



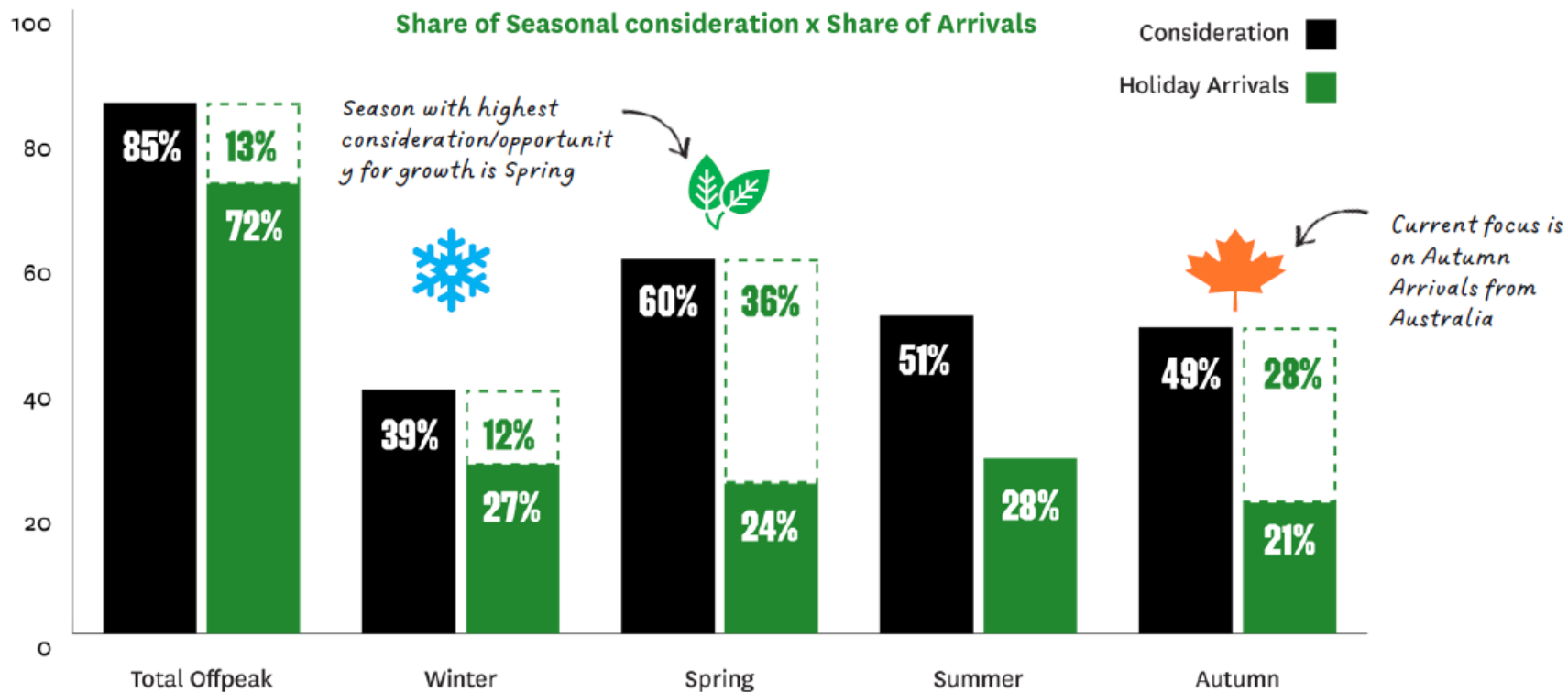
Australian Market Campaign - Boosting Autumn Arrivals

Background

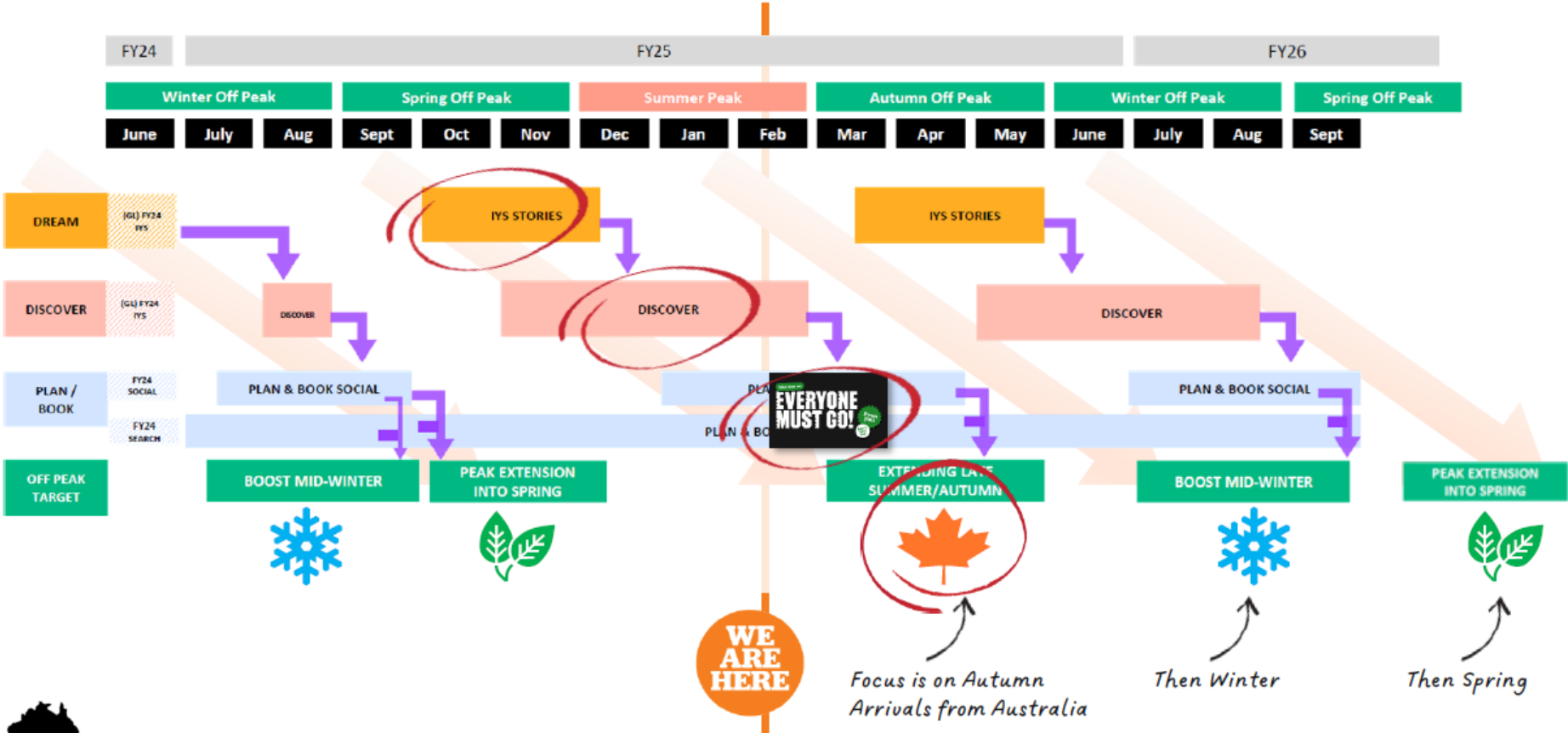
- Australia is New Zealand's largest source of international visitors. Currently, over 4 million Australians are actively considering a holiday in New Zealand, with 500,000 of them primed and ready to book—they just need the right incentive.
- Holiday arrivals from Australia are stronger than pre-pandemic levels over the past 6 months, and up 10% on a year ago. (Total arrivals up 8% for YE Nov 24 vs YE Nov 23)
- For Autumn Arrivals the three most significant barriers/constraints to booking are:
 1. Waiting for a deal on flights 57% (+22.4% YOY and is also the top growing barrier)
 2. I cannot afford it at the moment 31% (-5% YOY)
 3. I am still deciding on what time of the year I want to travel 26% (-8.2% YOY)
- Australians are especially drawn to New Zealand's spectacular landscapes, wildlife encounters, outdoor adventures, iconic destinations, and rich food and cultural experiences. These attractions are central to this campaign and become even more compelling when paired with competitive offers to book now



Focus on the highest impact & arrival opportunity to drive off-peak travel from Australia – leverage strengths and appeal drivers



The new Everything must go! Campaign dove tails into existing discover, plan & book activity in market to entice Australians to travel to New Zealand in Autumn now



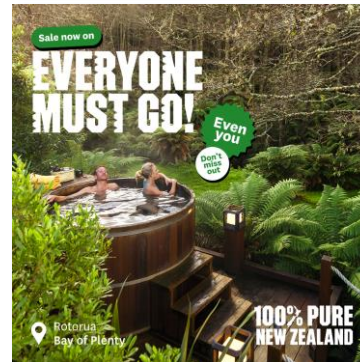
Objective

- To drive bookings and arrivals in March, April and May of this year. Australia, as New Zealand's largest source for international visitors and short-haul market, is well-positioned to drive additional arrivals this Autumn.
- This work puts into action the governments recently announced 'Tourism Boost' plans. We know that Australians typically book around 70 days in advance, so we are moving fast to get this campaign into market on 20 Feb.
- The activity is also aligned with TNZ's strategy to increase year-round and off-peak international tourism and support strong, sustainable, productive growth of the tourism sector.



The Campaign Approach

- The campaign launches on the 20th February
- The creative idea: Everyone Must Go! Unlike a traditional sale where everything must go, in our sale we just want everyone to go. And we want everyone to go everywhere.
- The campaign is focused on driving short-term holiday arrivals from Australia to support tourism growth.
- The campaign will include channels that are most efficient for converting people into booking mode.
- Channels: radio advertising, digital advertising across websites, social media platforms, search engines, mobile apps, and video streaming sites.
- The campaign will also include a range of flight, accommodation and booking platform activity with various partners to encourage consumers to book.



The Industry | How can you get involved?

SUBMIT A DEAL

- If you'd like to submit a deal for consideration, please login to your business account in the [Tourism Business Database](#). Select Deals from the top toolbar and create your Deal. It can be previewed to the right of the page as you do this.
- If you don't have access to the account, please email register@tnz.govt.nz and TNZ will send you instructions on how to get this.
- Please include 'Autumn Deal' in the first title line and choose 'Submit for Approval' at the base of the section when you're ready to submit.
- For general advice on deal creation please visit the [Deals section](#) of our Help & Resources guide or click on the orange Help tab top right of the Deals page when in the Tourism Business Database.



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