



## Trade & Media/Online & Admin Update – 13<sup>th</sup> July – 26<sup>th</sup> August

### MEDIA Famils –

#### Upcoming Media Famils -

**Blog, Qyer.com, 8<sup>th</sup> Sept** – TNZ are hosting 2 travel bloggers Wenhui and Yang from Qyer.com, this a popular travel blog used by Chinese when dreaming and planning their Free Independent Travel. Qyer is the NO. 1 Chinese outbound travel community with 50M users. Active users with 9,300,000 posts, 1,000,000 topics, 13,000+ daily uploads, 400,000+ Q&A posts, 60% of Q&A reply within 2 hours, 100,000+ weekly contributions.

**Magazine, Bali/Perth Journalist, 14<sup>th</sup> Sept** – Michael Travers is Editor at Large of Indonesia-based FRV Bali and Perth's 'Primo' property and lifestyle publication. Both magazines are luxury lifestyle and travel publications with print runs of 10,000 and 15,000+ respectively aimed at wealthy demographics. Rachel is Michael's wife who is travelling with him and is a journalist herself.

**Newspaper, Otago Daily Times, 25<sup>th</sup> Sept** – Philip and Sharon will be heading north on their visit to the West Coast to write an article for the 'Weekend Mix'. It is a weekly broadsheet publication with a travel section. The West Coast is to be featured as an achievable long weekend away to the domestic market of Southland.

**Magazine, August Man, 26<sup>th</sup> Sept** – TNZ are interested in sending Hannah a journalist for the magazine August Man to the West Coast for "A Walk on the Wild Side". From my research the magazine is for Singaporean males with many of the articles relating to luxury products.

### Media RESULTS

- Lonely Planet – Online – 10 of NZ most Scenic Day hikes – Charming Creek Walkway- Sarah Bennett & Lee Slater
- Lonely Planet – Online – 10 Stunning NZ Cycle rides – WCWT – Sarah Bennett & Lee Slater
- Lonely Planet – Online – New Zealand's most wonderful night time experiences – Denniston Coal Mine – Sarah Bennett
- Lonely Planet – Online – 10 unforgettable NZ beaches – Scotts Beach Kahurangi National Park - Sarah Bennett & Lee Slater
- Lonely Planet – Online – NZ unmissable Aquatic adventures – Kayaking Okarito Lagoon - Sarah Bennett & Lee Slater
- Lonely Planet – Online – NZ in Winter – TRANZ Alpine - Sarah Bennett & Lee Slater
- The Trusted Traveler- Online – A walk around Lake Matheson – In photos- Jen
- Water Town Daily Times – Online – Hiking the Great Walks on NZ rugged South Island – Carey J. Williams
- NZ Herald.co.nz – Online – Flight check Wellington- Westport – Andrew Potter
- Travel Pulse – Online – TransAlpine Rates among top Scenic Rail Journeys – James Ruggia
- 100% Pure – Online/Facebook – Combi Dairies – Episode 3 Hokitika
- Travel Pulse – Online – 4 Ways to visit NZ with Kingston Tours – Janeen Christoff
- The Globe and Mail – Online – As I transvers the ancient glacial ice, each step is a plan & wish – Pamilla Dillon
- Nelson Mail – Online – Biking out the back door and fishing out the front – Elizabeth Bean
- August - Kia Ora – Print – Great Expectations – Heaphy Track – Patrick Kinsella

- New Zealand Herald – Online – The Big Melt; we won't recognise our glaciers – Jamie Morton
- Stuff.co.nz – Online – West Coast rugby league celebrates 100 year – Tony Smith
- Radio New Zealand News – Online – Tourism NZ on off-peak tourist – Punakaiki – Sharon Brett Kelly
- Westport News – Print – Coast to feature in Japanese Travel Magazine – Aimee vnn der Weyden
- Canada Free Press – Online – NZ must eat seafood – Curly Tree Whitebait – Paul Holman
- Mail Online – Online – Is this Heaven on Earth? – Leesa Smith
- H-National – Online – Worlds best places to visit: Where does NZ rank? – Franz Josef Glacier rank #81 – Lonely Planet
- One News – Online – Reefton get patriotic – One News

## **TRADE Famils –**

### **UPCOMING TRADE FAMILS –**

**Experience NZ, 29<sup>th</sup> Aug** – We have had a request to host 2 agents from the company. They are doing several site inspections as per their request and also partaking of iconic West Coast activities. They are staying at Punakaiki, Hokitika, and Fox Glacier Village. Most operators have been very generous with their support.

**Australian Mega Famil, 10<sup>th</sup> Sept**– We will have the Richie McCaw group and Len Lye's group from the Australian Mega Famil experiencing the West Coast. At this stage we understand there will be 400 pax coming to NZ, split evenly between North and South Islands. That will then be divided into manageable sized groups.

## **WEBSITE:**

Uploaded the latest video to the homepage of the website.

Due to the possible increase in our funding it appears we may be looking at establishing a new website.

TripAdvisor API is changing, in the process of finding out what we need to do to keep the TripAdvisor widget.

Updated and added new listings to the website.

## **MARKETING / OFFICE MANAGEMENT – Kelly**

- Job training.
- Official Visitor Guide sales.
- Meeting business operators in Reefton, Karamea, Westport, Punakaiki, Fox, Franz, Haast and Jacksons Bay.
- Helping organise Top of the South events in Auckland – banner, sponsorship, bags and attending operators.
- MICE event at Shantytown has now been postponed.
- Arranging then AA top beaches sign stolen from Bruce Bay to be created and erected again.
- Two enquiries from Motorhome organisations creating itineraries and recommending where to go and what to do while in New Zealand.
- Creating a Chinese language banner for the Moon Festival.
- Providing information for a JV with Shantytown going to Convene.
- Organising visits to TNZ and ITO's while in Auckland.

**ADMIN / OFFICE MANAGEMENT – Alicia**

- Set up 20<sup>th</sup> Month bills in ASB for payment.
- Updated Media Results on Excel.
- General Accounting

**TWC Famil Update YTD (This graph will show from Board Meeting to Board meeting for ease of understanding)**

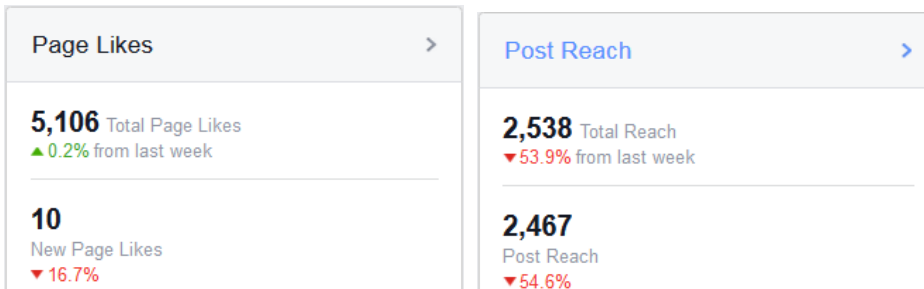
*YTD = Year to date/ TNZ = Tourism New Zealand Sponsored/ TWC = Tourism West Coast initiated*

Initiated	Trade		Media		Total YTD 2015 (Jan to Dec)		Total At end Jul/Aug 2014	Total Year 2014 (Jan to Dec)		Total Year 2013 (Jan to Dec)		Total Year 2012
	July/Aug 2015	July/Aug 2014	July 2015	July 2014	Trade	Media		Trade	Media	Trade	Media	
TWC	0	0	0	0	5	1		10	10			
TNZ	0	0	0	0	4	7		10	8			
TOTAL								20	18			
Grand Total of Famils	0	0	0	0	<b>17</b>		<b>26</b>	<b>38</b>		<b>39</b>		<b>28</b>
<b>Total PAX</b>					<b>86</b>		<b>66</b>	<b>237</b>		<b>229</b>		
NON TWC/TNZ												

**Website / Social Media / Google Analytics**

➤ Facebook & Twitter – Still under the expert management of the ‘Roberts Team’

**TOURISM WEST COAST – FACEBOOK**



- 1 Online request for Images from our online image library from 13<sup>th</sup> July to 26<sup>th</sup> August
- 11 Online requests for information or visitor guides through [www.westcoast.co.nz](http://www.westcoast.co.nz) from 13<sup>th</sup> July to 26<sup>th</sup> August
- 17 Online enquiries directly to operators listed on [www.westcoast.co.nz](http://www.westcoast.co.nz) 13<sup>th</sup> July to 26<sup>th</sup> August

Website Statistics [www.westcoast.co.nz](http://www.westcoast.co.nz) as per Google Analytics & Thrive reporting;

	13 <sup>th</sup> July – 25 <sup>th</sup> August 2015	13 <sup>th</sup> July – 25 <sup>th</sup> August 2014																																																		
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<b>Time on site</b>	<b>Avg = 02:58</b>	<b>Avg = 03:35</b>																																																		
<b>Pages/visit</b>	2.78	3.25																																																		
<b>Page views</b>	43,484	34,651																																																		
<b>Mobile + Tablet visits</b>	6,369 – <b>Desktop - 9,278</b>	3,738 – <b>Desktop = 5,126</b>																																																		
<b>Bounce rate</b>	57.94%	53.05 %																																																		

## Acquisition of visitors:

### This Period:

	Acquisition
	Sessions ↓
	15,647
1 ■ Organic Search	13,364
2 ■ Direct	1,422
3 ■ Referral	798
4 ■ Social	61
5 ■ (Other)	2

### Last Period:

	Acquisition
	Sessions ↓
	10,654
1 ■ Organic Search	8,833
2 ■ Direct	939
3 ■ Referral	755
4 ■ Social	125
5 ■ (Other)	1
6 ■ Email	1

## Product Detail views this period and same period last year.

Product Detail Views :: All Products :: 13-Jul-15 - 26-Aug-15		Product Detail Views :: All Products :: 13-Jul-14 - 26-Aug-14	
product	number of instances	product	number of instances
Monteiths Brewery Tour	229	Westcoast Treetop Walk and Cafe	169
Westcoast Treetop Walk and Cafe	182	Te Waonui Forest Retreat	137
Shantytown	161	Franz Josef Glacier Guides	135
Greymouth Taxis	151	Mountain Jade Hokitika	120
Wild West Adventure Company LTD	145	Shantytown	119
Te Waonui Forest Retreat	143	Gentle Annie Seaside Accommodation	117
The Charleston GlowWorm Cave Tour	141	Westland Greenstone	109
Garth Wilson Jade	126	Haast River Safari	97
Franz Josef Glacier Guides	116	The Nile River Rainforest Train	93
Mountain Jade Hokitika	113	The Denniston Experience	87

## Document Views:

#	Document	August 2015	July 2015	June 2015
1	Itin - Queenstown to Nelson - 5 day (pdf)	39	31	17
2	Time & Distance chart (pdf)	29	35	19
3	Itin - CHCH to Queenstown - 3 day, 2 night (pdf)	25	0	0
4	Itin - CHCH to Nelson - 3 day, 2 night (pdf)	19	0	0
5	OVG 14 - 15 (pdf)	17	12	12
6	Let's Travel Magazine (pdf)	15	18	18
7	AGM 21 July 2015 (pdf)	7	0	0
8	West Coast Trade Fact Sheets (docx)	3	1	0
9	Visitor Guide 2013 (pdf)	2	0	2
10	Dump Stations West Coast (PNG)	2	3	1

#	Document	August 2014	July 2014	June 2014
1	2014 OVG PDF (pdf)	21	8	17
2	Let's Travel Magazine (pdf)	11	15	17
3	Trade Manual 2014 (pdf)	8	1	1
4	Dump Stations West Coast (PNG)	7	1	0
5	What is an adventure activity (pdf)	5	0	0
6	Visitor Guide 2013 (pdf)	4	2	0
7	West Coast Trade Fact Sheets (pdf)	4	0	0
8	West Coast Trade Fact Sheet (pdf)	3	1	1
9	West Coast Trade Fact Sheets (docx)	2	0	0
10	Tourism West Coast Meetings Brochure. (pdf)	1	2	0

The charts below demonstrates the top ten pages viewed on the website CURRENT period –

1<sup>st</sup> July – 26<sup>th</sup> August 2015

August 2014:

URL	Views	URL	Views
<a href="/newzealand/product/">/newzealand/product/</a>	9,565	<a href="/newzealand/product/">/newzealand/product/</a>	4,070
<a href="/newzealand/Home/">/newzealand/Home/</a>	6,946	<a href="/newzealand/Home/">/newzealand/Home/</a>	3,909
<a href="/newzealand/greymouth-area/">/newzealand/greymouth-area/</a>	2,759	<a href="/newzealand/gates-of-haast/">/newzealand/gates-of-haast/</a>	1,154
<a href="/newzealand/gates-of-haast/">/newzealand/gates-of-haast/</a>	2,065	<a href="/newzealand/10-free-things-to-do/">/newzealand/10-free-things-to-do/</a>	1,007
<a href="/newzealand/touring-routes/">/newzealand/touring-routes/</a>	2,040	<a href="/newzealand/glacier-country-area/">/newzealand/glacier-country-area/</a>	1,006
<a href="/newzealand/must-do/">/newzealand/must-do/</a>	1,999	<a href="/newzealand/greymouth-area/">/newzealand/greymouth-area/</a>	931
<a href="/newzealand/glaciers/">/newzealand/glaciers/</a>	1,937	<a href="/newzealand/things-to-do/">/newzealand/things-to-do/</a>	876
<a href="/newzealand/glacier-country-area/">/newzealand/glacier-country-area/</a>	1,865	<a href="/newzealand/must-do/">/newzealand/must-do/</a>	873
<a href="/newzealand/things-to-do/">/newzealand/things-to-do/</a>	1,830	<a href="/newzealand/adventure-activities/">/newzealand/adventure-activities/</a>	826
<a href="/newzealand/pounamu/">/newzealand/pounamu/</a>	1,570	<a href="/newzealand/motels-and-self-contained/">/newzealand/motels-and-self-contained/</a>	818

## TOP OUTBOUND LINKS

#	URL	August 2015	July 2015	June 2015	#	URL	August 2014	July 2014	June 2014
1	<a href="http://www.doc.govt.nz">www.doc.govt.nz</a>	160	151	142	1	<a href="http://www.doc.govt.nz">www.doc.govt.nz</a>	123	103	59
2	<a href="http://www.glaciercountry.co.nz">www.glaciercountry.co.nz</a>	47	56	55	2	<a href="http://www.westcoastwildernesstrail.co.nz">www.westcoastwildernesstrail.co.nz</a>	56	47	42
3	<a href="http://www.soundsair.com">www.soundsair.com</a>	38	49	50	3	<a href="http://www.glaciercountry.co.nz">www.glaciercountry.co.nz</a>	50	39	20
4	<a href="http://www.punakaiki.co.nz">www.punakaiki.co.nz</a>	33	30	37	4	<a href="http://www.metservice.com">www.metservice.com</a>	35	34	25
5	<a href="http://www.westcoastwildernesstrail.co.nz">www.westcoastwildernesstrail.co.nz</a>	33	42	47	5	<a href="http://www.telecom.co.nz">www.telecom.co.nz</a>	29	9	15
6	<a href="http://www.kiwirailscenic.co.nz">www.kiwirailscenic.co.nz</a>	32	44	50	6	<a href="http://www.punakaiki.co.nz">www.punakaiki.co.nz</a>	28	21	23
7	<a href="http://www.metservice.com">www.metservice.com</a>	32	56	59	7	<a href="http://www.kiwirailscenic.co.nz">www.kiwirailscenic.co.nz</a>	27	39	27
8	<a href="http://www.hokitikaairport.co.nz">www.hokitikaairport.co.nz</a>	27	17	20	8	<a href="http://www.hokitika.org">www.hokitika.org</a>	24	22	34
9	<a href="http://www.spark.co.nz">www.spark.co.nz</a>	24	30	17	9	<a href="http://www.hokitikaairport.co.nz">www.hokitikaairport.co.nz</a>	24	24	13
10	<a href="http://www.hokitika.org">www.hokitika.org</a>	19	23	28	10	<a href="http://www.airnz.co.nz">www.airnz.co.nz</a>	18	8	17

# WESTCOAST WILDERNESS TRAIL ANALYTICS

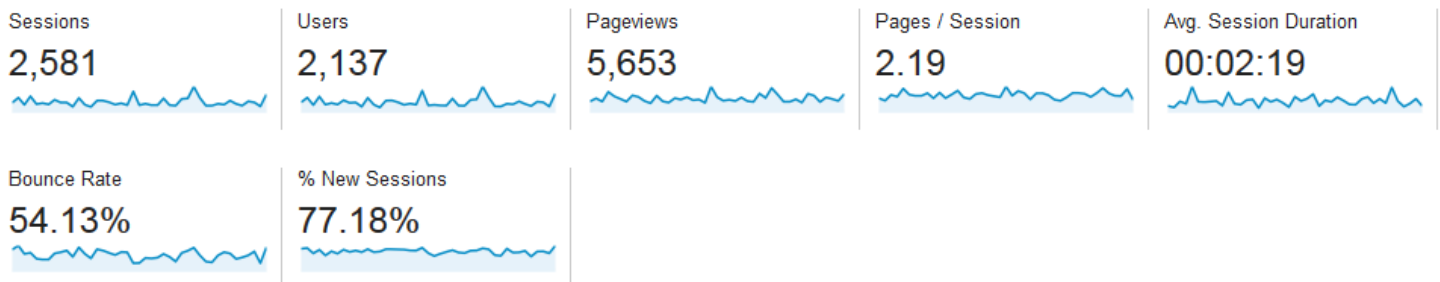
Facebook



## Web Site Google Analytics This period – 13<sup>th</sup> July – 25<sup>th</sup> August



## Last Period – June 13<sup>th</sup> – July 25<sup>th</sup>



**This Period**– 13<sup>th</sup> July – 25<sup>th</sup> August

**Last Period** – June 13<sup>th</sup> – July 25<sup>th</sup>

Device Category ?	Acquisition	Device Category ?	Acquisition
	Sessions ? ↓		Sessions ? ↓
	<p><b>2,367</b> % of Total: 100.00% (2,367)</p>		<p><b>2,581</b> % of Total: 100.00% (2,581)</p>
1. desktop	<b>1,801</b> (76.09%)	1. desktop	<b>1,986</b> (76.95%)
2. tablet	<b>332</b> (14.03%)	2. tablet	<b>299</b> (11.58%)
3. mobile	<b>234</b> (9.89%)	3. mobile	<b>296</b> (11.47%)

**Geographic acquisition this period:**

**Last Year same period**

Country ?	Acquisition	Country ?	Acquisition
	Sessions ? ↓		Sessions ? ↓
	<p><b>2,367</b> % of Total: 100.00% (2,367)</p>		<p><b>2,367</b> % of Total: 100.00% (2,367)</p>
1.  New Zealand	<b>1,268</b> (53.57%)	1.  New Zealand	<b>1,268</b> (53.57%)
2.  United States	<b>250</b> (10.56%)	2.  United States	<b>250</b> (10.56%)
3. (not set)	<b>174</b> (7.35%)	3. (not set)	<b>174</b> (7.35%)
4.  Australia	<b>126</b> (5.32%)	4.  Australia	<b>126</b> (5.32%)
5.  Canada	<b>49</b> (2.07%)	5.  Canada	<b>49</b> (2.07%)
6.  United Kingdom	<b>48</b> (2.03%)	6.  United Kingdom	<b>48</b> (2.03%)
7.  China	<b>43</b> (1.82%)	7.  China	<b>43</b> (1.82%)
8.  Germany	<b>39</b> (1.65%)	8.  Germany	<b>39</b> (1.65%)
9.  Japan	<b>32</b> (1.35%)	9.  Japan	<b>32</b> (1.35%)
10.  Netherlands	<b>32</b> (1.35%)	10.  Netherlands	<b>32</b> (1.35%)

**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

**Report by:** Kelly McLeod – Marketing and Media Manager