

Tourism Strategy FY 2022

- Grow the West Coast Brand and desire to visit the West Coast – *continue to promote the West Coast domestically and prepare the return of international visitors*
- Support the recovery of our tourism industry and emerge stronger out of the crisis
- Accelerate recovery by increasing the Coast market share and market portfolio

Six focus Areas FY 2022

- Build brand desire for the West Coast domestically
- Prepare for the return of international markets
- Be compelling and nimble on how we promote the region
- Support industry to deliver quality visitor experiences
- Support industry with a vision supported by data and research
- Be the voice of the West Coast Tourism industry

Domestic strategy

Build Awareness

- Understand our audience – our personas
- Invest in our brand
- Build momentum for campaigns

Inspire

- **Develop compelling content** through social, earned and paid media
- Drive our Icon and sub icon strategy
- Focus on earned media and PR

Interest

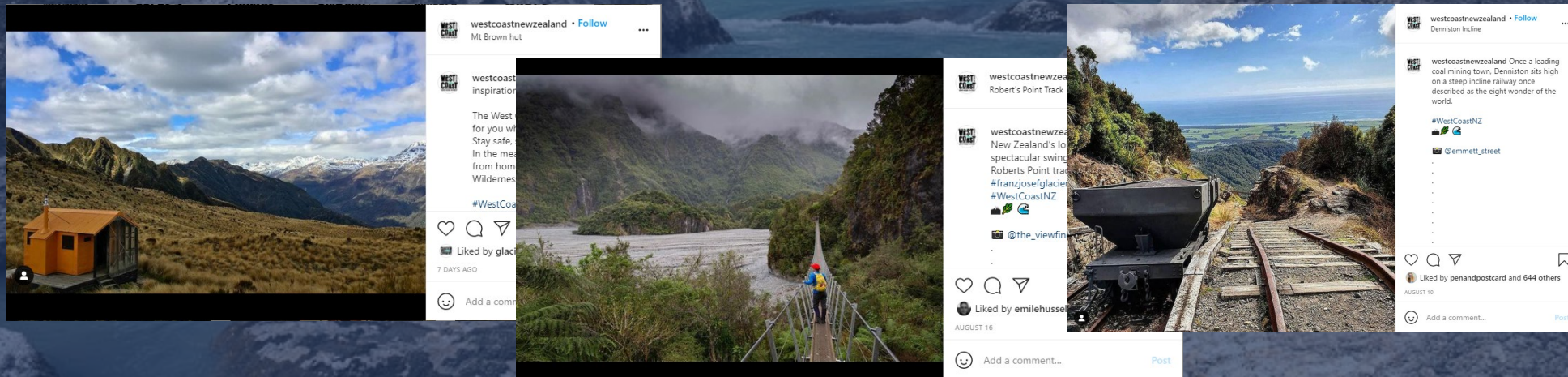
- Leverage compelling content through Westcoast.co.nz
- Enhance exiting content from partners
- Leverage partnerships and campaigns

Action

- CRM-based retargeting
- Deals
- Tactical campaigns

Lock-down strategy

- Continue to inspire kiwis with compelling social content
- Refresh our content
- Update our visual assets
- Prepare for campaign activity when levels cycle down



Lock-down exit strategy

- **Be first to market with high impact conversion campaign**
- Increase activity with paid and earned media
- Increase intent and interest social media activity
- Make the most of the post-lockdown pent-up demand
- Capitalise on high appetite for domestic holidays and focus on the upcoming **Summer campaign**
- Work with partners to enhance our reach

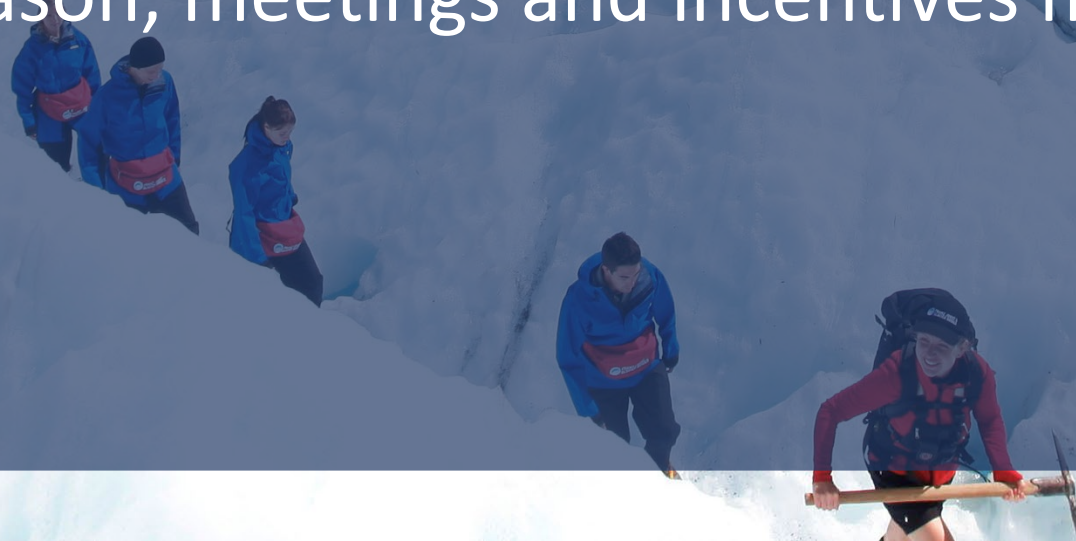
Our last campaign: Hands on



- Raise awareness
- 2.5 million impressions achieved by the Display campaign
- \$0.02 Cost per view with 577K impressions on YouTube campaign
- In excess of 10,000 competition entries
- First retargeting campaign

Get involved

- Update your listing on Westcoast.co.nz
- Update your listing on Newzealand.com
- Load your operator deals on Newzealand.com
- Stay active on social media – tag #westcoastNZ
- Reach out to our team: consider new products for the summer season, meetings and incentives markets



The big deal

- The new West Coast API pulls directly from NewZealand.com
- Deals will be broken down into categories
- Deals will be reviewed quarterly and optimised by popularity

Deals Hokitika



FROM \$295

LUXURY DOMESTIC TRAVEL DEALS!

Rimu Lodge boutique accommodation is the only 5-star bed and breakfast in the West Coast region.

Deals Hokitika



PER PERSON \$99

HOKITIKA GORGE & ECO BOAT CRUISE TOUR

Hokitika Gorge & Eco Boat Cruise Tour

[LEARN MORE](#)

Deals Franz Josef & Fox Glaciers & Glacier Country



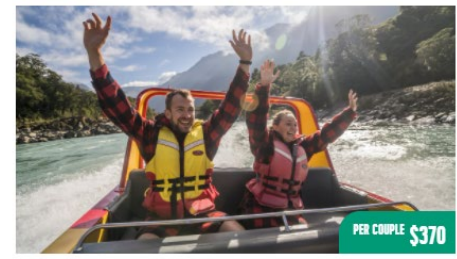
BURGER DEAL \$20

BURGER THURSDAY AT ALICE MAY!

Burger Thursday Deal! At Alice May Restaurant & Bar

[LEARN MORE](#)

Deals Haast



PER COUPLE \$370

WAIATOTO RIVER SAFARI COUPLE SPECIAL

Couples - Enjoy a river safari and whitebait taster!

[LEARN MORE](#)

A dedicated section Westcoast.co.nz

- Check in regularly westcoast.co.nz under business

The screenshot shows the West Coast website's 'Resources for Tourism Operators' page. At the top, there is a navigation bar with the West Coast logo and menu items: Visit, Live, Business, and Development West Coast. A search icon and a language selector (EN) are also present. The main header features a large image of a man presenting to a group of people, with the text 'RESOURCES FOR TOURISM OPERATORS' and a sub-headline: 'Keep up to date with the latest tourism industry news, events and activities happening in the West Coast region.' Below the header, there is a breadcrumb trail: '← Business support'. The page is divided into two columns. The left column contains a sidebar with a list of links: 'COVID-19 business support', 'Business support' (which is expanded to show sub-links like 'How can DWC assist you?', 'Regional Business Partner Network', 'Upskill West Coast', 'Business Events, Training & Workshops', 'Tourism Recovery & Re-Set Kickstart Plan', and 'Resources for tourism operators'), 'Commercial finance & lending', 'Business events, training & workshops', 'Plan your business event', 'Statistics & resources', and 'Leading Light Business Awards'. The right column has a section titled 'WEST COAST VISITOR INDUSTRY' with an introductory paragraph and contact information. Below this, there are three image thumbnails with captions: 'Home' (showing hands holding a map), 'Trade' (showing a group of people in a meeting), and 'Business' (showing a laptop with charts).

Meet our Team



Géraldine

Travel trade



Patrick

Destination and
tourism strategy



Geoff

Repositioning
Glacier Country



Louise

Business events

Meet our Team



Jo

Economic strategy
to grow the region



Ian

Business support
& capability
building



Alexander

Business support
& capability
building