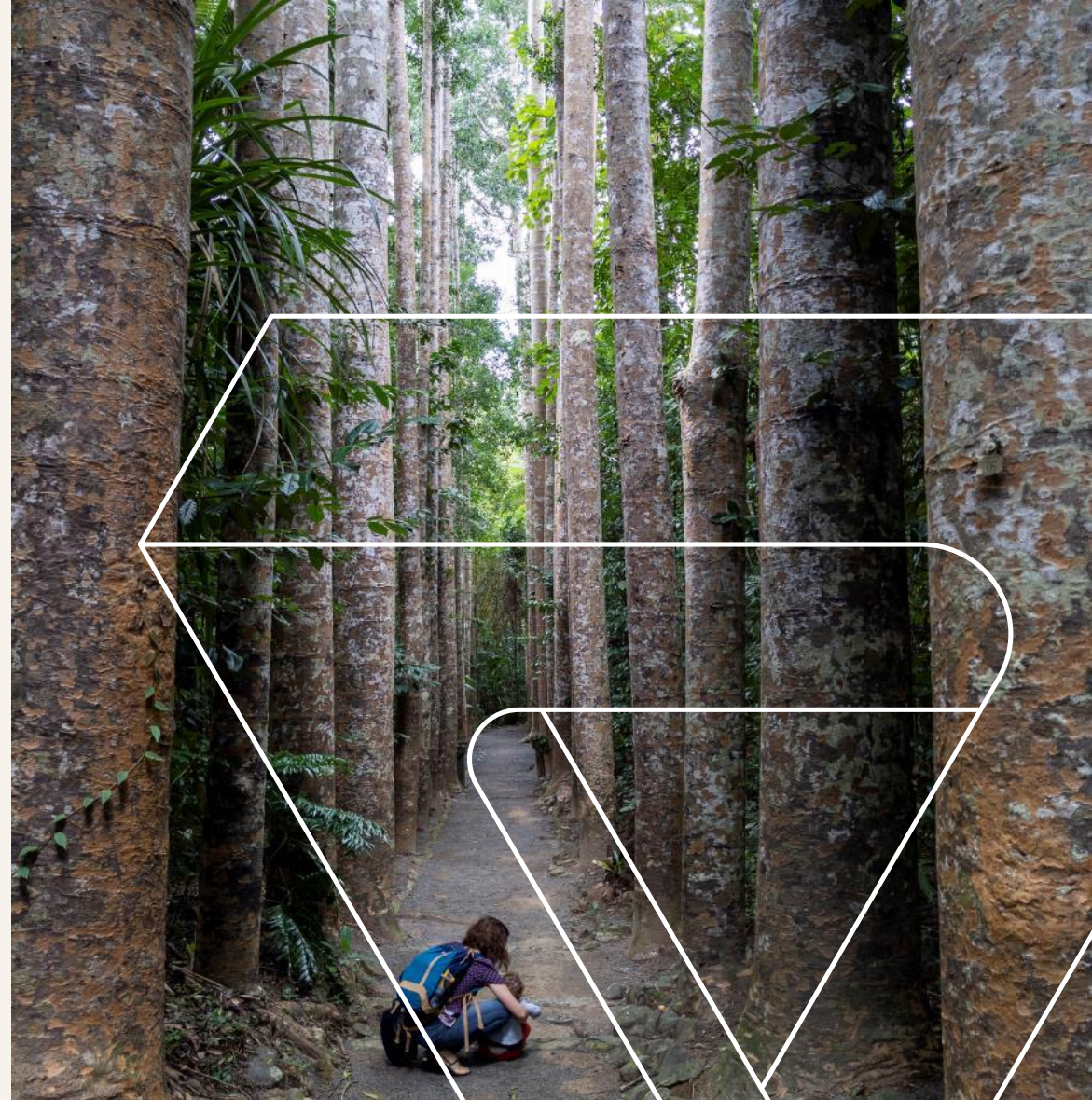


# Domestic Visitor Survey (DVS)

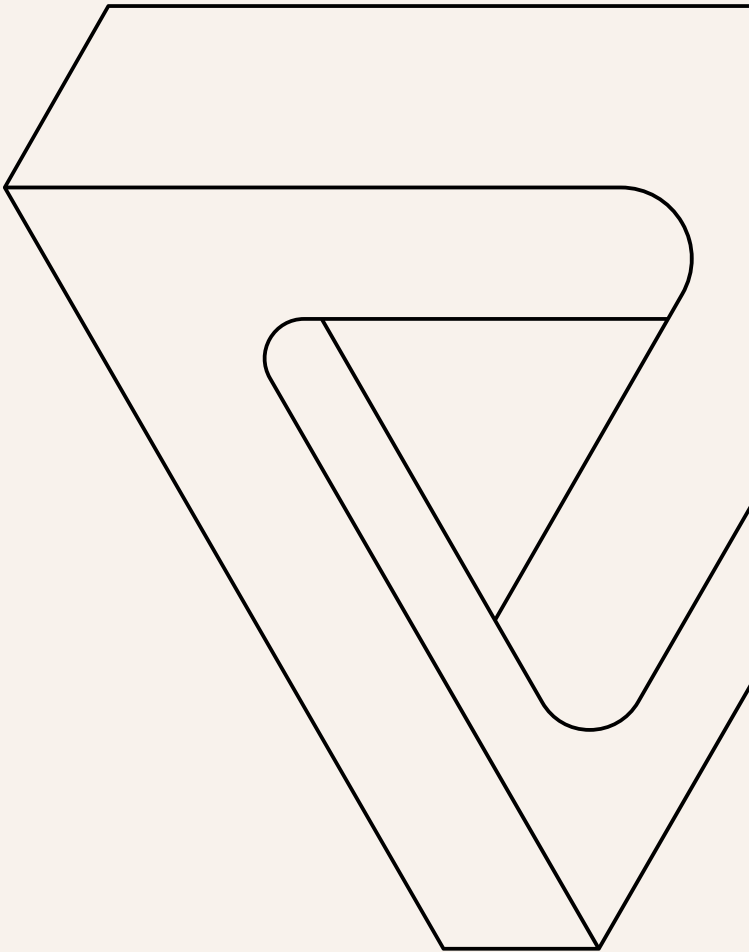
October 2025 wave

Topline report



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01

# Research purpose and method

## The task at hand

The Ministry for Business, Innovation, and Employment (MBIE) shares tourism-related data through the Tourism Evidence and Insights Centre (TEIC) including data on domestic visitor behaviours – this is an important data pillar in the overall tourism data system.

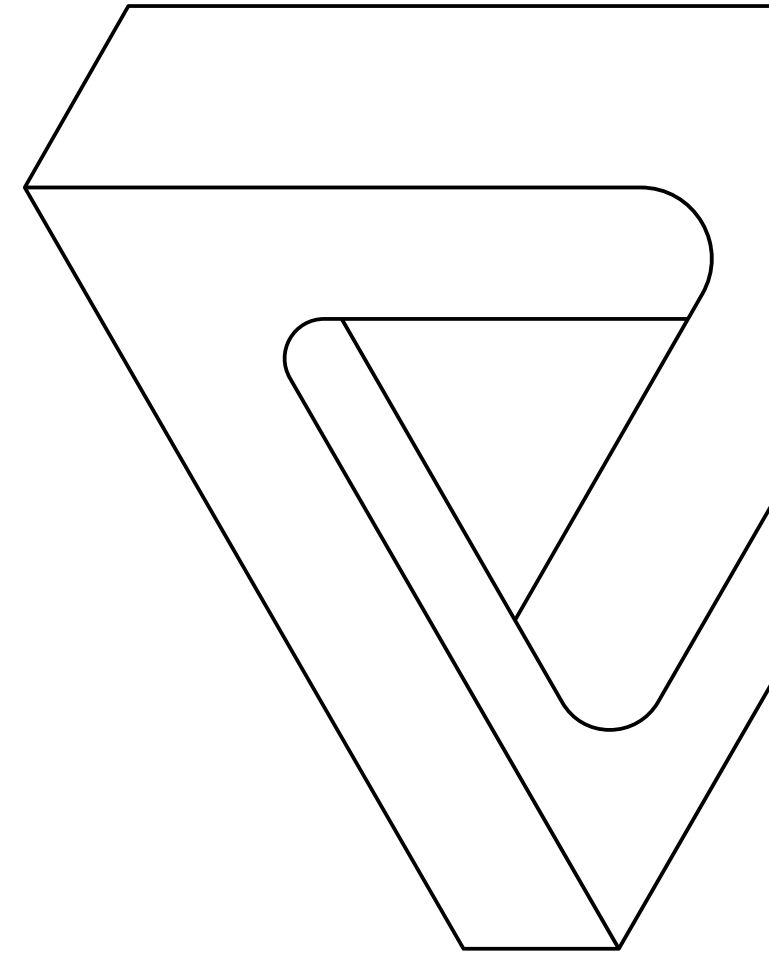
The overall purpose of this research is to measure domestic pre-season and post-season insight into both peak and off-peak domestic tourism (intentions, behaviours, and experiences).

Two surveys will be conducted each year: in October and April.

This report contains topline findings for the benchmark survey conducted in **October 2025**. It presents New Zealanders':



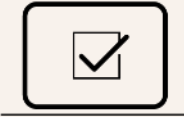

- Domestic travel experiences over the last 6 months (from April to October<sup>1</sup> 2025)
- Intentions to travel domestically over the next 6 months (from October 2025 to April to 2026)
- Decision making processes used for planned travel in the next 6 months.

Both overnight trips and day trips are covered.



<sup>1</sup>As a small proportion of respondents were surveyed in November, this period included part of November for these respondents.

# Methodology

			
Target audience	Interview dates	Method	Sample size & weighting
New Zealanders aged 15 years and over.	6 October to 23 November 2025.  Note, 87% of the fieldwork was completed in October.	Online panel survey, with demographic quotas on age by gender, region, and ethnicity.  15-minute questionnaire. See overleaf for detail on questioning approach used.  The questionnaire was cognitively tested and piloted before use in the main fieldwork.	Total sample size of 2,581. This carries a maximum margin of error of +/-1.9% (at the 95% confidence level and assuming simple random sampling).  Data were weighted on age by gender, region, and ethnicity to match 2023 Census population characteristics.

# Notes to the reader

## Trip definitions used in the survey questionnaire

Respondents were told that the survey is about trips people take for holiday or leisure reasons in New Zealand.

### Overnight trip

An overnight trip is where a person stays away for at least one night.

### Same day trip

Same day trips are to an area outside of where a person usually works or lives. A same day trip must involve travel of at least 40 kilometres one way from home, or travel by aeroplane or ferry service.

## Net Promoter Score

Net Promoter Score (NPS) is a widely used metric for gauging customer loyalty and satisfaction. It assesses the likelihood that visitors would recommend their destination to family or friends following an overnight trip. Respondents are asked to rate this likelihood on a scale from 0 to 10, where 0 indicates 'not at all likely' and 10 indicates 'extremely likely'. Based on their responses, travellers are categorised as Promoters (9–10), Passives (7–8), or Detractors (0–6). The NPS is calculated by subtracting the percentage of Detractors from the percentage of Promoters, resulting in a score that can range from –100 to +100. A higher score indicates stronger advocacy and satisfaction with the destination.

## Survey limitations

All surveys have limitations, and those relating to this one are outlined below.

This survey represents a *sample* of the target population – New Zealanders aged 15 years and over. As with all sample surveys, there are inherent limitations related to coverage and non-response that cannot be fully corrected. These factors mean that, unlike a Census, the findings may not perfectly reflect the true attitudes or behaviours of the target population.

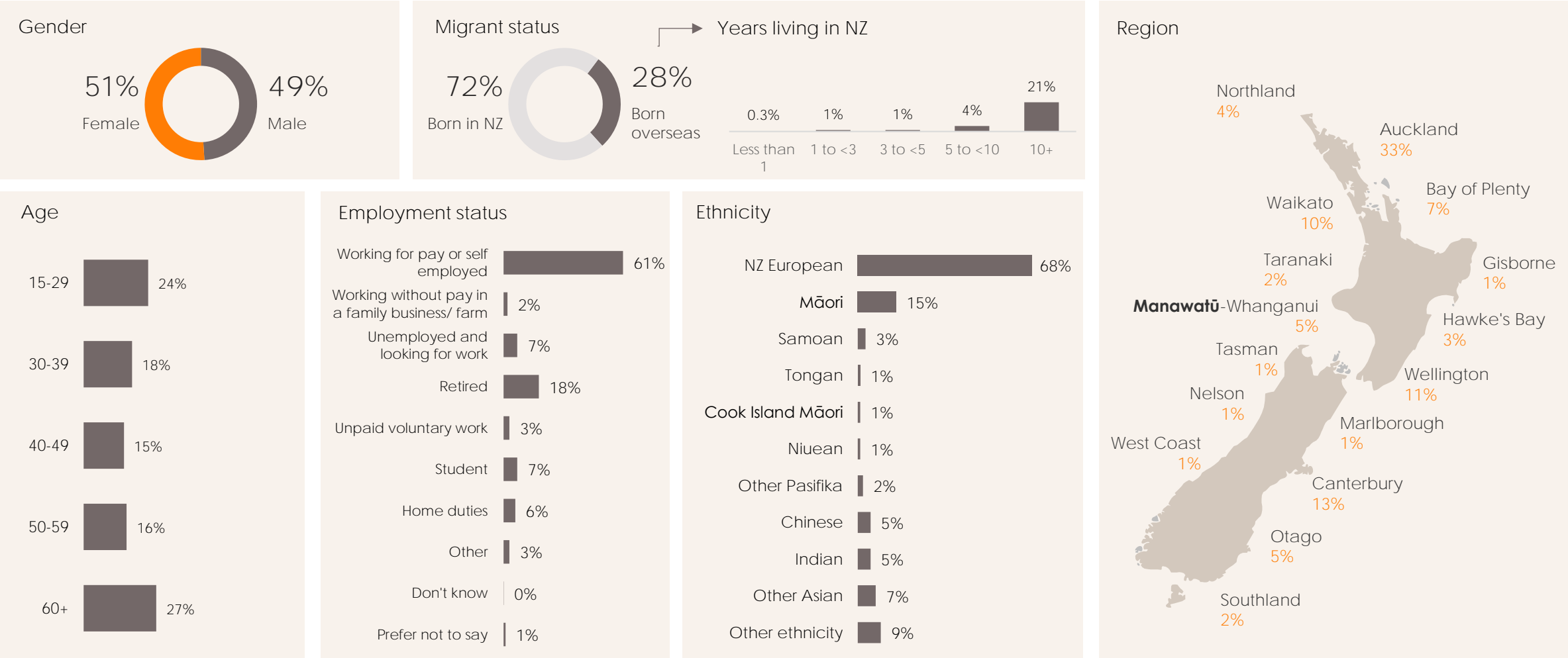
Weighting the data to align with known population characteristics (as described on the previous page) helps to reduce these biases, but only in relation to the variables used for weighting.

## Quality and privacy standards

This research has been carried out in accordance with the Research Association of New Zealand Code of Practice and Privacy 2023, the ESOMAR code of conduct, and ISO 20252 standards. All survey responses were collected and stored in accordance with data privacy standards. Respondent identities remain anonymous and no personally identifiable information is reported.

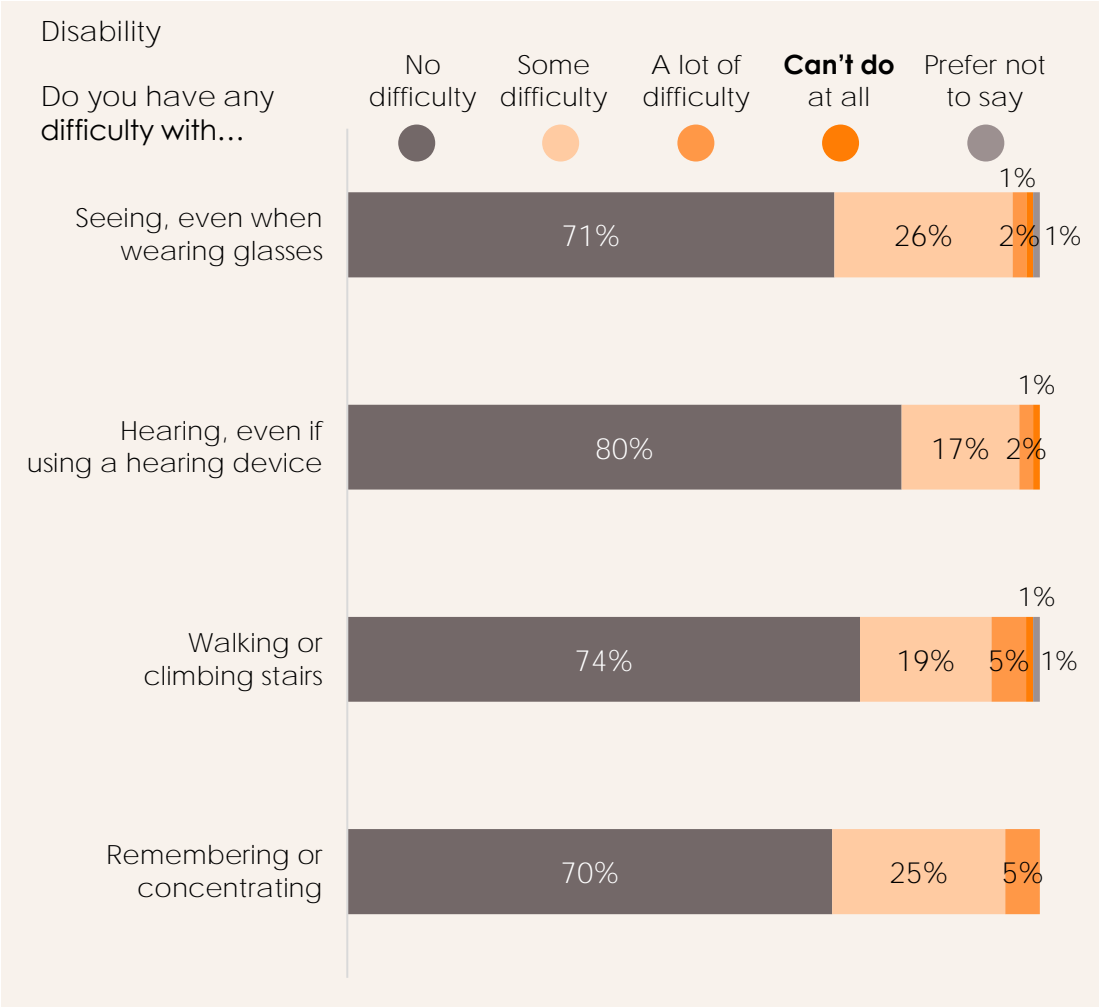
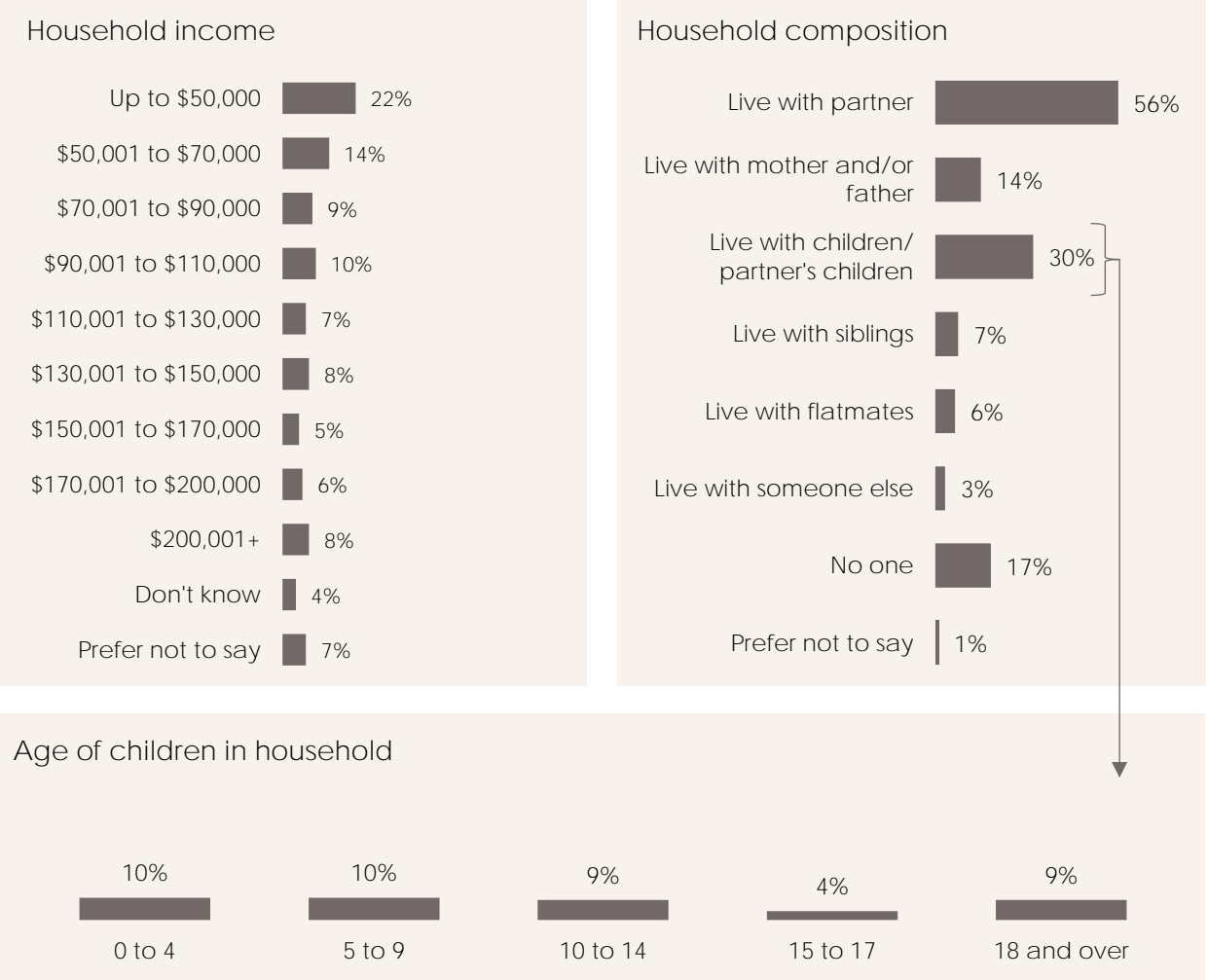


# Demographic profile



Source: DVS\_DEM1-5, 9, 10  
Base: All respondents (n=2,581)

# Demographic profile continued



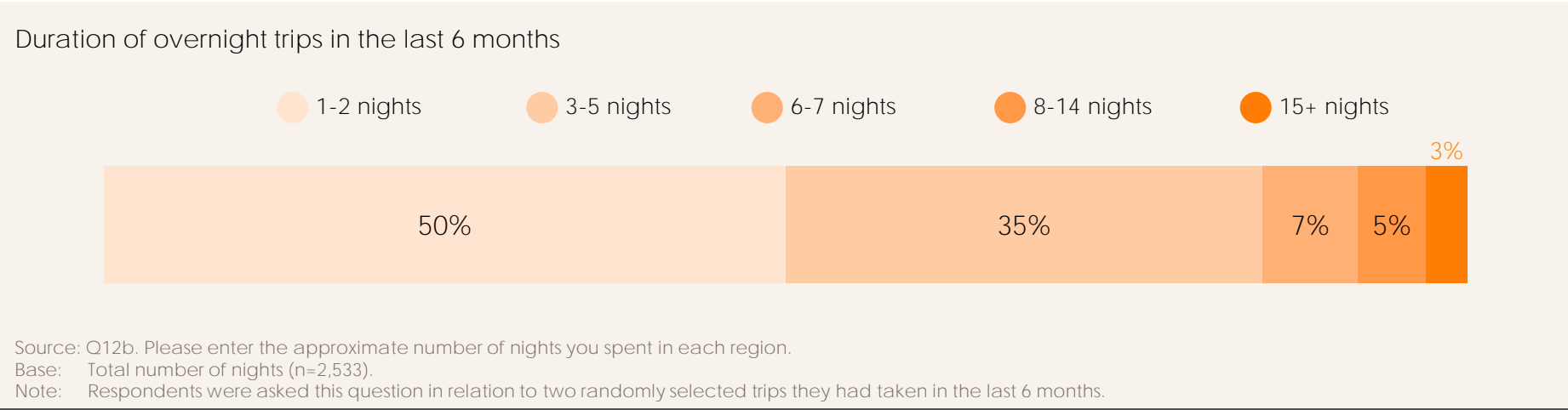
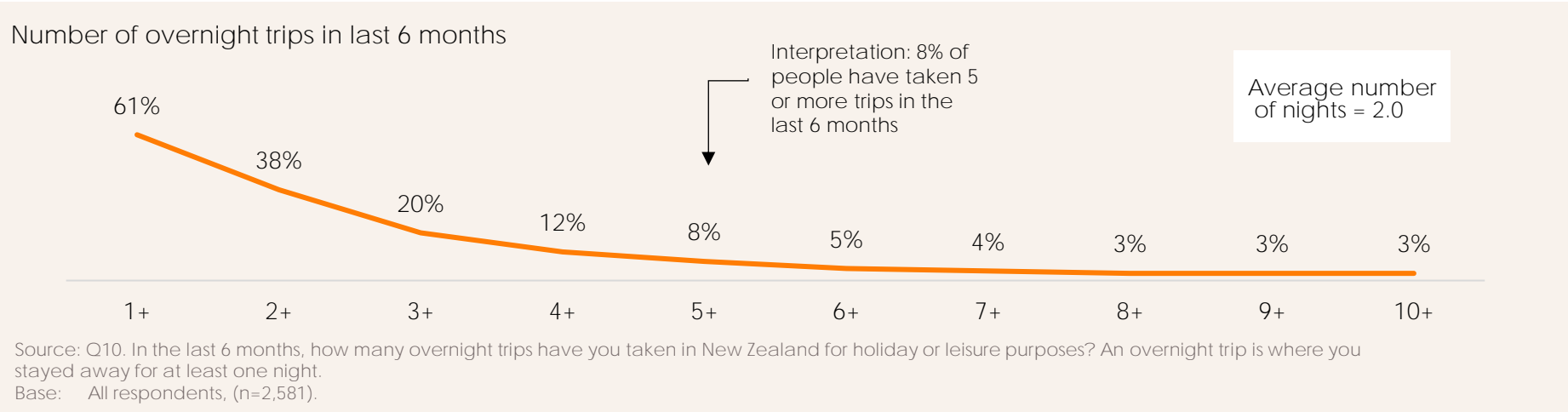
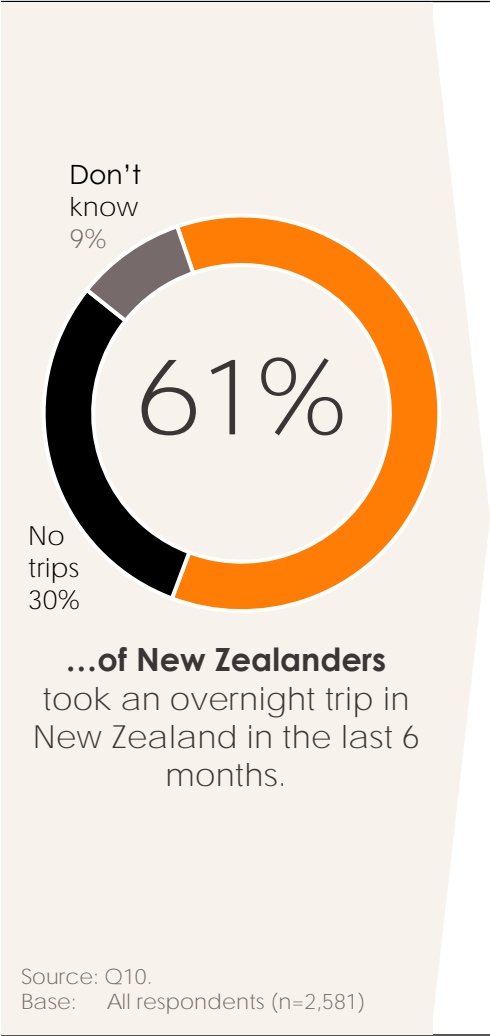
Source: DVS 6-8, DVS\_MOB  
Base: All respondents (n=2,581)



# Past season domestic travel behaviours and experiences – overnight trips

Three in five New Zealanders have taken an overnight trip in the last six months.

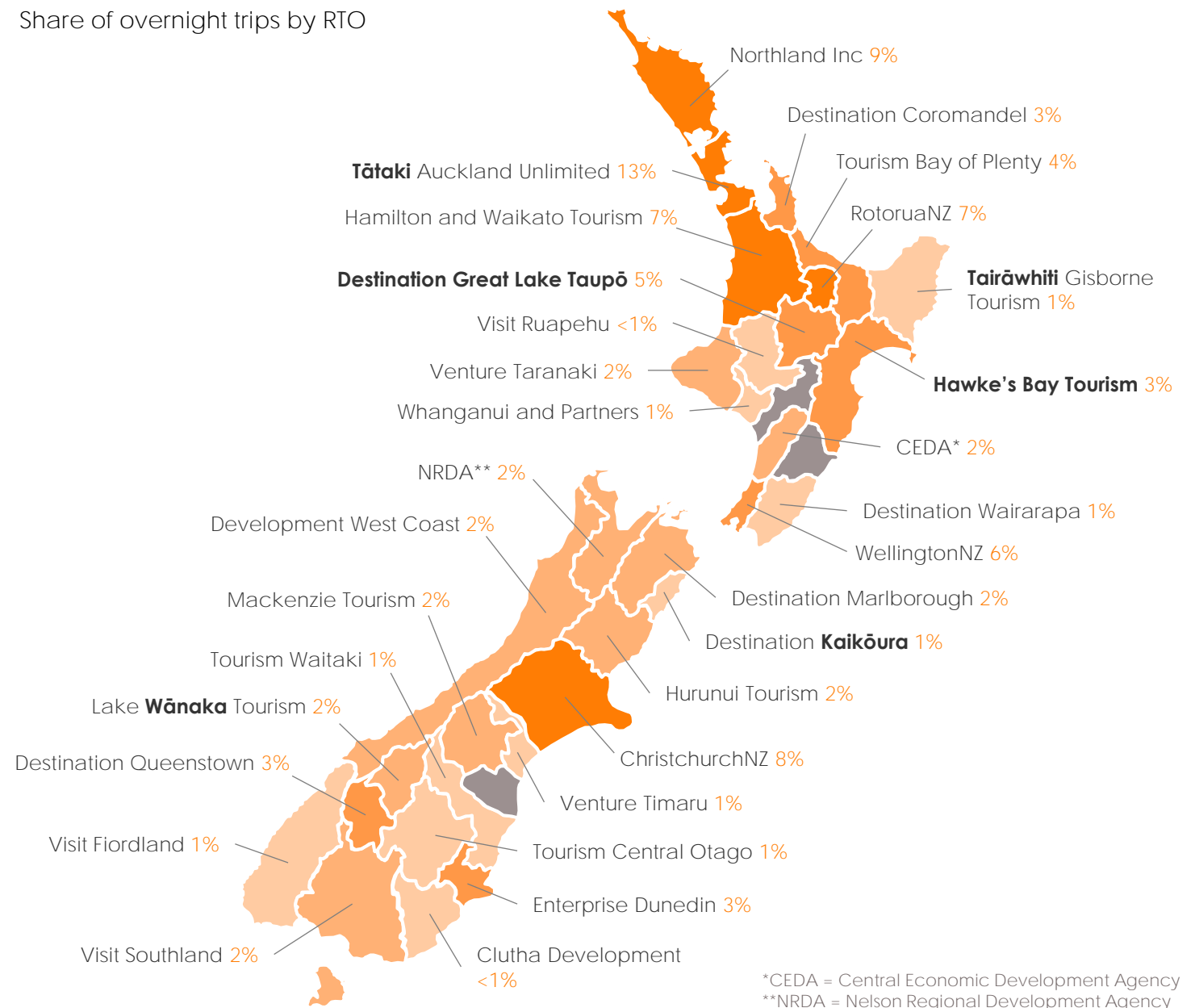
The average number of overnight trips taken was two, with half of overnight trips being for a one-to-two-night duration.



Tātaki Auckland Unlimited, Northland Inc, RotoruaNZ, and Christchurch NZ have the highest share of domestic overnight trips in the last six months.

These four RTO regions account for more than a third of all overnight trips.

Share of overnight trips by RTO



Source: Q12a/b. Respondents were asked to select the places they stayed at for one night or more. They were then asked to enter the approximate number of nights they spent in each place.

Base: Total number of nights (n=2,533)

Note: Question was asked in relation to two randomly selected trips taken in last 6 months.

# One in ten overnight trips in the last 6 months were around Easter.

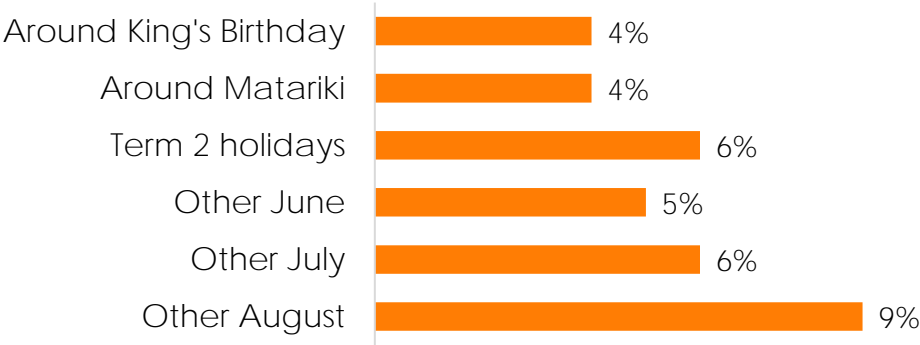
Other popular times for overnight trips were in August and September, with just under one in ten trips in each of those months.

Timing of overnight trips taken in last 6 months

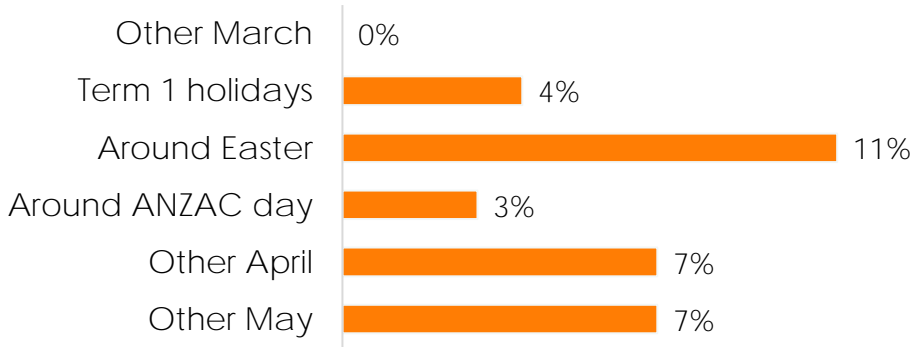
## Summer



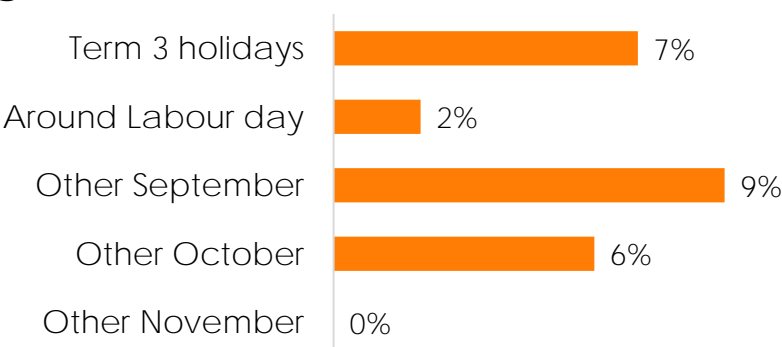
## Winter



## Autumn



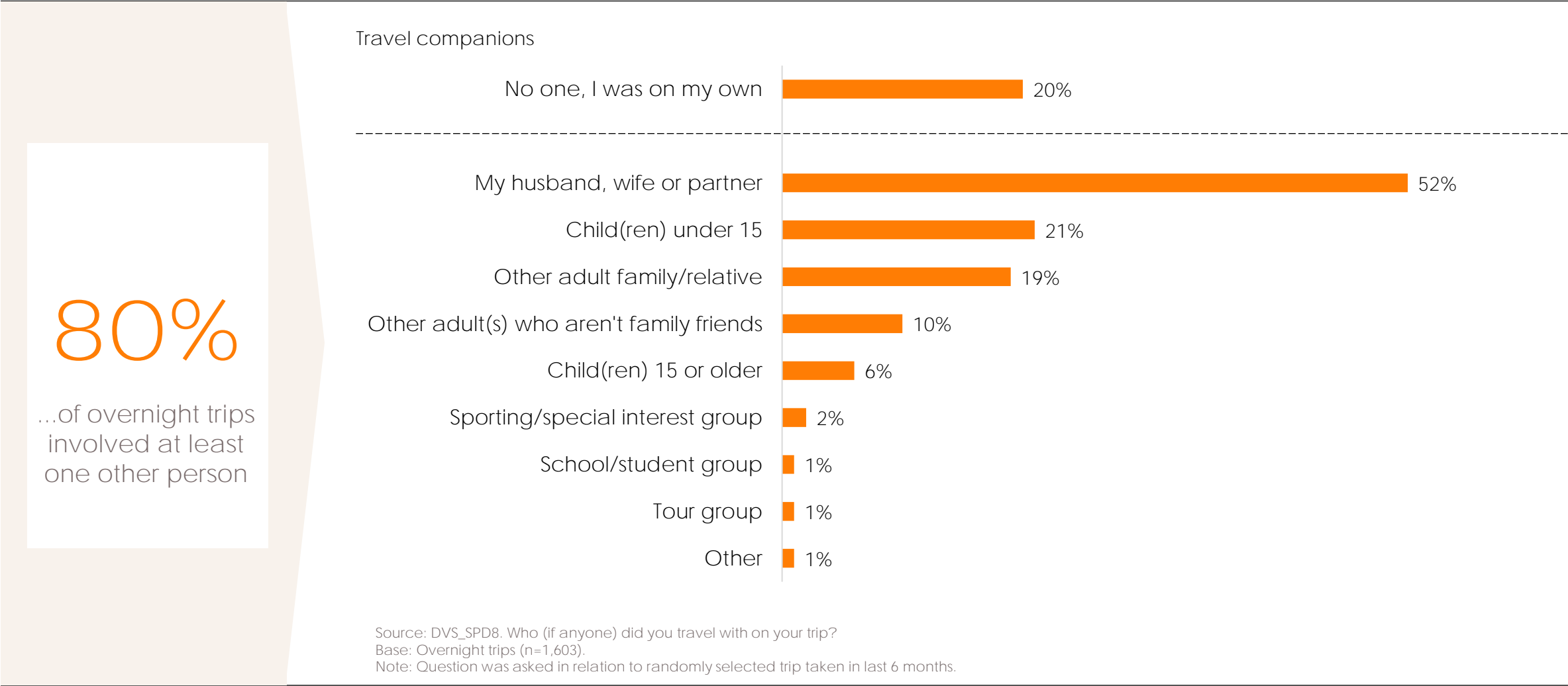
## Spring



Source: Q16. Around which period or holiday did your trip take place?  
Base: Overnight trips (n=1,603).  
Note: Question was asked in relation to one randomly selected trip taken in last 6 months.

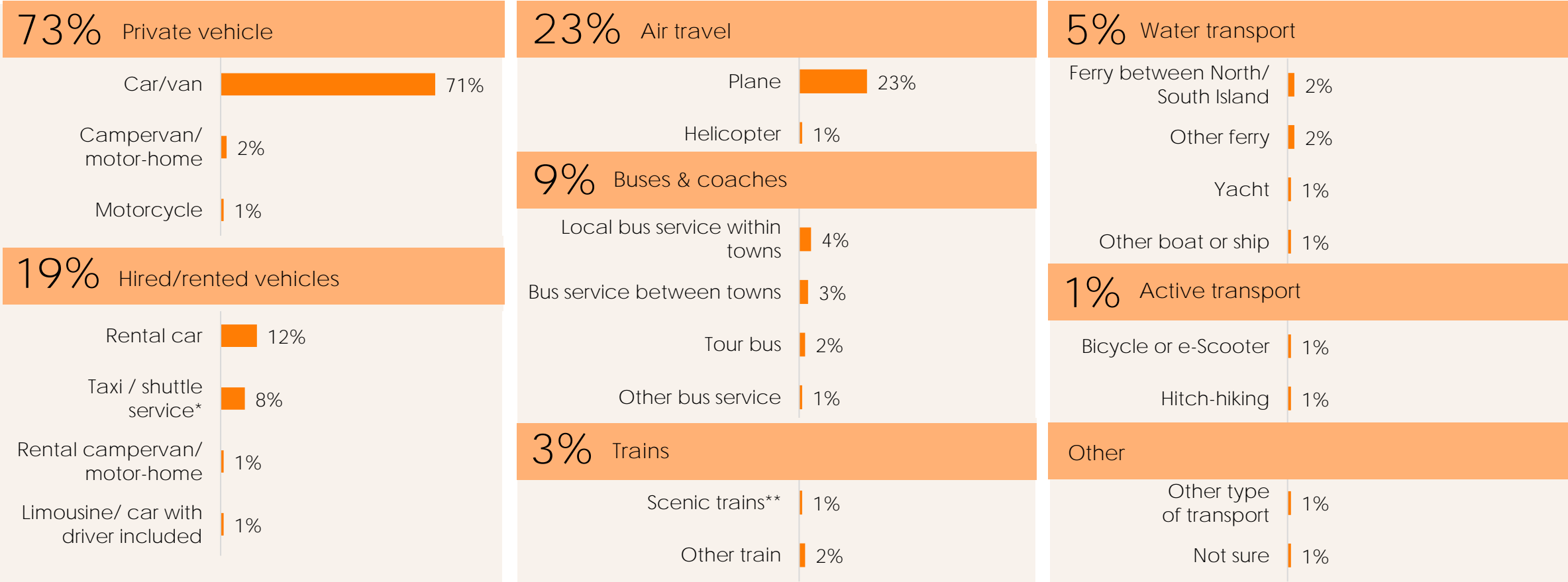
5% of respondents were unsure.  
2% stated their trip was around a regional anniversary weekend in the last 6 months.

Four out of five overnight trips were taken by New Zealanders travelling with someone else. Half involved a partner and one in five were undertaken solo.



People drove as their main mode of transportation in nearly three quarters of trips. Travelling by plane was also common, with just under one in four trips involving air travel.

Transport utilised on trip

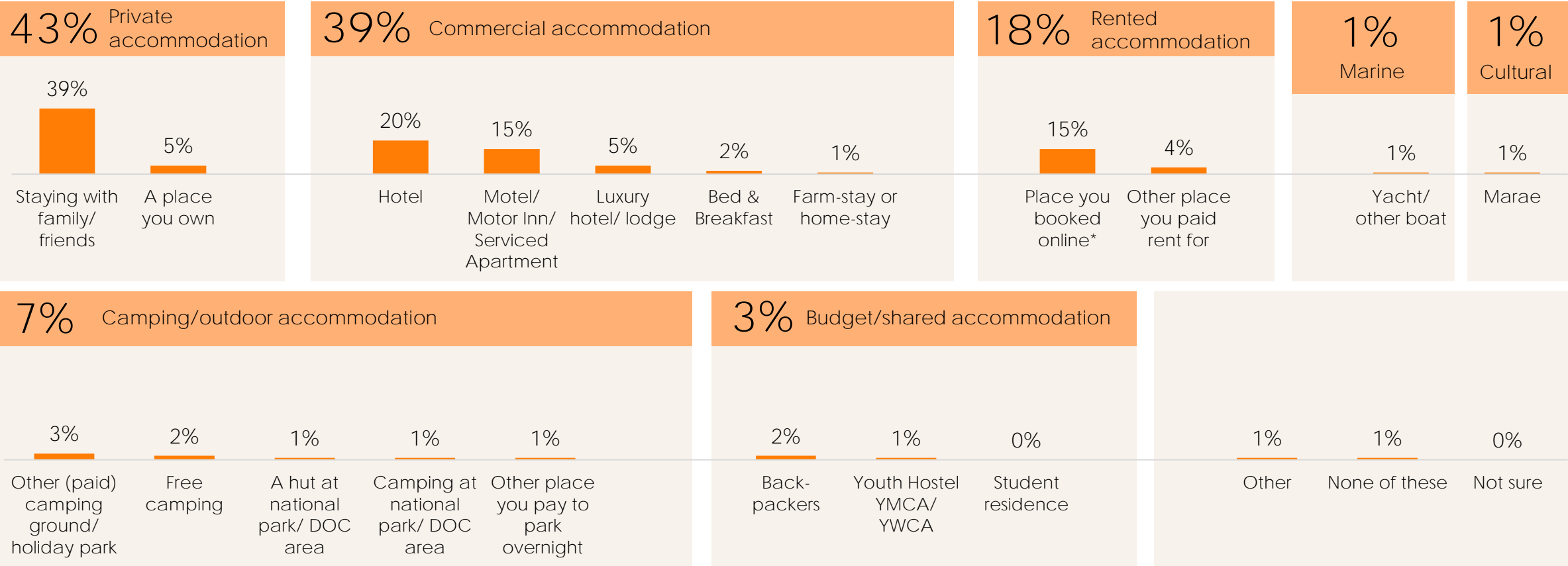


Source: DVS\_TA1. Which of the following transport options did you use on your trip?  
Base: Overnight trips (n=1,603).  
Note: Question was asked in relation to randomly selected trip taken in last 6 months.

\*Includes app-based taxi services like Uber.  
\*\*Examples were given in the survey questionnaire.

Two in five overnight trips involved mainstream commercial accommodation. Similarly, around two in five overnight trips involved staying in private accommodation.

Accommodation used on trip

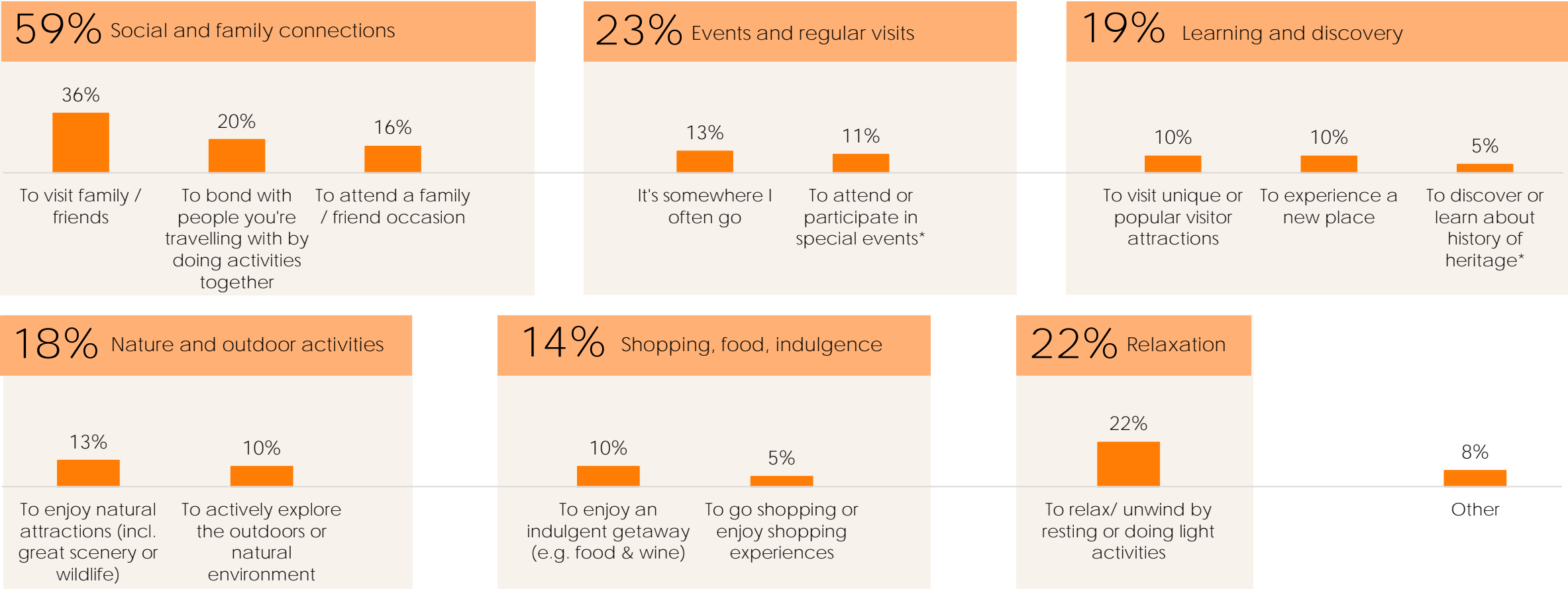


Source: DVS\_TA4. Which of these types of accommodation did you use during your trip?  
Base: Overnight trips (n=1,603).  
Note: Question was asked in relation to one randomly selected trip taken in last 6 months.

\*Described to respondents as 'House/apartment/room booked through an online website (including sites like Bookabach, Bachcare, Holiday Houses, AirBnB).

The most common reason for overnight travel is to connect with family or friends. Three in five travelled for that reason, and one in five travelled to relax or unwind. A similar proportion of one in five also travelled to either attend an event, learn or discover a new place, or engage with nature and the outdoors.

Main reasons for taking overnight trip in last 6 months



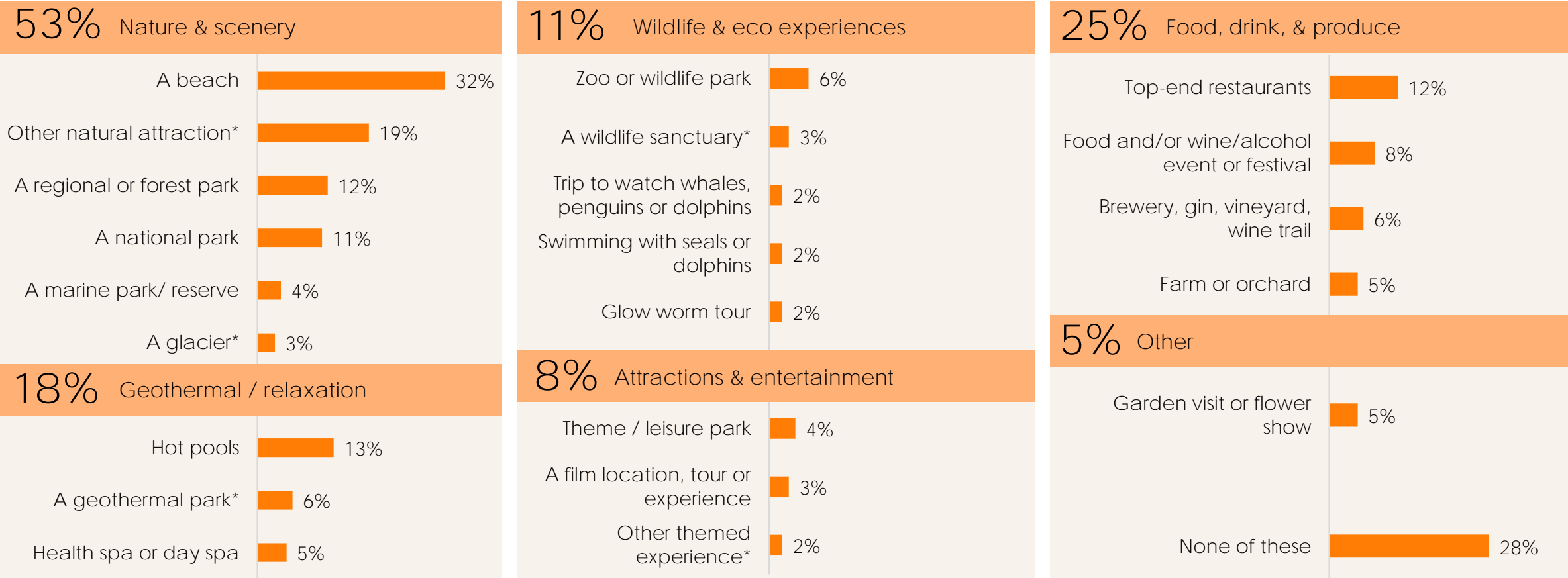
Source: Q17. What are the main reasons you went on your trip?  
Base: Overnight trips (n=1,603). Note Question was asked in relation to randomly selected trip taken in last 6 months.

\*Examples were given in the survey questionnaire.

One half of overnight trips involved enjoying nature and scenery.

Enjoying food, drink and produce, as well as geothermal/relaxation activities, also feature strongly.

Activities and places visited

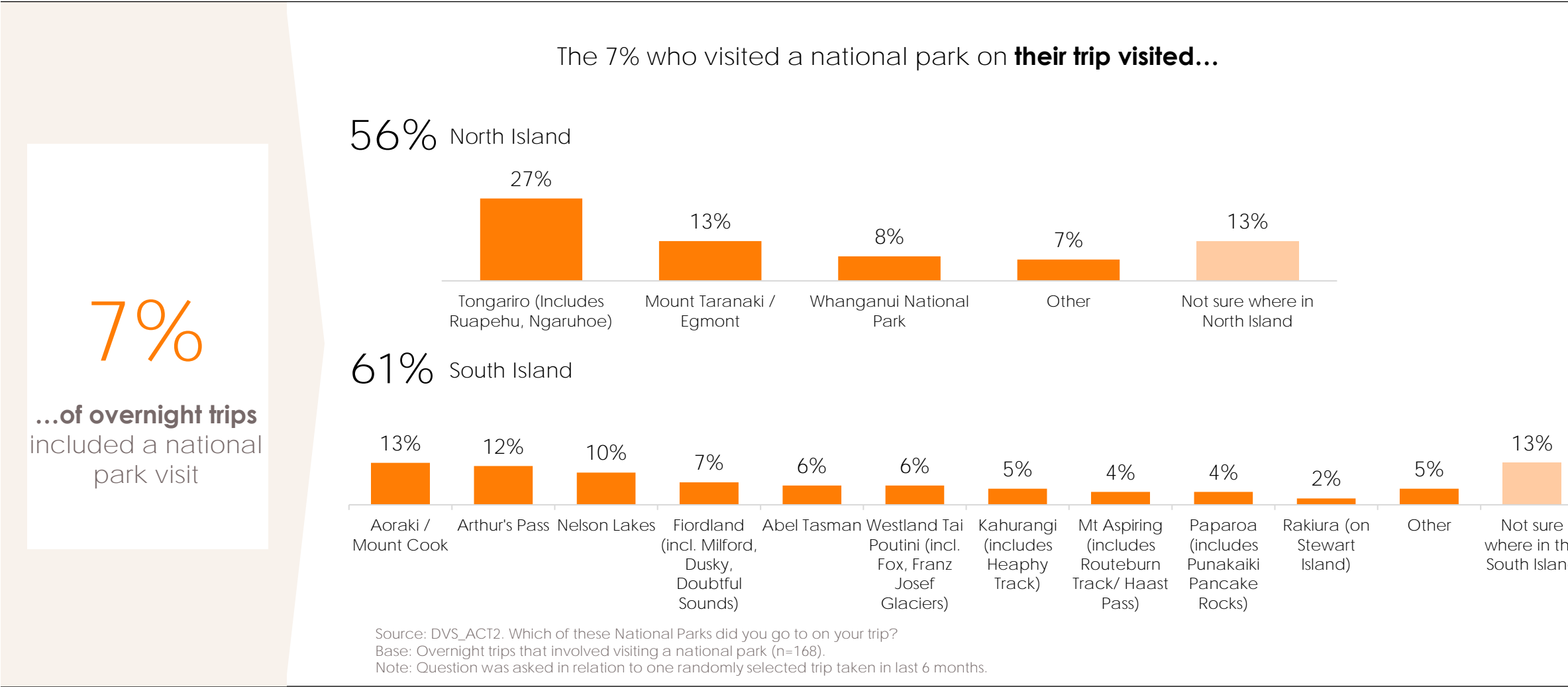


Source: DVS\_ACT1. Which of these things (if any) did you do or visit?  
Base: Overnight trips (n=1,603).  
Note: Question was asked in relation to one randomly selected trip taken in last 6 months.

\*Examples were given in the survey questionnaire.

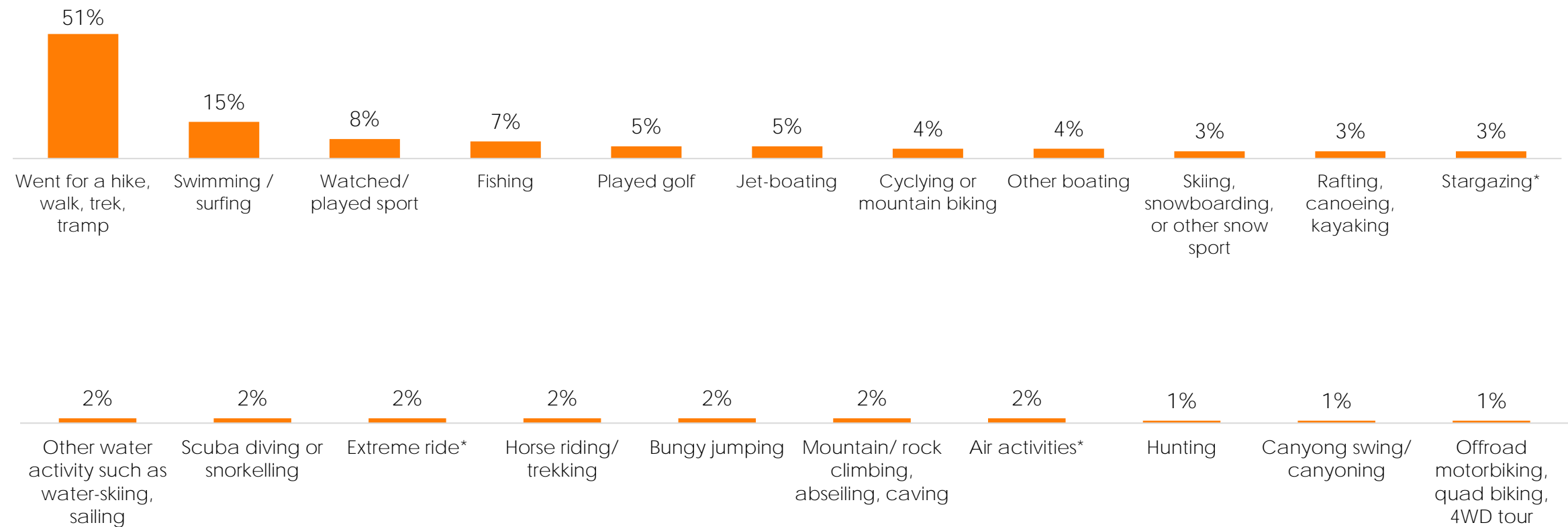
# Tongariro National Park was the most visited national park.

One in ten visited each of Aoraki / Mount Cook, Aurthur’s Pass, or Nelson Lakes.



Half of overnight trips involved a hike, walk, trek, or tramp.  
Only one in three overnight trips involved no form of physical or outdoor activity.

Outdoor activities

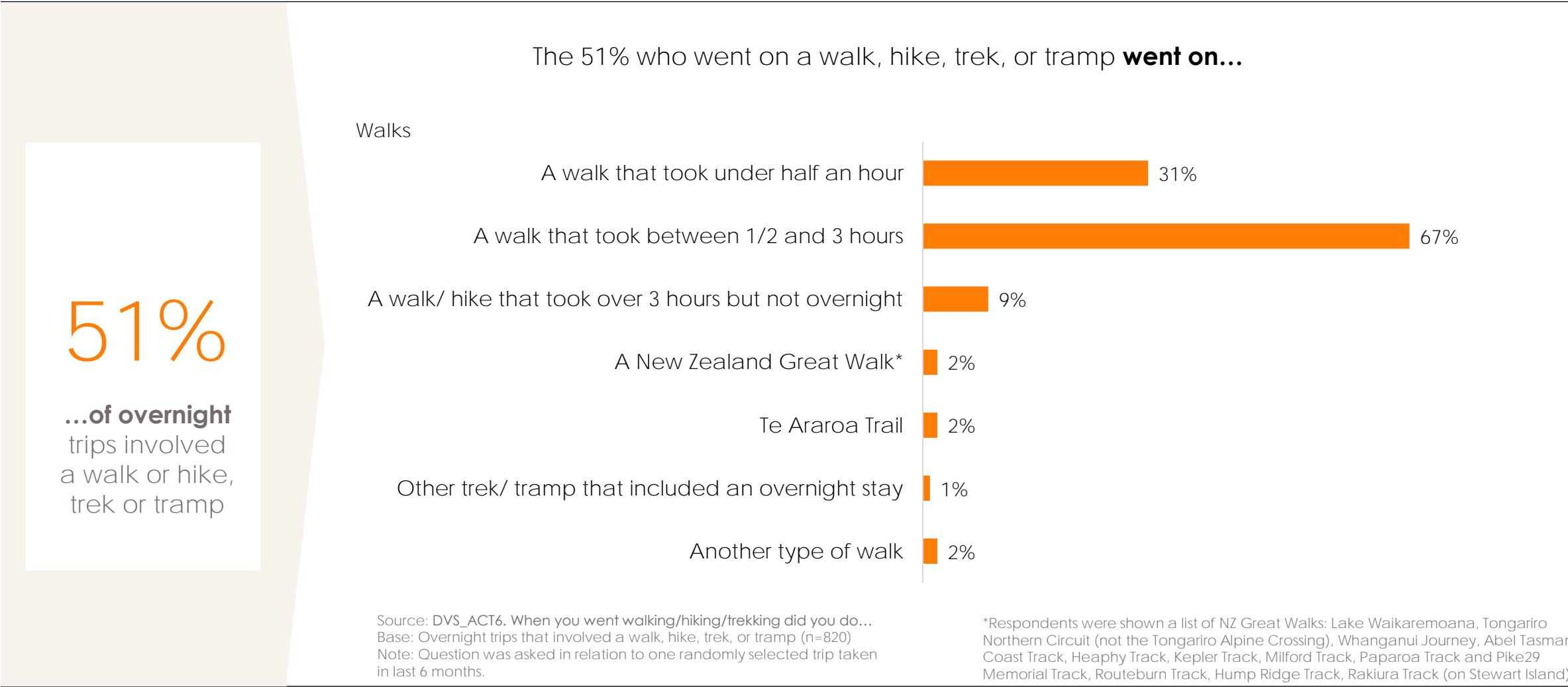


Source: DVS\_ACT5. Which of these things did you do on your trip?  
Base: Overnight trips (n=1,603)  
Note: Question was asked in relation to one randomly selected trip taken in last 6 months.

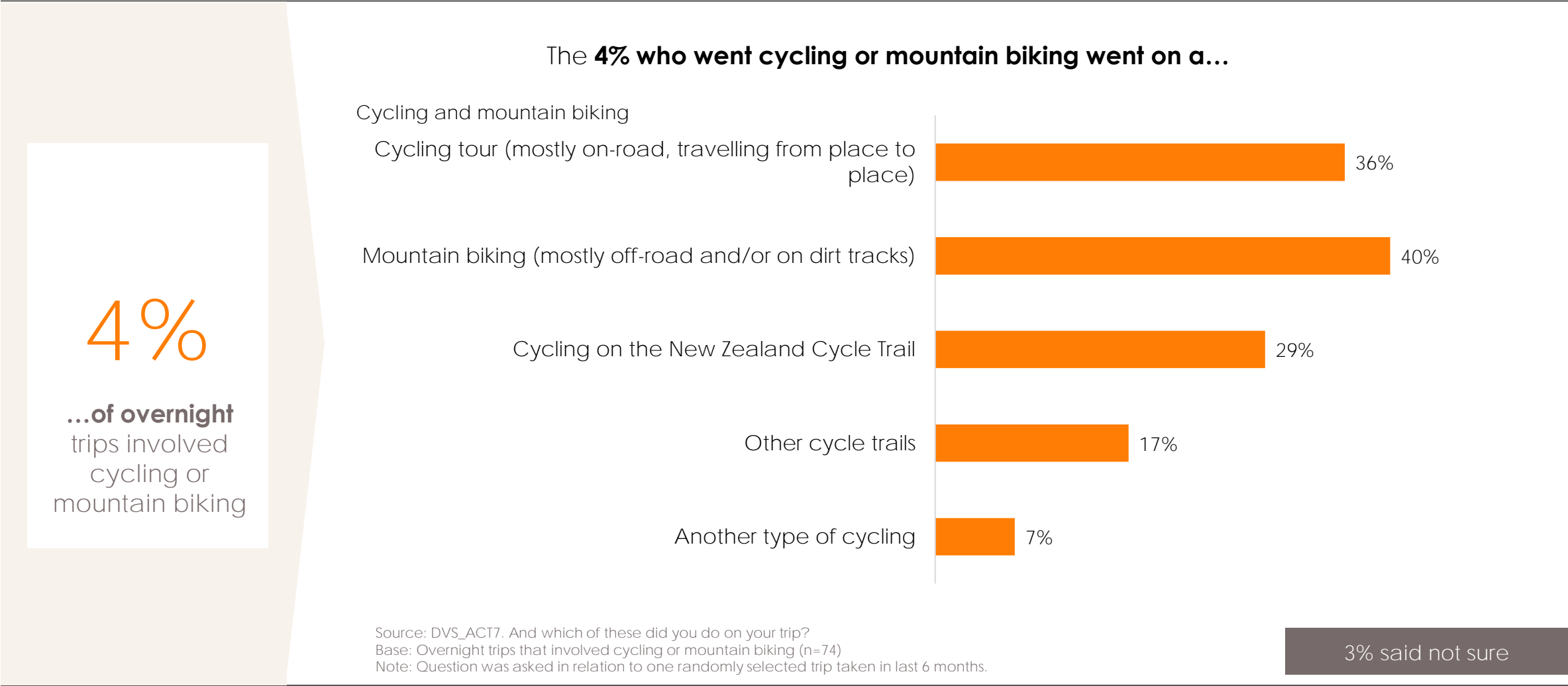
32% said None of these

\*Extreme ride examples given were luge, fly-by-wire, zorbing, flying fox / zip lining.  
\*Air activities examples give were paragliding, hang gliding, ballooning, sky diving.  
\*Stargazing examples given were a dark sky reserve, observatory, or on a tour.

# Short walks (up to three hours) are most popular.



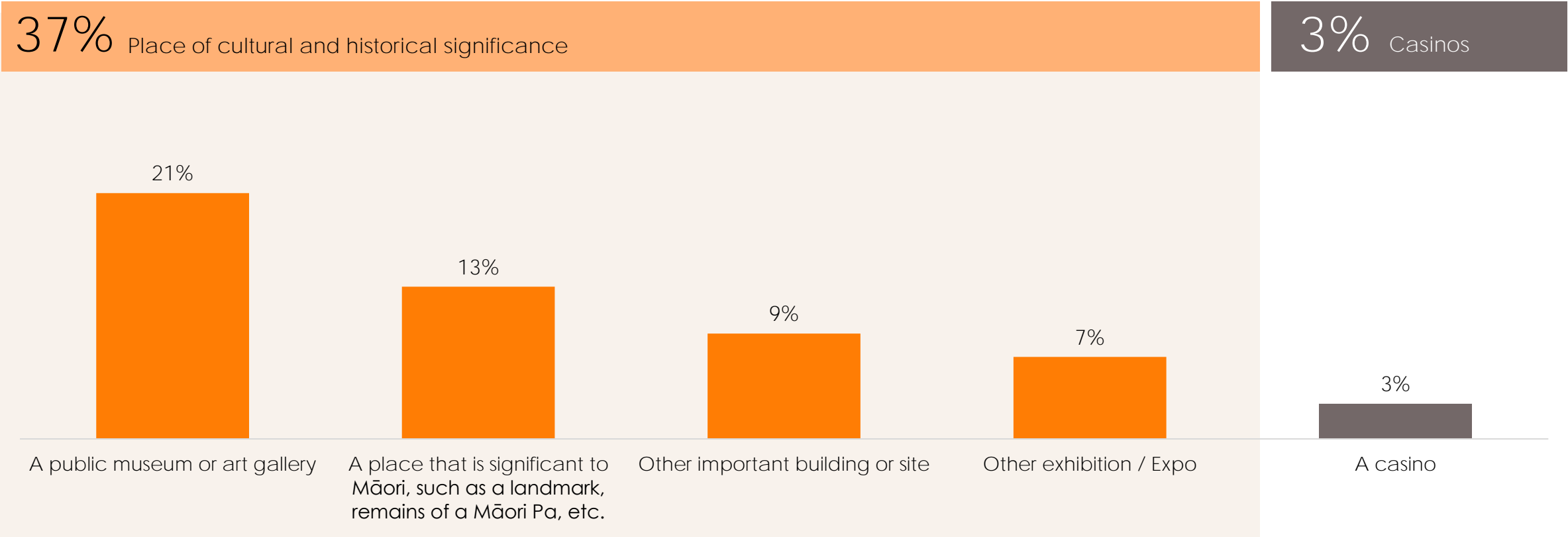
Mountain biking features in two out of five overnight trips that included a bike. Cycling tours and the New Zealand Cycle Trail are also popular.



# Nearly four in ten overnight trips included a visit to a place of cultural and historical significance.

Casino visits feature in just 3% of overnight trips.

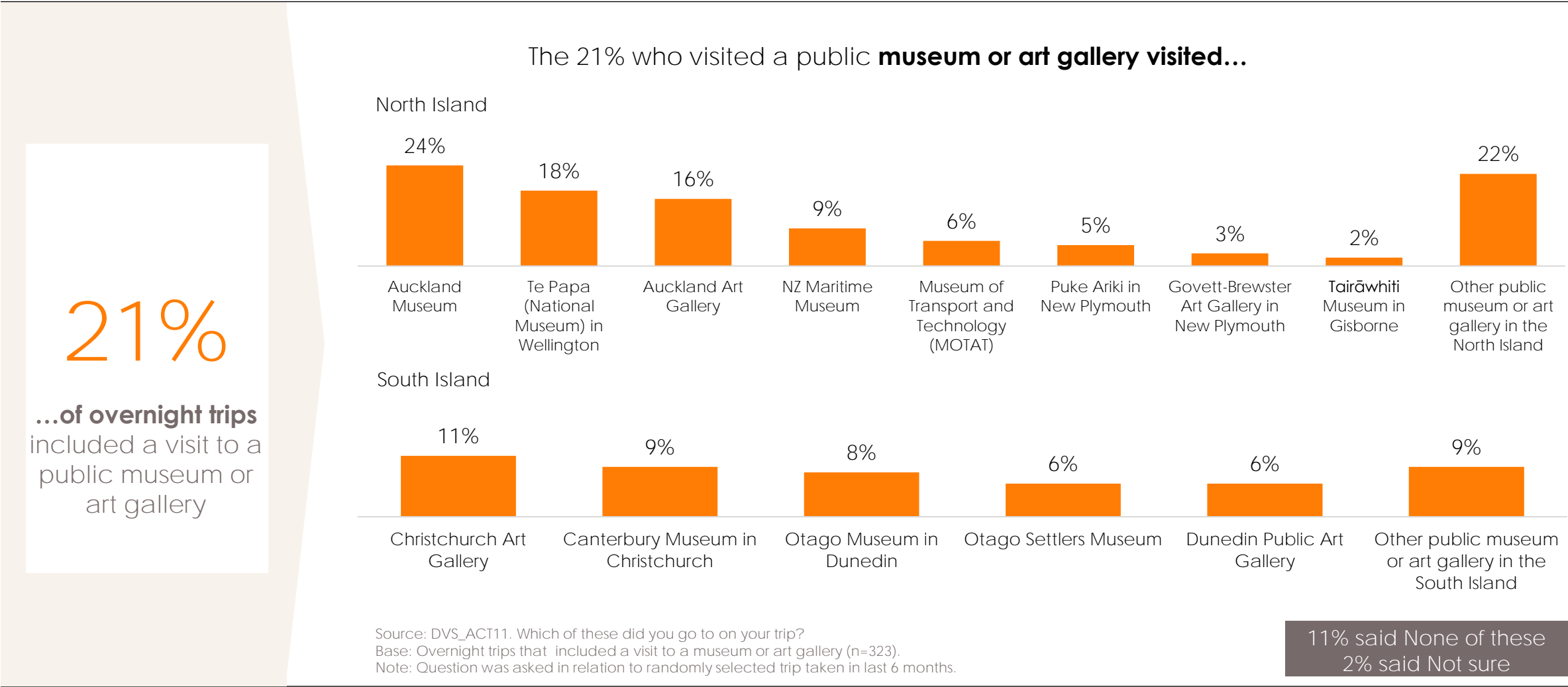
Places of cultural and historical significance, and casinos



Source: DVS\_ACT10. Which of these did you go to during your trip?  
Base: Overnight trips (n=1,603)  
Note: Question was asked in relation to randomly selected trip taken in last 6 months.

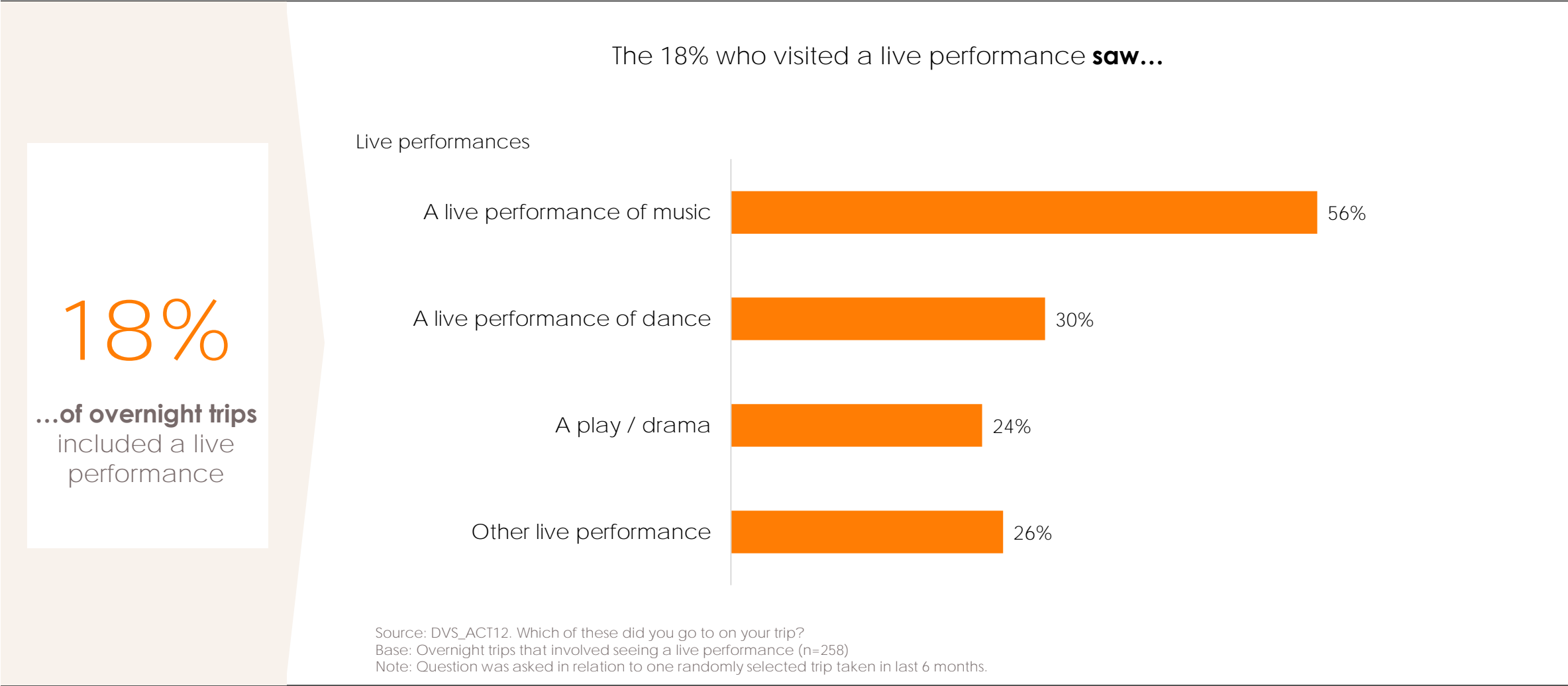
Auckland Museum was the most visited public exhibit.

The Christchurch Art Gallery is the most visited South Island exhibit featuring in around one in ten trips.



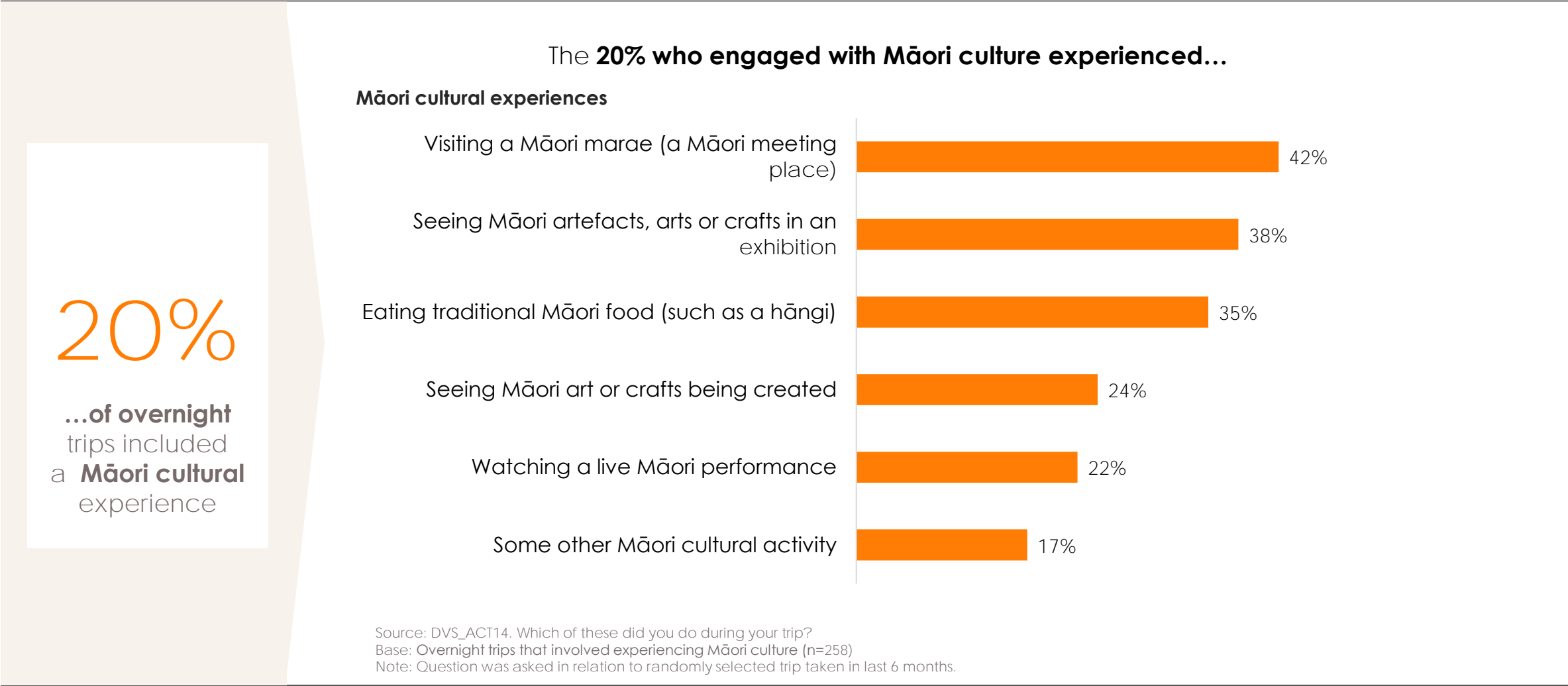
# Just under one in five overnight trips included a live performance.

More than half of overnight trips with a live performance featured live music, while nearly one-third included dancing.



# Domestic visitors engaged with Māori culture in one in five overnight trips.

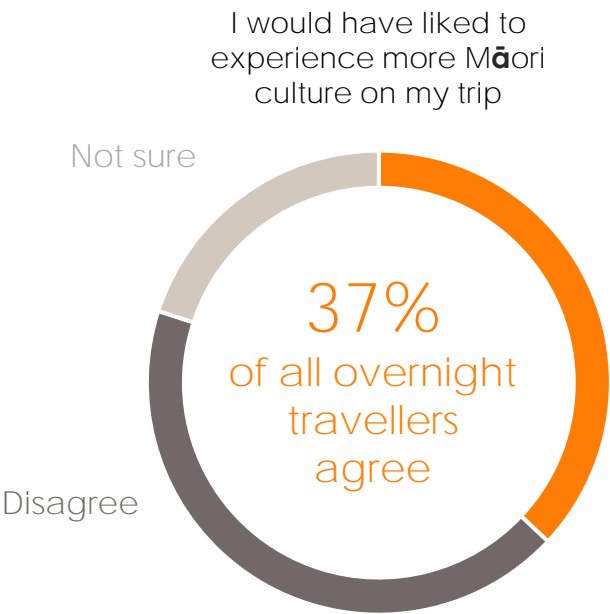
Marae visits, exhibitions, and traditional Māori food are most common.



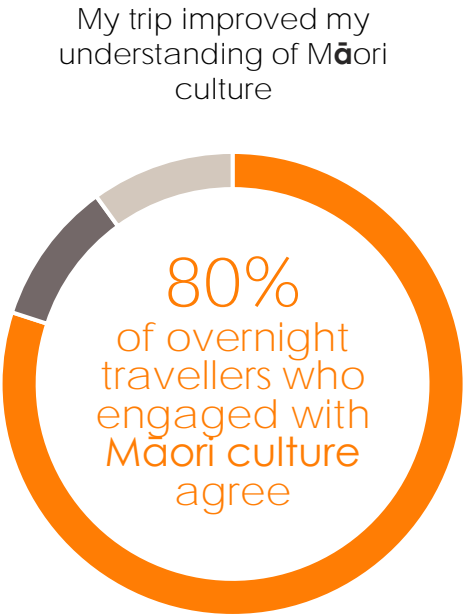
# More than one-third would have liked more Māori culture on their trip.

Of those who experienced Māori culture, the vast majority enjoyed it, and four in five believe that it improved their understanding of Māori culture.

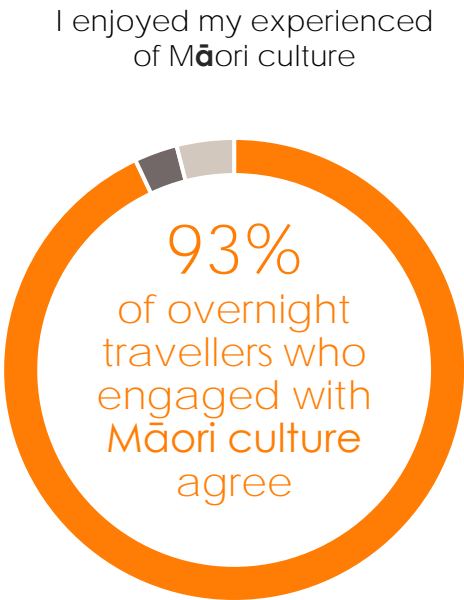
## Perceptions of Māori cultural experience



Source: DVS\_ACT15.  
Base: Respondents who took an overnight trip in last 6 months (n=1,242)  
Note: Question was asked in relation to randomly selected trip taken in last 6 months. Excludes those who said “does not apply”

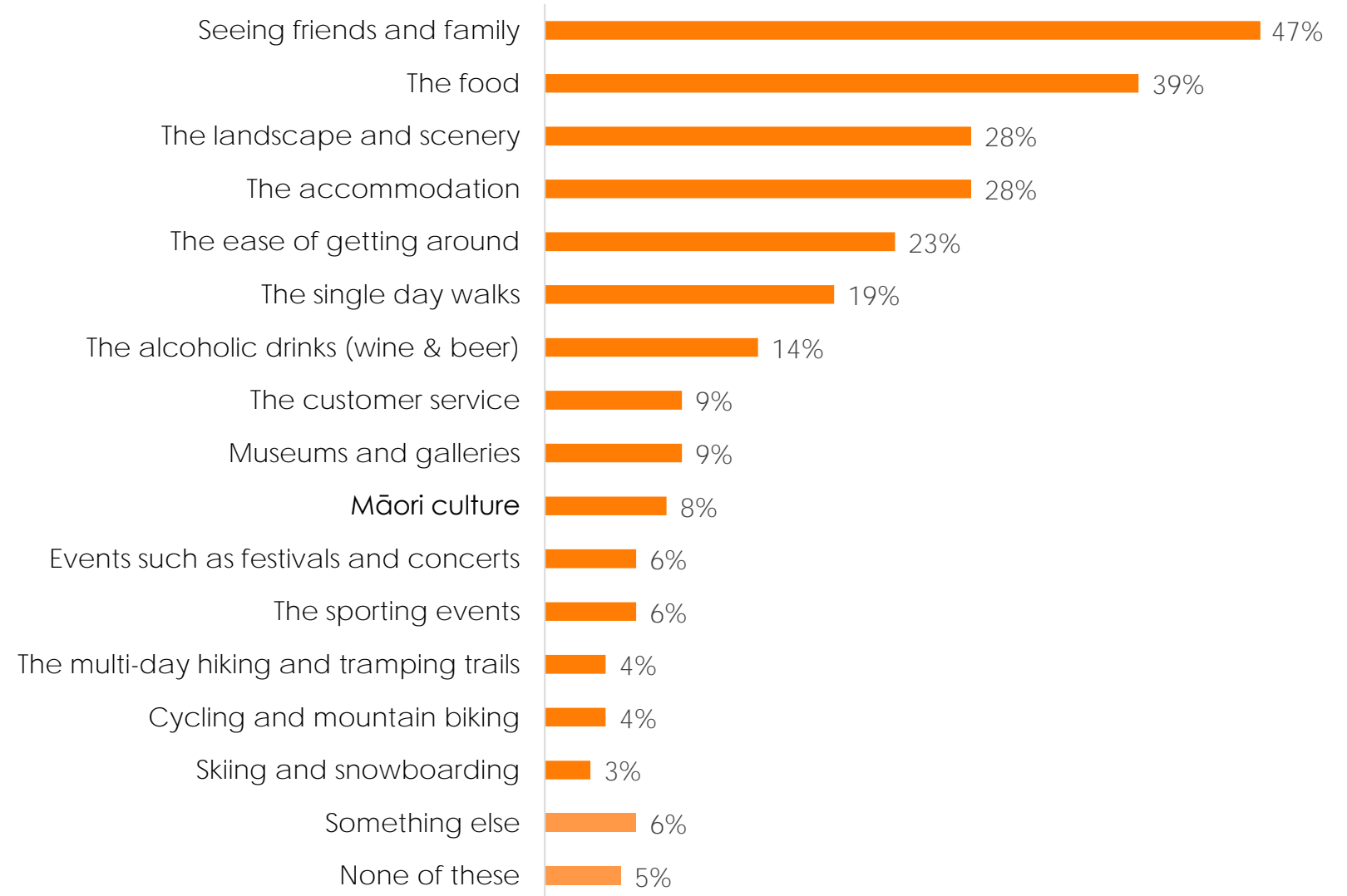


Source: DVS\_ACT15.  
Base: Respondents who attended or participated in a Māori cultural experience on their overnight trip (n=262-269)  
Note: Question was asked in relation to randomly selected trip taken in last 6 months. Excludes those who said “does not apply”



Overnight trips are most often remembered for quality time with loved ones and good food.

#### Features most enjoyed about trip



Source: DVS\_NSAT1. What did you like most about your trip?

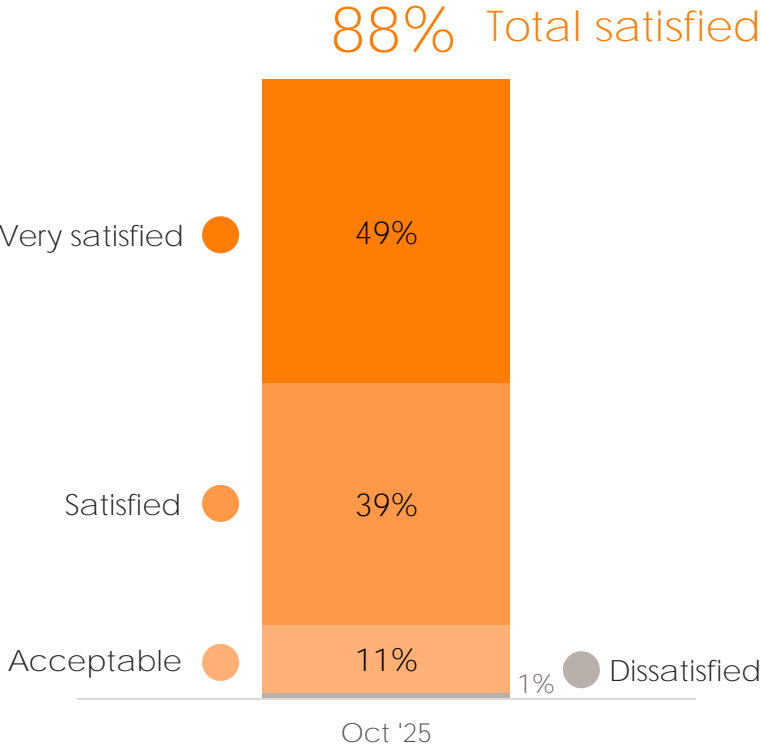
Base: Overnight trips (n=1,603).

Note: Question was asked in relation to a randomly selected trip taken in last 6 months. Multiple responses can be selected.

# Almost 90% of New Zealanders were satisfied with their overnight trip.

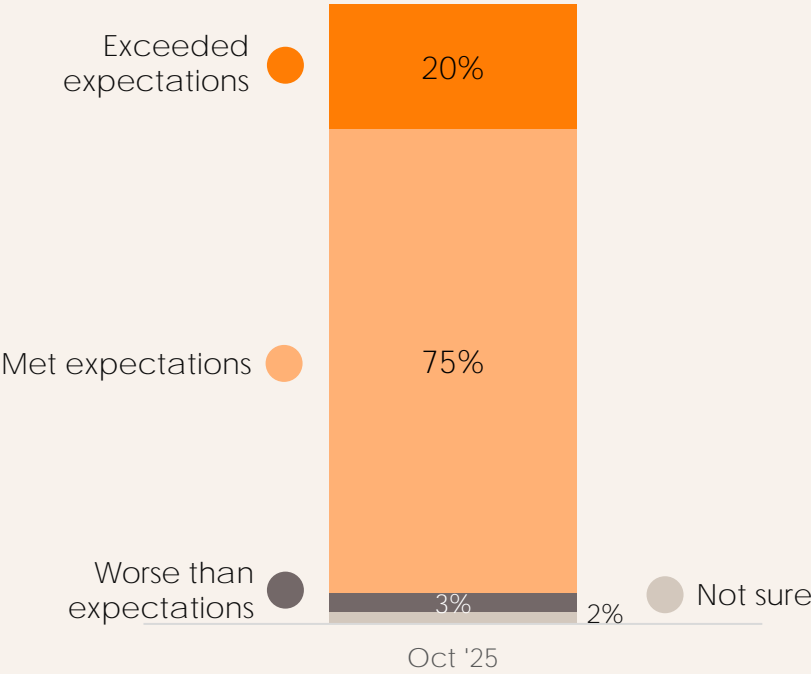
Similarly, over nine in ten believe the overnight trip met or exceeded their expectations, with just 3% mentioning that the trip was worse than their expectations.

Overall satisfaction with overnight trip



Source: DVS\_NSAT3 And thinking about all the aspects of your trip, how satisfied were you with your trip overall?  
Base: All respondents who took an overnight trip in last 6 months (n=1,603)  
Note: Only n=2 respondents mentioned they were very dissatisfied with their overnight trip.

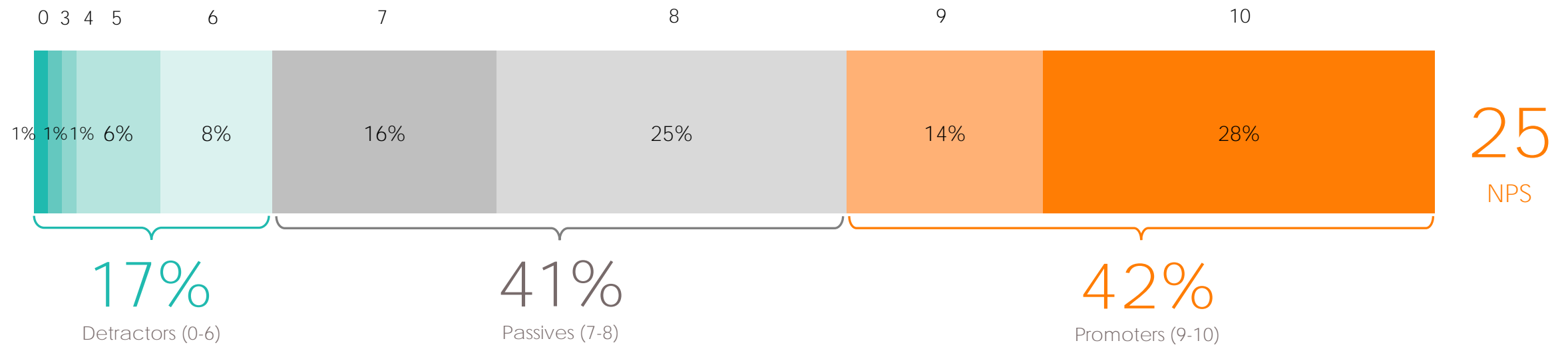
Overnight trip expectations



Source: DVS\_NSAT4 Did your trip...  
Base: All respondents who took an overnight trip in last 6 months (n=1,603)  
Note:

The Net Promoter Score (NPS) indicates a moderately positive level of advocacy with more visitors likely to recommend their destination than not. However, the relatively high proportion of Passives suggests many visitors were not strongly enthusiastic.

NPS – overnight trips



Source: DVS\_NSAT5. Thinking about your trip, how likely is it you would recommend the destination to your family or friends  
Base: All respondents who took an overnight trip in last 6 months (n=1,488)  
Note: Base excludes 6% who said “does not apply”.

Accommodation is the **most expensive part of New Zealanders’ overnight trips**.  
The average cost of an overnight trip was just over \$800, with around a quarter of that accommodation costs.

Cost of overnight trip

	Average \$
Domestic flights	\$109.3
Petrol or electric car charging	\$83.2
Car rental and/or campervan rental – including insurance but excluding petrol	\$32.8
Transport fares (including trains, ferries, transfers, taxis, public transport, etc.)	\$26.3
Accommodation	\$206.5
Food and drinks bought at cafes, restaurants, bars, or at accommodation	\$134.6
Food and drinks bought from supermarkets, stores, etc.	\$64.4
Entertainment or activities such as attractions, tours, cruises, sports events, museums, gambling/casinos, etc.	\$60.4
Shopping including gifts, souvenirs, and clothing	\$57.8
Any other costs during your trip	\$26.6

\$802

...is the average total cost of overnight trips taken from April to October 2025.

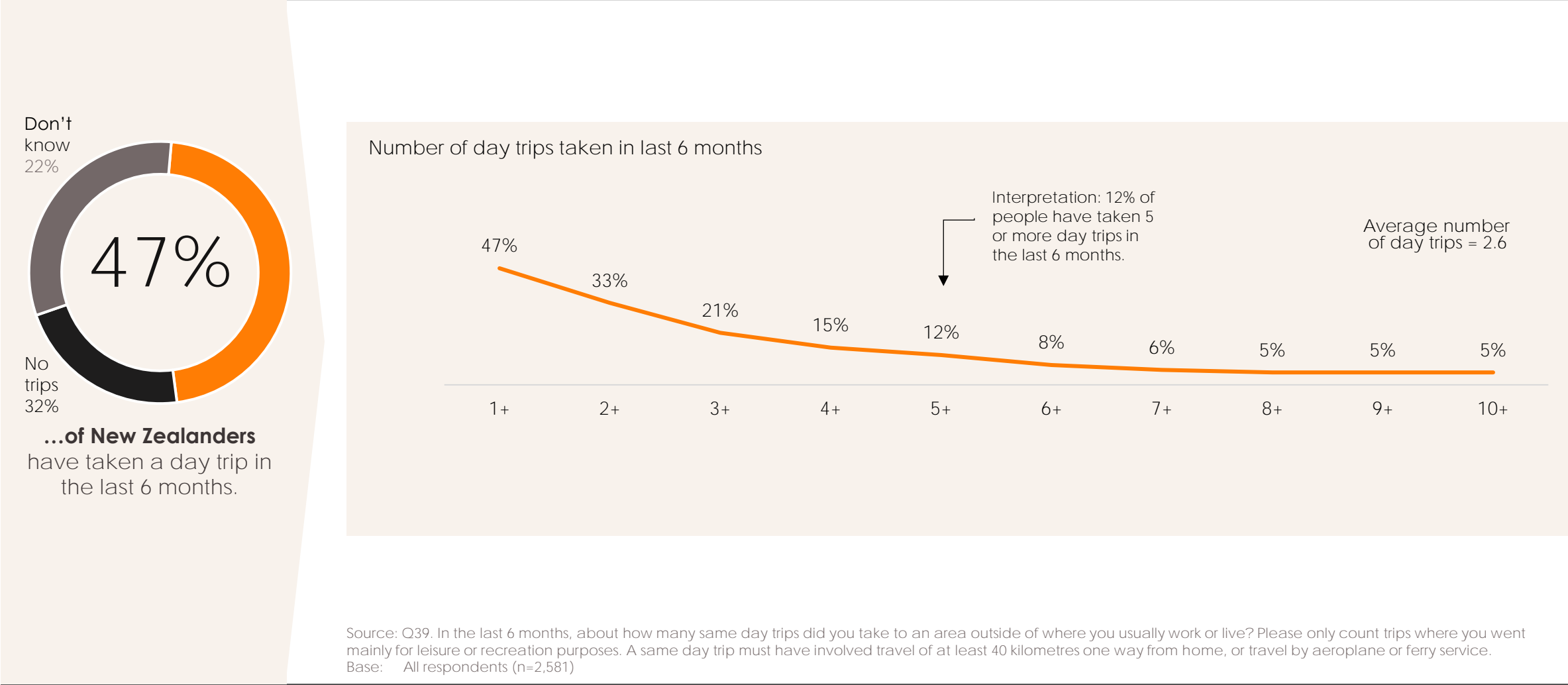
Source: Q47. Please enter how much each part of your trip cost in the 'Amount' box below.  
Base: All respondents who took an overnight trip in last 6 months

# Past season domestic travel behaviours and experiences – day trips



# Nearly half of New Zealanders have taken a day trip in the last six months.

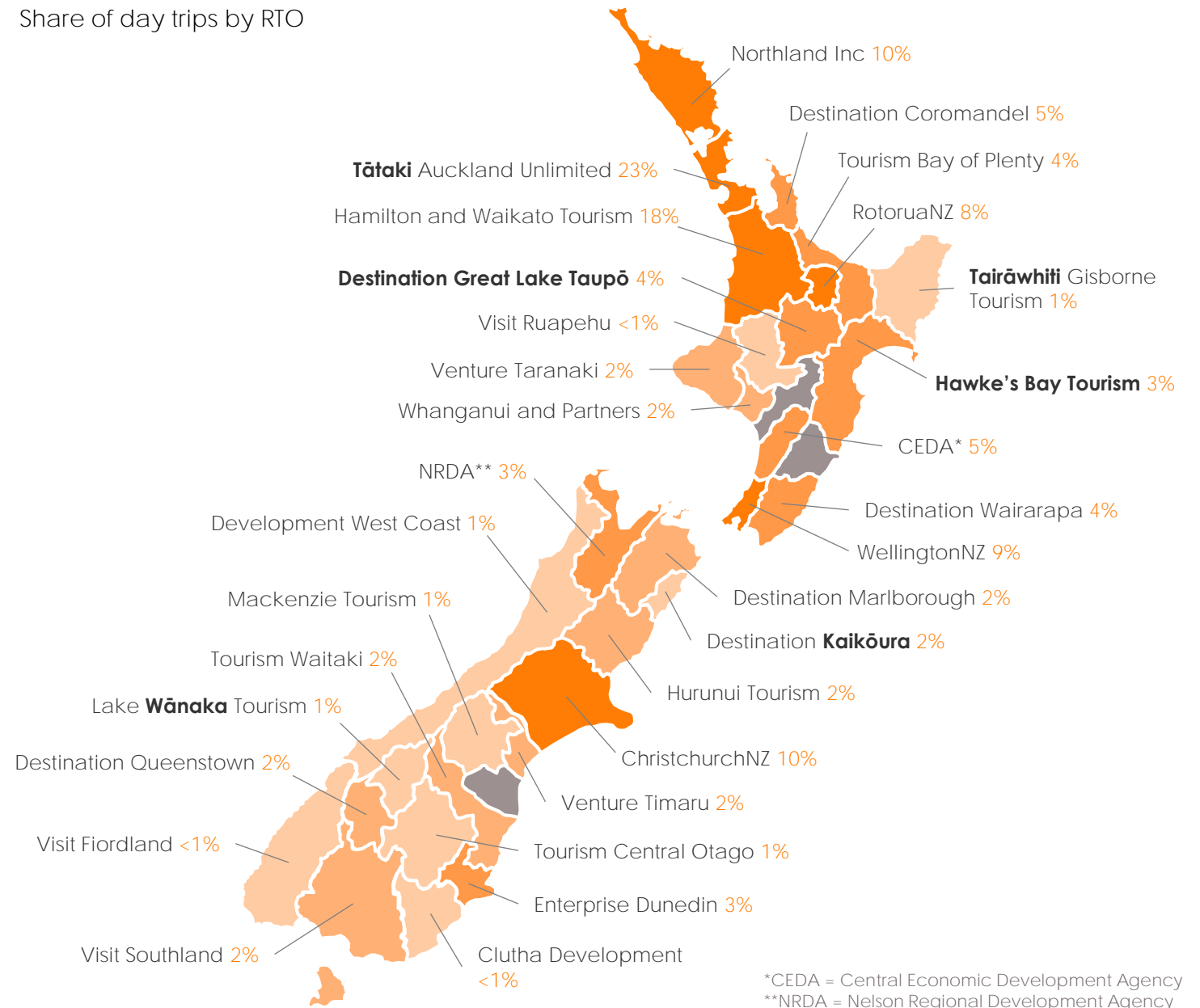
The average number of day trips was between two and three, with just over one in ten New Zealanders taking five or more-day trips in the last six months.



Tātaki Auckland Unlimited, Hamilton and Waikato Tourism, Northland Inc, and Christchurch NZ have the highest shares of day trips in the last six months.

More than half of day trips are taken in these RTO regions.

Share of day trips by RTO



Source: Q40. Respondents were asked to select the places they visited on their last day trip.

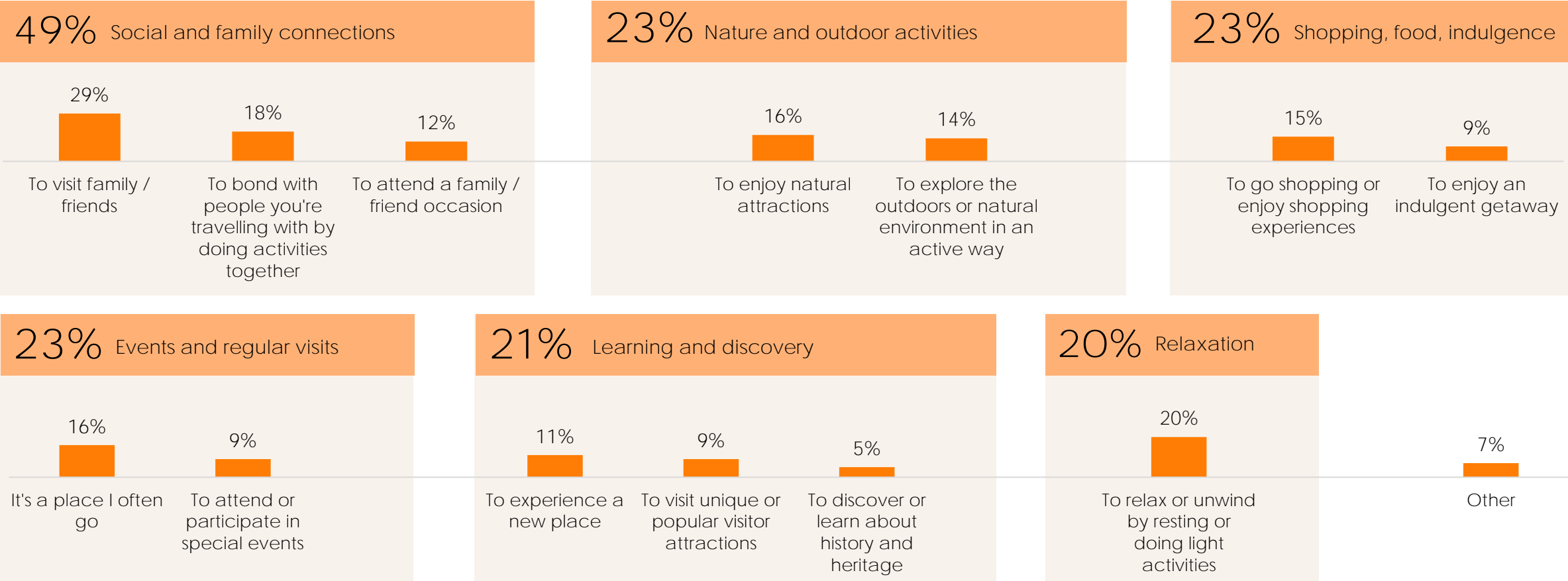
Base: Respondents who have been on a day trip in the last 6 months (n=1,195). Percentages exclude 1% of respondents who were unsure of where they travelled.

Note: Totals won't add to 100% as respondents could select multiple regions for their last day trip.

# The main reason for day trips is to spend time with friends and family.

Around a quarter say they travelled to be in nature, and similar proportions travelled to shop, or to return to a regular place/event.

Main reasons for taking day trip in the last 6 months

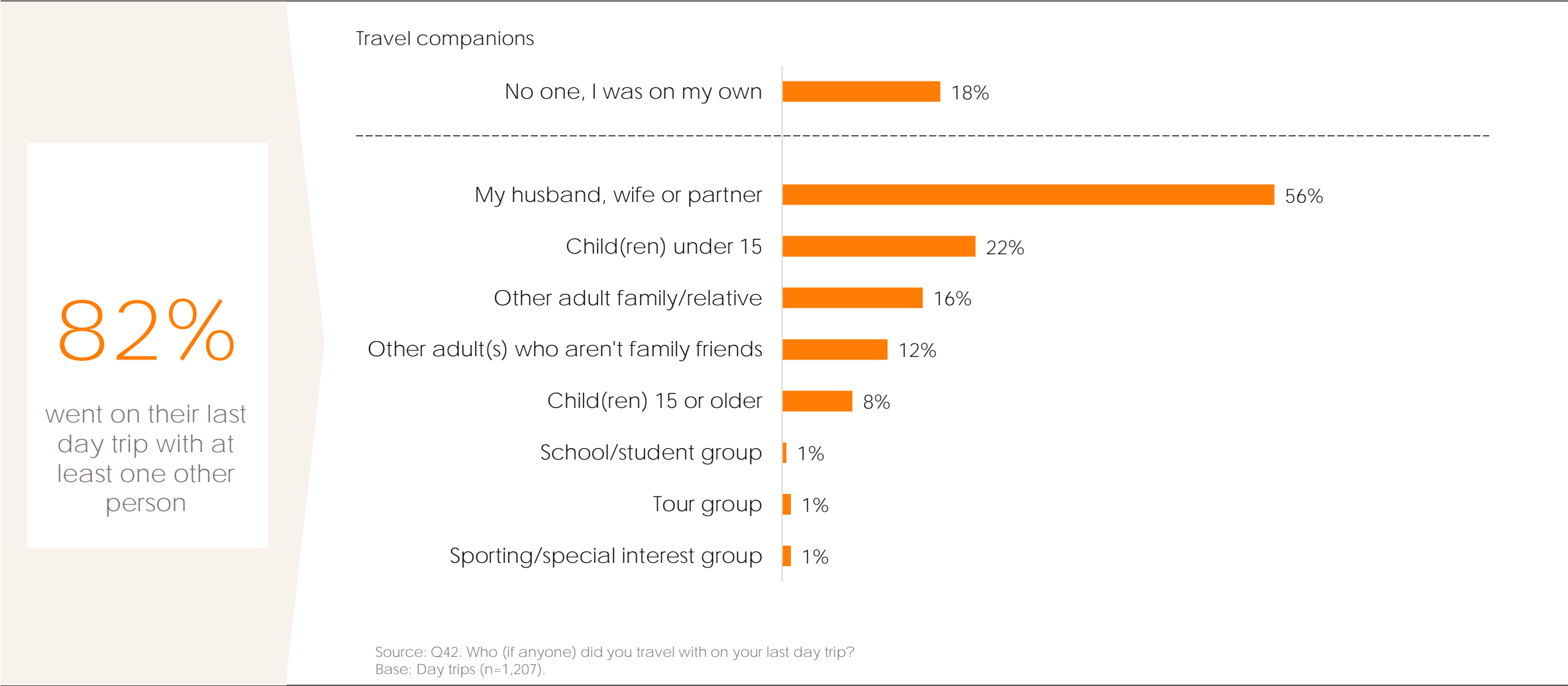


Source: Q41a. What are the main reasons you went on your last day trip?  
Base: Day trips (n=1,207).

Note This question was asked in relation to the last day trip  
took in the last 6 months.

\*Examples were given in the survey questionnaire.

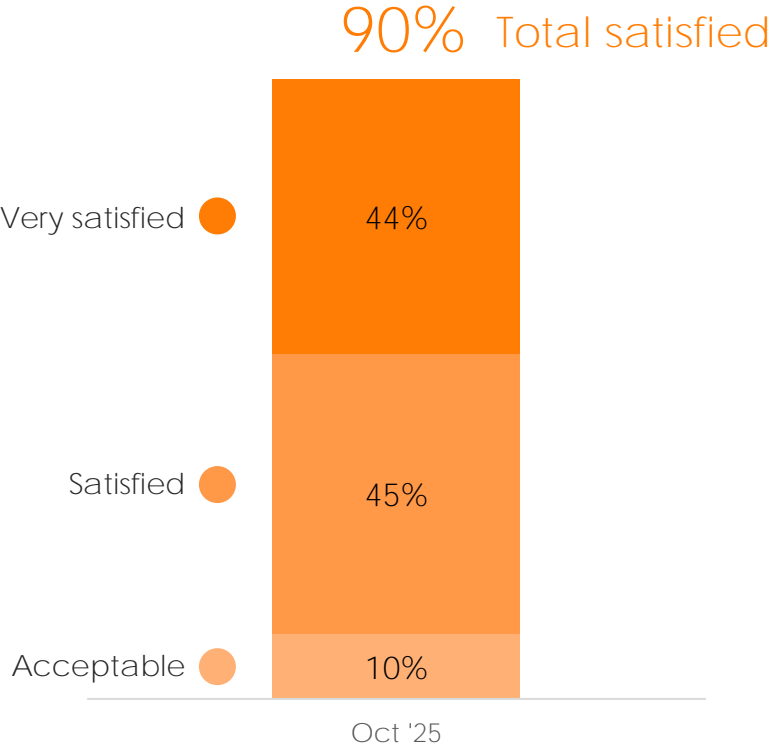
Over half of day trips include partners and nearly a quarter children under 15.  
Nearly one in five day trips are taken solo.



# Mirroring overnight trips, nine in ten were satisfied with their day trip.

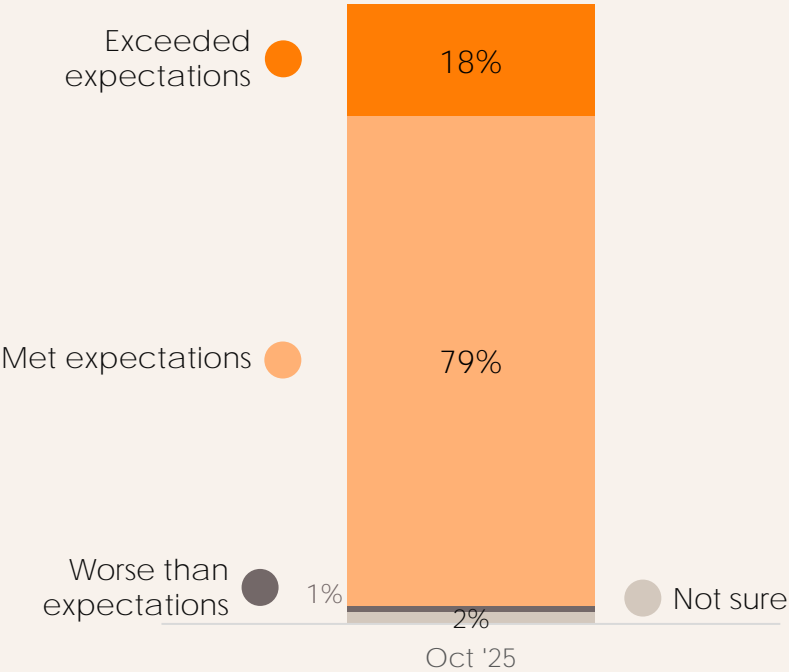
Over 95% of New Zealanders who took a day trip said it either met or exceeded their expectations, with just 1% feeling it was worse than they expected.

Overall satisfaction with day trip



Source: Q43a. And thinking about all the aspects of your day trip, how satisfied were you with your trip overall?  
Base: All respondents who took a day trip in last 6 months (n=1,207)  
Note: Only n=6 respondents mentioned they were dissatisfied, and n=1 was very dissatisfied with their trip.

Day trip expectations

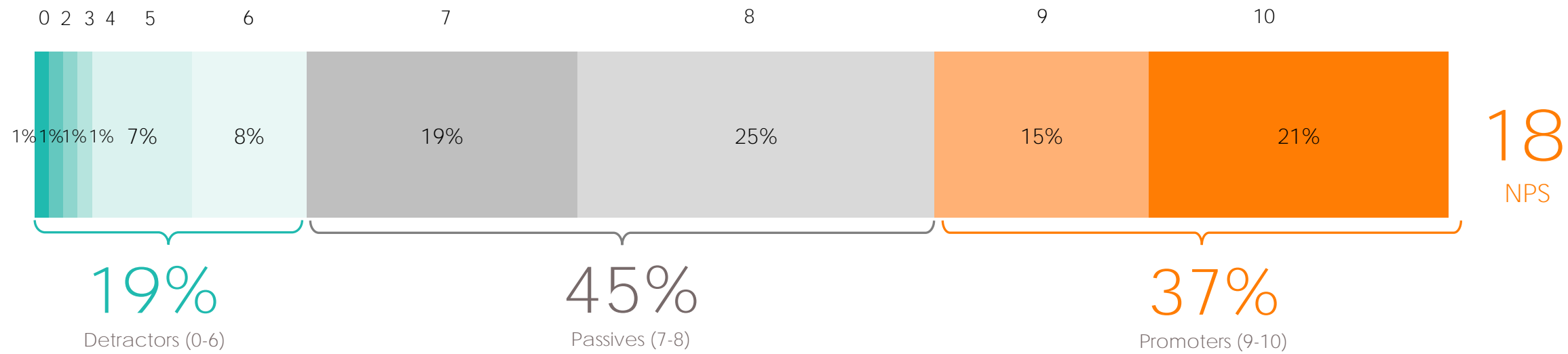


Source: Q43b. Did your last trip...  
Base: All respondents who took a day trip in last 6 months (n=1,207)

The Net Promoter Score (NPS) is a little lower for day trips than overnight trips.

This may reflect the nature of many daytrips – there is less time for immersive experiences, emotional connection, and perceived value compared to overnight stays.

NPS – day trips



Source: Q43c. How likely is it you would recommend where you went on your overnight trip to your family or friends?  
Base: All respondents who took a day trip in last 6 months (n=1,125)  
Note: Base excludes 7% who said "Does not apply".

The average total cost of a day trip is \$235, with food and petrol the biggest expenses.

Cost of day trip

	Average \$
Domestic flights	\$18.3
Petrol or electric car charging	\$50.4
Car rental and/or campervan rental – including insurance but excluding petrol	\$10.6
Transport fares (including trains, ferries, transfers, taxis, public transport, etc.)	\$9.6
Food and drinks bought at cafes, restaurants, bars, or at accommodation	\$53.5
Food and drinks bought from supermarkets, stores, etc.	\$25.7
Entertainment or activities such as attractions, tours, cruises, sports events, museums, gambling/casinos, etc.	\$25.5
Shopping including gifts, souvenirs, and clothing	\$32.9
Any other costs during your trip	\$8.4

\$234.90

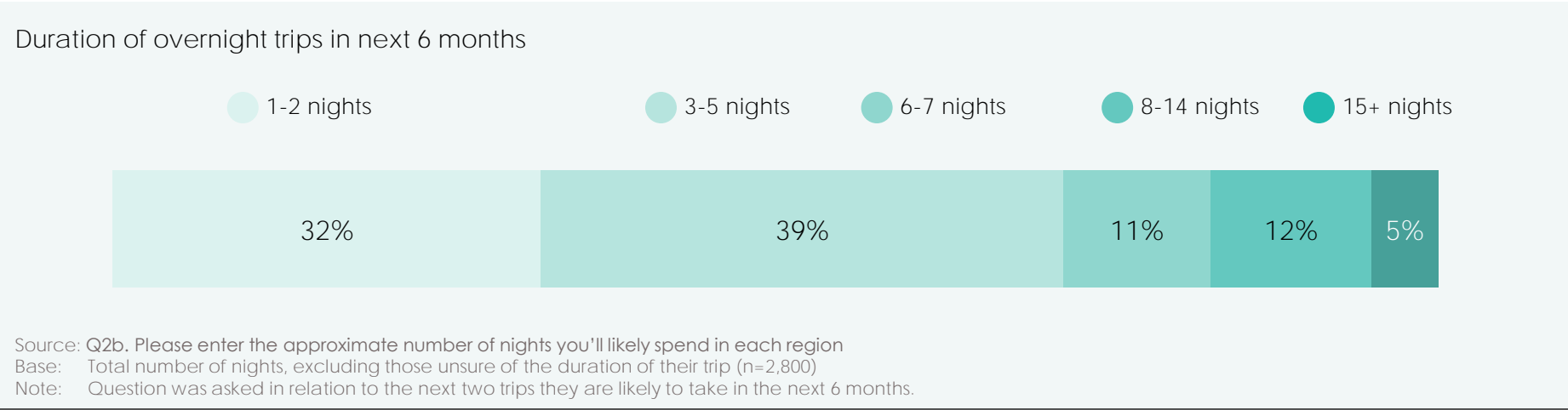
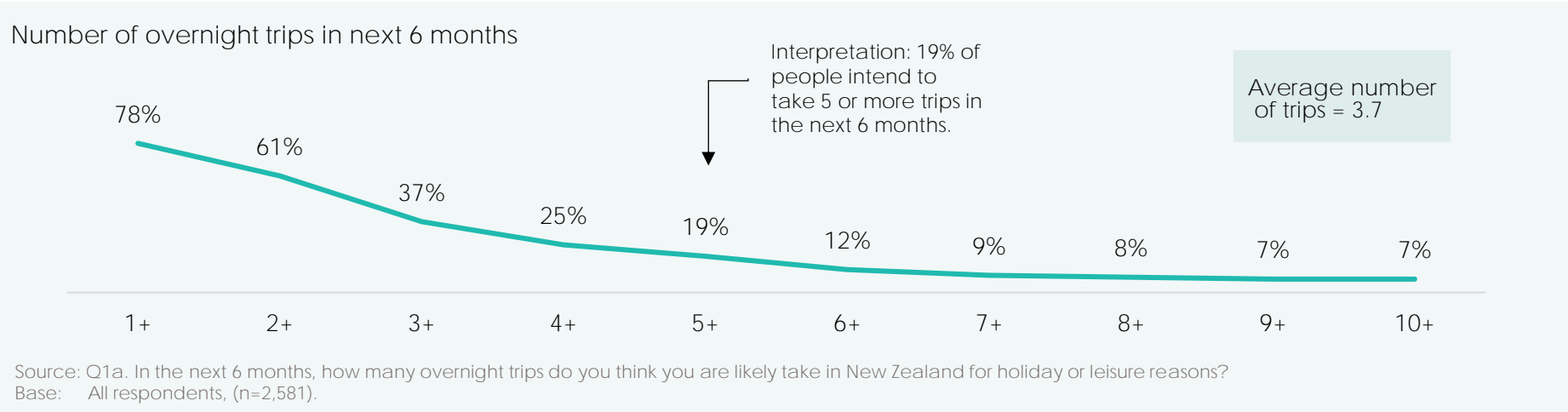
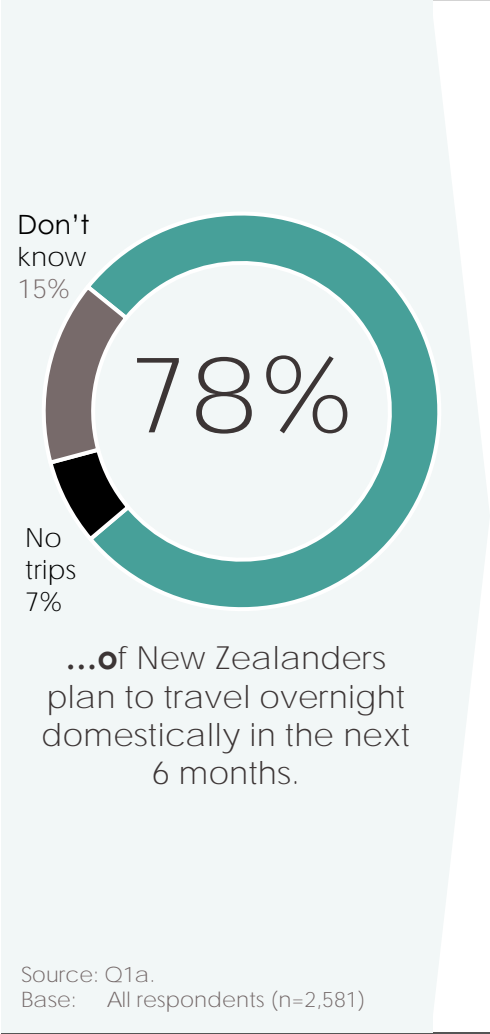
...is the average total cost of day trips taken from April to October 2025.

Source: Q47. Please enter how much each part of your trip cost in the 'Amount' box below.  
Base: All respondents who took a day trip in last 6 months

A person in a green jacket stands on a grassy ridge, looking out over a vast, calm lake. In the background, dark, silhouetted mountains rise against a sky with soft, warm light from a low sun, creating a serene and expansive landscape.

# Intentions to travel domestically (next season) – overnight trips

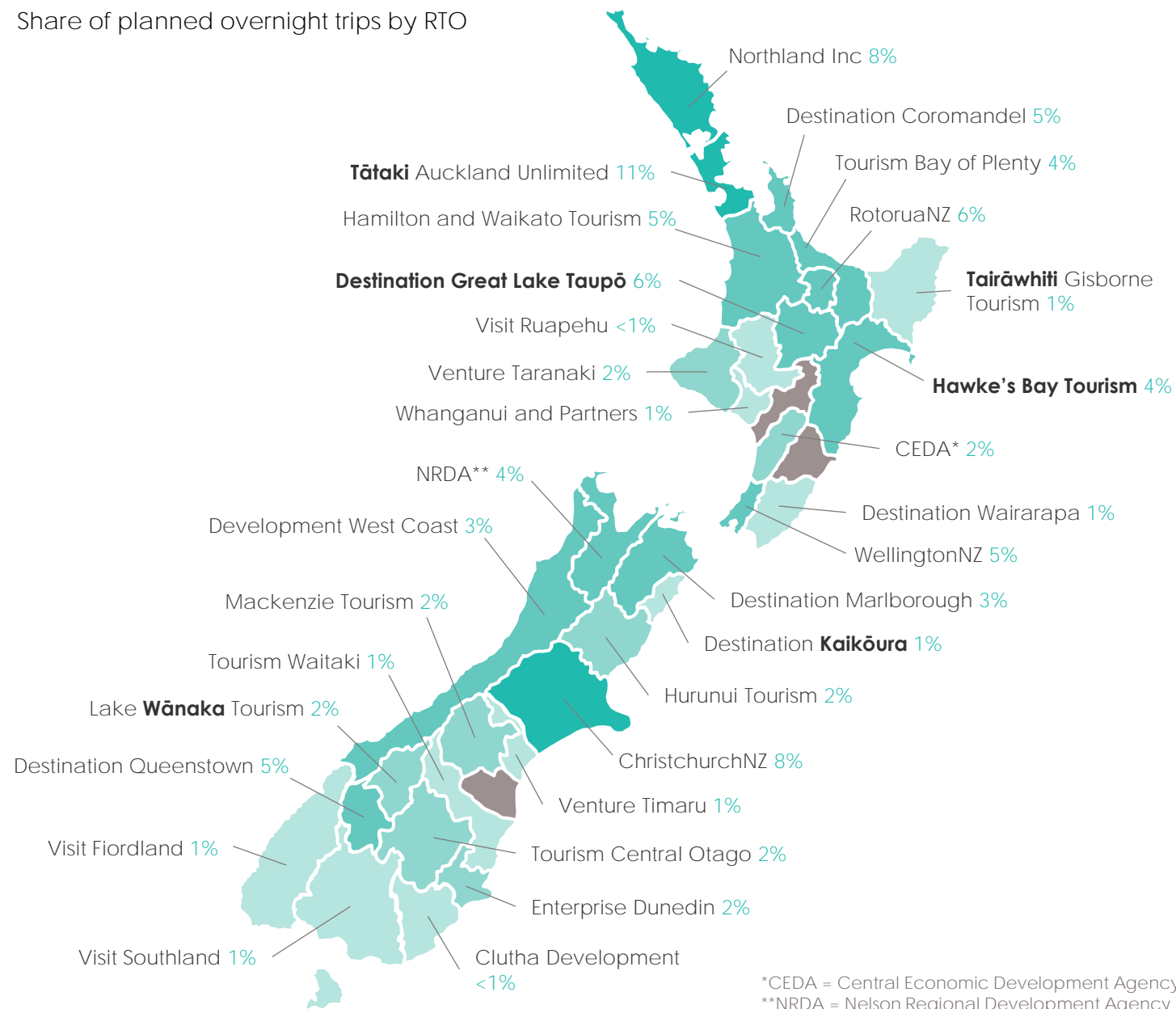
Domestic travel intentions for summer are stronger than winter/spring travel patterns, with over three quarters planning an overnight trip in the next six months. Two in five plan to take five or more trips. On average, they plan to stay away between three and four nights.



Six RTO regions account for just over half of the share of intended overnight trips.

These are Tātakī Auckland Unlimited, Christchurch NZ, Northland Ince, RotoruaNZ and Destination Great Lake Taupo, Hamilton and Waikato Tourism, and WellingtonNZ.

Share of planned overnight trips by RTO



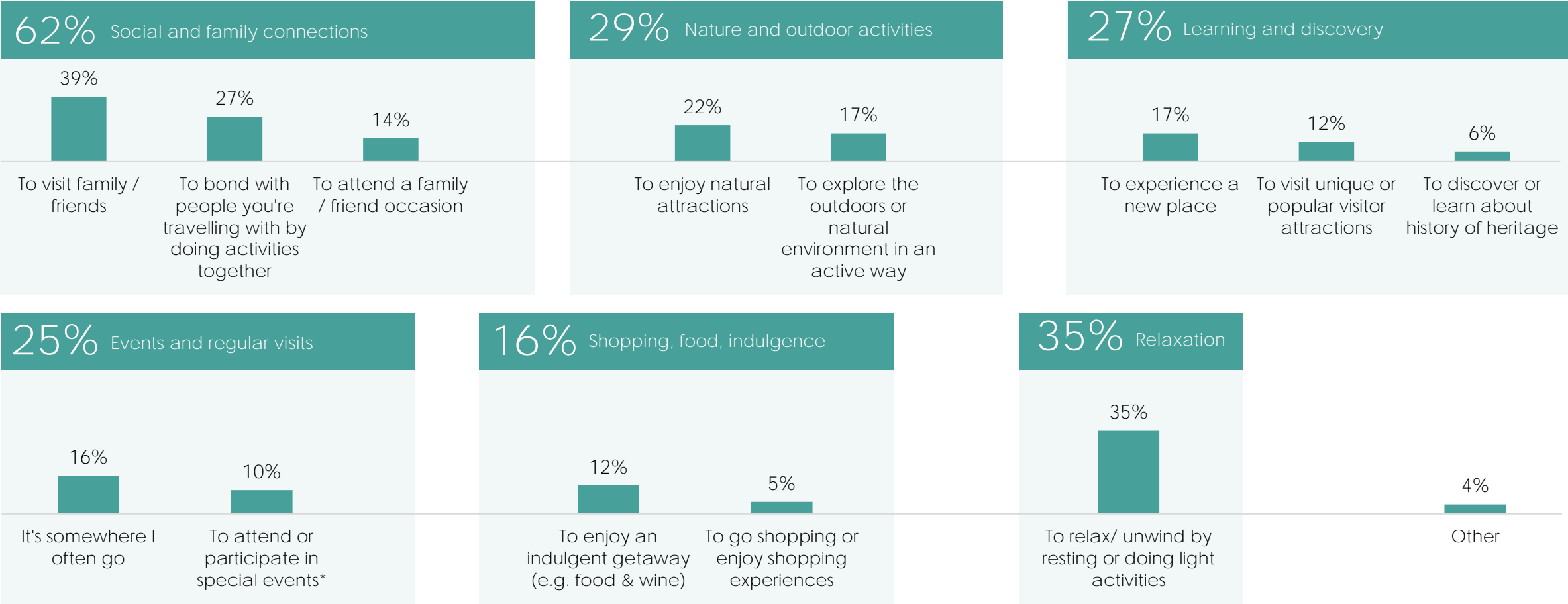
Source: Q2a/b. Respondents were asked to select the places they will stay for one night or more. They were then asked to enter the approximate number of nights they will likely stay in each place.

Base: Total number of nights (n=2,850)

Note: Question was asked in relation to the next two trips they are likely to take in the next 6 months.

Like past trips, most are planning overnight trips to spend time with friends and family. Over a third of planned overnight trips will be to relax and unwind, and just under a third will involve spending time in the outdoors and to explore nature.

Main reasons for considering overnight trip in next 6 months



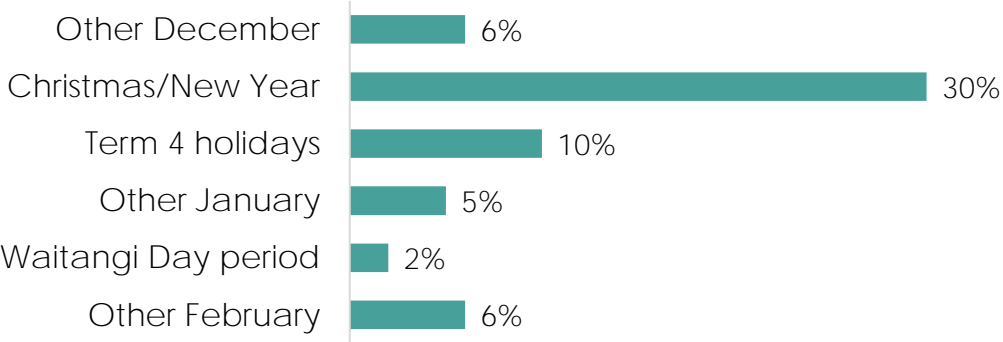
Source: Q3b. What are the main reasons you are considering this overnight trip?  
Base: Overnight trips (n=1,988). Note This question was asked in relation to the next trip they are likely to take in the next 6 months.

\*Examples were given in the survey questionnaire.

# Three in ten upcoming overnight trips are planned for the Christmas/New Year period.

Timing of planned overnight trips

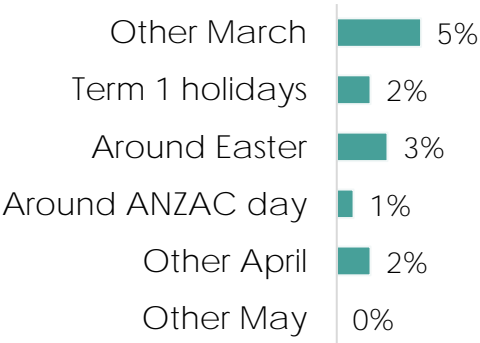
## Summer



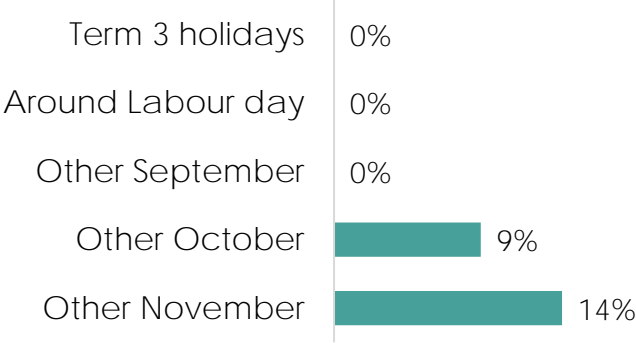
## Winter



## Autumn



## Spring



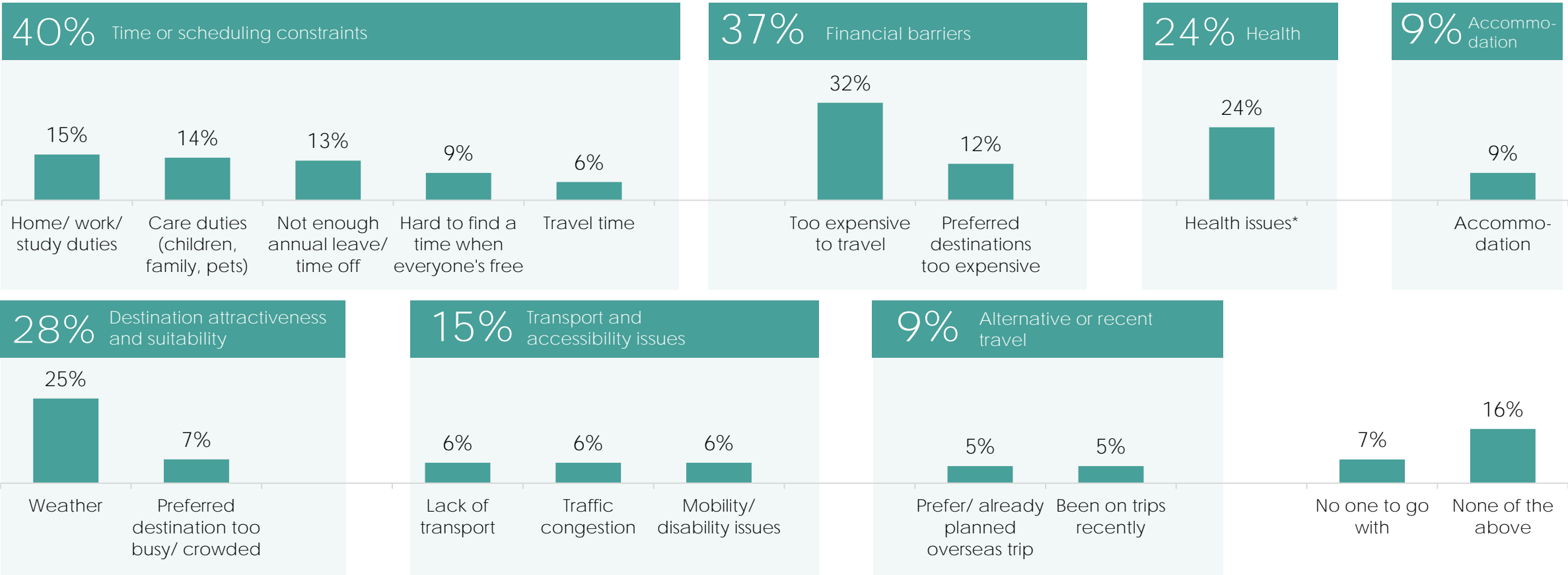
Source: Q3a. Around which period or holiday will this overnight trip take place?  
Base: Overnight trips (n=1,988)  
Note: This question was asked in relation to the next trip they are likely to take in the next 6 months.

5% of respondents were unsure.

Time and cost are the biggest barriers to overnight trips.

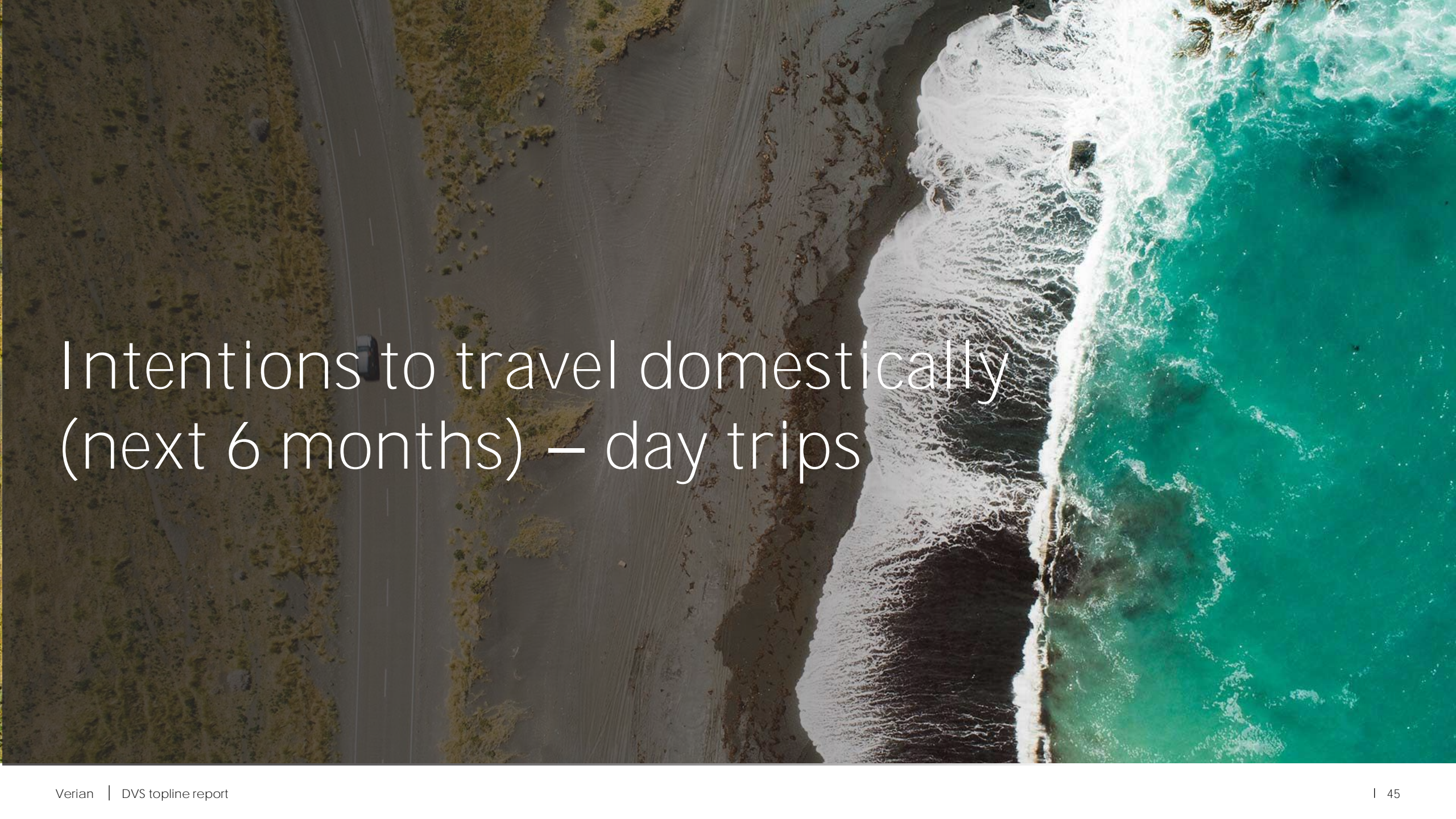
Destination attractiveness is a potential barrier for nearly three in ten, with the weather largely driving this.

Expected barriers to overnight trips



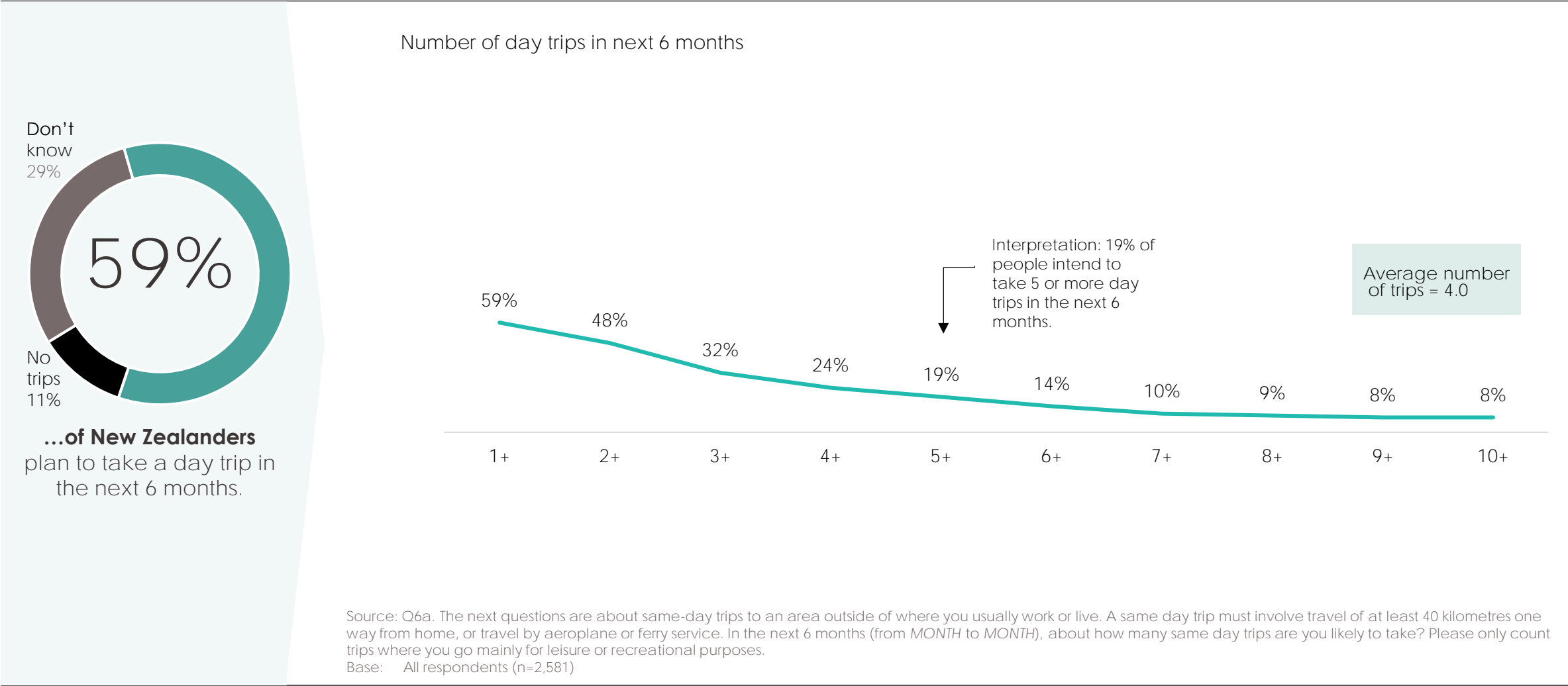
Source: Q5. If planning at least 1 trip: What things are most likely to stop you going on the overnight trip you're considering?  
If planning no trips: What are the reasons why you may be unlikely to take any overnight trips in the next 6 months?  
Base: All respondents (n=2,581)

\*Illness, injury, or poor health

An aerial photograph of a coastal area. On the left, a dark asphalt road with white dashed lines runs vertically. A small dark car is visible on the road. To the right of the road is a sandy beach with some sparse vegetation. Further right is the ocean, with white waves breaking onto the shore. The water is a vibrant turquoise color. The text "Intentions to travel domestically (next 6 months) – day trips" is overlaid in white on the left side of the image.

# Intentions to travel domestically (next 6 months) – day trips

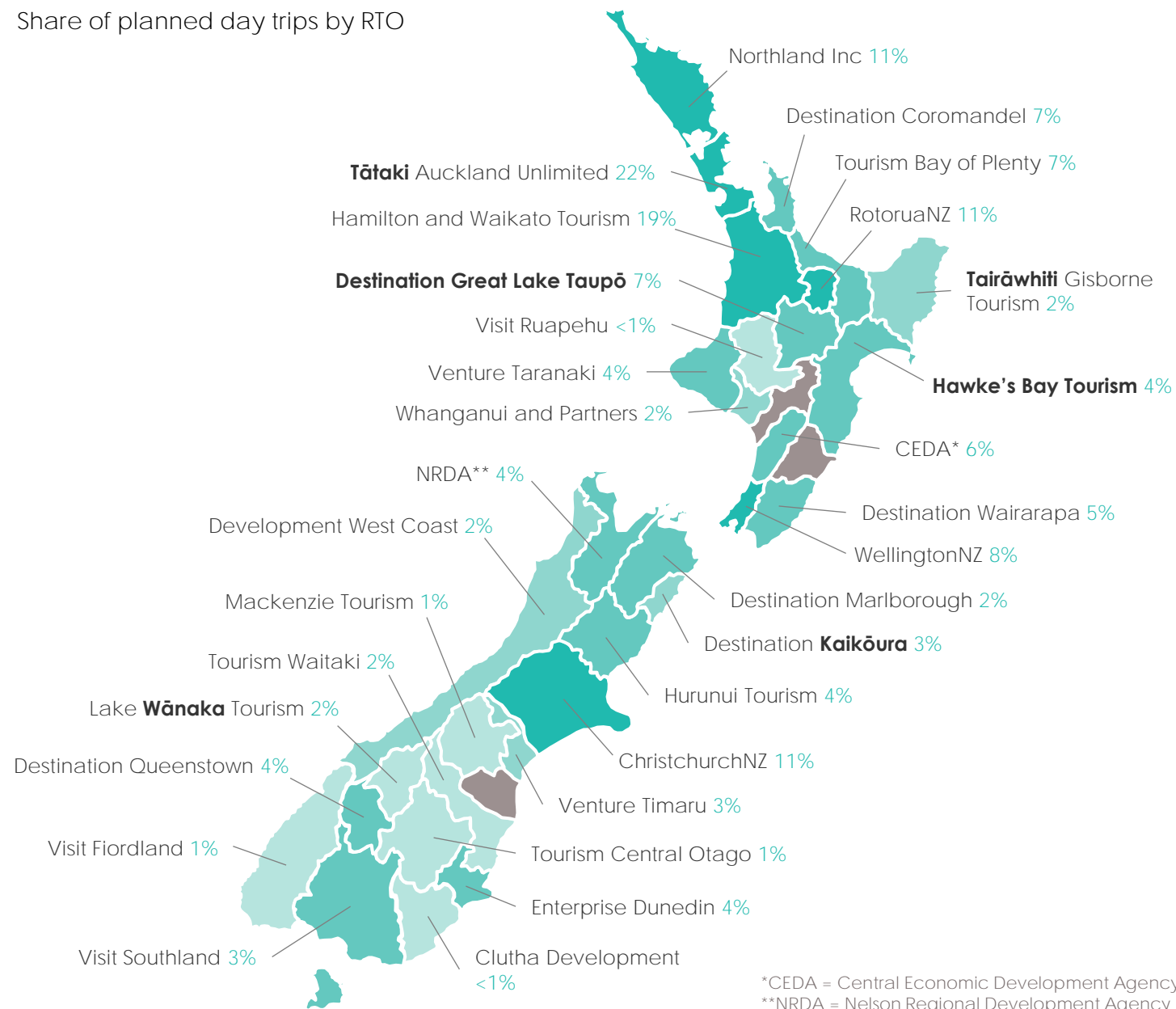
Three in five New Zealanders expect to take a day trip in the next 6 months.  
The average number of trips planned is four. Around one in five expect to take at least five day trips.



As day trips are typically closer to home, population density has a greater impact on destination choice for planned day trips than planned overnight trips.

Nearly two thirds of planned day trips are in four RTO regions (Tātaki Auckland Unlimited, Hamilton and Waikato Tourism, Northland Inc, and Christchurch NZ).

Share of planned day trips by RTO



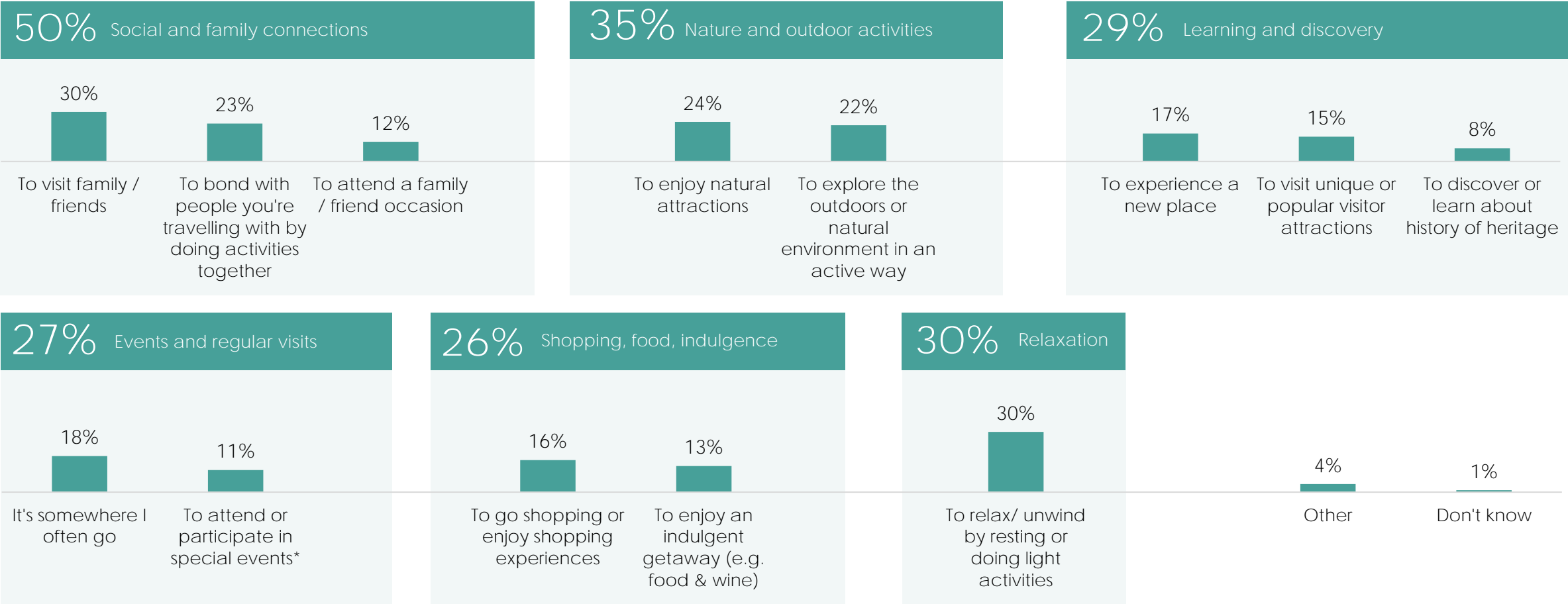
Source: Q7. Respondents were asked where they are likely to visit on their next day trip.

Base: Respondents who plan to take a day trip in the next 6 months (n=1,234). Percentages exclude 22% of respondents who were unsure of where they would travel to.

Note: Totals won't add to 100% as respondents could select multiple regions for their next day trip.

Social connection is a strong motivator for planned day trips. However, motivations are diverse with the outdoors, learning and discovery, events and familiar places, shopping, and relaxation all proving to be significant drivers.

Main reasons for considering day trip in next 6 months



Source: Q8. What are the main reasons you are considering this day trip?  
Base: Day trips (n=1,522).

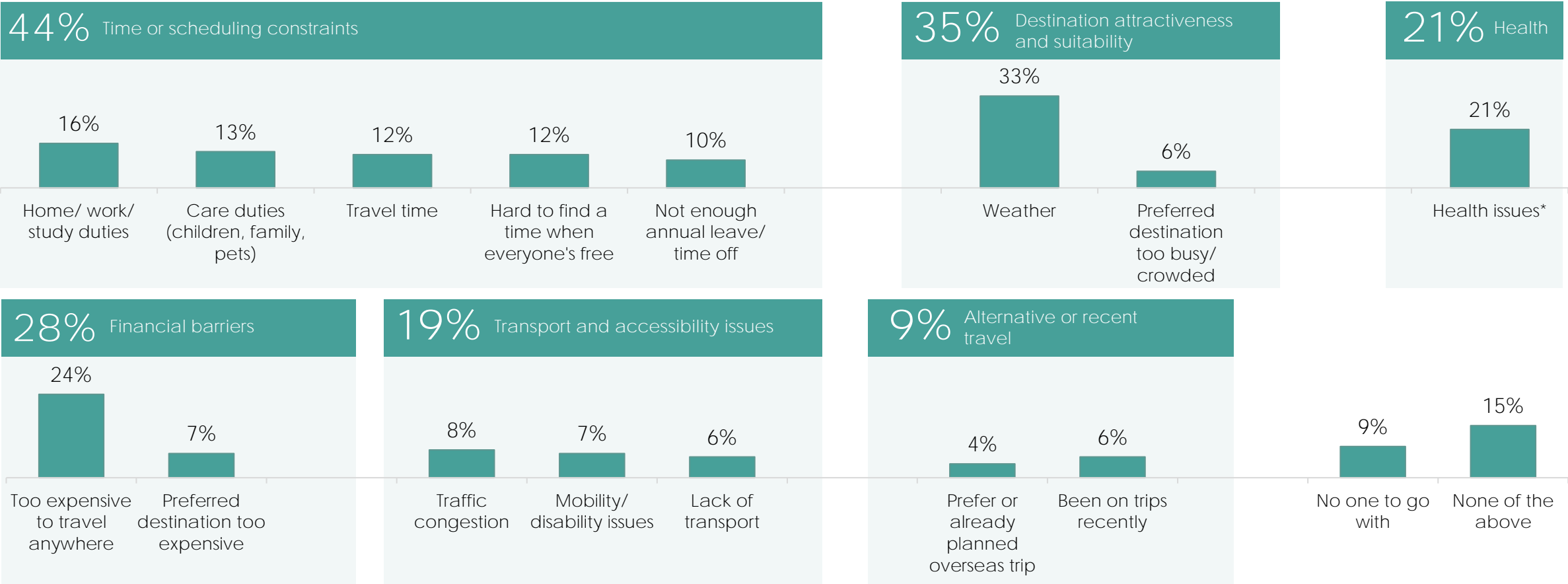
Note This question was asked in relation to the next day trip where they have already considered where they might go.

\*Examples were given in the survey questionnaire.

# Time and scheduling constraints are the main expected barrier.

Weather and the expense of travelling are the single largest barriers.

Expected barriers to day trips



Source: Q9a. If planning at least 1 trip: What things are most likely to stop you going on the day you're considering?  
If planning no trips: What are the reasons why you may be unlikely to take any day trips in the next 6 months?  
Base: All respondents (n=2,581)

\*Illness, injury, or poor health

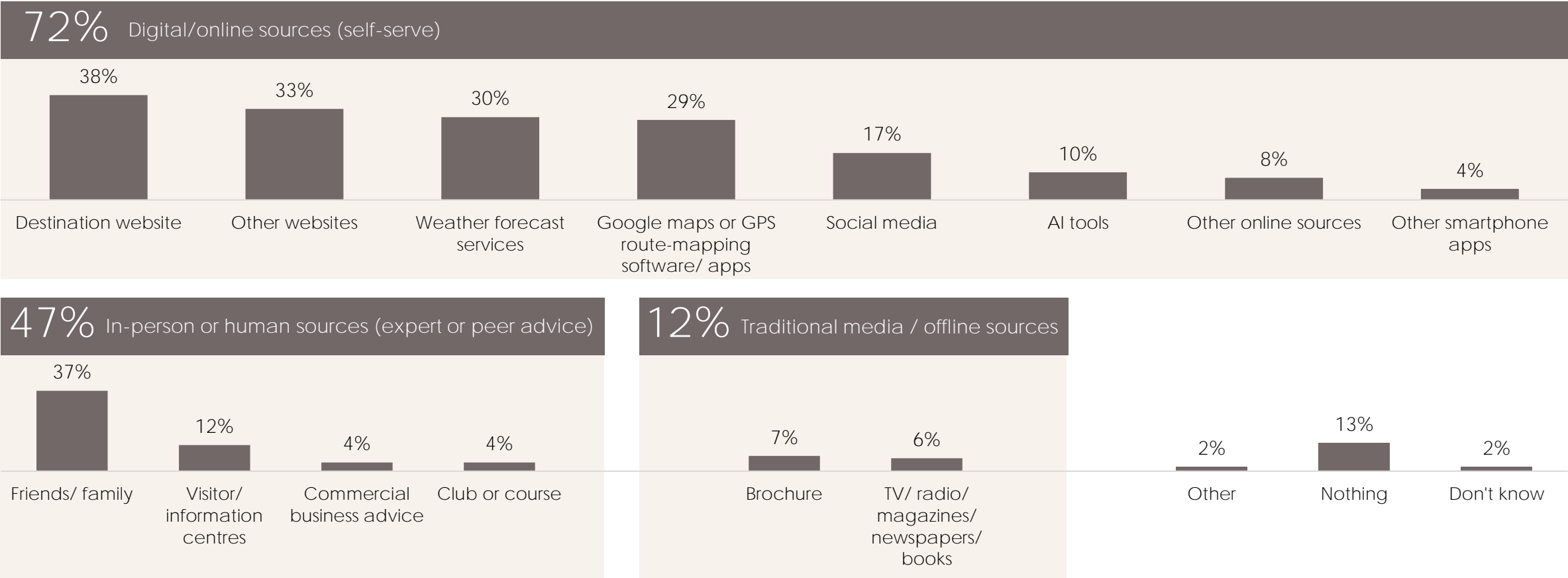
A person wearing a red jacket stands on a rocky, moss-covered beach at sunset. The beach is covered with large, dark rocks, many of which are covered in bright green moss. The water is calm, reflecting the warm light of the setting sun. In the background, steep, dark mountains rise from the water, with snow-capped peaks visible in the distance. The sky is a mix of orange, yellow, and grey, suggesting a cloudy sunset.

# Decision making

# Digital platforms are the dominant sources of information for trip planning.

However, nearly half of people use in-person sources, especially friends and family.

Sources of information



Source: Q9b. What (if any) information sources have you used (or will you use) to plan overnight or day trips that you intent to take in the next 6 months?  
Base: All respondents who are planning either an overnight or day trip (n=2,186)