

Photo Credit: Tourism NZ

The Bachcare Staycation Index



An in-depth guide to the current
staycation sector

bachcare
THE HOLIDAY HOME CO.





Welcome to the annual Bachcare Staycation Index

Our report paints a picture of the trends driving a surge in staycations, the nation’s favourite holiday hotspots in New Zealand and what staycationers look for in a home away from home based on a range of data from 2024.

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Welcome to Bachcare, your trusted partner in holiday home experiences! With over two decades of Kiwi-run and operated excellence, we've been dedicated to curating memorable getaways from the breath-taking Cape Reinga to the southern charm of Bluff. As passionate advocates for the beauty of Aotearoa, we've witnessed the ever-evolving trends in staycations, gaining unique insights into the pulse of New Zealand's holiday scene.



Looking back at 2024, it was a year marked by both challenges and resilience. New Zealand's economy faced pressures from rising inflation and interest rates, affecting consumer confidence and spending. Despite these challenges, the demand for holiday homes remained strong, with many Kiwis continuing to prioritise time away from their busy lives to unwind and explore.

As we move into 2025, the spirit of relaxation continues to thrive across the country. Popular destinations like Queenstown, Te Anau, and Wanaka remain top choices, while beach towns also saw a surge in popularity, offering a perfect escape from daily routines.



Pet-friendly properties continue to be a standout feature, with these properties receiving significantly more bookings than their non-pet-friendly counterparts. Our dynamic pricing model has been a crucial asset, helping owners secure more bookings, optimise their returns, and respond to the changing market conditions effectively. This model ensures that we provide the best possible value for both guests and property owners alike.

Looking ahead to 2025, we remain committed to supporting our owners through tailored solutions that maximise property potential. We are excited about the opportunities in the holiday home market and will continue to focus on delivering exceptional holiday experiences. Thank you for your continued trust in Bachcare, and we look forward to another successful year ahead!



Tracey Foxall, Managing Director,
Bachcare Holiday Homes



Pauan
A Vision Achieved

Shining a spotlight on key trends

Bachcare’s Staycation Index takes a closer look at Kiwi preferences when it comes to holidaying closer to home. We’ve gathered findings from our internal data as well as insights from Tourism New Zealand, to understand staycation habits.

Bachcare Statistics

The most popular check in date was the

29th

of March 2024 - Easter weekend!



Throughout the year there was

1722

pets who holidayed with us



The most popular date to book a holiday was the

1st

of March 2024



Tourism New Zealand Statistics

73%

international travellers go for a walk, hike, trek or some form of tram during their visit to New Zealand

34%

prefer to stay in a bach or holiday home during their travels

58%

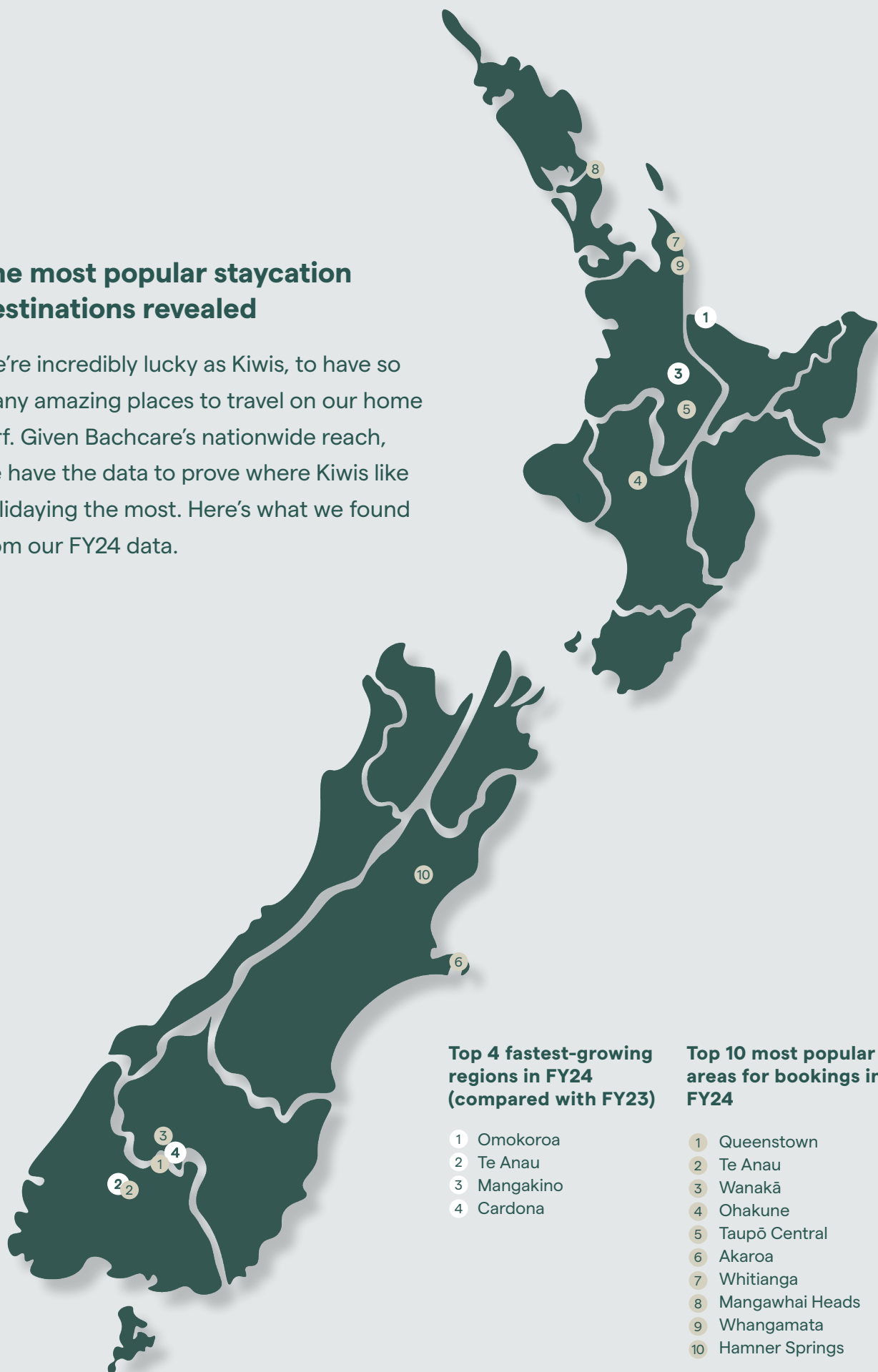
of international travellers opt for a road trip, while only 16% choose air travel while in New Zealand

70%

of international travellers place our landscapes and scenery as the top reason to travel to New Zealand

The most popular staycation destinations revealed

We're incredibly lucky as Kiwis, to have so many amazing places to travel on our home turf. Given Bachcare's nationwide reach, we have the data to prove where Kiwis like holidaying the most. Here's what we found from our FY24 data.





What do staycationers want from a break?

From a traditional Kiwi summer bach getaway to a ski weekend in a cosy chalet. We explore what style of staycation ticks the boxes for Kiwis and International Visitors using Bachcare and Tourism New Zealand data.

Bachcare Statistics



The average length of stay was

3 nights

a decrease from **3.6 nights** in 2023



The most popular number of bedrooms booked was

3 bedrooms

which accounts for **40%** of all bookings

Most popular property features in 2024 were...



TV



WIFI



Open Fire



Hot Tub

Tourism NZ Statistics

What do travellers look for on a Kiwi holiday?

27%

enjoy visiting friends and family located in New Zealand

59%

were driven by cultural incentives

49%

wanted to explore the adventure tourism New Zealand has to offer

35%

wanted to experience New Zealand's food and wine sector





Understanding Bachcare’s audience profile.

Kiwis are still spending more time travelling throughout New Zealand, who is actually doing the travel and what does Bachcare’s audience look like?



15%

of bookings were made by couples
in 2024



45%

of bookings were made by adult/
other groups in 2024



40%

of bookings were made by
families in 2024

What do staycationers say about us?

Beautiful lake front setting, very responsive management team with explanation after power company shut off the power. Fun tiny house experience! Corners and cracks could use a good spring cleaning. Overall,



Guest - Ellen, Property ID: 1130282

"Loved our stay, property was amazing and that view simply wow.just amazing. Beds comfortable, lovely set out everything that you will need at this property. Would definitely stay there again. 10/10!"



Guest - Donna, Property ID: 1061499

"Clean, tidy and comfortable. Loved having a private space to relax, and the little walk down to the harbour across the road was amazing, especially at sunset! The Tui's were especially friendly and I loved watching them as I enjoyed my morning coffee on the deck."



Guest - Christina, Property ID: 1063226

"This was our second stay at the Boat House. As before we greatly enjoyed the wonderful view through the large circular window and the tasteful comfort of the Interior. We hope to return one day and strongly recommend the Boat House."



Guest - Jackie, Property ID: 148782

"What a special spot! We loved our 3 night stay. Fantastic views, well equipped and exceptionally clean and tidy. Amazing place to wake up in. We can't wait to come back!"



Guest - Simon, Property ID - 1030148

"House was immaculate with kitchen providing everything needed for our stay including BBQ on deck. Beds were very comfortable. Icing on the cake was the view from the deck."



Guest - Bobbie, Property ID: 1167638

We explore the ingredients for a successful holiday rental.

Our holiday homeowners helped us take over 130,000 guests on holiday in FY24; without them Bachcare would not be possible. The rewards for holiday homeowners can be considerable, especially if your holiday home is in a desirable location, and you are incorporating the most popular features.

Holiday homeowner statistics



Our demand-based pricing helps our owners receive

18.5%

more bookings and earn 3.6% more than a fixed price throughout the year



Pet-friendly properties get

10%

more bookings than non-pet friendly properties

We service **251** areas and **60** towns across Aotearoa

Our portfolio consists of more than

1700

Holiday Homes Nationwide

Top 5 earning regions by best income per booking

- 1 Queenstown Lakes
- 2 Coromandel
- 3 Lake Taupo
- 4 Bay of Islands
- 5 Tauranga

Bachcare owners earned (median prices)

- \$11,579** for a **1** bedroom property
- \$20,430** for a **2** bedroom property
- \$24,313** for a **3** bedroom property
- \$34,479** for a **4** bedroom property
- \$50,035** for a **5** bedroom property

(from FY23 to FY24)

What do owners love most about sharing their holiday home and how can they go above and beyond to give guests a great experience? Here are some insights from **The Professor's Beach House** owners.

What made you start hosting guests in your property?

The fact that our Father 'The Professor' had gone into care and one of his wishes was that his AMAZING New Zealand literature collection and IMMENSE Jazz collection to be shared more widely with the New Zealand traveller. Some of these books are written by our father and are treasured. It is a beautiful environment and when paired with literature and Jazz, it makes for the perfect getaway. The home remains a living memory of the love of arts and beautiful New Zealand. We are proud to share the property with visitors.

What do you love about sharing your home with guests?

We can come back to our family home to visit and see it has been lived in, appreciated and enjoyed. Guests are living in the house in the spirit we intended and are respecting the opportunity to engage with beautiful history.



What are the distinguishing features and amenities of your holiday home rental?

The large beautiful garden and complimenting views, the literature, the Jazz, the specials collections throughout the home. The upstairs rooms are full of character that encompass guests with the sweeping views. Not only do you fall in love with the ocean views, but you are also relaxed by the surrounding sounds of the sea. It's a special place.

Is there anything that you do to make guests feel super special when checking in?

We ensure there is freshly baked sourdough for guests; this is prepared by our long-standing family friend Nicholas Lawson.

What are the things your guests gush about when they stay at your property?

Literature, character bedrooms, fantastic kitchen, outstanding grounds and views!



Whether it's savoring the sun-kissed beaches of the Coromandel, carving through the snow-covered slopes of Queenstown, or traversing the countless world class hiking trails across Aotearoa – the wealth of staycation inspiration in our beautiful country is endless. At Bachcare, we thrive on facilitating these experiences, guiding guests to discover their next happy place while assisting our homeowners in sharing theirs.

In FY24, despite the challenges posed by the current financial climate in New Zealand, property owners have continued to see steady demand and growth in their holiday home bookings. It's been a tough year for many, but there are still bright spots that show the resilience of the Kiwi travel market.

40% of bookings this year came from families, reinforcing the enduring appeal of family holidays and the value Kiwis place on time spent together. Additionally, 1,722 bookings were made for pet-friendly properties, further highlighting the trend of guests bringing their pets along as part of the family. We anticipate these trends continuing into FY25, with families seeking the comforts of a home away from home and more guests choosing properties that cater to their four-legged companions.

Certain regions also saw significant growth, with areas like Omokoroa, Te Anau, Mangakino, and Cardrona standing out for their increased bookings. These regions are becoming key destinations, reflecting a shift in where travellers are choosing to stay.

For holiday homeowners, these insights are a reminder of the importance of staying adaptable and responsive to changing market trends. The demand for family-friendly, pet-friendly properties remains strong, and certain regions are proving to be more popular than ever. As we move into FY25, the market is likely to continue evolving, with owners who can tap into these emerging trends positioned to make the most of the opportunities ahead.

Here's to a year of steady growth and continued success, even in challenging times. Let's continue to make the most of what New Zealand has to offer.



Tracey Foxall, Managing Director, Bachcare Holiday Homes



Bachcare Holiday Homes has been serving customers for over 20 years. Since starting out in Hahei in the beautiful Coromandel, we've grown to more than 250 locations nationwide, offering guests thousands of happy places to stay and owners a hassle-free solution to holiday home management.

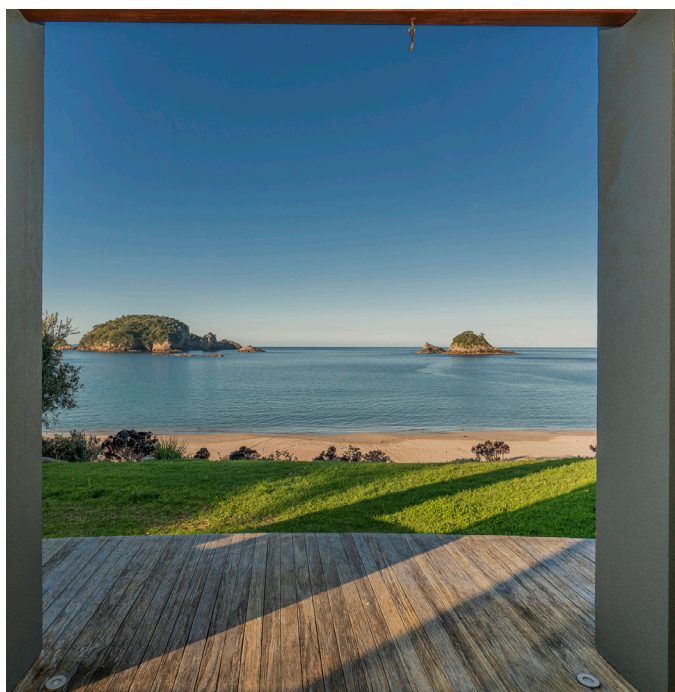
Guests love our wide range of holiday accommodation, easy online booking, cleanliness, and Auckland-based support team. To our owners, we offer peace of mind from knowing their home and guests are being well-cared for. No longer are their weekends taken up by cleaning in between bookings, or answering guest enquiries.

Our head office team, headquartered in Auckland CBD, manage all aspects of holiday home management including setting up the listing, marketing, pricing the property and ongoing management of rates, booking enquiries, resolutions, and finance.

Every property has been personally inspected and approved by us. From classic Kiwi baches, to luxury villas, summer stays to winter chalets, spacious family apartments to cosy romantic retreats, we offer something for everyone.



Photo Credit: Tourism NZ



Data

Based on Bachcare internal booking data from 2024.

Tourism New Zealand Data (FY24)

Contact Us

To find out more about becoming a holiday homeowner with Bachcare, please visit:

www.newowners.bachcare.co.nz or email **ownersupport@bachcare.co.nz**

To book a holiday visit:

www.bachcare.co.nz

Follow us on Facebook and Instagram:

@bachcare

Let's work together

Our team of New Owner Advisers (NOA's) are based throughout New Zealand. They will be your first point of contact when considering signing up a property with Bachcare. They are extremely knowledgeable about properties in their areas and would love for you to get in touch about your property.

0800 42 22 42

www.newowners.bachcare.co.nz

ownersupport@bachcare.co.nz



