



# 100% PURE NEW ZEALAND

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

## Interactive Travellers: What do they do on holiday?

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.



In-depth research has helped Tourism New Zealand to identify the holiday habits and preferences of Interactive Travellers before and during their New Zealand holiday.

### Why do they choose New Zealand?

Interactive Travellers decide to visit New Zealand primarily for the scenery and natural wonders. Secondly, they come to experience the culture and history. Further down the list are physical activities and wildlife experiences.

On the basis of scenery and natural wonders, Interactive Travellers will choose New Zealand over other destinations. However on the basis of history and culture, New Zealand might get 'bumped' by other destinations.

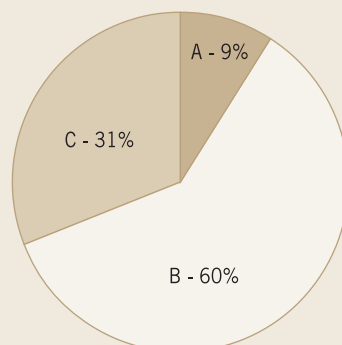
When planning their itineraries, Interactive Travellers are likely to include activities that allow them to experience the icons that make New Zealand unique. For example, visiting a fiord or hiking a track in a national park. They may also include activities that involve culture or history, such as visiting a marae to learn about traditional Maori life. Other activities linked to personal interests will be added as finishing touches.

### What do they do here?

Sixty percent of Interactive Travellers prefer to travel around New Zealand at a relaxed pace. They like to travel from place to place, seeing and doing things in three or four regions (refer chart below). On average, they participate in 40% more activities than travellers in general.

Activities that offer beautiful scenery, a friendly guide, interaction, education, uniqueness and a genuine emotional connection (authentic) are more appealing. Certain individual products are particularly attractive to Interactive Travellers. These activities tend to showcase New Zealand's

### WHAT TYPE OF ITINERARY ARE INTERACTIVE TRAVELLERS LIKELY TO PLAN

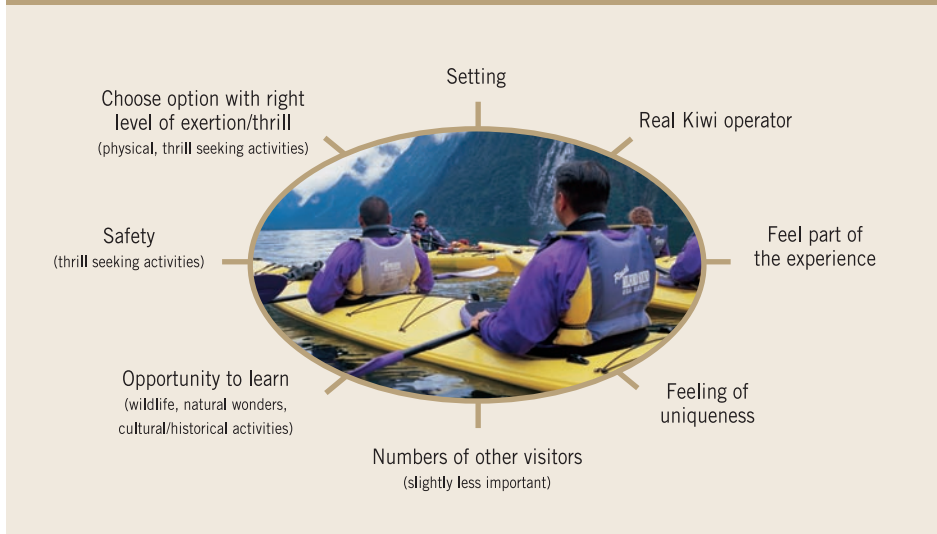


A. Spending very little time travelling from place to place and exploring one or two regions.

B. Spending some time travelling from place to place and seeing/doing the main things in three or four regions.

C. Spending a lot of time travelling from place to place and seeing/doing highlights from each region around the country.

## POTENTIAL VISITORS - WHAT MAKES THEM CHOOSE AN ACTIVITY



scenic beauty. Sea kayaking, scenic flights over glaciers and hiking through areas of spectacular beauty are some of their favourite experiences.

Interactive Travellers especially like the more personal and exclusive types of accommodation, such as bed and breakfasts, boutique hotels and luxury lodges.

### What do they look for when choosing an activity?

Across different types of activities, there are a number of key elements that Interactive Travellers look for when choosing an activity, apart from the activity itself (e.g. a Jetboat ride). Understanding these elements will assist in ensuring more relevant information is included in communicating and promoting activities.

It is also important to deliver well on these elements to ensure a high level of satisfaction with your activity (refer chart above).

#### **Fabulous setting**

Naturally beautiful settings are always more popular. "I wanted to see a bit of the wilderness. I wasn't so much interested in shooting down the river on a jet boat, I wanted to see a bit of the country and learn about the area" (American tourist explains why the setting is important, not just the activity, 2002).

#### **Real Kiwi operator**

Interactive Travellers like to mix with locals. 'Real' means an operator who is warm,

friendly, enthusiastic, and passionate about the activity and the environment.

#### **Feeling part of the experience**

There is a growing desire for Interactive Travellers to interact with the activity. Participation is better than watching.

#### **Uniqueness**

Interactive Travellers want something they haven't experienced or seen before. They look for a unique 'New Zealand' element to the experience.

#### **Less is more**

Being part of a flock is not the Interactive Traveller's idea of fun. Small groups or solo experiences make them feel like the experience is special.

#### **Learning something**

Interactive Travellers like to absorb information about the setting, wildlife or historical context of the activity. However, when it comes to delivering the experience, it is important to gauge the level of interest so that the right amount of information is provided.

#### **Safety**

Interactive Travellers need to be assured that the activity is safe. Safety is interpreted by way of the activity having modern equipment, up to date facilities and appropriate safety regulations and accreditation. A good safety briefing by the operator also adds to a visitor's feeling of safety.

#### **Choice in level of exertion or thrill**

When there's a choice in duration or level of 'thrill', the Interactive Traveller is more likely to be interested.

#### **What do they look for when choosing accommodation?**

Across the different types of accommodation the things that are important to visitors are:

- Friendly and helpful staff
- Décor of rooms
- Information provided on things to see and do
- Value for money



Interactive Travellers like to discover new areas ... get off the beaten track

**At the end of the holiday, how does New Zealand rate?**

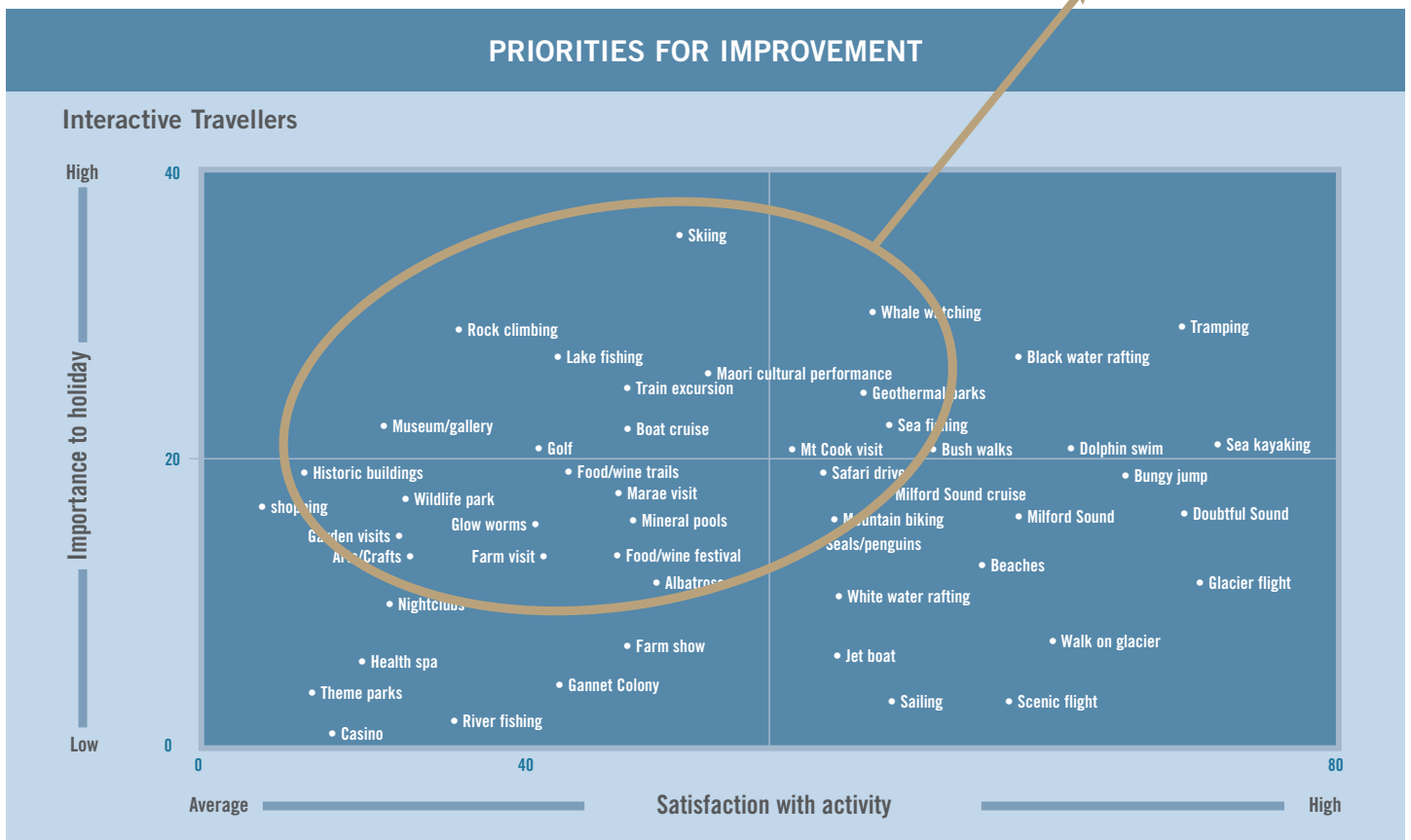
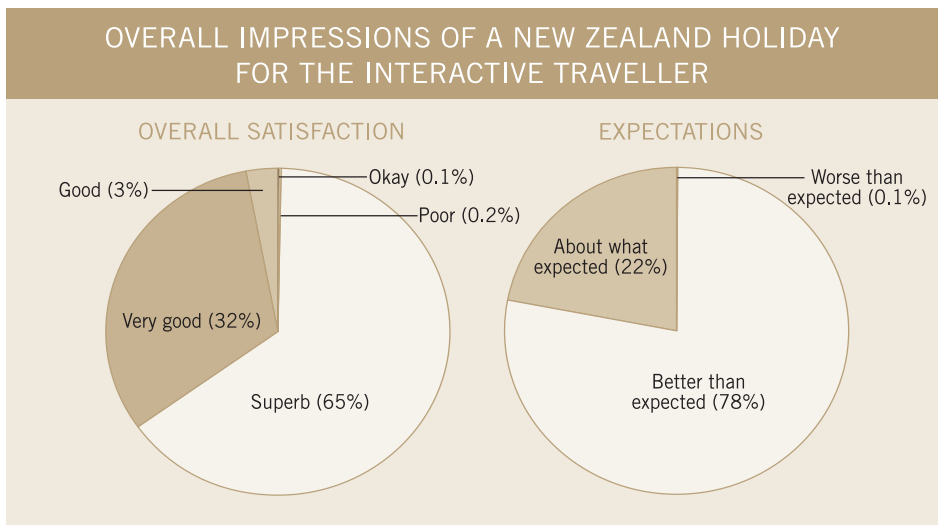
The research revealed that visitors to New Zealand are generally very satisfied with their holiday (94% of visitors rated their holiday as either 'superb' or 'very good'). However, Interactive Travellers are even more satisfied than all travellers (65% of Interactive Travellers rated New Zealand as superb compared to 51% of all travellers).

Interactive Travellers are also more likely to have expectations of their New Zealand holiday exceeded (78% of Interactive Travellers rated New Zealand as exceeding their expectations, 68% of all travellers rated New Zealand as exceeding their expectations) (refer chart to left). These findings demonstrate that New Zealand better delivers to the needs of Interactive travellers than travellers in general. Which is important in terms of creating positive word of mouth referral.

**Here are some key findings:**

- Activities that have the highest satisfaction with Interactive Travellers are those that showcase New Zealand's unique scenic beauty.
- Opportunities exist to better deliver individual products to meet Interactive Traveller needs and wants - especially activities that are high in importance to the overall holiday experience, and where satisfaction with those activities can be improved (refer chart below).

*Priority for improvement  
High importance, average satisfaction*



Interactive Travellers prefer to take it easy on holiday, experiencing just three to four regions at a relaxed pace.



- Core product (accommodation and transport) has less impact on a visitor's overall satisfaction with their holiday than activity product does. They are more of a functional requirement. However, if a visitor has a poor experience with core product, their overall satisfaction with the holiday is undermined.
- Bed and breakfasts and boutique luxury accommodation are seen as key strengths of New Zealand's core product offering. These places are seen as more than 'a bed for the night' by offering a more personal experience.
- Budget and mid level hotel/motel accommodation are also important to an Interactive Traveller's holiday, however, there is definitely room for improvement in delivering these types of accommodation.

For more information, please contact Tourism New Zealand's library for a copy of the 2002 Product Research.

### Robert and Dawn plan their itinerary

With their New Zealand holiday only three months away, Robert and Dawn have been putting together a rough itinerary. They've been making full use of the Tourism New Zealand website and have purchased the Lonely Planet guide to New Zealand. Planning their holiday is part of their overall holiday experience.

As experienced holiday planners, Dawn and Robert have learned to identify the key 'big adventures' early on, then build local detail in to fill out the days. Walking the Tongariro Crossing and sea kayaking in Doubtful Sound are the main events for their holiday so far, and they have pre-booked these to avoid missing out. The web has revealed that it would be fun to have a day or two in Auckland before they set off on their self-drive itinerary - to recover from jet lag and ease themselves into the holiday state of mind.

Dawn's interest in art is being accommodated with visits to a couple of galleries - the Auckland Art Gallery to see the McCahon collection and the Dowse Gallery in Lower Hutt. Robert is keen to have an authentic Maori experience - possibly in Eastland, where there are several marae stays available. They're planning to stay in bed & breakfast accommodation as much as possible, but will be perfectly happy with mid-range motels some of the time. Dawn has heard about the convent B & B in Marlborough and is keen to stay there a night or two. Robert has heard about the sauvignon blanc in Marlborough and is keen to consume a bottle or two.

