TAKUYA’S TRAVEL PREFERENCES

**BUDGET**

Prefers to travel in comfort.

**LUXURY**

Keen to see New Zealand’s spectacular natural landscapes and scenery.

**CITY**

Happy to observe New Zealand culture, not interested in immersing himself like a local.

**NATURE**

Plans to use a hire car for some parts of the trip, but may use a tour bus if hesitant about driving in New Zealand.

**OBSERVE**

Busy

Time-poor

Hard-working

Vibrant city lifestyle

**IMMERSE**

Relax and rejuvenate

A break from his busy life

Landscape and scenery

**INDIVIDUAL**

Most activities will be planned, with some flexibility in the schedule.

**GROUP**

Wants to have a good time and is interested in relaxing and recharging. Little interest in high adrenaline activities.

**RELAXATION**

Safe exploration — providing options that meet his need for safety and security

**EXCITEMENT**

Itineraries within New Zealand that feel easy e.g. Short internal flights

**STRUCTURE**

Enable them to experience Māori culture — highlight what’s different and unique about New Zealand.

**SPONTANEOUS**

Create a sense of familiarity & connection

WHY NEW ZEALAND FOR TAKUYA?

Takuya and his partner have heard so many amazing things about New Zealand’s natural environment and want to experience it for themselves. They want to visit spectacular landscapes and scenery, while having a relaxing break from their busy life in Tokyo.

**DESIRES FOR MY HOLIDAY:**

Interested in relaxing activities while in New Zealand, including enjoying local cuisine, short walks, hot pools and breath-taking scenery.

**TOP ACTIVITIES:**

- Natural landscapes and scenery
- Short walks
- Hot pools
- Local food and wine

**LIKELY ITINERARY:**

- Auckland
- Rotorua
- Milford Sound
- Queenstown
- Lake Tekapo
- Mount Cook

WHEN WE DO TRAVEL INTERNATIONALLY,
WE WANT SOMEWHERE SAFE AND EASY
TO TRAVEL AROUND WITH GOOD QUALITY
ACCOMMODATION, SO WE CAN HAVE
A COMFORTABLE STAY, AND SOMEWHERE
THAT HAS PLENTY FOR US TO DO!

TAKUYA’S EXPERIENCE AS A FREE INDEPENDENT TRAVELLER (FIT) TO NEW ZEALAND:

- Takuya and his partner are planning most of their trip through a travel agent who can help them make the most out of their time in New Zealand.
- They’re not interested in high adrenaline activities, they want to come to New Zealand to have a good time and to feel refreshed and recharged.
- They will mostly stay in hotels and will hire a car for parts of their trip. Takuya is a little hesitant about driving in New Zealand so will also look to use tour buses to visit attractions.
- During their holiday they will travel around both the North and South Island, visiting some of the major tourist spots. They won’t have enough time for lesser known areas.
- Takuya and his partner are interested in relaxing activities while in New Zealand, including local cuisine, short walks, hot pools and breath-taking scenery.
- Seeing the beautiful natural landscapes and scenery are a top priority for Takuya and his partner, including mountain ranges, beaches, lakes and rivers, and other natural attractions that make New Zealand unique.

WHAT MAY IMPROVE TAKUYA’S VISITOR EXPERIENCE?

- Safe exploration — providing options that meet his need for safety and security.
- Itineraries within New Zealand that feel easy e.g. Short internal flights.
- Create a sense of familiarity & connection.
- Enable them to experience Māori culture — highlight what’s different and unique about New Zealand.

Japanese visitor facts:

- 45% under 35
- 55% university educated
- 7% household income above ¥15,000,000

Insights produced from Tourism New Zealand research, Auckland Airport research and official data sources.