

# **Exploring the potential of VFR travel for a destination recovery after crises**

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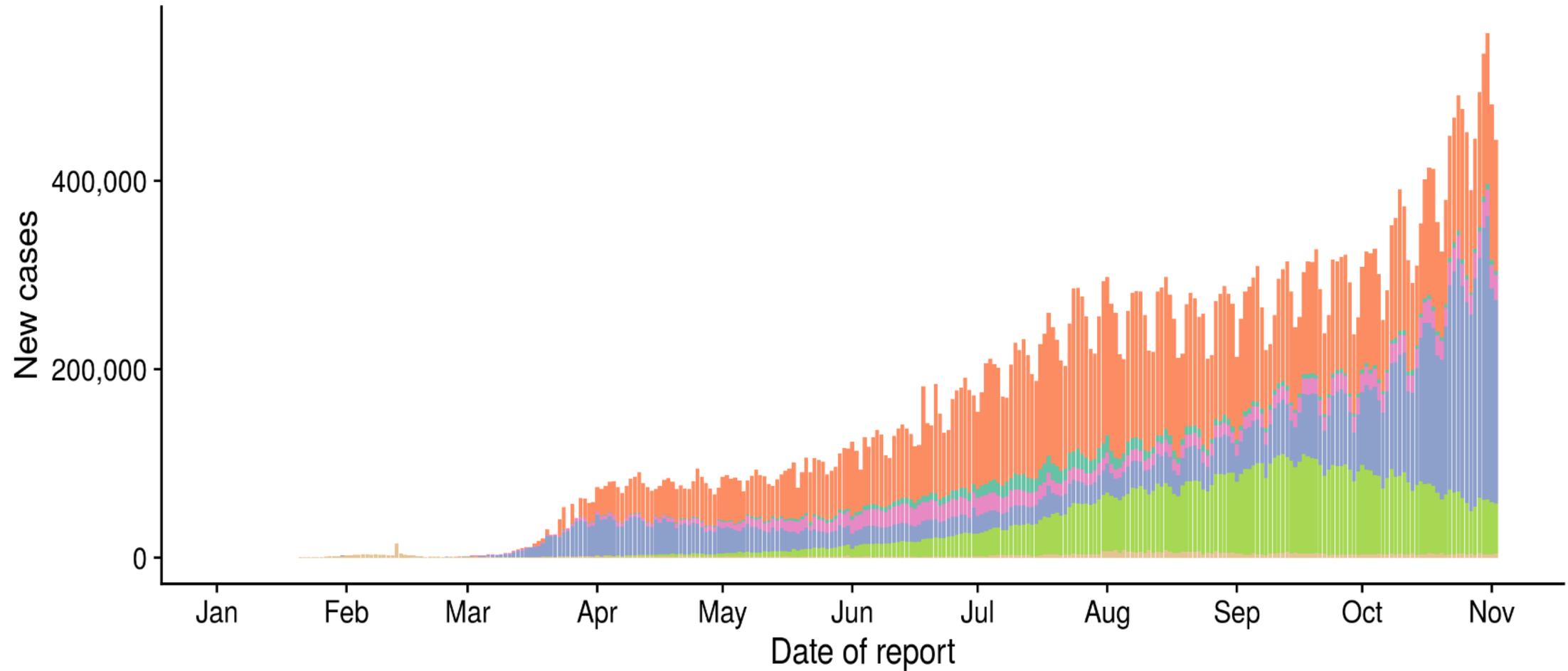
# Table of contents

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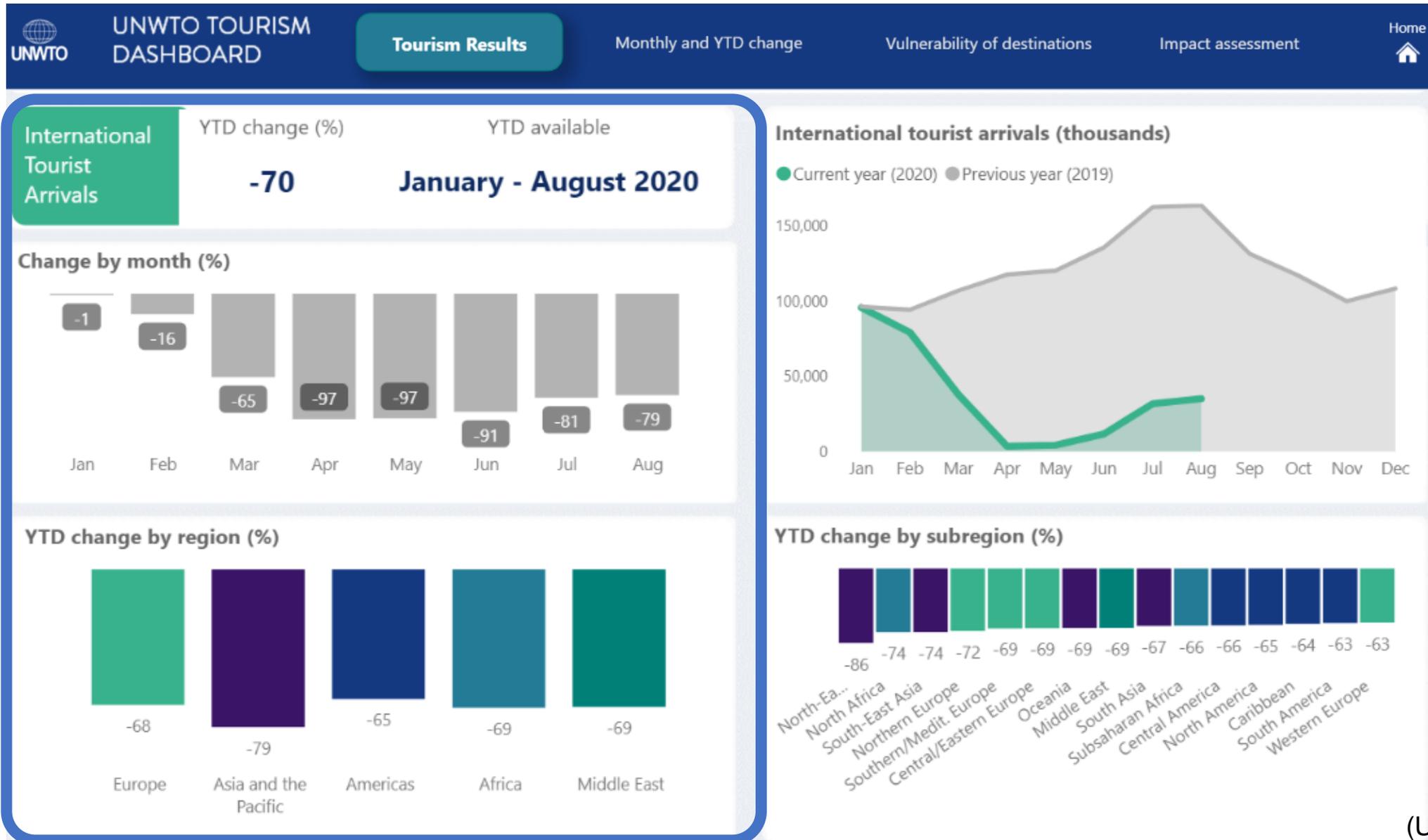
1. Background
2. Introduction
3. Extended literature review
4. Preliminary insights and findings
5. Future research direction

# Background

New confirmed cases, by date of report (n = 46,840,783)



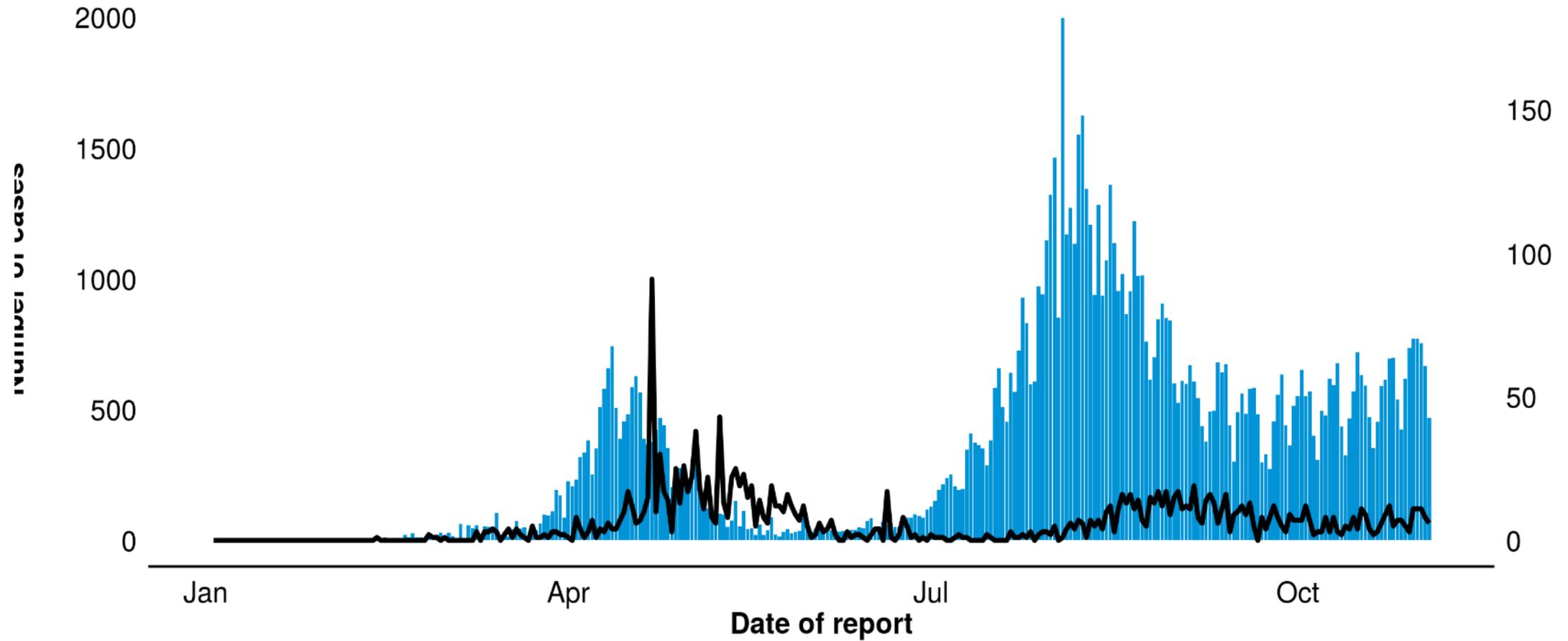
# Background



# Background

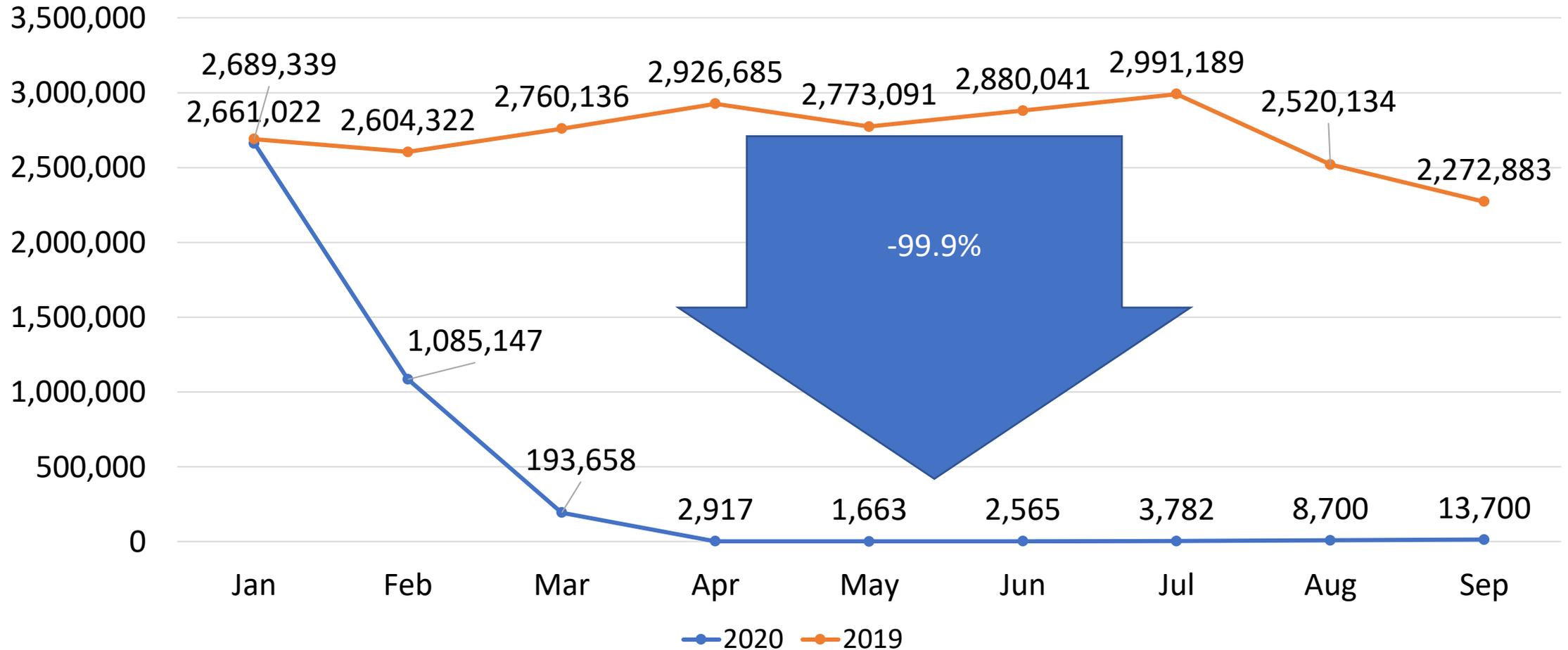
## Japan

102,281 cases, 1,780 deaths

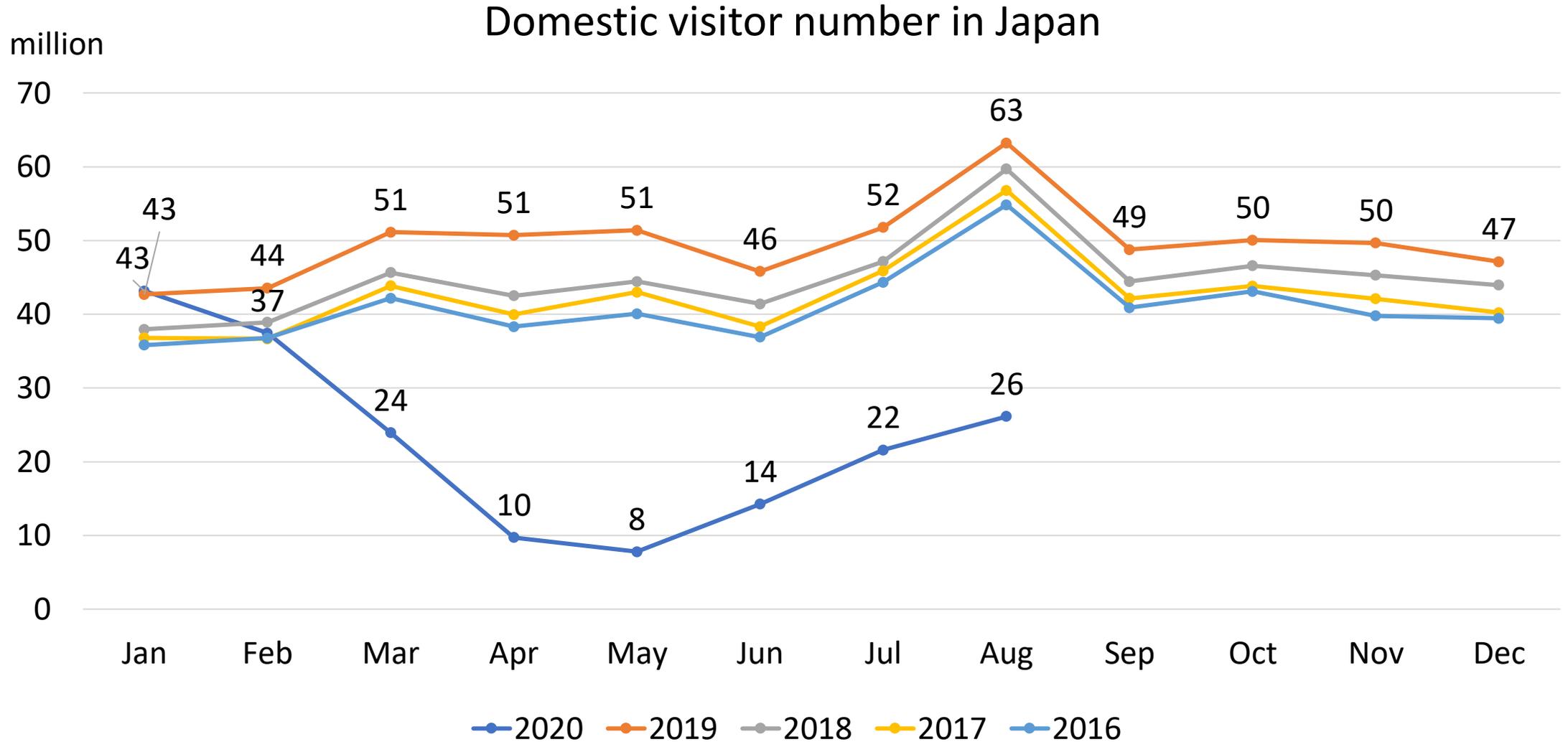


# Background

## Inbound visitor number to Japan



# Background



# Introduction

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VFR market was promoted at some destinations in the post-crisis period since it is more resilient than other markets.

(e.g., UKOK campaign in 2002 and Great Kiwi Invite campaign in 2009)

# Introduction

## UKOK campaign

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### Britain rules, UKOK?



▲ The unveiling this morning of the new slogan at the Tower of London

It does not slip easily off the tongue and could be mispronounced. But government authorities have decided the four-letter phrase, "UKOK", is the perfect way to encourage tourists back to Britain.

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### BTA pins hopes on UKOK campaign

Jan 25th 2002, 12:27

f t in G+

THE British Tourist Authority is hoping its new global logo UKOK will emulate the highly successful I Love New York slogan.

UKOK will front a £5 million marketing campaign to lure visitors back to Britain after last year's disasters of foot and mouth and September 11, which cost the country £2 billion in lost tourism revenue (*Travel Weekly*, January 7).



# Introduction

Purpose Year	VFR (thousand)		Holiday (thousand)		Business (thousand)		Other (thousand)	
	Visitor number	Change between years	Visitor number	Change between years	Visitor number	Change between years	Visitor number	Change between years
2000	5,834		9,302		7,322		2,750	
2001	5,898	64	7,585	-1,717	6,778	-543	2,574	-177
2002	6,398	500	7,735	150	7,158	380	2,888	314
2003	6,978	580	7,973	238	6,967	-191	2,797	-91
2004	7,861	882	9,275	1,302	7,470	503	3,149	352

# Introduction

## Great Kiwi Invite campaign

### Invite your friends, relatives to NZ: Key

31 Jul, 2009 11:37 AM

2 minutes to read



PM John Key has launched a campaign to get Kiwis to convince overseas friends and relatives to visit New Zealand. Photo / Sarah Ivey

Herald online



Prime Minister John Key wants all New Zealanders to invite their overseas relatives and friends to visit here.



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**NEW ZEALAND**

## Great Kiwi Invite campaign launched to boost tourism

8:22 pm on 31 July 2009

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**Prime Minister John Key has launched a tourism campaign encouraging New Zealanders to invite friends and family based overseas to visit here.**

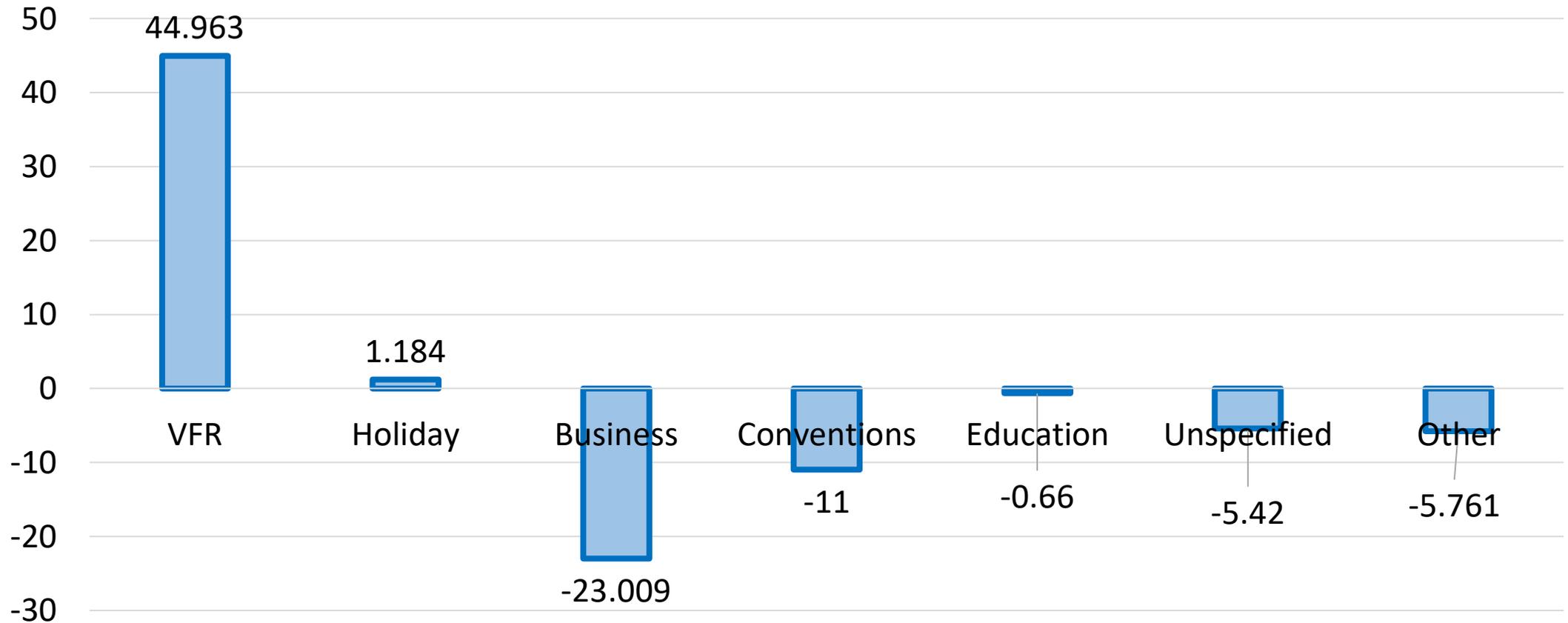
The Great Kiwi Invite campaign, which will run for four weeks, was launched in Auckland on Friday, the 10th anniversary of the highly successful "100% Pure New Zealand" marketing campaign.

(New Zealand herald, 2009; New Zealand Tourism, 2009; Radio New Zealand, 2009)

# Introduction

Fluctuation of inbound visitor number to NZ between 2008 and 2009  
by purpose of travel

thousand



# Introduction

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VFR market was promoted at some destinations in the post-crisis period since it is more resilient than other markets.

(e.g., UKOK campaign in 2002 and Great Kiwi Invite campaign in 2009)



How about the case of COVID-19?

(e.g., with/after COVID-19)

# Extended literature review

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VFR travellers are not only resilient but also travel immediately after certain crises (Senbeto & Hon, 2020).



## **COVID-19: Difficulty of when to start recovery marketing**

In some situations where crises or disasters linger with no clear ending, it may be difficult to implement recovery marketing until the all clear is given (Ritchie et al., 2003).

# Extended literature review

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VFR travellers staying with their hosts are crucial to recover the tourism economy in suburbs and they have similar behaviours to the local residents (Backer & Ritchie, 2017).



## **COVID-19: Possibility to be a risk, threat and spreader**

VFR travellers may be threat and spreaders of diseases for local areas and businesses (Ma et al., 2020).

# Extended literature review

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The major focus of VFR travel is on reuniting families and friends, and it prolongs close contact (Peters et al., 2020).



## **COVID-19: Risk to get infected for travellers and hosts**

VFR travellers and hosts may be at risk of acquiring infections (Angell & Behrens, 2020).

# Extended literature review

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Domestic VFR travel is less risky and more suitable than international VFR travel to promote in the post-crisis period (Backer & Ritchie, 2017).



## **COVID-19: No completely safe VFR market**

Both domestic and international VFR travellers may carry health risks in the destination trying to recover (Peters et al., 2020).

# Preliminary insights and findings

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COVID-19: Difficulty of when to start recovery marketing

COVID-19: Possibility to be a risk, threat and spreader

COVID-19: Risk to get infected for travellers and hosts

COVID-19: No completely safe VFR market

Effectiveness of VFR travel for recovery marketing:  
Resilience, benefit in suburbs and domestic, and long length of stay

# Future research direction

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With/after COVID-19,

1. Revealing the ability and resilience of the VFR market for destination recovery
2. Developing a new VFR marketing concept, strategy and model for destination recovery
3. Identifying the potential to develop the VFR market between rural areas for destination recovery

# Summary

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## Background

Profound impact of COVID-19 on tourism

Extended literature review/  
Preliminary insights and findings

Controversy and limited understanding of the effectiveness of the VFR market with/after COVID-19

## Introduction

Effectiveness of the VFR market for the past destination recovery marketing

## Future research direction

Potential of destination recovery marketing, using the VFR market, with/after COVID-19

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Thank you for your attention

