

i-SITES and the New Zealand Visitor Experience

Summary findings of Tourism New Zealand's Visitor Experience Monitor 2007/08

i-SITE is New Zealand's official Visitor Information Network with over 80 locations nationwide, dedicated to providing a comprehensive, up-to-date information and a New Zealand wide booking service for activities, attractions, accommodation and transport.

This research has shown that the more information visitors have about a destination, the more satisfied they are with their experience. This summary looks at how i-SITES are delivering to international visitors, and provides a benchmark of performance on a number of service related aspects.

"Visitors agree that visiting an i-SITE is the best way to find out about a Region"

Research 1: i-SITES provide for a range of visitor information needs

International visitors use i-SITES for a range of different purposes. The two most common reasons are to gather regional information and to find/use maps. Significant segments are searching for activities/attractions, accommodation options in another region, suggesting the importance of having linkages with tourism products in other regions.

What international visitors are looking for when they visit i-SITES*



Research 2: Visitor satisfaction with i-SITES

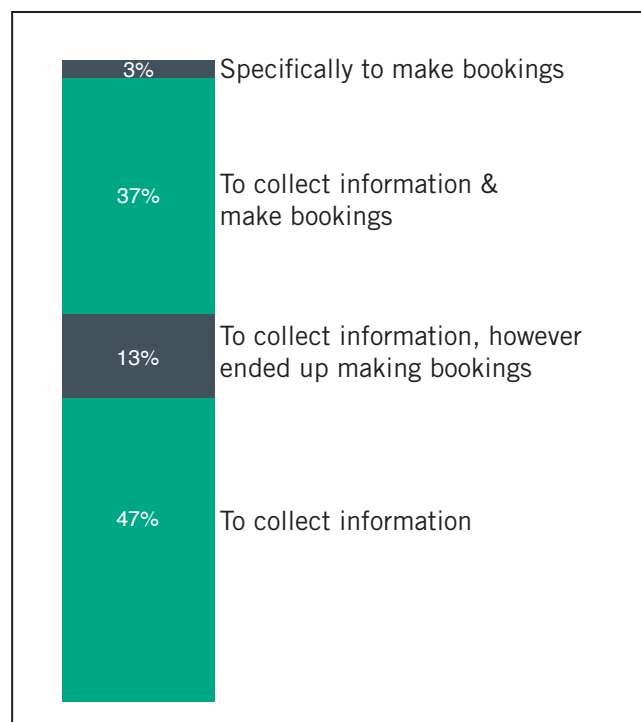
As the table below shows, international visitors are very satisfied with i-SITES and the services they provide. Visitors were most satisfied with the ability to make bookings and the information available to them at i-SITES.

Meeting your needs	8.6
Level of personal service	8.5
Knowledge of staff	8.5
Information available	8.7
Facilities	8.6
Making bookings	8.8

Satisfaction is measured on a 10 point scale, where 10 is 'Extremely satisfied' and 1 is 'Not at all satisfied'

Research 3: Reasons for visiting i-SITE

International visitors use i-SITES primarily as an information source in New Zealand, however as this research shows, over half also make bookings at i-SITES.



Research 4: Awareness of i-SITE

Half of i-SITE visitors were aware of the i-SITE network before arriving in New Zealand

