



# Takuya

Age: 39

Work: Partnership Manager

Family: Married

Location: Tokyo



## TAKUYA'S TRAVEL PREFERENCES

### BUDGET LUXURY

Prefers to travel in comfort.

### CITY NATURE

Keen to see New Zealand's spectacular natural landscapes and scenery.

### OBSERVE IMMERSE

Happy to observe New Zealand culture, not interested in immersing himself like a local.

### INDIVIDUAL GROUP

Plans to use a hire car for some parts of the trip, but may use a tour bus if hesitant about driving in New Zealand.

### RELAXATION EXCITEMENT

Wants to have a good time and is interested in relaxing and recharging. Little interest in high adrenaline activities.

### STRUCTURE SPONTANEOUS

Most activities will be planned, with some flexibility in the schedule.

## JAPANESE VISITOR FACTS

**45%**  
under 35

**55%**  
university educated

**7%**  
household income  
above ¥15,000,000



### TOP PREFERRED COUNTRIES TO VISIT:

New Zealand  
Australia  
Hawaii  
Guam

## WHY NEW ZEALAND FOR TAKUYA?

Takuya and his partner have heard so many amazing things about New Zealand's natural environment and want to experience it for themselves. They want to visit spectacular landscapes and scenery, while having a relaxing break from their busy life in Tokyo.

**MY EVERYDAY LIFE IN TOKYO:**

- ✓ Busy
- ✓ Time-poor
- ✓ Hard-working
- ✓ Vibrant city lifestyle

**NEW ZEALAND APPEAL:**

- ✓ Relax and rejuvenate
- ✓ A break from his busy life
- ✓ Landscape and scenery

### DESIRES FOR MY HOLIDAY:

Interested in relaxing activities while in New Zealand, including enjoying local cuisine, short walks, hot pools and breath-taking scenery.

## TOP ACTIVITIES

- Natural landscapes and scenery
- Short walks
- Hot pools
- Local food and wine

## LIKELY ITINERARY



## OUTLINE OF TAKUYA'S NEW ZEALAND HOLIDAY

Approx  
\$3,100 pp

1-week stay

Structured  
sightseeing

Hotel-based

Bus travel/  
hire car

## TAKUYA'S EXPERIENCE AS A FREE INDEPENDENT TRAVELLER (FIT) TO NEW ZEALAND:

- Takuya and his partner are planning most of their trip through a travel agent who can help them make the most out of their time in New Zealand
- They're not interested in high adrenaline activities, they want to come to New Zealand to have a good time and to feel refreshed and recharged
- They will mostly stay in hotels and will hire a car for parts of their trip. Takuya is a little hesitant about driving in New Zealand so will also look to use tour buses to visit attractions
- During their holiday they will travel around both the North and South Island, visiting some of the major tourist spots. They won't have enough time for lesser known areas
- Takuya and his partner are interested in relaxing activities while in New Zealand, including local cuisine, short walks, hot pools and breath-taking scenery
- Seeing the beautiful natural landscapes and scenery are a top priority for Takuya and his partner, including mountain ranges, beaches, lakes and rivers, and other natural attractions that make New Zealand unique.

## WHAT MAY IMPROVE TAKUYA'S VISITOR EXPERIENCE?

- Safe exploration — providing options that meet his need for safety and security
- Itineraries within New Zealand that feel easy e.g. Short internal flights
- Create a sense of familiarity & connection
- Enable them to experience Māori culture — highlight what's different and unique about New Zealand.

*“When we do travel internationally, we want somewhere safe and easy to travel around with good quality accommodation, so we can have a comfortable stay, and somewhere that has plenty for us to do!”*