

## DVS Release – Key Highlights

*(Domestic Visitor Survey: October 2025 wave)*

Release date: 11 February 2026

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### Overview

This release presents results from the first wave of the Domestic Visitor Survey (DVS) conducted in October 2025. Both overnight trips and day trips are covered.

Top-line results are available on MBIE's Tourism Evidence and Insights Centre (TEIC) <https://teic.mbie.govt.nz/teiccategories/datareleases/dvs/>

Microdata and a data dictionary are also published on MBIE's website.

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### Notes on interpreting results

#### Trip definitions used in the survey questionnaire

**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.

**Multiple responses:** Many of the questions in the survey allow for multiple responses ie, the respondent can choose as many options as applicable from a list of options. This means totals per question may not add up to 100 per cent.

#### Treatment of multiple overnight trips:

**Planned domestic travel (next six months):** For respondents with multiple planned overnight trips, the survey records the total number of planned trips and the destinations and number of nights for the first two trips. Additional detail—such as timing, motivations, accommodation, and expected barriers—is then collected for the first planned trip only.

**Domestic travel in the past six months:** Where respondents have taken multiple overnight trips in the last six months, the survey first captures the total number of overnight trips. Respondents may then list the names of up to five trips. From these, two trips are randomly selected, and for each of those trips the destination and number of nights in each place are collected. More detailed follow-up questions, including spend, are asked about one of the randomly selected trips.

**The data is weighted to produce population-representative estimates:** Survey data were weighted on age by gender, region, and ethnicity to match 2023 Census population characteristics.

**Further details** on data quality are available in the DVS User Guidance on the MBIE webpage.

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## **Key highlights for Domestic Visitor Survey: October 2025 wave**

Key findings from the survey include:

### **Past Season Domestic Travel (Apr–Oct 2025)**

Number of trips

- Overnight: 61% took a trip; median 2 trips, 2 nights.
- Day: 47% took a trip

Key Motivations

- Overnight: Visit family/friends (36%), relax/unwind (22%), bond with travel companions (20%).
- Day: Visit family/friends (29%), relax/unwind (20%), bond with travel companions (18%).

Activities & Experiences (overnight trips only)

- Nature: Beach (32%), natural attractions (19%).
- Outdoor activity: 58% walked/hiked; one-third did no physical activity.
- Culture: 36% visited museum/gallery; 13% Māori cultural sites.

Satisfaction & NPS

- Overnight:
  - Satisfaction: 49% very satisfied, 39% satisfied.
  - Expectations met/exceeded: 95%.
  - Net NPS: 26.
- Day:
  - Satisfaction: 44% very satisfied, 45% satisfied.
  - Expectations met/exceeded: 97%.
  - Net NPS: 18

### **Intentions to Travel (Oct 2025 – Apr 2026)**

Number of trips

- Overnight: 78% expect to travel; median 2 trips.
- Day: 59% expect to travel; median 3 trips.

### Key Motivations

- Overnight: Visit family/friends (39%), relax/unwind (35%), bond with travel companions (27%).
- Day: Visit family/friends (30%), relax/unwind (30%), enjoy natural attractions (24%).

### Barriers to Planned Travel

- Overnight: Too expensive (32%), weather (25%), illness/poor health (24%).
- Day: Weather (33%), too expensive (24%), illness/poor health (21%), commitments (16%).

### Decision-Making for Future Travel

- Destination websites (38%).
  - Friends/family with experience of destination (37%).
  - General internet search/other websites (33%).
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