



Tourism New Zealand x WeChat Pay

Golden Week Campaign, 1 – 7 October 2024

TNZ Partnering with WeChat Pay to support China readiness

Tourism New Zealand is partnering with WeChat Pay to encourage Chinese visitors to see and do more in New Zealand over the 2024 Golden Week (1 Oct – 7 Oct 2024). Aligning with off-peak timing, Golden week is the Chinese National festival comprising 7 public holiday days. Due to the length of the public holiday many Chinese travel overseas at this time making it one of the key times of year to target for Chinese mainland visitors.

Tourism New Zealand is looking to support Qualmark operators to be able to leverage the WeChat Pay campaign activity by displaying a point-of-sale standee communicating WeChat Pay Lucky Sharing coupons and preferential exchange rate funded by WeChat Pay.

Why Participate?

Qualmark members who participated in the 2024 Lunar New Year Campaign saw 332% MoM transaction growth, 72% more than in 2019. The media campaign drove 8M+ impressions across multiple channels with 110k visits to the WeChat mini programme campaign page. Users who visited the TNZ campaign also spent 4x more than the average user during this time.

The only requirements for participating are:

- Be Qualmark accredited
- Have WeChat Pay functionality set up.

What will operators get from participating.

- Featured in the Tourism New Zealand WeChat Pay mini-programme – Chinese visitors can see from here who is participating in the campaign and that they will receive a better exchange rate and lucky sharing coupons if they visit and transact with these operators
- A standee from WeChat Pay to display at point of sale + seasonal specific header
- The standee communicates the “Lucky Sharing coupon” and the “preferential exchange rate” offer – **these are both funded by WeChat Pay and are an evergreen benefit that will continue as long as the operator keeps the standee in store**
- The seasonal specific header refers to Golden Week and acts to draw more attention to the standee for the duration of the first week of October

How to Participate.

To participate, operators need to be Qualmarked and have WeChat Pay functionality set up. Please see the submission form to share with your operators below with submission deadline of 31st August. Please share with operators ASAP to allow those without WCP functionality set up to get this sorted (can take up to 1 month to set up)

WeChat Pay will then send out the standee POS to participating operators by mid-September in time for the Golden week key travel period.

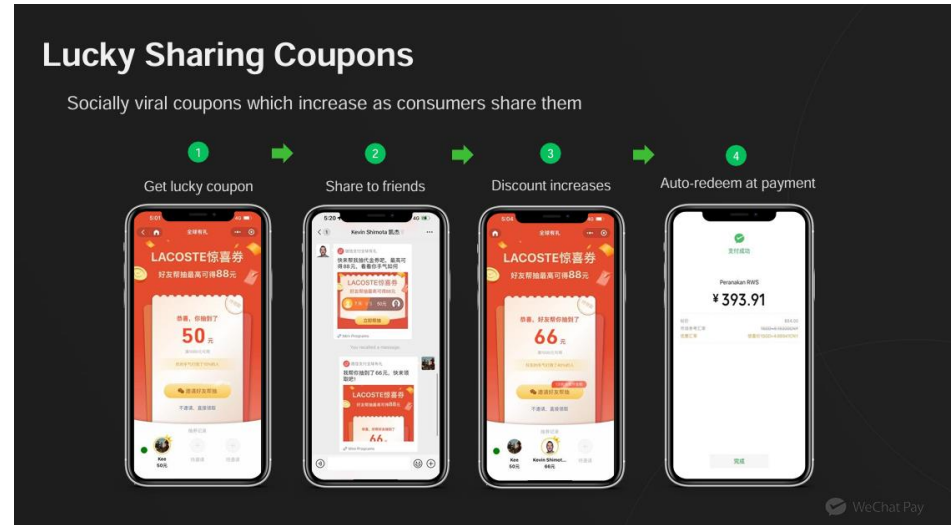


What are Lucky Sharing Coupons?

Lucky Sharing coupons are provided by WeChat Pay and can be obtained for free by WeChat users before making a payment to selected merchants (in this case, the operators part of the Golden Week campaign).

The user's experience: When User A receives a coupon of a certain amount (e.g., 10 RMB) and shares it with User B, User A's discount amount increases (e.g., to 20 RMB). When shared with User C, the discount amount increases further (e.g., to 40 RMB, the specific amounts to be set by WeChat Pay). This method of dissemination attracts more consumers to the merchants. After receiving the coupon, the discount is directly redeemed during the payment to the operators.

Operators simply need to place a standee in an appropriate location so that customers can confirm the merchant's participation in this campaign. Throughout the entire process, merchants will not notice any changes because the payment process and settlement amount remain the same. More importantly, **there are no costs for the merchant**. However, users are incentivized to make more purchases due to the additional discounts they receive.



Setting Up WeChat Pay Functionality

How to get set up - WCP Functionality

To integrate WeChat Pay, members must find a WeChat Pay partnering acquirer. There is a chance your current payment provider (acquirer) will have WeChat Pay functionality and will just require you to reach out to them to enable WeChat Pay. If not, here are two recommended acquirers as part of the TNZ campaign:

1. Windcave:

Full suite payment service provider for both offline and online – which integrates with most online booking platforms (Rezdy, Ibis, Customlink, etc.). Many NZ tourism operators may already use Windcave terminals to accept credit and debit cards, and simply need to contact Windcave to have WeChat Pay “turned on”.

For more information and assistance, please see the below website and contact details:

Email: sales@windcave.com

Contact: 09 309 4693

Website: <https://www.windcave.com/>

2. PayPlus:

Boutique Chinese payment provider which can integrate with existing offline payment solutions. Can integrate with Verifone, Skyzer Ingenico, and Smartpay payment terminals.

For more information, contact Simon from PayPlus on the below:

Email: sales@payplusinc.com or simon@payplusinc.com

Mobile: 021 605 052

Website: <https://www.payplusinc.com/>

Please note, the onboarding process of a new acquirer can take up to three weeks.

[For a full list of acquirers, click here & select "New Zealand"](#)



FY25 Golden Week Campaign Ecosystem

Campaign Page

Traffic

TNZ Mini Program / Article

Gift Pack

Lucky Sharing Coupon

Better FX Rate Coupon

North Island Experiences

South Island Experiences

Hotels + Retail

Online

Ads

After-pay

Campaign POSM

Holiday campaign only (1-2 months)

Partnership Standees (evergreen)

Offline



Merchant page



Merchant name

More FX Discounts



Campaign Results

Chinese Lunar New Year 2024



2024 Lunar New Year Campaign - Impact



Transaction volume:

91 brands across 100 sites participated and saw strong growth

- 332% MoM
- 72% more than 2019 CNY

Traffic:

TNZ's media campaign drove

- 8m+ impressions across multiple channels
- 110k visits to TNZ's WeChat mini program campaign page

The Lucky Sharing coupon was viewed by 5.5k unique visitors and shared ~3k times

Consumer impact:

Users who visited the TNZ campaign spent 4 x more than the average user that month

~4k unique users grabbed over 8.8k coupons during the campaign

Merchant activation

Skydive Auckland



RealNZ Queenstown



Kiwi Park



Go Rentals



Queenstown isite



NZ Maritime Museum



Wetā Workshop Unleashed



TNZ 2024 CNY Campaign – Industry engagement

Fully leveraging TNZ's platform of physical meeting space, online website, and more to connect with the industry

Registration page on
newzealand.com



Online workshop at TNZ



In-person workshop at TNZ



NGĀ MIHI



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