



Trade, Media, Marketing, Online and Administration Update

8th March – 29th March 2016

Media Results

- Huff Post Travel – Online – 9 Can't Miss NZ Experiences: Walk on Glaciers – Jenn Brown
- Walcha News – Online – NZ cycling trips by region: Something for everyone – WCWT – Andrew Bain
- Stuff.co.nz – Online – Where are the weirdest tourist attractions and landmarks in NZ? – Hokitika Sock Museum – Siobhan Downes
- Go Travel NZ – Print – The Wonder of the Glacier – Chris McPhee
- The Financial Express – Online – NZ 5 great rides for mountain bikers – the Old Ghost Road – West Coast
- Stuff.co.nz – Online – Hokitika Wildfoods Festival a challenge for the West Coast reporter – Joanne Carroll
- Stuff.co.nz – Online – West Coast Old Ghost Road forging regions new identity – Joanne Carroll
- Scoop – Online – Tourism growing in the West Coast – Press Release
- Yahoo News – Online – NZ's scenic splendor beckons at everyturn – Glaciers – Richard Pennick
- Conde Nast Traveler – Online – NZ South Island sees tourism boom thanks to Instagram photos like these – Laura Danmen Redman

Office Update

Marketing and Office Management – Kelly

- Updating Facebook and Instagram with new posts
- Trade Manual Proofing
- TRENZ preparation – buyers, vests, famil options
- Branding exercises
- Providing information – statistics, search terms, accommodation ratings
- Virtual Reality filming points organized
- AGFEST planning

Administration and Office Management – Alicia

- Set up 20th Month bills in ASB for payment.
- Updated Media Results on Excel.
- General Accounting
- Following up on outstanding invoices.
- Worked on the website updating.
- Helped with the Domestic Campaign Magazine.
- Updated events on website.
- Posted articles on facebook pages.
- Helped get out final proofs for Trade Manual

Website

Website Changes

- Added RunAcres Insurance company to the website
- Working on upgrading the website with Make Collective
- Removed outdated information

Online Requests

For this period as stated in the title of report

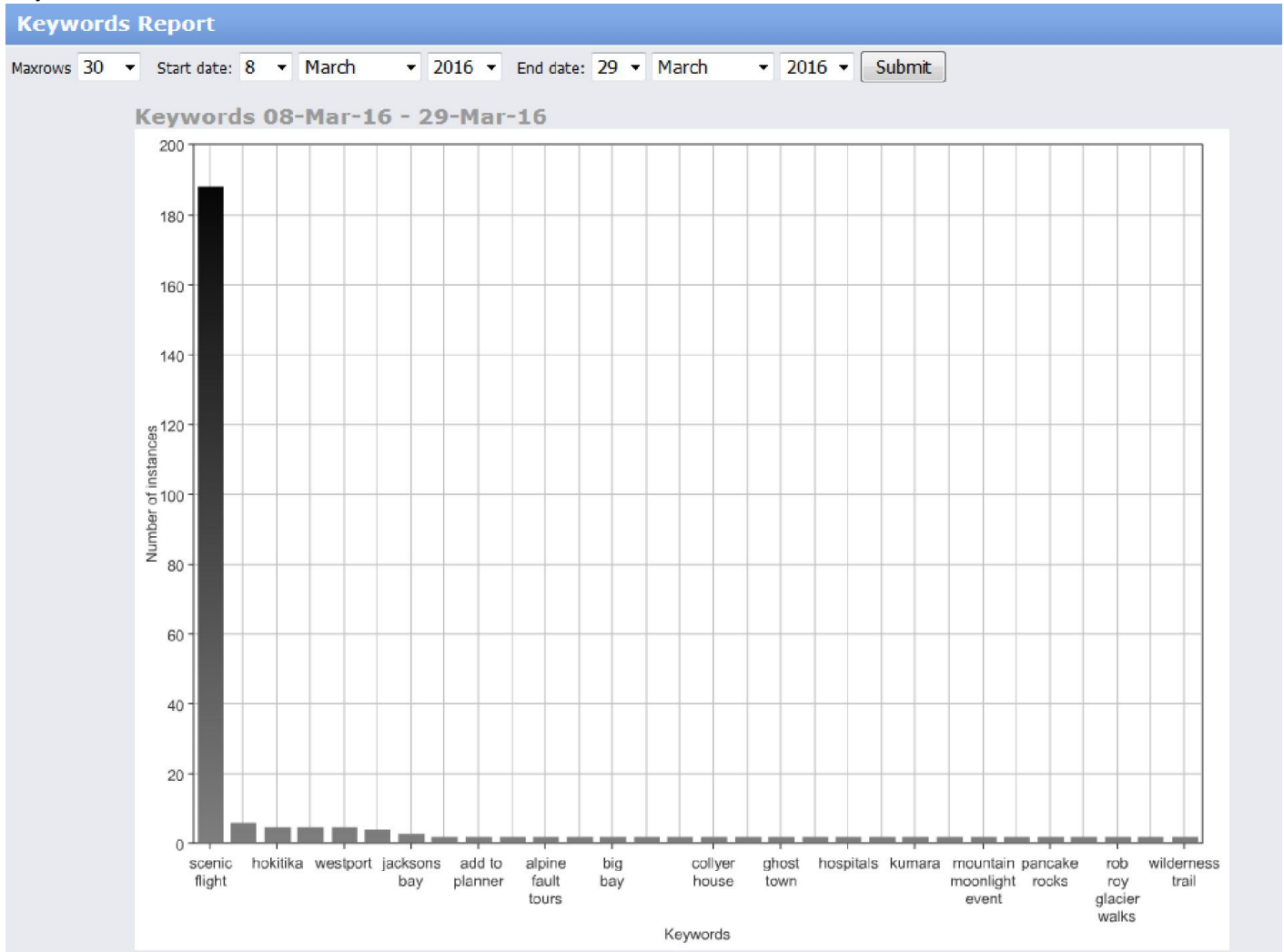
5 Online requests for images from our online image library

14 enquiries for operators

Website Statistics

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

Key words



Website Overview



Page	URL	Views	%
newzealand ▶ Product Detail	/newzealand/product/	87,290	14.11
newzealand ▶ Home	/newzealand/Home/	62,118	10.04
newzealand ▶ Mawhera Grey District	/newzealand/greymouth-area/	20,297	3.28
newzealand ▶ Gates of Haast Westland	/newzealand/gates-of-haast/	18,890	3.05
newzealand ▶ Touring Routes	/newzealand/touring-routes/	18,774	3.04
newzealand ▶ Must Do	/newzealand/must-do/	18,359	2.97
newzealand ▶ Franz Josef & Fox Glaciers	/newzealand/glaciers/	18,210	2.94
newzealand ▶ Glacier Country Westland	/newzealand/glacier-country-area/	17,175	2.78
newzealand ▶ Things To Do	/newzealand/things-to-do/	16,542	2.67
newzealand ▶ Walking & Hiking	/newzealand/walking-and-hiking/	16,029	2.59

Device Used

Device Category ?	Acquisition		
	Sessions ? ↓	% New Sessions ?	New Users ?
	20,379 % of Total: 100.00% (20,379)	74.83% Avg for View: 74.83% (0.00%)	15,249 % of Total: 100.00% (15,249)
<input type="checkbox"/> 1. desktop	10,169 (49.90%)	75.27%	7,654 (50.19%)
<input type="checkbox"/> 2. mobile	6,873 (33.73%)	75.61%	5,197 (34.08%)
<input type="checkbox"/> 3. tablet	3,337 (16.37%)	71.86%	2,398 (15.73%)

Acquisition of visitors

Acquisition			
	Sessions	% New Sessions	New Users
	20,379	74.83%	15,241
1 Organic Search	17,567		
2 Direct	2,257		
3 Referral	494		
4 Social	59		
5 Email	2		

Country of Origin

Country	Sessions	% Sessions
1. New Zealand	14,516	71.23%
2. Australia	1,840	9.03%
3. United States	1,028	5.04%
4. United Kingdom	698	3.43%
5. Singapore	325	1.59%
6. Malaysia	248	1.22%
7. Germany	213	1.05%
8. Canada	172	0.84%
9. India	101	0.50%
10. Hong Kong	99	0.49%

Product Detail Views

28 February 2016 End date: 29 March 2016

Level: All Memberships

Product Detail Views :: All Products :: 28-Feb-16 - 29-Mar-16


product	number of instances
Westcoast Treetop Walk and Cafe	219
Montelths Brewery Tour	183
The Charleston GlowWorm Cave Tour	179
Shantytown	164
Arahura Greenstone Tours	150
Franz Josef Glacier Guides	135
Gentle Annie Seaside Accommodation	129
252 Beachside Motels & Holiday Park	116
Te Waonui Forest Retreat	109
Garth Wilson Jade	108
Oparara Experience	107
Greymouth Taxis	106
Fox Glacier Guiding New Zealand	105
The Nile River Rainforest Train	103
Haast River Safari	94
Mountain Jade Hokitika	93
Westland Greenstone	86
Underworld Rafting	78
Charming Creek B&B	77

Document Views

#	Document	March 2016	February 2016	January 2016
1	Itin - Queenstown to Nelson - 5 day (pdf)	27	49	71
2	Itin - CHCH to Queenstown - 3 day, 2 night (pdf)	18	0	0
3	Time & Distance chart (pdf)	17	31	42
4	OVG 15/2016 (pdf)	13	24	18
5	Itin - CHCH to Nelson - 3 day, 2 night (pdf)	8	0	0
6	Let's Travel Magazine (pdf)	8	5	2
7	Trade Manual 2015 - 16 (pdf)	7	12	5
8	Top of the South (pdf)	6	1	1
9	Trade Media Marketing Report 27 Jan 2015 (pdf)	4	4	1
10	Dump Stations West Coast (PNG)	4	6	3
11	Tourism West Coast Meetings Brochure. (pdf)	3	3	0
12	Hokitika Cool Little Town Map (pdf)	2	2	6
13	Tourism West Coast Meetings Brochure (pdf)	2	3	2
14	West Coast Trade Fact Sheets (docx)	2	3	0
15	West Coast Trade Fact Sheet (pdf)	2	1	1
16	2015 Tourism West Coast Prospectus (pdf)	2	0	0
17	CAM States May 2015 (pdf)	2	0	0
18	West Coast Sales Tool (pdf)	2	2	0
19	Hashtag sheet (pdf)	2	0	0
20	Trade Media Marketing Report 8 December 2015 (pdf)	2	2	4
21	200th Kiwi PDF (pdf)	1	5	2
22	Jasons Order form 2015-2016 (pdf)	1	4	4
23	AGM 21 July 2015 (pdf)	1	0	0
24	January 2015 FAZ West Coast - Stephen Spath (pdf)	1	2	0
25	Kev Tourism Statistics 22 July 2015 (pdf)	1	0	0

Pages Viewed

March 2015 – 29 March 2016:

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newzealand ► Product Detail	/newzealand/product/	87,291 	14.11
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newzealand ► Touring Routes	/newzealand/touring-routes/	18,775 	3.04
newzealand ► Must Do	/newzealand/must-do/	18,361 	2.97
newzealand ► Franz Josef & Fox Glaciers	/newzealand/glaciers/	18,210 	2.94
newzealand ► Glacier Country Westland	/newzealand/glacier-country-area/	17,176 	2.78
newzealand ► Things To Do	/newzealand/things-to-do/	16,542 	2.67
newzealand ► Walking & Hiking	/newzealand/walking-and-hiking/	16,029 	2.59

Top Outbound Links

#	URL	March 2016	February 2016	January 2016
1	www.doc.govt.nz	283	379	377
2	www.metservice.com	137	138	144
3	www.glaciercountry.co.nz	64	89	107
4	www.soundsair.com	62	71	84
5	www.punakaki.co.nz	52	73	67
6	www.kiwirailsenic.co.nz	44	55	69
7	www.hokitika.org	42	61	66
8	grabseat.co.nz	42	48	38
9	www.westcoastwildernesstrail.co.nz	39	76	96
10	www.hokitikaairport.co.nz	38	36	52
11	www.spark.co.nz	38	37	49
12	www.westlanddc.govt.nz	31	42	48
13	bulldc.govt.nz	30	44	41
14	www.greydc.govt.nz	24	29	40
15	www.vodafone.co.nz	23	30	34
16	www.karameainfo.co.nz	23	22	31
17	www.thecooltletown.com	22	17	19
18	westcoast.fishandgame.org.nz	20	22	22
19	www.haastnz.com	19	13	24
20	www.golakebrunner.co.nz	17	28	28
21	www.airnz.co.nz	15	16	31
22	www.newzealand.com	15	17	21
23	www.teara.govt.nz	11	14	14
24	bulder.co.nz	10	5	10
25	www.brentbeadle.com	10	9	10

Website Statistics

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

Jan 7, 2016 - Feb 28, 2016: ● Sessions

Jan 7, 2015 - Feb 28, 2015: ● Sessions











Website Overview



Device Used

Device Category ?	Acquisition		
	Sessions ? ↓	% New Sessions ?	New Users ?
	2,711 % of Total: 100.00% (2,711)	66.21% Avg for View: 66.21% (0.00%)	1,795 % of Total: 100.00% (1,795)
1. desktop	1,446 (53.34%)	68.60%	992 (55.26%)
2. mobile	703 (25.93%)	65.15%	458 (25.52%)
3. tablet	562 (20.73%)	61.39%	345 (19.22%)

Country of Origin

Country ?	Acquisition		
	Sessions ? ↓	% New Sessions ?	New Users ?
	2,711 % of Total: 100.00% (2,711)	66.21% Avg for View: 66.21% (0.00%)	1,795 % of Total: 100.00% (1,795)
1.  New Zealand	2,260 (83.36%)	63.81%	1,442 (80.33%)
2.  Australia	167 (6.16%)	74.85%	125 (6.96%)
3.  United States	79 (2.91%)	67.09%	53 (2.95%)
4.  United Kingdom	56 (2.07%)	82.14%	46 (2.56%)
5.  Germany	14 (0.52%)	100.00%	14 (0.78%)
6.  Canada	12 (0.44%)	83.33%	10 (0.56%)
7.  Thailand	11 (0.41%)	90.91%	10 (0.56%)
8.  Switzerland	7 (0.26%)	57.14%	4 (0.22%)
9.  India	6 (0.22%)	100.00%	6 (0.33%)
0.  Netherlands	6 (0.22%)	100.00%	6 (0.33%)

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 28 days.

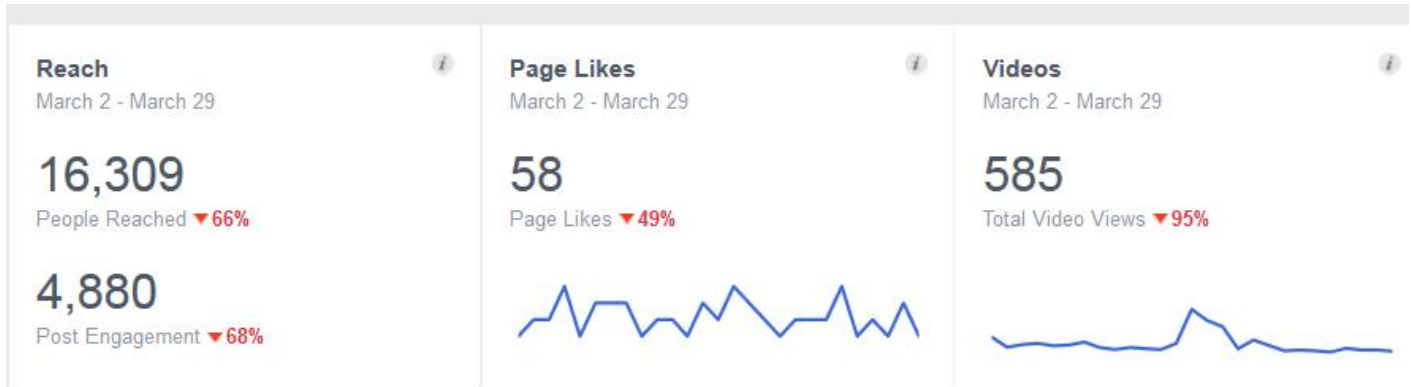
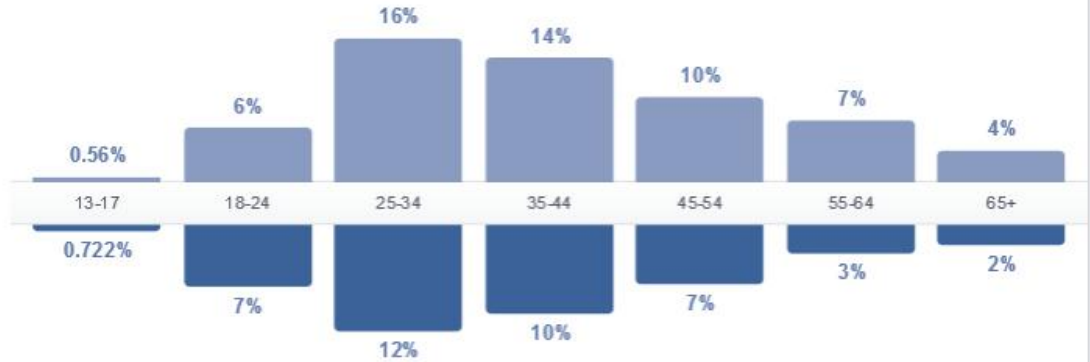
The people who like your Page

Women

57%
Your Fans

Men

42%
Your Fans



Pages to Watch

Compare the performance of your Page and posts with similar Pages on Facebook.

Add Pages

Reactions, Comments & Shares

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  Franz Josef Glacier Gui...	16.8K	▲ 0.6%	9	123
YOU 2  West Coast of the South...	5.5K	▲ 0.2%	6	261

Tourism West Coast Facebook Page

This data shows the past 28 days.

Reach

March 2 - March 29

867

People Reached ▲459%

1,160

Post Engagement ▲35%



Page Likes

March 2 - March 29

28

Page Likes ▲22%



West Coast Wilderness Trail Facebook Page

This data shows the past 28 days.



Report by: Kelly McLeod, Marketing and Media Manager.