WEBINAR
PREMIUM SECTOR
Justin Watson, Director of Trade, PR and Events
Agenda

- Recap on premium strategy
- Activity undertaken in first year
- Upcoming activity
PREMIUM STRATEGY
Premium Strategy

Tourism New Zealand’s goal is to increase the number of very-high and ultra-high net worth (HNWI) travellers to New Zealand through strengthening our luxury destination image and developing and leveraging strong partnerships with premium travel sellers.

Investing $20m over 4 years
Premium Strategy

• Target geographies with both a high concentration of HNWI and where TNZ and or the New Zealand industry have the most experience

• Strengthen New Zealand’s image and profile as a luxury destination
  • Educate trade and develop trade channels
  • Consumer- create aspirational appeal

• Partner extensively with the premium travel trade and associated premium channels to encourage conversion and extend marketing reach/impact

• Resource the strategy appropriately
Target geographies with both a high concentration of HNWI and where TNZ/New Zealand trade partners have the most experience

**Primary markets:** US, Japan, Australia, UK, Germany, France

**Secondary markets:** Singapore, South Korea, Hong Kong, Latin America, Canada, China
Resourcing - Global Premium Team

Kate Fenton
Premium Trade Manager – Europe

Stephen Marshall
Premium Trade Manager – Americas

Ben Chapman
Premium Trade Manager – Asia

Ariane Kuebler
Programme Manager – Premium Travel

Caroline Swallow
Marketing Manager – Premium Travel

Nicole Haysom
Media Advisor – Premium Travel
KEY ACTIVITY OVER THE PAST YEAR
TRADE FAMILS CON’D

• Amex trade famil, 10 advisors for 10 days post TRENZ in conjunction with Swain Destinations

• Hosted five premium agents (Tier 2-3) from the UK on a pre-TRENZ famil. American Express Centurion, Quintessentially Travel, Exceptional Travel, Ten Group and Mirus Journeys.

• Hosted Club Faune, our first premium French tour operator (Tier 2-3) on the pre-TRENZ famil.

• Hosted two premium UK operators at TRENZ 2014 – Exsus and Ashdown Travel

• Hosted the Managing Director of Windrose Finest Travel, one of Germany’s leading luxury operators at TRENZ.

• Hosting of 3 Korean Airlines Executives and partners in conjunction with Auckland Airport to showcase the premium offering in New Zealand (pictured).

• Hosting of 2 Japanese premium agents post-TRENZ. Club Tourism Royal Grand Stage & Magellan. (Result from Club Tourism is a 4page colour editorial for custom tours, 30,000 copy dist.)
TRADE FAMILS

• Hosting of 15 Virtuoso advisors over 10 days in May. These advisors were handpicked for this event as the cream of the crop from the Virtuoso network.
TRADE EVENTS- EUROPE

- Destination New Zealand stand at Monaco Yacht Show 2013
- Headline sponsor of the PURE AWARDS 2013
- ILTM Cannes - Dec 2013
- Attendance at the Superyacht Cup 2014 in Palma with NZTE, MFAT and NZ Marine to explore the potential for a 2015 NZ Inc. presence
TRADE EVENTS- AMERICAS

• ILTM Sao Paulo (with Southern Crossings)

• Montecito travel event – 50 high net worth consumers accessed and influenced in a ‘by-invite-only’ forum in Santa Barbara along with only 10 other luxury exhibitors.

• 6 Webinars March/April – 4 with Virtuoso - Eagles Nest and Bay of Islands, Treetops and the Taupo region. A further 2 webinars were conducted with Hawaiian Airlines and Air New Zealand.

• Attendance at LE Miami (June)
Trade Events

TRADE EVENTS- ASIA

- Attendance at ILTM Japan, ILTM Sao Paulo (with Southern Crossings) and Singapore Yacht Show for the first time.
- Exhibited at ILTM Shanghai (June) with 6 New Zealand operators (pictured)
International Media Programme
& PR
INTERNATIONAL MEDIA PROGRAM RESULTS- 28 titles

- Affluent Magazine, Singapore (Sep 2013)
- Robb Report, USA (Nov 2013)
- Voyage de Luxe, France (Jan 2014)
- Robb Report, Singapore/Thailand (Feb 2014)
- Conde Nast Traveller, UK (Feb 2014)
- Le Figaro, France (Mar 2014)
- El Universal, Mexico (Mar 2014)
- Travel & Leisure, Mexico (Mar 2014)
- Travesias, Mexico (Mar 2014)
- Expansion, Mexico (Mar 2014)
- Grupo Reforma, Mexico (Mar 2014)
- Fairfax SMH Traveller, Australia (Apr 2014)
- Escape Travel, Australia (Apr 2014)
- AFR, Australia (Apr 2014)
- Luxury Travel, Australia (Apr 2014)
- Tour de Monde, Korea (May 2014)
- Gate To Travel, Germany (Mar 2014)
- Aspire Magazine, UK (May 2014)
- Travel Weekly, US (May 2014)
- Hotel and Lodge, France (May 2014)
- Sunset Magazine, US / Travel Classics (May 2014)
- Robb Report, US / Travel Classics (May 2014)
- Food and Wine Magazine, US / Travel Classics (May 2014)
- Everyday with Rachael Ray, US / Travel Classics (May 2014)
- Departures, US / Travel Classics (May 2014)
- Cooking Light, US / Travel Classics (May 2014)
- Robb Report, India (June 2014)
- L'Officiel Voyage, France (June 2014)
INTERNATIONAL MEDIA PROGRAM RESULTS

- Luxury Travel Magazine- Aust
- Robb Report, Singapore/Thailand (Feb 2014)
INTERNATIONAL MEDIA PROGRAM RESULTS

- Fairfax Sydney Morning Herald, Traveller, Australia (Apr 2014)
  Sydney Morning Herald (AU)

- Escape Travel, Australia (Apr 2014)
  Sunday Telegraph (AU)
INTERNATIONAL MEDIA PROGRAM RESULTS

- Hotel and Lodge, France (May 2014)
INTERNATIONAL MEDIA PROGRAM
RESULTS

- Fly Fisherman Magazine, US
- Golf Vacations, Singapore
Australian luxury travellers voted New Zealand ‘Best overseas country’ in this year's Luxury Travel magazine's Gold List Awards.

The New Zealand winners of the 10th annual Gold List Awards were:

- Best Overseas Country - New Zealand
- Best Overseas Golf Resort - Cape Kidnappers, Hawke's Bay
- Best New Property to Visit - Aro Ha, Queenstown
- Best overseas boutique property, villa or lodge - Huka Lodge, Taupo
- Best New Zealand property within driving distance of the city - Huka Lodge, Taupo
PARTNERSHIP ACTIVITY
Partnership Activity

PARTNERSHIP ACTIVITY - EUROPE

• Partnership campaigns with premium travel sellers across Europe including Windrose Finest Travel based in Germany, Club Faune in France and Exsus Travel in the UK.

• Partnership with Sodis Travel in Russia to include nine of New Zealand’s lodges in their annual Client Album for the first time, Sodis is Russia’s leading tour operator.
Partnership Activity

PARTNERSHIP ACTIVITY- USA

• Virtuoso Life campaign partnership with Southern Crossings.

• Partnership with Swain Destinations with US Tablet edition of The Robb Report Digital Interactive PDF. (April)

• Ensemble in Canada

• Continued Partnership with Virtuoso
ADVERTISING
SIX MONTH ROBB REPORT CAMPAIGN
DEC 2013 – JUNE 2014

• 6 month campaign focusing on the North American market. It also ran in China, Russia, India, Brazil, Vietnam, Arabia, Turkey, Spain, Singapore, Kazakhstan.

• The campaign ran across print, online and tablet editions, with interactive 100% Pure New Zealand premium advertisements driving readers to the premium pages on newzealand.com.

• The tablet version ran a multi-page interactive advertisement in March/April/May.
New Imagery

PREMIUM BRAND ASSETS

• TNZ have produced 3 new print and online executions to showcase New Zealand's unique luxury offering
SUPERYACHT ASSETS

Tourism New Zealand Photo shoots
• Silvertip in Great Barrier Island
• The Big Blue stills and video
GOLF
The NZ International Golf Strategy was developed and GTNZ (Golf Tourism New Zealand) Advisory Board established.

Purpose of GTNZ is to focus on the supply side – i.e. work with the top tiers of NZ courses to ensure they ‘export ready’.

The essence of the strategy is to develop North and South Island golf trails – with regional clusters of both marquee and local ‘gem’ courses, along with supporting accommodation, food & wine and other activities.
Marketing

• Newzealand.com golf hub pages revamped.

• New imagery featuring NZ PGA golfer Philip Taturangi developed

• Advertising campaigns have run in the US and AU markets

• NZ Open – group of golf journalists from around the world undertook a famil around the NZ Open in Feb. Famil included post event travel to Cape Kidnappers and Kauri Cliffs.
TRADE

• Attended the IAGTO golf show in Hainan, China, in March – significant interest and all seeking very high end product / bespoke experiences

• Attended NAGTO in North Carolina in June.

• New trade /consumer brochure developed.
UPCOMING ACTIVITY
Trade Events

LUXPERIENCE

• Tourism New Zealand has become a major sponsor and destination partner of Luxperience 2014, in conjunction with Air New Zealand. We will be hosting the Media and Buyer Lounge at the event.

• Tourism New Zealand (TNZ) will also increase its exhibitor presence by 70 per cent this year, reflecting the luxury event's growth over its three year history.
Trade Events

LUXPERIENCE

Trade Events

LUXPERIENCE

• Tourism New Zealand proposed Buyer and Media Lounge. Over 350sqm to host Appointment stream, meetings, bar area with New Zealand wine and beer tastings, interactive topographical map and golf hole.
Trade Events

LUXPERIENCE
Trade Events

EUROPE
MONACO YACHT SHOW
24th – 27th September

Tourism New Zealand and ATEED in partnership with a Destination NZ stand in the New Zealand Street.

- Open with an event (e.g. Breakfast) that attracts captains, media, influencers etc and then set up the meetings in the booth over the next few days from this event.
Trade Events

AMERICAS
FORT LAUDERDALE INTERNATIONAL BOAT SHOW
Oct 30 – Nov 3, 2014
Attending

ANTIGUA CHARTER YACHT SHOW
5th – 11th December 2014
Attending
TRADE FAMILS

- Luxperience (Sept) New Zealand famil programme
- Premium famil for 6 German agents (Oct)
- Superyacht Famil for Captain, Brokers and Media post FLIBS (Nov)
- Premium Agent famil from Western markets
TRADE MARKETING COLLATERAL

• Developing and producing a range of Premium Trade Marketing Collateral pieces including Welcome packs, premium itineraries, folders, USB’s and branded stationary.
Partnership activity

AMERICAS JOINT VENTURE ACTIVITY

• Planned activity with wholesalers Swain Destinations American Express Travel, Journese, Ker & Downey Aspire Downunder (as part of the Artisan Traveller) and Absolute Travel

• Planned activity with travel retailers Altour, Andrew Harper, Brownell, Fischer Travel, Frosch, Indagare, Largay Travel, McCabe, Ovation, Protravel, Smartflyer, Travelstore, Tzell and Valerie Wilson
Partnership activity

ASIA JOINT VENTURE ACTIVITY

• Planning with JV partner Country Holidays (Singapore) for event Aug 7 event with Luxury Lodges, Over the Top Helicopters, approx. 25 invited guests and hosted by the NZ High Commissioner.
INTERNATIONAL MEDIA PROGRAM

• Premium media target list for FY15 is currently being finalised

• Target 25 publications- mix of travel, lifestyle and superyacht
MONOCLE MAGAZINE – NEW ZEALAND SURVEY

• Partnership with NZTE, ATEED and Air New Zealand for Monocle Magazine to produce a 44 page survey on New Zealand. It is currently being researched and written and will feature as an insert in the October edition of Monocle – with a circulation of 75,000 globally.
CAMPAIGN MARKETING

• Campaign activity scheduled for September/October in USA and Australia using new creative. These will be impactful double page ads with additional third page to tell the luxury story.
CONTENT MARKETING

- TNZ is working with content marketing agencies to roll out a 12 month strategy of producing luxury content for a targeted list of publications. Content created would include online, print, and video content.
Online assets

LUXURY HUB ON newzealand.com

• The hub comprises of three sections – Luxury Accommodation, Experiences and Superyachts. The first two have been rolled out.
Summary

- Significant progress being made
- Full team in place
- Primary focus has been on developing trade networks
- Increasing NZ’s profile
- Partnerships are critical to success