



# Tourism New Zealand Update

21st September 2022



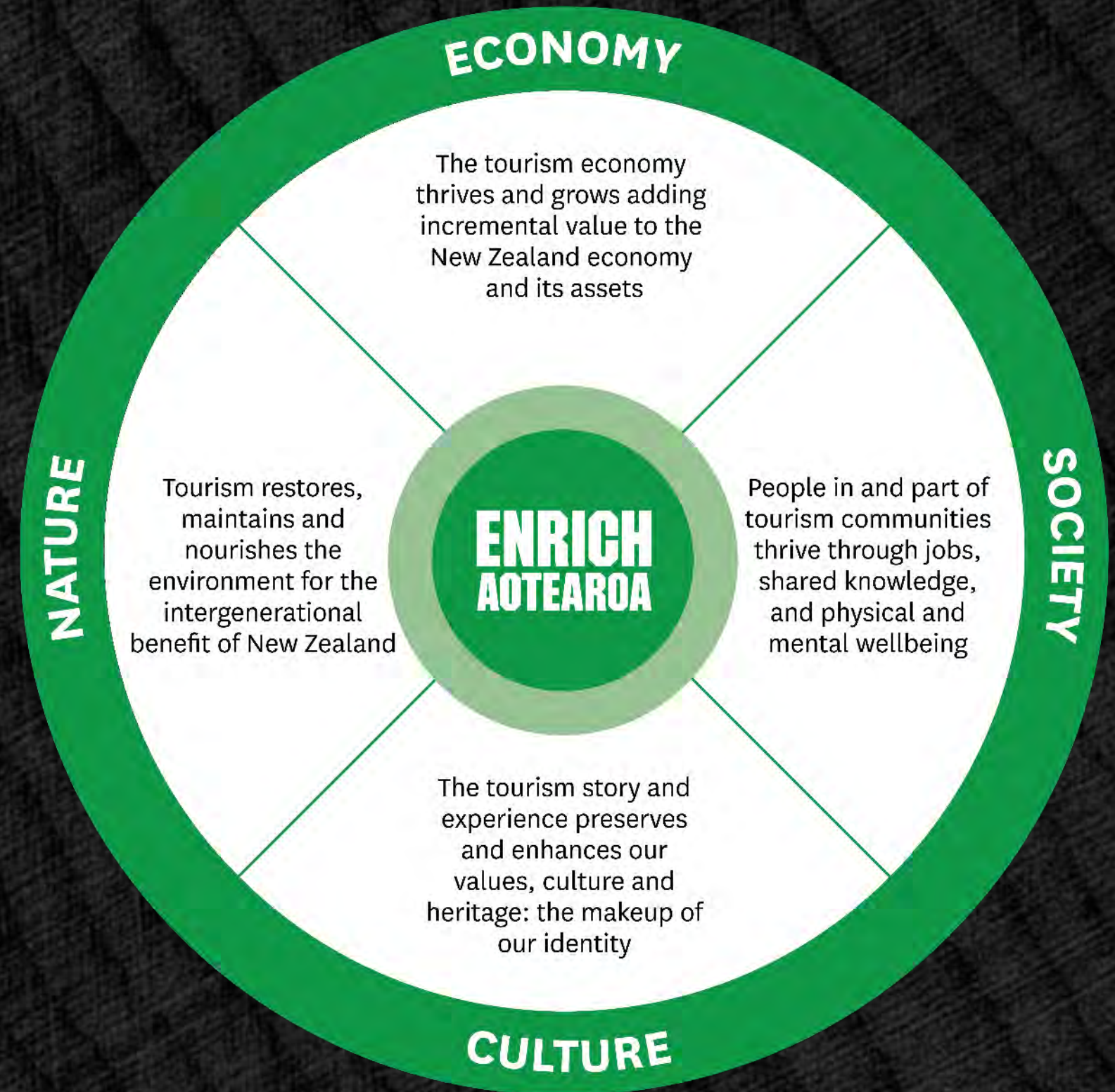
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# Our Purpose

**Enrich Aotearoa New Zealand and all who visit.**

Tourism must enrich New Zealand and the wellbeing of New Zealanders – contributing more than what it takes. Tourism must create jobs, restore nature, enhance our heritage, build our national reputation and make us proud.



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# Our Role

Our role is to generate and shape tourism demand.

- Tourism New Zealand is New Zealand's national destination marketing organisation.
- We work closely with Regional Tourism Organisations like Destination Great Lake Taupo to support the recovery and rebuild of the New Zealand tourism sector.





# Operating Context

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International borders were closed until recently, and the global tourism market will be highly competitive



Rebuild and recovery will take several years



New Zealanders expect tourism to show up differently



Attracting high quality visitors that will Enrich Aotearoa is more important than ever



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# Portfolio approach

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**Domestic**



**International**



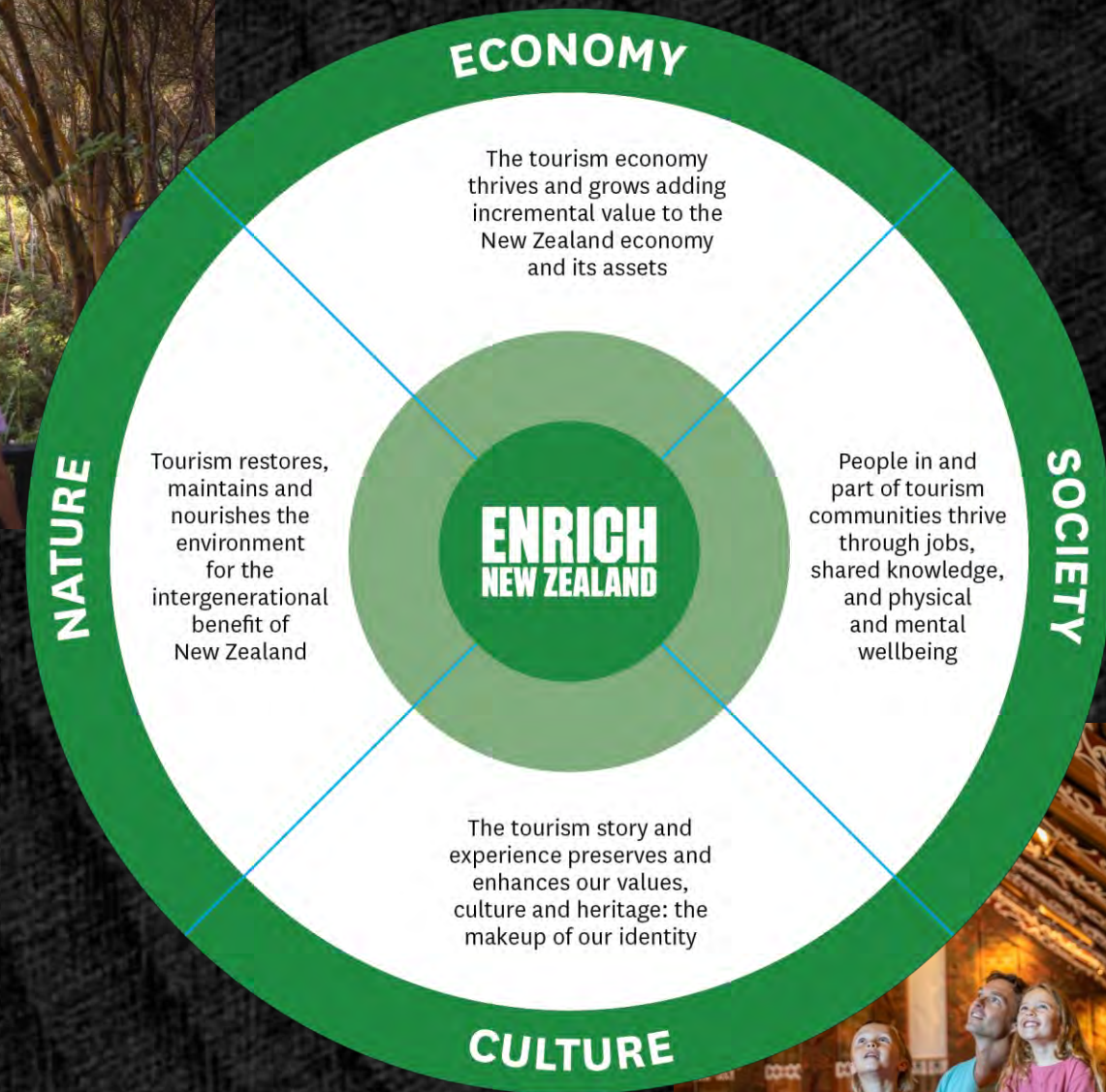
**International  
Business Events**



# What makes a “High Quality Visitor”?

High-quality visitors are defined by the way they contribute to our natural environment, culture, society and economy.

They are determined by their scope of activities, travel across seasons and regions, environmental consciousness and engagement with our local culture and communities.



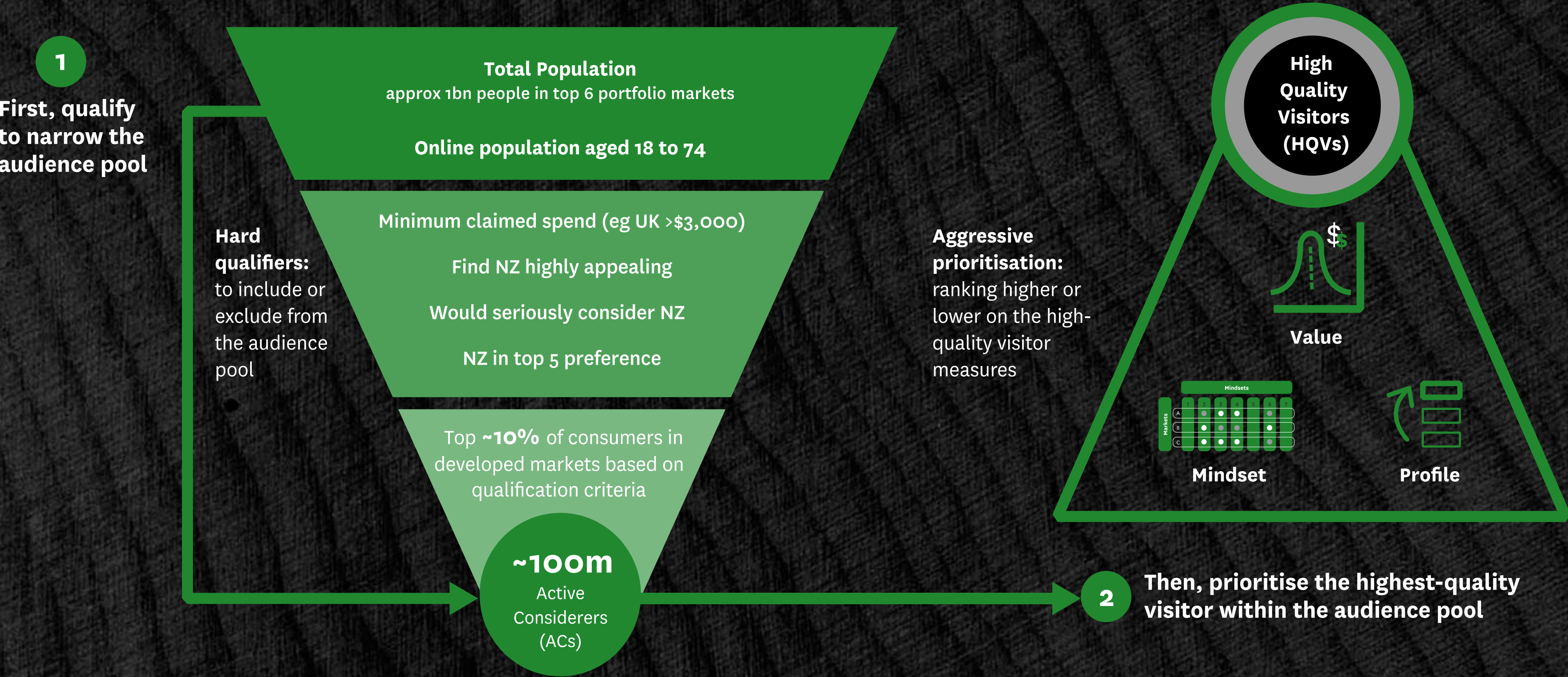
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# Framework for targeting high-quality visitors



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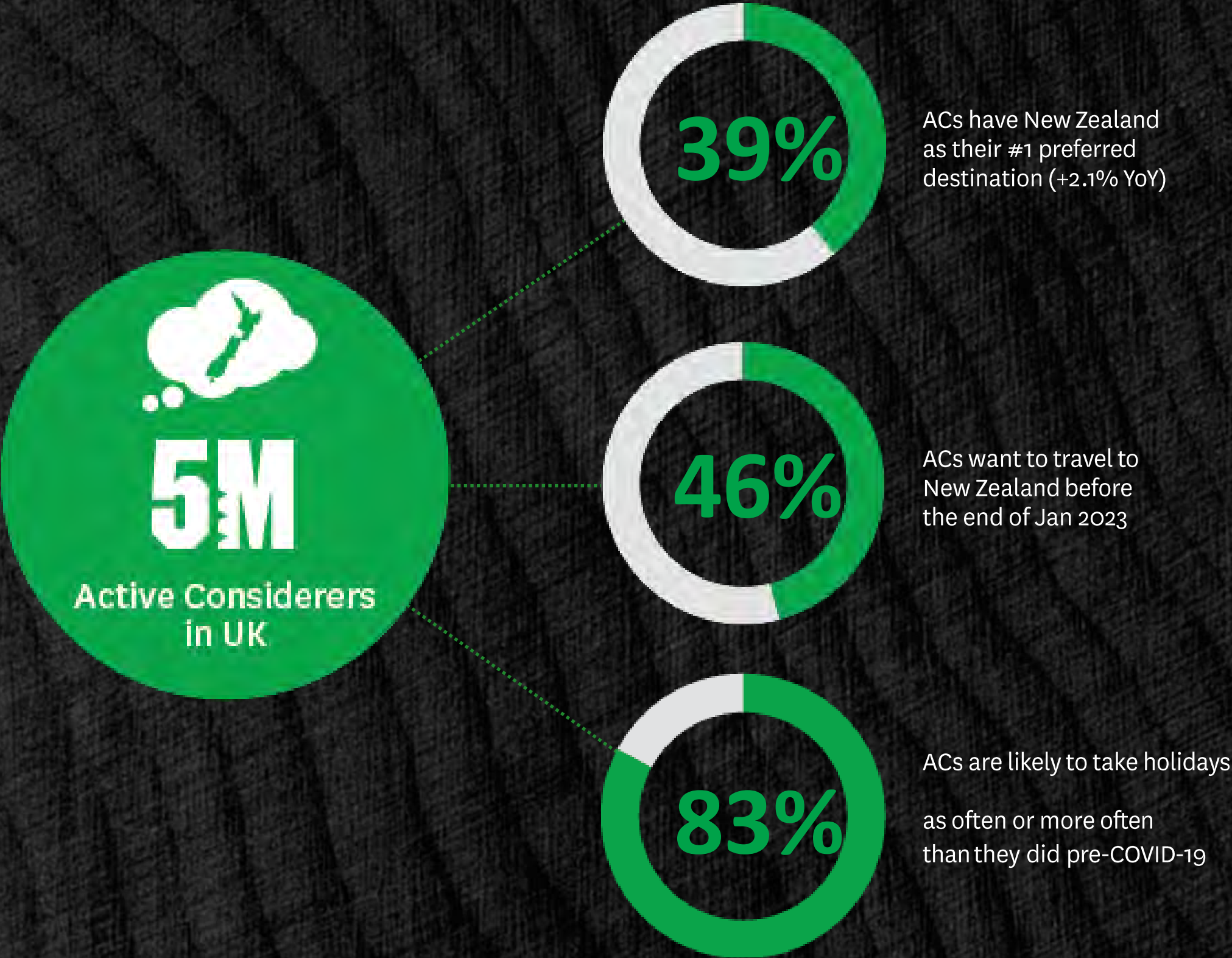
Note: Incidence of Active Considerers fluctuates at individual market level, incidence is based on online 18-74 population.  
'Claimed' spend excludes the cost of the airfare to get to New Zealand.  
Actual 'on the ground' spend typically exceeds claimed/intended spend upfront.



# Case study: High Quality Visitor UK



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**Experienced Connectors**  
know what they're doing, and they're free to go and do it.



**Vibrant Adventurers**  
feel alive when they travel. They love the promise and thrill of adventure.

Two priority mindsets:  
Experienced Connectors  
and Vibrant Adventurers







# IF YOU SEEK

Our new global brand campaign



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# STRATEGY ON A PAGE

## AUDIENCE

### **The Seeker mindset**

We believe there is a 'seeker' and 'tourist' in everyone, it's a frame of mind rather than one type of traveller.  
This 'seeker' behaviour we wish to attract.

## BENEFIT

The Seeker seeks a sense of long-term personal growth through new, enriching travel experiences

## INSIGHT

Manaakitanga gives us a distinctive perspective – reciprocity:  
**The more you give to New Zealand, the more New Zealand gives to you.**  
We welcome manuhiri with open arms and will always look after anyone who comes to New Zealand. This is not conditional.

## STRATEGIC PROPOSITION

We want to inspire the seeker that lives within each of us.

## IDEA

### **IF YOU SEEK**

We unapologetically build for an aspirational seeker mindset.  
We speak to the seeker in everyone and position New Zealand as a place for authentic, rich experiences  
(and not just for superficial, tourist experiences).



# DOMESTIC STRATEGY ON A PAGE

## AUDIENCE

### **The Seeker mindset**

We believe there is a 'seeker' and 'resident' in every New Zealander, it's a frame of mind rather than a type of traveler.  
We want to foster and encourage the seeker mindset to get New Zealanders seeking in their own backyard.

## BENEFIT

The Seeker seeks a sense of long-term personal growth through new, enriching travel experiences but currently only thinks to find this abroad.

## INSIGHT

### **The more you give to New Zealand, the more New Zealand gives to you.**

The more you open your mind to doing something new even if it seems 'touristy', the more you rid yourself of pre-conceptions about places and experiences,  
the more you open yourself to spending and not just scrimping, the more you'll be rewarded with transformative experiences in New Zealand.

## STRATEGIC PROPOSITION

### **Be more seeker in New Zealand**

We want to inspire the seeker that lives in every New Zealander to seek new experiences in New Zealand

## IDEA

### **THERE'S MORE TO FIND IF YOU SEEK**

We unapologetically build for an aspirational seeker mindset.  
We speak to the seeker in everyone and position New Zealand as a place with unlimited authentic, rich experiences  
(which are more rewarding than the familiar places that New Zealanders tend to revert to out of habit)



# IF YOU SEEK

To those curious enough to seek it, Aotearoa (New Zealand) gives everything.

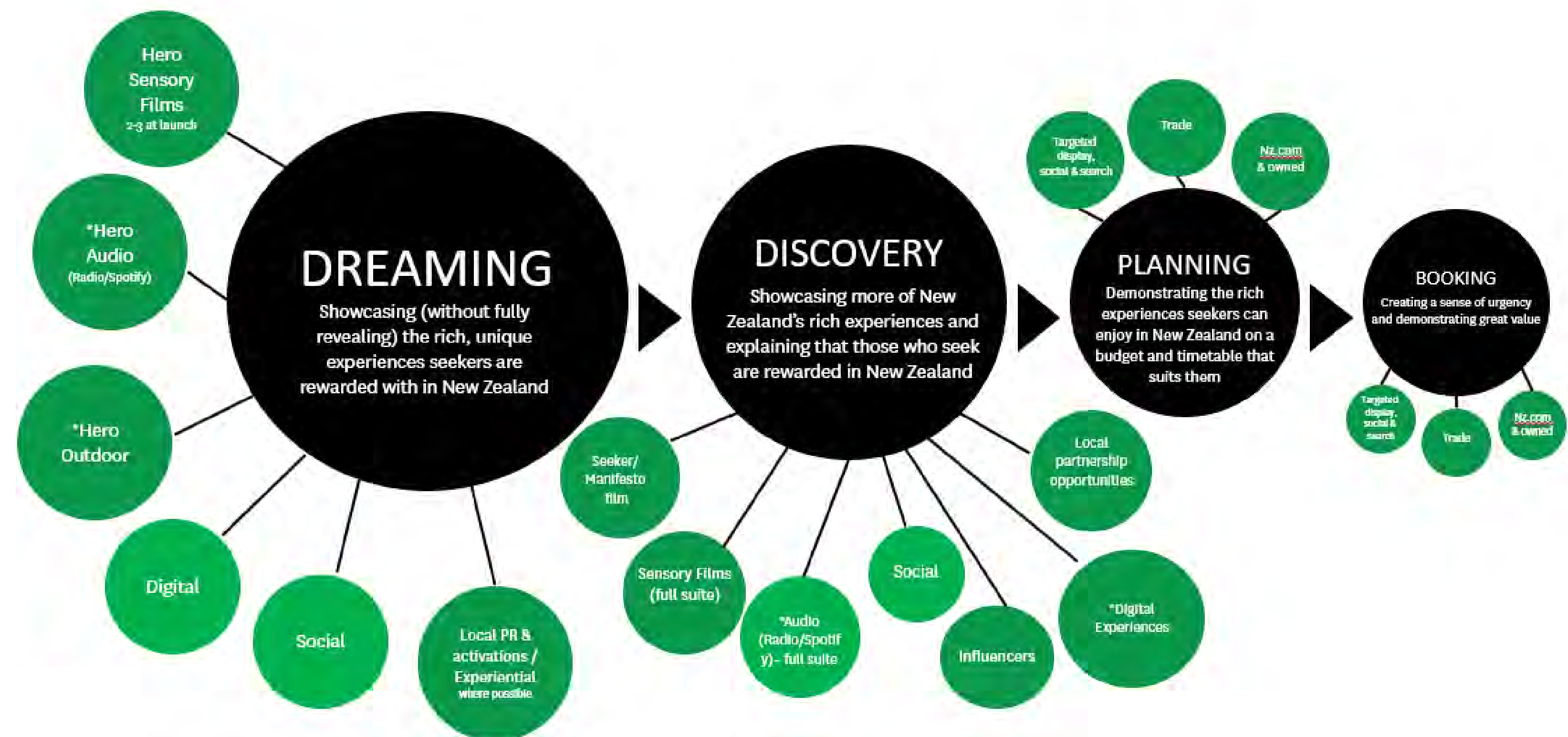
The magic of this place is reserved for the curious ones ready to go a little further, ask more, immerse, embrace, respect and discover.

To them we offer our manaakitanga.

This is a place for those who seek.



# A campaign funnel full of activity







# SENSORY FILMS

**NO RECORDING WILL EVER DO JUSTICE TO THE LIVED NEW ZEALAND EXPERIENCE.  
BUT THE RIGHT STORY CAN MAKE YOU BELIEVE IN IT.**



IF YOU SEE



IF YOU SEEK



IF YOU SEE



IF YOU SEEK



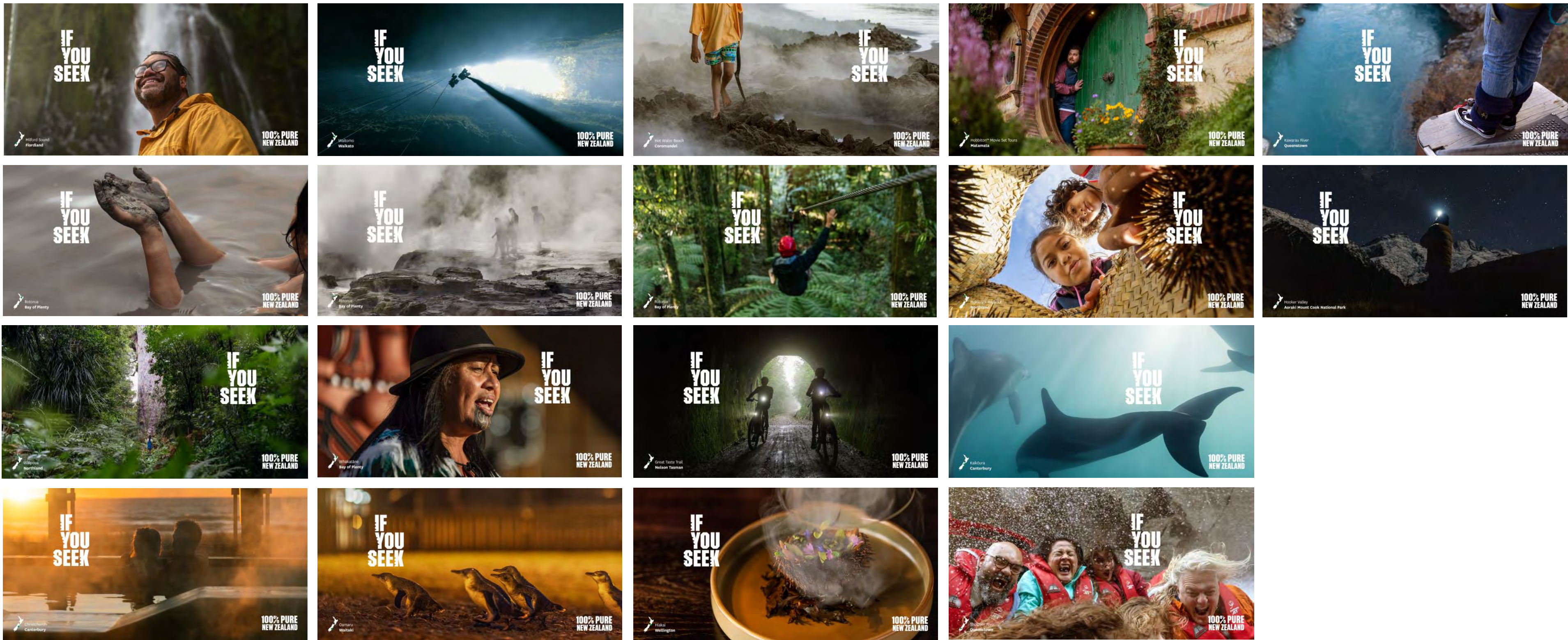
IF YOU SEE



IF YOU SEEK



# Lots more content to attract high quality seekers





# traveltrade.newzealand.com



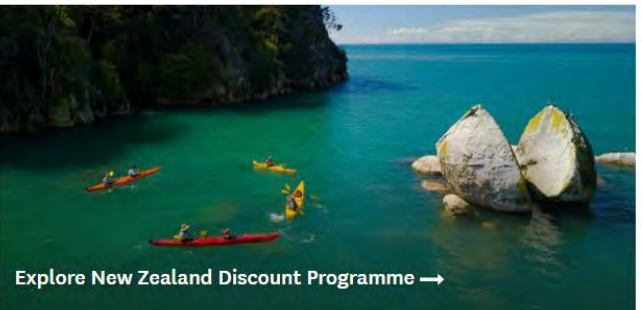
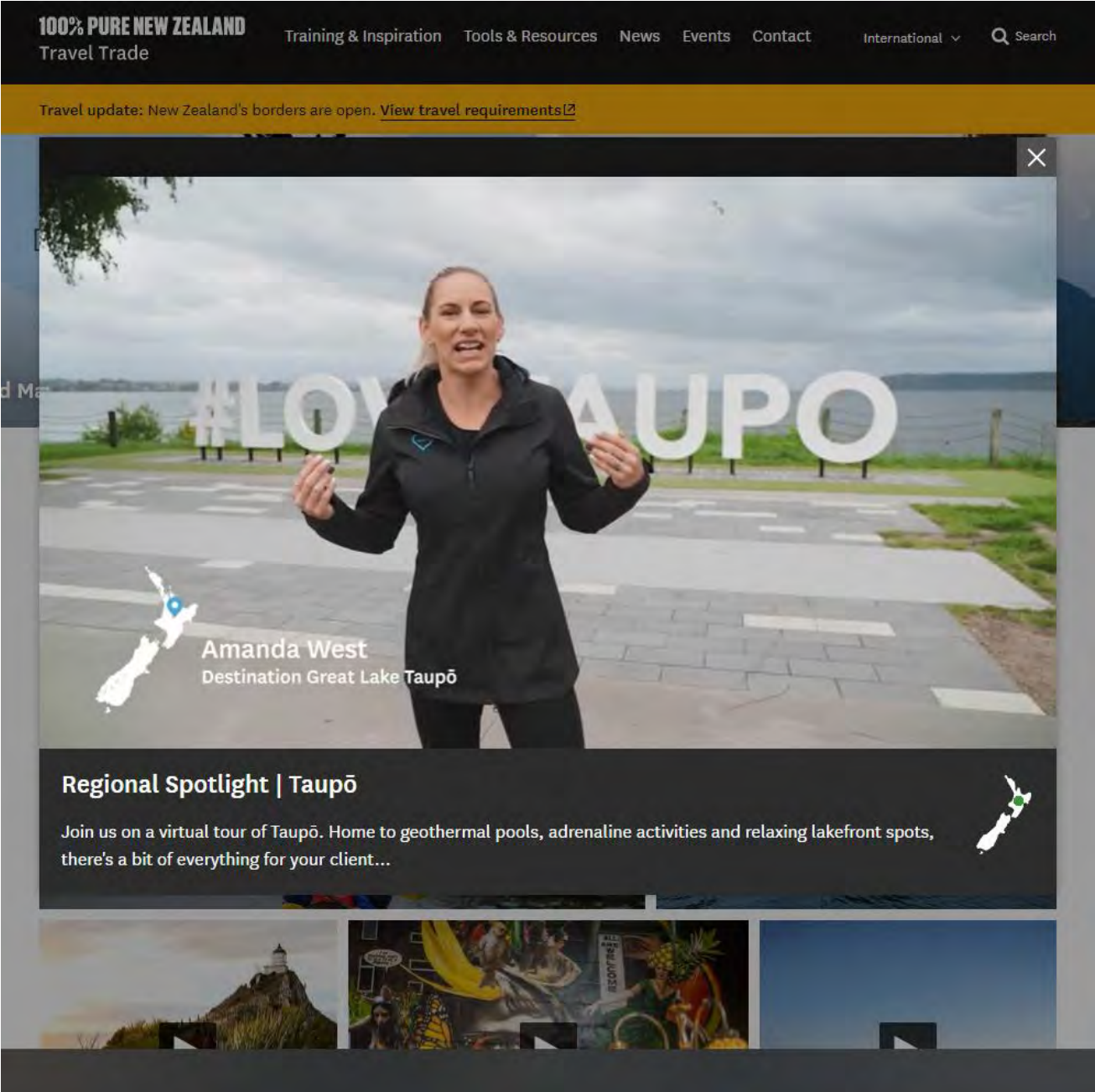
## IF YOU SEEK

Aotearoa New Zealand is a place for those who seek more through extraordinary travel.

Discover a place of spectacular landscapes, a land of meaningful experiences, a destination that treats its manuhiri (visitors) like whānau (family). Rewarding those who look a little deeper, go a little further, Aotearoa warmly welcomes all who are willing to embrace our distinctive spirit of manaakitanga (reciprocal hospitality).

From the insatiably curious, ready to immerse themselves in our unique culture, our people, and our natural environment to the ones in search of captivating adventures, whether on a scenic helicopter ride or kayaking pristine waters.

Check out our campaign videos, itineraries and articles designed to help your clients seek out the true magic of Aotearoa.



## NATURE & WILDLIFE

Home > Nature & Wildlife

If your clients seek breathtaking scenery and wide open spaces, New Zealand is the destination!

Those curious enough to step off the beaten path are rewarded with meaningful experiences, like watching the world's smallest penguin coming home to nest at night, or knowledgeable kaiārahi (local guides) showing you the best spots to photograph a rare kaka bird.

Watch these short films for inspiration and read our insider tips on how your clients can encounter [nature and wildlife](#) on their New Zealand holiday.



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### IF YOU SEEK NEW FLAVOURS



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newzealand.com

**Hāwai**  
Wellington

**Tempt your taste buds.**

When you follow your senses, you will be transported to places that can inspire you in different ways. And if you have the curiosity to seek, Aotearoa New Zealand will not disappoint. Sharing food is no new concept, but as you taste your way around the motu (country) you will experience this with manaakitanga (hospitality).

Agency name | Agent name  
email address@gmail.com

AGENCYLOGO

**A diverse and exciting culinary scene**

With accessible, fresh produce available across the motu (country), it's not hard to find something to write home about. New Zealand is not just about lamb and honey pockey ice cream (although both are quite delicious). Our experimental and creative chefs are forging new paths, challenging everything they've known about producing exceptional food. What has emerged is a plethora of choice with rich flavours, outstanding presentation, and a deeper, more meaningful connection to the whenua (land) you are exploring.

**Fresh from the sea**

Kai moana (food from the sea) is a unique and exciting prospect in New Zealand. From the source to the plate is not just an aspiration, it's a sure thing. Kaitiaki crayfish (lobster) from a caravan, green-shell mussels on a launch served straight from the farm, king salmon from the highest salmon farm in the world - if you can dream it, you can eat it.

If finding and catching your own food is something that gets your spine tingling, a fishing trip is an iconic New Zealand experience that will see you exploring nature in an entirely new way. Visit Lake Taupo, the largest lake in New Zealand created thousands of years ago by a spectacularly violent volcanic eruption. The abundant waters are home to several diverse types of fish, including rainbow and brown trout. Cast your line into the waters and if Tangaroa (god of the sea, lakes and rivers) and the creatures that inhabit them is shining down on you, haul in your catch. You can choose to release it back, or have the skipper prepare it to take away with you. You will find most accommodation in the region will be more than happy to cook and serve whatever you bring them.

**Hāngi: a must-do foodie experience**

About an hour up the road, you'll find Rotorua, a geothermal hotspot renowned not only for geysers and culture but for its culinary prowess as well. A modern-day hāngi is a brilliant way of demonstrating how the past influences and fuses with the present. While traditional hāngi was hot (food) wrapped in hot stones and cooked in a pit dug in the ground, chefs are now using modern materials such as cloth, foil, and wire baskets to get the same incredible taste in a more convenient way.

**Delicious food-focused tours**

Discover food secrets with a guided food and wine tour or hop on a bike and go where only two wheels can take you. The Great Taste Trail in Nelson is but one of Aotearoa's 23 Great Tastes that highlight the regions from a different angle. Enjoy that stall, fish and chips on the beach, savory pies (if you haven't tried one, you must), and real fruit ice cream. Take your bike on a short ferry ride to Hapana and dine at one of the waterfront eateries. Try a craft beer or two, get talking to the locals and see where the rest of the day takes you.

**The craft beer scene**

If the craft beer scene is something that excites you, Te Whanganui-a-Tara (Wellington) should be on your destination list. A walking tour with a passionate insider is the best way to find those hidden gems. Meet the brewers and get a behind-the-scenes look at how these microbreweries are changing the cityscape, traditionally known for great coffee.



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### IF YOU SEEK A NEW ZEALAND ADVENTURE



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**Rotorua**  
Bay of Plenty

**Get your heart racing**

Welcome to your world of wonder. Where dense, temperate forests are laced with walks to fairy-tale waterfalls and pristine, golden sand beaches stretch as far as the eye can see. Where ancient glaciers sit within towering rainforests and coastal marine sanctuaries teem with wildlife. This is Aotearoa New Zealand, and it's waiting for you to explore.

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### IF YOU SEEK FRIENDLY LOCALS



**100% PURE NEW ZEALAND**  
newzealand.com

**Kapiti Island Nature Tours**  
Paraparaumu

**SEEK MORE**

### IF YOU SEEK A DIFFERENT KIND OF THERAPY



**100% PURE NEW ZEALAND**  
newzealand.com

**Terra and Tide**  
Waiheke Island

**SEEK MORE**

### IF YOU SEEK GIN SERVED WITH A PANORAMA



**100% PURE NEW ZEALAND**  
newzealand.com

**Altitude Heli Gin Tour**  
Queenstown

### IF YOU SEEK A COLD GLASS OF NEW ZEALAND



**100% PURE NEW ZEALAND**  
newzealand.com

**Craft Beer Tours**  
Wellington

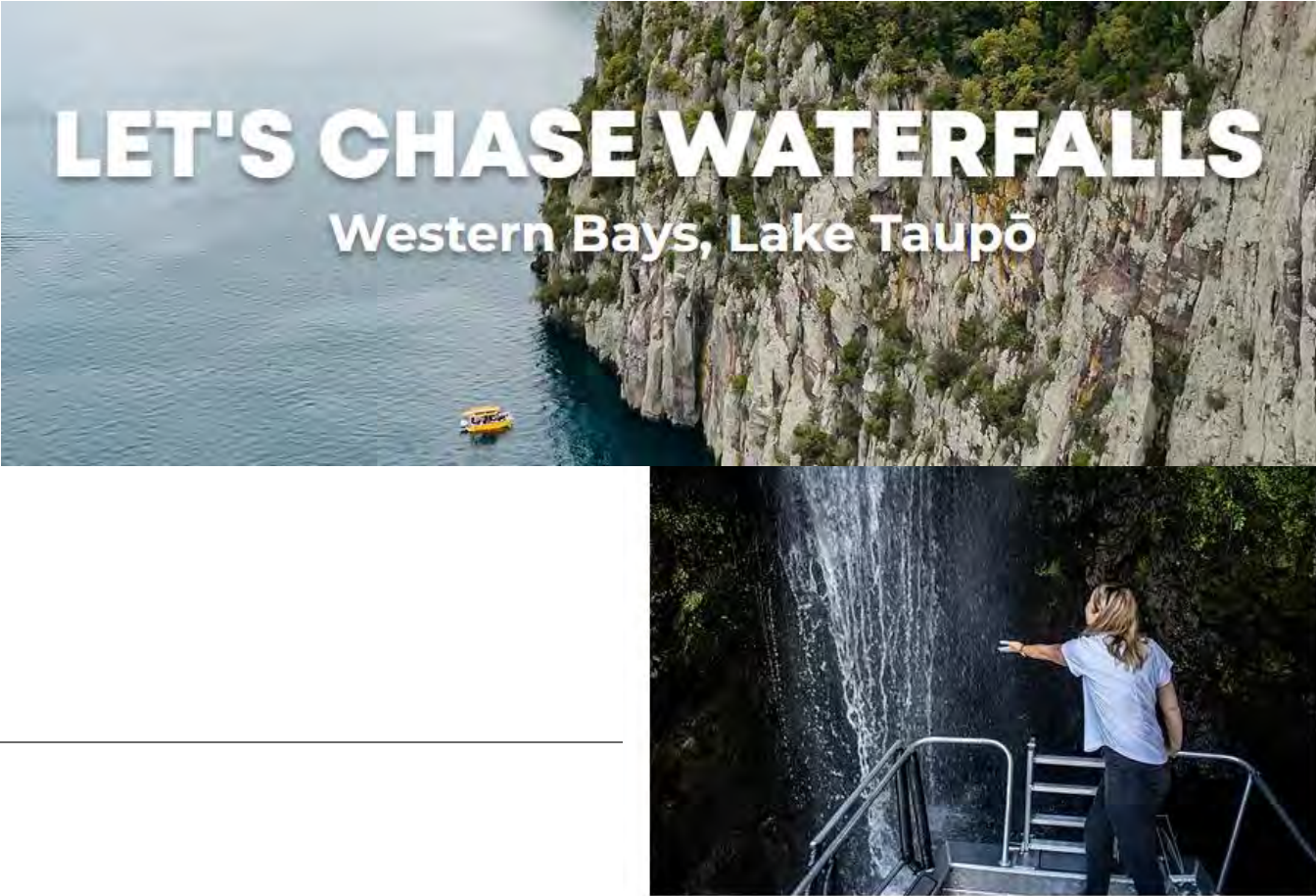


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# Case Study Domestic: Shape Demand, Lift off-peak with IF YOU SEEK

| Jul  | Aug | Sept               | Oct      | Nov | Dec | Jan | Feb | Mar   | Apr | May    | Jun |
|--|-----|--------------------|----------|-----|-----|-----|-----|-------|-----|--------|-----|
| Winter   |     | If You Seek launch | Families |     |     |     |     | Urban |     | Winter |     |
| Seasonal Gift Voucher Activations (e.g. Christmas) |     |                    |          |     |     |     |     |       |     |        |     |
| Content partnerships (NZME, Stuff)                 |     |                    |          |     |     |     |     |       |     |        |     |
| SEM, DCO   |     |                    |          |     |     |     |     |       |     |        |     |



### Chasing Waterfalls Family Deal

2 Adults + 2 Children <12  
Was \$368 NOW \$330

BOOK ONLINE

**10% off Guided Rotary Trail Bike Tour Package**

Trail Huka Falls Aratitia Dam with Taupo Kayaking Adventures  
Valid till: 30 September 2022

**10% OFF**

[More information](#)

Taupo Kayaking Adventures Ltd

**Ride the Great Lake Trail incl Orakau/K2K/W2K/Headland Trails**

Shuttle from Whakaipo Bay to Orakau. Minimum 2 passengers  
Rate per person

From **\$49 NZD**

Small Group Specialists

[More information](#)

Adventure Shuttles

**Camping deal. Save big! Price per person/per night**

Minimum stay of two nights

Adults From \$32 To **\$27 NZD**

[More information](#)

Taupo DeBretts Spa Resort

**\$320 Family of 5 - Kayaking Waikato River Float Tour**

with Taupo Kayaking Adventures  
2 Adults + 3 Kids to 17 years  
Normally \$355. You Save \$40.

Only **\$320 NZD**

Valid Till: 30 September 2022

[More information](#)

Taupo Kayaking Adventures Ltd





# Case Study Domestic: IF YOU SEEK Brand Launch

**Timings:** 17th August – 30th September

**Objective:** Get New Zealanders who are inherently seeker but who don't always seek domestically. To consciously choose to enrich their lives with exciting new NZ travel experiences. By awakening New Zealanders to find more by seeking.

## **Strategy / Insight:**

The more you give to NZ. The more NZ gives to you.

More open hearts and minds: more openness to rid yourself of pre-conceptions, more openness to spending money, more openness to trying something new and even if it seems 'tourist-y'

**Creative Idea:** If You Seek

**Channels:** TV, Digital, Social, Print, Cinema





# Domestic: Families – Content & DCO Book

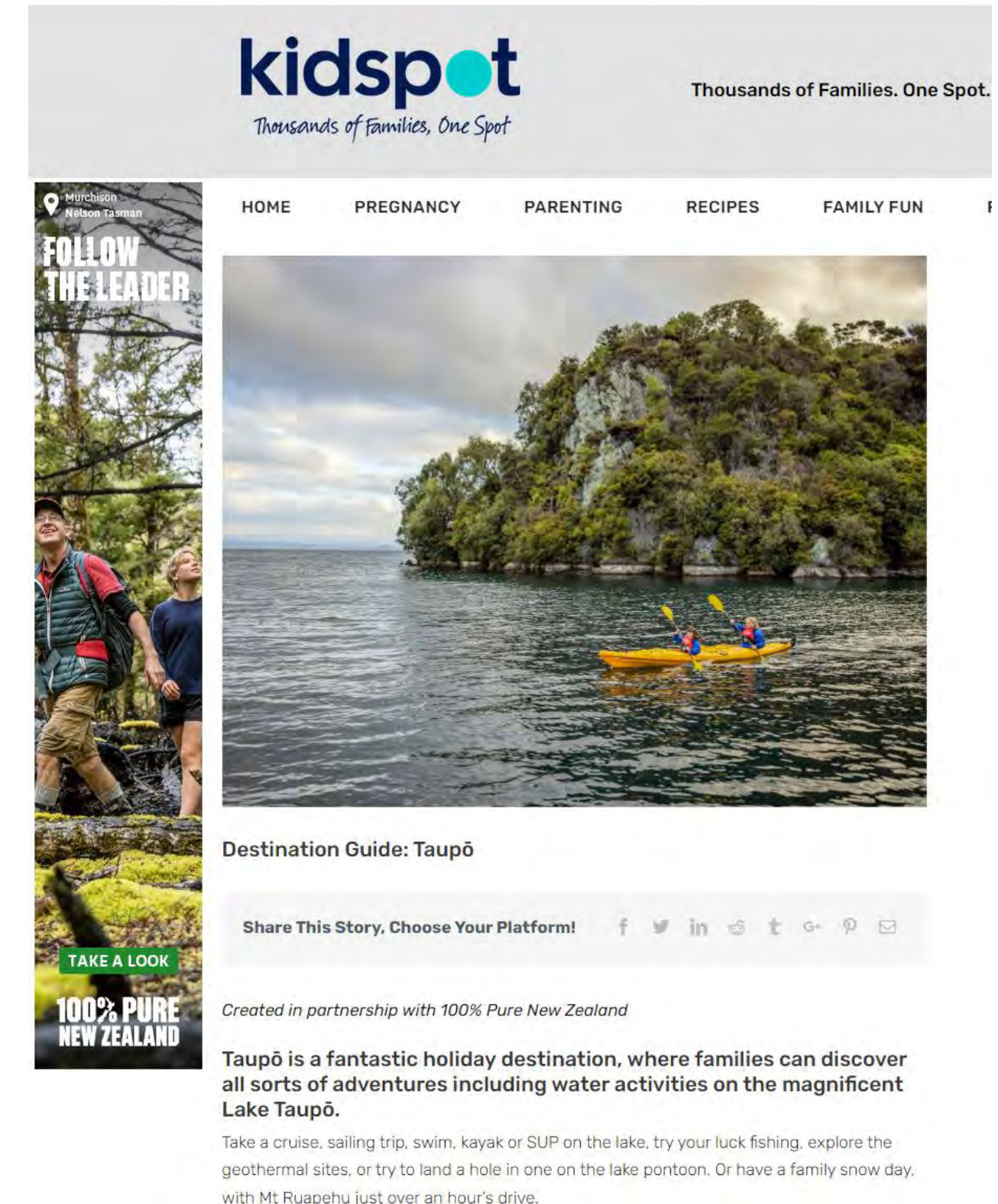
Timings: 29 August – 16 October

## Strategy:

- **Get:** kiwi families with kids aged up to 12 years old
- **Who:** have a perception that domestic holidays are expensive and lack value for money, especially those that find domestic holiday planning & budgeting stressful
- **To:** contribute to the increase in domestic tourism spending YoY over the spring school holiday period
- **By:** inspiring them to participate in domestic tourism activities (over an international holiday)

Media approach: Encourage active consideration and planning through more targeted and rational tactics and offering:

- Kidspot content partnership
  - 17 refreshed content articles; 3 new content articles; Roadblock banners; EDM & Facebook post activity
- Imaginations competition -
  - Facebook & OOH media
- DCO Families Book layer also live during this period with 11 hero family offers





# Domestic: Xmas Gifting

Timings: 17th October – 24th December

**Objective:** Make tourism experience vouchers the *MOST* sought-after Christmas gift

**Insight:** Shopping for Christmas presents often ends up being last minute and a rush, resulting in buying stuff just for the sake of giving a gift. Let's show our Seekers, that Tourism New Zealand's amazing variety of enriched experiences are an easy way to give an exciting and thoughtful present that the receiver will love.

**Creative Idea:** Give Bigger This Christmas

\*DCO Gifting (book layer) also live during this period with 11 hero gift vouchers.



*Creative not final. Hero Operators still to be chosen.*



# Winter 2023

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Timings: 1st May – 30th July

## Objective:

- Drive consumer excitement for a Domestic holiday during the winter season

## Strategy:

- **GET...** Kiwis thinking about a winter trip in 2023
- **WHO...** have a default of what that ideal trip looks like
- **TO...** get excited about what a winter holiday in New Zealand can offer
- **BY...** showing them how New Zealand rewards those curious enough to discover it in winter

**Creative Idea:** Ah & Ahhhhh. A winter in New Zealand offers a lot more than just lying on a beach. It's not just R&R, it's AHH! & Ahhhh – a huge range of rewarding experiences and destinations for the people who seek them.



*\*NB: Creative not, final, creative development in progress*



# How can You leverage If You Seek?



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# Industry Toolkit

To access, search If You Seek in [visuals.newzealand.com](https://visuals.newzealand.com)

The Toolkit includes but is not limited to;

- Campaign imagery & films to use
- Tips for integrating campaign language & key messaging
- A campaign hashtag to use in your social media
- Featuring on [newzealand.com](https://newzealand.com)
- Working with Trade





# Campaign Imagery & films

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- To access imagery, visit [visuals.newzealand.com/pages/images](https://visuals.newzealand.com/pages/images)
- To access films, visit the Tourism New Zealand YouTube channel. These will be periodically loaded
- You're welcome to share our campaign videos on your social media – just remember to use our Social #IfYouSeekNZ and tag @purenewzealand



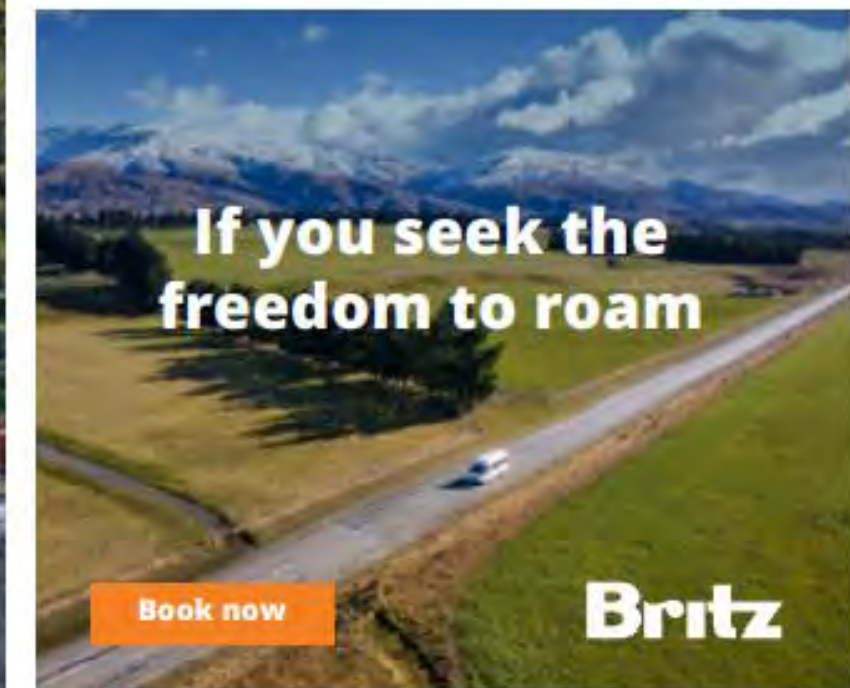
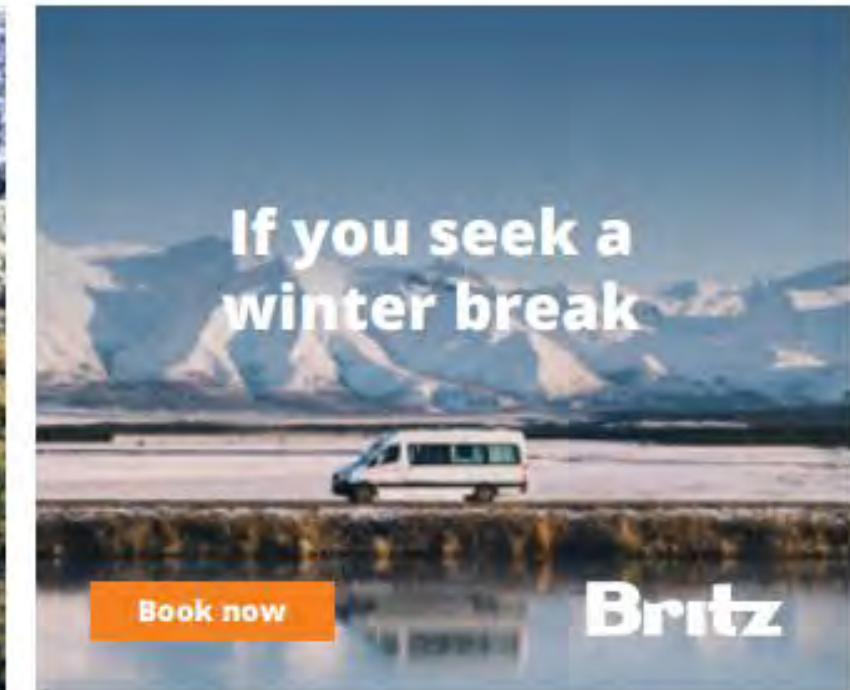
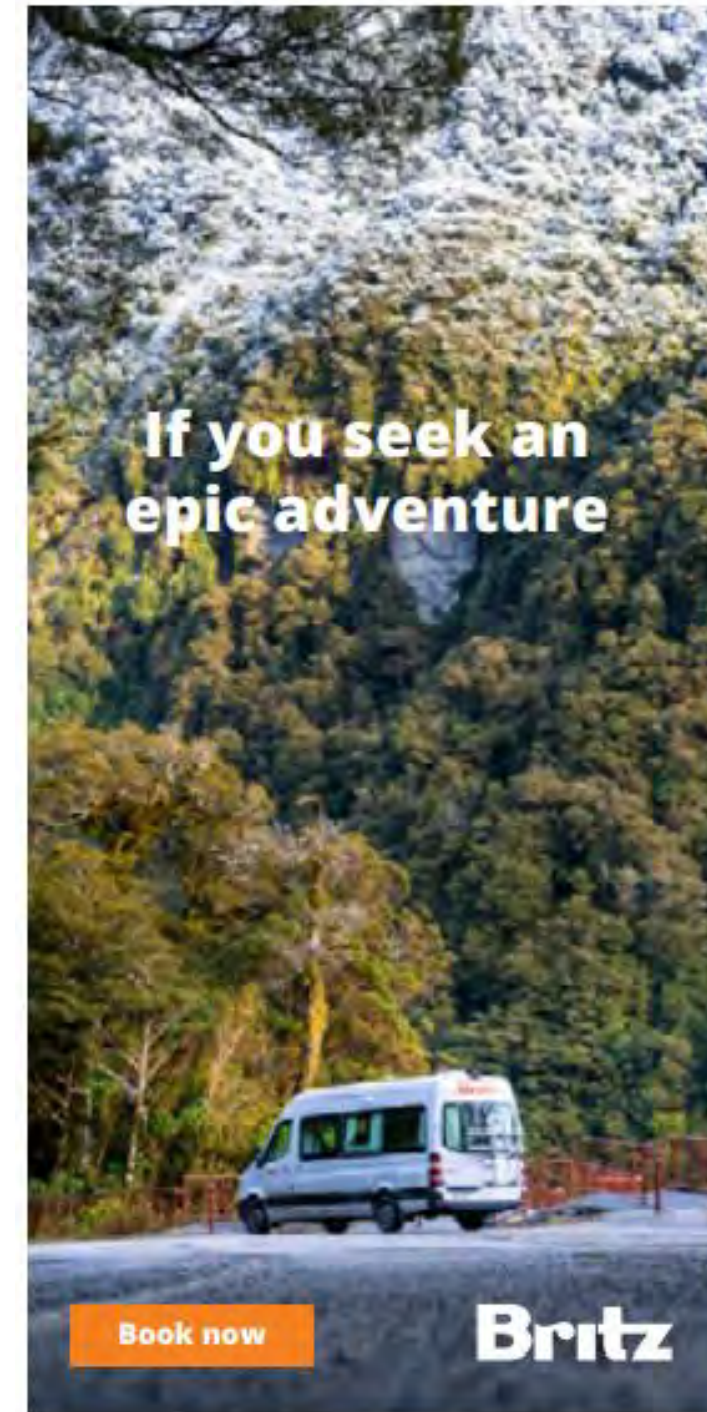


# Tips for integrating campaign language and key messaging

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In the toolkit we have provided several examples on how you can take the campaign and build it into your own marketing channels.

Feel free to get creative and build marketing content in a way that is suitable for your audience utilising your own assets and promotions with the help of our guidelines.





# A campaign hashtag to use in your social media

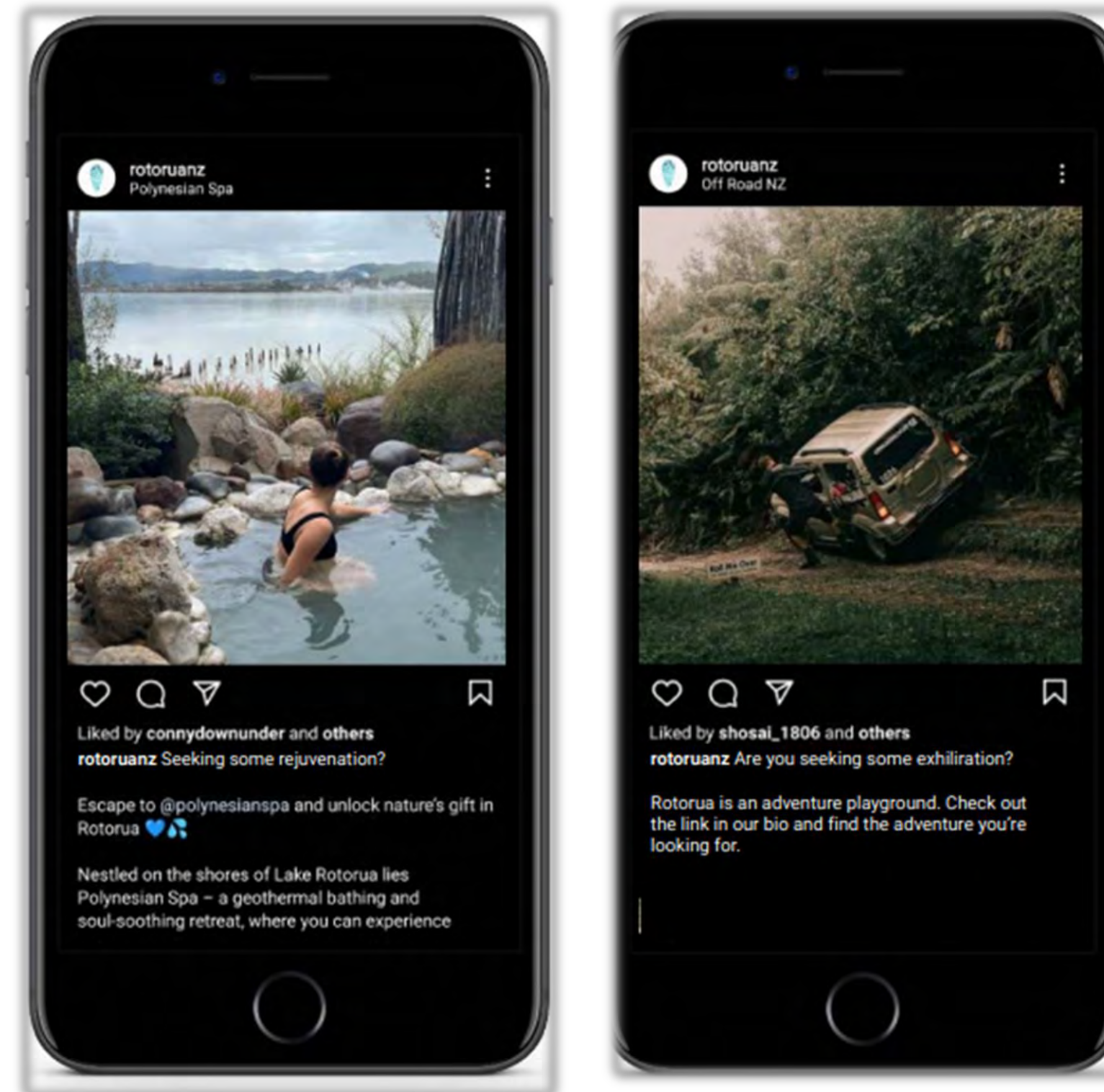
#IfYouSeekNZ is the campaign hashtag

The hashtag will be used on all social media content posted by Tourism New Zealand. We encourage you to also use this hashtag.

Facebook and Instagram: @purenewzealand

Youtube: 100% Pure New Zealand

Twitter: @PureNewZealand





# Feature your Products and Deals on newzealand.com

Tourism New Zealand will be directing highly engaged travellers to newzealand.com as part of the If You Seek campaign. Tourism operators can feature on newzealand.com through;

- Up-to-date product listings
- Deals uploaded to the Tourism Business Database, aligned to current marketing campaigns and activity i.e., Domestic & Australia spring marketing activity

REMINDER: Qualmark accredited businesses can be selected to feature in Tourism New Zealand's paid marketing activity.

The image displays two overlapping sponsored posts from the '100% Pure New Zealand' page. The top post is for 'DRY CANYONING? YES YOU CAN.' featuring a person rappelling down a rock face. The bottom post is for 'CRUISE TO THE CARVINGS IN COMFORT' featuring a boat named 'Cruise Cat' on a lake. Both posts include location tags, website links, and promotional codes.

**100% Pure New Zealand** Sponsored

Not keen on getting too wet but love abseiling? Try a (mostly) dry canyoning experience at Blue Creek. Includes professional guide, gear, meals, and videos.

**DRY CANYONING? YES YOU CAN.**

Abel Tasman Canyons  
Kahurangi National Park

NEWZEALAND.COM  
Save 20% per person  
Use code: BLUESPRING22. T&Cs apply

**100% Pure New Zealand** Sponsored

Take a 90min family cruise to the Ngātoroirangi Māori Rock Carvings exploring bays along the way. Boats have spacious viewing platforms to get you close to the scenery and are suitable for all ages.

**CRUISE TO THE CARVINGS IN COMFORT**

Chris Jolly Outdoors  
Taupō

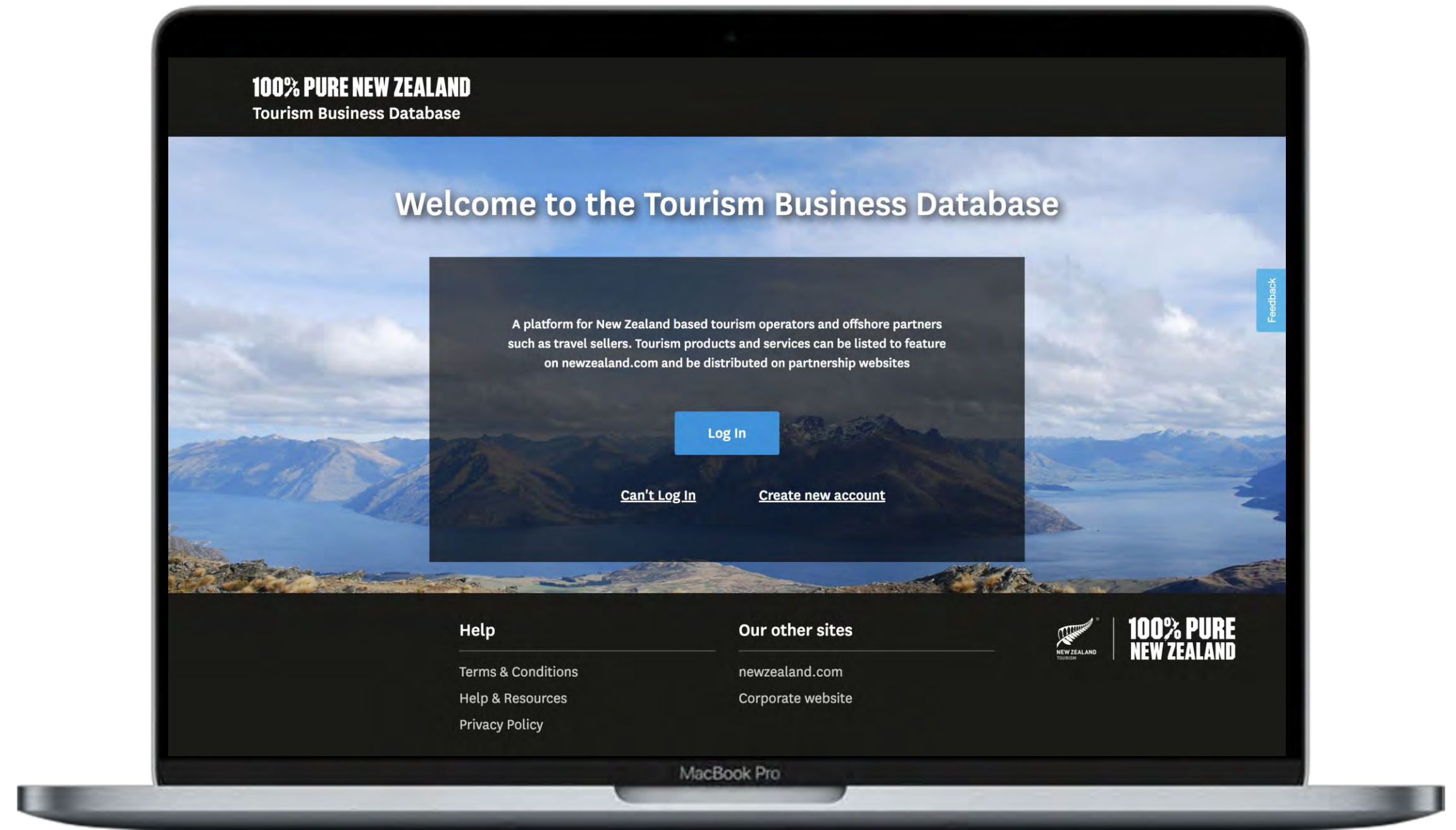
NEWZEALAND.COM  
Only \$99 2 adults, 2 children  
T&Cs apply

BOOK NOW



# Reminder: Tourism business database and newzealand.com

Pre-pandemic, 41 million people visited the site each year, which resulted in 3.2 million referrals to the tourism industry.





# Working with Trade

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Travel trade will play an important role in reaching travellers in our key markets.

- Tourism New Zealand has designed a guide for industry to help enable them to be trade ready.
- This includes a snapshot by market of some of our international trade partners.
- The guide to being trade ready is available through your Regional Tourism Organizations.





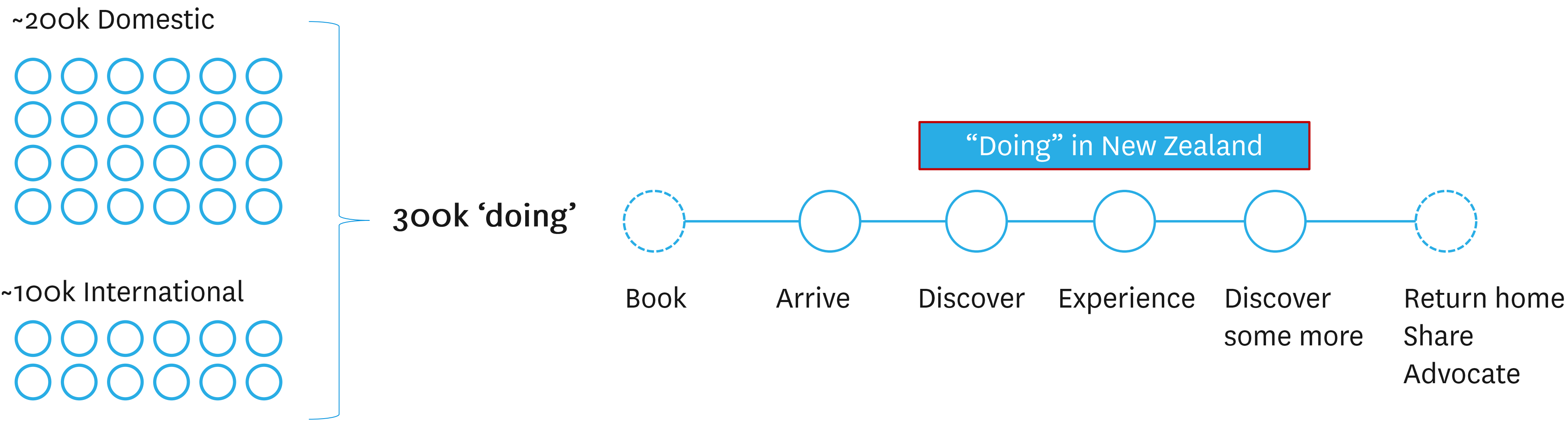
# Targeting Visitors In New Zealand



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# Targeting High Quality Visitors in New Zealand



Source:  
Domestic: 80m visitor nights (DVS Jan-Dec 2019); International: approx. 40m visitor nights (IVA, pre-Covid)  
120m visitor nights / 365 days in the year = 328k visitors 'doing' on the ground in NZ on an average day of the year. Rounded down to 300k for simplicity.  
Actuals are higher in Summer months, and also higher if you also count the kiwis who have booked their next trip 1-2 months away.



# Targeting Visitors in New Zealand = High Quality

Visitors on the ground are open to spend more if we can help them discover the experience that will make this a transformative trip to remember





# Workstreams

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# Initial tests showing clear impact

## AU audience test

Re-targeting AU engaged audience in NZ

Results to date

- Referral rate double pre-covid

Next steps

- Scale up with increased channels

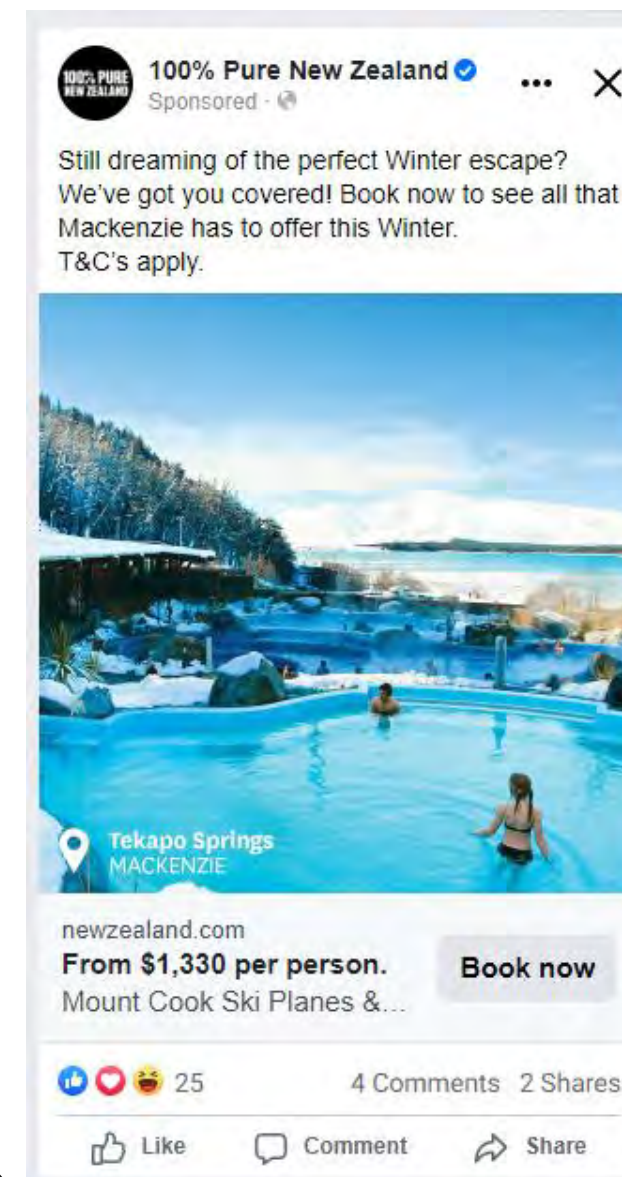


## NZ Winter audience test

Retargeting winter campaign non-referrers

Results to date

- +20pp higher referral rate vs. standard campaign

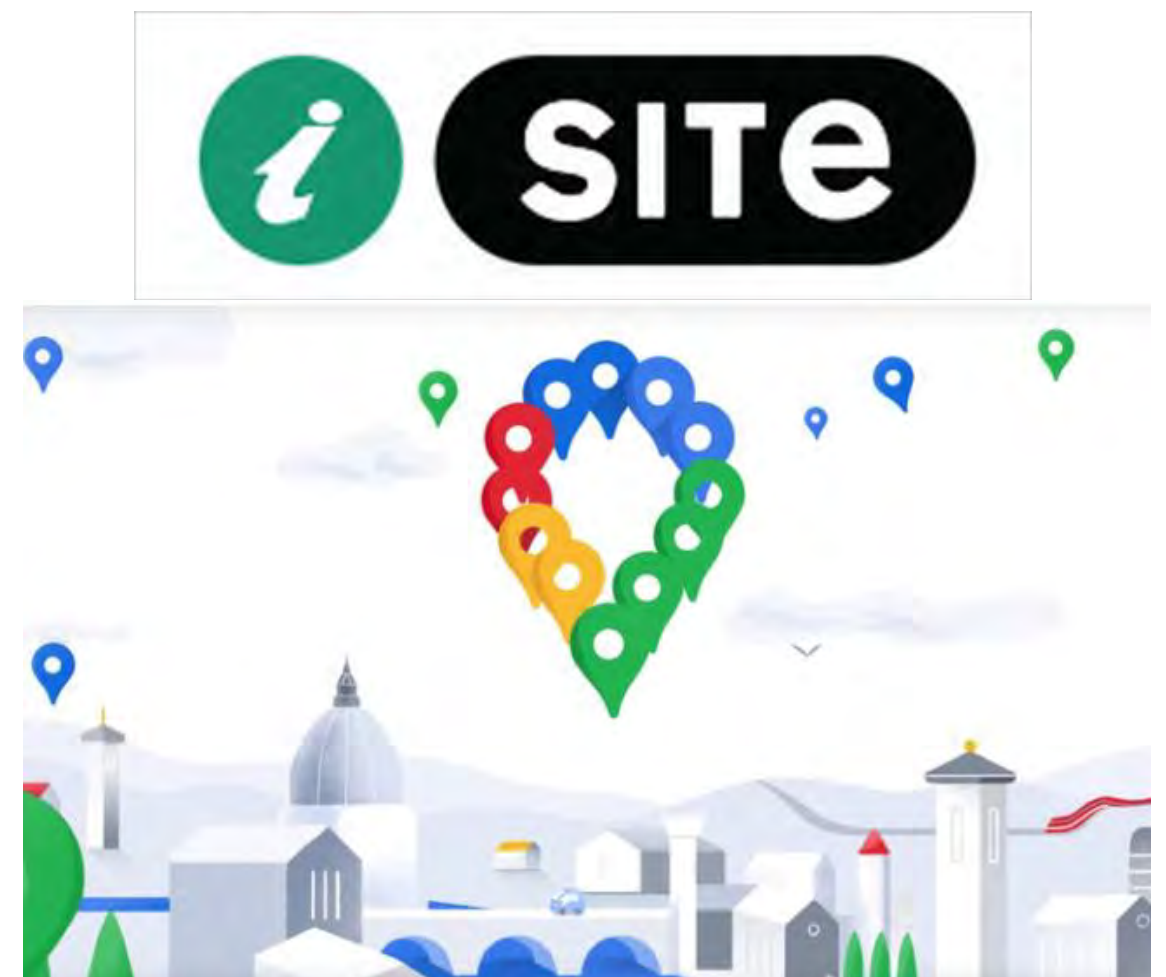


## iSITEs – Google Local

Geo-targeting in region

Results to date

- +14.45% uplift in iSITE revenue with Google Local attractions campaign
- Very efficient cost per visit





SEEK



# THANK YOU NGĀ MIHI

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