

Media Statement

International Visitors Plan Accommodation Ahead



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Data released today by the Ministry of Tourism shows that accommodation is most commonly booked prior to travel, with nearly two-thirds (64%) of international visitors booking ahead.

The Regional Visitor Monitor (RVM) shows that Australians are more likely than other markets to book at least some accommodation before they arrive in regions. Seventy-five per cent of Australian visitors booked accommodation prior to arrival compared to 60% for all other markets (excluding Australians).

Ministry of Tourism Research Manager, Bruce Bassett, said that the shorter length of stay by Australian visitors was a likely factor in the pre-booking behaviour.

“Because Australians tend to take short breaks in New Zealand, they are more likely to plan their trips in detail. They are also more likely to be travelling for specific events such as weddings, birthdays, and other special occasions and events, where they know exact dates, and want to be sure they have a bed for the night.”

The internet is most frequently used to pre-book accommodation (50%) and one-in-four (24%) travellers still pre-booked through a travel agent. Perhaps surprisingly – Australians were more likely than any other market to pre-book accommodation using a travel agent (29%).

The RVM also found that satisfaction with accommodation was higher if a visitor had pre-booked, with the exception of Asian markets.

“When booking ahead, travellers are likely to have done research, seen photos and perhaps read some reviews of the accommodation they’re booking. Having built up certain expectations they are less likely to be surprised when they arrive. The finding implies that if we encourage travellers to pre-book their accommodation, they will be happier with their visit overall – because accommodation is such a significant aspect of a stay.”

The RVM is a partnership between the Ministry of Tourism, Tourism New Zealand and the Regional Tourism Organisations for Auckland, Rotorua, Wellington, Canterbury, Queenstown and Dunedin.

The RVM Benchmark Report is available from www.tourismresearch.govt.nz/rvm. For further information on the RVM contact Bruce Bassett - telephone (04) 498 7448 or email bruce.bassett@tourism.govt.nz.

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