

HURUNUI TOURISM MARKETING PLAN FY17

1 JULY 2016 - 30 JUNE 2017



VISIT
HURUNUI



RIDING THE WAVES AT GORE BAY

Overview

This plan is an overview of Hurunui Tourism’s marketing for the district, reviewing how the organisation performed in FY16 (July 2015 – June 2016) and setting priorities for FY17 (July 2016 – June 2017).

The objectives in this plan come from the vision laid out in the Hurunui District Tourism Strategy 2015-2020 which was put together by the Hurunui Tourism Board in consultation with its community.

The strategy sets out the opportunities, challenges and priorities for promoting tourism to the Hurunui until the year 2020.

This plan details which of those opportunities the organisation will pursue in FY17 and how it will do so.

You can view the Hurunui District Tourism Strategy 2015-2020 at:
<http://visithurunui.co.nz/hurunui-tourism-plans-and-strategies>

FY16 Year in Review - Highlights

*** Please note these review notes are at April 2016. There will be changes to this before June 2016.*

HANMER SPRINGS – NZ'S ALPINE SPA VILLAGE

- Work has occurred on the following objective: develop the Hanmer Springs proposition in relation to the Hurunui brand. This was shown in our AA advertising for 2016.

WAIPARA VALLEY – CHRISTCHURCH'S WINE REGION

- Work has occurred on the following objective: develop the Waipara Valley proposition in relation to the Hurunui brand. This was shown in our AA advertising for 2016.
- The North Canterbury Food & Wine Trail is continuing and a new brochure was distributed.
- Supported the Waipara Valley Wine & Food Festival.

DISTRICT WIDE SUPPORT

BASIC INFRASTRUCTURE

- 70,000 copies of the comprehensive Official Visitor Guide were distributed through i-SITES, South Island motels, hotels, activity operators and rental vehicle agencies.
- The Hanmer Springs & Hurunui District smartphone app was updated with the official visitor guide content.

- We continued with additional visitor guide slots at key i-SITE's as per previous years.
- Advertising package was renewed with AA Guides.
- The Hanmer Springs & Hurunui District Holiday Guide was placed in the market, with 110,000 copies distributed across the South Island.
- Community township maps.
The Hanmer Springs Map was not in the marketing plan for this financial year but was updated by Hurunui Tourism late 2015 and it was a cost neutral project. The Waipara Valley Map is underway.
- Hurunui Tourism helped to facilitate two workshops with operators concerning signage and the Proposed District Plan. A follow-up meeting was held with elected officials.
- We have continued to maintain www.visithurunui.co.nz and have completed two projects. An interactive map that showcases 'free things to do' and an additional feature called 'Trip Planner'. For the year end June 2015 there were 58,958 sessions and 135,197 page views. For the first eight months of this financial year (until February 2016) there were 46,686 sessions and 97,242 page views.

HANMER SPRINGS CHRISTMAS PARADE





WEKA PASS RAILWAY

We have also started an Instagram account called @HurunuiDistrict. With no direct promotion of the account we have 111 followers, as at 1/4/16, this continues to climb steadily as we post.

COMMUNICATIONS

- Strong relationships were maintained with Christchurch & Canterbury Tourism, Christchurch & Canterbury Convention Bureau, Christchurch Airport – SOUTH and regional DTOs. These have allowed access to markets through combined initiatives, famils and media referrals.

During November Christchurch & Canterbury Tourism staff (from all sections of the business) attended a mini trade show in Hanmer Springs. They met with 13 operators and were hosted overnight in the township where they experienced some of the product first hand.

In March 2016, Christchurch & Canterbury Tourism China staff presented a 'China Workshop' to Hurunui operators. Topics covered included China social media, basic Chinese greetings, differences between China and New Zealand and a general overview of Chinese visitors.

- A Top of the South (TOTS) Inbound Tourism Operator (ITO) day was held in Auckland on 22 September. There were four Hurunui operators present; The Heritage Hotel, Hanmer Springs Thermal Pools & Spa, Thrillseekers and Mt Beautiful Wines. It was a successful day with 30 appointments held with key Auckland ITOs.
- Stakeholder newsletters are now sent monthly and have achieved an average open rate of 45%.
- Editorial and public relations opportunities have been pursued and have resulted in features in the Otago Daily Times and Sunshine Coast Daily (Australia).
- Familiarisations (famils) were once again strong and included a mix of trade and media. To the end of January 2016, 8 media and trade famils have been hosted in the Hurunui District.
- The tourism operator survey was conducted with results generally being positive.

GROWING OUR MICE SHARE

- Hurunui Tourism was represented at TRENZ, Convene South and MEETINGS (conference and incentive).

Financial Year 2016 – 2017 (FY17)

This period from July 2016 to June 2017 will see Hurunui Tourism further build on its past achievements and continue to work on the core strategies set out in the Hurunui District Tourism Strategy 2015-2020.

Our Key Performance Indicators (KPIs) as per the strategy are

- To increase domestic tourism value by 2.5%.
- To Increase international tourism value by 3%

Both of these will be measured using the Ministry of Business, Innovation and Employment (MBIE) Regional Tourism Estimates.

FAMILY FUN AT THE HANMER SPRINGS THERMAL POOLS & SPA



FY17 Projected Funding

Targeted Tourism Rate (TTR)	\$218,400
HSTPS Contribution	\$52,000
Additional Third Party Funding* <i>* Income provided by tourism businesses additional to the TTR for advertising etc.</i>	\$46,375
Less Fixed Costs	\$90,000
TOTAL	\$226,775

FY17 Budget Allocation

Hanmer Springs	\$8,000
Waipara Valley	\$5,000
District Wide Support	\$212,500
<ul style="list-style-type: none"> • Basic Infrastructure \$141,000 • Communications \$50,000 • Attracting Cyclists & Walkers \$0 • Profiling & establishing touring routes \$15,000 • Growing our MICE \$6,500 	
TOTAL	\$225,500

FY17 Projected Funding

Projected Funding	\$226,775
Budget Allocation	\$225,500
Surplus	\$1,275



HURUNUI HAS A WIDE RANGE OF BOUTIQUE STORES



MINI GOLF AT ALPINE CRAZY PUTT

Hanmer Springs – New Zealand’s Alpine Spa Village \$8,000

Core Strategy:

TO FEATURE HANMER SPRINGS AS A KEY PRODUCT OF THE REGION.

There is an opportunity to further position Hanmer Springs as New Zealand’s alpine spa village. This is the village’s unique selling point and sets it apart from the other New Zealand destinations.

2015-2020 Tourism Strategy Specific Objectives: refer to the full list at:
<http://visithurunui.co.nz/hurunui-tourism-plans-and-strategies>

FY17 OBJECTIVES:

Hurunui Tourism will work on the following objectives from the 2015-2020 Tourism Strategy:

Develop support material specifically for the MICE industry.	\$ 5,000
Market the village to the cycling/mountain bike communities.	\$ 3,000

Core Strategy:

TO FEATURE WAIPARA VALLEY AS A KEY PRODUCT OF THE REGION.

The long term strategy is to build a stronger relationship between Christchurch and Waipara Valley – marketing the area’s wine to this metropolitan audience, similar to the way Martinborough is Wellington’s wine region or the Barossa Valley is Adelaide’s wine region.

2015-2020 Tourism Strategy Specific Objectives: refer to the full list at:
<http://visithurunui.co.nz/hurunui-tourism-plans-and-strategies>

FY17 OBJECTIVES:

Hurunui Tourism will work on the following objectives from the 2015-2020 Tourism Strategy:

Assist with development of Waipara Valley specific collateral	\$ 3,000
Work closely with the Waipara Valley North Canterbury Winegrowers, especially on events.	
Continue to market the North Canterbury Food and Wine Trail.	\$ 2,000

SAMPLING WINE AT THE WAIPARA VALLEY WINE & FOOD FESTIVAL



Core Strategy:

TO CONTINUE TO SUPPORT AND ENHANCE TOURISM IN THE ENTIRE HURUNUI DISTRICT BY WORKING ALONGSIDE OPERATORS AND IDENTIFYING OPPORTUNITIES.

2015-2020 Tourism Strategy Specific Objectives: refer to the full list at: <http://visithurunui.co.nz/hurunui-tourism-plans-and-strategies>

FY17 OBJECTIVES:

Hurunui Tourism has chosen to work on the following objectives from the 2015-2020 Tourism Strategy.

BASIC INFRASTRUCTURE

Enhance the smartphone app to promote the district.	\$3,000
Develop and implement an annual marketing plan.	\$1,000
Publish and distribute the Official Visitors Guide.	\$60,000
Continue to maintain and enhance the website, www.visithurunui.co.nz	\$20,000
Update two community township maps.	\$8,000
Work with council officers to address areas of concern regarding tourism infrastructure.	
Advertise in selected AA publications and their website.	\$14,000
Publish a district-wide Holiday Guide/run a domestic tourism initiative.	\$35,000



MEETING A RESIDENT OF THE HANMER SPRINGS ANIMAL PARK

District-wide Support *(continued)*

COMMUNICATIONS

Undertake regular visits to, meetings with and networking functions in our communities.	\$1,000
Consolidate tourism industry information from national and regional organisations (e.g. TIA and CCT) and interpret that for in the district.	
Utilise the information garnered from operators to enhance their profile.	
Enhance relationships with key tourism organisations, specifically CCT, Waimakariri, Kaikoura and the West Coast DTOs.	\$12,000
Famils, PR and Trade budget	\$28,000
Conduct tourism operator satisfaction survey	\$1,000
Update our photo image library	\$3,000
Filming of the District for use on website & social media	\$5,000

ATTRACTING CYCLISTS & WALKERS

Work with key mountain biking and walking stakeholders in the district – the Department of Conservation, the Hurunui Trails Trust, Hanmer Springs Mountain Biking Club and Track Network Group to identify key trails, issues that they need assistance with and potential future developments.	
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FAMILY MOUNTAIN BIKING SESSION IN THE HANMER FOREST

District-wide Support *(continued)*

PROFILING AND ESTABLISHING TOURING ROUTES

Work with Christchurch International Airport (CIAL) and its subsidiary, SOUTH, on initiatives to promote road trips in international markets.	\$10,000
Continue to work with Christchurch and Canterbury Tourism (CCT) and neighbouring District Tourism Organisations (DTOs) including West Coast, Kaikoura, Nelson/Tasman to profile the top of the South Island.	\$5,000

IMPROVING MEASUREMENT

Provide a regular consolidated report to the Hurunui Tourism Board.	
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GROWING OUR MICE (MEETINGS, INCENTIVES, CONFERENCES AND EVENTS) SHARE

Develop tools and relationships to attract additional MICE to Hurunui, including attendance at MEETINGS & Convene South.	\$5,000
Evaluate and identify MICE being held in nearby markets for leveraging.	
Maintain digital support for all events in the district.	
Manage and profile the established calendar of the Hurunui's key events.	\$1,500



SHOPPING UP A STORM!

Future Opportunities

There are a number of initiatives from the 2015-2020 strategy that are not covered in this marketing plan. In many cases, this is because Hurunui Tourism will be focusing on them later in the strategy period.

In other cases, it is simply a matter of resource; Hurunui Tourism does not have enough budget or manpower to do everything. The initiatives and actions in this plan were chosen after analysis and prioritisation.

We have also identified several initiatives in the strategy that may be developed by other organisations or that are somewhat covered by the projects that Hurunui Tourism is focusing on.

BOOSTING MID-WEEK BUSINESS

The strategy identified the opportunity to grow visitor numbers to the region mid-week. While this hasn't led to being a separate project, there are initiatives in the plan that will help to increase mid-week business:

- The focus on growing our MICE share (both specifically for Hanmer Springs, and the district); MICE business is almost exclusively mid-week.
- The campaigns developed with CCT, SOUTH and Top of the South will focus on International tourists, which are more likely to be mid-week travellers.

Furthermore, Hanmer Springs Thermal Pools & Spa has employed a contractor who is focussing on corporate and meeting sales, as well as promoting the district to international tourists through i-SITEs and other tourism organisations.



MEETING AT THE HERITAGE HOTEL



OVERLOOKING THE WAIAPU FERRY BRIDGE

VISIT
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