

Movement Index

Uber



Uber's first Movement Index for Aotearoa reveals how the travel and food habits of Kiwis have changed as a result of COVID-19

Uber New Zealand has launched its first **Movement Index**, revealing the changes to Kiwis' travel patterns and food habits as the nation continues to lead the way with its response to the COVID-19 pandemic.

The Index, which shows the changing patterns of demand across mobility and delivery in January 2021, compared to the activity of January and April last year, highlights how New Zealand's cities have recovered since the national and regional lockdowns of 2020.

From supporting local tourism to new delivery habits that have stuck beyond lockdown, the Index shows how far Aotearoa has come, with a return to 'normalcy' across many aspects of our lives.

"Despite the impact of the pandemic, it's impressive to see how far Kiwis have come. While COVID-19 has affected so many lives and livelihoods in less than a year, as a nation, New Zealand has banded together in support of our communities," said Uber Australia and New Zealand's Dom Taylor.

"The mobility business has continued to recover as cities reopen and restrictions ease, with New Zealand almost 90% recovered YoY to January

2021. While airport usage across the globe remains depressed, New Zealand has shown significant recovery with 50% of airport trips returning.

"In the lead up to the anniversary of our nationwide lockdown, it's important to recognise the impact these changes have had in helping the country rebuild and reconnect. Uber's Movement Index aims to complement the other industry reports available to our local councils and Government, to help policy leaders make more informed decisions that impact the future of Aotearoa and its economy."

The Index is the first report where Uber has released data of this kind, and shows the changing patterns of demand across mobility and delivery in January 2021, compared to January and April of last year.

Key findings, analysis and commentary from Uber spokespeople along with the full Movement Index Report including charts are below for both Uber and Uber Eats. All data cited must be attributed to Uber New Zealand.

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Key Findings and Commentary

February 2021 Uber Movement Index

- **International travel restrictions have not stopped Kiwis from exploring their own backyards, with cities such as Tauranga and Queenstown seeing a 1.3x YoY increase in demand from locals moving around**
- **Uber data indicates Kiwi transport habits have bounced back to pre-COVID patterns, with the pattern of demand on Friday and Saturday nights mirroring this time last year.**
- **Whether it's flexible working during the week or a night on the town, Kiwis are exercising their freedoms post-lockdown.**

Dom Taylor, GM of Rides, Uber Australia and New Zealand provided commentary on the changes to how our cities have been moving since COVID-19:

“Ever since Uber launched in New Zealand, our periods of highest demand have been Friday and Saturday night, but during the height of nation-wide restrictions those weekend evenings took some of the biggest hits. So it's great to see the return of social occasions and Kiwis getting out there again.

“This pattern of high demand for weekend trips has continued to improve since the Alert Level 3 and 4 lockdowns last year, especially while the holiday season was in full swing from November to January. Some cities seemed to be taking advantage of the nightlife more than others, with Christchurch, Hamilton and Tauranga seeing the most significant shifts in PM peak times.

“With international travel restrictions in place for the foreseeable future, Kiwis have been taking the opportunity to explore and support local, right in their backyard. Residents in some cities across Aotearoa didn't even need to leave their city limits for a good time – local activity from Tauranga and Queenstown showed that these locals were moving around the most during the summer break, when compared to other cities around the country.

“It's also cool to see that not only are Kiwis exploring the country, their cities and the weekend social scene, but also taking advantage of the modern workplace. Compared to this time last year, gross bookings across social and workday commute usage has recovered over 90% and over 80% respectively across all Uber markets globally, with the average across New Zealand, Australia, Brazil, Taiwan and Hong Kong being even higher at 104% and 94% respectively YoY (Jan 2021).

“While most weekday travel patterns have returned to pre-COVID levels, we're seeing an interesting shift in behaviours amongst Aucklanders, Canterburians, Hamiltonians, Taurangans and Wellingtonians who are choosing to work from home during the day, then head out to restaurants, cafes and bars during mealtimes and after work.

“When looking back on all the sacrifices made by your team of five million nearly one year ago, it has been wonderful to see the continued recovery of New Zealand's economy and movement patterns. Kiwis certainly have proven their resilience this past year so we're confident things will continue to bounce back following the most recent lockdown, and we're hopeful of what comes of the next few months as travel restrictions start to ease and Kiwis are able to travel freely between Australia and the Pacific Islands,” added Taylor.

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Key Findings and Commentary

February 2021 Uber Movement Index

- During the summer holidays, New Zealanders celebrated saying goodbye to the year that was, while continuing to prioritise safety by opting for rideshare throughout the silly season.
- Expansion into regional cities across Aotearoa has been met with impressive uptake from locals enjoying the convenience of Uber Eats, with cities like Hastings seeing 3x growth since July 2020.

Matt Denman, GM of Eats, Uber Australia and New Zealand said:

“The New Zealand Institute of Economic Research (NZIER) estimates that Uber Eats grows the size of the New Zealand economy by 162 million dollars per year.

“The growth of on demand food delivery has been well documented over the last 12 months and that makes sense. Globally Uber’s delivery offering accounted for 52 percent of Uber’s gross bookings. While the growth story isn’t new, the opportunity this can deliver for local merchants is incredibly exciting and to an extent it feels like we’re only just beginning in Aotearoa.

“In a country where small businesses make up 97 percent of all businesses there is no doubt we can continue to play a vital role in the country’s economic recovery. It’s why we were so focused on fast tracking the launch of Uber Eats in seven new regional cities in the second half of 2020. We’ve been delighted by the reception of local restaurants across regional cities such as Rotorua, Palmerston North and New Plymouth and it’s clear that the appetite was there – with places like Hastings seeing a tripling of monthly trips from their launch last July to January.

“We’ve seen across the Tasman a nearly doubling of our convenience category and I am incredibly optimistic about what new verticals will be able to unlock in NZ as we make an even further push into the category this year,” said Denman.

About the Uber Movement Index



About the Uber Movement Index

Since launching in Auckland in May 2014, Uber has played a significant role in helping Kiwis get from A to B at the push of a button. We have grown to include 14 NZ cities and now almost 485,000 Kiwis regularly choose to share rides with more than 7,700 driver partners.

Uber's Movement Index complements other travel and consumer behaviour data points to paint a holistic picture of how our cities moved and continue to evolve during and after the 2020 COVID-19 pandemic.

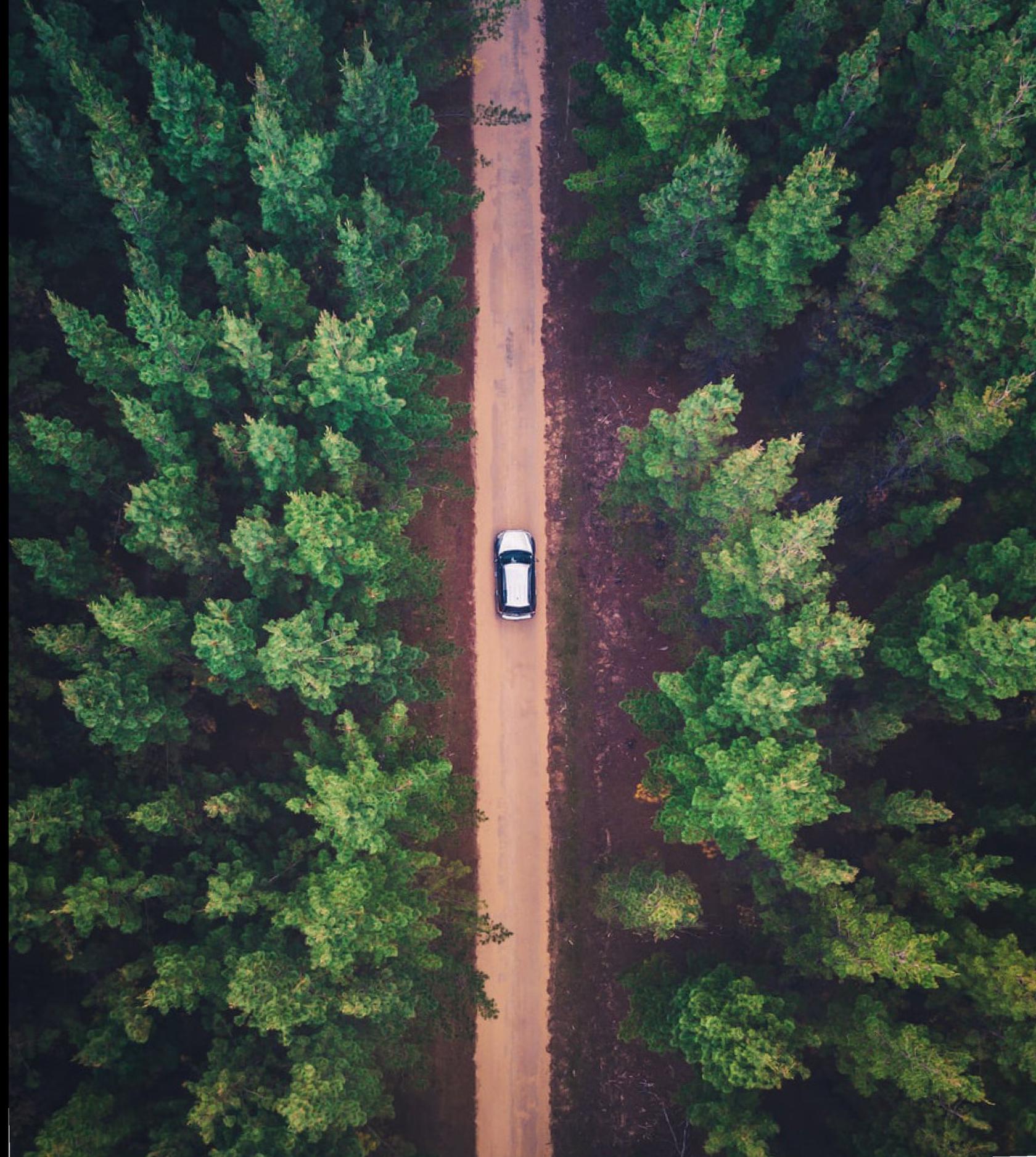
This is the first time Uber has released data of this kind. With significant changes already being made to public transport, roads and infrastructure to help us adapt to this new way of living, the Uber Movement Index will be released regularly in the coming months with the aim of helping governments, councils and city stakeholders make informed decisions about the future of how our cities will operate.

Data use and interpretation

The Index shows patterns of demand between April 2020 to January 2021 compared to both January 2020 and January 2021.

Uber Movement Index

February 2021 Report Data



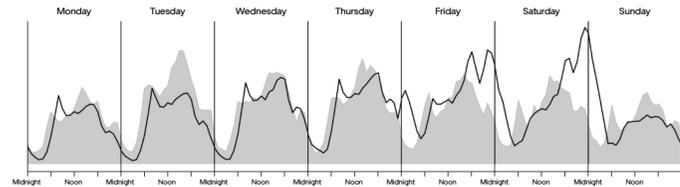
Rides

Patterns of demand for mobility in cities across New Zealand

Auckland

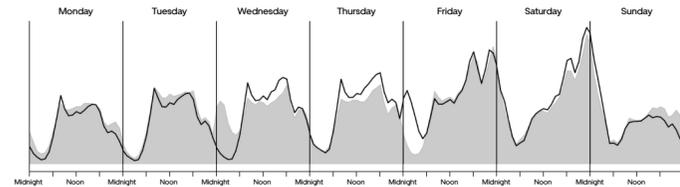
April and July 2020

Percent of Weekly Rides: ● April 2020 — July 2020



January 2020 and January 2021

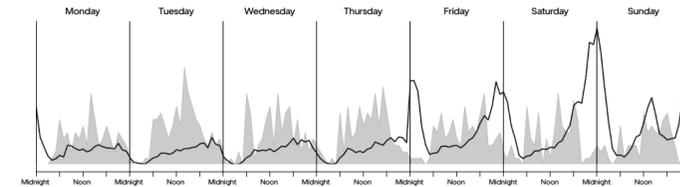
Percent of Weekly Rides: ● Jan 2020 — Jan 2021



Tauranga

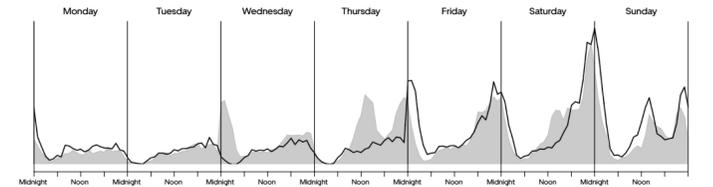
April and July 2020

Percent of Weekly Rides: ● April 2020 — July 2020



January 2020 and January 2021

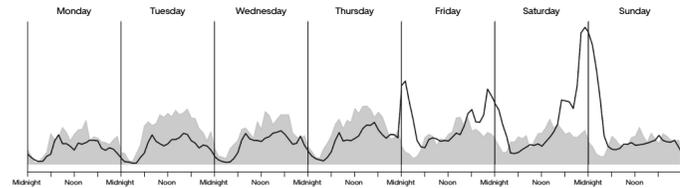
Percent of Weekly Rides: ● Jan 2020 — Jan 2021



Christchurch

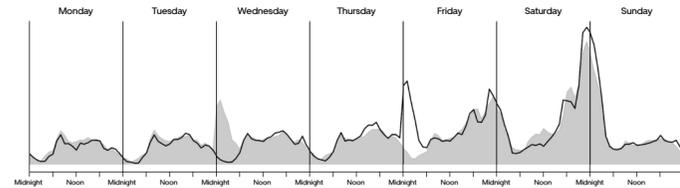
April and July 2020

Percent of Weekly Rides: ● April 2020 — July 2020



January 2020 and January 2021

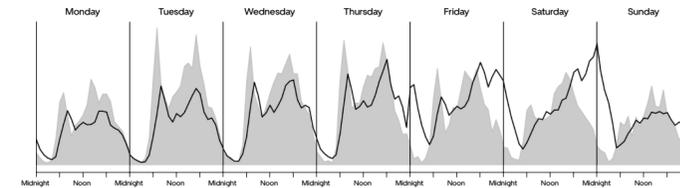
Percent of Weekly Rides: ● Jan 2020 — Jan 2021



Wellington

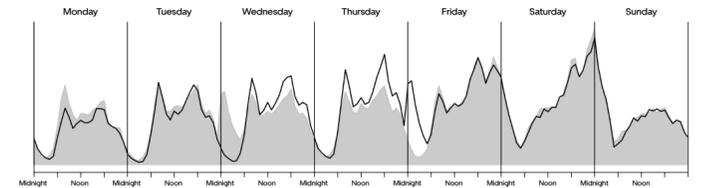
April and July 2020

Percent of Weekly Rides: ● April 2020 — July 2020



January 2020 and January 2021

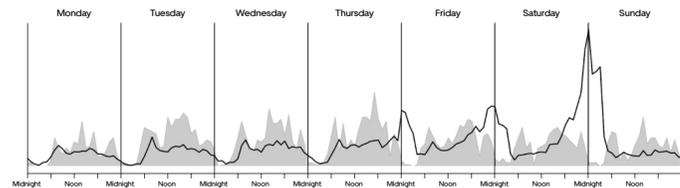
Percent of Weekly Rides: ● Jan 2020 — Jan 2021



Hamilton

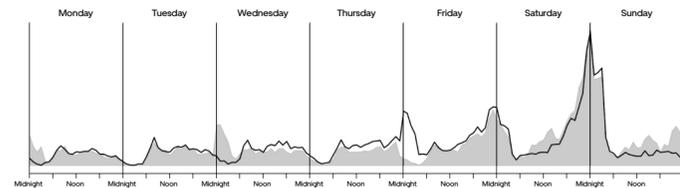
April and July 2020

Percent of Weekly Rides: ● April 2020 — July 2020



January 2020 and January 2021

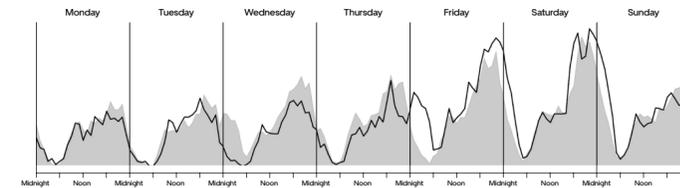
Percent of Weekly Rides: ● Jan 2020 — Jan 2021



Queenstown

January 2020 and January 2021

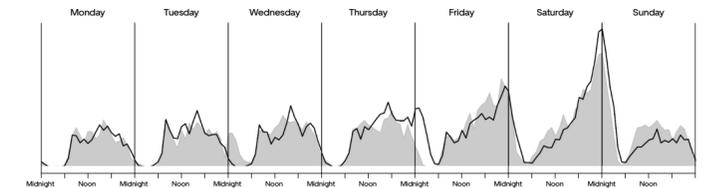
Percent of Weekly Rides: ● Jan 2020 — Jan 2021



Dunedin

January 2020 and January 2021

Percent of Weekly Rides: ● Jan 2020 — Jan 2021

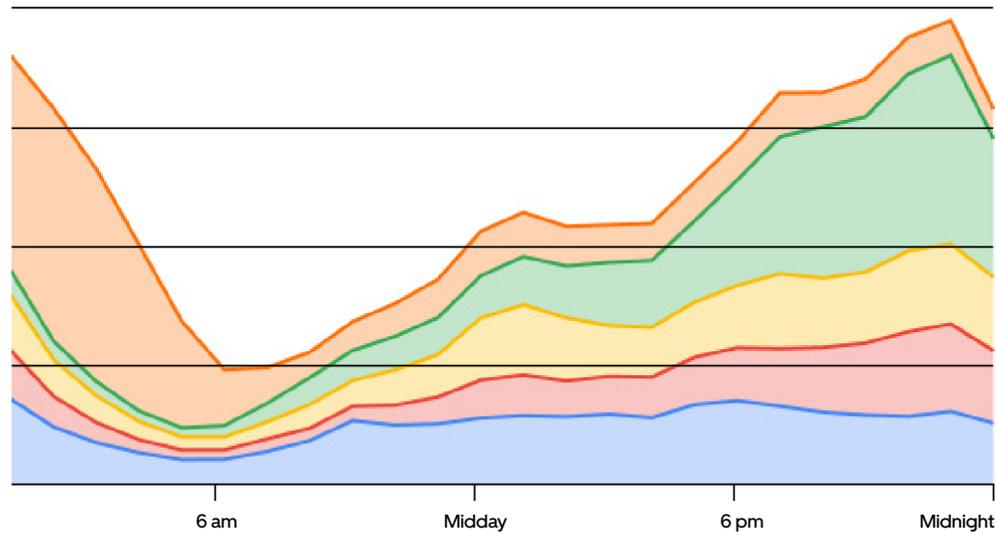


Rides

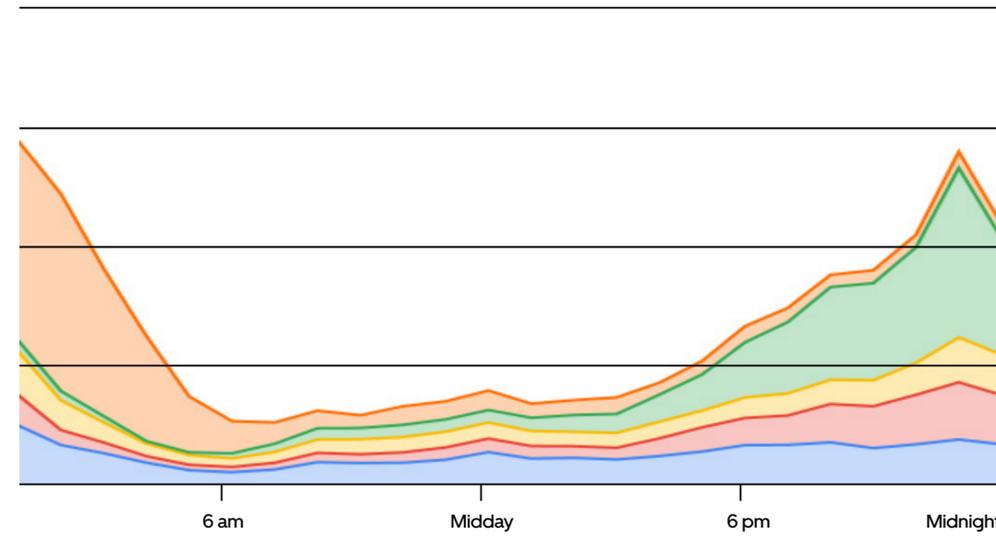
Patterns of demand for mobility throughout summer holidays

● New Years Day ● New Years Eve ● Boxing Day ● Christmas Day ● Christmas Eve

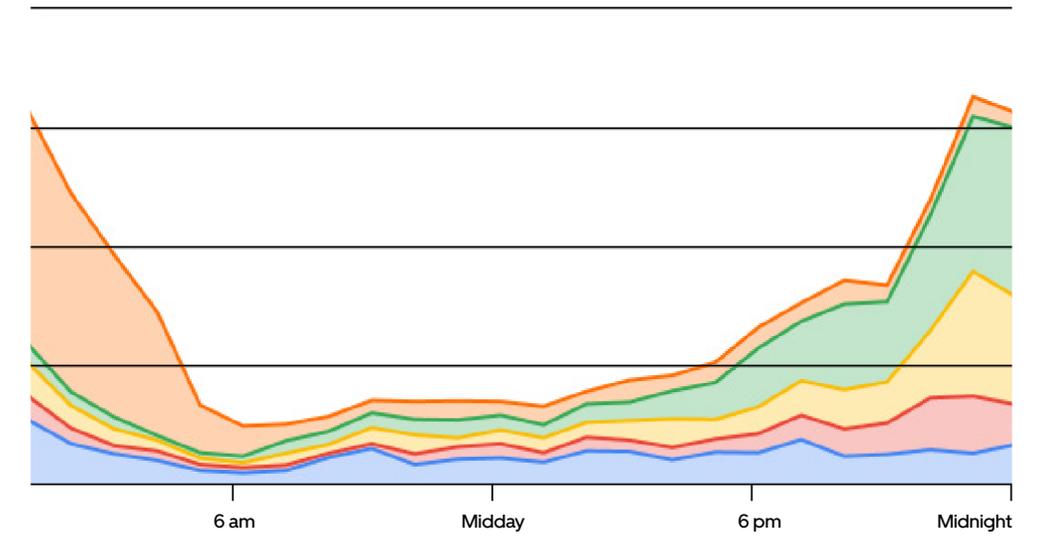
Auckland



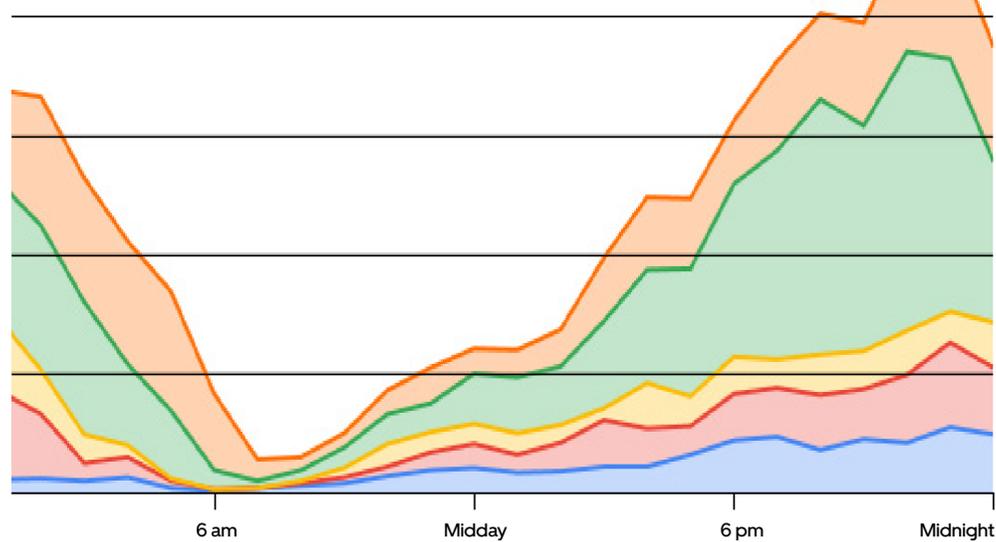
Christchurch



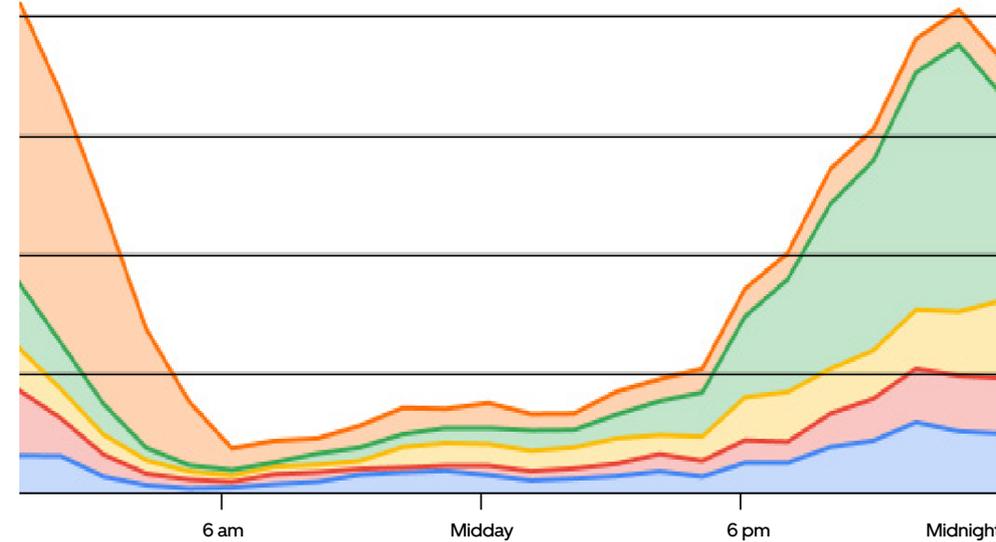
Hamilton



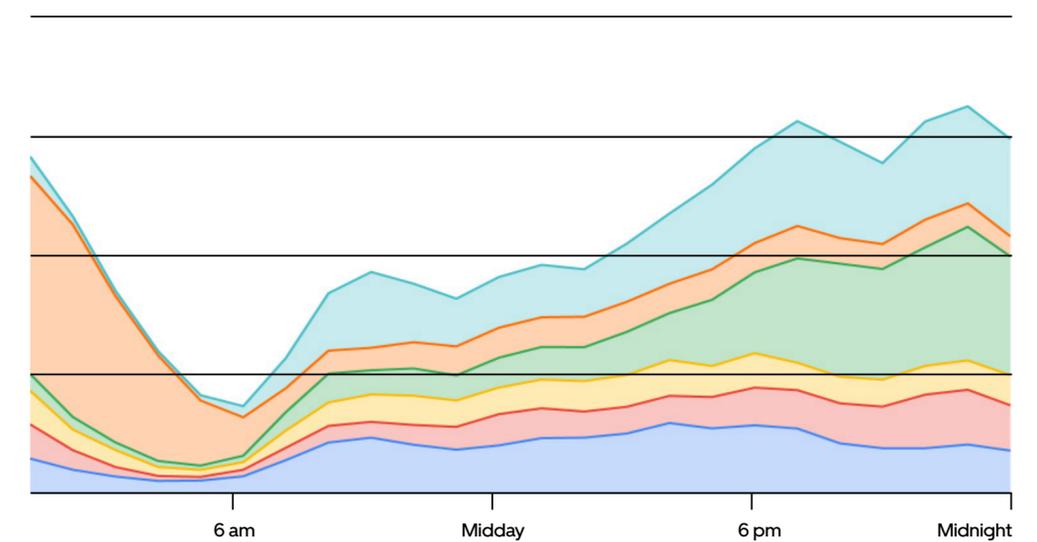
Queenstown



Tauranga



Wellington



Rides

Patterns of **demand for mobility** throughout summer holidays

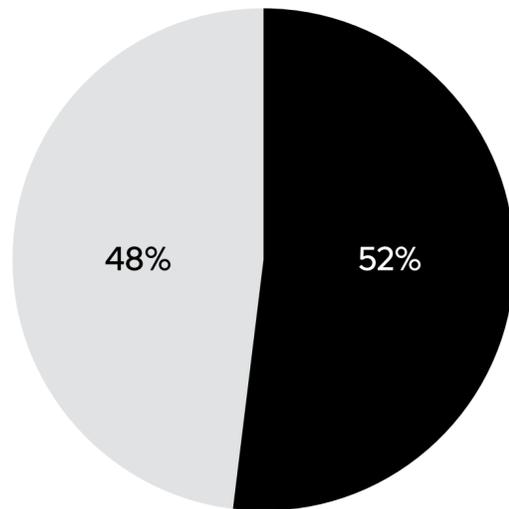
Changes in PM peak times

Location	April 2020 peak (AM/PM)	Nov 2020 peak (AM/PM)	Dec 2020 peak (AM/PM)
Auckland	2-3 PM	5-6 PM	6-7 PM
Christchurch	2-3 PM	5-6 PM	10-11 PM
Hamilton	5-6 PM	5-6 PM	10-11 PM
Tauranga	2-3 PM	6-7 PM	10-11 PM
Wellington	5-6 PM	5-6 PM	6-7 PM

Rides

Patterns of demand for mobility amongst local residents

Queenstown

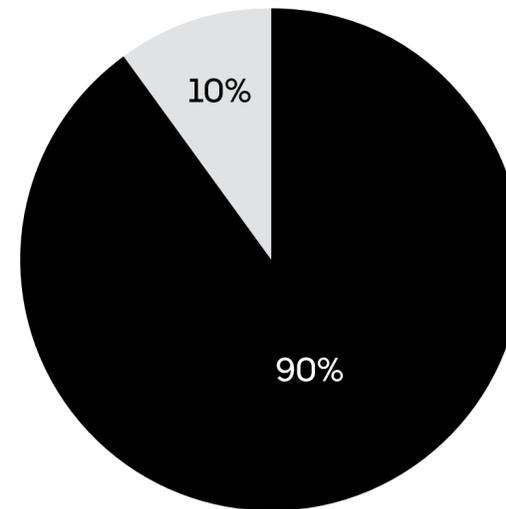


November 2019 - January 2020

Percentage of locals exploring their own backyard: **48%**

Percentage of domestic tourists: **52%**

Wellington

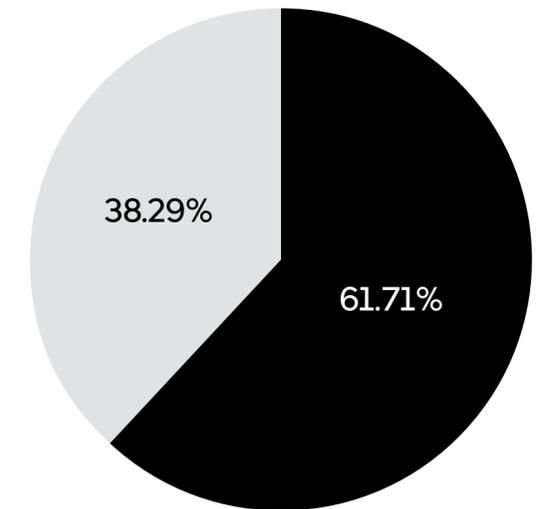


November 2019 - January 2020

Percentage of locals exploring their own backyard: **90%**

Percentage of domestic tourists: **10%**

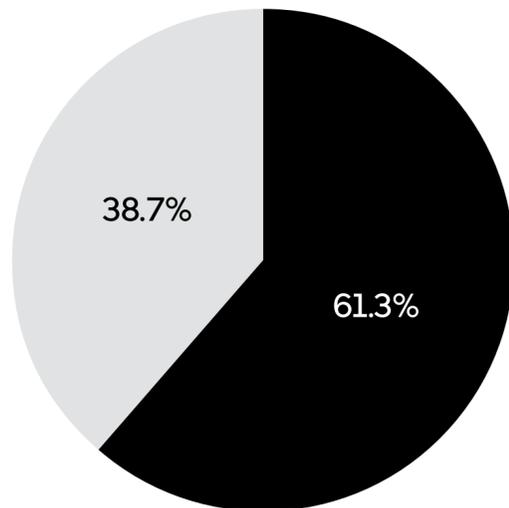
Tauranga



November 2019 - January 2020

Percentage of locals exploring their own backyard: **61.71%**

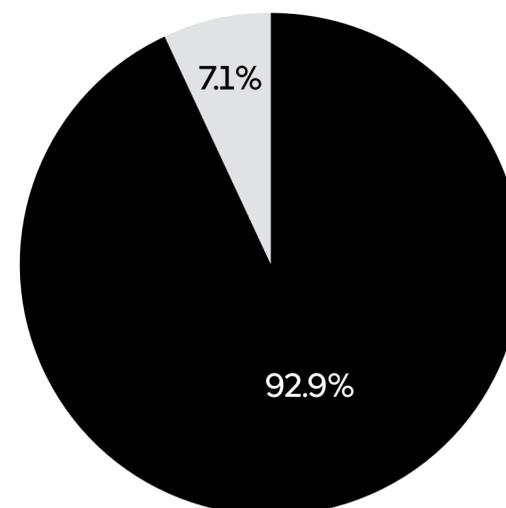
Percentage of domestic tourists: **38.29%**



November 2020 - January 2021

Percentage of locals exploring their own backyard: **38.7%**

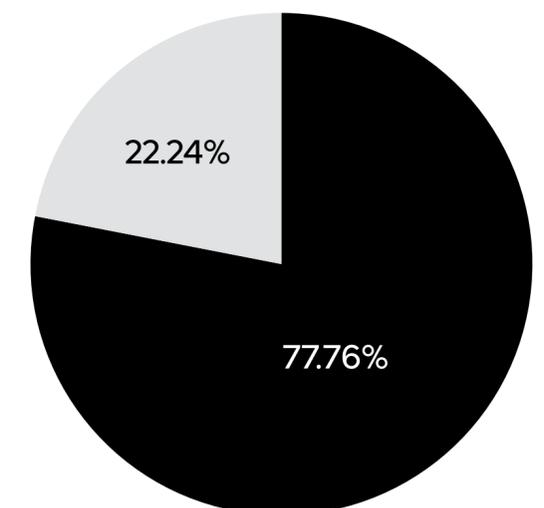
Percentage of domestic tourists: **61.3%**



November 2020 - January 2021

Percentage of locals exploring their own backyard: **92.9%**

Percentage of domestic tourists: **7.1%**



November 2020 - January 2021

Percentage of locals exploring their own backyard: **77.76%**

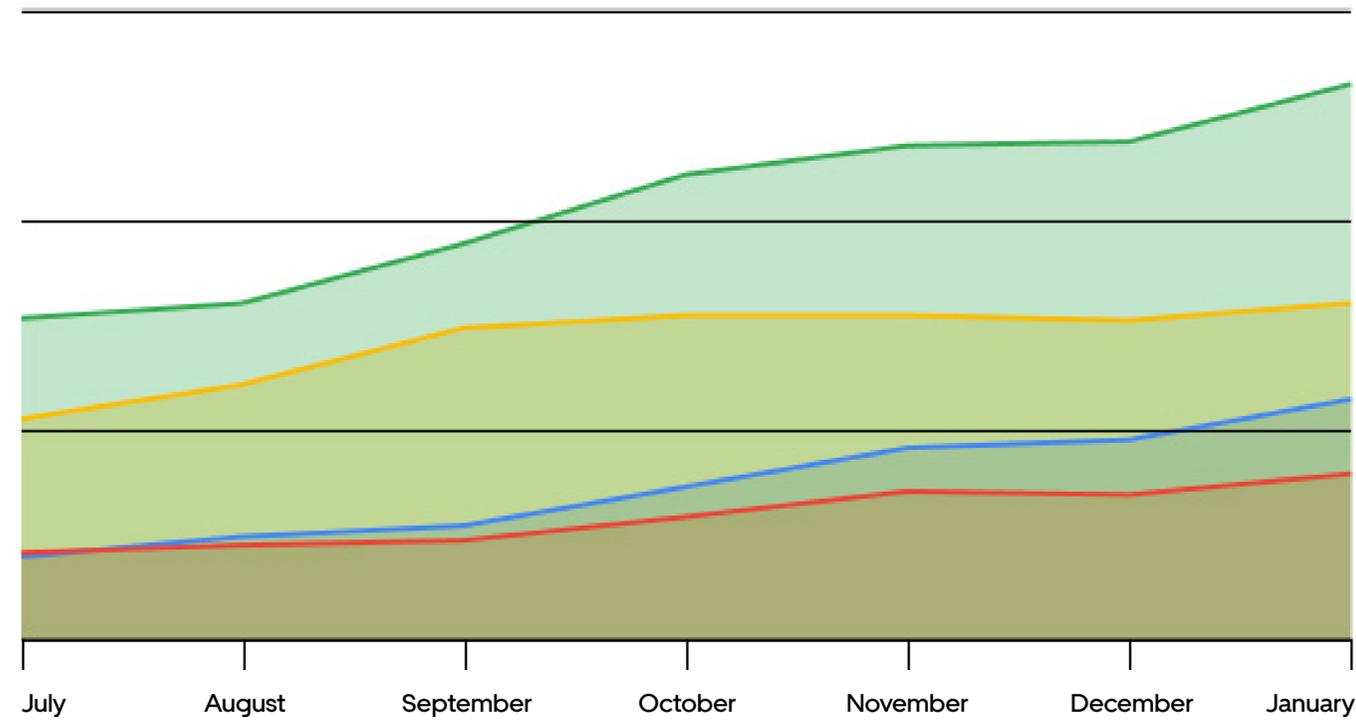
Percentage of domestic tourists: **22.24%**

Eats

Patterns of **demand for delivery** since July 2020 showing steady growth in all recently launched cities

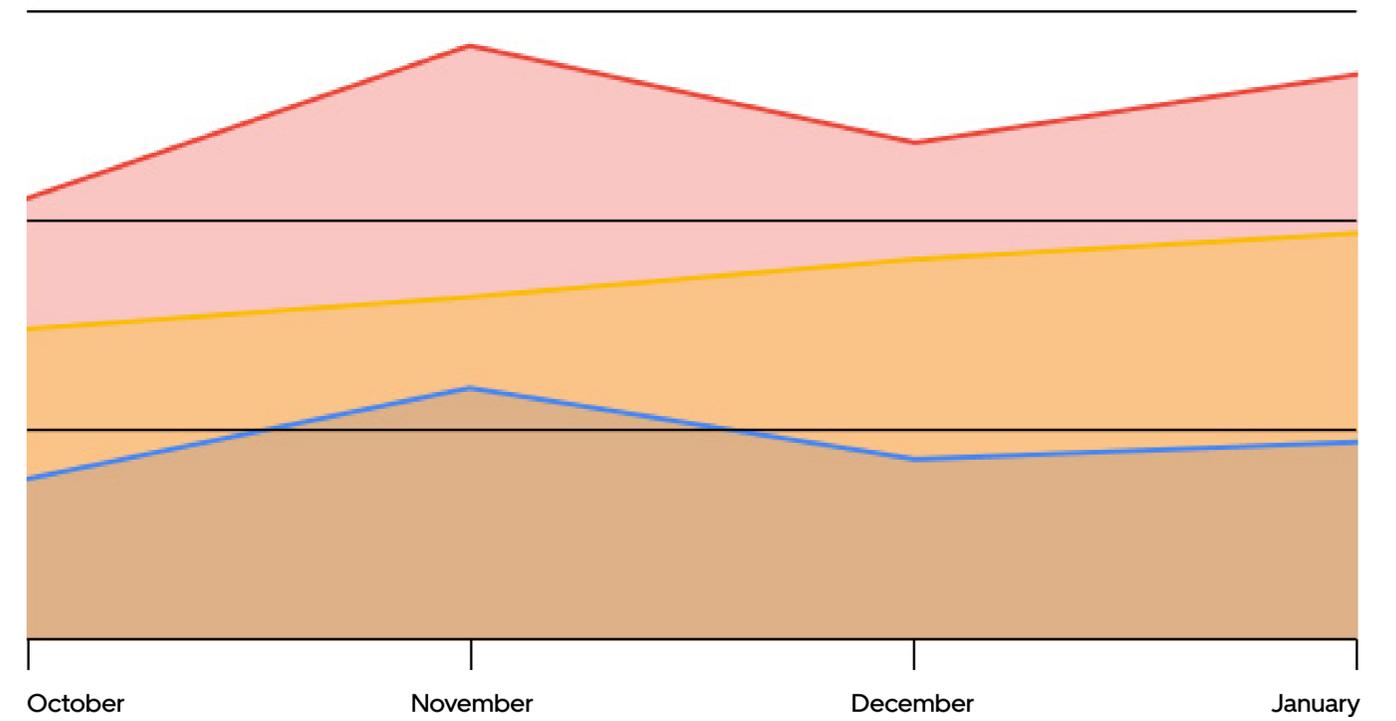
Hastings, Napier, Rotorua and Palmerston North - launched in July

● Hastings ● Napier ● Rotorua ● Palmerston North



Nelson, New Plymouth and Queenstown - launched in October

● Nelson ● New Plymouth ● Queenstown



Thank you.

Uber