



## DESTINATION KAIKŌURA

**Destination Kaikōura (DK) is the key external, industry-facing promotional arm (RTO) for tourism in Kaikōura.**

The visitor industry makes a valuable contribution to the economic wellbeing of Kaikōura and directly provides approximately 40% of our GDP and workforce.

Kaikōura District Council funds the full suite of activities undertaken by Destination Kaikōura by way of a rate collected from all commercial businesses.

The key role of Destination Kaikōura is to ensure our region is well represented to our industry partners which in turn creates opportunities for our brand and our profile to grow. This growth provides economic benefits to our operators which flow on to the entire Kaikōura community.

We have valued relationships with: Tourism New Zealand (TNZ), Regional Tourism Organization NZ (RTNZ), Christchurch International Airport Ltd (CIAL), Christchurch NZ (CHCNZ), Alpine Pacific Touring Route (APT), Top of the South Touring Route (TOTS) other RTO's and neighbouring RTO's such as Visit Hurunui & Destination Marlborough. To work alongside of and be represented by these organisations in the marketplace, Destination Kaikōura pays an annual contribution to assist with the cost of campaigns and marketing opportunities that deliver value for our businesses & community.



# A QUICK OVERVIEW OF SOME OF THE ACTIVITIES COORDINATED BY DESTINATION KAIKŌURA ARE:

- Campaign planning, execution, and management
- Organising and hosting media famils, journalists, film shoots and photography opportunities.
- Industry training, support, and networking opportunities
- Responding to media requests and PR
- Membership engagement and liaison and regular newsletters to stakeholders
- Brand development, refreshed marketing assets and creating vibrant and compelling content, with longevity and clear messaging about who we are.
- Data base management and member engagement, workshops,.
- Social media presence to promote Kaikōura using our valued hashtags, eg #uniquelykaikoura, #Kaikoura #kaikouranz #aptroute #topofthesouth
- Implementation of our Destination Management Plan which represents the goals and aspirations derived from tourism for the benefit and wellbeing of all who live here.
- Support for development of new products which create a broad range of experiences ensuring we cater to and connect with a greater slice of the market.

In everything we do, our focus and investment is committed to delivering results in growing tourism's economic contribution to Kaikōura.

Tourism New Zealand's role is to promote New Zealand across the globe. The RTO's role is to promote Kaikōura both domestically and internationally.

We do this through our tourism website, brand, social media channels, representation at events and expos, production of maps and brochures, and by hosting media and industry famils. Activity is determined by our regional strategy and business planning, our marketing channels and partnerships and delivered by knowledgeable and informed expertise using the latest research and insights from our sector.

This fulfills our role as a Regional Tourism Organisation.

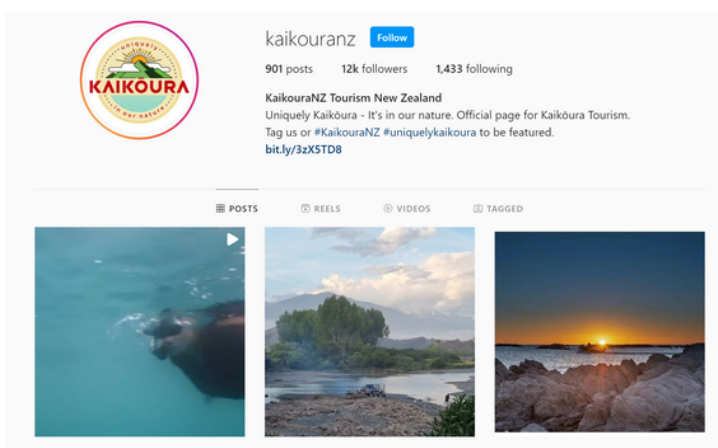


# WHAT DOES DESTINATION KAIKŌURA DO?

Monthly newsletters updating our members with relevant information, updates, and upcoming events. Awesome imagery and video content keeps readers coming back for more. We have over 9k Facebook followers and 12.6k Instagram fans. We use these social media sites to feature quality content showcasing our awesome scenery and attractions to get people inspired about visiting Kaikōura. Campaigns will form part of our workload and you can be involved by supplying us with content.

The target market for most of our work live beyond our boundaries, including our absentee holiday home-owners. If we are targeting people offshore much of our work is done through the travel trade and in partnership with Tourism New Zealand (TNZ) reaching consumers Internationally. When the timing is right we will ramp up our marketing in Australia and other key international markets, we will work in partnership with Christchurch NZ, Alpine Pacific Touring Route, Top of the South and our with neighbours in Marlborough and Hurunui.

[www.kaikoura.co.nz](http://www.kaikoura.co.nz)



## THE COAST WITH THE MOST

Few places in the world can boast of such natural wonders as those offered by land and sea in Kaikōura

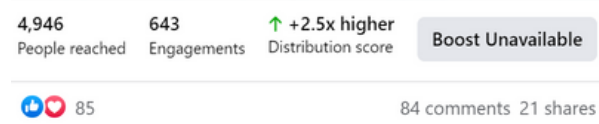
Kaikōura is the northern-most district within the Canterbury region and is easily accessible with a 2.5hr drive from Christchurch. To the North is the port of Picton just 2hrs drive, where you can catch the ferry across to Wellington.

Self-drive visitors can explore the North Canterbury region by following the Alpine Pacific touring route, which links Kaikōura with Hanmer Springs and the Waipara wine region, just 45mins North of Christchurch.

For updated road and travel time information to/from Kaikōura check [nzta.govt.nz/traffic](http://nzta.govt.nz/traffic) website.

[DISCOVER MORE](#)

4,946 People reached   643 Engagements   ↑ +2.5x higher Distribution score   Boost Unavailable



# DESTINATION KAIKŌURA INTERNATIONAL WORK

Kaikōura has built a remarkable reputation in the international travel trade sector.

Destination Kaikōura works closely with our International marketing Alliance (IMA), Christchurch, Canterbury, West Coast regions - a trade marketing alliance which promotes travel through this area with offshore travel sellers through in-market events and webinar training.

In a pre-covid environment part of our role as Destination Kaikōura was to attend trade shows offshore to promote the region to international trade partners and consumers. Tourism New Zealand runs several specialised New Zealand trade shows around the world, which Destination Kaikōura attended representing the whole region.

In 2017 Tourism New Zealand made an unconditional rule that they would only accept formal applications from quality-assured operators (for example [Qualmark](#) licensed operators) for trade events. We assist and support our members in their efforts to become Qualmark certified.

TRENZ offers sellers (operators) the opportunity to meet a comprehensive range of tourism buyers from around the world. TRENZ is an appointment-based exchange, built on matching buyer's interests with Kaikōura businesses which provide consistent, high quality service and experiences and most importantly pay a sales commission on bookings transacted with the travel buyers (agents). This is known as being "export ready" in the tourism sector.

It is suggested that tourism operators who want to conduct business directly with international buyers should plan to attend TRENZ for two to three years before committing to an overseas tradeshow. The experience gained at TRENZ will help establish your product in the international a market place and give you a strong base on which to grow your international visitor levels.

## **Advice for Operators considering offshore marketing and promotion**

An important part of the role of Destination Kaikōura is to work through the inbound market trade partners, ensuring they have a good understanding of the destination and the scope of products and experiences in the region. We also connect regularly and train these inbound tour teams. Many international buyers finalise their buying through an inbound tour operator. Before attending an international travel show, you should first have established relationships with inbound operators in New Zealand.



## BUSINESS AND GROUP TOURISM

Destination Kaikōura is developing its role as a conference and events destination. Kaikōura grows close to having potential for hosting small groups and bespoke events. To help event managers & group business planners see the potential in the region and to assist them in bringing their event here, please update our experienced team on what you can offer the business and group tourism area of the market.

### **Media and PR is an important part of the work done by Destination Kaikōura**

The team at Destination Kaikōura encourages international travel sellers and inbound tour operators to experience our wonderful region year-round. There are varying levels of support available, so feel free to contact us at any stage to ask about assistance with activities, accommodation, site inspections and more. An important part of our role is to assist in the development of key partner famils for New Zealand inbound tour operators, international wholesalers, travel sellers, and airlines.

## TRADE AND FAMILS

Throughout the year we host 'famils' where we match regional offerings with the trade or media audience. Trade famils usually occur between May - August.

Media famils occur year-round however we don't encourage famils during summer given it's the peak season. These individually tailored famils are time consuming to organise but valuable in providing extensive media exposure and free publicity that we couldn't otherwise afford.

We also update the trade with regular newsletters, please read these and keep us up to date with YOUR news so we can share.

Our relationship with Tourism New Zealand is important. We take news and updates to them and support their global initiatives where possible. So keep us updated for inclusion and keep an eye on our newsletters to ensure you are across their activities and can maximize any opportunities.

We have partnered in consumer campaigns into Australia, our biggest international market. Many of the famils which we pitch, organise and host, come via TNZ.



# THANK YOU FOR YOUR SUPPORT

To summarise Kaikōura is the smallest RTO in New Zealand and is responsible for promoting Kaikōura domestically and internationally. Destination Kaikōura is managed by Lisa Bond (Destination Manager) assisted by Geraldine Morisse (Marketing & Tourism Coordinator). For any enquiries about the website or marketing please email us.

The KITI Board consists of voluntary board members elected by financial members of the Kaikōura i-SITE.

The current board members are: Lynette Buurman (Chairperson), Chris Sturgeon (Deputy), Dzin Alexzander, Joanne James, Matt Foy, and Kaikōura District Council co-opted board member are Julie Howden.

## Our Channels

Please include #uniquelykaikoura #kaikoura #KaikouraNZ #aptroute #topofthesouth in your social media posts to leverage off our followers who are actively engaged with the region.

Like us on Facebook: Kaikoura NZ Tourism Follow us on Instagram: KaikouraNZ  
Watch us on YouTube: Destination Kaikōura

