



VILLAGE
GUIDE

Industry Insights

February 2023

Welcome to the first edition of Industry Insights, our new monthly bulletin about the retirement sector. From real estate statistics to marketing trends, there's plenty to reflect on and learn this month as 2023 picks up pace.

Real estate

Clear correlation between retirement village homes for sale and the wider residential market

Looking back at 2022, there was a clear correlation of seasonality between the number of retirement village homes listed online and the wider real estate market. Both retirement village and residential listings peaked in the months of February and March and dropped off during the winter months. We also saw both industries become more active again during spring.

Seasonality of new listings



Data for residential listing is sourced from Realestate.co.nz monthly report of new listings in 2022.

Marketing

Print and radio are still important, but don't forget about email.

A December 2022 study by Statista found that baby boomers are more likely to remember seeing printed ads in newspapers and also listen to the radio more often than other New Zealanders. Print and radio are excellent marketing channels for the retirement village industry as they offer highly relevant, community level targeting.

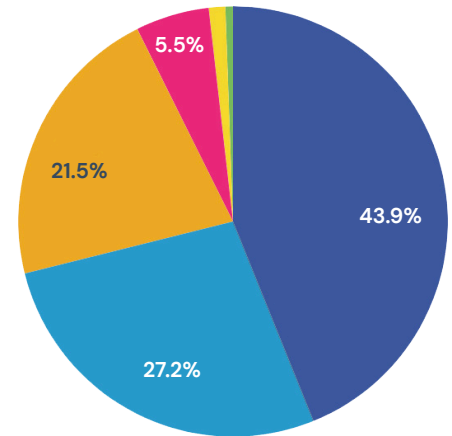
However, email should also be included in your marketing strategy, especially to make announcements. Email is the most targeted channel option as it offers the unique ability of communicating on an ongoing basis with people who have expressed an interest. Rather than casting your message wide and hoping those interested hear or see it, email is a direct line to people who have already indicated a level of interest.

In 2022, Village Guide used email as a channel to drive traffic to 'Home for sale' listings added on our site. The charts show the strong performance of email in delivery of both traffic and enquiries. As indicated in yellow, email is an important channel in driving traffic and has very high conversion rates. The high conversion rates indicate the relevancy (high intent) of people on our email database.

25% of all retirement village enquiries are driven by email. This number grows to 60% for home for sale enquiries.

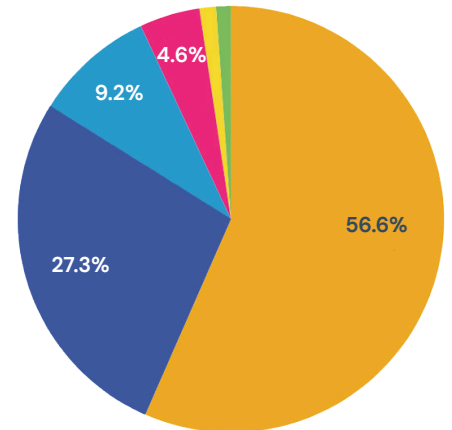
Pageviews

Retirement villages



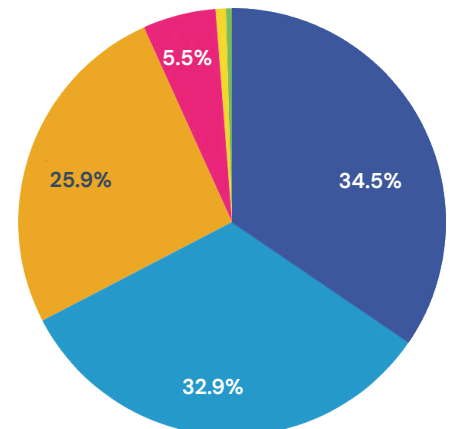
Pageviews

Home for sale pages only



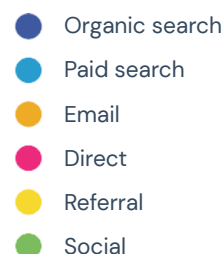
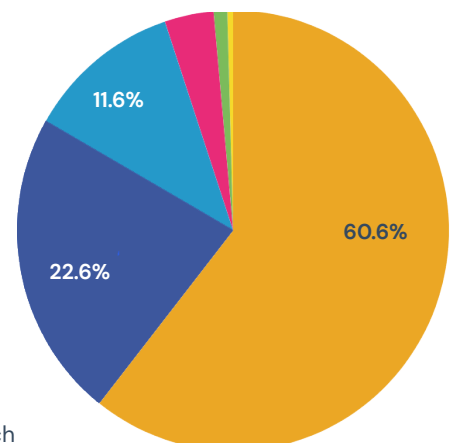
Enquiries

Retirement villages



Enquiries

Home for sale pages only

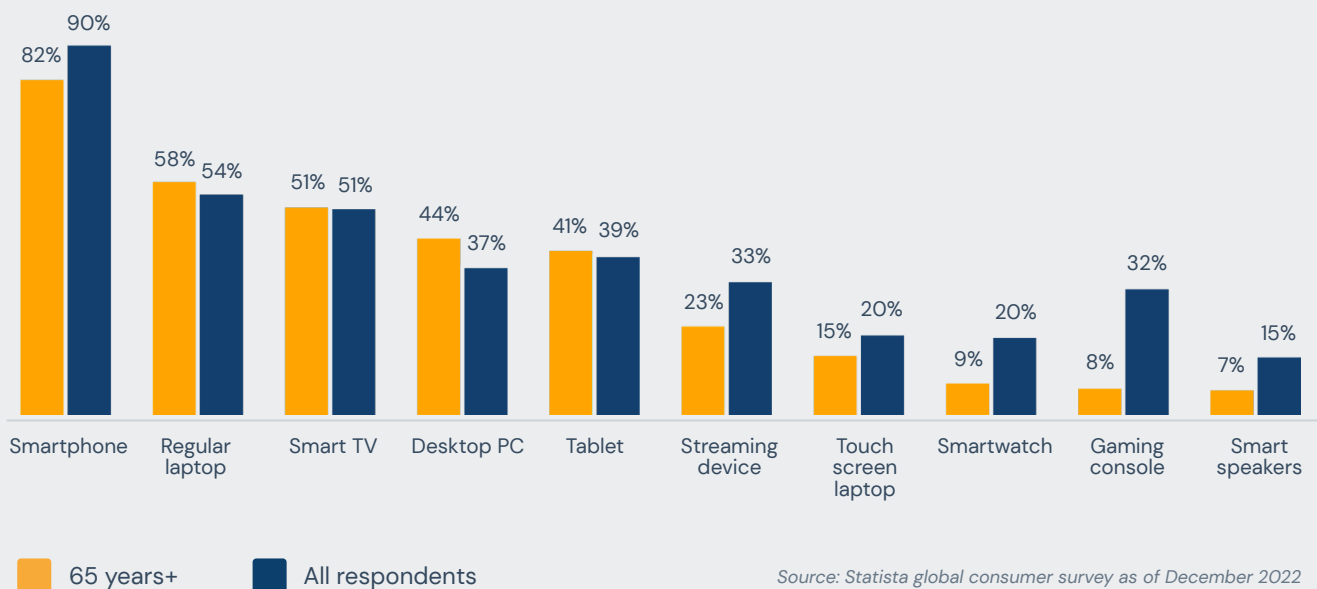


Technology

Smartphones are the most common device used by baby boomers to access the internet.

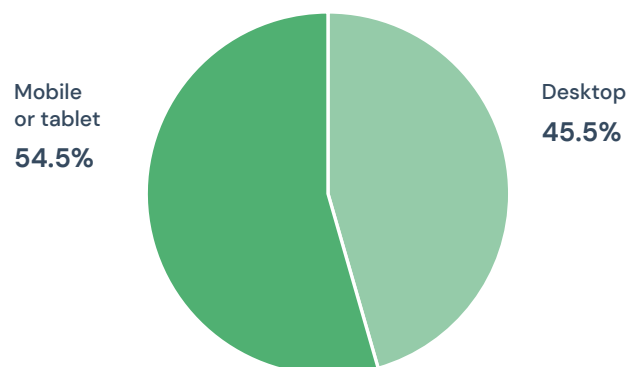
It's easy to fall into the trap of thinking younger generations are glued to their smartphones whereas older New Zealanders are at home on a desktop computer. However, the data paints a different picture. According to Statista, 82% of New Zealand baby boomers regularly access the internet on their smartphone versus only 44% who regularly use a desktop PC. Although it may not be vital to build an app, considering the design and usability of your website on mobile is important. It's also important to ensure that the design of email campaigns work on both larger and smaller screens.

Devices consumers in New Zealand use regularly to access the internet



Mobile usage

At Village Guide 55% of all site traffic in 2022 came from a mobile or tablet device. A number that is growing consistently year on year. We also know that a large portion of our emails are opened on a mobile device.

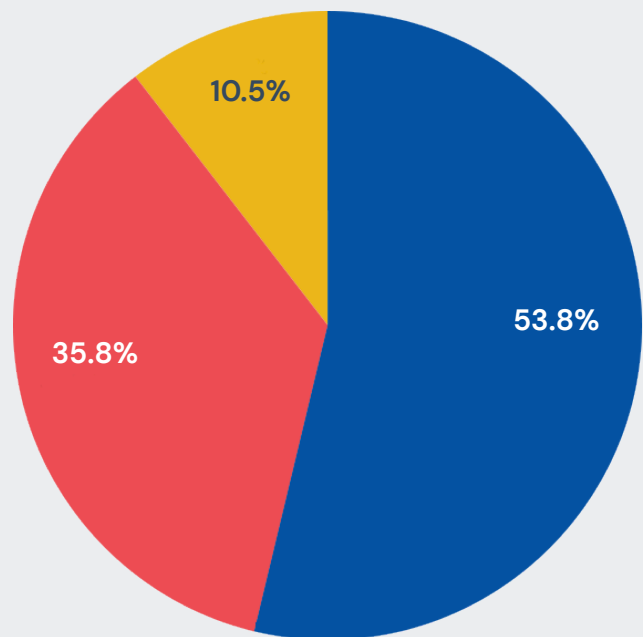


Visiting on mobile but converting via desktop.

What's interesting, is although a high number of visitors first come to Village Guide via mobile, almost all returning visitors (82.6%) are on desktop. We also see longer session durations and more enquiries via desktop. This suggests that although people may begin their search path via mobile (often from opened emails), they return to the site on desktop to spend more time browsing and to submit an enquiry.

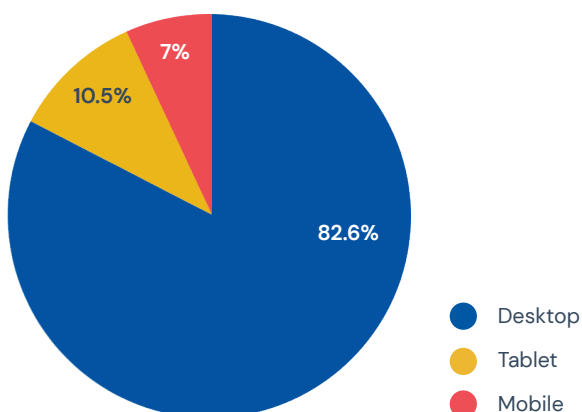
Retirement village enquiries by platform

- Desktop
- Mobile
- Tablet



Returning users by platform

Retirement village pages



Session duration by platform

Retirement village pages

