

Understanding your Target Market and Navigating Sales Channels for Business Resilience

Tuesday 4 June 2024

TOURISM
X DESIGN

Understanding your Target Market and Navigating Sales Channels for Business Resilience

About



Skyline Mountain Biking
Project Management



Queenstown Marina
Destination Development



Doppelmayr New Zealand
Business Development



Queenstown Hot Pools
Experience Development



Dunedin Craft Beer & Food Festival
Strategic Business Plan



Tourism Assessments
Landscape Capacity Assessment



Regional Tourism Organisations
Product Development



Destination Queenstown
Future Trends Research



Tourism Bay of Plenty
Product Development



Lightning Lab Tourism
Data and Insights

Tourism x Design

Business

Design and build a higher value tourism business

Design your business



Experience

Innovate and improve your visitor experiences

Develop new experience



Project

Develop your tourism idea and turn it into reality

Bring your project to life



Team

Providing tourism expertise as part of a wider project team

Form a project team



The Challenge

- Understanding Target Markets
- Optimising Sales Channels
- Navigating the Tourism Trade Cycle
- Trade Management Strategies
- Direct-to-Market Sales Techniques
- Product Differentiation

Think different
Share
Take action
Fail?
Learn
Improve

The Goal

EXPERIENCE	WHO'S THE GUEST			SALES MIX	
Sendit Bike Tour	Aussie 18 - 30	SYD, BNE, MEL	Young professional	80	20
				DIRECT %	INDIRECT %
				55	45
HOW GUESTS FIND US	HOW THEY PURCHASE	HOW WE IMPROVE	ACTIONS		
Social media	Website	Upsell	Promote packages		
OTA	Tripadvisor	Decrease reliance	Manage seasonal inventory		
Travel agent	GDS	Increase yield	Increase prices x% for next 3 years		

Agenda

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Understanding Target Markets

Understanding Target Markets

Who's your **ideal guest**? (It can't be for everyone)

WHO'S THE GUEST		
Aussie 18 - 30	SYD, BNE, MEL	Young profess ional

Each guest has a **unique need**

Each need represents an **opportunity** for us to target that guest

Understanding target markets

Different markets = different sales channels



Understanding Target Markets

Who are you good at serving?	Who do you enjoy serving?	Who enjoys paying you well for what you do?
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Easily overcomplicated

It often starts by planning around having something to offer for everyone:

- Adults
- Children
- Families
- Students
- Group bookings
- Event deals
- Trade rates
- Voucher availability
- Special discounts (eg locals discount, gold card etc)
- Add-ons (eg transport, meals, drinks etc)
- Return passes
- Packages with other tourism businesses...

Predictably attracting guests

How do they purchase?



Keep Track Of Your Goals

User Journey Stage	Source	Updated by	Metric	January	February	March	April	May	June	July	August	September	October	November	December
👉 Create a life-changing experience people talk about	Xero		Total Revenue												
	Sheet		Rev Target												
		Barb													
	Sheet		Rev % of Target												
	Google Biz Listing		Number of reviews												
	CRM		Repeat bookings												
	Mailchimp		Email List Size												

Core Product User Journey

User Journey Stage	Source	Updated by	Metric	January	February	March	April	May	June	July	August	September	October	November	December
👉 Close sales	Xero		Experience Revenue												
	CRM		Experience Purchases												
	Sheet		Web Conversion Rate												
	CRM		Booking Quote sent												
👉 Capture demand	CRM		Calls Booked												
	GA4		Clicks to Call & Email												
	GA4		Sessions												
👉 Discover XXXXXXX Offer	Google Ads		Google Search Spend												
	Google Ads		Google Display Spend												
	Facebook Ads		Facebook Spend												

Build the Brand

User Journey Stage	Source	Updated by	Metric	January	February	March	April	May	June	July	August	September	October	November	December
Get People Dreaming of XXXXXXX	GA4	DS	Organic Sessions												
	GA4	DS	Referral Sessions												
	Google Ads	DS	Google Search Brand Spend												
	Sheet	DS	Total paid impressions												
	Insta, fb	DS	Total Social Engagements												

The Business

User Journey Stage	Source	Updated by	Metric	January	February	March	April	May	June	July	August	September	October	November	December
	Xero	Sheet	Marketing ROI												
	Sheet	Sheet	Total Marketing Spend												
	CRM		Number of Guests												
	CRM		Total Leads												

how can i use that for my bike tour business based in Wanaka?

can you give me data on who tourism new Zealand is marketing to in 2024

Searched 6 sites

Tourism New Zealand's marketing strategy for 2024 focuses on attracting high-value international tourists and revitalizing key markets. The main target markets include Australia, the United States, China, the United Kingdom, Germany, and Japan.

- Australia:** This remains the largest market, with a focus on adventure tourism, geothermal attractions, cultural experiences, and food and wine. Australians made up 46% of holiday arrivals, spending an average of \$3,785 per person ([Tourism New Zealand corporate website](#)) ([Hotel Management Network](#)).
- United States:** The second-largest market, with many visitors coming from California. Popular activities include natural attractions, adventure tourism, and Māori cultural experiences. American visitors spend an average of \$5,989 per person ([Tourism New Zealand corporate website](#)) ([Hotel Management Network](#)).
- China:** Though the market is still recovering post-COVID-19, China remains a significant target due to the high spend and long stay of visitors. Popular activities include exploring main cities, historical sites, and enjoying local cuisine ([Tourism New Zealand corporate website](#)).
- United Kingdom:** The UK is the third-largest market, with many visitors being older and staying for extended periods. Key interests include cultural experiences and natural attractions ([Tourism New Zealand corporate website](#)) ([Hotel Management Network](#)).
- Germany:** German visitors often stay for ↓tended periods and spend a considerable amount on average. Activities of interest include exploring natural landscapes and heritage sites



You can leverage Tourism New Zealand's marketing strategy to attract high-value international tourists to your bike tour business in Wanaka by focusing on the interests and preferences of the key target markets. Here are some tailored strategies:

1. Australian Market:

- Adventure Tourism:** Highlight the adventure aspects of your bike tours, including challenging trails and unique scenic routes.
- Geothermal Attractions and Cultural Experiences:** Incorporate stops or partnerships with local geothermal sites and cultural attractions to enrich the tour experience.
- Seasonal Promotions:** Given the balanced arrival of Australian tourists throughout the year, create seasonal promotions that cater to their preferences.

2. United States Market:

- Natural Attractions:** Emphasize the natural beauty of Wanaka, showcasing trails that offer stunning views of lakes, mountains, and forests.
- Customizable Experiences:** Offer personalized tours that cater to specific interests like natural attractions, Māori culture, and food and wine experiences.
- High-Value Packages:** Create premium tour packages that include additional services such as gourmet meals, wine tasting sessions, and luxury accommodations.

3. Chinese Market:

- Longer Stay Packages:** Develop multi-day tour packages that cater to the tendency of Chinese tourists to stay for longer p↓ods.
- Local Cuisine and Heritage Sites:** Include stops at local restaurants for authentic New

Message ChatGPT



Message ChatGPT





VALIDATING THE U.S.

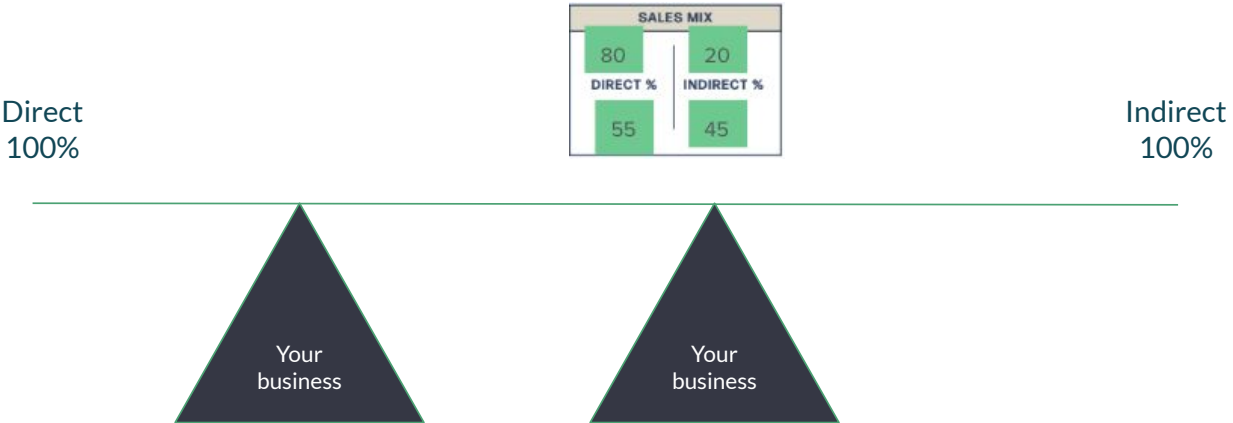
FIX & FOGG

Optimising Sales Channels

Are your sales channels still delivering? In 2024 and beyond



Channel mix



Optimising Sales Channels - Direct

- How do they find you?
- How do they **actually** purchase?

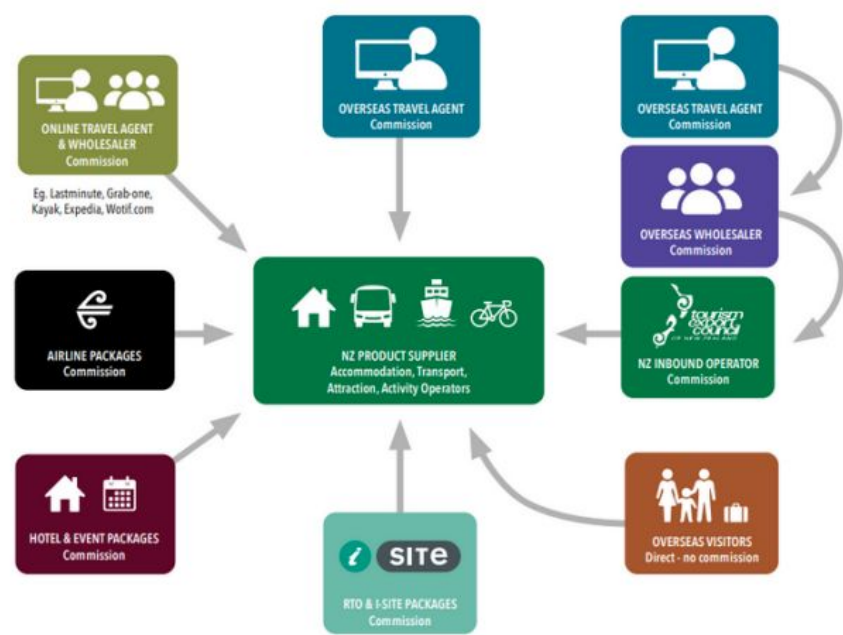


Optimising Sales Channels - Direct

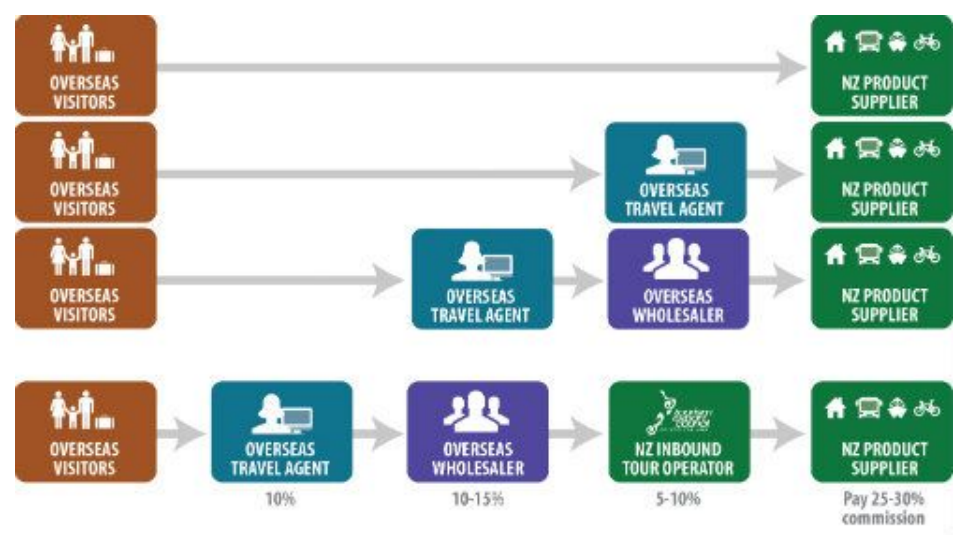
**Epic
Shot**



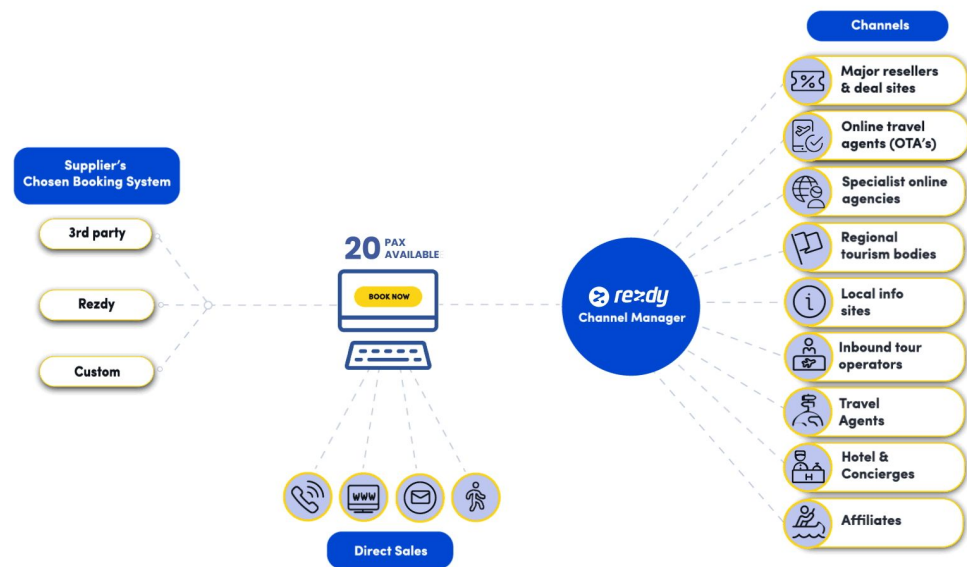
Optimising Sales Channels - Indirect



Optimising Sales Channels - Indirect



Optimising Sales Channels



Google Things To Do

Results for **Wānaka** · Choose area

Sponsored · Tickets and tours

EBike tour Wānaka...
\$350
GetYourGuide
Free cancellati...

ebike tour lake Hawea river...
\$195
Viator
5.0 ★ (48)

2-Hour Beginner Waterfall Cabl...
\$199
GetYourGuide
5.0 ★ (39)

'Express' Wine Tour & Māori...
\$149
Viator
5.0 ★ (39)

Wanaka Small Group Guided...
\$320
Viator
5.0 ★ (39)

Top sights in Wānaka

Puzzling World
4.4 ★ (6,790)

Wānaka Lavender Farm
4.5 ★ (1,100)

National Transport & Toy Museum
4.5 ★ (1,100)

The Shotover Jet
4.5 ★ (1,100)

Google Shotover Jet

Images Videos Prices Boat ride Youtube Shopping News Promo Code Reviews

About 738,000 results (0.37 seconds)

Sponsored · Tickets and tours

Shotover Jet
\$159
Bookme
4.9 ★ (799)

Queenstown 60-minute Jet Bo...
\$122
Agoda
4.7 ★ (422)

Shotover River Extreme Jet...
\$148
Agoda
4.8 ★ (1.7K)

Hop on Hop off Wine Tours...
\$48
TripAdvisor
4.5 ★ (251)

Jet Sprint Boating &...
\$259
Agoda
5.0 ★ (12)

Shotover Jet Queenstown
4.8 ★★★★★ 3,908 Google reviews
Tourist attraction in Queenstown

Website Directions Save Call

Sponsored

Bookme
Shotover Jet
\$159 · 4.9 ★ (799)

The Jet Boat Ride
Shotover Jet is the only jet boat ride in the world... Shotover Jet

HOW GUESTS FIND US
Social media
OTA
Travel agent

What's best?

Criteria	Direct Sales	OTAs	Tour Operators	Wholesalers
Profit Margins	High	Low	Moderate	Low
Control Over Customer Experience	High	Low	Moderate	Low
Marketing Effort	High	Low	Low	Low
Reach	Moderate	High	Moderate	Moderate

*You can have anything you want but
you can't have everything you want*

Channel mix (average 11.73%)

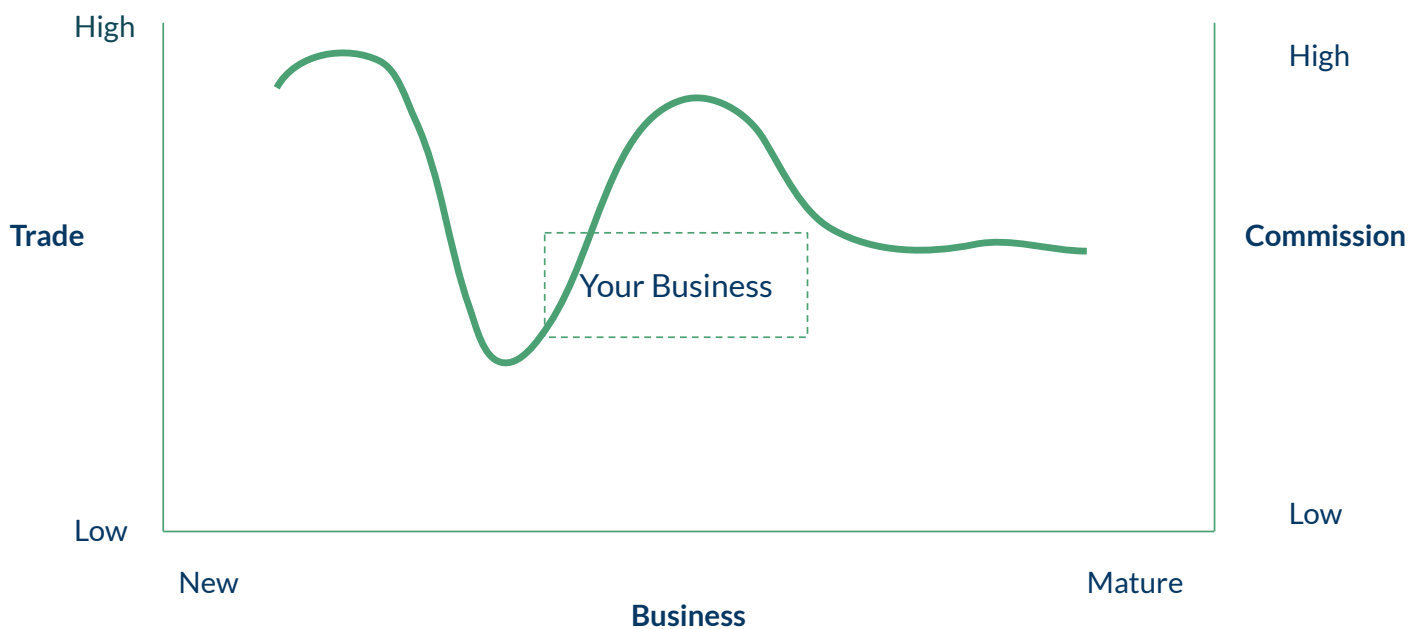
BOOKING CHANNEL	COMMISSION	%AGE OF BUSINESS	RETAIL RATE	NET RATE	NET REVENUE	COMMISSION PAID
Direct	Nil	50%	\$100	\$100	\$5,000	\$0
Retail	10%	10%	\$100	\$90	\$900	\$100
Online	15%	10%	\$100	\$85	\$850	\$150
Wholesale	20%	10%	\$100	\$80	\$800	\$200
Inbound	30%	20%	\$100	\$70	\$1,400	\$600
Total					\$8,950	\$1,050

Please note: Information on commission levels is intended as a guide only.

<https://www.kaikoura.co.nz/assets/PDF-Documents/Tourism-Trade-Toolkit.pdf>

Navigating the Tourism Trade Cycle

Navigating the Tourism Trade Cycle



Navigating the Tourism Trade Cycle

As of 1st October 2023, we have limited the number of agents signed up with us, therefore we regret to inform you that we will no longer be renewing contracts or accepting any additional agents.

We thank you for your support and I do apologise for any inconvenience this may have caused.

Kind regards,

Trade Management Strategies (ideas)



RIDE MORE

**SEASON PASS
ON SALE NOW**



**SKYLINE 2012-2013
MTB SEASON**
 Sep 29 2012 - April 29 2013
 Normal MTB hours 10am - dusk

PASSES	ADULT	CHILD
HALF DAY PASS	\$55	\$35
DAY PASS	\$75	\$45
3 DAY PASS (valid in 3 weeks)	\$175	\$95
HALF SEASON (Sun 7-Apr-2013)	\$499	\$279
2012/13 MTB SEASON PASS (Sept 29-Apr 2013)	\$629	\$329

RENTAL BIKES AVAILABLE

FOR MORE INFORMATION






Select Dates

Filters

95 Results - Revenue may affect this [sort order](#)

Sort by: **Featured**

- Upsell incentive = commission on products over \$x
- Limit number of trade accounts
- Align target markets
- Take prepayment
- Limit products

Direct-to-Market Sales Techniques

WOMEN

KIDS

NEW ARRIVALS

SALE

allbirds

SUSTAINABILITY

STORES

Google

allbirds shoes

All

Shopping

Images

News

Videos

More

Tools

Open now

Prices

Nz

Review

Men

Top rated

Women's

Near me

UK

This search may be relevant to recent activity: **allbirds shoes stock**

Your Search activity

Feedback

Sponsored

Allbirds New Zealand

<https://www.allbirds.co.nz/shoes>

Allbirds Shoes

Planet-Friendly Shoes & More — Explore Our Planet-Friendly Shoes and Accessories Made With Premium Natural Materials.

Shop Mens Shoes

Discover The Allbirds Collection. Shoes Made From Natural Materials.

Men's Sale

Up to 40% Off Shoes & Apparel. Shop Today Before They're Gone.

Men's Running Shoes

Meet The Tree Dasher 2 High-Performing Comfort

Sponsored

Allbirds Men's Wool...

\$185.00

allbirds.co.nz

★★★★★ (1k+)

Allbirds Men's Tree Runne...

\$175.00

allbirds.co.nz

★★★★★ (9k+)

Allbirds Men's Wool...

\$69.00

allbirds.co.nz

★★★★★ (9k+)

Allbirds Men's Tree Runne...

\$175.00

allbirds.co.nz

★★★★★ (9k+)

Allbirds Men's Couriers,...

\$210.00

allbirds.co.nz

★★★★★ (23)

Allbirds Women's...

\$69.00

allbirds.co.nz

★★★★★ (9k+)

Men's Tree Flyer 2

Limited Edition Color: Basin Blue

Direct-to-Market Sales Techniques

Are You Dreaming?

BOOK DIRECT OFFER

Book your room direct with us and receive 20% of your total reservation as credit to spend on Breakfast at Sherwood Restaurant

ACCOMMODATION PAGE

CLOSE

TANDE

Date	Time	Spaces	
23 May 2024	10:00 am	5+	BOOK NOW \$99 EARLY BIRD
23 May 2024	11:00 am	5+	BOOK NOW
23 May 2024	12:00 pm	5+	BOOK NOW SAVE \$20
23 May 2024	1:00 pm	5+	BOOK NOW
23 May 2024	2:00 pm	5+	BOOK NOW
23 May 2024	3:00 pm	5+	BOOK NOW
23 May 2024	4:00 pm	5+	BOOK NOW SAVE \$20

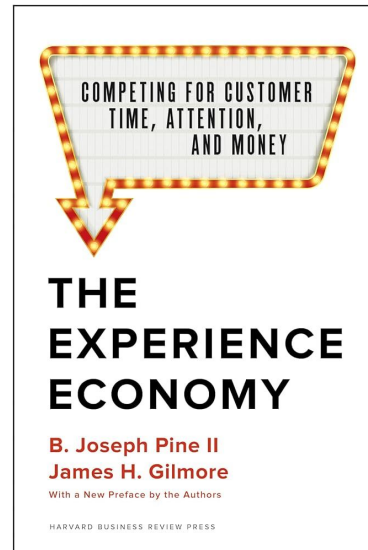
Product Differentiation

Product Differentiation



Product Differentiation

“Be different or be dead. Memorable experiences are about creating value. Value is the defining factor. When there is no difference people buy on price alone. You can only compete on price for so long, but you can compete on value forever”



Product Differentiation



Best Practices

for resilience in a changing world



Luge

Fast-paced freedom. Take the wheel in this gravity-fuelled thrill for the whole family.

LEARN MORE



Queenstown Gondola



Stratosfare Restaurant



Stargazing Queenstown



Mountain Bike Uplift



Market Kitchen Café

Long term: time horizon & flexibility

Figure 1: Monthly international visitor arrivals, s.a.

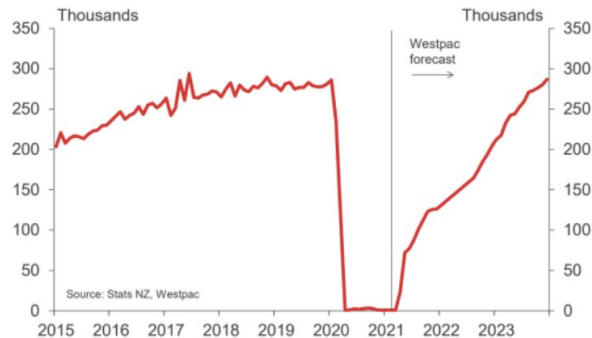
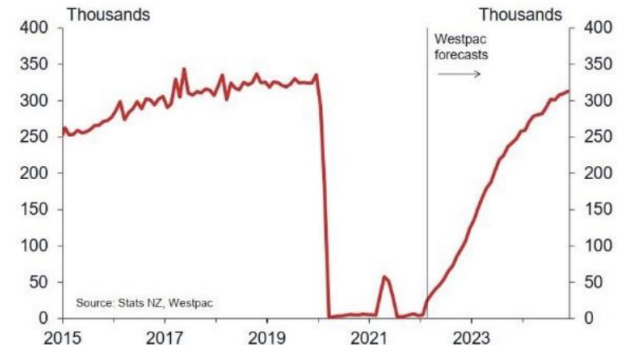


Figure 6: Monthly international visitor arrivals, s.a.



Source: Westpac Economic Overview 2021 VS Westpac Economic Overview 2022

Best Practices for resilience in a changing world

- **Diversify** sales channels
- Monitor performance and adjust based on **data**
- Maintain a **strategic balance**

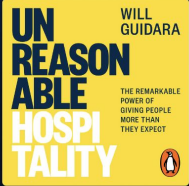
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Experience Economy



Homework?







Audiobook

Unreasonable Hospitality: The Remarkable Power of Giving People More Than They Expect

Will Guidara

8 February 2024 • 8 hr 37 min



Included in Premium

Narrated By Will Guidara

Brought to you by Penguin.

Essential lessons in hospitality for every business, from the former co-owner of legendary restaurant Eleven Madison Park.

Will Guidara was twenty-six when he took the helm of Eleven Madison Park, a struggling two-star brasserie that had never quite lived up to its majestic room. Eleven years later, EMP was named the b

... [Show more](#)