

A person is floating on their back in clear, turquoise water. The water is so clear that the seabed and some rocks are visible. In the background, there is a rocky coastline with a cliff face. The overall scene is serene and scenic.

NZME.
TellME

Travel Survey Wave 5 2024

NZME TellME respondents

Travel lovers love NZME travel.

Understanding and inspiring Kiwi travellers



More than 3.25 million travel intenders* engage with NZME across our unique mix of digital, print and audio channels.



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.

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Travel trends.

How the industry has fared over the last few years

What we've seen



Since the lifting of pandemic restrictions in 2022, we saw a **huge boost to the travel industry.**

+13%

Overseas travel has continued to grow, **up 13% in 2023** compared to the previous year. Looking at advertising spend, this increased 34% from 2021 to 2022, but dropped back in 2023.



A trend of **'revenge travel'** saw Kiwis take **longer trips** to make up for the lost trips in **2020** and **2021**. In the last year, we have seen this normalise.



International travel is on the rise; however, Kiwis travelling overseas has **not quite returned to pre-Covid levels** which could be due to the current cost of living crisis in New Zealand.



Travel trends.

What to expect

2024 and beyond

Looking ahead, **intention to travel** overseas is up **+4%**.
As part of that travel, we can also expect;



An increase in solo travel. 1 in 5 are likely to travel alone, which has increased +3% on last year and travelling with friends has increased 5% YoY.



More travellers will be looking for travel that is more personalised, opting for **unique experiences** over the road most travelled.



An increase in **purposeful travel**, so nature based i.e. bike tours or food-focused travel. Anything where travellers get to experience and learn something new.

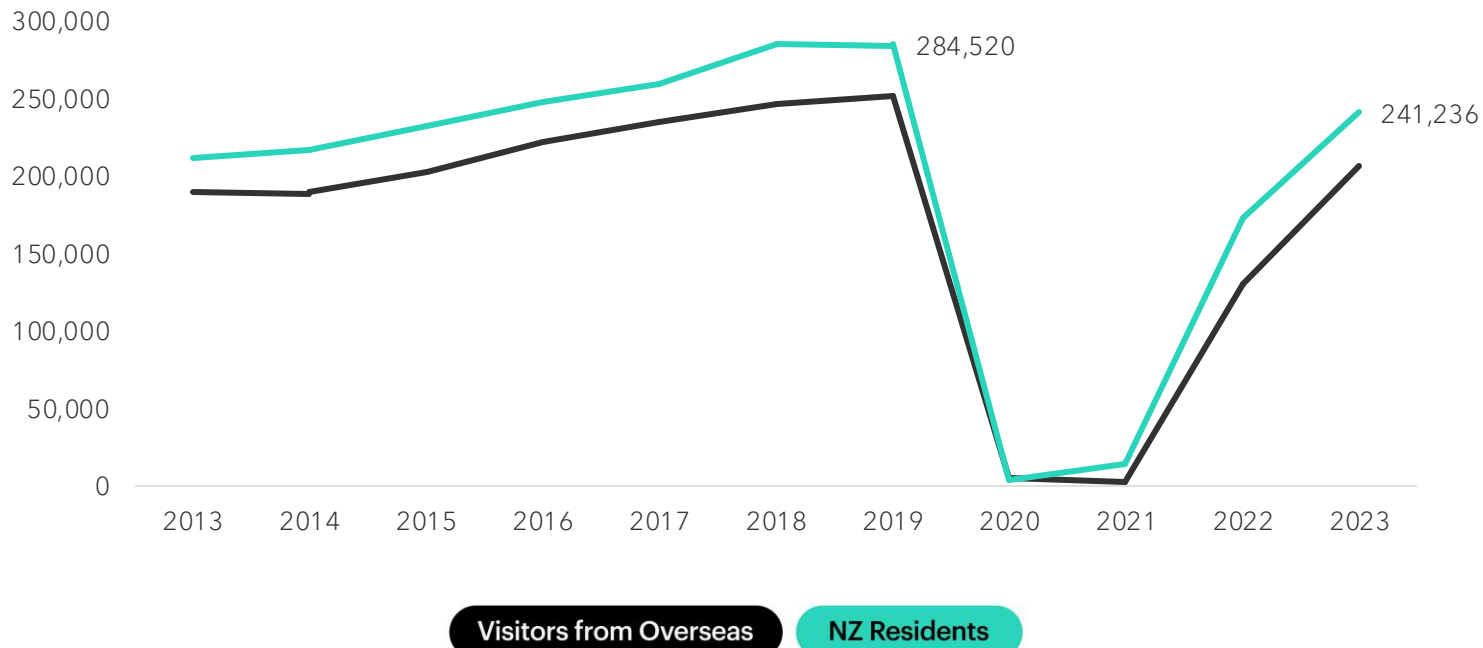


Kiwis have told us that they **intend to invest more** in their next holiday, with the average spend on an overseas trip having **increased by 18%**.

Travelling is more important than ever.

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

International Arrivals - August



There's been **1.7 million overseas arrivals into New Zealand by residents**, year to date. This is **up 166%** on the same period last year (2022) showing that Kiwis are back travelling internationally, now **85% of the pre-Covid figure**.

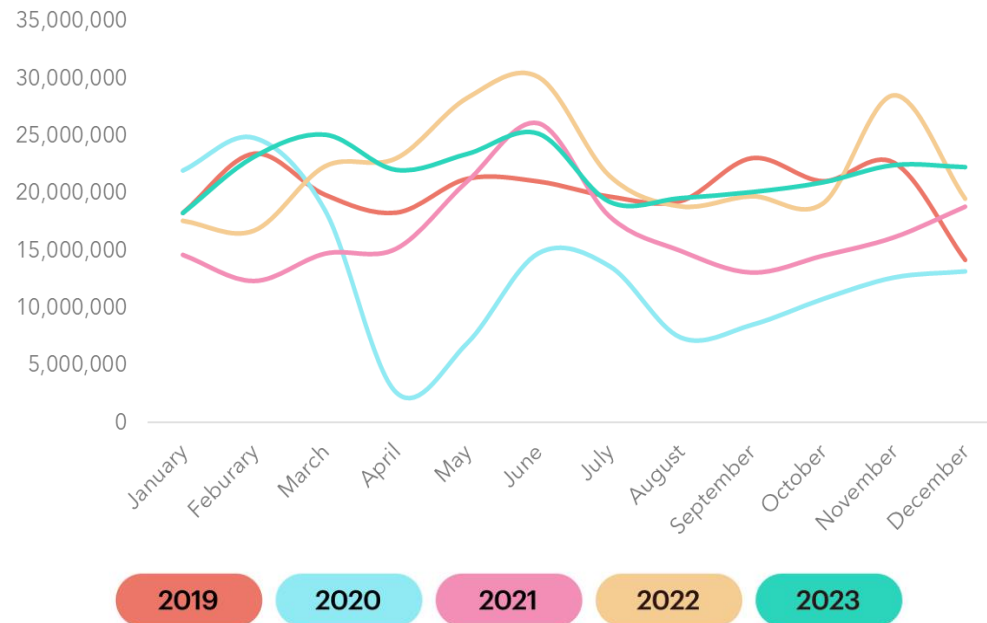
The **domestic travel** industry has seen the number of visitors **more than double** compared to 2022.

The industry is heading in the right direction, with **visitors from overseas now at 82% of what NZ had pre-Covid**.

Travel advertising has been steady across 2023.

Compared to 2022, last year didn't see the peaks in May and November

Advertising spend within the Travel category (ratecard)



Travel category advertisers spent almost \$262 million ratecard on advertising in 2023 and spend in 2023 is just below that of 2022 (-1.6% YOY).

30% of Travel category spend in 2023 was on outdoor platforms, 23% online/social & 17% on radio.

2021 +22% YOY

2022 +34% YOY

2023 -1.6%YOY



Two thirds are in the market for their next holiday.

Kiwis are intending to spend an average of \$5,880 on their next holiday

1.9 million

intend to travel internationally in the next year*



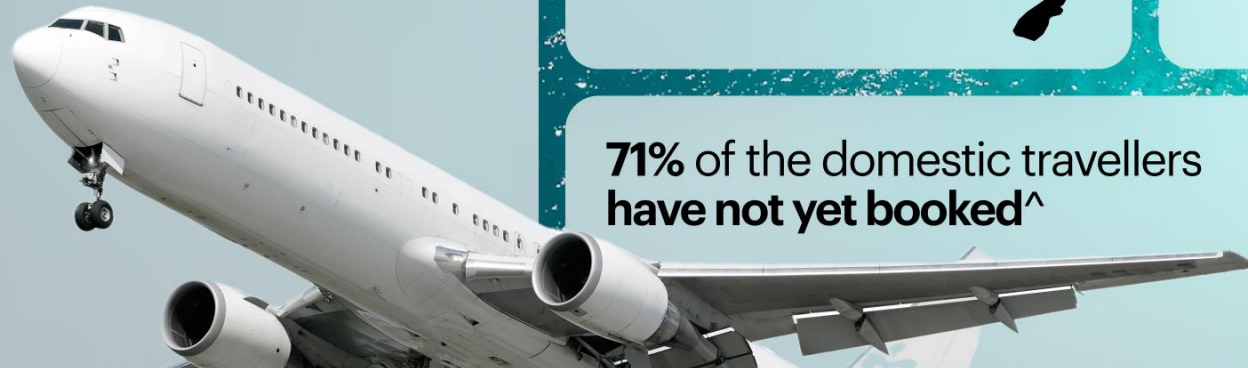
International travel intention has **increased 4%** since last year



56% of international travellers have **not yet booked**[^]



Kiwis are spending **\$9,211** on an average overseas holiday[^]



3.2 million

intend to travel domestically in the next year*



15% plan to go on a ski/snow holiday this winter within New Zealand



Kiwis are spending **\$2,324** on an average domestic holiday[^]



71% of the domestic travellers **have not yet booked**[^]



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Consumers are investing in travel.

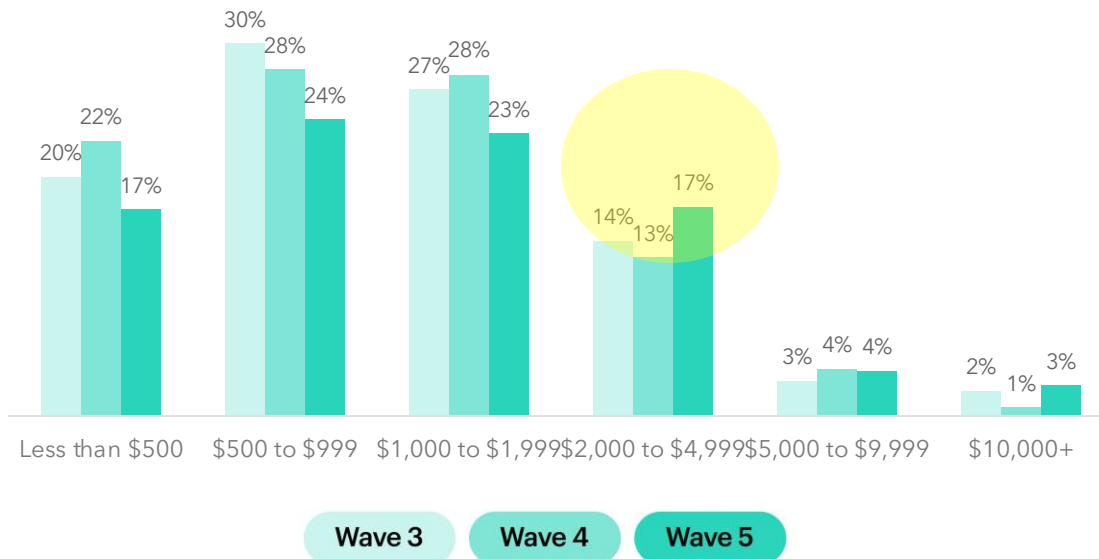
With trip lengths increasing, so did our wallets

This time last year Kiwis told us they were excited about their future travel plans, ticking off bucket list destinations which meant more budget went into travelling.

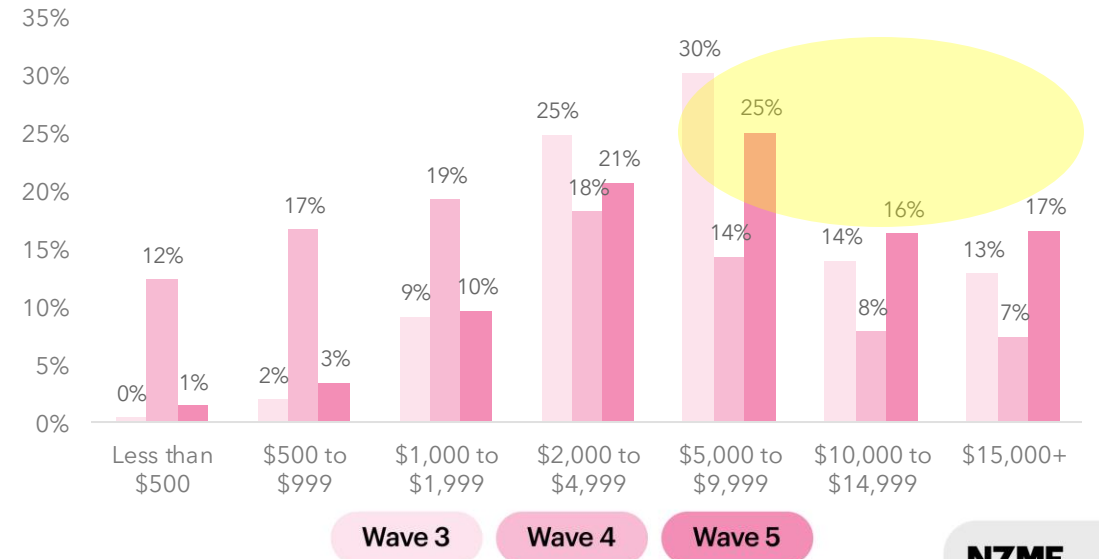
Spend on domestic travel
\$2,324 +30%
Since last year*

Spend on international travel
\$9,211 +18%
Since last year*

Domestic Travel Spending Trends



Overseas Travel Spending Trends



*Source: NZME Wave 5 survey conducted May 2024

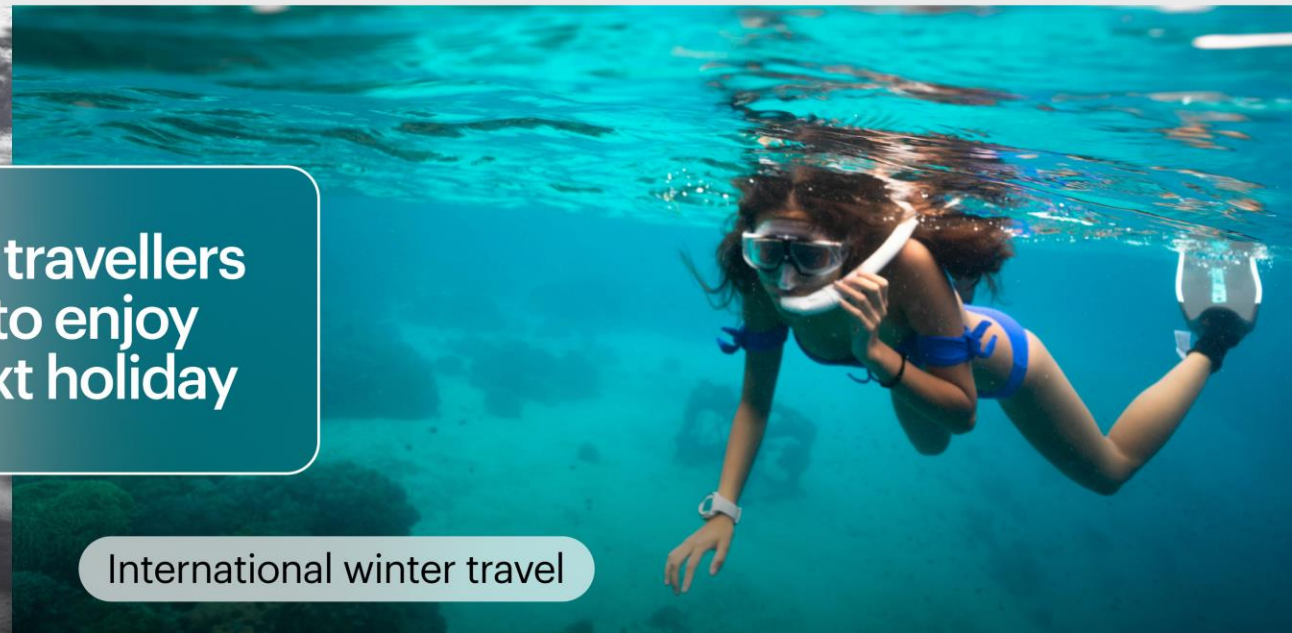
Kiwis are planning winter getaways.

Insights into their plans



Domestic winter travel

- **87% will take a domestic trip**
71% are still yet to book their next trip
- **15% intend to go skiing**
50% intend to go to Mt Ruapehu



International winter travel

- **39% intend to travel overseas during winter**
61% are heading to warmer shores*
- **33% would consider going on a cruise**
45% would prefer an ocean cruise
- **42% intend to visit family**
26% are going to England

*to countries in the Northern Hemisphere

Feels like winter.

Winter holiday intention is on the rise

Holiday style

- 15% are going on a ski trip.
- 250,000 Kiwis intend to travel and participate in a snow/winter sport within the next 6 months.*

Most popular winter holiday locations

1 in 4 domestic travellers are going to Queenstown for their winter holiday.

Mt. Ruapehu

Coronet Peak

Cardrona

The Remarkables

Treble Cone

Holiday duration

31% are going away for 3-6 days for their holiday.

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Let's cruise.

Cruise consideration continues to grow

+4.7%

Cruise intention has increased compared to 6 months ago^

45%

Would consider going on a cruise in the next year



1-2 weeks is the cruise length that appeals most

Who's looking at cruising?

Historically seen as a holiday for mature travellers, the popularity of cruises is on the rise appealing to a younger generation. More than a quarter of cruise intenders are under 29 (26%) compared to 17% aged over 65 years*.

The deciding factors

The top two factors when considering a cruise are the number of destinations and the food & beverage packages available.

*Source: Nielsen CMI Q1 23 – Q4 23 Feb'24 Fused ^Compared to wave 4

Most popular cruise destinations



Over half of those considering a cruise are interested in ocean cruises, 40% interested in both ocean & river cruises.



Chasing the sun.

Family and beaches draw Kiwis to the Northern Hemisphere

More than two thirds of international travellers are heading to the Northern Hemisphere.

Holiday spend

The average spend of those heading to the Northern Hemisphere this winter is \$16,185, +76% more than the average international traveller (\$9,211)^.

The deciding factors

Primarily travellers are going to see family and over a third (36%) are heading straight to the beach.

Source: Survey conducted by NZME - Travel survey Wave 5, *compared to survey 3

Most popular Northern Hemisphere 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, Christchurch



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, Wellington

Domestic travel.

For the love of exploration

Sightseeing

Family

Food & drinks



Investment in domestic holidays has increased, with intended average spend **up 30%**. This is likely due to the increasing cost of international travel which rules this out for some Kiwis due to the cost of living crisis.



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



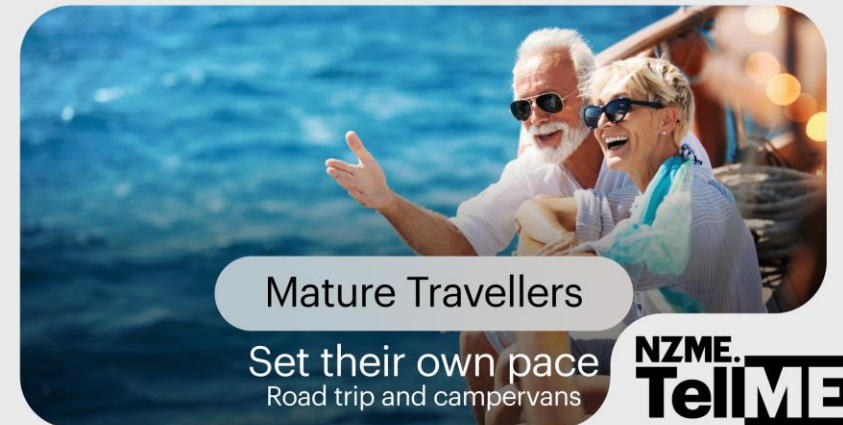
24% of Kiwis intend to travel to **Queenstown** on their next holiday, the most popular domestic destination for Kiwis offering activities all year round.



Independents like to travel around New Zealand with their **friends** while **mature travellers** are more likely to be travelling with their **partners**.



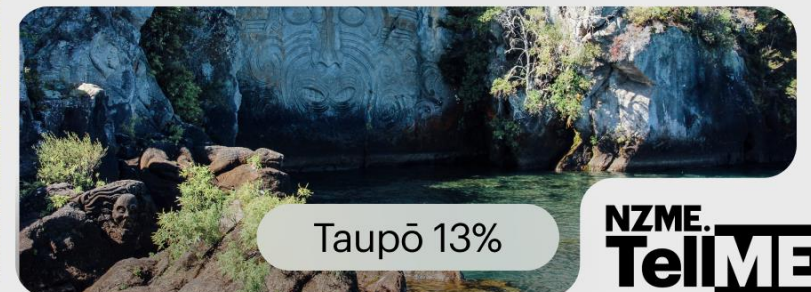
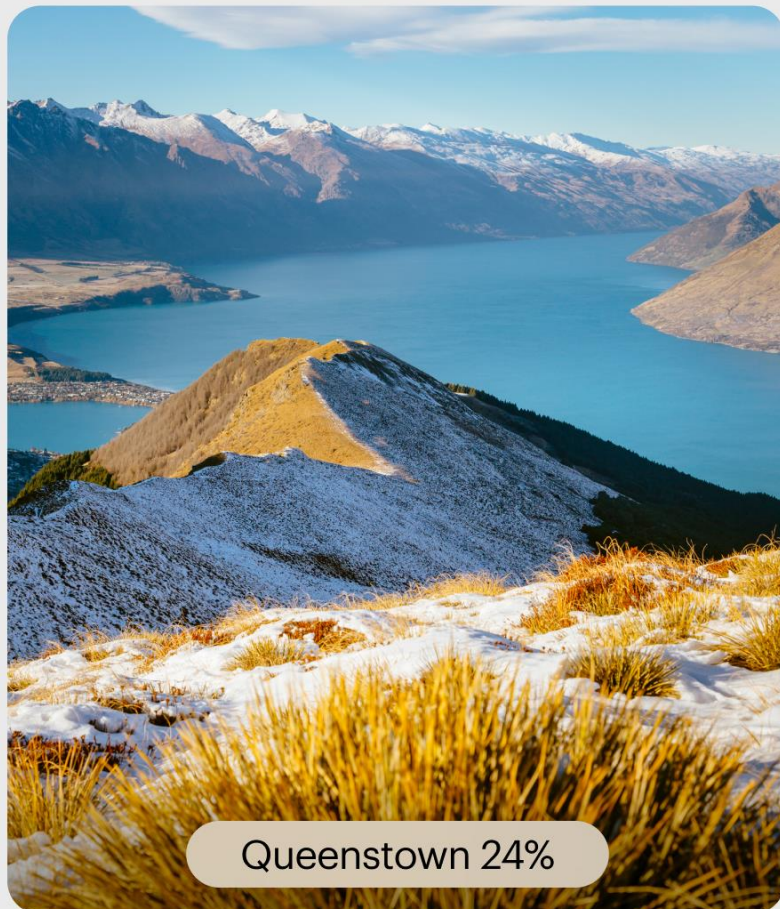
Two thirds of Kiwis (66%) want to get away, **leave the crowds behind** and get off the beaten track.*



Top domestic destinations.

77%* intend to travel domestically in the next year

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



*Source: Nielsen CMI Q1 23 – Q4 23 Feb'24 Fused

International travel.

For the love of adventure

History

Culture

Exploration



45% of Kiwis intend to **travel internationally** in the next 12 months.*



Australia continues to be the **most popular** international destination for New Zealanders on their next holiday.



Independents will explore with **friends**, whereas **families** want to experience **new cultures** and **mature travellers** are more likely to be travelling with their **partners**.



Nearly half of us (**43%**) want the excuse to choose **indulgence and luxury**.*



Planning has started for **mid or post-winter** breaks in 2024.

- **39%** plan to travel during New Zealand **Winter**
- **14%** plan to travel during New Zealand **Spring**



When travelling **overseas**, we want to be **immersed in cultures**, traditions and history (**73%**).*



Independents

Consistency

Booking direct, availability of no-frills airfares



Families

Package

Everything is taken care of



Mature Travellers

Budget

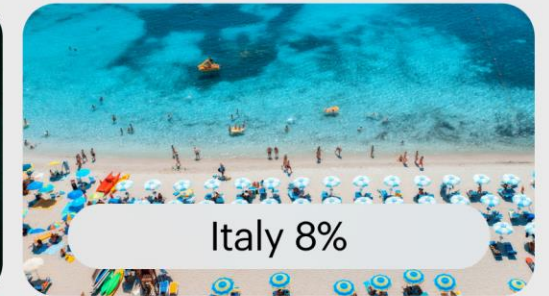
Advice from travel agents



Top international destinations.

45%* intend to travel internationally in the next year

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



Top wish list international destinations:

Japan 42%

Italy 40%

France 37%

England 36%

Greece 36%

Canada 35%

*Source: Nielsen CMI Q1 23 - Q4 23 Feb'24 Fused

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.**

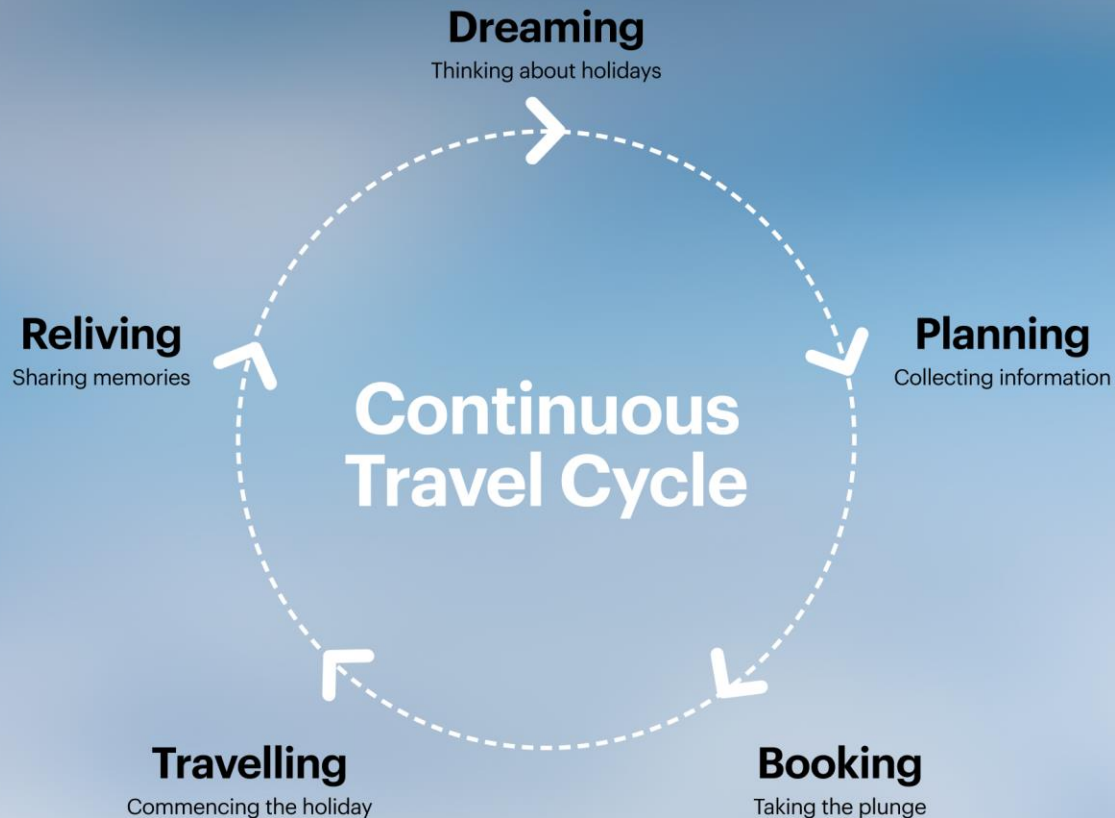


More than **1 in 4 Kiwis** going overseas are **including a stopover** in their trip – with **a third stopping for less than 24 hours.**



Singapore, various **Australian cities** and **United Arab Emirates** are the **top destinations** for a quick stopover.

Path to travel with NZME.



Dreaming

45% intend to travel overseas and 77% 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

56% are yet to book their next intended overseas trip & 4 in 5 like to be able to book direct.*

Travelling

We love to have sightseeing, beaches and food and drink when we holiday.

Reliving

53% have travelled overseas in the last 12 months, with 47% sharing photos/videos on social media.

Seeking travel inspiration.

Where we look when we want to book

More New Zealanders are getting their travel ideas & inspiration from newspapers, magazines and influencers.

+26%

Increase in travel inspiration from newspapers

+21%

Increase in travel inspiration from media influencers

Most sought-out inspiration and travel planning sources:

- Friends & family
- Online search
- Travel websites

How we're booking:

- 33% of travellers love to book their travels directly.
- 30% enjoy using a combination of travel booking sites and booking direct.
- 56% of overseas travel intenders are yet to book their next holiday. NZME reaches 1,595,000 of those travellers.

Travel intenders across NZME.

With NZME's **unique mix of digital, print and audio** channels you can **reach more than 3.25 million (84%) of travel intenders.**

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

 **NZME Print**
1,692,000 (44%)

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

 **NZME Radio**
1,592,000 (41%)

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

 **NZME Digital**
2,386,000

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

Access to the NZME network:

 **iHeartRADIO**

1.5 million
Kiwis listen
monthly

NZME.
PODCAST NETWORK

Reaching more
than 890,000
New Zealanders



Connect with
millions of Kiwis
via NZME socials

Where you'll find NZME's travel intenders.

Reaching more than 3.25 million across our print, digital and audio channels

nzherald.co.nz
2,004,000

Travel Intenders:
1,840,000

iHeartRadio
228,000

Travel Intenders:
207,000

NZH
1,031,000

Travel Intenders:
930,000

ZM
458,000

Travel Intenders:
419,000

Travel Tuesday
414,000

Travel Intenders:
370,000

Newstalk ZB
624,000

Travel Intenders:
564,000

Herald On Sunday
320,000

Travel Intenders:
280,000

Weekend Herald
676,000

Travel Intenders:
605,000

Hauraki
228,000

Travel Intenders:
205,000

Reset/ Sunday Travel
180,000

Travel Intenders:
161,000

The Hits
383,000

Travel Intenders:
348,000

Canvas
279,000

Travel Intenders:
252,000

OneRoof
669,000

Travel Intenders:
610,000

Timeout
301,000

Travel Intenders:
273,000

Daily Newspapers
245,000

Travel Intenders:
225,000

Community Newspapers
169,000

Travel Intenders:
153,000

Coast
297,000

Travel Intenders:
265,000

Gold FM
94,000

Travel Intenders:
83,000

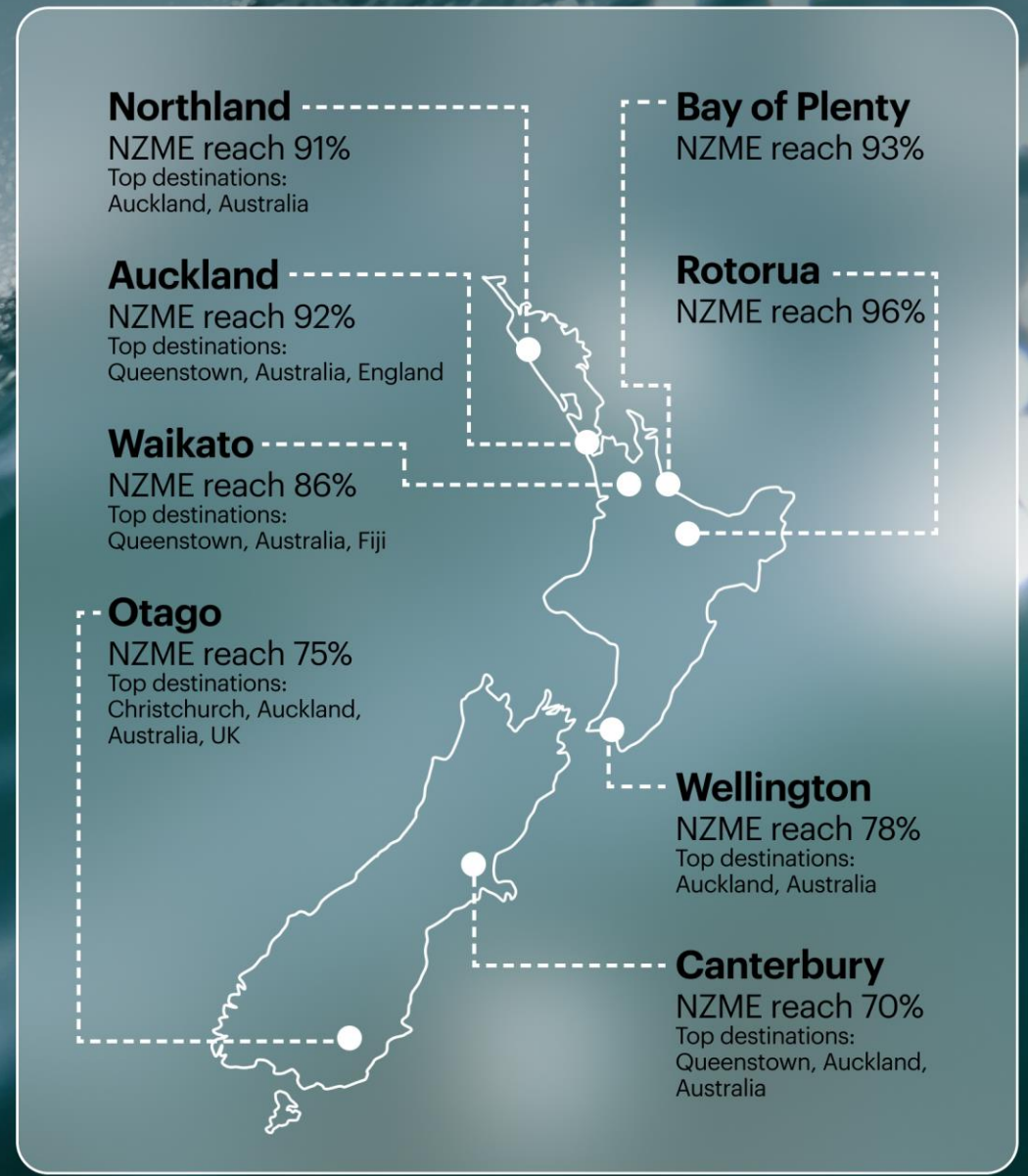
Flava
143,000

Travel Intenders:
132,000

Viva Weekly
223,000

Travel Intenders:
201,000

NZME reaches 84% of travel intenders across New Zealand*



*Source: Nielsen CMI Q1 23 – Q4 23 Feb '24 Fused AP15+. Monthly coverage for Daily & Community titles, Weekly coverage for Newspaper Inserted Magazines, Monthly UA for Digital, Weekly Reach for Radio (GfK RAM S3 23). Note: Fused data has potential for duplication.

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 more than 3.25 million (84%) 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.

*Source: Nielsen CMI Q1 23 – Q4 23 Feb '24 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 24). Note: Fused data has potential for duplication.

NZME audiences go places.

They come to us before they go

NZME reaches more than 3.25 million Kiwi travel intenders



Our Travel brand reaches 818,000+ New Zealanders



We publish the #1 Travel magazine in New Zealand



Our audience spend an average of \$9,200 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