

**Throughout this process, we spoke to those who had been to the West Coast**

**We found four reoccurring personas**

**THE INTREPID  
EXPLORER**

**THE ROUND TRIPPER**

**FAMILY GETAWAY**

**THE UNWIND WEEKEND**

## **THE INTREPID EXPLORER**

**“RUGGED. I THINK THEY SHOULD  
LEAN INTO IT. IT TRULY IS THE  
MOST WILD AND RUGGED PLACE  
IN NEW ZEALAND, DOESN'T THAT  
SOUND EXCITING?”**

# INTREPID EXPLORER

Looking for some of the wildest and remote spots in New Zealand. That the further from civilization the better and lack of amenities is almost a plus

## VIEWS ON HOLIDAYS

Want to discover something new that they can't see anywhere else, even if this means going to new heights

- Are seeking new experiences that are unique and are off the beaten track

That there is value in doing something that no one else has in their immediate group

- That a long trip to get there isn't a negative if the experience is exceptional

They're more down to earth than the jet boat thrill seekers... a good trip is about not knowing where they'll end up

*What is missing for them at the moment?*

We're a perfect destination for them. We need to make the most of our ruggedness here and promote it with adventurous and free spirited visitors. Capturing them is about building the collective myth of the West Coast

LEAD EMOTIONAL NEED

**EXHILARATION**

LEAD FUNCTIONAL NEED

**INTERESTING**

KEY ACTIVITIES

Great walks

Multi day camping trips

Being able to just drive and stop/stay where they end up

Epic lookouts

Singles  
&  
couples

Any  
age

# ROUND TRIPPER

**“I’VE ALWAYS WANTED TO DRIVE  
AROUND THE SOUTH ISLAND. IT’S  
THE BEST WAY TO TRULY  
EXPERIENCE ALL IT HAS TO  
OFFER”**



# ROUND TRIPPER

We're a default destination for those wanting to do the south island 'properly'... typically down the east coast and up the west coast. The 'bucket list' trip in which they want to say they've ticked off everything they can in the south island



Singles  
&  
couples

Younger

## VIEWS ON HOLIDAYS

### Let the road lead the way

- They want a spontaneous holiday that lets the road take control and does the planning for them

### But help me get excited for the next step

- Giving them motivation to get to the next spot and some anticipation around what they might see and do

Trying to see everything that they possibly can and capturing it all on camera for their social media. They want to get off the beaten track, but not too far from their car

*What is missing for them at the moment?*  
Offering an itinerary of stops and iconic places to help them feel like they've 'done it all'

LEAD EMOTIONAL NEED

PLAY/  
EXHILARATION

LEAD FUNCTIONAL NEED

ASPIRATIONAL

### KEY ACTIVITIES

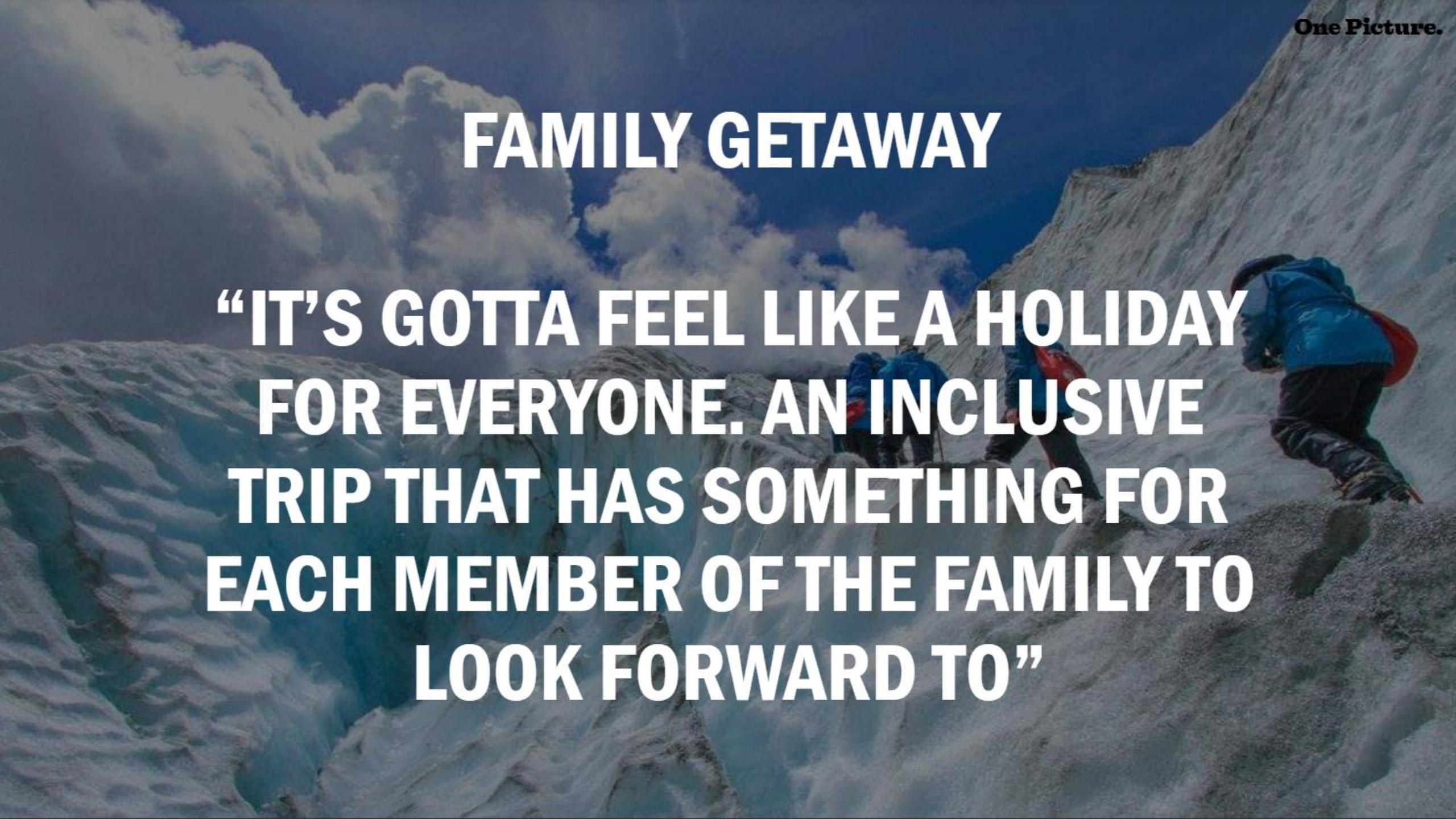
Signs along the road with lookouts/ walks

Instagram photos

Quirky cafes and towns

## FAMILY GETAWAY

**“IT’S GOTTA FEEL LIKE A HOLIDAY  
FOR EVERYONE. AN INCLUSIVE  
TRIP THAT HAS SOMETHING FOR  
EACH MEMBER OF THE FAMILY TO  
LOOK FORWARD TO”**



# FAMILY GETAWAY

Seeking a family holiday where they can reconnect as a family and get a detox from the electronics. Wanting a true Kiwi holiday with a variety of activities that will keep everyone entertained in the outdoors



Families

Skewed  
Younger

## VIEWS ON HOLIDAYS

### Wants the kids to be entertained

- Need for enough activities for families with children to do that doesn't cost too much

### Value in spending quality time with everyone

- Hoping that everyone can get out in the outdoors where they can detox from all the electronics and enjoy New Zealand's rugged backyard

They are wanting to spend time as a family and show the kids a different part of New Zealand that has a lot of fun things for them to do.

### *What is missing for them at the moment?*

We have an endless list of activities for families to do so we make a great destination. However, worrying that the trip is going to get expensive is a worry when somewhere like Rotorua is within driving distance for Auckland.

### LEAD EMOTIONAL NEED

PLAY

### LEAD FUNCTIONAL NEED

WITHIN MY MEANS

### KEY ACTIVITIES

Variety of exciting a new activities

Learning about the history alongside fun/play activities

Cheap accommodation

## THE UNWIND WEEKEND

**“NELSON HAS JUST BOOMED  
RECENTLY AND I’M LOOKING FOR  
SOMEWHERE QUIET TO SLOW MY  
PACE DOWN AND TRULY RELAX”**



# UNWIND WEEKEND

Those wanting an 'unwind weekend'. Escaping the city and looking to drive a medium distance to feel like they're away from the hustle & bustle. Looking for quiet, relaxed, comfy places that allow for them to 'disconnect'



Singles,  
couples,  
friends

Slightly  
older

## IEWS ON HOLIDAYS

### It's got to feel easy

- They are after a relaxing holiday so getting there and sorting accommodation must feel easy and not contribute to the stress they feel day today

### The company is what makes a trip

- Sharing the experience with loved ones or a group of close friends is important... how can we show them it's a trip worth doing with loved ones?

### Often anchor a trip around an event

- Gigs, cultural events, reasons to get out of their town and allow them to have a reason for their trip

They are creatures of habit, and finding a place that ticks their boxes as a 'go to' spot

### *What is missing for them at the moment?*

We're seen as a place to unwind, but even for those in CHCH we just feel a little far away. How are we going to promise a better unwind proposition than Hamner or Tekapo?

### LEAD EMOTIONAL NEED

**REFRESH**

### LEAD FUNCTIONAL NEED

**PHYSICALLY  
AVAILABLE**

### KEY ACTIVITIES

Sleep / Relaxation

One specific 'thing'

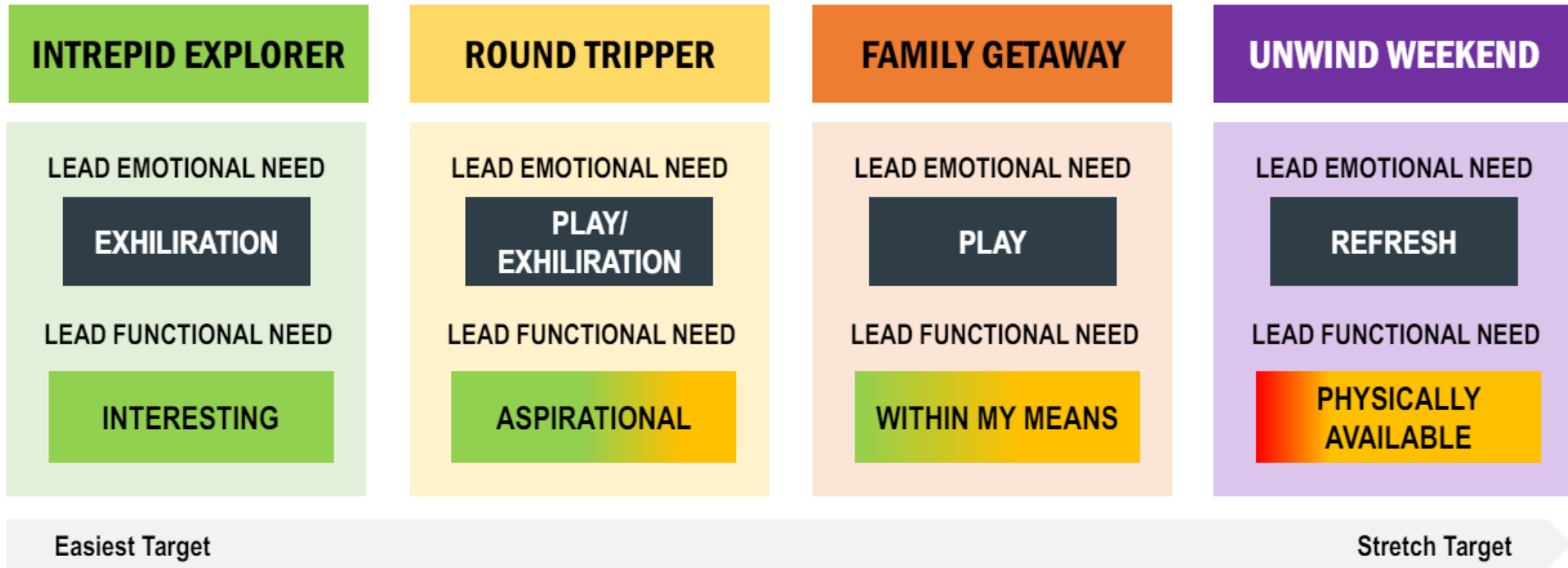
Amenities close by

Cosy accom

A few small things to  
pepper throughout the  
short trip

Massages and hot pools

Bringing it all together, the personas that will be the easiest to engage are already aligned with our natural assets and how we do things



Capturing our stretch targets will require us to message around their core emotional needs and developing strategies to tackle their more challenging lead functional drivers

# And we need to change how we tell our story based on some of the groups visiting us already

**THE INTREPID EXPLORER**  
**Myth building** – make them sure they'll leave having had an adventure. THINK: Hike to one of New Zealand's most remote DOC hut

**THE ROUND TRIPPER**  
**Setting the itinerary** – keep them excited to get to the next town and creating landmarks  
THINK: Promoting each town to talk up the next stop down the road

**FAMILY GETAWAY**  
**Value once arrived** – show them it's a bang for buck one of the best trips you can take  
THINK: The 'free-est' family activities on the coast

**THE UNWIND WEEKEND**  
**Compartmentalise the Coast**  
– make it feel like an easy getaway. THINK: More food festivals, top 10 Bush AirBNBs

How does it look?



How does it look?



How does it look?



How does it look?



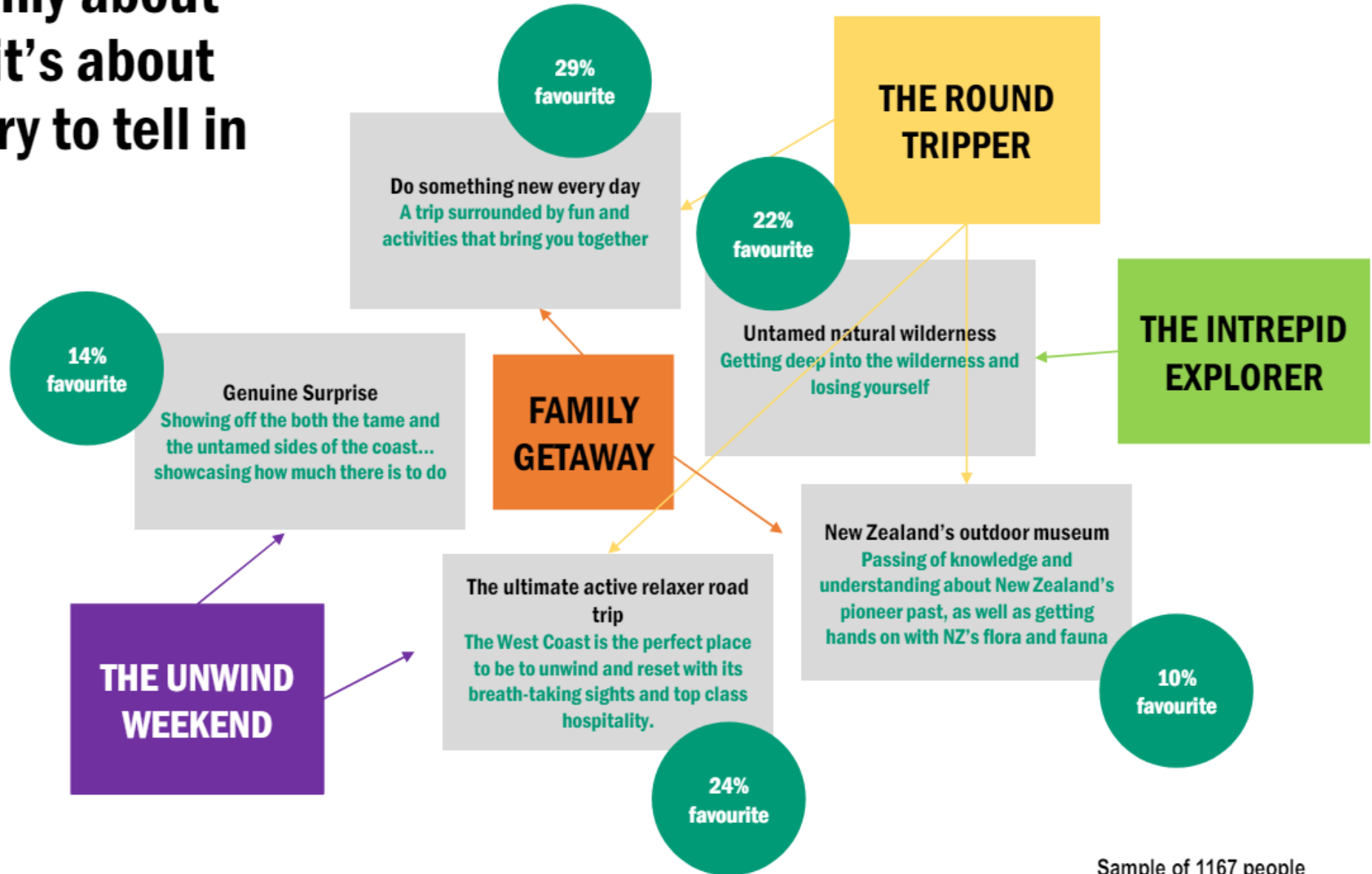
**We know we've succeeded if...** forward bookings of Paparoa and Pike29 increase

**We know we've succeeded if...** we 'reduce the rush'... get them spending more time West than East

**We know we've succeeded if...** more kids have a little vial of gold flakes in their bedrooms year on year

**We know we've succeeded if...** we have a full calendar of events to entice them over the alps

Which means when it comes to needs it's not only about doing really well, it's about having a clear story to tell in each space



# Searching online and positive word of mouth are both important as all personas are inspired by speaking to real people as well as information online

## ALL DOMESTIC TRAVELLERS



**Unwind Weekend**  
(n=158)



**Round Tripper**  
(n=75)



**Intrepid Explorer**  
(n=18)



**Family Getaway**  
(n=95)

### Trusted source of inspiration

1. Talking with other people
2. Videos on YouTube
3. Seeing TV shows/movies or advertisements on TV

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2. Seeing TV shows/movies or advertisements on TV
3. Seeing online advertising

1. Talking with other people
2. Videos or content on Tik Tok
3. Videos on YouTube

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### Where they look for information

1. Online searching e.g. Google
2. Talking with other people
3. YouTube

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3. YouTube

1. Online searching e.g. Google
2. Talking with other people
3. Facebook

### Key things weighed up when they select a destination

1. Price / cost / good deals
2. Things to do / activities / attractions / events / fun
3. Accommodation / options / quality / facilities available (includes disability access)

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### How they plan their trip

1. I do some research, and may or may not book some things beforehand (e.g. accommodation if needed) and arrive with a broad plan (47%)
2. I plan everything and make all bookings in advance (transport, accommodation, activities etc) (42%)
3. I don't typically plan much, just arrive and work it out when I'm there (10%)
4. I don't know (1%)

1. I do some research, and may or may not book some things beforehand (e.g. accommodation if needed) and arrive with a broad plan (45%)
2. I plan everything and make all bookings in advance (transport, accommodation, activities etc) (43%)
3. I don't typically plan much, just arrive and work it out when I'm there (11%)
4. I don't know (1%)

1. I plan everything and make all bookings in advance (transport, accommodation, activities etc) (50%)
2. I do some research, and may or may not book some things beforehand (e.g. accommodation if needed) and arrive with a broad plan (44%)
3. I don't typically plan much, just arrive and work it out when I'm there (0%)
4. I don't know (6%)

1. I do some research, and may or may not book some things beforehand (e.g. accommodation if needed) and arrive with a broad plan (52%)
2. I plan everything and make all bookings in advance (transport, accommodation, activities etc) (36%)
3. I don't typically plan much, just arrive and work it out when I'm there (9%)
4. I don't know (2%)