

NorthlandInc

Growing Northland's Economy

Kia tupu ai te ōhanga o Te Tai Tokerau

Regional Promotions Report

Six months to 31 December, 2015



Introduction

The extended Regional Promotions Programme commenced in late September 2015, after the KPIs were signed-off by NRC CEO. This report then covers three months activity until 31 December 2015.

Business Growth Programme Highlights

- The forestry First Region Lumber coalition has been formed with four companies under a new structure
- Northland Inc intervention allowed for double the number of attendees to make it to the Taste of Auckland show, a new 'Savour' brand was developed and enhanced the regional offerings at the show
- Secondment relationship was developed with WDC (.25FTE) to ensure stronger focus on investing in Northland
- Landing pad activities, (outside NEAP projects) includes inviting investors to look at \$26 million worth of deals in the private sector (Northland wide), and strengthening relationships with investors across NZ
- A new coalition of tourism businesses has been formed, under the title of Northland International Marketing Group. Group members will pay an annual membership fee of \$2,500 to fund an extension to Northland Inc's offshore tourism marketing, allowing for an extension of activity to take place in developing markets including China and South America and, if an analysis to be undertaken in Q1 2016 confirms the value proposition, India also.

Destination Marketing

Tactical Plan

- To date four new sellers have committed to featuring Northland in their in-market holiday programmes
- The trade familiarisation 'season' for 2016 will focus on the February to May period, in line with Tourism New Zealand's current focus on shoulder season activity and due to peak season capacity constraints emerging around the country given the current high levels of international visitor growth.

Conference

- The additional funding now allows for the re-introduction of a conference marketing function within Northland Inc, with the programme to be developed by Q2 2016.

Trade Channel Marketing

- A significant result of the additional funding provision has been the confidence given to businesses to invest more in international trade marketing onshore, through the annual TRENZ buyer-seller exchange to be held in Rotorua in 2016
- By year-end 2015, 15 Northland tourism businesses had paid their deposits to attend the trade show in 2016, up from just 6 in 2015
- Northland Inc has made a small subsidy available to encourage first time participants to attend totalling \$6,000, while total industry investment in the show has grown to approximately \$150,000 for 2016
- Northland Inc will extend activity into China and South America in 2016, participating in Tourism New Zealand's 'Kiwilink' trade shows in both marketplaces in late 2016.

Digital Marketing

- At year-end 2015, digital results showed an extension of audiences reached across both our website and social media channels. Changes in the reporting available via Google Analytics means some measures have now been superseded
- A major photoshoot was completed in November 2015, using internationally renowned destination specialist photographer David Kirkland. Some 60 images were added to the image library, with all shots created having a 'campaign focus' and featuring people-interaction as a central theme
- A Chinese language Trade Directory of tourism products and services was published in October 2015, and is being distributed via Chinese trade channels; this production was cost-neutral due to industry advertising contributions.

Regional Promotions Programme 2015/2016

Business Growth Programme	Baseline	Expanded Programme	Performance Measures	Budget Allocation	Results as at 31 Dec 2015
Northland's driver industry sectors benefit from strong industry promotion, coordination and collaboration	No baseline activity	Coalition, Collaboration and Promotion Programme	<p>4 new coalitions created</p> <p>40% co-funding achieved from private sector in implementation of coalition work programme</p> <p>Coalition Activities represent a regional brand in new market developments</p> <p>At least 2 new export deals facilitated</p>	<p>\$120,000</p> <p>Coalition contribution actual (\$41,049)</p> <p>(Coalition contribution committed \$30,000)</p> <p>YTD Actual \$17,023</p>	<p>Formation of the Northland International Marketing Group in the tourism sector.</p> <p>Formation of First Region Lumber forestry marketing coalition:</p> <ol style="list-style-type: none"> 1) 4 companies working together under a new company structure 2) Actively quoting on export deals (3 completed) <p>Formation of Savour Northland Food and Wine and attendance @ Taste Auckland</p> <ol style="list-style-type: none"> 1) 8 Company Attendees 2) International PR and exposure

Coalition contribution
(\$14,215) matched
funding

3) New sales channels
developed

Coalitions workshop held to
29 attendees – “How to
Cluster”

YTD Actual \$3,795

Formation of Te Nota, Maori
miere collective

Coalition contribution
Actual (\$2,488)

Landing Pad
programme
developed

Alignment and
development of activities
to develop an ‘embassy’
for potential inward
investment

\$30,000

YTD Actual \$3,682

One workshop held –
Foreign Direct investment to
20 attendees

At least two inward
investment delegations
hosted

Coalition contribution
(\$3,500) in kind

One inward delegation held

Qualify and present 2
regional investment
opportunities.

Destination Marketing Programme	Baseline	Expanded Regional Promotion Programme	Performance Measures	Additional Budget Allocation	Results as at 31 Dec 2015
<ul style="list-style-type: none"> Annual Destination Marketing Tactical Plan 	<p>Australia - TNZ campaign, TNZ wholesaler event offshore</p> <p>China – Inbound Operator focus</p> <p>Domestic – Reactive media programme</p>	<p>Re-prioritisation of offshore market programme to address seasonality issues</p> <p>Australia – repeat visit segment focus with active marketplace sales programme</p> <p>An expanded inbound operator focus across all developing markets</p> <p>China - trade show investment & visit with TNZ</p> <p>South America - trade show investment & visit</p>	<p>10 new wholesale and inbound sellers of NZ holidays who include Northland product(s) annually</p> <p>3 trade famils visit Northland as a result of NINC marketplace activity</p> <p>Report on India market potential for Northland completed by March 2016</p> <p>Establish measurement matrix and measure domestic campaign results to include; awareness generation, response rates and website tracking (no current activity or baseline)</p>	<p>\$92,000</p> <p>YTD Actual \$13,345</p>	<p>Four new sellers of Northland:</p> <ul style="list-style-type: none"> Paul Georgi - Alternativ Tours - Germany Jenny Huang - GZJoy - China Rex Huang - Brastel Phoenix - China Tiina Stewart - Pacific Destinations - IBO <p>India market Potential Report 1st Quarter 2016</p> <p>Measurement Matrix 2nd Quarter 2016</p>

with TNZ

India - assessment
of market potential
for Northland

Expansion of
domestic sub-
regional marketing
activity with district
promotional groups

● Conference Marketing

Attend annual Meetings
trade show

Ad-hoc response to
requests for Northland
Conference programmes

Expand programme
to attend Convene
trade show and
creation of a new
bid-support
programme
including update of
Northland offering.

Development of
conference section
of new northlandnz
website

Development of
conference seller

Expansion of
conference seller
database to include
those who are familiar
with Northland's
conference offering by
10% from 1,382 to 1,520

Conference section of
new website
established and visits
by purpose to section
tracked. Target
increase from 213 page
views to 500

\$27,000

YTD Actual \$5,756

Conferences held with
NINC Support:

- International
Police Association
– October 2016
- Golf Source – Face
2 Face Events –
March 2016

Conference Section of
website 2nd Quarter
2016

familiarisation programme

5 conferences held in Northland as a result of NINC bid support

Famils operate off-season, 2nd Quarter 2016

Operate 3 famils of Northland by productive conference sellers

● Trade Channel Marketing

TRENZ

Additional trade shows attended:

Market intelligence gathered and disseminated via monthly email to Northland operators

\$64,000

YTD Actual \$7,625

TRENZ May 2016 presence increased from 6 to 15 Northland operators

RTO / IBO Day

China Kiwi Link

Latin America Kiwi Link

Effective trade relationships developed

China Kiwilink scheduled for Oct 2016

TNZ Market Insights Australia

Expanded marketing activity in Australia

-

Expanded Trade Training Programme for travel

Latin America Kiwilink scheduled for Sept 2016

wholesalers and retailers of NZ/ Northland holidays

Trade database expanded by 10% from 2,120 to 2,322, all from priority markets

Ongoing. Increased by 90 as at 31 December.

Trade familiarisation activity expands in

priority markets;

China 5 increase to 7

Australia 3 increase to 5

Latin America 0 increase by 1

India 1 increase to 2

Famil Results

- TNZ staff famil – all markets – Oct 2015
- Hong Kong Premium famil – Oct 2015

• Digital marketing

Website maintenance

Ongoing programme of regular content updates on website

Page views increase 10% from 728,000 (2015 base) to 801,000

\$67,000

YTD Actual 18,882

Occasional social media activity via Facebook

323,377 page views

Reactive approach to content and information requests

Development of expanded social media programme including Instagram, Twitter, Facebook, YouTube (includes 'pay for' content)

Pages viewed per session increase 10% from 3.19 (2015 base) to 3.50

Google Analytics no longer reports on pages viewed per session.

Expansion of image library from contracted photo shoot activity

Average session duration increases 10% from 2.49 seconds (2015 base) to 2.75

Google Analytics no longer reports on session duration.

Social media measures;

Facebook likes increase

Plan developed for content distribution through targeted digital and traditional media channels including modest digital advertising programme	10% from 5,162 to 5,680		
	Twitter followers increase 10% from 3,551 to 3,906		5,383 likes
	Instagram account established, target 100 followers in year one		3,829 followers
	Minimum 50 additional hero images added to image library		23 followers. Prioritised for 1 st Quarter 2016.
	15 media articles published online as a direct result of NINC content submissions and information requests		60 images added to northlandnz.com online library from Nov shoot with David Kirkland.
			Seven articles published/content submitted.

- Collateral production Production of: Additional display 3 banners renewed \$10,500

Northland Trade
Directory

material including
banners produced

Northland Visitor Guide

Production of
Chinese version of
the Northland Trade
Directory

Chinese Trade
Directory produced by
April 2016

Chinese Trade
Directory completed
Oct 2015

- All corporate communications refer to and reinforce the brand story

Reactive
communications
undertaken

Proactive
communication plan
developed focusing
on driver industries
of Northland
economy and
Northland success
stories

EAV totalling \$3m
resulting from proactive
media stories for driver
industry sectors

Costs spread
amongst other
project budgets

