



Europe: how we're targeting the youth market

- with Gregg Anderson, GM Western Markets and Ben Crawford, Marketing Manager Youth

Key discussion points: Webinar, 20 March 2012

- Youth, aged 18 – 29, make up over 25 per cent of annual arrivals to New Zealand from Europe and present significant opportunities to the industry. This is because they stay longer, travel widely and get involved in a range of activities meaning they have the potential to spend more while they are here.
- They also present future tourism opportunities as they are more likely to return to New Zealand later in life, or if working/studying – have parents, friends or family who visit them.
- Activity targets UK/Europe given the opportunities they present.
- The main barrier New Zealand has in attracting more youth travellers is that they have a limited knowledge of what is on offer pre-visit. Their perception that all New Zealand offers is cold empty mountains, sheep and bungy jumping means it is not a destination that is high on their list when planning a trip.
- We know that a holiday in New Zealand is better than expected with travellers blown away by what is on offer once they are here – they wish they had allowed more time to experience it all.
- Our challenge is education, with activity showing potential youth travellers what the full New Zealand experience is like BEFORE they visit, while they are considering where to travel.
- Our research tells us that the two most important factors in destination choice by global youth are 1) it has stunning landscapes and scenery 2) there is a diverse range of things to see and do there.
- This is perfect because New Zealand provides diversity and landscapes like nowhere else on earth. And it is all so accessible. This is our competitive advantage.
- Youth travellers are motivated by the Fear of Missing Out (FOMO) which provides a great emotional trigger. Therefore our activity shows just how much New Zealand has to offer to educate them and motivate them to travel.
- As a result, our central driving idea for the youth activity is the proposition that is 'There's Too Much To Miss'.
- Stories Beat Stuff is the first large scale project. The initiative is based on the idea that amazing life experiences surpass material possessions for young people – by



challenging the youth market to give up their stuff to win one of six diverse stories of a lifetime in New Zealand.

- Running over 12 months, November 2011 – November 2012, the activity is 100 per cent digital, which provides an avenue to really showcase what New Zealand offers through photos, videos and blogs illustrating what there is to be missed here and to generate a sense of FOMO. This includes a portion of paid online promotion.
- During their time in New Zealand, the winners use twitter and Facebook posts, photos, videos and blogs to share their stories, and a number of promotional videos are produced for each experience – all can be seen at www.storiesbeatstuff.com.
- You can view the final wrap up videos for the first two experiences online at [Beaches and Boats Video](#) and [Summer Rhythm Video](#). A similar video will be developed for each of the six experiences, and we are working to achieve 1 million combined views of this material.
- In addition to paid media activity Tourism New Zealand also runs a number of trade engagement programs with tour operators across Europe – opportunities exist for involvement.
- Tourism New Zealand is keen to involve relevant suppliers where possible, either in New Zealand or in market. Contact Ben Crawford to discuss opportunities: benc@tnz.govt.nz
- For detailed strategy and campaign activity information, check out the [youth section on tourismnewzealand.com](#).