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2019/20

1 July 2019 - 30 June 2020



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Approved and endorsed by the Hurunui District Council on 25 May 2017. > Click here to view the strategy.

The focus of the strategy is on Destination Development and Destination Marketing.

DESTINATION DEVELOPMENT:

Developing Hurunui as a tourism destination and collaborating with key stakeholders within and outside of our district.

DESTINATION MARKETING:

Targeting key markets to visit our district and actively selling all that our district offers.



FY20 PROJECTED REVENUE

Targeted Tourism Rate (TTR)	\$241,747
HSTPS Contribution	\$58,497
From Product Investment	\$10,000
From Third Parties	\$33,992
From Reserves*	\$30,392
TOTAL	\$374,628

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FY20 BUDGET ALLOCATION

Fixed Costs		\$93,636
Developing the Destination		\$60,000
Tourism Growth Package*	\$60,000	
Selling the Destination		\$220,992
Collaboration	\$40,000	
Digital	\$24,000	
Marketing Collateral*	\$61,992	
Communications	\$15,000	
Trade*	\$14,000	
Advertising*	\$44,000	
Conferences & MEETINGS	\$10,000	
In-market*	\$12,000	
TOTAL		\$374,628

*Note: these figures vary from Year 19-20 in the five year strategy

INTRODUCTION

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FY 2020 WILL BE THE THIRD YEAR OF THE 5-YEAR STRATEGY.

After two years of focussing on foundation work, FY2020 will be a year where key aspects of the strategy start being delivered.

We are optimistic that our work in destination development will result in new product and investment in the district. We also have a great foundation from which to develop our sales focus, now that the website has been redeveloped and the Hurunui i-SITE has been restructured.

The full list of objectives and initiatives for FY 2020 is outlined on the following pages.



DEVELOPING THE DESTINATION

\$60,000

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Developing Hurunui as a tourism destination includes improving and supporting our existing product, working to attract new products and investment and growing the number of events in the district.

FY20 will see a continuation of the work undertaken last year.

KEY FOCUS AREAS ARE

- The completion of the Hurunui Story.
- The identification of potential 'investors' in the Hurunui.
- The development of an events strategy in conjunction with Eventful Hurunui.
- The creation of a Farm Homestay Cluster.
- The implementation of a strategy to capitalise on the opening of the Christchurch convention centre and the Lyttleton cruise terminal.
- The development of new product offerings.
- Further strengthening the Alpine Pacific Touring Route.
- Develop a new touring route to bring to market.

TOURISM GROWTH PACKAGE

\$60,000

SELLING THE DESTINATION

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\$220,992

Selling the destination is about taking a more proactive approach to attracting visitors to our district. It is not necessarily about changing the tools we use, but ensuring that those tools are focussed on efficiently leading potential tourists to convert to sales for operators in the district.

OBJECTIVES

- Tourism spend is increasing by more than the national average, measured by MBIE RTEs.
- Commercial Accommodation Monitor statistics (Guest Nights) are equal or more than the total NZ results.
- Digital is second nature.
 - Increase website sessions by 10%
 - Increase social media engagement and reach by 7%
- Midweek is a strong contributor of revenue: develop a base measurement of the conference and meetings market and measure the success of sales initiatives in this market.
- Targeted and cost effective sales campaigns: the domestic digital campaign continues to grow; the CTR (click through rate) for each advert is a minimum of 0.06%.

 Membership and joint venture partnerships/activities with ChristchurchNZ, SOUTH, Alpine Pacific Touring Route, Top of the South, TIA. Exploration and heightened promotion of possible new touring routes. 	\$40,000
 DIGITAL Develop and maintain www.visithurunui.co.nz Enhance Hurunui Tourism's Social Media presence. 	\$24,000
 MARKETING COLLATERAL Print and distribute the Official Visitors Guide. Support the continued development of the community maps. Continue to update our image library and expand our video footage. 	\$61,992
 COMMUNICATIONS Public Relations support. Annual tourism stakeholder survey. Produce annual marketing plan. Regular district visits. 	\$15,000
 TRADE Support famils to our district (TNZ and ChristchurchNZ led or independent). Attend trade shows - including but not limited to TRENZ. 	\$14,000
 ADVERTISING AA advertising package. Domestic digital campaign. 	\$44,000
 CONFERENCES & MEETINGS Attend conference, incentive and meeting tradeshows – including but not limited to Meetings NZ. Develop collateral to support tradeshows. 	\$10,000
 IN-MARKET Sales trips and expenses. Consumer shows with CIAL (Christchurch Airport) and other partners. NZ Bike Show 	\$12,000

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DISTRICT INFORMATION BOARDS

• These boards will be updated as and when required, dependent on availability of funding.

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HURUNUI TOURISM MARKETING PLAN 2019/20

For further information contact Hurunui Tourism

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