



Consumer & Trade Marketing – Tania Evamy

Key Priorities

- **Immediate Focus**

- Focus on visitors and markets that demonstrate a higher propensity to visit
- FIT travellers will be the easiest to accommodate
- Recovering Australia and building South East Asia are priorities
- Maintain trade and media focus in the core markets of the UK, USA & Japan
- Domestic market particularly VFR

Ensure all Travel Sellers in Key Markets are Kept Well Informed

- Maintain a strong presence at tourism trade shows, Kiwi Links and International Marketing Alliance forums
- Ensure Christchurch & Canterbury region remains prominent in the TNZ trade famil programme
- Regular updates to offshore travel trade
- Combining the above with the Media & PR programme will help ensure the correct information flows through to the consumer and keep arrivals through our Christchurch gateway strong

Campaign Activity

South Island Self Drive Campaign

- **Objective**
 - To reverse the decline in holiday visitor arrivals to the South Island
 - Build long term recognition of iconic South Island road trips as being some of the best in the world
 - Ensure visitors stay at least one night in a gateway port
 - Build demand over the entire summer with media activity in September & late October 2011 and Jan 2012

Campaign Activity

South Island Self Drive Campaign

- **The details**
 - Total campaign spend 1.6 million, 1/2 from TNZ
 - A collaboration with South Island RTOs, CIAL & TNZ
 - Target – FIT, Families & Couples
 - Activity utilising TVCs, online advertising, billboards, social media & PR
 - Call to action on www.newzealand.com campaign pages & www.christchurchnz.com

Campaign Activity – South East Asia

- **Travel Programmes**

- Produce 4 x celebrity hosted travel documentaries of Canterbury and the South Island to build destination demand in Malaysia
- Host more media from Singapore and Malaysian media within Canterbury to promote self drive holidays

- **Self Drive Campaign**

- Use elements of the Australian self drive campaign creative to deliver a similar marketing campaign in South East Asia
- SE Asian travelers are ready for self drive holidays – sophisticated, high income, independent travelers with a strong preference for South Island scenery
- Our goal to increase arrivals from the key South Asian markets – to get Singapore Airlines and Air Asia X up to daily services by July 2012

Campaign Activity - Domestic

- **Domestic VFR Campaign**
 - Inspire Cantabrians to invite friends & family to visit
 - To increase VFR markets share of visiting activities & attractions in Christchurch City
 - Call to action – promo code airfare with Air New Zealand
 - Packages and offers around attractions & activities
- **Domestic Event Promotion**
 - Focus on key events for example New Zealand Cup & Show and Ellerslie Flower Show that have a strong domestic pull
 - Dedicated airfares or packages by retail partner
 - Target audience : Wellington, Auckland & Dunedin
 - Use of PR and social media, partnered with CCC

Online

- **The creation of 4 localised home pages**
 - Domestic
 - Australia
 - South East Asia
 - Rest of the World
- **Strong Christchurch based product and broader representation from the regions within Canterbury**
 - Depth of product & content = better user experience
- **Make sure your product is on www.christchurchnz.com**
 - Post Earthquake we estimate 430,000 + visits per year, average time on site 3.34 minutes, 4.5 page views



Rolleston Avenue

- Museum**
you are here
- Botanic Gardens**
you are here
- Public Hospital**
5 minute walk
- Hagley Park**
3 minute walk
- Christ's College**
2 minute walk

