

100% PURE NEW ZEALAND

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

Interactive Travellers: Who are they?

Of all the travellers in the world, the target that best fits New Zealand's needs is a group we call 'Interactive Travellers' - they are New Zealand's ideal visitors.

What is an Interactive Traveller?

Interactive Travellers are regular international travellers who consume a wide range of tourism products and services. They are travellers who seek out new experiences that involve engagement and interaction, and they demonstrate respect for natural, social and cultural environments.



Interactive Travellers are regular international travellers and use technology to make their lives easier

How do you recognise an Interactive Traveller?

Interactive Travellers come from a range of countries around the world. They are more likely to fall into one of two age groups - 25-34 or 50-64. Younger Interactive Travellers probably haven't had children yet, while

older Interactive Travellers are likely to be 'empty nesters' (their children have left home). Both groups are more likely to have discretionary income available to spend on travel.

From our research into the habits and characteristics of Interactive Travellers, we have discovered that they are more likely to...

- Read newspapers and magazines. They make a point of staying informed following business news, current affairs and travel publications.
- Research travel destinations thoroughly. Interactive Travellers like to know about where they're going and what they can



Interactive travellers regularly entertain friends

do when they get there. They research destinations using the internet, guide books, word of mouth and travel agents.

- Go to the cinema, theatre, galleries and museums.* They pursue culture at home and when they're away on holiday. They appreciate both contemporary and historical cultural experiences.
- Be high users of technology. Interactive Travellers have fully embraced computers, the internet, digital cameras, pay TV and other forms of lifestyle information technology.
- Aim to be healthy. Interactive Travellers are more likely to exercise regularly and eat healthy foods. Some of them also prefer organic foods.
- Entertain at home. They enjoy cooking and socialising with friends at all times of the year. Travel is a likely topic of conversation.

How many Interactive Travellers are there

USA		AUSTRALIA		UK	
Total market	221.2m	Total market	15.6m	Total market	49.4m
Interactive Travellers	12.9m	Interactive Travellers	1.4m	Interactive Travellers	3.7m
Target market size	5.8%	Target market size	8.9%	Target market size	7.4%

Figures shown in millions

Source: Roy Morgan Single Source Surveys



Interactive Travellers are in touch with world affairs and typically read business sections of newspapers

- Have liberal attitudes. Interactive Travellers have open minds. They're tolerant of beliefs that don't match their own, and they're prepared to listen to new ideas.
- Take risks. Challenging situations, both mental and physical, appeal to Interactive Travellers. They enjoy the sense of accomplishment that comes with doing something they haven't done before.
- Have a high disposable income. Interactive Travellers have enough money to travel regularly and purchase high-value travel experiences. They're also willing to pay more for experiences that are authentic or exclusive.
- Enjoy fine cuisine and wine.* Food and wine adds essential flavour to travel, as far as the Interactive Traveller is concerned. They expect hospitality of an international standard, but they also want to try authentic local delicacies and cooking styles.
- Have influence in their peer group. Interactive Travellers share travel stories, both at home and while they're travelling. They follow word of mouth recommendations from people they respect, and they share their own travel experiences.

It's important to remember that while Interactive Travellers enjoy these things, they are not primary motivations for travel to New Zealand. Their key reason to visit New Zealand is to interact with the landscape. Tourism New Zealand endeavours to understand the behaviours of Interactive Travellers so that we can target messages to them more effectively.

More about Robert and Dawn

At their home in Colorado, Robert and Dawn spend their leisure time maintaining their extensive garden and entertaining friends at home. Dawn enjoys cooking and is currently experimenting with Thai cuisine. During the week they often meet after work to catch a movie or see the local theatre company's latest production.

Robert enjoys a jog most mornings, and Dawn regularly attends a yoga class. They buy organic vegetables (because they taste better) and they subscribe to a number of magazines, including Travel and Leisure. Dawn loves planning their holidays, and does much of her research on the web.

In the past they've visited Portugal, Turkey, Vietnam and Chile - they compete with their friends to find fresh 'unpacked' travel destinations. Sometimes they book their fares and accommodation direct. At other times they use a travel agent, but change their minds several times before settling on an itinerary.

Dawn and Robert are coming to New Zealand on the advice of friends who visited last year. Their friends hired a car in Auckland and took six weeks to explore both islands. The highlight of their trip was walking the Routeburn Track.