



South and South East Asia: an overview of TNZ's market plans for the financial year ahead

- with Mischa Mannix-Opie, RM South & South East Asia

Key discussion points: webinar, 26 June 2012

Airlines

- Five airlines carriers, flying into Auckland and Christchurch
- Garuda expected during 2013 (flying Jakarta to Auckland)

Where are we right now?

- Good trade relationships in all countries except Indonesia
- Good airline relationships
- Excellent support for market development by both AIAL and CIAL
- Industry enthusiastic about, and engaged in the region
- Withdrawal of Air Asia X means a big challenge ahead to ensure Malaysian decline does not go below pre Air Asia X arrival numbers
- Declining Thailand market

What will be different next year?

- Integration of campaign, PR and trade messaging
- Campaigns focussed on key themes (audience and messaging)
- Consolidation of activity in India
- Increase profile through PR activity in India
- Increase PR activity in Malaysia, Singapore and Thailand (new resource and new agency)
- Optimise newzealand.com for all markets and get trade more active and engaged
- New Trade Newsletter for SEA
- Business events (incentives focus) in Malaysia, Thailand and India
- Introduce Tourism New Zealand and New Zealand to Indonesia

Markets – plans for 2012/13 Financial Year

Singapore – Tier 3

- JV campaigns with Jetstar and Singapore Airlines
- Key themes: Premium, Prime Youth, Families, Expats
- Aligned PR and IMP activity with target segments and timing, and increase NZ profile through PR channels
- Optimise newzealand.com to work harder for Singapore
- Product audits and training to align with key product themes
- NATAS twice yearly (Aug 2012 and Feb 2013)



- Kiwi Link SEA – Bangkok, March 2013

Campaign Timings:

- Families campaign running September to November (travel October – December)
- Premium campaign running September (travel October – November)
- Prime Youth campaign running February – March (timing TBC)
- Families campaign (including Expats) running February (travel March – June)

Malaysia – Tier 3

- Capitalise on the demand created by AAX
- JV campaign with Malaysia Airlines and Jetstar (via Singapore)
- Key themes: Youth, families, higher yielding
- Develop Halal Friendly positioning (e.g. Halal Guide)
- Aligned PR and IMP activity with target segments and timing, and increase NZ profile through PR channels
- Product audits and training to align with key product themes
- MATTA (twice yearly)
- Kiwi Link SEA – Bangkok, March 2013
- Develop business events (incentives market) with partners and PR

Campaign Timings:

- Families and youth campaign running September – November (TBC)
- Families and youth campaign running February – April
- (further campaign work TBC)

Thailand – Tier 4

- JV campaign with Thai Airways
- Review current consortium campaign structure and consider alternatives (group vs. FIT)
- Consider markets outside of Bangkok (possibly Chiang Mai)
- Key themes: Spring, Autumn
- Aligned PR and IMP activity with target segments and timing, and increase NZ profile through PR channels
- Product audits and training
- Kiwi Link SEA – Bangkok, March 2013
- Develop business events (incentives market) with partners and PR

Campaign Timings:

- Winter campaign running June – July (travel July – August)
- Spring campaign running September – October (travel October – November)
- Autumn campaign running March – April (travel May – June)



India – Tier 4

- JV campaigns with trade and airlines (selective based on passenger flows, capacity and relationships with carriers across SEA, including Jet Airways and watching brief on Air India)
- Consolidation of key themes: Honeymoon and Families
- Aligned PR and IMP activity with target segments and timing, and increase NZ profile through PR channels
- Product audits and training to align with key product themes
- Kiwi Link India – New Delhi and Mumbai, August 2012
- SATTE attendance (February)
- Strong focus on Business Events (incentives) with partners and PR

Campaign Timings:

- Honeymoon campaign running August – October (travel November – January)
- Family campaign running January – March (travel April – June)

Indonesia – Tier 4

- Meet with key trade partners (focussed on TRENZ attendees initially)
 - TNZ 101
 - New Zealand 101
- Build a 360 degree understanding of the market (travel distribution, media landscape, consumer trends)
- Develop Halal Friendly positioning (e.g. Halal Guide)
- Continue to strengthen relationship with Garuda
- Trade and PR focussed
- Campaign activity will align to Garuda launch (2013)
- Consider event attendance
- Frontline training mission, post Kiwi Link SEA (March)

How can you get involved?

- PRODUCT!
 - Take note of campaign timings and serve up relevant product offers to your trade partners to weave into their campaign packages or to be selling themselves at the same time
 - Tell us about your campaign relevant product! Send us media ready content which we can weave into media pitching, story angles and press releases. In advance of campaign timings is a must.
 - Send to Auckland IMP team and highlight market relevance
 - Upload deals on newzealand.com that align to campaign themes and timing for each market
 - Learn how to be Halal Friendly and evolve!
 - Consider joining us at: NATAS / MATTA / SATTE / Thai Travel Agents Fair Kiwi Link SEA (March) and Indonesia Frontline Training



(See [Trade Events Calendar](#) or contact Tansy or Tania in Wellington)

- If you are in market, come and see us
- If you are stuck, need advice... Ask!

NB: Campaign timings are subject to change.