

Southern World Vacations (NZ) Limited

Southern World aims to entice more of the North American hunting market to New Zealand. It is a fast-growing and consistently strong travel sector. Both hunters and fishing enthusiasts are amongst the highest net-worth and highest spending individuals who travel to New Zealand from the United States. The project also aligns with the Tourism Industry Association's Tourism 2025 framework by aiming to drive growth and productivity gains in New Zealand's tourism industry.

The Challenge

- Fishing enthusiasts and sport hunters have been travelling to New Zealand for decades, yet New Zealand remains comparatively new, and for many is an undiscovered destination.
- Hunters have the desire and ability to travel internationally - they just need to know what New Zealand has to offer.

The Project

- Southern World will work with their existing relationships and established channels to raise New Zealand's profile as a sport hunting and fishing destination.
- Key US national magazines have been identified to reach approximately 945,000 subscribed hunting and fishing enthusiasts. Marketing activity will include trade show attendance, advertising, featured editorials, and tours for key influencers.
- Through Southern World's partner, Esplanade Travel, Hunting New Zealand will have a strong presence at these popular hunting and fishing conventions. Sport hunters typically spend three to six days outdoors; the remainder could be spent enjoying the best of other New Zealand tourism offerings.

Key facts

Programme start: October 2014

Length of TGP Funding: 3 years

TGP funding: \$112,950

Industry funding: \$112,950

Estimated potential economic benefits to New Zealand:

\$4.5 million by July 2017 and ongoing

