



Target Market - Case Study

The Interactive Traveller

Tourism New Zealand

www.tourisminfo.govt.nz

1

Why a Target Market?

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

www.tourisminfo.govt.nz

2

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.govt.nz

3

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.govt.nz

4

Proposition Match

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

www.tourisminfo.govt.nz

5

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.

www.tourisminfo.govt.nz

6

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

www.tourisminfo.govt.nz

7

Who is Our Target Market?

THE INTERACTIVE TRAVELLER

www.tourisminfo.govt.nz

8

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.govt.nz

9

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.

www.tourisminfo.govt.nz

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.tourisminfo.govt.nz

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.

www.tourisminfo.govt.nz

12

The Interactive Traveller



www.tourisminfo.govt.nz

13

The Interactive Traveller



www.tourisminfo.govt.nz

14

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. Be imaginative and remember these are interactive travellers!

www.tourisminfo.govt.nz

15

Find out more

www.tourisminfo.govt.nz

www.tourisminfo.govt.nz

16