



# 100% PURE NEW ZEALAND

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

## Interactive Travellers: What do they think and how do they live?



*Interactive Travellers are big consumers of wine and eat out regularly*



To understand how New Zealand can better respond to the needs of Interactive Travellers, research was conducted into their attitudes, lifestyles and media habits.

### Attitudes and behaviours around the world

The attitudinal and behavioural research looked at three significant markets - USA, Australia and UK. The summary below is useful for understanding the difference between Interactive Travellers and the rest of the population.

Compared with the general population, Interactive Travellers from USA, UK and Australia are more likely to:

- Use computers and other forms of information technology
- Take risks
- Drink wine with their meals
- Drink premium beer
- Buy organic or additive-free food
- Give to charities
- Entertain spontaneously and have a full social life
- Enjoy physical activity
- Organise holidays on behalf of family and friends

### Media consumption

By studying the media consumption habits of Interactive Travellers, we achieve two things. Firstly, we can pinpoint opportunities for communicating New Zealand's holiday

promise to them. Secondly, we can get an even clearer view of how they live their lives, which guides our marketing effort.

Compared with the general population, Interactive Travellers from USA, UK and Australia are more likely to:

- Access the internet every day
- Go to the cinema
- Subscribe to pay TV
- Watch Discovery Channel
- Read newspapers every day
- Read Sunday supplements
- Read educational magazines, such as National Geographic
- Read specialised 'weekend' magazines
- Be light TV viewers (up to 2 hours a day)
- Be light radio listeners (up to 2 hours a day)





*Interactive travellers enjoy meeting friends for lunch*

### Leisure time

Revealing the leisure interests of Interactive Travellers helps us to gain an insight into how we can attract them. The research looked at shopping, eating, entertainment, hobbies, cultural pursuits, reading habits and transport preferences.

Compared with the general population, Interactive Travellers from USA, UK and Australia are more likely to spend a non-work day exercising at the gym, shopping at their favourite department store and meeting friends for lunch at a café. They're also more likely to spend an afternoon at a gallery, then have a quick dinner at a restaurant before catching a movie.

Interactive Travellers are also more likely to:

- Read books
- Go to the beach
- Have weekends away
- Buy music
- Buy fresh flowers
- Participate in a short course or seminar

### The lives of Robert and Dawn

Robert and Dawn live in a suburb that is upmarket but not conservative. Much of their wealth is due to capital gain on property. Over the years, they've bought and improved several homes.

Now that the children have left home, Robert and Dawn have more time to spare for travel and other special interests. Robert enjoys 'art movies' and photography; Dawn dabbles in oil painting and garden design - she often helps friends out with their landscape planning.

On a typical Sunday, Robert runs the dog down to the local newsagent to buy a swag of Sunday reading. After a leisurely morning nibbling breakfast and reading, he and Dawn meet friends for lunch at restaurant. Sometimes they do Yum Cha at a very authentic Chinese restaurant where hardly anyone speaks English. After lunch they wander through a craft and food market, picking up home-made and organic goodies for the pantry. When they get home, Robert surfs the net for a couple of hours while Dawn does a little more work on her current oil painting. They'll probably share a pizza (gourmet, delivered to the door) and a bottle of wine for dinner.

