

DESTINATION PERCEPTIONS

Front of mind perceptions of locations are critical for destination marketing. These show what the potential domestic market believe a location to offer or represent, and can be different from what those in charge of the destination brand say it can deliver.

Front of mind destination perceptions are built from first hand visits and experience but also come from reputation, word of mouth and increasingly, what can be found on social media channels.

The data comes from a nationally representative survey of New Zealanders. For more information, please contact liz@researchfirst.co.nz

©Research First, July 2022

