

Domestic Visitor Survey (DVS)

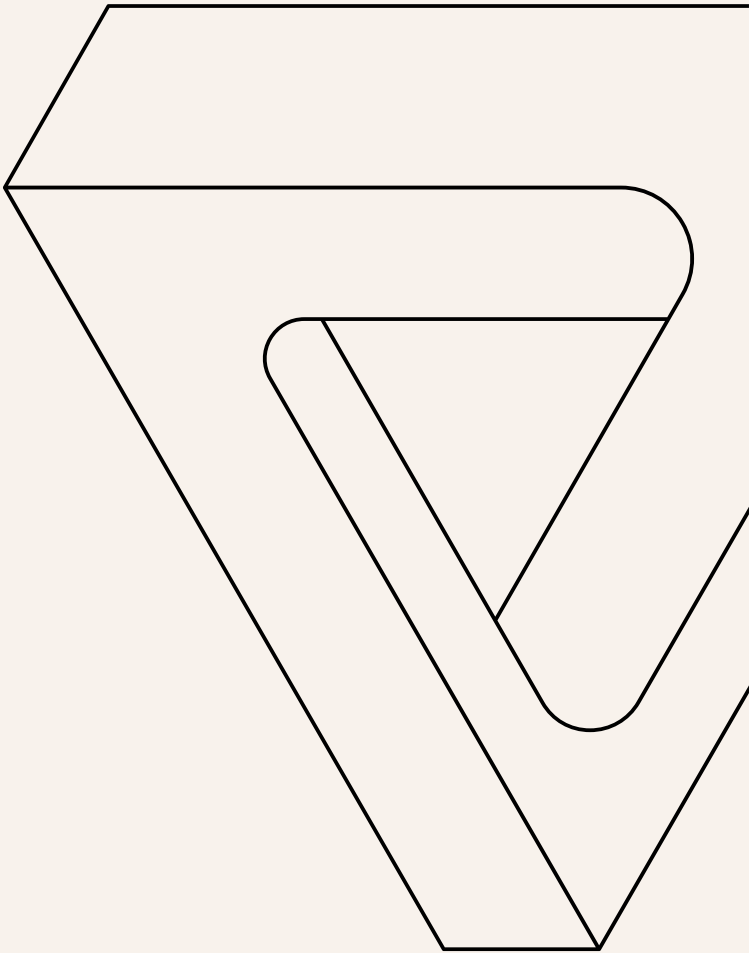
April 2026 wave

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 are conducted each year:

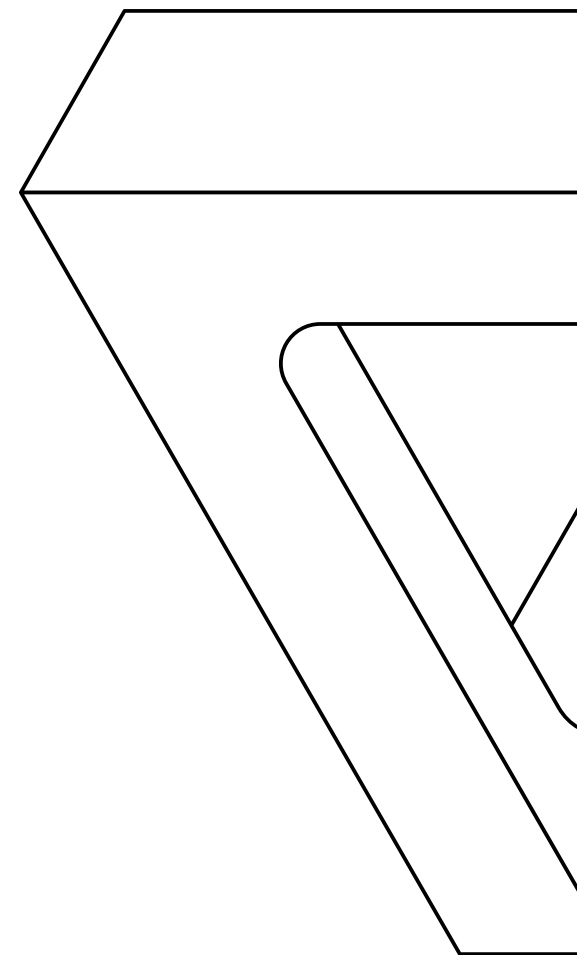
1. In **April** to capture pre-winter season travel intentions and post-summer season recall of peak season travel behaviours and experiences
2. In **October** to capture pre-summer season travel intentions and post-winter season recall of off-peak travel behaviours and experiences.

This report contains topline findings for the second survey wave (conducted in April 2026). It presents New Zealanders':

- Domestic travel experiences over the last 6 months
- Intentions to travel domestically over the next 6 months
- Decision making processes used for planned travel in the next 6 months.

Comparisons are made with the October 2025 benchmark domestic tourism experiences where relevant.

Both overnight trips and day trips are covered.



Methodology



Target audience & method

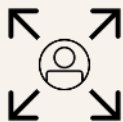
New Zealanders aged 15 years and over.

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 benchmark fieldwork.

The questionnaire remained largely unchanged across the two waves.



Sample size & weighting

Total sample size of 2,518. This carries a maximum margin of error of +/-1.95% (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.



Survey wave definitions

This report contains results to the latest (April '26) survey wave and the previous survey wave (Oct '26). The 6-month periods covered in the survey questioning (described below) are approximate, as they depend on the interview date.

Wave description	Period covered in questioning	
	Travel experiences over last 6 months	Travel intentions over next 6 months
April '26 wave*	Oct '25 to April '26	April '26 to Oct '26
Oct '25 wave**	April '25 to Oct '25	Oct '25 to 'April '26

*Fieldwork for the April '26 wave was conducted from 1 April to 7 May 2026, with 93% of fieldwork conducted in April.

**Fieldwork for the Oct '25 survey was conducted from 6 October to 23 November 2025, with 87% of fieldwork conducted in October.

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.

Significance testing

Statistically significant differences between survey waves was conducted at the 95% confidence level using a column proportions test in Q (our primary survey software). In practical terms, this means we tested whether differences between groups are likely to reflect real differences in the population rather than chance variation in the survey sample.

Reporting conventions

Percentages displayed in graphs may not total 100% due to rounding or because respondents were able to select multiple response options.

A 'nett' result represents a combined percentage summarising response categories. Nett percentages are calculated from raw data and therefore may not exactly match the sum of the rounded percentages in the chart.

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.

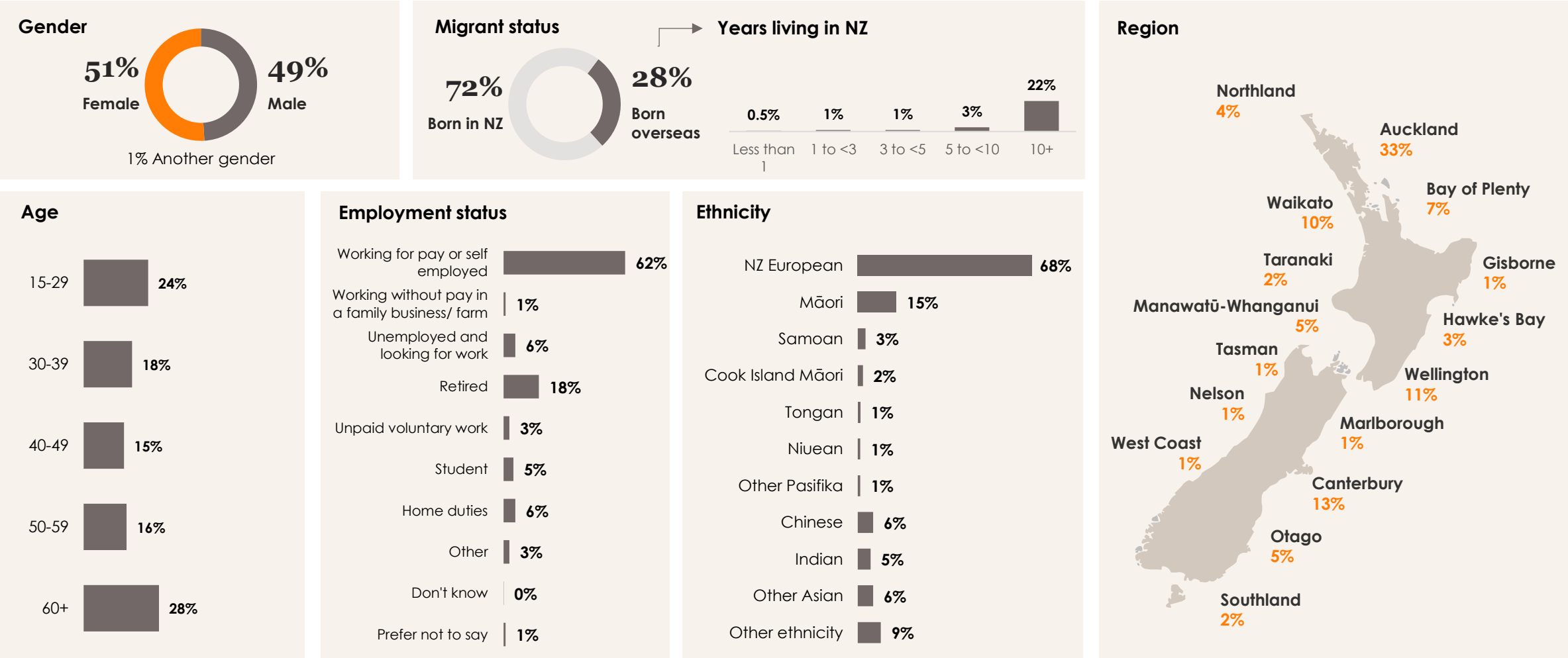
Weighting the data to align with known population characteristics (as described on the previous page) helps to reduce these biases, but only in relation to the variables used for weighting.

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.

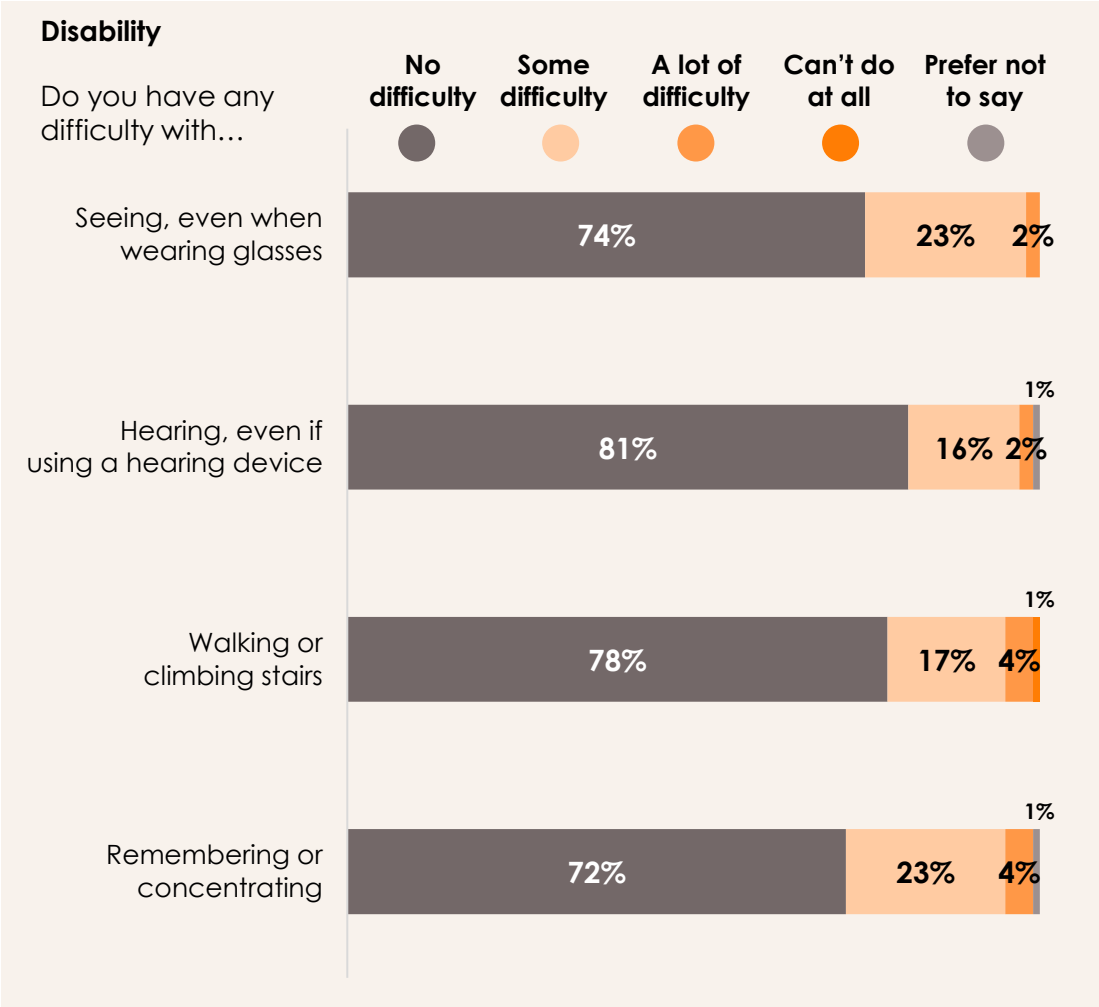
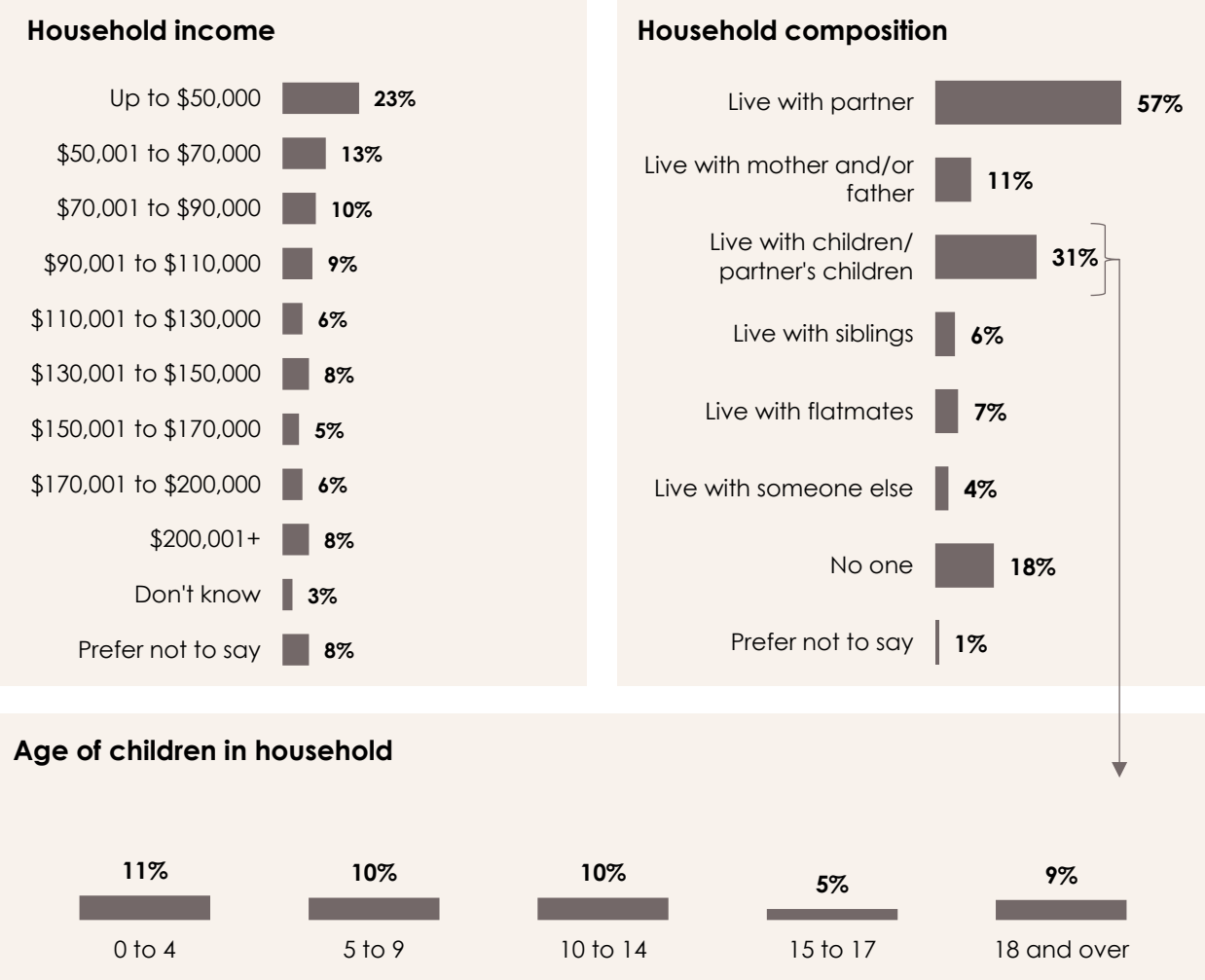


Demographic profile (April 2026 survey respondents)

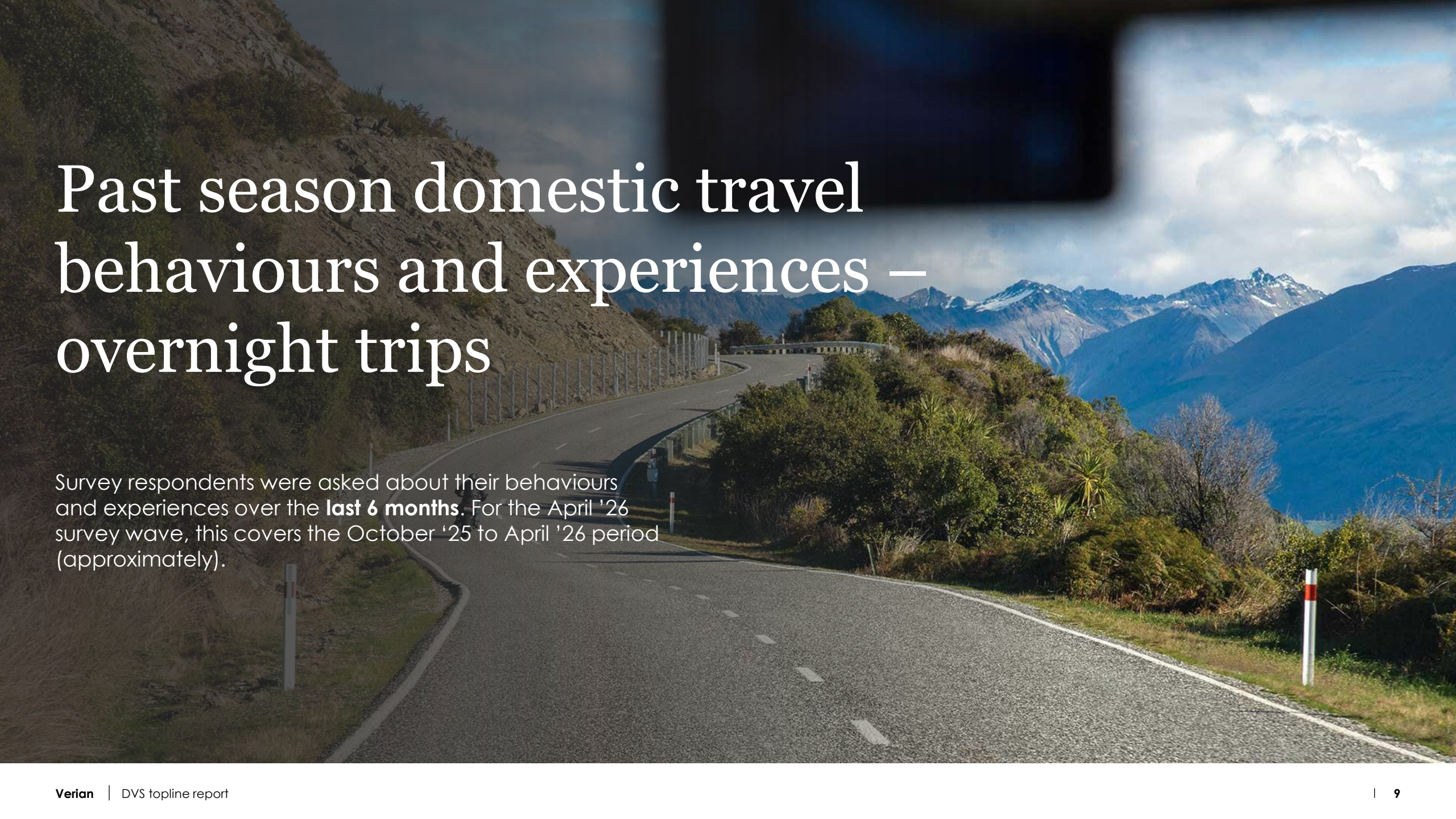


Source: DVS_DEM1-5, 9, 10
This demographic profile uses weighted data.
Base: All respondents (n=2,518)

Demographic profile continued



Source: DVS 6-8, DVS_MOB
This demographic profile uses weighted data.
Base: All respondents (n=2,518)



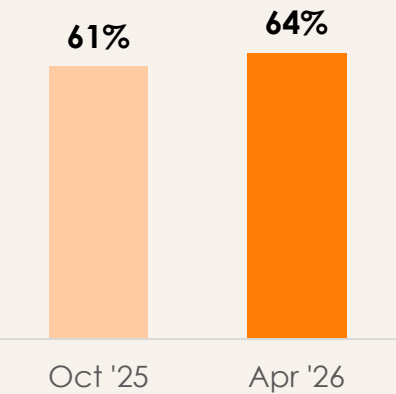
Past season domestic travel behaviours and experiences – overnight trips

Survey respondents were asked about their behaviours and experiences over the **last 6 months**. For the April '26 survey wave, this covers the October '25 to April '26 period (approximately).

About two in three New Zealanders took an overnight trip in the past six months.

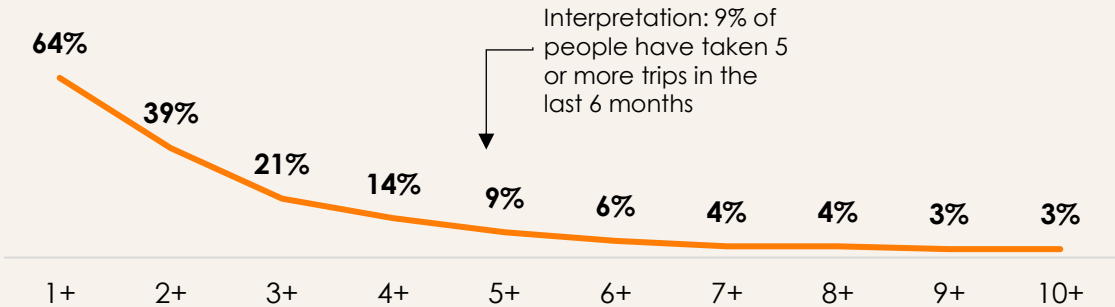
Travel has involved longer overnight stays, with fewer short 1–2 night trips.

% of New Zealanders who took an overnight trip in New Zealand in the last 6 months.



Source: Q10.
Base: All respondents
(Apr '26 n=2,518, Oct '25 n=2,581)

Number of overnight trips in last 6 months (Apr '26 wave)



Source: Q10. In the last 6 months, how many overnight trips have you taken in New Zealand for holiday or leisure purposes? An overnight trip is where you stayed away for at least one night.
Base: All respondents, (n=2,518).

Interpretation: 9% of people have taken 5 or more trips in the last 6 months

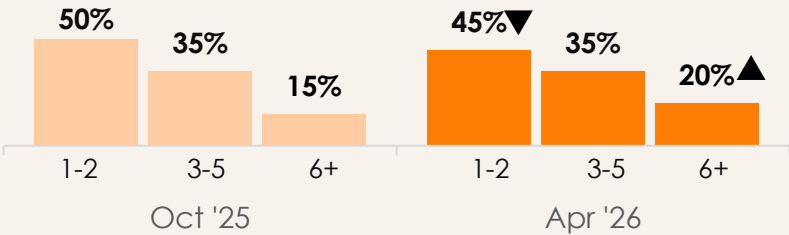
Average number of overnight trips in last 6 months

Apr '26: **2.1** overnight trips

Oct '25: **2.0** overnight trips

Duration of overnight trips in the last 6 months

Number of nights

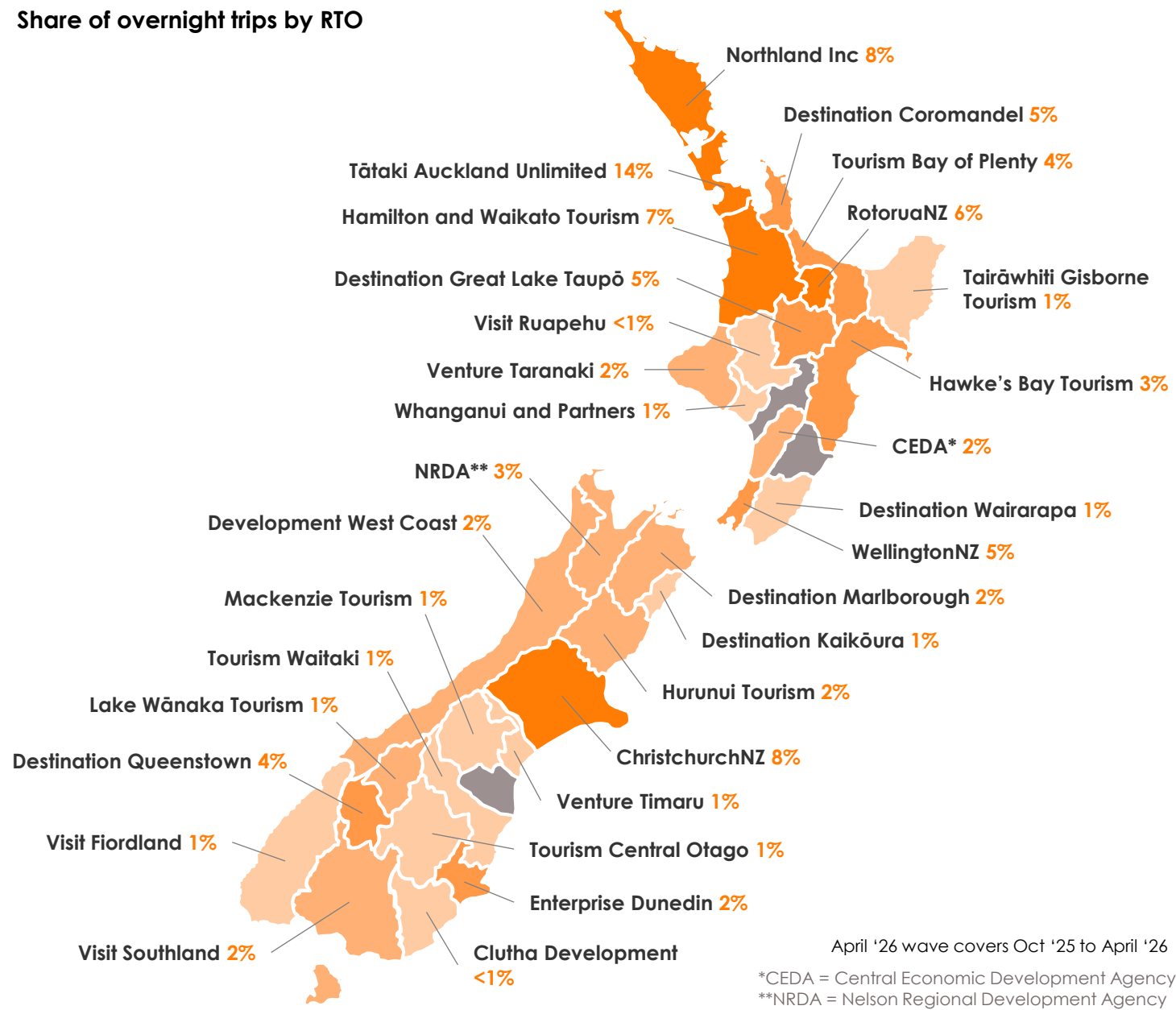


Source: Q12b. Please enter the approximate number of nights you spent in each region. Database variable: Q12bsum_rto
Base: Total number of nights (Apr '26 n=2,616, Oct '25 n=2,533).
Note: Respondents were asked this question in relation to two randomly selected trips they had taken in the last 6 months.

Oct '25 wave covers April to Oct '25
April '26 wave covers Oct '25 to April '26

Tātaki Auckland Unlimited, Northland Inc, and Christchurch NZ again had the highest share of domestic overnight trips.

WellingtonNZ and RotoruaNZ were also popular destinations for overnight travellers.



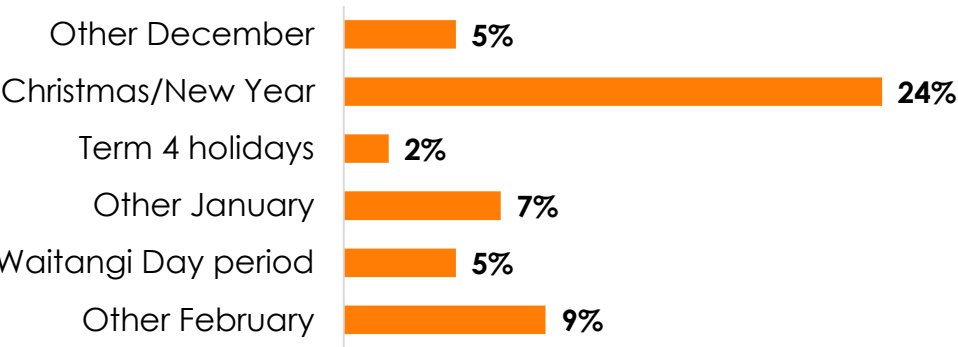
Source: Q12a/b. Respondents were asked to select the places they stayed at for one night or more. They were then asked to enter the approximate number of nights they spent in each place. Database variable: q12bsum_rto
Base: Total number of nights (Apr '26 n=2,621).
Note: Question was asked in relation to two randomly selected trips taken in last 6 months.

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A quarter of overnight trips in the last 6 months were over Christmas/New Year.

Timing of overnight trips taken in last 6 months

Summer

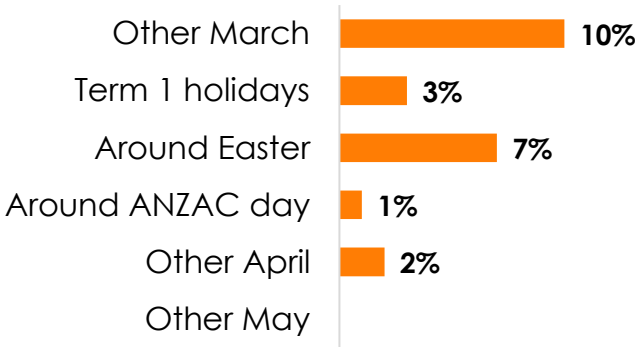


Winter

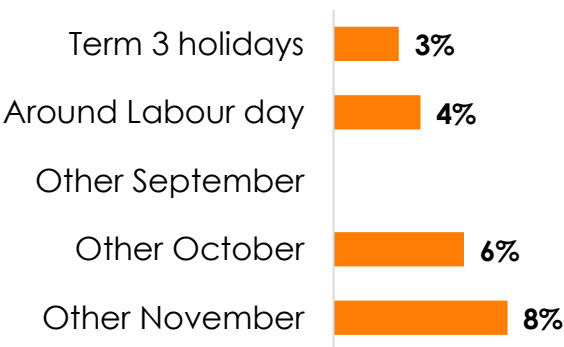


● Apr '26
Covers Oct '25 to April '26

Autumn



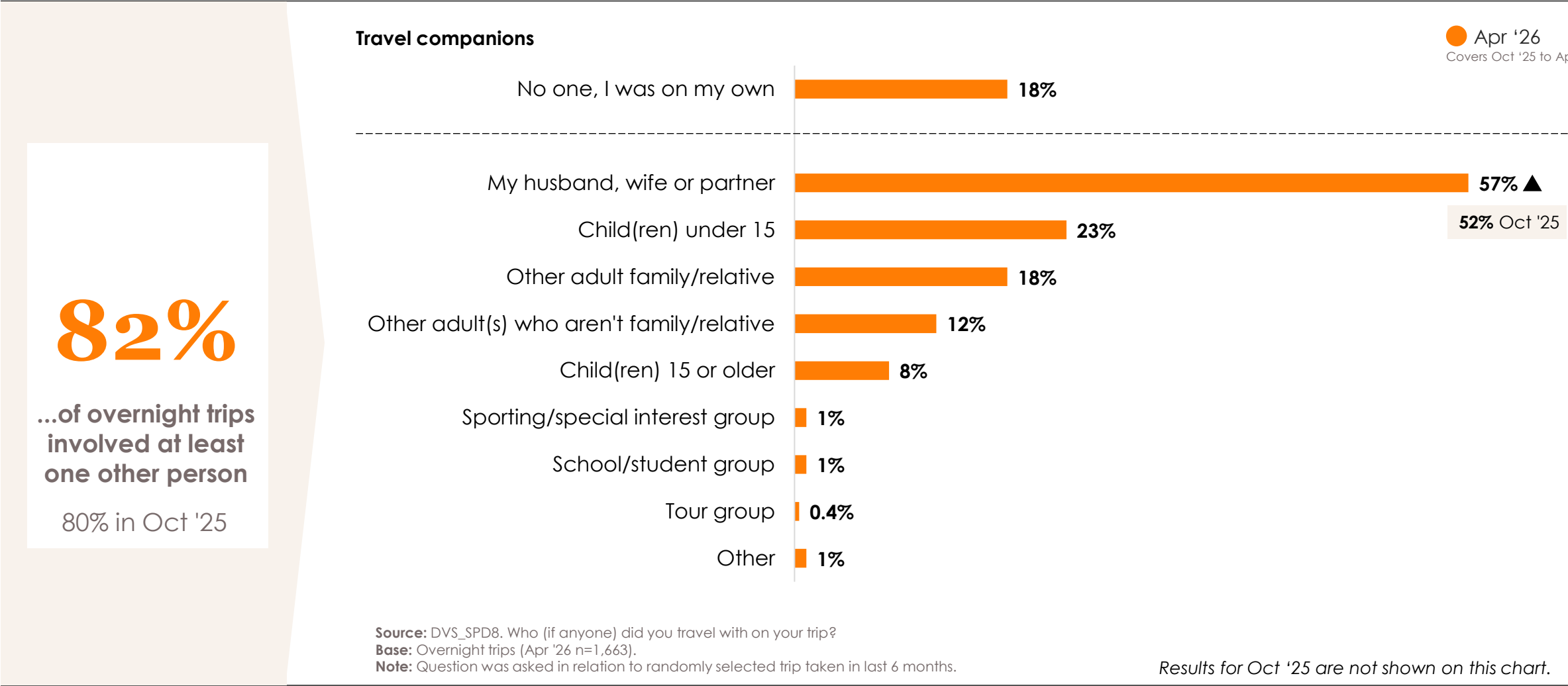
Spring



Source: Q16. Around which period or holiday did your trip take place?
Base: Overnight trips (Apr '26 n=1,663.)
Note: Question was asked in relation to one randomly selected trip taken in last 6 months.

2% of respondents were unsure.
1% stated their trip was around a regional anniversary weekend in the last 6 months.

More than four in five overnight trips involved travelling with someone else. Around half of those trips included a partner and nearly a quarter included children under 15.



Across both waves, around three in four trips were taken in a private vehicle.

Use of campervans and motorhomes remain relatively uncommon, but was more prevalent over the last 6 months.

Transport used on trip

	Oct '25	Apr '26
NETT Private vehicle	73%	77%
Car/van	71%	73%
Campervan/motor-home	2%	4% ▲
Motorcycle	1%	1%
NETT Air travel	23%	23%
Plane	23%	22%
Helicopter	1%	0.4%
NETT Hired/rented vehicle	19%	17%
Rental car	12%	9%
Taxi/shuttle service*	8%	9%
Rental campervan/motor-home	1%	1%
Limousine/car with driver	1%	1%
NETT Buses & coaches	9%	7%
Local bus service within towns	4%	3%
Bus service between towns	3%	2% ▼
Tour bus	2%	2%
Other bus service	1%	1%

	Oct '25	Apr '26
NETT Water transport	5%	6%
Ferry between North/South Island	2%	2%
Other ferry	2%	2%
Yacht	1%	0.3%
Other boat or ship	1%	1%
NETT Trains	3%	4%
Scenic trains**	1%	2%
Other trains	2%	2%
NETT Active transport	1%	1%
Bicycle or e-Scooter	1%	1%
Hitch-hiking	1%	0.3%
Other type of transport	1%	1%
Not sure	1%	1%

Source: DVS_TA1. Which of the following transport options did you use on your trip?
Base: Overnight trips (Apr '26 n=1,663, Oct '25 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.

Camping made up one in ten overnight trips, boosted by the summer period.

A lower share of overnight trips involved hotel stays than in the previous wave, but over four in ten overnight trips continued to use private accommodation.

Accommodation used on trip

Oct '25 wave covers April to Oct '25
Apr '26 wave covers Oct '25 to April '26

	Oct '25	Apr '26
NETT Private accommodation	43%	44%
Staying with friends/family	39%	40%
A place you own	5%	4%
NETT Commercial accommodation	39%	35% ▼
Hotel	20%	15% ▼
Motel/Motor Inn/Serviced apartment	15%	15%
Luxury hotel/lodge	5%	6%
Bed & Breakfast	2%	2%
Farm-stay or home-stay	1%	1%
NETT Rented accommodation	18%	19%
Place you booked online*	15%	16%
Other place you paid rent for	4%	3%
Cultural (Marae)	1%	0.5%
Marine (Yacht/boat)	1%	0.4%

	Oct '25	Apr '26
NETT Camping/outdoor accommodation	7%	10% ▲
Free camping	2%	3%
Camping at national park/DOC area	1%	2%
Other (paid) camping ground/holiday park	3%	5% ▲
A hut at a national park/DOC area	1%	1%
Other place you pay to park overnight	1%	2% ▲
NETT Budget/shared accommodation	3%	2%
Backpackers	2%	1%
Youth Hostel/YMCA/YWCA	1%	1%
Student residence	0.4%	0.3%
Other	1%	1%
None of these	1%	0.2% ▼
Not sure	0.2%	0.4%

Source: DVS_TA4. Which of these types of accommodation did you use during your trip?
Base: Overnight trips (Apr '26 n=1,663, Oct '25 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).

Three in five trips again involved travel to be with friends.

Nature and outdoor activities, along with learning and discovery, were the motivations for around one in five trips respectively.

Main reasons for taking overnight trip in last 6 months

Oct '25 wave covers April to Oct '25
April '26 wave covers Oct '25 to April '26

	Oct '25	Apr '26
NETT Social and family connections	59%	61%
To visit friends/family	36%	38%
To bond with people you're travelling with	20%	22%
To attend a family/friend occasion	16%	15%
NETT Events and regular visits	23%	24%
It's somewhere I go often	13%	14%
To attend or participate in special events*	11%	10%
NETT Learning and discovery	19%	18%
To experience a new place	10%	10%
To visit unique/popular visitor attractions	10%	7% ▼
To discover or learn about history/heritage	5%	4%

	Oct '25	Apr '26
NETT Nature and outdoor activities	18%	20%
To enjoy natural attractions (incl. great scenery/wildlife)	13%	14%
To actively explore the outdoors/natural environment	10%	12%
NETT Shopping/food/indulgence	14%	13%
To enjoy an indulgent getaway (e.g. food and wine)	10%	10%
To go shopping/enjoy shopping experiences	5%	5%
To relax/unwind by resting/doing light activities	22%	23%
Other⁺	8%	7%

+Examples of responses made in the 'other' category are hospital appointments, funerals, work, birthdays, and before flying internationally.

Source: Q17. What are the main reasons you went on your trip?
Base: Overnight trips (Apr '26 n=1,663, Oct '25 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.

With summer in the mix, time at the beach became a more prominent part of trips over the last 6 months.

Dining out, relaxing at hot pools, and enjoying food and drinks were also popular trip experiences.

Activities and places visited	Oct '25	Apr '26
NETT Nature and scenery	53%	57%▲
A beach	32%	38%▲
Other natural attraction*	19%	20%
A regional or forest park	12%	14%
A national park	11%	13%
A marine park/marine reserve	4%	4%
A glacier*	3%	3%
NETT Food/drink/produce	25%	23%
Top-end restaurants	12%	11%
Food/wine/alcohol event or festival	8%	8%
Brewery/gin/vineyard/wine trail	6%	6%
Farm or orchard	5%	5%
NETT Geothermal/relaxation	18%	17%
Hot pools	13%	11%
A geothermal park*	6%	6%
Health spa/day spa	5%	5%

Oct '25 wave covers April to Oct '25
April '26 wave covers Oct '25 to April '26

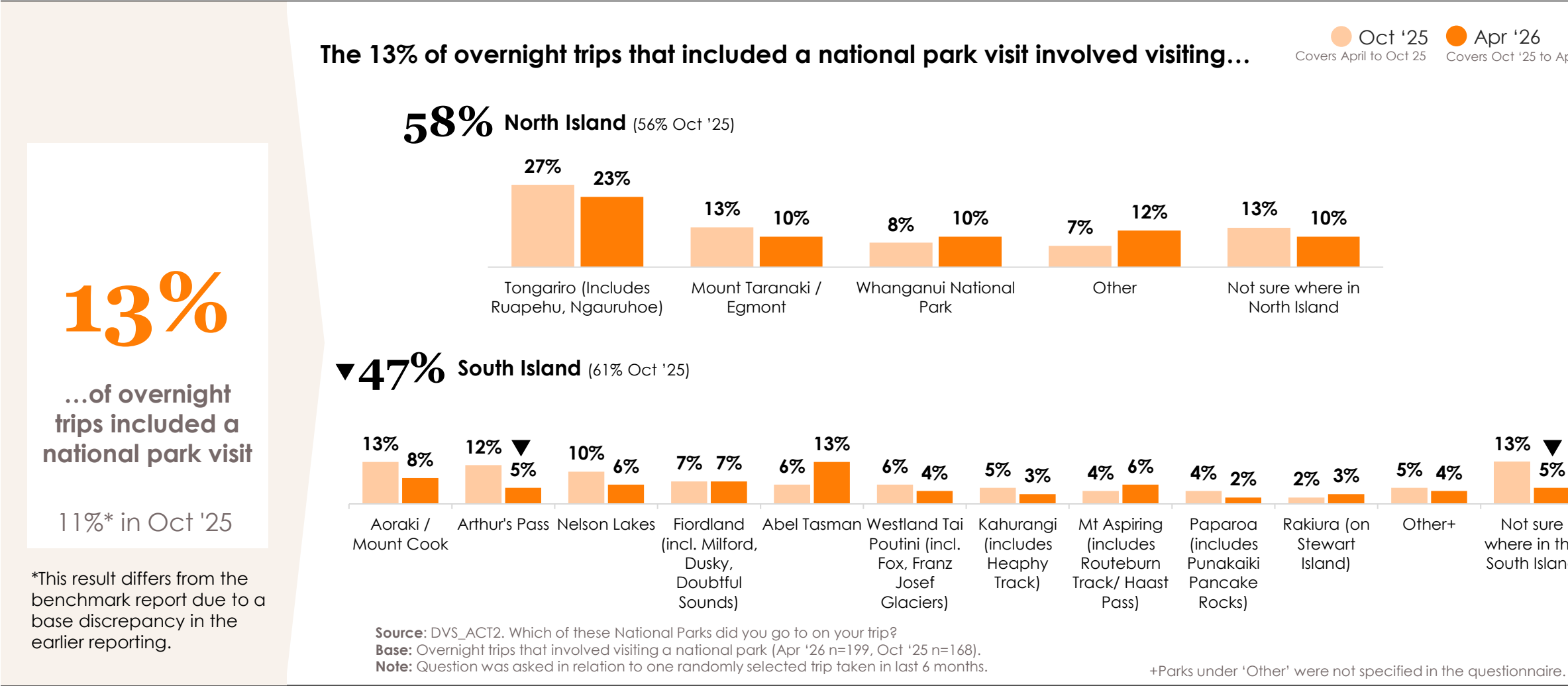
	Oct '25	Apr '26
NETT Wildlife	11%	11%
Zoo or wildlife park	6%	5%
A wildlife sanctuary	3%	2%
Trip to watch whales, penguins, dolphins	2%	2%
Swimming with seals or dolphins	2%	1%
Glow worm tour	2%	2%
NETT Attractions/entertainment	8%	10%
Theme park or leisure park	4%	5%
A film location/tour/experience	3%	4%
Other themed experience	2%	3%
Garden visit or flower show	5%	6%
None of these	28%	26%

Source: DVS_ACT1. Which of these things (if any) did you do or visit?
Base: Overnight trips (Apr '26 n=1,663, Oct '25 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 continued to be the most visited national park.

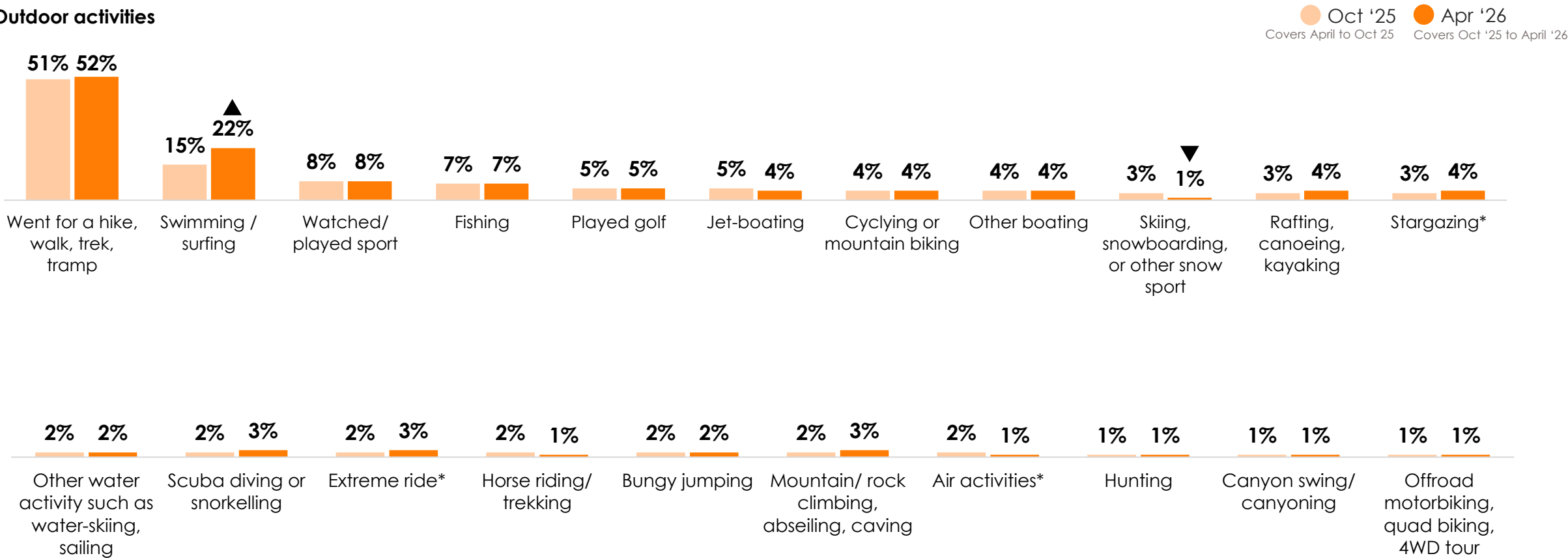
Significantly fewer trips involved visits to South Island national parks over the last 6 months – the largest decrease was evident for Arthur’s Pass, suggesting that it may be less of a summer destination.



Over half of overnight trips involved a hike or walk, and over one in five swimming.

Snow sport experiences declined in this off-peak season.

Outdoor activities

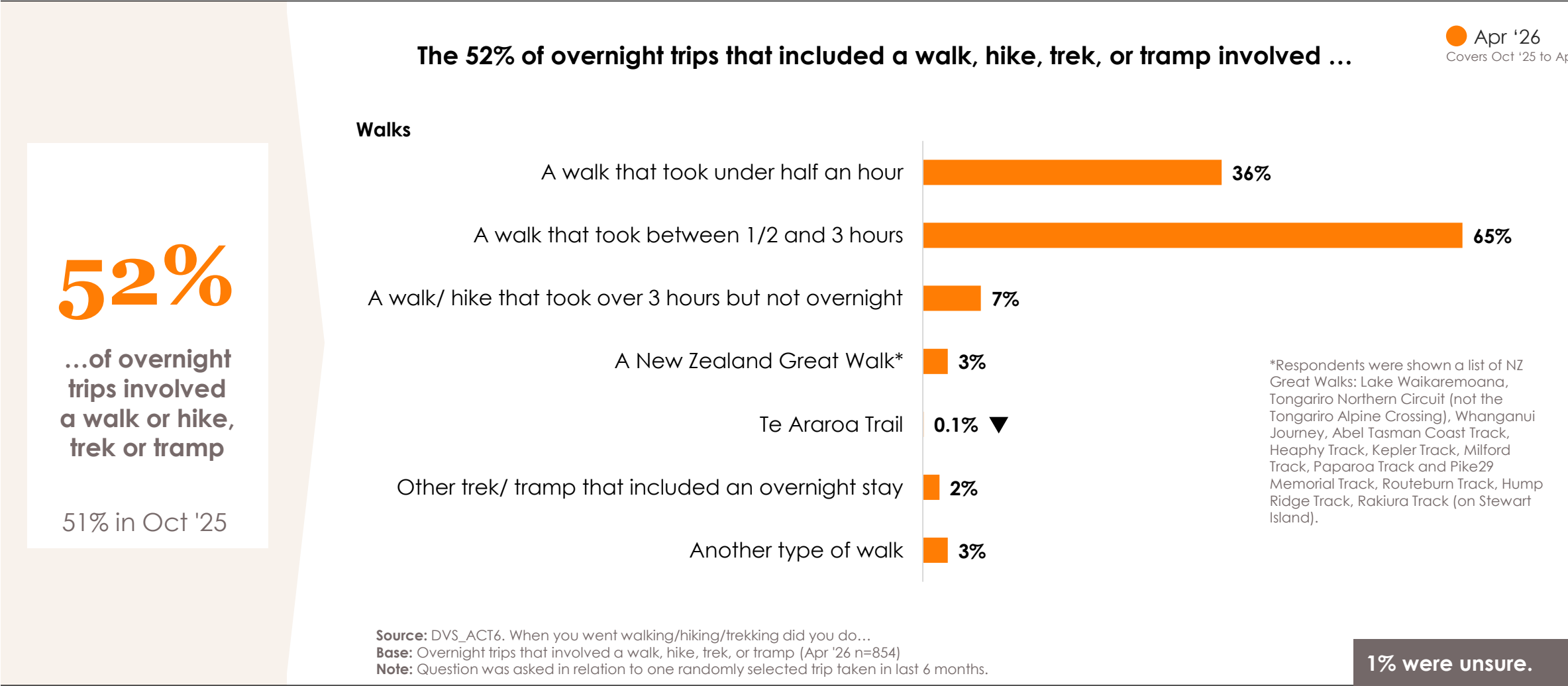


Source: DVS_ACT5. Which of these things did you do on your trip?
Base: Overnight trips (Apr '26 n=1,663, Oct '25 n=1,603).
Note: Question was asked in relation to one randomly selected trip taken in last 6 months.

29% said none of these.

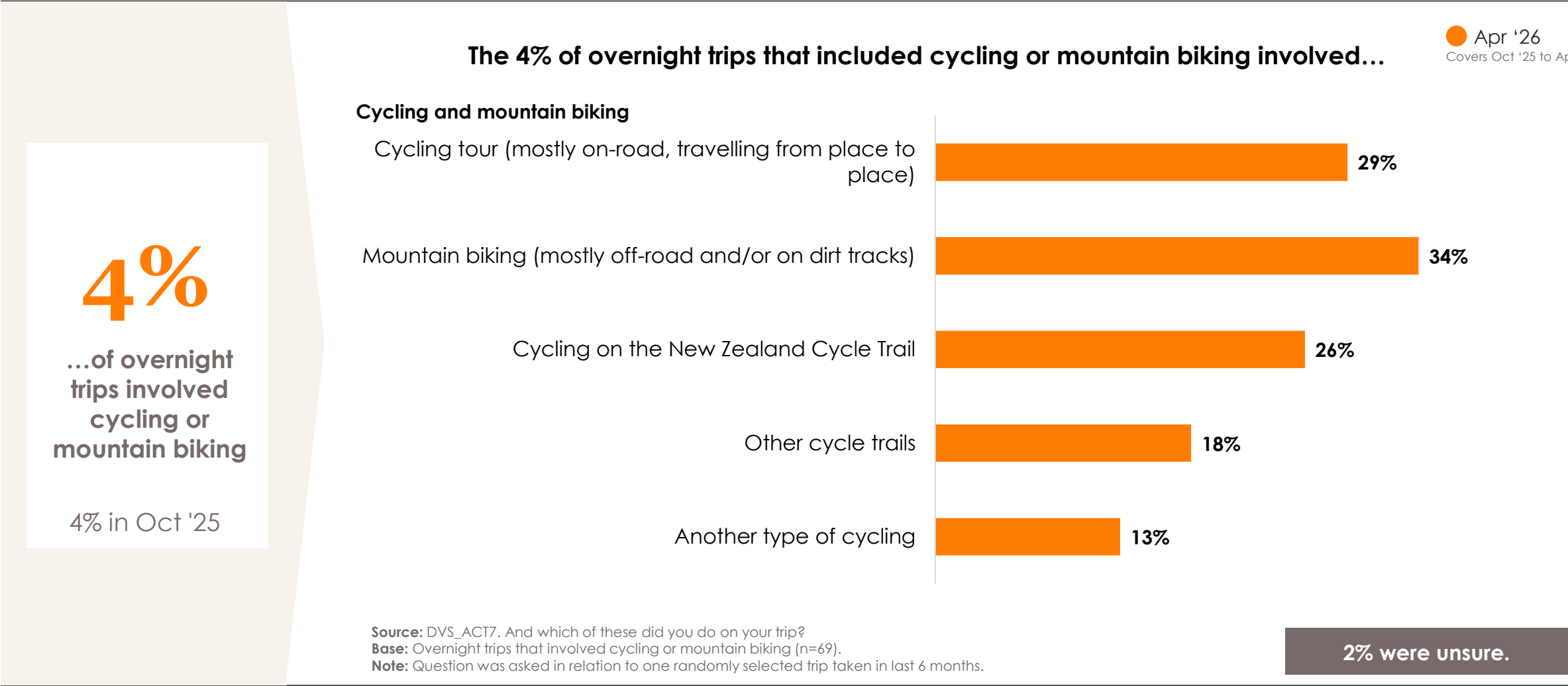
***Extreme ride** examples given were luge, fly-by-wire, zorbing, flying fox / zip lining.
***Air activities** examples given were paragliding, hang gliding, ballooning, sky diving.
***Stargazing** examples given were a dark sky reserve, observatory, or on a tour.

Short walks (up to three hours) continued to be the most popular.



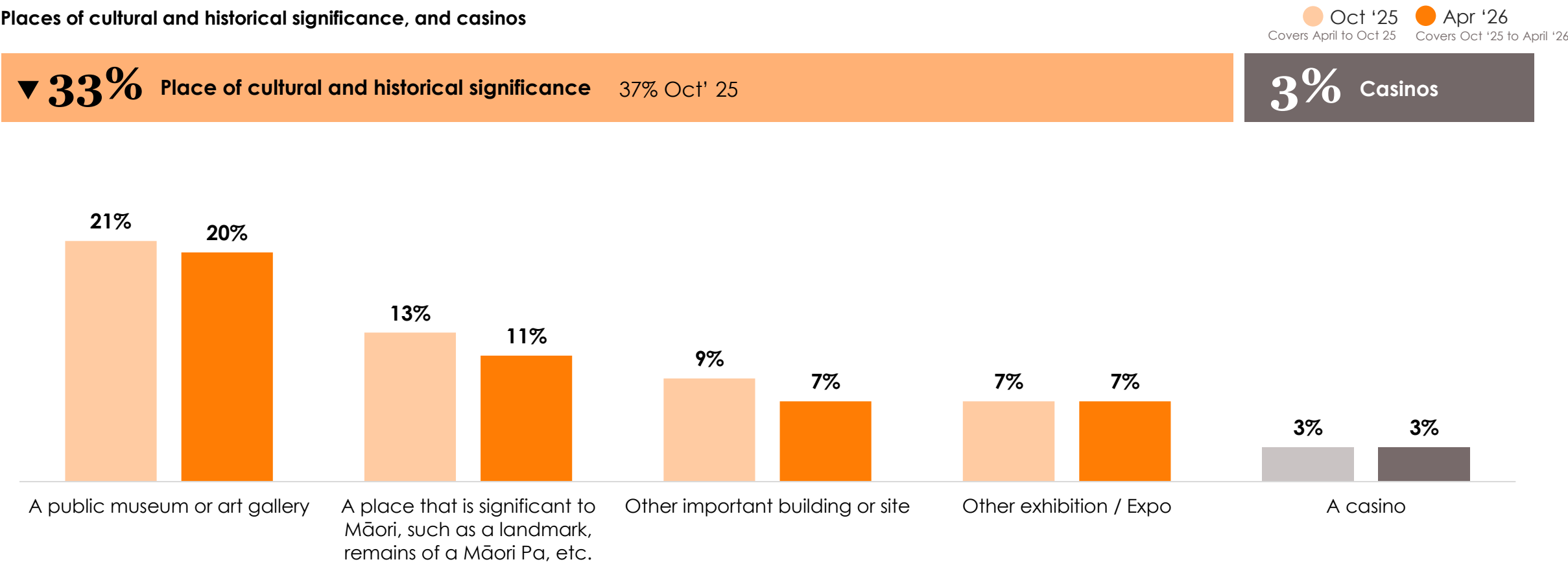
Mountain biking continued to be the most popular form of biking experience.

Cycling tours, as well as the New Zealand Cycle Trail, were also popular.



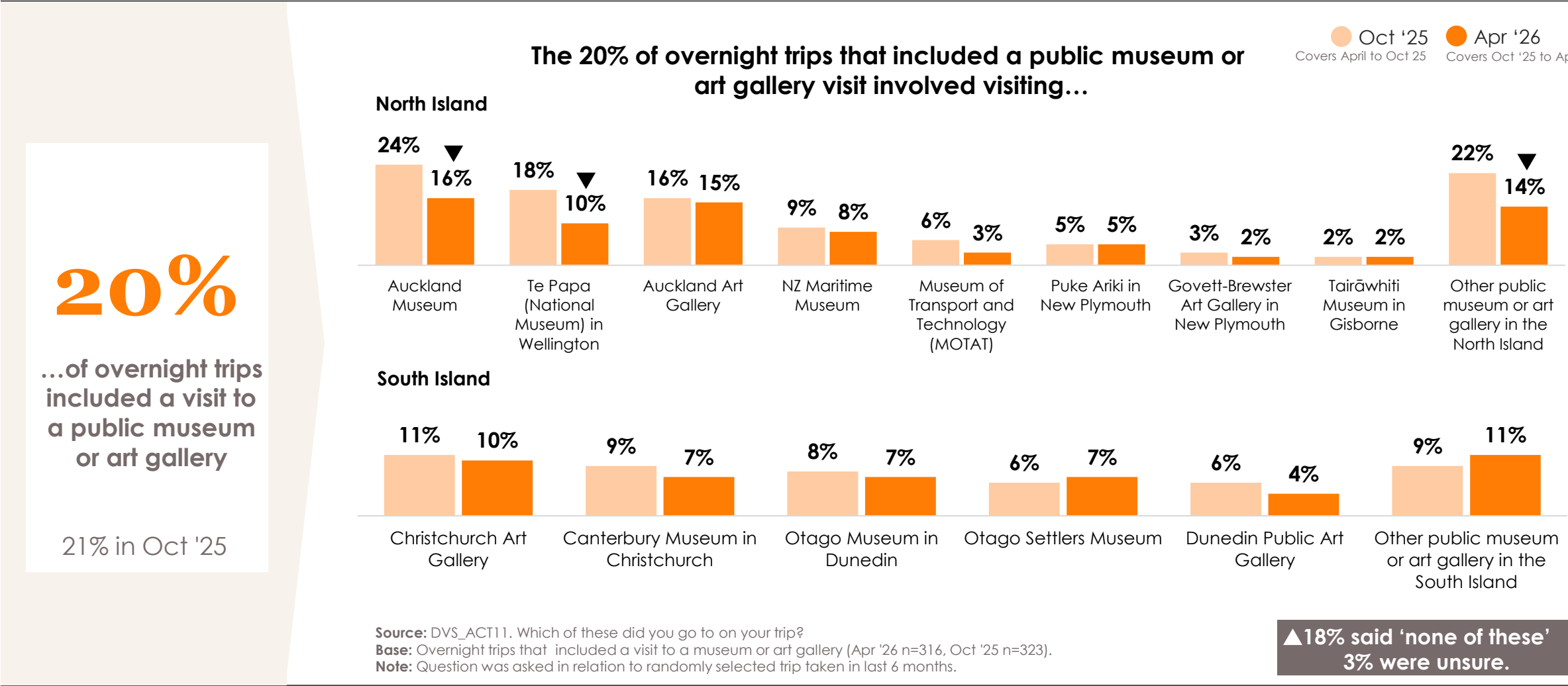
One in three overnight trips included a visit to a place of cultural/historical significance, down a little since last year’s winter season (and surrounding months).

Places of cultural and historical significance, and casinos

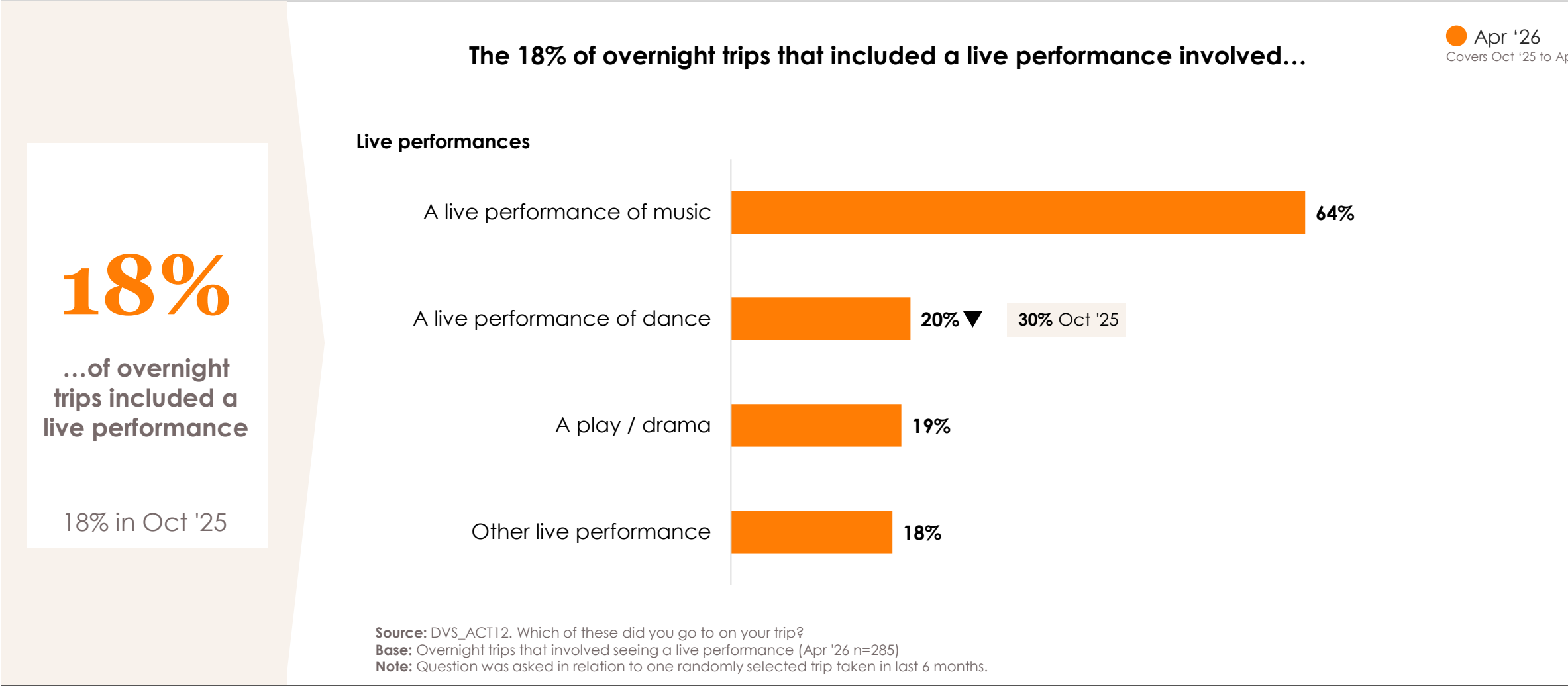


Source: DVS_ACT10. Which of these did you go to during your trip?
Base: Overnight trips (Apr '26 n=1,663, Oct '25 n=1,603)
Note: Question was asked in relation to randomly selected trip taken in last 6 months.

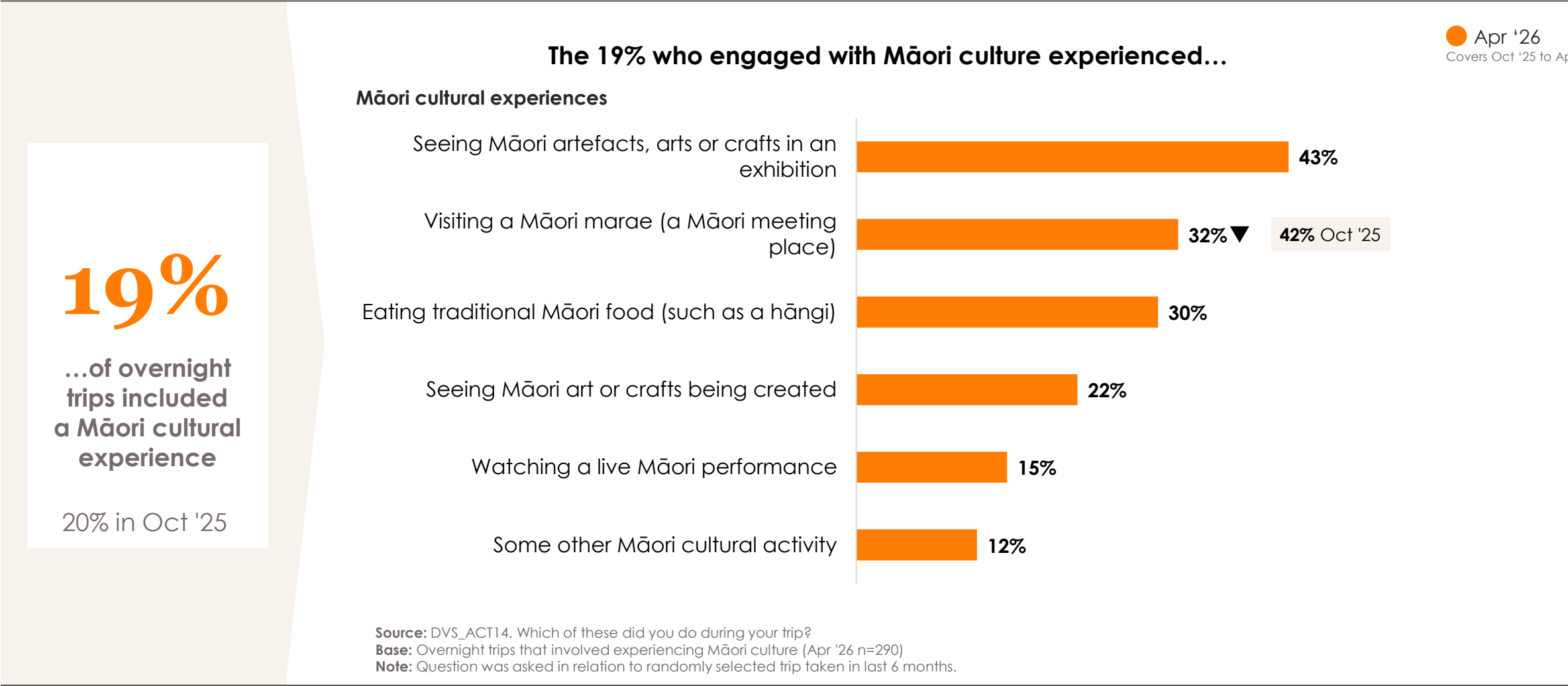
Auckland Museum and Te Papa both saw a decline in attendance over the summer season (and surrounding months).



Nearly one in five trips continued to involve a live performance, but with dance performances less common in this season.



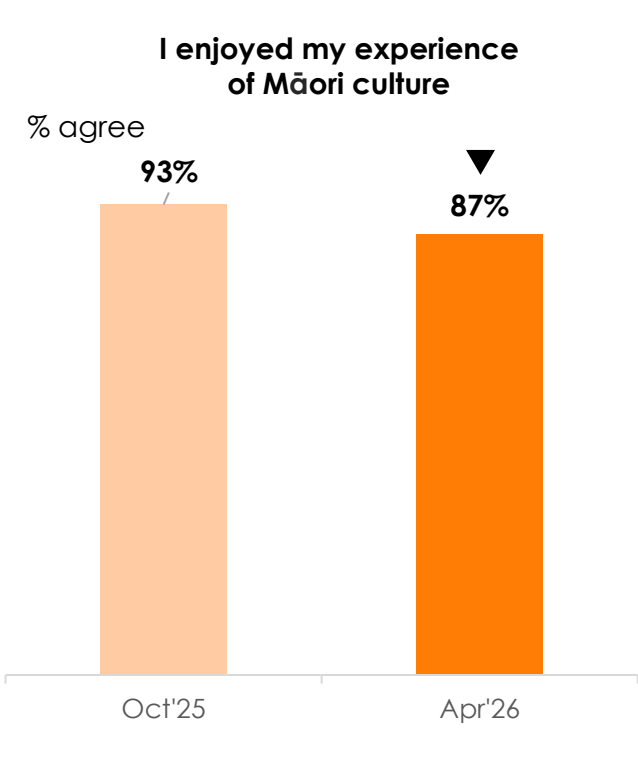
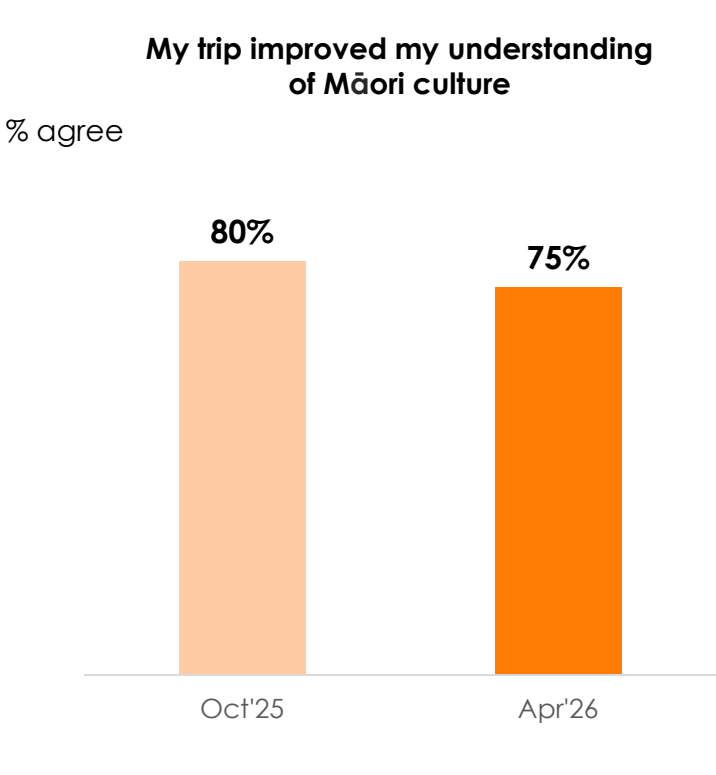
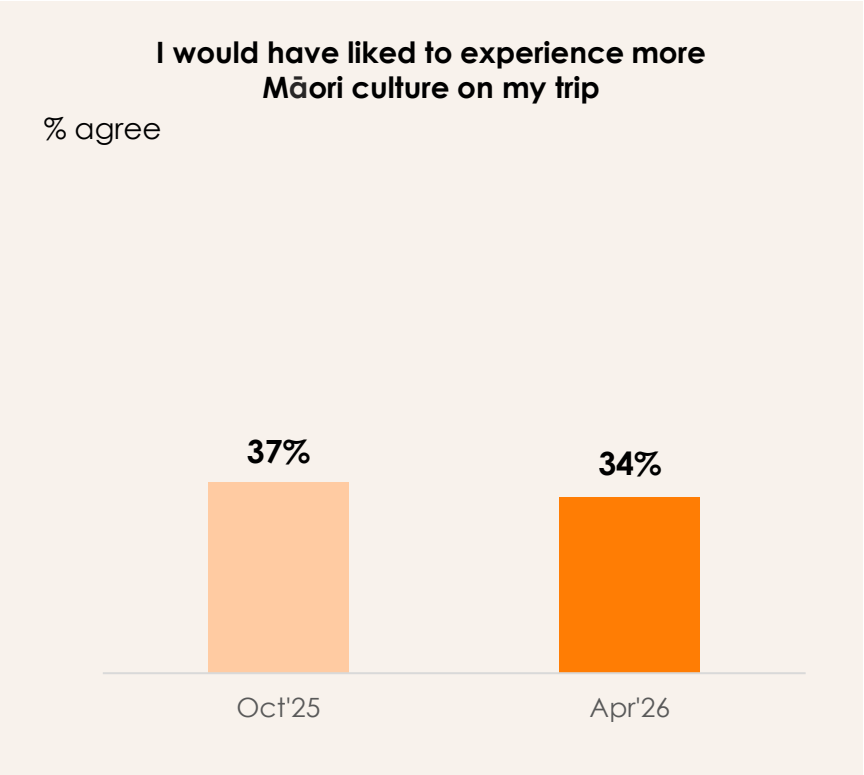
Marae visits were less common in the summer season (and surrounding months), but one in five trips continue to involve visitors engaging with Māori culture.



One in three visitors would have liked more Māori culture on their overnight trip. Enjoyment levels remained high, but have dropped a little since the previous season.

Perceptions of Māori cultural experience

Oct '25 wave covers April to Oct '25
April '26 wave covers Oct '25 to April '26



Source: DVS_ACT15.
Base: Respondents who took an overnight trip in last 6 months (Apr '26 n=1,298, Oct '25 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 (Apr '26 n=265-279, Oct '25 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”

In line with last wave, half of visitors enjoyed seeing friends and family, and many also recall the food and natural scenery.

Features most enjoyed about trip

Oct '25 wave covers April to Oct '25
April '26 wave covers Oct '25 to April '26

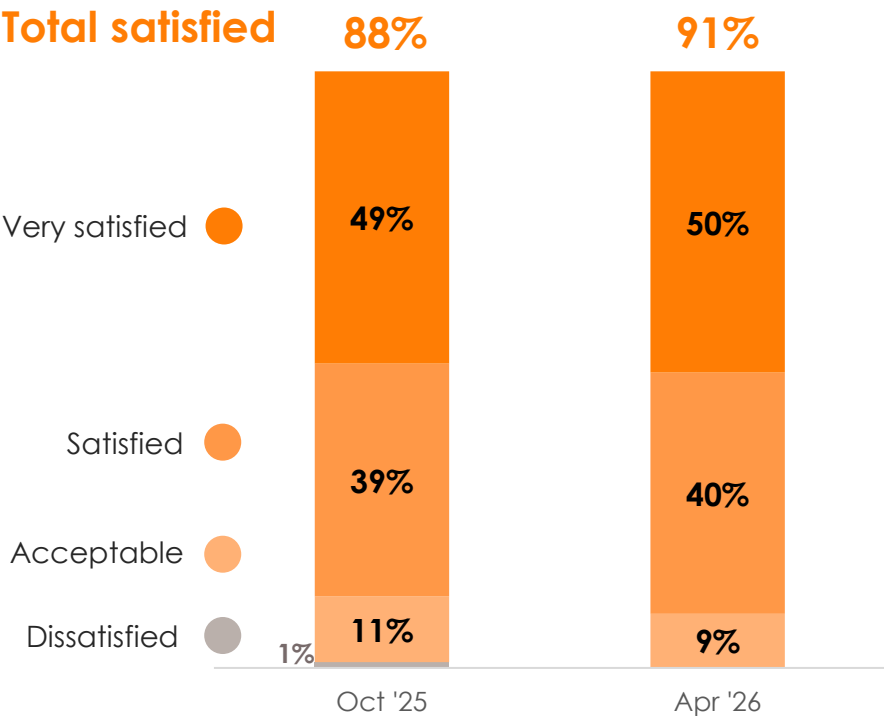
	Oct '25	Apr '26
Seeing friends and family	47%	50%
The food	39%	37%
The landscapes and scenery	28%	30%
The accommodation	28%	26%
The ease of getting around	23%	26%
The single day walks	19%	19%
The alcoholic drinks (wine and beer)	14%	15%
The customer service	9%	9%
Museums and galleries	9%	8%
Māori culture	8%	8%
Events such as festivals and concerts	6%	7%
The sporting events	6%	5%
Cycling and mountain biking	4%	4%
The multi-day hiking and tramping trails	4%	3%
Skiing and snowboarding	3%	1% ▼
Something else	6%	7%
None of these	5%	3% ▼

Source: DVS_NSAT1. What did you like most about your trip?
Base: Overnight trips (Apr '26 n=1,663).
Note: Question was asked in relation to a randomly selected trip taken in last 6 months. Multiple responses can be selected.

Nine in ten visitors remain satisfied with their recent overnight trip.

Nearly all had their trip expectations met or exceeded, with just 2% experiencing unmet expectations.

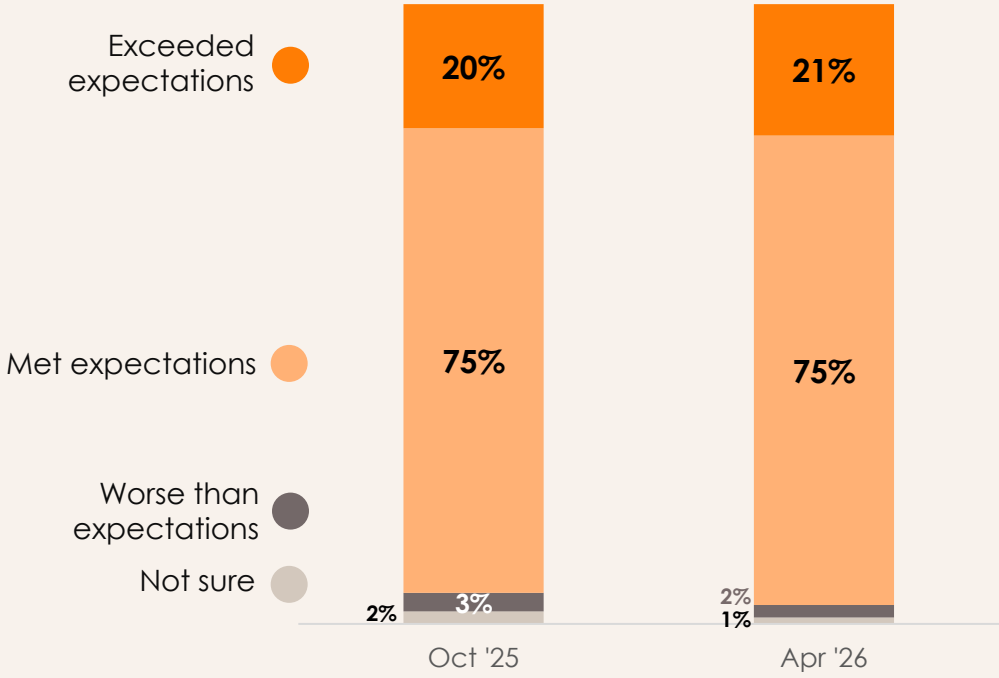
Overall satisfaction with overnight trip



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 (Apr '26 n=1,663, Oct '25 n=1,603)
Note: Only n=6 respondents mentioned they were very dissatisfied, and n=7 were dissatisfied, with their overnight trip

Overnight trip expectations

Oct '25 wave covers April to Oct '25
April '26 wave covers Oct '25 to April '26

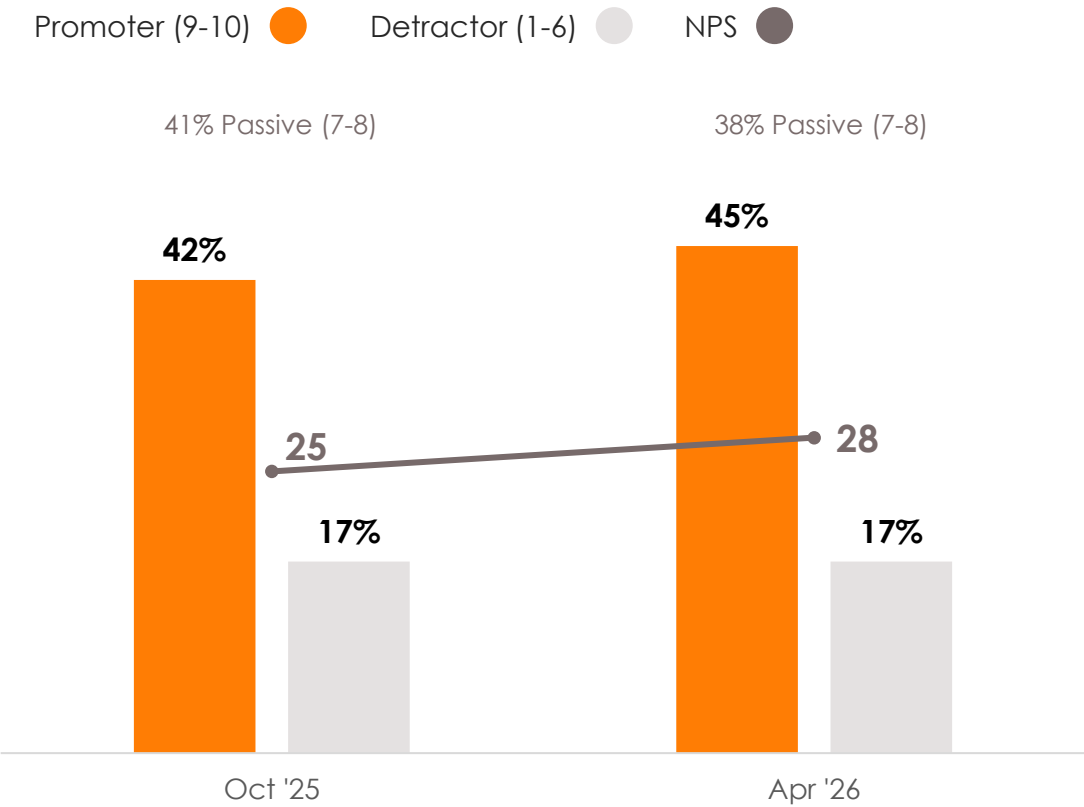


Source: DVS_NSAT4 Did your trip...
Base: All respondents who took an overnight trip in last 6 months (Apr '26 n=1,663, Oct '25 n=1,603)

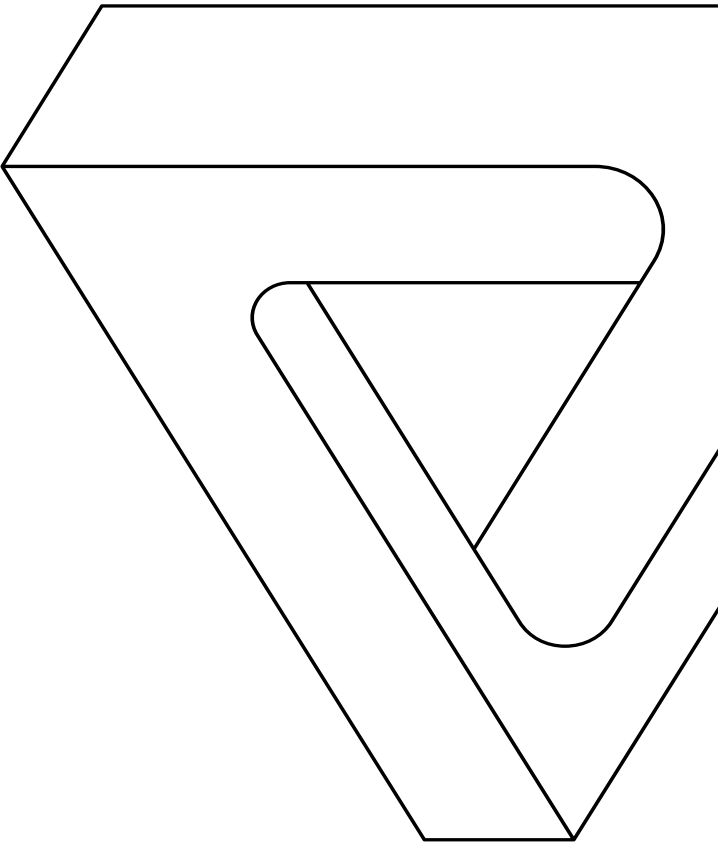
The Net Promoter Score (NPS) continues to indicate a moderately positive level of advocacy with more visitors likely to recommend their destination than not.

Of note, many visitors still fall into the Passive category, with no change to the Detractor group.

NPS – overnight trips



Oct '25 wave covers April to Oct '25
April '26 wave covers Oct '25 to April '26



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 (Apr '26 n=1,530, Oct' 25 n=1,488)
Note: Base excludes 6% who said "does not apply" from each wave.

The longer trip durations in the last season can be seen in higher average trip costs, especially accommodation, food and drinks, entertainment and shopping.

The reader is reminded that most of the last 6 month recall period was before the fuel crisis began.

Cost of overnight trip	Average \$ Oct '25	Average \$ Apr '26
Domestic flights	\$109.3	\$102.7
Petrol or electric car charging	\$83.2	\$93.4
Car rental and/or campervan rental – including insurance but excluding petrol	\$32.8	\$35.3
Transport fares (including trains, ferries, transfers, taxis, public transport, etc.)	\$26.3	\$32.2
Accommodation	\$206.5	\$247.7 ▲
Food and drinks bought at cafes, restaurants, bars, or at accommodation	\$134.6	\$134.2
Food and drinks bought from supermarkets, stores, etc.	\$64.4	\$75.5 ▲
Entertainment or activities such as attractions, tours, cruises, sports events, museums, gambling/casinos, etc.	\$60.4	\$74.4 ▲
Shopping including gifts, souvenirs, and clothing	\$57.8	\$70.4 ▲
Any other costs during your trip	\$26.6	\$39.7

Oct '25 wave covers April to Oct '25
April '26 wave covers Oct '25 to April '26

▲\$905.50

...is the average total cost of overnight trips taken from October 2025 to April 2026.

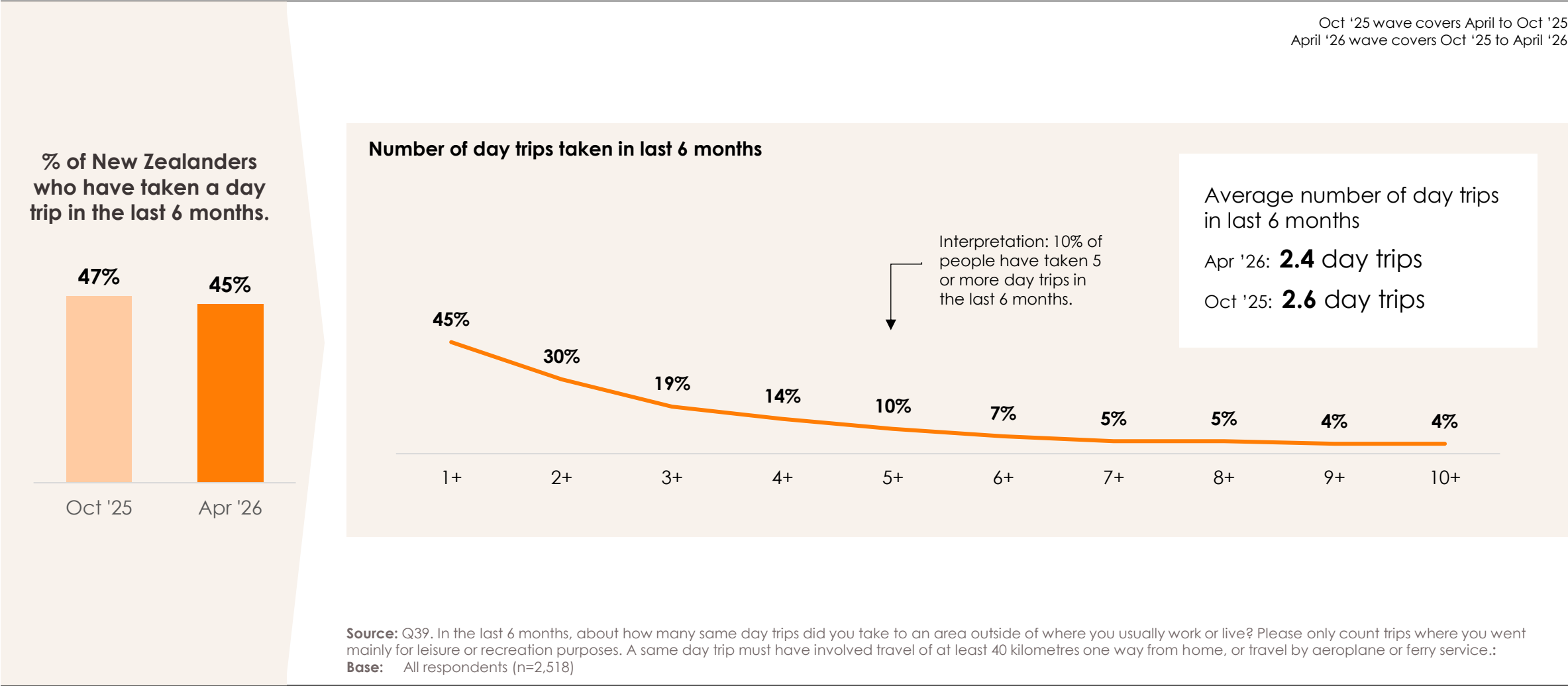
\$802 Oct '25

Source: Q47. Please enter how much each part of your trip cost in the 'Amount' box below.
Database variable: DVS_SPD12_Weighted
Base: All respondents who took an overnight trip in last 6 months

Past season domestic travel behaviours and experiences – day trips



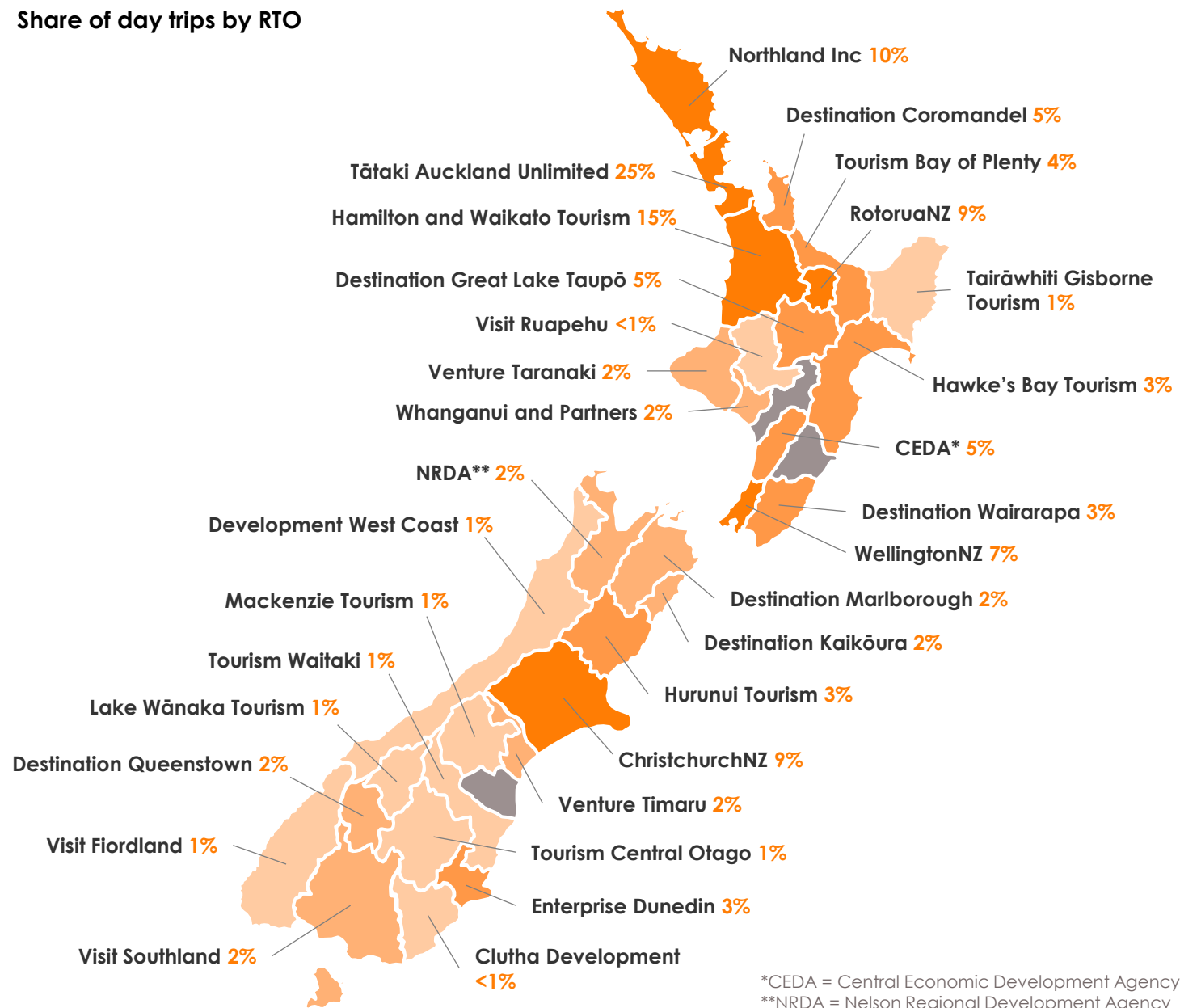
Seasonal variations are less evident with day trips – a little under half of New Zealanders took a day trip in the last six months.



One in four day trips were to Tātaki Auckland Unlimited.

The next most popular locations were Northland Inc, Hamilton and Waikato Tourism, RotoruaNZ, and ChristchurchNZ.

Share of day trips by RTO



*CEDA = Central Economic Development Agency
**NRDA = Nelson Regional Development Agency

Source: Q40. Respondents were asked to select the places they visited on their last day trip. **Database variable:** Q40list_rto
Base: Respondents who have been on a day trip in the last 6 months (n=1,179). 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.

Day trip motivations are largely unaffected by season – they still centred on spending time with friends and family for half of day trippers, while a range of other motivations also played a meaningful role.

Main reasons for taking day trip in the last 6 months

Oct '25 wave covers April to Oct '25
April '26 wave covers Oct '25 to April '26

	Oct '25	Apr '26
NETT Social and family connections	49%	48%
To visit friends/family	29%	28%
To bond with people you're travelling with	18%	20%
To attend a family/friend occasion	12%	9%
NETT Nature and outdoor activities	23%	25%
To enjoy natural attractions (incl. great scenery/wildlife)	16%	15%
To actively explore the outdoors/natural environment	14%	15%
NETT Events and regular visits	23%	24%
It's somewhere I go often	16%	16%
To attend or participate in special events*	9%	10%

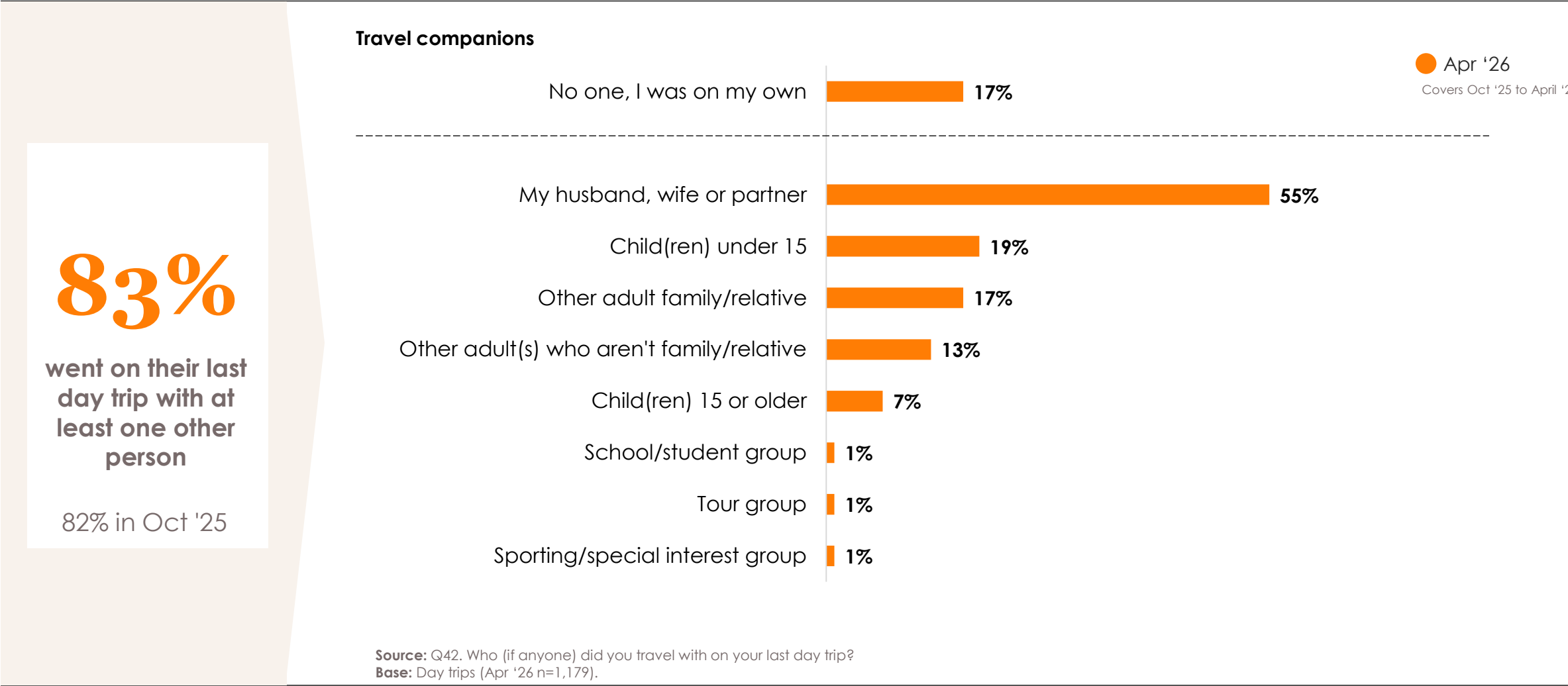
	Oct '25	Apr '26
NETT Shopping/food/indulgence	23%	23%
To go shopping/enjoy shopping experiences	15%	14%
To enjoy an indulgent getaway (e.g. food and wine)	9%	10%
NETT Learning and discovery	21%	20%
To experience a new place	11%	10%
To visit unique/popular visitor attractions	9%	10%
To discover or learn about history/heritage	5%	5%
To relax/unwind by resting/doing light activities	20%	21%
Other	7%	6%

Source: Q41a. What are the main reasons you went on your last day trip?
Base: Day trips (Apr '26 n=1,179, Oct '25 n=1,207).

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

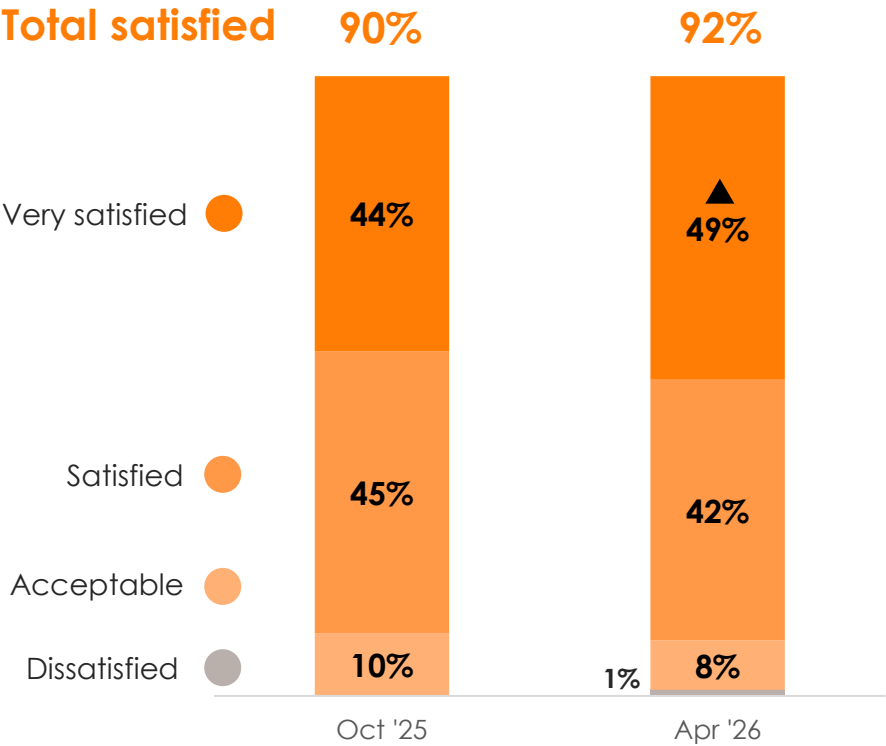
*Examples were given in the survey questionnaire.

Fewer than one in five day trippers went solo. Over half went with a partner, and one in five with children under 15.



Strength of satisfaction with daytrips increased since the winter season (and surrounding months). The vast majority of day trippers continued to have their expectations met or exceeded.

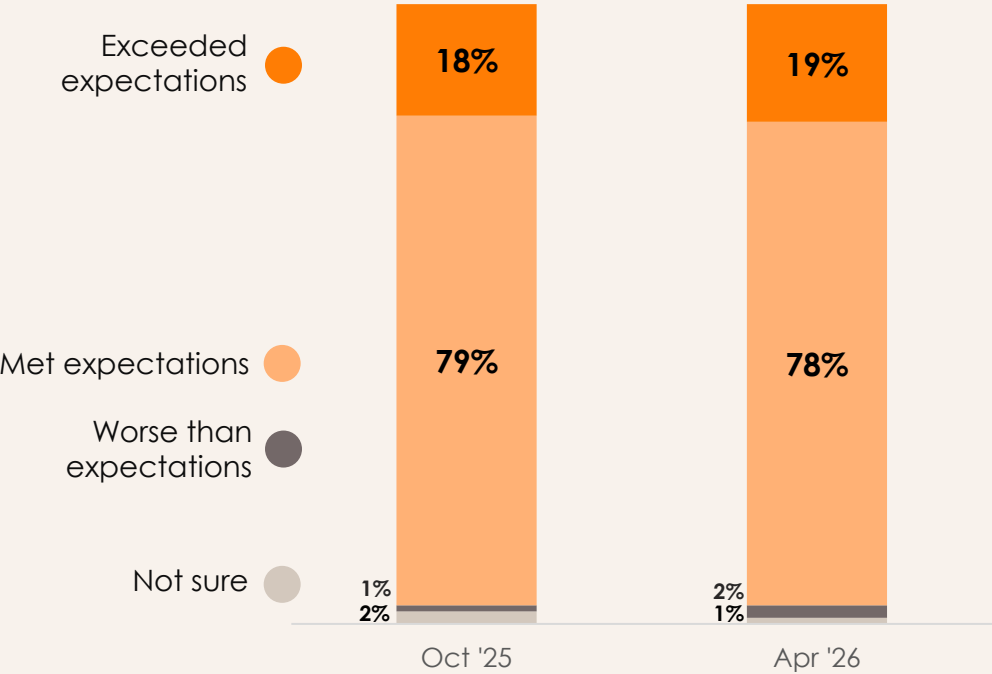
Overall satisfaction with day trip



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 (Apr '26 n=1,179, Oct '25 n=1,207)
Note: Only n=1 mentioned they were very dissatisfied, and n=6 were dissatisfied with their trip.

Day trip expectations

Oct '25 wave covers April to Oct '25
April '26 wave covers Oct '25 to April '26

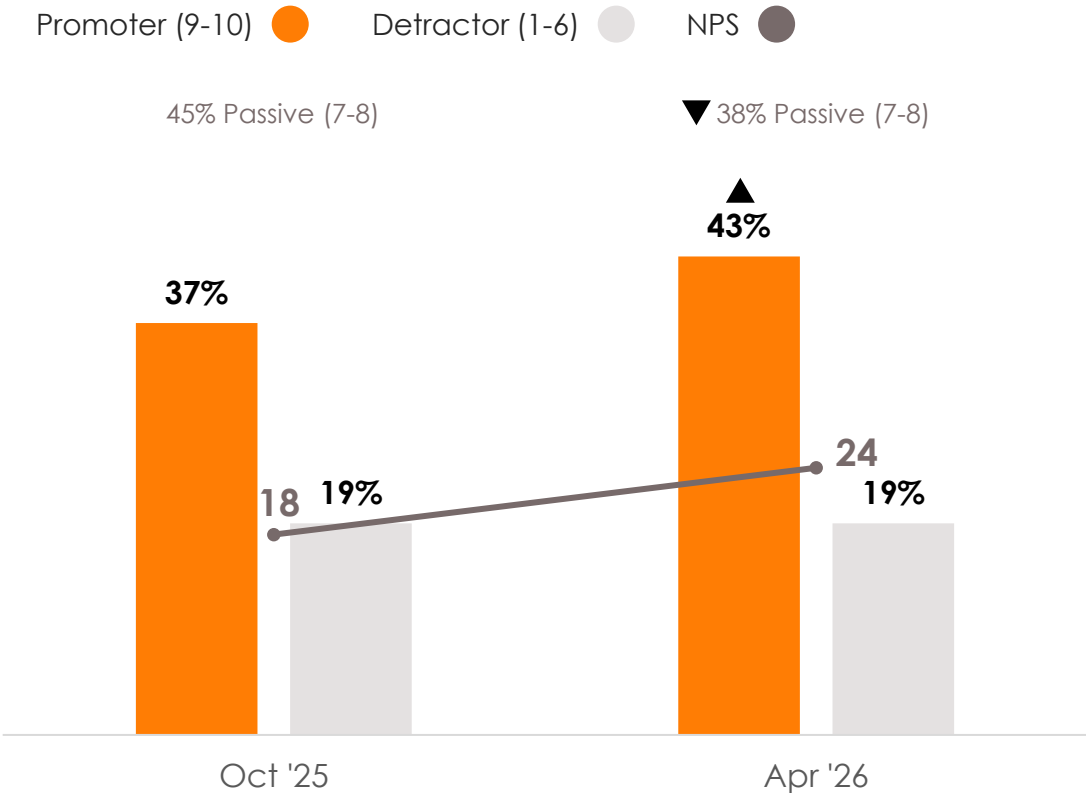


Source: Q43b. Did your last trip...
Base: All respondents who took a day trip in last 6 months (Apr '26 n=1,179, Oct '25 n=1,207)

Higher trip satisfaction with day trips can also be seen in more Promoters this season. Future waves will confirm whether this is a seasonal pattern.

The Net Promoter (NPS) score for day trips remains lower than for overnight trips.

NPS – day trips



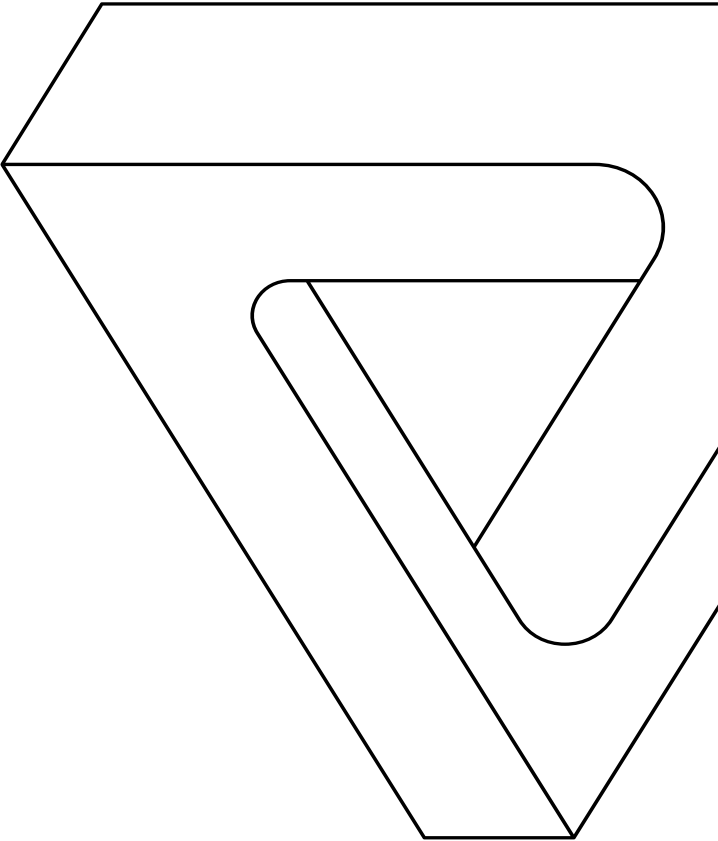
Source: Q43c. How likely is it you would recommend where you went on your overnight trip to your family or friends?

Database variable:

Base: All respondents who took a day trip in last 6 months (Apr '26 n=1,094, Oct '25 n=1,125)

Note: Base excludes 3% who said "Does not apply" from Apr '26 and 7% from Oct '25.

Oct '25 wave covers April to Oct '25
April '26 wave covers Oct '25 to April '26



The average total cost of a day trip increased to \$285, mostly driven by increases in costs of eating out, entertainment, and activities.

The reader is reminded that most of the last 6 month recall period was before the fuel crisis began.

Cost of day trip	Average \$ Oct '25	Average \$ Apr '26
Domestic flights	\$18.3	\$22.4
Petrol or electric car charging	\$50.4	\$55.2
Car rental and/or campervan rental – including insurance but excluding petrol	\$10.6	\$10.8
Transport fares (including trains, ferries, transfers, taxis, public transport, etc.)	\$9.6	\$12.5
Food and drinks bought at cafes, restaurants, bars, or at accommodation	\$53.5	\$62.0 ▲
Food and drinks bought from supermarkets, stores, etc.	\$25.7	\$30.6
Entertainment or activities such as attractions, tours, cruises, sports events, museums, gambling/casinos, etc.	\$25.5	\$39.8 ▲
Shopping including gifts, souvenirs, and clothing	\$32.9	\$41.2
Any other costs during your trip	\$8.4	\$10.3

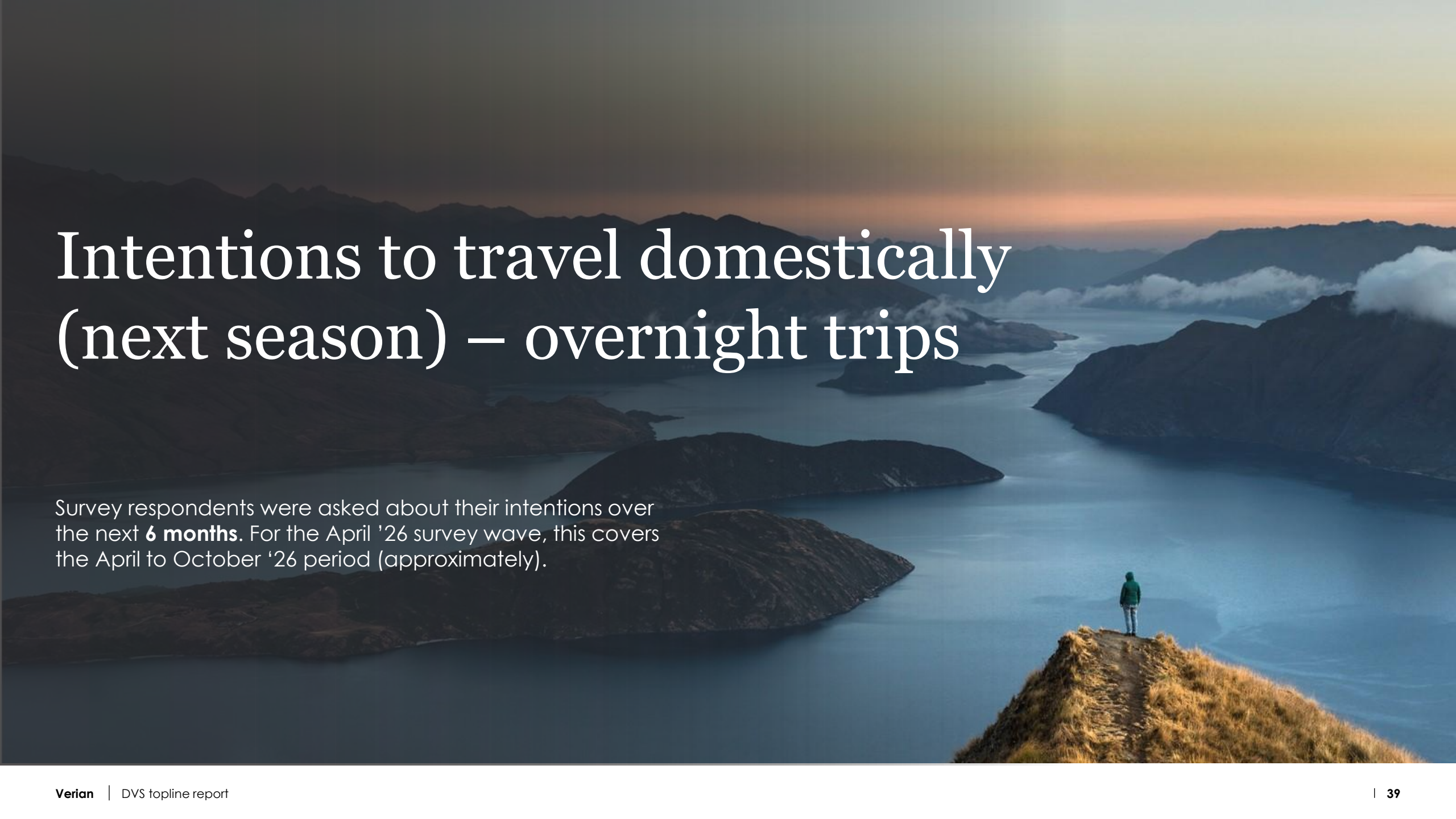
Oct '25 wave covers April to Oct '25
April '26 wave covers Oct '25 to April '26

▲ \$284.90

...is the average total cost of day trips taken from October 2025 to April 2026.

\$234.90 Oct '25

Source: Q47. Please enter how much each part of your trip cost in the 'Amount' box below.
Database variable: Q47_2_weighted
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 large body of water surrounded by mountains under a sunset sky. The scene is serene and expansive.

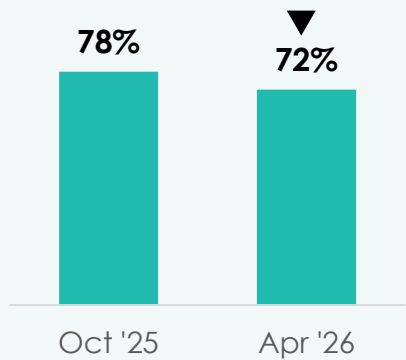
Intentions to travel domestically (next season) – overnight trips

Survey respondents were asked about their intentions over the next **6 months**. For the April '26 survey wave, this covers the April to October '26 period (approximately).

Fewer New Zealanders are planning an overnight trip in the next six months.

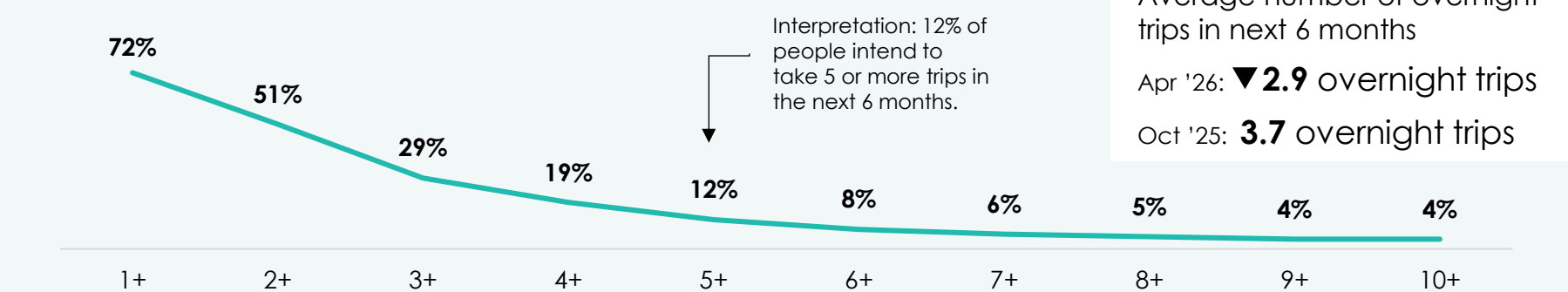
The average expected number of nights has dropped to just under three nights, possibly due to the winter months and rising costs.

% of New Zealanders who plan to travel overnight domestically in the next 6 months.



Source: Q1a.
Base: All respondents (Apr '26 n=2,518, Oct '25 n=2,581)

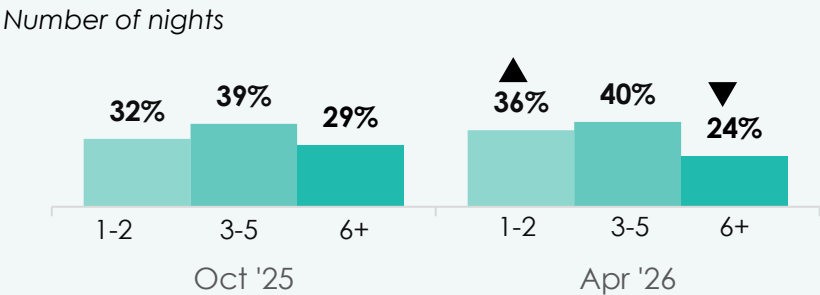
Number of overnight trips in next 6 months



Source: Q1a. In the next 6 months, how many overnight trips do you think you are likely take in New Zealand for holiday or leisure reasons?
Base: All respondents, (Apr '26 n=2,518, Oct '25 n=2,581).

Average number of overnight trips in next 6 months
Apr '26: ▼2.9 overnight trips
Oct '25: 3.7 overnight trips

Duration of overnight trips in next 6 months



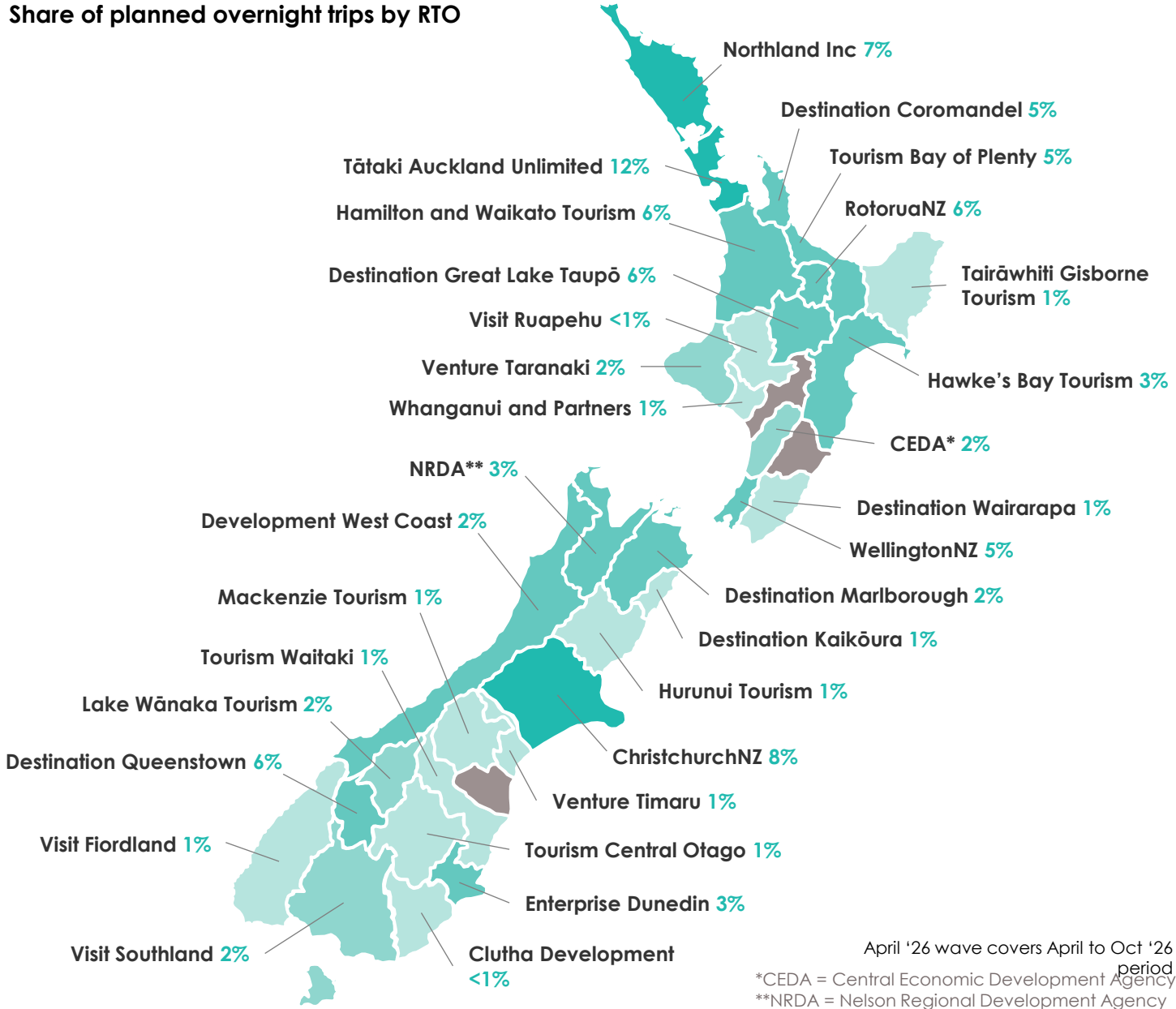
Source: Q2b. Please enter the approximate number of nights you'll likely spend in each region
Database variable: Q2bsum_rto
Base: Total number of nights, excluding those unsure of the duration of their trip (Apr '26 n=2,477, Oct '25 n=2,800)
Note: Question was asked in relation to the next two trips they are likely to take in the next 6 months.

Oct '25 wave covers Oct '25 to April '26 period
April '26 wave covers April to Oct '26 period

Tātaki Auckland Unlimited, Christchurch NZ, and Northland Inc continue to be the most popular destinations for planned overnight trips.

Hamilton and Waikato, RotoruaNZ, and Destination Great Lake Taupō are also popular destinations.

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. Database variable: Q2bsum_rto

Base: Total number of nights (Apr '26 n=2,489)

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

Regardless of season, most overnight trips are planned to spend time with family/friends.

Main reasons for considering overnight trip in next 6 months

Oct '25 wave covers Oct '25 to April '26 period
April '26 wave covers April to Oct '26 period

	Oct '25	Apr '26
NETT Social and family connections	62%	61%
To visit friends/family	39%	41%
To bond with people you're travelling with	27%	23% ▼
To attend a family/friend occasion	14%	12%
NETT Nature and outdoor activities	29%	27%
To enjoy natural attractions (incl. great scenery/wildlife)	22%	20%
To actively explore the outdoors/natural environment	17%	15%
NETT Events and regular visits	25%	27%
It's somewhere I go often	16%	18%
To attend or participate in special events*	10%	11%

	Oct '25	Apr '26
NETT Learning and discovery	27%	25%
To experience a new place	17%	15%
To visit unique/popular visitor attractions	12%	12%
To discover or learn about history/heritage	6%	7%
NETT Shopping/food/indulgence	16%	19%▲
To enjoy an indulgent getaway (e.g. food and wine)	12%	13%
To go shopping/enjoy shopping experiences	5%	8% ▲
To relax/unwind by resting/doing light activities	35%	32%
Other	4%	4%

Source: Q3b. What are the main reasons you are considering this overnight trip?
Base: Overnight trips (Apr '26 n=1,796, Oct '25 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.

There is no strong seasonal skew in planned overnight trips across autumn, winter and spring. Note, most of the survey fieldwork occurred after Easter.

Timing of planned overnight trips in next 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	6%
Around Matariki	4%
Term 2 holidays	9%
Other June	7%
Other July	5%
Other August	5%

● Apr '26
April '26 covers April to Oct '26 period

Autumn

Other March	0%
Term 1 holidays	3%
Around Easter	7%
Around ANZAC day	9%
Other April	5%
Other May	9%

Spring

Term 3 holidays	5%
Around Labour day	5%
Other September	5%
Other October	6%
Other November	0%

Source: Q3a. Around which period or holiday will this overnight trip take place?
Base: Overnight trips (Apr '26 n=1,796)
Note: This question was asked in relation to the next trip they are likely to take in the next 6 months.

10% of respondents were unsure.
1% stated their trip was around a regional anniversary weekend in the last 6 months.

Cost is now the largest perceived barrier to taking an overnight trip.

Half of respondents think it would be too expensive, and two in five feel there are time or scheduling constraints that could impact their ability to go.

Expected barriers to overnight trips

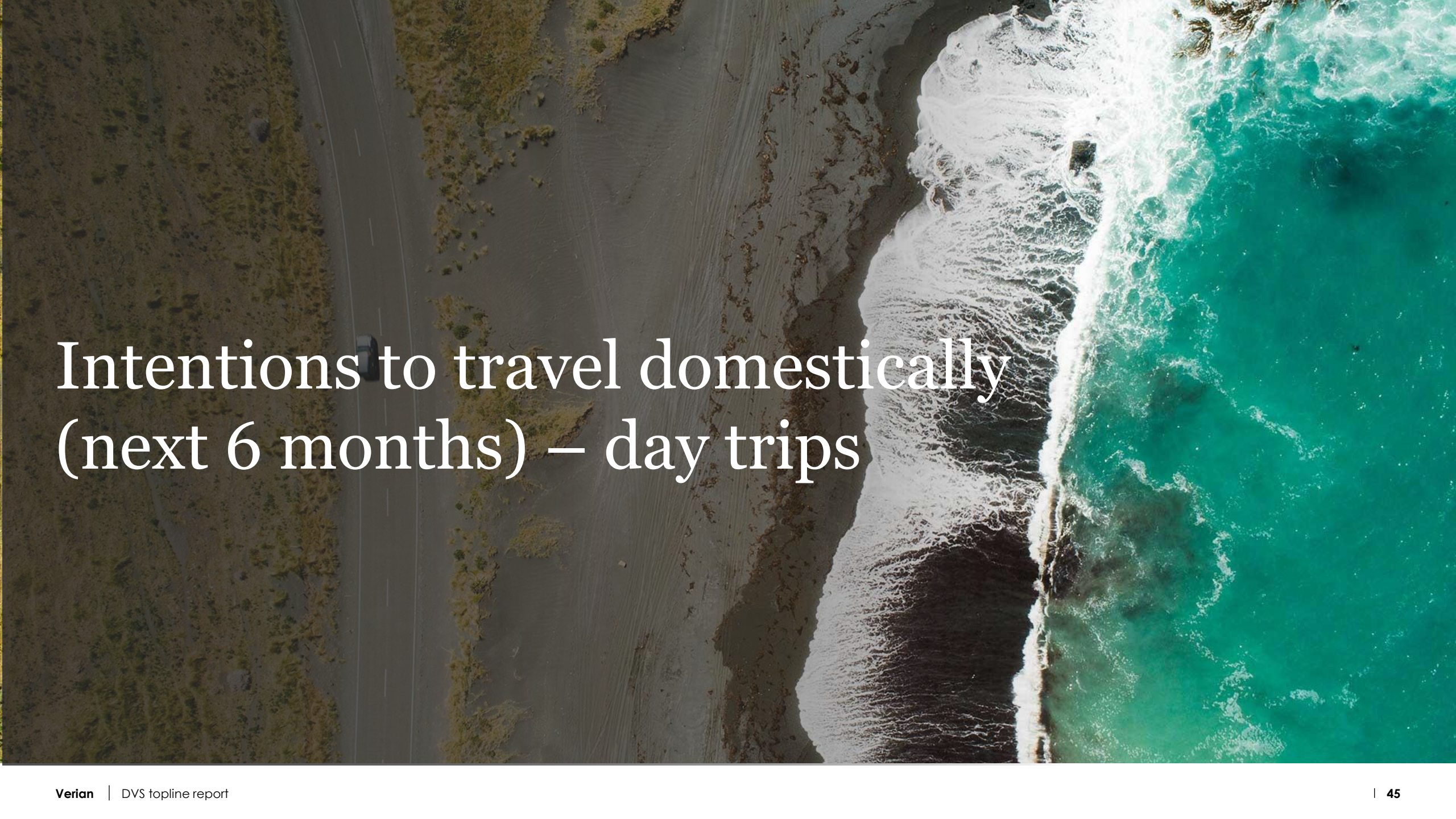
Oct '25 wave covers Oct '25 to April '26 period
April '26 wave covers April to Oct '26 period

	Oct '25	Apr '26
NETT Financial barriers	37%	48% ▲
Too expensive to travel anywhere	32%	44% ▲
Preferred destination too expensive	12%	11%
NETT Time/scheduling constraints	40%	38%
Home/work/study commitments	15%	15%
Care responsibilities (children, family, pets)	14%	13%
Not enough annual leave or time off	13%	11%
It's hard to find a time when everyone's free	9%	8%
Travel time	6%	8%
NETT Destination attractiveness/suitability	28%	27%
Weather	25%	25%
Preferred destinations are too busy/crowded	7%	4% ▼

	Oct '25	Apr '26
Injury/illness/poor health/might get sick	24%	19% ▼
NETT Transport issues	10%	9%
Lack of transport	6%	6%
Traffic congestion	6%	4% ▼
NETT Alternative/recent travel	9%	10%
Been on trips recently	5%	6%
Prefer or already planned overseas trip	5%	5%
Mobility/disability concerns	6%	5%
Lack of good accommodation options	9%	6% ▼
No one to go with	7%	6%
None of the above	16%	14% ▼

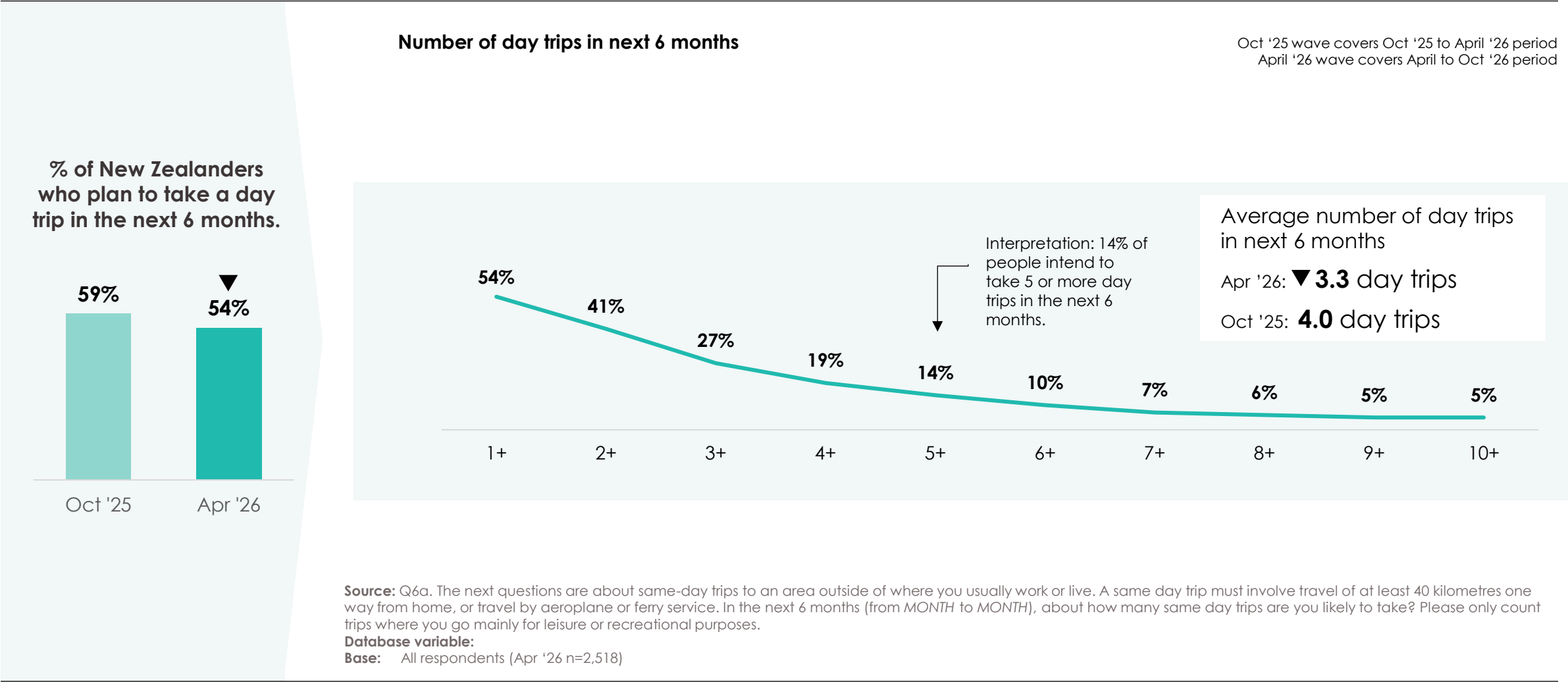
19% cite **injury, illness or poor health** as a potential barrier to an overnight trip. Further analysis shows that this reflects both those planning a trip, who identified it as a possible future barrier **(23%)**, and those not currently planning a trip, who cited it as a reason for being unlikely to take an overnight trip **(10%)**.

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=2,518)

An aerial photograph of a coastal landscape. On the left, a dark asphalt road with white lane markings 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 surf 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 serif font on the left side of the image.

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

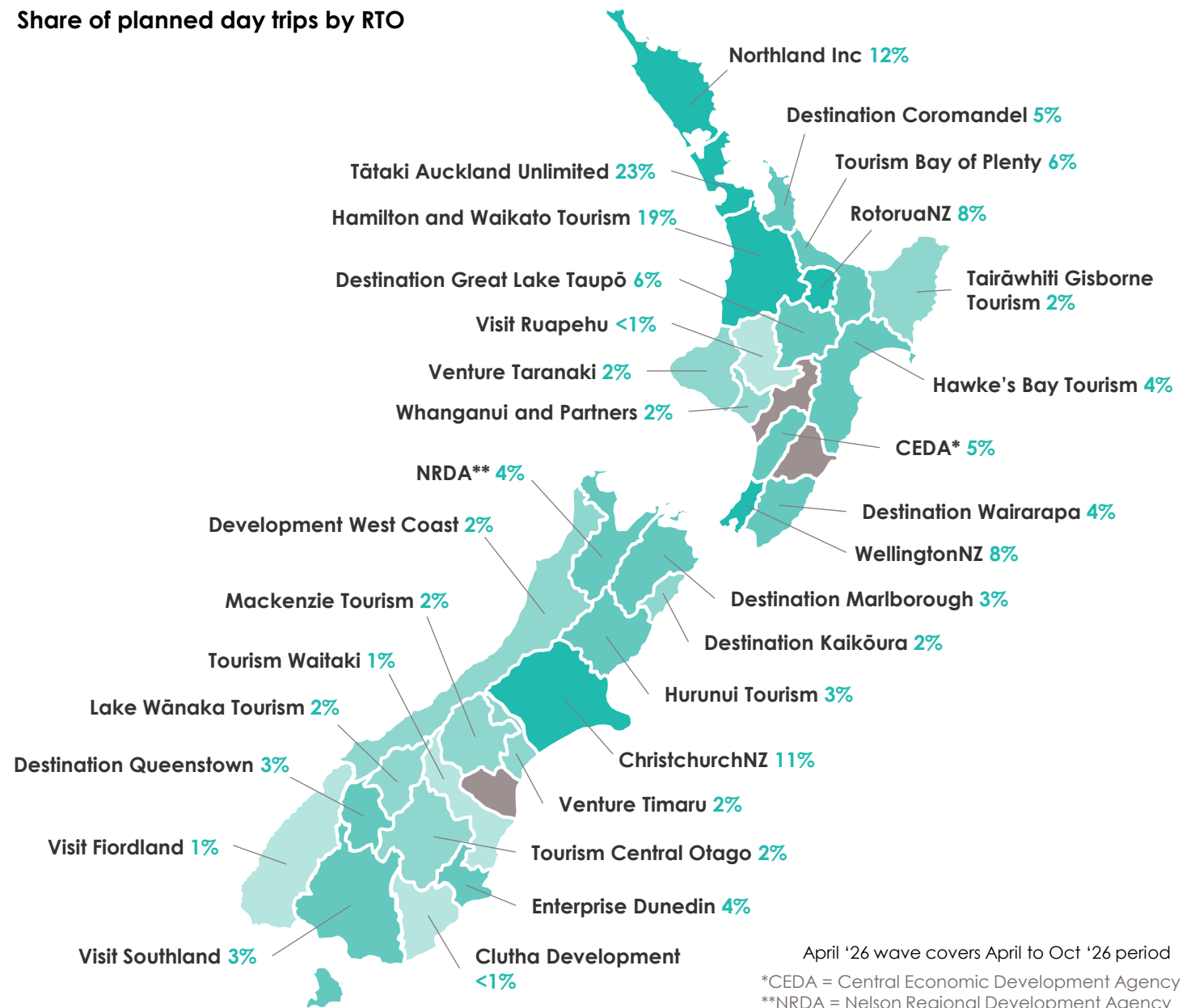
Similar to planned overnight trips, fewer people are planning to take a day trip over the coming winter season (and surrounding months).



Planned day trips over the coming winter (and seasonal months) continue to be more influenced by where people live, reflecting the closer-to-home nature of day trips.

As we saw in the last survey wave, 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 (Apr '26 n=1,112). Percentages exclude of respondents who were unsure of where they would travel to. **Database variable:** Q7list_rto

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

Motivations to take a day trip are diverse. The desire for social connection remains strong. The emphasis on nature and the outdoors, and shopping has softened a little.

Main reasons for considering day trip in next 6 months

Oct '25 wave covers Oct '25 to April '26 period
April '26 wave covers April to Oct '26 period

	Oct '25	Apr '26
NETT Social and family connections	50%	51%
To visit friends/family	30%	31%
To bond with people you're travelling with	23%	21%
To attend a family/friend occasion	12%	12%
NETT Nature and outdoor activities	35%	29% ▼
To enjoy natural attractions (incl. great scenery/wildlife)	24%	20% ▼
To actively explore the outdoors/natural environment	22%	19%
NETT Events and regular visits	27%	27%
It's somewhere I go often	18%	17%
To attend or participate in special events*	11%	12%

	Oct '25	Apr '26
NETT Learning and discovery	29%	26%
To experience a new place	17%	15%
To visit unique/popular visitor attractions	15%	13%
To discover or learn about history/heritage	8%	6%
NETT Shopping/food/indulgence	26%	23%
To enjoy an indulgent getaway (e.g. food and wine)	13%	13%
To go shopping/enjoy shopping experiences	16%	12% ▼
To relax/unwind by resting/doing light activities	30%	28%
Other	4%	4%

Source: Q8. What are the main reasons you are considering this day trip?
Base: Day trips (Apr '26 n=1,368, Oct '25 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.

Financial strain is now the leading expected barrier to future day trips.

This is followed by time and scheduling constraints, which have softened since the October measure.

Expected barriers to day trips

Oct '25 wave covers Oct '25 to April '26 period
April '26 wave covers April to Oct '26 period

	Oct '25	Apr '26
NETT Financial barriers	28%	43% ▲
Too expensive to travel anywhere	24%	41% ▲
Preferred destination too expensive	7%	8%
NETT Time/scheduling constraints	44%	37% ▼
Home/work/study commitments	16%	14%
Care responsibilities (children, family, pets)	13%	10% ▼
Travel time	12%	10%
It's hard to find a time when everyone's free	12%	9% ▼
Not enough annual leave or time off	10%	8%
NETT Destination attractiveness/suitability	35%	31% ▼
Weather	33%	29% ▼
Preferred destinations are too busy/crowded	6%	5%

	Oct '25	Apr '26
Injury/illness/poor health	21%	17% ▼
NETT Transport issues	13%	13%
Traffic congestion	8%	7%
Lack of transport	6%	7%
NETT Alternative/recent travel	9%	9%
Been on trips recently	6%	6%
Prefer or already planned overseas trip	4%	5%
Mobility/disability concerns	7%	5%
No one to go with	9%	7% ▼
None of the above	15%	13%

17% cite injury, illness, or poor health as a potential barrier to a day trip. Further analysis shows that this reflects both those planning a trip, who identified it as a possible future barrier **(22%)**, and those not currently planning a day trip, who cited it as a reason for being unlikely to take a day trip **(10%)**.

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 (Apr '26 n=2,518, Oct '25 n=2,581)



Decision making

Digital platforms remain the key source of information for trip planning.

Somewhat fewer people are using in-person resources and traditional or offline media, highlighting how influential online information is in planning their trips.

Sources of information

Oct '25 wave covers Oct '25 to April '26 period
April '26 wave covers April to Oct '26 period

	Oct '25	Apr '26
NETT Online	72%	72%
Website about destination	38%	32% ▼
Weather forecast services	30%	30%
Other websites	33%	28% ▼
Google maps or GPS route-mapping software	29%	28%
Social media	17%	18%
AI Tools	10%	10%
Other online sources	8%	8%
Other smartphone apps	4%	5%

	Oct '25	Apr '26
NETT In-person or human sources (expert or peer advice)	47%	43% ▼
Friends/family	37%	35%
Visitor/information centres	12%	8% ▼
Commercial business advice	4%	4%
Club or course	4%	3%
NETT Traditional/offline media	12%	9% ▼
TV/Radio/Magazines/Booklets	6%	6%
Brochures	7%	4% ▼
Other	2%	1%
Nothing	13%	14%
Don't know	2%	3%

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 (Apr '26 n=2,026, Oct '25 n=2,186)