

How to attract more Domestic Visitors to Southland



By Marijke Dunselman - 21 November 2011

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marketing consultancy ltd

The logo for SMART TRAINING. It features the word "SMART" in white, bold, uppercase letters inside a black rounded rectangle. To the right of this rectangle, the word "TRAINING" is written in black, bold, uppercase letters. A small "TM" trademark symbol is positioned to the upper right of "TRAINING". To the left of the "SMART" rectangle, there are two black circles of different sizes, one above the other, connected by a thin line.

SMART TRAININGTM

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this presentation
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What are we talking about today?

- Intro
- Southland's domestic visitor stats
- Travel motivations & booking
- How to attract more domestic visitors by marketing smarter
- Summary



Intro

What's so **GREAT** about
domestic visitors?

And what's ~~**NOT**~~ ?

Southland Domestic Visitor **statistics** (the boring stuff...)

How do you compare?

Sources of information:

Statistics NZ (Commercial Acc. Monitor)

Southland Tourism Forecasts

Regional Visitor Monitor

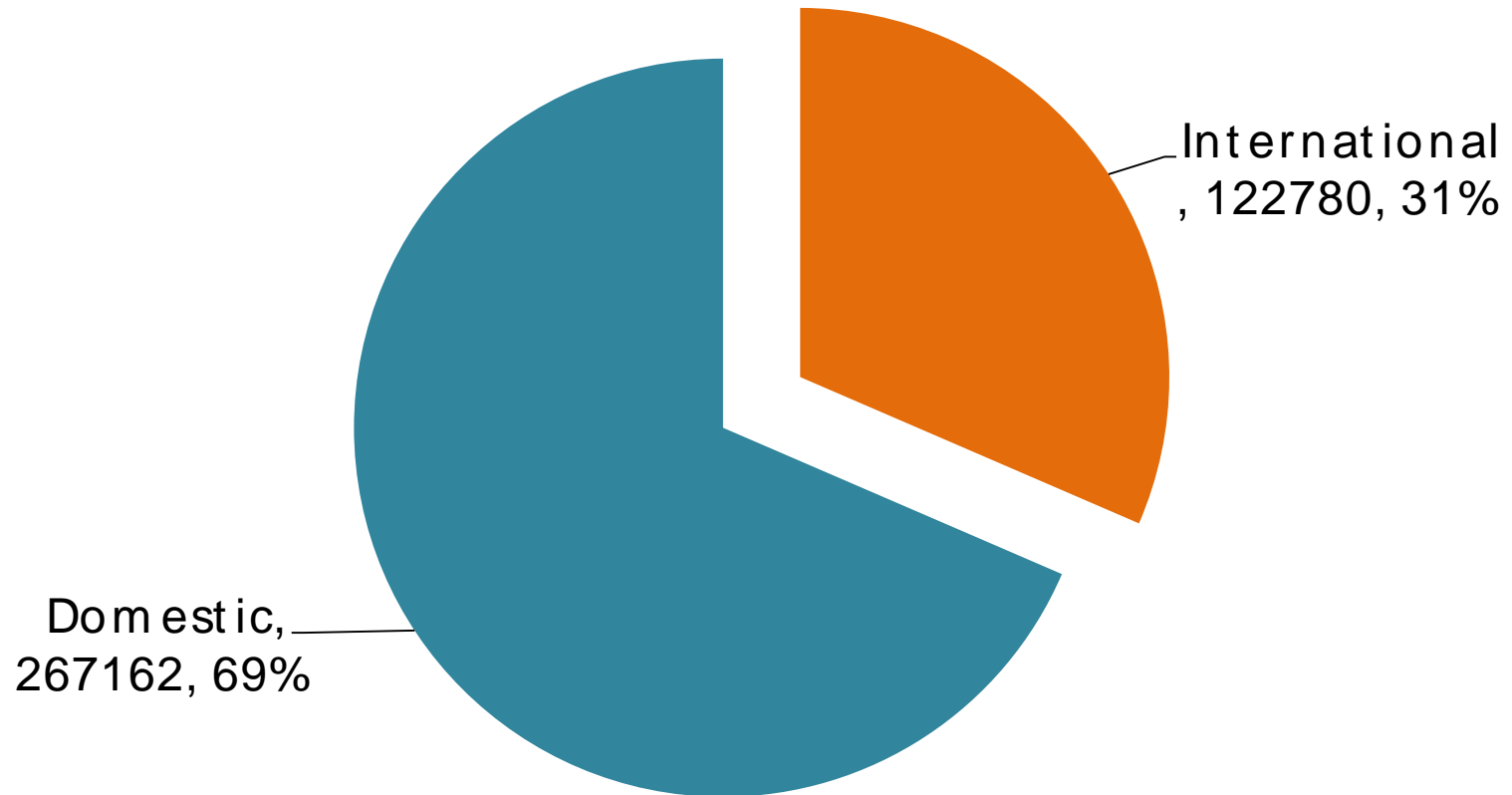
Domestic Tourism Market Segmentation Report

DOMESTIC TOURISM IS

BIG

How many guest nights? 69%!!!

Guest nights to Southland
(YE Sept. 2011)

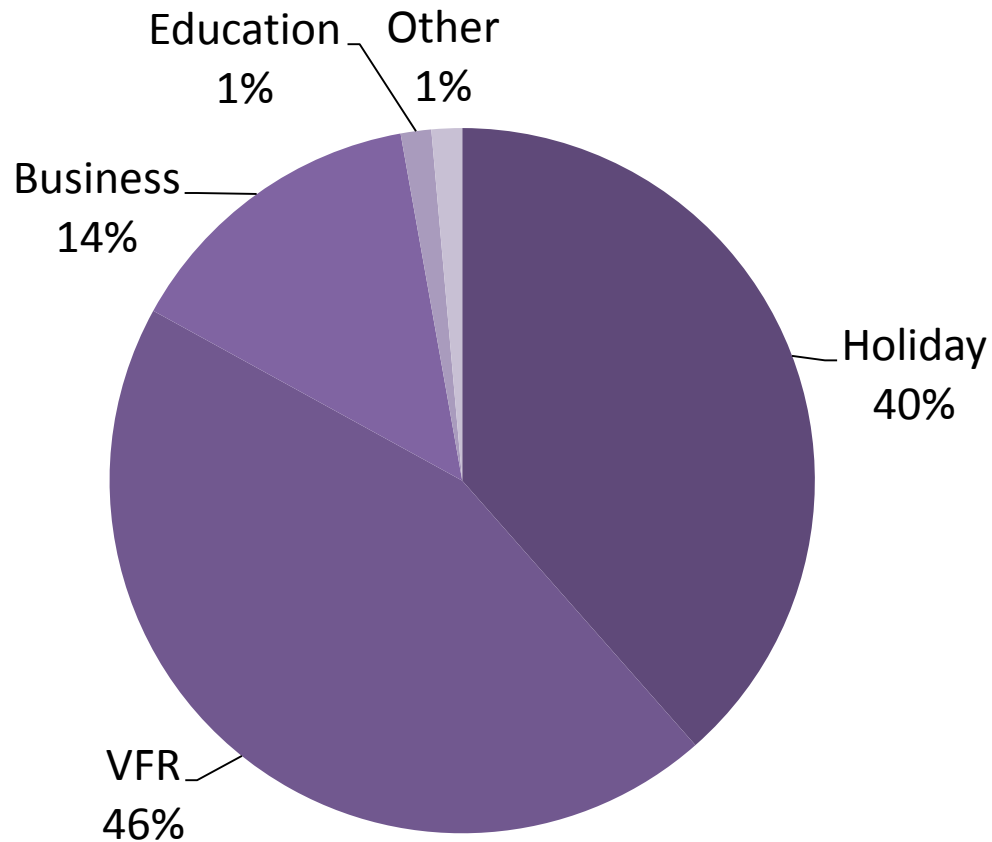


How long do they stay
(on average)?

1.74 nights

Why are they here?

Guest nights to Southland by purpose



When do they come to Southland?

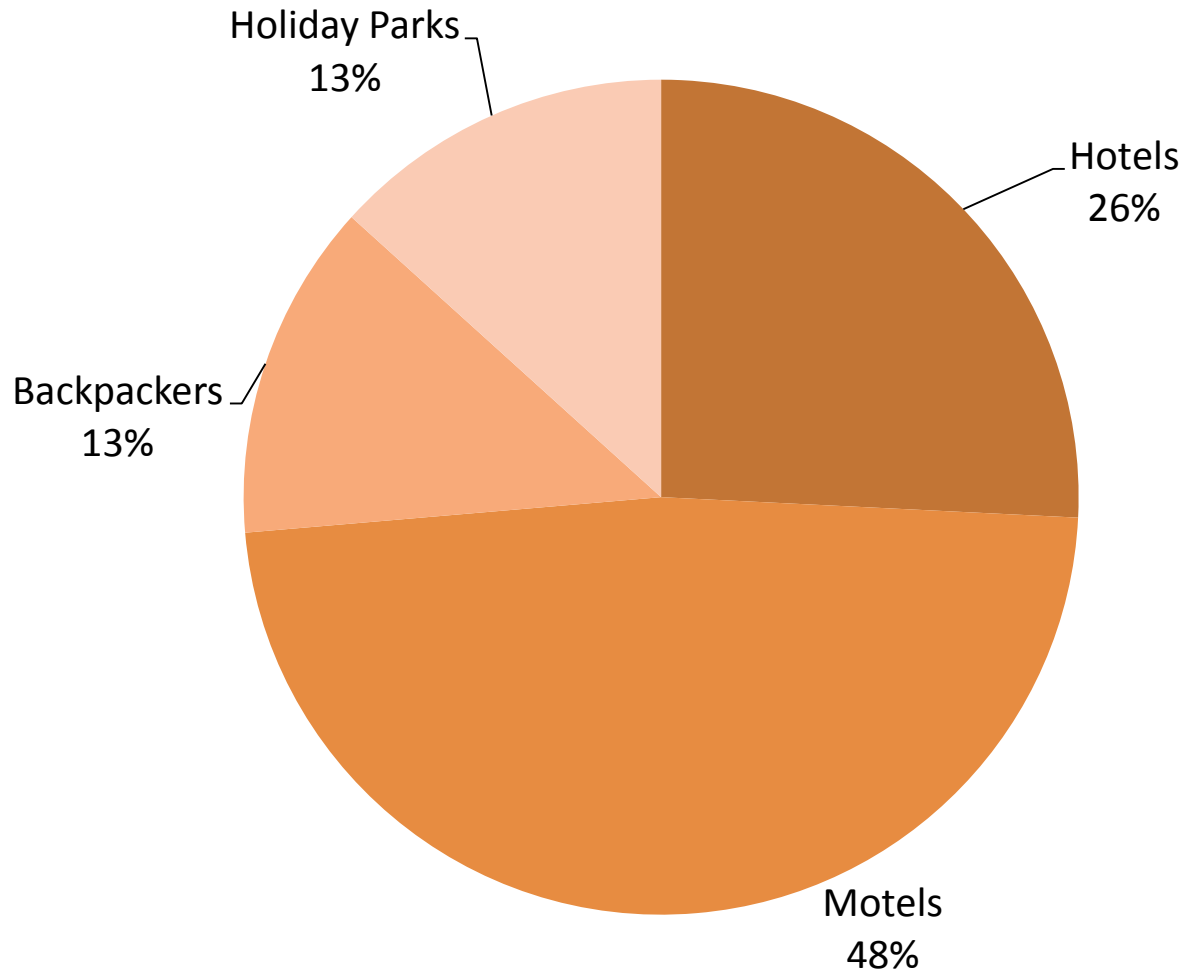
Southland RTO Area Monthly Guest Nights
By origin of guest



Average **occupancy** rate
(YE Sept 2011)

41.6%

Where do they stay?



Where are they from in NZ?

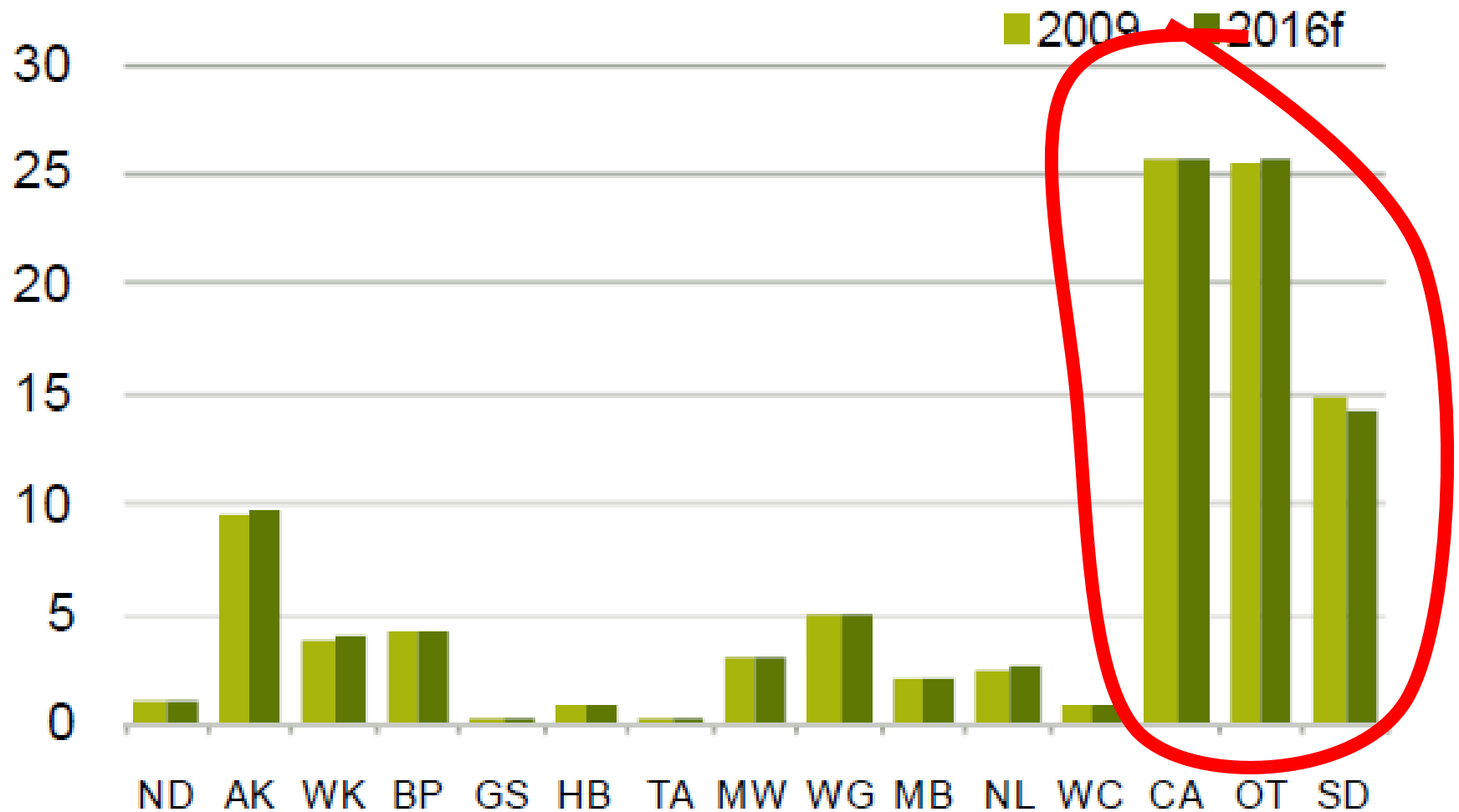
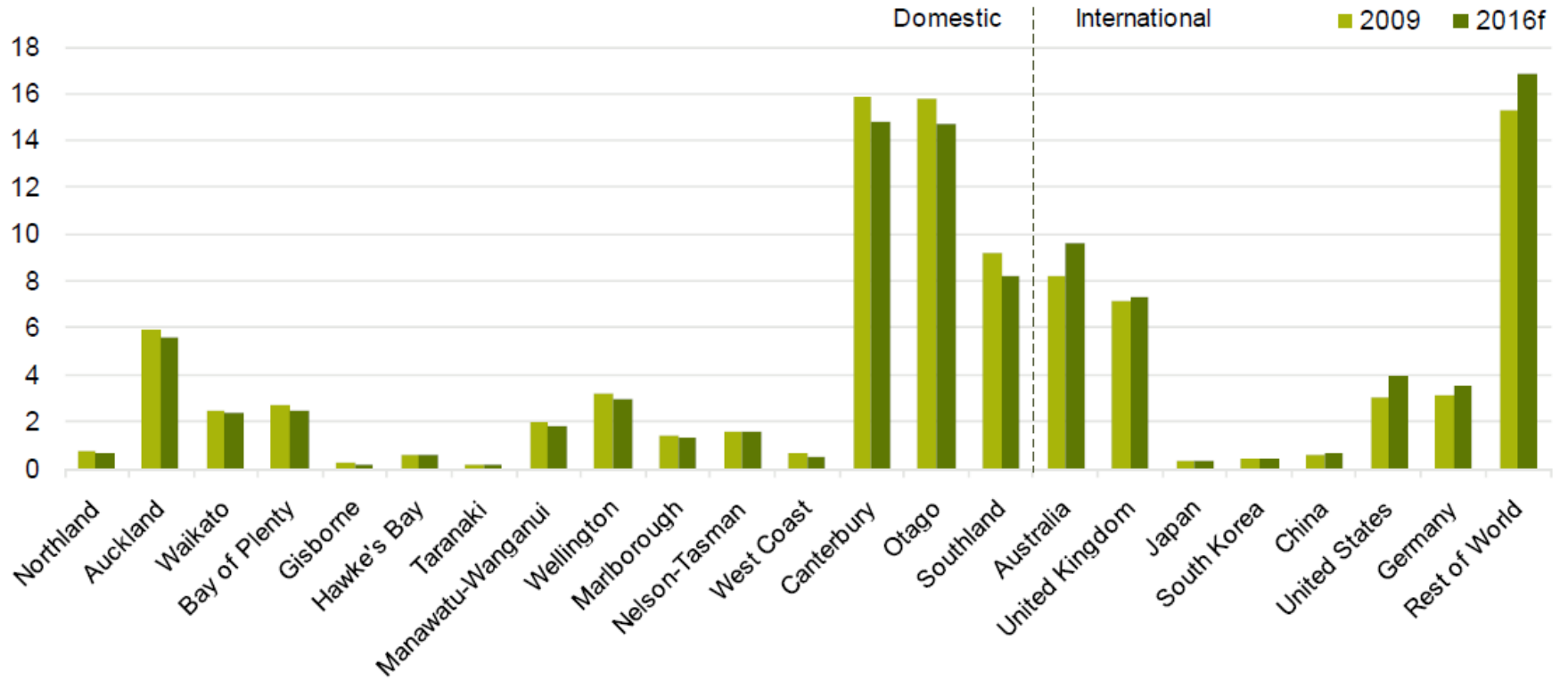


Figure 5: Shares of Total Visitor Nights in Southland RTO by Origin of Traveller (% of all visitor nights)

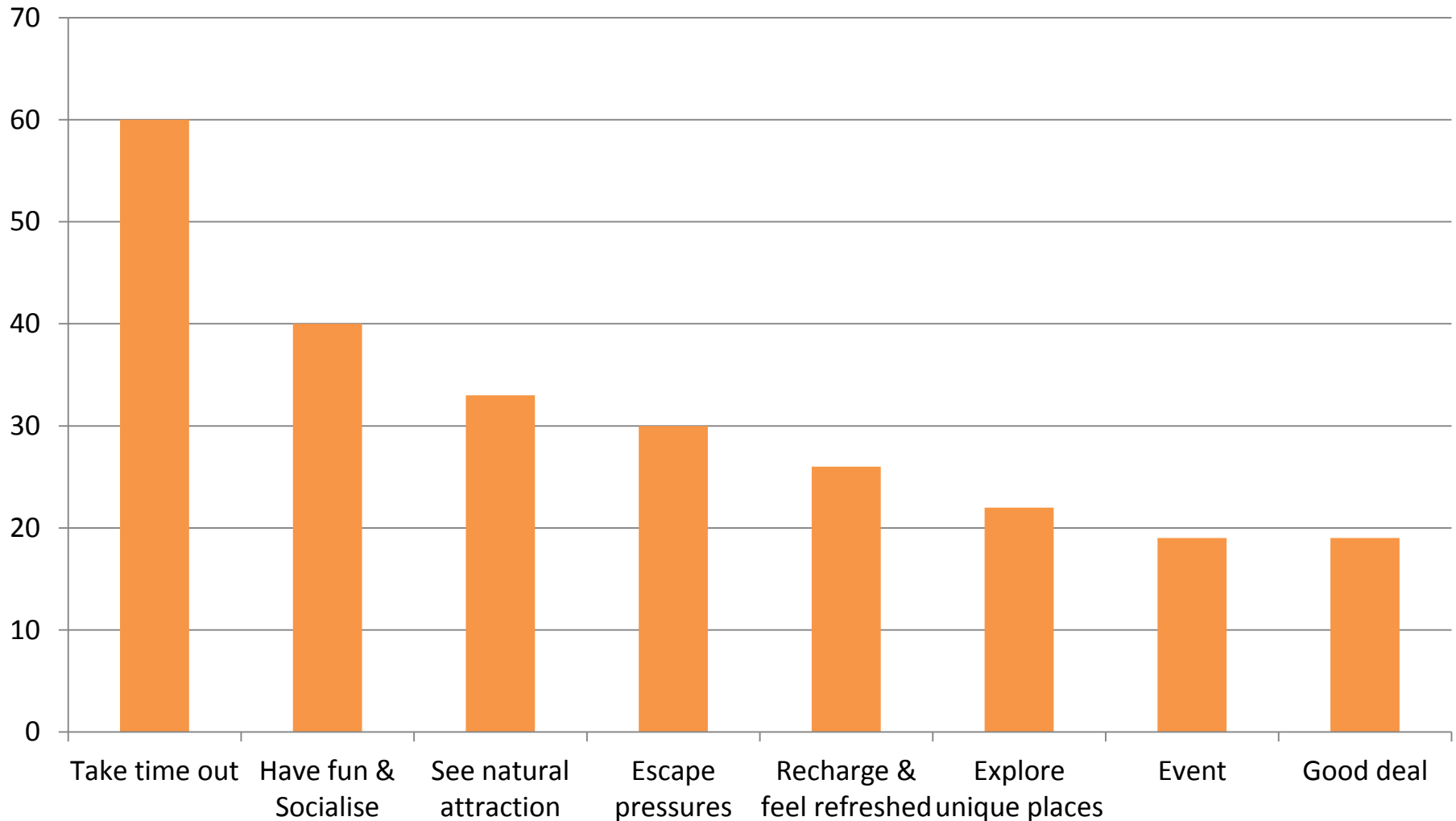


Now the **interesting** stuff!

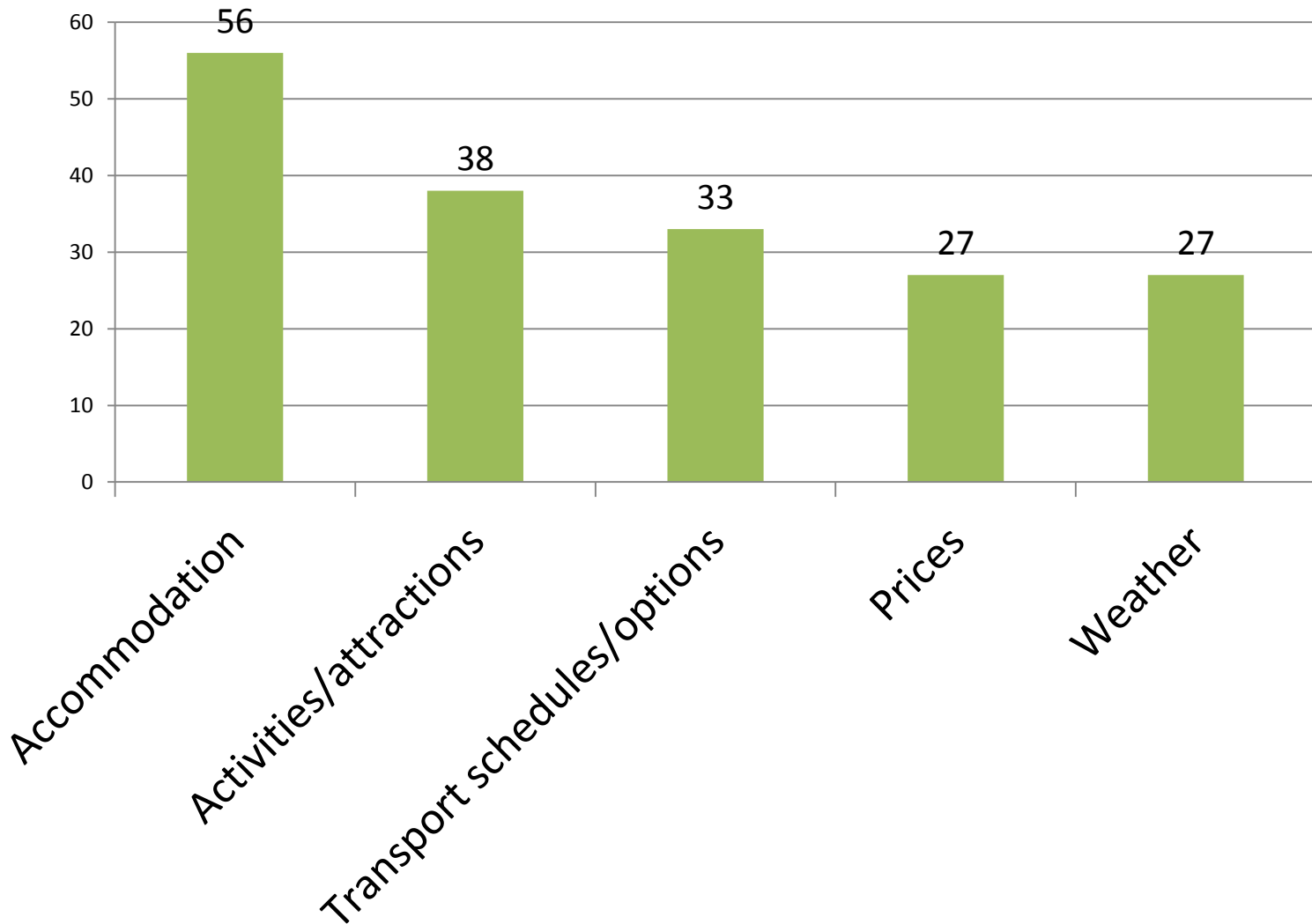
Travel motivations, how they book etc...



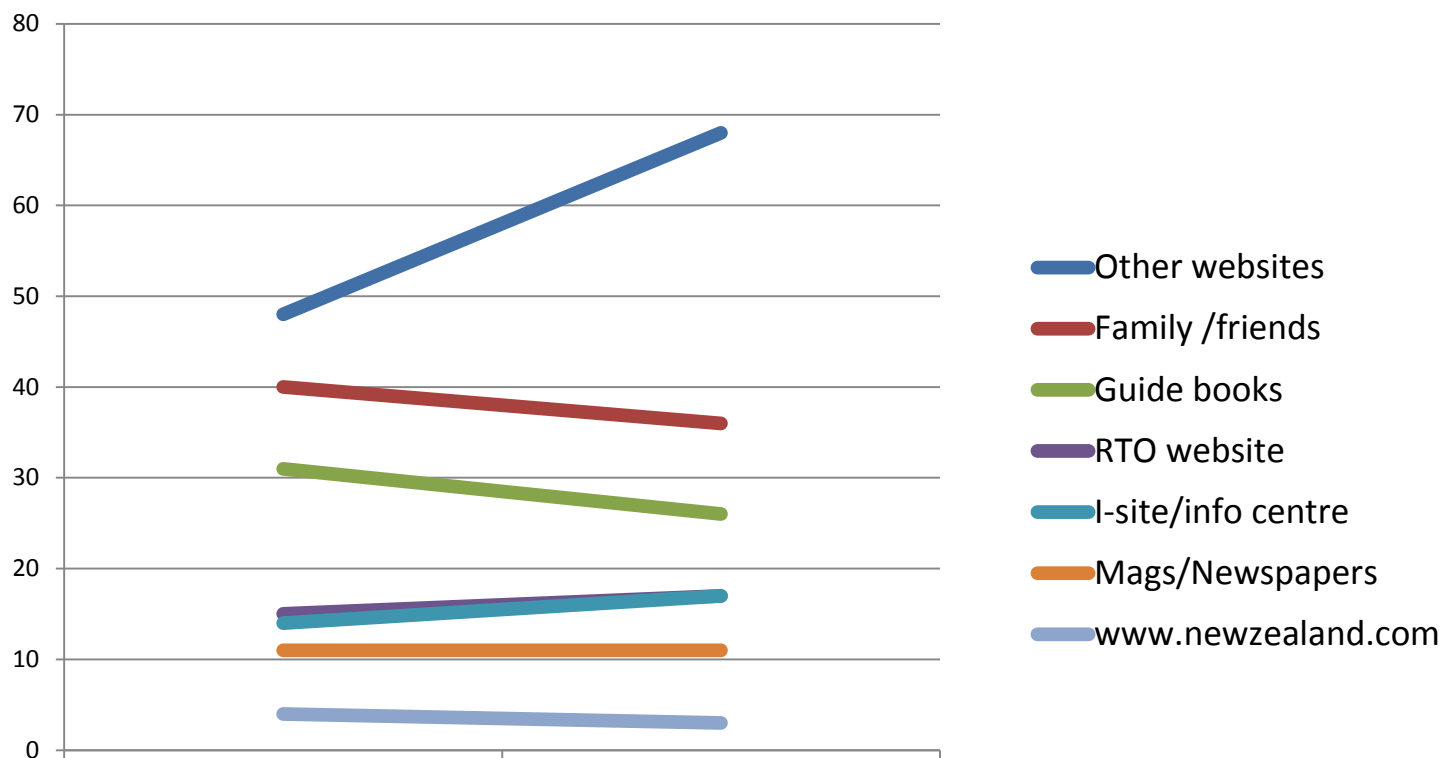
What motivates domestic visitors go on holiday – why do you??



What **info** do they seek **pre-arrival**?

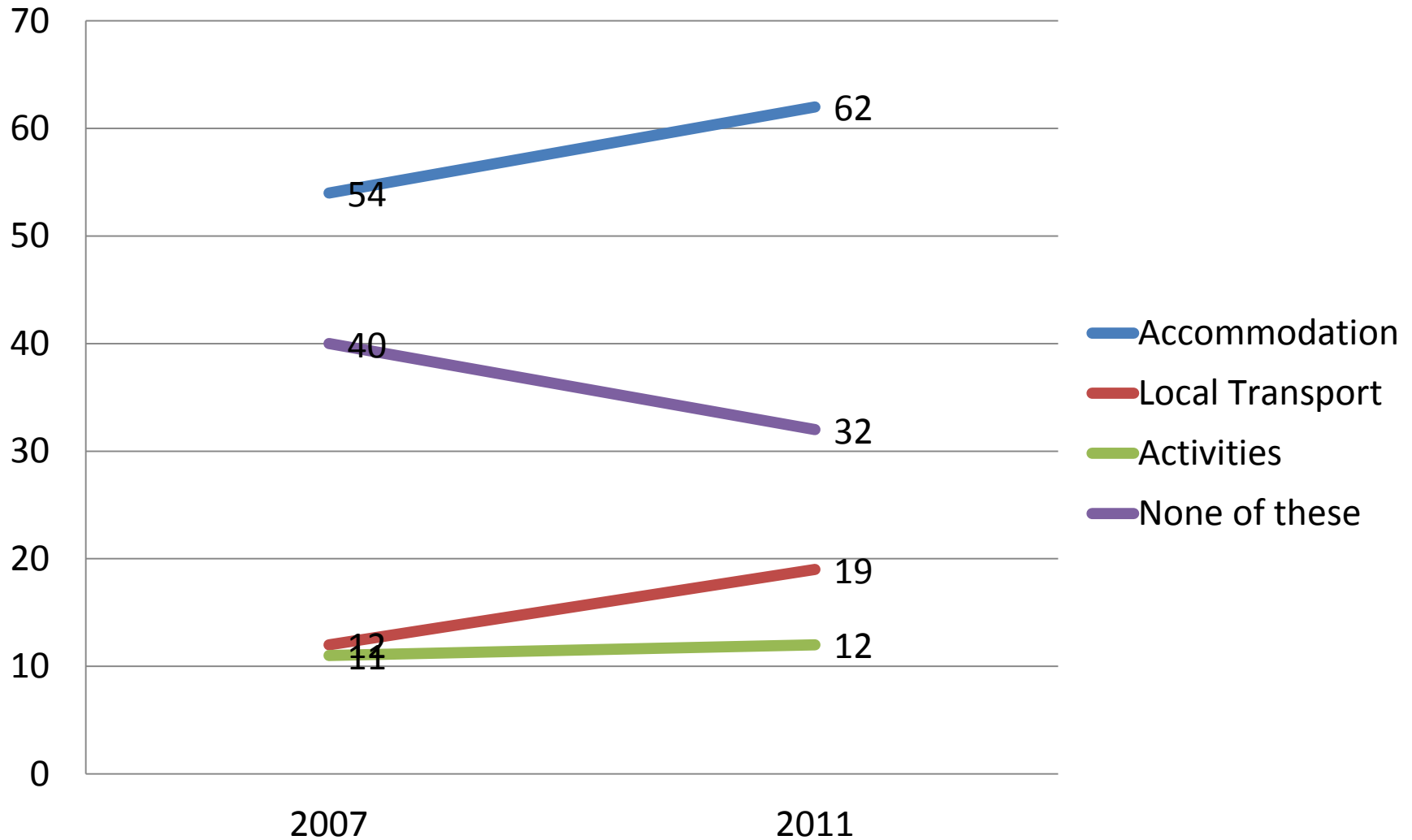


What sources of information do they use?

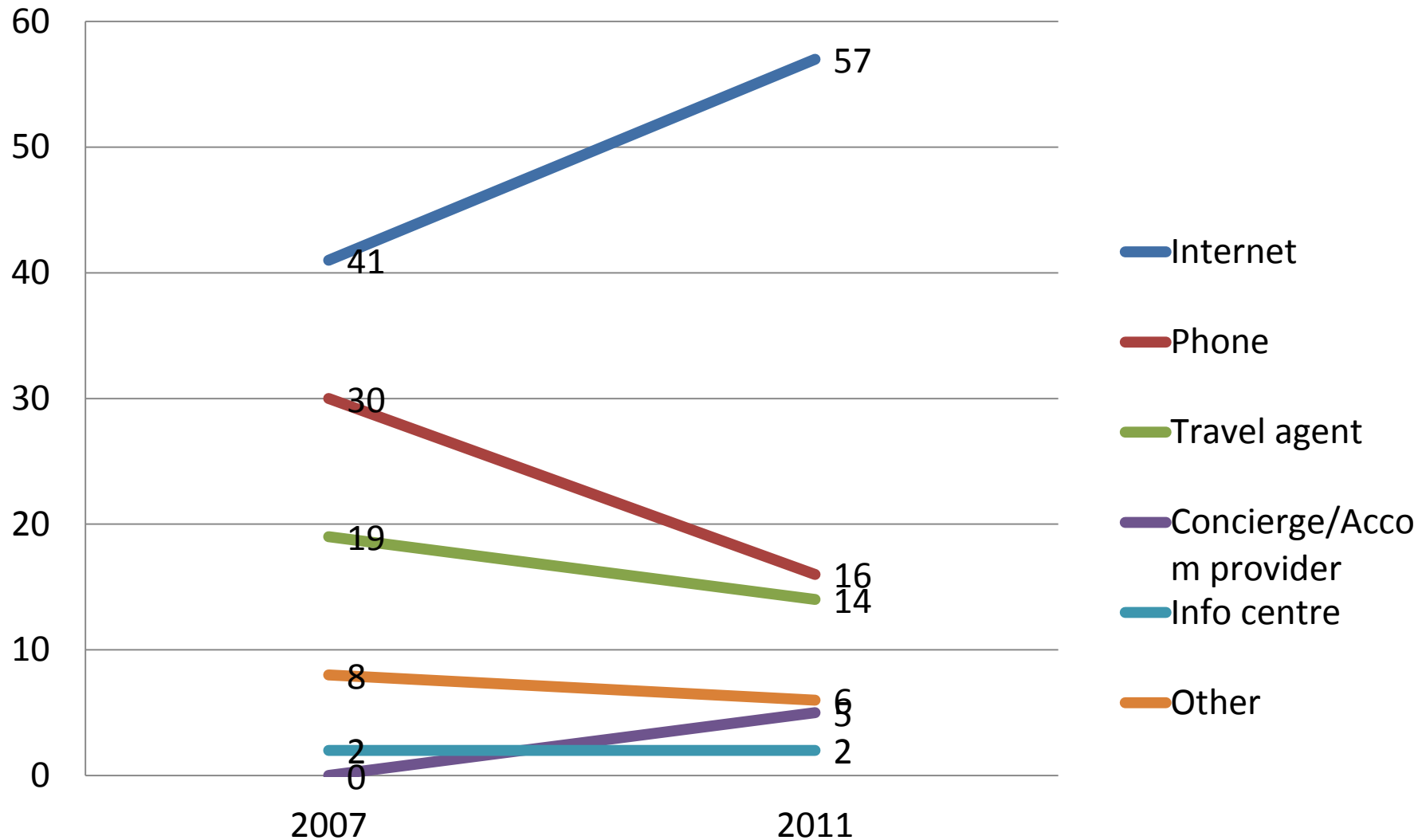


	2007	2011
Other websites	48	68
Family /friends	40	36
Guide books	31	26
RTO website	15	17
I-site/info centre	14	17
Mags/Newspapers	11	11
www.newzealand.com	4	3

What gets **booked pre-arrival?**

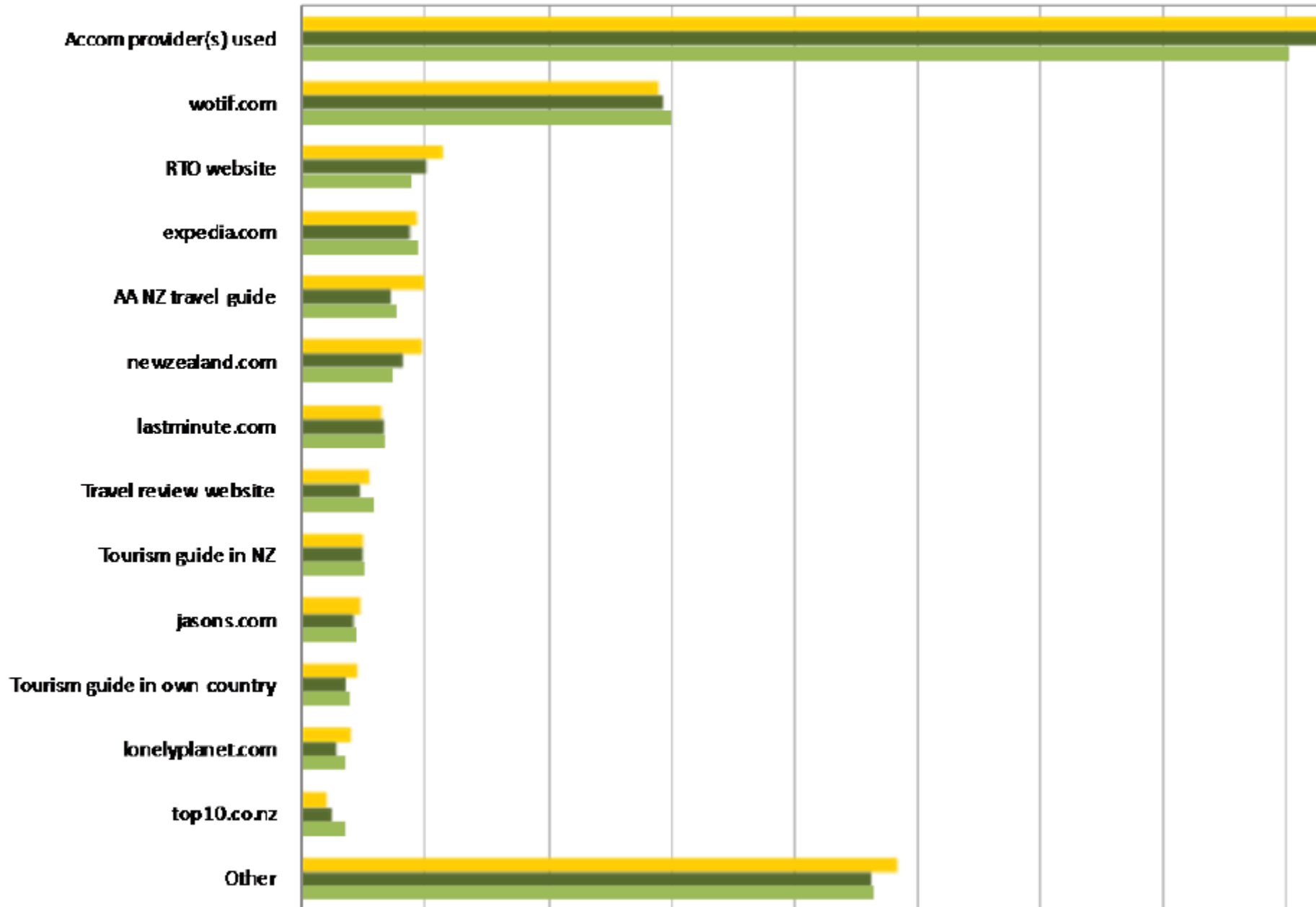


How are they booking accommodation? (all visitors)



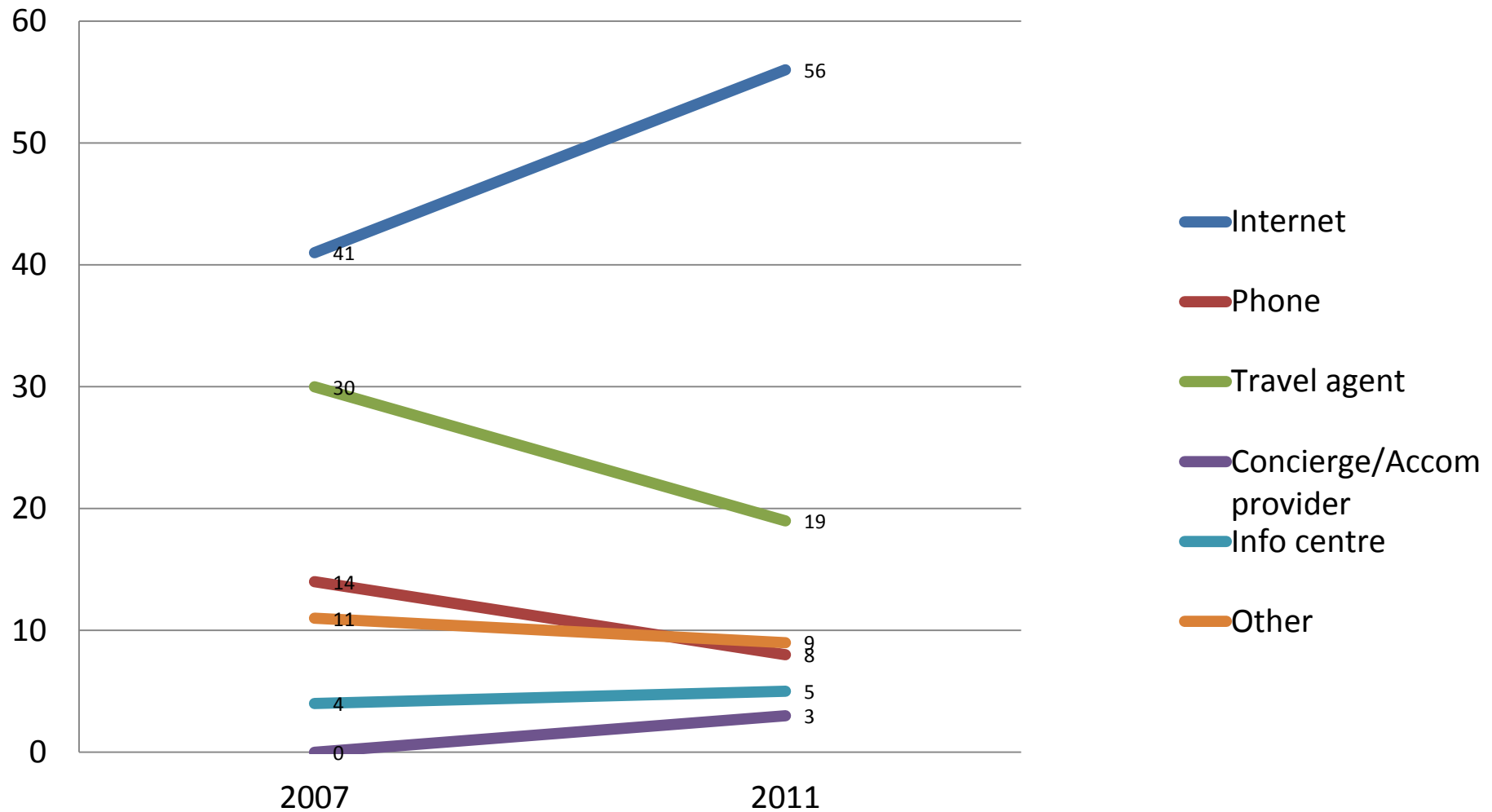
Websites Used for Booking Accommodation All Visitors

■ YE Sep 10
 ■ YE Dec 10
 ■ YE Mar 11



How are they **booking activities**?

(all visitors)

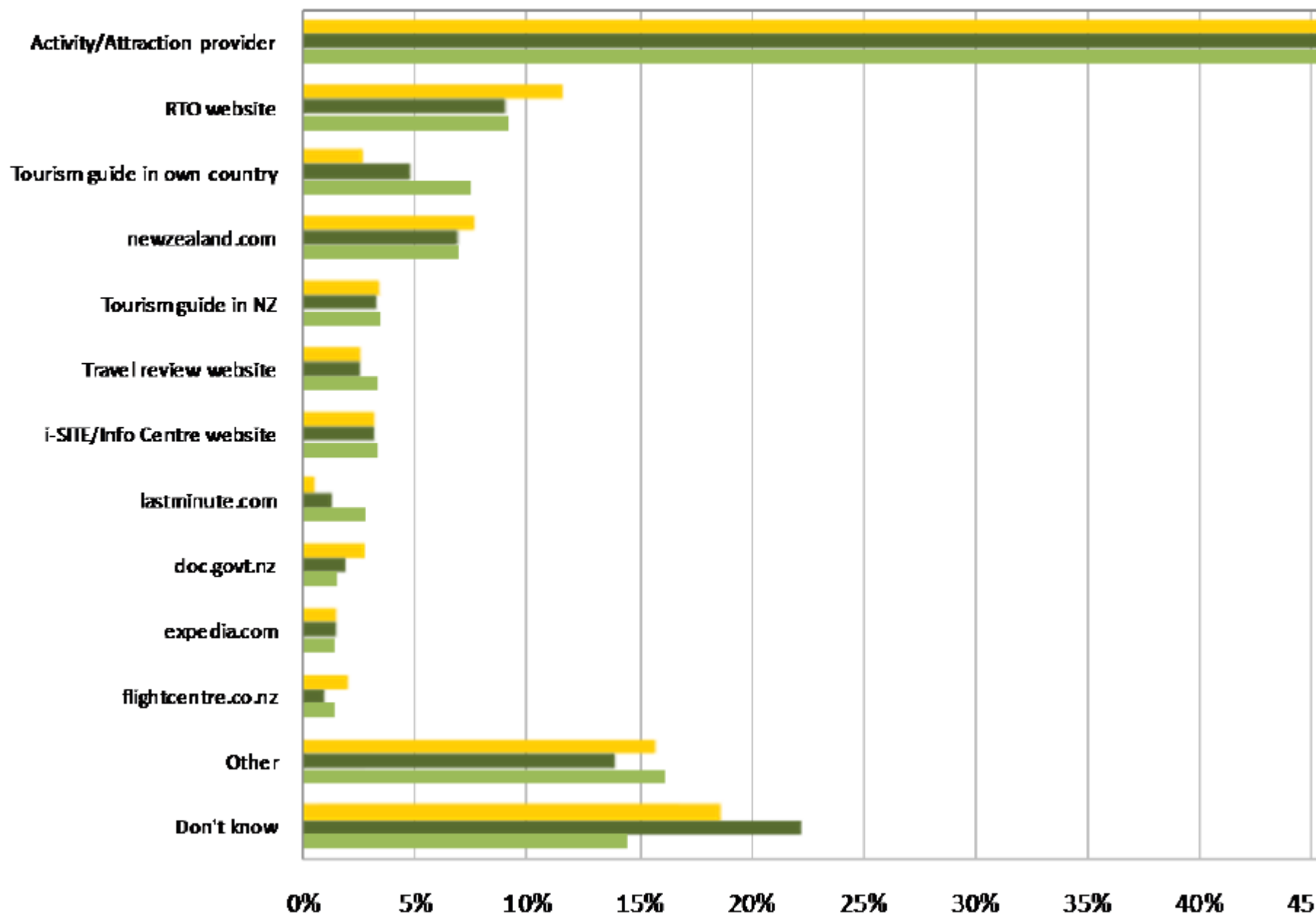


Websites Used for Booking Activities & Attractions All Visitors

YE Sep 10

YE Dec 10

YE Mar 11



Who are **YOUR (domestic) customers?**

- Define your target market / segments
- Where do they stay in Southland?
- What do they do in Southland?
- How much do they spend?
- When do they come?
- How are they travelling?
- And with whom?
- How did they find you?



Analyse how your customers book:

% through your website

% through other booking websites

% through visitor centres

% through inbound operators/wholesalers

% through advertising

% referrals/word of mouth

Is your marketing spend & effort in line with where your sales are coming from?

Do they use **Social Media** ?

At the moment, the only domestic segment that uses social media for travel decisions is the 15-24 yr old group – mostly students!

BUT in 5 years' time this group is 20 – 29 years old... and the international market is using it now, so you may as well give it a go!

The Twitter logo, featuring the word "twitter" in a light blue, lowercase, sans-serif font with a white outline.The LinkedIn logo, consisting of the word "Linked" in black and "in" in white inside a blue square, with a small trademark symbol.The Facebook logo, featuring the word "facebook" in white, lowercase, sans-serif font inside a dark blue rounded rectangle.

Want more detailed info?

Google:

“Domestic Tourism Market Segmentation”

This report can help you segment your market in more detail and how to reach them.

How to **attract** more domestic
visitors by **marketing smarter**



SHOCK!!

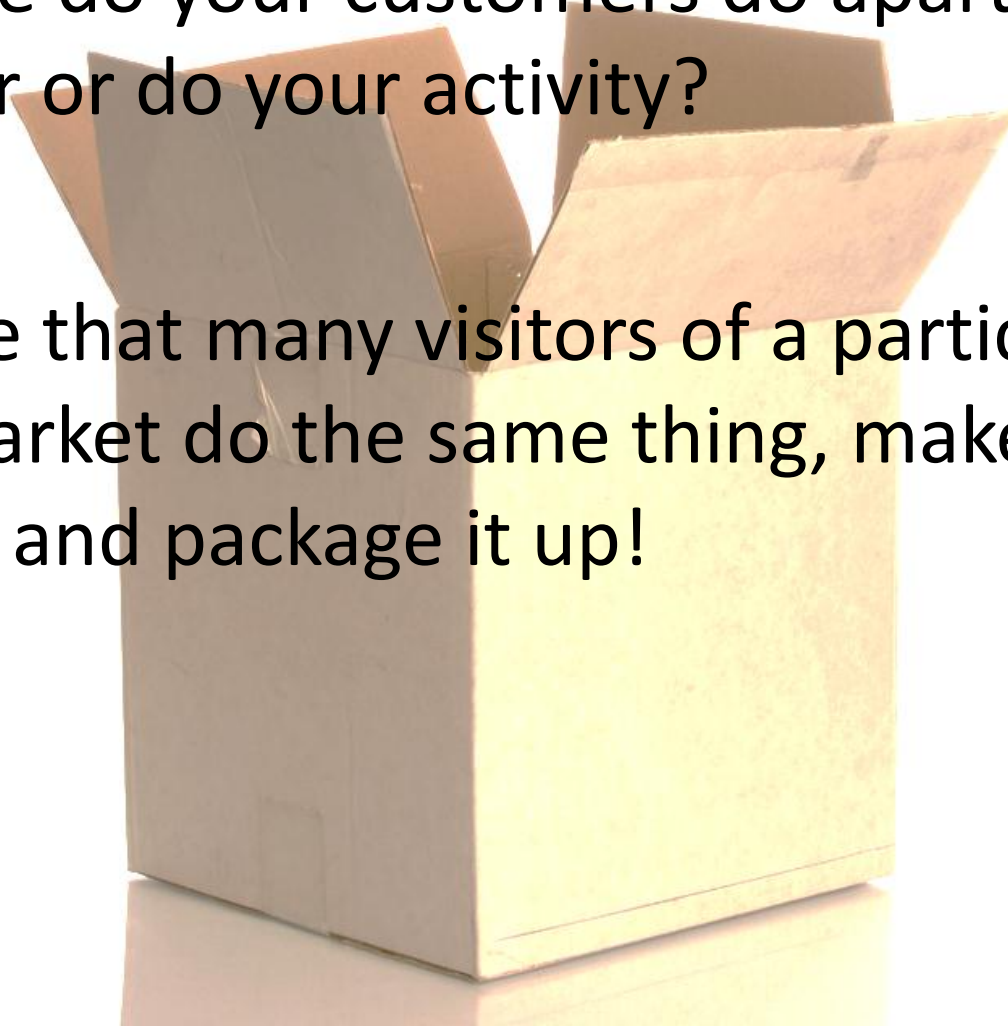
There are virtually **NO** short breaks or packages to Southland to be found on the internet!!



Package it up!

What else do your customers do apart from stay with your or do your activity?

If you see that many visitors of a particular target market do the same thing, make it easy for them and package it up!



Stewart Island & Southland Short Break

Overview

Prices

Reviews

Request Quote

Type: Packages

Locations: Invercargill, Stewart Island, Southland

Theme: Cultural & Historical

Day 1

Arrive into Invercargill and transfer to your city accommodation. The remainder of the day is at leisure.

Day 2

Enjoy a full day tour to Stewart Island departing from Invercargill including a return scenic flight. Enjoy a visit to Ulva Island and stroll the walk ways followed by a 1.5 hour bus tour on Stewart Island with a local guide.

Day 3

Get out amongst it in a full day of wilderness, wildlife and walks, exploring beautiful desolate beaches, native bush, stunning waterfalls and a petrified forest over 160 million years old. Observe and learn about 3 of the rarest and most endangered marine animals, the Sea-lion, Yellow eyed penguin and Hector dolphin.

Day 4

from \$922.00

BOOK NOW

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Flights



HOLIDAY FINDER

Vehicles

Accommodation

Sightseeing

Packages

Shopping Cart

0 items View Cart



Interested in a coach tour?



Become a Facebook fan



Live Chat

Type your question

Help



Say I Love You

From \$549, price is for 2 adults

Treat that special someone with our romance package designed to Say I Love You. Perfect for your Spring Romance, next anniversary, a special birthday or as a breathtaking backdrop for that big proposal.

Dine in our award winning Panorama Room before retiring to a Premium room with spectacular views of Aoraki Mount Cook through large picture windows. Don't rush in the morning. We've included a late check-out of 12.00pm.


Package Inclusions:


- One night Premium room accommodation
- 4 course dinner menu in the Panorama Room
- A bottle of Lindauer Special Reserve NV bubbles and a box of Cadbury Roses chocolates waiting in your room
- Complimentary late check-out

Valid for travel to 30 April 2012


and activities online before you arrive.


[Book your stay now »](#)

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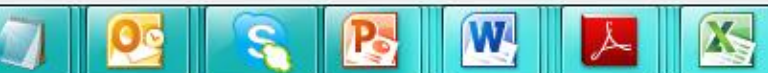
 [Trip Advisor »](#)



4WD & Argo Tours

A unique 4WD & Argo (8 wheel terrain vehicle)

 Internet | Protected Mode: On



Package options

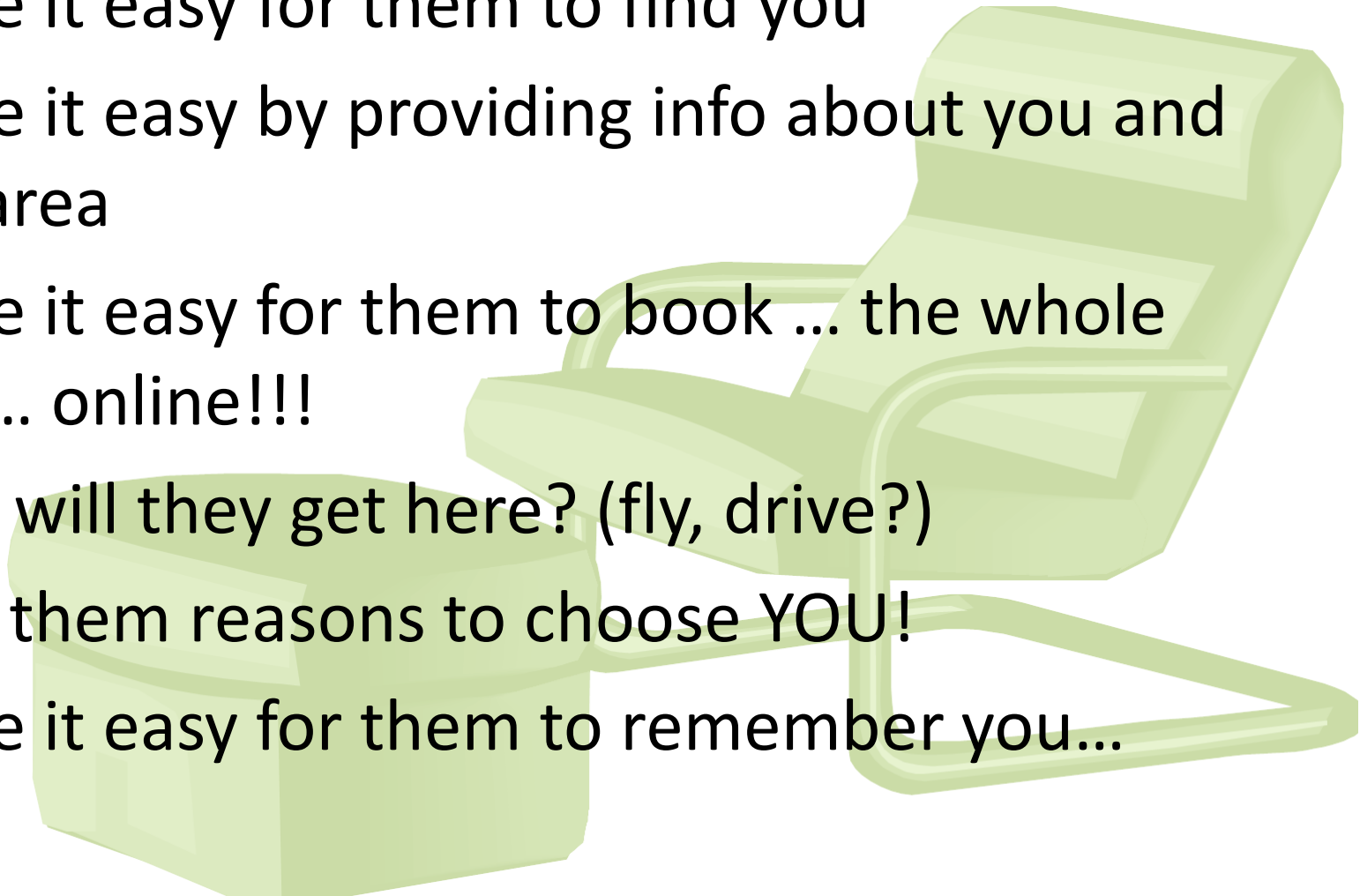
- Package within your own business
- Package with other operators
- Activity packages only
- Activity / accommodation packages
- Combos
- Referral vouchers

Generating packaging ideas

- Special interest groups (tramping, fishing, sporting, art, photography etc.)
- Events
- Special occasions
- Type of travellers (eg. Upmarket, group, FIT, families etc.)
- Combos
- Romantic Escape
- Low season specials
- Clubs/retirement associations
- Schools/educational
- Businesses (staff outings, corporate retreats, conferences & incentives)

Make it **e a s y** for them...

- Make it easy for them to find you
- Make it easy by providing info about you and the area
- Make it easy for them to book ... the whole trip ... online!!!
- How will they get here? (fly, drive?)
- Give them reasons to choose YOU!
- Make it easy for them to remember you...



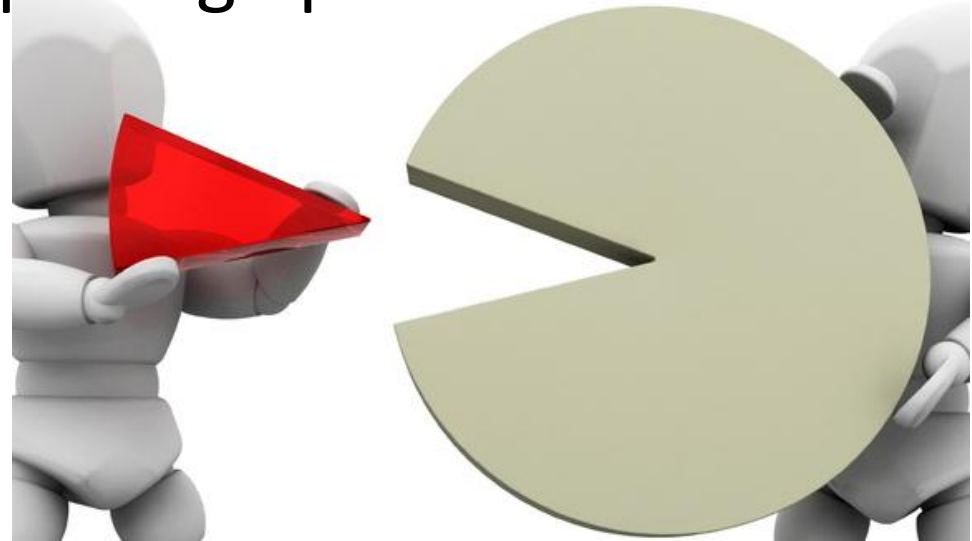
Action ... **NOW!**

- Get them to act now: limited time deal (e.g. early bird special or last minute)
- Give them an incentive that they can't resist!



It's time to get creative!

- Start thinking outside the square!
- Be proactive in developing **COOOOL** packages and short breaks aimed at you target market!
- Build up databases (ask permission!)
- Share databases with package partners
- Target niche markets
- IT WORKS!!!



They want a deal! (or at least good value...)

Lord of the Rings Tour - GrabOne - Windows Internet Explorer

http://www.grabone.co.nz/queenstown-wanaka/discovery-tours-2?utm_source=GrabOne+Queenstown+-+Wanaka&utm_campaign=ET_9091_nz-main_queenstown-w

File Edit View Favorites Tools Help

Lord of the Rings Tour - GrabOne

GrabOne NZ: Experience Escapes Home and Garden Families Store Bottle Tee GrabOne AU: Experience Escapes 9:11am 17 November

GrabOne Experience Queenstown - Wanaka

Get deals by email Login Connect Register

Today's Deal How GrabOne Works My Coupons

See a Queenstown - Wanaka deal you might have missed yesterday. Hide X

Outdoor Teeth Whitening Auto Bakery Books

49% off Lord of the Rings Tour with Discovery Tours (value up to \$79)

\$40 Buy!

Gift one to a friend!

Value	Discount	You save
-------	----------	----------

Lord of the Rings Tour Twizel
Explore movie making in Middle-earth...

View Our Toy Sale Deals

More Great Local Deals

SparkleWhite Teeth
LED Teeth Whitening Package
Discount 58%
\$149

TECH 2 U
1996 or Newer Toyota Service
Discount 50%
\$138

Internet | Protected Mode: On 105%

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Marketing Bootcamps help tourism businesses grow

10:18 November 15, 2011 0 comments

Press Release – Smartraining Queenstown

The Tourism Marketing Bootcamp and the new E-Marketing Bootcamp are coming to Invercargill on 5 and 6 December 2011. Developed by Marijke Dunselman from SmartrainingTM, these popular one-day training courses are specifically aimed at tourism operators and ... 15 November 2011

Beating the recession: Marketing Bootcamps help tourism businesses grow their business

The Tourism Marketing Bootcamp and the new E-Marketing Bootcamp are coming to Invercargill on 5 and 6 December 2011.

Developed by Marijke Dunselman from SmartrainingTM, these popular one-day training courses are specifically aimed at tourism operators and focus on small to medium-sized business who struggle getting their marketing right.

"Businesses need to think smarter about their marketing if they want to grow their business. That's why we have developed these courses. We are calling them "bootcamps" because they are full-on and participants

Revolutionary thinking.



REACT TO MONDAY'S DEBATE

Download the free Roy Morgan Mobile Reactor App. from your iPhone or Android app. store and react to the live election debate on TV3 at 7 pm on Monday night, in real time.

WHERE ARE THE JOBS YOU PROMISED, JOHN?

electi



ipre

Blogr

China E

Compar

Done



Internet | Prot

Summary

- Identify your (domestic) segments
- Develop separate experiences / packages for each segment
- Make the most of your website
- Keep in touch with your customers (build databases)
- Work together with other operators & Venture Southland Tourism
- PLAN!!



Want to learn more?

- Come to the:
 - Tourism Marketing Bootcamp on 5 December and/or
 - the E-Marketing Bootcamp on 6 December (Invercargill)
- Weekly Marketing Tip (it's free!)
- Prize draw

**Thank you & wishing
you a successful
summer season!**

www.strategiesmarketing.co.nz