



media release

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Survey reveals domestic travellers' top budgeting tactics

Travellers who take domestic flights around New Zealand often buy the cheapest tickets they can find, avoid airport cafe food due to the expense and pack light to avoid extra charges.

New Zealand travellers' tight budgeting tactics have been revealed, as part of Canstar's research into the Most Satisfied Customers of the country's domestic airports.

The survey of 1681 New Zealanders showed 88% had last travelled for personal reasons, and 44% said the "cheapest price" was the main consideration when purchasing a ticket. The second biggest consideration was arrival and departure times, at 27%, while 14% relied on the reputation of the airline.

More than 60% said they would avoid the airport cafe as it was too expensive, while 28% said they didn't have time and 18% said the cafes didn't offer enough choice.

The research showed 80% of travellers had tried, in some way, to avoid baggage charges. Nearly a quarter of travellers admitted to wearing extra layers on the flight to avoid charges, while 13% had thrown things away to come under the limit, and 7% had sent items in the mail to their destination.

The survey also revealed a notable aversion to befriending fellow passengers, with 53% of those surveyed saying they liked to keep to themselves. At 63%, nearly twice as many passengers aged between 18 and 29 want to keep to themselves, compared to those aged over 70, at 35%.

"Our survey has revealed travelling habits that many of us will be familiar with. Kiwis love to travel around our country – and if it's on a small budget, even better. We all know someone who's put on an extra coat to keep under the baggage limit," said Jose George, Canstar New Zealand General Manager.

"It's worth noting, however, Kiwi travellers really do appreciate a quality experience and surroundings at the airport, too."

The biggest drivers of customer satisfaction with domestic airports were waiting areas and facilities. After that, travellers looked for good communication, parking facilities and ease of check-in.

Tauranga Airport, which has recently undergone a significant refurbishment, won Canstar's Most Satisfied Customers award, with 5 stars awarded for waiting areas and communication, and 5 stars overall. The airport received 4 stars in the other categories.

Ray Dumble, Airport Manager, said "Tauranga Airport is delighted to receive the award. Customer satisfaction is at the heart of everything we do, from safety all the way down.

"A lot of emphasis, time and energy was put into creating a top rating overall customer experience when we redeveloped and extended the terminal, recently."

Air New Zealand Head of Tourism & Regional Affairs, Reuben Levermore, says it's fantastic to see Tauranga Airport receive this accolade.

"We're really pleased with the new Tauranga Airport terminal and have been hearing great feedback from our customers, too. The redevelopment was a much-needed project, responding to strong growth in passenger numbers in recent years, and positions the airport and wider Bay of Plenty for growth in the years ahead."

For further details please visit the Canstar NZ site, [here](#).

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