What was our objective & approach?

Our key objective from this project:

To adopt a consumer centric approach for surfacing key economic opportunities for the West Coast by:

1. Understanding the travel mindsets, needs and behaviours of the domestic audience to optimise opportunities for the West Coast
2. Understanding the ‘hooks’ that can motivate New Zealanders to consider the West Coast

How did we go about it?

1. Workshop session
   Discussing and exchanging ideas with key Development West Coast stakeholders on what we already know, and what we want to know

2. 12 In-depth interviews
   Speaking with individuals for an hour to understand their process and motivations when it comes to a domestic holiday

3. Two Co-design focus groups
   Speaking with 2 groups of 8 consumers for two hours in AKL and CHC to take early concepts in and craft them together

4. Nationwide feedback
   We surveyed 1,142 people in our One Picture Neighbourhood who answered 7 questions about the West Coast. Note: Not a representative sample
Interestingly, and unlike other destinations in NZ, we were seen as a district, rather than a collection of towns each promising something unique.

We had few defining narratives around specific towns... not even Hokitika was synonymous with any one thing.

Which means when Kiwis think about a trip to the West Coast, it's hard to know where to start.
The opportunity we heard time and time again is that once you’ve been there, you’ll want to go back.

- As we were talking to those who had been on a trip to the West Coast, it always came up that they had something left unfinished that they’d love to go back and do.
  - There was a sense that it’s truly hard to understand all the things you can do there until you visit.

- We’re so vast and interesting, this happens naturally. We heard stories of people coming over for Wild Foods, or the Greymouth Bike Race, and racking up lists of things to do the next time they returned.

- This was reflected in the survey we ran… of those who had been to the West Coast before, 92% want to return.

SO: We need to think about how we get visitors there the first time, and then our natural assets and interesting people bring them back.
In our experience, domestic travelers are looking for a mix of four needs when dreaming & planning a trip.

The 4 MINDSETS we know drives travel behaviour and planning:

- **Play**
  A trip surrounded by fun and activities that bring you together

- **Refresh**
  A ‘flop and drop’ location focused on food, drinks and comfort

- **Thrill**
  Seeking a departure from the road well trodden / a younger mindset

- **Knowledge**
  Passing of knowledge and appreciation of where you/or others have come from

We confirmed these four needs still represented what was required to start the DREAM phase, but pivotally what was important to begin the PLAN phase...

What will my holiday be made up of and what will I be doing?
For this process, we created five distinct territories based on these needs:

**West Coast**

- **Genuine Surprise**
  - Showing off the both the tame and the untamed sides of the coast... showcasing how much there is to do.

- **The ultimate active relaxer road trip**
  - The West Coast is the perfect place to be to unwind and reset with its breath-taking sights and top class hospitality.

- **Untamed natural wilderness**
  - Getting deep into the wilderness and losing yourself.

- **New Zealand's outdoor museum**
  - Passing of knowledge and understanding about New Zealand’s pioneer past, as well as getting hands on with NZ’s flora and fauna.

**The West Coast: DO SOMETHING NEW EVERY DAY**

The West Coast is a destination with endless exciting activities. You have the unique and stunning scenery all year round. Hunt hidden beaches for your own special piece of paradise, or, put your own spin on a stream in the bush. And when you're done, relax and cool-off with the French croissants a gift of the Iconic Dilmah tea is offered throughout the West Coast.

**PLAY**

**EXHILARATION**

**REFRESH**

**KNOWLEDGE**

**The West Coast: THE ULTIMATE ACTIVE RELAXER ROAD TRIP**

The West Coast is the perfect place to be to unwind and reset with its breath-taking sights and top class hospitality.

**The West Coast: GENUINE SURPRISE**

The West Coast is the perfect balance of fun, excitement and relaxing in between.

**The West Coast: UNTAMED NATURAL WILDERNESS**

The West Coast is the last of what New Zealand nature can be – rugged, beautiful and untouched. Or, get immersed in the beauty of the West Coast’s stunning natural rivers and lakes with a thrilling jet.
And how did they perform?

Unsurprisingly, those based on activities and relaxing had wide appeal.

But the spread of appeal shows that the Coast has the ability to meet the needs of a wide set of travellers.

Sample of 1167 people
We also tested ‘Untamed Natural Wilderness’

The tagline worked generally for most consumers we spoke to – it highlighted our biggest natural asset… our natural beauty. So for someone looking for a holiday in the wildest parts of NZ, it’s perfect.

But the ‘untamed’ part can make some question whether a West Coast holiday will be ‘roughing it’… we do need to soften this for some comms executions and think about how one person’s ‘tame’ can be another’s ‘untamed’

What might ‘untamed’ look like in each case?

- **Do something new every day**
  A trip surrounded by fun and activities that bring you together

- **The ultimate active relaxer road trip**
  The West Coast is the perfect place to be to unwind and reset with its breath-taking sights and top class hospitality.

- **New Zealand’s outdoor museum**
  Passing of knowledge and understanding about New Zealand’s pioneer past, as well as getting hands on with NZ’s flora and fauna

- **Untamed natural wilderness**
  Getting deep into the wilderness and losing yourself
What is helping them plan?
UNDERSTANDING THE FUNCTIONAL DRIVERS
It’s a combination of these 5 drivers that shift us from dreaming to planning

Is it...

MENTALLY AVAILABLE

Being front of mind when I think about an NZ holiday

PHYSICALLY AVAILABLE

How long does it take to get there and how hard is it to travel around

WITHIN MY MEANS

Having both the time and the financial capability to afford to do what I want to do

ASPIRATIONAL

Something to get look forward to and can’t wait to post on Instagram

INTERESTING, regardless of the weather

Even in a storm I will have something to do, a comfortable spot and not feel like I’ve missed out

AND WHILE NOT ALL NEED TO BE PERFECT, THERE’S GOT TO BE ENOUGH POSITIVE ELEMENTS TO BALANCE OUT THE COMPROMISES

THE MORE OF THESE DRIVERS THAT ARE ALIGNED THE FASTER OUR DECISION MAKING BECOMES
Middling Mental and Physical availability scores mean we currently aren’t an ‘easy’ destination

BUT with Interesting and Aspirational being our lead drivers, we are in better space than many

Both are strong pull factors that help enable the planning process. Once combined with a better Mental Availability score, will help us overcome some of our other physical and cost-based challenges that are hard to change

Sample of 1167 people
Throughout this process, we spoke to those who had been to the West Coast.

We found four reoccurring personas:

- THE INTREPID EXPLORER
- THE ROUND TRIPPER
- FAMILY GETAWAY
- THE UNWIND WEEKEND
When it comes to needs it’s not only about doing really well, it’s about having a clear story to tell in each space.

**The Round Tripper**
- Untamed natural wilderness
- Getting deep into the wilderness and losing yourself

**The Intrepid Explorer**

**FAMILY GETAWAY**
- Genuine Surprise
  - Showing off the both the tame and the untamed sides of the coast...
  - showcasing how much there is to do
- The ultimate active relaxer road trip
  - The West Coast is the perfect place to be to unwind and reset with its breath-taking sights and top class hospitality.

**The Unwind Weekend**
- 29% favourite

**Sample of 1167 people**
And taking the best of what we offer and showing it to the rest of New Zealand

- We have a destination that is both aspirational and interesting, just not top of mind and a bit hard to get to

- If we focus on salience and making ourselves more front of mind, the easier it will become for consumers to accept our challenging physical location

- It’s about building the ‘reason why’ just that first time. Once we have them in the door, they’ll come back for more

Where would we start?
Giving each one of our towns a singular specific reason ‘why’ in the minds of consumers

- Having the ability to think ‘Reefton has X’, ‘I can’t wait to get to Hokitika to do X’ allows consumers to compartmentalise what we have to offer, to pick and choose what they want to experience, and not overwhelm themselves.

- We have already started this process with the Glacier County reposition, but we need to continue down this path throughout the Coast to create higher salience of each of our towns with consumers.

This begins to tackle our challenge of cutting through (without spending a lot) and starts to build ‘the dream’ in all consumers.

THINK: Mountain reflections at Lake Brunner, making Hokitika New Zealand’s ‘pounamu centre’, Reefton being a living Settler village.
This has been a One Picture presentation

One Picture believes the best opportunities come from rich, actionable consumer insights that are woven into smart and successful business outcomes. We’re dedicated to injecting the customer experience into the organisational bloodstream of our client partners.