



**TOURISM**  
**NEW ZEALAND**

# Tourism in New Zealand

- **US\$3.5 billion in foreign exchange**
- **US\$5.1 billion with airfares**
- **Tourism is No. 1 forex earner in NZ**
- **Around 15,000 companies involved in tourism**
- **108,600 direct employees**
- **But one in 10 jobs including indirect employees**

# There's <sup>too</sup> much to attract people

- Mountaineering Flights in small planes Birds Scenery Waka  
Bubbling mud Geysers Parascending Beaches
- Bungee jumping Snowboarding Waterskiing Windsurfing Parachuting
- Misty mountains Maori carvings Waterfalls Volcanoes Snowy peaks
- High technology Whales Kiwi Skiing Industry Foods Timber Wool Wine Fashion
  - Rugby Horse racing Golf Netball Yachting
  - Movies Dune surfing Surfing Extreme skiing Jet boating
  - Horse riding Mountain biking Scuba diving Fishing Vineyards
    - Cruise boats Harbour views Cosmopolitan cities
    - Architecture Sights Bars Theatres Culture
  - Maori culture Gambling Shopping Designer names Fly fishing
    - Music Restaurants Good food Nightlife Fireworks
    - Haka Harbours Nature The ferns Sunsets





# New Zealand



New Zealand  
TOURISM BOARD





Lake Pukaki, Southern Alps

100% PURE NEW ZEALAND

From the incredible Paskauskaite Icefall to the glittering expanse of the Brierley Glacier, the South Island's Southern Alps region is a landscape that has barely altered since time began. Start planning your adventure of a lifetime at [www.newzealand.com](http://www.newzealand.com)

**100% PURE NEW ZEALAND**



# ...Changing travel motivations

- Less travel to more exotic destinations



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- Lots of travel



Flowering in late spring, the Mount Cook by a river of 4000 metres, planted in the South Island, is a beautiful sight. Start your own inspiring adventure at [www.newzealand.com](http://www.newzealand.com)

# Targeting

- We can't squeeze EVERYONE
  - We can't afford to tell the world
  - We want to look after our customers
- 
- Tourism New Zealand targeting is looking for an interactive





**Experienced  
Travellers**



**Opinion  
leaders**



**Value Authenticity**

**Plan and book  
directly**

**Enjoy the  
outdoors**

**Risk Takers**



**Use wide  
range of tourism  
products**



**Enjoy life's  
indulgences**



# Growth Results

Since 100% Pure New Zealand campaign launch

	1999	Increase	Today
<b>Arrivals</b>	1.6 million	800,000	2.4 million
<b>Forex</b>	NZ\$3.5 billion	NZ\$2.5 billion	NZ\$6.0 billion

**One of Largest Forex Earners  
for NZ**



Source: Tourism Research Council of  
NZ

# Tourism New Zealand



# Tourism NZ – What we do

## Advertising





# Events





# International Media Programme and PR



# Online

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### THE 9 GREAT WALKS OF NEW ZEALAND

There are no walks on earth quite like the nine Great Walks of New Zealand. Find out which walk is suited best for you and the highlights of other visitor's walking experiences.



### THE LEGEND OF NEW ZEALAND

Legend has it that New Zealand was fished from the sea. Read more about the legend and Maui, the gifted, daring, supernatural demigod of Polynesian mythology.



### AUTUMN IN NEW ZEALAND

See and explore the green-gold glory, the gentle warmth and indulgent adventures, that make for a majestic Autumn in New Zealand.



### HAKA - A NEW ZEALAND ICON


Explore the stories and the meaning behind the

Travel Planner

#### The Lodge at Kauri Cliffs

Kauri Cliffs, Matauri Bay Road, Matauri Bay

Adding...



Set on 4,800 acres in Bay, Northland, The Kauri Cliffs affords 180-degree views of Ocean.

The Lodge overlooks course and consists

Other Features

- Save your collection and take it between
- Send your trip to a Travel Partner or



# Trade Training





100% Pure New Zealand



100% Pure Welcome



100% Pure Experiences

**Promise**



**Guidance**



**Satisfaction**



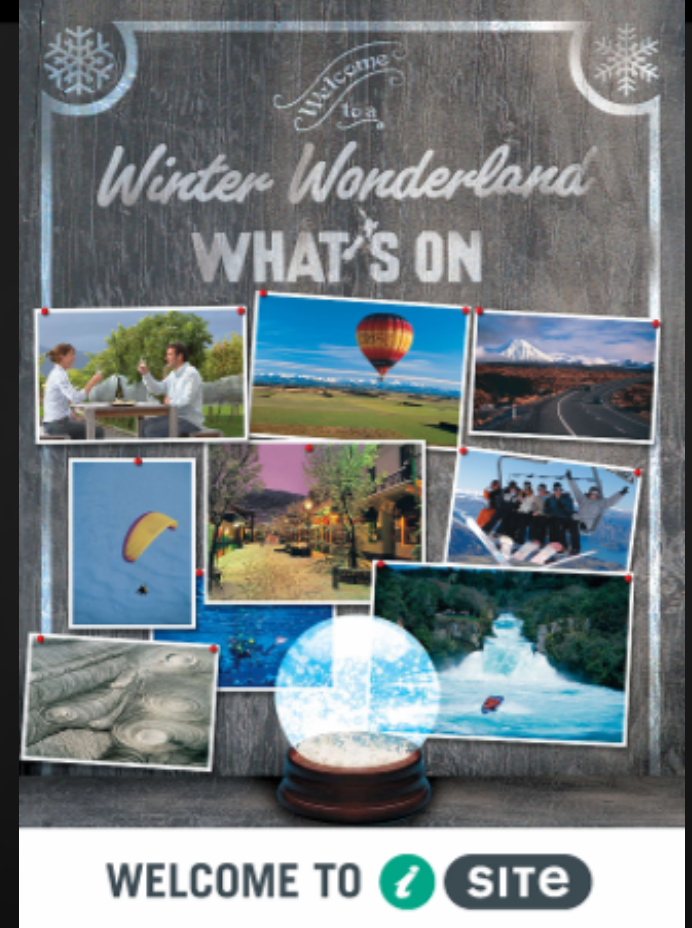
# i-SITE 2008

88 centres nationwide

Total gross turnover estimated \$98.6m

Approx 900k international visitors

10 million “customer visits” to i-SITEs





# Qualmark



## SUSTAINING NEW ZEALAND'S REPUTATION...

Qualmark is working with tourism businesses to help maintain New Zealand's reputation for environmental excellence.



Qualmark Green is environmental verification for Qualmark businesses. In addition to an assessment on overall quality, every business with a Qualmark is assessed on their environmental and social practices. Look out for the Qualmark Enviro-Bronze, Silver or Gold logos displayed next to other grading or endorsed logos.



Visit [www.qualmark.co.nz](http://www.qualmark.co.nz)



# Challenges

- Competing destinations
- Low Cost Airlines
- Rising travel costs
- Environmental Concerns
- Exchange Rate volatility
- Economic Crisis





# Case Study: Whale Watch Kaikoura



- Provide quality experience while carefully managing rare natural resource
- Maori run business
- Provide job opportunities for local community
- Form a sustainable relationship with the entire ecosystem
- “Ngai Tahu have lived with whales for over 1000 years. We intend to live with them for another 1000 years.”

# Whale Watch Kaikoura

- Boats are specially designed to minimize underwater noise
- All on-board toilets are self contained and never allowed to pollute the sea



# Whale Watch Kaikoura

- Records are kept for each trip for scientific research
- Some Sperm Whales that visit Kaikoura regularly recognize and trust the Whale Watch boats and do not mind being approached





# Whale Watch Kaikoura

- Wally Stone, CEO of WWK says the Whale Watch "experience" sends a powerful message to those who wish to slaughter whales. "We see our business as reinforcing the anti-industrial whaling message..... reinforces whale preservation..... and the whale protection stances adopted by many members of the International Whaling Commission."





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