

**We've identified nine segments of domestic leisure travellers based on their travel behaviours and preferences.**



Queenstown

	Proportion in Population	Average number of overnight trips intending to take in next 12 months	Average number of day trips intending to take in next 12 months
 FAMILY & FRIENDS	20%	5.0	6.1
 FAMILY FUN	15%	5.9	8.9
 RELAXATION & WELLBEING	15%	3.7	7.2
 EXPLORE NATURE	12%	7.7	10.2
 TREAT MYSELF	11%	7.5	8.8
 WINE, FOOD & SCENERY	10%	6.4	8.4
 SHOPPING	9%	6.4	7.7
 KNOWLEDGE SEEKING	5%	6.9	8.9
 SPORTS & EVENTS	3%	8.0	8.9



# KNOWLEDGE SEEKING

This segment want to discover and learn about their and others history and heritage. They are primarily interested in museums, art galleries, exhibitions and places of significance to Māori. However, they also have some interest in natural attractions (including wildlife) and attending special events.



### Travel for overnight trips



### Paid Accommodation



### What do they want to do on holiday?



#### High Interest

- Museum - focusing on the area visiting
- Museum - general New Zealand focus
- A place of significance to Māori
- A historic home
- Vintage railway trip
- Scenic trip (e.g., flight, gondola)
- Whale watching boat trip
- Visiting a theme or leisure park
- Museum - focused on transport
- Art gallery



#### Low Interest

- General window shopping
- Swim at beach
- Wine and food festival
- Vineyard tastings

### What places do they already have an interest in?



High Interest [shaded circles] Low Interest [unshaded circles]

### Travel Triggers

- Cheap deals on accommodation
- Cheap deals on activities
- Seeing or hearing about an activity
- Cheap deals on travel

% who decide and book less than a month in advance



### Marketing Proposition

“Expand your mind”



# SHOPPING

A shopping trip allows this segment to bond with the friends they're travelling with or it allows them to catch-up with friends and family at their destination. Shopping allows them to escape the routine of their everyday lives.



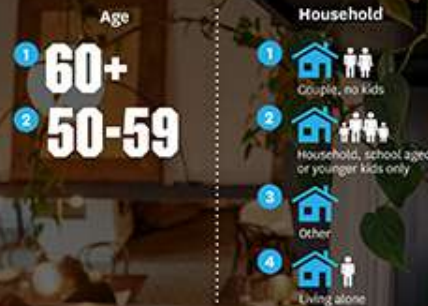
Of domestic holiday market



Overnight trips per year



Day trips per year



Travel for overnight trips



Paid Accommodation



Auckland

What do they want to do on holiday?



High Interest

- Shopping for local food
- Shopping for gifts for friends and family
- Shopping at farmers' or local food markets
- General window shopping
- Shopping for clothes or accessories from local designers
- Shopping for local arts and crafts
- Shopping for clothes or accessories from New Zealand designers
- A short walk in a wilderness area
- Shopping for souvenirs of your trip
- Shopping for clothes or accessories from overseas designers
- A short walk around an urban area
- Bathe in hot pools
- Scenic trip (e.g., flight, gondola)
- Garden visit or flower show
- Health or day spa



Low Interest

- Off-road mountain biking
- White water rafting
- Dolphin kayaking trip

What places do they already have an interest in?



High Interest Low Interest

Travel Triggers

- General family/friends get together
- Specific friends and family event
- Cheap deals on travel

% who decide and book less than a month in advance



Marketing Proposition

“ Find something different ”



# WINE, FOOD & SCENERY

This segment want to indulge or reward themselves through wine, food, and seeing New Zealand's amazing scenery. Their motives are similar to the 'Treat myself' segment in that they want to indulge in food and wine, but they tend to be older and don't want the adventurous element that the 'Treat myself' segment want.



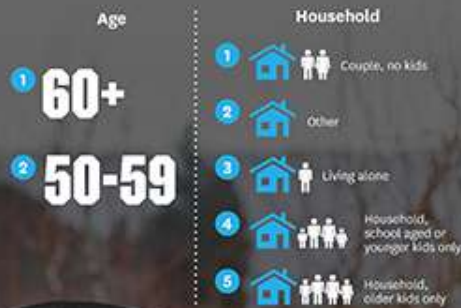
Of domestic holiday market



Overnight trips per year



Day trips per year



Travel for overnight trips



Paid Accommodation



What do they want to do on holiday?



High Interest

- Scenic trip (e.g., flight, gondola)
- Scenic boat trip around a harbour, lake, or bay
- Shopping at farmers' or local food markets
- Scenic train trip
- Whale watching boat trip
- Vineyard tastings
- Scenic boat trip around a fjord
- Brewery or vineyard tour
- Wine and food festival
- Scenic flight
- Gondola
- Eat at top-end restaurants
- Dolphin watching boat trip



Low Interest

- Swim at beach
- Off-road mountain biking
- Cycling around the place you're visiting
- Kayaking on a lake

What places do they already have an interest in?



High Interest ●●●●● Low Interest

Travel Triggers

- 1 Cheap deals on accommodation
- 2 Cheap deals on travel

% who decide and book less than a month in advance



Marketing Proposition

“ See something new ”



# TREAT MYSELF

This segment want an indulgent getaway with their partner (typically a short break). They looking for great food and wine and, for many, some non-strenuous adventure activities to add a bit of excitement.



Of domestic holiday market



Overnight trips per year



Day trips per year

Age

1 18-29

2 30-39

Household

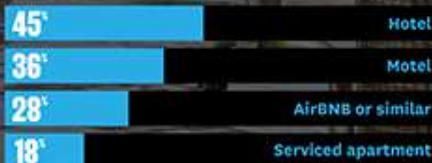
1 Couple, no kids

2 Group flatting

Travel for overnight trips



Paid Accommodation



What do they want to do on holiday?



High Interest

- Bathe in hot pools
- Scenic trip (e.g., flight, gondola)
- Shopping at farmers' or local food markets
- Brewery or vineyard tour
- Vineyard tastings
- Jet boating
- Wine and food festival
- Visiting a theme or leisure park
- Luge
- Flying fox / zipline through or over forests
- Eat at top-end restaurants
- Wine trail



Low Interest

- Scenic boat trip
- Museum - general New Zealand focus
- Vintage railway trip

What places do they already have an interest in?



High Interest Low Interest

Travel Triggers

- 1 Cheap deals on accommodation
- 2 Cheap deals on travel
- 3 Cheap deals on activities

% who decide and book less than a month in advance



Marketing Proposition

“ You deserve to reward yourself ”



# EXPLORE NATURE

This segment wants to get outdoors to explore the natural environment in an active way (most commonly walking). They love exploring the outdoors to discover new places and as a way to relax.



Of domestic holiday market



Overnight trips per year



Day trips per year

Age

1 18-29

2 30-39

3 40-49

4 50-59

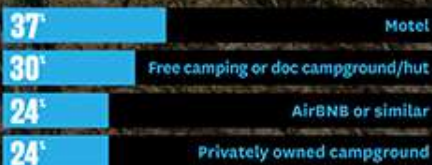
Household



Travel for overnight trips



Paid Accommodation



What do they want to do on holiday?



High Interest

A half or full day hike (more than 3 hours)

A New Zealand Great Walk

Scenic trip (e.g., flight, gondola)

A multi-day hike, but not one of the Great Walks

An overnight hike

Off-road mountain biking

Cycling one of New Zealand's 22 great rides

Visit a wildlife sanctuary (a sanctuary for New Zealand's endangered species)

Cycling around the place you're visiting



Low Interest

Garden visit or flower show

Museum - focusing on the area you're visiting

Shopping for local food

Attend a play or show

Visit a Lord of the Rings or The Hobbit film location

What places do they already have an interest in?



High Interest ●●●●● Low Interest

Travel Triggers

- 1 Cheap deals on travel
- 2 Cheap deals on accommodation
- 3 Seeing or hearing about an activity
- 4 Cheap deals on activities

% who decide and book less than a month in advance



Marketing Proposition

“Get away from it all and explore”



# RELAXATION & WELLBEING

This segment want to get away and put their feet up and do very little when they there. This gives them a break from their busy lives. The types of activities they will engage in are low effort or wellbeing type activities.



Of domestic holiday market



Overnight trips per year



Day trips per year

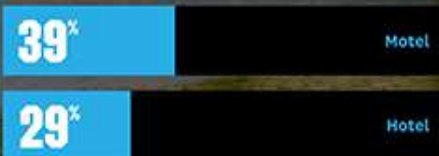
- Age
- 60+
  - 50-59
  - 40-49
  - 30-39
  - 18-29

- Household
- Couple, no kids
  - Household, school aged or younger kids only
  - Living alone

Travel for overnight trips



Paid Accommodation



What do they want to do on holiday?



High Interest

- A short walk in a wilderness area
- Eat at local restaurants
- Bathe in hot pools
- Scenic trip (e.g., flight, gondola)
- Shopping at farmers' or local food markets
- A short walk around an urban area
- Health or day spa



Low Interest

- Visit a film museum
- Snorkel
- Visit a real working farm
- Horse trekking

What places do they already have an interest in?



High Interest ●●●●● Low Interest

Travel Triggers

- Cheap deals on accommodation
- Cheap deals on travel
- General friends and family get together

% who decide and book less than a month in advance



Marketing Proposition

“ Just put your feet up when you get there ”

# FAMILY FUN

This segment want to bond as a family doing things together.



Kuaotūngi Beach, Coromandel



Of domestic holiday market



Overnight trips per year



Day trips per year

Age

1 40-49

2 30-39

3 18-29

Household

1 Household, school aged or younger kids only

2 Household, kids of all ages

3 Other

3 Household, older kids only

Travel for overnight trips



Paid Accommodation



What do they want to do on holiday?



High Interest



Low Interest

- Visit a zoo or wildlife park
- Scenic trip (e.g., flight, gondola)
- Bathe in hot pools
- Visiting a theme or leisure park
- Dolphin watching boat trip
- Visit a wildlife sanctuary (a sanctuary for New Zealand's endangered species)
- Whale watching boat trip
- Visit an aquarium
- Boat cruise through glow worm caves
- Swim at the beach
- Walking trip to see glow worms
- Penguin watching
- Geothermal park

- Wine trail
- Play golf
- Look at the stars from dark sky sanctuary
- Craft beer festival

What places do they already have an interest in?



High Interest ●●●●● Low Interest

Travel Triggers

- 1 Cheap deals on accommodation
- 2 Cheap deals on travel
- 3 Cheap deals on activities

% who decide and book less than a month in advance



Marketing Proposition

“Creating family memories which will last a lifetime”



# FAMILY & FRIENDS

This segment are visiting their family and friends on their domestic leisure holidays.



Hooker Valley, Aoraki/Mt Cook



Of domestic holiday market



Overnight trips per year



Day trips per year



Travel for overnight trips



Paid Accommodation



What do they want to do on holiday?



High Interest

- Eat at local restaurants
- Shopping at farmers' or local food markets
- Attend a concert by a popular musician/band
- Garden visit or flower show



Low Interest

- Visiting a theme or leisure park
- A half or full day hike (more than 3 hours)
- Whale watching boat trip
- Scenic boat trip around a harbour, lake, or bay

Travel Triggers

- 1 General family/friends get together
- 2 Specific friends and family event
- 3 Cheap deals on travel

% who decide and book less than a month in advance



What places do they already have an interest in?



High Interest Low Interest

Marketing Proposition

“Catch-up with the family”



# SPORTS & EVENTS

This segment want to share time with friends and family while doing or watching something they're passionate about. Often this is sport related but it does include cultural events too.



Of domestic holiday market



Overnight trips per year



Day trips per year



Travel for overnight trips



Paid Accommodation



Cathedral Cove, Coromandel

What do they want to do on holiday?



High Interest

Attend a rugby game

Attend a cricket match

Attend a different sports game

Play golf

Attend a concert by a popular musician/band

Play /participate in another sport

Brewery or vineyard tour

Vineyard tastings

Wine and food festival

Craft beer festival



Low Interest

Garden visit or flower show

Visit a zoo or wildlife park

Scenic boat trip around a harbour, lake, or bay

Visit a wildlife sanctuary

What places do they already have an interest in?



High Interest Low Interest

Travel Triggers

- 1 Specific Event
- 2 Specific friends and family event
- 3 Cheap deals on accommodation

% who decide and book less than a month in advance



Marketing Proposition

“ You’ll kick yourself if you miss it ”