



## NZ #1 Destination on UK Travellers' Wish list

New Zealand has been identified the most popular destination on UK travellers' wish lists in an analysis of government data and a survey of more than 2,000 adults by Sainsbury's Bank Travel Money, as reported in an article in [The Daily Mail](#).

The Top Five Wish List Destinations for British Holidaymakers were...

1. New Zealand
2. Iceland
3. Japan
4. Norway
5. Croatia

“According to the results of the survey, 29 per cent of people wanted to visit New Zealand, making it the most popular destination for wish lists.

The most important factors for choosing a destination, as identified in the study, were value for money, weather and safety.

Only six per cent of people indicated they would choose a destination to visit family.

Article Source: Daily Mail, Qin Xie, June 18, 2016