

## DRIVING AUSTRALIAN ARRIVALS IN AUTUMN

<b>BACKGROUND</b>	<p>Australia is New Zealand's largest source of international visitors. There is a well-primed audience of 4.4m Australians actively considering a holiday visit to New Zealand. There is good momentum too: holiday arrivals from Australia are stronger than pre-pandemic levels over the past 6 months, and up 10% on a year ago. (Total arrivals up 8% for YE Nov 24 vs YE Nov 23).</p> <p>Increasing campaign activity in Australia aligned with the Government's drive for economic growth, and aligned with TNZ's strategy to increase year-round tourism from international visitors and support strong, sustainable, productive growth of the tourism sector.</p> <p>New conversion campaign will be developed by Tourism New Zealand alongside hotel, tourism and aviation industry partners to drive bookings and arrivals in March, April and May.</p>
<b>INSIGHTS &amp; IMPLICATIONS</b>	<p>Currently, over 4 million Australians are actively considering a holiday in New Zealand, with 500,000 of them primed and ready to book—they just need the right incentive.</p> <p>For Autumn Arrivals the three most significant barriers / constraints to booking are:</p> <ol style="list-style-type: none"><li>1. Waiting for a deal on flights 57% (+22.4% YOY and is also the top growing barrier)</li><li>2. I cannot afford it at the moment 31% (-5% YOY)</li><li>3. I am still deciding on what time of the year I want to travel 26% (-8.2% YOY)</li></ol> <p>Tourism New Zealand research highlights that Australians are especially drawn to New Zealand's spectacular landscapes, wildlife encounters, outdoor adventures, iconic destinations, and rich food and cultural experiences. These attractions are central to this campaign and become even more compelling when paired with competitive offers to book now</p>
<b>AUDIENCE</b>	<p>Active Considerers (4.6m) &gt; First Preference (1.7m) High intending travel-ready audiences &gt; book (438k) Audiences that show strong off-peak consideration for a late Autumn and early Winter holiday Secondary audience of VFR (Spillover reaching VFR market triggered by sharper flight fares)</p>
<b>APPROACH</b>	<p><b><i>Everyone Must Go!</i></b></p> <p>Unlike a traditional sale where <b>everything</b> must go, in our sale we just want <b>everyone</b> to go. And we want everyone to go everywhere.</p>
<b>ACTION</b>	Triggers immediate booking and travel
<b>OUTCOME</b>	Maximise Autumn arrivals in Mar, Apr, May (& Jun)
<b>TRAVEL PERIOD</b>	Sat 1 <sup>st</sup> Mar to Sat 31 <sup>st</sup> May (with spillover to Mon 30 <sup>th</sup> Jun)
<b>SALE PERIOD</b>	Thu 20 <sup>th</sup> Feb to Tue 18 <sup>th</sup> Mar
<b>MEDIA CAMPAIGN</b>	<p>Channels that are most efficient for converting people into booking mode (i.e. rather than driving appeal and consideration for New Zealand such as TV).</p> <ul style="list-style-type: none"><li>• Radio advertising (15 sec and 30 sec versions).</li><li>• Digital advertising (15-second video + static banners/tiles) across websites, social media platforms, search engines, mobile apps, video streaming sites, etc</li><li>• Other channels in consideration and development</li></ul>
<b>WEBSITE</b>	<p>newzealand.com with landing page</p> <ul style="list-style-type: none"><li>• 1x hero airfare deal during any specific tactical sales activity</li><li>• 8x accommodation deals: 1-2 hero deals pinned, with the rest rotating + button to see more</li><li>• 8x transport deals: 1-2 hero deals pinned, with the rest rotating + button to see more</li><li>• 8x experience/activity deals: 1-2 hero deals pinned, with the rest rotating + button to see more</li></ul>
<b>PRODUCT CATEGORIES</b>	<p>Airlines Online travel booking platforms (OTAs) Accommodation Tourism Operators &amp; Experiences Transportation</p>

