

DOMESTIC TOURISM IS



BIG

Domestic tourism is worth more per year to the economy than **international tourism**.

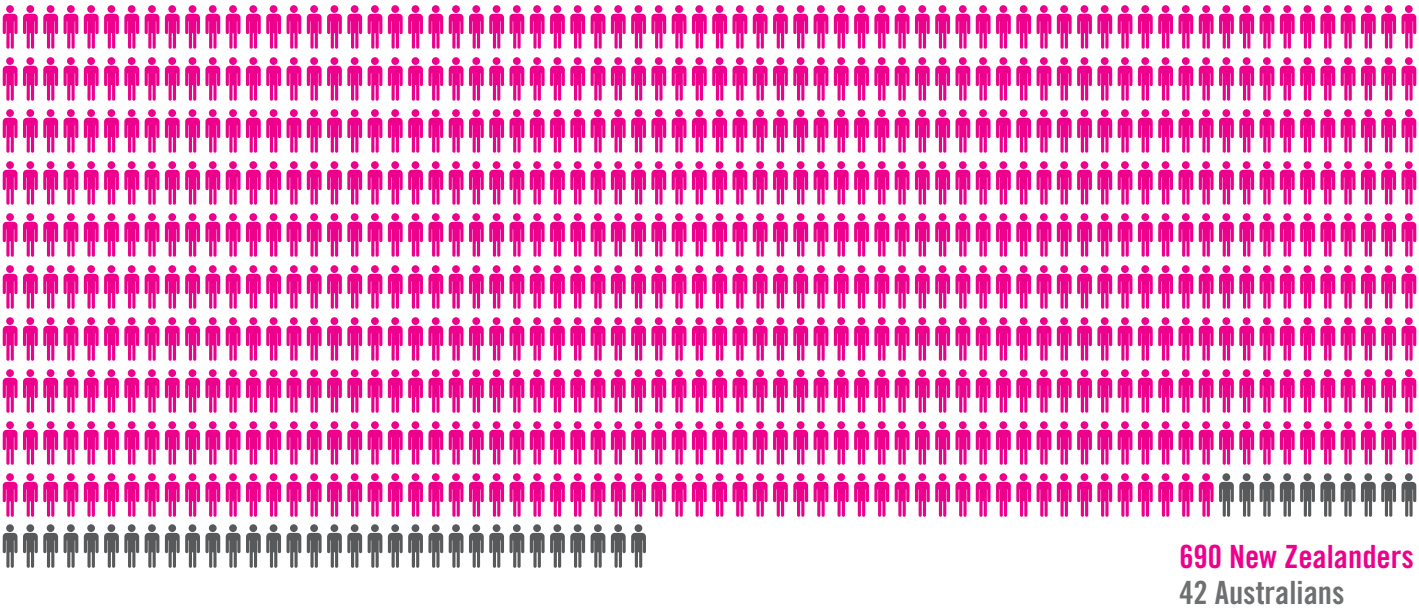


\$12.4 billion

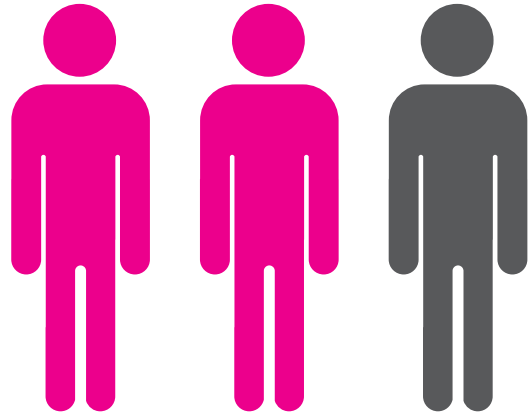


\$9.3 billion

On average, 690 New Zealanders start a **domestic holiday** every half hour. 42 **Australian visitors** start a New Zealand holiday every half hour.



Two thirds of New Zealanders **want to travel more** in New Zealand.



New Zealanders are all different, so a **targeted marketing and product development** approach will achieve more than a "shot gun" approach.



The research shows that New Zealanders can be grouped into **8 market segments**. This helps us to understand the domestic tourism market better and to target our marketing.

Domestic short breaks (less than or equal to 5 nights)

 Avg. number of domestic short breaks last 12 months



Being there



1.6 short breaks



Searching



1.4 short breaks



Rewarding



1.5 short breaks



Immersing



2.2 short breaks



Making Do



1.6 short breaks



Embracing life



2.5 short breaks



Creating



2.3 short breaks



Aiming High



3.1 short breaks

Domestic long breaks (greater than 5 nights)

 Avg. number of domestic long breaks last 12 months



0.7 long breaks



1.0 long breaks



0.4 long breaks



0.6 long breaks



0.3 long breaks



0.6 long breaks

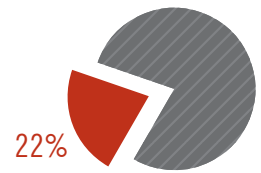


0.7 long breaks



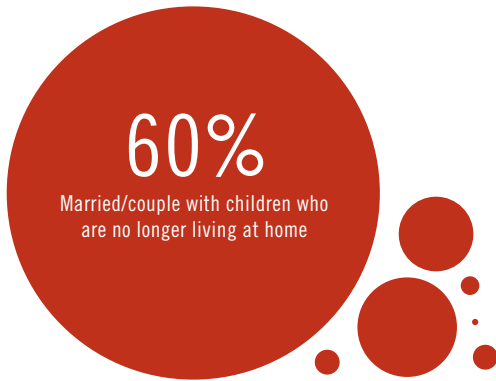
1.0 long breaks

BEING THERE

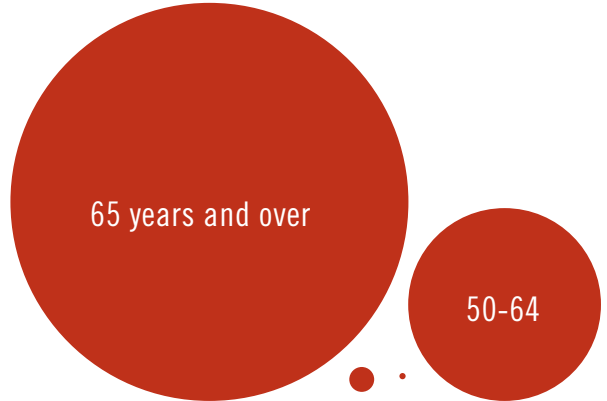


Who is in the Being There Segment?

Life cycle



Age



Members of the Being There Segment more likely than other segments to be **retired**

On holiday they are more likely to travel by **private car** or **campervan/motorhome** and to stay in **private homes** or **motels**

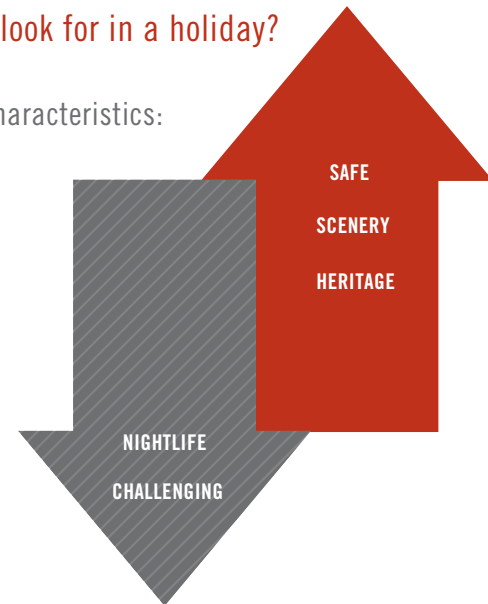
Interests & life priorities

GARDENING
HEALTH
TIME WITH FAMILY/FRIENDS
PAYING BILLS
READING
TRAVEL/HOLIDAYS
SOCIAL/COMMUNITY GROUPS **HOME HOBBIES**

What do they look for in a holiday?

Ideal holiday characteristics:

- IDEAL
- NOT IDEAL



Key marketing proposition:

“Being with family and friends”

Market to this segment through:

- Major daily newspapers
- Special interest media (e.g. gardening TV channels or publications)
- Affinity groups (e.g. churches, Rotary, Probus, other voluntary groups)
- Targeted online channels (e.g. news sites, Skype, online auction sites)
- Email marketing

Travel products likely to appeal to this segment include:



GARDEN/NATURE



CULTURE & HERITAGE

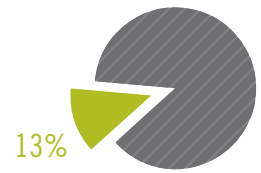


ASSISTED TRAVEL

- Day trip/short break (activity and event related)
- VFR campaigns
- Garden/nature products/events
- History/heritage
- Concert/theatre & performing arts
- Small group tours (special interest)
- Assisted travel (transport, accommodation)
- Cruise product

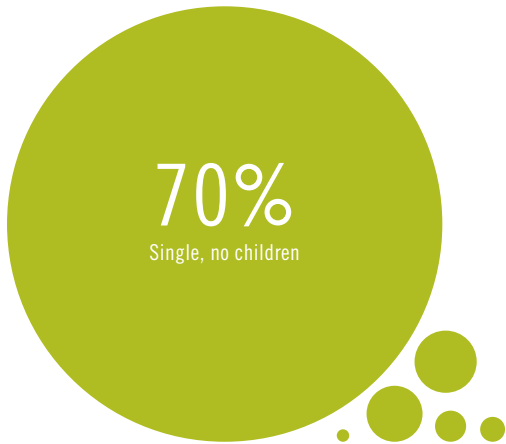
For more information please go to www.tourismresearch.govt.nz/domseg

SEARCHING

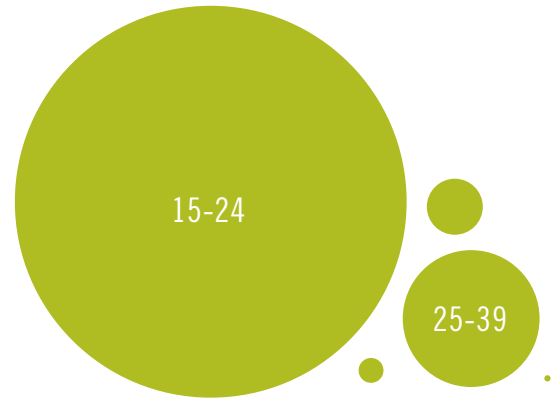


Who is in the Searching Segment?

Life cycle



Age



Searchers are more likely to be **young** and to **live with their parents or friends**

On holiday they are more likely to stay in **hotels** and to **travel by bus or by air**

Interests & life priorities

COMPUTER GAMES
TEXTING
HAVING A GOOD TIME
FINDING LIFE DIRECTION
EDUCATION CINEMA
MUSIC CLUBBING/PARTIES
UPDATING WEBSITES AND DOWNLOADING
TRAVEL/HOLIDAYS

What do they look for in a holiday?

Ideal holiday characteristics:



Key marketing proposition:

“Freedom and good times with friends”

Market to this segment through:

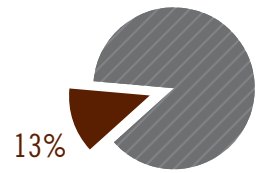
- Online, especially social media web-pages
- Youth media (magazines, blogs)
- Educational interest groups/institutions
- Marketing at events/parties
- Mobile applications
- Cinema

Travel products likely to appeal to this segment include:



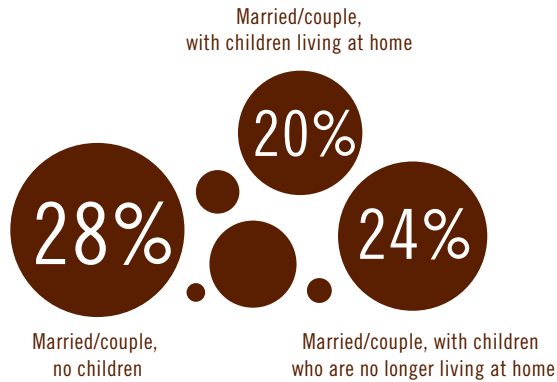
- Youth related events (online gaming and sports competitions, sports exhibitions)
- Urban activities (nightlife)
- Contiki-style domestic product (including travel with experiences and opportunities to meet new people)
- Adventure and/or sports products

REWARDING

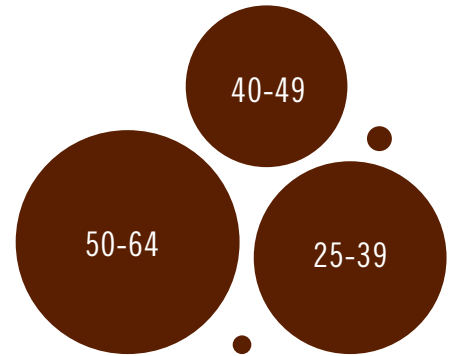


Who is in the Rewarding Segment?

Life cycle



Age



Rewarders are more likely to be **males** in **management or professional positions**, living in **Auckland**

On holiday they are more likely to stay in **hotels, motels, or serviced apartments** and to travel by **plane or company car**

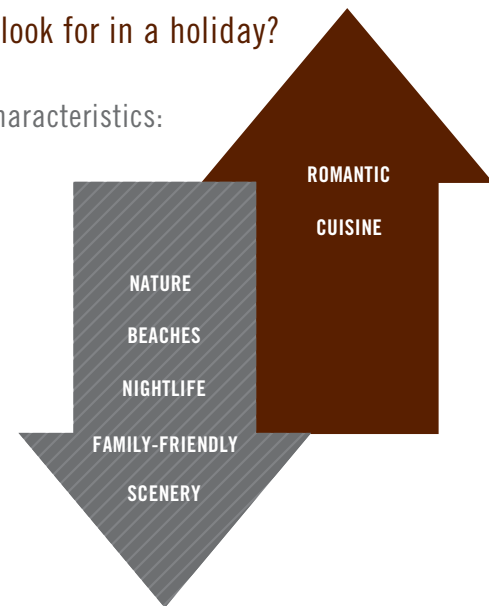
Interests & life priorities

TELEVISION
RELATIONSHIP
REDUCING DEBT
SURFING ONLINE
TRAVEL/HOLIDAYS
BUILDING CAREER/BUSINESS
WATCHING SPORTS
BUILDING ASSETS
GOLF

What do they look for in a holiday?

Ideal holiday characteristics:

- IDEAL
- NOT IDEAL



Key marketing proposition:

“You work hard, you deserve it”

Market to this segment through:

- Business media
- Special interest groups/media/online (e.g. golf clubs or magazines)
- Auckland specific media
- TV Sports/ News Channels
- Live sports events

Travel products likely to appeal to this segment include:



GOLF PRODUCTS



SHORT BREAKS



FOOD & WINE

- Golf products
- Short breaks
- Food and wine experiences (events, vineyard tours)
- Romantic weekends/short breaks
- Fashion events/shows
- Sports events/shows (e.g. motoring, golf)
- Indulgence/pampering (accommodation, wellness experiences)
- Cruise product

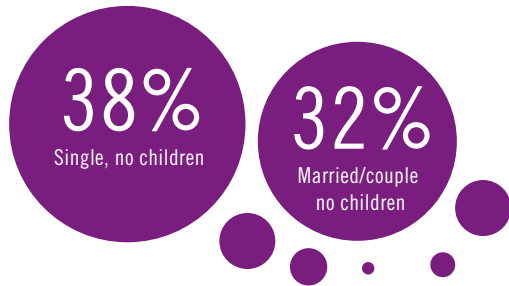
For more information please go to www.tourismresearch.govt.nz/domseg

IMMERSING



Who is in the Immersing Segment?

Life cycle



Age



Members of the Immersing Segment are likely to be **female** and **living in the city** and very likely to be tertiary educated

On holiday they are more likely to stay in **private dwellings** and **backpackers** and travel by **private car**

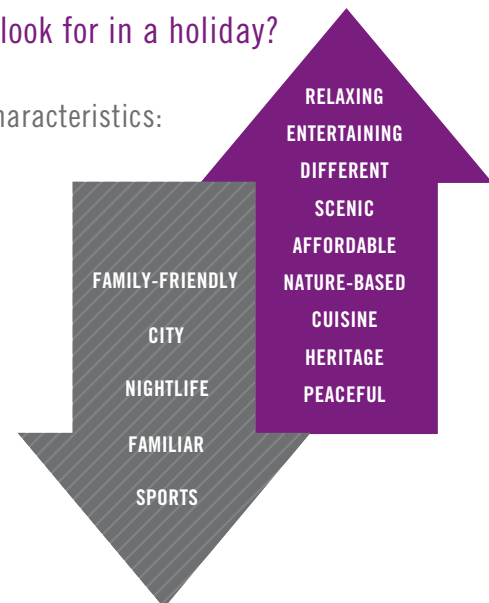
Interests & life priorities

FINANCIAL OBLIGATIONS
FINDING DIRECTION IN LIFE
PETS
EDUCATION
BUILDING CAREER
TRAVEL/HOLIDAYS
PARKS AND GARDENS
THEATRE
MUSICAL INSTRUMENTS **HIKING**
PAINTING

What do they look for in a holiday?

Ideal holiday characteristics:

- IDEAL
- NOT IDEAL



Key marketing proposition:

“Expand your mind, add to your experiences, enrich your life”

Market to this segment through:

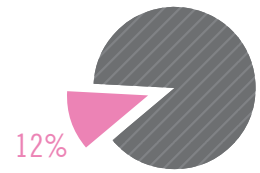
- Special interest and lifestyle media (e.g health media, yoga/wellness media)
- Online channels (travel/lifestyle sites)
- Professional media/interest groups
- Tertiary education institutes

Travel products likely to appeal to this segment include:



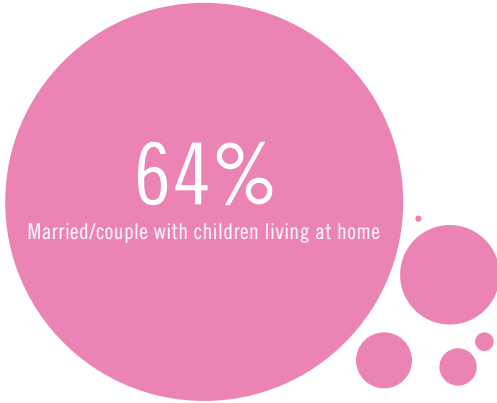
- Nature, health, wellness, cultural, artistic, musical, heritage, wildlife, food and wine product, all with an interactive and educational focus
- Workshops
- Hiking groups/routes (including catered)

MAKING DO

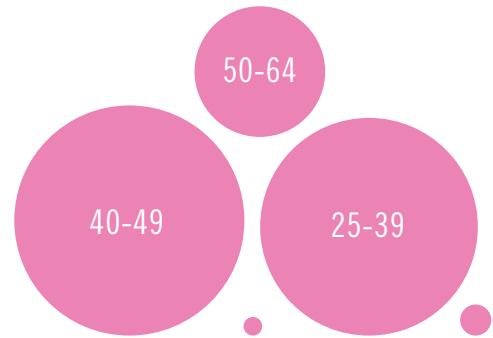


Who is in the Making Do Segment?

Life cycle



Age



Members of the Making Do Segment are more likely than other segments to be **female**, earning a **low income** and have **children living at home**

On holiday they are more likely to travel by **car/van** and to stay in **rented accommodation**

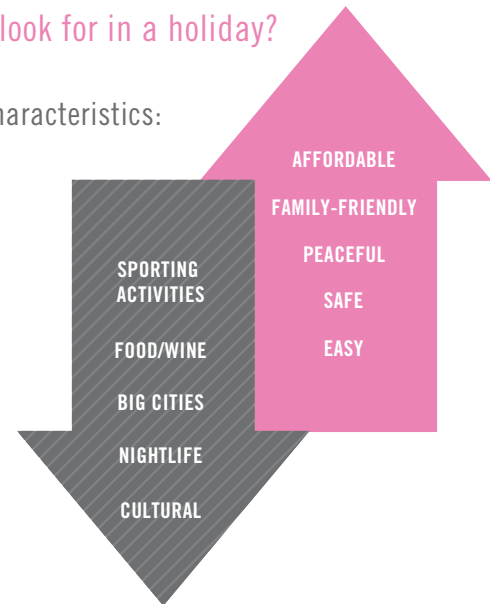
Interests & life priorities

RAISING FAMILY
PAYING THE BILLS
TIME WITH FAMILY/FRIENDS
HEALTH REDUCING DEBT
VISITING MARKETS
SECOND HAND SALES
TRAVEL/HOLIDAYS

What do they look for in a holiday?

Ideal holiday characteristics:

- IDEAL
- NOT IDEAL



Key marketing proposition:

"You deserve a break"

Market to this segment through:

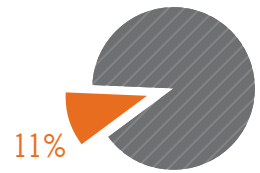
- Women's magazines
- Lifestyle media
- Daytime TV and radio
- Advertising at fairs and markets

Travel products likely to appeal to this segment include:

-  CHILD CARE ASSISTANCE
-  SECOND HAND SHOPS
-  FAMILY FRIENDLY/THEME PARK

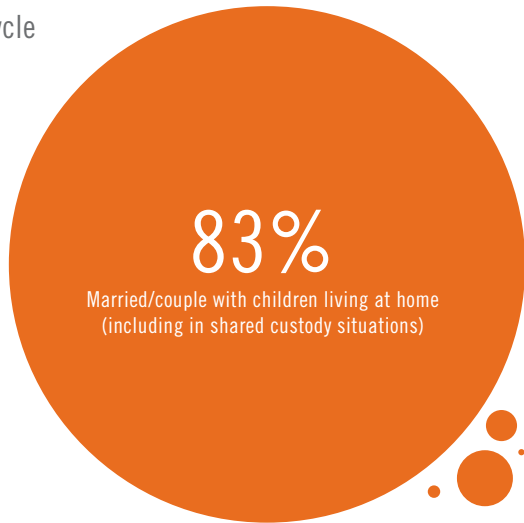
- Family-friendly products
- Nature-based experiences
- Accommodation and activities offering childcare facilities (e.g. kids' clubs)
- Affordable and easy products

EMBRACING LIFE

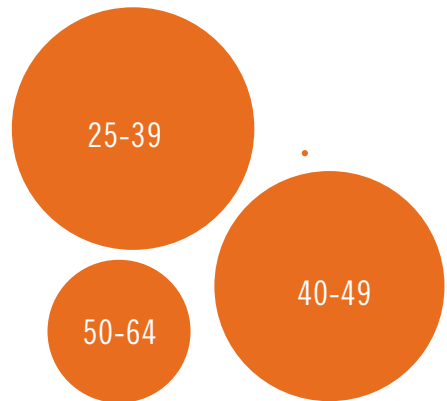


Who is in the Embracing Life Segment?

Life cycle



Age



Members of the Embracing Life Segment are likely to be **family-focussed** and earning a **high income**

On holiday they are more likely to stay in **motels** and **rented accomodation**, and to travel by **private car** and (sometimes) **bicycle**

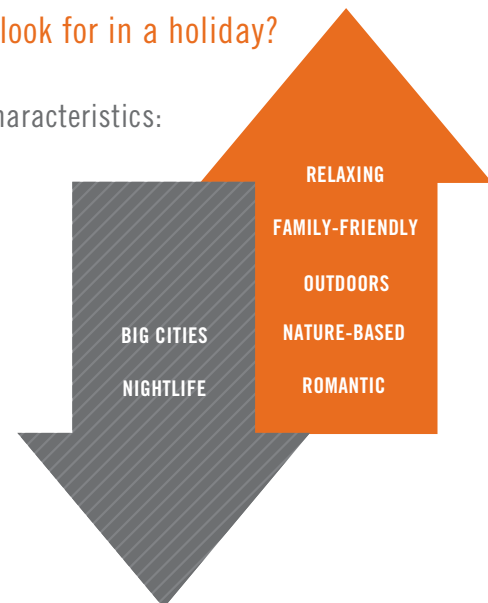
Interests & life priorities

RAISING FAMILY
RELATIONSHIPS
FRIENDS/FAMILY
ENTERTAINING AT HOME
REDUCING DEBT/BUILDING ASSETS
CAREER/BUSINESS TRAVEL/HOLIDAYS
HOME MAINTENANCE BOATING/FISHING HIKING/OUTDOORS

What do they look for in a holiday?

Ideal holiday characteristics:

- IDEAL
- NOT IDEAL



Key marketing proposition:

“A FULL life for you and your family”

Market to this segment through:

- Business media
- Special interest groups/media/online (e.g. golf/outdoor focussed, boating, fishing)
- Major daily newspapers
- Outdoor events and shows (e.g. boat/fishing shows)

Travel products likely to appeal to this segment include:



OUTDOORS



CULTURE & HERITAGE



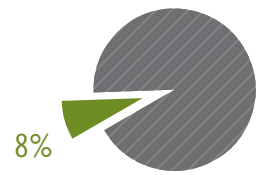
FOOD & WINE



EXPERIENCES FOR THE WHOLE FAMILY

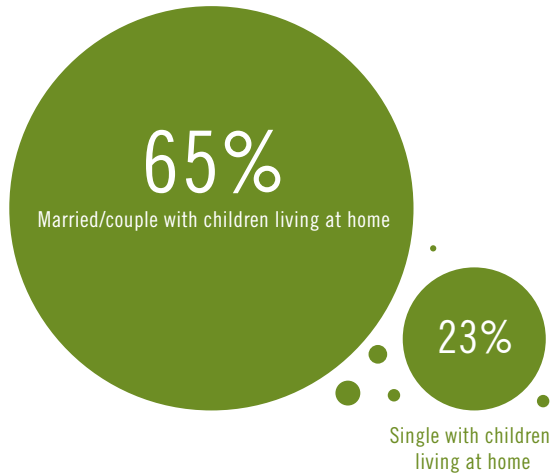
- Outdoor adventures/experiences for the whole family (e.g. cycling, fishing, canoeing, kayaking, adventure sports, boating, fishing, beaches)
- Cultural product
- Food/wine product
- Heritage events/experiences

CREATING

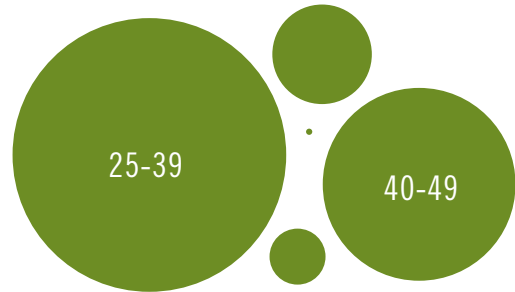


Who is in the Creating Segment?

Life cycle



Age



Members of the Creating Segment are more likely to be from a **range of ethnic groups** and to have a **tertiary (often trade) qualification**

On holidays they are more likely to travel in a **private or company vehicle** and to be **visiting friends and relatives**

Interests & life priorities

RAISING FAMILY
HEALTH
FINANCIAL OBLIGATIONS
BUILDING CAREER & ASSETS
COMMUNITY GROUPS
VISITING MARKETS
TRAVEL/HOLIDAYS
CHURCH/VOLUNTARY GROUPS

What do they look for in a holiday?

Ideal holiday characteristics:



Key marketing proposition:

“Good times to share with your family”

Market to this segment through:

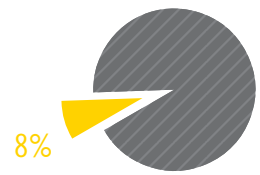
- Special interest groups/ media (e.g cultural groups, cultural media)
- Online channels
- Targeted lifestyle media
- Cultural and community events

Travel products likely to appeal to this segment include:



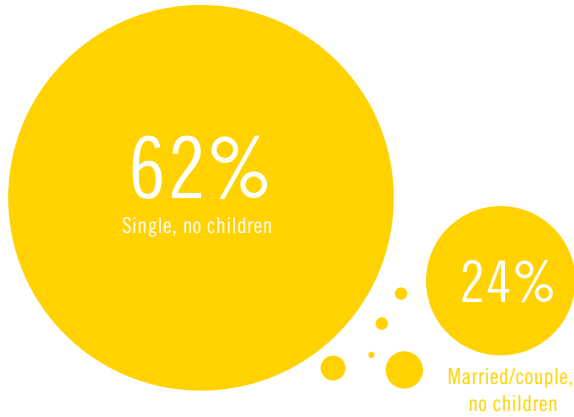
- Social/shared experiences
- Events/ concerts/festivals
- Beaches/ nature product
- Camping
- Picnics/outdoor cooking
- Group accommodation
- History and heritage
- Cultural product

AIMING HIGH

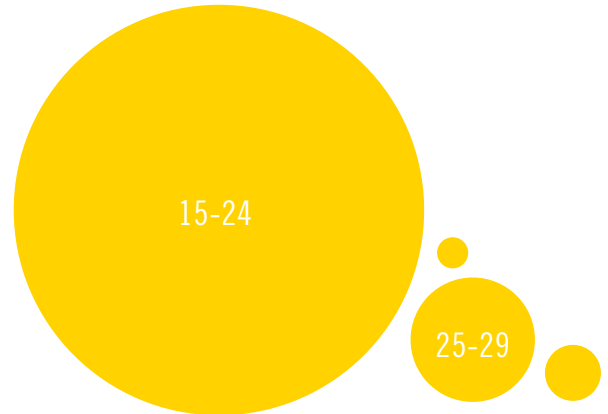


Who is in the Aiming High Segment?

Life cycle



Age



Aiming High are more likely to be **students** or **young professionals** from **affluent backgrounds**, often **living with their parents** or **friends**

On holiday they are more likely to **travel with their parents** and stay in **commercial accommodation**

Interests & life priorities

HAVING A GOOD TIME
CLUBBING/PARTIES
FINDING DIRECTION IN LIFE
SPORTS/HOBBIES FITNESS
EDUCATION
TRAVEL/HOLIDAYS CAREER
MEETING PEOPLE

What do they look for in a holiday?

Ideal holiday characteristics:



Key marketing proposition:

“More, bigger, best!”

Market to this segment through:

- Youth media (magazines, blogs)
- Special interest media (e.g. skiing/snow boarding)
- Online channels
- Interest groups (sports clubs, other affinity groups)
- Cinema

Travel products likely to appeal to this segment include:



Adventure



URBAN PRODUCT



WELLNESS EXPERIENCES

- Adventure and sports product (the BEST skiing, the BEST beaches, the BEST mountain biking tracks)
- Youth/sporting/adventure events
- Urban product (nightlife, bars, cafes/music events)
- Wellness experiences

Ministry of Tourism April 2010

An electronic version of this publication as well as the full Domestic Tourism Market Segmentation report is available at www.tourismresearch.govt.nz/domseg.

Data Sources:

Monetary comparison: Tourism Satellite Account 2009 (TSA - Statistics New Zealand)

Departing New Zealanders: Domestic Travel Survey (DTS - Ministry of Tourism)

Australian arrivals: International Visitor Arrivals (IVA - Statistics New Zealand)

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The Ministry of Tourism
PO Box 5640
Wellington
Telephone: (04) 498 7440
Fax: (04) 498 7445
Email: info@tourism.govt.nz

