



Media Release – 25 September 2024

## Daylight Savings: More Daylight, More Opportunities to Exercise!

As daylight saving time begins in Aotearoa on Sunday, 29th September, many people worry about the potential disruption to their routines. While some studies indicate that the time shift can negatively affect exercise habits, ExerciseNZ urges Kiwis to see it as an opportunity. With longer daylight hours, there's more time to stay active and enhance overall well-being.

Previous research has shown that the shift to daylight savings can disrupt sleep and exercise routines, with some people finding it difficult to adjust to the new schedule. A recent study published in the [Journal of Marketing](#) highlights that these disruptions to our body clock can lower motivation and energy levels for exercise, particularly in the first few weeks. The study suggests that during this initial period, organisations should provide extra support to consumers to help them stay active throughout the transition phase.

Rather than seeing daylight saving as a setback, ExerciseNZ views it as an ideal opportunity to reset and embrace new routines. The extended daylight hours offer the perfect chance to enjoy outdoor activities, reconnect with nature, or take advantage of later gym sessions—all proven to boost both physical and mental well-being. Reflecting this seasonal shift, spring in Aotearoa typically brings a surge in gym memberships—rising by up to 20%, according to ExerciseNZ's 2023 research—as people gear up for the more active summer months ahead.

In line with [global health guidelines](#), daylight savings also offers Kiwis a timely opportunity to align their exercise habits with public health recommendations. The World Health Organization (WHO) suggests at least 150 minutes of moderate physical activity per week to maintain good health and prevent chronic diseases (or 75 minutes of moderate to intense activity for those who prefer higher intensity). With longer daylight and warmer days, there's more flexibility to fit outdoor activities or gym sessions into daily routines. Whether it's enjoying the outdoors after work or school or taking advantage of the extended hours to hit the gym, the warmer season makes it easier to stay active to reap the holistic benefits of physical activity and exercise well into the evening. Therefore, heading into daylight savings, ExerciseNZ would like to offer these three tips.

1. **Utilise Extended Daylight for Outdoor Activities:** Take advantage of the longer daylight hours to enjoy outdoor activities. It's also a great time to enjoy a new activity, like joining the gym or starting a yoga class.
2. **Adjust Slowly to New Routines:** While the shift to daylight savings may disrupt sleep and exercise habits, focus on gradually adjusting your routine to maintain motivation and energy levels during the transition.
3. **Engage in Local Fitness Initiatives:** Engage in community activities which are designed to help people stay active and make the most of the extra daylight hours.

*ExerciseNZ encourages everyone to use the shift to daylight savings as motivation to revamp their fitness routine, try new activities, and enjoy the outdoors. More daylight means more chances to prioritise your health. Daylight savings doesn't have to disrupt your activity goals. Instead, let it remind us of the power of physical activity and how we can make the most of the changing seasons. For more information or to arrange an interview, please contact Richard Beddie at [richard@exercisenz.org.nz](mailto:richard@exercisenz.org.nz) or call 0800 66 88 11 or 027-520-5744.*