

WANT TO UNDERSTAND VISITORS TO OUR REGION BETTER?

WE FIND THE BEST THING TO DO IS TO TALK TO THEM - AND THAT'S JUST WHAT WE'VE DONE.

In 2022, CEDA conducted an in-depth survey with 701 current and future visitors. Respondents included people who have visited Manawatū in the past 24 months, or those who said they intend to visit Manawatū in the future.

This research has helped us better understand:

- >> who our visitors are
- >> why they come here (and who with)
- >> where they come from and how they travel
- >> what they do while they're here
- >> how they get their information; and
- >> how we can grow future visitor activity

From this data, we've identified six key segments, grouping visitors in ways that will make it easier for us (and you) to market to them. We've also identified the size and value of these segments, so we can understand which groups are most valuable.

For the purpose of this survey, Manawatū includes Palmerston North City and Manawatū District combined.



THIS IS A SNAPSHOT - IF YOU WANT TO SEE THIS REPORT IN MORE DETAIL, OR OTHER DATA ON OUR VISITOR SECTOR, GO TO [CEDA.NZ/DATA-INSIGHTS/VISITOR-STATISTICS](https://ceda.nz/data-insights/visitor-statistics)

WHO ARE OUR VISITORS?

60%



ARE MALE

PREDOMINANTLY



NZ EUROPEAN

\$20 - 100K



Most come from homes where total household income is between \$20-100K.

21%



Only 21% travel alone. Most visitors come with their partner, spouse or another person.

50%



ARE 60+

70%



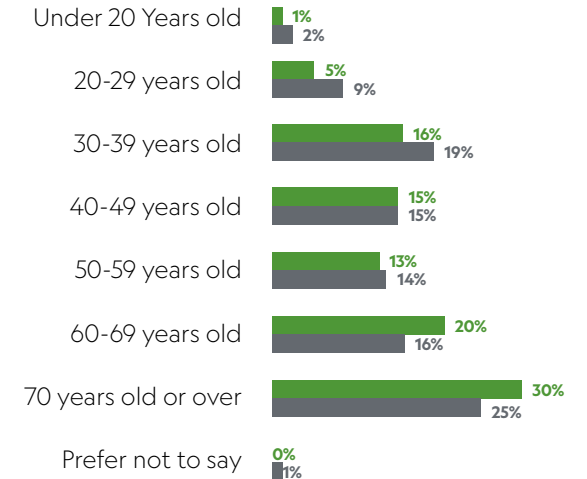
ARE ADULTS FROM NON-CHILDREN HOUSEHOLDS

59%

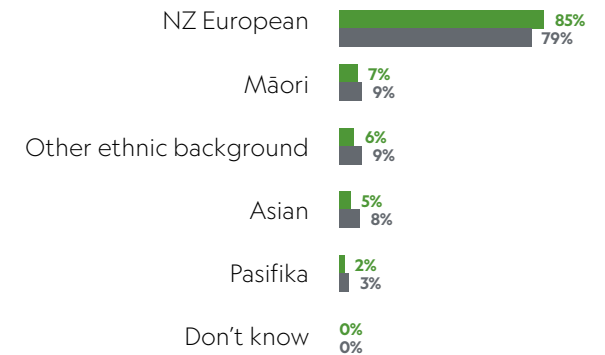


Those that intend to visit in the future are likely to be younger, with 59% being under 60.

AGE



ETHNICITY



- Visited Manawatū in the past 24 months
- Consider visiting Manawatū in the future

WHERE DO OUR VISITORS COME FROM?

The top three source areas for our visitors are:

34% WELLINGTON

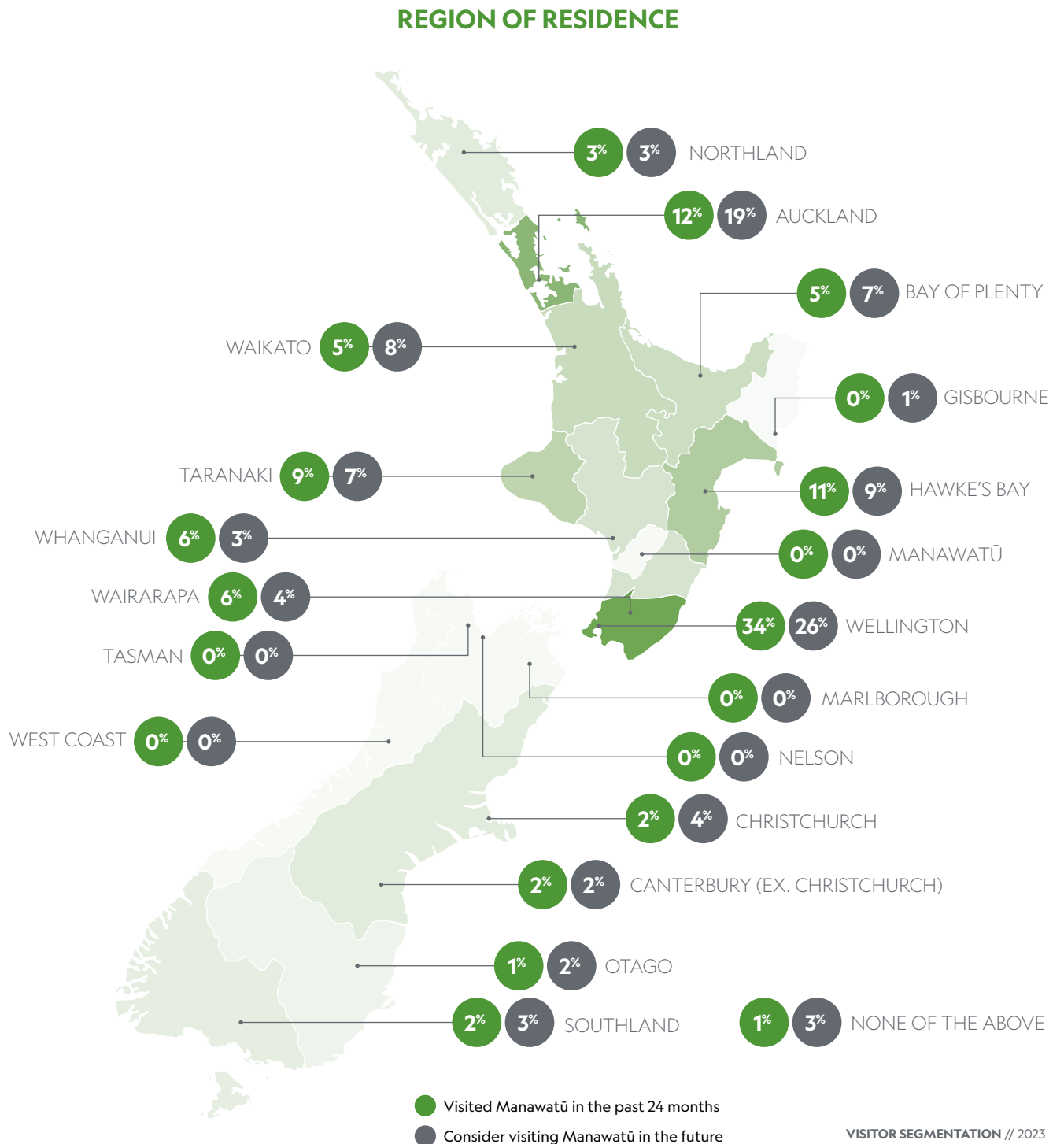
32% ADJACENT REGIONS
INCLUDING HAWKE'S BAY, TARANAKI, WHANGANUI, AND WAIRARAPA

25% NORTH OF TAUPŌ
INCLUDING AUCKLAND, WAIKATO, BAY OF PLENTY, AND NORTHLAND

85%



OF OUR VISITORS COME BY ROAD



WHY DO OUR VISITORS COME HERE?

Most visitors to the region come for more than one reason and take part in different kinds of activities while they're here.



#1

Visiting friends and whānau is the most popular reason for people to visit our region

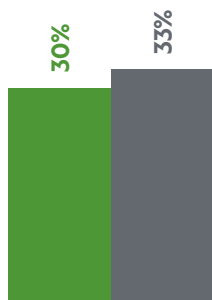


TOP SIX REASONS

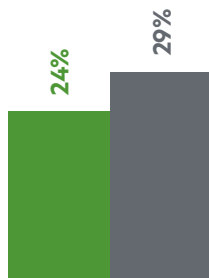
● Visited Manawatū in the past 24 months
 ● Consider visiting Manawatū in the future



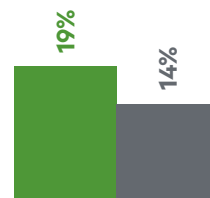
VISITING FRIENDS AND FAMILY



LEISURE



VACATION



SHOPPING



TO VISIT A SPECIFIC ATTRACTION



ATTENDING A PRIVATE EVENT (E.G. WEDDING)

SIX TYPES OF VISITORS

Our visitors fit into six key segments - each with their own personalities and priorities. They will respond to different activation strategies.



THE RECONNECTORS

FAMILY DAY OUT

“Packing in quality whānau fun”

- >> Want a relaxed time with people they love
- >> 56% are 60+
- >> Often stay with whānau or friends instead of motels

THE OPPORTUNISTS

MAKING THE MOST OF IT WHILE VISITING

“Give me what you’ve got”

- >> Old and young alike!
- >> Here for family/ friends, but want to fit in lots of extra activities
- >> Relatively high household income

THE CRUISERS

WALKS AND GARDENS

“Garden strolls and growers’ goods”

- >> More than a 1/3 of this group are 70+
- >> Keen on culture, nature and checking out rural backroads
- >> Includes a larger proportion of visitors from Auckland and Bay of Plenty

THE ‘OUT AND ABOUT’ERS

EXPLORERS AND DISCOVERERS

“The pace is slow but the adventure is immersive”

- >> More women than other segments (50%)
- >> Have more time to enjoy their experiences
- >> Walking and hiking is very appealing to them

THE ADVENTURERS

WANTING IT ALL: ADVENTURE, SHOPPING AND MORE

“Fit it in for maximum fun”

- >> Often seasonal, coming in Christmas holiday period
- >> Tend to be younger, also more families
- >> Big city people - visiting us mostly from Auckland and Wellington

THE PURPOSEFULS

ATTENDING EVENTS, HEALTH MATTERS OR CONFERENCES

“Always have a plan”



















- >> Short hop - they usually come from our neighbouring regions
- >> 36% are visiting as a day trip
- >> Can still be tempted by shopping, food or a short nature walk

VISITING FRIENDS AND FAMILY

VACATION AND LEISURE

FUNCTIONAL PURPOSES

HOW VALUABLE ARE THESE SEGMENTS?

	SEGMENT SIZE	SEGMENT VALUE	AVERAGE SPEND PER VISIT	AVERAGE DAYS IN THE REGION PER VISIT
 THE RECONNECTORS	18% 	11% 	\$289	2.5
 THE OPPORTUNISTS	19% 	22% 	\$581	3.1
 THE ADVENTURERS	16% 	26% 	\$800	4.7
 THE 'OUT AND ABOUT'ERS	16% 	20% 	\$625	4.1
 THE CRUISERS	14% 	8% 	\$290	2.8
 THE PURPOSEFULS	17% 	12% 	\$378	2.6

46%



Adventurers and 'Out and About'ers combined account for 46% of all spend.

They also tend to stay longer and participate in a wider range of experiences.

22%



The Opportunist segment is particularly valuable and accounts for 22% of spend.

They stay longer in the region than others visiting family or friends.

WHERE DO OUR VISITORS GET THEIR INFO FROM?

- ↑ INTERNET SEARCH
- TALKING TO FAMILY, FRIENDS AND COLLEAGUES
- TRAVEL WEBSITE, GUIDES OR TRIPADVISOR
- REGIONAL WEBSITES & I-SITES
- FACEBOOK AND OTHER SOCIAL MEDIA
- TV
- NEWSPAPER & MAGAZINES
- NEWZEALAND.COM
- RADIO
- MALL AND BILLBOARD ADS

WHAT DO OUR VISITORS LIKE TO DO?

We asked people what activities (paid or unpaid) they like to do when they come here, or what they would like to do on a future visit.



Shopping is our most popular activity, and of interest to all market segments.



Villages, markets, festivals and nature walks are relevant to all segments.



Palmerston North, Feilding and Himatangi Beach are the top three destinations within the region.



RECONNECTORS



OPPORTUNISTS



CRUISERS



'OUT AND ABOUT'ERS



ADVENTURERS



PURPOSEFULS

	RECONNECTORS	OPPORTUNISTS	CRUISERS	'OUT AND ABOUT'ERS	ADVENTURERS	PURPOSEFULS
Shopping	63%	71%	29%	65%	46%	46%
Walks	39%	52%	51%	88%	56%	31%
Local and diverse food	25%	58%	37%	77%	42%	34%
Visit friends/whānau time	74%	58%	55%	26%	33%	20%
Family day out	46%	45%	35%	38%	41%	26%
Visiting villages & markets	27%	46%	20%	66%	38%	22%
Arts, culture & heritage	15%	26%	13%	53%	38%	15%
Rural NZ, off the beaten track, farming communities	4%	15%	28%	59%	37%	18%
Specific event	22%	25%	19%	18%	22%	21%
Motorhome/caravan experience	0%	7%	22%	22%	12%	15%
Adventure activities (MTB, trails etc)	0%	8%	5%	17%	19%	7%

HOW CAN WE GROW OUR REGION?



10/10

56% OF PAST VISITORS SAY THAT THE LIKELIHOOD OF THEM VISITING AGAIN IS EITHER 9 OR 10 OUT OF 10.

THIS SURVEY SHOWS US A NUMBER OF OPPORTUNITIES THAT WE CAN MAXIMISE TO INCREASE THE VALUE OF OUR VISITOR SECTOR.

THE POPULAR PICKS

There are some experiences that reflect the unique value of our region. Highlighting these is relevant to all visitor segments:

- >> Walks – riverside, garden, beach, and within nature
- >> Visiting local towns and villages, markets, and country festivals
- >> Reconnecting with nature/off-the-beaten-track experiences
- >> Experiencing rural New Zealand
- >> Experiencing local food and beverage, and shopping are activities almost all segments are also interested in.

THE OPPORTUNITIES, THE 'OUT AND ABOUT'ERS, AND ADVENTURERS

These are our three most valuable segments - they spend more, stay longer, and have a strong future likelihood of visiting. By understanding and focusing on them, we can get the greatest return for the region.

VACATION AND LEISURE HAVE NEVER BEEN SO IMPORTANT

Our vacation and leisure travellers are particularly important and contribute almost half our region's visitor spend. They also have the strongest likelihood of growth.

OLD AND YOUNG

The 60+ age group is very important, both now and in the future. That said, for the 20-39 year old age group the intention to visit is higher than current visitor levels - a noticeable opportunity. The segments that trend to younger age groups also tend to spend more.

LOOK TO THE NORTH

While Wellington and adjacent regions should still be targeted, there is a propensity for higher growth from the north, particularly Auckland. Auckland is also the leading source area for younger visitors - 35% come from there.

AUCKLAND ADS TOO EXPENSIVE?

If the costs of targeting Auckland are limiting, then Waikato, Bay of Plenty, and adjacent regions also have potential.

CHILDFREE AND READY TO TRAVEL

Singles without children are interested in our region, but were less likely to have visited in the last 24 months. Expanding our share of these visitors will grow the sector.

FIND 'ADD ON' EXPERIENCES

We can boost visitation, spend and length of stay by encouraging visitors to take part in multiple activities while they're here (which many do). For example, those who are learning about culture and history are likely to also be interested in leisure and vacation activities, shopping, visiting specific attractions, and health and wellness.



WANT TO SEE THIS REPORT IN MORE DETAIL OR OTHER DATA ON OUR VISITOR SECTOR?

TALK TO OUR HELPFUL TEAM AT CEDA VIA JANET.REYNOLDS@CEDA.NZ, OR CHECK OUT CEDA.NZ/DATA-INSIGHTS/VISITOR-STATISTICS

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