



Media release

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New Zealanders ready to take off in 2025, but cost holds some back

Travel trends show Kiwis are keen to reconnect and relax, with Aussies showing similar travel desires but different inflight behaviour

AUCKLAND, 1 May 2025 — A new study¹ from Allianz Partners reveals that nearly three-quarters of Kiwis plan to travel overseas in 2025, with Australia topping the list of destinations. But for those staying home (27%), the main reason is clear: it's simply too expensive. Interestingly, non-travellers estimate they need twice the budget of those who are actually travelling – suggesting a misperception about the true cost of travel.

The New Zealand Travel Index 2025 reveals key shifts in Kiwi travel trends, and as one of eight APAC surveys, it allows for direct comparison with our Australian neighbours – uncovering surprising insights into how the two nations plan, travel, and behave in the air.

Key findings – New Zealand:

73% of Kiwis plan to travel overseas in 2025, with most trips lasting around two weeks.

Australia leads the pack: Australians can expect more Kiwi visitors this year, particularly from the 18–29 age group. Asia is also growing in popularity with 30–49-year-olds, while interest in Europe has declined since 2023.

Travel is about connection: Visiting friends and family ranks highest for Kiwi travellers, while non-travellers cite relaxation as their top motivation.

¹ This survey was conducted by Kantar. The sample comprised a nationally representative sample of 500 New Zealanders aged 18 years and older.



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Flight concerns persist: with cancellations, delays, and getting sick topping the list. Younger travellers are more relaxed, but concerns about insufficient funds remain high for women and 18–49-year-olds.

Travel insurance is a must: 84% of Kiwis intending to travel plan to get cover, mostly for peace of mind and unexpected events.

How do Kiwi travellers compare to Australians?

Both Kiwis and Aussies are increasingly considerate on flights, however Kiwis are more relaxed about social etiquette on flights.

Kiwis are more likely than Australians to take off their shoes mid-flight or wake the aisle passenger when they need to get past.

Kiwis are better at sharing when it comes to the armrest with the middle passenger.

However, **Aucklanders** are more likely (than the rest of New Zealand and our Aussie neighbours) to recline their seat to the fullest, for the majority of the flight (27% more likely.)

Insurance uptake is high in both markets, with 82% of Australians also planning to purchase cover, particularly those aged 50+ and with higher incomes.

“It’s fantastic to have three years of consecutive data through the New Zealand Travel Index,” said Kevin Blyth, Managing Director, New Zealand of Allianz Partners. “It allows us to track meaningful trends in how Kiwis are planning and experiencing travel, from budgeting and destinations to behaviour in the skies. These insights help us better support New Zealand travellers with the right products, services, to meet their evolving needs.”

The survey underscores a growing emphasis on practical, well-prepared travel – with Kiwis showing a strong sense of community, a desire to travel together, and a pragmatic approach to budgeting, packing, and planning.

For more local information or advice, please visit: <http://www.allianzpartners.co.nz>

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About Allianz Partners New Zealand

Based in Auckland, specialising locally in providing and managing assistance services, travel insurance, student insurance and pet insurance through our New Zealand and international business partners. Our strength lies in combining the solidarity and trust that comes with being part of an established global organisation with the local expertise of our New Zealand team.

For more local information, please visit: <http://www.allianzpartners.co.nz>

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