

**DECEMBER 2009**

**End of An Era**

Tourism New Zealand Chief Executive George Hickton departs after 10 years.

**Your Big Break**

New Zealand set to be a film star five times over.

**Move over Nemo**

It's all about finding our rare Kakapo.



Tourism New Zealand's new Chief Executive Kevin Bowler starts in the New Year.

## Welcome Kevin Bowler

**In January, Tourism New Zealand will have a new Chief Executive for the first time in a decade when Kevin Bowler takes over at the helm.**

With a background in marketing, fast moving consumer goods and online telecommunications, Kevin Bowler is well-placed to tackle a role that will oversee international marketing for New Zealand in over 15 countries.

He says he applied for the job because he's passionate about New Zealand and because he wanted to do something beyond growing a company for profit.

"Tourism also makes a big contribution to the way we grow businesses' economic wealth, and that of New Zealand," he adds.

**Priorities**

"Number one is education. I'm new to tourism and I have a lot to learn about all aspects of the industry.

I want to meet the people at Tourism New Zealand and as many more of our stakeholders as quickly as possible. I want to hear what we're doing well and what we're not doing so well and build a picture of what needs to happen."

He says he is particularly keen to look at how the organisation can get in better touch with the industry.

**His Background**

Before joining Yahoo!Xtra, Kevin spent several years with telecoms giant Telecom, where he worked on projects like T3G and \$10txt before moving on to head Telecom's consumer marketing division.

He also worked in fast moving consumer goods marketing starting with Unilever and NZ Dairy Foods. In the UK he worked for Rank Hovis McDougall foods. He also has experience in advertising account management for Air New Zealand and Cadbury.

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## What That's Taught Him

"Put the customer at the centre of your decision-making and don't assume you know what they are thinking," he says.

"As a young product manager at Unilever in Petone one of the products I worked on was Persil and as a 23/24-year-old, with no domestic skills, I learnt that I really needed to understand what the customer thought of the product." That lesson has been reiterated with many products and services since, he says.

## The Brand

"The brand we are supporting is New Zealand and 100% Pure is a mechanism that supports that brand.

"That doesn't mean 100% Pure New Zealand isn't important, it has given New Zealand a richer meaning through its presence, but it's a campaign, not a brand," he says.

He has particular concerns about the line being too closely aligned with New Zealand's environmental performance, believing that 100% Pure New Zealand remains more about the experience and feeling of a trip to New Zealand.

So, would he change it? "I don't think I'd be keen to change it at all. It's been and can

continue to be very strong, we just need to shape what it means and make sure that it doesn't come to mean '100% green', and we need to be very clear about what it does mean," he says.

## The Digital World

He says the best way to explain the power of the Web is to see the world through the eyes of a "digital native"; someone in their twenties in Tokyo or London who lives a digital life, where their social lives, dates, banking, shopping and conversations are all done via the Web.

For travel, he believes people are looking online for buying and pricing comparisons and reading reviews, but more by other travellers like themselves than by paid journalists.

He says for New Zealand, and Tourism New Zealand, this opens up options for taking a niche brand and destination and putting it into niche travel areas.

He gives the example of a 35-year old British traveller who likes golf, but wants to go on holiday with their family.

"Wouldn't they really want to talk to someone like themselves who went to New Zealand with their family and then find out what they did and what they liked and what worked

because there was something for their partner and children to do while they went to play golf.

"Helping people find ways to be reassured to make a purchase to travel feels like a really rich space to me," Kevin says.

## Working with the Industry

He says an approach to market development which is disjointed from the industry is a "sure fire way to get sub-optimal results".

"New Zealand is a niche destination with small promotional budgets; and travellers aren't interested in our lines of delineation, when considering traveling here they simply want to 'find out', 'compare', and 'buy'."

Kevin Bowler starts at Tourism New Zealand on 18 January 2009.



ABOVE: Kevin Bowler

# South America Development

South America provides over 23,000 visitor arrivals per year to New Zealand and in the coming months Tourism New Zealand will be re-engaging and rebuilding relationships in this market, primarily with travel sellers. Brazil, Argentina and Chile will be the countries of focus, as these three countries contribute over 21,000 of these travellers to New Zealand.

After Trade Marketing Manager Mischa Mannix and Product Development Manager Monica Armesto visited the markets in October, Tourism New Zealand has established the priority needs within

the travel seller environment and has developed a plan of activity which will be implemented in the coming months.

For many sellers in these markets, their knowledge of our destination and product is very limited, which makes creating New Zealand itineraries and how best to sell them a challenging task. Because of this, Tourism New Zealand's main activity with travel sellers will be focused on itinerary development, trade training and increasing the focus that travel sellers give New Zealand in their product range.

Two product development famils will be run in the first half of 2010, along with an itinerary development workshop which will be held across Brazil, Argentina and Chile.

Additionally, Tourism New Zealand will introduce webinar training to these countries. Currently running in UK/ Europe and North America markets,

live online webinar training will mean Tourism New Zealand can offer more frequent training about the destination, regions and product themes.

Tourism New Zealand also aims to run a road show of itinerary development workshops with travel sellers during the first half of 2010. An event with New Zealand's regions will be considered for the second half of 2010.

As well as increasing Tourism New Zealand marketing collateral available to travel sellers in both Spanish and Portuguese, Tourism New Zealand will also explore opportunities to undertake joint market activity with travel sellers and airlines.

If you require any further information regarding our development of the South America market, please contact Mischa Mannix, Trade Marketing Manager, [mischam@tnz.govt.nz](mailto:mischam@tnz.govt.nz).



# GEORGE HICKTON; END OF AN ERA

Above all else, Tourism New Zealand's outgoing Chief Executive George Hickton will be remembered for one thing: developing a consistently world-beating tourism brand which has strengthened New Zealand's position on the map.

Without doubt, the 100% Pure New Zealand brand is a major achievement but there's a lot more to George's accomplishments in the last decade – some more visible than others.

When he joined Tourism New Zealand in May 1999, it was an organisation with problems.

Political rifts had seen the Chairman, Deputy Chairman and Chief Executive resign after allegations of political interference, followed by an Audit Office investigation.

George came to the organisation with a reputation as a change manager with a strong leadership style developed over years at the TAB, New Zealand Income Support Service and the Employment Service. His skills as a marketer and in human relations came from an early start with Ford, Emco and Honda.

**He came in determined to look ahead, not behind, and to get New Zealand noticed anytime, anywhere if the right opportunity arose.**

George saw the value in a single global marketing campaign for the organisation and helped deliver it on time and on budget just two months after taking the job.

He also saw the potential in events, both onshore and off-shore, in raising New Zealand's international profile, and led the organisation in some events that were not without risk.



**ABOVE:** George Hickton at the launch of the Youngest Country campaign in 2007.



George Hickton launches this Go All The Way campaign in September this year.

In a decade he's overseen two award winning New Zealand gardens at the Chelsea Flower Show, a Māori art exhibition in San Francisco, a waka crew in Valencia for the Louis Vuitton Cup, and, the biggest yet, the inflatable Giant Rugby Ball projects in Paris, London, and Tokyo – to name just a few.

“The Giant Rugby Ball has been the highest-risk project that Tourism New Zealand has undertaken, but the results have been worth it and we already know the ball will be a major part of the Rugby World Cup 2011,” said George.

Tourism New Zealand has taken advantage of the public relations opportunities of the Lion's Rugby Tour, the America's Cup, *The Lord of the Rings* trilogy and the Montana World of Wearable Arts Awards and hosted thousands of international media to come and write about New Zealand.

Behind the scenes, George has been a passionate advocate in developing and promoting Māori culture both within the organisation and supporting Māori tourism enterprises as an important part of the industry's future.

He has also pushed the industry to improve standards through the Qualmark quality-rating system and, since 2008, the Qualmark Enviro-ranking system.

“Pushing quality through Qualmark hasn't always been popular, but word-of-mouth recommendations are the most important marketing tool we have, so people need to have had top quality experiences while they are here,” he says.

From an organisational point of view, things have come a long way since George took over.

Aside from his own 10-year tenure leading Tourism New Zealand, George is very proud that many of his senior management team have been alongside him almost as long.

He believes a stable team, well-connected to the industry, and willing to be flexible enough to quickly respond to new opportunities has helped the organisation and the tourism industry get through some major crises in the last decade including SARS, 9/11, the global economic crisis and, most recently, Swine Flu.

**But without doubt, George says he is most proud of the 100% Pure New Zealand brand.**

“It started off at a rocky time with some serious doubters and it is now the envy of tourism organisations worldwide. I am proud of the brand and of the work that the industry puts in, day in and day out, to deliver a product that matches it.

“This brand puts New Zealand on the map. It is, and always has been, a bold statement but it was born because it distilled down what our visitors thought and it is as true now as it was 10 years ago. It makes a statement and we get noticed because of it,” he says.

“My wish is that New Zealand stays true to the 100% Pure brand and holds it up as a challenge that we constantly strive for.”

Tourism New Zealand wishes George well in his next endeavour – being a tourist himself.

# Summer Outlook

**Just a few months ago, New Zealand's tourism industry was facing a long, bleak winter but as summer approaches the outlook for the sector is picking up.**

An injection of \$20 million of new Government funding and a turnaround in confidence in many core markets is certainly heralding a more positive summer season for operators.

"The general feeling is that the summer will do the reverse of last year. We think it will start more slowly than last year, but pick up in the second half of the year," Tourism New Zealand Acting Chief Executive Tim Hunter says.

The forward outlook for airline bookings and anecdotal feedback from our offshore offices supports that picture, he says.

## Additional Funds

Recovery of long-haul markets is a priority for Tourism New Zealand for the coming year, and much of the Government's additional funding will be focused on four major markets – Australia, UK/Europe, China and the USA.

"Each of these markets presents its own opportunities and challenges, but we believe they are the markets where we can have the greatest effect in stimulating arrivals," Tim says.

## Australia

One market which has shown strength throughout the economic downturn, Australia has been pumping out record arrivals numbers for most of the year.

Consistent New Zealand marketing campaigns, a strong Australian dollar, cheap airfares and a renewed sense of confidence is making Australians happy to travel, with 12 per cent more Australians travelling abroad in the September quarter.

"The outlook for Australia remains positive for the coming summer. But as we've said, as Australia's confidence returns so will their desire to travel further afield and we're seeing a bit of that starting to creep in," Tim says.

The additional Government funds will allow Tourism New Zealand to stay in the market consistently, which will help us compete.



## US

"Our biggest investment will be in the US market, where we have been struggling with low awareness for years," Tim says.

He says the timing is right, with economic conditions and consumer confidence gradually improving, despite stubborn high unemployment.

Airline forward bookings are looking good for early summer and tour operators who were struggling a few months ago are now reporting a flurry of late bookings. Dual destination traffic to Australia and New Zealand has improved because of increased air capacity and very cheap fares to Australia.

"The focus for additional spending in the US will be mainly on public relations and media, where we can get the biggest return on investment in terms of profile raising," he adds.

## China

China, like India, is experiencing a boom in its economy and the outlook is positive. Airline forward bookings are looking strong to Christmas and beyond, though a dip is expected in January because of the later timing of Chinese New Year.

Additional funding for China will be focused on developing the fully and semi-independent traveller market, expanding campaign work into Beijing and on the stubborn issue of improving the quality of group tours.

"That independent market is there, it is growing and we can take our share of it as long as we persevere with the FIT holiday message and partner with proactive travel sellers," Tim says.

## UK/Europe

In the UK, the economy is still in decline but expected to start to recover in 2010. But the warnings are that it will be slow. Some positive signs have already been seen, with recent improvements in confidence and retail sales beginning to pick up.

"The forecast for summer for the UK is that it will be soft, still down on last year, but we are hopeful there will be some growth around Christmas as those late bookers start to think about their next holiday," Tim says.

Much of the new funding for the UK and Europe will go into extending existing campaigns in the UK and Germany, but campaign work is now being done in other parts of Europe particularly France, Switzerland and The Netherlands.

For further information on market outlooks and campaign activity, including video updates, please visit the Market Guides [www.tourismnewzealand.com](http://www.tourismnewzealand.com)



People on the move

## ARRIVALS LOUNGE

at Tourism New Zealand



Unprecedented media for The Giant Rugby Ball in Tokyo included 16 television channels, 56 Newspapers and more than 80 online outlets, reaching well over 15 billion people.

## Countdown to Rugby World Cup 2011 continues

**As 2010 fast approaches it can only mean one thing; kick-off in 2011 is also drawing nearer.**

Tourism New Zealand Major Events Manager David Burt is encouraging operators of all sizes to get informed and involved. "RWC is the biggest sporting event that New Zealand has seen. It will require a unified effort from New Zealand's tourism industry to ensure the event is a success but also that the legacy and investment from the event lives on" he says.

Many visitors will buy packages for RWC, sold through the global network of Official Travel Agents (OTAs), who were appointed by Rugby World Cup Ltd and Rugby Travel and Hospitality (NZ) Ltd.



**ABOVE:** Rugby Ball at night under Tokyo Tower

The list of OTAs includes travel agents based in Argentina, Australia, France, Italy, Japan, South Africa, United Kingdom and the US. Two New Zealand agents have also been appointed – Seasonz Travel and the House of Travel. For the first time two cruise ship operators, Adventure World and Cruise Co, have also been appointed.

Tourism New Zealand will assist OTAs to sell the destination and the event and to encourage the inclusion of longer and more extensive itineraries encompassing a range of regions and a plethora of tourism experiences.

RWC 2011 will also see more Free Independent Travellers coming to New Zealand. Tourism New Zealand will motivate this group to visit New Zealand for the event by leveraging the International Media Programme, getting regular stories about RWC2011 in media, advertising through our campaign and by directing visitors to the Front Row Rugby Club and Tourism New Zealand's websites for more information.

In the online world, the new 'Rugby Zone' on the trade website includes information on tourism products and experiences found around the host cities, plus suggested regional itineraries that travel agents can use to build customised itineraries for RWC travellers.

Tourism New Zealand has developed a special RWC newsletter to keep you up to date. The first issue was released in September, with the next update due this Month.

To subscribe, go to: [www.tourismnewzealand.com](http://www.tourismnewzealand.com) and sign up to receive *Tourism News* email updates.

In Wellington, **Lorri McLeery** has re-joined the team as Māori Development Coordinator and **Katy Medlock** has moved into the role of Communications Coordinator. **Craig Le Vaillant** is providing parental leave cover as Management Accountant.

In Auckland, **Michelle Sinnott** is Campaign Manager for Asia and **Joanne Reid** has joined the team as Senior Marketing Research Analyst. **Kimberly Jensen** has moved into the role of Online Coordinator.

In the off shore posts, **Shirley Fan** is now Public Relations Coordinator in Shanghai. **Emma Adcock** is based in the London office and has moved to the role of Trade Development Consultant Europe/Office Manager. Also in London, **Megan O'Neill** is now Marketing Coordinator.

## GIVING IT 100% FOR FORTY YEARS!

On 19 November, Regional Manager Australia Barry Eddington celebrated his 40 year contribution to the New Zealand tourism industry.

Barry started in 1969 in Invercargill as a Cadet for the Government Tourist Bureau (GTB) and held the role of Private Secretary to four of our Tourism Ministers.

Having spent time in management roles in the Tourism New Zealand offices in LA, Vancouver, Frankfurt and London, Barry is currently based in Sydney where his efforts have included boosting Australian visitor numbers over the million mark.

Barry's achievements over his forty years have been phenomenal and include two medals for New Zealand at the Chelsea Flower Show in 2005 and 2006, the America's Cup in Valencia in 2006 and hosting the Giant Rugby Ball in Paris in 2007 and London in 2008.



**Regional Manager Australia, Barry Eddington**

# TOURISM NEWS MARKET HIGHLIGHTS

## VISITOR ARRIVALS



CREDIT: SONE WENDELBOE, LONELY PLANET

**CHINA**  
Focus

### China

Oct 09: 7,636 **+16.5%**  
YE Oct 09: 104,926 **-8.4%**

- China's strong economy and extensive Government stimulus measures have insulated it from the worst of the downturn
- The economy expanded by around 8% in the year to September and consumer prices have been in decline
- Travel from China is beginning to rebound following the impacts of Influenza A H1N1, which resulted in massive cancellations in May and August
- Visitor arrivals to New Zealand are returning to growth, boosted by the National Day Golden Week holiday in October
- Tourism New Zealand has allocated baseline funding for China in 2010 to allow for brand-building advertising activity, travel seller training and product development

### Australia

Oct 09 87,676 **+22.2%**  
YE Oct 09 1,061,363 **+9.7%**

- With its strong economy, outbound travel from Australia has been relatively untouched by the economic downturn
- A taxpayer handout and Government promotion encouraging Australians to take accumulated annual leave have helped boost travel to New Zealand
- Growth in arrivals is expected to continue over summer, forecast at around 10%
- Despite these positives, Australians are still shopping for good deals on travel
- Tourism New Zealand will continue to run campaign activity in Australia over summer

### United Kingdom

Oct 09 16,629 **-7.5%**  
YE Oct 09 258,292 **-10.6%**

- Britain has been hard hit by the economic downturn and will be slower to recover than its European neighbours
- Unemployment is up to 8% and job uncertainty is effecting consumer confidence and outbound travel
- New environment taxes on international flights came into effect in November, increasing the cost of travel to New Zealand by GBP55 each way
- Tourism New Zealand is targeting the more resilient youth/backpacker and over-fifties markets with current advertising activity
- An online promotion – 'The Gap Year: Challenge New Zealand' – has created a buzz around New Zealand on social media websites

### United States

Oct 09 13,984 **-2.1%**  
YE Oct 09 197,434 **-7.3%**

- The US economy has begun to show signs of recovery but the return to growth will be slow and volatile
- Consumers are still saving instead of spending, with domestic economic activity at record lows
- Increased air capacity and low-priced airfares are driving travel to Australia, with negative impacts for New Zealand
- The market is highly competitive at present, with affordable travel deals to many destinations
- Tourism New Zealand's strategy is being finalised for 2010 that will focus on raising awareness and building the New Zealand brand

### Japan

Oct 09 6,072 **-9.6%**  
YE Oct 09 79,042 **-28.8%**

- Japan is out of recession but unemployment and low wages are still holding back consumer spending
- Outbound travel overall is down, dropping an estimated 7.6% in January to August
- Arrivals to New Zealand have been hard hit by the economic downturn and Influenza A H1N1 pandemic, but are starting to show signs of recovery
- Travel sellers report that bookings for the remainder of 2009 are tracking at similar levels to last year
- The Giant Rugby Ball's presence in Tokyo in October/November was a huge profile boost for New Zealand

### South Korea

Oct 09 3,933 **-33.1%**  
YE Oct 09 53,086 **-37.9%**

- South Korea's economy is improving, with GDP, manufacturing and consumer confidence all increasing
- Outbound travel is still lagging behind; this was down 26% in the nine months to September 2009
- Influenza A H1N1 had a big impact on travel from South Korea, exacerbating the decline and financial impacts on travel sellers
- Arrivals to New Zealand are not expected to recover short term, but we may see some recovery in the FIT and honeymoon sectors

### Germany

Oct 09 5,313 **+3.9%**  
YE Oct 09 63,799 **+4.0%**

- Germany's economy is stabilising thanks to hefty Government spending and a rebound in global trade
- New Zealand has seen good growth in arrivals thanks to high awareness, competitive airfares and the strong Euro against the NZD
- Despite the positives, Germans are still booking late and looking for deals
- Tourism New Zealand ran advertising across five German cities to promote travel over summer

### Canada

Oct 09 3,243 **-6.8%**  
YE Oct 09 49,412 **-6.6%**

- Economic recovery will rely on the US and European markets returning to strength
- The economic downturn has seen Canadians holiday closer to home and look for cheaper travel options
- Bookings are coming late with travel sellers reporting that discounting is beginning to eat into profits
- The cruise season out of Canada looks positive, with strong enquiries for pre and post-cruise itineraries
- Tourism New Zealand advertising in Toronto and Vancouver is continuing to raise awareness and build the brand

### India

Oct 09 2,047 **+15.3%**  
YE Oct 09 24,475 **+2.3%**

- India's economy has held up strongly in the wake of the economic recession
- Economic growth is not expected to reach the highs of the last few years but the outlook for travel over summer remains stable
- Arrivals are set to receive a boost in early 2010 with at least one large incentive group confirmed to travel to New Zealand
- Despite good results, strong competition and limited access to airline seats continue to hinder growth for New Zealand

**Other Markets Month of Oct 09:** Singapore 1,702 **-14.6%** Thailand 2,024 **+20.5%** Hong Kong 1,909 **+28.3%** Taiwan 1,403 **+14.6%** The Netherlands 2,001 **-10.3%**

**FOR FULL MARKET INFORMATION VISIT [WWW.TOURISMNEWZEALAND.COM](http://WWW.TOURISMNEWZEALAND.COM) KEYWORD: MARKET GUIDES**

## MEDIA: IMP HIGHLIGHTS



CREDIT: MICHAEL THOMAS

US series **The Bachelor's** Jason Mesnick returned to New Zealand in October and proposed to his girlfriend Molly at Kohara Lodge in Queenstown. The engagement was reported on more than 20 online media outlets (including **CNN**, **E!Online**, **Huffington Post** and **The Examiner**) to well over 100 million unique users per month across all the outlets. **People Magazine** – the highest circulation entertainment publication in the US at more than 3.5 million – featured an exclusive in-depth interview, where the couple – once again – raved about New Zealand.

Presenter of Taiwan's highest rated talk-show, best-selling writer and media personality Kevin Tsai visited New Zealand in late September to act as guest judge at **World of Wearable Arts** this year. Mr. Tsai's blog on **Sina.com** featured highlights of his jet-boating in Queenstown, scenic flights in Fiordland, hiking on the West Coast's glaciers as well as his all-important judging duties at **WOW**. The New Zealand feature accumulated more than 60,000 views within a month.



It's all go for New Zealand in the Aussie Sunday papers: with a total readership of 2,357,582, the **Sydney Telegraph**, **Sun Herald Sunday**, **Sunday Mail Adelaide**, **Sunday Herald Brisbane** and **Sunday Mail Perth** gave New Zealand nation-wide coverage in Australia by featuring two articles by Nicola Conville on Whanganui River Guides and Auckland's Hotel De Brett.

After announcing New Zealand as their 'Country of the Year' in 2008, Australian Travel Show **Getaway** again featured four new episodes on New Zealand, which aired in September. The total audiences reached 4.8 million and the episodes featured Hobbiton, Lake Tekapo, the Cadbury Chocolate festival in Dunedin and Queenstown's Winter Games.

## Move over Nemo

**It's all about finding New Zealand's rare kakapo for European media.**

Fronted by actor and comedian Stephen Fry, BBC's **Last Chance to See** series highlighted New Zealand's unique birdlife, and was watched by 2.8 million viewers.

Codfish Island's resident kakapo Sirocco sprang to instant stardom by jumping on co-presenter and zoologist Mark Carwardine and attempting to mate with his head. Sirocco went on to become the most viewed video on the BBC website and attracted more than 1.2 million views on YouTube.

The publicity with **Last Chance to See** didn't stop with Sirocco's video. UK publications **Wanderlust** magazine (circulation 37,000) and **The Guardian** (332,790) ran stories on the series, and **The Independent** featured a four-page cover spread in the travel section (circulation 211,360) where travel editor

Ben Ross followed in the footsteps of the BBC series, focusing on similar publicly-available products.

And it seems the world can't get enough of our rare kakapo at the moment. Germany's über-cool **Neon Magazine** (circulation 324,500) featured a 20-page cover story on the kakapo and New Zealand's outdoors, wildlife and conservation in their July 'Outdoors Special Edition'. Another major German result was the Oct/Nov issue of **Geo Magazine**, which was dedicated entirely to New Zealand. The publication is Germany's leading glossy travel mag and has a circulation of 135,778.



CREDIT: ZEALANDIA

## VISITOR EXPERIENCE MONITOR GIVES NEW INSIGHTS

Results from the 2008/2009 Visitor Experience Monitor (VEM) Research were finalised in late September, indicating that 90 per cent of all visitors to New Zealand were highly satisfied with their holiday. This result is consistent with recent years.

A very healthy 97 per cent of all visitors said they would be likely to recommend New Zealand to others.

The VEM is designed to provide insight into visitors' overall satisfaction levels with various tourism sectors such as accommodation, transport, activities, and food and beverage that they use and consume while in New Zealand.

The information for the 2008/2009 year was collected through an online survey sent to email addresses collected from visitors while they were holidaying in New Zealand.

Visitors are most satisfied with the New Zealand environment and activities that they participated in while on holiday.

Check out the full VEM results at [www.tourismnewzealand.com](http://www.tourismnewzealand.com), under Research.

## CORPORATE WEBSITE LAUNCH



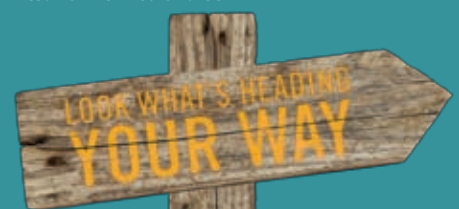
You told us you wanted better access to market data, research, news and commentary, more information about our campaigns and help reaching your own business goals.

You might already know our corporate website, but things are changing. There'll be more information, which is more up to date and more interactive. And it's all been developed based on feedback from the industry and what tourism businesses need from us.

With six key sections, it'll be easy to find what you're looking for – whether that's the latest campaign news or industry events, research and data to help with business planning, or tips on how to get started with marketing in the digital age.

Be the first to know when the new website is up. Subscribe to receive **Tourism News** email updates – email [comms@tnz.govt.nz](mailto:comms@tnz.govt.nz) or subscribe online at [www.tourismnewzealand.com](http://www.tourismnewzealand.com)

In the meantime, you can still access the latest market data, offshore trade events and news from Tourism New Zealand on our existing website at [www.tourismnewzealand.com](http://www.tourismnewzealand.com)





## BUDDING FILMMAKERS GIVEN A “BIG BREAK”

New Zealand is about to become a film star five times over, thanks to an ingenious new competition devised by Tourism New Zealand.

The 100% Pure New Zealand “Your Big Break” short film competition will offer five aspiring filmmakers a once-in-a-lifetime chance to get their work in front of legendary director Peter Jackson.

To get a shot at the big time, entrants have to write a three-minute short film script that captures the essence of New Zealand.

The five selected finalists will shoot and direct their own short films on location in New Zealand, with the assistance of *The Lord of the Rings* producer Barrie Osborne and world class post production facility Park Road Post Production.

“We are always looking for ways to get other people to talk about New Zealand and this idea takes that even further. ‘Your Big Break’ is asking people to capture the essence of 100% Pure New Zealand and tell the world their story of how they see the youngest

country on earth,” Tourism New Zealand acting Chief Executive Tim Hunter said.

“We want people to look at what makes up New Zealand, its people, culture, scenery, youth, its natural environment and tell the world about what they see,” he added.

The five finalists will have their completed films personally viewed and judged by Academy Award-winning director Peter Jackson, who will chose the overall winner. Members of the public will vote for the “People’s Choice” finalist – four further finalists will be chosen by an expert panel including Barrie Osborne.

“The importance of having the support of Peter Jackson and Barrie Osborne for this project is immense. It takes it from being a good idea to a great project, with international reach and huge public relations clout,” Tim added.

“We also know that our target market love film and cinema, so this project is a perfect strategic fit,” he added.

Barrie Osborne said the project was new and exciting in the way it explored the use of new media to disseminate creative content.

“I thought it would be exciting, it was a really innovative and creative thing to try. I also love New Zealand and this was a chance to showcase New Zealand,” Barrie said.

Go to [www.your-big-break.com](http://www.your-big-break.com) now to start voting for your favourite films.



### UPCOMING EVENTS

# 2010

More information on Tourism New Zealand events can be found at [www.tourismnewzealand.com](http://www.tourismnewzealand.com)

### Upcoming Events

**TTAA Travel Show:** 25-28 February, Bangkok [www.tourismnewzealand.com](http://www.tourismnewzealand.com)

**Asia NATAS Travel Fair (1st Show):** 26-28 February, Singapore [www.tourismnewzealand.com](http://www.tourismnewzealand.com)

**MATTA Travel Fair:** 12-14 March, Kuala Lumpur [www.tourismnewzealand.com](http://www.tourismnewzealand.com)

**Kiwi Link Japan:** 9-11 March, Tokyo [www.tourismnewzealand.com](http://www.tourismnewzealand.com)

**TRENZ:** 24-27 May, Auckland [www.trenz.co.nz](http://www.trenz.co.nz)

### The Gap Year: Challenge New Zealand

Attracting more than 12,200 active followers across YouTube, Facebook, Bebo, MySpace and Twitter, online reality challenge “*The Gap Year: Challenge New Zealand*” has come to an end, leaving show jumper Holly as the winner.

**Tourism New Zealand Manaakitanga Aotearoa**

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