

## Strategic Plan 2012-2014

- More Visitors, Staying Longer, Spending More
- Destination Wairarapa exists to serve our members through our services
- Destination Wairarapa is responsible to other stakeholders who have an interest in tourism's flow-on effect for economic and social growth in the wider community

## Marketing & Distribution Strategies

The segmentation of the markets and audiences of the Wairarapa is to be matched more closely by segmentation of the Wairarapa product.

Consumer engagement with the Wairarapa and ultimate purchase of the product will be supported by our distribution methods.

### 1. Product Segmentation

Product segmentations would be fluid and overlap

Opportunities exist to pool resources within a segment and collaborate for greater marketing leverage

Segments

- Wine and food
- Towns and Villages
- Coast
- Outdoors

### 2. Market to Arriving Travelers

Capture attention of travelers who are coming to the Wairarapa and Wellington region

Markets

- Flight arrivals into Wellington
- Cook Strait ferry passengers
- Drivers turning left at Taupo
- Drivers heading north from Wellington

- Visiting Friends and Relatives

### **3. Winning Conferences**

Drive a culture of collaboration with and between conference venues

Develop and distribute marketing collateral aimed at appropriate professional conference organizers

### **4. Established Products and Markets**

Continue collaborative efforts with other neighboring regional tourism organisations

Continue to develop campaigns with established products and markets

Products and Markets

- Classic New Zealand Wine Trail
- Wellington Region
- Manawatu Region
- Australia

### **5. Website**

wairarapanz.com will have the look and feel and functionality consistent with the best New Zealand RTO websites

Ease and appeal for the consumer to engage with the Wairarapa and ultimately purchase while on line

Interaction with consumers through modern technologies

## **6. i-SITE Visitor Centres**

Continued growth of the product range within the Wairarapa and throughout New Zealand

Continued growth of the staff sales skills

Increased awareness that i-SITEs are there for locals to use

## **Product Development Strategies**

Some Wairarapa products are unique to the Region, New Zealand and the World

Some Wairarapa products have connectivity with other similar products in New Zealand

Our strengths in industry, nature and community are of interest to visitors

### **1. Further Development**

Some products and services already exist but need development to capture the interest of visitors

Developing products

- Wellington Wairarapa Cycle Trail
- Maori attractions
- Coastal Attractions
- Flight schedules into Masterton

- Train schedules into or within the Wairarapa
- Events

## 2. Niche Development

Some products exist but need to capture the interest of a market or distributor

### Niche Development

- Scandinavian / European Heritage
- Hockey
- Lighthouses
- Agriculture
- Classic Cars / Motor Cycles
- Lord of the Rings / Hobbit
- Drag Racing
- Aviation / Ballooning / Vintage
- Homesteads / Gardens
- Antiques / Art
- Surfing

## Membership Benefit Strategies

Develop members' awareness of what Destination Wairarapa does, how this supports their business development initiatives and the benefit for their business

Develop other industries' awareness of what Destination Wairarapa does and how this can support their business development initiatives

Develop community awareness of what Destination Wairarapa does and how this benefits the wider community

### 1. Communication

Develop awareness that the marketing and public relations efforts of Destination Wairarapa are designed to underpin the same efforts of the members

Clearly communicated benefits of membership

Develop communication levels which convey different levels of messages

Communications

- Business development tools
- General Industry information
- Specific sector information
- General local information

## **2. Networking**

Create opportunities for members to leverage the extensive network which the Destination Wairarapa membership base represents

Networking Opportunities

- Board meetings held throughout the region with post meeting gatherings
- International Marketing Group and Destination Partner meetings
- Market segmentation meetings

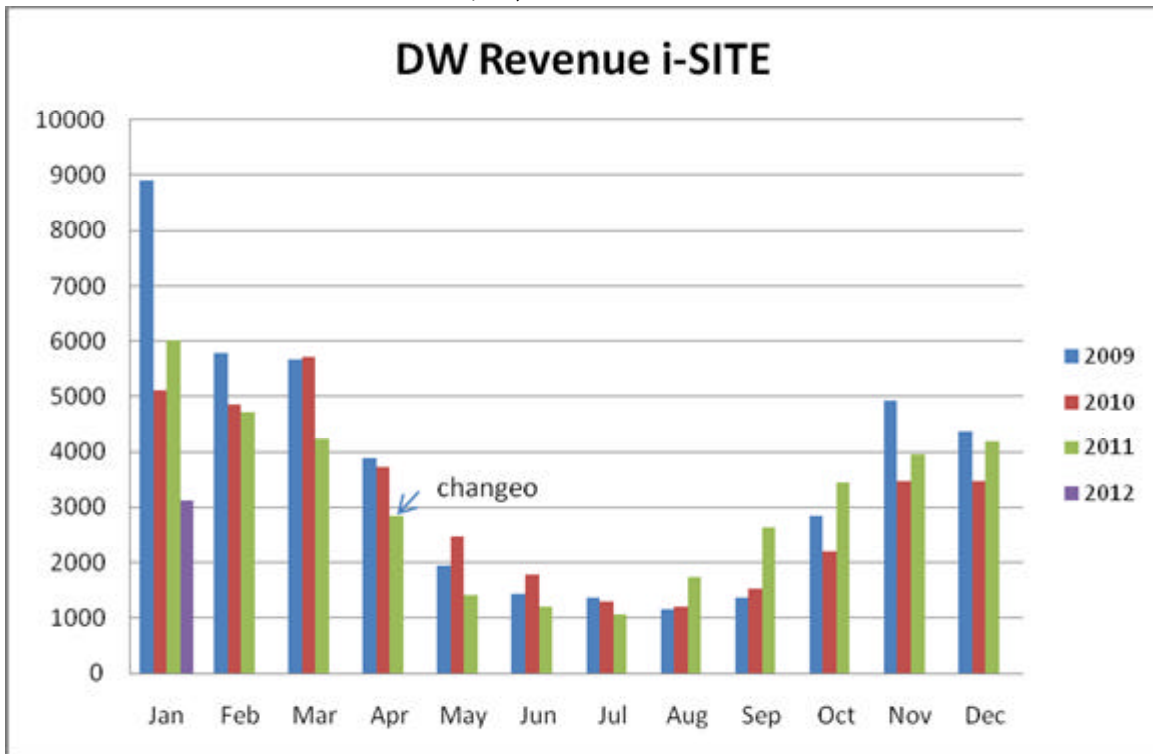
## **3. Training**

Continue industry training sessions for members

## Destination Wairarapa 31 December 2011 General Manager's report

### i-SITES:

- i-SITE team again beat their sales target for November and December
  - November Sales = \$50,968
  - December Sales = \$72,399



- Much of December sales was tickets for Ladeda, Summer Tides and Toni Childs. Event ticket sales for December was 32% (\$23,658) of total sales
- However there was strong activity and attraction sales with year on year growth of \$7,800. December 2010 \$4,200 v December 2011 \$12,000)
- Staff famil at Vynfields 8 December. Entire team able to attend and very impressed.
- Met with new owners of Mawley Holiday Park – to discuss booking systems and their marketing plan with Masterton District Council. Very positive and proactive and are in good working relationship with all Masterton i-SITE staff.
- A very busy two weeks from December 19<sup>th</sup> – 31<sup>st</sup>  
Masterton  
1 – 19 December averaging 31 visitors per day through the door  
19 -31 December averaging 53 visitors per day through the door
- Martinborough  
1-19 December averaging 100 visitors per day through the door  
19-31 December averaging 244 visitors per day through the door

- Staff observed that there were lots of families visiting and certainly plenty in Martinborough for the La de da concert.
- i-SITE staff worked through the Christmas period with only Christmas Day off.

**Destination development:**

- No new product development this month due to handover to new general manager on 15 December

**Destination marketing:**

- Completed A3 Wine Map. Please note our major advertiser Tranz Metro did not renew their placement (past years value \$5000) due to a marketing restructure and refocus. Tranzit Tours took up the placement
- Uploaded more key regional images to our Flickr site
- Attended meeting regarding development of signage/identity for Masterton
- Developed a poster promoting the region with free of charge placement on the Bluebridge ferry.
- Met with organisers for Harvest festival and Balloons Over Wairarapa to plan joint promotional and media activity for this double-header weekend.
- Developed local information for a NZ food tourism website. [www.kai.co.nz](http://www.kai.co.nz)
- Attended a strategic session with Pukaha Mount Bruce and provided a recommendation on next steps for engagement with travel trade.
- Facebook activity included promotion
- Attended a meeting with 'Destination Greytown' to hear the groups plans to develop a marketing body to promote the town
- Worked with Renaissance Tours (brings cruise ships tours to the region) and their key attractions (Cobblestones, Schoc, Paua World, Greytown retailers) to finesse their visits, information and experience
- Facebook and email database activity for La De Da, Bic Runga, Toni Childs, Summertides

**Trade:**

- Working with Tranzit and Copthorne Solway went on sales calls to inbounders in Hamilton and Auckland. Identified some key opportunities for us around 'technical tours' e.g. Agriculture. Undertook some product manager and front line training. Prior to the visit worked with both Aylstone and Brackenridge who now both wish to work with trade.
- Applied as a TRENZ exhibitor

**PR:**

- Kiwi Rail's Our New Zealand magazine featured Tora Tora on the cover and a regional events feature inside.
- Organised itinerary for and hosted Australian wine/lifestyle writer Jennifer Tippet. Writing for The Age in Melbourne and a key women's lifestyle website.
- Attended editorial planning meeting for Wairarapa Lifestyle magazine and provided story ideas.
- Developed copy/images for 'The Great North Island Road Trip' editorial feature



- Hosted Fishhead editor and discussed opportunities for the region in 2012
- Developed short sharp useful list of content for the DomPost for their Capital Day feature e.g. Summertides, family summer fun ideas, best beach etc etc

**Destination management:**

- A two year contract was entered into with Tracey O'Callaghan of Summit Lodge to act as the Sustainable Tourism Advisor to Regions (STAR). Waiting to hear from Ministry of Economic Development regarding their expectations as the grant provider.
- David Hancock started as general manager on 15 December
- Further to the request for proposal for a comprehensive research project, the members of Regional Tourism Organisations New Zealand (RTONZ) have been working with Ministry of Economic Development (MED) on the development of reliable regional tourism data. This data set development includes enhancements to the Commercial Accommodation Monitor and the development of a new credit card transaction report available by region with source of visitor and spends.
- The need for a disaster management plan in conjunction with the local emergency management plan has been identified at a national level. Christchurch presented at the December RTONZ meeting where they expressed the demand that displaced visitors put on the emergency management and the need for being prepared to process them.
- Submissions prior to the preparation of the three Councils' respective draft annual plans will need to be made in early January.

### October Accommodation Statistics:

- October performed considerably better than September as the traffic for the Rugby World Cup (RWC) quarter finals materialised
- Visitors to the Wairarapa showed better growth (6.3%) than for NZ (-4.3%) on a whole
- Better still was the growth in guest nights of 27.4% for the Wairarapa versus negative growth for NZ (-1.5%) and only 3.6% for Wellington
- Guest night growth was on the back of an increase in length of stay of 0.5 of a night compared to October last year. This was also the highest length of stay for the Wairarapa since January 2007
- As anticipated, October and the RWC produced the best ever October and not to the levels of summer

## Commercial Accommodation Monitor

October  
2011

Statistics New Zealand

	Wairarapa	Manawatu	Greater Wellington	National
<b>Guest Arrivals</b>				
2011	9,222	24,407	95,855	1,253,027
2010	8,641	22,500	102,020	1,307,428
Variance	6.3%	7.8%	-6.4%	-4.3%
<b>Guest Nights</b>				
2011	19,073	46,165	208,739	2,445,416
2010	13,848	36,645	201,183	2,482,187
Variance	27.4%	20.6%	3.6%	-1.5%
<b>Occupancy</b>				
2011	23.6%	33.4%	61.7%	34.0%
2010	16.3%	29.4%	58.3%	33.4%
Variance	7.3	4.0	3.4	0.6
<b>Length of Stay</b>				
2011	2.1	1.9	2.2	2.0
2010	1.6	1.6	2.0	1.9

David Hancock  
General Manager