

Domestic Visitor Survey (DVS)

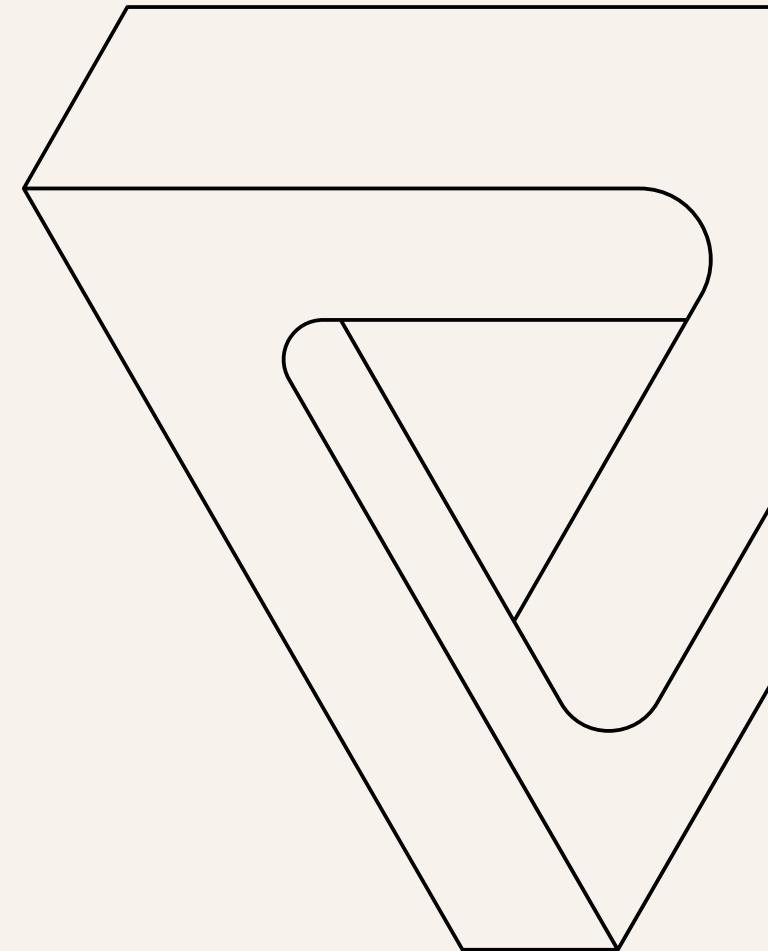
October 2025 wave

Topline report



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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.

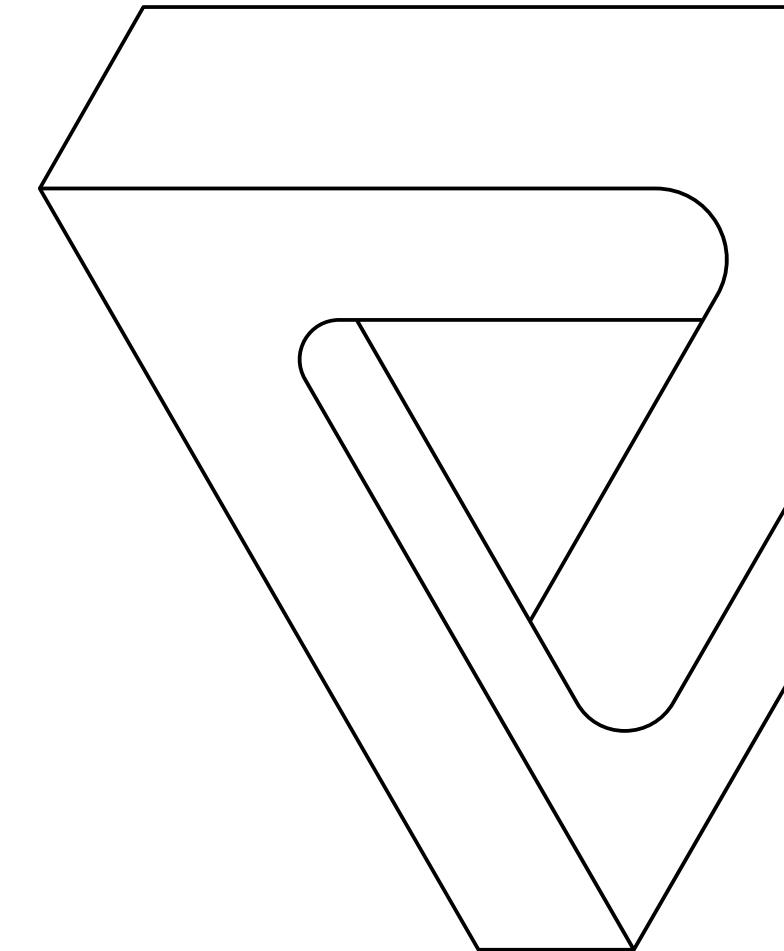
The overall purpose of this research is to measure domestic pre-season and post-season insight into both peak and off-peak domestic tourism (intentions, behaviours, and experiences).

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 October¹ 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.



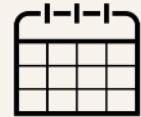
¹As a small proportion of respondents were surveyed in November, this period included part of November for these respondents.

Methodology



Target audience

New Zealanders aged 15 years and over.



Interview dates

6 October to 23 November 2025.

Note, 87% of the fieldwork was completed in October.



Method

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.



Sample size & weighting

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.

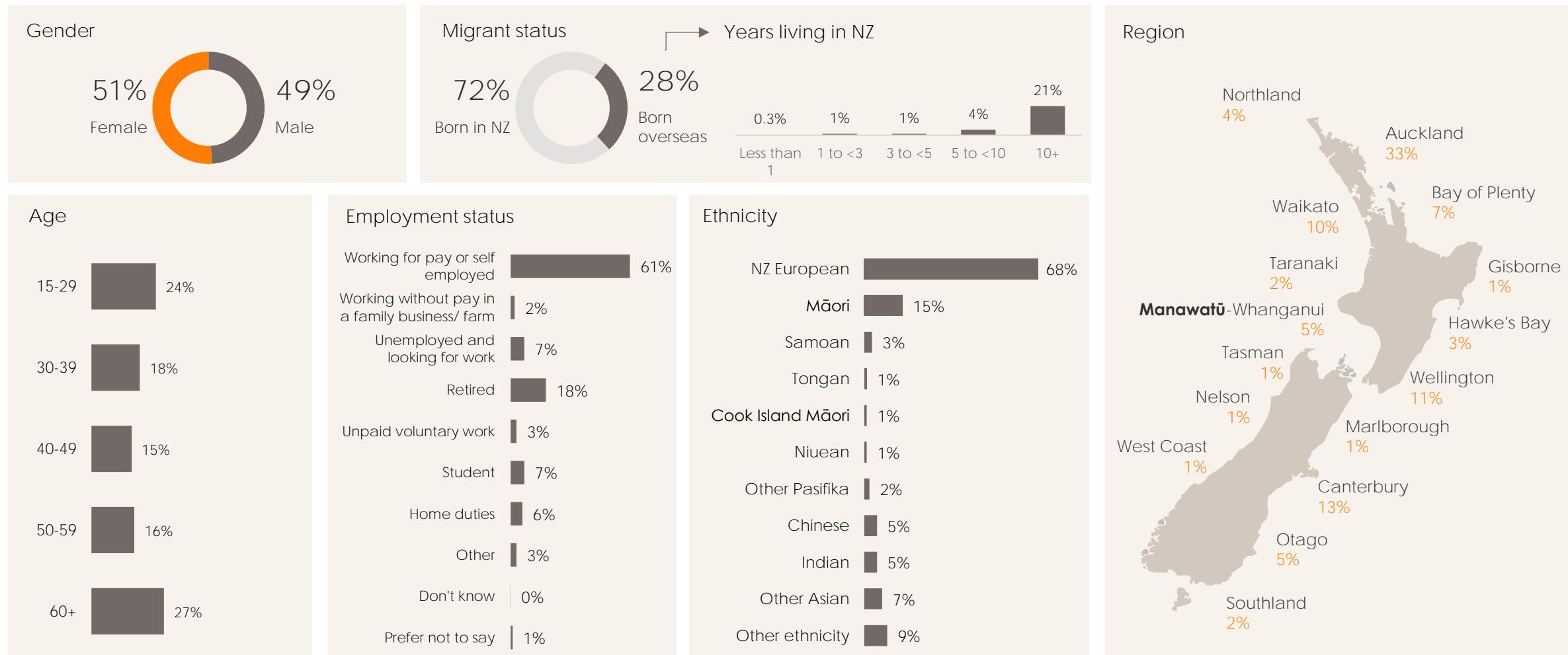
Weighting the data to align with known population characteristics (as described on the previous page) helps to reduce these biases, but only in relation to the variables used for weighting.

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.

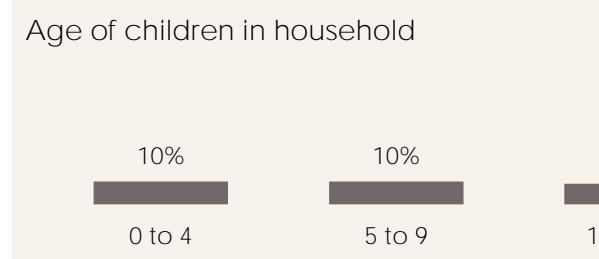
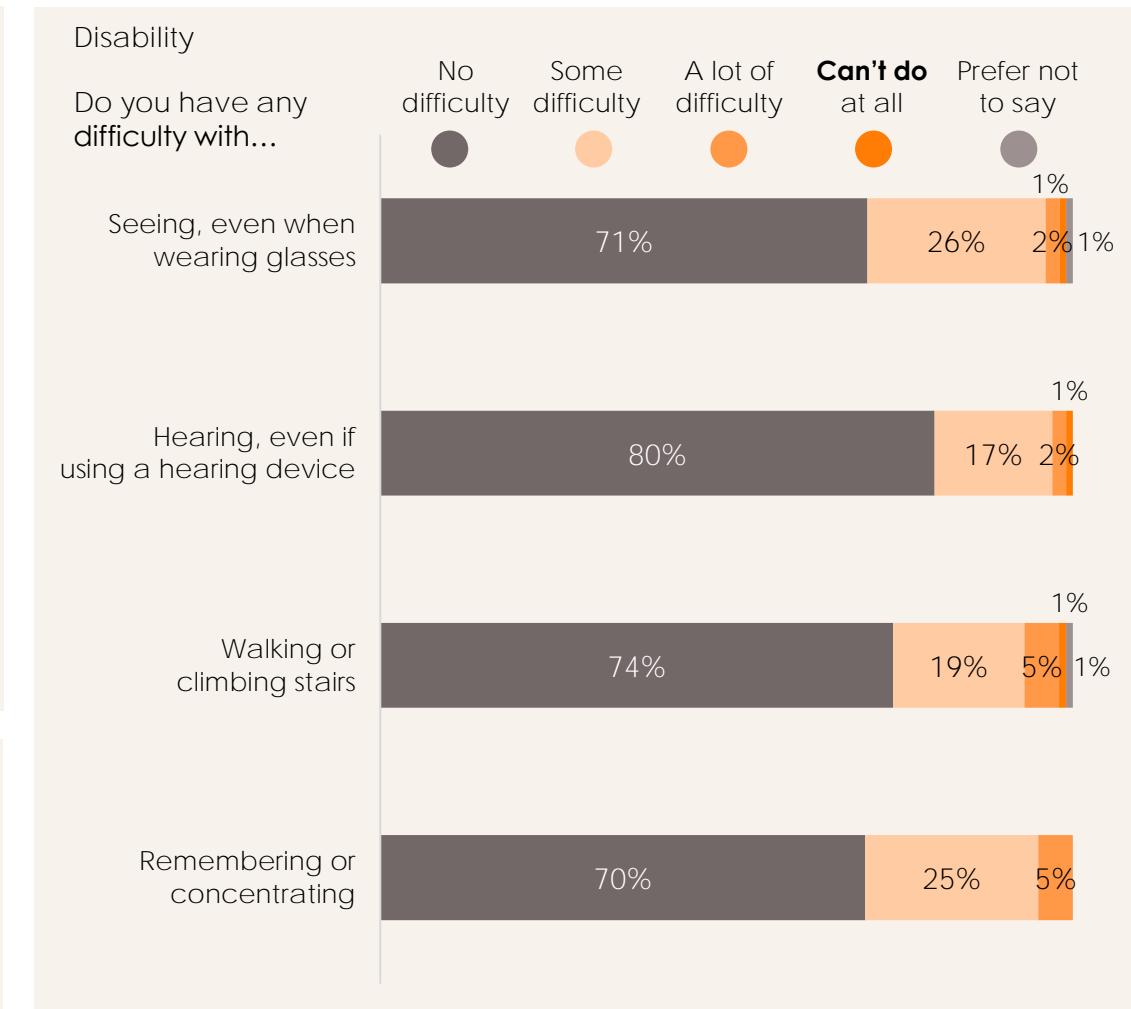
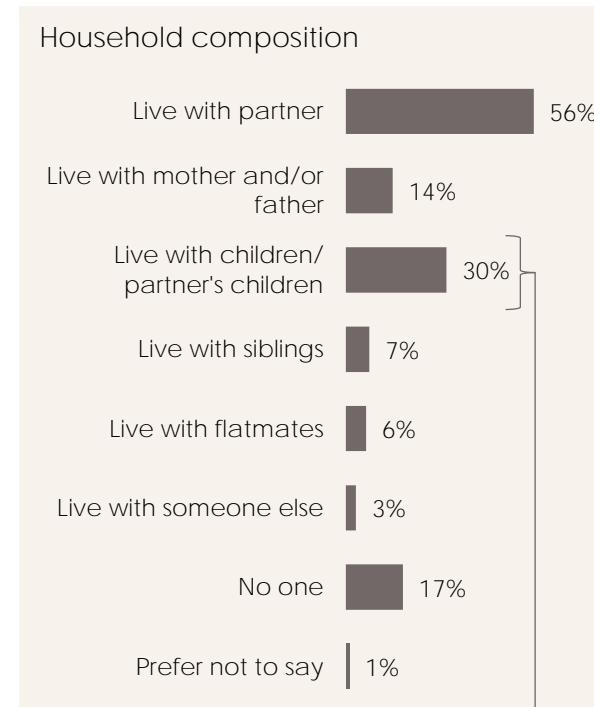


Demographic profile

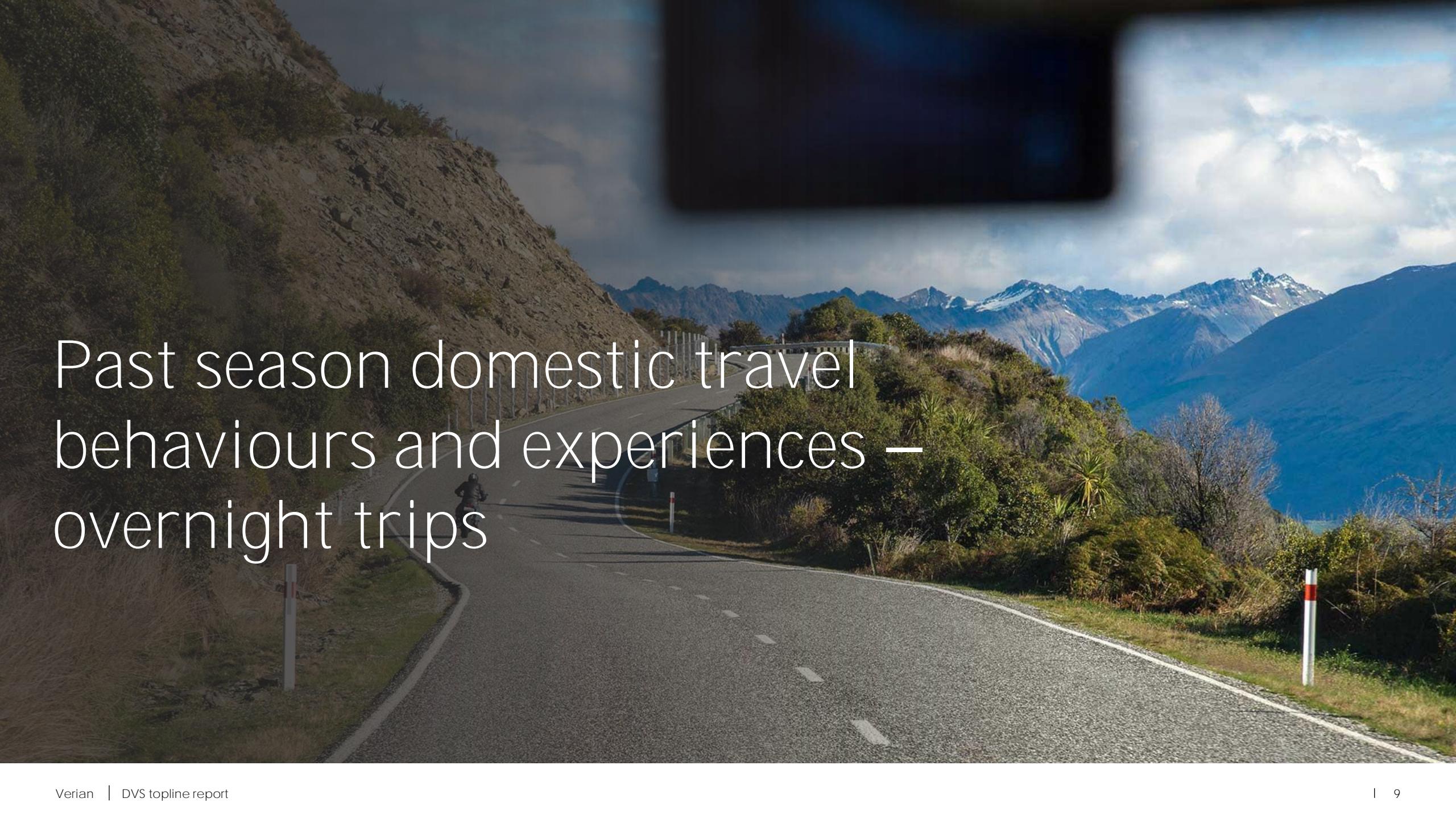


Source: DVS_DEM1-5, 9, 10
Base: All respondents (n=2,581)

Demographic profile continued



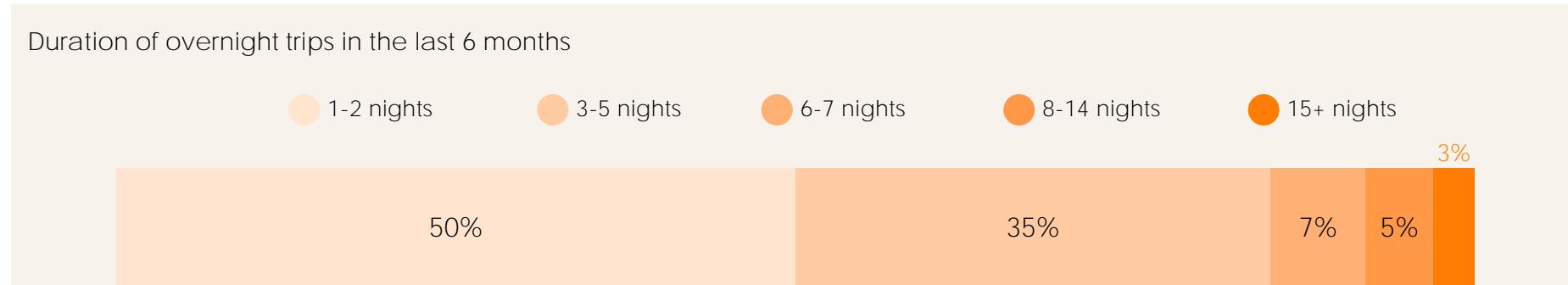
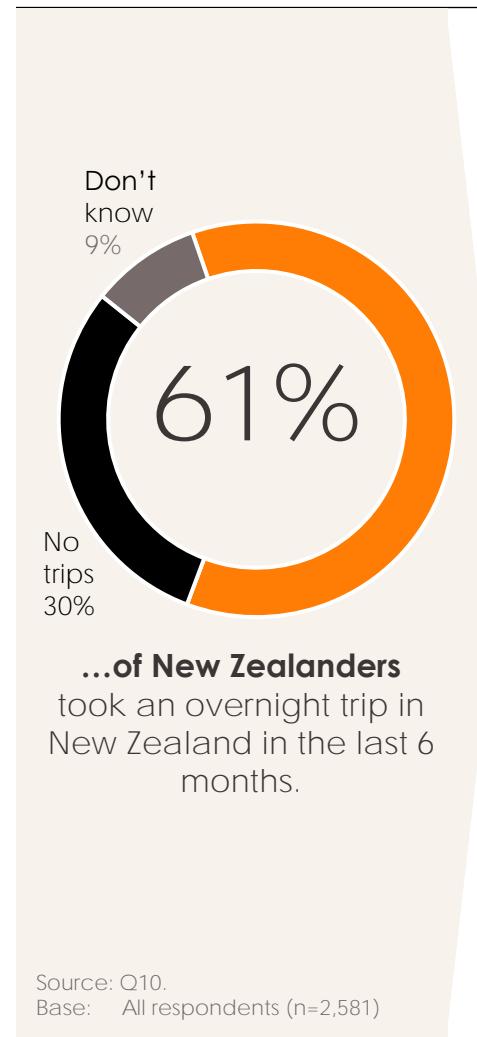
Source: DVS 6-8, DVS_MOB
 Base: All respondents (n=2,581)

A scenic road winding through a mountainous landscape. The road is paved and curves to the right, with a cyclist visible in the distance. The surrounding terrain is rugged with green shrubs and a rocky embankment on the left. In the background, a range of mountains with snow-capped peaks stretches across the horizon under a blue sky with scattered clouds.

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.



Source: Q10b. Please enter the approximate number of nights you spent in each region.

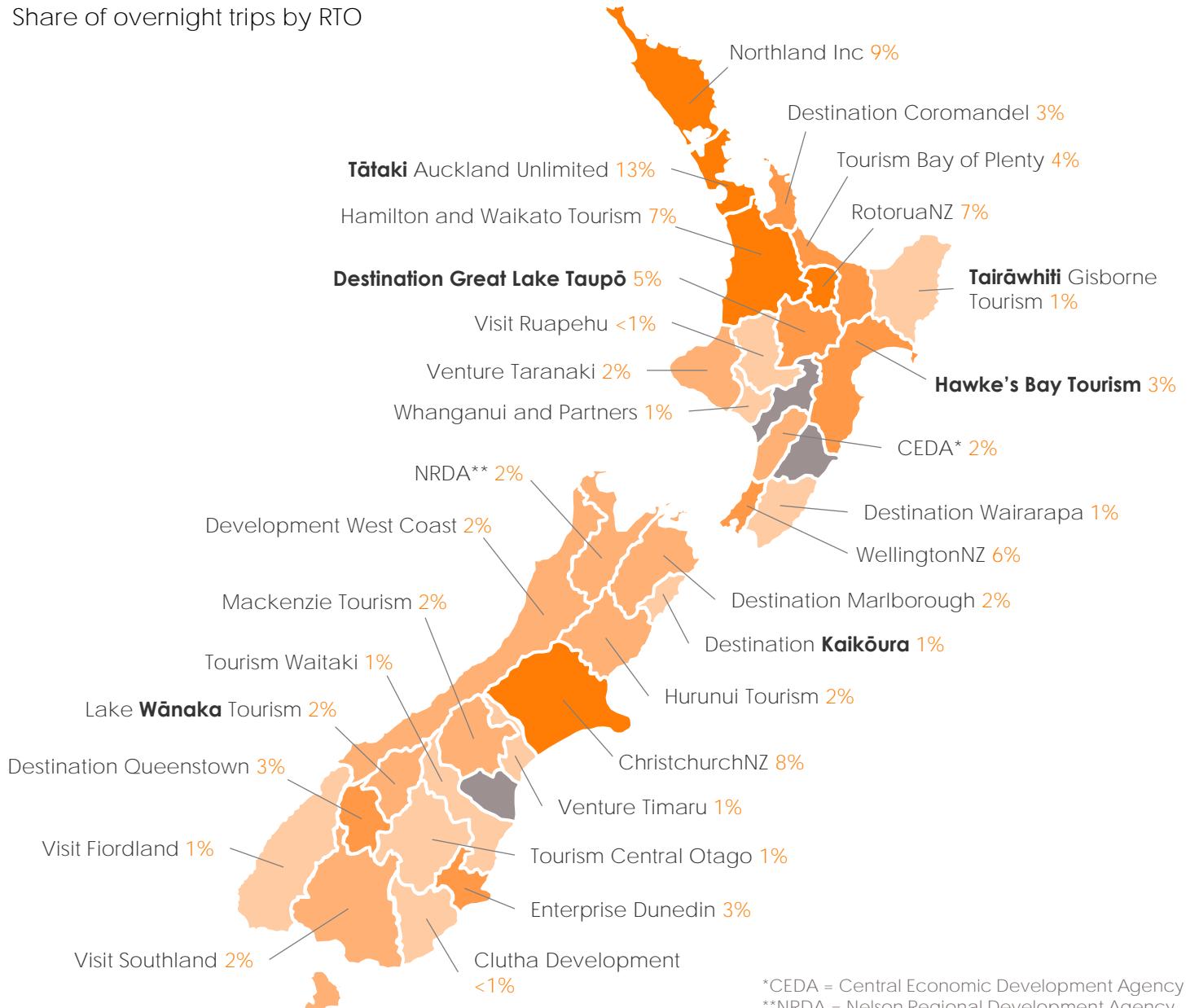
Base: Total number of nights (n=2,533).

Note: Respondents were asked this question in relation to two randomly selected trips they had taken in the last 6 months.

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

Other December	0%
Christmas/New Year	0%
Term 4 holidays	0%
Other January	0%
Waitangi Day period	0%
Other February	0%

Winter

Around King's Birthday	4%
Around Matariki	4%
Term 2 holidays	6%
Other June	5%
Other July	6%
Other August	9%

Autumn

Other March	0%
Term 1 holidays	4%
Around Easter	11%
Around ANZAC day	3%
Other April	7%
Other May	7%

Spring

Term 3 holidays	7%
Around Labour day	2%
Other September	9%
Other October	6%
Other November	0%

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.

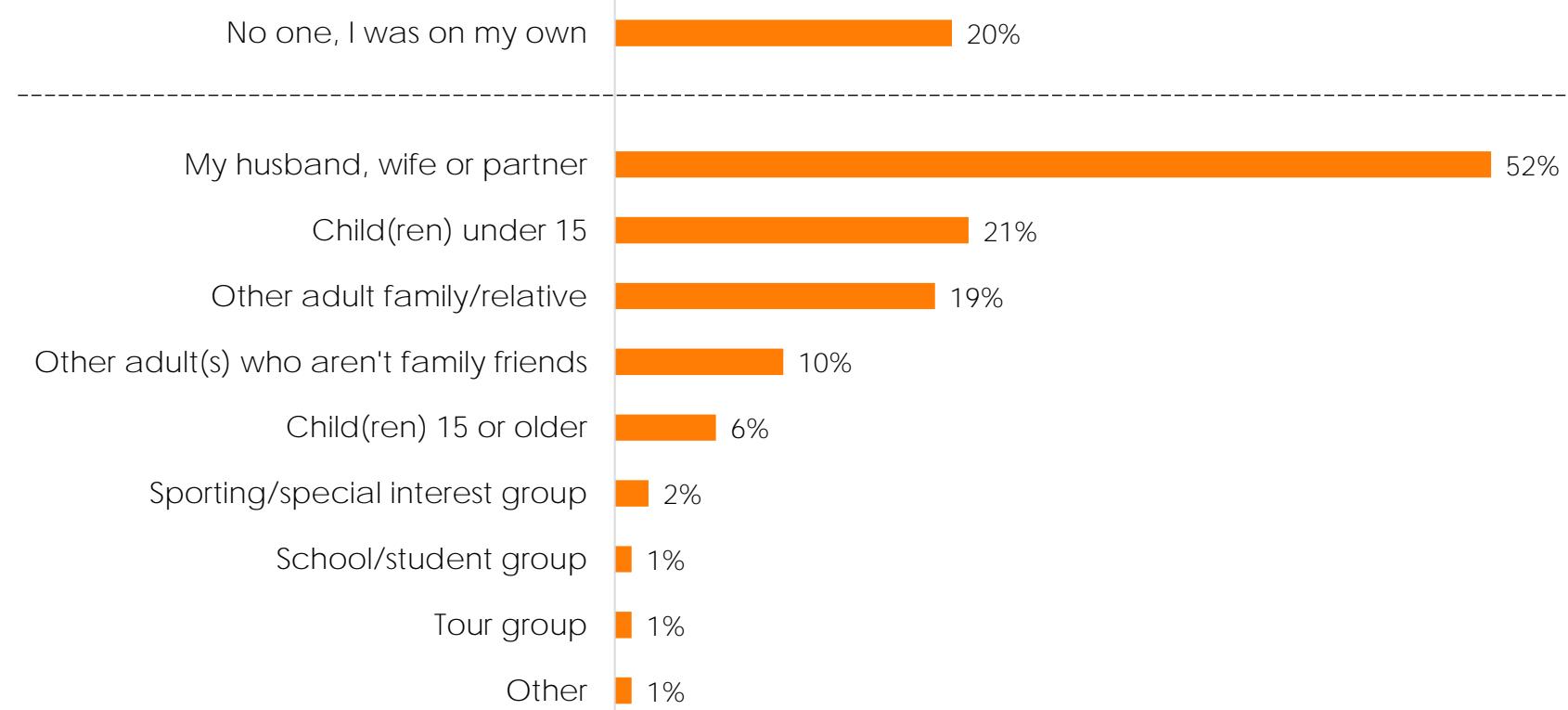
2% stated their trip was around a regional anniversary weekend in the last 6 months.

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.

80%

...of overnight trips involved at least one other person

Travel companions



Source: DVS_SPD8. Who (if anyone) did you travel with on your trip?

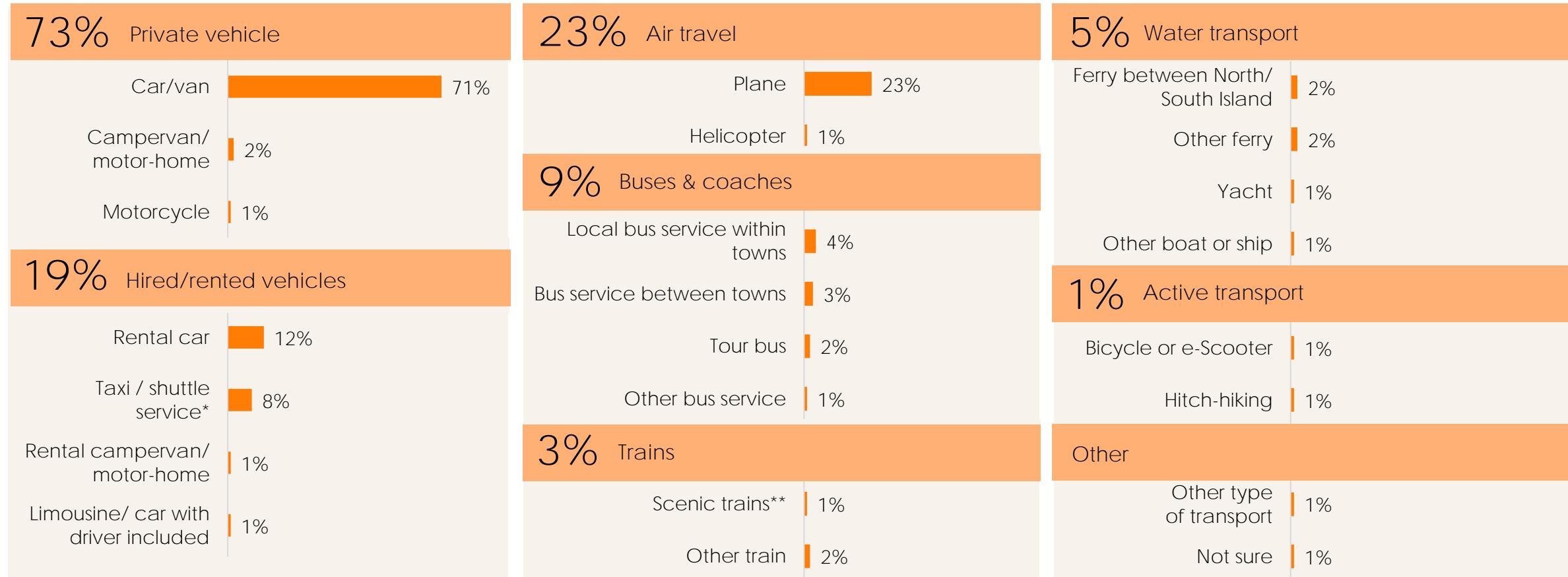
Base: Overnight trips (n=1,603).

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

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.

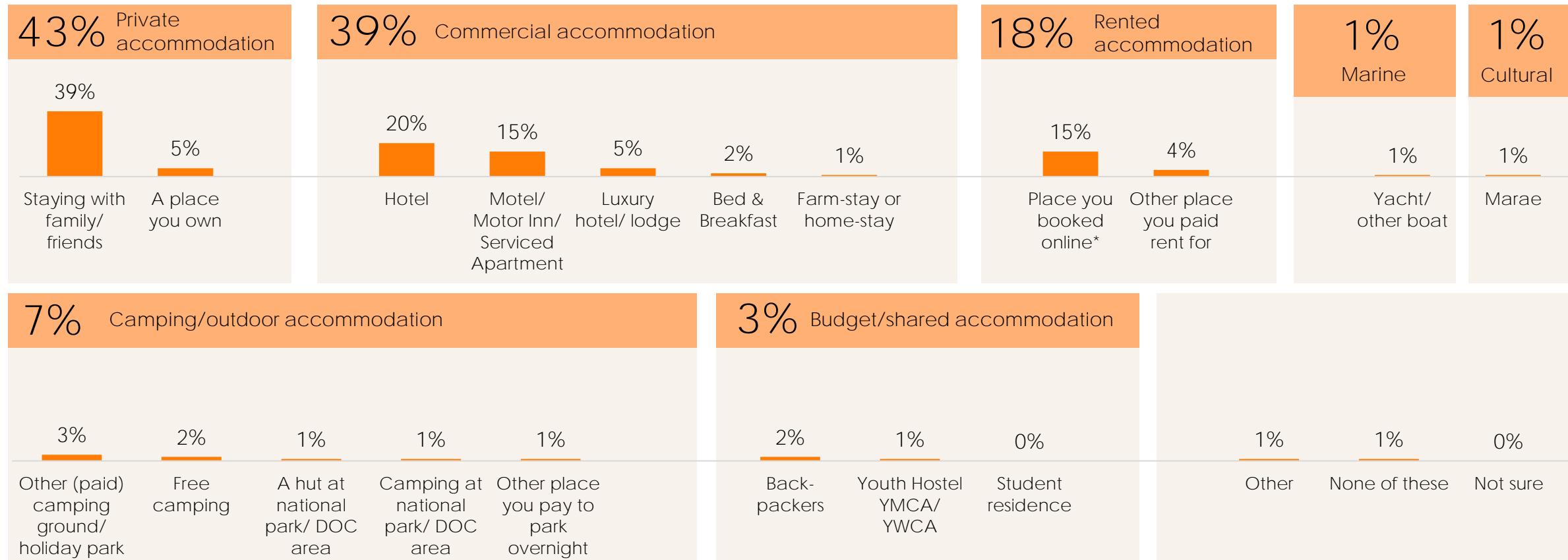
*Includes app-based taxi services like Uber.

**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).

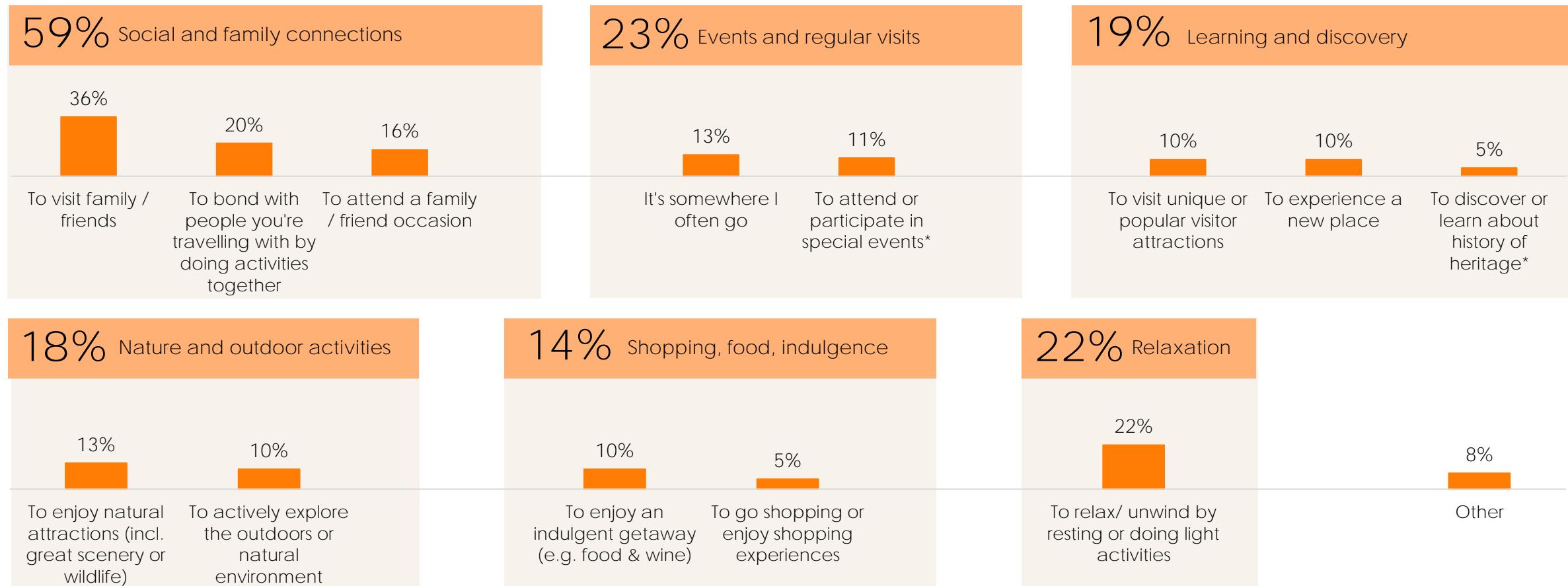
Note: Question was asked in relation to one randomly selected trip taken in last 6 months.

*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?

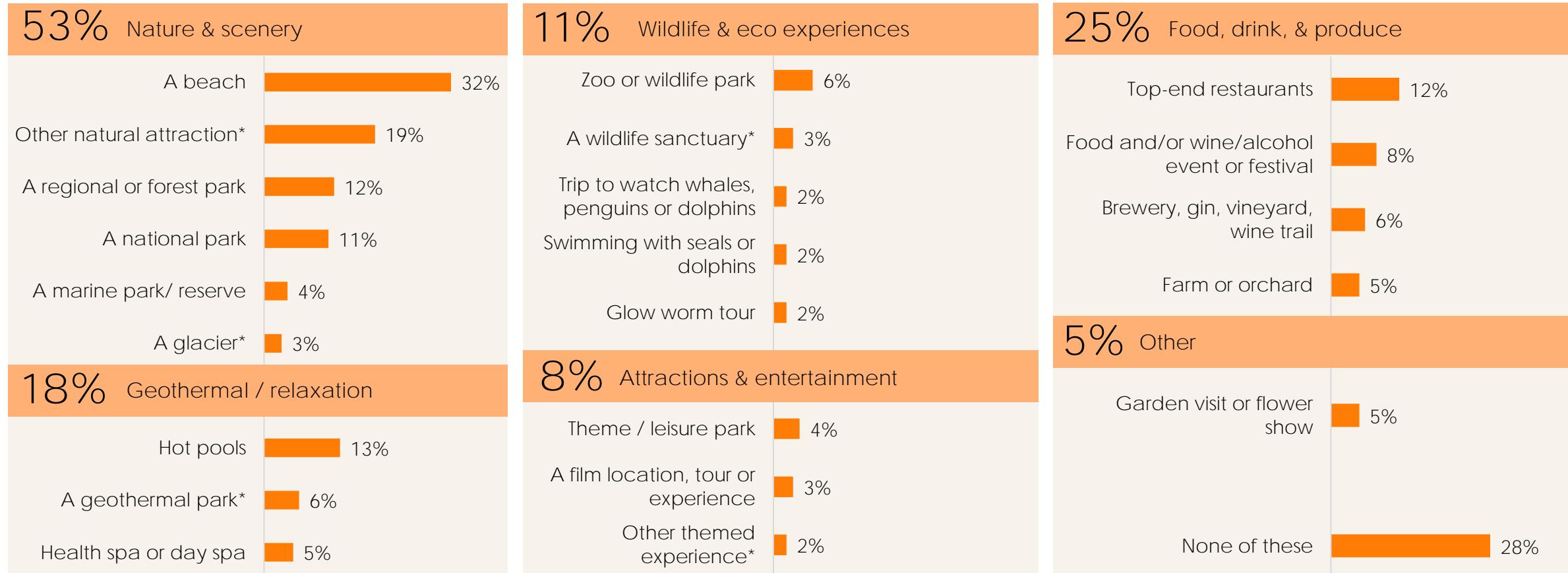
Base: Overnight trips (n=1,603). Note Question was asked in relation to randomly selected trip taken in last 6 months.

*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.

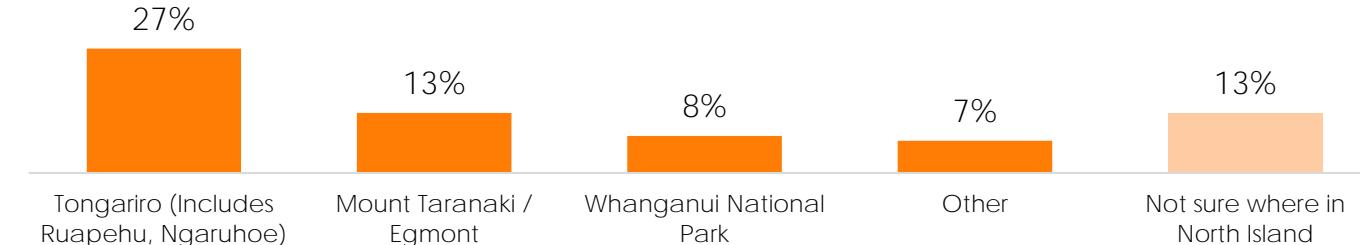
One in ten visited each of Aoraki / Mount Cook, Arthur's Pass, or Nelson Lakes.

The 7% who visited a national park on **their trip visited...**

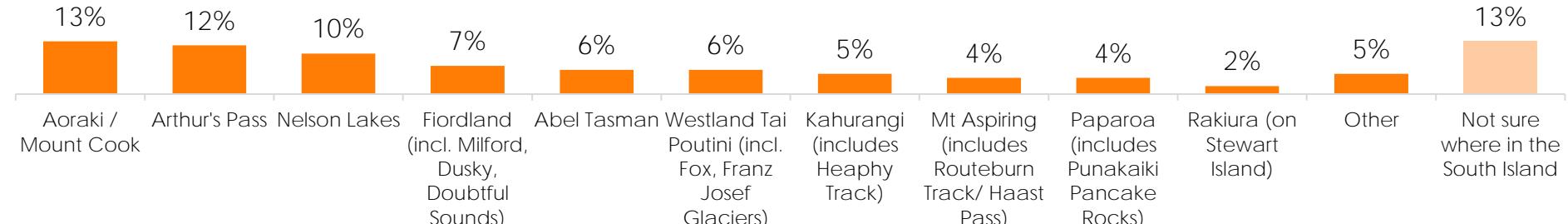
7%

...of overnight trips
included a national
park visit

56% North Island



61% South Island



Source: DVS_ACT2. Which of these National Parks did you go to on your trip?

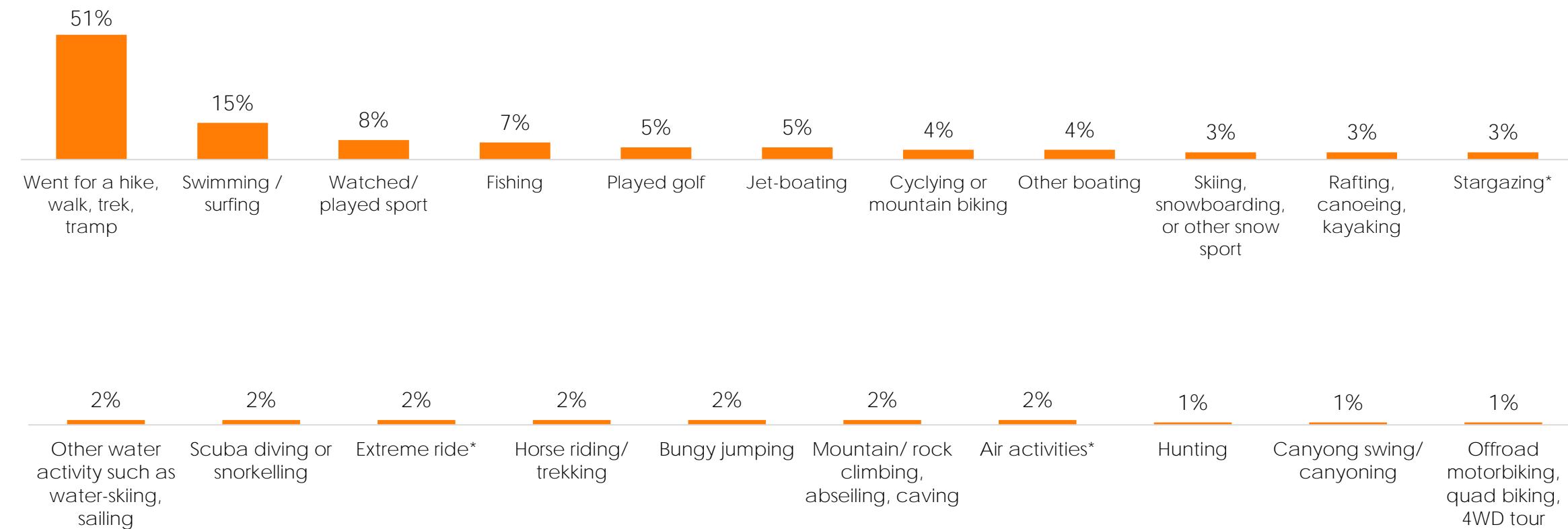
Base: Overnight trips that involved visiting a national park (n=168).

Note: Question was asked in relation to one randomly selected trip taken in last 6 months.

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.

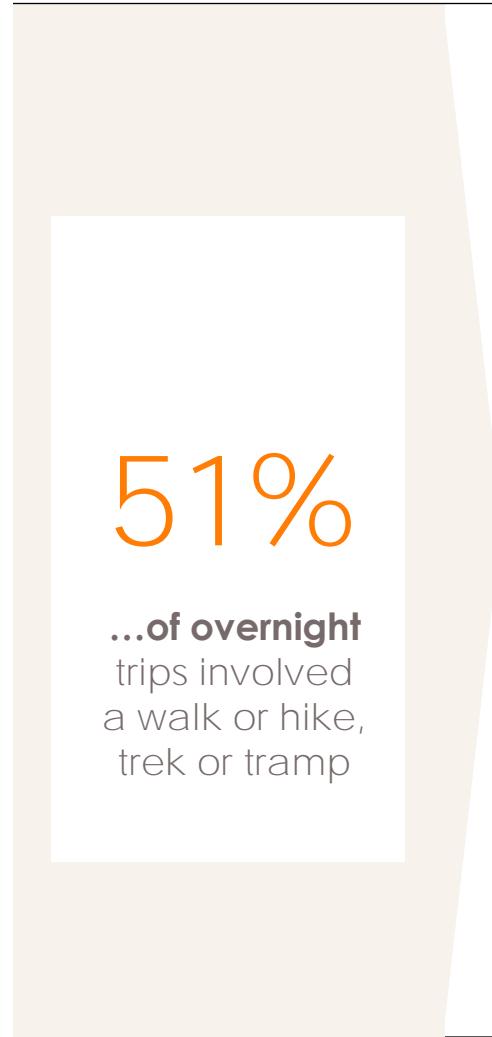
32% said None of these

*Extreme ride examples given were luge, fly-by-wire, zorbing, flying fox / zip lining.

*Air activities examples given 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.



The 51% who went on a walk, hike, trek, or tramp **went on...**

Walks



Source: DVS_ACT6. When you went walking/hiking/trekking did you do...
Base: Overnight trips that involved a walk, hike, trek, or tramp (n=820)
Note: Question was asked in relation to one randomly selected trip taken in last 6 months.

*Respondents were shown a list of NZ Great Walks: Lake Waikaremoana, Tongariro Northern Circuit (not the Tongariro Alpine Crossing), Whanganui Journey, Abel Tasman Coast Track, Heaphy Track, Kepler Track, Milford Track, Paparoa Track and Pike29 Memorial Track, Routeburn Track, Hump Ridge Track, Rakiura Track (on Stewart Island).

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.



The **4% who went cycling or mountain biking went on a...**

Cycling and mountain biking

Cycling tour (mostly on-road, travelling from place to place)

36%

Mountain biking (mostly off-road and/or on dirt tracks)

40%

Cycling on the New Zealand Cycle Trail

29%

Other cycle trails

17%

Another type of cycling

7%

Source: DVS_ACT7. And which of these did you do on your trip?

Base: Overnight trips that involved cycling or mountain biking (n=74)

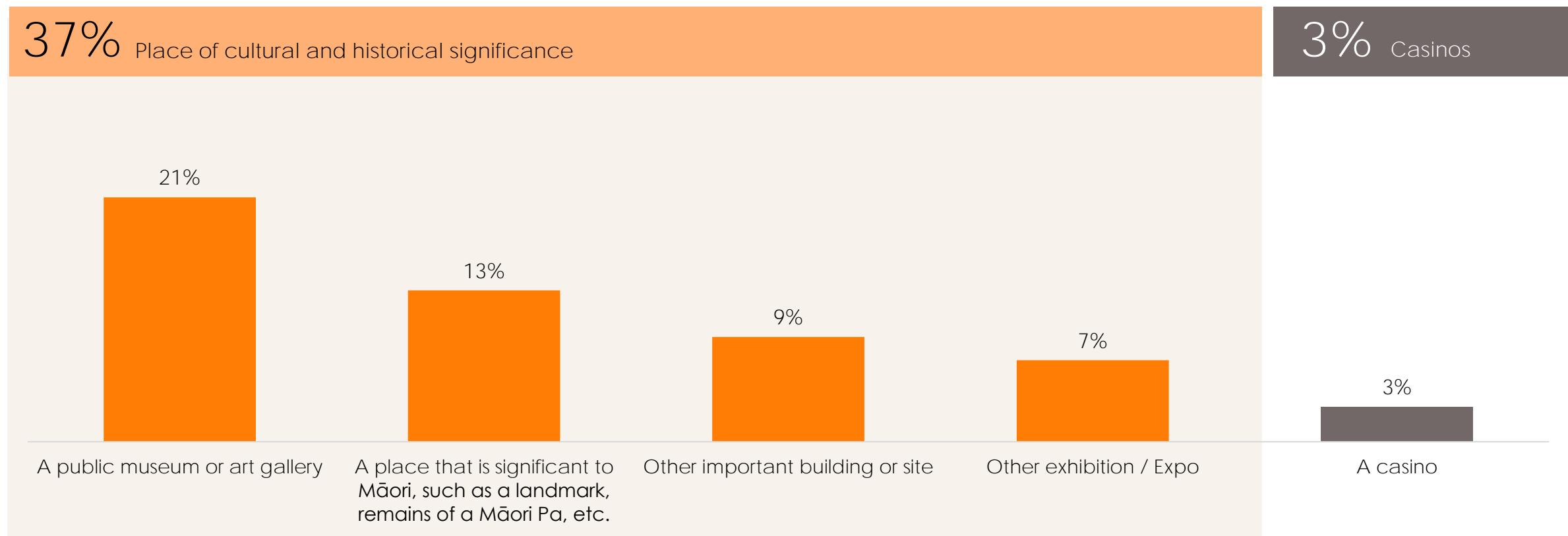
Note: Question was asked in relation to one randomly selected trip taken in last 6 months.

3% said not sure

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



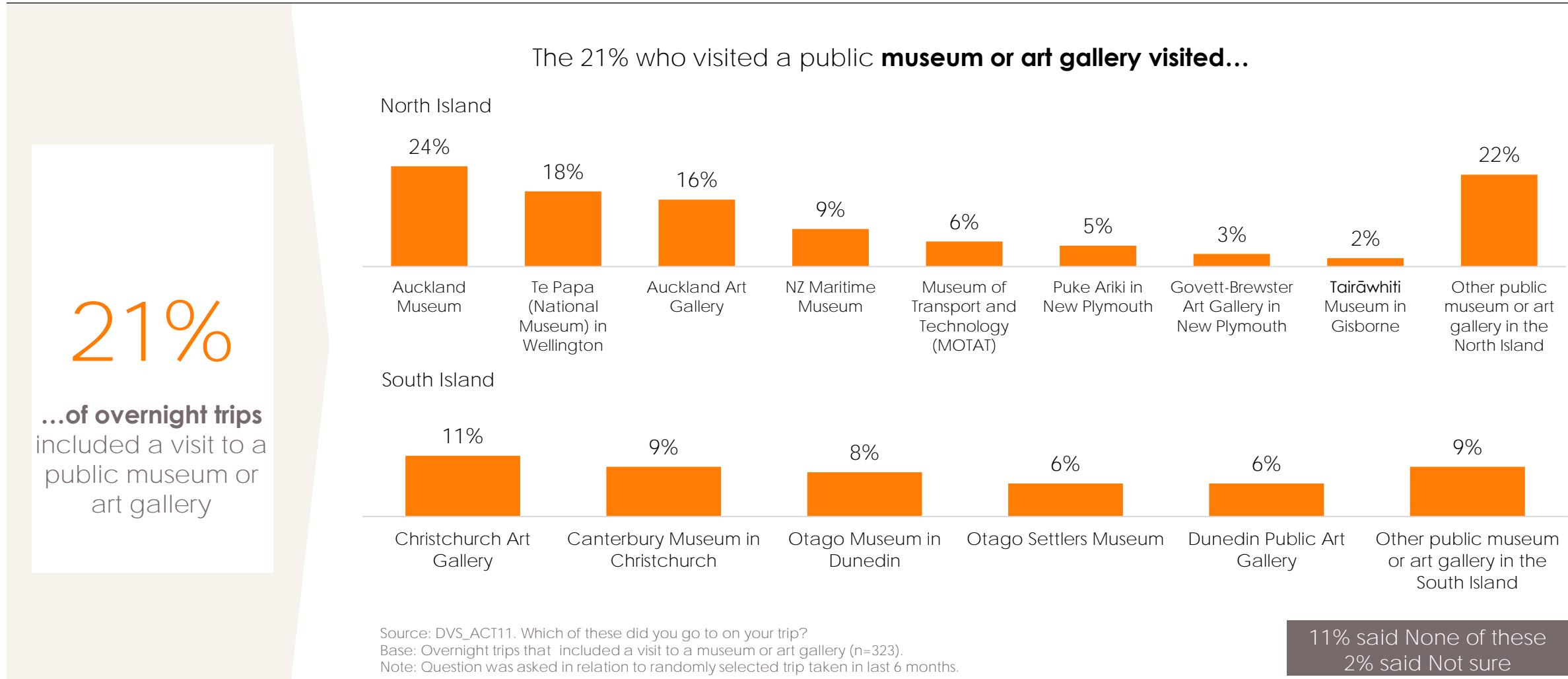
Source: DVS_ACT10. Which of these did you go to during your trip?

Base: Overnight trips (n=1,603)

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

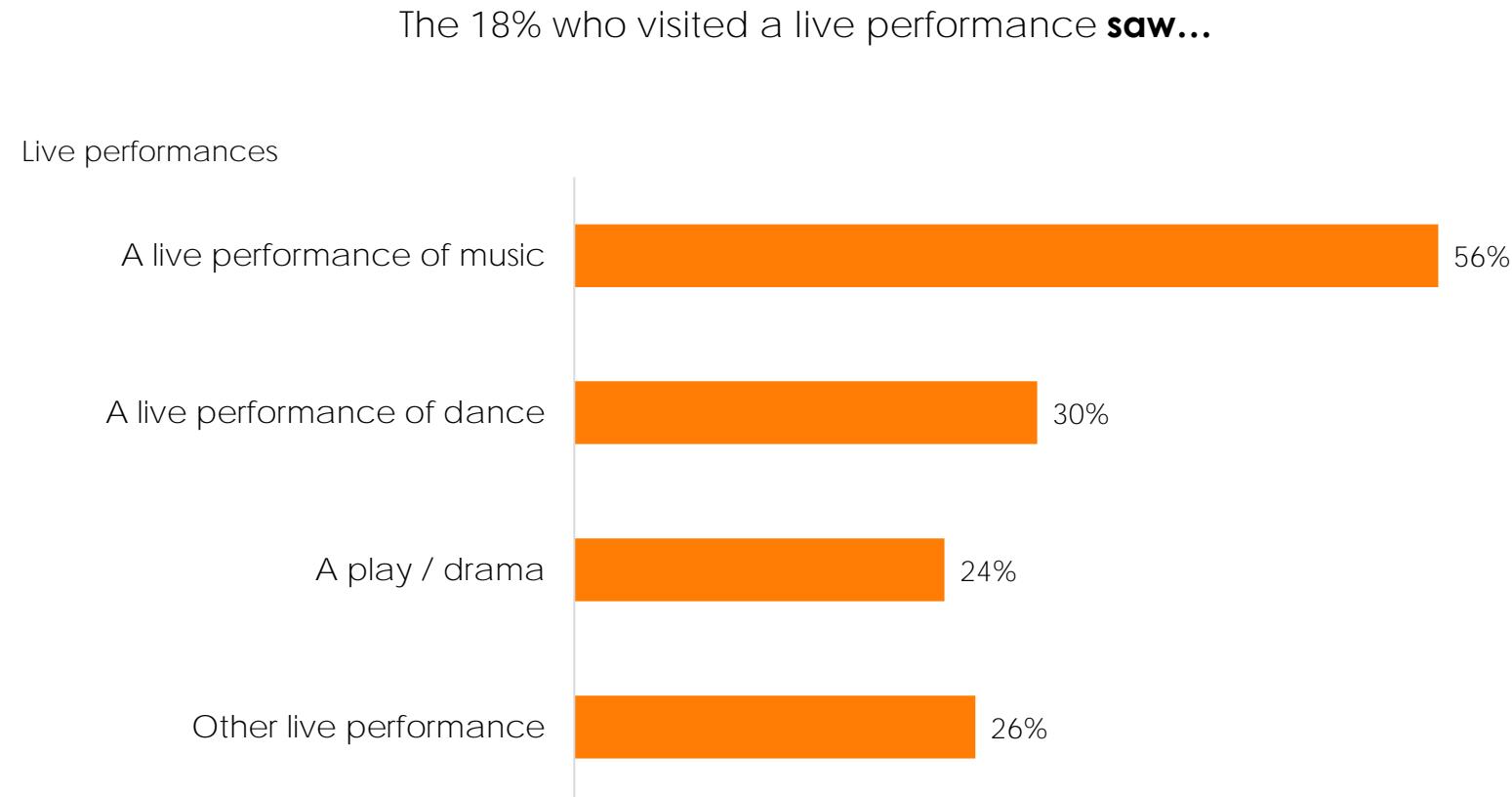
Auckland Museum was the most visited public exhibit.

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.



Source: DVS_ACT12. Which of these did you go to on your trip?

Base: Overnight trips that involved seeing a live performance (n=258)

Note: Question was asked in relation to one randomly selected trip taken in last 6 months.

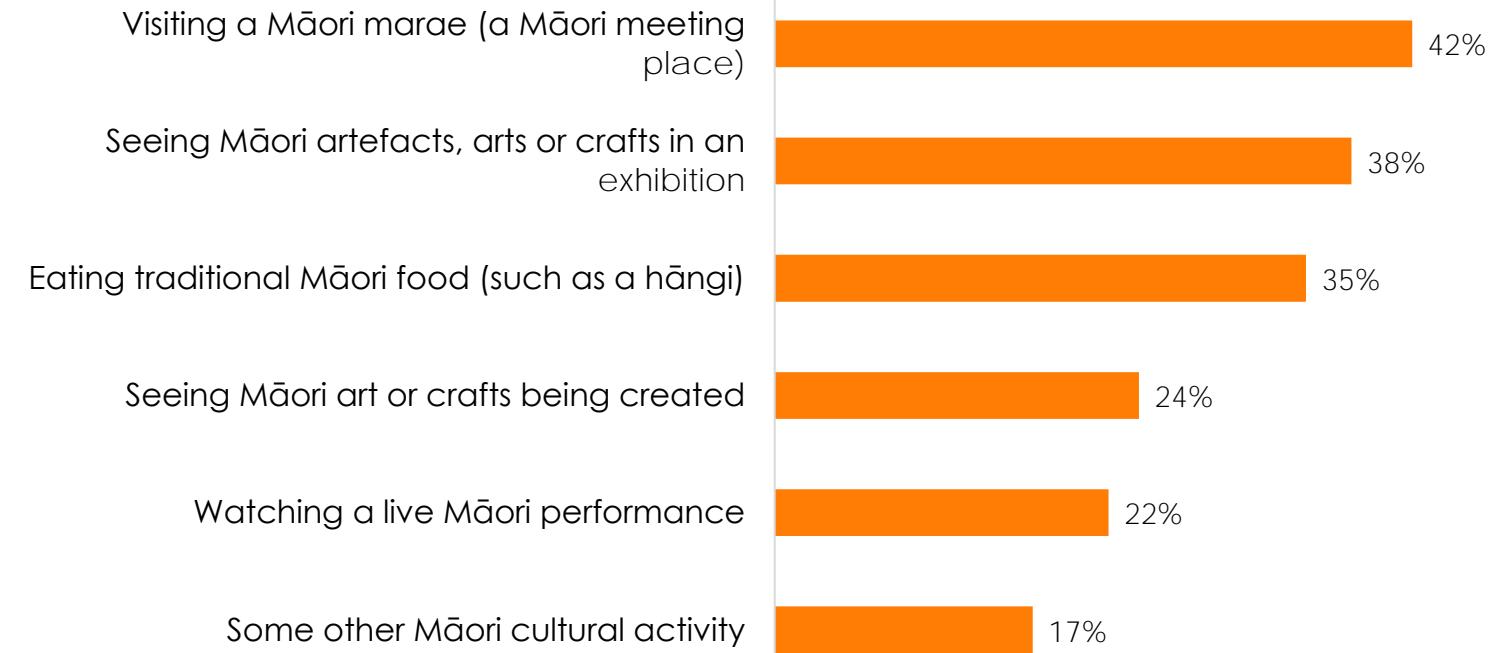
Domestic visitors engaged with Māori culture in one in five overnight trips.

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



The 20% who engaged with Māori culture experienced...

Māori cultural experiences



Source: DVS_ACT14. Which of these did you do during your trip?

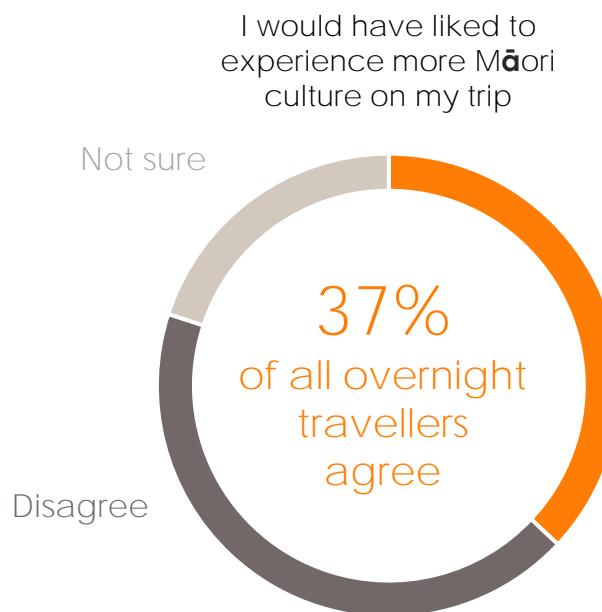
Base: Overnight trips that involved experiencing Māori culture (n=258)

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

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.

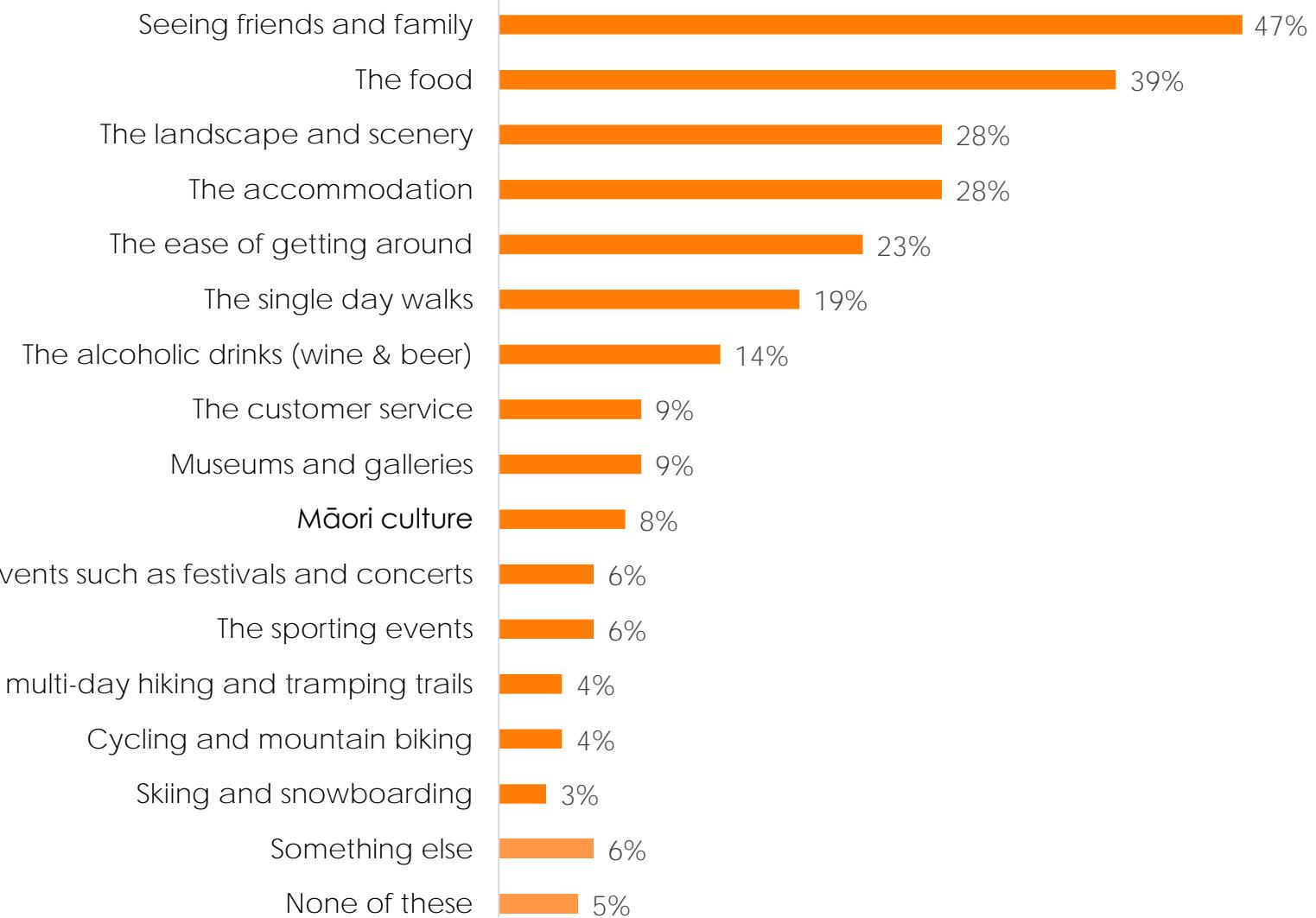
Base: Respondents who attended or participated in a Māori cultural experience on their overnight trip (n=262-269)

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?

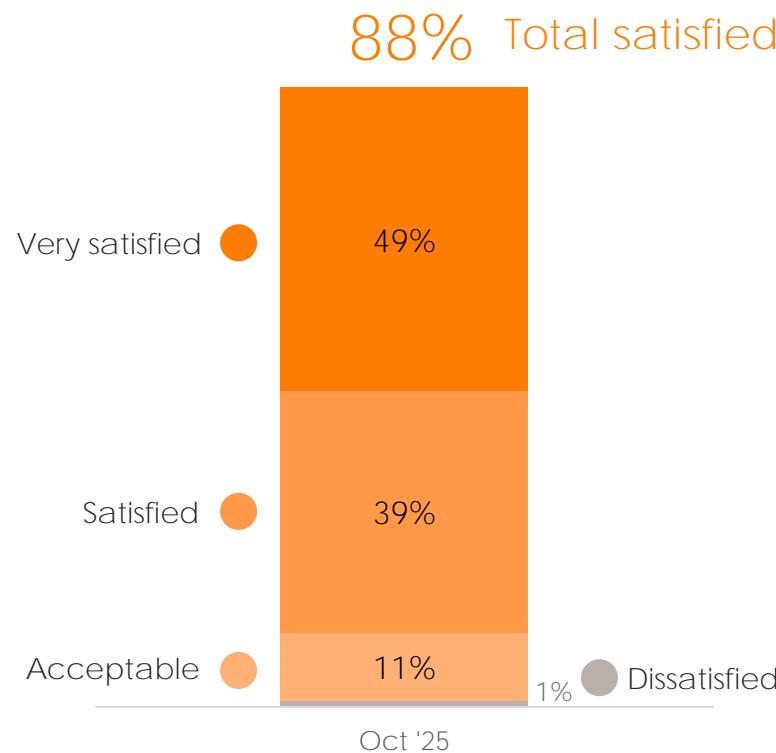
Base: Overnight trips (n=1,603).

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

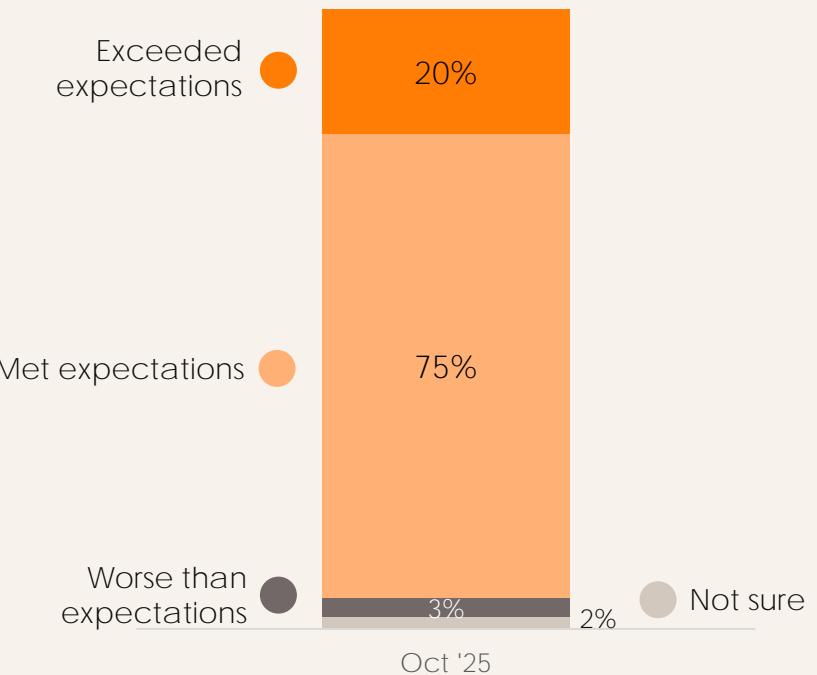
Almost 90% of New Zealanders were satisfied with their overnight trip.

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



Overnight trip expectations



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.

Source: DVS_NSAT4 Did your trip...

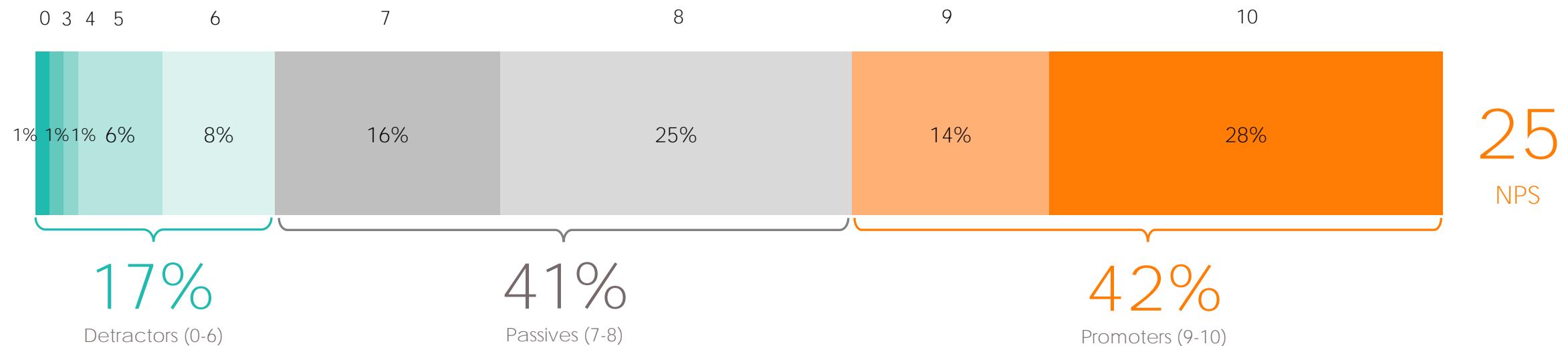
Base: All respondents who took an overnight trip in last 6 months (n=1,603)

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.

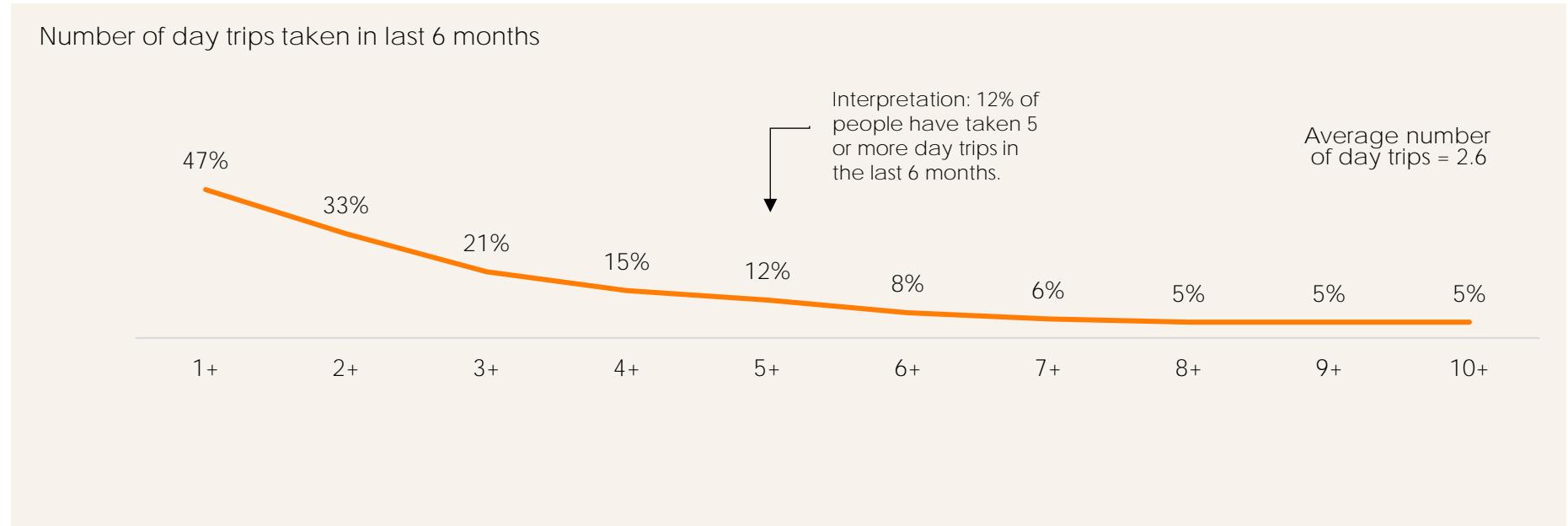
Base: All respondents who took an overnight trip in last 6 months

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.

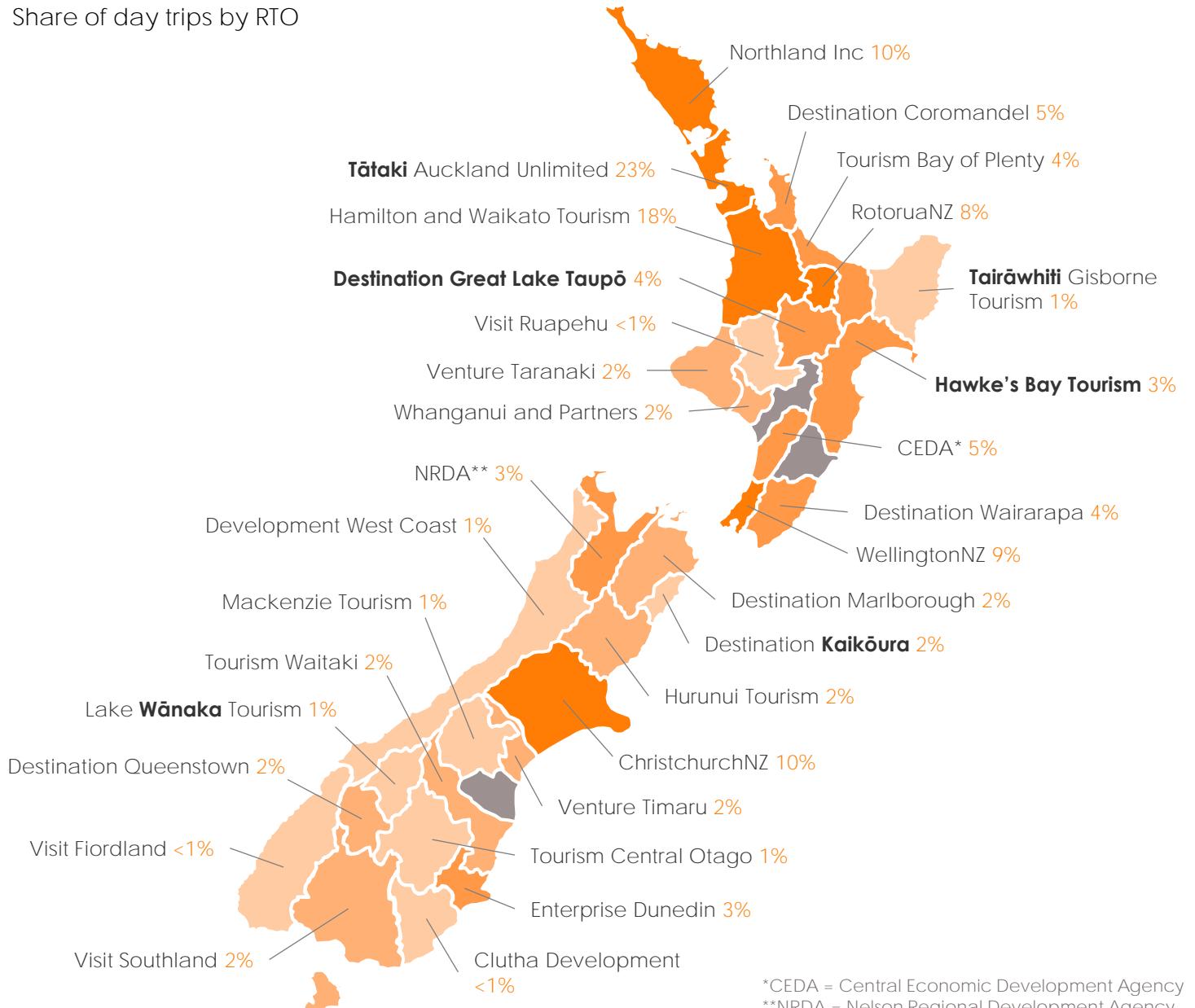


Source: Q39. In the last 6 months, about how many same day trips did you take to an area outside of where you usually work or live? Please only count trips where you went mainly for leisure or recreation purposes. A same day trip must have involved travel of at least 40 kilometres one way from home, or travel by aeroplane or ferry service.
Base: All respondents (n=2,581)

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.

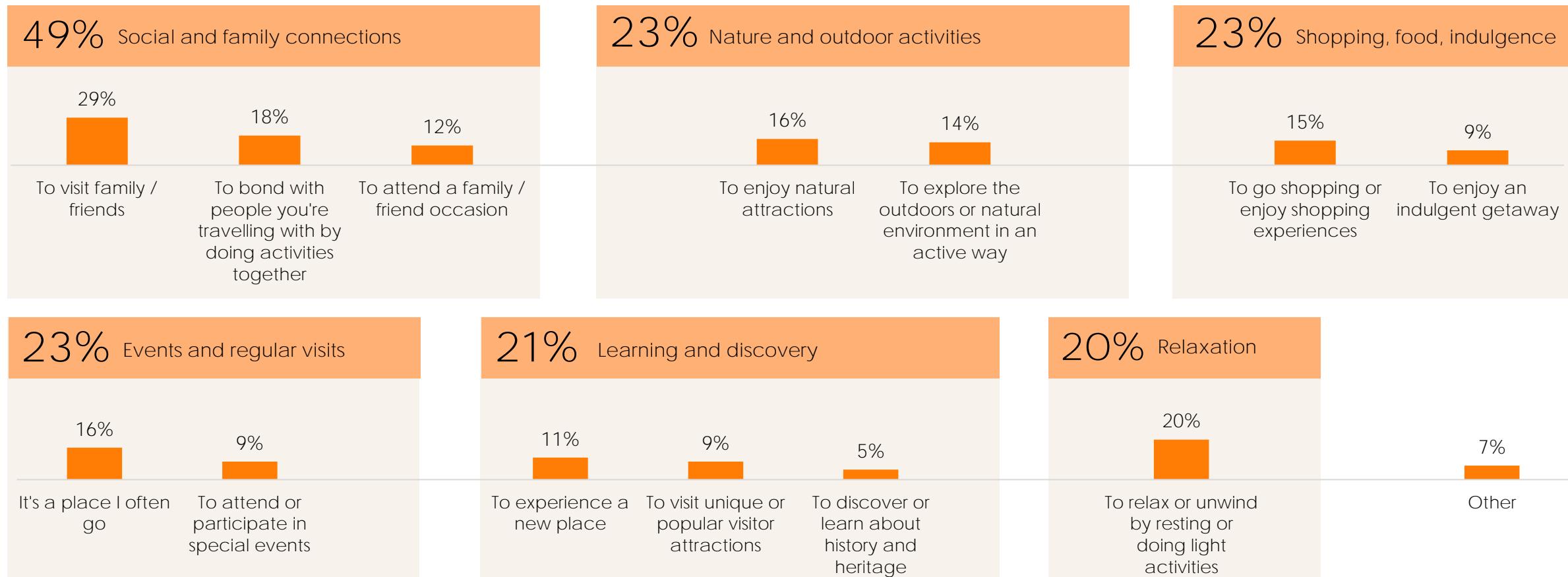
Base: Respondents who have been on a day trip in the last 6 months (n=1,195). Percentages exclude 1% of respondents who were unsure of where they travelled.

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.

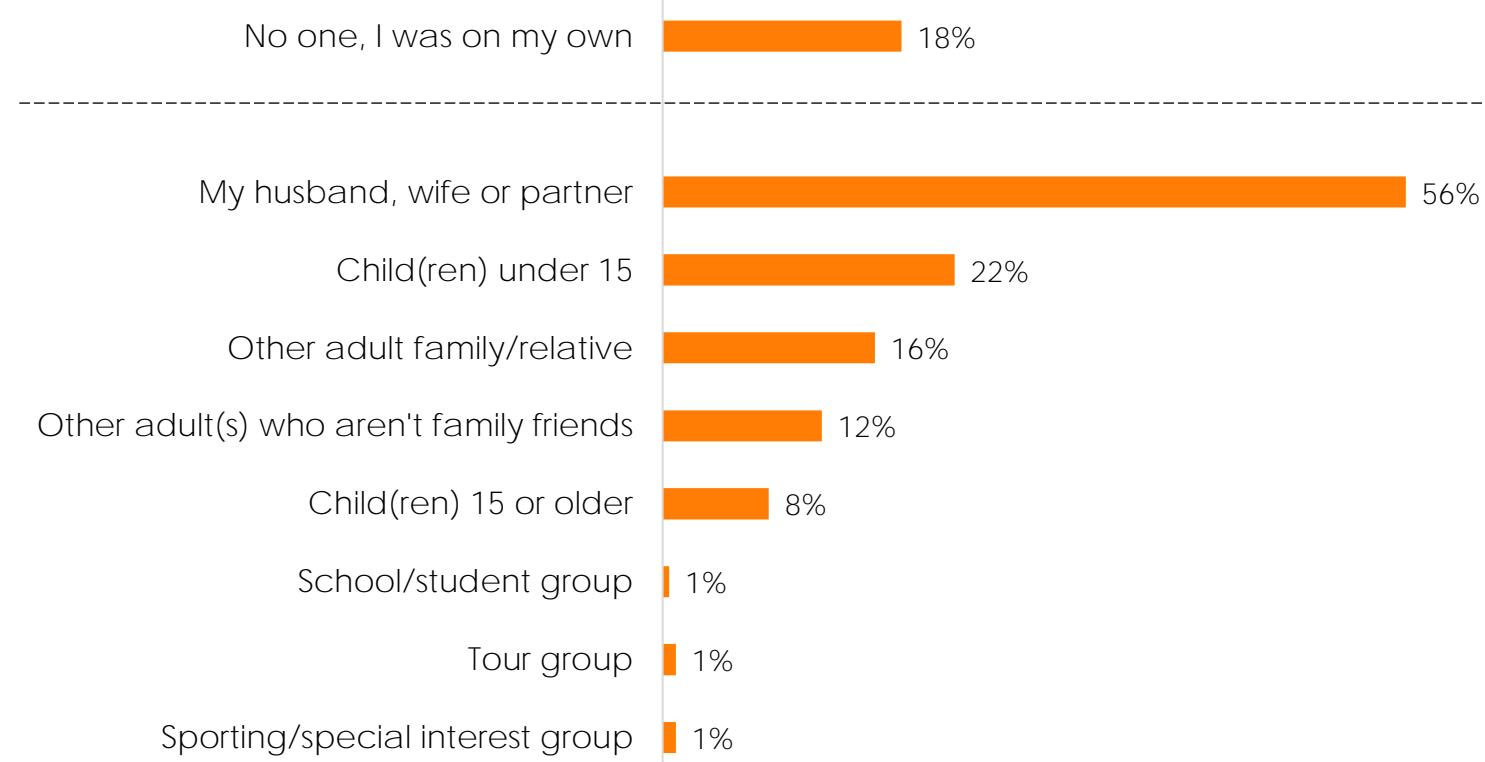
*Examples were given in the survey questionnaire.

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

82%

went on their last day trip with at least one other person

Travel companions

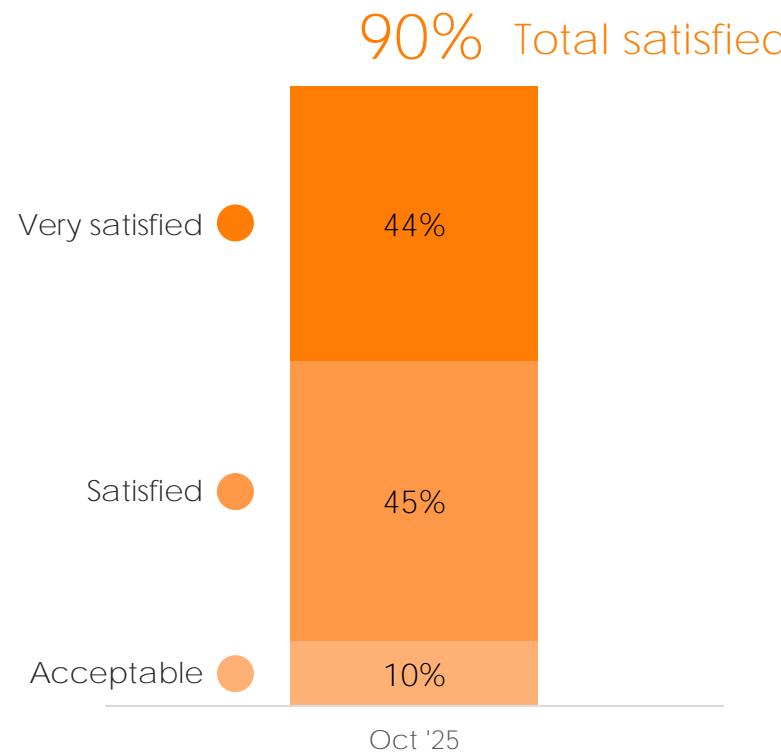


Source: Q42. Who (if anyone) did you travel with on your last day trip?
Base: Day trips (n=1,207).

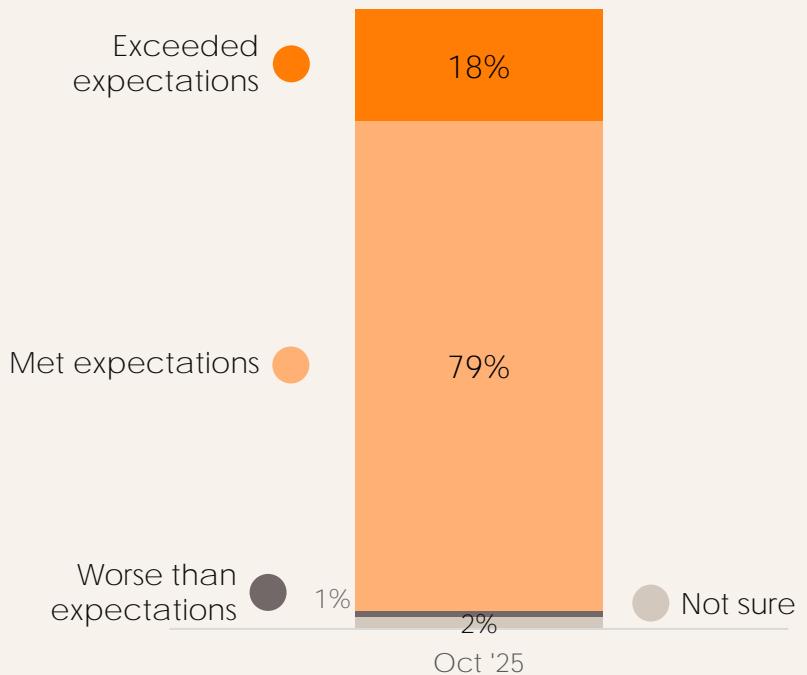
Mirroring overnight trips, nine in ten were satisfied with their day trip.

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



Day trip expectations



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.

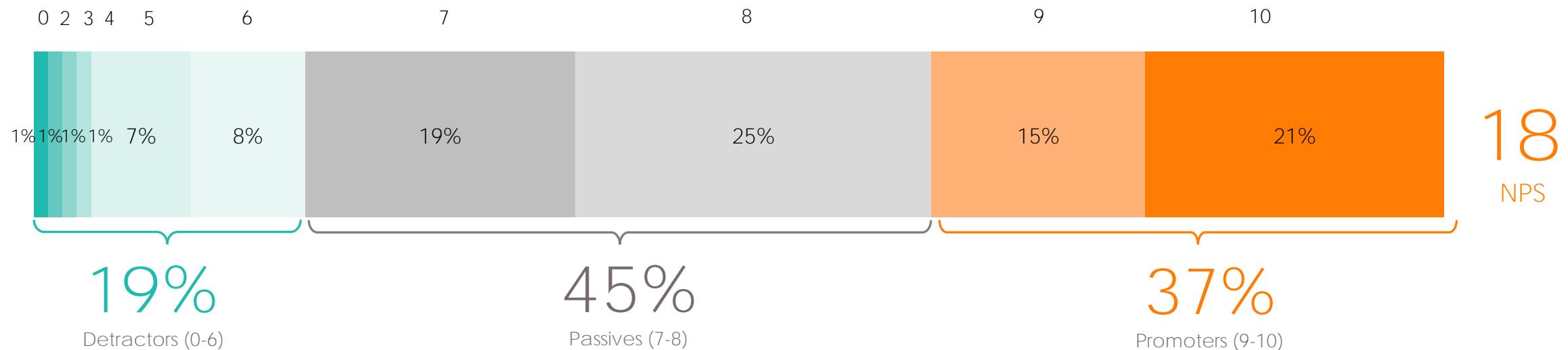
Source: Q43b. Did your last trip...

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

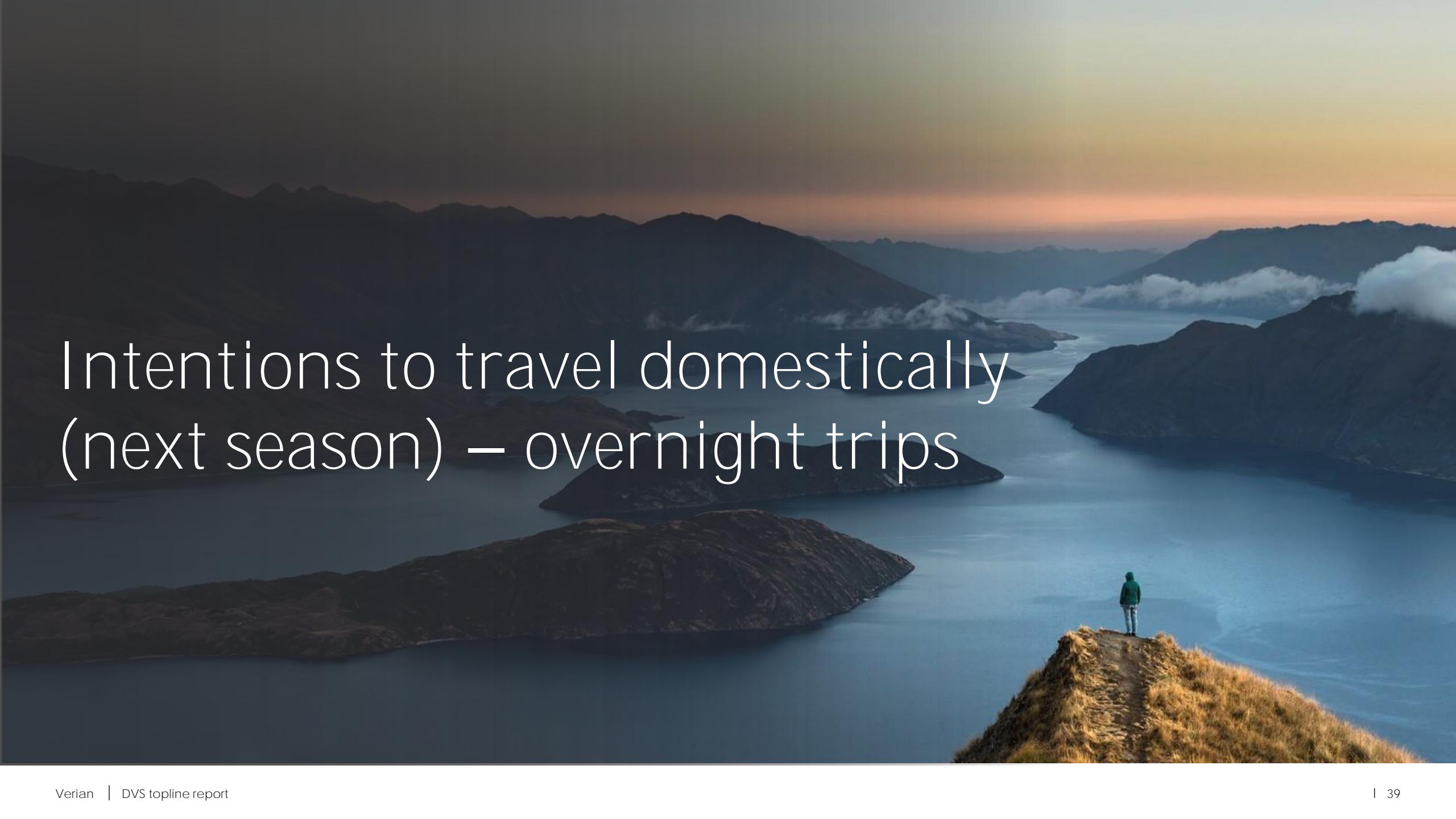
	Average \$
Domestic flights	\$18.3
Petrol or electric car charging	\$50.4
Car rental and/or campervan rental – including insurance but excluding petrol	\$10.6
Transport fares (including trains, ferries, transfers, taxis, public transport, etc.)	\$9.6
Food and drinks bought at cafes, restaurants, bars, 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.

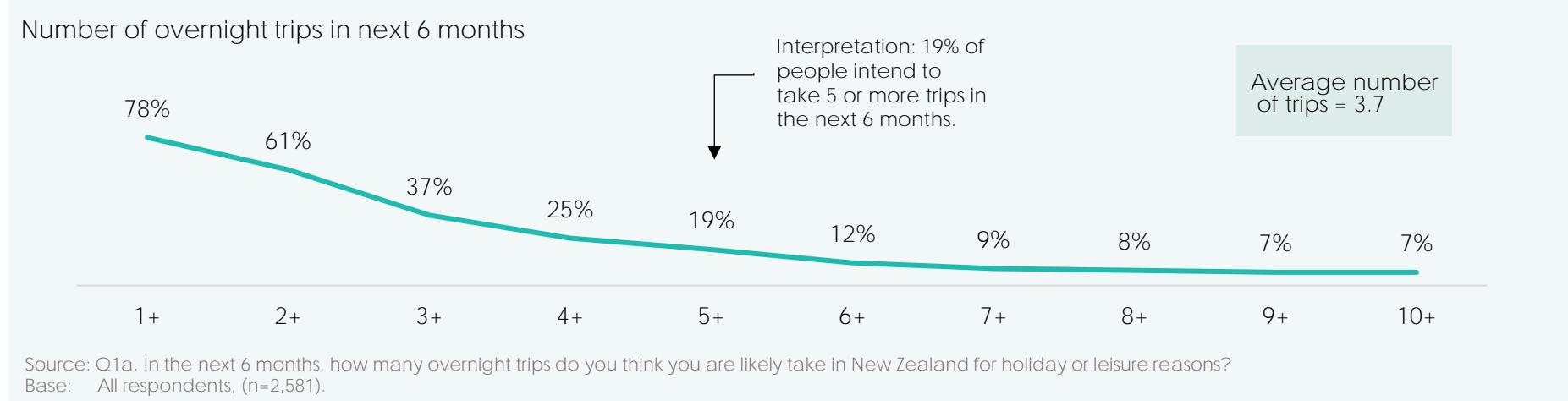
Source: Q47. Please enter how much each part of your trip cost in the 'Amount' box below.

Base: All respondents who took a day trip in last 6 months

A wide-angle photograph of a mountainous landscape at dusk or dawn. The sky is a gradient of dark blue to orange. In the foreground, a person in a green jacket stands on a grassy ridge. Below them is a large, deep blue lake with several islands. The background features dark, silhouetted mountains. The overall atmosphere is serene and adventurous.

Intentions to travel domestically
(next season) – overnight trips

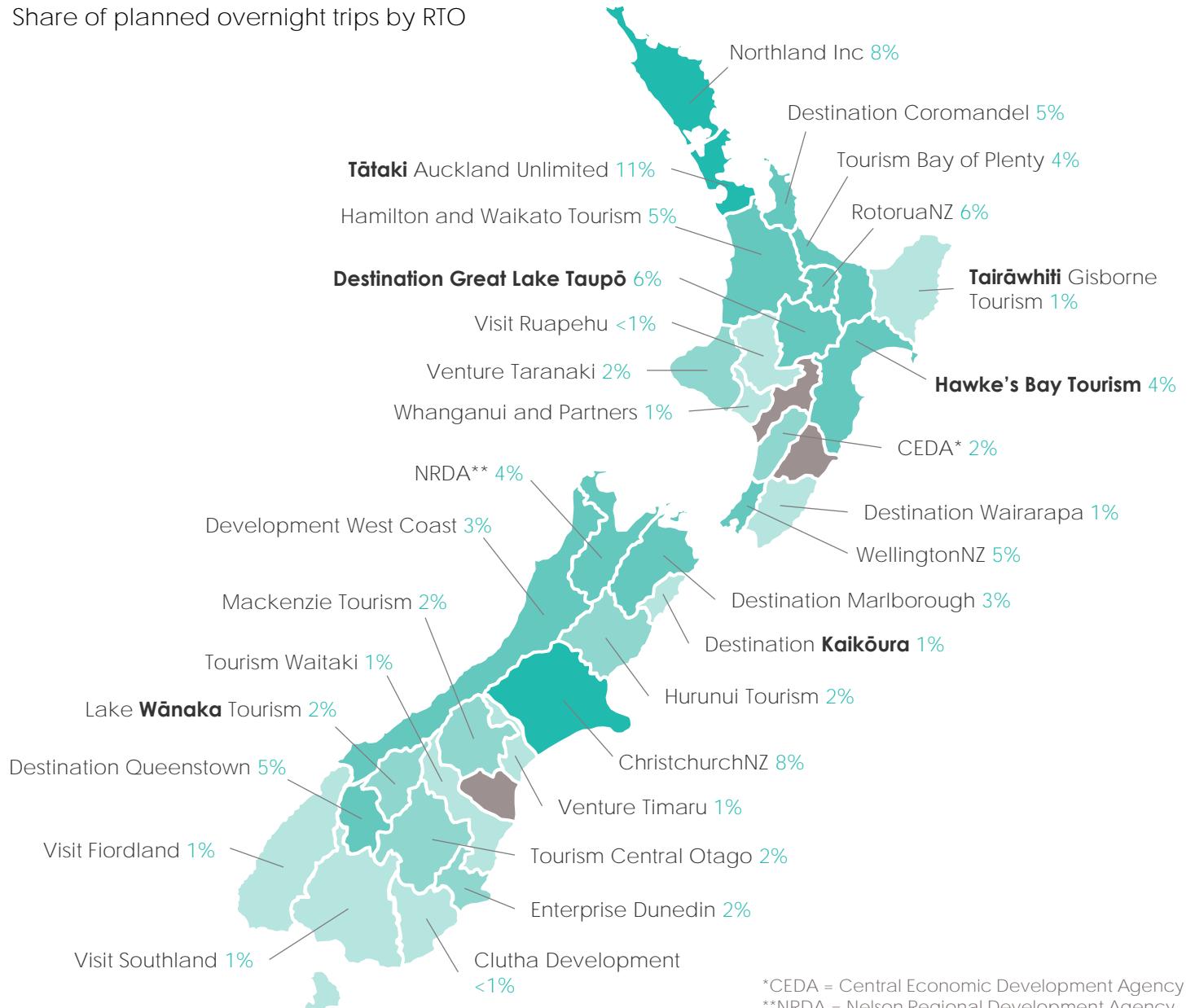
Domestic travel intentions for summer are stronger than winter/spring travel patterns, with over three quarters planning an overnight trip in the next six months. Two in five plan to take five or more trips. On average, they plan to stay away between three and four nights.



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

These are Tātaki Auckland Unlimited, Christchurch NZ, Northland Inc, RotoruaNZ and Destination Great Lake Taupo, Destination Coromandel, 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.

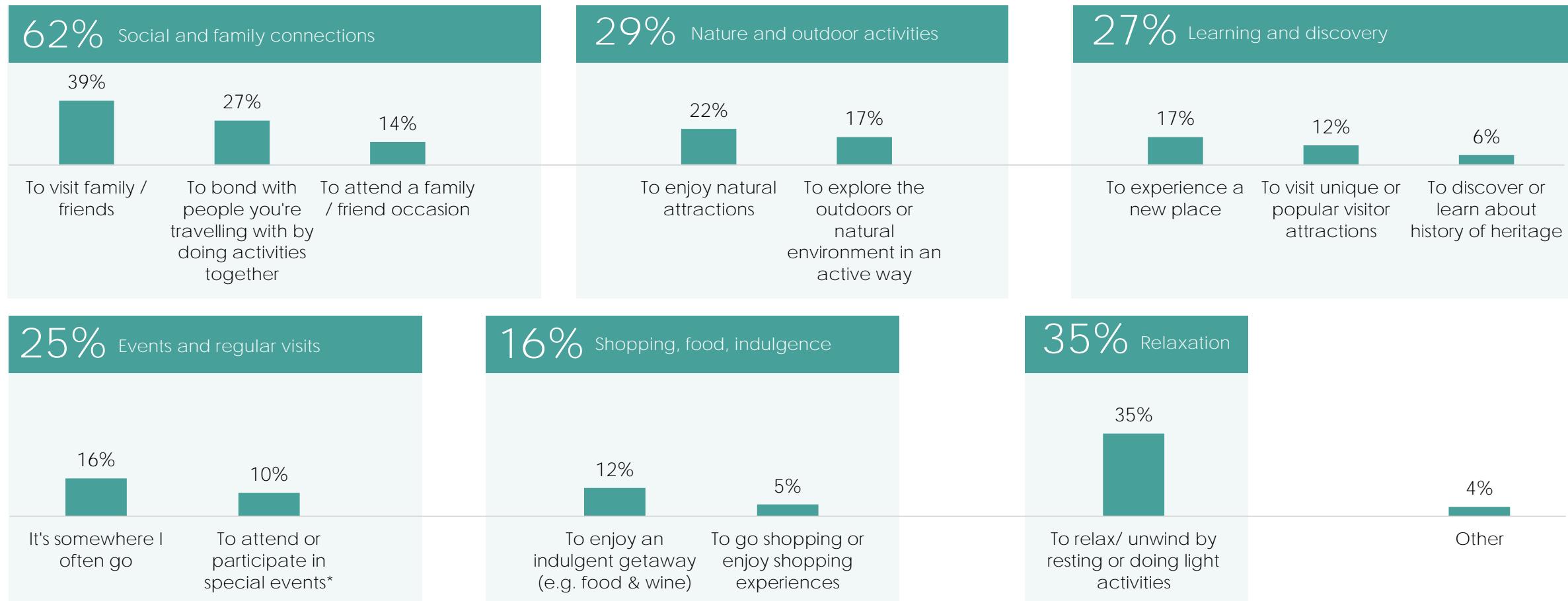
Base: Total number of nights (n=2,850)

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?

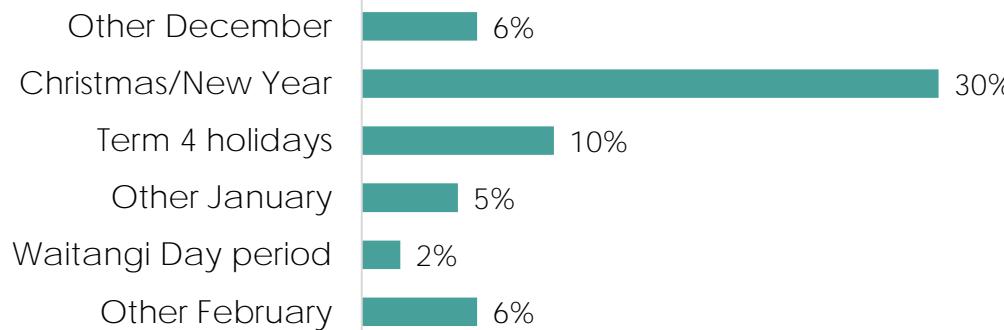
Base: Overnight trips (n=1,988). Note This question was asked in relation to the next trip they are likely to take in the next 6 months.

*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

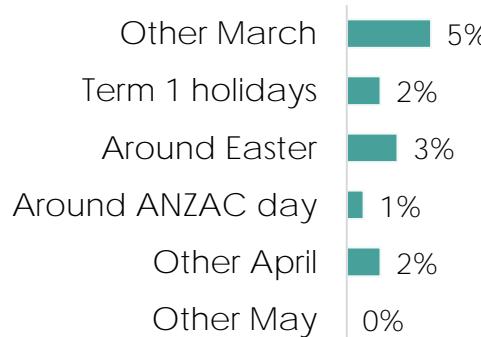
Summer



Winter



Autumn



Spring



Source: Q3a. Around which period or holiday will this overnight trip take place?

Base: Overnight trips (n=1,988)

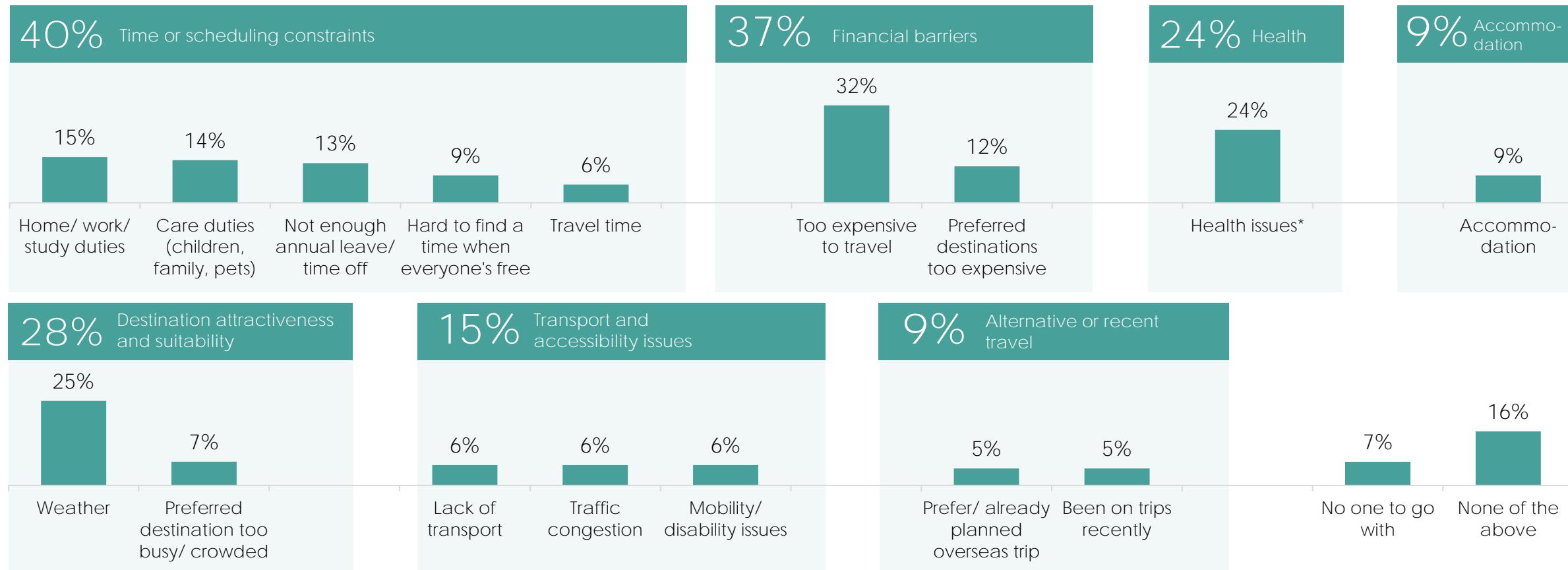
Note: This question was asked in relation to the next trip they are likely to take in the next 6 months.

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

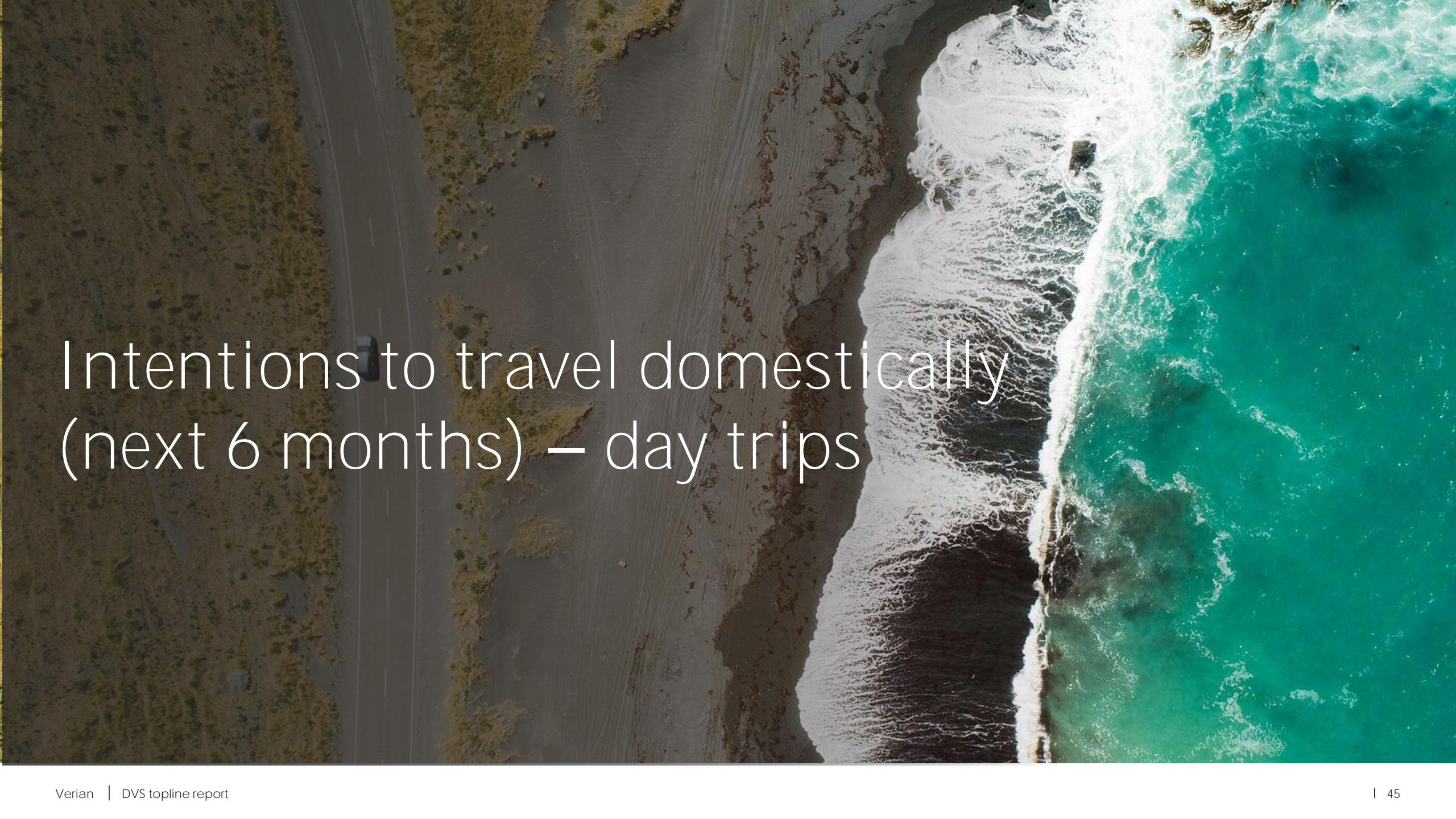


Source: Q5. If planning at least 1 trip: What things are most likely to stop you going on the overnight trip you're considering?

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)

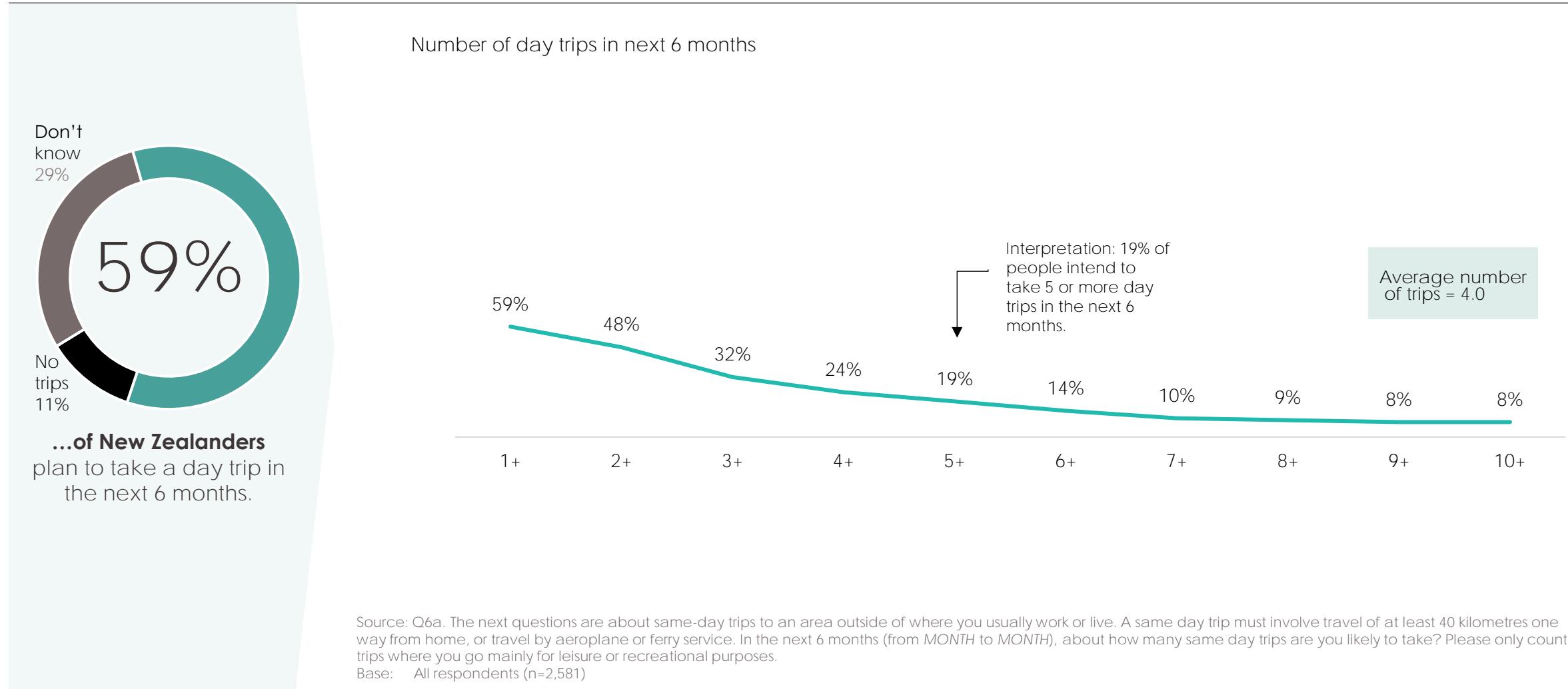
*Illness, injury, or poor health

A high-angle aerial photograph of a coastal landscape. On the left, a dark grey asphalt road runs parallel to a sandy beach. The beach is dotted with small, yellowish-brown tufts of vegetation. To the right of the beach, the ocean is visible with white-capped waves crashing onto the shore. The water is a vibrant turquoise color. The overall scene is a mix of natural coastal beauty and human-made infrastructure.

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.

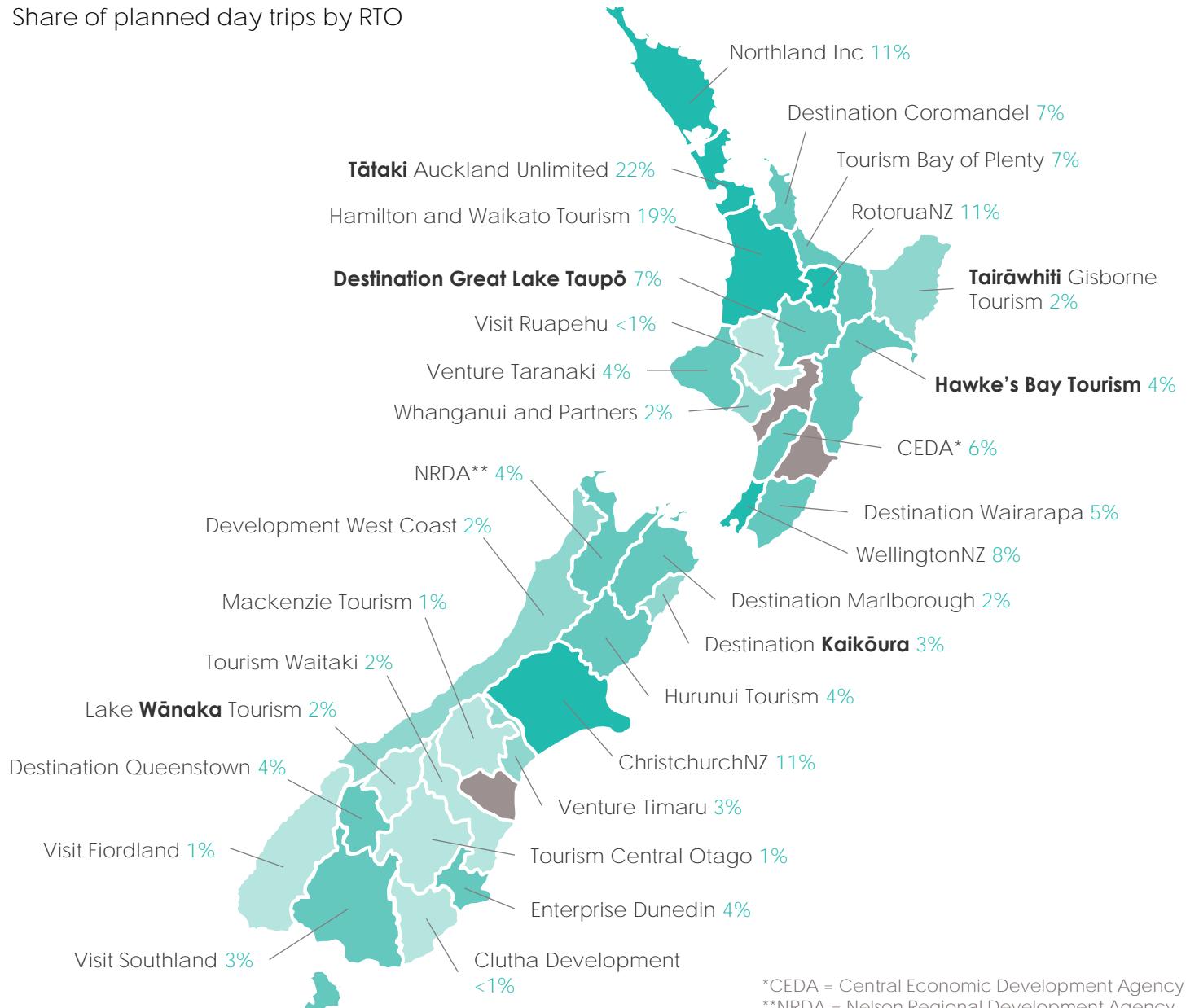
The average number of trips planned is four. Around one in five expect to take at least five day trips.



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.

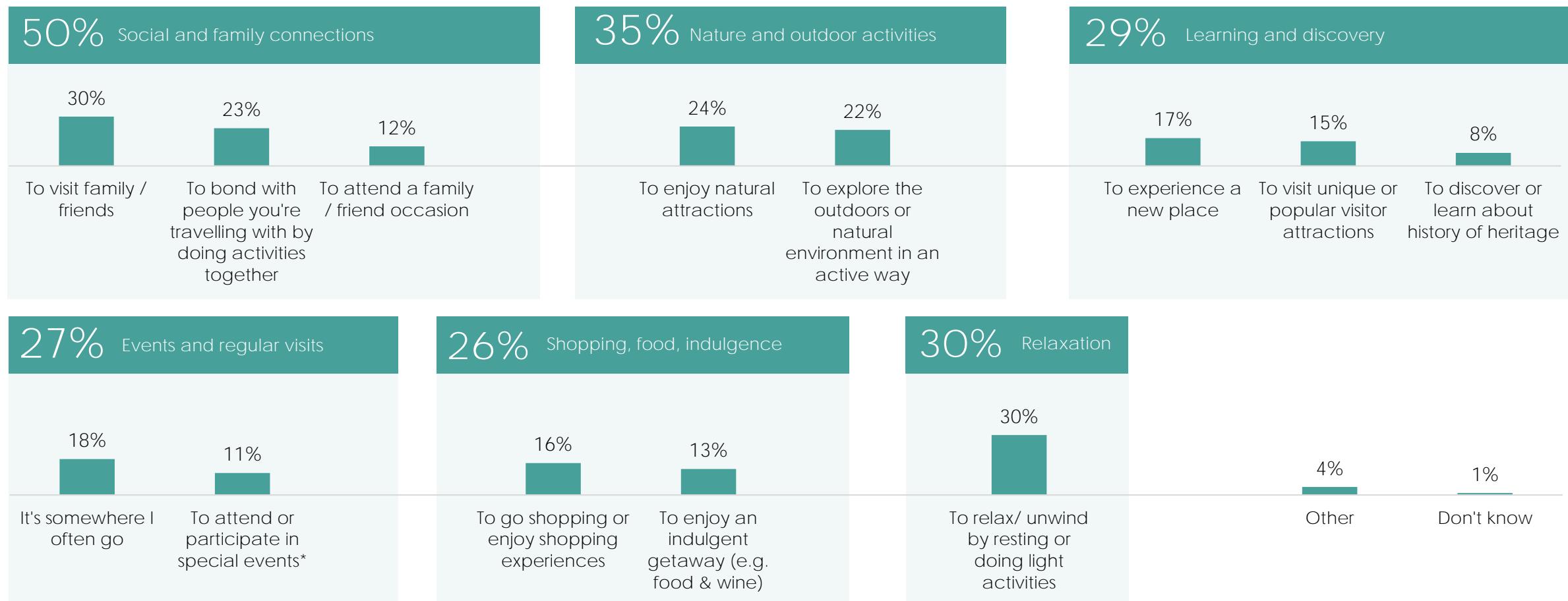
Base: Respondents who plan to take a day trip in the next 6 months (n=1,234). Percentages exclude 22% of respondents who were unsure of where they would travel to.

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).

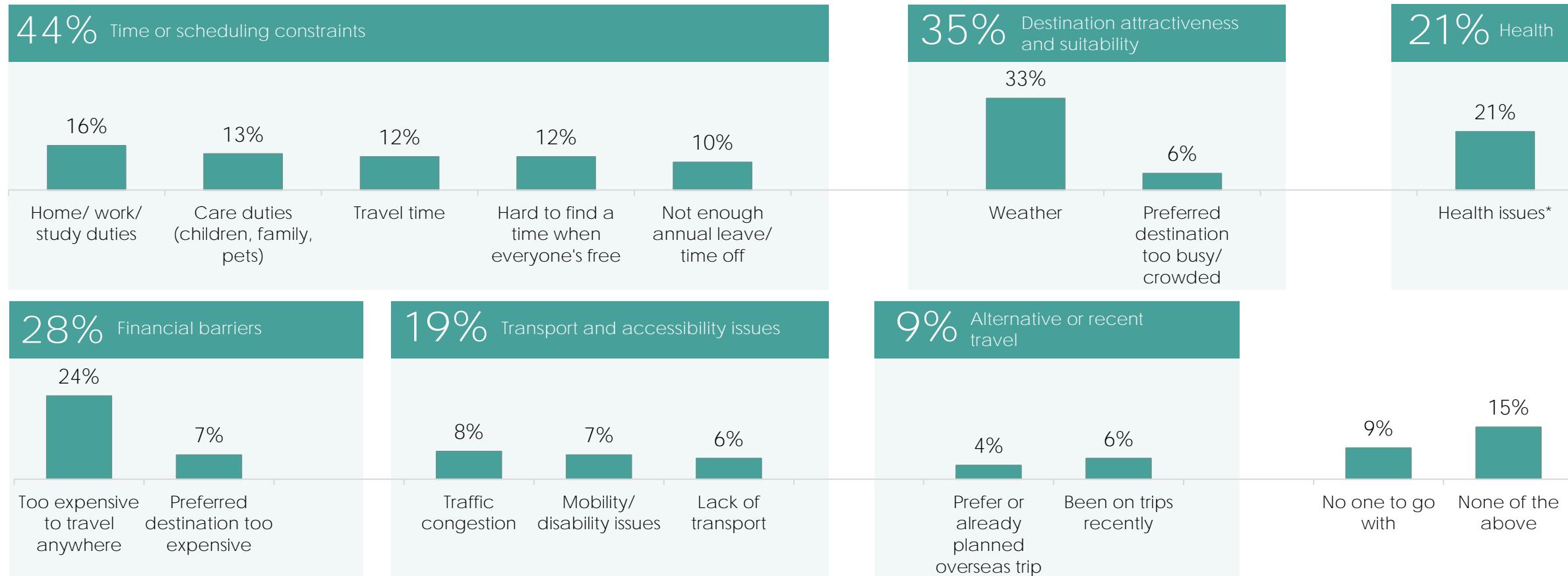
Note This question was asked in relation to the next day trip where they have already considered where they might go.

*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)

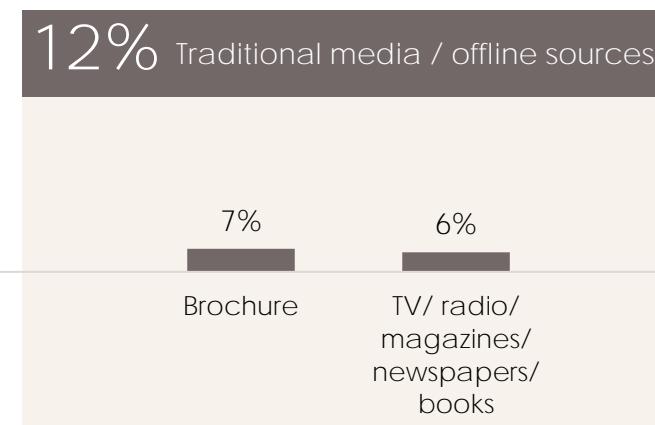
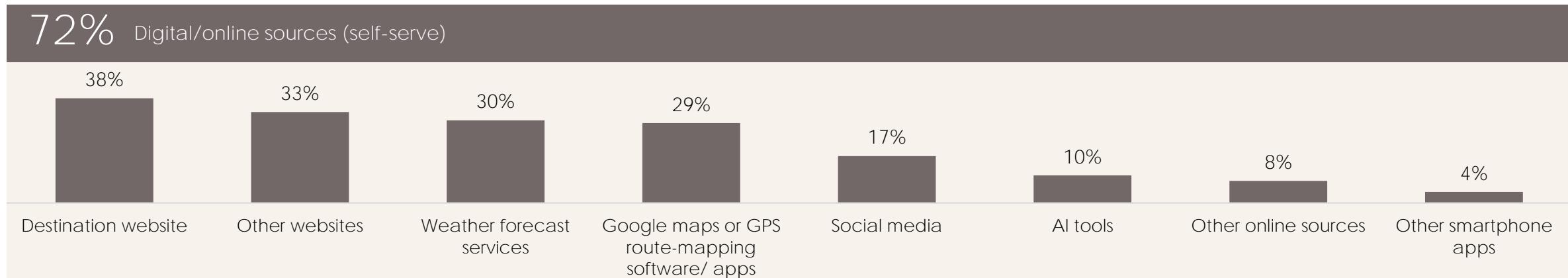
*Illness, injury, or poor health

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)