

**NorthlandInc**

Growing Northland's Economy

Kia tupu ai te ōhanga o Te Tai Tokerau

# Northland Tourism Tactical Marketing Plan

1 JULY 2016 –  
30 JUNE 2017



# This Plan outlines Northland Inc's Tactical tourism initiatives for the Year 01 July 2016 to 30 June 2017.

This tactical framework has the overall objectives of;

- increasing Northland presence and profile in developing offshore visitor source markets
- gaining better domestic market cut-through and performance for the main sub-regional destinations within Northland
- maximising the use of PR and media visit activity to raise international and domestic consumer awareness
- building and developing trade relationships inside New Zealand and offshore
- having a focus the development and supply of motivating destination content for delivery to third party channels.

The annual plan framework will be consistent to 30 June 2018, although priorities and programme details may alter during the period dependent on; trend or marketplace changes that occur, on industry feedback and investment levels and as the Northland Regional Growth Study Action Plan continues to roll out.

The Plan for this year includes a continuation of the expanded destination marketing programme, made possible by an increase in the annual funding available to NINC for Regional Promotions from Northland Regional Council as well through formation of the member-funded Northland International Marketing Group (IMG). Additional funds will be used to activate more in-depth activity in those markets prioritised by

potential to build shoulder-season visitation and increase spend. Continuation of this funding for each of the next three years is dependent on the Tactical Pan meeting annual KPIs agreed between NINC and NRC, and on continued support for the IMG.

## NORTHLAND INC'S MISSION

**To strengthen, diversify and grow the Northland economy.**

## PRIMARY WORK STREAMS



## REGIONAL PROMOTION / AREAS OF ACTIVITY



To find out more visit [www.northlandnz.com](http://www.northlandnz.com)

## Market Development Priorities

1. Domestic Leisure – refine sub-regional destination offerings, Auckland focus, target new New Zealanders, work with local groups via Twin Coast partnerships
2. Australia – Repeat visit market, expand in-market trade relationships
3. China – high end FIT focus, work with China-ready operators, expand trade and social media profile
4. Latin America – profile building, spearhead Northland marketplace entry
5. India – Build on mid-2016 marketplace visit initiative, strengthen trade relationships
6. USA – re-enter marketplace via TNZ trade initiatives

## Planning

As the Regional Growth Study Action Plans rolls out, continually integrate Tactical Marketing Programme to align with and support development projects. Twin Coast Discovery Project to lead infrastructure and product development initiatives. Focus is on seasonality, regional spread and product dispersal, enhanced promotion.

## Destination Communications - Approach

Communicate a different destination make-up dependent on target audience; Bay of Islands icon destination building, one-region umbrella for developing markets, three sub-regions and touring for international western markets, 6-8 sub-regions for domestic. Increasingly move to thematic communications via Twin Coast Byway route development.

## Coordination

Trade and media visit coordination continues as a top priority. This year, trade and media activity will be delivered separately.

## Digital and Content

Stronger focus on development of image and editorial content for supply to media channels and trade partners, digital activity allocated more priority / resource, especially social media.

**Tourism contributes \$932m to the Northland Region's economy and 3.7% of Northland's GDP. Domestic visitors spend \$709m (76%) and international visitors spend \$222m (24%).**

(MBIE Regional Tourism Estimates April 2016 / Infometrics, Northland Region Economic Profile YE Dec 2014)

## Tourism Structures and Industry Liaison

New partner programmes assessed with industry, focus on industry buying preferred services rather than ongoing administrative structures.

## Product Development

Continue revamp of Twin Coast Discovery Protect, support Northland Regional Growth Study initiatives, support tourism cases for investment and growth reserve funding applications.

## TACTICAL PROJECTS

NORTHLAND REGIONAL PROMOTIONS & TOURISM TACTICAL PROJECT CALENDAR FY 2016 - 2017				
Month	Date	Activity	Details	Partnership
JULY	29	IBO Sales Calls	Sales calls to Auckland based IBO's	IMG members invited (max. 3 operators invited)
	11 -- 13	Kiwi Link India	TNZ run trade training in market. The event serves as a platform for NZ operators and RTO's to interact with product manager, planners and owners from India	IMG members invited to attend alongside NINC. Operators must purchase their own booth
	15	Singapore Frontline Training	Training of Singaporean based Frontliners	IMG members invited to attend alongside NINC. Operators must purchase their own booth
AUGUST	3 -- 4	IBO Sales Calls	Sales calls to Wellington based IBO's	IMG members invited (max. 3 operators)
	5	IBO Sales Calls	Sales calls to Auckland based IBO's	IMG members invited (max. 3 operators)
SEPTEMBER	1 -- 2	IBO Sales Calls	Sales calls to Auckland based IBO's	IMG members invited (max. 3 operators)
	TBC	TNZ RTONZ Mega Meet	TNZ and RTO's meet	RTO event only
	12 -- 16	Kiwi Link Latin America	Trade Training event that will cover both product development and training activities	IMG members invited to attend alongside NINC. Operators must purchase their own booth
	28	IMG Quarterly Meeting	Third quarterly meeting for IMG members	Open to all IMG members
OCTOBER	TBC	IBO Sales Calls	Sales calls to Auckland based IBO's	IMG members invited (max. 3 operators)
	14 - 18	New Zealand Flight Centre Famil	10 Flight Centre Agents to visit Northland on a famil	Operators as per famil itinerary
	21 - 27	Australia visit	Sydney, Melbourne reservation, frontliners and wholesalers trip	IMG member invited (max. 3 operators)
	TBC	Northland Visitor Guide	NVG to be distributed Oct 2016	Big Fish and all Northland tourism operators
NOVEMBER	13 --18	Best of New Zealand Showcase Series 4 - North America	Roadshow taking in 4x North American cities which includes exclusive events for top product travel advisers, training and presentations at top tour operator partners, consumer night events, retail travel agent events	IMG members invited to attend alongside NINC. Operators must purchase their own booth
DECEMBER	6	IMG quarterly meeting	Fourth quarterly meeting for IMG members	open to IMG members and new prospective members for 2017
JANUARY				
FEBRUARY				
MARCH	TBC	TNZ Australian trade event	TNZ Wholesale product manager and RTO event	RTO event only
	TBC	Sydney Sales Calls	Sydney based wholesaler sales calls	IMG members invited (max. 2 operators)
	TBC	Brisbane Sales Calls	Brisbane based wholesaler sales calls	IMG members invited (max. 2 operators)
	TBC	IMG Quarterly Meeting	First quarterly meeting for IMG members	Open to all IMG members
APRIL	1	Northland Tourism Product Directory	2017 NTPD released	Big Fish and Trade-ready tourism operators
	TBC	RTONZ Inbound Trade Event	RTO, IBO & TNZ trade event	RTO event only
MAY	TBC	TRENZ	NZ's biggest travel trade show which connects NZ tourism industry with buyers from all over the world	Northland operators are invited to attend in the Northland stand. Operators must purchase their own booth
JUNE	TBC	IMG Quarterly Meeting	Second quarterly meeting for IMG members	Open to all IMG members
Ongoing Activity		Trade familiarisations	Coordinate and host TNZ and non-TNZ famils to Northland	Famil coordinated with industry involvement as required
		Conference familiarisations	Coordinate famils for conference buyers as required	Famil coordinated with industry involvement as required
		Media familiarisations	Coordinate and host TNZ and non-TNZ famils to Northland	Famil coordinated with industry involvement as required
		Operator visits	Ongoing programme of operator visits / regional group meetings	Coordinated with industry as required
		Wider industry relationship building and collaboration	Build and develop relationships with key national level industry partners	
		Media, trade and conference content and information requests	Respond to media, trade and conference information, trade and media requests as and when needed.	Coordinate Northland content
		TNZ Trade event training	Trade training for wholesale agents from key markets into NZ	Coordinate Northland content
		Website updates	Continue to update the visit section of www.northlandnz.com	Coordinate Northland content
		Monthly content	Delivery of content based on themes which change monthly to be pushed out through various channels (including social media)	Coordinate Northland content



# Contact

For more information on Regional Promotions  
and Tourism in Northland please contact:

## **Northland Inc**

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