



DGIT

Activating Domestic Tourism

ACTIVATE HERE

<http://dgit.nz/>

“Often the wins of our industry are focused on the international market, yet the domestic market has a much easier conversion for regional New Zealand.”

Warrick Low, Venture Southland

A regional example of understanding the domestic visitor market potential

The following slides present a series of insights for Southland drawn from the Domestic Growth Insight Tool (DGiT).

DGiT is used by RTOs to gain a comprehensive picture of their potential domestic visitor market.

DGiT answers questions like:

- “Who are our target markets?”
- “What is the split of day and overnight trips?”
- “How many will come to our region by air vs road?”
- “What are the household incomes of our target market?”
- “What types of household composition (e.g. couple with no kids) are attracted to our region?”
- “What activities do these visitors want to undertake when they are in our region e.g. shopping, going to a national park, enjoying cycle trails?”
- “What are the key messages we can use for our marketing campaign? ”
- “What channels should we use to reach our audience? ”

Venture Southland have found answers to all these questions, now you can ‘DGiT Do It’ too!



New Zealanders can be divided into eight groups (segments) based on their domestic travel behaviours and preferences

PROPORTION IN
POPULATION

Southland targets six of the
eight domestic segments:

1. Family
2. Explore Nature
3. Fun with Kids
4. Learn & Understand
5. Watching or Participating
6. Adventure & Challenge

More detail on the eight
segments is available at
www.dgit.nz



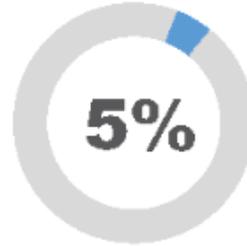
ESCAPE & REWARD



**ADVENTURE &
CHALLENGE**



**LEARN &
UNDERSTAND**



**WATCHING OR
PARTICIPATING**



EXPLORE NATURE



FUN WITH KIDS



**WINE, FOOD &
MUSIC**



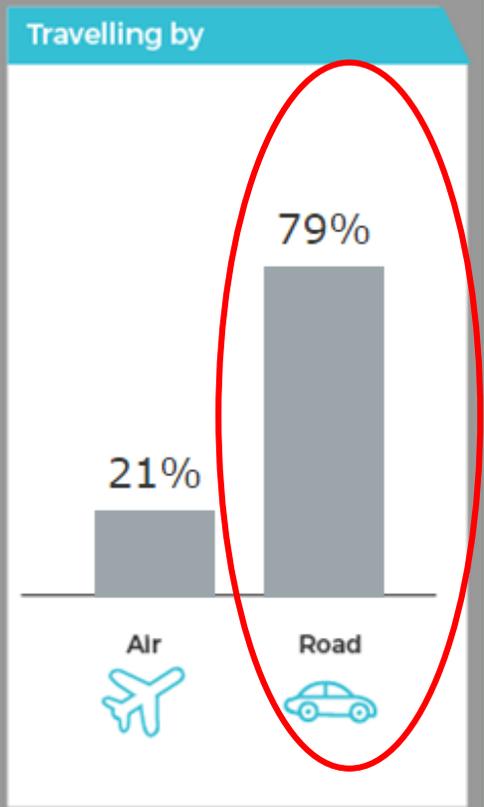
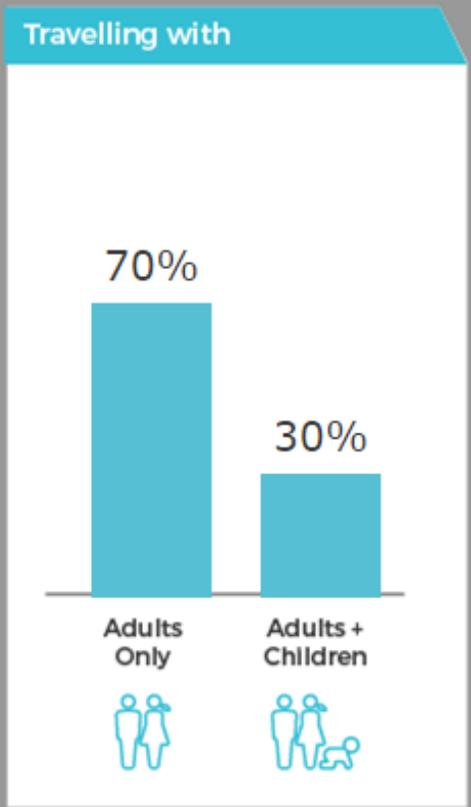
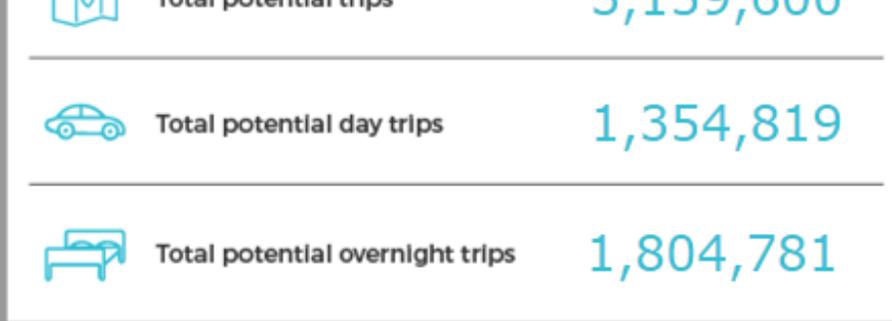
FAMILY



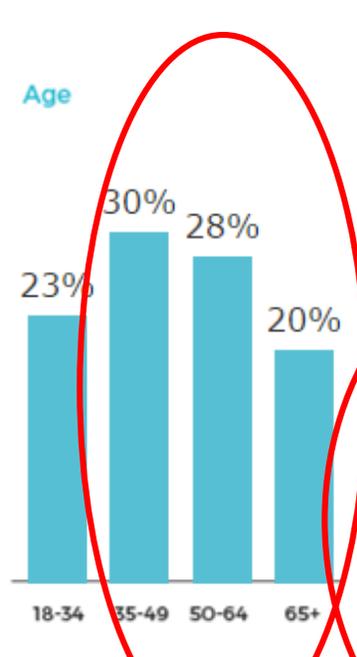
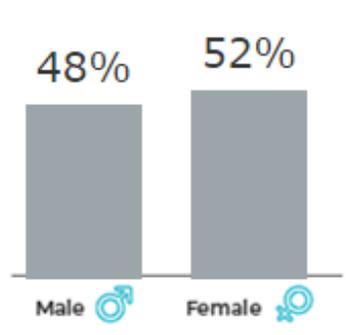
DGiT data helps Venture Southland identify its target markets:

1. Couples/Family
2. Self Drive
3. 35+

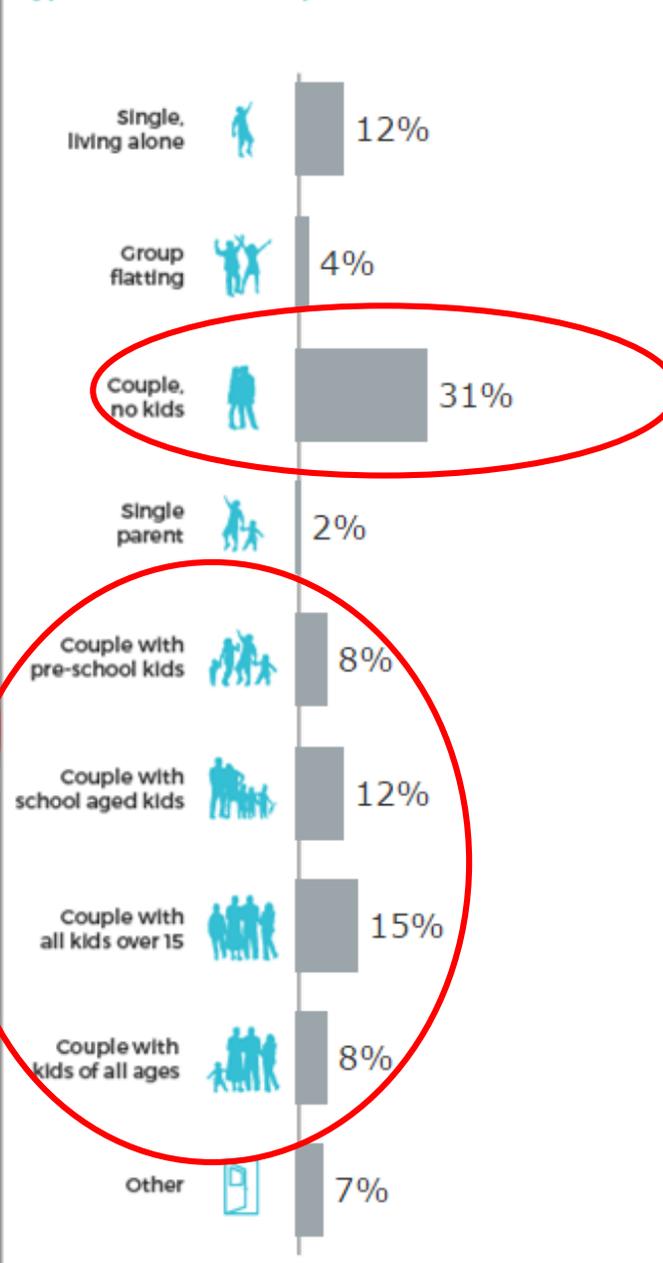
Who's Interested



Where do they come from?
 Click to see results by region



Average household income
 \$86,493



What do they want?

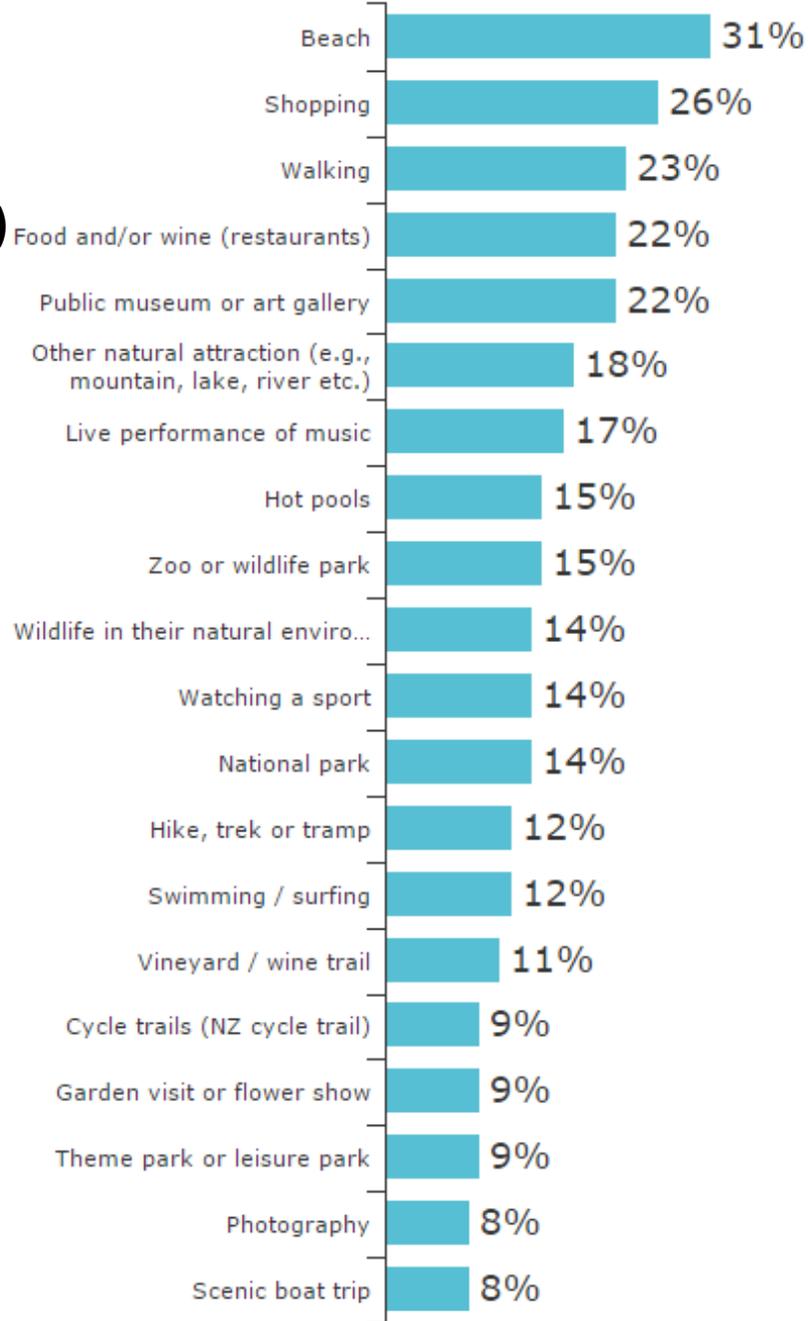
Southland domestic visitors' preferred activities (excluding beaches and shopping)

1. Walking
2. Museum/Gallery
3. Natural Attraction
4. Wildlife
5. National Park
6. Hike & Tramp
7. Gardens
8. Photography
9. Scenic
10. Cycle Trails

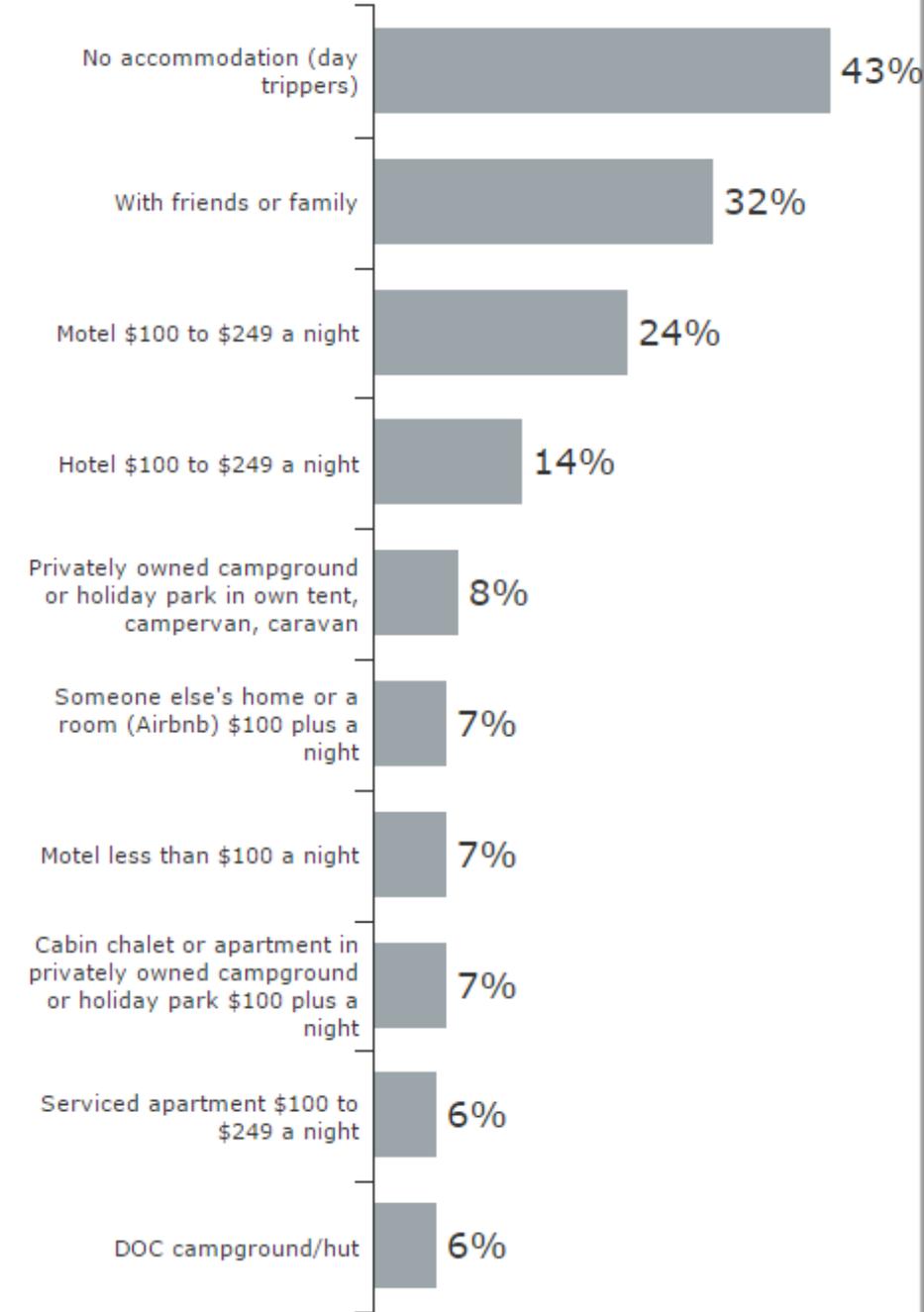
Southland domestic visitors' preferred accommodation:

1. VFR
2. Motel
3. Hotel
4. Other

Activities



Accommodation



What do we say to them?

From the data generated from DGiT, Southland can now generate the following messages to attract domestic visitors:

1. The New Zealand we all dream of
2. Classic NZ
3. Value in Destination
4. Family friendly
5. Bucket List

Key messages

Visit friends, family	28%
Relax or escape from daily stress	25%
Discover new things or places	24%
Explore the outdoors	19%

Triggers

Specific friends and family event eg wedding, birthday, christmas	42%
General friends and family get together	38%
Specials or cheap deals on travel	28%
Seeing or hearing about an activity they'd like to do	28%
Specials or cheap deals on accommodation	26%

Barriers

Cost of travel	27%
Have commitments at home which make it difficult to get away	23%
Cost of accommodation	22%
Weather	21%
Have commitments at work which make it difficult to get away	20%

When is the destination decided on?



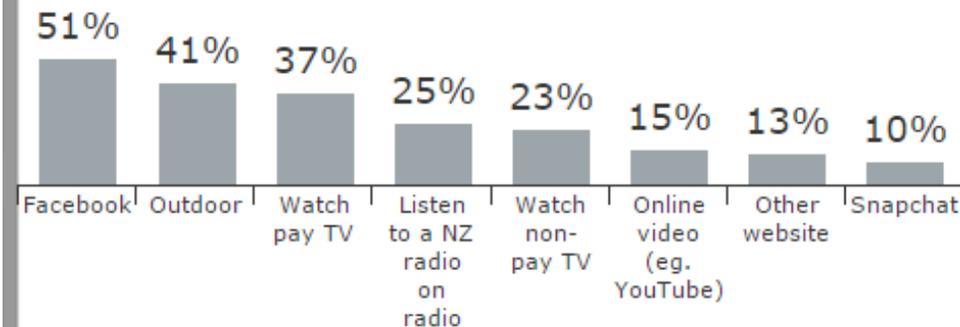
More than 6 months 4 or 5 months 2 or 3 months
1 month 2 weeks 1 week Less than one week

How do we reach them?

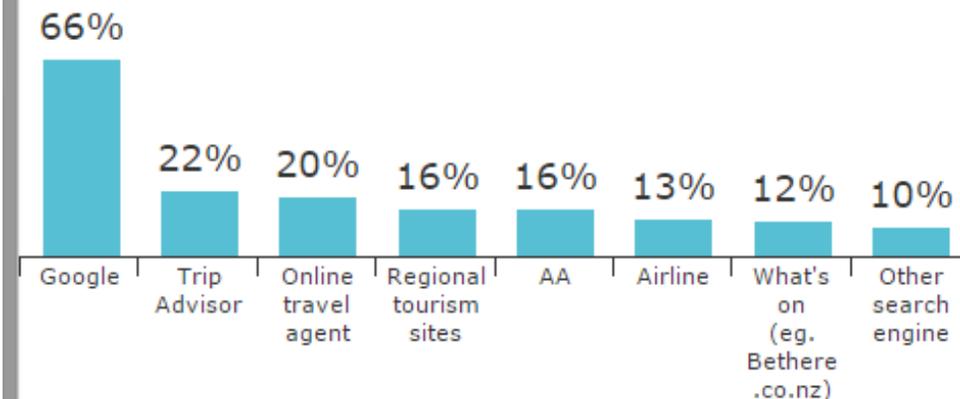
Through DGiT Southland can identify the channels to attract its' domestic visitor target market:

1. Call to action via the internet
2. Social media
3. Media channel integration
4. I-SITES
5. Google
6. OTAs

Media - reaching them before they've even thought about going



Planning - reaching them when they're planning



When are activities decided on?



■ Before ■ There