Improving Regional Dispersal
Paul Yeo, Industry Relations Manager, Tourism New Zealand

Airports Association Briefing
Te Wharewaka, Wellington
Wed 27 June 2018
Tourism New Zealand’s Role

DESTINATION MARKETING

Attract the right visitors.

- More regions
- Year round
- Grow spend and yield

NZ Tourism Board Act 1991
Market New Zealand as a visitor destination
Maximise long term benefit to NZ develop, implement and promote strategies for tourism
Advise Government and the tourism industry

DESTINATION READINESS

Sustain long-term growth.

- Insight Guidance
- Storytelling
### TNZ Priorities for 2018/19

#### Destination Marketing
Attract the right visitors

<table>
<thead>
<tr>
<th>WHAT</th>
<th>HOW</th>
<th>WHY</th>
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<tbody>
<tr>
<td>People and Place</td>
<td>Integrated marketing</td>
<td>Higher value visitors</td>
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<td></td>
<td>• Paid media (advertising)</td>
<td>• Target active considerers</td>
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<td></td>
<td>• Earned (PR) and social media</td>
<td>• Fall in love with NZ</td>
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<td>• Owned (newzealand.com)</td>
<td>• Higher spend and yield</td>
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<td>Inclusive Growth</td>
<td>Marketing + Readiness activity</td>
<td>Inclusive growth</td>
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<td>• Global creative content features regions</td>
<td>• Regional GDP and development</td>
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<td>• Region-specific campaigns</td>
<td>• Jobs and well-being</td>
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<td>• Partnering with RTGs and Agencies</td>
<td>• Yield and productivity</td>
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<td>Kaitiakitanga</td>
<td>Streams</td>
<td>Enrich New Zealand</td>
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<td></td>
<td>• Insight for industry</td>
<td>• Tourism enriches New Zealand</td>
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<td>• Guidance for agencies</td>
<td>• Most thoughtful visitor ecosystem in the world</td>
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<td>• Storytelling for Kiwis</td>
<td>• economic, social and sustainability</td>
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#### Destination Readiness
Sustain long term growth

| ENABLED BY: PORTFOLIO BALANCE | TNZ CAPABILITY | TECH PLATFORMS AND DATA | 100% PURE NEW ZEALAND |
100% PURE NEW ZEALAND

TODAY
Rational unique selling point

TOMORROW
Emotional unique selling point

EVERYTHING CLOSE
Our epic range of stunning landscapes within easy reach will open you up to rich and diverse experiences.

PEOPLE AND PLACE
You arrive as “extended family” and we share our place with you.
FROM
Responsive and Issue-based

Visitor experience

Recent TNZ activity
• i-SITE and ADS
• Qualmark refresh
• Visiting driver education (with NZTA)
• Hotel Attraction Project/Palace (with NZTE)
• Short Walks go-to-market (with DOC)
• Voice of the Visitor Infographics

TO
Holistic and Future focussed

Destination readiness

Insight for industry

Guidance for agencies

Storytelling for kiwis
FROM
Destination
Marketing focus

Recent successes in driving regional growth
- Global: 100% Pure creative showcases our regions
- Australia: Northland and West Coast regional dispersal campaigns
- China: WTMN trade marketing programme
- New sector development – e.g. cycling

TO
Destination marketing and readiness strategy

Priorities for 2017/18
- Amplify regional content
- Partnerships
- Insight and Guidance
- Integrated touring campaigns
WTMN regional campaign

- Wellington, Nelson, Tasman, Marlborough campaign in China
- Since 2016
  - NZ product development workshops, China agent training roadshow, familiarisation visits, trade toolbox, trade campaign, influencer campaign
  - FY17 100% Pure NZ brand activity and JV campaigns
- Results:
  - WTMN generally outperforming most of rest of country in China spend growth YoY
Test 1.0: 2017 regional dispersal campaign

- Objective: To test and measure if Tourism New Zealand can drive incremental visitation to the Northland region off-peak and ultimately contribute to increasing the value of international visitor arrivals to New Zealand
- Target: Victoria, AC’s 25+
- Campaign: Feb-Mar 2017 - NZ$1.7m
- Partners: Northland Inc., Facebook, Flight Centre, Air NZ
- Channels: Facebook, OOH
- Testing
  - Research measuring campaign awareness and impact
  - Facebook migration testing, comparison polling and conversion
Test 2.0: 2018 regional dispersal campaign

- Objective: Further test and measure. Expand Northland and add West Coast
- Target: Eastern seaboard, independent professionals
- Campaign: Jan-Mar 2018 - NZ$3.2m
- Partners: Auckland/Christchurch Airports
Results

• Northland pilot campaign showed that regional dispersal is possible through targeted marketing.
• It showed that in order to successfully market a single region there needs to be sufficient infrastructure in place and a wide range of visitor experiences available in the area.
• Facebook observed a six per cent increase in visitors to Northland from Victoria after exposure to Northland advertising on Facebook March – May 2017.
• Arrivals from Victoria across New Zealand were up 18 per cent for the same period, showing that the regional campaign benefitted not just Northland but all of New Zealand.
• Spend by Victorian credit cards in Northland was up 18.2 per cent, compared with rest of Australia cards
Results

- We are still reviewing the results of the second campaign.
- What we do know is that **we can drive increased visitor numbers to an area if we invest in this**. In order to get the best value from this there needs to be **infrastructure** and a **wide range of visitor experiences** available.
- The Provincial Growth Fund and Tourism Infrastructure Fund is a vital resource that regions can utilise to grow their local tourism. An integrated visitor strategy like ATTEEDs plan are key to unlocking this.
- We believe the results we are achieving with our core marketing to drive international visitors to the regions during the shoulder seasons is more beneficial.
Multi-regional touring campaigns in Australia

- Run for past eight years
- **Current**: North Island Road Trips - Targeting East Coast Australia for Spring travel to NZ (Sep-Nov)
- Collaboration with 9 RTOs and 3 tourism operators + Flight Centre & Air NZ
- Twin Coast Discovery, Pacific Coast, Thermal Explorer & Volcanic Loop Highways
- Outdoor billboard, display, trade media and social media advertising; trade training events
- A$1.6m media campaign runs 18 June-12 August
- **Next**:  
  - Wellington/Marlborough campaign targeting Sep-Nov 2018 travel  
  - South Island Journey campaign targeting Autumn 2019 travel  
  - Christchurch/Canterbury campaign targeting Autumn 2019 travel
100% PURE NEW ZEALAND

CROW REGIONS $1BN BY 2023

DESTINATION READINESS

Thank you. Questions?