



Tropical Island Reigns Supreme for Kiwis

TomTom Survey shows New Zealanders want a relaxing, sun-filled holiday this winter

Auckland, 29 June 2012 – As cold weather sets in and people reach for their thermals, TomTom today announced results of a survey showing that Kiwis just want to relax in a tropical paradise this winter.

The independent study found if money was no obstacle then, **most Kiwis dream holiday destination (34%) would be a 'tropical island'**. This lined up with the most sought after location globally in the 21-country study.

If a tropical paradise is out of reach, **holidaying at home is the preferred destination (48%) for nearly half of Kiwis, followed by a visit to Australia (21%)** with **the most unpopular holiday destination being a trek through the mountains**. The Coromandel, Bay of Plenty and Auckland prove to be the hotspot destinations for those holidaying at home.

The primary goal for Kiwis when holidaying is to relax (36%). Sun and beaches (26%) rank as their must-have holiday elements, followed by the pleasure of exploring new cities (20%).

The study also found that **June is the second most popular month for a holiday** – after the great December getaway - as people look to get a break from the cold winter weather.

"Most New Zealanders probably feel like they didn't have a real summer because of the inconsistent weather between December and March this year, so the thought of a tropical holiday would be ideal, especially as weather gets colder," says Valerie Cross, TomTom Public Relations Manager Asia Pacific.

Surprisingly, New Zealanders are the **least nature-loving holiday-makers** in the world with the smallest amount (14%) of respondents saying they go on holiday to enjoy nature. **A Kiwi's favourite part of the holiday appears to be shopping**, with two thirds (66%) of respondents keen to browse the local shops, over options like visiting beaches (58%) and restaurants (54%).

New Zealanders are also some of the easily frustrated when they get lost (22%), nearly twice the global average (13%) and only a close second behind

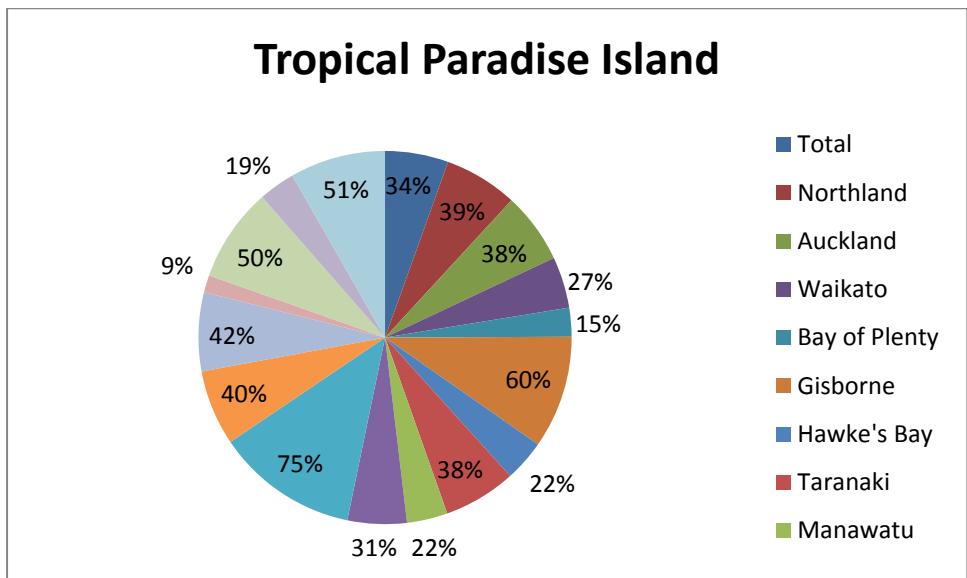
Aussie travellers (24%). *"It's a real Kiwi trait not to ask for help when travelling by car. By having a TomTom unit on board, people can ensure that they get to their destination happy and ready to enjoy their precious holiday, especially if they use our LIVE Services and HD Traffic, which provide traffic updates every two minutes live on your TomTom, "* says Ms Cross.

The average holiday globally and in New Zealand will last between one and two weeks (35%). **Kiwis will also spend between \$400 and \$1,000**, on par with spending in 2011.

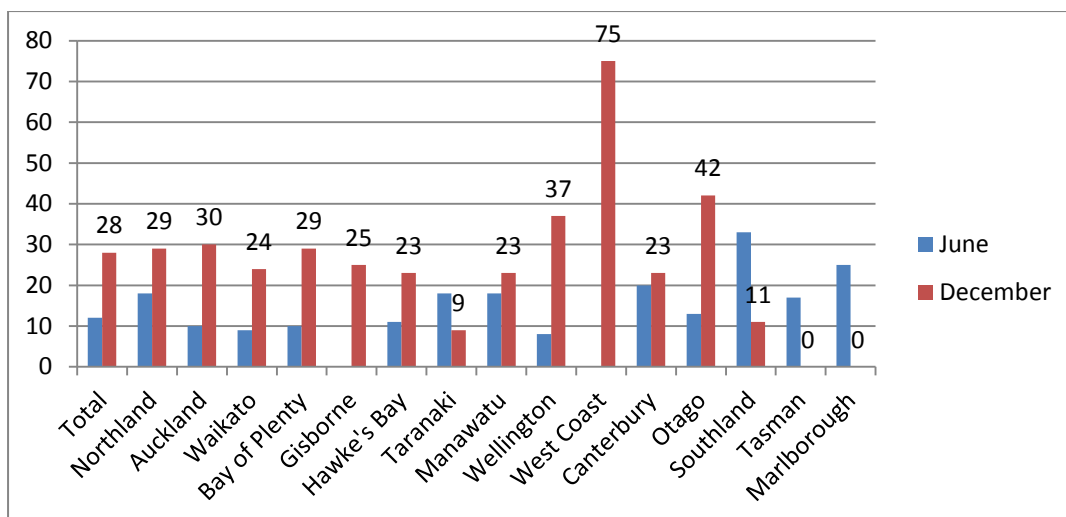
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Breakdown of summer holiday research by region:

Percentage of respondents per region who would like to visit a tropical island if money is no option



When will you start your holiday this year?



Further regional and global statistics are available on request.

Notes for editors

TomTom Summer Holidays Research 2012

The study was conducted by YouGov Plc in partnership with TomTom. The total sample size in New Zealand was 501 adults. Fieldwork was undertaken between 25th April - 3rd May 2012. The survey was carried out online. The figures have been weighted and are representative of all New Zealanders adults (aged 18+).

The research, was conducted in 21 countries: Denmark, Norway, UK, France, Finland, Sweden, US, Germany, Australia, Brazil, Italy, New Zealand, Belgium, Canada, Netherlands, Austria, South Africa, Switzerland, Portugal, Spain and Turkey.

Further information and key contacts

For full information about the Summer Holidays 2012 Research contact

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About TomTom

Founded in 1991, TomTom (AEX:TOM2) is the world's leading supplier of in-car location and navigation products and services focused on providing all drivers with the world's best navigation experience. Headquartered in Amsterdam, TomTom has over 3,500 employees and sells its products in over 40 countries.

Our products include portable navigation devices, in-dash infotainment systems, fleet management solutions, maps and real-time services, including the award winning TomTom HD Traffic.

For the world's most up-to-date route planner, including live traffic information go to www.tomtom.com/livetraffic

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