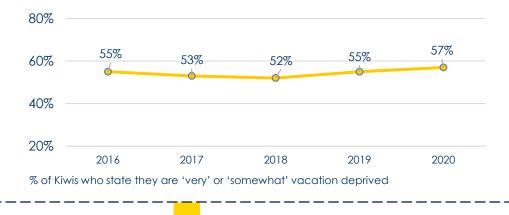
# **Expedia New Zealand Vacation Deprivation Report**

## Vacation Deprivation is on the rise



Kiwis only took **13 days** of annual leave in 2020 Down from the **usual 16 days** taken each year

## How the pandemic changed Kiwis' travel behaviours



### 2021 Holiday Intentions



**18 days** of annual leave planned in 2021**24%** already have booked travel



47% intend on **spending more** on their bucket list holidays than originally planned



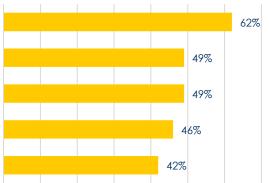
A quarter plan on **taking more holidays** than usual 51% believe their travel **bucket list has grown** since the pandemic

82% of Kiwis value holidays more than ever

#### What makes a holiday valuable

Spending quality time with my family Travel and holidays mean more to me than just a day I am not working Activities that are engaging and enjoyable for all my family members Not having to check work/personal emails or messages

Sightseeing activities and visiting tourist attractions





This study was conducted on behalf of Expedia by Northstar Research Partners, a global strategic research firm. The survey was conducted online from 18 November – 9 December 2020, across North America, Europe, South America and Asia-Pacific using an amalgamated group of best-in-class panels. The study was conducted among 9,200 respondents across 16 countries, including Australia and New Zealand.