

#NZCN
TOURISM

CHINESE FIT BUILDING VALUE

Operators Overview
Workshop 2016



**MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT**
HIKINA WHAKATUTUKI



FORWARD

REGIONAL OPERATOR WOKSHOP OUTLINE

THE PROGRAMME OUTLINE

The FIT Opportunity

Some Fast Wins

Telling Your Story

Refining & Developing Your Offer

Building Connections

WHO

Your target

VALUE

Building

WHY

Unique relevant story

WHAT

Building Outstanding Experiences

Networking

Driving Sharing

Digital & Online

Being Seen

Where is the opportunity

Driving Sharing

Being seen
 • Activating signage
 • QR Codes

Product audit
 • Group thinking
 • Welcomes
 • Branding

The emotional connection

Zero distance immersion

Layering and personalisation

Something for a group

Targeting Plan

Fast Plan

Story Action Plan

Product Development Plan

Digital & Communication Plan

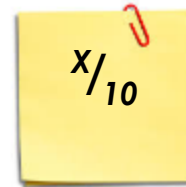




WHERE ARE WE AT?

CHINESE FIT: WHERE ARE YOU ON THE JOURNEY?

Where are you at? – Chinese FIT development



2 key issues / obstacles to growth



SHARE

A large graphic on the left side of the slide, composed of several overlapping triangles in various shades of teal and light blue, creating a dynamic, abstract shape.

THE PROGRAMME OUTLINE

THE PROGRAMME

Build value in the New Zealand visitor sector
to and from each Chinese visitor to New Zealand

Research



Qualitative in depth
Quantitative numbers

In China & New Zealand

Workshops

Regional

Operator

Website

nzcntourism.co.nz

Modules

Webinars

Reports

Planning tools

- Lean canvas
- Planning tools
- Planning frame works
- Check lists

Social media

Facebook
Twitter

Top tips

What's happening

Links

Sharing



For resources, tools and insights join the
#nzcntourism
community



Download other modules and free resources at
<http://www.nzcntourism.co.nz>



Resources on the website

- Chinese FIT Qualitative Report
- Chinese Food Insights Report
- Golf Research Report
- Top Tips Year of the Monkey
- More modules....coming (listed on next slide)
- Webinars....coming



[Click here](#) to follow us on @NZCNTourism for updates and the latest NEWS




Join the NZCNTourism FACEBOOK [community](#) to collaborate

Find Additional Resources at Tourism New Zealand <http://www.tourismnewzealand.com/>

NAVIGATION OF MODULES

Ten modules focusing on diverse topics are being developed to share the findings for the Insights and Enablement Programme.

CHINESE FIT AND THEIR NEEDS	DIGITAL DEVELOPMENT AND CONNECTION
<p><i>Meeting cultural needs</i></p> <ol style="list-style-type: none"> 1. The Context: Understanding needs and attitudes to better deliver value 2. Enabling experiences 	<p><i>Opportunity for connectivity and building reputation</i></p> <ol style="list-style-type: none"> 8. Digital Strategy Development Getting your message in front of the China FIT Digital planning and building Strategies for content dissemination Sharing – tools needed Other digital considerations – resourcing and management How to
<ol style="list-style-type: none"> 3. Developing stories and icon experiences Developing and delivering unique stories relevant to #NZCN 4. Optimisation of current offer 5. Product and experience development Building value 6. Special interest Activating Chinese interest and delivering regionally 7. Keeping a finger on the pulse Understanding how to optimise relevance and delivery <p><i>Activating value</i></p>	 <ol style="list-style-type: none"> 9. Seasonal development and activation 10. Regional development and activation Targeting Sector enablers <p><i>Enabling growth and development opportunities</i></p>
<p>DELIVERING RELEVANT PRODUCTS AND ACTIVATING VALUE</p>	<p>GEARING UP THE SECTOR FOR VALUE MAXIMISATION</p>

BUILDING A PLAN ON A PAGE

AN END TO END APPROACH

My Canvas:



PRODUCT

MARKET



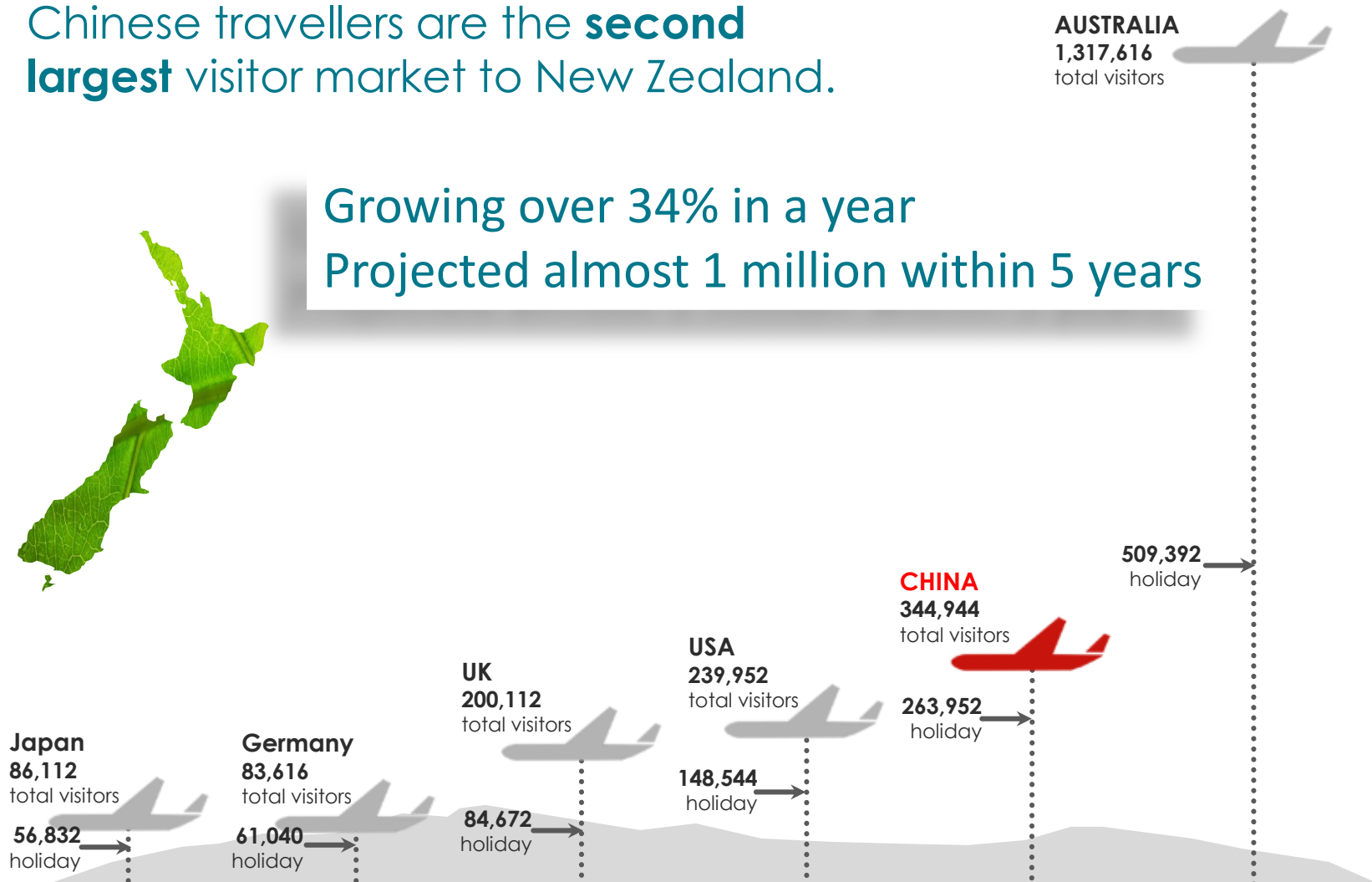
THE CHINESE FIT OPPORTUNITY

**WHY is the Chinese Traveller market
important?**

CHINESE TRAVELLERS REPRESENT A SIGNIFICANT OPPORTUNITY

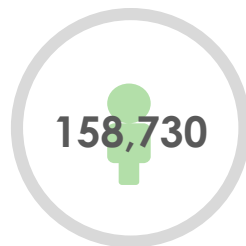
Chinese travellers are the **second largest** visitor market to New Zealand.

Growing over 34% in a year
Projected almost 1 million within 5 years



CHINESE **FIT** REPRESENT A SIGNIFICANT OPPORTUNITY

Chinese travellers are rapidly changing their travel patterns, The Independent visitors are **staying longer, visiting more regions** and **taking on more activities**.



INDEPENDENT
VISITOR



AVERAGE
SPEND



MEDIAN STAY



REGIONS
VISITED



AVERAGE NUMBER OF
ACTIVITIES



TOUR / PACKAGE
VISITOR



AVERAGE
SPEND



MEDIAN STAY



REGIONS
VISITED



AVERAGE NUMBER OF
ACTIVITIES

**It is only at the beginning
for this high value market**

CHINESE TRAVELLERS WILL CONTINUE TO DRIVE SIGNIFICANT FUTURE GROWTH

China outbound tourism will continue to accelerate as more Chinese travel overseas and are choosing to travel multiple times a year

Today only **6%** of Chinese citizens have a passport



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Source: China National Tourism Administration – 2015

CHINESE FIT ARE COMING BACK

Our experience is delivering very well

Around 65% of Chinese FIT are considering another holiday in New Zealand

Around 25% sampled had been before to New Zealand more than once

FORWARD Quantitative study 2015



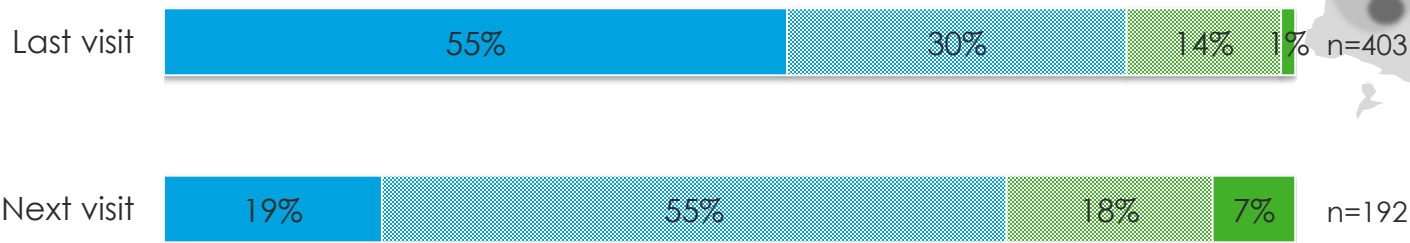
THERE IS OPPORTUNITY FOR REGIONAL DISPERSAL

Especially on their second visit

They want to explore more deeply and have more unique experiences on a second visit. (quantitative research)

There is an opportunity build visitation into the regions if you can offer a compelling reason (story) to do so.

REGIONAL



- Mainly "popular must do destinations"
- Some "popular must do destinations" and some less well known places
- Mainly travelled less well known places
- Choose a smaller area and explored in-depth

REGIONAL VISITATION

Travel planning is very different on the first and subsequent trips.

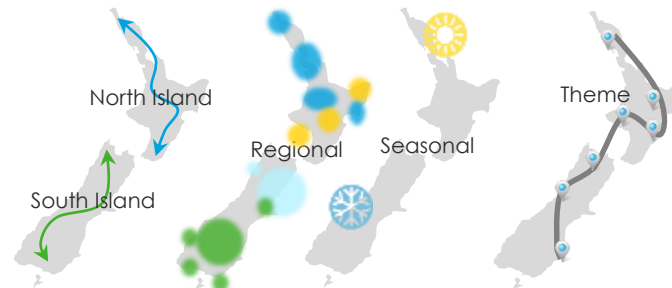
2nd + trip: need = In depth, special interest, exploration, discovery time to explore and experience.

FIRST VISIT



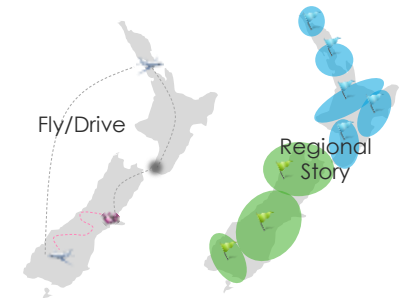
- Overview to get a feel for the most popular experiences
- Or focus on one area - North or South Island

SECOND VISIT



- In depth exploration - with a focus
- Complete what missed out on first time
- Come at a different season

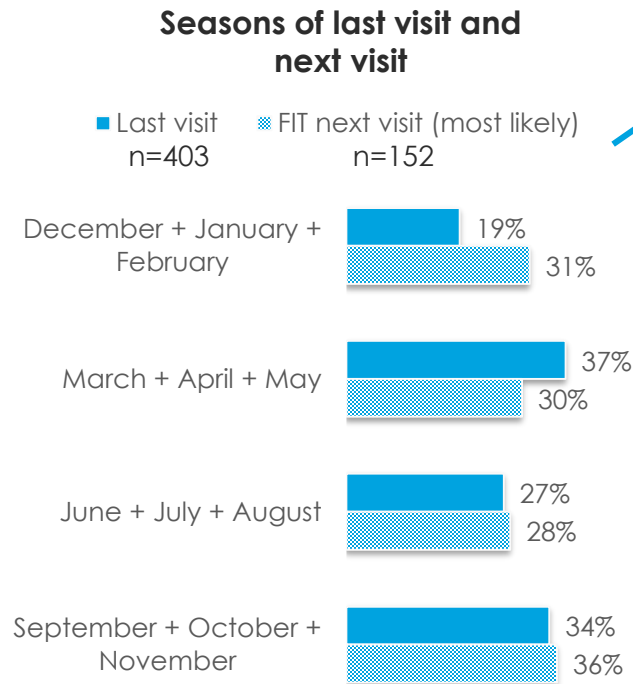
OPPORTUNITY



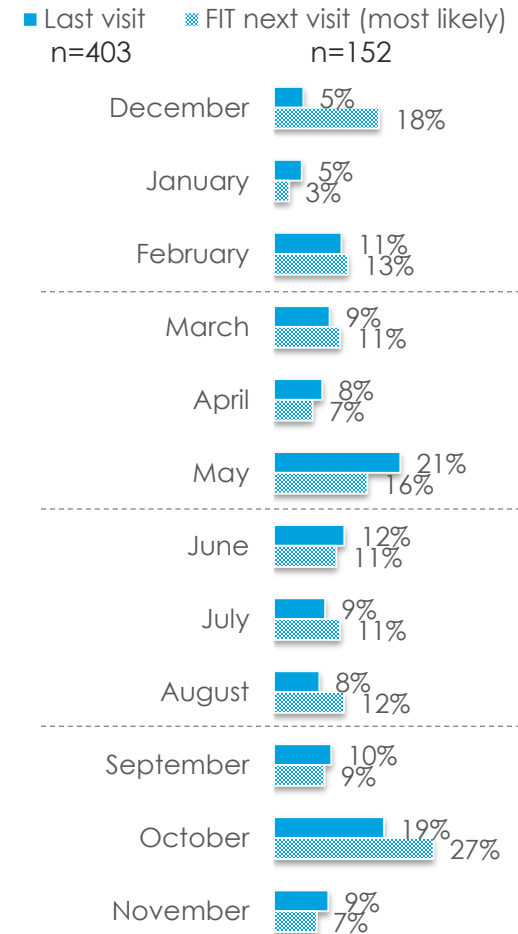
- Special interest localised and personalised experiences
- Following regionally differentiated itineraries / experiences

THERE IS 12 MONTH DEMAND

Continuing demand through our winter
Strong propensity in our shoulder



Months of last visit and next visit



Who is coming?

SOPHISTICATED, EXPERIENCED, CONFIDENT TRAVELLERS



Chinese - The FIT Active Considerer

- Travel is an extremely important part of life. Planning, experiencing, sharing
- They have had many different and varied travel experiences
- **Confident to plan and book independently all aspects of the trip** - on line
- Increasingly time rich and will spend – within a (generous) budget
- Look for and appreciate deals – from airfares, to add on experiences
- Travel companions and fellow-planners are important – planning, others reviews, travelling with others, sharing, connecting
- **Live their lives online and through social media** – mostly via smartphones

CHINESE FIT OFTEN TRAVEL TOGETHER

BEING TOGETHER AND SHARING IS KEY – IT'S AN ETHOS



A group can be anywhere between 4 to 20



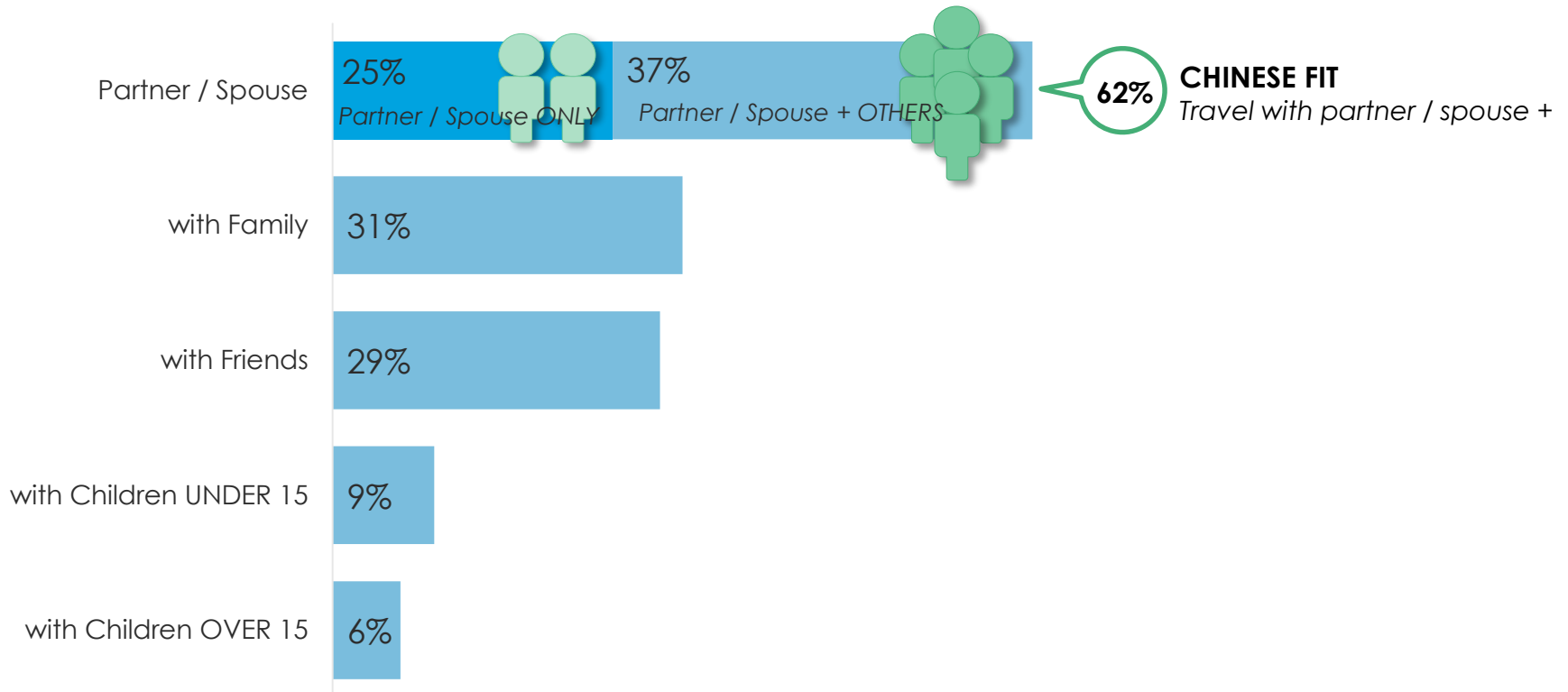
Can you deal with last minute bookings for a group,
Can you process groups quickly
Is there layered experience for different members of the group
Is there a contingency plan if someone is not happy
How can you keep groups together

FORWARD

Can some members watch – is there somewhere for them to wait and be engaged

WHO ARE THEY TRAVELLING WITH?

- 62% of Chinese FIT holiday arrivals travel with partner / spouse
- Many Chinese FIT are travelling with others



Adults travelling with partners and friends is the main current visitor base
While families with children under 12 are less frequent, they may be of interest to some operators

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FAMILIES

Currently families with children make up 15%

Source IVS year end Dec 2015

- (9% with children under 15, 6% with children older than 15)

There are many experiences in New Zealand that work very well for Chinese families who are especially interested in our winter season

- **Safe adventure** – enabling children to challenge themselves and make decisions
- **Everything close** – variety and contrasts within a short distance and for short durations
- **Relaxed time together** – easy

While this group is relatively small, Chinese families offer a potential opportunity for businesses that can deliver well to families



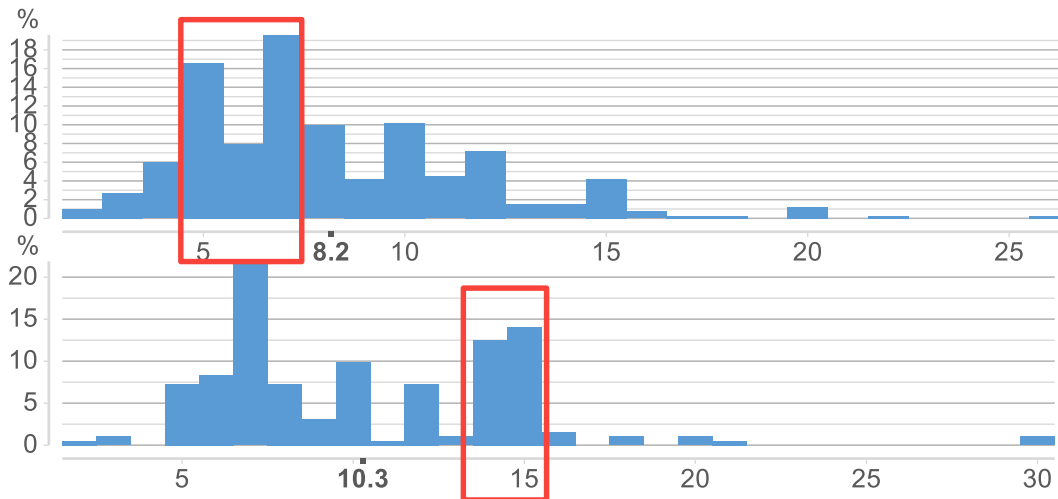
CHINESE FIT ARE PLANNING TO STAY LONGER NEXT TIME

Second time visitors are a key target for regions.

They will also revisit if they like it or missed out first time

Longer stay visitors have more time for serendipity and immersion, they can go to more places and are also interested in less main stream experiences

There are opportunities to communicate to current Chinese visitors for their next trip



Last visit

Average: 8.2 days
Most only stayed 5-7 days

n=403

Next visit

Average: 10.3 days
About 30% are considering 2 weeks

n=192

CHINESE FIT – WHAT THEY NEED TO KNOW

Regionally:



- **WHY** What there is to do
- **How** to get around
- Will people be **welcoming**
- **What** are our seasons like
- Is it **safe**



**100% PURE
NEW ZEALAND**

What do ACs want to know more about before choosing New Zealand?		Dreaming	Planning	Booking
1	How safe it is to participate in adventure activities?	39%▲	47%	39%▼
2	How safe is it from crime?	48%	52%	36%
3	The length of time required to fly to NZ	29%	33%	33%
4	How often does it rain?	36%	41%	30%
5	Will I be able to buy the type of food I like to eat?		28%	30%
6	How easy is it to travel around?	32%	31%	30%
7	Whether it gets too hot in summer?	33%	30%	29%
8	How long does it take to travel between the main attractions?	31%	31%	28%
9	Driving on the left hand side of the road			27%▲
10	What is the driving behaviour / etiquette of locals like?			27%
11	What is the length of time needed to experience NZ properly?	33%▲		
12	Whether there is a broad variety of things to see and do?	28%		
13	How welcoming are the locals to tourists from my country?	33%▲	33%	
14	Are the things to see and do unique, unlike anything I can do at home		28%▲	

 = ranks higher with dreaming than with booking

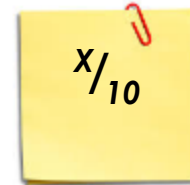
  = significantly higher / lower than other segments at 95%

FORWARD



TARGETING PLAN

The relative importance of Chinese FIT



WHY – What do Chinese FIT have to offer your business?



SHARE



SOME FAST WINS

Top Tips

TOP TIPS FOR CHINESE FIT – 2016

Welcome

A smile is huge, and gets you on the right footing. A welcome is priceless
The want to be accepted and must save face
Encourage and reassure to break down reticence
Create an invitation at every opportunity – “Give it a go”

Have a deal

Small deals acknowledge and show respect
A saving for a large booking, a discount for 2 experiences, a free coffee... a free branded cap(not green)

Understand group needs and deliver

Something for everyone – even if they are waiting
Make it equitable – if possible
Enable flexibility and communicate this is available
What is the option for those not participating

Watching can be as rewarding as participating

and the photo opportunity is equally important
How can you add value here

The Chinese FIT are experienced and sophisticated travelers

They are used to great service and prefer 4 and 5 star accommodation
But will accept a variety of offers – if they are informed. Managing expectations is important.

TOP TIPS FOR CHINESE FIT – 2016

You require and deserve to represent yourself with extraordinary imagery

They are and you need to

The image is everything

Be artistic and creative, reinforce your story

Include your branding wherever possible

Encourage trade up

Develop a deal for multiple people – it only needs to be small

Added purchase – buy 2 experiences + discount

Make trade up offers and benefits clear

Offer a personalised option if appropriate OR a free element (pick up, certificate, cap.....)

TOP TIPS FOR CHINESE FIT – 2016

Explain the guidelines ... with respect

Build clarity of expectations

People want to understand and follow the rules

If it is important ensure it is translated

Warmth matters

Warm water

Warm food

A warm welcome

Make it challenging – but not difficult or strenuous

A story to tell with ease

Spend time with them and ask

What they liked

What they didn't like

What they would like more of

What is important to them

Have a seasonal offer

Explain why it is important to come back – what can they do at different time of year

Make the seasonal experiences differentiated if you can

Link in with other operators if necessary

TOP TIPS FOR CHINESE FIT – 2016

New Zealand food experiences made easy

Build small sharing plates and platters into your menu

Simple blackboard graphics of specials is attractive and informative

Side walk blackboards

QR code on the window

Have a “wet day” plan and option

There is often limited flexibility so make it work

- Raincoats, weather gear, hot drinks and umbrellas
- Alliances with other operators – pass on experience
- Text alert – still on, options

Have Union Pay card facility

Bedding

One and a half pillows

EASY WIN

2 easy wins



A win that will add value to your business



SHARE



STORYTELLING

WHY

WHY STORIES?

It's how we're wired

Stories **inspire**

Stories **inform**

Stories are **memorable**

Stories make us **think**

Stories **differentiate**

Stories make us **feel**

Stories **create desire** – the must do

Stories **CONNECT**



OUR STORY

Share our treasure

WHY is this special
Its all about.....

What is our regional story?

– the essence and at the heart of where we are

SHARE with your neighbor
Write one core WHY word / statement





**Understand what will
really deliver delight**

A great story touches us

Evocative and Emotive
*in a way that shifts thinking
and then behaviour*

STORY TELLING AND STORY DOING

Stories make our Ordinary Extraordinary



Emotion
Why

inspires

*“ I want to do all those things...
Every week my friend would tell
me another story about what they
did in New Zealand”*

Our stories must start with the **WHY**

WHEN EXPLORING OPTIONS – ‘STORY’ IS CENTRAL

Often our Chinese visitors are telling our stories better than we are

- The **‘must do’** – why this will deliver a great experience for me
- The **story others tell** – what is it that they like, that is special
- **What will I be able to say** – the story for me to tell and the story about me



- Improve our storytelling
- Encourage and enable our visitors to tell our story

RANGITOTO ISLAND

what

Why visit?

An icon of the Auckland landscape, Rangitoto Island has long been a favorite day trip and boating destination for Aucklanders and visitors alike.

Rangitoto Island sits majestically just off the Auckland coast, a short 25 minute cruise from downtown Auckland. Visible from Mission Bay to Cheltenham Beach,

why

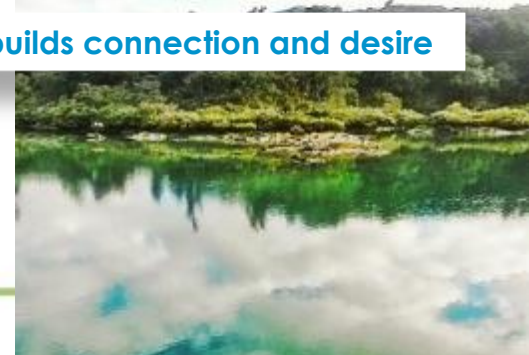
Rangitoto, meaning sky with the colour of blood – is Auckland's youngest & largest volcano, rising from the sea only 600 years ago. The pristine home of the world's largest pohutakawa forest, dramatic lava caves: a picturesque 25 min ferry cruise from downtown Auckland

The travellers story



Some places appeal to more than just your senses. Born of fire and ash. Destruction creating beauty and life.

Evocative story that builds connection and desire



what



why



MINARET STATION
Alpine Lodge

WHY stories are images and words

If you want to fulfil a once-in-a-lifetime ambition, over Queenstown promises to leave you gasping with happiness and grinning from ear to ear.



Skydiving, Queenstown

By NZONE - The Ultimate Jump



Our story

WHY NEW ZEALAND IS ATTRACTIVE TO TO THE CHINESE FIT VISITOR



Place/
environment

People

Experience

Take me away from....



New Zealand is very attractive
Our ordinary is their extraordinary

- Polluted air, sky and food
- Urban intense living
- Man made environment

- Crowded
- Busy
- Competitive

- Pressured
- Stressful
- Lack of trust
- Difficult to get around
- Repetitive day to day
- Boring

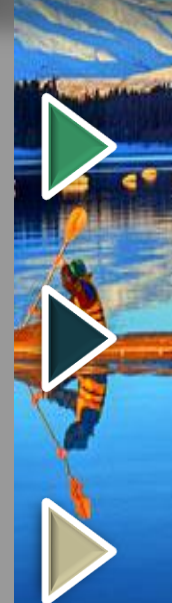
TO



- Nature - dramatic, intense, impactful, unspoilt, protected
- Natural intensity of clean air and sky (blue)
- Clean and safe

- Open spaces with fewer people
- Welcoming, trust
- Different / contrasting lifestyles, people, cultures, history

- Easy
- Calm, relaxing
- Safe
- Stimulating

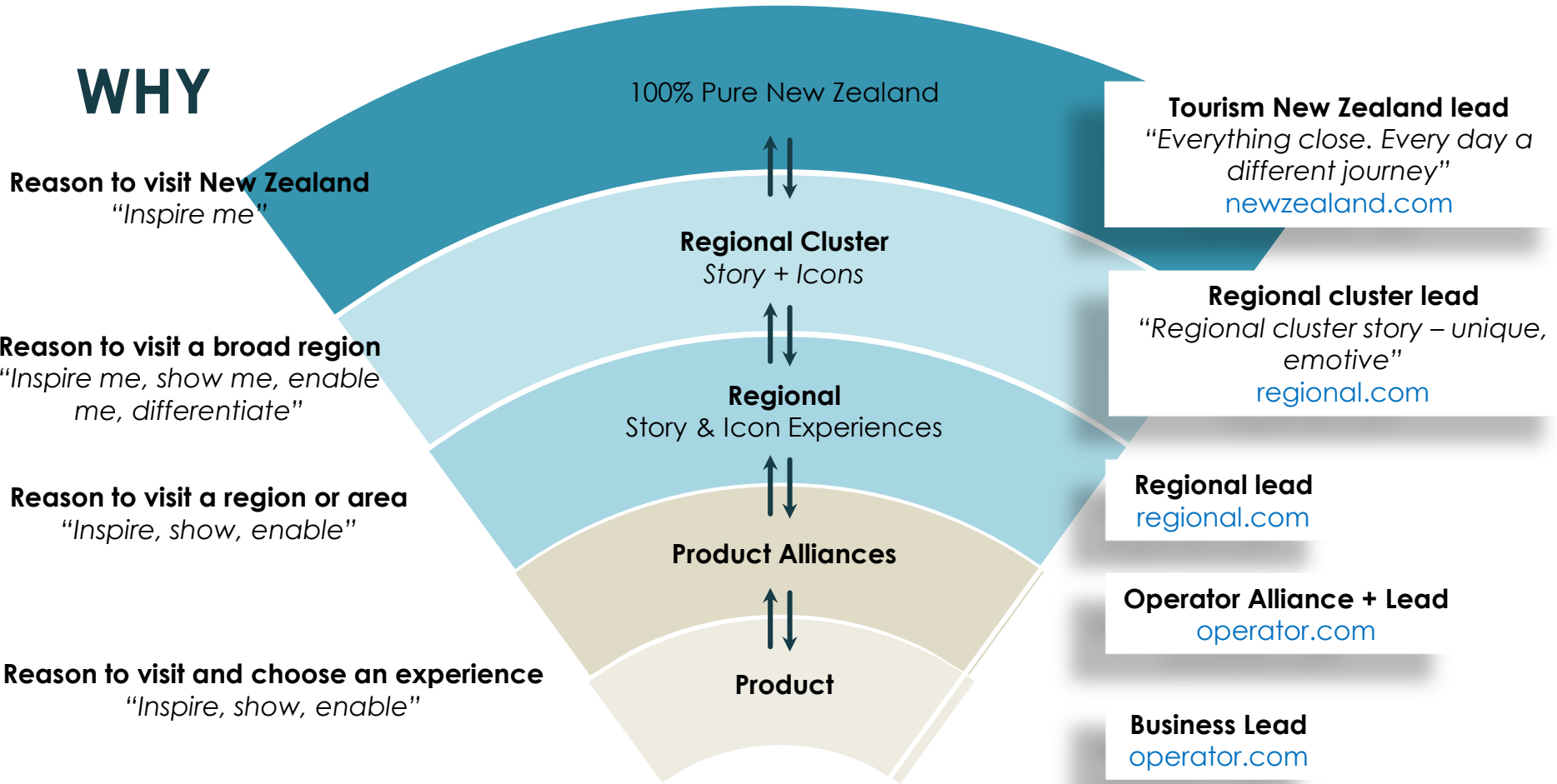


"We are in a crowded noisy city – I want something different"

OUR STORIES AND OFFERS BUILD ON EACH OTHER

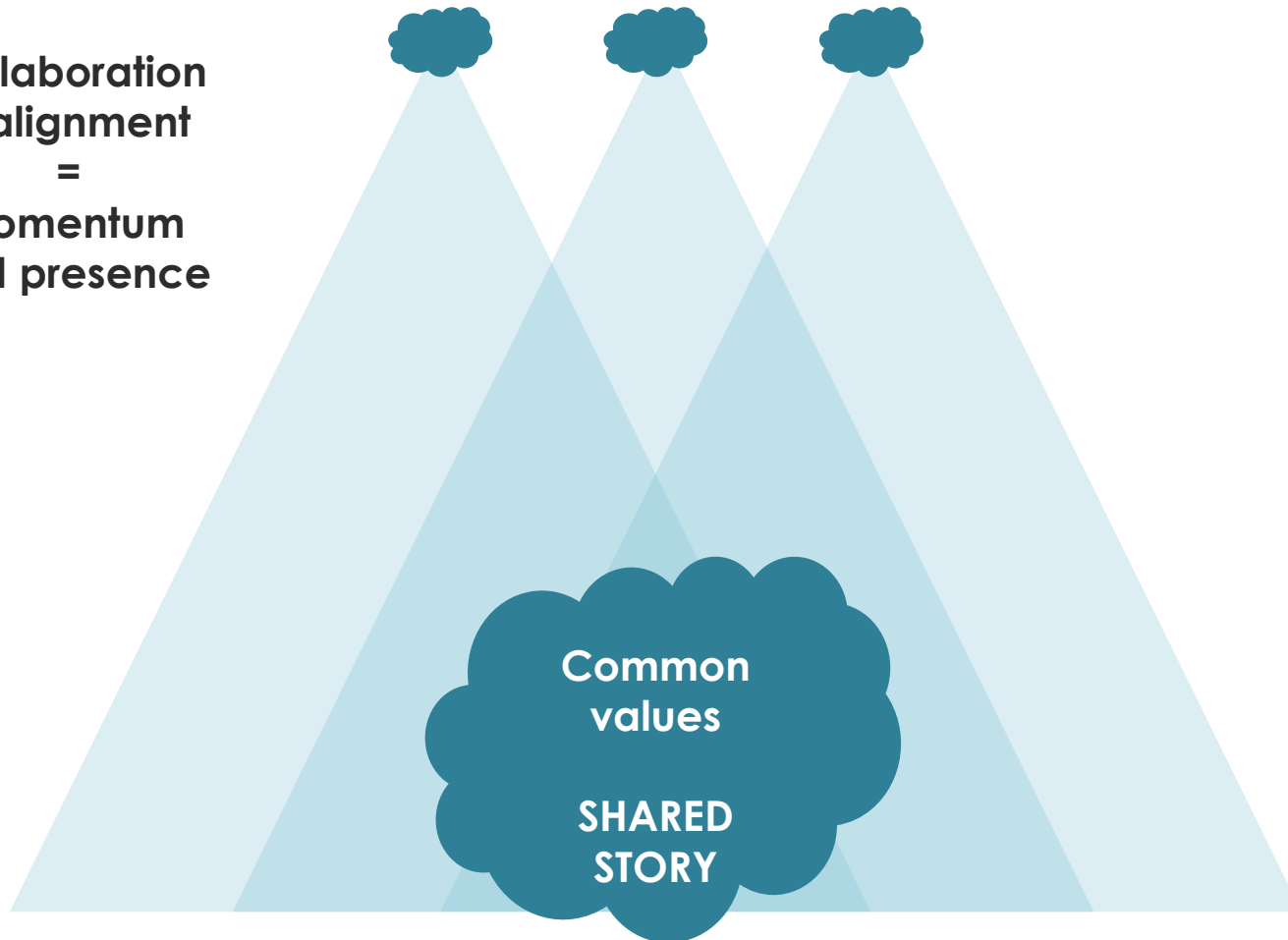


WHY



THE POWER OF WORKING TOGETHER

**Collaboration
& alignment
=
Momentum
and presence**



NEW ZEALAND: BUILDING INTEREST TO ACTIVATION



100% Pure New Zealand

FRESH VIBRANCY

EVERYTHING CLOSE
Zero Distance
Immersion

What is the unique product story

How do you deliver to
everything close

What is the
compelling
(emotional and
experiential) must do

DIVERSITY

Variety

Many
Different
Contrasting
Choices
Options
Multi
layered

Dramatic INTENSITY

**From
beginning to
end
Multi
layered
Involving
Stories and
experiences**

EASE

*Inclusive
Accessible
Serendipity*

*Welcoming
Open
Safe
Friendly
Responsive
flexible*

Feel it, see it, touch it, do it, taste it, share it

FORWARD Ensure things to see and do are in close proximity. Consider how we enable & communicate this?

FOR CHINESE IT'S MORE THAN A STORY

A story is more than connection
– **it is integral to identity**

Bragging rights

I am.....

Interesting, adventurous, stylish, having fun, discerning,
knowledgeable, bourgeoisie, worldly, real

'We travel not to escape life but for life not to escape us'

Telling our story

THE FORWARD STORY TEMPLATE

essence



why

The heart and soul of the
matter *emotional*

Ask why 5 times
To get to the heart of the matter

what

The unique and zero
distance *experiential*

Describe the difference

how

How to participate – easily
functional

Practical - Show the way

who

The target

STORY: BUILDING FROM THE WHY



The ultimate New Zealand activity

Window to the universe

A triumph of imagination, architectural design and nature

WHY
emotional
Feeling

Achievement
Embrace the fear
Personal challenge

Discovery & awe.
Immersion in the universe as few can, in one of the darkest, clearest and purest places on earth in the international dark sky reserve

Marvel and delight in the natural beauty of nature meeting design. Pure pleasure, unique experiences, an embracing welcome

WHAT
functional
Thinking

Skydive over some of the most dramatic scenery in New Zealand – the Remarkables mountain range and Lake Wakatipu. One of the most beautiful places on earth

Experience the wonders of the universe with Earth & Sky.
Learn astro star tracking photography
See the moon and stars as only few can

Unique New Zealand accommodation, nested 30 feet (10metres) above the ground in the canopy of a native Manuka grove, each Tree House has spectacular views of Kaikoura's dramatic mountains and surf-washed Pacific coastline.

HOW
experience
Doing

Tandem skydive
With one of the top 11 places to skydive on the planet in 2016 FORBS

Mount John observatory with the University of Canterbury - Star gazing, observatory experiences not open to the public

Reserve a stay in one of the unique architecturally designed tree houses.

THE STORY

why

The heart and soul of
the matter

Emotional
Feeling

Special and unique
connecting



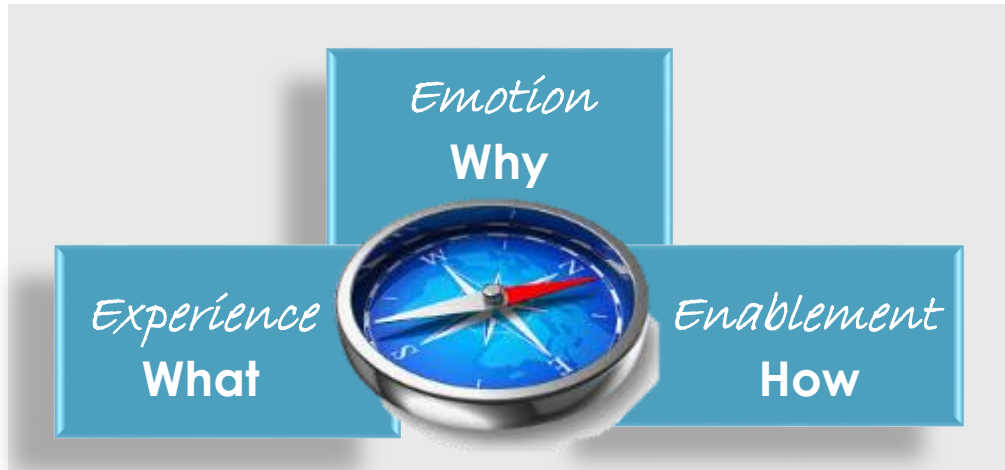
- What is special?
- What is this about?
- What is at the essence and heart of the matter?
- This enables you to experience... To feel...
- This is special and compelling because...
- What is unique to the heart of this place, environment, experience?
- This is different because...
- **In a nutshell this is about...**



Ask why

**5 times to get to
the heart of the
matter**

STORY TELLING & STORY DOING



The story underpins everything we:

Do

Say

Show

Share

Deliver

WHY: STORY DEVELOPMENT – THE FAST CHECKLIST

Your story - check you have mastered the Top 5 tips.

1. It gets to the heart and soul of the matter: You have asked WHY 5 times to get there
2. It's unique and special: Utilising adjectives
3. Its evocative: emotionally connecting and delivers a feeling
4. Focus on an experience that's immediately easy to understand.
5. Delivers a sense of Zero distance immersion – feel it see it do it taste it touch it

STORY ACTION PLAN

Are we confident in our simple shared **WHY** stories?

The essence of our why story

Next steps in story telling – how do we take it to another level

SHARE















REFINING AND BUILDING YOUR OFFER

SEASONAL DEVELOPMENT

THE CHINA NEED – Chinese FIT in CHINA

THE NEW ZEALAND OPPORTUNITY – for CHINA FIT in New Zealand to:

	HOLIDAY TRIGGERS	ESCAPE FROM	REGIONAL	NATIONAL	INTEREST
<p>DEC – FEB</p>  <p>Winter</p>	<p>Chinese New Year (10 days)</p> <p>+</p> <p>Winter School Break (2 weeks)</p> <p>Combined = 1 month window of China FIT</p>	 <p>Extreme Cold & Dark Days</p>	 <p>Enjoy temperate warm weather - Moving away from main tourist locations/crowds</p> <ul style="list-style-type: none"> • “Off the beaten track” – away from Chinese crowds • Extend “must do” icon locations and activities – e.g. Taupo, and Top of the South, Kaikoura 	<p>Warm, fresh, clear sky (compared with Europe)</p>	<ul style="list-style-type: none"> • Adventure • Sailing • Flying • Fishing • Food • Glamping • Kayaking • Trekking (day+) <ul style="list-style-type: none"> • Special interest – cycling, food
<p>MAR – MAY</p>  <p>Spring</p>	<p>No National Holidays but a good time for Entrepreneurial / Self Employed to</p> <p>Travel outside of Chinese holidays</p> <p>Tier 2 Cities + GuangZhou FIT</p>	 <p>Peak Travel Crowds</p>	 <p>Independent travellers – celebrate natural beauty and sense of freedom</p> <ul style="list-style-type: none"> • Autumn beauty • Photography • Tranquillity • Spectacular gardens 	<ul style="list-style-type: none"> • Settled weather – temperate • Non Chinese experience – uncluttered, peaceful, relaxed • Access it all – beach to mountain • New Zealand at a relaxed pace 	<ul style="list-style-type: none"> • Hike/walk • Camp/glamp • Hot water beach • Photography – light contrasts • Food
<p>JUN – AUG</p>  <p>Summer</p>	<p>School Holiday 1 June – 1 September (combined is an 8 week window of China FIT)</p>	 <p>Soaring Heat humidity & Pollution</p>	 <p>Temperate cool beauty</p> <ul style="list-style-type: none"> • “Family” adventures and bonding fun • Escape the heightened humidity heat and crowds • Mountain, geo thermal, fiords, North Island temperate 	<ul style="list-style-type: none"> • Temperate cool season • Outdoor freedom, peaceful, invigorating • All year round activities • Extended family experiences • Good daylight 	<ul style="list-style-type: none"> • Hot pools/thermal • Ski – play, learn, do • Whale migration from Antarctica to the tropics • Food <ul style="list-style-type: none"> • Snow, huskies, drive
<p>SEP – NOV</p>  <p>Autumn</p>	<p>National Day Holiday and Mid Autumn Festival</p> <p>(combined is about a 1 month window of China FIT)</p>	 <p>Travel Crowds of other destinations</p>	 <p>Fresh rejuvenation – go where there are no crowds</p> <ul style="list-style-type: none"> • Flowers / birds – (Manawatu/ Taranaki) • Animals – (Kaikoura/ Marlborough) • Photography • Bird song (Wellington) • North Island (Northland) 	<ul style="list-style-type: none"> • New growth • Away from the “maddening crowds” – of Europe, Korea, South East Asia, North America) • Immersion 	<ul style="list-style-type: none"> • Gardens • Biking • Golf • Adventure • Family • Food

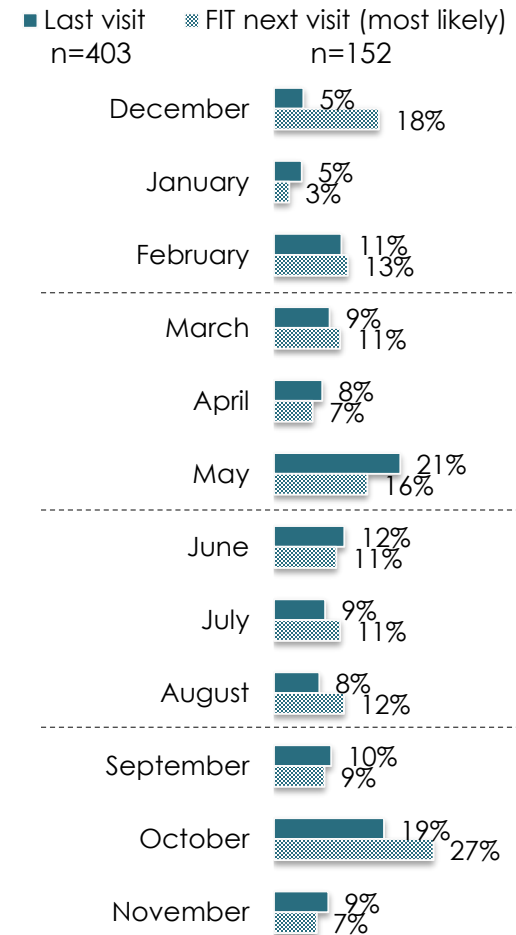


THERE IS 12 MONTH DEMAND

Continuing demand through our winter
Strong propensity in our shoulder



Months of last visit and next visit



SEASONAL PRODUCT EXTENSION

Product

- **Promoting Winter, Spring, Autumn “only” experiences** that can not be done any other time can trigger “off season” travel e.g. whale migration, flowers/garden blooms, Southern lights, Bluff oyster season, summer produce harvest, scallops, seal pups at the waterfall, lambs and photography.
- **Anchors of Understanding that help contextualise the seasons for Chinese FIT visitors are:**
 - Temperature °C
 - Layers of clothing
 - Sun rise and sun set times (photography and driving)
 - Day and night
 - Imagery – in winter showing green grass (not just mountain snow), people outdoors
 - Comparative photo collection – GPS location.
- **Chinese want to know what they can do and experience when they are thinking of coming – what is good at that time:**
 - Where is good to go
 - What is good to do
 - What is the experience like
 - What would be enjoyable.

Why Summer

February



Why Winter

Highlighting experiences at different times of the year enables clear understanding of what is available and great experiences. Currently, visitor generated itineraries are done this well. There is an opportunity for this to be further generated from New Zealand to better steer understandings of options and build reputation.

August



NEW ZEALAND SHOULDER

Spring and Autumn in New Zealand's temperate climate is very attractive for the Chinese. The natural beauty that is only available at these times is appealing. The Chinese love color. It is an extraordinary and unusual world view. This is not seen much in China and they do not have a history of accessible rural gardens, or extensive city gardens with colorful leaves.



FORWARD

SEASONAL DEVELOPMENT

Do we have a seasonal plan

STORYTELLING WHY WHAT HOW PLAN

The one thing that will make the biggest difference to seasonal growth

Next steps

SHARE



ENHANCING PRODUCT

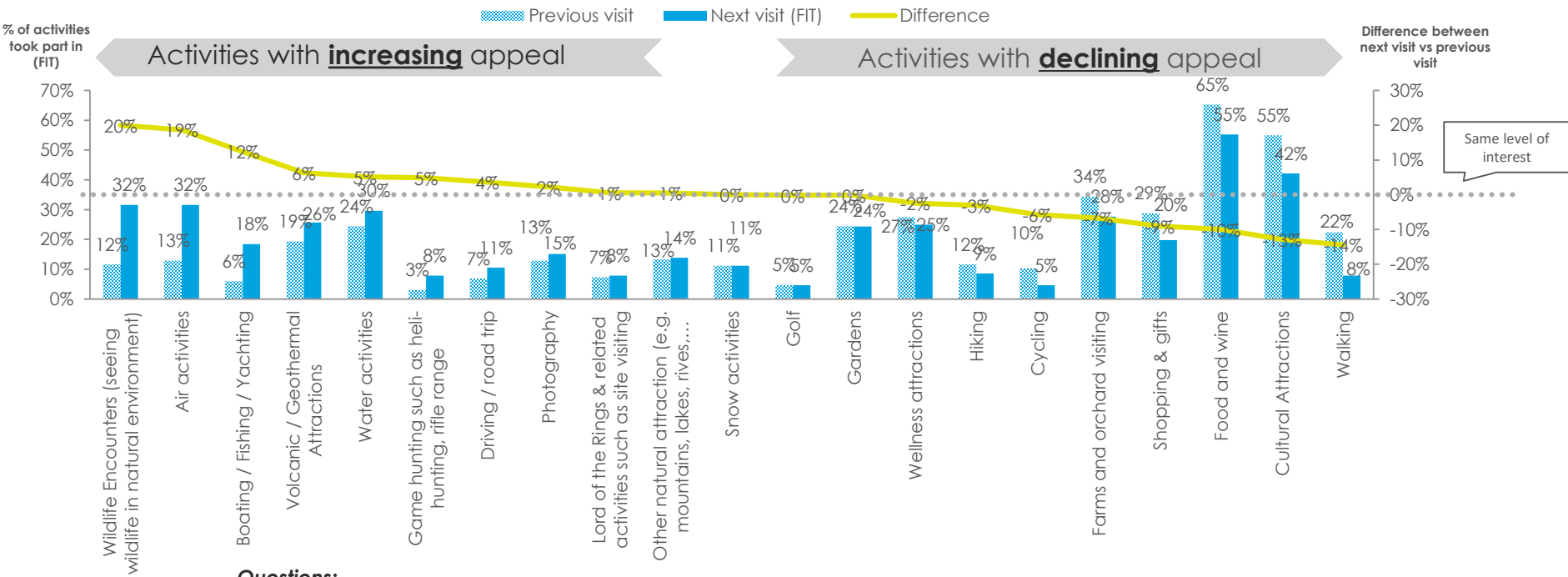
THE FOUR PRODUCT PILLARS



ACTIVITIES CHINESE ARE ENGAGING IN – Chinese FIT are finding out there are more activities to be experienced while in new zealand

- They want to experience new activities requiring more zero distance immersive participation than on their first trip to New Zealand.
- Walking, cycling and hiking are not really hitting the spot

Chinese FIT: What they plan to do next time



Questions:

A6_1. When you were in New Zealand for holiday, which of the following type of activities did you take part in?

A6_2. How would you rate your experience of these activities?

A6_4. Next time when you are in New Zealand for holiday, which of the following type of activities are you interested in?

FORWARD

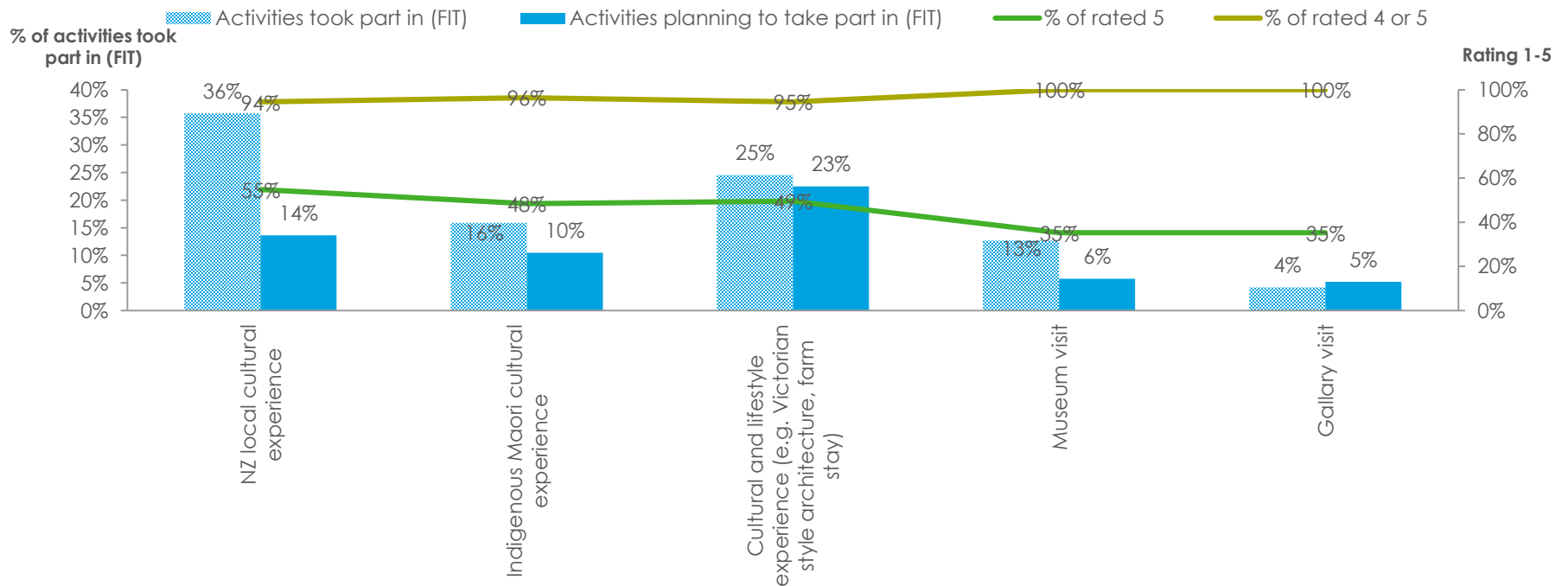
CHINESE FIT – THEIR EXPERIENCE

KEY ACTIVITY: CULTURAL ATTRACTIONS

- FIT respondents were most likely to include cultural attractions and experiences in their itineraries on their first visits to New Zealand, rather than in subsequent visits.
- **Cultural and lifestyle experience s**, such as farm stays, attracted the most interest when planning for subsequent visits.

Chinese FIT: experience rating of the activities they took part in (Cultural Attractions)

Base: respondents who are planning another holiday in New Zealand and took part in cultural attractions during their previous visit
n=131



Questions:

- A6_1. When you were in New Zealand for holiday, which of the following type of activities did you take part in?
A6_2. How would you rate your experience of these activities?

FORWARD

Base: respondents who are planning another holiday in New Zealand
n=233

SPECIAL INTEREST OPPORTUNITIES



The following illustrates the different special experiences of particular interest to Chinese FIT visitors.

A part of a New Zealand experience

Choices and options to experience on the New Zealand trip

Planned or incidental, available throughout New Zealand

Food: & wine

seafood, fruit and produce, markets, fine dining, sharing platters, ice-cream
Regional specialities

Wildlife

Cultural activities

Farm animals orchards

Water activities

Land and environment experiences

Specific

Why
What
When
Where

Support experiences

- Art galleries, experiences
- Museums + historic places
- New Zealand café culture, supermarket
- Festivals

Anchor experience

"Must do inclusion" + guides itinerary planning

Single itinerary anchor, booked ahead

- Star gazing
- Whale watching
- Glacier walks
- Sky diving
- Bungee jumping
- Lord of the Rings "Village"
- Air activities – flying, Gliding, ballooning

DEVELOPMENTAL

- Glamping
- Themed authentic accommodation e.g. star, tree house, Hobbit Cave
- Cliff walking
- Volcanic
- Air – eg learn to fly, gliding, ballooning
- Natural wildlife
- Gardens

"SMALL"

- Ice cream making
- Sun rise watching
- Oyster/ seafood experience
- Sea/Paddock to plate

Festival Future – Reputation
Matariki star gazing/Aurora
Snow / winter
Whale migration

Special interest theme experience:

Niche interest - Guides the whole itinerary planning

Major focus – multi day activity

- Walking
- Cycling
- Photography
- Gardens
- Snow
- Golf
- Premium adventure
- Wildlife – scenic

DEVELOPMENTAL

Food

Building Value

PRODUCT DEVELOPMENT

~ Everything Close ~

DEVELOP EXISTING PRODUCT

EXTEND WITH WHAT WE HAVE

NEW PRODUCT DEVELOPMENT

AWARENESS VALUE EXPERIENCE

Make it accessible	Tell people why	Layer and trade up
<i>invitation</i>	<i>storytelling</i>	<i>options</i>
WHAT	WHY	HOW

REGIONAL SEASONAL NATIONAL

Our ordinary is their extraordinary in more places	Develop 'must do' for the changing seasons. Demonstrate that how we are 'all good' for 12 months of the year.	Special interest <ul style="list-style-type: none"> • Guided • Targeted • Enabled • With food • Learn to ski
--	---	---

FAMILY & FRIENDS ADVENTURE FOOD

Family & friend time Building memories	Enabled stimulation & personal challenge	The best "must do"
---	--	--------------------

Guided, learn to experiences, fly in and use, specialist equipment, exclusive (paid) access etc.

- Signage
- Cluster links
- Digital transaction
- QR Code
- Geolocation
- Internet coverage
- A language plan
- Unique
- Special
- Different
- Compelling
- Renowned
- Choices
- Personalise
- Different options – length, difficulty, challenge
- Add on...
- Viewing and doing
- Build serendipity
- Make it easy
- Help build memories – certificates, images, photo sharing
- Create a learning opportunity

- National**
- Glow worms
 - Sky dive
 - Learn to fly
 - Star gaze
 - Abseil
 - Zipline
 - Bird experience
 - Colonial farm and high tea
 - River drift / jet boat
 - Lake / beach – learn to biscuit, kayak
 - Catch and eat
 - Thermal in nature
 - Glamping
 - Honey
- Local Icon**
- E.g. southern lights, rock walk
- National**
- Golf
 - Cycling
 - Walking
 - Food & beverage
 - LOTR Lord of the Rings
 - Gardens
 - Photography
 - Thermal
 - Glamping
 - Wildlife – dawn chorus, seals, dolphins and whales.....

- Winter and Jun – Sep
- All seasons
- Learn – independence
- Experience and interest
- Share
- Stimulate
- Relevant to child decision maker
- Unique story
- Adventurous
- Translation, headset
- Henna tattoo
- Hands on animals
- Wildlife
- Bird song
- Ziplining
- Bungy
- Cliff walk
- Abseiling
- Horse / alpaca
- NEW
- Gliding
- Glass (bridge) walking
- Learn to fly
- Heli hunting, trekking, riding, on the top picnic
- Southern lights
- Catch it – eat it
- Alliances – tourism build on
- Simple
- Challenge
- Different
- Not fundamentally dangerous
- Not exhausting
- Xin Xian De (Fresh Fresh)
- Farm to plate
- Sea to plate
- Mixed cooking styles
- Tasting platters and sharing dishes
- Sauces and seasonings
- Eat like the locals
- Unique, different, special, the best
- Interactive – seeing, cooking
- Hot Pot
- Regional icons "must try"
- 10 must do New Zealand dishes "bucket list"
- Honey snack
- Kiwifruit smoothie

CONTINUOUS REVIEW & IMPROVEMENT

ASK YOUR CUSTOMERS

THE FOUR PRODUCT PILLARS

What you have

1

1. Chinese like serendipity - How will you manage bookings v turn ups?
2. What is your cancelation policy? – this is important – it can be a barrier to booking
3. How will you manage trade ups and flexibility? – an opportunity
4. How do you deliver easy challenges? – with a story and potentially awards, prizes, acknowledgement
5. Does the experience offer variety of pace? – exciting and contemplative
6. How can you add value with photography and memories? – this is added pay value
7. Do you have a layered offer for different members of the group – or to fit in with their schedule of the desire for short experiences? (1/2 hour for kids - 2 hours)
8. How do you deliver a welcome and acknowledge business?
9. Deals – a very small deal can make a big difference – relationship & ‘face’
 - For more people in the group
 - For a trade up opportunity
 - e.g. a free coffee, \$1 off in the shop, a bottle of water, a cap.....What is your deal offer
10. Safety – how is this managed and communicated

PRODUCT CONSIDERATIONS



Independent travellers travel in clusters. The cluster is everything

Be confident to outline the rules with respect - Chinese do not want to offend

They are looking for support systems

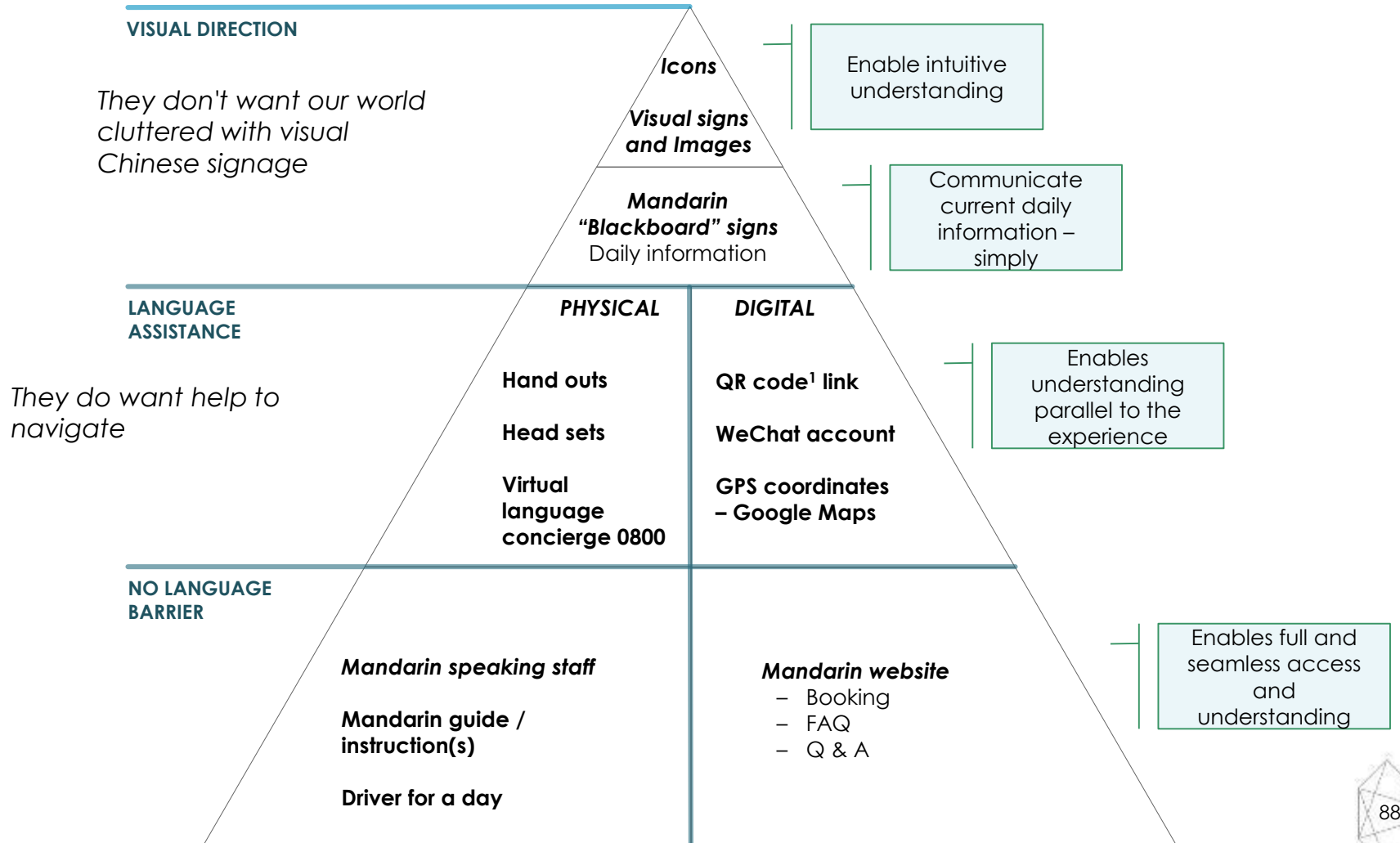
There is currently a support gap in New Zealand
Especially for the less confident independent traveller

Is this right
for your
business

- **Personalised professional guidance**
 - over ½ want this NOW
- **i-SITE knowledge understanding and delivery**
 - 85% of visitors who have been have no knowledge of this service
 - 91% want to use it when told about it
 - 69% want a mandarin language capability
- **Opportunity for higher level of Mandarin speakers in tourism sector**
overall and more translated information
- **The concierge** role at hotels is very important

LANGUAGE IS CORE TO CONNECTION & THEN TO EXPERIENCE

Different ways of communicating deliver different levels of understanding



¹A QR Code is a machine-readable code consisting of an array of black and white squares, typically used for storing URLs or other information for reading by the camera on a smartphone.



LANGUAGE TIPS

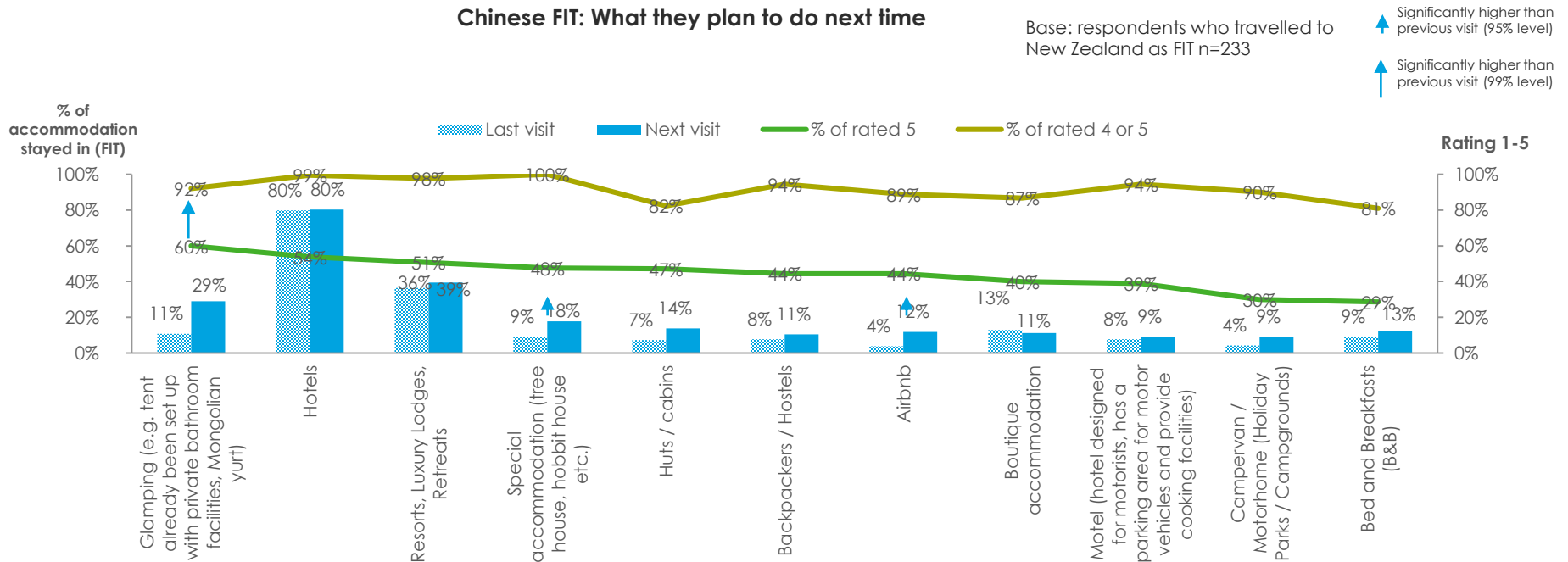
Online translate is being used – you can too

Use locals – and reverse translate

ACCOMODATION

ACCOMMODATION

- The overall level of satisfaction is high
- There is **desire to continue using hotels** in future visits (in particular 5 star hotels)
- **Chinese FIT** experience of staying at **glamping** (luxury camping) and **specialist accommodation** (e.g. tree house) are highly rated and more Chinese FIT intend to stay in this style of accommodation during their next holiday in New Zealand – they are open to the idea of unique experiences in terms of accommodation.
- **Motels, campervan accommodation** and **B&B** are not delivering as strongly but are acceptable.



Questions:

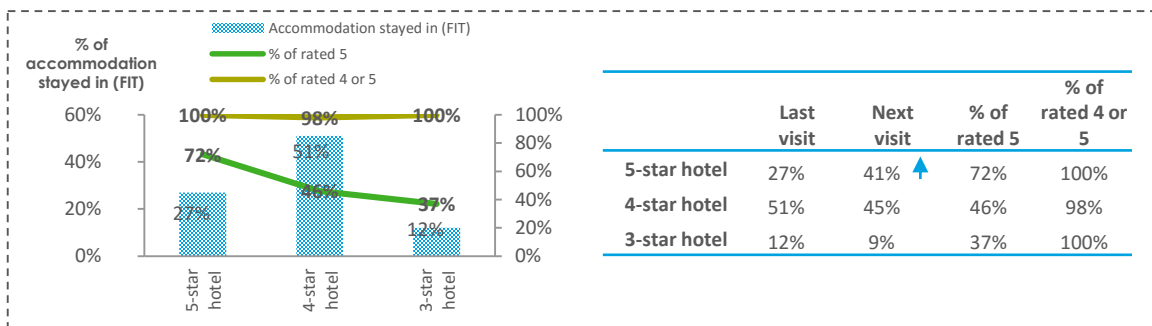
A7_1. What type of accommodation did you use during your last visit?

A7_2. Were you satisfied with the accommodation you stayed?

A7_4. Next time when you are in New Zealand for holiday, what type of accommodation will you use?

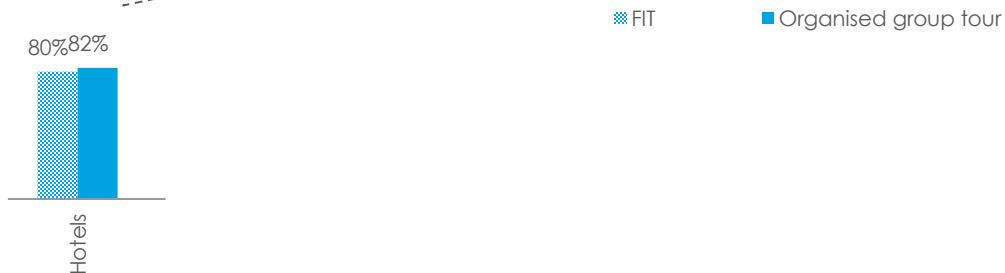
CHINESE FIT – WHERE DID THEY STAY

- Chinese FIT were satisfied with **hotels (especially 5-star hotels), resorts/luxury lodges/retreats and glamping** in New Zealand.



	Last visit	Next visit	% of rated 5	% of rated 4 or 5
5-star hotel	27%	41% ↑	72%	100%
4-star hotel	51%	45%	46%	98%
3-star hotel	12%	9%	37%	100%

Accommodation: Chinese FIT vs Organised Group Tour



Questions:

FORWARD

A7_1. What type of accommodation did you use during your last visit?

ACCOMMODATION

4 & 5 star plus... the experiential



A DIFFERENT APPROACH TO ACCOMMODATION

Preference for 4 & 5 star but high satisfaction with other offers if we manage expectations
Desire for unique experiences

Overall Chinese are looking for:

Premium
4 – 5 star

Around 1/2 want a luxury resort of 4 – 5 star

→ A lack of availability can cause anxiety and is a hassle, requiring more involvement in planning.

Sociable and equitable

Being part of a group is being together.
Sharing rooms is preferred as part of sociability

→ We need more multi person room configurations, with equal decor standards e.g. ensuites.
→ Modular configuration with shared space.

Communal DIY
Cooking facilities

Self catering is a positive part of a holiday experience.

→ There will be strong continued demand for these facilities
→ Respectful outlining of conduct expectations is important to maintain harmony.

Experiential
special

Around 1/3 want a n experiential glamping experience next time

Create an experience beyond a room

Experience as “must do” in New Zealand

→ A design theme/architect:
→ A unique location – with an outlook or story.
→ A link to the outside:

A DIFFERENT APPROACH TO ACCOMMODATION

<p>Often willing to save on accommodation</p>	<ul style="list-style-type: none"> • Accommodation is not the focus of the trip – sightseeing, activities and food are more important, will save on accommodation if they can. • Cheaper accommodation styles with self catering suit the group travel style: <ul style="list-style-type: none"> – Be aware \$\$ is not a main driver for choice and they will pay for value.
<p>Groups are the norm</p>	<ul style="list-style-type: none"> • Will travel with groups from 4 – 20+: <ul style="list-style-type: none"> – We need to understand and cater to groups – Provide directions to experiences and food / restaurants that cater to groups well.
<p>Happy to share</p>	<ul style="list-style-type: none"> • Sharing and being together is preferred: <ul style="list-style-type: none"> – Providing flexibility and options with clear payment instructions is essential.
<p>Pre-booking not always a priority</p>	<ul style="list-style-type: none"> • Pre-booking is greater for shorter, first time and heavy booking holiday seasons. Those with longer more flexible itineraries often are not pre-booking: <ul style="list-style-type: none"> – Build awareness if pre-booking is required to ensure availability – Incentives can be used to secure pre-bookings.
<p>Want a discount for early group booking</p>	<ul style="list-style-type: none"> • Is this an opportunity or to be avoided?
<p>They will cancel if they get a better deal</p>	<ul style="list-style-type: none"> • A clear cancellation policy is important to ensure bookings are maintained.
<p>Central and connected</p>	<p>Ideally in a central area with walk to shops and town – up to 20 minutes from a main activity. Clear signage to indicate the accommodation location with GPS co-ordinates.</p>
<p>Cooking facilities</p>	<p>Prefer gas cooking. Enough utensils for sharing across rooms – we need to work this out. Respectfully outline how we would like facilities left The pantry box to make simple meals easy – Asian flavours and meat & seafood pack options</p>



A DIFFERENT APPROACH TO ACCOMMODATION

Socialising can get noisy

- Separate socialising space



PRODUCT DEVELOPMENT – THE FAST CHECKLIST

To deliver and effectively communicate new product development check you have mastered the Top 5 tips.

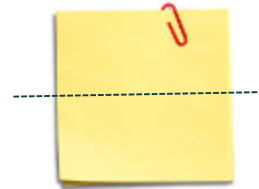
1. It's unique and special
2. It's visual and visceral – not wordy and clearly explaining the experience
3. It's highly social and set up for sharing
4. Focus on the experience that's immediately easy to understand.
What will they experience?
5. Is it challenging but easy?
6. Build some flexibility into it as to how they may choose to experience it

CHINESE FIT WINS

Share a win you have had with your group

What did you do?

What difference did it make?



SHARE

PRODUCT DEVELOPMENT PLAN

Product development opportunity

ONE key action



SHARE

A large graphic on the left side of the page, composed of several overlapping triangles in various shades of teal and light blue, creating a dynamic, abstract shape.

BUILDING CONNECTIONS

Digital

THE CHINESE FIT OPPORTUNITY



A drop can turn into a waterfall



If you have salience and reputation

CHINESE FIT BUILDING REPUTATION & ACTIVATION IS DIFFERENT

Group

Intermediary

- Families
- Trade shows
- Commissions
- Market visits and agent relationships
- Set itineraries
- Iconic product

FIT

More Direct

More a direct relationship with the consumer
This is achieved through.....

- Shared reputation
- KOL
- Digital
- Social media
- Options
- Discovery

Utilise both

ARE YOU ONE HAND CLAPPING?



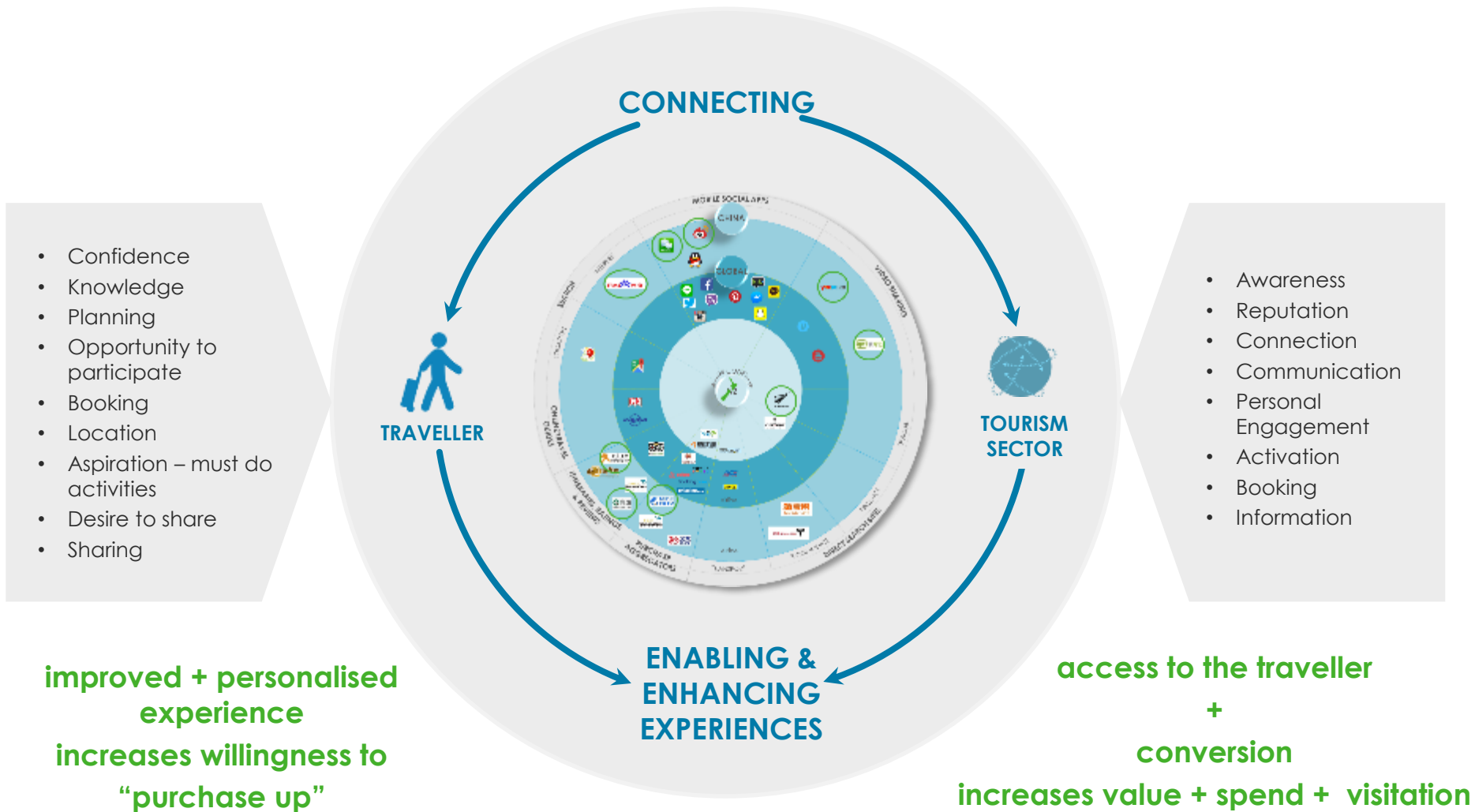
GET PEOPLE TO YOUR BUSINESS: TO BUILD SHARING

- Chinese New Zealand students and their families
- Group tourists – if relevant
- Work with others who are having success
- KOL – who is a key opinion leader for you?
- Be seen and be in the top 10.....

- Activate and encourage sharing

The digital plan

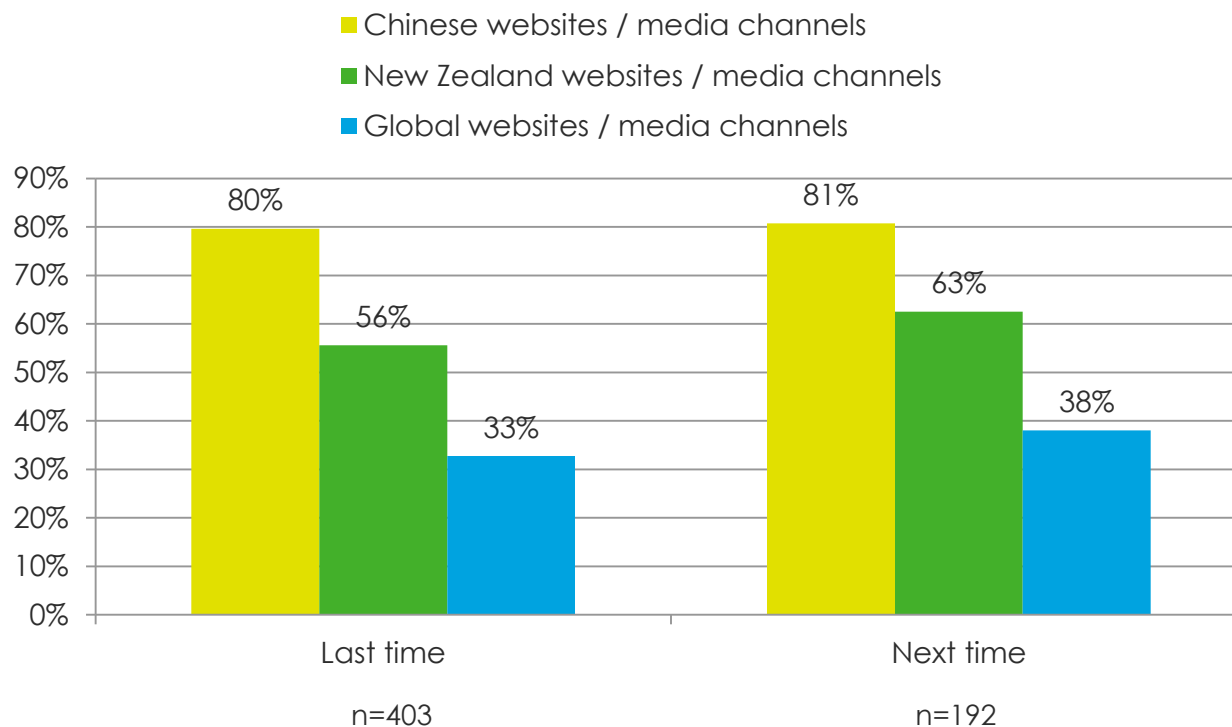
DIGITAL DELIVERS VALUE FOR ALL



This is the heart of communication for your business with Chinese FIT

DIGITAL: THEY ARE PREDOMINANTLY USING CHINESE SITES to build itineraries

- Connecting to Chinese platforms strongly
- Our links must be on multiple global sites
- New Zealand sites also have a role – especially for second time visitors



The digital landscape

The digital scape has multiple functions

People are:

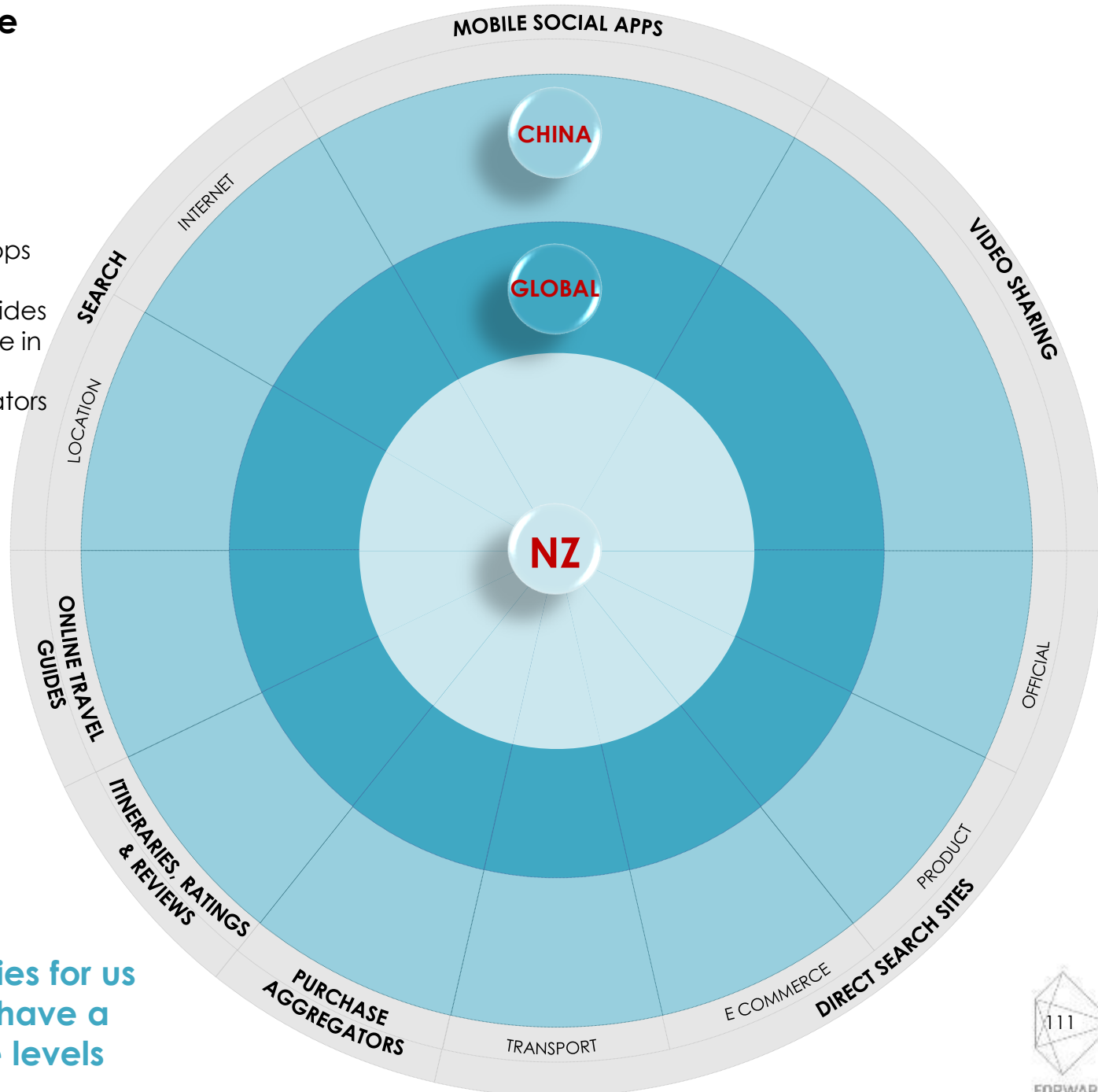
- Sharing
- Searching
- Downloading functional apps
- Searching specific sites
- Looking at on line travel guides
- Going to sites that specialise in ratings and search
- Utalising purchase aggregators

The Chinese are utilising:

CHINA • Chinese platforms mostly

GLOBAL • Increasingly global travel platforms

NZ • Some direct New Zealand sites and platforms



There are opportunities for us to get involved and have a presence at multiple levels

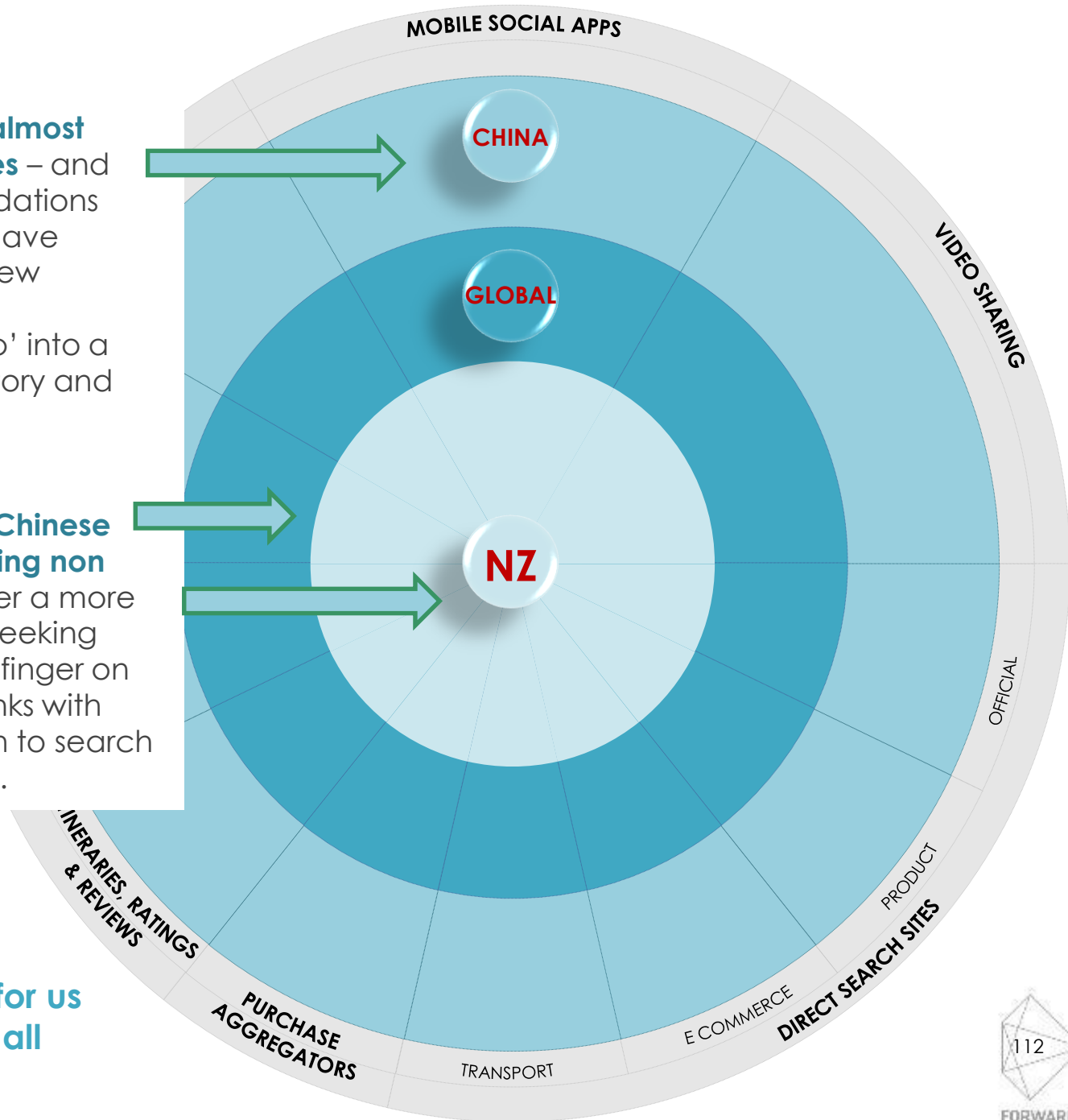
The digital landscape

Less experienced travelers almost always use only Chinese sites – and rely on personal recommendations from Chinese who already have experience or expertise in New Zealand travel.

They therefore may only 'dip' into a New Zealand site for regulatory and visa type information.

More experienced, worldly Chinese travelers are increasingly using non Chinese sites – i.e. they prefer a more independent global reach seeking perhaps newer information, finger on the pulse and more direct links with New Zealand. They are keen to search for the best value and deals.

There are opportunities for us to choose, or be across all



KEY PLATFORMS

Key Relevant Platforms in Chinese Digital Social Media

WeChat

Social mobile app

WEIBO

China's equivalent of Twitter and Facebook

Ma Feng Wo /Qiong You

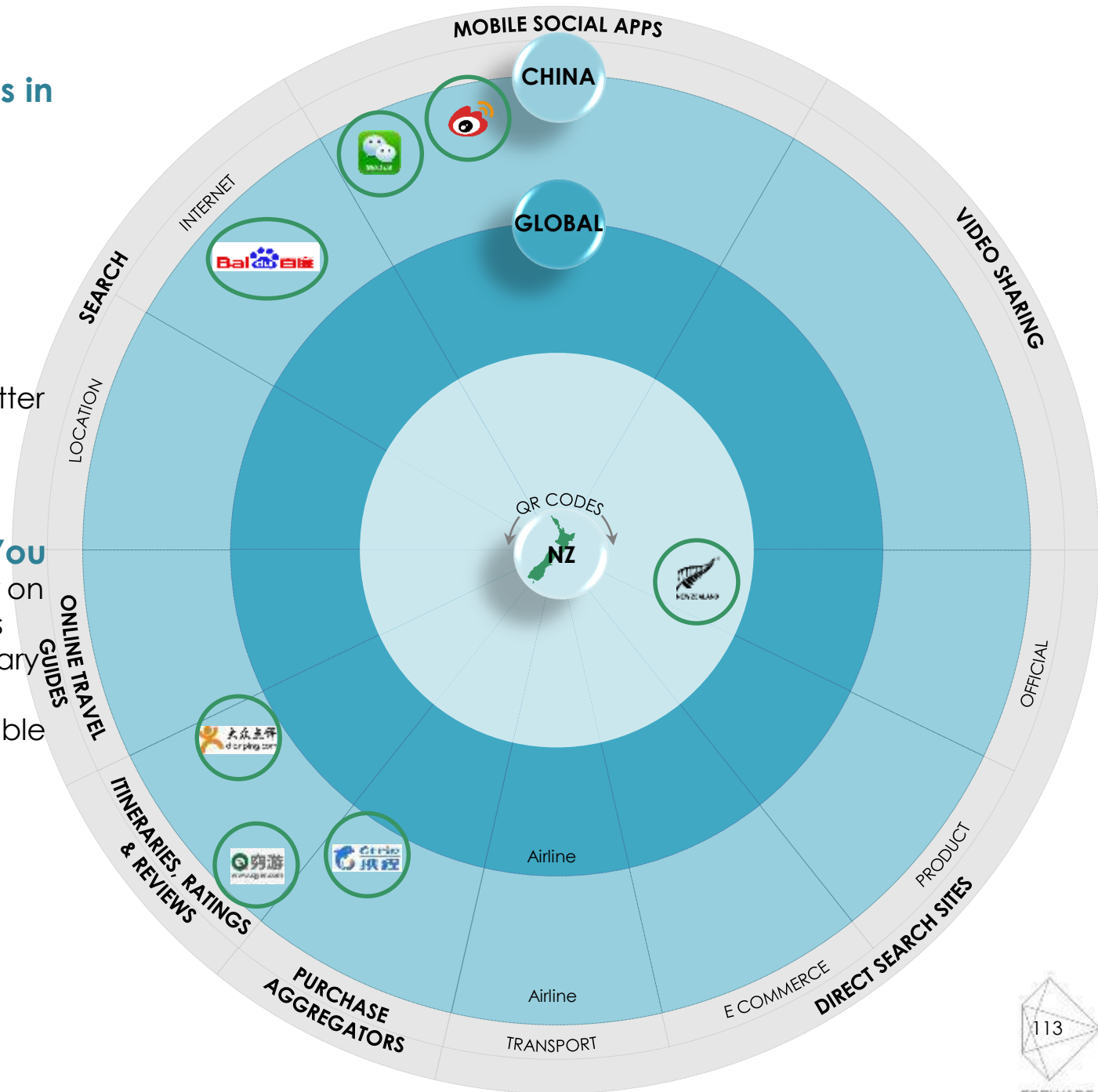
Equivalent to Trip Advisor on steroids. Multiple features and engaging with itinerary planners, rich integrated content and downloadable apps.

C-trip

Travel aggregator

Booking.com

Travel aggregator



THE ACTION PLAN

THE DIGITAL PLAN

*There is no one way
– there are options*

Your business

Where are you at?

Your digital development

Where have you got to?

Your resources

Where are you at?

Your priorities

What will make the biggest difference?

**Develop programmes that are sustainable
resourced and achievable for your business**

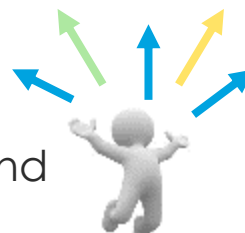
THE DIGITAL PLAN



Get people sharing
About you



Go into their world and
be found



Get active



- ✓ Others spreading the word
- ✓ In a way you can be found

- ✓ With great material
- ✓ On a platform that works for you and them
- ✓ Be linked and present in the right places

- ✓ Chinese language
- ✓ Geolocation
- ✓ QR codes
- ✓ Push notifications
- ✓ Bookings
- ✓ Active sharing
- ✓ Downloading
- ✓ Dialogue Q&A
- ✓ Safety guidelines
- ✓ We Chat



GET OTHERS SHARING ABOUT YOU



Ask them to share – Chinese are OK with this

- If you have developed an interaction or they have told you they love it – *ask them politely if they would share*
- Ensure you treat your guests so they will want to so something kind for you – *offer a small gift or discount for sharing*
- Let guests know you would appreciate them sharing
- - ask them to share it with their friends
- Set up *photoshoots (best angle shots) that they can share – with your branding*
- Ask if they would like you to take their photo

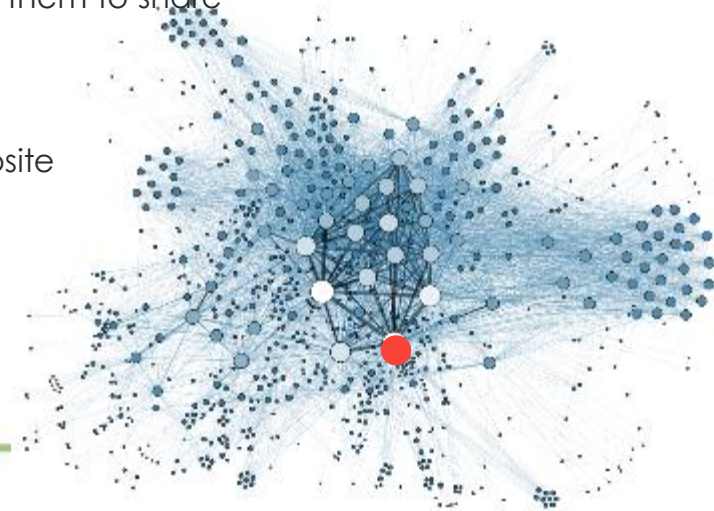
If you have a website

- Have a *QR code link to your website* and top images that can be uploaded
- Put a QR code up where it can be seen
- Send a thank you email with a link to images and ask them to share
- Encourage reviews
- Add a referral *Widget* on your website
- Run a top image competition and share on your website

If you have a photo memories product

- Ensure uploads are easy to share
- Build the unique story through images

✓ Others spreading the word



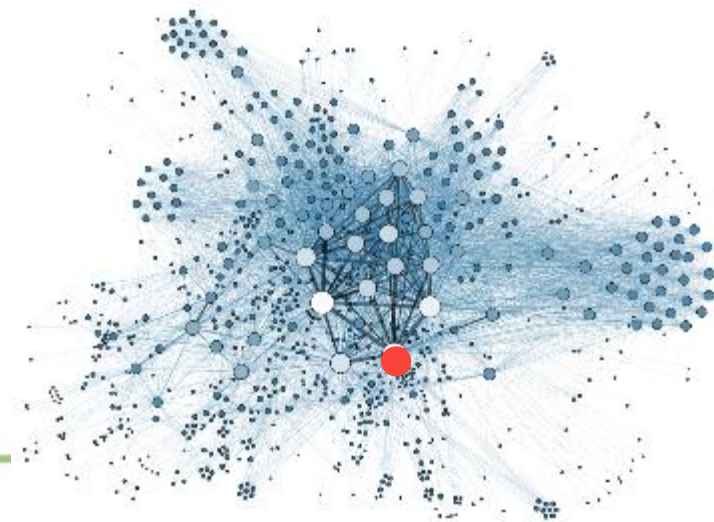


GET OTHERS SHARING ABOUT YOU

✓ In a way
you can
be found

Be found

- Ensure you will be geotagged on image shares by registering your business on key mapping sites:
 - [Google](#) maps
 - [Foursquare](#) (used by WeChat)
- This will help ensure your location can be tagged with any photos taken
- Build your branding into best images if possible – HIGH VISABILITY
- Make sure your story is unique and special WHY – worth sharing



Connection through image sharing & geolocation



Story linking to location

Ensure your images are evocative, engaging and tell a unique story

Our Chinese travellers are outdoing us in terms of imagery. They are telling our story often much better than we are.



THE DIGITAL PLAN



**Go into their world and
be found**



- ✓ With great material
- ✓ On a platform that works for you and them
- ✓ Be linked and present in the right places



GO INTO THEIR WORLD & BE FOUND



✓ With great material

Audit your material – is it good enough

- A compelling WHY story *see Module 4 on Storytelling on the website*
- Outstanding imagery *see the full report on the website*
- Differentiated WHAT – remarkable because.....

Responsive website

- Displays well on multiple devices including mobiles

Skydive Taupo
TAUPO
NEW ZEALAND

0800 586 766
Home Skyline About Us Contact Us Gallery News
[Book Now](#)

**Fear is temporary...
achievement is permanent**

FORWARD
With our expert tandem skydiving instructors you'll jump out of our aircraft from up to 15000ft and into an incredible free fall over the world's most stunning drop zone, surrounded by snow topped peaks and the clear, fresh lakes of Lake Taupo. You'll slow down at 2000ft to descend in a safe controlled landing.

If you're looking for the ultimate heart-pounding thrill ride, you definitely need to book this amazing Skydive Taupo experience.
There's one unique perk: please let our TRFF team accompany you on your Taupo, we guarantee you...



GO INTO THEIR WORLD & BE FOUND

✓ On a platform that works for you and them



Website

- Tells your story: Your WHY experience and offer
- Provides information
- It may enable booking, feedback, references
- Platform for Chinese language links e.g. a menu via QR code

- Can be invisible – unless very well linked
- Unlikely to come up on a Chinese Baidu search unless optimised
- Can be too much work to visit



WECHAT

- China's most active social platform
- Used by 83% Chinese FIT while in New Zealand
- Multi functional
- Enables – sharing, a dialogue, links to your information, offers, purchasing, searching
- Can be geolocation enabled

- Requires active management & interaction – this can be in English but is optimised in Mandarin

THE PATHWAY

Private

A platform that:

- Has limited capability – primarily social



Public / Official Account

A platform to:

- Post content – you manage what your story is
- Promote events, special highlights
- Manage risk – traffic requirements, weather events
- Send geo-located push notifications
- Generate ratings and reviews
- Enables and facilitates sharing of your content of your site
- Facilitate online bookings and payments
- Discounts and promotions – vouchers to be redeemed, offers
- And more... as it rapidly evolves

How to:

Set up

- Engage with a company who can set up an official account in China – similar to an ISP provider (see the enablement partnership list as a start)
- You will then have an official account and it will be linked to a QR code (existing or new)

Set up the content and have a content plan

- Content similar to the website or linked to the website
- You can manage this yourself or engage a partner to manage it for you
- You can then encourage sharing – competitions, awards, good news, new news, must dos
- Provide information – that is able to be shared and uploaded

WE CHAT DEVELOPMENT



Be in touch in English

- Great images
- Short sharp messages and offers in English



Mandarin

- Assisted regular posts
- Contracted



Mandarin

- Regular posts by a Chinese speaking team member

Your connection to the Chinese FIT tourism world



GO INTO THEIR WORLD & BE FOUND

✓ Be linked and present in the right places

Be seen

*see Module 2
on Enablement*

You must be present on and linked to other sites to be seen
Choose what to invest in – to optimise visibility

Region

Regional tourism site
Regional geolocation apps e.g. Skoot, GeoZone or another that suits your business
Have a QR code link on marketing material
Collaborate to develop comprehensive regional platform, event geolocation material

New Zealand

Tourism New Zealand - newzealand.com

Specialist geolocation

Skoot

Special interest

Zomato, Yelp

Global

Trip Advisor
Condé Nast traveller
Lonely Planet
Forbes
Urban List
Concrete Playground

Plus China special interest
Accommodation
Golf
Gardens
Hiking....

Plus Chinese search and itinerary sharing
Ma Feng Wu
Qiong You



GET ACTIVE



Make the investment: 1) Content translated and posted in Chinese
2) Chinese language speaker
Collaborate if this is not affordable

✓ **Chinese language**

✓ **Geolocation**

✓ **QR codes**

✓ **Push notifications**

✓ **Bookings**

✓ **Active sharing**

✓ **Downloading**

✓ **Dialogue Q&A**

✓ **Safety guidelines**

Use geo coordinates – more important than address
Be present in geolocation push apps like Skoot and GeoZone

QR code is easy to create – and can link to Chinese language translations on your web or we chat platform

QR code is easy to create – and can link to Chinese language translations on your web or we chat platform

Bookings can be enabled on we chat and web page
Best in Mandarin. May require Chinese language Q&A

Start sharing – What is on, WHY, what is new, special offers. Images

Enable downloads of the top Pics

A current relevant interaction with visitors is the ultimate.
Responsive. May require a Mandarin speaker

QR code a great link to safety guidelines and protocol information

FORWARD



EXAMPLES OF PUSH NOTIFICATIONS – GEO LOCATIONAL APPS



Special event of interest

Push notifications

Traffic – take care

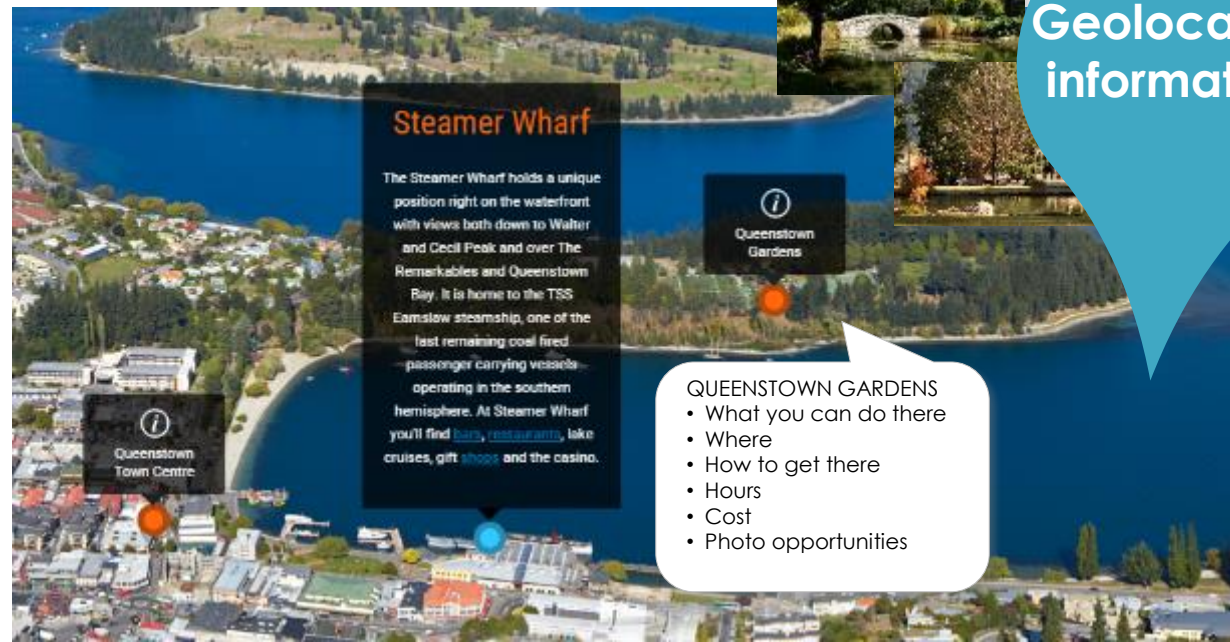


- REGIONAL APP
- What you can do there
 - Where
 - How to get there, distance
 - Opening hours for goods and services
 - Cost
 - Photo opportunities

Learn more about this region – download our app

QR code links

In Mandarin



Geolocation information

Steamer Wharf

The Steamer Wharf holds a unique position right on the waterfront with views both down to Walter and Cecil Peak and over The Remarkables and Queenstown Bay. It is home to the TSS Eamslow steamship, one of the last remaining coal fired passenger carrying vessels operating in the southern hemisphere. At Steamer Wharf you'll find [bars](#), [restaurants](#), lake cruises, [gift shops](#) and the casino.

- QUEENSTOWN GARDENS
- What you can do there
 - Where
 - How to get there
 - Hours
 - Cost
 - Photo opportunities

INTERNET CONNECTION OPPORTUNITIES

- There is scope to improve the coverage, connectivity and speed with the internet service provided for Chinese FIT's.

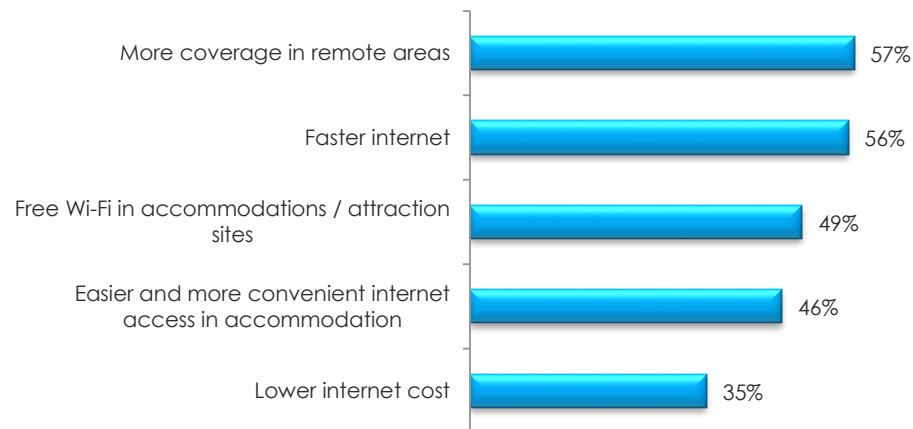
Have issues with... while travelling in New Zealand

Base: respondents who travelled as FIT last time in New Zealand
n=233



The most important potential improvements for internet connection for tourist

Base: respondents who travelled as FIT last time in New Zealand
n=233



Questions:

A17. Did you have issues with any of the following while travelling in New Zealand?

A18. What are the most important potential improvements for internet connection for tourist in New Zealand?

ARE YOU ONE HAND CLAPPING?

CHINESE FIT

Physical

In New Zealand

i-SITE –

- Build visibility
- MUST BE COMPREHENSIVE

Signage

QR codes to link to Chinese language

Sharing – momentum through your visitors sharing - geolocation
Photos - sharing

Being seen

Shared

within New Zealand

TNZ newzealand.com

Regional sites – RTO tourism site

Geolocation platforms e.g. Skoot & Geozone

Virtual

In the world

Chinese sites – through social media

Global sites – Trip Advisor

WeChat

Choose what is right for you there is a cost

CHINESE FIT BUILDING REPUTATION VISIBILITY & ACTIVATION PLAN ON A PAGE

FIT

Direct

More a direct relationship with the consumer
This is achieved through.....

- Digital
- Social media
- Shared reputation
- KOL
- Options
- Discovery

National

- How are you working with Tourism New Zealand and **feeding great content** to Tourism New Zealand?
- Feeding into **newzealand.com**?
- Integrating with national special interest e.g. golf?
- Considering geolocation push capability?

Regional

- Are you posting, sharing, collaborating under the regional brand and identity?

CHINESE FIT BUILDING REPUTATION VISIBILITY & ACTIVATION

PLAN ON A PAGE

FIT

Direct

More a direct relationship with the consumer
This is achieved through.....

- Digital
- Social media
- Shared reputation
- KOL
- Options
- Discovery

Local

- Do you have a **WeChat** account – to build your network and more?
- Are you using **QR codes** to link into your website and Chinese Language info?
- Are you **geo-located on Foursquare?**
- Do you have **exceptional material and images?**
- **Do you accept China Union Pay?**
- Do you have **free WiFi?**
- **Are you asking visitors to share – incentives?**
- Are you working with **consolidators to enable online bookings and payment (paid)?**
- **Are your platforms mobile first** – Enabled for mobile?
- Do you have a **coordinate location address?**
- Have you considered **geolocation push notifications** e.g. SKOOT (paid)?
- **Are you on global review sites e.g. Trip Advisor & Yelp....**

COMMUNICATIONS PLAN

How 'China ready' are your digital platforms?

- New Zealand

- China connected

What are the three biggest opportunities / priorities?

Prioritised next step

SHARE

OPPORTUNITY: CHINESE FIT

A key insight that will add value

What are the three biggest development opportunities / priorities ?

Prioritised next step



FORWARD

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