

Twizel Presentation



Agenda

- Regional Performance
- Marketing Activity 2015/16
 - Industry Communications & Training
 - Campaign Activity
 - Trade & Media Activity
 - Online Development
- How to work with CCT



Regional Performance

Commercial Accommodation Monitor – Mackenzie RTO

Accommodation Total Guest Nights; Year Ending July

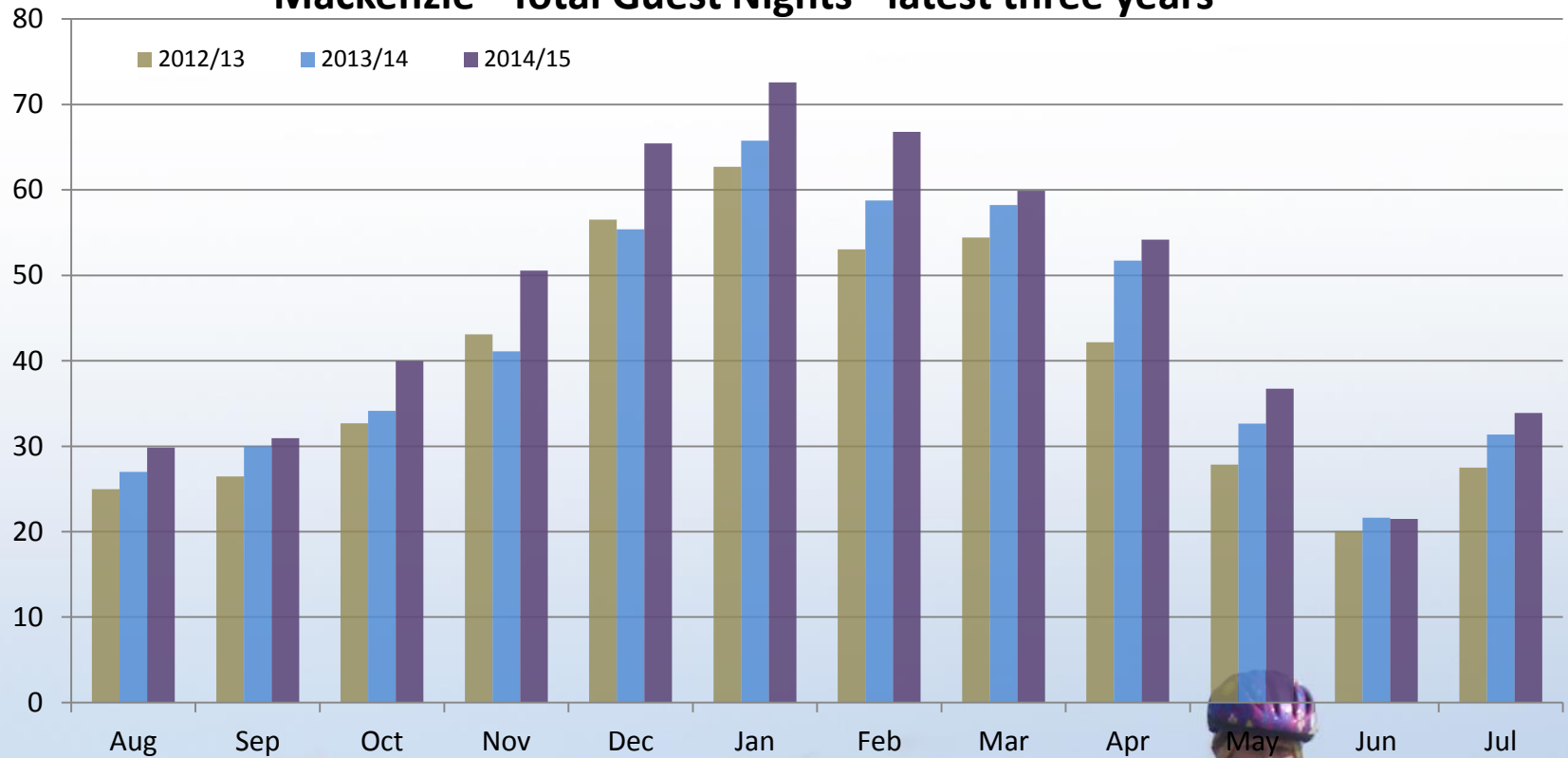
	2013/14	2014/15	% Difference
Domestic Guest Nights	166,081	162,464	-2.2% or -3,617
International Guest Nights	341,679	399,853	17% or 58,174
Total Guest Nights	507,759	562,316	10.7% or 54,557



Regional Performance

Guest
Nights
(000)

Mackenzie - Total Guest Nights - latest three years

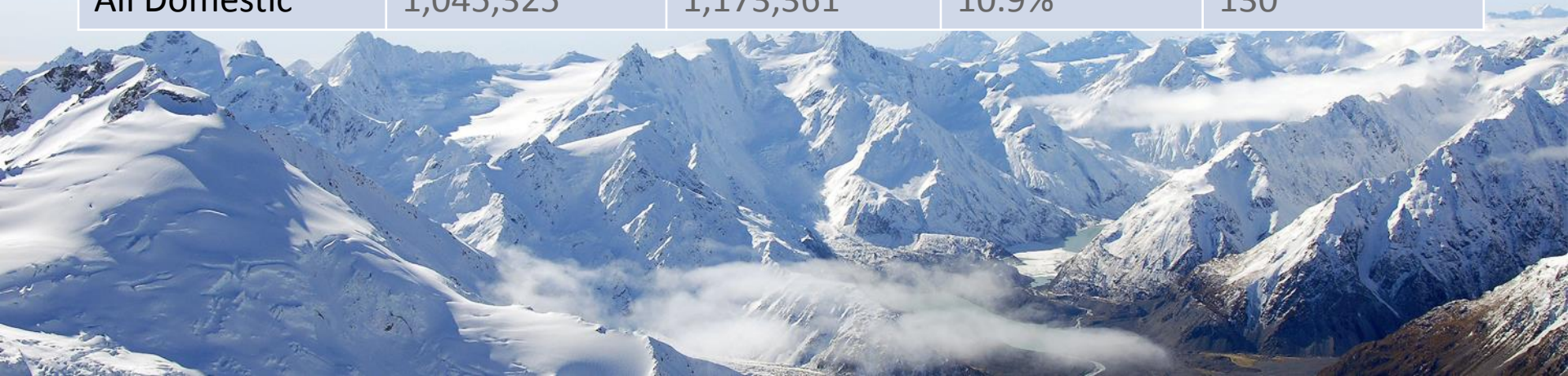


Regional Performance

Regional Tourism Indicators – Sth Canterbury

Transaction count of electronic card data: Mackenzie, Ashburton, Timaru

	Year Ending August 2014	Year Ending August 2015	Percentage Change	Index (Mackenzie District)
All International	334,986	431,491	22.4%	139
Australia	117,322	143,771	18.4%	
US	45,694	61,049	25.2%	
China	15,367	28,025	45.2%	
Japan	11,044	18,641	40.8%	
All Domestic	1,045,325	1,173,361	10.9%	130



Marketing Activity 2015/16

Industry Communications and Training

- Fortnightly newsletters
- Monthly columns in Fairlie Accessible and Twizel Update
- Drop-in sessions
- Minimum of three workshops held



Aoraki | Mount Cook Mackenzie Region



New pools for Tekapo Springs, Christchurch Airport news and more

Good Afternoon,

I'm up in Auckland attending a conference for Regional Tourism Organisations and Tourism New Zealand where there are updates on various topics from trade and media to market insights and digital workshops.

Although the weather is warming up, the winter operators are still in full swing apart from Roundhill ski field which is closed. It's been a great winter season and I'm sure we'll see more spring skiing over the coming weeks.

Congratulations Graeme!

I mentioned this a few months ago but a huge **congratulations** goes out to Graeme Murray for becoming a Member of the New Zealand Order of Merit last week. Graeme has been honoured for services to **conservation and tourism**.

New development for Tekapo Springs

This issue:

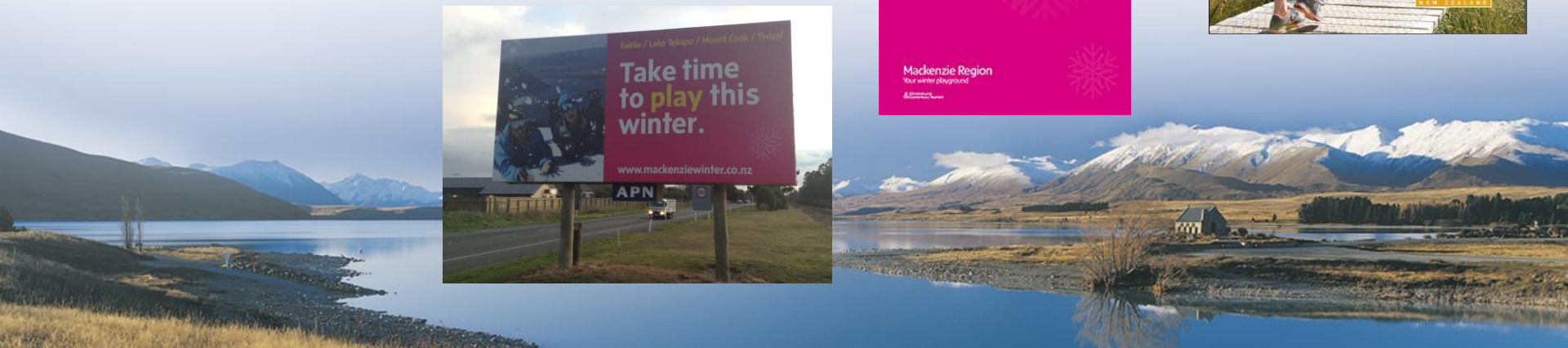
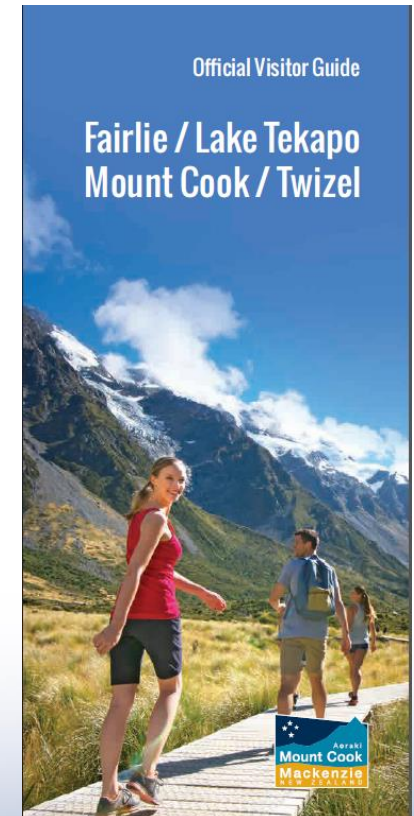
- Congratulations Graeme!
- New development for Tekapo Springs
- Christchurch Airport News
- Holding an event this season?
- Optimise your social media profiles
- Opening Dates
 - [Links disabled in preview]



Marketing Activity 2015/16

Joint Venture Campaign Activity

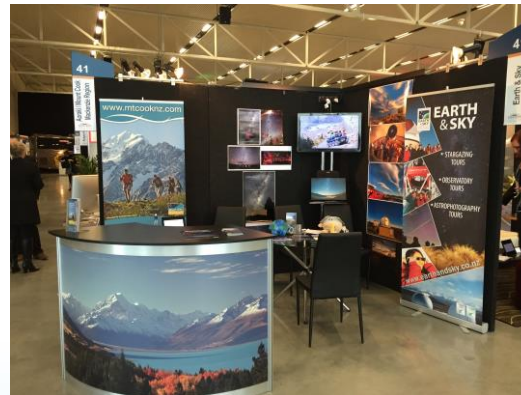
- Production of the OVG
- Two winter campaigns – including a domestic campaign, and presence in the Australian market.
- Canterbury domestic short walks campaign – in conjunction with CCT.



Marketing Activity 2015/16

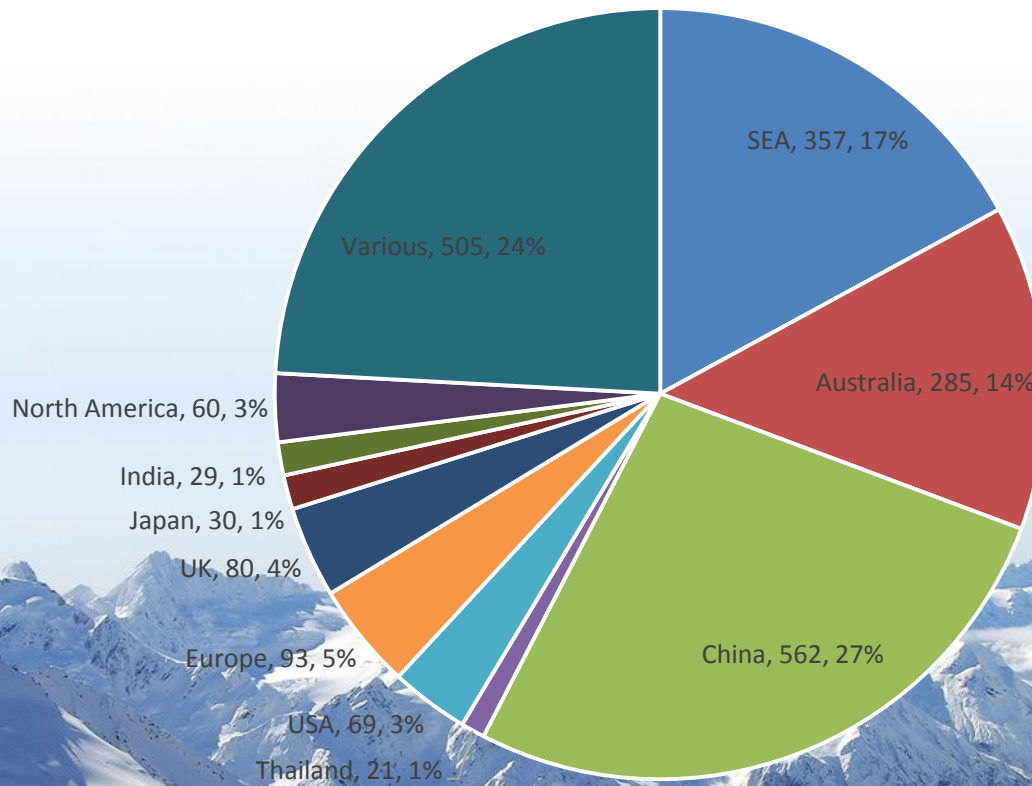
Trade Activity

- Australia Market Insights
- RTO/ITO event
- TRENZ
- Convene South
- MEETINGS
- Mega Meet



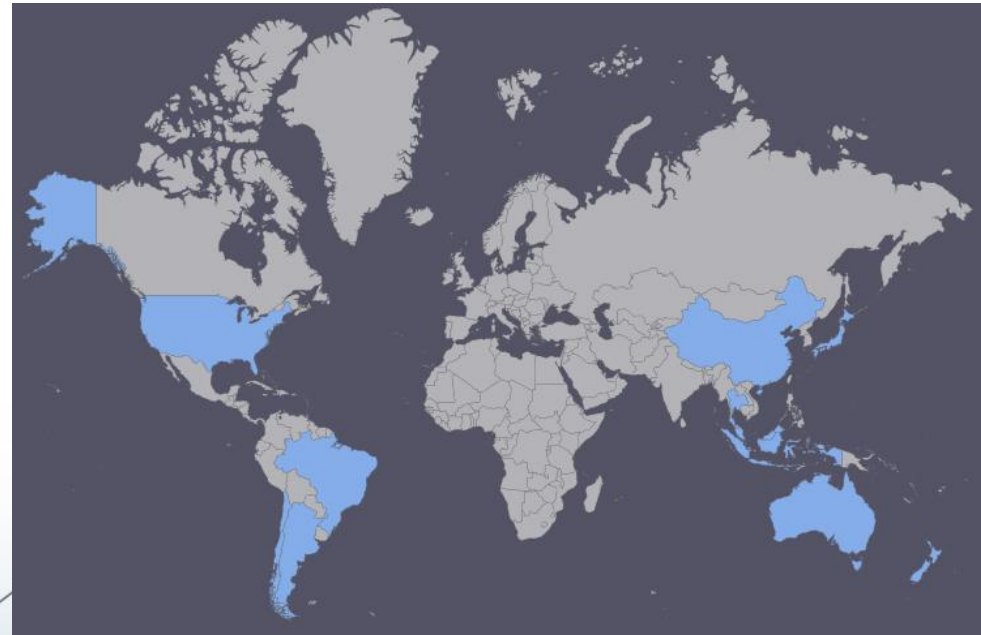
Trade Training Offshore

Offshore Trade Met CCT Trade Team



Trade Familiarisations

- 12 trade famils throughout the region
- 103 famil participants
- More trade specialists have first hand knowledge and experience of the region



Marketing Activity 2015/16

Media Activity

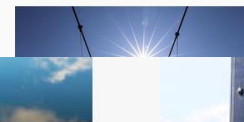
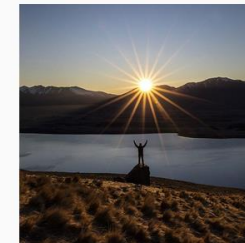
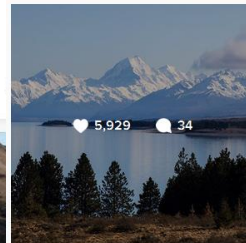


New Zealand's Must See Region

by Will | Sep 29, 2015 | Blog, Travel

So you're heading to New Zealand's South Island but not sure exactly where to go? I've visited enough times this year to raise some alarm bells at customs, memorise the AirNZ safety vids and make a few mates at the local supermarkets. With that in mind I feel like I...

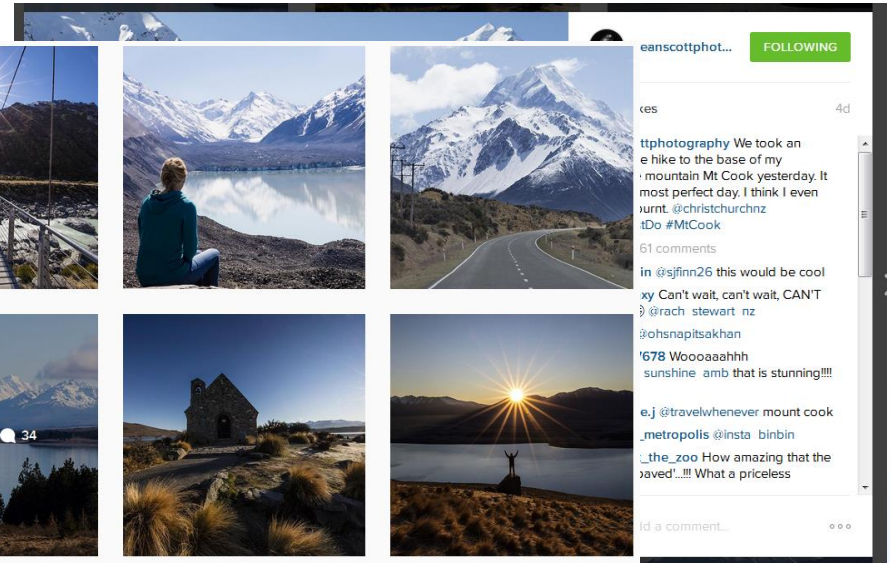
Home About



A Family Holiday To New Zealand

by Will | Sep 16, 2015 | Blog, Travel

A big part of my job involves travel and although it can be amazing, I certainly do miss my wife and son whilst on the road. After a handful of trips to NZ this year I still couldn't get enough, so Renee and I decided it would be a perfect place to take our son...

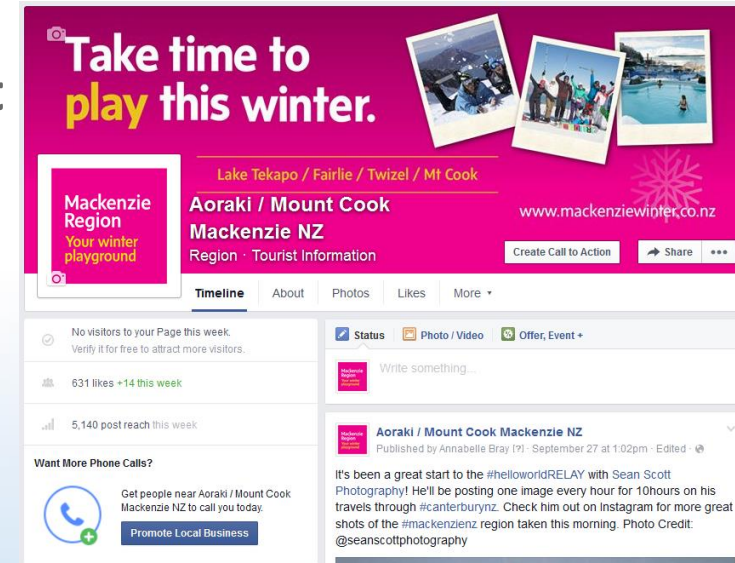


Marketing Activity 2015/16



Online Presence and Content Development

- Social media
 - #MackenzieNZ
- Mobile friendly website
- Content development
- Business listings



New areas of activity

1. Create a responsive website for mtcooknz.com

It is crucial that the region has a website which is accessible on mobile devices, as more and more travellers are researching and booking through these devices.

2. Create and keep regularly updated, a trade zone on the new mtcooknz.com

It is important to have an accurate and consistent resource which can be available to all travel trade contacts. This should include 'trade ready' products (descriptions, images and contact information), destination information, quality eateries and unique local spots that travel trade can include in itineraries.



New areas of activity

3. Create an Image Library

Create an image library on mtcooknz.com that is available to trade and media that accurately represents the key products, seasons and landscape.

4. Create and manage a regional blog

Encourage a range of operators to contribute content to show a cross-section of experiences throughout the region. Content to be updated weekly.

5. Create a video that represents the Mackenzie region

To be used on the new website and for media and trade purposes

6. New visual identity for the Mackenzie region tourism body

Create a new visual identity that personifies the regions tourism landscape at present and into the future. Must have flexibility for varying formats.



Working with CCT

- Keep in contact
 - New products
 - Events
- Online and social media content
- Encourage operators to take advantage of marketing executive
- IMAGES



Thank you

