

Understanding the Connector Market:

How does South East Queensland Country fit with Connectors' ideal domestic holiday?

Research conducted via focus groups and an online survey with Connectors within 400km of South East Queensland Country plus a boost sample of Brisbane Connectors. For further information please contact: Research@tq.com.au

The Overlap between Connectors' holiday needs and wants and what they perceive SEQC offers:

Activities and attractions preferred by Connectors on their ideal holiday include: rainforests, waterfalls, gorges, shopping, markets as well as spectacular views, general sightseeing and taking daytrips to neighbouring destinations. Most Connectors envisage that these activities and attractions are currently available in SEQC.

Holiday experiences sought by Connectors include: being able to escape the crowds, getting there easily, natural attractions (including rivers and lakes) and locally grown produce. Typically Connectors already believe that SEQC is a place where you can have these holiday experiences.

Core drivers behind Connector's ideal holiday are to: relax, unwind and have a new experience. Connectors often describe relaxing as an absence of everyday responsibilities and routine. Whereas 'to unwind' is about having time away from your everyday life. Generally speaking, Connectors feel they would experience these core drivers in SEQC.

In addition, just under half of all Connectors mentioned that their ideal type of destination was a SEQC style destination (i.e. included national parks, rainforests, rivers or mountains). These Connector's are also looking for the following attributes on their ideal holiday - to get up and close to native wildlife, discover nature and explore the countryside. Further, these Connectors perceive that the aforementioned attributes match what is currently available in SEQC.

The Gap between Connectors' holiday needs and wants and what they perceive SEQC offers :

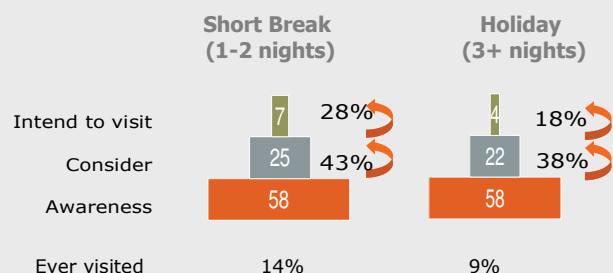
Other holiday experiences sought by Connectors include: something for the kids, value for money and safety. Currently Connectors do not strongly associate these experiences with SEQC. Connectors perceive SEQC does not have many attributes of interest for children and as such tend to think of SEQC as more of a place for couples. Further, Connectors don't always associate value for money with dollars, rather they may associate it with the ability of a destination to exceed their expectations. However, safety and affordable/value for money of SEQC had a stronger association with Connectors that have already been to SEQC, alluding that the issue is with the perception of the region rather than with the region itself.

Other core drivers behind Connector's ideal holiday are to: have fun and to leave the cares of the world behind. Having fun to a Connector is about doing something different to the norm whereas to 'leave the cares of the world behind' is about the length of time you are away on your trip - at this time, this driver may be hindered by SEQC being more commonly associated with a shorter break (1 or 2 nights away).

This diagram summarises how Connectors' ideal holiday needs and wants overlap with what they perceive SEQC offers. Highlighting these attributes can help motivate Connectors to "consider" or "intend" to take a trip to SEQC



Conversion of the model below is key to increasing visitation by Connectors to SEQC. This involves motivating Connectors who are aware of SEQC to "consider" or "intend" to take a trip there. To assist with this endeavour the research has focussed on SEQC fits with Connector's ideal holiday.



Awareness is a foundation measure

Current synopsis

Three in five Connectors are aware of SEQC as a holiday or short break destination. When asked what towns and attractions make up SEQC, Connectors are more familiar with the major centres (Toowoomba, Montville and Mt Tamborine), than what makes up the region as a whole.

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Considerations for the future...

Awareness and knowledge of SEQC is low.

SEQC holds greater appeal to Connectors as a short break destination, i.e. there are more Connectors who are considering or intending a short break to the region than a holiday.

SEQC is more appealing to couples than families. Connectors do not strongly associate SEQC with activities or attractions for children.

Connectors who have not taken a trip to SEQC do not perceive it as being value for money or safe.

Link the breadth of attractions to key experiences. This will help build SEQC as a place for fun as well as new experiences - in addition to giving them a reason to return. Other activities and attractions strongly associated with the region, that Connectors find attractive include: festivals, cultural events, hiking, bushwalking and wineries.

Embrace not being a classic beach holiday!

Reinforce areas where SEQC matches Connector's ideal holiday.

