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)

- **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)

- **Being there**: 0.7 long breaks
- **Searching**: 1.0 long breaks
- **Rewarding**: 0.4 long breaks
- **Immersing**: 0.6 long breaks
- **Making Do**: 0.3 long breaks
- **Embracing life**: 0.6 long breaks
- **Creating**: 0.7 long breaks
- **Aiming High**: 1.0 long breaks

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

- Domestic tourism: $12.4 billion
- International tourism: $9.3 billion

**DOMESTIC TOURISM IS**
Who is in the Being There Segment?

**Life cycle**

- 60% Married/couple with children who are no longer living at home

**Age**

- 65 years and over: 22%
- 50-64

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

**Interests & life priorities**

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

**Key marketing proposition:**

“Being with family and friends”

**Travel products likely to appeal to this segment include:**

- Day trip/short break (activity and event related)
- VFR campaigns
- Gardens/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
Who is in the Searching Segment?

Life cycle

- **70%** Single, no children

Age

- **15-24**
- **25-39**

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

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:

- **EXCITING**
- **DIFFERENT**
- **NIGHTLIFE**
- **CITIES**
- **BEACHES**
- **SHOPPING**
- **ENTERTAINING**

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

For more information please go to [www.tourismresearch.govt.nz/domseg](http://www.tourismresearch.govt.nz/domseg)
Who is in the Rewarding Segment?

Life cycle

- Married/couple, with children living at home: 28%
- Married/couple, no children: 24%
- Married/couple, with children who are no longer living at home: 20%

Age

- 25-39: 40%
- 40-49: 20%
- 50-64: 13%

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

Interests & life priorities

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

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 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
Who is in the Immersing Segment?

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

Interests & life priorities

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

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)

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

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

What do they look for in a holiday?

Ideal holiday characteristics:

- IDEAL
- NOT IDEAL

RELAXING
ENTERTAINING
DIFFERENT
SCENIC
AFFORDABLE
NATURE-BASED
CUISINE
HERITAGE
PEACEFUL

FAMILY-FRIENDLY
CITY
NIGHTLIFE
FAMILIAR
SPORTS
MAKING DO

Who is in the Making Do Segment?

Life cycle

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.

Interests & life priorities

RAISING FAMILY
PAYING THE BILLS
TIME WITH FAMILY/FRIENDS
HEALTH _ REDUCING DEBT

Visiting markets
Second hand sales
Travel/holidays

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

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

Travel products likely to appeal to this segment include:

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

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

What do they look for in a holiday?

Ideal holiday characteristics:

• Affordable
• Family-friendly
• Peaceful
• Safe
• Easy

SPOR TING
ACTIVITIES
FOOD/WINE
BIG CITIES
NIGHTLIFE
CULTURAL

What do they look for in a holiday?

Travel products likely to appeal to this segment include:

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

For more information please go to www.tourismresearch.govt.nz/domseg
Who is in the Embracing Life Segment?

**Life cycle**

83%  
Married/couple with children living at home  
(including in shared custody situations)

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

**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**

**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)

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

**What do they look for in a holiday?**

**Ideal holiday characteristics:**

- **IDEAL**  
- **NOT IDEAL**

**Travel products likely to appeal to this segment include:**

- 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

For more information please go to [www.tourismresearch.govt.nz/domseg](http://www.tourismresearch.govt.nz/domseg)
Who is in the Creating Segment?

Life cycle

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

Interests & life priorities

RAISING FAMILY

HEALTH

FINANCIAL OBLIGATIONS

BUILDING CAREER & ASSETS

COMMUNITY GROUPS

VISITING MARKETS

TRAVEL/HOLIDAYS

CHURCH/VOLUNTARY GROUPS

Key marketing proposition:

“Good times to share with your family”

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

For more information please go to www.tourismresearch.govt.nz/domseg
Who is in the Aiming High Segment?

Life cycle

- 62% Single, no children
- 24% Married/couple, no children

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

Interests & life priorities:

- Having a good time
- Clubbing/parties
- Finding direction in life
- Sports/hobbies
- Fitness
- Education
- Travel/holidays
- Career
- Meeting people

Key marketing proposition:

- “More, bigger, best!”

Market to this segment through:

- Youth media (magazines, blogs)
- Special interest media (e.g. skiing/snowboarding)
- 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

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

What do they look for in a holiday?

Ideal holiday characteristics:

- Exciting
- Sporting
- Challenging
- Different
- Nightlife
- Big cities
- Beaches
- Shopping
EMBRACING LIFE

EATING OUT

Interests & life priorities

BUILDING CAREER/BUSINESS

• Consumer shows (e.g. Boat shows)

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

Market to this segment through:

TRAVEL/HOLIDAYS

CYCLING/MOUNTAIN BIKING

HIKING/MOUNTAIN CLIMBING

83%

What do they look for in a holiday?

or

• Food/wine product

• Outdoor adventures/experiences for the whole family (e.g. cycling, fishing,

50-54

30-34

Travel products likely to appeal to this segment include:

• Wellness experiences

Market to this segment through:

DIFFERENT

URBAN PRODUC

FAMILY-FRIENDLY

RELAXING

SHOPPING

TRAVEL/HOLIDAYS

• Nature-based experience

• Family-friendly products

Ideal holiday characteristics:

• Major daily newspapers

• Special interest media (e.g. gardening TV channels or publications)

• TV Sports/News Channels

What do they look for in a holiday?

Members of the Being There Segment more likely

TIME WITH FAMILY/FRIENDS

SOCIAL/COMMUNITY GROUPS

HOME

Hobbies

GARDENING

• Tertiary education institute

• Professional media/interest groups

• Online channels (travel/lifestyle sites)

• Special interest and lifestyle media (e.g. health media, yoga/wellness media)

• Youth media (magazines, blogs)

• Mobile applications

Market to this segment through:

• Major daily newspapers

• Special interest groups/media/online

“A FULL life for you and your family”

Married/couple with children living at home

Married/couple

Single, no children

Single, no children

URBAN PRODUC

FAMILY-FRIENDLY

RELAXING

NATURE

REDUCING DEBT

RELATIONSHIP

DIFFERENT

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FAMILY-FRIENDLY

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