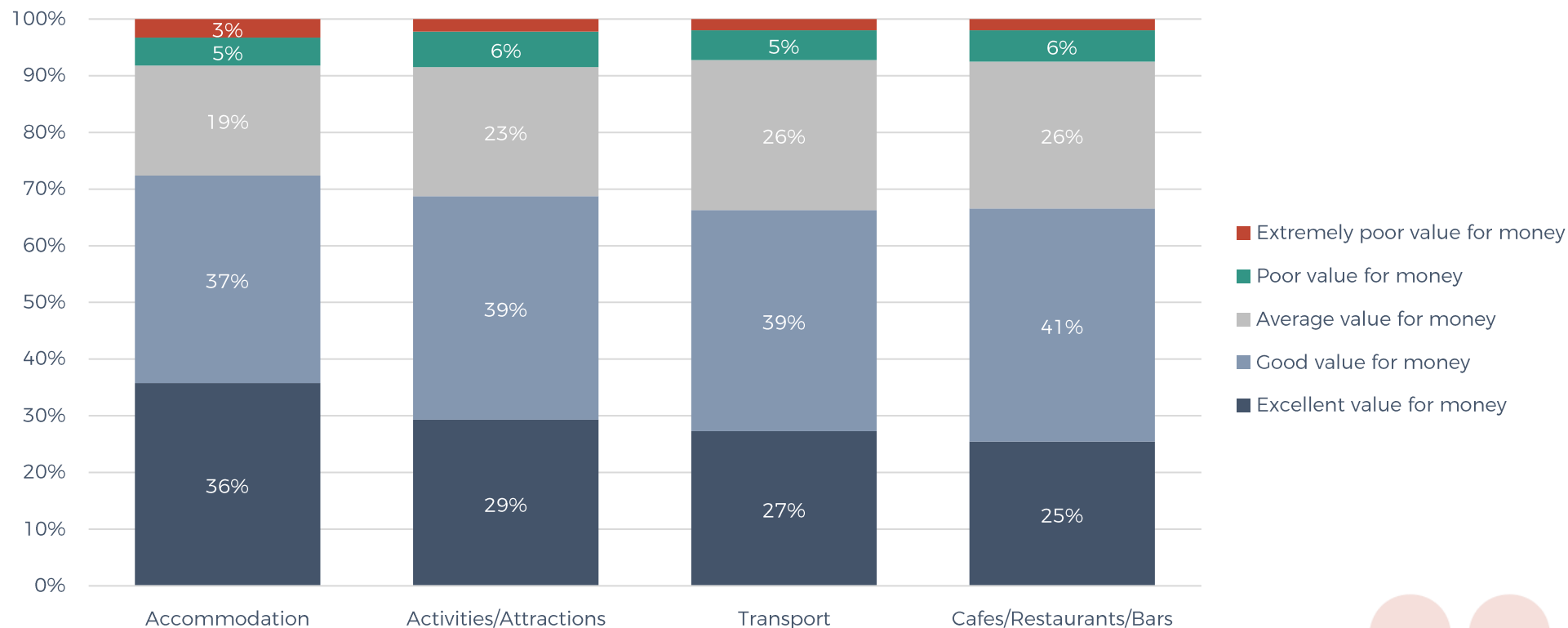


We asked New Zealanders to rate the **value for money** they received on their last domestic leisure trip...



“Far from supporting the view that the industry should further drop its prices for the domestic market, the high proportion of respondents indicating they received ‘excellent’ value for money suggests there could be an argument for struggling operators to increase prices in some cases”.

Source: Angus & Associates' Views on Tourism® research.

For more information, contact 04 499 2212 or visit angusassociates.co.nz/views-on-tourism

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