

Activating domestic tourism

THE RESEARCH

IS BASED ON



6,000 online interviews with New Zealanders about their domestic tourism behaviour and intentions.



All interviewing done in September 2016.



Sample structured to be representative of the New Zealand population by age, gender, and region.

WHEN WE SAY DOMESTIC TOURISM,

WHAT WE ACTUALLY MEAN IS...

Domestic travel for leisure reasons which involves either:



At least one night
away from home

OR



At least five hours
away from home and
a tourist activity



DAY TRIPS

27,565,000

of these in the last 12 months



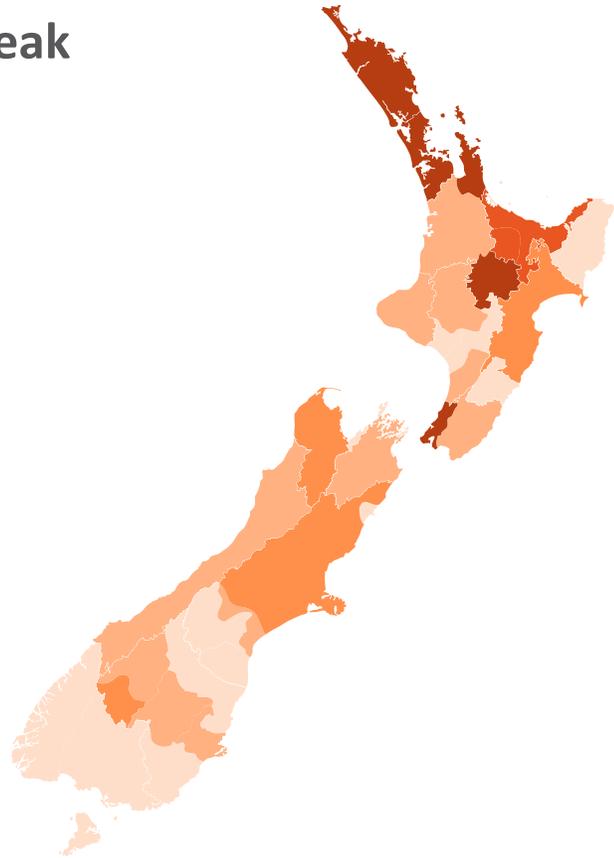
OVERNIGHT TRIPS

17,443,000

of these in the last 12 months

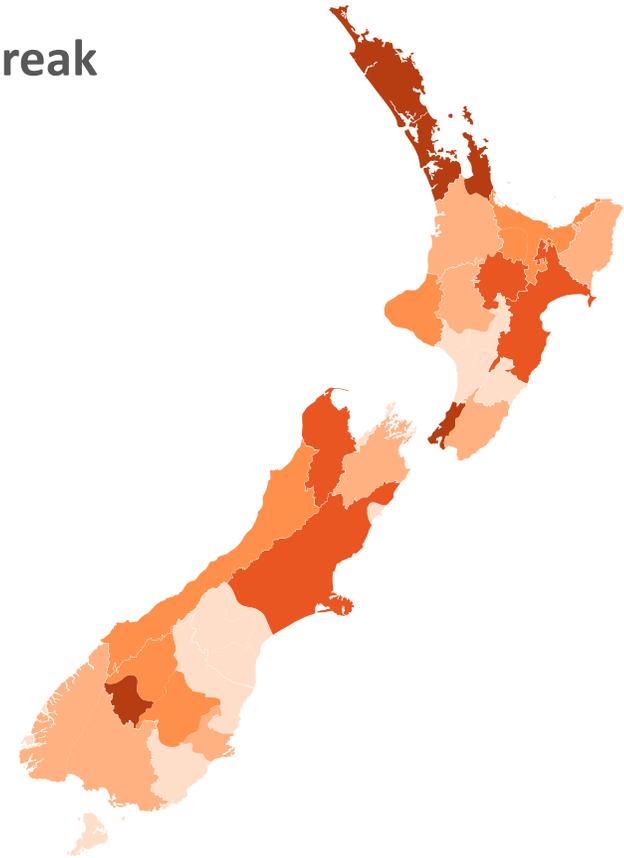
There is strong inherent interest in some regions, while others will need to work hard to attract visitors

For a short break
(2 to 3 nights)



HIGH INTEREST  LOW INTEREST

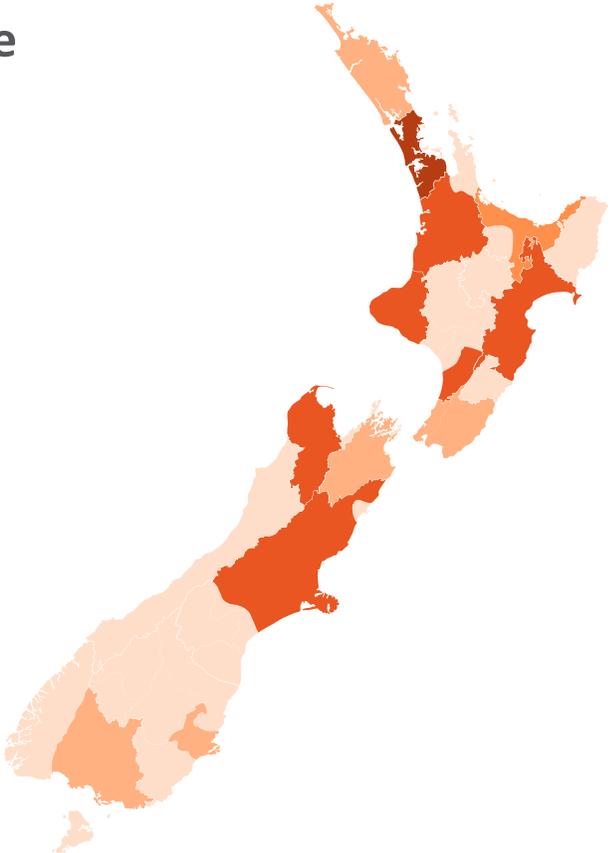
For a long break
(5+ nights)



HIGH INTEREST  LOW INTEREST

Interest in a region varies hugely depending on where someone comes from

Origin of those interested in Wellington

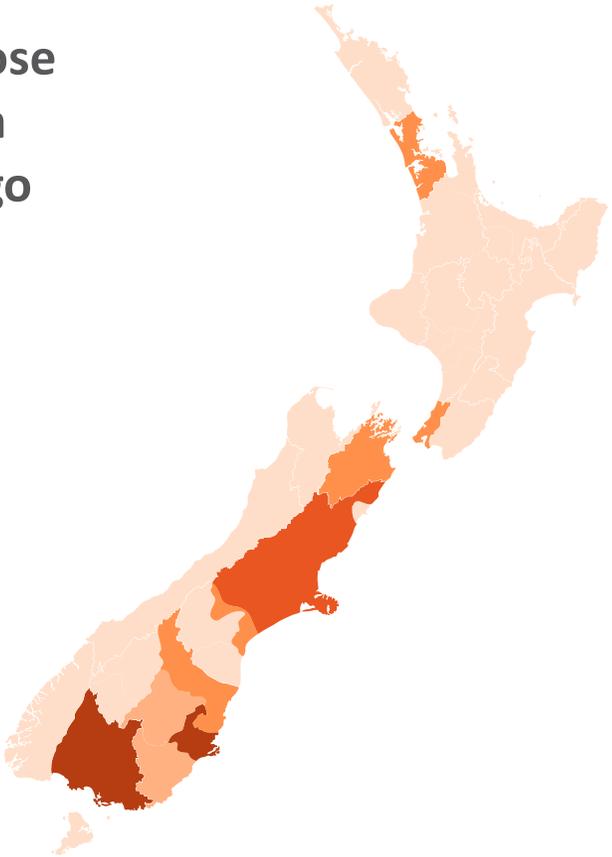


HIGH INTEREST



LOW INTEREST

Origin of those interested in Central Otago



HIGH INTEREST



LOW INTEREST

01



CASE STUDY

DECIDING TO START A BUSINESS

Joe is thinking about setting up a water based adventure tourism business and wants to know whether it is viable.



01

CASE STUDY

DGIT WOULD TELL JOE...

That there is definitely a decent sized market for his business

541,000

Overnight trips are taken every year by New Zealanders interested in rafting, canoeing or kayaking

The best place to base his business

(map shows where his market already wants to go and where they can get to easily)



HIGH VOLUME



LOW VOLUME

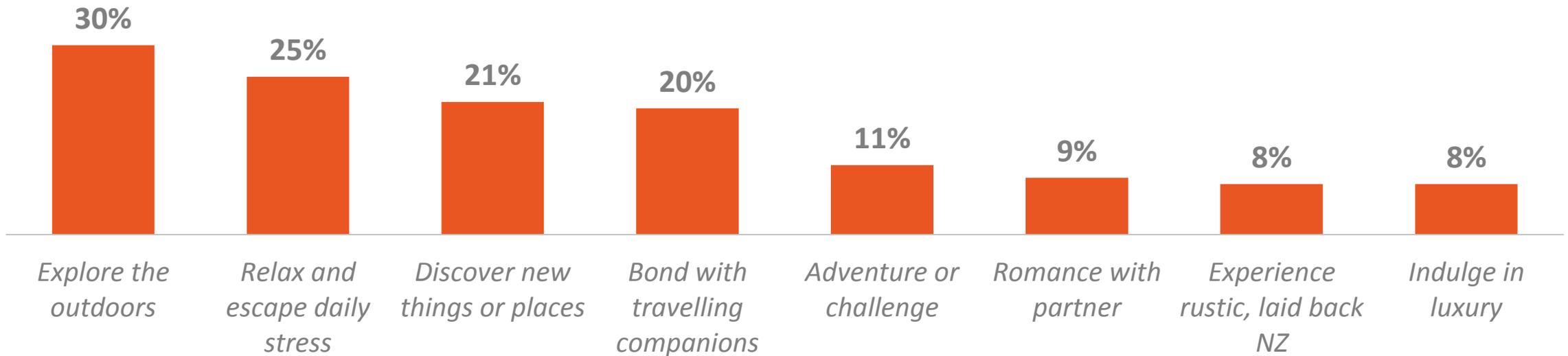
01

CASE STUDY

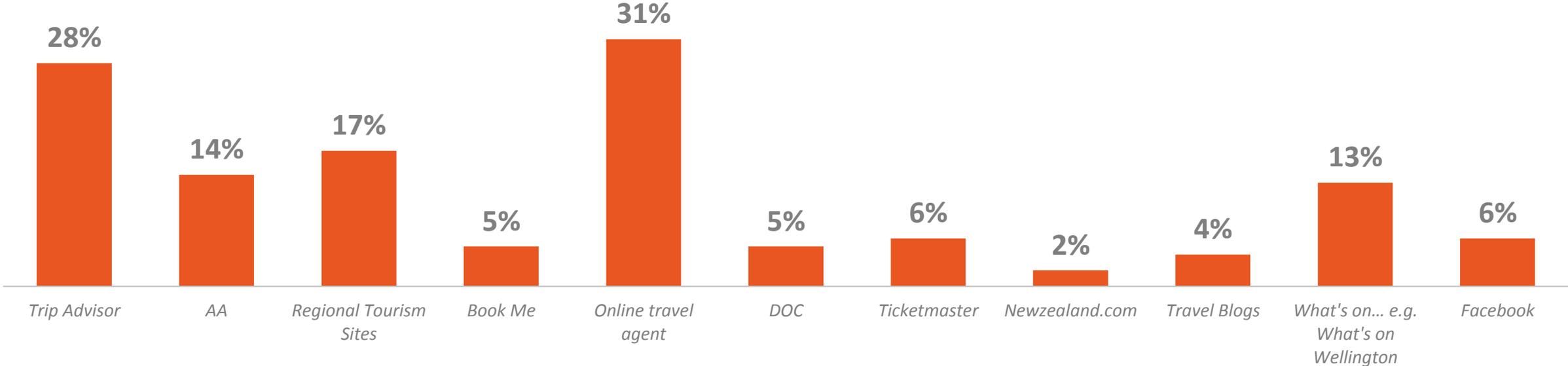
DGIT WOULD TELL JOE...

How to position his business

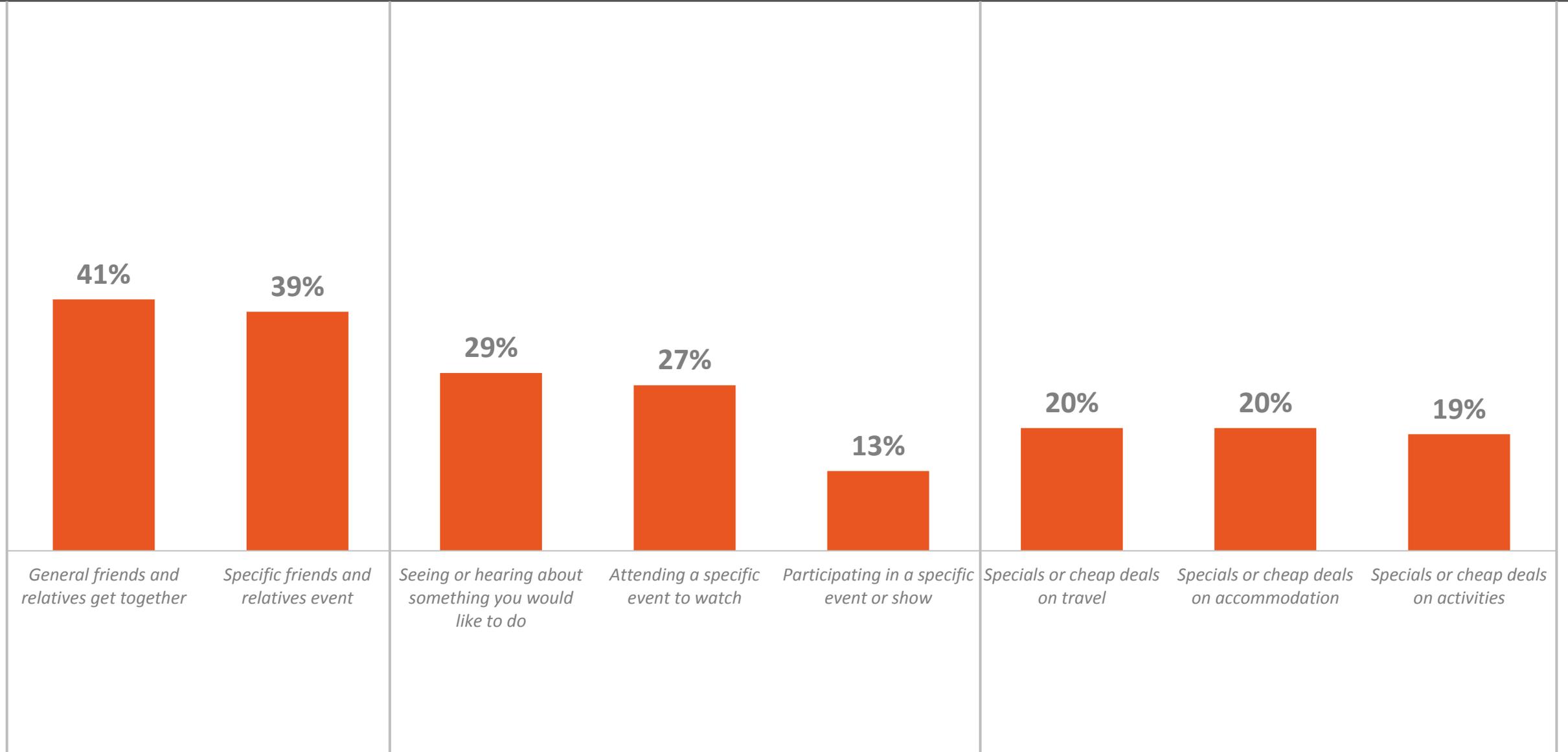
(People's motivations for water based activities aren't so much about the adventure or challenge, they are more about exploring the outdoors and discovering new things or places)



Returning to the overall results, people plan using a wide range of tools



There are three main triggers for domestic tourism



02

CASE STUDY

ATTRACTING PEOPLE TO A REGION

The Wellington regional tourism organisation wants to attract more weekend visits to Wellington in the winter

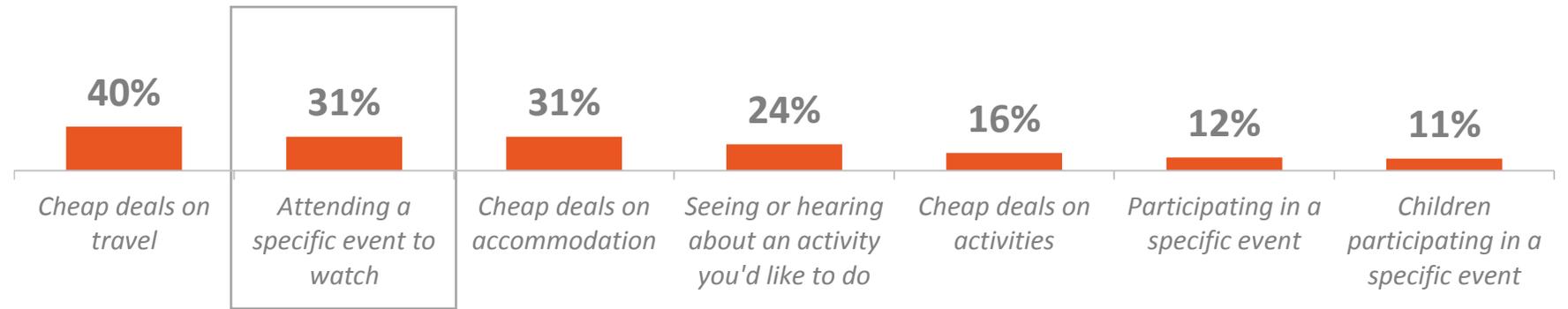


02

CASE STUDY

DGIT WOULD TELL THE WELLINGTON RTO...

That attending a specific event is an important trigger for people already interested in Wellington



That there is most interest in live music events, sports events and wine/food events



02

CASE STUDY

DGIT WOULD TELL THE WELLINGTON RTO...

To target people from Auckland, Hawkes Bay, and Canterbury because these people are most likely to come to Wellington for an event.

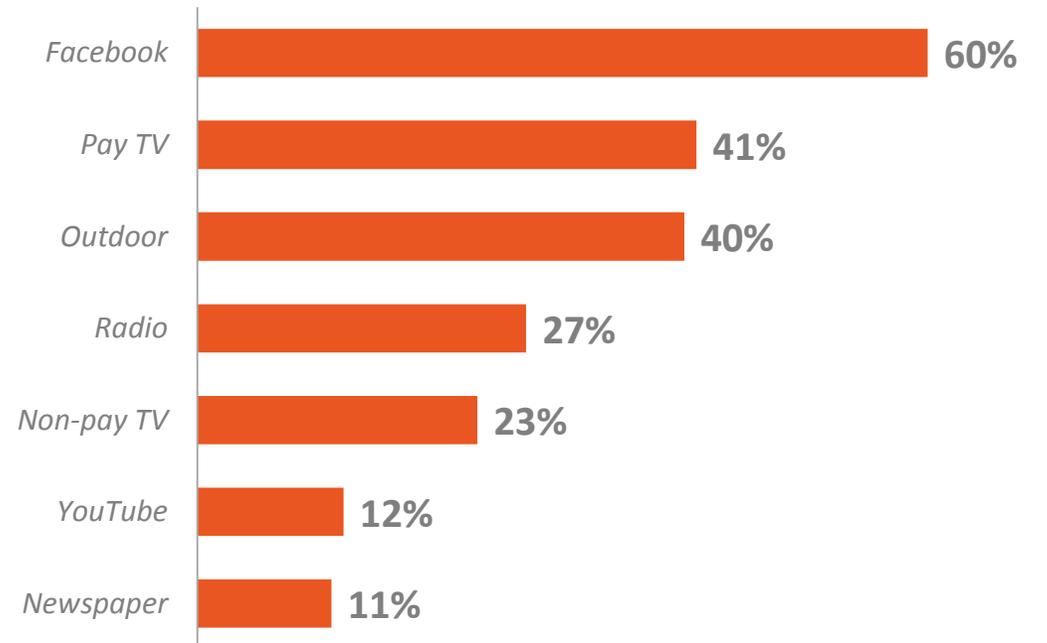


HIGH VOLUME



LOW VOLUME

That Facebook and TV are best media to reach the target audience

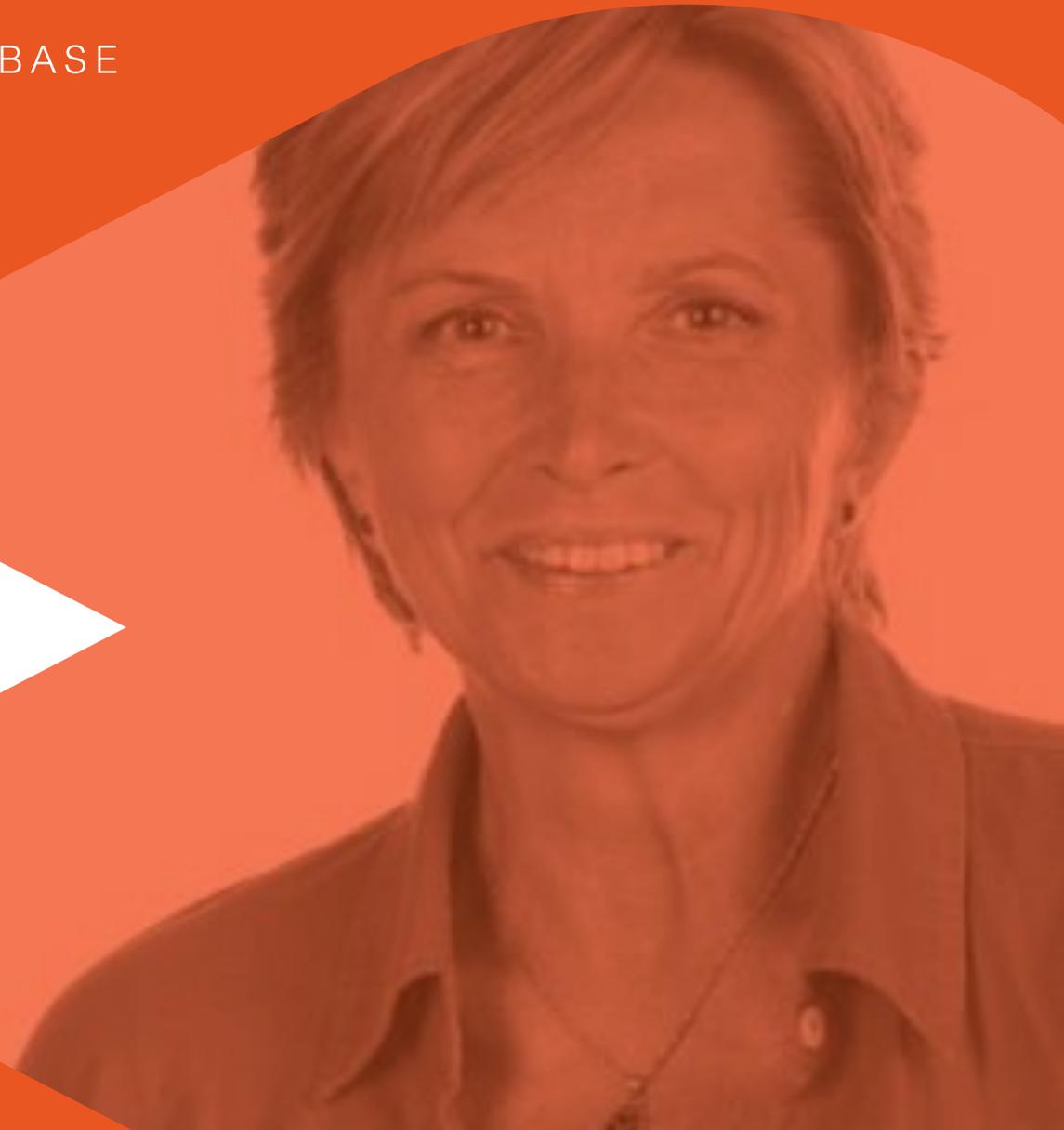


03

CASE STUDY

ATTRACTING A BROADER CUSTOMER BASE

Jill operates a backpackers in Taranaki and most of her New Zealand customers are 18 to 34 – she wants to know what she has to do to attract more 35 to 49 year olds.

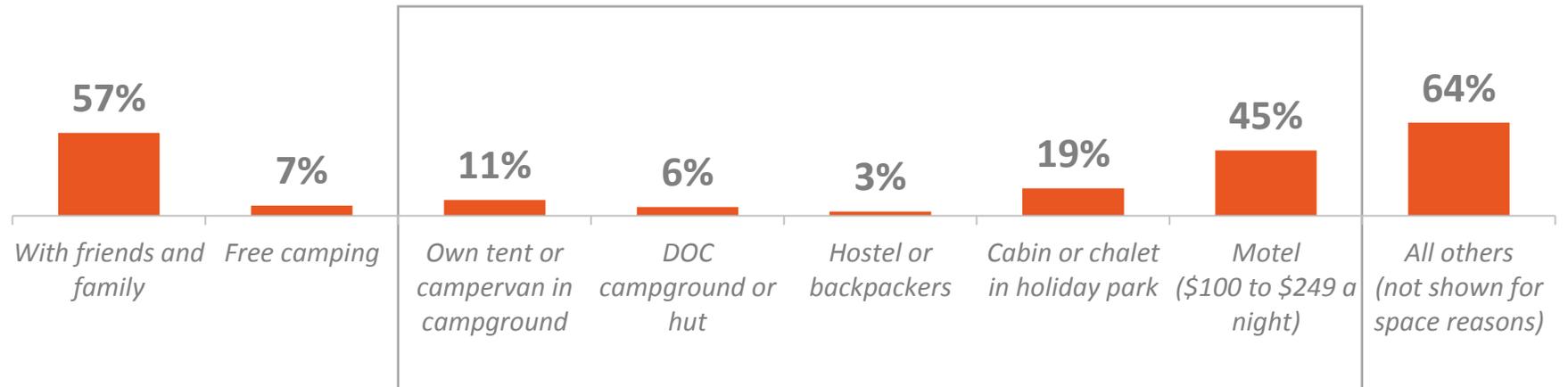


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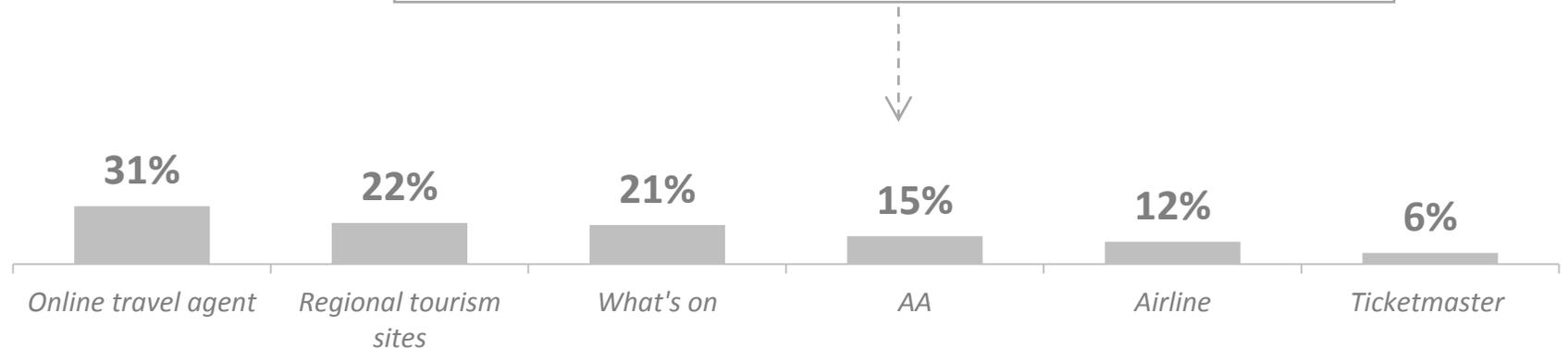
CASE STUDY

DGIT WOULD TELL JILL...

The accommodation preferences of 35 to 49 year olds who are interested in visiting Taranaki



The websites her target market use to book travel – so she knows the key ones to have a listing on

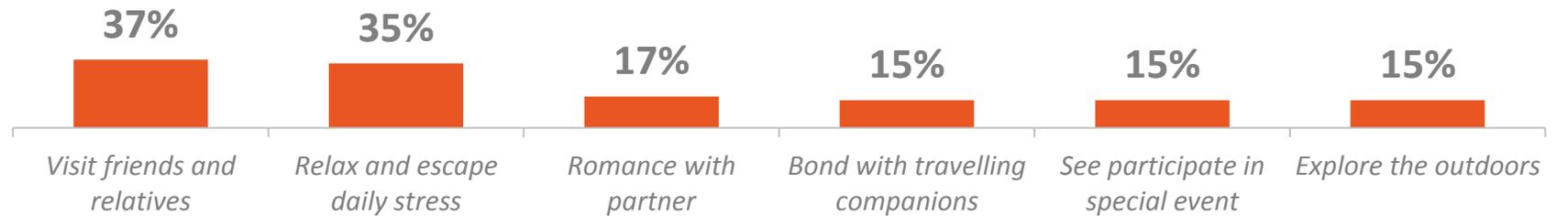


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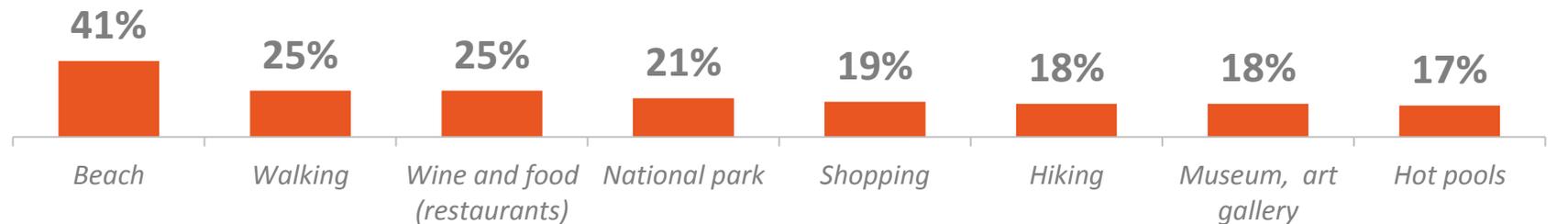
CASE STUDY

WHAT DIGIT WOULD TELL JILL...

That relaxing and escaping stress is an important motivation which will help her shape the way she describes her backpackers in the listings



The types of activities they want to do on holiday, which will help her decide on the Google AdWords to invest in



Destination

No Selection

Activity

No Selection

Demographic target

No Selection

Type of break

No Selection

Preferred accommodation

No Selection

Origin

No Selection

Time of year

No Selection

Reason for travel

No Selection

Update

Tourist profile

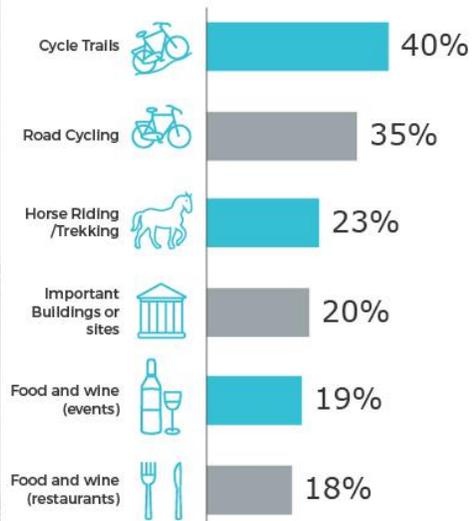
WHO'S INTERESTED

WHAT DO THEY WANT?

HOW DO WE REACH THEM?

INTRODUCING
DGiT

Activities



Accommodation



Photo credit: Destination Great Lake Taupo