



100% PURE NEW ZEALAND

New Zealand's Ideal Visitor = Interactive Traveller = New Zealand's Target Market

Interactive Travellers: Why does New Zealand need a defined target market?



The target market should be as small as possible (ASAP) so they will see as much as possible (AMAP) of New Zealand messages.

At the most basic level, you could say that New Zealand only needs to market to those who can afford to get here. But there are four good reasons to narrow this very large group down to a more defined target market.

1. Financial constraints.

New Zealand has a limited budget for promotion to would-be visitors. The bigger the target, the further we have to spread our budget and the less impact we will make. Tourism New Zealand's marketing will be more effective if we make a bigger impact with a smaller target.

2. Finite resources.

New Zealand can't increase the amount of natural tourism assets it has. Rather than trying to simply increase the volume of visitors, we need to focus our messages on the people who most appreciate what we have, and can help us to maintain a high quality visitor experience.



3. Proposition match.

As a place to have a holiday, New Zealand is more attractive or relevant to some people than others. It's logical to attract the visitors who have the greatest chance of being highly satisfied. They'll go home and tell their friends.

4. Strategy 2010.

New Zealand has clearly defined long term goals for tourism that will be achieved more readily if we focus on a particular group of travellers. These goals are shown in the box below.

What are New Zealand's tourism goals?

New Zealand's long term tourism goals were identified in the National Tourism Strategy 2010, which was developed in March 2001 by the Tourism Strategy Group - a joint industry and government initiative. The goals of the strategy are:

1. Provide a world class, sustainable visitor experience. New Zealand aims to offer a high quality visitor experience that can be maintained in the long term.
2. Develop a compelling brand. New Zealand should be desired and

sought after. We want to stand out in the holiday market as somewhere wonderfully different.

3. Match brand promise and product delivery. New Zealand needs to make sure that visitors get what they came for, because their word of mouth recommendation is invaluable.

4. Optimise yield, seasonality and regional spread. Ideally, New Zealand would like to establish and maintain a consistent flow of visitors to every region, throughout the year.



How was this target market defined

Tourism New Zealand compared New Zealand's proposition (what we offer visitors) and the needs of the tourism industry with what travellers want, and how they rate our holiday experience.

New Zealand's requirements

New Zealand's tourism strategy, which involved input from every sector of New Zealand's tourism industry, points to the need to offer a world-class, sustainable visitor experience. In the long term, tourism in our country must be profitable for those who work in it, must preserve the natural assets that we're famous for and must sit comfortably with our people and communities.

Motivations for travel

Regardless of where they come from, when people travel they have a variety of needs. These needs come in different quantities for different travellers.

Research has shown that New Zealand delivers exceedingly well to those with an energising need, so ideally we need to attract travellers who seek an energising experience.

Marketing considerations

There are some important considerations when defining the ideal visitor;

- Word of mouth works very well. If a traveller is highly satisfied, they recommend the destination to their friends and family
- Converting preference to intention is our greatest marketing challenge. Research suggests that more than 80% of people who have a preference for travel to New Zealand, never get around to it. We need to focus on reducing that drop off
- It's important to have a distinctive brand, so that consumers perceive our travel promise to be different and more desirable
- There's a core of resilient people who aren't put off travel by world and economic events

Current consumption

When we look at what travellers are doing in our country, it's easier to understand our promise or proposition;

- Visitors want to interact with the landscape and culture
- Visitors to New Zealand consume a broad range of activities and high levels of nature/adventure based products
- Country of origin doesn't seem to matter - all visitors consume similar products
- Travel style, life stage and budget are things that determine consumption - there are more similarities than differences between countries of origin

So, knowing all this, who is our target market?

After weighing up all the facts and looking at what New Zealand needs, we have defined our ideal visitor, and target market, as the 'Interactive Traveller'.

Interactive Travellers are people who;

- Are regular international travellers
- Consume a wide range of tourism products and services
- Seek out new experiences that involve interacting with nature, social and cultural environments
- Respect the environment, culture and values of others
- Are considered leaders by their peers
- Don't mind planning and booking holidays directly
- Prefer authentic products and experiences
- Are health conscious and like to 'connect' with others
- Enjoy outdoor activity
- Are sociable and like to learn
- Have high levels of disposable income

Meet Robert and Dawn

Robert Bowman is a landscape architect. His partner Dawn Masters works in publishing. They live together in Boulder, Colorado. Both are 50-something and have grown-up children from previous relationships.

Experienced travellers with high discretionary income, Robert and Dawn know more about New Zealand than most Americans. They're making plans to visit New Zealand (they've heard the scenery is marvellous) and are researching a 4 week, self-drive holiday that will include a sea-kayaking expedition in Doubtful Sound and hiking in the Tongariro National Park.