

Friday, 19 October 2018

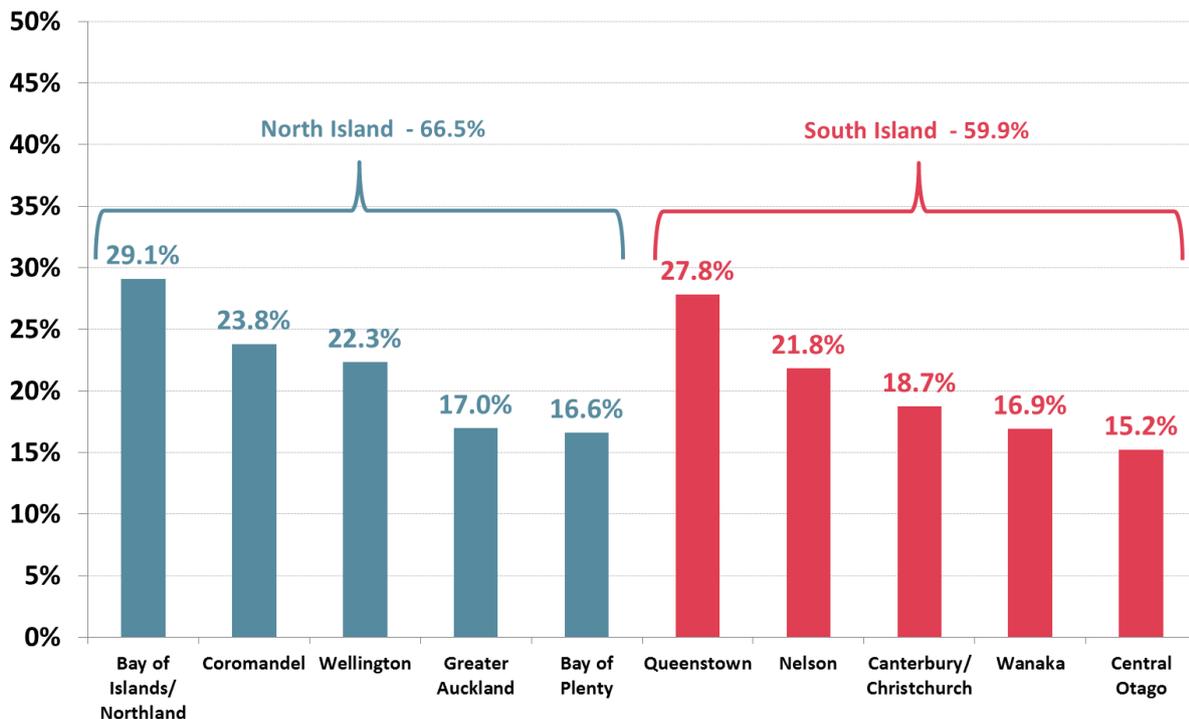
Bay of Islands top NZ holiday destination Kiwis want to visit

New research from Roy Morgan shows that the Bay of Islands/ Northland (29.1%) at the northern end of the North Island and around 200km north of New Zealand's largest city of Auckland is the leading domestic destination New Zealanders would like to visit in the next two years just ahead of South Island holiday town Queenstown (27.8%).

Other popular destinations on the North Island include Coromandel (23.8%), Wellington (22.3%), Greater Auckland (17%) and Bay of Plenty (16.6%) while other popular South Island destinations include Nelson (21.8%), Canterbury/Christchurch (18.7%) and Wanaka (16.9%).

Nearly two-thirds of New Zealanders nominated destinations somewhere on the North Island (66.5%) compared to 59.9% nominating South Island destinations as places to visit over the next two years. Both islands were more popular as destinations to visit over the next two years than either Australia (43.9%) or other overseas destinations (50.2%).

Top 10 domestic destinations New Zealanders would like to visit in the next 2 years

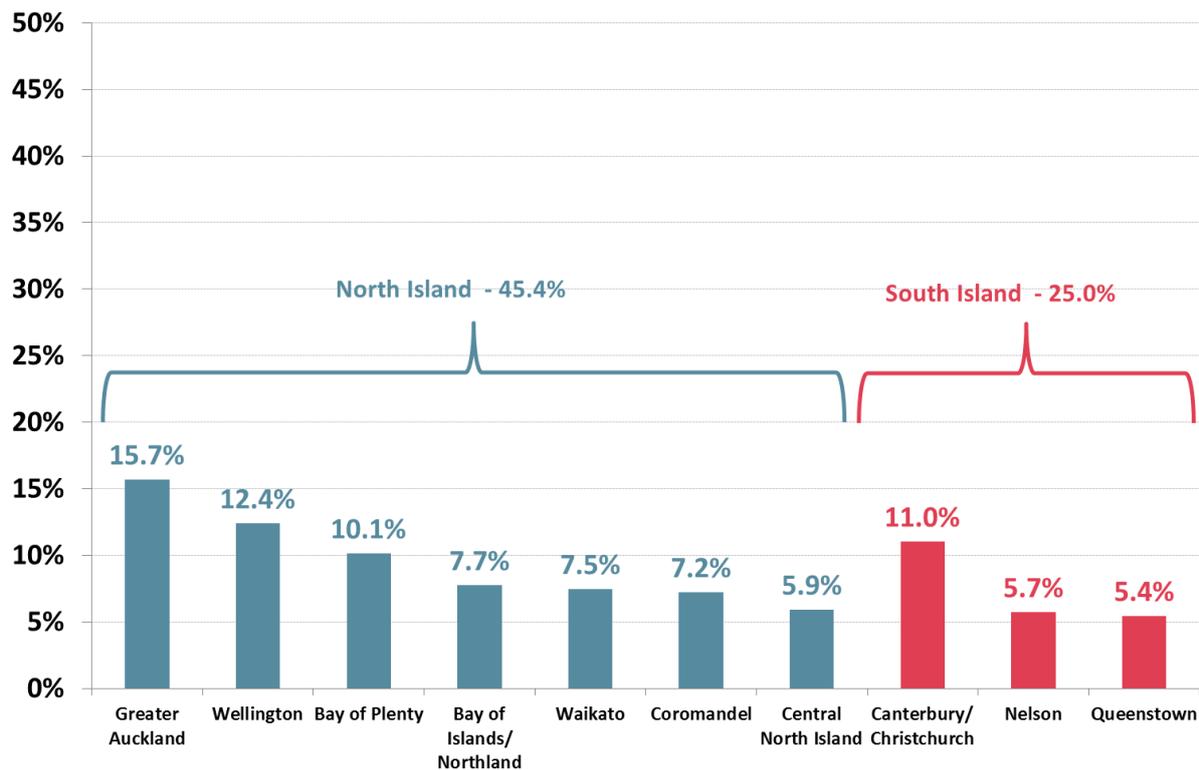


Source: Roy Morgan Single Source (New Zealand), July 2017 – June 2018 (n = 6,422). **Base:** New Zealanders 14+. Places respondents would like to travel for at least one night (nett trip) in the next two years.

However although respondents may have a list of desired holiday destination preferences in mind further research shows where Kiwis actually go is very different.

In the 12 months to June 2018, Greater Auckland was the top holiday destination visited by Kiwis (15.7%), followed by capital city Wellington (12.4%), the South Island's largest city Christchurch/Canterbury (11%), Bay of Plenty (10.1%) with Bay of Islands/Northland the fifth most visited destination on 7.7%.

Top 10 domestic destinations New Zealanders visited on holiday in the last 12 months



Source: Roy Morgan Single Source (New Zealand), July 2017 – June 2018 n=6,422. **Base:** New Zealanders 14+. Places respondents have stayed for at least one night on their last trip in the last 12 months (nett trip).

As with holiday destination preferences, significantly more New Zealanders travel to North Island destinations (45.4%) than South Island destinations (25%) while around 14% of New Zealanders have visited Australia in the last year and 16% have travelled to other overseas destinations.

Michele Levine, CEO, Roy Morgan, says:

“The North Island is the preferred travel destination for Kiwis in 2018 with 66.5% of Kiwis nominating a North Island destination as a place they would like to travel over the next two years marginally ahead of South Island destinations mentioned by 59.9% of New Zealanders.

“Perhaps indicating a preference for warmer weather among some New Zealanders it is the coastal resorts of the Bay of Islands/ Northland, about 200km north of New Zealand’s largest city of Auckland, that is now New Zealand’s most popular domestic destination mentioned by 29.1% of New Zealanders.

“Popular South Island resort town Queenstown is mentioned by 27.8% of respondents and is the leading destination on the more rural and mountainous South Island. Other popular destinations include Coromandel mentioned by 23.8% of respondents and the capital city of Wellington mentioned by 21.8%.

“Although the Bay of Islands is the region New Zealanders want to go, only 7.7% of New Zealanders have travelled to the sub-tropical northern outpost in the last year. New Zealand’s largest city of Greater Auckland is the country’s most visited destination with 15.7% of respondents visiting Auckland in the last year ahead of capital city Wellington on 12.4%.”

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About Roy Morgan

Roy Morgan is the largest independent Australian research company, with offices in each state of Australia, as well as in the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan has over 75 years' experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2