

## Reasons for travel (motivations)

Discover or learn about history or heritage
Discover or learn or understand about Māori culture or history
Discover new things or places
Wellness of mind, body, or spirit
Visit friends, family
Really connect and share time with the friends, family you're travelling with
Romance with partner
Adventure or challenge
Explore the outdoors
Relax or escape from daily stress
Indulge in luxury or reward self
Experience rustic, laid-back, real New Zealand
See or participate in a special event

## Triggers

Specials or cheap deals on accommodation
Specials or cheap deals on travel
Specials or cheap deals on activities
Attending a specific event to watch (e.g., sport, festival or show)
Participating in a specific event (e.g., sport, festival or show)
Children participating in a specific event (e.g., sport, festival or show)
Specific friends and family event – e.g., wedding, birthday, Christmas
General friends and family get together
Seeing or hearing about an activity you'd like to do

## Barriers

Time taken to get there
Difficultly getting there
Traffic congestion
Cost of travel
Cost of accommodation
Cost of activities at destination
Not enough income
Don't have the time
Have commitments at home which make it difficult to get away (e.g., sports, family)
Have commitments at work which make it difficult to get away
Preferred destinations are too busy or crowded
Too hard to get the 'right' accommodation
Weather
Prefer overseas

## Media - reaching them before they've even thought about going

Watch pay TV such as SKY including TV ONE, 2, and 3 either live or delayed (eg on MySKY)
Watch non-pay TV such as Freeview, either live or delayed (eg on MyFreeview or TiVo)
Watch all or part of a TV show on TVNZ Ondemand, TV3 Ondemand, or iSKY
Watch a TV on a website such as Netflix, Hulu, BBC iPlayer, NZ On Screen or Quickflix
Watch a video online using a site like YouTube or Vimeo
Listen to a New Zealand radio station broadcast on radio
Listen to a New Zealand radio station online including iHeartRadio
Listen to a non-New Zealand radio station online
Listen to music online using a website or streaming service such as YouTube or Spotify
Listen to music including CDs, iPod
Read a national or regional newspaper (offline)
Read a national or regional newspaper (online)
Reading a community newspaper
Read a magazine
Outdoor
Facebook
YouTube
Twitter
Vine
Pinterest
Instagram
Snapchat

## Planning - reaching them when they are planning?

Trip Advisor
AA
Regional tourism sites
Book Me
Online travel agent (e.g., Expedia, Booking.com)
DOC
Ticketmaster
Airline
NewZealand.com
Travel blogs
What's on ... (e.g. bethere.co.nz)
Facebook
Google
Other search engine