



Understanding the Connector Market: How does Townsville fit with Connectors' ideal domestic holiday?

Research conducted via focus groups and an online survey with Connectors within 400km of Townsville 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 Townsville offers:

Activities and attractions preferred by Connectors on their ideal holiday include: festivals, tropical islands, beaches, shopping, rainforests, sightseeing, markets, daytrips and activities for children. Most Connectors envisage that these activities and attractions are currently available in Townsville.

Holiday experiences sought by Connectors often incorporate: access to natural water, water-based activities, something for the children and getting there easily. Connectors generally think that Townsville is a place where you can have these holiday experiences.

Core drivers behind Connectors' ideal holiday include to: rest, relax, unwind, de-stress and have fun. Typically, Connectors think they would be able to achieve this during a trip to Townsville.

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

Other holiday experiences Connectors seek include: a great holiday atmosphere, value for money, to escape the crowds, safety and great natural attractions. These experiences are not strongly associated with Townsville at present.

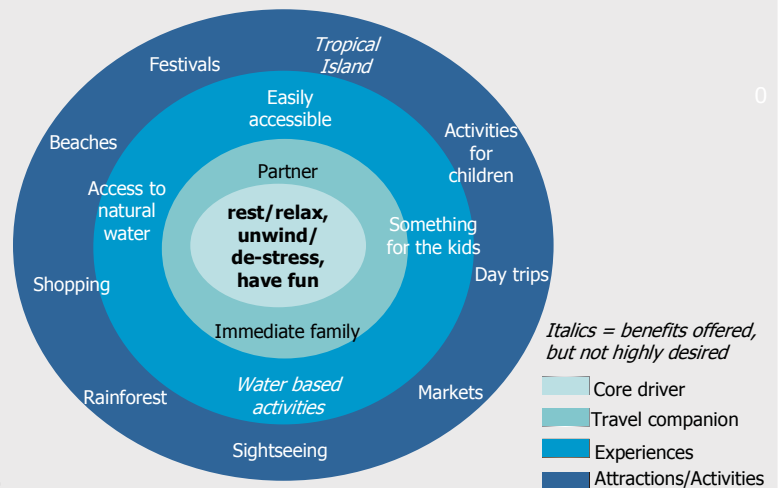
Other core drivers behind Connectors' ideal holiday are to: leave the cares of the world behind, explore and have new experiences. These needs are not strongly linked with Townsville.

Current synopsis

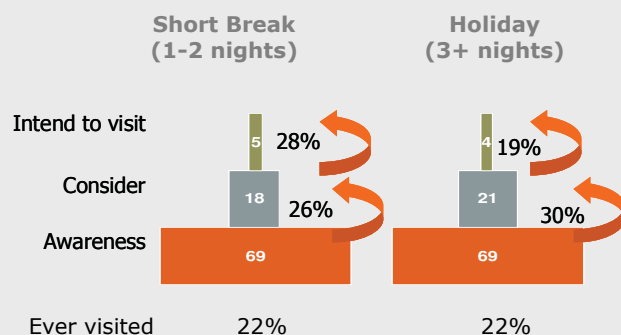
Seven in ten Connectors are aware of Townsville as a holiday or short break destination. Perceptions of the region are dominated by Townsville City and Magnetic Island.

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

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



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Awareness is a foundation measure

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Considerations for the future...

Currently Townsville is associated with the City of Townsville rather than the region and as such it is also linked with short breaks, having a vibrant nightlife, city lifestyle and being easily accessible.

Consideration to take a short break in the region is high and many Connectors do so frequently. This strong affiliation with the short break market means that Townsville is less associated with holidays (3 nights or more) and those core holiday drivers more commonly delivered by longer trips - a place to leave the cares of the world behind or as a place to explore and have a new experience.

Despite the perception that Townsville has much to offer in terms of attractions and activities, it lacks a compelling holiday proposition (experience) to attract visitors. Given this, consider linking the breadth of attractions with key experiences. Experiences give people a more emotional reason to visit. This in turn will help build Townsville as a place to explore and have new experiences as well as increase repeat visitation. Further, this will boost the likelihood of longer stays, leading to greater traction in the holiday market as well as help meet Connectors other core holiday needs.

Connectors are drawn to natural landscapes, particularly beaches for their holidays. As such there may be value in leveraging the beaches (including those in the city) and natural attractions of the region.

Key drawcards for Townsville City include: shopping, events and entertainment (e.g. Queensland Lifestyle). While these drawcards do not have mass appeal, they could be leveraged with younger singles/couples and the short break market.

Distinguishing between Townsville the holiday destination and Townsville City may help overcome perceptual barriers by raising Connectors awareness and knowledge beyond the city. The region and city both have potential in their own right to draw visitors.

Build awareness of attractions with high appeal such as Orpheous Island, Paluma and Wallaman Falls to complement the already strong appeal of Magnetic Island.

Reinforce in communications where Townsville matches Connector's ideal holiday

