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**An Exploration of Tourism, Seasonality, and Market
Development in Northland, New Zealand.**

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requirements for the degree of**

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Abstract

This thesis examines the issue of seasonality of demand in Northland's tourism industry. It approaches this topic from both the demand and supply sides of the tourism industry. The thesis reviews the seasonality literature as it relates to tourism and highlights the paucity of recent research on this issue. The results are presented from three separate surveys of the stakeholders with a vested interest in this issue. A sample of 548 Auckland residents is examined and their potential contribution to Northland's tourism industry is evaluated in relation to seasonality issues. A sample of 23 of Northland's tourism-related businesses is also examined to gain an understanding of the severity of the region's seasonality problems and to show how affected businesses are coping. A sample of 534 visitors to Northland is also examined to assess their experiences of the region and its tourism-related businesses. Together these surveys provide a more holistic assessment of tourism and seasonality and the interrelationship between the factors which shape patterns of holiday travel in the region. The study identifies the groups of visitors most prone to seasonality and also identifies disparities between the behaviours of the sample groups. This may offer a number of options for lessening seasonality and its effects in the region.

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Table of Contents

<i>List of Figures</i>	<i>ix</i>
<i>List of Maps</i>	<i>xi</i>
<i>List of Tables</i>	<i>xii</i>

1. Introduction	1
2. Literature Review	5
2.1 Definitions of seasonality	5
2.2 Seasonality is not unique to the tourism industry	7
2.3 Seasonality's importance to tourism	7
2.4 Potential problems associated with tourism seasonality	8
2.4.1 Problems experienced by tourism operators	9
2.4.1.1 Cost-spreading	10
2.4.1.2 Facility use	10
2.4.1.3 Staffing	10
2.4.2 Problems for seasonal employees	13
2.4.3 Problems for local residents and environment	13
2.4.4 Problems for the tourist	14
2.5 Responses to seasonality's problems	15
2.5.1 The product mix	16
2.5.2 Market diversification	16
2.5.3 Pricing	17
2.5.4 Other	19
2.6 Positive aspects of seasonality	20
2.7 Summary	21
3. Review of the Northland Region	23
3.1 Geography and attractions	23
3.2 Society and industry	23
3.3 Tourism in New Zealand	25
3.4 Tourism in Northland	25

3.4.1	Special events	28
3.5	Climate	30
4.	Survey of Auckland Residents	33
4.1	Methodology	33
4.1.1	Introduction	33
4.1.2	Research objectives	33
4.1.3	Sample design	33
4.1.4	Research strategy and data collection	34
4.1.5	Data analysis	34
4.1.6	Limitations	34
4.2	Demographics	35
4.2.1	Sex	35
4.2.2	Age	35
4.2.3	Income	35
4.2.4	Location	38
4.3	Travel profile of respondents	40
4.3.1	Recent travel	40
4.3.2	Factors affecting the likelihood of visiting an area of New Zealand	40
4.3.2.1	Kruskal-Wallis tests	43
4.3.2.2	Factor analysis	48
4.3.2.3	Cluster analysis and cross-tabulation	48
4.3.3	Influences on the timing of international and domestic travel	51
4.3.3.1	Kruskal-Wallis tests	51
4.3.3.2	Factor analysis	55
4.3.4	Timing of domestic travel	56
4.3.4.1	Kruskal-Wallis tests	56
4.3.4.2	Factor analysis	61
4.3.4.3	Cluster analysis	61
4.3.4.4	Season of domestic travel	63
4.4	Attracting visitors during the low season	63
4.4.1	Kruskal-Wallis tests	64
4.4.2	Factor analysis	65
4.4.3	Cluster analysis	67
4.5	Factors affecting the choice of domestic destination	67

4.5.1	Kruskal-Wallis tests	71
4.5.2	Factor analysis	72
4.6	Summary	72
5.	Survey of Auckland residents: Northland section	77
5.1	Introduction	77
5.2	Demographics	77
5.3	Reasons for travelling to Northland	79
5.3.1	Kruskal-Wallis tests	80
5.3.2	Factor analysis	82
5.4	Pattern and timing of Northland travel	82
5.4.1	Factor analysis	86
5.5	Sample's length of stay in Northland	87
5.5.1	Kruskal-Wallis tests	87
5.5.2	Length of stay and weather	89
5.6	Accommodation used while in Northland	89
5.6.1	Kruskal-Wallis tests	91
5.6.2	Factor analysis	91
5.7	Areas of Northland visited	91
5.7.1	Kruskal-Wallis tests	93
5.7.2	Factor analysis	96
5.8	Visitor Information Network	96
5.8.1	Kruskal-Wallis tests	99
5.9	Twin Coast Discovery Highway Awareness	99
5.9.1	Kruskal-Wallis tests	100
5.10	Competitiveness of Northland as a domestic destination	100
5.11	Tourist opinions of Northland	102
5.11.1	Kruskal-Wallis tests	102
5.11.2	Factor analysis	105
5.12	Summary	105
6.	Survey of Northland's Tourism-Related Businesses	107
6.1	Introduction	107
6.2	Methodology	107
6.2.1	Research objectives	107
6.2.2	Sample design	108

6.2.3	Research strategy and data collection	108
6.2.4	Data analysis	108
6.2.5	Limitations	109
6.3	Profile of respondents	109
6.3.1	Location	109
6.3.2	Primary tourism-related activity	109
6.3.3	Ownership	109
6.3.4	Age of business	111
6.3.5	Turnover	111
6.3.6	Customer origin	111
6.4	Seasonality and respondents	113
6.4.1	Timing of respondent's seasonality	113
6.4.2	Severity	113
6.4.3	Problems	116
6.4.4	Capacity	116
6.4.5	Seasonal employment	116
6.5	Respondents' views on reducing seasonality	118
6.6	Respondents' use of advertising	120
6.7	Respondents' opinions of various ways of attracting visitors during the low season compared to the opinions of Auckland residents	120
6.8	Trends in seasonality in Northland	120
6.9	Respondents and the Visitor Information Network	120
6.10	Other comments	123
6.11	Summary	125
7.	Northland Visitor Satisfaction Survey	126
7.1	Introduction	126
7.2	Methodology	126
7.2.1	Research strategy and data collection	126
7.2.2	Data analysis	126
7.2.3	Limitations	127
7.3	Demographics	127
7.3.1	Sex	127
7.3.2	Age	127
7.3.3	Origins	127
7.4	Location and type of participating businesses	129

7.5	Awareness and usage of participating businesses	129
7.6	Important attributes of participating businesses	131
7.7	Impressions of participating businesses	134
7.8	Respondents' Northland travel patterns	134
7.9	Summary	134
8.	Implications	137
8.1	Seasonality	137
8.2	Low season inducements	140
8.3	Promotion	141
8.4	Visitor Information Network	142
9.	Conclusions	144
	References	147
Appendix A: Auckland Residents Questionnaire		
Appendix B: Northland Businesses Questionnaire		
Appendix C: Visitor Satisfaction Questionnaire		

List of Figures

<u>Figure</u>	<u>Page</u>
1.1: Structure of the study	3
2.1: Seasonality	6
2.2: A pattern of seasonal demand (artificial)	6
2.3: Seasonal cash flow management	11
2.4: Seasonal price banding for inclusive holidays	18
2.5: Seasonal demand	18
3.1: Mean air temperatures 1961 – 1998	31
3.2: Mean annual rainfall	31
4.1: Age distribution of respondents	36
4.2: Age of respondents according to sex	37
4.3: Distribution of income of respondents	37
4.4: Boxplots of income distribution by age group	37
4.5: Boxplots of the distribution of income by sex	39
4.7: Dendogram showing clusters present in the factors affecting the likelihood of Auckland residents visiting an area of New Zealand	50
4.8: Months during which respondents undertake domestic travel	57
4.9: Month travel was completed – 1989	58
4.10 Dendogram showing clusters present in the months during which Auckland residents undertake domestic travel	62
4.11: Season of the destination during which respondents usually visit	62
4.12: Dendogram showing clusters present in the factors likely to prompt Auckland residents to travel during the low season	68
4.13: Income distribution of age group 1	73
4.14: Income distribution of age group 6	75
5.1: Reasons given by respondents for travelling to Northland	78
5.2: Number of times respondents have visited Northland in the last year	84
5.3: Months of the year during which respondents travel to Northland	84
5.4: Total guest nights: Northland area – 1998	85
5.5: Number of nights respondents usually spend in Northland	88
5.6: Means of the usual number of nights spent in Northland by age	88
5.7: Has length of stay in Northland ever been affected by the weather?	88
5.8: Forms of accommodation usually used by respondents while in Northland	90
5.9: Areas of Northland visited by respondents	92
5.10: Number of visits by location visited	92

5.11: Awareness and usage of the Visitor Information Centre Network	97
5.12: Awareness of Northland's Twin Coast Discovery Highway	101
6.1: Businesses surveyed by location	110
6.2: Businesses surveyed by primary tourism-related activity	110
6.3: Businesses surveyed by ownership	110
6.4: Respondents surveyed by main motivation for owning/operating the business	112
6.5: Years of operation of businesses surveyed	112
6.6: Businesses surveyed by approximate annual turnover	112
6.7: Busiest months for Northland businesses	114
6.8: Quietest months for Northland businesses	114
6.9: Problems associated with seasonality as experienced by respondents	117
6.10: Main problem respondents experience in relation to their facility capacity	117
6.11: Respondent's preferred pattern of demand for their business	119
6.12: The methods respondents are using to attain an even demand pattern	119
6.13: Forms of advertising used by respondents	119
6.14 The history of seasonality in Northland's tourism based businesses	122
6.15: Membership of particular Visitor Information Centres	122
7.1: Age of respondents	128
7.2: Origin of respondents	128
7.3: Origin of New Zealand respondents	130
7.4: Locations of participating businesses	130
7.5: Participating businesses by type	130
7.6: Why the services of the business were used	132
7.7: Number of times business had been used in the past	132
7.8: Impression of particular participating business	133
7.9: Likelihood of respondent recommending particular business to friends	135
7.10: Respondents' past visitation to Northland	135
7.11: Plans for visiting Northland in the coming year	135

List of Maps

<u>Map</u>	<u>Page</u>
3.1: The Northland region	24
5.1: Movement patterns of Northland Visitors derived from Tourist Visitor Survey, 1997-8	94
5.2: Movement patterns of New Zealand Northland visitors derived from tourist visitor survey 1997-8 and showing differential flow patterns	95
5.3: Northland's Visitor Information Centres	98

List of Tables

<u>Table</u>	<u>Page</u>
3.1: Comparison of the origins of Northland's domestic tourism market 1988, with author's research	27
3.2: Location and Type of Events: 1996 (ranked by number of events)	27
3.3: Events by location and month	29
3.4: Average number of visitors per event per region, 1998	29
4.1: Basic demographics of respondents	36
4.2: Location of proportion of respondents	39
4.3: Simplified locations and their proportion of respondents	39
4.4: Destinations travelled to by Auckland residents in the last year	41
4.5: Factors affecting the likelihood of Auckland residents visiting an area of New Zealand (in order of attraction)	41
4.6: Crandall's list of motivations	42
4.7: Kruskal-Wallis test significant p-values for the influence of various factors on the likelihood of Auckland residents visiting an area of New Zealand, by sex	45
4.8: Kruskal-Wallis test significant p-values for the influence of various factors on the likelihood of Auckland residents visiting an area of New Zealand, by age	45
4.9: The conventional life-stage scenario	45
4.10: Kruskal-Wallis test significant p-values for the factors affecting the likelihood of Auckland residents visiting an area of New Zealand, by income	47
4.11: Factors present in the factors affecting the likelihood of Auckland residents visiting an area of New Zealand	47
4.12: Determinants of the timing of domestic travel (in descending order of importance)	50
4.13: Determinants of the timing of overseas travel (in descending order of importance)	50
4.14: Kruskal-Wallis test p-values for the determinants of the timing of domestic travel by sex	53
4.15: Kruskal-Wallis test p-values for the determinants of the timing of domestic travel, by age	53
4.16: Kruskal-Wallis test significant p-values for the determinants of the timing of overseas travel, by sex	53
4.17: Kruskal-Wallis test significant p-values for the determinants of the timing of overseas travel, by age	53
4.18: Factors present in the factors affecting the timing of Auckland residents' domestic travel	57
4.19: Factors present in the factors affecting the timing of Auckland residents'	

international travel	57
4.20: Kruskal-Wallis test significant p-values for the timing of domestic travel, by sex	60
4.21: Kruskal-Wallis test significant p-values for the timing of domestic travel, by age	60
4.22: Factors present in the months during which Auckland residents undertake domestic travel	60
4.23: Effectiveness of various factors in prompting travel to a destination during its low season (in descending order of effectiveness)	62
4.24: Kruskal-Wallis test significant p-values for the effectiveness of various factors in prompting travel to a destination during its low season, by sex	66
4.25: Kruskal-Wallis test significant p-values for the effectiveness of various factors in prompting travel to a destination during its low season, by age	66
4.26: Kruskal-Wallis test significant p-values for the effectiveness of various factors in prompting travel to a destination during its low season, by income	66
4.27: Factors present in the factors likely to prompt Auckland residents to travel during the low season	68
4.28: The five primary sources of consumer information	70
4.29: Factors affecting the choice of a domestic holiday destination (ranked by mean in order of influence)	70
4.30: Kruskal-Wallis test significant p-values for factors affecting the choice of domestic holiday destination, by sex	70
4.31: Kruskal-Wallis test significant p-values for factors affecting the choice of domestic holiday destination, by age	73
4.32: Factors present in the factors influencing the timing of domestic holidays	73
5.1: Basic demographics of respondents	78
5.2: Demographics from Page's Northland visitor survey	78
5.3: Domestic visitor expenditure by reason for visit 1989/90	81
5.4: Kruskal-Wallis test significant p-values for reason for Northland travel, by sex	81
5.5: Kruskal-Wallis test significant p-values for reason for Northland travel, by age	81
5.6: Factors present in the reasons for travelling to Northland	81
5.7: Factors present in the months respondents travel to Northland	85
5.8: Kruskal-Wallis test significant p-values for the form of accommodation usually used in Northland by age	90
5.9: Factors present in the accommodation used while in Northland	90
5.10: Kruskal-Wallis test significant p-values for areas of Northland visited, by age	97
5.11: Factors present in the areas visited while in Northland	97
5.12: Perceived competitiveness of Northland as a New Zealand destination	

(ranked by mean in order of competitiveness)	101
5.13: Opinion of statements concerning Northland (in order of agreement)	101
5.14: Kruskal-Wallis test significant p-values for opinions of Northland, by sex	101
5.15: Kruskal-Wallis test significant p-values for opinions of Northland, by age	104
5.16: Factors present in the opinions of Northland	104
6.1: Origin of customers by business type	114
6.2: Severity of seasonality problems by location of business (in order of severity)	115
6.3: Severity of seasonality problems by main activity of business (in order of severity)	115
6.4: Mean number of employees of businesses by season	117
6.5: Mean number of employees of businesses by season and business type	117
6.6: Respondents' views of the effectiveness of various factors in attracting visitors to Northland in the low season (in order of effectiveness)	121
6.7: Usefulness of Visitor Information Centres to respondents by business type (in order of perceived usefulness)	122
7.1: Importance of various attributes of participating businesses (ranked by mean in order of importance)	133
7.2: Rating of established attributes of particular business (ranked by mean response in order of approval)	133