniversaries, cultural events, festivals, music, and sporting events.

Wellness travel has increased +67% YoY as more Kiwis seek relaxation as the core part of their holidays.

Value in travel for Kiwis is defined less by price and more by the quality of the overall experience.

Source: NZME TellMe Travel Survey March 2026.

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Overseas travel by Kiwis has reached its highest level in more than a decade.

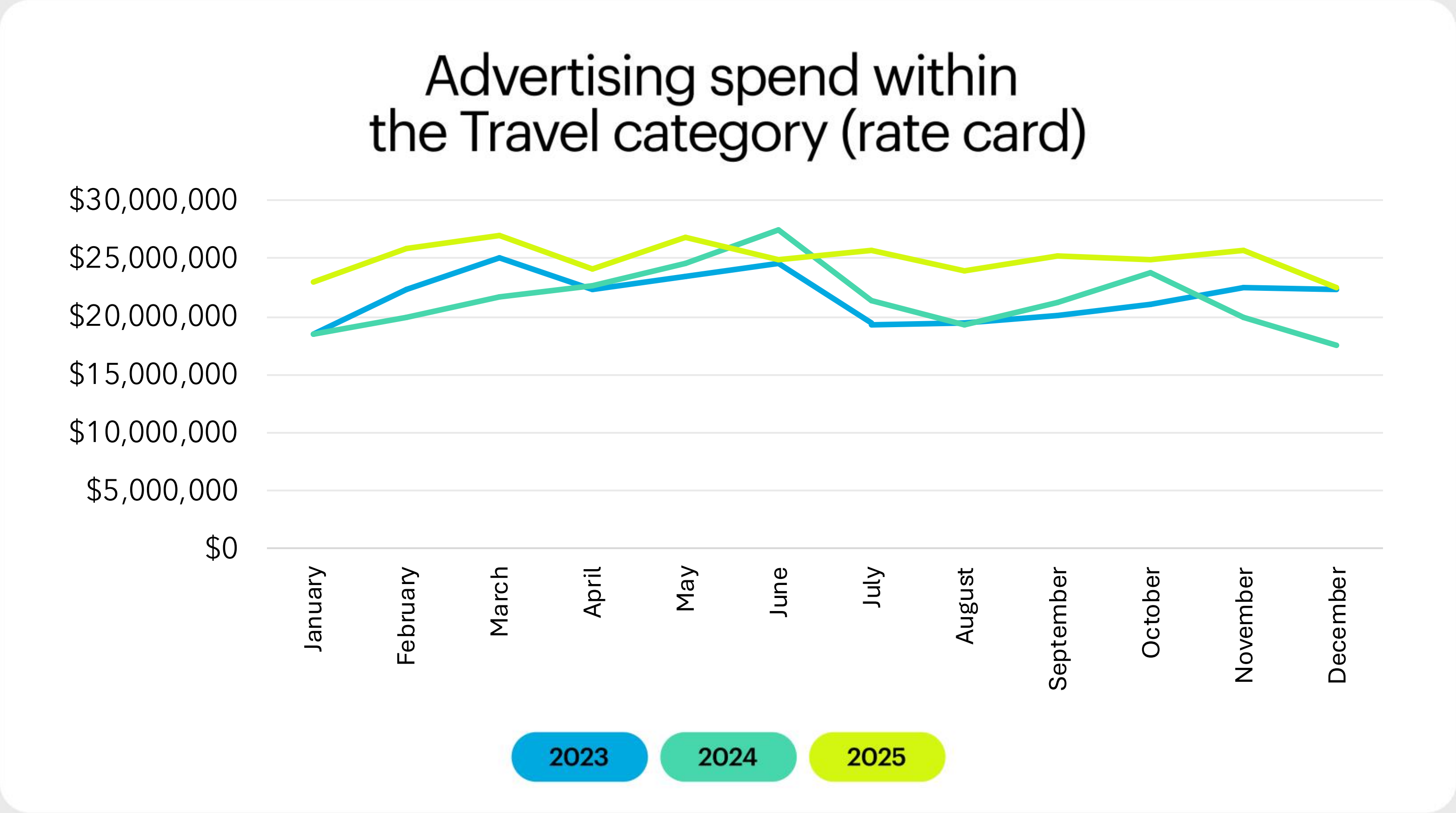
There have been more than 3.1 million overseas arrivals by NZ residents in the year ended December 2025, +3.7% YoY.

The domestic travel industry has also seen continued growth, with overseas visitor arrivals +5.9% YoY, 90% of December 2019 year-end levels.

Source: Stats NZ Visitor Arrivals YE December 2015 - 2025.

Travel advertisers return in 2025.

Category spend grew +16% YoY to almost $300M, after two years of slight decline, suggesting renewed confidence from travel brands



Travel category advertisers spent almost $300 million rate card on advertising in 2025, which was a significant increase +16.2% (or +$41.8 million) on 2024.

Travel category spend in 2025:

- 32% on outdoor platforms
- 20% on TV
- 18% online (including display and social platforms)
- 15% on radio
- 13% in print (including newspaper and magazine)

2023	-1.1% YoY
2024	-1.2% YoY
2025	+16.2% YoY

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Source: Nielsen AIS Travel Category 2023, 2024, 2025.

Travel spend category movements.

There have been significant increases among Airlines/Airports, Cruises/Charters, Domestic & International Accommodation and Domestic Tourism advertisers.

While Rental Cars, International Tourism, Australian Tourism and Travel Agents have seen overall declines in spend YoY.

Spend among travel advertisers has increased +16.2% YoY

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Source: Nielsen AIS Travel Category 2024 vs 2025

The travel opportunity.

Timing is crucial - brands need to engage early in the consumer journey.

With more than half of Kiwi travellers having already booked their holidays for the next year – we're seeing earlier planning cycles.

International travellers

2 million +
Kiwis plan to travel overseas in the next year*

$9,530
average spend per overseas trip (+3% YoY)

Domestic travellers

3.4 million +
Kiwis plan to travel domestically in the next year*

$2,030
average spend per domestic trip (+6% YoY)

Source: NZME TellMe Travel Survey March 2026; *Nielsen CMI Q1 25 – Q4 25 fused Jan 26

Relaxation and escapism awaits.

Wellness trips have grown +67% YoY as Kiwi travellers prioritise themselves

Relaxation is the top wellness driver

76% of Kiwis prioritise relaxation experiences, such as reading and unwinding when taking wellness-focused trips.

The rise of ‘readaways’ and quiet retreats reflects a growing desire to slow down and disconnect.

Solo travel is enabling these experiences

Solo travel has grown +21% YoY and these travellers are more likely to be taking wellness focused trips as they seek time to recharge, reflect and focus on personal wellbeing.

Other wellness experiences Kiwis are seeking include:

- Nature immersion (hiking, forest bathing) – particularly popular with Independent Travellers
- Spa treatments & massages
- Healthy food-focused travel experiences

Source: NZME TellMe Travel Survey March 2026.

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From concerts to celebrations - events drive travel.

Events Kiwis are travelling for:

- Birthday/anniversary events
- Music (concerts/gigs)
  - Independent Travellers are much more likely, +57% to be travelling for concerts/gigs
- Cultural events (e.g. exhibitions, performances)
- Weddings
- Festivals (arts, food & drink, cultural festivals)
  - People travelling with friends, families and Mature Travellers are more likely to be heading to festivals
- Sporting events
  - Families are +73% more likely to be travelling for sporting events

Event travel is increasing

Event-related travel has grown +29% YoY, with more Kiwis travelling specifically for events such as FIFA World Cup, concerts, World Athletics etc.

Those travelling with friends are more event-driven and Independent Travellers (18-34s) are +69% more likely to travel for events.

Milestone moments are also driving trips

21% of Kiwis are travelling for milestone events such as birthdays, anniversaries or weddings.

Independent Travellers are also +38% more likely to travel to celebrate milestones.

Source: NZME TellMe Travel Survey March 2026.

The real value in travel isn't the cheapest deal.

Kiwis want meaningful, comfortable and enriching experiences - not just the lowest price

What 'value' in travel really means to Kiwis:

- Creating lasting memories
- Quality accommodation, food and experiences
- Experiences that feel personally meaningful and enriching
- Comfort, ease and convenience while traveling

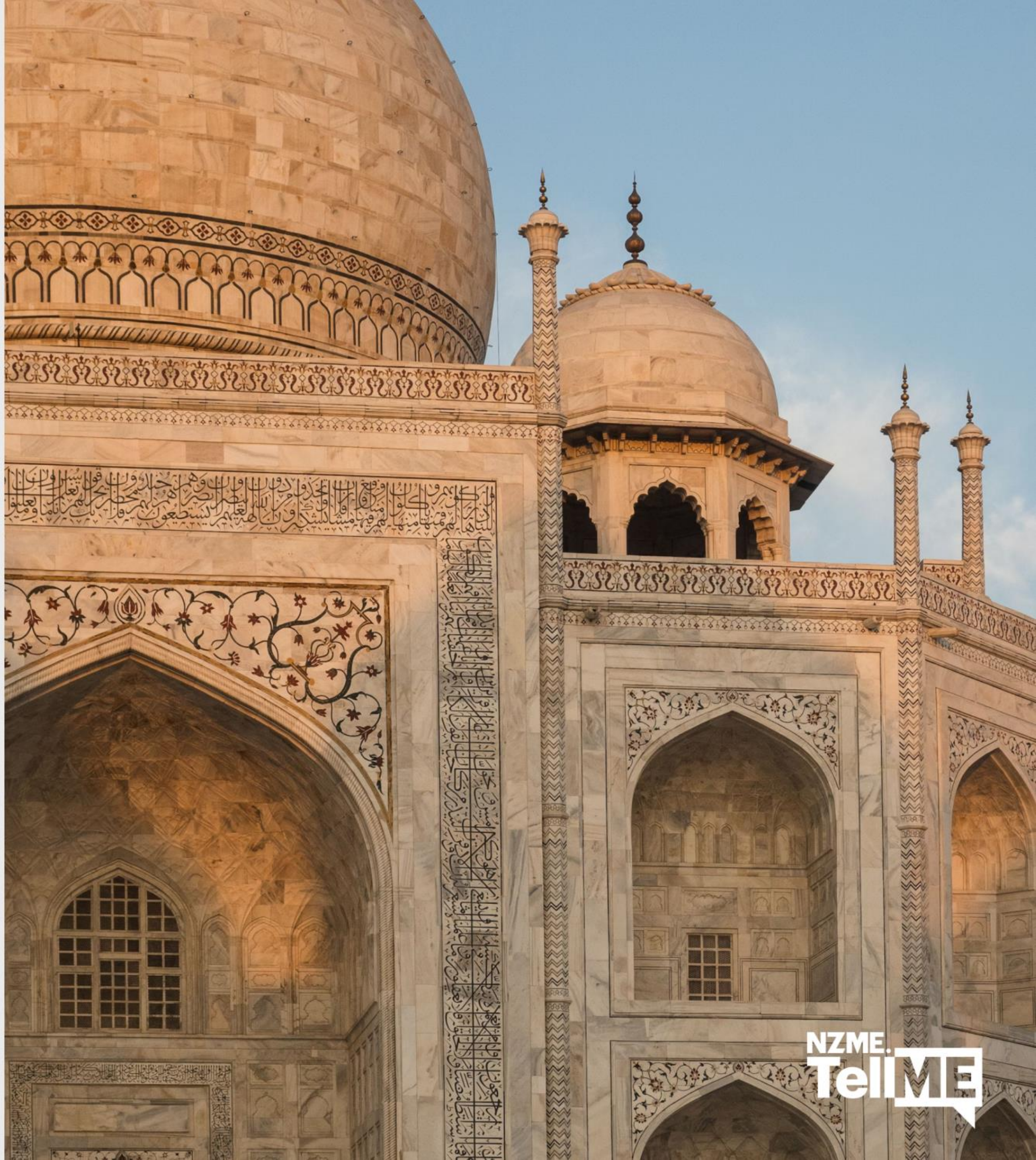
How 'value' in travel varies by life stage:

Independent Travellers
Value meaningful, enriching experiences and creating lasting memories

Family Travellers
Value flexibility and the ability to travel more often

Mature Travellers
Value comfort, ease & a stress-free experience

Source: NZME TellMe Travel Survey March 2026.



It starts with the destination.

Win the destination, win the trip. Whoever captures attention first through destination can shape the entire travel journey, from activities to where people stay.

Almost 6 in 10 Kiwis start their travel plans with a destination in mind.

Some plan their travel based on inspiration from trusted sources.

Almost 1 in 5 begin with inspiration from friends, family or online recommendations, helping them discover destinations they may not have previously been aware of or considered.

Travel planning for Kiwis rarely starts with a ‘vibe’.

Only 7% of Kiwis begin their travel planning with a general feeling or mood rather than a specific place.

Independent Travellers take a more flexible approach.

Independent Travellers are +41% more likely to start planning from inspiration sources.

They are also +19% more likely to begin with a ‘vibe’ when deciding where to travel.

Source: NZME TellMe Travel Survey March 2026.

Kiwis are investing more in travel.

Travellers are spending more and staying longer with domestic spend +6% YoY and international spend +3%, driven by longer and higher-value trips

Domestic travel (average spend)

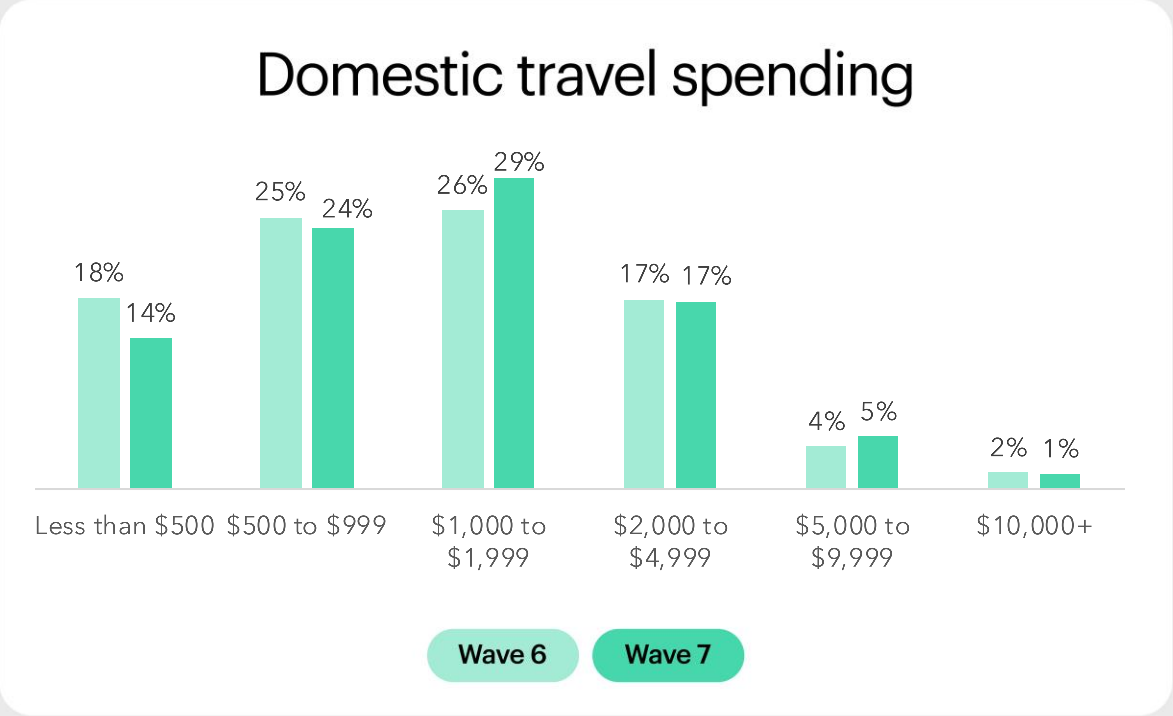
$2,030

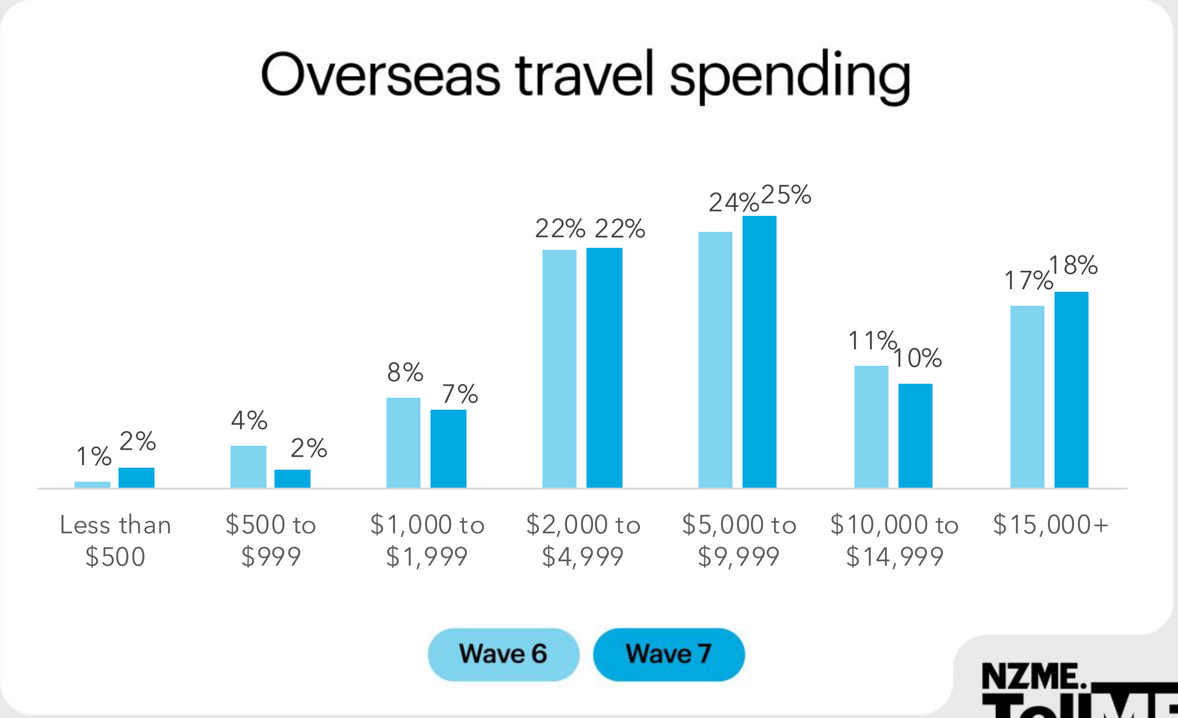
+6% YoY

International travel (average spend)

$9,530

+3% YoY





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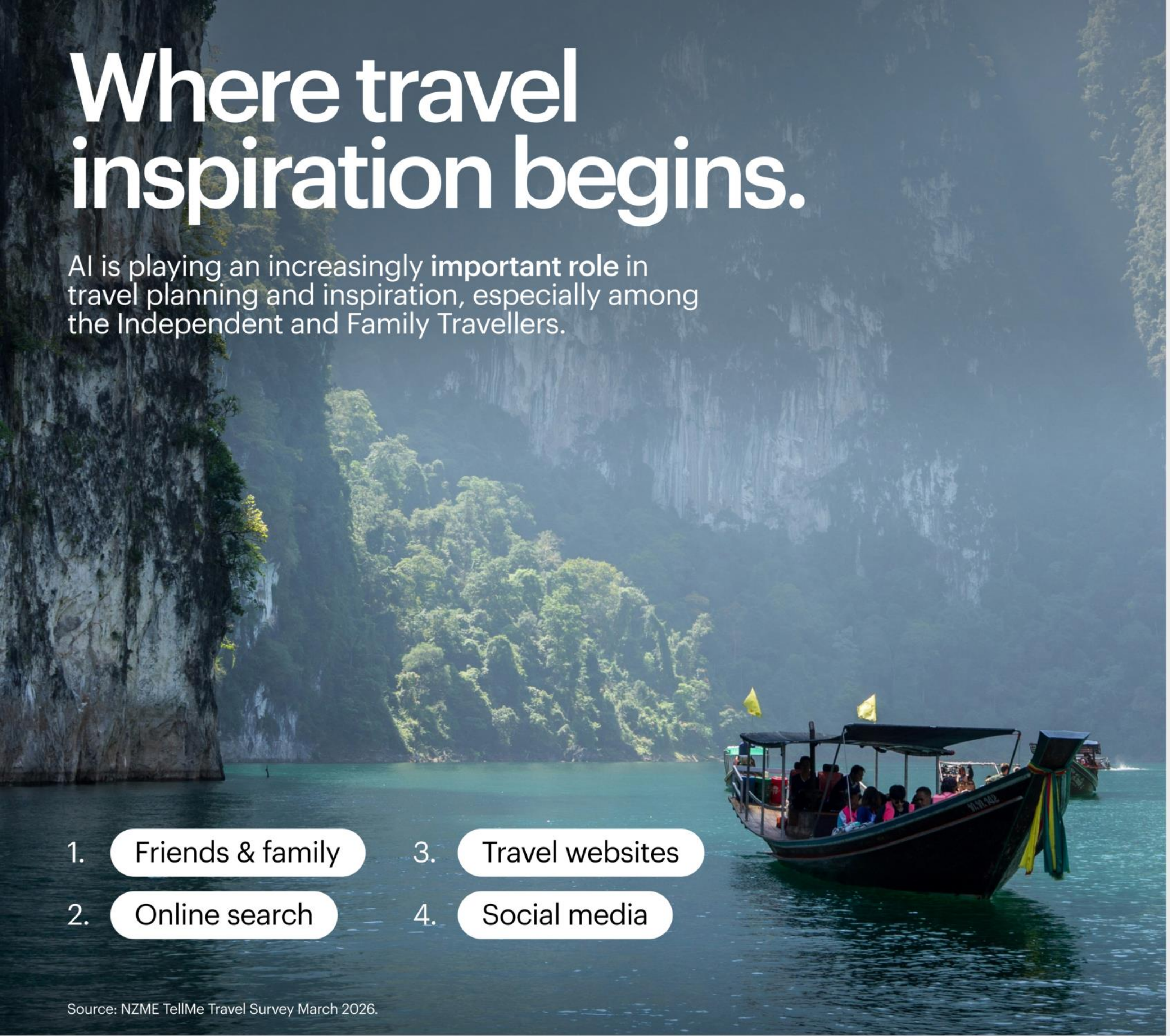
Source: NZME TellMe Travel Survey March 2026.



Where travel inspiration begins.

AI is playing an increasingly **important role** in travel planning and inspiration, especially among the Independent and Family Travellers.

1. Friends & family
2. Online search
3. Travel websites
4. Social media

Source: NZME TellMe Travel Survey March 2026.

Where travellers are more likely to be seeking travel inspiration from

Independent Travellers

- Influencers (social or media personalities)
- Audio (radio + podcasts)
- Social media
- AI
- Online video

Family Travellers

- Online video
- AI

Mature Travellers

- Print (newspaper + magazines)
- Tourism operators
- Travel websites

Social media influence largely flat YoY

Independent Travellers are more likely using TikTok while Mature Travellers are still using Facebook.

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The AI travel planning assistant.

Kiwis are turning to AI to research destinations, compare options and discover experiences, +190% in just a year.

AI part of the planning process

More than 50% of Kiwis use AI when planning or thinking about travel.

80% of Kiwis largely trust the travel information AI provides.

How Kiwis are using AI

- Researching destinations
- Finding activities or experiences
- Comparing travel options or prices
- Creating itineraries

34%
say it helps to narrow options

30%
use it as a starting point when planning a trip

20%
Conversely, 20% say it's not influencing their travel decisions at all

Human input still matters

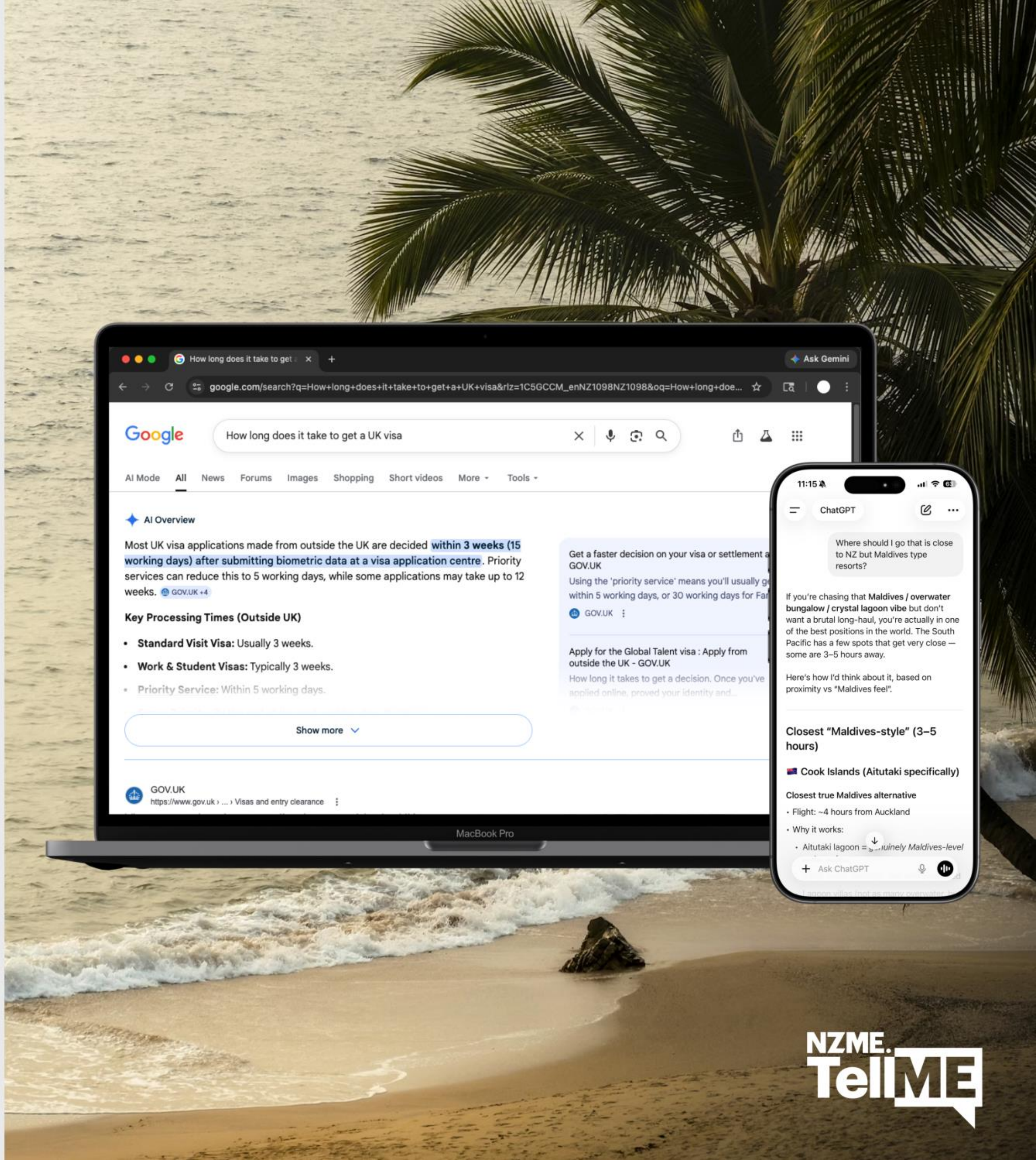
Top concerns when planning using AI:

- Information accuracy
- Preference for human recommendations
- Prices or deals being outdated
- Privacy and data concerns

Looking ahead

More than 60% of Kiwis expect their use of AI in travel planning to stay the same or increase in the next year.

Source: NZME TellMe Travel Survey March 2026.



Cruising remains popular.

More than 50% of Kiwis are planning or considering a cruise, with strong interest from younger travellers and many first-time cruisers entering the market.

34%
have been on a cruise, +7% YoY

52%
are planning or considering a cruise in the next year

1-2 weeks is the cruise length that appeals most, with Mature Travellers preferring longer trips

Strong interest among new and younger travellers

- 45% of cruise intenders would be taking their first ever cruise
- Younger Kiwis are interested, with 24% of under 29's considering a cruise, compared to 20% of those aged 65+*

Why travellers are choosing to cruise?

- Opportunity to explore multiple destinations
- Ease and simplicity
- Value for money (all-inclusive)

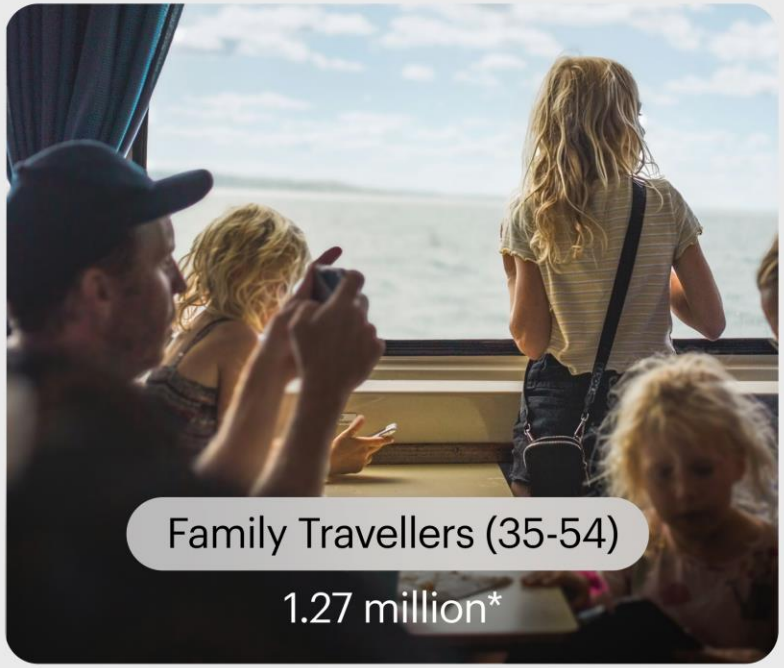
Most popular cruise destinations*:

Source: NZME TellMe Travel Survey March 2026; *Nielsen CMI Q1 25 – Q4 25 fused Jan 26.

Travel audiences.

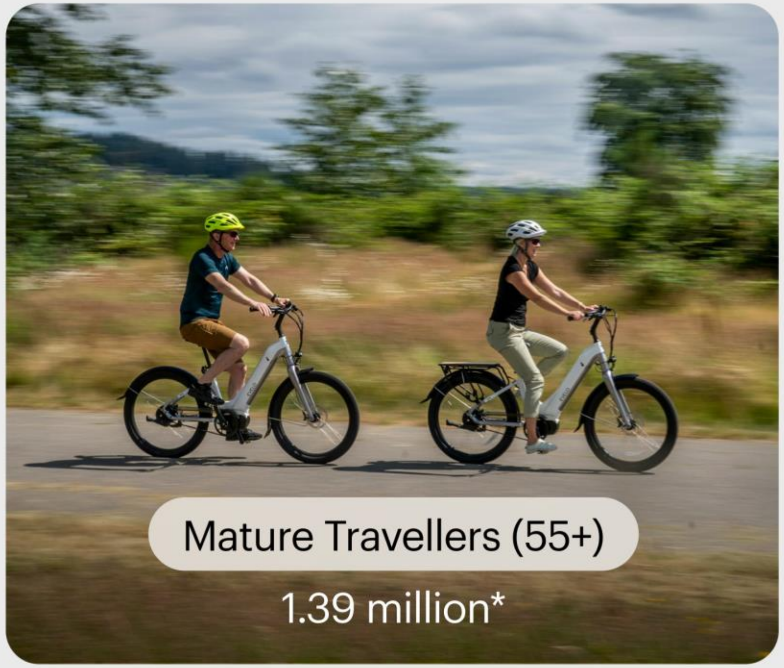
Driven by adventure and new experiences, young Independent Travellers prioritise discovery over rigid plans. They'll map out the basics but leave room for spontaneity along the way.

Where to next?
Italy, Japan, Queenstown



For families, a holiday is both a well-earned break and a chance to reconnect. They tend to plan ahead, striking a balance between relaxing moments and shared experiences.

Where to next?
Fiji, Bali, Christchurch



With more time and financial freedom, this group embraces travel as a chance to fully explore. Confident and seasoned, they know how to curate rewarding, well-paced holidays.

Where to next?
England, Christchurch

Source: NZME TellMe Travel Survey March 2026; *Nielsen CMI Q1 25 – Q4 25 fused Jan 26.

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Domestic travel.

Sightseeing

Family

Food & drinks

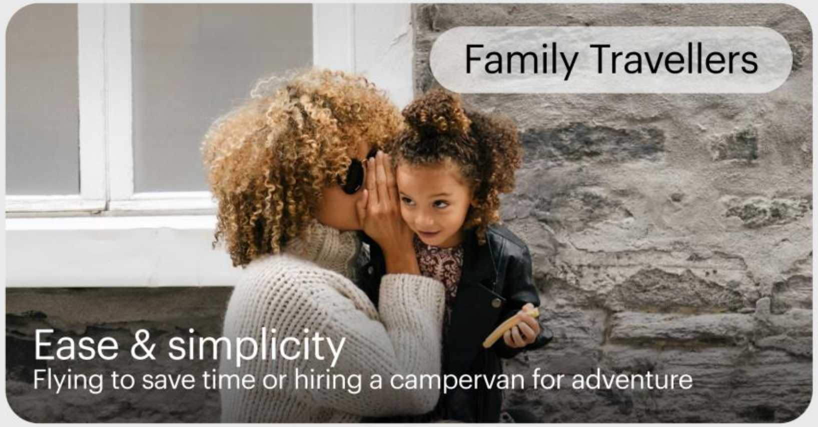
Domestic holiday spend has increased +6% YoY, with Kiwis planning to spend an average of $2,030. With increased confidence to spend on travel, the average trip length is +22% longer YoY.

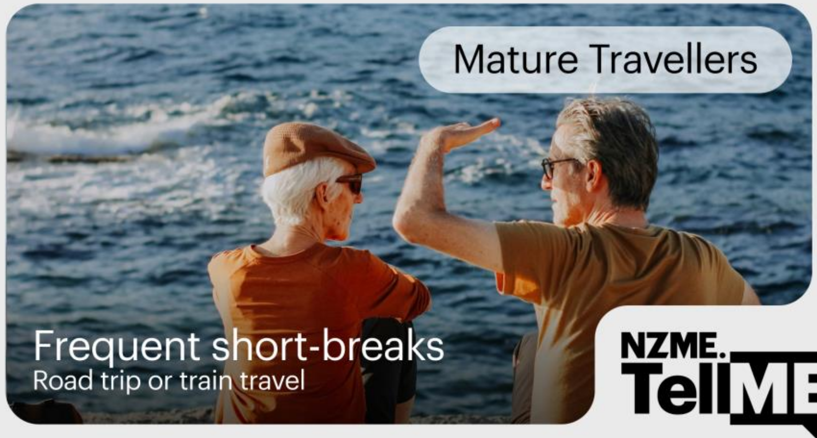
Christchurch continues to increase in popularity as the #1 domestic destination, with 25% of Kiwis planning to visit.

80% are seeking rest & relaxation to recharge the batteries.*

Lots of short breaks are as good as a long holiday - with 67% taking less than a week for their next domestic trip.

78% of domestic travellers are visiting friends on their trips.*





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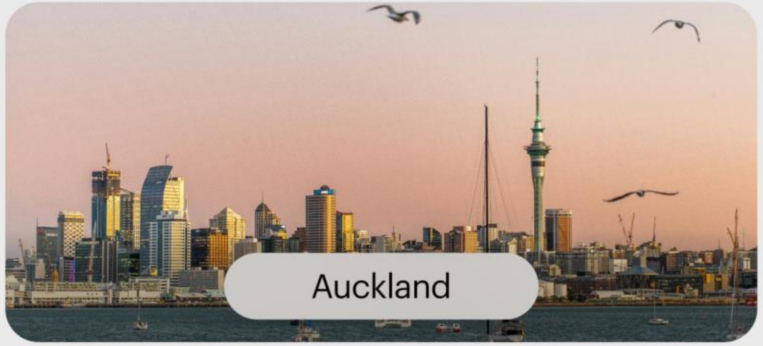
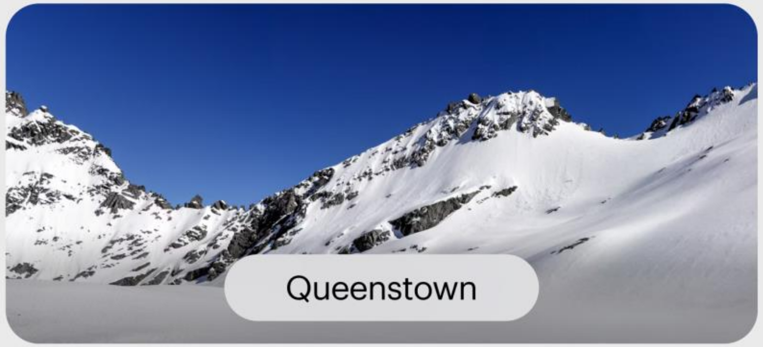
Source: NZME TellMe Travel Survey March 2026; *Nielsen CMI Q1 25 – Q4 25 fused Jan 26.

Domestic destinations.





Independent Travellers (18-34):

1. Queenstown 31%
2. Auckland 29%
3. Christchurch 21%
4. Rotorua 14%
5. Wellington 13%

Family Travellers (35-54):

1. Christchurch 29%
2. Wellington 21%
3. Auckland 21%
4. Queenstown 19%
5. Taupō 15%

Mature Travellers (55+):

1. Christchurch 23%
2. Wellington 19%
3. Auckland 17%
4. Queenstown 14%
5. Bay of Islands 11%

Source: NZME TellMe Travel Survey March 2026

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International travel.

Culture

History

Indulgence

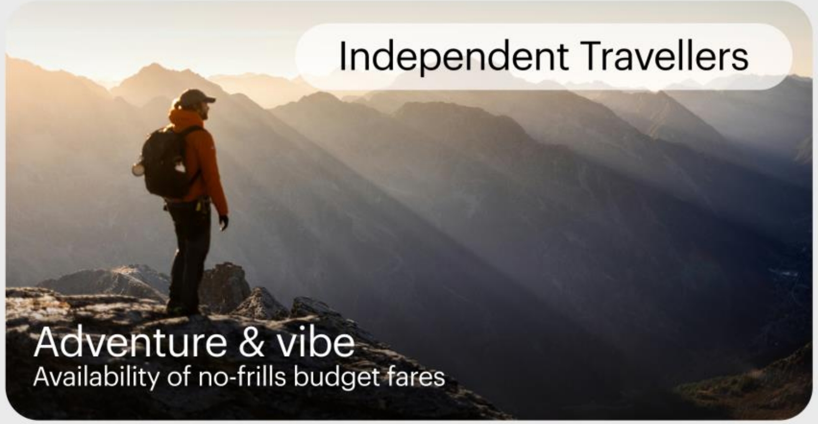
48% of Kiwis plan to travel overseas in the next year* and they're taking longer trips, with average trip length +12% YoY.

Overseas travel spend is +3% YoY, with Kiwi's now intending to spend an average of $9,530 on their next overseas trip.

Australia remains the #1 international destination, with 46% planning to visit in the next year with Gold Coast, Brisbane and Sydney top of the list.

77% want to be immersed in culture, tradition & history when travelling overseas.*

45% are seeking luxury and indulgence.*



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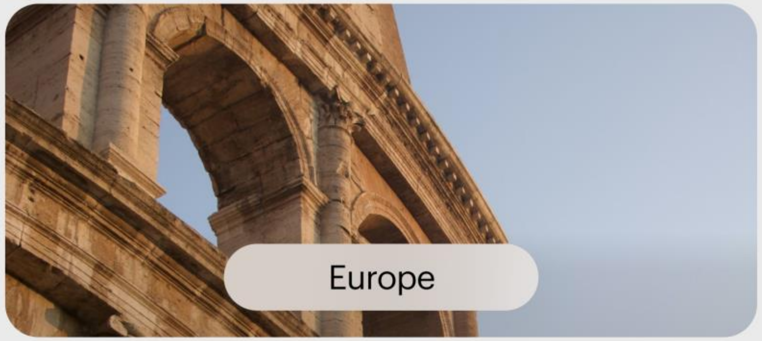
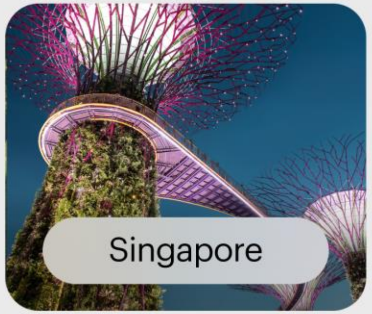
Source: NZME TellMe Travel Survey March 2026; *Nielsen CMI Q1 25 – Q4 25 fused Jan 26.

International destinations.





Independent Travellers (18-34):

1. Australia 49%
2. Italy 13%
3. Singapore 11%
4. Elsewhere in Europe 11%
5. Japan 11%
6. England 10%

Family Travellers (35-54):

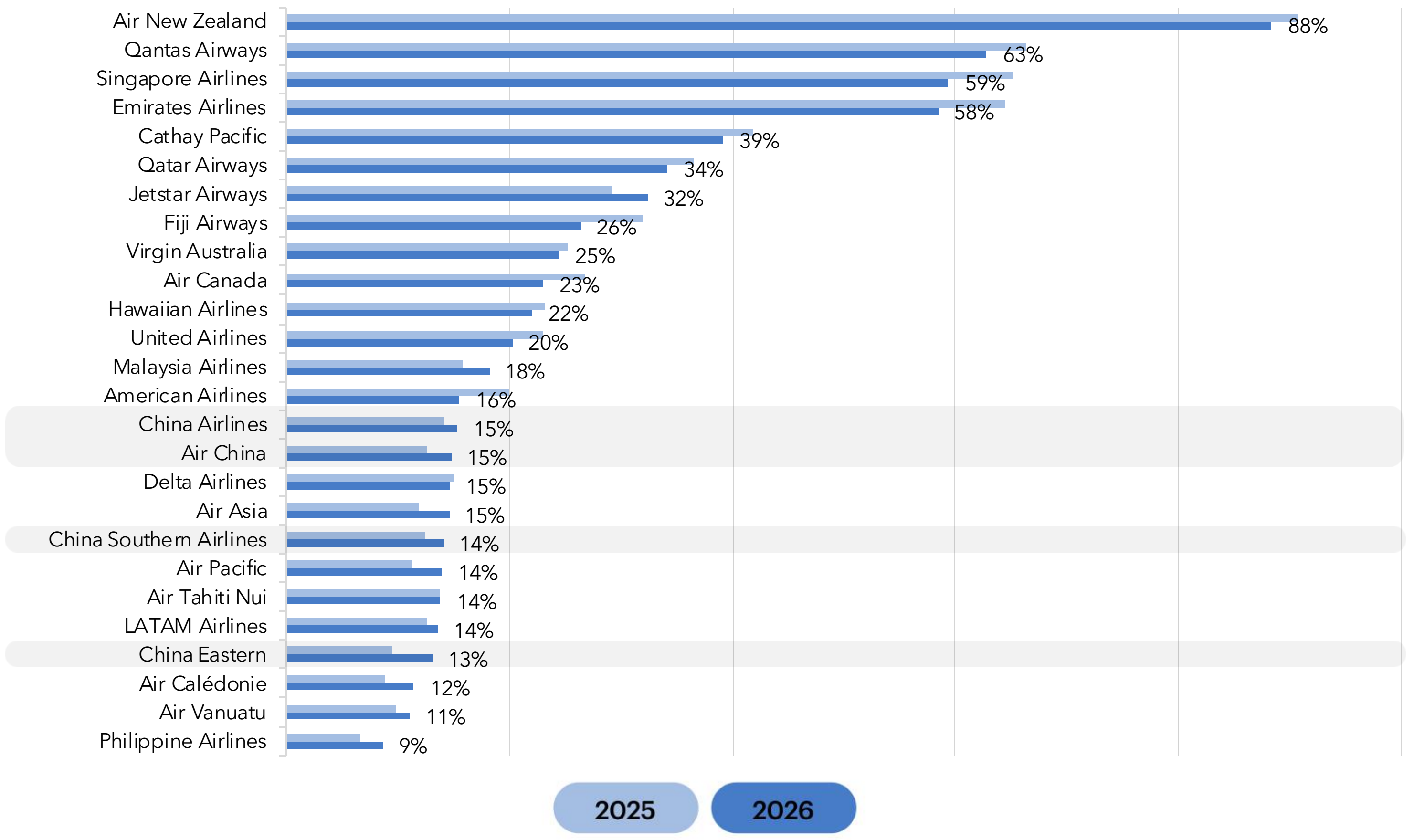
1. Australia 45%
2. Fiji 10%
3. Bali 10%
4. USA 8%
5. England 8%
6. Cook Islands 7%

Mature Travellers (55+):

1. Australia 44%
2. England 14%
3. Elsewhere in Europe 10%
4. Japan 10%
5. France 9%
6. USA 8%

Source: NZME TellMe Travel Survey March 2026

Air New Zealand: still the airline of choice.



Top airlines considered by Kiwis remain consistent, though mid-tier carriers are gaining ground.

Top three direct-from-NZ airlines considered (outside of Air NZ):

1. Qantas Airways
2. Singapore Airlines
3. Emirates Airlines

Chinese carriers (China Airlines, Air China, China Southern and China Eastern) have increased in consideration YoY – particularly among Independent and Family Travellers – driven by competitive fares allowing for comfort upgrades, increasing flight availability and preferred international travel routes.

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Source: NZME TellMe Travel Survey March 2026.

Travel shaped by lifestage.

Independent Travellers (18-34)

Spontaneous, experience-led travel:
Open to last minute plans, drawn to vibrant city experiences, events (concerts/gigs), and wellness escapes in nature.

Value-driven, but price-sensitive:
Most budget-conscious travellers, with 60% having reconsidered travel in the last year due to cost, but prioritise meaningful, memory making experiences.

Digitally-led & AI enabled planners:
Inspired by online search, social media, travel websites, and online video, as well as getting inspiration on their holidays from friends & family. 30% more likely to be using AI tools (and trusting it) for building itineraries, discovering activities, and summarising reviews.

Family Travellers (35-54)

Memory-making, meaningful travel:
Holidays are an annual highlight (61%)*, centred on creating lasting family memories, with a mix of relaxation and cultural experiences. Families are drawn to sports events & festivals that can be enjoyed together.

Value-conscious decision makers:
Influenced by economic pressures, with over half reconsidering travel due to cost and as a result, spending slightly below average on their trips.

Practical, AI-assisted planners:
Inspired by online search, friends & family, travel websites, social media & online video. This group are using AI tools as a starting point & to help narrow down options in their travel planning.

Mature Travellers (55+)

Comfort-led, committed travellers:
Highly organised, with 68% travelling within the next 6 months and over half already booked. Often travelling to visit friends or taking a cruise, they value ease, convenience and comfort, with a greater likelihood of flying premium or business class.

Less price-sensitive
More financially secure, with fewer reconsidering travel due to cost, and a higher than average spend on both domestic and overseas trips.

Traditional inspiration & lower AI adoption:
Inspired by online search, travel websites, friends/family, travel operators and print, and less likely to use or trust AI tools in their travel planning.

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Source: NZME TellMe Travel Survey March 2026; *Nielsen CMI Q1 25 – Q4 25 fused Jan 26

Travel intenders across NZME.

With NZME's **unique mix of digital, print and audio** channels you can **reach more than 3.2 million (82%) of Kiwi travel intenders with NZME.**

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

NZME Print
1,595,000 (40%)

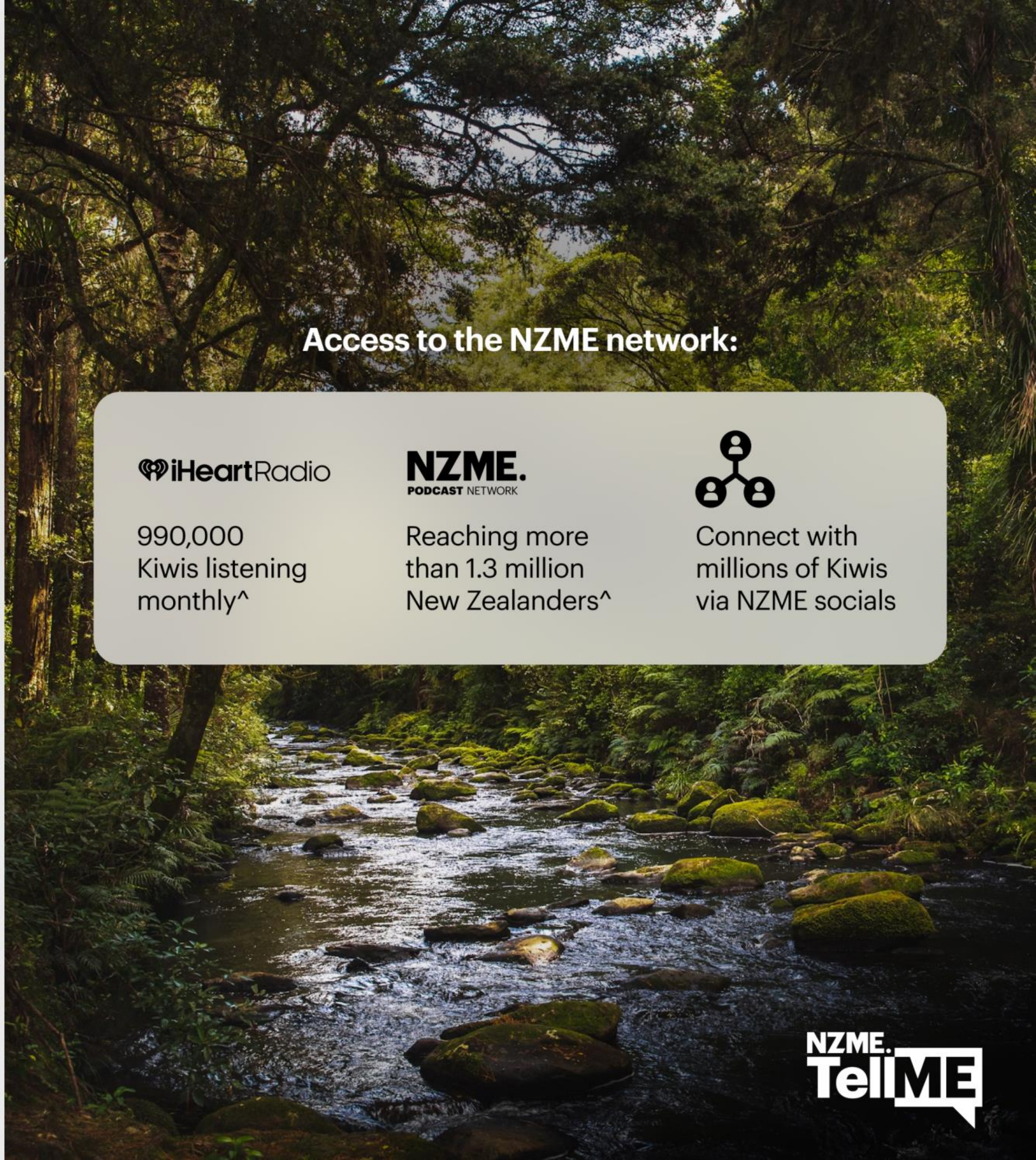
Why include print? **Print is credible**, it can change the way audiences feel about something or someone.
Recommended Product: Travel; NZ Herald

NZME Radio
1,576,000 (40%)

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

NZME Digital
2,267,000 (57%)

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



Source: Nielsen CMI Q1 25 – Q4 25 fused Jan 26 Monthly coverage for Daily & Community titles*, Weekly coverage for Newspaper Inserted Magazines *includes Waikato Hearld & Weekend Sun, Monthly UA for Digital, Weekly Reach for Radio (GfK RAM S3 25), ^Triton Metrics Feb 26.

NZME travel audience.

Reaching more than 3.2 million of the travel audience

nzherald.co.nz
2,022,000
Travel Audience: 1,850,000

iHeartRadio^
710,000
Travel Audience: 654,000

NZH
1,049,000
Travel Audience: 965,000

ZM
407,000
Travel Audience: 370,000

Travel Tuesday
403,000
Travel Audience: 370,000

Newstalk ZB
642,000
Travel Audience: 583,000

Herald On Sunday
309,000
Travel Audience: 281,000

Weekend Herald
659,000
Travel Audience: 610,000

Hauraki
216,000
Travel Audience: 196,000

Reset/ Sunday Travel
203,000
Travel Audience: 184,000

The Hits
397,000
Travel Audience: 366,000

Canvas
255,000
Travel Audience: 238,000

OneRoof
683,000
Travel Audience: 620,000

Timeout
278,000
Travel Audience: 258,000

Regional Daily Newspapers
226,000
Travel Audience: 208,000

Community Newspapers*
114,000
Travel Audience: 107,000

Coast
267,000
Travel Audience: 246,000

BusinessDesk#
131,000
Travel Audience: 121,000

Flava
133,000
Travel Audience: 114,000

Viva Weekly
201,000
Travel Audience: 187,000

NZME. TellME

Source: Nielsen CMI Q1 25 - Q4 25 fused Jan'26 Monthly coverage for Daily & Community titles, Weekly coverage for Newspaper Inserted Magazines, Monthly UA for Digital, Weekly Reach for Radio (GfK RAM S3 25). ^claimed to have listened to iHeartRadio in the last month; #claimed to have visited businessdesk.co.nz in the last month

NZME travel intender reach.

By region

Northland
NZME travel reach - 89%
Top destinations:
Auckland, Bay of Plenty, Australia, Cook Islands

Bay of Plenty
NZME travel reach - 89%
Top destinations:
Queenstown, Australia, England, Wellington

Auckland
NZME travel reach - 88%
Top destinations:
Australia, Japan, Queenstown, Christchurch

Rotorua
NZME travel reach - 93%

Waikato
NZME travel reach - 86%
Top destinations:
Christchurch, Australia, Fiji, Coromandel

Otago
NZME travel reach - 79%
Top destinations:
Auckland, Australia, Italy

Wellington
NZME travel reach - 81%
Top destinations:
Auckland, Australia, England, Germany

Canterbury
NZME travel reach - 68%
Top destinations:
Auckland, Australia, Bali, Nelson, Italy

Source: Nielsen CMI Q1 25 – Q4 25 Jan'26 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 S3 25)

Why NZME?

Your ultimate travel companion

Trusted

Premium, brand-safe environment means your brand and message sits alongside trusted travel content Kiwis actively engage with - building credibility and consideration.

Motivated audience

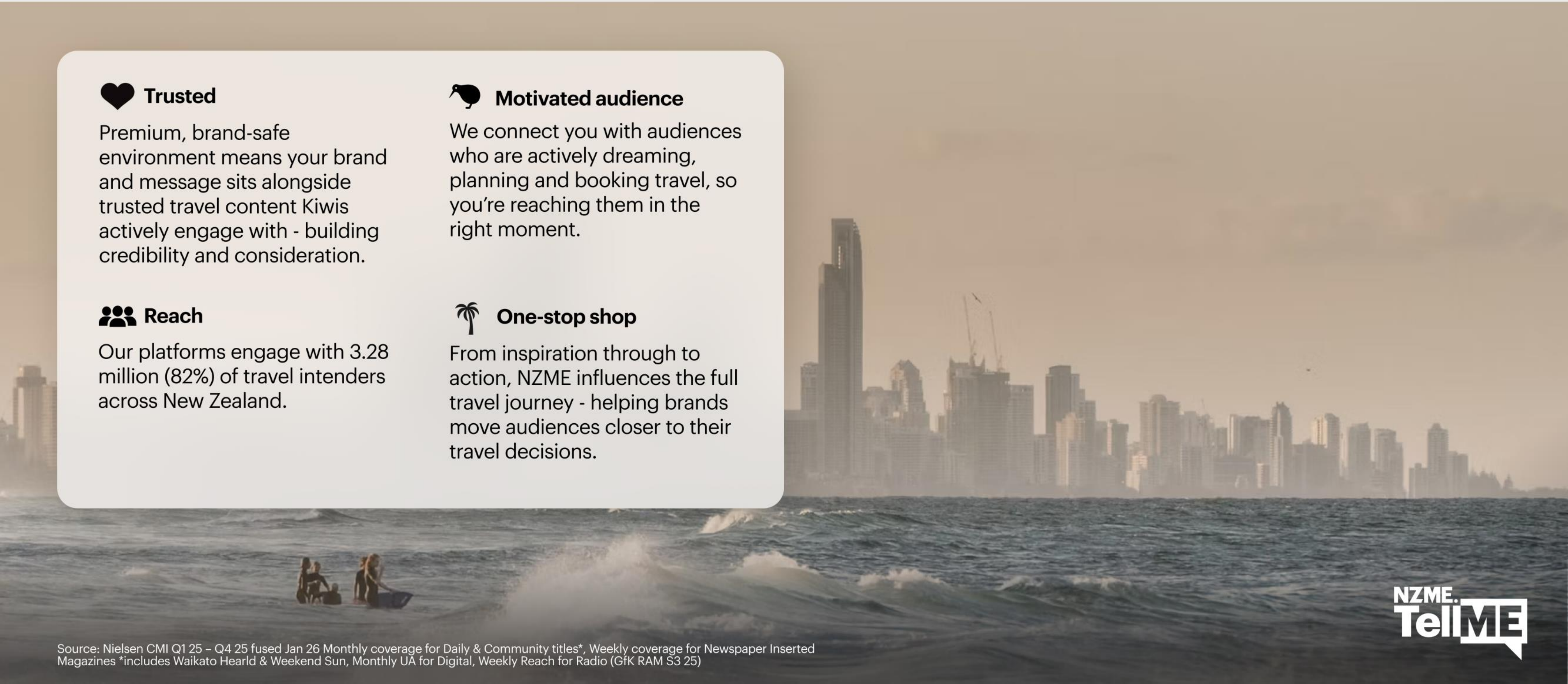
We connect you with audiences who are actively dreaming, planning and booking travel, so you're reaching them in the right moment.

Reach

Our platforms engage with 3.28 million (82%) of travel intenders across New Zealand.

One-stop shop

From inspiration through to action, NZME influences the full travel journey - helping brands move audiences closer to their travel decisions.



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NZME audiences go places.

They come to us before they go

NZME reaches 3.28 million (82%) of travel intenders*

We publish the #1 Travel magazine in New Zealand

91% of the NZME audience are planning to travel in the next 12 months*

A significant opportunity exists with 48% of travel intenders yet to book their holiday

Source: *Nielsen CMI Q1 25 – Q4 25 fused Jan 26 Monthly coverage for Daily & Community titles, Weekly coverage for Newspaper Inserted Magazines (includes Waikato Hearld & Weekend Sun, Monthly UA for Digital, Weekly Reach for Radio (GfK RAM S3 25); ^Nielsen CMI Q4 24 – Q3 25 fused Dec 25

Appendix

More information on:

- Destinations
- Advertising spend
- Travel audiences

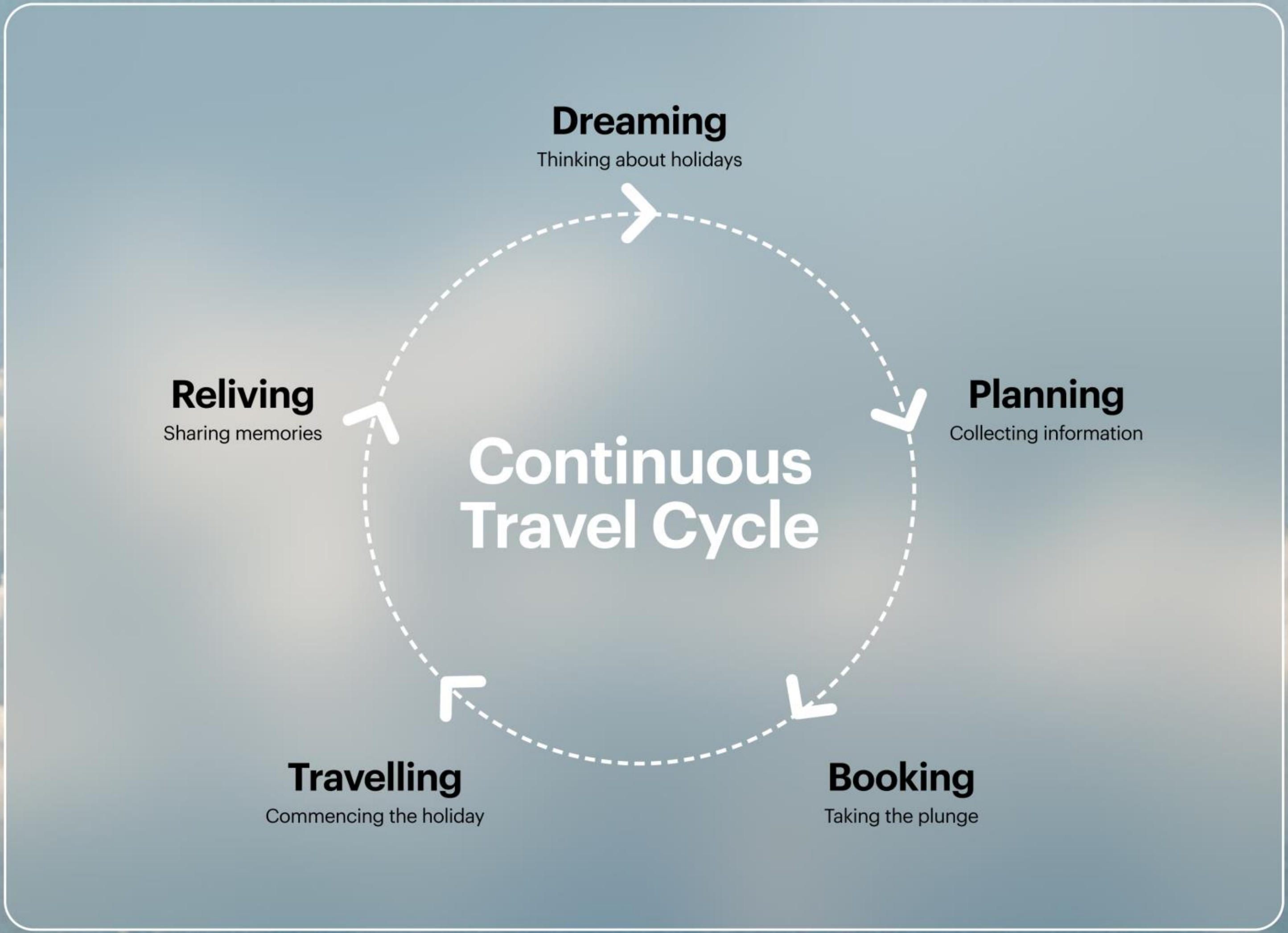
Thank you.

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

Path to travel with NZME.



Dreaming

48% intend to travel overseas and 80% domestically in the next 12 months.*

Planning

Online search, friends, family and travel websites top the list for travel planning – AI is on the rise with 51% currently using it in some way for their travel inspiration or planning.

Booking

35% haven't yet booked their planned overseas trips and 52% are yet to book their domestic travel.

Travelling

Sightseeing, visiting family, food & drink and beach time remain top priorities for Kiwi travellers – with event & relaxation increasing as core travel components.

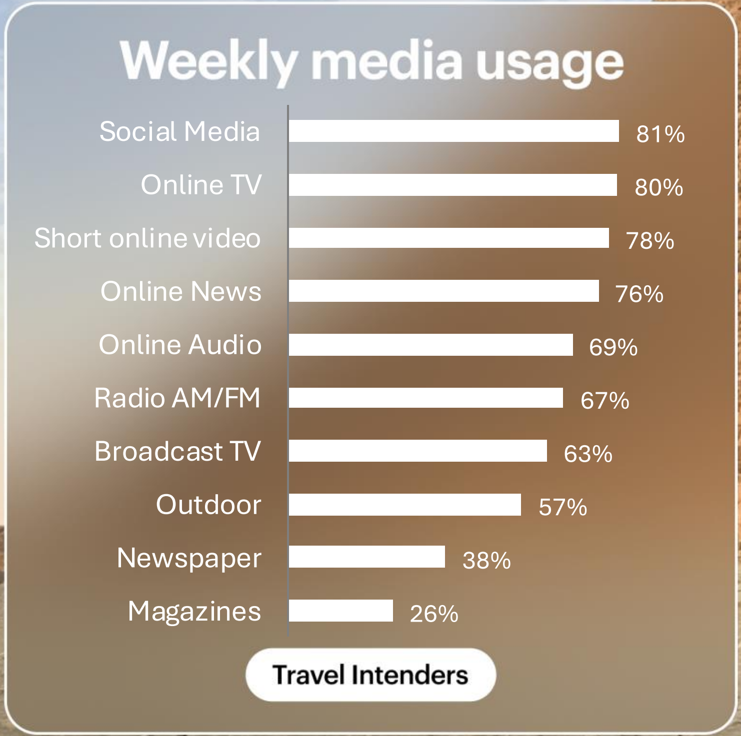
Reliving

56% have travelled overseas in the last 12 months and love sharing their experiences with friends & families and online.

Source: *Nielsen CMI Q1 25 – Q4 25 fused Jan 26

Media engagement travel intenders.

How the travel audience interacts with multiple media



32%* find news on NZ news apps or websites helps them form opinions and think differently. The New Zealand Herald is the #1 news app in the country.^

54%* of Travel Intenders are put in a good mood by online (streaming) audio.

40%* find broadcast FM/AM radio good entertainment value, with 35% of those who listen at least daily finding it a good media for finding out what's new.

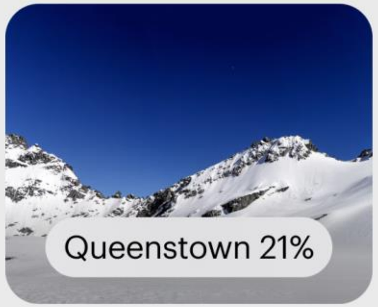
26%* find reading the newspaper makes them feel like they are a part of a community.

26%* find podcasts help them to form opinions and think differently and 24%* find podcasts good for tips and advice on how to do things.

Source: Nielsen CMI Q1 25 - Q4 25 fused Jan'26 Monthly coverage for Daily & Community titles, Weekly coverage for Newspaper Inserted Magazines, Monthly UA for Digital, Weekly Reach for Radio (GfK RAM S3 25) Travel intenders: 3,987,000 *Total users of each media. ^Nielsen DCR Feb 2024 - Jan 2026.

Top destinations.

Domestic



Other top destinations visited include:

Nelson 9% | Northland 9% | Coromandel 9%

Rotorua 9% | Dunedin 8% | Napier 8%

International

Other top destinations visited include:

Fiji 7% | Italy 7% | USA 7% | France 7%

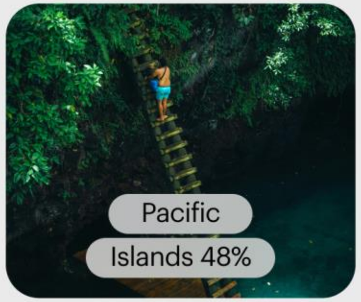
Singapore 7% | Bali 6%

Source: NZME TellMe Travel Survey March 2026

Let's cruise.

52%* are considering going on a cruise in the next 12 months

The Mediterranean is the top cruise destination for cruise considerers, followed by the Pacific Islands and the NZ Coastline. Other must visit cruise destinations include:



Source: NZME TellMe Travel Survey March 2026; *Nielsen CMI Q1 25 – Q5 25 fused Jan 26

Travel spend advertisers.

Top advertisers among each sub-category

Airlines/ Airports	2025
Air New Zealand Ltd	$37,332,030
Qantas Airways Ltd	$12,736,089
Auckland International Airport	$11,376,570
Christchurch International Airport	$8,180,009
Fiji Airways	$3,615,851

Attractions/ Venues	2025
Museum Of Transport & Technology	$2,090,846
Auckland Zoo	$1,924,301
Auckland Museum	$1,529,756
Funlab NZ Ltd	$1,072,943
Petone Working Men's Club	$789,347

Australian Tourism	2025
South Australia Tourism	$1,393,718
Queensland Tourist Authority	$1,370,976
Tourism NT	$231,725
Sunshine Coast Destination Ltd	$155,713
Tourism New South Wales	$57,780

Cruises/ Charters	2025
Viking Cruises	$5,740,079
Cruise Brokers	$4,478,453
Imagine Cruising Pty Ltd	$2,781,733
Globus Family of Brands	$1,963,905
Scenic Tours	$1,725,097

Domestic Accommodation	2025
Trivago GMBH	$18,960,964
Bookabach Ltd	$9,633,481
Sky City Ltd	$2,179,866
Top 10 Holiday Parks	$1,143,079
Accor Asia Pacific	$668,726

Domestic Tourism	2025
Gold Club Tours	$2,151,275
RealNZ Ltd	$1,937,319
Destination Lake Taupo	$1,693,885
Rotorua NZ	$1,400,983
Destination Queenstown	$1,217,444

International Accommodation	2025
Accor Group	$1,418,012
Marriott International	$390,739
Accor Asia Pacific	$374,416
Air New Zealand Ltd	$340,278
Langham Hotels International	$298,241

International Tourism	2025
Inspiring Vacations Pty Ltd	$3,310,107
Tourism Fiji	$1,753,098
Leisure Time Tours	$1,064,909
Ignite Travel Group	$1,018,167
Globus Family of Brands	$1,017,644

Travel Agents	2025
House of Travel Holdings Ltd	$10,657,736
Flight Centre	$9,007,710
Stella Travel	$5,103,577
Scenic Tours	$3,298,094
Webjet	$3,181,126

Rental Cars	2025
Enterprise Holdings Inc	$2,721,273
Hertz NZ Ltd	$1,747,744
Thrifty Car Rental	$1,569,132
Avis Budget Group	$1,437,655
Metropolitan Rentals Ltd	$989,516

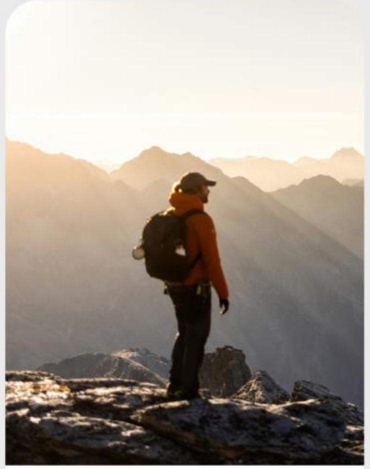
Source: Nielsen AIS Travel Category 2025

Planning to engage with…

Independent Travellers

Their travel vibe is ‘freedom & adventure’

New experiences and outdoors are front of mind when travelling as a young Independent Traveller, with slight structure in their planning, and lots of room to improvise.



Spontaneous & flexible, they tend to be more price sensitive - almost 3 in 5 have reconsidered travel due to high prices

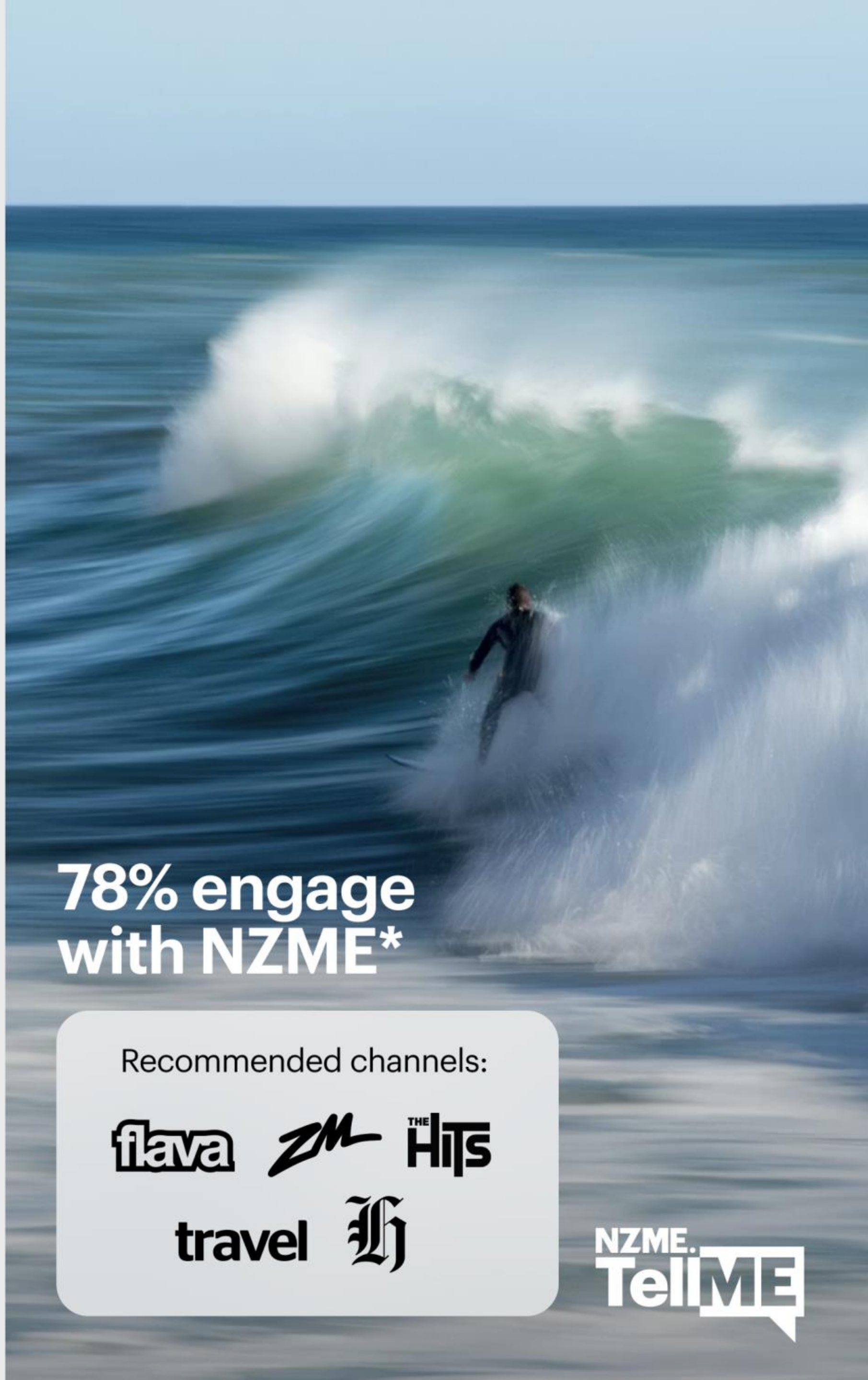
They love adventure holidays, travelling for events, and for wellness - especially when nature focused

They are travelling now. 73% are going within the next 6 months

6 in 10 have been overseas in the last year and places visited include, Australia, Singapore and Japan

The top three destinations they plan to visit on their holiday are; Australia (49%), Italy (13%) and Europe (11%).

Source: Nielsen CMI Q1 25 - Q4 25 fused Jan’26 Monthly coverage for Daily & Community titles, Weekly coverage for Newspaper Inserted Magazines, Monthly UA for Digital, Weekly Reach for Radio (GfK RAM S3 25)



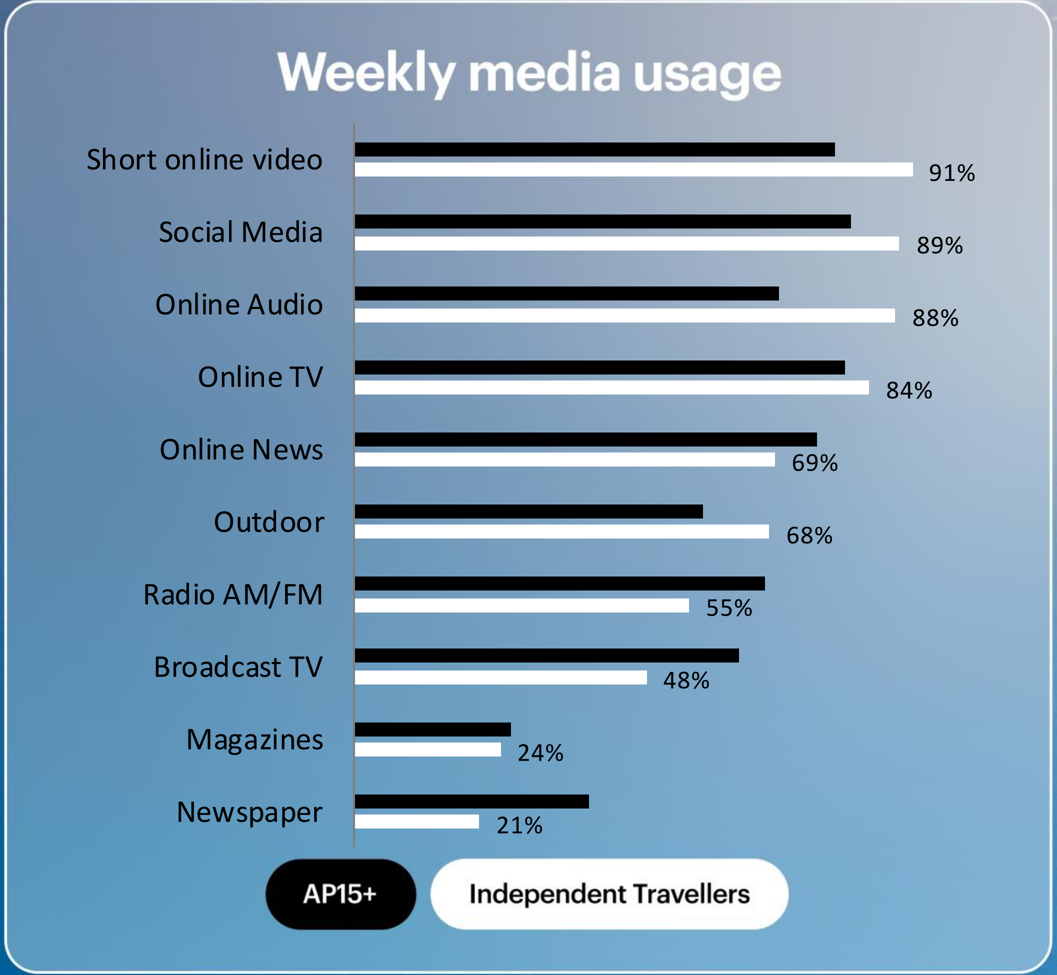
78% engage with NZME*

Recommended channels:

flava ZM The Hits
travel

NZME. TellME

Reaching Independent Travellers.



Source: Nielsen CMI Q1 25 - Q4 25 fused Jan'26 Monthly coverage for Daily & Community titles, Weekly coverage for Newspaper Inserted Magazines, Monthly UA for Digital, Weekly Reach for Radio (GfK RAM S3 25)

987,000 (78%) reached across NZME's channels. Independents are more likely to be online.

NZME Print
499,000 (40%)

Recommended product:
Travel

NZME Radio
436,000 (35%)

Recommended product:
ZM, Hits, Flava

NZME Digital
623,000 (49%)

Recommended product:
nzherald.co.nz/travel

NZME. TellME

NZME travel audience.

Reaching 987,000 Independent Travel intenders

nzherald.co.nz
2,022,000
Independent Travel Intenders: 479,000

iHeartRadio^
710,000
Independent Travel Intenders: 212,000

NZH
1,049,000
Independent Travel Intenders: 297,000

ZM
407,000
Independent Travel Intenders: 159,000

Travel Tuesday
403,000
Independent Travel Intenders: 98,000

Newstalk ZB
642,000
Independent Travel Intenders: 76,000

Herald On Sunday
309,000
Independent Travel Intenders: 88,000

Weekend Herald
659,000
Independent Travel Intenders: 159,000

Hauraki
216,000
Independent Travel Intenders: 63,000

Reset/ Sunday Travel
203,000
Independent Travel Intenders: 44,000

The Hits
397,000
Independent Travel Intenders: 132,000

Canvas
255,000
Independent Travel Intenders: 29,000

OneRoof
683,000
Independent Travel Intenders: 152,000

Timeout
278,000
Independent Travel Intenders: 65,000

Daily Newspapers
226,000
Independent Travel Intenders: 47,000

Community Newspapers
114,000
Independent Travel Intenders: 28,000

Coast
267,000
Independent Travel Intenders: 32,000

BusinessDesk#
131,000
Independent Travel Intenders: 33,000

Flava
122,000
Independent Travel Intenders: 51,000

Viva Weekly
201,000
Independent Travel Intenders: 30,000

NZME. TellME

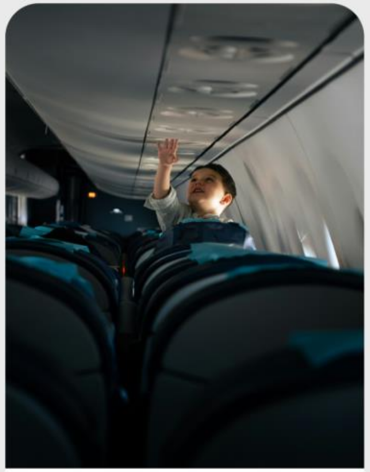
Source: Nielsen CMI Q1 25 - Q4 25 fused Jan'26 Monthly coverage for Daily & Community titles, Weekly coverage for Newspaper Inserted Magazines, Monthly UA for Digital, Weekly Reach for Radio (GfK RAM S3 25). ^claimed to have listened to iHeartRadio in the last month; #claimed to have visited businessdesk.co.nz in the last month

Planning to engage with...

Family Travellers

Their travel vibe is ‘ease and connection’

They want to relax and explore with their families in tow – they will plan all the details and are price conscious.



Price conscious – more likely to reconsider travel decision due to high prices

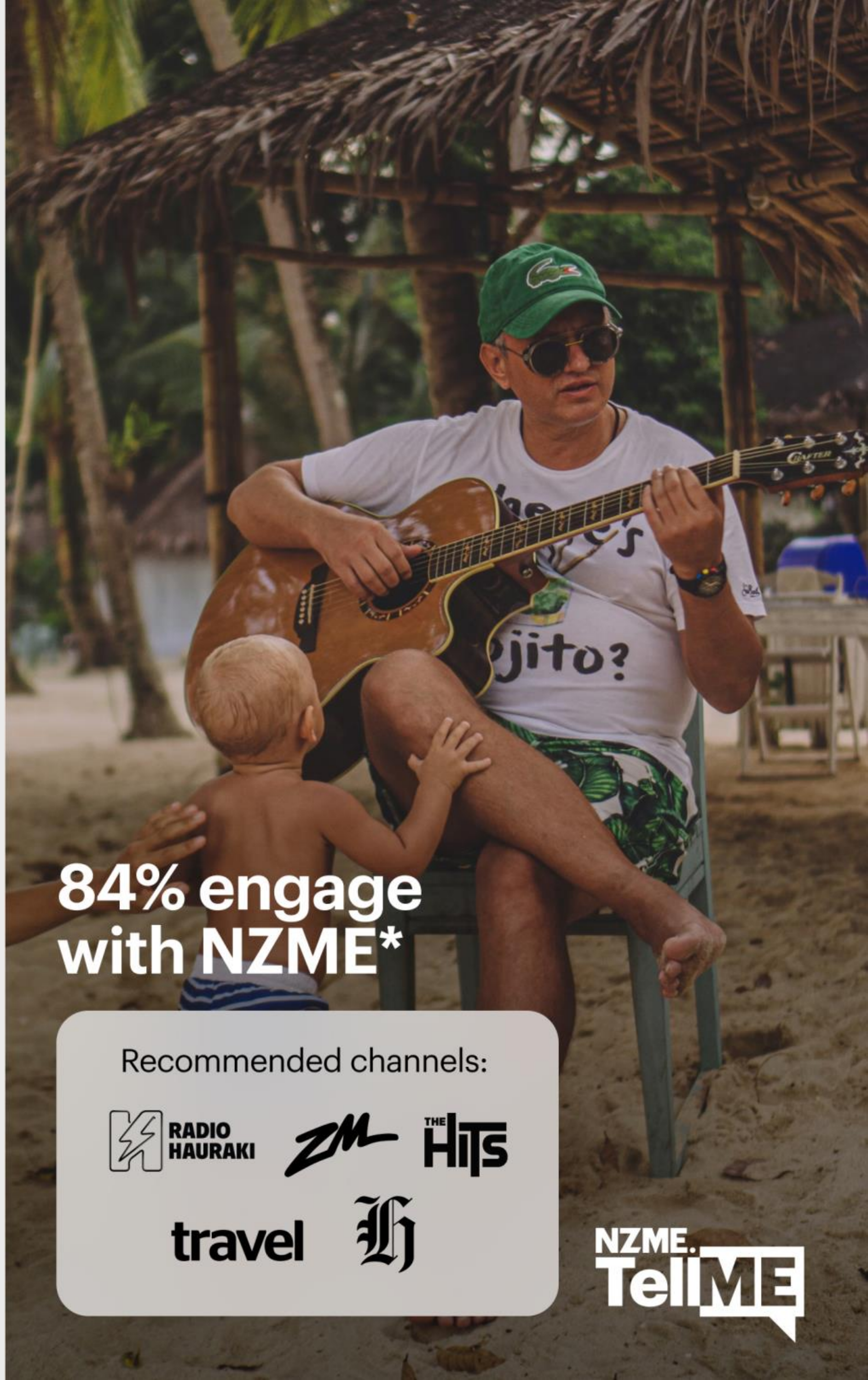
Travelling for events - especially sports events

See holidays as quality family time – a chance to relax together

Enjoy camping, nature and beach holidays – often off the beaten track

The top three destinations they plan to visit on their holiday are; Australia (45%), Fiji (10%), Bali (10%).

Source: Nielsen CMI Q1 25 - Q4 25 fused Jan’26 Monthly coverage for Daily & Community titles, Weekly coverage for Newspaper Inserted Magazines, Monthly UA for Digital, Weekly Reach for Radio (GfK RAM S3 25)



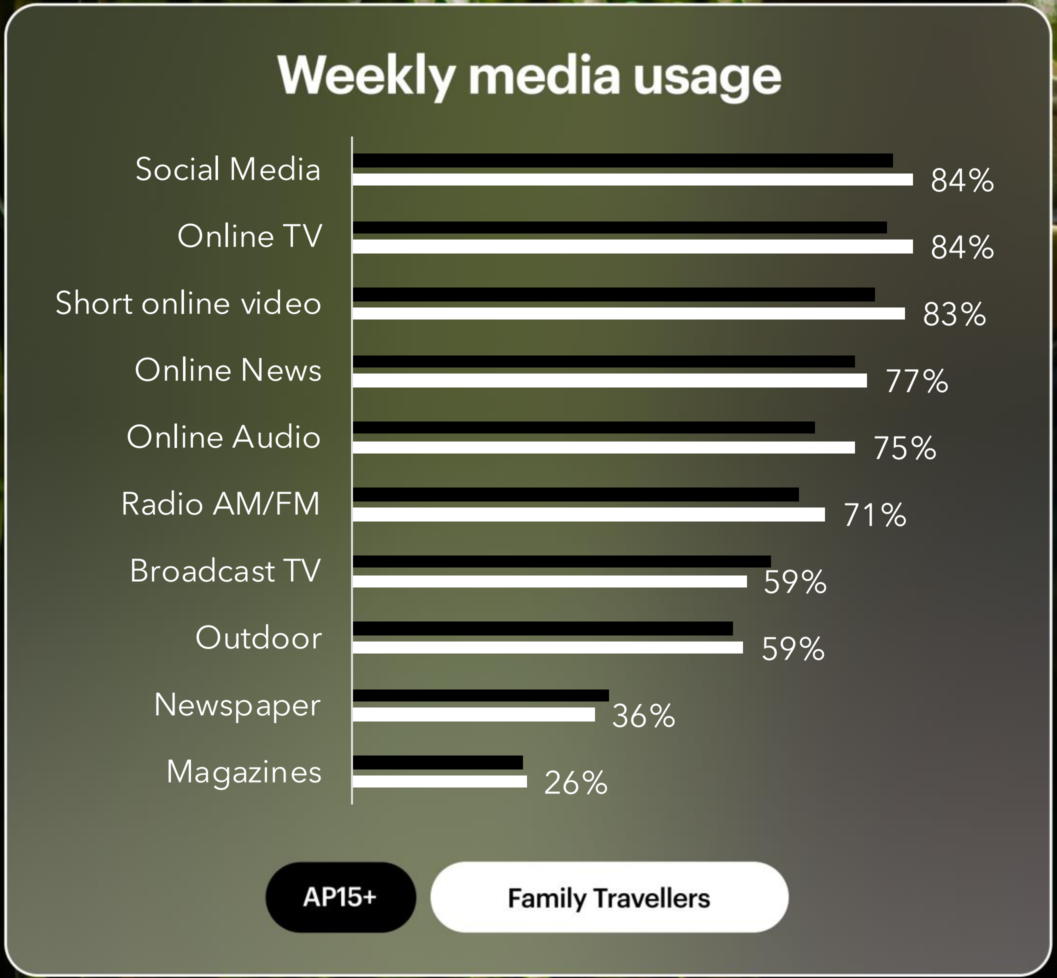
84% engage with NZME*

Recommended channels:

RADIO HAURAKI
ZM
THE HITS
travel

NZME. TellME

Reaching Family Travellers.



Source: Nielsen CMI Q1 25 - Q4 25 fused Jan'26 Monthly coverage for Daily & Community titles, Weekly coverage for Newspaper Inserted Magazines, Monthly UA for Digital, Weekly Reach for Radio (GfK RAM S3 25)

1,066,000 (84%) reached across NZME's channels. Families are more likely to be listening to the radio and being online.

NZME Print
531,000 (42%)

Recommended product:
Travel

NZME Radio
521,000 (41%)

Recommended product:
Radio Hauraki, ZM, The Hits

NZME Digital
748,000 (59%)

Recommended product:
nzherald.co.nz/travel

NZME. TellME

NZME travel audience.

Reaching 1,066,000 Family Travel intenders

nzherald.co.nz
2,022,000

Family Travel Intenders: 626,000

iHeartRadio^
710,000

Family Travel Intenders: 226,000

NZH
1,049,000

Family Travel Intenders: 320,000

ZM
407,000

Family Travel Intenders: 150,000

Travel Tuesday
403,000

Family Travel Intenders: 113,000

Newstalk ZB
642,000

Family Travel Intenders: 159,000

Herald On Sunday
309,000

Family Travel Intenders: 72,000

Weekend Herald
659,000

Family Travel Intenders: 199,000

Hauraki
216,000

Family Travel Intenders: 85,000

Reset/ Sunday Travel
203,000

Family Travel Intenders: 49,000

The Hits
397,000

Family Travel Intenders: 139,000

Canvas
255,000

Family Travel Intenders: 63,000

OneRoof
683,000

Family Travel Intenders: 193,000

Timeout
278,000

Family Travel Intenders: 76,000

Daily Newspapers
226,000

Family Travel Intenders: 63,000

Community Newspapers
114,000

Family Travel Intenders: 34,000

Coast
267,000

Family Travel Intenders: 71,000

Businessdesk#
131,000

Family Travel Intenders: 48,000

Flava
122,000

Family Travel Intenders: 50,000

Viva Weekly
201,000

Family Travel Intenders: 52,000

Source: Nielsen CMI Q1 25 - Q4 25 fused Jan'26 Monthly coverage for Daily & Community titles, Weekly coverage for Newspaper Inserted Magazines, Monthly UA for Digital, Weekly Reach for Radio (GfK RAM S3 25). ^claimed to have listened to iHeartRadio in the last month; #claimed to have visited businessdesk.co.nz in the last month

Planning to engage with...

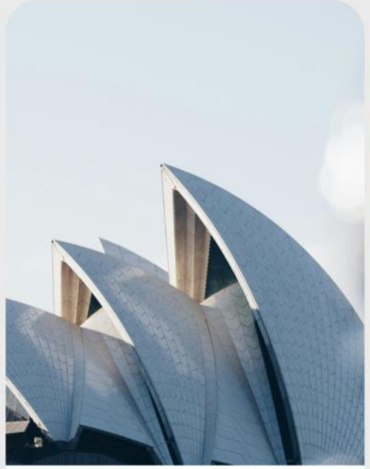
Mature Travellers

Their travel vibe is 'enriched exploration'

They want to sightsee and get involved in history,
they are happy to plan it themselves or let someone else do it.

More likely to use travel agents & websites for inspiration and bookings for peace of mind

More likely travelling premium or business

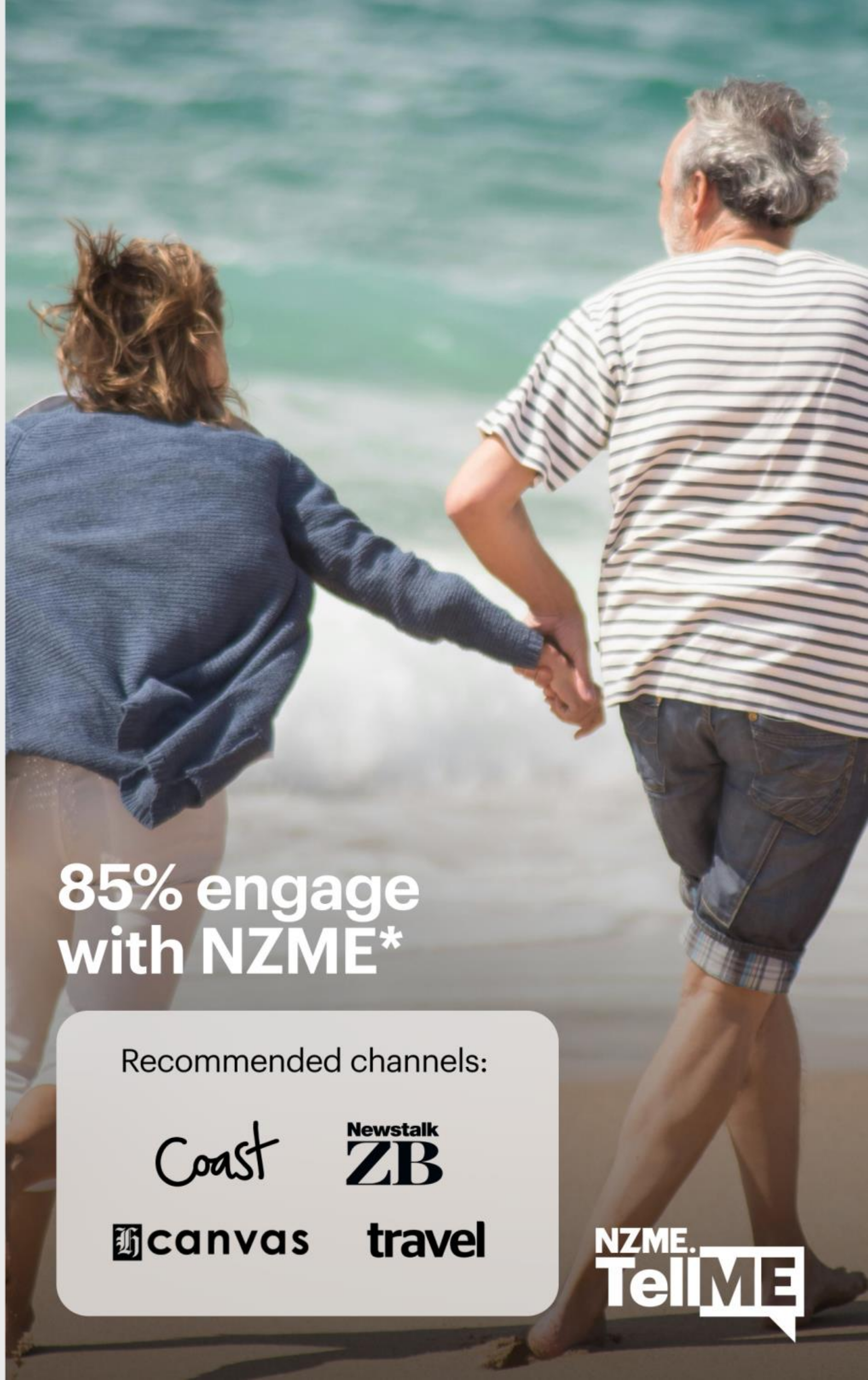


Top priorities: visiting friends and family, sight-seeing, food and drink, culture & a cruise

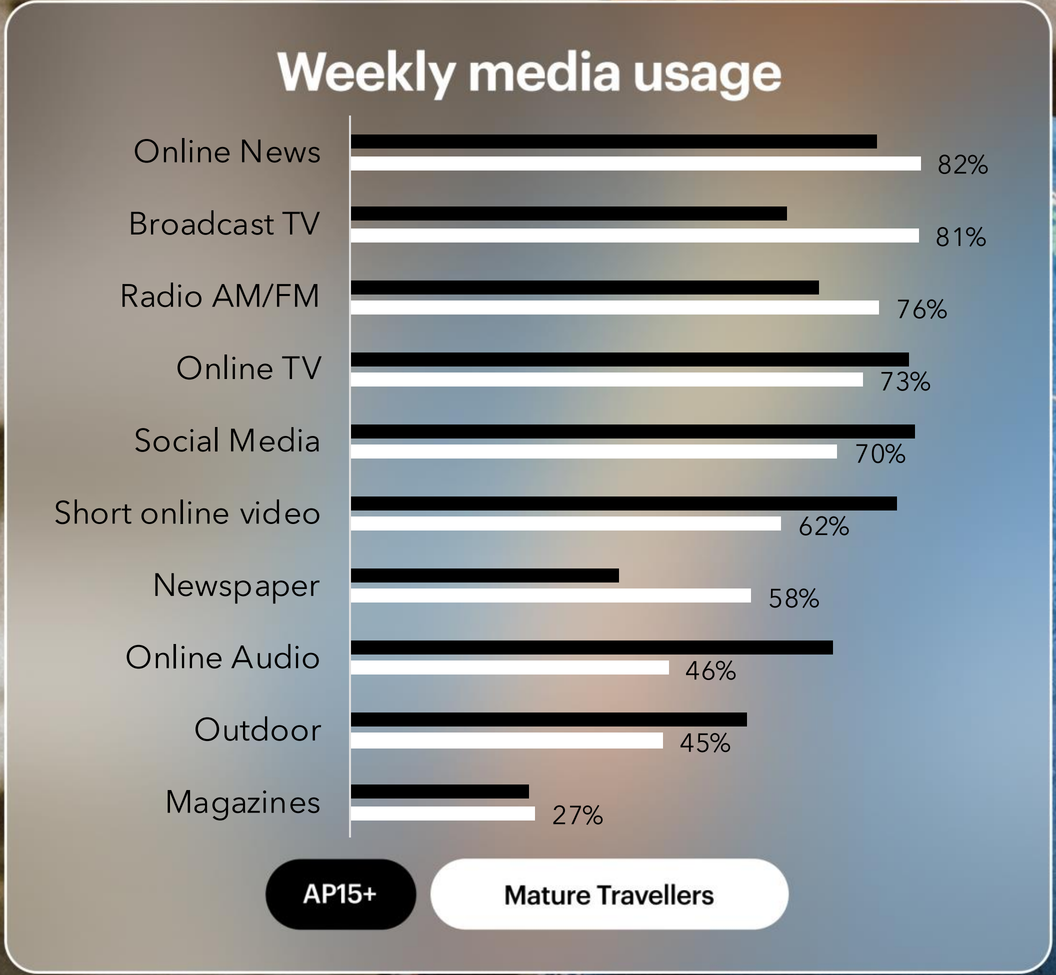
Taking longer trips 30% are going for 2+ weeks and spending more on both overseas & domestic trips

The top three destinations they plan to visit on their holiday are;
Australia (44%), England (14%) and Europe (10%).

Source: Nielsen CMI Q1 25 - Q4 25 fused Jan'26 Monthly coverage for Daily & Community titles, Weekly coverage for Newspaper Inserted Magazines, Monthly UA for Digital, Weekly Reach for Radio (GfK RAM S3 25)



Reaching Mature Travellers.



1,184,000 (85%) reached across NZME's channels. Mature Travellers are more likely to be reading the news both in print & online and listening to the radio.

NZME Print
540,000 (39%)

Recommended product:
Travel

NZME Radio
602,000 (43%)

Recommended product:
Newstalk ZB; Coast

NZME Digital
873,000 (63%)

Recommended product:
nzherald.co.nz/travel

Source: Nielsen CMI Q1 25 - Q4 25 fused Jan'26 Monthly coverage for Daily & Community titles, Weekly coverage for Newspaper Inserted Magazines, Monthly UA for Digital, Weekly Reach for Radio (GfK RAM S3 25)

NZME. TellME

NZME travel audience.

Reaching 1,184,000 Mature Travel intenders

nzherald.co.nz
2,022,000

Mature Travel Intenders: 729,000

iHeartRadio^
710,000

Mature Travel Intenders: 204,000

NZH
1,049,000

Mature Travel Intenders: 333,000

ZM
407,000

Mature Travel Intenders: 57,000

Travel Tuesday
403,000

Mature Travel Intenders: 154,000

Newstalk ZB
642,000

Mature Travel Intenders: 346,000

Herald On Sunday
309,000

Mature Travel Intenders: 119,000

Weekend Herald
659,000

Mature Travel Intenders: 247,000

Hauraki
216,000

Mature Travel Intenders: 46,000

Reset/ Sunday Travel
203,000

Mature Travel Intenders: 90,000

The Hits
397,000

Mature Travel Intenders: 89,000

Canvas
255,000

Mature Travel Intenders: 143,000

OneRoof
683,000

Mature Travel Intenders: 269,000

Timeout
278,000

Mature Travel Intenders: 116,000

Daily Newspapers
226,000

Mature Travel Intenders: 94,000

Community Newspapers
114,000

Mature Travel Intenders: 45,000

Coast
267,000

Mature Travel Intenders: 139,000

BusinessDesk#
131,000

Mature Travel Intenders: 40,000

Flava
122,000

Mature Travel Intenders: 12,000

Viva Weekly
201,000

Mature Travel Intenders: 105,000

Source: Nielsen CMI Q1 25 - Q4 25 fused Jan'26 Monthly coverage for Daily & Community titles, Weekly coverage for Newspaper Inserted Magazines, Monthly UA for Digital, Weekly Reach for Radio (GfK RAM S3 25). ^claimed to have listened to iHeartRadio in the last month; #claimed to have visited businessdesk.co.nz in the last month

NZME. TellME