#### DRIVING AUSTRALIAN ARRIVALS IN AUTUMN

### **BACKGROUND**

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).

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.

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.

# INSIGHTS & IMPLICATIONS

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.

For Autumn Arrivals the three most significant barriers / constraints to booking are:

- 1. Waiting for a deal on flights 57% (+22.4% YOY and is also the top growing barrier)
- 2. I cannot afford it at the moment 31% (-5% YOY)
- 3. I am still deciding on what time of the year I want to travel 26% (-8.2% YOY)

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

#### **AUDIENCE**

Active Considerers (4.6m) > First Preference (1.7m)
High intending travel-ready audiences > 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)

#### APPROACH

#### Everyone Must Go!

Unlike a traditional sale where every**thing** must go, in our sale we just want every**one** to go. And we want everyone to go everywhere.

**ACTION** 

Triggers immediate booking and travel

OUTCOME TRAVEL PERIOD Maximise Autumn arrivals in Mar, Apr, May (& Jun)
Sat 1<sup>st</sup> Mar to Sat 31<sup>st</sup> May (with spillover to Mon 30<sup>th</sup> Jun)

SALE PERIOD

Thu 20<sup>th</sup> Feb to Tue 18<sup>th</sup> Mar

## **MEDIA CAMPAIGN**

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).

- Radio advertising (15 sec and 30 sec versions).
- Digital advertising (15-second video + static banners/tiles) across websites, social media platforms, search engines, mobile apps, video streaming sites, etc
- Other channels in consideration and development

#### **WEBSITE**

newzealand.com with landing page

- 1x hero airfare deal during any specific tactical sales activty
- 8x accommodation deals: 1-2 hero deals pinned, with the rest rotating + button to see more
- 8x transport deals: 1-2 hero deals pinned, with the rest rotating + button to see more
- 8x experience/activity deals: 1-2 hero deals pinned, with the rest rotating + button to see more

PRODUCT

Airlines

**CATEGORIES** 

Online travel booking platforms (OTAs)

Accomodation

**Tourism Operators & Experiences** 

Transportation

# **ACTIVITY BLOCK PLAN**

AUSTRALIA DEMAND CONVERSION CAMPAIGN GO TO MARKET BLOCK PLAN															
		W/C 10 <sup>th</sup> Feb	w/c17 <sup>th</sup> Feb	w/c 24 <sup>th</sup> Feb	w/c3 <sup>rd</sup> Mar	w/c 10 <sup>th</sup> Mar	w/c17 <sup>th</sup> Mar	w/c 24 <sup>th</sup> Mar							
All channels	Campaign		Autumn Demand Conversion Campaign Period – 17 <sup>th</sup> Feb to 17 <sup>th</sup> Mar												
Trade	B2B - Owned Channels		facebook	eDM		facebook									
PR	Newsroom		PR Release & Tactical pitching	Tactical deal pitching – flash sale			Tactical deal pitching – flash sale								
	Broadcast					Sunrise Live from NZ									
Media	Social – Meta							Revert to Winter campaign							
	Trip Advisor							Bonus Extension							
	Adara														
	Search							Revert to Winter campaign							
Newzealand.com	Landing page														
	Industry Deals – Experience		Deals approved on Tourism Database and uploaded onto new zealand.com as they are submitted												

## **MEDIA BLOCK PLAN**

OVERVIEW	BUDGET SPLIT		January			February				March					April				May				June					
OVERVIEW	BUDGET SPLIT		06	13	20	27	03	10	17	24	03	10	17	24	31	07	14	21	28	05	12	19	26	02	09	16	23	30
MEDIA																												
EXISTING MEDIA (DISCOVER)	7%	İ	l																									
Concrete Playground ROS		İ																										
Medium Rare ROS		Ť	l																									
*Note: total partner investment across campaign period	, opportunity for display	creative	swap	)																	1							
EXISTING MEDIA (PLAN / BOOK)	11%	Ī	l																									
Meta Social		1																										
Google SEM		†																										
INCREMENTAL DIGITAL	14%	†	l																		1							
Trip Advisor		†																										
Adara		İ																										
Nexus Programmatic Display		†																										
INCREMENTAL BROADCAST	48%	1	l																									
Nexus Programmatic OOH		†																										
Radio - Nova Entertainment		Ť	l																									
Radio - ARN		†																										
Radio - SCA		Ť	l																									
INCREMENTAL HIGH IMPACT DIGITAL	15%	İ	l																									
Nine Homepage Takeovers		Ť	l																									
Guardian Homepage Takeover		†																			1							
Concrete Playground Takeover / eDM		†	l																									
Nexus Programmatic Display		†	l																									
PRODUCTION COSTS / AD SERVING FEES / PROG	TECH FEE	T	l																						r			
Radio Production		İ	l																									
Ad-serving / Tech Fees		†	l																									