



Specialist Area: Tourism Attraction Monitors

The tourism sector is a leading contributor to a sustainable New Zealand economy and provides many opportunities for private enterprise together with national, regional and local government bodies.

Visitor Attraction Monitors provide useful insights into the size, composition and characteristics of visitors to a tourist attraction market at both the regional level, when monitoring groups of attractions, and at the individual attraction level.

At the regional level, the survey monitors a sample of key attractions in an area and allows monitor participants to see the changing market characteristics and trends.

The Attraction Monitor surveys visitors to key attractions each month and the data is used to compare visitor activity. Data is collected on the number of visitors, visitor origins, domestic and international visitor numbers and total attraction visits. This gives a good indication of relative size and trends of the various international markets and the domestic market. Over time the data can be used to track trends year on year.

APR can also provide customised individual attraction research which can be based on attraction monitor information or surveys (developed in consultation with the client) which can incorporate statistics such as:

- Visitor numbers.
- Visitor origins.
- Key market.
- Method of travel.
- Customer experience ratings of key/secondary areas.
- Expenditure pattern at the venue and expenditure getting to a venue.
- Suggested improvements/areas that need improvement.
- Key performance indicators
- General comments.

The surveys assist clients identify strengths and weaknesses in their business marketing and help guide their business strategy development.

For more information on Attraction Monitors and Tourism Research, please contact APR Consultants on 0800-277-937.

APR Services:

Market Research

This is one of a series of APR information sheets available for download.

For more information about the range of APR Consultants services, please visit our website.

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