



## Trade & Media/Online & Admin Update –Dec 2<sup>nd</sup> 2014 to Jan 13<sup>th</sup> 2015

### MEDIA Famils –

None to report on this Xmas period

### Upcoming Media Famils -

- **Feb 6<sup>th</sup>** – **Anthony Lambert - Journalist from the Telegraph, UK.** Doing the TranzAlpine return journey & possibly Montieths Brewery for Lunch.
- **March - Kevin Dowling – TNZ famil from the UK – Sunday Times .** Doing Cycle trail and Wildfoods Festival, Punakaiki and Gold panning.
- **Stefan Kammerling – Greenspot -** In March 2015 we will have Mr Stefan Kämmerling of [www.erlebe-neuseeland.de](http://www.erlebe-neuseeland.de) coming to the West Coast for 3 nights. Mr Kämmerling is the senior product/contracting manager of this large German company. Mr Kämmerling is overseeing the German , Dutch and UK franchises of the mother company!
- **April – Greenspot to be sending senior product managers to the West Coast.**

### Media RESULTS

- **Nov 14 – Te Runanga o Ngai Tahu –** Online Magazine – International recognition for FJ Glacier Guides
- **Nov/Dec – NZ Meeting Newz –** Print Magazine – Keep it genuine
- **Nov/Dec – Backpacker Guide NZ –** Online Magazine – 11 Mind blowing Lakes in New Zealand
- **Dec – 3 NEWS –** Online Magazine – Hokitika Celebrates 150<sup>th</sup> Birthday
- **Dec – The NZ Herald –** Print & Online Magazine – Room Check – Breakers Boutique
- **Dec – Lash World Tour -** Online Magazine – The Dramatic West Coast of the South Island, New Zealand
- **Dec – Reiz & Nieuw-Zeeland (by Stefan Spath) –** Holland – Print Magazine & Online – Travel Through South Island
- **Summer 14 – Our New Zealand –** Print Magazine – Step into the Story Book West Coast (advertorial)

### TRADE Famils –

None to report on this Xmas period

### UPCOMING TRADE FAMILS –

- **VIP – Cricket World Cup -**Tourism New Zealand India will host 30 priority Travel Agents (Directors, Owners and Senior Product Managers) to New Zealand from 9-15 March 2015 on the 'VIP India CWC Famil 2015'. (still awaiting further details at this stage)
- **South East Asian (SEA) Regional Famil -** coming to New Zealand in March 2015. This will see 40 travel agents from across the South East Asia region including Singapore, Malaysia, Indonesia and Thailand travel to New Zealand from 16 – 23 March 2015. (still awaiting further details at this stage)

## WEBSITE :

Continuing on with changes as they come to hand, updating information and keeping content current. I have updated the Events listings with as much current information as I could find to hand.

## ADMIN / OFFICE MANAGEMENT – Alicia

- Minutes for Board meeting 16 December, and mail out via database.
- Set up 20<sup>th</sup> Month bills in ASB for payment.
- Updated Media Results on Excel.
- General Accounting
- Financial explanation for board members from last meeting.

## MARKETING / OFFICE MANAGEMENT – LeeAnne

- Website maintenance
- Generating updates/alerts/newsletters to our database
- Updating Events listing on our Website
- Scrutinizing analytics via google
- Attend Buller Tourism meeting in Westport with Jim
- Organising Brochure distribution, forms etc.
- Updating U Tube channel with new videos
- WCWT trail updating
- Finalized the Famil - Met with the Prize winners from the What Now competition

## Comments:

I have taken the opportunity during this slightly quieter period to tidy up data bases and look at analytics in depth.

## 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*

## Website / Social Media / Google Analytics

- Face book & Twitter – Still Under the expert management of the ‘Roberts Team’

Total Page Likes as of Today: **5,050 likes** as at 15/01/2015

- **2** Online request for Images from our online image library from 2 Dec 2014 to 15 Jan 2015
- **14** Online requests for information or visitor guides through [www.westcoastnz.com](http://www.westcoastnz.com) from 2 Dec 2014 to 15 Jan 2015
- **24** Online enquiries directly to operators listed on [www.westcoastnz.com](http://www.westcoastnz.com) 2 Dec 2014 to 15 Jan 2015

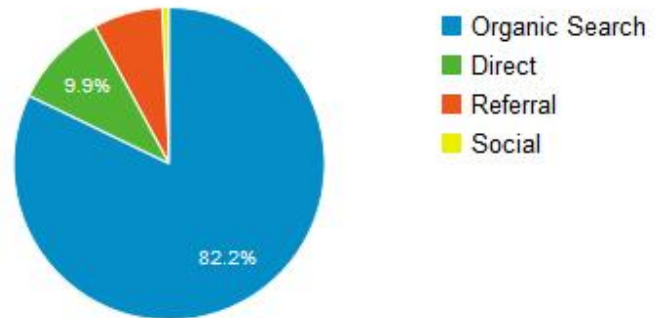
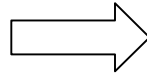
## Website Statistics [www.westcoastnz.com](http://www.westcoastnz.com) as per Google Analytics & Thrive reporting;

|  |  |
|--|--|
|  | 3 <sup>rd</sup> Dec to 15 <sup>th</sup> January 2015 |
|--|--|

| <b>Users:</b>                 | <b>15,466</b>   |         |          |                 |        |               |       |                   |       |                    |     |             |     |               |     |            |     |           |     |                 |     |             |    |
|-------------------------------|---|---------|----------|-----------------|--------|---------------|-------|-------------------|-------|--------------------|-----|-------------|-----|---------------|-----|------------|-----|-----------|-----|-----------------|-----|-------------|----|
| <b>Sessions:</b>              | <b>21,448</b>   |         |          |                 |        |               |       |                   |       |                    |     |             |     |               |     |            |     |           |     |                 |     |             |    |
|                               | <table border="1"> <thead> <tr> <th>Country</th> <th>Sessions</th> </tr> </thead> <tbody> <tr> <td>1.  New Zealand</td> <td>15,031</td> </tr> <tr> <td>2.  Australia</td> <td>2,114</td> </tr> <tr> <td>3.  United States</td> <td>1,168</td> </tr> <tr> <td>4.  United Kingdom</td> <td>685</td> </tr> <tr> <td>5.  Germany</td> <td>331</td> </tr> <tr> <td>6.  Singapore</td> <td>278</td> </tr> <tr> <td>7.  Canada</td> <td>169</td> </tr> <tr> <td>8.  India</td> <td>152</td> </tr> <tr> <td>9.  Netherlands</td> <td>120</td> </tr> <tr> <td>10.  France</td> <td>95</td> </tr> </tbody> </table> | Country | Sessions | 1.  New Zealand | 15,031 | 2.  Australia | 2,114 | 3.  United States | 1,168 | 4.  United Kingdom | 685 | 5.  Germany | 331 | 6.  Singapore | 278 | 7.  Canada | 169 | 8.  India | 152 | 9.  Netherlands | 120 | 10.  France | 95 |
| Country                       | Sessions  |         |          |                 |        |               |       |                   |       |                    |     |             |     |               |     |            |     |           |     |                 |     |             |    |
| 1.  New Zealand               | 15,031  |         |          |                 |        |               |       |                   |       |                    |     |             |     |               |     |            |     |           |     |                 |     |             |    |
| 2.  Australia                 | 2,114   |         |          |                 |        |               |       |                   |       |                    |     |             |     |               |     |            |     |           |     |                 |     |             |    |
| 3.  United States             | 1,168   |         |          |                 |        |               |       |                   |       |                    |     |             |     |               |     |            |     |           |     |                 |     |             |    |
| 4.  United Kingdom            | 685   |         |          |                 |        |               |       |                   |       |                    |     |             |     |               |     |            |     |           |     |                 |     |             |    |
| 5.  Germany                   | 331   |         |          |                 |        |               |       |                   |       |                    |     |             |     |               |     |            |     |           |     |                 |     |             |    |
| 6.  Singapore                 | 278   |         |          |                 |        |               |       |                   |       |                    |     |             |     |               |     |            |     |           |     |                 |     |             |    |
| 7.  Canada                    | 169   |         |          |                 |        |               |       |                   |       |                    |     |             |     |               |     |            |     |           |     |                 |     |             |    |
| 8.  India                     | 152   |         |          |                 |        |               |       |                   |       |                    |     |             |     |               |     |            |     |           |     |                 |     |             |    |
| 9.  Netherlands               | 120   |         |          |                 |        |               |       |                   |       |                    |     |             |     |               |     |            |     |           |     |                 |     |             |    |
| 10.  France                   | 95  |         |          |                 |        |               |       |                   |       |                    |     |             |     |               |     |            |     |           |     |                 |     |             |    |
| <b>Time on site</b>           | <b>Avg = 03:21</b>  |         |          |                 |        |               |       |                   |       |                    |     |             |     |               |     |            |     |           |     |                 |     |             |    |
| <b>Pages/visit</b>            | <b>3.05</b>   |         |          |                 |        |               |       |                   |       |                    |     |             |     |               |     |            |     |           |     |                 |     |             |    |
| <b>Page views</b>             | <b>65,431</b>   |         |          |                 |        |               |       |                   |       |                    |     |             |     |               |     |            |     |           |     |                 |     |             |    |
| <b>Mobile + Tablet visits</b> | <b>9,797 – Desktop - 11,651</b>   |         |          |                 |        |               |       |                   |       |                    |     |             |     |               |     |            |     |           |     |                 |     |             |    |
| <b>Bounce rate</b>            | <b>54.09%</b>   |         |          |                 |        |               |       |                   |       |                    |     |             |     |               |     |            |     |           |     |                 |     |             |    |

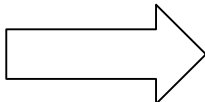
Acquisition of visitors:

Top Channels



These are the top viewed products on our website

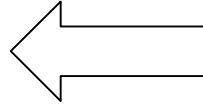
This period:



| Product Detail Views :: All Products :: 03-Dec-14 - 15-Jan-15 |                     |
|---|---------------------|
| product   | number of instances |
| Monteiths Brewery Tour  | 480                 |
| Shantytown  | 453                 |
| Westcoast Treetop Walk and Cafe                               | 368                 |
| The Charleston GlowWorm Cave Tour                             | 214                 |
| Gentle Annie Seaside Accommodation                            | 199                 |
| Wild West Adventure Company LTD                               | 196                 |
| Formerly The Blackball Hilton Hotel                           | 173                 |
| Arahura Greenstone Tours                                      | 158                 |
| The Denniston Experience                                      | 157                 |
| Punakaiki Beach Camp  | 153                 |
| Franz Josef Glacier Guides                                    | 152                 |

| Product Detail Views :: All Products :: 24-Oct-14 - 02-Dec-14 |                     |
|---|---------------------|
| product   | number of instances |
| Monteiths Brewery Tour  | 351                 |
| Shantytown  | 326                 |
| Westcoast Treetop Walk and Cafe                               | 182                 |
| Gentle Annie Seaside Accommodation                            | 166                 |
| Formerly The Blackball Hilton Hotel                           | 140                 |
| Mountain Jade Hokitika  | 140                 |
| Franz Josef Glacier Guides                                    | 139                 |
| The Charleston GlowWorm Cave Tour                             | 139                 |
| Westland Greenstone   | 135                 |
| The Nile River Rainforest Train                               | 126                 |
| Te Waonui Forest Retreat                                      | 120                 |

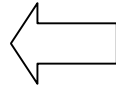
And Last Period



### District Views:

| District Views Dec-14 - Jan-15 |         |
|--------------------------------|---------|
| District Name                  | # views |
| Glacier Country                | 10654   |
| Jade Country                   | 8217    |
| Greymouth                      | 6311    |
| Gates of Haast                 | 3647    |
| Westport Karamea               | 3201    |
| Great Coast Road               | 2403    |
| Lakes District                 | 1108    |
| Reefton Gold                   | 399     |
| Christchurch                   | 1       |

This Period



Last Period

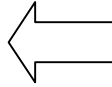


| District Views Oct-14 - Dec-14 |         |
|--------------------------------|---------|
| District Name                  | # views |
| Glacier Country                | 10664   |
| Jade Country                   | 7027    |
| Greymouth                      | 4830    |
| Gates of Haast                 | 3536    |
| Westport Karamea               | 2543    |
| Great Coast Road               | 2206    |
| Lakes District                 | 1035    |
| Reefton Gold                   | 392     |
| Christchurch                   | 1       |

### Document Views:

| # | Document                                    | January 2015 | December 2014 |
|---|---|--------------|---------------|
| 1 | Let's Travel Magazine (pdf)                 | 21           | 28            |
| 2 | OVG 14 - 15 (pdf)                           | 14           | 14            |
| 3 | Dump Stations West Coast (PNG)              | 5            | 6             |
| 4 | Trade Manual 2014 (pdf)                     | 3            | 3             |
| 5 | Visitor Guide 2013 (pdf)                    | 3            | 0             |
| 6 | Tourism West Coast Meetings Brochure. (pdf) | 2            | 1             |

| #  | URL                 | January 2015 | December 2014 | November 2014 |
|----|---------------------|--------------|---------------|---------------|
| 1  | www.google.co.nz    | 4662         | 7799          | 6301          |
| 2  | www.google.com.au   | 815          | 1191          | 1058          |
| 3  | www.westcoastnz.com | 643          | 1027          | 802           |
| 4  | www.google.com      | 602          | 1110          | 1049          |
| 5  | www.google.co.uk    | 374          | 539           | 495           |
| 6  | www.newzealand.com  | 270          | 467           | 408           |
| 7  | www.google.de       | 170          | 251           | 212           |
| 8  | www.bing.com        | 129          | 183           | 191           |
| 9  | r.search.yahoo.com  | 111          | 165           | 150           |
| 10 | www.google.com.sg   | 82           | 180           | 192           |
| 11 | www.greymouth.co.nz | 77           | 153           | 170           |
| 12 | www.google.ca       | 65           | 124           | 122           |
| 13 | www.google.nl       | 64           | 87            | 81            |
| 14 | nz.search.yahoo.com | 62           | 75            | 54            |
| 15 | www.google.co.in    | 60           | 94            | 93            |
| 16 | www.google.fr       | 59           | 99            | 108           |
| 17 | semalt.semalt.com   | 44           | 55            | 80            |
| 18 | www.google.ch       | 43           | 52            | 34            |
| 19 | greymouth.co.nz     | 41           | 70            | 51            |













**Referral sites to our Website:**

The chart below demonstrates the top ten pages viewed on the website in the CURRENT period – 3rd Dec to 15 Jan

| URL  | Views  |
|--|--------|
| <a href="#">/newzealand/product/</a>                   | 11,966 |
| <a href="#">/newzealand/Home/</a>                      | 8,649  |
| <a href="#">/newzealand/greymouth-area/</a>            | 3,201  |
| <a href="#">/newzealand/gates-of-haast/</a>            | 3,076  |
| <a href="#">/newzealand/must-do/</a>                   | 2,444  |
| <a href="#">/newzealand/glacier-country-area/</a>      | 2,413  |
| <a href="#">/newzealand/motels-and-self-contained/</a> | 2,230  |
| <a href="#">/newzealand/things-to-do/</a>              | 2,093  |
| <a href="#">/newzealand/10-free-things-to-do/</a>      | 2,046  |
| <a href="#">/newzealand/great-coast-road/</a>          | 1,999  |

The chart below demonstrates the top ten pages viewed on the website in the LAST period 25 Oct to 2<sup>nd</sup> Dec 2014

|     |   |   |               |
|-----|---|---|---------------|
| 1.  | <a href="/newzealand/greymouth-area/">/newzealand/greymouth-area/</a>             |  | 2,735 (5.52%) |
| 2.  | <a href="/newzealand/gates-of-haast/">/newzealand/gates-of-haast/</a>             |  | 2,025 (4.09%) |
| 3.  | <a href="/newzealand/glacier-country-area/">/newzealand/glacier-country-area/</a> |  | 1,835 (3.70%) |
| 4.  | <a href="/newzealand/must-do/">/newzealand/must-do/</a>                           |  | 1,651 (3.33%) |
| 5.  | <a href="/newzealand/things-to-do/">/newzealand/things-to-do/</a>                 |  | 1,430 (2.89%) |
| 6.  | <a href="/newzealand/great-coast-road/">/newzealand/great-coast-road/</a>         |  | 1,388 (2.80%) |
| 7.  | <a href="/newzealand/10-free-things-to-do/">/newzealand/10-free-things-to-do/</a> |  | 1,318 (2.66%) |
| 8.  | <a href="/newzealand/westport-karamea/">/newzealand/westport-karamea/</a>         |  | 1,132 (2.29%) |
| 9.  | <a href="/newzealand/walking-and-hiking/">/newzealand/walking-and-hiking/</a>     |  | 1,043 (2.11%) |
| 10. | <a href="/newzealand/glaciers/">/newzealand/glaciers/</a>                         |  | 1,026 (2.07%) |

| #  | URL                                | January 2015 | December 2014 | November 2014 |
|----|------------------------------------|--------------|---------------|---------------|
| 1  | www.doc.govt.nz                    | 141          | 204           | 165           |
| 2  | www.glaciercountry.co.nz           | 61           | 59            | 65            |
| 3  | www.westcoastwildernesstrail.co.nz | 46           | 80            | 62            |
| 4  | www.punakaiki.co.nz                | 41           | 41            | 45            |
| 5  | www.metSERVICE.com                 | 33           | 90            | 37            |
| 6  | www.golakebrunner.co.nz            | 26           | 33            | 21            |
| 7  | www.greydistrict.co.nz             | 26           | 29            | 37            |
| 8  | www.kiwirailscenic.co.nz           | 25           | 45            | 43            |
| 9  | www.SPARK.co.nz                    | 25           | 33            | 26            |
| 10 | www.hokitika.org                   | 22           | 40            | 38            |
| 11 | www.karameainfo.co.nz              | 20           | 17            | 10            |

TOP OUTBOUND LINKS



New Pages views: ( Dec, Jan)

Chinese Landing This period

|                 |   |    |
|-----------------|---|----|
| chinese-landing | <a href="/newzealand/chinese-landing/">/newzealand/chinese-landing/</a> | 85 |
|-----------------|---|----|

Last Period (Aug, Sept, Oct)

|                 |   |     |
|-----------------|---|-----|
| chinese-landing | <a href="/newzealand/chinese-landing/">/newzealand/chinese-landing/</a> | 115 |
|-----------------|---|-----|

### **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:** LeeAnne Scott - Trade & Media Marketing, Alicia Ulrich – Marketing Admin and Online Support.