



Trade & Media/Online & Admin Update –Jan 15th 2015 to March 24th 2015

MEDIA Famils –

- **6th Feb - Anthony Lambert - Journalist from the Telegraph, UK.** Doing the TranzAlpine return journey from Christchurch & Speights for Lunch
- **19 – 21st Feb - Kate Fraser from Frommers Travel Guide** – Organised industry rates and made suggestions.
- **3rd – 4th March – Social Influencers (TNZ)** – a group of 4 media from the UK who have huge followings on social media. They travelled all around NZ making postings of points of interest and of the experiences they were having.
- **21st – 24th March – GEO Saison** – German Media with a focus on natural attractions.
- **10th – 15th March - Kevin Dowling – TNZ famil from the UK – Sunday Times** . Doing Cycle trail and Wildfoods Festival, Punakaiki and Gold panning
- **Stefan Kammerling** – Greenspot - In March 2015 we had Mr Stefan Kämmerling of www.erlebe-neuseeland.de come to the West Coast for 3 nights. Mr Kämmerling is the senior product/contracting manager of this large German company. Mr Kämmerling is overseeing the German , Dutch and UK franchises of the mother company!

Upcoming Media Famils -

- **April 20th – 26th – 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. The magazine presents a mix of travel and lifestyle content that is compelling and entertaining. We consider New Zealand to be one of our primary markets and work to include the country with travel and lifestyle stories as well as personality profiles.
- **April** – Greenspot to be sending senior product managers to the West Coast. 8 confirmed

Media RESULTS

- **Dec 14 – Frankfurt General News (by Stephen Spath)**– Cheerful, Loose Living – Print
- **Jan 15 – The Dominion Post (by Blake Crayton Brown)** – Print – Thomas Brunner
- **Jan 15 – Weiner Journal (by Stephen Spath)** – Print (Germany) – Up in the pan – ab in di pfanna damit
- **Jan 15- Otago News (Bruce Munro)** – Print – Our Dark Side
- **Jan 15 – Herald News** - Print & Online – 15 NZ spots to Travel 2015
- **Jan 15 – NZ Herald (by Simon Collins)** – Print Online – Kiwi pilots bike idea flies worldwide
- **Jan 15– The Press(by Sahara Jane O’Connor)** –Print Magazine & Online – Freedom to camp – youth travelers in NZ
- **Jan 15 – The NZ Herald (by Bronwyn Sell)** – Print Online – TranzAlpine Track: a Tale of two countries
- **Feb 15 – The Economic Times (by ET Bureau)** – Print Online – This adventure trail will pump your adrenaline and How!
- **Feb 15 – Her.ie (by Mary Mcguire)** – Online – Home is where your passport is the breath taking surrounds of NZ
- **Look Mum no car – online blogger** – day 33 NZ West Coast Wilderness Trail pt1
- **Feb/March – New Zealand Mountain (by Jonathan Kennett)** – Print Online – Classic New Zealand Mountain Bike Rides Cornflakes and Soufflé
- **Feb/March – NZ Today (by Jane Dove Juneau)**- Print Online – Te Wahipounamu the greenstone Waters

- **Autumn edition – Our NZ & Onboard Mag (by Chris Birt)** – Print- Making tracks on the Wild West Coast
- **Autumn edition – Go Travel NZ (by Sam Mackworth)** – Print Magazine – The flight of a life time
- **Feb/March – Escapism (by Claire Vooght)** – Print – Above and beyond
- **March –The Independent (by Kate Simon)** – Print Online – New Zealand in 12 days
- **March 15 – NZ Herald (by Mark Meredith)** – Print Online- South Island: alps vista from highway sofa
- **March 15 – Flight Centre (by Mike Yardley)** – Online - An Unsung Road Trip Through The Glacier Country
- **March/April 15 – RV travel Lifestyle (Jaxqui Madelin)** – Print Magazine – Who wins, the tortoise or the Hare?

TRADE Famils –

- **March 19th – 22nd – South East Asia Famil (TNZ) – 11 pax:** 11 agents from all over SEA came through for one night after a full day TNZ training session in Christchurch. They experienced the TranzAlpine, Shantytown, Treetops Walk then down to Franz Josef where they stayed at Scenic hotel and had a glacier experience in Fox, and lunch at Lake Matheson.

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.

WEBSITE :

We have been recently corresponding with Cabbage Tree to undertake some changes to our web site for TWC to allow for new templates to be inserted in behind the current pages for each area to use as District Web Sites. We are still negotiating costs and discussing the best options for this. I have also 'hooked up' Crazy Egg to our website. This is a web tracking system – and you will see some results from this further down in this marketing report. We have updated things here and there and made adjustments as necessary to the web site as per normal.

MARKETING / OFFICE MANAGEMENT – LeeAnne

- Website maintenance
- Cycle trail updates
- Attend Grey Tourism Meeting @ Kingsgate
- Partook of a White Heron Sanctuary Tour
- Accompanied Jim to a Cycle Trail Meeting with Councils in Hokitika
- Fielding enquiries in lieu of Jims absence
- Scrutinizing analytics via Google & Crazy egg
- Attend SEO workshop at DWC – see below
- Attend India VIP travel agent training in Hamilton (TNZ) – see below
- Attend the opening of the Confucius centre here in Greymouth –see below
- Attend the China Connections day in Christchurch – see below
- Domestic marketing in Ashburton – (duck race) campaign – see below
- Have worked on 8 famils
- Attend to Trenz details

Comments:

DWC Seo workshop: I attended this workshop organized by DWC & Jamie Roy. The workshop was very informative with loads of new info about Face Book and twitter primarily. We delved into face Book advertising – which is a low cost effective option for targeting specific markets.

India Travel Trade Training – Hamilton: I attended the welcome function for this group at Hobbiton and also a day's training with the agents. We were working with our IMA's (Christchurch) and presenting to groups of 4 to 6 pax. The training is invaluable as it establishes relationships with front line sellers and allows us to educate 40 high end agents about our region at a minimal cost. I felt the event was very productive.

Confucius Centre: Alicia and I attended the opening here at the Tai Poutini Polytechnic for the South Islands' newest Confucius centre. This was a well attended event with dignitaries from Christchurch Chinese Embassy, university of Canterbury and local dignitaries also. This will be a great opportunity for 'Coasters' to get more involved with the culture and the language of China should they choose to embark upon classes here at the institute. There has been an extensive educative Chinese library donated to the TPP here also. There were Chinese art activities available on the day as well as other cultural activities.

China Connections: I attended the China Connections day in Christchurch that was for different sectors of the business industry with a separate section for Tourism. It was an opportunity to learn from experts about strategic China Marketing and also to hear from other tourism entities the different aspects in relation to different businesses. In Victoria, Australia the NZ visitors have now been overtaken by Chinese visitors purely due to marketing strategies. Interesting to note was that Victoria are now embarking on an 'India Ready' programme as they see India as the next largest growing market. Their marketing strategy included pushing events and targeting active travel researchers. They engage agencies in China to promote on social media. They also have mobile apps with maps & direct links to Chinese social media. TNZ's message is to create 'off season' events. The Chinese will travel at any time – it is us who perceive the 'seasonal downfalls'. The social architecture in China is massive – but a very successful social media expert in China –Jeremy Webb, stated that the best social media campaigns are NOT social media campaigns but became 'social media by design'.. i.e.: A moving billboard that captured the audience, was posted, then went viral.

Domestic Marketing in Ashburton: Allan (Treetops) and I set up a display in the Ashburton Arcade and we were there for 3 days. While foot traffic was not as good as we had hoped it was never the less very successful . Interest was very good and many made a special trip to talk to us. The prizes kindly donated were used by the Radio network as a prize for their annual Duck Race. The radio station gave us very good coverage we got great exposure in the time leading up to the duck race. Allan and myself were live on air on the breakfast show for 30 minutes, all at no cost. The winners of the prize will be live on air after they have been over here to the Coast. We were given good exposure also at the Duck Race. All in all it was a very successful trip and we have in place a structure for further co operation. We have a prize in place for the next school holidays and again, the radio is most happy to support this venture. **The councils in the Ashburton area are amongst the most affluent and fastest growing in NZ.**

South East Asia Travel Trade Training – Christchurch: I attended the welcome event for this at the Ilex at the botanical Gardens and also attended the full day training the following day. Again – we had very attentive small groups of agents of about 4 or 5 pax who are 'NZ experts'. The West Coast always receives a fabulous response with many of the agents already selling aspects of the Coast and this is a great opportunity to update them and also educate about new product and stress certain facts to generate awareness such as our "620 kms of awesomeness". It was also great that a group of 11 of these agents were actually coming to the Coast and were most excited !!

ADMIN / OFFICE MANAGEMENT – Alicia

- Minutes for Board meeting 27 January 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.

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 Jan/Feb/March	Media Jan/Feb/March	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	10	10			
TNZ	1	4	1	4	10	8			
TOTAL	1	6	1	6	20	18			
Grand Total of Famils			7		38		39		28
Total PAX	12	11	23		237		229		

Website / Social Media / Google Analytics

- Face book & Twitter – Still Under the expert management of the ‘Roberts Team’

Total Page Likes as of Today: **4,928** likes

as at 24/3/2015

5,050 likes as at 15/01/2015 –

Although this looks like a loss of likes: “Lost Some Likes?”

Don't be alarmed, it's part of Face books drive to make your audience more relevant. They are in the process of removing likes representing people who are inactive, so there is no true loss.”

- **9** Online request for Images from our online image library from 15 Jan 2015 to 24 March
- **15** Online requests for information or visitor guides through www.westcoastnz.com from 15 Jan 2015 to 24 March
- **36** Online enquiries directly to operators listed on www.westcoastnz.com 15 Jan 2015 to 24 March

	15 Jan 2015 to 24 March																										
Users:	23,560																										
Sessions:	32,629																										
	<table border="1"> <thead> <tr> <th>Country ?</th> <th>Acquisition</th> </tr> <tr> <td></td> <th>Sessions ? ↓</th> </tr> </thead> <tbody> <tr> <td></td> <td>32,629 % of Total: 100.00% (32,629)</td> </tr> <tr> <td>1. New Zealand</td> <td>22,445 (68.79%)</td> </tr> <tr> <td>2. Australia</td> <td>3,121 (9.57%)</td> </tr> <tr> <td>3. United States</td> <td>2,010 (6.16%)</td> </tr> <tr> <td>4. United Kingdom</td> <td>1,124 (3.44%)</td> </tr> <tr> <td>5. Germany</td> <td>458 (1.40%)</td> </tr> <tr> <td>6. Singapore</td> <td>389 (1.19%)</td> </tr> <tr> <td>7. Canada</td> <td>342 (1.05%)</td> </tr> <tr> <td>8. India</td> <td>218 (0.67%)</td> </tr> <tr> <td>9. Netherlands</td> <td>193 (0.59%)</td> </tr> <tr> <td>10. Malaysia</td> <td>182 (0.56%)</td> </tr> </tbody> </table>	Country ?	Acquisition		Sessions ? ↓		32,629 % of Total: 100.00% (32,629)	1. New Zealand	22,445 (68.79%)	2. Australia	3,121 (9.57%)	3. United States	2,010 (6.16%)	4. United Kingdom	1,124 (3.44%)	5. Germany	458 (1.40%)	6. Singapore	389 (1.19%)	7. Canada	342 (1.05%)	8. India	218 (0.67%)	9. Netherlands	193 (0.59%)	10. Malaysia	182 (0.56%)
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Time on site	Avg = 03:06																										
Pages/visit	2.91																										
Page views	95,877																										
Mobile + Tablet visits	14,136 – Desktop - 18,496																										
Bounce rate	56.49																										

RESULTS FROM January 2014

1 Jan 2014 - 31 Jan 2014

Sessions
8,039

Users
4,888

Page Views
31,394

Pages/Session
3.91

Avg. Session Duration
00:04:39

Bounce Rate
44.64%

% New Sessions
56.40%

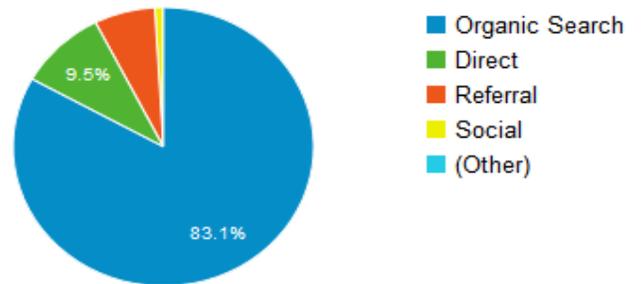
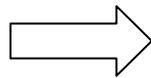
RESULTS FROM January 2015

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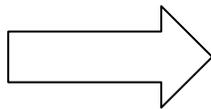
Sessions 16,156	Users 11,781	Page Views 48,690	Pages/Session 3.01	Avg. Session Duration 00:03:17
Bounce Rate 54.33%	% New Sessions 67.88%			

Top Channels

Acquisition of visitors:



These are the top viewed products on our website



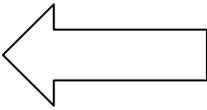
This period:

And

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 :: 03-Dec-14 - 15-Jan-15	
product	number of instances
Monteiths Brewery Tour	480
Shantytown	453
Westcoast Treetop Walk and Cafe	368
The Charleston GlowWorm Cave Tour	214
Gentle Annie Seaside Accommodation	199
Wild West Adventure Company LTD	196
Formerly The Blackball Hilton Hotel	173
Arahura Greenstone Tours	158
The Denniston Experience	157
Punakaiki Beach Camp	153
Franz Josef Glacier Guides	152

Last Period

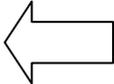


District Views Jan-15 - Mar-15	
District Name	# views
Glacier Country	19610
Jade Country	16308
Greymouth	10376
Gates of Haast	6566
Westport Karamea	5047
Great Coast Road	3632
Lakes District	2044
Reefton Gold	739

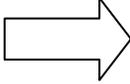
District Views:

District Views Dec-14 - Jan-15	
District Name	# views
Glacier Country	10654
Jade Country	8217
Greymouth	6311
Gates of Haast	3647
Westport Karamea	3201
Great Coast Road	2403
Lakes District	1108
Reefton Gold	399
Christchurch	1

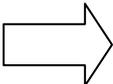
This Period



Last Period



Document Views:



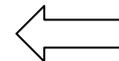
#	Document	March 2015	February 2015	January 2015
1	Itin - Queenstown to Nelson - 5 day (pdf)	35	34	10
2	Time & Distance chart (pdf)	29	32	17
3	Let's Travel Magazine (pdf)	20	36	42
4	Itin - CHCH to Queenstown - 3 day, 2 night (pdf)	14	0	0
5	OVG 14 - 15 (pdf)	10	19	26
6	Itin - CHCH to Nelson - 3 day, 2 night (pdf)	9	0	0
7	Hokitika Cool Little Town Map (pdf)	5	6	1
8	Dump Stations West Coast (PNG)	4	7	6
9	Tourism West Coast Meetings Brochure. (pdf)	2	2	4
10	Trade Manual 2014 (pdf)	2	5	6
11	Visitor Guide 2013 (pdf)	2	2	4
12	November Public minutes 2014 (pdf)	1	3	1
13	2015 Leading LIght entry form (docx)	1	1	8

The chart below demonstrates the top ten pages viewed on the website in the CURRENT period – 15 Jan to 24 March

URL	Views	%
/newzealand/product/	19,642	14.21
/newzealand/Home/	16,176	11.70
/newzealand/gates-of-haast/	4,938	3.57
/newzealand/greymouth-area/	4,933	3.57
/newzealand/glacier-country-area/	3,948	2.86
/newzealand/must-do/	3,859	2.79
/newzealand/motels-and-self-contained/	3,633	2.63
/newzealand/great-coast-road/	3,562	2.58
/newzealand/things-to-do/	3,523	2.55
/newzealand/10-free-things-to-do/	3,380	2.45

#	URL	March 2015	February 2015	January 2015
1	www.doc.govt.nz	156	168	246
2	www.metservice.com	78	68	67
3	www.glaciercountry.co.nz	50	54	111
4	www.westcoastwildernesstrail.co.nz	43	73	95
5	www.hokitika.org	37	49	50
6	www.kiwirailscenic.co.nz	36	48	55
7	bullerdc.govt.nz	32	38	25
8	www.punakaiki.co.nz	32	45	76
9	www.spark.co.nz	23	34	45
10	www.greydc.govt.nz	23	34	43
11	www.golakebrunner.co.nz	22	21	40
12	www.westlanddc.govt.nz	22	31	24

TOP OUTBOUND LINKS



I am happy to share the Crazy Egg results for anyone interested - it would be easier to display this on the day as it is not particularly printable.

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.