

Future Destinations

by Ashleigh Owens

1. What kind of destination is it?

New Zealand is as a multi-target market destination made up of two rather remote islands. New Zealand is known for its natural landscape and dramatic geographical features. This is what sets us apart from any other destination in the world and is why more and more people are coming here each year.

New Zealand can offer:

Adventure tourism

- Activities include skiing, rock climbing, caving, river rafting, sky diving, shark cage diving, bungee jumping and many more. In Queenstown Coronet Peak is one of the world's best ski fields.

Cultural tourism

- Maori culture and World Heritage sites such as the Waitangi Treaty Grounds
- Te Papa Tongarewa National Museum and Art Gallery of New Zealand.

Eco tourism/cruises

- Whale watching and swimming with the Dolphins in Kaikoura
- View Albatross and Yellow Eyed Penguins in their natural environment on the Otago Peninsula, Dunedin
- Waitomo's limestone caves

Leisure tourism

- Rest and relax in the Bay of Islands and enjoy golden sandy beach or explore the nature
- Cruise around New Zealand

Geothermal sites and experiences

- Visit volcanic and geothermal areas, hot pools and geysers, all of which can be found in Rotorua
- Thermal pools in Hanmer Springs

Natural Landscape and National Parks

- Visit Tongariro National Park and Fiordland National Park, both of which are World Heritage Sites
- Climb the Glaciers on the West Coast
- Explore the Southern Alps or Stewart Island where may see a kiwi

Art Deco and heritage buildings

- Napier 1930's Art Deco - Historic precinct
- Larnach Castle in Dunedin
- Katherine Mansfield House – Historic house
- New Zealand Railway

Wine tourism

- New Zealand's climate is perfect for fine wine growing, wineries and vineyards. Marlborough is home to New Zealand's Wine where you can sample internationally acclaimed wines.

Rural Tourism

- Visit movie sets from 'The Hobbit' movie which shows casts some of New Zealand's best natural landscape
- Picturesque farm land, complete with sheep and cattle, rustic buildings and meadows
- World known Otago Central Rail Trail - cycling experience

2. What are its geographical features?

- National Parks such as Fiordland
- Subtropical forests
- Volcanic plateau
- Natural limestone caves
- Rugged farm coastline
- Mud pools and Geothermal areas
- Fox Glaciers
- Active volcanoes
- Lake Taupo - Largest lake
- Mitre Peak – Iconic Mountain

Accessibility into New Zealand

Air: Fly

Water: Cruise ships – high number of tourists visit New Zealand on cruise ships

In 2011, 1.5 million domestic visitors and 512,000 international visitors visited Dunedin from Australia, UK, Europe and USA. Dunedin target's the cruise ship market as this is a large tourist market for Dunedin. "From 2011-2012 Dunedin received 195,000 passengers and 12.5% growth". (Tourism Dunedin, 2012)

Accessibility options for travelling around New Zealand

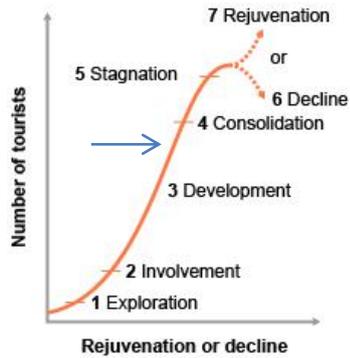
- Rental Cars
- Cycling or Train
- Ferry and boat
- Bus and Coach
- Fly
- Caravan or Motorhome
- Shuttle or Mini Van

3. Which of the five destinational group/s does it come under?

Depending on how long a tourist chooses to travel around New Zealand. They can make it a Multi – centred destination as they could chose to explore different cities in New Zealand

New Zealand could also be a base destination as a tourist could choose to explore the city and surroundings as well visiting other cities.

4. Are they just starting on the destination life cycle model, worked their way up one or two steps, or have they been reinvented after having worked their way through the model?



New Zealand is a young country compared to most industrialized nations but remains one of the most popular destinations in the world. New Zealand offers a diverse and natural landscape and this is what separates us from most countries as a visitor destination. “Recent research suggests that visitor arrivals to New Zealand increase by 1.7% for every 1% increase in world economic growth” (Tourism New Zealand, 2013).

In the past couple of years New Zealand has been getting more exposure through New Zealander’s becoming world champions in sporting events and world - recognized in movies such as ‘The Hobbit Unexpected Journey’s’. In 2012 Tourism New Zealand piggy-backed onto the release of ‘The Hobbit’ movie which show casted New Zealand’s natural landscape to promote New Zealand as an appealing tourist destination.

As the host country this is when we truly started to advertise what New Zealand has to offer as a destination. “New Zealand’s diverse landscapes have been described as the world’s biggest film set” (The Encyclopaedia of New Zealand, 2013) creating Film tourism in New Zealand.

5. What products/services can the destination offer?

- Volcanic and geothermal areas
- National Parks
- Quality dining
- Adventure activities
- Close up wildlife encounters
- Architecture and Heritage
- Art and Cultural Museum’s
- Strong Maori Culture
- Qualmark

6. How is it presently marketed?

Tourism New Zealand is a National Tourism Organisation who markets New Zealand internationally as a quality tourist destination to increase international visitor arrivals. This is done through overseas campaigns and other marketing strategies.

Tourism New Zealand has involvement with i-SITE and business/tour operators that are Qualmark approved to ensure tourists that New Zealand is a quality assurance destination. They also work with travel sellers from across our offshore markets to keep them up to date and to make sure they have an understanding of what New Zealand has to offer. They also make sure that they are offering products that New Zealand’s target market will be interested in and therefore spend money here.

They do this in a number of ways by:

- Involving travel seller partners in the consumer marketing campaigns and assisting them with promoting New Zealand
- Building travel sellers' and product planners' knowledge of New Zealand regions and products

- Training frontline sellers to help them increase their New Zealand sales

New Zealand is presently marketed around the world through Tourism New Zealand's "100% Middle Earth, 100% Pure New Zealand Campaign".

This campaign used the release of the 'The Hobbit' (Unexpected Journeys) to help promote New Zealand as a quality tourist destination. This was done through digital and social media. The movie show casted some of New Zealand's natural landscape which shows tourists what they would expect if they visited here. In early 2013 data 10% of international visitors visited New Zealand because of viewing the natural landscape in 'The Hobbit' movie and wanted to experience it for themselves.

"Our 100% Middle-earth, 100% Pure New Zealand campaign continues to have a positive effect across offshore markets providing additional motivation and reason to travel to New Zealand." (Tourism New Zealand, 2013).

Target Market

Tourism New Zealand needed to change their marketing strategy and campaign direction to raise the international visitor arrival numbers. "Tourism New Zealand completed research to identify who these people are, what's important to them, what appeals them about New Zealand and what a New Zealand holiday would look like for them". (Tourism New Zealand, 2012.)

From the information gathered Tourism New Zealand found that their target market was "Active Considerers" (18-29) which are people considering travelling to New Zealand in the future. Tourism New Zealand came up with a new campaign direction targeting market "Youth" and the main countries are UK, China and Australia. To make New Zealand a top destination to "Youth" Tourism New Zealand have focused mainly on promoting New Zealand as a fun and adventurous destination to this target market to achieve higher tourists numbers as we need to convert more Active Considerers into actual visitors.

"Currently the size of the global pool of Active Considerers is 60 million across six markets, representing a large audience for Tourism New Zealand to market." (Tourism New Zealand, 2013).

Image of New Zealand in the eye's of visitor's

Research shows that visitors are drawn to New Zealand by our beautiful landscape and scenery. Other characteristics that drive a tourist to New Zealand opposed to other countries include being recognised for being a safe destination to visit, having friendly people and being a place where visitors can relax and rejuvenate." (Tourism New Zealand, 2013)

Branding/logo

New Zealand's brand is '100% Pure New Zealand'. The shape of New Zealand is incorporated in the logo representing our country-of-origin being pure. New Zealand being a destination that is 100% Pure which is the message we want to get across

Tourism New Zealand's Website

Tourism New Zealand's website show casts New Zealand's natural landscape with a quote "New Zealand, home of Middle Earth."

7.What marketing strategies would you use to attract visitors to the destination in the future?

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1. **Marketing plan would be produced around New Zealand sporting achievements**

New Zealand is a country of 4.4 million people and has some of the world's top teams and athletes. How does New Zealand produce some of the best athletes in the world being such a young and small country compared to the rest of the world? Travel to New Zealand to find out.

Some of New Zealand's top teams and athletes are as listed:

- Valerie Adams (Olympic and a four-time World champion in Shot put)
- Hamish Bond and Eric Murray (Rowing World Champion's and totally unbeatable!)
- All Blacks (Rugby World Cup holders)
- Silver Ferns (Netball World champions)
- All Whites (Soccer World Champions which boosted us in the soccer world)
- Football Ferns (Football World champions)
- Black Sox (Softball champions- 6th world title)
- David Tua (Boxing)
- Yaughting Potentially The America's Cup holder's

Through these sporting achievements New Zealand is show casted internationally as being a great sporting nation, attracting a wide range of international publicity.

How this will be promoted to the world?

Through social media and tools; some of which could be:

- Television
- YouTube
- Newspaper
- Word of mouth
- Magazines
- Twitter and Facebook

All of these would promote international awareness on New Zealand attracting a wide range of potential visitors.

Promotional tactics to the world show casting New Zealand

In this clip, Athletes could be training in their common ground somewhere in the natural scenery which would be show casting New Zealand's natural landscape. They could be talking about how great New Zealand is as a training ground and what New Zealand has to offer in terms of scenery and adventure.

These world-known athletes could potentially influence an increase in international visitors by training in the natural landscape to show visitors what they can experience for themselves if they came here. "Come and see the training group for yourself, we produce so many diverse athletes therefore there are many places to visit. It's through our lifestyle and natural landscape in which provides a good training ground for our athlete's.

If New Zealand wins 'The America's Cup' this would bring more international visitors and potentially tourist groups creating more international visitors.

8. Lastly reflect on what you have found out - ask yourself on a scale of 1-10 how successful you feel this destination will be and describe why this is so?

I have a good feeling that New Zealand will be a top future destination as we are a multi-target market destination with varied landscape and a diverse range of geographical features. This is what sets us apart from any other destination in the world which more people are understanding and why more and more visitors are visiting each year.

- Tourists can do anything here from relaxing on the Bay of Islands too jumping out of a plane; we are a multi-target market destination.
- We are one of the safest countries in the world which is appealing for a tourist when making travel arrangements.
- Through Tourism New Zealand piggybacking onto 'The Hobbit' movie we now have had exposure in association to Film Tourism which could offer an opportunity to enhance our image internationally as having a diverse landscape and dramatic geographical features. We could potentially become a 'Film Tourism' destination in the future which would increase international visitor arrivals.
- In a recent UK poll in the Britain's Daily Telegraph newspaper, New Zealand was voted 'The best Tourist hotspot' and 'Favourite worldwide country' in a poll of 17,000 readers. They also voted Air New Zealand third best as a long-haul airline. Both of which will enhance our chances of more potential international visitors.
- In the next 12 months "Chinese visitor numbers to New Zealand could easily increase by 46%." According to the China Outbound Tourism Research Institute. New Zealand is being widely discussed in Chinese social media and young wealthy Chinese want quality tourism products and services. "Activities such as heli-skiing, bungee jumping, and zorbing are recommended via social media as the must-try activities in New Zealand." (One News, 2013)

Improvements and challenges needed for potential Chinese Markets

- I feel that we could potentially work on improving the experience for our Asian visitors in terms of accommodation, food and beverage and personal service.
- "The challenge for New Zealand is to have the infrastructure in place to handle the growth, we need people on the ground who understand the Chinese market and their culture. Relevant training is the key to this.

9. Provide some (at least 3) supporting resources eg. links to support what you are writing about. These need to be social media resources like the ones below:

1. This article is called about UK voting New Zealand the top holiday destination in a recent survey

http://www.nzherald.co.nz/travel/news/article.cfm?c_id=7&objectid=10847752

2. This article is about Chinese visitor numbers increase to New Zealand

<http://tvnz.co.nz/national-news/more-chinese-travel-nz-research-institute-5581438>

3. This article is about Tourism New Zealand's Marketing Strategy to increase international visitor numbers.

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