

China Travel Service NZ Ltd

China Travel Service NZ Ltd will utilise its extensive global networks and will collaborate with New Zealand Maori Tourism to promote New Zealand as a holiday destination to the 1.2m Chinese people residing in Australia.

The Challenge

- To create a promotional campaign to target this growing Chinese segment of the Australian market. The product developed in collaboration with New Zealand Maori Tourism aims to attract this market, along with their visiting friends and family with New Zealand's quality tourism and food and beverage products.

The Project

- Targets trade and tourism growth in a region that is already aware of New Zealand's brand proposition, and has the potential to increase air connectivity.
- Builds on the New Zealand Story through creating links between food/wine/cultural tourism and product experiences to strengthen New Zealand's place in the market.
- Targets for value, focussing efforts on high net worth individuals and free and independent travellers.
- Uses a digital and direct selling strategy to inform the target market that New Zealand is easily accessible and provides amazing, unique, quality, culturally interesting food tourism experiences that will rejuvenate and improve the lives of Chinese visitors and their families and friends.
- Develops a successful digital / direct marketing model which moves consumers from interest to purchase.
- Utilises relationships to build a strong cluster of operators to accelerate growth.

Key facts

Programme start: August 2014

Length of TGP Funding: 1 year

TGP funding: \$50,000

Industry funding: \$50,000

Estimated potential economic benefits to NZ:
\$6.0 million total by 2017

