

International visitors to Taranaki

What do our customers want?

Research shows that the majority of International visitors to our region are what is now referred to as the **Interactive Traveller**. This group matches what Taranaki offers as a destination. Shaping your product to meet the wants and needs of the visitor type is a good way to begin your product development.

The attributes and characteristics that make visitors choose a product are the same ones that satisfy them. Discovering these will help you attract visitors and leave them with a sense of satisfaction.



International visitors choose our region for:

Landscape

Our unique natural environment is a primary motivator for visitors who want to be able to interact with the Taranaki landscape.

Real Taranaki People

Visitors value the chance to get an insight into real Taranaki life, the warm, friendly and enthusiastic people coupled with knowledge and insight of our environment that will add to their experience and satisfaction.

Authenticity:

International visitors are looking for a quality experience which is 'real' and does not feel staged or plastic.

Interactivity

The interactive traveller likes being active and involved rather than simply watching. A key with marketing collateral is to show people *participating* rather than just watching or empty rooms and landscapes.

Telling stories

Taranaki has many unique stories, ranging from the story of Mt Taranaki to our Maori heritage or European settler history. Telling these stories to visitors, and using Taranaki people and the local landscape to illustrate them, will deliver a real and personal experience to visitors.

Interpretation

Typical experiences of the past were to be shown or told something in a simple and straightforward manner. Today the International visitor requires engagement and involvement at a physical, emotional or educational level, especially when it is delivered in a unique or novel way.

Safety

Visitors need to feel that they and their belongings are safe. Interpretation of safety includes professional staff and modern well maintained facilities. Ensure your business has appropriate industry accreditations and safety plans, and your marketing mentions these.

Increasing Satisfaction

Providing a world class visitor experience is a critical part of Taranaki's success as a visitor destination. Visitors expect value for money. Not every International visitor is wanting five-star luxury, but they do require a level of service and experience that meets their expectations and reflects the price they're being charged. Quality is as important in a hostel or holiday park as it is in an up-market lodge or major hotel.

Taranaki and New Zealand are promoted by Tourism New Zealand under its 100% Pure marketing campaign. To ensure the promise of quality is kept, it is essential that the Taranaki tourism industry consistently delivers high quality experiences.

There are many benefits associated with providing a high quality product or service:

- Being able to charge a higher price
- Satisfied customers who return and refer your business to others.
- Fewer complaints, which in turn reduces costs through time spent with unhappy customers and minimizes negative feedback to potential visitors.
- Retention of staff due to being satisfied.
- Greater marketing and sales opportunities.

When developing your business consider your target market and how you are going to reach them:

- Are you running your venture as a business or for lifestyle reasons?
- Are you targeting domestic or International visitors?
- What areas of the country or countries are they coming from?
- What is their average daily spend when travelling?
- If they pre-purchase their travel and activities,

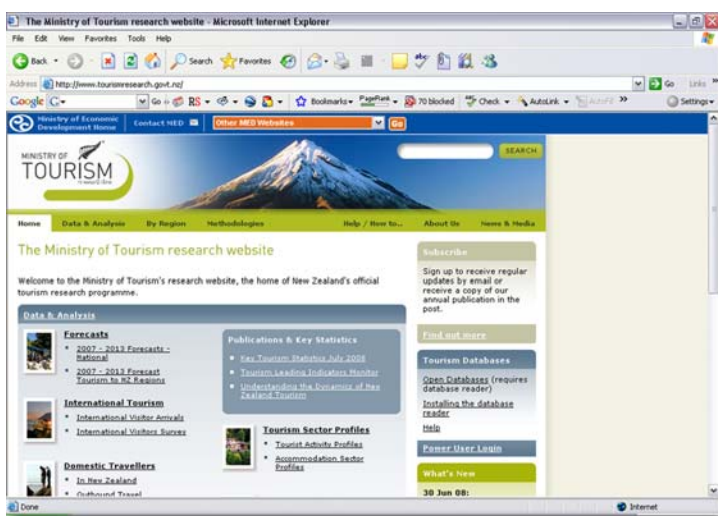
- how do they do this?
- What age bracket do they fit into?
- How long are they likely to spend in Taranaki?
- Are there similar products to yours in Taranaki?
- What is unique about your product?
- What unique stories in Taranaki can be incorporated into your product?
- Does your product meet national and International quality standards?
- Is your product/service available year round?
- Have you thought how to package and present your product/service?

If you are looking to start or develop a business providing services to visitors, you are more likely to be successful if the types of visitor you are hoping to attract already come to Taranaki.

By working with an existing market, you can focus on making your business successful rather than spending time and money on establishing a new market.

The role of attracting new markets to Taranaki from either New Zealand or internationally can be left to Tourism New Zealand and Venture Taranaki.

To find research on potential visitors, visit The Ministry of Tourism website www.tourismresearch.govt.nz.



Ministry of Tourism's website
www.tourismresearch.govt.nz



Tourism New Zealand's consumer website
www.newzealand.com/travel

Photos: Rob Tucker