



Hanmer Springs operator update

26 May

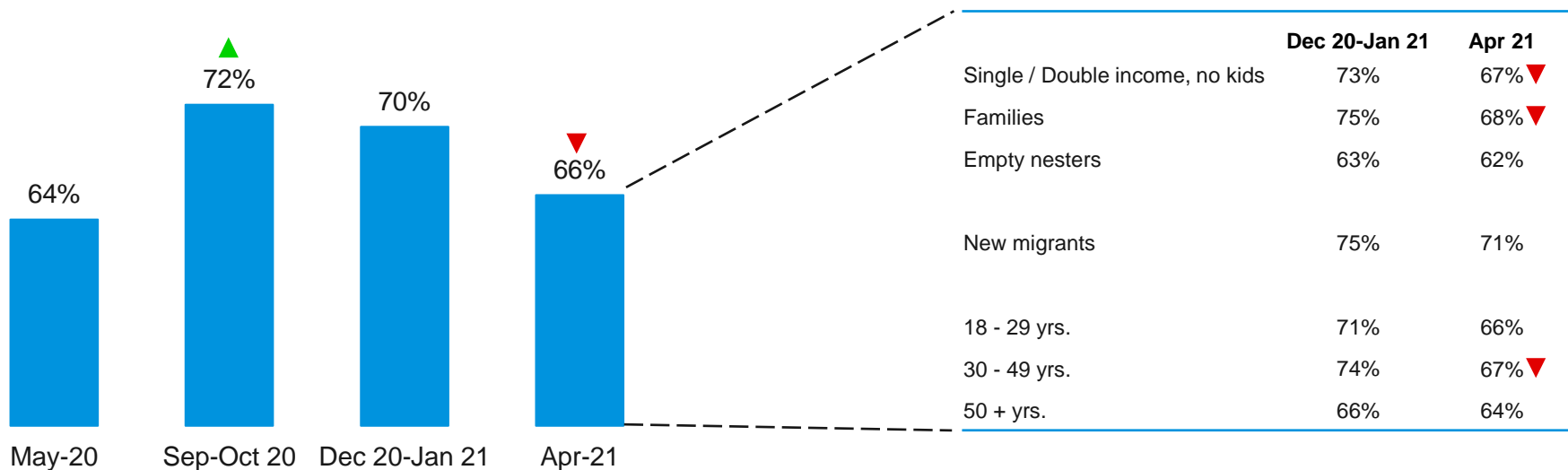
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## Demand for domestic holidays



# The demand for domestic holidays remains strong, but has softened in Apr 21

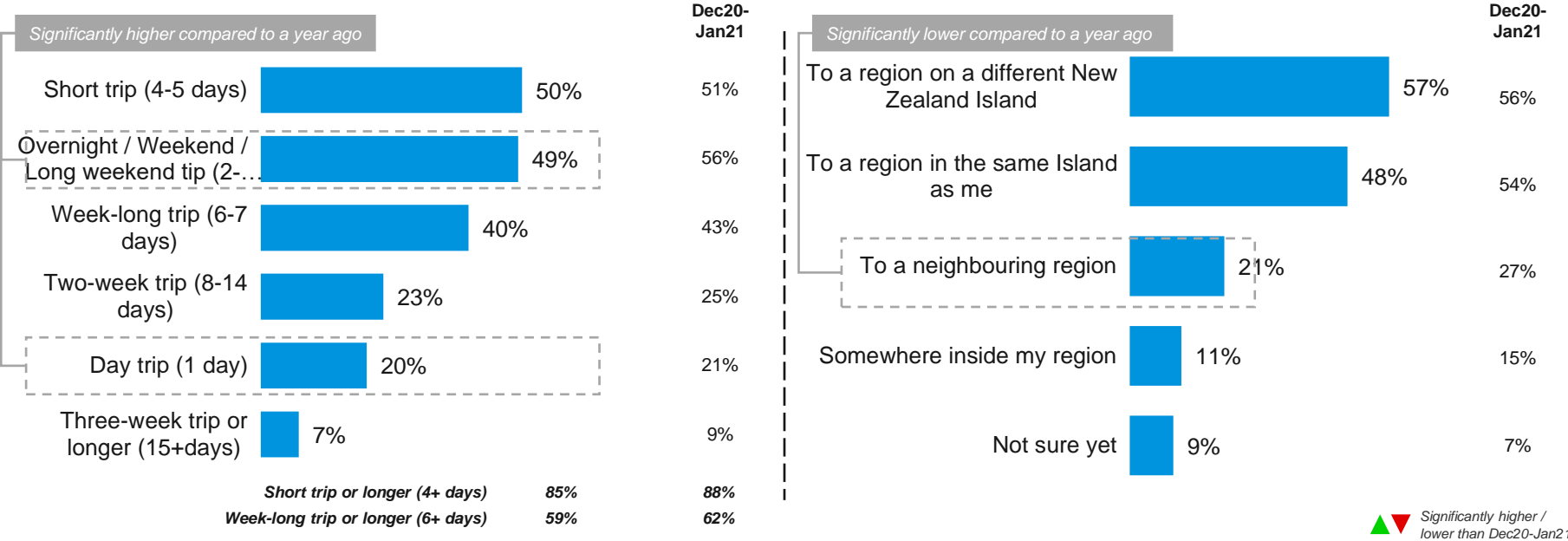
% NZers intending to holiday domestically in the next 12 months – total and by segment (those who says ‘yes, planning a holiday’)



▲ ▼ Significantly higher / lower than previous quarter

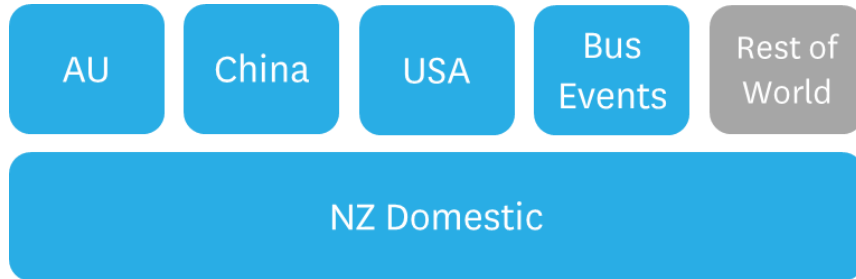
# Shorter trips remain the backbone of domestic travel

Where New Zealanders want to travel for a holiday and for how long (% NZers who will take a domestic holiday in the next 12 months, Apr 21)



# Portfolio Role: Domestic as a foundation market

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**Domestic** is our foundation and there is an on-going opportunity in this market

Without a strong domestic market there is no long term, high quality visitor economy

# Our domestic strategy still holds true

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Get Kiwis to participate in the tourism economy



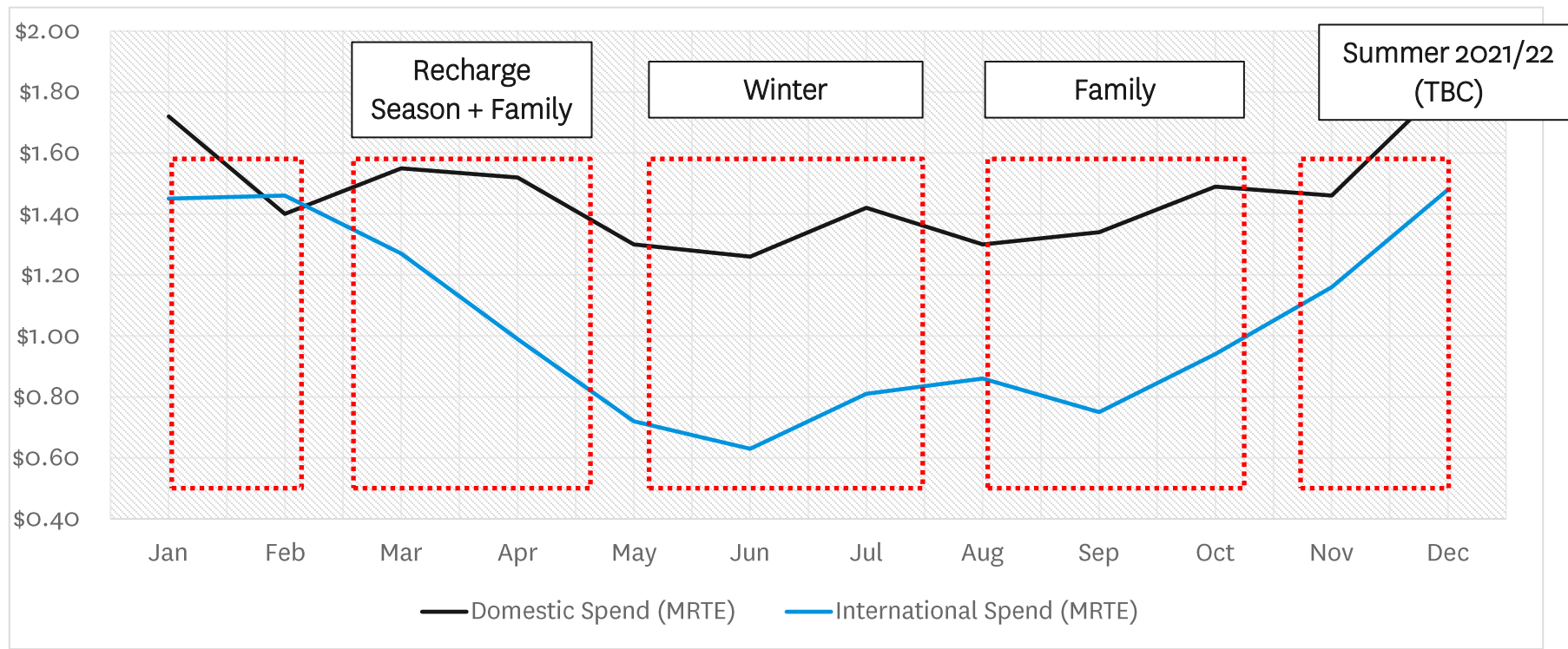
Encourage Kiwis to continue to be experimental and venturesome in their approach to New Zealand holidays.



Change mindsets and behaviour by adding  
**“New”** to a New Zealand holiday

# Future Domestic Campaign Focus

Targeted domestic campaigns can drive value in off-peaks months



\*Baseline: 2019 MRTE

# Upcoming Domestic campaign activity

Ends 6 June

7 June – 31  
July

2 Aug - 10 Oct

TBC

Active  
Recharge

It's better in  
Winter

Family  
Inspiration

Summer

# Why leverage TNZ Domestic campaign activity?

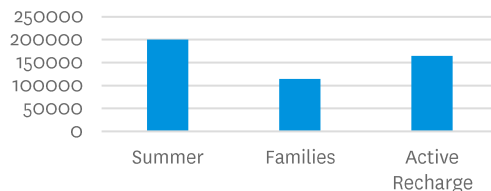
## High nationwide reach

**\$1 million** media spend per campaign

**74%** NZers have seen or heard  
*Do Something New New Zealand*

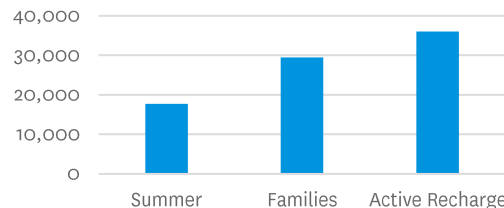


## Free distribution channel



Thousands of NZers visiting newzealand.com  
Newzealand.com constantly improving

## Commission free enquiries



Volume of referrals increasing with each campaign

## Insight driven, targeted campaigns



Clear campaign brief for operators to upload deals

## Off-peak campaign focus, lifting low season visitation



## Additional exposure via high value TNZ partnerships



Qualmark members only



# ACTIVE RECHARGE

Campaign dates: 19 April – 6 June

# Recharge Season - NOW



## Objective:

Get Kiwis to take a Domestic holiday in the autumn/early winter period.

## Insight:

Kiwis are tired and stressed

They want to reset and take holidays that leave them refreshed, relaxed and replenished.

Logically less activities = more relaxation & more familiar = less stress

**But** the science is clear

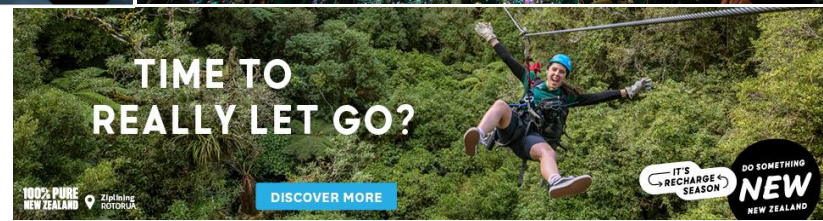
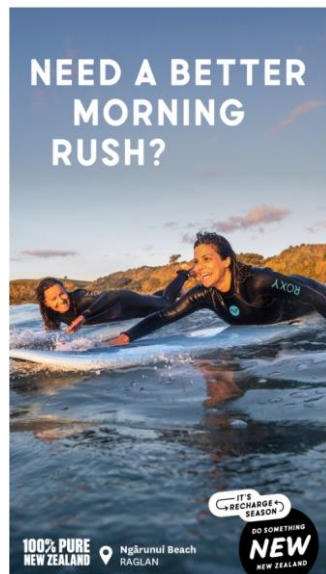
‘DOING LESS DOES NOT RECHARGE ONESELF.

DOING **MORE**, AND **NEW** IS THE KEY.’



# Week 1 Recharge Season Results

- 165k+ visits to site
- 109k+ active visits
- 36k+ referrals
- 22% Total Referral rate
  - 38% Book layer referral rate



# Operators can still get involved

Upload a deal to [newzealand.com](https://newzealand.com) and tag '[Domestic – Active Recharge – 27 April – 6 June](#)'

This campaign is a great opportunity to upload a deal targeted to Empty Nesters and SINKS & DINKS who are flexible to travel mid-week, are not restricted to travel during school holidays, and have more disposable income



Reconnect with nature on a dolphin & harbour cruise

To redeem this special offer please call or email us and quote ACTIVE RECHARGE

**20% OFF**

[More information](#)

Akaroa Dolphins Harbour Nature Cruises



Pre Winter Recharge Bike the Old Coach Road

Bike rental included  
Two nights in a Queen suite  
Including breakfast

From  
**\$ 270 NZD**

Per Person Based On Twin Share

[More information](#)

Powderhorn Chateau



Recharge on a weekend of discovery in Golden Bay

Spend 3 days and 2 nights with flights, accommodation & a rental car included.

From  
**\$ 658 NZD**

Per Person

[More information](#)

Golden Bay Air

Lock up now available to operators to use across advertising. Available within the [Visual library on newzealand.com](#)



# WINTER

Campaign activity update, 7 Jun to 31 Jul

# Winter campaign - NEXT

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7 June – 31 July

**Do something NEW this winter**

GET: Sun seekers and ski enthusiasts

WHO: Think that a New Zealand winter is only for; a ski trip, hunkering down or escaping

TO: See the opportunities that New Zealand winter has for a NEW holiday

*Not only do we need to get more New Zealanders to go on winter trips, but they need to go on a holiday not just a break and do more than just one activity*



# Channel plan – we will be everywhere

## CLARITY

PR moment

Social

Supporting PR Moment

Native

Supporting PR Moment

## REWIRE

TV & VOD

Audio

Radio & digital audio

OOH

Commuter network, large  
format, malls & street  
furniture

Content

Partnership

Urban List

Social & Native

Promote winter content  
from existing partnerships  
(NZME & STUFF)

Influencers

## INSPIRE

Online video

VOD & Youtube 6"

Audio

Radio & digital audio

Social video

Have you ever - 6" edits

OOH

Commuter network,  
large format, malls &  
street furniture

TikTok / Reels

Display

SEM

New NZ Media

Reach and inspire new  
Nzers

## BOOK

Audio

Radio & digital audio

Display

Native

Social

## SHARE

Social

Competition to drive  
social sharing

Tik Tok

Challenge

OOH

Showcasing UGC in  
large formats

Content

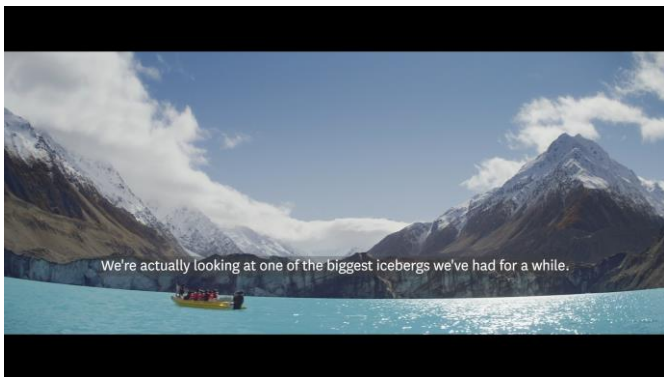
Partnership

Urban List competition  
– win your wishlist

# Creative content

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10+ Have you ever edits 15 & 6 second edits – examples below



# How to get involved?

1. List your product on newzealand.com, via the [Tourism Business Database](#)
2. As an 'active' member of the Tourism Business Database you will have received an email and link to [Winter campaign participation information](#)
3. When you go to upload a deal, you will now see the option to tag 'Domestic – Winter– 7 June – 31 July 2021'

And don't forget you can also incorporate the Do Something NEW New Zealand lock up in your advertising - available in the [Visual library on newzealand.com](#)

English

Select the markets where you want to publish the deals to: \*

<input checked="" type="checkbox"/> International English	<input type="checkbox"/> Canada	<input type="checkbox"/> Malaysia	<input type="checkbox"/> United Kingdom
<input checked="" type="checkbox"/> New Zealand	<input type="checkbox"/> India	<input type="checkbox"/> Netherlands	<input type="checkbox"/> United States
<input type="checkbox"/> Australia	<input type="checkbox"/> Ireland	<input type="checkbox"/> Singapore	

Please note any deals published to the international English market will be visible on all English versions of newzealand.com unless a market-specific deal for the associated listing exists.

If this deal has been created specifically for one of Tourism New Zealand's campaigns, please select the relevant campaign

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Domestic - Family friendly - 1 Mar - 30 Apr 2021

Choose the deal type \*

☐ Free ☐ Percentage Off ☐ More For Less ☐ Price Point ☐ Save Amount

Deal details and preview Edit



# Campaign deals + partner exposure

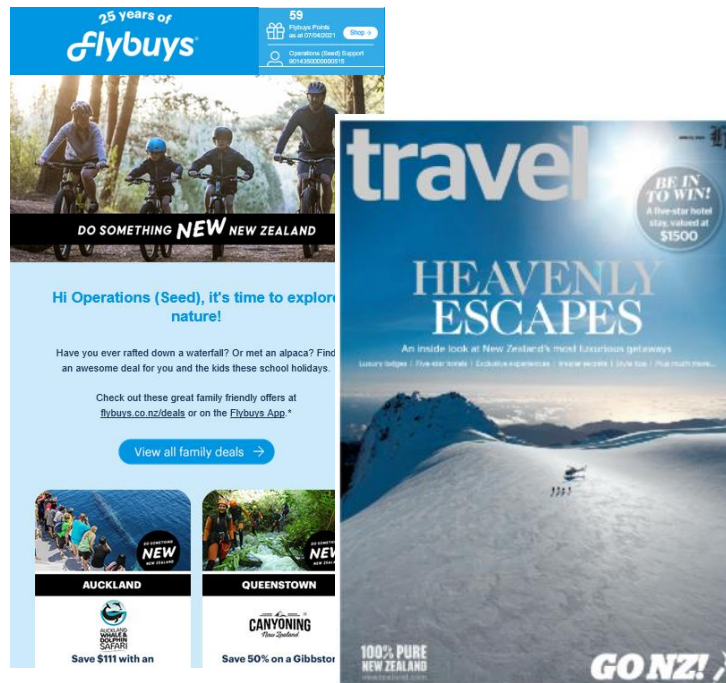
## Flybuys partnership

- Qualmark operator placement on monthly eDMs (x2)
- Qualmark operator placement on Flybuys platforms
- Traffic to co-brand site on newzealand.com featuring all campaign deals

## Latest families eDM performance

- Sent to 187k families
- 3.2k clicks to operators/co-brand site
- 26% of all EDM clicks clicked through to co-brand site
- Co-brand site referrals at 55% - highly engaged

NZME + Stuff and additional content campaign partnerships e.g. Kidspot



Qualmark

# What is Qualmark ?

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Qualmark is New Zealand tourism's official quality assurance organisation, providing a trusted guide to quality travel experiences in New Zealand. We currently have 2100 members.

There is plenty of evidence to support the idea that business planning, good management and solid processes result in a more consistent product.

Qualmark looks at business with these things in mind, to help strengthen the experience you offer. It can help you prioritise where you should reinvest in your business, identify where improvements can be made and keep you up to date with industry development and visitor expectation.

# How does a Qualmark evaluation work ?

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Based on our Sustainable Tourism Business Award criteria (STB) guidelines, the evaluation covers four areas.

Our Tourism Business Advisor needs to understand how each business performs in each area.

This process is annual.

Here are the four keys area we look at :

- + ECONOMIC
- + SOCIAL PEOPLE
- +ENVIRONMENT AND CULTURE
- +HEALTH, SAFETY AND WELLNESS

# STB Guidelines:

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<b>+</b>	<b>Economic</b>	<b>+</b>	<b>Social &amp; People</b>
	<ul style="list-style-type: none"><li>• Operations manual and operating procedures</li><li>• Marketing plan</li><li>• Reservations and payments</li><li>• Business information</li><li>• Business planning</li><li>• Asset register/maintenance plan</li></ul>		<ul style="list-style-type: none"><li>• Job management</li><li>• Service standards and product knowledge</li><li>• Staff training</li><li>• Customer feedback processes</li><li>• Team culture</li><li>• Community engagement/social licence</li><li>• Industry engagement</li></ul>
<b>+</b>	<b>Environment &amp; Culture</b>	<b>+</b>	<b>Health, Safety &amp; Wellness</b>
	<ul style="list-style-type: none"><li>• Energy and resource usage</li><li>• Discharge and waste management</li><li>• Staff engagement/involvement</li><li>• Customer engagement/involvement</li><li>• Investment and enhancement of operating environment</li><li>• Hosting other cultures</li></ul>		<ul style="list-style-type: none"><li>• Reporting and Recording</li><li>• Investigating and Improving</li><li>• Staff Engagement, Participation and Training</li><li>• Leadership</li><li>• Staff Wellness</li></ul>

# The Outcome :

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Following your evaluation, all Qualmark accredited businesses receive a Bronze, Silver or Gold award based on their performance under the Sustainable Tourism Business Criteria.

Tourism Activities, Services and Transport.



## The Cost

Qualmark is currently free of charge until all 3 of the major markets reopen (Australia, China & USA)

For more details visit [www.qualmark.co.nz](http://www.qualmark.co.nz) or get in contact with us on 0800 782 562 or at [enquiries@qualmark.co.nz](mailto:enquiries@qualmark.co.nz)

# The Benefits

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- Access to a Tourism Business Advisor. A one-on-one evaluation with a Tourism expert.
- Access to key insights from Tourism New Zealand, including market readiness, product development advice, sustainability strategies (domestic and international) updates.
- A Qualmark logo independently recognises that you operate a quality tourism business.
- A priority product listing on newzealand.com.
- Eligibility to be included in broader TNZ programs (promotion, media and trade famils) and preference in content on traveltrade.newzealand.com.
- Eligibility to attend any Qualmark support programmes (FOC) in the context of the COVID-19 including diverse workshops around different themes such as digital capability, business continuity and how to pivot to the domestic market.
- Eligibility to be included in broader NZ products promotions at an international level from our TNZ offshore offices

# Tourism Advisory Support Service

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The Tourism Transitions Programme has been established by the Ministry of Business, Innovation and Employment (MBIE) as part of the tourism recovery package. It is managed through Qualmark and Tourism New Zealand as the Tourism Advisory Support Service and offers 3 programs.

**Business Continuity** - This programme (phase one) is focused on enabling tourism operators to become more financially confident, to make strategic decisions about their future based on a deeper understanding of their current position and developing forecasts for the future, with the aim of business continuity. It has a personalised framework that will work through an agreed methodology, identifying key actions and advice for your business . **FOC and available to QM and non-QM members.**

**Digital Capacity** -The Qualmark funding will help tourism operators to access specialist advice to lift their level of understanding in the area of digital capability. Areas where support will be available include digital marketing, website performance and social media content and creation.

**FOC and available to QM and non-QM members.**

**HR Legal Support** – In partnership with Dentons Kensington Swan (DKS), this a great opportunity for tourism operators to get specialist guidance and support, for those who are having to adapt to the changed market conditions, focused on providing an understanding of the legal framework to make any changes in personnel arrangements lawfully. This support will include providing tourism specific advice to those who are considering re-organisation and redundancies. **FOC only available to QM members.**

For more information: <https://www.qualmark.co.nz/en/learn-about-us/tourism-advisory-support-service-digital-capability/>

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# THANK YOU NGĀ MIHI

*More information:* [www.tourismnewzealand.com](http://www.tourismnewzealand.com)

*Sign up to our newsletter:* [www.tourismnewzealand.com/newsletter-signup](http://www.tourismnewzealand.com/newsletter-signup)