Trade, Media, Marketing, Online and Administration Update
16th October – 22nd November

Famils

Media

Media Famils

Sara D'souza, 18th November – Sara is a freelance travel writer who regularly writes for Elle UK and Red Online. Sara went on the TranzAlpine, bused to Franz Josef Glacier where Mike Nolan was able to get her a helicopter ride up to the Glacier and she then enjoyed the Hot Pools. The commission piece she has been requested to write for Elle's print magazine is about travelling 'differently' – not driving and using Air BnB's. TNZ provided her with an Explorer Pass and Jim and myself met with her in Greymouth in hopes of receiving some lovely conent from Sara.

Upcoming Media Famils

China Airlines Spokesperson, 5th December – A social media joint venture with Christchurch Aiport and China Airlines are bringing 2 spokespeople to the West Coast. The spokespersons will be filming short travelogues to be posted in Taiwan, plus producing several 20sec TVCs, and a feature 30min television special for Discovery Channel in Taiwan. The TVCs will run in Taiwan over the first three months of the year with the television special airing in March 2016. The total traveling group will be 10pax, including film crew and producer and additional media representatives plus Amelia Hutchings from CIAL.

Calvin Young, Nov/Dec – Communicating with Calvin about the details of his famil to the Buller region. Calvin has a great following and reaches out to the deaf travelers.

Sam Deuchrass, Feb – A social influencer with a great following on Instagram. We have been liasing with operators who are keen to be involved in getting certain shots.

Media Results

- RV Lifestyle – NZ – A New Journey on a familiar Road - Great Alpine Highway – Tania Seward
- 3 News – NZ - Young Kiwis taken back to West Coast forest - 3 News Staff & Annabelle Tukia
- Voxy.co.nz – NZ - Friendly forces descend on Westport for Exercise Southern Katipo
- Stuff.co.nz – NZ - Realistic Defense force exercise takes flight - Thomas Heaton
- Otago Daily Times – NZ - Oh for more time to tarry - Philip Somerville
- NZ Herold – NZ - West Coast: Wild, wild west - Bronwyn Sell
- Scoop – NZ - Te Waonui forest Retreat Makes Top 20, Conde Nast Awards - Scenic Hotel Group
- 3 News – NZ – Haast Pass marks 50-year anniversary - Brooke Hobson & Emma Cropper
- Otago News – NZ - Celebrations for 50th anniversary of Haast Road

- Malay mail online - Experience the Kiwi ice age and walk on a glacier - Kenny Mah
- Radio New Zealand News - Wine and walkabouts for the royals - Tracy Neal
- Stuff.co.nz – NZ - Coasting with my daughter - Charles Anderson
- Scoop Culture – NZ - Franz Josef Glacier Guides number one choice for backpackers - Southern PR
- NZ Herald.co.nz – NZ - Kia ora: Kumara - Elisabeth Easther
- Travel – NZ - New Zeeland's best rail journeys: Charles and Camilla just scratch the Surface - Transalpine CHCH - Greymouth return
- Kiwi Rail Scenic Journeys – NZ - Enjoy a superb, yet relaxed horse racing event in Greymouth
- Channel News Asia - More Singaporeans going to New Zealand for year - end holidays - Janice Lim
- Scoop Culture – NZ - Local offenders support a cycle experience like no other - Department of corrections
- Escape – NZ - Taking the footbridge to adventure - Pat Barett
- Travel – NZ - Why we want to go to the West Coast/Kia Ora Punakaiki - Elisabeth Easther

Trade

Trade Famils

Frontliner Educational, 21st October – Ten travel agents from Australia travelled with John Kennedy from Side Track tours from Moana through to Fox Glacier. Alicia was able to meet with them during their lunch at Moana. Survey results have been provided and circulated to all operators involved.

Upcoming Trade Famils

Tourism New Zealand, 25th November – Six staff members for the Tourism New Zealand Trade Team will be visiting the top of the South Island. While on the West Coast they will start in Buller making their way to Franz Josef. Their tour includes the Denniston Mine Experience, the West Coast Cycle Trail and Theatre Royal Kumara.

Gourmet Journeys, 7th December – Anne Stewart from Edible Journeys is researching spots within New Zealand to add to her Gourmet Journeys – luxury tours with a food focus. In particular Anne is interested in Te Waonui Retreat to add to her itinerary.

Famil Update

(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 – Dec)		Total At end Oct - Nov 2014	Total Year 2014		Total Year 2013		Total Year 2012
	Oct - Nov 2015	Oct - Nov 2014	Oct - Nov 2015	Oct - Nov 2014	Trade	Media		Trade	Media			
TWC	10	9	0	0	22	5		10	10			
TNZ	0	53	1	2	63	10		10	8			
TOTAL	10	62	1	2	85	15		20	18			
Grand Total of Famils					**26**		**7**	**38**		**39**		**28**
Total PAX					**100**		**64**	**237**		**229**		
NON TWC/TNZ												

Office Update

Marketing and Office Management – Kelly

- Fei
- Bare Kiwi
- Statistics
- Proof read AA Guide
- TRENZ registration
- Advanced Northern West Coast meeting
- AirNZ meeting
- Department of Conservation meeting
- Heritage West Coast meeting
- Andrew Little meeting
- Expedia meeting
- Westport News – Denniston Mine repopening and TNZ famil
- Compiled list of Instagrammers
- Top of the South China competition
- Tourism New Zealand West Coast Shopping webpage
- West Coast Wilderness Trail Facebook account
- Tourism West Coast Instagram account
- Statistic websites
- Virtual Reality
- Christmas Cards
- TNZ PR team – Pike River Memorial Walk
- South Island Journeys
- Hokitika Christmas Parade float
- West Coast Wilderness trail map
- Colouring In prizes
- KiaOra magazine list of events

Administration and Office Management – Alicia

- Set up 20th Month bills in ASB for payment.
- Updated Media Results on Excel.
- General Accounting
- Finalised the OVG.

Website

Website Changes

- Updated and added new listings to the website.

Online Requests

For this period as stated in the title of report

9 Online requests for images from our online image library
18 Online request for information or visitor guides through www.westcoast.co.nz
36 Online enquiries directly to operators listed on www.westcoast.co.nz

Website Statistics

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

Key

Oct 16, 2015 - Nov 22, 2015: Sessions
Oct 16, 2014 - Nov 22, 2014: Sessions

Website Overview

Sessions	Users	Pageviews	Pages / Session	Avg. Session Duration
35.79%	45.97%	15.14%	-15.21%	-16.74%
21,233 vs 15,637	16,757 vs 11,480	55,683 vs 48,361	2.62 vs 3.09	00:02:51 vs 00:03:26

Bounce Rate	% New Sessions
9.83%	8.54%
59.67% vs 54.33%	74.51% vs 68.65%

Country of Origin

Country	Acquisition: Sessions
	21,233 % of Total: 100.00% (21,233)
1. New Zealand	13,150 (61.93%)
2. Australia	2,359 (11.11%)
3. United Kingdom	1,328 (6.25%)
4. United States	1,314 (6.19%)
5. Singapore	528 (2.49%)
6. Germany	306 (1.44%)
7. Canada	236 (1.11%)
8. Netherlands	189 (0.89%)
9. India	186 (0.88%)
10. Malaysia	179 (0.84%)

Country	Acquisition: Sessions
	15,637 % of Total: 100.00% (15,637)
1. New Zealand	10,208 (65.28%)
2. Australia	1,472 (9.41%)
3. United States	1,068 (6.83%)
4. United Kingdom	567 (3.63%)
5. Singapore	355 (2.27%)
6. Germany	223 (1.43%)
7. Netherlands	142 (0.91%)
8. Canada	141 (0.90%)
9. India	130 (0.83%)
10. Malaysia	118 (0.75%)

Device Used

Device Category	Acquisition
	Sessions
	35.79% ↑ 21,233 vs 15,637
1. desktop	
Oct 16, 2015 - Nov 22, 2015	11,908 (56.08%)
Oct 16, 2014 - Nov 22, 2014	9,611 (61.46%)
% Change	23.90%
2. mobile	
Oct 16, 2015 - Nov 22, 2015	5,554 (26.16%)
Oct 16, 2014 - Nov 22, 2014	3,150 (20.14%)
% Change	76.32%
3. tablet	
Oct 16, 2015 - Nov 22, 2015	3,771 (17.76%)
Oct 16, 2014 - Nov 22, 2014	2,876 (18.39%)
% Change	31.12%

Acquisition of Visitors

	Acquisition		
	Sessions	% New Sessions	New Users
	35.79% ↑	8.54% ↑	47.38% ↑
1 Organic Search	41.87% ↑		
2 Direct	68.98% ↑		
3 Referral	40.80% ↓		
4 Social	39.50% ↓		
5 Email	100.00% ↑		
6 Paid Search	100.00% ↓		

Product Detail Views

Product Detail Views :: All Products :: 16-Oct-15 - 22-Nov-15	
product	**number of instances**
Westcoast Treetop Walk and Cafe	219
The Charleston GlowWorm Cave Tour	180
Franz Josef Glacier Guides	176
Mountain Jade Hokitika	165
Te Waonui Forest Retreat	163
Monteiths Brewery Tour	162
Gentle Annie Seaside Accommodation	158
Garth Wilson Jade	141
Arahura Greenstone Tours	138
Shantytown	128

Product Detail Views :: All Products :: 16-Oct-14 - 22-Nov-14	
product	**number of instances**
Monteiths Brewery Tour	366
Shantytown	323
Westcoast Treetop Walk and Cafe	179
Gentle Annie Seaside Accommodation	157
Formerly The Blackball Hilton Hotel	149
Mountain Jade Hokitika	145
The Charleston GlowWorm Cave Tour	143
Franz Josef Glacier Guides	133
Westland Greenstone	125
Oparara Experience	113

Document Views

#	Document	November 2015	October 2015	September 2015
1	Itin - Queenstown to Nelson - 5 day (pdf)	47	58	44
2	Itin - CHCH to Queenstown - 3 day, 2 night (pdf)	28	0	0
3	Time & Distance chart (pdf)	24	37	32
4	Let's Travel Magazine (pdf)	17	27	20
5	OVG 14 - 15 (pdf)	17	17	12
6	Itin - CHCH to Nelson - 3 day, 2 night (pdf)	16	0	0
7	McCaw Press Release Sept 15 (pdf)	8	10	7
8	AGM 21 July 2015 (pdf)	5	2	6
9	Hokitika Cool Little Town Map (pdf)	5	2	6
10	Dump Stations West Coast (PNG)	3	3	7

#	Document	November 2014	October 2014	September 2014
1	Let's Travel Magazine (pdf)	23	30	24
2	2014 OVG PDF (pdf)	21	15	16
3	Trade Manual 2014 (pdf)	5	5	4
4	OVG 14 - 15 (pdf)	5	0	0
5	TWC Board Meeting 5 September 2014 (pdf)	4	1	0
6	Dump Stations West Coast (PNG)	1	1	2
7	Tourism West Coast Meetings Brochure. (pdf)	1	4	1
8	Visitor Guide 2013 (pdf)	1	2	3
9	West Coast Trade Fact Sheets (docx)	1	1	0
10	TWC Marketing Prospectus & Advertising copy guide (pdf)	1	0	0

Pages Viewed

October - November 2015:

URL	Views
/newzealand/product/	13,256
/newzealand/Home/	8,787
/newzealand/glaciers/	2,975
/newzealand/touring-routes/	2,911
/newzealand/glacier-country-area/	2,797
/newzealand/gates-of-haast/	2,716
/newzealand/must-do/	2,682
/newzealand/greymouth-area/	2,665
/newzealand/walking-and-hiking/	2,479
/newzealand/motels-and-self-contained/	2,378

August - September 2015:

URL	Views
/newzealand/product/	12,234
/newzealand/Home/	9,068
/newzealand/greymouth-area/	3,249
/newzealand/must-do/	2,543
/newzealand/gates-of-haast/	2,541
/newzealand/touring-routes/	2,461
/newzealand/glaciers/	2,460
/newzealand/glacier-country-area/	2,327
/newzealand/things-to-do/	2,147
/newzealand/walking-and-hiking/	2,129

Top Outbound Links

#	URL	November 2015	October 2015	September 2015
1	www.doc.govt.nz	273	227	223
2	www.glaciercountry.co.nz	97	89	83
3	www.metservice.com	75	91	74
4	www.soundsair.com	57	56	46
5	www.punakaiki.co.nz	47	41	51
6	www.westcoastwildernesstrail.co.nz	47	82	77
7	www.hokitika.org	46	44	30
8	grabaseat.co.nz	36	28	26
9	www.kiwirailscenic.co.nz	33	17	40
10	www.hokitikaairport.co.nz	28	39	42

#	URL	November 2014	October 2014	September 2014
1	www.doc.govt.nz	165	148	121
2	www.glaciercountry.co.nz	65	46	58
3	www.westcoastwildernesstrail.co.nz	62	76	65
4	www.punakaiki.co.nz	45	31	42
5	www.kiwirailscenic.co.nz	43	34	35
6	www.hokitika.org	38	27	28
7	www.greydistrict.co.nz	37	51	15
8	www.metservice.com	37	28	45
9	www.lonelyplanet.com	30	23	19
10	www.spark.co.nz	26	20	12

Website Statistics

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

Oct 16, 2015 - Nov 22, 2015: Sessions
Sep 8, 2015 - Oct 15, 2015: Sessions

Website Overview

Sessions	Users	Pageviews	Pages / Session	Avg. Session Duration
35.76%	35.60%	20.42%	-11.30%	-15.06%
2,779 vs 2,047	2,015 vs 1,486	7,323 vs 6,081	2.64 vs 2.97	00:03:12 vs 00:03:45

Bounce Rate	% New Sessions
21.77%	2.83%
41.17% vs 33.81%	65.96% vs 64.14%

Device Used

Device Category	Acquisition	
	Sessions	
	35.76% 2,779 vs 2,047	
1. desktop		
Oct 16, 2015 - Nov 22, 2015	1,811 (65.17%)	
Sep 8, 2015 - Oct 15, 2015	1,379 (67.37%)	
% Change	31.33%	
2. tablet		
Oct 16, 2015 - Nov 22, 2015	507 (18.24%)	
Sep 8, 2015 - Oct 15, 2015	363 (17.73%)	
% Change	39.67%	
3. mobile		
Oct 16, 2015 - Nov 22, 2015	461 (16.59%)	
Sep 8, 2015 - Oct 15, 2015	305 (14.90%)	
% Change	51.15%	

Country of Origin

Country	Acquisition	
	Sessions	
	2,779	% of Total: 100.00% (2,779)
1. New Zealand	1,977	(71.14%)
2. Australia	172	(6.19%)
3. United States	152	(5.47%)
4. United Kingdom	70	(2.52%)
5. Germany	58	(2.09%)
6. (not set)	58	(2.09%)
7. Canada	34	(1.22%)
8. Russia	32	(1.15%)
9. Netherlands	23	(0.83%)
10. France	18	(0.65%)

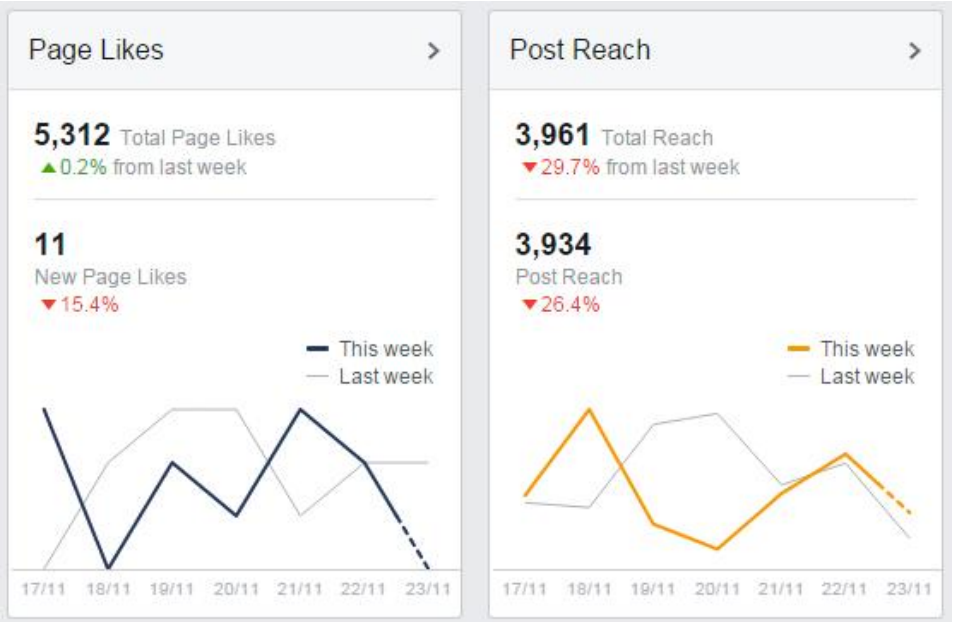
Country	Acquisition	
	Sessions	
	2,047	% of Total: 100.00% (2,047)
1. New Zealand	1,542	(75.33%)
2. Australia	144	(7.03%)
3. United States	89	(4.35%)
4. United Kingdom	48	(2.34%)
5. Germany	30	(1.47%)
6. Canada	27	(1.32%)
7. (not set)	27	(1.32%)
8. Netherlands	15	(0.73%)
9. China	13	(0.64%)
10. Singapore	11	(0.54%)

Terminology

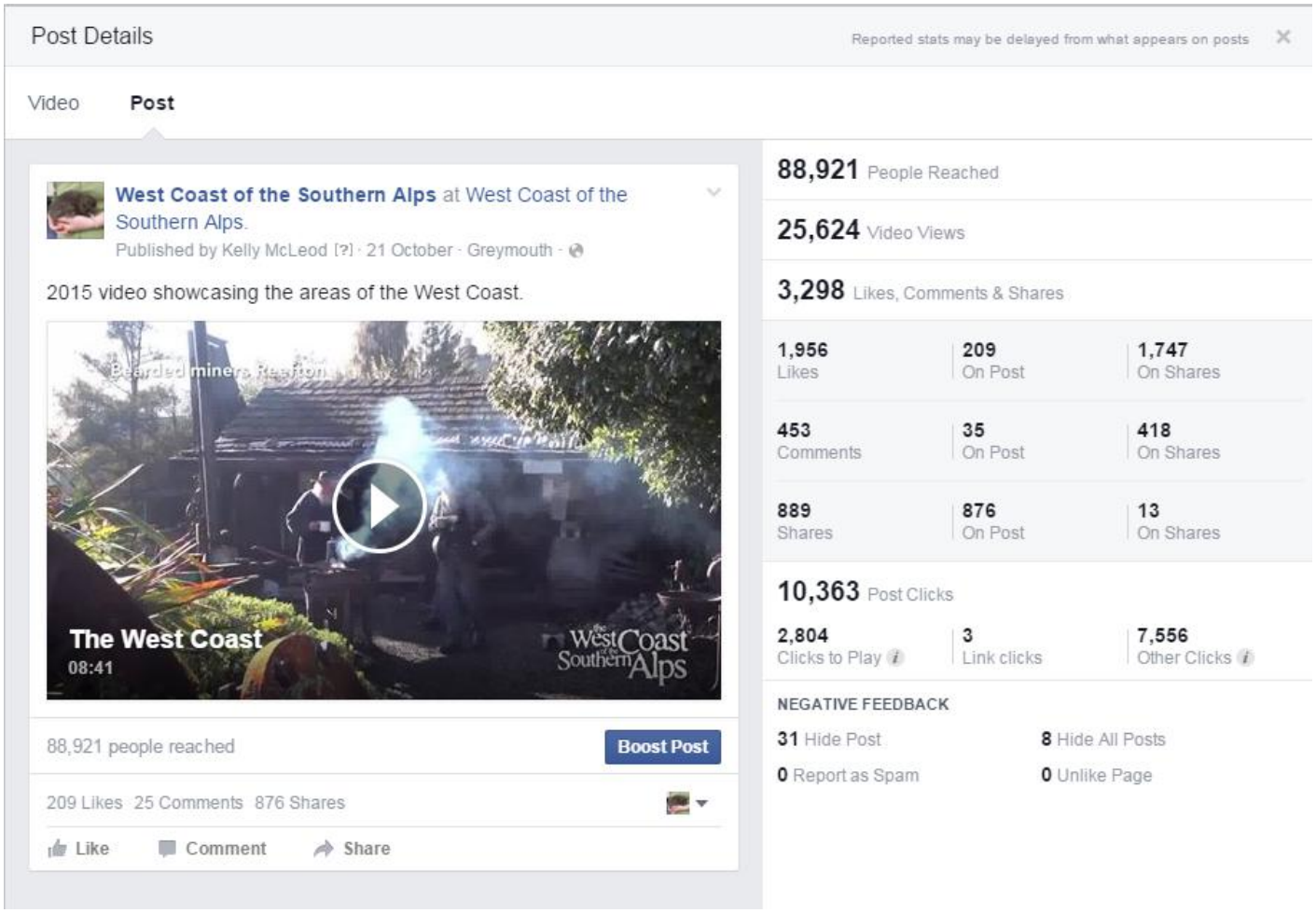
- ***Users:*** *The number of unduplicated visitors to your site over the specified period of time.*
- ***Sessions:*** *the number of visits your site receives in total.*
- ***Time on site:*** *average time spent on the site*
- ***Pages/visit:*** *average number of pages visitors viewed on their visit*
- ***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

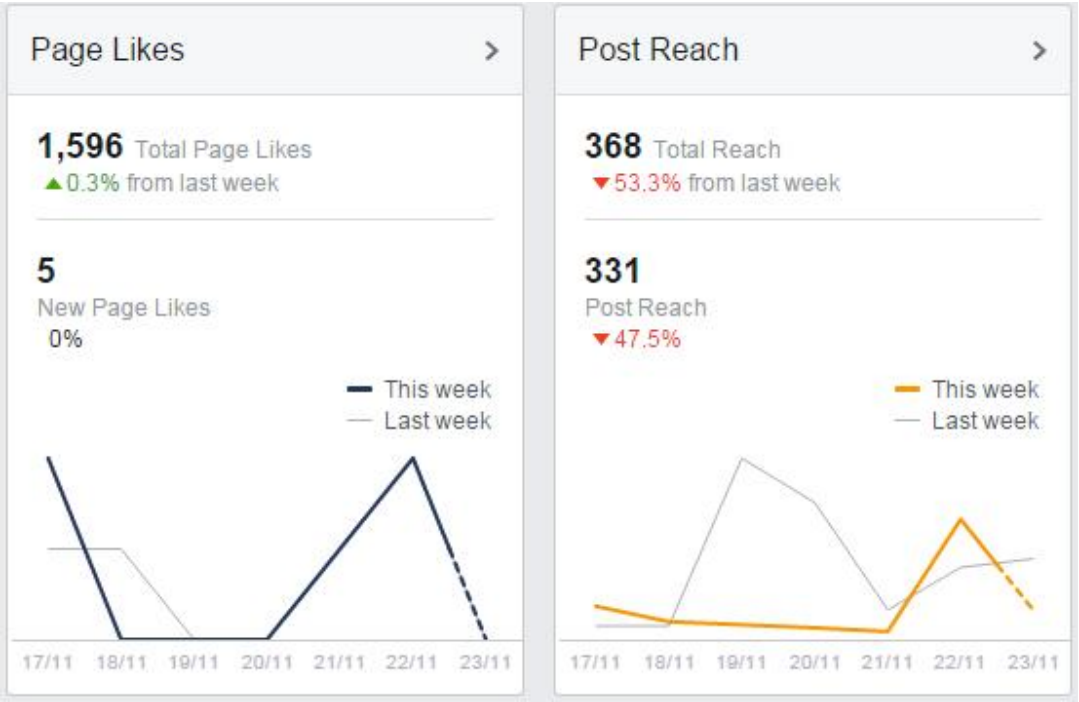
West Coast of the Southern Alps Facebook Page
This data shows the past week only.



Video Post Results:



West Coast Wilderness Trail Facebook Page
This data shows the past week only.



Report by: Kelly McLeod, Marketing and Media Manager.