Great Kiwi Road Trips: Transforming our Visitor Journey Experience

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Tourism is the business of experience creation

- $34.7b annual tourism expenditure
- $40m a day international
- $55m a day domestic
- $2.8b annual GST paid on purchases by travellers
- 24% rise in annual expenditure in past two years
- 21% of foreign exchange earnings, biggest export industry
- 332,000 people directly or indirectly employed, more than 1 in 8 jobs
How can improved journeys create better visitor experiences?
How do we monitor our visitor experiences?

Very little...

“...has been undertaken in order to comprehend the road users’ experiences and assessments of routes, road furniture and adjacent facilities”

(Denstadli & Jacobsen, 2011)
What motivates our visitors?

CUSTOMER INSIGHTS

What motivates visitors?
What information do they need during the trip?
What are their infrastructure needs?

CHANGING OUTCOMES

What will influence visitor growth indicators?
- Satisfaction exceeding expectations
- Recommending to others
- Return trips
Pilot study
Hi Opus Jared Thomas

You have earned 130 points so far which give you 26 entries in prize draw.

Where have you travelled to so far?
Scroll down to update your daily travel progress.

Want some fun facts, quiz questions, and challenges?
Key focus areas

**High-value infrastructure investment**
Supporting infrastructure to enable discovery and wider exploration, while making sure visitors are comfortable and safe.

**Digital information delivery**
Understanding information needs during the journey, and how this can be effectively delivered to improve experiences.

**Visitor motivations and packaging information**
Reducing information overload through targeted information by understanding visitor motivations.
### High-value infrastructure investment

#### Top-8 most influential elements of travel characteristics, facilities, and information

<table>
<thead>
<tr>
<th>Rank</th>
<th>Item</th>
<th>r</th>
<th>Revisit</th>
<th>Recommend</th>
<th>Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Availability of services (petrol, repair, garages)</td>
<td>0.67</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Availability of rest–stops and amenities</td>
<td>0.51</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Quality of road–side scenery</td>
<td>0.47</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>4</td>
<td>Comfort driving</td>
<td>0.41</td>
<td>x</td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>5</td>
<td>Driving–distances between locations</td>
<td>0.41</td>
<td>x</td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>6</td>
<td>Driving enjoyment</td>
<td>0.39</td>
<td>x</td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>7</td>
<td>Quality of roads</td>
<td>0.32</td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>8</td>
<td>Directness of driving routes</td>
<td>0.29</td>
<td></td>
<td></td>
<td>x</td>
</tr>
</tbody>
</table>

Note: r = strength of relationship  
small = 0.10  
moderate = 0.30  
strong = 0.50

“Love the North….scenery and countryside is the best.”
Safer journeys
Infrastructure that enhances the journey

Australian Tourists in a rental car stop at Omapere Hill for a photograph of Hokianga Harbour. Northland
(Source: G Riethmaier, 1970; [www.archway.archives.govt.nz](http://www.archway.archives.govt.nz))

Recent early warning signage (Visiting Drivers Signature Project)
Digital Information Delivery

- Strong desire for in-trip information
- Supporting early route choice decisions
- Geo-tagged information to nudge pre-selected opportunities
- Gamification theory – subtle and active
Visitor motivations

How can we better filter information to meet the underlying motivations of visitors?

<table>
<thead>
<tr>
<th>Visitor Motivation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Historical/cultural</td>
<td>29%</td>
</tr>
<tr>
<td>Social</td>
<td>24%</td>
</tr>
<tr>
<td>Environment</td>
<td>13%</td>
</tr>
<tr>
<td>Activity</td>
<td>19%</td>
</tr>
<tr>
<td>Exploration</td>
<td>29%</td>
</tr>
</tbody>
</table>
**Discovery and new investment opportunities**

<table>
<thead>
<tr>
<th>Location</th>
<th>Planned</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ruapekapeka Pā</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Rangihoua Heritage Park</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Rakaumangamanga/Cape Brett</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Pompalier Mission</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Te Waimate Mission</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Waitangi Treaty Grounds</td>
<td>4%</td>
<td>7%</td>
</tr>
<tr>
<td>Kororipo Heritage Park</td>
<td>4%</td>
<td>7%</td>
</tr>
</tbody>
</table>

**Percentage Increases:**
- North: +10%
- East: +21%
- West: +103%
- South: +113%

*Source: NZ Transport Agency*
Continuing the journey

High-value infrastructure investment

- Staging the journey
- Hierarchy of rest stops to fit with ONRC
- Advanced warning information
- Richer, intuitive information (icons)

Digital information delivery

- Geotagged information at key decision points
- Providing better choices
- Safe delivery
- Cell phone coverage
- Gamification and behavioural nudges

Visitor motivations and packaging information

- Rest stops – Safety or Views?
- Enhancing discovery and exploration
- Cultural and historical information
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NZ Transport Agency Report:
www.nzta.govt.nz/resources/research/

Acknowledgements