



Trade & Media/Online & Admin Update –29th April to 4 June 2015

MEDIA Famils –

Upcoming Media Famils -

Media RESULTS

We will update this at the next board meeting as Alicia collates & administrates this information.

TRADE Famils –

- **May 8th – 10th – North American Mega Famil** – this group of very experienced agents came to NZ with a group of 12 pax experiencing the West Coast. The feed back was extremely positive and the Heli Hike was a highlight of their entire NZ trip as was also the fantastic “Kiwi meal” laid on for them at the Moana Hotel (which the agents were in awe of). Products experienced were TranzAlpine, Lake Brunner Hotel, Punakaiki rocks & Resort, Mt Jade, Treetops, Scenic Hotel, Glacier Pools, WC Wildlife Centre & Franz Josef Heli Hikes.
- **May 22nd – 24th -Post Trenz Famil:** 4 pax attended the TWC Post Trenz Famil and all went exceedingly well. 3 agents from China dn one from India. Products experienced were: TranzAlpine, On yer bike, Underworld Adventures, Punakaiki Rocks & Resort, Site Inspection at Kingsgate, Monteiths, Shantytown, Mt Jade, Treetops, Scenic Hotel Franz, King Tiger, Glacier Pools, Fox & Franz Heli, FJ Glacier Guides, WC Wildlife Centre.
- **May 12 – 15th – Pre Trenz Famil** – Michael Balm: Michael self drove through the West coast in a campervan and we assisted him with activities, accommodation and suggestions. Products experienced were: Waiatoto Safari (rained off), WC Wildlife Centre, Rainforest Retreat, King Tiger, FJ Glacier Guides, Treetops, Punakaiki Rocks & Resort, Monteiths, Shantytown & Theatre Royal.
- **NON TWC/TNZ Famils – Glacier Region (12 pax)**

It was brought to our attention while attending the Trenz event that there were several more Post Trenz famils heading to the Coast. One came through with Pan Pacific (6 pax), with another coming through from Pacific Destinations (30 to 40 pax) and yet another with AChina (6 pax).

I have sent an email out to our operators most likely involved with engaging in independent famils requesting basic details such as numbers/origins through to us for marketing & statistical purposes only.

UPCOMING TRADE FAMILS –

- **Malaysia PD Managers Famil – 7 pax** : Top product managers from Malaysia coming through, most of them on their first time to NZ
- **China Mega Famil (TNZ) – 20 pax:** Coming through from the 5th to the 6th of June on the TranzAlpine, heading down to Glacier Country then off to Queenstown.
- **Sept: Australian Mega Famil coming** – We hope to have 2 groups from this experiencing the West Coast. At this stage we understand there will be 400 pax coming to NZ, split evenly between North & South Islands. That will then be divided into maneagable sized groups. Details to come.

WEBSITE :

No major updates to advise upon with the Web Site. Ongoing discussions with Cabbage Tree regarding changes. I currently have some 'crazy egg' monitoring in place and will report on the outcomes at the next board meeting in July. Minor changes to be made as things change on the Coast – such as the recent additions for the air service in the Buller region – and also changes to reflect the recent closures of the Denniston Mine. Some of the walks have also been updated.

MARKETING / OFFICE MANAGEMENT – LeeAnne

- Trenz details
- Attend North American Training in Q'town
- Attend TRENZ in Rotorua
- Ongoing analytics
- Attend TNZ roadshow in CHCH
- Host Post Trenz Famil
- Continued general office duties

Comments:

TRENZ: I attended this in Rotorua with Jim and had a very intense 3 (2 ½) days of appointments with the trade. We had a full appointment stream with 49 appointments and a fabulous response for all things West Coast. We had a 'new product update' as well as a general West Coast Powerpoint and both were very well received. There were many follow ups resulting from these meetings which have been dealt with.

Q'Town Training: I attended this to train 60 top North American agents. The agents were all absolutely thrilled with their time in NZ – and it was great to have the opportunity to do the training after some of them had experienced our products to get extra feedback. The training day culminated in a fabulous Gala Dinner hosted by Destination Queenstown & Tourism New Zealand.

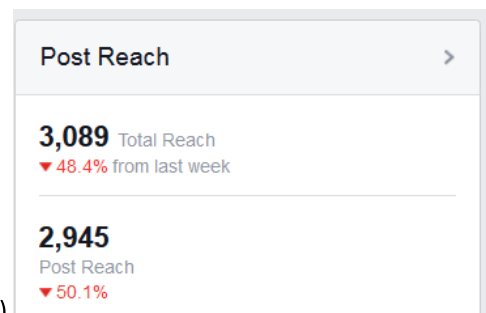
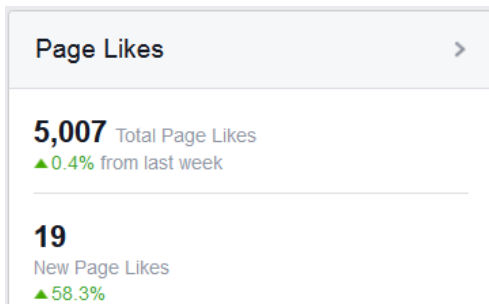
TWC Famil Update YTD (This graph will show from Board Meeting to Board meeting for ease of understanding)

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 May 2014	Total Year 2014 (Jan to Dec)		Total Year 2013 (Jan to Dec)		Total Year 2012
	May 2015	May 2014	May 2015	May 2014	Trade	Media		Trade	Media	Trade	Media	
TWC	2	5			5	1		10	10			
TNZ	1			3	2	6		10	8			
TOTAL								20	18			
Grand Total of Famils					18		25	38		39		28
Total PAX	3	5		3	51		64	237		229		
NON TWC/TNZ	18 includes some info from April also 111 pax	1 9 pax										

Website / Social Media / Google Analytics

➤ Face book & Twitter – Still Under the expert management of the ‘Roberts Team’
TOURISM WEST COAST – FACE BOOK



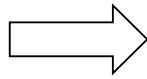
(new report style)

- 7 Online request for Images from our online image library from 29th April to 4 June
- 10 Online requests for information or visitor guides through www.westcoast.co.nz from 29th April to 4 June
- 7 Online enquiries directly to operators listed on www.westcoast.co.nz 29th April to 4 June

Website Statistics www.westcoast.co.nz as per Google Analytics & Thrive reporting;

	29 Apr - 4 Jun 2015	29 Apr - 4 Jun 2014																																																		
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Sessions:	13,819	7,516																																																		
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Time on site	Avg = 02:49	Avg = 03:14																																																		
Pages/visit	2.68	3.22																																																		
Page views	37,059	24,231																																																		
Mobile + Tablet visits	5,345 – Desktop - 8,474	2,390 – Desktop = 5,126																																																		
Bounce rate	58.90%	55.26%																																																		

Acquisition of visitors:



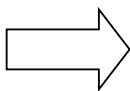
	Acquisition
	Sessions ↓
	13,819
1 ■ Organic Search	11,501
2 ■ Direct	1,327
3 ■ Referral	939
4 ■ Social	45
5 ■ Email	7

Product Detail views this period and same period last year.

Product Detail Views :: All Products :: 29-Apr-15 - 05-Jun-15	
product	number of instances
Monteiths Brewery Tour	291
Shantytown	206
Westcoast Treetop Walk and Cafe	134
Franz Josef Glacier Guides	111
Mountain Jade Hokitika	107
Te Waonui Forest Retreat	101
Barrytown Knifemaking	94
Formerly The Blackball Hilton Hotel	94
Westland Greenstone	94
Wild West Adventure Company LTD	94
The Charleston GlowWorm Cave Tour	91
Arahura Greenstone Tours	76

Product Detail Views :: All Products :: 29-Apr-14 - 05-Jun-14	
product	number of instances
Westcoast Treetop Walk and Cafe	122
Mountain Jade Hokitika	105
Te Waonui Forest Retreat	90
Westland Greenstone	84
The Charleston GlowWorm Cave Tour	70
The Nile River Rainforest Train	69
The Denniston Experience	66
Shantytown	65
Franz Josef Glacier Guides	63
Gentle Annie Seaside Accommodation	60
Fox Glacier Guiding New Zealand	53
Monteiths Brewery Tour	50

Document Views:



#	Document	June 2015	May 2015	April 2015
1	OVG 14 - 15 (pdf)	3	11	22
2	Trade Media Marketing Report 1 April 2015 (pdf)	3	3	1
3	Itin - Queenstown to Nelson - 5 day (pdf)	2	26	28
4	Hokitika Cool Little Town Map (pdf)	2	2	3
5	Let's Travel Magazine (pdf)	2	25	22
6	Tourism West Coast Meetings Brochure (pdf)	1	2	2
7	Tourism West Coast Meetings Brochure. (pdf)	1	2	3
8	Trade Manual 2014 (pdf)	1	4	5
9	Time & Distance chart (pdf)	1	20	26
10	Itin - CHCH to Queenstown - 3 day, 2 night (pdf)	1	0	0
11	Trade Media Marketing Report 27 Jan 2015 (pdf)	1	2	2

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

1st May to 4 June 2015

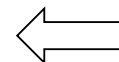


URL	Views
/newzealand/Home/	3,364
/newzealand/product/	2,929
/newzealand/10-free-things-to-do/	906
/newzealand/things-to-do/	840
/newzealand/gates-of-haast/	831
/newzealand/must-do/	802
/newzealand/greymouth-area/	750
/newzealand/history-and-heritage/	741
/newzealand/glacier-country-area/	714
/newzealand/adventure-activities/	687

And the same period last year

URL	Views
/newzealand/product/	5,725
/newzealand/Home/	5,502
/newzealand/greymouth-area/	1,666
/newzealand/glacier-country-area/	1,220
/newzealand/things-to-do/	1,107
/newzealand/must-do/	1,075
/newzealand/gates-of-haast/	1,022
/newzealand/history-and-heritage/	993
/newzealand/glaciers/	948
/newzealand/10-free-things-to-do/	924

#	URL	June 2015	May 2015	April 2015
1	www.doc.govt.nz	25	170	209
2	www.westcoastwildernesstrail.co.nz	8	58	50
3	www.soundsair.com	6	52	0
4	www.spark.co.nz	5	18	27
5	www.kiwirailscenic.co.nz	5	54	41
6	www.glaciercountry.co.nz	4	54	47
7	www.metservice.com	3	57	71
8	westcoast.fishandgame.org.nz	3	16	17
9	www.2degreesmobile.co.nz	3	11	18
10	www.hokitikaairport.co.nz	3	26	19
11	www.westcoasttravel.co.nz	3	17	6
12	www.ross.org.nz	2	11	4



TOP OUTBOUND LINKS

WESTCOAST WILDERNESS TRAIL ANALYTICS

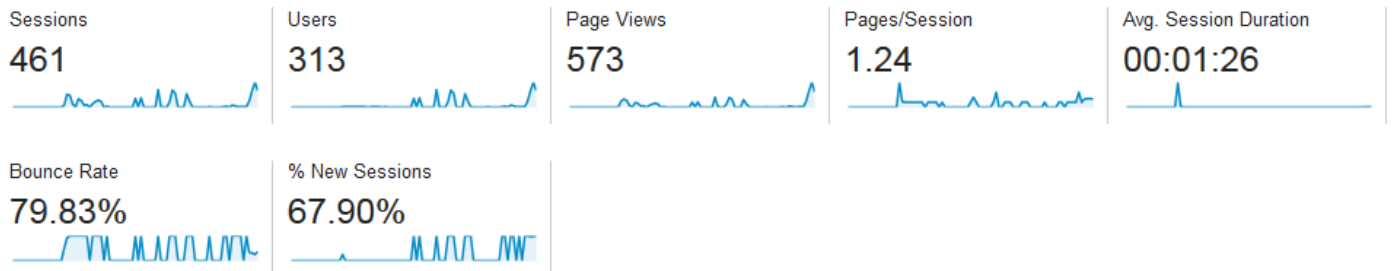
Face Book

Page Likes	Post Reach
1,314 Total Page Likes ▲1.5% from last week	1,623 Total Reach ▼15.7% from last week
20 New Page Likes ▲5.3%	1,344 Post Reach ▼23.3%

Web Site Google Analytics This period – 29th April to 4 June 2015



:Last Period 1st Feb to 28th April 2015



This Period

Device Category ?	Acquisition	
	Sessions ? ↓	
	953 % of Total: 100.00% (953)	
<input checked="" type="checkbox"/> 1. desktop	945 (99.16%)	
<input checked="" type="checkbox"/> 2. mobile	8 (0.84%)	

Last Period

Device Category ?	Acquisition	
	Sessions ? ↓	
	461 % of Total: 100.00% (461)	
1. desktop	454 (98.48%)	
2. mobile	7 (1.52%)	

Geographic acquisition this period:

Country ?	Acquisition
	Sessions ? ↓
	953 % of Total: 100.00% (953)
1. United States	509 (53.41%)
2. (not set)	113 (11.86%)
3. Germany	50 (5.25%)
4. France	40 (4.20%)
5. China	26 (2.73%)
6. Russia	20 (2.10%)
7. Netherlands	16 (1.68%)
8. United Kingdom	14 (1.47%)
9. Japan	13 (1.36%)
10. India	12 (1.26%)

and last period

Country ?	Acquisition
	Sessions ? ↓
	461 % of Total: 100.00% (461)
1. Russia	151 (32.75%)
2. (not set)	102 (22.13%)
3. United States	75 (16.27%)
4. China	22 (4.77%)
5. Japan	18 (3.90%)
6. Germany	10 (2.17%)
7. Brazil	8 (1.74%)
8. South Korea	7 (1.52%)
9. United Kingdom	6 (1.30%)
10. Australia	4 (0.87%)

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