TOURISM WEST COAST

Trade & Media/Online & Admin Update –March 24th to April 29th 2015

MEDIA Famils –

- **21st – 24th March: GEO Saison:** Alexander Krex, journalist from GEO Saison magazine in Germany. Geo Saison has the highest monthly circulation of all travel magazines in Germany and is widely regarded. "The magazine entertainingly describes a new culture of travelling, a tourism that neither destroys nor disturbs what it discovers, but rather treats persons from other cultures with tact and respect. Their reporters and authors do their researching on the spot. They report critically, comprehensively and with the professionalism that guarantees credibility and quality. The GEO SAISON readers are frequent travelers and opinion-formers who enjoy life and are thus an exceptionally attractive target group." Alexander arrived on the TranzAlpine then went down to Glacier Country to undertake various activities then back to stay in Westport and from there continued on to Nelson.

- **20th – 22nd April: Mitch Brook - TNZ – Journalist for Jetstar -** Jetstar Australia Magazine is the inflight magazine for Jetstar Airways. The magazine is distributed aboard all Jetstar Airways flights domestically in Australia and New Zealand, as well as on flights to international destinations including Hawaii, Fiji, Japan, Bangkok, Phuket, Singapore and Bali. Mitch flew in to Hokitika and was mainly focused on the Greenstone tours and also a scenic fixed wing flight over the glaciers from Hokitika. Mitch then left the Coast on the TranzAlpine.

Upcoming Media Famils - Nil

Media RESULTS

- **Autumn– Go Travel NZ–** The Flight of a life time (Sam Mackworth) - Print
- **March – NZ Herold**– South Island: Alps vista from highway sofa (Mark Meredith) - Print
- **March– Flight Centre** – An Unsung Road Trip Through The Glacier Country (Mike Yardley)- Online
- **March/April – Bike Magazine** – The Old Ghost Road (Santa Cruz) - Print
- **April – Lets Travel** – Are we there yet- Print
- **April** - **Broadcast channel ZDF Kultur** - New Zealand from Above (Andy Salek & James Heyward) - 45 min segment - TV
- **April - Deutschlandfunk ARD Mediathek -** Greenstone gets discovered(Michael Marek)
- **April - Take off and Travel -** New Zealand - Westport sand and surf (Pana) – Blog
- **April - Ashburton Guardian -** Another bucket list addition (Phill Hooper) – Print
- **April – Travel Memo -** West coast visitation double the national average – Print Online
- **April – Inside Tourism -** West Coast working with Chinese on adventure tourism
- **April – Inside Tourism** - Kingston Flyer for West Coast
- **May 2015** – **Avenues** – Under the canopy (Daisy Seely) – Print
- **Adventure Magazine** – Events Expanding Adventures The Torpedo 7 Spring Challenge (Nathan Faavae)

TRADE Famils –

- **April 11th to 14th – Misato Usui (General Travel Agent):** Misato 'won' the trip through the TOTS day up in Auckland late last year. She arrived on the Coast with her partner and stayed in Punakaiki and then headed down to Glacier Country undertaking various activities en route. Hosted by Alicia in the Grey District area then self-hosted and travelled Intercity for the remainder of the journey.
- **17th – 19th April – Greenspot Famil:** 8 NZ travel specialists from the Netherlands came through self-drive from Nelson heading straight down to Fox Glacier then back up to Kumara where they stayed and undertook a section of the West Coast Wilderness Trail the next morning and then continued on to the TranzAlpine. This was a joint venture organized with Greenspot to which TWC made a substantial contribution.

UPCOMING TRADE FAMILS –

- **North American Mega Famil (TNZ) – 12 pax :** There was a lot of demand to participate in the North America Mega Famil, hence the offshore office has been able to select the best quality participants for this trip. Therefore we have stressed the importance of this opportunity to all of our operators.
- **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.
- **Trenz Famils – 6 pax:** 1 Post Trenz famil and 1 Pre Trenz Famil – A less than desirable response to the Trenz Famils this year but this seems to be quite widely spread among the other RTO's also. The Post Trenz famil will be hosted by myself and begins in CHCH with the TranzAlpine, heads to Punakaiki for one night then one night in Franz Josef. Some of the participants will be coming back to Greymouth the following day to leave on the TranzAlpine and the others will be heading directly to Queenstown. The Pre Trenz famil is just one agent coming thorough self-drive prior to Trenz.

WEBSITE:

There has been much correspondence with Cabbage Tree as well as other web site developers to do with major changes. We have had some weather icons added to our permanent banner on the Web Site and are still discussing the area pages changes. We have also been through the site lately and updated smaller details such as addresses. Ongoing event updating etc.

MARKETING / OFFICE MANAGEMENT – LeeAnne

- Trenz details
- Upcoming Famils
- Attend RTONZ in Auckland
- Ongoing analytics
- Finalising Trade Manuals
- Organise New Banners
- Continued general office duties

Comments:

RTONZ: I attended this in Auckland with Jim and had a very intense 3 days of presenting to TNZ staff and also to Travel Trade. This was very productive and we have been working through the list of tasks that have resulted from our meetings. The new Trade Manual has been very well received and coveted as always! We also had a meeting whilst there with our fellow RTO's regarding the groupings for the upcoming trainings in Queenstown (North American Mega) and Auckland (China Mega).

ADMIN / OFFICE MANAGEMENT – Alicia

- Minutes for Board meeting 1 April 2015, and mail out via database.
- Set up 20th Month bills in ASB for payment.
- Updated Media Results on Excel.
- General Accounting
- Financial explanation for board members from last meeting.
- Met up with 2 famil groups and hosted one of them from General Travel.

Workshop: Tourism New Zealand (TNZ) and New Zealand Cycle Trails (NZCT) Workshop Generating New Business on Cycle Trails Tuesday, 21 April 2015,10am – 4pm. Tourism West Coast (TWC) had 31 people at the workshop which was hosted at the Paroa Hotel on Tuesday, 21 April 2015.

Jim Little (J.L) CEO of TWC greeted everyone at the meeting as well as introduced the speakers (Kim Cormack – TNZ, Mary Dai – TNZ, Anita Whiteley – TNZ and Craig Wilson – NZCT). J.L started the meeting with letting everyone present of how TWC has been marketing the West Coast Wilderness Trail (WCWT), he showed everyone the maps and posters which he said people are welcome to get some after the workshop or get them from Hokitika/Greymouth i-Site. He mentioned that the whole concept around the posters are to get people spinning their own stories which could be via blogs or social media which will get people talking about the cycle trail.

J.L mentioned that Chris Steel has been writing a book about the cycle trail.

J.L gave the floor to Peter Anderson (P.A) from Westland District Council which is the engineer of the cycle trail to give everyone an update on the WCWT. P.A mentioned that as far as feedback goes from the public the WCWT is the best they have ridden. He went on saying the cycle trail is on track, by saying that the Ross section should be done by labour weekend.

J.L thanked P.A for coming and updating everyone on the WCWT and gave the Floor over to Craig Wilson and team.

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

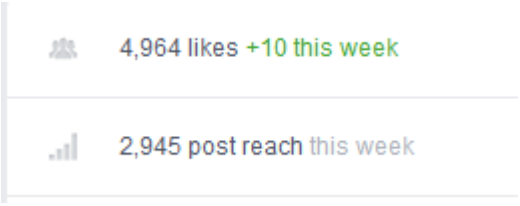
YTD = Year to date/ TNZ = Tourism New Zealand Sponsored/ TWC = Tourism West Coast initiated

Initiated	Trade April 2015	Media April 2015	Total YTD 2015 (Jan to Dec)		Total YTD 2014 (Jan to Dec)		Total Year 2013 (Jan to Dec)		Total Year 2012
			Trade	Media	Trade	Media	Trade	Media	
TWC	2		2	2	10	10			
TNZ		2	1	6	10	8			
TOTAL			3	8	20	18			
Grand Total of Famils			**11**		**38**		**39**		**28**
Total PAX	**10**	**4**	**37**		**237**		**229**		

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)

- **5** Online request for Images from our online image library from 24 March to 29th April
- **5** Online requests for information or visitor guides through www.westcoastnz.com from 24 March to 29th April
- **17** Online enquiries directly to operators listed on www.westcoastnz.com 24 March to 29th April

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

	24 March to 28 April 2015	24 March to 28 April 2014
Users: **Sessions:**	**12,001** **15,899**	3,266 4,657
Time on site	**Avg = 03:04**	**Avg = 03:53**
Pages/visit	**2.86**	**3.51**
Page views	**45,412**	**16,337**
Mobile + Tablet visits	**7,222 – Desktop - 8,677**	**1,759 – Desktop = 2,898**
Bounce rate	**57.15%**	**50.78%**

Country	Acquisition Sessions
	15,899 % of Total: 100.00% (15,899)
1. New Zealand	11,513 (72.41%)
2. Australia	1,379 (8.67%)
3. United States	819 (5.15%)
4. United Kingdom	424 (2.67%)
5. Singapore	307 (1.93%)
6. Germany	155 (0.97%)
7. Canada	140 (0.88%)
8. Malaysia	116 (0.73%)
9. India	98 (0.62%)
10. Hong Kong	75 (0.47%)

Country	Acquisition Sessions
	4,657 % of Total: 100.00% (4,657)
1. New Zealand	3,673 (78.87%)
2. Australia	343 (7.37%)
3. United States	203 (4.36%)
4. United Kingdom	73 (1.57%)
5. Singapore	47 (1.01%)
6. Canada	46 (0.99%)
7. India	32 (0.69%)
8. Germany	29 (0.62%)
9. Malaysia	24 (0.52%)
10. Netherlands	15 (0.32%)

Acquisition of visitors:

	Acquisition Sessions
	15,899
1 Organic Search	12,795
2 Direct	1,865
3 Referral	1,071
4 Social	166
5 (Other)	2

Product Detail views this period and same period last year.

Product Detail Views :: All Products :: 15-Jan-15 - 24-Mar-15	
product	**number of instances**
Monteiths Brewery Tour	639
Shantytown	565
Westcoast Treetop Walk and Cafe	400
The Charleston GlowWorm Cave Tour	290
Formerly The Blackball Hilton Hotel	260
Gentle Annie Seaside Accommodation	249
Wild West Adventure Company LTD	240
Te Waonui Forest Retreat	237
Mountain Jade Hokitika	224
Westland Greenstone	206
Franz Josef Glacier Guides	196
The Nile River Rainforest Train	195

Product Detail Views :: All Products :: 24-Mar-14 - 29-Apr-14	
product	**number of instances**
Westcoast Treetop Walk and Cafe	223
Gentle Annie Seaside Accommodation	125
Te Waonui Forest Retreat	119
The Denniston Experience	118
The Nile River Rainforest Train	110
The Charleston GlowWorm Cave Tour	100
Punakaiki Beach Camp	92
Hokitika Holiday Park	90
Shantytown	90
Franz Josef Glacier Guides	89
Monteiths Brewery Tour	82
Westland Greenstone	81

Document Views:

#	Document	April 2015	March 2015	February 2015
1	Itin - Queenstown to Nelson - 5 day (pdf)	26	45	34
2	Time & Distance chart (pdf)	24	36	32
3	OVG 14 - 15 (pdf)	22	15	19
4	Let's Travel Magazine (pdf)	22	30	36
5	Itin - CHCH to Queenstown - 3 day, 2 night (pdf)	19	0	0
6	Itin - CHCH to Nelson - 3 day, 2 night (pdf)	11	0	0
7	Trade Manual 2014 (pdf)	5	3	5
8	Dump Stations West Coast (PNG)	3	4	7
9	Tourism West Coast Meetings Brochure. (pdf)	3	2	2
10	Hokitika Cool Little Town Map (pdf)	3	5	6
11	2015 leading light guidelines (pdf)	2	1	0
12	Trade Media Marketing Report 27 Jan 2015 (pdf)	2	0	0
13	Tourism West Coast Meetings Brochure (pdf)	2	1	1
14	Creating an effective Tourism Data listing (pdf)	1	0	0
15	Visitor Guide 2013 (pdf)	1	2	2
16	Minutes Dec 2013 (pdf)	1	0	0
17	Trade Media Marketing Report 1 April 2015 (pdf)	1	0	0
18	NZCT TRAIL TALK MARCH 2015 (pdf)	1	0	0
19	Start by Train Station Counter (pdf)	1	0	0

The charts below demonstrates the top ten pages viewed on the website

CURRENT period – 1st April to 29th April 2015

URL	Views	%
/newzealand/product/	5,532	14.09
/newzealand/Home/	4,357	11.10
/newzealand/greymouth-area/	1,457	3.71
/newzealand/gates-of-haast/	1,232	3.14
/newzealand/must-do/	1,151	2.93
/newzealand/things-to-do/	1,132	2.88
/newzealand/glacier-country-area/	1,040	2.65
/newzealand/motels-and-self-contained/	1,038	2.64
/newzealand/10-free-things-to-do/	1,014	2.58
/newzealand/walking-and-hiking/	986	2.51

And the same period last year:

URL	Views	%
/newzealand/product/	4,332	13.89
/newzealand/Home/	4,100	13.15
/newzealand/10-free-things-to-do/	1,077	3.45
/newzealand/must-do/	1,074	3.44
/newzealand/things-to-do/	1,072	3.44
/newzealand/gates-of-haast/	1,016	3.26
/newzealand/adventure-activities/	998	3.20
/newzealand/motels-and-self-contained/	956	3.07
/newzealand/westport-karamea/	846	2.71
/newzealand/glacier-country-area/	837	2.68

#	URL	April 2015	March 2015	February 2015
1	www.doc.govt.nz	203	234	168
2	www.metservice.com	68	83	68
3	www.westcoastwildernesstrail.co.nz	48	64	73
4	www.glaciercountry.co.nz	45	73	54
5	www.punakaiki.co.nz	43	54	45
6	www.kiwirailscenic.co.nz	39	53	48
7	www.hokitika.org	38	45	49
8	www.westlanddc.govt.nz	27	26	31
9	www.spark.co.nz	26	26	34
10	www.airnz.co.nz	25	18	22
11	www.greydc.govt.nz	23	32	34
12	bullerdc.govt.nz	20	40	38
13	www.golakebrunner.co.nz	19	26	21
14	www.thecoollittletown.com	19	21	26
15	www.vodafone.co.nz	19	18	31

TOP OUTBOUND LINKS

WESTCOAST WILDERNESS TRAIL ANALYTICS

Face Book

1,186 likes +45 this week

95 visits +16 this week

3,707 post reach this week

Web Site Google Analytics: 1st Feb to 28th April 2015

Sessions	Users	Page Views	Pages/Session	Avg. Session Duration
461	313	573	1.24	00:01:26

Bounce Rate	% New Sessions
79.83%	67.90%

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%)

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

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.