

# HURUNUI TOURISM FY15 MARKETING PLAN







HANMER SPRINGS THERMAL POOLS & SPA, HANMER SPRINGS

## Marketing Objectives

THE ESTABLISHED OBJECTIVES ARE:

- Grow both domestic and international visitation to the district and to have our visitors return more often or advocate to others
- Achieve a satisfaction level of 75% with our core stakeholders – Targeted Tourism Ratepayers
- Effectively increase the marketing funds available to achieve the objectives of Hurunui Tourism by leveraging the budgeted TTR funding by a minimum of 30%.

# District Tourism Strategy 2015 – Specific Goals

## 1. OUR BRAND & OUR VISITORS

### *SPECIFIC BRAND and VISITOR GOALS*

- Clarify brands focused on visitors; particularly for Hurunui District, Hanmer Springs and Waipara Valley.
- Review and update brand executions. Consider other sector applications within the district to leverage further value.
- Ongoing endorsement of the Wellness positioning, along with enhanced positioning of Waipara Valley in the Christchurch market
- Ensure the District continues to be promoted as a quality family fit with a goal of improving yield, with ongoing consideration of the development of luxury elements in the district.

## 3. ACCESS TO MARKETS

### *SPECIFIC ACCESS TO MARKET GOALS*

- Publish an annual Marketing Plan.
- Update the District Tourism Online strategy (Considering paid and organic search, and content partners).
- Maintain the role of a strong key Hanmer Springs / Hurunui i-SITE Visitor Centre presence, print collateral and it's effective distribution.
- Consider further district i-SITE presence based on local community engagement and an economically acceptable model.
- Continue the District's presence at relevant Tourism Trade Shows and with influential media.

## 2. MARKETS FOR HURUNUI TOURISM

### *SPECIFIC MARKET GOALS*

- Focus on and enhance activity in existing key markets – Christchurch and South Island, Australia.
- Develop North Island (Auckland focus) and maintain FIT (Europe) markets.
- Consider opportunities for new origin markets through new airline entrants to Christchurch airport. In the short term as a supplement to Christchurch as a first night option. This will include the Tier 1 prioritised international origin market of China (alongside Australia), as identified by Tourism New Zealand.
- Develop "What's New" ongoing communications targeted to the significant repeat visitor segment.

## 4. IMPROVE TOURISM SECTOR PERFORMANCE, & DEVELOPMENT

### *SPECIFIC TOURISM SECTOR DEVELOPMENT GOALS*

- Maintain the peak relationship with Christchurch and Canterbury Tourism.
- Continue and expand the Tourism sector relationship with West Coast, Nelson, Kaikoura, Marlborough and Waimakariri.
- Event and Product development framework established (priority focus given to events and product that is linked to the District brand, enjoys strong local engagement and has a positive economic impact), with funding guidelines outlined.
- Specific Product Development: Cycling and Walking from Hanmer Springs. Further develop the DOC engagement in the District visitor industry (St James as an important visitor experience).
- Consider support for heritage development from eg Te Papa, for story development, collection presentation. Particular focus on wellness, and food and wine stories.
- Develop support of Enterprise North Canterbury for capability build for tourism operators (Business and Technology focus) significant repeat visitor segment.

MT LYFORD







COB COTTAGE, AMBERLEY

## 5. DESTINATION MANAGEMENT

### SPECIFIC DESTINATION MANAGEMENT GOALS

- Specific visitor oriented infrastructure improvements outlined for council planning needs e.g. access roads (e.g. Gore Bay Coastal Drive, St James) and visitor reserves to be enhanced (e.g. Lake Sumner Forest Park). Improvement and development of walking and bike trails product.
- District wide signage audit and enhancement plan (with a focus on visitor needs) developed, to focus on creating appropriate awareness of available tourism product.
- Develop an annual update and education forum for tourism operators from smaller communities.
- A Freedom Camping position for the District established in line with local and central government frameworks, and well communicated to visitors.
- Engagement of the Tourism sector in the Hurunui District 2011 LTP process.
- Maintain the Targeted Rate process to continue to support the advocacy for Tourism.

## 6. MEASUREMENT

### SPECIFIC MEASUREMENT GOALS

- Complete and implement District wide Accommodation Monitor.
- Focus on Capacity and Seasonality as key measurements.
- Hurunui Tourism Board scoreboard developed to demonstrate progress against measureable outcomes. This should begin with existing data sets (eg HSTP&S and Accommodation Monitor) and expand as more effective tools are developed (eg Access to market (channel) performance, Visitor arrivals tracking, Accommodation, Restaurants, Activities Monitor).

# FY14 Year in Review - Highlights

## ADVERTISING & DISTRIBUTION

### *HANMER SPRINGS & HURUNUI DISTRICT OFFICIAL VISITOR GUIDE:*

The comprehensive Official Visitor Guide, was distributed through the previously successful channels of i-SITEs throughout the country and Christchurch Airport. In this year additional pickup points throughout Canterbury, West Coast and the Top of the South were added to increase the distribution.

Following the release of the OVG, the Hanmer Springs Hurunui smartphone app was constructed and it is now in the marketplace.

### *INTERNATIONAL VISITOR ADVERTISING:*

AA visitors guides and On Board magazine placements were made. Due to lack of funding, further opportunities were not taken.

### *DOMESTIC VISITOR ADVERTISING:*

The holiday planner was successfully placed in the market.

### *i-SITE DISPLAY:*

Increased i-SITE distribution was achieved as planned.

## DIGITAL MARKETING

### *VISIT HURUNUI WEBSITE – SITE REDESIGN AND RELAUNCH*

This site is presently in the final stages of construction which will be followed by testing prior to the relaunch.

## DESTINATION MANAGEMENT

### *RESEARCH*

**VISITOR INDICATOR:** The visitor indicator program has been established. This is a long term program of data collection which will build year on year to give a more complete story and analysis.

**MID-WEEK MARKET:** The planned research project was not completed. A commitment of \$1,000 to strategy development in partnership with HSBA is included in the FY15.

**VISITOR/STAKEHOLDER SATISFACTION:** Research showed very positive results.

### *DISTRICT SIGNAGE AUDIT:*

Due to reduced funding levels this project has been parked.



CHRISTMAS COUNTRY FETE, CULVERDEN





ST ANNE'S LAGOON, CHEVIOT

## PARTNERSHIPS

Partnerships have been strengthened with Christchurch & Canterbury Tourism, Christchurch & Canterbury Convention Bureau, Christchurch Airport's South and with other regional DTOs.

This year we were also invited to attend consumer shows by Tourism New Zealand.

Hurunui Tourism was also represented at TRENZ, Convene South and Meetings (CI market)

## COMMUNICATIONS

Strong profile has been achieved through Tourism Today program in local print.

The PR for the year wasn't as strong as hoped for, however a significant number of familiarisations were hosted this year, which should translate to more exposure in the coming year.

## MAPS

A program to improve the quality, consistency and accuracy of the local maps within our region has been embarked upon. Our aim has been to assist local towns and districts by providing the base map, all of which use the same fonts, colours and symbols for the map, hence providing the visitors with a consistent and more professional view of our region.

Maps for Amberley, Waiau and Waipara Valley have been completed to date, whilst those for Greta Valley, Hawarden/Waikari, Culverden and Cheviot are on-going.

## CAM STATISTICS

2014 325,607

This result is down 3.8% on last year.

This trend has been predicted for some time as it was inevitable that the Christchurch market would decrease as Christchurch got "back to normal". The other factor which impacts on the CAM Stats is the arrival numbers into Christchurch Airport which are down 2% on 2013.

CAM Stats since Earthquake 2011

	YE FEB 2011	YE JAN 2013	YE DEC 2013	Variance 2011-13
HURUNUI	300,000	350,000	340,000	+8%
KAIKOURA	300,000	300,000	300,000	0%
MACKENZIE	465,000	450,000	475,000	+2%
CHRISTCHURCH	3,312,133	2,101,254	2,132,968	-36%

# Marketing Strategy

Our Marketing Strategy for the financial year 2015 has been developed to further achieve the Hurunui District Tourism Strategy 2015 – Specific Goals.

There are five pillars to our strategic marketing focus in 2014/15, which form the structure of this plan.

1. ADVERTISING & DISTRIBUTION
2. DIGITAL MARKETING
3. DESTINATION MANAGEMENT
4. PARTNERSHIPS
5. COMMUNICATIONS

SPLASHING AROUND 4X4 STYLE WITH THRILLSEEKERS ADVENTURES



The effective distribution of destination Hanmer Springs and Hurunui District advertising, collateral, images, information and compelling 'reasons to visit' within the South Island and particularly the surrounding districts is the cornerstone of this Marketing Plan. In addition advertising opportunities in travel specific travel publications making feature of destination New Zealand in the Australian market will be taken with leveraged editorial.

Advertising reaching South Island (principally Canterbury, Nelson/Marlborough and West Coast) will develop the districts' tourism brand with two target markets – domestic (all people 25-54 with a female bias), and all international visitors to the South Island.

Advertising reaching potential travellers in Australia will develop the Hurunui story with supporting advertising.

## **PRINCIPAL ACTIVITIES IN THE 2014/15 YEAR WILL BE THE FOLLOWING**

### ***Hanmer Springs and Hurunui District Visitor Guide:***

Continued production of a comprehensive Visitor Guide with a print run of 80,000 units. Wider representation of tourism across the district will remain a key focus of this publication.

Distribution will be key to the effectiveness of the OVG, with emphasis on growing "pick-up" points throughout Canterbury, West Coast, and Top of the South. Christchurch Airport and i-SITE offices will remain the principal distribution point to international visitors.

The associated Smartphone Application will be updated to the latest software release, and updated to include the participants in the OVG. Awareness of the Smartphone app distributed via the publication and online.



HANMER SPRINGS VILLAGE

### ***International Visitor Advertising:***

A campaign schedule targeted at South Island International visitors will be placed in the AA Visitor Guides.

### ***Domestic Visitor Advertising:***

The Holiday Planner will be the key advertising and branding activity of the year once again providing the opportunity for operator participation, with distribution in October 2014. This publication will be distributed as an insert in all South Island daily newspapers with a total print run of 175,000.





**OFFICIAL VISITOR GUIDE**

OVG print, production and app \$ 45,000  
 OVG distribution \$ 25,000

**INTERNATIONAL ADVERTISING**

Advertising NZ - print \$ 18,000

**HOLIDAY PLANMER**

Planmer print & production \$ 35,000  
 Planmer distribution \$ 15,000

**i-SITE DISPLAY**

i-SITE display \$ 2,000

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**TOTAL** \$ 140,000  
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# Digital Marketing

\$25,000

The Hurunui destination ([www.visithurunui.co.nz](http://www.visithurunui.co.nz)) website is continuing to grow in relevance as a motivational and planning site for visitors. The 2013/14 plan to redesign the site to meet best practice standards of responsive design is almost complete which means the site will be delivering a seamless user experience across all forms of device from desktop computers to handheld smartphones.

The site will retain the current information base with fully enhanced design and new improved features, utilising current technology. Features will be made of Events, Village maps, Hiking & Biking trails, District features.

The Visit Hurunui site will be redesigned along with sites for Hanmer Springs Thermal Pools & Spa and Hanmer Springs Village. As part of a combined market development proposition into the Auckland/North Island, and China markets a measured digital initiative will be launched utilising specific micro sites tailored to the needs of these markets.

Digital activity will also include providing assistance to the Waipara Valley Food and Wine Festival – a top regional event which Hurunui Tourism will support and help grow.

## PRINCIPAL ACTIVITIES IN THE 2014/15 YEAR WILL BE THE FOLLOWING

### Visit Hurunui Website

Program will be developed to support the website using search engine optimisation and Google Adwords to drive traffic to the site. We will be working on translating portions of the site for the Chinese market and will be developing video content to enhance the site's appeal.

### Waipara Wine and Food website

Providing oversight and administration of the website [waiparavalleyfoodandwine.co.nz](http://waiparavalleyfoodandwine.co.nz)

## DIGITAL MARKETING

Website design/work	\$ 10,000
SEO Adwords	\$ 10,000
China market	\$ 5,000
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<b>TOTAL</b>	<b>\$ 25,000</b>
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BEACH WALKING NEAR MOTUNAU ISLAND





# Destination Management

\$10,000

Activity will be focused on three areas in 2014/15. Research of the potential offered by developing Mid-Week Visitor Markets, ongoing Visitor Indicator reporting and Visitor Information Boards.



STATUE OF CHARLES UPHAM

**PRINCIPAL ACTIVITIES IN THE 2014/15 YEAR WILL BE THE FOLLOWING**

**Visitor Information Boards:**

An update of all the graphic elements of the Visitor Information Boards will be undertaken as a capital project.

**Research**

**VISITOR INDICATOR:** Continued collection of the data will be undertaken and reported to all stakeholders each month as an indicator of visitor numbers in guest accommodation. With comparative data to the previous month, year to date and previous year.

**VISITOR/STAKEHOLDER SATISFACTION:** Research undertaken within the district with both groups to establish satisfaction and effectiveness.

**Mid-Week Market Hanmer Springs**

Investment in the mid week market will be undertaken in conjunction with HSBA and interested operators.

<b>RESEARCH</b>	
Visitor Indicator	\$ 5,000
Satisfaction Survey	\$ 1,000
<b>MID-WEEK MARKET</b>	
Hanmer Springs	\$ 4,000
<b>VISITOR INFORMATION BOARDS – CAPITAL PROJECT</b>	
(Seven boards at \$3,500 each with a total of \$24,500)	
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<b>TOTAL</b>	<b>\$ 10,000</b>
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# Partnerships

\$22,500

Hurunui Tourism wishes to maximize the strength of cooperative marketing in the following ways:

- Be a valued partner in a marketing services agreement with Christchurch & Canterbury Tourism for agreed excellence in representation and feature in all off shore and general trade activity, consumer and trade campaigns and promotional and sales activity.
- Be a valued and lead partner in marketing cluster activity with SOUTH – the marketing initiative of Christchurch International Airport with special focus on emerging markets, particularly China.
- Seek opportunities to joint venture marketing initiatives with RTOs / DTOs from within or outside the Canterbury region to achieve our established strategic objectives, including the continuation of the North Canterbury Food & Wine Trail and greater Canterbury Wine Trail.
- Partner with TNZ and others to maximise media and trade opportunities and coverage and in-market direct sales activity.
- Continue the Conference & Incentive joint-venture activity with Heritage Hotels including attendance at CONVENE in 2014 and MEETINGS in 2015, seeking opportunities for all venues and activities in the Conference and Incentive space.



LEITHFIELD BEACH

## TOURISM NEW ZEALAND / SOUTH / CCT

DTO regional contribution  
to Christchurch & Canterbury  
Tourism \$ 10,000

Contribution to SOUTH –  
China Market activity \$ 5,000

CANTERBURY DISTRICTS  
Canterbury Food & Wine Trail \$ 2,500

CONFERENCE  
C&I joint venture marketing \$ 5,000

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TOTAL \$ 22,500  
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# Communications

\$31,000

General ongoing communications and marketing activity including subscriptions, general creative, and printing & distribution of stakeholder communications and reports.

Hosting of visiting Trade and Media representatives and the development and supply of relevant Trade and/or Media resources.

Includes public relations company costs and regular Tourism Today feature in Hurunui News produced four times annually, and all other copy and collateral writing.

# Total Marketing Budget FY15

\$228,500

## TOURISM NEW ZEALAND / SOUTH / CCT

ADVERTISING & DISTRIBUTION	\$ 140,000
DIGITAL MARKETING	\$ 25,000
DESTINATION MANAGEMENT	\$ 10,000
PARTNERSHIPS	\$ 22,500
COMMUNICATIONS	\$ 31,000

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TOTAL	\$ 228,500
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WAIKARI

