



Trade, Media, Marketing, Online and Administration Update
23rd November 2015 – 6th January 2016

Famils

Media

Media Famils

China Airlines Spokesperson, 5th December – A social media joint venture with Christchurch Airport and China Airlines. 2 spokespeople, total 10 pax came to the West Coast who filmed various parts of the West Coast this content will air in Taiwan from March onward.

NZ Today Magazine, 2nd January – Rob Webb an ex-Coaster will visit the West Coast to compile an article for NZ Today magazine for a weekend away to the West Coast. This will touch on many historical and helpful tips surrounding transport. Rob has been in frequent contact with Tourism West Coast, with this ongoing relationship we have secured a free spot on NewsTalk ZB radio as a filler. At this stage we have 2 'fillers' running and hope to have new recordings in the future for Rob to use when he is radio hosting.

Upcoming Media Famils

Christchurch and Canterbury Tourism, 29th January – Luci and Joy from Christchurch and Canterbury Tourism will spend 3 days on the West Coast with the majority of their time in the Buller region completing site inspections and experience trade product.

Mighway, 25th January – Top bloggers Brian and Noelle are coming to experience the West Coast and showcase their adventure via their many social media channels in conjunction with their sponsor Mighway. Mighway is a new way of renting motor homes from individual owners. The couple will begin in Haast and finish their travels on the Heaphy Track.

Media Results

- Education HQ - 5 Natural Wonders of NZ
- KiaOra - Wild West - The ghost of history hangs heavy over the fierce beauty of the West Coast - Matt Philip
- Lonely Planet - Bottoms up: NZ top 10 country pubs: Theatre Royal Hotel - Sarah Bennett and Lee Slater
- NZ Herald.co.nz - Kiwi bushman's new show set to air - Laura Mills
- Canada Free Press - Ten reasons to visit NZ in 2016 – WCWT –
- RV travel Lifestyle - The Reflected Glory of Aoraki - Lake Matheson - Paul Rush
- KiaOra – Making Tracks - DOC
- The Wireless - Stomping Grounds: Mel Parsons
- Canada Free Press - New Zealand's Coast to Coast Mountain Race
- Stuff - The World's Rarest Kiwi - Number 200 Hatches Today
- Harness Link - Westport should be on your Bucket List
- One News - Tourism overtakes dairy as NZ's top export
- Fodors Travel - Worlds 15 Most Scenic Train Rides – Tranz Alpine - Daniel Steer

Trade

Trade Famils

Tourism New Zealand, 25th November – Six staff members from the Tourism New Zealand Trade Team made a journey through the West Coast. We met with the group in Kumara who were still in high spirits after completing parts of the West Coast Wilderness Trail in stormy conditions. All found the trip worthwhile and provided us with feedback about individual operators too.

Gourmet Journeys, 7th December – Anne Stewart from Edible Journeys researched several operators in Westland to add to her Gourmet Journeys – luxury tours with a food focus. Anne thanked us many times for hosting her and here are some words of feedback from her trip:

My time on the West Coast was fabulous – the weather god's conspired, the sun shone and the scenery was majestic.....I had forgotten just how special the region was. It has been almost 25 years since I last visited and thanks to your very generous hosting of my visit, I experienced exactly what I had hoped I would.

Wayne, Ruth, the boat and the entire Alps to Ocean experience was AMAZING – definitely on any potential future tour group itineraries. The couple's whole customer service ethos was VERY professional (without losing any of the famous West Coast "hard case" charm and I was delighted to hear that they can accommodate groups of up to 25 ish AND are expecting a couple of these larger groups later this season. As importantly, that there is also an easy access option available for boarding and leaving the jet-boat should this be required.

Meg was/is lovely and made me very welcome and I was fortunate to experience the FRESHEST AND BEST whitebait fritter/omelette that has ever been my privilege to consume. Forget Peter Gilmour and the whole Bennelong Restaurant experience at the Sydney Opera House and simply give me Meg at her fabulous remote Cray Pot caravan!! It was sublime - here she is, at the end of the world, offering outstanding FRESH seafood.

Made my way to the dining room which was bustling and very busy but in NO form again was this allowed to interfere with my overall experience by the international wait staff. They were GREAT and my table which looked out into the rain-forest, was positioned PRECISELY to allow me to unwind after such a long drive and full day....ably assisted by an award winning Pinot Gris.I have to confess though, after the 4th course I was forced to retire back to one of the most peaceful and comfortable hotel rooms that I have experienced – anywhere. It was SO peacefully comfortable – I did not want to leave the following morning.

SO now for the bad news Tourism West Coast. Because I had such a wonderful visit – there is simply NO way that the West Coast is not going to feature in the proposed Sth Island foodie itinerary without Meg and Ruth + Wayne + Te Waonui and SO now its back to the drawing board to redesign the second portion of the itinerary.

Upcoming Trade Famils

At this stage there are no upcoming Trade famils.

Famil Update

For this period as stated in the title of report

YTD = Year to date/ TNZ = Tourism New Zealand Sponsored/ TWC = Tourism West Coast initiated/Other = Non TWC or TNZ

Initiated	Trade		Media		Total YTD 2016 Jan - Dec		2015 Total Year		2014 Total Year	2013 Total Year	2012 Total Year	2011 Total Year	2010 Total Year
	This period 2016	Previous period 2015	This period 2016	Previous period 2015	Trade	Media	Trade	Media					
TWC	1	9	1	1	0	1	59	8					
TNZ	6	13	0	1	0	0	97	16					
Other	0	0	10	0	0	0	137	11					
Total Pax	7	22	11	2	0	1	293	35					
Overall Pax	2016: 18		2015: 24		1		328		252	231	-	-	-
Total Famils					0	1	21	13					
Overall Famils	2016: 4		2015: 4		1		34		41	47	23	23	43

Office Update

Marketing and Office Management – Kelly

- Colouring in competition
 - Prizes
 - Final artwork
 - Upload to website and social media
 - Print off and post out
- Trade Manual changes
- Meeting with i-SITES
- Meeting with Tash from Glacier Country Tourism Group
- Attended the Old Ghost Road opening
- Posted Christmas cards and thank yous
- Presented to the Westland District Council
- Uploaded images to library
- Provided area information to CINZ
- Answered various statistic enquiries

Administration and Office Management – Alicia

- Set up 20th Month bills in ASB for payment
- Updated Media Results on Excel
- General Accounting
- Sent out OVG and website listing invoices
- Worked on the website updating

Website

Website Changes

- Updated latest news on website homepage
- Summer Must Do changed
- Operator logins provided for individual weblisting updates
- Added map and blurb for the Alpine Highway

Online Requests

For this period as stated in the title of report

- 10 Online request for information or visitor guides through www.westcoast.co.nz
- 28 Online enquiries directly to operators listed on www.westcoast.co.nz
- 5 Online requests for images from our online image library

Website Statistics

For www.westcoast.co.nz as per Google Analytics and Thrive reporting

Key

Nov 23, 2015 - Jan 6, 2016: ●

Nov 23, 2014 - Jan 6, 2015: ●

Website Overview



Device Used

Device Category ?	Acquisition
	Sessions ? ↓
	41.26% ↗ 28,165 vs 20,648
1. desktop	
Nov 23, 2015 - Jan 6, 2016	14,277 (48.96%)
Nov 23, 2014 - Jan 6, 2015	11,392 (55.18%)
% Change	25.32%
2. mobile	
Nov 23, 2015 - Jan 6, 2016	9,728 (33.36%)
Nov 23, 2014 - Jan 6, 2015	5,089 (24.65%)
% Change	91.16%
3. tablet	
Nov 23, 2015 - Jan 6, 2016	5,160 (17.89%)
Nov 23, 2014 - Jan 6, 2015	4,165 (20.17%)
% Change	23.89%

Acquisition of visitors

		Acquisition		
		Sessions	% New Sessions	New Users
		41.26% ▲	9.88% ▲	55.21% ▲
1	Organic Search	46.23% ▲		
2	Direct	69.14% ▲		
3	Referral	39.78% ▼		
4	Social	62.82% ▼		
5	Email	100.00% ▲		

Country of Origin

Country ?	Acquisition	
	Sessions ?	↓
	29,165	% of Total: 100.00% (29,165)
1. New Zealand	20,147	(69.08%)
2. Australia	2,785	(9.55%)
3. United States	1,625	(5.57%)
4. United Kingdom	1,313	(4.50%)
5. Singapore	413	(1.42%)
6. Germany	354	(1.21%)
7. Canada	217	(0.74%)
8. Hong Kong	186	(0.64%)
9. India	181	(0.62%)
10. Netherlands	179	(0.61%)

Country ?	Acquisition	
	Sessions ?	↓
	20,646	% of Total: 100.00% (20,646)
1. New Zealand	14,369	(69.60%)
2. Australia	2,040	(9.88%)
3. United States	1,130	(5.47%)
4. United Kingdom	672	(3.25%)
5. Germany	312	(1.51%)
6. Singapore	291	(1.41%)
7. Canada	174	(0.84%)
8. India	153	(0.74%)
9. France	104	(0.50%)
10. Netherlands	98	(0.47%)

Product Detail Views

product	number of instances
Westcoast Treetop Walk and Cafe	337
The Charleston GlowWorm Cave Tour	295
Franz Josef Glacier Guides	269
Gentle Annie Seaside Accommodation	248
252 Beachside Motels & Holiday Park	235
Monteiths Brewery Tour	228
Shantytown	223
Rainforest Retreat	202
Arahura Greenstone Tours	194
Te Waonui Forest Retreat	183

Product Detail Views :: All Products :: 23-Nov-14 - 06-Jan-15	
product	number of instances
Monteiths Brewery Tour	460
Shantytown	419
Westcoast Treetop Walk and Cafe	341
The Charleston GlowWorm Cave Tour	208
Gentle Annie Seaside Accommodation	188
Wild West Adventure Company LTD	172
Formerly The Blackball Hilton Hotel	168
The Nile River Rainforest Train	151
Franz Josef Glacier Guides	150
Westland Greenstone	149

Document Views

#	Document	January 2016	December 2015	November 2015
1	Itin - Queenstown to Nelson - 5 day (pdf)	22	61	63
2	Itin - CHCH to Queenstown - 3 day, 2 night (pdf)	13	0	0
3	Time & Distance chart (pdf)	9	39	32
4	Itin - CHCH to Nelson - 3 day, 2 night (pdf)	4	0	0
5	Buller Colouring (pdf)	4	8	0
6	Grey Colouring (pdf)	3	9	0
7	Westland Colouring (pdf)	2	11	0
8	Jasons Order form 2015-2016 (pdf)	2	7	0
9	Hokitika Cool Little Town Map (pdf)	2	2	6
10	Trade Media Marketing Report 27 Jan 2015 (pdf)	1	0	0

#	Document	January 2015	December 2014	November 2014
1	Let's Travel Magazine (pdf)	42	28	23
2	OVG 14 - 15 (pdf)	26	14	5
3	Time & Distance chart (pdf)	17	0	0
4	Itin - Queenstown to Nelson - 5 day (pdf)	10	0	0
5	Itin - CHCH to Queenstown - 3 day, 2 night (pdf)	8	0	0
6	2015 Leading Light entry form (docx)	8	0	0
7	Dump Stations West Coast (PNG)	6	6	1
8	Trade Manual 2014 (pdf)	6	3	5
9	Tourism West Coast Meetings Brochure. (pdf)	4	1	1
10	Visitor Guide 2013 (pdf)	4	0	1

Pages Viewed

November 2015 - January 2016:

URL	Views	%
/newzealand/product/	18,704	14.66
/newzealand/Home/	10,762	8.44
/newzealand/touring-routes/	4,606	3.61
/newzealand/glaciers/	4,534	3.55
/newzealand/gates-of-haast/	4,002	3.14
/newzealand/must-do/	3,987	3.13
/newzealand/glacier-country-area/	3,799	2.98
/newzealand/motels-and-self-contained/	3,732	2.93
/newzealand/greymouth-area/	3,674	2.88
/newzealand/walking-and-hiking/	3,639	2.85

August 2015 – October 2015:

URL	Views	%
/newzealand/product/	19,500	14.47
/newzealand/Home/	14,099	10.46
/newzealand/greymouth-area/	4,770	3.54
/newzealand/gates-of-haast/	4,017	2.98
/newzealand/must-do/	3,972	2.95
/newzealand/touring-routes/	3,972	2.95
/newzealand/glaciers/	3,837	2.85
/newzealand/glacier-country-area/	3,729	2.77
/newzealand/walking-and-hiking/	3,458	2.57
/newzealand/things-to-do/	3,322	2.46

Top Outbound Links

#	URL	January 2016	December 2015	November 2015
1	www.doc.govt.nz	98	318	338
2	www.metservice.com	47	80	102
3	www.glaciercountry.co.nz	40	111	115
4	www.westcoastwildernesstrail.co.nz	39	59	72
5	www.soundsair.com	20	50	68
6	www.spark.co.nz	19	35	29
7	www.kiwirailscenic.co.nz	18	52	43
8	www.hokitika.org	16	52	55
9	bullerdc.govt.nz	16	35	24
10	www.greycdc.govt.nz	14	50	27

#	URL	January 2015	December 2014	November 2014
1	www.doc.govt.nz	246	204	165
2	www.glaciercountry.co.nz	111	59	65
3	www.westcoastwildernesstrail.co.nz	95	80	62
4	www.punakaiki.co.nz	76	41	45
5	www.metservice.com	67	90	37
6	www.kiwirailscenic.co.nz	55	45	43
7	www.greycdc.govt.nz	52	29	37
8	www.hokitika.org	50	40	38
9	www.spark.co.nz	45	33	26
10	www.greycdc.govt.nz	43	27	18

Website Statistics

For www.westcoastwildernesstrail.co.nz as per Google Analytics and Thrive reporting

Nov 23, 2015 - Jan 6, 2016: ●

Nov 23, 2014 - Jan 6, 2015: ●

Website Overview



Device Used

Device Category ?	Acquisition
	Sessions ? ↓
	81.35% ▲ 3,636 vs 2,005
1. desktop	
Nov 23, 2015 - Jan 6, 2016	2,142 (58.91%)
Nov 23, 2014 - Jan 6, 2015	1,228 (61.26%)
% Change	74.43%
2. mobile	
Nov 23, 2015 - Jan 6, 2016	790 (21.73%)
Nov 23, 2014 - Jan 6, 2015	383 (19.10%)
% Change	106.27%
3. tablet	
Nov 23, 2015 - Jan 6, 2016	704 (19.36%)
Nov 23, 2014 - Jan 6, 2015	394 (19.85%)
% Change	78.68%

Country of Origin

Country ?	Acquisition
	Sessions ? ↓
	3,636 % of Total: 100.00% (3,636)
1. New Zealand	2,609 (71.75%)
2. United States	272 (7.48%)
3. Australia	165 (4.54%)
4. (not set)	129 (3.55%)
5. Germany	73 (2.01%)
6. United Kingdom	42 (1.16%)
7. Russia	38 (1.05%)
8. China	36 (0.99%)
9. Singapore	28 (0.77%)
10. Netherlands	26 (0.72%)

Country ?	Acquisition
	Sessions ? ↓
	2,005 % of Total: 100.00% (2,005)
1. New Zealand	1,723 (85.94%)
2. Australia	65 (3.24%)
3. United States	56 (2.79%)
4. Russia	40 (2.00%)
5. United Kingdom	31 (1.55%)
6. Germany	26 (1.30%)
7. Austria	7 (0.35%)
8. Canada	7 (0.35%)
9. Denmark	7 (0.35%)
10. France	5 (0.25%)

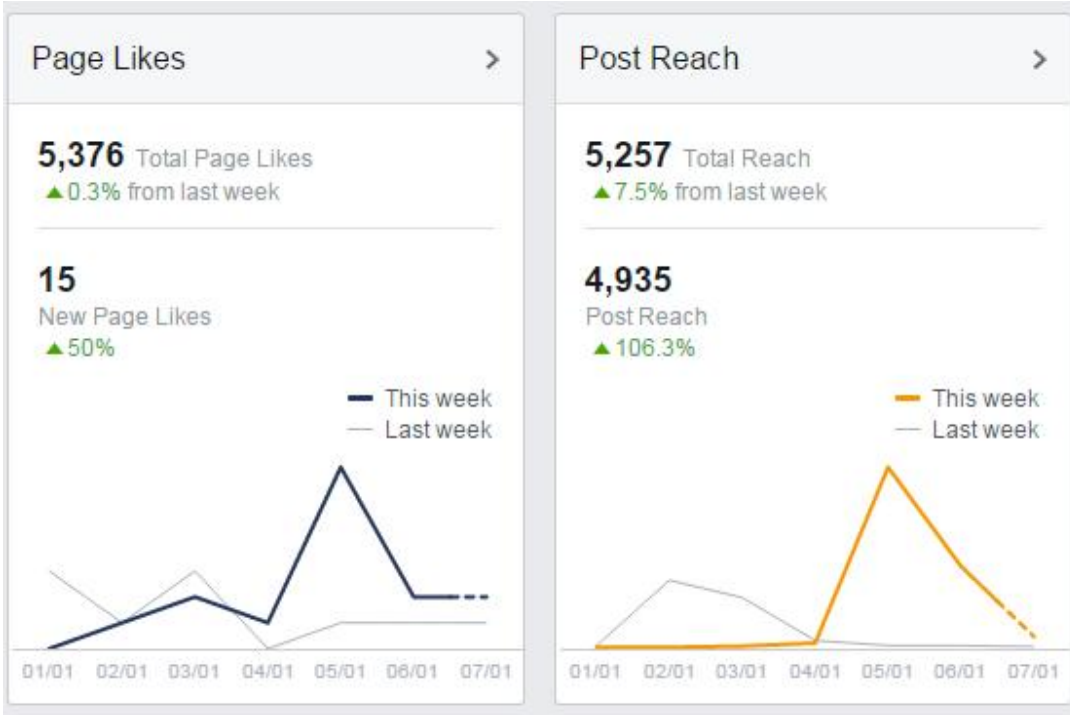
Terminology

- **Users:** The number of unduplicated visitors to your site over the specified period of time.
- **Sessions:** the number of visits your site receives in total.
- **Time on site:** average time spent on the site
- **Pages/visit:** average number of pages visitors viewed on their visit
- **Page views:** total number of pages viewed on your site and is a general measure of how much your site is used
- **Mobile visits:** the number of visits to the site from mobile devices (i.e. iPhones, etc.)
- **Bounce rate:** percentage of single-page visits or visits in which the person left your site from the entrance (landing) page

Social Media

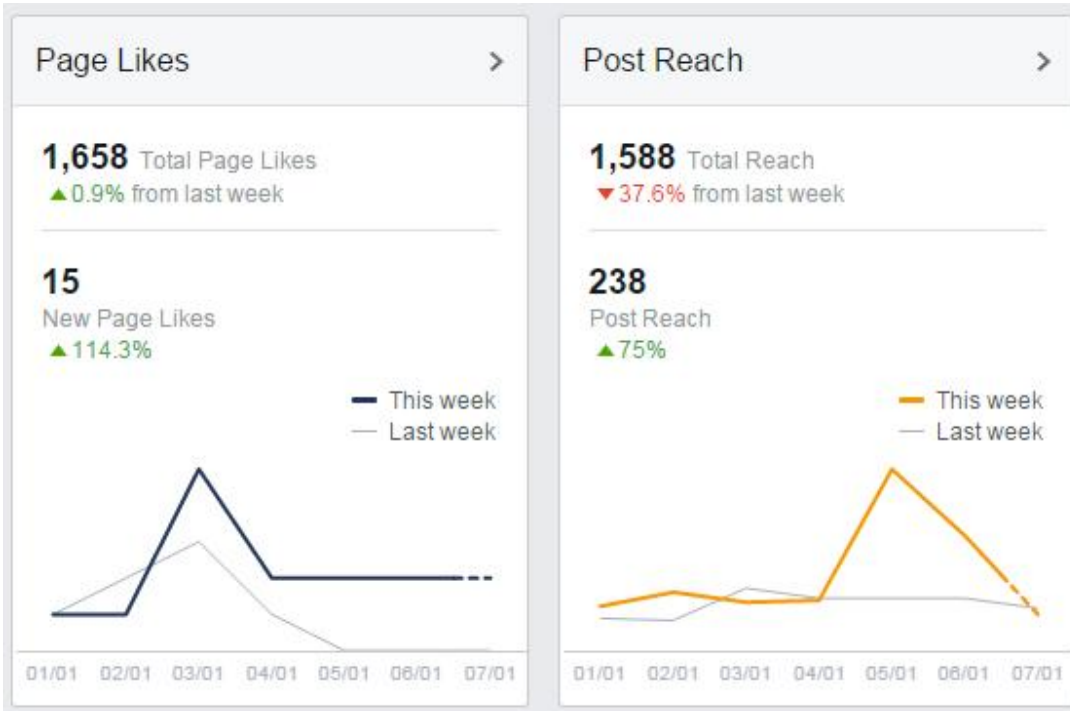
West Coast of the Southern Alps Facebook Page

This data shows the past week only.



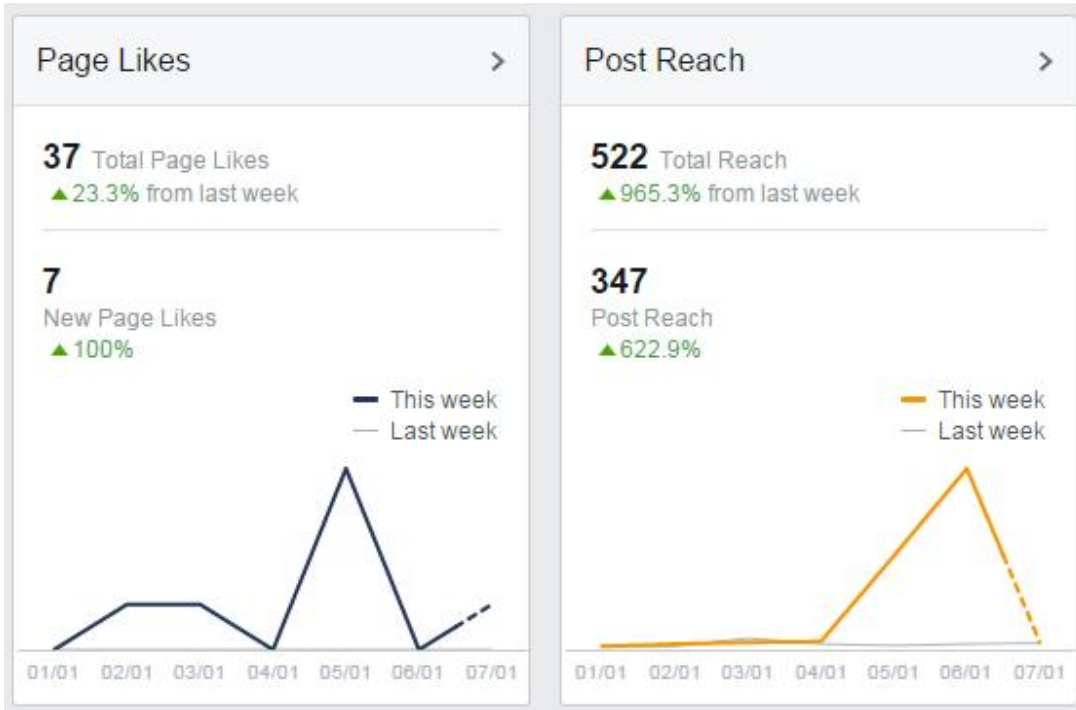
West Coast Wilderness Trail Facebook Page

This data shows the past week only.



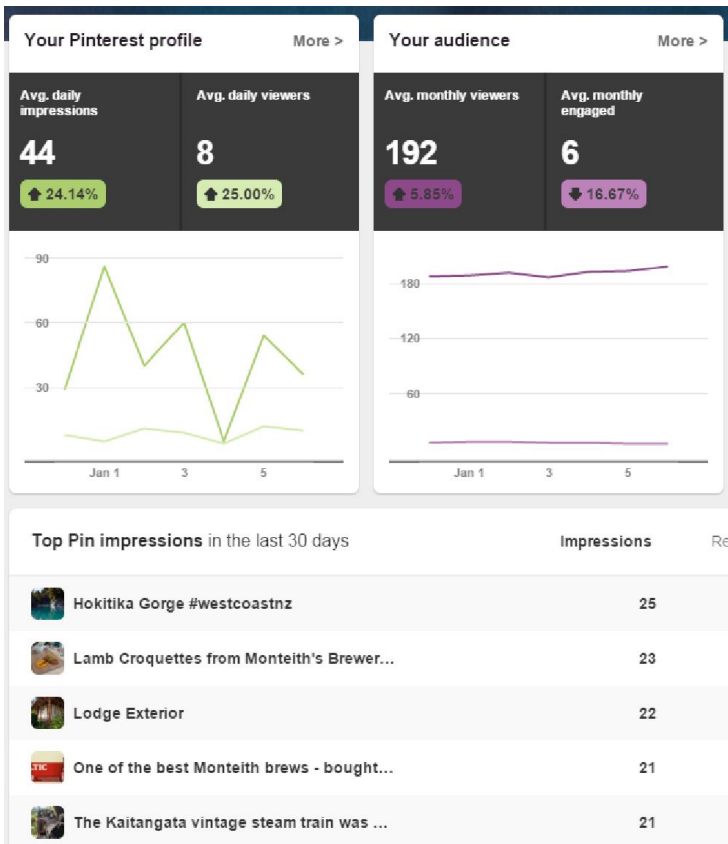
Tourism West Coast Facebook Page

This data shows the past week only.



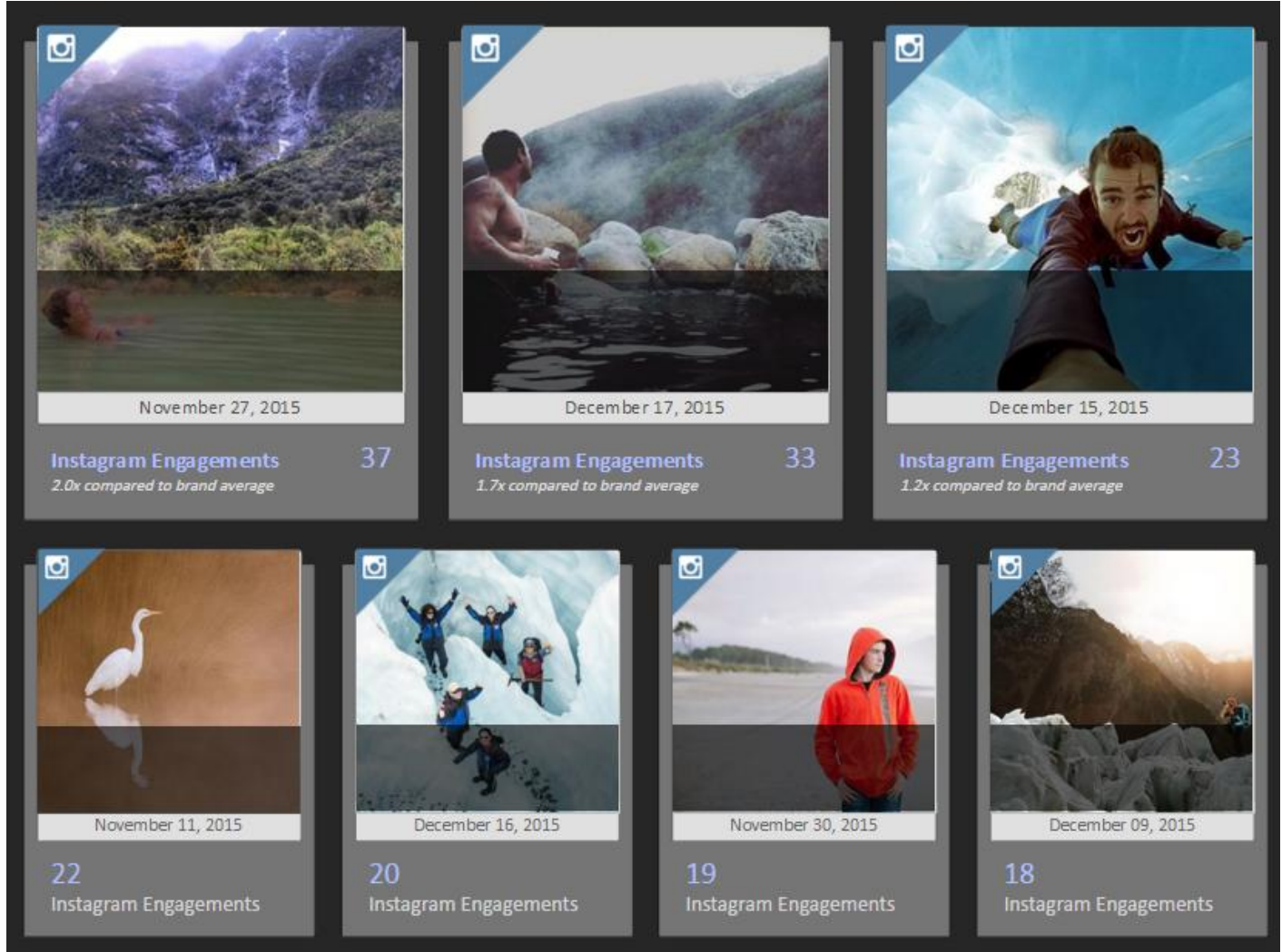
Tourism West Coast Pinterest Profile

This data shows the past 30 days



Instagram

Top posts to date



This information will not be available in every report.

Report by: Kelly McLeod, Marketing and Media Manager.