



A preview of the DGiT research

I want to share two things with you today ...

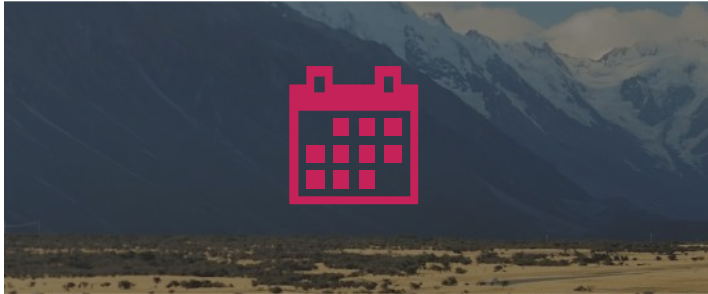
1. A general overview of the DGiT research results

2. Some examples of how you can use the research

Before we get to the general overview, just a few details so you know what the results are based on



6,000 online interviews with New Zealanders aged 18+



All interviewing done in September 2016



Sample structured to be representative of the New Zealand population by age, gender, and region

Most of the DGiT is focused on the future, but we did ask people how many trips they had taken in the last year

Day trips

27,565,000

Away from home for at least five hours, and went primarily for leisure reasons to do one of the following: went to a tourist attraction or activity (e.g., museum, theme park, zoo), attended a special public event such as a festival or exhibition, day out at beauty or health spa, a general day out to explore an area

Overnight trips

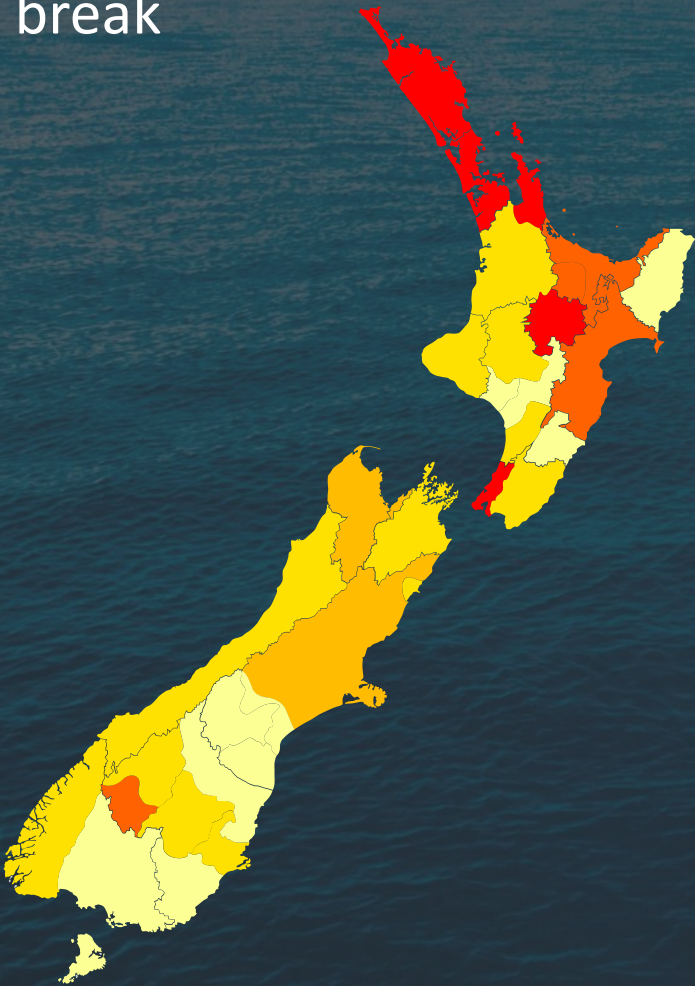
17,403,000

Away from home for at least one night and went for leisure reasons

New Zealanders are more predisposed to visiting some regions – which means some regions need to work harder to generate visits

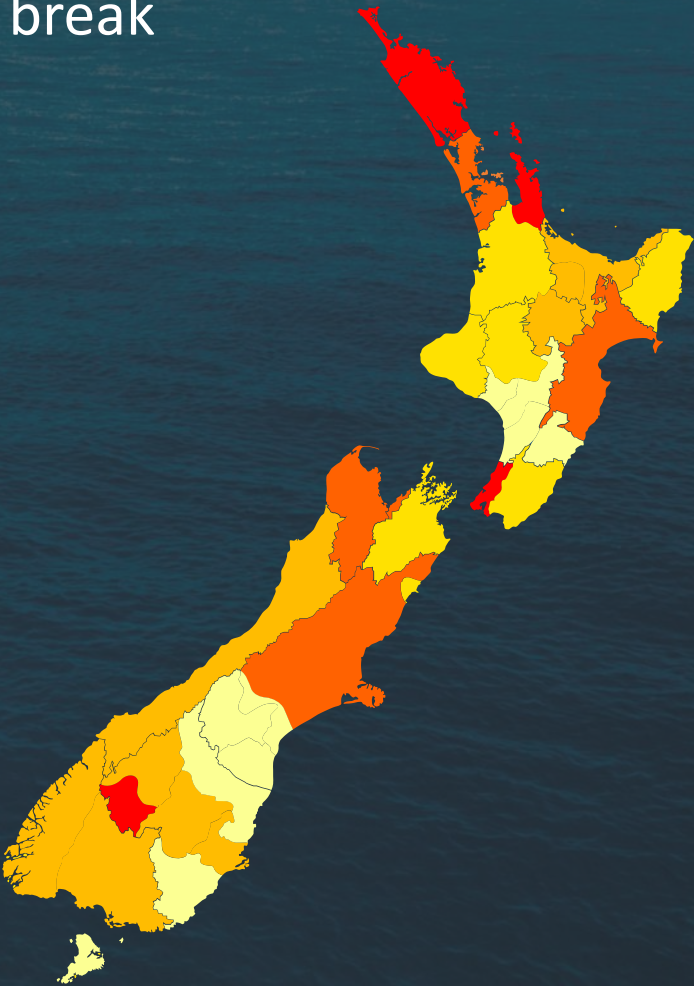
For a short break

(2 to 3 nights)



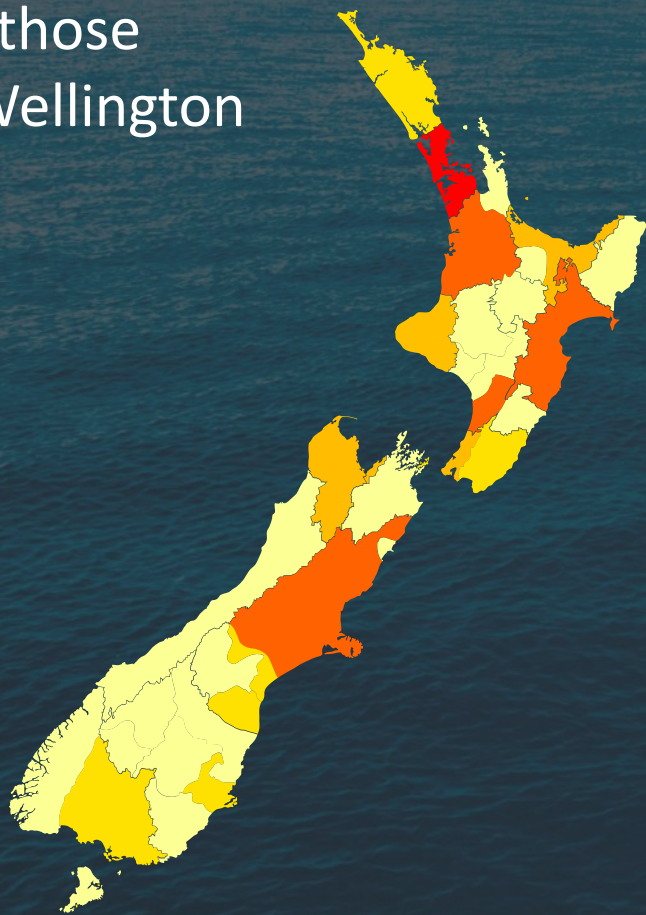
For a long break

(5+ nights)

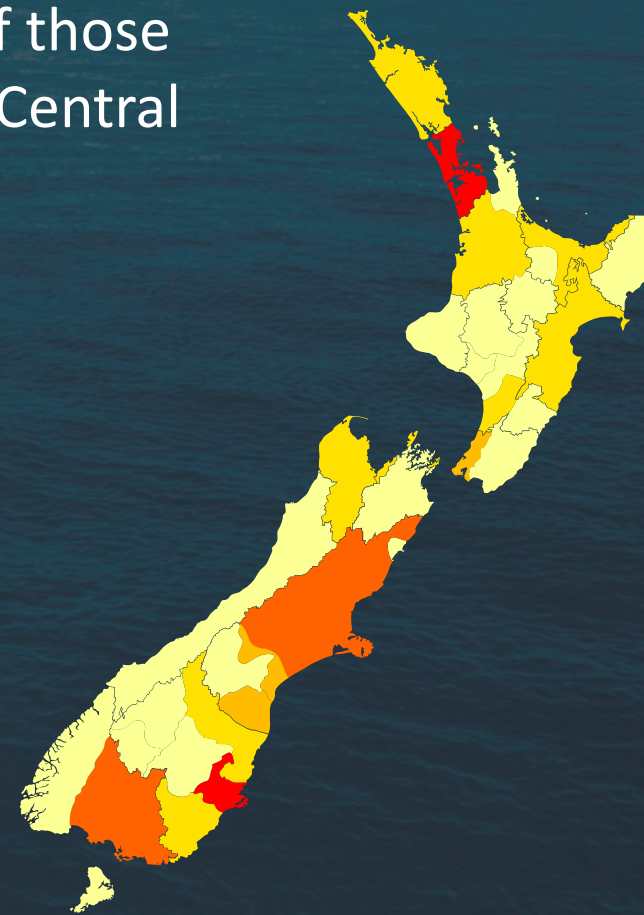


There are clear differences when you look to see where the interest in each area comes from

Origination of those interested in Wellington



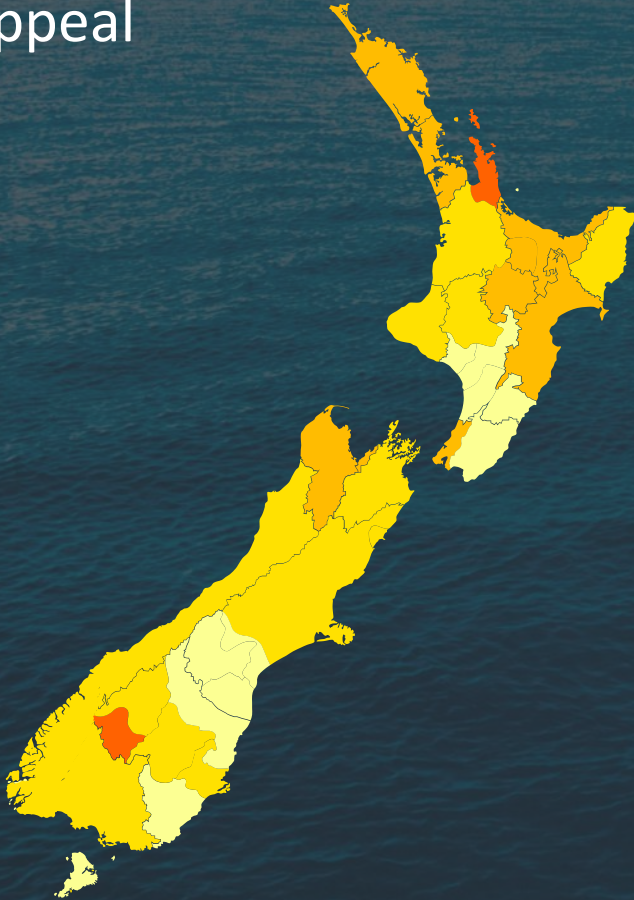
Origination of those interested in Central Otago



And these are the regions which really appeal to people but travel to them is a major barrier

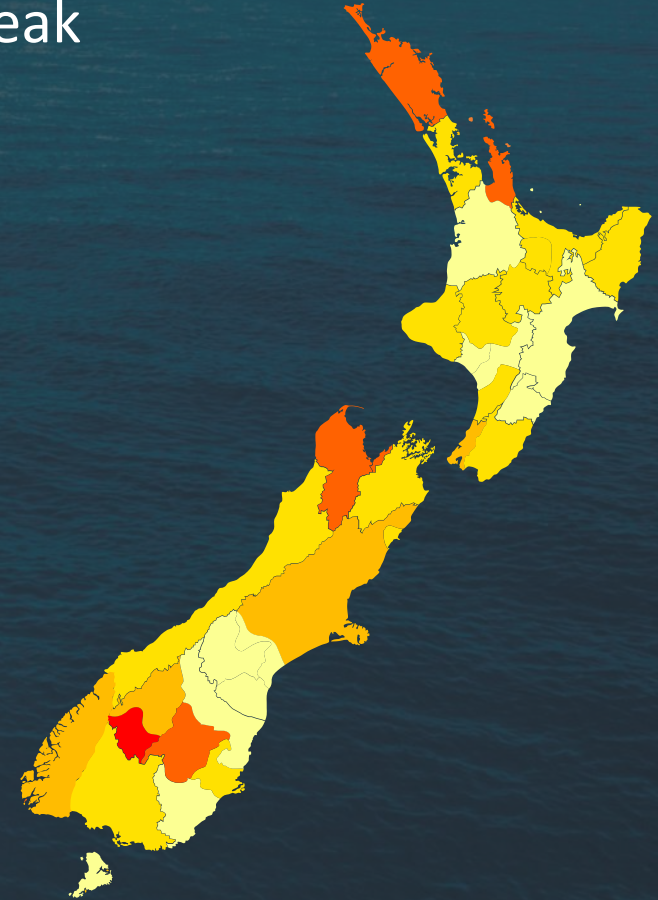
Areas which appeal

(2 to 3 nights)



For a long break

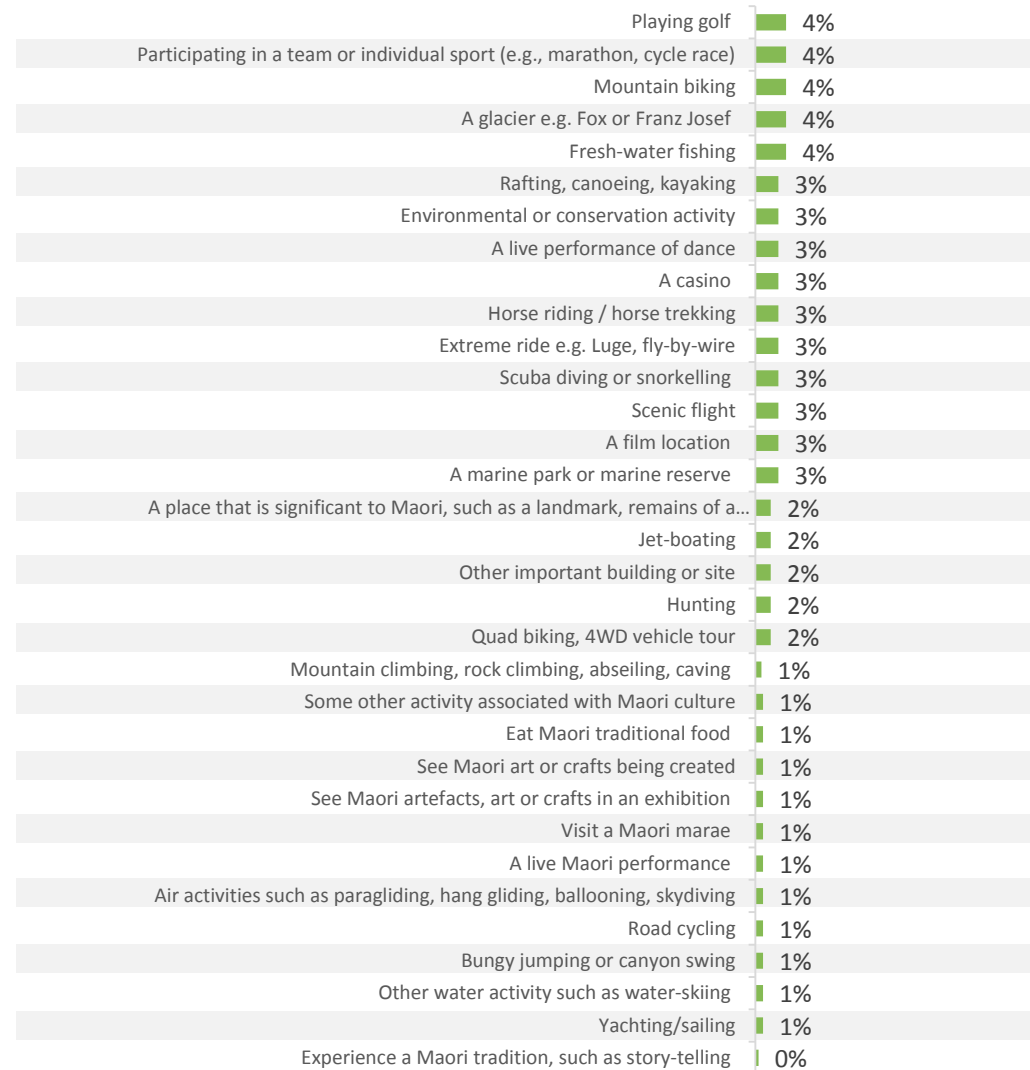
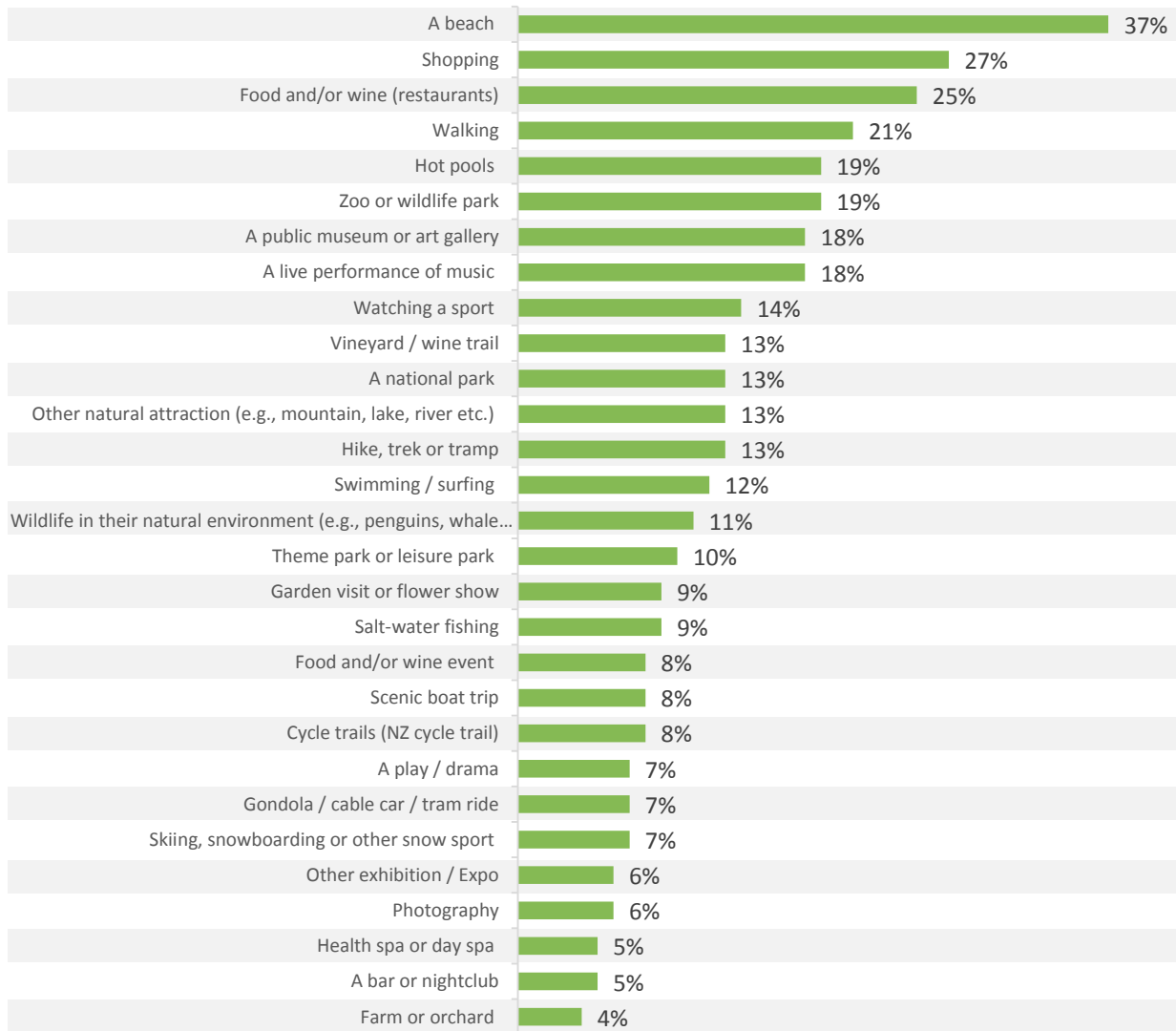
(5+ nights)



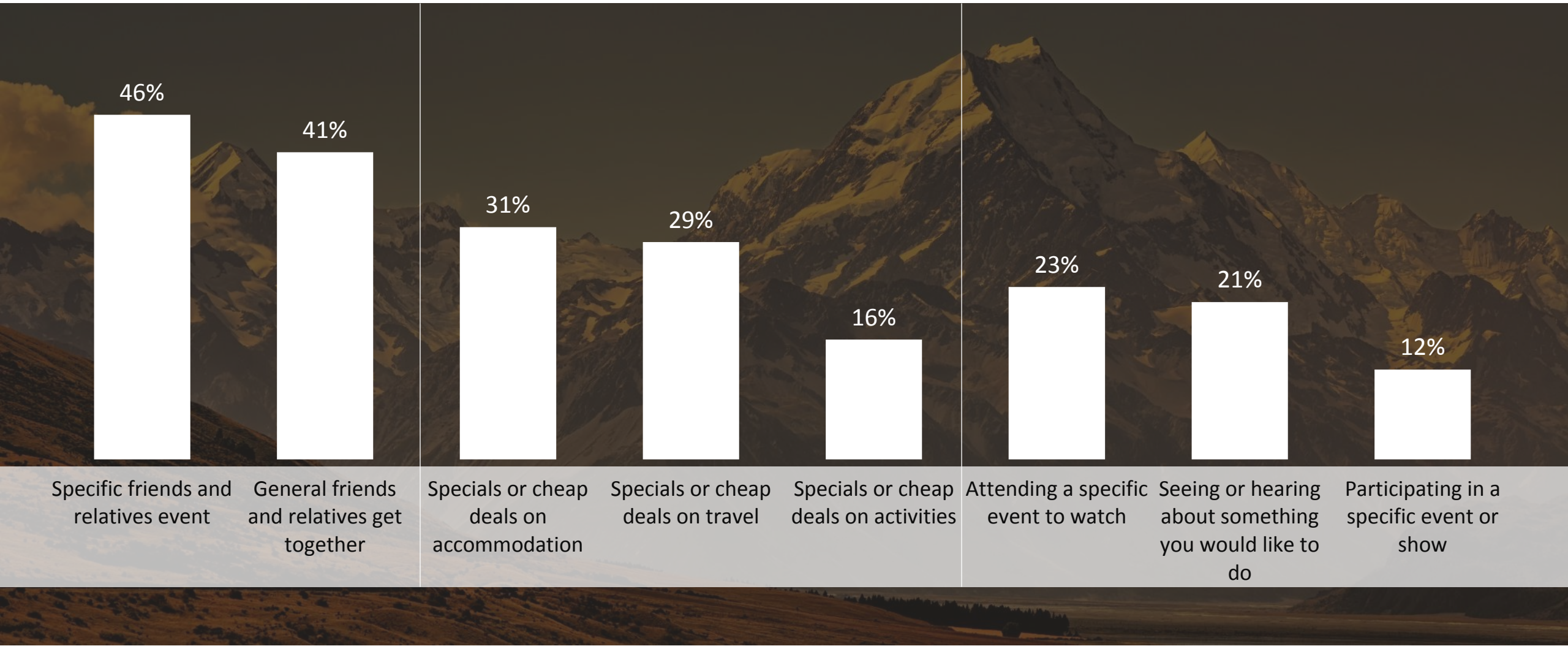
Visiting friends and relatives is the most common motivation for domestic travel – but there are many other motivations as well



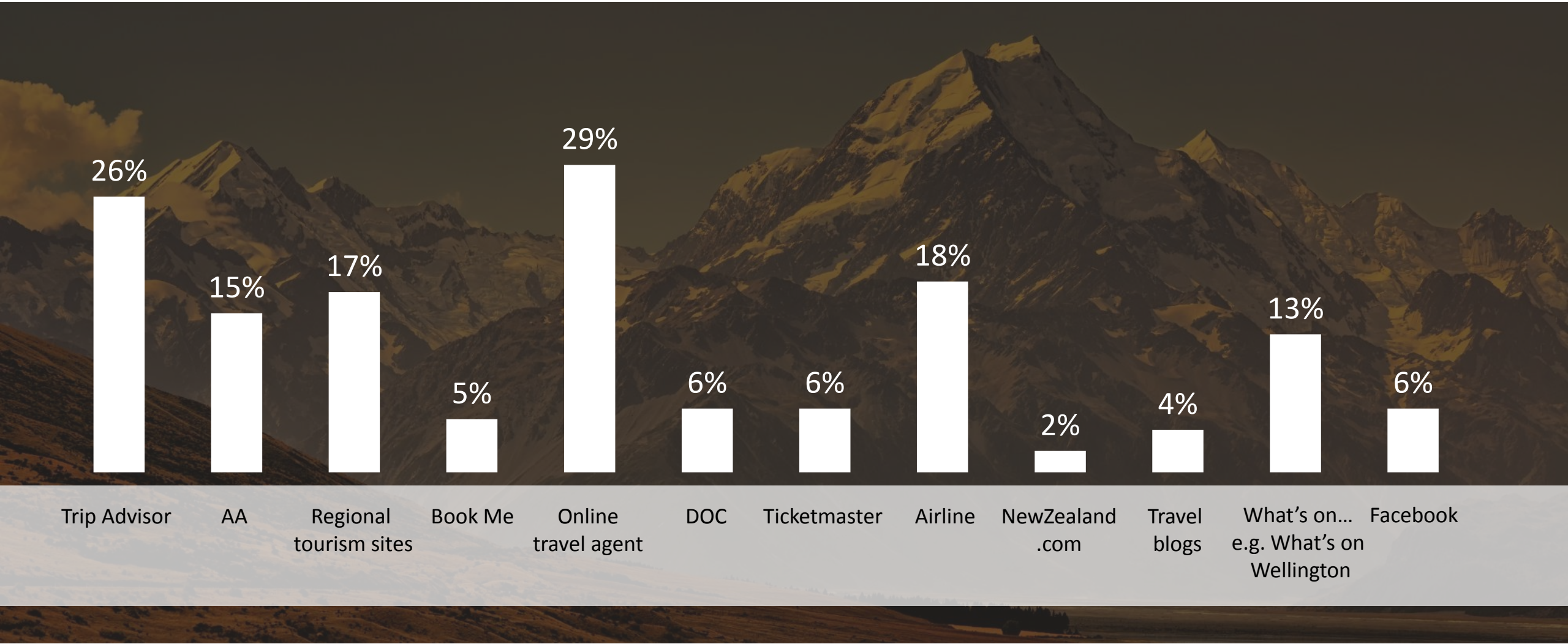
The three activities New Zealanders are most interested in on a domestic holiday are beaches, shopping, and wine/food in restaurants




There are three main groups of triggers for domestic tourism – things that move people from thinking about it to actually booking



People are more likely to use general tourism sites for planning domestic travel than they are to use specific regional ones





Examples of how you could use the research

Imagine you're Wellington and you want to attract people for a weekend in winter

First thing you'd do with DGiT is define what you're interested in ... this is how I did it

Destination

Wellington (think it is easy to get to and are interested in it)

Time of year

Willing to travel in winter

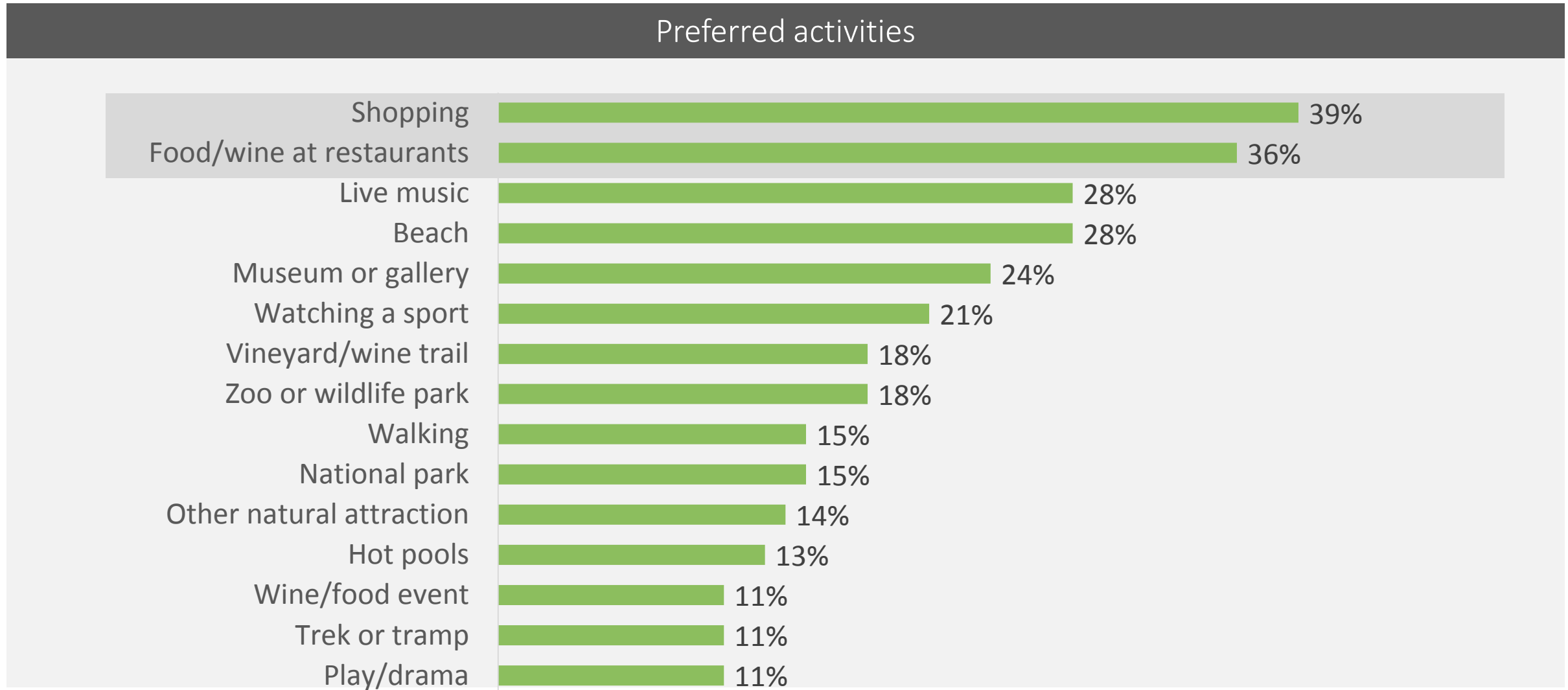
Type of holiday

Short break with kids, short break without kids

Type of accommodation

Hotel, motel, serviced apartment

The initial DGiT analysis would tell us people are most interested in shopping and food/wine at restaurants



Let's say we decided to focus on attracting people for a shopping and wine/food weekend ... we can add another filter to help us understand these people more

Destination

Wellington (think it is easy to get to and are interested in it)

Time of year

Willing to travel in winter

Type of holiday

Short break with kids, short break without kids

Type of accommodation

Hotel, motel, serviced apartment

Activities interested in

Shopping, wine/food at restaurants

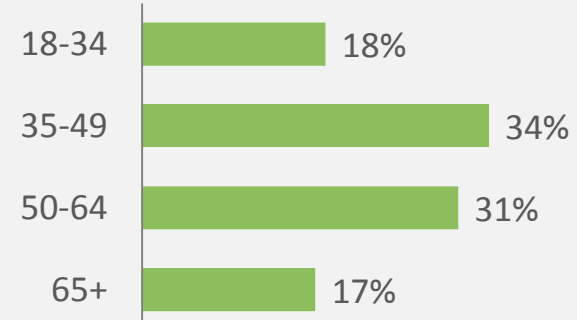
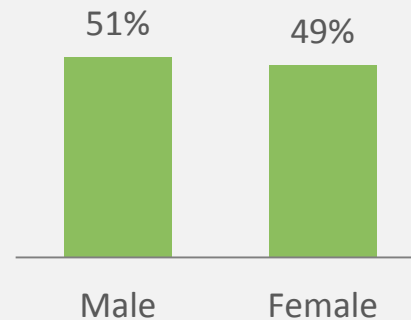
DGiT would tell us there is a decent sized market, they are predominately middle aged and plan a 1 to 3 months ahead

Potential number of trips per year

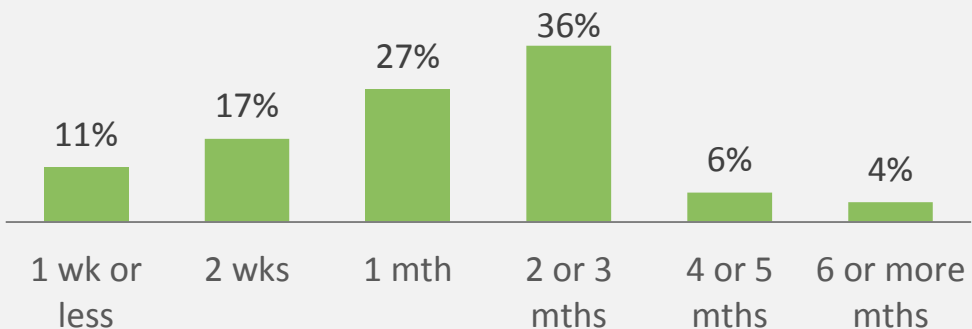
324,000

Overnight trips are taken by people interested in Wellington, willing to travel in winter, and who want to shop or a wine/food experience

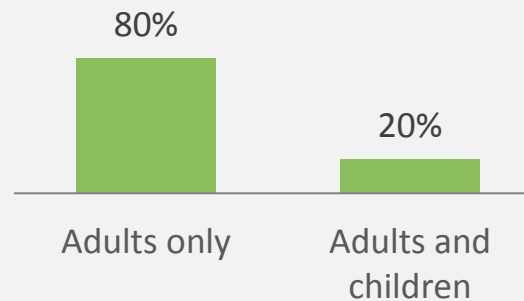
Demographic profile



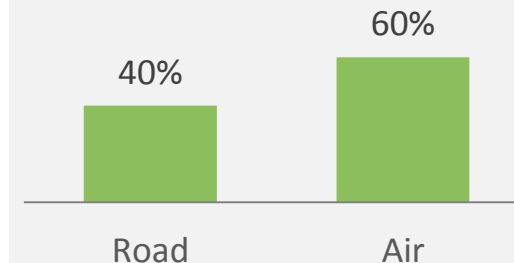
How far in advance decide to go?



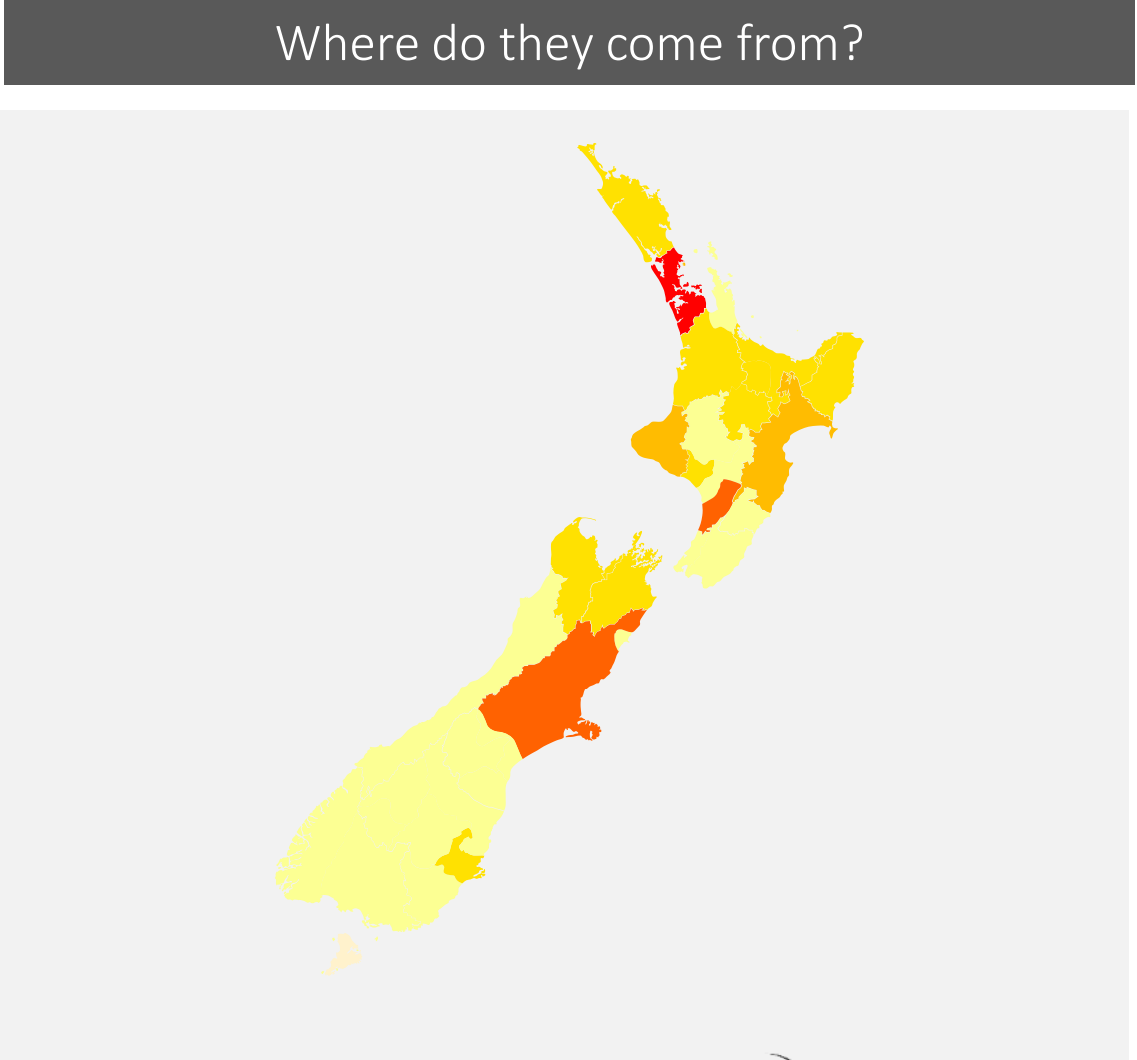
Travelling with



Travelling by



DGiT also tells us where people would come from and that the opportunity to see or participate in a special event is an important motivation

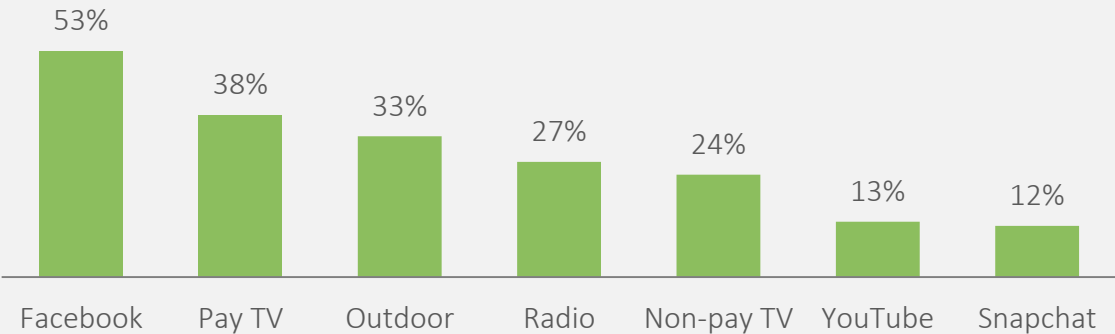


DGiT tells that cheap deals on travel is a great way to get people to actually book

Triggers

- Specific friends and family event – 55%
- Cheap deals on travel – 54%
- General friends and family get together – 42%
- Cheap deals on accommodation – 35%
- Attending a special event – 31%

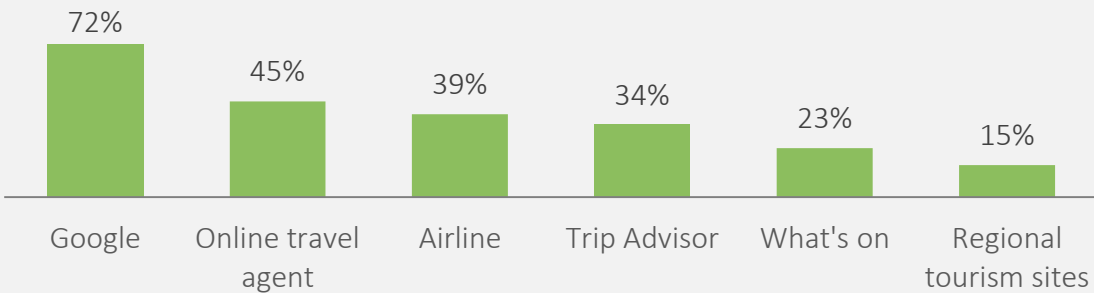
Media – reaching them to help them decide to go



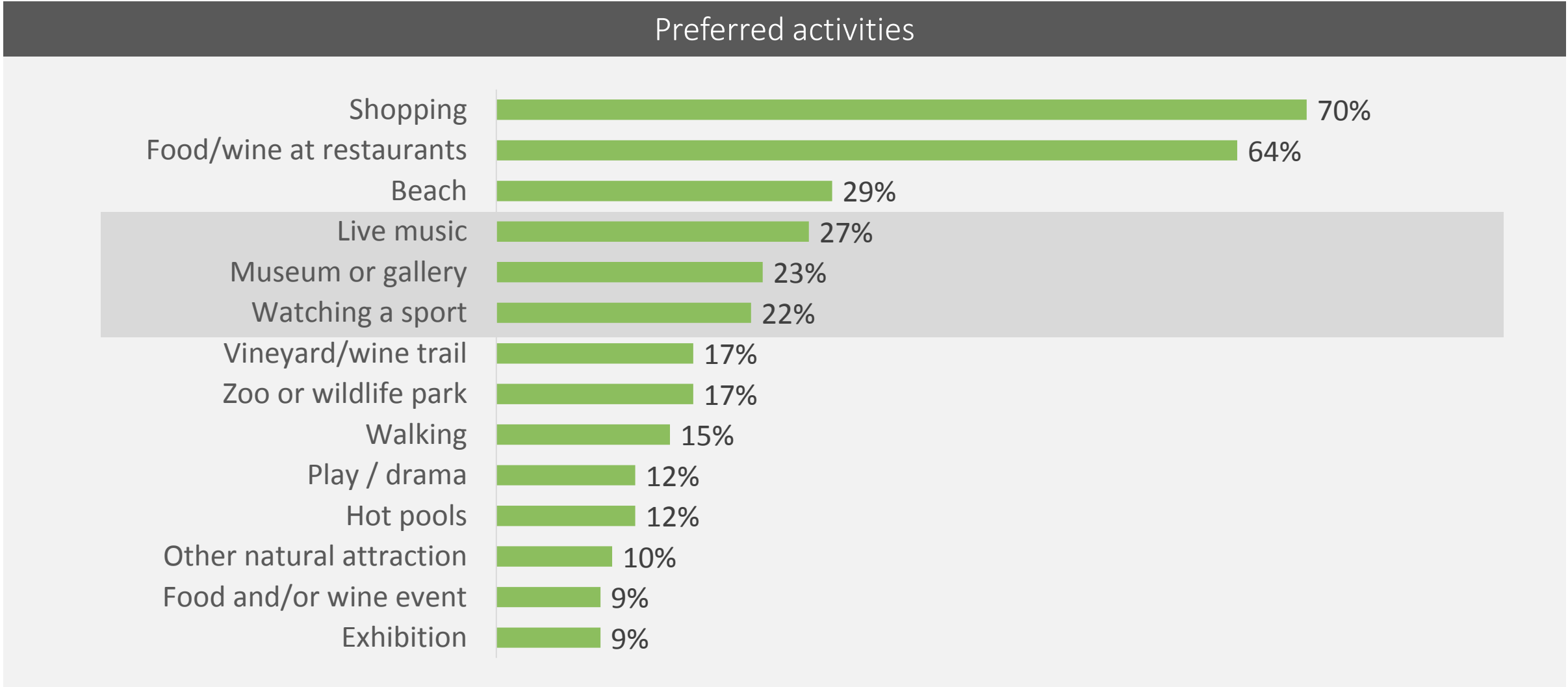
Barriers

- Cost of travel – 41%
- Cost of accommodation – 30%
- Work commitments – 27%

Media – converting them when they are planning



We saw on the previous two slides that special events are both a motivator and a trigger – so we can go back to the preferred activities to see what sort of event we can pair with the food/wine and shopping weekend



Whanganui

Now imagine you're Whanganui and you want to get more people interested in your region

First thing you'd do with DGiT is define what you're interested in ... this is how I did it

Destination

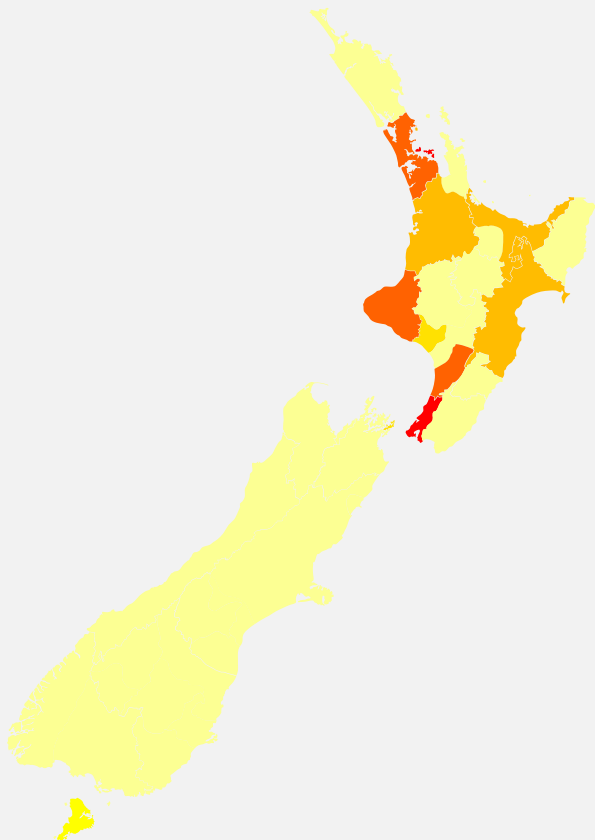
Whanganui (think it is easy to get to but are not interested in going)

Type of holiday

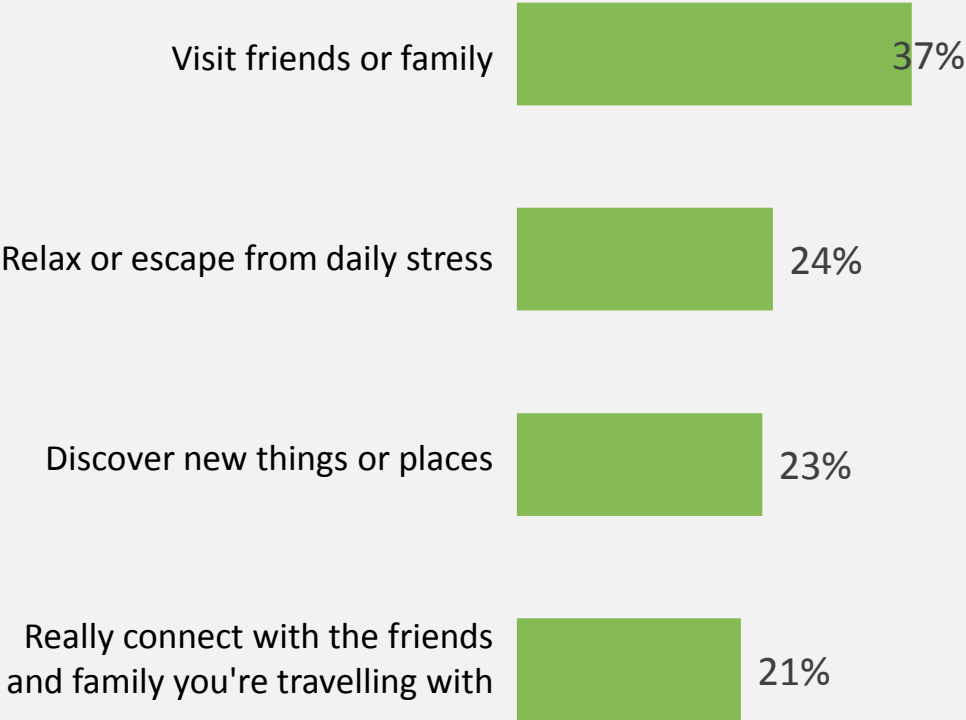
Short or long break with kids, short or long break without kids

DGiT would tell where the people currently live and the things that motivate them to travel domestically ... when I looked at the motivations I immediately thought 'discovering new things or places' is something Whanganui could work with

Who thinks they could get to us easily



Motivations



If I thought 'discovering new things or places' was something we could deliver on then I could explore this a little more by adding a new filter

Destination

Whanganui (think it is easy to get to but are not interested in going)

Type of holiday

Short or long break with kids, short or long break without kids

Motivation

Discover new things or places

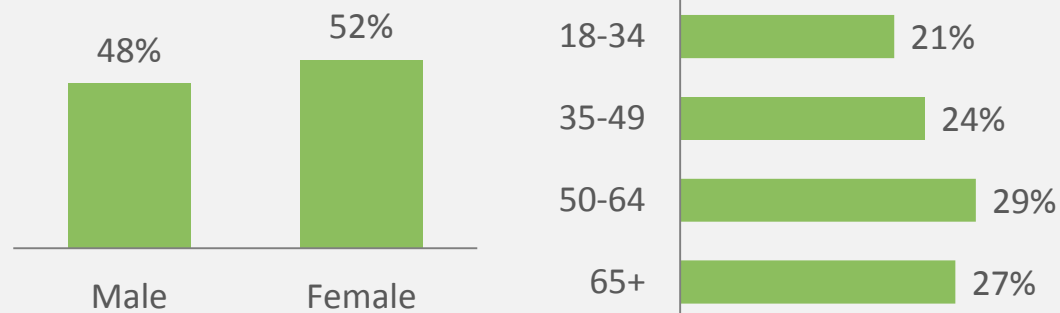
DGiT tells us there is a reasonable market size if we did focus on discovering something new and different

Potential number of trips per year

401,000

Overnight trips are taken by people seeking to discover something new and different and could easily get to Whanganui

Demographic profile



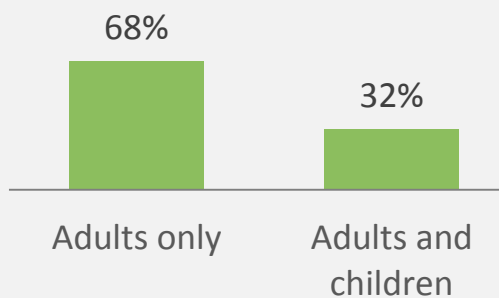
When are activities decided on?



BEFORE

THERE

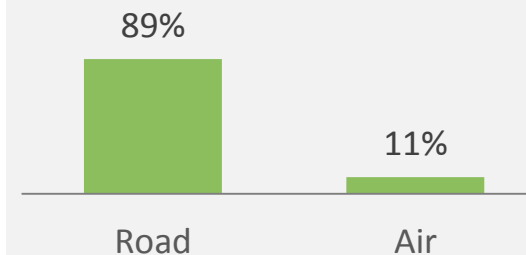
Travelling with



Adults only

Adults and children

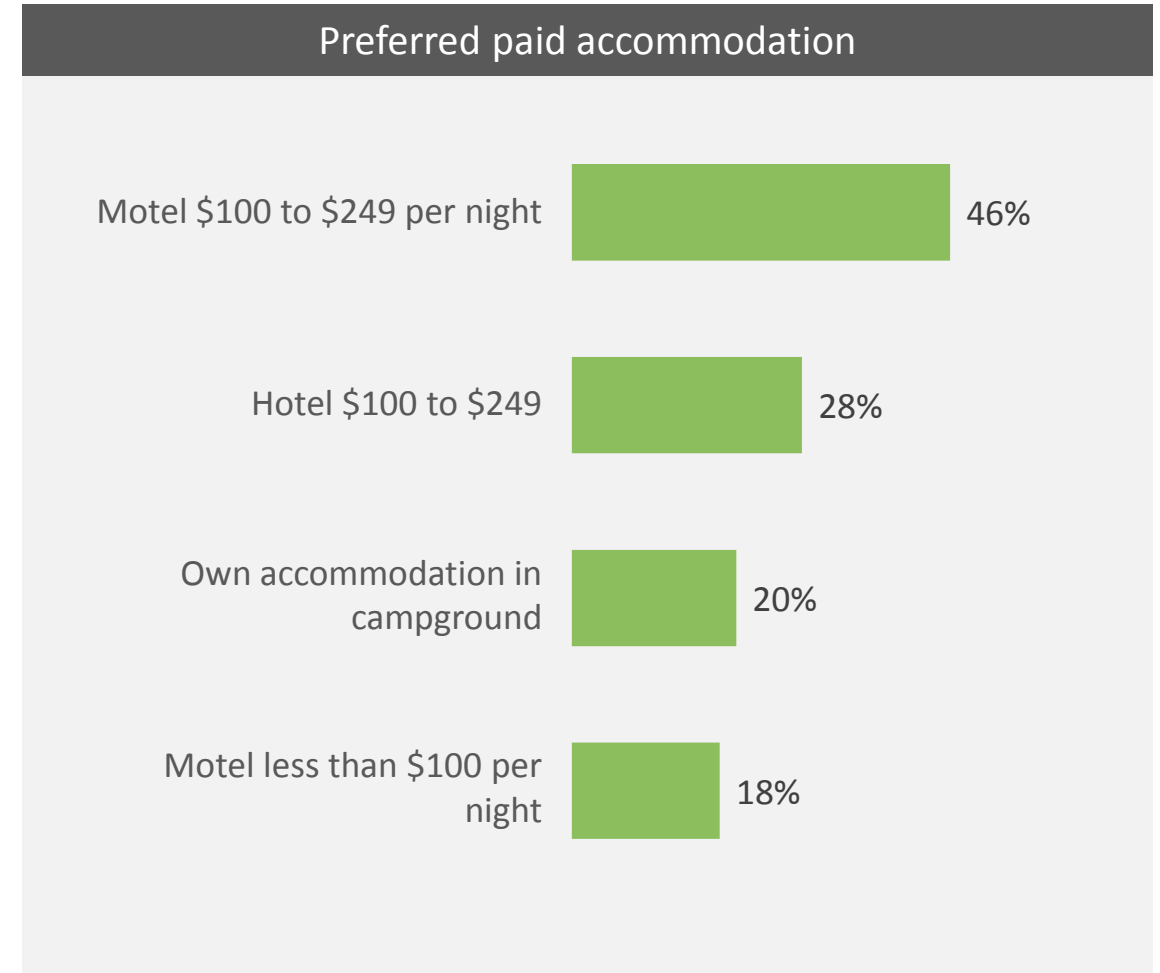
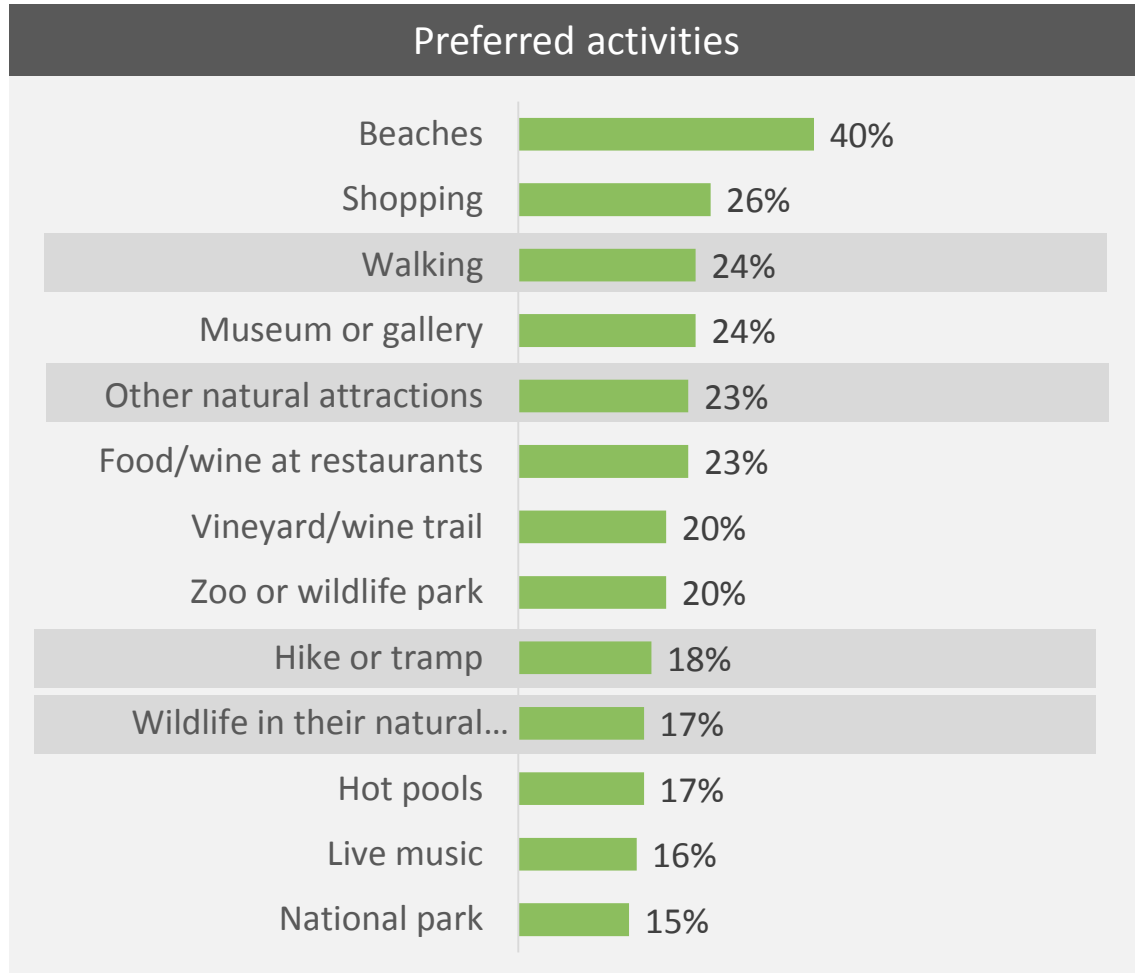
Travelling by



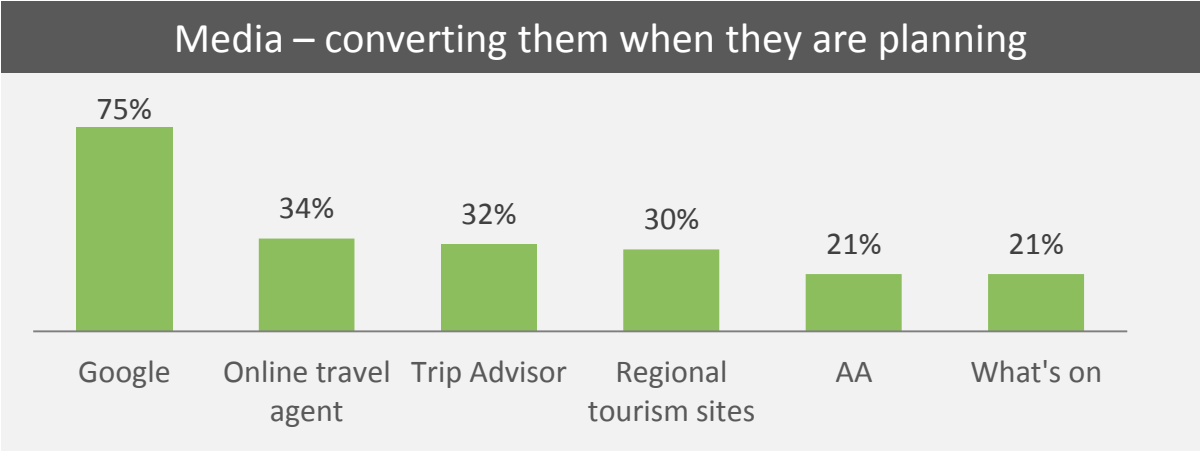
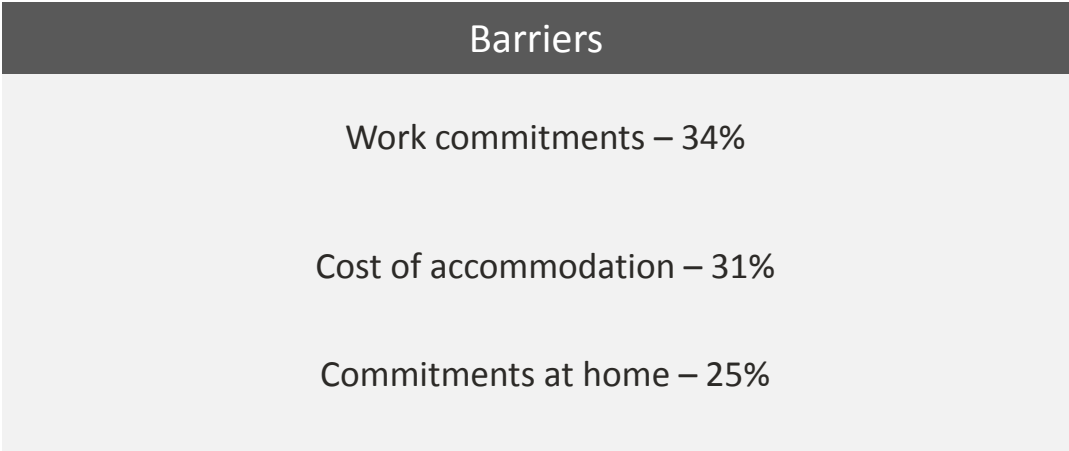
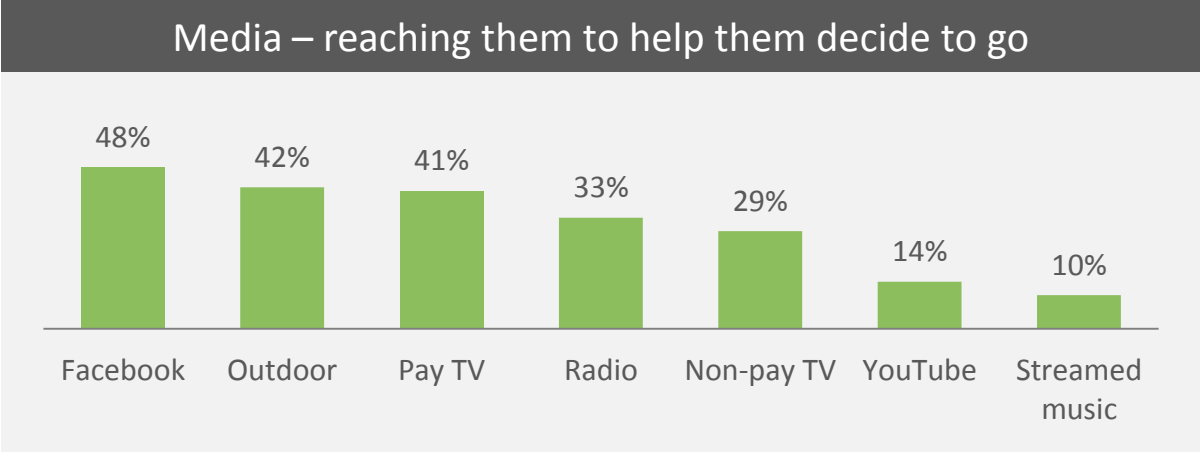
Road

Air

When looking at the type of activities the people who want to discover something new and different are interested in – there is a high level of interest in outdoor and walking activities ... so I would start to think what have we got in that area that is new and different



Looking at the triggers – seeing or hearing about something new or different is enough to get these people to book



Central Otago

This time imagine you're Central Otago and you want to know where and how to promote the Rail Trail

We can start with putting on two filters

Type of activity

Cycle trails

Type of holiday

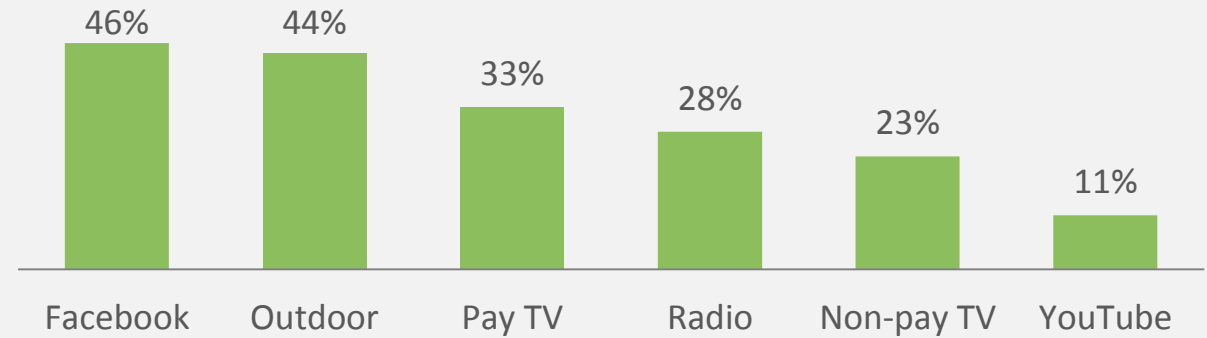
Short or long break with kids, short or long break without kids

DGiT would tell us Facebook and outdoor (billboards, adshels) are the most effective advertising methods

Triggers

- Attending specific friends and family event – 46%
- General friends and family get together – 40%
- Seeing or hearing about something you'd like to do – 31%
- Specials or cheap deals on accommodation – 31%

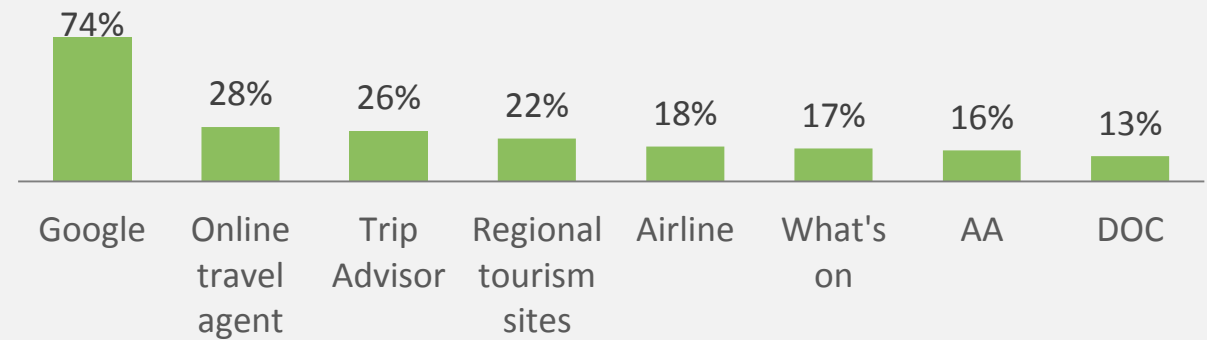
Media – reaching them to help them decide to go



Barriers

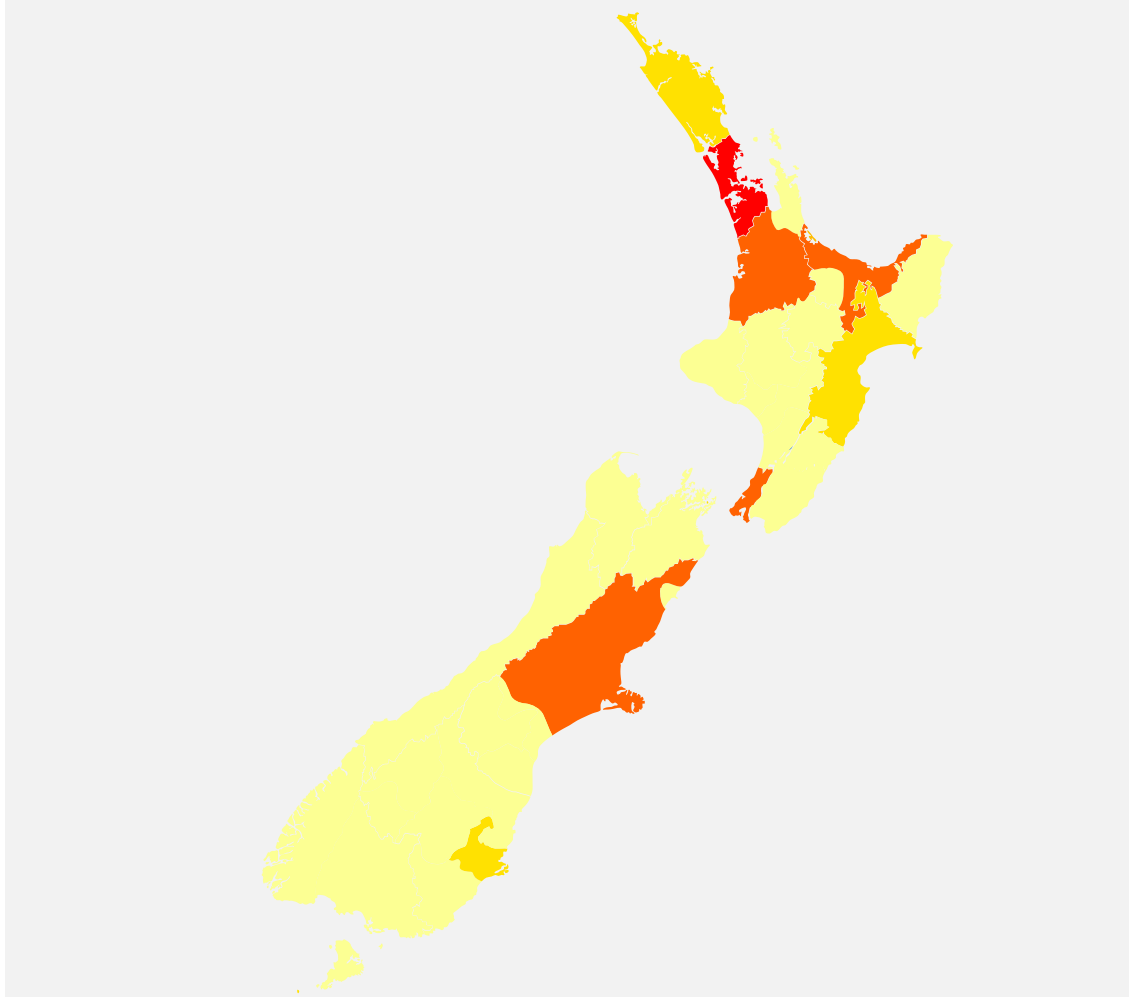
- Cost of accommodation – 29%
- Work commitments – 24%
- Commitments at home – 23%
- Cost of travel – 22%
- Weather – 19%

Media – converting them when they are planning

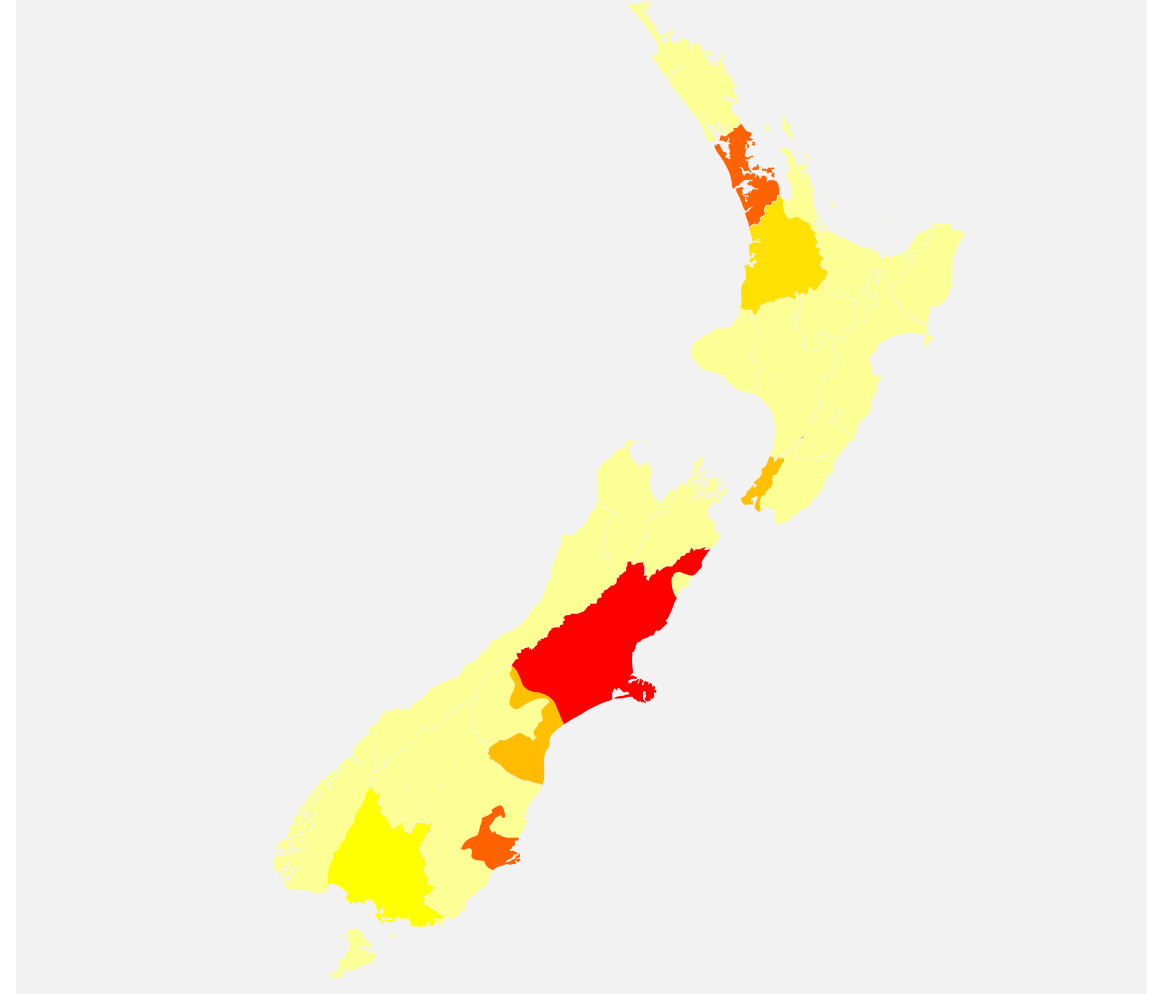


The biggest market is Canterbury

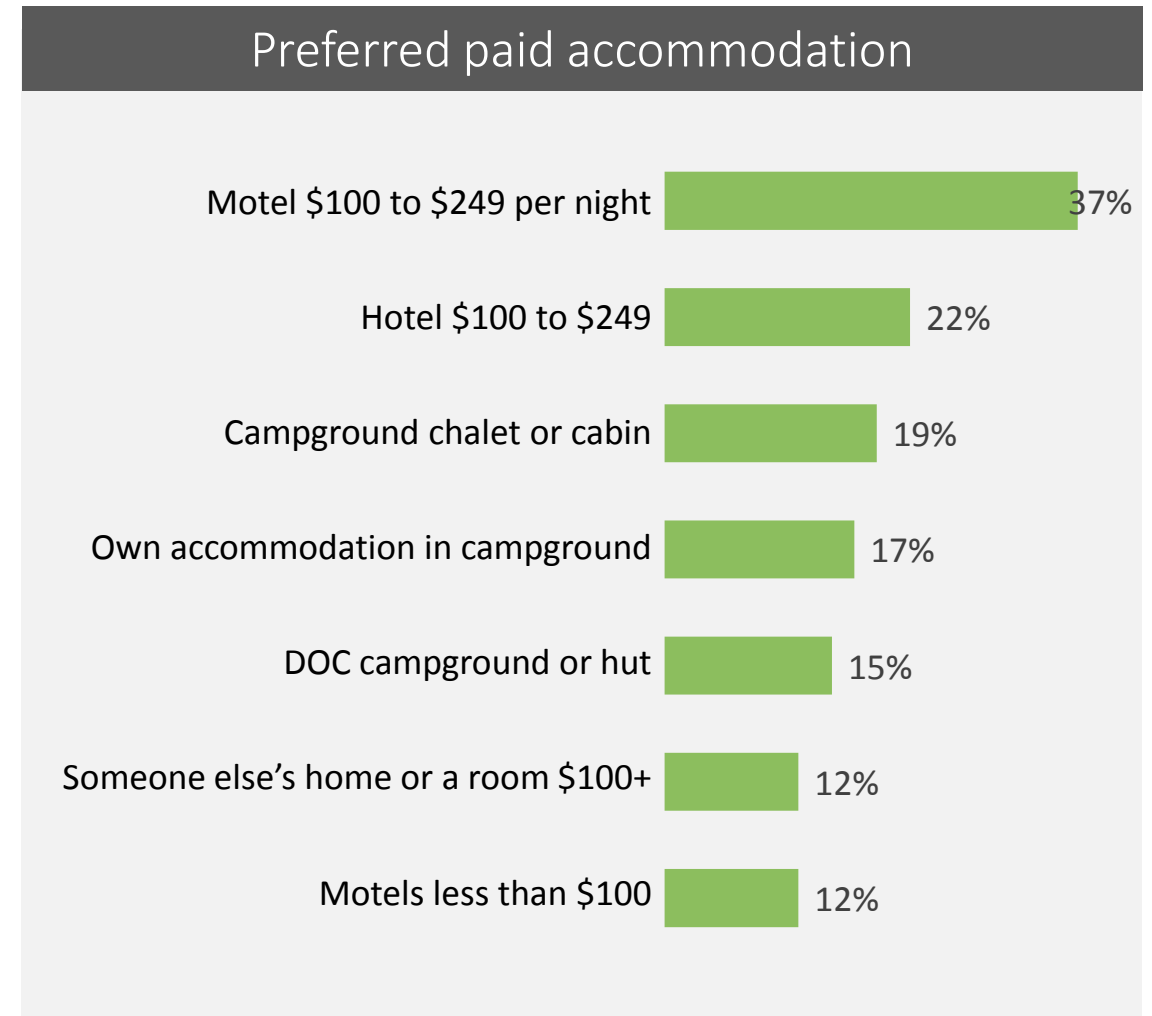
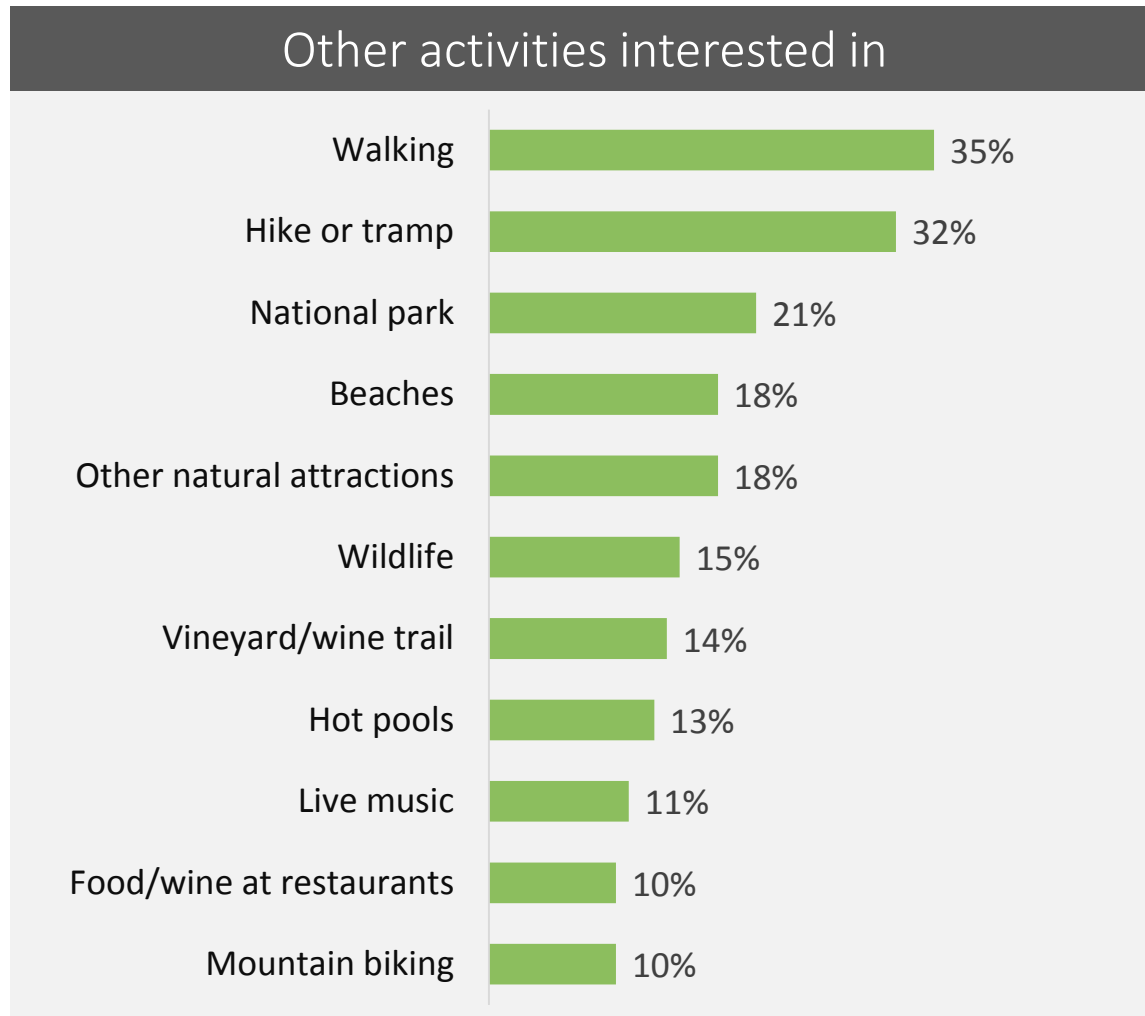
Where do those people interested in cycle trails live?



Where do those people interested in cycle trails and Central Otago, live?



DGiT would also tell us that the people interested in the Rail Trail are also interested in other outdoor activities



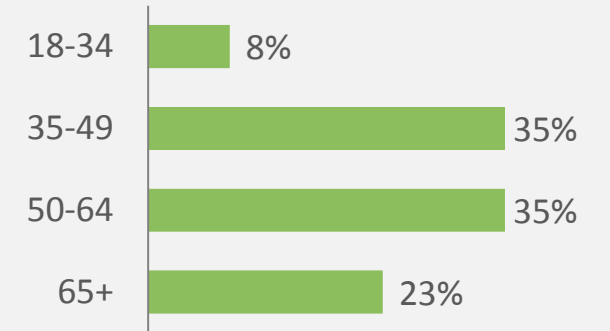
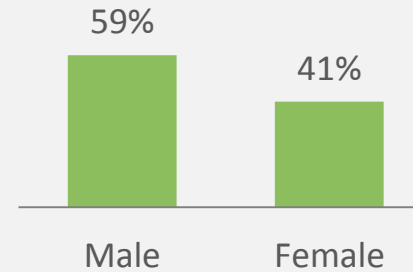
DGiT would also tell us the potential market size and profile

Potential number of trips per year

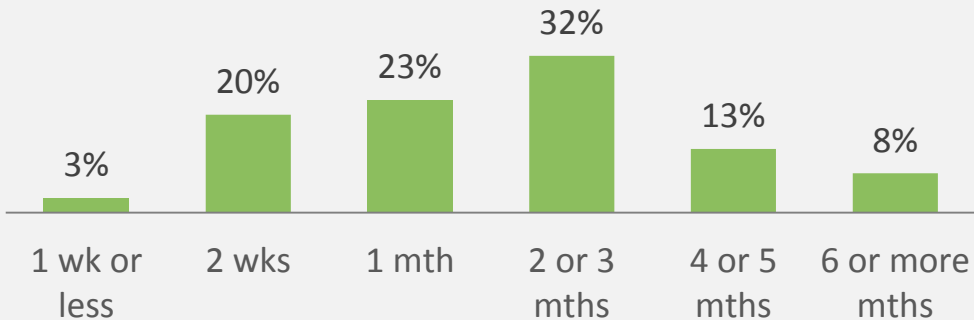
180,000

Overnight trips are taken by people who have an interest in cycle trails and are either interested in going to Central Otago or can get there without hassle

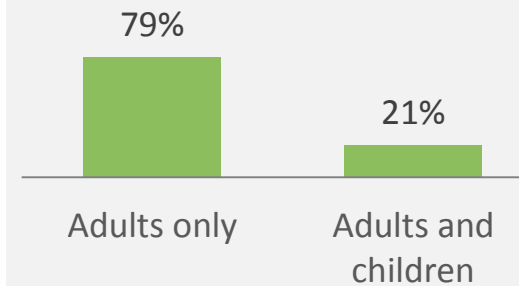
Demographic profile



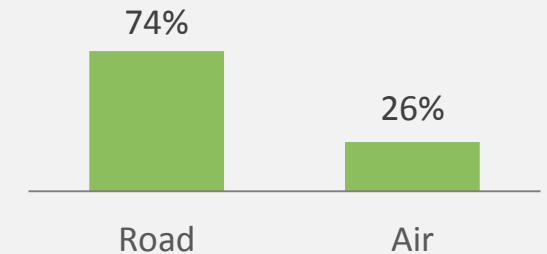
How far in advance decide to go?



Travelling with



Travelling by



Final thoughts

A couple of points to think about when you're using DGiT

When asking people about their preferences for each holiday type, we allowed them some flexibility – they could choose multiple destinations, different times of the year to travel, and different accommodation types.

This gave us larger, more reliable, sample sizes for each analysis AND it doesn't limit people to what they already know about a region. HOWEVER it also throws up the occasional pairing you might think is odd. For example, beaches might come up as a preferred activity for those wanting to go to Central Otago. This doesn't necessarily mean people want Lake Dunstan turned into a beach resort ... it just means people who want to go to Central Otago are also interested in going to the beach.

A couple of points to think about when you're using DGiT

In our experience it is better to have a tightly focused offer rather than try to appeal to too many people. If your offer is broad, chances it is bland and people will drift to alternatives. If your offer is tightly focused then it will appeal to the target and also draw others in.

