



DESTINATION KAIKŌURA

THE ROLE OF YOUR RTO OR REGIONAL TOURISM ORGANISATION

THIS FACT SHEET PROVIDES AN INTRODUCTION AND OVERVIEW OF THE ROLE OF DESTINATION KAIKŌURA AND THE KAIKŌURA I-SITE. IT WILL CLARIFY THE POSITION THAT EACH ORGANISATION HOLDS IN THE LOCAL TOURISM INDUSTRY.

DESTINATION KAIKŌURA (DK) IS THE KEY EXTERNAL, INDUSTRY-FACING PROMOTIONAL ARM (RTO) FOR TOURISM IN KAIKOURA.

THE I-SITE IS THE CONSUMER FACING VISITOR CENTRE AND THE MANAGER OF THE MEMBERSHIP RELATIONSHIPS. TOGETHER THEY FORM THE ORGANISATION WHICH SUPPORTS TOURISM OPERATORS IN KAIKŌURA.



Destination Kaikōura

Working for you

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. Despite the traditional international markets being out of reach due to the closure of the NZ borders, we have focused on engaging with the domestic market for now until the situation changes.

As we begin to focus on readiness for the return of the international visitors, commencing first with Australia, it is timely to update our tourism operators on the value and investment that is made on their behalf, in keeping Kaikōura's profile "front and centre" in the minds of visitors from outside our region.

Kaikōura District Council funds the full suite of activities undertaken by Destination Kaikōura by way of a rate collected from all commercial businesses. In 20/21 the organisation received MBIE funding in the form of a STAPP payment. This funding was given in order for Destination Kaikōura to develop a Destination Management plan for the district as a key focus of the tourism strategy for recovery.

The key role of Destination Kaikōura is to ensure our region is well represented to key 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) and other RTO's and touring routes.

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 as our RTO 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 Kaikoura using our valued hashtags, eg #uniquelykaikoura, #Kaikoura #kaikouranz #exploreCHC

Development of a destination management plan which represents the goals and aspirations derived from tourism for the benefit and wellbeing of all who live here. It is important to note that we are aware that some of this work is achievable in the short term, while other aspects of the plan will require a longer-term commitment.

- 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.

The Last 12 Months:

Over the past year we have re-built our internal systems from the ground up with the launch of a fresh new website and a distinctly unique brand. We have engaged experienced contractors to improve the structure, communications, and reporting requirements of the organisation. This work will allow us more time in the marketplace to lead discussions with our stakeholders and YOU our members, and to drive visitation to Kaikōura.

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





What does Destination Kaikōura do for us?

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 and events and expos, production of maps and brochures and hosting media and industry famils. Activity is determined by our regional strategy and business planning, Our marketing channels and partnerships and delivered by a knowledgeable and informed expertise using the latest research and insights from our sector. This fulfills our role as a Regional Tourism Organisation.





How come I never see anything that Destination Kaikōura does?

You need to look in the right place and it is here:

www.kaikoura.co.nz

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 6700 Facebook followers and 11,300 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. As we look ramp up our marketing in Australia and other key international markets, we will work in partnership with Christchurch NZ, Alpine Pacific Touring Route, Ocean Alpine Sea, Top of the South and our neighbors in Marlborough and Hurunui.

THE COAST WITH THE MOST

421 posts · 11.3k followers · 1,402 following

kaikouranz

KaikouraNZ Tourism New Zealand
Uniquely Kaikōura - It's in our nature. Official page for Kaikōura Tourism.
Tag us or #KaikouraNZ #UniquelyKaikōura be featured. VIDEO
youtu.be/3M8fKuo18

March 25 at 9:15 AM · 🌐

Even on a cloudy day this place is breathtaking
Photo Credit: [Lauren Bath](#)

.... See More



Destination Kaikōura International work



Kaikōura has built a remarkable reputation in the international travel trade because of more than 8 years of dedicated representation at offshore events sharing compelling reasons why Kaikōura should be included on all itineraries.

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. Consider registering for Qualmark NOW whilst it is free to sign up. We assist and support our members in their efforts to become Qualmarked.



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.

Consider a representation agency – this can be a cost-effective way to have an off-shore presence and build relationships. This is an addition to and supportive of the work done by Destination Kaikoura.

Your product must be market-ready, meet the buyers' requirements and be suitable for the international markets. You need to set your rates, ensuring you have made provision for up to 25% commission. When dealing with inbound operators and wholesalers, rates for your activity, attraction or accommodation should be ideally set for a 12 to 18 month period. Part of this task is the need to develop inspiring and captivating marketing material which should include a website, brochures, fact sheets and images.



Business and Groups 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. If partners have staff that would benefit from visiting our destination.

Please get in touch so we can discuss your specific needs and determine what assistance may be available to you.



Trade & 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 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.

Our channels

Please include #uniquelykaikoura #ExploreCHC #KaikouraNZ 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 Kaikoura



SITE

The i-site

The i-SITE is the gateway and hub for visitors to Kaikoura. It provides the customer facing sales and service function for domestic and international tourists including FIT and self-drive visitors and business and events (BE) visitors.

The i-Site is NOT funded by Council and relies on annual memberships paid by businesses and commissions on all bookings made on behalf of member businesses, to operate.

The i-SITE brand is managed by Tourism New Zealand and to be an accredited i-Site and be a member of the i-Site network, specific standards are required regarding staff training, professionalism and information technology. i-SITES offer an excellent platform for local operators and service providers to promote and sell their businesses.

Tourism product needs to be commissionable for any bookings made in the i-SITES. Over 45% of all international visitors to New Zealand use an i-SITE and around two thirds of these say that i-SITES influenced their decision on what activity, transport or accommodation provider they used.

Many of our operators understand their membership fee to be for i-site participation only and this is PARTLY true. In fact, your membership is for all the stuff we have outlined above.

What excellent value for money I hear you say!!



To summarise

Kaikōura is the smallest RTO in New Zealand and is responsible for promoting Kaikōura domestically and internationally.

Destination Kaikōura is managed by General Manager, Louise Frend assisted by Luci Williams (Marketing and Events Engagement Manager) and Lisa Collier (Accounts Manager).

For any enquiries about the website, marketing or accounts please email us.

The Kaikōura i-SITE Visitor Information Centre is a “not-for-profit” organization that is operated separately from the RTO of Destination Kaikōura. While the RTO is fully funded by Kaikoura District Council the i-Site is funded by annual membership fees and commission on all bookings made by the i-Site team.

Both Destination Kaikoura and the Kaikoura i-Site are governed by an independent board known as Kaikoura Information and Tourism incorporated (KITI), which is an incorporated society charged with overseeing the functions and finances of each of area of the organization.

The KITI Board consists of voluntary board members elected by financial members of the Kaikōura i-SITE and a minimum two year term is required upon election.

The current board members are:

Lynette Buurman (Chairperson), Chris Sturgeon (Deputy),
Daniel Stevenson, Janice Dreaver,
Joanne James, Matt Foy, Paul Finney, Neroli Gold and
Kaikōura District Council co-opted board members are
Julie Howden & Lisa Bond.

Thank you for your support