



FIRST.

Searching for Campervans Online

Which websites are maximising their market share?



Calculating share of search

- Rankings Based Reach (RBR)* provides a simple way to compare a website's search engine rankings with its competitors.
- RBR is an estimate of the percentage of available search traffic a website will receive for a set of phrases – this gives the sites share of search or reach.
- It is weighted based on the popularity of each search phrase and the relative click through rate (CTR) of each ranking position.

Selected sites

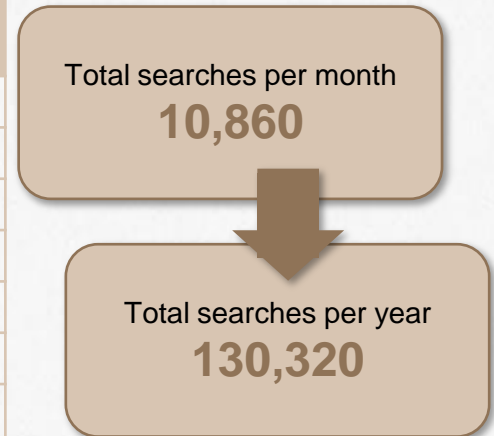
Leading New Zealand motorhome & campervan sites were selected for Ranking Based Reach (RBR) performance analysis.

Sites	
alphacampervans.co.nz	mightycampers.co.nz
apollocamper.co.nz	nzrentals.keacampers.com
britz.co.nz	rvsupercentre.co.nz
cheapacampa.co.nz	spaceshipsrentals.co.nz
escaperentals.co.nz	unitedcampervans.co.nz
hippiecamper.co.nz	wendekreisen.co.nz
jucy.co.nz	wickedcampers.co.nz
luckyrentals.co.nz	wilderness.co.nz
maui.co.nz	

What are people in NZ searching for?

In order to investigate which websites are leading in search we researched frequently used motorhome & campervan - related phrases.

Search Phrase	Searches per month in NZ	Search Phrase	Searches per month in NZ
campervan hire nz	5400	motorhome hire nz	170
campervan hire	1000	campervan hire queenstown	110
campervan hire auckland	480	nz campervan hire	110
campervan hire christchurch	480	campervan rental new zealand	110
cheap campervan hire nz	390	campervan hire nelson	110
motorhome hire	320	christchurch campervan hire	110
motorhome rental	260	small campervan hire new zealand	90
campervan hire wellington	260	new zealand campervan hire	90
campervan hire new zealand	260	campervan rentals nz	90
campervan rental	260	cheap campervan hire	90
campervan rental nz	210	campervans for hire nz	70
camper van hire	170	motorhome hire new zealand	50
motorhome rental nz	170		

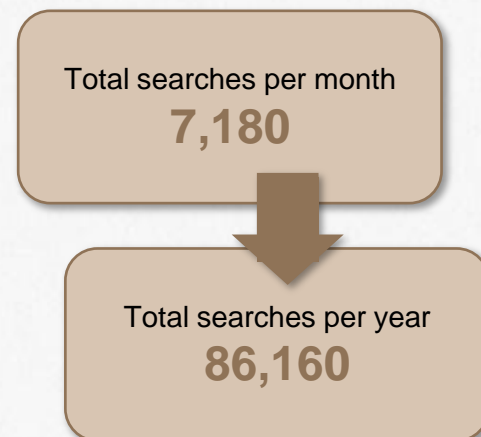


Source: Google Keyword Planner, New Zealand, July 2014

What are people in Australia searching for?

In order to investigate which websites are leading in search we researched frequently used motorhome & campervan - related phrases made by Australians who wish to hire a campervan in New Zealand.

Search Phrase	Local searches per month
campervan hire new zealand	2900
new zealand campervan hire	880
motorhome hire new zealand	880
campervan hire nz	720
nz campervan hire	480
cheap campervan hire new zealand	320
new zealand motorhome hire	320
campervan rental new zealand	260
campervan hire christchurch	210
campervan hire auckland	210



Source: Google Keyword Planner, Australia, August 2014

Google: Search engine results page 1 (NZ)

What the consumer sees: The top of the Google search results page for a search on “campervan hire”

campervan hire

Web Maps Images Videos News More Search tools

About 915,000 results (0.29 seconds)

Campervans from \$49/Day - Discovery-Motorhomes.co.nz
Ad www.discovery-motorhomes.co.nz/NZ
Hire a Campervan in NZ for Less Compare Top Brands & Save Now!
Free Quotes - Specials - Auckland Campervans

Cheap Campervan Hire NZ
Ad www.campervanhiresalefinder.co.nz/
Hunt Down NZ's Best Camper Rentals. 20 Depots, Huge Savings, Book Now!
Campervan Hire New Zealand has 137 followers on Google+
Sale Finder Deals - Exclusive Early Bird Sale - 20+ Depots In New Zealand

Campervan Hire NewZealand - ApolloCamper.co.nz
Ad apollocamper.co.nz/Hot_Deals_55%OFF
Up to 55% Off Apollo NZ Rentals Book Direct with Apollo Motorhomes®

Motorhome Hire - Campervan Hire - Maui Motorhomes New ...
www.maui.co.nz/motorhome-hire/Pages/default.aspx
maui's range of motorhomes is for those of us who like camping in style and treasure our creature comforts - perfect if you want a luxury motorhome to hire.
Platinum Beach - Ultima - Platinum River - 6 Berth ... - Buy a Maui Motorhome

Campervan Hire NZ - RV, Motorhome & Car Rental - Maui ...
www.maui.co.nz/
Maui New Zealand offers motorhome rental, RV, car and campervan hire NZ. See our full range of motorhomes & campervans and book your campervan holiday ...

Apollo Camper: Motorhome Rentals & Campervan Hire in ...
www.apollocamper.co.nz/
pollo Motorhome Holidays offers GREAT RATES and service for Campervan Hire in New Zealand. Visit our website to book your next NZ Motorhome Rental and ...

United Campervan Rentals
www.alphacampervans.co.nz
1 Google review · Google+ page

JUCY Car Rental and Campervan Hir...
www.jucy.co.nz
3.4 ★★★★★ 6 Google reviews · Google+ page

Rental Car Village
www.rentalcarvillage.com
Google+ page

Spaceships New Zealand Campervans
www.spaceshipsrentals.co.nz

36 Richard Pearse Dr Mangere, Auckland 09-275 9919

2-16 The Strand, Parnell Auckland 0800 399 736

12 Pavilion Dr Mangere 09-255 5444

60 Walls Rd Penrose, Auckland

Map for campervan hire

Ads

Sweet As Campers Hire
www.sweetascampersnz.co.nz/
NZ Wide Campervan Rentals. From \$50 Per Day. Free Quote. Book Now.

Britz™ Campervans Hire
www.britz.co.nz/campervans
Your Kiwi Adventure Starts Here — Check Out Our Extensive Range Now!
36 Richard Pearse Drive, Mangere 09-255 3910

Explorer Camper Hire
www.explorercampers.co.nz/
For independent Adventure travel Fully Equipped - no hidden costs
31 Carbine Rd, Auckland 09-580 0014

Cheap Campervan Hire UK
www.spaceshipsrentals.co.uk/
The cheapest campervans for Hire in the UK and Europe. No hidden extras

Campervans Hire
www.cruisinmotorhomes.com.au/
Perfect Travel Experience. 5% Off!
Travel this Winter in a Campervans.

Campervan Hire NZ
www.rentacampervan.co.nz/
Get the Best CamperHire Deals in NZ Compare & Book Online,Lowest Prices

Campervan Hire Deals

The first two paid search ranking positions are websites that offer campervans from different providers. Apollo camper is on third position and is a campervan rental provider.

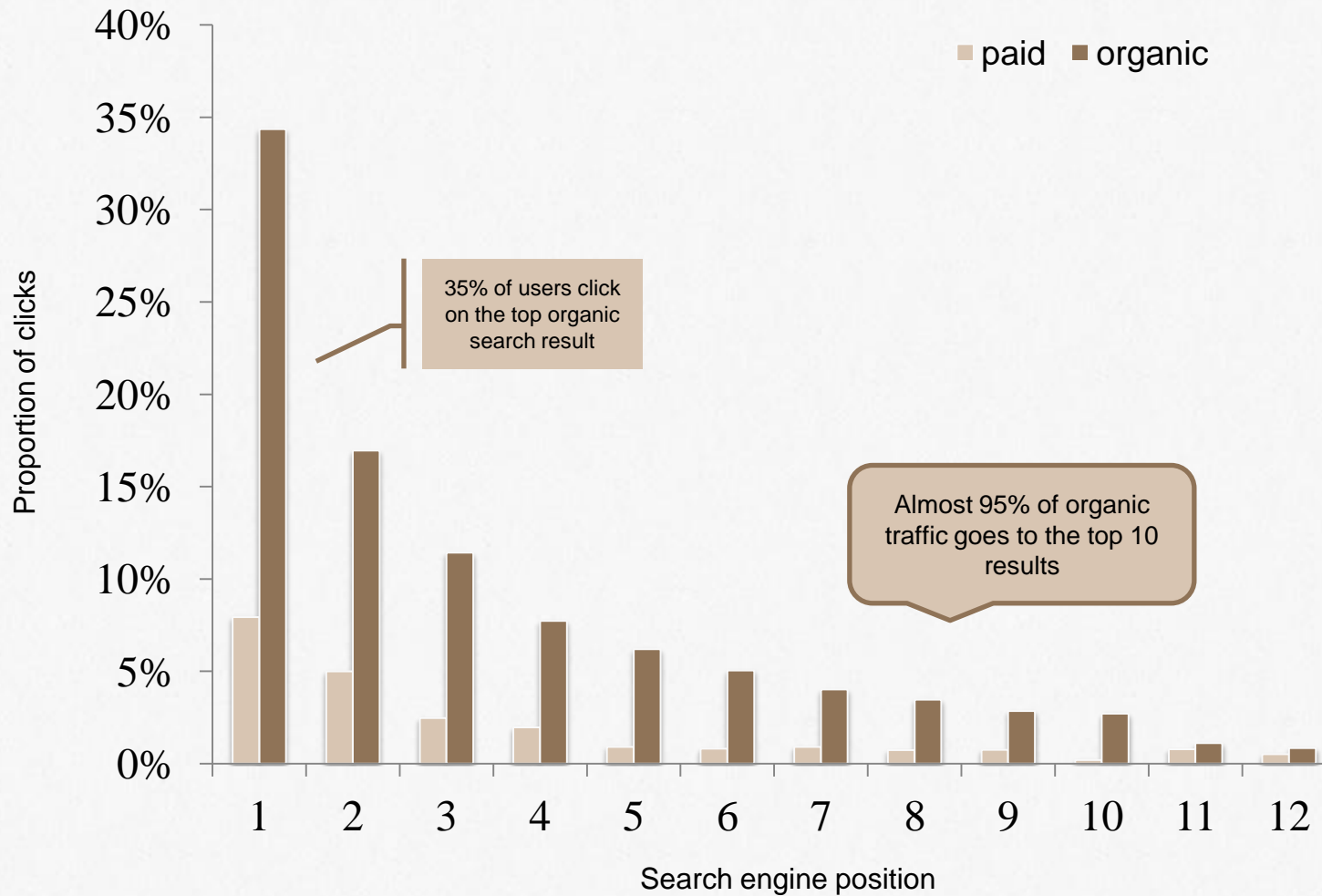
In the organic search results a large variety of the analysed companies rank on Google's first page.

Despite ranking well for organic listings, Apollo Camper are still investing heavily in Paid Advertising which allows them to dominate the first page with multiple listings.

Britz & Spaceships Rentals are also very prominent within paid search. In total there are 11 companies ranking in the paid search results.

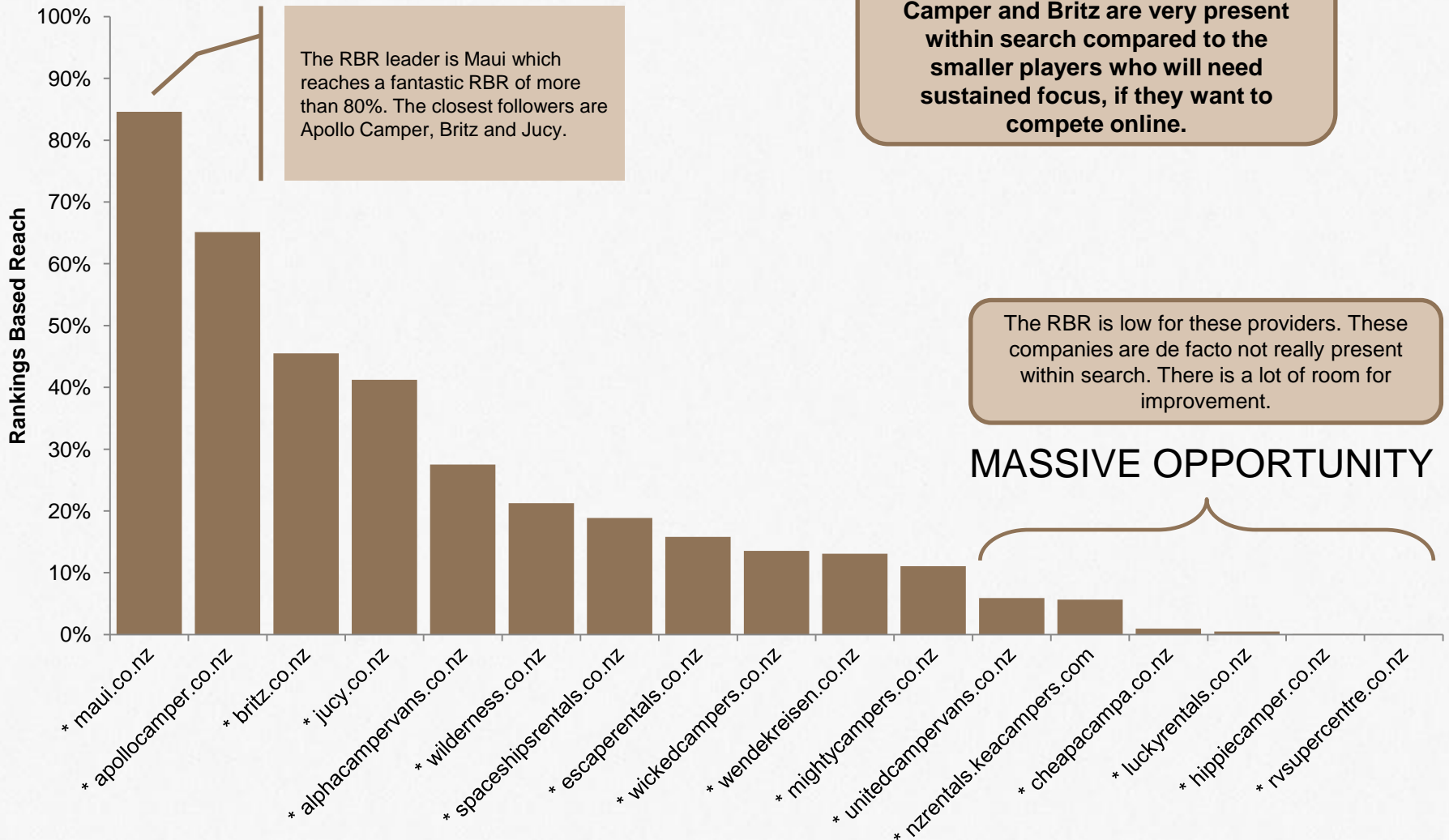
That represents the maximum allowable amount for the 1st Page and is an indicator that this market is highly competitive.

The importance of top rankings



Source: Chikita, 2010 (Organic Search) & Accuracast 2009 (Paid Search)

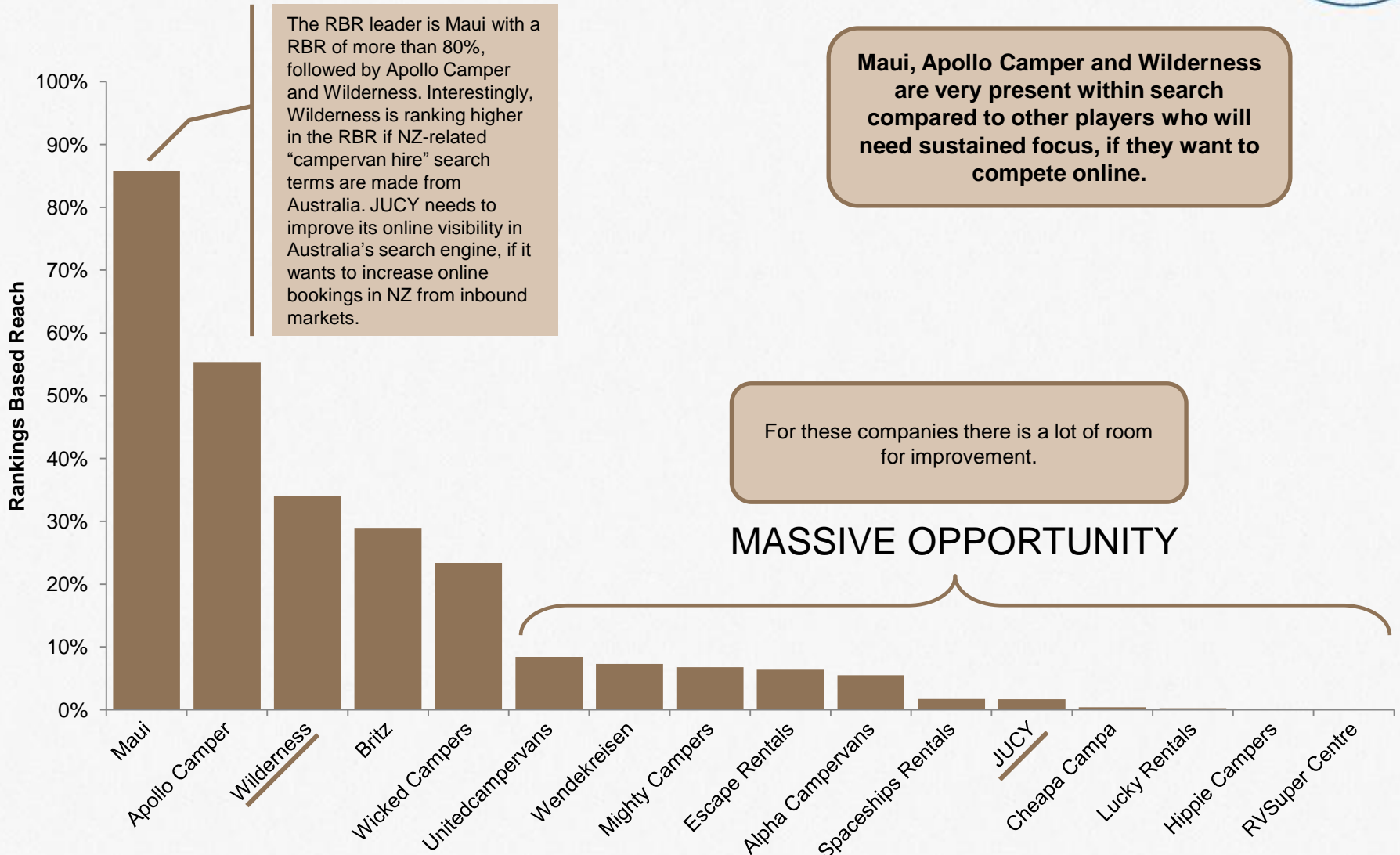
Rankings Based Reach: Natural Search (New Zealand)



* includes all websites under the relevant domain name (eg, including www.)

Source of ranking data: Google New Zealand, www.google.co.nz, July 2014.

Rankings Based Reach: Natural Search (Australia)



* includes all websites under the relevant domain name (eg, including www.)

Source of ranking data: Google Australia, www.google.com.au, August 2014.

Search trends for “campervan hire nz” & “campervan hire”

New Zealand ▾ Jan 2009 - Jul 2014 ▾ All categories ▾ Web Search ▾

Topics

Subscribe

|

campervan hire nz

Search term

|

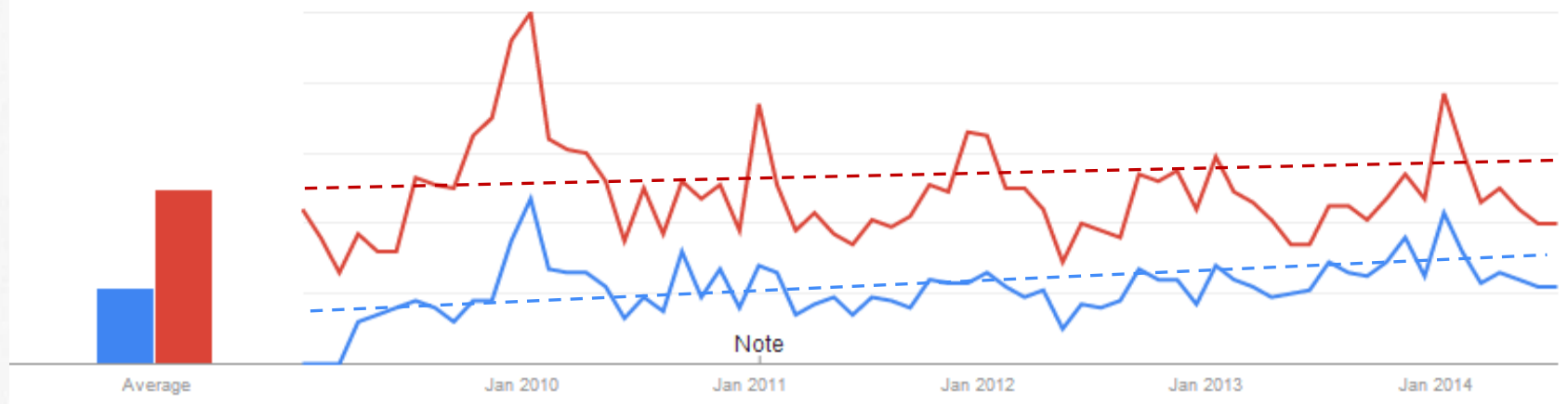
campervan hire

Search term

+ Add term

Companies not ranking for “campervan hire nz” or “campervan hire” in the Google search engine are limiting their possibilities for renting as the search volume is high and has been constantly rising over the last few years.

Companies who want to compete with high volume search terms need a sophisticated digital strategy and should also consider niche consumer search behaviour in their digital marketing strategies.



Source: Relative total keyword performance on a normalised scale 1 to 100, Google Trends, New Zealand, July 2014

Search trends for “campervan hire new zealand” (Australia)

Australia ▾ Jan 2007 - Jan 2014 ▾ All categories ▾ Web Search ▾ ⚙️ ▾

Topics Subscribe 🔗

× + Add term

Search term

The search trends show a high search volume for “campervan hire new zealand”. In December 2010 the search trend volume hit its peak and dropped over a period of 2 years afterwards. Currently it is increasing again, which shows the importance to rank well in the search engine.

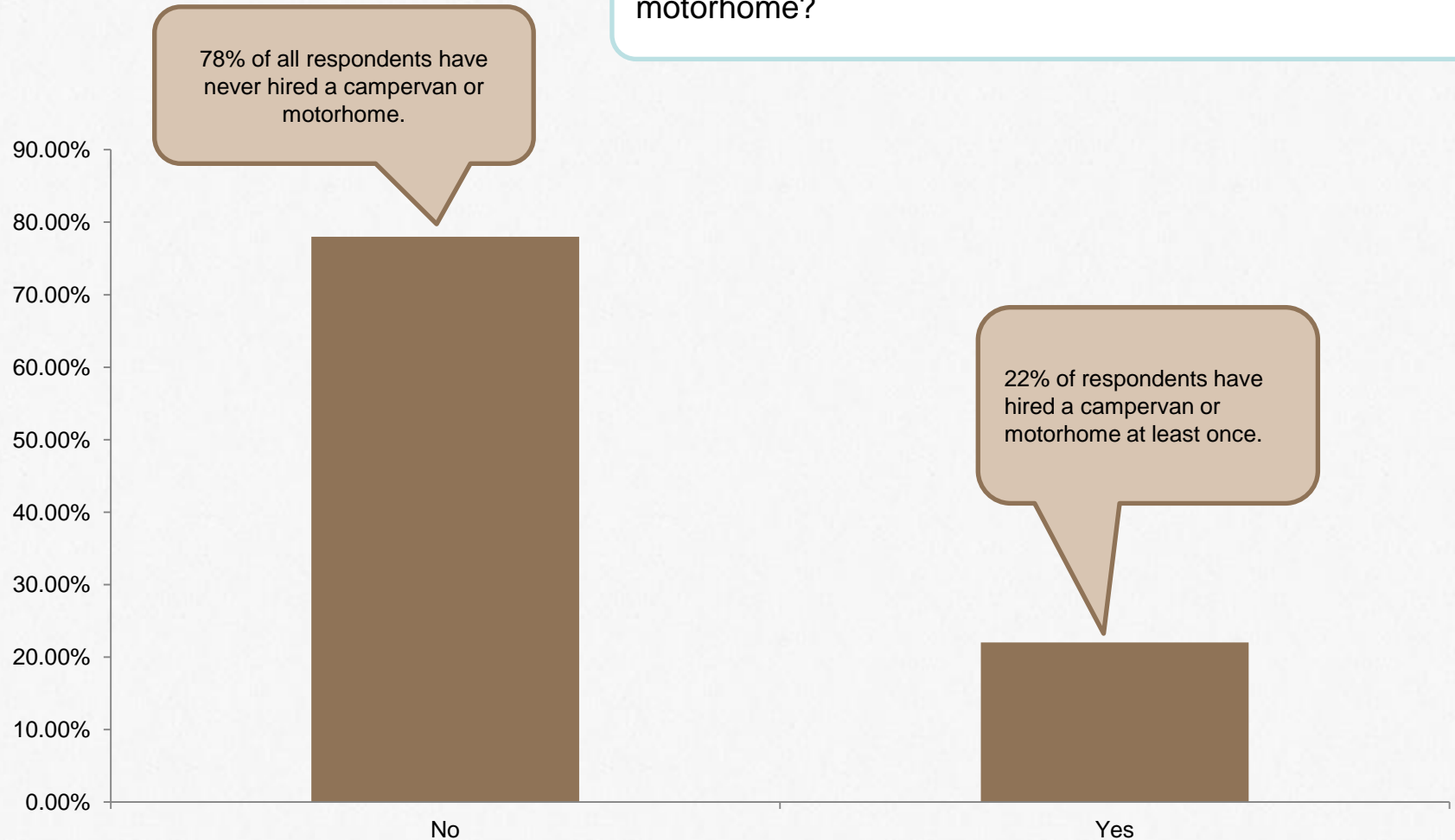
Companies who want to compete with high volume search terms need a sophisticated digital strategy and should also consider niche consumer search behaviour in their digital marketing strategies.



Source: Relative total keyword performance on a normalised scale 1 to 100, Google Trends, Australia, August 2014

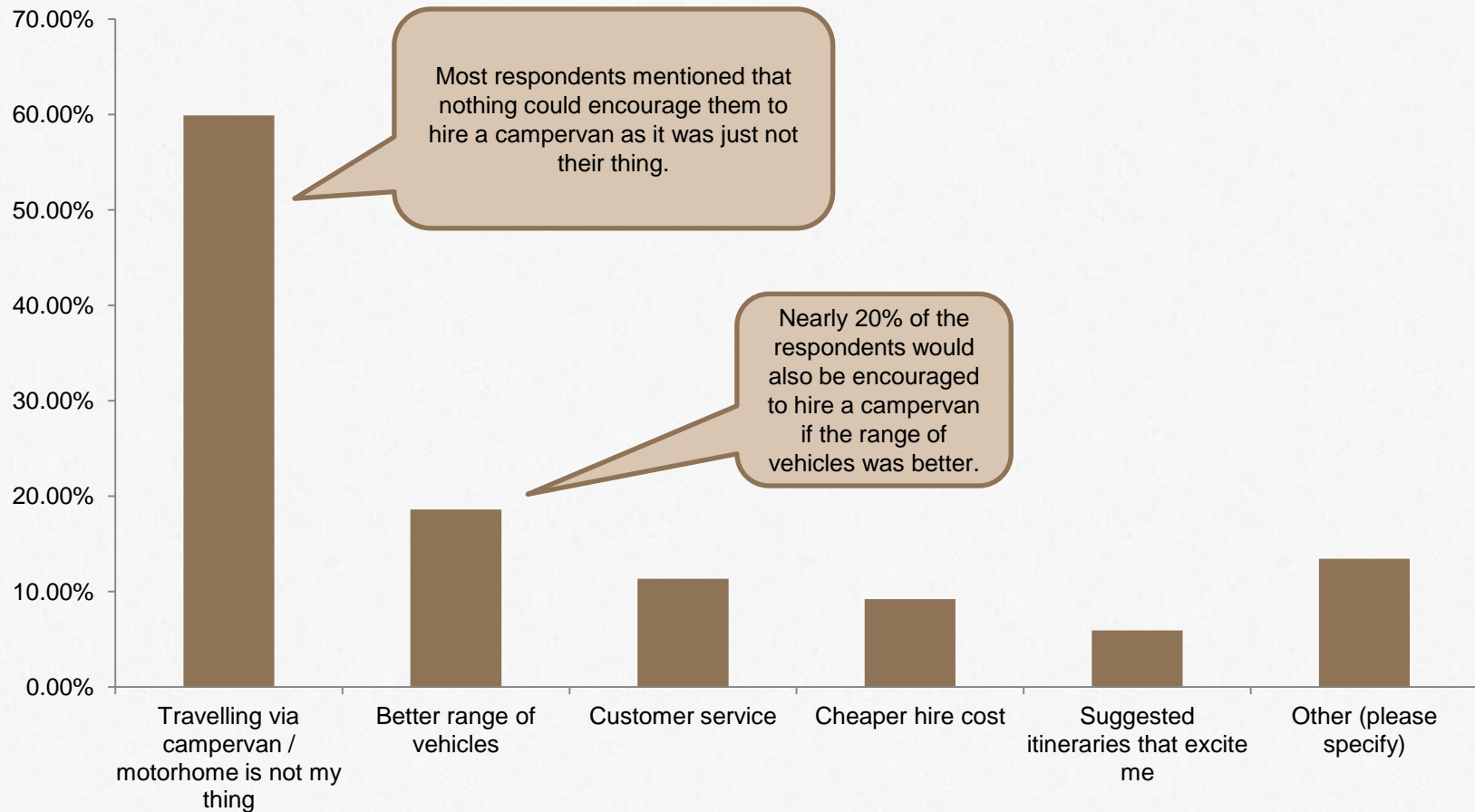
Consumer Research: 1 out of 5 Kiwis hired a campervan

Question 1: Have you ever hired a campervan or motorhome?



Consumer Research: Encourage to hire

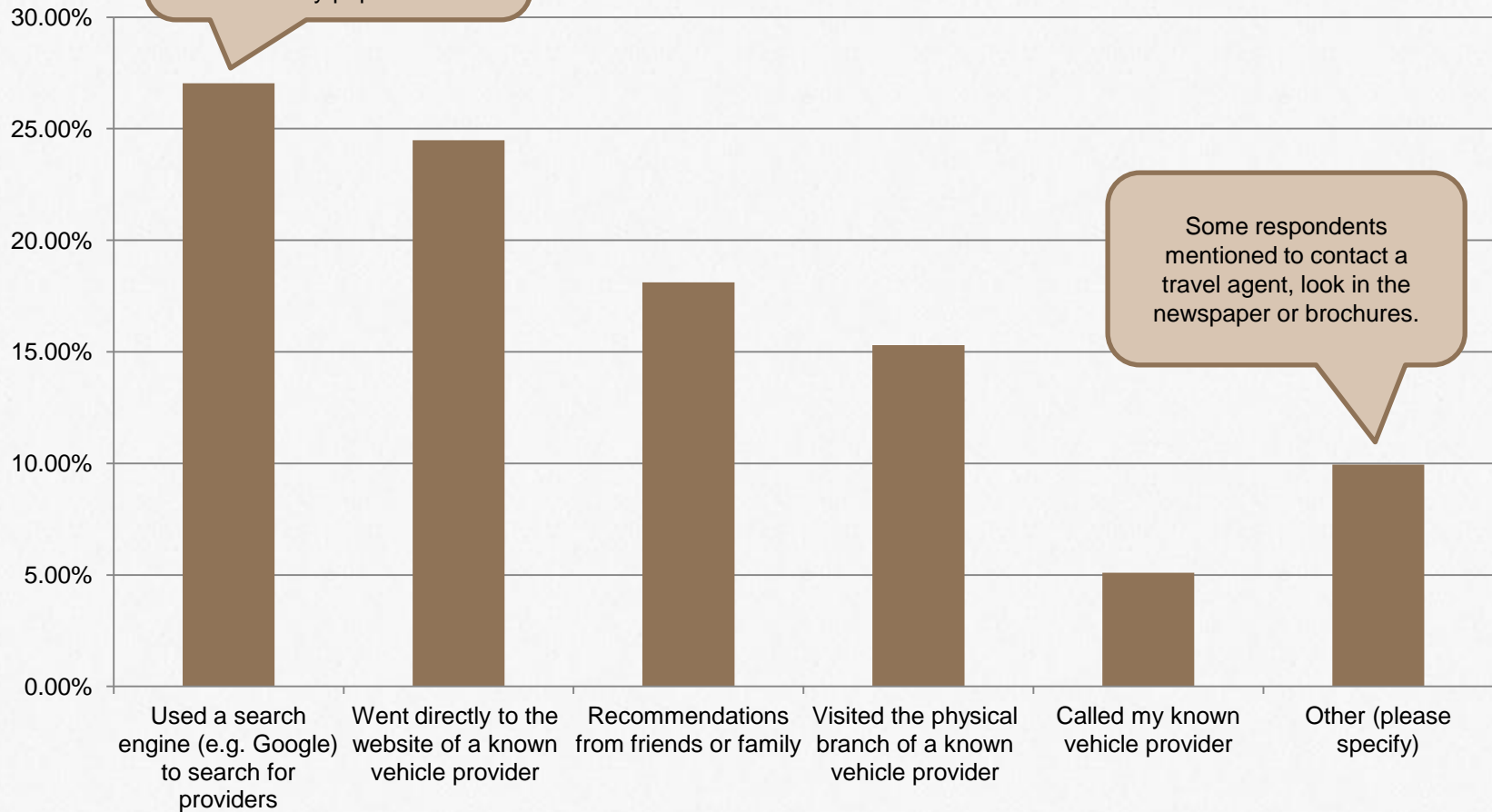
Question 2: What would encourage you to hire a campervan?



Consumer Research: Finding information

Question 3: Where was the first place you went to find a campervan or motorhome to hire?

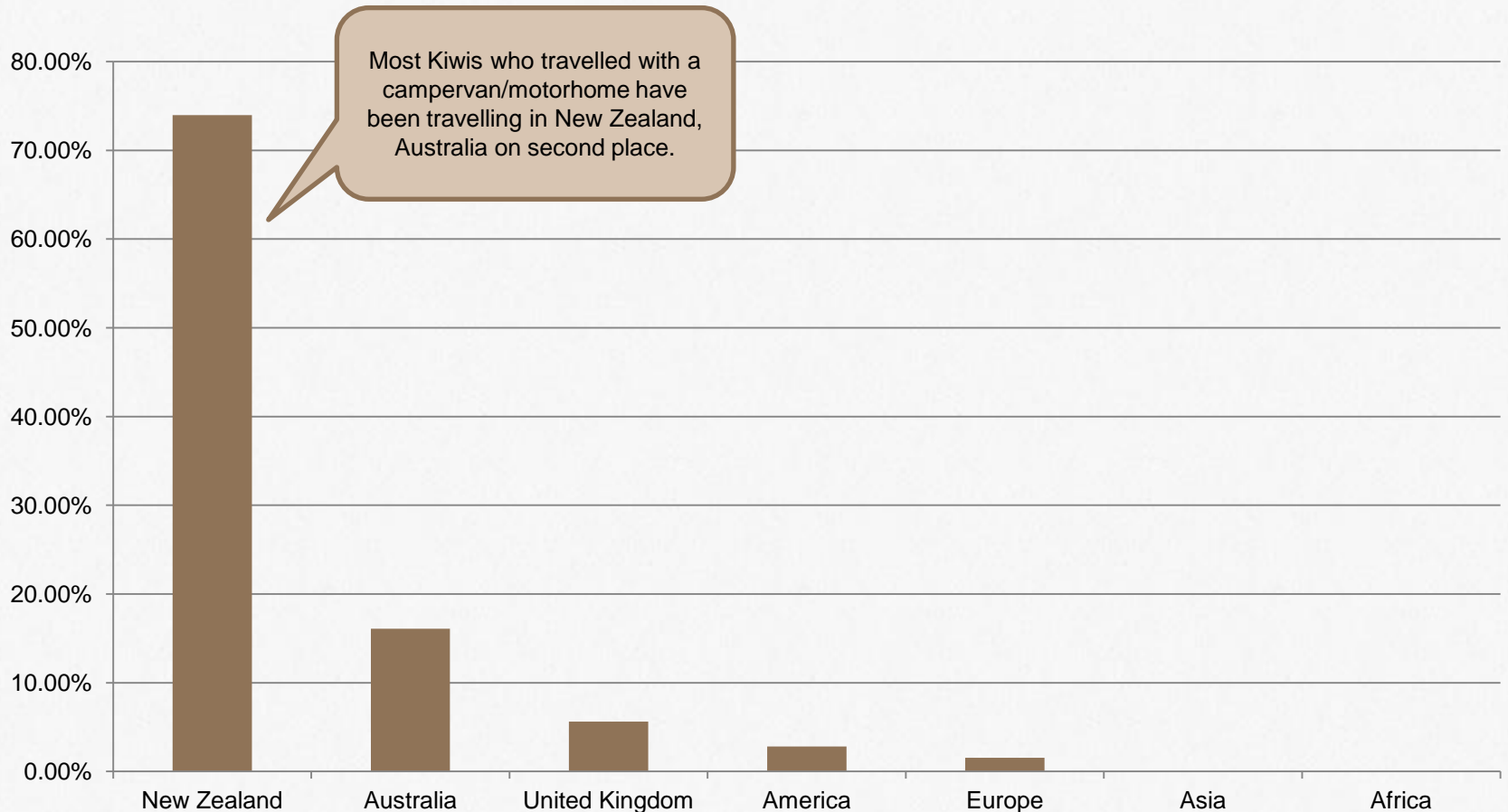
The most popular place to find a campervan is via search engines but also going to the homepage of a known provider is very popular.



Some respondents mentioned to contact a travel agent, look in the newspaper or brochures.

Consumer Research: Popular regions

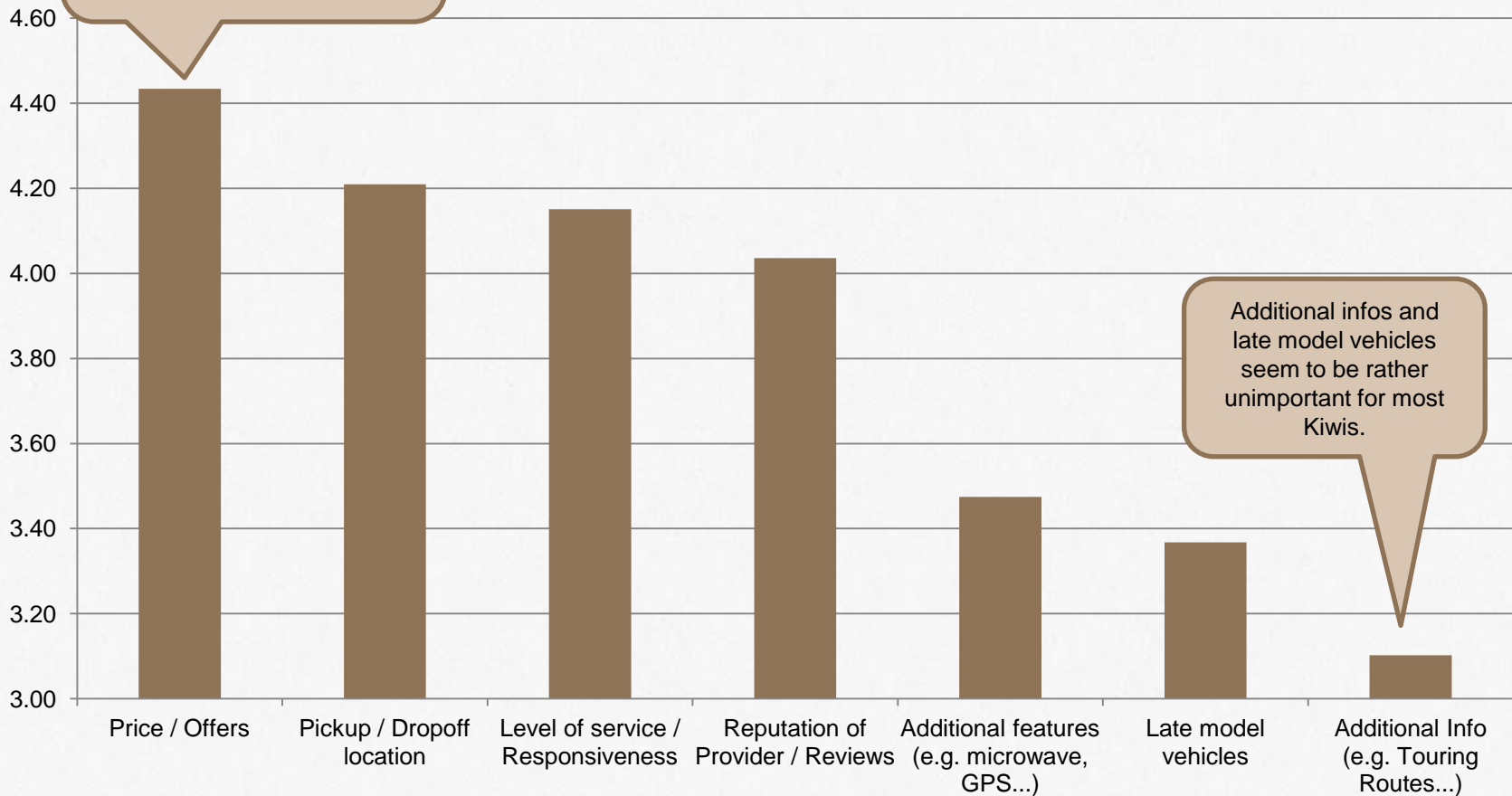
Question 4: What region did you hire your campervan/motorhome in?



Consumer Research: Most important when hiring a motorhome/campervan

Question 5: What is most important to you when considering a motorhome or campervan? (Rank the following on a scale of 1-5, 1 being least important, 5 of great importance)

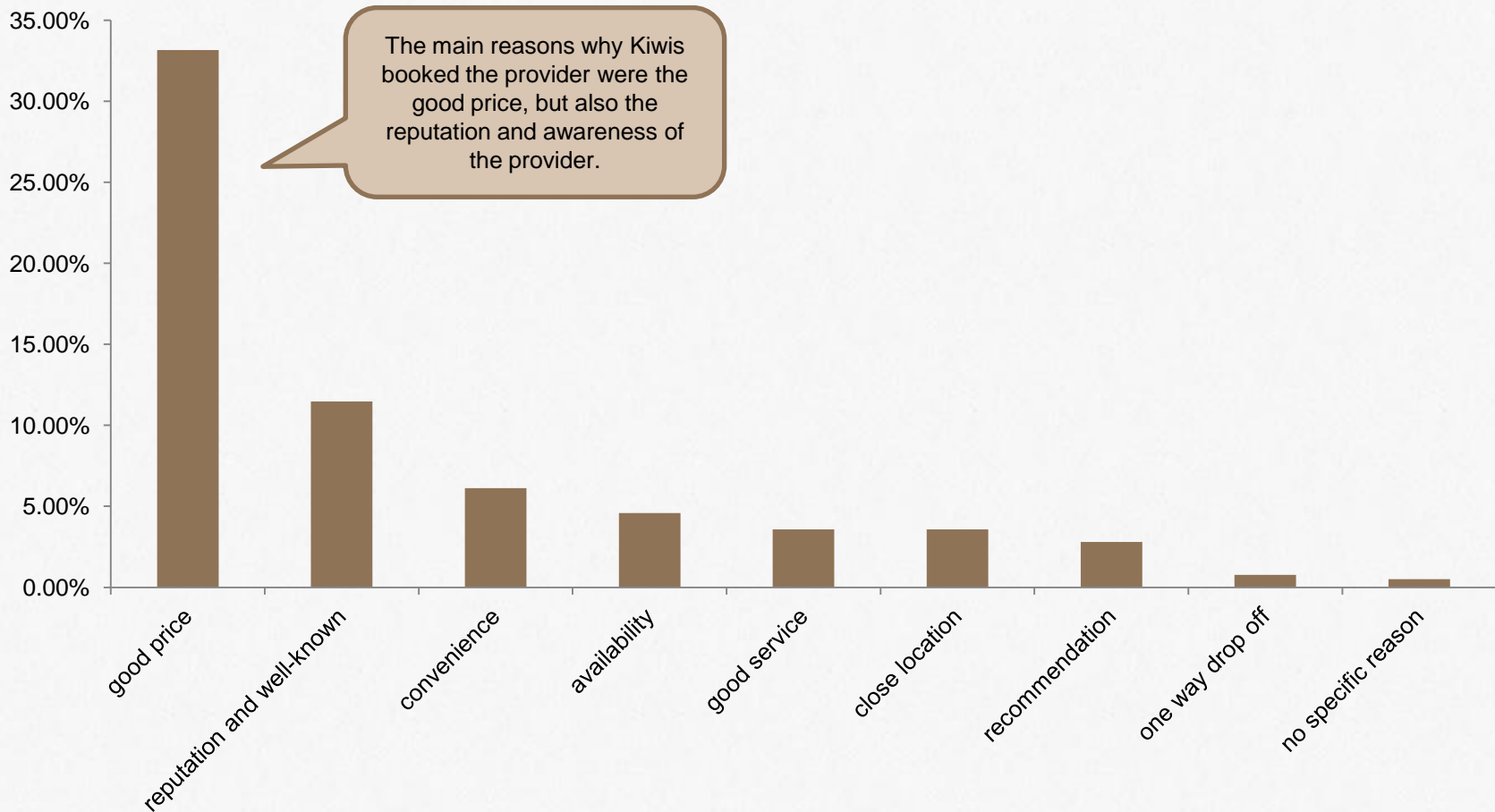
The price is the most important when considering to hire a campervan, but also the pickup/drop-off options play a major role.



Additional infos and late model vehicles seem to be rather unimportant for most Kiwis.

Consumer Research: Main reasons for bookings

Question 6: What was the main reason you booked with the provider you did?



Motorhomes & Campervans

Summary & Observations



- According to a NZ tourism industry report (12/2012), international visitors hired 53,710 campervans during 2011, staying an average of 16.8 days and spending a total of \$447.9 million in New Zealand. Domestic residents hired a total of 10,220 campervans during the same period, staying an average of 8.9 days and spending a total of \$38.1 million outside their home regions.* These numbers are likely to increase as also Google Trends show that the search term for “campervan hire nz” is continuously increasing. Companies that manage to improve their online visibility can significantly increase sales.
- Search results are broadly dispersed among a wide range of competitors. In this competitive market, some providers have recognized the urgency of ranking well in organic search, nevertheless there are still many companies which are not very present within search. It would make sense for them to invest in a robust and smart search strategy.
- In our survey we revealed that more than 1 out of 5 Kiwis have already hired a campervan and that most respondents were searching on Google to find a campervan or motorhome to hire. This also reflects the high importance for companies to rank at a good position in the search engine.
- **A considered digital strategy that integrates both organic and paid search should be a key customer acquisition and revenue driver for campervan/motorhome providers.**

* Source: Campervan tourism delivers \$486m to NZ tourism industry – report, <http://www.voxy.co.nz>

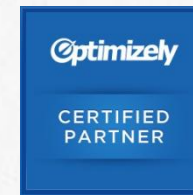


About *FIRST.*

Respected digital veterans are the foundation our agency is built upon. Our expertise in digital has been built on over 14 years' experience in digital strategy, analytics, conversion, search marketing and digital campaigns.

FIRST., our award-winning team of internet marketers, has helped over 300 companies across 100 industries achieve digital success. We provide companies with a digital roadmap to success centered around a “digitally led” sales and marketing strategy.

Our services span search (SEO and SEM), email, performance media, conversion optimisation and advanced analytics. Most importantly, our work is underpinned by a focus on delivering the return on investment our clients expect.





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<http://www.linkedin.com/company/first-digital>



<http://www.firstdigital.co.nz/blog>

https://twitter.com/first_nz

Our Vision

To be highly sought after for making a measurable difference

Our Mission

We're a team focused on transforming businesses and creating market leaders through digital marketing. We innovate, test and optimise to create a competitive advantage to dominate the digital channel. Our data-driven approach will keep things simple and make a measurable difference.

Our Focus

As a Google Certified Analytics Partner (GACP), and Certified Optimizely Partner we focus on smart customer acquisition using search and performance media, maximising conversion using best practice CRO and helping NZ businesses making the best possible decisions based on accurate, actionable web analytics.