

Defining &
Understanding
Target Markets
& Priority
Customers



TASSIE TOURISM

masterclass

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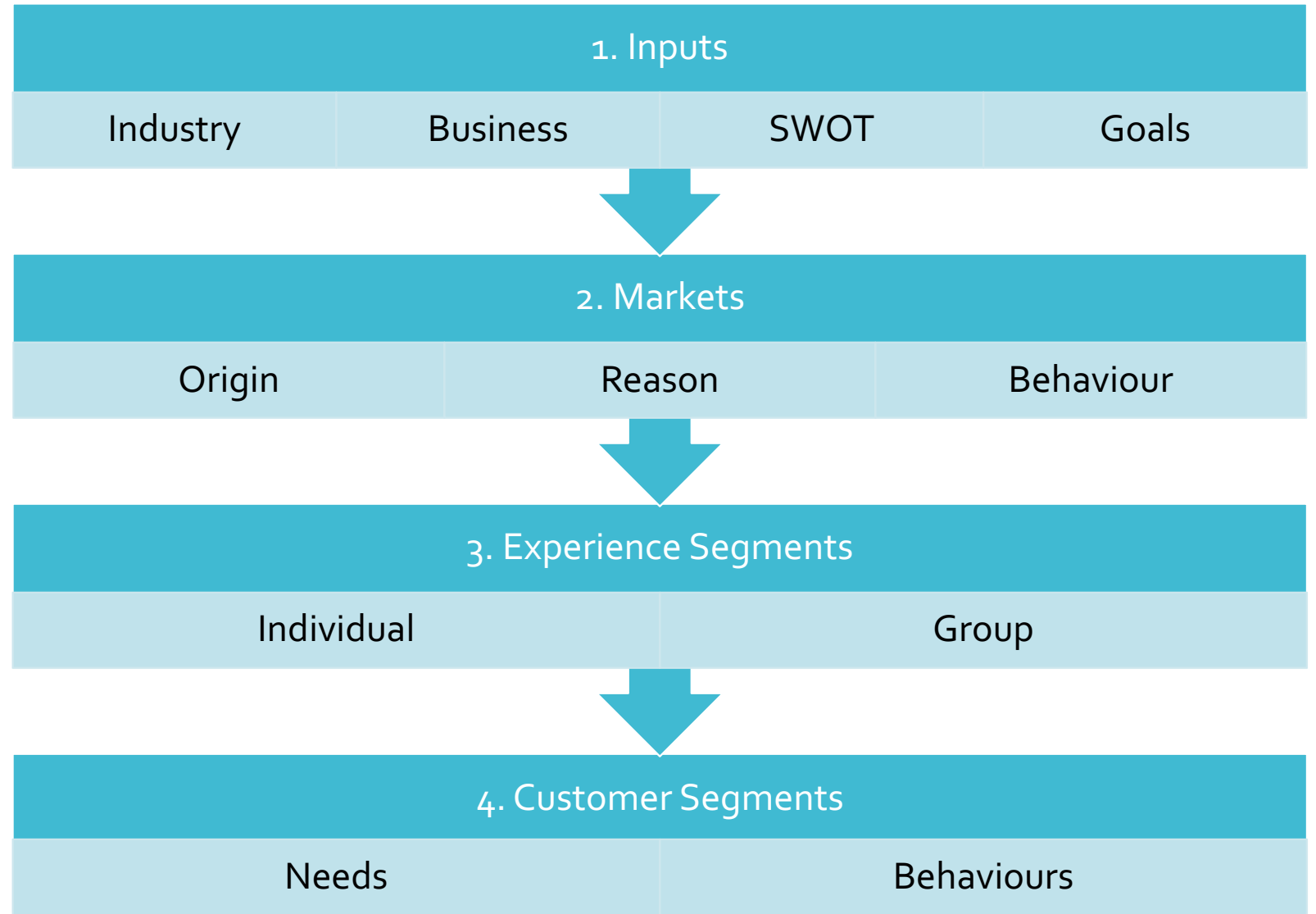
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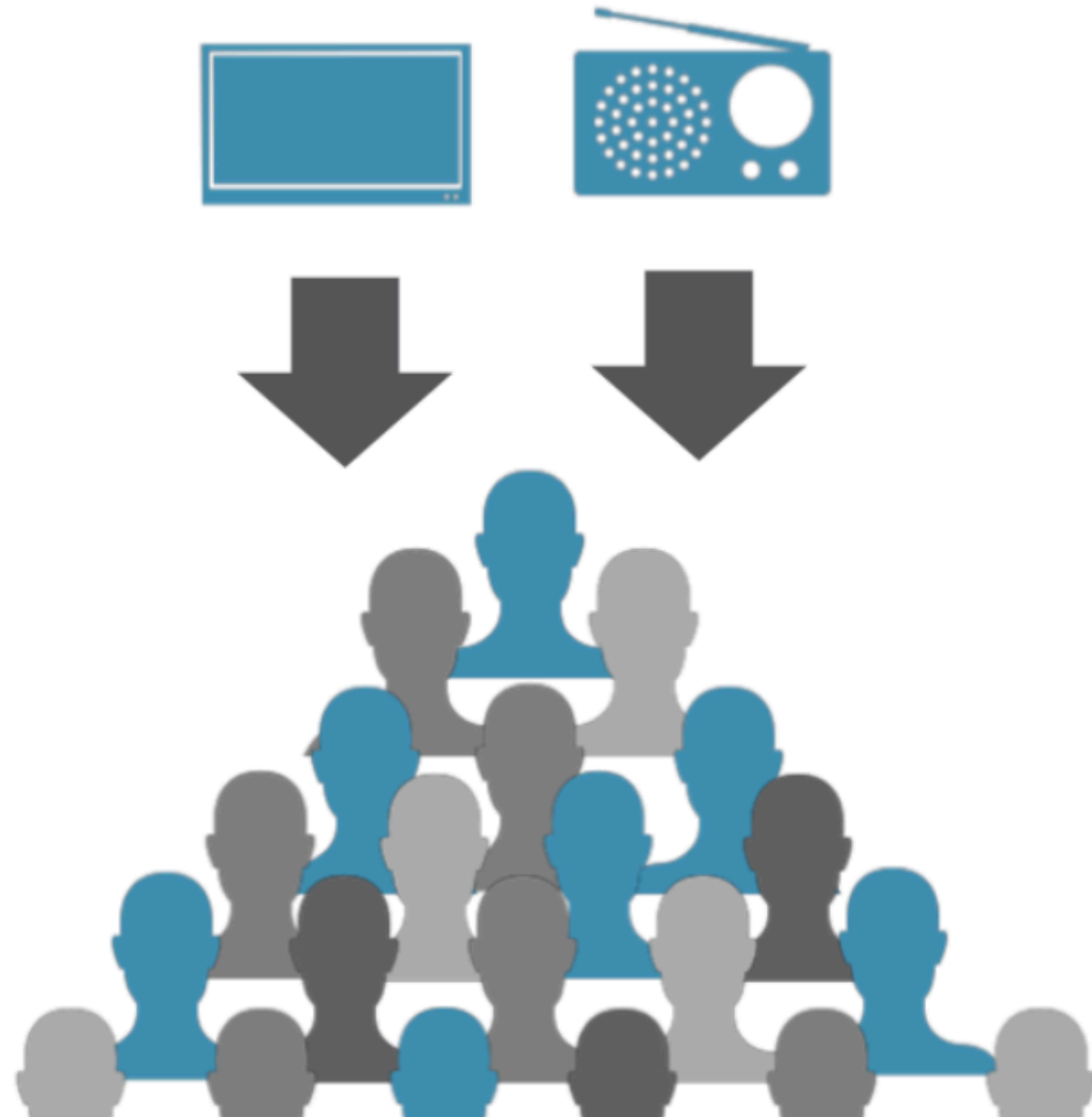


TOURISM TUNE-UP

Today's Journey



The Good Old Days



DIGITAL MARKETING

WEBSITE

SEO

LINK

SOCIAL
MEDIA

HTTP

BLOG

FORUM

CONTENT

@





Tribes

We Need You to Lead Us

https://www.ted.com/talks/seth_godin_the_tribes_we_lead?language=en

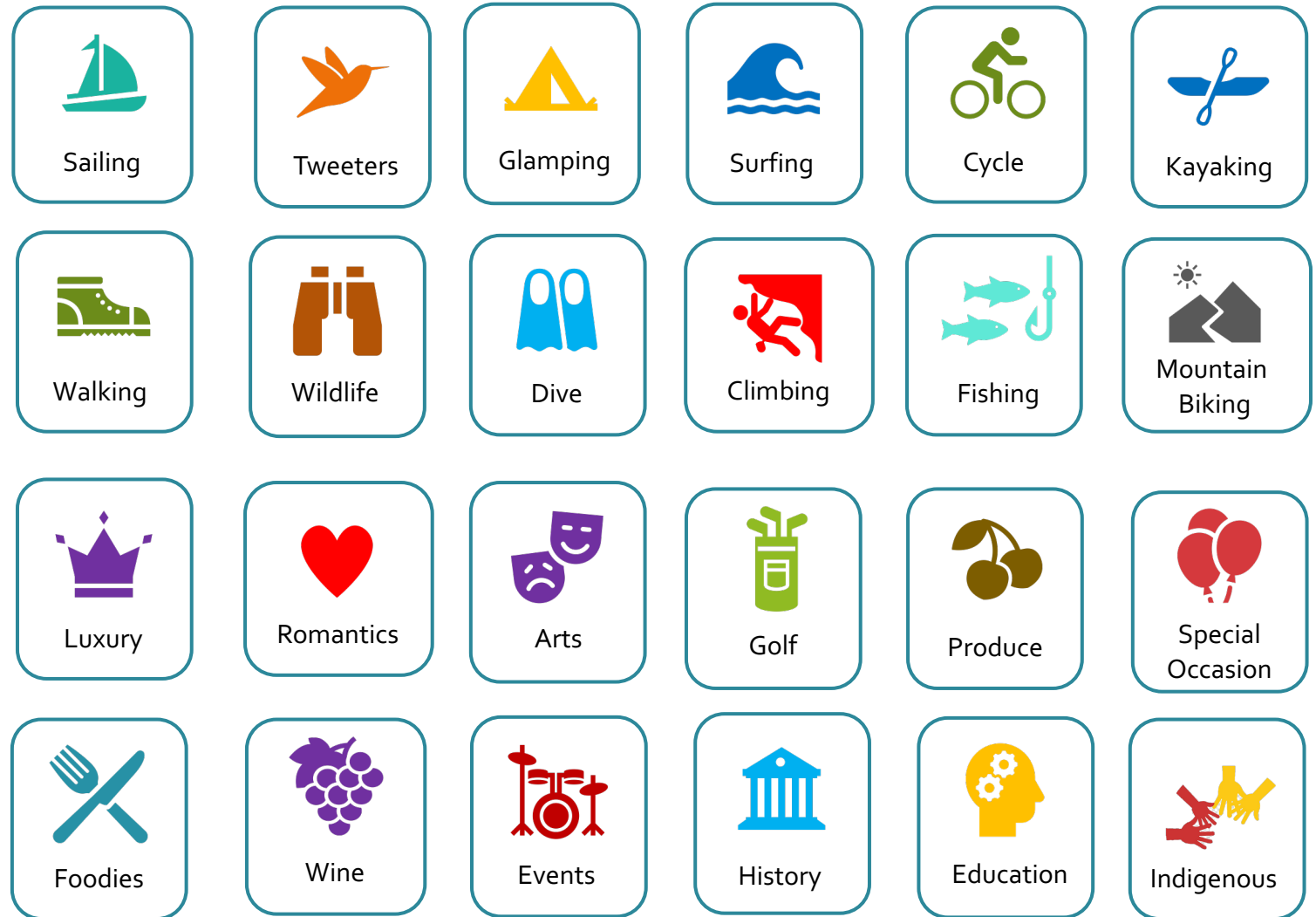
Niche Marketing Initiatives



For each segment (or tribe) we can

- Build specific website pages
- ... optimise these pages with niche keywords for SEO
- Initiate re-targeting programs to people visiting these niche pages
- Run Google AdWord campaigns targeting highly specific terms
- Join forums and groups on social media to engage
- Create specific content using tools like canva.com and inhouse video editing tools
- Share these messages cost efficiently using tightly targeted Facebook Ads
- Ask questions within database registrations to identify and communicate with groups
- Form marketing partnerships in terms of product and distribution

Experience Interests





Solo Getaways

Making up around 18% of global bookings, solo travel is becoming ever more popular and has increased by 7% in the last year alone. (Solo Traveller World)

Bespoke Journeys

Seeking the inside story and secrets from locals to plan bespoke holidays.





Sustainable Holidays

103% increase in the number of eco-friendly trips to be taken by Australians in 2020.

Pursuit of Wellness

Wellness travellers at the domestic level spend about 178% more than the average traveller (BBC)





OverTourism

51% would swap their original destination for a similar alternative if it meant making less of an environmental impact (Booking.com)

A photograph of two women hiking in a lush, mossy forest. The woman on the left is wearing a dark blue puffy jacket and a straw hat, with a backpack. The woman on the right is wearing a purple puffy jacket and has curly red hair. They are both smiling and looking towards the camera. The background is a dense forest with moss-covered rocks and trees.

Woman Only Travel

Intrepid Travel launched a series of “women’s expeditions” last year to with 45 trips to Iran, Morocco, and Jordan. The company this year expanded the tours to India, Kenya, Turkey, and Nepal.



Extended Family Breaks

National Geographic to offer 12 new family journeys in 2020

Transformation

44% YoY increase
in interest on
personal growth
and charity-related
trips (Forbes)



Slo-Mo

50% of travellers would consider taking (or have taken) slower modes of transport to connect more deeply with the places.



Adventure

*Thirst for adventure
continues to grow with
a 17% increase in
adventure travel*



JOMO TRAVEL

*JOMO experienced a
31% YoY increase
among Aussie
travellers for 2020.
(Booking.com)*



Spartan Holidays

*Digital detox with
minimalist living by
travelling with a few
analogue accessories.*



Foodie Hotspots & Organic

*Food-motivated trips
are likely to make up
11% of Aussie trips in
2020, up 23% from
2019
(Forbes)*





Virtual Reality

Stimulating every sense during the holiday planning experience.

Augmented Reality

Helping travellers discover the secrets of your destination or bringing the past to life.



Luxury Bunks

*Allowing adults to
channel their inner child*

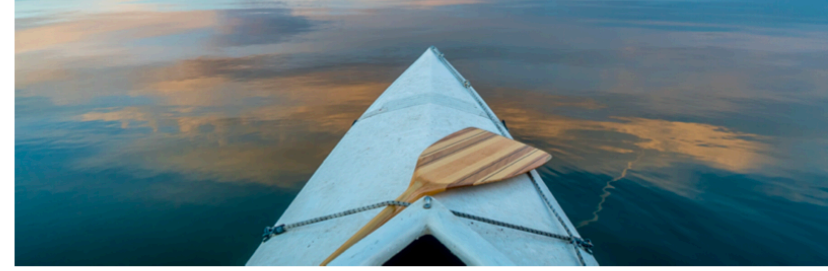


Today's Example





Remote | Reflection

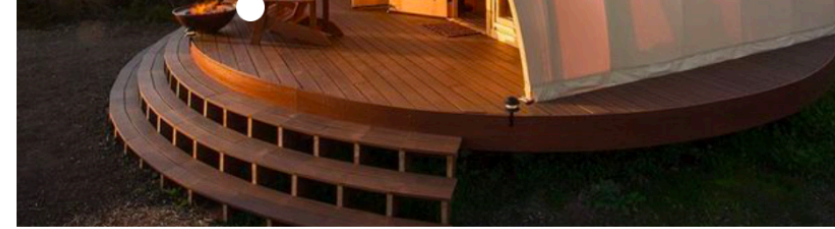
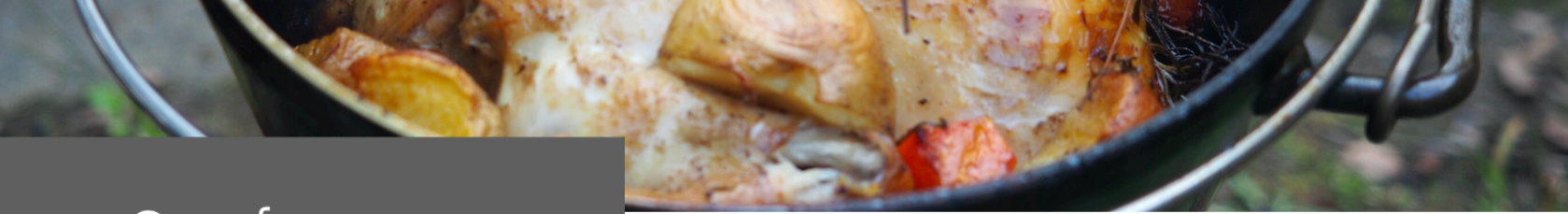


Challenge | Reward



Curiosity | Connection





Comfort



Challenge | Reward



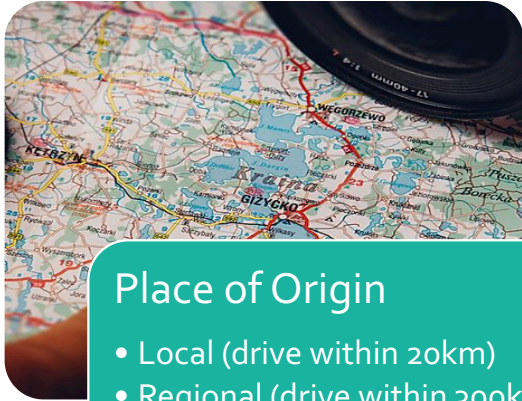
Comradery



Target Markets

Tasks





Place of Origin

- Local (drive within 20km)
- Regional (drive within 300km)
- Intrastate (fly and drive)
- Interstate (fly and drive)
- Eastern Inbound
- Western Inbound

TASTREKS EXAMPLE



Intra

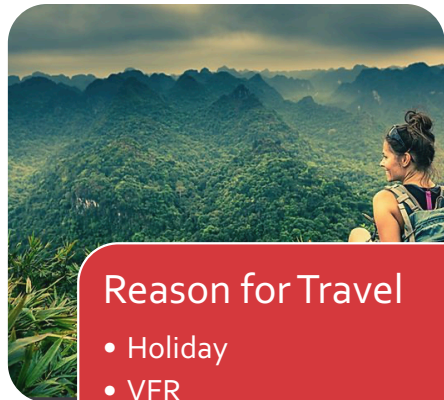
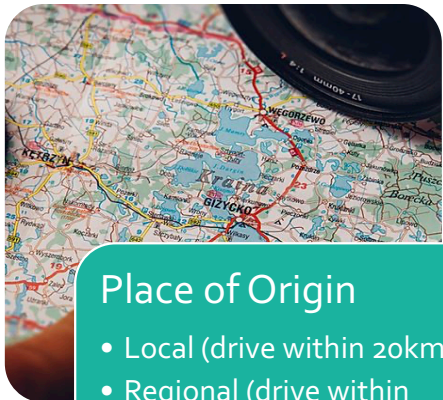


Inter



Inb W





Place of Origin

- Local (drive within 20km)
- Regional (drive within 300km)
- Intrastate (fly and drive)
- Interstate (fly and drive)
- Eastern Inbound
- Western Inbound

Reason for Travel

- Holiday
- VFR
- Conference
- Business

TASTREKS EXAMPLE



Intra



Inter



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Holiday
/VFR



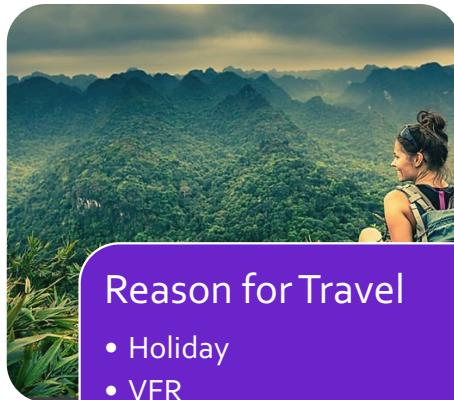
Team
Building





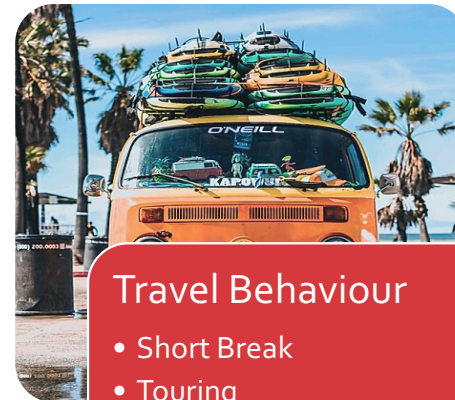
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- Intrastate (fly and drive)
- Interstate (fly and drive)
- Eastern Inbound
- Western Inbound



Reason for Travel

- Holiday
- VFR
- Business



Travel Behaviour

- Short Break
- Touring

TASTREKS EXAMPLE



Intra



Inter



Inb W

+



Holiday
/VFR

+



Team
Building



Short
Break



Target Markets



Target Markets (Season)	RANK	WEIGHTING
Interstate / Holiday / Short Break	1	65%
Inbound Western / Holiday / Short Break	2	15%
Intrastate / Holiday / Short Break	3	10%
Intrastate / Business / Team Building	4	10%

Target Markets (Off Season)	RANK	WEIGHTING
Interstate / Holiday / Short Break	1	50%
Intrastate / Holiday / Short Break	2	40%
Inbound Western / Holiday / Short Break	3	10%

Targets (Season)



Target Markets (Season)	RANK	WEIGHTING

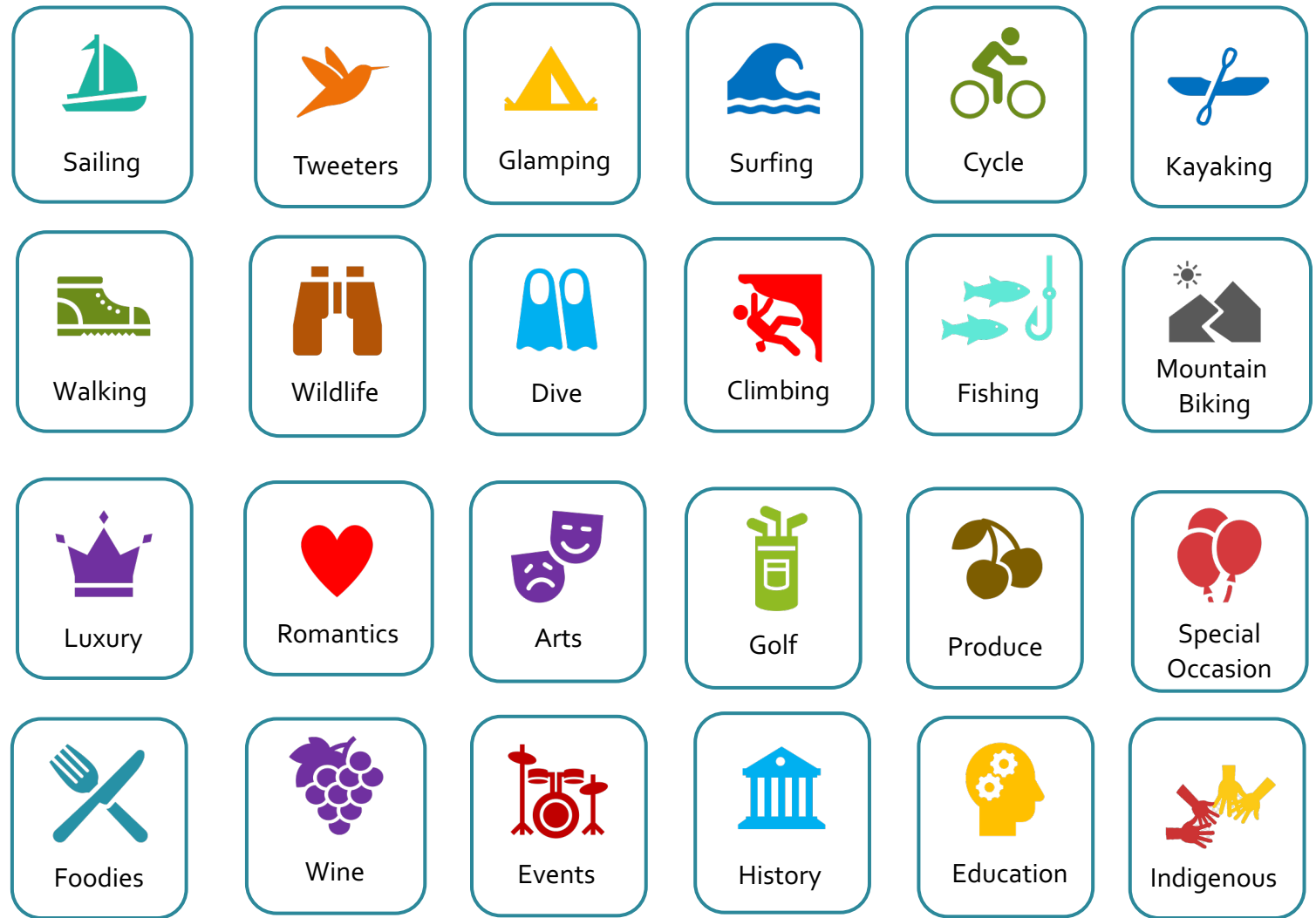
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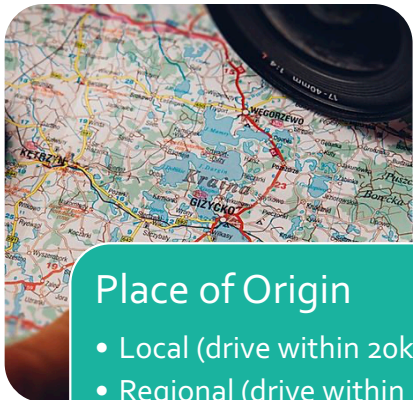
Experience Segments

Up next...



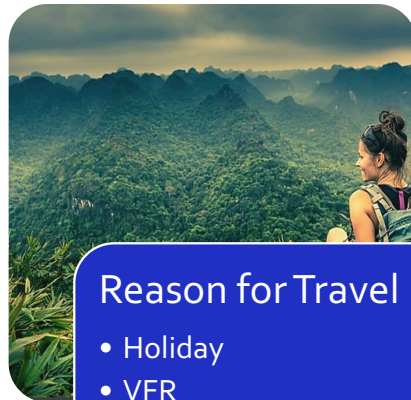
Experience Interests





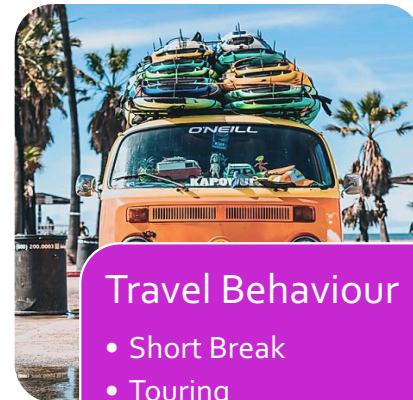
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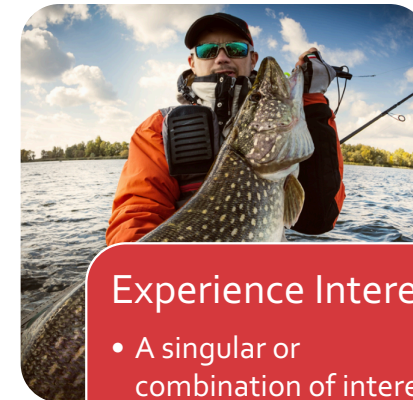
Reason for Travel

- Holiday
- VFR
- Conference
- Business



Travel Behaviour

- Short Break
- Touring



Experience Interest

- A singular or combination of interests and passions

TASTREKS EXAMPLE



Intra



Inter



Inb W

+



Holiday
/VFR



Team
Building

+



Short
Break



Walking



Wildlife





Walking

Customer Buying Reasons

- New and different walking experiences
- Away from the crowds
- Variation of natural environment
- Challenge
- Rewards for my effort
- Comfortable sleeping
- Experienced, knowledgeable and friendly guides (if guided)
- Levels of support services i.e pack transport
- Opportunities to learn and participate
- Authentic food experiences



Customer Buying Reasons

- Species and variety of wildlife
- Wildlife viewing stations and opportunities
- Equipment / gear provided
- Freedom to explore
- New and different wildlife experiences
- Away from the crowds
- Variation of natural environment
- Opportunities to learn and participate
- Experienced, knowledgeable and friendly guides (if guided)



Customer Buying Reasons

- New and different locations
- Accessibility
- Activities near my accommodation
- Connection with people and place / nature
- Privacy (away from the crowds)
- Food and beverage experiences near me
- Tent comforts and special touches (varies on price positioning)
- Indulgent experiences (outdoor bath; fire etc.)
- Food and beverage experiences on site (varies on price positioning)



Customer Buying Reasons

- Type and quality of vessel
- New and different sailing locations
- Away from the crowds
- Social occasions and events
- Variation of natural environment i.e. islands and ports
- Climate i.e. temperature, wind and seas
- Comfortable sleeping
- Experiences, knowledgeable and friendly guides (if guided)
- Food and beverage experiences
- Opportunities to learn and participate
- Diversity and quality of other activities i.e kayaking, shore activity



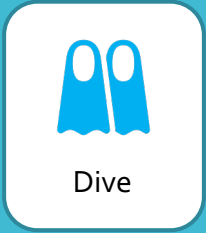
Customer Buying Reasons

- Species and variety of birds
- Bird viewing stations and opportunities
- New and different experiences
- Away from the crowds
- Variation of natural environment
- Comfortable sleeping
- Opportunities to learn and participate
- Experiences, knowledgeable and friendly guides (if guided)
- Food experiences



Customer Buying Reasons

- New and different cycling experiences
- Away from the crowds
- Variation of natural environment
- Challenge
- Rewards for my effort
- Comfortable sleeping (if overnight)
- Experiences, knowledgeable and friendly guides (if guided)
- Levels of support services i.e pack transport
- Opportunities to learn and participate
- Food experiences (if overnight)
- Quality of cycles and support equipment



Customer Buying Reasons

- Variation of dive sites
- Variation of marine species
- Number and duration of dives
- Quality, comfort and suitability of dive vessel
- Quality of dive equipment
- Experiences, knowledgeable and friendly guides
- Opportunities to learn



Customer Buying Reasons

- Style of course/s to be played
- Course difficulty
- Accommodation suitability and quality
- Food and social experiences
- Accessibility i.e. how difficult is it to reach the course
- Other activities near the course



Customer Buying Reasons

- Choices of fishing experiences i.e. Deep Sea v River
- Variation of marine species
- Quality, comfort and suitability of fishing vessel
- Quality of fishing equipment
- Experiences, knowledgeable and friendly guides
- Catch limits
- Pack and transport of catch



Customer Buying Reasons

- Choices of surfing experiences / breaks
- Reliability of surf
- Climate
- Experiences, knowledgeable and friendly guides
- Surfing volume and duration
- Food and social experiences



Customer Buying Reasons

- Type and quality of kayaks
- New and different paddling locations
- Away from the crowds
- Variation of natural environment
- Climate i.e. temperature, wind and seas
- Comfortable sleeping
- Experiences, knowledgeable and friendly guides (if guided)
- Food and beverage experiences
- Opportunities to learn and participate
- Diversity and quality of other activities i.e shore activity



Customer Buying Reasons

- Type and quality of climbs
- New and different climbing locations
- Quality of climbing equipment
- Safety and track record
- Away from the crowds
- Varied level of challenge
- Comfortable sleeping
- Experiences, knowledgeable and friendly guides (if guided)
- Food and beverage experiences
- Opportunities to learn and participate



Customer Buying Reasons

- Type and quality of tracks
- New and different locations
- Away from the crowds
- Variation of natural environment
- Comfortable sleeping
- Experiences, knowledgeable and friendly guides (if guided)
- Food and beverage experiences
- Opportunities to learn and participate
- Diversity and quality of other activities



Customer Buying Reasons

- Exclusivity and brag ability
- Privacy
- Accommodation room experience
 - Indulgences
 - Special experiences i.e. Large bath; Views; ?
- Room Services
- Food and beverage experiences
- Property Facilities i.e. Spa;
- Other accessible and exclusive Luxury experiences

Target Experience Segments



Experience Segments (Season)	RANK	WEIGHTING
Walking FIT	1	60%
Wildlife FIT	2	30%
Walking Groups	3	10%

Experience Segments (Off Season)	RANK	WEIGHTING
Walking FIT	1	80%
Wildlife FIT	2	10%
Walking Groups	3	10%

Target Markets Season



Target Markets (Season)	RANK	WEIGHTING
Interstate Holiday Short Break FIT Walkers & Wildlife Lovers	1	55%
Inbound Western Touring FIT Walkers & Wildlife Lovers	2	15%
Interstate Holiday Short Break Group Walkers & Wildlife Lovers	3	10%
Intrastate Short Break FIT Walkers & Wildlife Lovers	4	10%
Intrastate Business Team Building	5	5%
Intrastate Short Break Group Walkers & Wildlife Lovers	6	5%

Target Markets Off Season



Target Markets (Off Season)	RANK	WEIGHTING
Interstate Holiday Short Break FIT Walkers & Wildlife Lovers	1	40%
Intrastate Holiday Short Break FIT Walkers & Wildlife Lovers	2	30%
Intrastate Holiday Short Break Group Walkers & Wildlife Lovers	3	10%
Interstate Holiday Short Break Group Walkers & Wildlife Lovers	4	10%
Inbound Western Holiday Touring FIT Walkers & Wildlife Lovers	5	10%

Trends

- Adventure
- Solo
- Women Only
- Bespoke Journeys (pre and post)
- Sustainable
- JOMO
- Lux Bunks
- Spartin
- Slo-Mo
- Transformation
- VR 360 (lookouts, deep forest, camp sites)

Target Markets (Season)

Experience Segments (Season)	RANK	WEIGHTING

Target Markets (Off Season)

Experience Segments (Season)	RANK	WEIGHTING

Priority Customers

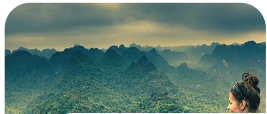
Tasks





Place of Origin

- Local (drive within 20km)
- Regional (drive within 300km)
- Intrastate (fly and drive)
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- Eastern Inbound
- Western Inbound



Reason for Travel

- Holiday
- VFR
- Conference
- Business



Holiday Behaviour

- Short Break
- Touring



Experience Interest

- A singular or combination of interests and passions



Lifestage

- Young and Free
- Young Professionals
- Older Value Seekers
- Affluent Older
- Families



Needs

- Raw Urbanites
- Urudities



+



+



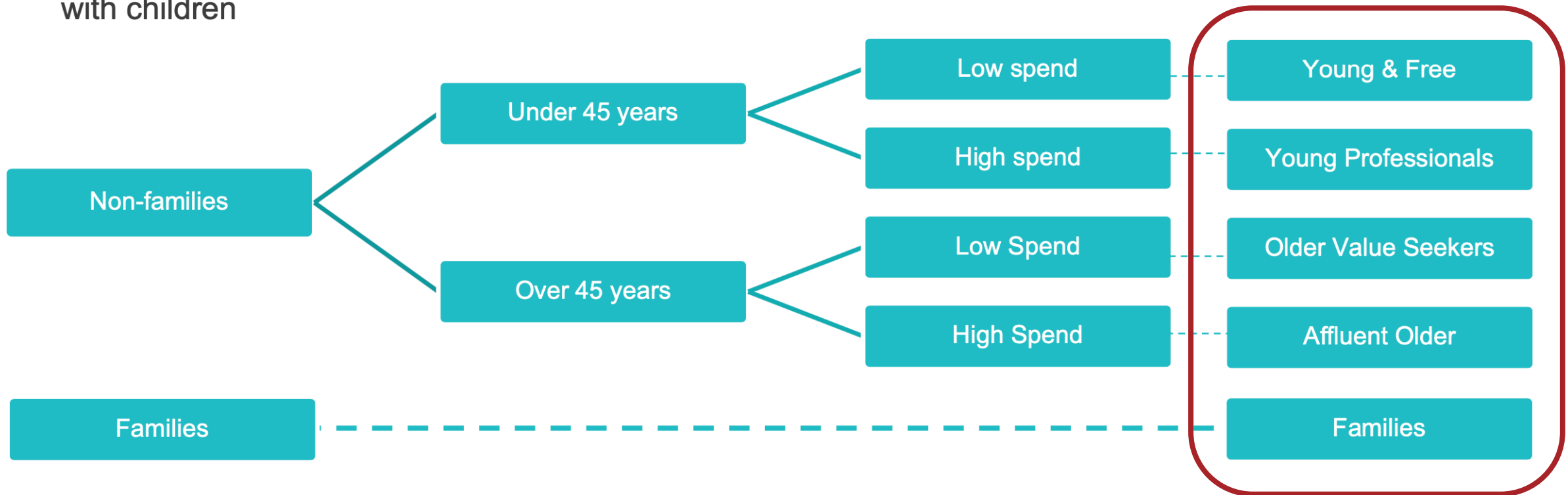
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■ Interstate travellers split into 5 segments

– Based on travel party, age and total trip expenditure

- ▶ **Age:** 50% below 45 years, 50% 45+
- ▶ **Trip spend:** 50% below average spend, 50% above average
- ▶ **Travel party:** Those who travelled with children (referred to as 'Families') and those who did not travel with children




■ Segments are mutually exclusive and all inclusive

- ▶ All interstate travellers are accounted for, with no crossover between groups

Interstate Visitor Segments – Share of total (%)

Derived by BDA from PPT and TVS 12MT June 19

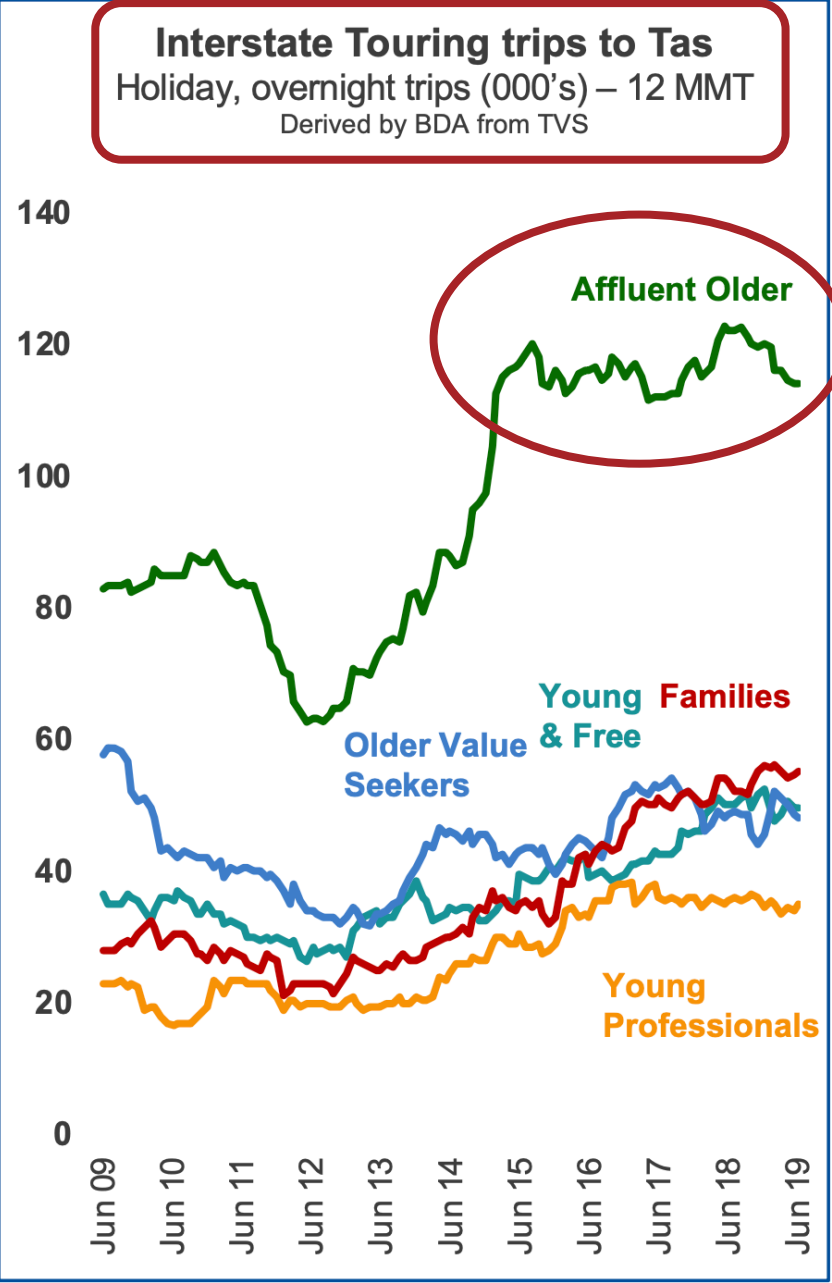
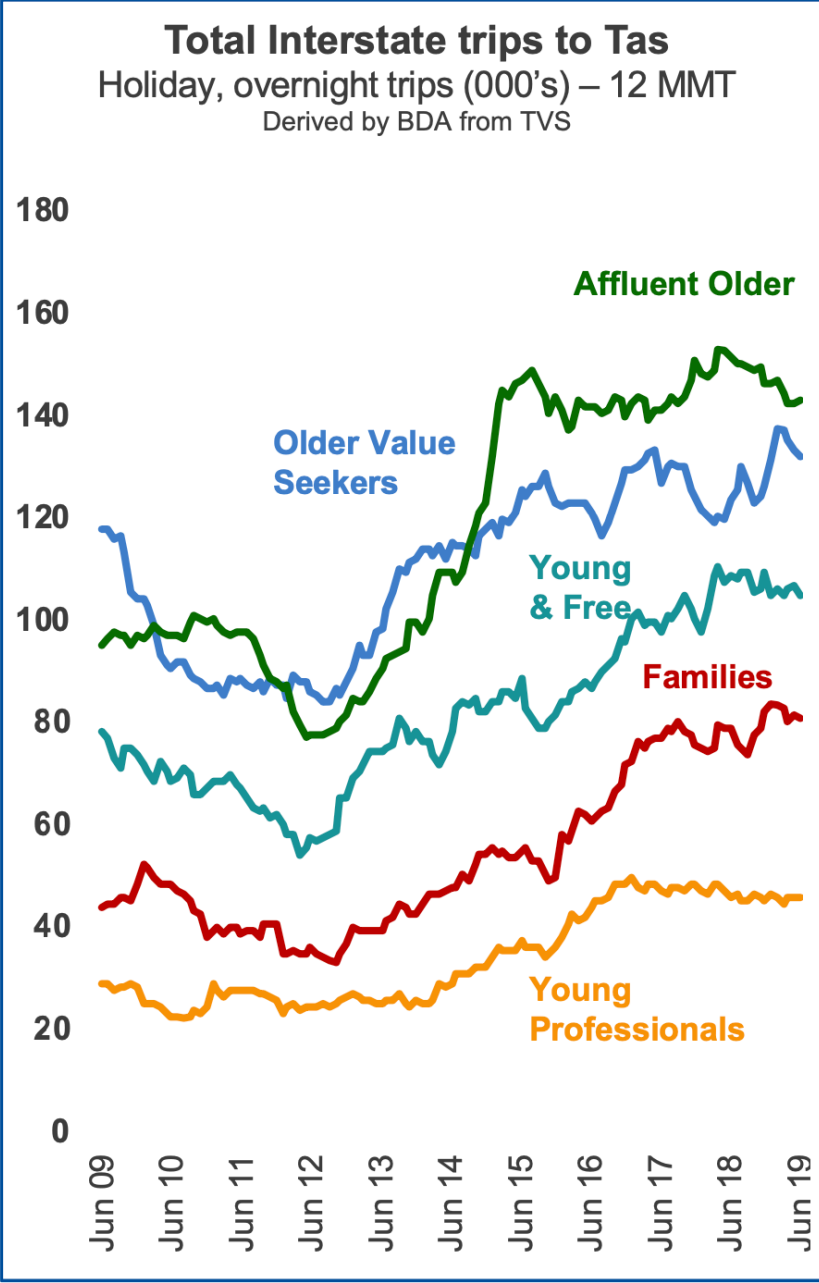
 = above interstate average

	Young & Free	Young Professionals	Families	Older Value Seekers	Affluent Older
Interstate Travellers	17.0%	17.6%	25.0%	19.2%	21.3%
Interstate Tas Visitors	20.6%	9.1%	16.0%	26.1%	28.3%
Interstate Tas Tourers	16.4%	11.6%	18.2%	16.0%	37.8%

Tas visitors are above average Young & Free and older segments. Affluent Older are clearly the most prominent group for Interstate Tourers to Tasmania with nearly 40% tourers in this group.

■ All segments well up over the series

- With total Tas demand
- Affluent Older the biggest group and grown most..
- ..but down in past year
- Young Professionals have had least growth

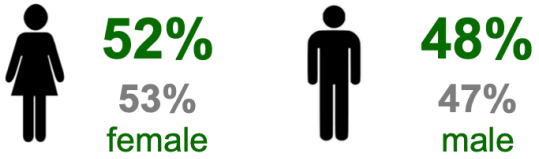


Affluent Older - Tourers to Tasmania



~ 40% of Affluent Older tourers are aged 65 and over, and retired. Of those in the workforce, over 60% are in professional, managerial roles or business owners. Average household income is \$135k. Similar proportion are from Vic and NSW.

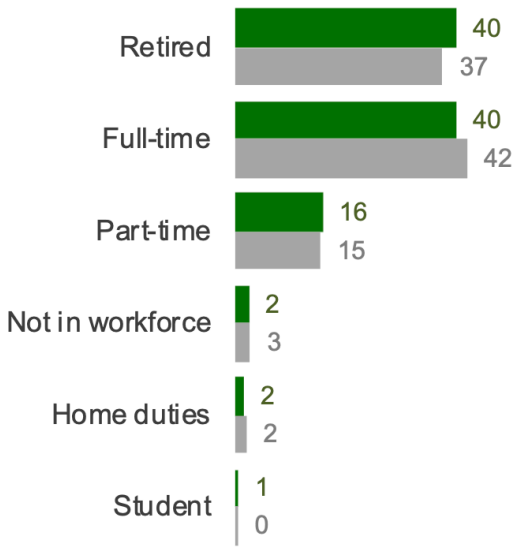
Gender (%)



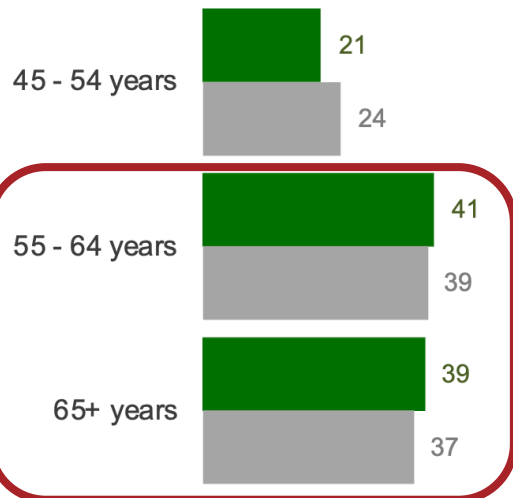
Average Household Income



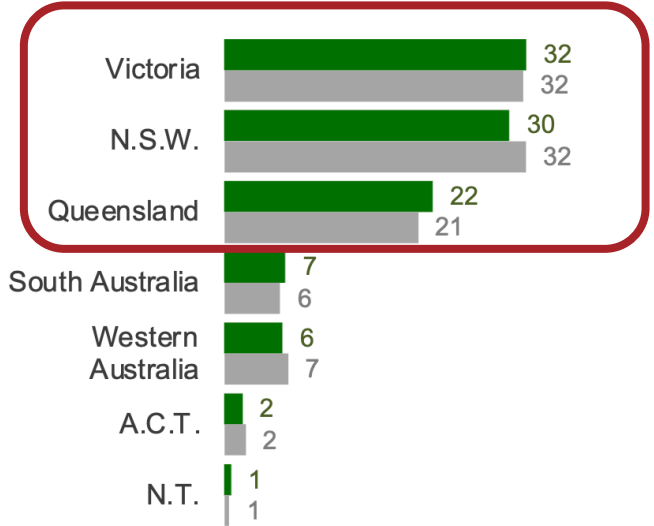
Employment Status (%)



Age (%)



Location (%)



Occupation
% those working full or part time



Affluent Older - Tourers to Tasmania



Arrival in Tas

on last Tas trip

60%

67%

by air



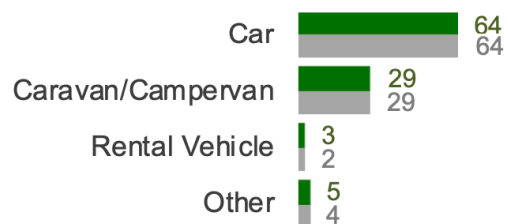
40%

33%

by sea

Transport used by Spirit Travellers

% those who arrived by sea to Tas*



Average nightly spend in Tas

on last Tas trip

\$240

\$255

Repeat Visitation

on last Tas trip

70%

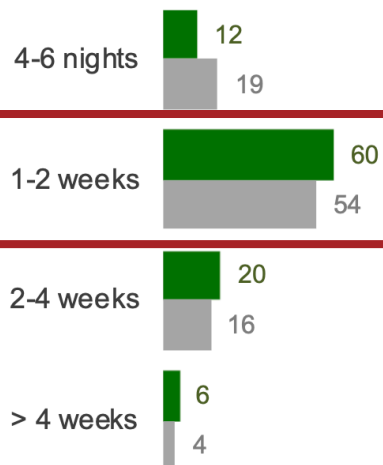
73%

Repeat
visitors



Length of Tas trip

% last Tas trip



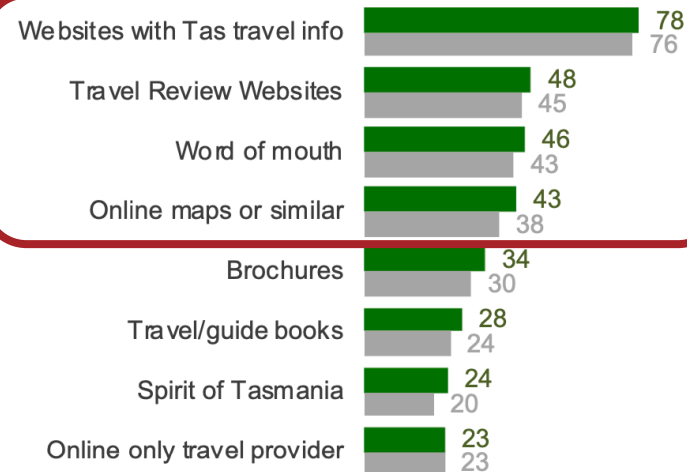
Top Activities

% participated in during Tas trip



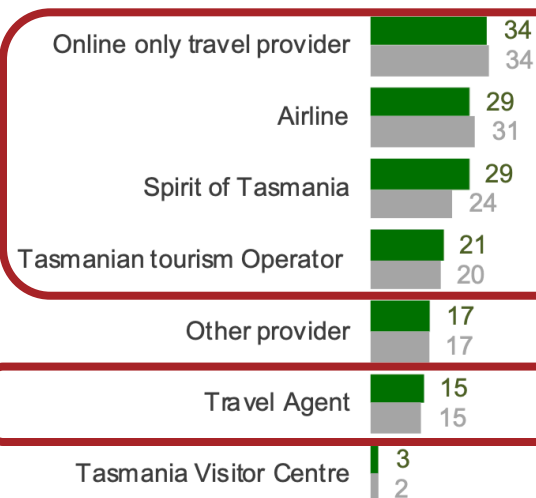
Top Planning sources

% used source to plan trip before arrival in Tas



Top Booking sources

% used source to book trip before arrival in Tas

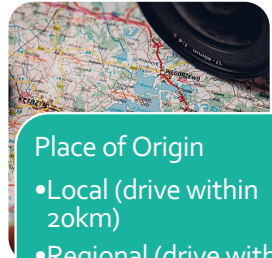


Target Markets



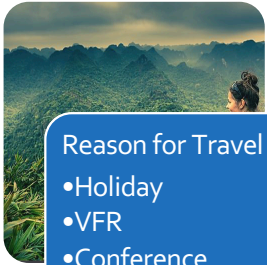
CUSTOMER SEGMENTS (Season)	RANK	WEIGHTING
Affluent Older	1	70%
Older Value Seekers	2	30%

CUSTOMER SEGMENTS (Off Season)	RANK	WEIGHTING
Affluent Older	1	60%
Older Value Seekers	2	40%



Place of Origin

- Local (drive within 20km)
- Regional (drive within 300km)
- Intrastate (fly and drive)
- Interstate (fly and drive)
- Eastern Inbound
- Western Inbound



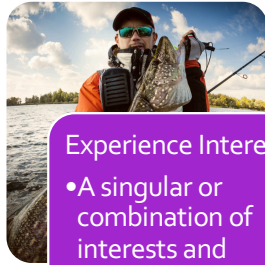
Reason for Travel

- Holiday
- VFR
- Conference
- Business



Holiday Behaviour

- Short Break
- Touring



Experience Interest

- A singular or combination of interests and passions



Lifestage

- Young and Free
- Young Professionals
- Older Value Seekers
- Affluent Older
- Families



Needs

- Raw Urbanites
- Urudities

TASTREKS EXAMPLE



Inter

+



Holiday

+



Short Break

+



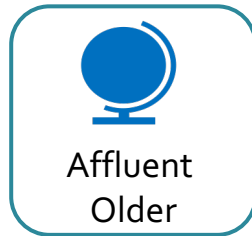
Walking

+



Wildlife

+



Affluent Older

+



Raw Urbanites

Target Markets Season



Target Markets (Season)	RANK	WEIGHTING
Interstate Holiday Short Break Walkers & Wildlife Lovers (Affluent Older 70%)	1	55%
Inbound Western Holiday Short Break Walkers & Wildlife Lovers (Affluent Older 70%)	2	15%
Interstate Holiday Short Break Group Walkers & Wildlife Lovers (Affluent Older 70%)	3	10%
Intrastate Holiday Short Break Walkers & Wildlife Lovers (Affluent Older 70%)	4	10%
Intrastate Business Team Building	5	5%
Intrastate Holiday Short Break Group Walkers & Wildlife Lovers (Affluent Older 70%)	6	5%

Target Markets Off Season



Target Markets (Off Season)	RANK	WEIGHTING
Interstate Holiday Short Break Walkers & Wildlife Lovers (60/40)	1	40%
Intrastate Holiday Short Break Walkers & Wildlife Lovers (60/40)	2	30%
Intrastate Holiday Short Break Group Walkers & Wildlife Lovers (60/40)	3	10%
Interstate Holiday Short Break Group Walkers & Wildlife Lovers (60/40)	4	10%
Inbound Western Holiday Short Break Walkers & Wildlife Lovers (60/40)	5	10%

Target Lifestage Segments



CUSTOMER SEGMENTS (Season)	RANK	WEIGHTING

CUSTOMER SEGMENTS (Off Season)	RANK	WEIGHTING

Target Markets (Season)

Experience Segments (Season)	RANK	WEIGHTING

Target Markets (Off Season)

Experience Segments (Season)	RANK	WEIGHTING

Segment Buying Reasons



Interstate Holiday Short Break FIT Walkers & Wildlife Lovers Affluent Older

BUYING REASON	RANK	WEIGHTING
Rewards for my effort (Comfortable sleeping; Food experiences)	1	35%
Variation of natural environment	2	30%
Experienced, knowledgeable and friendly guides	3	20%
Levels of support services i.e. pack transport	4	10%
Away from the crowds	5	5%

Segment Buying Reasons



Interstate Holiday Specific Trip FIT Walkers & Wildlife Lovers Older Value Seekers

BUYING REASON	RANK	WEIGHTING
Variation of natural environment	1	35%
Experienced, knowledgeable and friendly guides	2	30%
Away from the crowds	3	25%
Rewards for my effort (Comfortable sleeping; Food experiences)	4	10%

Experience Development

Interstate Holiday Short Break
FIT Walkers & Wildlife Lovers
Affluent Older



BUYING REASON	TAS TREKS	TAS WANDER	3 PEAKS	STH COAST	DEVELOPMENT PLANS
1. Rewards for my effort (Comfortable sleeping; Food experiences)	8	7	6.5	6	Strengthen advantage through enhanced on trail food experiences
2. Variation of natural environment	6	8	7	8	Review extension of highlands walk. Explore new products with greater diversity
3. Experienced, knowledgeable and friendly guides	7	9	6	7.5	Invest in guide training: interpretation and story telling; technical. Update recruitment process and criteria
4. Levels of support services i.e. pack transport	6	7	7	8	Invest in new equip and on-walk storage to enable a more effective support services program
5. Away from the crowds	9	7	7	6	

Next steps

- Email david@inspiredbymarketing.com.au to register for Tourism Tune-Up coaching material
- Watch the coaching video's
- Read the resource material
- Complete the worksheets
- Feed outputs into your TICT Masterclass.

Segment Buying Reasons

[illegible]

Thank you.

DISCLAIMER

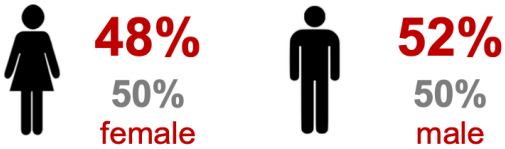
Inspired by Marketing retains ownership of materials describing and illustrating concepts and methodologies included in its approach to Marketing Planning and Brand Development, generally referred to and contained within the Inspired by Marketing Planning Methodology. The Inspired by Marketing process and methodologies must not be replicated or applied in future work without permission in writing from Inspired by Marketing Pty. Ltd.



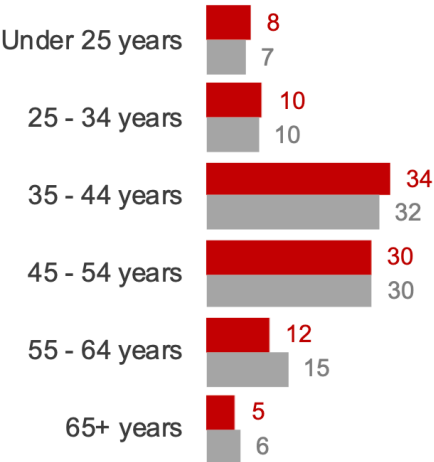
Families - Tourers to Tasmania



Gender (%)



Age (%)

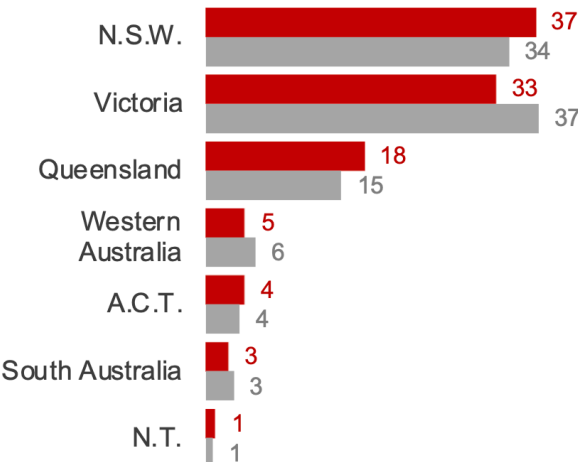


Majority are aged between 35 and 54 years, spread evenly across genders.
Majority currently hold professional and managerial roles with an average household income of \$184k. More likely to be living in NSW, just ahead of Victoria.

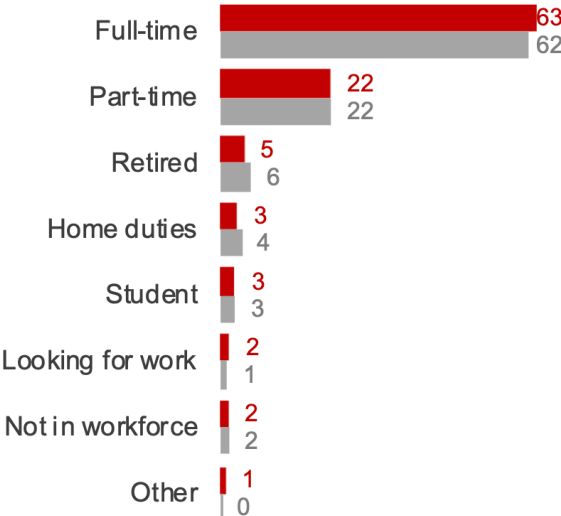
Average Household Income

\$184k
\$191k

Location (%)

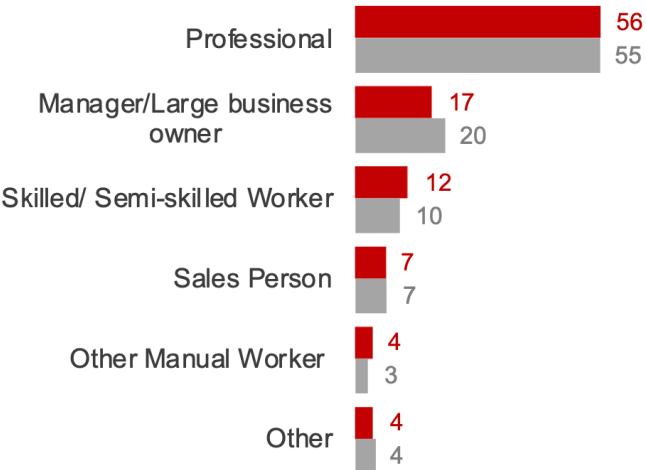


Employment Status (%)



Occupation

% those working full or part time



Families - Tourers to Tasmania

Arrival in Tas

on last Tas trip



67%

by air

72%



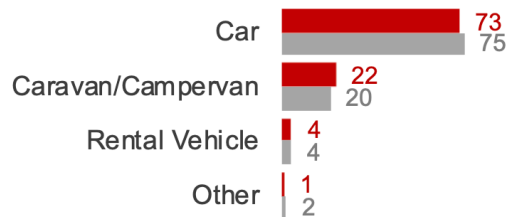
33%

by sea

28%

Transport used by Spirit Travellers

% those who arrived by sea to Tas*



Average nightly spend in Tas

on last Tas trip

\$274

\$277

Repeat Visitation

on last Tas trip

56%

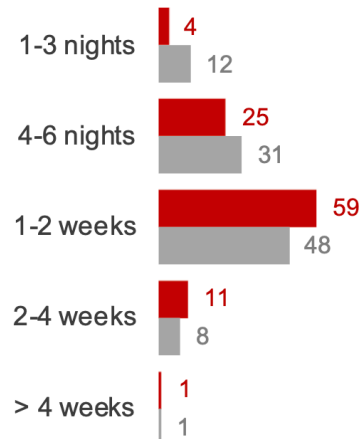
Repeat visitors

59%



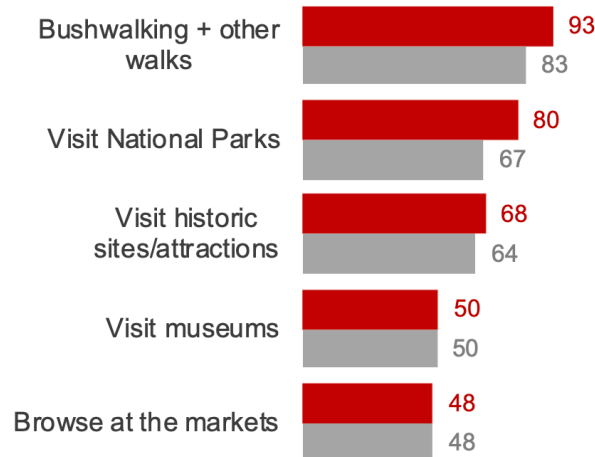
Length of Tas trip

% last Tas trip



Top Activities

% participated in during Tas trip



Top Planning sources

% used source to plan trip before arrival in Tas



Top Booking sources

% used source to book trip before arrival in Tas

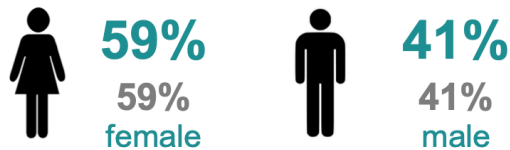


Young & Free - Tourers to Tasmania



Young & Free are more likely to be female. Over half are aged between 25 and 34 years, and living in Eastern states. Equal number of tourers are from NSW and Vic. Most are working, across a range of occupations. Household income of \$147k.

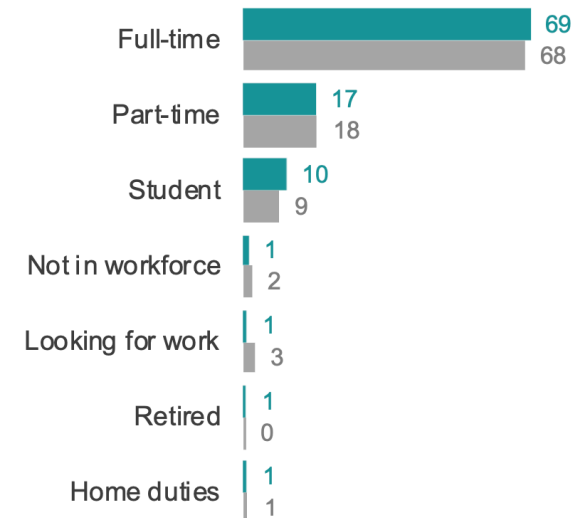
Gender (%)



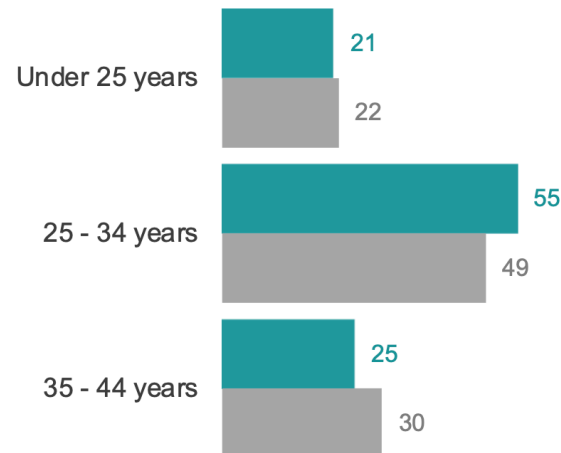
Average Household Income

\$147k
\$156k

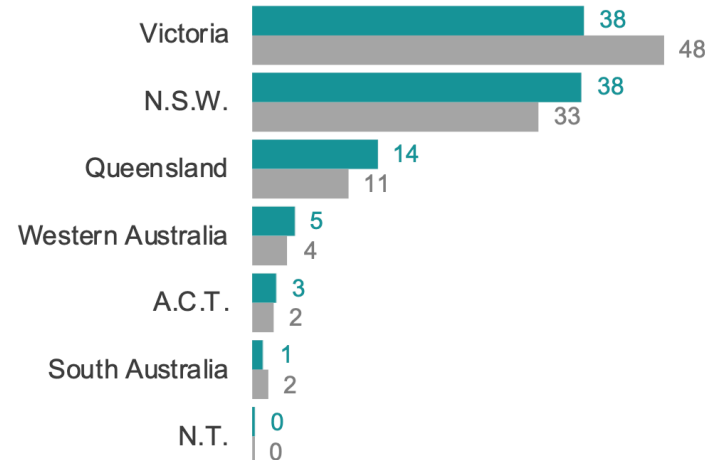
Employment Status (%)



Age (%)

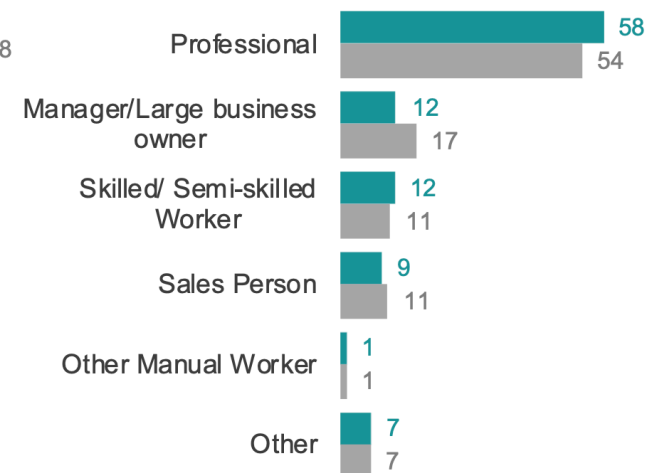


Location (%)



Occupation

% those working full or part time



Young & Free – Tourers to Tasmania

Arrival in Tas

on last Tas trip



87%

by air

93%



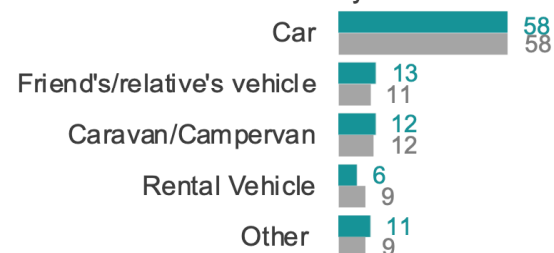
13%

by sea

7%

Transport used by Spirit Travellers

% those who arrived by sea to Tas*



Average nightly spend in Tas

on last Tas trip

\$88

\$111

Repeat Visitation

on last Tas trip



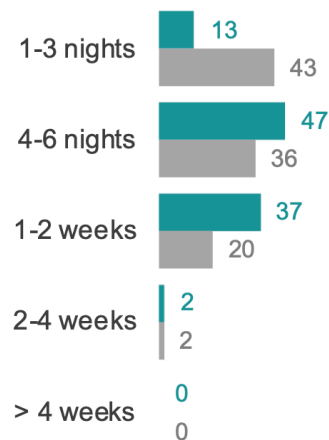
56%

Repeat visitors

59%

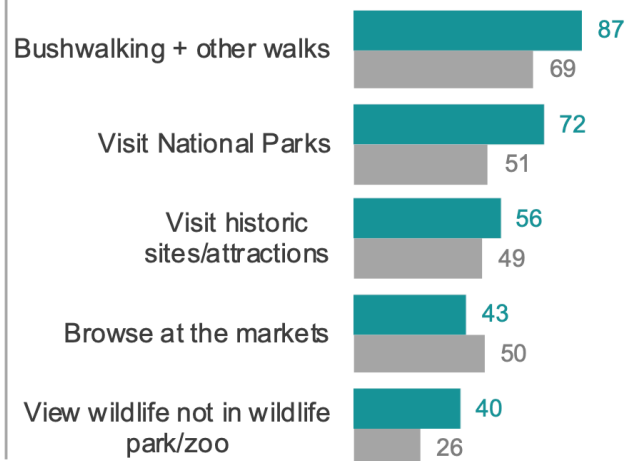
Length of Tas trip

% last Tas trip



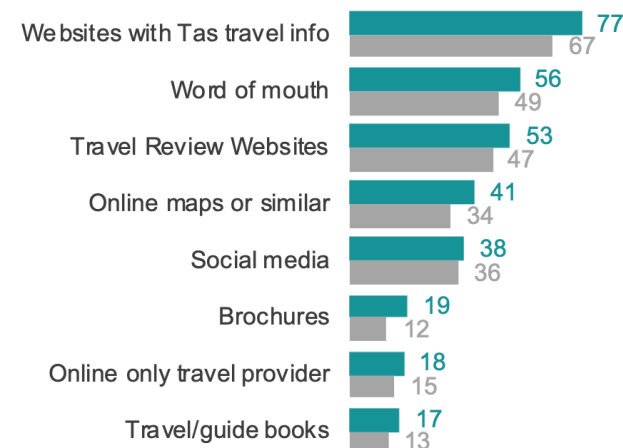
Top Activities

% participated in during Tas trip



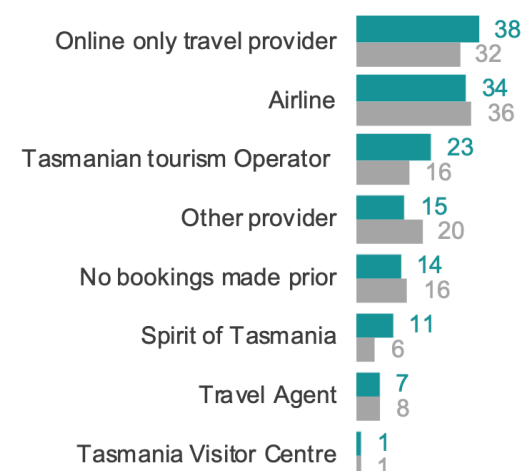
Top Planning sources

% used source to plan trip before arrival in Tas



Top Booking sources

% used source to book trip before arrival in Tas

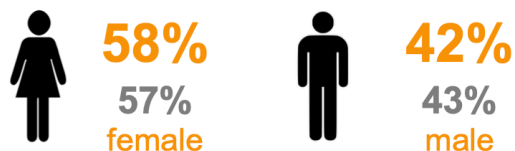


Young Professionals – Tourers to Tasmania



Generally towards the older end of the younger group, this group are a little more likely to be female and live mostly in Eastern states. Over 90% are employed and ~80% in full-time work. Professional roles dominate, with an average household income of \$160k.

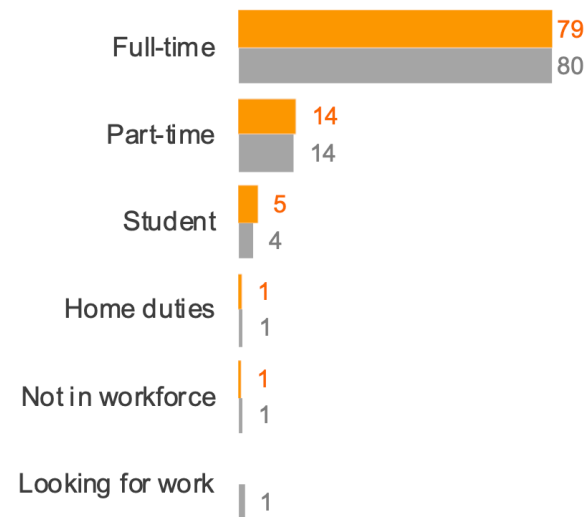
Gender (%)



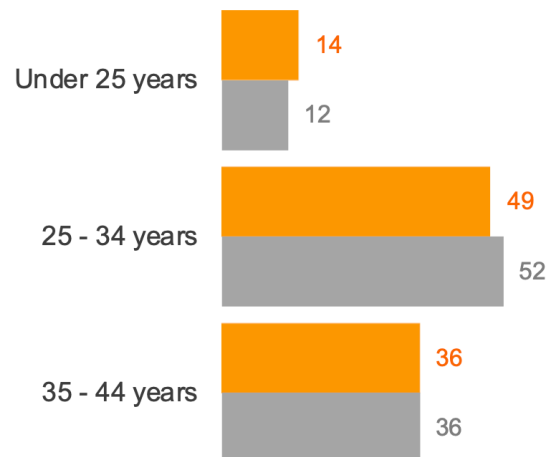
Average Household Income

\$160k
\$160k

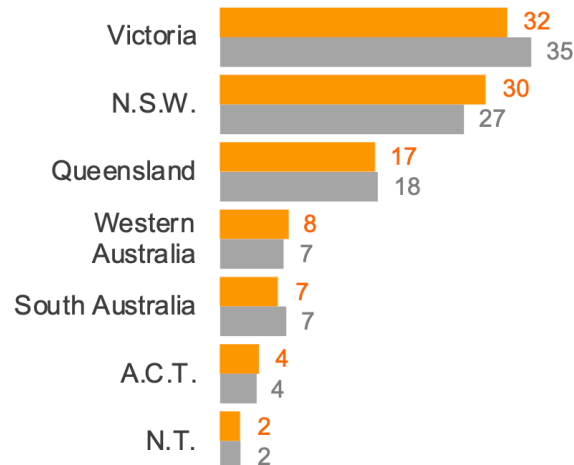
Employment Status (%)



Age (%)

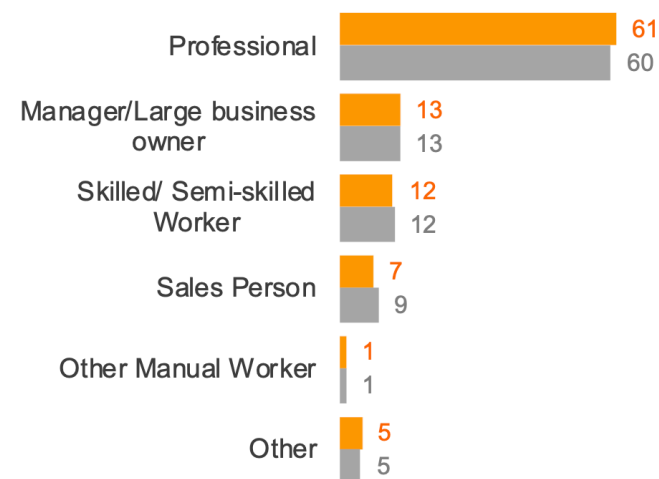


Location (%)



Occupation

% those working full or part time



Young Professionals – Tourers to Tasmania



Arrival in Tas

on last Tas trip

84%

by air

87%



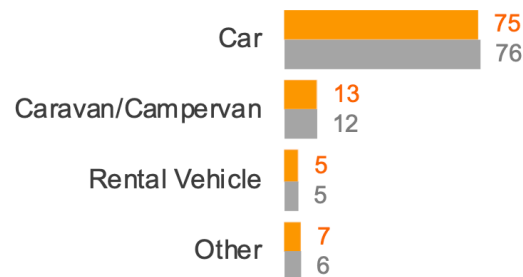
16%

by sea

13%

Transport used by Spirit Travellers

% those who arrived by sea to Tas*



Average nightly spend in Tas

on last Tas trip

\$292

\$310

Repeat Visitation

on last Tas trip

70%

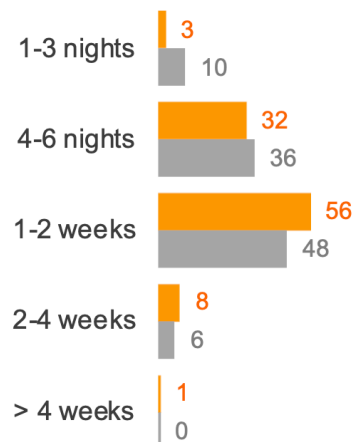
Repeat visitors

73%



Length of Tas trip

% last Tas trip



Top Activities

% participated in during Tas trip



Top Planning sources

% used source to plan trip before arrival in Tas



Top Booking sources

% used source to book trip before arrival in Tas

