

Why a Target Market?

- Financial Constraints
- Finite Resources
- Proposition Match
- Strategy 2010

manufacture of a court of

20

Financial Constraints

- NZ has a limited budget for promotion
- Bigger the target the bigger the budget spread the less effective promotion will be.
- Bigger impact with smaller target

www.tourisminfo.govl.n

Finite Resources

- NZ can't increase its tourism resources.
- Cannot keep increasing tourism numbers.
- Tourism NZ focus message on those who will most appreciate what NZ has as a destination.
- Maintain a quality visitor experience

www.toUrismInfo.govl.t

Proposition Match

- Attract the visitors who have the greatest chance of being highly satisfied.
- They'll go home and tell their friends.

www.tourismiafo.govt.na

Strategy 2010

- NZ has clearly defined long term goals for tourism.
- These will be achieved more readily if focus is on a particular group of travellers.

vww.tourisminio.goyt.sz

1

Strategic Goals

- Provide a world class, sustainable visitor experience
- Develop a compelling brand
- Match brand promise and product delivery
- Optimize yield, seasonality and regional spread

name to the minformation

Who is Our Target Market?

THE INTERACTIVE TRAVELLER

www.tourisminfo.govf.nz

The Interactive Traveller

- What type of traveller are they?
- What type of tourism products do they consume?
- What do they seek?
- What do they respect?
- What do they enjoy?
- What do they prefer?
- Where do they come from?
- What two age groups do they fall into?
- What do they have plenty of?
- What are some of their traits?

www.tourisminfo.gov.m

The Interactive Traveller

- Regular international travellers
- Consume a wide range of tourism products and services.
- Seek out new experiences that involve interacting with nature, social and cultural environments.
- Respect the environment, culture & values of others.

sn-tvog.otnimetruot.vww

10

The Interactive Traveller

- Are considered leaders by their peers.
- Don't mind planning and booking holidays directly.
- Prefer authentic products and experiences.
- Are health conscious and like to 'connect' with others.
- Enjoy outdoor activity.

www.tosziaminfo.govt.n

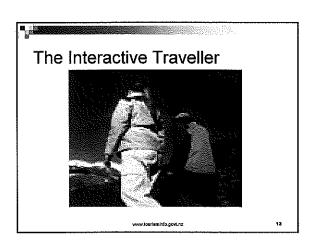
11

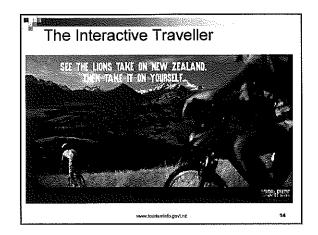
The Interactive Traveller

- Are sociable and like to learn.
- Have high levels of disposable income.
- Come from a range of countries.
- Two age groups
 - 25 34 (no children yet)
 - 50 64 (empty nesters)
- Have a high disposable income.

sn.lyog.olnkmeinsol.www

12





Exercise

- With their New Zealand holiday only three months away. Robert and Dawn have been putting together a rough itinerary using the Tourism New Zealand website and the Lonely Planet guide
 They have identified key 'big adventures' but want local detail to fill out the days.
 Dawn has an interest in art, while Robert is keen to have an authentic Maori experience. They plan to stay in b&b accommodation (special one in Marlborough). They also like wine.
 Finalise their 14 day self drive holiday. Re

- Finalise their 14 day self drive holiday. Be imaginative and remember these are interactive travellersl

www.lourismirdo.govi.nż

Find out more www.tourisminfo.govt.nz