

WHAT YOUR TARGETED TOURISM RATE PAYS FOR



Hanmer Springs & Hurunui District Official Visitors Guide

65,000 copies printed and distributed throughout the South Island.



www.visithurunui.co.nz

Sessions: increase of 29.35% on the previous year (as at 1 July 2017).
90,666 sessions vs 70,094

Domestic Campaign

Seasonal online campaign promoting the Hurunui district to primarily South Island domestic visitors

Our website has seen increased traffic. 32.94% increase in sessions and 32.31% increase in users. (14 August 2016 – 14 August 2017)



Social media channels



@visithurunuidistrict



@hurunuidistrict

674 followers (as at 5 Sept 2017)



Domestic Campaign

Number hosted during 2016: 11 trade and media famils.

AA Advertising

Comprehensive advertising package: Adverts in Christchurch & Canterbury Regional Visitor Guide, NZ Cycle Trail Guide, NZ Food & Wine Guide, website listings and space in a e-newsletter.



PR

Description to be added here



Trade and Consumer Shows

Attended Convene South, Meetings, TRENZ and Covi Motorhome Show

Number of trade appointments: 95

Number of potential consumers: 10,000

VISIT
HURUNUI
CO.NZ

facebook.com/HurunuiDistrict
instagram.com/hurunuidistrict