

## Activating domestic tourism - TIA DGiT presentations

DGiT (Domestic Growth Insight Tool) is an exciting new online tool to help tourism operators like you boost the value you get from domestic tourism.

DGiT is designed for tourism businesses and RTOs. It's free, practical and simple to use. During this one-hour workshop you will learn how to use DGiT to identify which Kiwi leisure travellers you should target, when they want to visit, their motivation for travel, what else they want to do and their preferred type of accommodation. It also provides information on the best way to market to your target audience.

From family holidays to day trips, there is a tremendous opportunity to significantly increase the \$55 million Kiwis spend daily on domestic travel. DGiT will help you capitalise on this opportunity.

DGiT is the first major initiative to come out of a national working group to activate domestic tourism, spearheaded by Tourism Industry Aotearoa with representatives and funding support from private and public sector tourism partners, including RTOs.

Town	Date	Time & Location	Contact for booking
Westport	13 March 2017	11.00 - 12.00pm Epic Centre, 10a Lyndhurst St, Westport	<a href="mailto:kelly@westcoast.co.nz">kelly@westcoast.co.nz</a>
Greymouth	14 March 2017	7.15am Ali's Eating & Drinking 9 Tainui St Greymouth	<a href="mailto:ashley@leftcoastevents.co.nz">ashley@leftcoastevents.co.nz</a>
Invercargill	21 March 2017	4.00pm - 5.00pm Venture Southland Boardroom, 143 Spey Street, Invercargill	<a href="mailto:emma@venturesouthland.co.nz">emma@venturesouthland.co.nz</a> <a href="tel:032111417">03 2111 417</a>
Balclutha	23 March	10.00am – 11.00am Cross Recreation Centre, 18 Glasgow Street, Balclutha.	<a href="mailto:kelsey@cluthanz.com">kelsey@cluthanz.com</a>