Supporting local and attracting visitors

Restimulation marketing: Winter 2020

WellingtonNZ
Our approach

WellingtonNZ is taking a tiered approach to helping stimulate consumer spending and domestic tourism to support local businesses.

We will be focusing on creating impact to build awareness and drive consumer conversion across the Wellington region.

Our focus at each tier is:

**Love local – stimulating spend locally to support local businesses.**

Range of support initiatives and marketing activity to support local businesses, particularly retail and hospitality. This has been adapted as NZ moves through various alert levels.

**Regional tourism**

Marketing the Wellington region in its entirety to drive regional staycations and visation from drive time region (Taupō and down) – targeting families for July school holidays and beyond. Focusing on commercial tourism operators.

**Domestic Tourism**

Build awareness and drive consideration from metro and drive time regions under the Wellington Effect campaign. Targeted nationally with larger media spend. Use events to convert interest into bookings.

**Trans Tasman bubble (TBC)**

Build awareness and drive consideration in the Australian market for weekend tourism. Dependent on Government border decisions.
Objectives:

- Drive consideration in Wellington as a fun city break
- Reinforce the importance of supporting local businesses to local / NZ consumers
- Support local businesses by driving visitors and spend with tactical promotions
- Storytelling of the people behind businesses to drive emotive connection
- Use events and special offers to translate interest into action

Key messages:

- Support local businesses – eat, shop, visit, stay local.
- Wellington is the place to come and have some fun
- The best thing about Wellington is its unique and wonderful people and businesses.
- Now’s the perfect time to discover new things about our region.
Love Local

Love Local hero campaign
- Umbrella campaign encouraging people to consciously consider buying local by profiling some of the great Wellingtonians behind great Wellington businesses
- Features video, digital content and outdoor advertising

Wellington Unlocked
- Retail promotion to drive footfall instore to Wellington city retailers (including suburbs)
- Shoppers who spend $40 and more can enter the chance to win $25,000 in prizes including staycations in Wellington city, Wairarapa and Kāpiti and local shopping sprees.
- Promoted via video and digital, radio and outdoor advertising and in-store promotion.

Wellington Greatest Hits
- Hospitality promotion launching next end June, in partnership with Wellington Culinary Events Trust
- Highlight's most popular of best selling dishes in each participating establishment
- Promoted via WOAP website, digital and outdoor advertising
**EARLY INDICATIONS POST PANDEMIC**

**Domestic tourism has recovered first in other economic shocks**

![Annual % Change in Tourism Expenditure](chart)

- [Source: Stats NZ, Tourism Satellite Account March 2019](chart)
- [Source: Forward Research April 2020](chart)

**Domestic tourism will recover in stages**

- There is a pent-up demand for domestic tourism post Covid-19
- Travel will be local at first
- It’s likely that initial demand will be driven by a desire to re-connect with family and relatives
- The return of domestic leisure travel will likely fall secondary to this with a slightly longer lag time (6–12 months post travel restrictions being lifted)
- 70% will travel within their own island
- Aucklanders over index in willingness to travel within the Auckland region first and then to Northland
- Rotorua will likely see visitors from those living closer to the region, followed by those from Auckland and Wellington
- Wellington being attractive to the upper South Island with the lower South Island being a likely destination for those in the South Island

**EARLY PREDICTED TRAVEL**

**The top 3 destinations Kiwis will visit first**

1. Southern North Island and Wellington
2. Central North Island
3. Lower South Island

**BARRIERS AND CONSIDERATIONS**

New Zealanders have felt priced out of what’s been deemed as visitor pricing — presenting the opportunity to demonstrate the value of product and activities to New Zealanders moving forward.

Consumers are likely to be feeling more spend and safety conscious, initially, in a post Covid-19 environment this is likely to change previous travel patterns with a phased return to a new normal.

However, despite economic conditions, consumers are still likely to want to treat themselves, especially, initially post lockdown.
Regional Tourism campaign

This weekend we’re launching a new regional tourism campaign covering Wellington city, Hutt Valley, Kāpiti, Porirua and the Wairarapa.

The campaign – **There’s a Wellington for everyone** - reinforces the Wellington region as a family friendly destination through showcasing some of its incredible scenery and commercial tourism attractions.

It targets families in the region’s drive time (Taranaki to Hawkes Bay and down + top of the South) for the July school holidays - August via TV on demand, digital advertising and outdoor placements.

The campaign will also include various regional content (where to stay, visit, eat, shop) from WellingtonNZ.com and a digital deals platform – a version of WellingtonNZ’s popular annual advent calendar promoting individual tourism businesses.
From June 21 we are launching the Wellington Effect campaign, targeting visitors from around New Zealand.

Used for the first time last winter, The Wellington Effect proved our highest performing campaign in recent years achieving a 8.6% increase in spend last winter for Wellington – despite no significant major events.

Reusing creative has allowed us to maximize spend on media and therefore audience reach.

The campaign positions Wellington as a fun weekend break, following a couple around Wellington as they get progressively younger as the experience Wellington.

**Media mix:** TV, cinema, digital and outdoor
With an increasing number of events being confirmed, we have an opportunity to strategically use events as a conversion mechanic – promoting the right events nationally to convert interest in visiting Wellington into actual bookings.

Once we have a few more events that are currently in the pipeline confirmed, we will look to create a campaign that matches key events with various audience groups to drive bookings to Wellington.
In the event of a Trans-Tasman bubble, we will revive our campaign with Australian chef Ben Shewry, to drive Australian weekend travel to Wellington. The campaign was in market in February and March and gained fantastic results with a 4,000,000+ reach in market.

The four webisodes and majority of editorial had gone to market before New Zealand adopted the alert system however the conversion component of the campaign, in partnership with Air New Zealand, was placed on hold.

We are currently in discussions with our campaign partner, Bauer Media Australia, about how we might reinvigorate this campaign and capitalize on the awareness we built before lockdown.

Objective – Build awareness, drive consideration and secure bookings to Wellington as a weekend destination.

Audience - Independent professionals across the Eastern Seaboard looking for an inspiring city weekend away.

Approach

1. **Inspire** – Build awareness through a hero set of 4x webisodes with well known culinary face, Ben Shewry. Then amplify with social advertising, editorial integration and eDM inclusions

2. **Immerse** – Advertorial inserts across print publications, bespoke sponsored content.

3. **Convert** - Partnership with Air New Zealand (Australia) to drive conversion with tactical sales element.
Inspire – ensure Wellington is top of mind when considering a weekend break

Plan – Trigger people’s interest to plan a weekend by specific audience targeting and promoting the experiences with the most appeal

Book – Make it easy for people to book by putting Wellington right in front of interested travellers

$$$ Hero campaign – TV, outdoor, PR and digital campaign to put Wellington front and centre

Retargeting, content marketing, itinerary planning / weekend guides, accommodation recommendations, event programming and marketing.

Travel promotion, Wellington ‘specials’ digital directory
Questions?