

Tourism Tasmania

Shelly Reilly

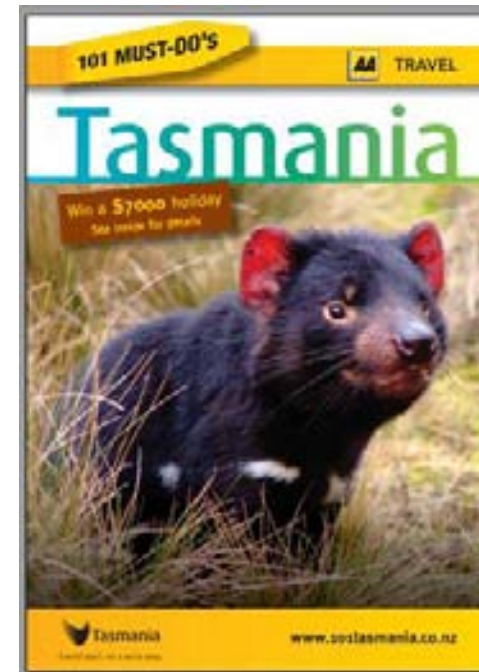
**New Zealand**

[www.tourismtasmania.com.au](http://www.tourismtasmania.com.au)



# What NZ has been up to in 2011

- My Kind of Place
- AA Travel – 101 Must Do's Tasmania
- Taste of New Zealand
- Diners Card / Niche Publications
- Consumer and Trade shows
- Prize campaigns with;  
The Christchurch Press, Art Magazine, Seniors Card



# JUDY BAILEY'S TASMANIAN TRAVELS

AUSTRALIA My Kind of PLACE  
7:30pm Saturdays TV ONE

PREV PLACE NEXT PLACE

EXPERIENCE IT!

ADD AN AIRFARE



TASMANIA Port Arthur

Travel & Entertainment Monitor Plus

## 101 MUST-DO'S

A world apart, not a world away Tasmania

Home | Win by Category | 101 Must-Do Highlights | Who and What



### Vote and Win a \$7000 Prize Package

Whether you're new to Tasmania or not, if you've ever had a visit to Tasmania, you'll know it's a special place. Now you can win a \$7000 prize package to visit the island state. Tasmania has a great prize pack for you to win. You're invited to vote for your favourite Tasmania Must-Do. The more votes you cast, the more chance you have of winning. The prize pack includes a round-trip airfare to Hobart, Tasmania, and a 7-night stay in a Tasmanian hotel. The prize pack is available to residents of Australia and New Zealand. Voting closes on 31st October 2014.



### 101 Must-Do Categories

- Art and Culture
- History and Heritage
- Follow Your Passions
- Nature and Wildlife

- ### Current Top Ten Must-Dos
- West Coast Wilderness Railway
  - Julian
  - Scenic Helicopters
  - Golden Eagle Cruises
  - Port Arthur
  - Whangarei Bay
  - Woolshed National Park
  - National Parks



Tasmania ...  
crawls off the  
rocking up to the  
Pineal Gums trip to the  
dunes

### Win a Tasmanian Spectacular trip for two with Seniors Card!

**Seniors Card**

Tasmania is a world unto itself. Whether you're cooking up the atmosphere on a stroll through Salamanca Place in Hobart or travelling along a road surrounded by World Heritage protected rainforest, you'll be awestruck by its rich and diverse nature.

**Tasmania is on Top of Discovery**

Discover the world's most beautiful island state. Tasmania is a world unto itself. Whether you're cooking up the atmosphere on a stroll through Salamanca Place in Hobart or travelling along a road surrounded by World Heritage protected rainforest, you'll be awestruck by its rich and diverse nature.

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# New Zealand Market Overview

- The New Zealand market continues to be Australia's number one source market with 1,073,000 kiwi's travelling to Australia YE June 2011
- 94% of them were repeat Australian visitors
- Tasmania represents 1.4% of all New Zealand arrivals or 14,600
- On average New Zealanders spend 15 days in Tasmania
- The new alliance between Air New Zealand and Virgin Australia is providing better air access from NZ
- Tasmania's profile is increasing in New Zealand, as Kiwi's look for travel options beyond the tradition Australian gate ways, and look for experienced based holidays

# How Kiwi's purchase travel

- The majority of New Zealanders taking a domestic holiday or a short-haul overseas holiday to Australia, Asia or the South Pacific are confident about booking online
- Roy Morgan NZ Travel Agent Monitor for YE June 2011 report that 41% of New Zealanders used the internet or email to book their last holiday or leisure trip. 14% was in person and 19% over the phone. Bookings include both direct with airline and hotel booking sites as well as with travel agents sites
- Expedia climbed to the top of Hitlist list of most popular travel agency websites in October with 12.74% of the share, followed by Webjet on 11.32%, House of Travel on 10.34% and Flight Centre on 7.01%
- Air New Zealand's GrabASeat with 35% usage is the number one used airline website by New Zealanders as measured by Hitlist, for September 2011. Air New Zealand comes in second at 30%, followed by Jetstar at 9.6% and Air Asia at 3%

# New Zealand Trade

- 4 major wholesalers  
HOT Product, Go Holidays, Infinity, Air New Zealand Holidays/AOT new joint venture in 2012
- Wholesalers are strongly aligned to retail brands
- Australia is back being a key focus

## Australian based suppliers in the market

- In addition to the traditional NZ distribution network, we have seen significant activity by Australian based suppliers working the market primarily targeting consumers direct
- Webjet.co.nz has been very aggressive in the market with national TV advertising
- Expedia.co.nz are also aggressive in the market and are currently number 1 for top hit travel
- Online Travel Agents have focused on national radio promotion, they are also offering agents commissions from 10% to 12%
- Hotels.com are also in the market with national TV advertising



# Trade & Consumer Media NZ

- Per head of population New Zealand has the highest media saturation than any other country. We have more radio channels, magazines, newspapers than anyone. If you have a New Zealand media person contact you direct for support, NZ Office is more than happy to provide advice on if you will get the desired return for your investment to support.
- Online Media Strong [stuff.co.nz](http://stuff.co.nz), herald on line
- Niche publications return great ROI for minimal investment
- Trade Publications
- Travel Publications

# New Zealand market tips

- For consumer direct initiatives, consider offering a 0800 toll free NZ Number  
On your website on in market advertising
- Kiwi's like the back up that they can talk to a real person as well as online  
(Australian 1800 and 131 numbers do not work for NZ)
- Relationships, relationships, relationships
- If you are focus on traditional trade out of site means out of mind
- Great consumer direct opportunities through publications, press, radio etc. both  
to tell stories and to drive revenue and bookings
- Not all publications are created equally, give us a call or drop us a line
- Online sales | day website, Grab One, | Day.co.nz

# Talking Tasmania to Kiwi's

- Networking Groups
- Social Media Groups
- Media Mingle
- Non Traditional Partners
- Corporate partners
- Press and media relationships
- General Envelope opening

