

Serving the International Markets

Tim Hunter
GM Operations
Tourism New Zealand



A longer runway awaits

When market conditions are difficult

- Long haul markets are struggling to perform
- Global economic uncertainty
- Jet fuel cost causing turmoil in airline world
- Consumer re-evaluating environmental priorities

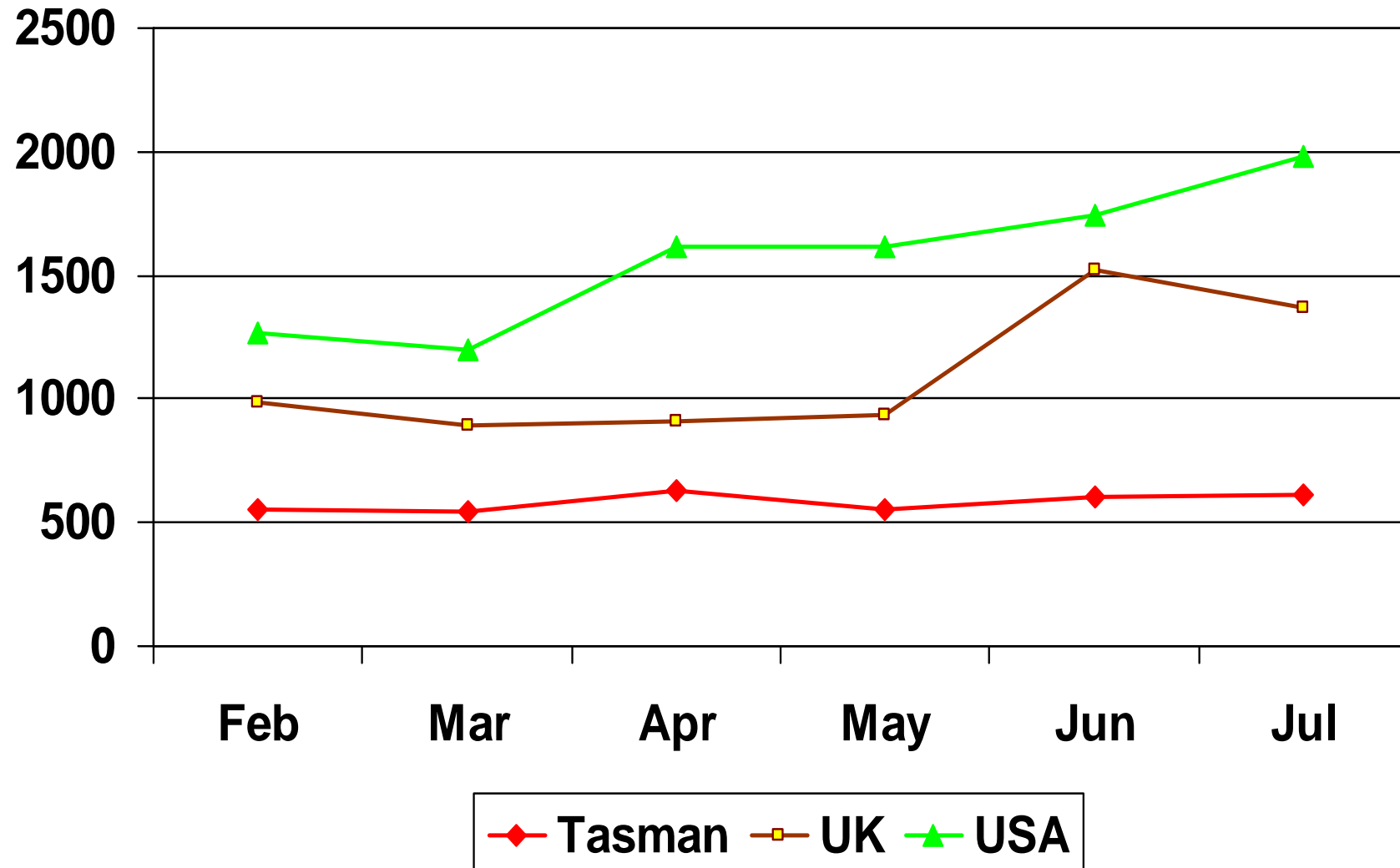


In this environment



Domestic and the Australian market will represent some of the best opportunities

Tasman Airfares are stable



Tasman Aviation Environment

A photograph of an airplane wing and engine against a blue sky with clouds. The wing is on the right side, and the engine is at the bottom right. The sky is a deep blue, and there are white clouds scattered across it.

Rotorua enjoys a large catchment area producing good volumes of outbound demand.

BOP = 260,000 people Waikato = 390,000 people

Inbound travellers want non-stop service into a holiday destination

2.2 million local travellers (Australians and New Zealanders)

20% plus of Tasman traffic is now from the northern hemisphere

Tasman Aviation Environment



has recently grown Tasman capacity by 40%



likely to ramp up their position



is keen to operate on the Tasman

The routes with the most traffic will have the lowest fares and most competition

Some view Rotorua as the home of mass tourism in New Zealand

... because of the volume of group tourists from Asia



The reality

- Group traffic is not interfering with independent traveller demand
- The range of tourism experiences available to independent travellers is vast
- In the future Asian travellers will become independent travellers

The Rotorua region has ...

everything !



The danger ... could be a lack of clarity

Need to look closely at activity consumption patterns and satisfaction ... by market

Be aware of how long holiday visitors are in New Zealand

Choose niche sectors where you can shine
(luxury, corporate meetings, family holidays)

Agree and set priority market and sector development goals

STICK TO YOUR PLAN !

Serving the North American Market

Characteristics

- USA - median stay 9 days
- Canada – median stay 13 days
- Mainly fly drive, coach and cruise passengers
- More younger travellers and backpackers from Canada

Product preferences

- Geothermal attractions
- Maori stories & culture
- Farm stay and home stay (meeting the locals)
- Luxury accommodation
- Adventure tourism

Serving the UK and European Markets

Characteristics

- UK - median stay 20 days
- Germany – median stay 23 days
- Netherlands – median stay 28 days
- Mainly fly drive, motorhome & backpacker bus
- Younger UK travellers seeking adventure experiences

Product preferences

- Geothermal attractions
- Maori stories & culture
- Walking
- Luxury accommodation (older market)
- Food & wine experiences
- Adventure tourism

The importance of authenticity

“We attended the concert and hangi.
It was priced right, but that was about the best
part of this. The food appeared not to be traditional
hangi, but prepared in a commercial kitchen.
We were highly disappointed.
The concert was also very amateurish.”

Client comment on www.tripadvisor.com

What do you say UK ?



The Australian Market



19 million people

12 million on East Coast
(3 hour flight to NZ)

And we get : 1 million

= Big Opportunity for Growth

What's Stopping Stronger Growth



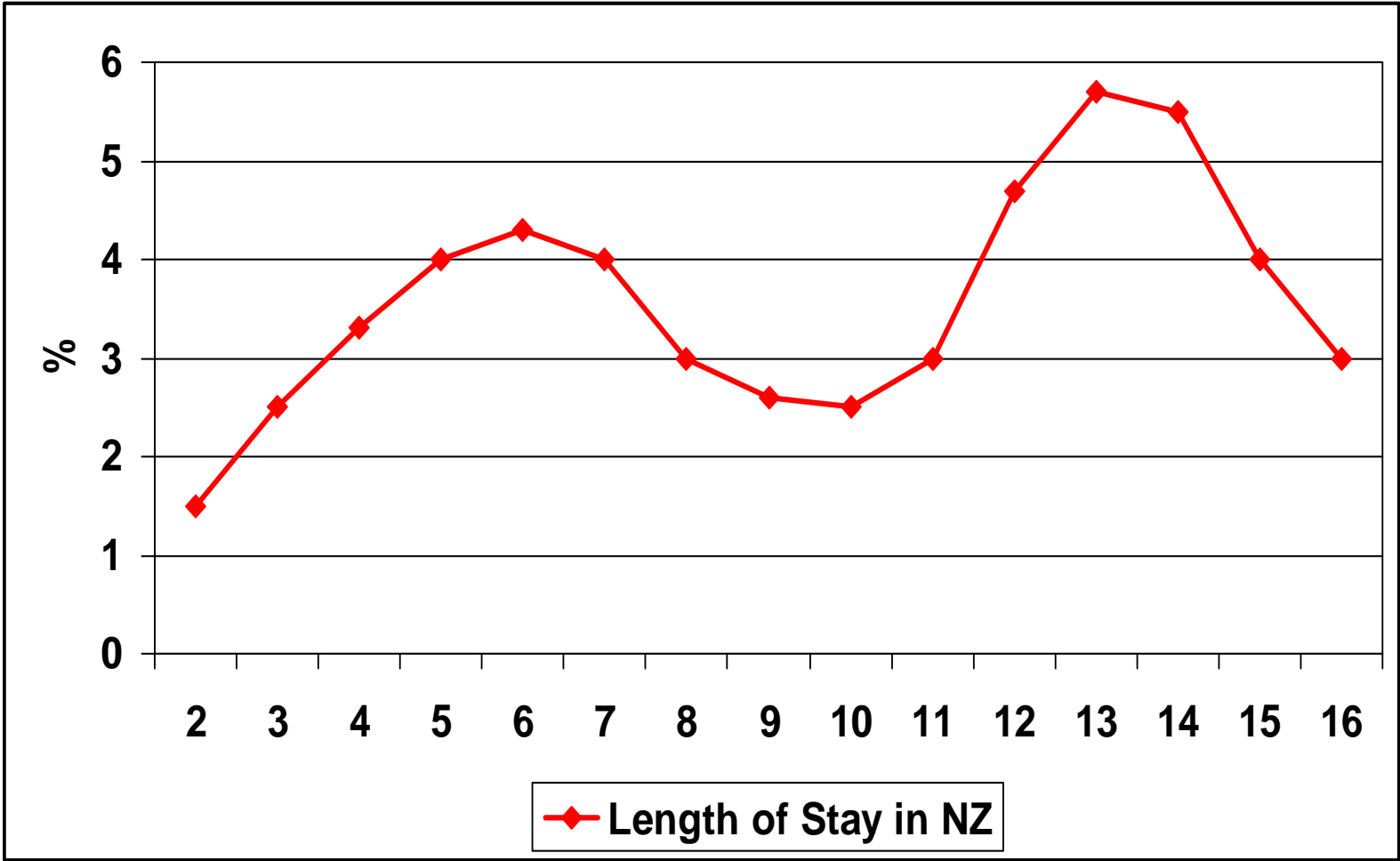
Competition from Europe, USA
Thailand, Bali & South Pacific

New Zealand's image

Lack of knowledge of tourism
regions & experiences

Issues to Consider

Australian holiday arrivals peak at 4-8 days and 12-14 days



Rotorua offers great opportunities for family travel



This could be your significant point of difference

Will need to package for a market that is value conscious

The prize will be large volumes and repeat business

A Suggested Rotorua Strategy



Develop a big PR idea when direct flights launch

Develop a strong suite of stay-put holidays

Promote Rotorua as the ideal hub for :

- A family holiday
- A luxury or indulgence holiday
- An ideal spot for corporate meetings



Australia – What's On Campaign

